



Visualize Research and Data

Tech Tip Tuesday #3 - by Nikita, High Impact Coaching

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What This Training Is About

All of us use Claude to do research. Either on the internet (Instagram trends, how something works) or pulling data out of our own connectors (Google Drive, Fireflies, Zoom recordings, Airtable, Slack).

The default output is plain text in the chat. That works. But it's boring to read, hard to share, and rarely the right format for the actual job.

This training covers four ways to have Claude present the same research in increasingly useful formats. Same prompt every time, just one small change at the end. The last one is my favorite, so stick around for it.

For the demo I used the same exact prompt across all four: `Can you do some research on how AI works and explain?` Then for each layer I just added how I wanted it formatted.

Layer 1: Plain Text (the default)

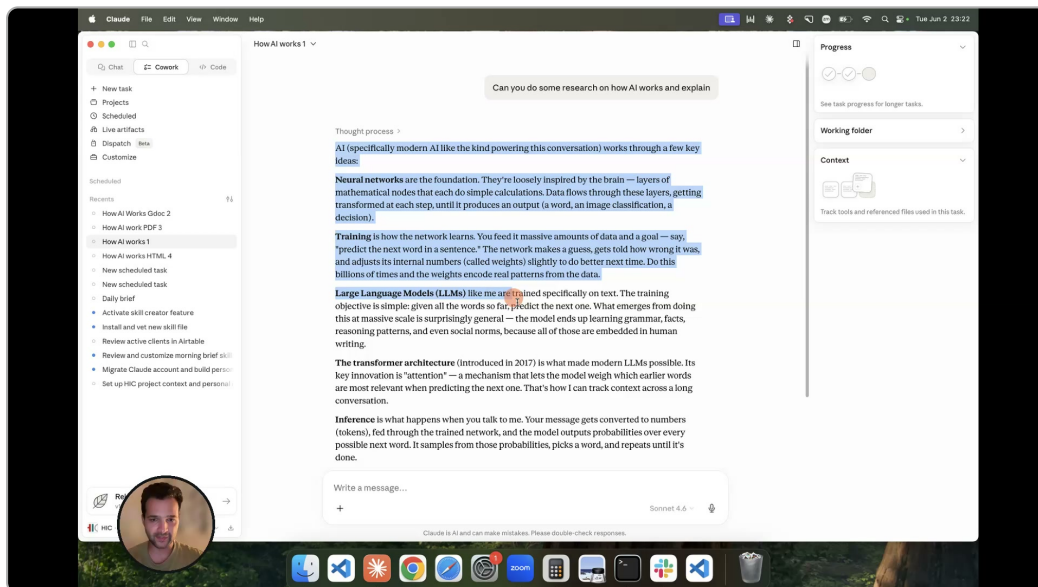
The prompt:

Can you do some research on how AI works and explain?

The result: a clean text response in the chat. Neural networks, training, LLMs, transformers, all in paragraphs you can scroll through.

This is the default and it's genuinely useful. We're living in a world where Claude can do real research for you in seconds. But the trade-off: it's a wall of text. Hard to skim, harder to share, and it lives inside the chat where you'll lose it in a week.

Good for: quick answers, single questions, anything you're going to read once and move on.



Layer 2: Google Doc

Same prompt, one addition at the end:

Can you do some research on how AI works and put it into a nice, easy-to-read Google Doc for me.

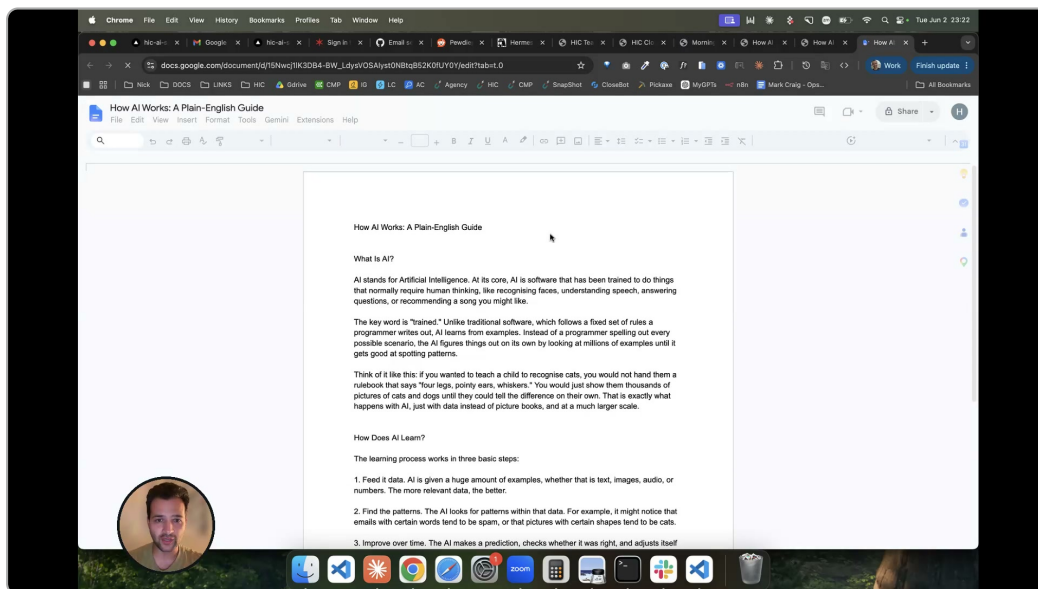
Now Claude creates an actual Google Doc, saved straight into your Drive. You click the link in the chat and it opens in Drive like any other doc you own. You can edit it, share it, comment on it, all the normal Drive stuff.

One thing I'd do next time: be more specific about formatting. The doc Claude made me was useful but had no headlines, no tables, nothing visual. Easy fix:

...put it into a Google Doc with clear headlines, a table of key concepts, and bullet points where it helps.

That gets you a much more polished doc on the first pass.

Good for: research you want saved permanently in Drive, things you'll edit or collaborate on, anything that belongs alongside your existing docs.



Layer 3: PDF (Shareable and Branded)

This is the one you've probably seen me use a lot. Every Tech Tip Tuesday workbook is built this way.

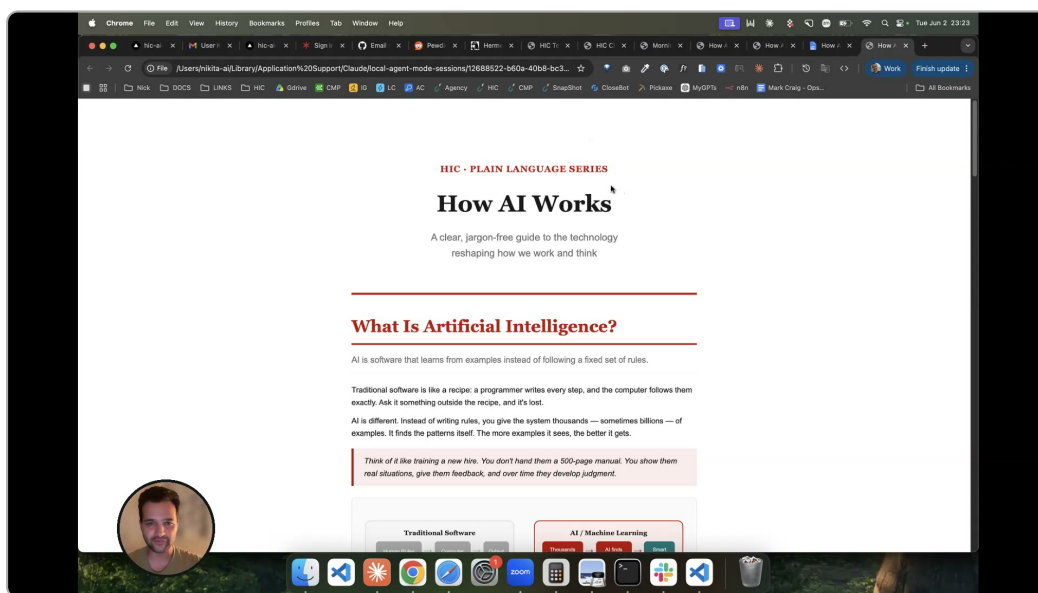
The prompt:

Can you do some research on how AI works and put it into a nice, easy-to-read PDF for me with visuals.

The trick word is **visuals**. That single word changes everything. Claude actually visualizes it, builds layouts, uses spacing, adds emphasis where it matters.

The PDF below uses the `pdf-forge-hic` skill which is already in our HIC organization team skills, so anyone on the team gets HIC-branded output automatically. Red accents, HIC fonts, the whole thing looks like a real published piece.

Good for: anything you want to share with the team, send to a colleague, hand off as a deliverable. PDFs feel more polished than a Google Doc, and they're locked to whatever you sent (no accidental edits).



Layer 4: HTML (My Favorite)

This is a hack I picked up from someone at Anthropic, and it's now the way I do most of my heavy research.

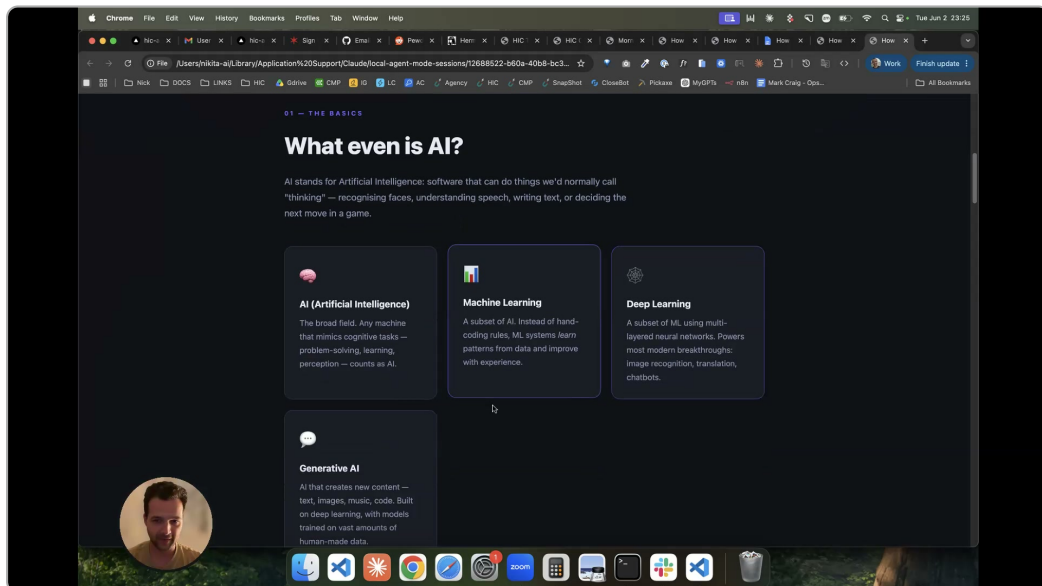
The prompt:

Can you do some research on how AI works and put it into a nice, easy-to-read HTML page for me with visuals.

HTML is the language websites are built on. Claude is shockingly good at it. So when you ask for an HTML page, Claude builds you a whole interactive mini-website right on your machine. Animations, hover states, multi-section layouts, the works.

You open it in Chrome and it just looks like a real site. The one below has a dark theme, three concept cards side-by-side, hover effects, scroll-based reveals. None of that fits in a PDF.

Important: this site only exists on your computer. Nobody else can see it unless you send them the HTML file or deploy it somewhere. It's your own little local website.



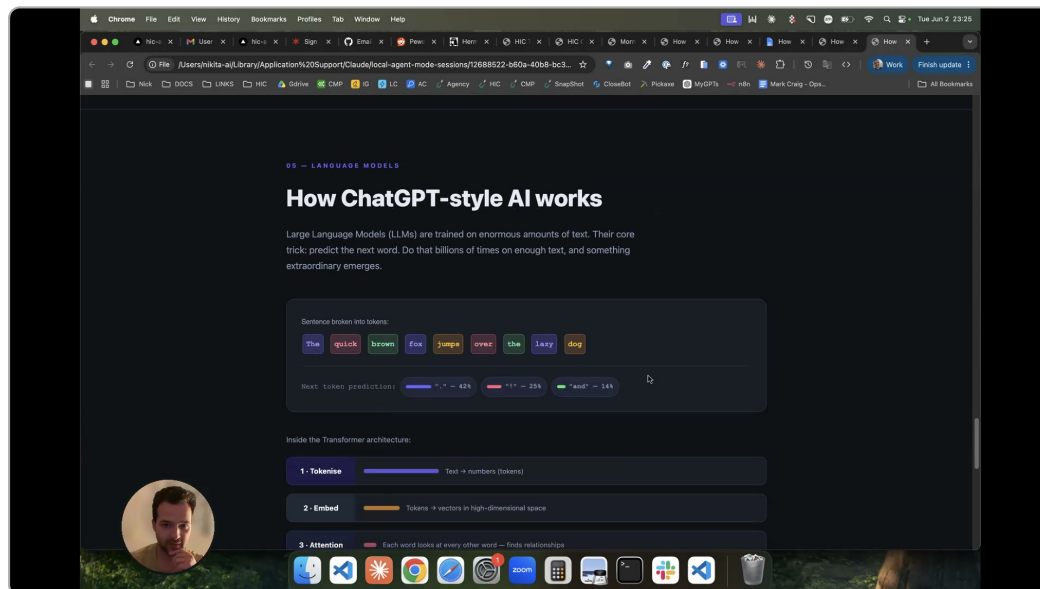
Why HTML Wins for Deep Research

Here's why HTML is in a different league: you can actually learn from it.

The page Claude built me about AI doesn't just explain tokens, it visualizes them. "The quick brown fox jumps over the lazy dog" gets broken into colored token chips so you see exactly how an LLM chops up text. Below it: a token-probability bar showing what comes next. Below that: the Transformer architecture broken down step by step (Tokenise, Embed, Attention) each with its own visual.

I find myself actually reading it. Scrolling slowly. Going "oh, that's interesting." Clicking deeper. That doesn't happen with a wall of text or a flat PDF.

Good for: anything you want to genuinely understand. Onboarding material, training docs, research you want to come back to. Anything where the format itself helps the learning, not just the content.



Coming Next

Pick something you're researching this week. Sales call patterns. Instagram trends. A new client's history. Anything where you'd normally just ask Claude and scroll through a text answer.

Then try each layer with the same prompt, just changing the last bit:

- Default plain text
- ...put it into a Google Doc with headlines and tables.
- ...put it into a PDF for me with visuals.
- ...put it into an HTML page for me with visuals.

You'll feel the difference immediately. And the HTML one is genuinely fun to look at.

Questions? Drop them in the Slack channel. And share the cool HTML pages you build. I want to see them.

Let's make research fun.