An Infographic Approach: Presenting Extensive Report Findings to Busy Stakeholders

The Research and Evaluation Group (EvalGroup) offers expertise in quality research and evaluation with numerous applications in public and community health, healthcare, marketing, education/academia, community-based organizations, information technology, and other areas. EvalGroup's services allow its clients to make greater community and population impact, improve the delivery of their services and programs, secure future funding, and develop a competitive edge in grant rewarding process.

The EvalGroup often produces text-intensive, statistics-heavy documentation, surveys, and reports. Since these documents are rarely read cover to cover, EvalGroup needed an effective way to present essential findings to busy stakeholders—who need to make informed and strategic decisions about programmatic outcomes, quickly and accurately.

USE CASES

Information Architecture, Infographics, Technical Writing, Plain Language, Principles of Design

TECHNOLOGIES

Microsoft Office (Word, PowerPoint)

Making informed decisions, confidently

The in-depth, highly statistical information EvalGroup prepares for its clients does not allow stakeholders and decisionmakers to adequately digest the detail and make informed decisions quickly. But the data is often essential and pertinent to the supported programs.

In addition to producing surveys, reports, and supporting documentation as standard deliverables, EvalGroup wanted a quick, easy, and professional way to summarize and illustrate relevant findings—so busy stakeholders could make important decisions, confidently.

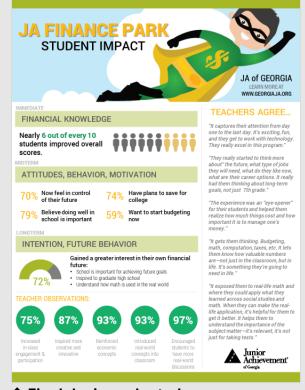# Presenting the "right" information in the "right" way
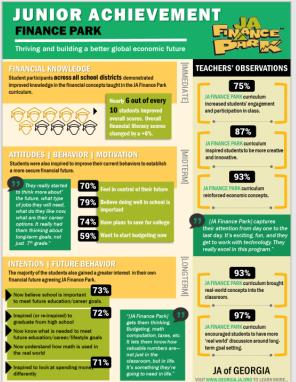
Contentiful collaborated with EvalGroup to:

- Plan, design, and develop an infographic of the program components and key findings.
- Create a compact design to summarize key findings of the evaluation report and facilitate easier digestibility of the data.
- Adopt colors and fonts that reflect the client's branding and messaging.
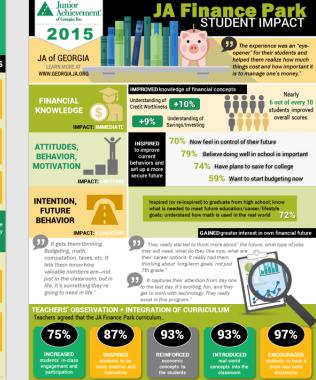- Convey the program components visually and humanize the findings.

"We delivered this smartly designed infographic to our client as an at-a-glance assessment tool. They used it to make quick and informed decisions about addressing critical programmatic components that impacted the target audience."

— Shenée Bryan, Former Director of Programs and Evaluations

Junior Achievement infographic concepts side-by-side

⬆ Final design selected

Let's connect