

What?
Type of
Content?


How?
Which
Tool?

Result



Who?
(Addressee)

Aa
Bb
Text
(mostly)






Word
(or other
Word processor)



 
Printed Doc
or PDF



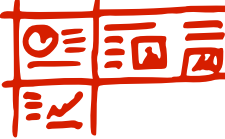

Reader

Aa 
Bb
Cc 
Mixed






Sway





Sway




Audience
 Readers
(multiple
devices)


Mixed
(to reinforce
a speech)




PowerPoint
(or other
presentation tool)




Presentation
Slides




Audience

http://
Aa BbCc
 
Mixed
(notes)




OneNote
(or other note-
taking tool)




Notes




(me)