

BAA Capital Projects information architecture

Client

BAA Capital Projects

Brief

Turn some 24,000 A4 pages of information on BAA Capital Projects' policies and procedures into a usable and searchable guidance tool to help manage construction projects effectively – as part of a wider Step Change programme within BAA Capital Projects to create a 'one team' way of working.

Moment of clarity

To make the information usable and relevant, we needed to put ourselves in the shoes of the many different potential users – from senior management to suppliers to staff working on-site. We adopted a comprehensive user-scenario testing approach to identify the different ways users might need to access particular bits of information and then used these findings as the foundations of our new information architecture.

The creative solution

Initially, the focus was simply on producing an information architecture. Once we had this rigorous platform, based squarely on BAA Capital Projects' cruciform "Organisation Effectiveness" operating model, we were then able to bring consistency to the content, through a managed editorial process, and apply design thinking to make the information user-friendly – both for online delivery and in printed format.

We delivered

Highly navigable and usable intranet content for the BAA Capital Projects web team to turn into intranet pages and a printed handbook covering the essential information for different staff. We also provided new technical editorial guidelines, to guide future writers, and new design guidelines to replace three sets of guidelines that had previously existed.

Results

Easier access to relevant information across BAA Capital Projects – and a set of vital tools to support the business change programme.

