

	Language (How are they communicating)	Visibility	Navigation	Information Architecture (Structure & Hierarchy)	Color Patterns	Symbols	Visual Display (charts graphs, etc)
<b>DIAL Catalog</b>	Uses abbreviations and industry language. There are about sections that explain more about how elements are related - not evident just by observing/ no introduction	Clear which section you are looking at based on color changes in tabs	each subject on left nav or top of the chart can be searched and filtered	set up like a 'catalog' that can be searched by elements and filtered by various needs	colors used to differentiate/designate different SDGs	uses icons to accompany sections/ question icon opens infographic on how to use	cards are used for each item in a category with either an icon, product logo, or org logo to help identify it. At the bottom of the card, smaller icons representing associated elements are identified. These are not consistent across the different categories of cards, however.
<b>AI for Innovation</b>	notes that language is meant for technical and non-technical audience. tone suggests promotion/sale of this service more so than how to actually move forward with it/ does have introduction and intro video / paragraphs of text to read through	Information is laid out in chapters and modules - not a 'toolkit' format./ unclear how to user or move forward (even with user guide)/ concrete guidelines only found in downloadable PDFs	User guide shows different entry points based on needs; not sure how to start using site/ on inner pages, chapters and subchapters are present on left nav bar	set up like promotional and research-based readthrough of service/ good use of font hierarchy to show higher level info	Chapters are differentiated by color; base colors are black and white	Uses common icons for menus and information	In some chapters, infographics are used to illustrate certain functions
<b>Prevent Epidemics</b>	Very readable language. (non-academic). Graphics accompanying all titles.	Site scrolls - 3 main "features"-	Nav bar with drop downs. Footer. A "playbook" feature in middle of page includes links to downloadable pdfs. Many links to external sites/resources within text.	Lots of information presented- but headlines, subheads, sizes, fonts and colors are consistent. A playbook is downloadable pdf including checklist, user guide, links to resources.	Color does not change on headers between pages but home/landing page has it's own unique look....still consistent color.	Heavy use of icons - helps identify categories.	Modern icons/graphics accompany all subheads/titles. Multiple maps available.
<b>Atlassian</b>	List "Steps" in a very simple way. Include time frames (ex: this task will take 10 minutes)	Organization includes "most popular playbooks" at the top. The rest are broken into categories.	Scrolling bar indicates place in playbook, and the steps helps you get through it.		Uses a simple scroll down list. Very black & white (not flashy)		
<b>ZenDesk</b>	Simple, straight forward language. Not technical. There are bullet points that help outline key points. There are headers that are in bold that separate out major ideas. There is a simple overview on how to get started. It says "How to get started with the Support Suite."	In the header, there is an indicator of progress, i.e. Intro, 1, 2, 3, etc.	Simple interface that just scrolls down. The scroll bar indicates your progress. There is also links in the header, so you can jump to different sections. There is also a "Get help" button in the bottom right hand corner that floats.	Information is arranged in a progressive manner. The more introductory information is first and gets more comprehensive as you scroll down. There is a navigation links in the footer that allows you to navigate to the rest of the website. Major sections are divided by a headline with a supplementary photo or graphic that helps illustrate the idea.	Colors are soft and friendly. Earth and pastel tones feel calming. Colors, fonts, boxes, image style is consistent throughout the website.	There is a question mark in the "Get help" button that is familiar. Links are represented with standard words that are underlined	There are a lot of charts and graphs that are easy to read that accelerate the learning process. There are also boxes around separate ideas.
<b>DSEG</b>	Using a lot of industry lingo. Enticing for people interested in innovation, boring and distracting for most	Follows a happy path and is aesthetically pleasing enough, windows open in new tabs					
<b>Connected Learning in Crisis Consortium (PDF)</b>	easily scannable/ encourages engagement with information/ has an introduction to playbook and organization	clearly states how it is meant to be used/ relevant background, guidelines, checklists, and case study all chunked together	table of contents/ page numbers/ subcategories listed on each main category intro page	use of color, font size, and page layout guide the user to find the most important and relevant information	color used to define sections	n/a	uses photos from relevant case studies to support guideline and reinforce narrative
	From Hannah (I'm multi-tasking): So Atlassian has a bunch of playbooks for teams to utilize to solve certain problems. It walks you through strategies/exercises you can lead a team through (with a step by step process) to approach certain problems/activities. I think the simplicity and step by step way they made the playbooks is effective albeit boring!						