



AND NOW
FOR SOMETHING
COMPLETELY
DIFFERENT

ThoughtWorks®

heilo

I'm the playbook for
our new visual identity.

TYPGRAPHY

COLOUR

PHOTOGRAPHY

GLYPHS

PATTERN & TEXTURE

ONLINE

BRANDING OUR SPACE

CLIENT STORIES

EVENTS

DESIGN TEAM EXAMPLES

PRESNTATIONS & PROPOSALS

TYPOGRAPHY

THIS IS

OPEN SANS

IT'S VERY FLEXIBLE

Light *Italic* Regular *Italic* **Bold**

EXTRA BOLD CAPS

MAKE A STATEMENT

COLOUR IT

HIGHLIGHT A WORD

Use it for long bits of copy, add in something **important in bold** if you like.

Pop it in a box, but leave some room for the text to breathe.

it's fun to mix up

OPEN SANS

*IF YOU'RE CONFIDENT
WITH TYPOGRAPHY*

and create

THE NEW YORK STYLE

This is Open Sans Caps 63pt on 55pt leading with -25 kerning

↓

**BIG STATEMENTS
BOLD TYPE
OPEN SANS CAPS
EXTRA BOLD**

It's set up like this in the templates we're providing. Don't try and re-create it, just use the masters and styles to make sure it stays looking gorgeous.

工程

ENGINEERING

ngsing 1,

Kuala Lumpur.

Marydale 寓。

It's dead to us - download the whole
Open Sans font family and use it.
It's on the memory stick, or get it **HERE**.

SARAWAK GAS SERVICES

RADIN AYUH, BANDAR P

TALING 5, KUALA LUMPUR

COLOUR

Earth / skin tones



C0 M13 Y19 K0
R254 G224 B201



C4 M30 Y41 K0
R240 G186 B149



C33 M50 Y62 K13
R158 G120 B95



C45 M67 Y80 K47
R94 G62 B42

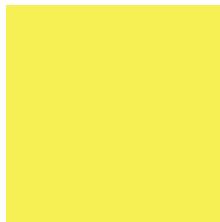


C0 M0 Y0 K60
R128 G130 B133



C0 M0 Y0 K100
R0 G0 B0

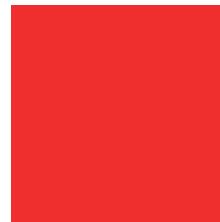
Brights



C0 M0 Y80 K0
R255 G244 B80



C0 M53 Y91 K0
R247 G143 B49



C0 M95 Y92 K0
R238 G49 B45



C22 M100 Y49 K11
R177 G28 B84



C67 M100 Y27 K13
R106 G37 B 105



C0 M80 Y0 K0
R239 G91 B161

Cools



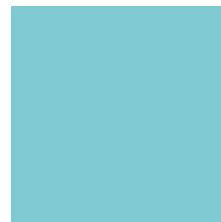
C34 M16 Y100 K0
R181 G185 B53



C50 M11 Y64 K0
R137 G183 B127



C81 M5 Y90 K0
R17 G170 B88



C48 M3 Y17 K0
R128 G201 B210



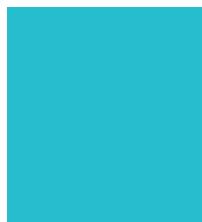
C69 M1 Y19 K0
R38 G189 B207



C86 M52 Y0 K0
R26 G115 B186

If we're mixing it up, we always try and use a skintone. To stop us being, well, anyone else. Keep it human. When only using two colours, don't pick two that are next to each other in a row.

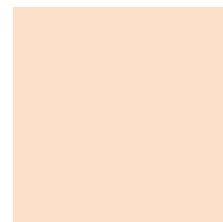
A little more fun



C69 M1 Y19 K0
R38 G189 B207



C0 M53 Y91 K0
R247 G143 B49

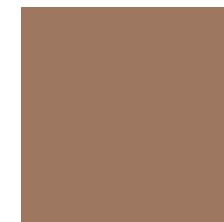


C0 M13 Y19 K0
R254 G224 B201

A little more Serious



C0 M0 Y0 K100
R0 G0 B0



C33 M50 Y62 K13
R158 G120 B95



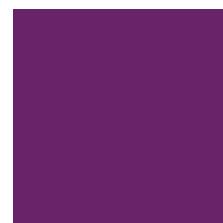
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R254 G224 B201



C0 M80 Y0 K0
R239 G91 B161



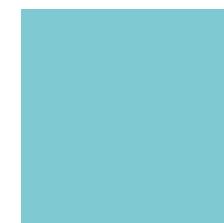
C34 M16 Y100 K0
R181 G185 B53



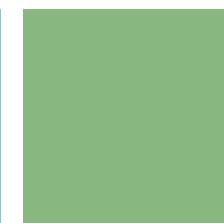
C67 M100 Y27 K13
R106 G37 B 105



C0 M0 Y0 K100
R0 G0 B0



C48 M3 Y17 K0
R128 G201 B210



C50 M11 Y64 K0
R137 G183 B127

Some inspiration when combining colours. Limit yourself to 3 or 5.

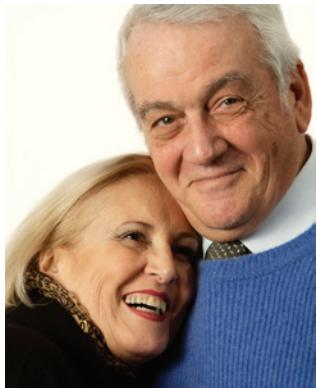
ThoughtWorks®

Colour is our way of re-inventing our logo, without changing it.
Making it feel part of the change, adding mood if we want to.

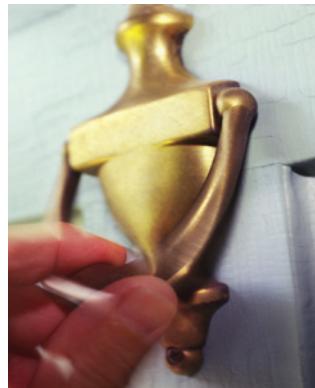
PHOTOGRAPHY

We have a rule:

NO STOCK LIBRARY IMAGES!



THESE



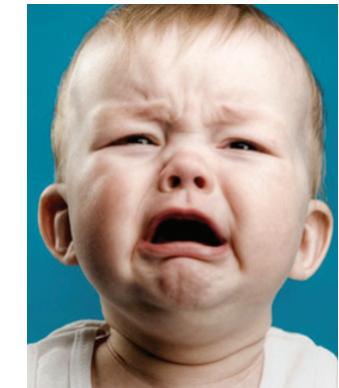
PHOTOS



MAKE



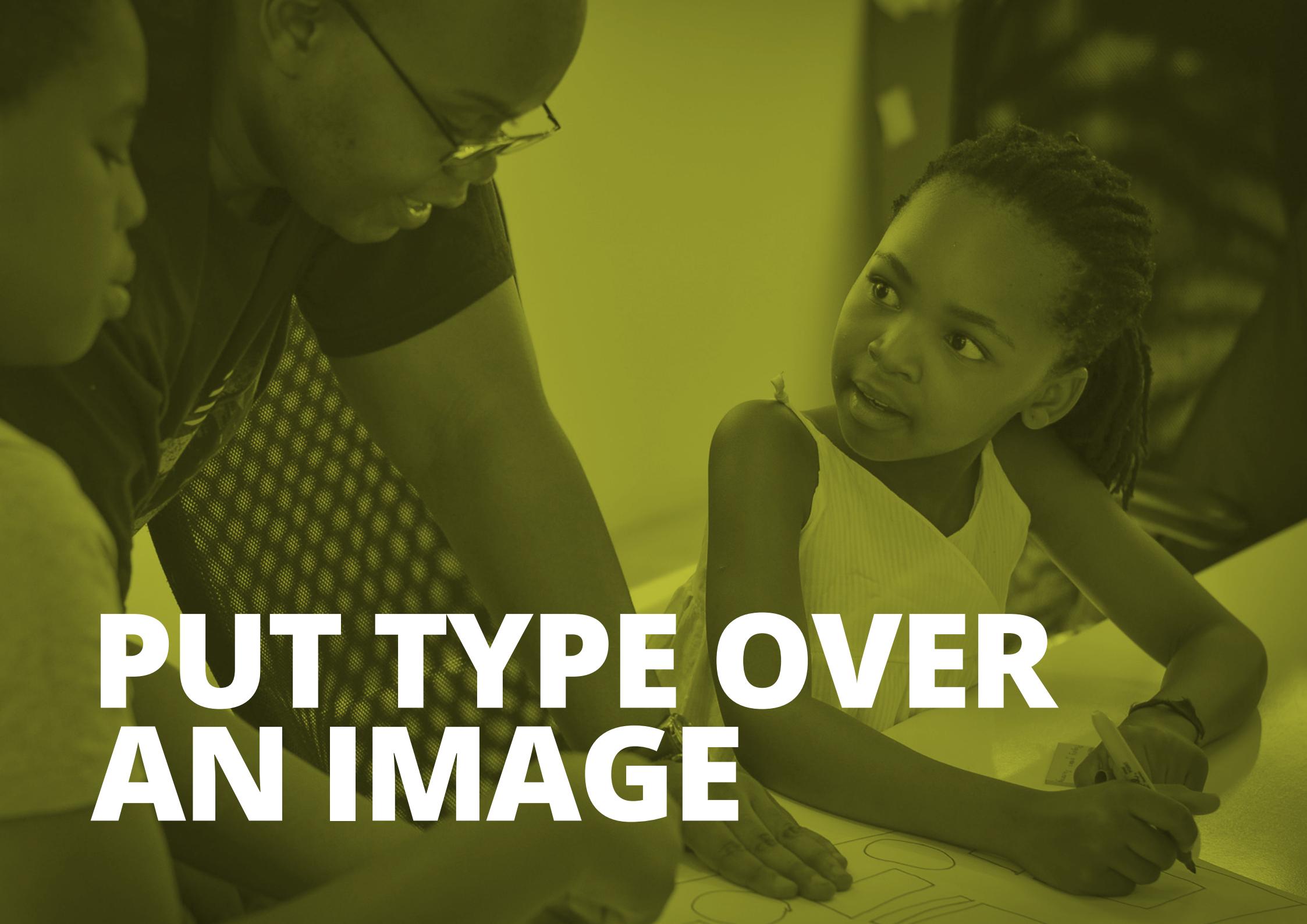
BABIES



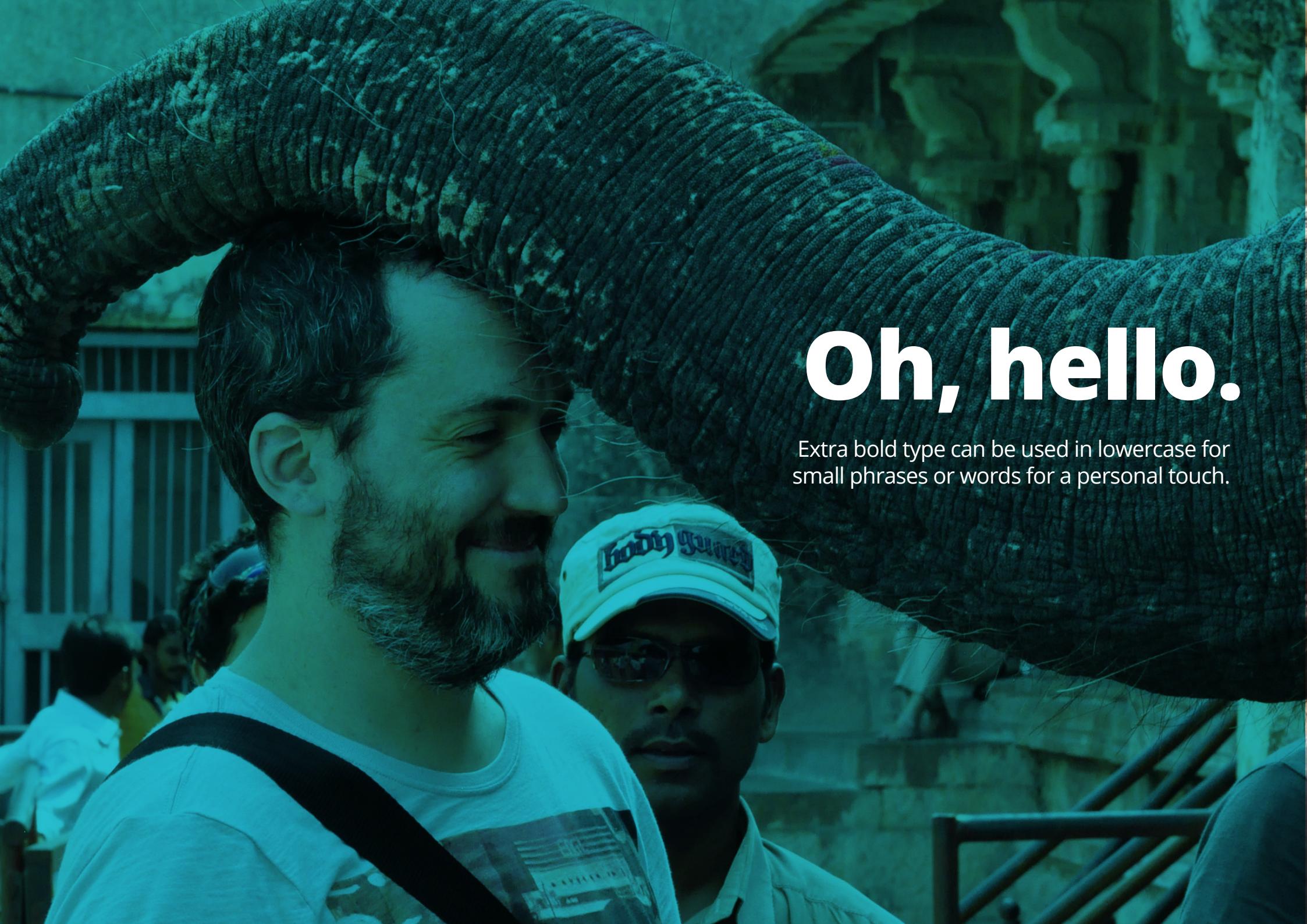
CRY

We use real pictures of real ThoughtWorkers.
Working. Playing.

Why not share yours? Add them to the brand hub library

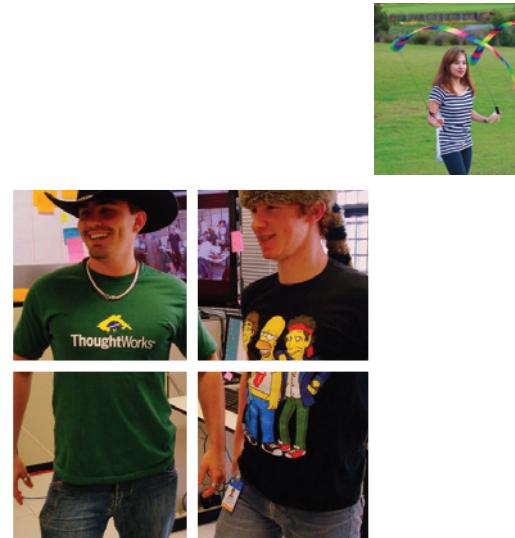


PUT TYPE OVER AN IMAGE

A close-up photograph of a man with a beard and a young boy with glasses and a cap looking at a large elephant.

Oh, hello.

Extra bold type can be used in lowercase for small phrases or words for a personal touch.



Our employer brand image grid still feels right at home.

"MULTIPLY" OVER B&W IMAGE



COLOUR IMAGE



"COLOUR BURN" OVER COLOUR IMAGE



Mix up your image styles to change pace and add interest.



STRAIGHT COLOUR



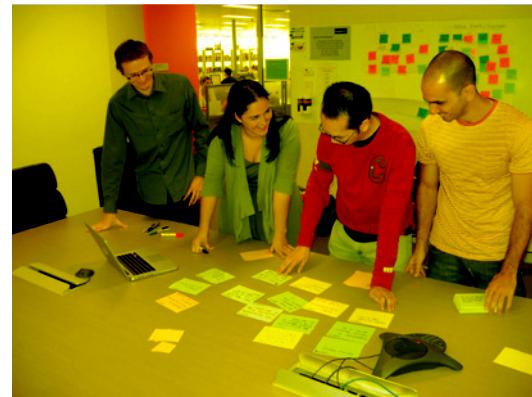
B&W



AGGRESSIVE CROPPING



"MULTIPLY" OVER B&W IMAGE



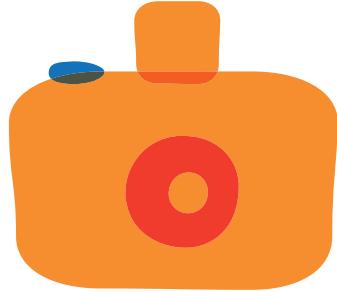
"COLOUR BURN" OVER COLOUR IMAGE

Ask Marketing or one of the design team
if you need something treated - don't try this at home!

LET'S SHOOT THOUGHTWORKS

A few tips on getting great shots for our new identity





*Getting great shots from your camera
isn't quite as hard as you may think.*

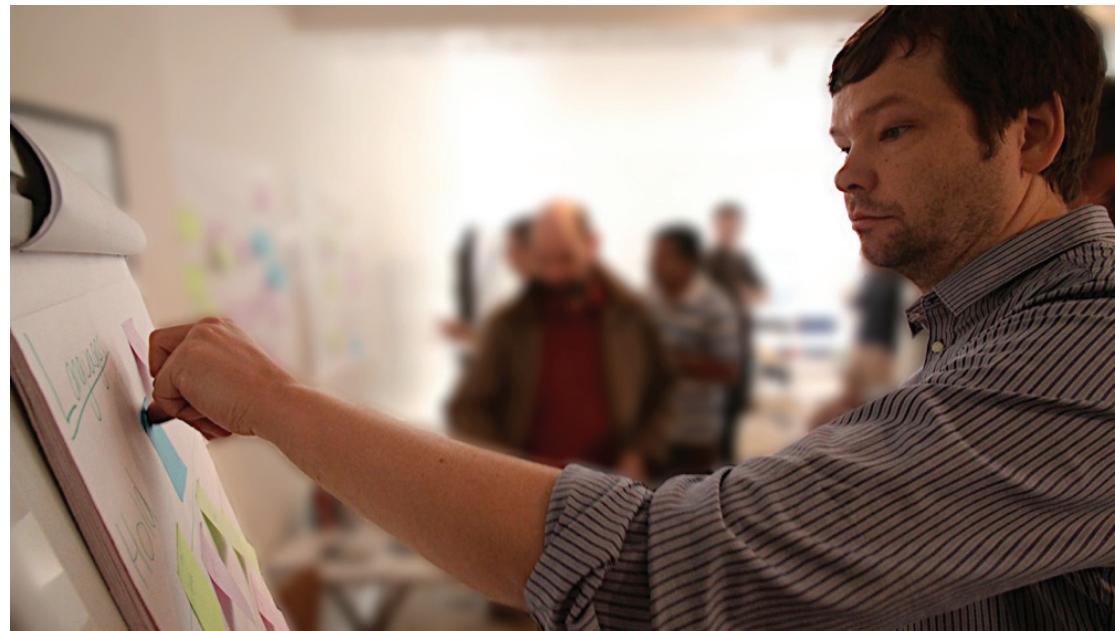
*Here are few simple things you can try.
The more you experiment, the more
you'll love your shots.*

STEP AWAY FROM AUTO

Auto settings will get you a shot, but you're not far away from a *great* shot. Switching your DSLR camera from 'auto' to 'aperture priority' is a great first step.



F22 (small aperture)



F1.8 (large aperture)

Adjusting aperture alters the depth of field and reduces the need for a flash.

iPHONOGRAPHY

Your iphone is a great camera. It's better in bright sunshine, so try these ideas when shooting indoors.



A Flash can make faces a bit bright
but it's great for freezing action.



iphone HDR (High Dynamic Range)
mode can help in low light



No flash, no HDR mode.
No little green Muppet.

If you're not using the flash, remember to stay as still as possible!
Try to keep the light source behind you and always share the FULL SIZED jpeg.

COLOUR ISN'T EVERYTHING

Our new brand is really colourful, but BW images can be really creative and tell a different story.



Shooting in black and white ONLY also encourages us to use other styles found in our new brand.

LEAVE YOUR COMFORT ZONE

Try to find interesting angles and positions to take your photos from.

TRY THESE:

Kneel down

Stand on a chair

Lie on the floor

Place your camera on a desk

Hold your camera at an angle

Get really close

Crawl into that gap

GLYPHS

ELEVEN LITTLE NUGGETS OF FUN



These are our glyphs. They help us tell stories. And give us infinite possibilities.
But are never just used to look pretty. Ever.



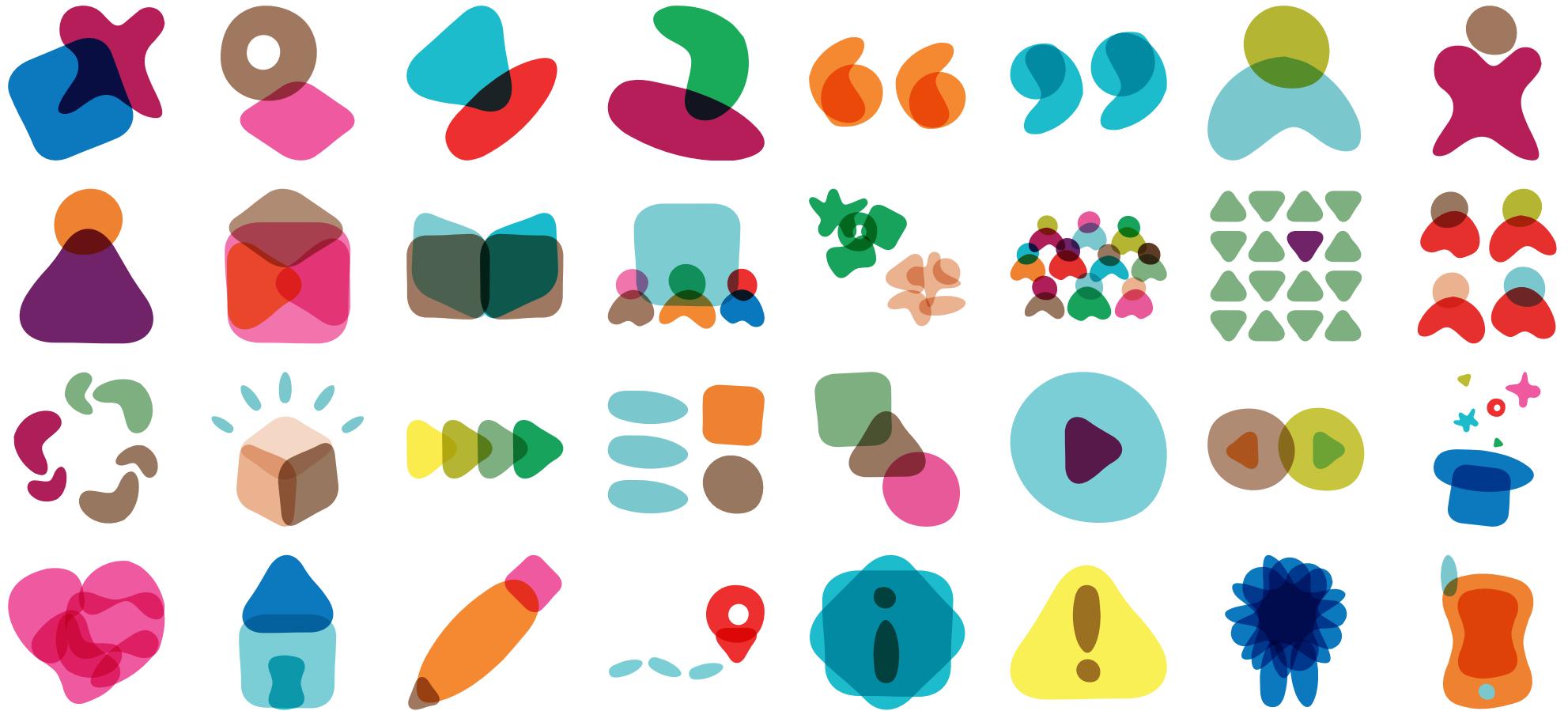
Glyphs - illustrate concepts, make a point or depict something abstract.
When you don't have a photo, they are your friend.

“Great!”

ULTRA BRIGHT*

*May cause blindness

There is a little library of glyph icons available on the brand hub.
Don't try this at home!



Made for you. Glyph icons to add to your signature, onto slides, or just to have fun with.
Available on the brand hub. Don't try this at home!



Designers can use various sizes and shapes to create conceptual diagrams.

Big Data

KNOW WHAT YOU'RE LOOKING FOR



Designers can use various sizes and shapes to create conceptual diagrams.
If you need something illustrating, just get in touch with Marketing.

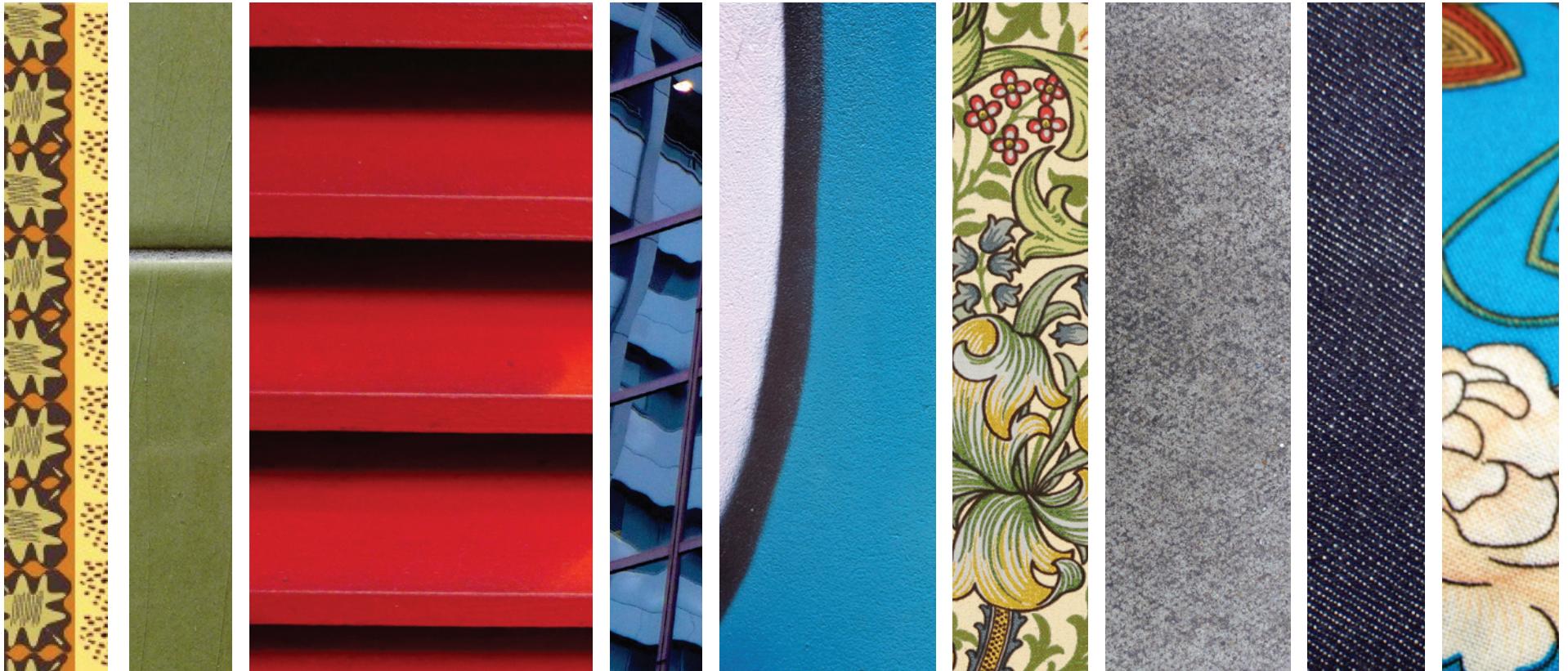


The design team can also create images, like this map. If you have an idea, just shout.



Combine lots of techniques for interesting illustrations.

PATTERN & TEXTURE



Texture and pattern are our other human element. They help us add regional flavour and bring beauty and vibrancy - or seriousness.
Help us collect textures for your region... add links to your photos to the brand hub



THOUGHTWORKS LOCATIONS

CAN BE ILLUSTRATED

with gorgeous

FABRICS



ONLINE

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please join us for a
LIVE MINGLE DEMO
Wednesday 23 September 2013
11:00 AM - 12:00 PM BST

mingle*
Agile Project Management

Thanks for your interest in Mingle, our Agile Management Solution.

The learning sessions are designed to give you a deeper understanding of Mingle (Agile Project Management) from ThoughtWorks Studios expert.

Each session is one hour and includes a product overview and Q&A session. Please [contact](#) us if you would prefer to speak with us directly.

 **Giles Alexander**
Principal Consultant and Mobile Lead, ThoughtWorks

Integer posuere erat a ante venenatis d
posuere velit aliquet. Curabitur blandit porttitor. Etiam porta sem magna mollis.

Register Now

First Name*

ThoughtWorks* Clients Services Products Insights Events About Us Careers

 thank you for registering

CAN'T WAIT TO SEE YOU

Etiam porta sem malesuada magna mollis euismod. Maecenas sed diam eget risus varius blandit sit amet non magna.

[Back to Event Details](#)

Ridiculus Tellus Risus

MOLLIS Amet An Vestibul Etiam porta sem malesuada magna mollis euismod.	FUSCE Fusce Tellus Pellentesque Ornare Vestibulum id ligula porta felis euismod semper.	VESTIBULUM Inceptos Euismod Egestas Condimentum Curabitur blandit tempus porttitor.
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Marketo Event Pages

ThoughtWorks*

 **EBOOK**

RETHINKING CLOUD DEVELOPMENT

Exploring new approaches and their adaptations from real-world projects.

From changing revenue models and overhauling operations to fueling innovation, the cloud has driven massive changes.

This collection of essays, the first in a series, explores some of the recent evolution in thought on architecting and developing applications on the cloud. It includes aspects such as environment set up, immutable servers, blue-green deployments and configuration drift.

You might also like these.

PRODUCT	EBOOK	INSIGHT
Mingle Get the team together with familiar agile practices. Get started now. Tailor Mingle to fit your team's practices as you change.	Continuous Improvement with Cycle Time How Cycle Time can help you deliver faster.	Future of Retail: Agile Retail Development Maecenas faucibus mollis interdum cras justo odio, dapibus ac facilisis in, egestas eget quam.

About ThoughtWorks
We are a software company and a community of passionate, purpose-led individuals. We think disruptively to deliver technology to address our clients' toughest challenges, all while seeking to revolutionize the IT industry and create positive social change.

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Marketo Landing Pages

ThoughtWorks®

mingle®
Agile Project Management

OPTIONAL IMAGE

650 wide and any height



Event Name
ULondon, UK - January, 23, 2013



Column One

A one column content.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Nam cursus. Morbi ut mi. Nullam enim leo, egestas id, condimentum at, laoreet mattis, massa. Sed eleifend nonummy diam.

Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas:

200 E Randolph St.
Chicago, IL 60601-6501
T +1 312 373 1000
F +1 312 373 1001
[Other Offices »](#)

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ThoughtWorks®

PERSPECTIVES



Intro paragraph for prose and long form text like a product announcement.

Deeper details follow. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Nullam id dolor id nibh ultricies vehicula ut id elit.

- List content
- with [links to pages](#)
- and other things.

Short optional announcements can go here and can include a link.



News

Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas: Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh. Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh. Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh.

Praesent mauris ante, elementum et, bibendum at, posuere sit amet, nibh. Pellentesque habitant morbi tristique senectus et netus et

Marketo Emails



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Tech careers for the passionate and talented.

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Agile Project Management

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Use familiar Agile practices right away. Customize as you go.

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4,895 TWEETS 7,446 FOLLOWING 13,311 FOLLOWERS Following

Followed by Suzie Prince, Joseph King, Ange Ferguson and 14 others.

Who to follow · Refresh · View all

Giles Alexander @gga Follow

ThoughtWorks, Inc. @thoughtworks 2h

MT @WBEZCuriousCity: Thanks to @knightfdn and @thoughtworks for helping us rebuild the back-end and foundation for curiouscity.wbez.org!

Expand Reply Retweet Favorite More

ThoughtWorks, Inc. @thoughtworks 10h

MT @deepthis21 Register for the first edition of #Converge Gurgaon on Jan 16. bit.ly/1cCkSR5 #ThoughtWorks #BA, #PM, #ProductManager

Social Media

DESIGN TEAM EXAMPLES

don't try this at home



MULTIPLY

B&W

*images over another
coloured abstract one*

for

GREAT TEXTURE



SHOUT OUT

LONDON

**SUPPORTING LOCAL
INITIATIVES**

**Session 1: 11th March
Session 2: 14th March
Session 3: 21st March**

Explore organisational design,
the perils of matrix management
and the key measures and activities
in successful, innovative companies.

24. SEPTEMBER

2014



BOOT CAMP GURGAON

*HOW SUCCESSFUL
COMPANIES INNOVATE*

**Session 1: 11th March
Session 2: 14th March
Session 3: 21st March**

Explore organisational design,
the perils of matrix management
and the key measures and activities
in successful, innovative companies.

24. SEPTEMBER
2014



BREAKFAST MEETING

N Y C

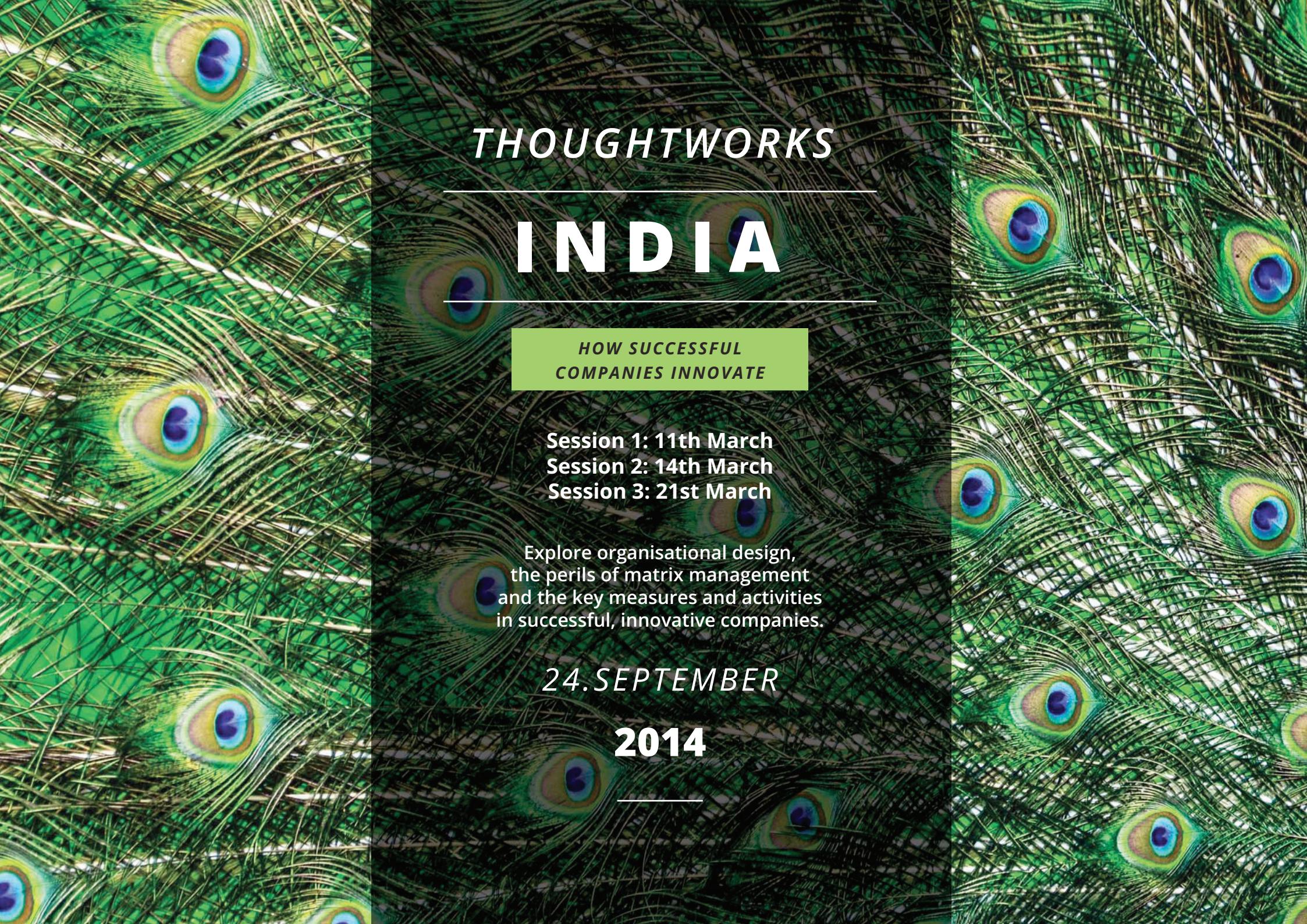
**HOW SUCCESSFUL
COMPANIES INNOVATE**

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in successful, innovative companies.

24. SEPTEMBER

2014



THOUGHTWORKS INDIA

*HOW SUCCESSFUL
COMPANIES INNOVATE*

**Session 1: 11th March
Session 2: 14th March
Session 3: 21st March**

Explore organisational design,
the perils of matrix management
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in successful, innovative companies.

24. SEPTEMBER

2014



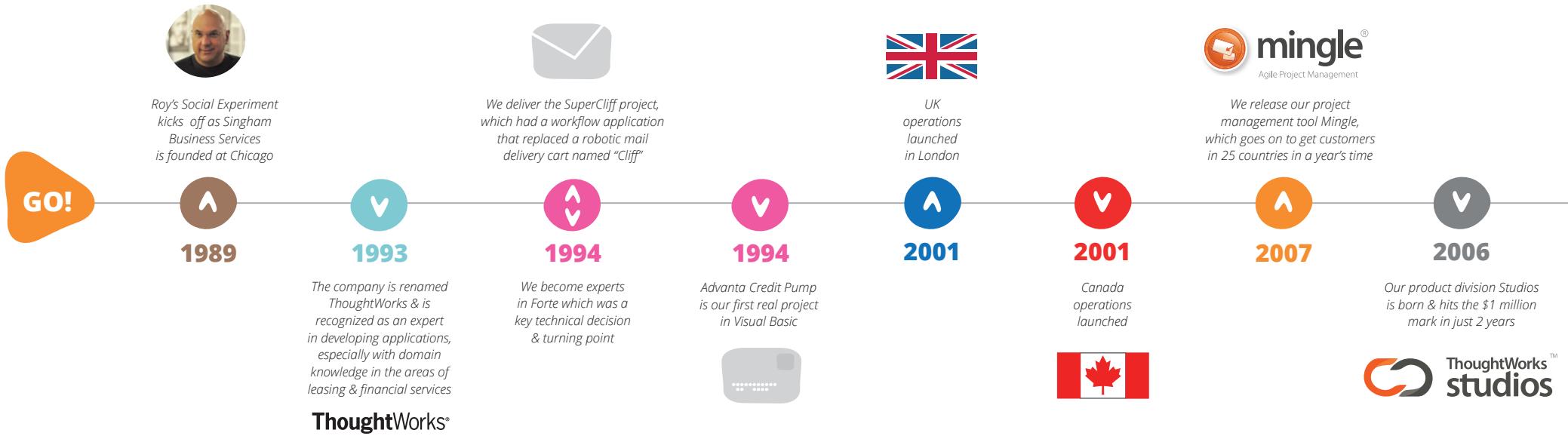
please join us for

TEA

SCONES AND PRESERVE

24. SEPTEMBER

PALACE GARDENS



Historical timelines can be simplified and stay wonderful.

Use colour to make visual connections on a page

ThoughtWorks®

ACCELERATING RETAIL AGILITY

The incredible challenge of selling in the 21st century

The 21st century retailer must move at an incredible pace, sourcing and selling goods in a global market, servicing the customer across multiple channels all inside a cost base that needs to be highly optimised in an era where disposable income is shrinking. Retail Agility is key to survival. While staying true to brand and founding principles, every retailer must compete in a global online, immediate market place. Trade, Buying, Marketing, Store Operations—these

were the critical components of a successful retailer in the last century. Information Technology was only in the background, supporting. Today we see retailers whose online presence is their exclusive shop window, while others see e-commerce as their fastest growing revenue channel. The well-done brick-and-mortar store continues as a powerful draw, but it is the astute deployment of resources across the multi-channel mix that will determine which retailers thrive, or falter.



THOUGHTWORKS.COM

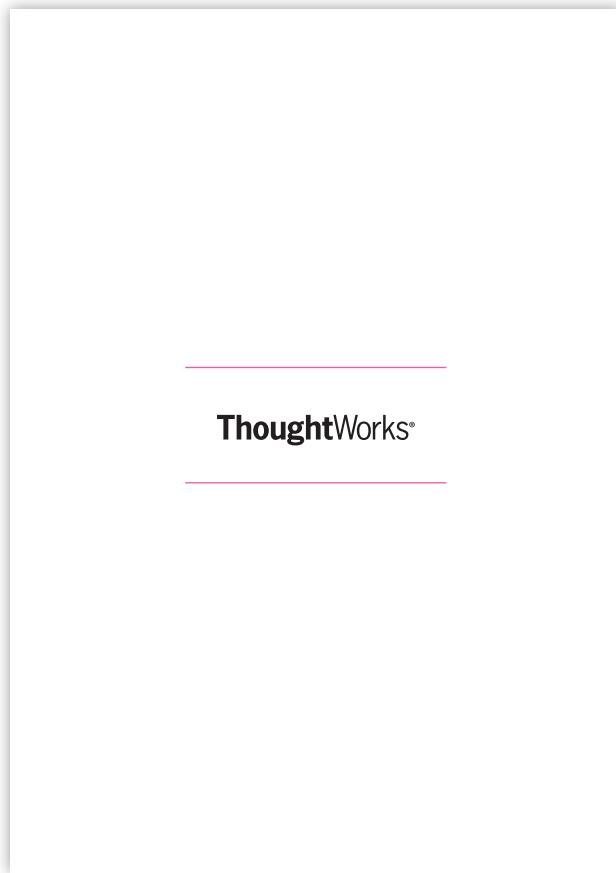
Australia | US | UK | Germany | Canada | India | China | Brazil | Singapore | South Africa | Uganda

Details of every ThoughtWorks office are available on our website

Don't be afraid of a little white space (or loads of it)



This single sided printed insert uses a 6 column grid to help maintain order on a page.



ThoughtWorks®

ACCELERATING RETAIL AGILITY

The incredible challenge of selling in the 21st century

The 21st century retailer must move at an incredible pace to keep up with the demands of a global market, where channels all compete in a race to the bottom.

In the last century, Information Technology was only in the background. Today we see retailers whose online presence is their exclusive shop window, while others see e-commerce as their fastest growing revenue channel. The well-done brick-and-mortar store continues as a powerful draw, but it is the astute management of resources across the multi-channel mix that determine which retailers thrive, or falter.

DEMANDING CUSTOMERS

Ple

4

Response to Request
for Proposal (RFP)

E4.COM
WEBSITE

ThoughtWorks®

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CIO

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Minimal graphics on the cover keep this folder suitable for different uses.



MAY 2013

TECHNOLOGY RADAR

Prepared by the ThoughtWorks Technology Advisory Board

thoughtworks.com/radar

ThoughtWorks®



WHAT'S NEW?

Here are the trends highlighted in this edition:

- Embracing falling boundaries—Whether you like it or not, boundaries are falling down around you. We choose to embrace this by examining concepts like perimeterless enterprise, development environments in the cloud, and co-location by telepresence.
- Applying proven practices to areas that somehow missed them—We are not really sure why, but many in our industry have missed ideas like capturing client side javascript errors, continuous delivery for mobile, database migrations for NoSQL, and frameworks for CSS.
- Lightweight options for analytics—Data science and analytics are not just for people with a PhD in the field. We highlight collaborative analytics and data science, where all developers understand the basics and work closely with experts when necessary.
- Infrastructure as code—Continuous delivery and DevOps have elevated our thinking about infrastructure. The implications of thinking about infrastructure as code and the need for new tools are still evolving.

ThoughtWorkers are passionate about technology. We build it, research it, test it, open source it, write about it, and constantly aim to improve it... for everyone. Our mission is to champion software excellence and revolutionize IT. We create and share the ThoughtWorks Technology Radar in support of that mission. The ThoughtWorks Technology Advisory Board, a group of senior technology leaders in ThoughtWorks, creates the radar. They meet regularly to discuss the global technology strategy for ThoughtWorks and the technology trends that significantly impact our industry.

The radar captures the output of the Technology Advisory Board's discussions in a format that provides value to a wide range of stakeholders, from CIOs to developers. The content is intended as a concise summary. We encourage you to explore these technologies for more detail. The radar is graphical in nature, grouping items into techniques, tools, platforms, and languages & frameworks. While radar items could appear in multiple quadrants, we chose the quadrant that seemed most appropriate. We will group these items in four rings to reflect its current position on the radar. The rings are:

- Adopt: We feel strongly that the industry should be adopting these items. We use them when appropriate on our projects.
- Trial: We encourage others to understand how to build up this capability. Enterprises should try this technology on a project that can handle the risk.
- Assess: Worth exploring with the goal of understanding how it will affect your enterprise.
- Hold: Proceed with caution.

Items that are new or have had significant changes since the last radar are represented as triangles (), while items that have not moved are represented as circles (). The detailed graphs for each quadrant show the movement that items have taken. We are interested in far more items than we can reasonably fit into a document this size, so we fade many items from the last radar to make room for the new items. Fading an item does not mean that we no longer care about it.

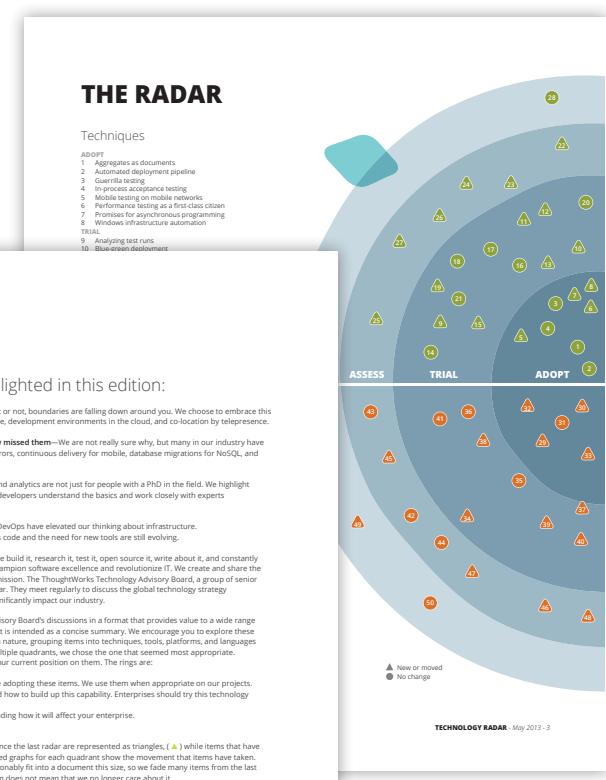
For more background on the radar, see <http://martinfowler.com/articles/radar-faq.html>

Contributors - The ThoughtWorks Technology Advisory Board is comprised of:

Rebecca Parsons (CTO) Martin Fowler (Chief Scientist) Badri Janakiraman Darren Smith	Erik Doernenburg Evan Bottcher Hao Xu Ian Cartwright James Lewis	Jeff Norris Mike Mason Neal Ford Rachel Laycock Ronaldo Ferraz	Sam Newman Scott Shaw Srihari Srivivasan Thiyagu Palansamy
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TECHNOLOGY RADAR - May 2013 - 2

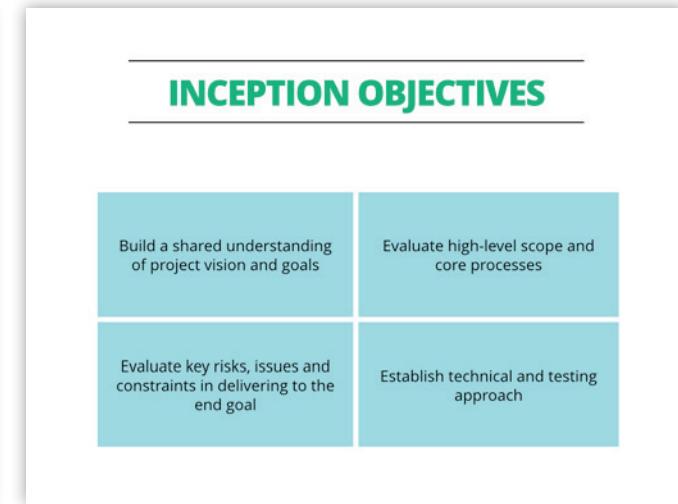
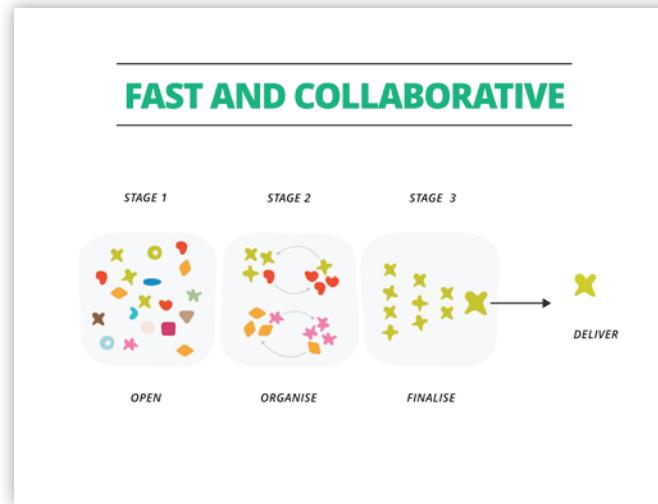


Professionally printed technical documents

PRESENTATIONS & PROPOSALS



WHAT IS AN INCEPTION?



We capture...

RISKS ASSUMPTIONS ISSUES DEPENDANCIES

26

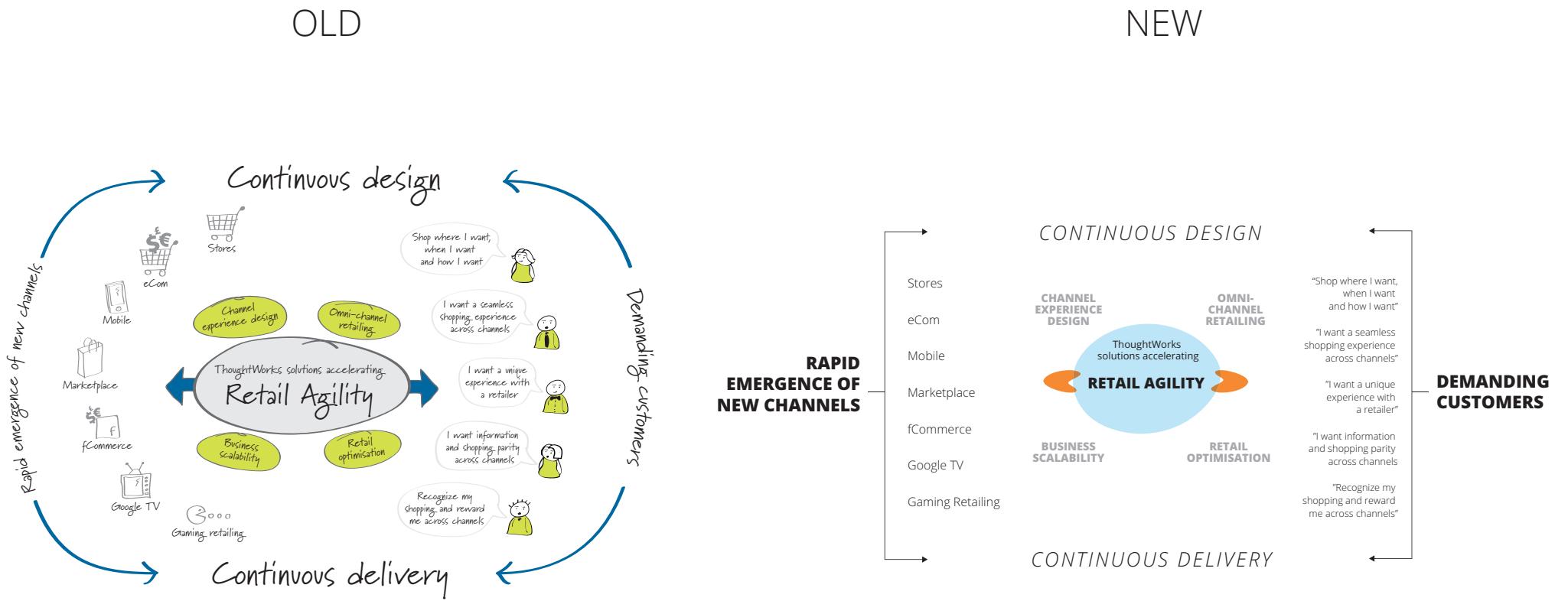
UNDERSTAND BUSINESS VISION

This template helps in understanding business vision by addressing the following questions:

- WHAT IS THE IDEA?
- WHAT IS THE PROBLEM THAT YOU PLAN TO ADDRESS?
- WHO IS IT AIMED AT?
- DESCRIBE THE SOLUTION WITH WORDS OR PICTURES
- WHAT'S STOPPING US?
- WHAT CAN SPEED THINGS UP?
- WHAT ARE OUR TECHNICAL DEPENDENCIES?
- WHAT ARE WE ASSUMING?
- WHAT IS OUR RISKIEST ASSUMPTION?
- WHAT IS OUR SUCCESS CRITERIA AND HOW WILL WE TEST IT?



Make a better first impression with your presentation.



Careful use of "The New York Style" and glyphs makes charts and diagrams clean, legible and with a touch of personality.

Flow chart text boxes
can be a little boring.

We can liven them up a little
by combining a clean arrow

with ONE chunky hand-drawn
additional element.

**OR
THIS
GLYPH**

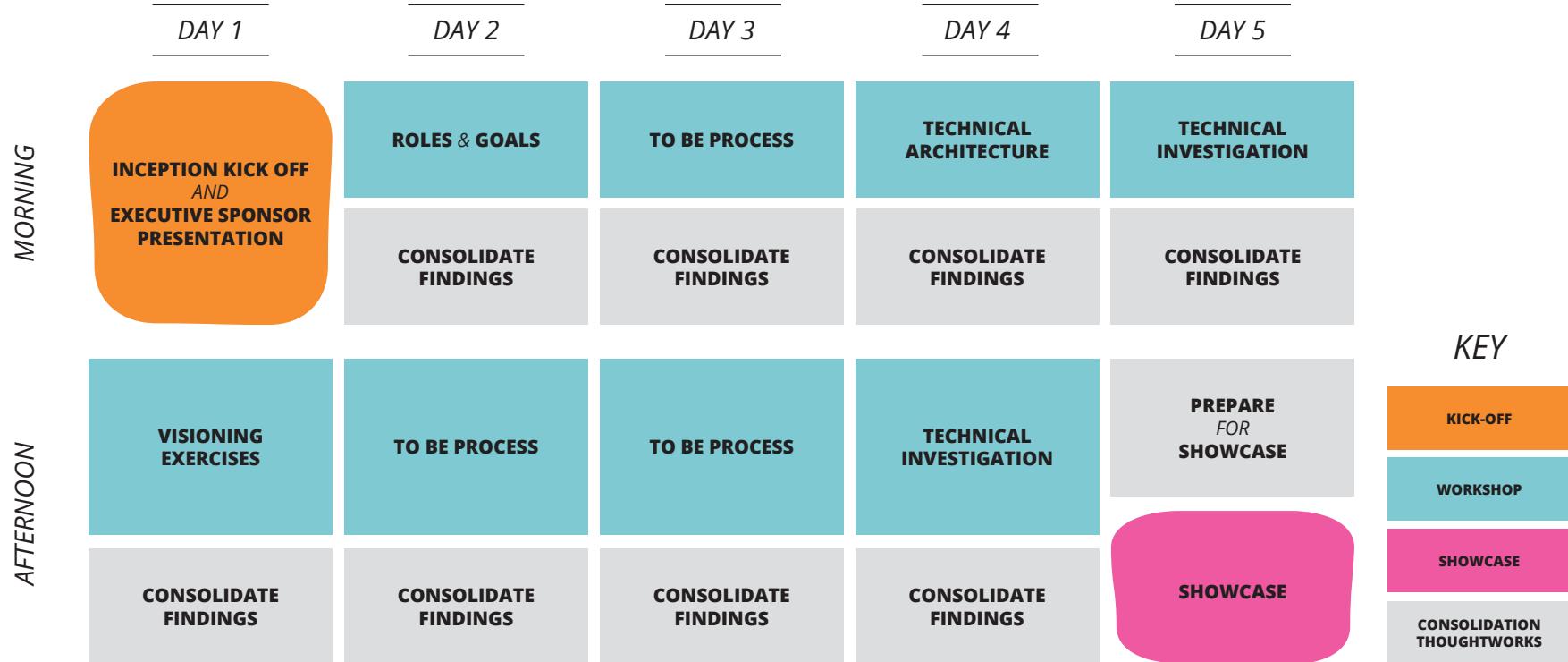
LIKE THIS UNDERLINE

WE CAN ALSO USE



GLYPH ARROWS

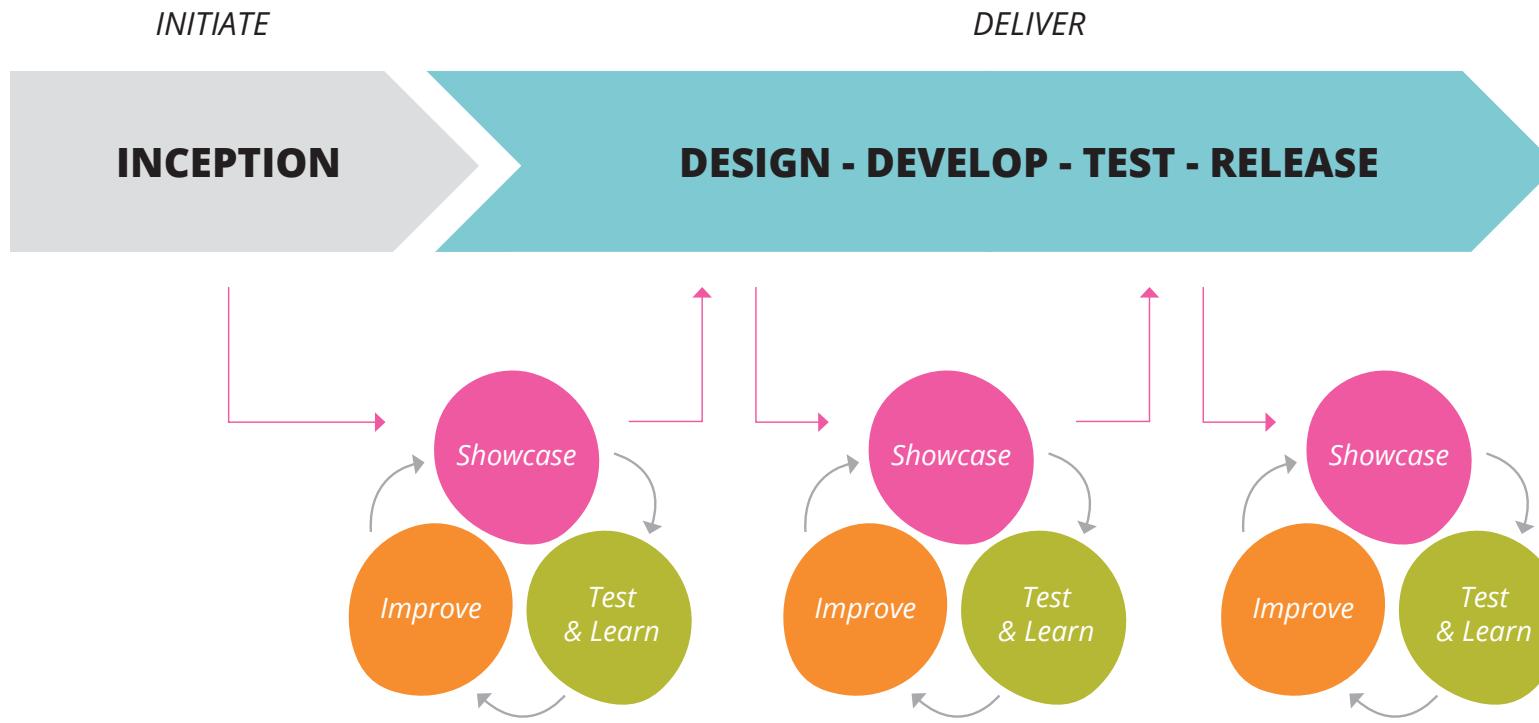
There are plenty of charts and diagrams that have been drawn for you, to use as they are or as inspiration. If in doubt, keep it simple. If you need something drawn, just ask.



This (and more) are available for you to customise - check out the Inception deck



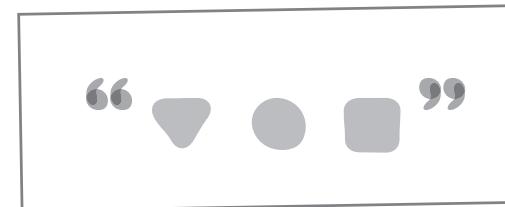
This (and more) are available for you to customise - check out the Inception deck



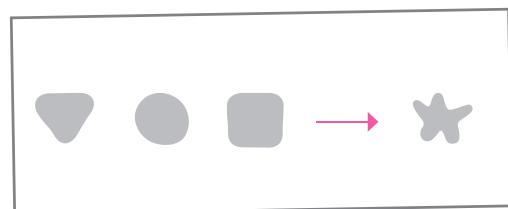
This (and more) are available for you to customise - check out the Inception deck



We're all agreed?



Oh...



Ah!



We're all agreed!

This (and more) are available for you to customise - check out the Inception deck

4

Response to Request for Proposal (RFP)

E4.COM WEBSITE

16th December, 2013

Produced by: David Tuck

Please direct all queries in the first instance to David Tuck
dtuck@thoughtworks.com 07722 869 986.

Strictly Private & Confidential

ThoughtWorks®

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any binding agreement between the parties will be negotiated and agreed upon in a definitive agreement, signed by both parties.

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3.2.5 Usability Testing

- ThoughtWorks shall ensure that the designs are validated via Usability Testing. The objective is to improve the design based on user feedback through the sessions. The evaluation activities begin early in development and continue frequently throughout to ensure that designs are validated before they are selected for development.
- Although it is recommended that the tests are carried in the presence of actual users, pseudo users with little context to the design activity can be used as well.

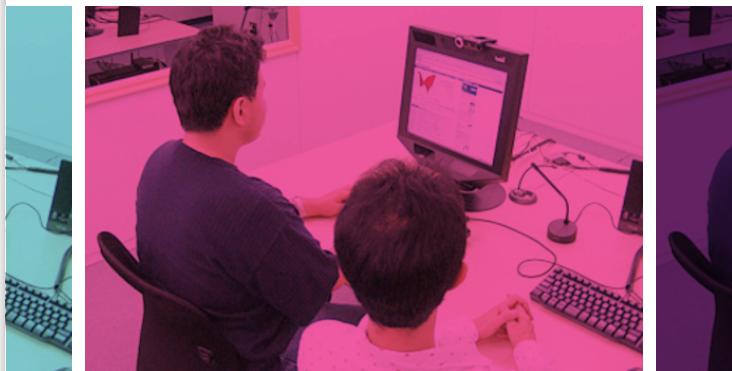


Figure 4: Usability testing

3.2.6 UI Development

- Our UI development will not only address the needs of consistently and neatly developed pages by means of a well defined style guide, but will also ensure consistency in IE 8 & above, Firefox 3+, Chrome and Safari 4+.
- UI development practices will also address accessibility level A compliance as mentioned in 508 compliance level (A) or equivalent W3C compliance priority 1.

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5

You have the templates. Help us iterate them - give us your suggestions.

ALLEN & OVERY

Response to Request for Proposal (RFP)

ALLENOVERY.COM CORPORATE WEBSITE

16th December, 2013

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CONTENTS

- 1. Executive Summary**
- 2. Our Understanding**
- 2.2 Out of Scope
- 2.3 Assumptions
- 2.4 Risks
- 2.6 Approach to Estimation
- 3. Proposed Solution**
- 3.1 User Centered Design Philosophy
- 3.2 User Centered Design Life Cycle
- 3.2.1 Discovery
- 3.2.2 Concept
- 3.2.3 Usability and Interaction Design
- 3.2.4 Creative Design
- 3.2.5 Usability Testing
- 3.2.6 UI Development
- 4. Technical Solution for AllenOvery.com**
- 4.1 Architectural Design Principles
- 4.2 Technical Approach
- 4.3 Technology Stack
- 4.4 Physical Design
- 4.5 Scalability and Performance
- 4.6 Disaster Recovery
- 4.7 Build & Testing
- 4.7.1 Continuous Integration
- 4.7.2 Testing
- 4.7.3 What will be tested?
- 4.7.4 Testing Tools
- 4.7.5 Testing Assumptions
- 4.7.6 Environments and Test Data
- 4.7.7 Automation Approach
- 4.8 Content Management Strategy
- 4.8.1 Content Migration
- 4.9 Deployment
- 5. Our Approach for AllenOvery.com**
- 5.1 Discovery and Inception
- 5.3 Develop & Deploy
- 5.4 Evolve and Support Services
- 5.5 Project Management and Governance
- 5.6 Risk Mitigation and Quality Assurance
- 5.6 A&O Involvement
- 5.7 Training
- 5.7.1 Documentation and Support Material
- 5.7.2 E-Learning
- 5.8 Handover
- 6. ThoughtWorks Offshore**
- 7. A&O Project Team Composition**
- 8. Project Timescales**
- 9. Commercial Model**
- 10. Track Record**
- 11. Sample Agreement Comments**
- 12. Additional Information**

Appendix A: About ThoughtWorks

Appendix B: Master Story List & Resource Plan
(separate Excel spreadsheet)

Appendix C: Indicative Profiles

Proposals

4. TECHNICAL SOLUTION FOR ALLENOVERY.COM

This section details the overall technical solution proposed by ThoughtWorks for the new and improved AllenOvery.com website. ThoughtWorks intends to deliver the website using a .NET based technology stack in accordance with the Microsoft infrastructure that A&O already has in place.

We recommend a solution comprising a CMS component and a custom web application. This will allow us to write the custom content more easily and in a testable way. It will also allow us to integrate more easily with other A&O systems through the ESB.

4.1 Architectural Design Principles

ThoughtWorks recognises the importance to adhere to A&O's architectural design principles, which are:

- Simplicity
- Promotes usability and extensibility
- Supportability
- Maintainability

The proposed architecture decomposes the system into two separate applications which will help us to meet the goal of simplicity.

We suggest using a CMS system for content creation and storage, and a custom web application for the delivery of that content.

This approach will allow custom functionality to be added more easily and, as this code can be written in a standalone way, it will be easily testable which will result in code which is easier to maintain.

We strive to write code which reveals intent, to enable someone outside the team to easily read the code and quickly understand what's going on. This makes the code much easier to maintain and allows us to make changes very easily.

ThoughtWorks' developers follow test driven development (TDD), a software development technique that relies on the repetition of a very short development cycle: first the developer writes a failing automated test case that defines a desired improvement or new function, then produces code to pass that test and finally refactors the new code to acceptable standards.

TDD is known to encourage simple designs which helps contribute to code which is more maintainable and easily extensible.

TEXT PAGES LIKE THIS CAN USE A TWO COLUMN GRID. THIS CAN HELP YOU GET MORE WORDS TO A PAGE AND REDUCE THE OVERALL BULK OF YOUR DOCUMENT. THE SHORTER LINE LENGTH IS EASIER TO READ.

3.2.5 Usability Testing

- ThoughtWorks shall ensure that the designs are validated via Usability Testing. The objective is to improve the design based on user feedback through the sessions. The evaluation activities begin early in development and continue frequently throughout to ensure that designs are validated before they are selected for development.
- Although it is recommended that the tests are carried in the presence of actual users, pseudo users with little context to the design activity can be used as well.



Figure 4: Usability testing

3.2.6 UI Development

- Our UI development will not only address the needs of consistently and neatly developed pages by means of a well defined style guide, but will also ensure consistency in IE 8 & above, Firefox 3+, Chrome and Safari 4+.

A SINGLE COLUMN GRID WORKS BEST FOR INSERTING DIAGRAMS OR PHOTOGRAPHS. INSERTING LARGE IMAGES INTO A 2 COLUMN GRID CAN BECOME PROBLEMATIC.

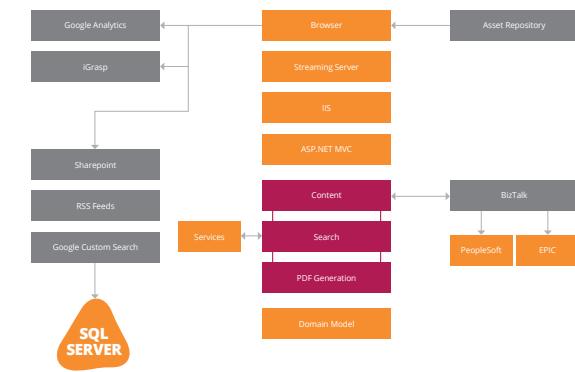
We will make use of a tool like NDepend or NCover to ensure that the code developed meets the key design principles.

Various code quality metrics can be generated as part of the build triggered on the continuous integration server on each check-in and these will be regularly monitored by the tech lead and developers on the team.

The development team would follow the best practices to keep various technical vulnerabilities, like URL manipulation, SQL injection, cross-site scripting, to a minimum, and the system would be designed to insulate from outside threats by putting it behind the ISA server for better security.

The proposed system is aligned with A&O's current technological choices and thus should be easily supportable by the current support team.

4.2 Technical Approach



BRANDING OUR SPACE



Glyphs can be used for directional signage and stickers.



GLYPH SIGNAGE



ROOM NAME



A MORE CONSIDERED
APPROACH TO
INTERNAL SIGNS

YOUR OFFICE MANAGER
HAS TEMPLATES





A MORE CONSIDERED
APPROACH TO
INTERNAL NOTICES

YOUR OFFICE MANAGER
HAS TEMPLATES



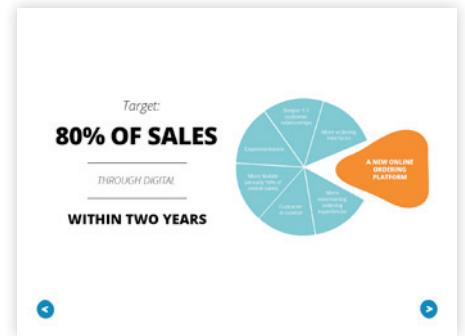
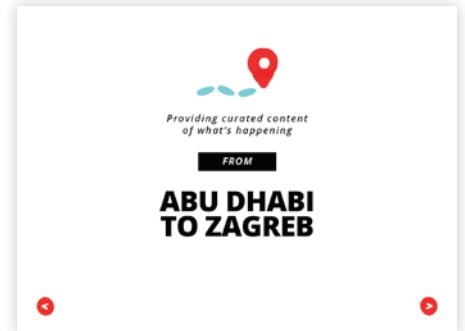
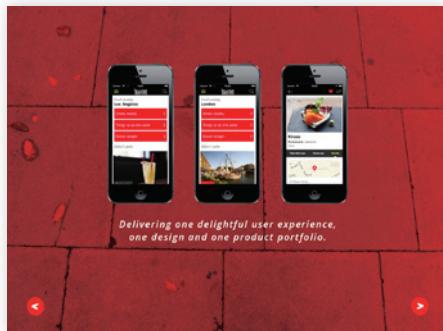


Glyph-based wallpaper keeps the brand with you.

Darker colours will save a little battery and reduce eye strain. Or go nuts with a bright one.

These are all available on your memory stick or the brand hub

CLIENT STORIES



New client stories are underway, for desktop, print and tablets.

EVENTS



Image-based large exhibition backdrops. No specific text makes them reusable.

This one has been crafted for events in LONDON



Combine a large backdrop with generic, undated single pop-ups for specific messaging.



LIVE

A day of knowledge sharing, debate, and idea exchange with other business leaders and IT executives. We'll examine the explosion of mobile and embedded devices that characterize our present and future, explore the challenges posed by these changes, and look at the types of strategies that are likely to be effective in this new world.

EVENT OVERVIEW

8.30am - Registration and coffee

9.00am - Welcome
Luke Barrett, Managing Director, Europe - ThoughtWorks

9.30am - What's next for Mobile?
Horace Dediu, Mobile Industry analyst, and founder - Aymo

10.30AM - BREAK

11.00am - Evolving a Mobile Implementation Strategy
Martin Fowler, Chief Scientist - ThoughtWorks & Giles Alexander Principal Consultant and Mobile Lead, Europe - ThoughtWorks

11.45am - Successful Strategies for Analytics and Big Data
Nick Ashley, Head of Big Data Practice, Europe - ThoughtWorks and John Spens, Manager, Analytics Practice, North America - ThoughtWorks

12.15pm - Retail Mobility - How Mobile Has Changed the Face of Retail Forever - for Consumers, In-Store and for Operations
Richard Manners, Director of Retail Process Improvement - Morrisons and Mark Collin - Head of Retail, Europe - ThoughtWorks

12.45PM - LUNCH

2.00pm - How Learning Ultimately Drives The Innovation Cycle
John Crosby, Digital Product & Technology Lead, Head of Learning and Development, Holiday Autos Europe, and Zoli Horvath, Head of Learning and Development, Llamasoft

2.45pm - Mobile enables Companies to shape a better world
Daniel Probert, Head of IT Innovation - Centrica and Jeff Wetherbee, Social Impact Program Co-Director - ThoughtWorks

4.15pm - Adaptive Leadership: Thriving in a Fragmented Future
Jon Rognlien, Agile Leadership and Executive Consultant - ThoughtWorks

5.00PM - CLOSING REMARKS

5.30PM - NETWORKING DRINKS

SPEAKERS

Luke Barrett
Managing Director, Europe - ThoughtWorks

Martin Fowler
Chief Scientist - ThoughtWorks

Horace Dediu
Mobile Industry Analyst, and founder - Aymo

Daniel Probert
Head of IT Innovation - Centrica

Mark Collin
Head of Retail, Europe - ThoughtWorks

Barry O'Reilly
Consultant - ThoughtWorks

Giles Alexander
Principal Consultant and Mobile Lead - ThoughtWorks

Nick Ashley
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ThoughtWorks

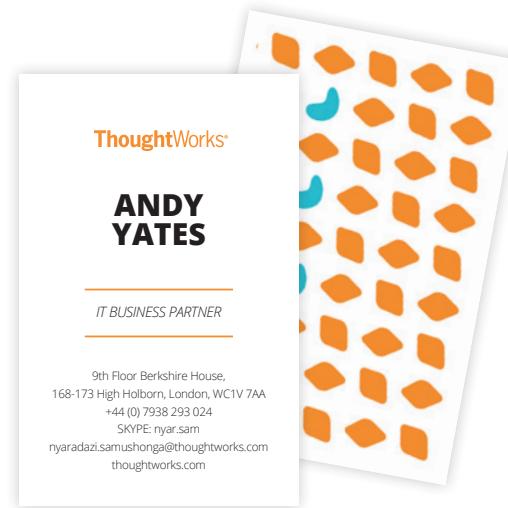
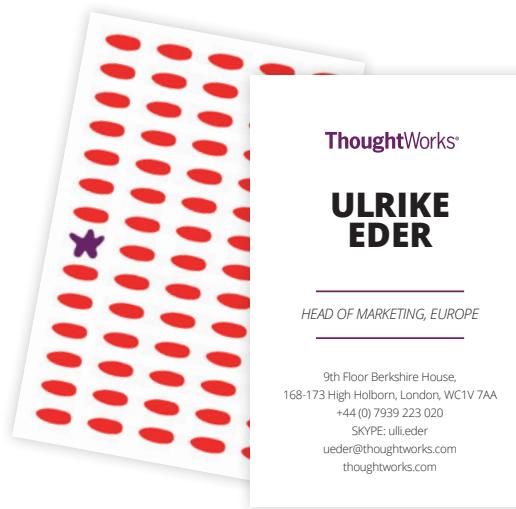
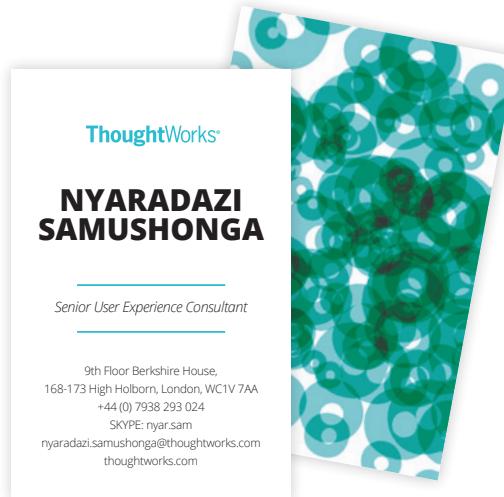
thoughtworks.com

Global events are given a grown-up global feel

Not everyone wants
their photo to appear
in marketing materials



Name badges (generic or pre-printed) and stickers



New Business cards for everyone! When you need them.

Phew!

That's a lot to take in.

Please collaborate with the marketing team if you're experimenting - we can help, and we'd like to use and share your ideas too!

Get in touch through the Brand Hub, or just directly.
You can find out who your local marketing folks are **HERE**.

<https://my.thoughtworks.com/groups/brand>