

## Electronic brand management

### Case study of Totem's work for ICI

**Client** The ICI Group is one of the world's largest coatings, speciality chemicals and materials companies.

**Project aim** The aim of the project was to develop the user interface for the proposed ICI knowledge Intranet (The HUB).

Our diagnostic approach to this type of project soon highlighted several communications issues that needed to be resolved before the interface could be finalised. Totem was appointed to resolve these communications issues.

**Project solution** Our final design split the interface into three distinct but interrelated elements. Each function according to three pre-defined parameters; the users position within the company, their geographic location and the part of the organisation they work for.

The interface has a number of user customisable features, but maintains a consistency in the standard of company information and brand identity. All screens adhere to the scientific principles of Human Computer Interaction (HCI) and have been described by several notable industry experts as good examples of effective usability and information design.

**Example:** An HR Director can, at any time, opt to select certain company projects to be included in their interface. They will then receive only information related to HR on that particular project. The project manager on the other hand would receive a different type of information in accordance with their job function. All superfluous information is disregarded - making the users task not only intuitive but highly efficient.

