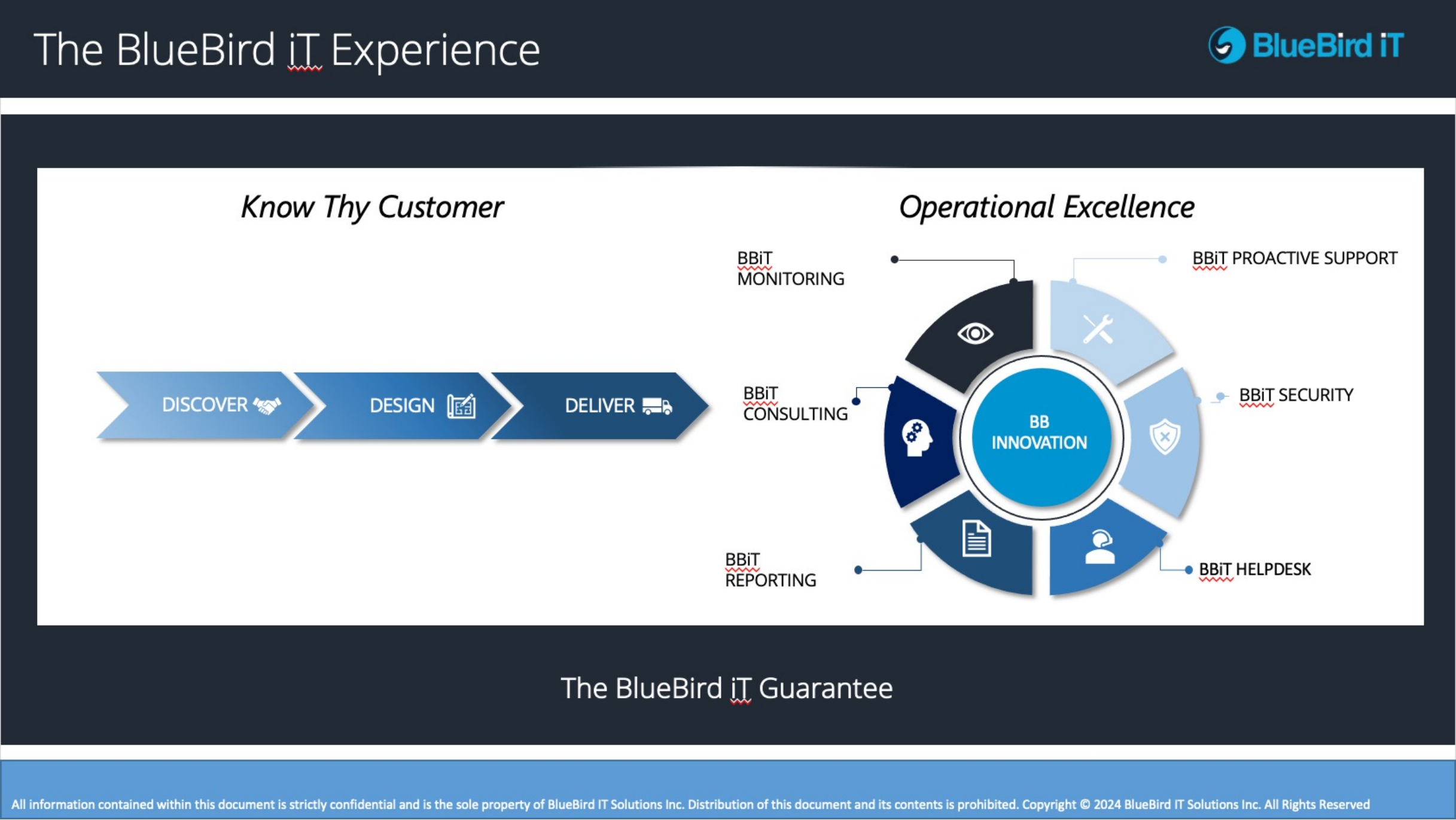


BlueBird iT Experience Process Flow Diagram

Initial Sketches & Direction Review

V1.0 / October 17, 2024

Initial Slide Concept / Wireframe



Concept 1A – System Gears

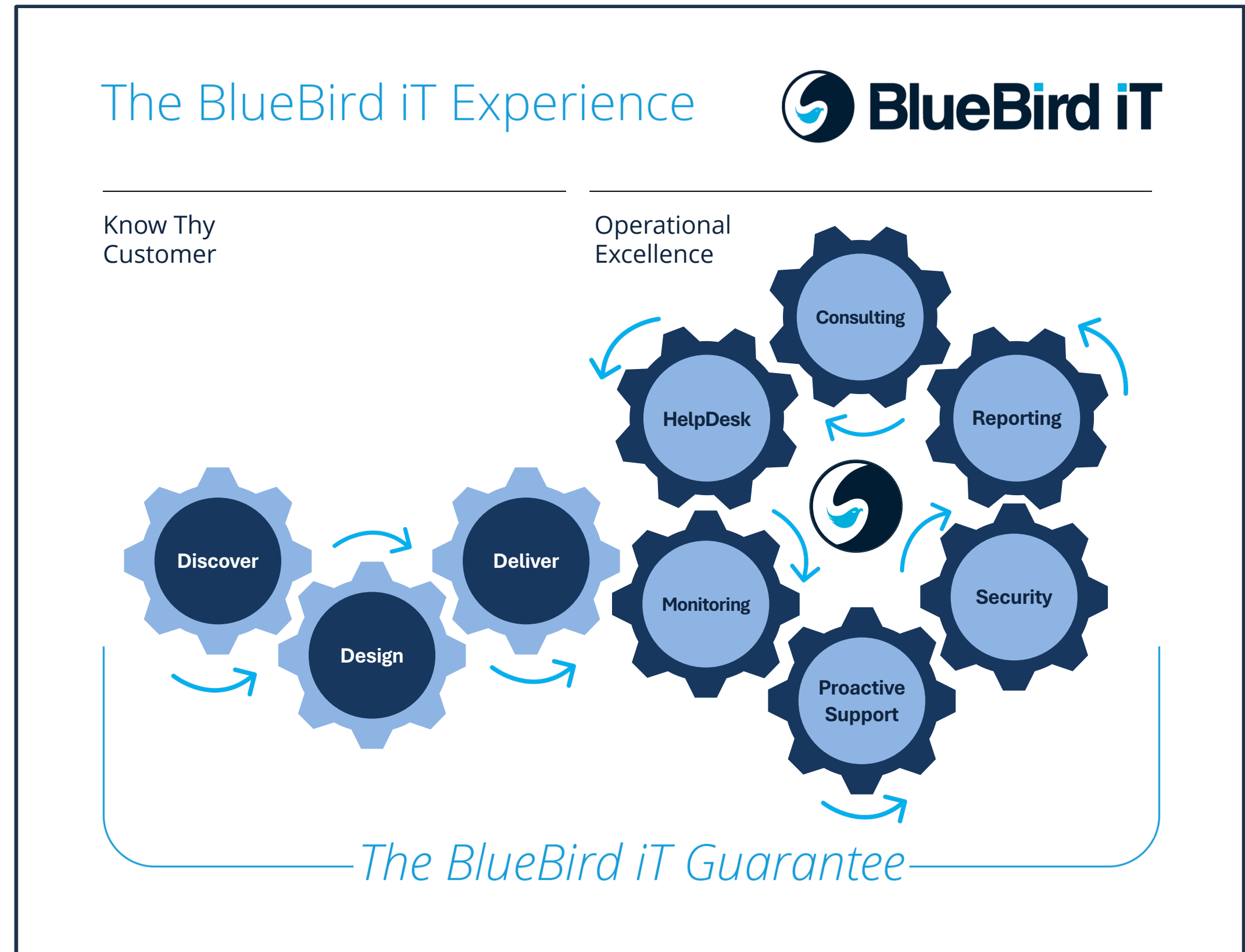
Our first concept is the “system gear” diagram, illustrated linking the individual process steps as gears which drive each step in the process forward. Arrows were added to convey movement / direction which I think helps convey the process flow.

Using the top two labels to divide the phases of the process and the “BlueBird iT Guarantee” frame on the bottom to visually link the process to BlueBird iT’s commitment to customers.

A central BlueBird iT logo helps to convey that BlueBird is at the centre of this process, driving it forward.

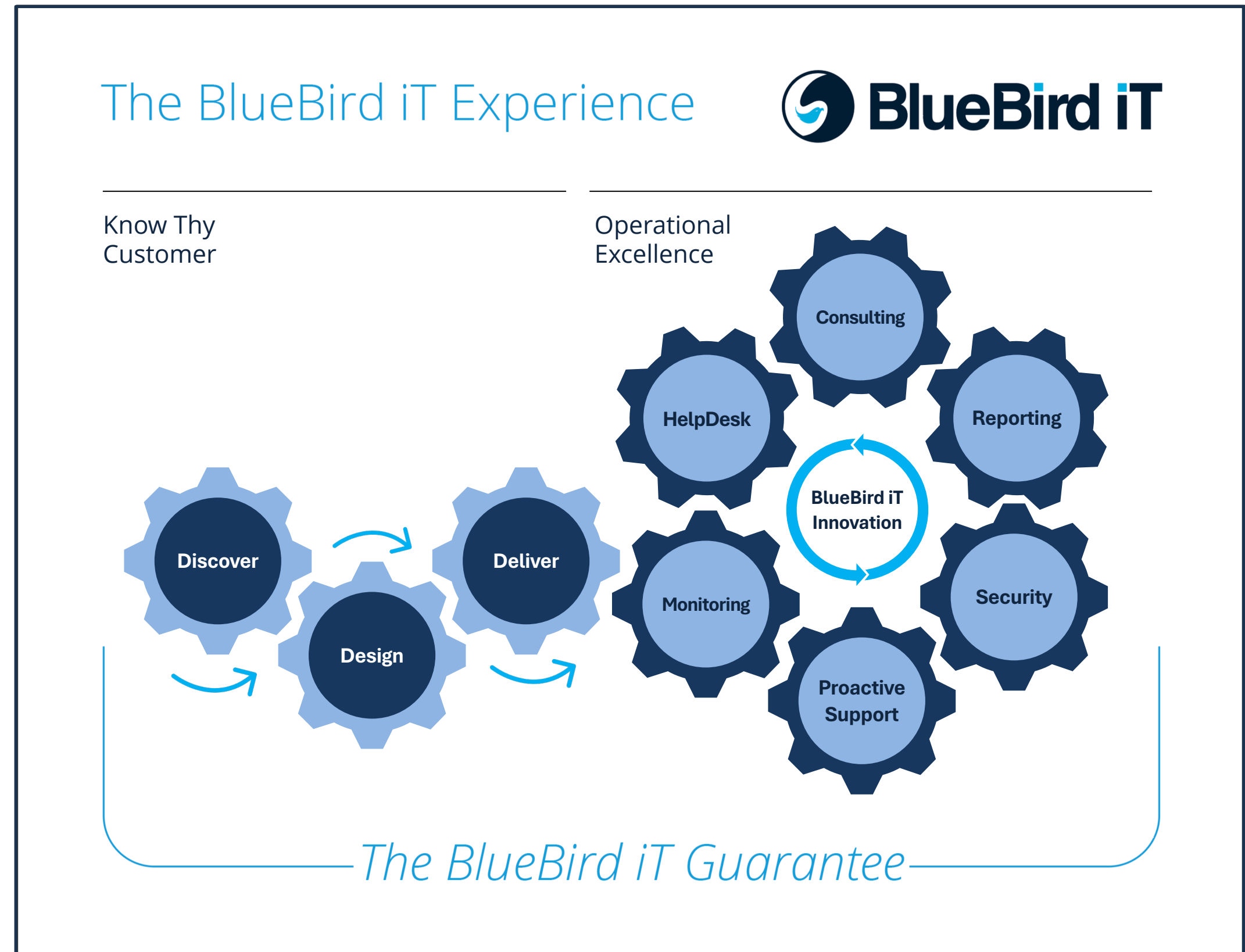
Notes:

- Icons have been omitted for visual simplicity. Recommended to leave out of this style diagram.
- Colours not final – to optimize further.
- Possibility of matching “The BlueBird iT Guarantee” style boundary on the top labels (KTC and OE)



Concept 1B – System Gears (Simplified)

A slightly simplified version removing some of the arrows and replacing them with a central flow arrow around the comment “BlueBird iT Innovation.”



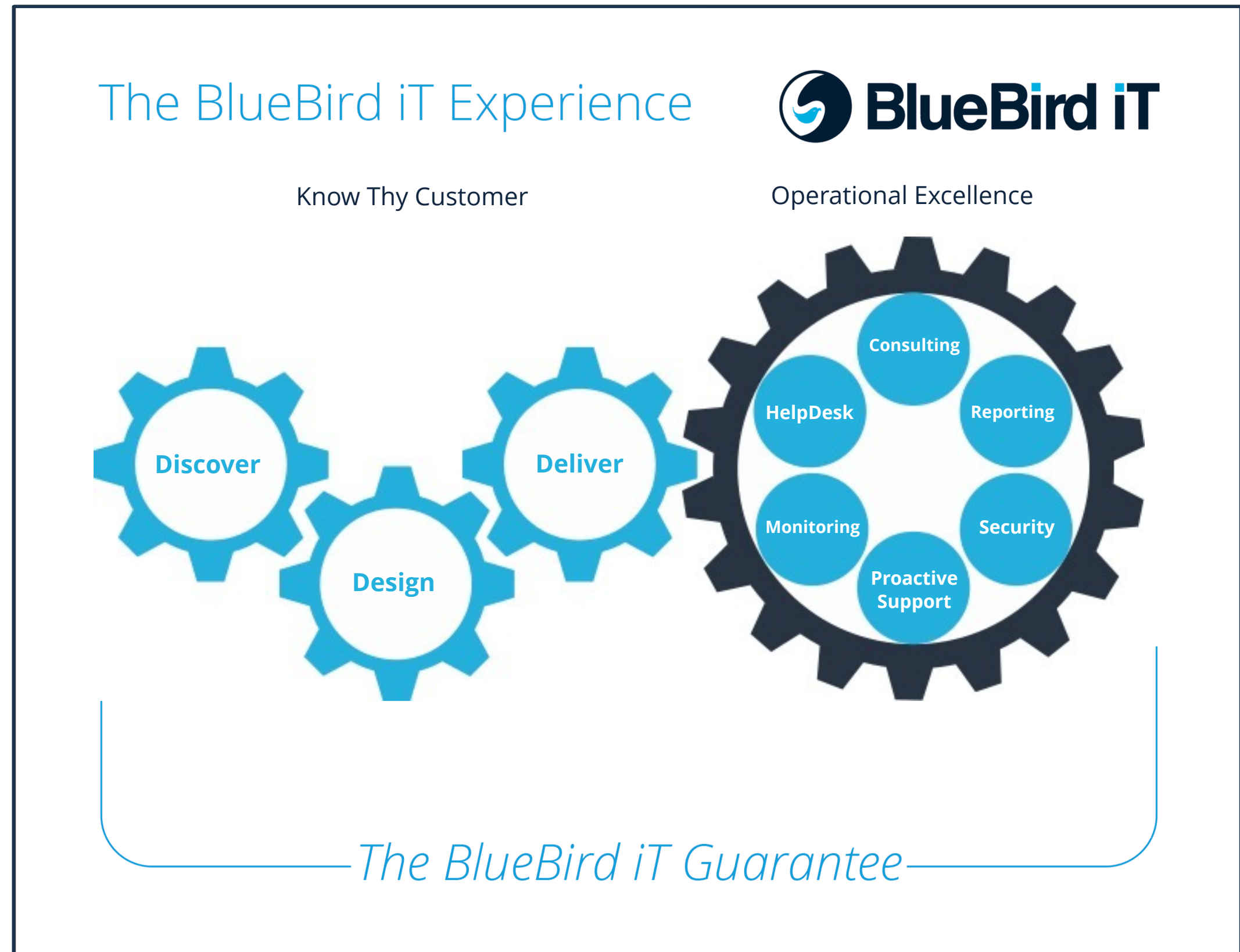
Concept 3 – Segmented Gear

An alternate take on the “system of gears” concepts, but simplifying the design by making the operational excellence portion a large gear segmented into six sections.

This concept sacrifices some of the visual metaphor for a more clear presentation of information.

Notes:

- Icons have been omitted for visual simplicity, but option to add back in.
- Colours not final – to optimize further.
- Possibility of matching “The BlueBird iT Guarantee” style boundary on the top labels (KTC and OE)



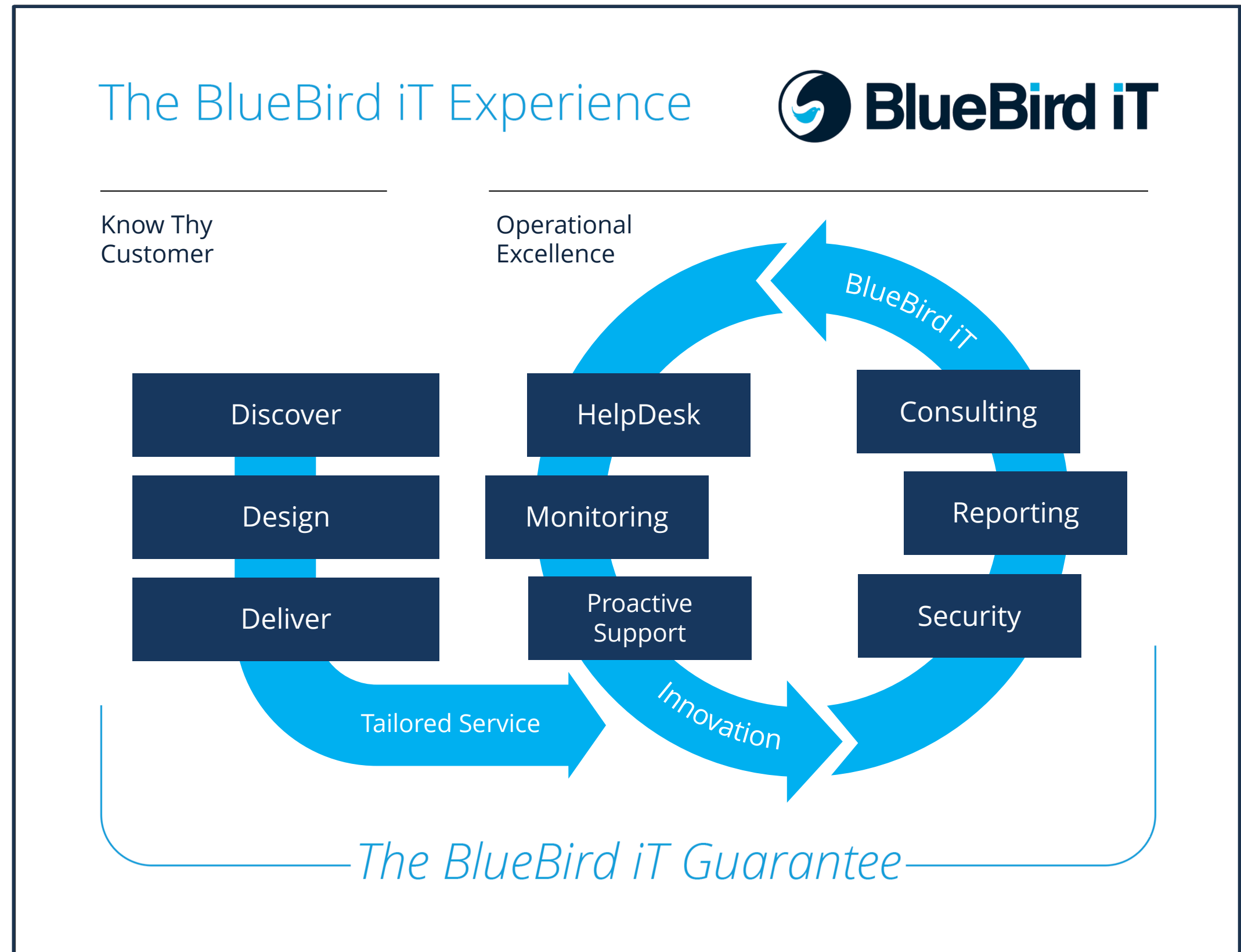
Concept 4 – Flow Diagram

The machinery/inner-working gears is a great visual metaphor – but one with a lot of visual complexity. An alternate approach using a flow diagram style infographic that simplifies the visual to focus more clearly on the message while still telling the story of the two interconnected process flows.

I would personally recommend this approach for it's increased clarity, but obviously open to further refining the other directions as well.

Notes:

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- Colours not final – to optimize further.
- Possibility of matching "The BlueBird iT Guarantee" style boundary on the top labels (KTC and OE)



BlueBird iT Experience Process Flow Diagram

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