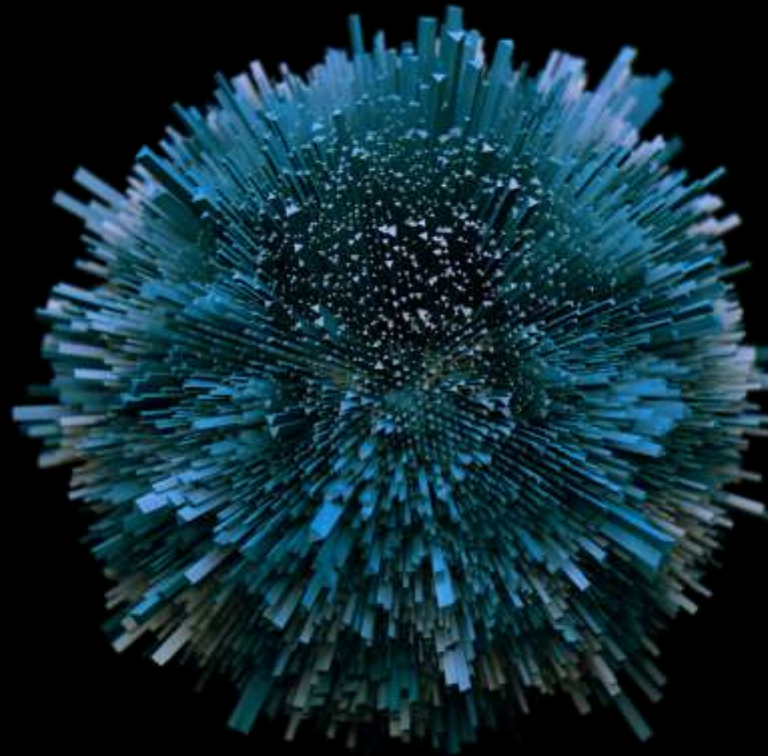


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GlobalAdvantage: 2018 user experience

April 2018

GlobalAdvantage (GA) 2018 user experience

We're starting our journey to bring about a new user experience across GA and align to our new GA Mobile app

The new design will see GA begin to move away from an 'application' centric model to a service and task based experience (as well as keeping the things you already love about GA). You can look forward to brand enhancements, interactive cards, content, and more personalization. Our GA Portal design will also match our new GA Mobile app.

Our aim is to implement these changes in phases. Let's look at what's coming...

Spring 2018

Phase 1



- Design and brand enhancements
- New left navigation menu replacing central application tiles
- Retirement of the 'timeline' and introduction of 'cards'
- Design alignment with the GA Mobile app

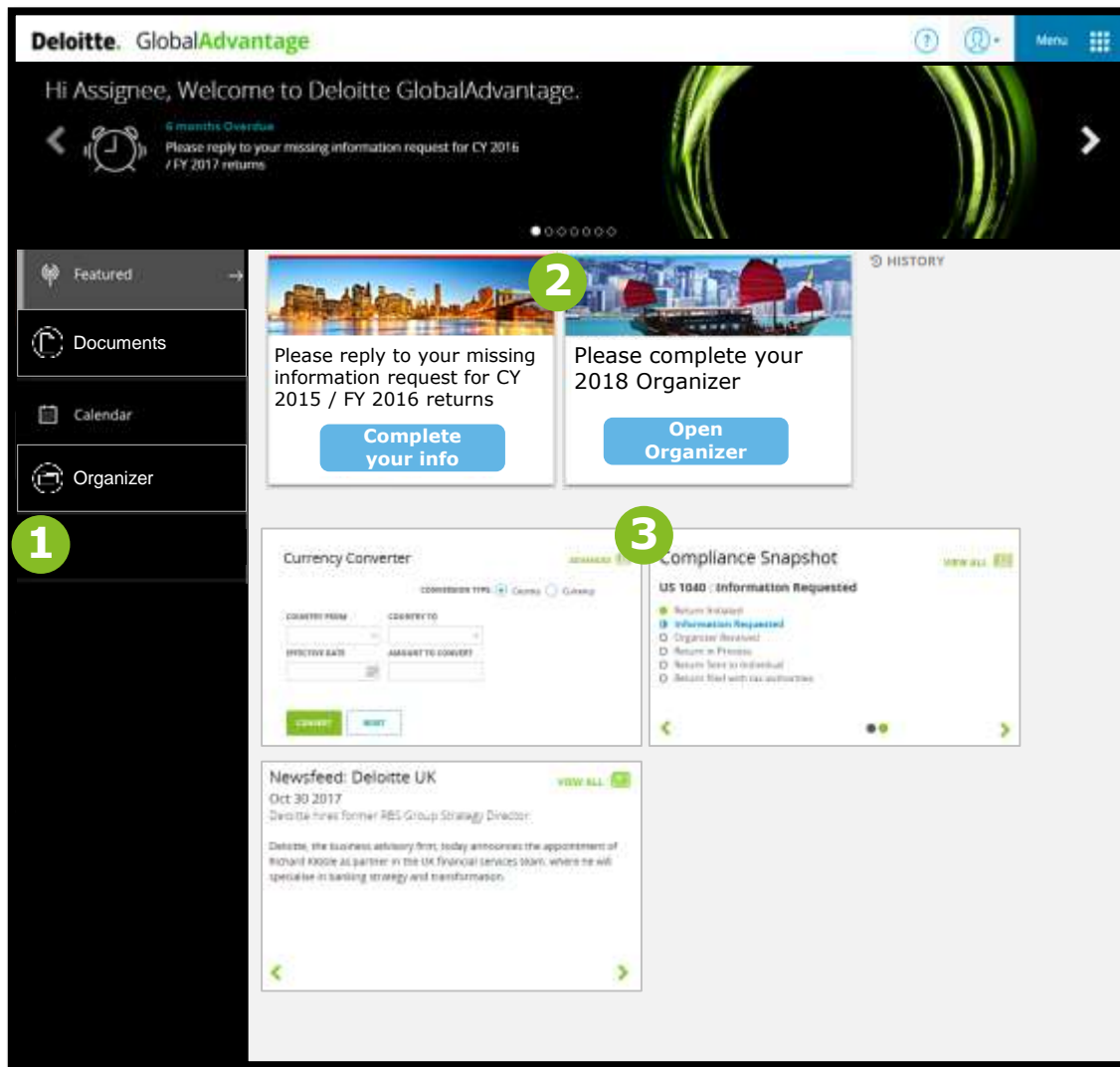
Late 2018 / 2019

Future phase(s)



- Addition of richer content to "cards" (for example, status updates)
- Emphasis on digital experience and service driven tasks
- Introduction of user centric content to create a fluid, personal experience with GA
- Creation of ability to leverage different devices to complete / pick up in progress tasks

Phase 1 - user experience highlights

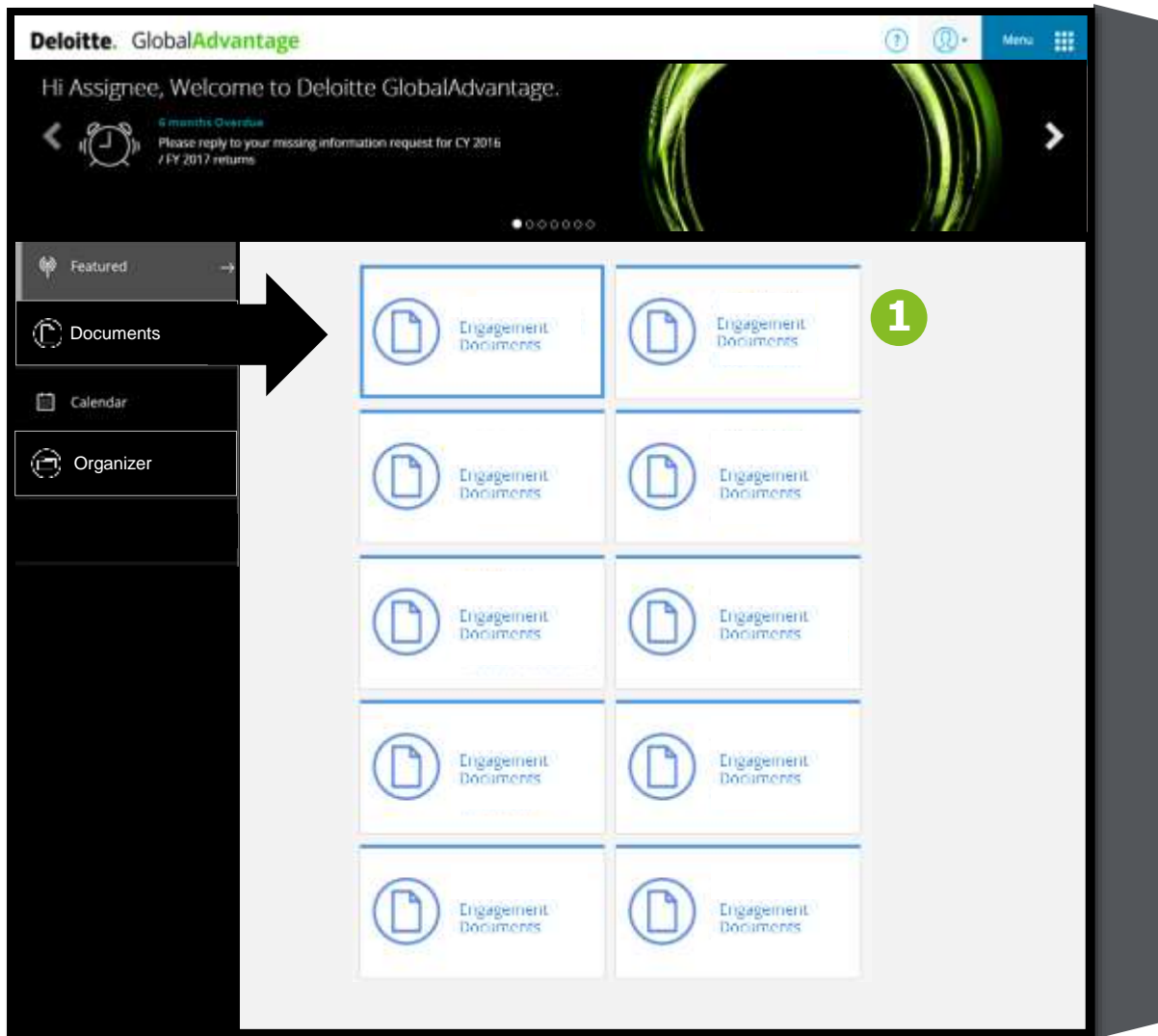


1 Introduction of the left hand navigation panel which will show GA applications as you know them today

2 Introduction of 'Cards' under the "Featured" section. These cards will highlight where a user action is required and will navigate the user directly to the task (application) they need to complete. Users can also view a history of previous actions completed

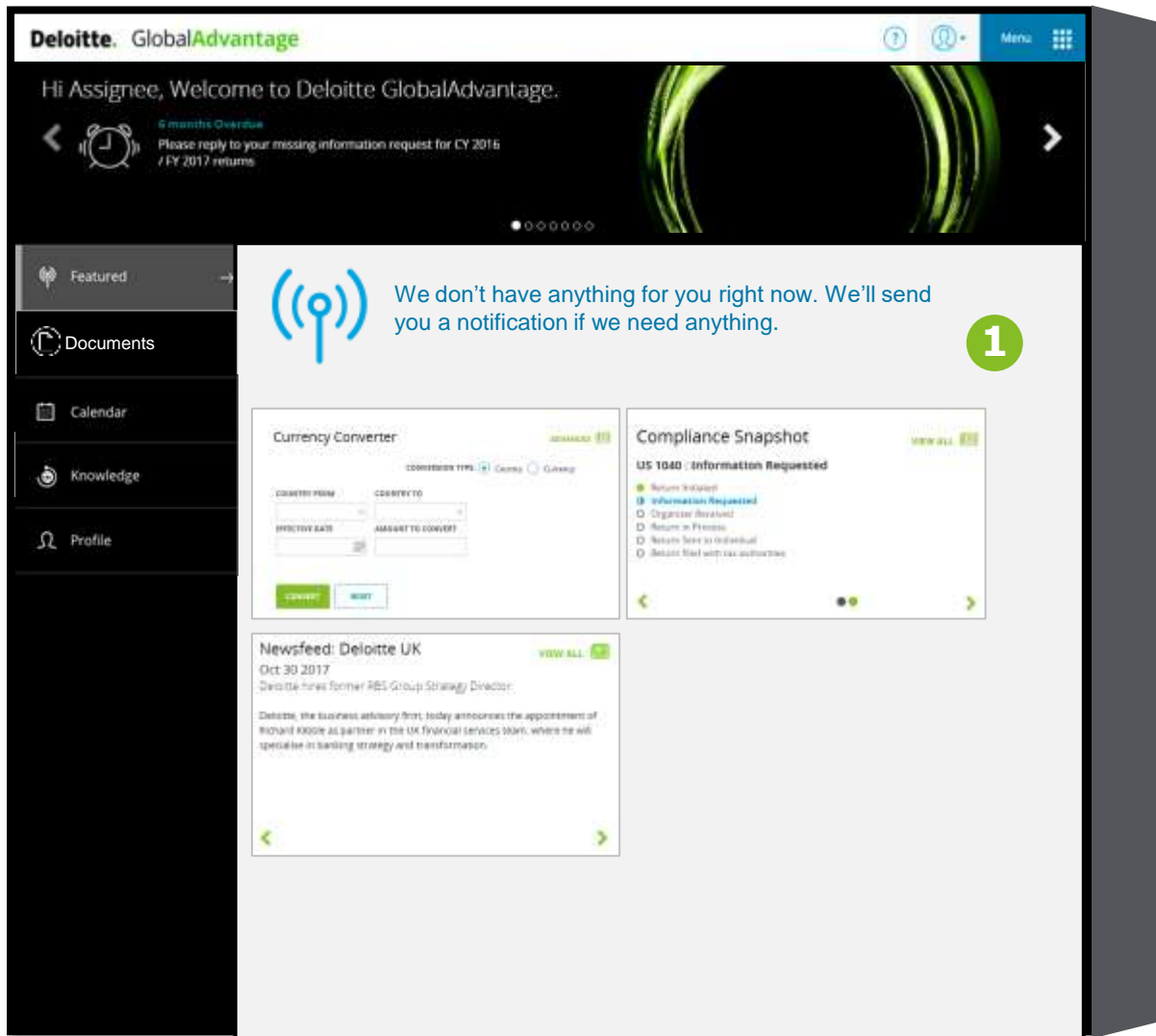
3 Familiar quick apps remain as they are today and will display below the new cards

Phase 1 - user experience highlights



- 1 The left hand navigation menu contains a list of GA tool groups. Clicking on one of these groups will reveal further tiles that sit under this grouping – for example as shown here with 'Documents'

Phase 1 - user experience highlights



- 1 In the event that users do not have an action, a message will appear at the top of the screen to reflect this – this will be the same experience on the GA Mobile app



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