

Falcons
& Allies
DESIGN / DIRECTION / EXPERIENCE



Falcons & Allies is David Baker, a multi-disciplinary experience designer based in the West Midlands, UK.

With over nine years as Lead Service Designer at HS2.org.uk, I have led the design of all key applications and systems supporting one of the most ambitious infrastructure projects in the UK. My work has consistently delivered intuitive, high-performance digital solutions that align with strategic objectives, meet complex stakeholder needs, and enhance user experience at scale.

My background includes a deep understanding of creative direction, user experience design, user research and analysis, digital product design and service design. I have a proven track record of leading design teams and projects from ideation to execution, collaborating with cross-functional teams, and conducting usability testing to validate design decisions. My approach to design is always user-centred, and I prioritise empathy, creativity, and iteration in my process. I have a keen eye for detail, and I am always looking for opportunities to improve the usability, accessibility, and overall quality of the products I work on.

Leadership and Team Collaboration: As a seasoned design professional, I have a demonstrated ability to inspire and lead multidisciplinary teams. I have a proven track record of fostering a collaborative and innovative user-first design culture, resulting in improved user efficiency, accessibility, and achieving significant cost savings. I thrive on the challenges of guiding a team through complex projects, and I am adept at balancing the creative process with the practicalities of project timelines and goals.

Innovative Design Solutions: My design philosophy revolves around creating not just visually appealing solutions but also designs that enhance user experience and meet business objectives. I have a keen eye for emerging design trends and technologies and a commitment to staying at the forefront of industry advancements.

Adaptability and Problem-Solving: I am comfortable navigating ambiguity, iterating on designs based on feedback, and swiftly addressing unexpected challenges. I thrive in fast-paced environments and am adept at making informed decisions under pressure.

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Project

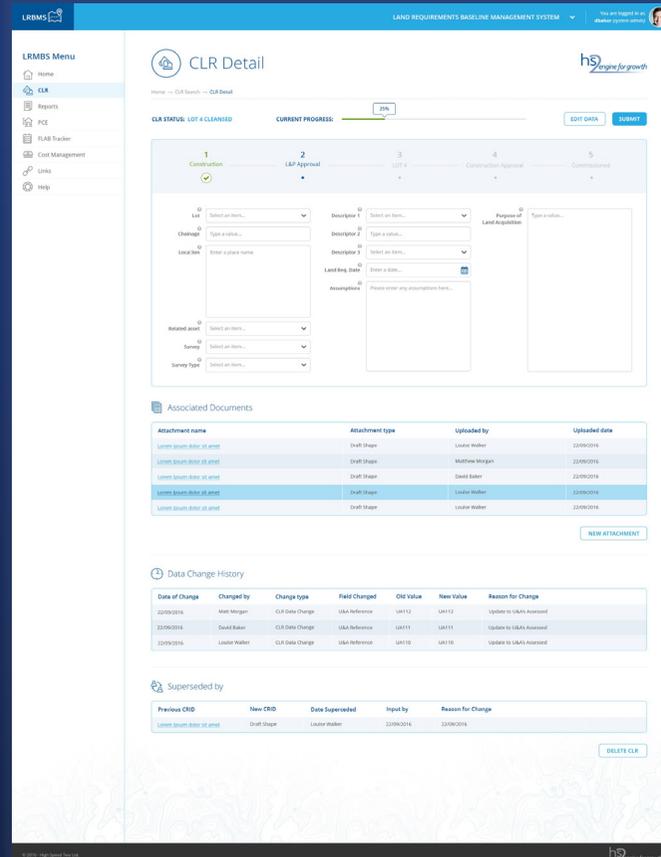
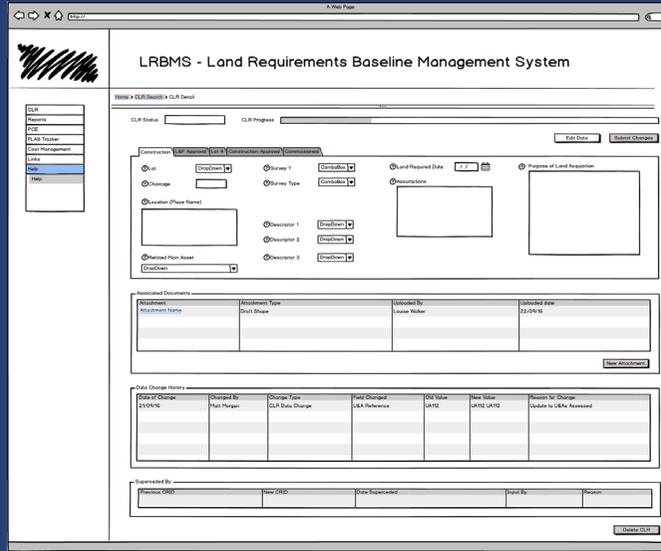
HS2 – Internal systems

Brief

Various identities and screenshots from bespoke systems i've designed for High Speed 2.

This was one of the first projects I undertook and moved a bespoke framework, to utilising a custom bootstrap theme to enable developers to build prototypes quickly and efficiently.

- UI / UX
- Bootstrap
- Accessibility and usability



HS2 | TOUCHPOINT

HS2 | PINPOINT

HS2 | IMS

HS2 | NPS

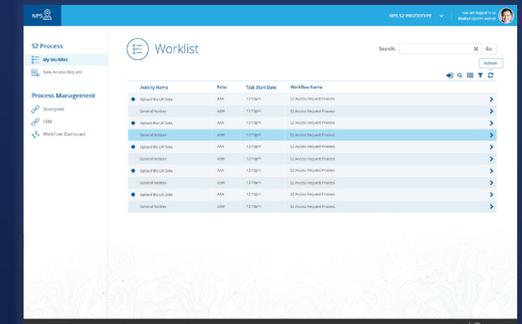
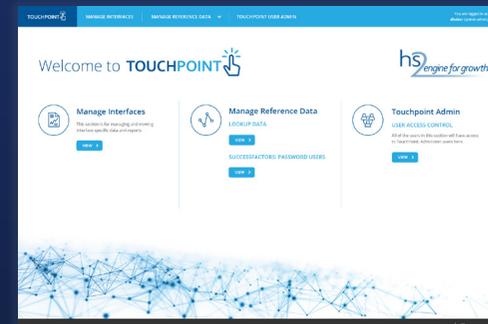
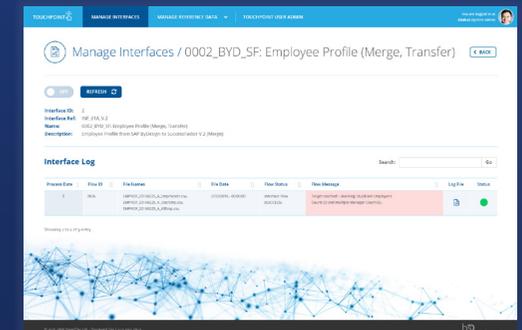
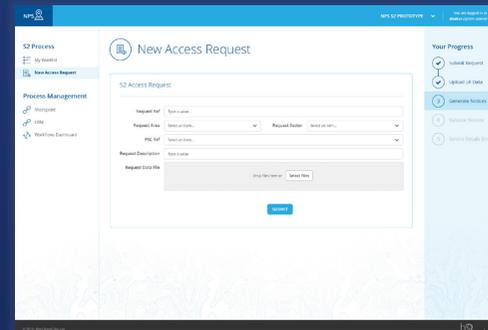
HS2 | LRBMS

HS2 | G-VIEWER

HS2 | HERDS

HS2 | ONW

HS2 | LRDB





Project

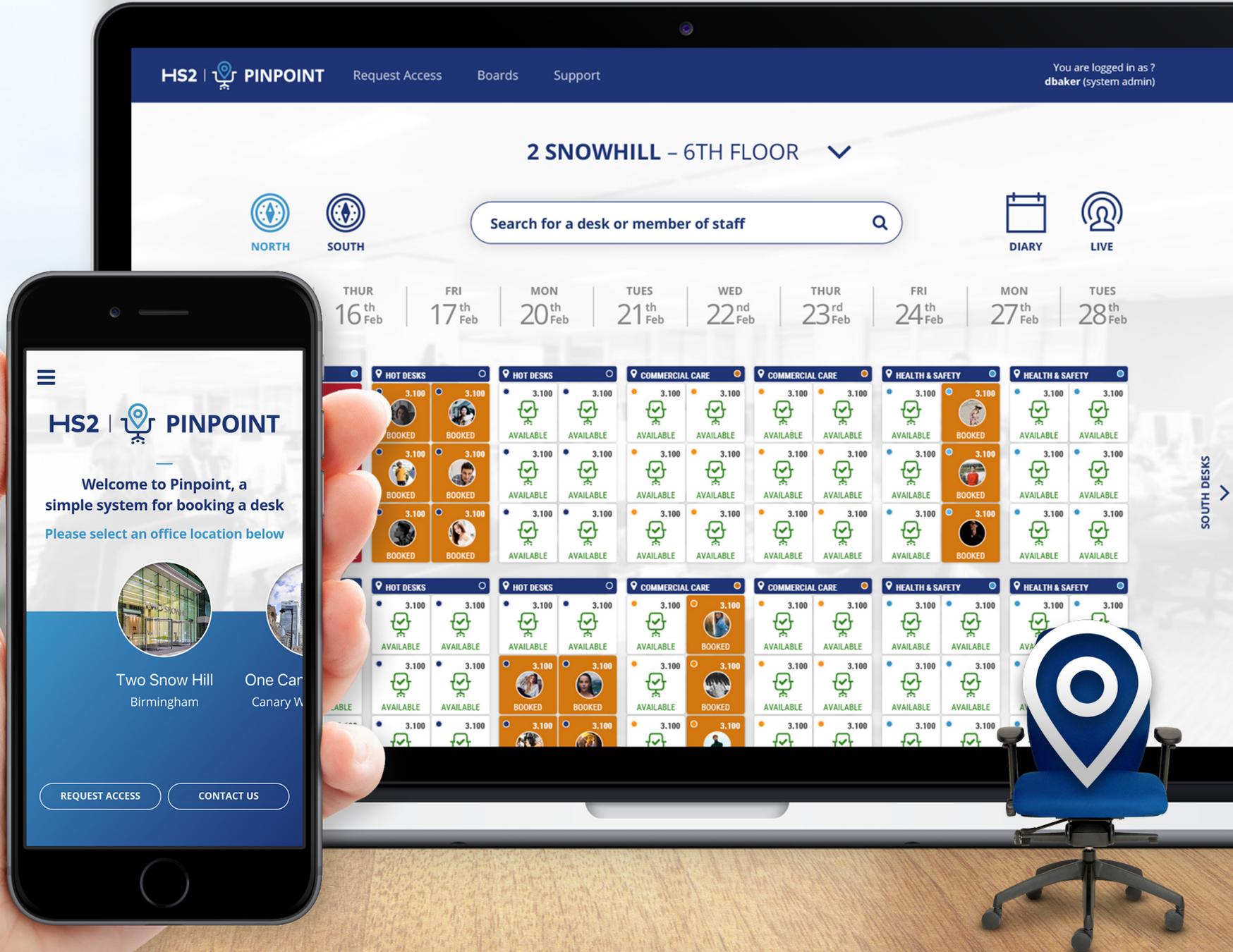
HS2 – Pinpoint

Brief

Pinpoint was a bespoke application I designed enabling staff to book desks across all HS2 offices. It enabled a visual representation of the floors, and a 'live view' feature to see who was sitting in a desk at any time.

- Digital creative design
- Product generation
- UI / UX
- User Workshops
- Journey planning
- Accessibility and usability

[Visit case study](#) →





Project

HS2 – Design System

Brief

I designed and developed a full Design System based on Gov. uk digital service standards. It featured, a pattern library, ways of working, component library and a full set of accessibility guidelines. I built both a design system for end-to-end services with a prototyping kit, and also a UI component library for developing more complex applications.

They were fully responsive and allowed internal and external design teams access to an extensive toolkit to design and build accessible applications for and behalf of HS2.

I also promoted it across the business through workshops, and presentations.

- Digital creative design
- Product generation
- UI / UX
- Journey planning
- Accessibility and usability

designsystem.hs2.org.uk



Design for Services

A system for designing end-to-end user-first services



Design for Applications

A UI toolkit for designing applications.



Design principles

How we think about design and put it into practice.

HS2

Design System

Creating a platform for consistency, Principles, guidelines and tools to help design and build accessible, user-centered services.

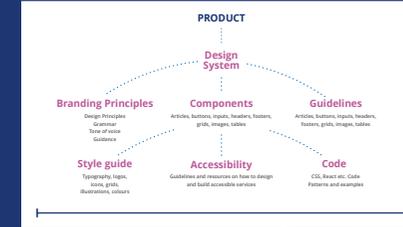
David Baker – Lead Service Designer - IT - Architecture & Design

Consistency

A design system provides a unified and consistent look and feel across different platforms, devices, and user interfaces. It establishes design standards and guidelines, ensuring that all elements, such as typography, colours, icons, and layout, are used consistently throughout the product. Consistency enhances the user experience and makes the product feel cohesive and professional.



Presentation slides to promote usage across the business



Scalability

As products and teams grow, maintaining consistency becomes more challenging. A design system acts as a scalable solution by providing a centralised source of truth for design and development. It allows teams to collaborate effectively, avoid duplication of efforts, and ensures that any changes or updates made to the system propagate seamlessly across the product.



HS2 Design System

Search

Design system

Content guidelines

Accessibility

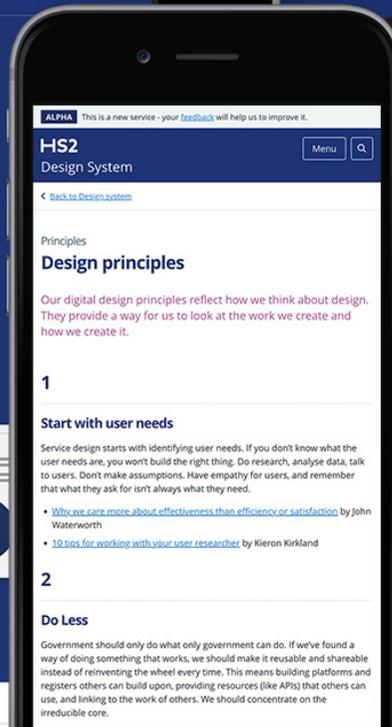
User research

Data visualisation

Tools and resources

Design and build accessible digital services and applications for HS2.

Our design system is made up of principles, guidelines and tools that help us design and build user-centered HS2 digital services and applications.



HS2 Design System

Design system

Accessibility

Everyone who works for HS2 should be able to access and interact with our digital services.

This section contains information about the standards we follow and meeting the requirements.



Accessibility

Understand the Accessibility Requirements of the Government Accessibility Guidelines



Project

HS2 – Interchange

Brief

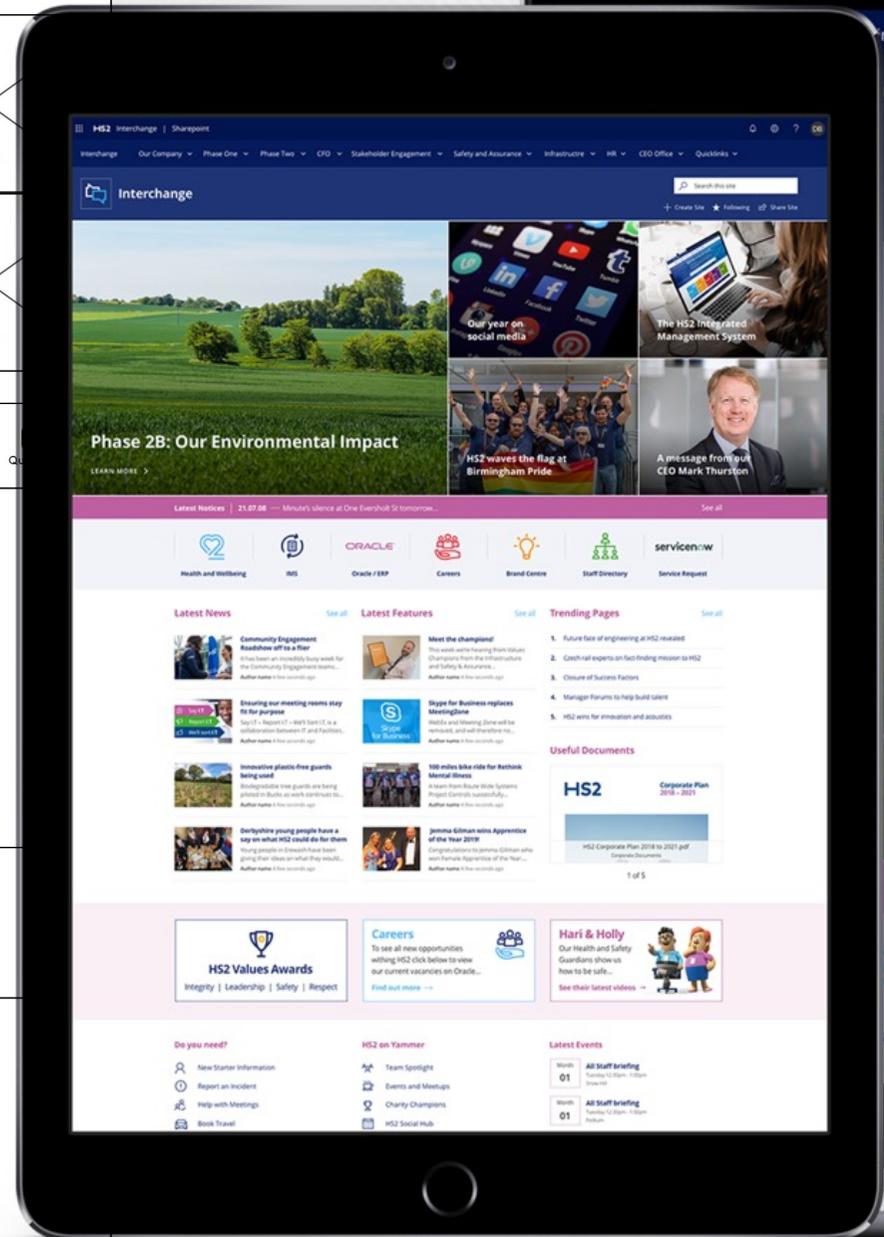
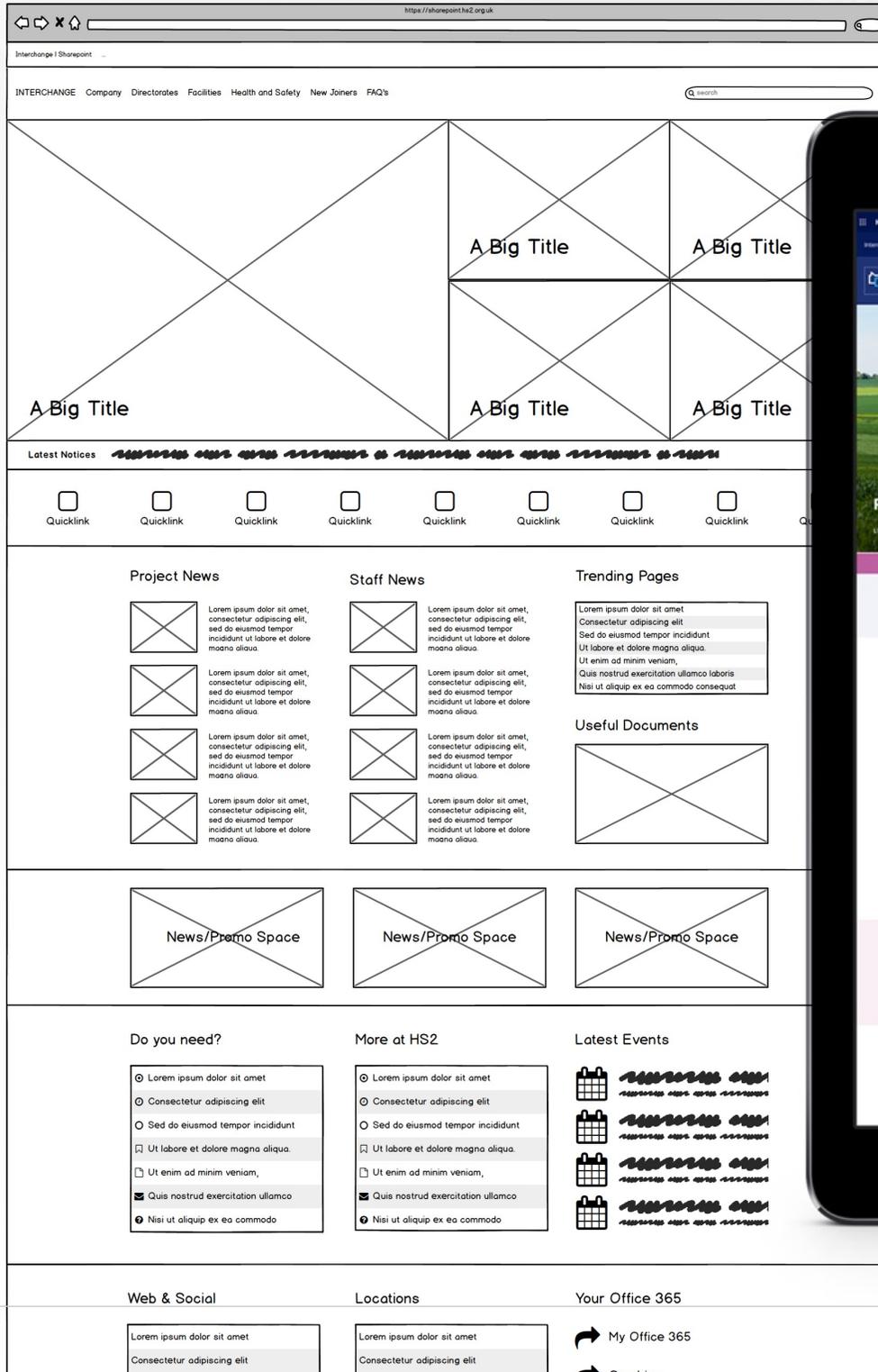
Interchange is the company intranet. I led the design, build and rollout across the business. I created staff surveys and led user workshops to gain insight into where the painpoints were and presented refreshed visuals.

On launch I designed master templates for homepages and inner pages, and a dedicated resource library for all HS2 assets and icons. As this version of SharePoint allowed editors a greater level of flexibility in design and layout, I created a dedicated help site. This featured extensive guides on templates, page structure, brand guidelines and video guides on how to design and build pages.

I also held drop-in sessions and regular teams sessions to share help and advice on how to use SharePoint and create accessible content.

- Digital creative design
- SharePoint
- UI / UX
- User Workshops
- Journey planning
- Accessibility and usability

Visit case study →





Environmental Impact

21.07.08 — Minute's silence at One Eversholt St tomorrow...

SharePoint
Search this site

HS2
SharePoint Help Site

Home

- Articles
- Style Guide
- Accessibility
- Checklist
- Assets
- Video Guides
- Feedback
- Recycle bin
- Site

HS2 | Sharepoint Help Site

The modern experience in SharePoint is designed to be compelling, flexible and faster. This makes it easier for anyone to create beautiful, dynamic sites and pages that are mobile-ready. Here, we give the tools and resources to help you get started.

David Baker
Digital Content Designer

New to SharePoint?

- Accessibility
- SharePoint Online video training
- SharePoint help - Office Support
- SharePoint look book

Design and Layout

- Page Structure
- Colour
- Icons
- Images
- Formatting text
- Example Layouts
- Websites

Support

- Interchange Service Request
- Sharepoint Access Request
- Sub-Site Request

Latest Articles

Doing a basic accessibility test

Making a print based document web friendly

Adding your picture to a 'people' web-part

Style Guide

The correct implementation of these guidelines is essential for the performance of HS2's digital assets and overall brand consistency.

Download the user guide

View the online Style Guide

News

Doing a basic accessibility test

Making a print based document web friendly

Adding your picture to a 'people' web-part

Latest Pages

Sharepoint Help Site Home

Sharepoint Help Site Example Layout

Sharepoint Help Site Feedback

The Sharepoint Team

Mohammed Rafuddin
System Development Manager

David Baker
Digital Content Designer

Nitesh Vasave
System Lead Developer

Gerard Crowe
System Developer

HS2 Interchange | SharePoint

Interchange
About us Our Structure Our People HR Quick Links

Creative Services
The HS2 Brand Latest News and Updates

Welcome to Creative Services

VC El Baz
Creative Services Lead

Welcome to Creative Services

Creative Services owns the HS2 Ltd corporate identity – or brand. Everyone in the organisation and our supply chain should be visually and verbally on brand. The team offers a variety of tools, resources, services and training to help, across all creative communications.

Who we are

Creative Services consists of HS2's Creative team, based in Two Snowhill, and the Print Production and Logistics team, based in Pottum. Use the links to the right and below to access a wider range of support the right way. Some of these links are to tools, resources and templates that are freely available to everyone. Other links are to request bespoke services and printing, for which we cross-charge. We speak to all departments in business planning each year to budget for work, so money should be set aside. Even if it isn't, our advice is free. We can suggest adapting or updating materials that already exist, and can also come up with solutions to keep costs down in future.

Get in touch

Do get in touch, if your enquiry isn't covered by the links below, email us at design@hs2log.co.uk

Key Contacts

VC El Baz
Creative Services Lead

More Information

- Quick guide to our Brand
- Letterheads and Templates
- Setup your e-mail Signature
- Logos and Imagery
- Writing at HS2
- Bespoke Work and Lead Times
- GDPR and Copyright Guidelines

Useful Documents

- Word Document Template
- Excel Spreads Template
- Powerpoint Presentation Template
- Brand Guidelines for Supply Chain

The HS2 brand

Guide to our Brand

Writing at HS2

Office Templates

Bespoke work

HS2 Assets (Logos and Imagery)

GDPR and Copyright guidelines

Latest news and updates

Using the HS2 Logo

Supply Chain Guidelines

Guidelines for Staff





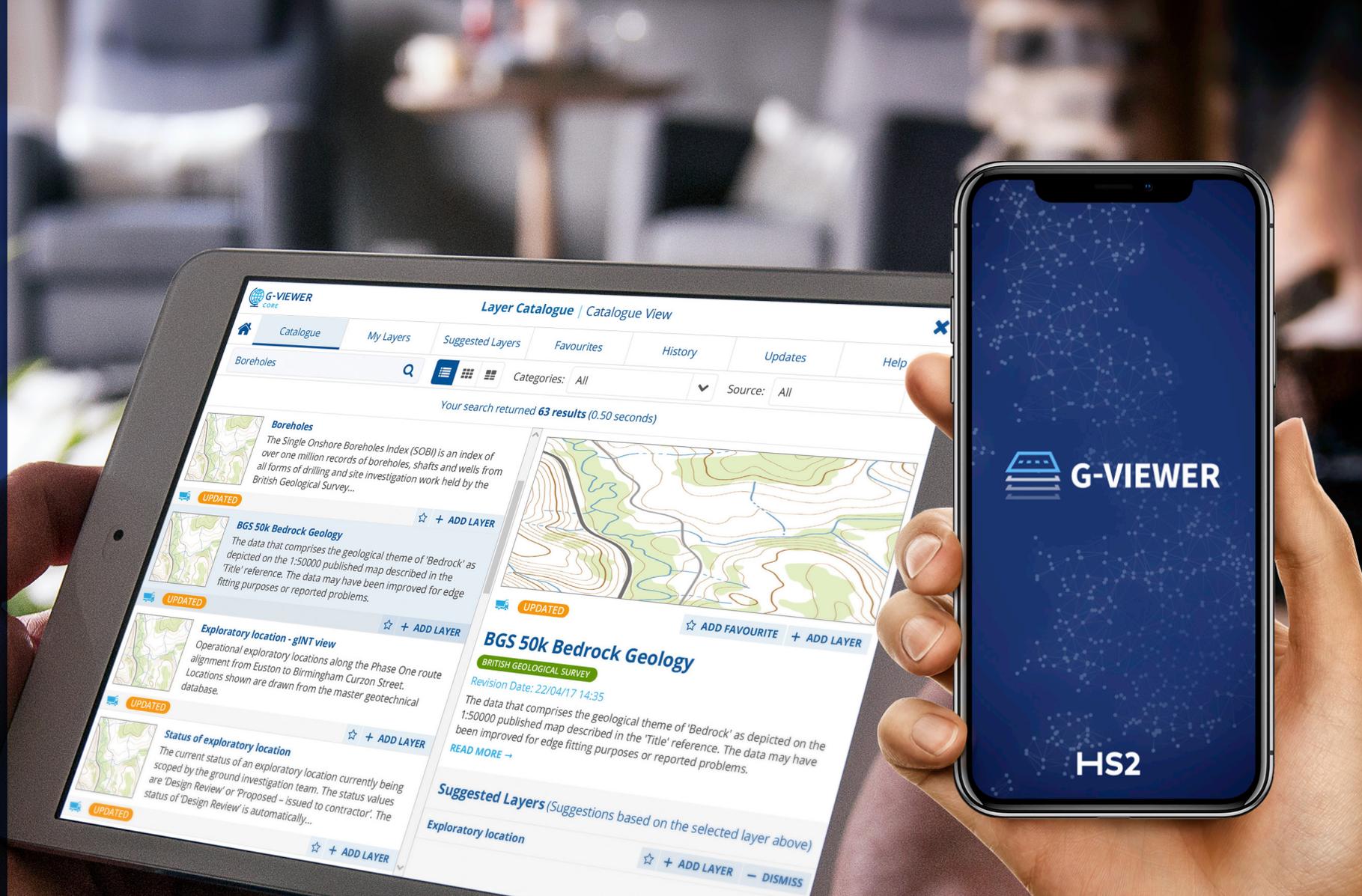
Project

HS2 – G-Viewer

Brief

G-Viewer is a mapping system to collate and present all mapping data related to HS2. I designed the core application based around Esri and a bespoke 'Layer Catalogue' which allowed users to browse and save various layersets to customise their experience.

- Digital creative design
- Product generation
- UI / UX
- User Workshops
- Journey planning
- Accessibility and usability



G-VIEWER CORE Layer Catalogue | Catalogue View

Catalogue My Layers Suggested Layers Favourites History Updates Help

Boreholes

Your search returned 63 results (0.50 seconds)

Boreholes
The Single Onshore Boreholes Index (SOBI) is an index of over one million records of boreholes, shafts and wells from all forms of drilling and site investigation work held by the British Geological Survey...
UPDATED + ADD LAYER

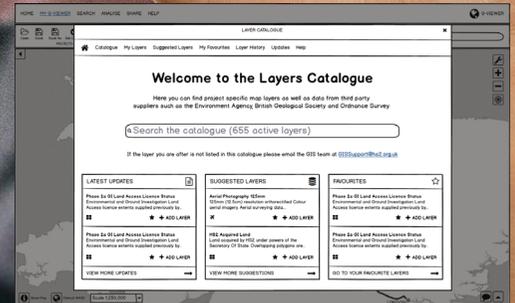
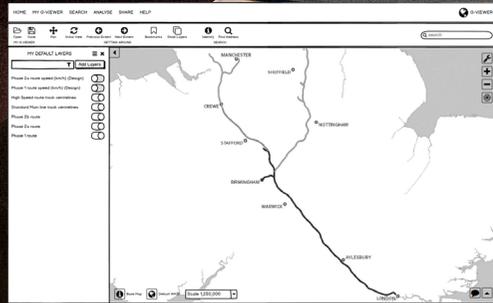
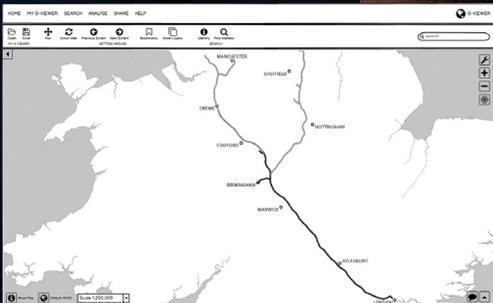
BGS 50k Bedrock Geology
The data that comprises the geological theme of 'Bedrock' as depicted on the 1:50000 published map described in the 'Title' reference. The data may have been improved for edge fitting purposes or reported problems.
UPDATED + ADD LAYER

Exploratory location - gINT view
Operational exploratory locations along the Phase One route alignment from Euston to Birmingham Curzon Street. Locations shown are drawn from the master geotechnical database.
UPDATED + ADD LAYER

Status of exploratory location
The current status of an exploratory location currently being scoped by the ground investigation team. The status values are 'Design Review' or 'Proposed - issued to contractor'. The status of 'Design Review' is automatically...
UPDATED + ADD LAYER

BGS 50k Bedrock Geology
BRITISH GEOLOGICAL SURVEY
Revision Date: 22/04/17 14:35
The data that comprises the geological theme of 'Bedrock' as depicted on the 1:50000 published map described in the 'Title' reference. The data may have been improved for edge fitting purposes or reported problems.
READ MORE ->
ADD FAVOURITE + ADD LAYER

Suggested Layers (Suggestions based on the selected layer above)
Exploratory location
+ ADD LAYER - DISMISS





Project

HS2 – Digital Accessibility

Brief

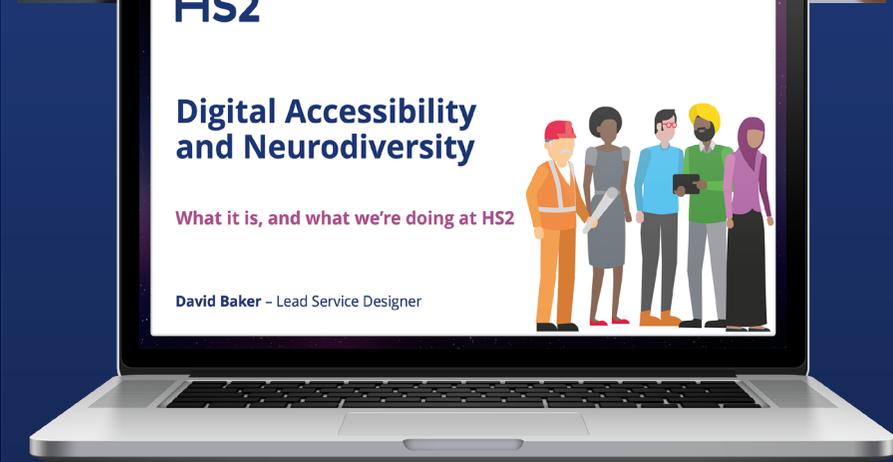
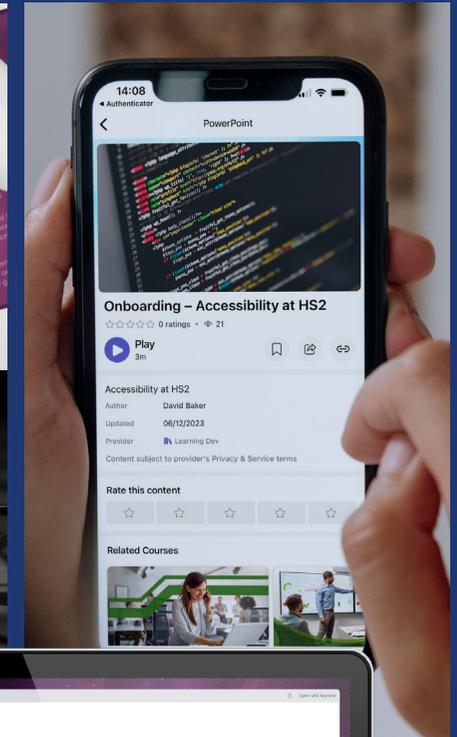
In addition to my role as 'Lead Service Designer' I took on the responsibility to champion Digital Accessibility at HS2. I saw examples of content and applications being produced that weren't inclusive so created a strong foundation to build awareness from, which resulted in winning an RIDI award.

I produced an 'Accessibility Hub', which collated tools, resources and allowed users one-click access to request assistive technology or software. I created an 'Accessibility pledge' which was a set of eight rules to make online presentations and meetings accessible for all.

I held regular business wide sessions to discuss Digital Accessibility to promote standards and practices alongside drop-in sessions to help users with content supported by an internal Podcast.

I established an 'Accessibility Working Group' to discuss latest technology, support and also test software and applications. Lastly, designed and collated a suite of learning material delivered through Teams.

Visit case study →





Project

HS2 – Interactive

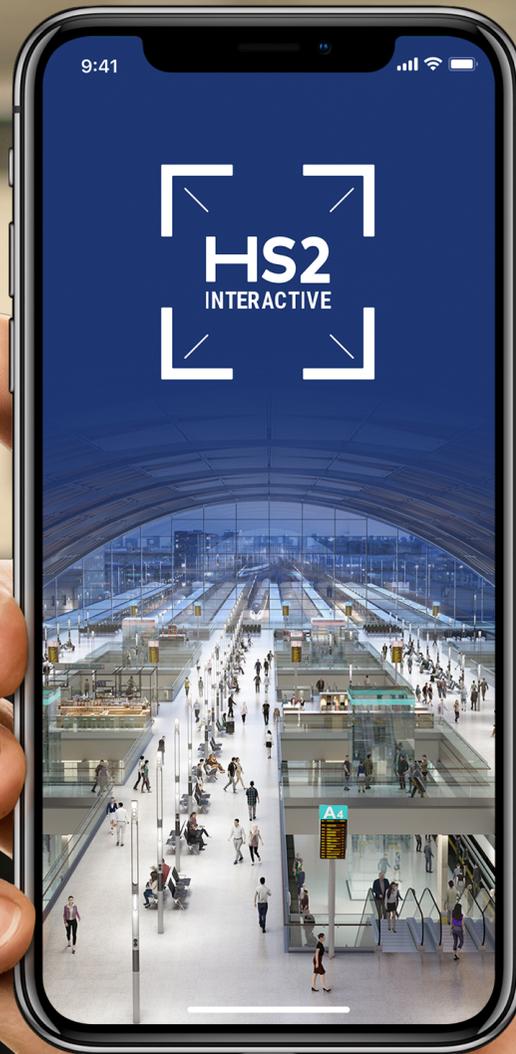
Brief

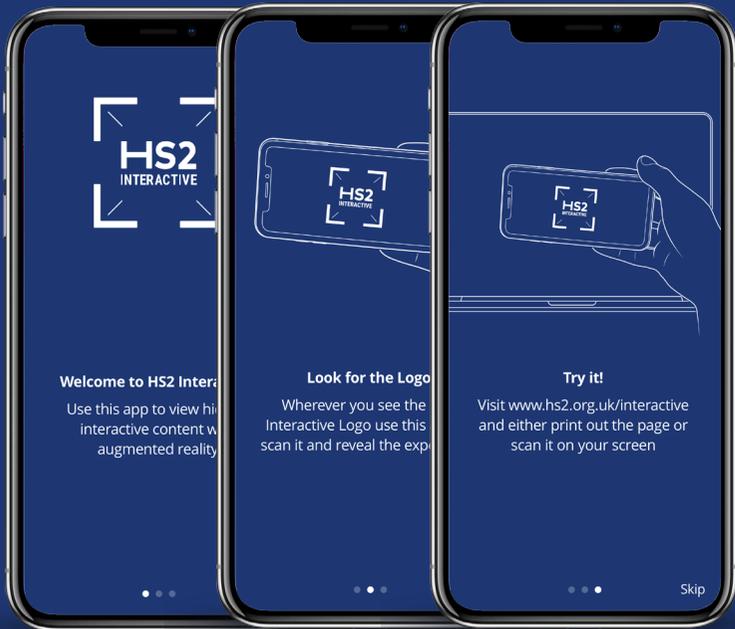
The app came about from an 'R&D' initiative I set up to look at technology and see where it could add new benefits to the programme.

One of the things I researched was the use of AR to promote the project on-site. This was created for our hoardings team and allowed users to scan existing graphics on hoardings and advertisements to reveal augmented reality content. This consisted of interviews with site managers and staff. Footage of construction and overlays of station visuals. This then went from an initial pitch, into production and is now live.

- Digital creative design
- Product generation
- Augmented reality
- User Workshops
- Journey planning
- Accessibility and usability

[Visit case study](#) →

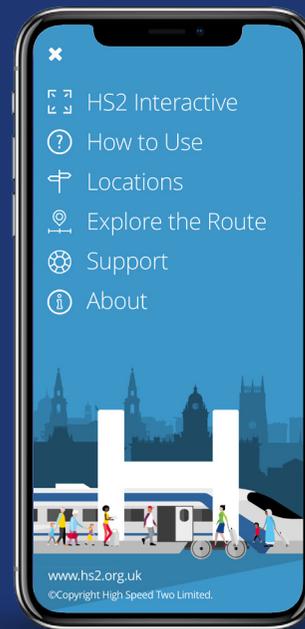




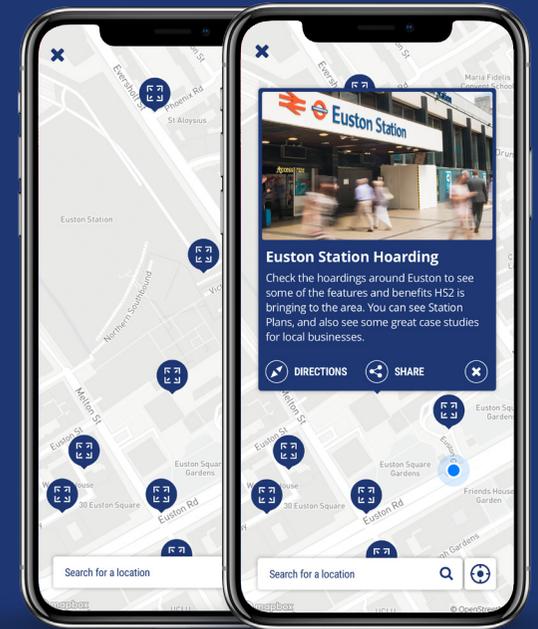
Onboarding



Scan Glyph



Menu



Locations





Project

HS2 – IMS

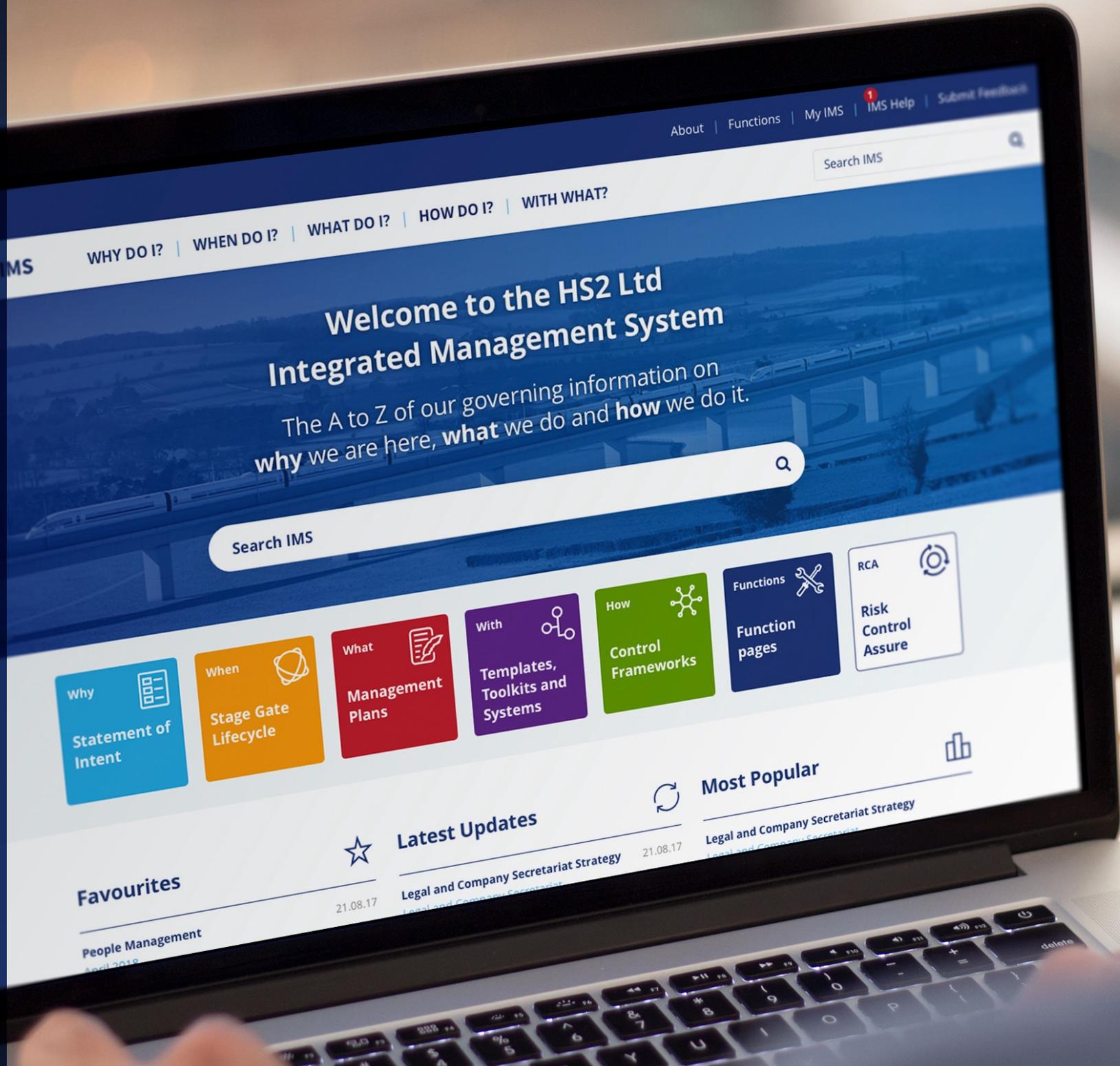
Brief

The IMS (Integrated Management System) is the businesses manual that describes the HS2 ways of working. It provides a set of rules that govern business activities and ensures key processes are performed in a consistent way.

After finding nothing in the marketplace to cover the business needs I designed a bespoke system and was built in-house. It's the single source of information for HS2 and is a business critical application.

- Product generation
- UI / UX
- User Workshops
- Journey planning
- Accessibility and usability

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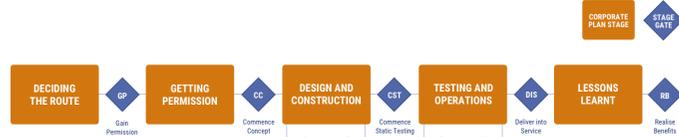
When? – Our HS2 Stage Gate Lifecycle

The HS2 Stage Gate Lifecycle

The HS2 Stage Gate Lifecycle sets out a series of nine Stage Gates which take place throughout the Programme, and underpin the HS2 Corporate Plan.

Each of the nine Stage Gates are quality control check points which assess the health of the Programme. At each Stage Gate, we look back and we look forward and test the readiness to proceed. They act as decision points, based on our progress to achieve the Strategic Goals, Objectives and Benefits as recorded in the Sponsor's Requirements.

Overview



Timeline



The figure below illustrates the HS2 Programmes that will follow the Corporate Plan Stages. All Stage timings are subject to change as each Programme matures through design, implementation and testing. Please refer to the live Stage Gate Integrated Programme link below for current dates.

HS2 Ltd Corporate Plan Stages

DECIDING THE ROUTE

We develop our proposals for the railway, with Technical, Economic and Community Engagement work at the forefront. This stage ends once the Government announces the preferred route.

GETTING PERMISSION

We develop the preferred route, by adding necessary detail to the proposals so that Government can seek permission from Parliament. Royal Assent secures the Powers required to implement these proposals.

DESIGN AND CONSTRUCTION

We become a responsible client to our supply chain where our guiding principles and values drive the way we act, and our strategic goals and benefits define the outcomes we seek.

TESTING AND OPERATIONS

We undertake Testing and Commissioning before passenger services start to ensure we can operate safely and reliably. Once services start we become the infrastructure manager for the network.

LESSONS LEARNT

We confirm that the programme has been delivered and that the Business Case has been satisfied. We incorporate lessons into our organisation learning and communicate those that may help future programmes.

What? – Our Management Plans

Management Plans

Management Plans detail what the Directorate or function do at a strategic level.

Each Control Framework sets out a sequence of Controls, which act together as a flow of actions and steps required, to achieve the overall objective. The Control Framework is therefore a set of integrated controls, and step by step instructions with clearly defined roles and responsibilities, a list of relevant documents, links to systems and links to other functions where relevant.

CEO's Office The CEO Office provides support and advice directly to the CEO in order to help them fulfil their responsibilities. Key Office Management Plan	Phase One This delivery Directorate is accountable for the design, build and commissioning of the enabling train infrastructure from London to West Midlands, as well as the development of high-speed rail stations along the route. Engineering Management Plan Phase One Programme Execution Plan	Phase Two This Directorate is responsible for securing the powers required to build and operate the railway for Phases 2a and 2b, and the construction of Phase 2b in blue estate. Hybrid Bill Delivery Directorate Management Plan Phase Two Directorates Management Plan
Operations and Infrastructure Management The Railway Operations Directorate is responsible for delivering HS2's Rolling Stock and Depots Programme and operating the HS2 Infrastructure Management Organisation.	Corporate Health, Safety, Security and Environmental Management (HSSE) This Directorate provides strategic direction, policy and formal advice on health and safety, security and environmental management legislation to enable HS2 to be compliant, while supporting the prevention of injury, ill health and managing HSSE risks.	Corporate Affairs The Corporate Affairs Directorate supports the company in building and maintaining its reputation, paving the way for the business to achieve its vision, mission and goals.
Finance and Commercial Services This Directorate is accountable for some of the key functions and services, such as Finance, Commercial, Land and Property, Risk and Assurance and PMO, which support Programme delivery and the running of the business.	Community Engagement The Community Engagement Directorate provides clear, timely and effective two-way communication and targeted engagement with local communities along the lines of route.	Human Resources The Human Resources Directorate is responsible for attracting, developing and retaining the people required to deliver the Programme.

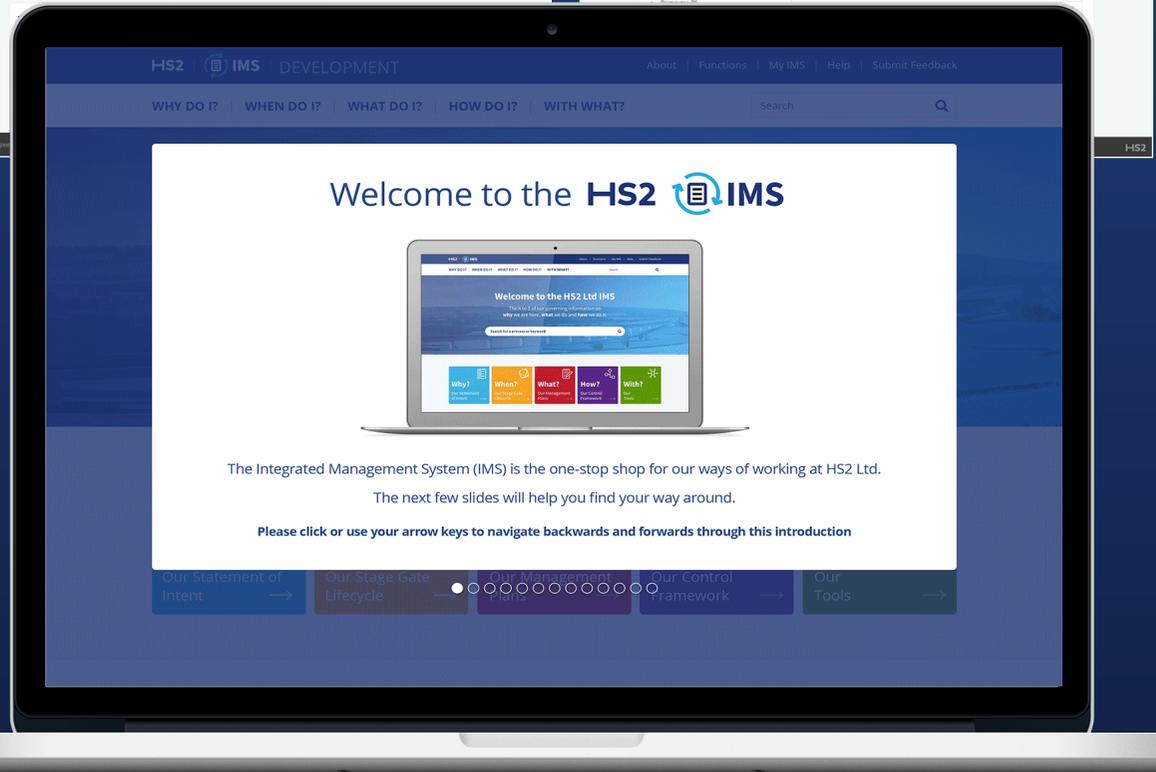
With? – Our Tools

With

Our Systems and Templates

This section of the IMS provides the key documents that together provide our statement of intent as an organisation. They include the requirements to deliver High Speed Two and the rules under which HS2 Ltd operate. This includes strategies and policies, our legal requirements, as well as the boundaries for acceptable behaviour.

Templates	Toolkits	Systems
JUMP TO A SECTION: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z # A - JMSB - Accurat Fuse - JMS - AssisNET B - BravoAdvantage C - CEMAR - Clearfarms - CUS - CommsPlatform - CoVID - CRM/MSM D - Doors E - e8 G - gtwewer I - Innovation Hub L - Land Referencing DB M - MS Exchange - MS Office 365 N - NPS P	Archiving Contents List Template Base Template Blank Word Template with HS2 Logo Blank Word Template with HS2 Logo and Footer Board and Executive Meeting Paper Template Corporate Policy Template Corporate Standard Template Excel Front Page Template IMS Flowchart Template IMS Guidance Template Letterhead - HS2 Eversholt Street Letterhead - HS2 Snow Hill Letterhead - HS2 Victoria Square Management Plan Template Meeting Actions Template Meeting Agenda Template Meeting Forward Look Template Meeting Minutes Template Meeting Outputs Template PowerPlant template Press Release Template Procedure Template Process Template Project Board Paper Template Project Initiation Document (PID) Template	



The Integrated Management System (IMS) is the one-stop shop for our ways of working at HS2 Ltd. The next few slides will help you find your way around.

Please click or use your arrow keys to navigate backwards and forwards through this introduction



Project

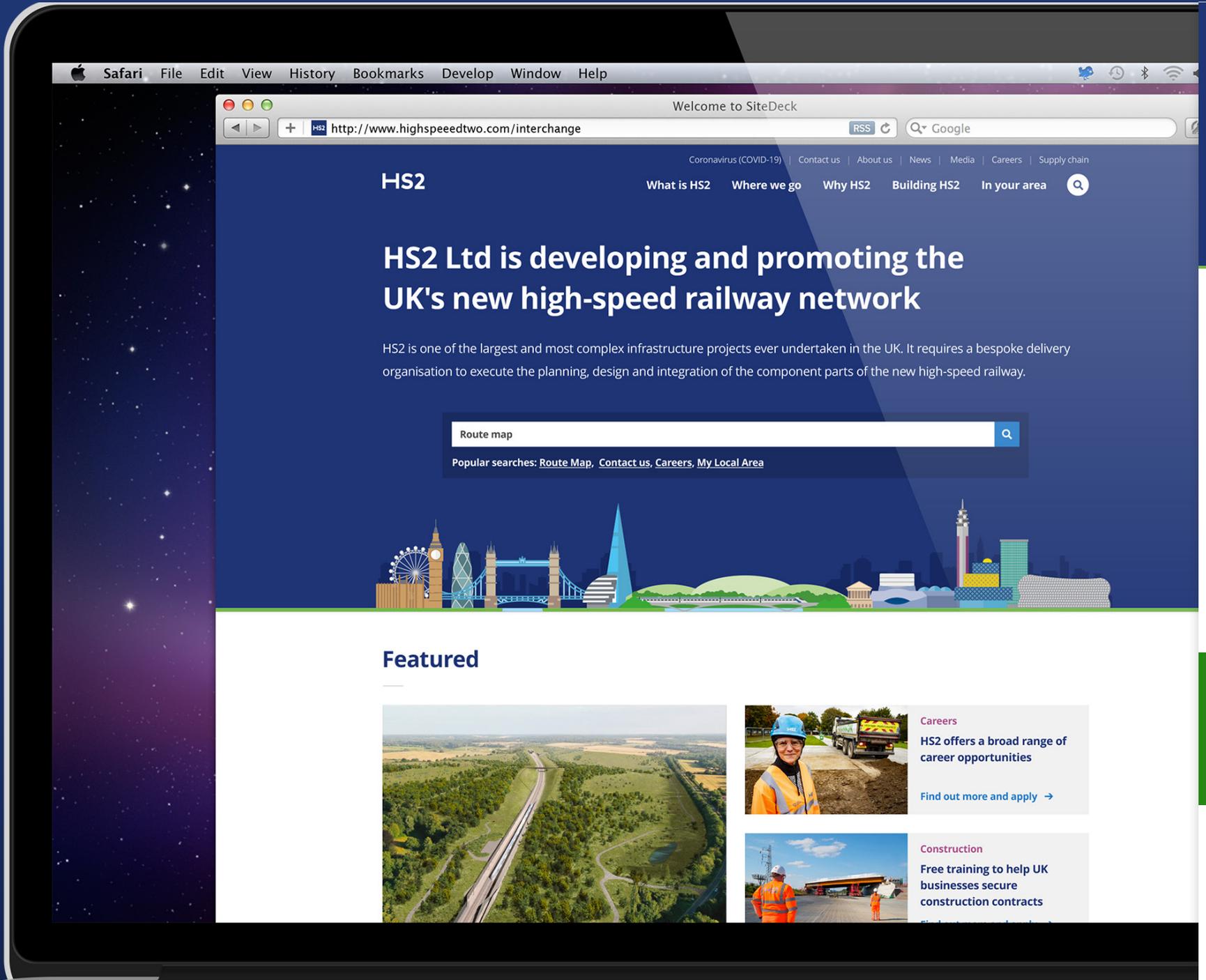
HS2 – Website

Brief

I designed the original concepts for the public facing HS2 website. I researched other examples of large infrastructure projects and presented these to focus groups. Also held various user workshops to 'card sort' important features. I produced wireframes which were then used for further internal and external stakeholder groups and refined down to what you see here. The final designs were then sent over to an external agency to build.

- Website design
- UI/UX

[Visit case study](#) →





Project

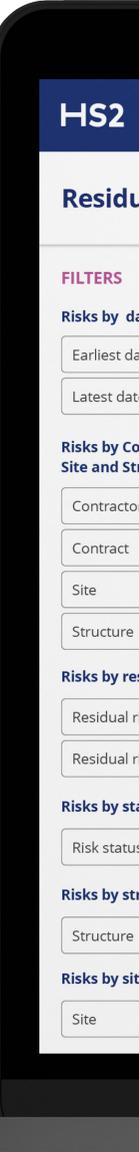
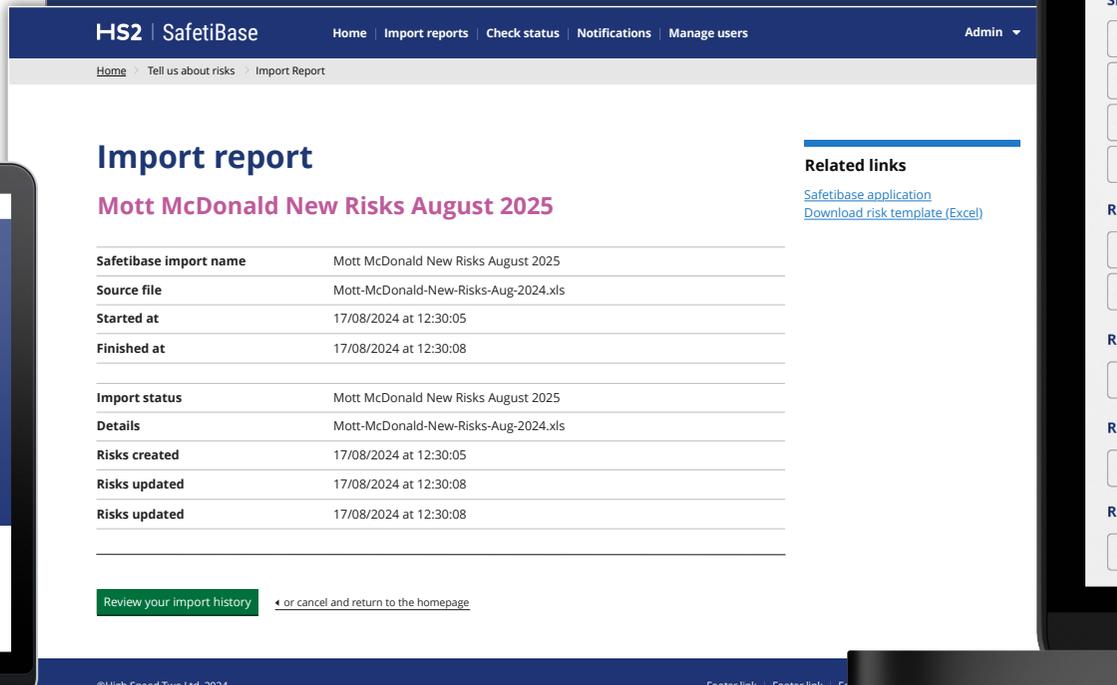
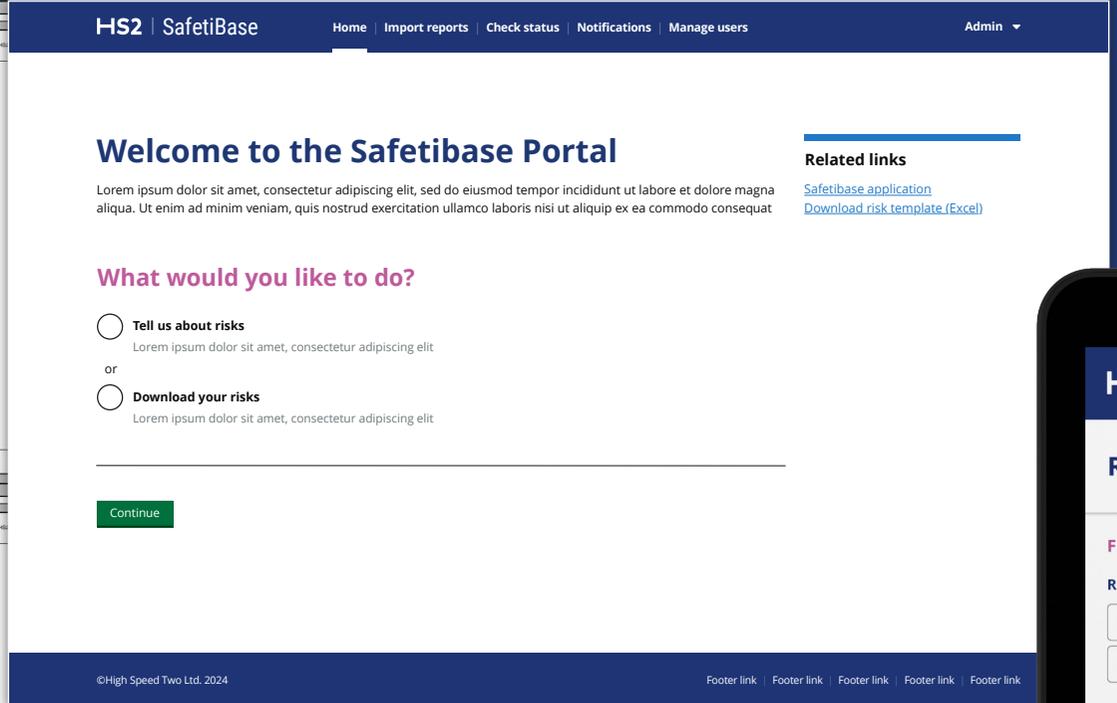
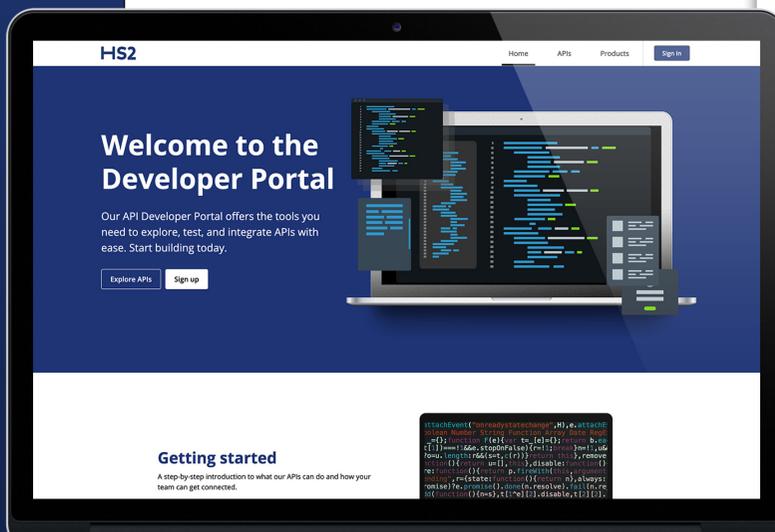
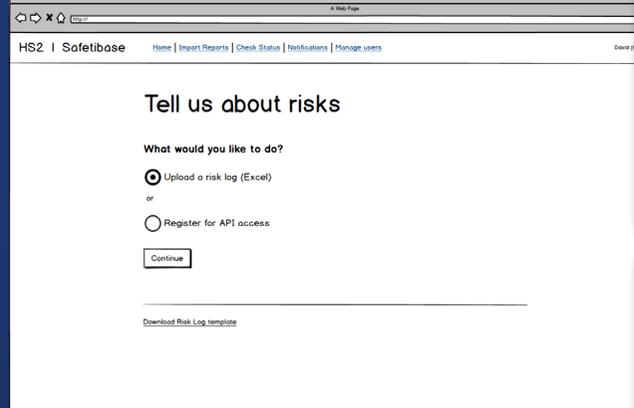
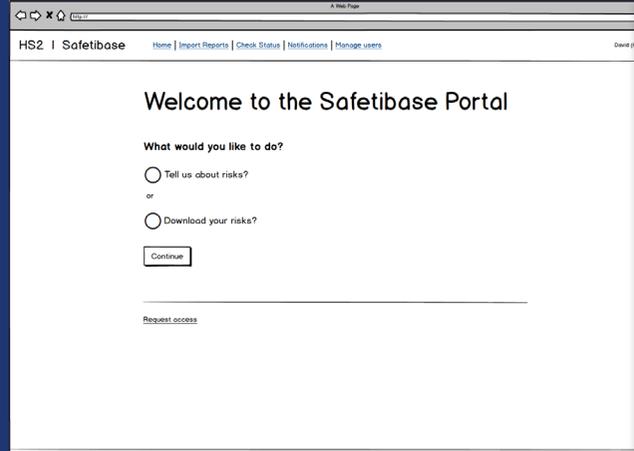
HS2 – Safetibase

Brief

Safetibase, focuses on addressing the unique challenges and complexities inherent to construction projects. Tailored to the businesses specific needs, this application incorporates intuitive tools for hazard identification, real-time risk assessment, and compliance tracking. With a focus on mobile accessibility it empowers staff to proactively manage risks on-site. After the business was let down by a supplier I had to redesign the whole application consisting of Safetibase core application to view and manage risks, a portal to quickly upload and view risks associated to you and I designed and built a Developer Portal to access associated API's.

- App design
- Wireframing
- Design Systems
- UI/UX
- Service Design
- API Portal design

Visit case study →





Project

HS2 – IT Communications

Brief

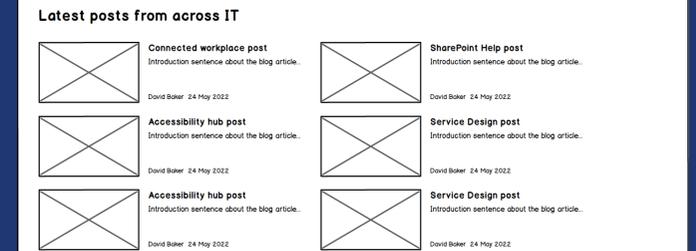
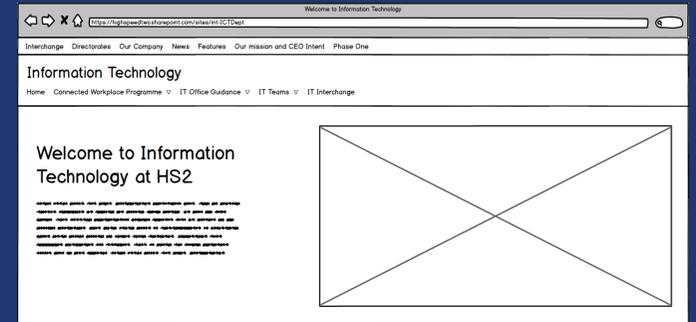
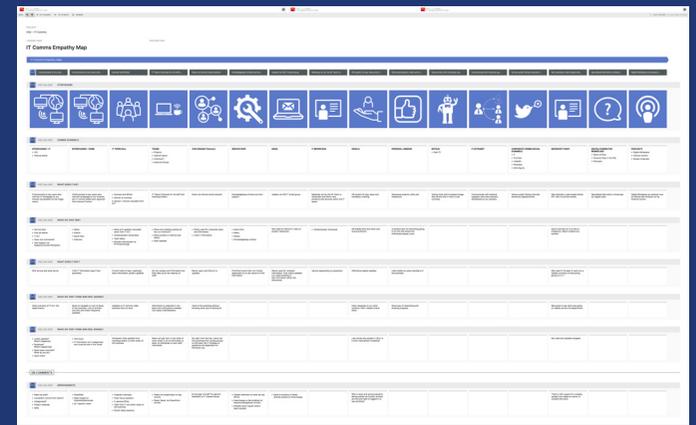
The projects objective was to streamline and simplify the myriad of existing communication channels, ensuring that messages are consistent, accessible, and relevant to all stakeholders.

Prior to this initiative, the IT department relied on a mix of emails, chat tools, intranet updates, team meetings, and ad-hoc announcements. While these channels were functional in isolation, their volume and lack of coordination often led to information overload, misunderstandings, and inefficiencies.

I researched all channels, produced user journeys and personas then pitched these to the Senior IT team. These were approved and changes rolled out. I designed and built the SharePoint sites and information architecture to ensure better engagement with all IT comms.

- Service Design
- Personas
- Empathy mapping
- UI/UX
- SharePoint Design

Visit case study →



Welcome to the HS2 IT Portal

This is our centralised hub for all things relating to IT at HS2. Designed to simplify access to information and resources, this portal brings together updates, activities, and tools from across the entire IT ecosystem in one convenient location.

Whether you're tracking ongoing projects, requesting IT equipment, seeking software support, staying updated on new initiatives, or accessing essential services, our mission is to deliver a clear and comprehensive view of all IT activities. By centralizing these resources, we aim to provide users with greater visibility, simplified navigation, and improved support for all your technology needs.

If you want to know more about how our teams work, [visit Interchange](#).

Equipment and technical support

The IT Service Centre is your go-to platform for requesting IT equipment and accessing technical support via our service agents or online knowledge base. Whether you need new hardware, software installations, or assistance with troubleshooting, the Service Centre simplifies the process.

You can easily log requests, track their progress, and communicate with the IT support team in one convenient place. By centralising these services, the Service Centre ensures that your IT needs are addressed efficiently, keeping you focused on your work while we handle the technical details.

[Visit the IT Service Centre](#)

Office 365 and productivity tips

The Connected Workplace site is your central resource for maximising productivity with Office 365 applications. It provides a wealth of tips, tutorials, and best practices to help you work smarter with tools like Teams, Outlook, Excel, PowerPoint, and more. This is the first place to find out new enabled features and IT Product enhancements.

Whether you're looking to streamline communication, enhance collaboration, or discover time-saving features, this site is designed to support your success. With easy-to-follow guidance and practical advice, the Connected Workplace site helps you unlock the full potential of Office 365, making your daily tasks more efficient and productive.

[Visit the Connected Workplace](#)

Cyber security and keeping data safe

This is our central hub for staying informed and proactive about digital security at HS2. Designed to empower users, it provides practical guidance, best practices, and resources to help you protect yourself and your organisation from cyber threats.

Whether you're looking to learn how to spot phishing attempts, secure your devices, or follow HS2's cyber security policies, this area has you covered.

You play a vital role in safeguarding our systems, data, and operations, ensuring a secure and resilient IT environment for everyone at HS2.

[Visit Cyber Security](#)

Copilot

Microsoft Copilot is now live!

Microsoft Copilot is a game-changer for troubleshooting IT and technical issues, offering intelligent, AI-driven assistance to quickly identify and resolve problems. By analyzing system data, user inputs, and past occurrences, Copilot can provide step-by-step guidance, suggest potential solutions, or even automate fixes for common issues.

[Try Copilot for yourself](#)

Latest news and views from across IT

HS2

Improving communication

Spreading the good word IT

David Baker - Lead Service Designer - IT - Architecture & Design

Who, what, why, where, when?

What are the types of news we need? And where do we post it?

IT Interchange home

- Simple header graphic
- Introduction to IT and its role at HS2
- Latest news (top level and sub-sites)
- Areas of IT (Quicklinks to sub-sites)
- Test frequently to ensure that there are no critical accessibility issues
- Generic footer with key contacts broken down by areas (Service Desk etc.)

News feed

Refreshed Intranet

Simplify all IT content across Interchange

- Introduction about IT
- News split into SLT and Teams/Areas
- Events (IT Brown Bags etc.)
- Key links to what we do (roadmap) Our Teams (overview with link to site) Help and Support
- Featured page/article
- Featured microsites
- Key contacts

Employee Experience

Establishing and embedding a people-driven approach through the development of Personas, User Journeys and Use Cases

Personas

Leader Susan M.

User Journey - On Desk Experience

Use Case - Sensitive Meetings



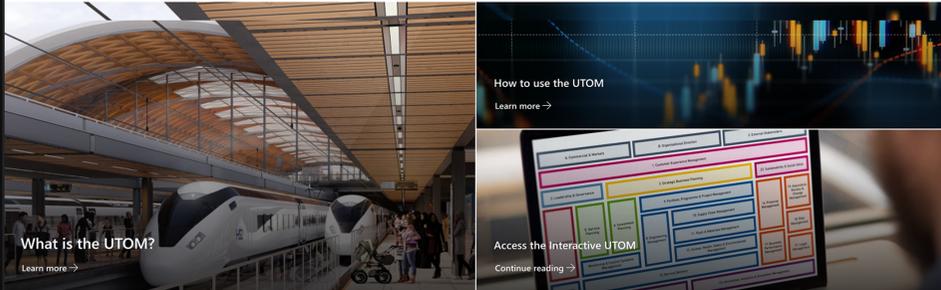
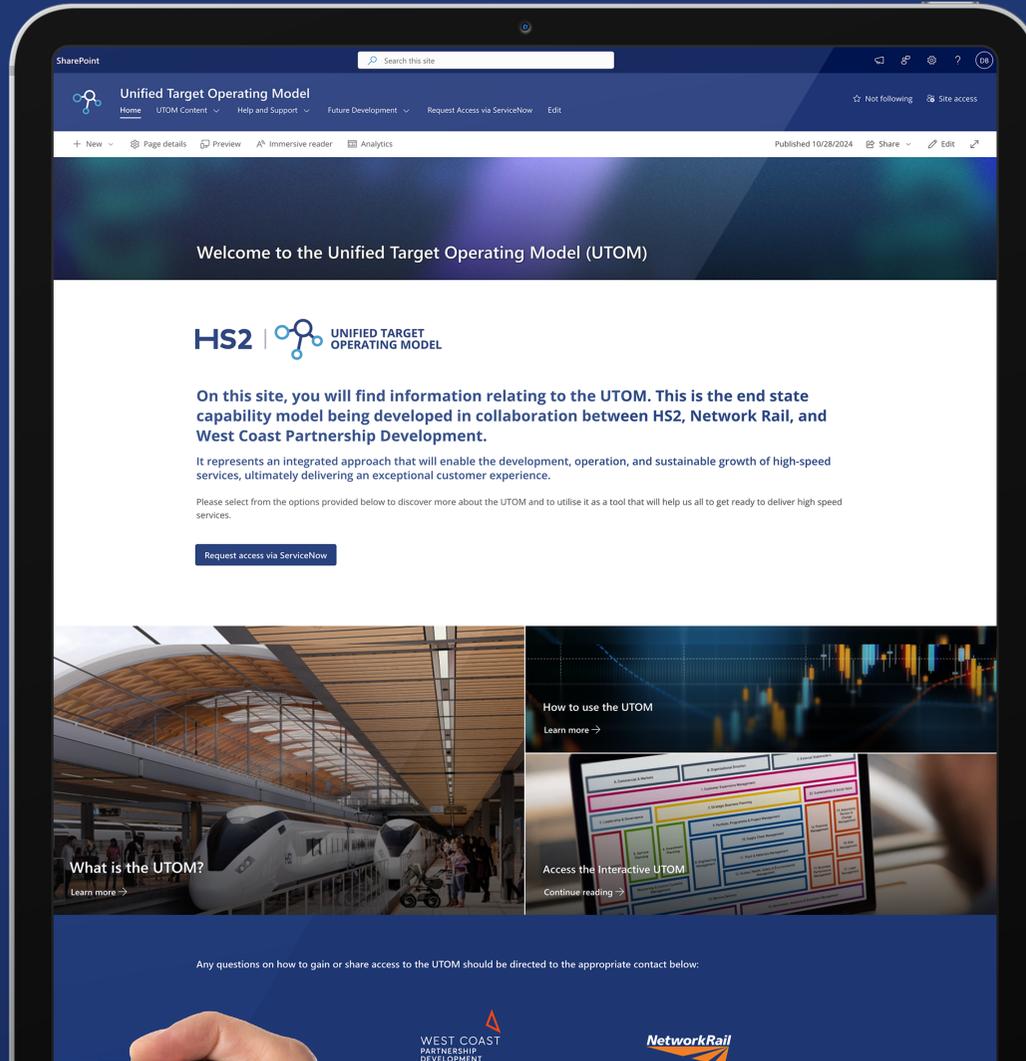
Project HS2 – UTOM

Brief

The UTOM is a tool used to guide the development of the capability of partner organisations. It supports right to left thinking to ensure that all the capabilities are in place in time to operate the railway. The UTOM capabilities can also be reviewed and used in conjunction with current operating models to identify what capabilities are needed to support interim organisational transition states.

I produced Service Blueprints following a user workshop and produced material at various touchpoints to promote including presentations and video.

- Service Design
- Personas
- Service Blueprints
- UI/UX
- SharePoint Design



Any questions on how to gain or share access to the UTOM should be directed to the appropriate contact below:



Stacey Pugh
Head of Business Design
Email: stacey.pugh@westcoastpartnership.co.uk

Aurelija Rakauskaite
HS2 Integration Strategic Planner
Email: aurelija.rakauskaite@networkrail.co.uk



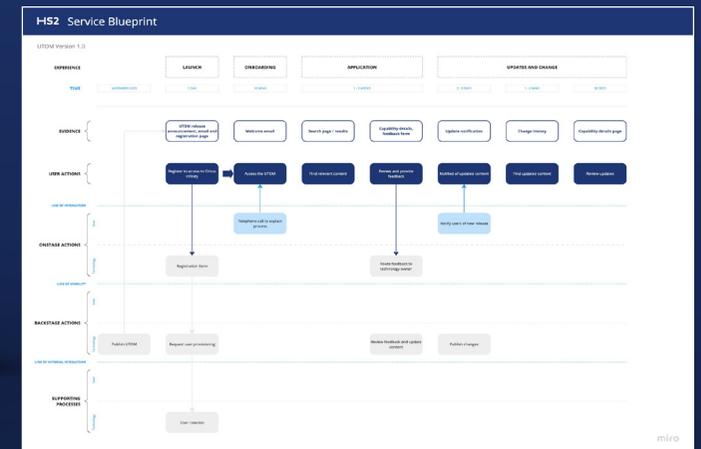
Introduction video



Collaborative session to work on user journeys

Process/Module	Step	LAUNCH	CONSIDER	APPLICATION	UPDATES/CHANGE
1. User	1. User	1. User	1. User	1. User	1. User
2. User	2. User	2. User	2. User	2. User	2. User
3. User	3. User	3. User	3. User	3. User	3. User
4. User	4. User	4. User	4. User	4. User	4. User
5. User	5. User	5. User	5. User	5. User	5. User
6. User	6. User	6. User	6. User	6. User	6. User
7. User	7. User	7. User	7. User	7. User	7. User
8. User	8. User	8. User	8. User	8. User	8. User
9. User	9. User	9. User	9. User	9. User	9. User
10. User	10. User	10. User	10. User	10. User	10. User
11. User	11. User	11. User	11. User	11. User	11. User
12. User	12. User	12. User	12. User	12. User	12. User
13. User	13. User	13. User	13. User	13. User	13. User
14. User	14. User	14. User	14. User	14. User	14. User
15. User	15. User	15. User	15. User	15. User	15. User
16. User	16. User	16. User	16. User	16. User	16. User
17. User	17. User	17. User	17. User	17. User	17. User
18. User	18. User	18. User	18. User	18. User	18. User
19. User	19. User	19. User	19. User	19. User	19. User
20. User	20. User	20. User	20. User	20. User	20. User

Collated user journeys for stakeholder approval



Service Blueprint

SharePoint Search this site

Unified Target Operating Model

Home UTM Content Help and Support Future Development Request Access via ServiceNow Edit

+ New Promote Page details Preview Immersive reader Analytics Published 4/17/2024 Share Edit

Access the Interactive UTM

The visualisation of the UTM below is interactive. Select a Capability Group on the diagram to access more details on the Capabilities that make up the Capability Group and their integrations.

10 Supply Chain Management

The systems, activities and flow of information to source the resources, services, products and supporting data to deliver the volumes of activity required to achieve the customer experience based on strategic decisions on in-sourced/out-sourced, franchise arrangements and chosen purchasing legislation models. The scope includes necessary digital collaborations, including mutual feedback on supplier and service performance.

Level 2 Capabilities	Related Capabilities	Related Capabilities (small)	Filter: All
10.01 Procurement Policy and Strategy Development			
10.02 Procurement Demand Management			
10.03 Market Engagement, Tendering & Supplier Selection			
10.04 Supplier Management, Analysis & Collaboration			
10.05 Contract Management			
10.06 Purchase Requisitioning			
10.07 Purchase Ordering			
10.08 Category Management			

The visualisation of the UTM above is interactive. Select a Capability Group on the diagram to access more details on the Capabilities that make up the Capability Group and their integrations.

There are several ways to interact with the model.

1. Selecting a Level 1 Capability group on the image allows you to drill through to the description of the Level 1 Capability group and also lists the Level 2 capabilities with ID, name and description.
2. From this page you can select the 'Related Capabilities' button, which lists all the Level 2 connected Capabilities, including the direction of information/connection (one-way or two-way) and the description of the connection. You can also use the filter option to pick a specific Level 2 capability to view.
3. The 'Related Capabilities' button creates a 'network navigator' visual representing the Level 2 connected list.
4. The filter can also be used to view specific level 2 Capabilities.

1. Search for capabilities using the 'Search for capabilities' icon.
2. Select the icon and a search for capability name/description, for example 'emergency'.
3. The results will list all capabilities with emergency in the name or description, which will provide a reference/guide as to where to select on the UTM Level 1 diagram.
4. Select the close button, returning to the UTM Level 1.

It is assumed that there are themes and outcomes intrinsically integrated into all business capabilities.

These include being:

- Safe and secure.
- Reliable and resilient.
- Seamless in delivery of the customer experience.
- Value for money for our stakeholders.
- Innovative.
- Low carbon.
- Inclusive and accessible.

These themes and outcomes are not capabilities in their own right, but should be considered in how the capabilities are realised:

- by nurturing behaviours and culture.
- by embedding in to decision making.
- by evaluating processes against these outcomes or criteria.

Access other UTM related assumptions

Provide UTM feedback

Click here to fill out a short feedback form

HS2

Intro to Service Design

How we introduced a user-first design approach to the UTM

David Baker – Lead Service Designer - IT - Architecture & Design

Journey maps

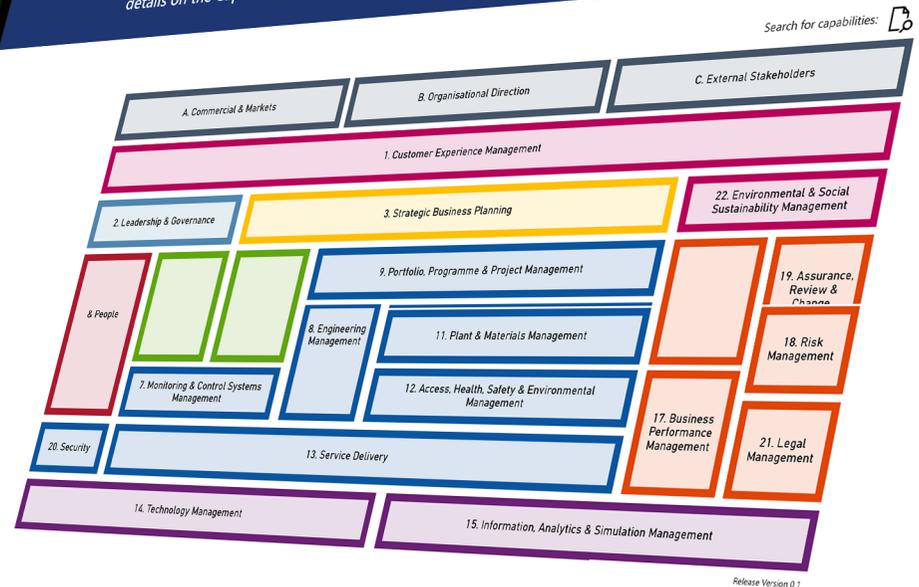
Here's an example of a typical customer user journey, somebody looking for a mobile phone

JUMPING JAMIE
Seems like Jamie needs health for optimal mobile phone. The search results that can be seen across within having to identify usage data.

EXPECTATIONS
The user expects to be able to search for mobile phone. The user expects to be able to search for mobile phone.

Access the Interactive UTM

The visualisation of the UTM below is interactive. Select a Capability Group on the diagram to access more details on the Capabilities that make up the Capability Group and their integrations.



Five key principles

- **User-centred** – Use qualitative research to design focusing on all users.
- **Co-creative** – Include all relevant stakeholders in the design process.
- **Sequencing** – Break a complex service into separate processes and user journey sections.
- **Evidencing** – Envision service experiences to make them tangible for users to understand and trust.
- **Holistic** – Design for all touchpoints throughout experiences, across networks of users and interactions.



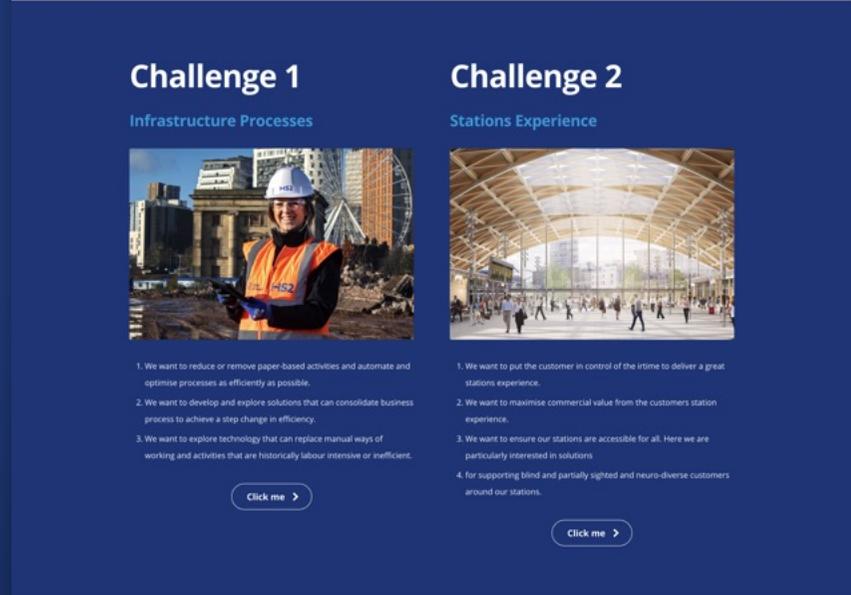
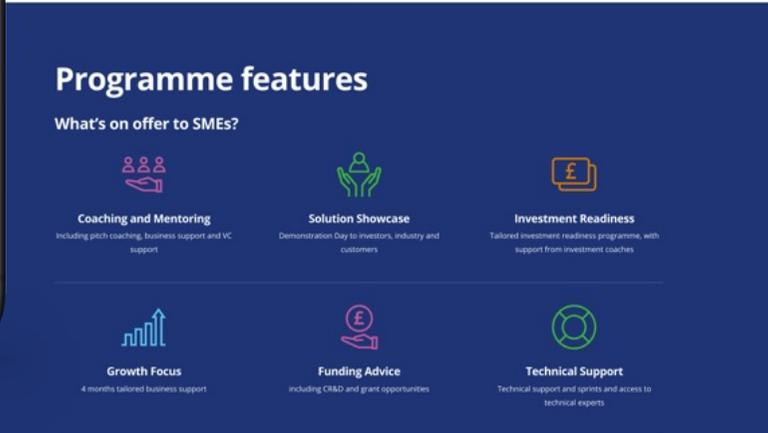
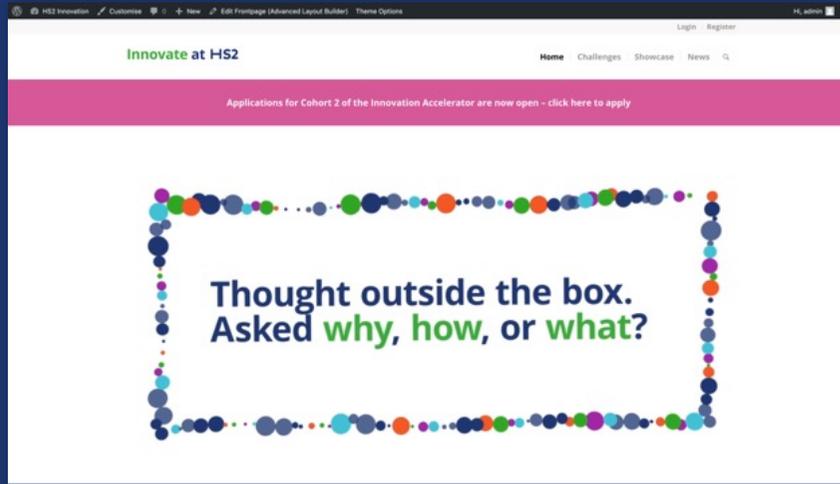
Project

HS2 – Innovation

Brief

The HS2 Accelerator provides small to medium sized firms (SMEs) with a unique opportunity to collaborate and scale up their businesses on Europe's largest ever infrastructure project.

I designed and built a custom Wordpress based site to enable the internal team to content manage the site.





Project

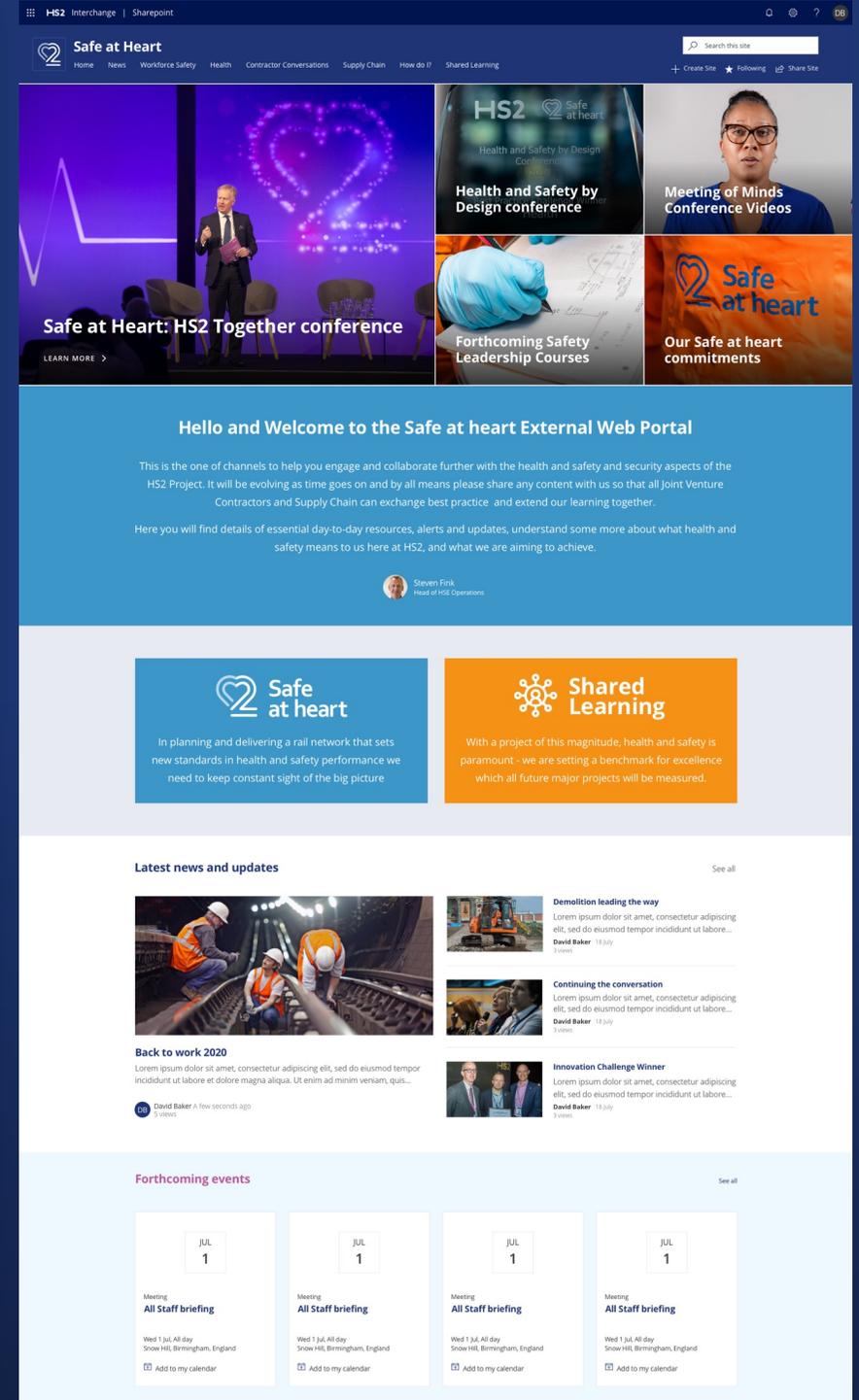
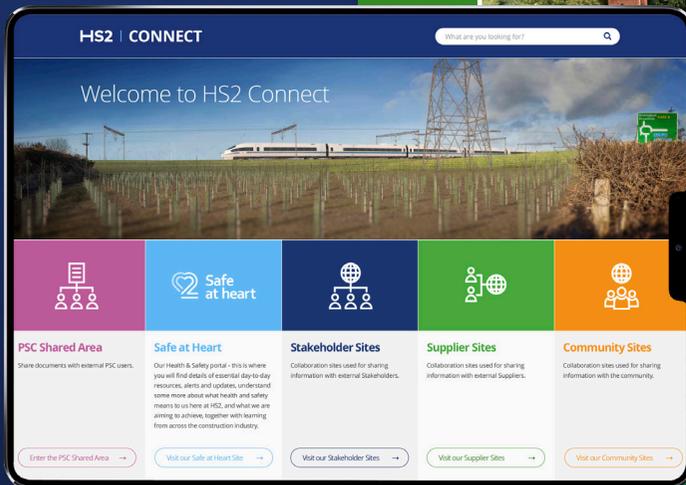
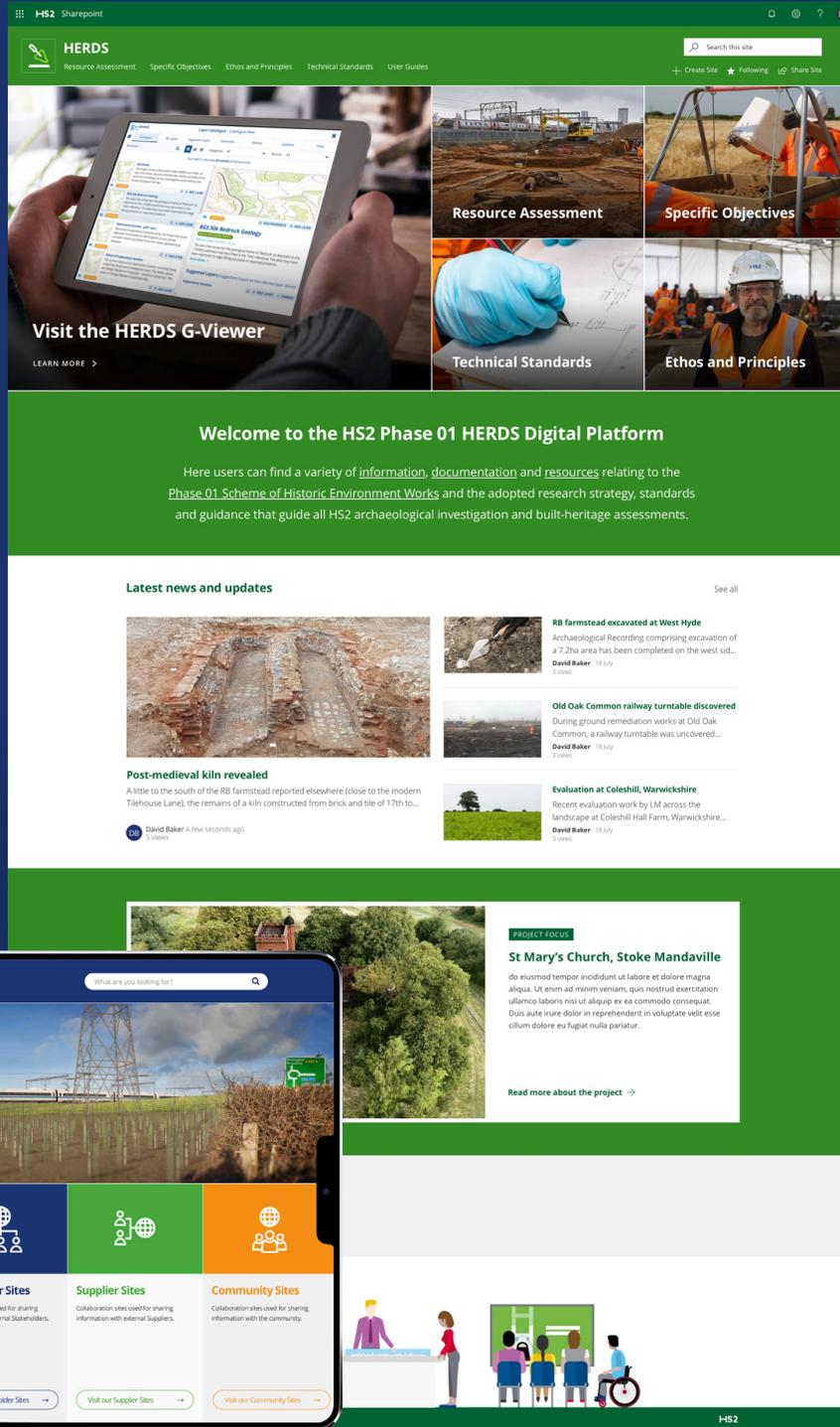
HS2 – HS2 Connect

Brief

HS2 Connect is the company extranet. It's a collection of SharePoint resources. Some for collaboration, and other form as external facing websites.

I designed a portal which included an accessibility guide and a collection of SharePoint based websites. Examples shown are HERDS and Safe at Heart. Herds is environmental works for Phase 1 and allows people to upload archeological data. Safe at Heart is everything safety and HS2 and contains news, resources and best practices about health and safety on the project.

- Product design
- UI/UX





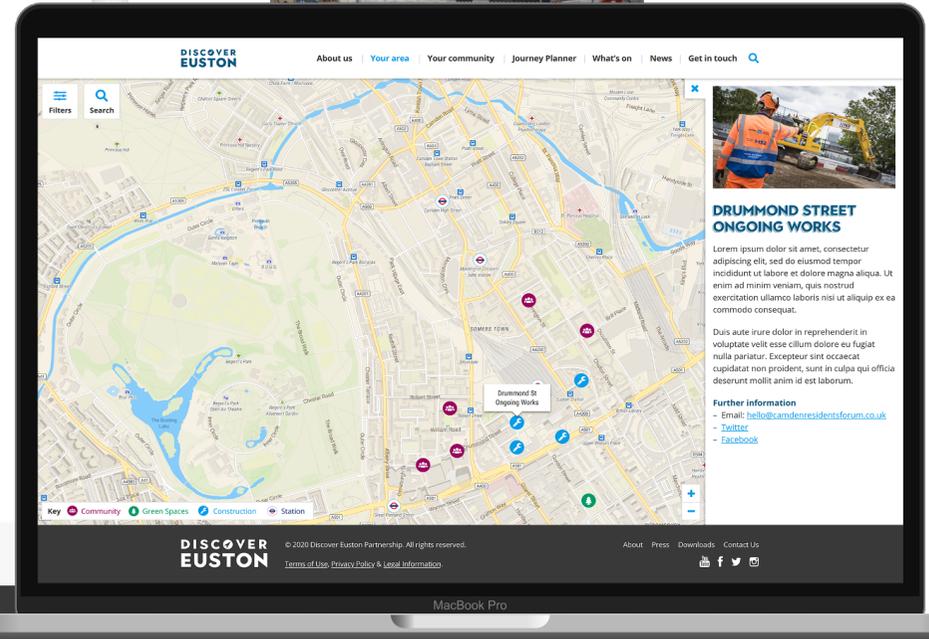
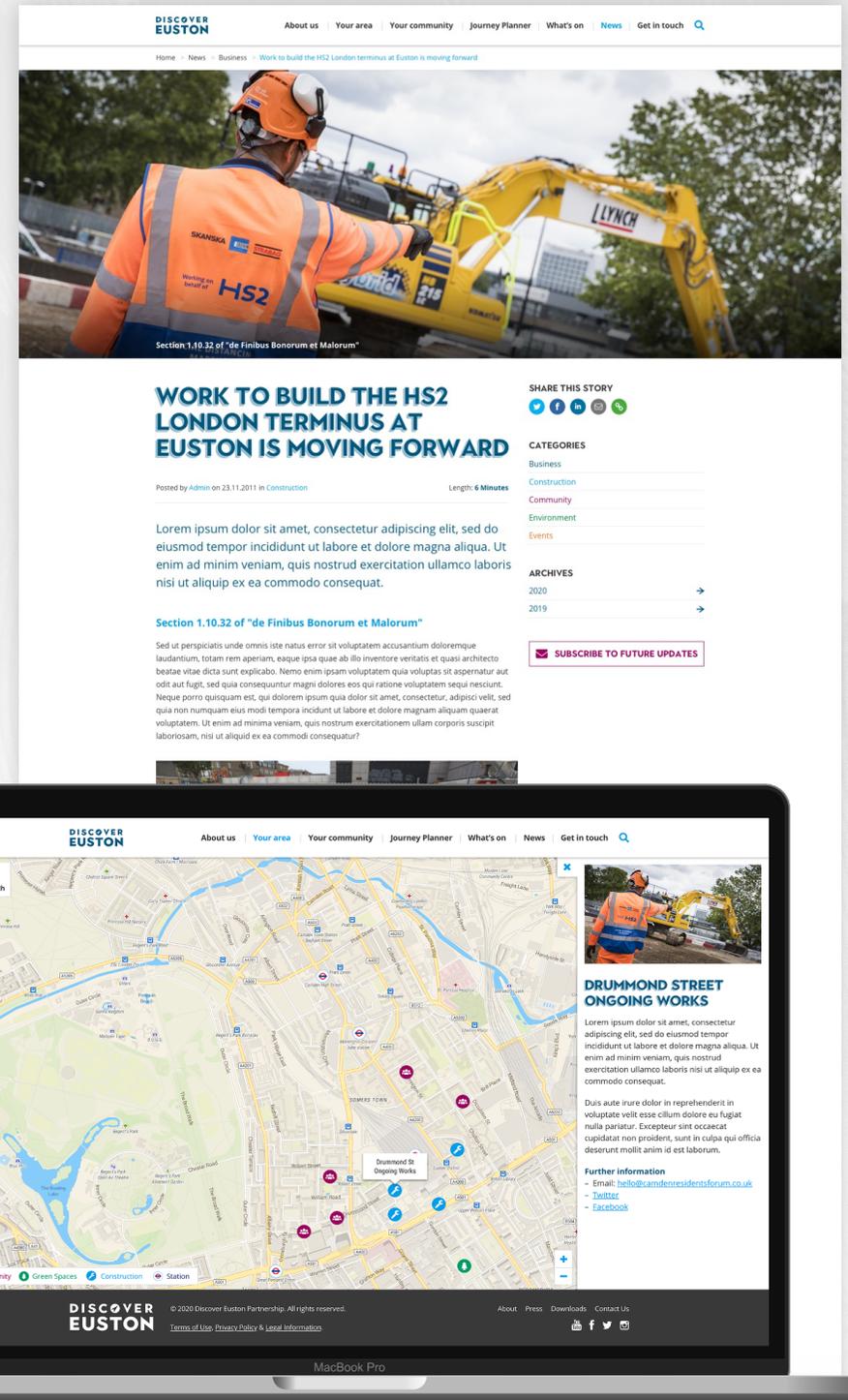
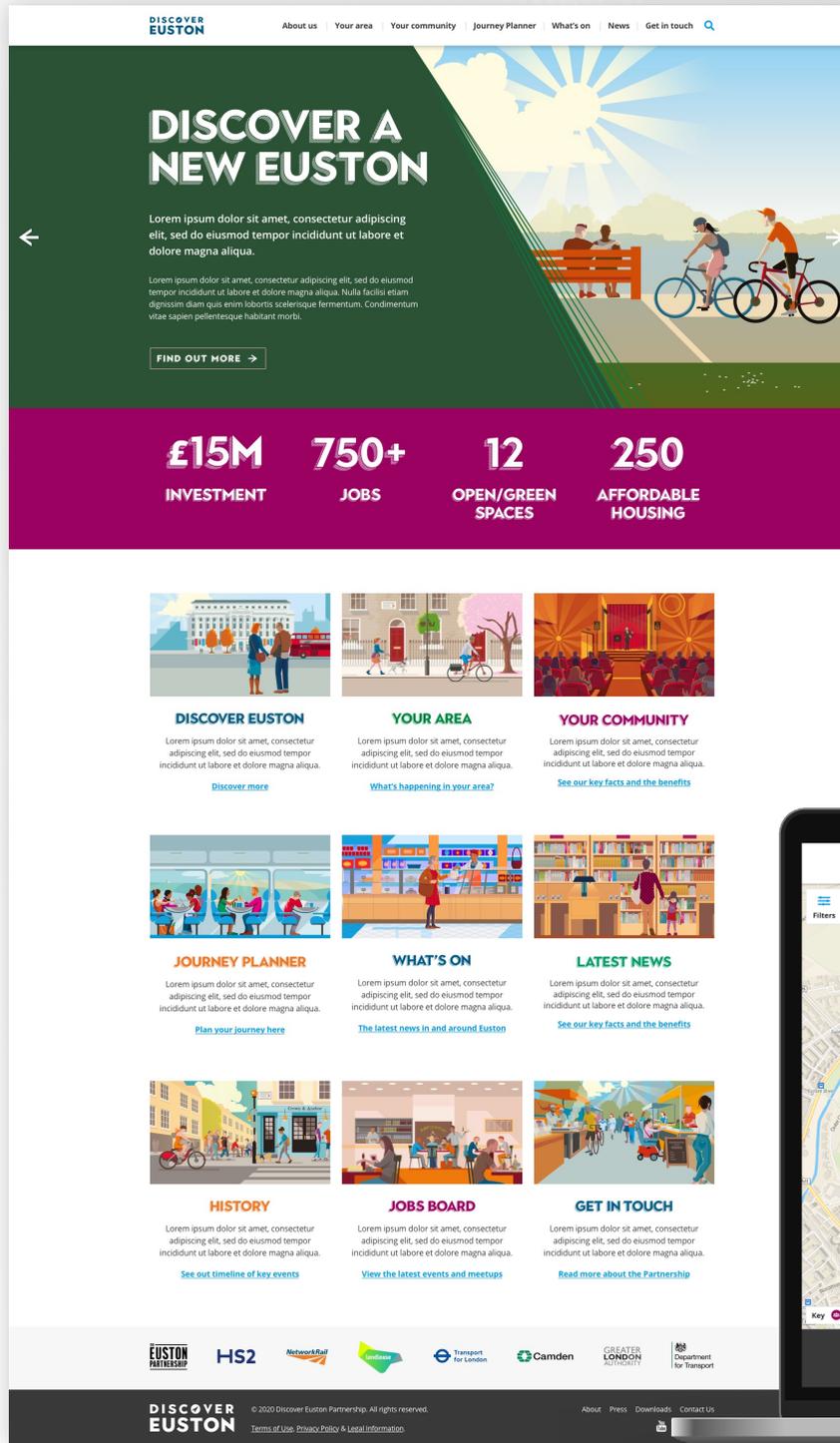
Project

Discover Euston – Website

Brief

Discover Euston is a consortium of companies and organisations involved in the regeneration of the Euston area off the back of HS2. I designed a website based off a brand identity produced in-house. It needed to promote the benefits of the project, and also allow users to see ongoing works in and around the area.

- Digital design & build
- UI/UX





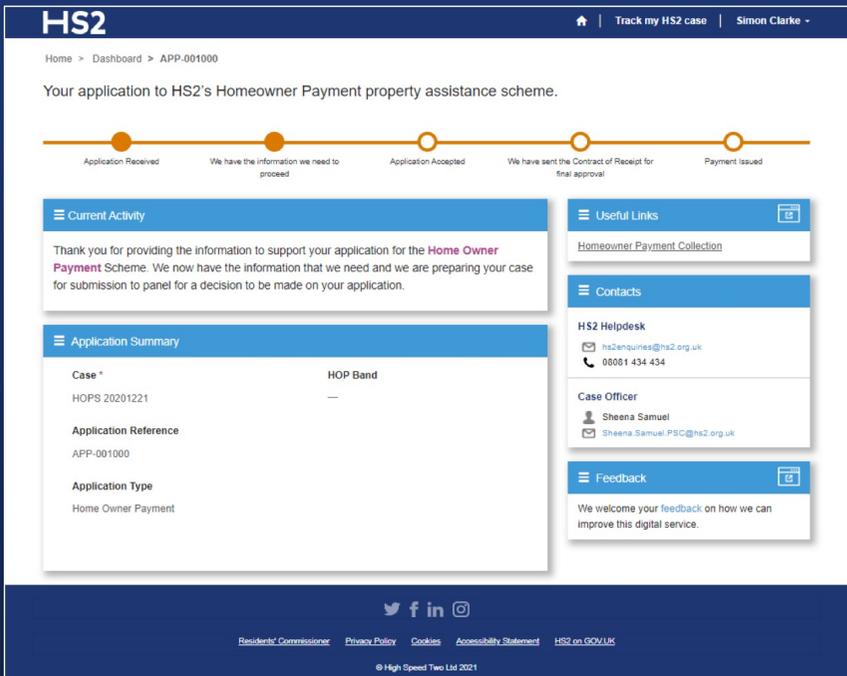
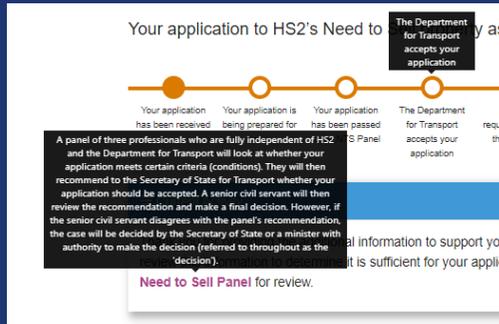
Project

HS2 – Case Tracker

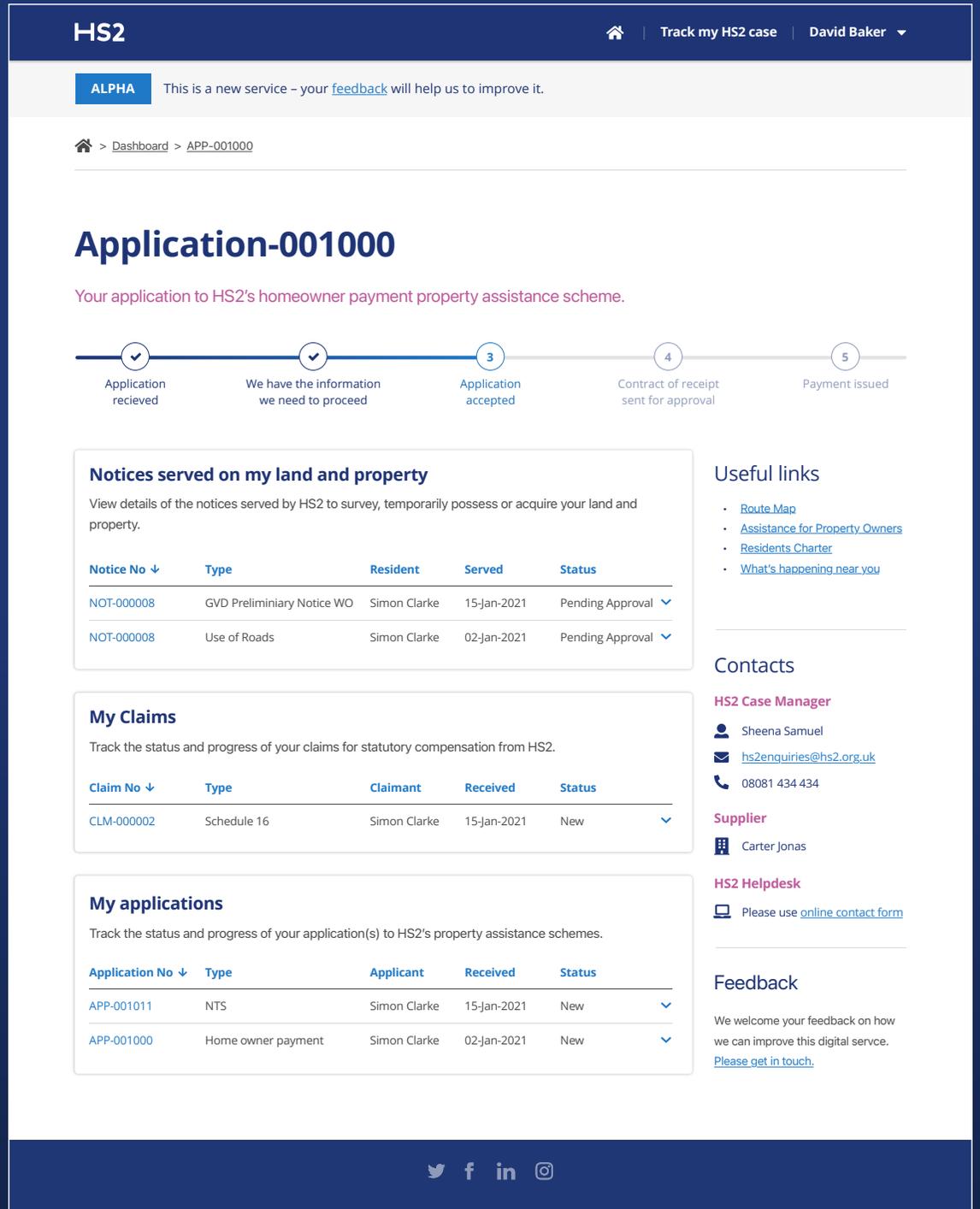
Brief

Initially the case-tracker was designed and built by an external agency. It had issues with accessibility and usability and didn't align to our Design System. I redesigned the framework based on .Gov standards and reworked the UI to create a much cleaner and more effective user experience. I then used it as a simple example to show how tweaking a user interface can enhance user experience.

- Digital design
- UI/UX



Original supplier design



Redesign

HS2

GLOBAL ACCESSIBILITY AWARENESS DAY 2024

Digital Accessibility

What it is, and what we're doing at HS2



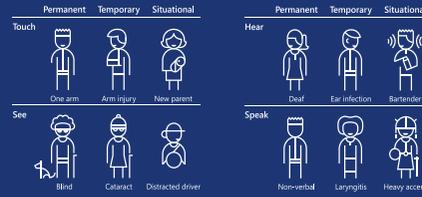
David Baker - Lead Service Designer

Agenda

- What is digital accessibility?
- Accessibility principles
- Simple accessibility tips
- Tools and resources
- Recap and questions



Accessibility modes



HS2 Digital Design System

This is a collection of guidelines, principles, and reusable components that help ensure consistency, efficiency and accessibility in the design and development of digital products.

<https://designsystem.hs2.org.uk/>



Respect



Leadership



Integrity

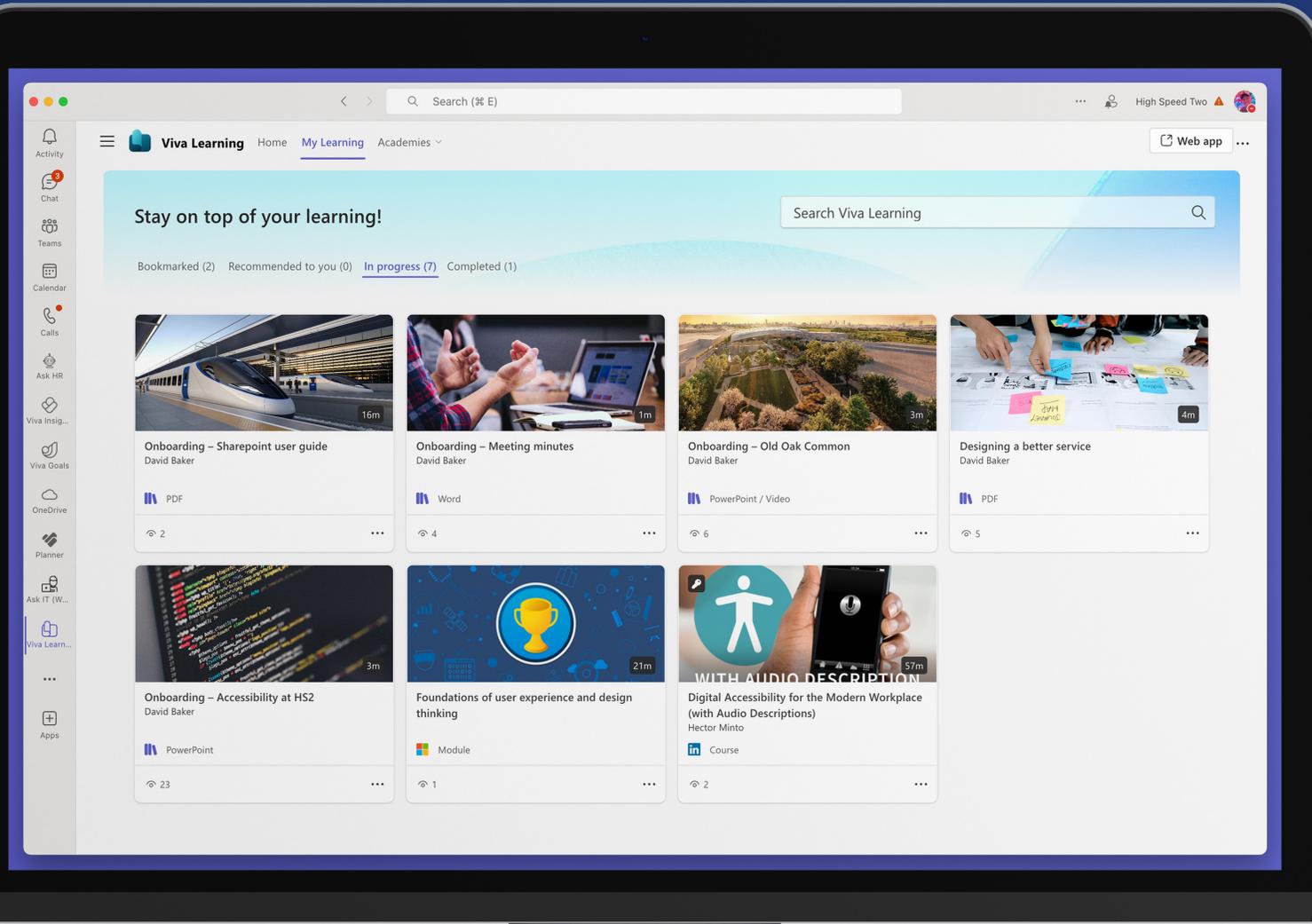


Safety

HS2's core values



Certificate for winning a 'Respect' Values Award





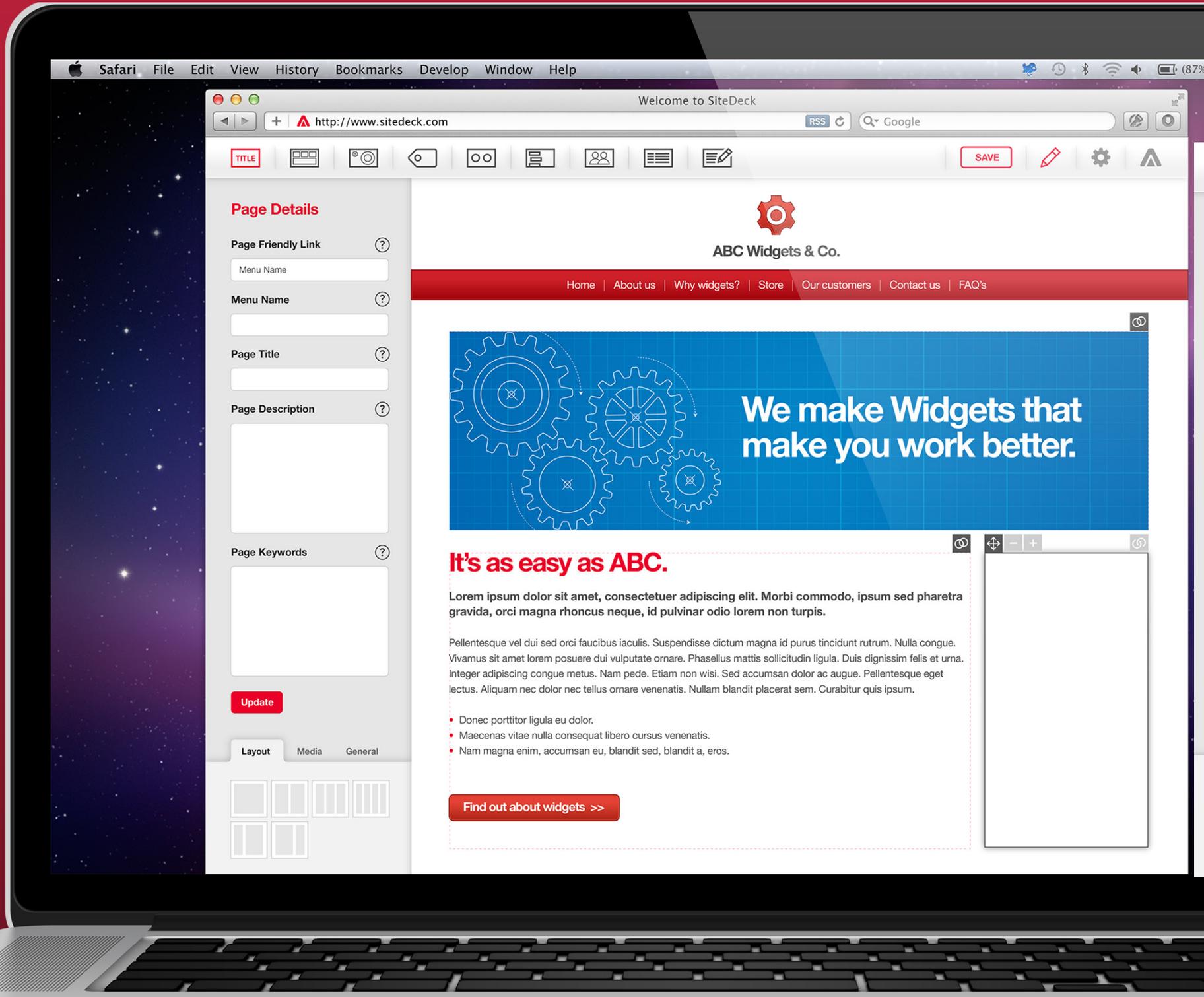
Project

Approach – SiteDeck

Brief

At the Approach the business didn't want to rely on open Source software. I was tasked to design a 'core' set of business applications. These included Email campaign software, a CRM and a website CMS. Here is an example of the CMS 'SiteDeck'. A simple CMS where the user could drag and drop 'widgets' into pre-defined areas, this way we could limit or open up as much flexibility to administer the pages as the individuals liked through role permissions.

- Product design
- UI/UX



Page Details

Page Friendly Link ?

Menu Name ?

Page Title ?

Page Description ?

Page Keywords ?

Update



Menu

Create a New Menu ?

Select a menu to edit ?
 Main Menu ▾

Add a page ▾

- Home ⊕
- About ⊗
- Markets ⊗
- Solutions ⊗
- Projects ⊗
- News ⊗
- Contact ⊗
- Careers ⊕
- Child Link 01 ⊗
- Child Link 02 ⊗

Update **Delete**



Resources

Upload new resource ?
 Select

Upload location ?
 None ▾ **Select**

Library ?

Home ⊕

- All images ⊕
- Folder Title ⊗
- Folder Title



Resources

Upload new resource ?
 Select

Upload location ?
 None ▾ **Select**

Library ?

Library ⬅ ⊕

Opened folder ↔



Resources

Upload new resource ?
 Select

Upload location ?
 None ▾

Library ?

Library ⬅ ⊕

Opened folder ↔

X

Title ?

Description ?
 Update

Add to folder ▾ **Add**

Delete image ⊗



Forms

Select a form to edit below

- Form Name
- Form Name**
- Form Name ⊗
- Form Name
- Form Name
- Form Name

Form Master Title ?

Page Text ?

Redirect Link ?

Save **Delete** **Results**



Form Elements

⬅ **Back**

New Element

- Form Name
- Form Name** ➤
- Form Name
- Form Name
- Form Name
- Form Name

Form Master Title ?

Page Text ?

Redirect Link ?

Save **Delete** **Results**



Tags

Add a new tag

Tags

- Approach ⊗
- Development ⊗
- Designer ⊗
- Digital ⊗
- App ⊗





Project

Cranfield University – Branding

Brief

Based at a former RAF site in Bedfordshire, Cranfield started life in 1946 as a pioneering College of Aeronautics. In 1969, it had become a renowned Institute of Technology, and by the early 1990s it was granted university status. Seventy years on, the university felt it was time to raise awareness of the Cranfield brand, and tell the next chapter of their story.

I was responsible for re-branding the University. To keep its heritage, but also give it a modern twist to take it forwards into the future.

This project went on to win a Gold National Branding Award.

- Brand identity & development
- Online & offline creative
- Photography

1.12 Using These Guidelines

Each and every member of the Cranfield community plays an important role in building, and maintaining our brand. It's how we answer the phone, how we greet a visitor, and how we delight and engage learners and clients.

And there's an army of talented creatives who will need to work with our identity. Whether internal or external, we welcome the input and talents of design gurus, wordsmiths, photographers, illustrators and film-makers. Only by working together, can we bring our world-class brand identity to life.

These Guidelines exist to protect our identity – to make it consistent and engaging. They do not exist to stifle creativity, or imprison the brand. We've created a framework that's flexible and versatile – that invites and celebrates diversity and creativity. But with that freedom comes responsibility.

Please respect our guidelines and respect our brand.



1.13 The Cranfield Brand

Cranfield. From RAF airbase, to global university – we've always embraced change.

During 2015, we reached out to scores of stakeholders: learners, partners, clients, staff. We asked... What makes Cranfield special? And they told us...

- Our applied, 'real world' research
 - Our proximity to industry
 - Our exclusively postgraduate offering
- Our unique people and facilities that can take ideas from concept to delivery.

Together that makes us Industry's University. We also heard you want us to tell the world about Cranfield – to celebrate all that we are and collaborate to solve global problems.

We've clarified how Cranfield behaves, and identified that we need a Brand Architecture that doesn't grow out of control, but one that's simple – and makes sense to the outside world. One that puts our eight themes first. Because they are Cranfield.

So, Cranfield begins 2016 with a new story. A story our audiences have helped us to write. Another chapter in the rich history of Cranfield.



2.3.1 Usage

Using our negative (reversed out) logos

Our negative (reversed out) marques always appear in white (except where specified in silver foil – see below). They can be used on coloured backgrounds, images or a mixture of both.

A significant tonal difference must be achieved when selecting images and colours for backgrounds. As general guide a tonal difference of 50:50 should be adequate.

Exceptions

Where applicable, our negative (reversed out) marques may appear in silver foil. The use of the silver foil is reserved for prestigious occasions such as graduations, prospectus and awards.

Use hot foil whenever possible. If hot foil is not available, use Pantone Silver C (Pantone Premium Metallic colours).

Do not use over images or coloured backgrounds.

Use of the negative (reversed out) white marques on the silver background is accepted.

Negative (reversed out) – white



Over flat colour

Over image

Over image with shard

Silver foil

(or Pantone Silver C)



Silver foil



2.3.2 Application rules

Windows and backgrounds

When applying our negative (reversed out) white logos it is vital that the 'C' shape appears as a 'window' through which to view the colour image, or blend placed beneath.

Negative (reversed out) logos can be placed over flat colour, blends, images, and locked-up with the shard.

It is vital that the portion of the image that shows through the 'C' is not too complex, colourful or detailed. Such images should be avoided, or modified in Adobe Photoshop to remove any unwanted elements blur out strong shapes, or simplify complexity.

Typography

The colour of the typography within the negative (reversed out) logos is flexible. It should however bear a close resemblance to the image, blend or colour it sits above. Sample a colour from the background that is in close proximity to the logo.

This approach mimics the effect of the 'window' without compromising legibility.

Application rules – some examples

Over flat colour

Over blend

Over image

Over image with shard



- Sample colour from background
- Apply colour to logo typography

- When placed over an image, or used in conjunction with a shard, the cover image should show through.

When placed over flat colour or a gradient the background should show through.







Project

West Midlands Safari Park

Brief

Proposal for redesign of the Safari Parks' website and app.

– Digital design

Visit case study →







Project

Black Country Living Museum

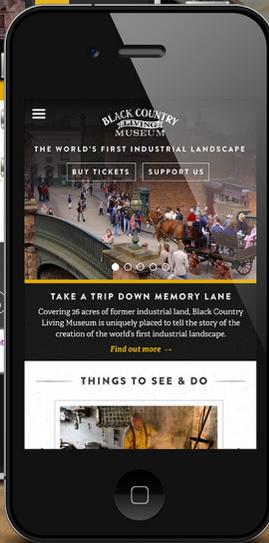
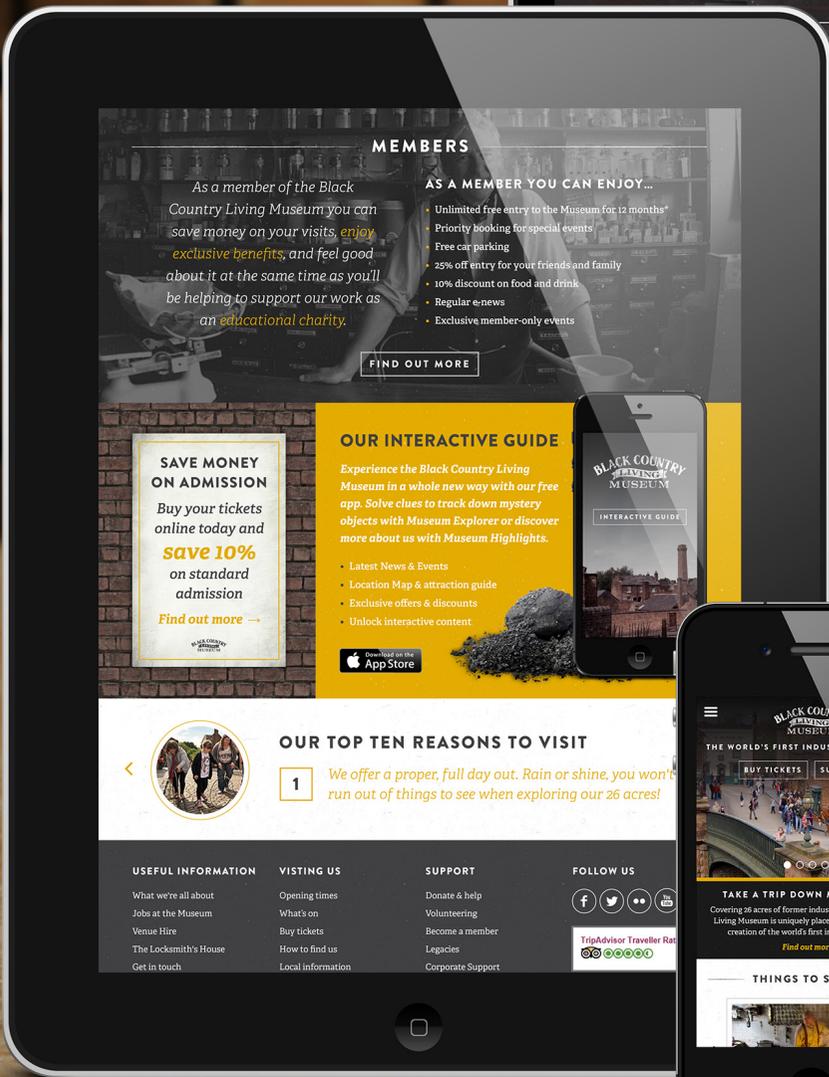
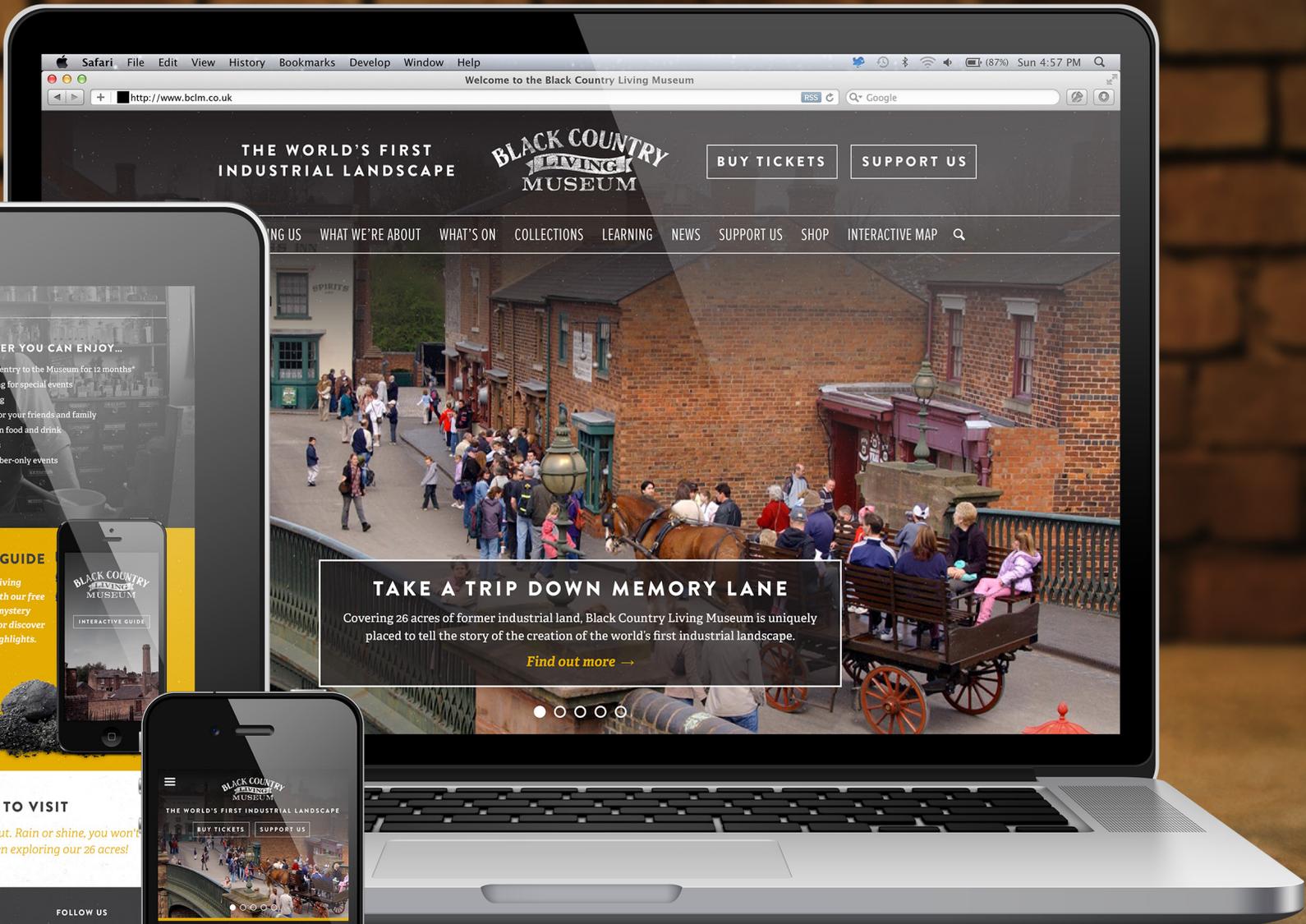
Brief

A proposed redesign and repositioning of the Museums digital media.

- Digital design
- UI/UX

[Visit case study](#) →







Project

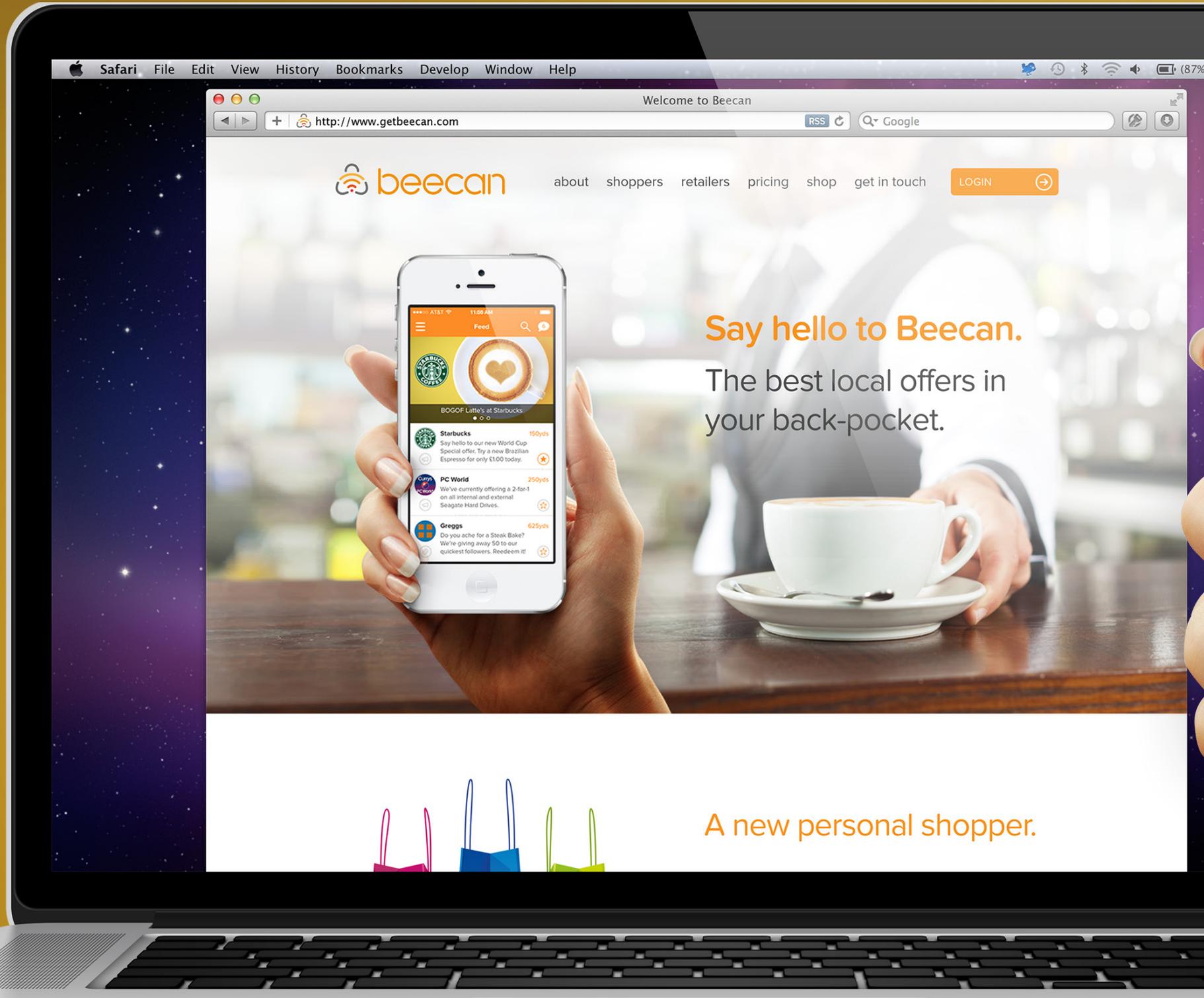
Approach – Beecan

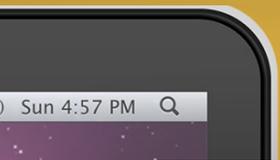
Brief

I was tasked to design a new digital product from the ground up. I created Beecan. A product based on Bluetooth beacon technology aimed at small retail outlets. It gave them a cost-effective way to target customers passing their store with up-to-the-minute offers and discounts. Once the user downloaded the app, a push-notification would be sent directly to them as they passed the store. I designed the application, branding, product design, packaging and CMS that sat behind the application.

- Product design
- Branding
- Digital design
- Packaging design
- UI/UX

[Visit case study](#) →





BIRMINGHAM

Offers Status Stores Filter CREATE NEW

FREE COFFEE EDIT COPY TRASH STATUS

SPECIAL CAKE INTRODUCTION

TITLE The title is the name of your offer. Try and use something short and descriptive. It's the first thing potential customers see!

OFFER Please describe the offer e.g. we're offering a free coffee with every cake purchased... 170 chars remaining

DETAILS Here you can describe the details of the offer. e.g. we have 3 types of cakes all locally produced. 170 chars remaining

TERMS Here's the nitty gritty. Any terms applicable to the offer, e.g. only one per customer per day, not usable with any other offers etc... 170 chars remaining

OFFER A picture means a thousand words. Make your offer stand out by adding a image.

Change image



And how long shall the offer run for? FROM til Run indefinitely

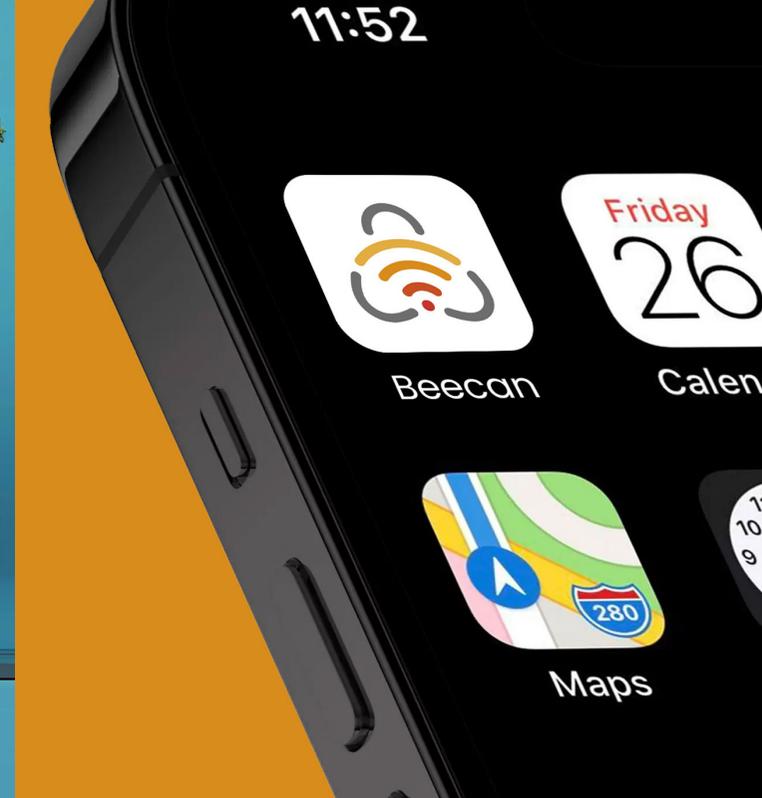
DAYS SUN MON TUE WED THU FRI SAT

Your stores STORES Please select the stores you wish this offer to apply to

Are you ready? Save as draft Publish offer



Customer walks past store and is notified of offers



Bluetooth 'Beecan' hardware