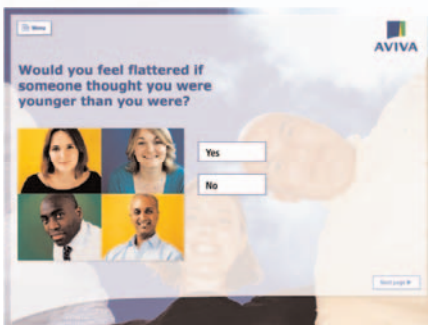


Introducing...
Respect. The Diversity Toolkit



Aviva asked us to design a toolkit that could encompass all the different strands of diversity. Their existing assets were already quite extensive. They had several award winning videos and other material of the highest calibre.



The brief was to create a toolkit that could act as a central resource library of re-usable assets. The toolkit would be self standing and, crucially, self-promoting. Aimed at the 1,000 or so busy HR managers around the world, the toolkit was produced using the industry leading tools – Adobe Flash with a back end of PHP. This gives us the flexibility to incorporate “Office” documents and presentations, video, sound, interactive e-learning and plenty of fun and quite literally games.



Our philosophy is that with so many channels vying for the viewer’s attention (1,500 adverts alone on a daily basis) for the project to be successful the learning materials have to compete at the top level. We have to seize the viewer’s attention with a combination of high-level aesthetics, combined with a light yet informative style.

By distilling some of the positive existing material we have also created individual tools which can be distributed by email and act as internal viral marketing to help embed diversity within the group at executive level.

Measuring the Impact...

Respect. The Diversity Toolkit

Aviva asked us to design a toolkit that could encompass all the different strands of diversity. This has been developed to be accessed via CD, DVD or the internet.

The final requirements of the project led us to complete the 'reporting' version as a web-based tool which is linked to a MySQL database.

As mentioned earlier the system has been developed mainly using Adobe Flash (the plug-in for which is installed in over 98% of browsers worldwide). Advantages of this method include the ability to stream video and sound, and create low bandwidth media-rich applications.

We chose to use PHP script as the language that interacts between 'Flash' and MySQL, and this allows us to record any number of interactions. The system records each user log-in, each preview of materials, and allows the user to calculate the length (in time) of their learning pathway, before zipping and downloading the standalone presentations onto their desktop or removable 'pen-drive'. The individual user's email and reason for download are also recorded at this stage.



AVIVA Aviva. Forward thinking

Welcome to Aviva Admin Panel
please use menu on the left.

Main menu

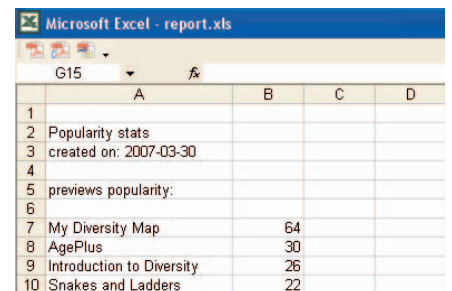
- Manage users
- Download user stats
- Download group stats
- Download popularity stats
- Manage demo users
- Download demo user stats
- Download demo group stats
- Download demo popularity stats
- Manage forum

From an administrative point of view this data can be saved as an Excel document in three clicks and reviewed by Aviva Group HR – according to market, date range or topic.

The system also incorporates a user forum which can be monitored and reviewed by Aviva.

A big problem for e-learning is adoption. Many projects have failed due to managers not regarding them as mission critical. Once the leaders are using the materials the whole family will follow. Information is then disseminated from the top and culture change creates its own momentum.

... Aviva now wants to deliver other materials in this way.



	A	B	C	D
1				
2	Popularity stats			
3	created on: 2007-03-30			
4				
5	previews popularity:			
6				
7	My Diversity Map	64		
8	AgePlus	30		
9	Introduction to Diversity	26		
10	Snakes and Ladders	22		

