

TECHNICAL EXPLAINER & VISUALIZATION SYSTEM

Executive brief | Demonstrated communication capability

Purpose: Create accurate, audience-specific visual explanations of support operations, cloud architecture, workflows, data relationships, learning concepts, and executive decisions.

CORE PRINCIPLE

Complex systems should not be simplified by removing details people need. They should be structured so each audience can understand the right details at the right time.

AUDIENCE MODEL

Audience	Primary question	Typical artifact
Executive	What should we decide?	One-page decision brief
Technical	How does the system work?	Layered architecture diagram
Operations	How does work move?	Service blueprint or workflow map
Learning	What must someone understand and do?	Explainer sequence or training graphic
Frontline	What do I do next?	Job aid or guided workflow
Customer	What is happening and what should I expect?	Customer-facing process graphic

FIVE-STAGE EXPLANATION FRAMEWORK

Stage	Purpose	Primary output
Discover	Collect source material, questions, workflows, constraints, evidence, and definitions.	Communication brief
Structure	Separate actors, systems, data, decisions, states, dependencies, risks, and outcomes.	Content model
Prioritize	Determine what each audience must know, what can be deferred, and what needs explanation.	Audience hierarchy
Visualize	Select architecture, blueprint, sequence, comparison, dashboard, job aid, or motion.	Prototype and production
Validate	Review accuracy, comprehension, accessibility, usefulness, and version ownership.	Approved artifact

REUSABLE VISUAL COMPONENTS

Architecture Layers, services, actors, boundaries, integrations, data flows, controls	Workflow Steps, decisions, states, exceptions, handoffs, ownership, completion
Executive Problem, options, recommendation, tradeoffs, evidence, decision	Learning Concept, demonstration, scenario, feedback, job aid, validation
Data KPI cards, trends, comparisons, drivers, risk, thresholds, annotations	Motion Scene, state change, focus, timing, narration, caption, transition

PRODUCTION WORKFLOW

Stage	Work	Primary tools
Research & content model	Source documents, stakeholder questions, terminology, workflows, constraints, and evidence.	Structured notes, Docs, spreadsheets
Information architecture	Hierarchy, reading order, grouping, labels, states, relationships, and reusable components.	Figma, FigJam, browser prototypes
Visual production	Vector systems, diagrams, layouts, infographics, image treatment, and export standards.	Illustrator, Photoshop, Figma
Motion & narration	Storyboards, timing, transitions, callouts, state change, narration, captions, and sound.	After Effects, Premiere Pro, Camtasia
Delivery & maintenance	Web, PDF, LMS, knowledge base, presentation, versioning, ownership, and update cadence.	HTML/CSS, Moodle, SCORM-capable tools

INFORMATION DESIGN STANDARDS

Primary message: Every artifact has a clear purpose, audience, and expected decision or action. **Hierarchy:** Use size, position, grouping, spacing, and sequence before decoration. **Terminology:** Use consistent names for systems, roles, states, metrics, and workflow steps. **Progressive disclosure:** Reveal detail in layers. **Evidence:** Separate facts, proven results, assumptions, modeled values, and projected benefits. **Accessibility:** Maintain contrast, readable typography, non-color cues, captions, transcripts, and alternative formats.

REVIEW & GOVERNANCE

Validate technical accuracy, audience comprehension, accessibility, operational usefulness, and maintainability as separate review activities. Assign an owner, approval date, source references, version status, update trigger, and archival path.

SUCCESS MEASURES

Measure	Question
Comprehension	Can the intended audience accurately explain the system, workflow, decision, or next action?
Decision speed	Does the artifact reduce clarification cycles and support a grounded decision faster?
Task accuracy	Do employees make fewer errors and complete work more consistently?
Adoption	Are the materials used in meetings, onboarding, workflow support, coaching, and reviews?
Maintenance	Can owners update the artifact without creating conflicting versions?
Accessibility	Can people use the content across screen sizes, delivery formats, and accessibility needs?

EXPECTED OUTCOMES

Projected benefits include faster shared understanding, stronger implementation alignment, better adoption, and lower communication debt. These outcomes require validation in actual use and are not presented as completed client results.