

Christina Day

Product Design & More

ABOUT

Christina Day is a Senior Product Designer, Marketing and Branding Expert. She is currently based in Oakland, California.

Christina has over a decade of professional experience designing for companies and organizations both large and small. Her career is defined by helping her clients and employers score huge wins. Whether launching a new product or an entirely new brand, Christina brings a deep market knowledge, an extensive technical tool-belt, and a wealth of experience to each project.

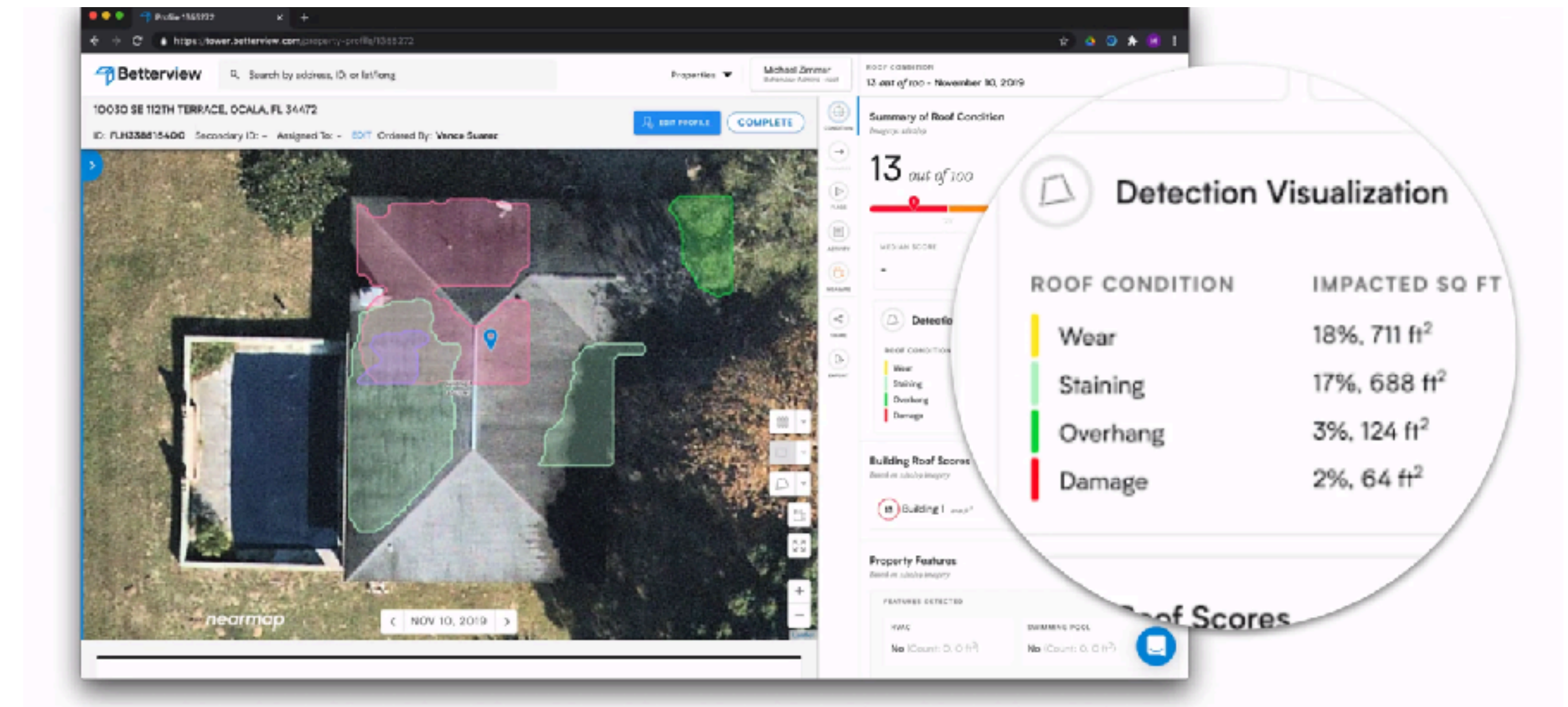
Education: University of North Texas; BFA: New Media Art, BFA: Studio Art

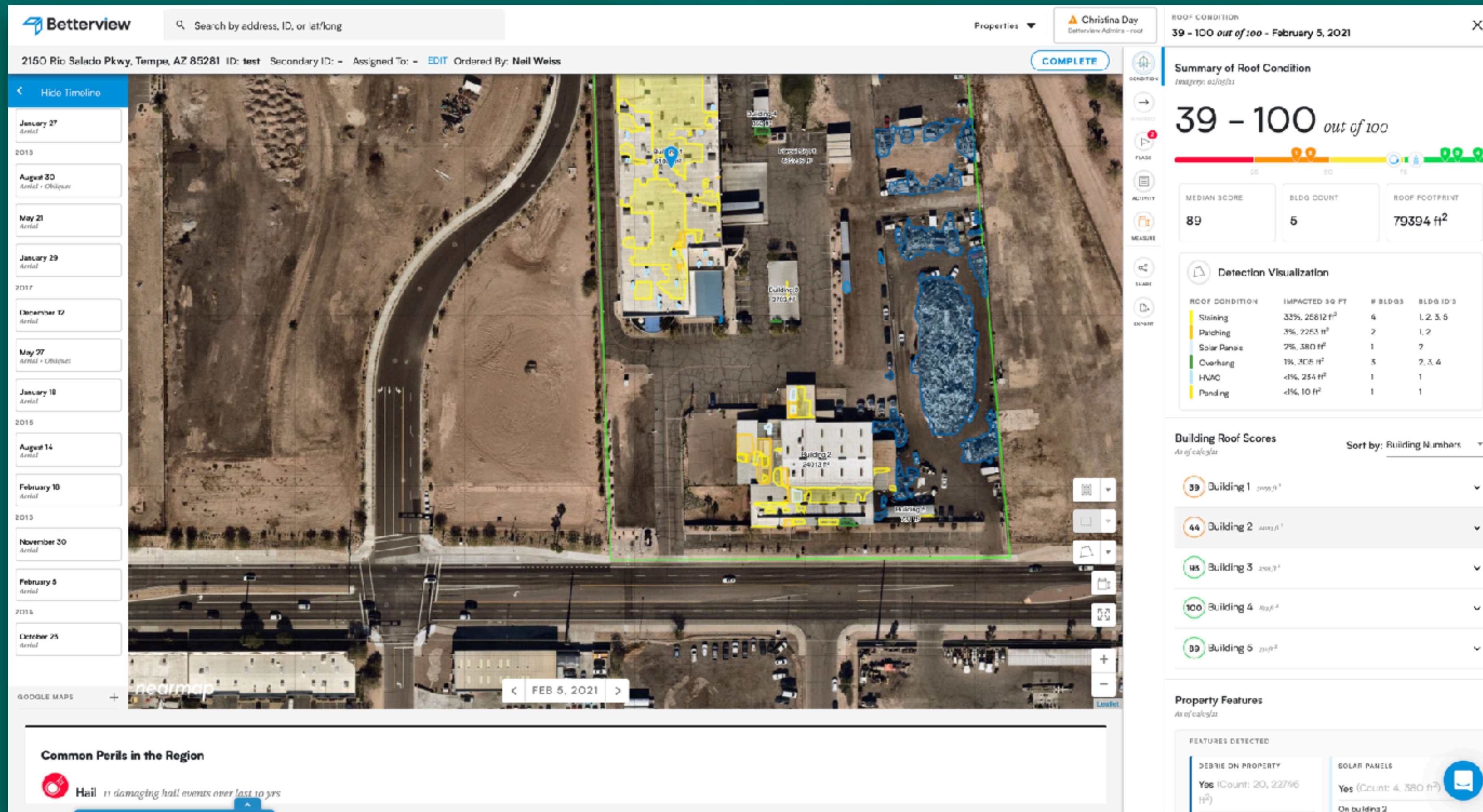
CASE STUDIES

Designing Optimized Visualizations & Exportable Reporting for Betterview Spotlights

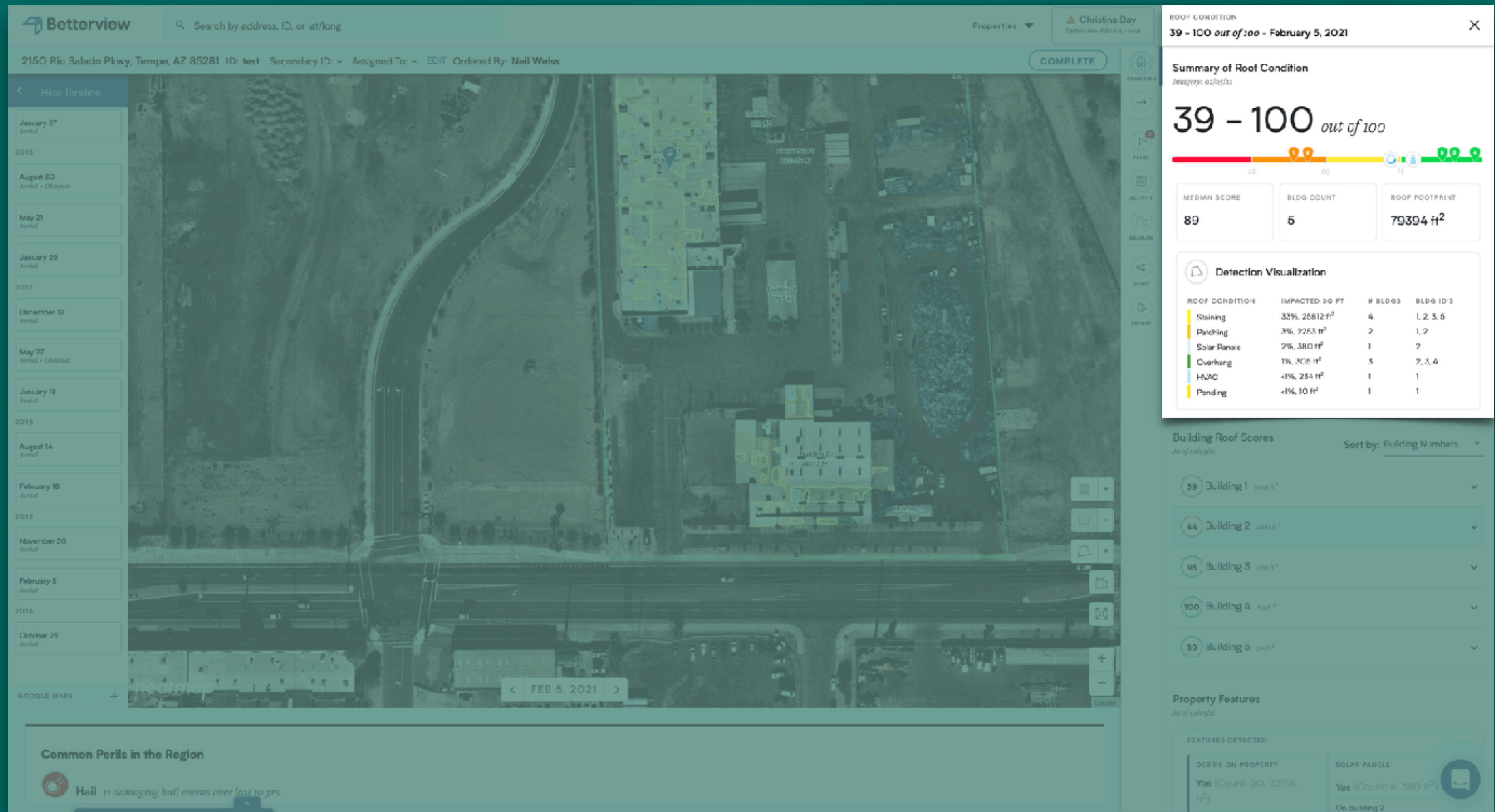
Spotlights

Spotlights are a key feature to the Betterview platform that uses an advanced computer vision algorithm to identify, rank and score potential property risks. These risks are visualized in the form of outlined annotations overlaid upon aerial map imagery.

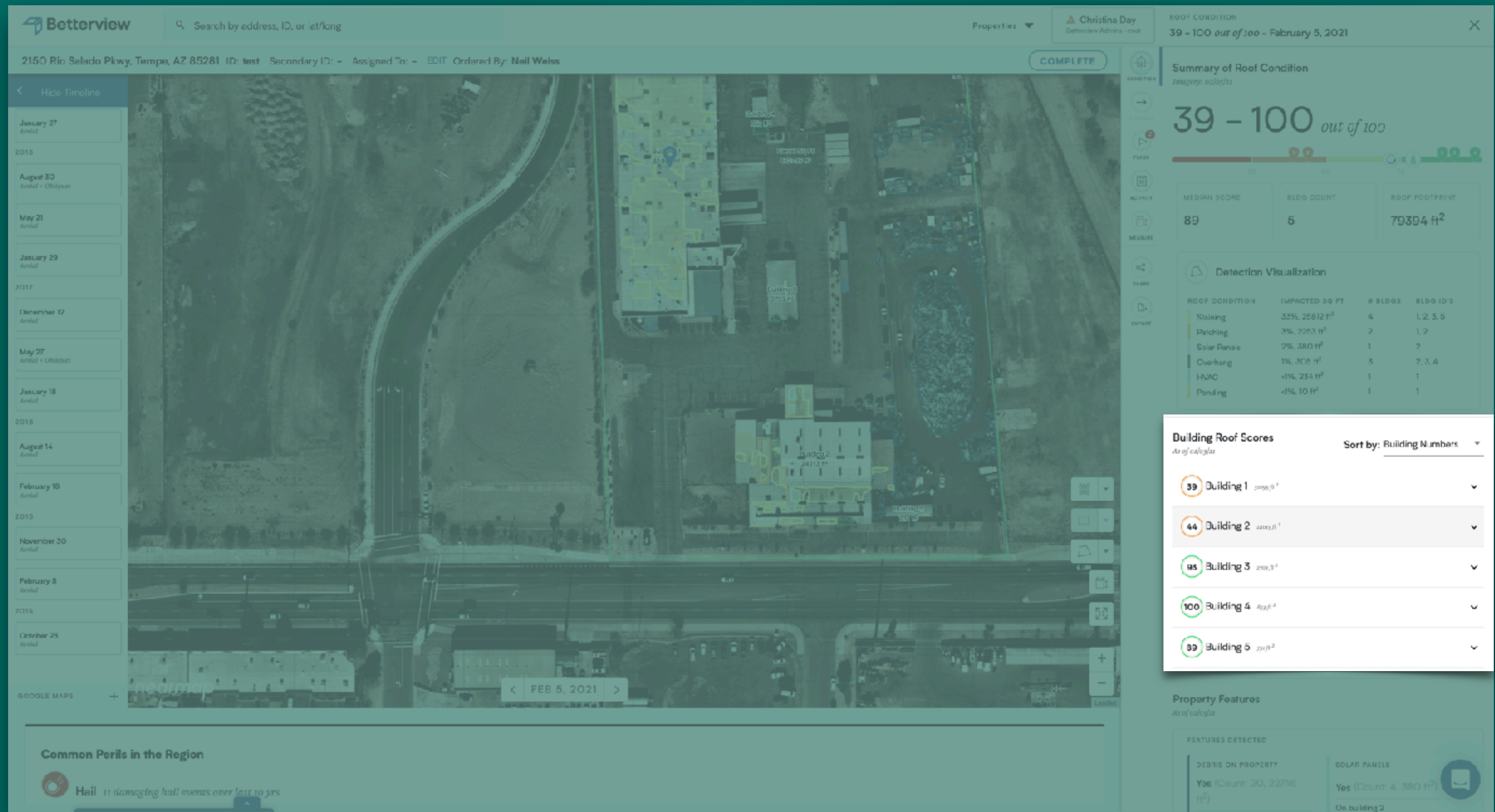




Spotlights features many datapoints that in the past were not exportable and only lived on the Betterview Dashboard. Here are some examples of how Spotlights helps underwriters guarantee their clients the most relevant risk analysis and estimate information possible



Spotlights show a visualization of all the elements that combine to form the entire property score, which in-turn directly impacts the evaluation of each property insurance premium, as well as the priority placed on properties that have many urgent perils that effect the safety and security of each insured building.



Each building on a property profile can be **individually scored** via the Spotlights analysis system. An intuitive interface allows for easy browsing of each building and its associated scoring details.

Improvements & Expansion of Spotlights' Offerings

Making **Betterview Spotlights** even better



44 Building I



ROOF FEATURES		CONDITION SPOTLIGHTS	
<div>SHAPE</div> <div>Flat (100% certainty)</div>	<div>STRUCTURAL DAMAGE</div> <div>Yes (20%, 1,347 ft²)</div>	<div>STAINING</div> <div>Frequent (44%, 22,445 ft²)</div>	
<div>MATERIAL</div> <div>PVC/ TPO (54% certainty)</div>	<div>MISSING SHINGLES</div> <div>Identified (10%, 677 ft²)</div>	<div>PATCHING</div> <div>Moderate (1%, 311 ft²)</div>	
<div>MOIST</div> <div>Yes (Count: 13, 254 ft²)</div>	<div>WOOD SHINGLES</div> <div>Minor (6%, 375 ft²)</div>	<div>PONDING</div> <div>Moderate (2%, 10 ft²)</div>	
<div>SOLAR PANELS</div> <div>No (Count: 0, 0 ft²)</div>	<div>TARP</div> <div>Identified (10%, 677 ft²)</div>	<div>DEBRIS</div> <div>None (0%, 0 ft²)</div>	



Property Features
Based on 4/10/20 Imagery

FEATURES DETECTED

✓	DEBRIS ON PROPERTY	Yes: (100%, 6,820 ft ²)
✓	HVAC	Yes: (100%, 6,820 ft ²)
✓	HVAC	Yes: (100%, 6,820 ft ²)
✓	HVAC	Yes: (100%, 6,820 ft ²)
✓	HVAC	Yes: (100%, 6,820 ft ²)
✓	HVAC	Yes: (100%, 6,820 ft ²)
✓	HVAC	Yes: (100%, 6,820 ft ²)



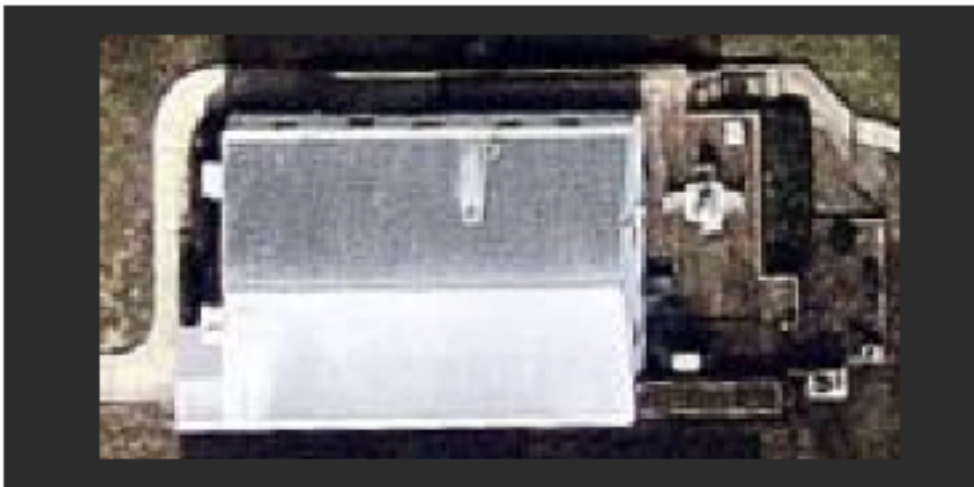
Building 1 (6,820 ft²)

ROOF FEATURES

ROOF SHAPE Gable (100%, 6,820 ft ²)	ROOF MATERIAL Asphalt Shingle (100%, 6,820 ft ²)
--	---

ROOF CONDITION

STAINING Medium (8%, 577 ft ²)	STAINING Minor (6%, 576 ft ²)
OVERHANG Yes (20%, 1,347 ft ²)	DEBRIS None (0%, 0 ft ²)
DEBRIS Yes (20%, 1,347 ft ²)	RUST None (0%, 0 ft ²)



Building 2 (6,820 ft²)

ROOF FEATURES

ROOF SHAPE Gable (100%, 6,820 ft ²)	ROOF MATERIAL Asphalt Shingle (100%, 6,820 ft ²)
--	---

ROOF CONDITION

STAINING Medium (8%, 577 ft ²)	STAINING Minor (6%, 576 ft ²)
OVERHANG Yes (20%, 1,347 ft ²)	DEBRIS None (0%, 0 ft ²)
DEBRIS Yes (20%, 1,347 ft ²)	RUST None (0%, 0 ft ²)

44 Building 2

ROOF FEATURES

SHAPE
Gable (83%)

MATERIAL
Metal Panel (98%)

HVAC
No (Count: 0, 0 ft²)

SOLAR PANELS
Yes (Count: 4, 380 ft²)

ROOF CONDITION

STAINING
Prevalent (34%, 3324 ft²)

PATCHING
Prevalent (8%, 3942 ft²)

OVERHANG
Low (<8%, 112 ft²)

DEBRIS
None (0%, 0 ft²)

PONDING
None (0%, 0 ft²)

RUST
None (0%, 0 ft²)

93 Building 3

ROOF FEATURES

SHAPE
Hip (0%)

MATERIAL
Metal Panel (92%)

HVAC
No (Count: 0, 0 ft²)

SOLAR PANELS
No (Count: 0, 0 ft²)

ROOF CONDITION

OVERHANG
Low (1%, 24 ft²)

STAINING
Minor (1%, 24 ft²)

DEBRIS
None (0%, 0 ft²)

PATCHING
None (0%, 0 ft²)

44 Building 2

ROOF FEATURES



ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF CONDITION



STRUCTURAL DAMAGE

Yes (20%, 1,347 ft²)

MISSING SHINGLES

Identified (10%, 677 ft²)

WORN SHINGLES

Minor (6%, 375 ft²)

TARP

Identified (10%, 677 ft²)



RUST

Yes (20%, 1,347 ft²)

PATCHING

Identified (10%, 677 ft²)

PONDING

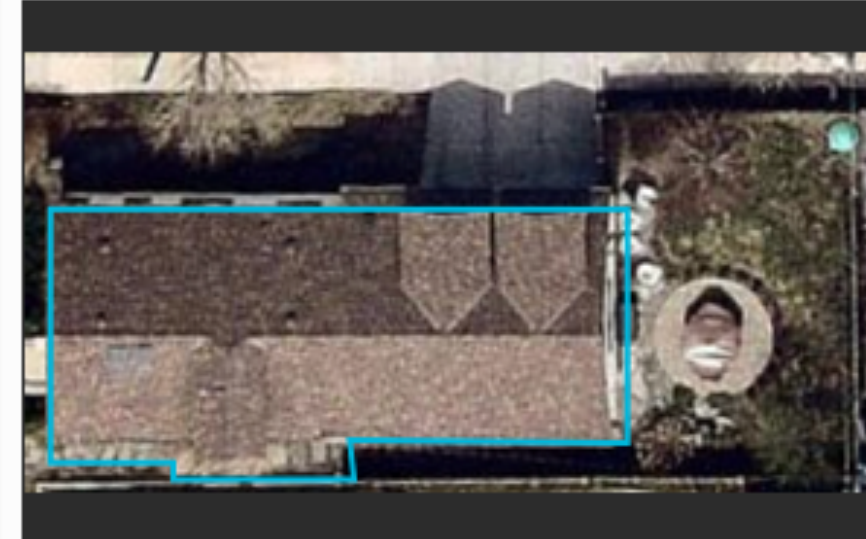
Minor (6%, 375 ft²)

STAINING

Medium (6%, 377 ft²)

44 Building 2

ROOF FEATURES



ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle(100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle(100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle(100%, 6,820 ft²)

ROOF CONDITION



STRUCTURAL DAMAGE

Yes (20%, 1,347 ft²)

SD

MISSING SHINGLES

Identified (10%, 677 ft²)

MS

WORN SHINGLES

Minor (6%, 375 ft²)

W

TARP

Identified (10%, 677 ft²)

T



RUST

Yes (20%, 1,347 ft²)

R

PATCHING

Identified (10%, 677 ft²)

PA

PONDING

Minor (6%, 375 ft²)

PO

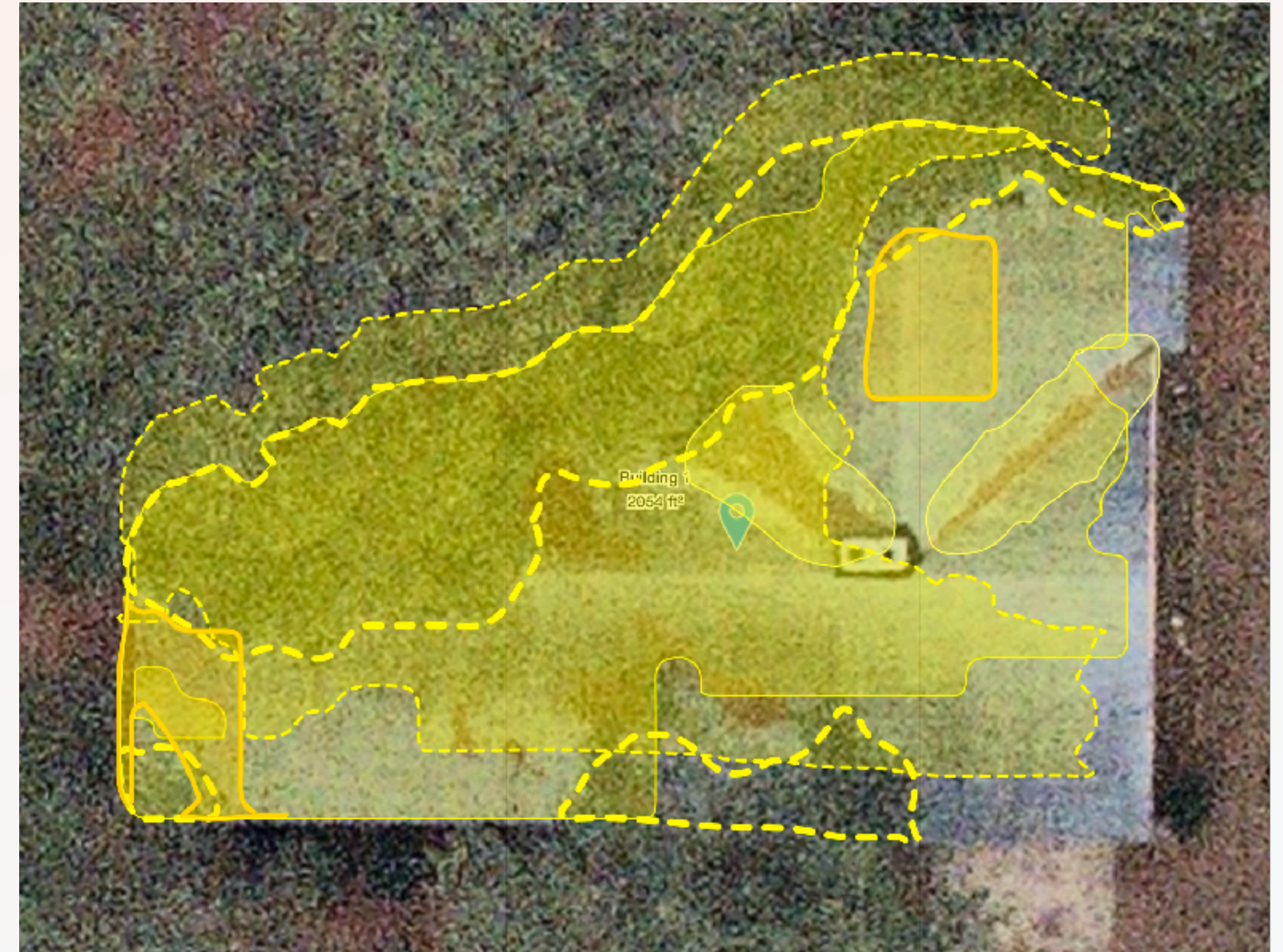
STAINING

Medium (6%, 377 ft²)

S

Spotlights for Clarity

Now nuanced information has more visibly discernible, including options for colorblind Betterview users



Spotlights for More Information

In addition to high-contrast viewing options, Spotlights also features various information filters to allow toggling between various information schemes and data points



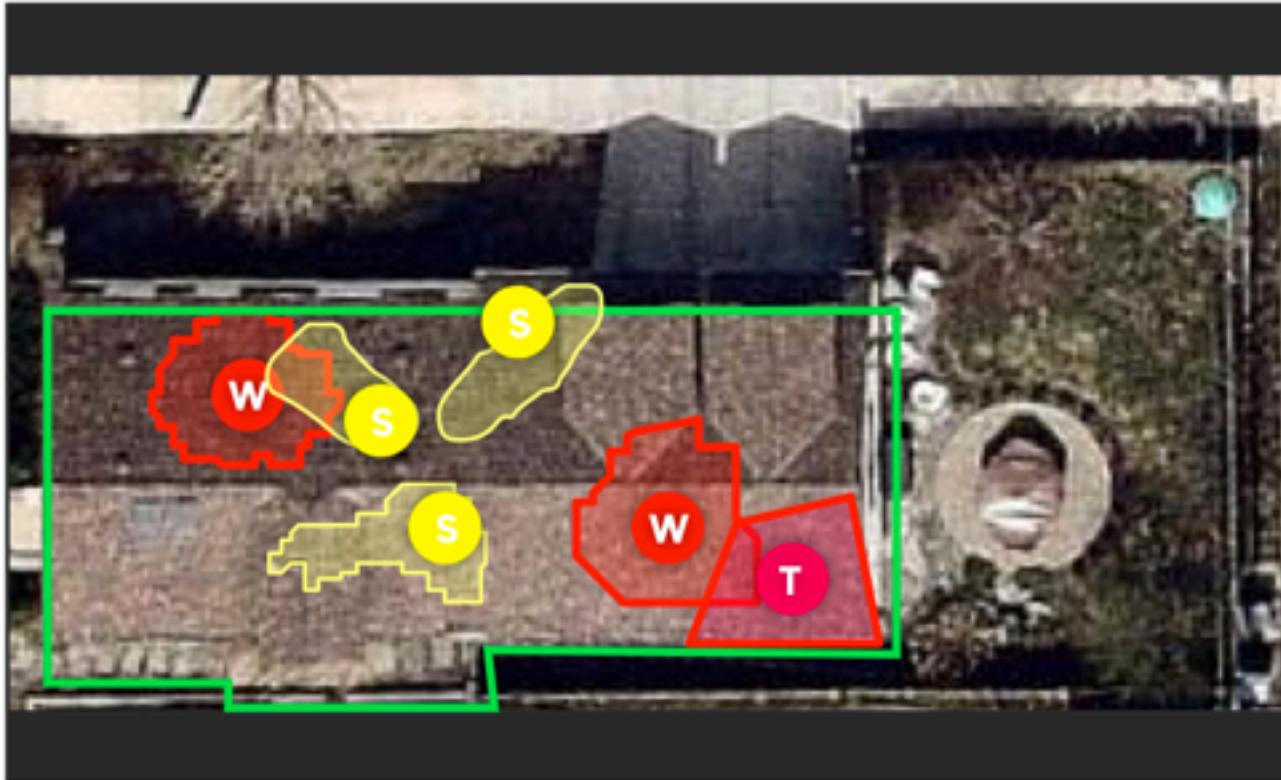
New Spotlight Features Become Base for New Products

Other viewing options for analyzing Spotlight information that include an alphabetical legend. This design also became the basis of our **Flags** system.

Betterview

3

44 Building 2



ROOF FEATURES

ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle (100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle (100%, 6,820 ft²)

ROOF CONDITION

OVERHANG

Medium (6%, 377 ft²)

WORN SHINGLES

Yes (20%, 1,347 ft²)

W

STAINING

Minor (6%, 375 ft²)

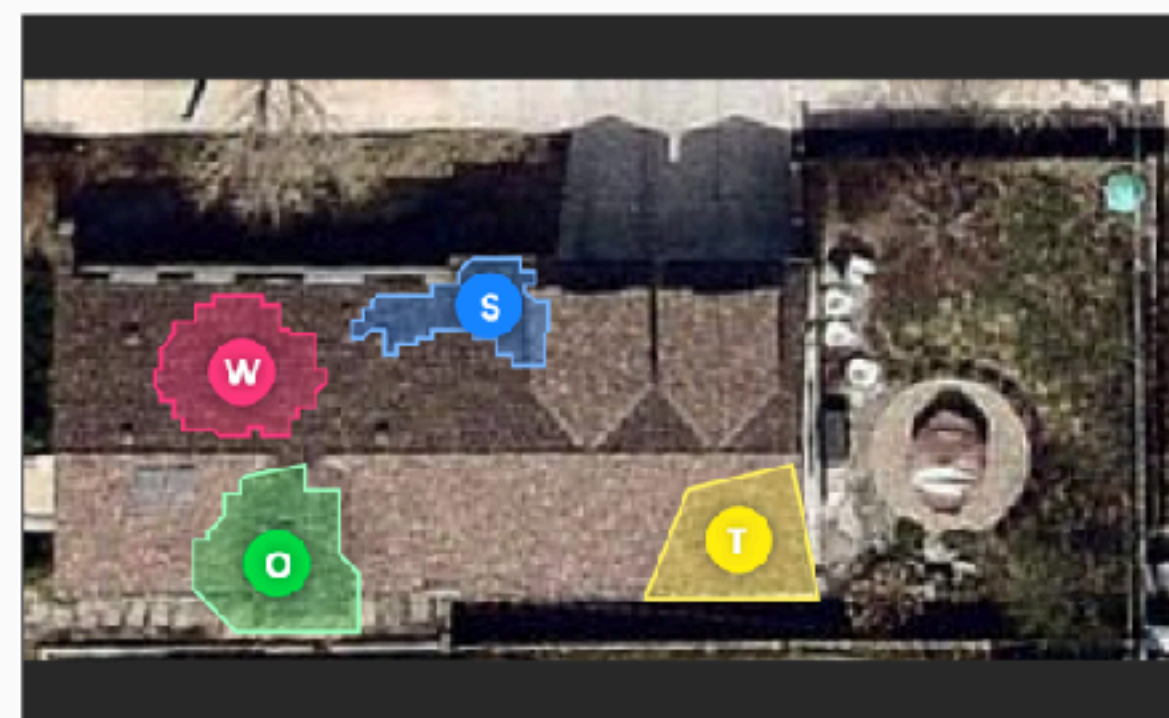
S

TARP

Identified (10%, 677 ft²)

T

44 Building 2



ROOF FEATURES

ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle (100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle (100%, 6,820 ft²)

ROOF CONDITION

OVERHANG

Medium (6%, 377 ft²)



STAINING

Minor (6%, 375 ft²)



WORN SHINGLES

Yes (20%, 1,347 ft²)



TARP

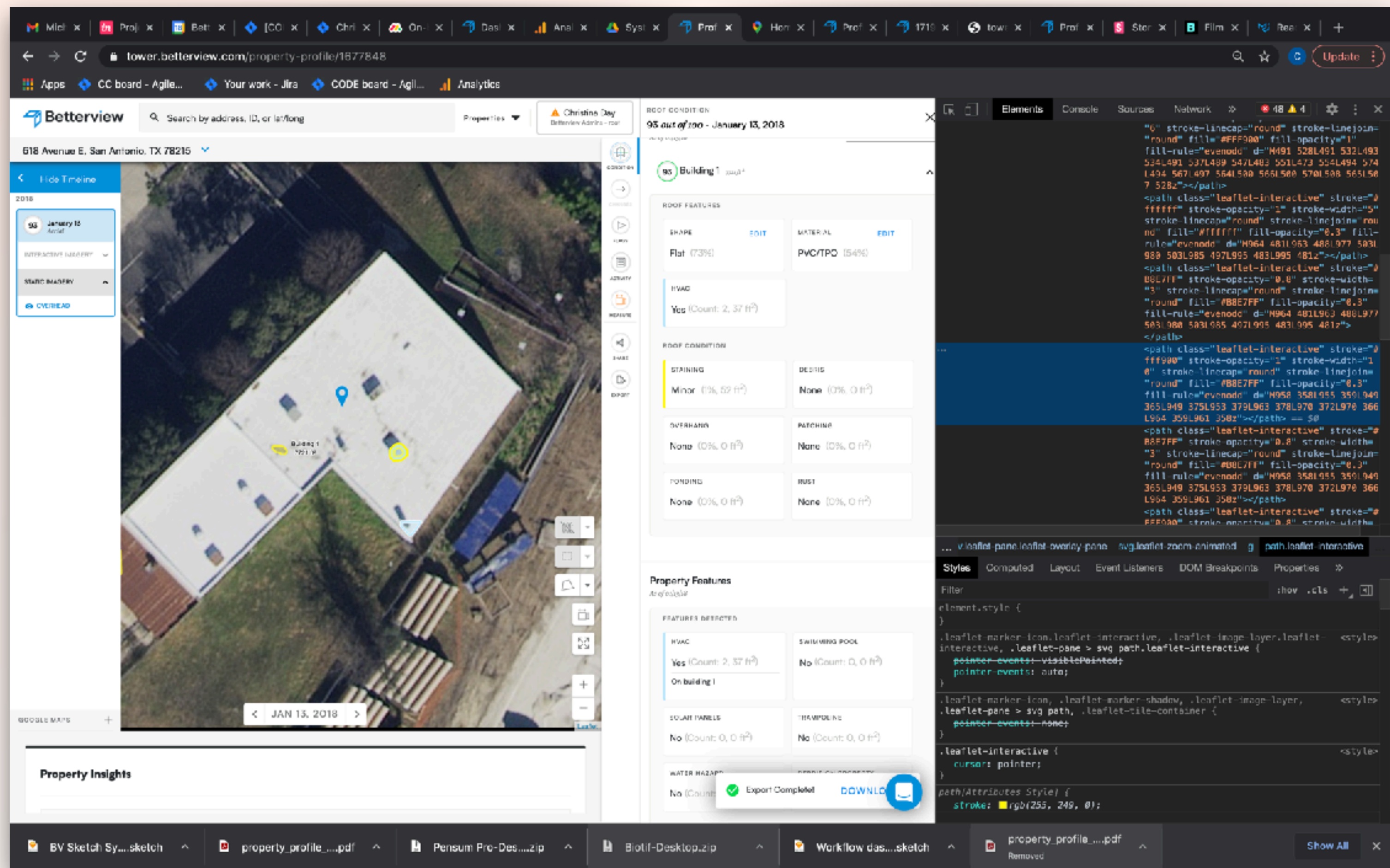
Identified (10%, 677 ft²)



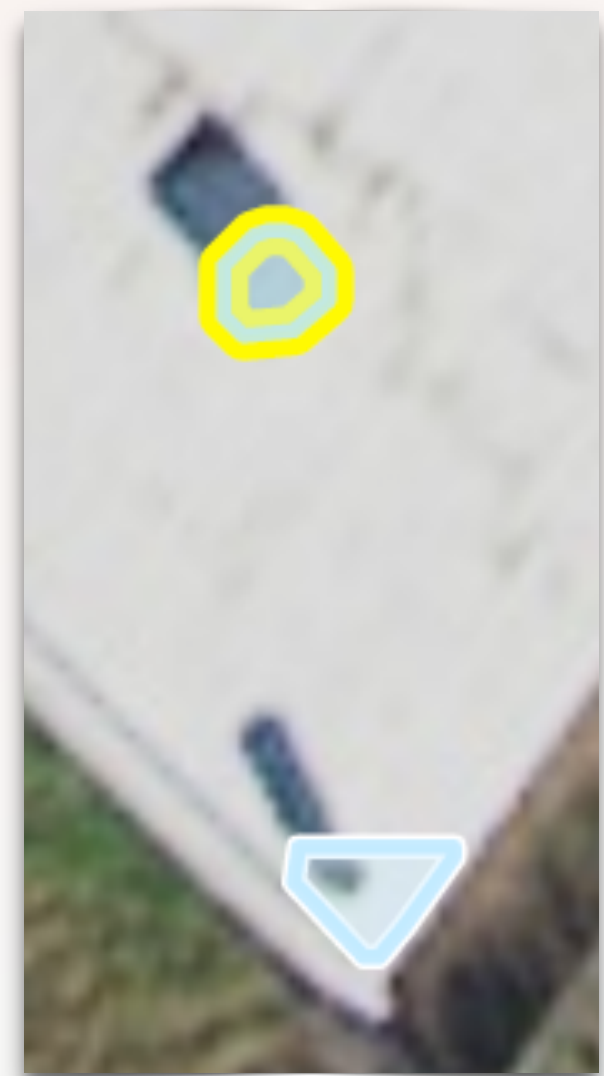
93 Building 3

New Spotlight Features Are Also More Accessible

Additional Spotlight viewing options like this key legend view also provided an accessible, high-contrast color scheme that we carried into the rest of the Betterview product interfaces



```
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```



Some of the front-end engineering that I had done for my prototypes made it into the final update. I have a coding background that helps me communicate more collaboratively with engineering teams that support my design efforts. Bring mindful of costly engineering hours by proactively offering my suggestions has lead to very positive working relationships which in turn provide more solid solution

Results that Paid-Off From Day-One

- Critical risk information contained within Spotlights is now included in exportable property profiles, which are the primary way that Betterview information is shared amongst underwriters and their clients
- The urgent need to export Spotlight data was resolved with this improvement, unblocking thousands of underwriters that needed Spotlight, information to complete the internal case-work necessary to complete the contract process with their clients
- More granular data visualization provided by the new data layers within Spotlights provides a more comprehensive profile of each property and each building within the property that is included within the insurance premium for that client

CASE STUDIES

Adding Value to the Betterview Experience With PartnerHub

The Market's Top Risk Assessment APIs, At Your Fingertips

After a windfall of awesome new vendor partnerships with risk management services like HazardHub, e2Value, and Buildzoom — Betterview added massive value to their platform by creating **PartnerHub**, a new part of both the Betterview interface and product offerings

EARTH RISKS ⓘ

RISKS	SCORE	
Earthquake	C (moderate damage)	Very Strong shake; 4.6-5.2 on Richter Scale
Nearest Faultline	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
Fracking Quakes	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
Mine Subsidence	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
Mine Subsidence	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away

RISKS	SCORE	
Earthquake	C (moderate damage)	Very Strong shake; 4.6-5.2 on Richter Scale
Nearest Faultline	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
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Mine Subsidence	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
Mine Subsidence	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away

WATER RISKS ⓘ

RISKS	SCORE	
Earthquake	C (moderate damage)	Very Strong shake; 4.6-5.2 on Richter Scale
Nearest Faultline	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
Fracking Quakes	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
Mine Subsidence	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
Mine Subsidence	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away

WIND RISKS ⓘ

RISKS	SCORE	
Earthquake	C (moderate damage)	Very Strong shake; 4.6-5.2 on Richter Scale
Nearest Faultline	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away
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Mine Subsidence	B (10-20 miles from nearest faultline)	Elsinore fault zone, 14.01 miles away

Another Heading

ROOF DAMAGE

Damaged

DEBRIS ON THE ROOF

None

ROOF WEAR

No

ROOF PATCHING

Moderate

FUNDS ON ROOF

N/A

ROOF STAINING

Prevalent

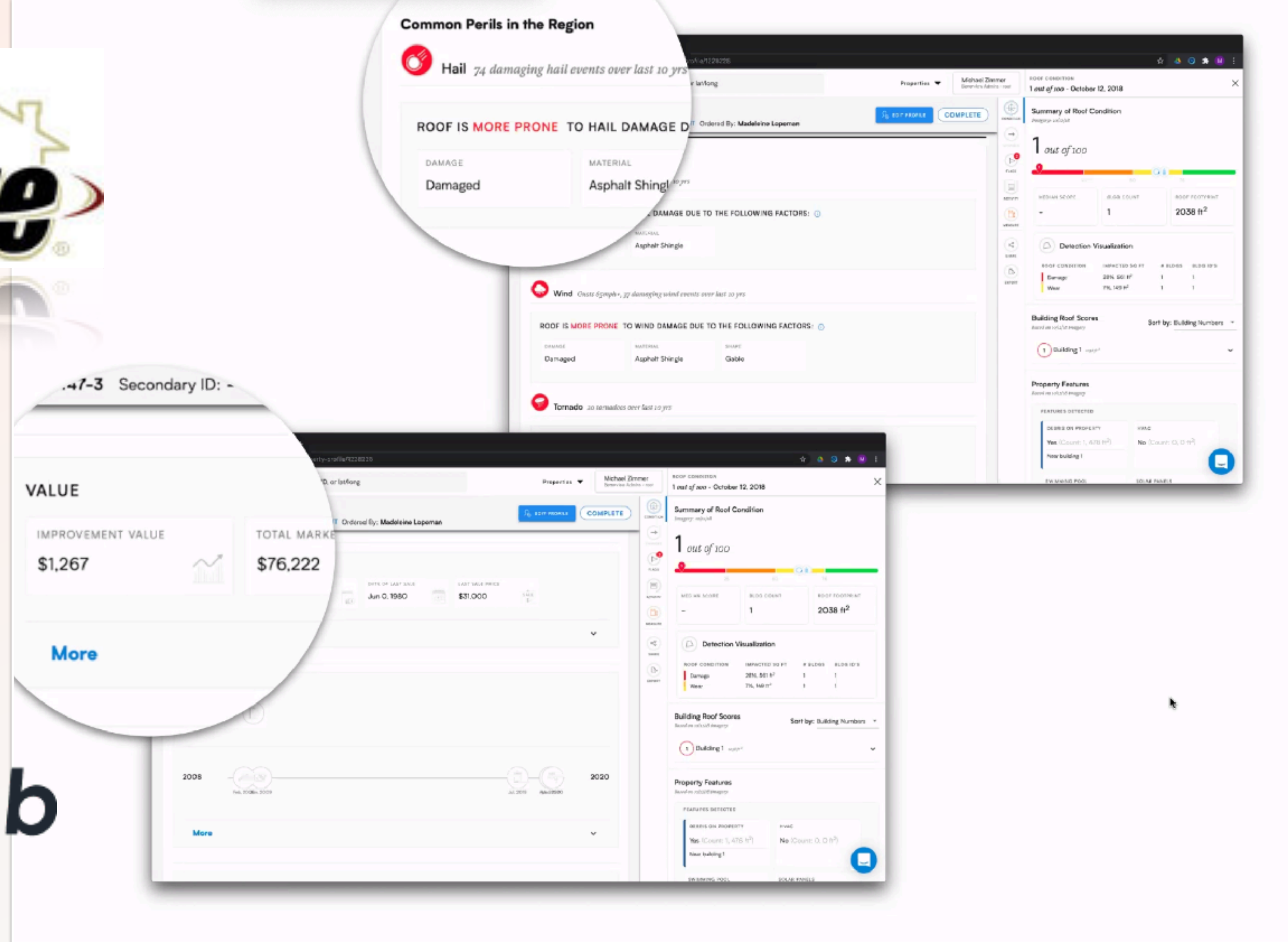
TREE OVERHANG

None

HEADING ⓘ

RISKS	SCORE	
Earthquake	C (moderate damage)	Very Strong shake; 4.6-5.2 on Richter Scale
Nearest	B (10-20 miles from	

RISKS	SCORE	
Earthquake	C (moderate damage)	Very Strong shake; 4.6-5.2 on Richter Scale
Nearest	B (10-20 miles from	



Third-party integrations like HazardHub, build zoom, and e2Value are incorporated into the Betterview Dashboard via API, resulting in seamless risk and peril data-points displayed on each property profile and in some cases, they can even be incorporated into the overall property risk-score.

Filter By Category

This Category of Enrichment

This Other Category of Enrichment

A Different Category

Installed Enrichments

CLEAR ALL

SELECT ALL

Extension Marketplace



CATEGORY

HazardHub
Comprehensive Property Risk Data

MORE

INSTALLED

ver. 1.2 Updated April 20,



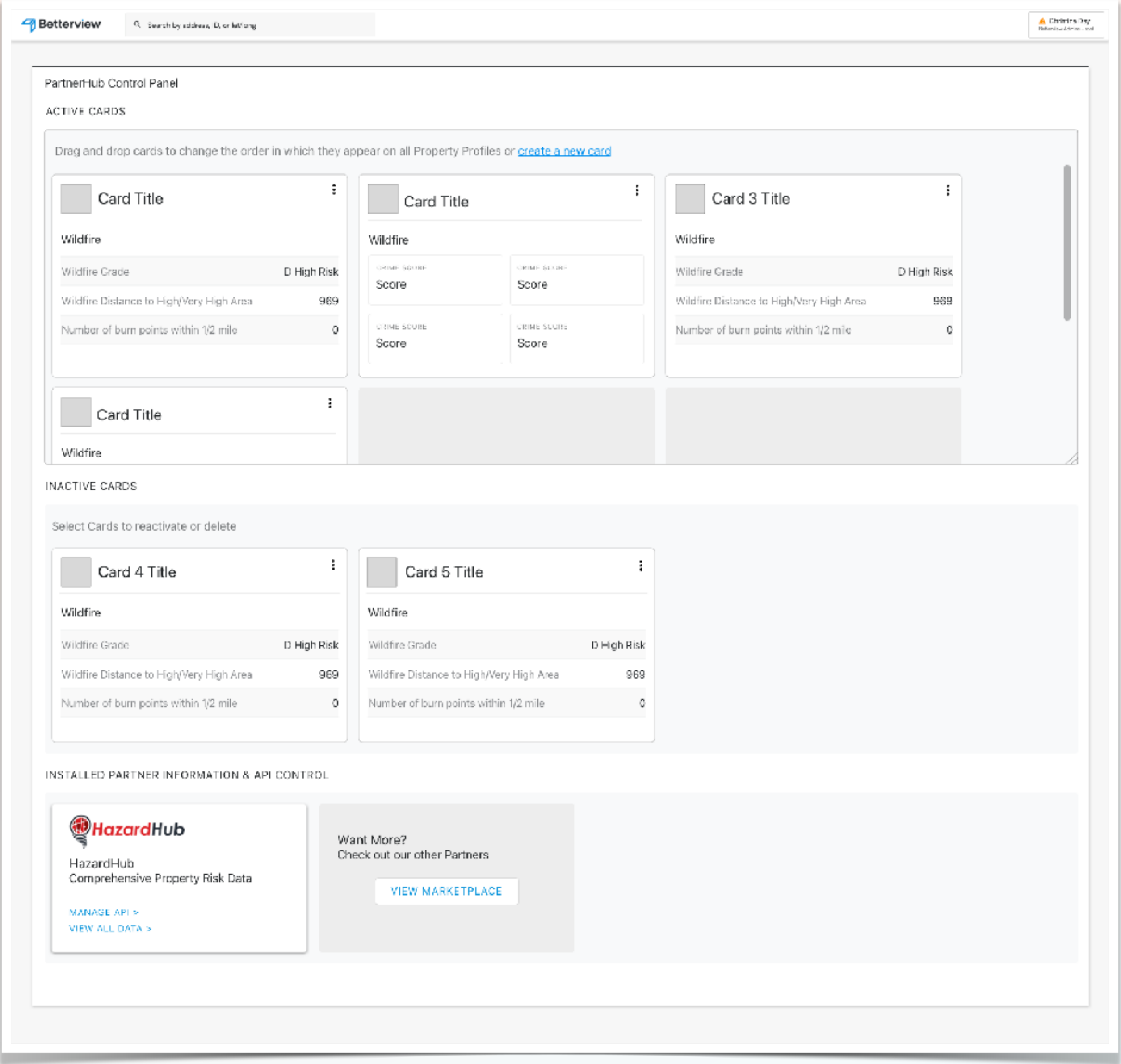
CATEGORY

e2Value
Replacement Cost Calculations & Cash
Value Estimations

MORE

INSTALL

The PartnerHub Control Panel lets administrators group and manage which datapoints appear on their property profiles, which are included in exported reports, and which are hidden on certain profiles conditionally.



INSTALLED PARTNER INFORMATION



HazardHub | Comprehensive Property Risk Data



WIND RISKS

Earthquake	C (moderate damage)	Very Strong shake; 4.6-5.2 on Richter Scale
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WATER RISKS

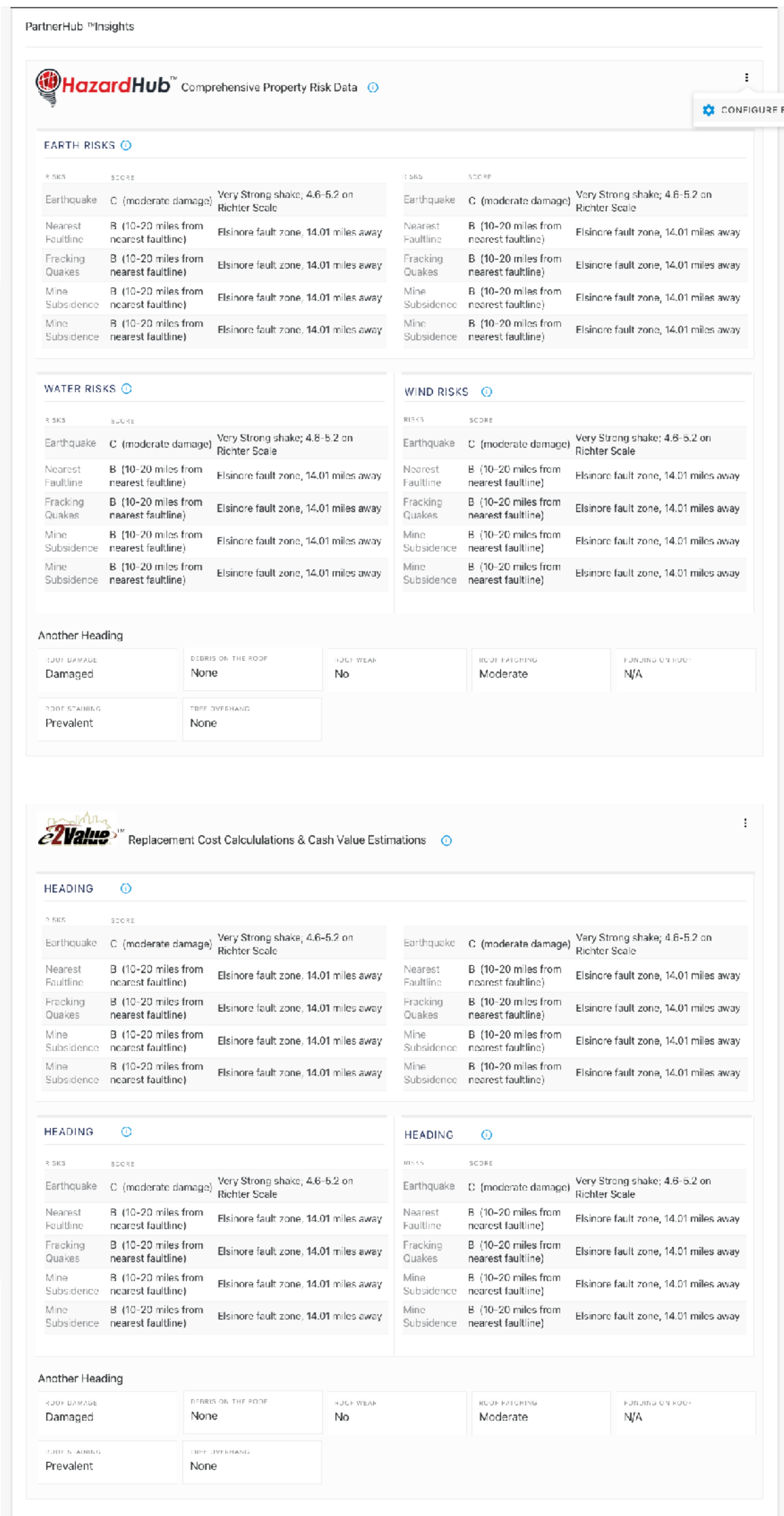
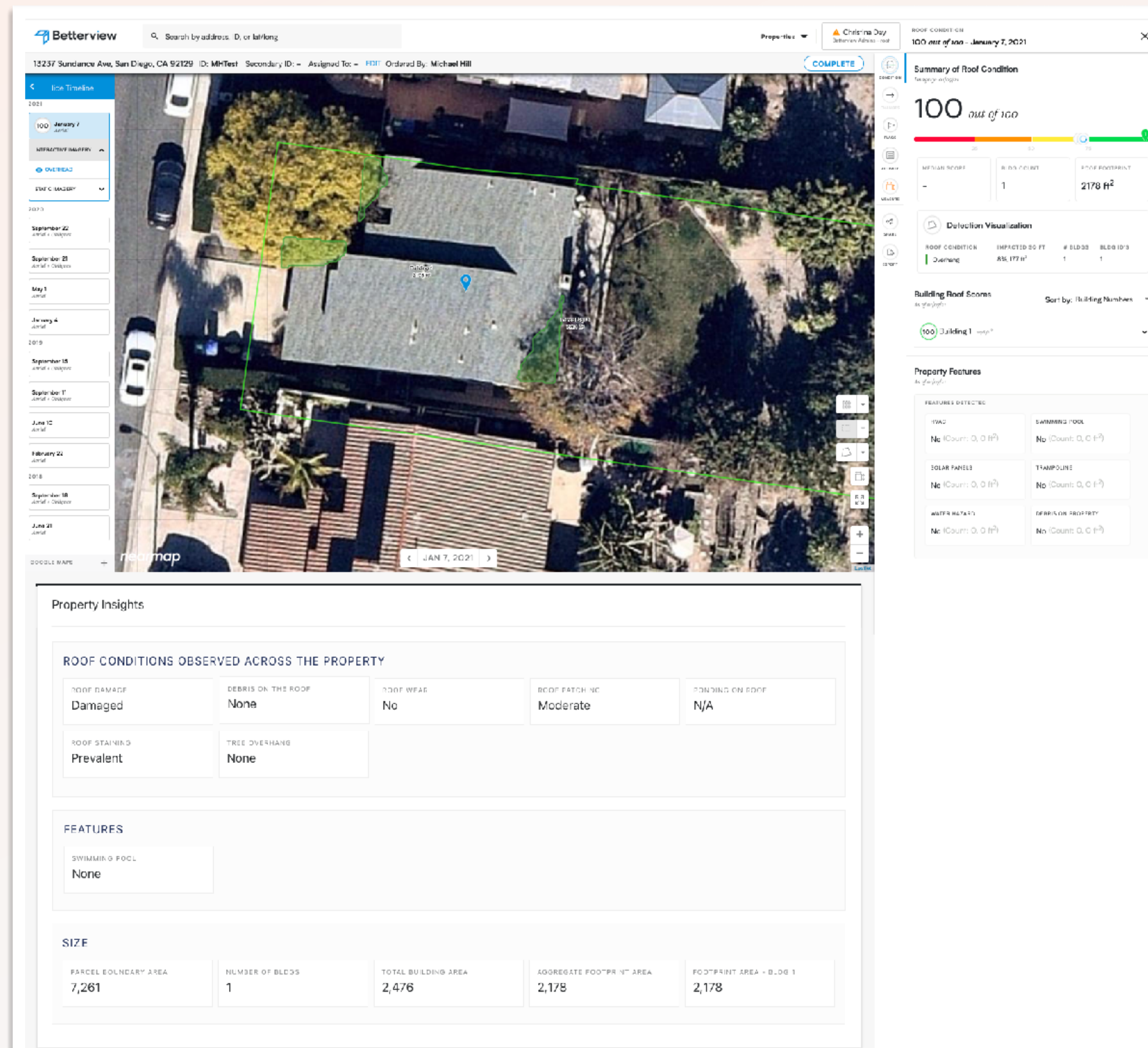
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WATER RISKS

Earthquake	C (moderate damage)	Very Strong shake; 4.6-5.2 on Richter Scale
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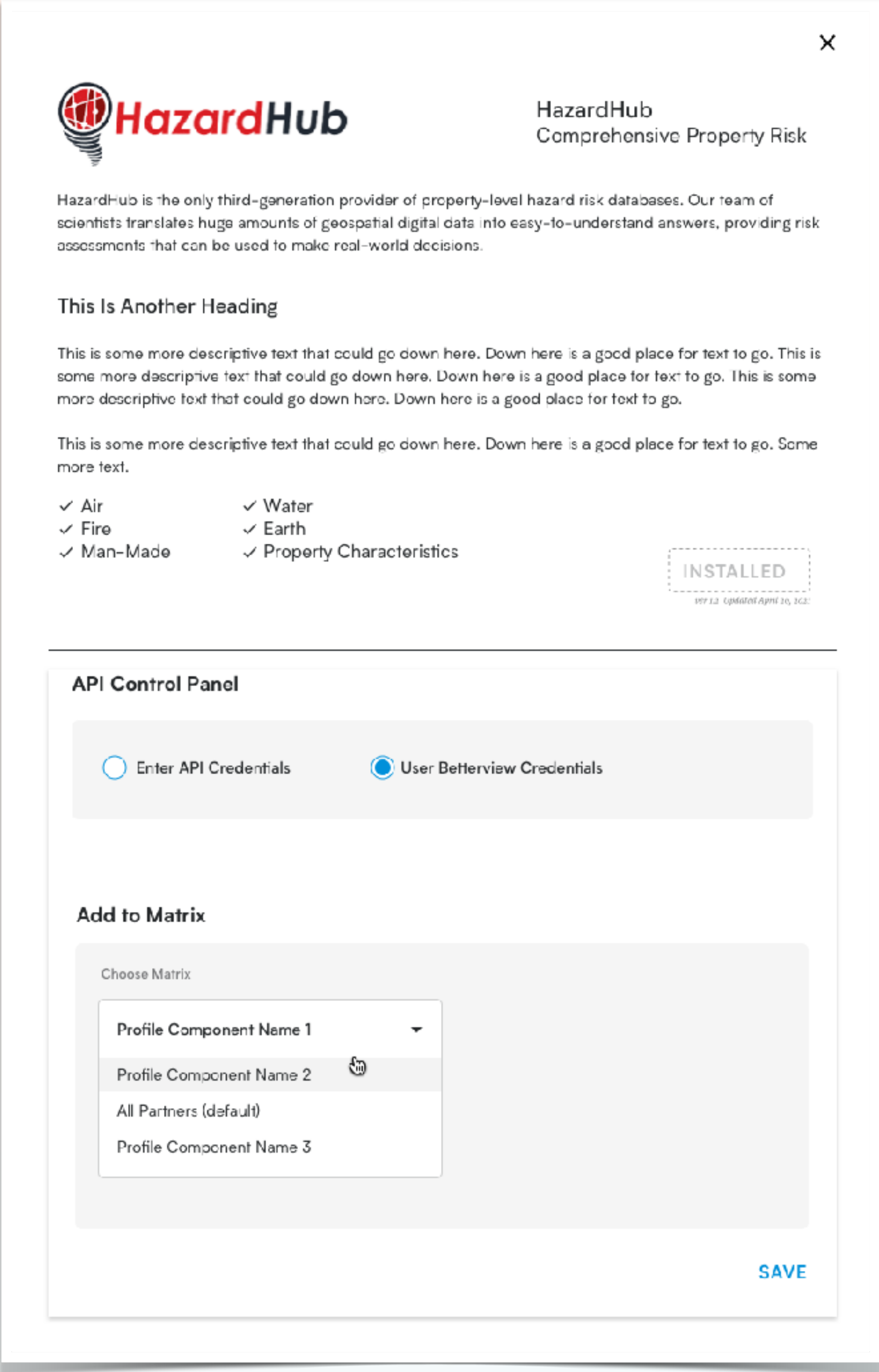
Inactive datapoints are displayed in the PartnerHub Control Panel as well, where admins can choose to reactivate or edit their parameters

The Betterview Dashboard property profile with third party datapoints included



Deep Configuration Equals Deep Value for Underwriters

While a handful of essential PartnerHub data vendors are included by default with the new Betterview experience, underwriters are also invited to customize their property profiles with datapoints and crucial imagery.



Deep Configuration Equals Deep Value for Underwriters

API credentials no longer have to go through a Betterview administrator, and by choosing to expose all available partner datapoints in an easy-to-use workflow, insurance agents can custom-tailor the profile of each property they are managing or prospectively evaluating. This is part of the white-glove approach that Betterview affords to underwriters.

×

Partner Information

About PartnerPartner ConfigurationPreview

Credentials Control Panel

☐ Enter Credentials

☒ Use Betterview Credentials

Add to Matrix

CHOOSE MATRIX


☐ All Matrices (default)

☒ preMIDetection

☒ Default

SAVE

Part of the onboarding flow for PartnerHub includes a portal for user administrators to add their own custom 3rd party data integrations through our API Access workflow



API Access

Org currently has access to the API. To view authO details on the API, [click here](#).

Client ID

R7aqhh8QOiYkcQ8ZzayOpgcoTSBGd9WW

Client Secret

qa5_xnEu-YGK1uTktM29-UBQOvF2jnz_3nXsGuFNOS-1HZA0OgsIDT-aX5cVUmTN


Please store the client secret, above for delivery to the client. The client secret **will not be available on subsequent visits to this page**. If the secret is management interface to view the secret.

Partner Marketplace-PartnerModal Tabs About

Partner Information

About Partner

Partner Configuration



HazardHub

Comprehensive Property Risk

HazardHub is the only third-generation provider of property-level hazard risk databases. Our team of scientists translates huge amounts of geospatial digital data into easy-to-understand answers, providing risk assessments that can be used to make real-world decisions.

This Is Another Heading

This is some more descriptive text that could go down here. Down here is a good place for text to go.

This is some more descriptive text that could go down here. Down here is a good place for text to go.

This is some more descriptive text that could go down here. Down here is a good place for text to go.

This is some more descriptive text that could go down here. Down here is a good place for text to go.

Some more text.

✓ Air

✓ Fire

✓ Man-Made

✓ Water

✓ Earth

✓ Property Characteristics

INSTALLED

ver 1.2 Updated April 20, 2021

Partner Marketplace-PartnerModal Tabs Config

Partner Information

About Partner

Partner Configuration

API Control Panel

Enter API Credentials

User Betterview Credentials

Add to Matrix

Choose Matrix

All Partners (default)

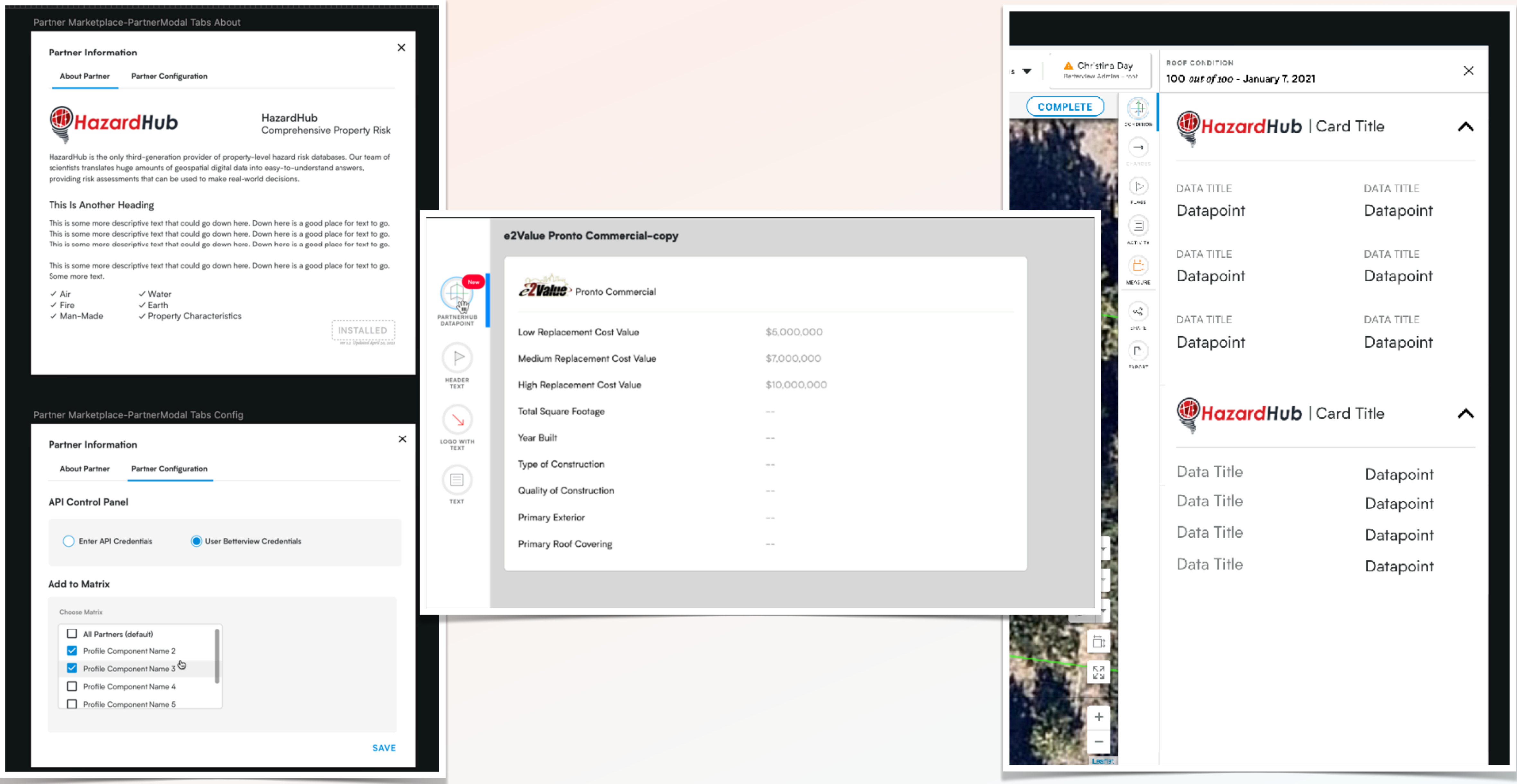
Profile Component Name 2

Profile Component Name 3

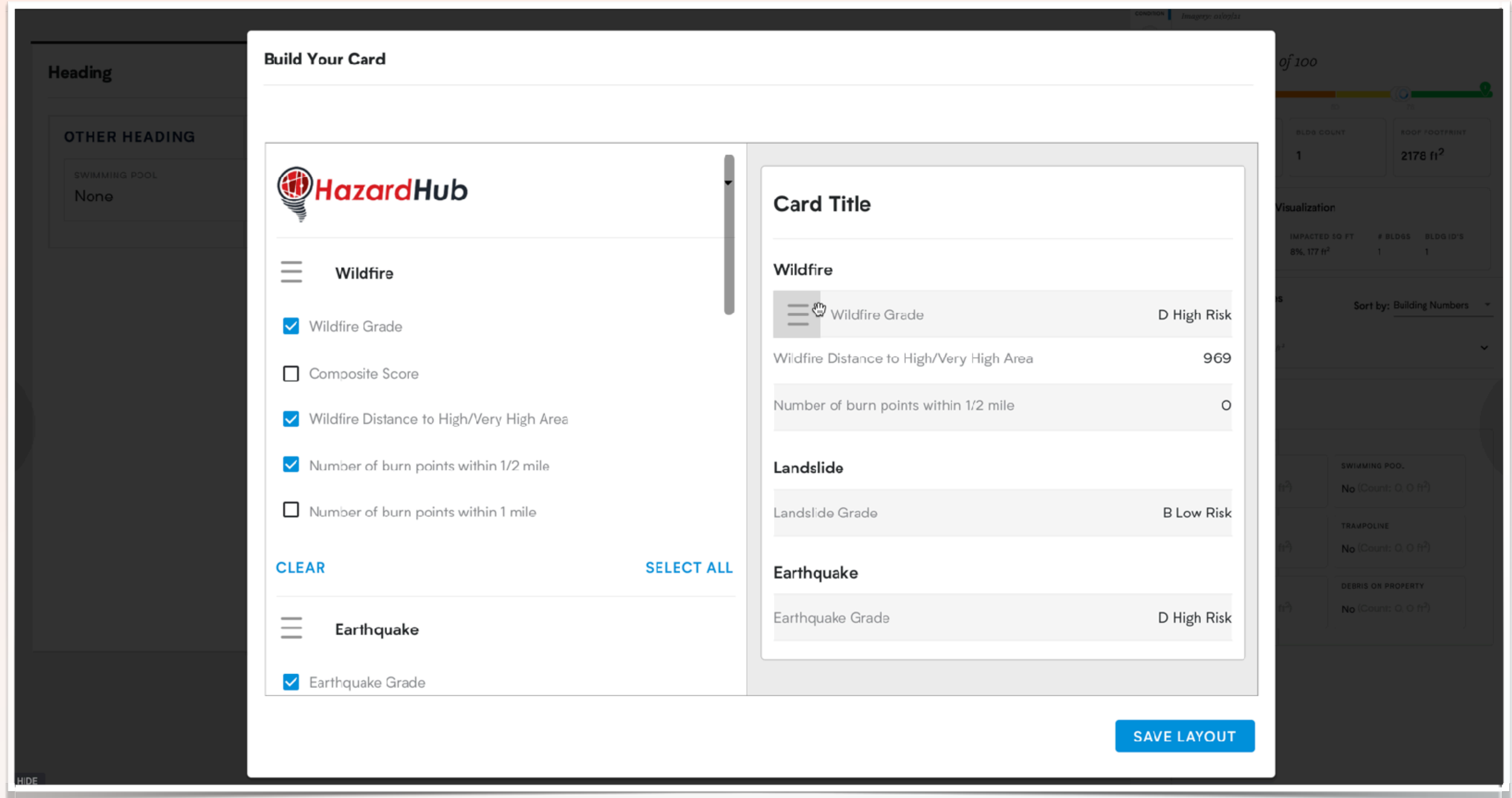
Profile Component Name 4

Profile Component Name 5

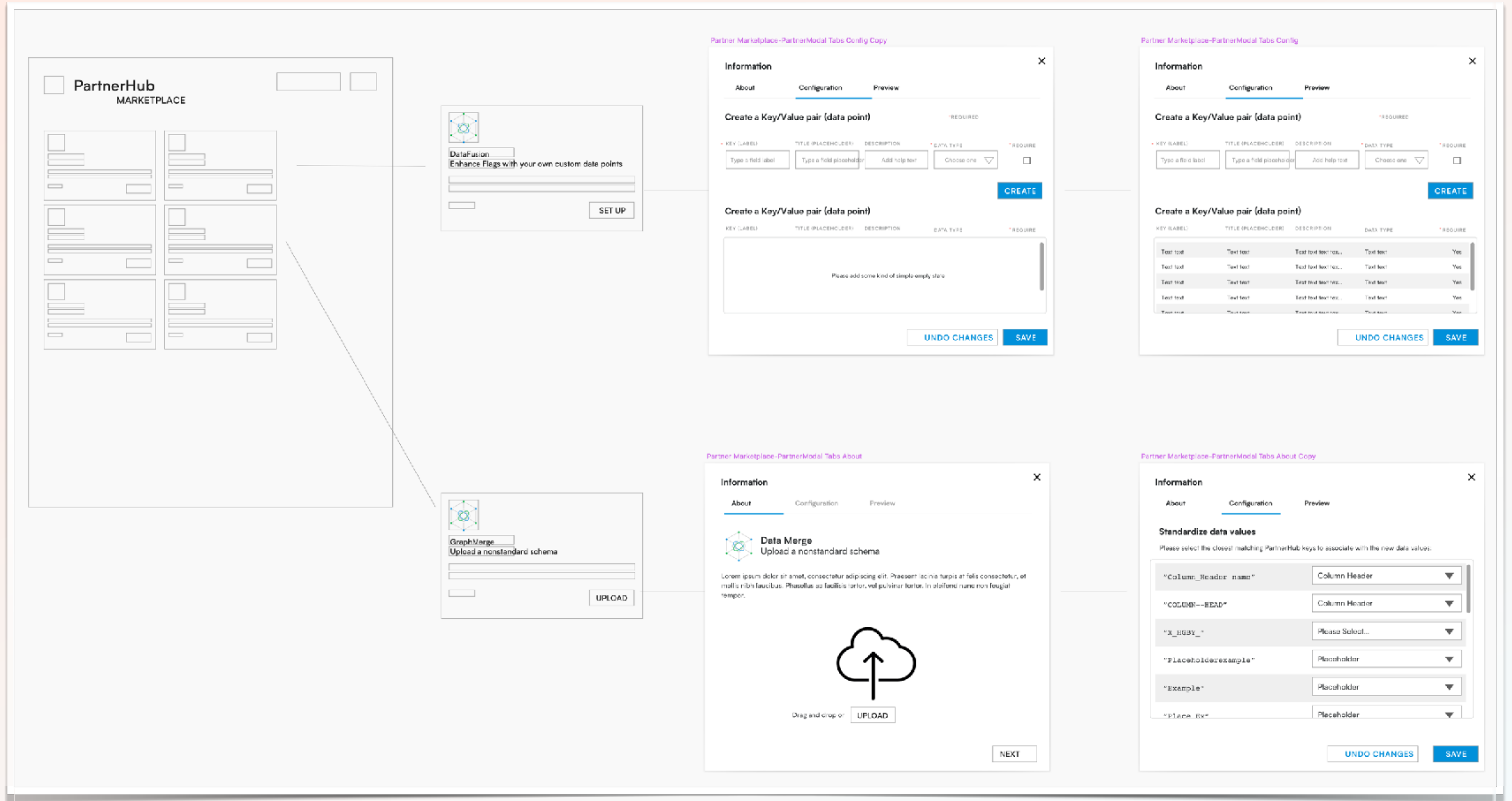
SAVE



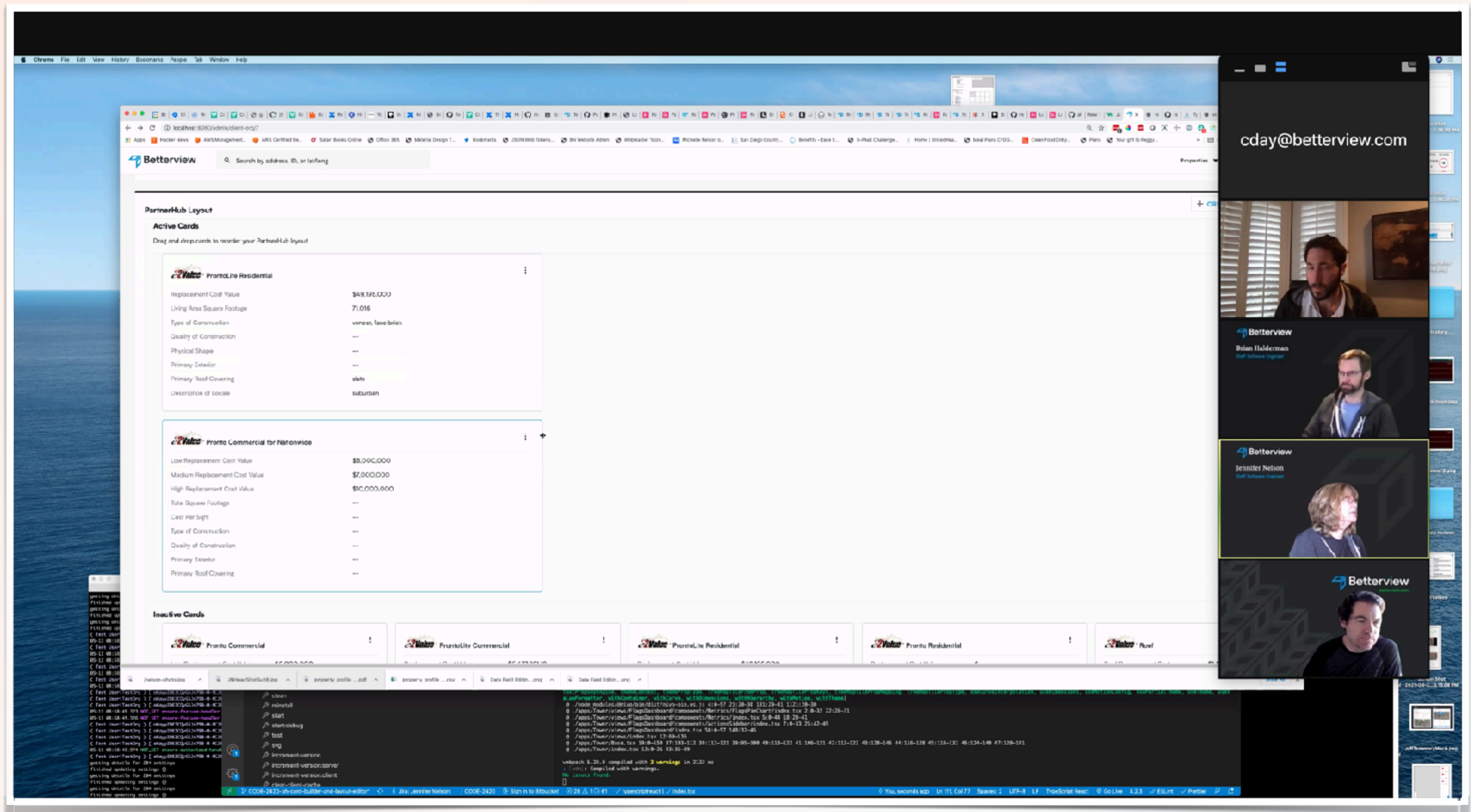
Designing more of the crucial interface details for PartnerHub, including where it can be accessed via the Betterview Dashboard



Some of the nuanced interactions that became a part of the PartnerHub experience and eventually the Customizable Interface experience as a whole

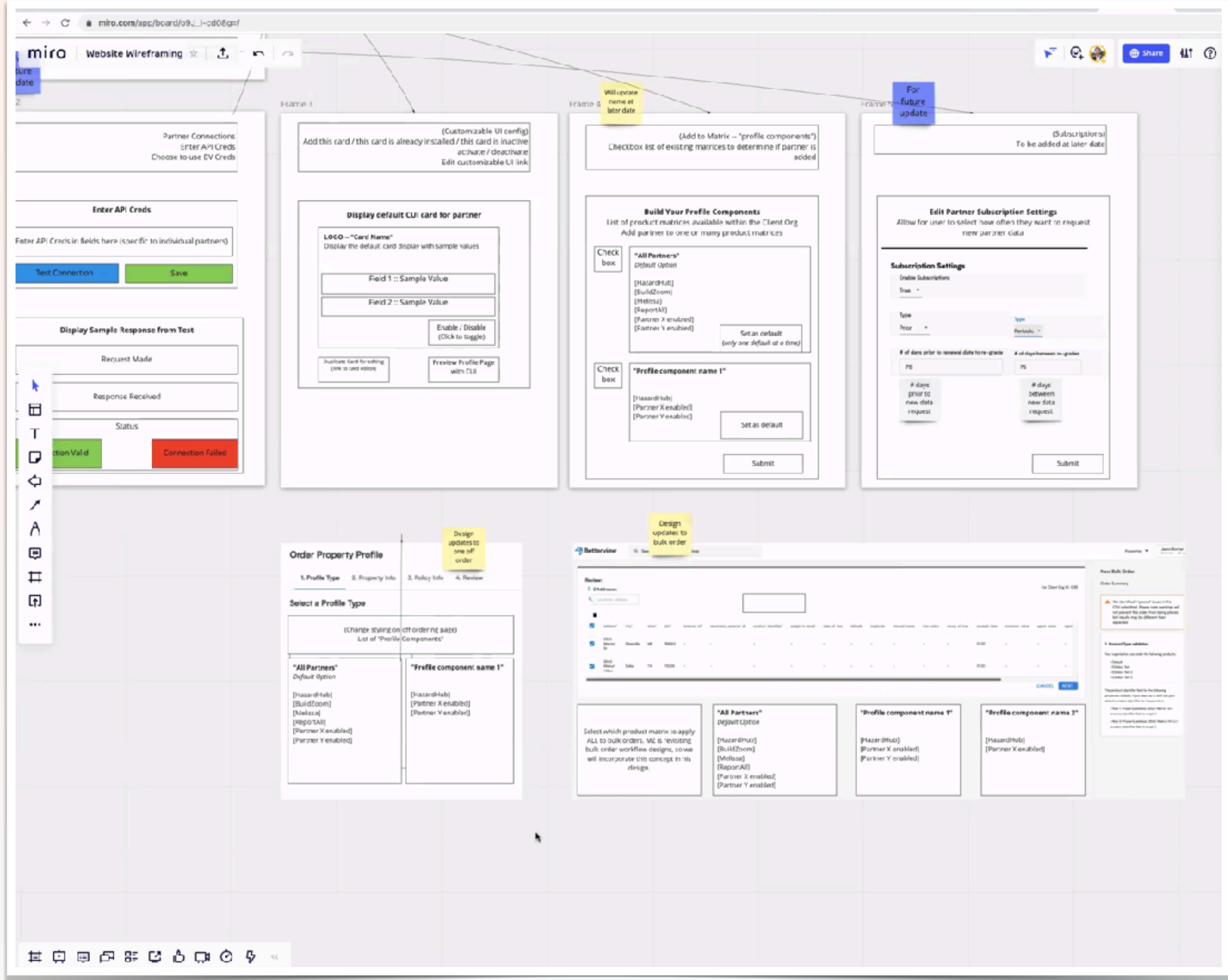


Defining key elements of the PartnerHub onboarding workflow in Sketch



My lead project engineer and I presenting a live view of the PartnerHub Customizable Interface elements to the team after collaborating with engineering to make this feature a reality

Here we are using Miro, a great wire-framing tool for communicating with other stakeholders to define each element involved in building the PartnerHub onboarding workflow, as well as building out the control center where PH subscriptions can be updated after onboarding.

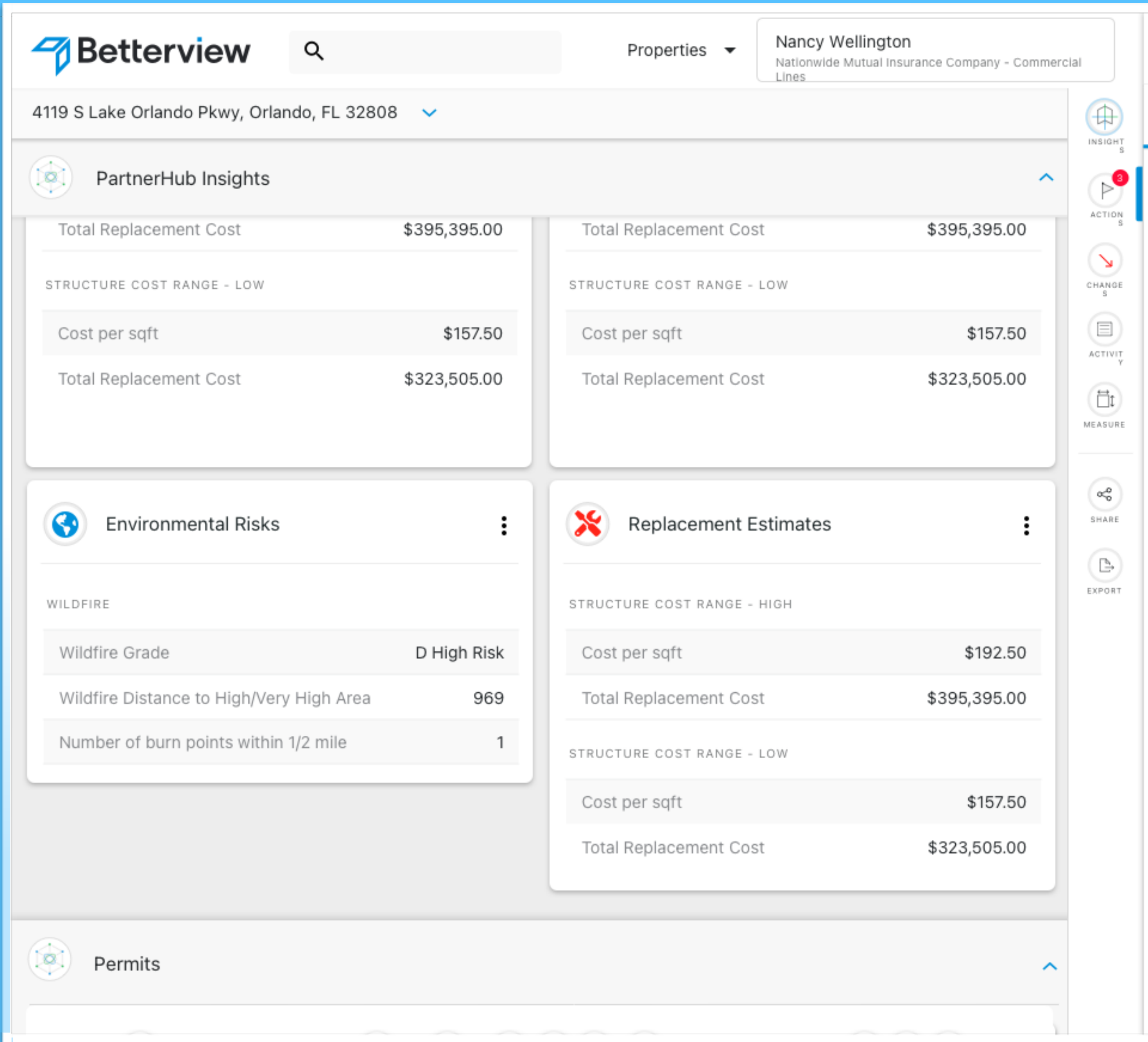


CASE STUDIES

A Brand New Betterview Dashboard: a Modular, Customizable User Interface

A Customizable Interface for Customizable Reporting

Once we had improved the exportable reporting experience for the Spotlights product, we saw a need for the ability to customize the data included in each property profile.



Properties ▾

Nancy Wellington

Nationwide Mutual Insurance Company - Commercial Lines

4119 S Lake Orlando Pkwy, Orlando, FL 32808 ▾

PartnerHub Insights

Total Replacement Cost	\$395,395.00
STRUCTURE COST RANGE - LOW	
Cost per sqft	\$157.50
Total Replacement Cost	\$323,505.00

Environmental Risks

WILDFIRE

Wildfire Grade	D High Risk
Wildfire Distance to High/Very High Area	969
Number of burn points within 1/2 mile	1

Permits

INSIGHTS

ACTIONS 3

CHANGES

ACTIVITY

MEASURE

SHARE

EXPORT

Replacement Estimates

STRUCTURE COST RANGE - HIGH

Cost per sqft	\$192.50
Total Replacement Cost	\$395,395.00

STRUCTURE COST RANGE - LOW

Cost per sqft	\$157.50
Total Replacement Cost	\$323,505.00

FLAGS

Flag History

Uncleared Flags (2)

Cleared Flags (0)

Wildfire Risk

Flagged Today

CLEAR

CAUSE OF FLAG

- Overhang > 100 sqft detected on Building 1
- Debris > 100 sqft detected on Building 1
- Building 1 is < 100 ft from 2 historical wildfire burn points

COMMENTS

First Last mm/dd/yy

Underwriter can leave comments about their evaluation of the risk and what they were planning to do next once they cleared the flag. This gets exported to PDF.

Reply • Like

First Last mm/dd/yy

Underwriter can leave comments about their evaluation of the risk and what they were planning to do next once they cleared the flag. This gets exported to PDF.

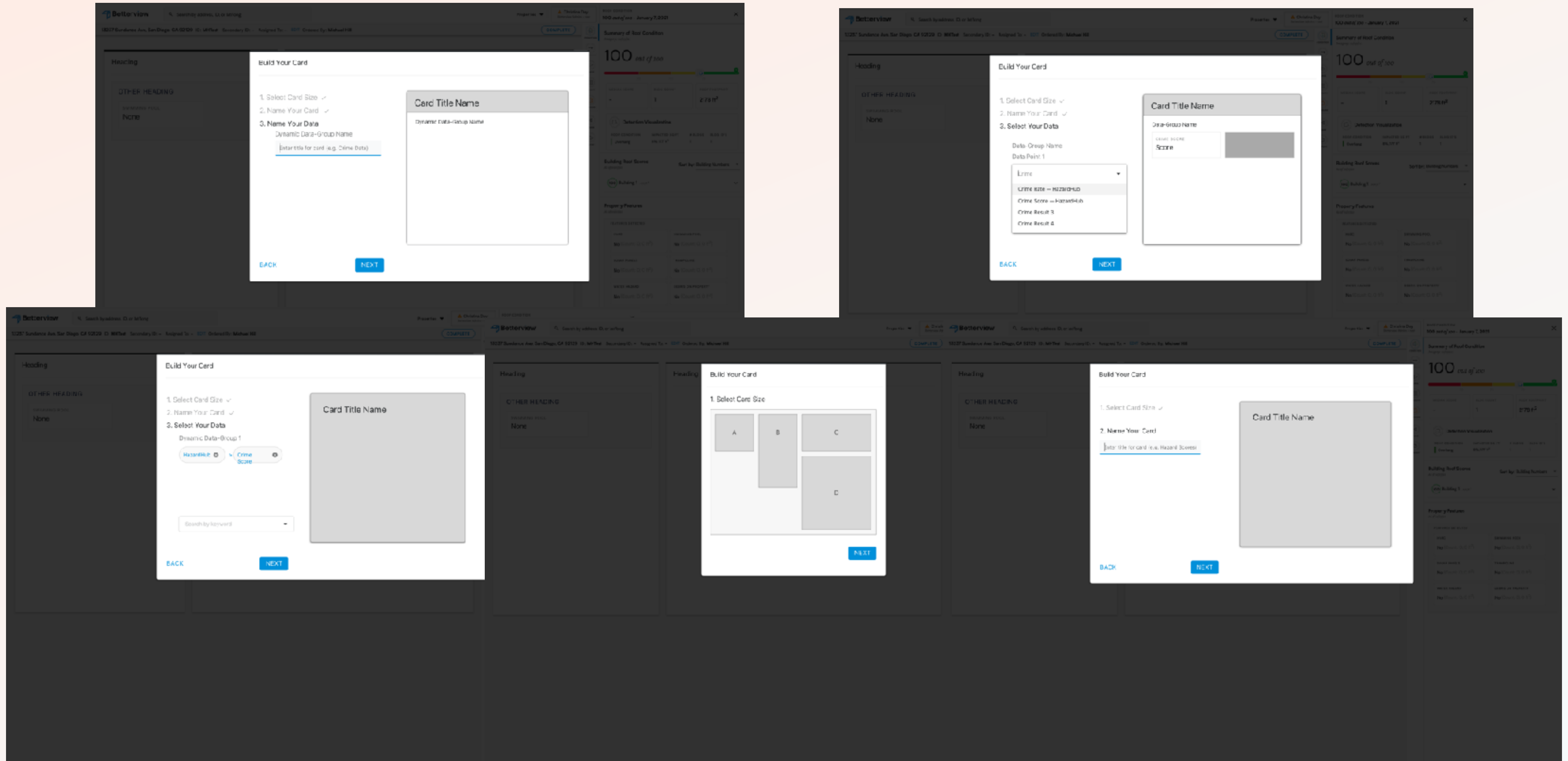
Reply • Like

Me mm/dd/yy

Underwriter can see comments left by colleagues, but can only edit and delete their own comments.

Reply • Edit • Delete • Like

Add a comment



Part of the onboarding flow for PartnerHub includes a portal for user administrators to add their own custom 3rd party data integrations through our API Access workflow

Customize Your Card

CANCEL

SAVE & EXIT

 Card Title

Subheading

+ ADD ROW

Choose Your Data

Empty

Choose Your Data

Empty

Choose Your Data

Empty

Field Attributes

Choose Data Set

HazardHub

Data Field

Type a search string then press ENTER

Lattitude
Longitude
List Text
List Score
Zip
Hail Text
Hail Score
Wind Text
Wind Score
Crime Text
Crime Score
Radon Text
Radon Score
State
Hh Pfs Value
Hh Pfs Water Score
Hh Pfs Rating Group
Hh Pfs Average Pct Lost
Hh Pfs Estimated Loss Amount
Something Else
Something Else
Something Else
Something Else
Something Else
Something Else
Something Else

CANCEL SELECT

Choose Your Template

CANCEL

SAVE & EXIT

1. Template Name

Card Title

Wildfire

Wildfire Grade D High Risk

Wildfire Distance to High/Very High Area 969

Number of burn points within 1/2 mile 0

3. Template Name

Card Title

Column Title		Column Title	
Wildfire Grade	D High Risk	Wildfire Grade	D High Risk
Wildfire Distance to High/Very High Area	969	Wildfire Distance to High/Very High Area	969
Number of burn points within 1/2 mile	0	Number of burn points within 1/2 mile	0

2. Template Name

Card Title

Wildfire

CRIME SCORE Score

CRIME SCORE Score

ACTIVE CARDS

Drag and drop cards to change the order in which they appear on all Properties

Card Title

Wildfire

Wildfire Grade D High Risk

Wildfire Distance to High/Very High Area 969

Number of burn points within 1/2 mile 0

Card Title

Wildfire

INACTIVE CARDS

Card Title

Wildfire

CRIME SCORE Score

CRIME SCORE Score

Building Your Own Dashboard Components

With the ability to fully customize each datapoint being displayed, each property profile and associated risk score is guaranteed to be the most relevant to the context of that property and the needs of the underwriters' clients.

Build Your Card

1. Select Card Size ✓

2. Name Your Card ✓

3. Select Your Data

Data-Group Name

Data Point 1

Search by Category

Crime Data — HazardHub

Earthquake Data — HazardHub

Flood Data — HazardHub

Groundwater Data

HVAC Detection

Card Title Name

Data-Group Name

CRIME SCORE

Score

Crime Score

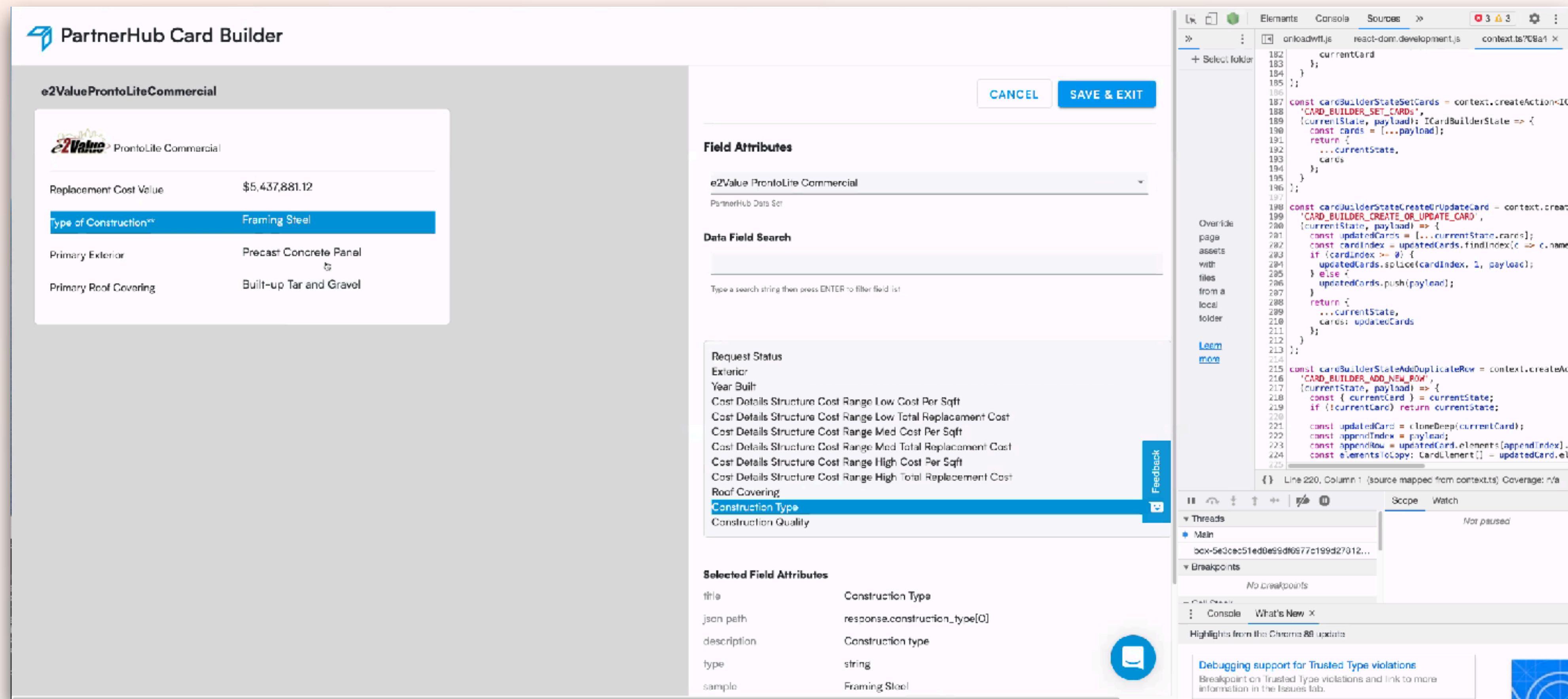
Homicide Rate

Larceney Rate

Burglery Rate

BACK

NEXT



The ‘Card Building’ workflow

I worked with engineering to create a workflow that made the Custom Interface possible. Here we are using the Card Builder to create components featuring information from some of our critical data partners, one of the many options for the widget-style custom interface

The Power of Customer Uploaded Data

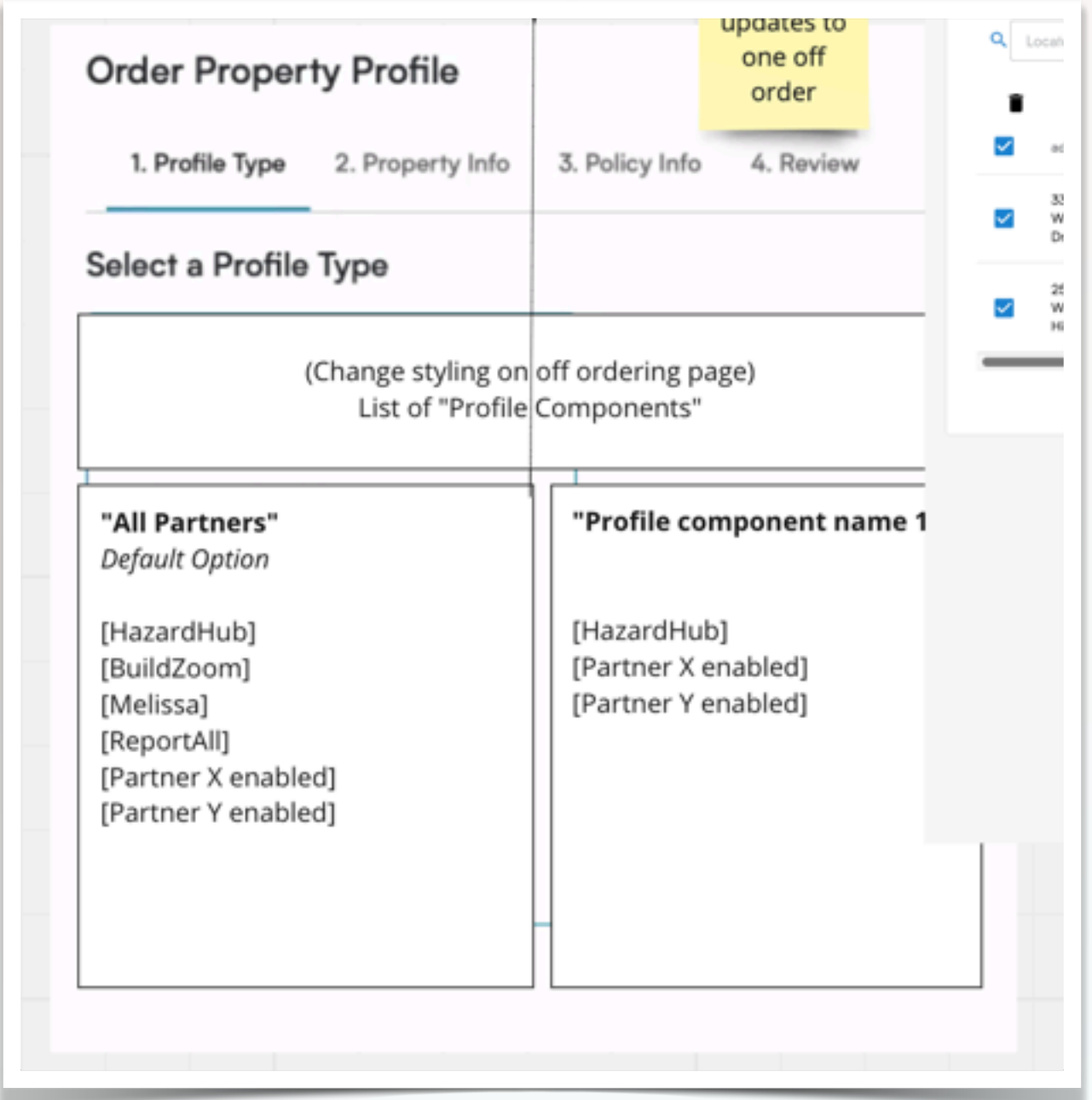
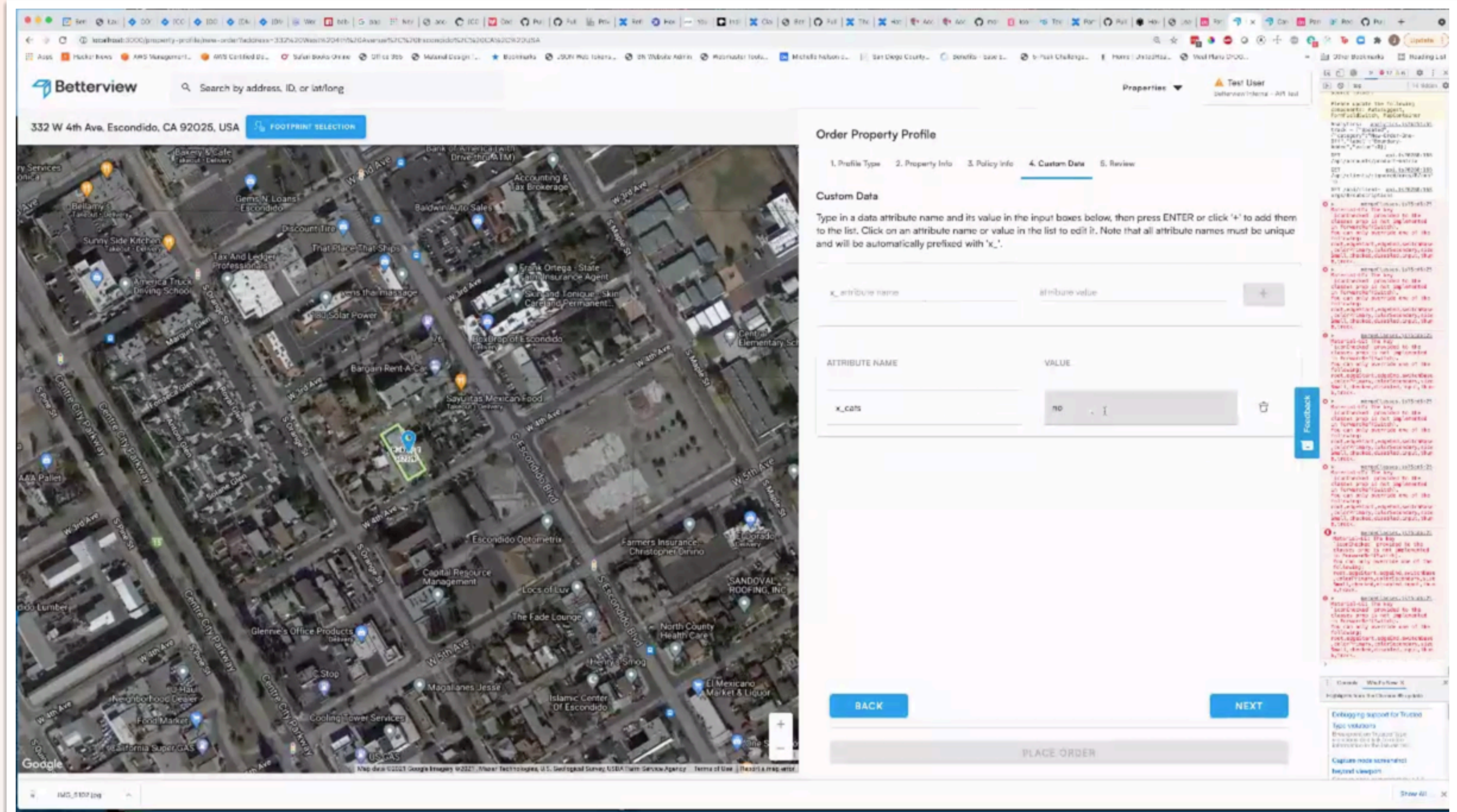
To complete the full custom experience, Betterview administrators can now upload their own third-party information and datapoints to be included in property scoring and risk assessment

The screenshot displays the Betterview web application interface. At the top, there is a search bar labeled "Search by address, ID, or lat/long" and a user profile for "Michael Zimmer". Below the search bar, there is a section for "Enable Subscriptions" with a dropdown menu set to "False".

The main section is titled "Custom Data Schema" and contains a table with columns: key, title, description, DATA_TYPE, and REQUIRED. A blue circle highlights the table structure. The table has one row with the following values: key, title, description, DATA_TYPE, and REQUIRED. There are "UNDO CHANGES" and "SAVE" buttons to the right of the table.

Below the "Custom Data Schema" section is the "PartnerHub Layout" section, which includes a "+ CREATE NEW CARD" button. Under "Active Cards", it states: "No cards have been activated for your PartnerHub layout. Click on an ellipsis menu in one of the cards below to activate that card and add it to your PartnerHub layout." Under "Inactive Cards", there is a card titled "BETTERVIEW BUILDZOOM PERMITS - BUILDZOOM PERMITS" which contains a "Permits" chart. The chart shows a timeline from 2014 to 2021 with data points: 2014 (2), 2019 (1), 2020 (1), 2021 (1), and 2022 (1). The x-axis is labeled "Number of Permits" and the y-axis is labeled "Buildout Permit Value".

On the right side of the interface, there is a "Feedback" button and a "Console" window showing HTML code.



CASE STUDIES

Take Action on At-Risk Properties With the Property Action Dashboard and the New Action Flag Builder

Action-Oriented Risk Management Tools

The Betterview Action Flag Builder system allows admins and underwriters to organize to take action to improve the risk status of properties that are in peril

Flag History

As of 02/05/21



High Priority

Flagged 03/08/21

CAUSE OF FLAG

- Buildings 1, 2 scored between 0 and
- Overhang Detected on building 4 b



Yard Debris

Flagged 03/08/21

Flagged 03/08/21

ALL FLAGS

FILTER BY WORKSPACE

All workspaces

Show deleted flags

+ CREATE A NEW FLAG

High Risk Roof Score

ACTIVATED FOR:

Notifications (Client Org 606), John_Harris_Coverage (Client Org 578), test (Client Org 586), test (Client Org 599), Covered (Client Org 617)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

0 ≤ Assign Roof Score Range ≤ 10

Medium Risk Roof Score

ACTIVATED FOR:

Notifications (Client Org 606), John_Harris_Coverage (Client Org 578), test (Client Org 586), test (Client Org 599)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

11 ≤ Assign Roof Score Range ≤ 40

Low Risk Roof Score

ACTIVATED FOR:

Notifications (Client Org 606), John_Harris_Coverage (Client Org 578), test (Client Org 586), test (Client Org 599)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

41 ≤ Assign Roof Score Range ≤ 100

Assessor Permits

ACTIVATED FOR:

test (Client Org 599)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

1 ≤ Improvement Value ≤ 10000000

OR

49999 ≤ Value of permit

OR

Search: addition

OR

Multiple Buildings

ACTIVATED FOR:

test (Client Org 599)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

500 ≤ Secondary Building Size ≤ 898

Water Hazard

ACTIVATED FOR:

test (Client Org 599)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

Flood Risk: Yes

OR

Water Hazard: Yes

1. Roof condition

2. Roof attributes

3. Property features

4. Weather

5. Permits

6. Assessor data

7. Location

8. Hazard Hub

9. e2Value

Damage Count: 0

Debris on Roof Count: 0

Missing shingles Count: 0

Overhang Count: 0

Patching Count: 0

Ponding Count: 0

Roof Score Count: 0

Rust Count: 0

Staining Count: 0

Wear Count: 0

Worn shingles Count: 0

$0 \leq \text{Solar Panels ft}^2$

OR

$50 \leq \text{Yard Debris} \leq 100 \text{ ft}^2$

OR

$100 \leq \text{Yard Debris ft}^2$

OR

$0 \leq \text{Swimming Pool ft}^2$

Define the relationship between variables:

OR

Granular Control Means Optimized Communication

Whether the Action Flag information is being viewed by an underwriter or their clientele, crystal-clear icons, color coding, and labeling ensure each risk is accounted for and tracked

Create Flag

Name of Flag

FLAG COLOR:*

ACTIVATION STATUS:*

Live Draft Deleted

DESCRIPTION:*

Enter description

INDICATOR:*

Icon Text

Search all icons

ambulance

anchor

balance-scale

balance-scale-left

balance-scale-right

bath

bed

beer

bell

bell-slash

bell-slash

bicycle

binoculars

birthday-cake

blind

bomb

bookmark

bookmark

briefcase

building

building

car

coffee

crosshair

CANCEL

SAVE

Filter by:

Order Date: Apr 2021 - Today










































































































Assigned To

Flags:

Uncleared Flags

Unviewed Properties

All Properties

<input type="checkbox"/>	Address	Flags ▾	Total	External ID	Assigned To	Subscription	Score	Score Date
<input type="checkbox"/>	9449 Church Road, Dallas, TX 75238	      	7	CVG427033-33	-		19-100	6/18/2021
<input type="checkbox"/>	9449 Church Rd, Dallas, TX 75238	      	7	test	-		19-100	6/18/2021
<input type="checkbox"/>	1201 Geranium Avenue, North Port, FL 34287	     	6	CVG3G2299-283	-		20-100	6/2/2021
<input type="checkbox"/>	1799 Zurich Way, Schaumburg, IL 60196	     	6	TEST	-		0-100	5/3/2021
<input type="checkbox"/>	4980 City Center Boulevard, North Port, FL 34287	     	6	CVG3G2299-294	-		37-100	6/2/2021
<input type="checkbox"/>	1525 Blount St, Raleigh, NC 27603	      	6	1901559 Test	-		25	5/21/2021
<input type="checkbox"/>	2775 Shalmer Terrace, North Port, FL 34287	     	6	CVG3G2299-313	-		15-100	6/2/2021
<input type="checkbox"/>	121C-e N. Council, OK City, OK 73127	    	5	377115	-		42-66	5/12/2021
<input type="checkbox"/>	200 Whitewood St, San Antonio, TX 78242	    	5	3G3376	-		9-100	5/12/2021
<input type="checkbox"/>	5158D W Loop 281 S, Longview, TX 75603	    	5	383516	-		39-100	5/12/2021
<input type="checkbox"/>	6844 SACHEL FORD RD, COLUMBIA, SC 29206	    	5	215632	-		7-74	5/11/2021
<input type="checkbox"/>	2170 Braeburn E Dr, Indianapolis, IN 46219	    	5	1150436	-		26-100	5/12/2021
<input type="checkbox"/>	440C STYERS FERRY RD, WINSTON SALEM, NC 27104	    	5	1021977	-		22-100	5/11/2021
<input type="checkbox"/>	6842 SACHEL FORD RD, COLUMBIA, SC 29206	    	5	215633	-		7-74	5/11/2021
<input type="checkbox"/>	4141 Spring Valley Rd, Addison, TX 75001	    	6	CG122021-01-JB	-		22-100	5/12/2021
<input type="checkbox"/>	4215 Eastern Ave, Baltimore, MD 21224	    	5	test	-		30-77	5/23/2021
<input type="checkbox"/>	02 PR 2050, Oxford, MS 38655	    	6	1133018	-		47-100	6/30/2021
<input type="checkbox"/>	17404 E Euclid Ave, Spokane Valley, WA 99216	    	5	144053	-		23-89	5/12/2021
<input type="checkbox"/>	220 E Katella Ave, Anaheim, CA 92802	    	5	360924	-		13-100	5/12/2021

- ACTION FLOW
- METRICS
- NEIGH
- CLEAR FLAGS

ACTION FLOW

9449 Church Road, Dallas, TX 75...

Uncleared Flags (7)

Cleared Flags (0)


Solar & Trampolines

Flagged 06/18/21

X CLEAR

CAUSE OF FLAG

- greater than or equal to 1 Solar Panels on property


Extreme Hail Risk

Flagged 06/18/21

X CLEAR

CAUSE OF FLAG

- enhanced hail params.nearest hail incident.year between 2014 and 2050
- enhanced hail params.nearest hail incident.inches between 0.75 and 30


High Hail Risk

Flagged 06/18/21

X CLEAR

CAUSE OF FLAG

- Damaging hail events over the last 10 years: greater than or equal to 15


High Priority

Flagged 06/18/21

X CLEAR

CAUSE OF FLAG

- Buildings 1, 2, 12, 14 scored between 0 and 50
- Building 13 Overhang Detected between 10 and 100%


Medium Priority

Flagged 06/18/21

X CLEAR

CAUSE OF FLAG

- Buildings 3, 9 scored between 51 and 80


Metal Roofs with Rust

X CLEAR

Filter by:

Order Date: Mar 2021 - Today

Assigned To

Flags:

Uncleared Flags

Unviewed Properties

All Properties

<input type="checkbox"/>	Address	Flags ↓	Total	External ID	Assigned To	Subscription	Score	Score Date
<input type="checkbox"/>	1309 Holly Drive, Richardson, TX 75080		7	CVG427088-45	-		23-100	6/18/2021
<input type="checkbox"/>	9449 Church Rd, Dallas, TX 75238		7	test	-		19-100	6/18/2021
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<input type="checkbox"/>	1201 Geranium Avenue, North Port, FL 34287		6	CVG362299-283	-		20-100	6/2/2021
<input type="checkbox"/>	4980 City Center Boulevard, North Port, FL 34287		6	CVG362299-294	-		37-100	6/2/2021
<input type="checkbox"/>	1299 Zurich Way, Schaumburg, IL 60196		6	TEST	-		0-100	5/3/2021
<input type="checkbox"/>	1525 Blount St, Raleigh, NC 27603		6	1901559 Test	-		25	5/21/2021
<input type="checkbox"/>	2775 Shalimar Terrace, North Port, FL 34287		6	CVG362299-313	-		15-100	6/2/2021
<input type="checkbox"/>	1210-e N. Council, OK City, OK 73127		5	377116	-		42-66	5/12/2021
<input type="checkbox"/>	6844 SATCHEL FORD RD, COLUMBIA, SC 29206		5	215632	-		7-74	5/11/2021
<input type="checkbox"/>	200 Whitewood St, San Antonio, TX 78242		5	363376	-		9-100	5/12/2021
<input type="checkbox"/>	2170 Braeburn E Dr, Indianapolis, IN 46219		5	1150436	-		26-100	5/12/2021
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<input type="checkbox"/>	6842 SATCHEL FORD RD, COLUMBIA, SC 29206		5	215633	-		7-74	5/11/2021
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<input type="checkbox"/>	4141 Spring Valley Rd, Addison, TX 75001		6	05122021-01-JB	-		22-100	5/12/2021
<input type="checkbox"/>	1151 2nd St, Bloomington, IN 47403		5	1 test	-		43-100	5/5/2021
<input type="checkbox"/>	20021 Exeter St, Detroit, MI 48203		5	test	-		4-36	6/2/2021
<input type="checkbox"/>	02 PR 2050, Oxford, MS 38655		6	1133018	-		47-100	6/22/2021
<input type="checkbox"/>	4215 Eastern Ave, Baltimore, MD 21224		5	test	-		30-77	5/28/2021
<input type="checkbox"/>	17404 E Euclid Ave, Spokane Valley, WA 99216		5	144053	-		23-89	5/12/2021
<input type="checkbox"/>	5950 Sam Shapos Way, North Port, FL 34287		5	CVG362299-289	-		30-100	6/2/2021
<input type="checkbox"/>	6851 Willow Creek Circle, North Port, FL 34287		5	CVG362299-310	-		33-88	6/2/2021
<input type="checkbox"/>	12560 Tamiami Trail, North Port, FL 34287		5	CVG362299-327	-		47-100	6/2/2021
<input type="checkbox"/>	104 Bombay Dr, Columbia, SC 29209		5	376244	-		8-54	5/11/2021
<input type="checkbox"/>	5308 ELLA ST, PANAMA CITY, FL 32404		5	701450	-		0-65	5/11/2021
<input type="checkbox"/>	730 N Circle Dr, CO Springs, CO 80909		5	142971	-		45-70	5/12/2021
<input type="checkbox"/>	398 LANKERSHIM, HIGHLAND, CA 92346		5	921000	-		23-100	5/12/2021
<input type="checkbox"/>	7900 Northaven Rd, Dallas, TX 75230		5	Redwoods test	-		6-100	5/4/2021
<input type="checkbox"/>	13475 BANCROFT AVE, SAN LEANDRO, CA 94578		5	207968	-		18-69	5/12/2021
<input type="checkbox"/>	5725 Greenwood Avenue, North Port, FL 34287		5	CVG362299-286	-		49-100	6/2/2021
<input type="checkbox"/>	60758 County Road 19, Goshen, IN 46528		5	490644	-		4-78	5/11/2021
<input type="checkbox"/>	284 6 Mile Rd, Whitmore Lake, MI 48189		5	381008	-		7-74	5/11/2021
<input type="checkbox"/>	3707 Summerhill Rd, Texarkana, TX 75503		5	382145	-		8-66	5/12/2021
<input type="checkbox"/>	350 Bateman Rd, Barrington, IL 60010		5	HNW Example	-		54	5/21/2021

ACTION FLOW

METRICS

ASSIGN

CLEAR FLAGS

Rachel
New Webinar!
webinar to the

618 Avenue E, San Antonio, TX 78215

COMPLETE

PRIORITY

Low – January 13, 2018

MEDIAN SCORE	BLDG COUNT	ROOF FOOTPRINT
–	1	7721 ft ²

Priority
As of 01/13/18

LOW

Our evaluation of the property yields a set of problems that are considered low priority (41–100).

5401 25th Ave, Minneapolis, MN 55417

COMPLETE

PRIORITY

Low – May 2, 2018

MEDIAN SCORE	BLDG COUNT	ROOF FOOTPRINT
–	1	2012 ft ²

Priority
As of 05/02/18

LOW

Our evaluation of the property yields a set of problems that are considered low priority (41–100).

https://tov

Property Risks

Powered by Betterview

Additional Property Info

 13,071 BUILDING SQ. FT.	 142,759 LOT SQ. FT.	 1926 YEAR BUILT	 \$2,522,740 CALC. IMPROVEMENT VALUE	 \$26,231,563 CALC. TOTAL VALUE
---	---	---	---	--

Threat of Severe Weather

Threat Summary: ● High: 2 ● Moderate - High: 2 ● Moderate: 1 ● Low: 7

Hurricane Risk	● High Threat of hurricane occurring in region is high.	Distance to Coast: 945 feet
Storm Surge Risk	● High Threat of storm surge occurring due to hurricane in region is high.	
Hail Risk	● Moderate - High Threat of hail events over __ inches in region is moderate - high.	Damaging events over last decade: 20.501
Earthquake Risk	● Moderate - High Threat of earthquake causing moderate/heavy damage in region is moderate/high.	Designated Fault: < 3 ft above ground Fracking Earthquake: > 3 ft above ground Fault Earthquake: > 6 ft above ground
Tsunami Risk	● Moderate Threat of tsunami occurring in region is moderate.	In Tsunami Evacuation Zone: Yes

View Low Risk Threats (7) 

Threat of Crime

Threat Summary: ● Moderate: 4 ● Low: 4

Crime	● Moderate Threat of crime in region is moderate.
Robbery	● Moderate Threat of robbery in region is moderate.
Larceny	● Moderate Threat of larceny in region is moderate.
Auto Theft	● Moderate Threat of auto theft in region is moderate.

View Low Risk Threats (4) 

Threat of Environmental Risks

Threat Summary: ● Moderate: 1

Radon	● Moderate Threat of radon is moderate.	Predicted average indoor radon screening levels: 2 to 4 pCi/L
-------	---	---

Other Threats

Threat Summary: ● Low: 1

Drug & Alcohol Deaths	● Low Death caused by drug and/or alcohol use in region is Low.	Number of Deaths: 20277 Number of Deaths per 100K People: 747.4
-----------------------	--	--

Hide Low Risk Threats (1) 

Factors that affect confidence

- Image Quality -
- Google
- Overhang coverage
- Model confidence
- Footprint
- Number of maladies detected - 95%
- Structural damage only 75%

```
jupyter condition_confidence_with_tf2 Last Checkpoint: 03/11/2021 (autosaved)
File Edit View Insert Cell Kernel Widgets Help Trusted | Py
+ ↶ ↷ ↵ ↶ ↷ ↵ Run Code
Predicted on 18 December 2020, 11:07:29 - log# 2020-12-18-05-14-56-644
7.0.1, 4.0.0, 7.0.3

gsd 24.2936
overall_prediction_confidence 0.875256
footprint_dissimilarity_score_b 30355
footprint_dissimilarity_score_a 0
condition_score 0.115818
building_square_pixels 719120
gsd_band_score 0.542384
iip digitalGlobe
iip_quality_score 0.75
iip_reliability_score 1
overhang_score 0.69356
num_detections_score 0.961111
structural_damage_score 1
google_gsd_score 1
footprint_dissimilarity_score_b_norm 0.0422113
footprint_dissimilarity_score_a_norm 0
footprint_norm 0.0422113
footprint_log10norm -1.37457
footprint_z 1.09761
footprint_log10norm_mu -1.85603
footprint_log10norm_sigma 0.438643
footprint_score 0.94512
confidence_score 0.299079
old_confidence_score 0.316446
Name: 897967, dtype: object

structural_damage 0
missing_shingles 0
tarp 0
debris 0
rust 0
patching 0
ponding 0.919287
staining 0.60984
worn_shingles 0
overhang 0.30644
Name: 897967, dtype: object

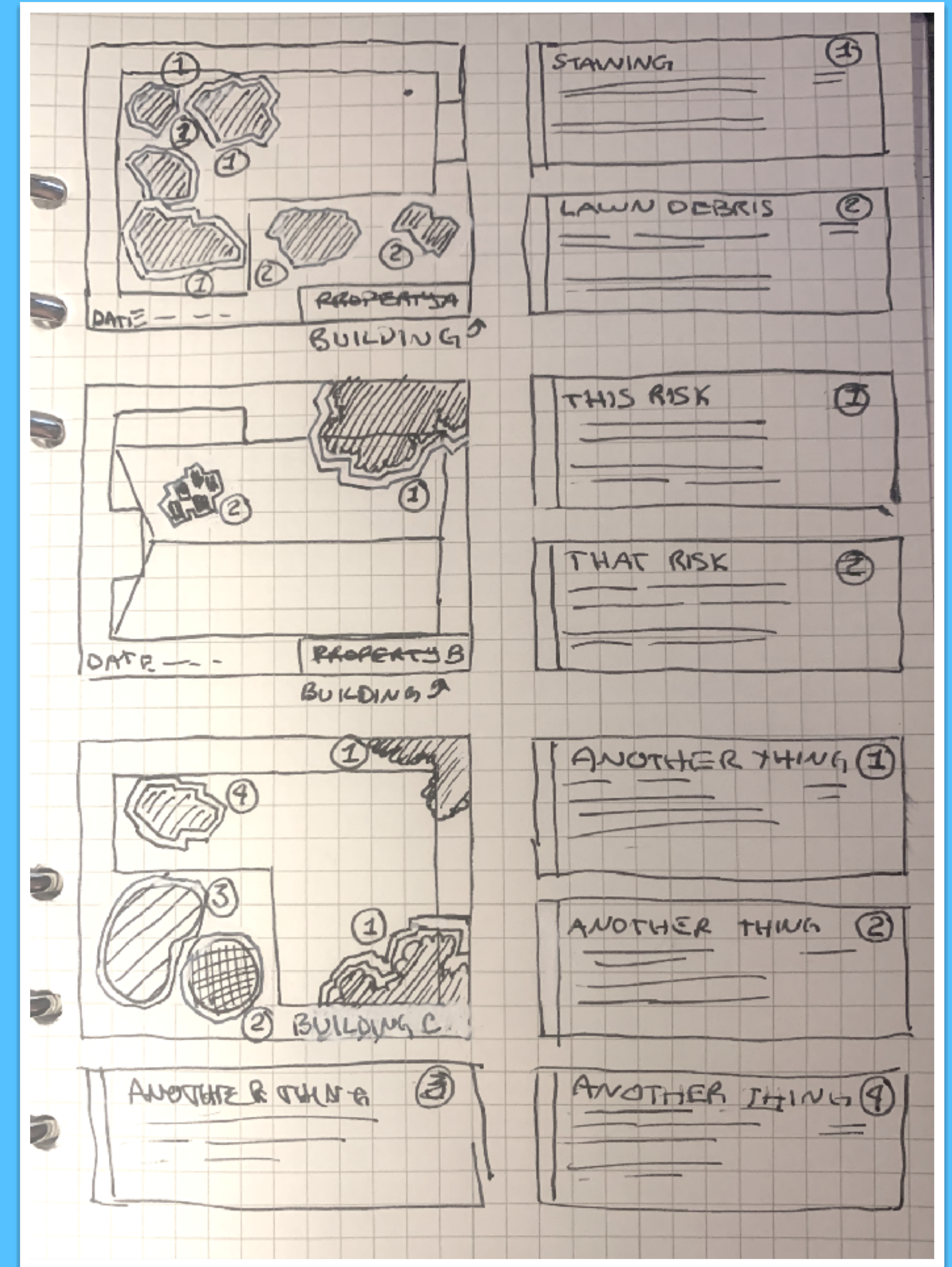
Condition: 11.581787869383104
Confidence: 29.907925313208505
https://tower.betterview.com/api/proxy/gcs/GTU/897967/masked_building.png
```


CASE STUDIES

Advocating for our Audience: User Research and the Betterview Customer Advisory Council

Anticipating Customer Needs, Testing Before Building, Iterative Improvements

Wireframing, testing, user surveys and interviews are all tools we use to ensure we are always building the right thing for our clients, as well as staying ahead of the curve by anticipating their needs.



Staying In-Touch With Our Clientele

In addition to ad-hoc user testing and research done around specific projects or features, we had a regular scheduled interview cadence with a group of highly-engaged clients that we called the Customer Advisory Council or CAC

Home

Insert

Draw

Design

Layout

References

Mailings

Review

View

Tell me

Paste

Calibri (Bo... 12 A A Aa A

B I U x₂ x² A A A

Share

Comments

Styles Styles Pane Dictate

CAC Prep Questionnaire

General System Functionality

- What do you like or dislike about the system functionality but believe it could be better?
 -
- System functionality that you believe is missing or competition has that Betterview does not?
 -

Features

- What platform features do you like or dislike but need improvements?
 -
- Platform features that you believe are missing or competition has that Betterview does not?
 -

Data

- What data provided by Betterview do you find the most useful? Least useful?
 -
- What important or useful roof/building data elements would you like added to the Betterview platform?

Support

- What resources do you need beyond the actual platform (ex. Support hours, responsiveness, articles)

Office Hours

- Would you like to schedule time with the Co-Founders Dave Tobias and David Lyman prior to the event? Please let us know your availability. (can be after the event)

Would you like to schedule time with the Co-Founders Dave Tobias and David Lyman prior to the event? Please let us know your availability. (can be after the event)

What do you like or dislike about the system functionality but believe could be better? (likes and dislikes)	Sys
I like the historical imagery but wish more up to date imagery was available in those areas of the country so there are less non productive profiles.	Not
I like that you can edit polygons and rescore, but that functionality doesn't always work.	
I think the system is extremely user friendly and nice to use. I do not have any problems with navigation. At times, the load times can take longer than I would think necessary but that is very rare and could be an issue with m	I ca
I find that there are instances that the system flags the building for worn shingles, but it is unclear in the photos, and we are unable to confirm, or don't have enough confidence in the result to take underwriting action. Some	Not
I think the functionality is very good as it is.	I wo
We are new to Betterview but like what we see so far	The
When doing a search I would like to see just the most recent Betterview report for a particular location and only if you chose to review older views they would appear. Otherwise fairly simple to find a location.	I thi
Would like to have advance notice of system updates and potential impacts.	Fut
I would like to be able to change the polygons, but snap back to the original run without having to save to file.	Get
a. Likes: Update and saving Filters, ease of bulk ordering b. Dislikes: Would enjoy the ability to hide or minimize areas of the dashboard such as Filter status, the polygons and other things, with the ability to zoom in and out, then	not

	System functionality that you believe is missing or competition has that Betterview does not?
	None
with m	I can not think of anything at this time.
Some	Not familiar with the competition
	I would like the ability to add columns in the dashboard
	There is an opportunity for more frequent and more detailed views could help insurance carriers with hail claims.
	I think you have the best product for analyzing a roof in the market place right now, though I have seen some with better satellite pictures.
	Functionality is good. Much better than in person inspection information.
	Better job of assessing roof type
	none
same p	
	Interfacing with other systems (for example BirdsCore) ; the way reports are generated (see next page - for comparison)
the UW	Action tracker- a place where the UW could mark the action they have taken based on the report. For example- Inc

What platform features do you like or dislike and need improvements?	
	None
	I really like how the imagery is extremely up to date in most cases. That allows us to be as up to date as possible when we make decisions. I do think the engineering needs a bit of smoothing out on some detections, but the
	I like the measurement tools, and the ability to go back to past photos of the property
	The ability to view historical images is great.
	Going good
	I like the roof score, though since you have gone to AI it seems the accuracy on "poor roofs" has deteriorated. This is as a result of a poor building outline, picking up phantom buildings within the address or mis-analyzing a
	Also would like to see more recent maps. Some of the images are old and would like to see a bigger warning when this is the case.
	Some scores appear to be artificially high and some have been "corrected" via updates.
	I like the ability to roll back through prior year imagery. Would like to see an improvement on tree shading/staining false positives. Especially prevalent on north slopes.
	a. Detections and edits - improved, but still inaccuracies in building overlay causing false positives and missed detections; even when built b. blue metal roofs identified as tarps; c. roof shape and material detection accuracy still need improvement d. ponding detections on gable roofs (use logic to suppress)
	I like seeing all the images /i dislike that we cannot see the old scores associated with each prior image. While I realize scoring mechanisms ch
ns-	I love how you can delete concerns on roofs and other concerns when it is incorrect. I would love the opportunity to add concerns when the m

	Platform features that you believe are missing or competition has that Betterview does not?
	Showing the various layers on the PDF imagery.
ne, but the	It would be very nice to be able to remove portions of the polygons and not the entire polygon. The situation to where this most applies is staining. S
	Not familiar with your competition
	I would like to be able to see all of the available data from the Property profile instead of having to export it first. (Maybe I can already, and am just not able to figure it out)
	cant think of anything
analyzing a	I would like more information showing up for some of the additional hazards. I personally liked how you used to score Hail risk. having additional info
	Have not seen competitor platforms so have no point of comparison.
	None
i	a. Identification of fire hydrants; b. Identification of dust collectors; c. Identification of pavement damage (cracking, spalling, ponding) and overall pavement score
all score. I	The ability to to look at an old image and have a run new profile button (which I believe is something that is being worked on) A print button It would also be nice to have a screen where I could display all of the images at once - so I could compare them all together. A view all button, if you
	d have it printed to the PDF. Also, would love to have an external facing PDF where you can choose the concerns you want printed on the PDF to condense the

Profile Enrichment

The ability to upload orthomosaics from public user internet drone flights to the corresponding locations

Google Street View preview

a way to be able to identify what building an unit is in within a multi-building complex

roof age (not building age) as a data point

Custom Imagery

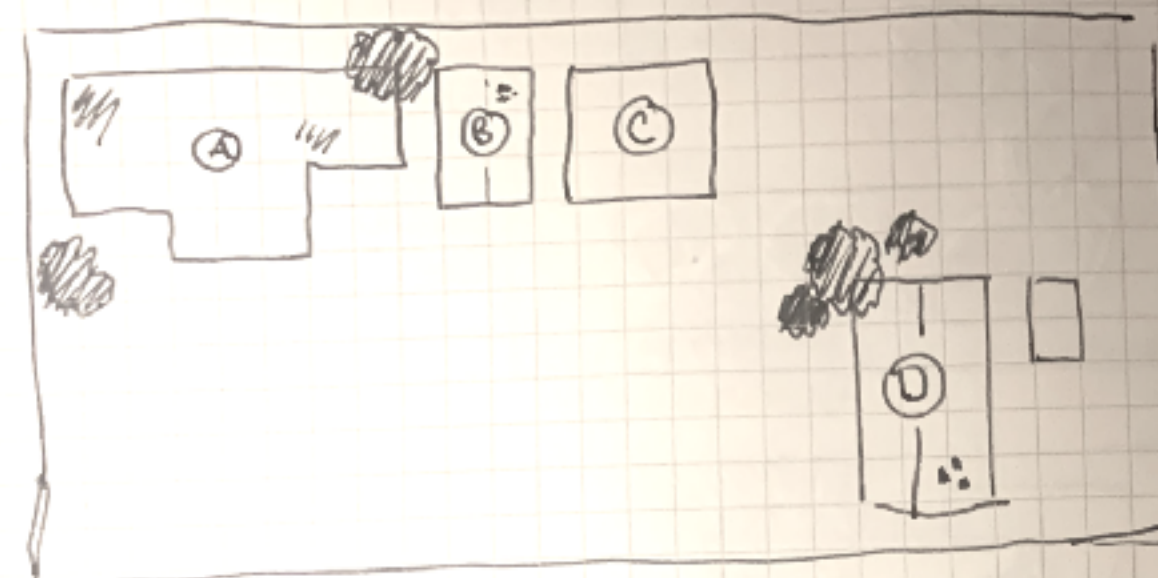
Client wants to upload their own images to be scored by BV computer vision AI

Imagery Data

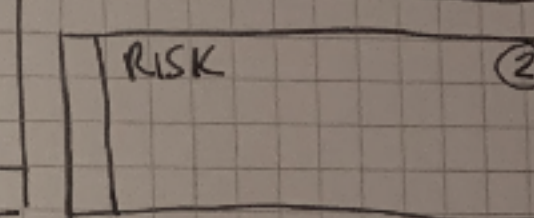
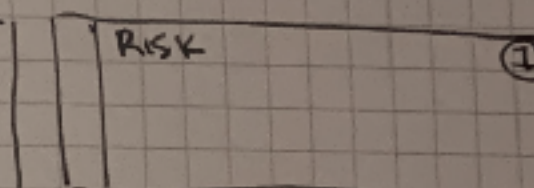
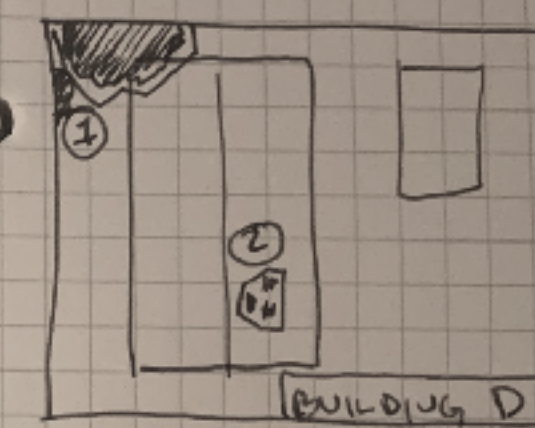
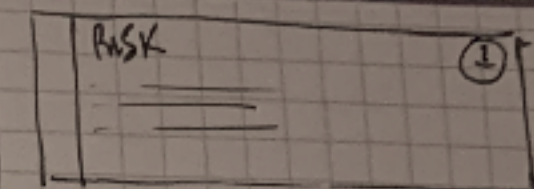
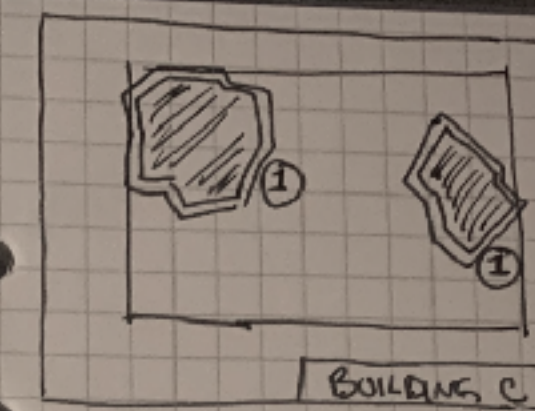
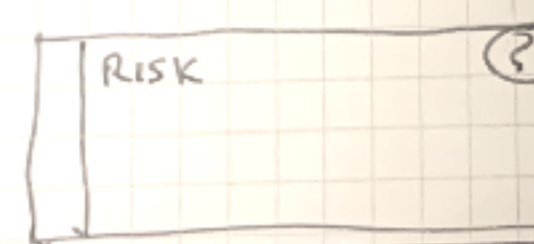
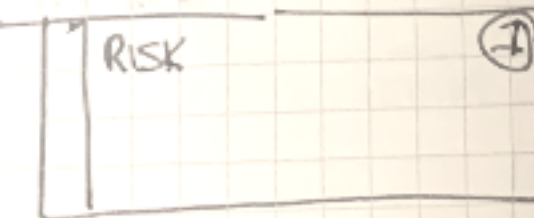
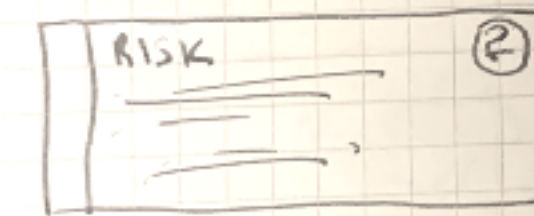
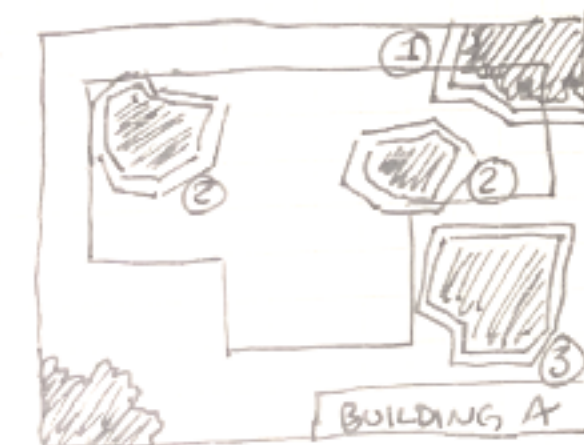
more frequent and detailed views

a warning when imagery is old

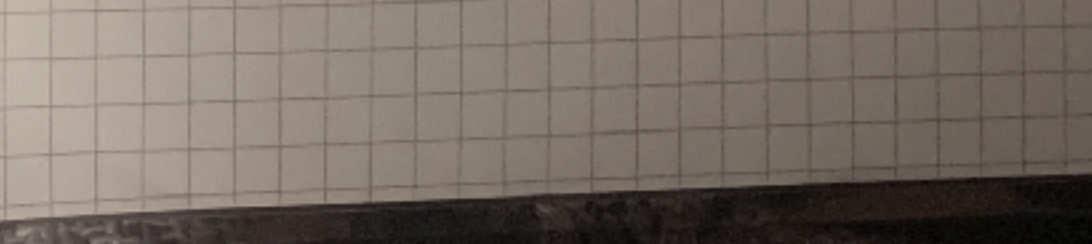
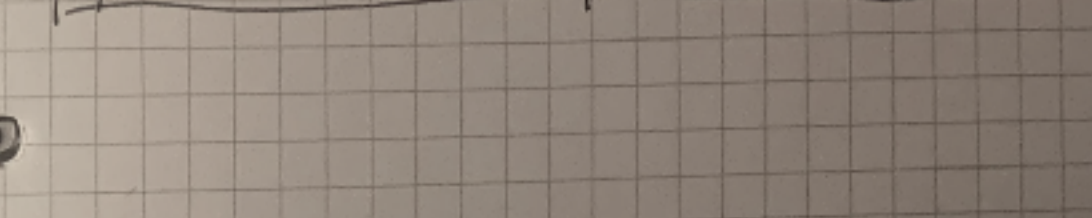
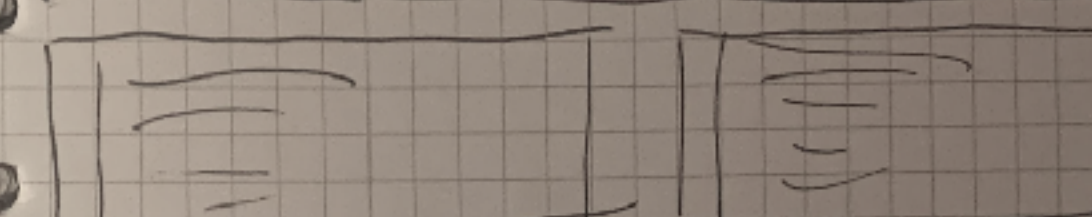
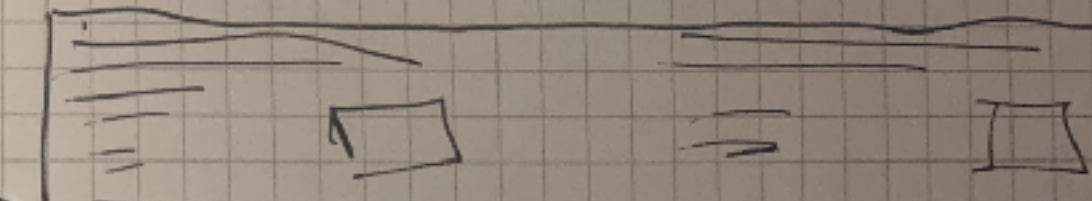
"PROPERTY SUMMARY"



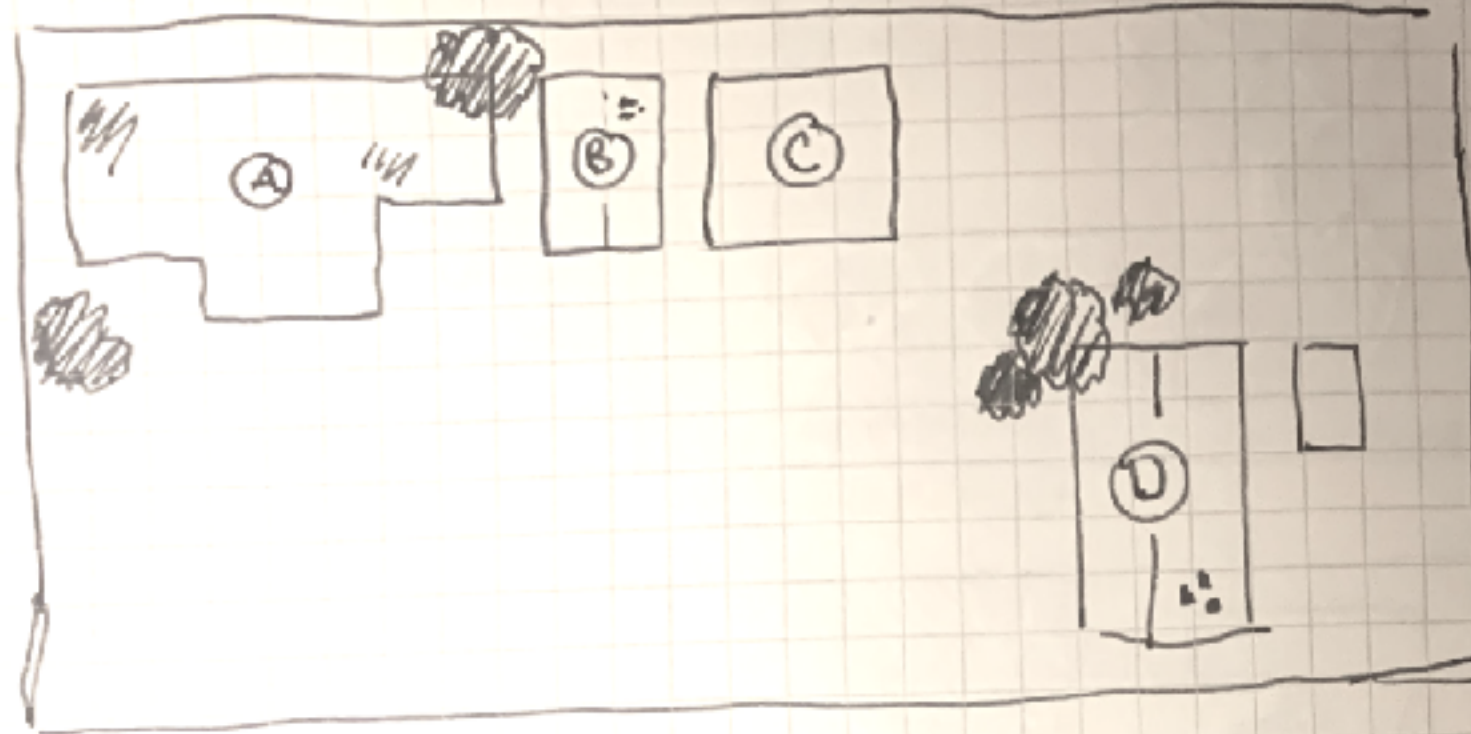
"RISK SUMMARY"



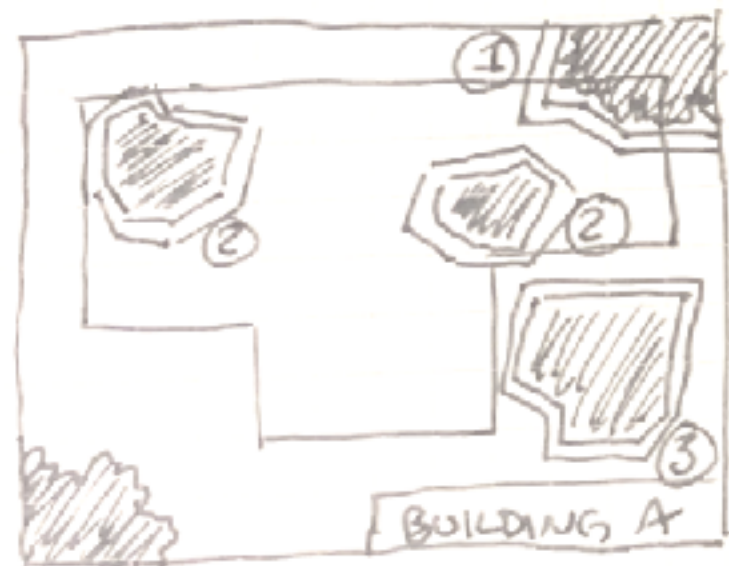
"OTHER DATA"



"PROPERTY SUMMARY"



"RISK SUMMARY"



RISK ①

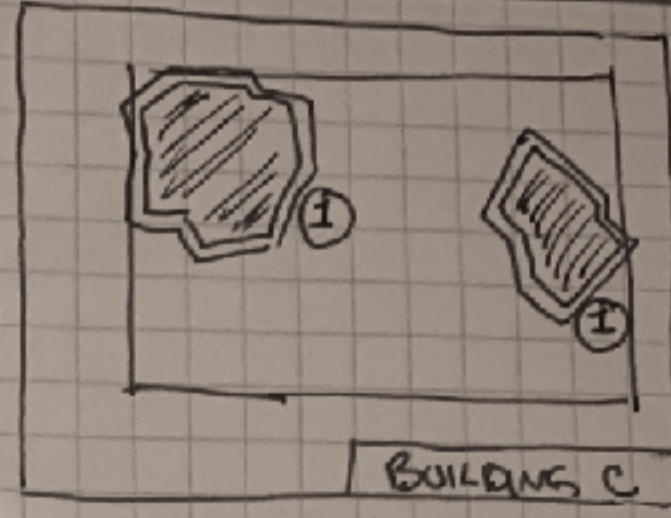
RISK ②

RISK ③

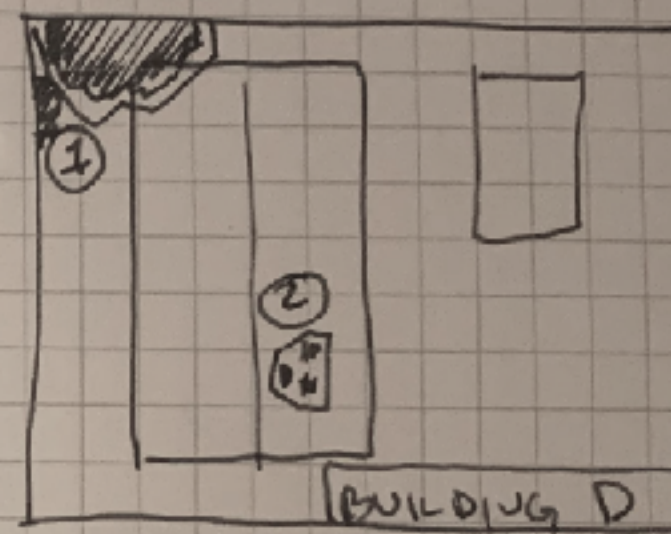


RISK ④

RISK ⑤



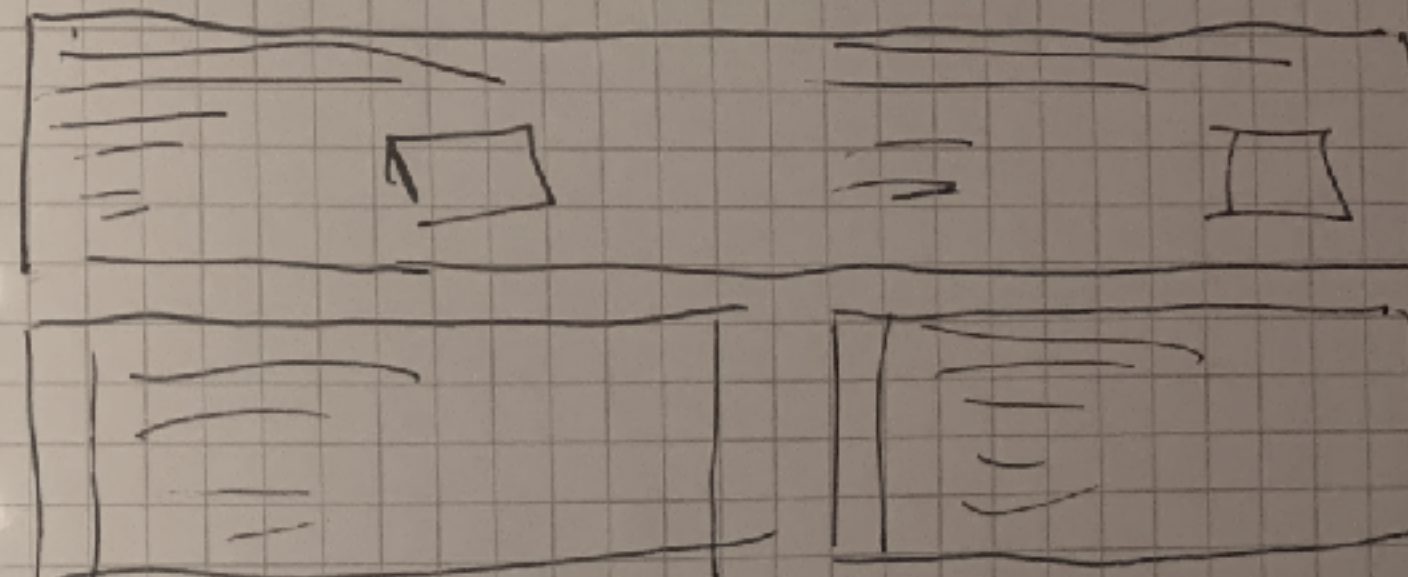
RISK ①



RISK ①

RISK ②

"OTHER DATA"





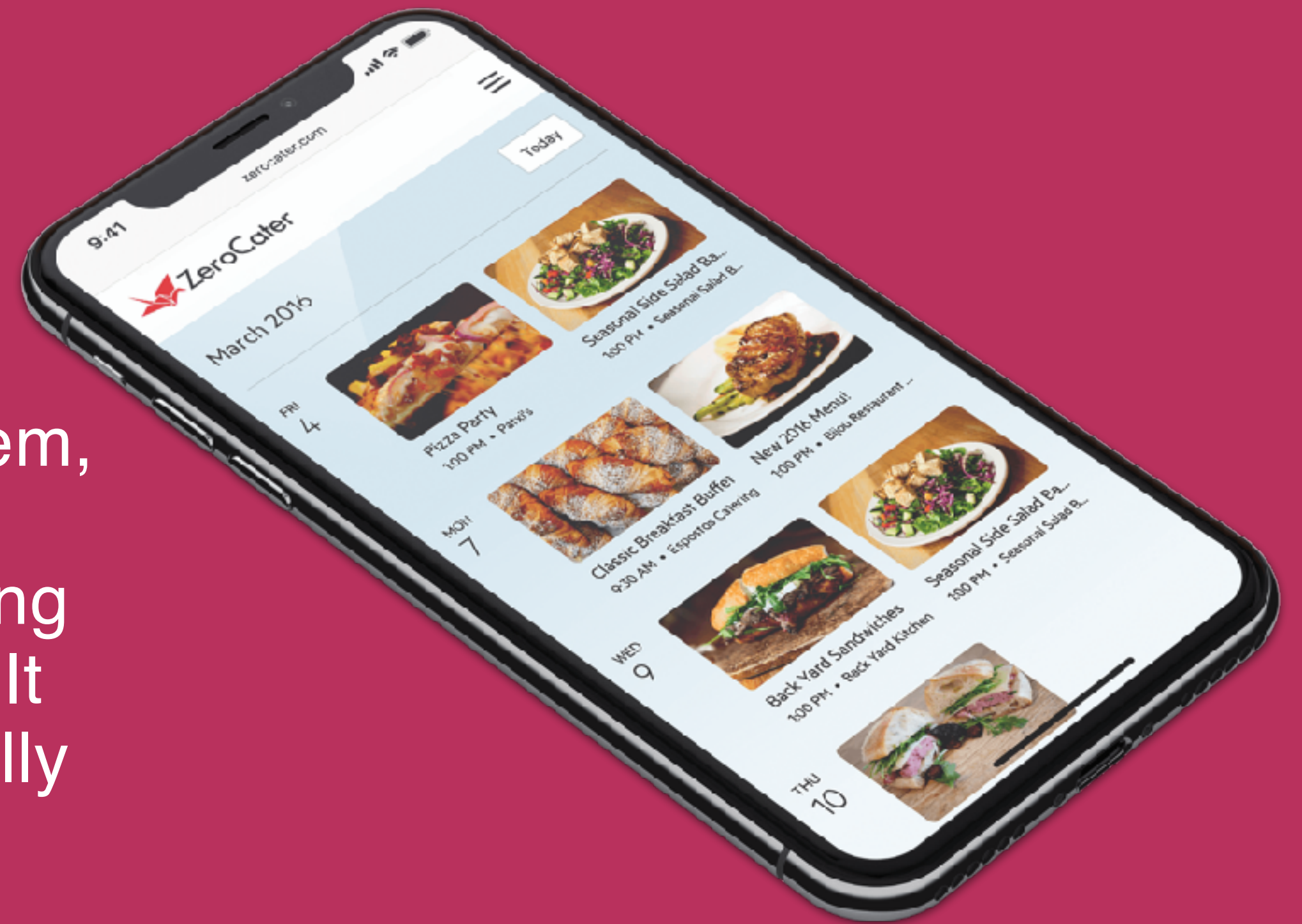


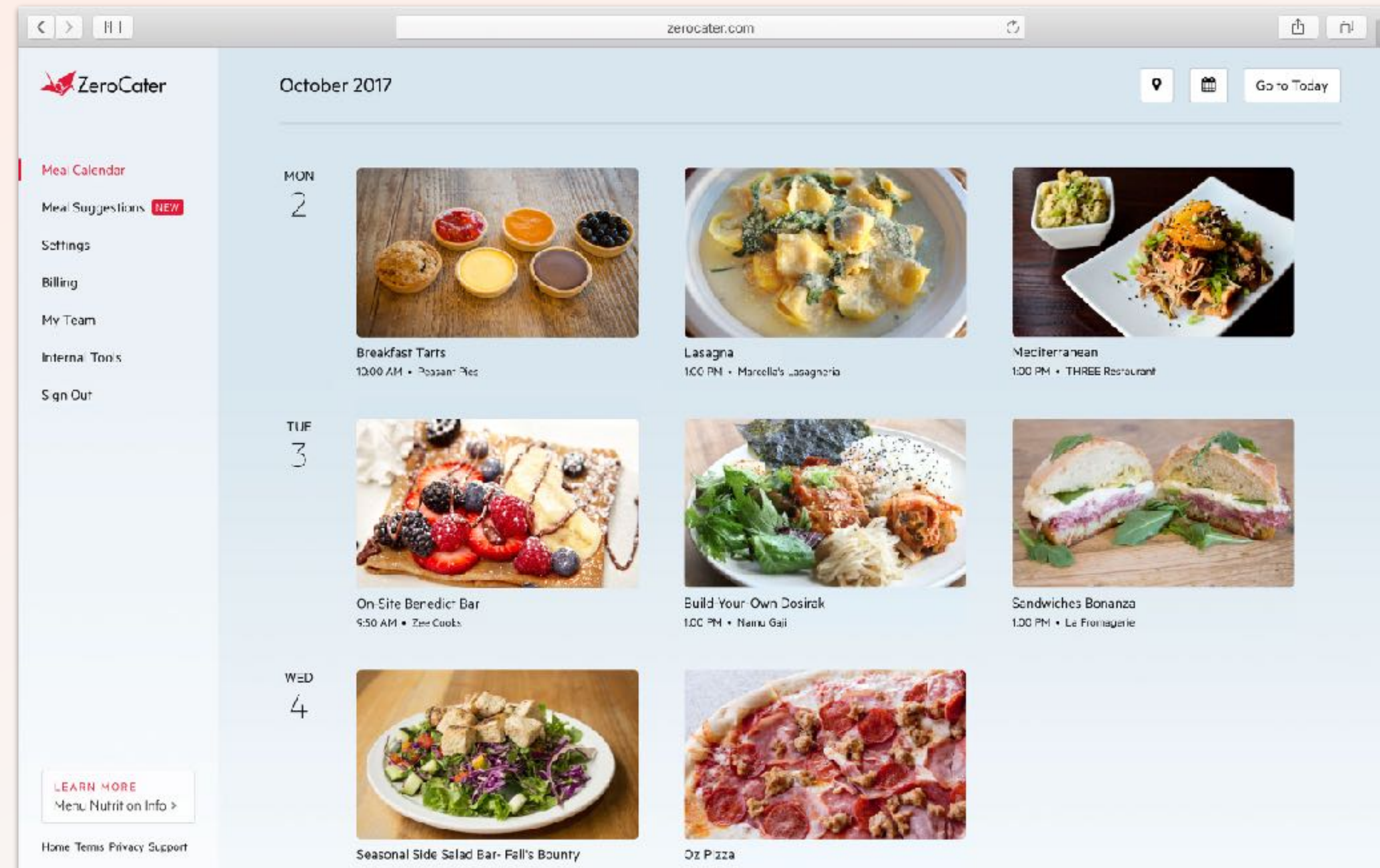
CASE STUDIES

Expanding the ZeroCater Market Footprint With New Products

Some Context: ZeroCater and the Catering Platform

Redesigned in 2015 with the new design system, ZeroCater's customer dashboard allowed the employees of a client company to see upcoming menus, and to leave feedback on past meals. It replaced an aging Angular app that was not fully responsive.

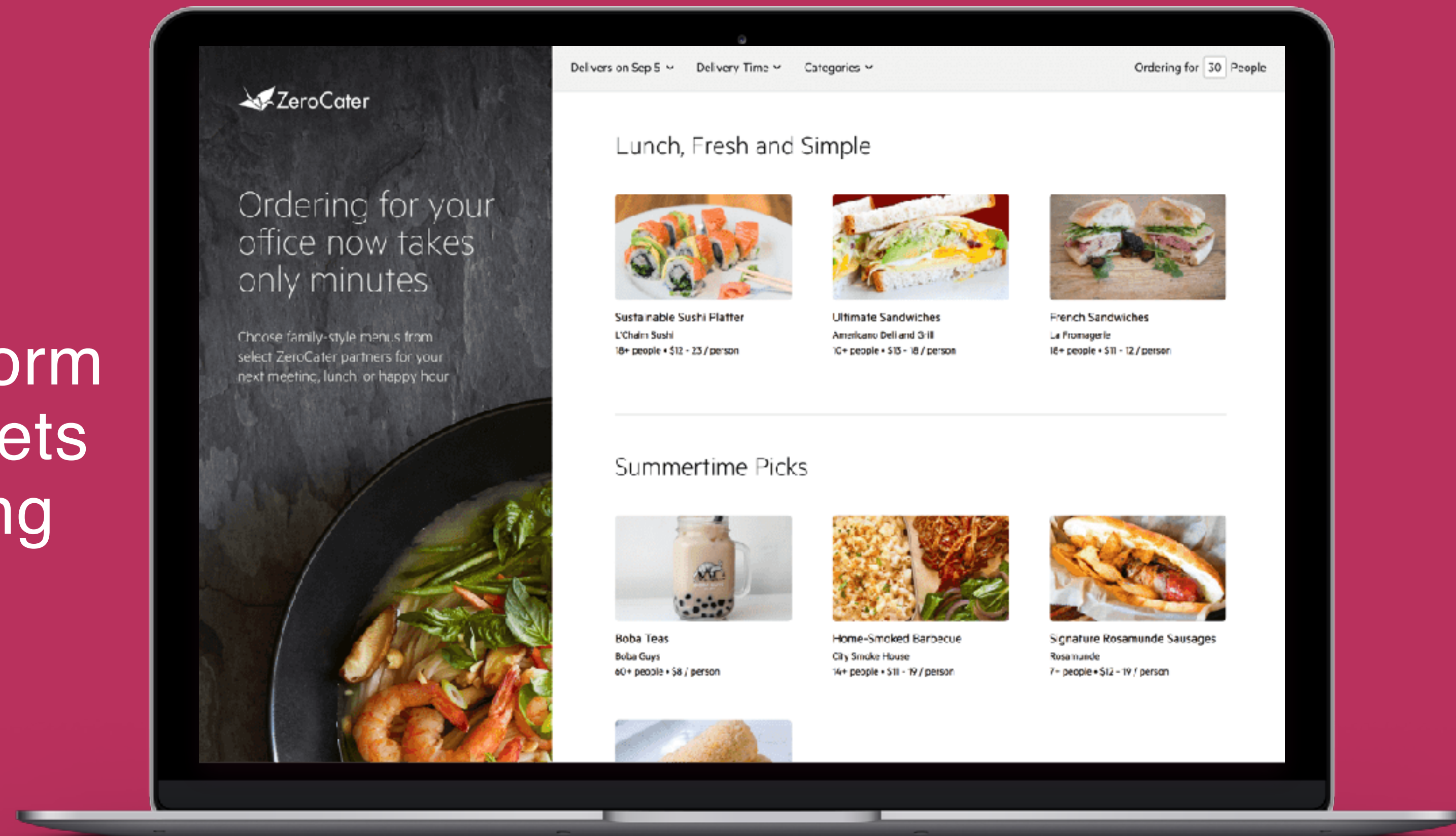




ZeroCater's customer dashboard allowed the employees of a client company to see upcoming menus, and to leave feedback on past meals. It replaced an aging Angular app that was not fully responsive.

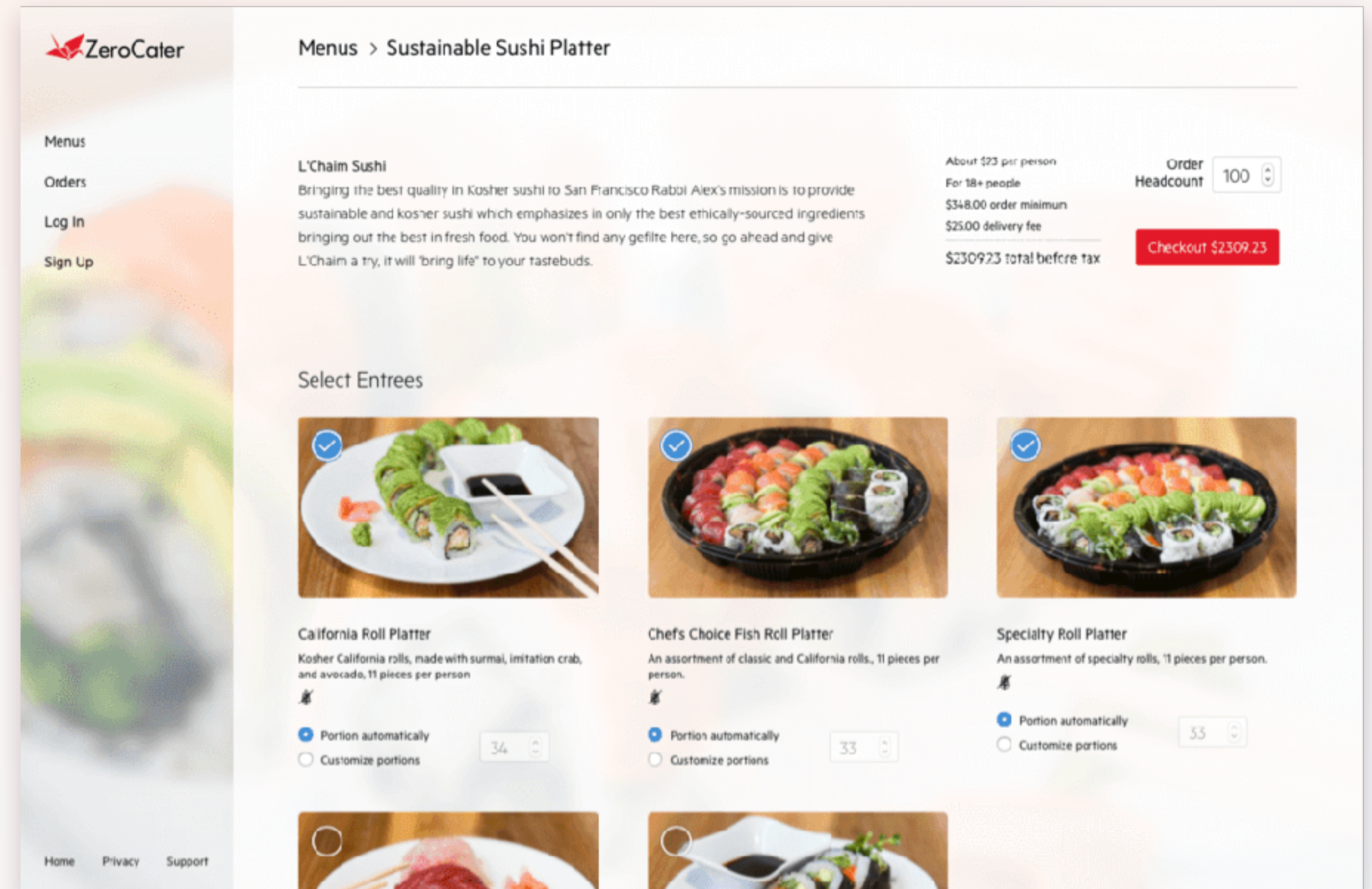
Designing & Building ZeroCater: Marketplace

ZeroCater's first expansion
beyond the core catering platform
led to exploring adjacent markets
and audiences while addressing
several business bottlenecks.

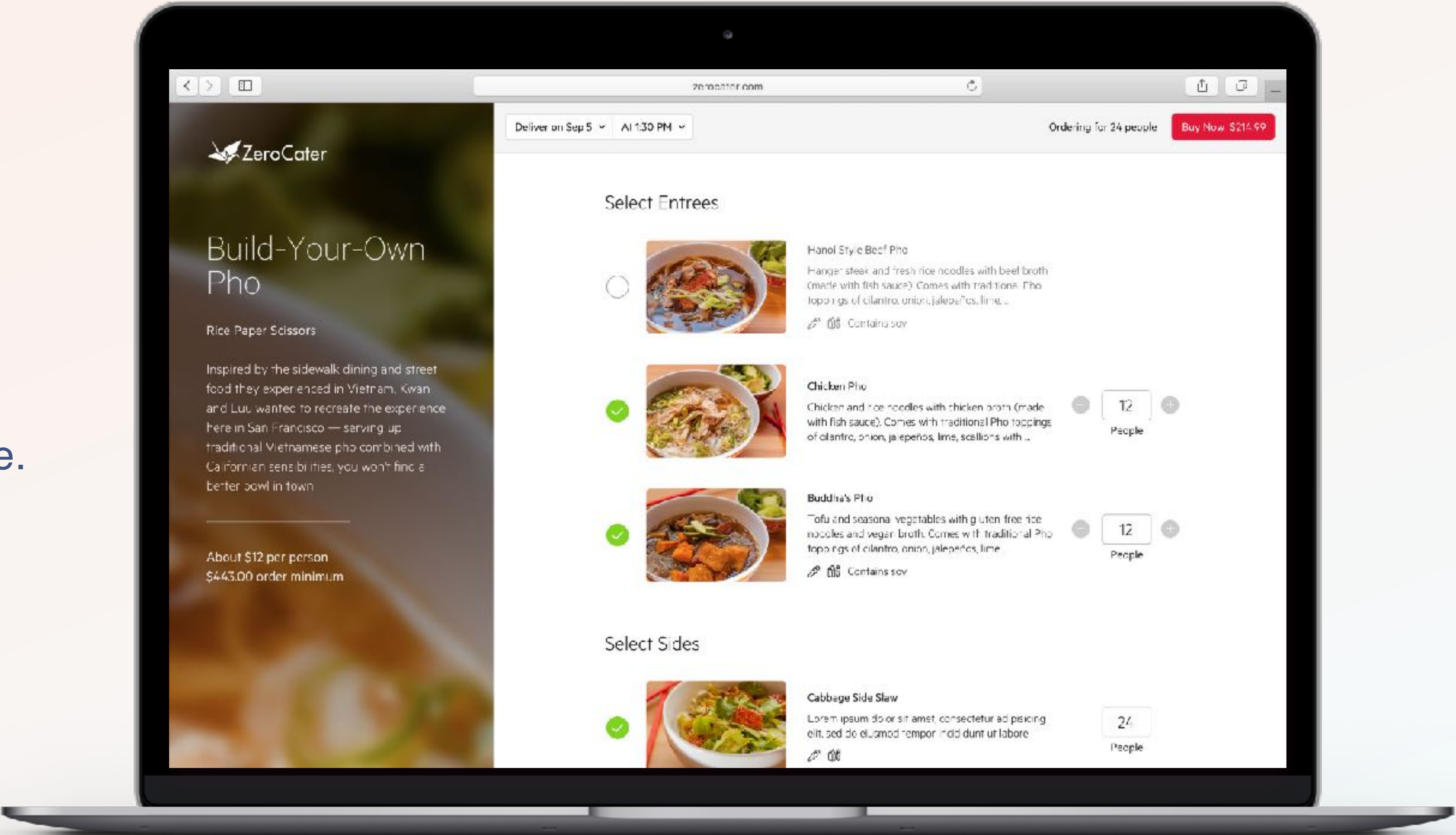


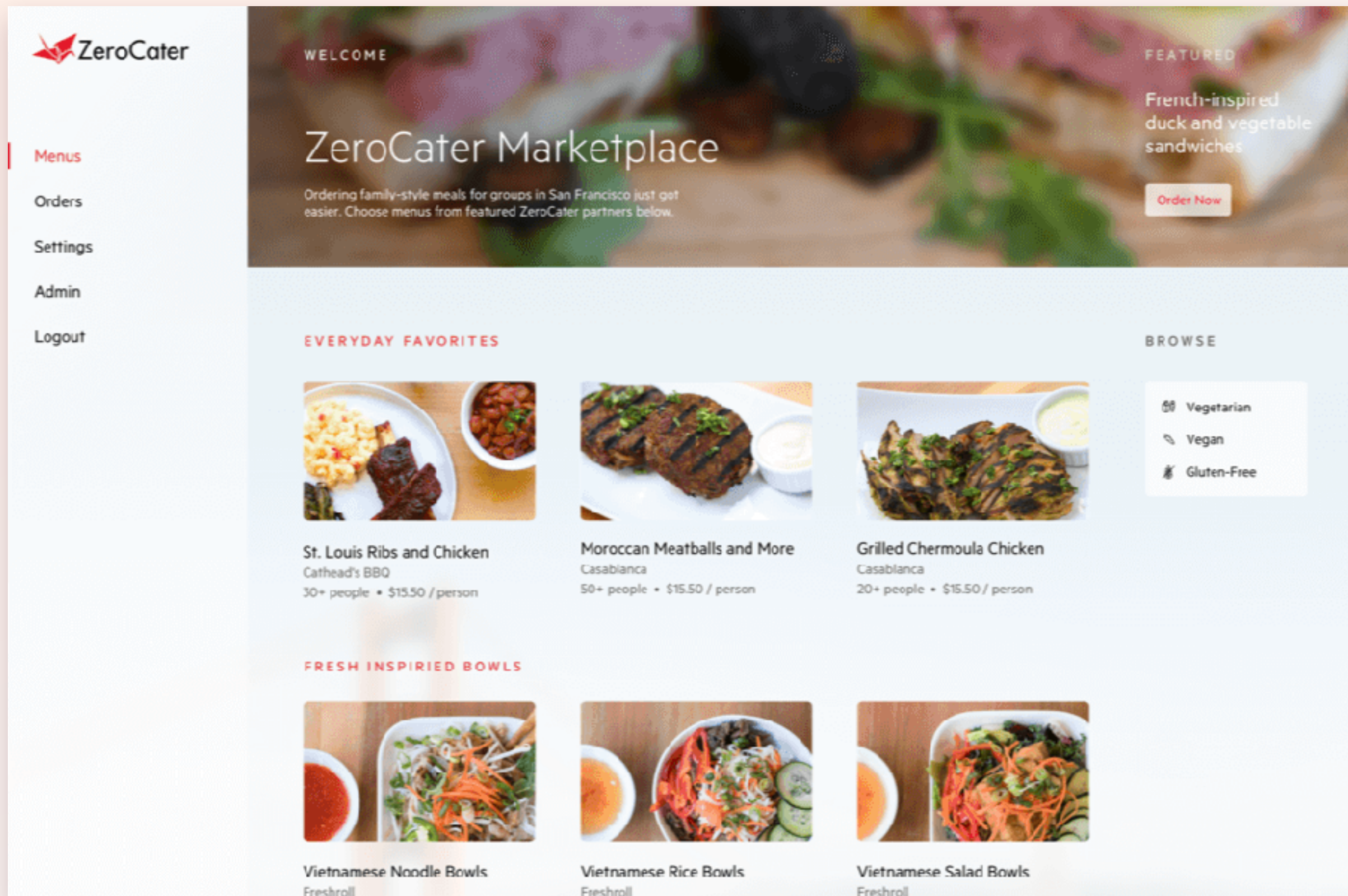
With the introduction of ZeroCater Marketplace, customers could place orders directly through a responsive website, increasing the company's capacity to generate revenue without hiring more personnel.

It evolved rapidly through iterations based on customer feedback and analytics tools.



ZeroCater Marketplace allowed customers to place catering orders directly through a responsive website. It evolved rapidly through iterations based on customer feedback and analytics tools.





Using customer feedback and analytics tools, the product evolved rapidly through iterations based on insights into usage patterns and areas where users commonly encountered issues.

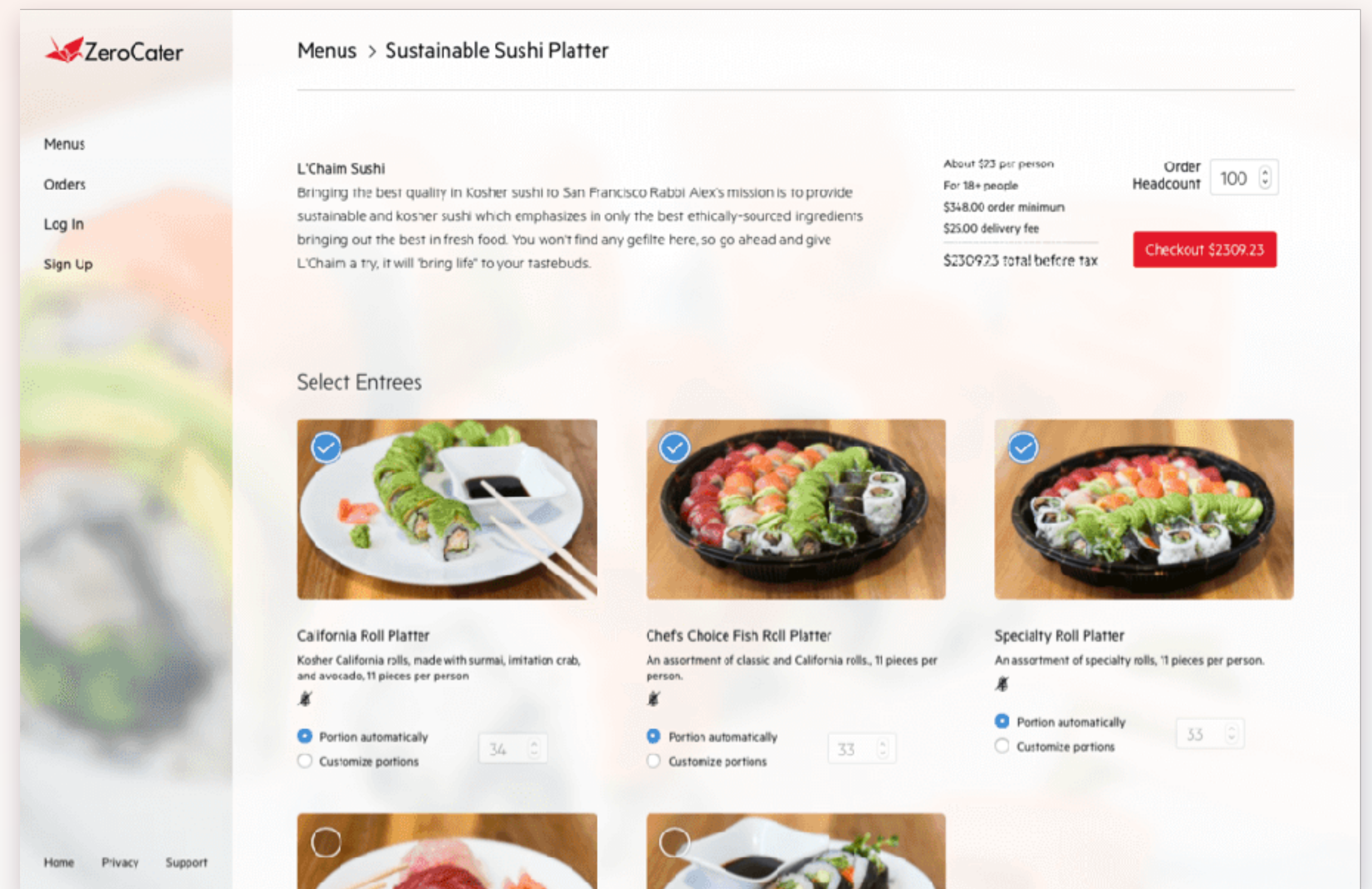
Built for Growth, Tested for Quality

- The ZeroCater Marketplace was built in React, allowing for quick prototyping, modular design and relatively painless development
- Customer behavior was monitored and insights were drawn to drive growth and improvements in the product
- The first iteration of this product was informed by the behavioral patterns of office managers when they placed catering orders by phone or email.

Built for Growth, Tested for Quality

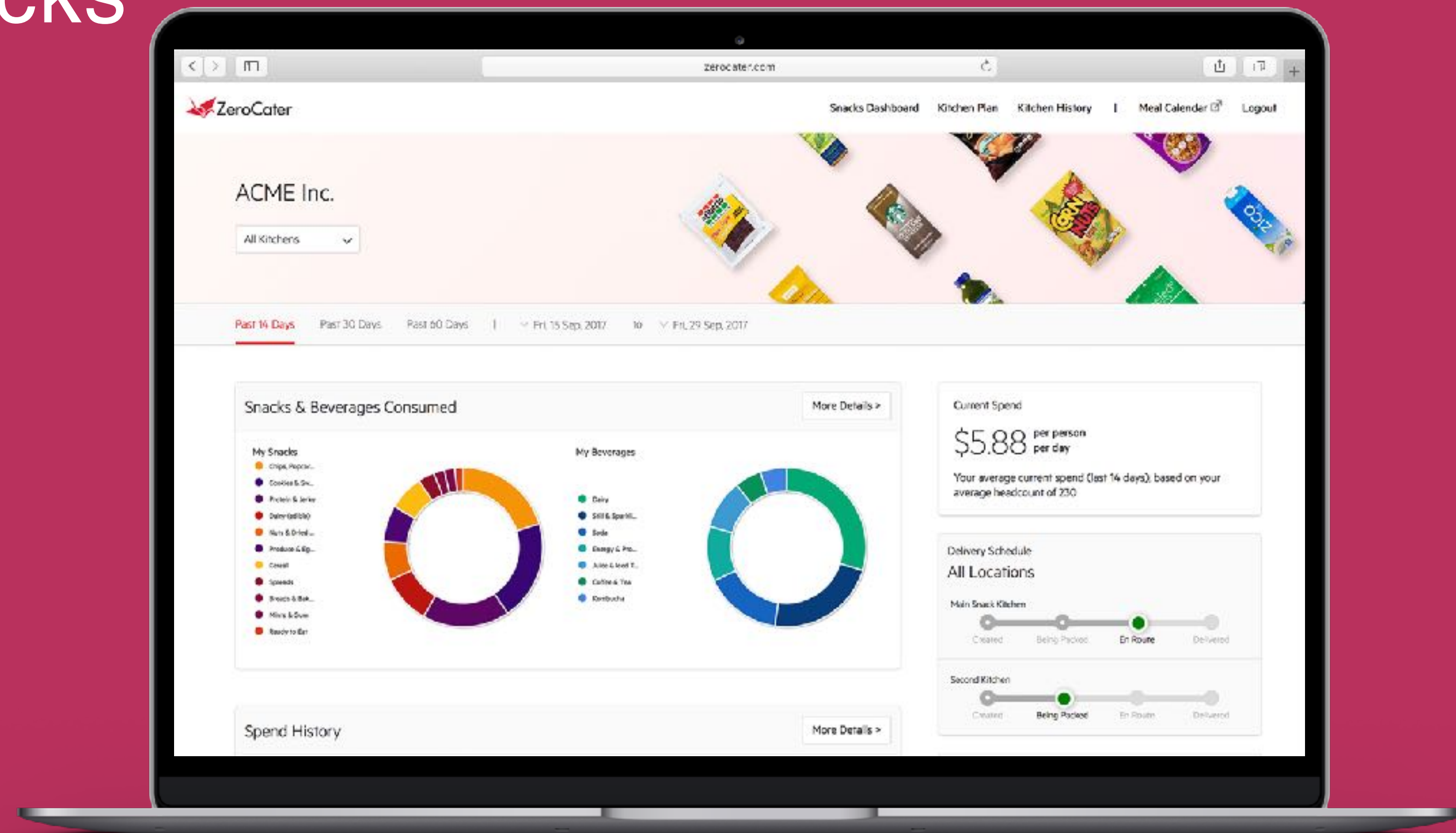
- Insights were often counterintuitive to the conventional wisdom of the industry.
- Customers at Caviar and Doordash valued wide selection and instant gratification in those services
- ZeroCater customers favored low per-person prices and crowd-pleasing menus that could be easily customized for dietary restrictions

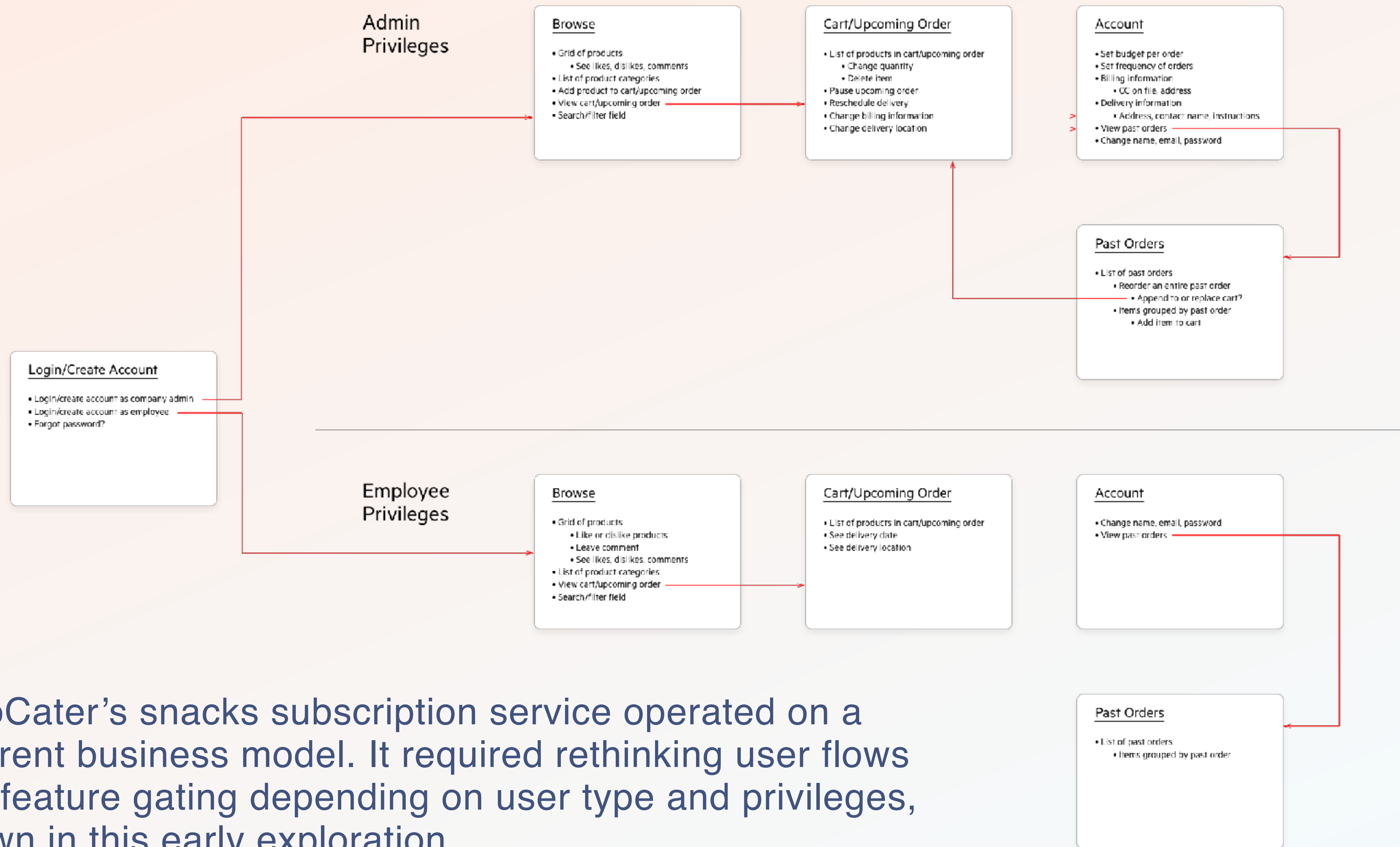
Customer interviews, market research, quantitative analytics, and conversion tracking drove the evolution of the ZeroCater Marketplace product design, from the digital storefront, to the order customization interface.



Building ZeroCater: Snacks & Kitchens

ZeroCater's Snacks & Kitchens product, a program that provides curated snacks and kitchen equipment to offices and their hungry employees.





ZeroCater's snacks subscription service operated on a different business model. It required rethinking user flows and feature gating depending on user type and privileges, shown in this early exploration.

Early Explorations

- Discoveries were paired with insights from interviews with current and potential client-company office administrators and internal data from the Client Success team
- Consumption Data, Spend Data, Delivery Data: all of these metrics came up over and over in our user research interviews

2018 Snacks Product Roadmap

Last Edited: Dave Cao - 12/19/2017

Linked Documents:

[2018 Snacks Operations V2MOM](#)

[2018 Managed Catering Product Roadmap](#)

Product Vision and Philosophy

ZeroCater's Snacks program has grown at a breakneck pace adding nearly \$3MM of ARR in under a year. We have proven that strong market demand exists for this service and, with the exception of one competitor, all existing incumbents are dinosaurs in the Office Snacks space. In 2018, we plan on growing Snacks to **[\$20]MM+ ARR with at least [4] enterprise level clients with 500+ HC [and expanding to one other geography outside the SF Bay Area]**.

To support these goals, we will be investing in Sales efforts, scaling our existing CS and Logistics infrastructure, and building out technology around our core product to separate our service from our competitors'.

In Q1 2018, the primary ways we will achieve this is by:

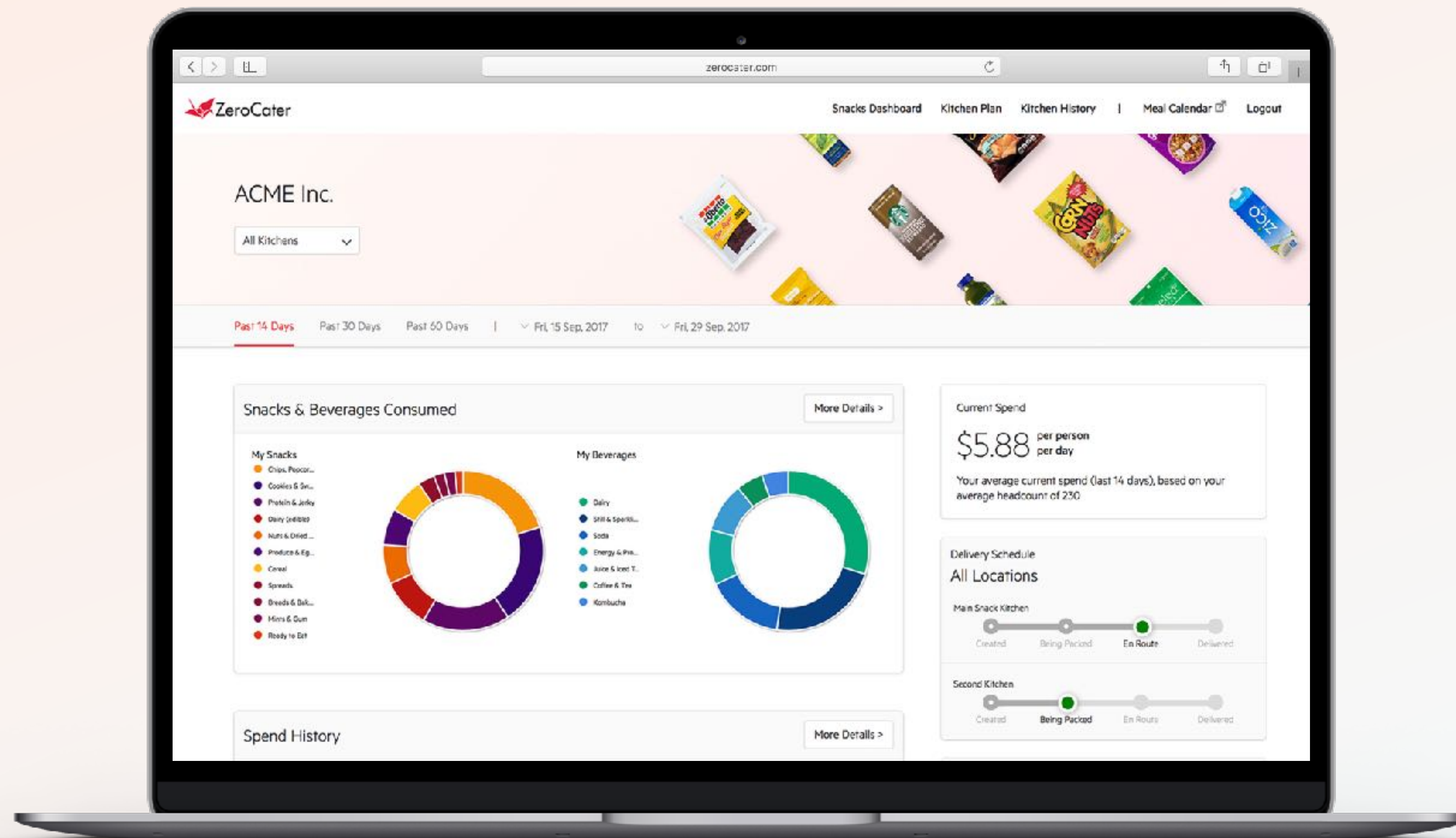
- **Continuing to build out the internal tools necessary for CS, Logistics and Warehouse teams to automate workflows and manage client relationships and subscriptions.**
- **Focusing on end-user engagement and feedback collection to create delight and increase product stickiness.**
- **Building out analytics around recurring client issues to increase visibility and improve processes.**

If these initiatives are executed successfully, the Sales team will be able execute on its Enterprise client attack plan and we will be able to export the Snacks model to other geographies.

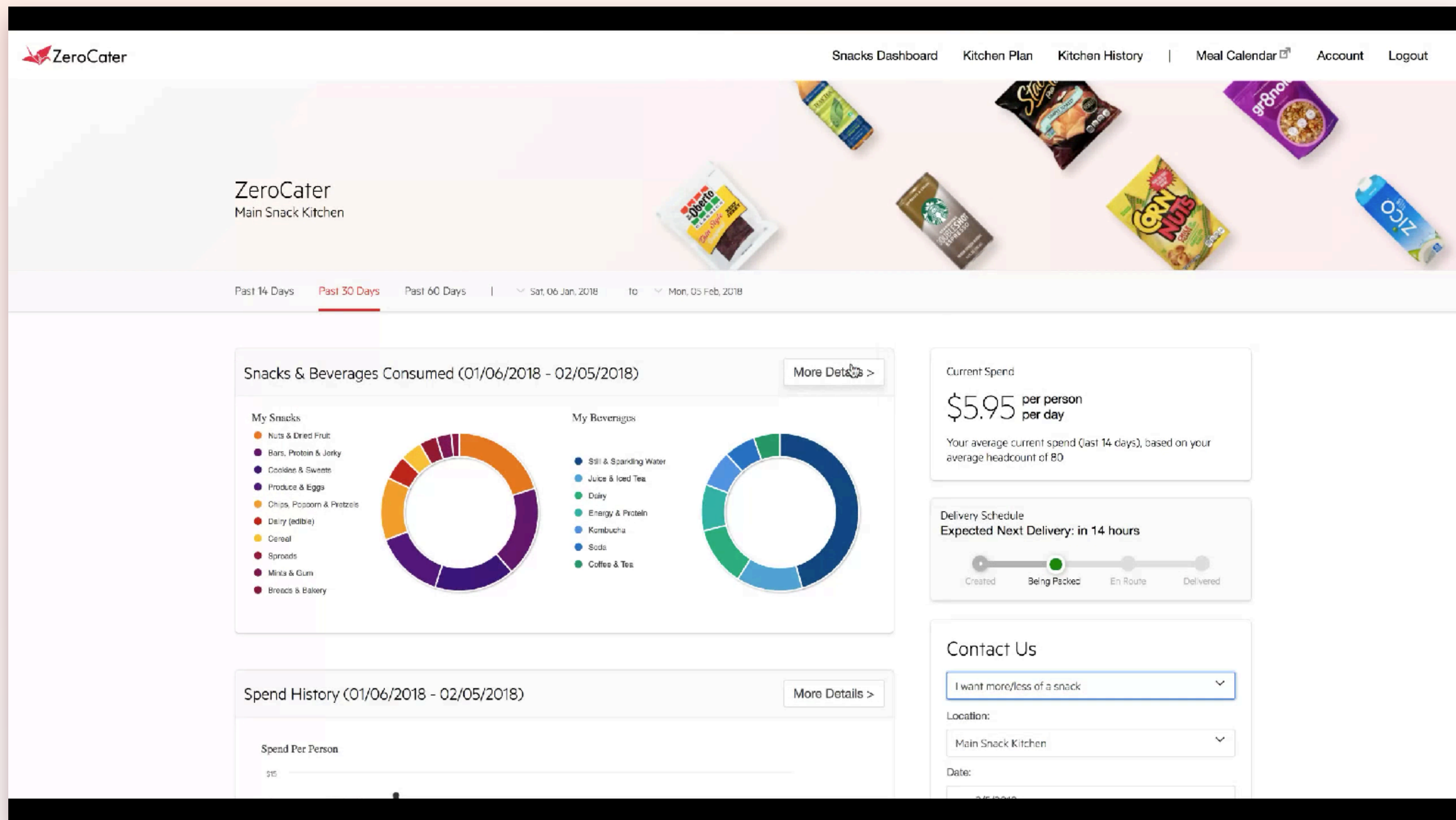
- Creating the Product Roadmap for Snacks & Kitchens for Q1 in 2018
- Written by myself in the absence of a Head of Product and our VP of Engineering after both left the company.
- Edited by David Cao, our acting Product Manager

Solving Problems While Creating Opportunities for Growth

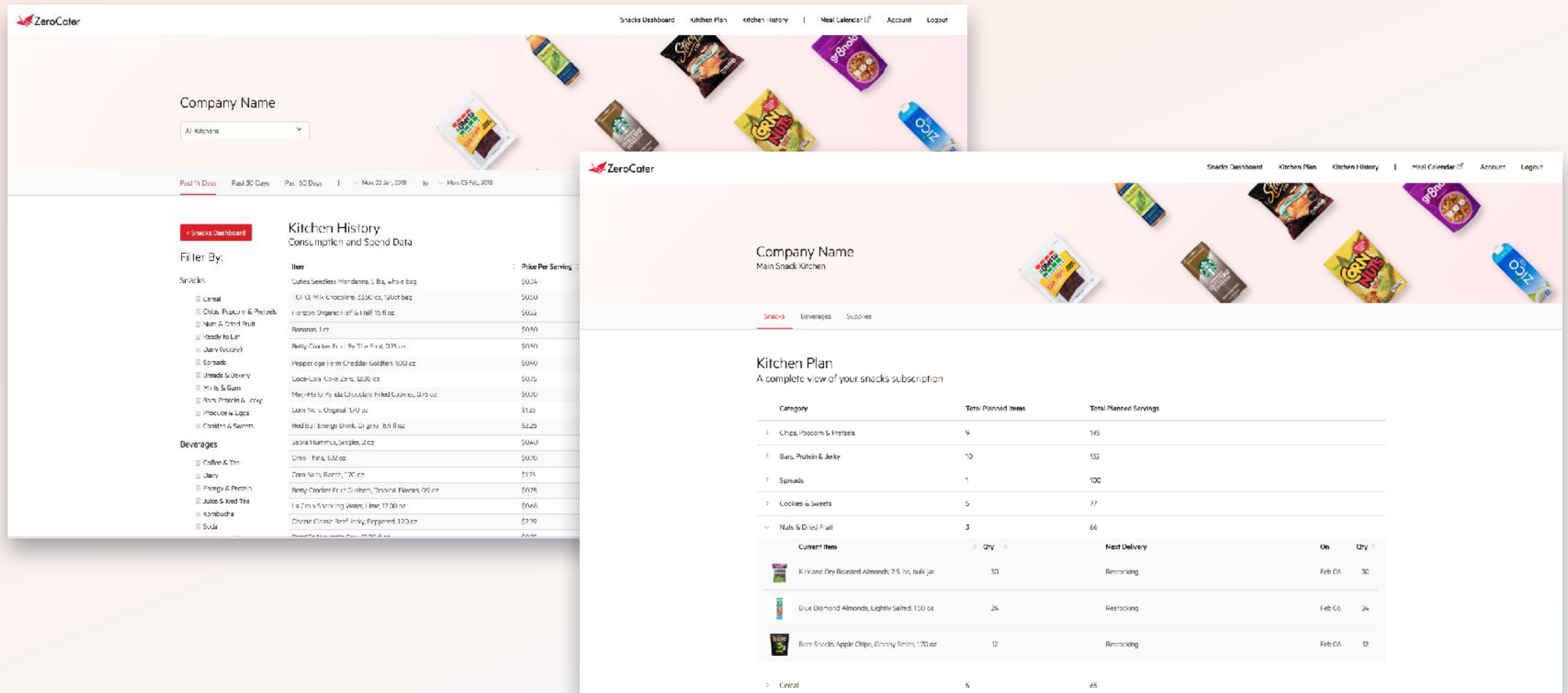
- The ZeroCater Snacks & Kitchens dashboard solved two large business challenges:
 - First, accurate reporting data from the new ZeroCater inventory warehouse located South of San Francisco.
 - Second, a bottleneck in Client Success personnel man-hours created a need for a more automated way to keep clients up-to-date on their subscription performance`



The dashboard took shape in the form of colorful graphs and the familiar visual language of progress analysis and indicators

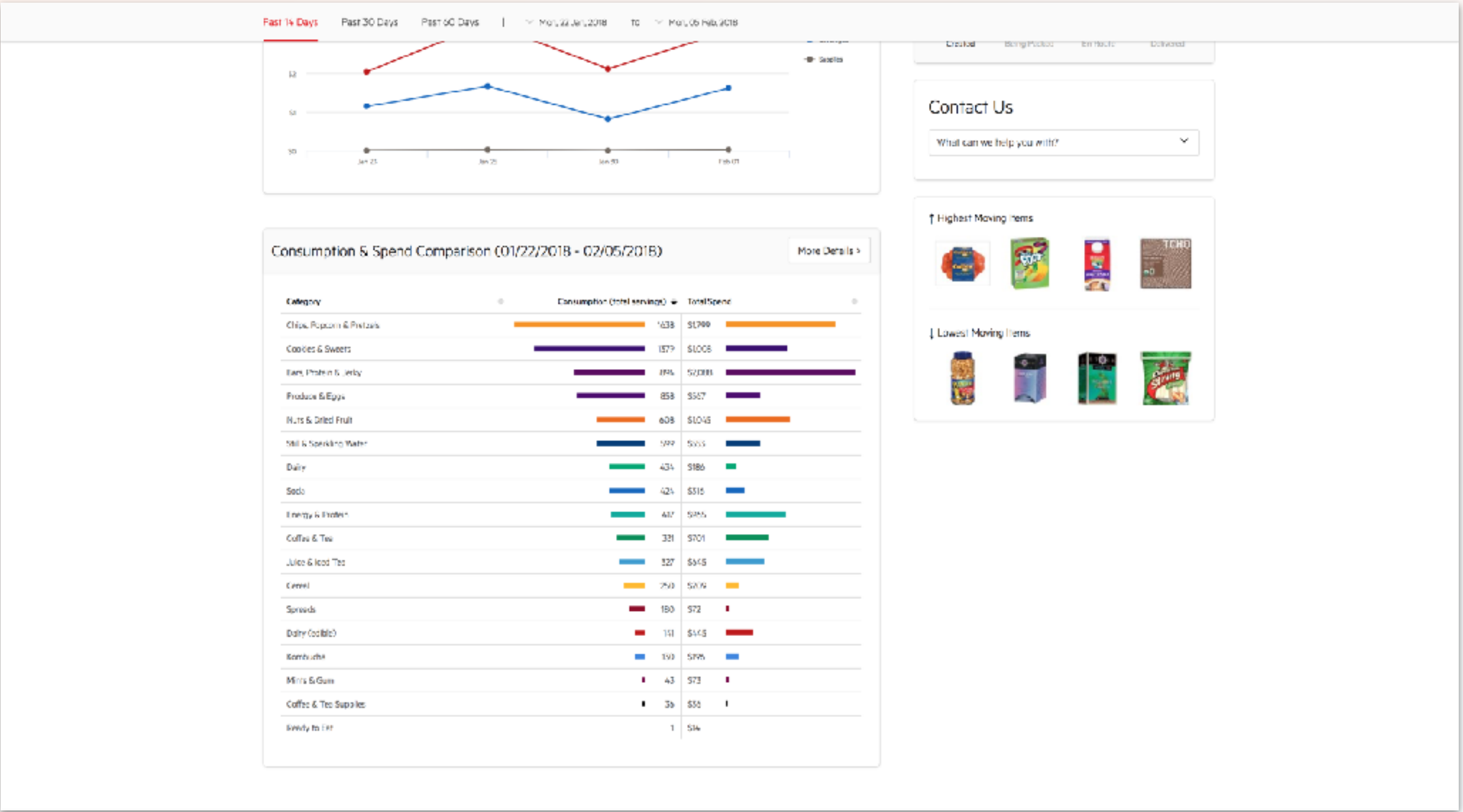


Full reporting capabilities being demonstrated on the dashboard



Subscription insights were created to help ensure ZeroCater's clients get the most out of their Snacks & Kitchens subscription.

- Built in a quasi-experimental Vue codebase, the dashboard took advantage of the design engineering asset library that had been built in 2017, allowing for quick prototyping
- The dashboard also helped to alleviate the bottleneck in customer service manpower by providing automated reporting.



Many iterations of a customer feedback flow were explored

Feedback form A - Multiple choice

ZeroCater logo

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

- ☐ Everything was great - Thank you!
- ☐ Some items were missing from my replenishment
- ☐ Some items in my replenishment can be removed/added
- ☐ My snacks could be organized in a better way next time
- ☐ My replenishment specialist was unprofessional
- ☐ My replenishment specialist was unprofessional
- ☐ My delivery was late
- ☐ My delivery did not arrive
- ☐ Anything else?

Need to contact your ZeroCater account representative?

Contact My Representative

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Feedback form B - Icons

ZeroCater logo

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

- ☐ Everything was great - Thank you!
- ☐ Some items were missing from my replenishment
- ☐ Some items in my replenishment can be removed/added
- ☐ My snacks could be organized in a better way next time
- ☐ My replenishment specialist was unprofessional
- ☐ My replenishment specialist was unprofessional
- ☐ My delivery was late
- ☐ My delivery did not arrive
- ☐ Anything else?

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Contact My Representative

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Feedback form C - Cards

ZeroCater logo

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

- ☐ Everything was great - Thank you!
- ☐ Some items were missing from my replenishment
- ☐ Some items in my replenishment can be removed/added
- ☐ My snacks could be organized in a better way next time
- ☐ My replenishment specialist was unprofessional
- ☐ My replenishment specialist was unprofessional
- ☐ My delivery was late
- ☐ My delivery did not arrive
- ☐ Anything else?

Need to contact your ZeroCater account representative?

Contact My Representative

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Feedback form D - Cards 2

ZeroCater logo

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

- ☐ Everything was great - Thank you!
- ☐ My delivery was late or did not arrive
- ☐ Can delivery be faster?
- ☐ There was an incorrect quantity of items from last time
- ☐ My replenishment specialist was unprofessional
- ☐ Other

Need to contact your ZeroCater account representative?

Contact My Representative

See Us Online: View a Menu | Get a Demo | Sign Up | Contact Us | Feedback | Terms of Service

Feedback form E - Simple

ZeroCater logo

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

- ☐ Things could have been better
- ☐ Everything was great - Thank you!

Need to contact your ZeroCater account representative?

Contact My Representative

See Us Online: View a Menu | Get a Demo | Sign Up | Contact Us | Feedback | Terms of Service

2.b Delivery Feedback -webform Copy 3

ZeroCater logo

Snacks Dashboard | Kitchen History | Kitchen Plan | Kitchen Support | Meal Calendar | Logout

Chariot

How was your last snacks replenishment? Delivered March 1, 2018

Please select all that apply

- ☒ My delivery was late or did not arrive
- ☐ My delivery was not as ordered
- ☐ My delivery was not as ordered
- ☐ My snacks could be organized in a better way next time
- ☒ I requested a better snack
- ☐ Can delivery be faster?
- ☐ There was an incorrect quantity of items from last time
- ☐ There was an incorrect quantity of items from last time
- ☐ Other

Comments (optional): Can you tell us more?

Submit

2.b Delivery Feedback -webform Success

ZeroCater logo

Snacks Dashboard | Kitchen History | Kitchen Plan | Kitchen Support | Meal Calendar | Logout

Chariot

How was your last snacks replenishment? Delivered March 1, 2018

Please select all that apply

- ☒ My delivery was late or did not arrive
- ☐ My delivery was not as ordered
- ☐ My delivery was not as ordered
- ☐ My snacks could be organized in a better way next time
- ☒ I requested a better snack
- ☐ Can delivery be faster?
- ☐ There was an incorrect quantity of items from last time
- ☐ There was an incorrect quantity of items from last time
- ☐ Other

Comments (optional): Can you tell us more?

Submit

delivery-feedback_email

ZeroCater logo

How was your last snacks replenishment on March 1, 2018?

Please share your experience with us so we can improve your service

- ☐ Things could have been better
- ☐ Everything was great - Thank you!

Need to contact your ZeroCater account representative?

Contact My Representative

See Us Online: View a Menu | Get a Demo | Sign Up | Contact Us | Feedback | Terms of Service

delivery-feedback_webform

ZeroCater logo

Snacks Dashboard | Kitchen History | Kitchen Plan | Kitchen Support | Meal Calendar | Logout

Chariot

How was your last snacks replenishment? Delivered March 1, 2018

Please select all that apply

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- ☒ I requested a better snack
- ☐ Can delivery be faster?
- ☐ There was an incorrect quantity of items from last time
- ☐ There was an incorrect quantity of items from last time
- ☐ Other

Comments (optional): Can you tell us more?

Submit

2.b Delivery Feedback -webform Confirmation

ZeroCater logo

Snacks Dashboard | Kitchen History | Kitchen Plan | Kitchen Support | Meal Calendar | Logout

Chariot

Thank you, your feedback has been submitted

See Us Online: View a Menu | Get a Demo | Sign Up | Contact Us | Feedback | Terms of Service

Results That Keep Paying Off

- The Snacks & Kitchens dashboard became the template on which the rest of the ZeroCater platform evolutions were based.
- Using the same technologies that made Snacks & Kitchens successful, the final union between the Catering and Snacks products was built
- Finally there is a single log-in point for all ZeroCater clients, with itemized spend reporting for customers who use both ZeroCater products.

Powered by feedback, FoodIQ becomes your company's food expert



Employee Tastes

Employee Consumption

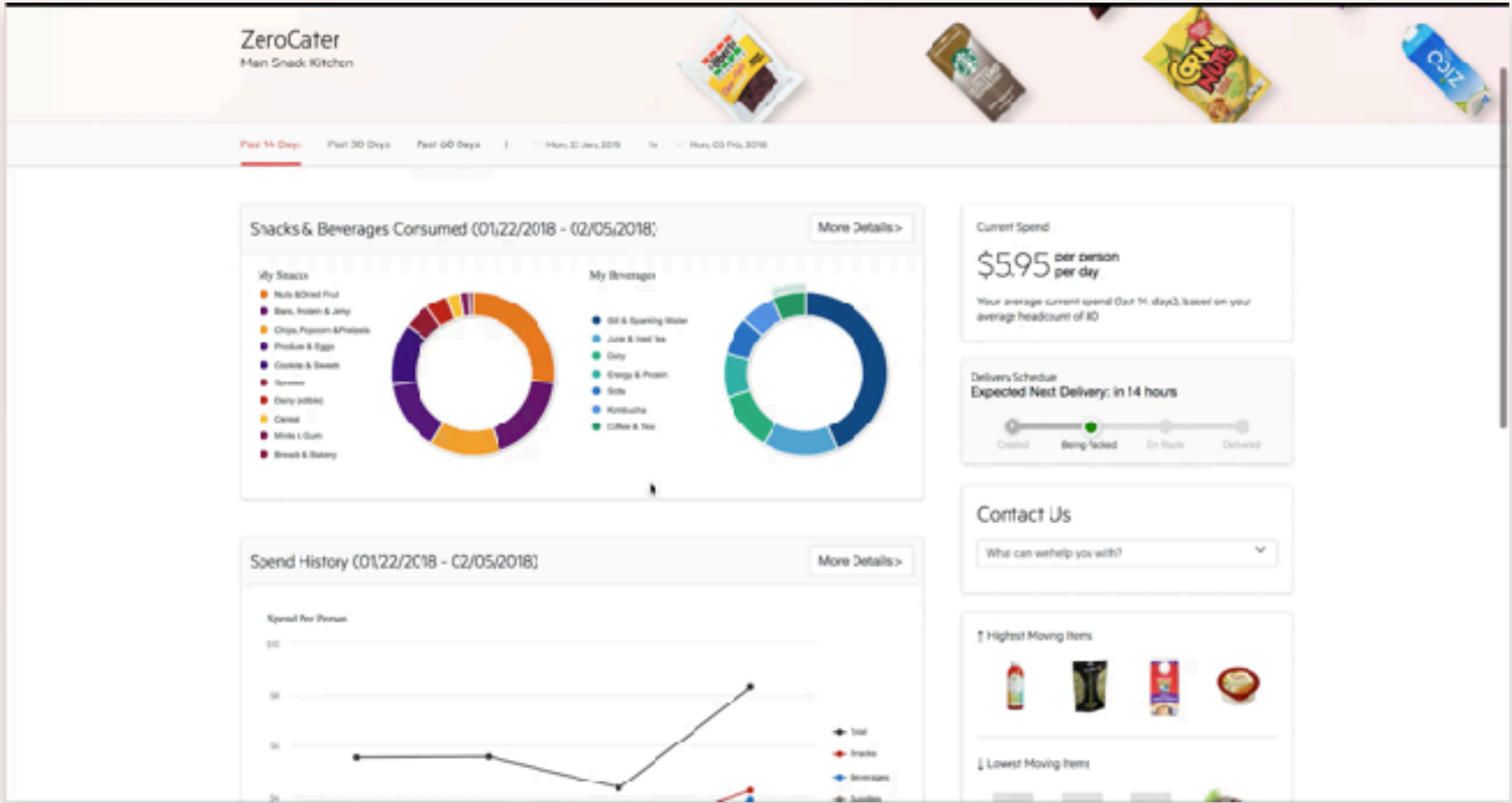
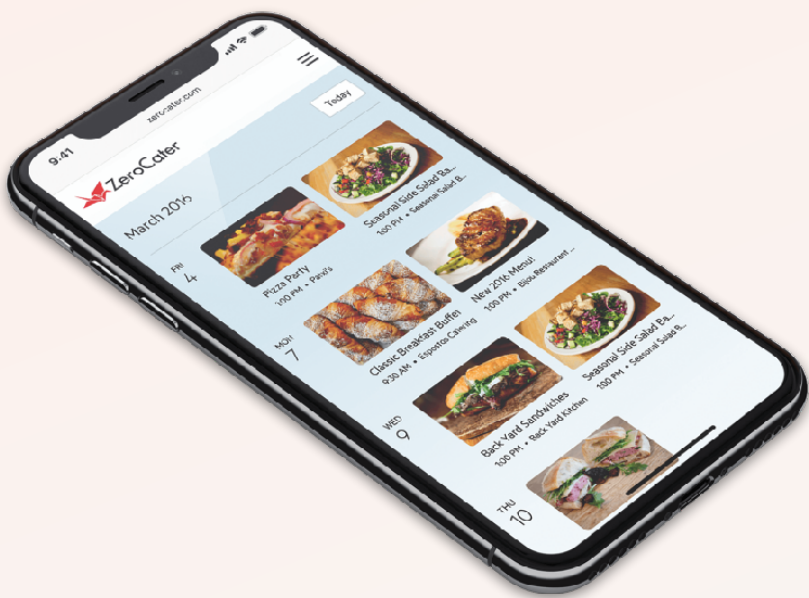
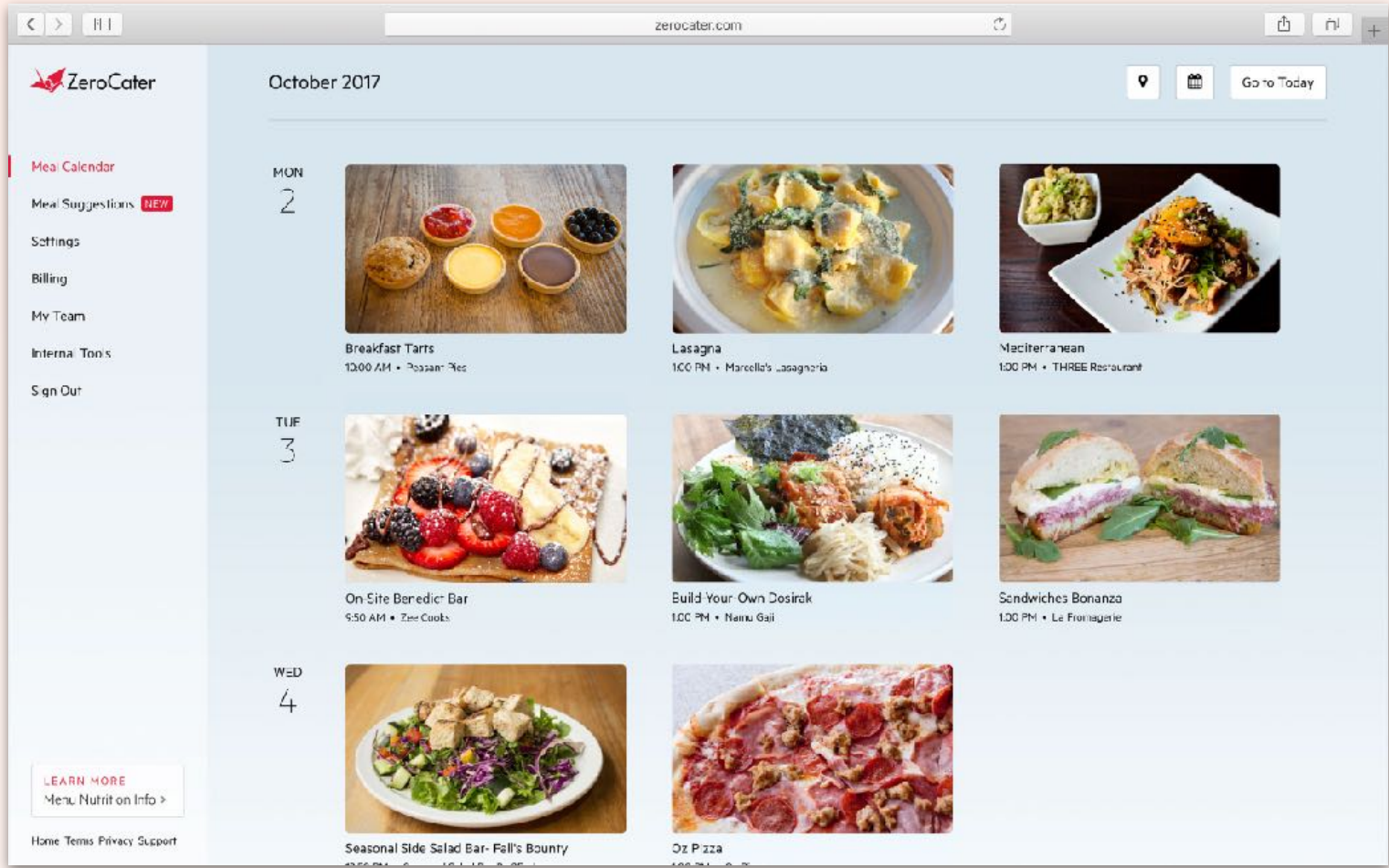


Powered by the Snacks & Kitchens dashboard, FoodIQ is a key value pillar in ZeroCater's product offerings

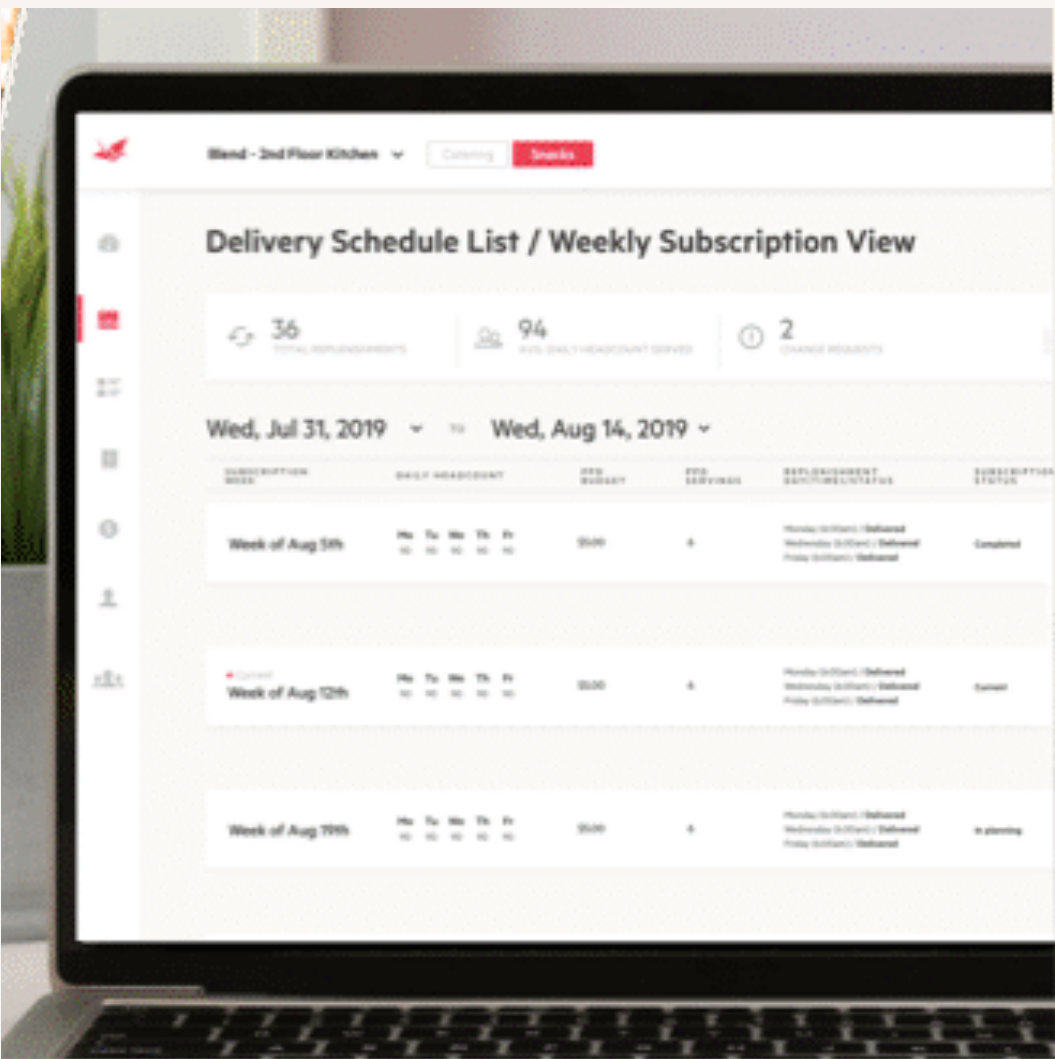
Results That Keep Paying Off

- Now branded as 'Food IQ', the technology behind the Snacks & Kitchens dashboard has provided its value many times over.
- Accurate inventory and delivery data combined with feedback from a built-in employee-facing form provides the best possible experience for ZeroCater clients.

Catering Dashboard + Snacks & Kitchens Dashboard are now....

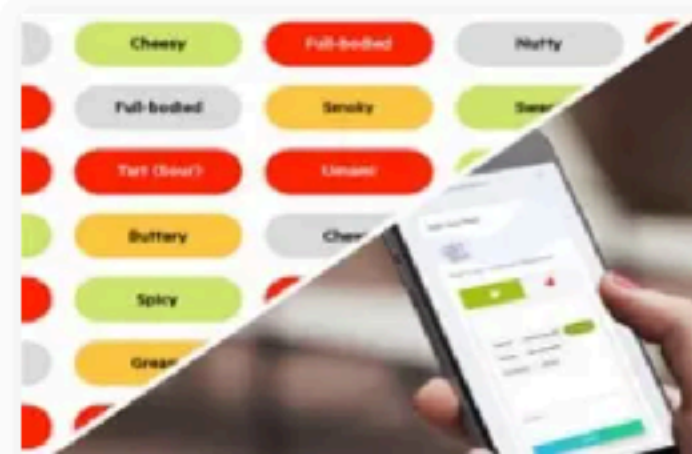


One Platform to Completely Feed Your Employees



THE ZEROCATER ADVANTAGE

The four pillars of our corporate catering and snacks advantage



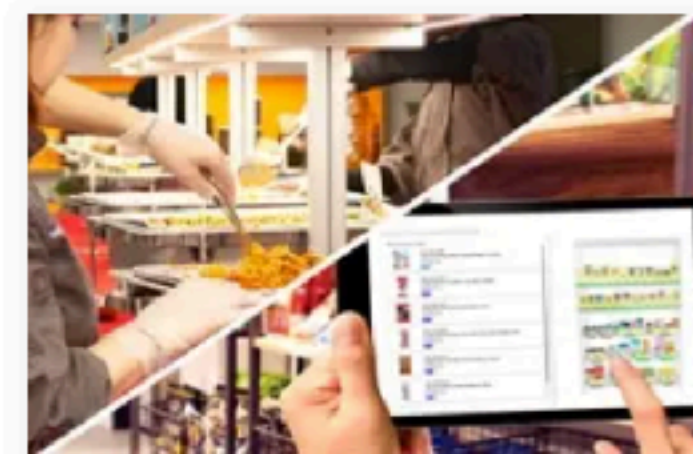
FoodIQ Technology

Meal and snack recommendations customized to your company's unique tastes, consumption, budget, and presentation



Ecosystem of Culinary Partners and Snack Brands

An unmatched variety of food with hundreds of cuisines and thousands of snack brands



Enterprise-caliber Dining and Micro-Kitchens

A technology-enabled dining and micro-kitchen experience for even the most complex enterprise companies



Data-driven Insights

Technology-powered dashboards and a dedicated food concierge team give you control over your food programs

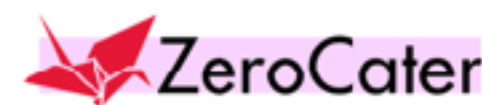
The Snacks & Kitchens dashboard is now touted as a product that officially set ZeroCater apart from the competition. No other competitors could offer this level of engagement and transparency in the form of an all-in-one platform.



CASE STUDIES

Building a Design System to Scale and Improve the ZeroCater Customer Experience

Brand and Logo (Recommended Usage)



Use the logo's optical footprint for positioning and alignment purposes, rather than the boundaries of the logo.

- It is preferable to left-align the logo horizontally.
- It is preferable to top-align or center-align the logo vertically.



Allow for adequate space around the logo. The minimum padding around the logo should be 150% of the wordmark's vertical height.

Typography (Type Styles)

- Use proper capitalization.
- Leading headings (Headings 1—3) should generally be in sentence case. Small headings (Heading 4) should be in titlecase. Headings should not contain ending punctuation.
- Paragraph text should be in complete sentences with proper punctuation.

Metric Thin
57px / 3.58rem
1em line-height

Heading 1

Metric Thin
48px / 2.98rem
1em line-height

Heading 2

Metric Thin
40px / 2.49rem
1em line-height

Heading 3

Metric Thin
35px / 2.06rem
1em line-height

Heading 4

Metric Light
25px / 1.49rem
1.2em line-height

Heading 5

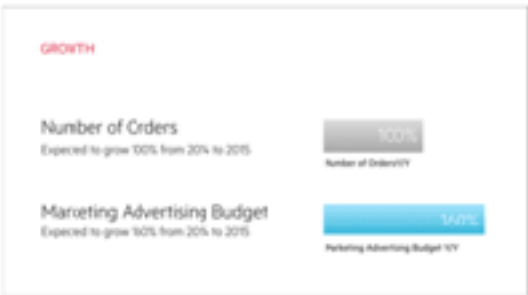
Metric Regular
16px / 1rem
1.2em line-height

Heading 6

Metric Light
14px / .87rem
1.2em line-height

Paragraph Text

Quantitative Data and Visualizations



Average Service Costs

Total cost per person	\$15.00
Food cost per person	\$12.50
Markup on restaurant charges	\$0.00
Service fee	8%
Tax	8.75%

Salad Bar

100

Sandwiches

75

Main Lunch

500

20%
Feedback engagement

4x
Increase in user engagement

- Display of quantitative data should be free of embellishments, ornamentation, or elements that may influence how data is interpreted.
- Charts, graphs, and data visualizations should be monochromatic. Where more than one color is required to convey information, use of analogous colors is recommended.
- Reduce prominence of elements such as lines, borders, and markers. For example, keep line weights to 1 point or less.

Color

- Text should be set in pure black on solid white or light backgrounds.
- Text should be set in pure white on medium or dark backgrounds.
- Avoid relying on color as a primary means to convey information or differentiate content.
- Avoid overuse of ZeroCater Red due to its prominence; reserve for primary elements, such as the logo or large headings.
- Avoid using ZeroCater Red as a solid background color in layouts.

Principal Colors



Black
#000000



White
#FFFFFF



ZeroCater Red
#E31E37

Secondary Colors



Blue
#428BCA



Pale Blue
#D0EAEF



Bright Green
#7ED321



Green
#66BB6A

Greys



Light Gray 1
#FAFAFA



Light Gray 2
#F5F5F5



Light Gray 3
#E0E0E0



Medium Gray
#999999



Dark Gray 1
#666666

Photography

- Usage of photography should be contextually relevant and thematically appropriate with subject matter and content.
- Use custom ZeroCater photography assets, if possible. Avoid use of stock photography.



Photography can generally be grouped into two types: situational (left) and food (right).

Iconography

- ZeroCater products, services, features, and concepts can usually be expressed through an icon.
- It is most effective to pair an icon with accompanying text.



Food



Collaboration



Snacks



Logistics



Visibility



Insights



Quality



Variety



Consistency



Catering Consultant



On-Site Specialist

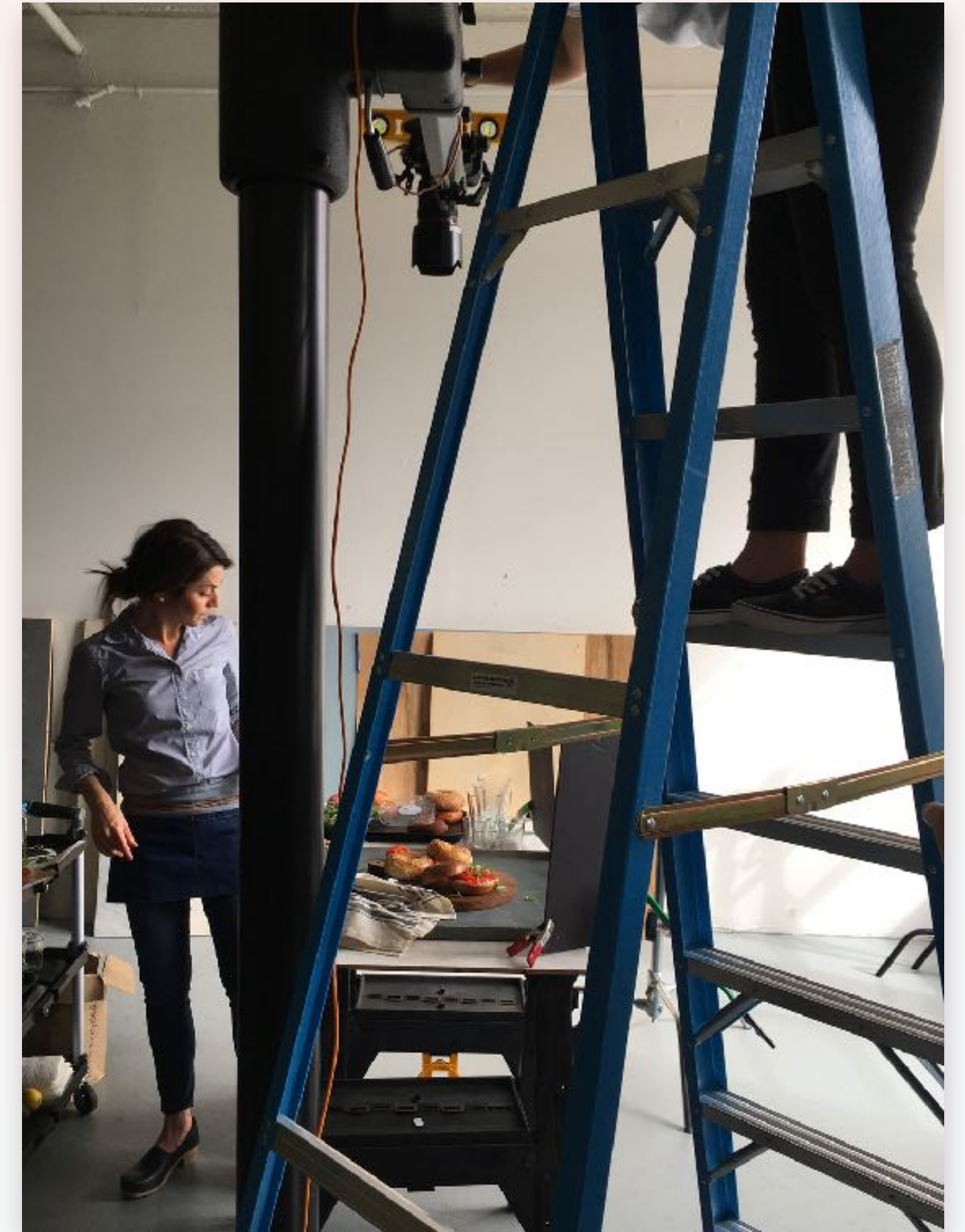


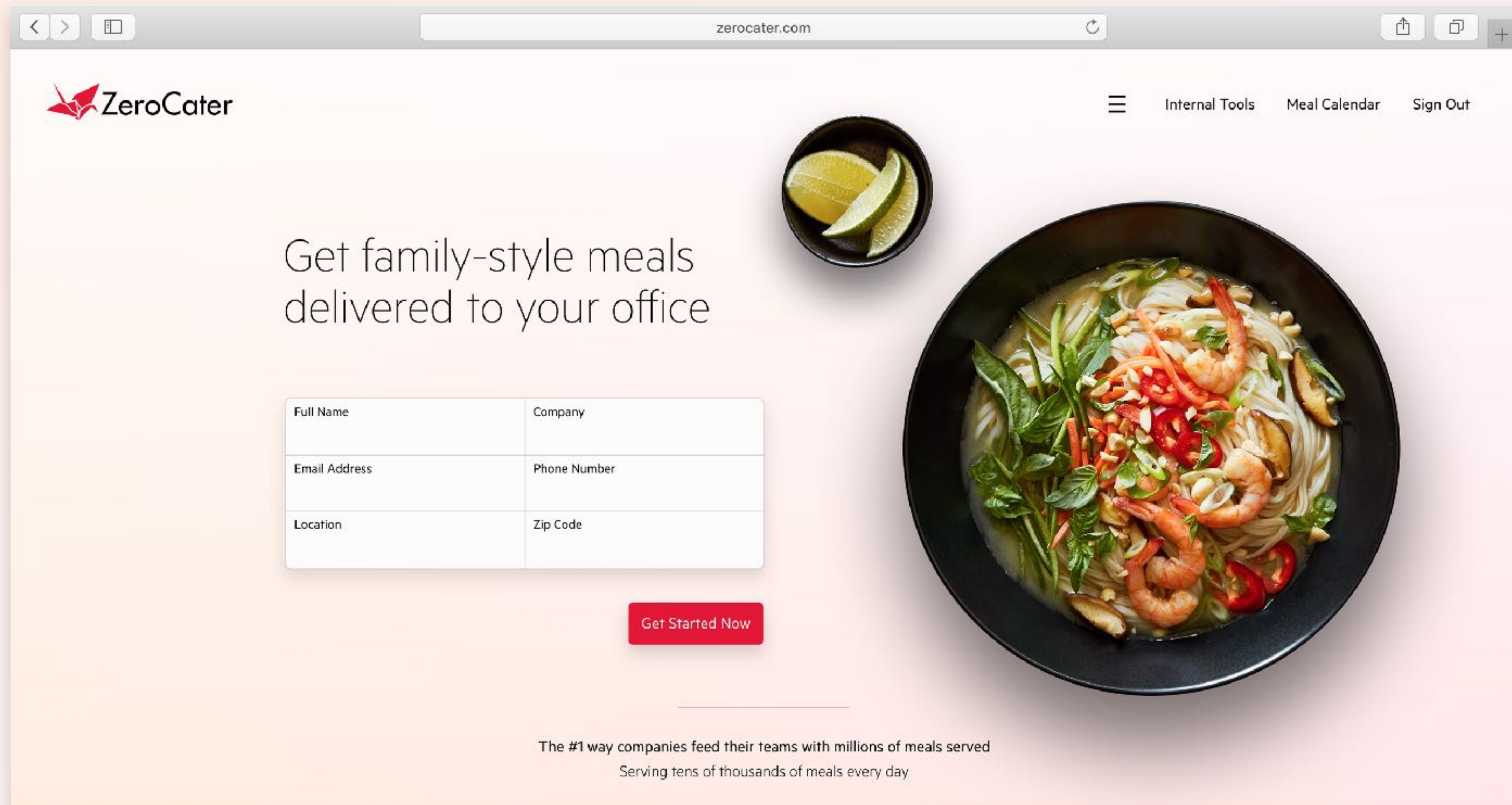
Technology

The new ZeroCater design system and style guide became the foundation for new and redesigned products as well as updated marketing communications.

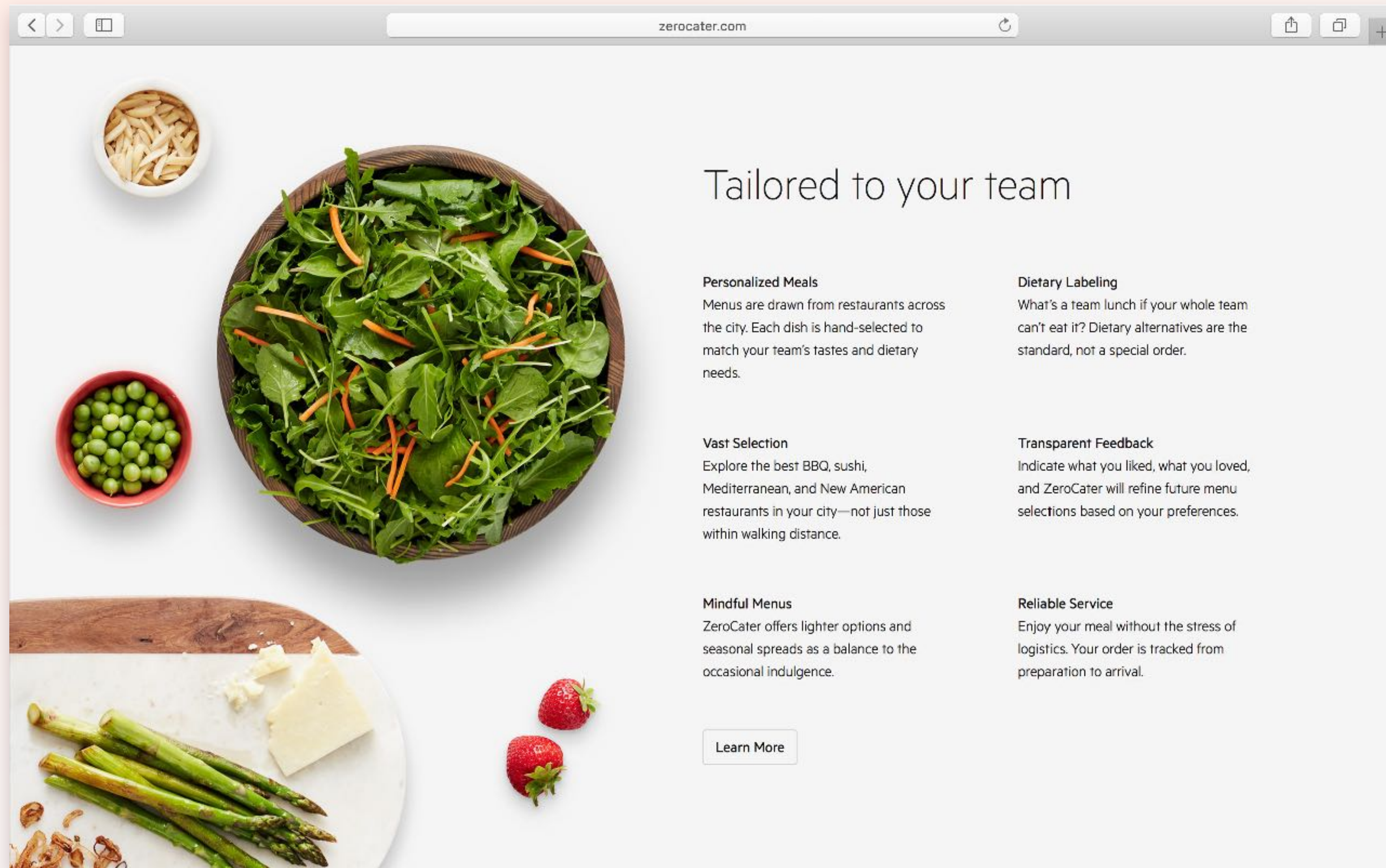
The design team provided art direction and worked on-site with professional photographers to create a custom asset library.

Here we are in the studio with our professional food photographer, Alissa Wytalia and her crew of chefs and food-stylists.



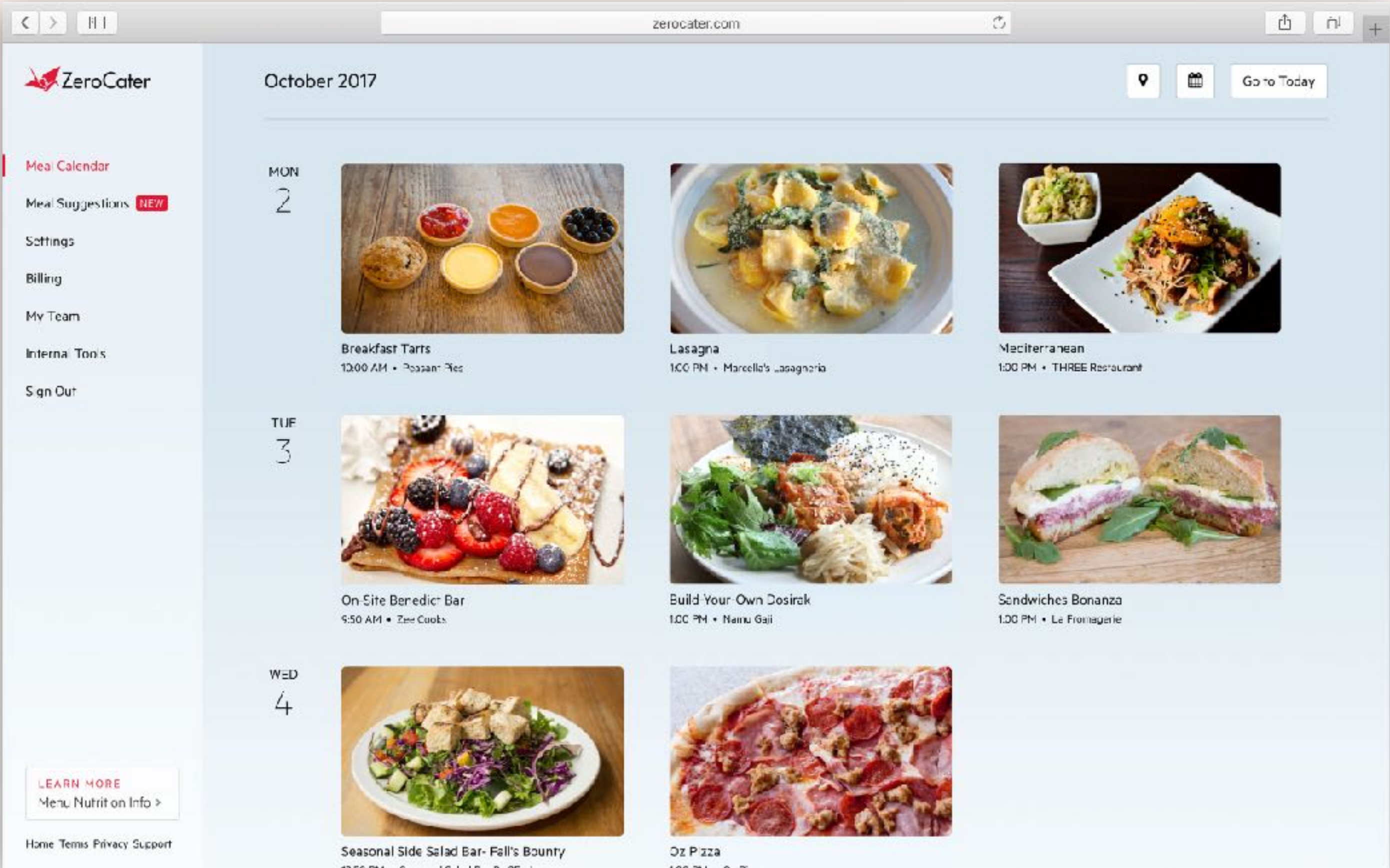


Photographs from these studio sessions were then used to quickly and flexibly create custom imagery for the web and more.



With the new design system doing the heavy lifting, new projects could be created, deployed, and iterated upon efficiently and consistently.

The new design component engineering library also helped ZeroCater’s small team to smoothly iterate upon the rebuild of the Catering Platform and its client-facing dashboard.





ZeroCater

Mindful Menus

ZeroCater's team of nutritionists have curated fresh and nutritious meals. Mindful Menus incorporate lean proteins, vegetables, and complex carbohydrates, while reducing red meat, refined grains and excess fat and oils.



Overview

Mindful Menus are easily custom made for your team's dietary preferences at breakfast, lunch, and dinner. Options include:

- ✓ Low protein: chicken, turkey, and beef
- ✓ Vegetarian: lentils, chickpeas, tofu, tempeh, seitan, soybean mushrooms, and seitan
- ✓ Vegetables: zucchini, cucumber, bell peppers, tomatoes, and onions
- ✓ Complex carbohydrates: brown rice, sweet potatoes, lentils, beans, and quinoa

Why Mindful Menus?

ZeroCater's Mindful Menus help boost energy and eliminate the after-complaints with plenty of variety. Mindful Menus are a popular way to diversify your catering menu.

Ask your ZeroCater representative how to add Mindful Menus to your upcoming event.



ZeroCater

Wellcome

Get the most out of the regular family-style meals from ZeroCater that your company offers.

About ZeroCater

ZeroCater provides offices with family-style meals from top-rated restaurants. From healthy options and more, for each meal, a ZeroCater specialist adds your menu choices, feedback, and delivery needs to create a virtual office menu (specifically tailored to your company).

Benefits and Features

By making and reviewing meals you're providing, ZeroCater performs a little insight into your tastes and preferences. ZeroCater sends you your feedback to help them improve on food and presentation.

Create Your ZeroCater Account

Make the most of your meals by creating your ZeroCater account. You'll be able to rate and review meals, see upcoming meals, and receive emails about the meals ahead.

Head to your company's unique ZeroCater link provided to you by your company's admin to register.

Don't Miss Out

Bookmark your company's unique ZeroCater link for easy access, and don't forget to add fo@zerocater.com to your email list to ensure correspondence doesn't get diverted to your spam folder.



ZeroCater

Great food tastes better with real plates and silverware

ZeroCater has recently partnered with DishJoy to provide an experience your team will love.

DishJoy's service is twofold: they provide dishes and utensils to your office and replace them nightly. Your team won't have to clean dishes or deal with wasteful and flimsy disposables, again. DishJoy uses commercial-grade dishwashers that significantly reduce water use and guarantee a much deeper clean than a regular dishwasher.

As a preferred ZeroCater client, DishJoy is offering their service at a discounted price, saving your company almost \$100 per month. Enjoy clean dishes delivered 5 times a week for [cost] per month, or [Cost/week-month] per person per day.

Want to take dish duty off your plate? Respond to this email by XX and we'll get you set up.



ZeroCater

**Two solutions,
same great service**

Whether you feed your team every day or once a month, ZeroCater has a solution to fit your schedule.

Subscription

Companies who provide team meals on a regular schedule are best suited for a Subscription plan. A Client Success Coordinator creates a company profile, tailored to the tastes, preferences, and dietary requirements of your employees. Your feedback informs the upcoming menu selections.

- ✓ Customized menu from top local restaurants, chefs, and food trucks
- ✓ Personalized selections based on feedback and order history
- ✓ Dedicated Client Success Coordinator

On-Demand

ZeroCater On-Demand is your solution for one-time events. Whether you're planning a lunch meeting or hosting people from out of town, your Client Success Coordinator creates a unique, custom meal. ZeroCater brings the top restaurants, chefs, and food trucks in town directly to your office.

- ✓ Custom menu from local restaurants, chefs, and food trucks
- ✓ Orders online available for each guest or employee
- ✓ All-inclusive service with menu selection, delivery, and set-up

Sign up now at zerocater.com or call 415-830-7602

Centralized documentation and asset libraries shared across the company ensured that all departments could receive custom documents created quickly and within brand-guidelines.



ZeroCater On-Site Cleaning

Enjoy your meal and let our experienced ZeroCater staff clean up. Our team arrives after your meal to pack up, store leftovers, and leave your kitchen spotless for all of the other activities your team enjoys.

\$25
Per Hour of Cleaning

Standard On-Site Cleaning

- ✓ Packing leftover food
- ✓ Wiping counters and tables
- ✓ Removing trash
- ✓ Load and rebagging dishwasher or hand-washing serving utensils
- ✓ Preparing food for donation services
- ✓ Taking leftover and excess food to improve inventory

Additional Customer Services

- ✓ Replenishing snacks
- ✓ Restocking fridge
- ✓ Making coffee
- ✓ Breaking down recycling
- ✓ Other—let us know


Additional services are available upon request.



Upcoming Meal Suggestions


Give your office the ability to provide feedback that employees can vote on. Enable everyone to voice their ideas on the upcoming meals they want.


- Clicking "Meal Suggestions" in the client dashboard


- Vote on upcoming meal suggestions submitted by your co-workers


- Don't see an idea? Submit your own suggestion




ZeroCater



Do good while cleaning out your fridge

ZeroCater has recently partnered with the Plate to help feed communities in need.


Plate is a Bay Area non-profit organization that uses volunteer drivers to collect your unused food and redistribute it to area food banks. Don't worry about your leftover food in your refrigerator going to waste or filling up your compost bin.

For all deliveries that ZeroCater sends to your office, ZeroCater will pay 50% of the Plate's normal \$20 pickup fee and provide you with an invoice.

Contact your account manager to let us know your scheduled pickup or to arrange for a one-time pickup of your unused meals. You won't have to worry about storing your stuff over food any more.




re-plate


ZeroCater

Valentine's Day Eats


Valentine's Day is a perfect opportunity to show your team some love. We don't mean the Lady and the Tramp kind of love, but the thanks for all your hard work kind of love. Everyone appreciates a hot meal and a sweet treat, and what better way to say thanks to your team at LYft than with a family-style meal.

Three delicious meals to fuel your team and acknowledge their hard work.




Mediterranean Lezgeta

Tasty eats from Macedonia's Lezgeta are as close to home as you can get. Choose from delicious short ribs, baklava, figs for dessert, pasta with mushroom ragout and more.



NOLA Grilled Chicken Bowl

Enjoy this award-winning bowl—inspired, can build a bowl that's low carbs of protein, vegetables, and a variety of accompaniments. The perfect fit for your team for during the workweek.



Miso Pops

These gourmet cups are even the ideal after lunch treat. Each cupcake is festively decorated for Valentine's Day and are a small sweet treat that won't leave your feeling sluggish.

Creating editable master templates that could be used flexibly for various communications empowered all teams to receive equal attention and quality.



Feed Your People



1 hr. extra productivity per employee from catered office lunch

We know you're busy, and the last thing you want to think about is how, when, or where you're going to order catered meals for the office.

Let us take the stress of meals at the office off your to-do list, and then you can focus on what's important instead of hunting for a RUC place that offers a gluten-free vegan option.

Managed Catering

The people and technology that power our managed catering service make it simple for your team to enjoy meals from over 350 vendors. Your dedicated account manager helps you order breakfast, lunch, dinner, happy hour, and more to feed your team or serve a special event.

Dedicated account manager

65+ cuisines—always something new to try

Dashboard to view upcoming meals

[Order a Meal Now](#)





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155 Silliman St.
San Francisco, CA 94107

[Unsubscribe](#) • [Subscription Preferences](#)



Feed Your People



Collaboration is one of the best ways to refine and launch new ideas.

Use lunch to create more moments for people to collaborate at work.

"Create opportunities for people to have ideas and be able to turn to others and say, 'what do you think of this?'"

David Radcliffe
Google, Staff Engineer



Managed Catering


The people and technology that power our managed catering service make it simple for your team to enjoy meals from over 350 vendors. Your dedicated account manager helps you order breakfast, lunch, dinner, happy hour, and more to feed your team or serve a special event.

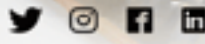
Dedicated account manager

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Feed Your People



BREAKFAST
Project Juice

Drink the best certified organic produce and ingredients in tasty and nutritious blends. Breakfast offerings include:

- Chocolate protein
- Naringa Greens
- Berry Blast

[Order Breakfast Now](#)

LUNCH
Tacko

Known for their commitment to the Slow Food movement, Tacko dishes up bold Mexican Favorites. Lunch eats include:

- Taco Bars
- Burritos
- Sides like chips, salsa, and guac

[Order Lunch Now](#)

DINNER
Babushka

Michelin Star recipient, Babushka is a family-owned institution calling Walnut Creek home. Dinner spread eats:

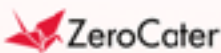
- Siroganoff
- Stuffed Bell Peppers
- Chicken piroshki

[Order Dinner Now](#)




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[Unsubscribe](#) • [Subscription Preferences](#)



Feed Your People



BREAKFAST
Vive La Tarte

A fresh neighborhood bakery with old world roots, getting creative with the craft while taking uprooting eats. Breakfast menus include:

- Green Male Chicken Quiche
- Vegan Bircher Muesli
- Variety Breakfast pastries

[Order Breakfast Now](#)

LUNCH
Little Star

From deep dish to thin crust, Little Star serves up some of the best pies in town. Lunch menus offer the following:

- Meatball Deep Dish Pizza
- California Thin Crust Pizza
- Spicy Baked Chicken Wings


[Order Lunch Now](#)

DINNER
Limon Rotisserie

Famous Peruvian eats with fresh ingredients and native recipes, these dishes are prepared with contemporary flair. Dinner menus serve up:

- Lomo Saltado—organic filet mignon
- Pulco Organizado
- Vegetable Paella

[Order Dinner Now](#)



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Every step of email campaign journeys was overhauled, and replaced older designs that appeared disconnected from the company's new identity

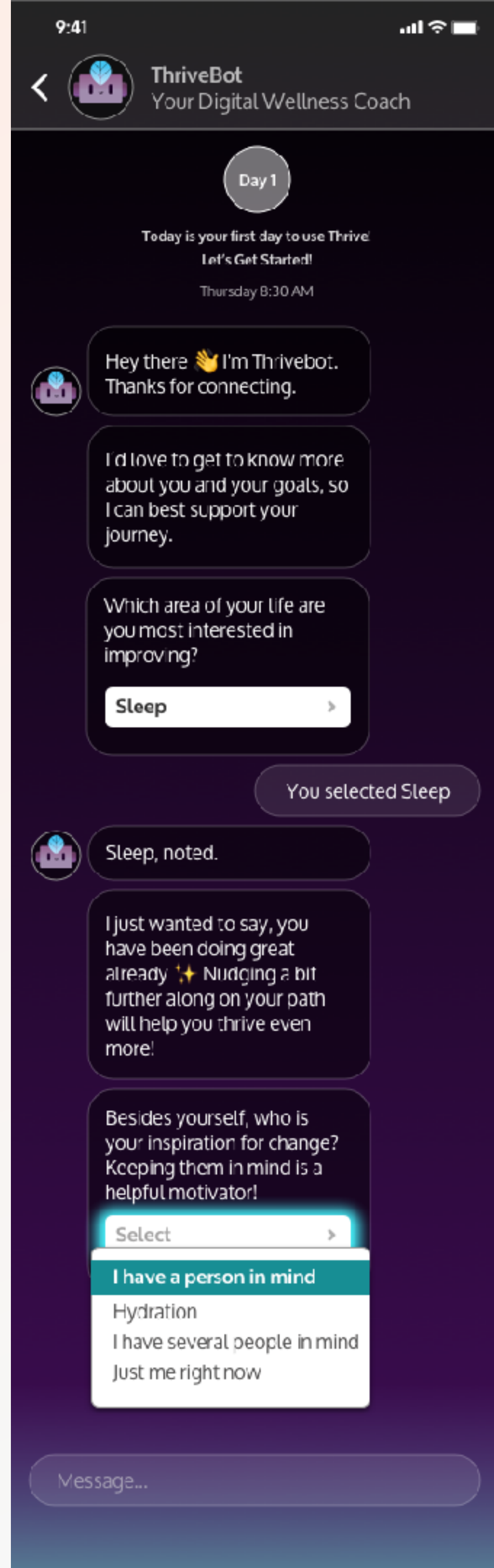
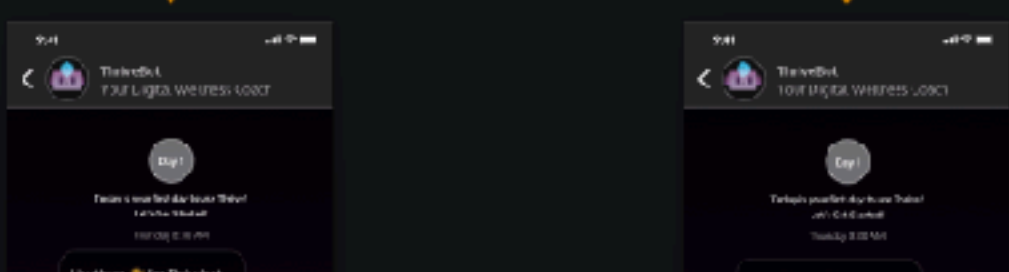
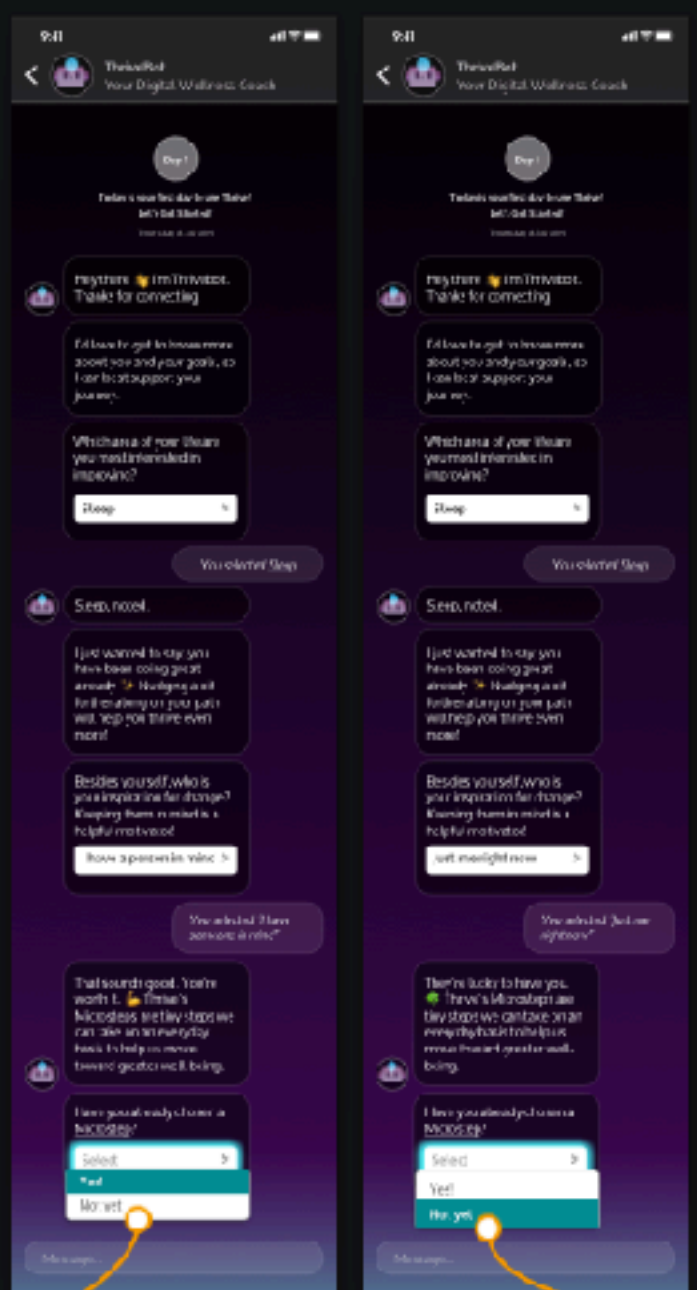
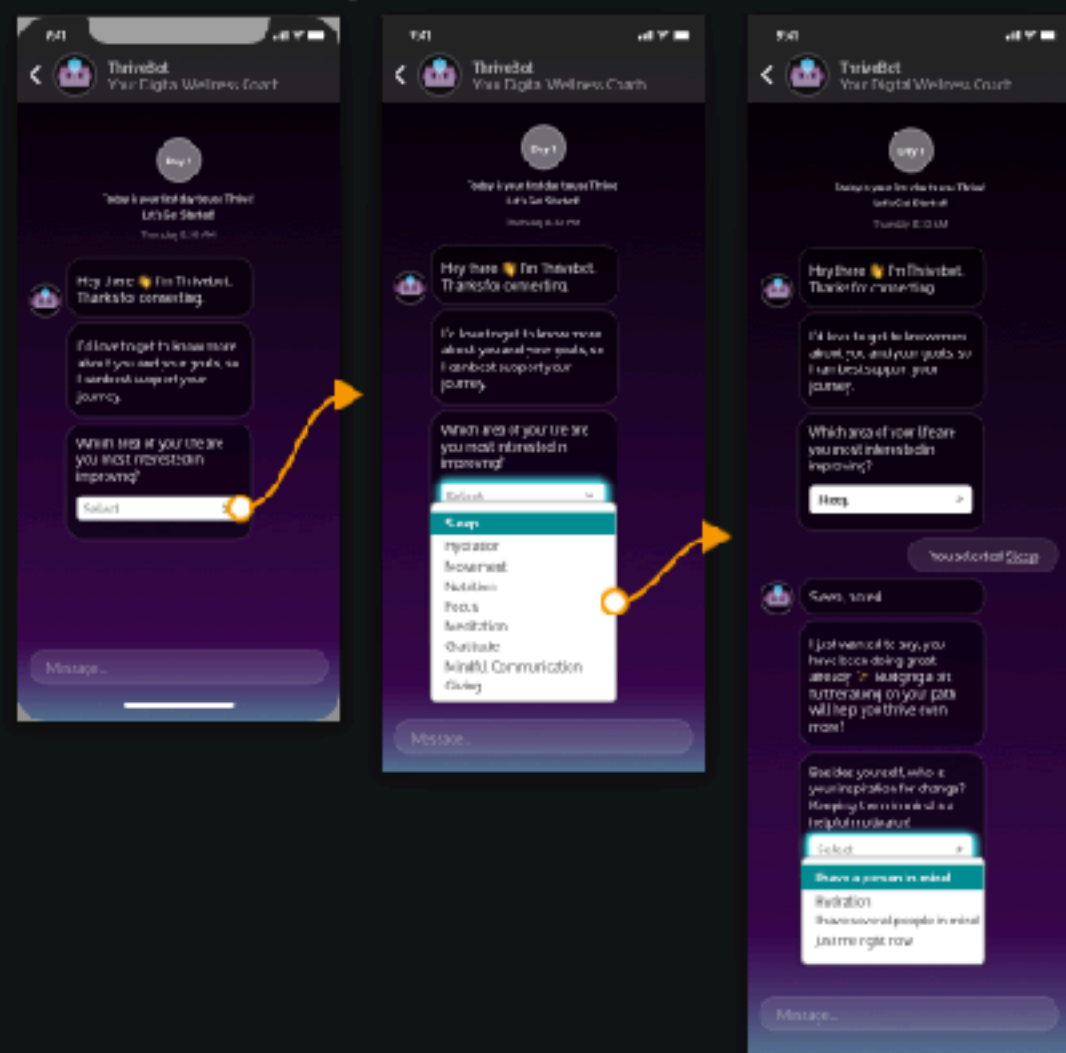
All Pardot development was done by myself until I handed the responsibility off to an off-shore team in late 2017

Street and event signage featuring fresh custom photography, and our new standards around layout and typography.



CASE STUDY

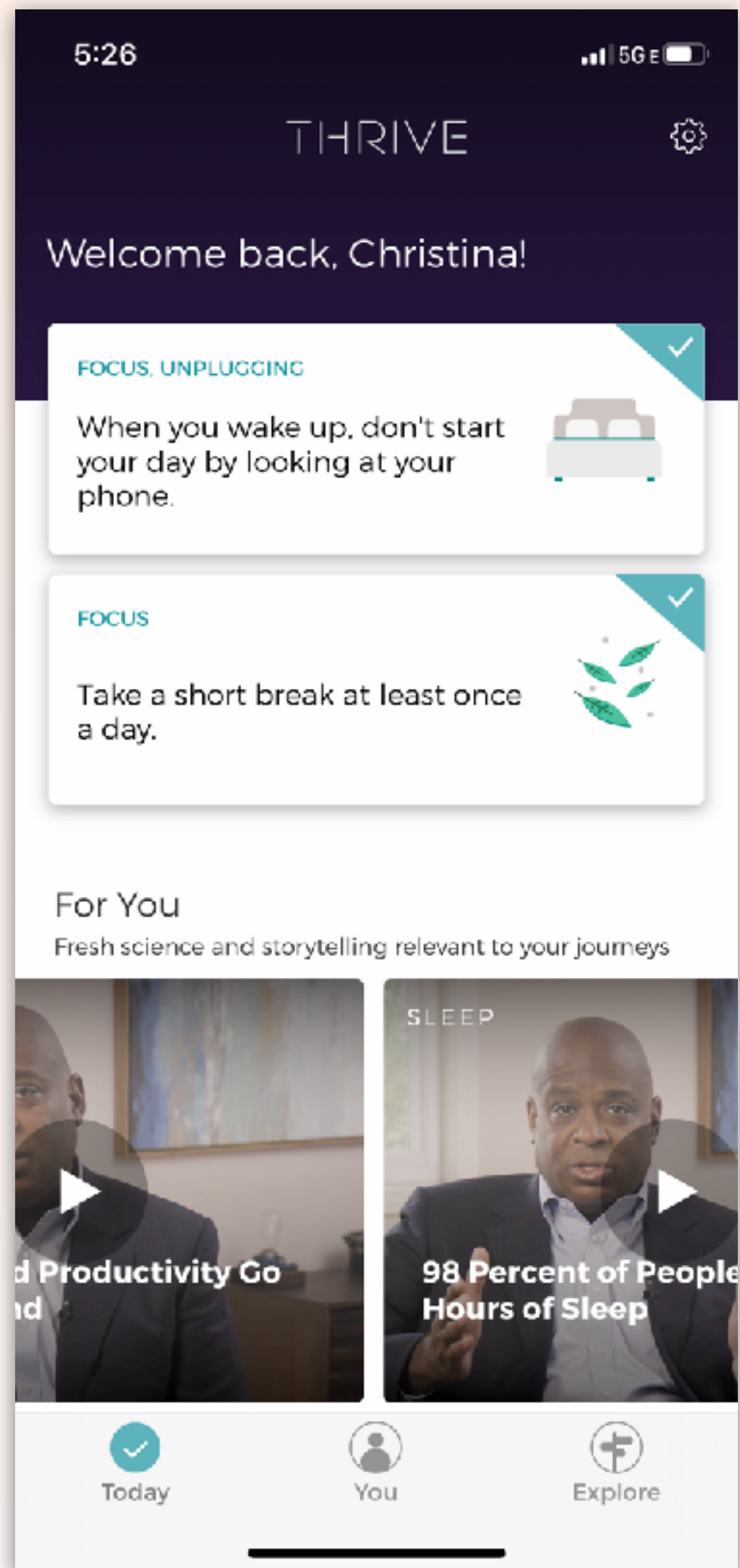
Creating ThriveBot: Your Digital Wellness Coach for Arianna Huffington & Thrive Global



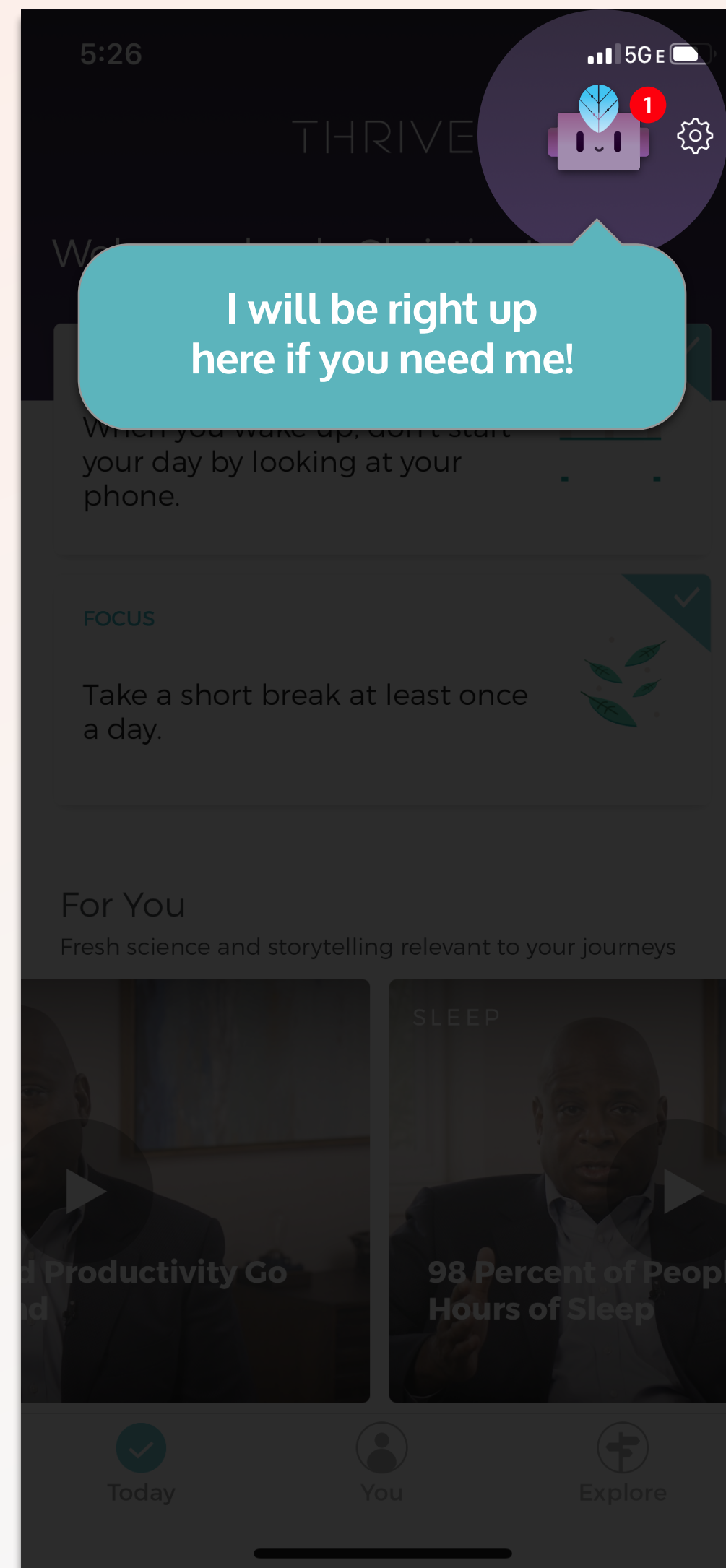
ThriveBot: Your Digital Wellness Coach

The Mission:

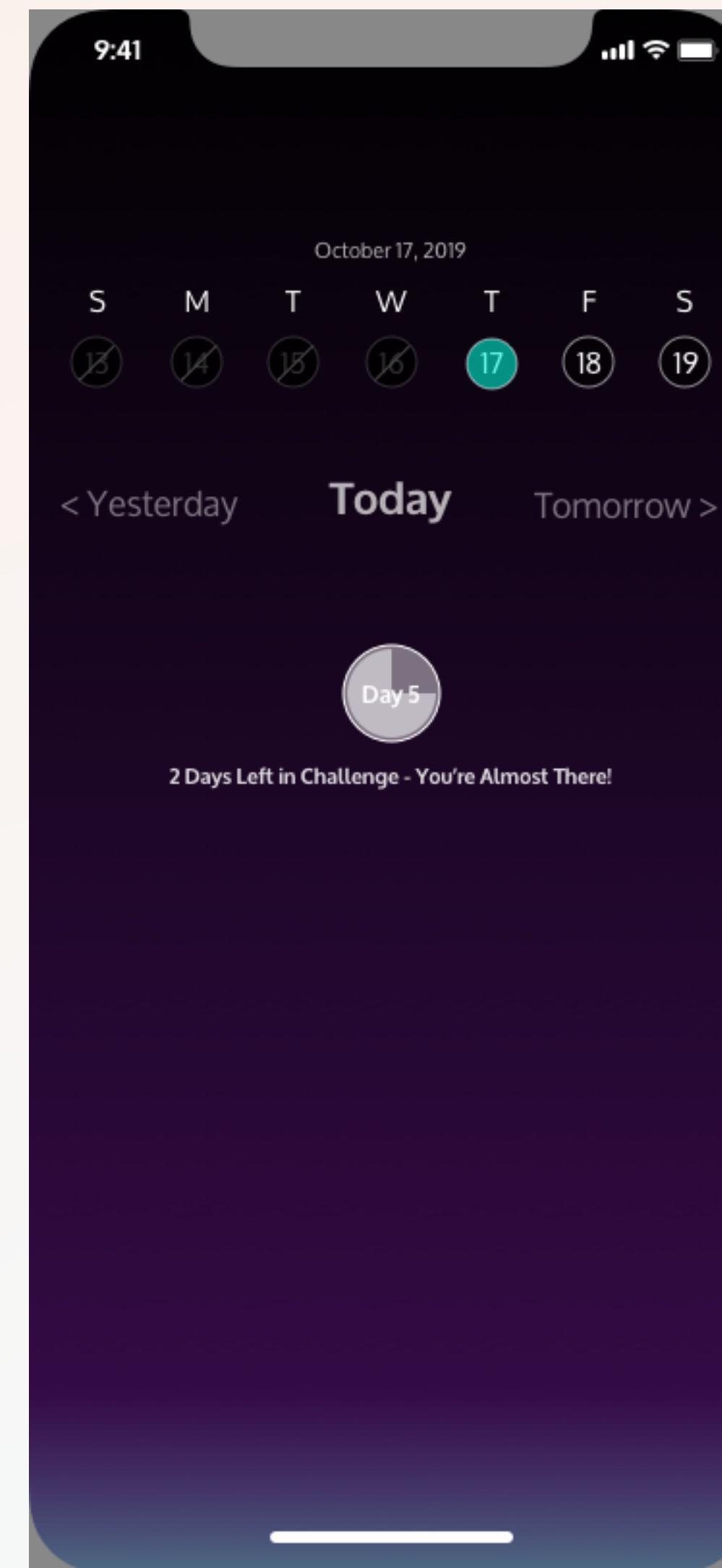
- High-fidelity product and user-flow suggestions to be presented to investors on a short timeline.
- Project included a full design treatment and animated assets to better communicate vision to stakeholders



The existing Thrive app home-screen view.

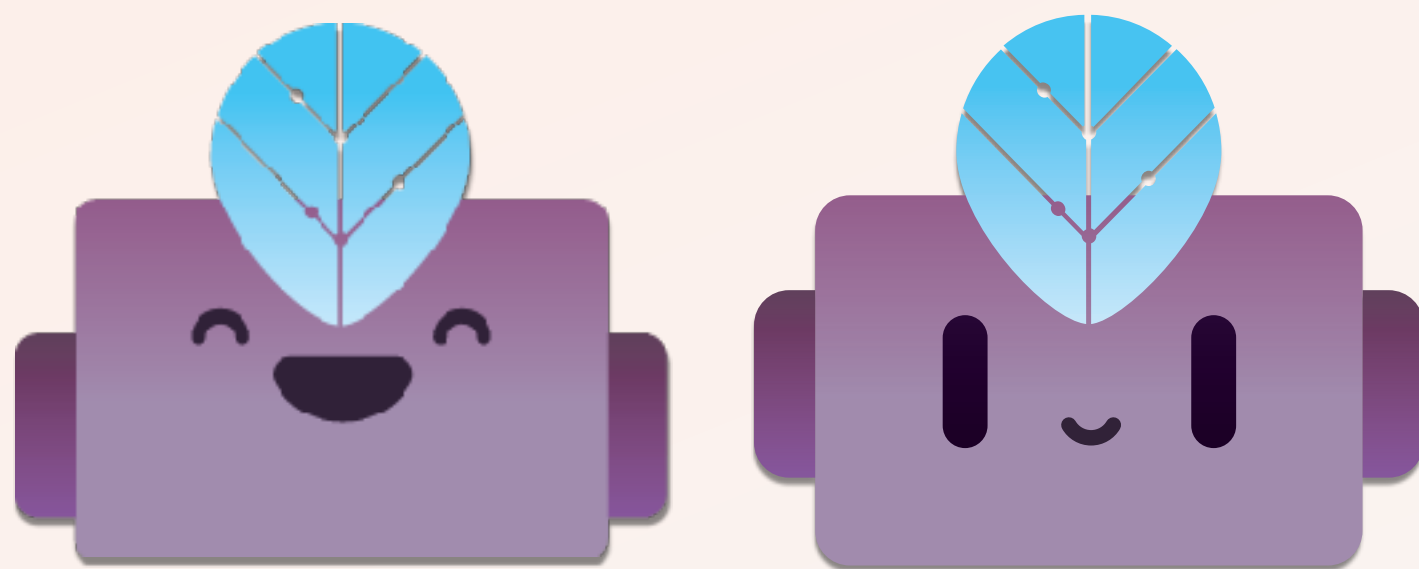


ThriveBot would 'live' in the top-right corner of the app view-screen

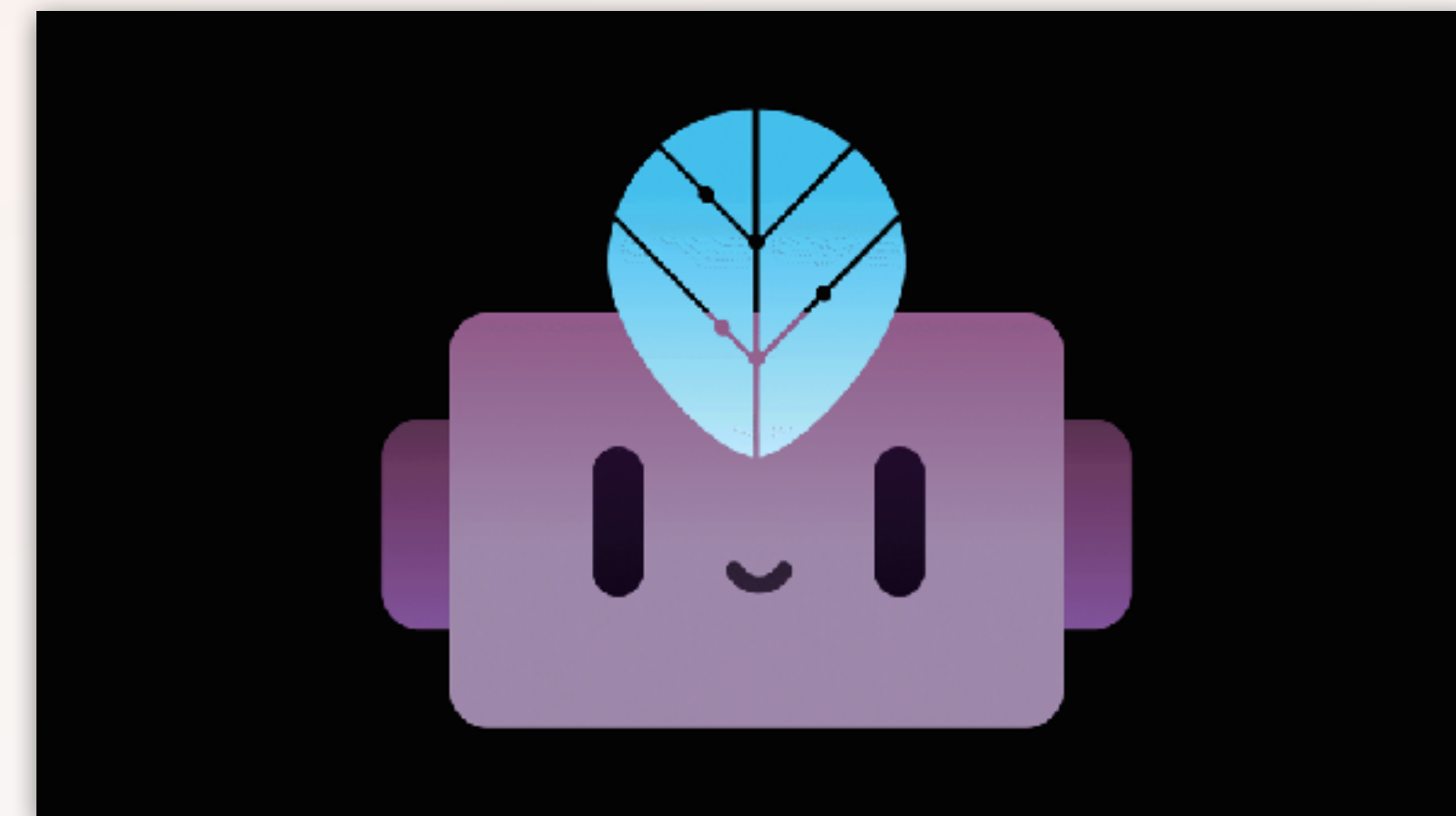
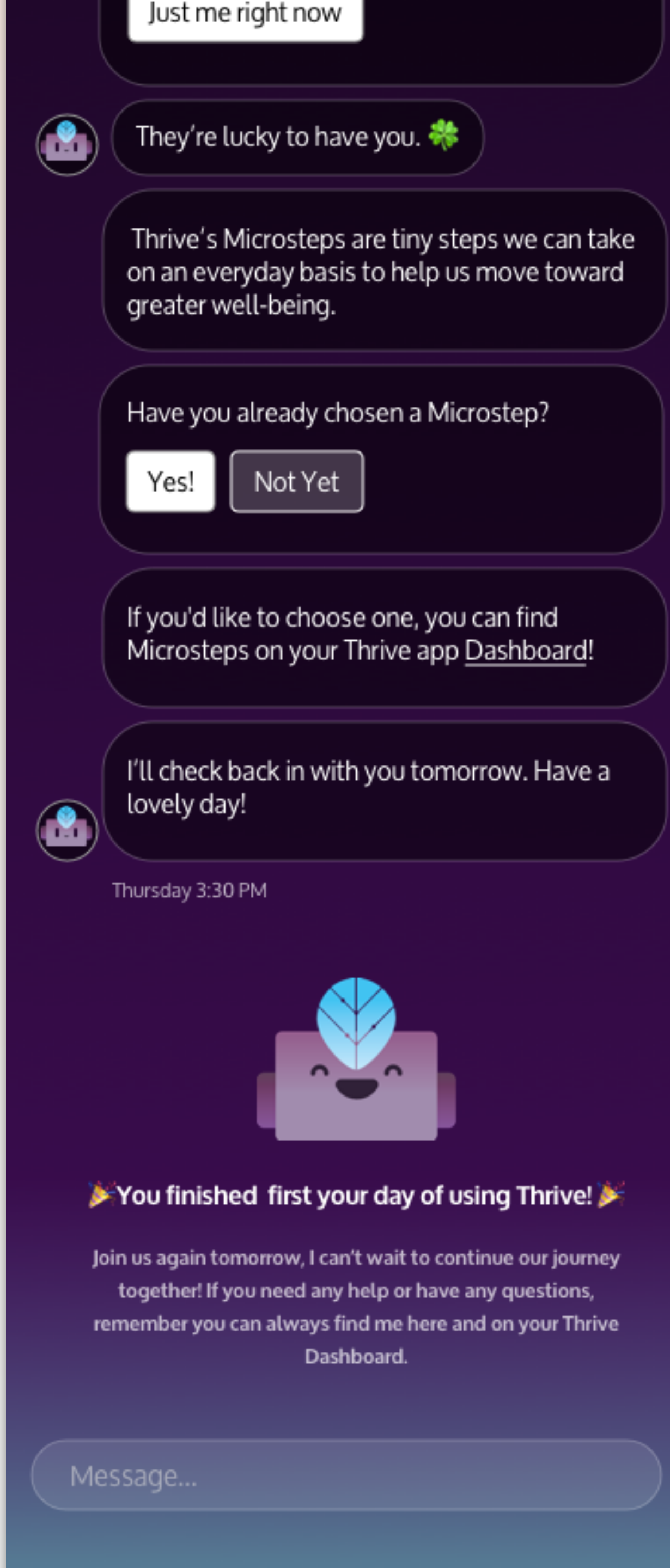


Accessing your schedule in the Thrive App

THRIVE  GLOBAL



The shiny leaf featured in the Thrive Global logo mark also crowns the forehead of ThriveBot, acting as a little antenna as well as a stylish accessory.

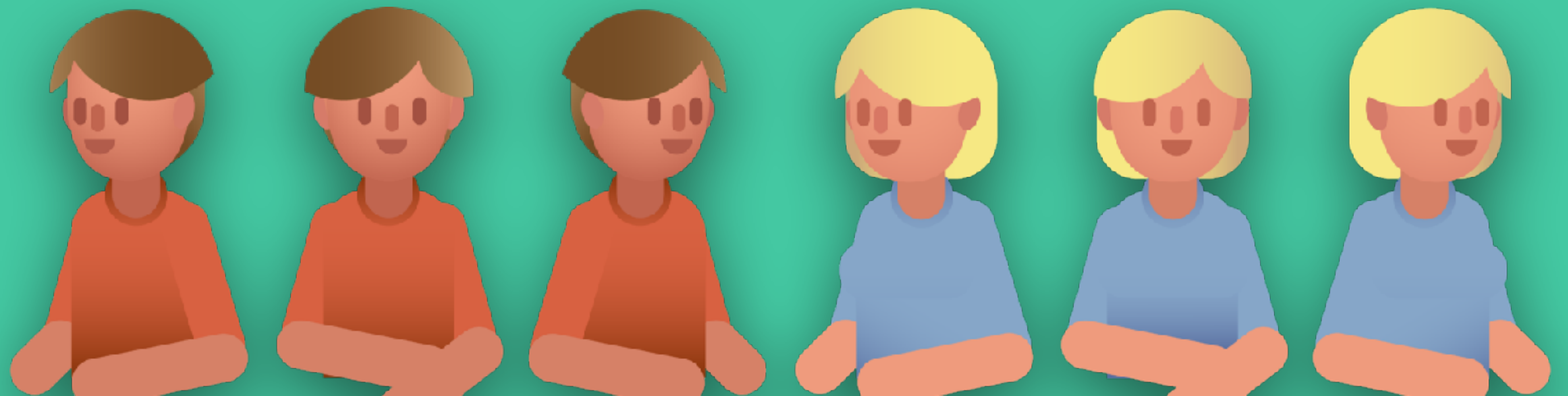


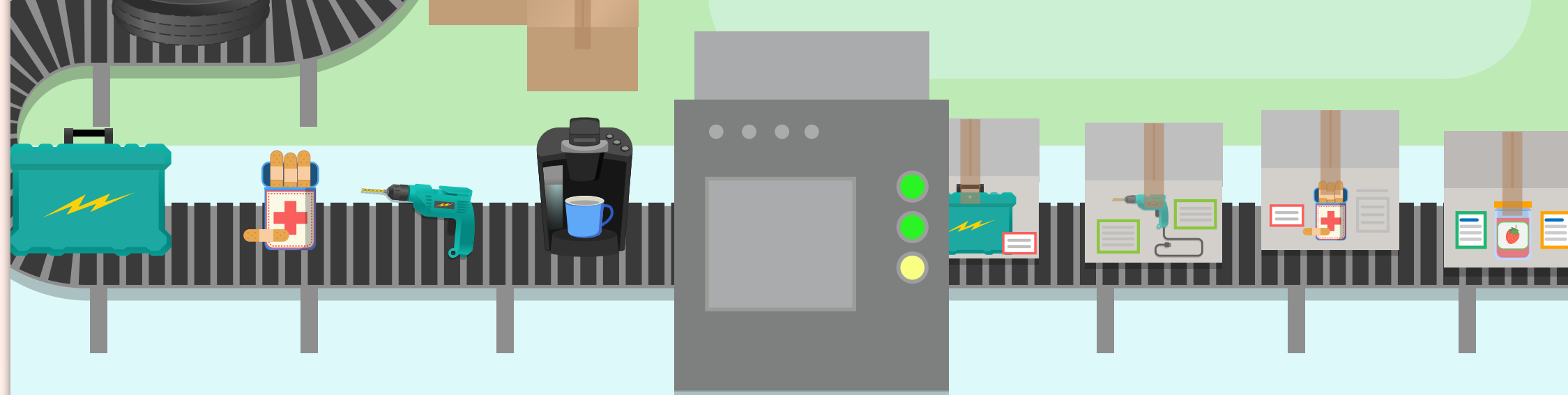
Witness ThriveBot come to life, created by myself in AfterEffects. ThriveBot provides much needed liveliness in a product that was suffering from a clinical, impersonal experience.

OTHER WORK

Syndigo

Marketing Design Consultant
2020





A brief history of Syndication

Syndication has always been about making a portion of product information available to another organization.

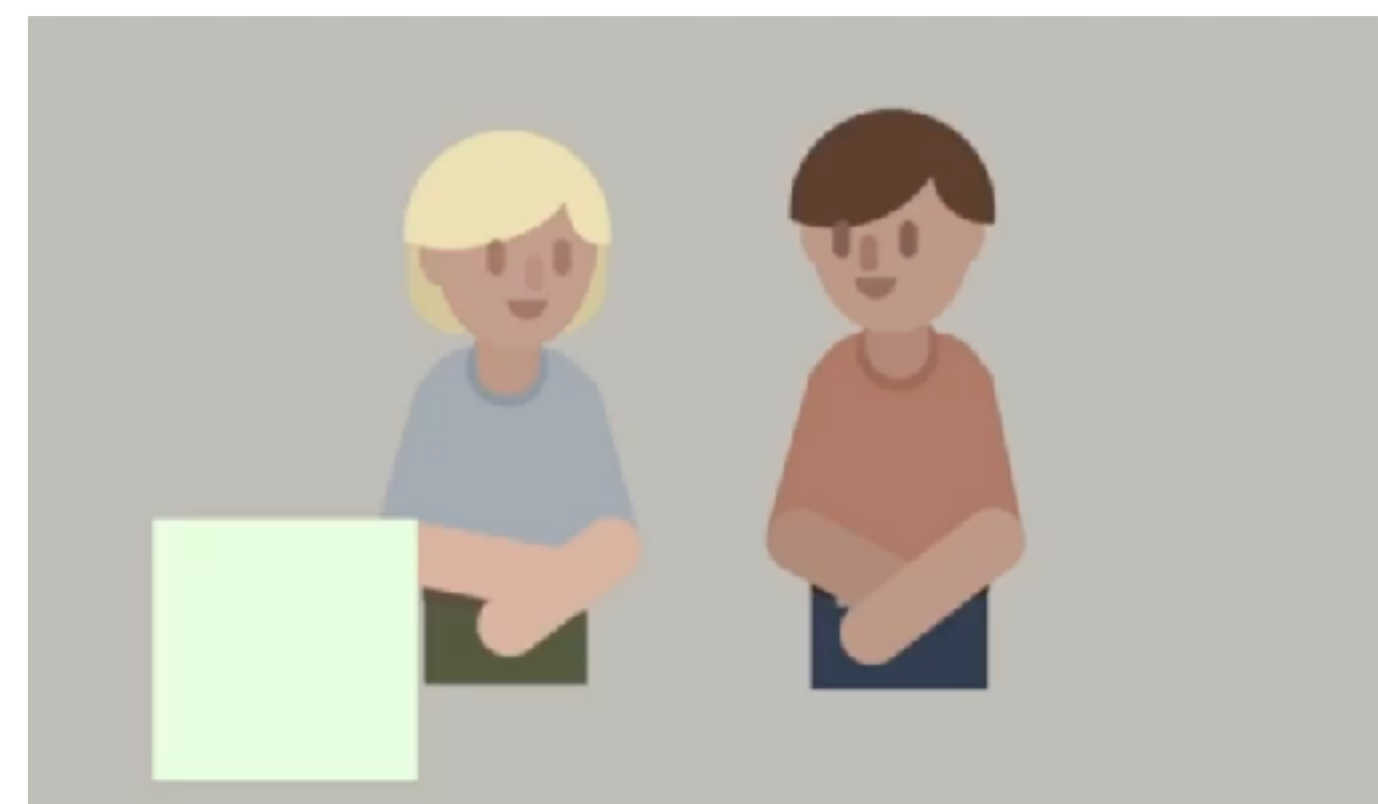
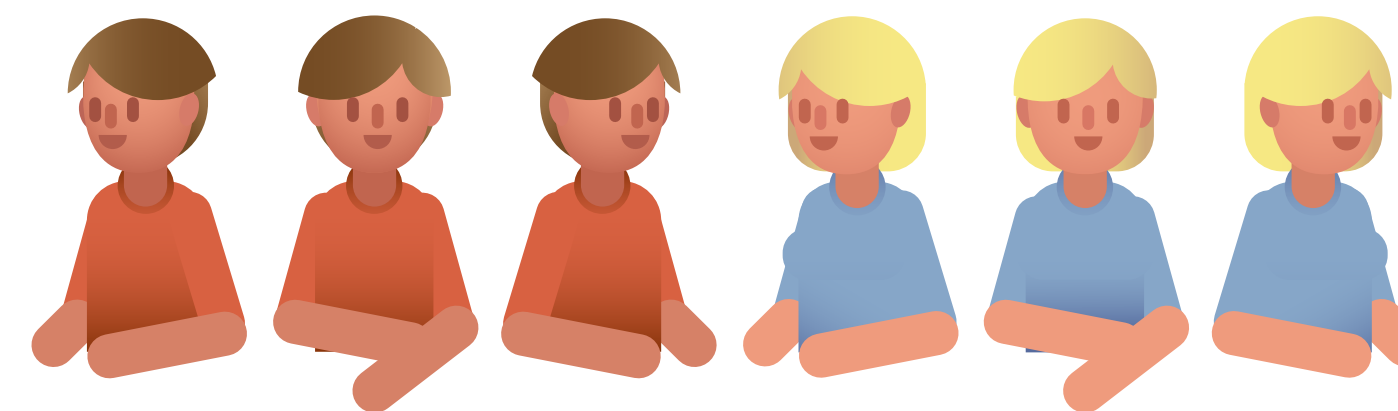
GIF

Originally, critical details required for different uses throughout the retail industry, such as SKU numbers and shipping dimensions, were often delivered simply through spreadsheets and email.

It was a simpler process, but it was also insecure, inefficient, slow to update, and prone to breakdowns.



Over the last 5 years, as the type of content required expanded with eCommerce enhanced content and the evolution of industry and retailer specific requirement, syndication become an increasingly complex process of collecting, changing, and automating product information



OTHER WORK

AnyPerk

Designer, Marketing Engineer
2016-2018



ANYPERK

Features The Perks Library Company Success Stories Log In

Employee Happiness Made Simple

PERKS AND REWARDS TO DELIGHT YOUR EMPLOYEES

Request a Demo Learn More

Meaningful Perks

Add ease and fun to your employees' lives by offering them preferred services on hundreds of brands and services nationwide. Perks don't expire and can recur monthly.

Learn More

Easy-to-use Rewards

Inspire great performance with a Rewards program that allows you to easily recognize your employees for noteworthy achievements.

Learn More

Straightforward Analytics

Measure the value you're adding to the company. Track employee surveys and use redemption stats to identify the most popular perk categories.

Learn More

ULTIMATE A HAPPIER WORKFORCE

A 5-part breakdown of the simple ways you can improve and measure positive work-life culture.

Download eBook

FEATURED PERKS

Preferred Savings on Movie Tickets and Snacks

Preferred Savings on Car Rentals

Preferred Savings on Gym Memberships

Preferred Savings on Headphones

Preferred Savings on Hotels and Vacation Packages

Preferred Savings on Spa Services

View All Perks

OUR CUSTOMERS

"We continue to see the vast majority of our workforce regularly redeeming perks through AnyPerk. It's something our employees really love."

Kim Gills, People Ops Business Partner, Zendesk

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ANYPERK

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PERKS YOUR EMPLOYEES LOVE

With a mobile app available on your employees' smartphones, they can enjoy all the perks and rewards of their choice. Delight your employees in AnyPerk's AnyPerk.

Request a Demo

Add Ease & Fun to Your Employees' Lives

WITH THE ANYPERK MOBILE APP, EMPLOYEES CAN ENJOY THE BENEFITS OF ANYPERK'S PERKS AND REWARDS ANYWHERE, ANYTIME. WITH THE ANYPERK MOBILE APP, EMPLOYEES CAN ENJOY THE BENEFITS OF ANYPERK'S PERKS AND REWARDS ANYWHERE, ANYTIME.

View All Perks

On GIG, People Ops Business Partner, Zendesk

"I am currently on my 100th day of using AnyPerk and continue to see the value of the rewards program. I am looking forward to seeing the results of the program."

Elevate Your Employer Brand

WITH A CUSTOMER SUCCESS PLATFORM, ELEVATE YOUR COMPANY'S CULTURE AND EMPLOYER BRAND BY OFFERING YOUR EMPLOYEES A PLATFORM WITH A VARIETY OF PERKS AND REWARDS. ELEVATE YOUR EMPLOYER BRAND BY OFFERING YOUR EMPLOYEES A PLATFORM WITH A VARIETY OF PERKS AND REWARDS.

Prove You're Adding Value

WITH A DEDICATED BUSINESS ANALYTICS PLATFORM, EMPLOYERS CAN PROVE THE VALUE OF ANYPERK TO THEIR EMPLOYEES. WITH A DEDICATED BUSINESS ANALYTICS PLATFORM, EMPLOYERS CAN PROVE THE VALUE OF ANYPERK TO THEIR EMPLOYEES.

Ensure Program Success

WITH YOUR CUSTOMER SUCCESS PLATFORM, ENSURE YOUR PROGRAM'S SUCCESS BY OFFERING YOUR EMPLOYEES A PLATFORM WITH A VARIETY OF PERKS AND REWARDS. ENSURE YOUR PROGRAM'S SUCCESS BY OFFERING YOUR EMPLOYEES A PLATFORM WITH A VARIETY OF PERKS AND REWARDS.

AnyPerk, Anywhere

THE ANYPERK MOBILE APP IS THE FIRST OF ITS KIND TO PROVIDE EMPLOYEES WITH A VARIETY OF PERKS AND REWARDS. THE ANYPERK MOBILE APP IS THE FIRST OF ITS KIND TO PROVIDE EMPLOYEES WITH A VARIETY OF PERKS AND REWARDS.

Never Miss a Perk

WITH ANYPERK'S DEDICATED BUSINESS ANALYTICS PLATFORM, EMPLOYERS CAN NEVER MISS A PERK. WITH ANYPERK'S DEDICATED BUSINESS ANALYTICS PLATFORM, EMPLOYERS CAN NEVER MISS A PERK.

ANYPERK

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The AnyPerk iPhone App

Download on the App Store

Now You Can Access AnyPerk, Anywhere!

Meet the iPhone app dedicated to employees' perks and rewards! Now it's possible for employees with AnyPerk to easily take advantage of the hundreds of perks available to them as well as redeem their rewards all from the convenience of their iPhone.

Access Perks On-the-Go

The AnyPerk app helps employees on-the-go take advantage of perks whenever they are. From discounts on dry cleaning to fresh fruit delivery, get your location and see the perks customized to your city or region.

Redeem Rewards Anytime

For companies using AnyPerk Rewards, view your Reward Credit balance and "redeem" them on a variety of great brands. The mobile Rewards tab seamlessly reflects the desktop experience, so employees can take advantage of their Rewards credits when they're not at work.

Seamlessly track Your Favorite Perks

Like a particular perk or a reward you love, mark your favorite items with a star to easily find them later. The app syncs with your desktop experience, so you can favorite items on your computer and see them on the app when you're out and about.

This is just the start of a whole new way to increase employee happiness, so take it for a spin today.

Features

Perks Rewards Mobile

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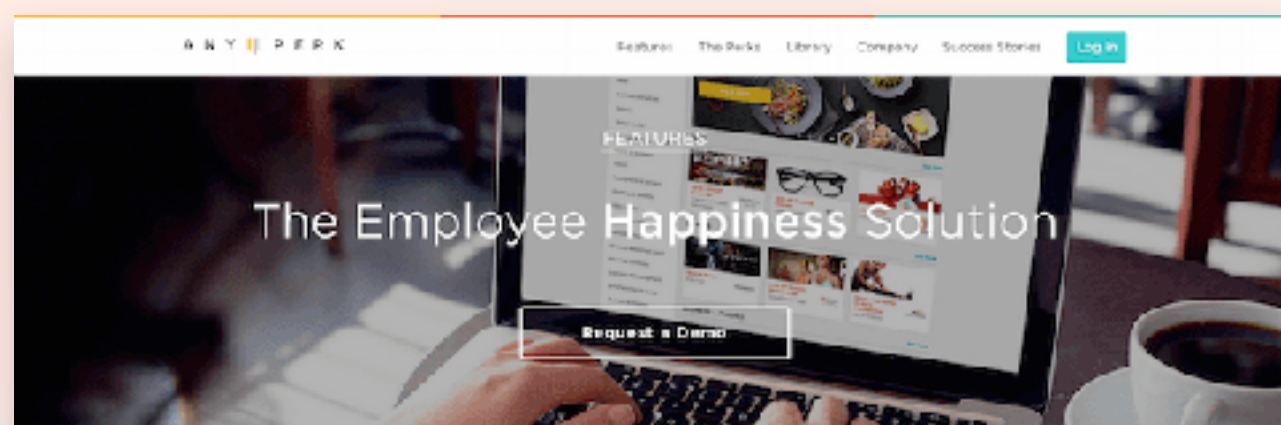
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Perks

PERKS YOUR EMPLOYEES LOVE

Employees gain access to 850+ pre-negotiated perks that have no limits on redemption frequency, don't expire, and are redeemable immediately. From unlimited parking to gym memberships to childcare services, many perks reset monthly and are available 24/7. Employees can also make direct perk recommendations to RayPerk, letting companies skip the time-lapse of negotiating perks in-house.

[Learn More >>](#)



BIRCHBOX

Levi's Custom People Operations & Performance, Birchbox

"The perks no company could ever build on our own, which is largely responsible for our valued Birchbox members. RayPerk does everything for us so we don't have to."

[Read More Customer Testimonials >>](#)



Rewards

BUILD HAPPINESS WITH RECOGNITION

RayPerk's rewards portal lets you easily recognize employees' achievements and noteworthy milestones with gifts that individuals can select themselves. By entering a specific dollar amount into the rewards platform, an employer can send credits to an employee, team, or the entire company to be used toward the gifts of their choice. Rewards can be sent on a one-time basis or set to recur.

[Learn More >>](#)

CUSHMAN & WATKINS

Rich Barges, Managing Director, Global Travel & Corporate Procurement, Cushman & Watkins

"When you have a workforce of thousands of people in multiple markets that you want to reward, you appreciate the work that RayPerk has put in to make gift selection so much easier, personal and customizable for the employees you want to delight or gratify."

[Read More Customer Testimonials >>](#)

Customer Success & Support

ACHIEVE YOUR EMPLOYEE HAPPINESS GOALS

Every RayPerk customer receives a designated Customer Success Manager who is your strategic partner and helps you achieve your business objectives. Our employee happiness experts are always available to answer your questions, big and small.



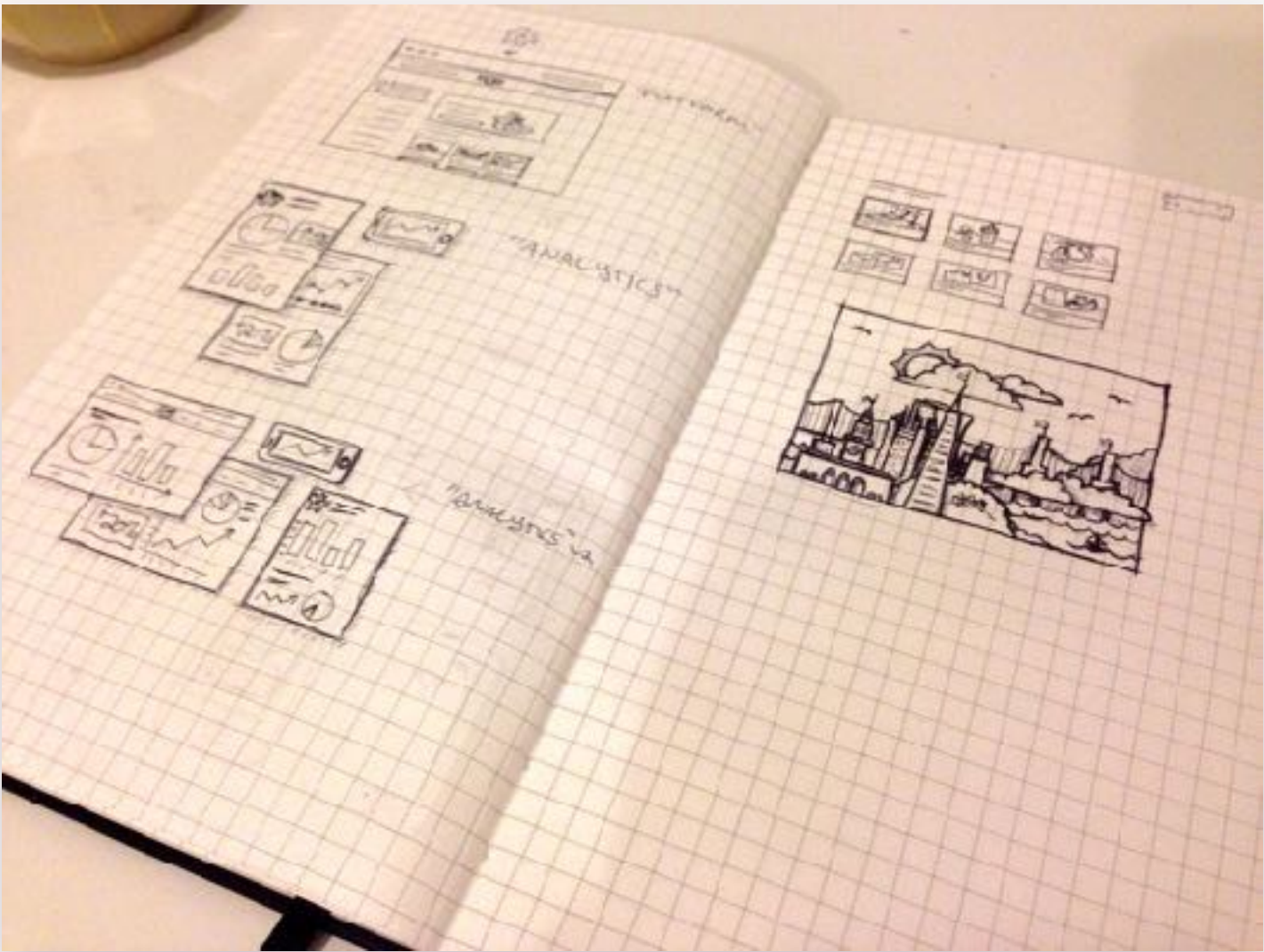
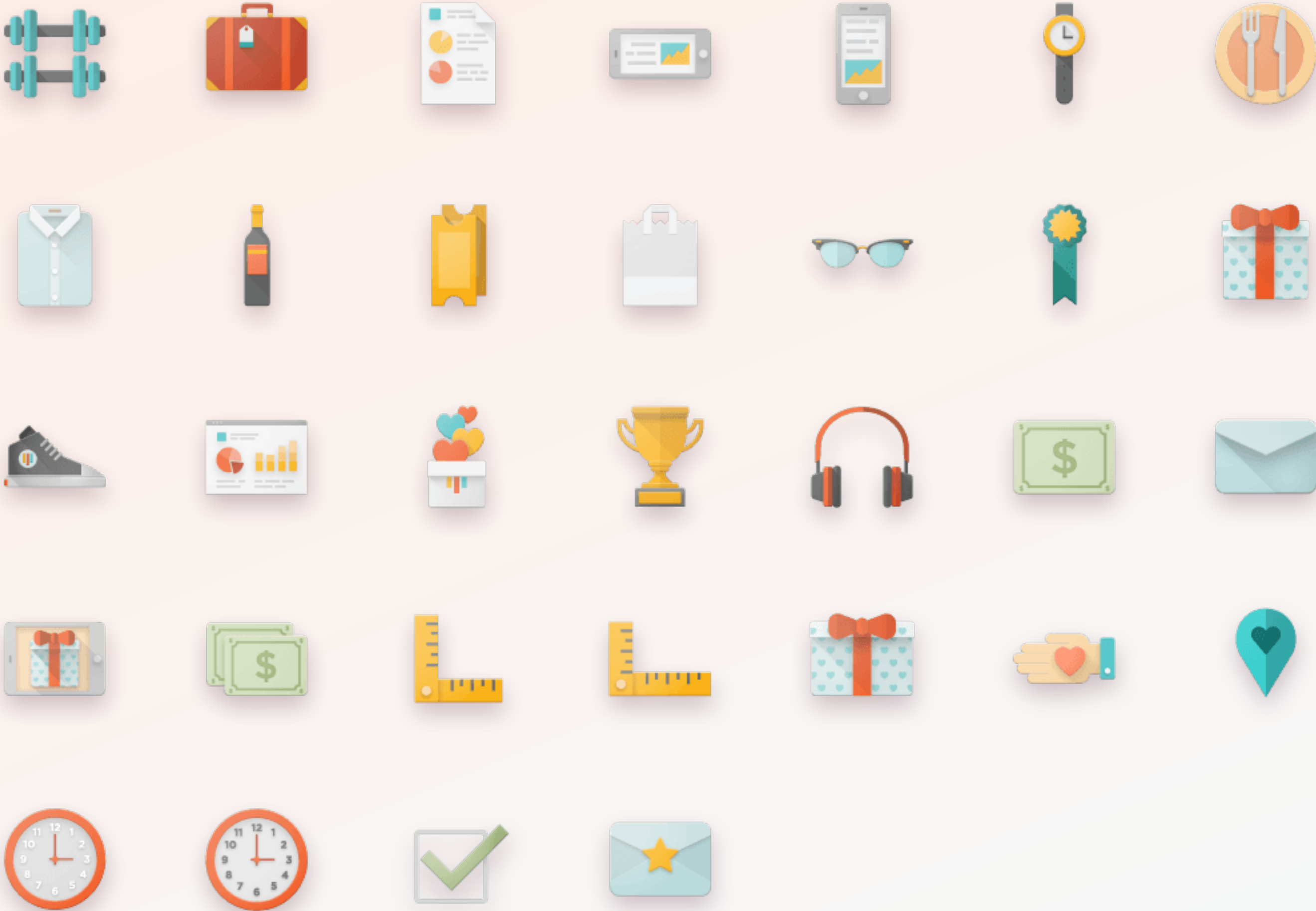
Employee Communications

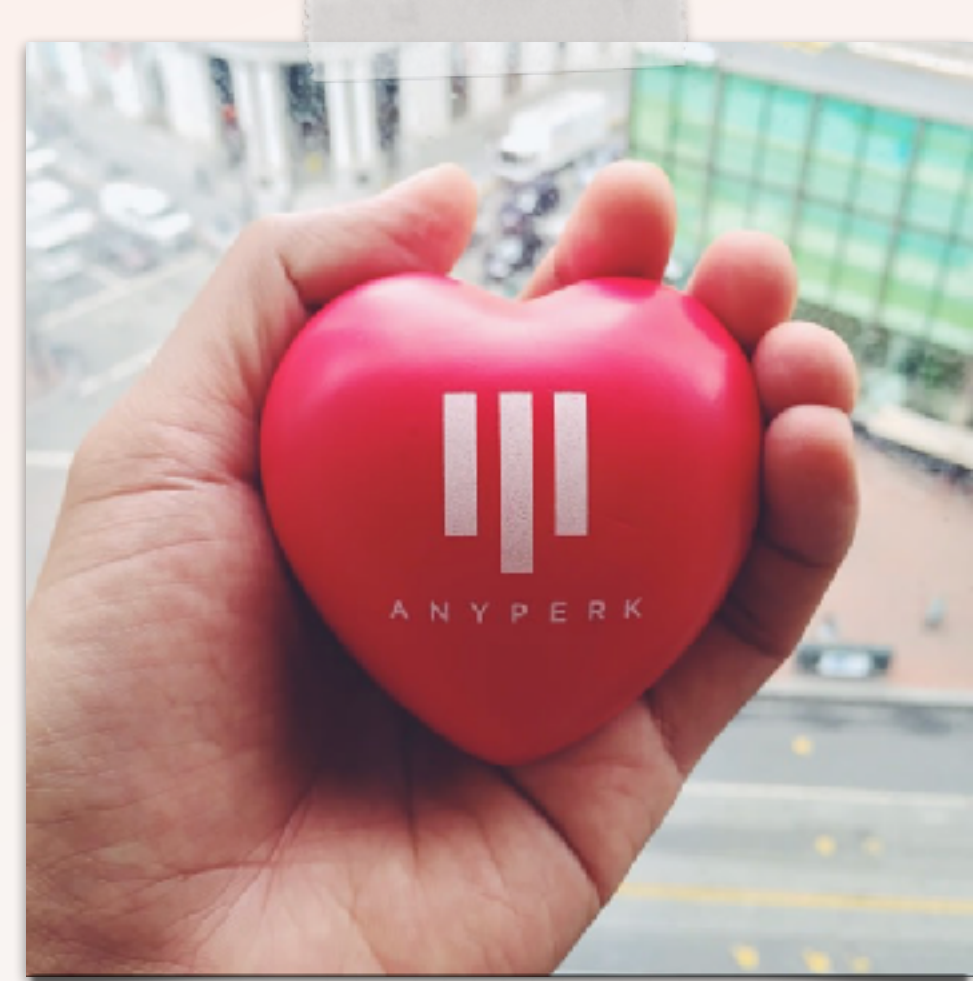
STRATEGIC COMMUNICATIONS AROUND YOUR EMPLOYEE ENGAGEMENT INITIATIVES

Part of keeping a business afloat is making sure employees understand the breadth of engagement initiatives you offer them. That's why your strategic marketing partner goes all the way.



Branding, Marketing Communications, Illustration, Development







OTHER WORK

MakerSquare

Lead Designer

2013-2015



MAKER SQUARE
Launches NYC Campus

makersquare • Following
Financial District

makersquare MakerSquare is expanding to a 4th campus - in New York City! Visit the link in our bio to get hired as a software engineer in the Big Apple!

222w

lviusebastiantudor what about Europe ???!!?

222w Reply

23 likes
MARCH 10, 2016




MAKERSQUARE VISITS THE WHITE HOUSE

makersquare • Following

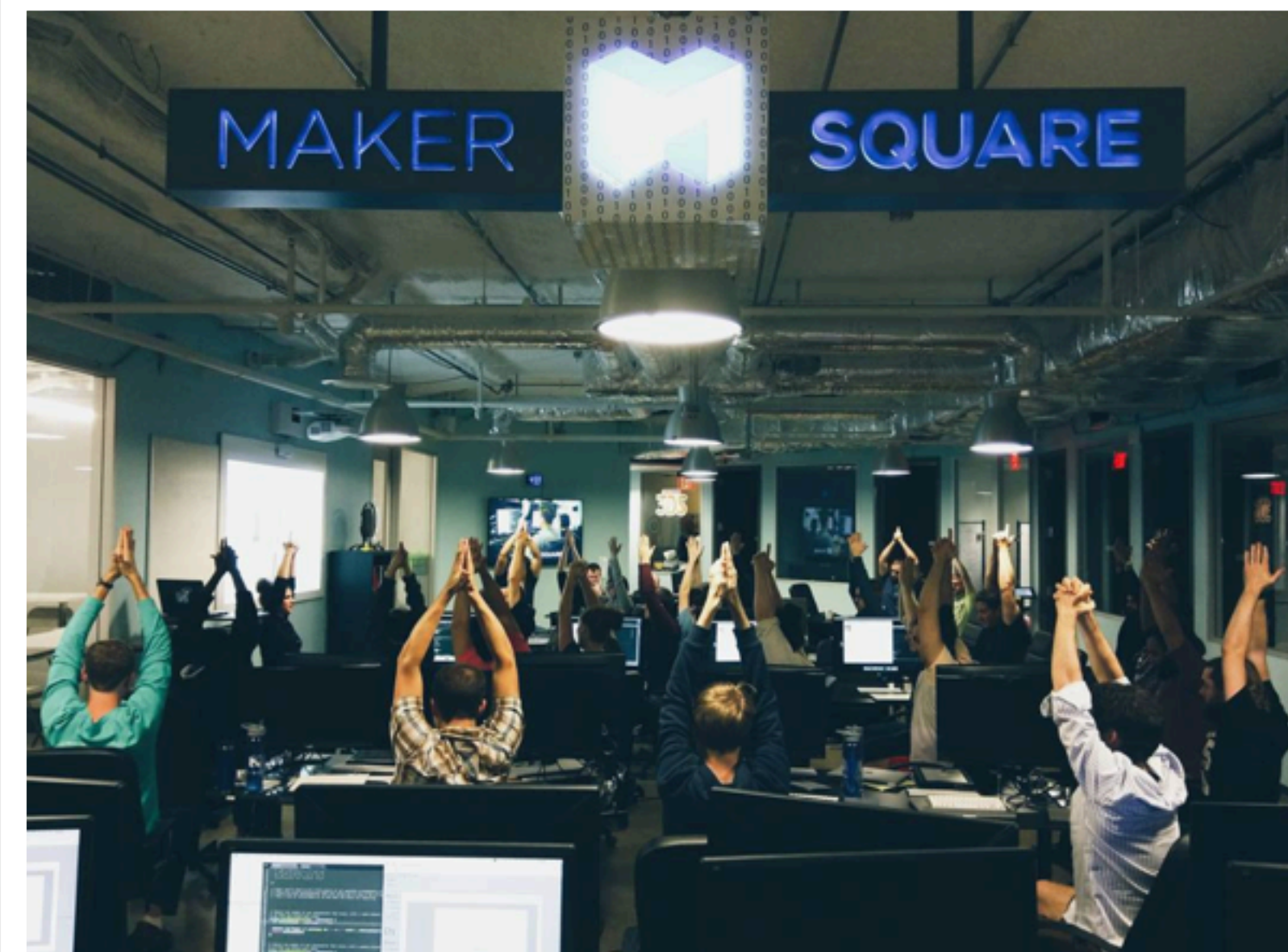
makersquare Next stop, the **#WhiteHouse** for the Accelerated Learning Roundtable to discuss programs for vets, low income, & minorities! **#STEM #techeducation**

300w

23 likes
SEPTEMBER 8, 2014







EARLIER WORK

Bonsai.io, ATX Nerdy Ladies,
Vespaio Restaurants Group

Design Consultant
2012-2015

SLATE

APPLE

FROST

CORAL

bonsai

STYLE-TILE No. 1

ADJECTIVES

Forward-thinking
Mindful
Experienced

This is could be an introduction

THIS COULD BE A TAGLINE

Call to Action

Heading

SOMMET ROUNDED, THIN, 60PT

SUBHEADING

WHITNEY, MEDIUM, 18PT

Introductory paragraph Lorem ipsum dolor sit amet, id usu aliquam admodum conceptam. Ridens denique cu has, no nemore eruditi molestie vis.

WHITNEY, MEDIUM, 18PT


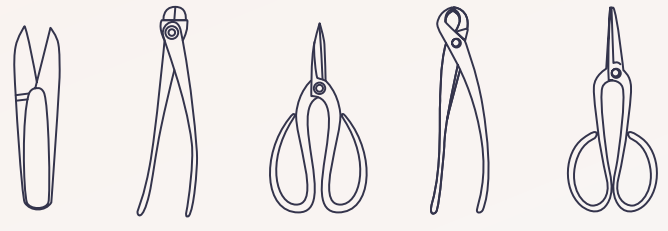
Standard paragraph Lorem ipsum dolor sit amet, id usu aliquam admodum conceptam. Ridens denique cu has, no nemore eruditi molestie vis.

WHITNEY, THIN, 18PT

This is a link This is a link when you hover over it

WHITNEY, BOLD, 18PT


ICONS & ILLUSTRATIONS







SUBHEADING ON A DARK BACKGROUND

Introductory paragraph Lorem ipsum dolor sit amet, id usu aliquam admodum conceptam. Ridens denique cu has, no nemore eruditi molestie vis **link text**.



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just pay as your product grows.



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1 shard No replication 2 connections	10 shards No replication 5 connections	20 shards 1x replication 10 connections	50 shards 2x replication 20 connections

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This is a headline
This is a subheading, with more information.



Sample Text


Sample Text

Sample Text

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Elasticsearch,
managed by experts.

Instant, self-serve provisioning,
website search, longstash, and Kibana.



Bonsai is a fully-managed full-text search engine.
We'll run the servers so you can build a great app.


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Easy Setup

CuttingEdge

"Our clients are pleased, they've noticed a huge increase in performance and resilience."
-James Old, Managing Director Magnolia Box



We're developers too


Our team members are experts at search and distributed systems, with backgrounds in web development and server operations. So we get it, and we're here to help. We'll not only get your Elasticsearch cluster up and running, we'll keep you pointed in the right direction when you have questions about how to use it.

[Launch a Cluster](#)

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Fast, reliable full-text search,
managed for you by experts.




Resilient to Real-World


Supported by Specialists

Eliminated by Experts

Great Support Comes Standard



Getting Started is Easy

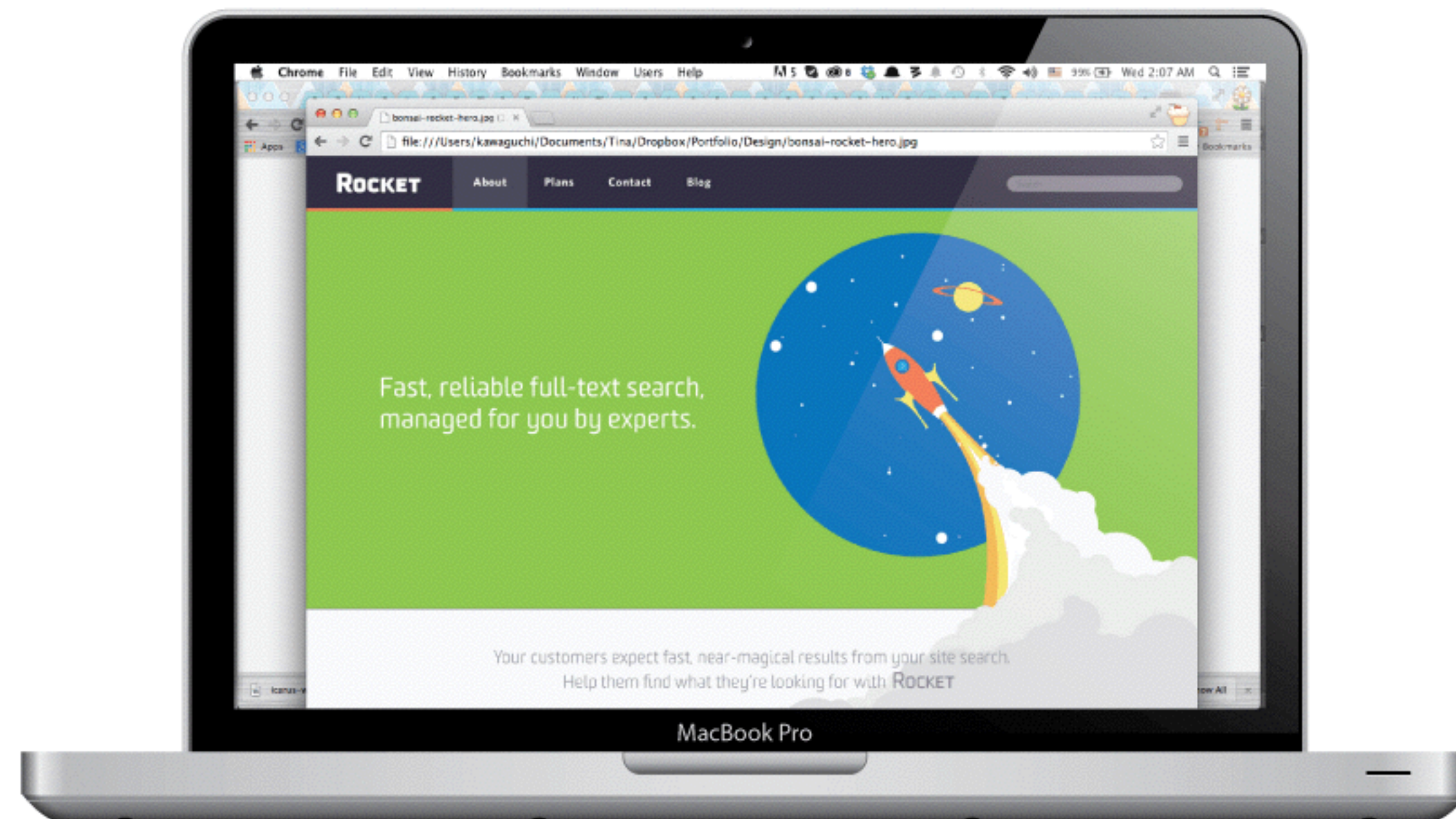


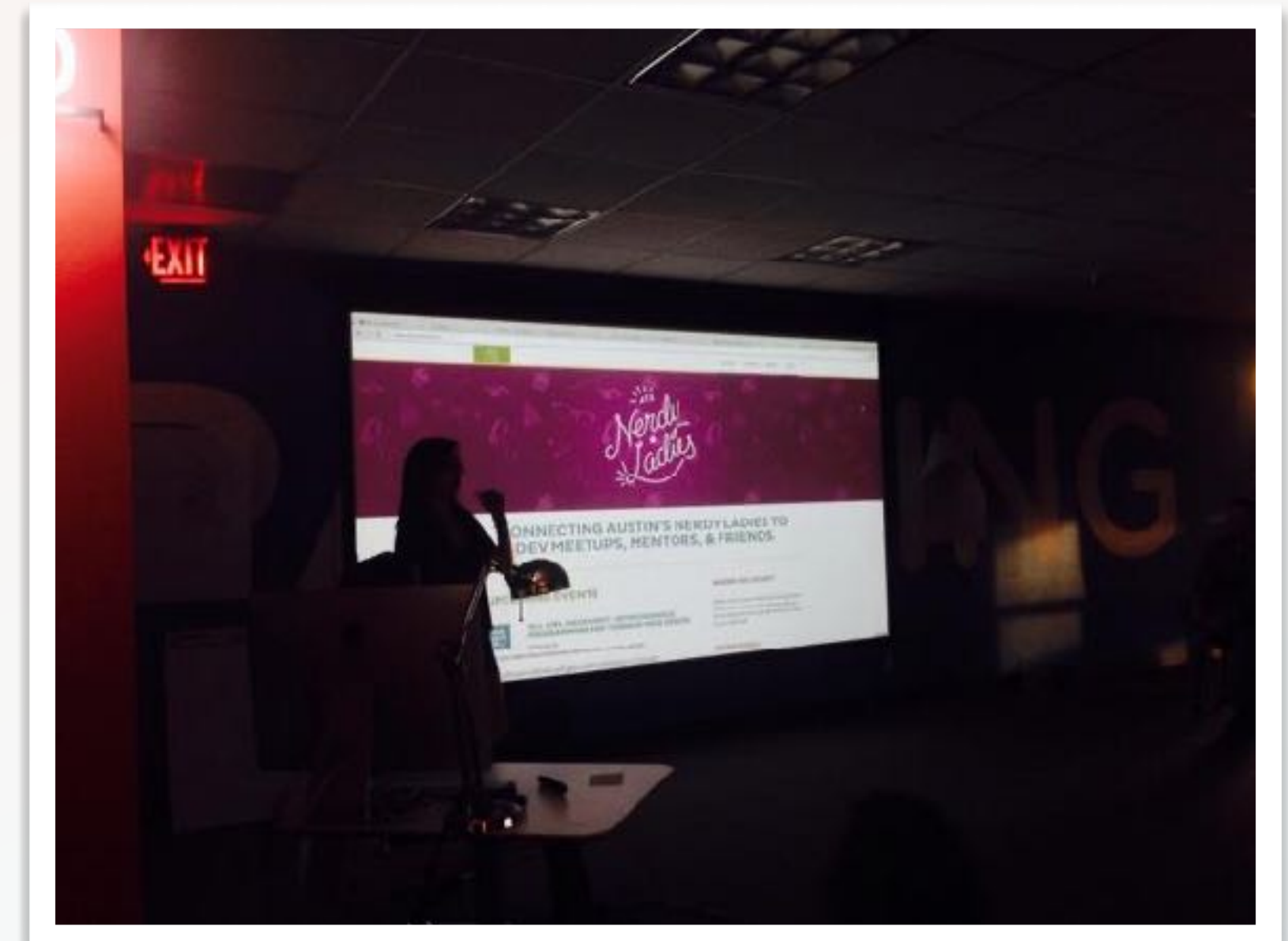
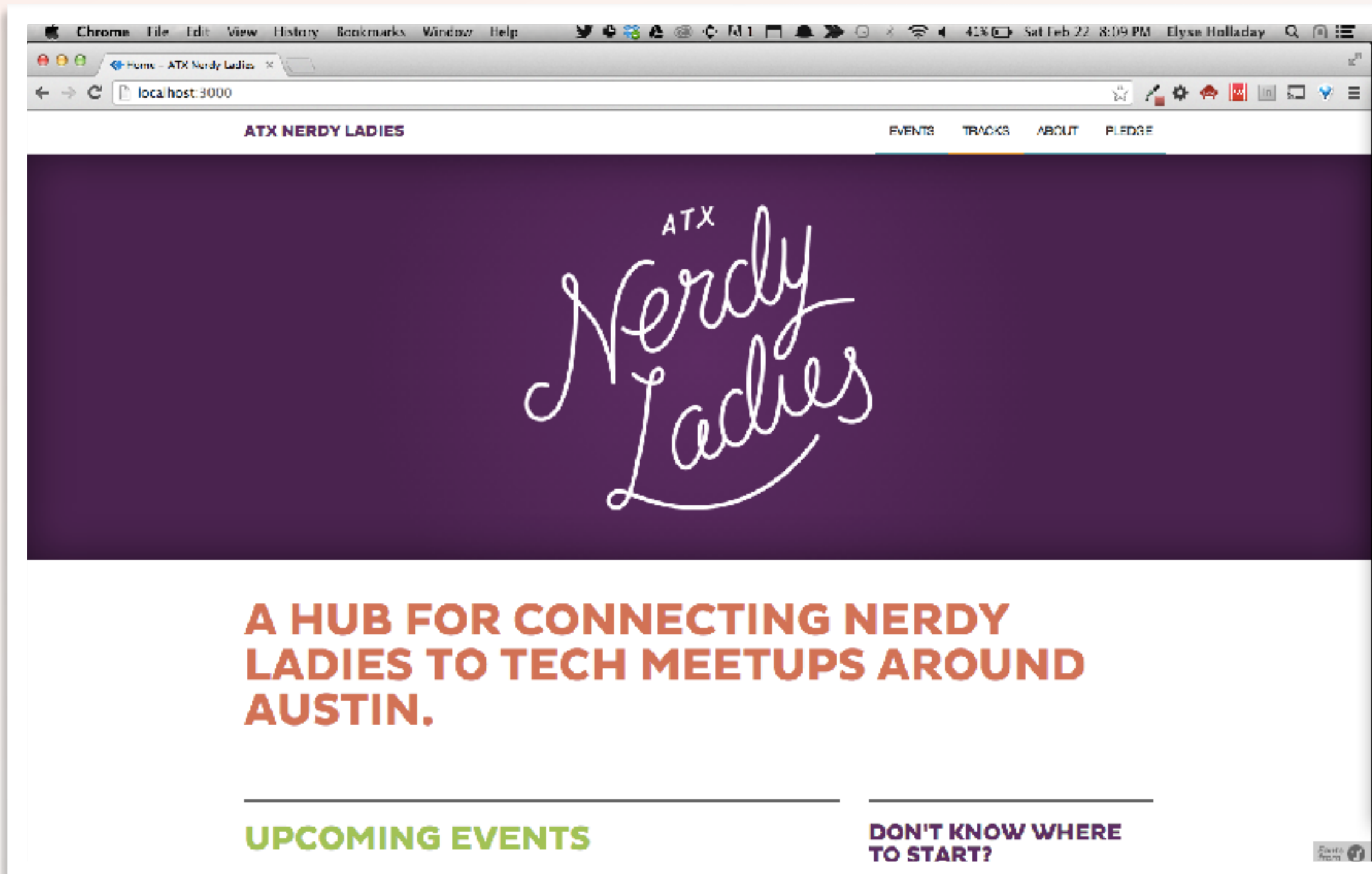
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Bonsai Blog

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PHILOSOPHY

- Creating a product that speaks to the human behind the screen.
- Iterative
- Servant-Leadership Philosophy - I am here to remove impediments to my team, not create more barriers. As long as I am the grease on the wheels and not the brakes, I feel like I am doing my job.
- Partnership is a core foundational part of my approach to design. As a collaborator with the audience in this process, rather than dictating the outcome.
- If you have data, Data first, but sometimes you have to make a call without those resources. When working with an incomplete picture, I have ways of maintaining confidence in my approach. User interviews, user research, comparative research of competing products, my expertise of developing products in the past.
- Build the right thing the first time - no v2
- Strong Opinions, weakly held. It's a business and sometimes things happen that are unexpected, and doing what is right for the business is the priority, period.
- ROI focused. I'm not here to build a pyramid, I am here to build the best experience possible for the user because ultimately that is what impacts the bottom line of the business through better retention and higher user engagement.
- An ounce of planning is worth a pound of prevention. Much better to catch it during the design phase than near the end of implementation.