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4. PROJECT METHODOLOGY
5. ROADMAP
6. INSPIRING CREATIVITY
7. CONVENTIONS
8. PROTOTYPING
9. SINGLE FOCUSED DESIGN PATH
10. CONCLUSION
GOAL
DIRECTED DESIGN
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DESIGNER + DEVELOPER

AUDIENCE
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IF YOU BUILD IT, THEY WON'T NECESSARILY COME.
AUDIENCE GROUPING

VS.

USER PERSONAS
Emergent behavior:
- Slime mold
- Complex life?

Flocking:
- Clapping ecosystems:
- Rainforest
- Coral reef

Connections:
- What kind of network?

D Random:
- Highly connected, unpredictable, interdependent

Q Steady:
- Slow, difficult to scale
- Bell curve

Q Critical:
- Efficient, small changes can have large effects

Scale Free:
- Hubs
- Power law

Benford's law:
- Long tail, fat head

Examples of scale-free networks:

Social Network:
- Examples of social hubs:
- Flipping points:
- Social objects
- Things as hubs

Target the hubs:
- Predictable?

Black Swans:

Bell curve vs. power law

Design a dumb social network:
- Unintended uses:
- Gaming
- Political protest

Drunk Network:
- Emergent Behavior

Dial F for Frankenstein:
- Arthur C. Clarke
- World Wide Web
- Tim Berners-Lee
AUDIENCE HIERARCHIES

GROUP A

GROUP B

GROUP C

GROUP D
QUESTION 1
Do you employ more than 5000 people?

QUESTION 2
Do you have more than one site in the UK?

QUESTION 3
Are you committed to developing a significant apprenticeships/Skills for Life/Train to Gain programme?

QUESTION 4
Do you have ambitious plans for developing your workforce - from a minimum of 200 learner pa. rising to 10% of their workforce per annum within 3 years?

RESPONSE
Direct users to:
- Office contacts
- Train to Gain

RESPONSE
Direct users to:
- Office contacts
- Strategic contacts

RESPONSE
Direct users to:
- Strategic contacts

RESPONSE
Thank you, someone will contact you
- Provide number
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WATERFALL

1. Research, process, build, test, launch, pub.
AGILE

1. Research, process, build, test, launch, pub.
2. Learn, repeat, relaunch, pub.
3. Learn, repeat, relaunch, pub...
SPRINT

1  Pub.
2  Research, process, build, test, launch.
3  Pub.
4  Nervous breakdown.
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ELMORE LEONARD tried to
“leave out the parts that people skip”

GEORGE ORWELL called it
“transparent writing” (or text that lets you see the subject without noticing the words that convey it.)
FEATURES

VS.

REQUIREMENTS
1. PROJECT BACKBONE
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10. CONCLUSION
ORGANIC
COLLABORATIVE
PROCESS
THE BENEFITS OF A PHYSICAL PROJECT SPACE
1. Project Backbone
2. Collaboration
3. Audience Grouping & Actions
4. Project Methodology
5. Roadmap
6. Inspiring Creativity

7. Conventions

8. Prototyping
9. Single Focused Design Path
10. Conclusion
QUALITY CONTROL & ASSURANCE
NATIONAL EMPLOYER SERVICE by ERSKINE DESIGN
VERSION 1.0

CONTENTS --------

1. BODY
2. DEFAULT STYLING
   2.1 DEFAULT FORM STYLES
3. HEADINGS
4. LINKS
5. LAYOUT
6. BRANDING/MASTHEAD
7. NAVIGATION
8. SITEINFO/FOOTER

9. SITE-WIDE ELEMENTS
   9.1 PAGINATION
   9.2 SUB BLOCKS
      9.2.1 BLOCK 1

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COLOURS --------

dark green #6AA318
light green #BFE08F
orange #FF7D11

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*/
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HOW WELL DO YOUR IDEAS WORK IN PRACTICE?
Welcome to the National Employer Service

NES (the National Employer Service) offers specialist advice on workforce development to national, multi-site employers with more than 5000 employees, supported by a direct funding contract with the LSC.

This enables employers to develop large scale, sustainable training programmes giving their people better skills and improving business performance.

We work with more than 60 top companies, mainly in the private sector, including Sainsbury's, Vodafone, Tesco, Royal Mail, Rentokil Initial, Ford, McDonalds and BAe Systems.

NES excels at providing independent, impartial and expert strategic and operational support and makes access to funding as simple as possible.

Our service gives employers personalised account management through a single point of contact. We enable companies interact with the highest levels of government and assist in navigating through the policy environment.

› More on what we do
Feedback for Homepage

Your Email:  

Your Feedback:  

Send this feedback

Information

Prototype limitations:

- Each page is a “flat” mock-up, and not yet coded as a working web page.
- Most links will not work or take you anywhere.
- The pages are not yet connected to a database so content is not dynamic.
- Exact graphics, typography and colours are not yet refined.

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Older NES Wireframes

Click on each of the links below to view the page or return to this page.

**WIREFRAMES**

**RESOURCES SECTION**

- Landing page
- Search results
- No results
- Advanced search
- Individual resource page

**RESOURCES ROUND 2**

- Landing page

**NEWS & OPINION SECTION**

- News & Opinion
- Opinion article
- News article

**HOMEPAGE OPTIONS - ROUND 1**

- Option 1
- Option 2
- Option 3
- Option 4
- Option 5
- Option 6
- Option 7

**HOMEPAGE OPTIONS - ROUND 2 WITH MORE**

- Option 1
- Option 2
- Option 3
- Option 4

**NES Website**

Click on each of the links below to view the page or return to this page.

**HOME**

- Home
- Home (new)

**WHAT WE DO**

- What we do - Train to Gain

**NES EMPLOYERS**

- Employers home (new)
- Employers directory (new)
- Companies home
- Directory
- Profile (short) overview
- Profile (long) overview
- Profile media - video
- Profile media - audio
- Profile media - gallery

**RESOURCES**

- Resources home
- Resources 'Team B' home
- Resources results/filtered
- Resource detail

**NEWS AND OPINION**

- News home
- News article

**RESOURCES**

- Resources home
- Team B home
- Resources detail

**NEWS AND OPINION**

- News & opinion home
- Opinion archives
- Opinion articles
- News article
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THANK YOU

SIMON COLLISON

ERSKINEDSIGN.COM  COLLY.COM  TWITTER.COM/COLLYLOGIC

SLIDES AT:  COLLY.COM/ATMEDIA2009/TOOLBOX.PDF