The Global Portal
UI Visual Identity

Contents

This document presents the selected visual identity for the Global
Portal covering the following:

- Design rationale and philosophy
- Examples of designs based on the visual identity
- Rationale for selecting the final design.

Design rationale

Our rationale for the design is based around a conceptual statement about the user experience that describes the identity of the portal:

"The Global Portal is 'how' we do things as One Andersen using One Portal."

Our design is based on creating a visual representation of this identity from a vision that it will become the global single point of access for Andersen. This will be where users constantly go to address the question of "What do I want to do today?".

Design philosophy

Space, colour and clarity are the essence of the design, with the logo defined as the 'hero' to provide a global, common focus. This combination creates a harmonious and well balanced visual design that flows throughout the site.

Sense of white 'space' is achieved through the use of evenly placed elements within the page. 'Colour' is employed to enhance focus on content through minimal use of the primary and secondary colour palette, with particular emphasis on the primary palette. 'Clarity' is defined through the structure and ordered positioning of elements within the page.

The overall effect produces an engaging, professional and well-organised visual identity that is fresh to the user time and time again, while creating a user experience reinforcing our one global vision.
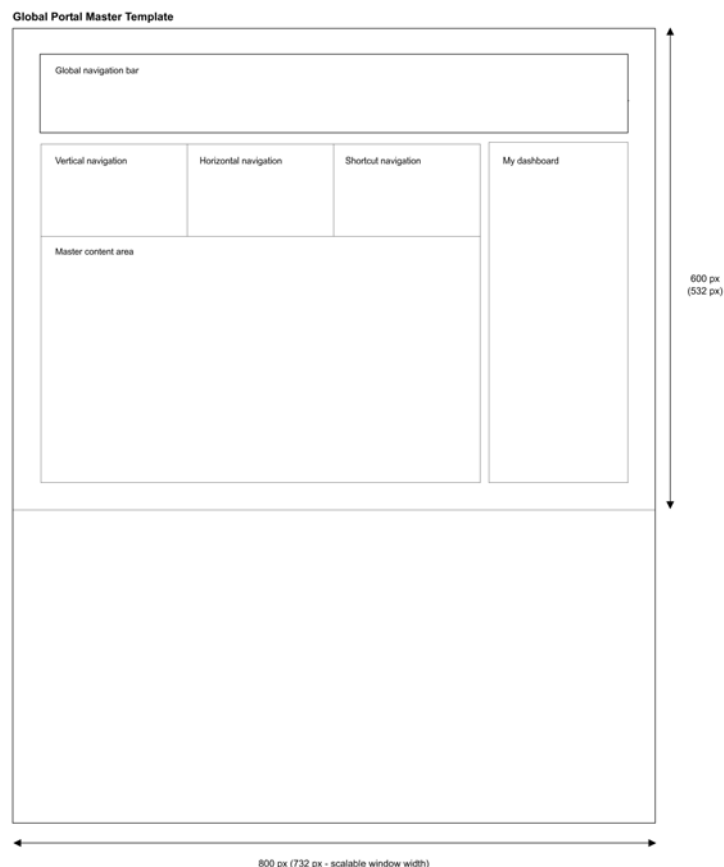
Visual design features

- Follows Andersen global brand guidelines to retain Andersen visual identity used in both the external corporate web site as well as the intranet

- Categorizes content and navigation into proximity groups for familiarity and ease of use

- Employs short phrases to enhance readability

- Uses page layouts that are consistent and recognisable

- Follows best practice usability such as obvious and consistent navigation, effective visual aids and maximum use of screen real estate for content

- Brings into focus content which is relevant to user for rapid learning and maximum productivity

- Optimises download time by using only graphics that enhance content or that lead to a better understanding of the information being presented.

Global Portal Master Template

Global Portal Master Template

Global navigation bar

| Vertical navigation | Horizontal navigation | Shortcut navigation | My dashboard |

Master content area

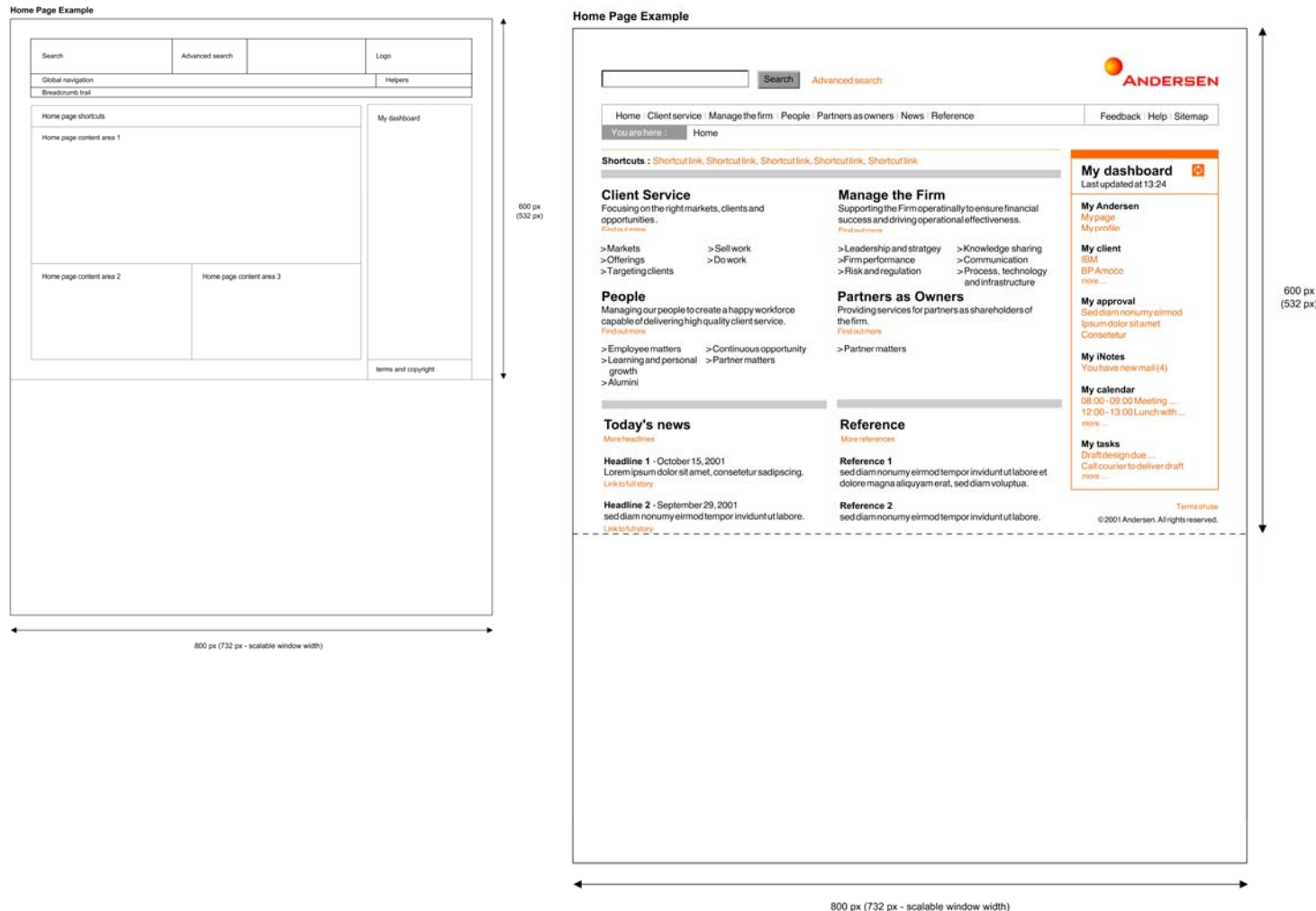600 px
(532 px)

800 px (732 px - scalable window width)

The Global Portal master template encompasses the design philosophy and design principles of the visual identity.

It consists of three main layout areas as follows:

- **Global navigation bar**
  This exists on the top of every page and contains all main navigation functionality, including search, which aids the user in navigating through major areas of the site. It also contains the Logo which forms navigation in terms of accessing the home page

- **Vertical navigation**
  This area provides links to related content below the current level

- **Horizontal navigation**
  This area provides links to other content at the same level

- **Shortcut navigation**
  This area provides links to specific content areas as specified by the content owner

- **Master content area**
  This is the main area for content which can include text, data, links and applications. This is based on maximised use of real estate for content, is left justified and scales vertically (never horizontally)

- **My dashboard**
  A specific area on the right hand side which provides personalised content defined from the user's profile details and customised content chosen by the user.

Home Page Example

Search | Advanced search | Logo
Global navigation | Helpers
Breadcrumb trail
Home page shortcuts | My dashboard
Home page content area 1
Home page content area 2 | Home page content area 3
terms and copyright

600 px (532 px)

800 px (732 px - scalable window width)

Home Page Example

Search | Advanced search | ANDERSEN

Home | Client service | Manage the firm | People | Partners as owners | News | Reference | Feedback | Help | Sitemap
You are here : Home

Shortcuts : Shortcut link, Shortcut link, Shortcut link, Shortcut link, Shortcut link

My dashboard
Last updated at 13:24

Client Service
Focusing on the right markets, clients and opportunities .
Find out more

> Markets
> Offerings
> Targeting clients
> Sell work
> Do work

Manage the Firm
Supporting the Firm operationally to ensure financial success and driving operational effectiveness.
Find out more

> Leadership and stratgey
> Firm performance
> Risk and regulation
> Knowledge sharing
> Communication
> Process, technology and infrastructure

My Andersen
My page
My profile

My client
IBM
BP Amoco
more ...

People
Managing our people to create a happy workforce capable of delivering high quality client service.
Find out more

> Employee matters
> Learning and personal growth
> Alumini
> Continuous opportunity
> Partner matters

Partners as Owners
Providing services for partners as shareholders of the firm.
Find out more

> Partner matters

My approval
Sed diam nonumy eirmod
Ipsum dolor sit amet
Consetetur

My iNotes
You have new mail (4)

My calendar
08:00 - 09:00 Meeting ....
12:00 - 13:00 Lunch with ...
more ...

Today's news
More headlines

Headline 1 - October 15, 2001
Lorem ipsum dolor sit amet, consetetur sadipscing.
Link to full story

Headline 2 - September 29, 2001
sed diam nonumy eirmod tempor invidunt ut labore.
Link to full story

Reference
More references

Reference 1
sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Reference 2
sed diam nonumy eirmod tempor invidunt ut labore.

My tasks
Draft design due ...
Call courier to deliver draft
more ...

Terms of use
© 2001 Andersen. All rights reserved.

600 px (532 px)

800 px (732 px - scalable window width)

The Global Portal home page is an example of the top level (level 0) implementation of the master template.

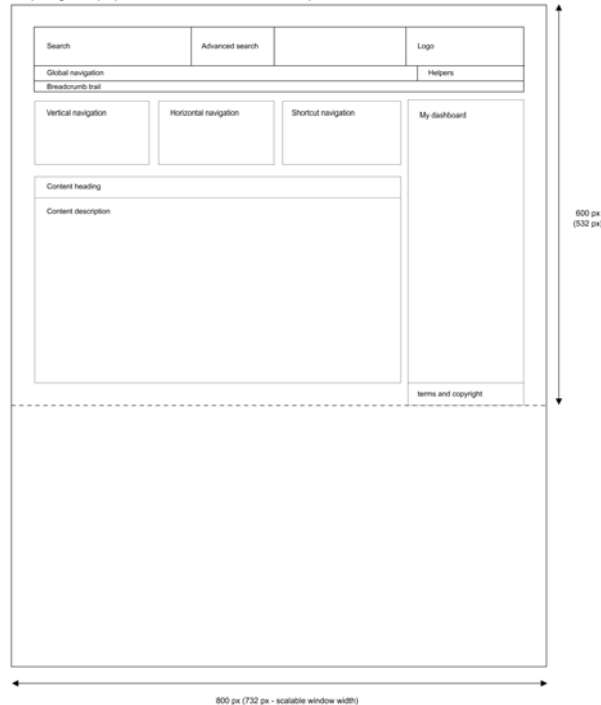This page sets the context of the look and feel for the rest of the site.

Key design features are:

- subtle use of orange and grey

- applied balance of content proximity with white space

- use of layout borders to frame content with vertical and horizontal thin lines and horizontal bold blocks

- the homepage content area 1, to comprise text and links from primary levels of the framework

- homepage content areas 2 and 3, to comprise text and links from elevated levels of the framework.
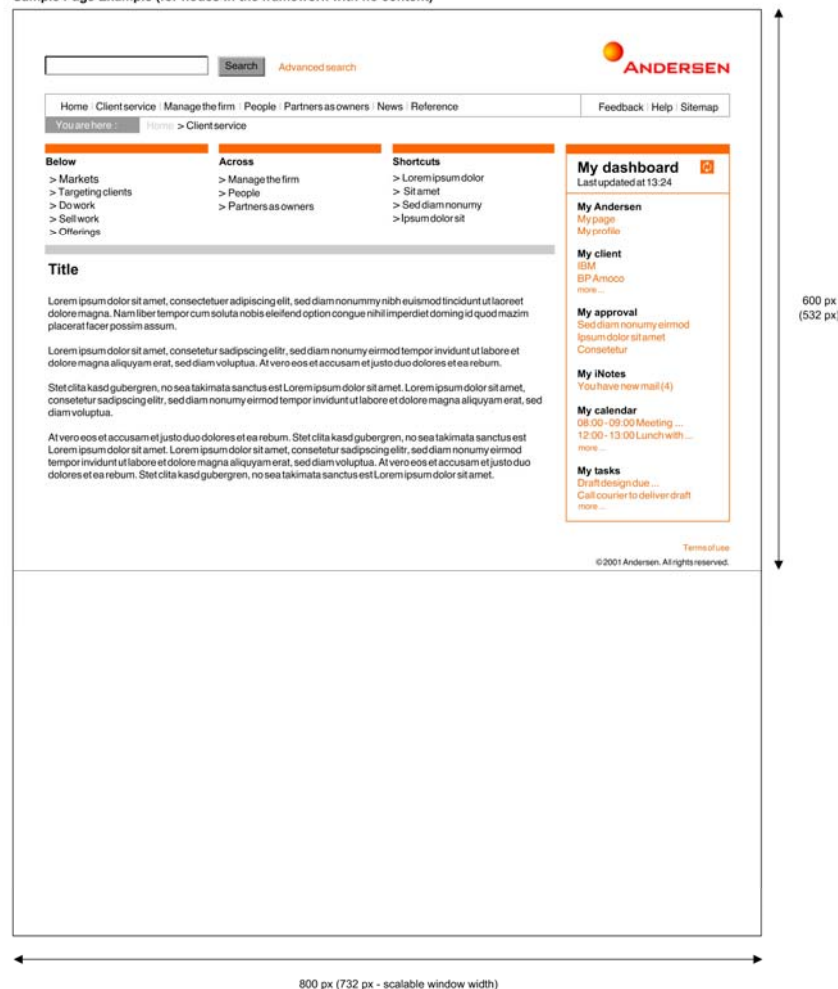
Sample Page Example (for nodes in the framework with no content)

Search | Advanced search | Logo

Global navigation | Helpers
Breadcrumb trail

Vertical navigation | Horizontal navigation | Shortcut navigation | My dashboard

Content heading

Content description

terms and copyright

600 px
(532 px)

800 px (732 px - scalable window width)

Search | Advanced search

ANDERSEN

Home | Client service | Manage the firm | People | Partners as owners | News | Reference | Feedback | Help | Sitemap

You are here : Home > Client service

Below
> Markets
> Targeting clients
> Do work
> Sell work
> Offerings

Across
> Manage the firm
> People
> Partners as owners

Shortcuts
> Lorem ipsum dolor
> Sit amet
> Sed diam nonumy
> Ipsum dolor sit

My dashboard
Last updated at 13:24

My Andersen
My page
My profile

My client
IBM
BP Amoco
more ...

My approval
Sed diam nonumy eirmod
Ipsum dolor sit amet
Consetetur

My iNotes
You have new mail (4)

My calendar
08:00 - 09:00 Meeting ...
12:00 - 13:00 Lunch with ...
more ...

My tasks
Draft design due ...
Call courier to deliver draft
more ...

Title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.

Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Terms of use
© 2001 Andersen. All rights reserved.

600 px
(532 px)

800 px (732 px - scalable window width)

The Global Portal sample page is an example of a level 1 implementation of the master template.

This particular example shows how a section in the framework with no content would appear.

Key design features are:

- introduction of navigational links at the top of the content area

- support for vertical scrolling only if content area extends beyond the minimum height

- the content heading and description comprising of text only.

Sample Page Example (for nodes in the framework with content)
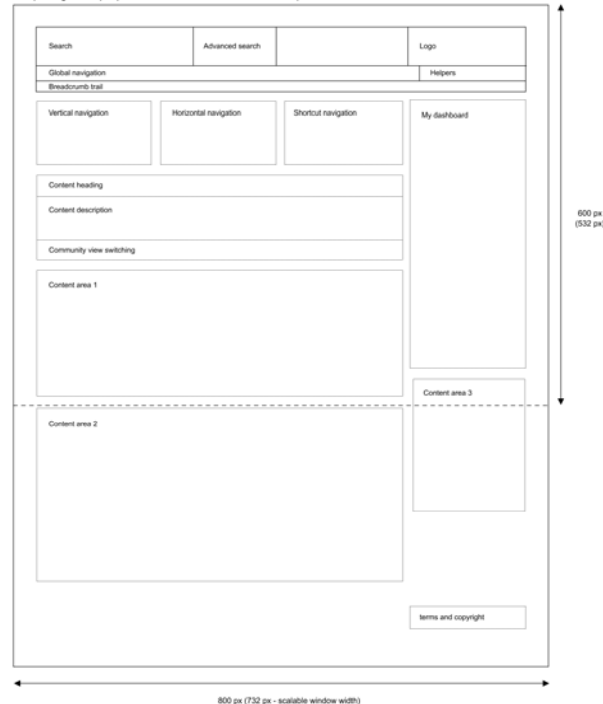
Sample Page Example (for nodes in the framework with content)

As for previous except this example shows how a node in the framework with content would appear.
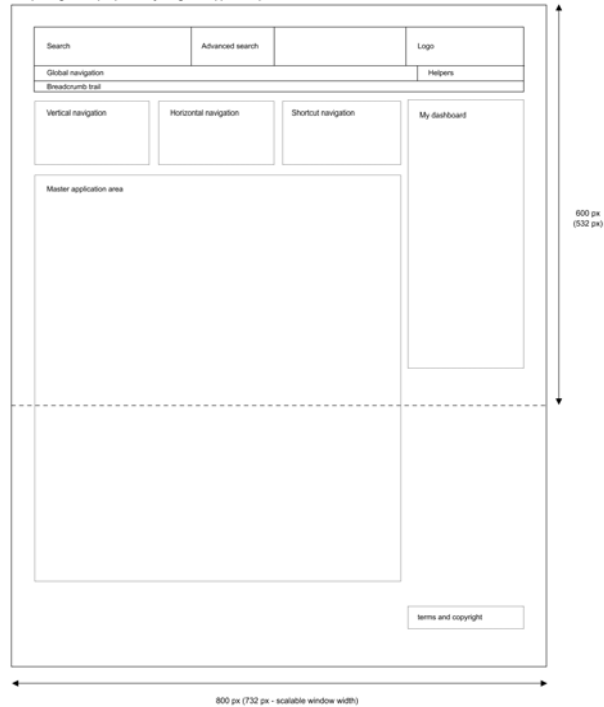
Key design features are as for previous with the addition of:

- use of icons to distinguish different types of content links

- framing within content area using standard blocks and lines

- content area 1 and 2 comprising text, links and dynamic content

- content area 3 comprising a content key to help the user identify different types of content

Sample Page Example (for a fully integrated application)

Sample Page Example (for a fully integrated application)
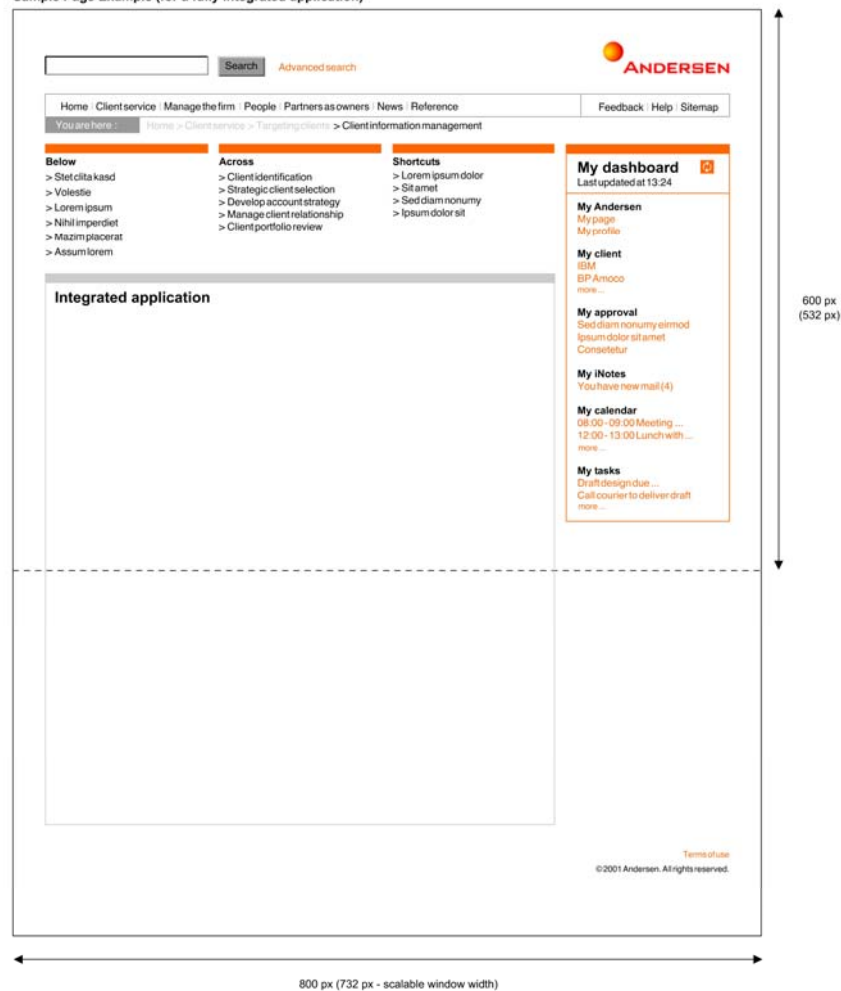
As for previous except this example shows how a fully integrated application could appear.

Key design features are as for previous with the addition of:

- the master application area would comprise both the application and its navigation.

Rationale for selected design

The selected design was chosen because of the following rationale:

- **Navigation**

  All navigation items are grouped in proximity at the top of the content area to let the user scan for links easily and efficiently and prevent them having to scroll down pages or look through content in order to find the links

- **Colour usage**

  Although colour coding can be used as a visual aid in differentiating and grouping various high level content areas (as suggested in alternative designs), colour alone cannot be relied upon to communicate a message as different nationalities have varying interpretation of colour.   Some users may also be colour blind which decreases the effectiveness of using colour

- **Layout**

  Based on existing applications, the chosen design allows for best integration and fit for maximum content real estate. Although the three column designs (alternative concept layout 1 & 2) allow for expansion of items in the 'navigation bar' and 'My dashboard' they do not make best use the space for content.

Overview of alternative concepts

Alternative concept 1 – left hand navigation

Three column layout incorporating left hand navigation function based on a strong conventional view that users have grown accustomed to looking in certain areas on a screen to find navigational aids.

Alternative concept 2 – right hand navigation

Three column layout incorporating right hand navigation function based on a view that when placed on the right, navigation can enhance efficiency by location much closer to the scroll bar. This allows users to quickly move the pointer between the scroll bar and the navigation items.

Alternative concept 3 – colour usage

Use of colour coding to define and differentiate various high level categories. Assists the user in identifying which root level they are within, when they drill much deeper into the site and helps to reduce disorientation. (note: only Level 0 is shown)

Alternative concept 1 – left hand navigation

Alternative concept 2 – right hand navigation

Alternative concept 3 – colour usage