

Art of Communication:

**The importance
of design and
digital innovation.**

What people say:

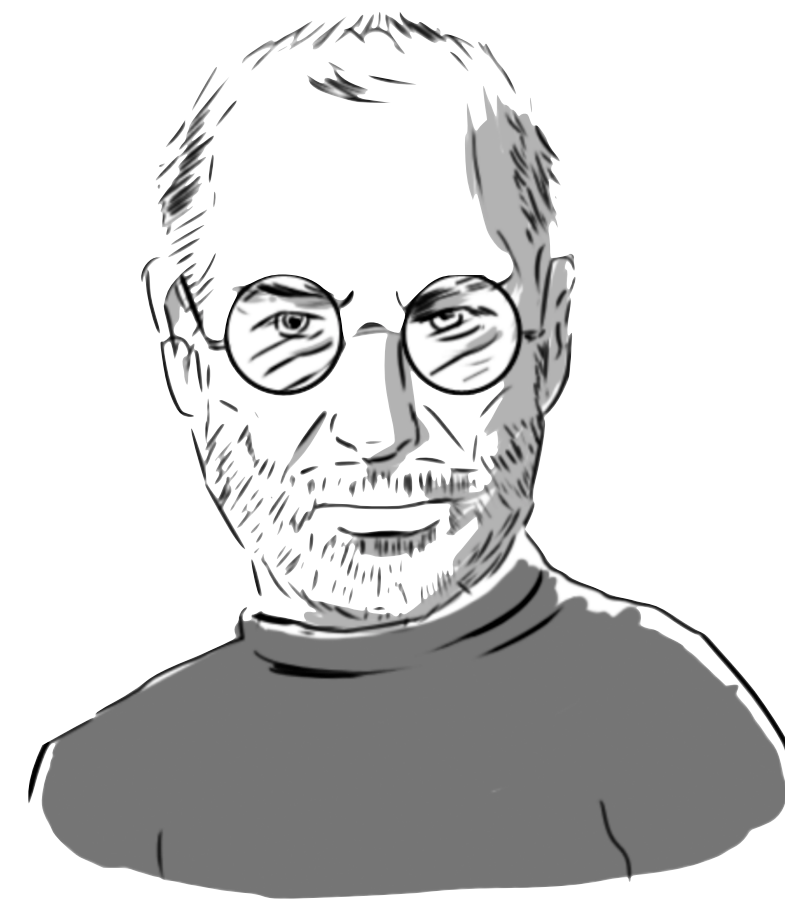
**“GOVERNMENT
WEBSITES
ARE CRAP..”**

Why do they say this?:

- **People buy with their eyes**
- **They expect engagement**
- **Audiences buy into brands**
- **They need recognition**
- **They need to feel wanted**

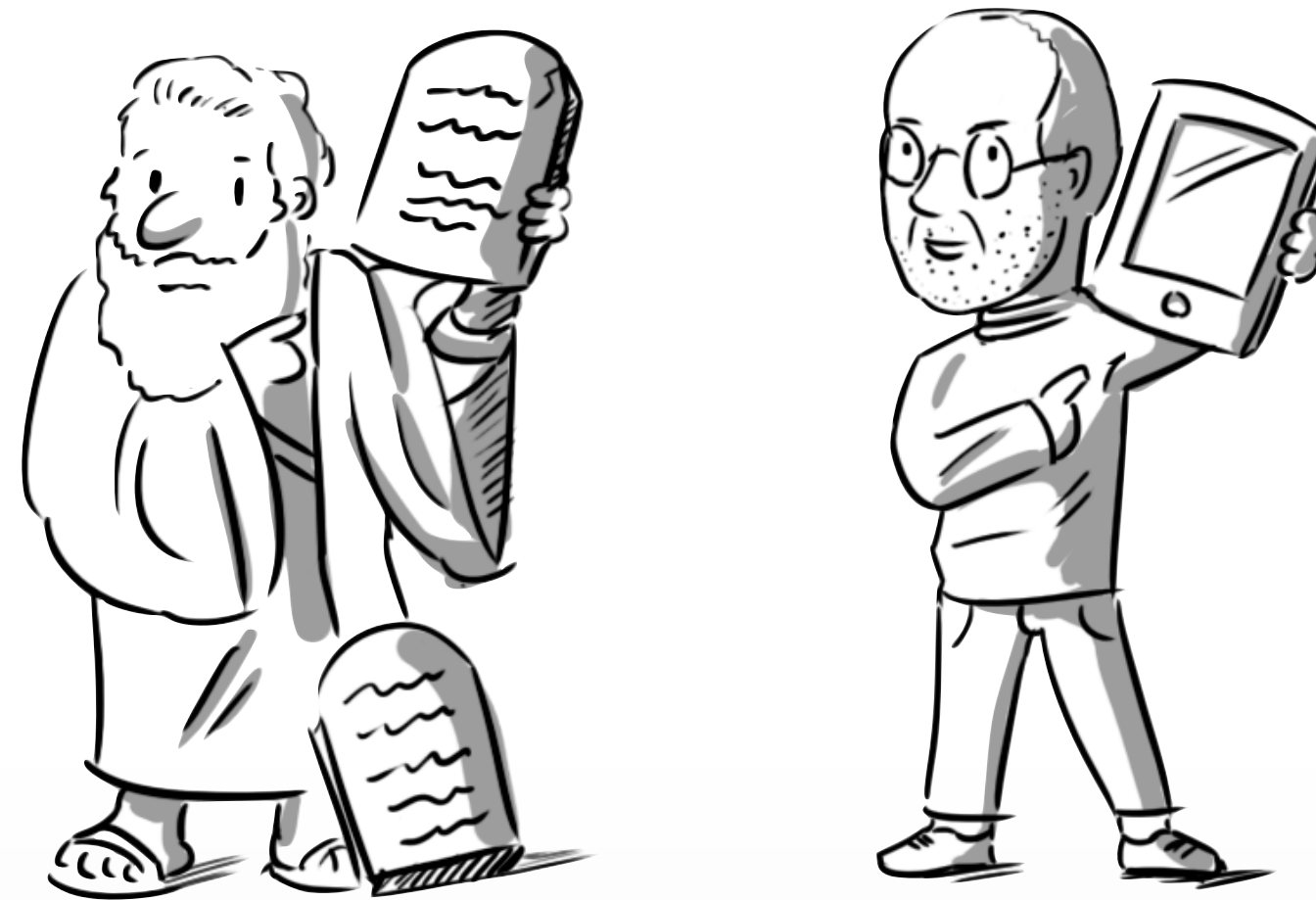


The world's greatest designers
made you buy into their brands.



(look to others)

“It’s really hard to design products by focus groups. A lot of times, people don’t know what they want until you show it to them.” [steve jobs]



The evolution of the tablet!

**Devices make the user expect more...
they are more savvy than ever before.**

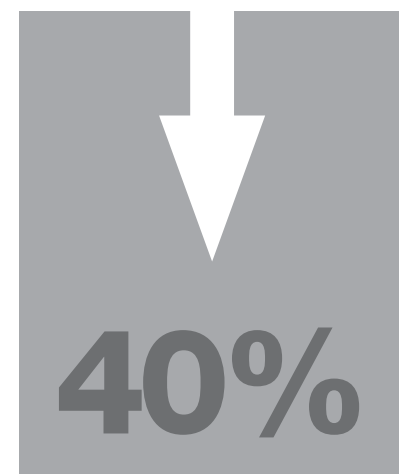


“Yeah, but the user interface is rubbish..”, 12 year old.

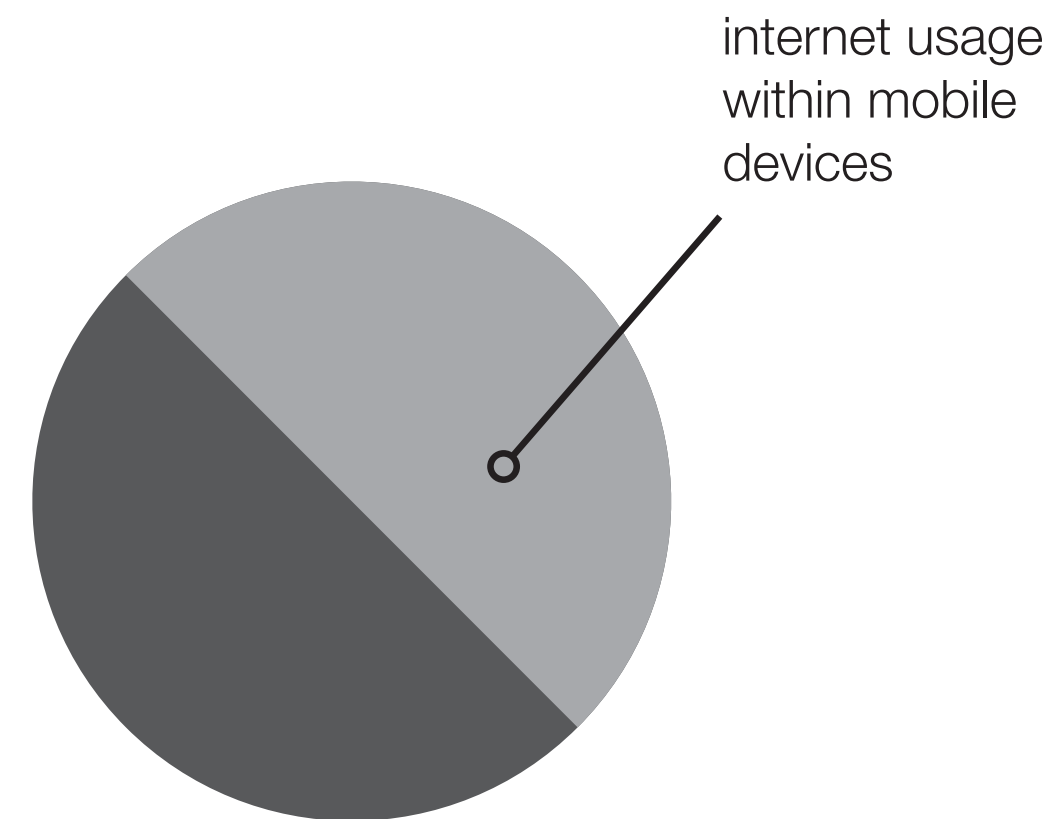
Mobile devices have raised the bar and lowered the attention span.



customers



non customers



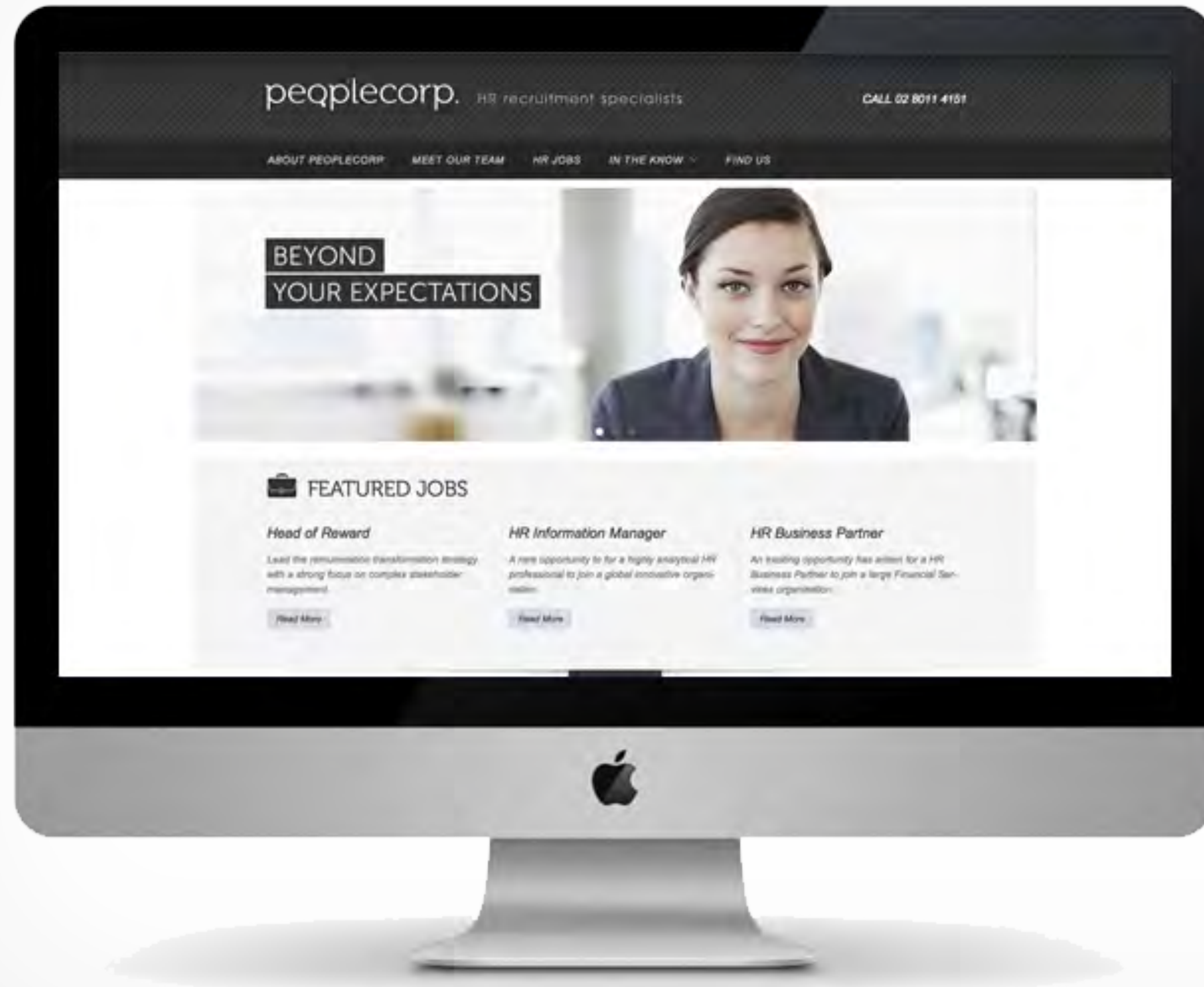
Smartphone ownership is growing exponentially.

More than half of smartphone users use the device to browse the internet.

For this reason, the architectural and aesthetic design of your online project now needs to adapt.

Your design should adapt to the user's environment and expectations or run the risk of disconnecting them from your business offering.

Responsive design.

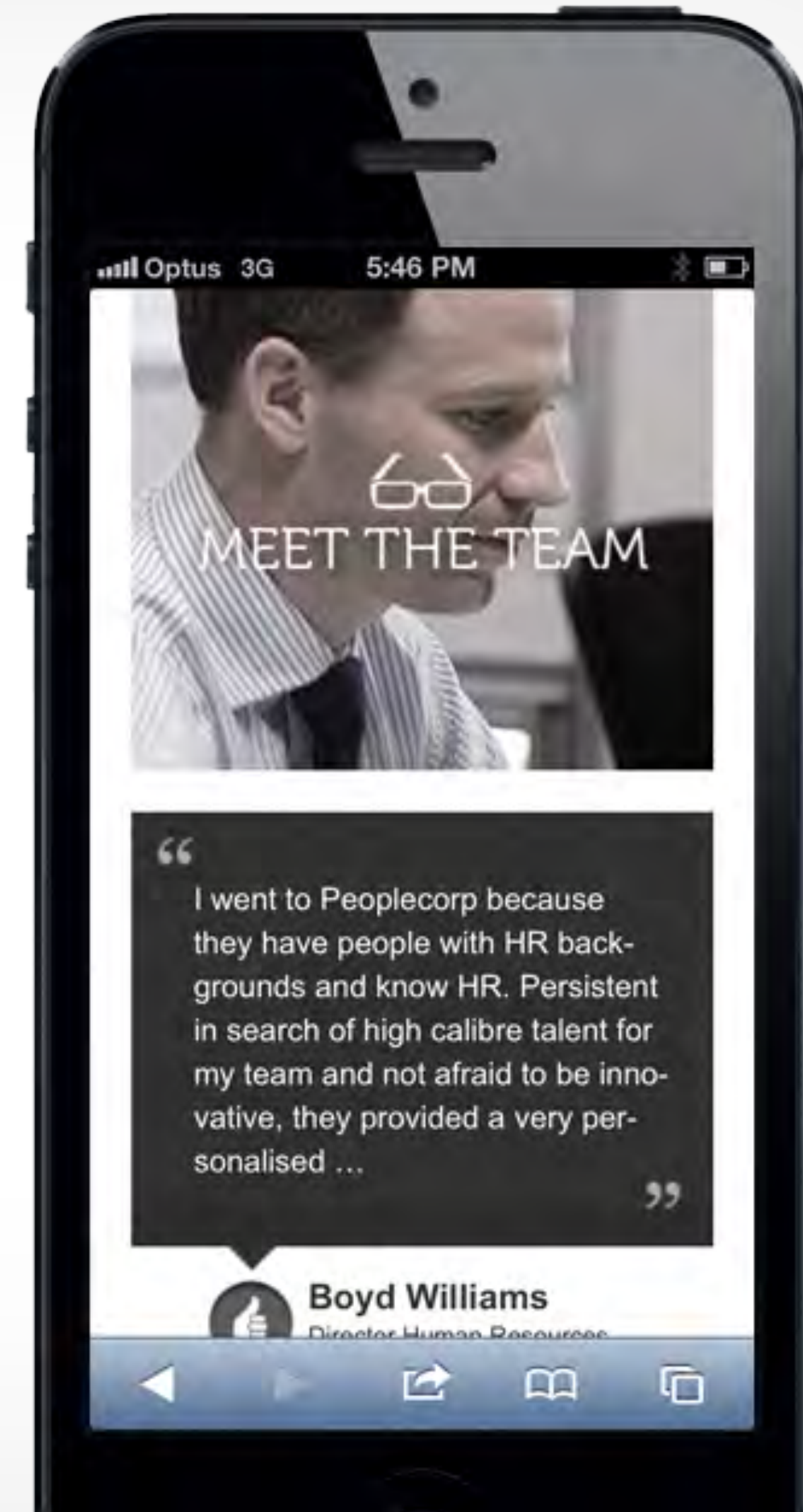


Personal computer to mobile device.

Responsive design.



Personal computer to mobile device.



Case study - Westpac Ruby Connection:

Design is not simply about graphics, it is about creating a user experience.


UX Case study - Westpac Ruby Connection:

The screenshot displays the Westpac Ruby Connection website. At the top left is the logo "Ruby Connection" in red. To the right are links for "Become a Member" and "Sign In". A search bar with a magnifying glass icon and the word "Search" is positioned next to them. Below the logo is a navigation menu with items: Home (highlighted), Articles, Events Calendar, Forum, Members, Competitions, and About. The main content area is divided into several sections. On the left, there is a large red circular graphic with a white starburst pattern, followed by the heading "Inspiring Women Leader Group Coaching Program" and a paragraph of placeholder text. To the right of this is a vertical sidebar with three red boxes: "Ruby. Of The Month Rosemary Howard", "Latest Competition Beauty Pack of The Year", and "Upcoming Event Inspiring Women Leader Group...". Further right is a section for "Larke's Blog" featuring a photo of a woman and the heading "Full Moon Moments" with a short paragraph and a "Read More" link. Below the main content area, there are three columns. The left column is titled "Articles" and features a photo of a woman with the heading "Do you suffer from the 'But I'm an expert' dilemma?" by Yvonne McIntosh. The middle column is titled "Forum" and features a quote: "I'm thinking of returning to work after my first child, how should I approach it?" by Karen Zaskolny. The right column is titled "Upcoming Events" and includes a calendar icon showing "JAN 14" and a list of events: "23rd FEB Boardroom Babble Brisbane" and "17TH Communicating CSR".

Ruby Connection Become a Member | Sign In

Search Search

Home ♦ Articles ♦ Events Calendar ♦ Forum ♦ Members ♦ Competitions ♦ About



Inspiring Women Leader Group Coaching Program

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nunc massa, tinci unt at imperdiet quis, ornare tincidunt.

[Read More](#)

Ruby. Of The Month


Rosemary Howard

Latest Competition

Beauty Pack of The Year

Upcoming Event

Inspiring Women Leader Group...



Larke's Blog

Full Moon Moments


I sat down to write this blog and my only thought was...

[Read More](#)

Past Blogs:

- [Power Week \(12 Oct '10\)](#)
- [Will Power II \(8 Oct '10\)](#)
- [Will Power \(5 Oct '10\)](#)

Articles



Do you suffer from the "But I'm an expert" dilemma?

by **Yvonne McIntosh**

You may have heard it before: Experts get paid a lot

Forum

"I'm thinking of returning to work after my first child, how should I approach it?"

By **Karen Zaskolny**

Upcoming Events

[View full event calendar](#)

JAN	14
23rd FEB	Boardroom Babble Brisbane
17TH	Communicating CSR:

UX Case study - Westpac Ruby Connection:

The screenshot displays the Westpac Ruby Connection website interface, which is organized into several key sections:

- In The Spotlight:** A horizontal row of three featured profiles. Each profile includes a category label (Members, Businesses, Ruby Staff), a portrait photo, and the individual's name and role. Lauren Gilchrist is the Director at 3E Fitness; Zebra Research is a business partner with the website www.zebra-research.com.au; and Jessica Howe is a Ruby Staff member at Westpac Women's Markets.
- Subscribe:** A red button located in the top right corner of the main content area.
- See Who's Here:** A section titled "See Who's Here" with the subtext "See everyone". It features a grid of small profile pictures and logos for various brands like Dell Outlet, ELLE UK.COM, and FT. Below the grid is a "Get Connected" button.
- Member Benefits:** A section with a dark header containing three bullet points, each with a green checkmark: "Get the latest industry news", "Share ideas with other Ruby members", and "Attend or create your own event".
- Ruby. on twitter:** A section with a red header. The text below asks, "Do you give your customers the appreciation they deserve? Ross Cameron shares his thoughts in the latest video:" followed by a red link: <http://youtu.be/Guxf9DlrVY>.
- Latest Poll:** A section with a red header and a poll question: "What topic do you most often need information on?". The poll options are "Marketing" (selected with a blue radio button), "HR", and "Sustainability".

CASE STUDY - RUBY CONNECTION

GOALS

Existing product not performing.

ISSUE

Customers were not engaged.

RESEARCH

They wanted to 'own' the brand and contribute.

GOAL

Increase from 4,000 active users to 10,000 > 9 months.

STRATEGY UNDERTAKINGS

- Research and user groups
- Engaged audience early
- Asked them to contribute
- Supported with marketing campaign, pr, blogs, articles,



RESULT:

12,000 active users within 5 weeks.

UX Case study - Westpac Brand Site:

The screenshot shows a web browser window with the URL `cms.intranet.westpac.com.au/content/CORP/CorpTemplt.nsf/Pages/BrandGuidelines`. The page features the Westpac logo and the slogan "Living Local. Working Westpac." with the date "Thursday, 2 December 2010". A search bar is located in the top right corner.

The main content area is titled "Westpac Brand" and contains the following text:

At its heart, our brand is made up of the tens, the hundreds, the thousands of interactions the customer has with the brand each day. From what they hear about us, to the conversation that they have with us in the branch, to the telephone banking experience, to the advertising. The key to success is ensuring that all of these experiences are consistent to a single strategy, and all of us, in every area of the business, are accountable for the brand experience.

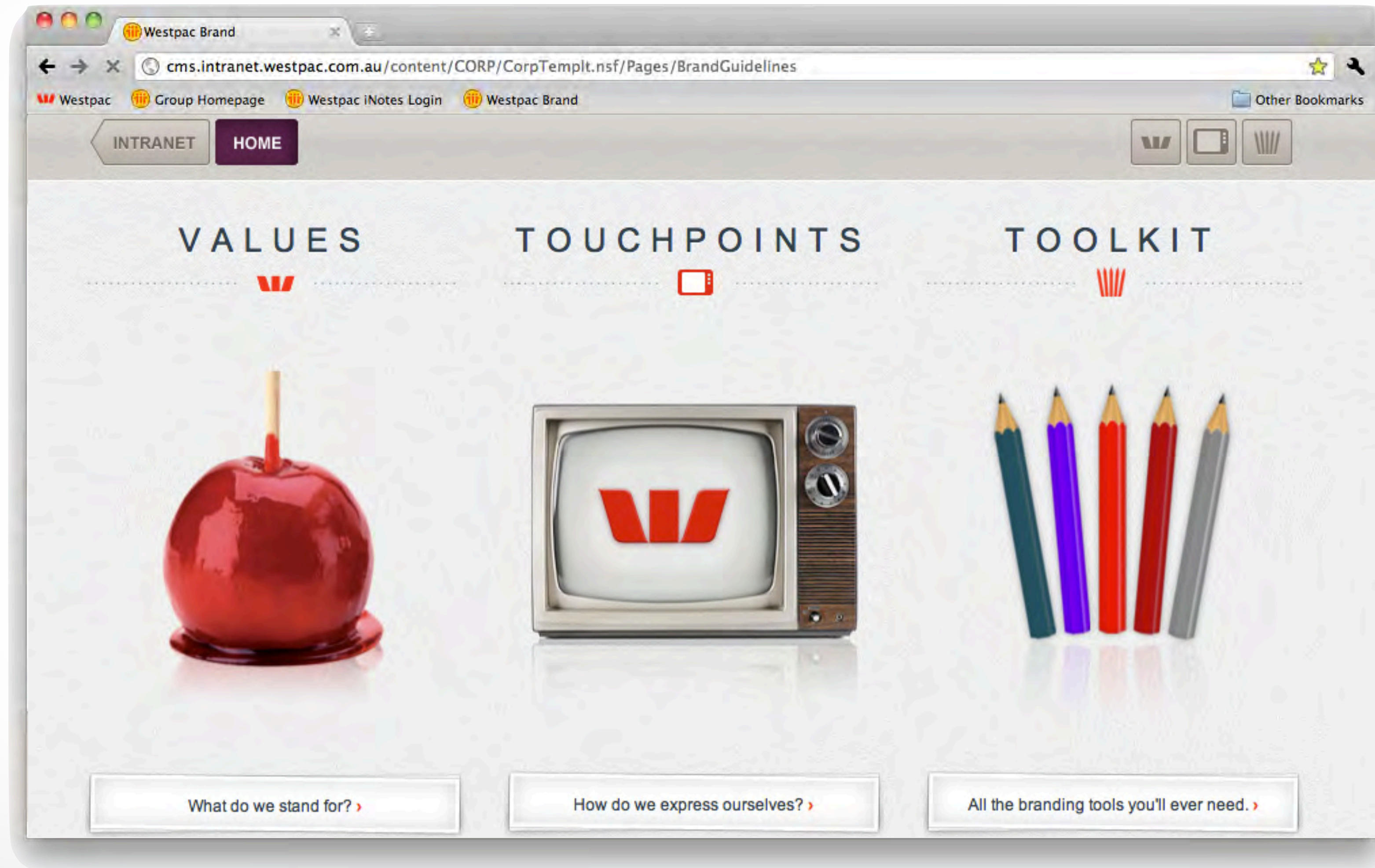
In Twenty17 we've articulated a powerful corporate strategy and we're revolutionising the way we do business, empowering our **local teams** and **putting customers at the heart of everything we do to ensure we earn all of their business**. We now have a brand strategy that is consistent with and complements this corporate strategy.

The page includes several navigation and utility sections:

- Left Sidebar:** Vision & Values, Business Units, Resources & Tools, Peoplexpress, NewsRoom, Useful Links.
- Bottom Left:** People Directory (with Westpac and St. George logos).
- Our Brand:** Our brand positioning, Our brand personality, We're in the real world, View our advertising, Our Brand Story, Video and Principles Book, Brand Q & A.
- Toolbox:** Brand Guidelines, Corporate Templates, Marketing Brief template, Westpac Logos, Brand Palette Cards, Legal Sign Off Procedures & Checklists.
- Contact Us:** How to contact Brand?
- Related information:** Promotional Items, Local Area Marketing, Create your email signature, Merchandising Calendar, The Westpac Group Brand Identity, Internal Communications Homepage, Branch Marketing Review.

At the bottom left, the footer contains the text: "Content Owner is Brand & Marketing. Contact is Deb Chegwidder. Ph (02)8254116123. Last updated: 04/07/2010 02:45 PM". At the bottom right, there is a link to "Visit the Westpac website" with the Westpac logo.

UX Case study - Westpac Brand Site:



UX Case study - Westpac Brand Site:

INTRANET HOME
BRAND SITE

Westpac Group brand page.

For any co-branding or specific logo requests, please get in touch with **Melissa Loveday** (02) 8219 (4) 8777 in the brand team.

WHICH LOGO IS BEST TO USE?

PNG **TRANSPARENT BACKGROUNDS**
(e.g. marketing material, product brochures, internal communications or sponsorship signage).

JPG **ON SCREEN**
e.g. internal communications or powerpoint presentation.

EPS **SUPPLY TO PRINTERS/ CREATIVE AGENCY**
Note: you won't be able to view an EPS file on your computer, but your printer / agency needs this file type to best reproduce our logo.

OUR LOGOS	DOWNLOAD OPTIONS		
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS
	PNG	JPG	EPS

Westpac Intranet > Brand Communications > Westpac Brand

- Vision & Values
- Business Units
- Resources & Tools
- Peopleexpress
- NewsRoom
- Useful Links

Westpac Brand

Our Brand


- > [Our brand positioning](#)
- > [Our brand personality](#)
- > [We're in the real world](#)
- > [View our advertising](#)
- > [Our Brand Story, Video and Principles Book](#)
- > [Brand Q & A](#)
- > [Our brand positioning](#)
- > [Our brand personality](#)
- > [We're in the real world](#)
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- > [Brand Q & A](#)
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- > [Our brand personality](#)
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- > [View our advertising](#)
- > [Our Brand Story, Video and Principles Book](#)
- > [Brand Q & A](#)

People Directory

Content Owner is Brand & Marketing
Contact is Deb Chegwidan, Ph (02)825
Last updated: 04/07/2010 02:45 PM

UX Case study - Lings cars:

CAR LEASING
Want a cheap new lease car? Start HERE!



My cheapest leasing deals!

Click to chat with Ling

ABARTH CAR LEASING
500
500 Convertible
Punto Evo

ALFA ROMEO LEASE CARS



LINGS CARS.COM

UK CONTRACT HIRE CARS FROM LING VALENTINE

Version 237.1. You can trust me! ... In 2012 I'll rent over £50 million of cars (at RRP)!



Play stupid game **NEW**

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home Cars and Vans How It Works Price Lists **me!** About Ling **WAH!** 1500+ Letters Customers Fun Stuff Quote/Order

Business Customer Pricing **Personal Customer Pricing**

NEW SEXY
christine full rep **HERE**

FREE CAR TAX

Search Cars Here

LING'S LIVE TWITTER FEED

- @LINGS CARS** Follow Me
- LINGS CARS:** RT @bubana: @spary That's the one! Thanks. Coffee soon? >> No sugar in mine :) Thanks.
- tonydoal1:** RT @specialistcars1: @LINGS CARS "Got a link on "boogersite". A link is a link :) http://t.co/NMUIKsP6O2 ... " It all gets people talking! :)
- UniformCarla:** @LINGS CARS August will be the best this year I can feel it in my bones

LIVE WEB CAM

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

EU cookie law. Piss off Von Rumpy. Me... I hammer visitors to death with cookies, so I can find out what they want. Cookies allow my website to serve visitors the content they need. Get used to it. The EU cookie law is an ass. - Ling

Privacy and Electronic Communications (EC Directive) Regulations 2011 BLAH

cookie: number_of_fingers=7; cookie: hair_colour+shampoo_type=HERR&L=ESSENCE;

You can't find a car? → Apply for a CAR QUOTE

AS SEEN ON TV BBC TWO DRAGONS DEN

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turrr'ed me doon!"

Deborah Meaden - "Harrumph! I'm out!"

UK WARNING: Customers reporting many other internet prices are hiding true lease costs! BEWARE DODGY COMPANIES SELLING HIGH INITIAL RENTAL "6+" LEASES

Case study - Ask The Butcher Brand:

**Design is not simply
about graphics, it is about
establishing a brand with
your audience.**

Case study - Ask The Butcher Brand:

WHAT IS 'ASK THE BUTCHER?' YOUR QUESTIONS ANSWERED WHAT'S BEHIND THE APRON? ASK THE BUTCHER!

WHAT IS 'ASK THE BUTCHER'?

ASK THE BUTCHER! IS AN INTERACTIVE WEBSITE THAT ANSWERS EVERY AND ANY QUESTION YOU MIGHT HAVE REGARDING MEAT

WANT TO ASK A QUESTION? SIMPLY ASK THE BUTCHER AND HAVE YOUR QUESTION ANSWERED BY AUSTRALIA'S NO. 1 MEAT COMPANY VIC'S PREMIUM QUALITY MEAT

Our website has won 'Outstanding Achievement Award' at the 2009 IMA (Interactive Media Awards).

ALL MEAT KNOWLEDGE SUPPLIED BY

Latest Answers:

SEND TO A FRIEND!
Let the world know about the wonderful knowledge that

'Ask the Butcher' iPhone App is now available on the iTunes Only \$2.49

11:18 AM

ASK THE BUTCHER

DIAGRAM OF CUTS

LIST OF CUTS

HAVE A QUESTION?

Case study - Ask The Butcher Brand:

The screenshot shows the Lifestyle Food website interface. At the top, there is a navigation bar with logos for LIFESTYLE.com.au, LIFESTYLE, Food, Home, and you., along with a search bar and a 'Sign In / Register' link. Below the navigation bar, there is a promotional banner for 'Slow Mac?' with a 'Free Download' link. A secondary navigation bar includes links for 'About', 'Episodes', 'Bios', 'Videos', 'Recipes', and 'Website'. The main content area features a large image of a smiling man in a butcher's uniform, with an orange overlay containing the text 'Ask the Butcher' and a description: 'Meet the butcher that stands between Australia's best producers and chefs.' Below this, there are links for '» Official Website' and '» Meet Anthony Puharich'. At the bottom left of the main image, it says 'Sunday 1:00pm' with a calendar icon and a registered trademark symbol.

LIFESTYLE.com.au LIFESTYLE Food Home you. Sign In / Register Search LifeStyle FOXTEL

LIFESTYLE Food  **Slow Mac?** Download MacKeeper to Speed up your Mac! [Free Download](#)

About Episodes Bios Videos Recipes Website

Ask the Butcher
Meet the butcher that stands between Australia's best producers and chefs.
» Official Website
» Meet Anthony Puharich

Sunday 1:00pm  

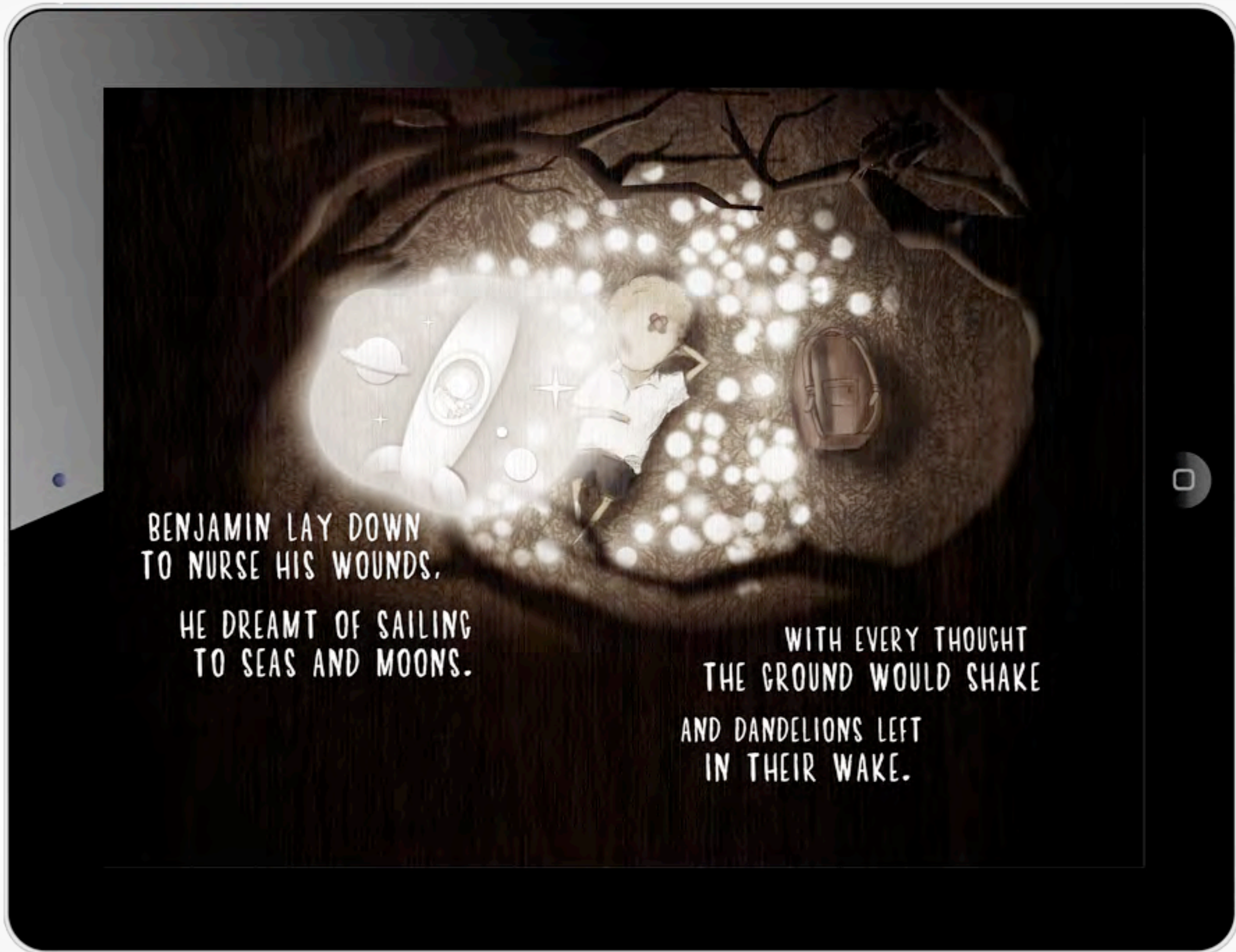
Design is about innovation...



Dandelion

DANDELION









Art of Communication:

**Design influences
which book you take off the shelf,
which cereal you choose to try,
which button you click next
and which site you choose to revisit..**

Art of Communication:

Design creates the feeling your audience get, the moment they interact with your product..

Make it a feeling worth sharing with others.

protein[®]