

UX CASE STUDIES

MICHELLE **petrie**

MICHELLE@PETRIECREATIVE.COM
919.607.1902 RALEIGH, NC



PHONONIC



CLIENT

Phononic

MARKET

B2B

AGENCY

Mellonaid

CONTRIBUTION / ROLE

Design Strategy
Product Branding
Product Naming
Information Architecture
UX / UI
Supporting Illustration
Product Marketing Materials

PROJECT DESCRIPTION

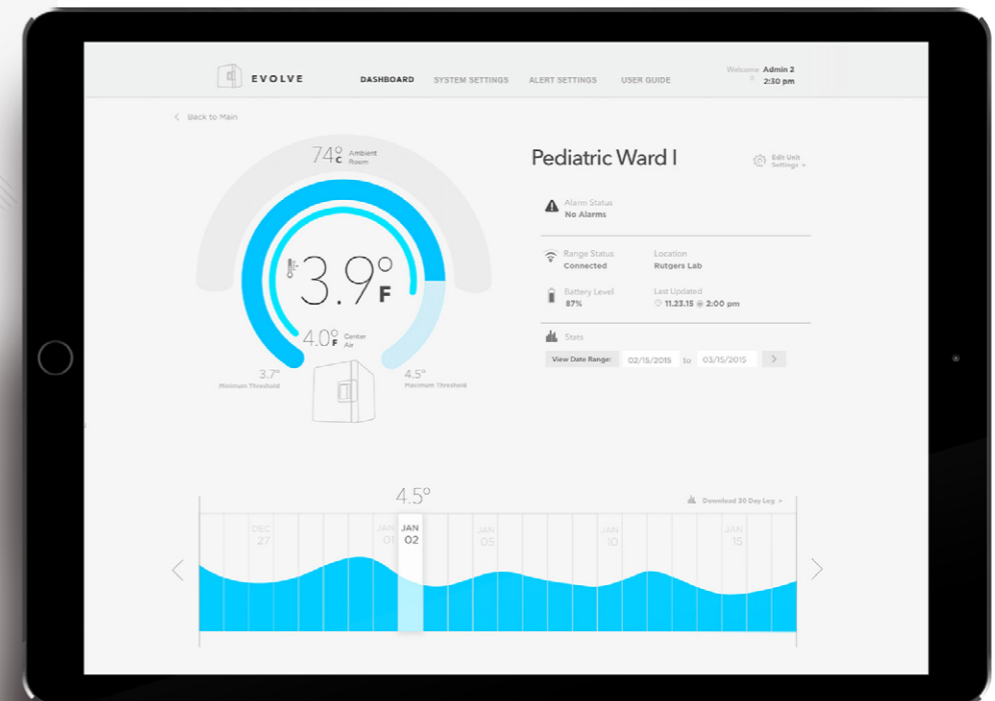
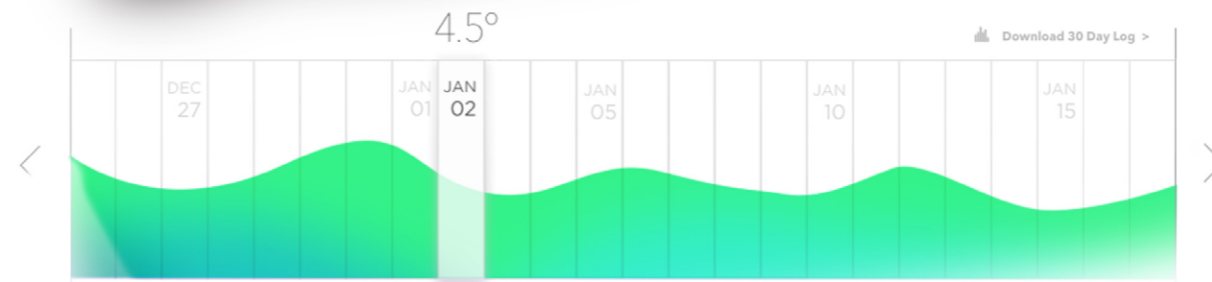
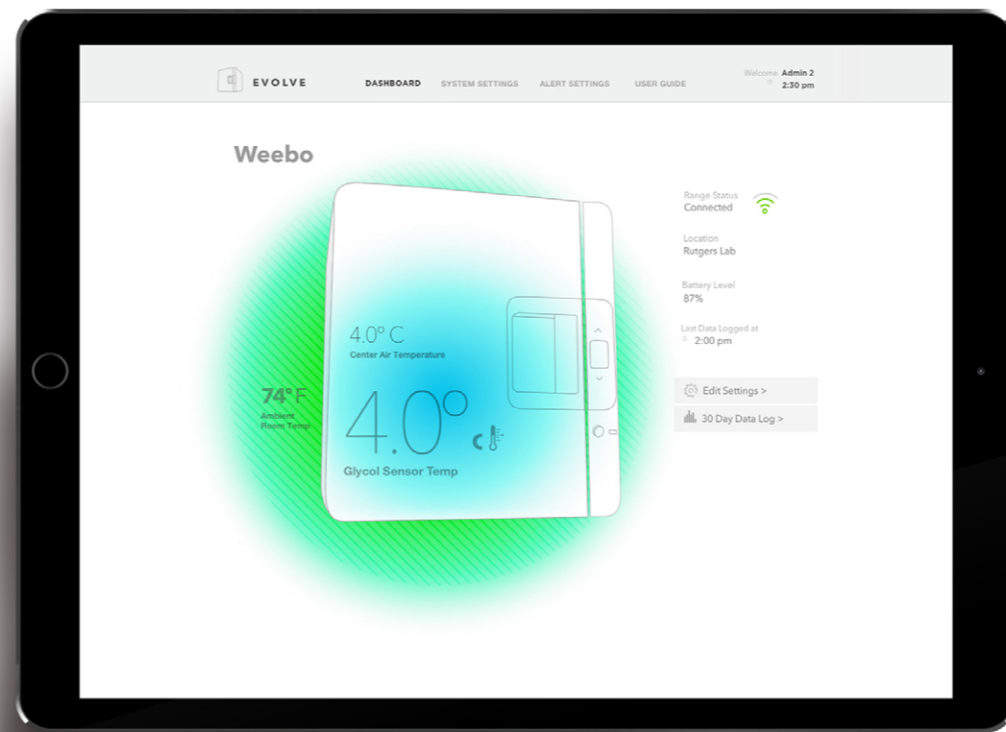
Mellonaid needed UX Creative Director-level thinking and implementation to launch their new client's disruptive technology in the medical and pharmaceutical markets. With no resources on their creative team to spare, I took the work on and collaborated with the Phononic engineering team to name their refrigeration technology and app—and create a UI that would help users visually interpret and control their crucial data.

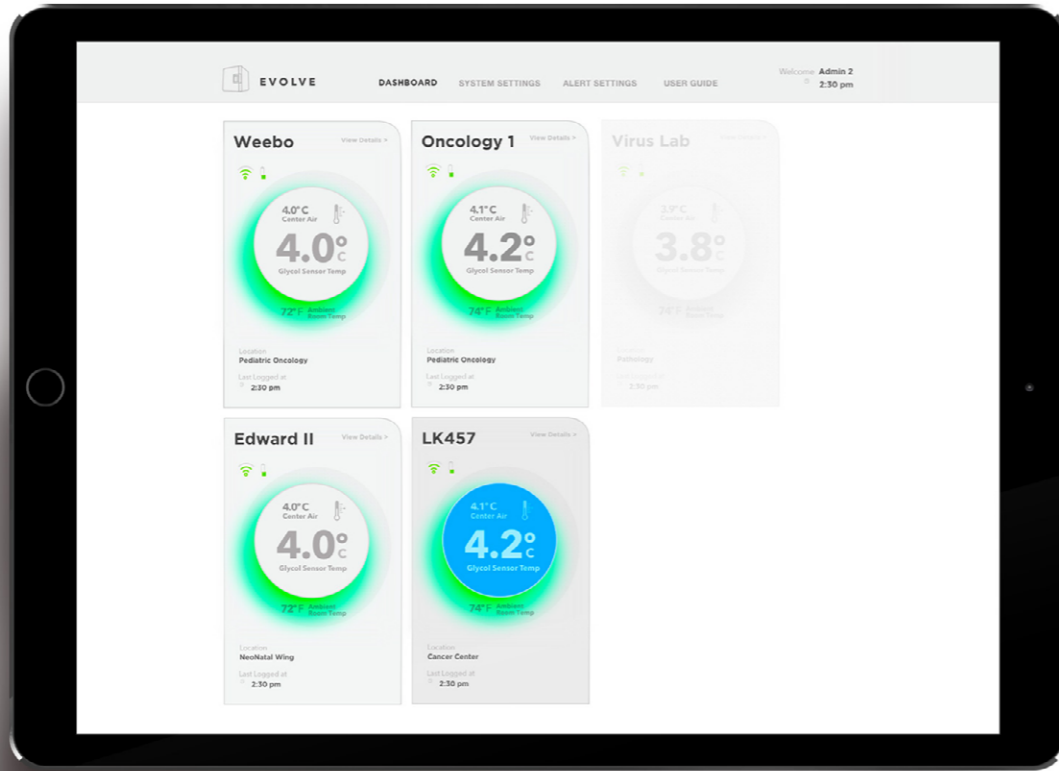
Designing for their SilverPoint 24/7 remote software included audible and visual alerts of temperatures, door ajar and other system events, data log readings and reports.

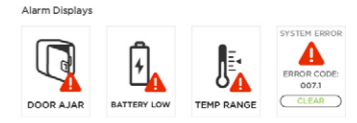
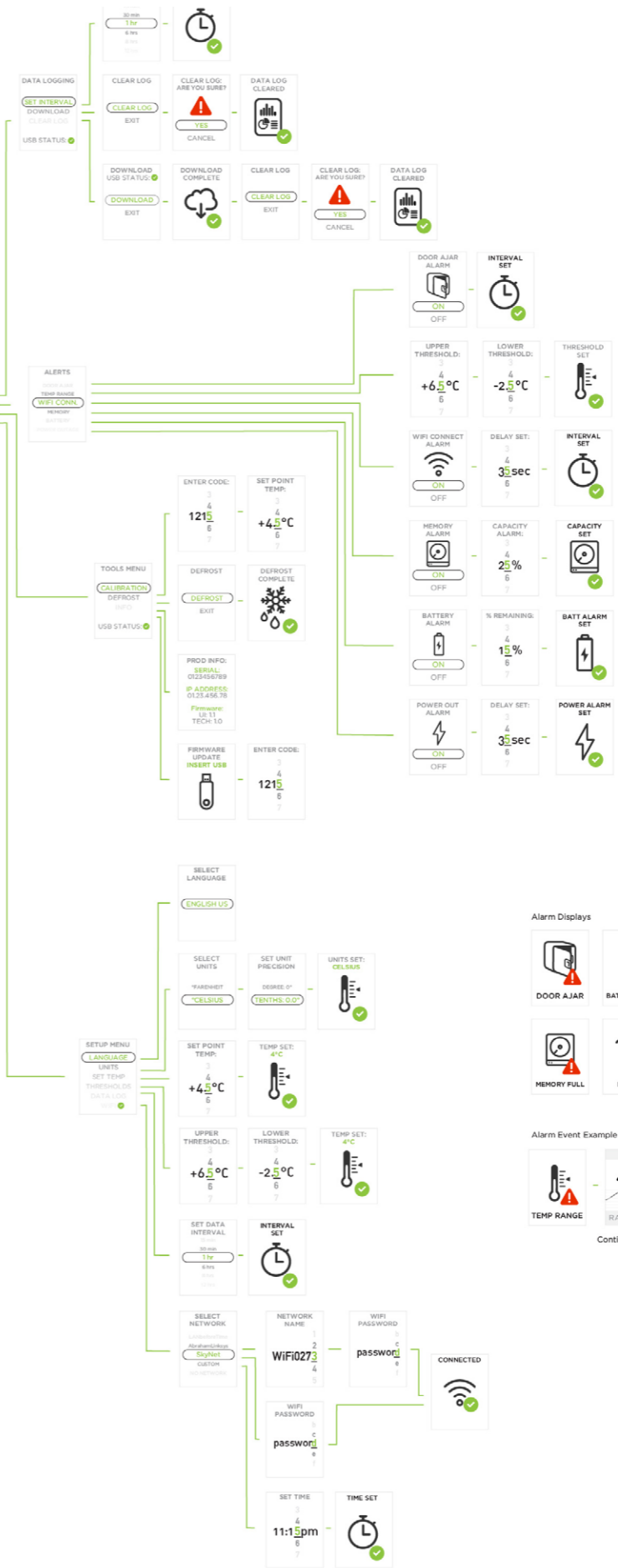
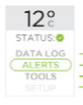
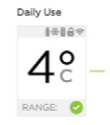
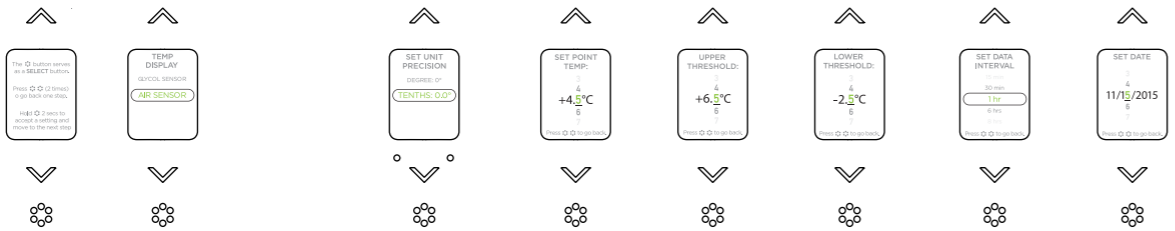
With sole responsibility from the agency for consistency across all touchpoints: UX, UI design, product naming, marketing materials, tradeshow exhibits, packaging, and various other brand materials.

FULL CASE STUDY AT

petriecreative.com/phononic







Continuous Loop Until Button Press

petrie



THE BUILDCOIN FOUNDATION



CLIENT

The BuildCoin Foundation

MARKET

Blockchain B2B

AGENCY

Petrie Creative

CONTRIBUTION / ROLE

- UX Creative Strategy**
- Visual Design Strategy**
- Corporate Identity**
- Brand Messaging**
- Website UI**
- Iconography & Infographics**
- Investor Pitch materials**

PROJECT DESCRIPTION

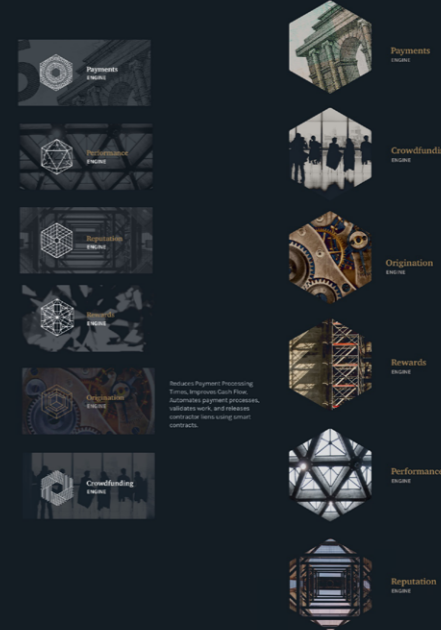
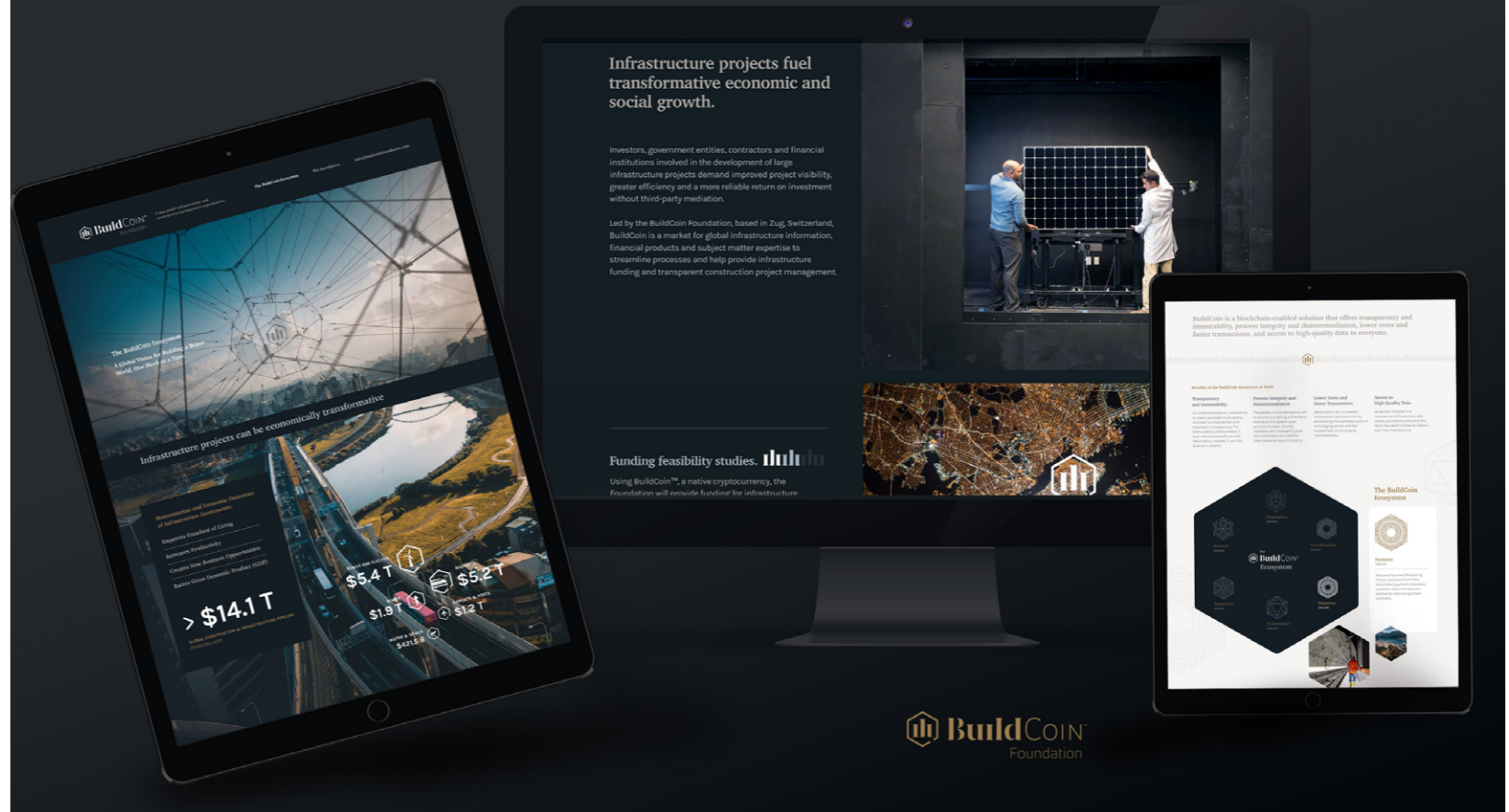
My absolute favorite projects are brands that bring innovation and disruption to their market. They are often willing to take the risks needed with their brand to claim a stake in the industry.

Working with a marketing consultant out of Washington, D.C., he and I took on this blockchain company with the goal of reversing the negative stigma attached with these types of cryptocurrency companies. By positioning them as a serious global banking institution instead of focusing on the tech aspect of the company, we were able to infuse the seriousness and trust the BuildCoin Foundation's brand needed to gain early adopters.

Visual strategies included the use of traditional serif typography, empathetic imagery, clean infographics, and a muted color palette. As a result, they were able to secure international feasibility projects with the San Paolo government and with other global players.

FULL CASE STUDY AT

petriecreative.com/portfolio/buildcoin-foundation





The BuildCoin Foundation



Our Vision
To build a new foundation for global economic and human social advancement. The BuildCoin Foundation - a road to building a better world, one block at a time.



Our Mission
To accelerate strategic infrastructure and construction development through the promotion and adoption of the BuildCoin Ecosystem and platform.



To focus on sustainable projects that align with the UN Sustainable Development Goals and Paris Climate Accord.



BuildCoin Leaders, Believe in Change.
Experience and industry relationships pave the way to success.

- MANAGEMENT COUNCIL**
- JOHN C. CROWN III**
President & CEO, OpCenter, Inc.
Washington, D.C.
 - DR. MARCEL DISTRICH**
Chairman, MDRG Group AG,
MUMME AG and Schwenker
Rueschwe (Ems)
Zurich, Switzerland
- ADVISORY BOARD**
- NORMAN F. ANDERSON**
President & CEO,
CG/LA Infrastructure, Inc.
Washington, D.C.
 - IAN H. SOLOMON**
Founder & CEO,
Stromer/Wireless, LLC
Former U.S. Executive Director,
The World Bank
Washington, D.C.
 - DR. PETER L. WEISSEL**
Former CEO PNC Switzerland
Former Board Member of Credit
Suisse Group
Zurich, Switzerland
 - TOMASZ MIŁOCHOWSKI**
CEO,
ESA Bank
London, United Kingdom

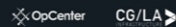
"We need to leverage technology and ingenuity to transform our infrastructure bureaucracies into innovation agents who are capable of incubating new technologies, managing performance of new initiatives, and driving radical reform in the permitting and approval process."

- NORMAN F. ANDERSON,
CG/LA INFRASTRUCTURE



The BuildCoin Foundation Partnerships

The BuildCoin Foundation has established strategic partnerships with OpCenter and CG/LA Infrastructure to help create the BuildCoin ecosystem.



Newsroom

FEATURED

Infrastructure spending a big boost to American jobs?

CG/LA Infrastructure President Norm Anderson on potential plans to boost America's infrastructure.

[Read More](#)

DEC 19 2017

São Paulo public lighting PPP studies to be paid with cryptocurrency

BY PEDRO OZORES, BNAmericas

Readily available and trustworthy data also eliminates any need for intermediation by a third party.

[Read More](#)

JAN 01 2018

11th Global Infrastructure Leadership Forum March 27-29, 2018

CG/LA's Global Infrastructure Leadership Forum is a unique infrastructure marketplace designed to provide 300+ high-level executives from engineering, construction...

[Read More](#)

Coverage & Speaking Engagements

Oct 19, 2017
NY, NYC

Sept. 13, 2017
Sao Paulo, Brazil

Aug. 4, 2017
CNBC's Squawk Box

Sept. 13, 2017
Sao Paulo, Brazil



The BuildCoin Ecosystem
A Global Vision for Building a Better World, One Block at a Time.

Infrastructure projects can be economically transformative

Humanitarian and Economic Outcomes of Infrastructure Investments:

- Improves Standard of Living
- Increases Productivity
- Creates New Business Opportunities
- Raises Gross Domestic Product (GDP)

> \$14.1 T

GLOBAL CONSTRUCTION & INFRASTRUCTURE PIPELINE (TRIMETRIC 2017)

POWER AND ELECTRIC \$5.4 T

ROADS \$1.9 T

WATER & SEWER \$421.5 B

RAILWAYS \$5.2 T

PORTS & PORTS \$1.2 T

BuildCoin is a blockchain-enabled solution that offers transparency and immutability, process integrity and disintermediation, lower costs and faster transactions, and access to high-quality data to everyone.

Benefits of the BuildCoin Ecosystem at Work

Transparency and Immutability

As a shared database, information is readily available to all parties involved in a transaction with maximum transparency. The immutability of data makes it even more trustworthy as well. Once data is created, it can't be deleted or altered.

Process Integrity and Disintermediation

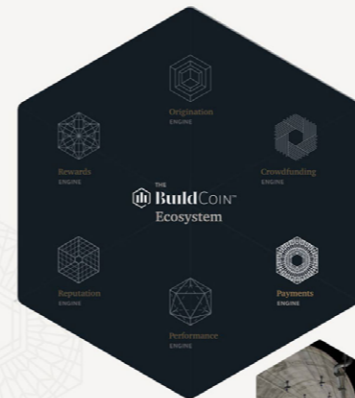
The parties in any transaction will know that everything will be done exactly as the agreed upon protocol dictates. Readily available and trustworthy data also eliminates any need for intermediation by a third party.

Lower Costs and Faster Transactions

Blockchains can cut overall transaction cost and times by eliminating the overhead costs of exchanging assets and the involvement of third party intermediaries.

Access to High-Quality Data

All parties involved in a transaction will have accurate, timely, consistent and complete data they need to know to make a well-informed decision.



The BuildCoin Ecosystem



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Transparency and Immutability

As a shared database, information



Origination ENGINE

Speeds Projects from Conception to Reality
Prioritizes the projects then removes the bureaucratic and budgetary roadblocks to create bankable projects.



Performance ENGINE

Powers Distributed Ledger for Ecosystem
Transparency and Accountability
Tracks and consolidates data related to the execution of a projects for investors and other stakeholders.



Crowdfunding ENGINE

Kick-starts Complex Capital-intensive Projects
Enables innovative access to capital for projects and creates a liquid token for each project.



Reputation ENGINE

Predicts Today's Performance on Past Performance
Calculates score for a project developer provides insights into project histories.



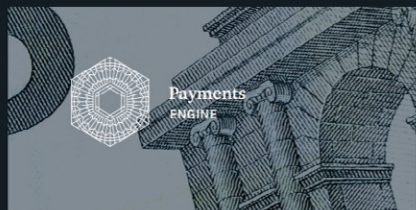
Payments ENGINE

Reduces Payment Processing Times, Improves Cash Flow, Automates payment processes, validates work, and releases contractor liens using smart contracts.

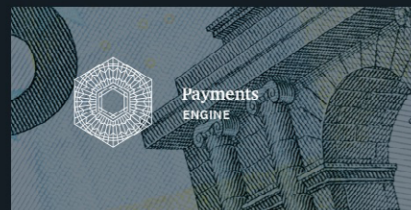


Rewards ENGINE

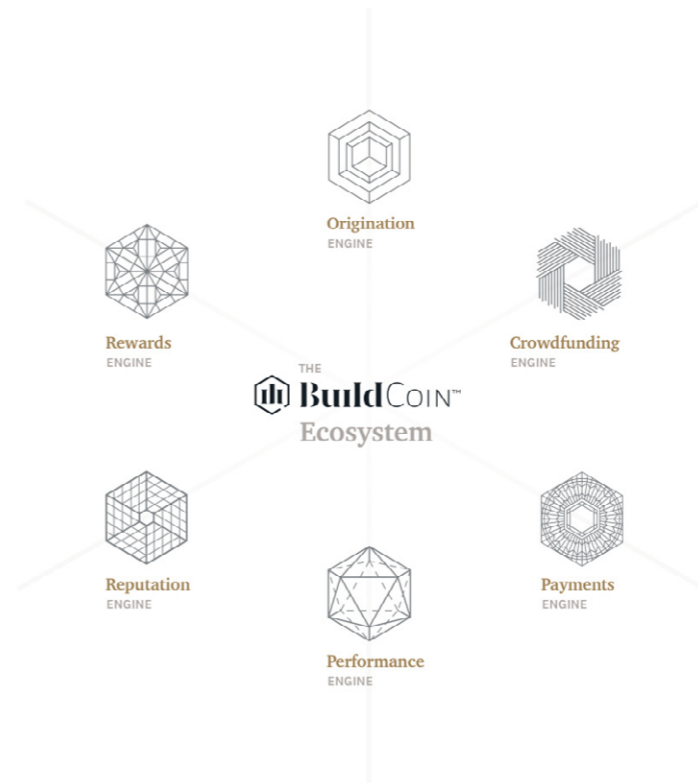
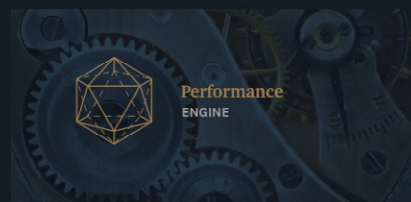
Motivates ecosystem participant performance.
Offers incentives and rewards to encourage adoption and participation in the ecosystem.



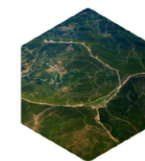
Reduces Payment Processing Times, Improves Cash Flow, Automates payment processes, validates work, and releases contractor liens using smart contracts.



Reduces Payment Processing Times, Improves Cash Flow, Automates payment processes, validates work, and releases contractor liens using smart contracts.



COLOR PALETTE



home

BuildCoin Foundation™
Building a Better World, One Block at a Time™

BuildCoin | Donate | About | Contact

Every human being has the right to reach their highest potential and to live their best life.

Building a new foundation for global economic and human social advancement.

Accelerating strategic infrastructure and construction through the promotion and adoption of the BuildCoin™ Ecosystem and platform.

BuildCoin™, a transparent, trustworthy and efficient blockchain solution. >

Join our mission. Let's build a new world. One block at a time. >

BuildCoin Foundation™
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The Need + Opportunity

Our Vision

Our Mission

Take Action
(jump points to landing pages)

Footer

BuildCoin

BuildCoin Foundation™
Building a Better World, One Block at a Time™

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Infrastructure projects can be economically transformative.

Investments in infrastructure:

- Improve standards of living
- Increases productivity
- Creates new business opportunities
- Raises GDP

40% cost savings from stronger infrastructure delivery systems
(McKinsey, June 2016)

Additional program growth, usage?
Power & Electric (\$5.4T)
Railways (\$5.2T)
Road (\$3.9T)
Airports & Ports (\$1.9T)
Water & Sewage (\$421.5B)
Source: Statista, 2017

Market Opportunity
In the next ten years, global construction output growth is expected to be averaging a 2.4% increase according to the Global Construction Outlook 2021, a new report from Financier's Construction Intelligence (FCI).

= \$ 14.1215 Trillion
Global Construction & Infrastructure Development Market

- \$5.4T Power & Electric
- \$5.2T Railways
- \$1.9T Roadways
- \$1.2T Airports & Ports
- \$421.5B Water & Sewage

BuildCoin™ is a blockchain-enabled solution offers transparency and immutability, process integrity and disintermediation, lower costs and faster transactions, and access to high-quality data to everyone.

BuildCoin Business Process Goals:

- Anchor Supply
- BuildCoin Ecosystem greater value for participants

Join our mission. Let's build a new world. One block at a time. >

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Why BuildCoin?

Market Opportunity

BuildCoin Overview

Take Action
(jump points to landing pages)

Footer

BuildCOIN
Blockchain-enabled construction and infrastructure management organization

Join Our Mission | info@buildcoinfoundation.org

Building a Better World, One Block at a Time™
Every human being deserves access to affordable and reliable infrastructure to reach their highest potential and to live their best life.

BuildCoin | Donate | About | Contact

Sustainable Cities and Communities
Safe, affordable, and acceptable housing for all

Building a new foundation for global economic and human social advancement.

> \$14.1 T
Global Construction & Infrastructure Pipeline (2016-2021)

Up to 40% Cost Savings
from stronger infrastructure delivery systems (McKinsey 2016)

Infrastructure projects fuel transformative economic and social growth.

Investors, government entities, contractors and financial institutions involved in the development of large infrastructure projects demand improved project visibility, greater efficiency and a more reliable return on investment without three-party mediation.

Led by the BuildCoin Foundation, based in Zug, Switzerland, BuildCoin is a market for global infrastructure information, financial products and subject matter expertise to streamline processes and help provide infrastructure funding and transparent construction project management.

Funding feasibility studies. BuildCoin™
Using BuildCoin™, a native opportunity, the Foundation will provide funding for infrastructure feasibility studies to accelerate development.

Accelerate infrastructure and construction using the BuildCoin ecosystem and platform.

BuildCoin is a blockchain-enabled construction solution that offers transparency and immutability, process integrity and disintermediation, lower costs and faster transactions, and access to high-quality data to everyone.

up to 25% Invoice cost reduction using blockchain

Transparency and Immutability
As a shared database, information is readily available to all parties involved in a transaction with maximum transparency. The immutability of data makes it more trustworthy as well. Once data is created, it can't be removed or altered.

Process Integrity and Disintermediation
The parties in any transaction will know that everything will be done exactly as they agreed upon without disputes. Readily available and trustworthy data also eliminates any need for intermediation by a third party.

Lower Costs and Faster Transactions
Blockchains can cut overall transaction cost and times by eliminating the overhead costs of exchanging assets and the involvement of third-party intermediaries.

Access to High-Quality Data
All parties involved in a transaction will have accurate, timely, consistent and complete data they need to know to make a well-informed decision.

BuildCoin Leaders, Believe in Change.
Experience and industry relationships pave the way to success.

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President & CEO
OpCenter, Inc.
Washington, DC

ANDREW J. ANDERSON
President & CEO
CG/LA Infrastructure, Inc.
Washington, DC

IAN H. SOLOMON
President & CEO
Construction.com
Washington, DC

DR. PETER L. WEIBEL
Executive Vice President
Group Head of
Global Construction Operations, Bankwest
London, United Kingdom

Tomaz M. HODUCHOWSKI
CEO
Bankwest, United Kingdom

Join us to help build a new world, one block at a time. >

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MAKING LIFE BETTER FOR PATIENTS,
AND THE PEOPLE WHO CARE FOR THEM.

vii

*vii*MED®



CLIENT
ViiMed

MARKET
Healthcare B2B

AGENCY
Petrie Creative

CONTRIBUTION / ROLE

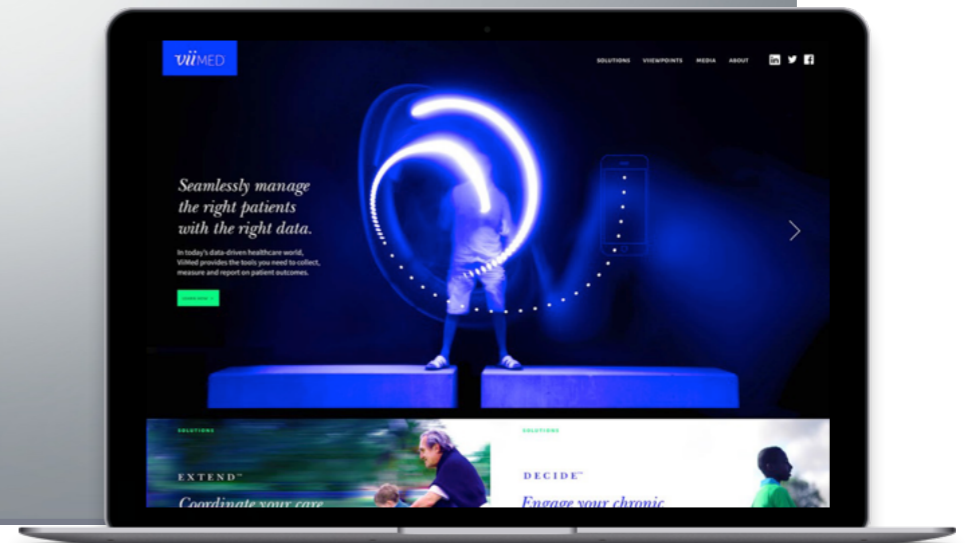
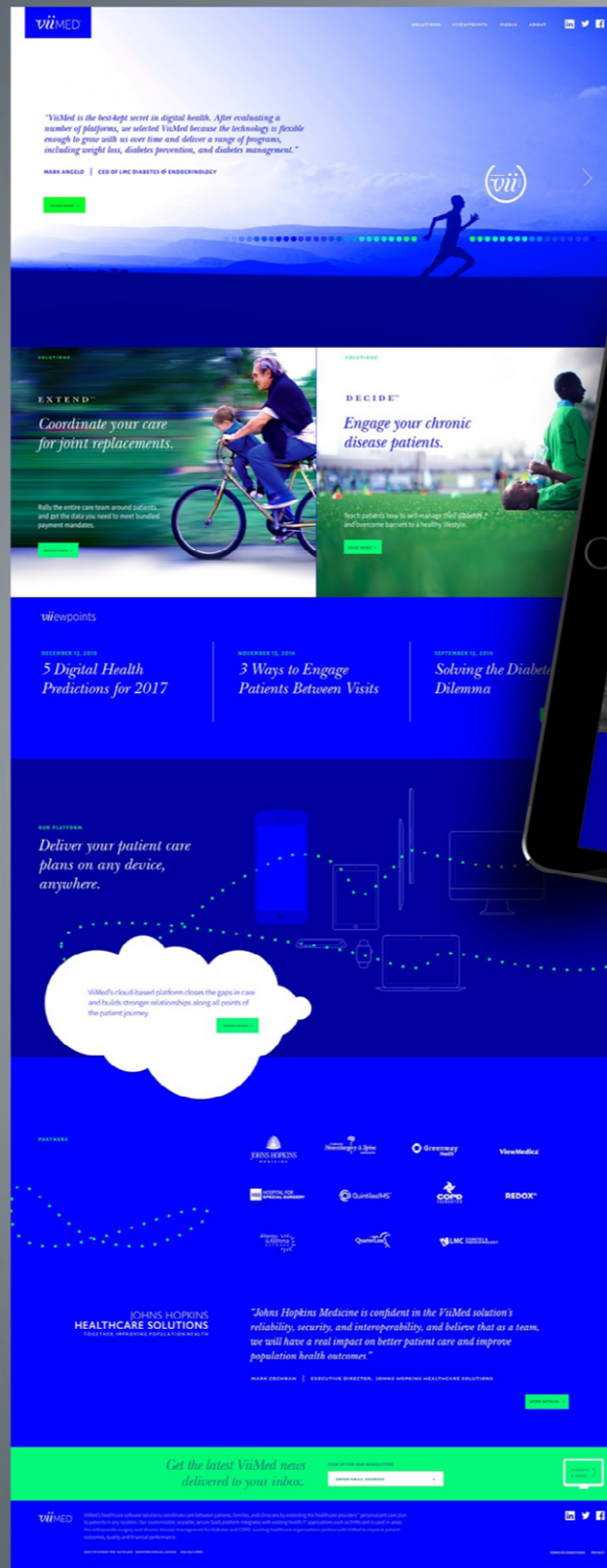
- Competitive Audit**
- UX Creative Strategy**
- Visual Design Strategy**
- Corporate Identity**
- Graphic Standards**
- Brand Messaging / Copywriting**
- Website UI**
- Iconography & Infographics**
- Marketing Materials**

PROJECT DESCRIPTION

ViiMed recognized that the loss in their marketshare had a lot to do with the lack of a solid brand platform and customer experience. Being an innovative startup with game-changing technology wasn't enough to compete in an oversaturated, exponentially growing healthcare technology marketplace. They were at a pivotal point in the lifecycle of their digital company — innovate or fade.

Analyzing over 15 of their direct competitors on: color palette, photography style, marketing lead-generation devices, brand messaging, tone of voice, visual language, and UI / way-finding — it became clear where (and how) they needed to move forward to gain stakeholders.

I delivered a competitive overview with recommendations on positioning, brand strategies, changes in tone of voice, and integrations into their mobile SaaS. An extensive UI and marketing brand guide was developed as a blueprint for future growth.



EXTEND

Coordinate your care for patients undergoing joint replacement surgery.

Save time. Cut costs. Improve patient satisfaction.

Through personalized education and two-way communication, prepare patients for surgery and monitor their postoperative recovery. Providers use EXTEND to quickly identify high-risk patients and prevent complications, working with other care team members along the way. EXTEND integrates with all major EHRs and can help you meet bundled payment mandates like Comprehensive Care for Joint Replacement Model (CJR).

Scalable. Manage your patient load on a platform that grows with you over time.

Interoperable. ViMed's open platform architecture works with major EHR and health IT systems.

Secure and Reliable. ViMed is HIPAA- and FedRAMP-compliant and uses encryption across all network connectors and storage devices.

Flexible. ViMed works in different specialties like orthopedics, diabetes, COPD, employee wellness, and neurosurgery.

Data-driven. Get the data-driven tools you need to help you collect, measure, and report information. Monitor patient satisfaction and outcomes using ViMed to drive reimbursements and meet healthcare regulations.

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HOSPITAL FOR SPECIAL SURGERY

"Our team is saving 12 hours a month just by delivering preoperative education through ViMed, and patients love the convenience of accessing their care plan from any location. It's a win-win for everyone."

DR. BRIAN KELLY | CHIEF OF SPECIAL SURGERY AND SHOULDER SERVICE | HOSPITAL FOR SPECIAL SURGERY

educate. Send personalized instructions, prescribe over-view video checklists, and more.

monitor. Assess range of motion videos and wound images. View risk stratified patient dashboards and receive automatic alerts.

engage. Use secure 2-way messaging and communication on your own time through video or text.

report. Measure patient-reported outcomes from surveys like PROMIS, HOOS Jr., KOOS Jr., and HCARFS.

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EXTEND™

LOWER SURGERY CANCELLATIONS BY UP TO **70%**

REDUCE UNNECESSARY FOLLOW-UP VISITS BY UP TO **50%**

24 hrs PER WEEK SAVED ON CARE EDUCATION

Get the latest ViMed news delivered to your inbox.

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JOHNS HOPKINS HEALTHCARE SOLUTIONS

"Johns Hopkins Medicine is confident in the ViMed solution's reliability, security, and interoperability, and believe that as a team, we will have a real impact on better patient care and improve population health outcomes."

MARK COUGHRAN | EXECUTIVE DIRECTOR, JOHNS HOPKINS HEALTHCARE SOLUTIONS

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Phil Newman
Vice President, Finance

Dave Bennett
Vice President, Finance

Shelley Newman
Senior Vice President, Finance

Charley Hawley
Senior Vice President, Finance

Rick Holbrook
Senior Vice President, Finance

EXTEND™

The console for centralized and integrated care team collaboration

EXTEND™ ALIGNS WITH THE PECC

A Patient and Family-Centered Collaborative Care (PECC) is safe, effective and timely care achieved through cooperation among the orthopaedic surgeon, an informed and respected patient (and family) and a coordinated health-care team.

Mike Ludwig

Mike Ludwig, Mike heads up ViMed's finance department and manages all things money. When he's not heads-down in a spreadsheet, you can find Mike poking around Arlington with his wife and daughter.

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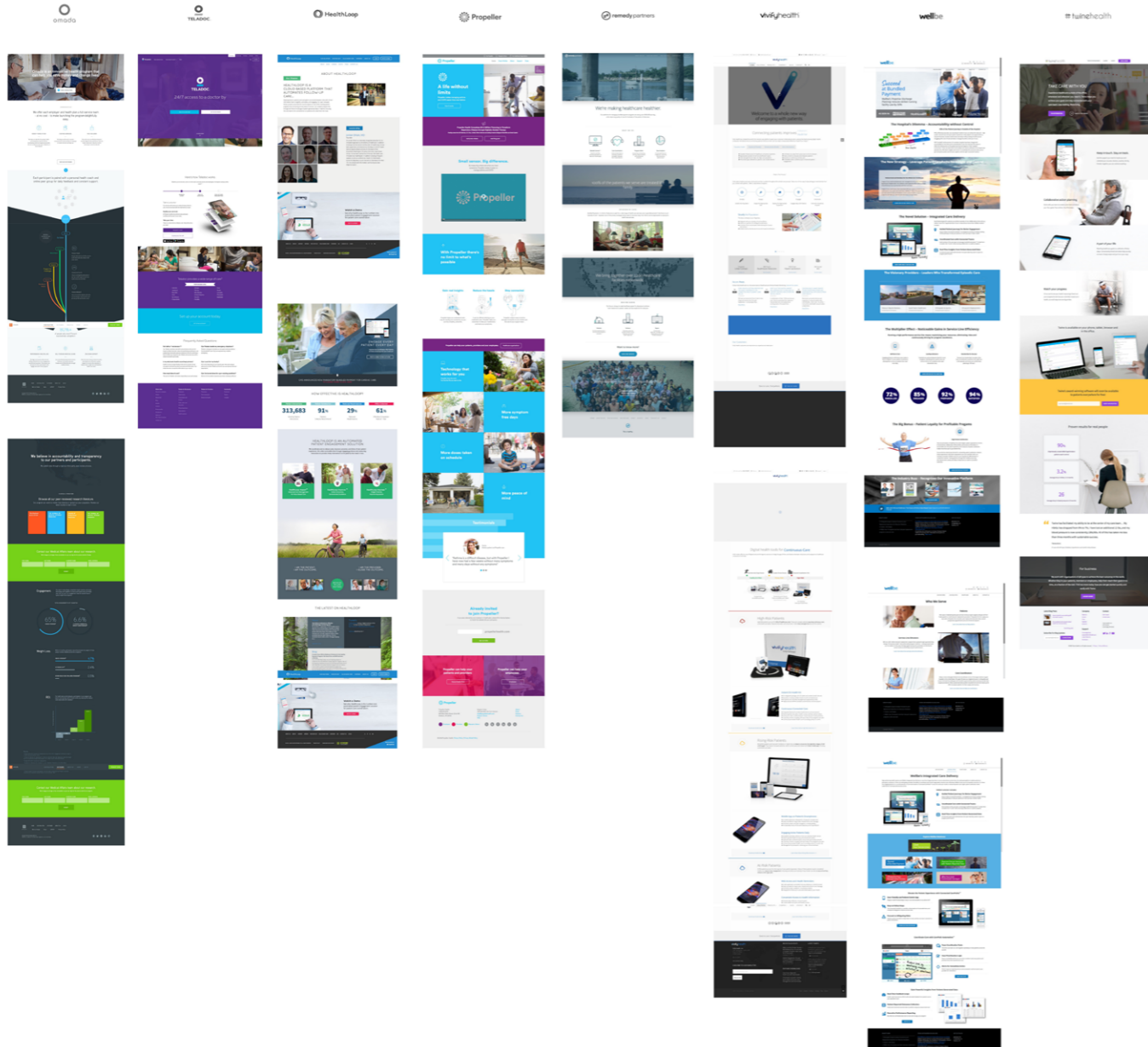
Data-driven. Get the data-driven tools you need to help you collect, measure, and report information. Monitor patient satisfaction and outcomes using ViMed to drive reimbursements and meet healthcare regulations.

Interoperable. ViMed's open platform architecture works with major EHR and health IT systems.

Secure and Reliable. ViMed is HIPAA- and FedRAMP-compliant and uses encryption across all network connectors and storage devices.

Flexible. ViMed works in different specialties like orthopedics, diabetes, COPD, employee wellness, and neurosurgery.

Data-driven. Get the data-driven tools you need to help you collect, measure, and report information. Monitor patient satisfaction and outcomes using ViMed to drive reimbursements and meet healthcare regulations.



Save time. Cut costs. Improve patient satisfaction.

Through personalized education and two-way communication, prepare patients for surgery and monitor their postoperative recovery. Providers use EXTEND to quickly identify high-risk patients and prevent complications, working with other care team members along the way. EXTEND integrates with all major EHRs and can help you meet bundled payment mandates like Comprehensive Care for Joint Replacement Model (CJR).



- AVOID COMPLICATIONS
- SHORTEN LENGTHS OF STAY
- REDUCE COSTS
- IMPROVE PATIENT SATISFACTION
- DRIVE POSITIVE PATIENT OUTCOMES

5.0 **Iconography**
Visual Labeling

idea
The foundation of visual labeling is the use of icons to represent concepts. When used in a consistent manner, icons can help users quickly identify and understand the information they are viewing.

examples
Icons are used to represent concepts such as a heart for health, a puzzle piece for collaboration, and a clock for time. When used consistently, icons can help users quickly identify and understand the information they are viewing.

design tips
When choosing icons, check that they can fit well-out text inside their forms.

benefits
Icons can help users quickly identify and understand the information they are viewing. They can also help users quickly identify and understand the information they are viewing.

Identify and avoid unnecessary costs

Use patient care, administrative, and financial data to identify and avoid unnecessary costs.

Intervene sooner and reduce complications

Use patient care, administrative, and financial data to identify and avoid unnecessary costs.

Pre-Operative Education

EXTEND
The console for centralized and integrated care team collaboration.

HOSPITAL FOR SPECIAL SURGERY

"Our team is saving 12 hours a month just by delivering preoperative education through ViiMed, and patients love the convenience of accessing their care plan from any location. It's a win-win for everyone."

DR. BRYAN KELLY | CHIEF OF SPORTS MEDICINE AND SHOULDER SERVICE | HOSPITAL FOR SPECIAL SURGERY

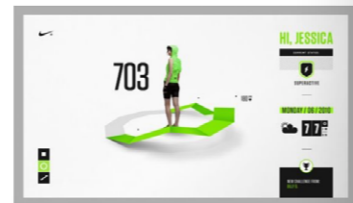
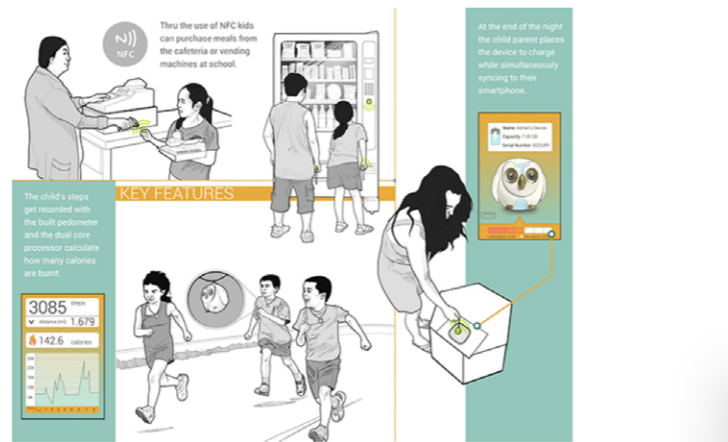
Points of Entry — Create a Story (a path)

Create **pathways** & use **timelines** to tell the story

1. **Show, Don't Tell** – people engage with visual content, particularly when combined with other content.
2. **Make Sure Your Message Doesn't Get Skimmed** – focus engagement on where you most want it.
3. **Manage Information for Your Audience** – don't rely on your audience to piece your story together for themselves; make your narrative explicit.
4. **Don't Let Your Brand Get Lost in the Market** — make your stories personal and relevant. People buy on emotion and justify with logic.
5. **Don't Let Your Information Get Lost** – bits of your story may be scattered across the web — package the relevant pieces together and deliver your story.



Diagram / SHOW the Integration — Less words, more visual lifestyle imagery

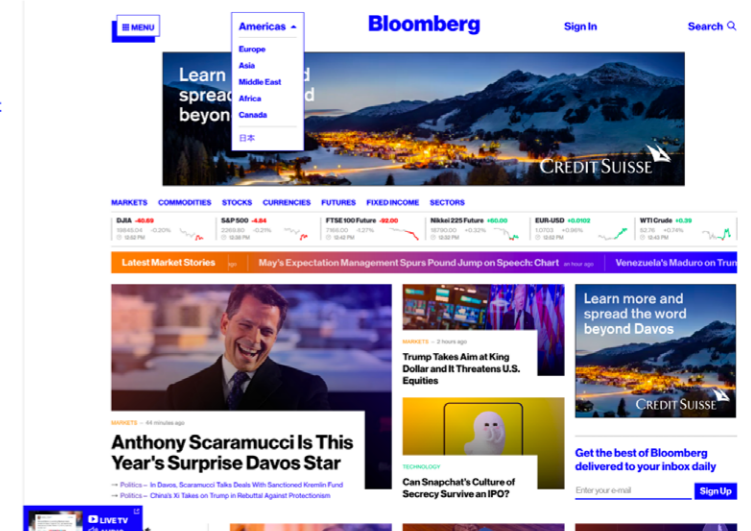


Keeping the Voice 'True Blue'



Today's healthcare industry is in the midst of a major transition. As payment models shift from fee-for-service to value-based care, providers must work together across a patient's entire episode of care.

Quality Payment Programs (QPP) are where healthcare is headed.



Keep the ball **InMotion.**



INMOTION NOW



CLIENT

InMotion Now

MARKET

B2C

AGENCY

Walk West

CONTRIBUTION / ROLE

**Creative Strategy
Visual Design Strategy
Brand Refresh
Brand Messaging
Website UI
Visual Design
Illustration**

PROJECT DESCRIPTION

With a UX creative team in flux Walk West needed hands-on Creative Director-level thinking and implementation for InMotion Now's website UX re-design and re-engineering of their SaaS product.

Based on marketing research, a technical audit, brand audit, competitive research, content evaluation and visual positioning research, I developed a new UX strategy for content flow, UI streamlining, tone of voice / messaging, and a stronger visual brand. This overall new blueprint that carried over from their website into product UI and marketing materials.

This included strategy for a personalized / dynamic navigation for content generation that caters to the user's needs, meaningful branded illustration ('keep the ball rolling'), updated color palettes and typography to distinguish them from competition, 'conversational' messaging that creates narrative, and 'in-context' photography of the product with users.

FULL CASE STUDY AT

petriecreative.com/portfolio/inmotion-now



Stop being overwhelmed by all the demands on your team.
Easily manage projects, tasks, timelines, and resources across your team.

Get more content approved and to market, faster.
Eliminate bottlenecks, clarify feedback, and simplify the review process.
inMotion's new online proofing tool makes it easier than ever to collaboratively review content and give and receive feedback.

7 hrs + of your time back

Spend more time doing the work you love.
Managing workflow with inMotion gives you more hours back each week to focus on what you do best—from designing an awe-inspiring logo to crafting a killer campaign.

Case Study
Pratt Institute said goodbye to process bottlenecks, and hello to more time for creative.

Find out how inMotion helped Pratt get to the top of the class.

Fewer Headaches, Faster Workflow.
A single solution to manage your workflow, from concept to completion.

We help teams stay ahead of the demand for creative. We get it. You're tired of obstacles in your team's process slowing you down. inMotion can help streamline workflow, so there's nothing holding you back from being your very best.

...we needed the solution to have a zero learning curve to ensure widespread adoption.

Let us help you do the work you love and automate the rest.

I am a creative marketer project manager who needs help with project management resource allocation review and approval digital asset management reporting

You need more than just project management. One-size-fits all project management solutions aren't enough to manage your team's workflow. inMotion is designed to support the unique marketing and creative process from beginning to end.

Stay in motion, stay ahead. You can't keep up with the demand for creative if bandwidth is always a problem. Automating your workflow with inMotion means less admin, shorter projects, and fewer bottlenecks to slow you down.

See what we did for these Fortune 500 companies.

It's made for a name! When you need John Smith Email Address

76% Faster Time to Approval and Out to Market

10x Improvement in Project Request Accuracy

85% Shorter Project Lifespans

Kick off projects right the first time. Say goodbye to confusing creative briefs and misaligned expectations.

See how Clarity the Creative Director streamlined her team's workflow with inMotion.

Stop being overwhelmed by all the demands on your team. Easily manage projects, tasks, timelines, and resources across your team.

Get more content approved and to market, faster. Eliminate bottlenecks, clarify feedback, and simplify the review process. inMotion's new online proofing tool makes it easier than ever to collaboratively review content and give and receive feedback.

Find Out How

Why inMotion?
A single solution for managing your team's workflow, from project kick-off to final approval.

The Features You Need Right At Your Fingertips
When everyone is on the same page at the same time, it is amazing what you can create. inMotion makes it easy for every member of your team to work more efficiently with accessible features and an intuitive interface. Create job requests, keep track of projects and files, route content for review, give and receive feedback, and manage review and approvals in one single place.

Find out more about the robust capabilities of the cloud-based inMotion software below or request a walk-through.

Kick off projects right the first time.
An easy way for your team to get the information they need to start new work.

Kick Off Projects Right the First Time
A Better Way to Manage Projects
Simple, Pain-Free Review Cycles
Give and Receive Cleaner Feedback
Learn from the Numbers and Get More Done
Dashboard Without Distractions
Show Me in Person

- Give your clients an online portal to easily request and track new creative work
- Take request forms to your team's workflow
- Radio buttons, checkboxes, and attachments allow clients to easily provide the information your team needs
- Automated notifications keep the process moving forward and everyone in sync
- Automatically create reports for performance before your work begins

Manage the Projects in Your Workflow in One Easy Hub
Keep up with all your team's projects, tasks, timelines, and resources.

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Simple, Pain-Free Review Cycles
Give and Receive Cleaner Feedback
Learn from the Numbers and Get More Done
Dashboard Without Distractions
Show Me in Person

- Project dashboards collect important information in one place. See priority, status, checklist, and goals
- Set up new projects fast with just a click using project templates
- Get an at-a-glance visibility into your assigned project progress and status with personalized Project Workspaces
- Stay up to date with task management, capacity planning, task deadline alerts, and overdue notifications
- Search users by customizable tags. Use skills or department, to quickly find the best team members for any task

Take the Hassle Out of Routing Content for Review
Get the right content to the right reviewers and end the chase for approvals.

Kick Off Projects Right the First Time
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Show Me in Person

- Automatically get alerts to the right reviewers at the right time with customizable routing workflows
- Route content on the same page with built-in version control
- Capture audit trails of all feedback and approvals for increased accountability
- Track the status of all proofs and see which reviewers have returned feedback and which are still pending
- Provide approvals on-the-go with a mobile review app to deliver "thumbs up" or thumbs down on work in progress

Deliver Clearer, Actionable Feedback Quickly
Make comments, mark up proofs, and collaborate on content in real-time in one intuitive review space.

Kick Off Projects Right the First Time
A Better Way to Manage Projects
Simple, Pain-Free Review Cycles
Give and Receive Cleaner Feedback
Learn from the Numbers and Get More Done
Dashboard Without Distractions
Show Me in Person

- Get faster feedback from clients, who can leave open-to mark up proofs in the intuitive review environment
- Collect feedback on print, web, and video assets in a single application
- Instant alerts and notifications keep communications moving forward quickly
- Reviewers can collaborate in real-time to mark-up content and avoid email stage battles
- Keep content producers focused on actionable feedback by hiding comments on lagging items (optional on "hide")

Learn from the Numbers and Get More Done
Easily access powerful reporting about your team's workflow.

Kick Off Projects Right the First Time
A Better Way to Manage Projects
Simple, Pain-Free Review Cycles
Give and Receive Cleaner Feedback
Learn from the Numbers and Get More Done
Dashboard Without Distractions
Show Me in Person

- Start immediately tracking productivity metrics informed by industry best practices with built-in reports
- Customer reports to get the metrics that matter to your team
- Subscribe users to reports provide meaningful insights and right to their inbox
- Present data using charts, graphs, and grids for easy insight into workflow trends

A solution to fit your team's needs built on years of serving teams of all sizes.

Team

Unlimited Users
End-to-End Workflow
Onboarding & Support
Integrated File Sharing

\$99 per user per month
[Get Started Now](#)

Great for small teams that are getting started.

Business

Unlimited Users
Unlimited Storage & Storage
Custom Proofing for Your Viewers
Integration with Popular CRMs

\$149 per user per month
[Get Started Now](#)

For mid-sized teams that need full support and access to strategic review, capacity options.

Enterprise

Unlimited Users
Hand-Held Onboarding & Support
Single Sign-On Integration
Dedicated Account Sandbox

\$179 per user per month
[Get Started Now](#)

Full enterprise integration and testing available to enable ease of implementation.

	Team	Business	Enterprise
Core Workflow			
Custom Project Request Forms	•	•	•
Project Management	•	•	•
Online Review & Approval	•	•	•
Reporting & Analytics	•	•	•
Unlimited Business Agreements	•	•	•
Unlimited Storage	•	•	•
Vendor / Agency Connect	•	•	•
Integrations			
Full CRM & Social Integration	•	•	•
Dropbox, Salesforce, Google Drive, Box	•	•	•
CRM Integration	•	•	•
Microsoft CRM, Salesforce, HubSpot CRM	•	•	•
API Application	•	•	•
Customer Education and Success Program			
Video Onboarding & Success Program	•	•	•
Customer Knowledge Base	•	•	•
Customer Success Team Support	•	•	•
Dedicated Account Manager	•	•	•
Extended Support Hours from 9am-5pm ET	•	•	•
Additional Onboarding Specialist	•	•	•
Customer Success Training & Learning Institute	•	•	•

Spend more time doing the work you love.

inMotion's workflow management software gives teams more hours back each week to focus on what they do best—amazing marketing and creative work.

See how teams like yours can streamline workflow with inMotion.

- Creative Teams
- Marketing Teams
- Product Managers

We help brands solve their most complex creative workflow issues.

We needed to eliminate the delays in the approval process and we needed the solution to have a zero learning curve to ensure widespread adoption. That's why we selected inMotion.

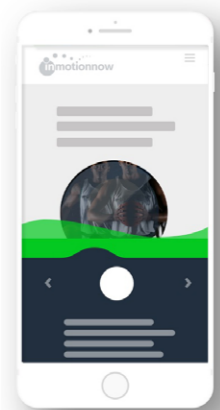
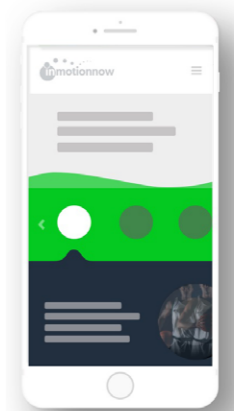
Choice Hotels
Zero Learning Curve in Widespread Adoption
0% Learning Curve

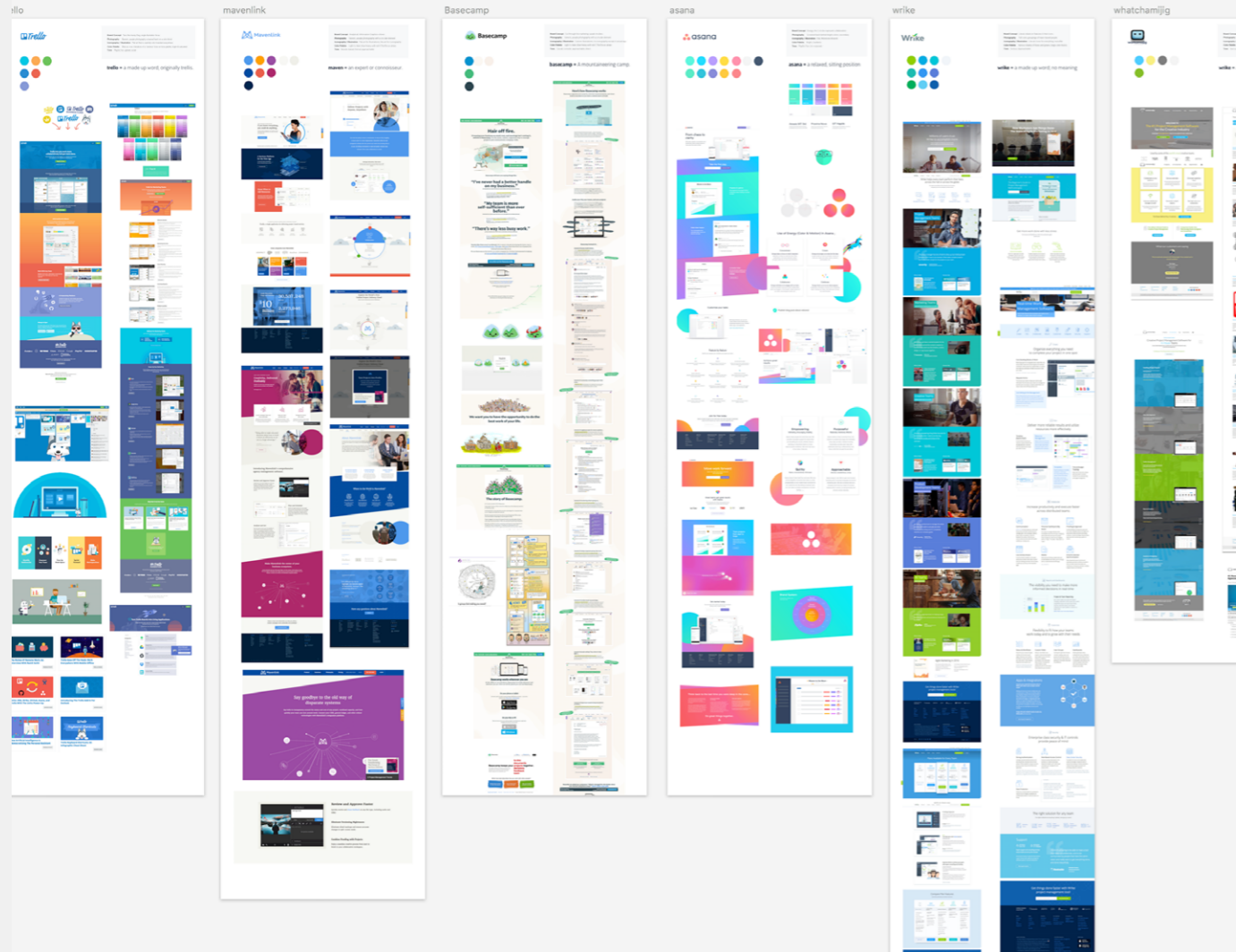
Advance Auto Parts
Fixing an Inconsistent Internal Review Process

Fitbit
Fixing an Inconsistent Internal Review Process

More Client Success Stories

- Marketing over 45,000 Products in 20 Languages Weekly
- Maintaining Volume and Velocity
- No Room for Inaccuracy





Core Website Strategies

1 Personas

Appear to be addressing the conversation at a one-on-one interaction to each persona. Avoid over selling and marketing-speak. Create a narrative, and show users that you are a 'friend' or peer giving good, solid advice.

2 Show me, don't tell me.

Only 8% of visitors read the content. Start a Conversation. Look for opportunities to impress their creative and ROI mindsets. Corrolate the features directly with the visual of the software itself.

3 Digestible tidbits of tailored content, not an online brochure.

Show the product in action and give small animated sequences as teasers, and use the 'sign up' for a reward other than learning about the product.

4 Data capture that doesn't look like a form or signup.

We are playing our own game here. The audience sees through any attempt of marketing-speak and data capture/ conversion points. Utilize gradual engagement and benefit buttons (ie. what it will do for them) instead of hasty jumps to 'sign up' lingo. Focus on human factor decision making: love, money, acceptance and free time as behavior incentives.

5 Conversation & Personalization, not an online brochure.

As a niche market audience, use tailored content that helps 'build itself' depending on the user's site behaviors, signup info, and Facebook profile (preferred way to get in dept profile info)...

Customization (phase 1) vs. **Personalization** (later phases)

Customization is the visitor's conscious decision to alert the user experience. The visitor deliberately chooses between options designed to make the user experience more personal.

Personalization is making predictions and automatically altering the user experience based on big data. The visitor is automatically shown personalized pages based on anticipated needs / wants.

Typographic Strategy

2017 InMotionNow Competitive Advantage Typographic Strategy

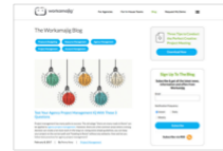
What's Your Voice?
In our visual strategy of redesigning the InMotionNow website, we also did an audit on how typography was being utilized by competitors of InMotionNow.

The InMotionNow brand typeface is Open Sans, a popular, humanistic, free Google font. We noticed, though, that most of the competition used a variation of this font, especially IMN's direct competitor, Wrike.

As we wanted the InMotionNow messaging and voice to be distinct (yet still have the tone of all its existing marketing collateral and brand) we chose to use a type combination that still maintained the brand: Centuma and Aleo.

Centuma is a light, humanistic typeface with unique letterforms (ie. the 'l' and 'k') unlike any of the other 'Sans' fonts. It also has a wide range of weights, which can be used to determine content hierarchy. Aleo, is a serif typeface that marries well as a second, traditional style voice to Centuma.

Both typefaces continue the friendliness and approachability of Open Sans, but allow better brand distinction – so that InMotionNow will be less likely to disappear in a sea of competitors using the same font and voice.



From Lato Sans

Centuma Thin
Centuma Bold
Aleo
Aleo Bold



From Verbi Light

Verbi Bold

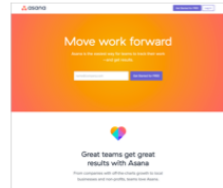
Lato Sans
Verb



From Wrike

Open Sans

Open Sans
GT Haptik
Ideal Sans
JAF Bemini
JAF Facitweb



From GT Haptik

GT Haptik



From Basecamp

Ideal Sans
Sentinel



From Mavenlink

Superclarendon
Merriweather
JAF Bemini



From Trello

JAF Facitweb

Aleo

Aleo Light
Aleo Regular
Aleo Bold
ALEO ALL CAPS
ALEO ALL CAPS BOLD

Centuma

Centuma Thin
Centuma Light
Centuma Regular
Centuma Bold
Centuma Black
CENTUMA ALL CAPS
CENTUMA ALL CAPS BOLD
CENTUMA ALL CAPS BLACK

Color Palette Strategy

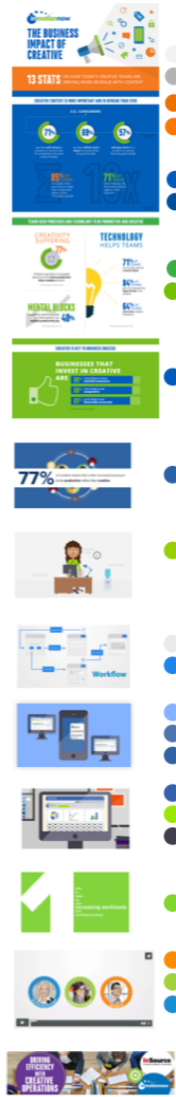
2017 InMotionNow Competitive Advantage Creating Color Palette Standardization

In our visual strategy of redesigning the InMotionNow website, we did an audit on how color palettes were being utilized internally on the IMN site, as well as how competitor's were implementing their color palettes for competitive advantage.

We noticed that 100% of the competition used blue as a core part of their palette, and that many of InMotionNow's colors were similar to that of the competition. Our goals were to maintain current assets and graphics, while allowing for a color strategy to build on.

Visual Strategies:

1. Standardize the InMotionNow palette to avoid random shades of colors.
2. Shift hues slightly, if needed, to distinguish the brand online from its competitors, and
3. Give the internal InMotionNow team a unified palette of standard, branded hues for creating more the new 'flat' style of illustration style used in videos and graphics.



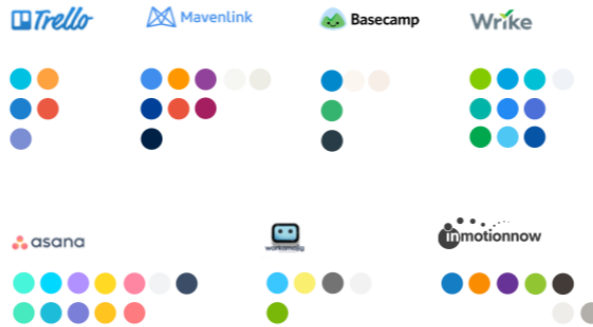
Current Brand Colors Used

- Current colors actively being used on the site are varying in tone and consistency
- Random hues are often added by necessity to create the 'flat' art style needed for illustrations and callouts
- Older graphics and illustrations are pastel in nature, while newer ones are more saturated

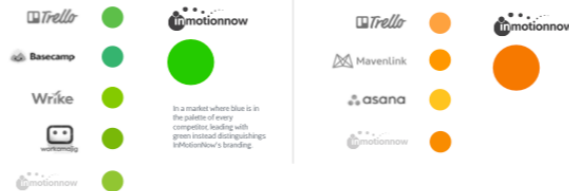
Limit palette ranges to 3 tones per color (4 for green) to create a centralized palette for the tone-on-tone style of illustration already in place with the images and videos on the site.

- Eliminating pastel colors moving forward, and maintaining color saturation will keep the palette branded and bold moving forward.
- Removing the slight yellow tint to the green will distinguish it from similar greens of several competitors (ie. Wrike, Whatchamjig...see below).

Competitive Landscape



A slight color shift in the InMotionNow orange and green palette gives a competitive advantage in distinguishing brand voice.



stylesheet

typography & color palette application

Aleo

Aleo Light
Aleo Regular
Aleo Bold
ALEO ALL CAPS
ALEO ALL CAPS BOLD
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789
101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

tQ
K&4

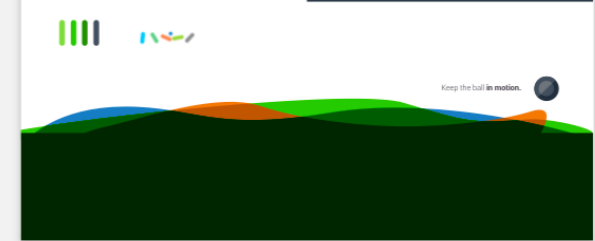
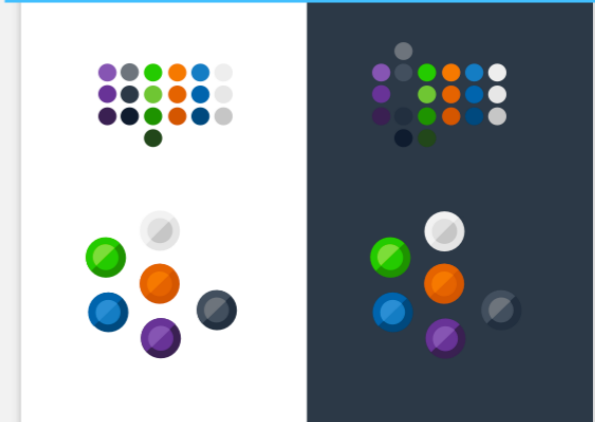
FREE CONTEMPORARY SLAB SERIF TYPEFACE
Personality & Readability
Ligatures for an efficient reading flow
three different STYLES
multi-language diacritics support

Centuma

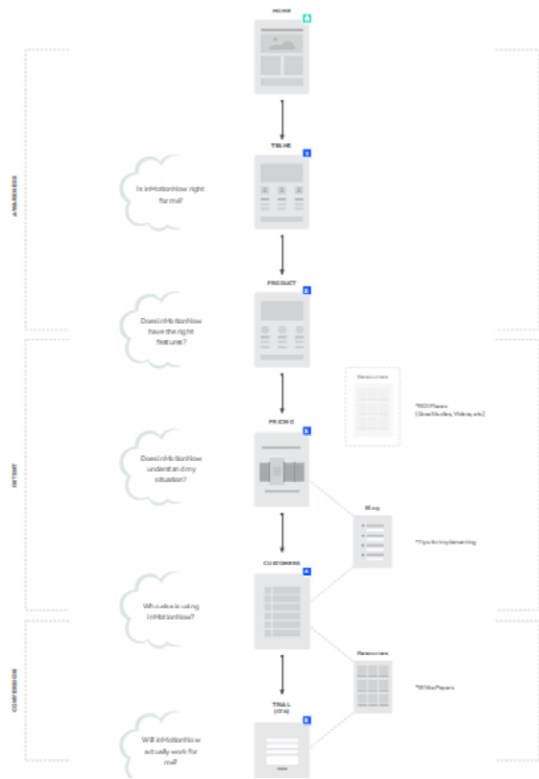
Centuma Thin
Centuma Light
Centuma Regular
Centuma Bold
Centuma Black
CENTUMA ALL CAPS
CENTUMA ALL CAPS BOLD
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789
101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

tQ
K&4

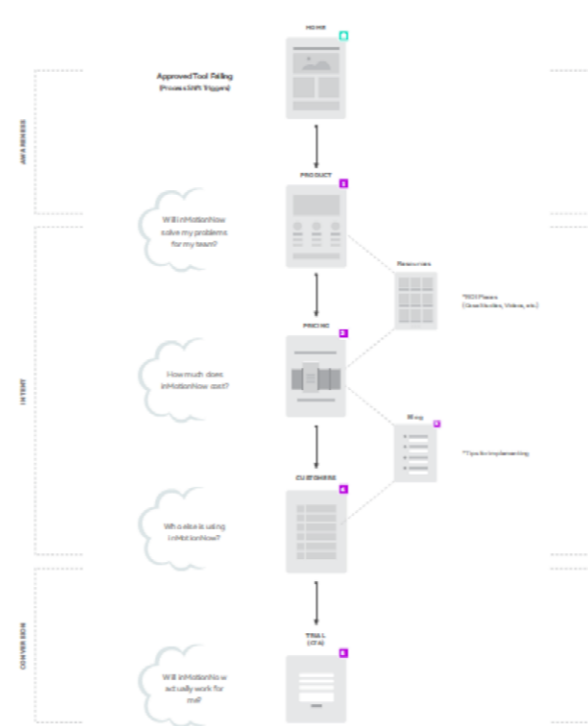
HUMANISTIC UNIQUE SANS SERIF TYPEFACE
Personality & Readability
humanism with unique letterforms
five different WEIGHTS
BRANDED + Bold Confident Voice



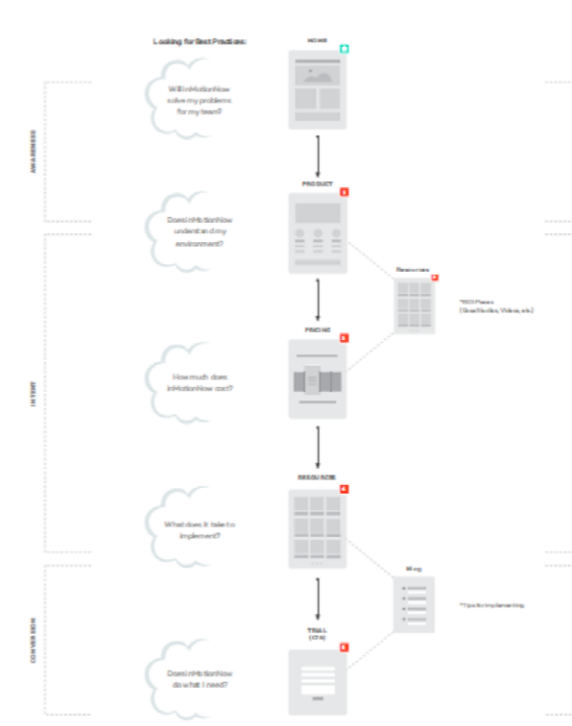
MARKETING DIRECTOR
User Flow



CREATIVE DIRECTOR
User Flow



PROJECT MANAGER
User Flow



Christy
Creative Director
Buyer Reviewer

"I can see a few creative ways we could accomplish your goal, but my team..."

Paul
Project Manager
Evaluator Traffic Admin

"Tell me what you need & leave the rest to me. I can adjust priorities & assignments but I'll need clear direction & assets so we can keep moving."

Megan
Marketing Manager/Director
Buyer Requester Reviewer

"Give me the info and get out of the way. I need to get a ton of other things done today if we're going to launch this campaign on time!"

AUDIENCE	DESIRED ACTION(S)	PERCEPTIONS	BARRIERS	INSIGHT	REWARD	MESSAGE	CHANNEL	TIMING	KEY FINDINGS
CMO/VP/MARKETING DIRECTOR	Make a decision to allocate budget to purchase inMotion	Limited awareness	Jaded by previous experience with other project management software	Aware of problem but lack motivation to fix it given priority of other things	Challenging marketing projects, delivered with quality, speed and efficiency	We can help accelerate execution for high volume creative operations and enable buy-in for your breakthrough ideas	Referral, tradeshow, LinkedIn personal network, Industry pubs (Fast Co, BrandWeek)	Overscheduled in daily meetings. During early morning AM read of news or late night during email clear	Access incredibly difficult irrespective of level. Manging up, down and across while keeping up with tech trends and demands. Motivated by new and innovative solutions
CREATIVE DIRECTOR	Make a decision to allocate budget to purchase inMotion	Limited awareness	Need to get buy-in from other members of the team to endorse decision	Leading overworked team that wants respect for delivering strong creative	Delivering great creative work through a smooth process, Validation of teams strategic value	We help streamline your work so you have enough time to be creative	Google, Design Blogs, Forums	End of the week (Friday during work hours; Shift in process inside of company; Dealing with growth; Another product failing	Opportunity to market and attract front end developers given mix of dev and design needed in creative work environments
PROJECT MANAGER	Recommend or influence decision to allocate budget for inMotion	Some awareness of general project management solutions	Limited control over decision making process. Implementation overhead	Overall view of all projects as well as granular details	Control over personal productivity, insight into productivity of organization	We provide the right level of functionality, giving you exactly what you need	Google, industry focused sites, templates, LinkedIn personal network, AdWeek, FastCo followed via LinkedIn	Mornings are typically better, Monday AM, lunch breaks, Fridays are catch up so not on this day	Product provider understanding of project mgr role is key. Lumping in accounting, invoicing, etc. is a signal of lack of understanding

Common Tools

- Email (often via phone)
- Spreadsheets
- A light time-tracking solution
- Chat client / video conferencing
- Adobe Creative Suite

Common Tools

- Email (often via phone)
- Spreadsheets for project & resource mgmt.
- A light time-tracking solution
- Chat client / video conferencing

AUDIENCE	DESIRED ACTION(S)	PERCEPTIONS	BARRIERS	INSIGHT	REWARD	MESSAGE	CHANNEL	TIMING	KEY FINDINGS
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Company & Team

Paul works for a retail company on the Creative Services team. He and 3 other project managers manage active projects across the organization. He reports to the Creative Director.

Primary Objective
Complete projects on time/budget, w/ happy teams & clients

Self-Perception
As the person who keeps the operation from falling apart

Day-to-Day Goals

- Setting stakeholder expectations
- Keeping teams on task
- Meeting scheduled milestones

Day-to-Day Activities

- Scoping projects
- Assigning team members
- Building / adjusting project schedules
- Providing status updates to clients
- Managing flow of communication

Wants & Frustrations

Paul wants...

- Ways to improve his productivity
- 10,000 ft view of the landscape
- To contribute to organization objectives

Paul is frustrated by...

- Too many emails and meetings
- Feedback delays or missing assets
- Changing resource assignments
- Pressure from creative and marketing

User Experience Goals

- Visibility into project & deliverable status
- Knowing when deliverables & tasks are completed
- Predictive alerts for deadline slippage
- Grouping projects to see total cost & status
- Ability to easily reprioritize marketing projects
- Mobile access to topline info

Common Tools

- Email (often via phone)
- Spreadsheets for project & resource mgmt.
- A light time-tracking solution
- Chat client / video conferencing

Company & Team

Megan is part of the marketing communications group at a retail company. She manages strategic integrated communications plans and campaigns. She reports to the VP of Marketing.

Primary Objective
Drive revenue for the business

Self-Perception
Sees herself as an important part of the team

Day-to-Day Goals

- Hit deadlines
- Ensure accurate content
- Ensure message consistency

Day-to-Day Activities

- Requesting marketing jobs
- Collaborating with PM/creative
- Reviewing work
- Analyzing campaigns
- Managing vendors

Wants & Frustrations

Megan wants...

- Quality work and fast production
- Insight into inefficiencies
- Info that helps her do a better job

Megan is frustrated by...

- Lack of insight into project statuses
- Odd, time-sensitive marketing ideas
- Dropped balls and pushed deadlines
- Not enough lead time from management
- Time-consuming communication

Values

- A challenging marketing project
- Research and statistics / data
- Speed and efficiency
- Process w/ metrics throughout
- Clear, concise communication

User Experience Goals

- Visibility into project & deliverable status
- Knowing when deliverables & tasks are completed
- Predictive alerts for deadline slippage
- Grouping projects to see total cost & status
- Ability to easily reprioritize marketing projects
- Mobile access to topline info

Common Tools

- Email (often via phone)
- Spreadsheets
- Chat client / video conferencing
- Social media tools
- Google analytics



Product Teams Raving Fans Resources Blog Pricing Support Login

Why InMotionNow?

One Single Workspace for your Whole Team

Automate Your Creative Workflow

When everyone is on the same page at the same time, it's amazing what you can create... Create job requests, manage projects and files, get feedback, and manage review and approvals in one single place.

A Better Way to Kick-off Projects

Eliminate ambiguous project launch once and for all.

- Project Builder Templates
- Comprehensive Resource Allocation
- Enable clients to share related assets

- A Better Way to Kick-off Projects
- One Easy Hub for All Your Creative Assets
- Never again ask "What's the status?"
- Keep Projects in Motion
- Learn from the Numbers and Get More Done
- Unburdening Without Disruption
- Show Me in Person

It's All in One Central Place

One Easy Hub for all Your Creative Assets

You can finally ditch hunting through your email and FTP attachments and utilize Enterprise DAM Integration with unlimited files from WebDAM, Google Drive, Dropbox, Box, and ShareDrive.

- A Better Way to Kick-off Projects
- One Easy Hub for All Your Creative Assets
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- Keep Projects in Motion
- Learn from the Numbers and Get More Done
- Unburdening Without Disruption
- Show Me in Person

Never again ask "What's the status?"

Track Progress in Real-Time

Where is my project? Where is my content? Did I get an approval/ sign-off? No more guessing. Task management is actually easy, even when deadlines shift.

- Automated Notifications
- Personalized Workspaces
- Due and overdue notifications
- Resource allocation tracking

- A Better Way to Kick-off Projects
- One Easy Hub for All Your Creative Assets
- Never again ask "What's the status?"
- Keep Projects in Motion
- Learn from the Numbers and Get More Done
- Unburdening Without Disruption
- Show Me in Person

Keep Projects in Motion

One Place to Review & Approve Creative Work

Everyone on your team can have one place to post, review, markup and approve creative work on mobile or desktop - even your clients and vendors.

- Automated Proof Routing
- Quicker feedback gathering with Feedback Manager
- Versioning Control
- Simple, intuitive markup tools
- Feedback and sign-off audit trails for accountability

- A Better Way to Kick-off Projects
- One Easy Hub for All Your Creative Assets
- Never again ask "What's the status?"
- Keep Projects in Motion
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Product

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A Better Way to Kick-off Projects

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Never again ask "What's the status?"

Keep Projects in Motion

Learn from the Numbers and Get More Done

The Future Redefining How You Work

Want to see it in person? Let us show you the details.

Unburdening Without Disruption

Show Me in Person

Creatives

Slay Creative in a Sea of High Volume Demand

A Better Way to Kick-off Projects

It's All in One Central Place

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Keep Projects in Motion

Learn from the Numbers and Get More Done

The Future Redefining How You Work

Want to see it in person? Let us show you the details.

Unburdening Without Disruption

Show Me in Person

Marketing

Finally stay ahead of the velocity and volume of your marketing output.

A Better Way to Kick-off Projects

It's All in One Central Place

Never again ask "What's the status?"

Keep Projects in Motion

Learn from the Numbers and Get More Done

The Future Redefining How You Work

Want to see it in person? Let us show you the details.

Unburdening Without Disruption

Show Me in Person

Project Managers

Be the most efficient team you never thought was possible.

A Better Way to Kick-off Projects

It's All in One Central Place

Never again ask "What's the status?"

Keep Projects in Motion

Learn from the Numbers and Get More Done

The Future Redefining How You Work

Want to see it in person? Let us show you the details.

Unburdening Without Disruption

Show Me in Person



FAYETTEVILLE TECH



CLIENT

Fayetteville Tech

MARKET

B2C

Higher Education

AGENCY

Walk West

CONTRIBUTION / ROLE

UX Creative Strategy
Visual Design Strategy
Brand Messaging
Art Direction
Team Mentorship

PROJECT DESCRIPTION

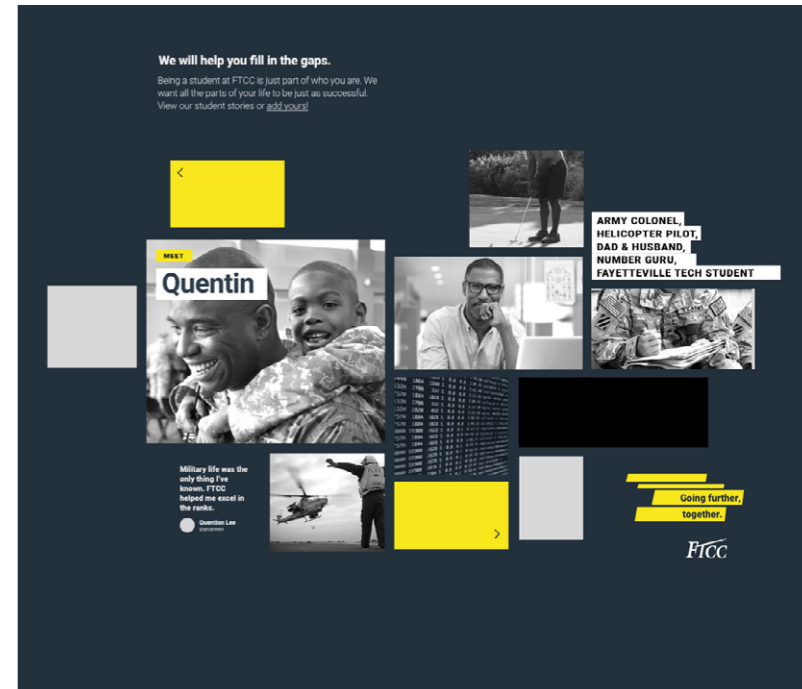
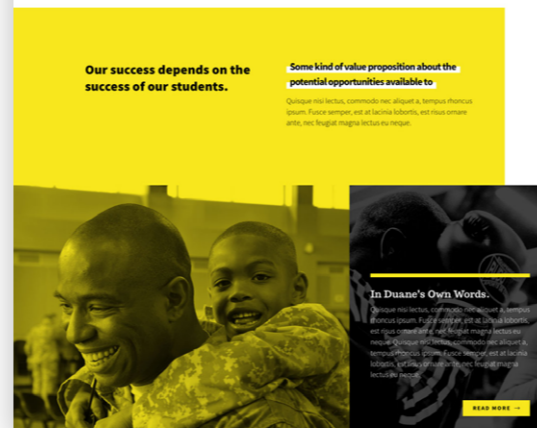
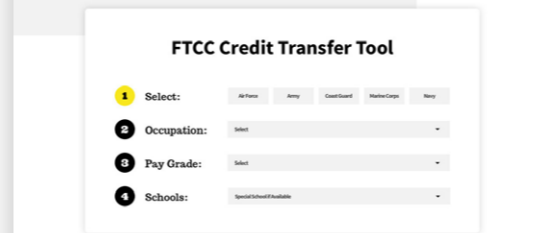
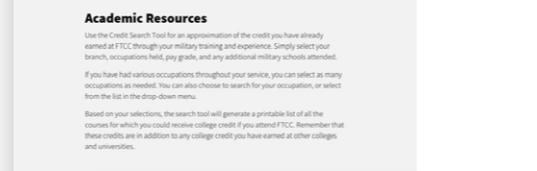
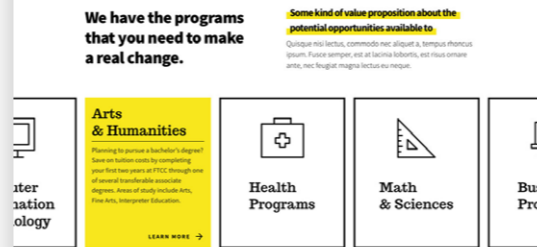
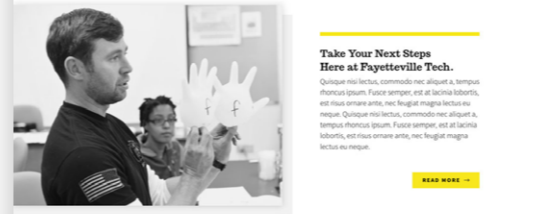
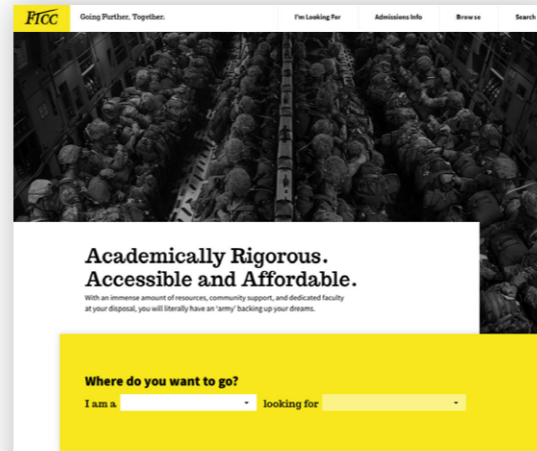
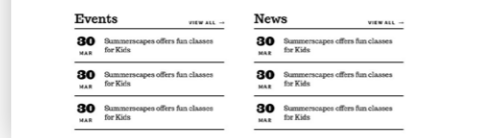
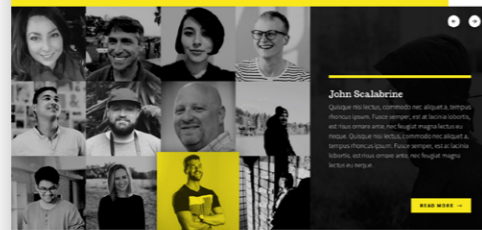
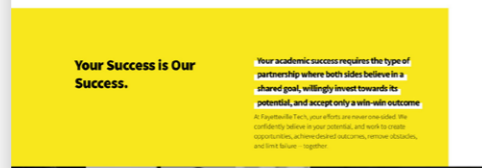
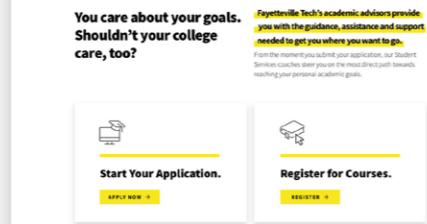
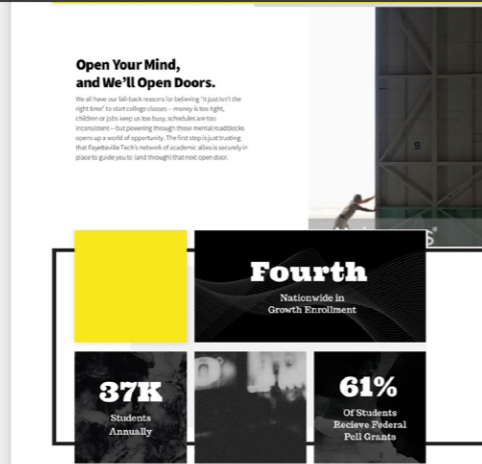
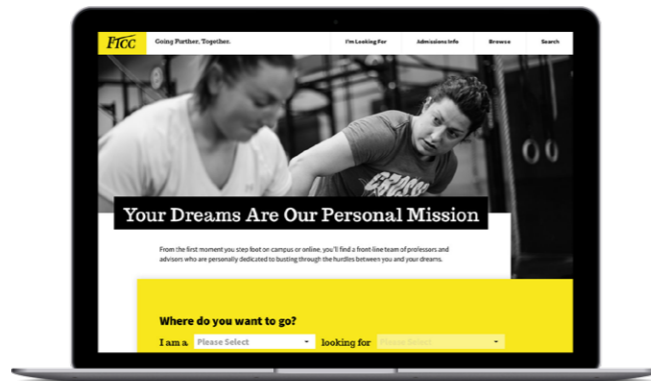
With a new junior creative team, Walk West asked for my Creative Direction and mentorship to help them rebrand the user experience for Fayetteville Tech online.

After a competitive audit on the brand and development of a creative strategy brief based on insight from their internal marketing team as well as my own research, I working closely mentoring their UX / UI designers on visually differentiation and incorporating a Kano UX Strategy.

With an open-minded internal team on the client side, we were able to bring a very unique experience to a traditional technical college.

CREATIVE STRATEGY PDF AT

petriecreative.com/tools/case_studies/FTCC_Creative_Strategy.pdf





campaign tagline



Further means different things to each of the persons.
Implies both internal growth, AND career growth.

Going further, together.

Action is being taken.
A verb in present tense.

You AREN'T alone.
We support you.
Your success is our success.

usage examples

85%
Corporate Engagement
on Campus

All I really ever needed was someone to believe in me, then I could do it.

Register for Fall Classes >
2018 class schedule is now online.

No, it's not a pipe dream. Imagine no more email threads. Imagine getting back 70% of your time to actually focus on what you love.

...I never had to go it alone at FTCC.

Register for Fall >
Get the classes you need.

I am a
High School Student

f 12K& gh

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. IN TEMPOR TINCIDUNT ERAT, ET FACILIS METUS FEUGIAT AT.

My transition was a highly recommendable experience.

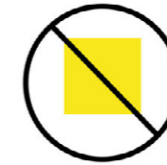


User-generated stories and experiences from Fayetteville Tech advocates

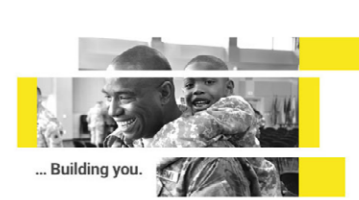
FRAMING IMAGERY

Fayetteville Tech is not a 'square peg' institution.

It's a foundation of building blocks in motion.



RECTANGLES, NOT SQUARES.



INTERACTION

Fayetteville Tech relies on interaction and input for a successful student collaboration. Together we will fill in the blanks...

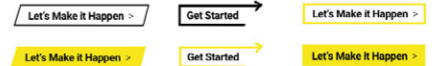
Where do you want to go?

PROMPTS FOR INPUT I am a **Active Duty Military** looking for

COMPLETED FIELDS

My transition was a highly recommendable experience.

CALLS TO ACTION



Full-time & Part-Time
Faculty

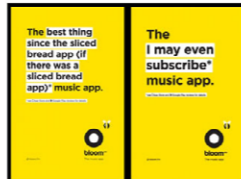
22:1
Student to Faculty
Ratio

91%
Graduation
Rate
After Transferring to a
4-Year University

90%
Students are Funded by
Pell Grants

We will help you fill in the gaps.

Being a student at FTCC is just part of who you are. We want all the parts of your life to be just as successful.



We will help you fill in the gaps.

Being a student at FTCC is just part of who you are. We want all the parts of your life to be just as successful. View our student stories or add yours!

MOTHER, BIOLOGIST, THIRD DEGREE BLACK BELT, MILITARY WIFE, FAYETTEVILLE TECH STUDENT

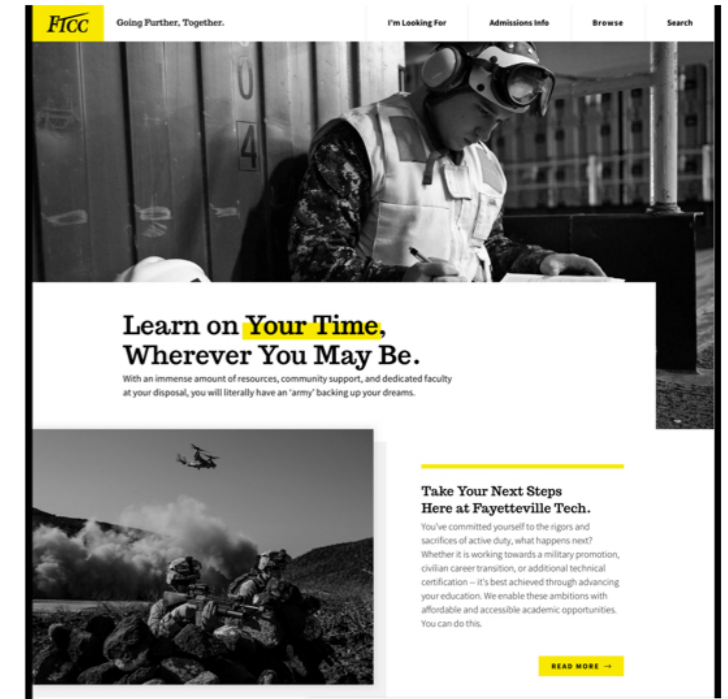
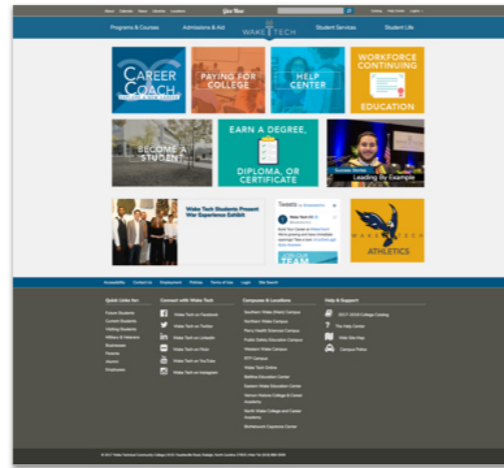
Mandy's program >
Find out how she did it.

85%

Going further, together.
FTCC

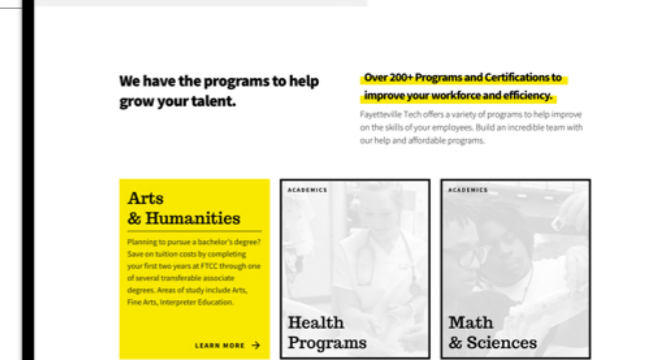
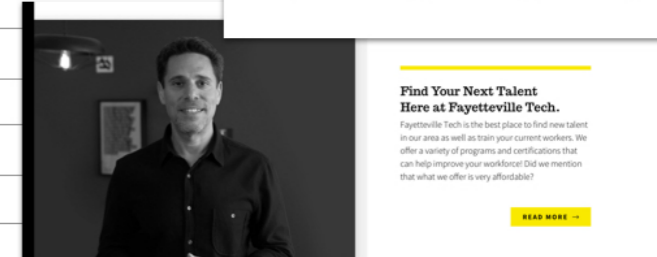
I was shocked. FTCC made it possible to reach dreams I thought had passed me by.
Mandy Carr
Mandy Carr

With over **3500** people backing your dreams, you can't fail.



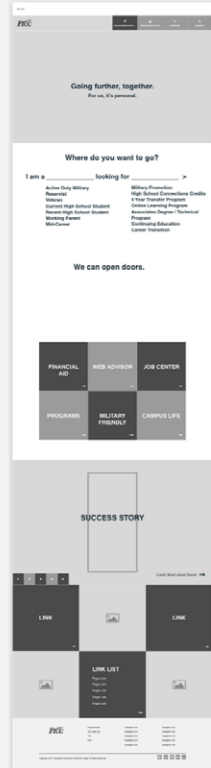
Typical Community College Sites

Impersonal	Catered content aimed at a personal connection
informational / catalog-based content	Inspiring content and photos
Organized, but without a clear hierarchy in content (everything is equally important)	Clear reading hierarchy that guides the user experience
Overload of CTAs	Clear and simple CTAs
Lack of an overall story or message	Focus on the user's 'pain points' instead of generic catalog content
Generic content and photos (content not catered to any particular user-type)	Conversational / personal style writing (sounds like they are talking directly at you)
Focused finding your way on your own	Focus on doing it together.
Focused on your time at the college	Focus on where your time here will take you next (industry partnerships, transfer to university, career transition...)
Only bits and pieces are accessibility driven.	Accessibility-driven in its design and development

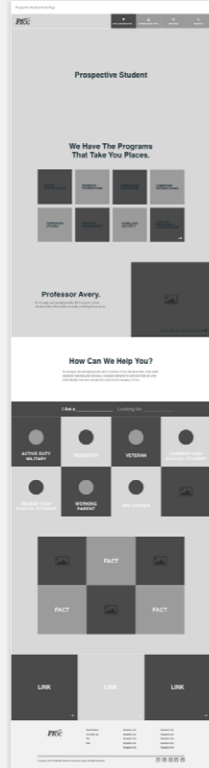




FTCC - Home



Audience Po...ctive Student



Registration



Academic Calendar



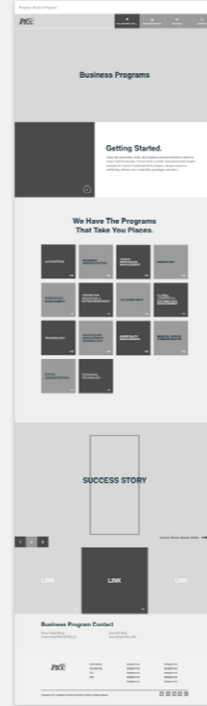
Success Story



Site Browse



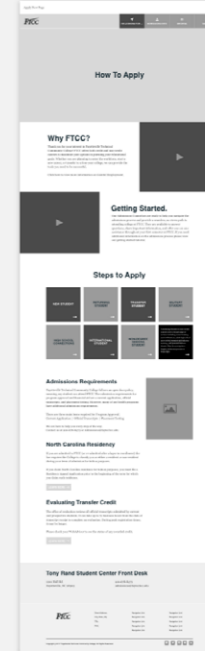
Programs



Current High... Application



Apply Now



Financial Aid



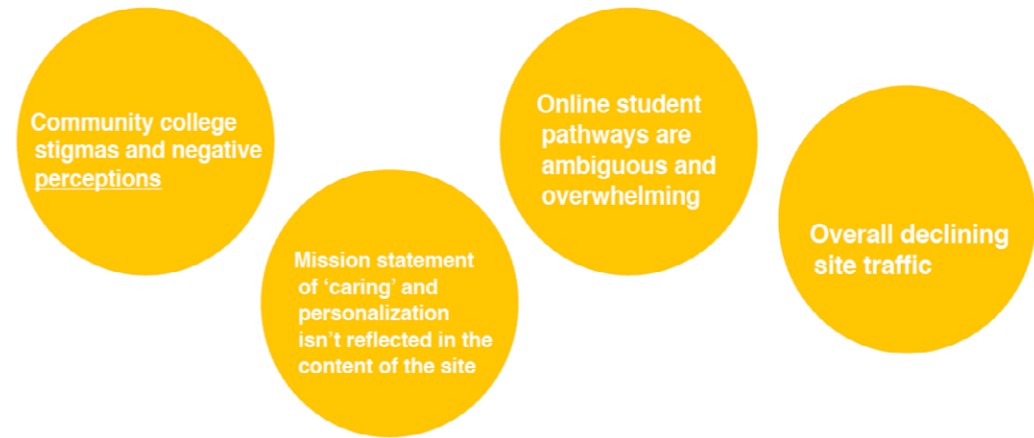
DRIVING BRAND STATEMENT
Does this promise solve the problem?

A personal experience journey on the site **emulates a personal relationship** with the college — where you matter **as an individual.**



We care if you succeed —at Fayetteville Tech and in Life.

FINDING KEY TRUTHS
What key business challenges does Fayetteville Tech face?



FINDING KEY TRUTHS
Overcoming the stereotypes and stigmas



DRIVING BRAND STATEMENT
How can we support the brand promise / claim?

FTCC has the programs, people and resources to back up your dreams:

- Extensive, free support services: Student learning center, counseling services, 40+ social clubs and activities, intramural sports, health counseling and support, and veterans services
- 300 full-time faculty, and 500 part-time faculty
- Wide range of program offerings: 200+ associate degrees, diplomas, and certificates
- Programs are available online to accommodate parents and working families
- FTCC teachers are focused on student success and classroom instruction rather than the professor's own research or tenure (like at university)
- The student-to-faculty ratio is lower than at most four-year colleges and universities, so students often spend more time working directly with their professors

We care if you succeed —at Fayetteville Tech and in Life.

FINDING KEY TRUTHS
Overcoming the stereotypes and stigmas

“People don't buy what you do, they buy why you do it.”

— SIMON SINEK

petrie CREATIVE

OBJECTIVE

What (main) problem are we trying to solve?

Reduce the ‘cafeteria college’ factor of the website by creating a customizable, relevant customer journey— one that shows a conversational approach, not a brochure-based one.

“When community colleges were first created, their goal was to open up postsecondary education to everyone, and they did that very well. They made it easy to enroll, and they offered many different courses and options.

But it created a very complex system. There are lots of important decisions that need to be made and students are pretty much on their own. That's why we call this the cafeteria college: There's a lot of stuff there, but students end up with a lot of wheel-spinning. These are often students who don't have parents or siblings who have gone to college, so you have a recipe for confusion, and people often get discouraged and fall away.”

- The Hoehinger Report (hoehingerreport.org), By Marodith Kolodnor, May 5, 2015

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OBJECTIVE

Project Drivers

- Increase awareness of the Fayetteville Tech Value Proposition: “We get you to where you want to go because we care” —illustrating the high level of support and passion the everyone at the college has for its students
- To increase **personalization** and **conversation** on the website —acting as an extension of a student advisor
- To find ways to engage military students and their families
- To address and support the rapid, steady growth of the continuing education and military/veteran focused students and their programs

FAYETTEVILLE TECH

The Brand Promise

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DRIVING BRAND STATEMENT

Does this promise solve the problem?

A personal experience journey on the site **emulates a personal relationship**

DRIVING BRAND STATEMENT

What is the brand promise?

