



3SEVEN
CREATIVE

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- 05. 3SEVEN brand design**
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Per Ticket

Hub

01.

Print Collateral

This section shows a number of printed collateral that was created by the 3seven brand using the Adobe Creative suite of software to be used to encourage engagement across the Caroola business.



- 1. Lucky lottery poster
- 2. Wellbeing week infographic
- 3. Wellbeing week screensaver used on all computers business wide
- 4. Badge designs for people completing the Caroola Leadership Development Programme
- 5. Lucky lottery winning numbers graphic
- 6. Logo created for a podcast delivered by L&D
- 7. CSR poster to encourage helping in the community
- 8. Caroola after work pub quiz
- 9. Christmas party invitation
- 10. Infographic for how to nominate a colleague for a V Award
- 11. Bee icon created for Parasol
- 12. Graphic created for the Caroola Cares monthly newsletter

01.

Caroola Lucky Ticket Lottery

Only
£3
Per Ticket

You Could Win
£50
Hub Points



All entries must be in by 26th August
Submit your ticket(s) to hr@caroola.com



PRIZES
6 Numbers - £50
5 Numbers - £40
4 Numbers - £30
3 Numbers - £20

02.

5 WAYS TO WELLBEING

CONNECT



Talk with someone in your family or group of friends and really listen to what he or she has to say. Perhaps ask about something that happened at work, at a club or perhaps how he or she is feeling today and why that is.

BE ACTIVE



Do something active with your family or friends like going for a walk or playing a game that gets you moving.

TAKE NOTICE



Take a bit of time to notice things around you, perhaps have a mindful moment, notice what you can see, hear, smell, feel. Perhaps notice what the people around you are up to, how they are feeling or acting.

KEEP LEARNING



We're learning new things all of the time. See if you can find out about something new, or an interesting fact, perhaps learn a new skill.

GIVE



Think of an opportunity to show kindness to someone else. Being kind to others actually makes you feel good so it's a kindness for you as much as the person on the receiving end!



World Wellbeing Week
24th - 30th June 2025

03.

5 WAYS TO WELLBEING

CONNECT



BE ACTIVE



TAKE NOTICE



KEEP LEARNING



GIVE



World Wellbeing Week
24th - 30th June 2025

04.



05.

Caroola Lucky Ticket Lottery



Winning Numbers



06.



Beyond

the academy

07.



THE COMMUNITY NEEDS YOU!

3 EMPLOYEES 1 DAY OFF



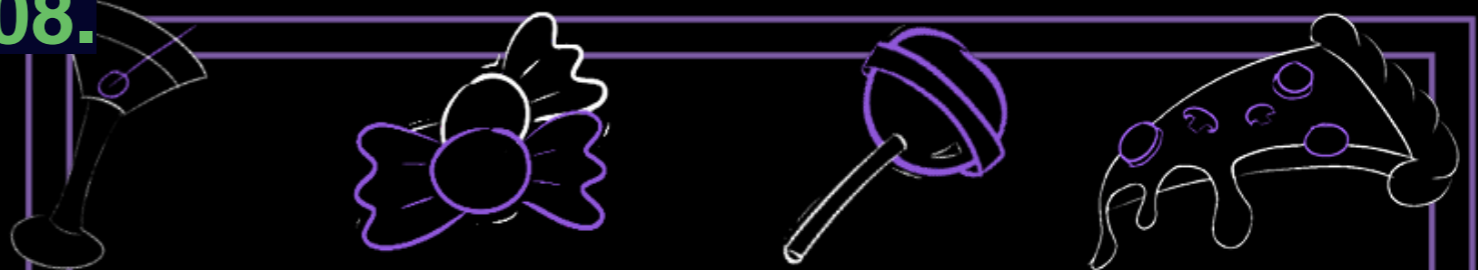
As part of our Giving Back pillar, we recognise that we all have a significant role to play within the communities in which we work and live. To support with this, we have launched our volunteering policy where you will be given 1 paid day off per financial year to volunteer at a local charity or community group of your choosing. Any volunteering work must be completed as a Caroola team of at least 3 employees. So, grab your colleagues, decide on where you can make the biggest impact, contact that charity/community group, and discuss an activity that you can get involved in and then send your request form in.

FOR MORE INFORMATION GO TO:

- ADP**
- COMPANY DOCUMENTS**
- VOLUNTEERING POLICY**



08.



THE CAROOLA LOCK INN QUIZ IS BACK!

and BIGGER than ever!

WHEN?

**Wednesday 25th September
5pm - 7.30pm**

WHERE?

**Warrington Office
(both floors)**



TOMBOLA - GAMES - PIZZA - DRINKS - PRIZES



Remember
We need donations for our tombola. If you can donate any prizes please bring them in to the office



09.

Join us for a

Winter Wonderland CELEBRATION

December

Friday | 13 | 7pm

Parr's Bank Hotel, Warrington WA1 1XR

10.

V Award Nominations



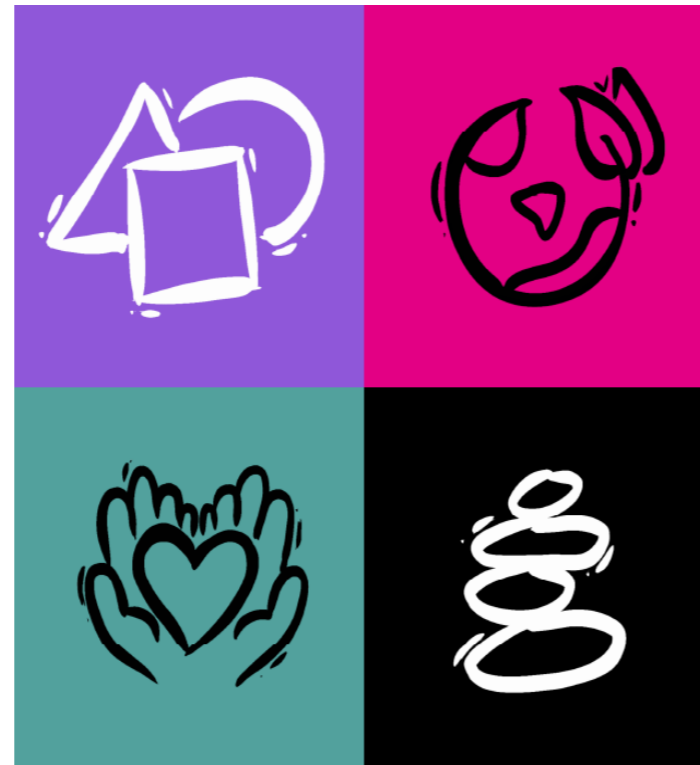
Step 1 Log in to Caroola Rewards

Go to 'Recognition' - 'Say Thanks' **Step 2**

Step 3 Fill out the details and select 'V Award' - Select the value

Click 'Send Thanks' at the bottom to send your nomination **Step 4**

11.



Caroola Cares



12.



People Directory

Filter ▼ Search Here

02.

ID	Name	Job Role	Status	Email Address	HR
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People Directory

For this project the task was to develop a new people directory prototype that would improve the user experience for internal employees across the Caroola group through the use of a people directory.



Scan the QR code to see the directory prototype in action.

Using the initial people directory that was hidden from standard view, a user analysis was used to identify what works well and what challenges users can face when using the current people directory.

Search

Firstname

Business Area

Brand

Mental Health First Aiders

Surname

Job Title

Location

Please enter search terms above

Using Nielsen's heuristic principles it has been identified that in order for the redesign to work it will focus on the following aspects of:

- User control and freedom** - allowing the design to contain a clear 'return to search' function along with the ability to navigate freely within the directory gives the user the 'emergency exit' required.
- Flexibility and efficiency of use** - allowing customisable search options based on considered variables such as business area, job role, HR contact along with interlinking clickable interactions provides 'shortcuts' for experienced users.
- Aesthetic and minimalist design** - focussing on essential user interface prevents any 'competition' from other distractions preventing the user from locating the information required.

No clear indication where the user can enter search criteria. A 'enter search terms above' message is not specific enough for the user - Needs to be addressed

Too many variables for search criteria - Could be shortened into filter system

Aesthetically unpleasant due to lack of consistency across page

Matches current branding although branding is going through a change so will need to coincide with new brand guidelines




Following the initial analysis, user personas and storyboards were created to identify the user need within the business.



Charlotte

New Starter

The Charlotte Persona is a **constant** within the business regardless of position taken. Anyone who chooses to work for the business will **begin as a Charlotte persona.**



Charlotte is new to the business and wants the best way to settle in to the company. She wants to know and understand not only her team that she will be working with but also the key areas she will be working with within her role. She needs to know who she will be working with in order to build a good working relationship from when she begins on her first day.

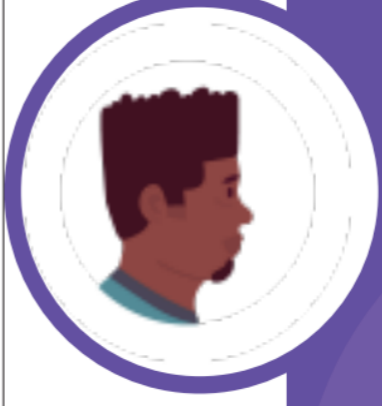
Key Requirements:

- Simplicity
- Easily recognisable user interface
- Important team information
- Overall organisational structure

Dylan

Existing Team Member

The Dylan Persona accounts for **82.6%** of the business. Our team members include all employees that are **not considered people managers**



Dylan is an existing team member who has been with the company for a while. He knows who his team members are and the general structure of the business. He needs the ability to locate other people quickly within the business that he may need to liaise with to resolve an issue for a client.


Key Requirements:

- Simplicity
- Easily recognisable user interface
- Breakdown of each department
- Key employee contact information

Karen

Manager

The Karen Persona accounts for **12%** of the business. Our Managers include all of those who **manage our team members**



Karen is an operational manager who coaches and supports her client facing team. She likes to understand her team and get the most out of them to improve the overall service of the business. Karen likes to manage the day to day logistics of her team and likes to know at a glance whether members of her team have booked leave or have any absence.

Key Requirements:

- Simplicity
- Easily recognisable user interface
- Team analytics
- Key employee contact information

Alan

Director

The Alan Persona accounts for **5.4%** of the business. Our Directors include all of those who **lead our Managers**



Alan is an Accounts Director who oversees a team of Managers. Alan is focused on the wellbeing and results delivered by his team. Alan needs to be able to identify any team members or managers within the business quickly and easily. He needs to be able to identify anyone who may require any additional support any guidance from their HR representative.

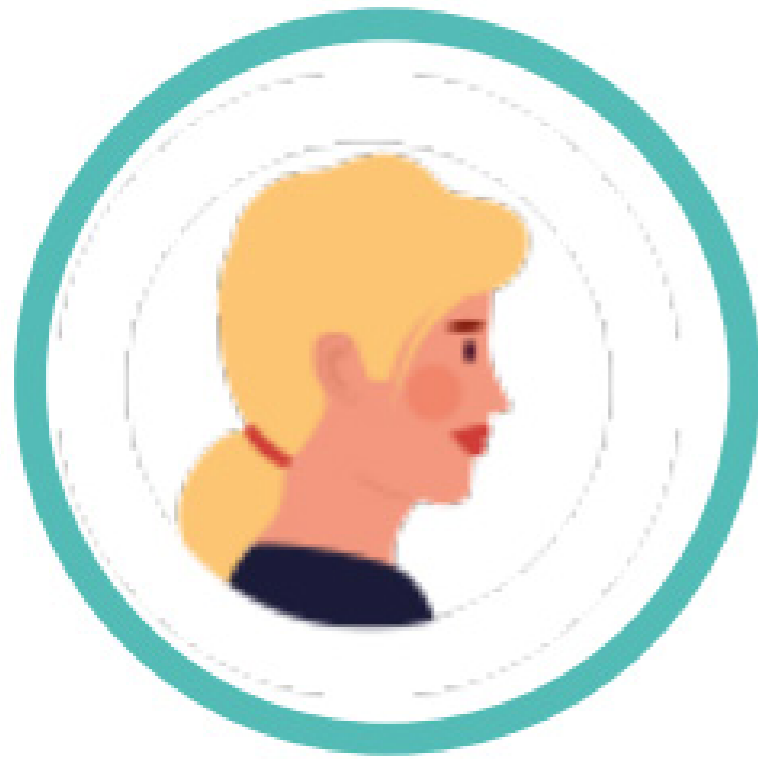
Key Requirements:

- Simplicity
- Easily recognisable user interface
- Important team information (including HR rep)
- Overall organisational structure

Storyboards

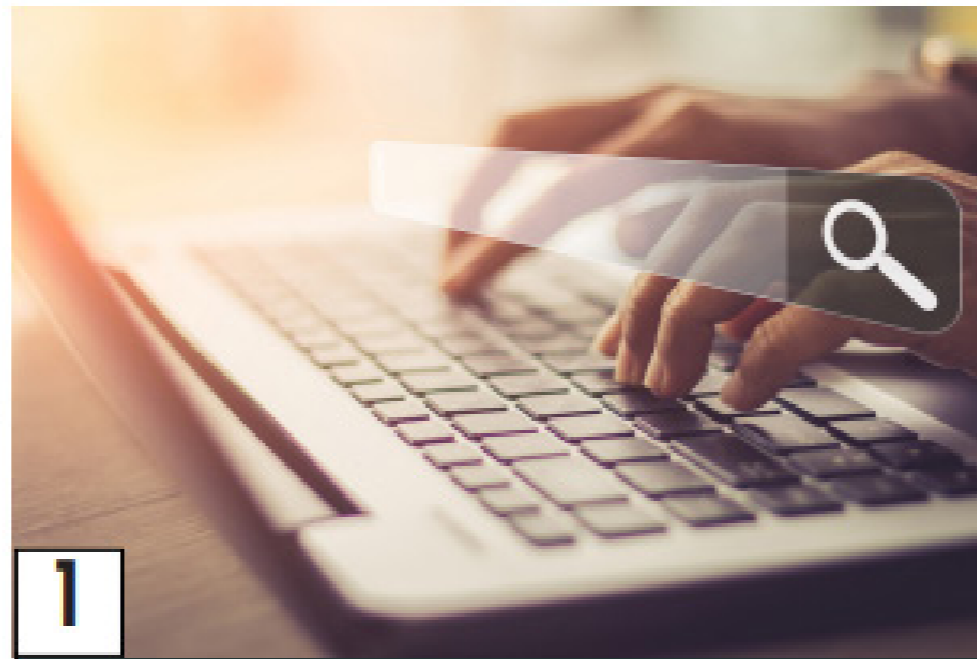
Charlotte

New Starter



Scenario:

Charlotte has just joined the business and is feeling very nervous and pretty overwhelmed with the amount of information she has been given about her role. She wants to understand more about her team and her role within the business.



1

As Charlotte is new to the business she wants a familiar search functionality that she has seen on other search sites.



2

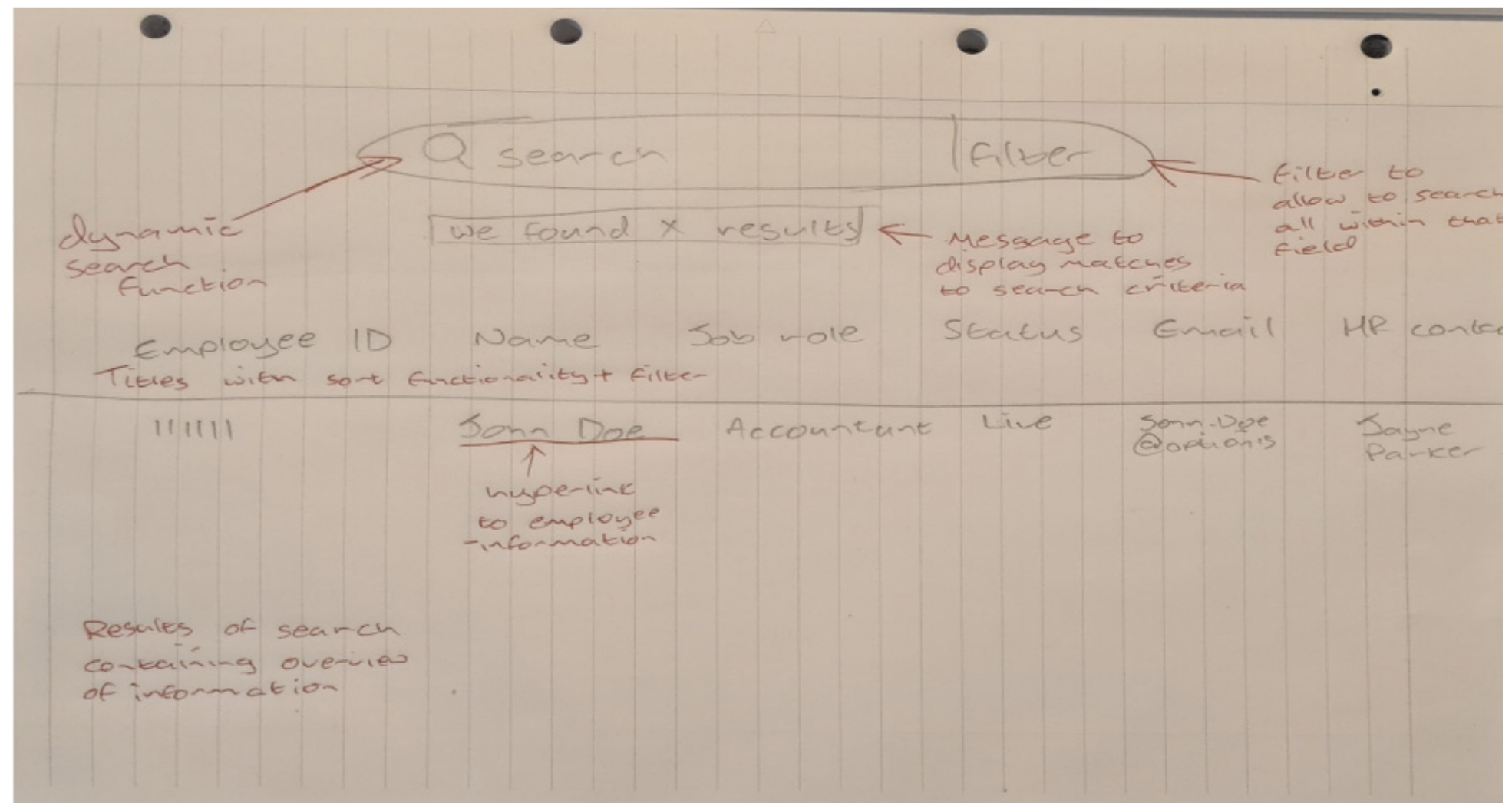
She needs to know who her fellow teammates are and how she fits into the team in order to get the support she needs.



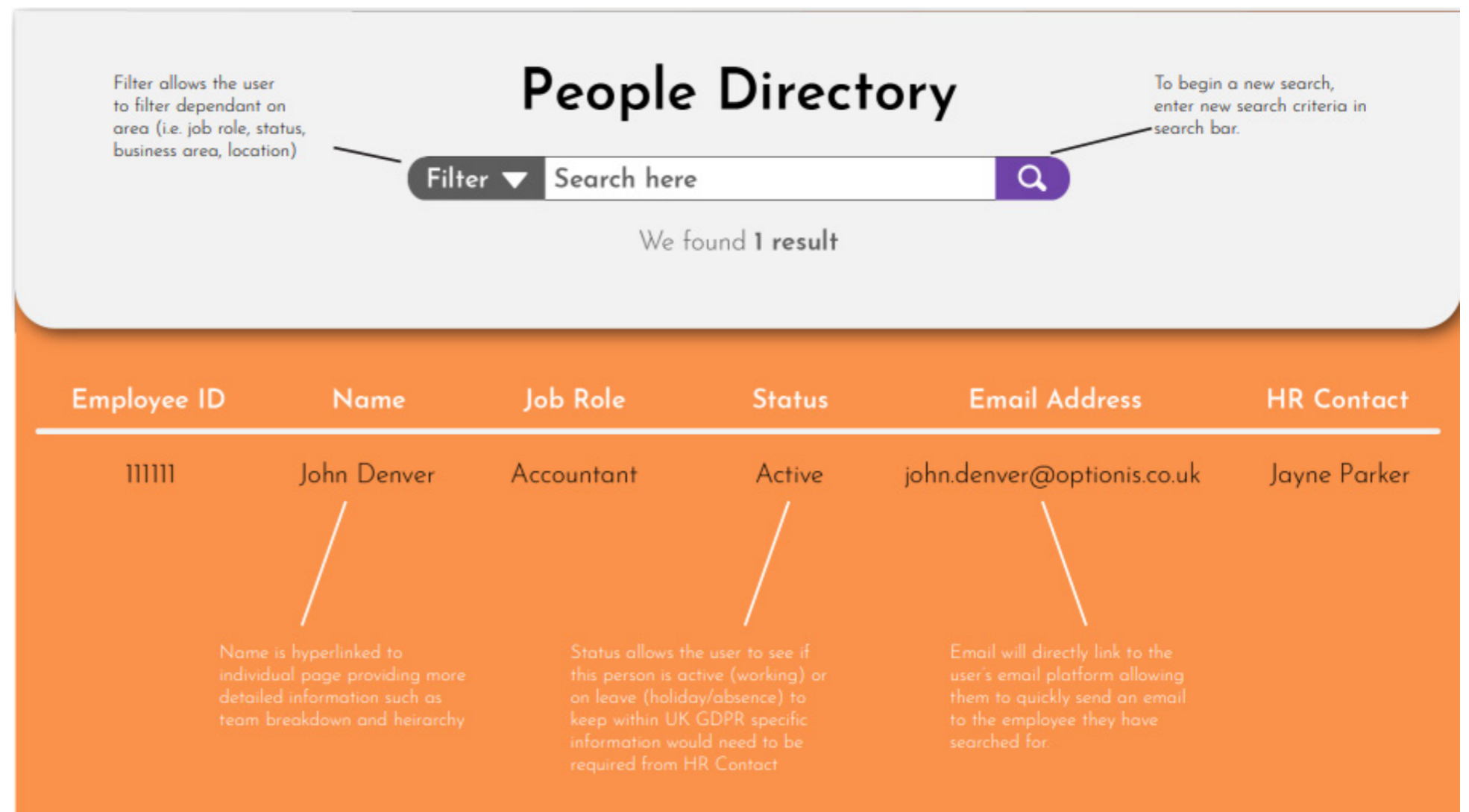
3

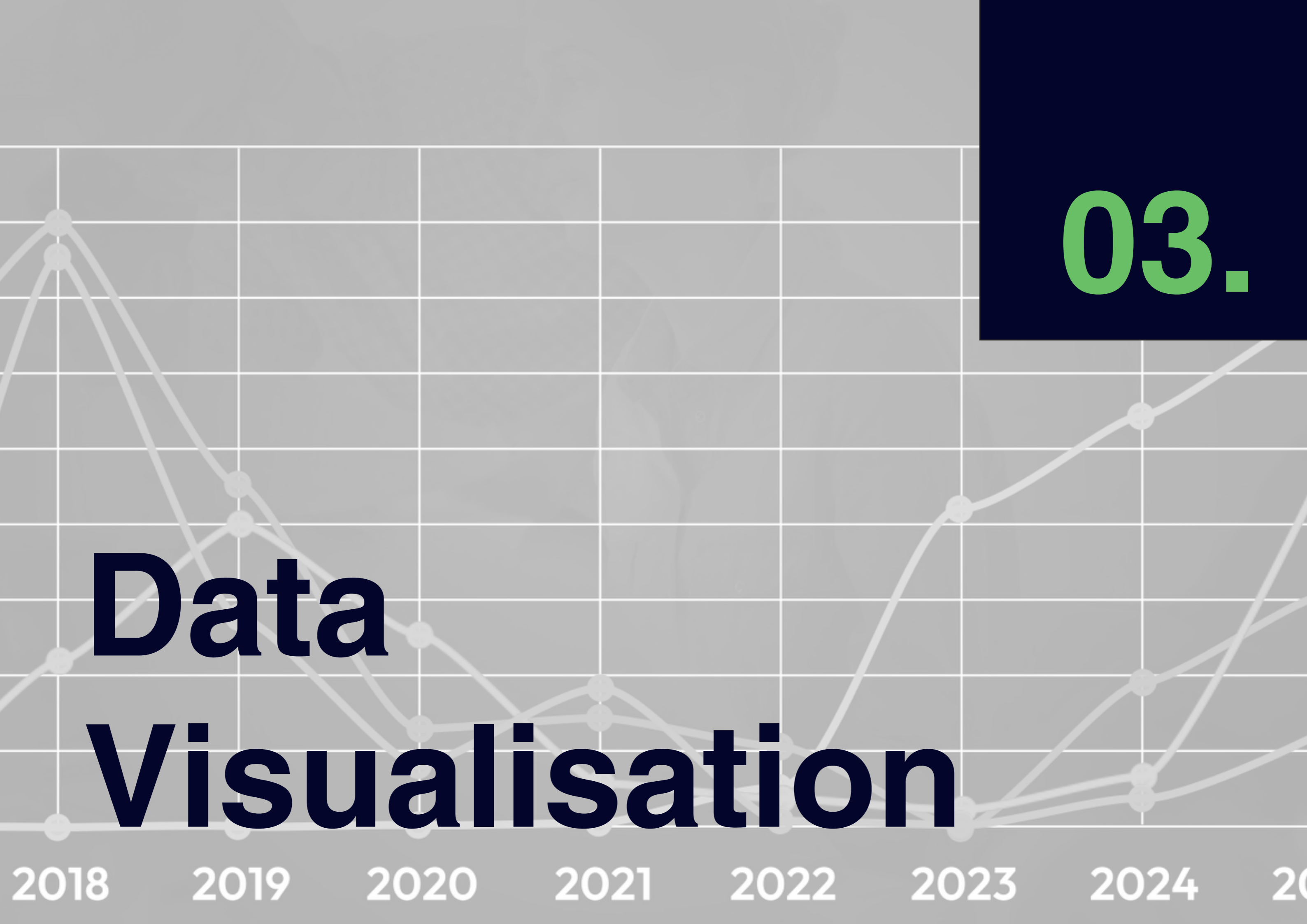
She needs to know how she fits within the business as a whole and what key areas she will be working with.

From here a low fidelity prototype was sketched out to identify the main areas of interaction for the user.



Following the ideation phase a high fidelity prototype was created using Figma.





03.

Data Visualisation

2018 2019 2020 2021 2022 2023 2024 20

For this project the task was to gather data around all apprenticeships within Caroola between 2017-2023 ensuring compliance with UK GDPR legislation. From gathering this data the findings were to be presented to the director/ executive team to forecast the future of where apprenticeships were headed within the business.

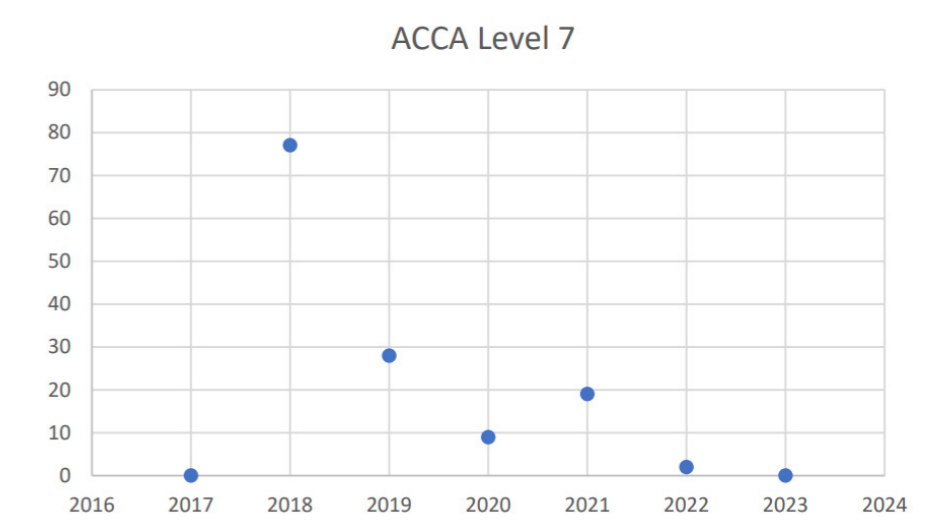
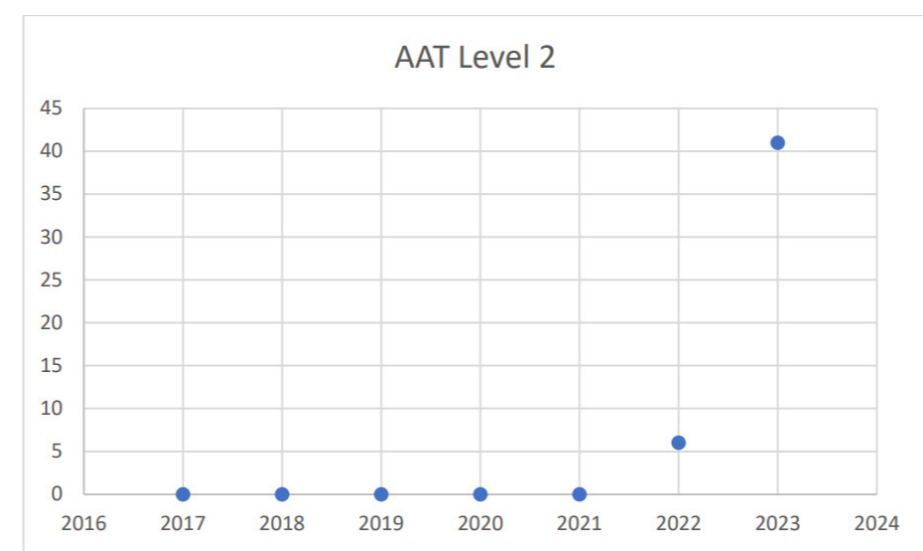


Scan the QR code to see the video.

To begin this project the levy funded apprenticeships service was accessed through the Government apprenticeship system to collate the big data for levy funded apprenticeships.



Following the gathering of this 'Big Data' from all training providers, the next task was to develop more qualitative data focusing on the main provider Paragon skills. This looked at the cost of apprenticeships and the rise of people studying entry level against the decline of those studying higher level apprenticeships.



04.

3D Modelling

With this project the task was to create a 3D digital model that can also be used as a physical object incentive for our client base within the Brian Alfred Associates brand. Using design thinking, heuristic principles and the 'Digit' mascot a gap in the market was identified for the use of a fidget device, using this, the idea was to create the 'Digit Fidget'.



Scan the QR code to see the mock up of the 3D model.

Empathise

Gap in the market for promotional material that can be used by the BAA client base.



Define

Create a 3D model that can be used both in a physical format and digital format.

Test

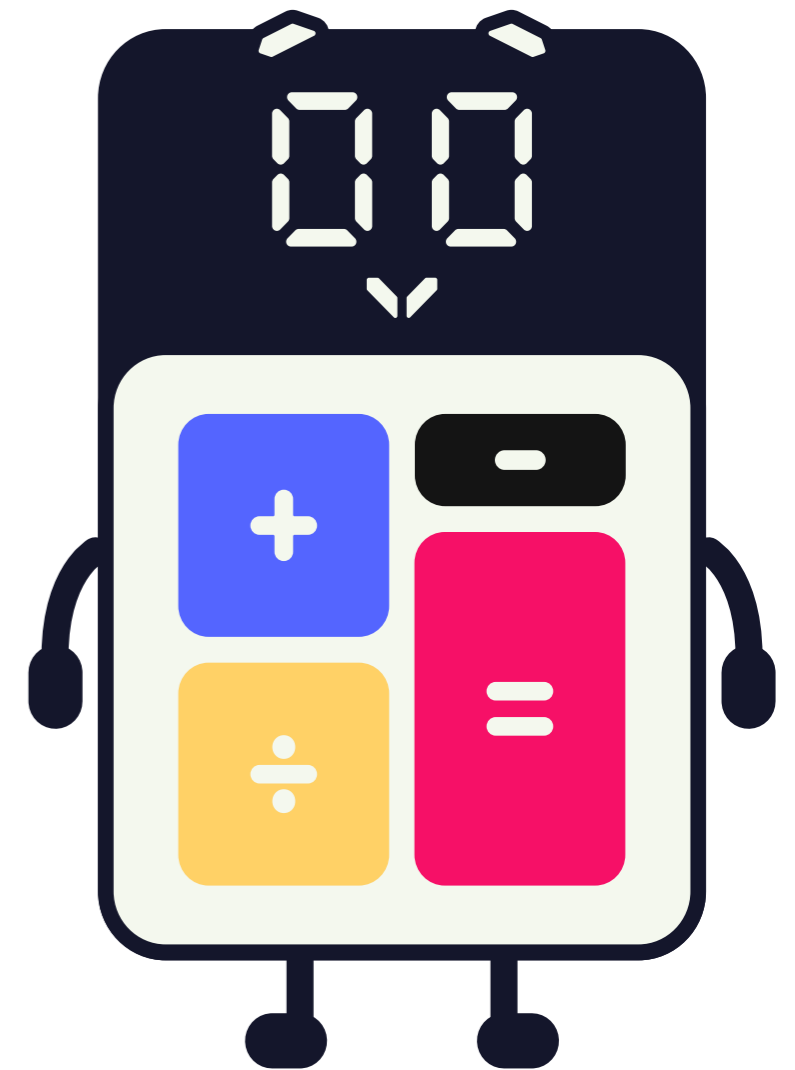
Create test print to troubleshoot potential challenges with the initial concept and modify based on results and feedback.

Ideate

Create a digital copy of a 2D SVG of Digit mascot and develop a 3D fidget toy to accompany the 3D digital model that is being developed. This fidget toy can be recreated for numerous marketing campaigns and offered as a promotional reward for client loyalty.

Prototype

3D printed model to be designed using TinkerCAD along with the use of BambuLab 3D layer printe.



Following the initial scoping and planning stage, TinkerCAD was used to create a basic 3D model and to engineer push-fit mechanisms for the physical fidget toy ensuring all objects were scaled correctly along their respective X,Y and Z axis.

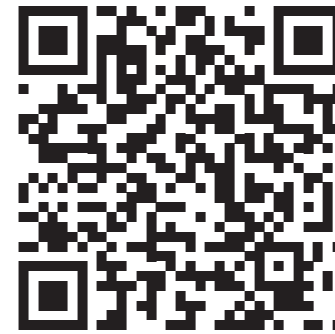


Scan the QR code to see the 3D model in TinkerCAD.



Scan the QR code to see the 3D model ready to be 3D printed.

Following the creation of these 3D models, the STL files were imported into Adobe Aero along with further 2D vector graphics to create a 3D assistant that could be utilised in an immersive environment using the original 2D image as an image anchor.

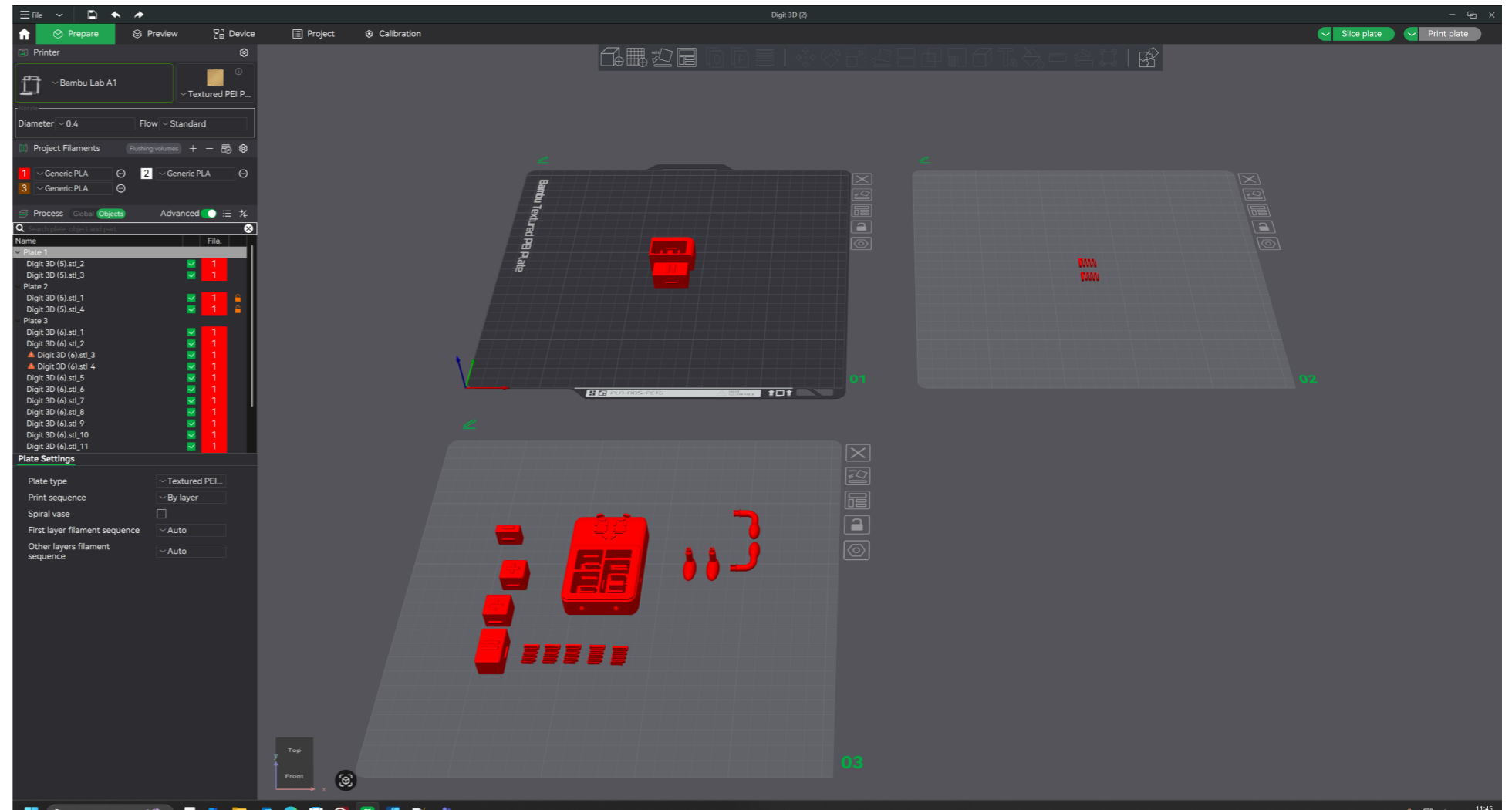


Scan the QR code to see the mock up of the 3D model for use in an Augmented Reality environment.

Once the immersive prototype was tried and tested, the physical 3D model was developed further to be used as a fidget device. To do this, the 3D model was imported into Adobe Dimension and a mock up was created of how the device would look in the real world.



Following the mock up design the engineered STL file was imported in to the BambuLab A1 Mini Combo slicing software to create and print the final prototype.



05.

3 SEVEN

Brand Design

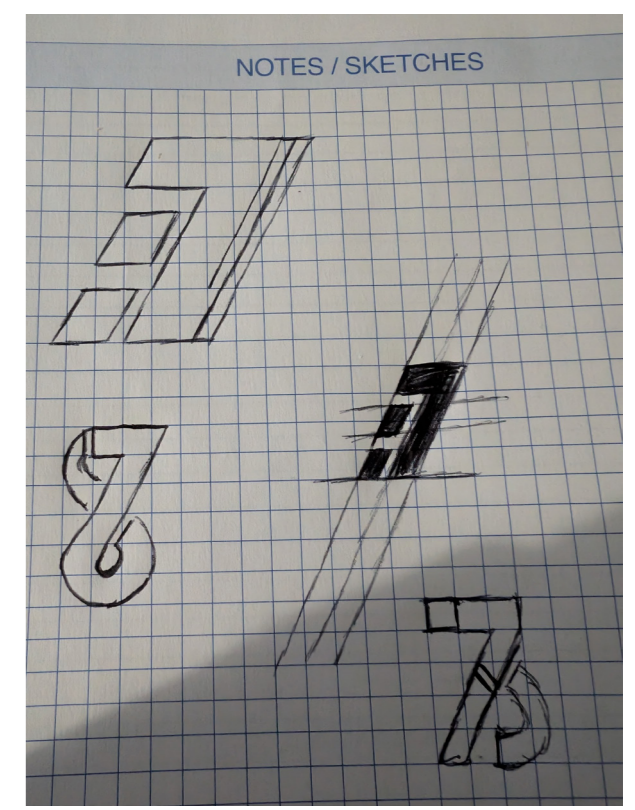
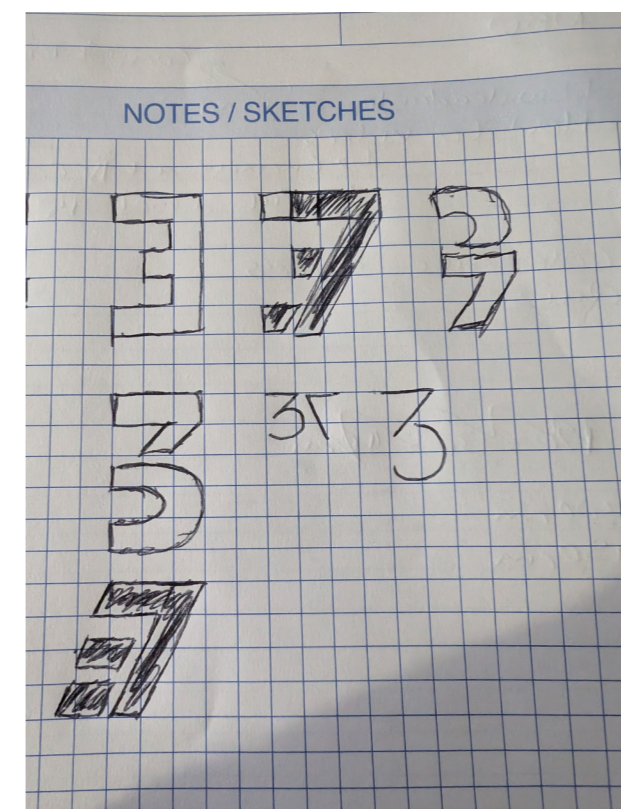
In 2025 the 3seven brand was created in order to see firsthand how a brand was built from scratch. Here is the journey...





...Initially starting out as 3se7en Designs, the initial concept was to develop a brand that creates both a creative narrative underpinned by a professional tone. This was to ensure the ability to attract clients from both the professional/corporate sector and bespoke/artisanal sector.

From here an effective logotype and icon was developed. Creating an established icon would allow the brand to be built around the logotype. Here numerous rough sketches were created in order to identify the look and feel of the logo icon and create a foundation to be built upon. Following these sketches an initial concept was created using a sans serif font.

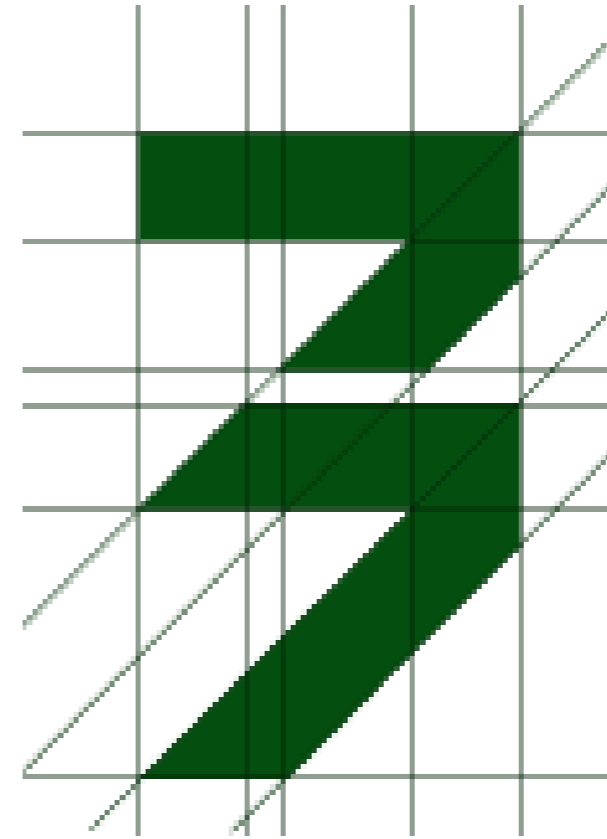


3SE7EN

DESIGNS 



In order to define the icon
the concept was redesigned
to create more harmony
between the 3 and 7 being
shown.



3SE7EN

DESIGNS

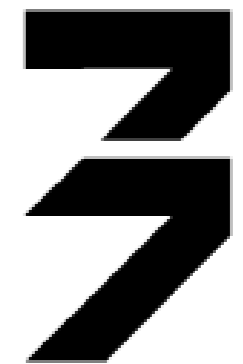


As the brand is to be focused on digital design and creativity the logotype needed to reflect this. As such a custom font was created based off of the 'indivisible' font. With the idea of creativity being at the forefront the term 'designs' was replaced with 'creative'.

3SEZEN
CREATIVE

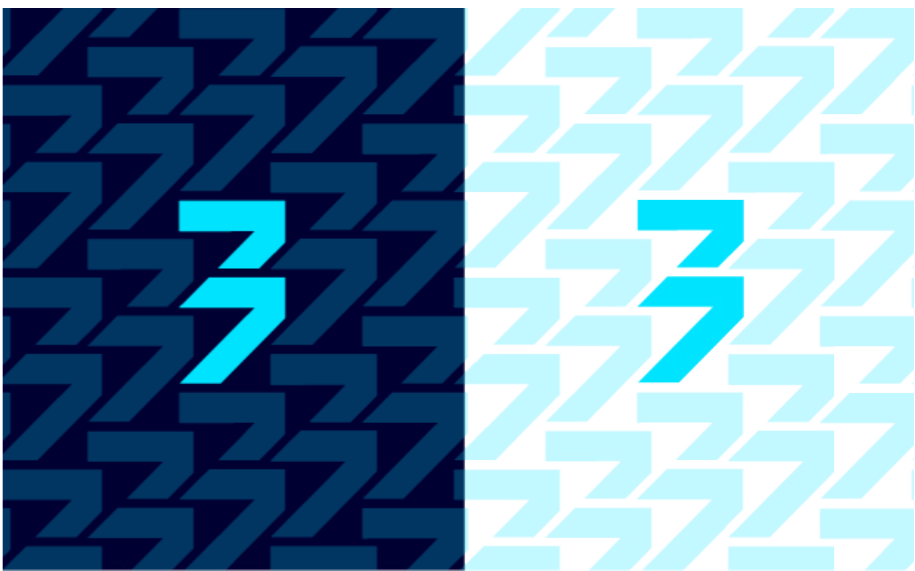
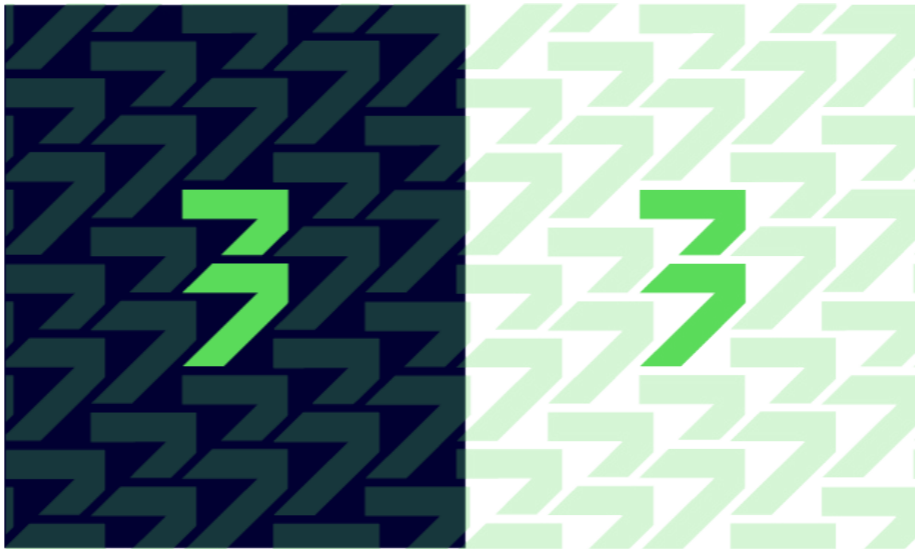


Following feedback from colleagues and peers, it was identified that this design, while displaying the 37 within the logotype comes across as 'busy' and illegible. Taking this into consideration, the design was stripped back with the final logotype being created in monochrome to identify the usability of the logotype.



To bring the brand to life a simple yet accessible colour palette was chosen. As mentioned previously the brand required a digital aspect yet still needed to be accessible aligning to WCAG 2.1 AA standards and as such, taking a retro-digital approach the colours to represent the old 'teletext' digital era when interactive TV first appeared were used.

Here is the final brand design...





06.

E-learning Design

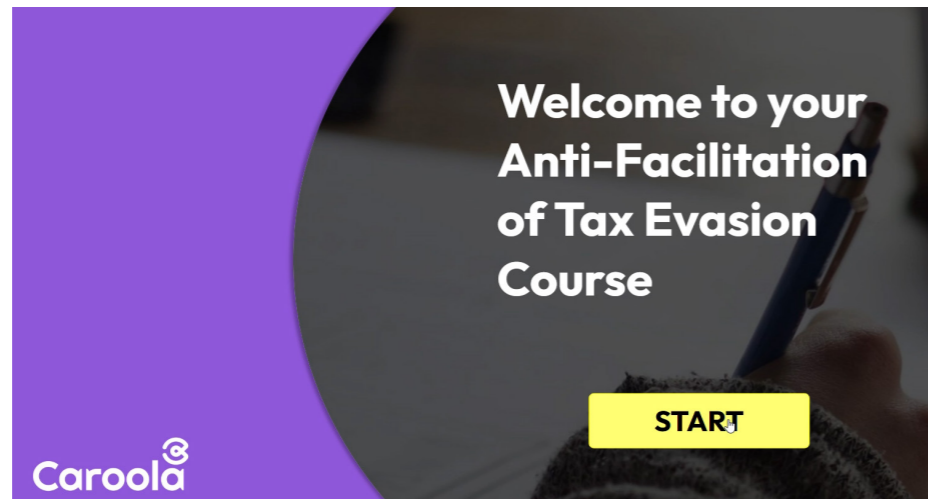
With over 7 years of experience in creating digital learning solutions here are some examples of the work created through 3seven Creative using the range of Adobe Creative Cloud apps and Articulate 360 with Storyline to author and publish content.



Scan the QR code to see the redesigned e-learning templates created for Caroola Group.



Scan the QR code to see a dignity in the workplace e-learning video that was created for the Parasol brand.



Scan the QR code to see how the designed e-learning course works

To view the portfolio digitally please visit:

<https://3sevencreative.myportfolio.com/>

**Thank you
for looking**