Intro headline

Headline
subheading

Headline Introtext

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Headline Body

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Headline list

—Lorem Ipsum
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Headline small list

—Lorem Ipsum
—Lorem Ipsum
—Lorem Ipsum
—Lorem Ipsum
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—Lorem Ipsum

Examples
Communication

Why promising nothing delivers more and planning always fails

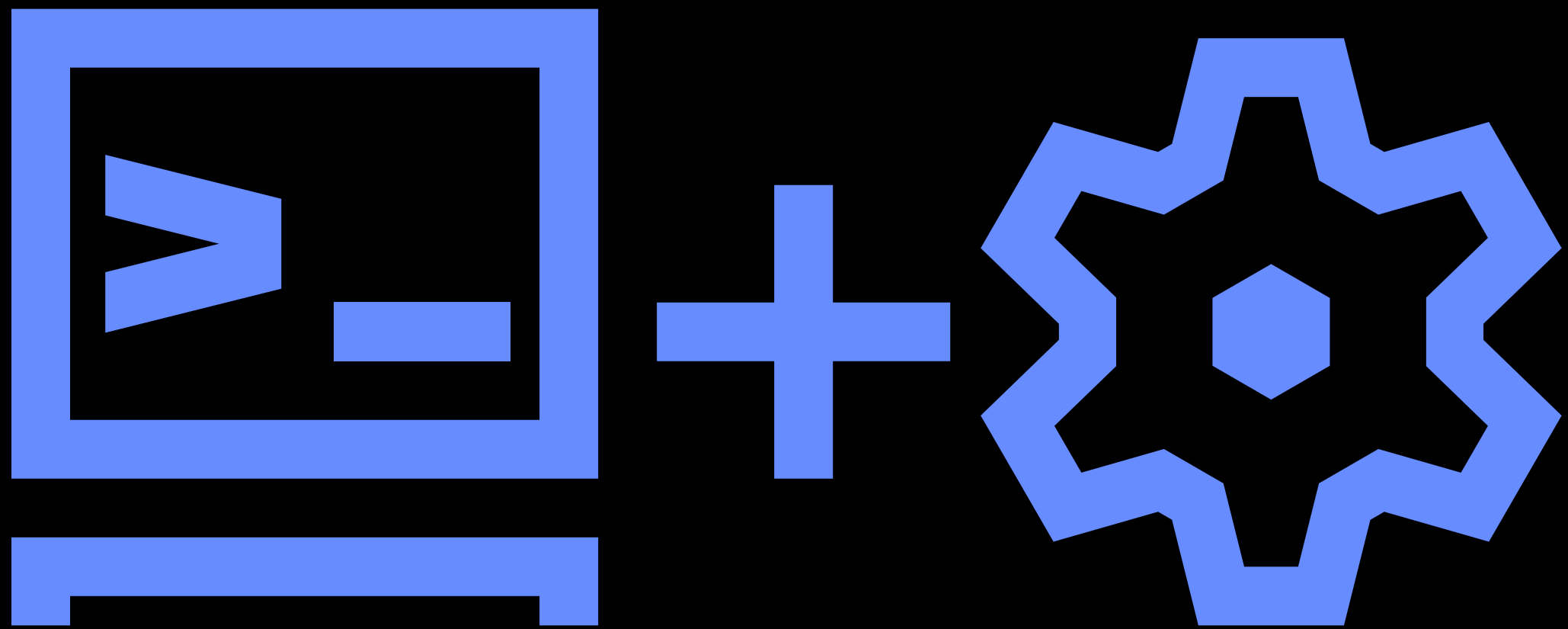# Corporate web
A brief history

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ITEAM

DevSum2016
Johan Öbrink
Technical Creative Director

Complexity leads to Risk, Risk leads to Risk management, Risk management leads to suffering.

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Streetlight effect

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Streetlight effect

— Budget instead of ROI
— Cost over Importance
— Quantity over Quality
— Burn up over Speed

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Confidence and Collaboration

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Confidence and Collaboration Contractor's perspective

—The client owns the code

—No lock-in

—Total transparency

—Constant and consistent quality

—Minimal cost of entry

—Zero cost of release

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Thank you!

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Examples
Case

Beckers synlighet i kulörvalsprocessen

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Bakgrund

— Vi har identifierat att Beckers färg är onärvarande vid våra privata val av kulörer.
— Vi saknar inspirationsbilder och kulörkartor med komplementkulörer att spara i t.ex. moodboard i Pinterest.
— Vi saknar papper att ta med till butiken för att göra ett köp.

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Förslag på enklare actions

— Pinna även kulörpastlarna.
— Lägg in pinterest som ikon bredvid FB och Twitter.
— Skapa direktlänkar till inspirationsbilderna.
— Uppdatera copyn så att Beckers färgs pins blir mer sökbara.

Tack!