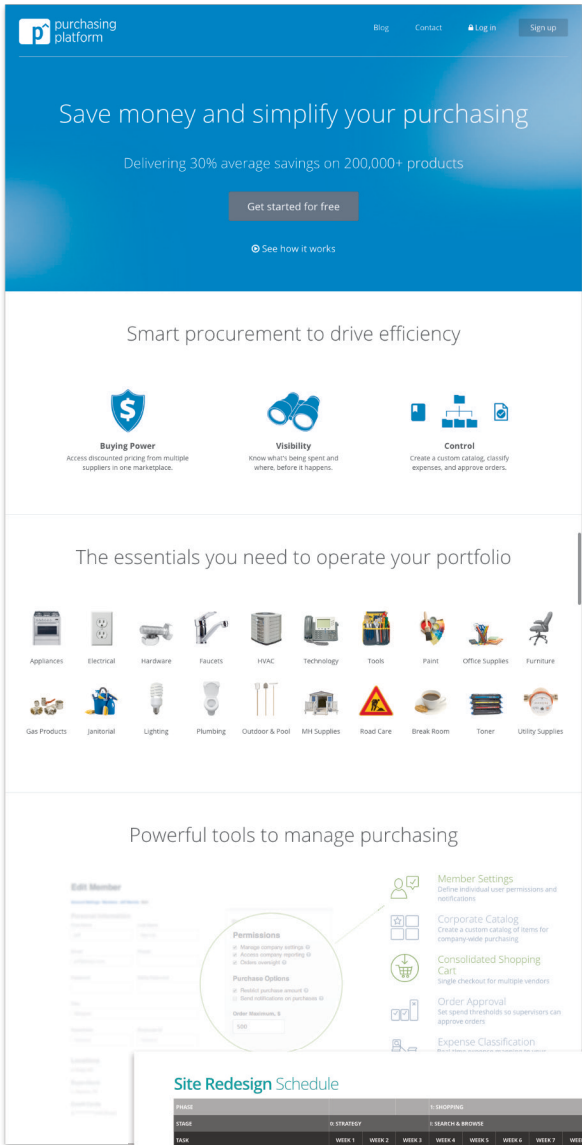

PIECES

A COLLECTION OF WORK FROM **LEN PEREZ**

PURCHASING PLATFORM



SYNOPSIS: w / Timeline Development

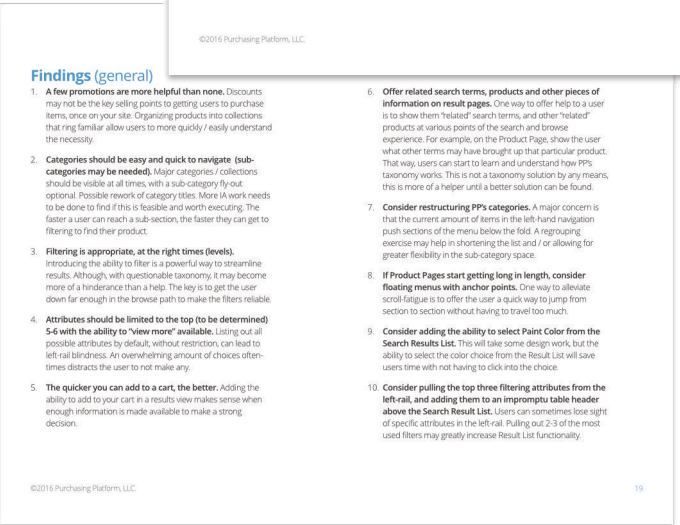
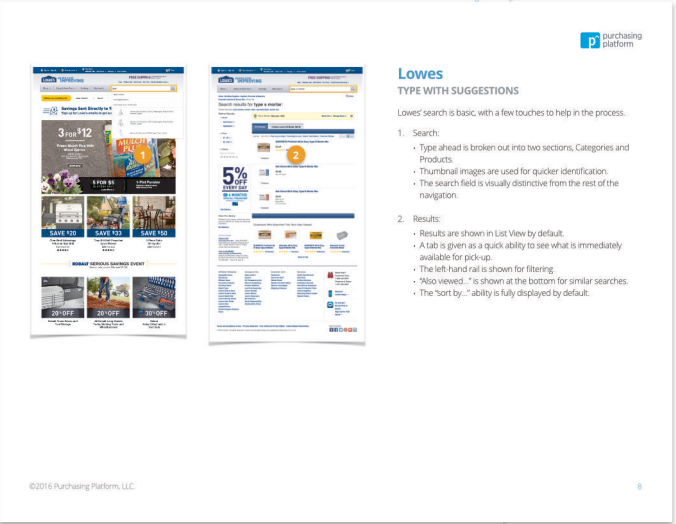
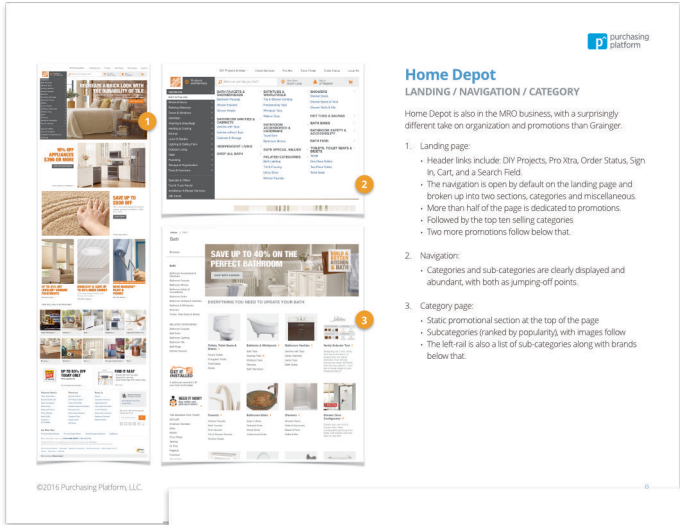
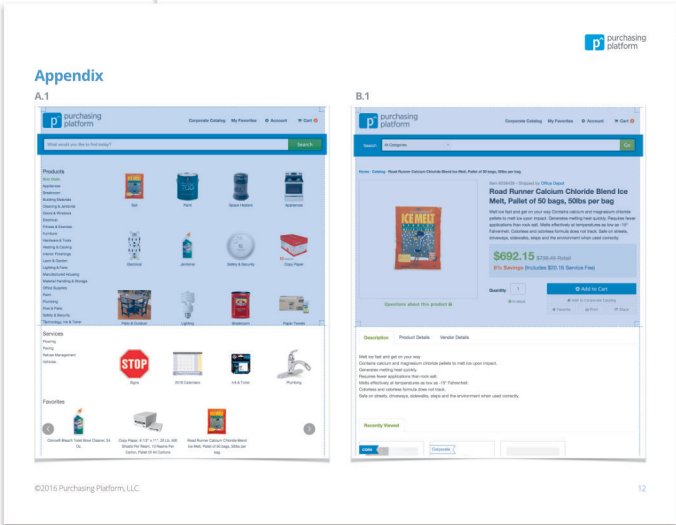
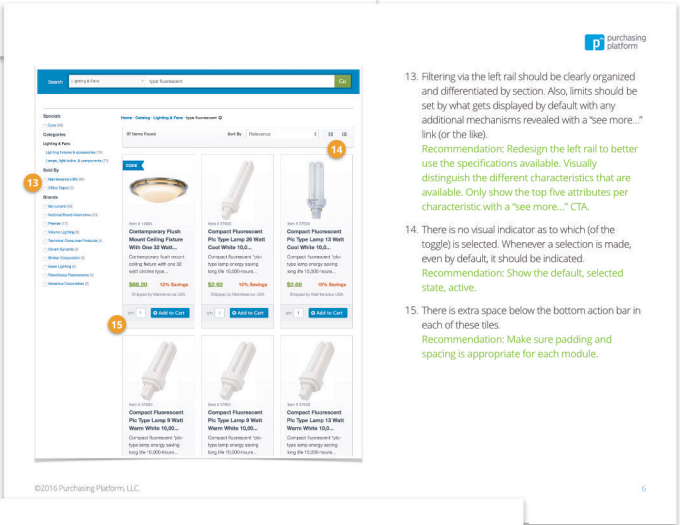
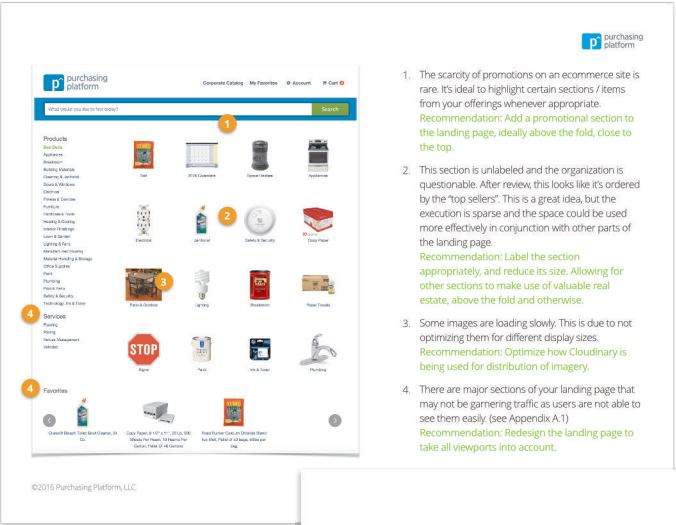
I was tasked with redesigning the a complete eProcurement platform from search & browse through to checkout. The process starts with an understanding of timing and resources needed to completion with KPIs and strategic goals in place.

PROCESS: Heuristic

Understanding the current site's pain-points and technical (development) challenges is key in setting the correct approach to decision-making for interaction design and overall page structure, content, and hierarchy.


PROCESS: Competitive / Comparative Analysis

Gathering insights from other market competitors and like-minded establishments can further glean best practices and allow for proof-in-practice methodologies that were needed for this client.




PURCHASING PLATFORM

Stephanie
PROPERTY MANAGER
(APARTMENTS)



- This segment is predominantly female (~75%).
- Her age is between 30-45.
- Is very tech-savvy. Laptop/Desktop is their primary input method, but definitely knows their way around a mobile device.
- More patient than an older user. Will search to make sure that they've covered all bases before giving up on a page / application.
- Has a general understanding of the units she covers. Specific needs are on a first-come-first-served basis.
- Has a general understanding of what supplies are needed. Will take the recommendations of the maintenance technician. She may be more influenced by price over brand.
- She's more likely to have a variety of websites to choose from when purchasing products.


Gwen
PROPERTY MANAGER
(MANUFACTURED HOUSING / OFFICE BUILDINGS)



- This segment is predominantly female (~75%).
- Her age is between 40-60.
- Respectably tech-savvy. Uses a laptop / desktop to do most ordering. Mobile devices are primarily for phone use.
- She prefers clear and concise CTAs. Quick to lose patience if things are out-of-sorts and not where she's used to.
- She knows her buildings very well. She has a good understanding of specific needs for the properties, and their surrounding environments, that she covers.
- More likely to use specific, trusted, brands over generic. She's willing to try other products, if recommended.


©2016 Purchasing Platform, LLC.

Charles
REGIONAL MANAGER / COMPANY PRESIDENT




- This segment is a majority male (~65%).
- Age can be anywhere between 35-60.
- Decently tech-savvy. Primarily uses a laptop / desktop, but can use mobile phone apps as needed.
- Understands the needs of his properties, but rarely handles the day-to-day logistics of keeping them maintained.
- Primarily uses Purchasing Platform as a means to see overall usage. Downloads reports monthly / quarterly. May need to approve / reject orders.
- He's usually looking to see how to improve the bottom line, in relation to cutting costs, but does not bother himself with specifics.
- Would prefer to deal with one gateway to handle as many purchasing options as possible.

Mike
MAINTENANCE TECHNICIAN
(APARTMENTS)



- This segment is predominantly male (95% - 99%).
- He's between 20-40 years old.
- Rather tech-savvy. Definitely knows his way around a computer and mobile device.
- He's more patient than his older counter part. Will search to make sure that he's covered all bases before giving up on a page / application.
- Will have a very good, general, understanding of the units he has to cover. Specific needs are on a first-come-first-served basis.
- He knows what supplies are needed to get the job done. Will do the research necessary to find the best parts required.
- He hasn't been in the MRO / handy-man business very long. Is quick to look-up / research problems that he hasn't come across. Will reach out to groups to get their opinions on how to solve something extraordinary.
- Will not hesitate to go to another website to find what he's looking for, if he can't go pick it up directly.

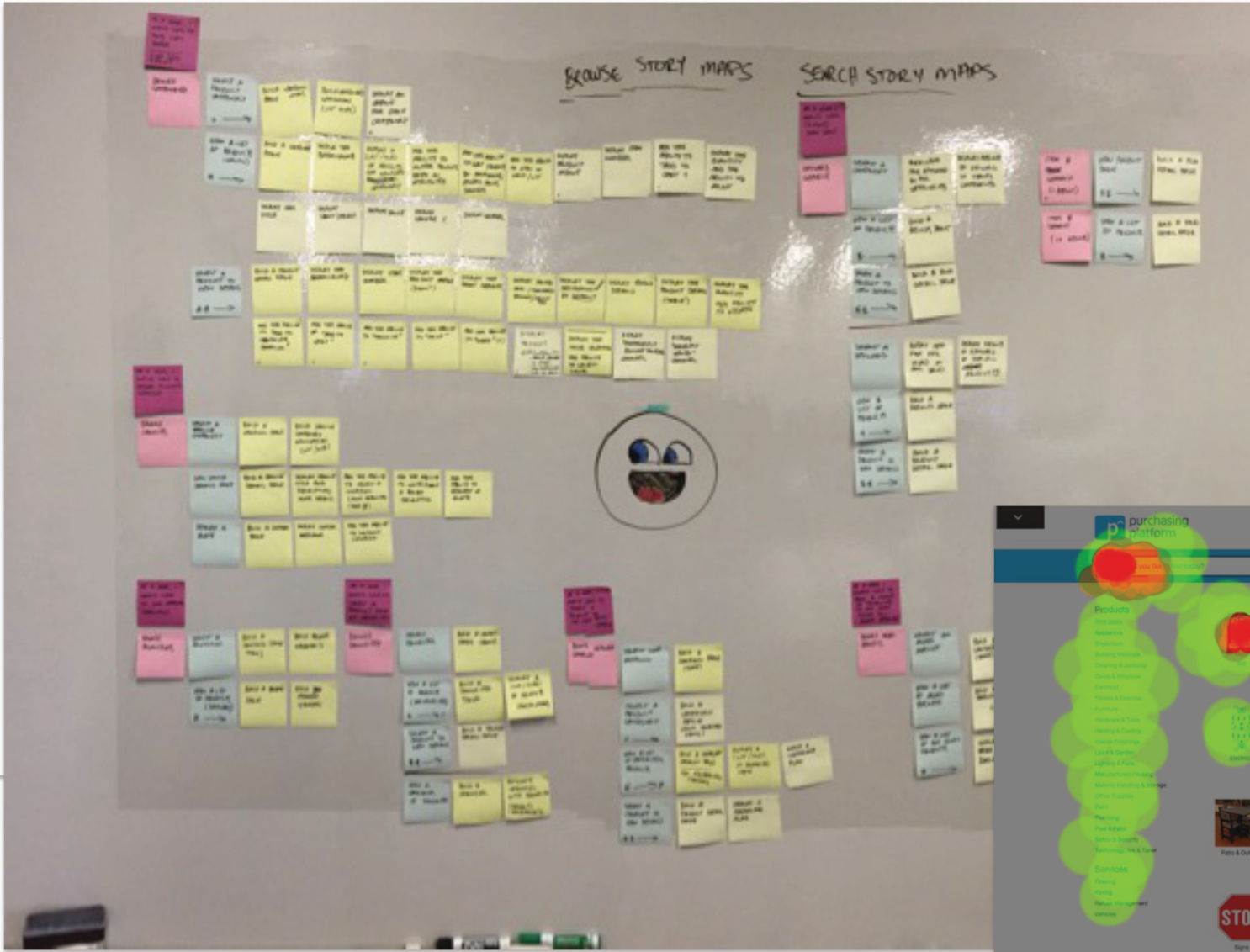
Tony
MAINTENANCE TECHNICIAN
(MANUFACTURED HOUSING / OFFICE BUILDINGS)



- This segment is predominantly male (95% - 99%).
- He's between 40-60 years old.
- He's not very tech-savvy. Uses a laptop / desktop to do most ordering. Mobile devices are primarily for phone use, some camera use, possible note-taking.
- Will give up quickly if CTAs are not clear and concise. Expects things to work a "terran" way (e.g. they're used to it).
- He knows his buildings very well. Has a great understanding of specific needs for the properties he covers.
- He's more likely to use specific, trusted, brands over generic. Will try others as needed.
- He's been in the MRO / handy-man business for awhile, and is very self-sufficient. Has, pretty much, seen everything that he would need to handle. When reaching out, he'll contact close work associates for their opinion.
- May just go out and buy the item he needs if he can't find it online quickly.

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3



PROCESS: Persona Development

Personas are needed to get a better understanding of your user base and the needs that different groups of people need to use your site effectively. These descriptors are ever-changing, and can leverage reasoning behind interaction and layout decisions.

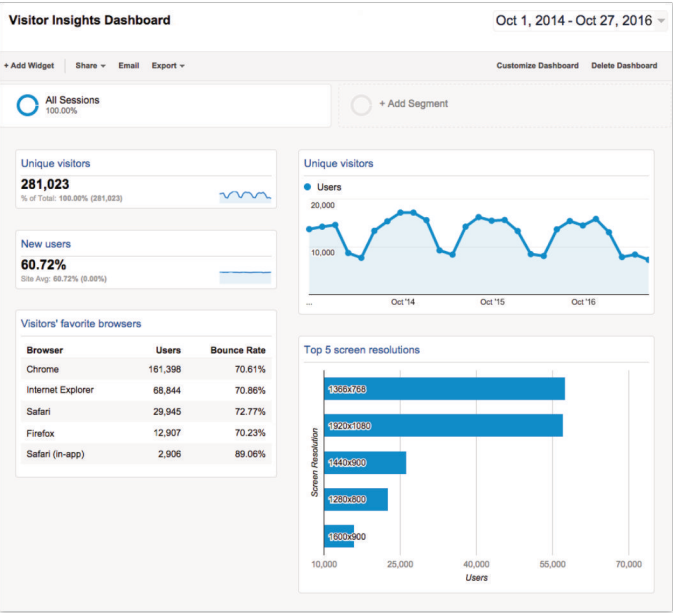
PROCESS: Storymapping

Storymaps were then created to who streamlined user-flows through the site. Indicating what components, on the back-end, would need to be linked in for what pages and steps in the process.

PROCESS: Heat Mapping

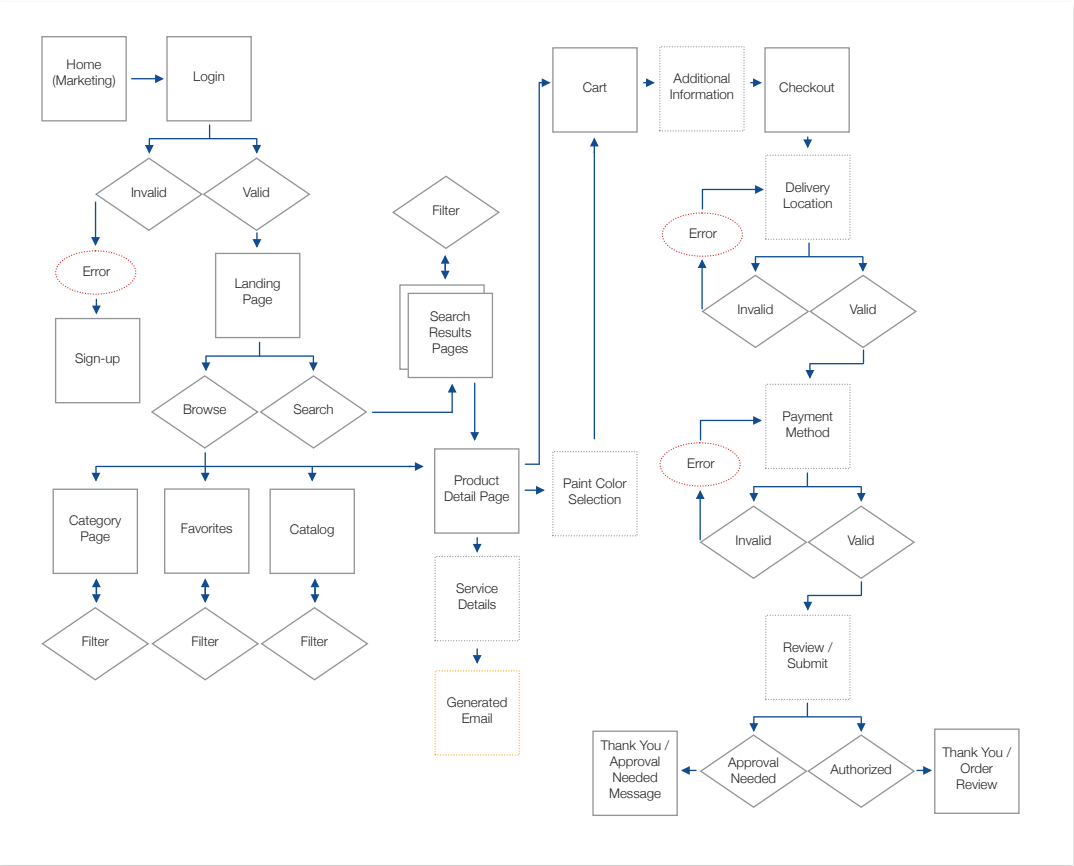
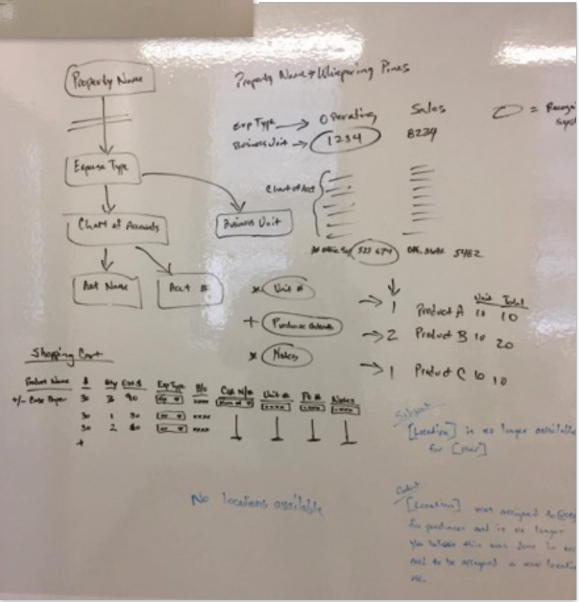
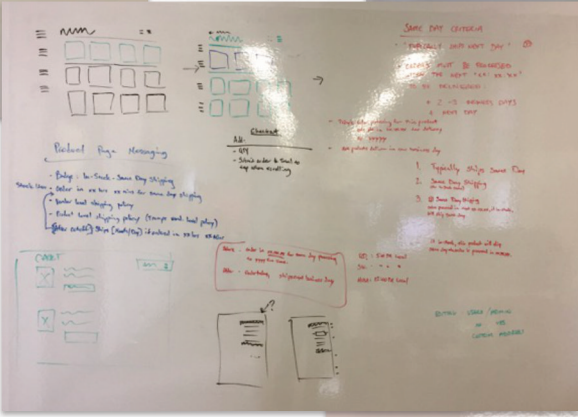
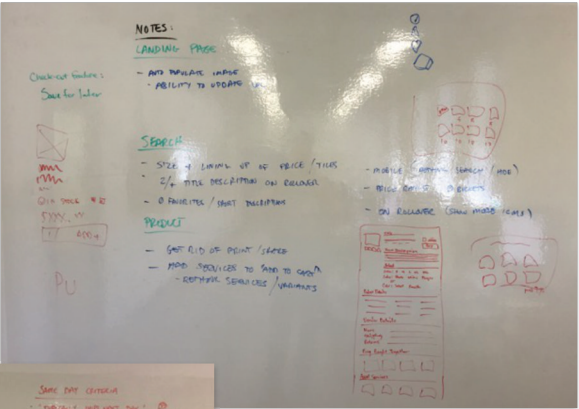
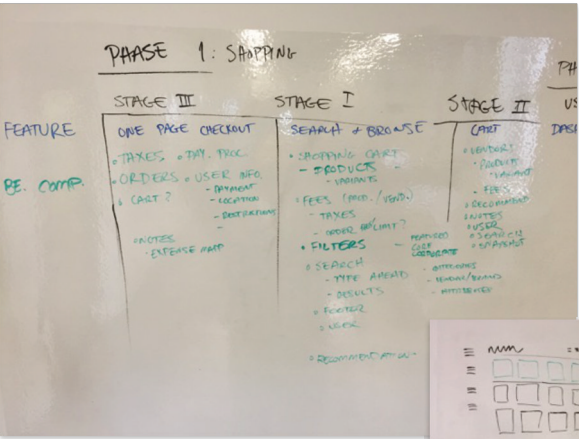
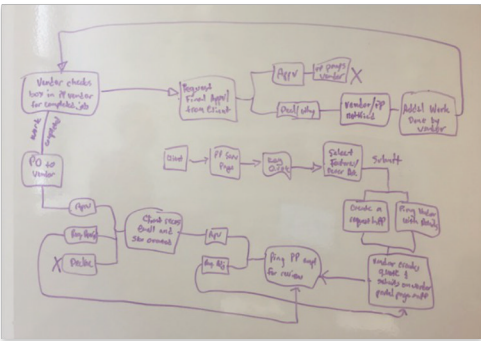
Heat maps were used to get insights in to how the users were navigating the current site structure. Indicating what was being used the most, and what the users felt was the necessary portions to get through the site.

PURCHASING PLATFORM



PROCESS:
Analytics

Diving deeper into the numbers allows us to aid in making key decisions about our user base. Such as: what screen sizes were being most utilized, what were the bounce-rates of users, and when where were they dropping off. We could also chart purchasing habits to aid in marketing.



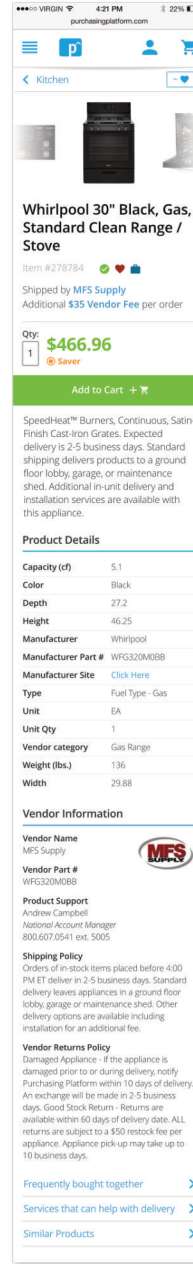
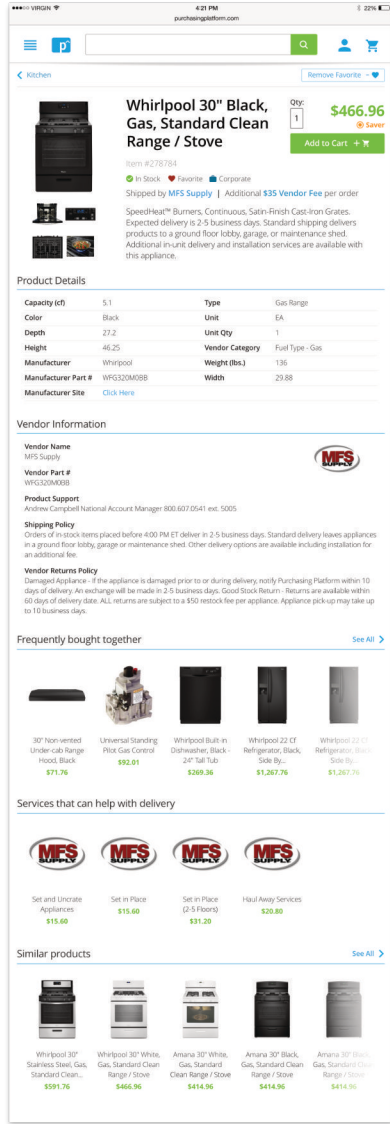
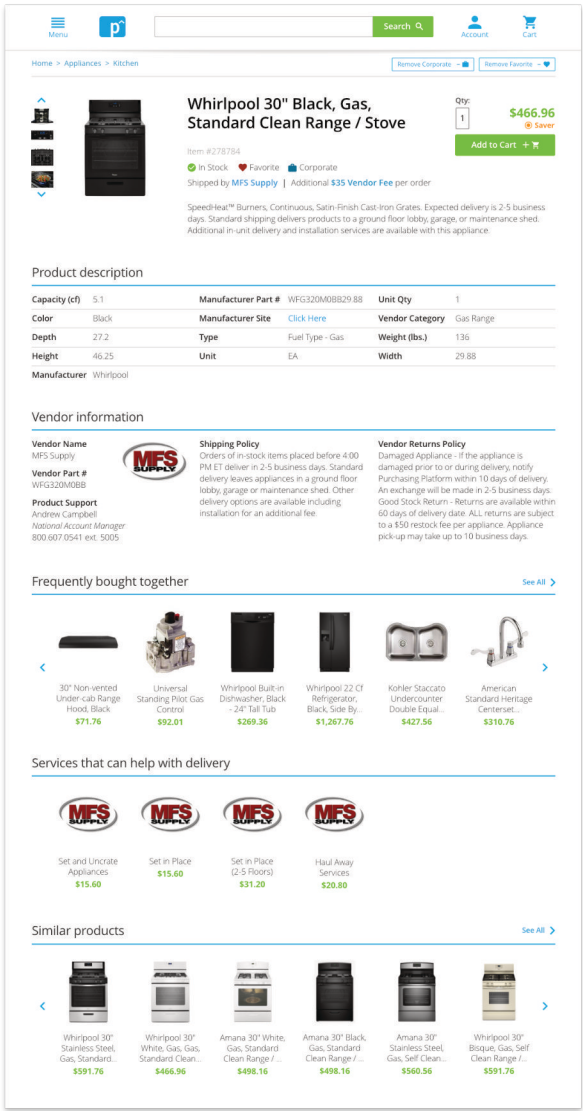
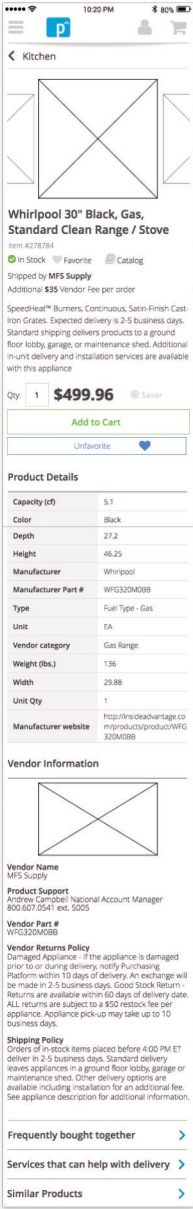
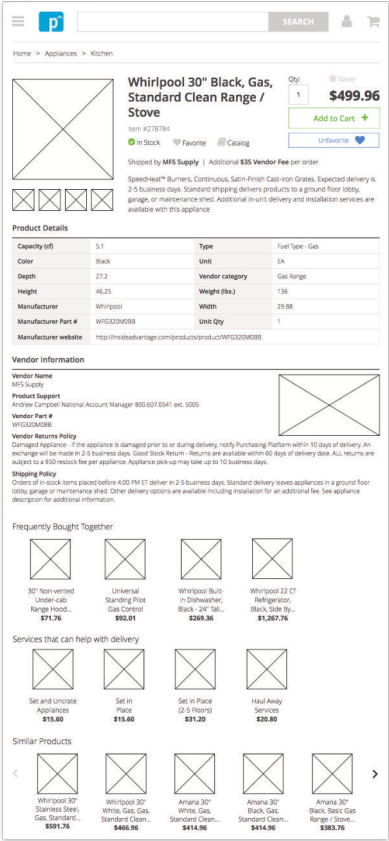
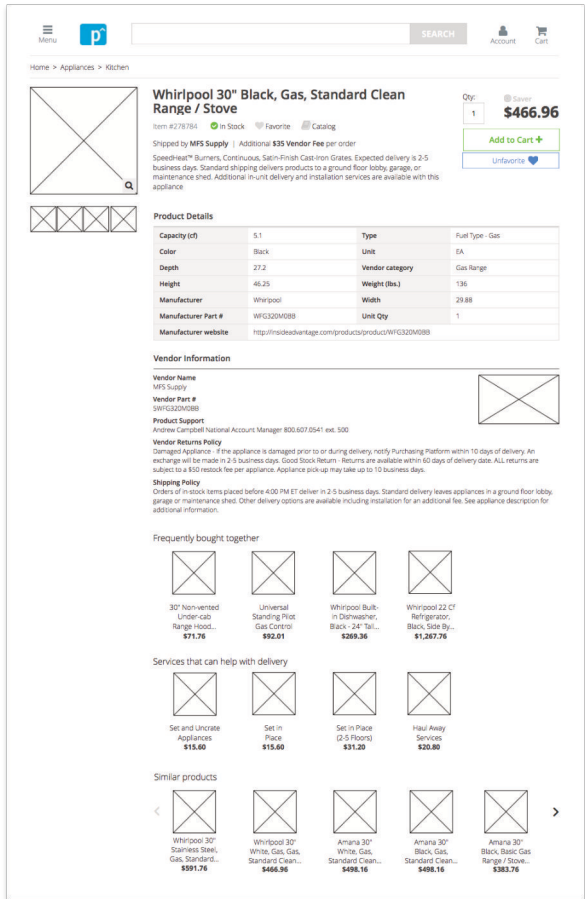
PROCESS:
User Flow

User flows are generated to show where challenges were, to understand where processes could be streamlined to allow for the quickest, and simplest route to a successful conversion.

PROCESS:
Whiteboarding

Heavy use of sketching on whiteboards to quickly facilitate ideas, and go through interaction iterations, where the group could get together and discuss design decisions was crucial.

PURCHASING PLATFORM

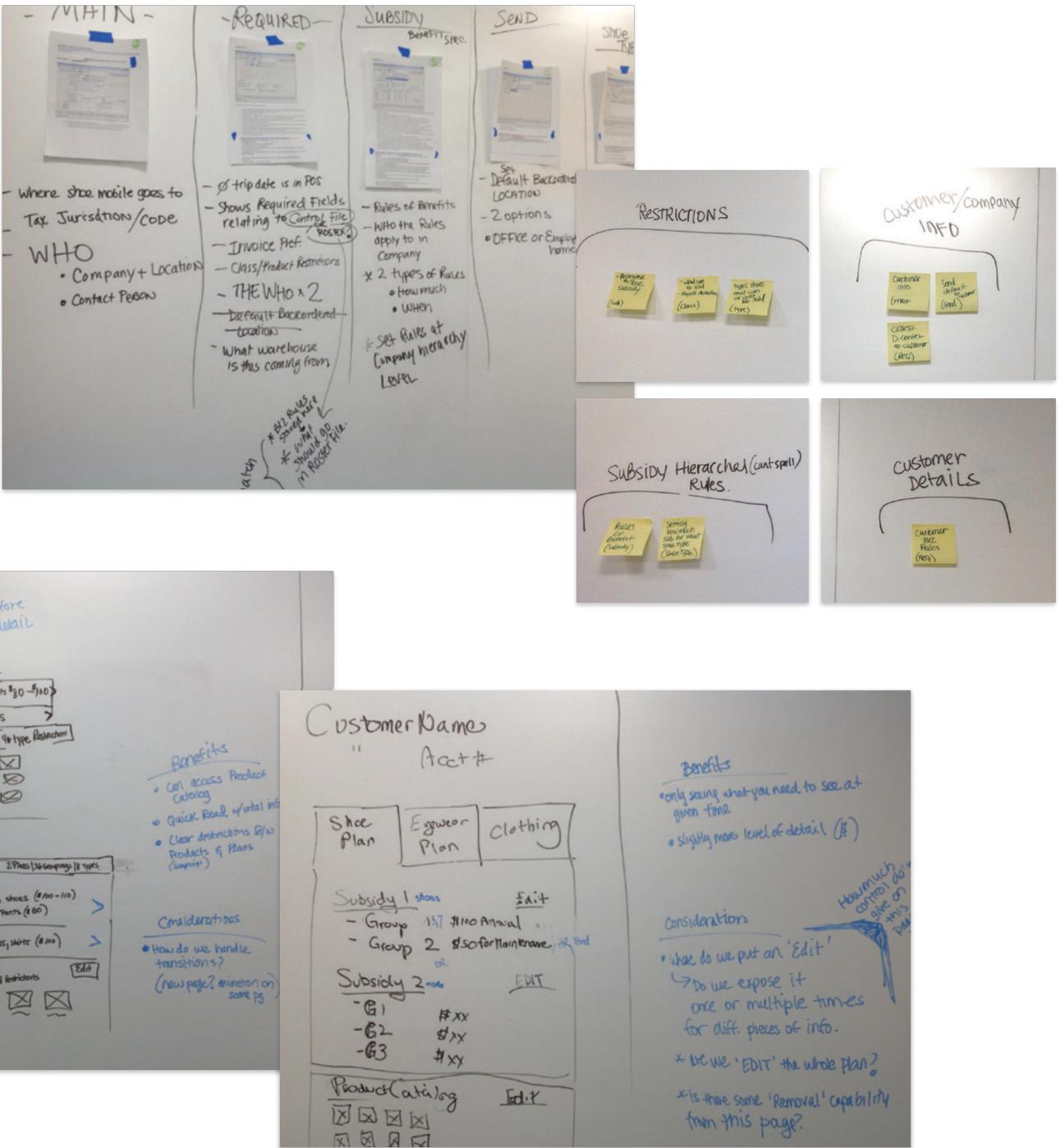
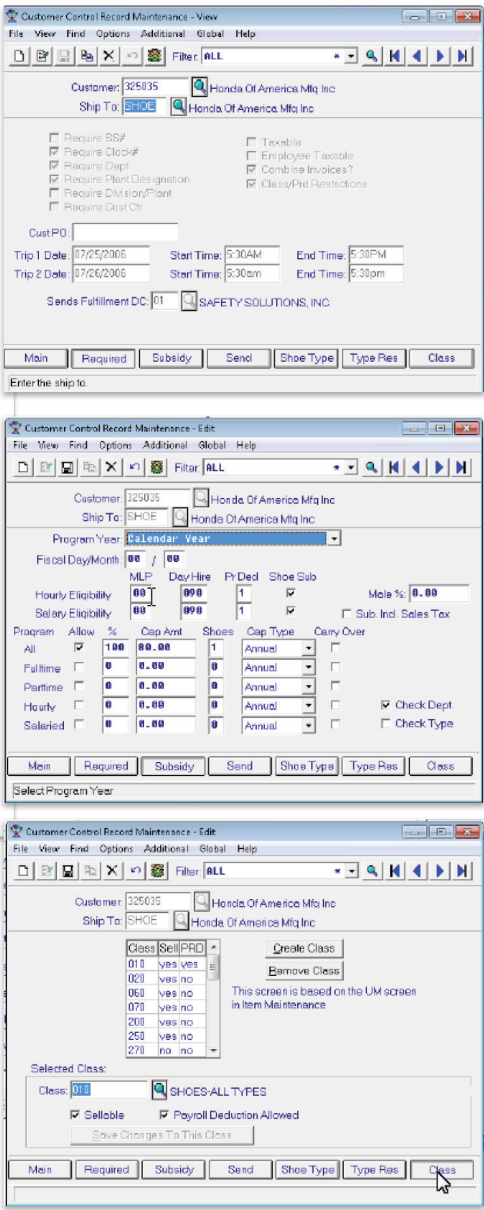
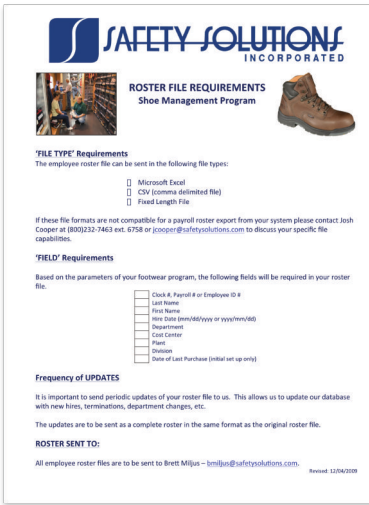


DESIGN: Lo-Fidelity Wireframing / Prototyping

Next, lo-fidelity wireframes and prototypes were created to better understand page structure and user interactions. Here the team gets a better feel for the flow of the site and can hammer out any additional limitations not seen earlier.

DESIGN: High-Fidelity Comps.

Finally, high-fidelity comps are created. Using the established style-guide as a reference, the team gets a real feel for how the site will look and behave on different platforms and screen-sizes.



SYNOPSIS:

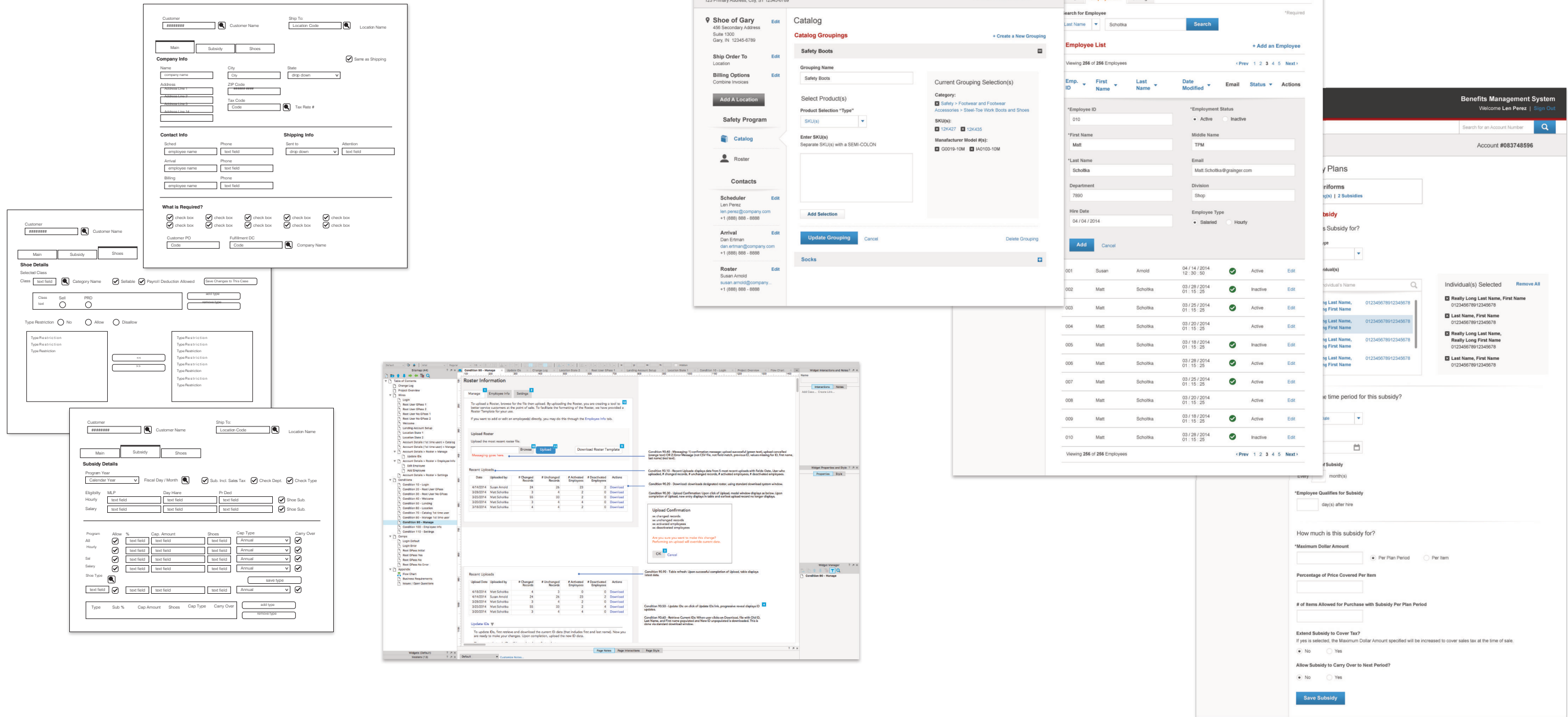
Grainger had recently acquired a proprietary benefit management tool that handled a specific channel for their clients. They needed to upgrade its scalability to handle a variety of additional channels to cover all of the company's offerings.

PROCESS: Heuristic

We first needed to get a thorough understanding of the system's components and what purpose each item served in completing the process.

PROCESS: Extrapolation & Simplification

Whiteboarding with the team allowed us to quickly iterate through ideas as to how to restructure the components so that they could be easily interchangeable while simplifying the interactions needed to enter and retrieve information.



DESIGN: Basic Wireframes

Wireframes were then created and further iterated to allow for simple interactions to be tested and vetted with the team and stakeholders to ensure that all avenues and scenarios were being addressed.


DESIGN: Advanced Wireframes

Once the basic structure and functionality of the application was agreed upon, more detailed wireframes were created along with annotations and variants.

DESIGN: High-Fidelity Comps

In conjunction with the second set of wires, creating high-fidelity comps allowed us to see "real-world" views of visual hierarchy to make sure that all information was being presented as clearly as possible.

PRESS GANEY



GRID

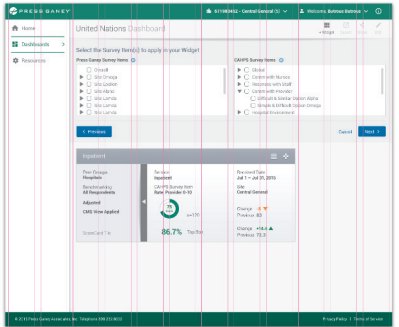

The grid for the Suite of Web Applications should follow responsive approach to sizing. Where the three sizes aimed for is set to: Large Glass (desktop), Medium Glass (tablet horizontal), and Medium Glass (tablet vertical). Large Glass is a viewport with a minimum of 1200 pixels in width. Medium Glass (horizontal) will have a maximum width of 992 pixels. Finally, the Medium Glass (vertical) will have a width of 754 pixels.


Columns

Structurally, the PG Suite is based on series of columns which, for the base, serve as the backbone of the application. While all elements are based on column widths, most objects will need specified padding and margin to accommodate the varied uses. The chart below shows how column widths should be used to approximate item widths.

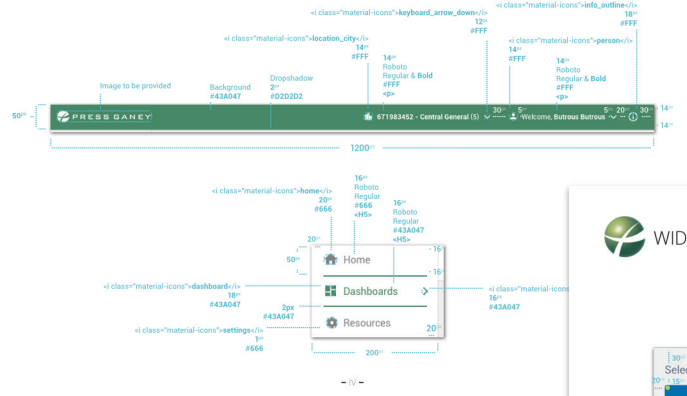
1 column = 80 pixels
2 columns = 180 pixels
3 columns = 280 pixels
...


*Only the Large Glass (desktop) grid is displayed here.
**Note: Phone-sized sizes have yet to be determined if needed.



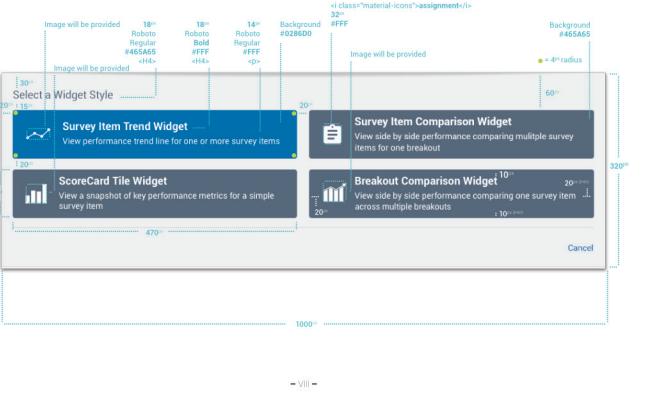



HEADER & NAVIGATION





WIDGET CREATION






TYPOGRAPHY

Roboto is the font to be used on all PG Web Applications. In the case that Roboto is not available, HTML text defaults can be set to Arial, and its variations, but should be Roboto throughout using a web font service.

Roboto (family)

Roboto Condensed	Roboto Regular
Roboto Condensed Italic	Roboto Italic
Roboto Bold Condensed	Roboto Medium
Roboto Bold Condensed Italic	Roboto Medium Italic
Roboto Thin	Roboto Bold
Roboto Thin Italic	Roboto Bold Italic
Roboto Light	Roboto Black
Roboto Light Italic	Roboto Black Italic



COLORS

What follows are the official color swatches to be used on any of the PG Web Application Suite. These colors are to be used only in PG Interactive Applications. This excludes PowerPoint™ and any other digital presentation software, please follow the PG Brand Guidelines for the proper colors for that medium.

Note: Color hues may vary depending on monitor or presentation device.

Primary (light)

Corp. Green	Hex: #81C47B	R:129 G:126 B:123
Warm Gray	Hex: #B0B3AA	R:173 G:173 B:173

Primary

Corp. Green	Hex: #4BA442	R:75 G:170 B:66
Warm Gray	Hex: #9AB87D	R:157 G:169 B:131

Primary (dark)

Corp. Green	Hex: #316F3B	R:49 G:111 B:43
Warm Gray	Hex: #5C534B	R:92 G:83 B:75

Neutral (light)

Gray	Hex: #CCCCCC	R:204 G:204 B:204
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Neutral

Gray	Hex: #666666	R:102 G:102 B:102
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Neutral (dark)

Gray	Hex: #333333	R:51 G:51 B:51
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Secondary (light)


Blue	Hex: #5B9ACD	R:90 G:154 B:205
Red	Hex: #ED6F5D	R:237 G:111 B:93
Orange	Hex: #F9C256	R:249 G:178 B:102
Purple	Hex: #C18CE9	R:193 G:140 B:233
Slate	Hex: #2B8A3	R:146 G:155 B:163

Secondary (dark)

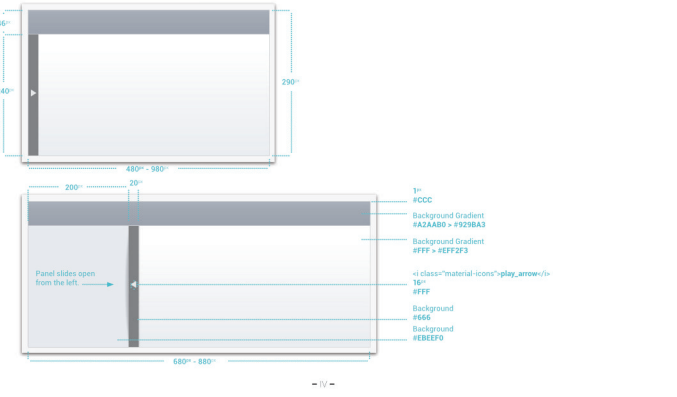
Blue	Hex: #456B8	R:64 G:110 B:184
Red	Hex: #E53017	R:229 G:48 B:23
Orange	Hex: #F57100	R:245 G:127 B:0
Purple	Hex: #9F4FDD	R:159 G:79 B:221
Slate	Hex: #253746	R:37 G:55 B:70


Secondary (dark)

Blue	Hex: #02426E	R:2 G:66 B:110
Red	Hex: #951F0F	R:149 G:31 B:15
Orange	Hex: #F5F000	R:184 G:95 B:0
Purple	Hex: #6B3390	R:104 G:51 B:144
Slate	Hex: #16121C	R:22 G:33 B:44

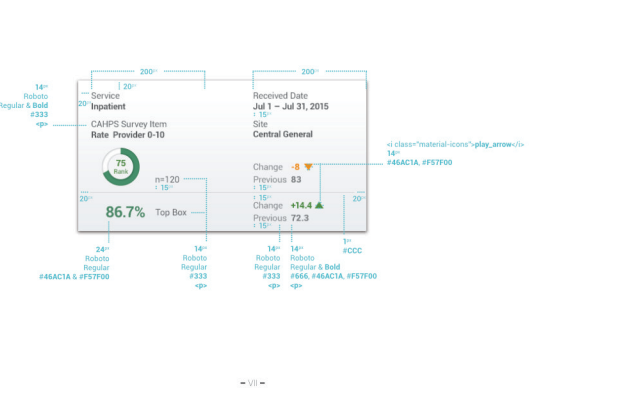


WIDGETS | SCORECARD





MAIN CONTENT | SCORECARD



SYNOPSIS:

Press Ganey needed to have a Style-Guide and Specification Document created for their second generation user dashboard and medical community web software suite.

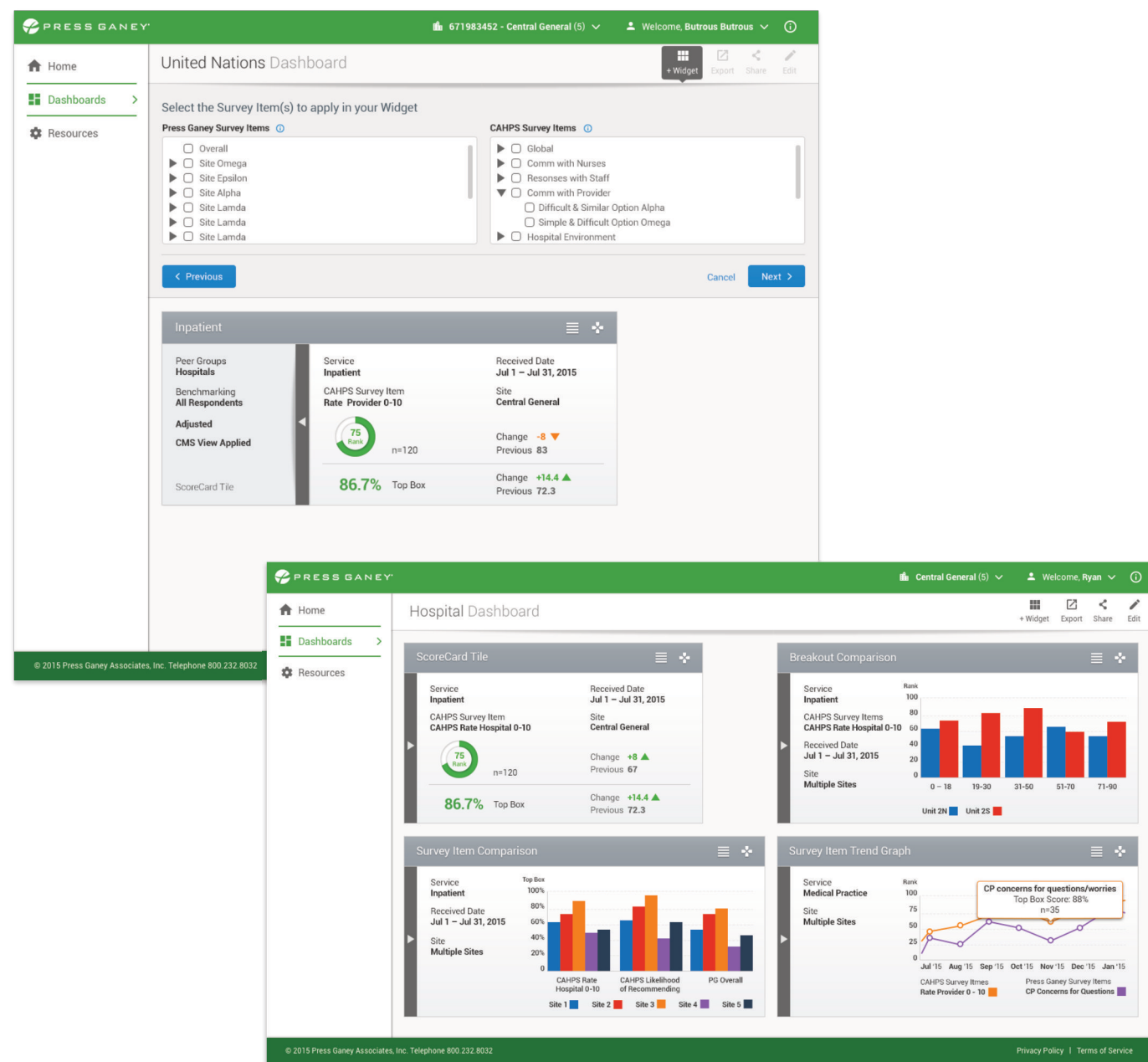
DESIGN: Style Guide

Using the corporate Style guide as a starting point, I was able to create a secondary color palette for the suite of applications. Working with UXAs, We created a grid system to base the components on.

DESIGN: Spec. Docs

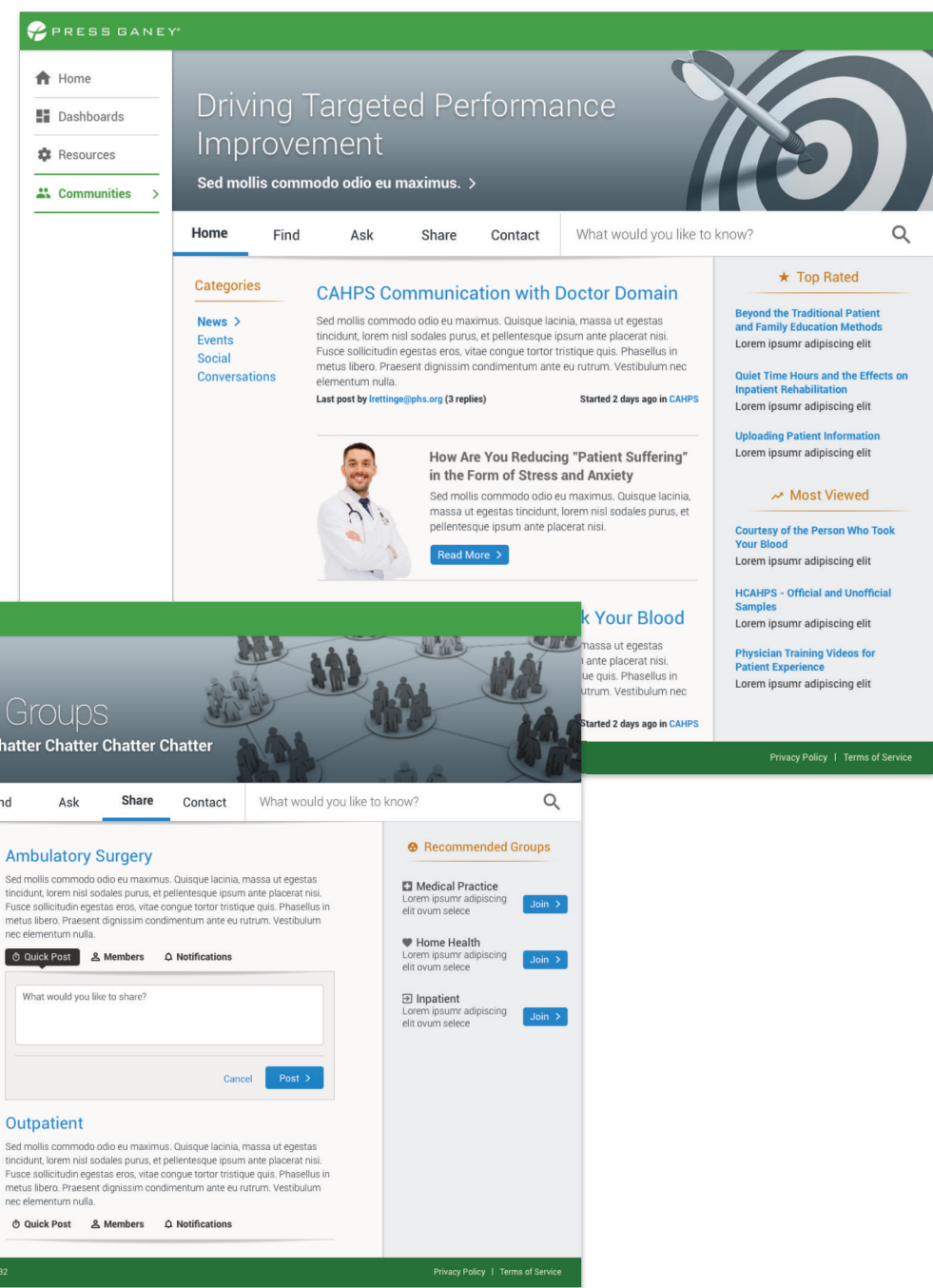
Working with UXAs and Development, I designed the look and feel of the widget creator, dashboard, widgets and web pages for the product.

PRESS GANEY



DESIGN: Dashboard Widgets

The design of the widgets needed to be distinctive, crisp and clear, as there was an abundant amount of information that needed to be displayed in a very concise manner that was understandable in quick bites.



DESIGN: Community Web Pages

The Communities portion of the suite was a little more traditional in layout and structure, but needed to be flexible enough to handle a variety of different components and scenarios that were scalable.

CONTACT

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