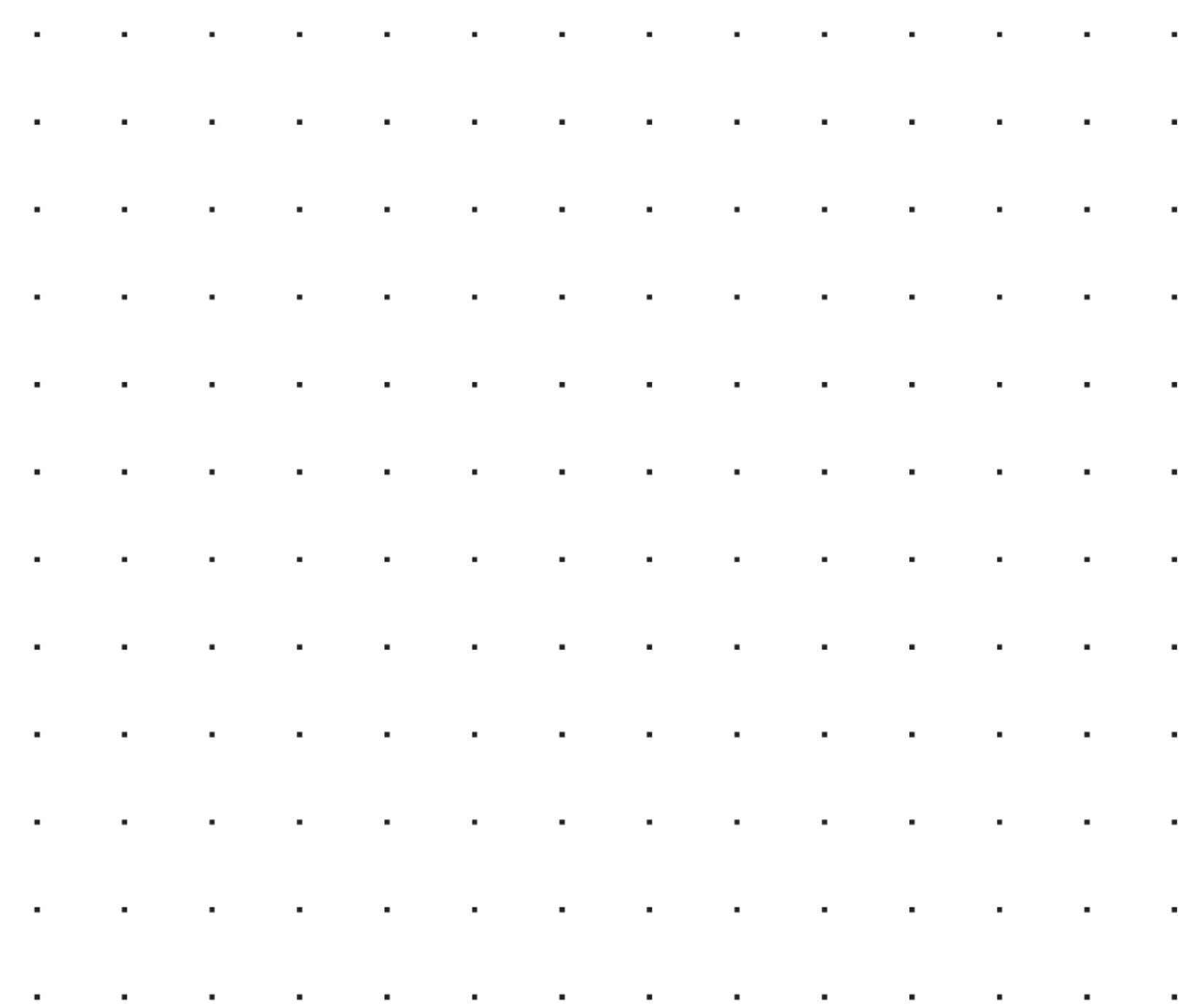




Tribal Worldwide London.



Credentials | Prepared by Tribal Worldwide London | 13. 12. 2019

Tribalworldwide.co.uk

T: +44 020 7262 0011

12 Bishop's Bridge Road, London, W2 6AA

Tom Roberts

CEO

tom.roberts@tribalworldwide.co.uk

This document has been prepared for limited distribution within DDB UK. Ltd. ("Tribal Worldwide London" or "Tribal") and W3C.

This document contains materials and information that Tribal considers confidential, proprietary and significant for the protection of its business. The distribution of this document is limited solely to Tribal and W3C employees involved with the program described within.



Tribal x W3C.

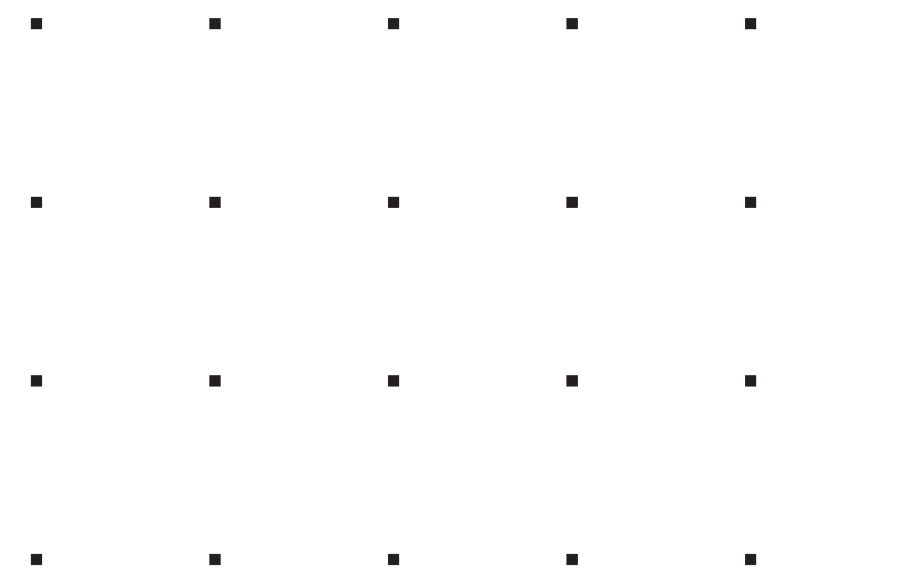
Thank you for inviting us to submit our proposal for designing and building a new W3C website. The opportunity to partner with such an important and highly regarded organisation such as W3C is extremely exciting for the team at Tribal.

Almost everyone at Tribal has referred to or used your tools throughout their careers and they are relishing the opportunity to give something back to the wider internet community.

In the following document, you will find a summary of who we are, our proposed methodology on how we will craft the experience, our technical approach, a project plan to ensure a launch on schedule, and an indicative budget.

Your objectives of having a site that has a consistent design reflecting your brand, is easy to use for all and scalable is at the core of what Tribal has delivered for a wide variety of businesses for over 20 years. We have extensive UX, design and development experience and believe we have a great team ready to work with you.

About us

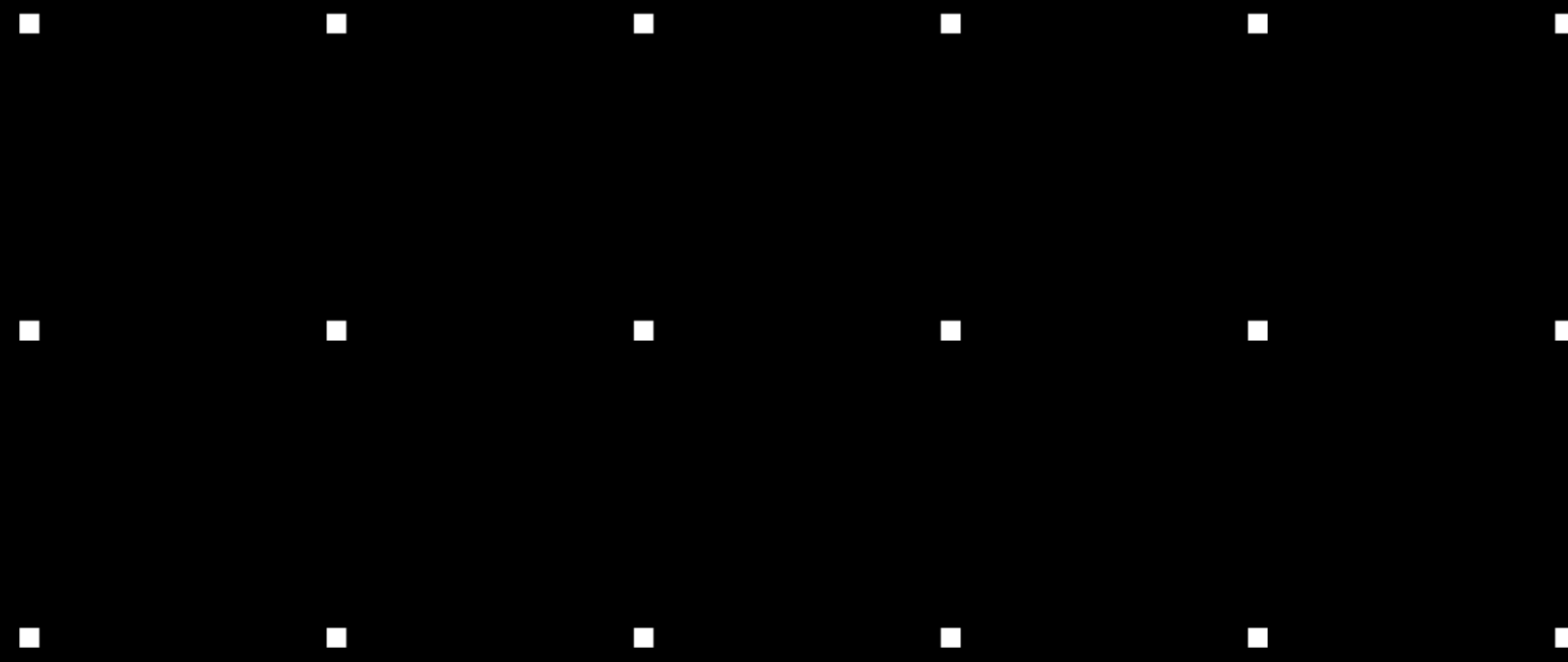


We have a tried and tested five phase approach for projects of this nature. Starting with Discover we put in place the processes and ways of working so that the project is setup for success. We will also unpack the full set of requirements. In Distil we will detail the journeys and structure of the site and refine our technical approach. Design and Develop go hand-in-hand and will be when we create the design and develop the modules. Drive is the final phase and will ensure that there is a team on-hand to help make improvements once the site goes live.

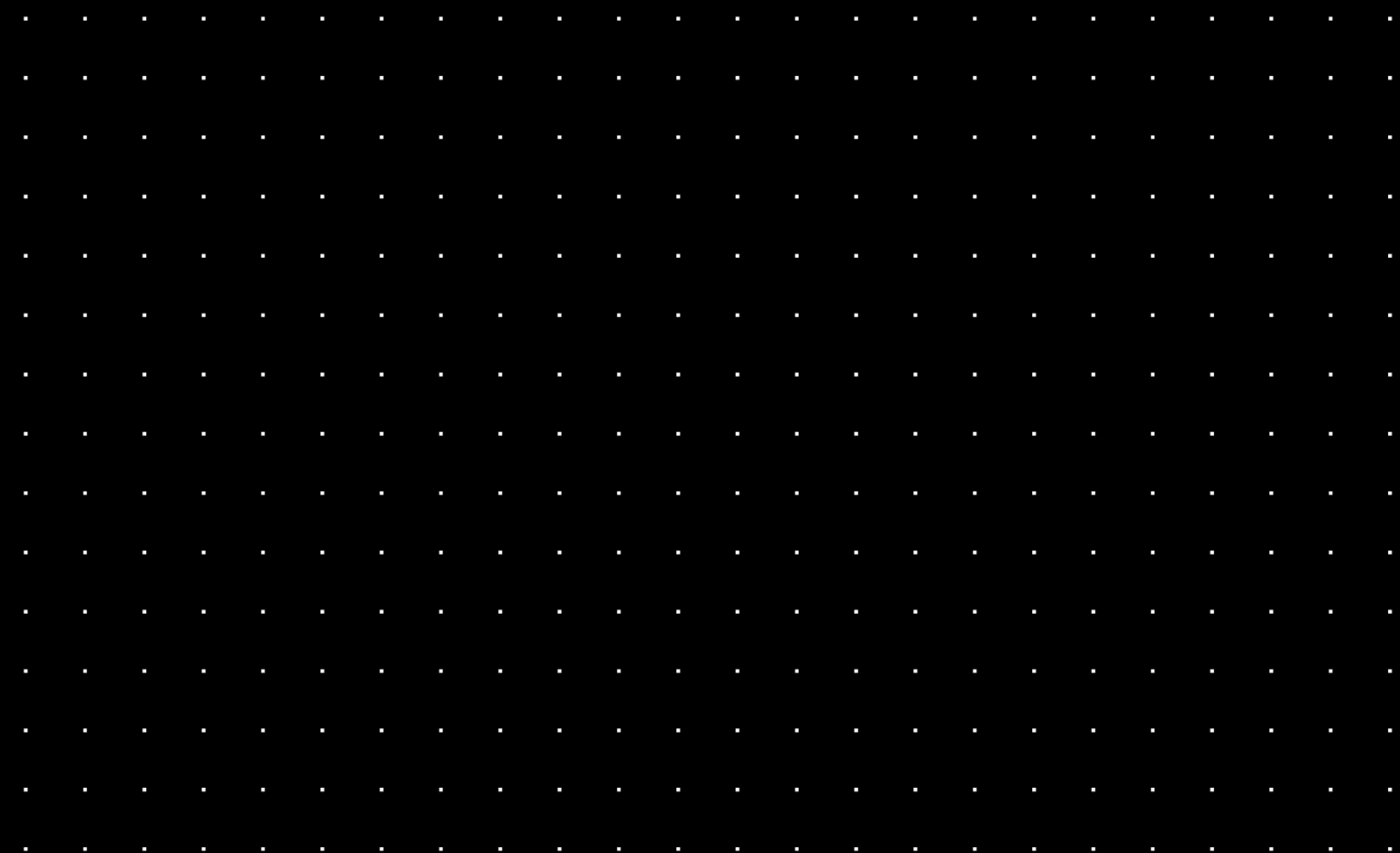
I am convinced that your desire and ambition, coupled with our experience and expertise is the perfect blend for success. Thank you for the opportunity to share our proposal, and we look forward to discussing this further in more detail if given the opportunity.

Sincerely,

Tom Roberts
Chief Executive Officer



About us.





Experience at every touchpoint.

More than ever, customers expect a consistently brilliant experience with every interaction with your brand. When they don't get it, it can cost you money, harm your reputation and limit growth.

Your customers have one view of your brand, which is based on their accumulated experience with every touch point, physical, digital and human over time.

80% of companies think they offer brilliant customer experience, only 11% of their customers agree (Source: Bain and Co)

This often happens because different parts of the business are silo'd, have different goals, technologies, creative solutions and agencies etc. that means customer experiences can become disjointed. This can lead to weak links, a lack of brand coherence, disjointed experiences and a reduced ability to effectively match touch points with customer needs and expectations.

We have developed a unique approach to solve this problem which we call **Total Experience.**

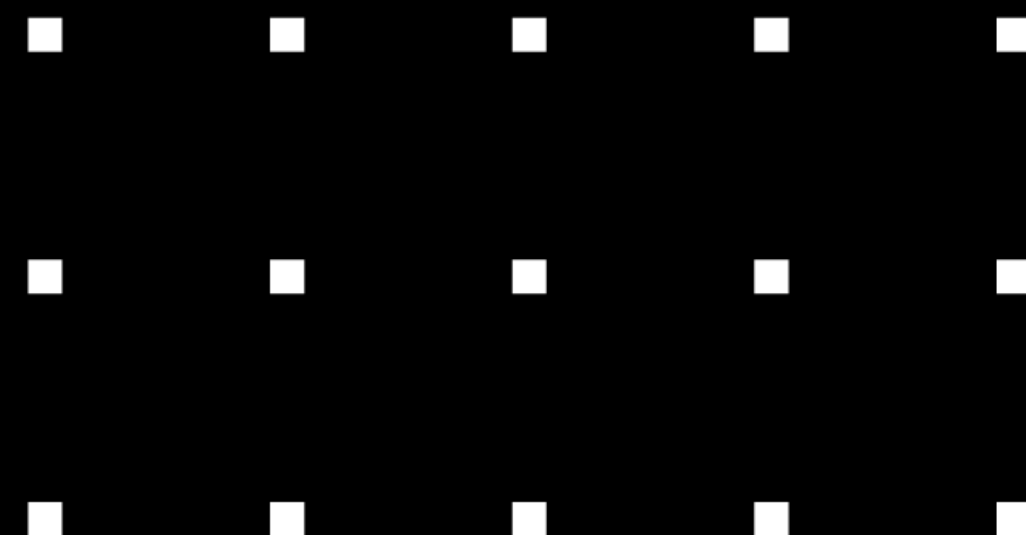
About us



How we deliver the Total Experience.

Total Experience is an interdisciplinary approach based on defining and designing how all the internal parts of a business interact to shape and deliver the external touchpoints of your business that customers experience.

About us



We work with businesses to understand and improve three key areas:

Employee Experience

Management, customer facing, support staff etc.

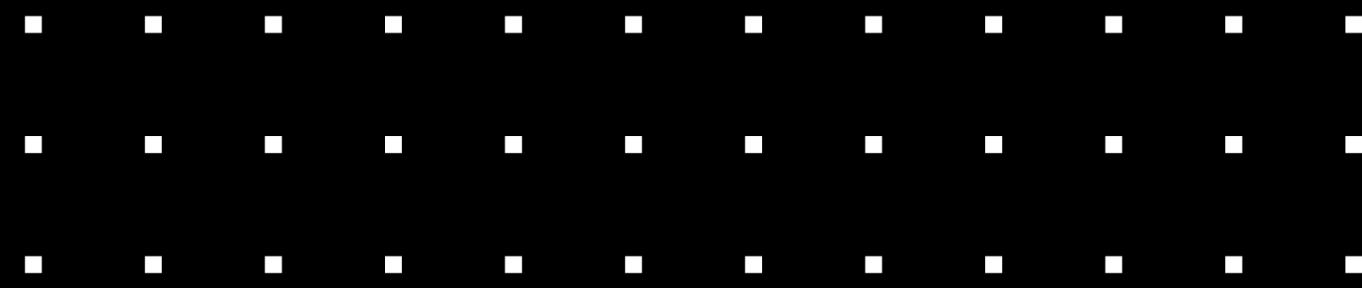
Organisational Enablers

Technology and data, innovation, capability development, organisational structure etc.

Customer Experience

All current and potential customer experience touch points across all contexts, environments, channels and media.

These are the three significant drivers that support business growth.



Our Practices. Stand apart and snap together.

Tribal is organised around six core areas of expertise. Each Practice is a component of Total Experience, representing our commitment to bringing you the finest talent and thinking the industry has to offer. Practices can be deployed independently or 'snap together' with other Practices to ensure you always have the right balance of capabilities for your business.

Bc
Business
Consultancy.

Cx
Customer
Experience.

Cr
Create.

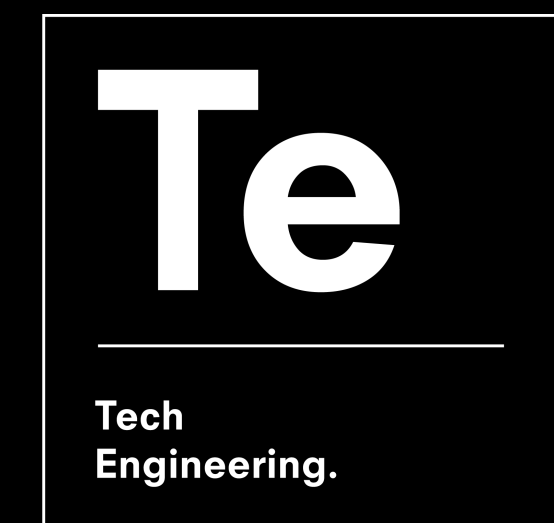
Ds
Data
Science.

Sk
Spark.

Te
Tech
Engineering.

About us

For this project we
will utilise our
Customer Experience
and **Tech Engineering**
practices.





Transforming business through world-class CX.

We are experts at crafting the holistic customer experience. Redefining and designing both the digital and physical touch points of a client's ecosystem to create a high-performing whole greater than the sum of its parts.

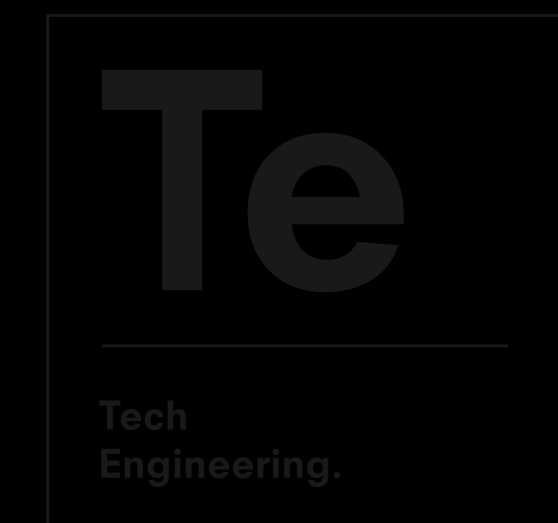
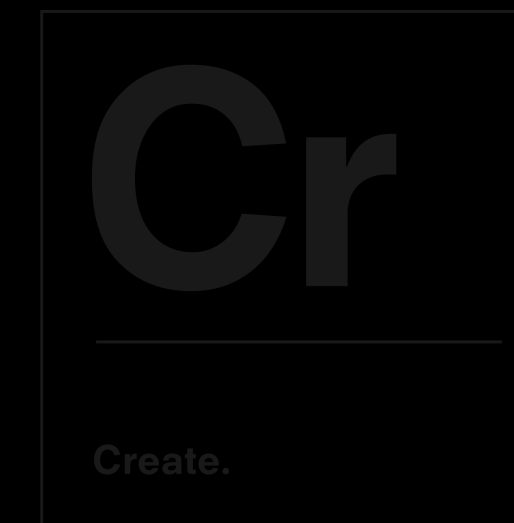
What we do.

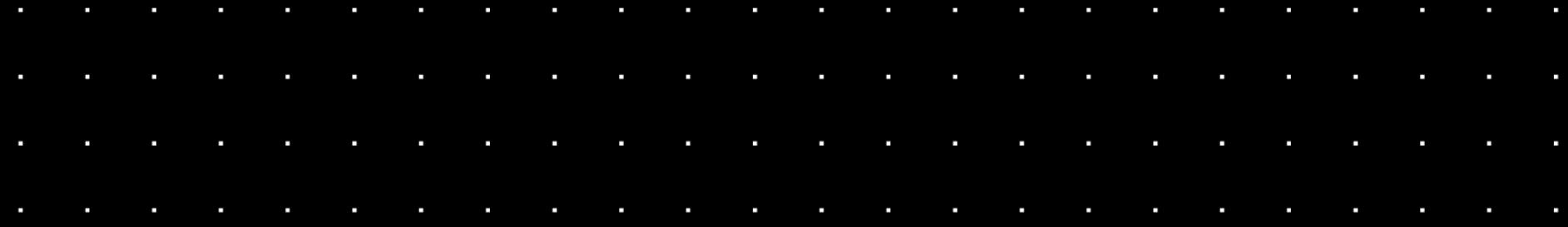
- Research & User Testing
- CX Strategy & IA
- Proposition & Service Design
- Experience Principles & Guidelines
- CX & Journey Mapping
- Lo-fi and High-fi Prototyping
- Website & Mobile app UX
- Responsive and mobile-first toolkits
- Omni-channel eComm Experience Design
- Training and capability building

How can we help.

- Drive conversion
- Increase customer satisfaction and brand loyalty
- Translate strategic intent into tangible 'North Star' vision
- Align decision making across silos
- Measure & improve performance
- Evidenced-based support from user research, usability testing, and expert assessment

About us





Bringing experiences to life.

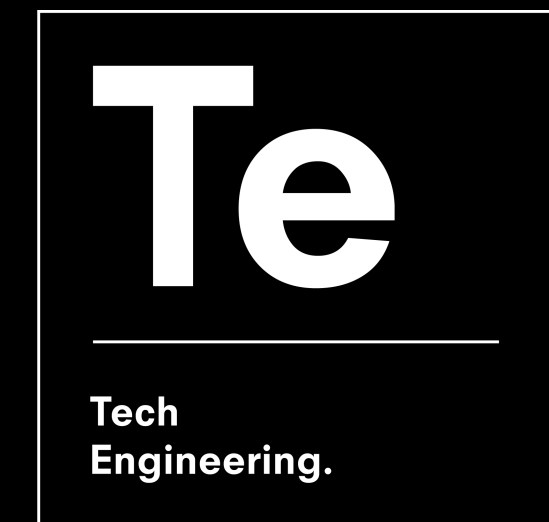
We are experts at applying and embedding current and future technologies to bring alive engaging experiences and solve business problems.

What we do.

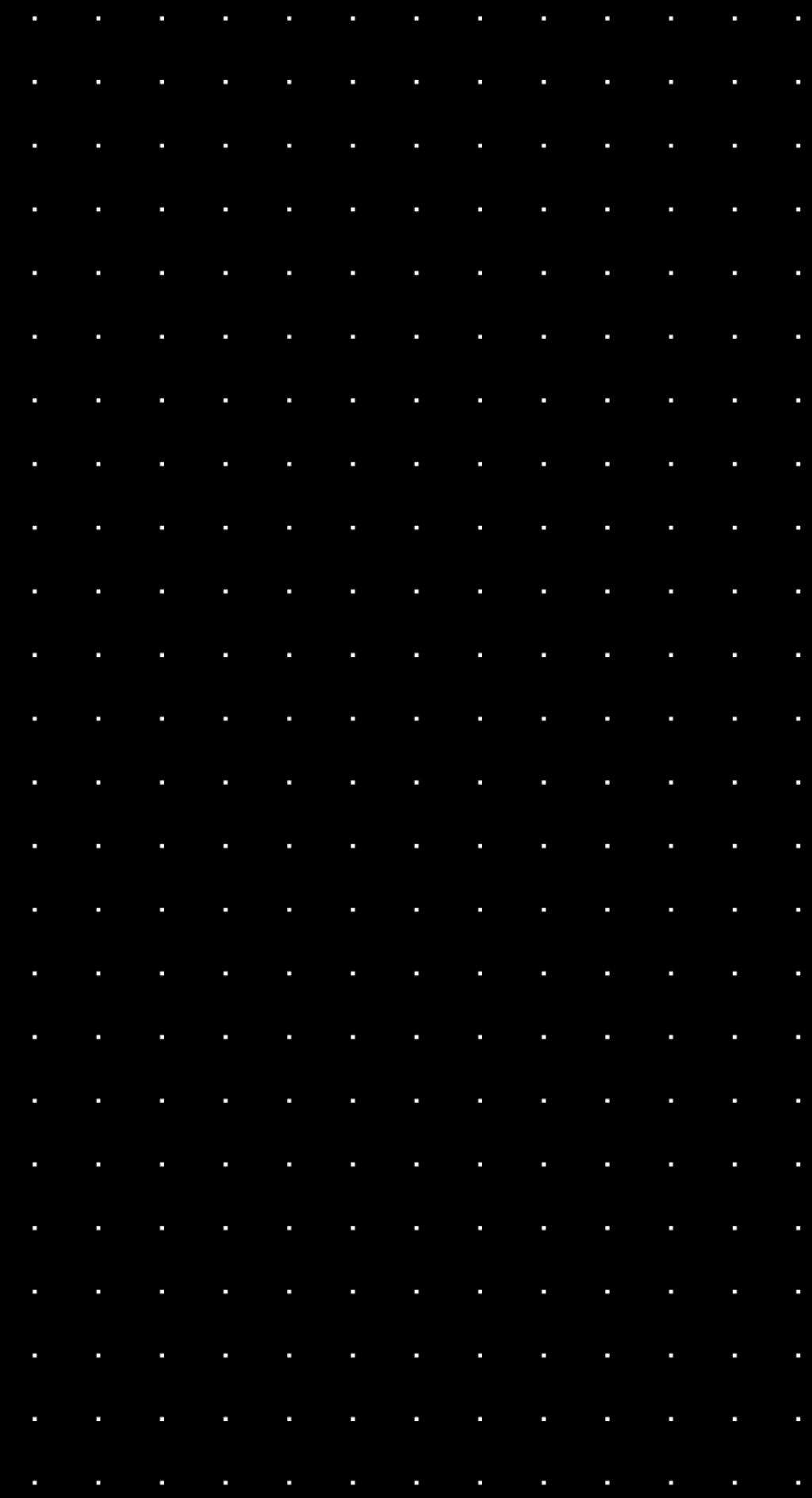
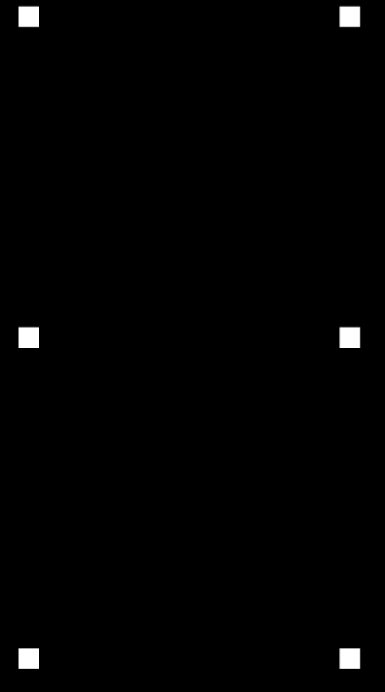
- Tech Consultancy
- Front-end Development
- System Integration
- Mobile app dev and management
- Retail and Experiential Solutions
- Quality Assurance
- Tribal Inside
- Back-end Development
- Dev Ops
- Technical Architecture

How can we help.

- Implement, integrate, scale and maintain tech solutions across lifecycle
- Provide a tech agnostic viewpoint
- Reduce the long-term costs
- Deliver technical solutions in multi-stakeholder and multi-vendor environments



About us



Case Studies.



Wren Kitchens.

A connected premium experience.

Wren Kitchens

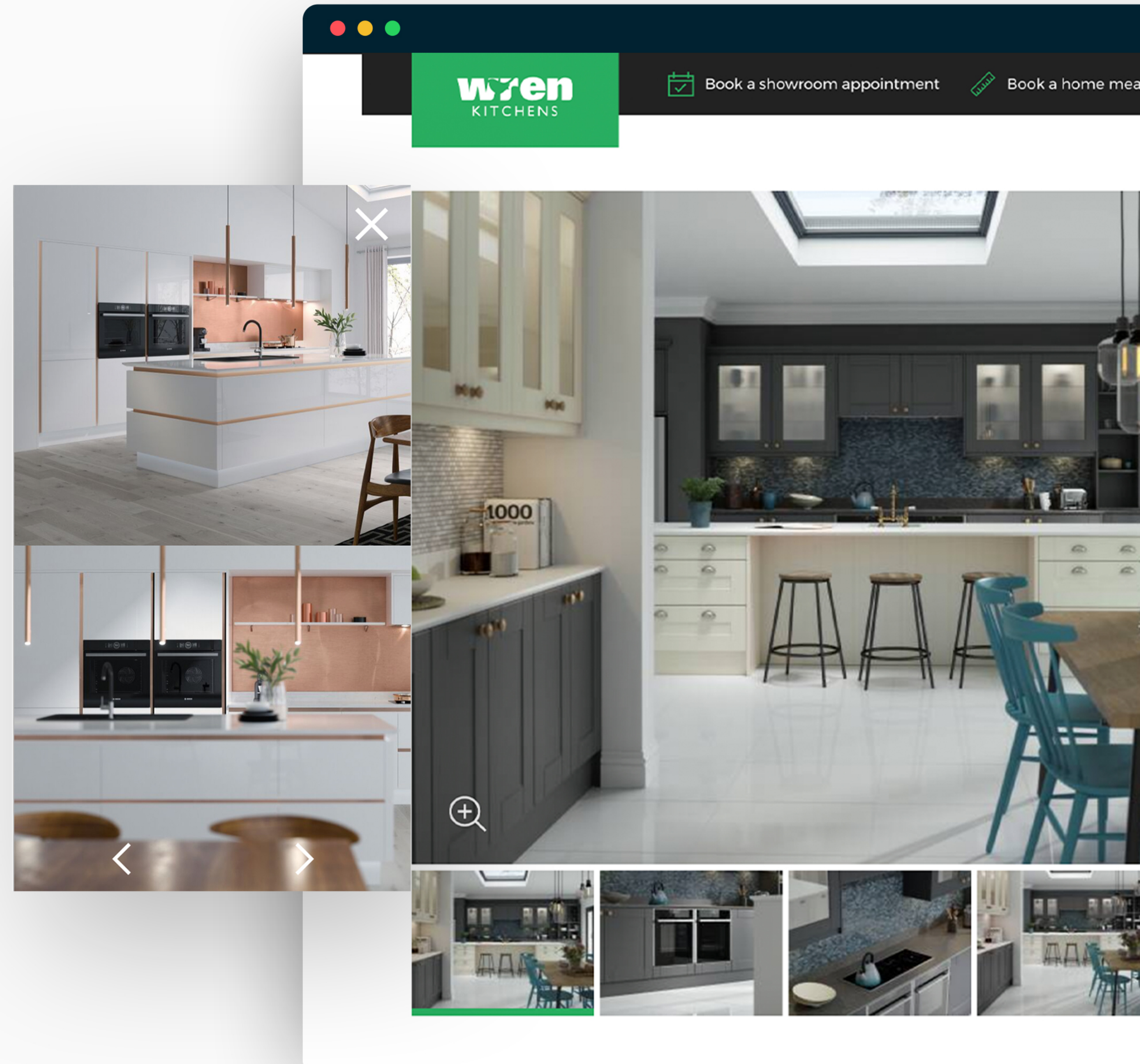
<https://www.wrenkitchens.com/>

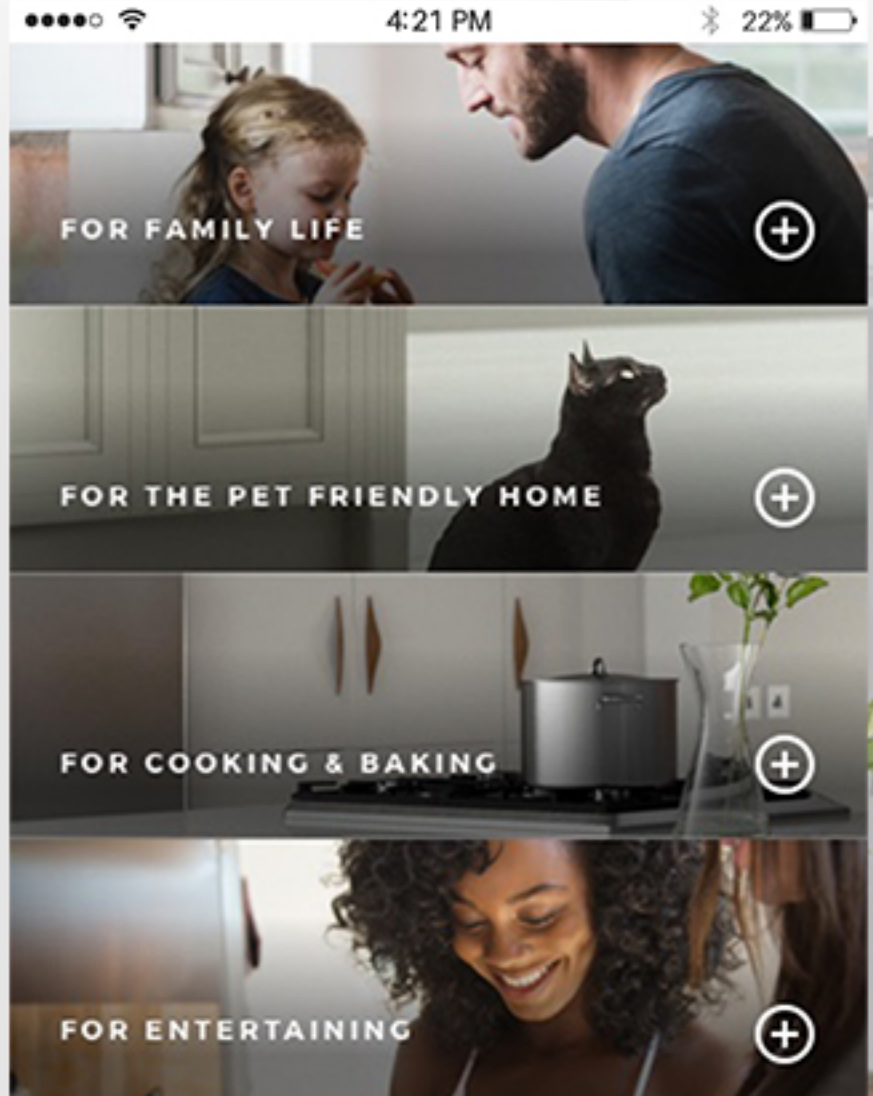


Turning up the heat.

Wren Kitchens have huge growth ambitions in the crowded home kitchen market. We worked with them to deliver a total customer experience fit for a market leading brand.

Wren Kitchens





NEW

INFINITY PLUS
COUNTRY
ERMINE
PEBBLE MATT

£6,531* ~~£75.17~~
or £75.17 per month
For all these fully built units

View this kitchen

→ Or browse our full range

POPULAR KITCHENS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin

4:21 PM 22%

ALL KITCHENS




MODERN
Cool and contemporary



SHAKER
Incredibly versatile



TRADITIONAL
Comforting and warm



INFINITY PLUS
Contour Lagoon Gloss

£5,201*

All these fully built kitchen units*
or only £99.23 per month*



INFINITY PLUS
Country Nimbus Matt

£5,216*

All these fully built kitchen units*
or only £99.51 per month*



INFINITY PLUS
Shaker Cornish Slate Matt

£3,175*

All these fully built kitchen units*
or only £80.42 per month*

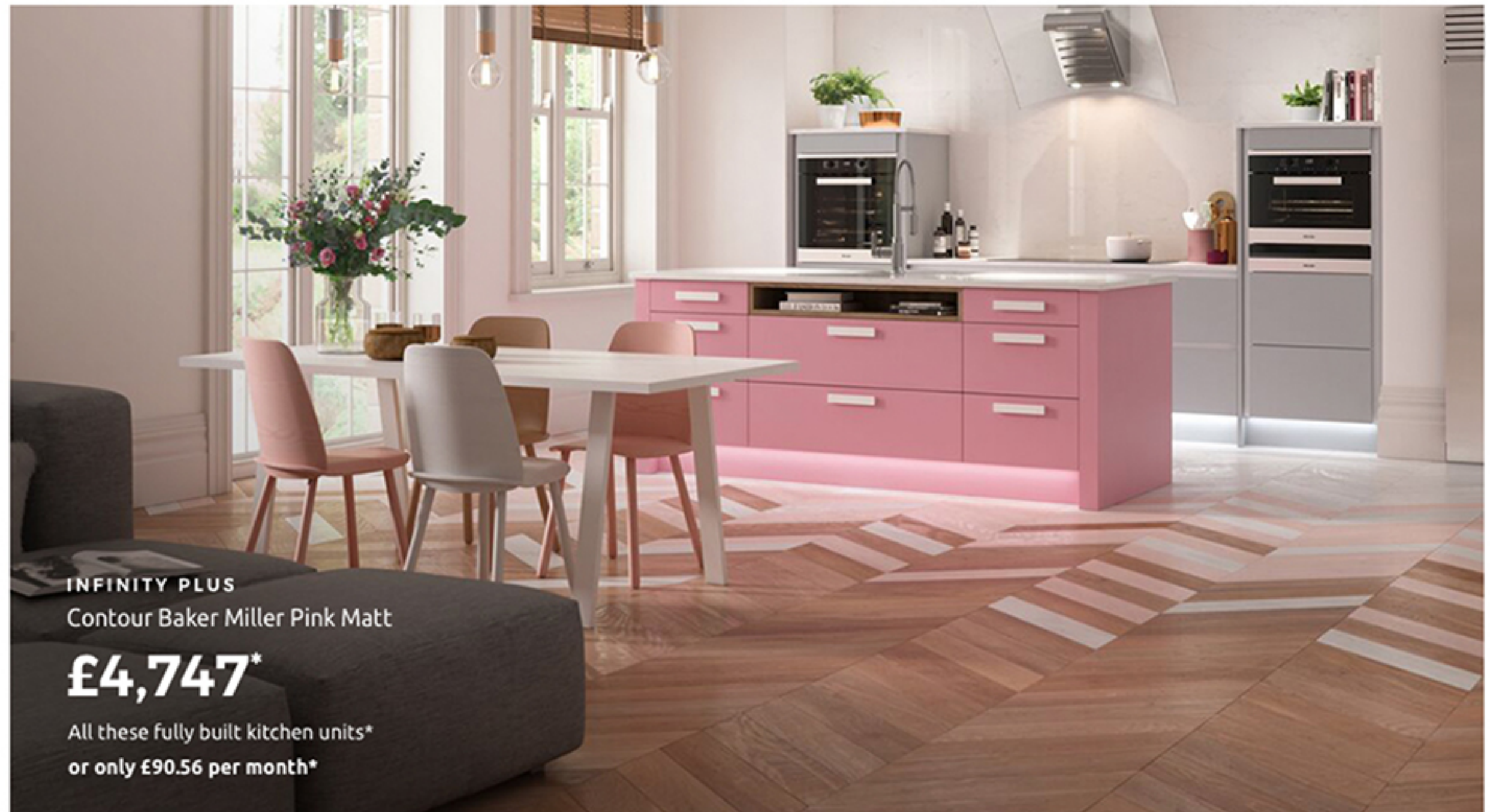


HALF PRICE

INFINITY PLUS
Shaker Esmine Sage Matt

£3,492*

All these fully built kitchen units*
or only £66.62 per month*



INFINITY PLUS
Contour Baker Miller Pink Matt

£4,747*

All these fully built kitchen units*
or only £90.56 per month*



Blending brand with experience.

We first analysed the complex consideration process customers go through when buying a kitchen, and used this insight to develop experience and design principles to relieve pain points and smooth the consumer journey. These principles informed our design of Wren Kitchen's fully responsive desktop and mobile website in a way that reflected the brand's values of professionalism and craft.

We then drove brand awareness and traffic to the new destination with a series of tongue-in-cheek ads that playfully championed Wren Kitchen's phenomenal craft and customer service. The campaign ran on TV, radio, digital and in retail.

Wren Kitchens

all kitchens

UK'S #1 KITCHEN RETAIL SPECIALIST

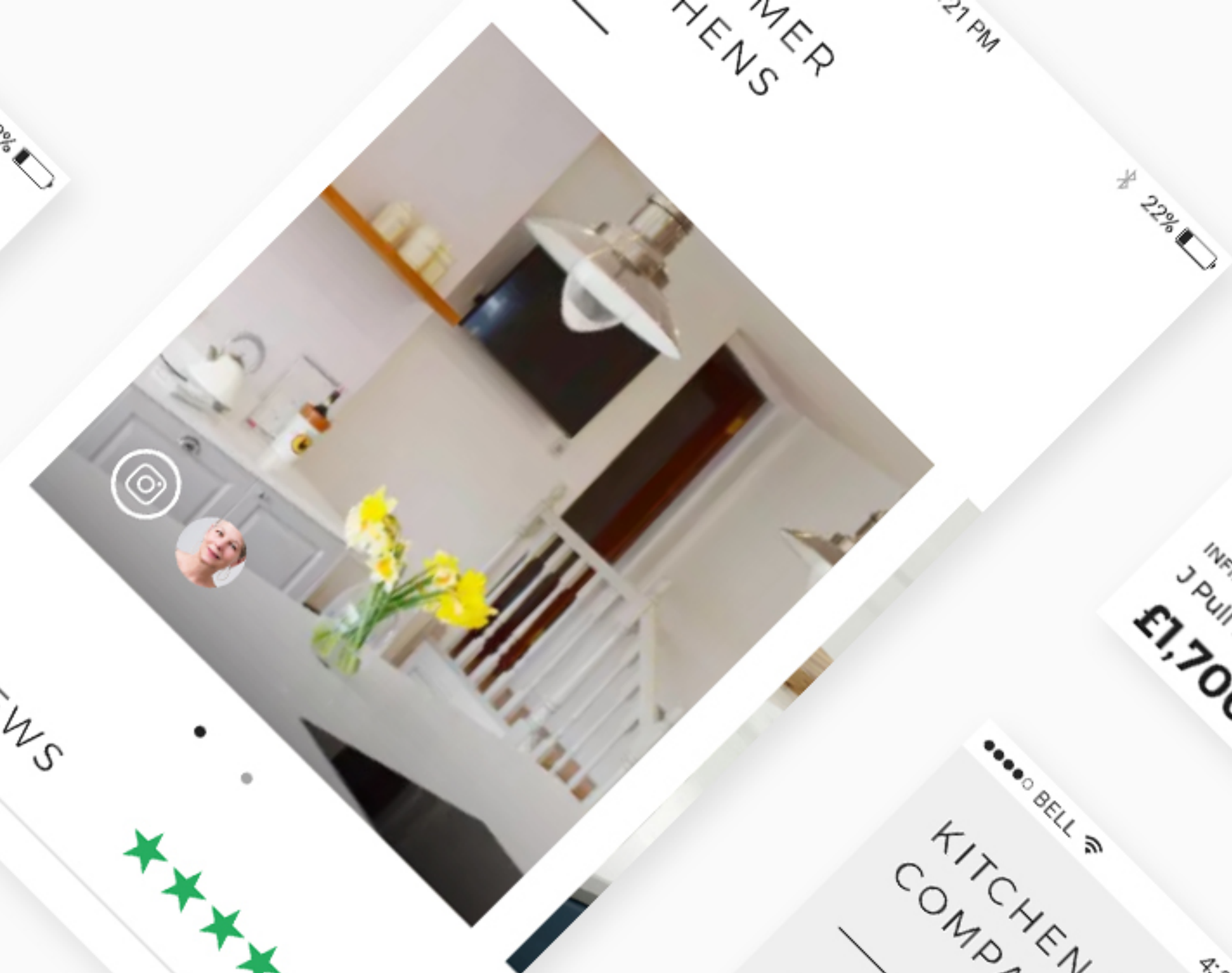
63 SHOWROOMS

Find your local showroom

PLANNER

REVIEWS

26



INFINITY J Pull Kitchen in White

£1,700[^]

Remove all filters X

Showing 41 kitchens

SORT BY MOST POPULAR

Remove all filters X

KITCHEN RANGE COMPARISON

We constantly check the price of our kitchens against our competitors to ensure that you get the best value.

Prices last checked 19th September 2017

Book a showroom appointment

Book a home measure

Back to Infinity plus Range

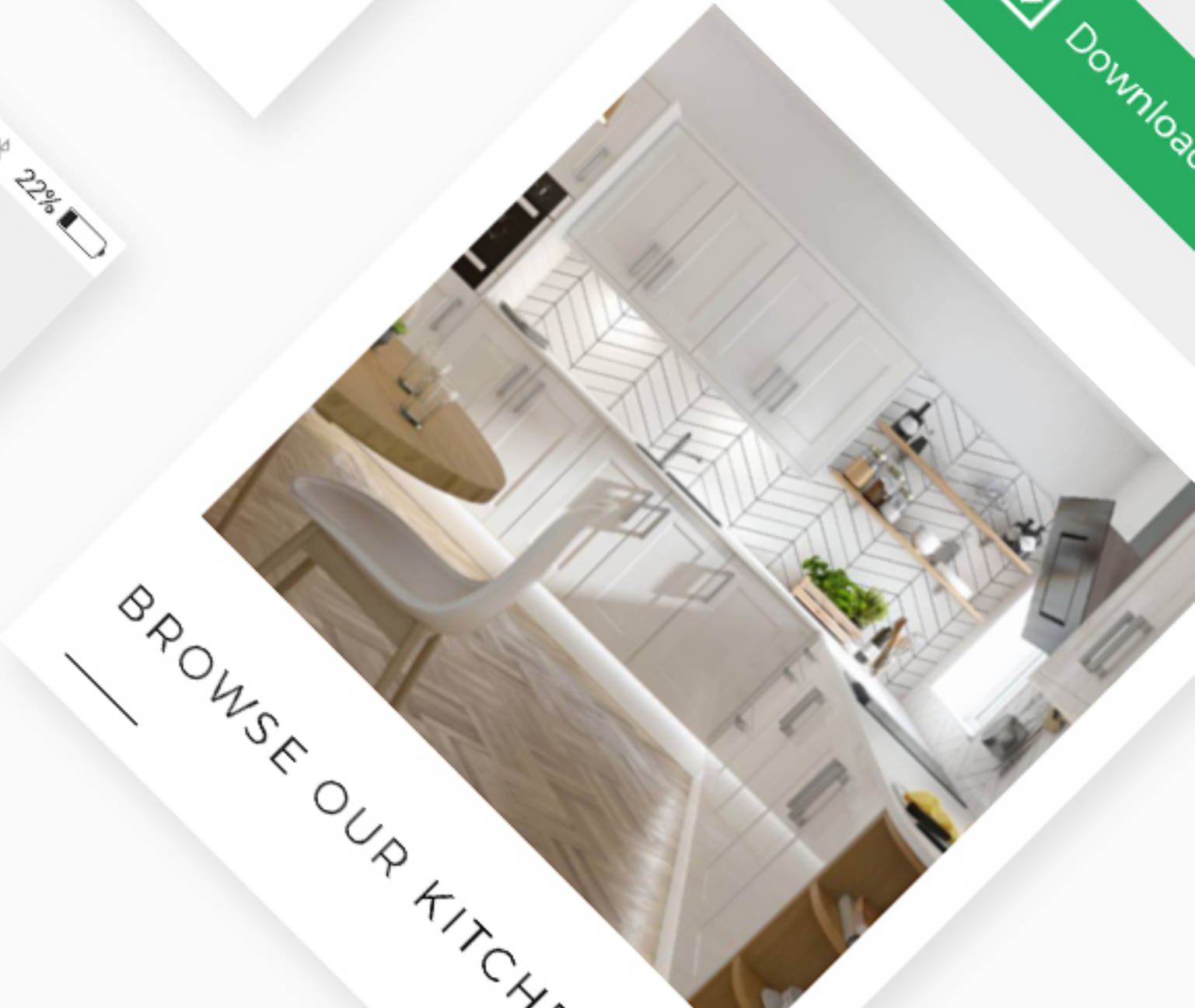
AUTOGRAPH PACRYLIC BLUE QUARTZ | GLOSS

AS SEEN ON TV

INFINITY PLUS



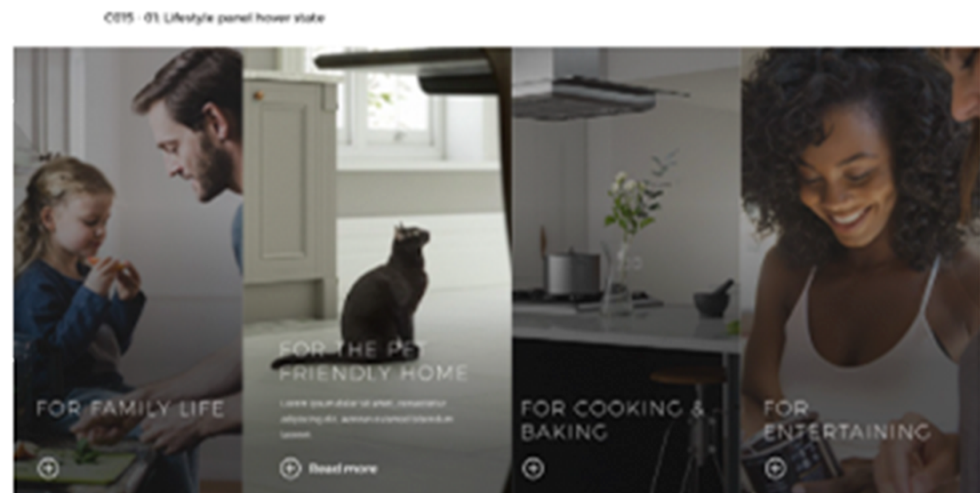
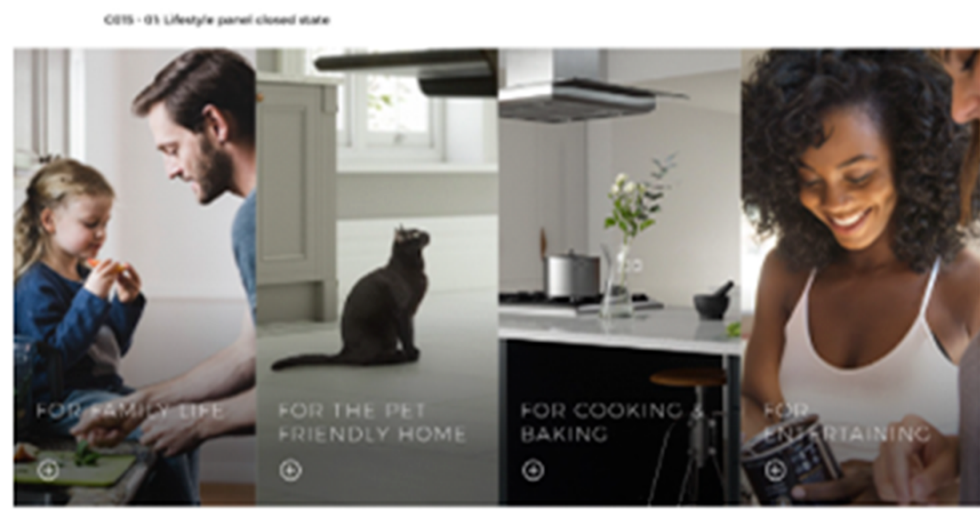
BROWSE OUR KITCHENS



Download

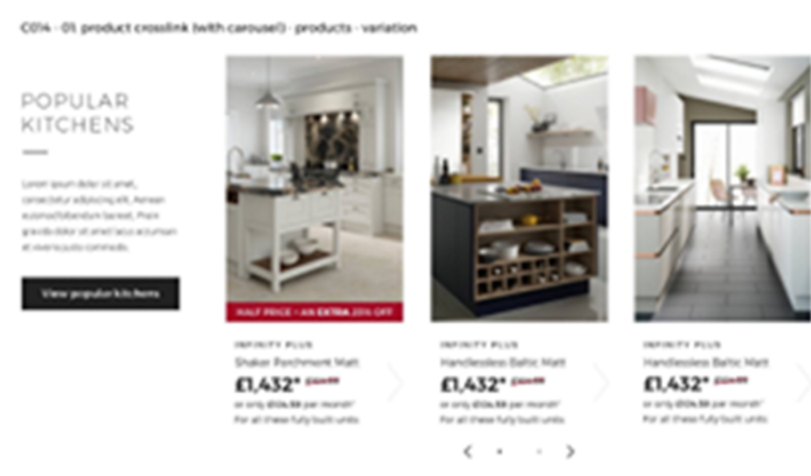
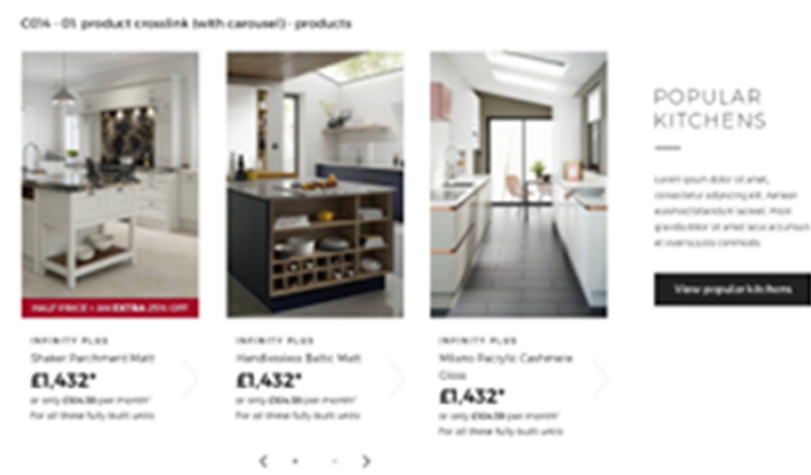
COMPONENT LIBRARY v1.0

C015 — LIFESTYLE PANEL

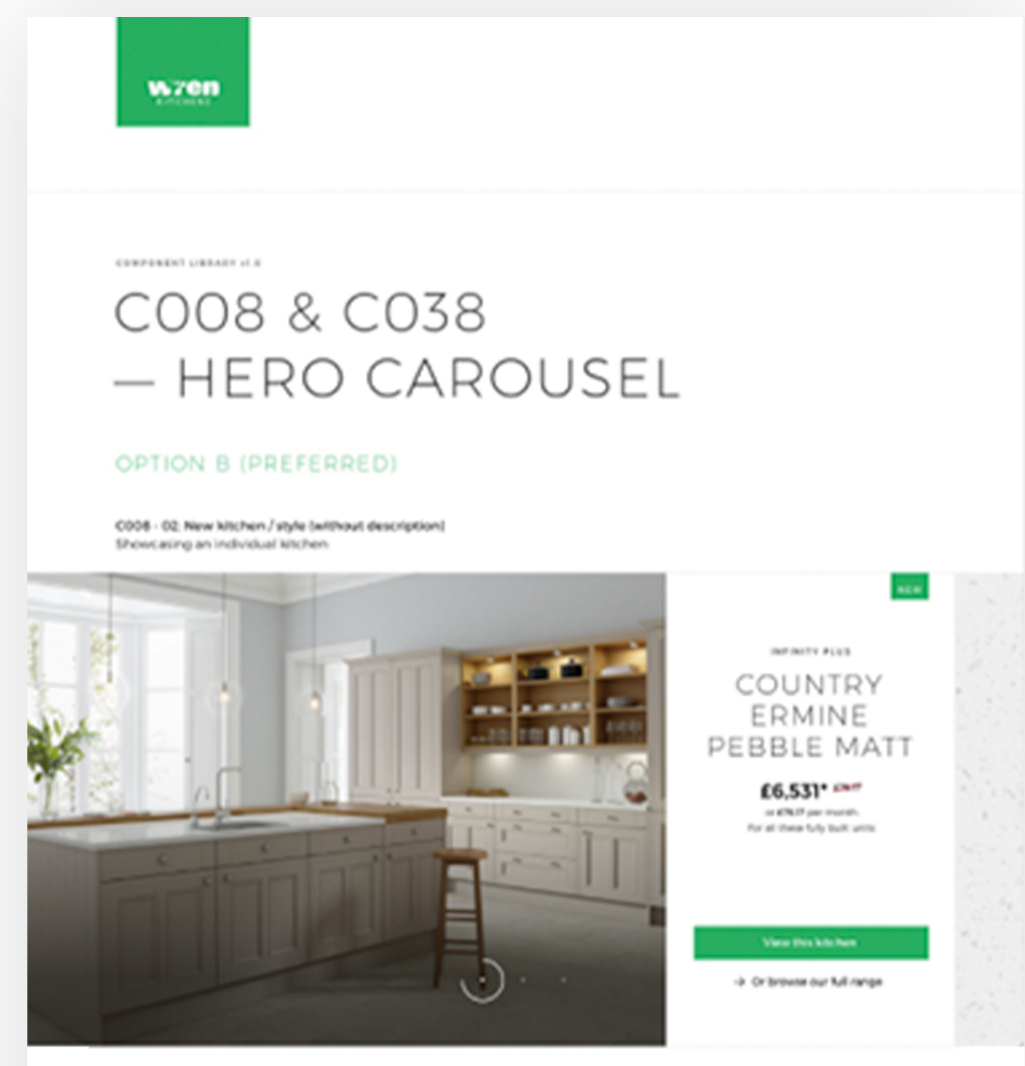
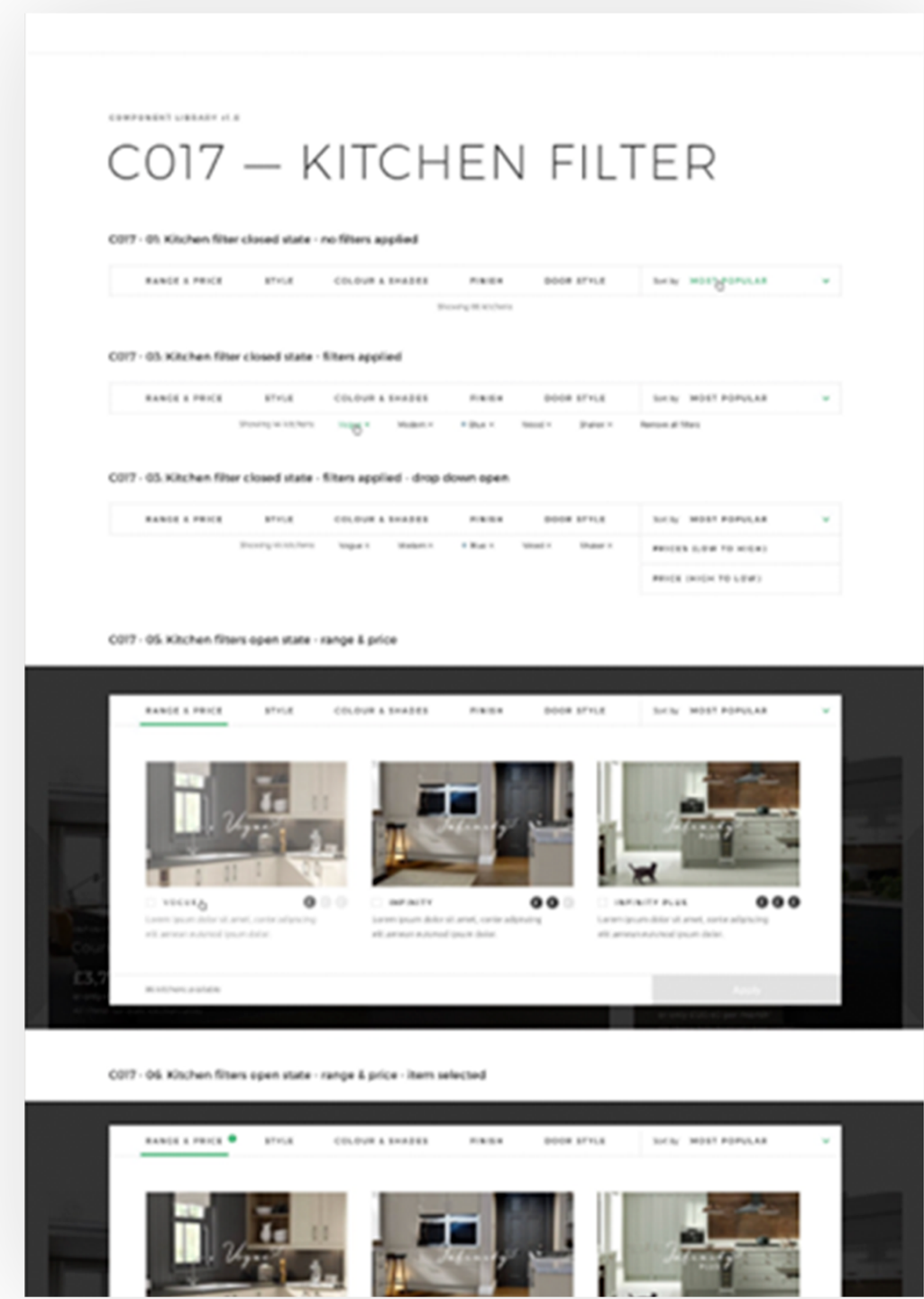
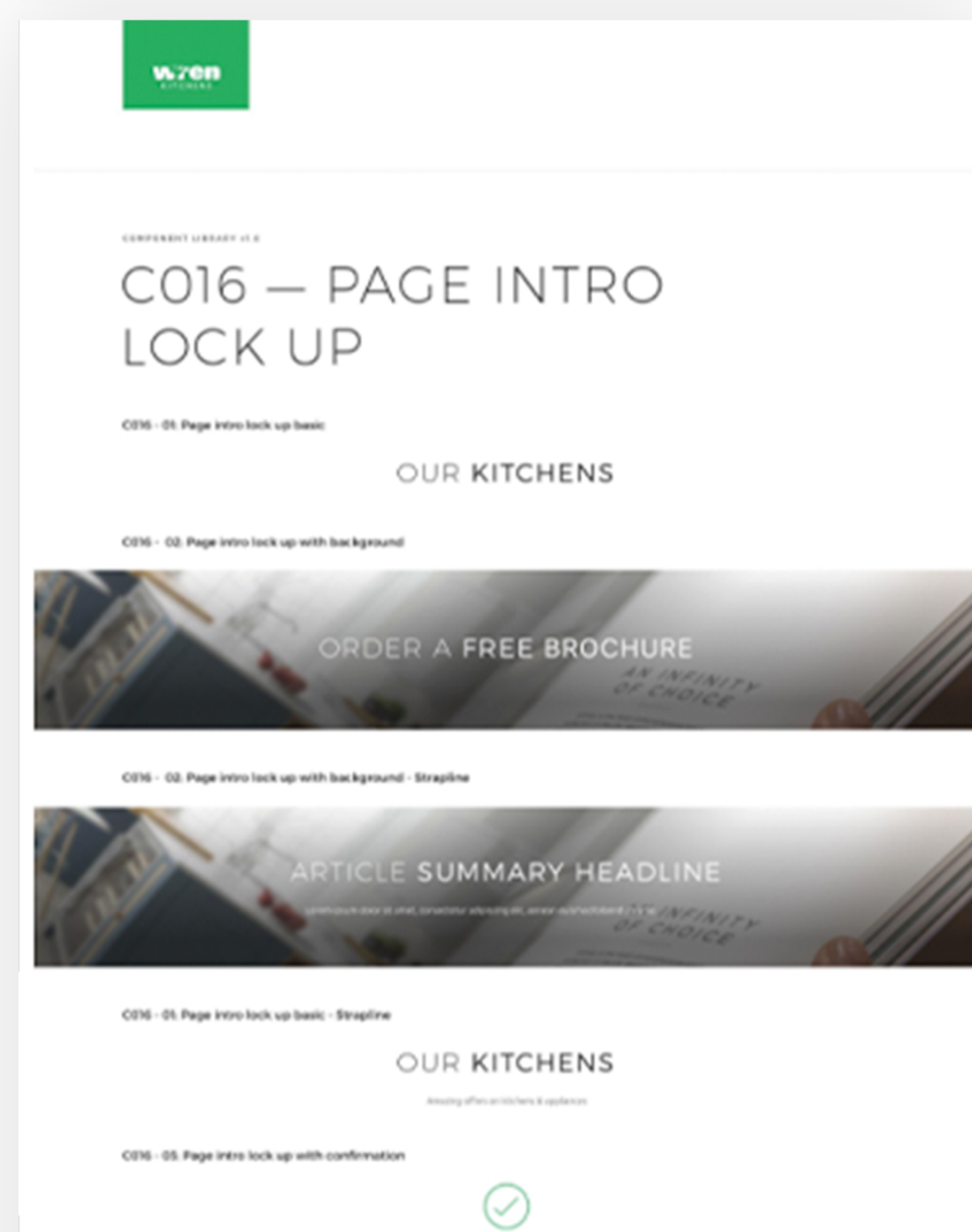
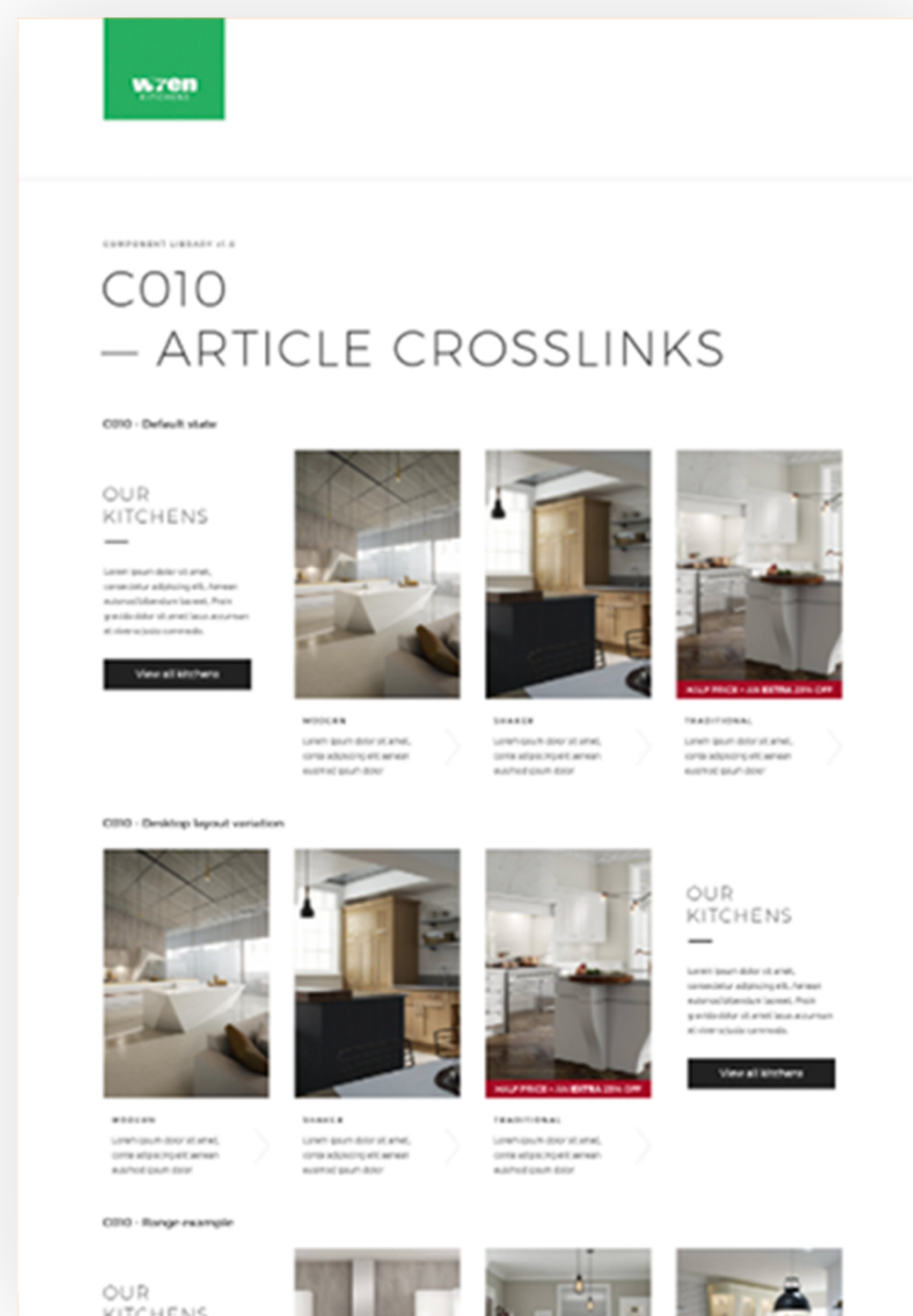
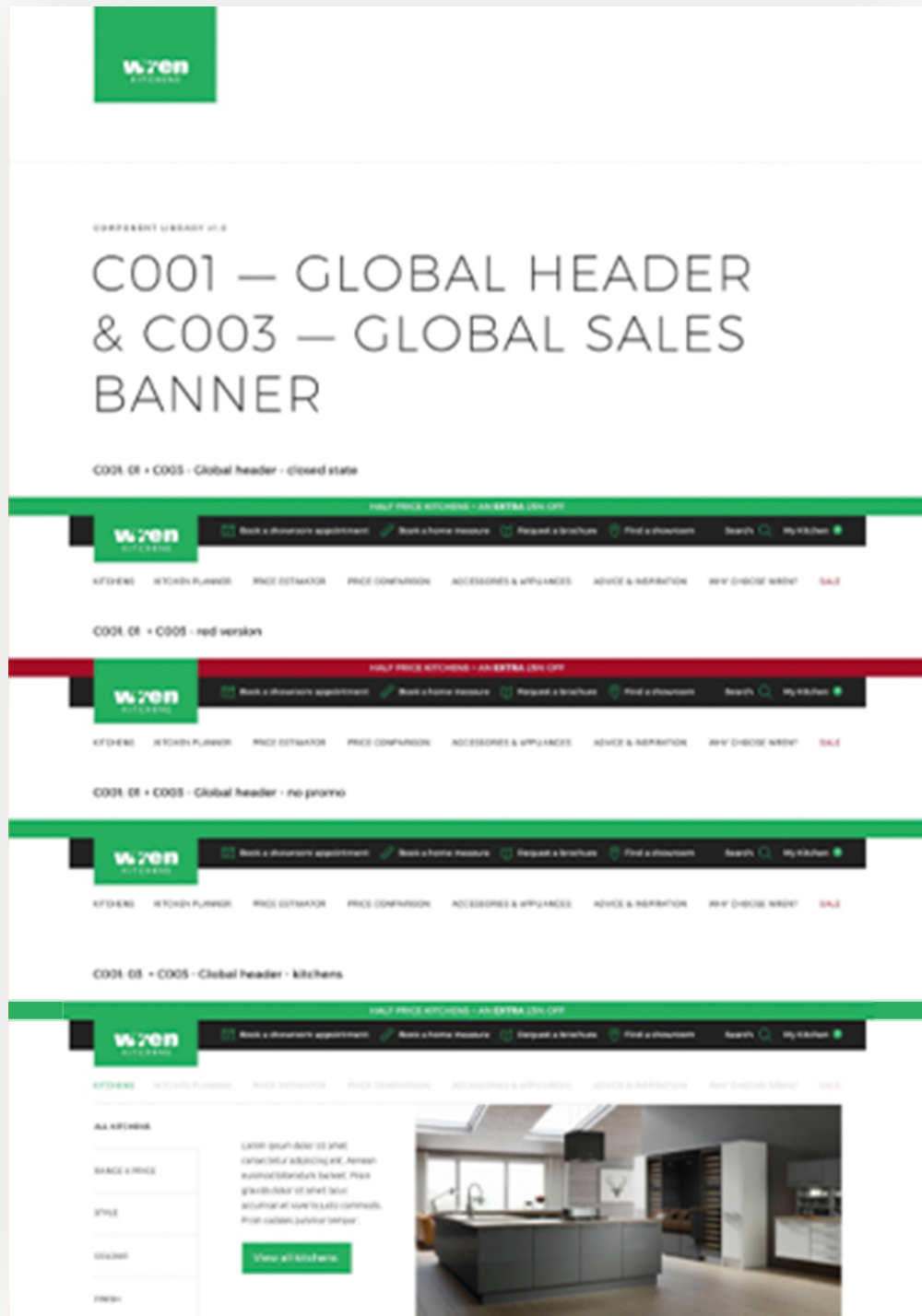


COMPONENT LIBRARY v1.0

C014 — PRODUCT CROSSLINK



C014 - Desktop layout variation - Price comparison





Watch it rise.

Organic searches for Wren Kitchens increased by 66% as a result of the integrated campaign. And things only rose higher from there. The new website increased appointments by 34%, with a significant uplift in sales conversions.

Wren Kitchens

66%

Increase in organic brand search.

34%

Increase in in-store appointments.

25%

Increase in sales conversion.

A retail experience like no other.

Falabella's customers were getting lost in a labyrinth.

We created growth with a frictionless shopping experience.



Falabella

<https://www.falabella.com/falabella-cl/>



Bringing the in-store experience to e-Commerce.

Falabella wanted bring their premium in-store shopping experience to their customers online. Beginning with Falabella's brand, we developed an ecommerce experience that blended chic contemporary design with best-in-class experience principles to create a simpler, more premium site that was true to Falabella's unique personality.

Falabella

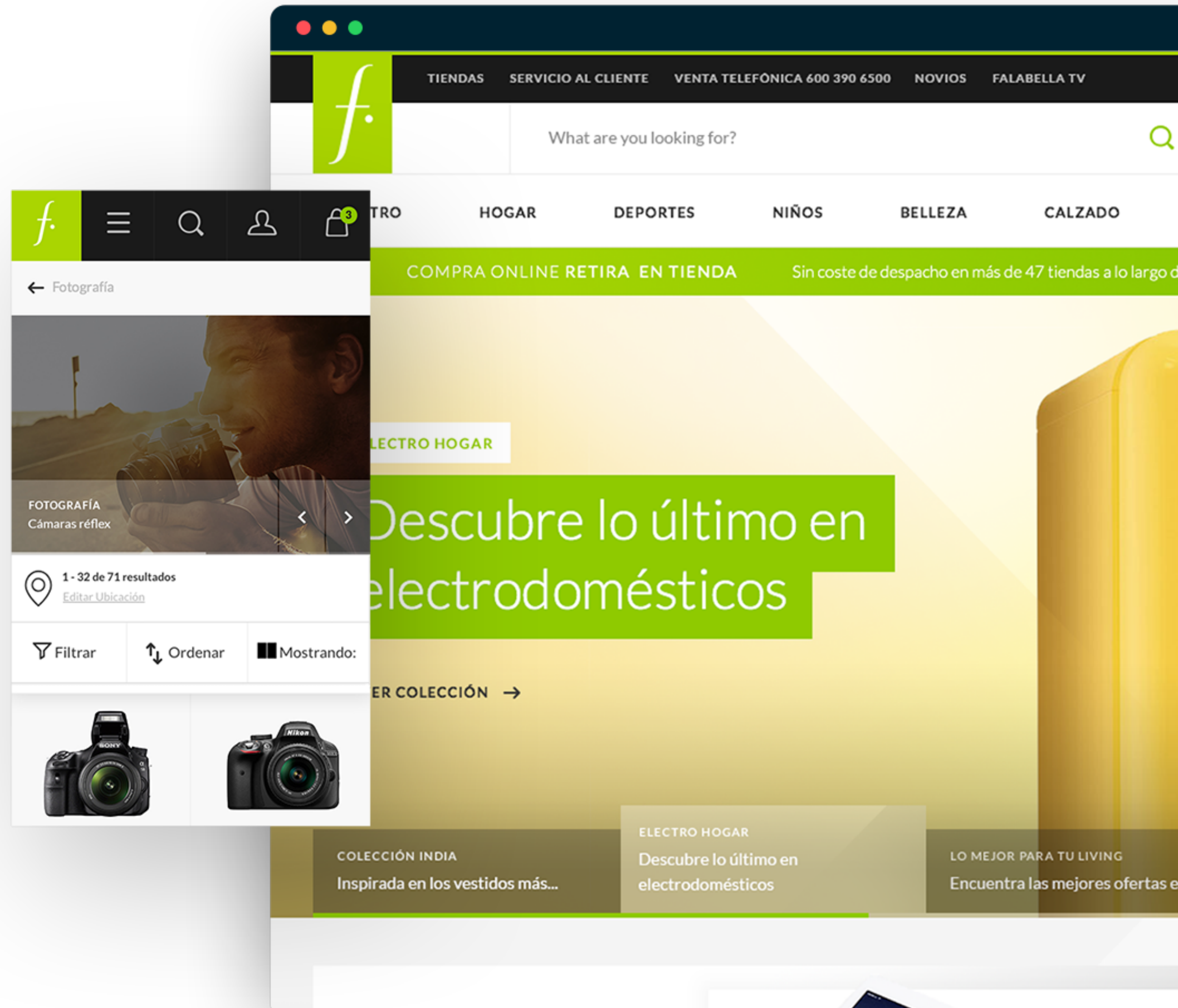


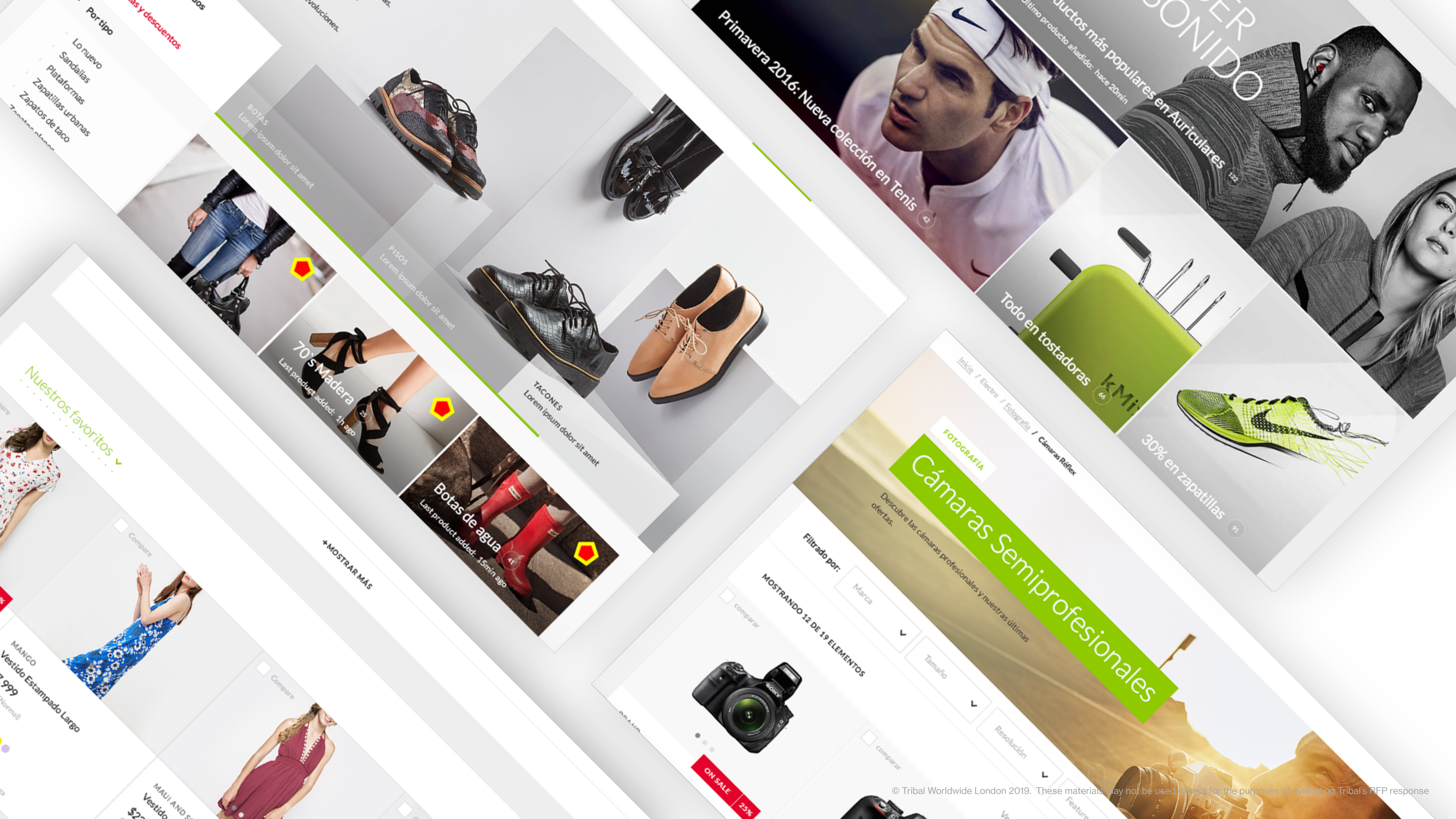


Finding a way out of the maze.

Despite the challenges of building on the brand's legacy technology, we were able to take the friction out of a convoluted and frustratingly complex customer experience.

Falabella





- Por tipo
- Lo nuevo
- Sandalias
- Plataformas
- Zapatillas urbanas
- Zapatos de taco
- Zapatos planos

BOTAS
Lorem ipsum dolor sit amet



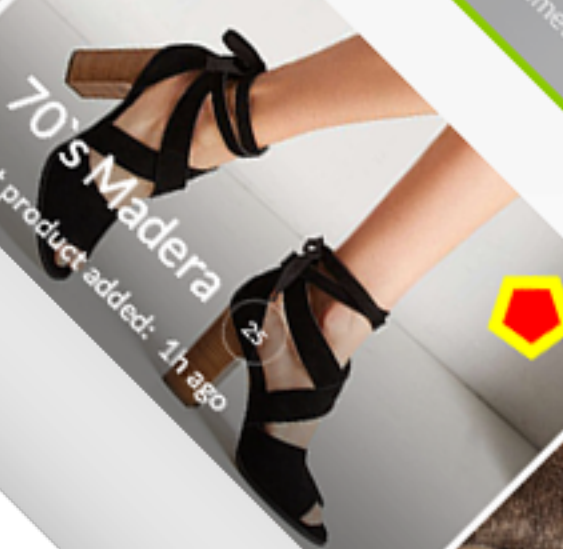
PISOS
Lorem ipsum dolor sit amet



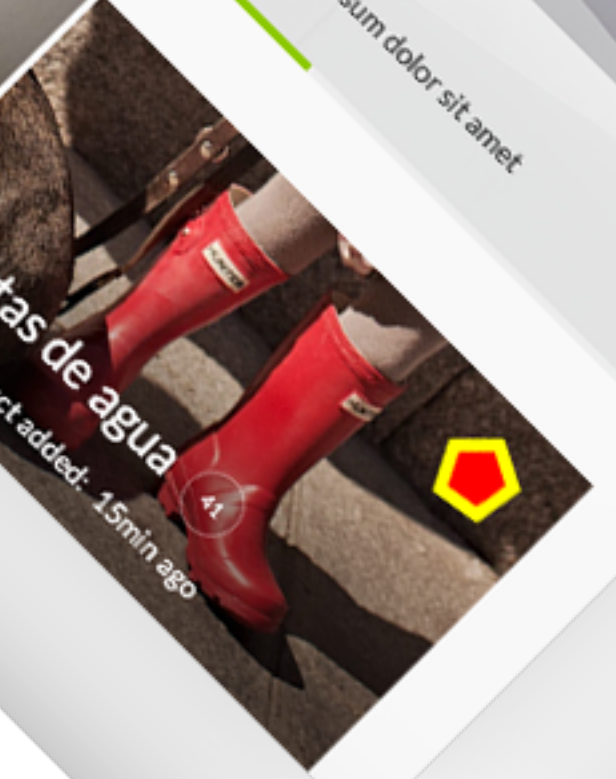
TACONES
Lorem ipsum dolor sit amet



70's Madera
Last product added: 1h ago



Botas de agua
Last product added: 15min ago



+MOSTRAR MÁS



ON SALE 25%

Cámaras Semiprofesionales

Descubre las cámaras profesionales y nuestras últimas ofertas.

Filtrado por:

Marca

Tamaño

Resolución

MOSTRANDO 12 DE 19 ELEMENTOS

comparar

comparar

Nuestros favoritos



MANGO
Vestido Estampado Largo
\$7999
(Normal)



MAUI AND S
Vestido
\$200



Head and shoulders above the opposition.

The results were outstanding. As a result of streamlining customer journeys and reimagining the checkout experience, we generated a 55% uplift in conversion and a 25% increase in customer satisfaction.

Falabella

55%

Uplift in conversion.

25%

Increase in customer satisfaction.



VIA Outlets.

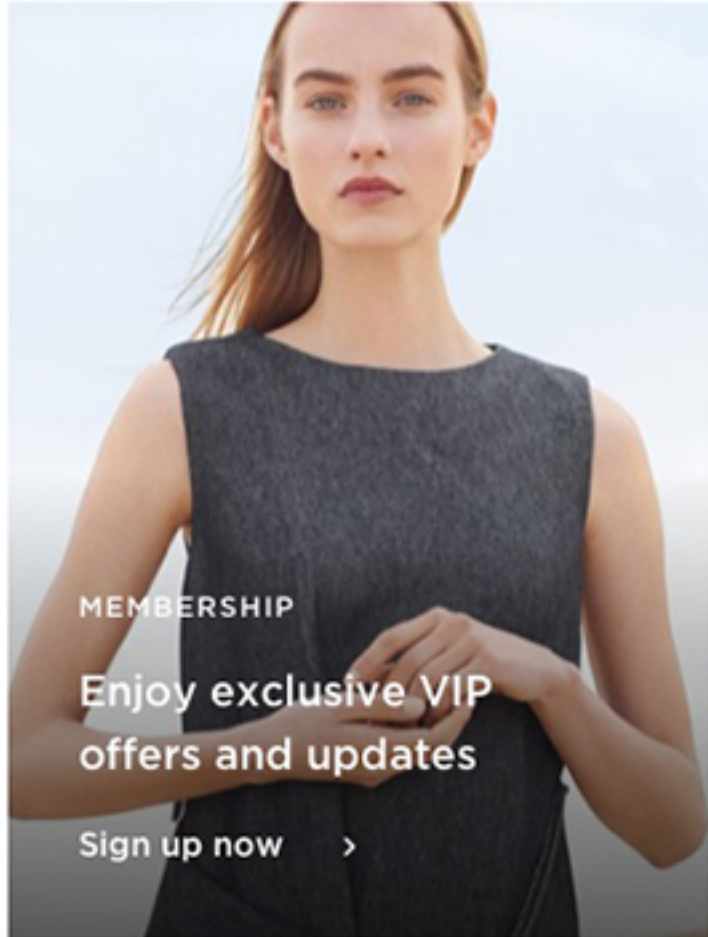
A new global platform built to AA standards.

VIA Outlets



- Swedish
- English
- German
- Spanish
- Chinese

SERVICES AND GIFT CARDS



MEMBERSHIP

Enjoy exclusive VIP offers and updates

Sign up now >



See all services >

26 - 28 JANUARY

WELCOME TO HEDE FASHION

Browse among a unique collection of high-end shops and boutiques.

Find out more >



BRANDS



BOSS



RALPH LAUREN



THE BODY SHOP

EXPLORE OUR

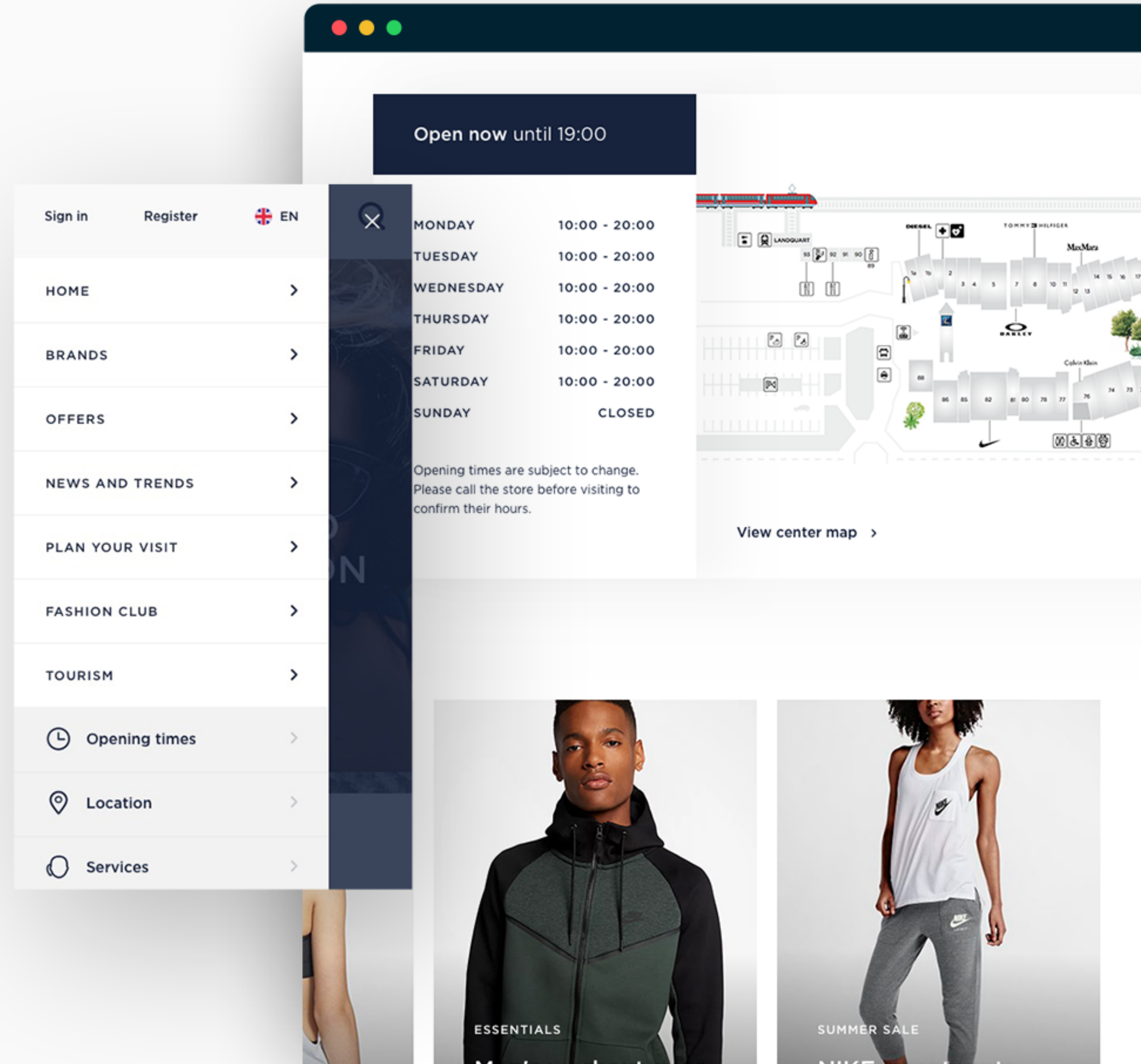


Helping VIA Outlets prepare for the future.

We were tasked with designing and creating a consumer website for each of the 11 outlet centres in VIA's portfolio. The new website needed to be elegant and practical, based on a common framework that could easily be replicated as the portfolio grew and their digital presence widened.

We rebuilt their website from the ground up. Starting with a CMS that put control back in the hands of content editors, we helped VIA Outlets prepare for the future by giving them power to easily create and edit content, as well as smoothly integrate potential platforms like digital screens and their Fashion Club

VIA Outlets



LATEST

NEWS AND INSPIRATION

NEWS

Temporary NIKE store whilst original is refurbished

HeDe FASHION OUTLET

OFFERS

BLACK FRIDAY SALE AT HEDE

Search for an offer

ALL CATEGORIES

SORT BY

BLACK FRIDAY OFFER

LEVI'S

50% OFF 2017 COLLECTION

MEMBERSHIP

Enjoy exclusive VIP offers and updates

Sign up now

1 of 3

See all services

SOCIAL

HEDE ON INSTAGRAM

EMAIL* rebeka@gmail.com

PASSWORD*

CONFIRM PASSWORD*

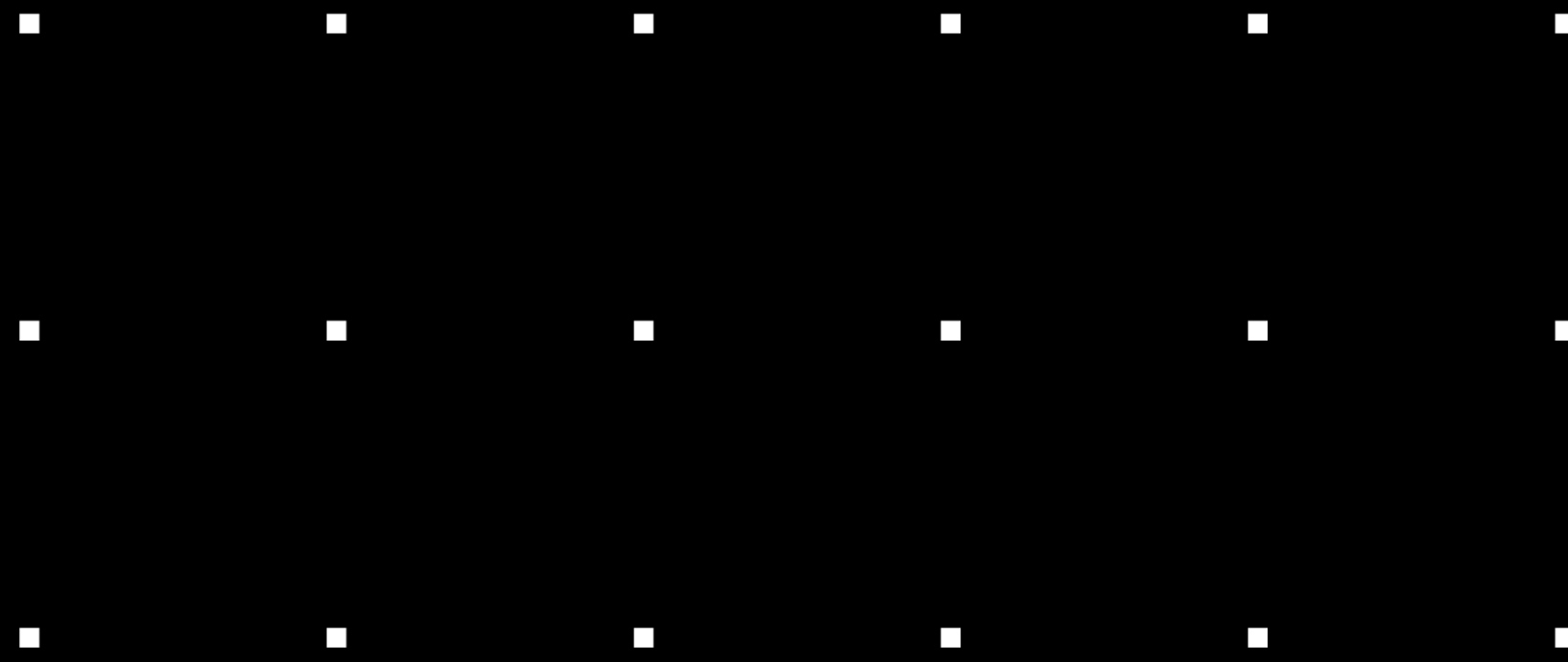
DATE OF BIRTH*

GENDER*

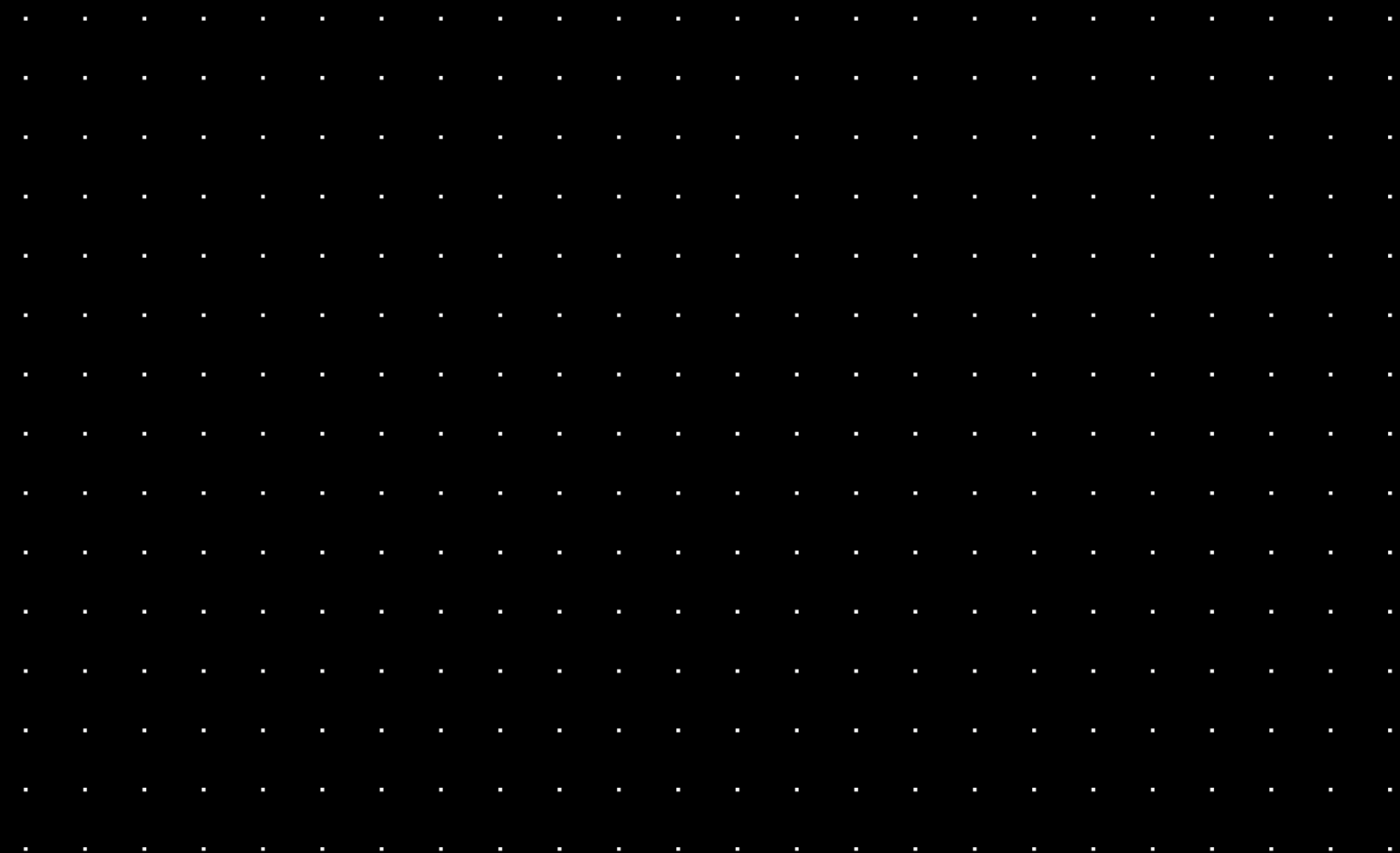
COUNTRY*

LANGUAGE*

I agree to the Terms and conditions



Your Brief.





w3.org.

In Phase 1, you want to transform the public facing areas of your website, making them consistent, engaging and responsive, enabling them to act as a tool that will help solidify your brand.

It must be flexible and replicable, acting as a base from which the other areas of your website can take shape. You need a strong partner that can set the foundations, deliver on your objectives, and act as a strategic consultant to plan for the future.

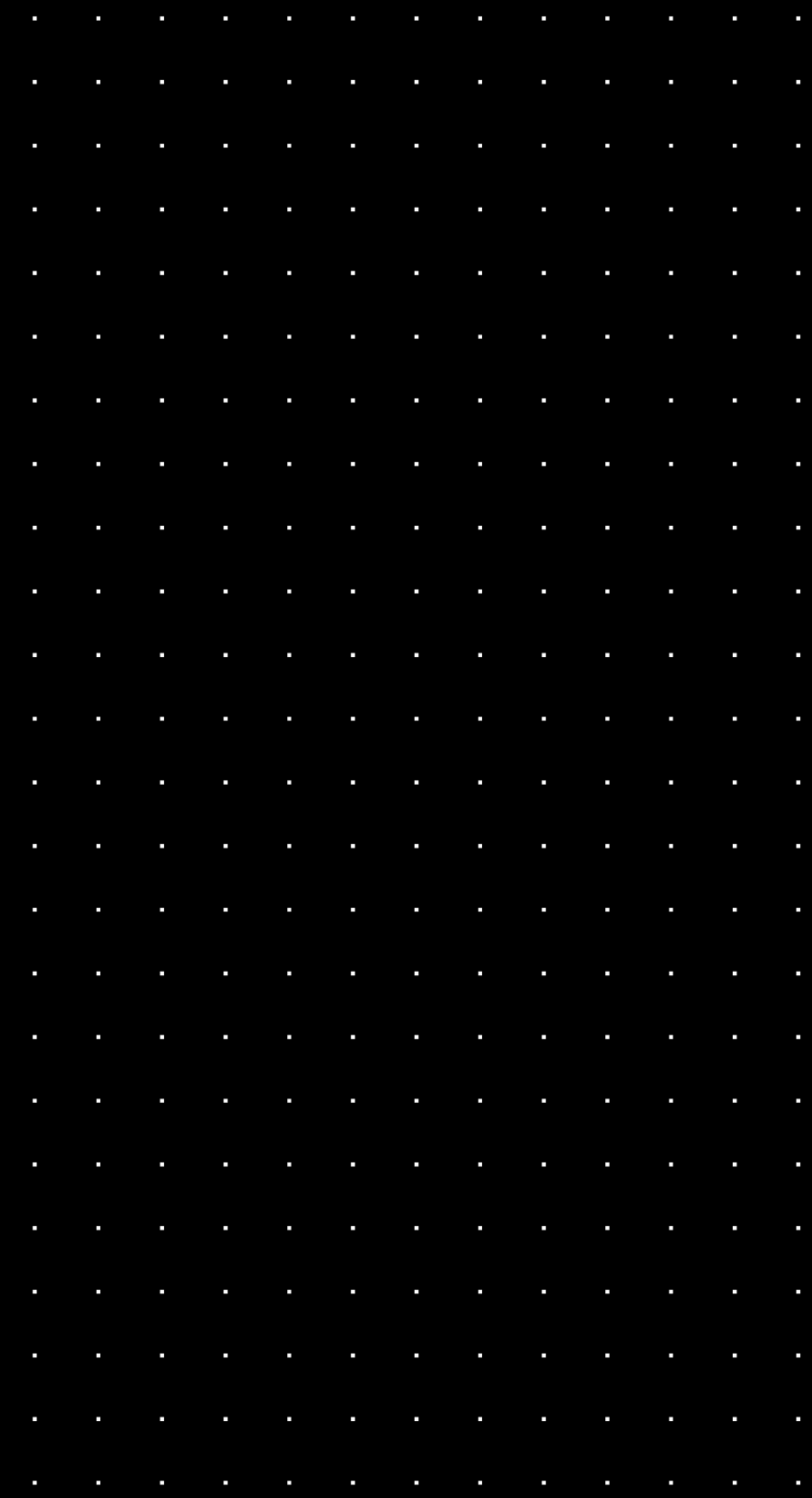
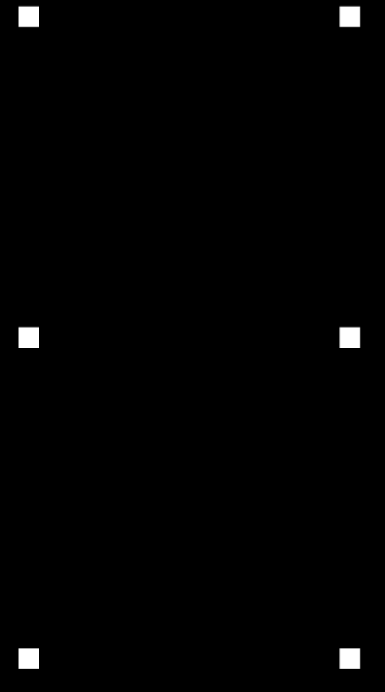
Your Brief

Phase one.

- About
- Blog
- Homepage
- Navigation
- Standards
- Participate
- Account pages
- Public work group homepages
- TR homepage
- Verticale industries
- Membership
- Consortium

Future Phases.

Member and team spaces, internal (non -restricted), Work Groups homepages, specifications template, mailing lists, archives, W3C Community Groups and Business Groups, wikis.

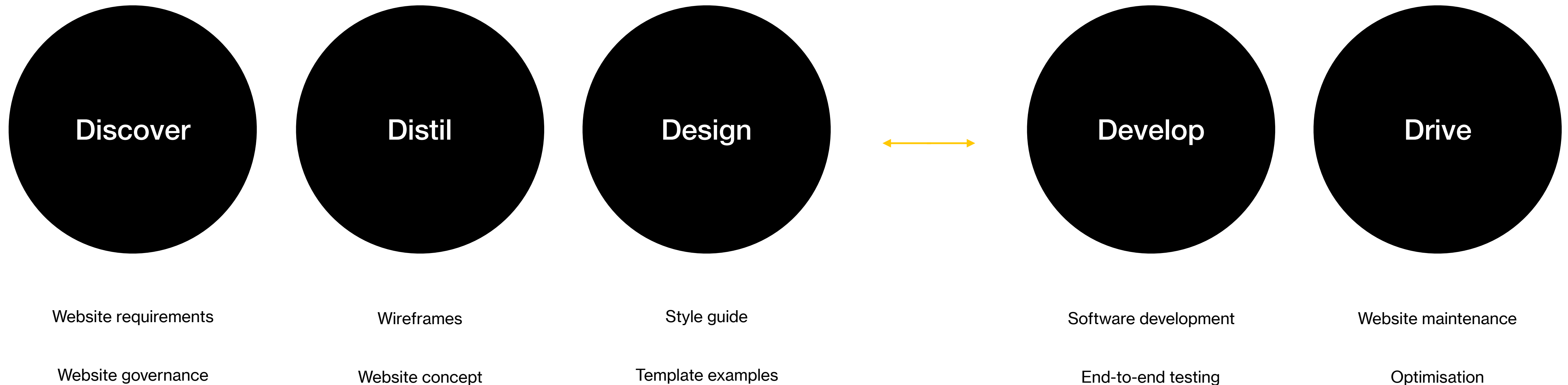


Our Process.



Tribal delivery framework.

Tribal has a tried-and-tested framework for delivering strategic, creative, and technical solutions. Based on your programme of work, and our significant experience working on projects of similar scale and scope, we have customised our framework to suit your needs. Our framework has five phases.



Our Process



We have a rigorous approach that has been refined by 20 years of experience with large multi-stakeholder organisations.

Our Process

Structured

We work within a framework to ensure the right steps are taken, fine tuning activities to suit the brief.

Controlled

We scope and deliver by phase to closely control budget and manage client expectations, focusing our energy on making things customers will see.

Prepared

We explore key challenges early, determining a mutually agreeable solution, then refine the detail as close to the device as possible.

Considered

We use emerging technologies, but only when it's the right thing to do.

Informed

We make decisions informed by insights and agreed metrics.



Our consultancy principles.

Your project will require us to consult with you along the way on various solutions and strategies. You have already identified the need for support with software selection, accessibility migration strategy and maintenance.

Tribal's senior technical, delivery and customer experience needs are all experienced consultants who can help with these and any other requirements throughout our partnership.

Our Process

Small teams

We work in small teams, to ensure clarity and progress.

C-Suite access

We want to access your senior stakeholders, so that we can work with as much information as possible.

Light management

Our teams will be empowered to manage themselves, with touches of Project and Account Management when required.



Working together.

In our view, the more we collaborate with our clients, the better the work. There are some key elements to consider when setting up the new team.

Our Process

Sprint planning

All team members are involved in sprint planning which will set up our strategy for each sprint so that all activities and requirements are clear and well documented.

Weekly status meeting

We prefer to set-up standing weekly meetings between our Account Manager and your Project Leads to ensure both teams are in lock step and working effectively together.

Workshops and shared spaces

When skill sets overlap, we often set up meetings to collaborate with your team members to achieve greater results through our shared expertise.

Shared JIRA board

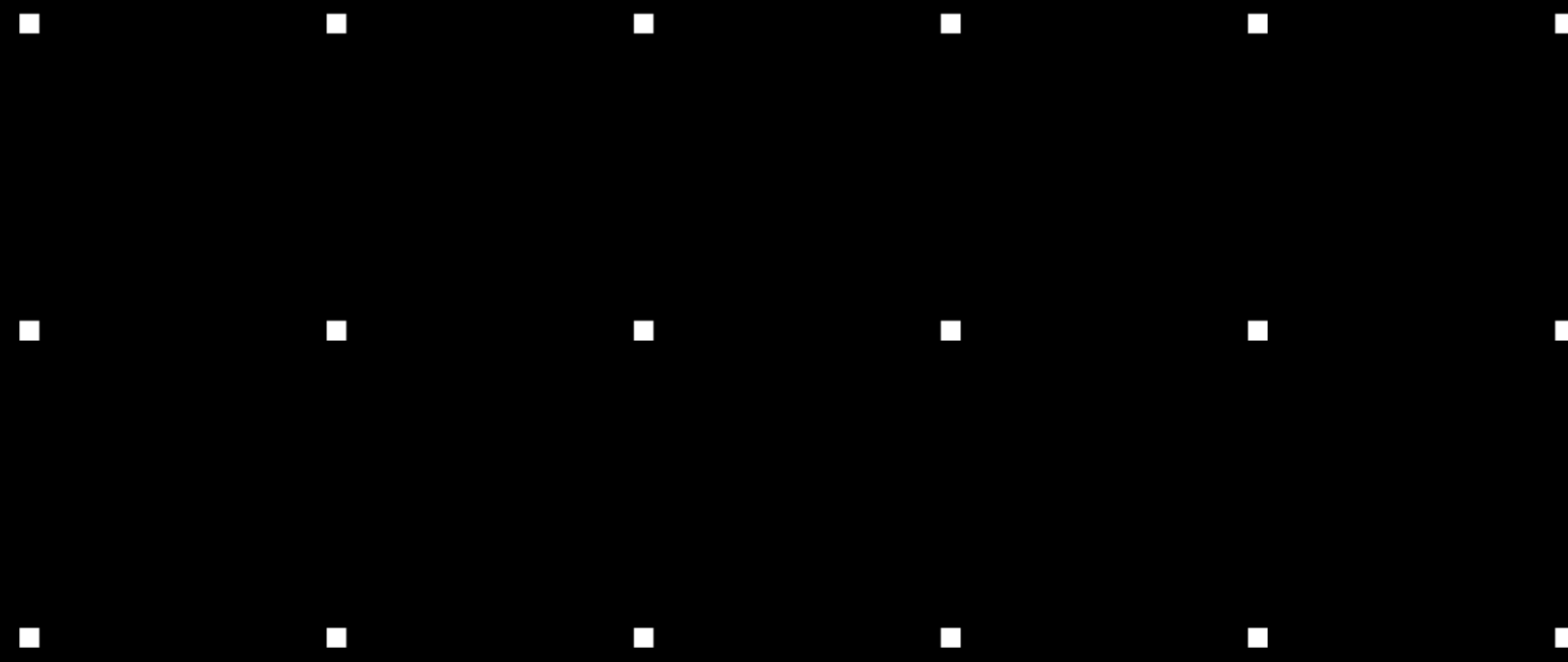
We like to give our clients access to our JIRA Board for transparency and also to manage tasks that have cross team dependencies.

Daily standup

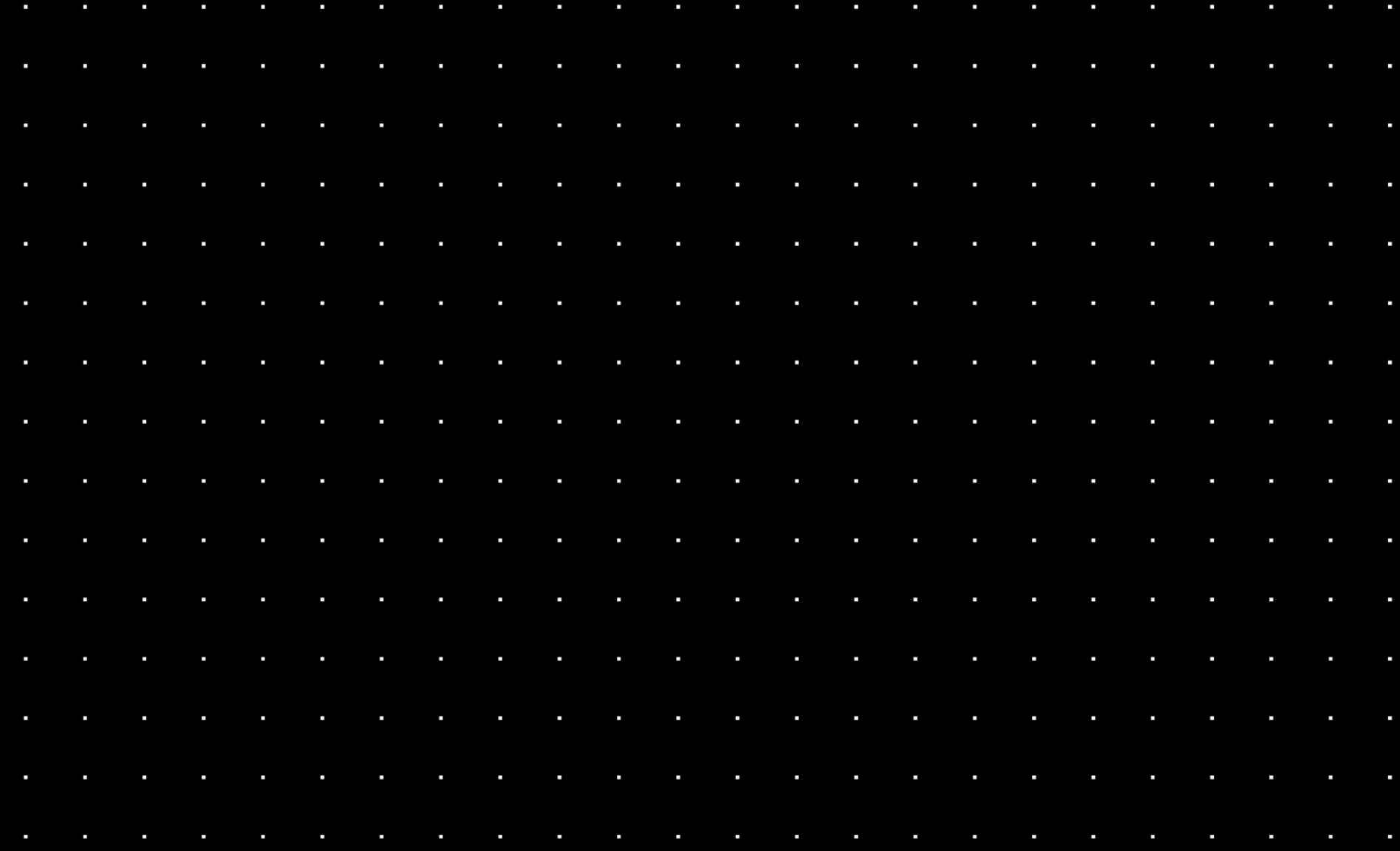
Our team will have daily stand-ups internally, and with W3C's team where required.

Collaboration tools

Slack, Skype calls, Confluence, Zoom, InVision, etc.



Our Proposal.





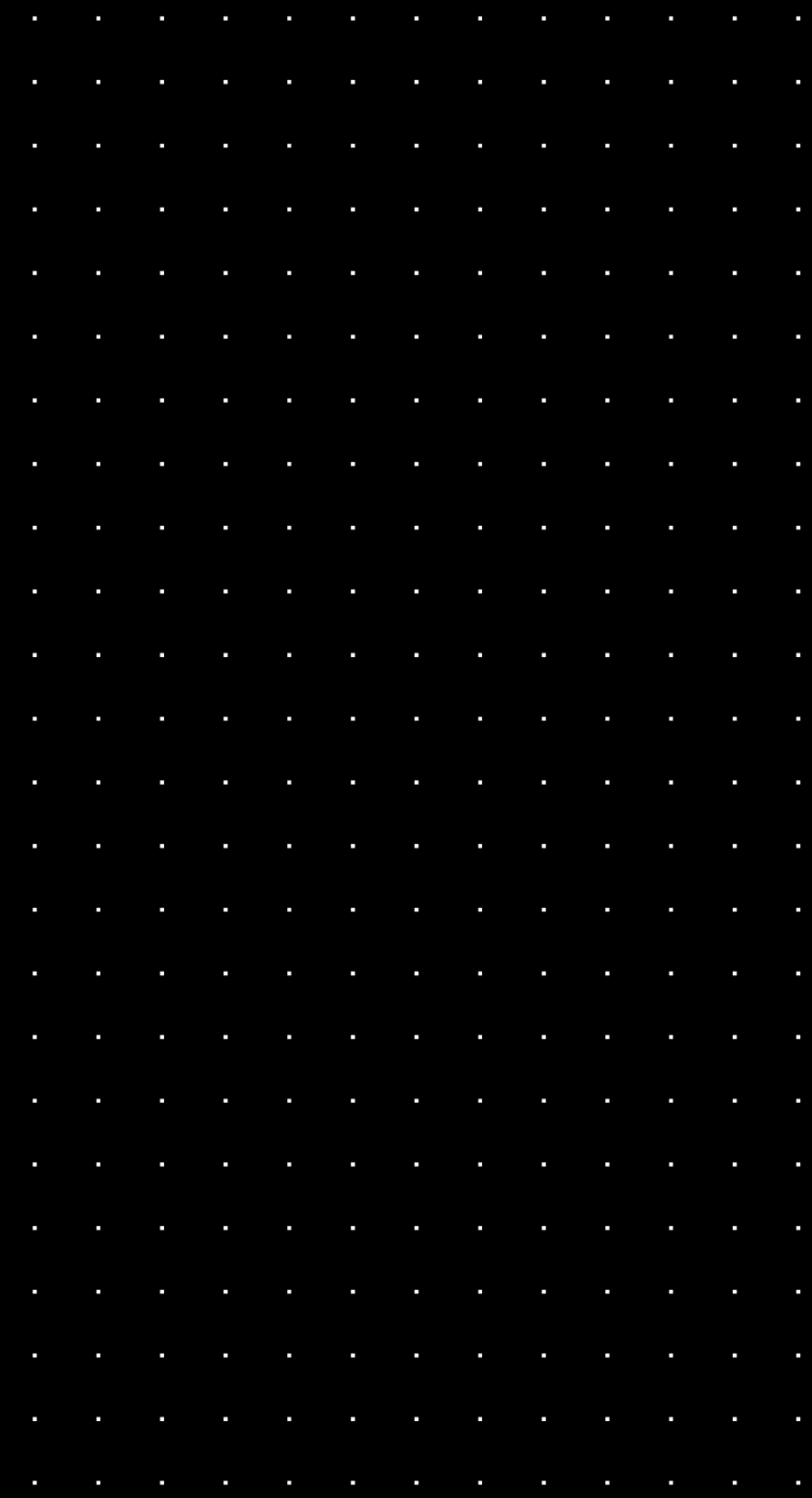
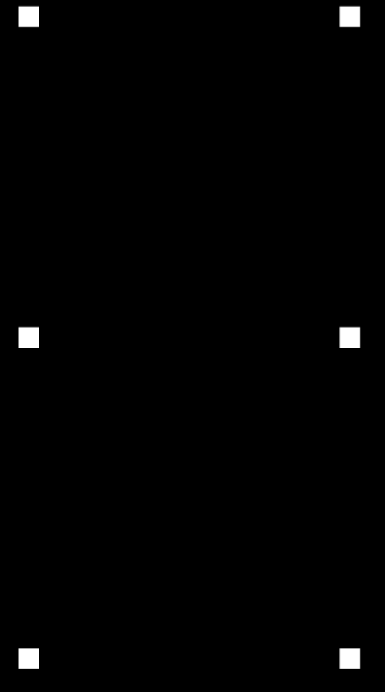
We will create a W3C design system that will form the basis of your website redesign, and serve as a foundation for all future activity in your digital ecosystem.

The design system will be a collection of reusable components, guided by clear standards, that will work across web, iOS, Android and email. It will contain a style guide, a library of website components, and code snippets. These elements will be repeatable, coherent, and flexible.

We will use the **atomic design** approach alongside the design system, generating reusable HTML & CSS components that can fit any page template.

We will then develop, test and deliver all core components, and offer them as part of the design system.

This will all be delivered within our delivery framework outlined above.



Discover.



Research and requirements.

At Tribal we believe that understanding how users are currently interacting with a website can teach you a great deal about how it could be improved.

Hence conducting research to gather your site's requirements is a critical first step.

Discover

Analysis

We will carry out analysis of your recent site data, and the thorough research you conducted in 2013. We would be interested to see if there are any other data sets that could provide further insights.

Customer Verbatim

We would like to review any customer verbatim you have, in order to understand what users think about the current site.

Survey & User Interviews

We propose setting up a short survey on the current site in order to obtain customer viewpoints on what works well and does not work well, what they would like to have or think is missing on the site. We would invite some of the survey participants to have more detailed customer interviews.

Audit

We would also audit the current site to fully map out the structure, journeys and number, and types, of pages.



CMS and Vendor Selection.

We recognise that selecting the right CMS will be vital in completing this project successfully. This process will form a key part of the initial Discover phase.

It will allow us to incorporate requirements for the current CMS integration with the new design, but to be able to plan a way for delivered code to be ready to be embedded within the new CMS. It will also allow us to start understanding and planning content migration.

Discover

Our consultation will take in factors such as,

- Ease of use
- Security
- User authentication and role permissions
- Updating and migrating content
- Breadth of features
- Native functionality vs. custom plugins
- Front-end integration
- Flexibility
- Deployment infrastructure
- Speed
- Scalability
- Design flexibility
- Support for mobile
- Multi-site/lingual management
- APIs



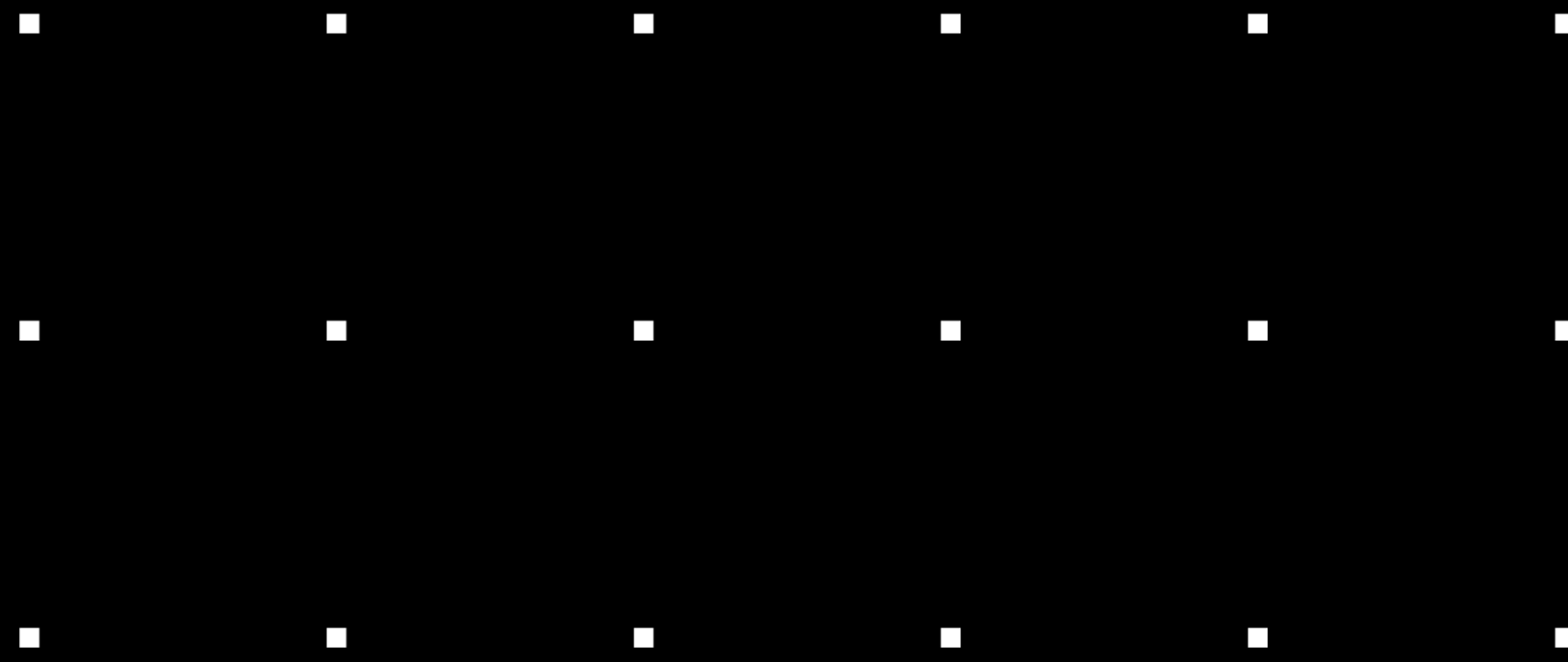
Website governance & spec.

Tribal Business Analysts are gatekeepers to our client's business needs and act as conduits between requirements and the rest of the team delivering the work.

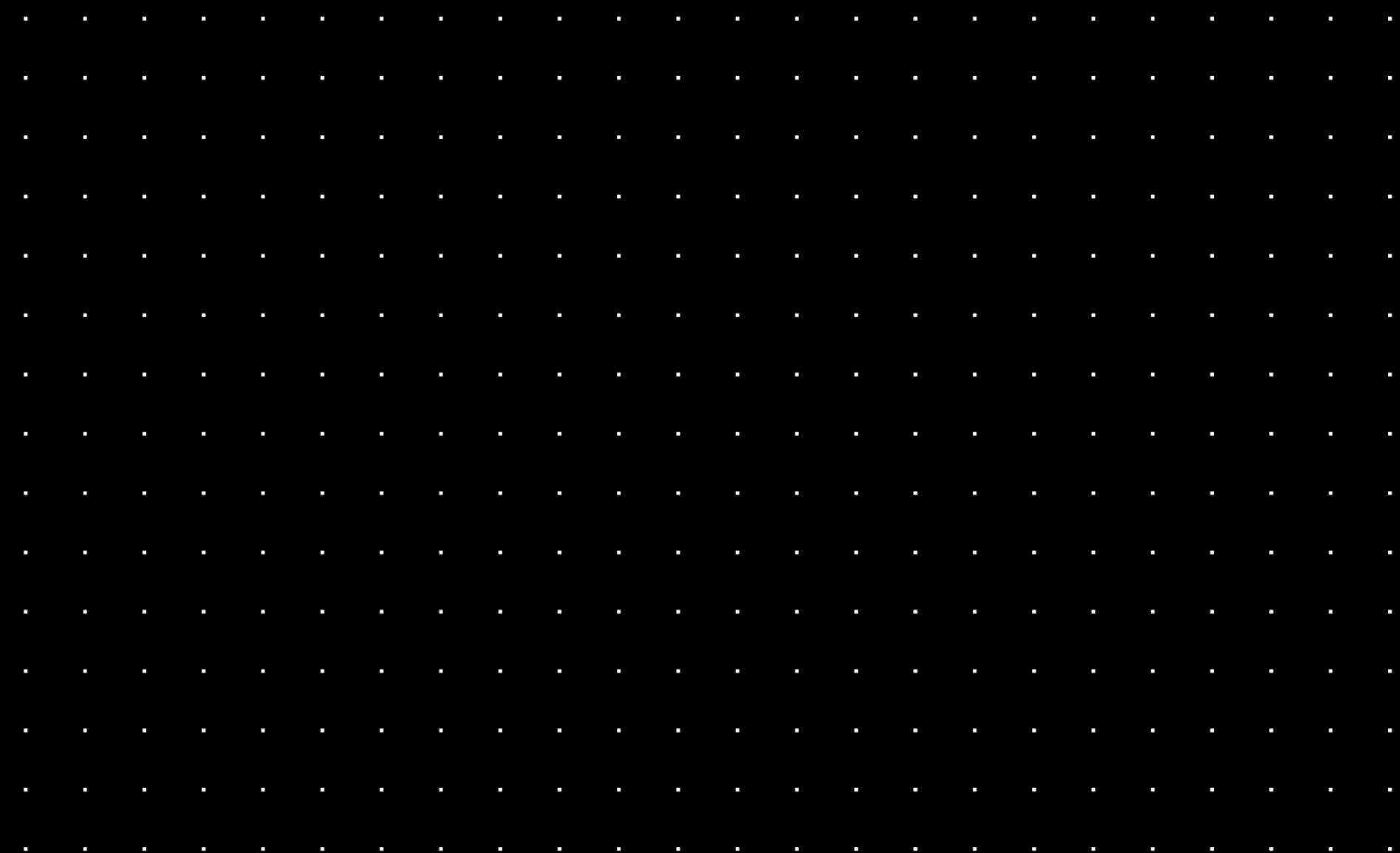
Discover

From the offset our Business Analysts will work with you to do the following:

- Define and document current systems and process to allow for a greater understanding between Tribal and W3C, and to create user processes and personas
- Discuss and plan future systems and processes
- Strategically map a roadmap to build out W3Cs future digital ecosystem
- Map out user stories
- Define test driven development



Distil.





IA/Wireframes.

Based on the requirements captured from the Discover phase, we would develop a new Information Architecture (IA) for the site.

We propose testing this 'straw-man IA' using an online testing service we have used successfully with other clients. This provides high-level feedback and will aim to identify any critical issues with the proposed IA. We will then amend and update the IA as a new site map. The new site map will identify the top three levels of the site.

Based on the captured requirements and the new proposed IA we would develop a high level set of user journeys & flows. This will include wireframes of key pages for both mobile and desktop for these journeys.

Distil





Usability testing.

We propose undertaking formal, 'think-out-loud' usability testing on a click through (InVision) prototype for up to three golden journeys in the new site.

The testing will be conducted in a controlled environment using screened participant recruitment and a fully developed test-script. Each session will be recorded (PIP style) and a full report with recommendations and a selection of edited video clips will be produced.

We would conduct this testing in the UK with up to five participants in English.

We recommend conducting the same testing using our partner testing facilitators in two other countries in the local language with five additional participants each. We would work with W3C to select the other countries to test in.

Distil





Visual design.

As part of the visual design process we would define guiding experience principles to provide a steer for exploration and to validate design decisions.

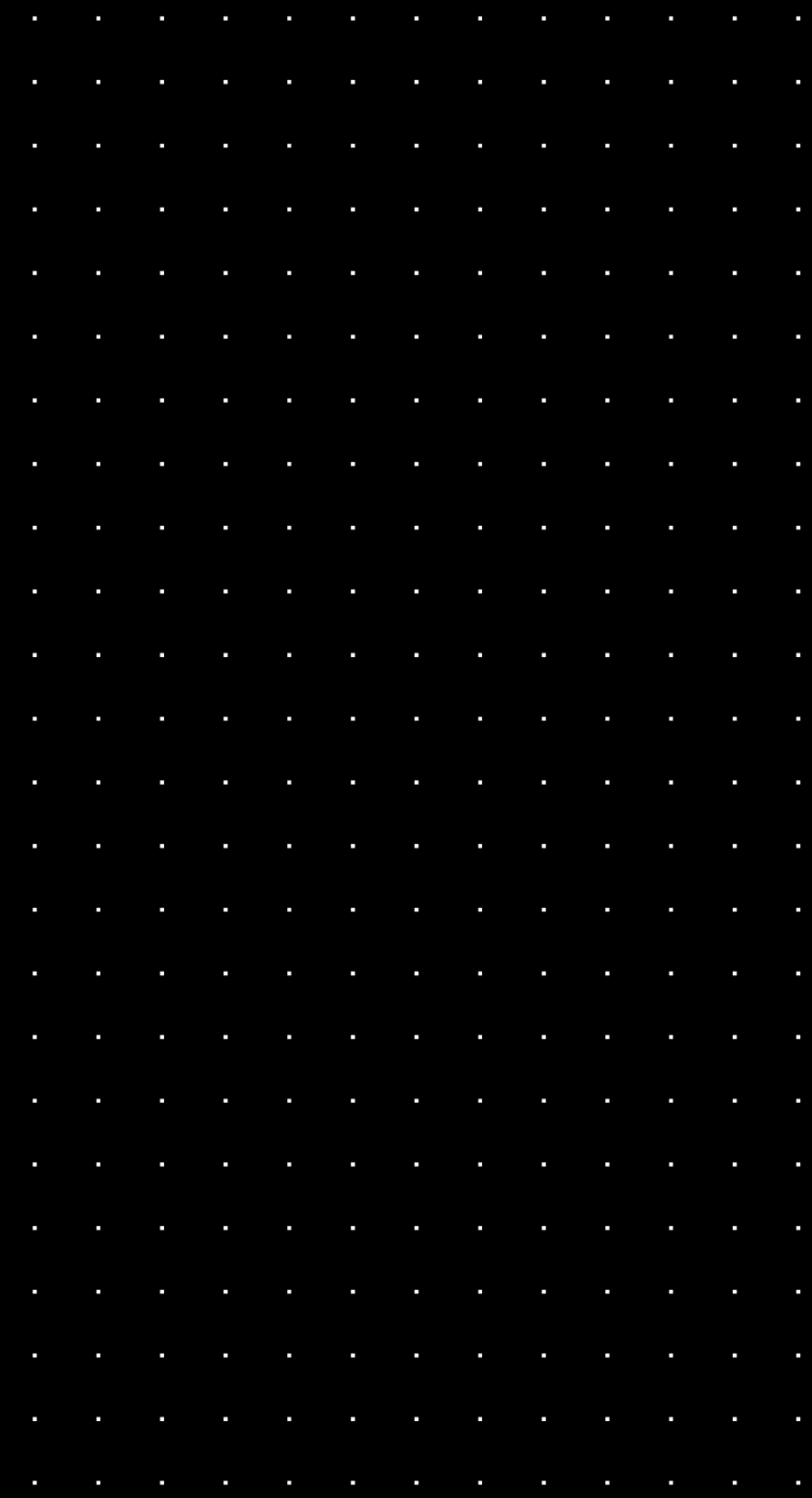
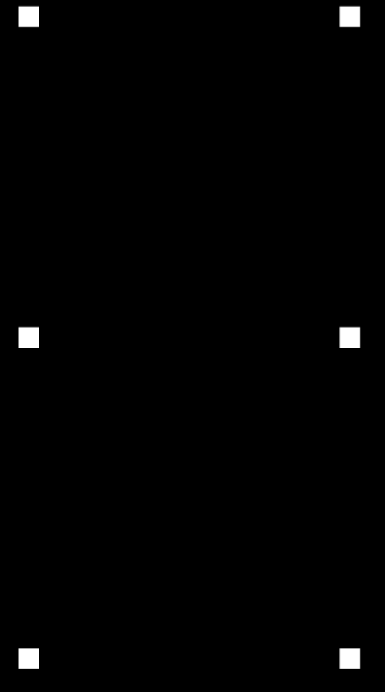
Building on the draft W3C style guide we will explore layout, interface design, colour and typography in the context of mood boards and page mockups.

We would use these outputs and key page wireframes to agree with you the scope, golden user journeys and overall approach to the redesign of the site.

Once we've aligned on a direction, we will then centralise the decisions in the form of a style guide. This still guide will form a key part of the design system.

Distil





Design & Develop.

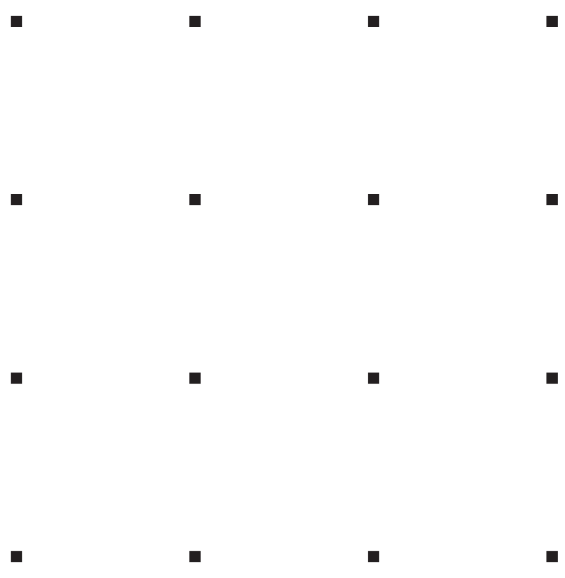


The Atomic Approach.

Once we've constructed a style guide, we propose that the atomic approach to design and development should be followed. We will design components and micro-interactions, forming the building blocks for page templates; which are in turn informed by user requirements, business objectives and strategic activity.

The result is a flexible, scalable design system that delivers on creative delight and user-centric simplicity, whilst also enabling very high levels of consistency, control and adaptability across platforms and screen sizes. It also delivers significant efficiencies as a project moves into development.

Design & Develop



ATOMS

ELEMENTS

MOLECULES

BLOCKS

ORGANISMS

COMPONENTS

HUMAN

TEMPLATES

ISAAC NEWTON

PAGES



Atomic Design.

UX, visual design and front-end, will collectively develop a component library and style guide that will document all component variants and states (in a responsive way) from a code, usage, style and accessibility perspective.

This approach means you will have the ability to develop new pages in the future using only development effort. As part of this we will also design, document and develop (front-end) template examples (up to six templates) identified from the golden user journeys - so they can be integrated with the CMS for content input.

The development team will push the design guide further by integrating all atomic elements with Storybook (<https://storybook.js.org/>). Generating guidelines that also allow your team to migrate components' HTML structure across to the back-end systems.

Design & Develop



The atomic approach
doesn't stop at design. It is
the **blueprint** for creating
re-usable components in
HTML and CSS.



Atomic Development.

The atomic approach carries a number of benefits during development. We believe these translate perfectly to your objectives.

- Removes duplication by allowing code to be written once and used in multiple places.
- Creates a defined boundary of component complexity.
- Standardises how data is shared across components using a common base, which is helpful in Content Management Systems.
- Is very scaleable, and will help us to create templates.



High level coding focus.

Tribal places the development and handover of code as a priority for all performance requirements.

We want to work with your team to integrate performance and accessibility best practices as the Develop phase progresses.

Design & Develop

HTML

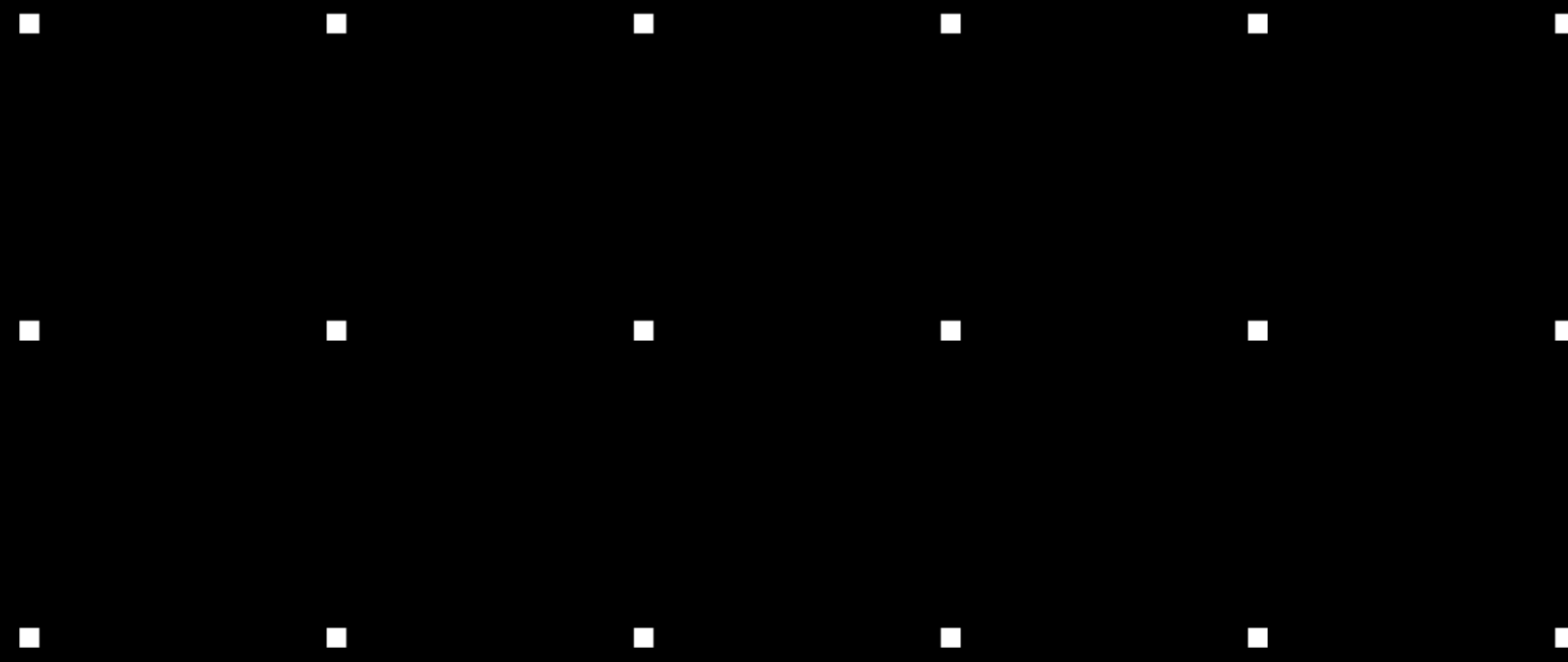
- Semantically correct
- Minimum AA accessibility
- Prefetching
- Ongoing developer performance auditing
- Over all page / side load time
- Code minification
- Request management (reduction)

CSS

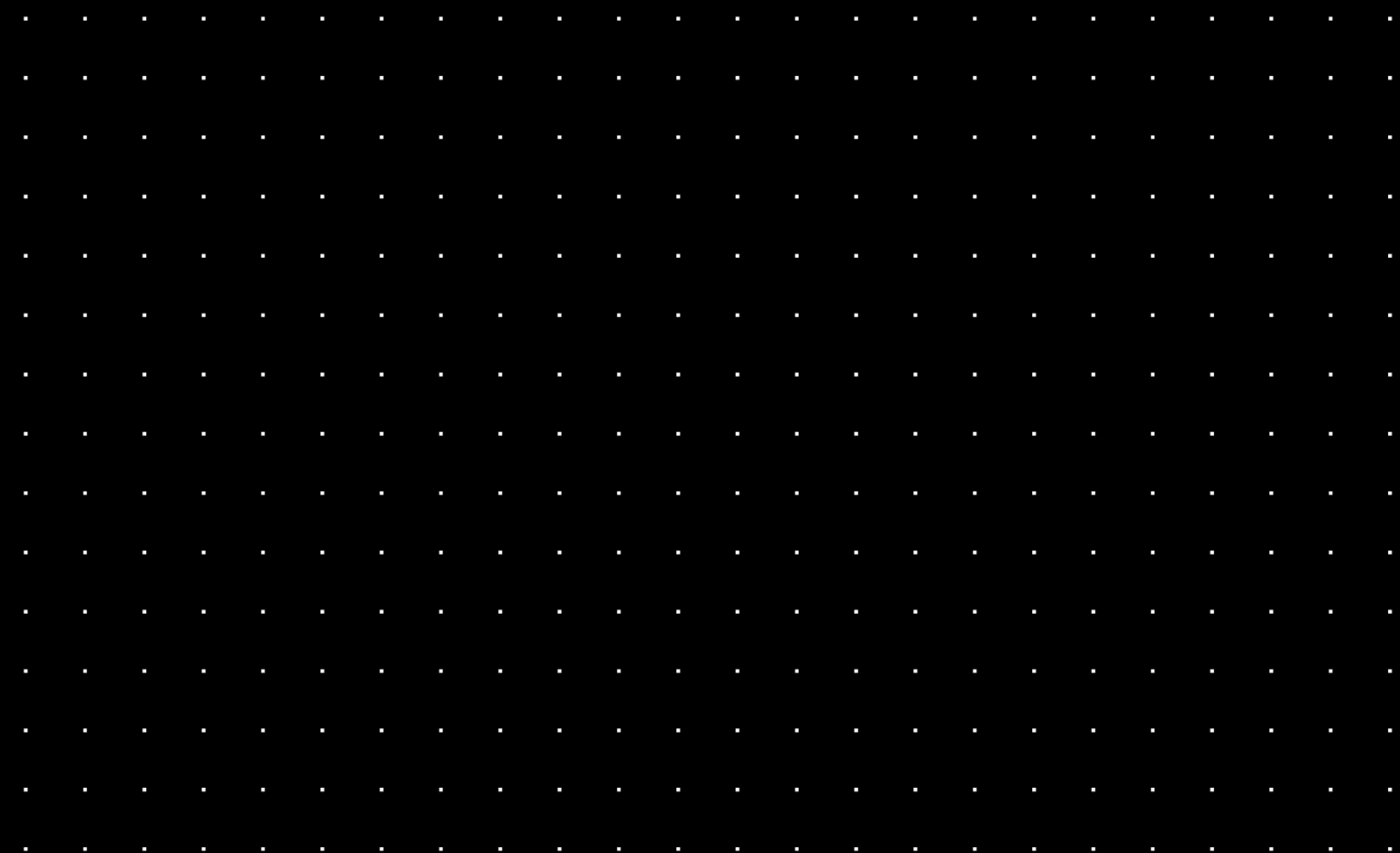
- BEM naming conventions
- Functional CSS Including either SASS/LESS
- Re-usable CSS components (Atomic approach)
- Code magnification
- Request management (reduction)

Java

- Focus on vanilla JavaScript
- jQuery review and adoption (continuation) if required
- Code Minification
- Request management (reduction)
- Negates accessibility impacts



Drive.





After redesign.

Once the core design and development project is progressing, we will both need to plan for team set up and activities once the site goes live. It will require further discussion to agree the scope of this phase, but based on your brief, we would anticipate the following activities would be crucial:

Maintenance

Support for small front-end updates and other essential website maintenance.

Analytics

Analysis of your website so that we can understand exactly how it is performing.

Optimisation

Using analysis to get your site performing as well as possible.

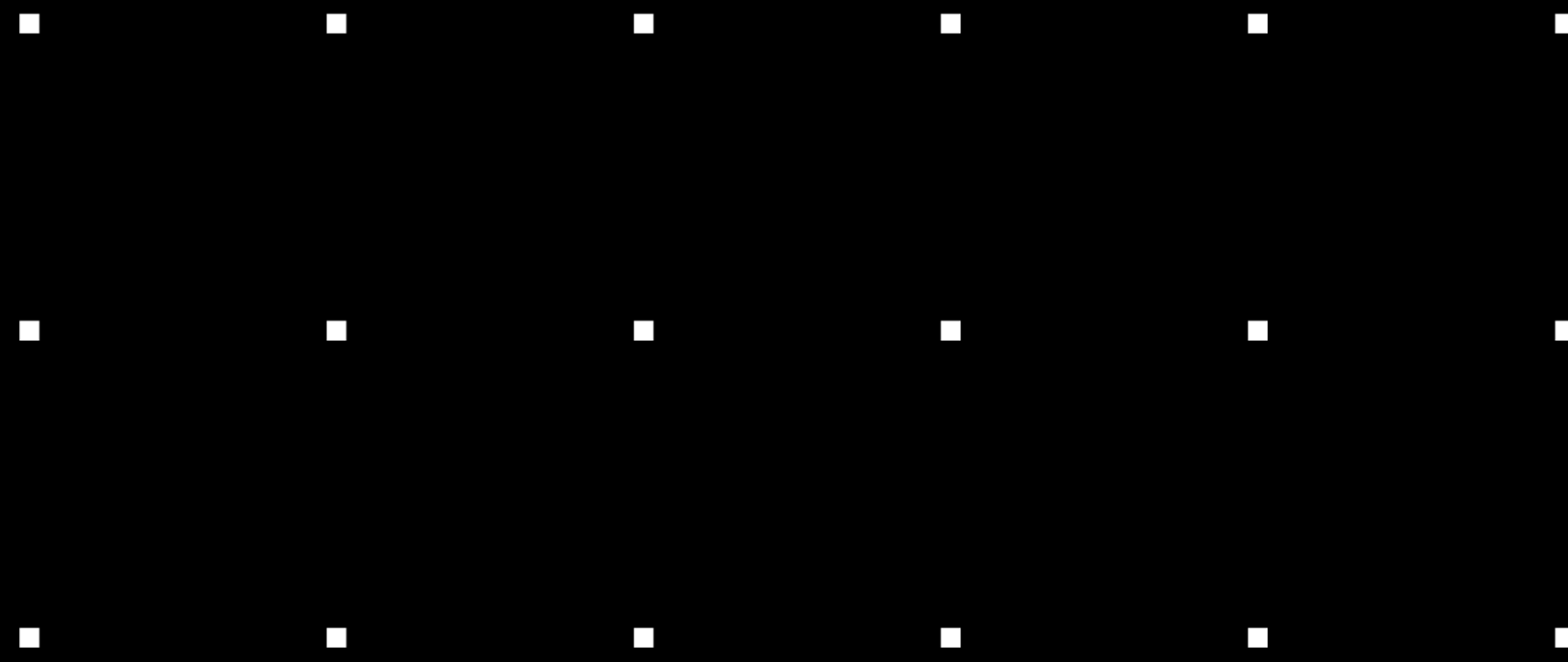
SEO

Optimising current content on your site to boost your SEO rankings.

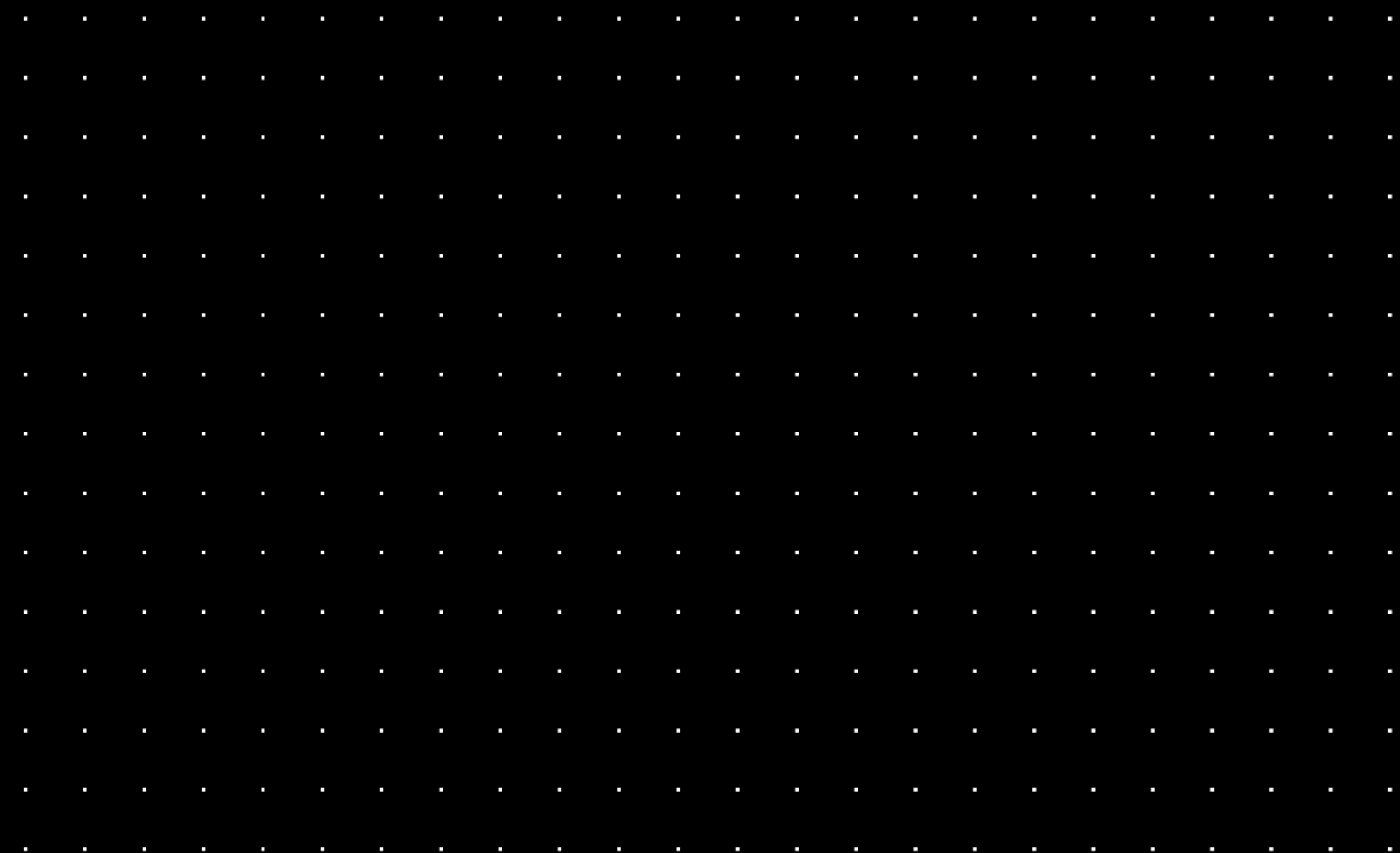
Search Strategy

Finding ways to best utilise any new content on your site for search.

Drive



Future collaboration.





Future collaboration.

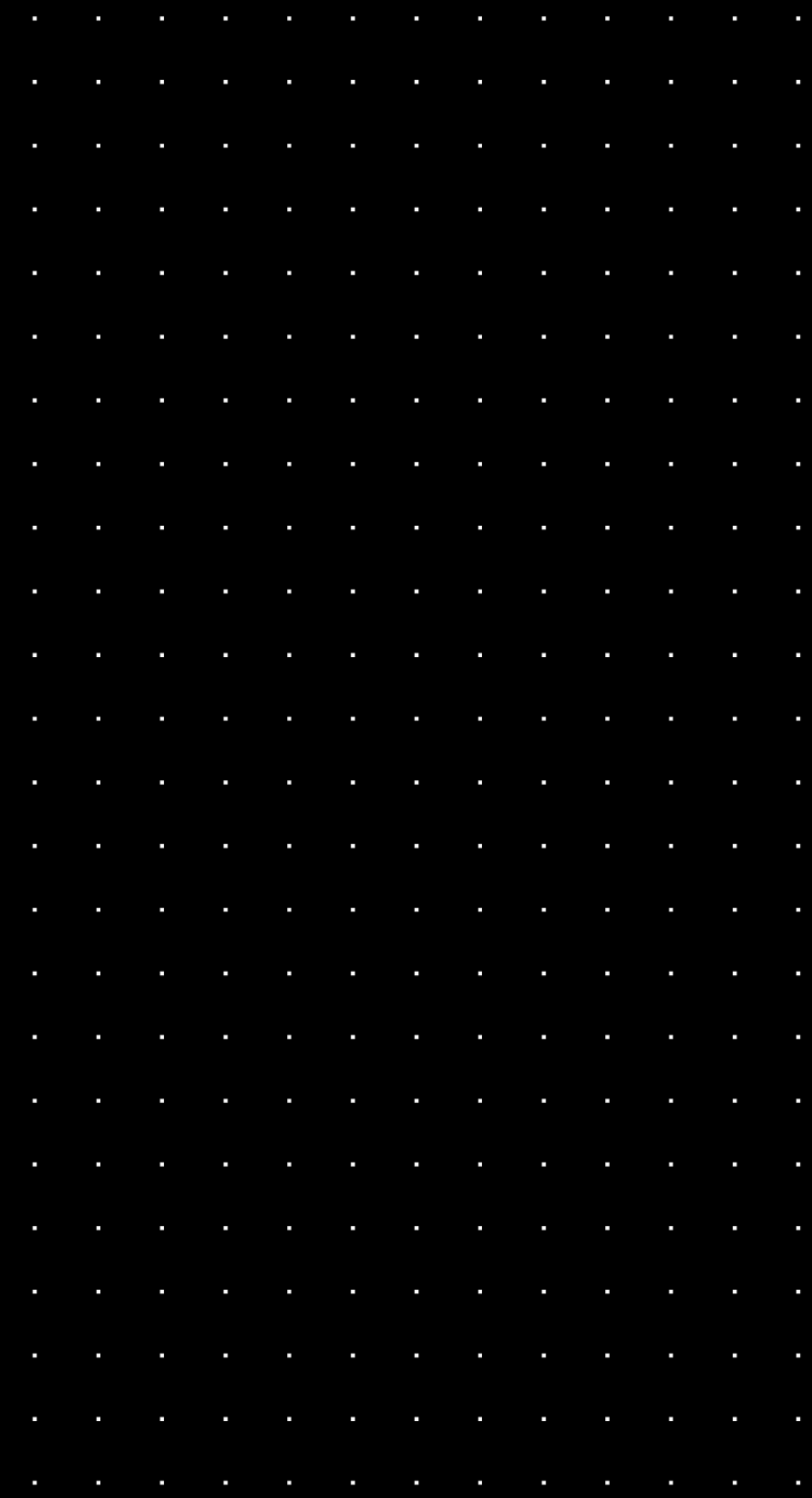
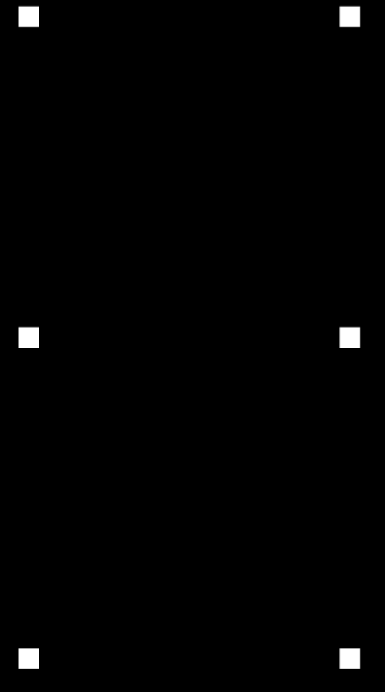
Although your web redesign project will mainly require our Customer Experience and Tech Engineering practices, we believe that in the long term there is scope for you to work across all 6 practices, allowing you to further benefit from our Total Experience approach.

We would love to hold workshops and exploratory sessions with you. For example, we could hold a hack day with you and our Spark practice. We would work on a brief for both teams beforehand to come up with innovative ways of solving a business need or problem.

Future collaboration

**We could collaborate
on the following:**

- Style guide collaboration
- Creating and modernising tools
- Setting web standards
- Shared interaction board
- Quarterly group innovation meetings



Thank you.