



The Visual Thinking Codex

Drawn from:

The Back of the Napkin
Solving Problems and Selling Ideas with Pictures

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by Dan Roam

Available everywhere from Portfolio

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