



PRESENTATION TO FIFA

CDS Team



**Clare
Gledhill**

Head of
Production

10 years
delivering
EPiServer
projects



**Jason
Barron**

Technical
Manager

6 years
EPiServer

PRINCE2
Practitioner,
EPiServer
Developer
Diploma



**John
Brownlie**

Head of
Service
Delivery

5 years
EPiServer

ITIL
Intermediate,
ITIL
Practitioner,
BCS
Specialist,
MCP, MCTS



**James
Davis**

Bid Manager

7 years
EPiServer

BCS Agile
Practitioner



**Paul
Somerville**

UX Consultant

5 years
EPiServer



**Dan
Chircop**

Lead Designer

1 year
EPiServer

Agenda

Agency Overview

Understanding FIFA Requirements

Working with CDS

Transition Process

Service Delivery

UX Approach & Design Concepts

Development & New Technologies

Q & A

Agency overview

Business profile

- Launched 1994
- 200+ staff
- 8 UK locations
- Digital, Creative & Print, Defence
- Turnover circa £25m
- Premium partners with OpenText, EPIserver & MicroStrategy
- Rackspace Partner since 2003



Industry recognition

- 3rd largest technical agency in eConsultancy's Top 100
- 5th in Design Week Top 100 for Digital Specialism
- 2nd in Design Week Top 100 for Print Specialism
- BIMA 2014 Awards finalist with Compelo Motorsport Dashboard
- EPiServer Partner of the Year 2014
- E-Learning Awards Gold Winner (British Army Ebola Solution)



What we do

What we do



Industry standards

- Quality ISO 9001
- Environment ISO 14001
- IT Service Management System ISO 20000
- Information Security ISO 27001 + Cyber Essentials
- Health and safety OHSAS 18001
- Evidential weight and legal admissibility of electronic information BS 10008
- ITIL certified Service Delivery Staff
- CESG and GSi certified security systems
- PRINCE2 + Agile

Examples



 **National Rail Enquiries**

National Rail website development, provides up-to-the-minute information and access to booking services to between 600,000 and 2.5 million users per day.

NEW
SCOTLAND
YARD



Development of a new
Intranet for the Metropolitan
Police supporting 55,000 staff



ZURICH

Primary development of
their target operating model
and marketing data
management platform.

Aberdeen
Simply asset management.

Welcome
to Aberdeen

Please select your region:

Asia & Australia

Europe

Americas

We're focused.

So we can see
more in markets.



Keeping our business simple



Aberdeen

Simply being

How are simple ways of thinking
delivering smarter solutions?
We explore science, technology
and investing to find out.

Find out more >



**Scottish Widows Investment
Partnership is now part of
Aberdeen Asset Management**

Aberdeen announces the completion of the
acquisition of Scottish Widows Investment
Partnership.

Read the full press release
Visit swip.com

Aberdeen
Simply asset management.

Delivering the next
generation of digital
marketing initiatives for
Aberdeen Asset
Management, who manage
assets in excess of £320
billion globally.



BANK OF ENGLAND
PRUDENTIAL REGULATION
AUTHORITY

Prudential Regulatory
Authority Handbook
redevelopment. EPiServer
CMS driven, resilient hosting
platform, content migration
and editorial services



BANK OF ENGLAND

Name: TBC
Job title: TBC
Email: TBC

PRA Rulebook Website
Launched September
2015
EPiServer CMS



Contact: Martin Fewell
Job title: Director of
Media and
Communications
Email:
[Martin.Fewell@met.pnn.
police.uk](mailto:Martin.Fewell@met.pnn.police.uk)

MPS Intranet
Launched February 2016
EPiServer CMS

WESLEYAN
we are all about you

Name: Andrew Southall
Job title: Digital
Propositions Manager
Email:
[Andrew.Southall@wesley
an.co.uk](mailto:Andrew.Southall@wesleyan.co.uk)

Wesleyan Assurance
Intranet
Re-designed 2015
EPiServer CMS

Understanding FIFA requirements

FIFA®

For the Game. For the World.



Understanding FIFA

Structure

- Executive office of the President
- Security
- Communications & Public Affairs
- Legal Affairs
- Member Associations & Development
- Finance & Corporate Services
- Football
- Competitions
- TV
- Marketing
- c25 Committees
- 6 regional confederations
- 209 Member Associations

Main activities

- Promoting football globally
- Youth and development programmes
- Tournaments
- Improve lives

TOGETHER, WE CAN BEAT EBOLA.

11 PLAYERS, 11 MESSAGES, ONE GOAL

The "11 against Ebola" campaign brings together football stars and doctors from around the world in the fight against Ebola. Share these 11 messages to help reduce the chances of Ebola spreading in your community. Together, we can beat Ebola.

This is a joint campaign from the world governing body of football FIFA, the World Bank Group, the national football associations of Sierra Leone, Liberia and Guinea and doctors from Africa.



REPORT UNUSUAL ILLNESSES



Please report any unusual illness or deaths in your community.



KNOW THE SYMPTOMS



Do you have a fever with a loss of appetite, headache, muscle pain, vomiting, bleeding or diarrhea? These are the symptoms of Ebola.



SEEK IMMEDIATE MEDICAL HELP



Please seek urgent medical help if you have a fever with additional symptoms.



AVOID BODY CONTACT



Avoid direct skin and body contact with anyone suffering from Ebola.



WASH YOUR HANDS AND DISINFECT



Wash your hands regularly and disinfect anything touched by someone or something infected with Ebola.



WEAR PROPER PROTECTION



Wear gloves and other protective clothing if you are caring for an Ebola sufferer, and get the right instruction for the use of protective clothing.



COOK MEAT PROPERLY



Cook all meat and animal products thoroughly before consumption.



ALWAYS PRACTISE SAFE SEX



Use protection if you are having sex with anyone recovering from Ebola.



AVOID CONTACT WITH WILD ANIMALS AND BATS



Wild animals and bats can carry the Ebola virus. Avoid them.



DO NOT TOUCH THE DEAD



Avoid direct contact with dead Ebola victims or anyone who has died from a strange disease.



SEEK HELP FOR SAFE BURIALS



Please seek help from local authorities to bury any victims of Ebola or strange diseases.



FIFA Intranet / Extranet

- **Cross-organisational project**
- **35000 users**
- **17 “channels”**
- **User management & Rules Engine**
- **Integrations with FIFA systems:**
 - IFES
 - FAST
 - MEP
 - E-Directory
 - FIDOM
- **Applications**
 - Reporting Tool (FRT)
 - Messaging Tool (FMT)
 - Media Ticketing (MTA)

Intranet / Extranet goals

- Optimise cooperation between FIFA and key external stakeholders
- Leverage benefits and synergies in security, usability, administration and costs

Objectives

- One common system architecture
- One common CMS & shared databases
- Flexible & consistent user management & registration
- Common, re-usable functionality across sites
- Consistent look & feel
- Centralised support
- Single sign-on between Extranet and FIFA ICT applications
- Site-specific security model
- Standardised (and automated) system life cycle processes
- System performance, stability & reliability

Requirements

Transition

- Development Environment
- Processes for support, development & releases
- Smooth service transition

BAU Support

- Helpdesk system, SLA & reporting
- Manage upgrades
- Manage environments at Rackspace
- Performance monitoring
- Training & materials
- Documentation

Development

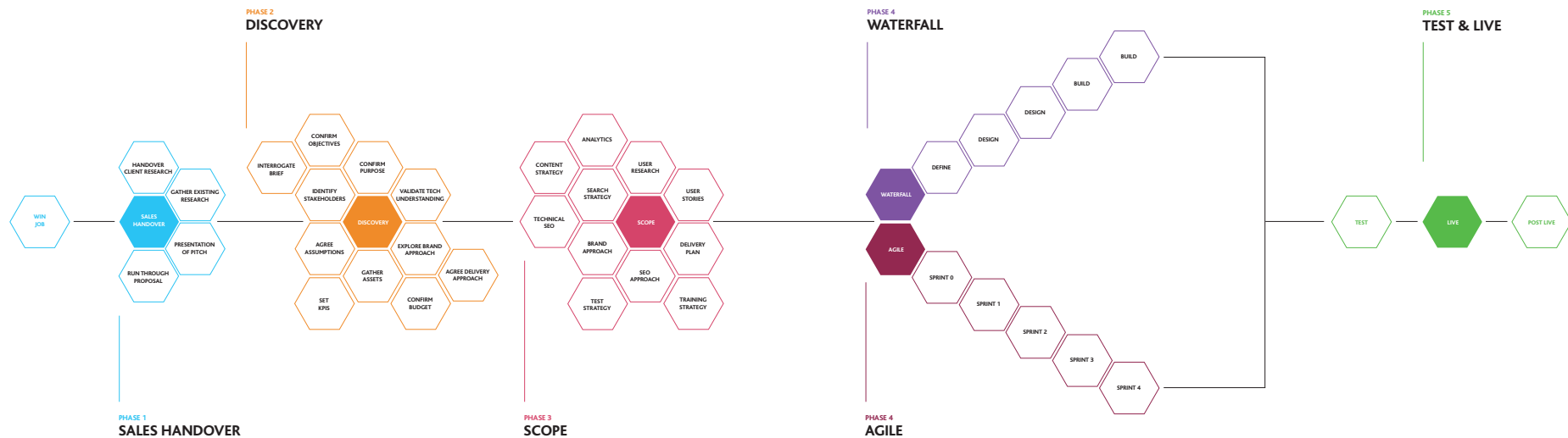
- Improve existing features
- R&D emerging technology
- Develop new functionality
- Implement mobile responsive design

Working with CDS

Working with us

- Highly skilled and qualified team
- Platform centred delivery teams
- Build and consistency of knowledge
- Collaboration
- Partnership
- Open & transparent approach
- Delivered some of the UK's highest profile systems, intranet and internet sites
- Established and well tested delivery processes

Our delivery process



Continuous improvement

- Established governance structures
- Dedicated Account & Project Managers
- Monthly account reviews
- Quarterly senior engagement

Transition management

- A safe pair of hands
- Collaborative and co-ordinated approach
- Agreed planning outputs & plan
- One team
- Experience of transitioning from existing suppliers

Transition Plan

	Milestone	29/08	05/09	12/09	19/09	26/09	03/10	10/10	17/10	24/10	31/10	07/11	14/11	21/11	28/11	05/12	12/12	19/12	26/12	02/01
Contract Commences	01-Sep-16	Yellow																		
Meetings/workshops x 5 with FIFA & current SP			Yellow		Yellow		Yellow			Yellow						Yellow				
Review documentation				Yellow	Yellow	Yellow	Yellow													
Review source code						Yellow	Yellow													
Internal knowledge sharing					Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow		
TFS set up								Yellow	Yellow	Yellow										
Set-up dev environment tasks & test										Yellow	Yellow	Yellow								
Implement existing build scripts/process										Yellow	Yellow	Yellow	Yellow							
Implement existing automated tests													Yellow	Yellow	Yellow					
Implement automated deployment to CDS platform														Yellow	Yellow	Yellow				
Service design (SLA, processes)										Yellow	Yellow	Yellow	Yellow							
Security review													Yellow							
Monitoring & reporting set-up													Yellow	Yellow	Yellow					
Test strategy & planning													Yellow	Yellow	Yellow					
Change Freeze																Yellow				
Synchronise environments																Yellow	Yellow	Yellow		
Platform acceptance testing																	Yellow	Yellow		
Transition management & PM		Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow	Yellow
Service Commences	01-Jan-17																		Green	

Transition Process

Transition Process



Discovery

- Architecture Definition Document, Configuration guides, Firewall rules, Capacity plans, patching schedules, etc
- Solution architecture, functional specifications, source code, release notes, change requests, interface specifications etc.
- Test strategy, test plans and scripts, automated test source code, build scripts, performance/load test scripts, deployment guides, release plans, etc
- Workshops for walk-throughs and Q&A sessions

Analysis

- Review with wider CDS team
- How do current processes align with Best Practice?
- Recommend improvements

Build

- Create development & integration platform in CDS environment
- Configure solution source code in CDS/FIFA TFS
- Migrate test scripts and automated tests to MTM
- Import build scripts to TFS
- Create deployment scripts in Octopus Deploy

Test

- Security review of platform
- Deploy application to validate the platform and connectivity to external interfaces
- Execute out solution 'build' on developer machines
- Execute application locally
- Execute unit and automated tests against application
- Execute automated builds from TFS
- Validate automated build, deploy and test

Deploy

- Full deployment of solution to CDS platforms
- Issue updated 'Final' documentation to the team
- Hand-over to Service Management

Transitioning the service

Considerations for a seamless transfer of support operations

Understand whether any elements of the existing service need to remain in place

- Existing interfaces with internal processes
- Legal or regulatory requirements
- Existing policies or processes FIFA think “work well”

Document all active/outstanding transactions

- Determine which will be required under a new service
- Agree priorities and delivery methods, e.g. manage via specific release unit, integrate into new service

Transfer contracts with Rackspace and EPiServer

- Establish relationships with Account and Service Managers
- Understand licensing, contracts and infrastructure/services provided

Transitioning the service

Considerations for a seamless transfer of support operations

Plan and establish the service relationships, policies, processes and workflows


- Service design and planning for transition to take place well ahead of service transfer
- Understand how solutions will be delivered, e.g. scheduled releases, fast-track releases etc.
- Full details to follow in next section

Early life support considerations

- Are any special measures required for early operation of a new service?
- Increased levels of support to ensure opening days/weeks pass smoothly

Service Delivery

Service Delivery

1. Our credentials and experience: how CDS possess the proven abilities to meet your Service Delivery requirements
2. Our ability to deliver across the entire Service Lifecycle, using mature processes
3. How our services are scalable and can be tailored to meet your needs
4. Working with familiar partners: our established relationships with **EPISERVER** and  **rackspace**.
5. How CDS successfully deliver professional support services by:
 1. Getting the strategy, design and transition of services right
 2. Using the right tools
 3. Documenting the service, ensuring customers know how to use it
 4. Measuring and reviewing the performance of services

Why CDS?

The right *credentials* and experience

John Brownlie, Head of Service Delivery

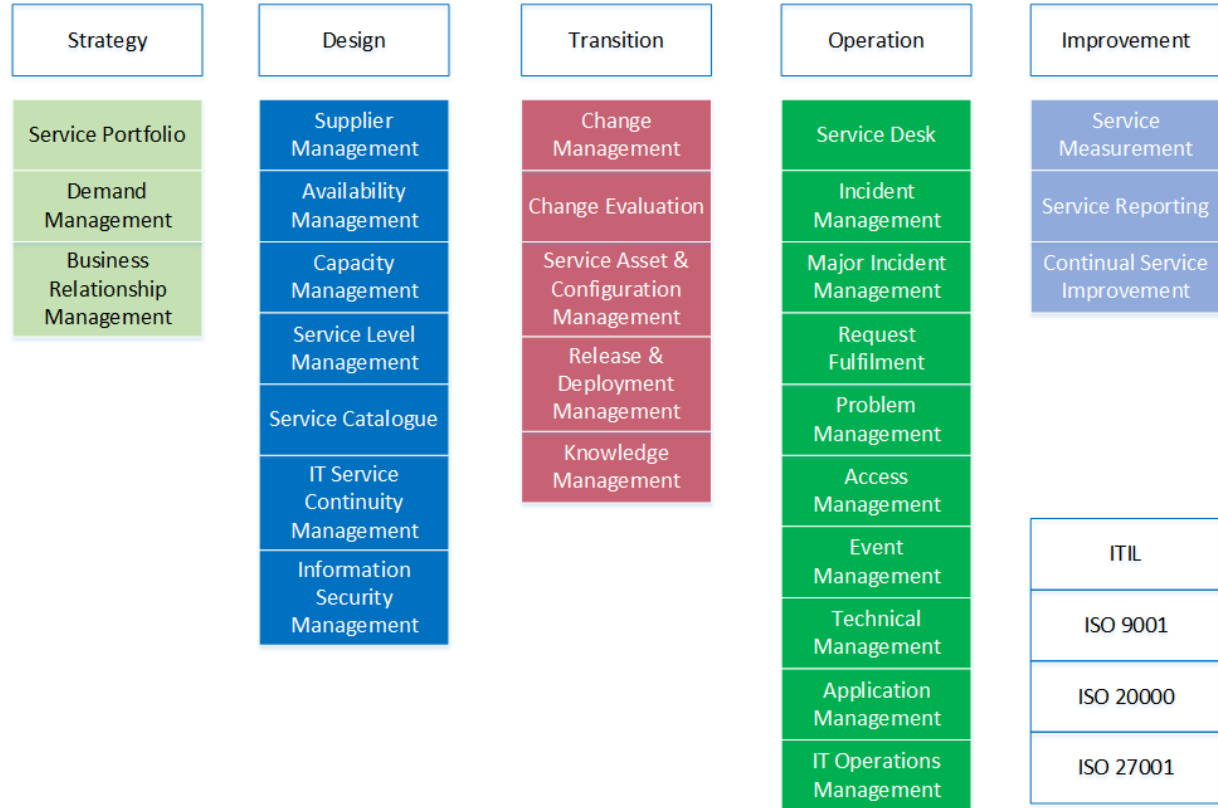
Led Service Delivery at CDS since 2009

ITIL, British Computer Society (BCS) and Microsoft certified

- **Mature Service Delivery operation, based on ITIL framework & ISO 20000 standard**
- **Certified to the ISO 20000 standard in Service Management (since 2012)**
- **Structured, process-based approach, covering entire Service Delivery lifecycle**
- **All Service Delivery staff are ITIL certified**
- **Deliver services daily to some of the largest, highest profile organisations in the UK:**
 - **Bank of England**
 - **Metropolitan Police Service**
 - **Transport for London**
 - **National Rail Enquiries**

The Service lifecycle

End to end
Service Delivery



Core Services

1. Service Desk

- Single point of contact – interact online, by email, or by telephone

2. Incident Management

- Restore normal service as rapidly as possible in the event of a disruption

3. Problem Management

- Establish the cause of incidents, identify risk, detect errors, take appropriate actions

4. Change Management

- Prevent disruption and unintended outcomes by controlling change at all stages

5. Configuration Management

- Document and understand, manage and maintain the underpinning infrastructure

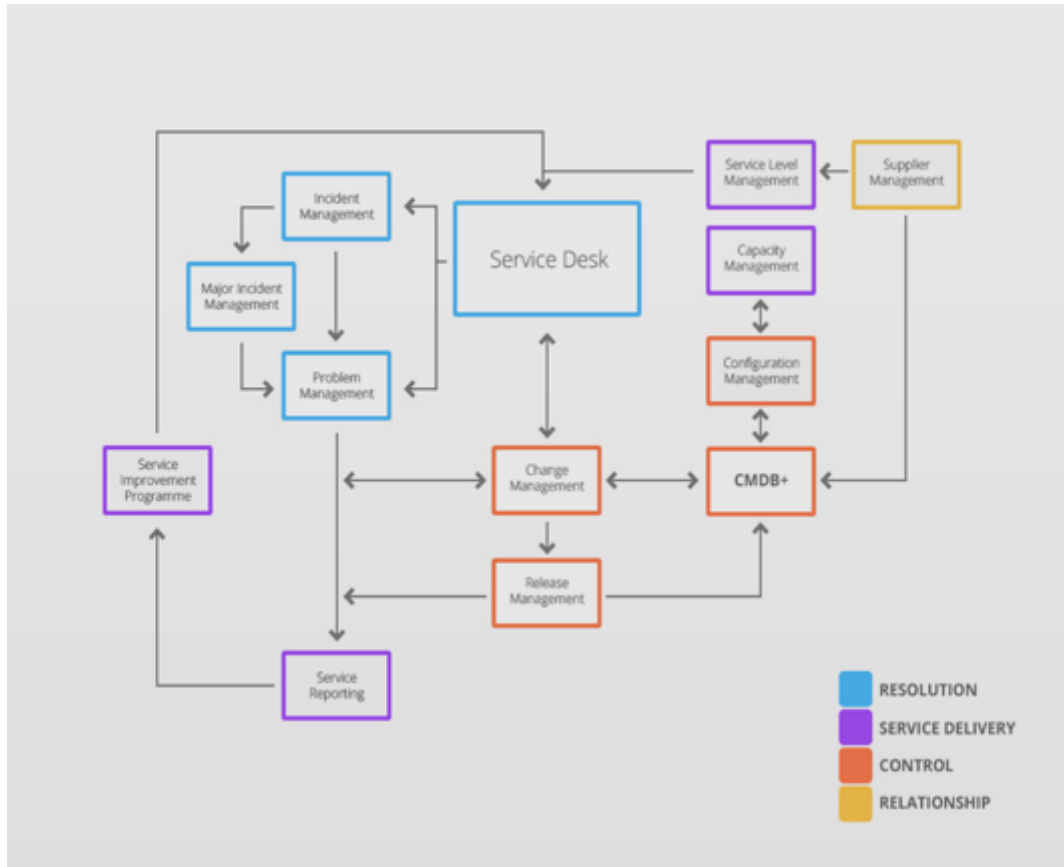
6. Release Management

- Test changes effectively; document, communicate and manage the deployment of code releases

7. Service Measurement & Reporting

- Ensure services are measurable. Understand whether targets are being met.
- Generate data to demonstrate where services are efficient, or where they can be improved

The Service Lifecycle



How would CDS make this happen?

Establish relationships; document policies and processes

- Establish relationships
- Confirm policies, processes and workflows
- Confirm communications channels and process interfaces

Establish toolsets

- Ticketing system
- Configuration & Knowledge Management repositories
- Change Management approval and tracking tools
- Availability and Capacity measurement tools

Metrics, measurements and service reporting

- Appoint a Service Manager – a primary interface
- Document metrics, measurements and reporting of service

Preparation, training, visibility, improvement

- Document the service and how to use the service (Service Level Agreement & Service User Guide)
- Services evolve: open to change, always seeking to improve

It's all about relationships

The best service structures and processes can only function efficiently if relationships are properly established and maintained

Nominated CDS Service Manager

- Familiar with the service, as well as active and recent transactions
- Lead Service Measurement, Reporting, Reviews and Improvement Programme
- Attend Service Reviews
- Principal escalation or referral point...but not a single point of failure

CDS and  rackspace working in partnership for more than 10 years

- Rackspace host major customers for CDS, including the Bank of England and the British Army
- CDS understand how Rackspace work

CDS and EPISERVER working in partnership for more than 5 years

- Solid history of working with EPiServer to support high-profile platforms
- Metropolitan Police Intranet; Bank of England rulebook website

Proposed service levels

CDS propose using our standard ticket schedule/service levels

- Proven structure, operated for many years with most of CDS' customer base
- CDS are willing to negotiate priorities, classifications and response times, if desired

Ticket Priority	Classification	First Contact	Target Resolution Time
1	Business Critical	15 minutes	2 hours
2	Critical	1 hour	1 day
3	High	1 hour	3 days
4	Medium	4 hours	5 days
5	Low or Problem Management	1 day	10 days
6	Release Management	1 day	Next scheduled or agreed code release
7	SLA Exempt	As appropriate	As agreed

Scaling the service to meet your requirements

An out of hours service and support for FIFA events

CDS propose office-based service between 0800hrs and 1900hrs CET daily

At all other times, we propose that the main contact number is diverted to an on-call resource, ensuring that a service representative is always available

- Alternatively, you may determine this out of hours presence is only required at specific times

During FIFA events, when you require a scaled-up support service, this out of hours function would be staffed appropriately

CDS have long experience of operating out of hours support services

- National Rail Enquiries
- UK Government

Delivering service using the right tools

Introducing our Service Delivery tool

An accessible, transparent, ticket-driven Service Delivery toolset

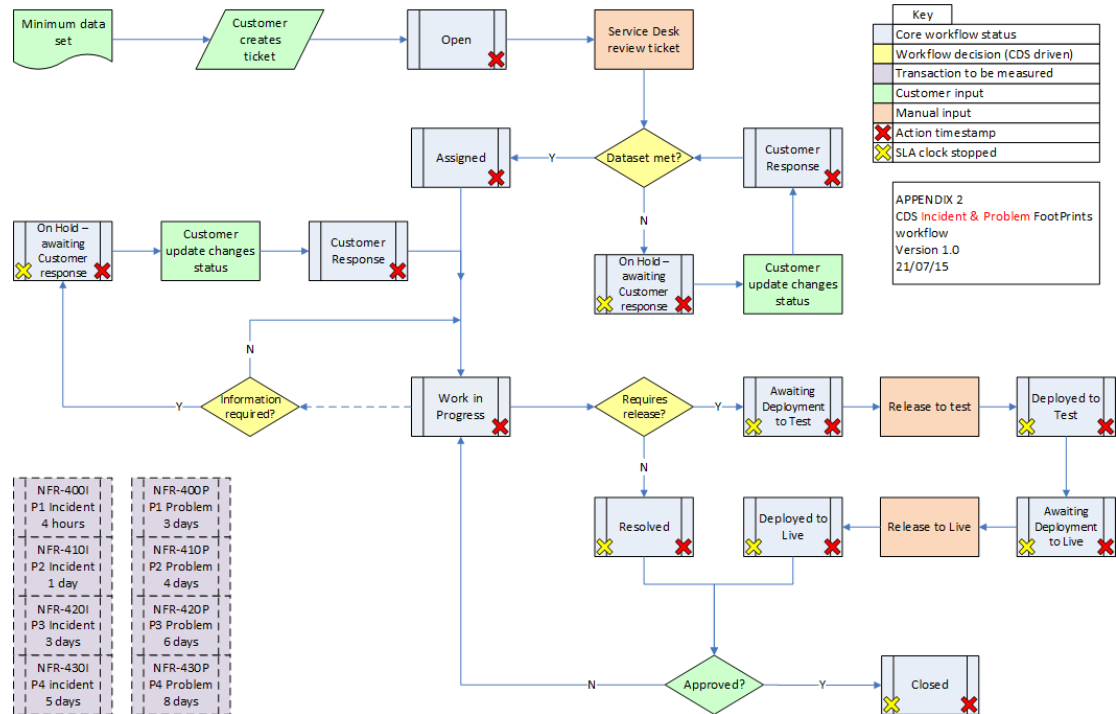
- Interact online, or by email. Create, update or close Service tickets.
- All Service Delivery activity is visible, can be classified, grouped, and measured
- Service Desk tickets are tracked through the entire lifecycle

Number	CRM reference	Type of Request	Priority	Title	Status	Assignee	Submitted On	Last Closed On	SLA Due Date	Change Log
122	191458	Publish Instrument	Low	Subtask - Request: MFLs: 22 3 - C:\Pb\O\ [AF] 2014 Mgrs. I have consolidated the changes to Chapter 3, Rules and Library items resulting from this instrument. I have also checked the live site [Issue]	Resolved	Steve Pridley	24/3/2016	24/3/2016	-	
128	191430	Publish Instrument	Low	Subtask - Request: MFLs: 22 3 - PUBLISH PDF [2] Hi Mary, I have just published PRA\201601 and it is displaying on the Instruments page on the live site. (Issue, Steve Jones.)	Resolved	Steve Pridley	24/3/2016	24/3/2016	-	
130	190165	Data Incident	CR2	Subtask - request - Rubikub connect (SMPSP) [4] OK Thanks Mary (Steve Jones.)	On Hold (waiting PBA response)	Dave Plover	22/3/2016	24/3/2016	-	
134	190114	Data Incident	CR2	Subtask - Request - Rubikub connect.pdf Hi Mary, this is another one adding brackets to numbering that we said we'd do on a rolling basis. Will you let me know how you want me to proceed.)	On Hold (waiting PBA response)	Steve Pridley	22/3/2016	24/3/2016	-	
141	179067	Technical Incident	RM	RE - Please raise a ticket to COO - ITSM IT9067 (RC) that a further look at this on Steve's machine and confirm if being been a caching issue - the new options now appear correctly on both pdf [Issue.]	Resolved	Muhammad Hassan	24/3/2016	24/3/2016	-	
143	179031	Technical Incident	RM	Subtask - Request - Rubikub connect (PBA) [open] I've updated the code to require this session now, and will deploy it to Live, since the issue with the services in TFS is resolved [Issue.]	Awaiting Deployment to Test	Mark Bates	24/3/2016	24/3/2016	-	
150	177100	Technical Incident	RM	RE - Rubikub - Request - Allow functional searching PDF Our Developer has looked into this issue and advised it requires a code release to resolve, so will need to go through the process.)	Awaiting Deployment to Test	Mark Bates	17/3/2016	18/3/2016	-	
155	177102	Technical Incident	RM	RE - Rubikub - Request - Allow functional searching.pdf Our Developer has looked into this issue and advised it requires a code release to resolve, so will need to go through the process.)	Awaiting Deployment to Test	Mark Bates	17/3/2016	18/3/2016	-	
156	177021	Only Service Request	CR5	Subtask - request - Rubikub connect (rubikub) [2] Hi Mary, Please see the fixed new attachment which, taken together, in the Rubikub context for 23 February 2016.	Resolved	Steve Pridley	16/3/2016	24/3/2016	-	

Footprints: Online system available 24x7

Delivering service using the right tools

The lifecycle of a service desk ticket





SERVICE DELIVERY TEAM



Service Delivery



**John
Brownlie**

Head of Service
Delivery

5 years EPiServer

ITIL Intermediate,
ITIL Practitioner,
BCS Specialist,
MCP, MCTS



**Matt
Old**

Senior Service
Analyst

ITIL Foundation
BTEC Level 3

Service
Management
PRINCE 2
Practitioner



**Dawn
Mahon**

Senior Service
Analyst

1 year EPiServer

BSc Computing
and Information
Technology



**Aimee
Swaine**

Service Analyst

1 year EPiServer

ITIL Foundation
Qualified



**Jennie
Chan**

Release Manager

10 years' Service
Delivery

5 years' Release
Management
experience
ITIL Intermediate
certified (ITIL v3)

Technical Operations



**Josh
Robertson**

Technical
Analyst

2 years EPiServer

EPiServer
Developer
Fundamentals
Diploma (v7+),
MCSA for
SQL2012+



**Mike
Dinsdale**

Senior Technical
Analyst

6 years EPiServer

ITIL Foundation
Qualified,
MS SQL Data
Querying &
Processing (QA
Certificate),
BSc Engineering
& Business



**Revathy
Vasu**

Web Support
Technician

1 year EPiServer

EPiServer
Developer
Fundamentals
Diploma (v7+),
MCDE in MVC,
Post Graduate
.NET Technology
& JAVA



**David
Green**

Senior Web
Support
Technician

3 years EPiServer

EPiServer
Advanced
Developer (v7+)
Diploma,
BSc Software
Engineering



3rd Line EPiServer, .NET. SQL

User experience

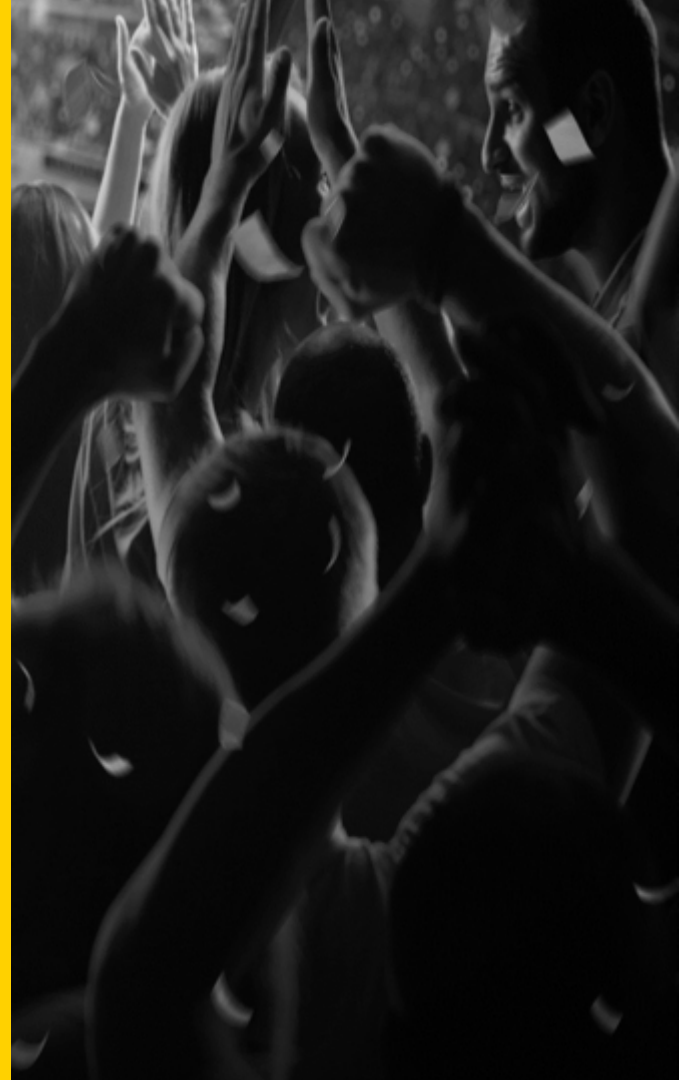
A black and white photograph of a crowd celebrating. Confetti is falling from the top, and people in the crowd have their arms raised in excitement. The scene is dimly lit, with some highlights on the people's faces and clothing.

WHAT IS USER EXPERIENCE (UX)?

WHY UX?

UX MEASURES KPI's / ROI LOOKING AT:

- Increased productivity
- Increased engagement and conversions
- Decreased training and support costs
- Reduced development time and costs
- Reduced maintenance costs
- Increased user satisfaction



**EVERY DOLLAR SPENT
ON UX BRINGS IN BETWEEN
\$10 AND \$100 IN RETURN**

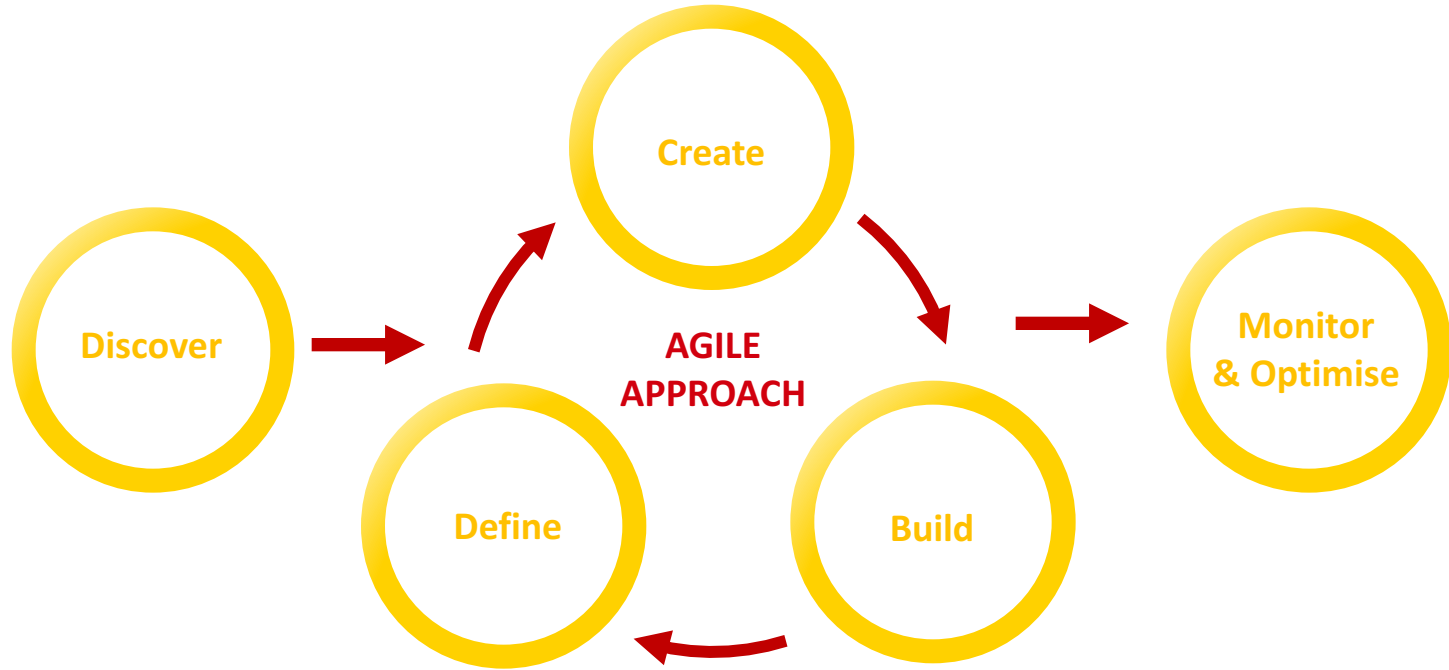
Correcting a problem costs 10 times as much as fixing the same problem in design.

**APPLE HAS SHOWN
THAT CONSUMERS
ARE WILLING TO
PAY A PREMIUM FOR
PRODUCTS THAT
ARE EASY TO USE**

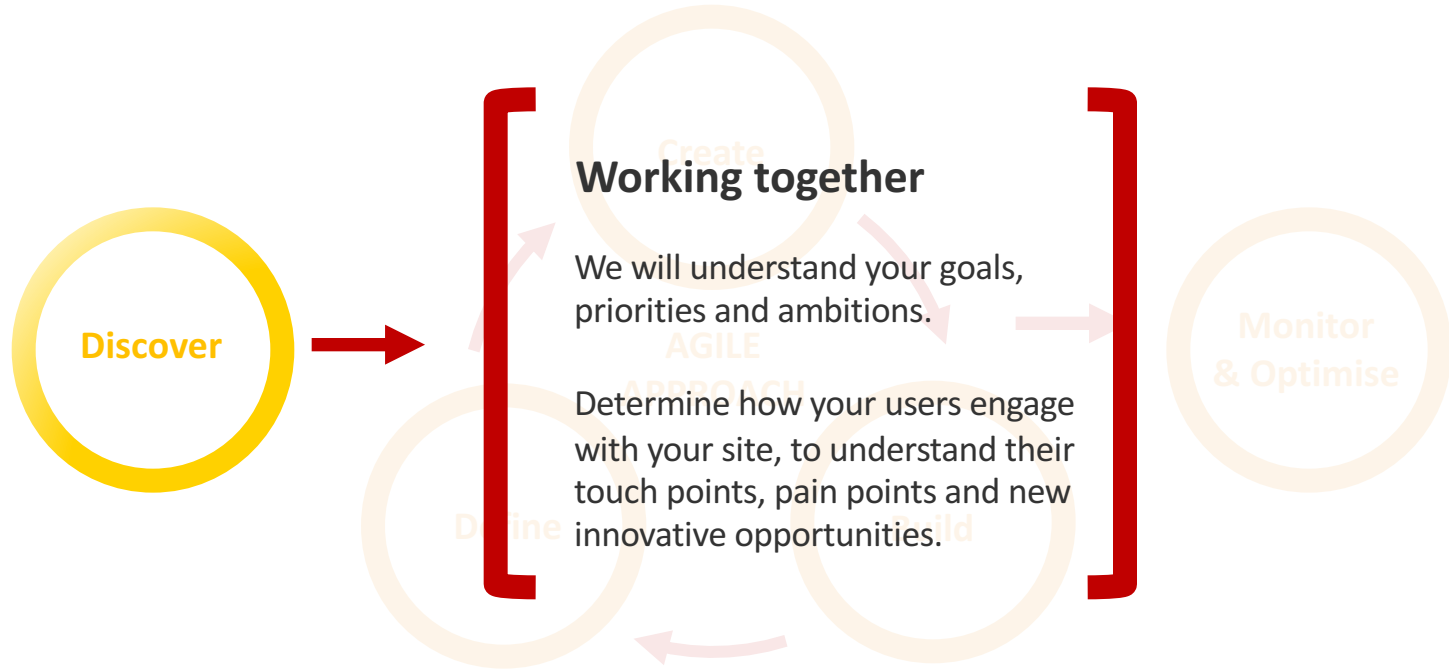


Our methodology

Working together
Focused on user needs
Prioritising developments based on business value



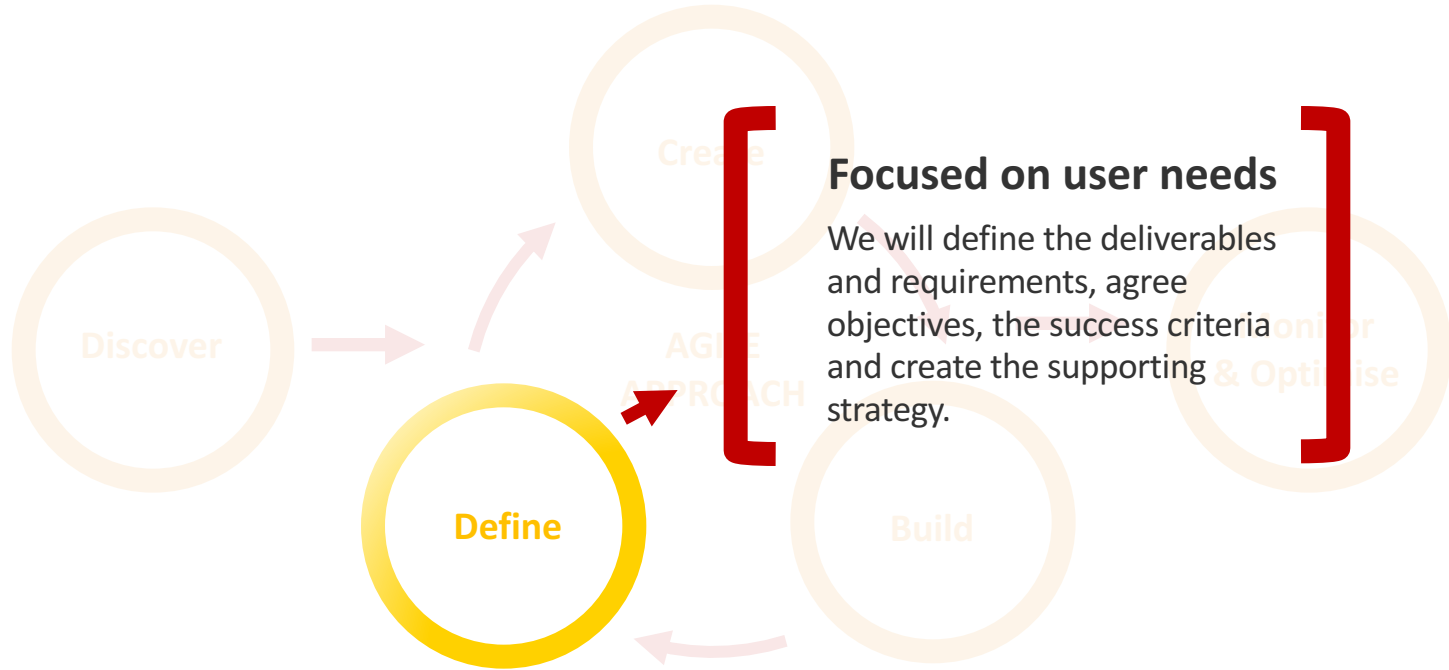
Working together
Focused on user needs
Prioritising developments based on business value



Working together

Focused on user needs

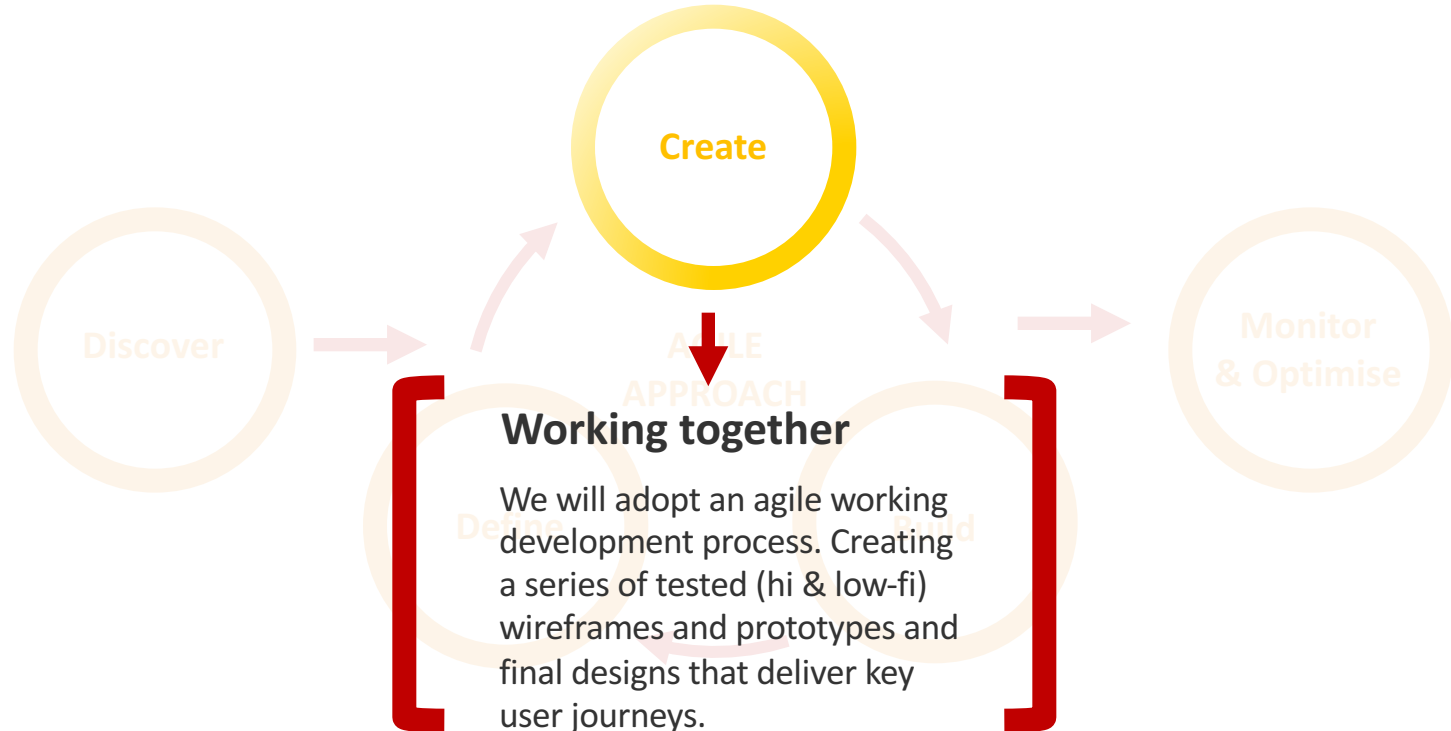
Prioritising developments based on business value



Working together

Focused on user needs

Prioritising developments based on business value



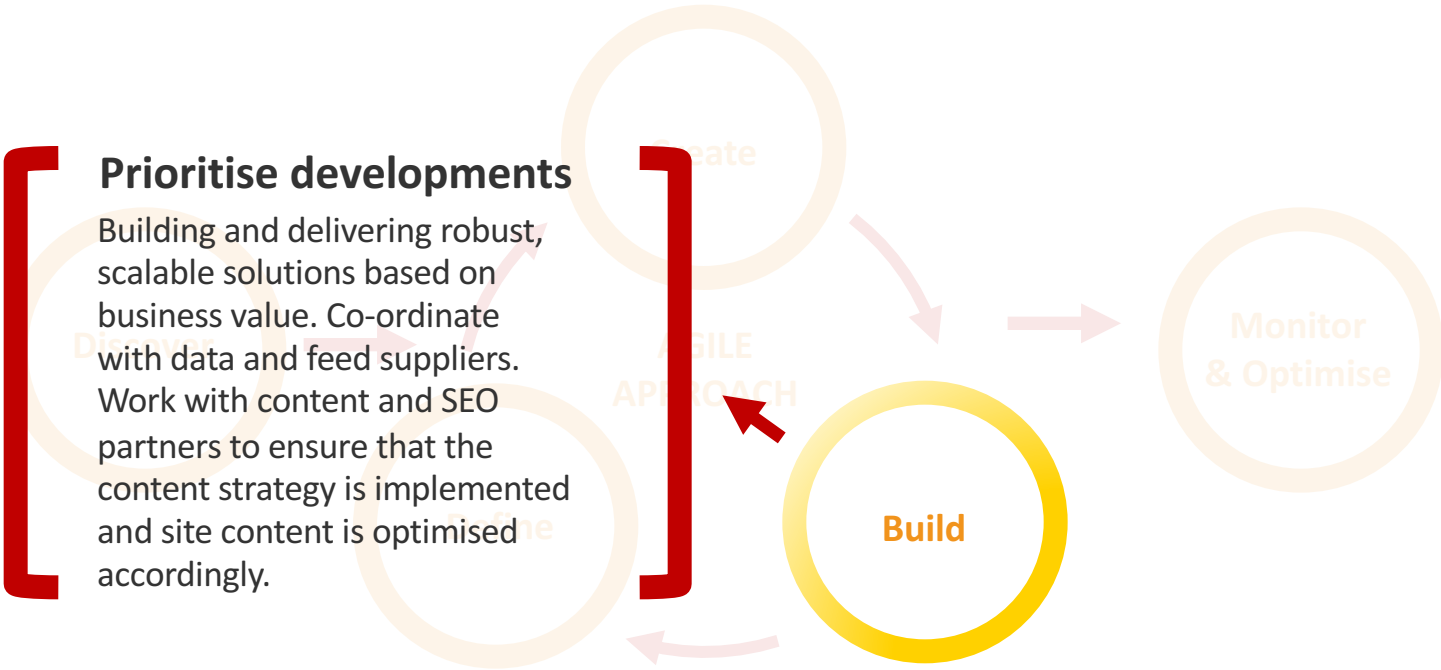
Working together

Focused on user needs

Prioritising developments based on business value

Prioritise developments

Building and delivering robust, scalable solutions based on business value. Co-ordinate with data and feed suppliers. Work with content and SEO partners to ensure that the content strategy is implemented and site content is optimised accordingly.



Working together

Focused on user needs

Prioritising developments based on business value



USER RESEARCH METHODS



● Natural use of product
 ■ Scripted (often lab-based) use of product
 ▲ De-contextualized / not using product
 ◆ Combination / hybrid

Some of our preferred research methods

ANALYTICS

Activity:

Validate analytic data to deliver conversions, and optimise the user journey.

Purpose:

Enabling us to learn about our users, track our goals, and troubleshoot unexpected problems.

Outcome:

Analytics tell us what pages or journeys are causing problems for users, and helps identify what areas we should focus on in usability testing.



FOCUS GROUPS

Activity:

Watch and interview real users while they interact with a product or service.

Purpose:

Deeply and extensively see a group of users interacting with each other to discuss an idea or concept.

Outcome:

This can spark some great inspiration as we will gain more insight from the ideas of the group.



TREE TESTING / CARD SORTING

Activity:

Participants organize topics into categories that make sense to them

Purpose:

Allows us to see how well users interact and find items or elements in the website hierarchy

Outcome:

This helps us to understand what points in the hierarchy need work based on where the users stumbled



REMOTE TESTING

Activity:

Conducted with participants in their natural environment by employing screen-sharing software

Purpose:

Remote usability testing allows the researcher and user to be in different locations while the test is completed

Outcome:

- Time and cost savings
- Easier to recruit participants
- Higher numbers of participants



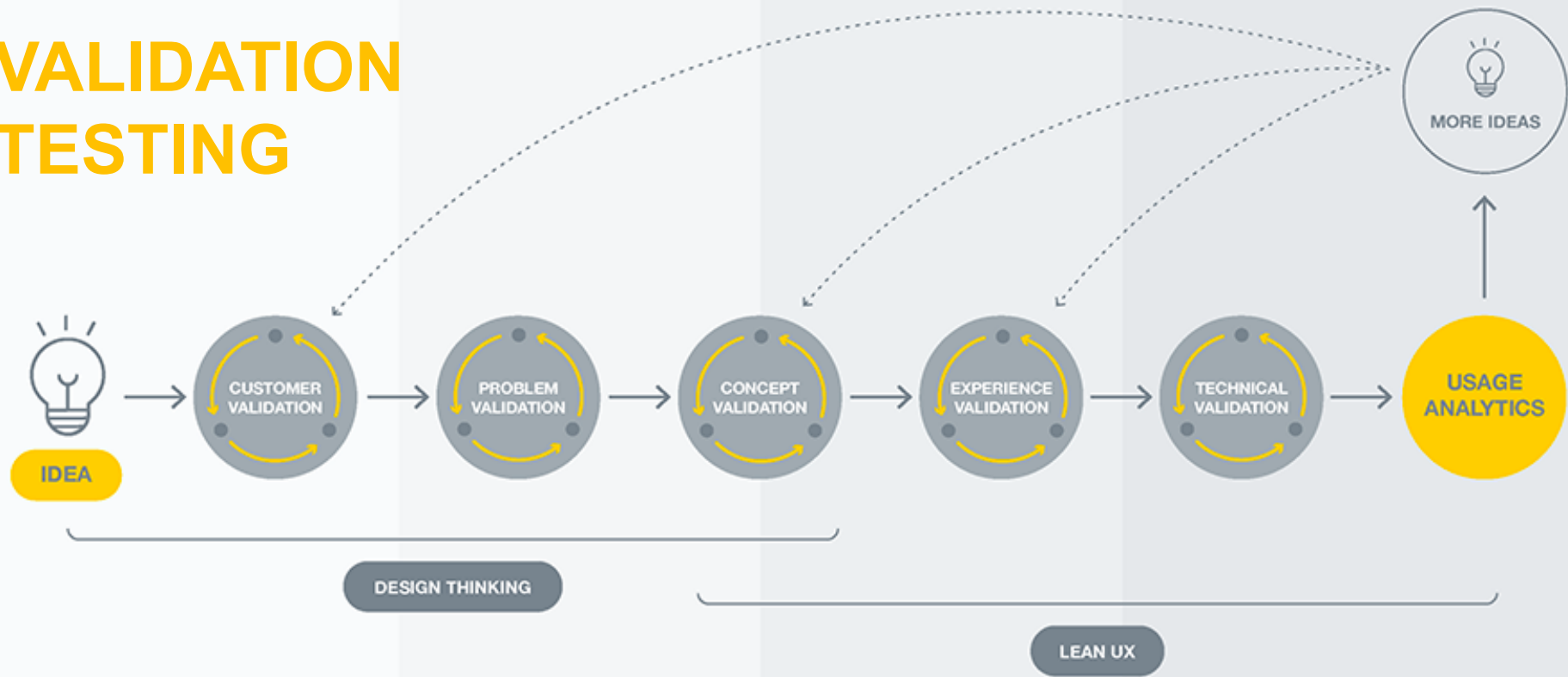
Discover

Define

Design

Deliver

VALIDATION TESTING



Based on our industry experience and client base we have identified a number of critical success factors and criterion which relate to each of the stages of your users journeys.

Four FIFA intranet case study pages have been assessed in relation to our defined criteria and any particular areas of **success** or **concern** have been identified.

Five winning Extranet/Intranet best practices

1 Engage your users

Ask them what they want and need, and incorporate your learnings into the site plan.

E*Trade regularly engage users by undertaking employee surveys. Surveys include questions on overall satisfaction, most frequently used areas, favourite areas what they feel will improve the Intranet for them.

2 Develop guidelines and Site Standards

Swiss-based Adecco is the largest staffing/personnel firm in the world with more than 5000 offices in 59 countries.

A highly decentralized company with managerial decisions largely resting with the respective regions and offices, Adecco has a centralized intranet team that is primarily focused on developing and managing intranet standards rather than actually managing the intranet itself.

3 Keep the site design clean and simple

Don't overload with Java, multimedia and other memory hogs. There are many surfers on the Internet who have high-speed connections and are impressed by Flash animation, cool gadgets and media-rich pages.

This is not the case for extranet or intranet users. Employees want to find and download information as quick as possible. As such, intranet pages should download quickly and be designed for those users with the slowest access speeds (usually users dialling-in remotely whilst on-the-road).

4 Measure a set of pre-determined KPIs

One of the great advantages of an intranet is the availability of multiple measurement channels – both online and offline - for appraising performance.

Measurement channels include metrics or log analysis, online and offline surveys, focus groups (also available online), feedback email, help desk calls and email, usability testing and return on investment (ROI) that we will discuss in more detail in later slides.

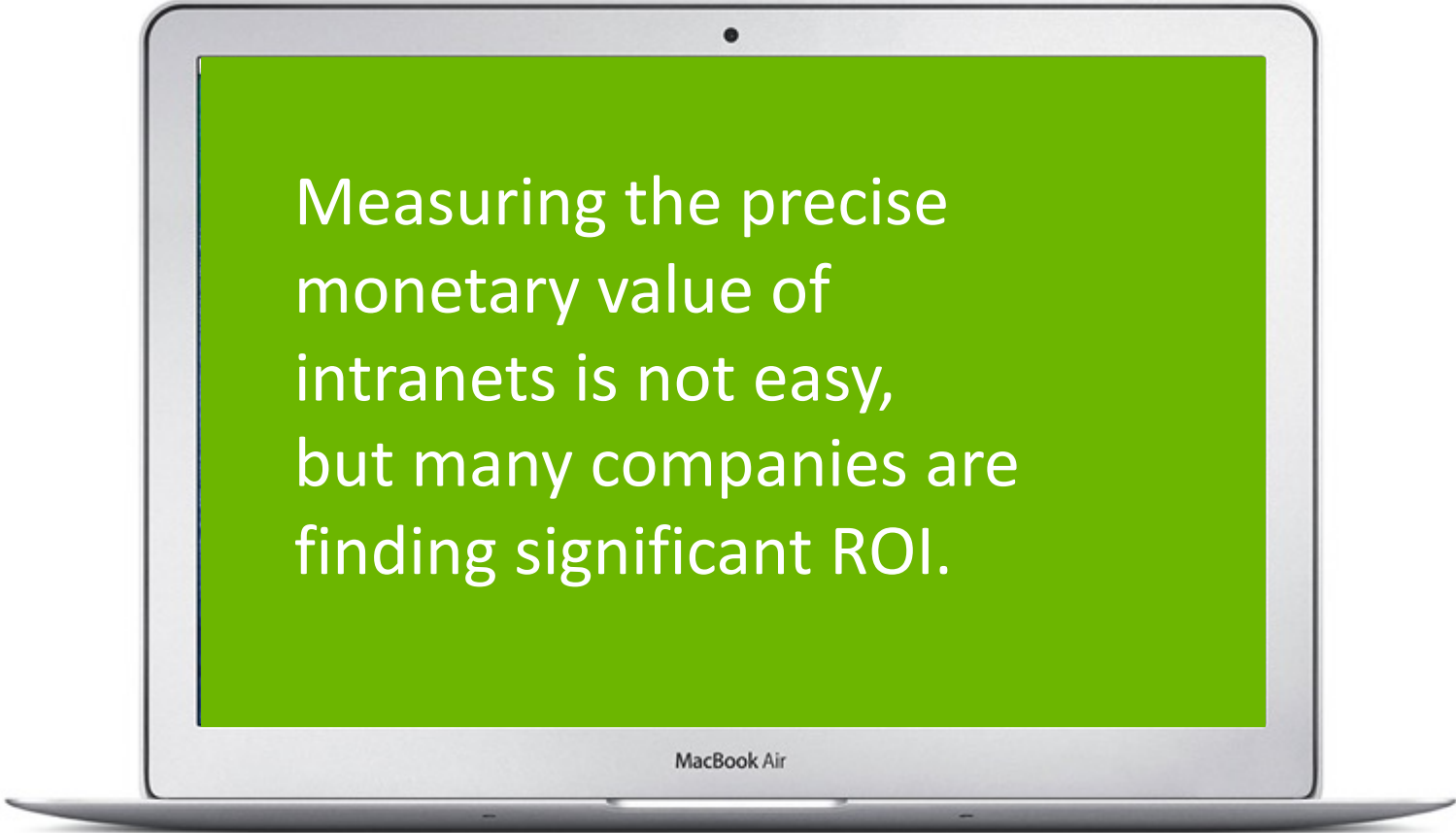
5 Promote your intranet / extranet values

A marketing or promotion plan is required.

Tactics could include:


- email broadcasts
- newsletter stories and promotion
- an internal press conference
- executive promotion
- hosted chats with the CEO
- posters, etc.

Measuring the value

A silver MacBook Air laptop is shown from a front-facing perspective, slightly angled. The screen is a vibrant green and displays white text. The laptop's lid is open, and the keyboard area is visible at the bottom. The text on the screen reads: "Measuring the precise monetary value of intranets is not easy, but many companies are finding significant ROI." The laptop has a small black dot at the top center of the bezel, likely for a camera. The overall image is clean and professional, set against a plain white background.

Measuring the precise
monetary value of
intranets is not easy,
but many companies are
finding significant ROI.

MacBook Air



A recent study found
that 85% of Fortune 200
companies are implementing
intranet strategies.

*Source: Forrester Research - an independent technology and market research company
that provides advice on existing and potential impact of technology.*

MacBook Air



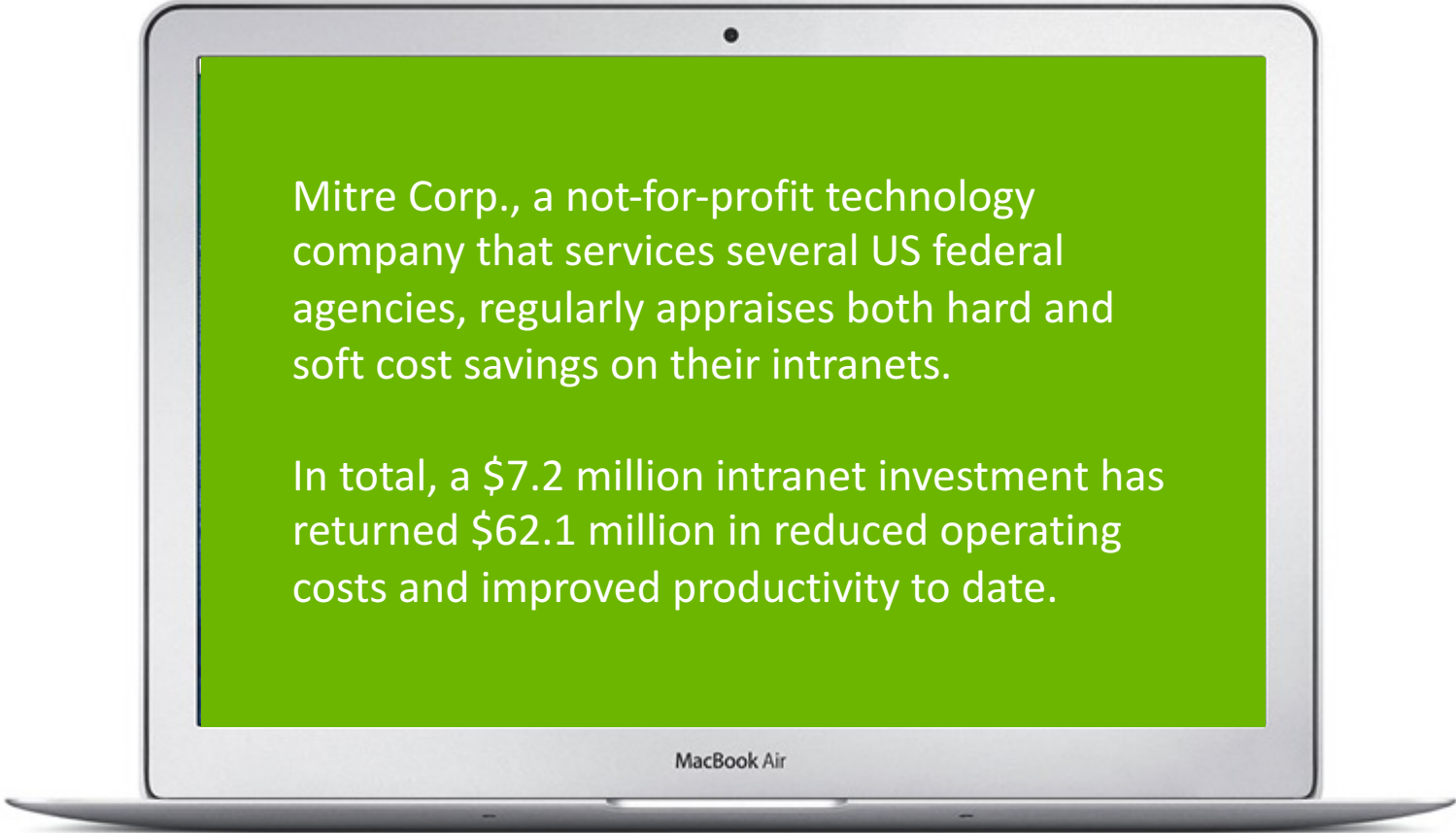
Hard benefits:

- less paper
- less hardware
- lower headcount
- increased sales

Soft benefits include:

- increased employee productivity
- better customer satisfaction
- faster time to market
- improved employee retention

MacBook Air



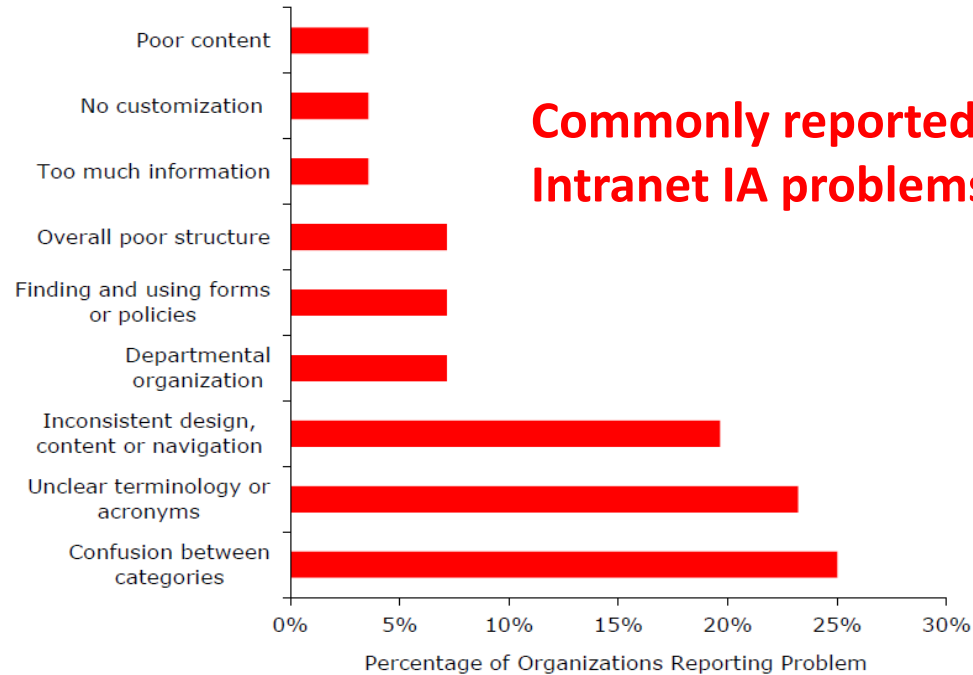
Mitre Corp., a not-for-profit technology company that services several US federal agencies, regularly appraises both hard and soft cost savings on their intranets.

In total, a \$7.2 million intranet investment has returned \$62.1 million in reduced operating costs and improved productivity to date.

MacBook Air

Reinventing the Information Architecture (IA)

Commonly reported Intranet IA problems



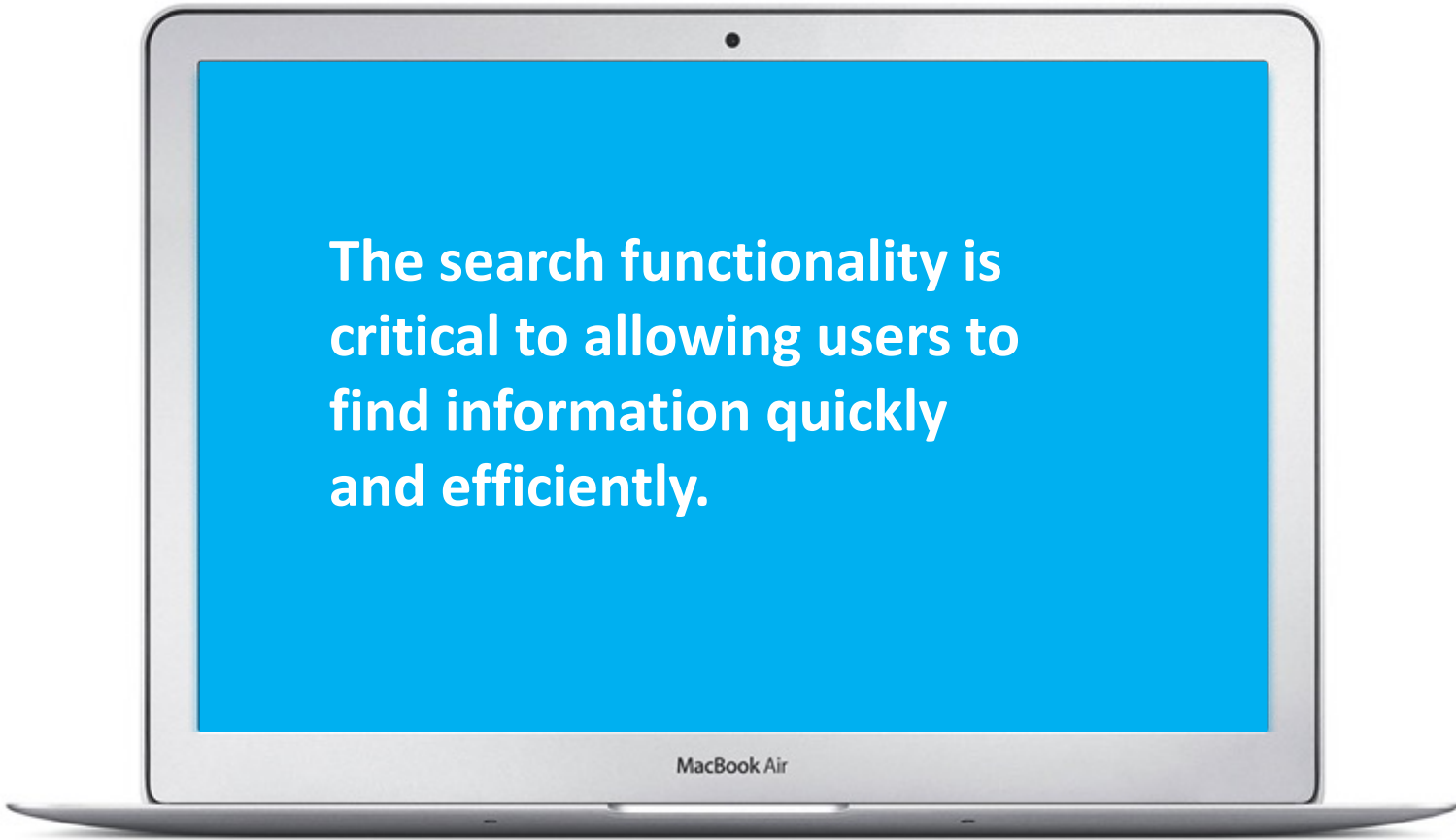
MacBook Air

A sample set of goals

1. Help employees do their work
2. Help users find content quickly and easily
3. Ensure information is accurate and up-to-date
4. Provide efficient access to content and tools
5. Provide a consistent user experience
6. Provide a consistent look and feel
7. Improve usability
8. Improve productivity
9. Align intranet content to business workflows
10. Facilitate cross-working across groups and departments
11. Encourage communication between employees
12. Eliminate wasted clicks

MacBook Air

Search best practices

A silver MacBook Air laptop is shown from a front-facing perspective, slightly angled. The screen is a solid, vibrant blue color. Centered on the screen is white text in a clean, sans-serif font. The text reads: "The search functionality is critical to allowing users to find information quickly and efficiently." The laptop's bezel is visible, and the "MacBook Air" logo is printed in a small, dark font at the bottom center of the screen. The background is plain white.

**The search functionality is
critical to allowing users to
find information quickly
and efficiently.**

MacBook Air

1 Search is only as good as the metadata

When creating content, it is critical to consider how a user would search for the content and to create an appropriate title and metadata that reflects the user's predicted behaviour.

This will aid in the algorithm's ability to lead users to the correct information they are seeking.

MacBook Air

2 Expect users to make a mistake

Typos are a common occurrence when users are typing into a search engine. A robust search engine will anticipate typos and will be able to suggest the correct spelling (as well as lead the user to the expected results).

Different users will use variations of a search term and expect to reach the same results page.

3 Build it like Google

Most of the employees in an organisation are accustomed to searching on Google.

This means that many are used to using Boolean search operations (and/or/not/and/near/with) even if they are not aware that they are using those techniques.

MacBook Air

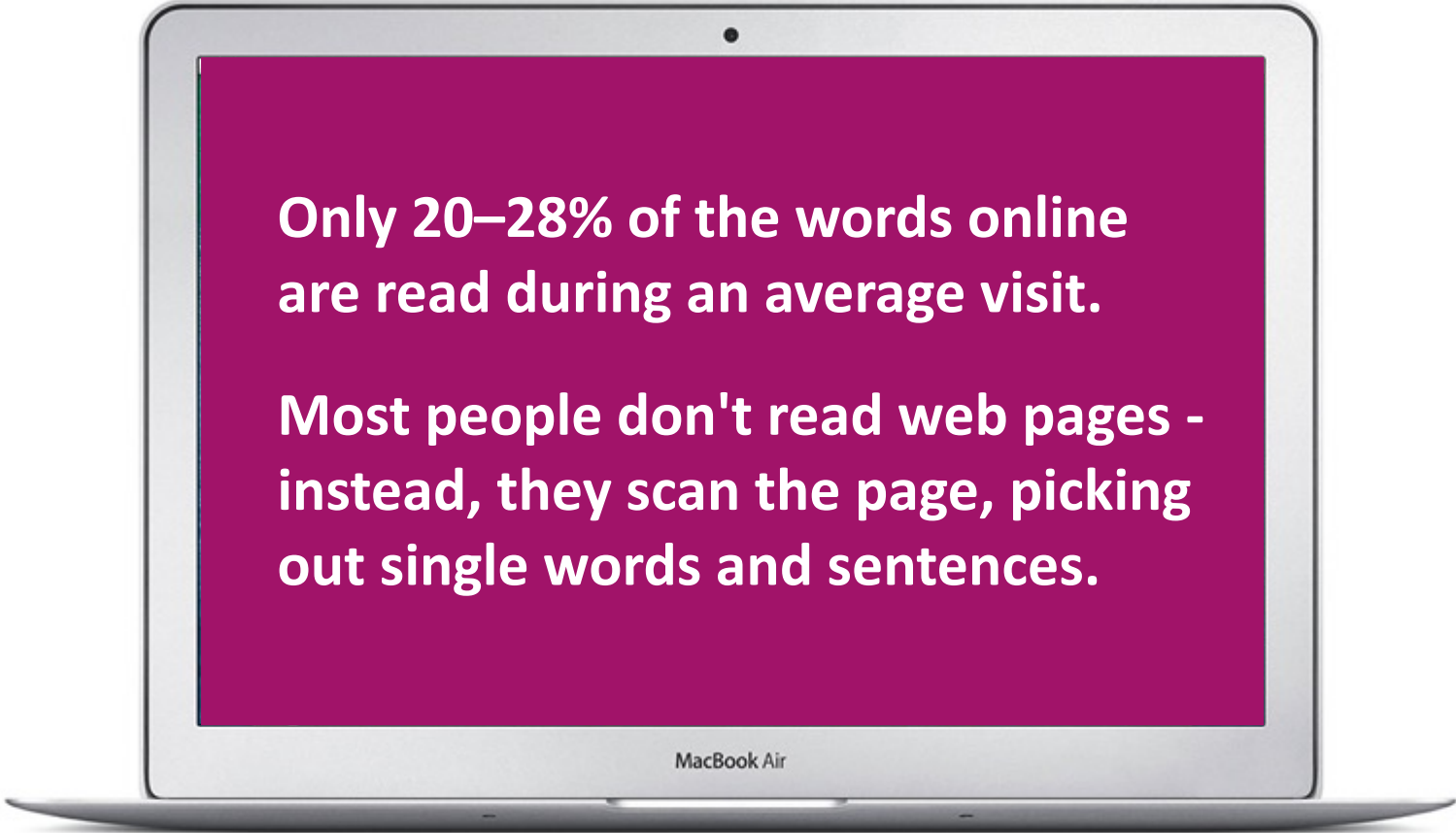
4 Hardwire common search terms

Through studying your search analytics the 20 most common search terms can be uncovered for your organisation.

Once this is achieved, a study of the results from each of these common terms identifying the “best” or “most frequently selected”.

It is likely that by hardwiring the results for common search terms the user experience will improve.

Writing for the intranet



**Only 20–28% of the words online
are read during an average visit.**

**Most people don't read web pages -
instead, they scan the page, picking
out single words and sentences.**

MacBook Air

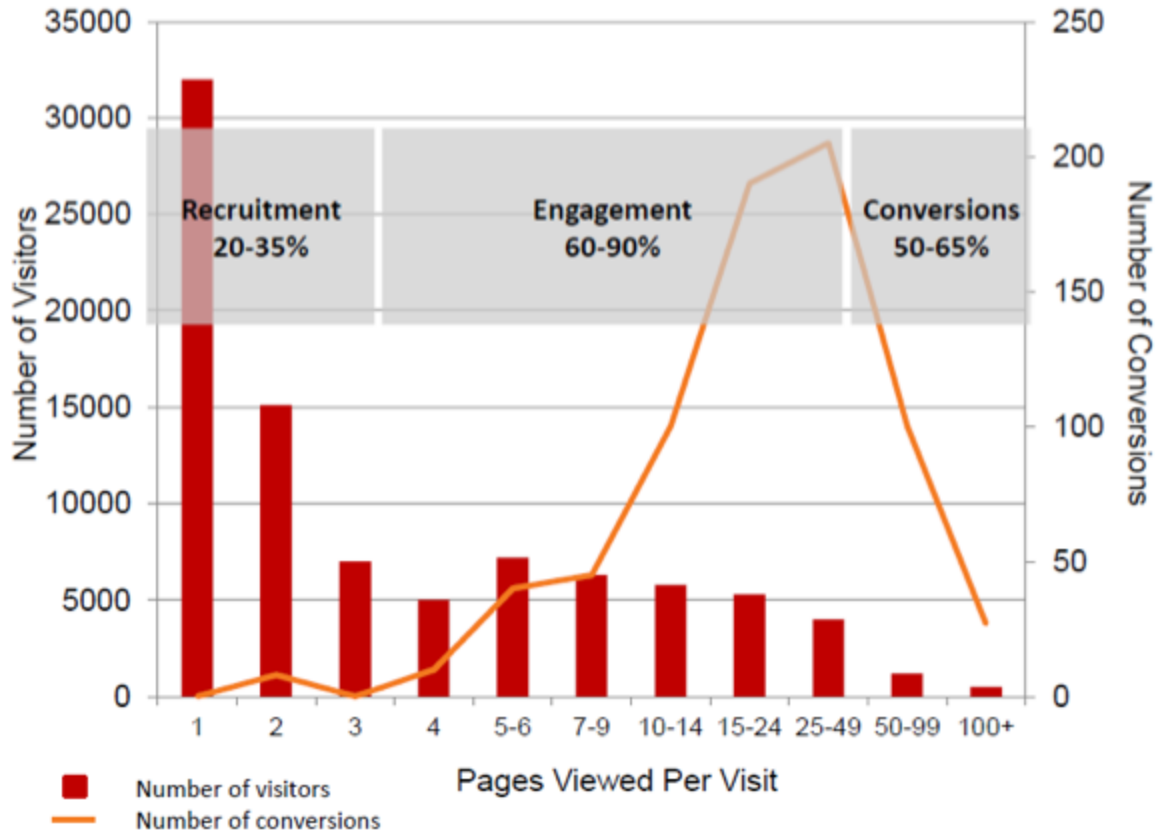
Make your content more scannable

1. **Words** – use simple terms
2. **Sentences** – short and to the point
3. **Paragraphs** – focus on a single idea, break up the page
4. **Bullet points** – visualise lists
5. **Spacing** – use white space liberally
6. **Headlines & sub headlines** – give a quick view of content
7. **Inverted pyramid** – lead with most important points
8. **Images** – worth a thousand words

MacBook Air

Engagement and conversion considerations

What does good typically look like?



Good 12%

Ave 4.7%

Poor 2.3%

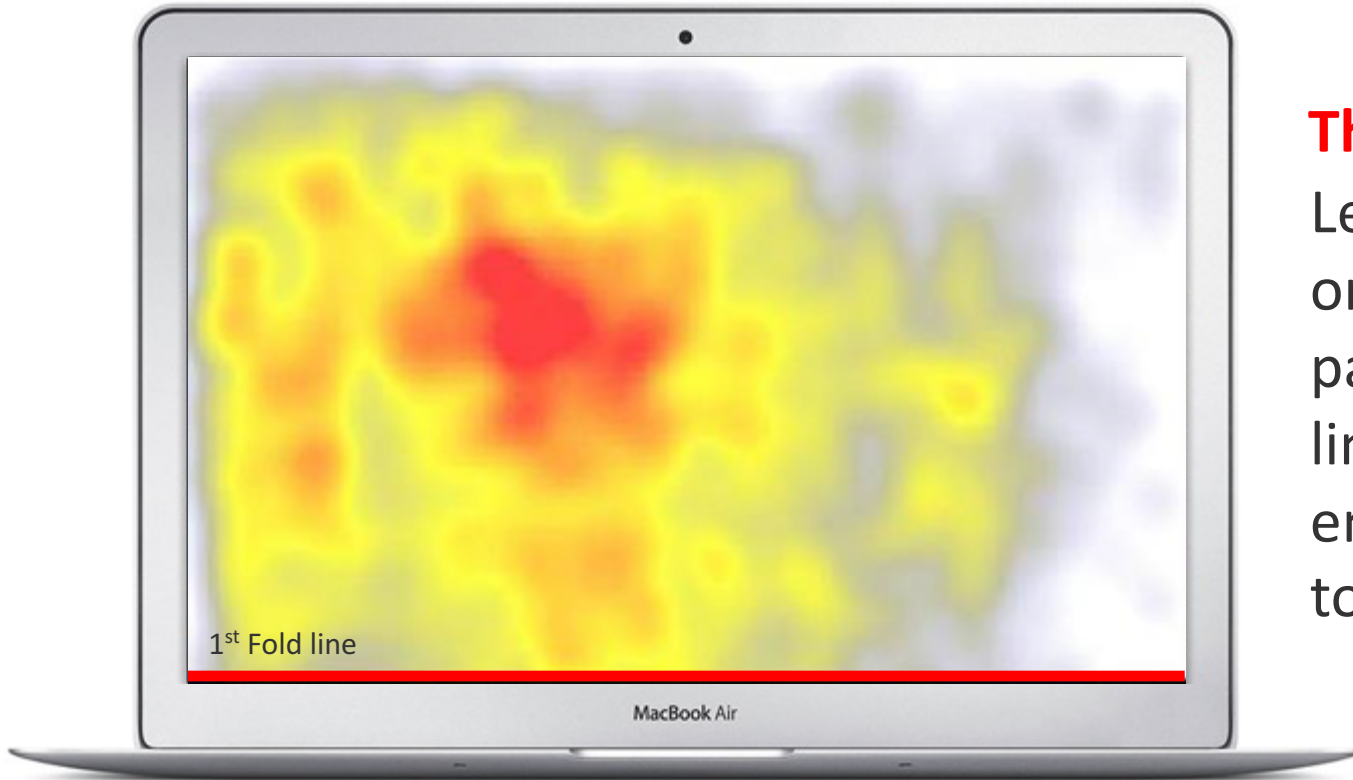
Improved landing page & site optimisation
will result in a **3-4 fold** difference in
conversion performance

Landing (**Loses 20-35%**) - **Leaves 80% - 65%**

Engagement (**Loses 60-90%**) - **Leaves 30% - 10%**

Conversions (**Loses 50-65%**) - **Leaves 50% - 35%**

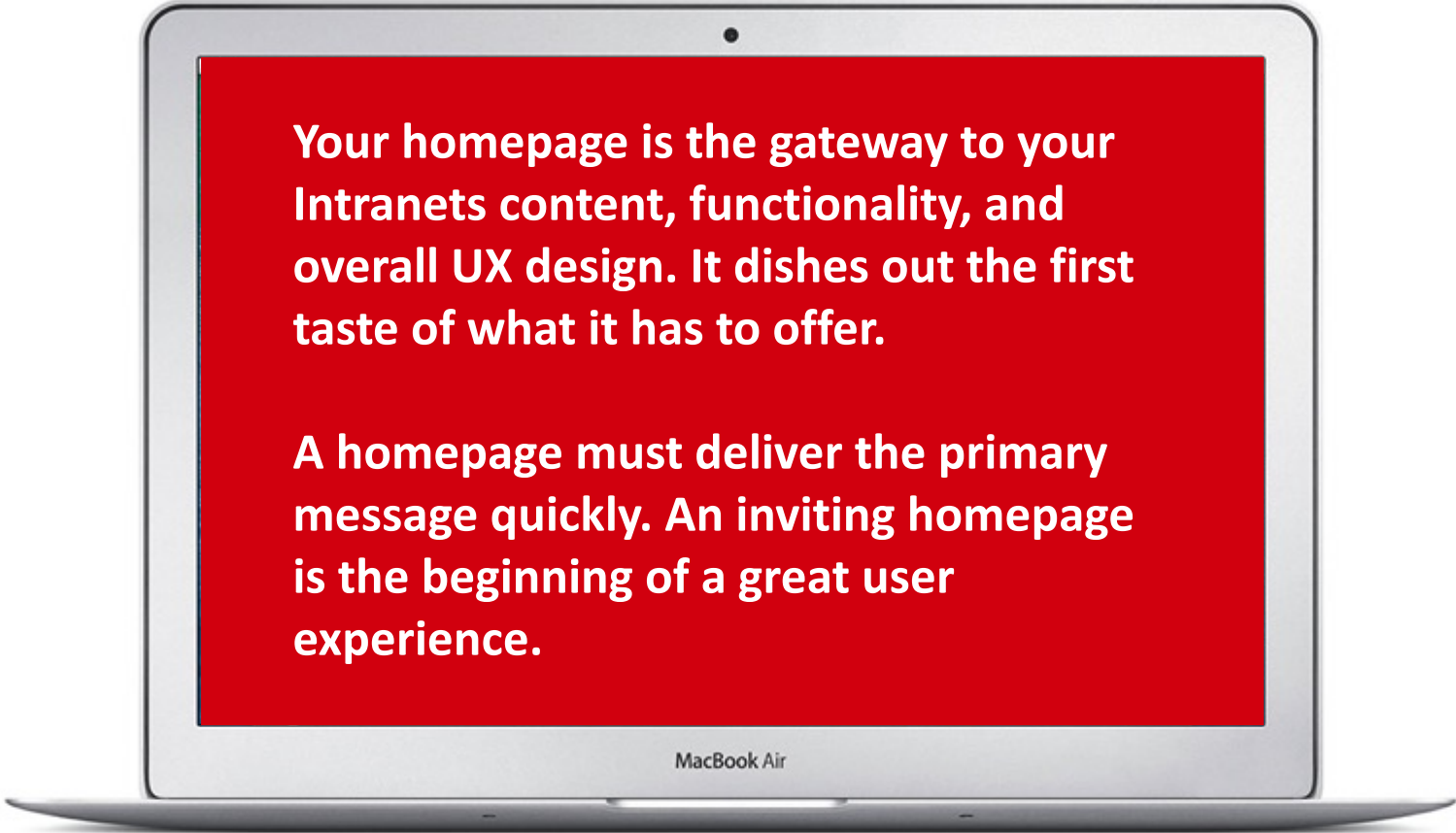
The importance of the fold line



The fold line matters

Less than **30%** of online users scroll past the first fold line unless encouraged to do so

Homepage UX and design best practices



Your homepage is the gateway to your Intranets content, functionality, and overall UX design. It dishes out the first taste of what it has to offer.

A homepage must deliver the primary message quickly. An inviting homepage is the beginning of a great user experience.

MacBook Air

FIVE HOMEPAGE BEST PRACTICES

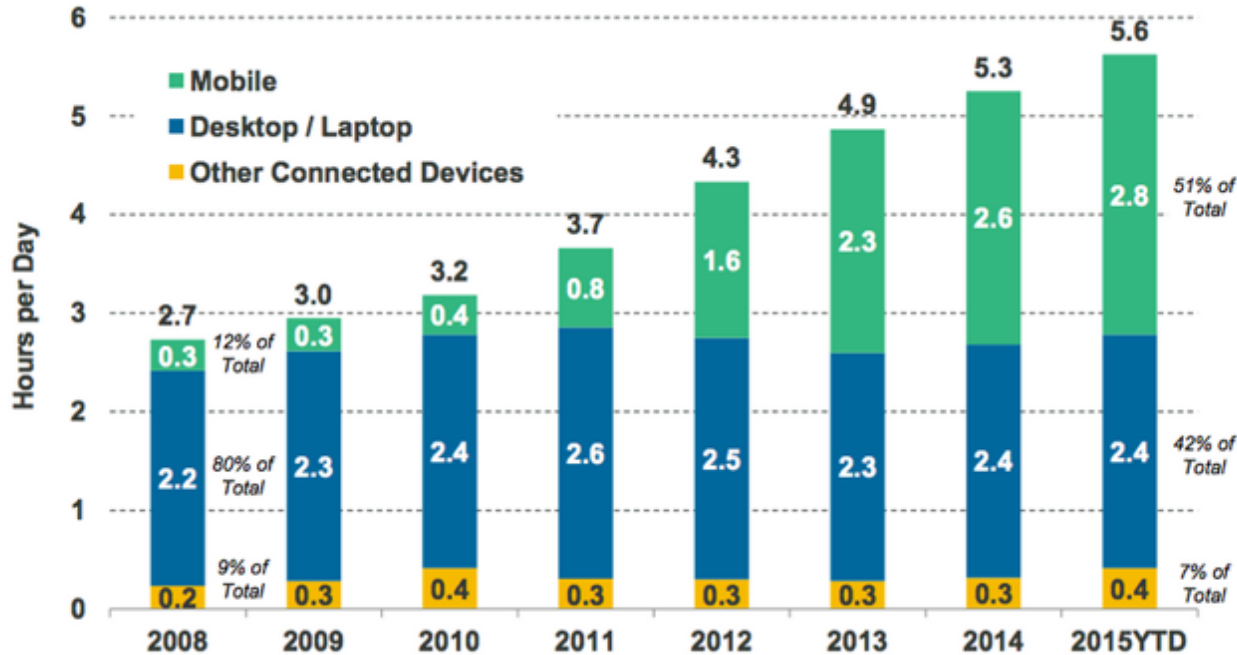
- 1 Focus on the experience**
- 2 Make it easy**
- 3 Clear site hierarchy**
- 4 Use clear call to actions**
- 5 Entice me with snippets of content**

MacBook Air

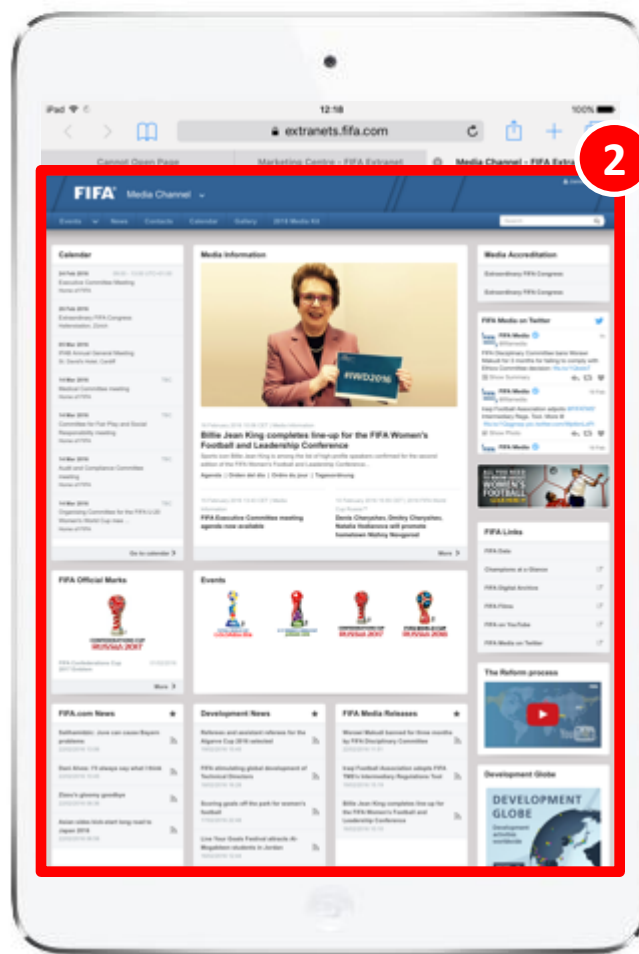
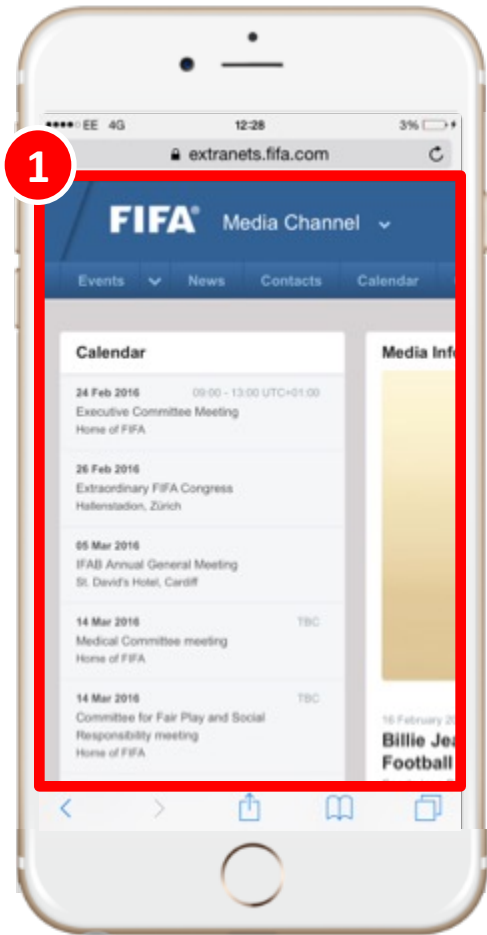
Homepage review

Mobile usage overtaking desktop usage

Time spent per adult user per day with digital media, 2008 – 2015 YTD



The implications are clear – if you're not able to reach your users through mobile search or display, or you're not providing a satisfactory mobile experience.

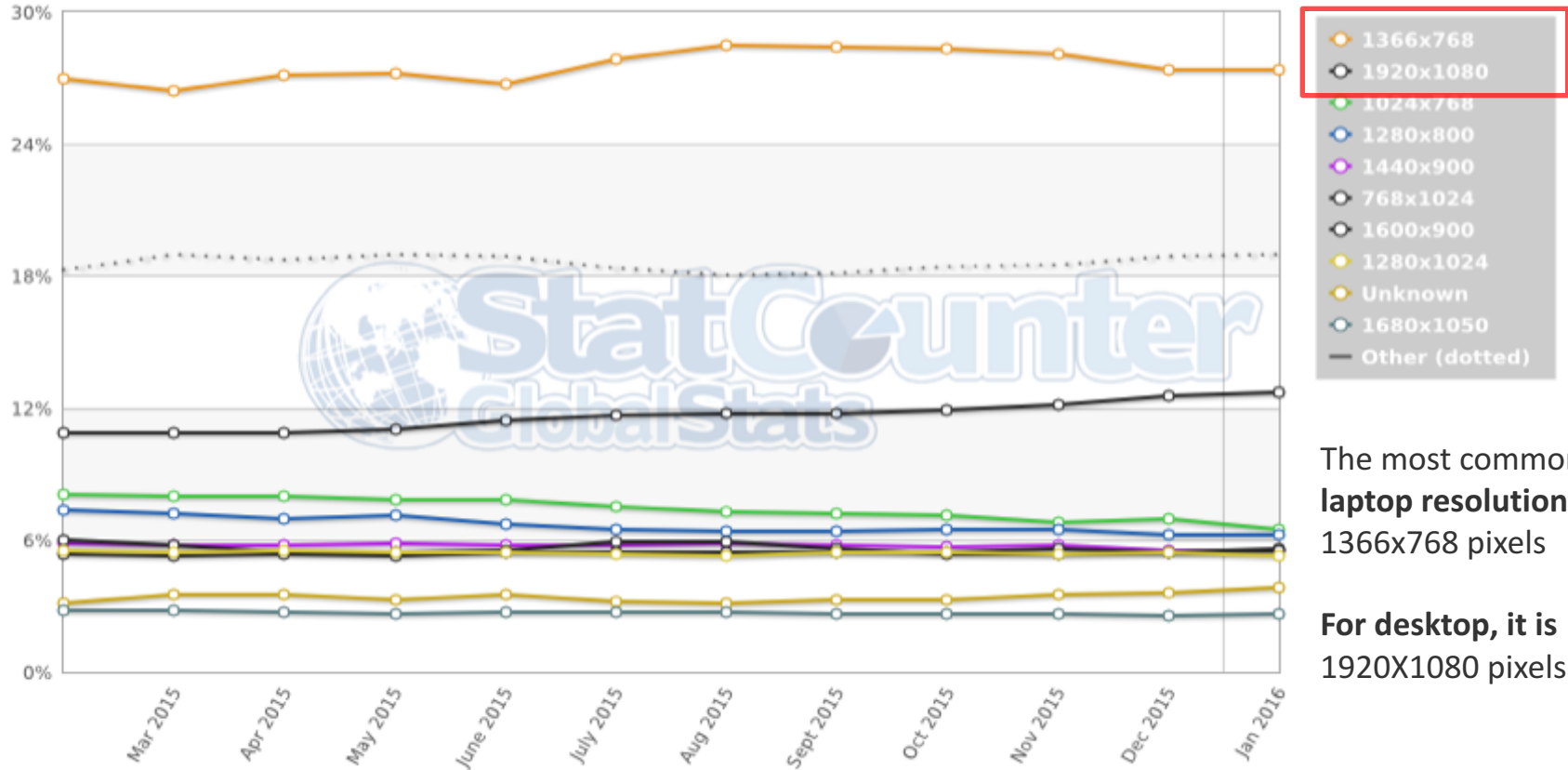


The FIFA Media Channel Homepage is not mobile or tablet friendly.

1. In mobile view the primary navigation bar and the search feature is not in view.
2. In tablet view txt and call to actions are far too small for users to effectively engage with.

StatCounter Global Stats

Top 10 Desktop, Tablet & Console Screen Resolution from Feb 2015 to Jan 2016



The most common laptop resolution is 1366x768 pixels

For desktop, it is 1920X1080 pixels.

Calendar

24 Feb 2016	09:00 - 13:00 UTC+01:00	Executive Committee Meeting Home of FIFA
26 Feb 2016		Extraordinary FIFA Congress Hallenstadion, Zürich
05 Mar 2016		IFAB Annual General Meeting St David's Hotel, Cardiff
14 Mar 2016	TBC	Medical Committee meeting Home of FIFA
14 Mar 2016	TBC	Committee for Fair Play and Social Responsibility meeting Home of FIFA
14 Mar 2016	TBC	Audit and Compliance Committee meeting Home of FIFA
14 Mar 2016	TBC	Organising Committee for the FIFA U-20 Women's World Cup meet ... Home of FIFA

Go to calendar >

Media Information



16 February 2016 10:06 CET | Media Information
Billie Jean King completes line-up for the FIFA Women's Football and Leadership Conference
 Sports icon Billie Jean King is among the list of high-profile speakers confirmed for the second edition of the FIFA Women's Football and Leadership Conference...
[Agenda](#) | [Orden del día](#) | [Ordre du jour](#) | [Tagsordnung](#)

15 February 2016 13:43 CET | Media Information
FIFA Executive Committee meeting agenda now available

10 February 2016 10:55 CET | 2018 FIFA World Cup Russia™
Denis Cheryshev, Denis Cheryshev, Natalia Vodjanova will promote hometown Nizhny Novgorod

More >

Media Accreditation

- Extraordinary FIFA Congress
- Extraordinary FIFA Congress

FIFA Media on Twitter

FIFA Media @fifamedia
 FIFA Disciplinary Committee bans Waseel Makuqi for 3 months for failing to comply with Ethics Committee decision: #fifa/1QobitT
[Show Summary](#)

FIFA Media @fifamedia
 Iraqi Football Association admits @FIFATM's Intermediary Regs. Tool. More @ #fifa/1Qogmwp
[pic.twitter.com/Ny6t6L6Ft](#)
[Show Photo](#)



FIFA Links

- FIFA Data
- Champions at a Glance
- FIFA Digital Archive
- FIFA Films
- FIFA on YouTube
- FIFA Media on Twitter

FIFA Official Marks



Events



Viewing FIFA in the most popular desktop screen size of **1920x1080**

Less than 50% of the real-estate available is being effectively utilised

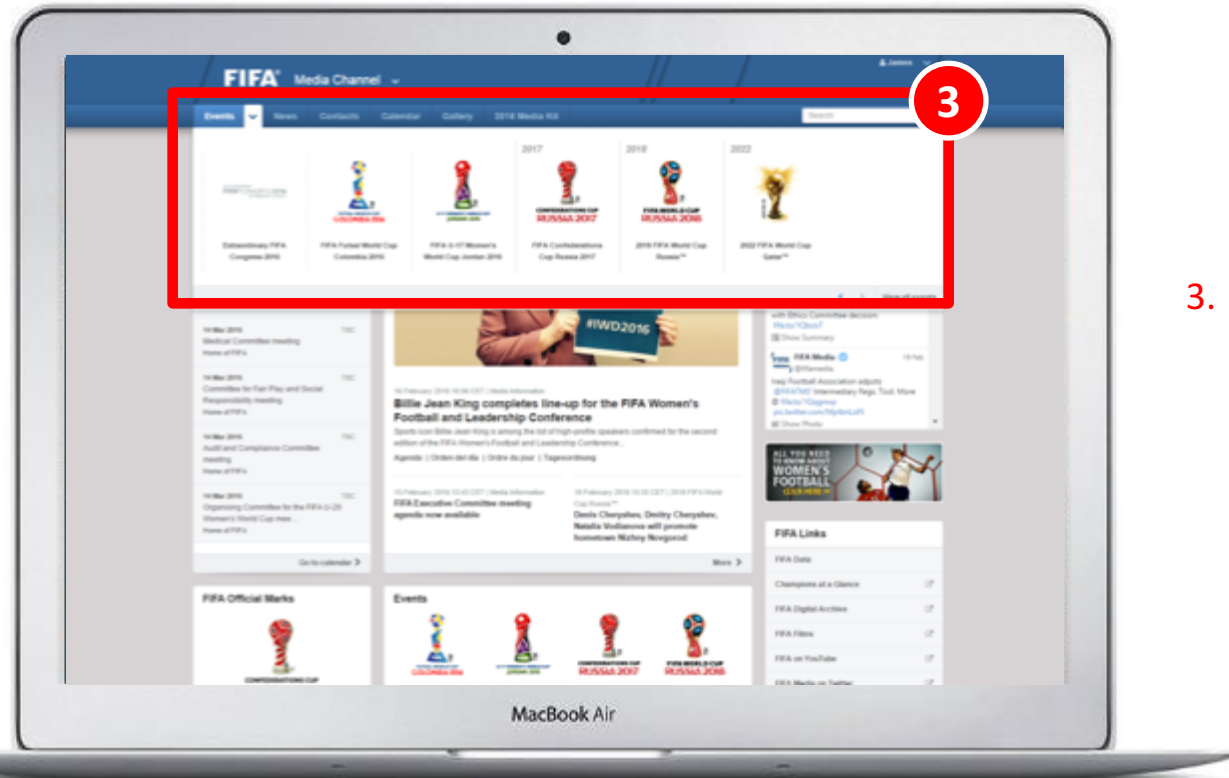
FIFA IA / primary navigation review

Dropdown menu best practice

1. Order categories in line with demand
2. Make assimilation easy using grids
3. Use lower case as easier to read
4. Make selected options clear

“Communicate breadth and depth of the proposition - but don't confuse”

FIFA dropdown menu



3. The primary navigation bar is very limited from a way finding perspective.

FIFA'S EXISTING TOP LEVEL DROPDOWN NAVIGATION

Header	Events v	News	Contacts	Gallery	2018 Media Kit	4
	> Extraordinary FIFA Congress 2016					
	> FIFA Futsal World Cup Colombia 2016					
	> FIFA U-17 Women's World Cup Jordan 2016					
	> FIFA Confederations Cup Russia 2017					
	> 2018 FIFA World Cup Russia					
	> 2022 FIFA World Cup Qatar					

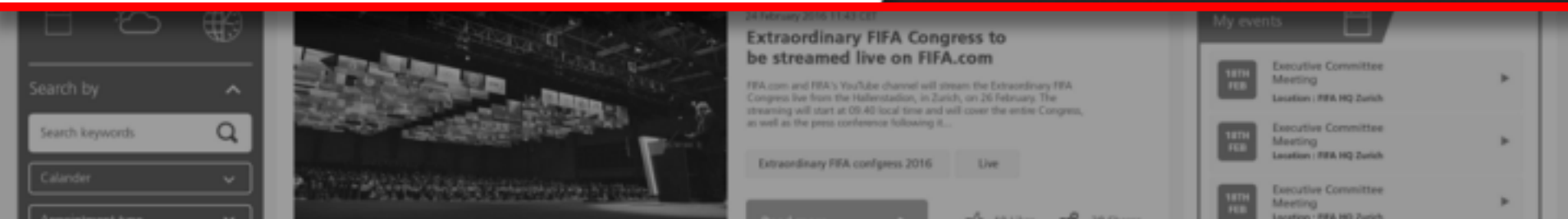
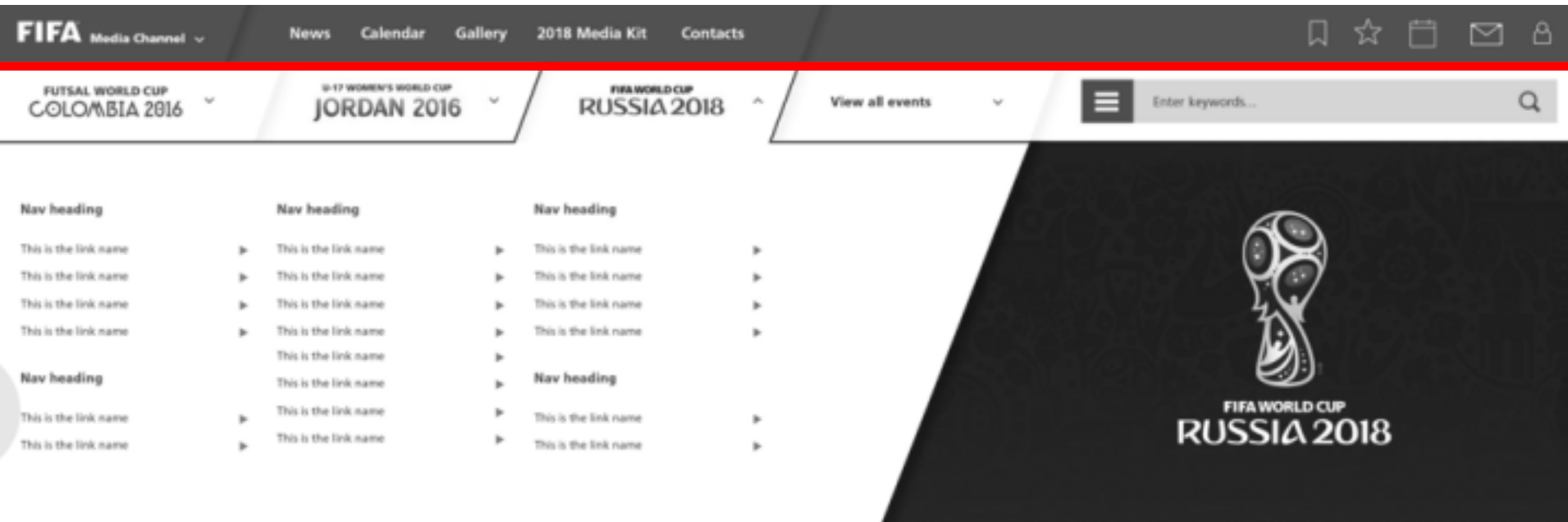
There is currently no dropdown menu for these parent categories, providing no view of the content available under each header without the requirement to click into each in turn.

RECOMMENDED TOP NAVIGATION MEGA MENUS

Header	Congress 2016	Colombia World Cup 2016	U-17 Womens World Cup	Confederations Cup 2017	Future Events
	<ul style="list-style-type: none"> > Media Information > Provisional programme > Agenda > FAQs on the Statutory reform process > Infographic <ul style="list-style-type: none"> - English - Spanish - Deutsch - Arabic - Français > The Reform Process VNR1 > Media Accommodation > View all events 	<ul style="list-style-type: none"> > Media Information > Match Schedule > Statistical Kit > Teams > Destinations > Regulations > Futsal Laws of the Game > FIFA Futsal Organisation Committee > Futsal Committee > Technical Reports <ul style="list-style-type: none"> - Thailand 2012 - Brazil 2009 - Chinese Taipei 2004 - Guatemala 2000 > View all events 	<ul style="list-style-type: none"> > Media Information > Official Emblem > Teams > Destination > Organising Committee > Official Documents > Previous Tournaments > Marketing Affiliates > Technical Reports <ul style="list-style-type: none"> - Costa Rica 2014 - Azerbaijan 2012 - Trinidad & Tobago 2010 - New Zealand 2009 > View all events 	<ul style="list-style-type: none"> > Media Information > Event Emblem > Background paper > Host Cities <ul style="list-style-type: none"> - Kazan - Msozow - Saint Petersburg - Sochi > Stadium Fact Sheets <ul style="list-style-type: none"> - Kazan Arena - Fisht Stadium (Sochi) - Saint Petersburg Stadium - Spartak Stadium (Moscow) > Technical Reports <ul style="list-style-type: none"> - Brazil 2013 - South Africa 2009 - Germany 2006 - France 2003 - Korea/Japan 2001 - Mexico 1999 - Saudi Arabia 1997 > View all events 	<ul style="list-style-type: none"> > Russia World Cup 2018 > FIFA World Cup 2022 > View all events
	<ul style="list-style-type: none"> > Recent News <ul style="list-style-type: none"> - Billie Jean King's Women's line up - Executive Committee Agenda - Futsal Schedule confirmed - Confed Cup Emblem Russian Dream > 2018 World Cup Russia > 2016 World Cup Colombia > 2017 World Cup Russia > Ballon d'Or 2015 > 2015 World Cup Japan > Countries > Programs > Venue > Teams > View all events 	<ul style="list-style-type: none"> > 2018 World Cup Russia > 2016 World Cup Colombia > 2017 World Cup Russia > 2015 World Cup Japan > View all Calendars 	<ul style="list-style-type: none"> > Arabic (15 photos) > Official Press Conferences (13 photos) > Volunteer Centre Opening (4 photos) > Photos for Editorial Use (3 photos) > Visit to Metallurg Stadium (4 photos) > Samara Arena Construction (3 photos) > View all Galleries 	<ul style="list-style-type: none"> > 2018 Media Kit > Host Country Concept > Background Papers <ul style="list-style-type: none"> - Team Base Camps - Venue Specific Training Sites - List of Venue Specific Training Sites - TV - Diversity and Anti-Discrimination - 2018 FIFA World Cup Branding - FACTs about Qualifiers - Football in Russia > Stadium Fact Sheets <ul style="list-style-type: none"> - Et'atereburg Arena - Kazan Arena - Luzhnyi Stadium - Spartak Stadium - Nizhny Novgorod Stadium - Rostov Arena - Fisht Stadium - Samara Arena > Official Emblem > Host City Poster Gallery > Diplomatic and Consular offices > Documents and Resources <ul style="list-style-type: none"> - About the LOC - Igor SHALVALOV - Vitaly MUTKO - Alexey SOROKIN - Destination - Official Documents - Marketing Affiliates 	<ul style="list-style-type: none"> > Contact Us

1. Users are **presented with the breadth and depth** of the site on roll over
2. Users are able to **reach lower levels of navigation quickly** with less steps
3. Users are **offered various routes to the same content**
4. Complication is reduced with **strong and consistent navigation categorisation**

RECOMMENDED TOP NAVIGATION MEGA MENUS



FIFA Search Feature UX review

Search feature best practice

1. Typically **20-30%** of online users prefer to use search
2. Introduce top searches into your home page as this will be relevant to a wider audience
3. Enable points of entry to be tailored to specific audiences

“Don’t push but listen to your users”

FIFA Search feature



4. The search feature is currently very limited, the user types into the search box and clicks through to a search results page before being presented with an idea of what the site has to offer in relation to a search term.

CDS recommends introducing Search by category, and a predictive search feature dropdown to dramatically improve the usability of this search feature.

FIFA Search feature

The image shows a screenshot of the FIFA website with a search results overlay. The main page features a navigation bar with 'FIFA Media Channel', 'News', 'Calendar', 'Gallery', '2018 Media Kit', and 'Contacts'. Below the navigation are event filters for 'FUTSAL WORLD CUP COLOMBIA 2016', 'U-17 WOMEN'S WORLD CUP JORDAN 2016', and 'FIFA WORLD CUP RUSSIA 2018'. A featured article titled 'FIFA Executive Committee meeting agenda now available' is visible. The search overlay, highlighted with a red border, shows a search bar with the text 'Russia world...' and a magnifying glass icon. Below the search bar, there are three news items:

- Competitions**
FIFA World Cup Russia 2018
View event ▶
- Russia World Cup 2018 News**
Denis Cheryshev, Dmitry Cheryshev, Natalia Vodlanova will promote
Read more ▶
- Russia World Cup 2018 News**
Volunteer Center of 2018 FIFA World Cup™ opened in Nizhny Novgorod
Read more ▶

At the bottom of the search overlay, there is a link: **View all search results for Russia world** with a magnifying glass icon. The background page also shows a 'Featured' section with 'Extraordinary FIFA Congress 2016', '2018 World Cup Russia', and 'Futsal World Cup Colombia'. A date filter '9TH FEB 2016' is visible on the left, along with search filters for 'Search by', 'Search keywords', 'Calendar', and 'Appointment type'. A live stream for 'Extraordinary FIFA congress 2016' is also shown.

FIFA content UX review

FIFA content UX review

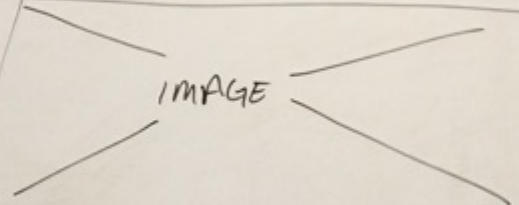


5. No clear hierarchy of content
6. All blocks look the same
7. Does not look or feel engaging
8. Call to actions are weak with poor contrast colour

Structure before design

FEATURED NEWS

CREATE CTA




NEXT EVENT countdown

DAYS	HOURS	MIN	SEC
00	00	00	00

TITLE

CTA

< DATE > 

SEARCH BY

Calendar

APPROXIMATE TYPE

Search

NEXT EVENTS

TITLE _____

CTA _____

TITLE _____

DATE _____

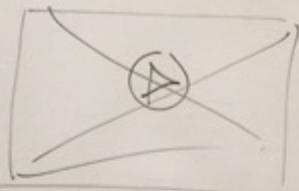
CTA _____

TIME ZONE

TOD STONES

TITLE

CTA



TITLE

CTA

my events

TITLE _____

TITLE _____

my events

TITLE _____

TITLE _____

my social

TITLE _____

my social

TITLE _____

Other NEWS

MY GROUPS

FORUMS

social media

Branding and design

FIFA BRAND IMMERSION





CONSISTENCY IS KEY

The key is to keep the brand consistent, your brand affects many areas across your business such as printed and digital media and it is important to keep these things in line with your brand values and vision.





WHO ARE FIFA?

FIFA, which stands for the Fédération Internationale de Football Association was founded in 1904. Their brand is well known globally and the organisation holds many tournaments such as the World Cup, the Confederates and many other Men, Women and Youths competitions.

Section 1
FIFA Corporate Mark



FIFA Corporate Mark
Introduction

The FIFA Corporate Mark
is a key element of the
FIFA brand identity and
is used to identify all
FIFA activities and
communications.

The FIFA Corporate Mark
is used in a variety of
ways, including on
official documents,
communications, and
at events.



KEY BRAND ASSETS

After the opening statements of the brand guidelines it goes on to present what the core brand assets are which is good practice to ensure a consistent brand experience across multiple forms of media.



FIFA

The image features the word "FIFA" in a large, bold, blue font centered on a solid blue background. The letters are filled with a photograph of a hand holding a golden trophy, likely the FIFA World Cup. The trophy is highly reflective and textured, and the hand is positioned as if presenting it. The background of the photo within the letters is dark and out of focus, suggesting a stadium or event setting.

FIFA CORPORATE MARK

FIFA Corporate Mark



FIFA Dark Blue



White Solid

FIFA Corporate Mark with Claim



FIFA Dark Blue



White Solid



Black Solid



Black Solid

COLOR INCREASES BRAND RECOGNITION

BY UP TO 80%

COLOUR PALLETE

Current colour palette



CDS Suggests use of secondary palette



Frutiger

Frutiger LT Com 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Com 46 Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Com 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Com 56 Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Com 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Com 66 Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Com 75 Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Com 76 Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger LT Com 95 Ultra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIAGONAL LAYERS

The diagonal layers are the final key to the core brand elements, they create a sense of depth to the overall brand materials.



CURRENT WEBSITE (brand application)

The current website incorporates the brand colours that have been seen so far in the guidelines and also the diagonal layers can be seen within the navigation.



VISUAL HIERACHY

With FIFA's choice of secondary colours this can be improved by using subtle hints of the secondary palette to help certain areas of the page stand out against others.

The screenshot displays the FIFA website's content layout. At the top right, there is a large image of the Extraordinary FIFA Congress, showing a speaker at a podium in front of a large audience with many national flags. Below this image is a news article titled "Extraordinary FIFA Congress to be streamed live on FIFA.com". To the right of the main content area, there is a "FIFA Media on Twitter" section featuring two tweets from @fifamedia. Below the tweets is a banner for "ALL YOU NEED TO KNOW ABOUT WOMEN'S FOOTBALL" with a "CLICK HERE" button. Further down is a "FIFA Links" section with a list of links: "FIFA Data", "Champions at a Glance", "FIFA Digital Archive", "FIFA Films", "FIFA on YouTube", and "FIFA Media on Twitter". At the bottom, there are sections for "FIFA Official Marks" (showing the 2017 Confederations Cup emblem), "Events" (showing emblems for the 2014 World Cup, 2015 Women's World Cup, 2017 Confederations Cup, and 2018 World Cup), and a navigation bar with "FIFA.com News", "Development News", and "FIFA Media Releases".

CURRENT EXTRANET (call to actions / colour palette)

Call to actions buttons such as the subscribe button used here are using the same colour as the main dark blue in the navigation.

This makes it hard to separate elements of the site which are indented to carry the brand and what is there to shout out to the user. Colour can also be used to draw the users eye to certain points of the page and to create order or hierarchy in typography.

Search



Billie Jean King completes line-up for the FIFA Women's Football and Leadership Conference

16 February 2016 10:06 CET

g is among the list of high-profile speakers
edition of the FIFA Women's Football and

dia | [Ordre du jour](#) | [Tagesordnung](#)



Denis Cheryshev, Dmitry
Cheryshev, Natalia Yediana

Your subscription

[★ Subscribe](#)

Browse

[All](#)[Extraordinary FIFA Congress 2016](#)[Media Information](#)[2018 FIFA World Cup Russia™](#)

CURRENT EXTRANET (calendar / colour palette)

When viewing the calendar page the content can become lost and again there is not much hierarchy in terms of the typography and the colours used. In order to help the user quickly find the content they are looking for the secondary colour palette can be put to use to pull out different event types for example.

The screenshot shows a web interface for a calendar. At the top, there are navigation tabs for 'Gallery' and '2018 Media Kit', and a search bar. The main content area is titled 'Calendar' and includes options to 'Export to MEP', 'Export to PDF', and 'Export to Excel'. Below this, there are view options: 'Day', 'Week', 'Month', and 'Custom range'. The current view is set to 'Month' for 'February' 2016. An 'Appointment type' filter is set to 'All'. The calendar shows two items:

Date / Time	Title	Location
24/02/2016 09:00 - 13:00 UTC+01:00	Executive Committee Meeting Committee Meeting	Home of FIFA
26/02/2016	Extraordinary FIFA Congress Congress	Hallenstadion, Zürich

At the bottom of the calendar view, there is a pagination control showing 'Page 1 of 1'. A red notice at the bottom of the page states: 'Notice: Every effort is made to ensure that the information presented in the calendar is correct and up to date. Teams sometimes alter their plans so times and/or locations are subject to change without notice.'

On the right side of the interface, there is a 'Your subscription' section indicating the user is subscribed to 1 calendar, with an 'Unsubscribe' button. Below that is a 'Select calendars' section with a 'Select all' checkbox and a list of various FIFA events, each with a 'View filters' link.

SOCIAL NETWORKS AND BLOGS NOW ACCOUNT FOR NEARLY

**25% OF THE TOTAL TIME
AMERICANS SPEND ONLINE**

SOCIAL MEDIA

FIFA's presence on Twitter and other social media is strong, this all adds value to their brand personality and tone of voice as existing and potential customers can see that they care and is a way of building trust.

This social aspect of a brand is something which could be incorporated into an intranet a lot more and would really bring a friendly and approachable tone to the site.



CDS RECOMMENDATIONS

DESIGN RECOMMENDATIONS IN SUMMARY

1. Secondary Events Navigation

Upcoming events pulled out into top header with dropdowns for easy access into deeper links related to primary areas of content

2. Static news banner

with use of diagonal layers to carry through FIFA brand elements. Introduction of green CTA's ensuring primary CTA's stand out at a glance

3. Quick calendar search

Designed to guide users directly to very specific areas held within the calendar.

4. Next events

Relating to the date at the top of the panel. Pulled out to allow quick and direct access

5. Notifications

Alerting users and identifies next tasks, eg. Newly added events, articles relating to identified areas of interest etc.

6. Next event countdown

Featuring related supporting content, imagery and direct links

7. Personalized quick link blocks

saved searches -
subscribed events -
News -

8. New colour palette

Helping users to quickly familiarize and identify different content blocks at a glance

DESIGN RECOMMENDATIONS IN SUMMARY

9. Events Mega Menus

Overview of content relating to each category at a glance, providing deep links into very specific areas of content

10. Promotional block

Supporting featured news, event branding, promotions ect.

11. Events

All events be viewed within the dropdown at any time and the user can quickly switch between the year of the event they are looking in.

12. Search by category

This features provides the user with a feel of the type of content they can search, and also allows the user to search within specific categories. That significantly reduces end users user journey.

13. Predictive Search

As end users start typing a dropdown below presents the users with content related to what they are searching for, weighted algorithms will the content to be presented in accordance to a predetermined weighting

14. Concertina secondary navigation column

Documents, links and resources can be added here, with a concertina approach allowing users to opened and close content easing assimilation

15. Calendar, weather and time zone toggle

User can flick between date picker to look at future and past events, check the weather or change the current time zone they are viewing in.

16. Day, Week, Month and List View tabs

Allowing users to choose who they want to engage with the calendar, be that as an over view of upcoming events, to reviewing additional content within the list view.

Wireframes



Enter keywords...



15 February 2016 13:43 CET

Title of a main headline banner

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut diam nec diam venenae dapibus. Fusce ex nibh, porta in efficitur vel, porta sed magna. Suspendisse non molestie ex, id

[Read more](#)

DAYS

199

HOURS

06

MIN

06

SECS

06

Futsal World Cup Colombia 2016

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[View event](#)
[9TH FEB 2016](#)


Search by



Calendar



Appointment type


[View results](#)

Next events

16TH FEB

[Olympic Football Tournaments Rio 2016 - Men](#)

16TH FEB

[Olympic Football Tournaments Rio 2016 - Men](#)

16TH FEB

[Olympic Football Tournaments Rio 2016 - Men](#)

16TH FEB

[Olympic Football Tournaments Rio 2016 - Men](#)

16TH FEB

[Olympic Football Tournaments Rio 2016 - Men](#)

16TH FEB

[Olympic Football Tournaments Rio 2016 - Men](#)

Featured

[Extraordinary FIFA Congress 2016](#)
[2018 World Cup Russia](#)
[Futsal World Cup Colombia](#)
[View all](#)


24 February 2016 11:43 CET

Title of a news story

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut diam nec diam venenae dapibus. Fusce ex nibh, porta in efficitur vel, porta sed magna. Suspendisse non molestie ex, id pulvinar quam. Nullam ac pulvinar mauris, nec porttitor nisi. Aliquam nunc, massa a tristique ultr.

[Extraordinary FIFA congress 2016](#)

Live

[Read more](#)


18 likes



28 Shares



03 February 2016 09:51 CET

Title of a news story

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut diam nec diam venenae dapibus. Fusce ex nibh, porta in efficitur vel, porta sed magna. Suspendisse non molestie ex, id pulvinar quam. Nullam ac pulvinar mauris, nec porttitor nisi. Aliquam nunc, massa a tristique ultr.

[FIFA confederations Cup](#)

Russia

2017

[Read more](#)


10 likes



28 Shares

12 January 2016 08:21 CET

Title of a news story

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[FIFA](#)
[Bahrain](#)
[Mesa](#)


10 likes



28 Shares

16 February 2016 10:00 CET

Title of a news story

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse ut diam nec diam venenae dapibus. Fusce ex nibh, porta in efficitur vel, porta sed magna. Suspendisse non molestie ex, id pulvinar quam. Nullam ac pulvinar mauris, nec porttitor nisi. Aliquam nunc, massa a tristique ultr.

[FIFA](#)
[Club World Cup](#)
[Japan](#)
[2015](#)


10 likes



28 Shares

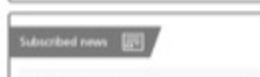
28 January 2016 15:24 CET

Title of a

28 January 2016 15:24 CET

Title of a

My tasks

[\(edit \)](#)


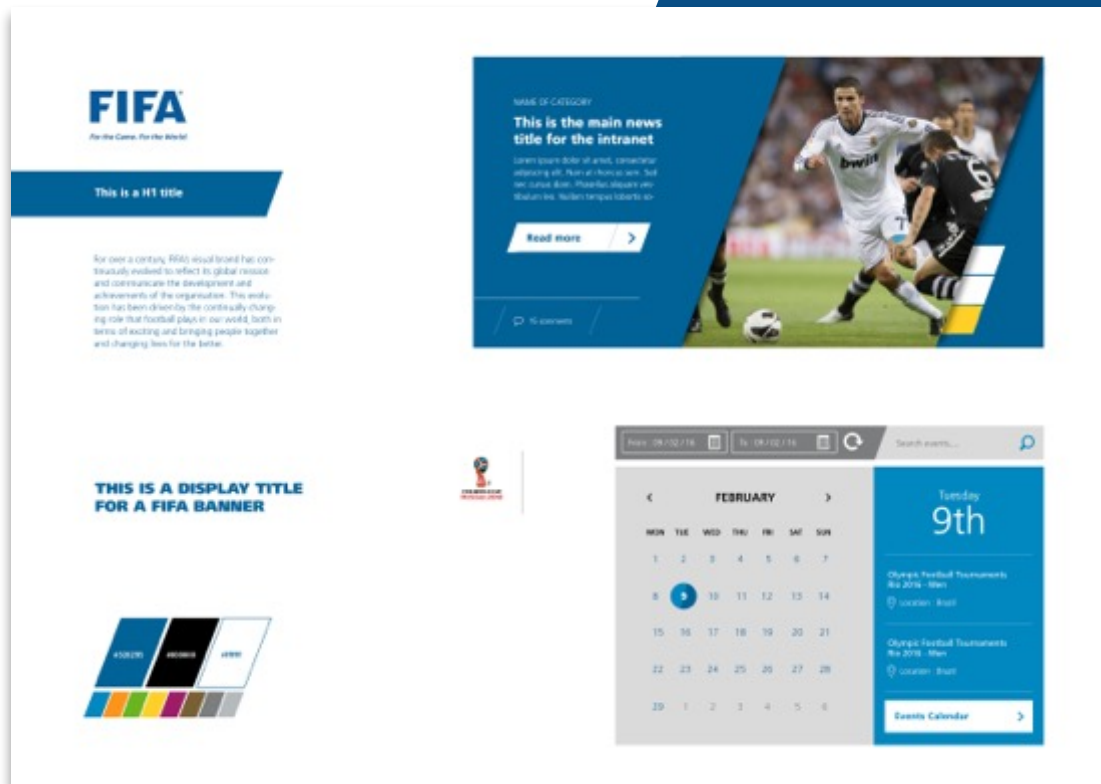
Mood boards

MOOD BOARDING

The mood boards bring together several design ideas which are not attached to any specific product, which we present and discuss to understand our client's preferences.

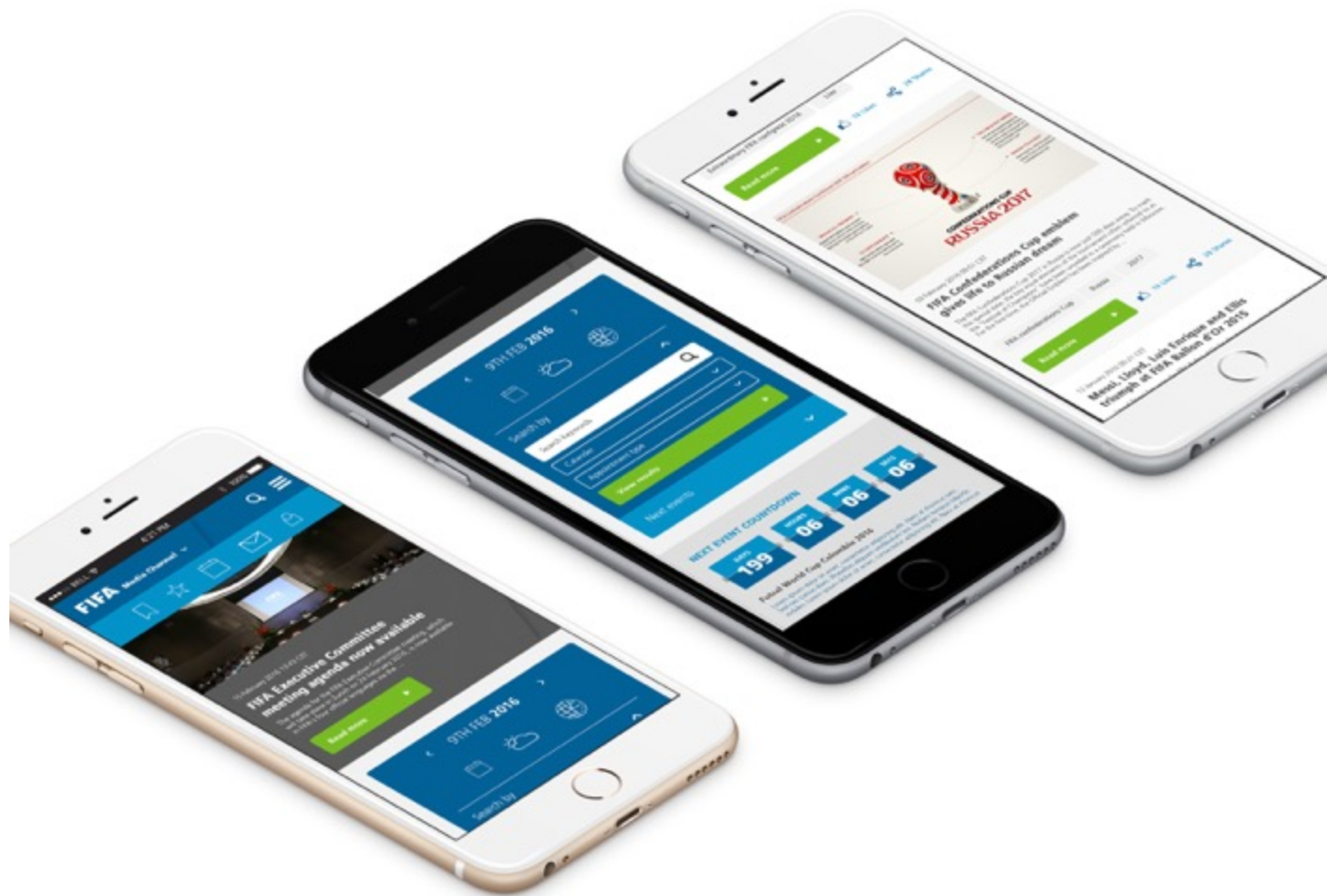
A mood board helps:

- Translate design concepts better than words
- Cut down on time spent revising
- Establish the theme of the product
- Stimulate discussion of design themes



Design concepts





Development & New Technology

New Developments

- Account Management
- EPiServer focus
- Allocated development team



NEW DEVELOPMENT TEAM



UX, Design & Development Team



John Waters

Business Analyst

6 years EPiServer

HND in Business Information Technology

Certificate in Management Studies



Paul Somerville

UX Consultant

5 years EPiServer



Dan Chircop

Lead Designer

1 year EPiServer



David Christie

Project Manager

4 years EPiServer

PRINCE2 Practitioner
Certified SCRUM Master



Mark Armitage

Senior Application Developer

6 years EPiServer

EPiServer Certified Developer (v7+)



Neil Furse

Senior Application Developer

5 years EPiServer

EPiServer Certified Developer (v7+),
ITIL Foundation



Louise Giles

Lead Front End Developer

6 years EPiServer

EPiServer Developer Fundamentals Diploma (v7+)



Adam Collier

Test Analyst

2 years EPiServer

ISTQB Test Foundation Certificate,
BTEC Software Management



Jennie Chan

Release Manager

10 years' Service Delivery

5 years' Release Management experience
ITIL Intermediate certified (ITIL v3)



Jason Barron

Technical Manager

6 years EPiServer

PRINCE2 Practitioner Developer Diploma



Ben Hopkins

Senior Application Developer

3 years EPiServer

EPiServer Advanced Developer (v6),
EPiServer Developer Fundamentals Diploma (v7+)



Juan Londono

Senior Application Developer

3 years EPiServer

EPiServer Advanced Developer (v7+)
Completed BSc Computer Science

Product roadmap | Seasonal releases

29

Spring '15

Fall '15

Spring '16

Fall '16

Powerful

Cloud bundles
Digital Experience Hub
Catalog enhancements

Discounts and promotions
Instant templates
Improved forms
Commerce performance

Content optimization
Behavioral content
Social functions

Self-care portal
Omnichannel Order mgmt
Customer service tools

Agile

Improved in-page editing
Multi-publish & preview
8 new DXH connectors
Single sign on

Collaborative workflows
Reference architecture
Content staging I
Automated provisioning

PaaS advances
Content staging II
Mobile connectivity
Find scalability

Marketing campaigns
Commerce blueprints
IT security certification

Insightful

PowerSlice
Content compare
Find Virtual Appliance

Commerce campaigns
Find enhancements

Profile store
Experience builder
Improved reporting

Campaign ROI
Profile enrichment

Sustain

Commerce for Ektron
Find for Ektron

Ektron 9.1 SP2
- Updates & bug fixes
- Migration resources

Ektron 9.1 SP3
- Updates & bug fixes

Ektron 9.2
- Windows 10

EpiServer Roadmap

- Business Features
- Technical Features
- Digital Experience Cloud (DXC)
- Ektron support

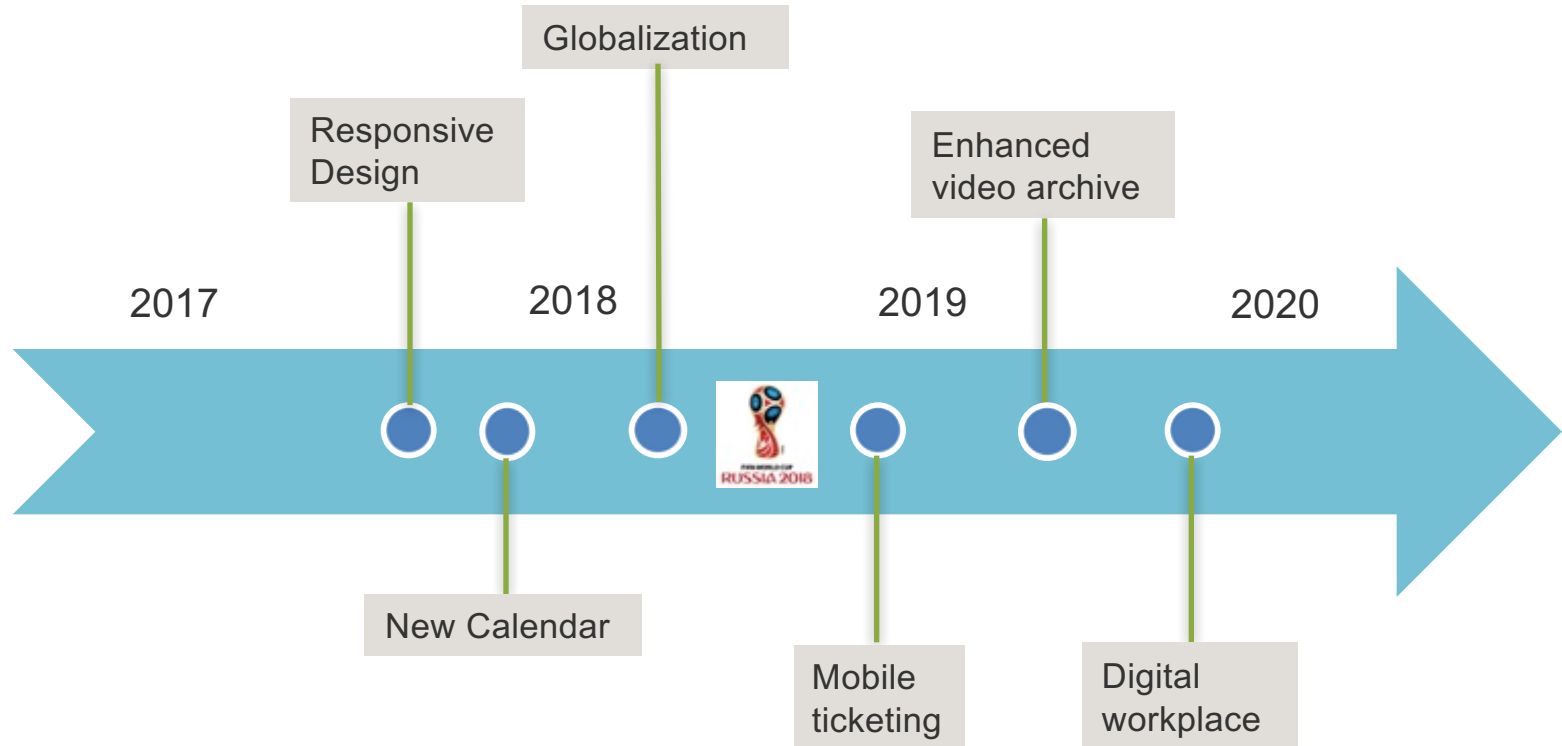
EpiServer Roadmap

- Business Features
 - New X-Forms
 - Social
 - Profile enrichment
- Technical Features
 - Nuget upgrade method
 - Content staging
- Digital Experience Cloud (DXC)
- Ektron support

New Developments



Roadmap (v01)



Summary

Why CDS?

- Proven service management
- SLA aligned to business requirements
- Proven transition successes
- Rackspace partnership
- EPiServer experts
- Dynamic + Reliable



Thank you for listening



**Clare
Gledhill**

Head of
Production

10 years
delivering
EPiServer
projects



**Jason
Barron**

Technical
Manager

6 years
EPiServer

PRINCE2
Practitioner,
EPiServer
Developer
Diploma



**John
Brownlie**

Head of
Service
Delivery

5 years
EPiServer

ITIL
Intermediate,
ITIL
Practitioner,
BCS
Specialist,
MCP, MCTS



**James
Davis**

Bid Manager

7 years
EPiServer

BCS Agile
Practitioner



**Paul
Somerville**

UX Consultant

5 years
EPiServer



**Dan
Chircop**

Lead Designer

1 year
EPiServer

Thank you for listening

Add title here

Title of the slide

- Bullet point
- Bullet point

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vestibulum urna eget nibh vulputate tempus. Sed sem elit, sodales tincidunt malesuada ut, euismod eget turpis. Aenean pellentesque hendrerit mi in placerat. Curabitur non euismod arcu. In euismod diam pharetra nisi congue, in dignissim ipsum volutpat. Nulla a malesuada nunc, ac blandit dolor. Fusce tincidunt urna vitae mi pharetra porta. Vestibulum et mauris est. Phasellus venenatis egestas bibendum. Praesent maximus nec lectus eu rutrum. Maecenas lacus diam, luctus nec auctor quis, iaculis at ante. Fusce eu velit condimentum, venenatis lorem non, aliquet ante. Sed gravida luctus risus imperdiet maximus. Vestibulum sed augue ac risus dictum placerat vitae sit amet dui. Ut odio nunc, rutrum ut massa sit amet, ornare pharetra tortor.