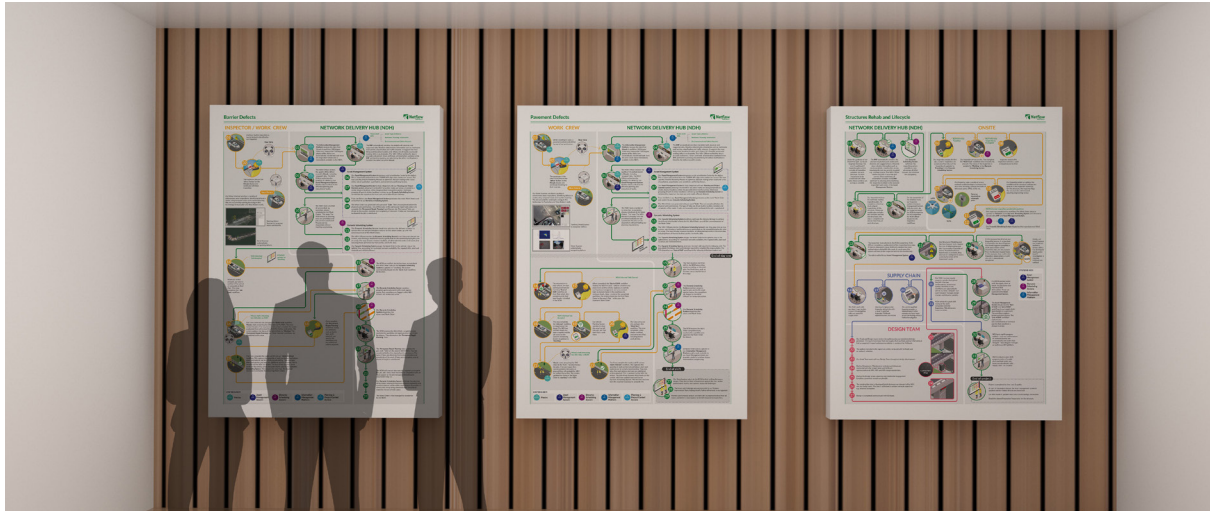


Category: Corporate Design and Communications

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.

Task	Description	Call Out / Comments
1	While travelling to a job, a pavement defect is identified by a work crew.	
2	The passenger in the crew truck passes the defect location on the Mosaic display and continues travelling to their next job.	
3	The Network Delivery Hub (NDH) receives a notification from Mosaic, in real time, that a defect has been identified. 3000 images taken and 'zoomed-in' 100 image photos of the defect are automatically transferred back from the crew truck to the NDH.	
4	Mosaic presents the data for enrichment by NDH Officer. Our NDH Officer 'tags' the mosaic data to the current asset, and if present the same defect previously identified. Once linked, Mosaic draws in all related data from our Information Management Platform including asset type and history, any pertinent planning information, such as locations of environmental and safety hazards, and other from controlled datasets or previous job records.	
5	NDH Officer reviews the quality of the defect record, including tagged data and authenticates the location of a defect in our asset management system.	
6	Using the attributes of the current asset and the data entered with the defect, our Asset Management System assigns a risk and prioritisation factor to the defect based on data derived from the 750000 and 400 objectives (reducing disruption etc).	
7	Our Asset Management System is fully integrated with our Planning and Project Control system, allowing it to identify if any other works are being completed in a similar physical location, within the prescribed intervention period, and displays this to the NDH Officer for review. Optimised grouping of work under locations within 72 hours will be handled by our dynamic scheduling system. Beyond that, the NDH is supported by task in optimising the network utilisation.	
8	The Asset Management system will add the defect to our dynamic scheduling system.	
9	The Asset Management system will create relevant 'storing tasks' against the scheduled job. The tasks are available depending on complexity. Tasks created include planning tasks, general planning, general planning, the confirmation or approval of a WPM, confirmation of any site-specific hazards, risks, material or other required etc. - a complete set of required planning information. If tasks are incomplete prior to dispatch the job is notified.	
10	The NDH has a number of screens showing outstanding tasks and time	

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 an 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

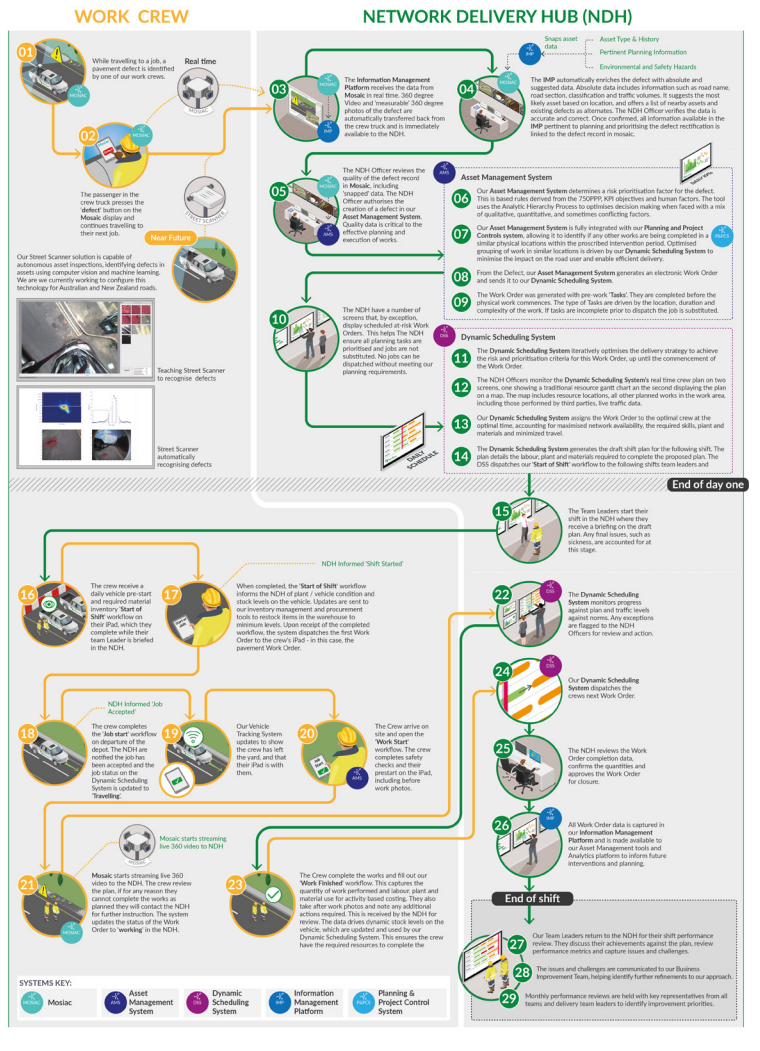
The final posters were printed and presented to the client. The Broadspectrum team said they were a great aid and made their discussions easy to follow. The illustrated elements were pulled out and used in further PowerPoint presentations for the contract.

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.



Pavement Defects



Final Pavement Defects Poster

Contact:

name: Oliver Tomlinson
company/organisation: TDL Creative
e-mail: info@TDL-creative.com
website: tdl-creative.com