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2 → Please provide your email address if you would be willing for us to contact you for further discussion about your responses. *If you prefer not to, simply write N/A.*

Type your answer here...

OK ✓

press Enter ↵

3 → What gender do you most identify with? *

A Male

B Female

C Prefer not to say

4 → How old are you? *

A

Less than 25 years old

B

25-34 years old

C

35-44 years old

D

45-54 years old

E

55-64 years old

F

65-74 years old

G

75 years or older

H

Prefer not to say

1 → How would you rate your expertise on blood flow, relative to the general population? *

0

1

2

3

4

5

No knowledge

Extremely knowledgeable

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2 → Consider the following scenario and communication objective in describing blood flow for an expert audience:

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).

In your opinion, which of the following assets **BEST** visually describes and supports this scenario and communication objective? *

To zoom in on the visuals use CtrlI + on Windows Chrome, on Mac Chrome use Command +.



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animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).

3 → What is your **second choice** for this scenario and communication objective? *



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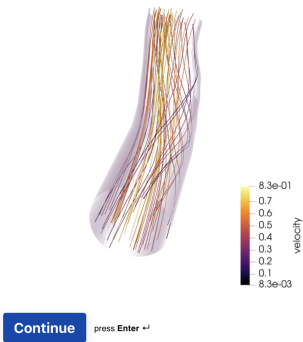
visuals use Ctrl + on Windows Chrome, on Mac Chrome use
Co4+ What is your **third choice** for this scenario and com...

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



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5+ Now we will ask you to provide a few ratings of only your **top** choice:



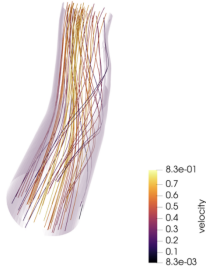
Continue press Enter

Powered by Typeform

5 ➔ Now we will ask you to provide a few ratings of only y...

a. Rate your **top** choice for **aesthetics** (i.e., How visually appealing do you consider this to be?). *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



A 1 - Poor

B 2 - Fair

Key C 3- Average

D 4 - Very good

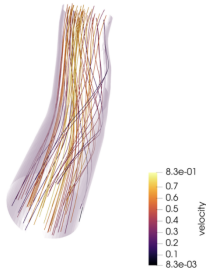
E 5 - Excellent

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5 ➔ Now we will ask you to provide a few ratings of only y...

b. Rate your **top** choice for **visual clarity**. *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



A 1 - Poor

Key B 2 - Fair

C 3- Average

D 4 - Very good

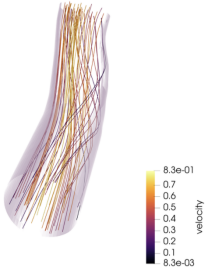
E 5 - Excellent

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5 ➔ Now we will ask you to provide a few ratings of only y...

c. Rate your **top** choice for **scientific accuracy**. *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



A 1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

Key E 5 - Excellent

F N/A - I lack the expertise to answer this question

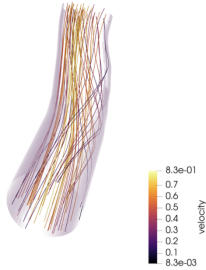
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Page 14:

5 ➔ Now we will ask you to provide a few ratings of only y...

d. Rate your **top** choice for **communication success** (i.e., How well does it meet the researcher's communication objective?). *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



A 1 - Poor

B 2 - Fair

C 3- Average

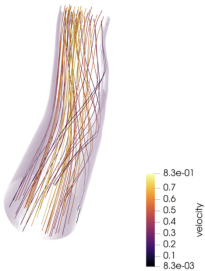
D 4 - Very good

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5 → Now we will ask you to provide a few ratings of only y...

Use the below keywords to describe the **strengths** o...

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



Choose as many as you like

A

Accurate

B

Clear

C

Detailed

Key D

Easy to read ✓

E

Informative ✓

F

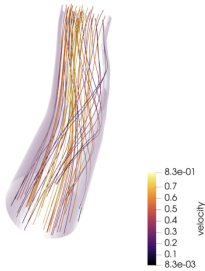
Precise

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5 → Now we will ask you to provide a few ratings of only y...

Use the below keywords to describe the **weaknesses** of your **top** choice. *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



Choose as many as you like

A

Confusing ✓

B

Distracting ✓

C

Excessive

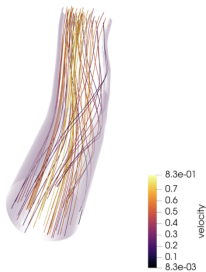
D

Inaccurate

Powered by Typeform ^ v

5 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **top** choices for this *expert* scenario, please write them here. Otherwise, simply write N. *



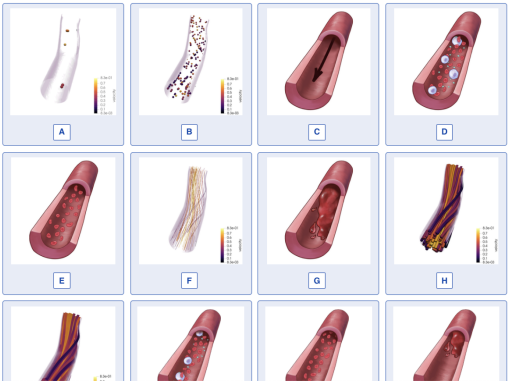
Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

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1 → Consider again the same scenario and communication objective in describing blood flow for an *expert* audience. In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective (i.e., your **bottom** choice)? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).

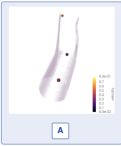


Powered by Typeform

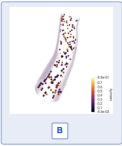
laminar flow

2


What is your **second least effective choice** for this ...




A




B



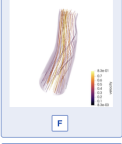
C




D




E



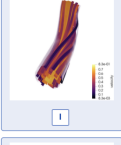
F




G




H




I



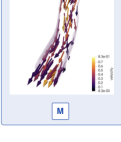
J




K



L



M



N


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Page 20:

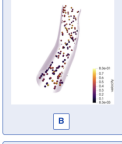
3

What is your **third least effective choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *


A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).




A




B



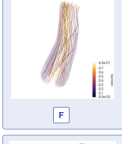
C




D



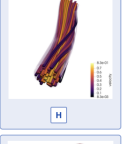
E



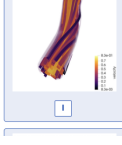
F




G




H




I



J



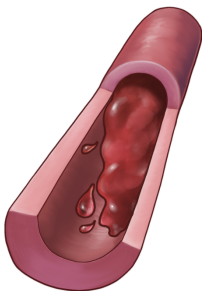
K



L

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4 → Now we will ask you to provide a few ratings of only your **bottom** choice:

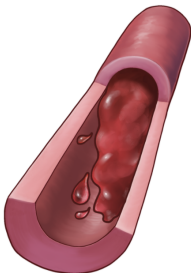


Continue press Enter ↵

4 → Now we will ask you to provide a few ratings of only y...

a. Rate your **bottom** choice for **aesthetics** (i.e., How visually appealing do you consider this to be?). *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



A

1 - Poor

B

2 - Fair

Key C

3- Average

D

4 - Very good

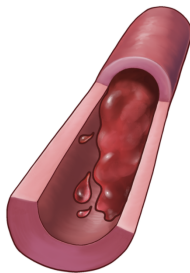
E

5 - Excellent

4 → Now we will ask you to provide a few ratings of only y...

b. Rate your **bottom** choice for **visual clarity**. *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☒ Key D 4 - Very good

☐ E 5 - Excellent

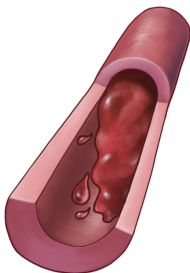
☐ F N/A - I lack the expertise to answer this question

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4 → Now we will ask you to provide a few ratings of only y...

c. Rate your **bottom** choice for **scientific accuracy**. *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☐ D 4 - Very good

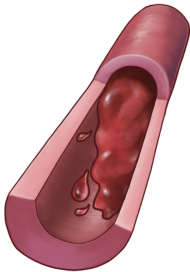
☐ E 5 - Excellent

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

d. Rate your **bottom** choice for **communication success** (i.e., How well does it meet the researcher's communication objective?). *

A researcher studying vascular flow would like a supplementary image or animation for their upcoming publication that clearly explains the variation of laminar flow (i.e., smooth movement of fluid with no irregular fluctuations, swirls, etc), in normal hemodynamics (i.e., blood flow behavior).



☐ A 1 - Poor

☒ B 2 - Fair

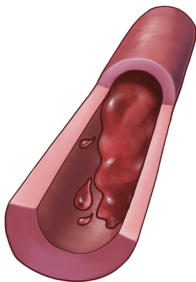
☐ C 3- Average

☐ D 4 - Very good

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4 → Now we will ask you to provide a few ratings of only y...

swirls Use the below keywords to describe the **strengths** o...



Choose as many as you like

☐ A Accurate

☐ B Clear

☐ C Detailed

☐ D Easy to read

☐ E Informative

☐ F Precise

☐ G Pretty

☐ H Other (please separate multiple keywords with a comma)

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4 → Now we will ask you to provide a few ratings of only y...

f Use the below keywords to describe the **weaknesse...**



Choose as many as you like

A

Confusing

B

Distracting

C

Excessive

D

Inaccurate

E

Misleading

F

Simplistic

G

Visually unappealing

H

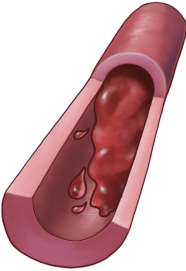
Other (please separate multiple keywords with a comma)

OK

Powered by Typeform

4 → Now we will ask you to provide a few ratings of only y...

g- If you have further comments on the options or your **bottom** choices for this *expert* scenario, please write them here. Otherwise, simply write N. *



Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

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1➔ Now consider the following scenario and communication objective in describing blood flow for a *general* audience:

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.

In your opinion, which of the following assets **BEST** visually describes and supports this scenario and communication objective? *

To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +.



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2➔ What is your **second choice** for this scenario and co...
throughout the body.



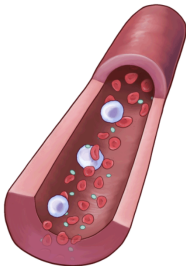
Powered by Typeform

What is your **third choice** for this scenario and com...



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Now we will ask you to provide a few ratings of only your **top** choice:

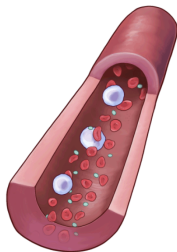


Continue

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4 → Now we will ask you to provide a few ratings of only y...

a Rate your top choice for aesthetics (i.e., How visually appealing is the visualization of blood flow in the vessel?)
A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



☐ A 1 - Poor

☐ B 2 - Fair

☒ C 3- Average

☐ D 4 - Very good

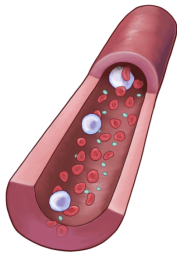
☐ E 5 - Excellent

☐ F N/A - I lack the expertise to answer this question

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4 → Now we will ask you to provide a few ratings of only y...

b. Rate your top choice for visual clarity. *
A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



☐ A 1 - Poor

☐ B 2 - Fair

☒ C 3- Average

☐ D 4 - Very good

☐ E 5 - Excellent

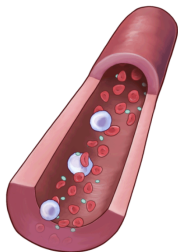
☐ F N/A - I lack the expertise to answer this question

Powered by Typeform

4 ➔ Now we will ask you to provide a few ratings of only y...

c. Rate your **top** choice for **scientific accuracy**. *

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



A

1 - Poor

B

2 - Fair

Key C

3- Average

D

4 - Very good

E

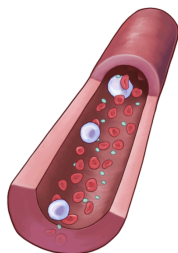
5 - Excellent

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4 ➔ Now we will ask you to provide a few ratings of only y...

d. Rate your **top** choice for **communication success** (i.e., How well does it meet the patient's communication objective?). *

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



A

1 - Poor

B

2 - Fair

C

3- Average

D

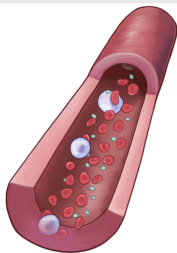
4 - Very good

Key E

5 - Excellent

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...
e Use the below keywords to describe the **strengths** o...



Choose as many as you like

☐ A Accurate

☐ B Clear

☐ C Detailed

☐ D Easy to read

☒ Key E Informative

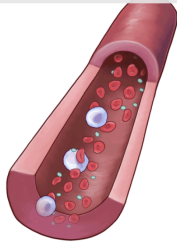
☐ F Precise

☐ G Pretty

☐ H Other (please separate multiple keywords with a comma)

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...
f Use the below keywords to describe the **weaknesse...**



Choose as many as you like

☐ A Confusing

☐ B Distracting

☐ C Excessive

☐ D Inaccurate

☒ E Misleading ✓

☒ Key F Simplicistic

☐ G Visually unappealing

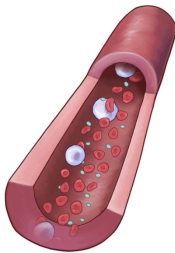
☐ H Other (please separate multiple keywords with a comma)

Powered by Typeform ^ v

OK ✓

4 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **top** choices for this *general* scenario, please write them here. Otherwise, simply write N. *

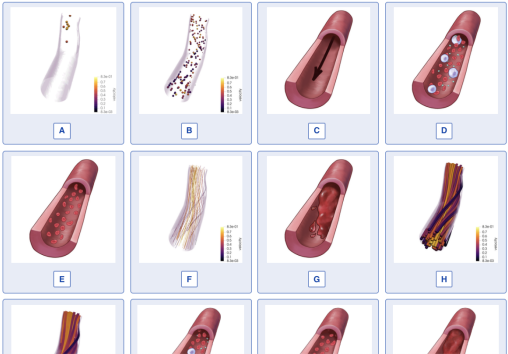


Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

1 → Consider again the same scenario and communication objective in describing blood flow for a *general* audience. In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective (i.e., your **bottom** choice)? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



Page 41:

2→ What is your **second least effective choice** for this ...
throughout the body.



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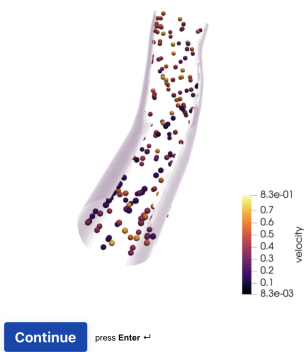
Page 42:

well3+ What is your **third least effective choice** for this scenario?
throughout the body.



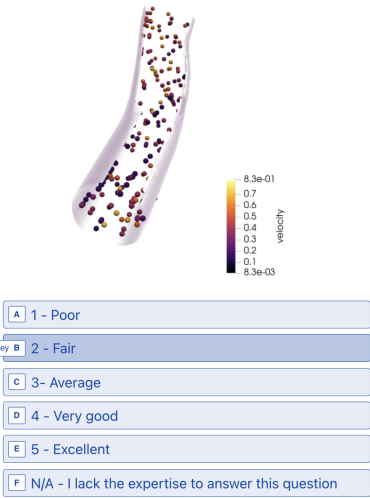
Powered by **Typeform**

4 → Now we will ask you to provide a few ratings of only your **bottom** choice:



4 → Now we will ask you to provide a few ratings of only y...
appealing do you consider this to be?). *

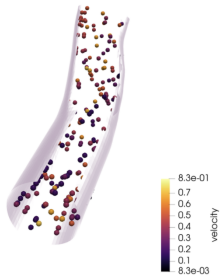
A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



4 → Now we will ask you to provide a few ratings of only y...

b. Rate your **bottom** choice for **visual clarity**. *

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



Key A 1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

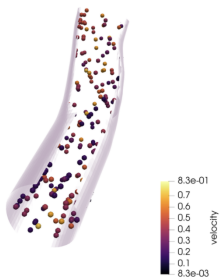
E 5 - Excellent

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

c. Rate your **bottom** choice for **scientific accuracy**. *

A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.



Key A 1 - Poor

B 2 - Fair

C 3- Average

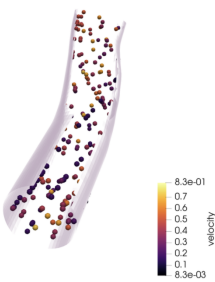
D 4 - Very good

E 5 - Excellent

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

- d. Rate your **bottom** choice for **communication success** (i.e., How well does it meet the patient's communication objective?). *
- A patient with little/no prior knowledge on the topic of blood flow is interested in learning more about their body. They visit a popular health and well-being website, e.g. WebMD, to understand how blood moves and delivers nutrients throughout the body.*



A 1 - Poor

B 2 - Fair

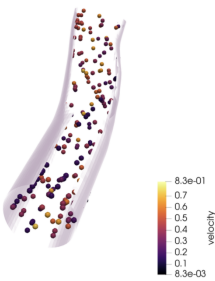
Key C 3- Average

D 4 - Very good

Powered by Typeform

4 → Now we will ask you to provide a few ratings of only y...

- Use the below keywords to describe the **strengths o...**



Choose as many as you like

A Accurate

B Clear

Key C Detailed

D Easy to read

E Informative

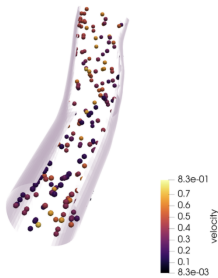
F Precise

G Pretty

H Other (please separate multiple keywords with a comma)

Powered by Typeform

4 → Now we will ask you to provide a few ratings of only y...
general Use the below keywords to describe the **weaknesse...**

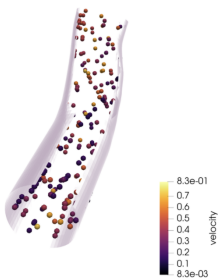


Choose as many as you like

- ☐ A Confusing
- ☐ B Distracting
- ☒ Key C Excessive ✓
- ☒ D Inaccurate ✓
- ☐ E Misleading
- ☐ F Simplistic
- ☐ G Visually unappealing
- ☐ H Other (please separate multiple keywords with a comma)

4 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **bottom** choices for this *general* scenario, please write them here. Otherwise, simply write N. *



Type your answer here...

Shift + Enter to make a line break

1 → How would you rate your expertise on **aneurysms**, relative to the general population? *

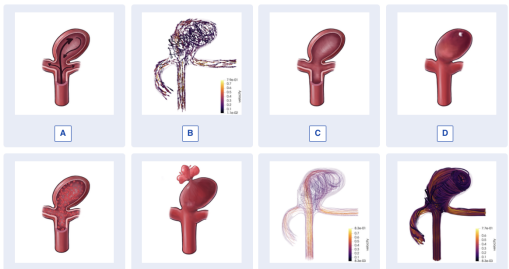
0	1	2	3	4	5
No knowledge				Extremely knowledgeable	

2 → Consider the following scenario and communication objective in describing an aneurysm for an *expert* audience:

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.

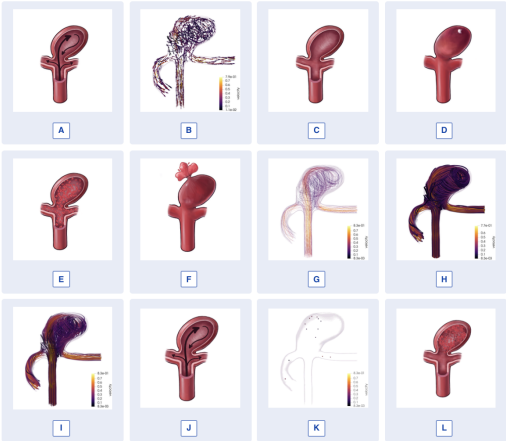
In your opinion, which of the following assets **BEST** visually describes and supports this scenario and communication objective? *

To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +



3 → What is your **second choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

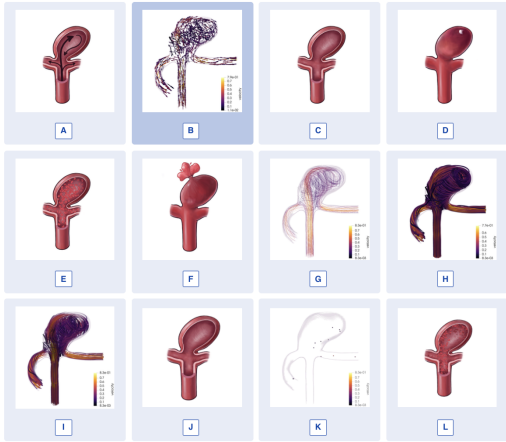
A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



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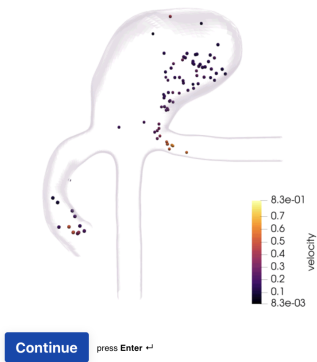
4 → What is your **third choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



Powered by Typeform

5 → Now we will ask you to provide a few ratings of only your **top** choice:



5 → Now we will ask you to provide a few ratings of only y...

Rate your top choice for aesthetics (i.e., How visual...

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.

A 3D visualization of an aneurysm, showing the internal flow field. The flow is represented by a color gradient from dark purple (low velocity) to yellow (high velocity). A color bar on the right indicates the velocity scale, ranging from 8.3e-03 to 8.3e-01.

☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☐ D 4 - Very good

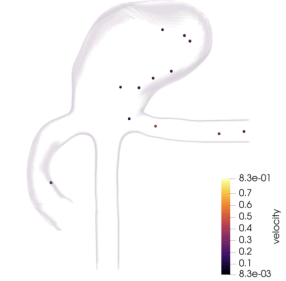
☐ E 5 - Excellent

☐ F N/A - I lack the expertise to answer this question

5 + Now we will ask you to provide a few ratings of only y...

c. Rate your **top choice** for **visual clarity**.

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



A 1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

E 5 - Excellent

F N/A - I lack the expertise to answer this question

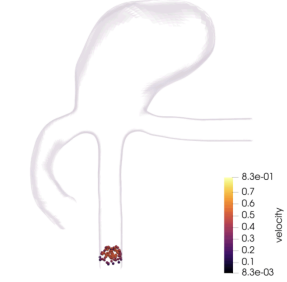
Powered by Typeform

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5 + Now we will ask you to provide a few ratings of only y...

c. Rate your **top choice** for **scientific accuracy**.

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall



A 1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

E 5 - Excellent

F N/A - I lack the expertise to answer this question

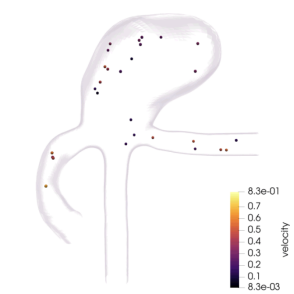
Powered by Typeform

5 → Now we will ask you to provide a few ratings of only y...

d

Rate your **top** choice for **communication success** (i...

A research group has developed a new method for visualizing the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



A

1 - Poor

B

2 - Fair

C

3- Average

D

4 - Very good

E

5 - Excellent

F

N/A - I lack the expertise to answer this question

Powered by Typeform

^

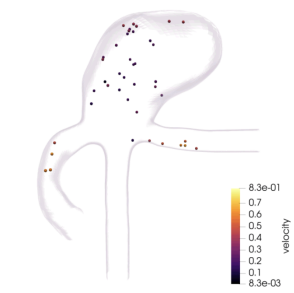
▼

5 → Now we will ask you to provide a few ratings of only y...

e

Use the below keywords to describe the **strengths** o...

A research group has developed a new method for visualizing the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



Choose as many as you like

A

Accurate

B

Clear

C

Detailed

D

Easy to read

E

Informative

F

Precise

G

Pretty

H

Other (please separate multiple keywords with a comma)

Powered by Typeform

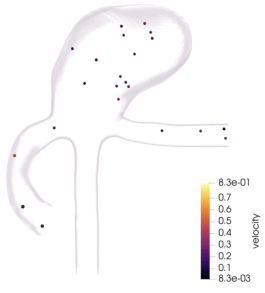
^

▼

5 → Now we will ask you to provide a few ratings of only y...

RESISTANCE OF FLOW (OR SWIRLING PATTERNS) AND MORPHOLOGICAL PROPERTIES OF THE VESSEL WALL.

Use the below keywords to describe the **weaknesses**...



Choose as many as you like

☒ A Confusing

☒ B Distracting

☐ C Excessive

☐ D Inaccurate

☐ E Misleading

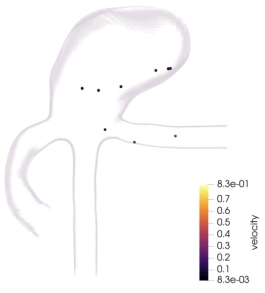
☐ F Simplicistic

☐ G Visually unappealing

Powered by Typeform

5 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **top** choices for this *expert* scenario, please write them here. Otherwise, simply write N. *



Type your answer here...

Shift + Enter to make a line break

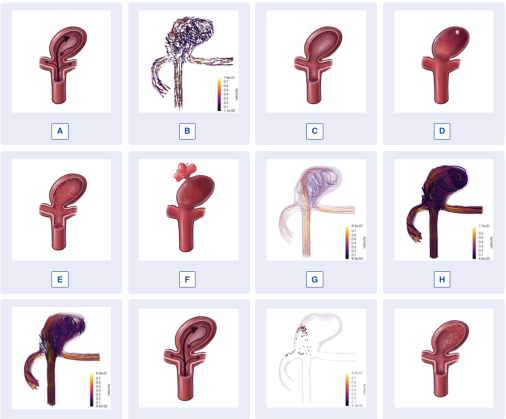
Powered by Typeform

describing an aneurysm for an expert audience.

1 → Consider again the same scenario and communication...

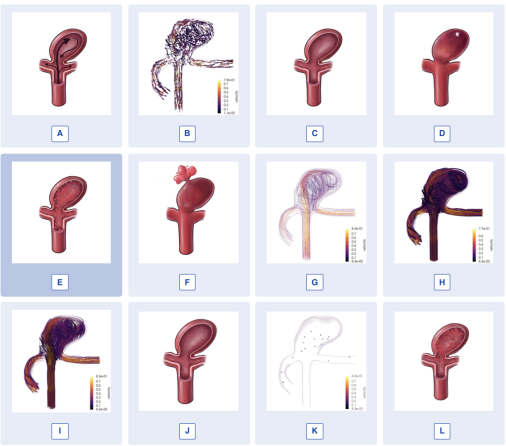
In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective (i.e., your **bottom** choice)? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



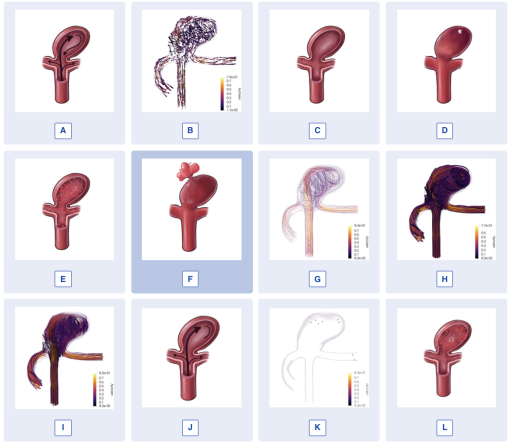
2 → What is your **second least effective choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.

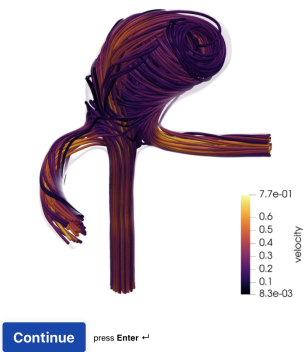


3 → What is your **third least effective choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



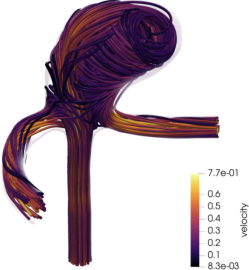
4 → Now we will ask you to provide a few ratings of only your **bottom** choice:



4 → Now we will ask you to provide a few ratings of only y...

Rate your **bottom choice for aesthetics** (i.e., How vi...

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



A 1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

E 5 - Excellent

F N/A - I lack the expertise to answer this question

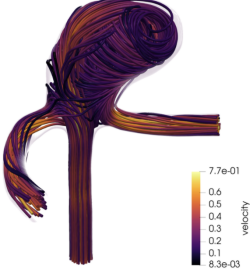
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4 → Now we will ask you to provide a few ratings of only y...

Rate your **bottom choice for visual clarity** (i.e., How vi...

A researcher publishing in a prominent medical venue would like to include a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



A 1 - Poor

B 2 - Fair

C 3- Average

D 4 - Very good

E 5 - Excellent

F N/A - I lack the expertise to answer this question

Powered by **Typeform**

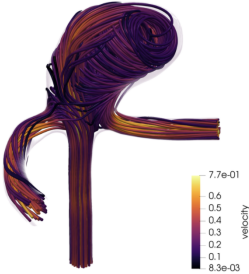
4 → Now we will ask you to provide a few ratings of only y...

A RES

c

Rate your **bottom choice for scientific accuracy.**

INCLUDE a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall



A

1 - Poor

B

2 - Fair

C

3- Average

D

4 - Very good

E

5 - Excellent

F

N/A - I lack the expertise to answer this question

Powered by Typeform

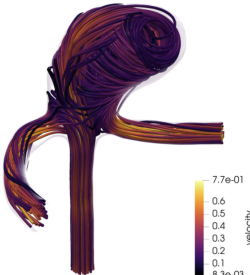
4 → Now we will ask you to provide a few ratings of only y...

A RES

d

Rate your **bottom choice for communication succe...**

INCLUDE a supplementary image or animation to describe the final shape of an aneurysm, resulting from abnormal hemodynamic forces (i.e., blood flow in often helical or swirling patterns) and morphological properties of the vessel wall.



A

1 - Poor

B

2 - Fair

C

3- Average

D

4 - Very good

E

5 - Excellent

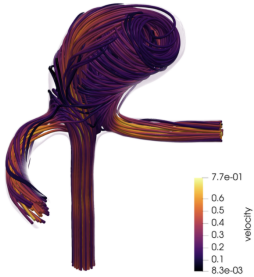
F

N/A - I lack the expertise to answer this question

Powered by Typeform

4 → Now we will ask you to provide a few ratings of only y...

residue Use the below keywords to describe the **strengths** o... lical or swirling patterns) and morphological properties of the vessel wall.



Choose as many as you like

A

Accurate

✓

B

Clear

C

Detailed

✓

D

Easy to read

E

Informative

✓

F

Precise

G

Pretty

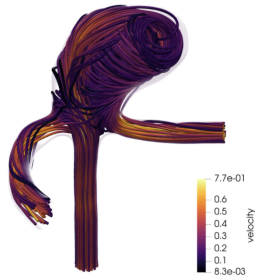
✓

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Page 72:

4 → Now we will ask you to provide a few ratings of only y...

f Use the below keywords to describe the **weaknesse**...



Choose as many as you like

A

Confusing

✓

B

Distracting

C

Excessive

✓

D

Inaccurate

E

Misleading

F

Simplicistic

G

Visually unappealing

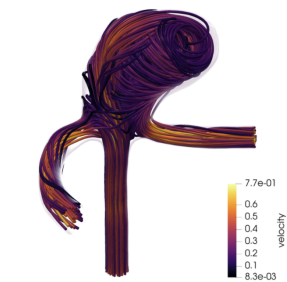
H

Other (please separate multiple keywords with a comma)

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **bottom** choices for this *expert* scenario, please write them here. Otherwise, simply write N. *



Type your answer here...

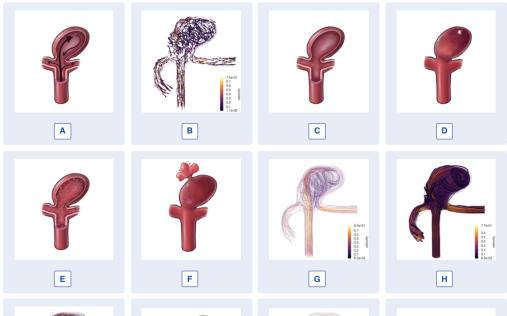
Shift ⌘ + Enter ↵ to make a line break

1 → Now consider the following scenario and communication objective in describing an aneurysm for a *general* audience:

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.

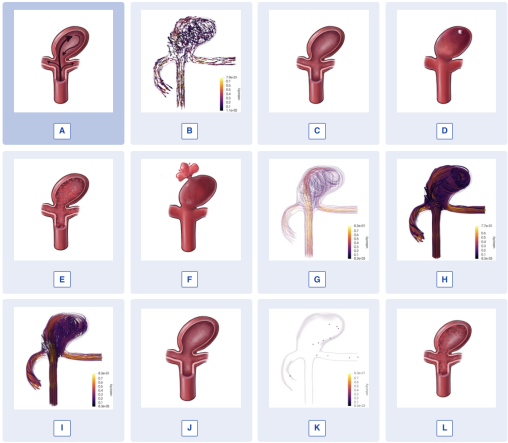
In your opinion, which of the following assets **BEST** visually describes and supports this scenario and communication objective? *

To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +.



2+ What is your **second choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

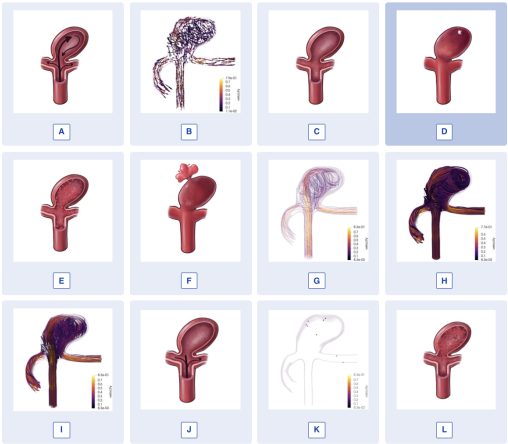
A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



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3+ What is your **third choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



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4 → Now we will ask you to provide a few ratings of only your **top** choice:



Continue press Enter ↵

4 → Now we will ask you to provide a few ratings of only y...
a **Rate your top choice for aesthetics** (i.e., How visuall...

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



- ☐ **A** 1 - Poor
- ☒ **B** 2 - Fair
- ☐ **C** 3- Average
- ☐ **D** 4 - Very good
- ☐ **E** 5 - Excellent
- ☐ **F** N/A - I lack the expertise to answer this question

4 → Now we will ask you to provide a few ratings of only y...

b. Rate your **top** choice for **visual clarity**. *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☐ D 4 - Very good

☒ E 5 - Excellent

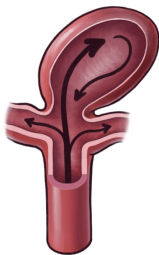
☐ F N/A - I lack the expertise to answer this question

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4 → Now we will ask you to provide a few ratings of only y...

c. Rate your **top** choice for **scientific accuracy**. *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☒ D 4 - Very good

☐ E 5 - Excellent

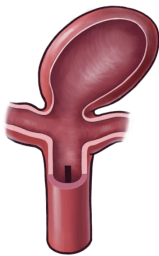
☐ F N/A - I lack the expertise to answer this question

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4 → Now we will ask you to provide a few ratings of only y...

does it meet the doctor's communication objective?). *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



☐ A 1 - Poor

☐ B 2 - Fair

☐ C 3- Average

☐ D 4 - Very good

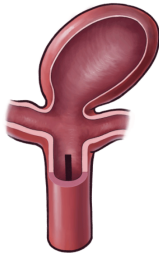
☒ E 5 - Excellent

☐ F N/A - I lack the expertise to answer this question

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4 → Now we will ask you to provide a few ratings of only y...

• Use the below keywords to describe the **strengths** o...



Choose as many as you like

☐ A Accurate

☐ B Clear

☐ C Detailed

☒ D Easy to read ✓

☒ E Informative ✓

☐ F Precise

☐ G Pretty

☐ H Other (please separate multiple keywords with a comma)

Powered by **Typeform** ^ v

4 → Now we will ask you to provide a few ratings of only y...
f Use the below keywords to describe the **weaknesse...**



Choose as many as you like

☐ A Confusing

☐ B Distracting

☐ C Excessive

☐ D Inaccurate

☒ E Misleading ✓

☒ F Simplicistic ✓

☐ G Visually unappealing

☐ H Other (please separate multiple keywords with a comma)

OK ✓

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4 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **top** choices for this *general* scenario, please write them here. Otherwise, simply write N. *



Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

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1 → Consider again the same scenario and communication objective in describing an aneurysm for a *general* audience. In your opinion, which of the following assets **LEAST** visually describes and supports this scenario and communication objective (i.e., your **bottom** choice)? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



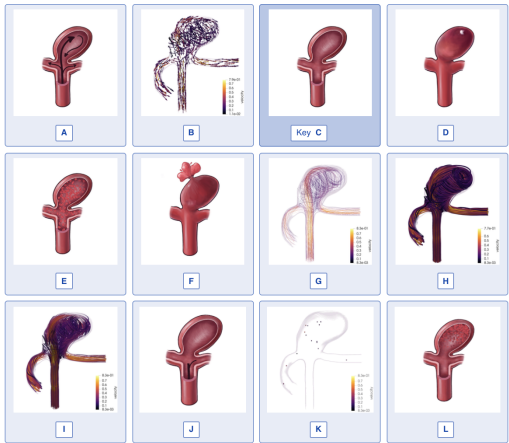
2 → What is your **second least effective choice** for this scenario and communication objective? Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



3 → What is your **third least effective choice** for this scenario and communication objective? *Please choose a visual only once. To zoom in on the visuals use Ctrl + on Windows Chrome, on Mac Chrome use Command +. **

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



4 → Now we will ask you to provide a few ratings of only your **bottom** choice:



Continue press Enter ↵

4 → Now we will ask you to provide a few ratings of only y...

a. Rate your **bottom** choice for **aesthetics** (i.e., How visually appealing do you consider this to be?). *If you feel you do not have sufficient knowledge to answer, feel free to skip this question. **

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



A

1 - Poor

B

2 - Fair

C

3- Average

D

4 - Very good ✓

Powered by **Typeform** ^ v

4 → Now we will ask you to provide a few ratings of only y...

b. Rate your **bottom** choice for **visual clarity**. *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



A

1 - Poor

B

2 - Fair

C

3- Average

Key D

4 - Very good

E

5 - Excellent

F

N/A - I lack the expertise to answer this question

Powered by **Typeform** ^ v

4 → Now we will ask you to provide a few ratings of only y...

c. Rate your **bottom** choice for **scientific accuracy**. *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



A

1 - Poor

B

2 - Fair

C

3- Average

Key D

4 - Very good

E

5 - Excellent

F

N/A - I lack the expertise to answer this question

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

d. Rate your **bottom** choice for **communication success** (i.e., How well does it meet the doctor's communication objective?). *

A patient has recently been diagnosed with a cerebral aneurysm. Their doctor shows them a visual to help them understand what aneurysms are and why they can be a critical health problem that must be closely observed.



A

1 - Poor

B

2 - Fair

Key C

3- Average

D

4 - Very good

E

5 - Excellent

F

N/A - I lack the expertise to answer this question

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...
e Use the below keywords to describe the **strengths** o...



Choose as many as you like

<input type="checkbox"/>	A	Accurate
<input type="checkbox"/>	B	Clear
<input checked="" type="checkbox"/>	C	Detailed ✓
<input checked="" type="checkbox"/>	Key: D	Easy to read ✓
<input type="checkbox"/>	E	Informative
<input type="checkbox"/>	F	Precise
<input type="checkbox"/>	G	Pretty
<input type="checkbox"/>	H	Other (please separate multiple keywords with a comma)

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...
f Use the below keywords to describe the **weaknesse**...



Choose as many as you like

<input type="checkbox"/>	A	Confusing
<input checked="" type="checkbox"/>	B	Distracting ✓
<input checked="" type="checkbox"/>	C	Excessive ✓
<input type="checkbox"/>	D	Inaccurate
<input type="checkbox"/>	E	Misleading
<input type="checkbox"/>	F	Simplistic
<input type="checkbox"/>	G	Visually unappealing
<input type="checkbox"/>	H	Other (please separate multiple keywords with a comma)

Powered by Typeform ^ v

4 → Now we will ask you to provide a few ratings of only y...

9. If you have further comments on the options or your **bottom** choices for this *general* scenario, please write them here. Otherwise, simply write N. *



Type your answer here...

Shift ⌘ + Enter to make a line break

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Thank you for your participation!

If you have questions or are interested in updates on this work please feel free to reach out to: [Redacted]