

## Press release

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### **Adera + Nucleus leads icon convergence with ASDA @t home**

*Digital business consultancy Adera + Nucleus, has set the standards for multi platform grocery shopping through the new user interface for the [ASDA @t home](#) shopping service.*

ASDA, owned by Wal\*Mart the worlds largest retailer, tasked Adera + Nucleus with designing a complementary PC interface ([www.asda.com](http://www.asda.com)) to enable customers, even those not familiar with the Internet, to carry out their weekly shop in under ten minutes. ASDA stands at the forefront of e-commerce and, looking to the future, wanted a solution that allowed the customer to order via their PC, phone or DTV using the same account; an iconography that would transfer across media - a 'digital Rosetta stone' was required. Adera + Nucleus focused on creating and conveying a distinct ASDA brand personality while paying particular attention to devising an iconography which would make the service self-explanatory to inexperienced users, as well as to colour-coding and innovative navigational devices to enable rapid product selection.

To deliver the project on-brief, Adera + Nucleus carried out a sustained programme of end-user testing and internet grocery retail research to produce a best of breed solution by combining market leading practices. Studies concentrated on understanding user perceptions of and attitudes towards home grocery shopping and towards the ASDA brand in general, as well as tests to develop appropriate design solutions and functionality. The end goal was to produce a strongly user-centred application that relates and addresses directly the express needs and preferences of the user.

The execution of this project saw Adera + Nucleus once again working very closely with Xpedior who is responsible for the web site build and integration with the ASDA @t home backend systems. The existing close relationship between the two companies, coupled with Adera + Nucleus' proven credentials in BroadVision implementation, were major factors in the winning of the business. ASDA is the third largest grocery retailer in the UK and accounts for approximately 9% of the nation's total grocery spend.

The [ASDA @t home](#) service will allow customers will be able to hop between the web, telephone and from early 2001, digital TV, when the service goes live on Open TV. Customers can even 'mix and match' between different ways of accessing ASDA @t home during an order and amend it up to 5pm on the day before delivery — a service no other UK retailer is able to offer.

Peter Matthews, managing director of Nucleus, comments; "The ASDA @t home work can almost be seen as acting as a showcase for all Nucleus' very best skills and resources. It enables us not only to demonstrate our flair for strong branding, BroadVision implementation, consultancy and project management - but also our ability to work alongside other companies like Xpedior to achieve excellent end results. We are delighted to be working on a high profile brand like ASDA and to be instrumental in taking their digital drive to the next level."

*Adera AB (publ) generates business value for customers by combining areas of expertise critical for success based on the new business logic: strategy/business development, marketing/communications and IT/Internet. Adera currently consists of around 600 employees and has offices in Stockholm, Gothenburg, London, Amsterdam, Antwerp, Munich, Copenhagen, Malmoe, Oslo, Ljungby and Värnamo.  
Adera shares are listed on the O-List of the OM Stockholm Exchange, Attract 40.*

*Founded as a UK-based corporate branding consultancy in 1979 by owner Peter Matthews, over the past five years Nucleus has become increasingly focused on ebusiness strategy and the challenges of developing and managing brands in a digital world. The company offers all aspects of strategic branding and communications programmes in the telecommunications, financial, entertainment, travel and retailing sectors to clients such as Buhrmann, Unilever, UPC, Asda-Walmart, Thomson, Cable & Wireless and First Direct.*

*Workgroup Technology are a team of established IT professionals providing a range of services from information management to web solution design and build. We specialise in assisting organisations in business process improvements, managing change, undertaking business or technical innovation, or in launching new products and services. Workgroup Technology have established close working relationships with some of the biggest companies in the world and have built partnerships with market leaders in pharmaceuticals, merchant and investment banking, retailing, music and other industries.*

**For more information, visit our website:** [www.aderagroup.com](http://www.aderagroup.com) or [www.nucleus.co.uk](http://www.nucleus.co.uk)

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