

Visually

Nurtured

Simple ways to create client experiences that work for your visual clients too.

→ with illustrative

Say Hello!

1

Name & Location

2

How do you help your clients/customers?

Introduction

Laura Matteson (she/her)

- a neurodivergent artist with ADHD and Dyscalculia
- wife and mother of 2
- a visual translator
- analogy lover
- animated movie fan
- squirrel admirer



Laura



Family

What We'll Cover



1

What kind of visual brain types are you working with?

2

The Client Experience For Visual Thinkers

3

Kinds of visual aids and which ones work for your business/team.

4

To use or not to use a visual aid.

5

Open for Questions

Connecting to

Our Senses





Connecting to

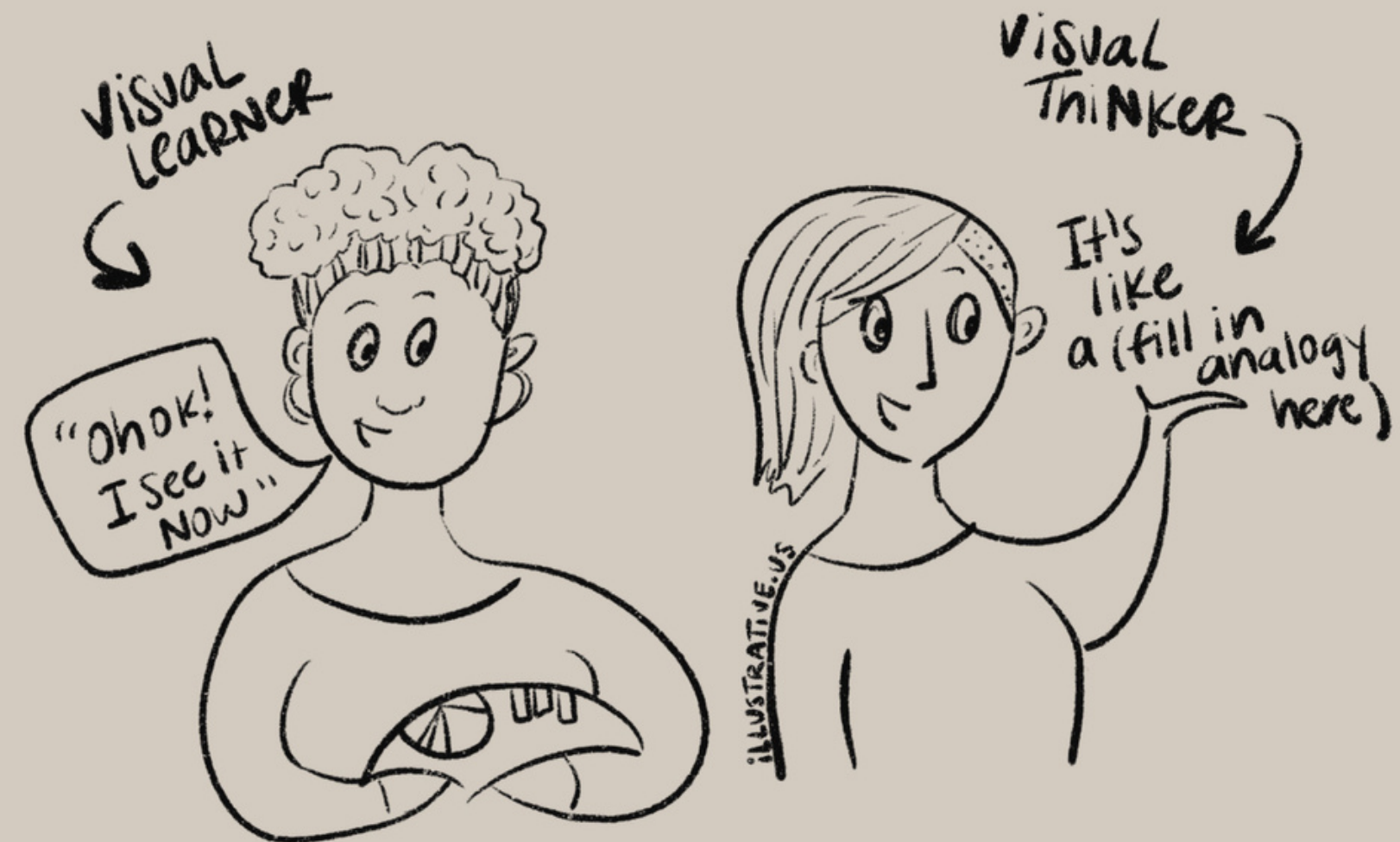
Our Real World

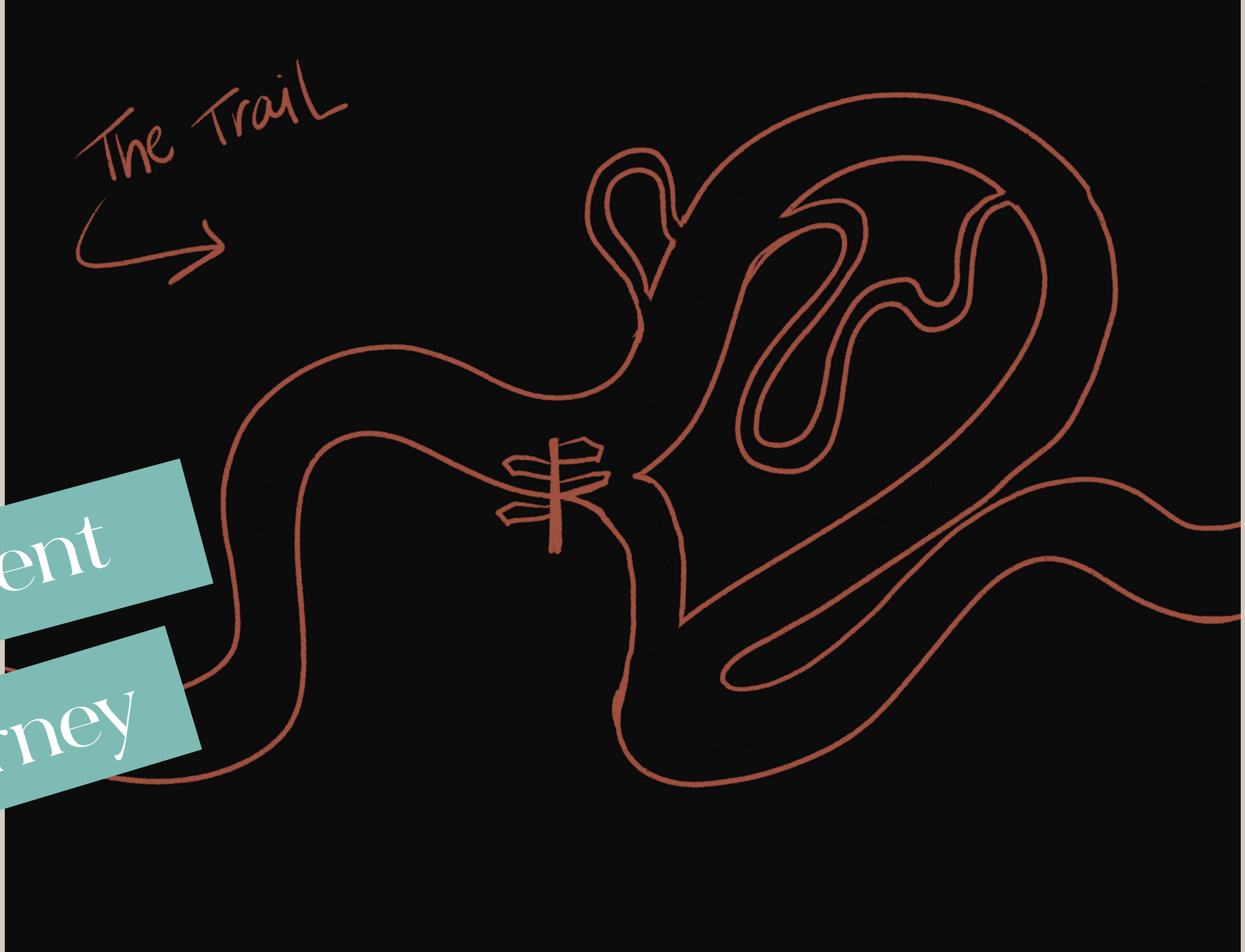
Take some time to think about clients and team members you know in these categories. Maybe you are?

Keep them in mind as we move through the workshop.

Visual Thinker / Learner

- Creatives ↔ Always collecting new ideas
- ADHD ↔ Moving train of thought and less dopamine
- Dyslexia ↔ Moving words
- Dyscalculia ↔ Moving numbers
- Dysgraphia ↔ Moving ideas
- Non-verbal ↔ Speaks in music, movement, images & touch
- Autism Spectrum ↔ A blend of the others and/or has trouble moving a mental picture

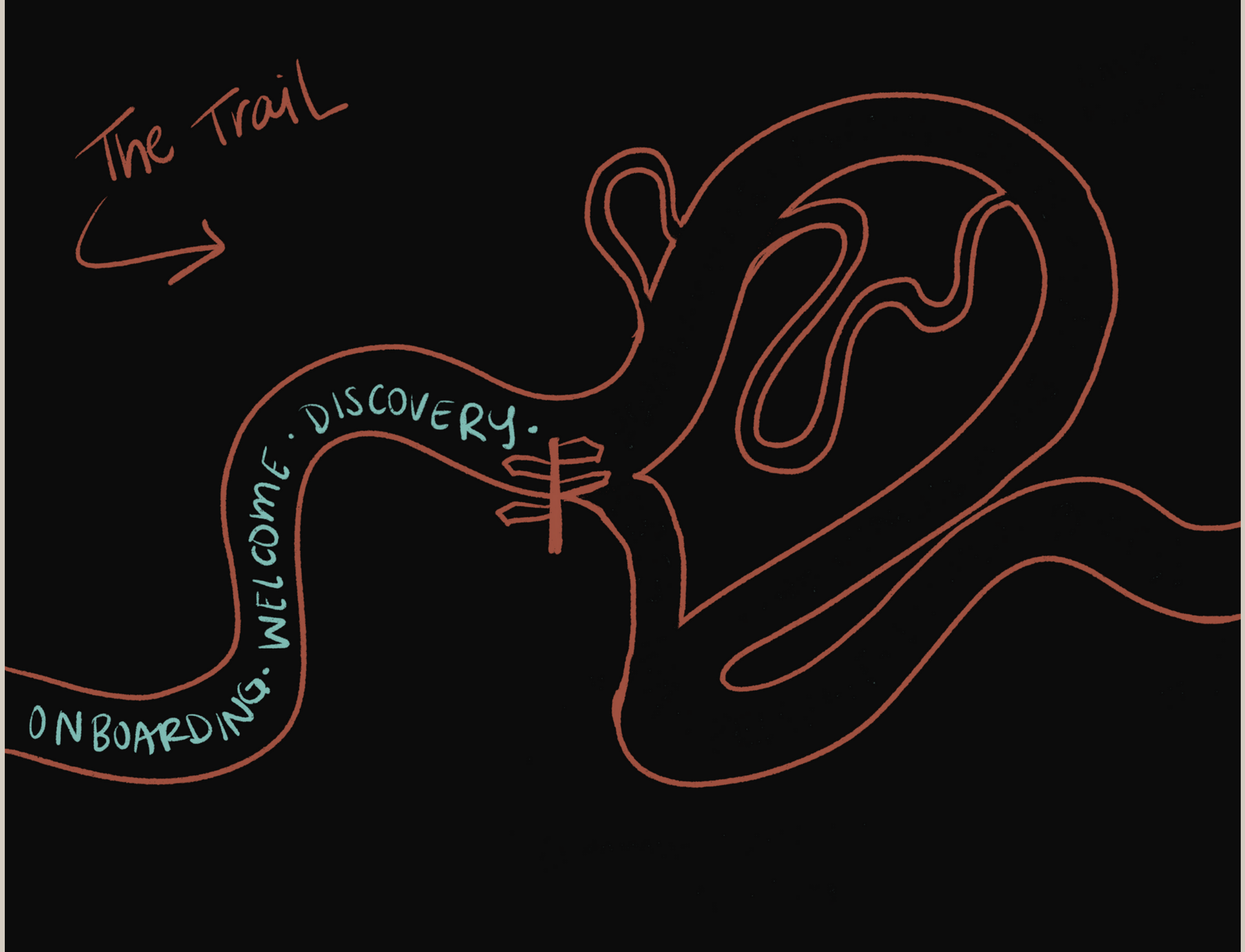


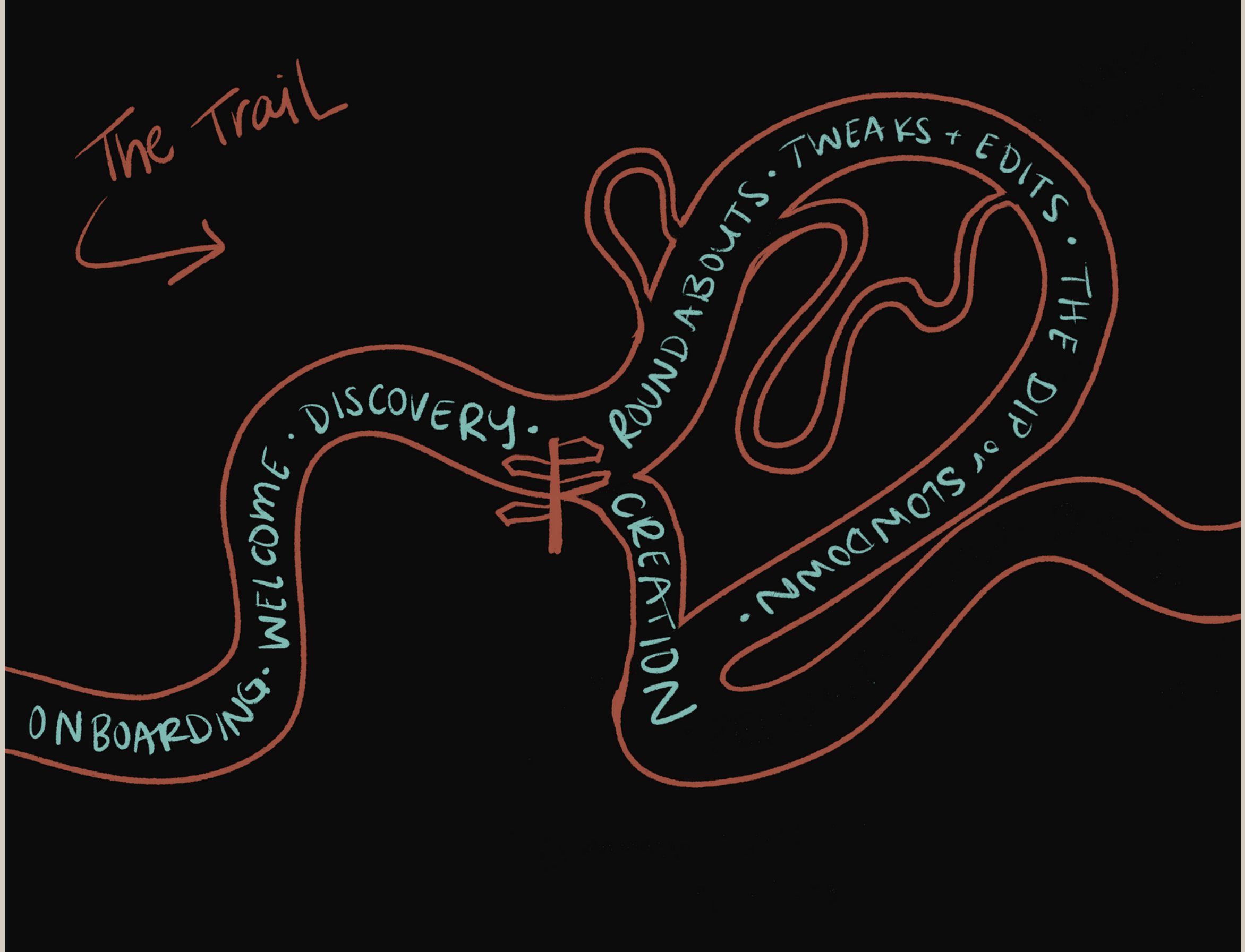


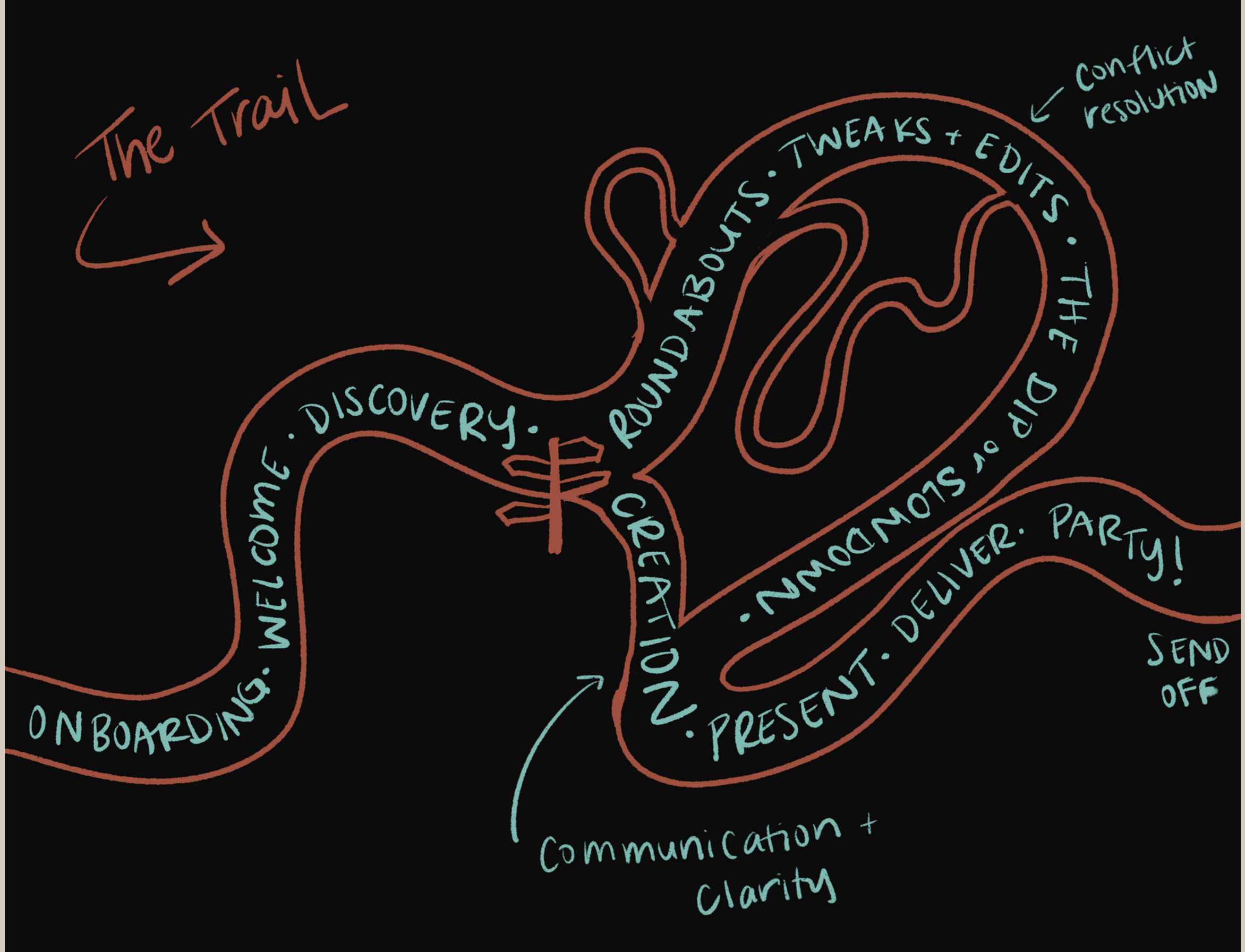
The Trail
→

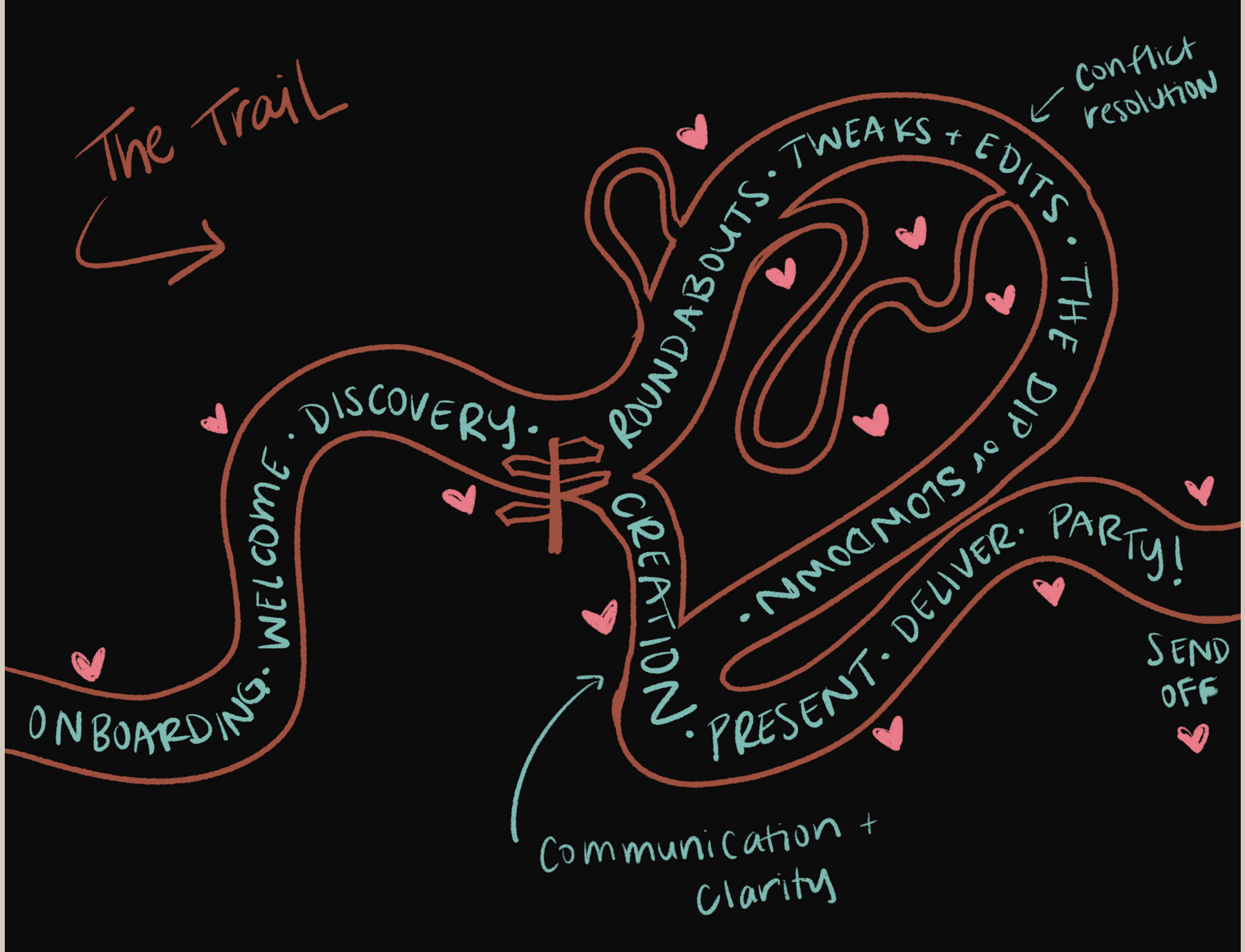
The Client

Journey









Connecting

With Aids

1

Accomodate Physical Impairments

2

Simplify Complex Topics

3

Unravel Emotional Attachment

4

Walkthrough Resistance

5

Accomodate Visual Thinking

Disclaimer: When most people think of Visual Accessibility they are thinking of accommodations that are made for people with blindness. That is a very important piece of the client and web experience that every business needs to attend to. I'm not an expert in that so I send people to [Erin Perkins](#) & [The A11y Project](#)

a11y stands for ACCESSIBILITY

11 characters

The A11Y Project is a community-driven effort
to make digital accessibility easier.

HOW DO I GET STARTED?

Visual Aid Examples

1

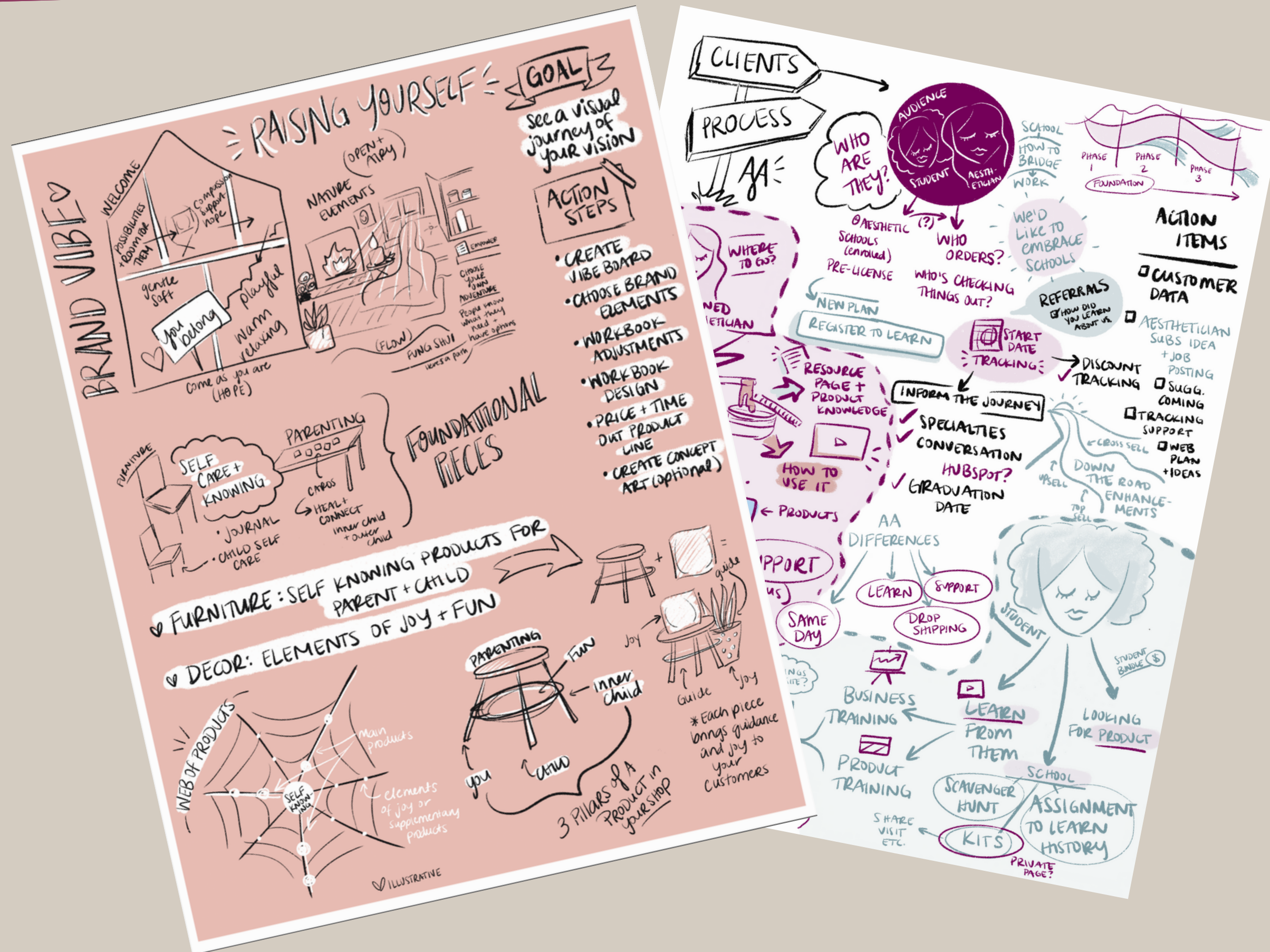
VISUAL NOTE TAKING

Help visual thinkers get outside of their head and see their thoughts in front of them.

USE:

Visual Thinking
Complex Topics

> Great for Discovery
Phase



Visual Aid Examples

2

ANALOGY WORK

Attaching an analogy to a process that has a lot of working pieces

USE:

Complex Topics
Visual Thinking
Resistance

> Great for the learning and presentation part of the process



created for
Raising Yourself

created for
BWB

Visual Aid Examples

3

ANIMATED EXPLAINERS

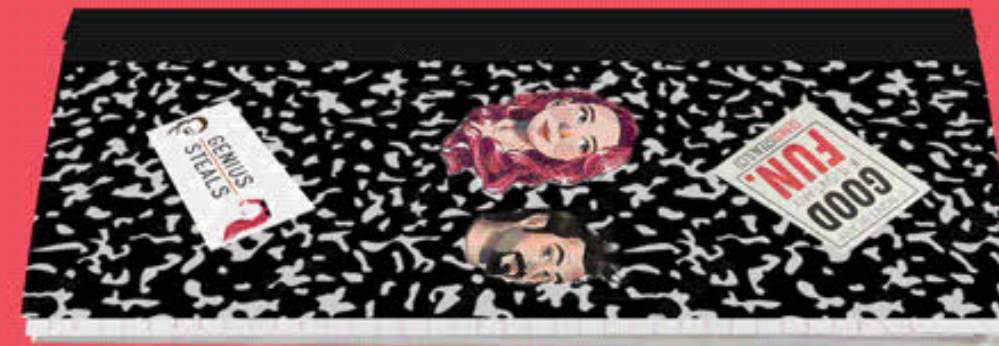
For presenting ideas that are new or complex to your clients

USE:

Complex / New Topics
Visual Thinking
Resistance
Emotional Attachment

> Great for the beginning of the journey

SchoolOfStolenGeni.us



created for School of Stolen Genius with BWB

Visual Aid Examples

4

WALKTHROUGHS & REAL EXAMPLES

For showing where things are, how to get started and get the ball rolling

USE:

Complex Steps
Visual Thinking

> Great for the detours

Add a New Video to Library

Step 1: Go to Projects
5 cards

For a New Project
11 cards

Step 2: Now add the new video
6 cards

To find a project page that has already been made search for it in the top right corner:

To create a new project page click the ADD NEW button:

Add the page title and set the page to password protected and choose password

Choose a Category

Choose Subscriber for User Level.

Set the featured image. If you need to you can upload a new image directly in that box by clicking the Upload Image tab.

Click PUBLISH (2 times) Then click the purple Use Divi Builder button (2 times).

Then click the video's gray settings icon.

Add in the Wistia responsive inline embed code to the code box you just opened on your project page.

(NOTE: If you need to migrate your videos off of Wistia you will still be able to embed and then paste that code into the Divi code block just like shown below).

Then click the green SAVE button in the bottom right corner. If you don't see a green save button click the purple circle with three dots in the middle and it will show up.

Walkthrough Guide for 123 Petits Pas

Visual Aid Examples



- Icons
- Templates
- Digital Creator Profiles
- Assets
- GIFs
- Brand Vibe Assets
- Quick References
- Walkthroughs
- Examples
- References

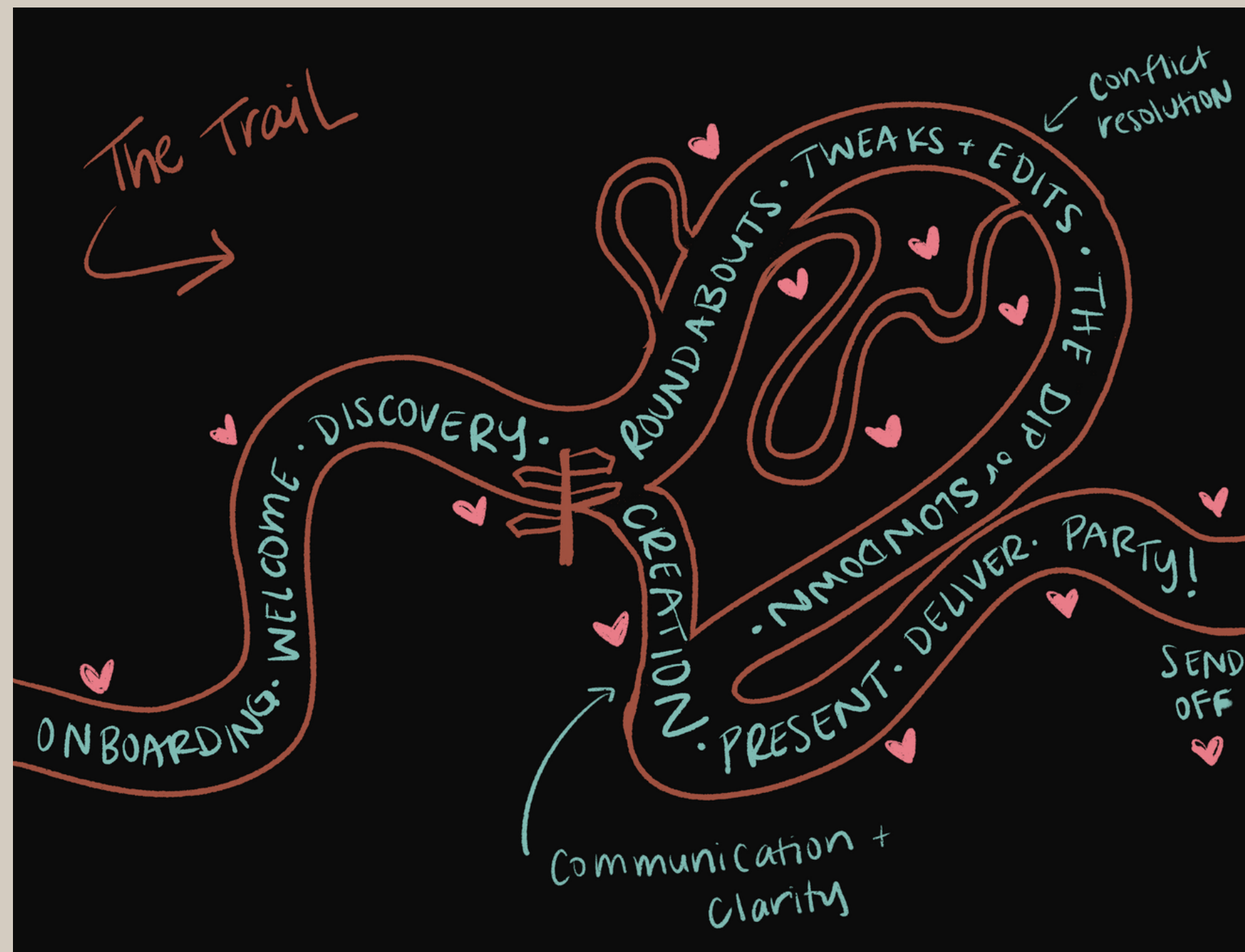
For Neurodivergents

You are allowed to ask for visual support

- 1 Loom Videos or Walkthroughs
- 2 Real Examples
- 3 Ask for an analogy
- 4 Bullet Points / Main points
- 5 Printable Version to markup

Pause for

Planning



- What's standing out?
- Where do people get stuck most?
- Any complex, emotional, or text-heavy concepts that could be visualized?
- Why are you here? What came up that made you curious enough to join in or watch the replay?

July 21, 2022

Visually Nurtured Client Experience



As leaders, we decide what we will do ourselves, outsource or delete from our list. Is there anything on your nurture list you'd like to outsource? Let me know and I can help you find someone.

Here are the ways I can help:

VISION MAPPING

CUSTOM VISUAL AID LIBRARY

ENCOURAGEMENT

www.illustrative.us