

Theming Case Study: Vodaphone

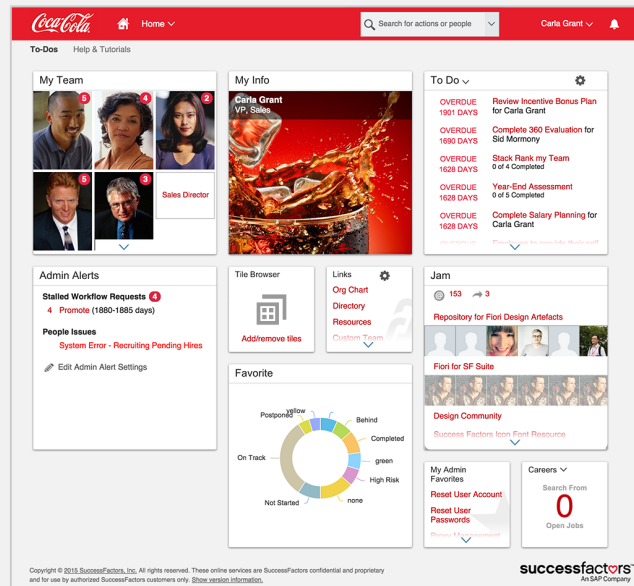
Michael Almond | July 2016





Vodafone Group is a British multinational telecommunications company headquartered in London, UK
Founded: September 16, 1991
Revenue: 42.22 billion GBP (2015)

Last year, we had a very successful project with Coca-Cola helping them create a branded theme. It basically ended up being used as the theme for their production instance – with a few tweaks. The Vodafone Team asked for a similar effort from us. They didn't feel they or their partners could push theming to its limits to create a great UI – folks simply didn't have the expertise.





Milestones

There is an internal **Vodafone** global conference in May to show the Global HR Directors how the solution is coming along – so this is a demo. If we help them create a great theming experience in the UI that they showcase in May, they are likely to carry this into their production instance for roll out.

The SuccessFactors modules in the current instance include:

- Home Page 2
- People Profile 3
- Admin Center 3 (plus admin pages like Theme Manager)
- Learning module

Follow visual branding closely, including color system and typography.



Red identity elements

Icon

The Rhombus device

Vodafone typeface

Brush

AaBbCc

Brush

Minimum height 30px

Digital Identity elements

Colour

Principle palette

Vodafone Red

R230 G0 B0

#E60060

Vodafone White

R255 G255 B255

#FFFFFF

Vodafone Grey

R24 G77 B78

#444D4E

Secondary colour palette

Purple

Red Violet

R156 G42 B160

#9C2AA0

Purple

Aubergine

R94 G39 B80

#5E2750

Cyan

Aqua Blue

R0 G176 B202

#00B0CA

Cyan

Turquoise

R0 G124 B146

#007C92

Green

Spring Green

R160 G180 B0

#A8B440

Green

Lemon Yellow

R254 G203 B0

#FECB00

Orange

Fresh Orange

R235 G151 B0

#E9B700

Black

Black

R0 G0 B0

#000000

Interactive palette

Rest state

Active state

Purple

Red Violet

R156 G42 B160

#9C2AA0

Purple

Aubergine

R94 G39 B80

#5E2750

Red

Vodafone Red

R230 G0 B0

#E60060

Dark Red

Dark Red

R100 G5 B10

#64050A

Grey

Mid Grey

R102 G102 B102

#666666

Grey

Vodafone Grey

R74 G77 B78

#444D4E

Background colour

Light Grey

R217 G217 B217

#D9D9D9

Link icons

Rest state

Read more >

Active state

Read more >

Rest state

Close X

Active state

Close X

Signature

Vodafone

Power to you

Vodafone

Sections: 0 | 2 | 3 | 4

<

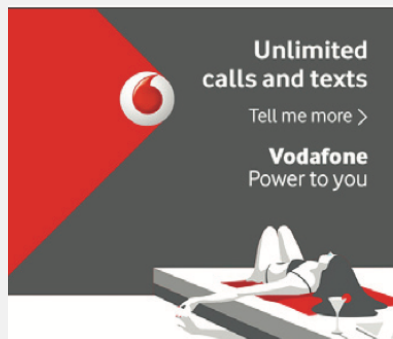
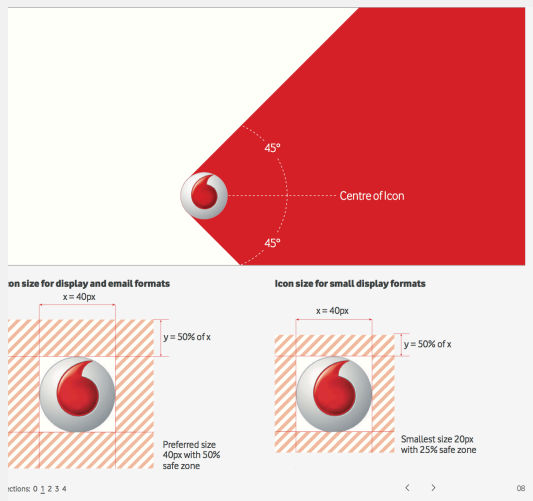
>

06



Branding Requirements

Use the “Rombus” (a unique branding asset that includes a logo mark but no logo type).



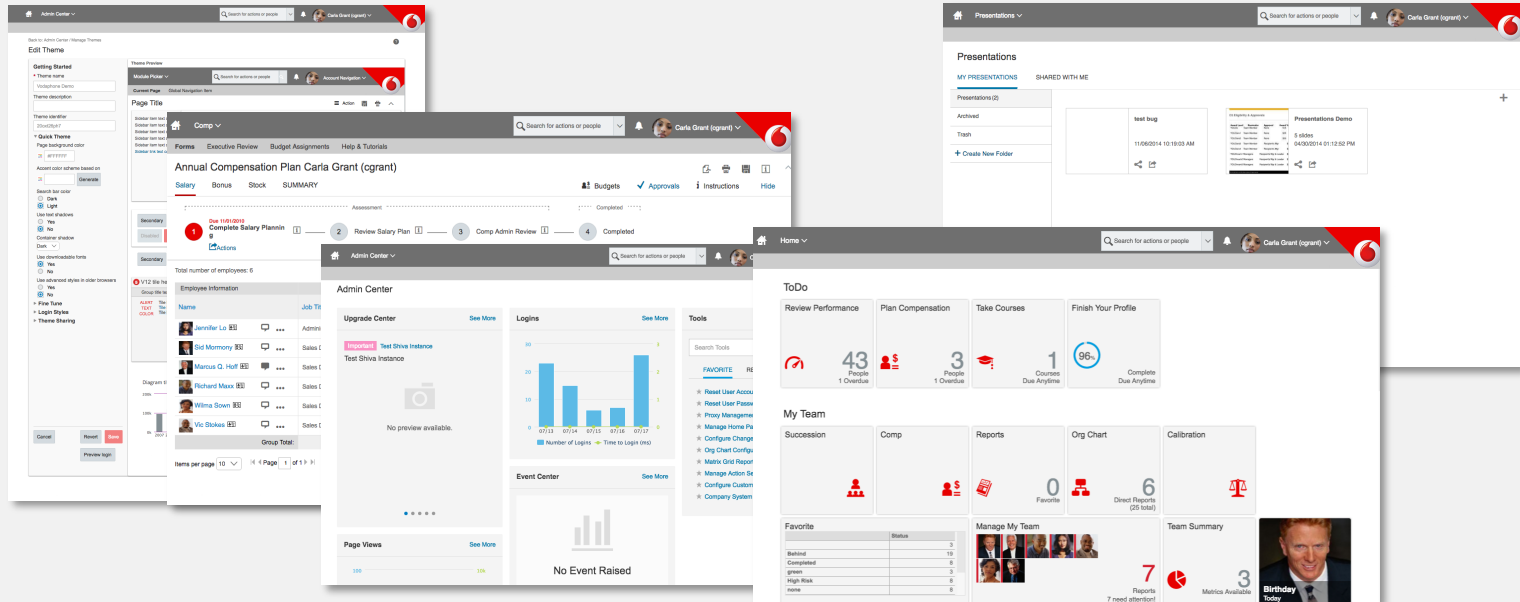


Challenges

- The “**Rombus**” **doesn’t fit** into the dimensions allowed for logos in the SF Global Header, so a work-around is needed.
- **Customer would like the SF Footer items to be removed or made 100% transparent (logo and copyright text).** There is a method that we don’t publicize (but is discoverable by customers) that makes the Footer items appear to be invisible (we don’t allow the items to be removed all together). Setting the Page Background to white, selecting the “Light” option of the SF Logo and setting Footer Text to white will do the trick. This can create a contrast problem if the edges of portlets and tiles are not distinct. We fixed this issue by allowing customers the option of having container shadows be set to black, white or none.

Solution

We presented a modified version of the theme they selected for the first part of this campaign. It has a white background so the SF logo and Footer text doesn't not appear to display. The header is similar but reflects the branding used in the Vodafone University UI.





Theme 1: Homepagev3

Home ▾

Q Search for actions or people ▾

Carla Grant (cgrant) ▾

ToDo

Review Performance

43
People
1 Overdue

Plan Compensation

3
People
1 Overdue

Take Courses

1
Courses
Due Anytime

Finish Your Profile

96%
Complete
Due Anytime

My Team

Succession

Comp

Reports

0
Favorite

Org Chart

6
Direct Reports
(25 total)

Calibration

Favorite

	Status	
		3
Behind		19
Completed		8
green		3
High Risk		8
none		8

Manage My Team

7
Reports
7 need attention!

Team Summary

3
Metrics Available

Birthday Today



Theme 1: Homepagev3 with Module Picker

Home ▾

Search for actions or people ▾

Carla Grant (cgrant) ▾

Objectives

- Home
- Jam
- Performance
- Continuous Performance
- Calibration
- Comp
- Learning
- Development
- Succession
- Recruiting
- Presentations
- Company Info
- Employee Files
- Reports
- Admin Center
- Custom External Module
- Record My Work Time
- Manager only link
- smith 6
- Super Employee
- popup new window

Plan Compensation

3 People
1 Overdue

Take Courses

1 Courses
Due Anytime

Finish Your Profile

96% Complete
Due Anytime

Comp

0 Favorite

Reports

6 Direct Reports
(25 total)

Org Chart

Calibration

Manage My Team

7 Reports
7 need attention!

Team Summary

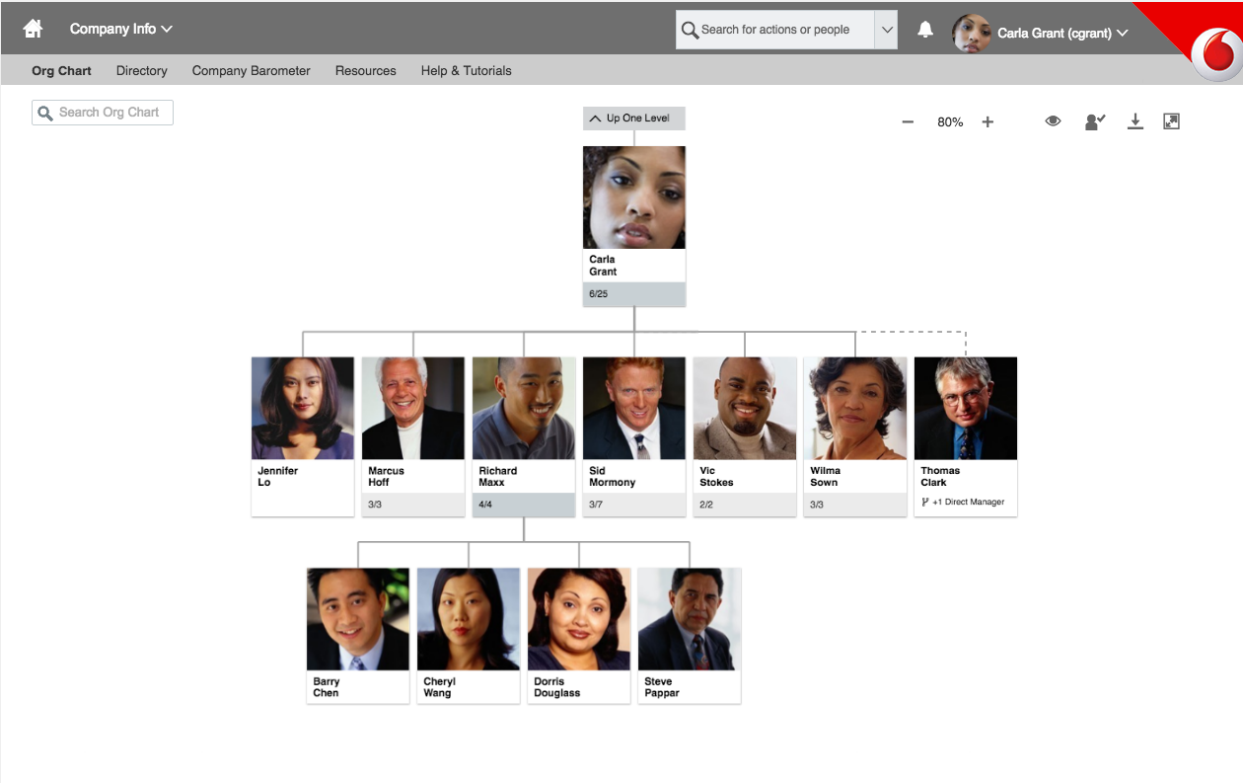
3 Metrics Available

Birthday Today

Status	Count
Behind	19
Completed	8
green	3
High Risk	8
none	8

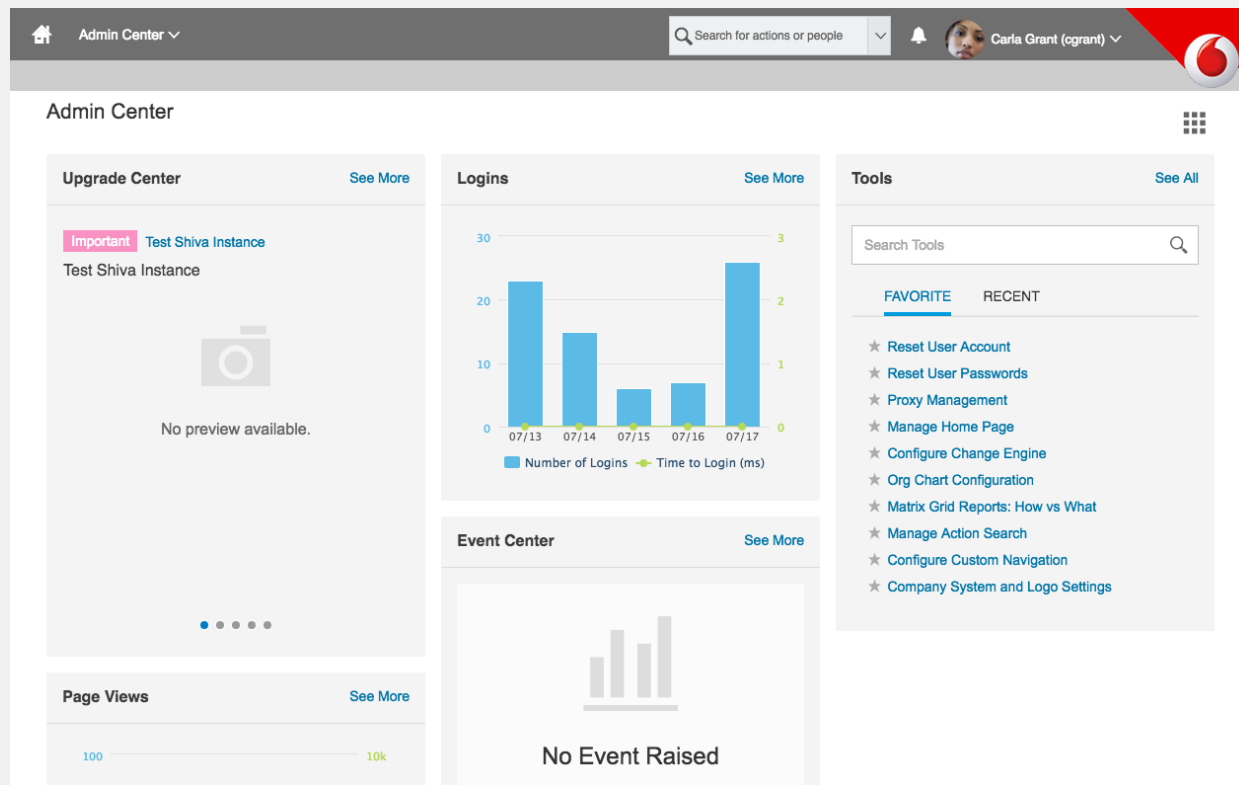


Theme 1: Org Chart





Theme 1: Admin Center Landing Page



Theme 1: Create a Theme Page

Admin Center

Search for actions or people

Carla Grant (signed)

Back to: Admin Center / Manage Themes

Edit Theme

Getting Started

- Theme name: Vodafone Demo
- Theme description:
- Theme identifier: 20x22gh7

Quick Theme

Page background color: #FFFFFF

Accent color scheme based on: Generate

Search bar color: ☒ Dark ☐ Light

Use text shadows: ☒ Yes ☐ No

Container shadow: Dark

Use downloadable fonts: ☒ Yes ☐ No

Use advanced styles in older browsers: ☒ Yes ☐ No

Theme Sharing

- Fine Tune
- Login Styles
- Theme Sharing

Theme Preview

Module Picker

Search for actions or people

Account Navigation

Current Page: Global Navigation Item

Page Title

Table header text color	Employee	Due Date	Last Modified
Row background color - default	Carla Grant	01/22/2011	01/22/2011
Row background color - alternative	Edward Halls	01/12/2011	01/12/2010
Row background color - default	Lexington Taylor	01/22/2011	01/22/2011
Row background color - disabled	Janise Sullivan	01/22/2011	01/22/2010
Row background color - selected	Janise Sullivan	01/22/2011	01/22/2010

Secondary **Primary**

Portlet header text color: Link color

Portlet body text color: Base Salary: \$125,000 USD per year

Portlet dimmed text color: Goal Progress: 15%

Portlet alert text color: View details

Portlet custom text color 1

Portlet custom text color 2

V12 tile header text color Link color

Group title text color

ALERT: Tile body text color

TEXT: Tile body link color

COLOR: Tile body highlight color

V12 accent tile header text color Link color

Accent tile body text color

Accent tile body link color

Diagram title text color


2007 2008 2009 2010 2011 2012 2013

0% 100% 200%

0 20 -20

Cancel Revert Save Preview login

Theme 1: Compensation Worksheet



Comp

Search for actions or people

Carla Grant (cgrant)

Forms
Executive Review
Budget Assignments
Help & Tutorials

Annual Compensation Plan Carla Grant (cgrant)

Salary
Bonus
Stock
SUMMARY

Budgets
Approvals
Instructions
Hide

1
Due 11/01/2010
Complete Salary Planning

2
Review Salary Plan

3
Comp Admin Review

4
Completed

Total number of employees: 6
Columns
Filters
Functional Currency (USD)

Employee Information							Current Salary					Merit
Name	Job Title	Review Rating	Prorating Start Date	Prorating End Date	Prorating	Local Currency Code	Current Annual Salary	Last Increase Date	Compa-Ratio	Range Penetration	Range	Merit Guide
Jennifer Lo	Administrative Assistant	Exceeds Expectations	07/01/2009	12/31/2009	50.41%	USD	\$47,000	07/01/2009	104.44%	70.00%	\$40,000-\$50,000	
Sid Mormony	Sales Director, SC	Unsatisfactory			100.00%	USD	\$69,000	07/01/2008	106.15%	90.00%	\$60,000-\$70,000	0.00%
Marcus Q. Hoff	Sales Director, NE	Exceeds Expectations			100.00%	USD	\$82,500	07/01/2007	97.06%	25.00%	\$80,000-\$90,000	3.00%
Richard Maxx	Sales Director, NC	Exceeds Expectations			100.00%	EUR	\$51,600	07/01/2007	93.82%	16.00%	\$50,000-\$60,000	3.00%
Wilma Sown	Sales Director, NW	Meets Expectations			100.00%	USD	\$65,000	07/01/2007	100.00%	50.00%	\$60,000-\$70,000	2.00%
Vic Stokes	Sales Director, SW	Meets Expectations			100.00%	USD	\$62,500	07/01/2008	96.15%	25.00%	\$60,000-\$70,000	2.00%
Group Total:							\$377,600					

Items per page 10
Page 1 of 1

Get Feedback
Send to Next Step
Cancel
Save