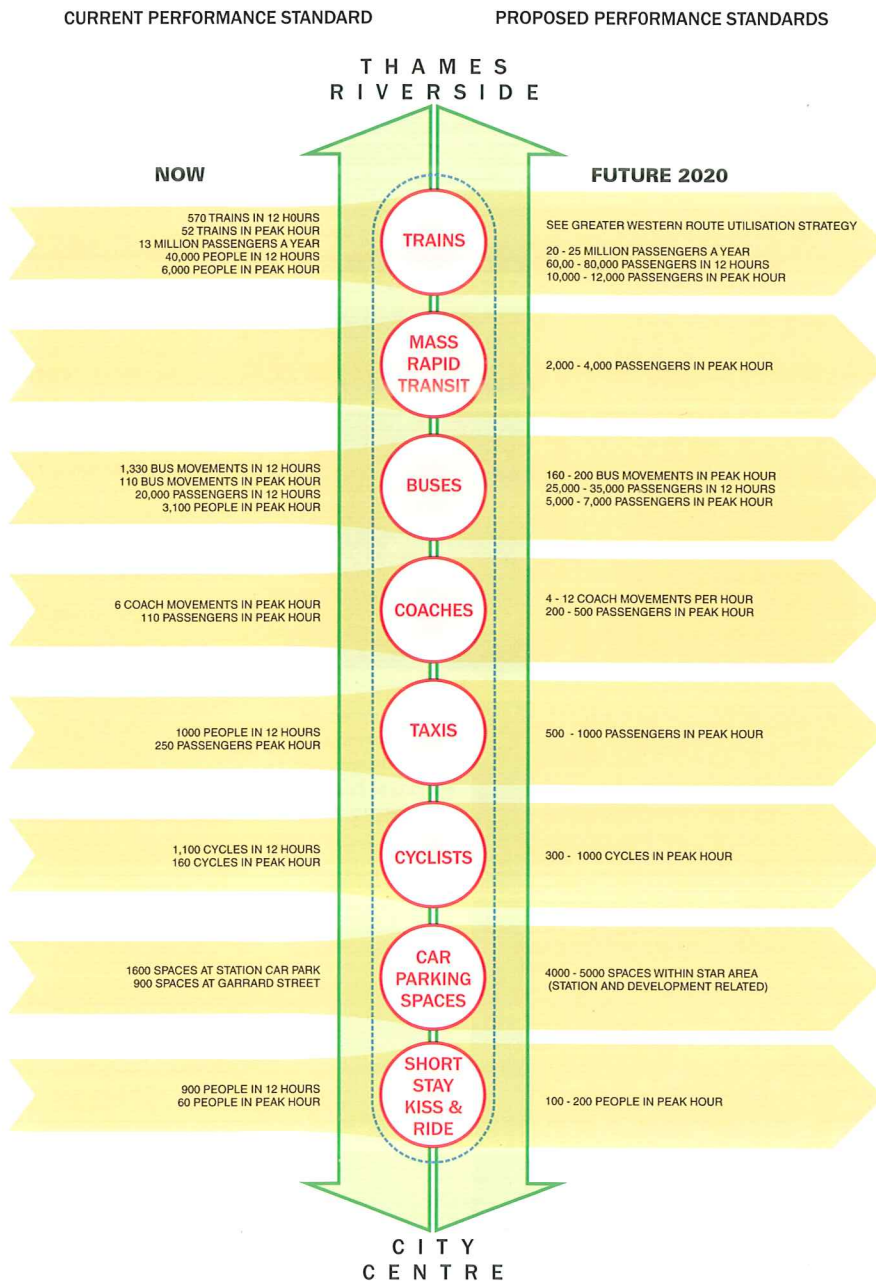


## 2.4 Conceptual analysis

Graphic images can help order and communicate the abstract concepts that the team uses to resolve issues and analyse opportunities. Flow charts, critical path analysis, Venn diagrams and many other techniques can help, but communicating complex ideas or processes can be made easier by graphic devices.



*The diagram describes the concept of an 'interchange spine' stretching from a city centre location to the River Thames within which different modes of transport coincide, enabling changes between modes while minimising the 'interchange penalty' – the time it takes to change between modes. The diagram indicates current and future potential movements or flows as 'performance standards'.*