Knowledge Visualization
An Inspiration for Contract Simplification

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www.knowledge-communication.org
www.dynagrams.org
www.visual-literacy.org
www.clear-communication.org

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Overview

1. What to Visualize
2. Why Visualize
3. How to Visualize
4. Outlook
5. Conclusion
What Knowledge should be visualized for Contract Simplification?

1. Knowledge *up* to the contract: process
2. Knowledge *about* the contract: context
3. Knowledge *within* the contract: content
4. Knowledge *from* the contract: experience
What to Visualize: Four Types of Knowledge

1. Knowledge *up to* the Contract (Process)  
   - Know-how

2. Knowledge *about* the Contract (Context)  
   - Know-why

3. Knowledge *within* the Contract (Content)  
   - Know-what

4. Review
   - Knowledge *from* the Contract (Experience)
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Social, **Cognitive** and **Motivational** Benefits of Knowledge Visualizations:

- **C**oordination: they facilitate collaboration.
- **A**ttention: they highlight key issues.
- **R**ecall: they are remembered.
- **M**otivation: they mobilize the readers.
- **E**laboration: they facilitate understanding.
- **N**ew insight: they enable ideas.

CONFUSE VERLOAD ISSUES AMBIGUITY
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(Jointly) Sketching the Contract Process: macro to micro (from sketchingatwork.com)
Knowledge about the Contract Context

Source: [http://www.rwi.uzh.ch/oe/zrf/abtrv.html](http://www.rwi.uzh.ch/oe/zrf/abtrv.html)
Our Contract Configurator for Collaborative Contracting (www.lets-focus.com)
Clarifying Meaning within the Contract through Visualization

ROGERS’ UNDERSTANDING:
The contract is valid for an initial period of 5 years. One year prior to the end of this period, either party can give one year’s notice to terminate.

ALIANT’S UNDERSTANDING:
The 5-year contract can be terminated at any time with one year’s notice.

“This agreement shall be effective from the date it is made and shall continue in force for a period of five (5) years from the date it is made, and thereafter for successive five (5) year terms, unless and until terminated by one year prior notice in writing by either party.”
Our graphic template to harvest contract experiences

Phases and Milestones

Successes

Mishaps

⇒ Insights!

Actions

T1

T2

T3

T4

Event

Event

4
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Embedding Contract Experience in an interactive Contract Configurator: www.dynagrams.org
Visualizing a corpus of contracts

- www.dynagrams.org
Knowledge about the Contract Corpus: World Bank Contracts Visualization
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Conclusion

- Knowledge Visualization can be a useful tool for contract simplification.
- It enables better collaboration and greater clarity.
- To apply it, look beyond just the contract itself and visualize knowledge:
  - regarding the contract process,
  - regarding the contract context,
  - regarding the contract contents, and
  - regarding the contract experience.
- Use real-time Dynagrams to adapt visualizations to the evolving contractual agreements.
Background Literature
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