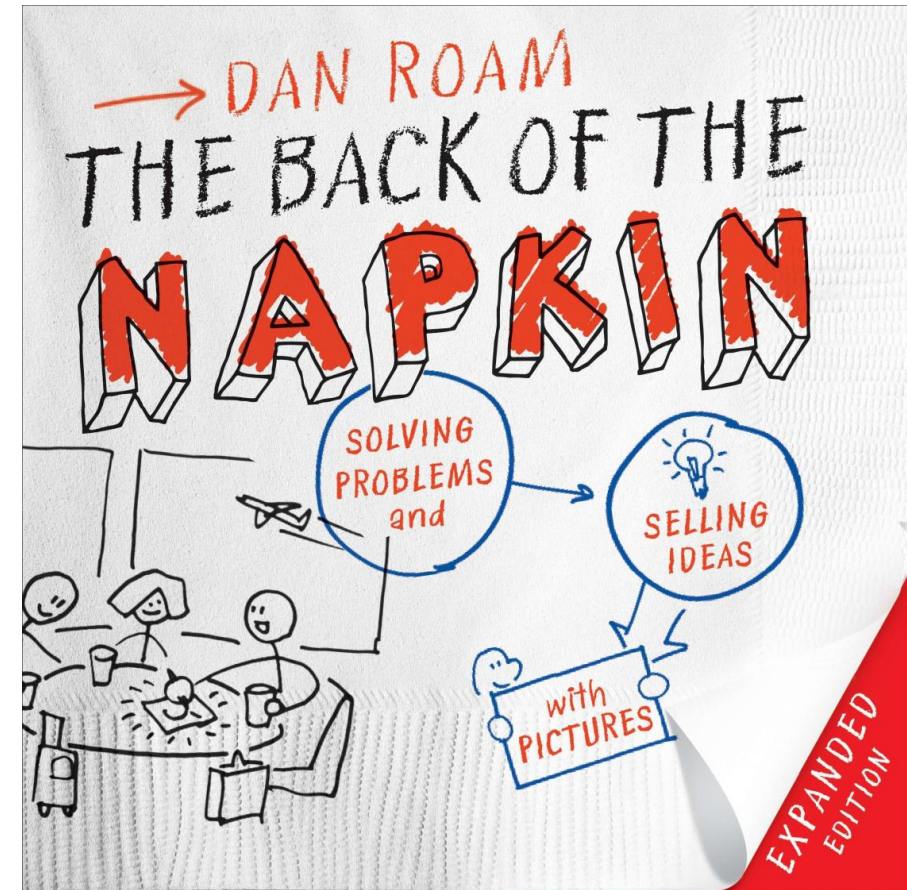


Back of the Napkin

Report out
March 6, 2020

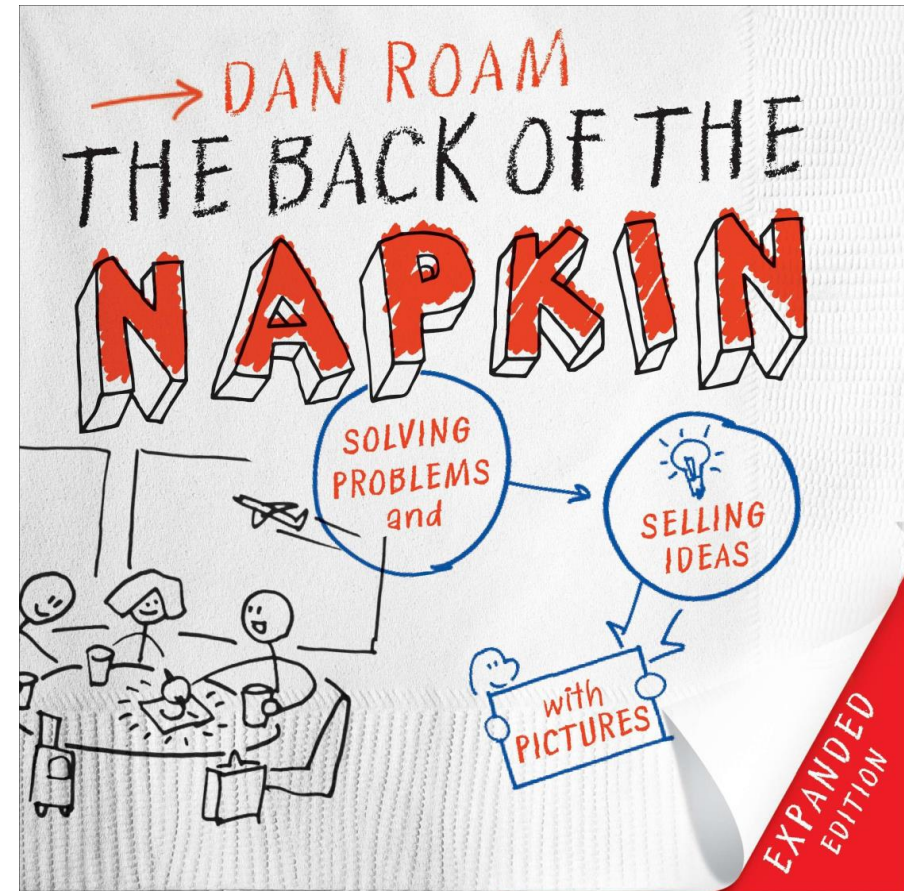
Background

- > First release was in 2008, the Expanded Edition was released a year later.
- > Cited or listed as recommended reading by numerous other books across a variety of topics



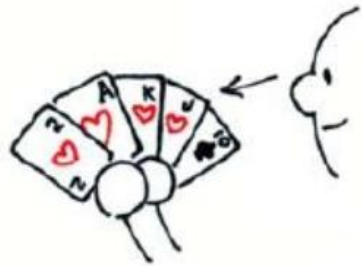
Our Group

- > Book was selected in mid-November
- > We had two discussions, basically splitting the book in half for each discussion. The discussions took place in mid-December and late January



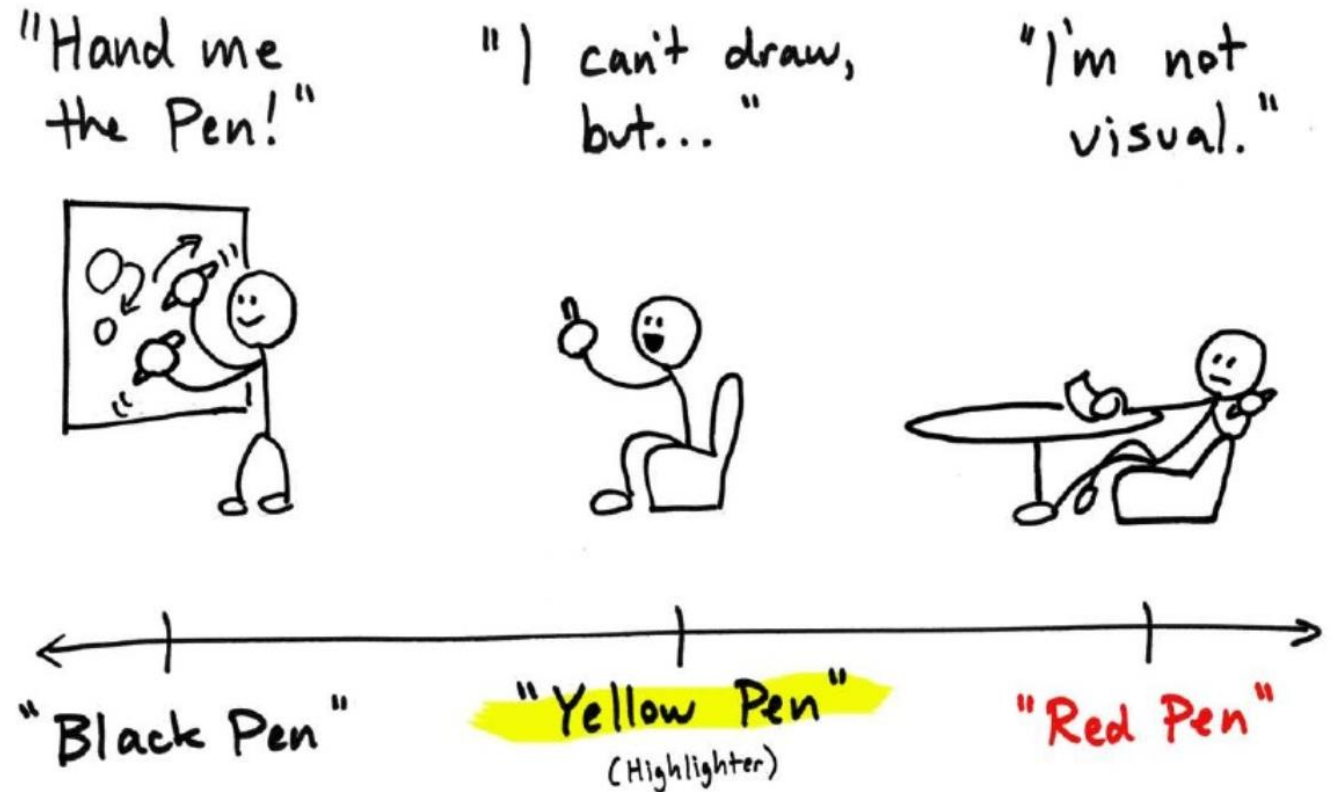
Visual Thinking

- > Takes advantage of the innate ability to see.
- > The ability is the result of many “low-level” cognitive processes



3 Pen Colors

- > **Black Pen**
 - comfortable identifying visual metaphors and analogies for ideas
 - About 25% of people
- > **Yellow Pen**
 - tend to be more verbal but highlight key items in what has been drawn
 - About 50% of people
- > **Red Pen**
 - Least comfortable with use of pictures
 - Often have the most detailed grasp of the problem
 - About 25% of people
- > **Architects should be comfortable as multiple pen colors**



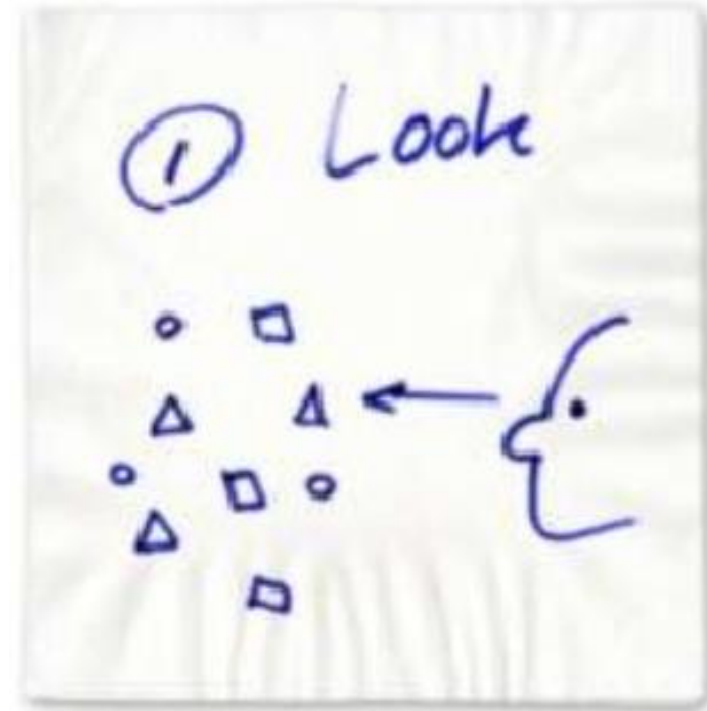
Visual Thinking - Step 1

> Look

- What is out there?
- What am I looking at?
- What are the limits?
- Which way is up?

> Visual Triage

- scan across the landscape
- always more information available
- what's important and what's not?



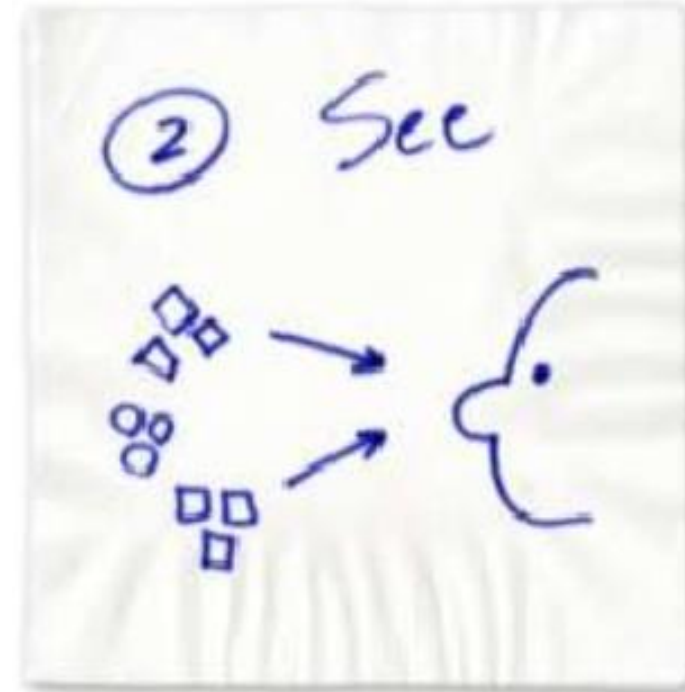
Visual Thinking - Step 2

> See

- What do I see?
- Have I seen this before?
- What patterns can I uncover?
- Are there outliers?
- Is anything missing?

> Filter for relevance

- > To see a “when” you need at least two points in time for reference



Visual Thinking - Step 3

> **Imagine**

- Have I seen enough or do I need to go back to see more?
- If I've found patterns, how can I manipulate or use them?
- If there are gaps, can I fill them?

> **Imaging = possible solutions**

- What are the opportunities?



Visual Thinking - Step 3

> Show

- This is what I saw and what I think it means
- When you look at this, do you see the same things?
- These are our options, do you agree?

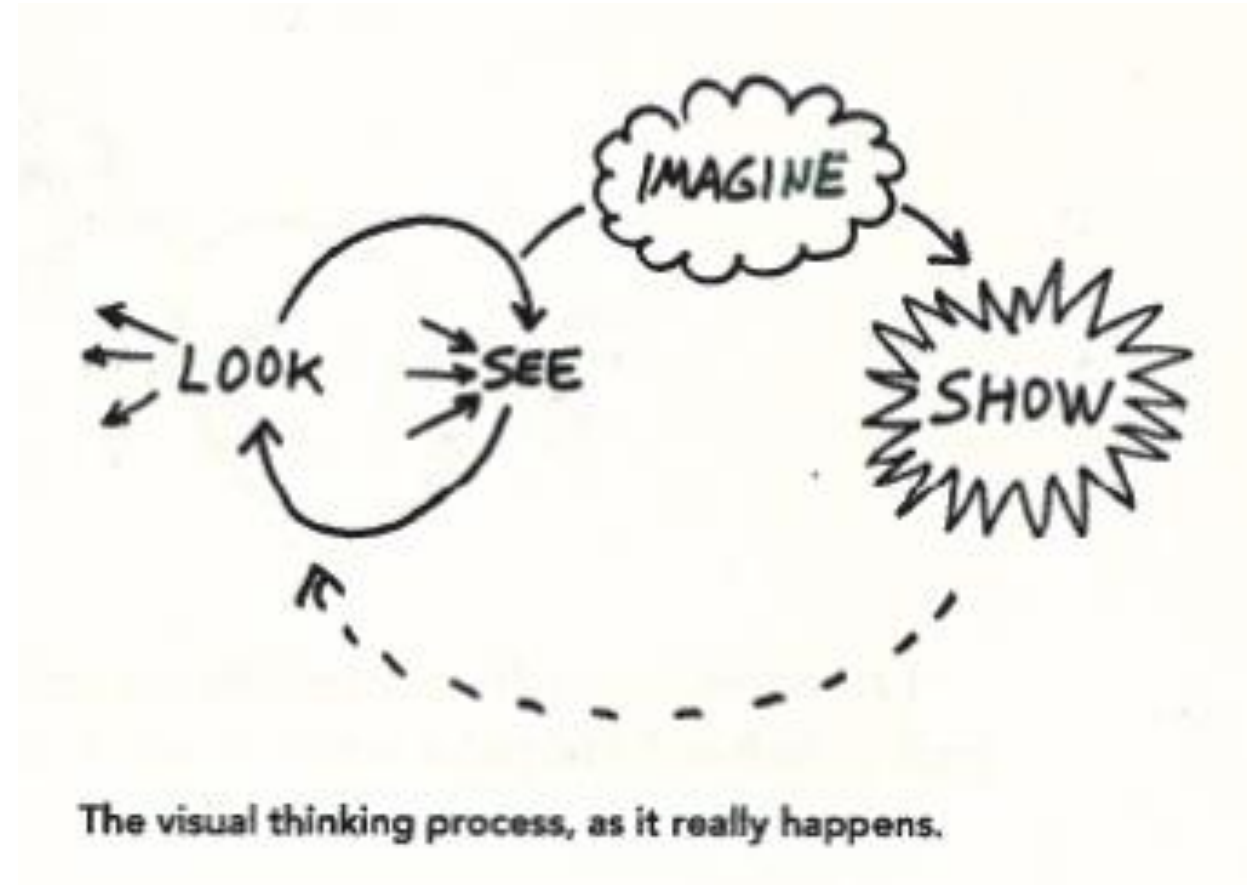
> Clarify your ideas

- Cover all the W's (who what where when)
- Let how and why emerge as the visual “punch line”

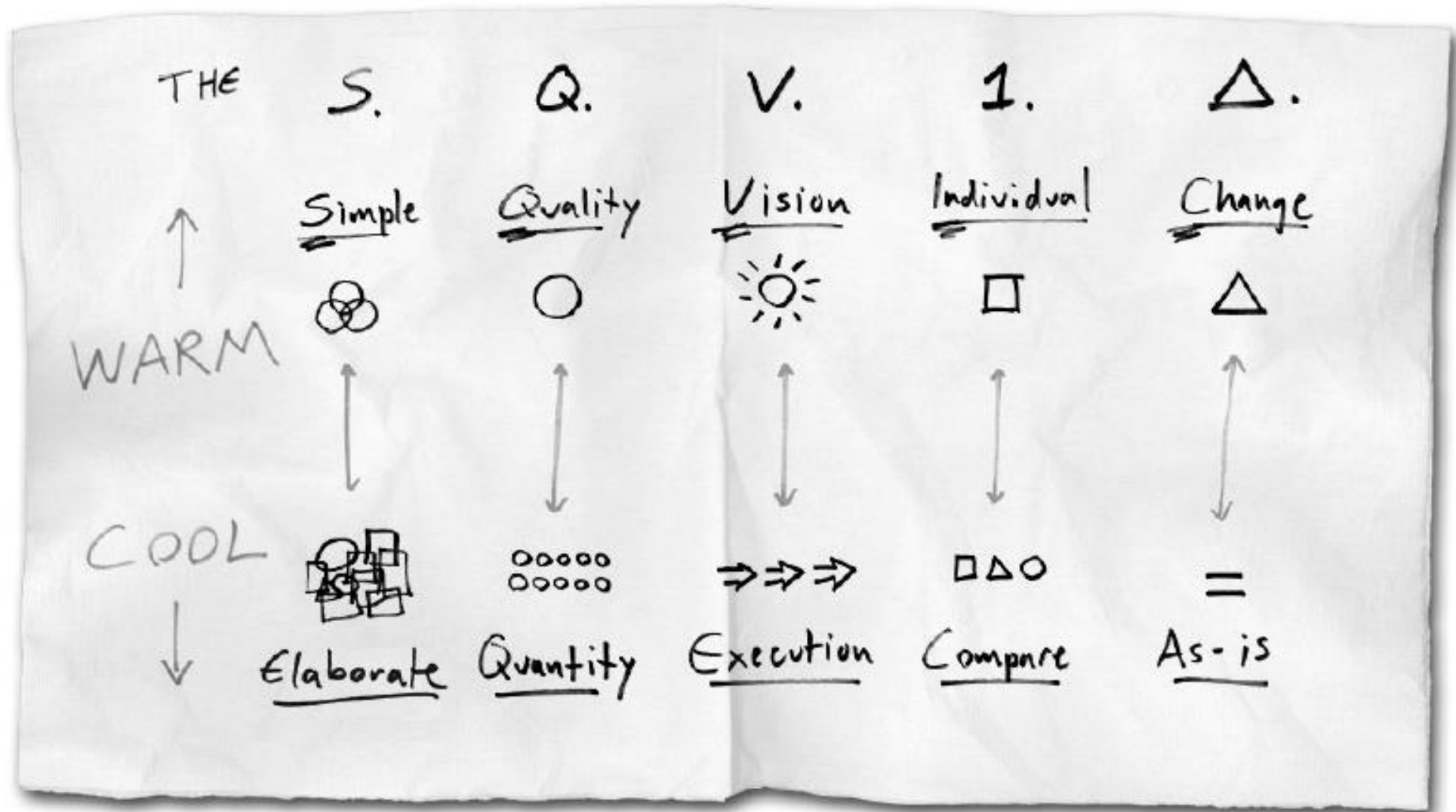


Visual Thinking

- > **Rough sketches > polished images**
 - hand-drawn sketches feel more spontaneous and invite more comments
 - hand-drawn images can be changed or discarded without much consternation about lost effort
 - sketching can help you clarify your own ideas



SQVID



SQVID

> **S = simple**

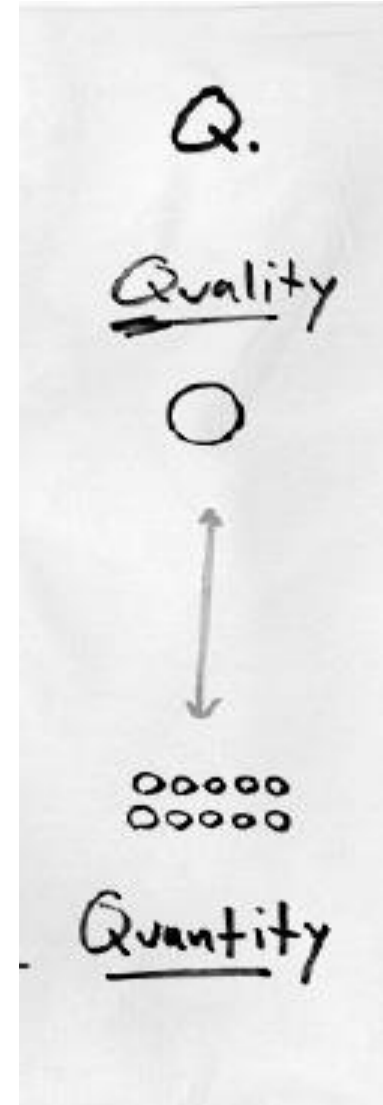
- Simple concepts are more effective
- The clearer your message, the better change it will be heard and received



SQVID

> Q = quality

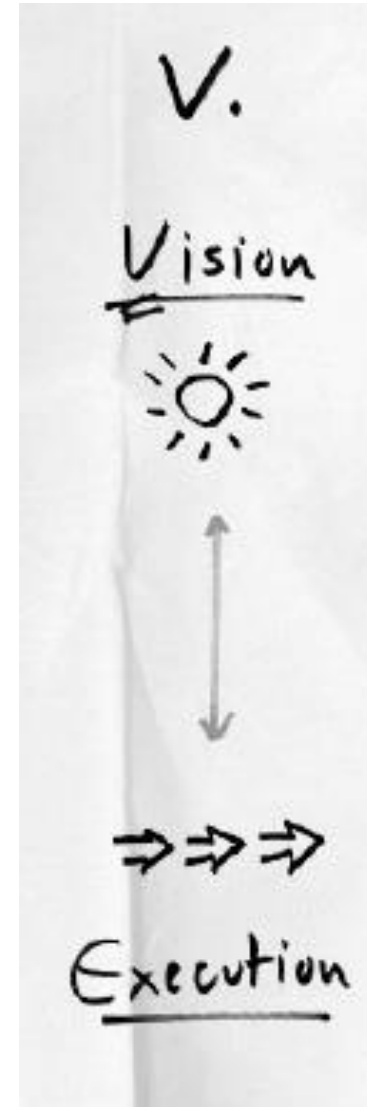
- Easy to throw everything in
- Consider how much information to **not** show
- Focus on what you most want people to see



SQVID

> **V = vision**

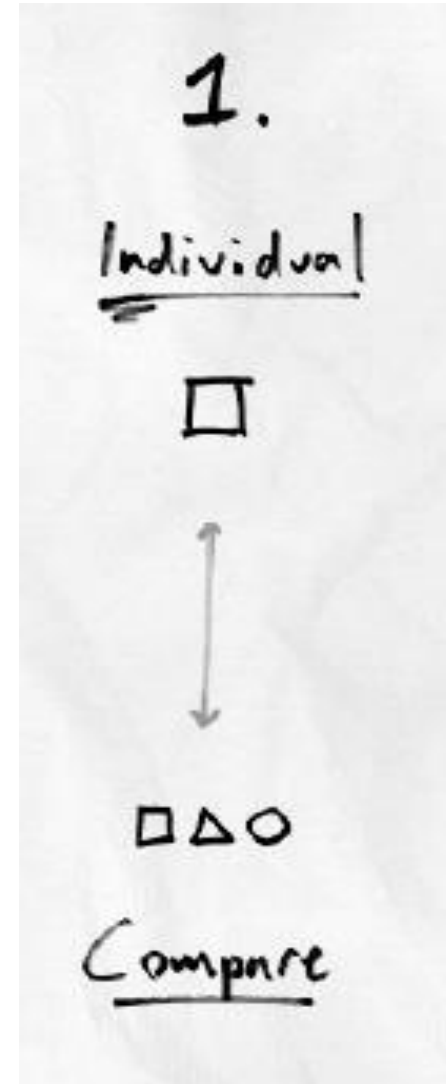
- The “where we are going” vs “how we are going to get there”



SQVID

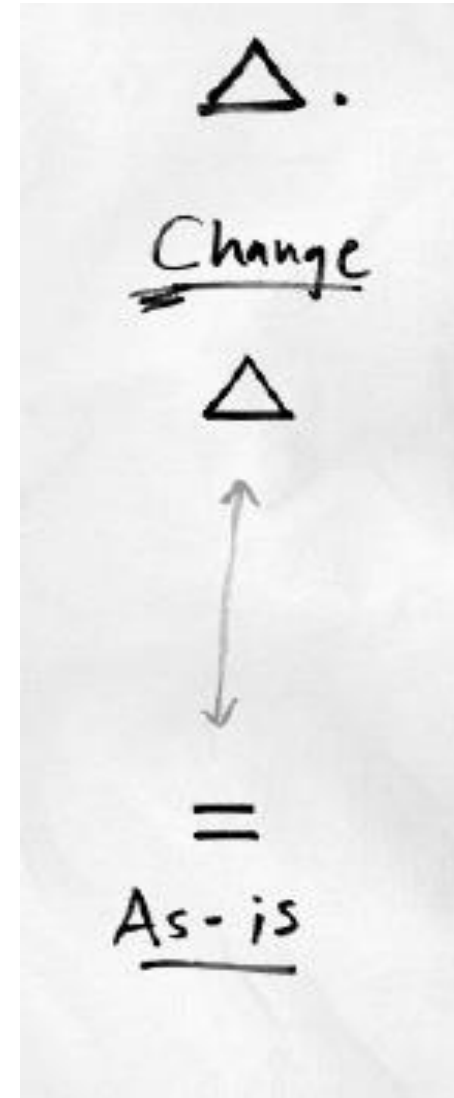
> I = individual

- Is it more important to focus on aspects of an individual object
- A comparison can be useful when trying to differentiate against other solutions



SQVID

- > **D = change (delta)**
 - This has you consider whether you want to show the way things are or how things could be



SQVID - applied

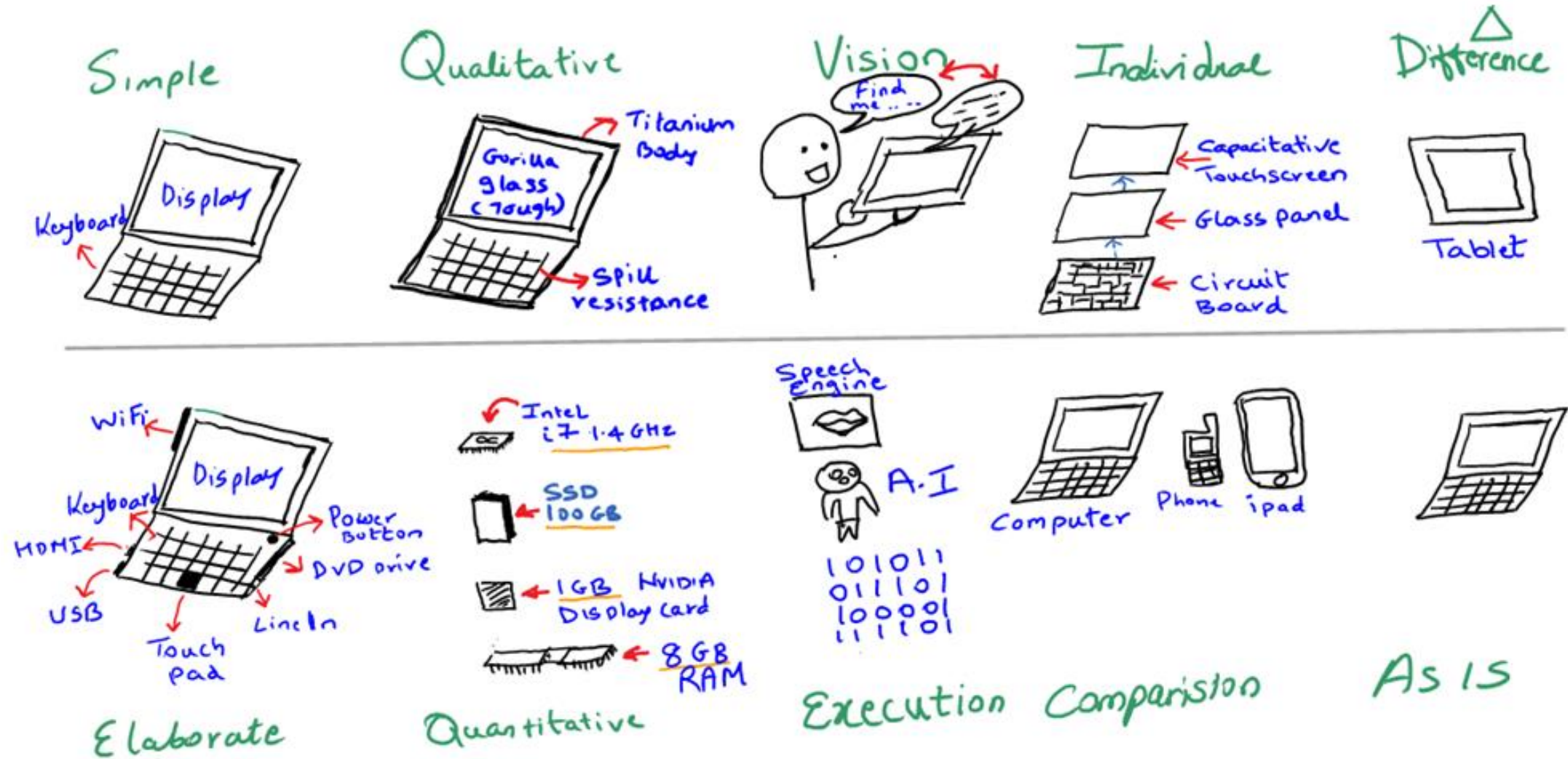
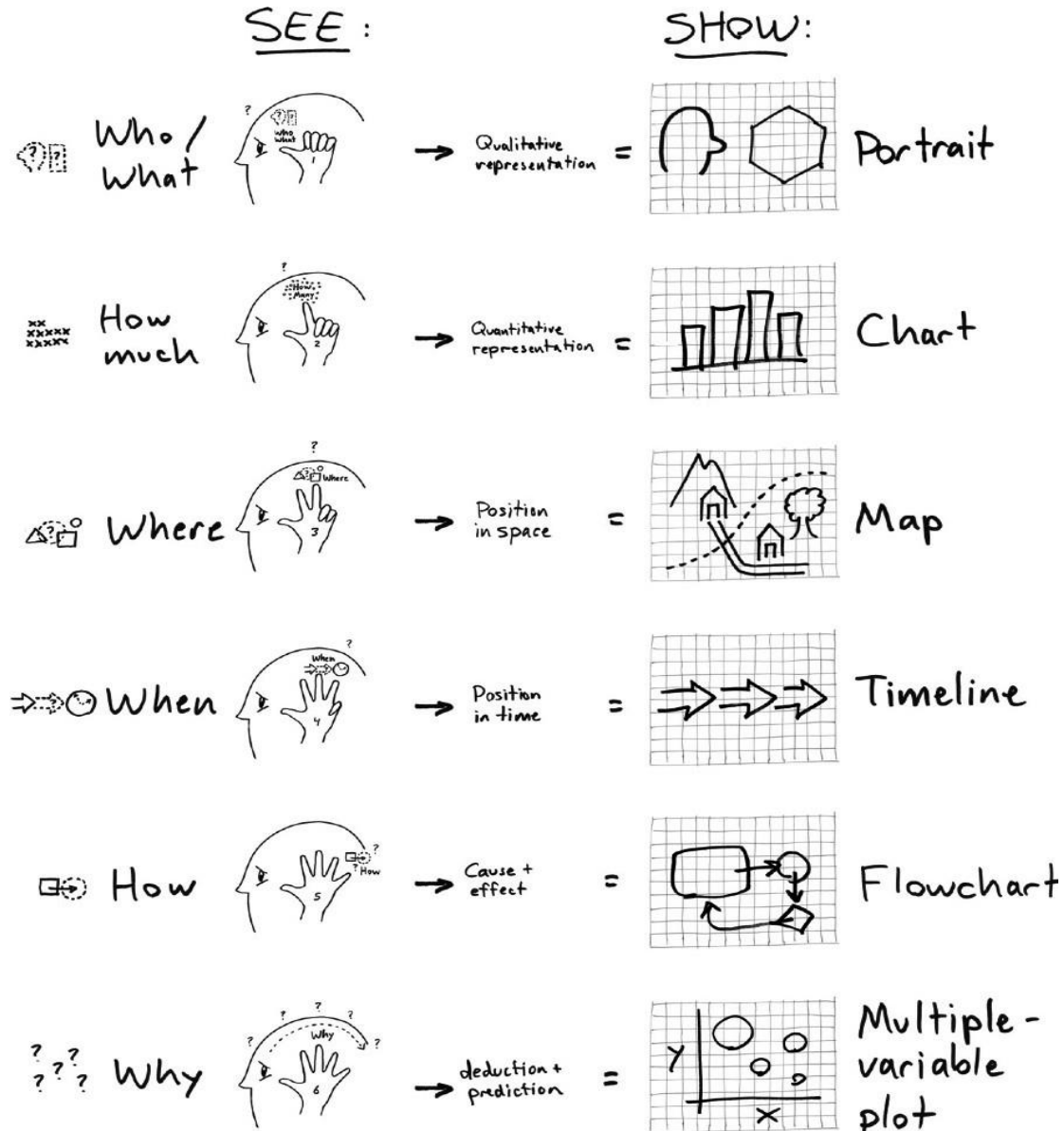


Image from: VizCraft blog

6 Ways of Seeing



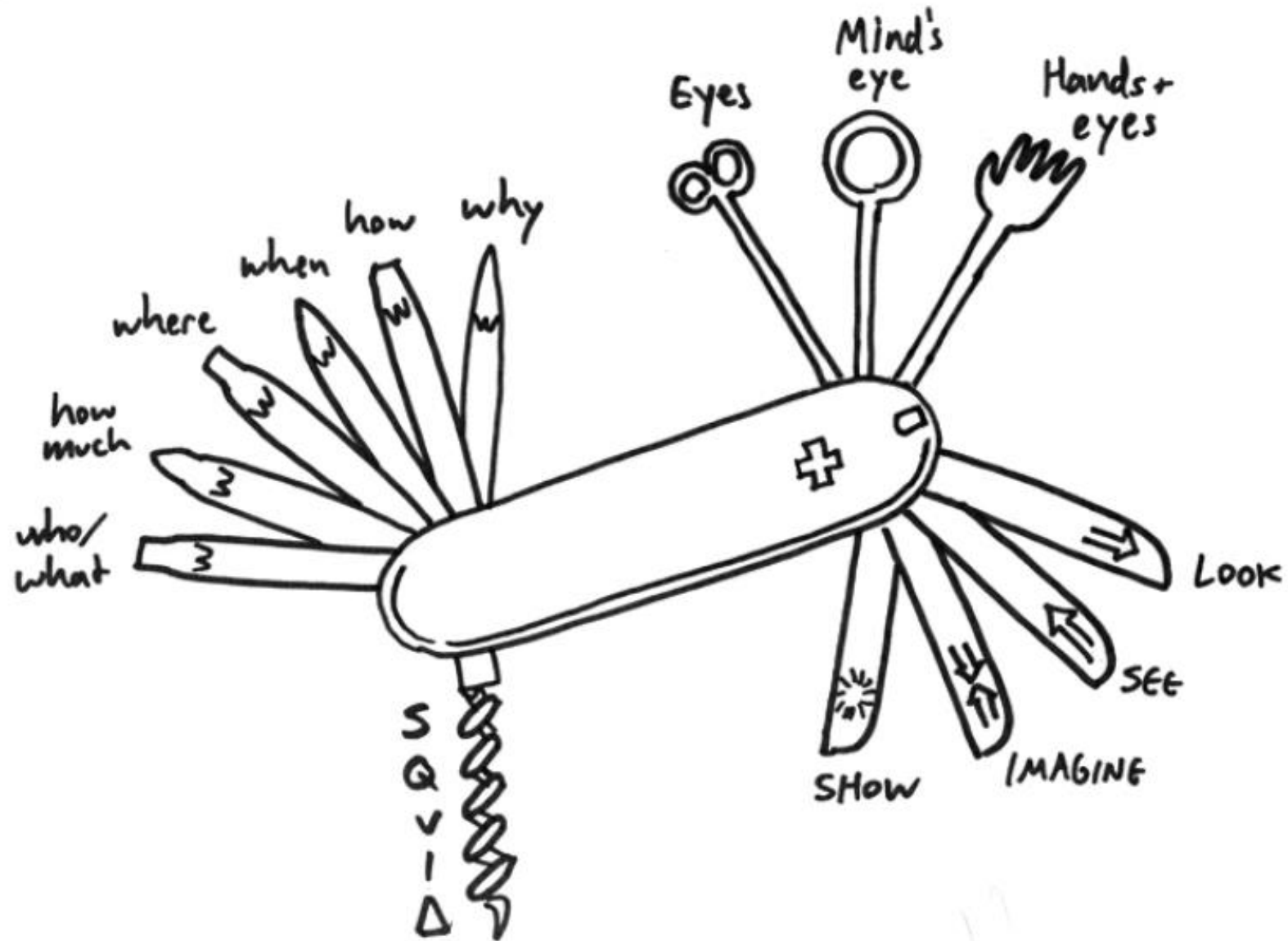
Codex

① which framework ↓

② → which version

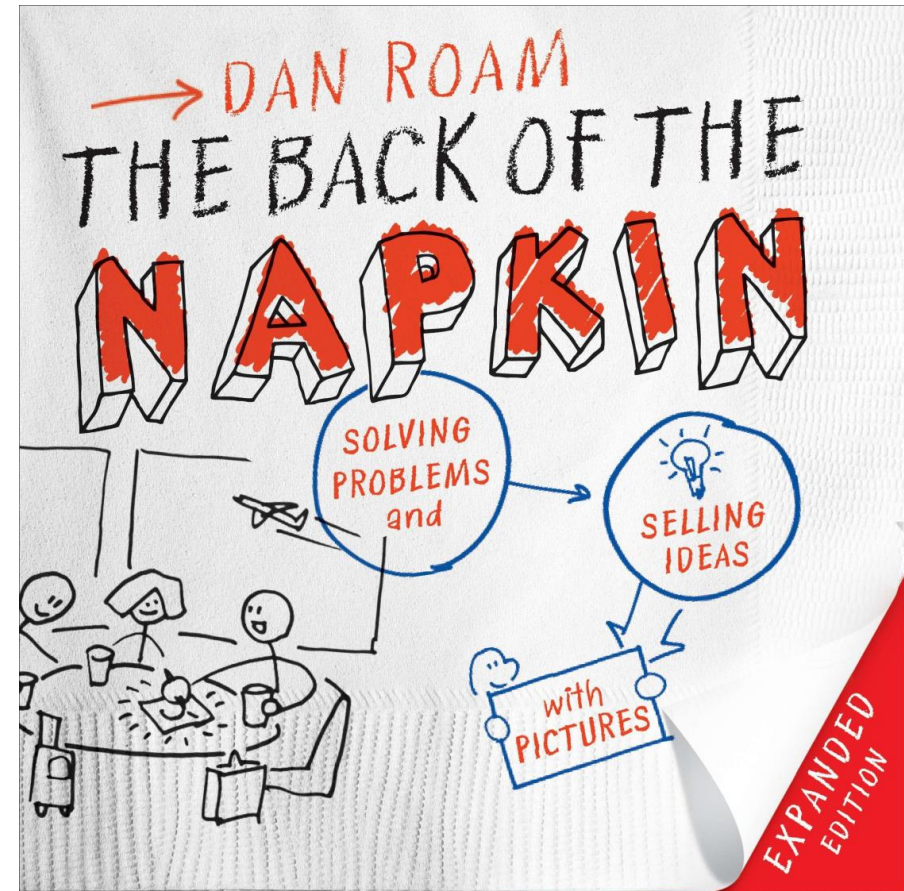
		S. <u>simple</u> elaborate	Q. <u>quality</u> quantity	V. <u>vision</u> execution	I. <u>individual</u> comparison	△. <u>change</u> as-is
1 who/what? (portrait)						
2 how much? (chart)						
3 where? (map)						
4 when? (timeline)						
5 how? (flowchart)						
6 why? (plot)						

Visual Toolkit



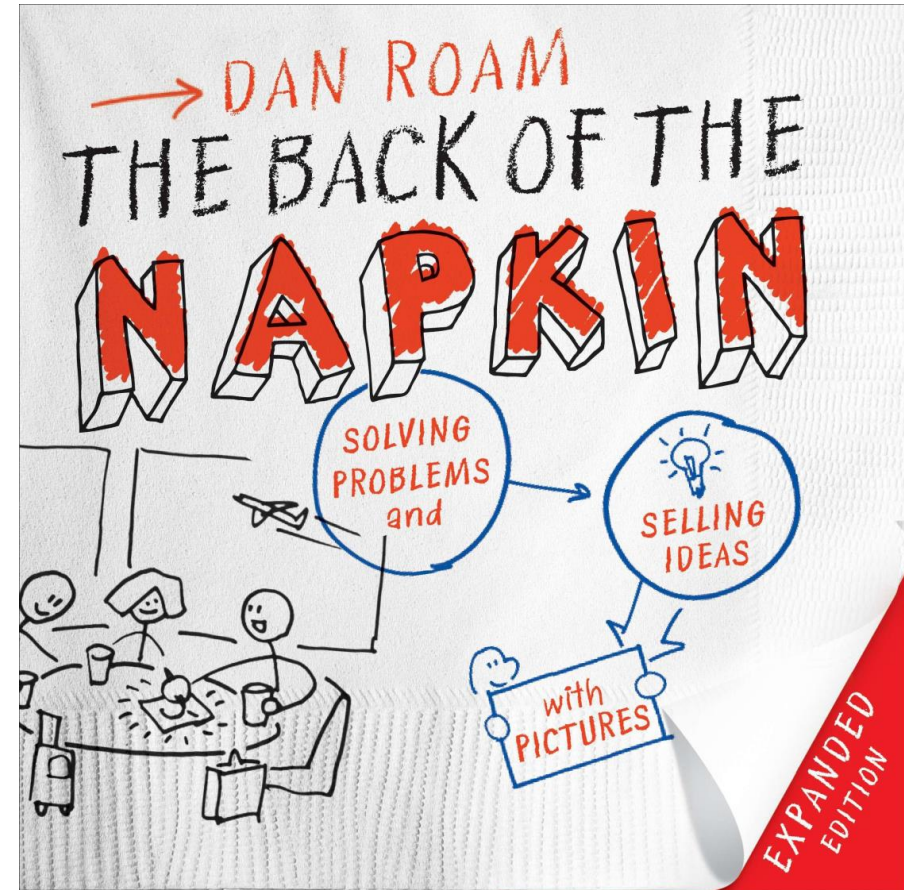
Limitations of the methodology

- > Working with a remote group
- > Seems to rely on everyone being somewhat familiar with the method if used in a group setting.



Other discussion inspired by the book

- > EA often recoils away from the notion of “selling” an idea
- > EA can benefit from the art of closing a deal
 - Removing objections early
 - Getting to yes
- > Focus discussions on Features, Advantages and Benefits



Recommended Reading and Resources

- > [Thinking Fast and Slow](#) - Daniel Kahneman
- > [How to Lie with Maps](#) - Mark Monmonier
- > <https://www.reddit.com/r/dataisugly/>
- > <https://www.reddit.com/r/dataisbeautiful>
- > [Lateral Thinking](#) - Edward de Bono
- > [D-School](#) – Stanford University
- > [Moonwalking with Einstein](#) – Joshua Foer

Questions for the group?

