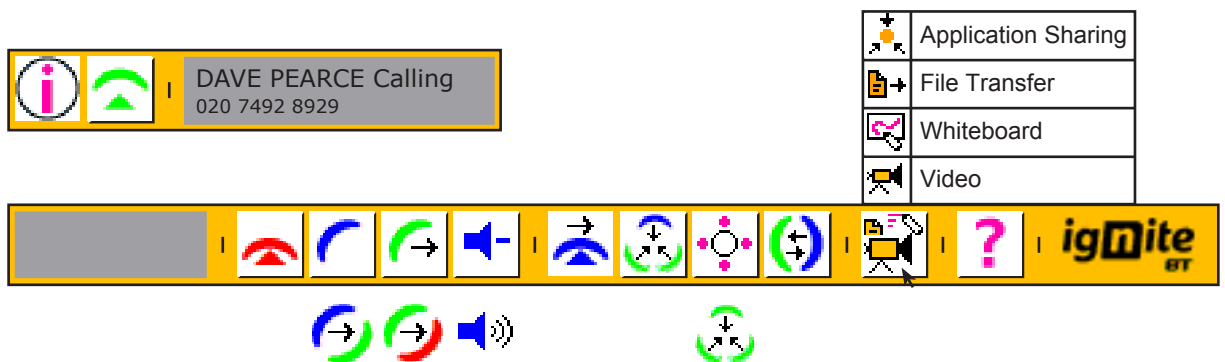




BT IGNITE

BT launched BT Ignite to deliver international broadband solutions to corporate and wholesale customers. They appointed James Sandwith at short notice to design the **visual interface** and **branding** for a pioneering **consumer "Voice-Over IP"** product. Within one week the conceptual direction of the product had been established, a visual style outlined and the logic & usability of the interface thoroughly reviewed. A further week saw the interface developed and integrated with the software ready for usability testing in BT's labs.



Accessed through a browser on PC desktops, the system allows simultaneous use of a single telephone line for traditional conversations and internet surfing.

Following the consumer interface project, BT Ignite appointed James to create the interface, branding and usability review of their **corporate "Voice-Over IP" product**. With the same time pressures and more extensive functionality to consider, the existing technical prototype was simplified and an appropriate visual style created to increase its usability and desktop presence.

