6

How to Diagram the Damn Thing

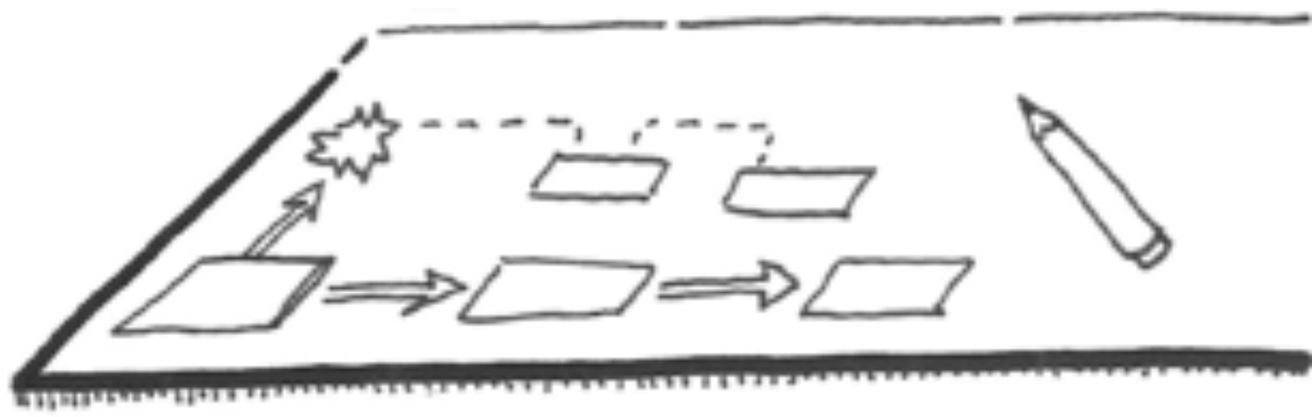
LAST WEEK...

PERSONA:

NEED	CONTEXT	CHANNELS	FACTORS

DIAGRAMS HELP US TO

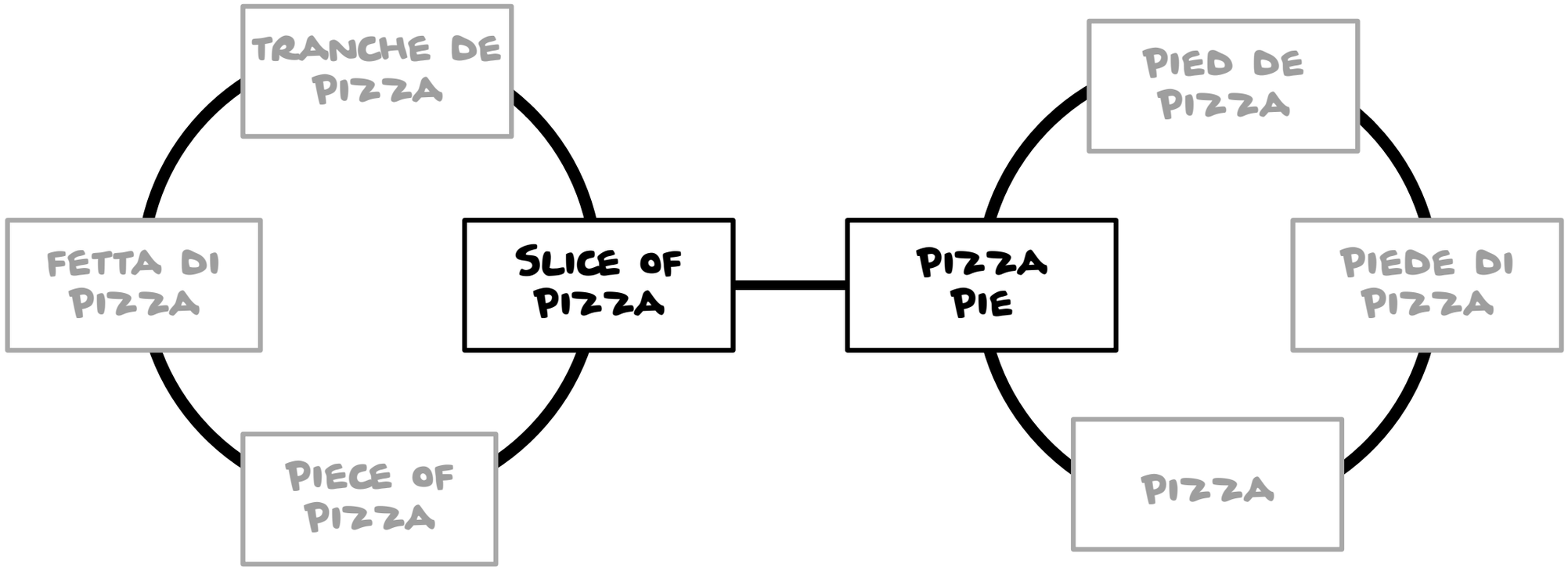
When we have something in common to point to we can reach consensus more easily



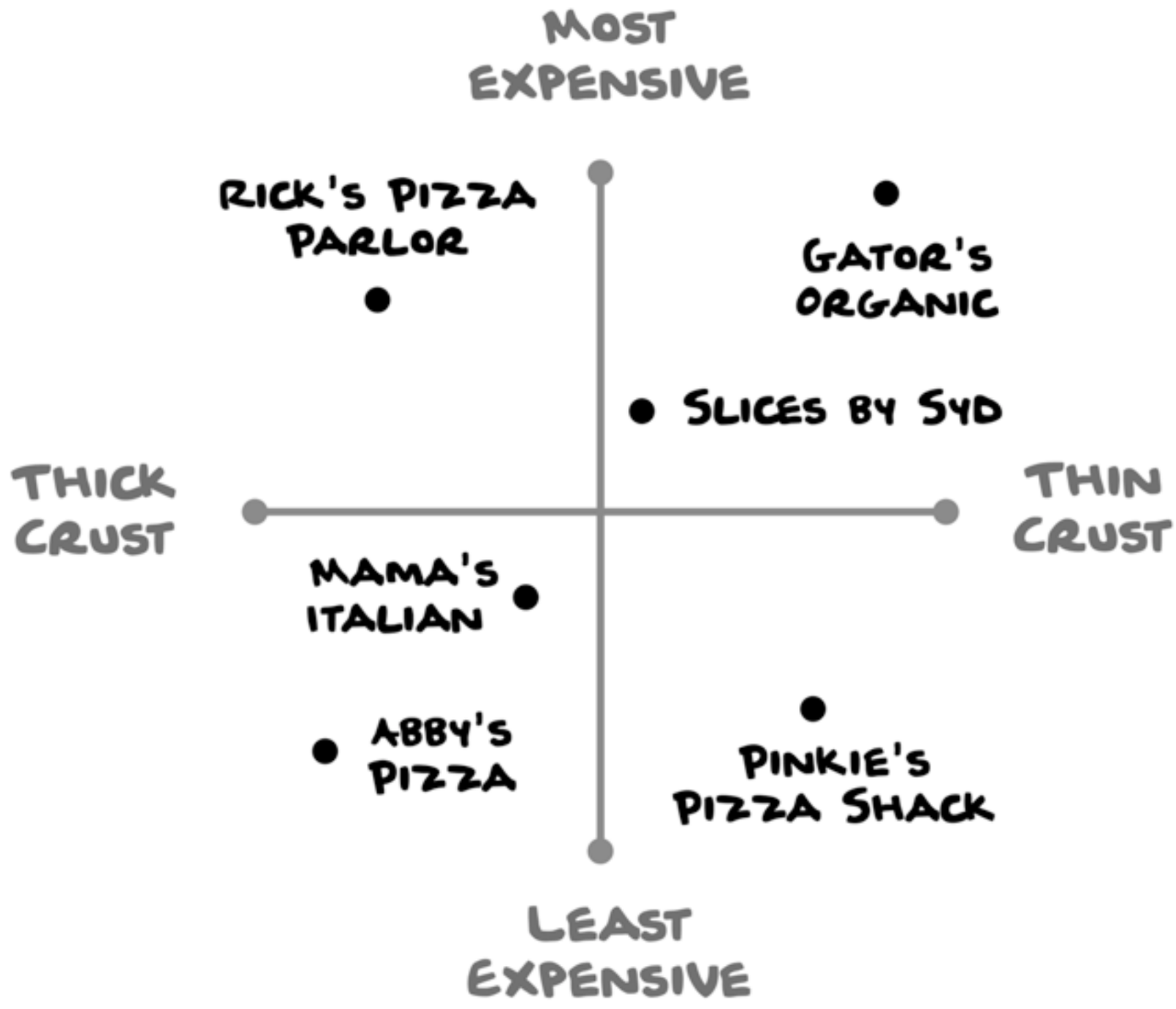
THERE ARE THOUSANDS OF DIAGRAM TYPES

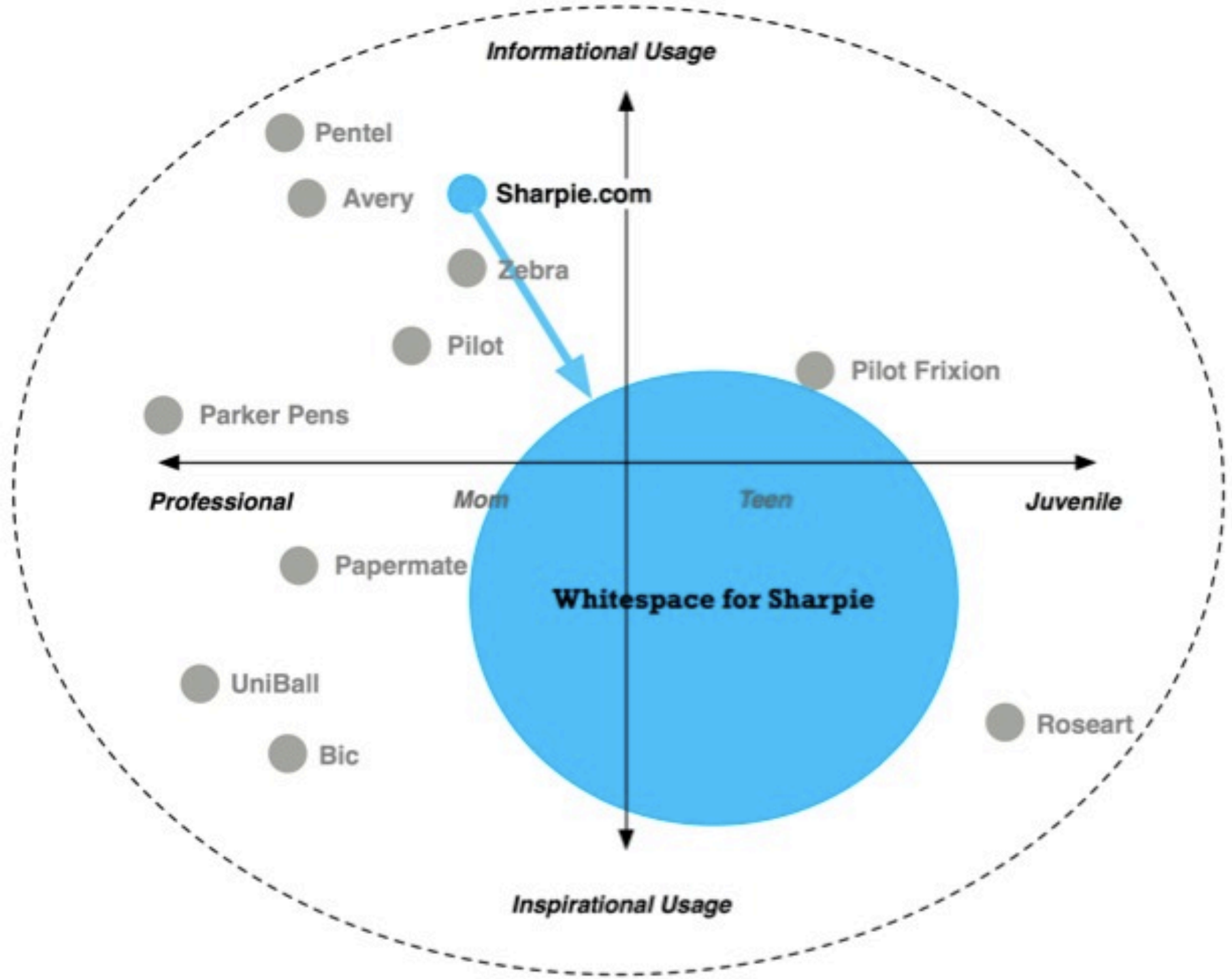
BUT HERE ARE SOME BASICS...

Synonym Rings

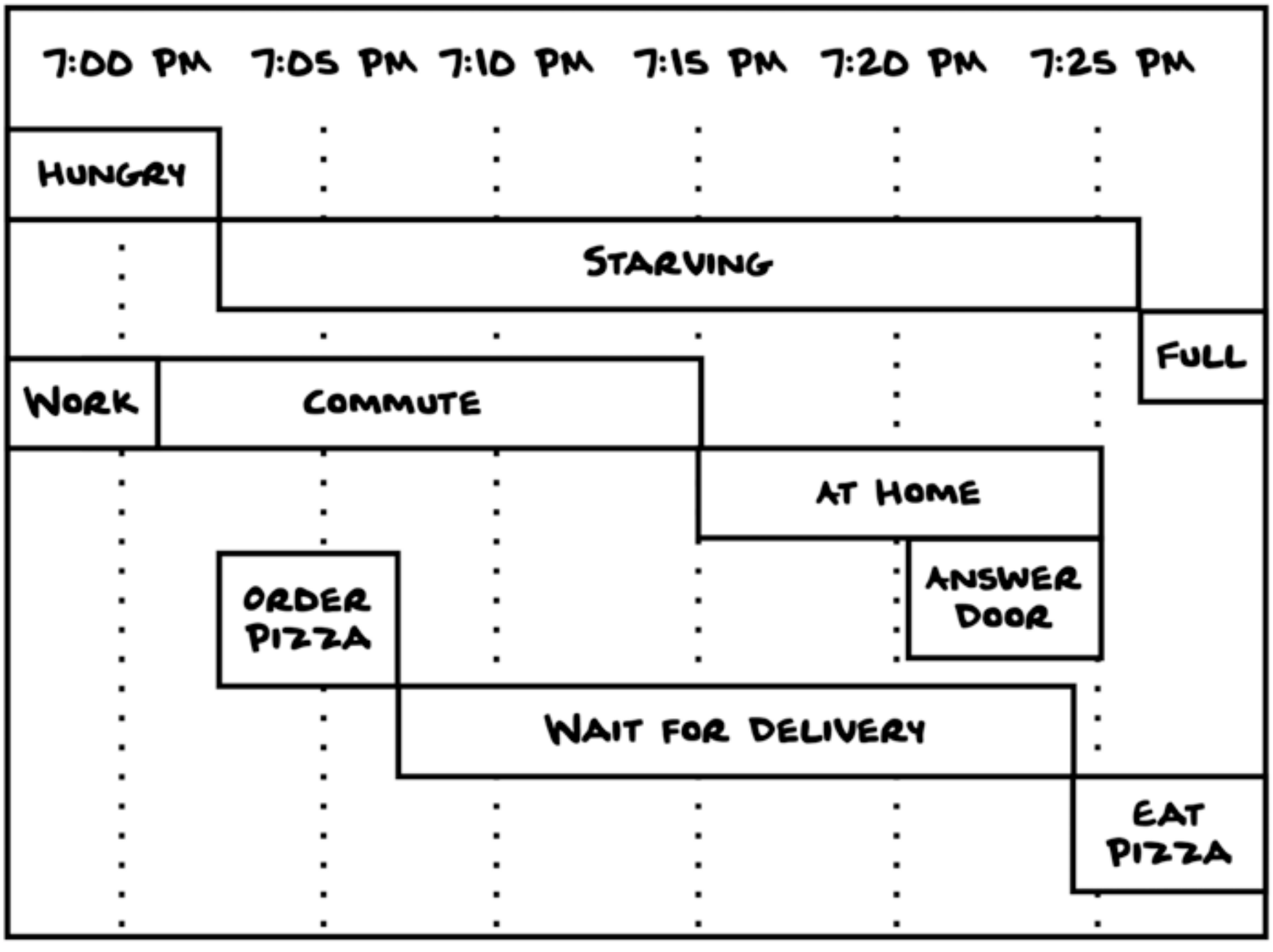


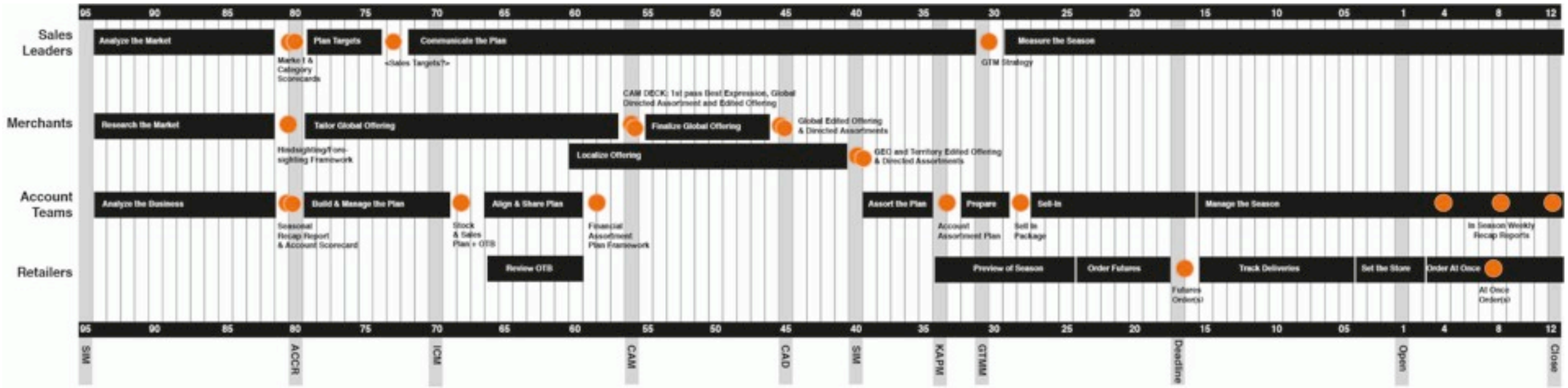
Quadrants

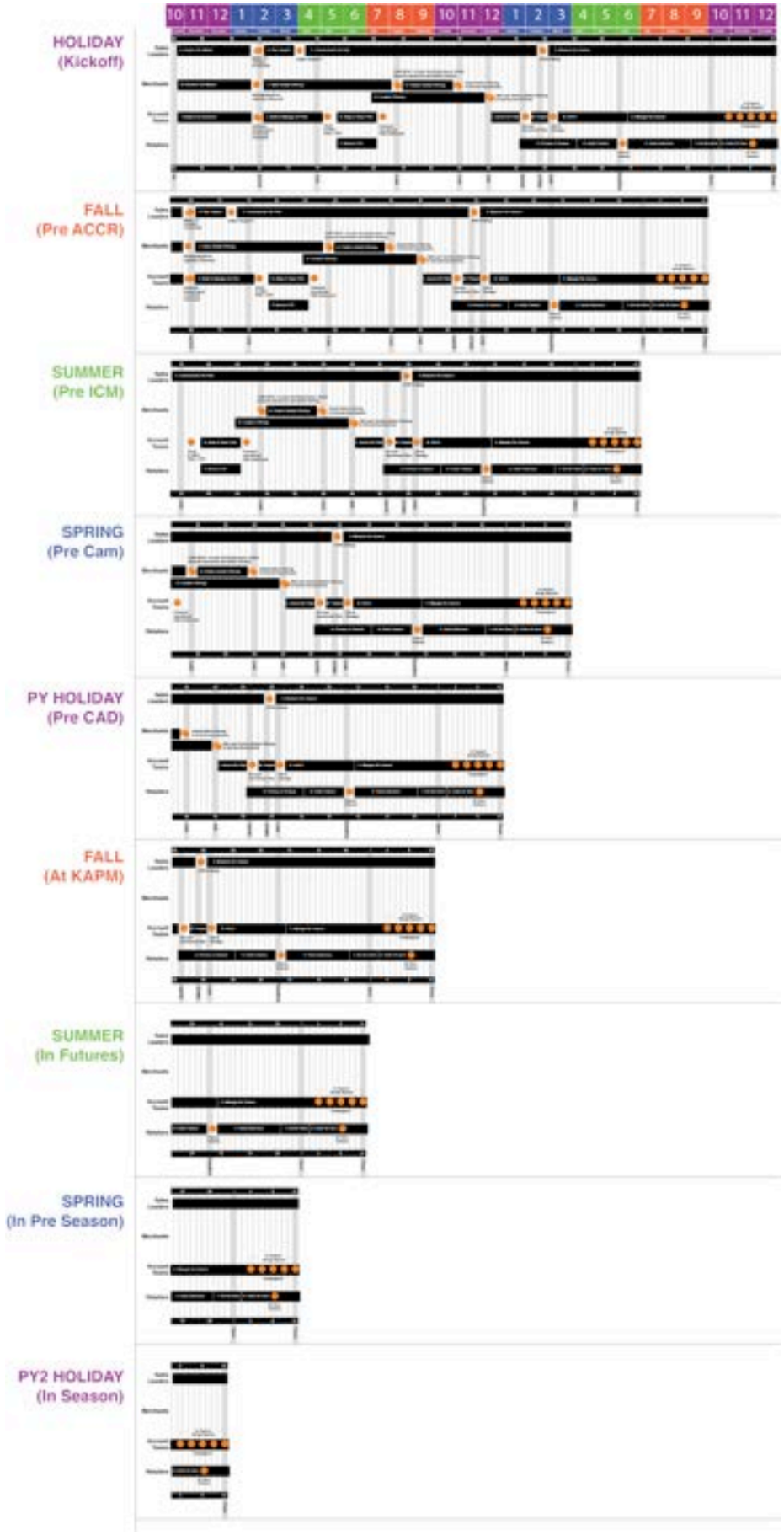

Most Expensive
Rick's Pizza Parlor
Gator's Organic
Slices by Syd
Thick Crust
Thin Crust
Mama's Italian
Abby's Pizza
Pinkie's Pizza Shack
Least Expensive


Informational Usage
Pentel
Avery
Sharpie.com
Zebra
Pilot
Pilot Frixion
Parker Pens
Professional
Mom
Teen
Juvenile
Papermate
Whitespace for Sharpie
UniBall
Roseart
Bic
Inspirational Usage

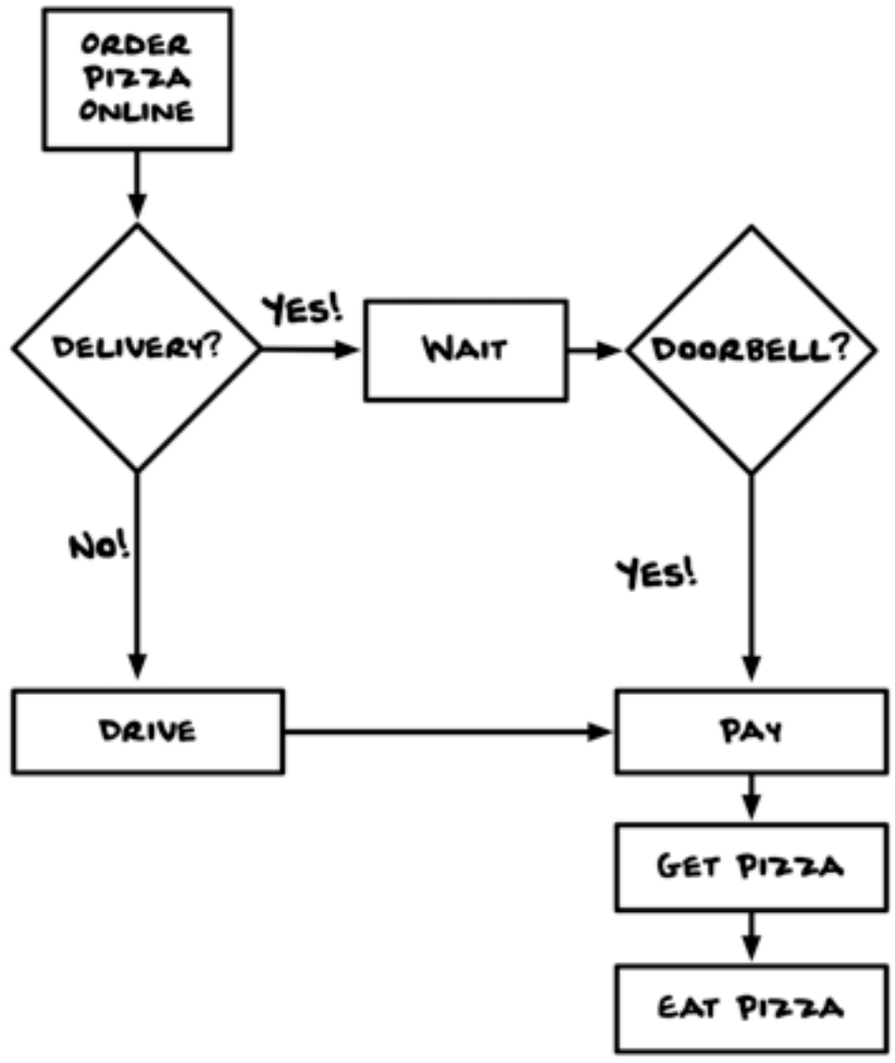
Gantt


7:00 PM
7:05 PM
7:10 PM
7:15 PM
7:20 PM
7:25 PM
HUNGRY
STARVING
FULL
WORK
COMMUTE
AT HOME
ANSWER DOOR
ORDER PIZZA
WAIT FOR DELIVERY
EAT PIZZA

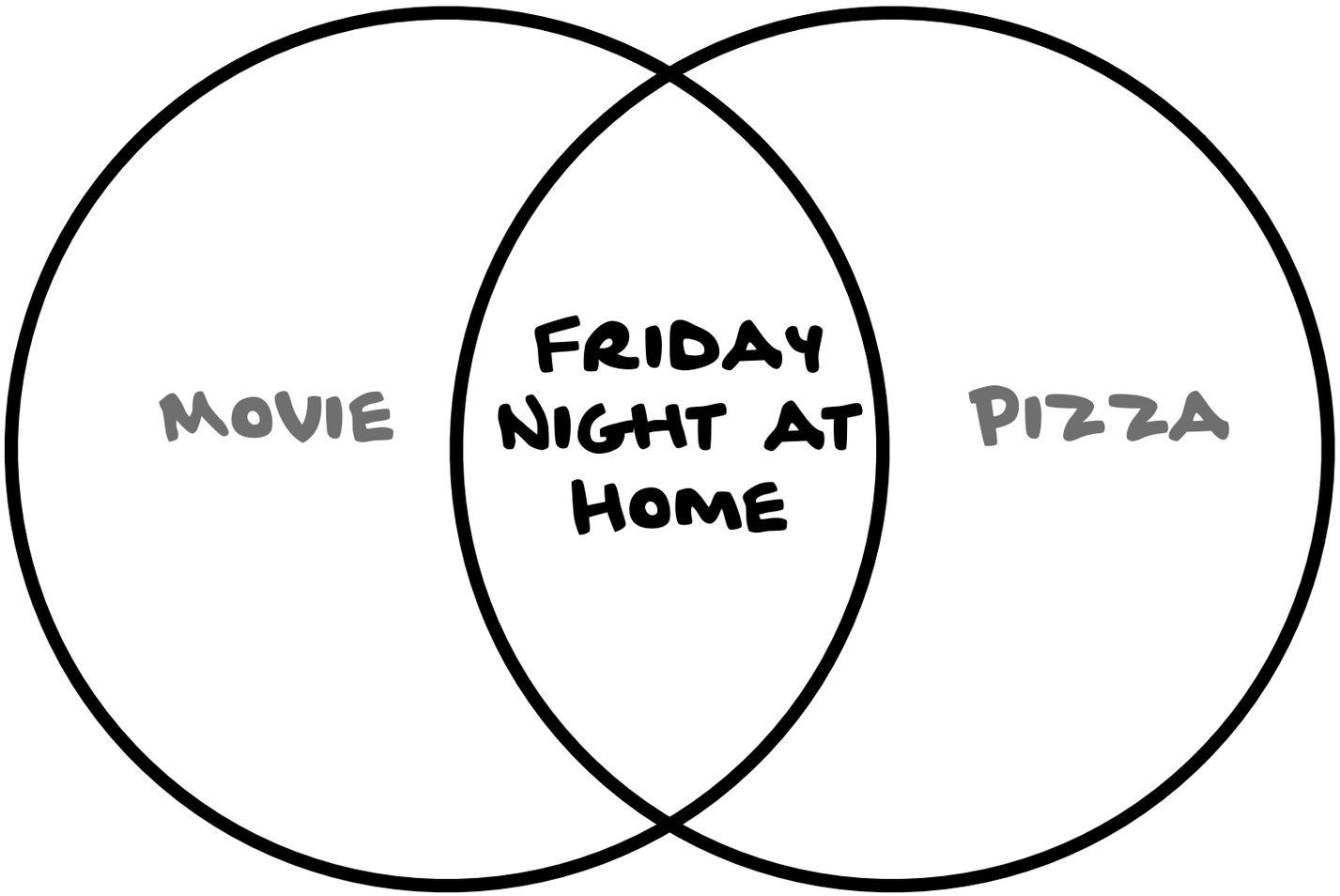

Sales Leaders
Merchants
Account Teams
Retailers
Analyze the Market
Plan Targets
Communicate the Plan
Measure the Season
Market & Category Scorecards
<Sales Targets?>
GTM Strategy
CAM DECK: 1st pass Best Expression, Global Directed Assortment and Edited Offering
Research the Market
Tailor Global Offering
Finalize Global Offering
Global Edited Offering & Directed Assortments
Localize Offering
GEO and Territory Edited Offering & Directed Assortments
Analyze the Business
Build & Manage the Plan
Align & Share Plan
Assort the Plan
Prepare
Sell-In
Manage the Season
Seasonal Recap Report & Account Scorecard
Stock & Sales Plan + OTB
Financial Assortment Plan Framework
Account Assortment Plan
Sell In Package
In Season Weekly Recap Reports
Review OTB
Preview of Season
Order Futures
Track Deliveries
Set the Store
Order At Once
Futures Order(s)
At Once Order(s)
95 90 85 80 75 70 65 60 55 50 45 40 35 30 25 20 15 10 05 1 4 8 12
SIM
ACCR
ICM
CAM
CAD
SIM
KAPM
GTMM
Deadline
Open
Close


10 11 12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11 12
HOLIDAY (Kickoff)
FALL (Pre ACCR)
SUMMER (Pre ICM)
SPRING (Pre Cam)
PY HOLIDAY (Pre CAD)
FALL (At KAPM)
SUMMER (In Futures)
SPRING (In Pre Season)
PY2 HOLIDAY (In Season)

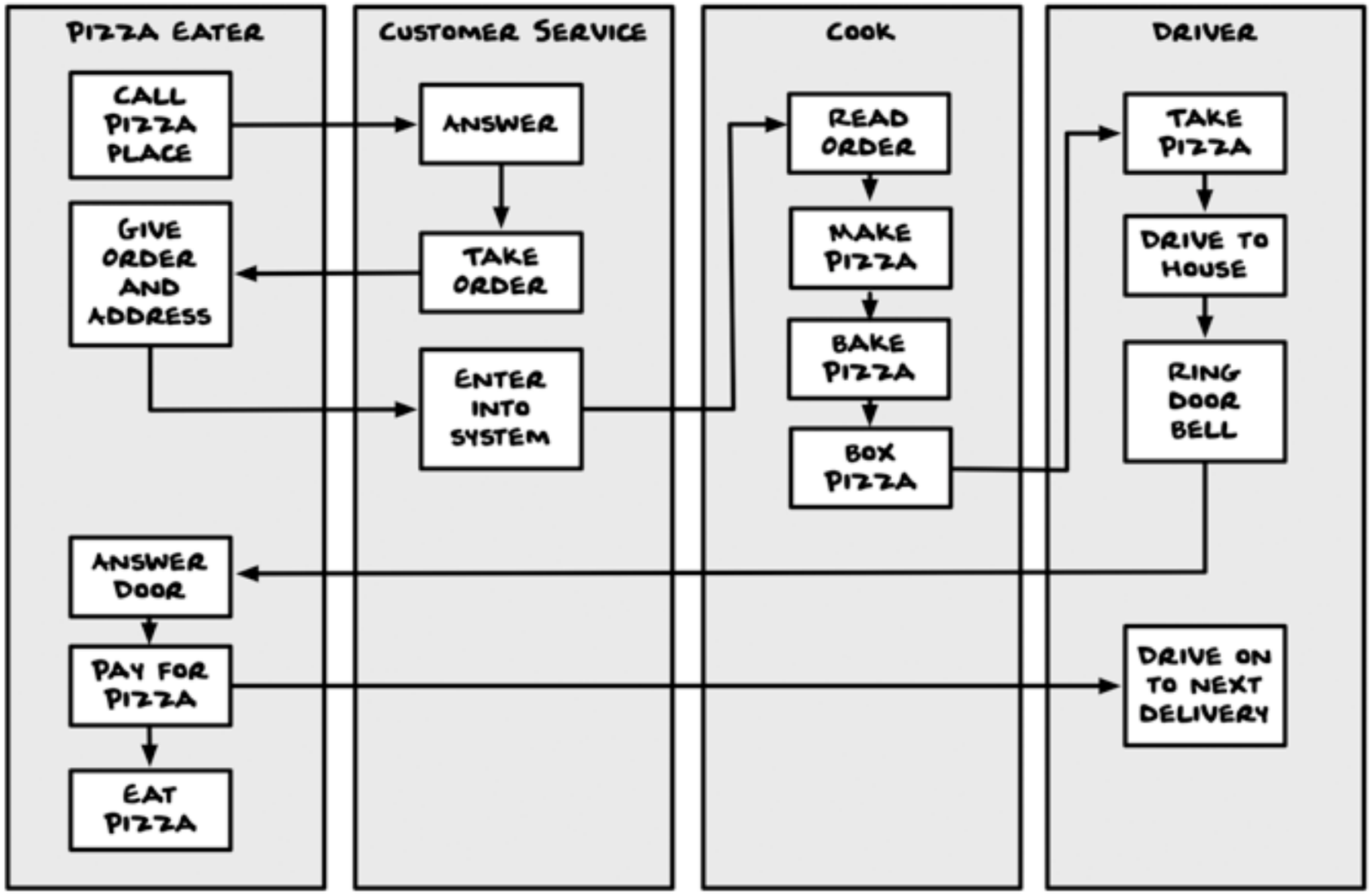
Flow Diagram



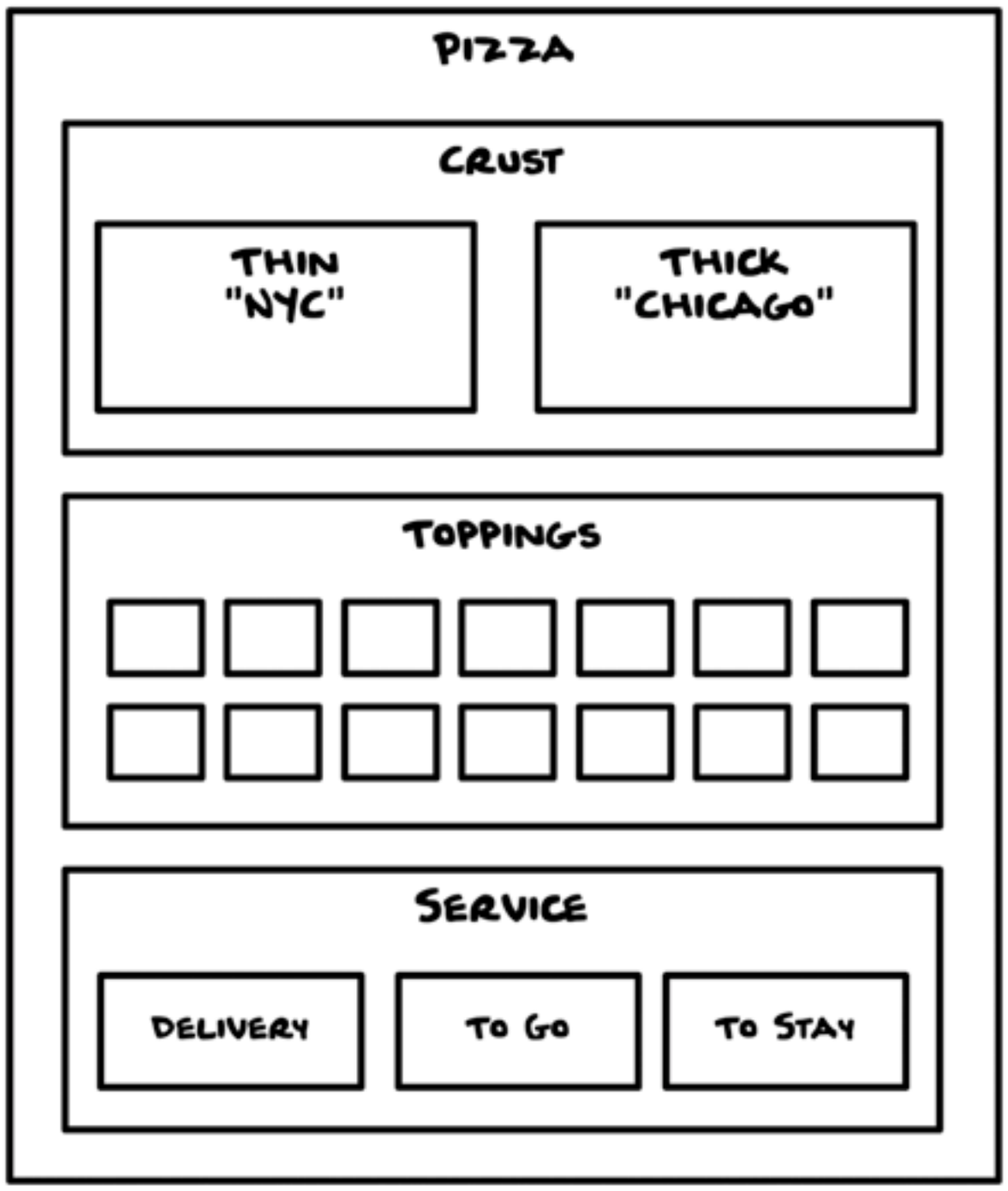
VENN DIAGRAM



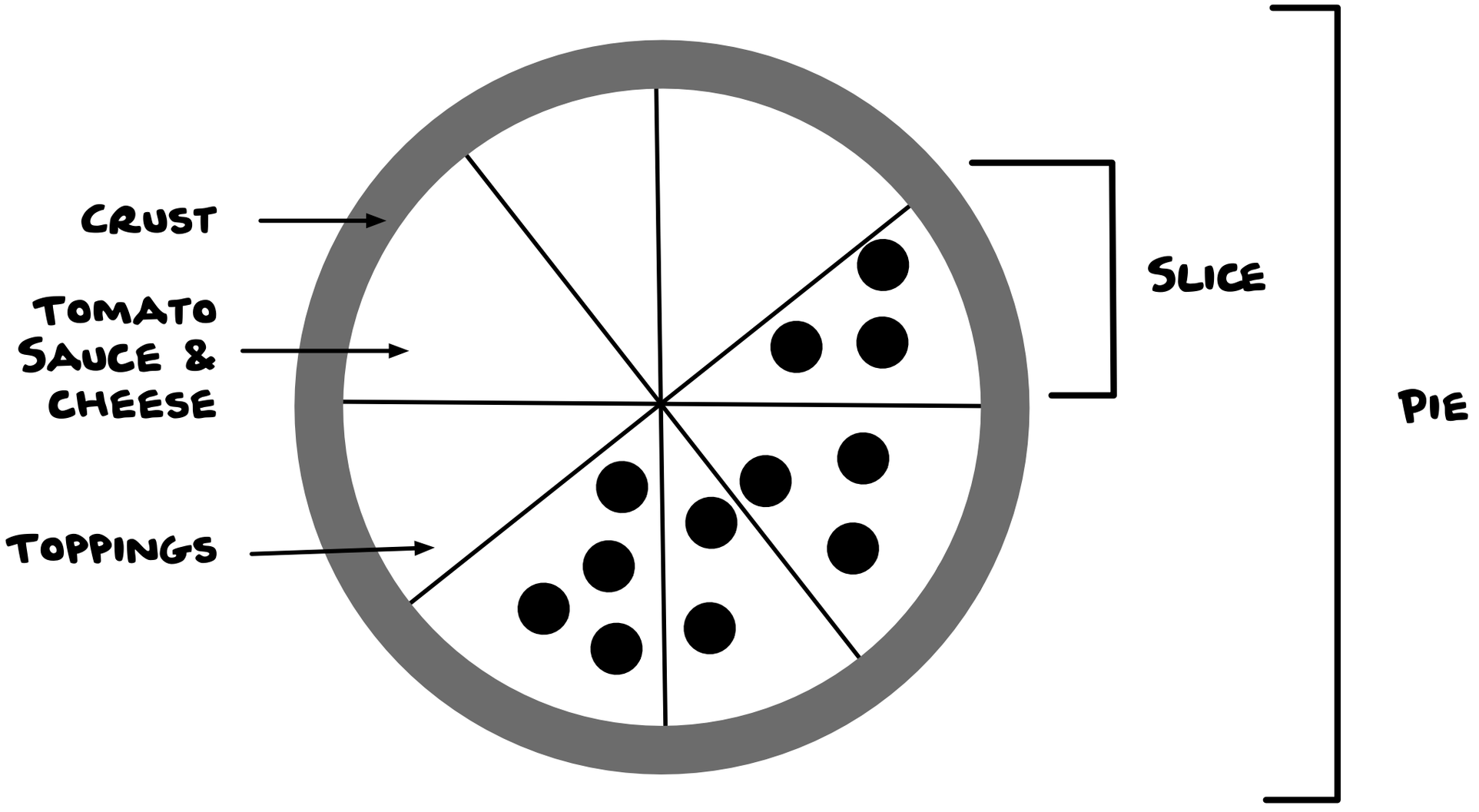
Swim Lane


Pizza Eater
Customer Service
Cook
Driver
Call Pizza Place
Answer
Read Order
Take Pizza
Give Order and Address
Take Order
Make Pizza
Drive to House
Enter into System
Bake Pizza
Ring Door Bell
Box Pizza
Answer Door
Pay for Pizza
Drive on to Next Delivery
Eat Pizza

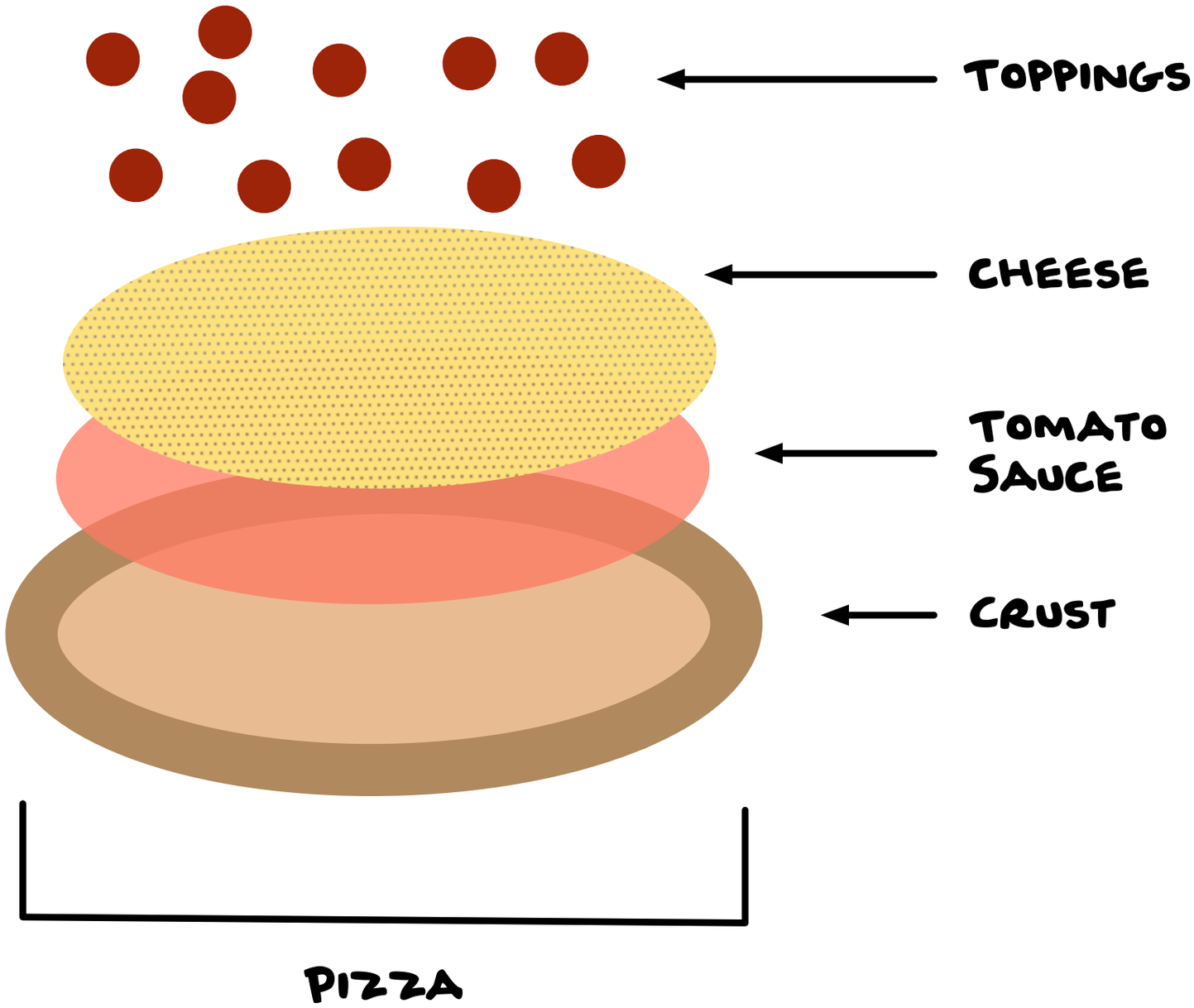
BLOCK

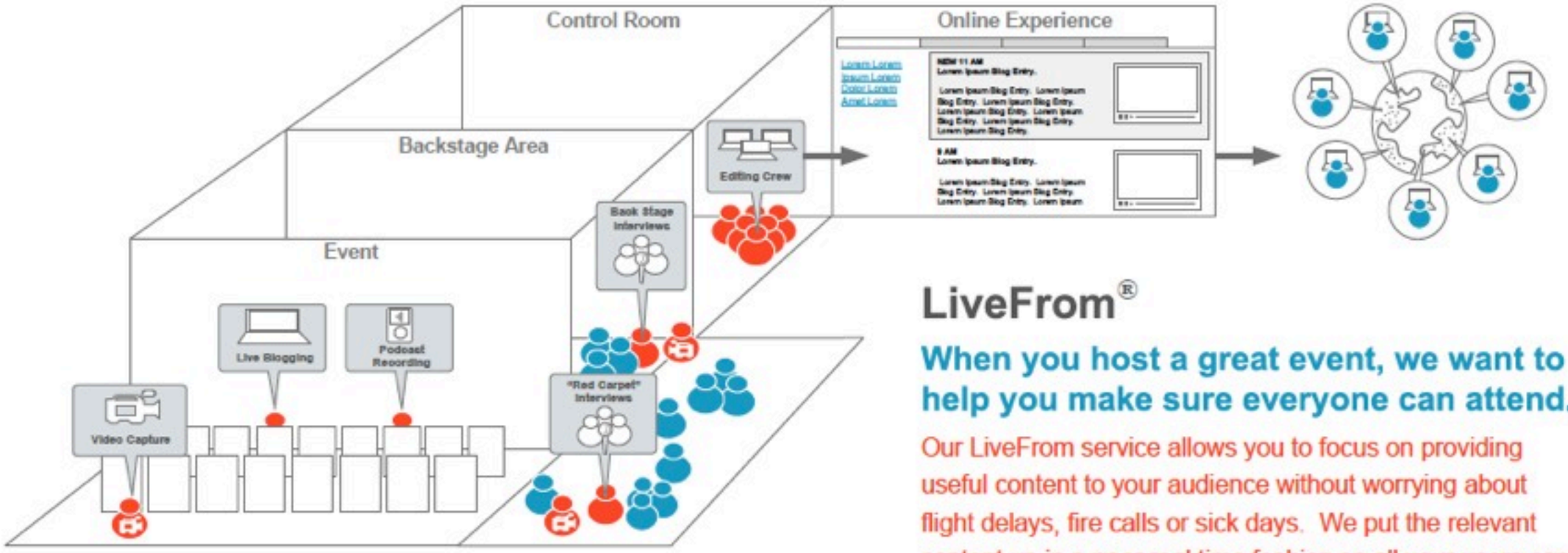

PIZZA
CRUST
THIN
"NYC"
THICK
"CHICAGO"
TOPPINGS
SERVICE
DELIVERY
TO GO
TO STAY

SCHEMATIC



EXPLODED SCHEMATIC





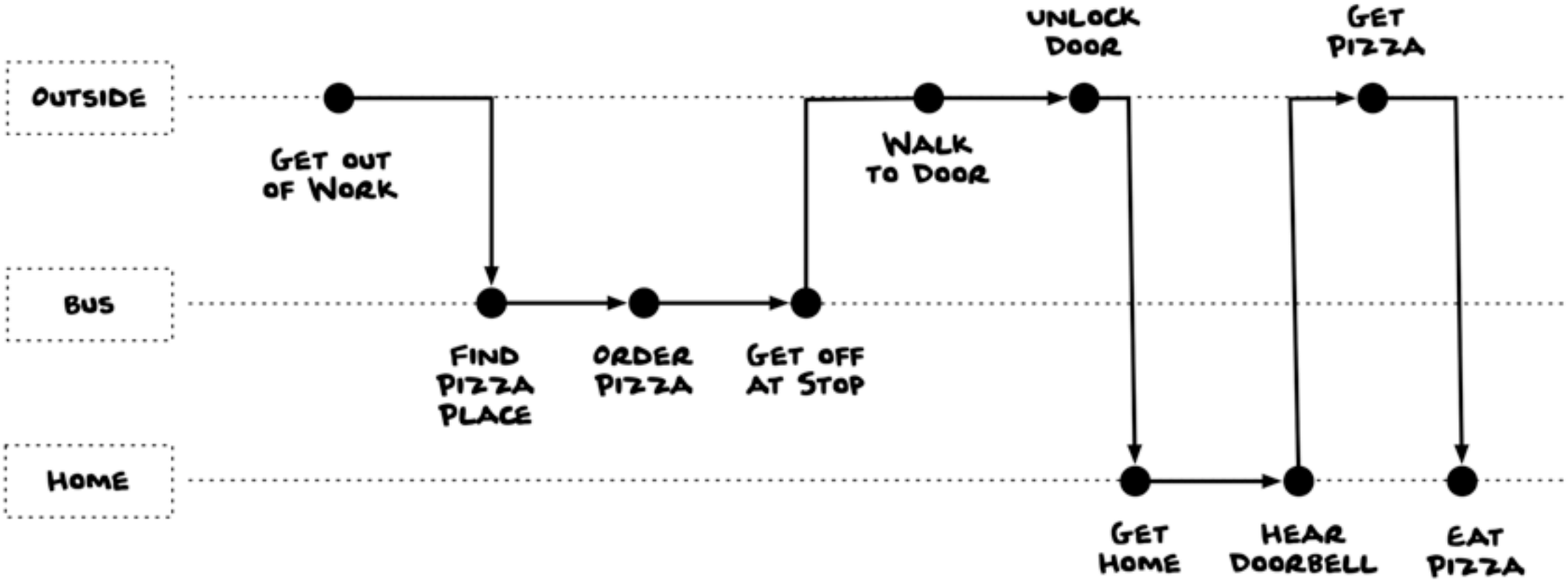
LiveFrom®

When you host a great event, we want to help you make sure everyone can attend.

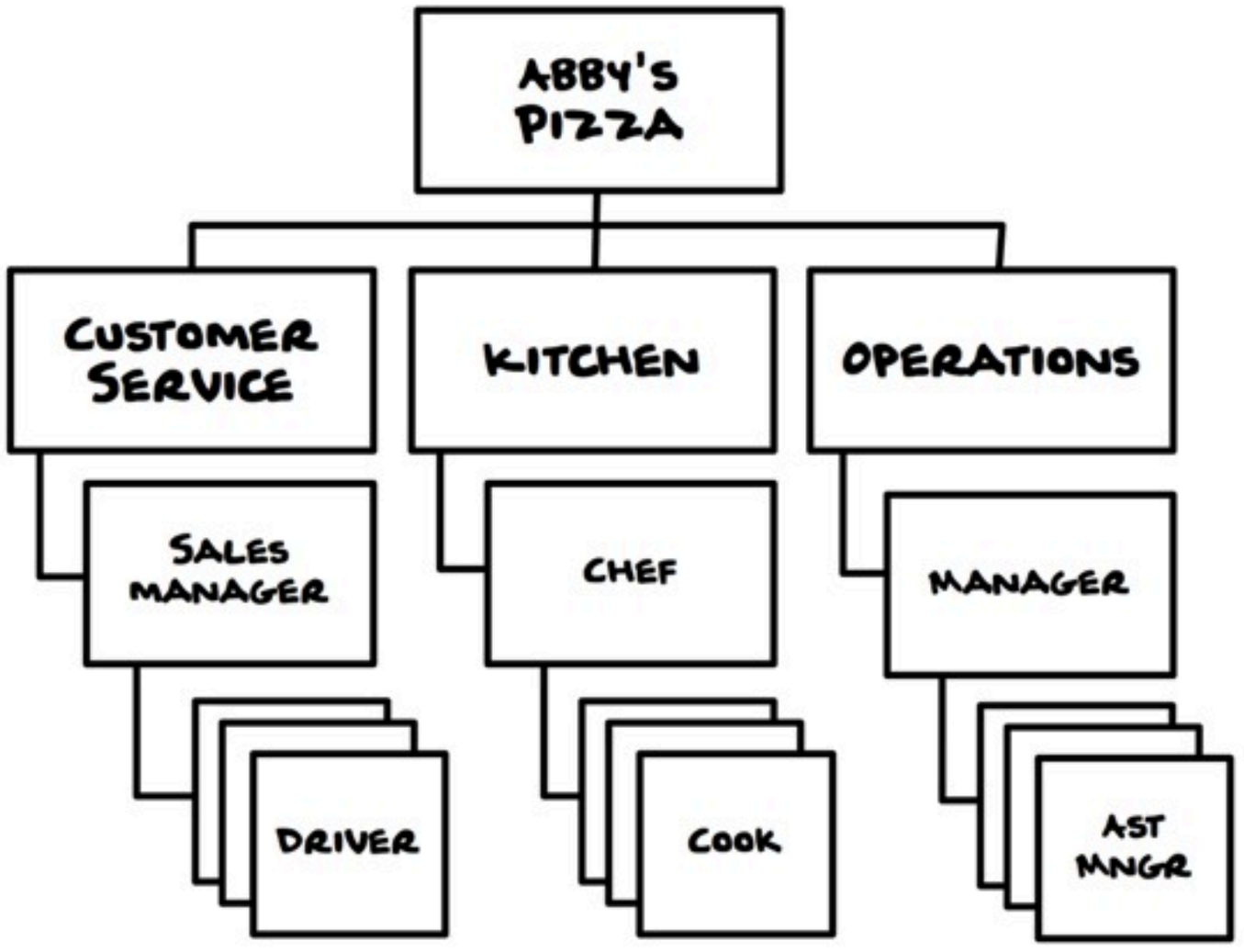
Our LiveFrom service allows you to focus on providing useful content to your audience without worrying about flight delays, fire calls or sick days. We put the relevant content up in a near real time fashion so all your users can keep up with the event, even from the comforts of home.

- Strategizing Important Content for Web Presentation
- Filming and Editing of event speakers
- Red Carpet & Backstage Interviews
- Live Blogging
- Podcasting

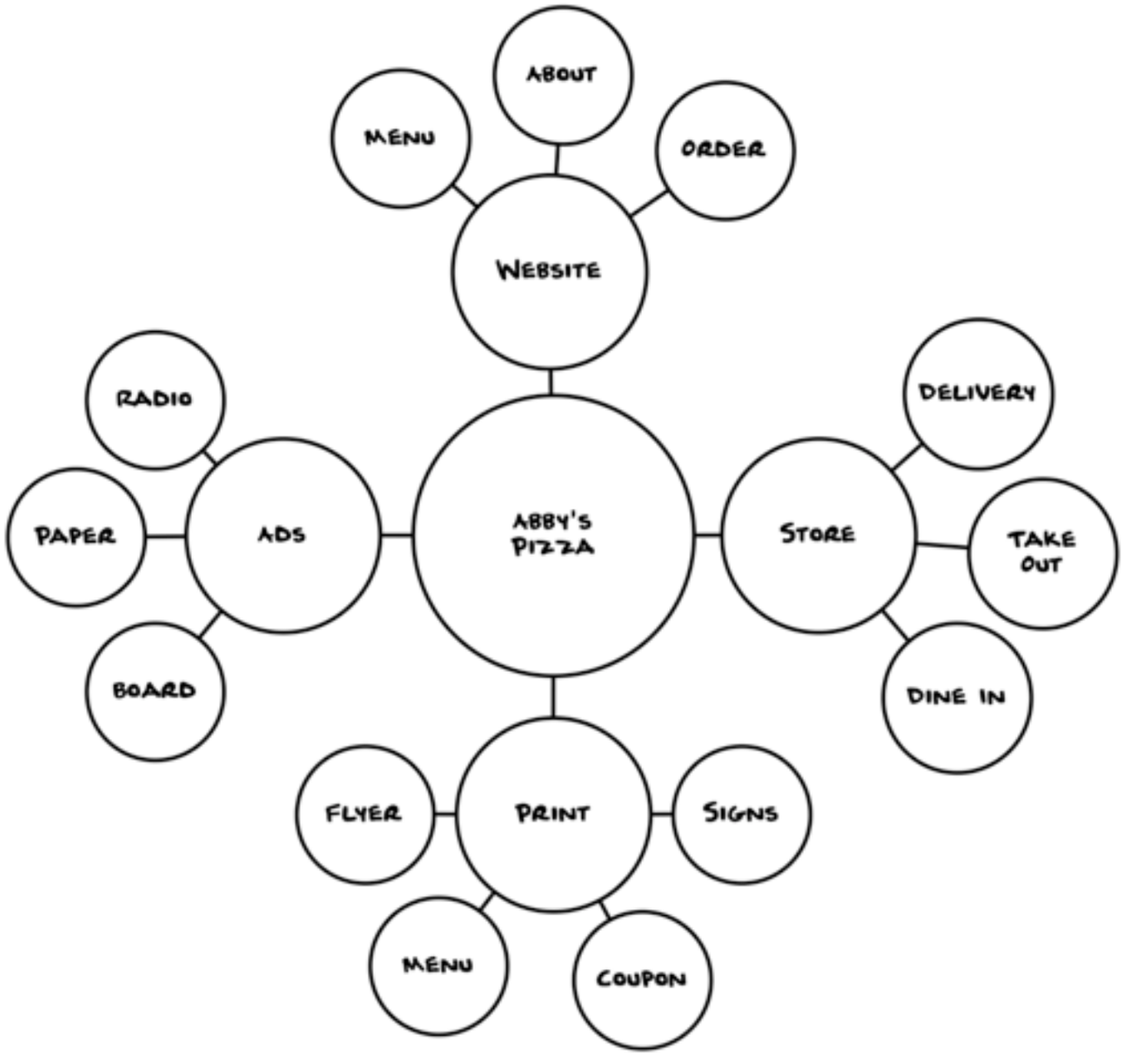
JOURNEY MAP


OUTSIDE
BUS
HOME
GET OUT OF WORK
FIND PIZZA PLACE
ORDER PIZZA
GET OFF AT STOP
WALK TO DOOR
UNLOCK DOOR
GET PIZZA
GET HOME
HEAR DOORBELL
EAT PIZZA

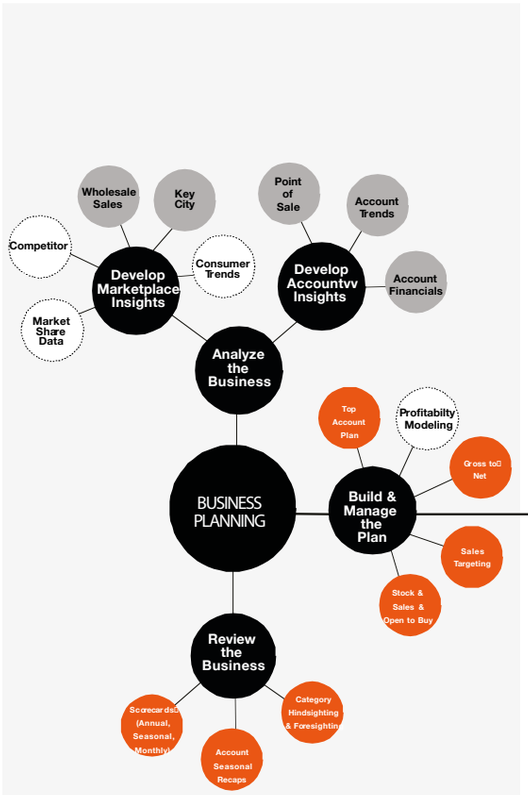
HIERARCHICAL MAP



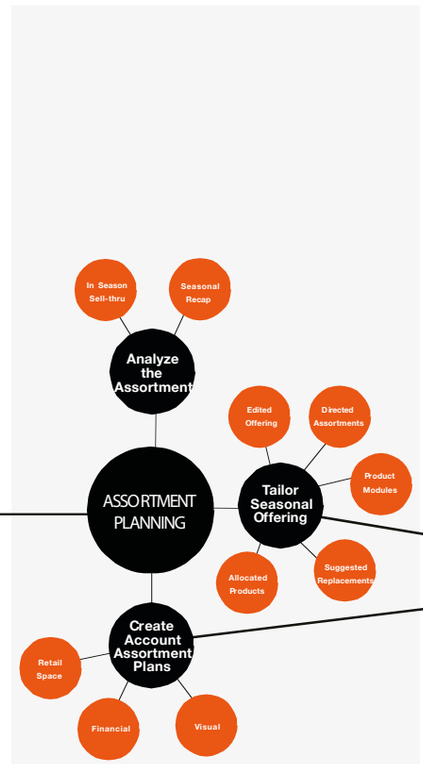
ASSOCIATION MAP



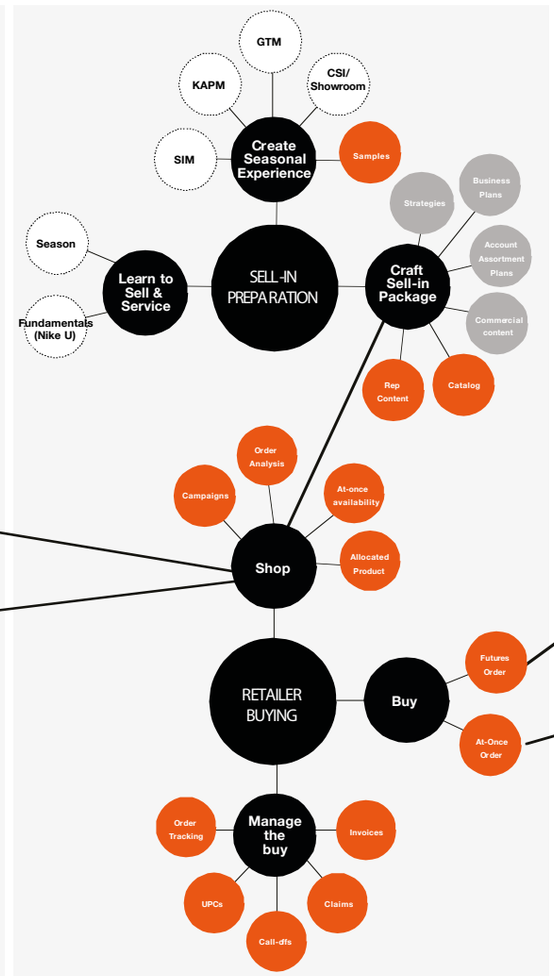
PLAN THE BUSINESS



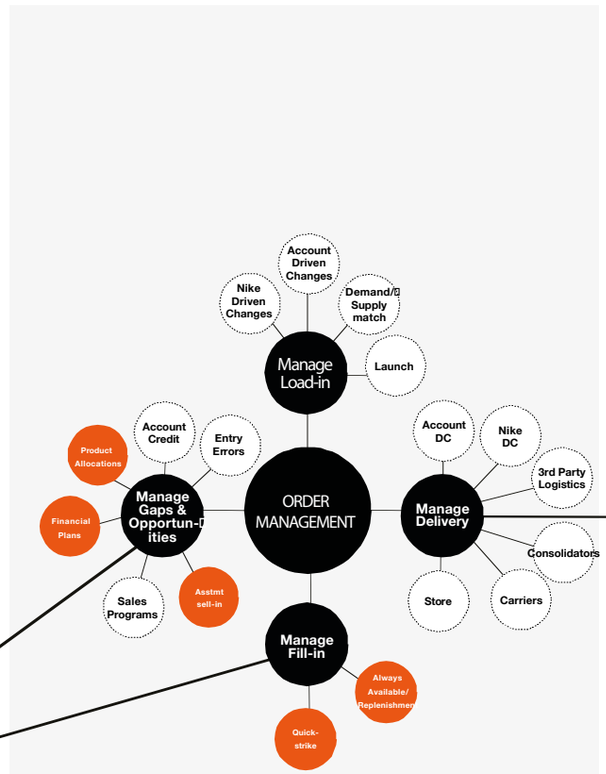
ASSORT THE PLAN



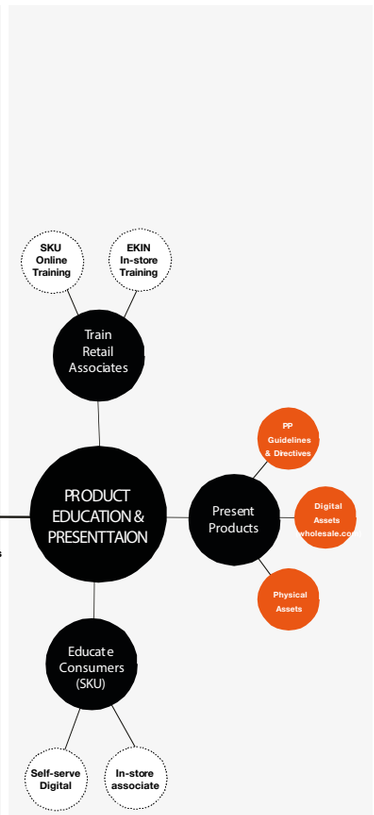
SELL-IN THE PLAN



EXECUTE THE ASSORTMENT



BRING ASSTMT TO LIFE

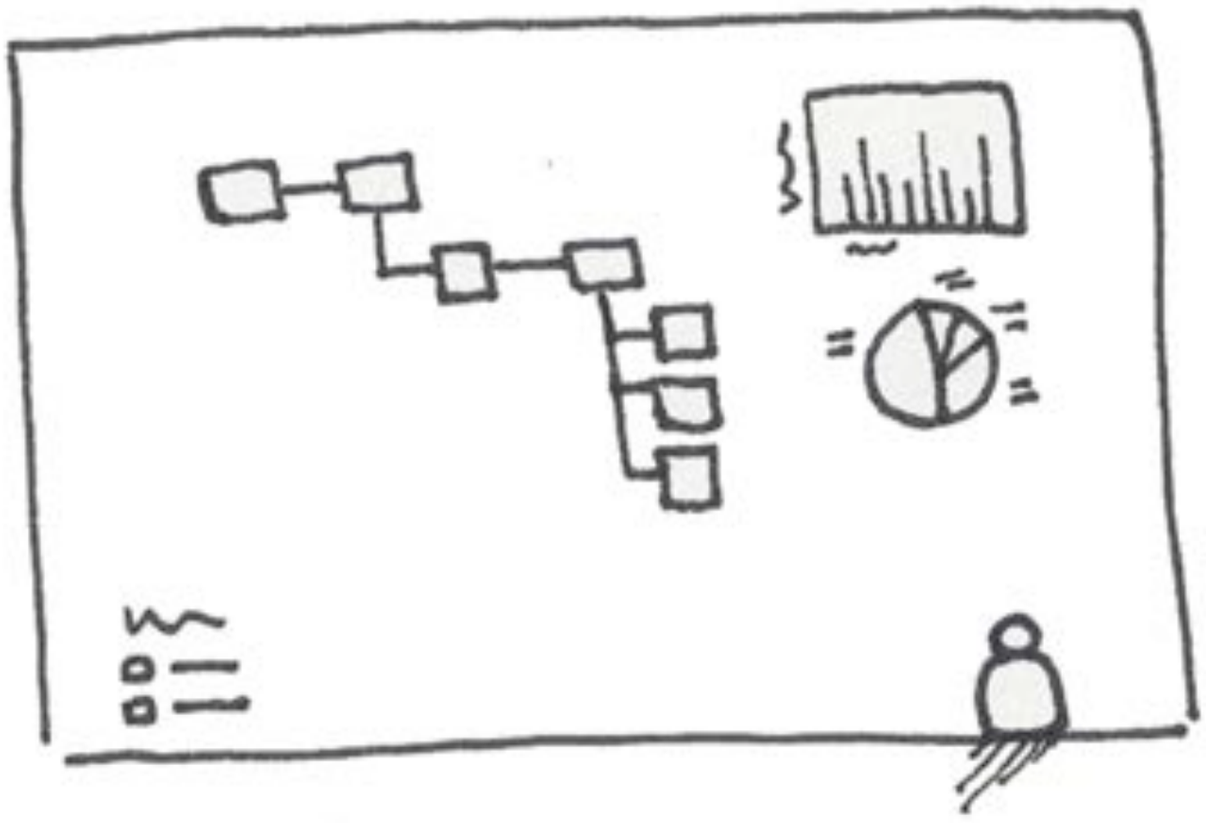


CONSIDERATIONS FOR THOUGHTFUL DIAGRAMS

Consider Scope

- What are you attempting to help people to understand? What is the diagram's purpose?
- What would you like users to take away from the experience?
- What affect will visualizing this information have?

Consider Scale & Medium



Consider Timescale

Then: Are you documenting something as it used to be?

“Diagram of the American Healthcare System as it was in the 1950s”

Now: Are you documenting something that exists today?

“Diagram of the present state of the American Healthcare System”

When: Are you documenting something as it will be?

“Diagram of the American Healthcare System as it will be in 2014”

Consider your rhetorical intent

Reflection: Are you documenting the past to point to a future problem?

Options: Are you documenting something as it *could* be?

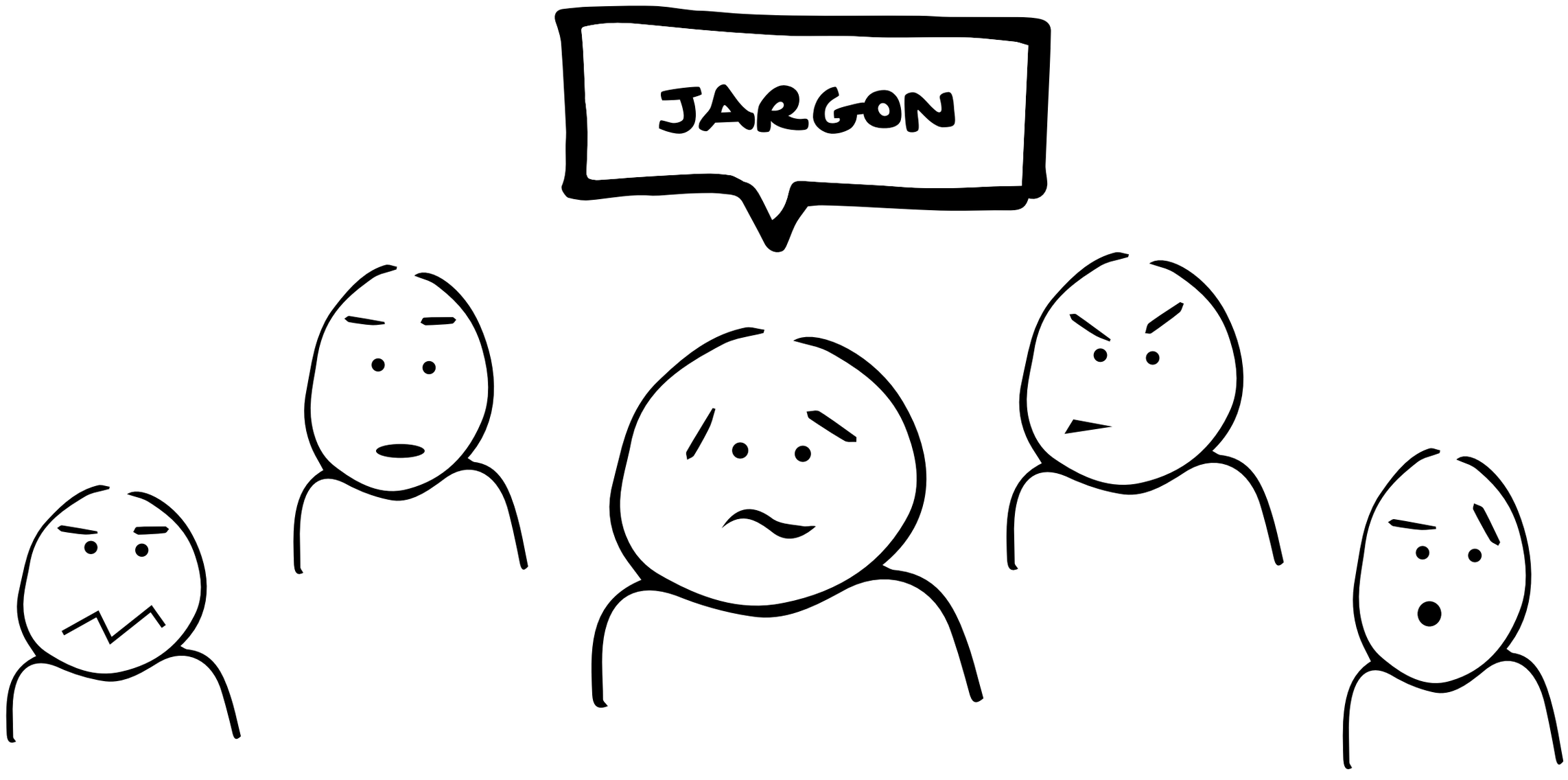
Improvements: Are you documenting something as it *should* be?

Identification: Are you documenting something as it *once was or is today*?

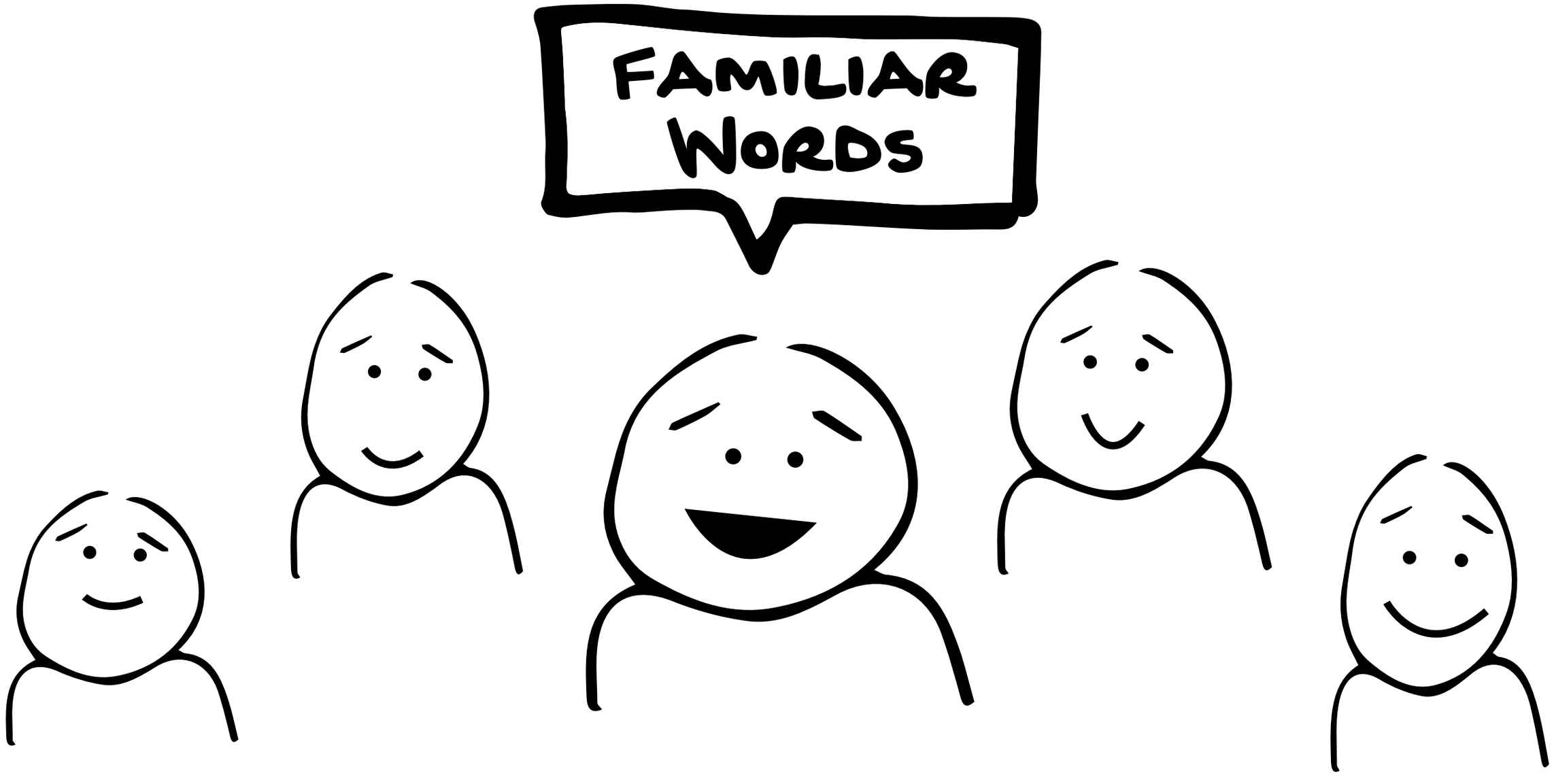
Plan: Are you documenting something as it *will be*?

IDENTIFY YOUR USER & CONTEXT

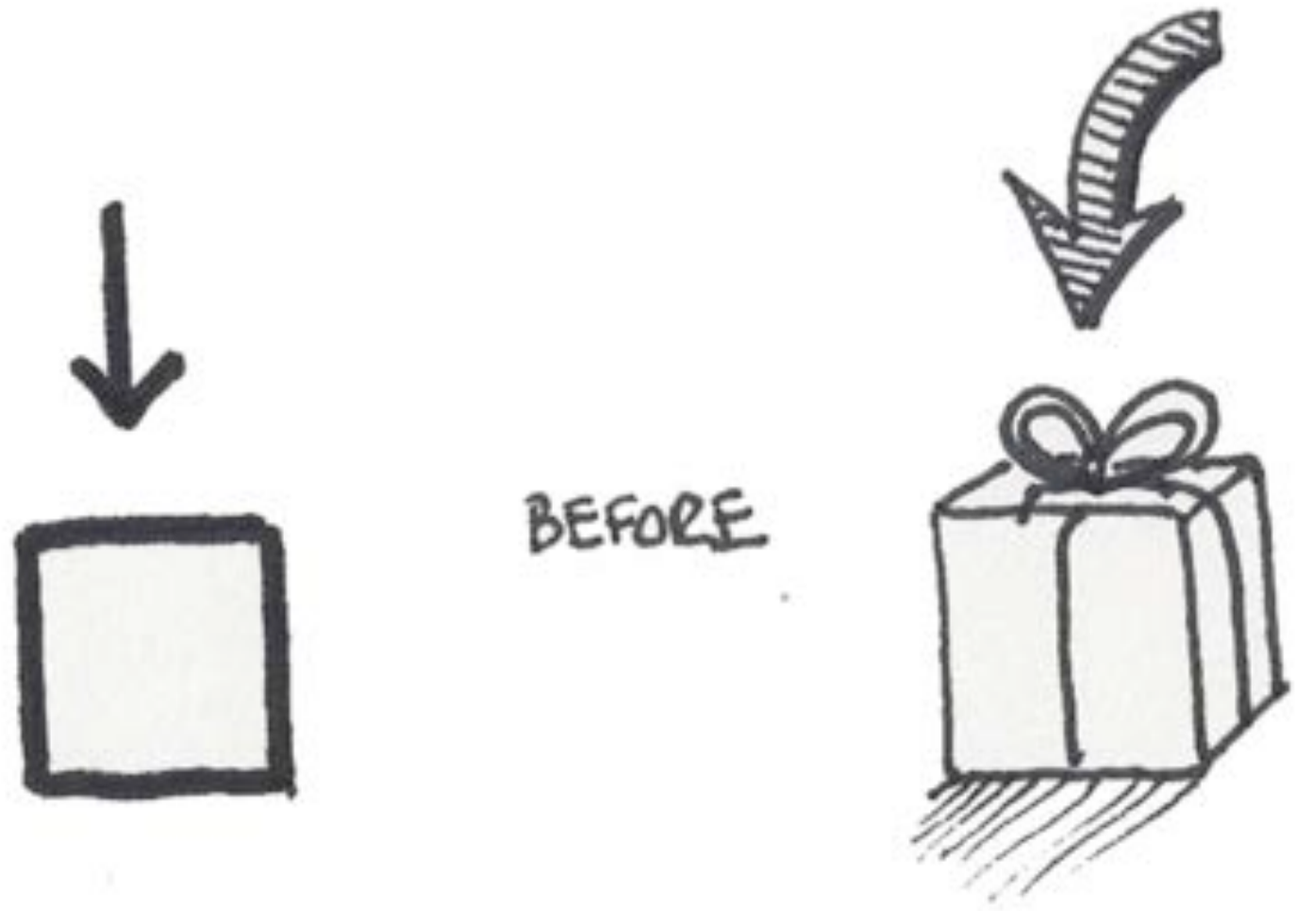
REMEMBER LABELS MATTER

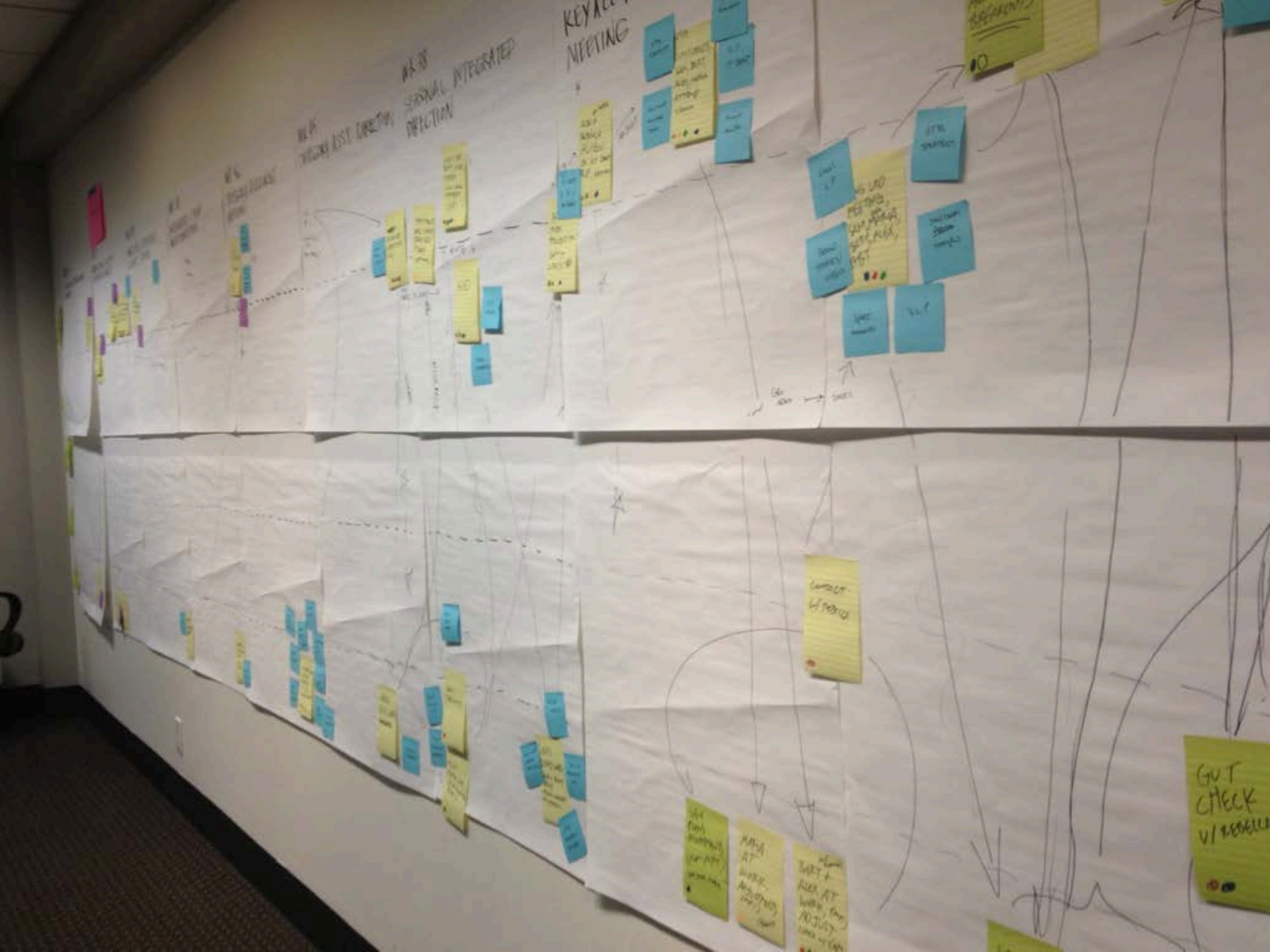


SO TEST THEM!

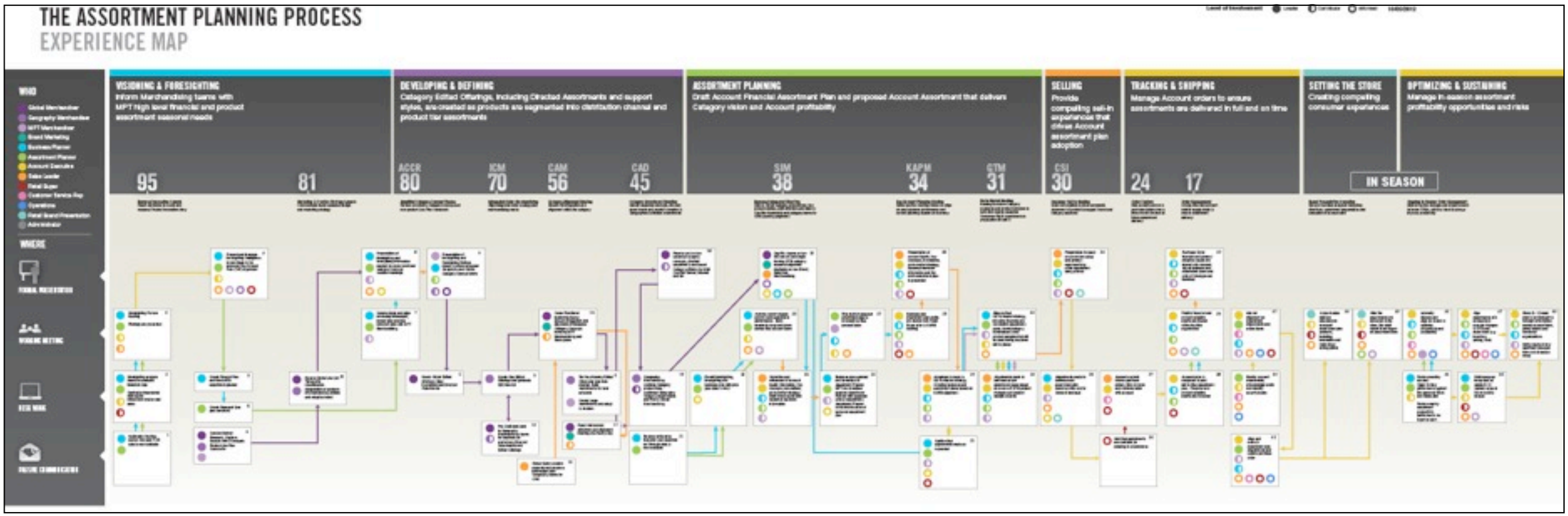


ARCHITECT BEFORE YOU DESIGN

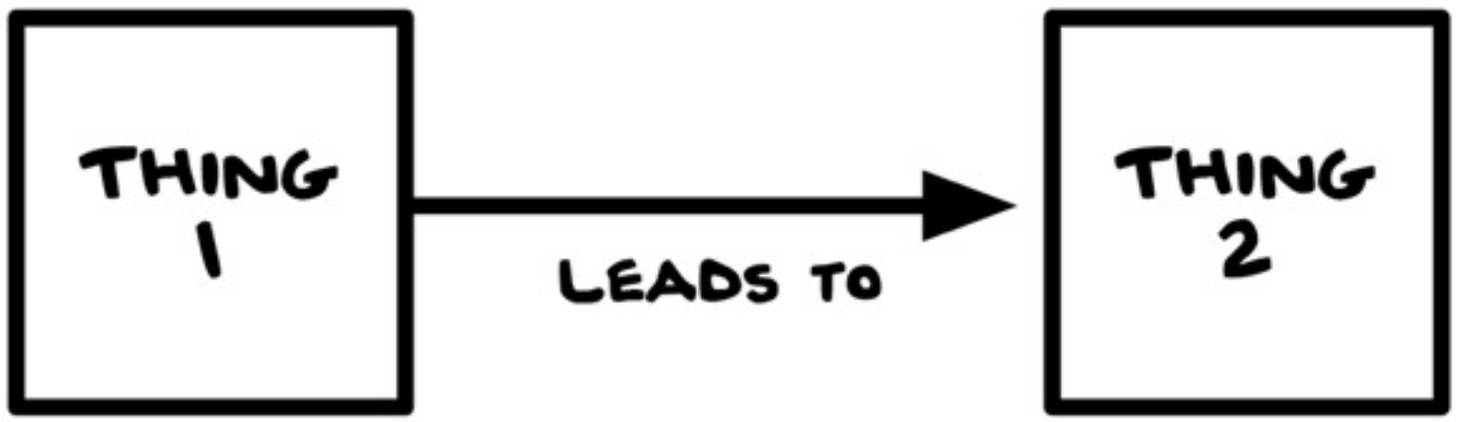



KEY
MEETING
GUT
CHECK

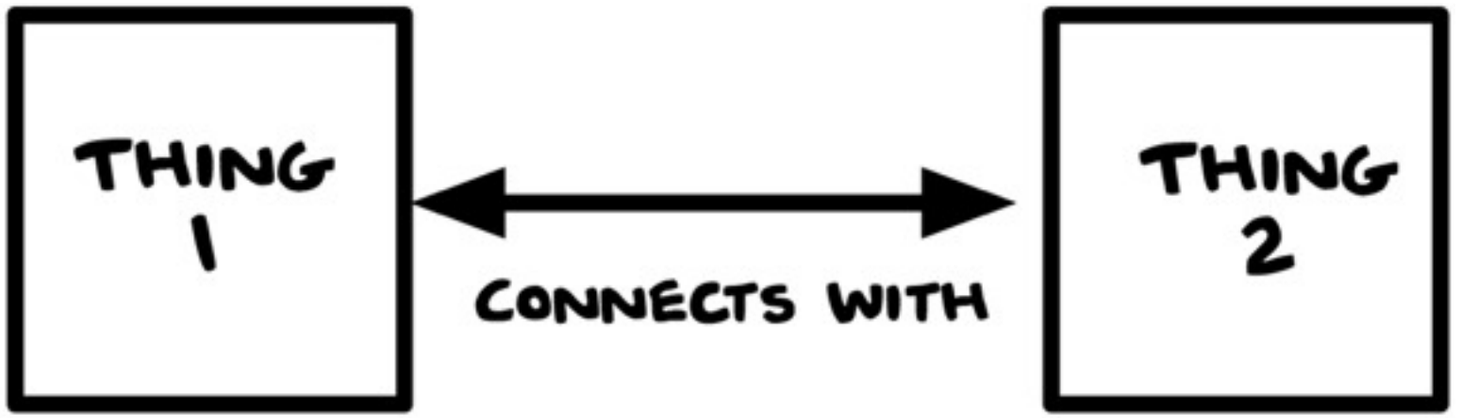
THE ASSORTMENT PLANNING PROCESS
EXPERIENCE MAP



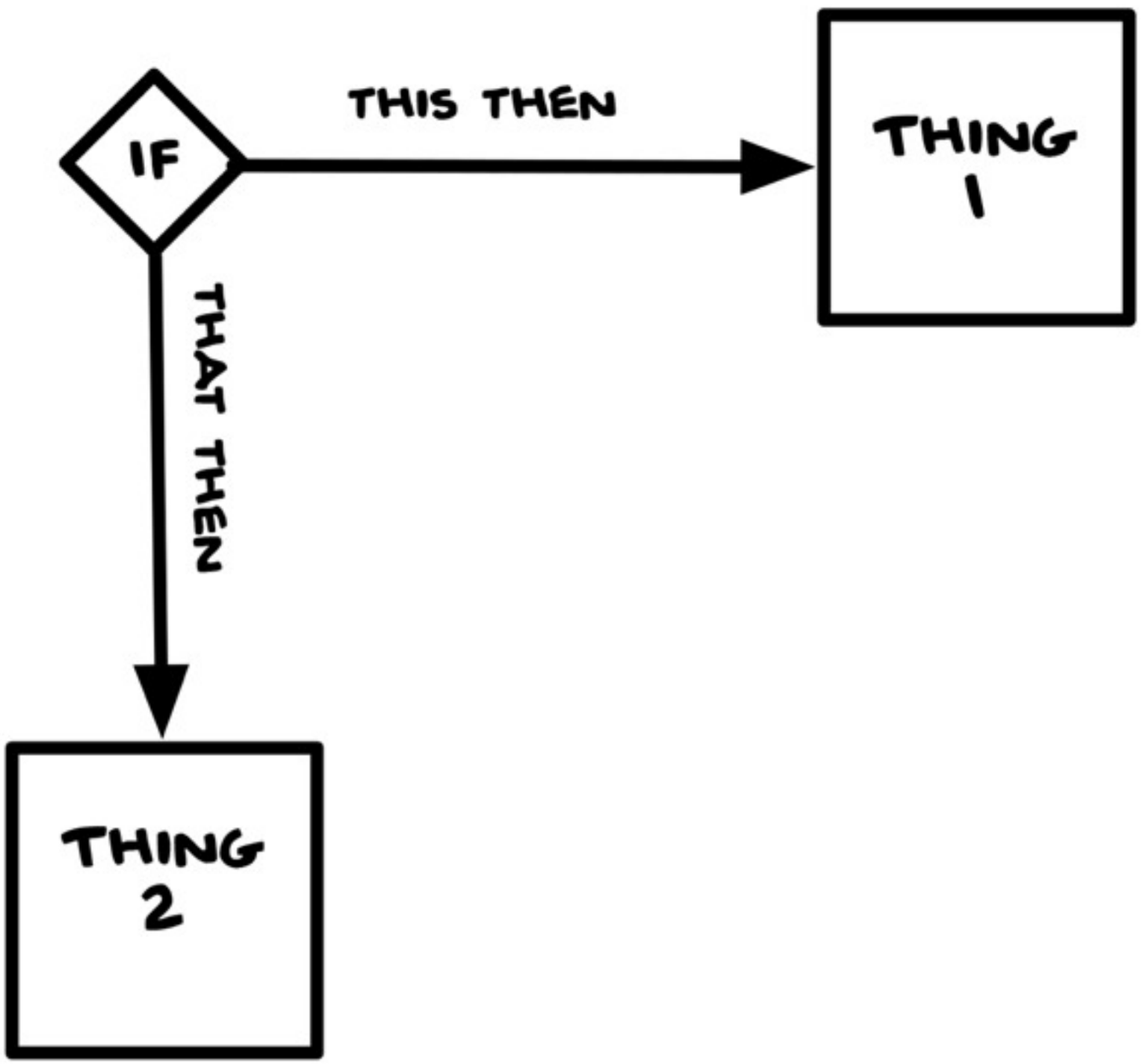
ONE-WAY RELATIONSHIP:



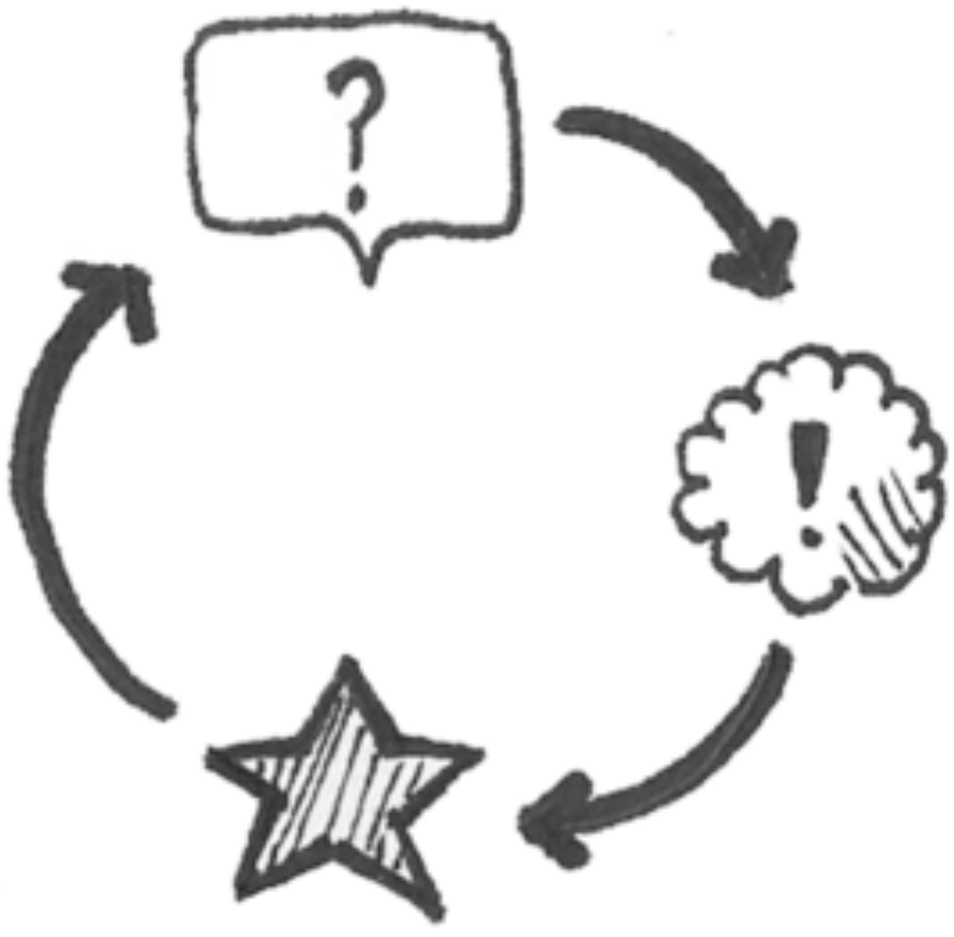
TWO-WAY RELATIONSHIP:

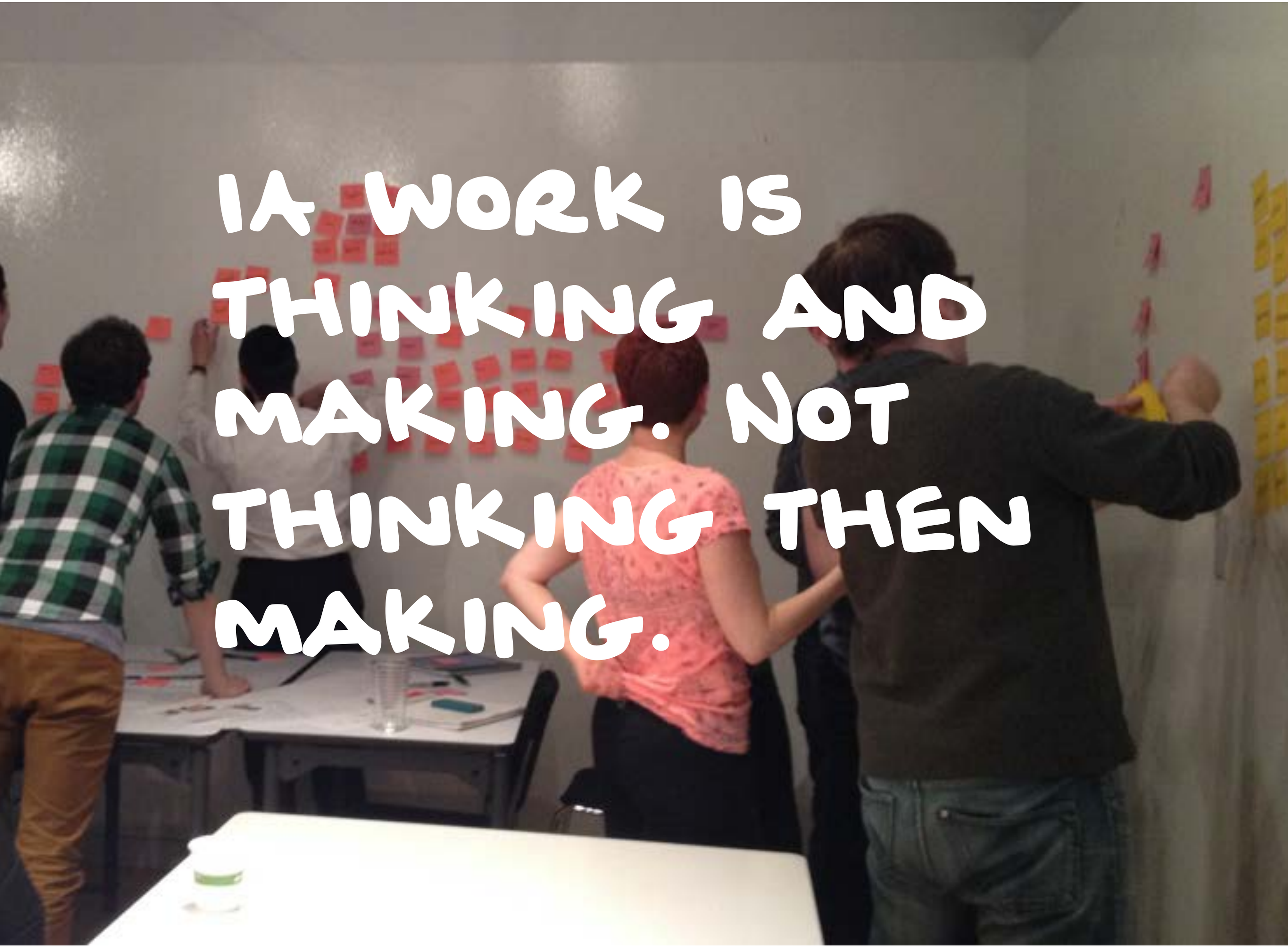


LOGIC BASED RELATIONSHIP:

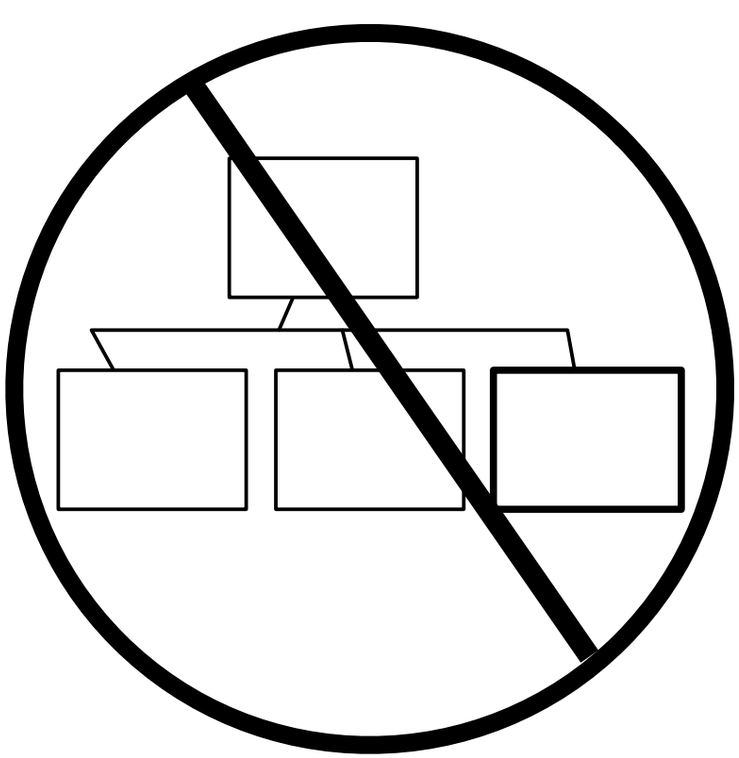


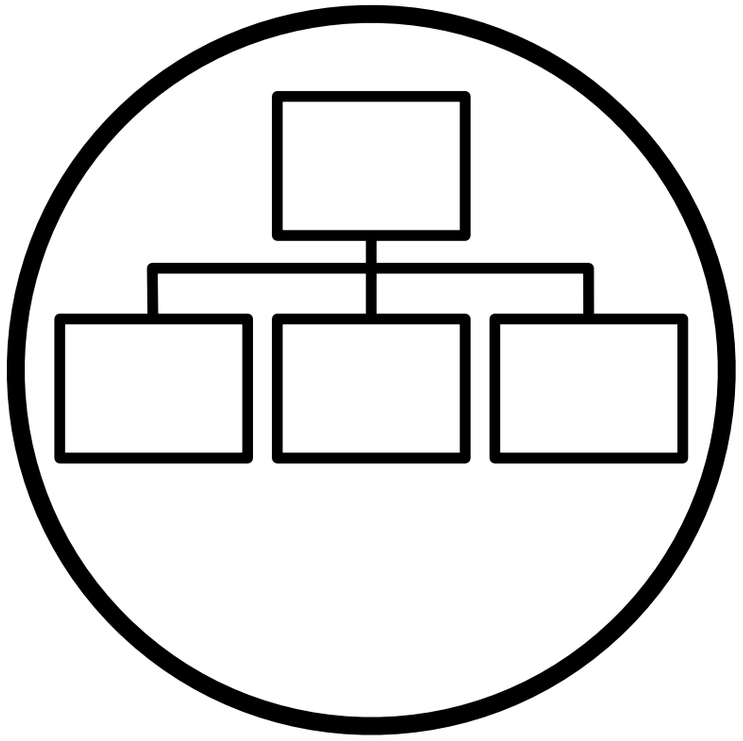
RESEARCH, IDEATE, ITERATE




IA WORK IS
THINKING AND
MAKING. NOT
THINKING THEN
MAKING.

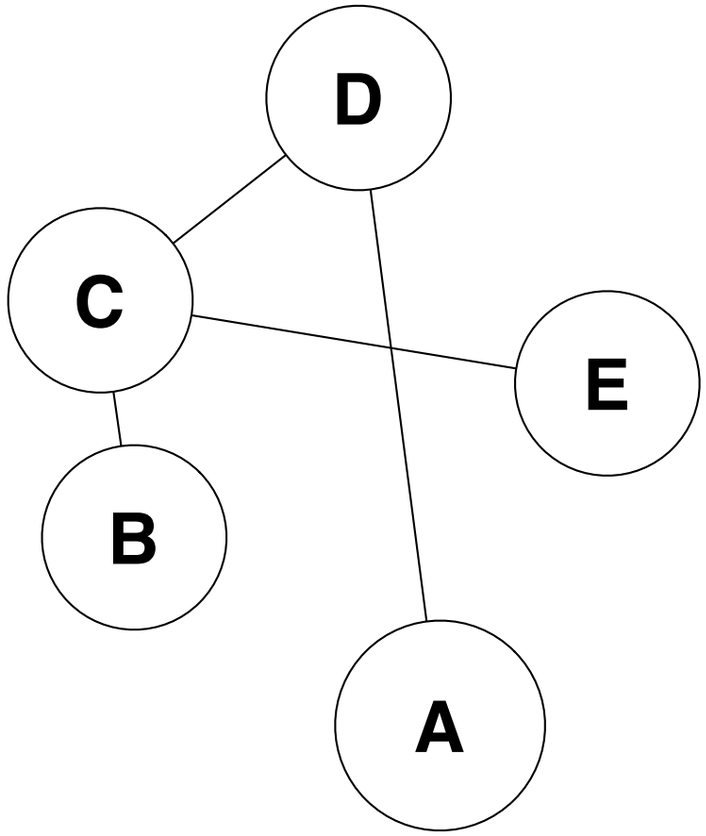
KEEP IT TIGHT & TIDY



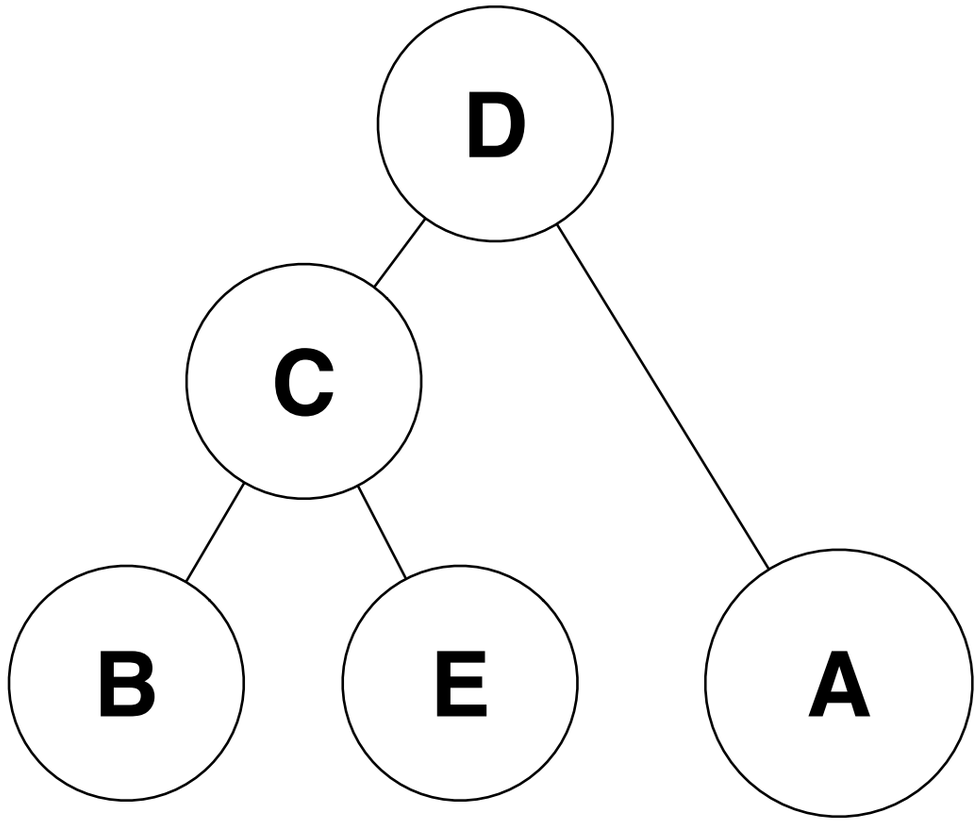


AVOID RAINBOW WORSHIP

AVOID LINE CROSSING



No!



Yes!

BEWARE OF CONTRAST RATIO

http://leaverou.github.io/contrast-ratio/

AVOID UNNECESSARY EXACTITUDE & INAPPROPRIATE MANIPULATION

1.997879% VS. 1.9% VS. 2%

THERE IS A TIME WHEN THE DETAIL IS NEEDED AND TIMES WHEN IT IS DISTRACTING FROM THE INTENT.

Pay Attention to Read Direction

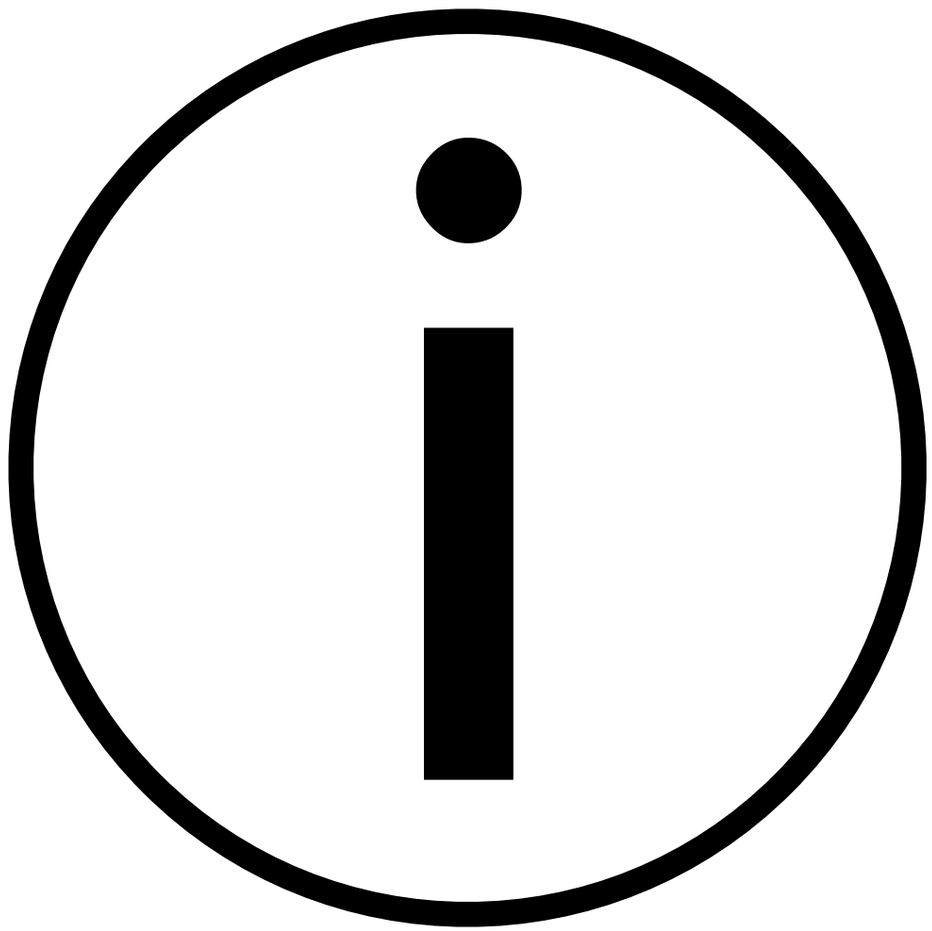
NOH EAER OK

This is Not Readable

This is less readable

Still Readable

Most Readable



ICONS ARE HARD,
CONSIDER VERY CAREFULLY
WHETHER TO RELY ON
THEM ALONE

Questions?

DESCRIBE YOUR HOMEWORK

I am making a _____ covering
Type of Diagram

_____
Scope of diagram

using a _____ timescale to help
Then, Now or When

_____ to _____.
Audience / Context *Rhetorical Intent*

(Reflect, Decide, Improve, Identify, Plan)

CRITIQUE:

"DIAGRAM BINGO!"

DIAGRAM CRITIQUE BINGO

UNNECESSARY EXACTITUDE	NOT TIDY	DESIGNED BEFORE ARCHITECTED	UNCLEAR AUDIENCE	ICON ISSUES
NOT APPROPRIATE FOR SCALE	UNCLEAR SCOPE	UNCLEAR TIMESCALE	UNCLEAR CONTEXT	LENGTHY LABELS
NOT APPROPRIATE FOR MEDIUM	TOO MANY COLORS	FREE	NO LABELS	STACKED TYPE
CONFUSING RELATIONSHIPS BETWEEN THINGS	UNCLEAR INTENT	UNCLEAR LABELS	COLOR DOESN'T MEAN WHAT WE THINK IT MEANS	BACKWARDS EDGE DIRECTION
MISLEADING DATA MANIPULATION	UNCLEAR LOGIC OR FLOW	CONTRAST RATIO ISSUES	CONFUSING LINE CROSSINGS	ILL ALIGNMENT OR SPACING

HOMEWORK

ASSIGNMENTS

Blogging Assignment (due by noon tomorrow)
Write about our discussion & classwork today.

Writing Assignment (due next class)

Write a 2500 word essay about your research process.

Housekeeping Assignment (due March 3rd)

Hire an editor.