



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> | | | | | |
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