

# 10 COMMUNICATION PAINS THAT EXPLAINER VIDEOS SOLVE

## WHY SO MANY MESSAGES FAIL BEFORE THEY LAND

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- 2 ATTENTION FADES BEFORE THE POINT
- 3 PEOPLE FORGET WHAT THEY READ
- 4 TECHNICAL CONTENT LOSES NON-TECHNICAL AUDIENCES
- 5 SUPPORT TEAMS ANSWER THE SAME QUESTIONS
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CLARITY  
CHANGES  
EVERYTHING



EXPLAIN  
CLEARLY.  
ONCE.

### GOOD EXPLAINERS:



SHOW THE  
PROBLEM



PRESENT THE  
SOLUTION



MAKE THE  
VALUE CLEAR

STRUCTURE > CLARITY > IMPACT

FOCUS ✓  
SIMPLICITY ✓  
RELEVANCE ✓  
VISUAL STORY ✓

ONE  
MESSAGE.  
MAXIMUM  
CLARITY.

# ## WHY SO MANY MESSAGES FAIL BEFORE THEY LAND



Most communication problems aren't problems of effort. People write thorough documentation, run detailed onboarding sessions, and field the same questions again and again. **The effort is there.**



What's missing is a **format that works** with how people actually process and retain information. Explainer videos fill that gap in ways text rarely can.



Here are **ten specific pains** that a well-crafted explainer video addresses, and the reasons why each one responds so well to this format.



# 1. PAIN: COMPLEX IDEAS OVERWHELM FIRST-TIME AUDIENCES

When someone encounters a new concept, product, or process, their brain is working hard to build a mental model from scratch. **Dense text makes that harder, not easier.**

Cognitive load theory tells us the brain can **only process so much information** at once, and long paragraphs front-loaded with unfamiliar terms push that limit quickly.

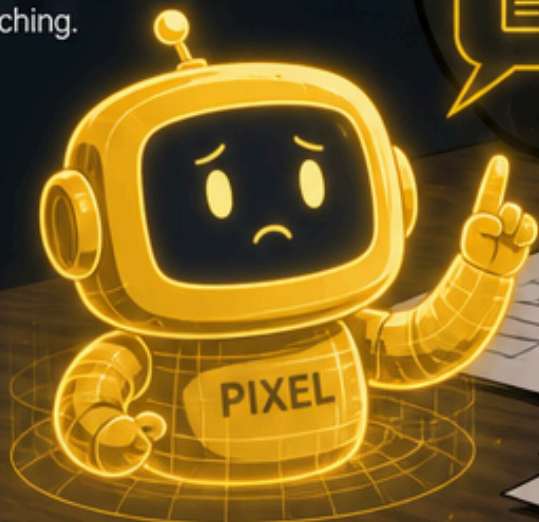


Explainer videos compress a concept into a **structured visual narrative**. Rather than asking the viewer to construct a mental picture from words alone, the video **builds that picture for them**, sequencing information in a way that layers understanding.



The result is that something genuinely complex can feel **more accessible within the first minute** of watching.

LET'S MAKE  
IT SIMPLE.



SO MUCH  
NEW INFORMATION...  
WHERE DO I  
EVEN START?

TOO  
MUCH  
TEXT

PDF  
SYSTEM  
SPECIFICATION  
(112 PAGES)

UNFAMILIAR  
TERMS

WHERE'S  
THE BIG  
PICTURE?

READ  
LATER

DEEP DIVE  
MATERIAL

USER MANUAL  
v4.7

- ARCHITECTURE OVERVIEW
- SYSTEM WORKFLOWS
- API REFERENCES
- CONFIGURATION
- DEPENDENCIES
- OPTIMIZATION
- TROUBLESHOOTING
- APPENDICES

⚠ HIGH COGNITIVE LOAD

TECHNICAL WHITEPAPER

INTEGRATION GUIDE

NOT  
NOW

# 2. PAIN:

## AUDIENCES STOP PAYING ATTENTION BEFORE REACHING THE POINT



**Attention is harder to hold** than it used to be. Research consistently shows that viewers decide whether to stay or leave within the first moments of any piece of content.

Platform engagement data — including from Wistia's video analytics research — suggests meaningful drop-off can occur within the **opening seconds**, though the precise threshold varies by platform, content type, and audience.

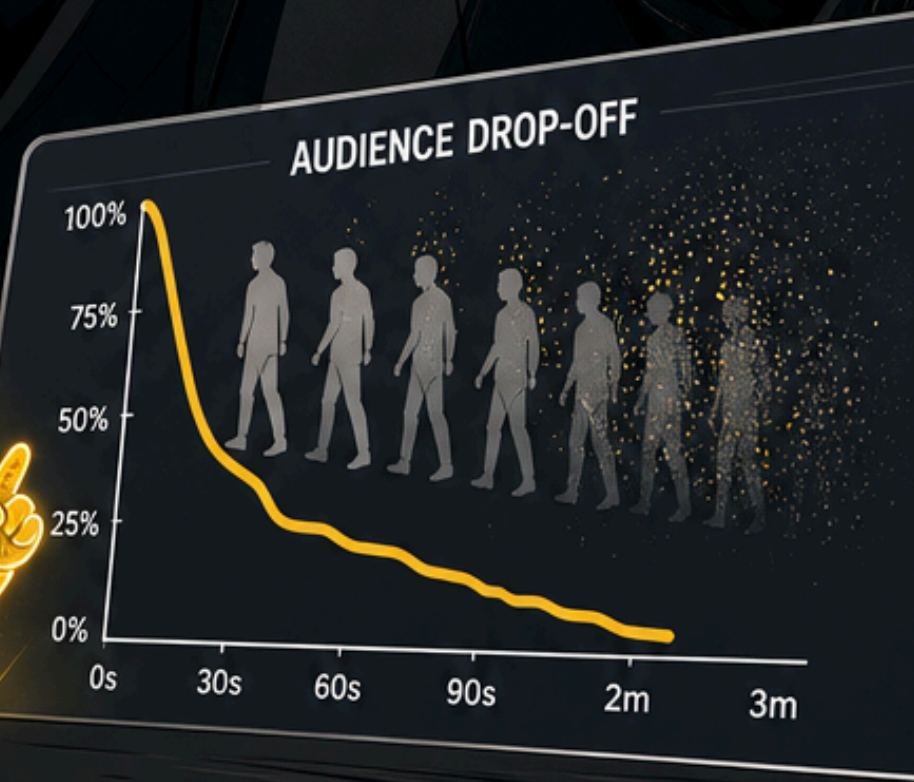


Many practitioners find **60–90 seconds effective** for top-of-funnel explainer videos, though optimal length varies considerably by audience and complexity — Wistia's engagement data, for instance, suggests **two-to-three minute videos** can outperform shorter ones for complex B2B topics.



What the constraint does, regardless of where it falls, is force a discipline that benefits the audience: every sentence has to earn its place, and the **core value of the message has to surface early**.

Attention is earned in the opening. Value is delivered in every second.



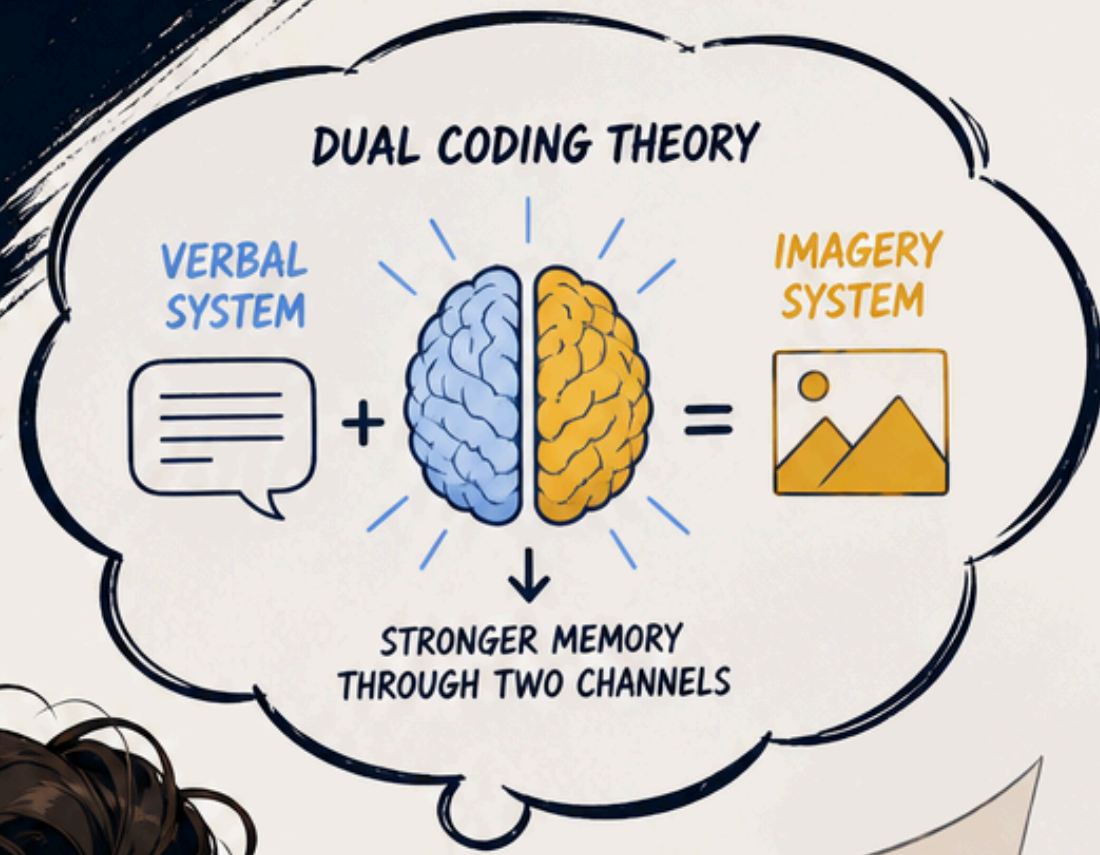
# 3. PAIN: PEOPLE FORGET WHAT THEY READ ALMOST IMMEDIATELY

Text-based communication has a well-documented **retention problem**.

What does have **legitimate academic backing** is the mechanism of

## DUAL CODING.

Dual Coding Theory, developed by Allan Paivio beginning in the 1970s, proposes separate **verbal** and **imagery** systems within the brain that work together to support memory encoding.



# 4. Pain: Technical content loses non-technical audiences



This is one of the most persistent communication problems in any organisation. Engineers, product teams, and subject matter experts know their material deeply, but that depth can make it difficult to communicate clearly to people who don't share that background. Written documentation often compounds the problem, **because it tends to be written by experts for other experts.**



A well-scripted explainer video **translates jargon into accessible language by design.** The process of scripting forces the writer to choose concrete analogies over abstract terms, and animation or screen-based visuals can demonstrate a concept spatially in a way that words alone cannot.



Industry surveys consistently show animated explainer video among the most commonly used formats for translating complex concepts into visual narratives — reflecting **a genuine operational need**, not a stylistic preference.



TECHNICAL SPECIFICATION v4.7

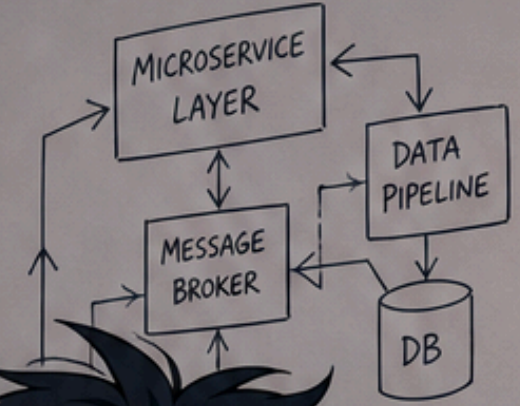
API ENDPOINTS

```
GET /v1/users/{id}
200 OK
{
  "id": "...",
  "name": "...",
  "role": "...",
  ...
}
```

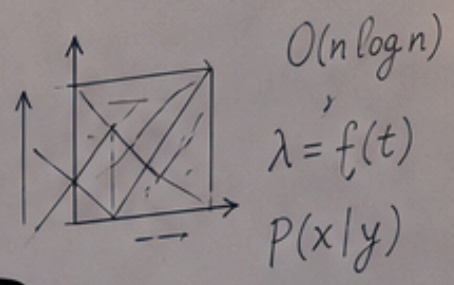
DEPLOYMENT PIPELINE



SYSTEM ARCHITECTURE v3.2



- EVENTUAL CONSISTENCY
- IDEMPOTENCY
- CQRS PATTERN
- BACKPRESSURE
- SHARDING
- RECONCILIATION



</>

JARGON OUT.  
CLARITY IN.

PIXEL

## 5. PAIN:

# SUPPORT TEAMS ANSWER THE SAME QUESTIONS REPEATEDLY



How do I reset my password?



Where can I find my invoices?



Why isn't my integration working?



Can I change my plan?



How do I reset my password?

ANSWERED  
10X  
THIS WEEK

### WEEKLY REPEATS

- How do I...?
- Where can I...?
- Why isn't...?
- Can I...?
- How do I...?

...

CLARITY  
SCALES.  
CONFUSION  
COSTS.

MORE  
COMPLEX  
ISSUES  
→

UNREAD

PDF

FAQ  
DRAFT

NEEDS  
CLARITY

V2\_FINAL.pdf

UPDATE  
AGAIN

ONBOARDING\_GUIDE.pdf

CUSTOMER  
FEEDBACK

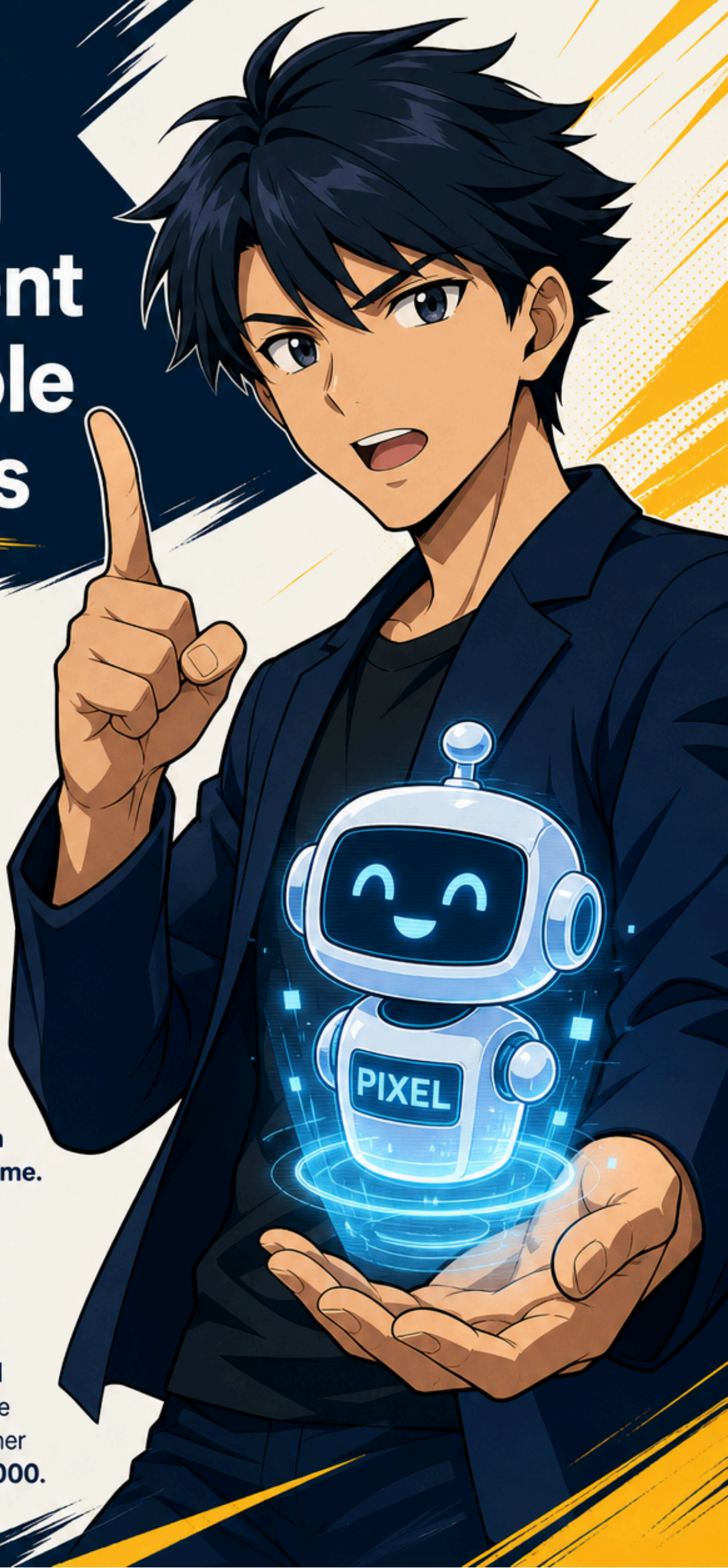
# 6. Pain: Onboarding is inconsistent across people and sessions



When onboarding is delivered live, **it varies**. The presenter changes, the depth changes, key points get skipped, and different audience members come away with different understandings. That inconsistency creates **downstream confusion** and **adds to support volume**.



A single explainer video delivers **exactly the same information in exactly the same order every time**. When different team members handle onboarding, quality and messaging vary. Video ensures every customer or new hire receives the same experience, which can **reduce confusion** and **improve overall satisfaction**. The consistency benefit applies whether the audience is **10 people or 10,000**.



## 7. PAIN:

# DOCUMENTATION GOES UNREAD



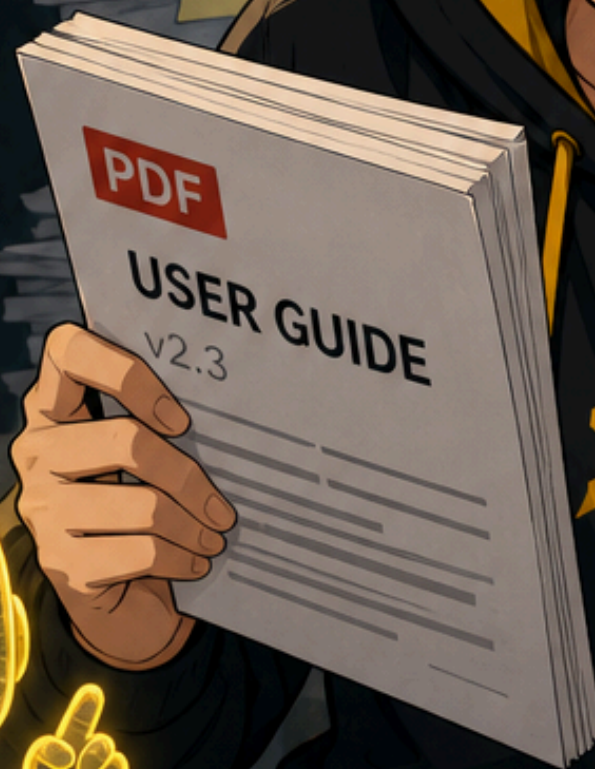
Most people don't read product documentation. They open it, skim the first few paragraphs, and close it when they don't immediately find what they need.



**Video changes that dynamic.** When someone can watch a short walkthrough instead of parsing a multi-page PDF, they're generally more likely to complete the process correctly and retain what they learned.



Specific figures on learning speed or time-to-value improvements vary widely across contexts and are difficult to generalise reliably, but the directional case — that **visual demonstration reduces friction** compared to dense written instruction — is well supported by practitioner experience and usability research.



Where is this?

Still looking...

Section 4.2.1?

Too Long 😞

API REFERENCE  
— .pdf

???

INTEGRATION  
GUIDE .pdf

Later

??

?

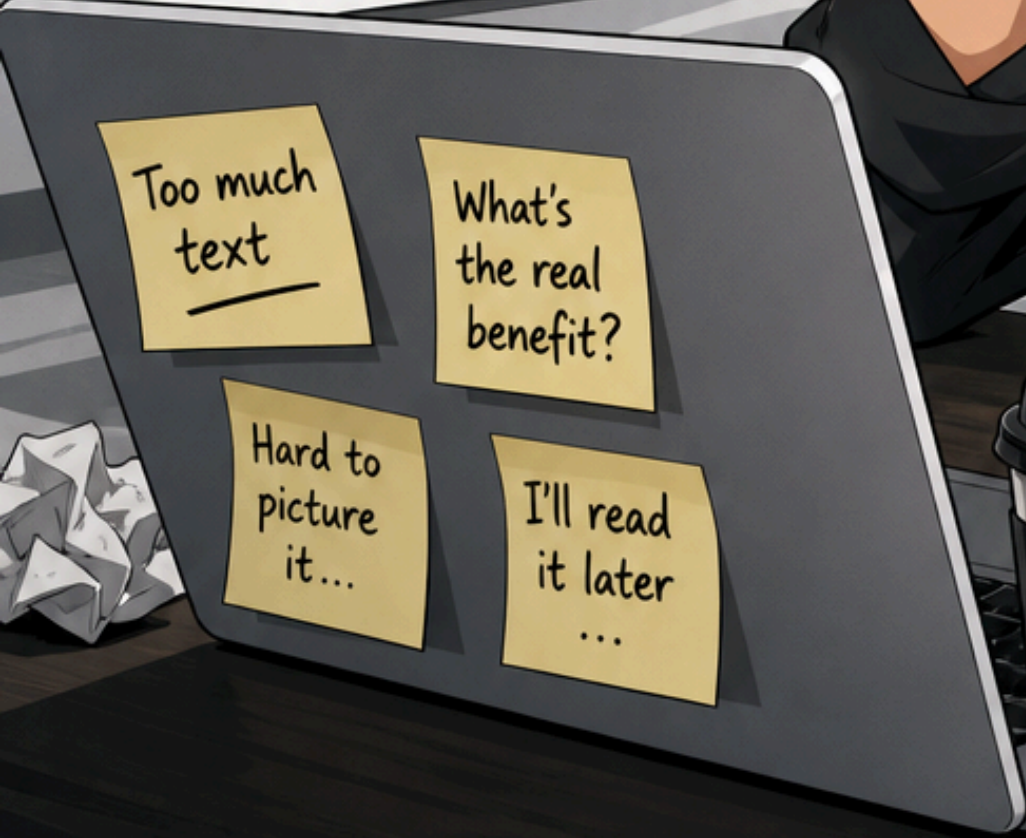
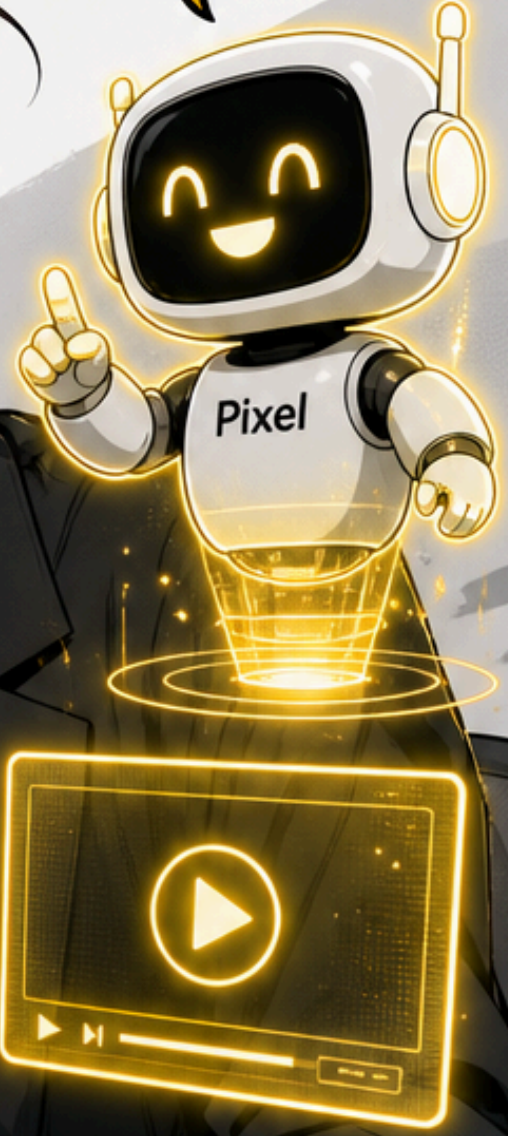
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# 8. PAIN:

## LANDING PAGES AND PITCHES FAIL TO COMMUNICATE VALUE QUICKLY




LET VIDEO DO THE EXPLAINING.




# 9. Pain:

## Audiences prefer self-service but can't find answers easily

Most users would rather find an answer on their own than raise a ticket or send an email. The barrier isn't willingness; it's **discoverability and format**. A text-heavy FAQ page requires reading and scanning, which takes time and often still leaves questions unanswered.

 Surveys of user preferences — including from Wyzowl's annual State of Video Marketing reports — consistently find a strong majority of respondents say they **prefer watching a video** to solve a product problem rather than contacting support.

 It is worth noting these figures reflect self-reported preferences, which may not always match actual behaviour, and the samples tend to skew toward digitally engaged users. That said, the directional finding is consistent across multiple years of data:

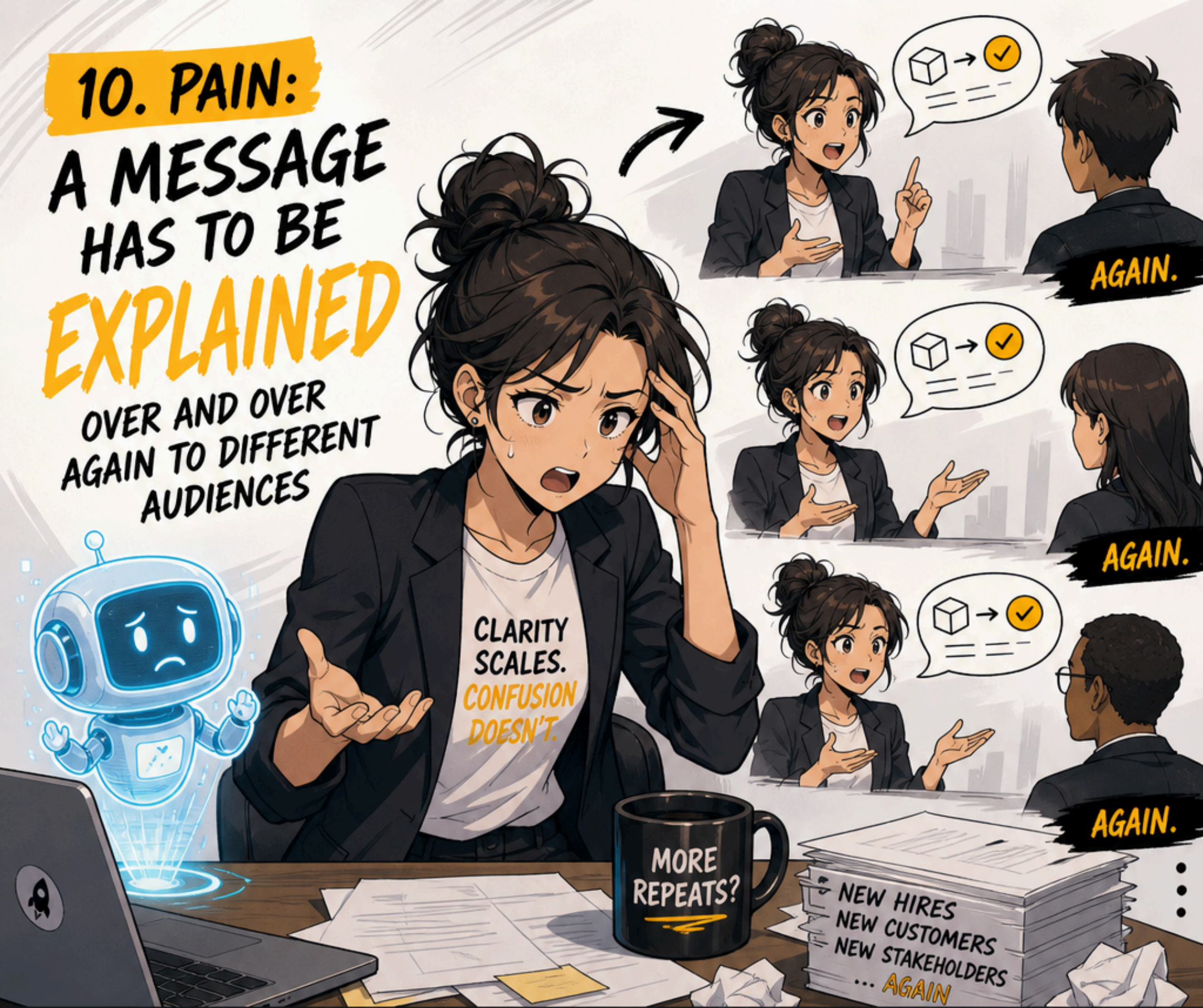
**a library of short explainer videos, clearly titled and easy to find, lets users self-serve successfully.**

They get an answer they can follow step by step, at their own pace, at any time of day.



# 10. PAIN: A MESSAGE HAS TO BE EXPLAINED

OVER AND OVER  
AGAIN TO DIFFERENT  
AUDIENCES



For anyone who regularly introduces a product, process, or concept to new people, repetition is the **hidden cost**. The same explanation gets delivered to each new hire, each new customer, each new stakeholder. Every repetition takes **time** and carries the risk of **inconsistency**.



Video is **scalable** in a way that live explanation is not: onboarding content created once can be delivered to **unlimited customers simultaneously**, without proportional increases in effort. A single well-crafted explainer video can absorb **hundreds of future conversations**. Once it exists; it **works continuously** without any additional effort from the people who created it.

# THE FORMAT REFLECTS THE PROBLEM IT'S SOLVING



LIMITED  
ATTENTION



LIMITED  
RETENTION



LIMITED  
PATIENCE FOR  
COMPLEXITY



LIMITED TIME  
ON BOTH SIDES  
OF A CONVERSATION

Explainer videos aren't effective simply because video is popular. They work because the format itself is well-suited to the specific nature of communication problems: **limited attention**, **limited retention**, **limited patience for complexity**, and **limited time** on both sides of a conversation.

**Clarity** is consistently cited in viewer research as one of the most important factors in sustained engagement — the precise figures vary by study, but the finding is directionally stable across multiple sources. That's what a good explainer video delivers: **a clear message**, **structured deliberately**, delivered in a format **the audience actually wants** to consume.



The ten pains above are each, at their core, a **clarity problem**. And explainer video, done well, is a **clarity solution**.





# Infrairis

<https://startups.infrairis.com>