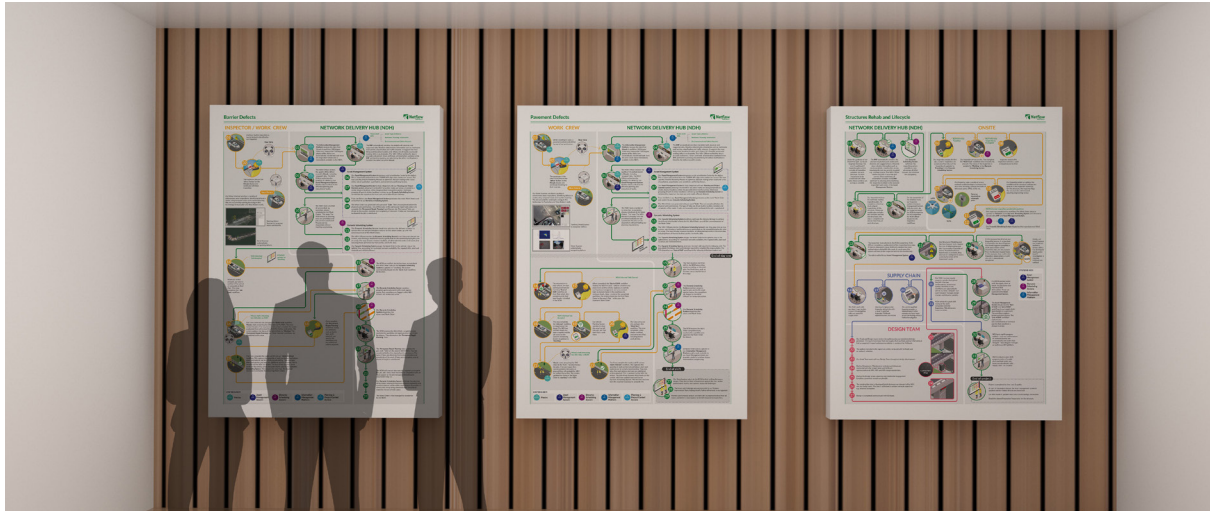**Category:** **Corporate Design and Communications**

Project: **Outer Suburban Arterial Roads (OSARS)**

What was the challenge?

TDL were approached by Broadspectrum, an Australian division of the Ferrovial Group, to support on a bid. They were tendering as part of a consortium – Netflow. The OSARS (Outer Suburban Arterial Roads) Western Package project was Victoria's largest ever roads upgrade; the multi-billion dollar upgrade was going to fix some of Melbourne's most congested roads and create more than 1,200 local jobs.

As part of the tender process, they had to take part in dialogue sessions with the client to explain how they would undertake specific tasks on the contract. The four network tasks they had to cover in their sessions were; structures, barrier defects, pavement defects and pavement life cycles.

The initial brief was to create a visual aid that showed the steps involved in completing each task over the course of a single day or project. An original suggestion in the brief was a straight forward numbered list that detailed these activities step by step.

Broadspectrum wanted to present using large printed A0 Posters. They gave us the data for each poster in the form of a single numbered list in an excel spreadsheet.

Example of supplied data

What was the solution

We analysed the lists for each task. Due to the linear nature of the tasks we decided that the posters needed to be more engaging, and that an illustrated journey would work to capture the client's attention and give them a better understanding of Broadspectrum's methods of working.

More data

The original information was supplied to us in a excel spreadsheet consisting of steps in a single column list; we needed more data to help tell the story.

We started by questioning the team about the supplied steps, asking them to go through each stage and describe them to us in their own words to see if they could add any additional information. From questioning the team, we managed to extract further details, such as locations, team's involvement, tools, systems used and innovative approaches. Armed with these additional notes we started chunking and categorising the data for each step. This helped us identify how we could break the story down for each task.

Visual aid to help the narrative

The design had to be flexible as each task didn't have the same structure of information. We decided to group the information into levels — starting with teams' involvement at the top for each step, then identifying levels of inputs / activities that drive the task to be completed e.g. Hardware / Computer Systems. Using the clients brand we colour coded the tiers to help easily navigate the steps.

To assist the engagement of the end user, we decided to summarise each step's description with an isometric illustration. These portholes encapsulated what the accompanying text was describing, making the information more interesting to follow and gave it a personality by introducing key characters throughout the journey.

Conclusion

The final posters were printed and presented to the client. The Broadspectrum team said they were a great aid and made their discussions easy to follow. The illustrated elements were pulled out and used in further PowerPoint presentations for the contract.

The Netflow consortium went on to win the contract.

These posters are still being used on other bids a year later, showing that the mix of a clear logical flow of information and easy to follow illustrated story are a winning combination.
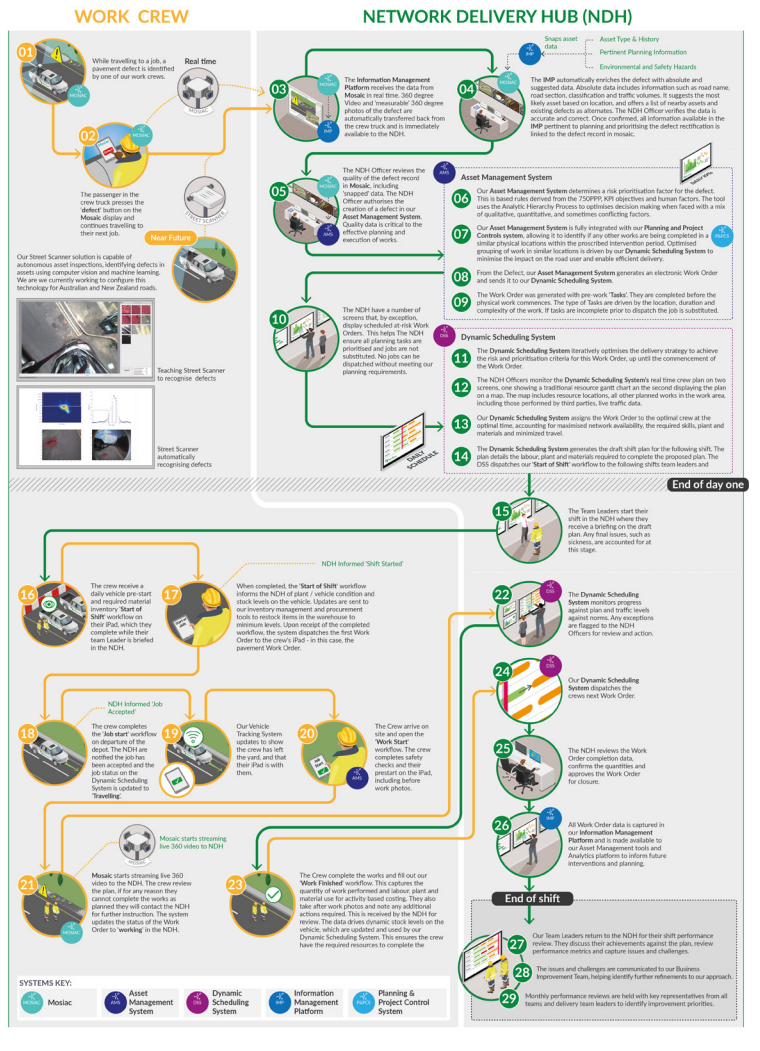
Final Pavement Defects Poster

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