

fathom
creative

case study



Client Accredit UK
Project Design and development of standards accreditation pack for ICT industry

ACCREDITUK
ASSURED QUALITY FOR IT

Welcome to fathom. We are designers of business communication. Responsive, agile and refreshingly honest, we use design to set our clients apart from their rivals.

We call this process **design brains for business**®

What it means. It is our promise to take an intelligent, rational and considered approach to solving your business communication issue. Working as part of your team, we combine stunning design with clear, appropriate messaging to create business-to-business communication that gets the right results.

How it works. There are four steps to Design Brains for Business. Although our work is varied, each project benefits from the same approach.

1. Beacon

Your brief will be thoroughly explored and questioned. Where necessary we will write a new one, distilling the problem to be solved into a simple thought, expression or proposition.

2. Beachcombing

We will get to know your product or service ourselves. Through discovering, sifting and shaping the compelling stories that make it desirable, we will help develop key messages and copy.

3. Breakthrough

Our creative development will be on brief, on budget and, most importantly, we will take you with us as our ideas come to life.

4. Buzz

Invest in us and we will pay you back with innovation and creativity applied to get results and enhance the bottom line. And everyone gets a buzz out of that. Particularly us.

Accredit UK



Accredit UK is a quality standard designed to allow information technology (IT) businesses to prove their excellence. As IT is so diverse the target audience was split into segments according to specialism and our initial role was to produce a pack to enable the project to be piloted to network design and installation specialists in the West Midlands.

Beacon

The client supplied us with their initial brief consisting of two requirements. The first required brand development, creation and styling for the Accredit UK mark and the second consisted of a series of estimated page counts for the various printed elements required to make up the applicant pack.

Consulting closely with the client we explored and expanded the brief further with a particular emphasis on gaining an insight into how applicants to the standard would use the materials supplied in the pack. This understanding enabled us to help the client simplify the contents of the pack and suggest various formats for the outer pack that would be more compatible with the way end users would interact with it.

Beachcombing

Once we had established this user understanding, work started on understanding and establishing the Accredit UK brand.

Applicant packs for quality standards can sometimes appear very dry, with the significant but necessary amounts of heavy text content making them intimidating for users. With this in mind we recommended and agreed with the client that clarity, simplicity and ease of use were the key brand principles to be adhered to for all elements within Accredit UK.

Accredit UK



BG Requirements Analysis

It is at this point that you can typically win or lose the deal - and put the business at risk if you get it wrong. This is all about understanding what the Customer really wants, digging behind their stated requirements to understand exactly what is needed and coming up with a solution that is perfectly aligned to the Customer's situation. You will also want to ensure that it is within your capacity to deliver too.

2.1/BG/83 Customer Analysis

On the assessment visit, we will be looking for assurance that you are able to discern what the Customer really wants and not simply quote against their unqualified stated needs. That involves challenging the Customer in the nicest way, of course, and digging behind the stated requirements by asking the questions: "What, Why and How?"

We may ask you:

- Who do your requirements gathering?
- How do you know they are doing a comprehensive analysis?
- What happens when you propose one solution but the Customer insists on another?
- What do you plan for future requirements?
- How is the requirements gathering validated by the Customer?

FOR EXAMPLE

Requirements gathering may be done on a site visit, through involvement with the Customer's forward planning, or through your own knowledge of their environment. But the key is how you capture it and feed it back to the Customer.

"A well-conducted session with the Customer will build trust and expectation and while you have that, you are well on the way to the contract."



Breakthrough

Water was selected as the design motif for the applicant pack. Clear, fresh and pure it was an excellent fit for the brand principles identified in the beachcombing process. Combined with clear typography, navigational hierarchies and the application of thorough editing and sense checking of the content, we were able to complete the project and deliver a stunning pack in time for the brand launch at a recent ICT conference.

Buzz

The initial launch of the first segment has been a great success with over 50 West Midlands IT networking specialists signing up to the programme in the first three months. Fathom are currently putting the finishing touches to the second segment launch materials. These cover those companies specialising in software development.





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Let's talk. **We're here to help.**

To see how we can help you solve your current business communication problems, please call Paul Kennedy on 0161 274 3407

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