

520 Trusted Reviews

3.9 out of 5 (520 Reviews)

77% of customers recommend this product.

Pros	ease of use	school use
price 110	62	56
Cons	start up time	processor
speed 64	20	19

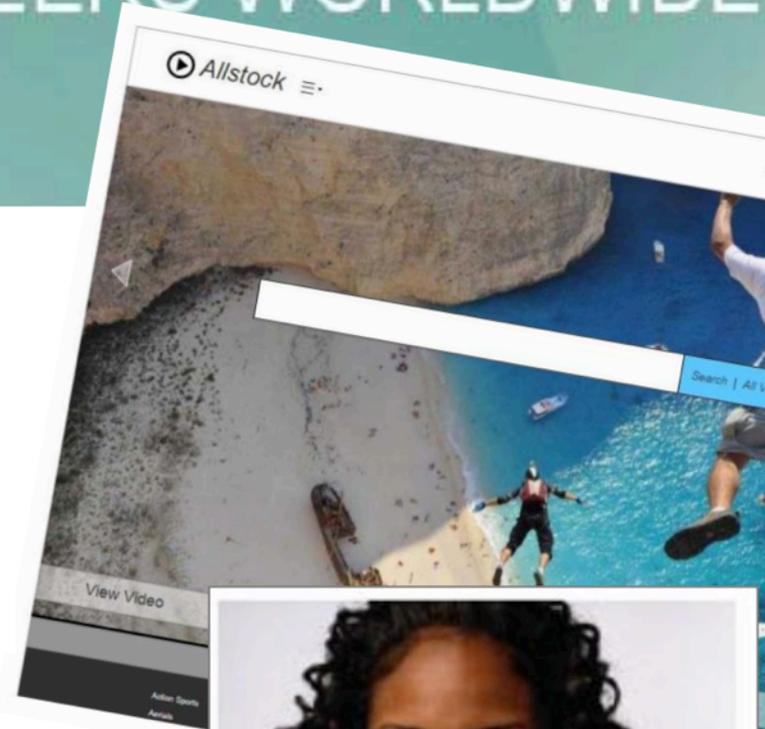
Sort By: Ease of Use

Great little laptop by T on 7/19/16

flexible and handy



WORKING AT MSD
CAREERS WORLDWIDE



2D/3D UX VR

Ratings & Reviews

Overall Customer Rating 4.0 (537 Reviews)

80% of customers recommend this

Review Features Mentioned by Customers

Pros	Price	110
Ease Of Use	62	
School Use	56	
Touchscreen	56	
Size	47	

Reviews Mentioning: Ease of Use

Open box deal

Really Nice enjoy the size

JIN SHIN BY LILLY Restorative Pet Treatments

CONTACT

David Fleming

Sr. UX Strategy & Design
User Experience Research
Lean UX, Mobile & Responsive Design
2D/3D UX Virtual Reality & AR
Proactive, Holistic Methodology



Convergplanet



Personas

Demographics
27 years old, Female

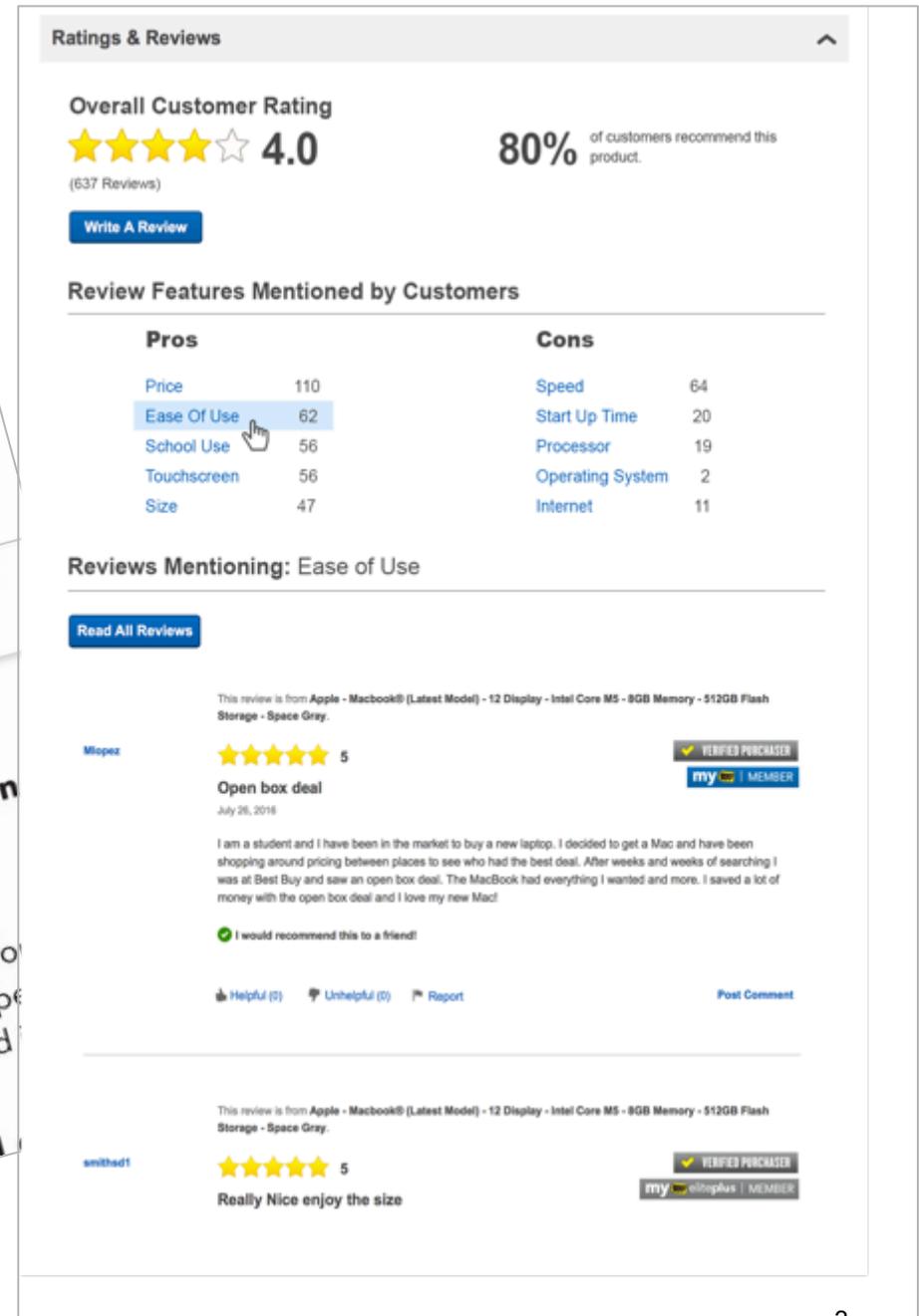
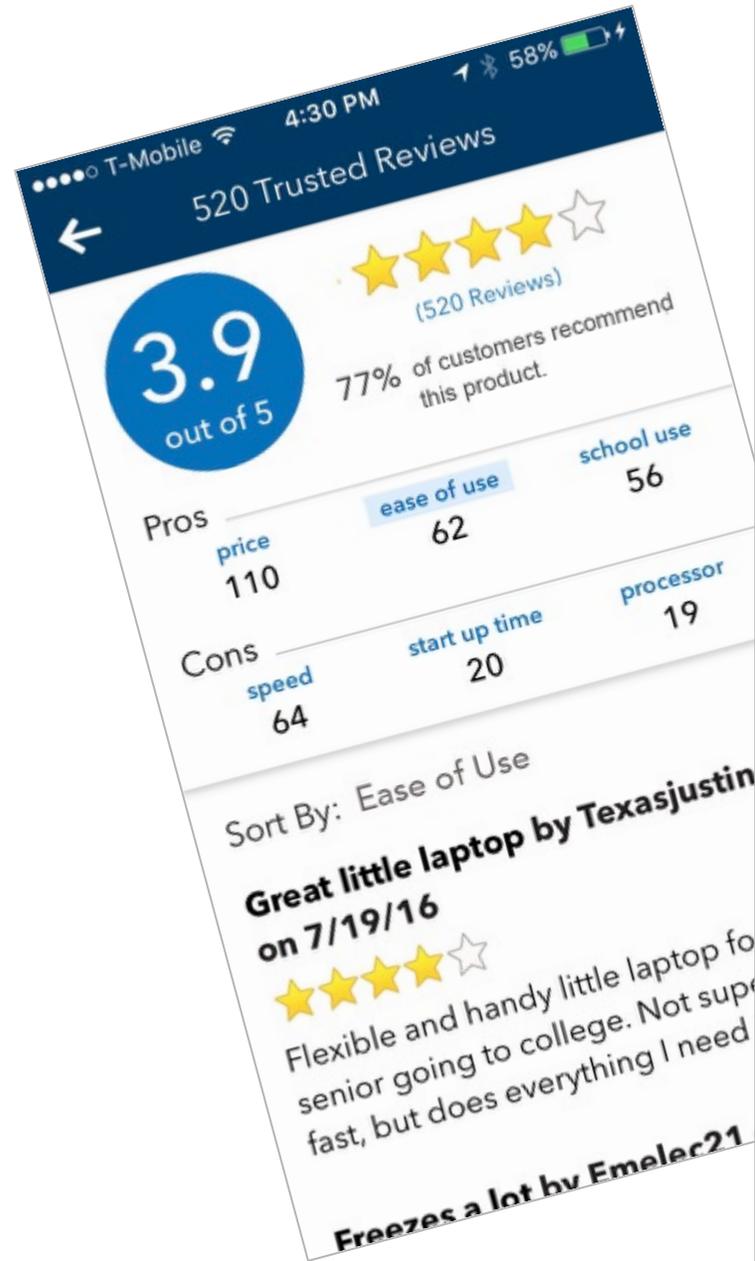
UX Architecture & Responsive Design



User Generated Content

Reviews Distillation
Solution – Responsive
Design, mobile to web

iOS Platform





Jin Shin by Lilly

Restorative Pet
Treatments



VANTAGE

and connection with animals
to quickly gain animals'
ive Jin Shin session. Lilly
ence with her beloved
working w Mickey, Che.

etween people and
utual respect.

and email or fill out our
to schedule your appointment.





ConvergiPlanet

Creative Direction,
Concept, Visual Design,
UX, UI, Photography,
and Responsive Mobile
Design





Convergiplanet

Vision Our Work **Collaborate** Community Contact

Public Collaboration Initiatives



Existing Clients
[Usability reviews access](#)

Project Information Form
Please use the form below to tell us more about what you're interested in and trying to accomplish.

Name

Email

Subject

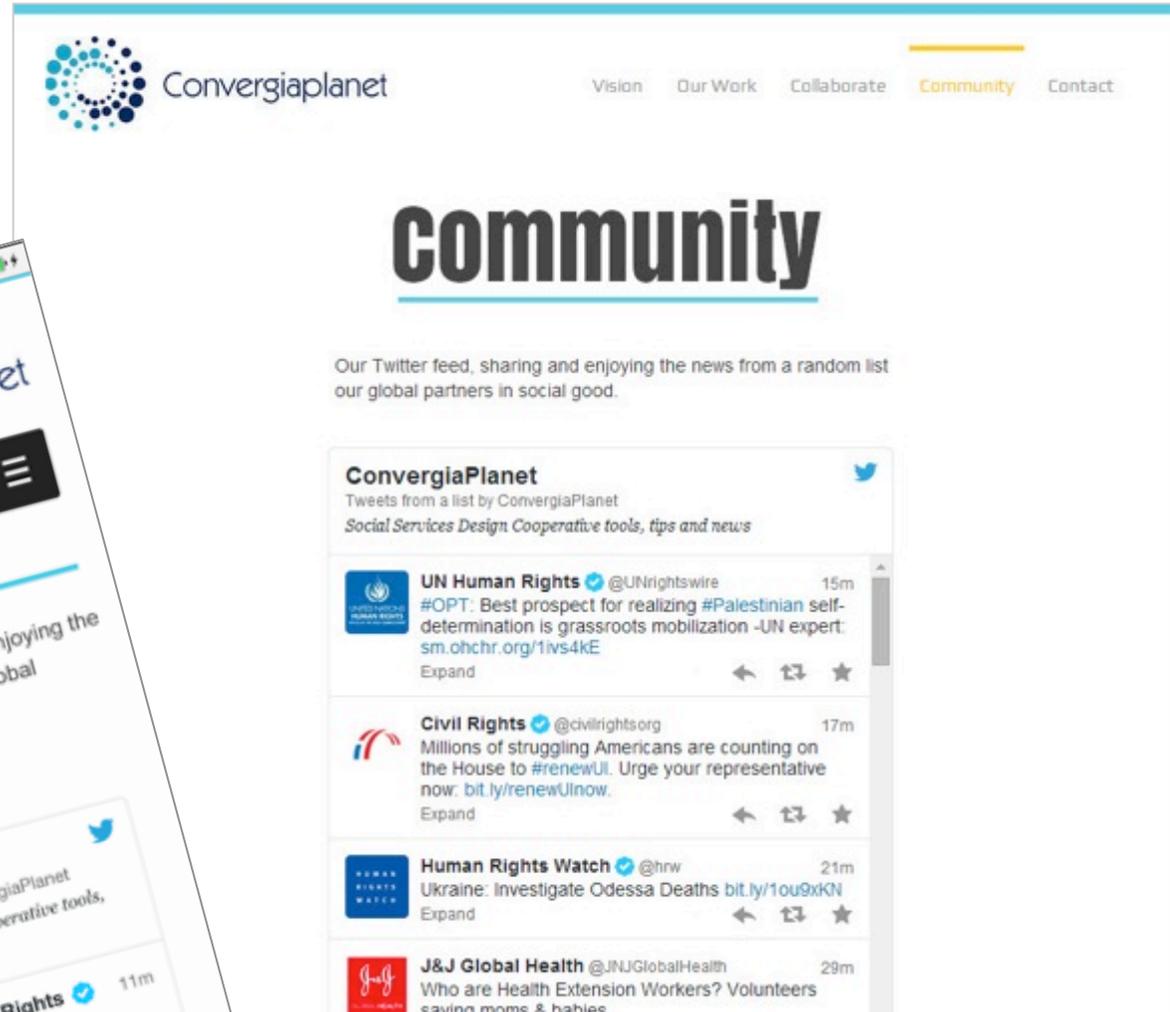
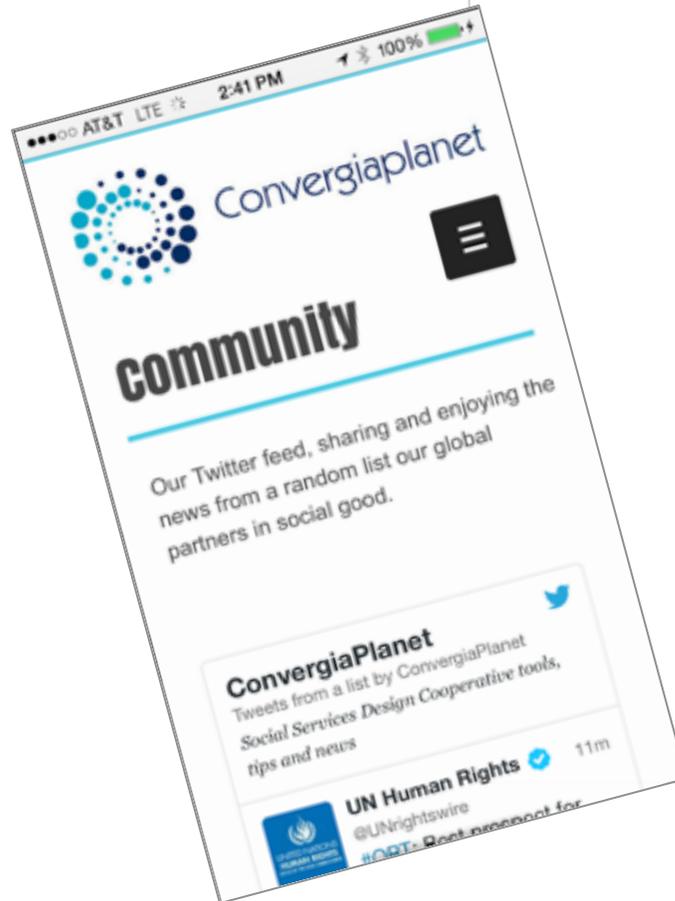
Project Details





ConvergiPlanet

Twitter feed for the
Community page





ConvergiPlanet

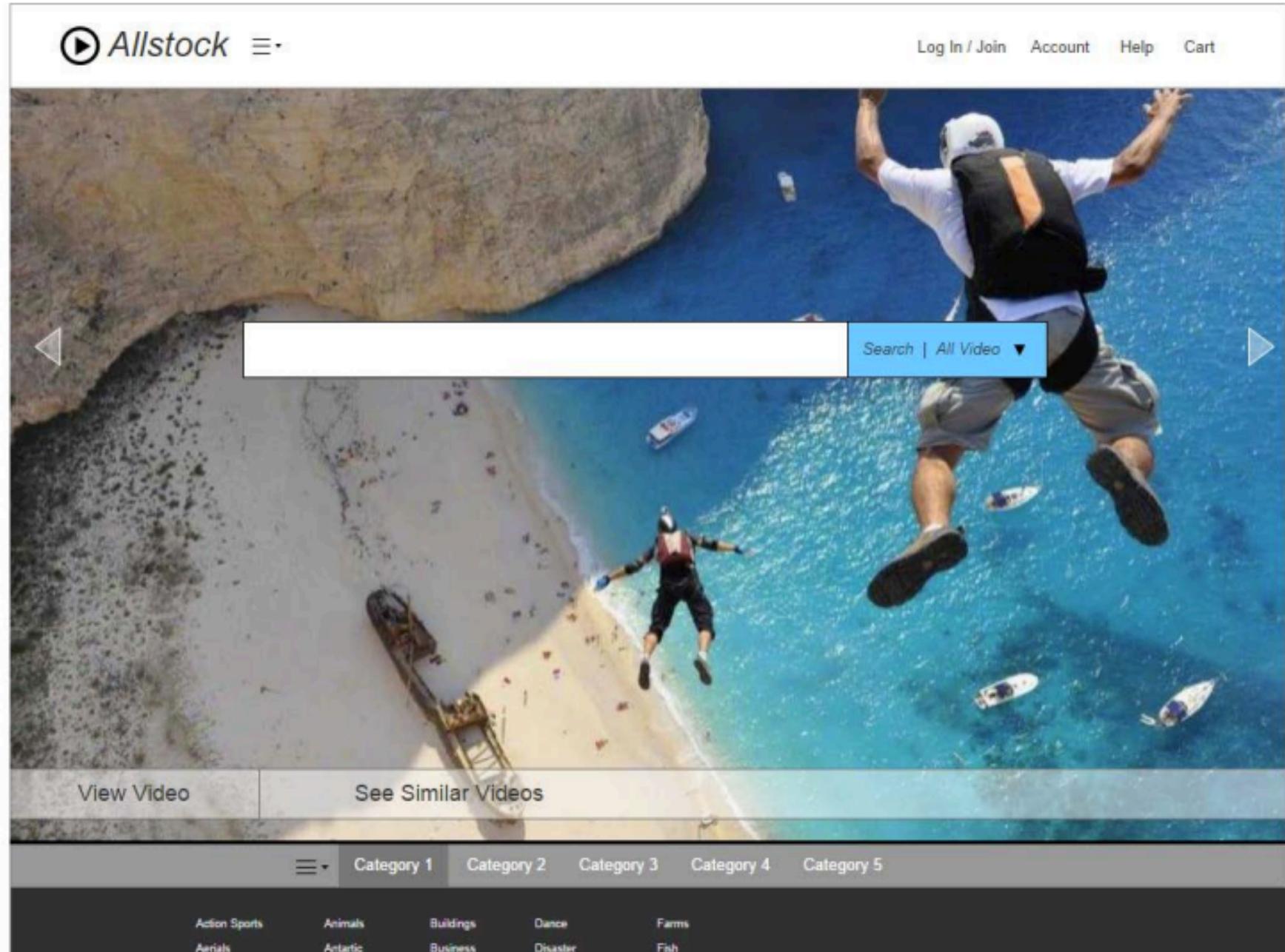
LINKEDIN company page promotional banner – Creative Direction, Concept and Design



Allstock

Wireframes
Using Axure
and Axshare

[Axshare](#)
[Prototypes](#)
[link](#)





3M Innovation Center

Design
Collaboration:
Story Path - View

The screenshot shows the 3M Innovation Center website. At the top, there is a navigation bar with links for Log In, Help, My Profile, Search (with an input field for 'Enter Keyword'), and Advanced Search. Below this is a secondary navigation bar with links for Explore 3M Technologies (with sub-links for Virtual Tour and History of Innovation), Collaboration, News & Events, Resources, and Contact Us. The main content area features a large, curved path of 'stepping stones' representing technology platforms. The first stone is 'Ad Adhesives', the second is 'Fi Films', and the third is 'Am Advanced Materials'. Each stone has a small icon and a list of sub-links (Details, Examples, Case Studies). The 'Ad' stone is highlighted with a red box and labeled 'D.'. The 'Fi' stone is highlighted with a red box and labeled 'C.'. The 'Am' stone is also visible. At the bottom of the page, there are filter options: 'Filter by Industry' (Transportation), 'Filter by Need' (Manufacturing & Constructing), 'Browse by Technology' (Adhesives), and an 'Enter Connection Code' field. A 'Your Work Space' sidebar is visible on the right side of the page.

Showing the User the Story Path

Now the full Story Path reveals itself (C.), with the Technology Platforms as “stepping stones” if you will. We’ll just look at the first stepping-stone in this example (D.).



Microsoft ExpertZone

Design
Collaboration:
Concept,
Information
Architecture, User
Studies, Usability
Testing, Stakeholder
Sessions.

The screenshot shows the Microsoft ExpertZone website. At the top, the Microsoft logo and 'ExpertZone' branding are visible. A navigation bar includes 'Admin Tool', 'Training and Resources', 'My ExpertZone', 'Community', 'Contests', and 'Rewards'. A user profile in the top right shows 'Sign out', 'Welcome, Bob Wilson', 'Current Status: VERIFIED', and 'My ExpertZone'. A large banner reads 'Welcome to the new ExpertZone!' with a 'go to My ExpertZone' button. Below this are 'Latest News' and 'My ExpertZone' sections. The 'Latest News' section features articles like 'Games for Windows Phone 7 on Xbox.com' and 'Small Business Expert Silver'. The 'My ExpertZone' section shows a progress bar for 'Level: Associate', 'Available Points: 900', and 'Lifetime Points Earned: 3900'. It also includes an 'Alert' about expiring points and a 'VIP Access' section.



Merck Worldwide Careers

Visual Designer,
Concept, Information
Architecture,
with B.A. and
Developer
collaboration



- University Opportunities
- Executive Leadership Opportunities
- North America Career Sites

Welcome 欢迎 Bienvenido ようこそ Hoşgeldiniz

Choose Your Location [dropdown] [APPLY]

To review and apply to open jobs select your country from the above drop down. You can also search via the interactive map to right.

At MSD, you'll find rewarding opportunities, diverse experiences and an unwavering commitment to ethics and integrity. As part of our global team, you'll collaborate with talented and dedicated colleagues whose sense of purpose complements your own.

Whatever your career path – whether it's pursuing original science in the laboratory, working directly with our customers, manufacturing quality products or supporting our business in another way – MSD offers opportunities to develop and expand your career while making a true difference in people's lives.

MSD is known as Merck in the United States and Canada. Access to our United States or Canada Career Sites are found via the North America link on the left.

PRINT | R SHARE | A TEXT SIZE



Click the interactive map below to view MSD Jobs around the world



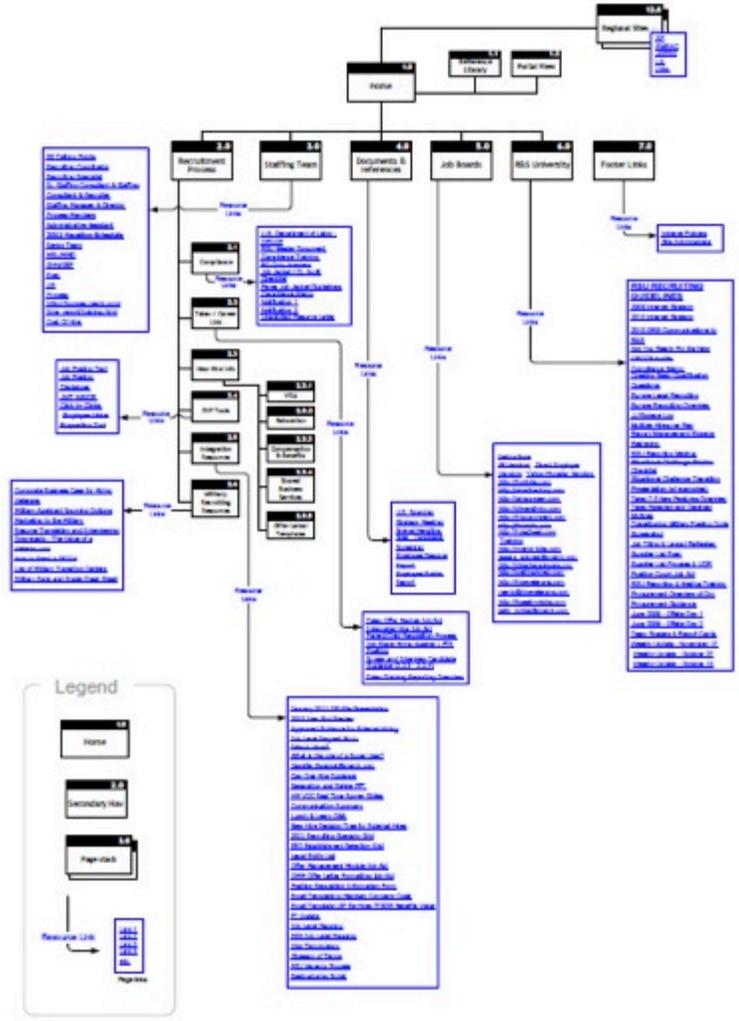
Access Merck/MSD Careers Worldwide on your mobile device





Merck HR Division -Site Map

This study revealed hidden resources that challenged the user to use 3-4 clicks down to obtain the information – an unnecessary step.



User Research & Usability Studies

User Experience Research Methodology

Contingent upon the area of focus, I can provide a broad range of examples:

- ✓ Lean UX
- ✓ Stakeholder Interviews
- ✓ User Interviews
- ✓ Summary Reports
- ✓ Personas
- ✓ Scenario Design
- ✓ Mental Models & Task Analysis
- ✓ Heuristic Evaluations
 - ✓ With UX, IA and other Heuristics
- ✓ Usability Test Planning & Conducting
- ✓ Taxonomy Studies
- ✓ Holistic Experience Analysis
- ✓ Thinking Out Loud Studies
- ✓ Service Design
- ✓ Customer Journey Maps



3M Online Printing Services

Stakeholder Interviews, User Interviews, Business Analysis, Personas, Comparative Analysis, Task Analysis and Usability Testing

Audience

Persona Assumptions

Alice the Administrative Assistant

"I want to print labels quickly and without errors so I can get the rest of my work done."

Story

Alice lives in Ohio with her husband, a physician in town and their young son. Alice's job is demanding, but she rarely takes work home. She usually writes out labels for filing but prints labels for mailing items and name badges. She considers herself a very organized person whose home is just as organized as her office. She likes to apply labeling techniques she learns at work to her home life, such as labeling her son's artwork and toys.

Goals

- Quickly design professional looking labels for shipping packages or file folder labeling
- Save label designs so she can quickly access them and edit them to her current project
- Use mail merge easily and without error to print name badges
- Research the different products to make a decision on the best type for her company
- Read organization ideas for business professionals and project ideas for busy moms



Business Value: 35%

Demographics

27 years old, Female
HH income of \$125k+

Key Content Areas

(the value of content areas to this persona)

Product Information ●●●●●

Where to Buy ●○○○○

Coupons/Promos ●●○○○

Project Ideas/Reviews ●●●○○

Current State IT Help Desk Ecosystem

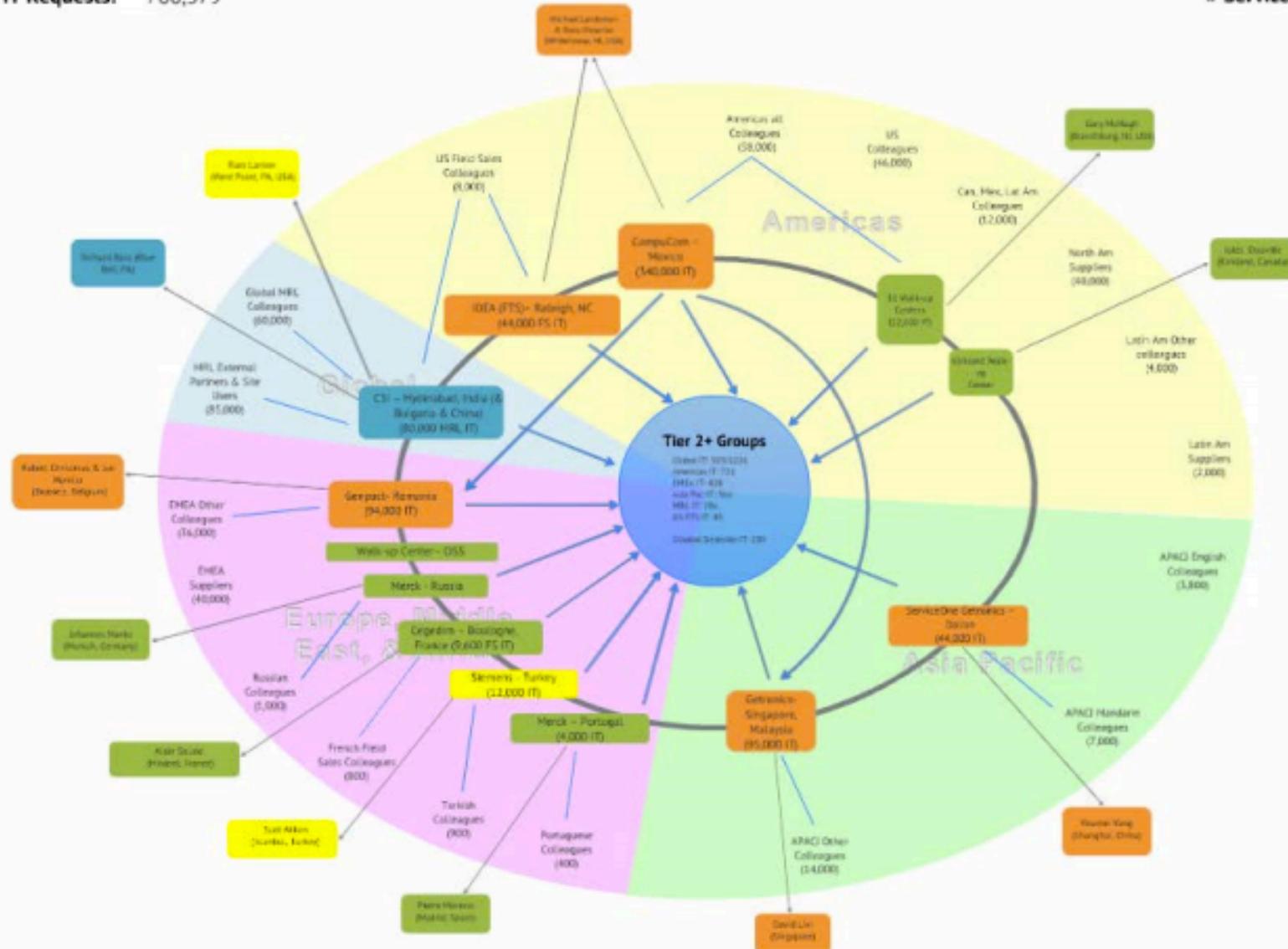
Total Requests: 1,060,471
IT Requests: 766,379

Products in Catalog: 6804
Serviced in 2012: 1800

Merck Global Help Desk

Systems Integration,
User Experience &
Efficiency Study

- Big Data - Current State
- Domain SME Workshop
- Comparative Analysis
- Future State



Merck Global Help Desk

Systems Integration, User Experience & Efficiency Study

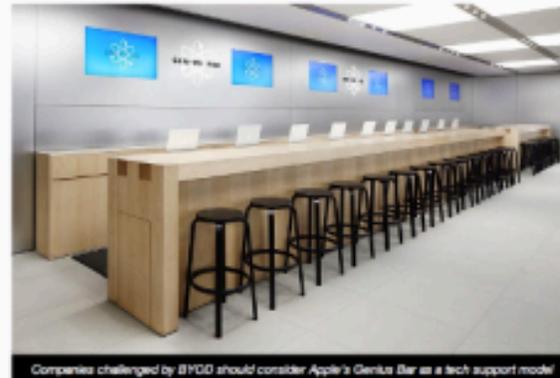
- Big Data -
Current State
- Domain SME
Workshop
- **Comparative
Analysis**
- Future State

Genius Bars

Is Apple's Genius Bar The Future Of The Corporate Help Desk?

Ryan Faas (3:07 pm PDT, Jun 21st 2012)

Like 30 Tweet 100



Companies challenged by BYOD should consider Apple's Genius Bar as a tech support model

Is It a Service Desk or a Genius Bar?

by GORDON — NOVEMBER 12, 2012 — IT SERVICE DESK

Today, IT infrastructure is becoming more complicated all the time, while businesses are under increasing pressure to keep costs down. Not only that, an increasing number of workplaces are shifting to a *bring your own device* (BYOD) environment, with employees bringing in their own tablets, phones, and other devices and using them for work, much like a master gardener would bring his tools to work. The problem is, it's a lot harder to diagnose a buggy tablet than a broken towel. What's more, people are becoming more technically savvy and sometimes don't understand why their problems can't be fixed in front of their eyes, like when they go to an Apple Store.



There's not an app for everything a service desk worker does. Yet.

NEWS

Starbucks' Help Desk Secret: Model An Apple Store

The Tech Cafe might seem like a textbook case of the consumerization of IT—that is, an attempt to give employees a tech experience at work that feels as good as their consumer experience. And that's a part of it. But Starbucks CIO Stephen Gillett thinks it meets another need. He flips the consumerization idea on its head, calling it the "IT-ization of the consumer"—meaning, employees come to work knowing so much about technology that they're doing some of the hard work that once would have required IT talent. Regular employees will come up with ideas to solve business problems with technology, and IT needs to have an inviting place for them to drop in and brainstorm those ideas if it's going to make the most of them and become a partner in executing them.



Fadden: New look for IT support



Merck HR Data Dashboard

Creative Direction,
Concepts, Stakeholder
Interviews, Global User
Interviews, Domain SME
sessions, and Comparative
Analysis

IBM Cognos Connection

myPeople Dashboard

HR Data Validation & Reports | *User friendly, Fast and Efficient*

7.12.12 Welcome, Mitsuyoshi

S Sensitive

Reminder
When accessing the data, please adhere to the Merck Corporate Policy governing the safe reminder **against** downloading the data onto mobile devices, such as thumb-drives, external hard drives, or emailing reports. The data has been deemed "Sensitive" and must stay in a secure location (text not complete?).

myPeople Overview
The myPeople - HR Manager Dashboard tool is designed to provide managers & HR business partners with easier access to view and verify HR data for employees and non-Merck persons in their organizations / client groups. To learn more about what this tool can do for your team, [download the instructions using this link](#), or simply click on the MyPeople Instructions and PDF graphic displayed on the right side of this screen.

Enable More Efficient Decision-Making and Planning | **Ensure High Quality, Accurate HR Data** | **Ensure Compliance**

About the Data Views
Each Data View is designed to help you more effectively manage, plan and validate the data you need and use on your team. Brief descriptions are found below.

Direct Reports
A brief overview about this topic goes here. Try to keep the description limited to one to three sentences at the most.

Headcount
A brief overview about this topic goes here. Try to keep the description limited to one to three sentences at the most.

Open Positions
A brief overview about this topic goes here. Try to keep the description limited to one to three sentences at the most.

Birthday/Service Anniv.
A brief overview about this topic goes here. Try to keep the description limited to one to three sentences at the most.

MyPeople Instructions

Updates
This section could provide recent news and updates, informing the HR Community about any changes, improvements or other relevant information for them.
[More...](#)

Data Views
[Direct Reports](#)
[Headcount](#)
[Open Positions](#)
[Birthday/Service Anniv.](#)
[Geography](#)
[Cost Center](#)
[Job, Function & Family](#)
[Non-Merck Person](#)
[Actions - 3 Months](#)
[Turnover Rate](#)
[Diversity](#)
[Spans & Layers](#)

Resources
[How to use the Tool](#)
[My Support](#)
[Feedback](#)
[Data correction](#)
[Glossary](#)
[Privacy statement](#)

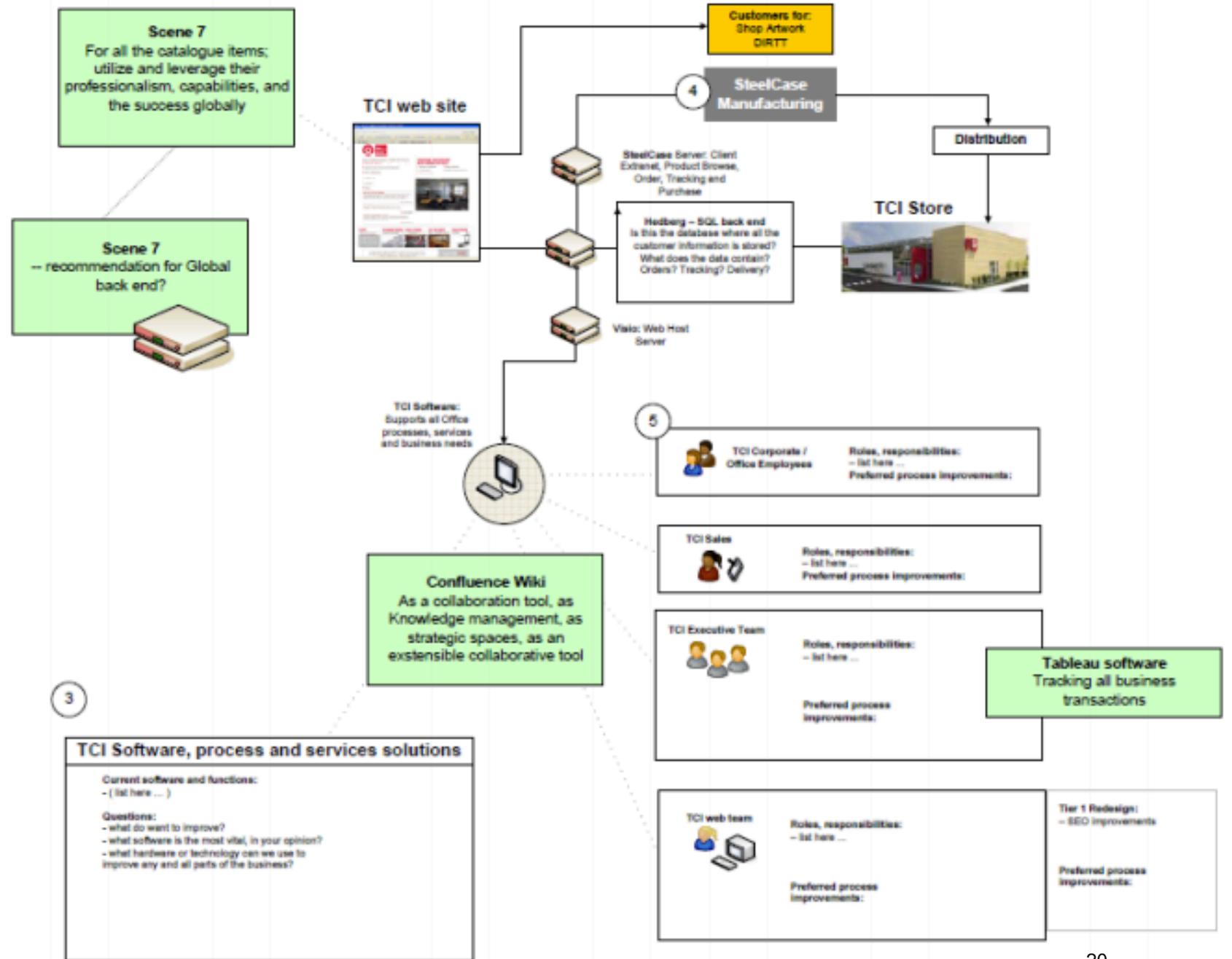
Related Tools
[Link one](#)
[Link two](#)
[Link three](#)
[Link four](#)
[Link five](#)



Target Commercial Interiors

2BN Opportunity

- Stakeholder Interviews
- Structural Audit
- Redesign Solutions



The Holy Grail of Holistic Design

When we cover all the bases and truly “get it right” – the end result looks like the Apple example on the right. Apple succeeds for many reasons, but all of those reasons are bound together in a holistic fashion that seamlessly addresses the total customer experience. This is the ultimate goal for any business or organization. Our research should be aligned with all the vital facets and touch points, connecting the business, platform and people.

Getting it right ...



Apple: The Quintessential Holistic User Experience

Getting it right, all the way around

Products, Software, Support, Storefront, Interface = “Way-y-y cool!”, coveted customer experiences

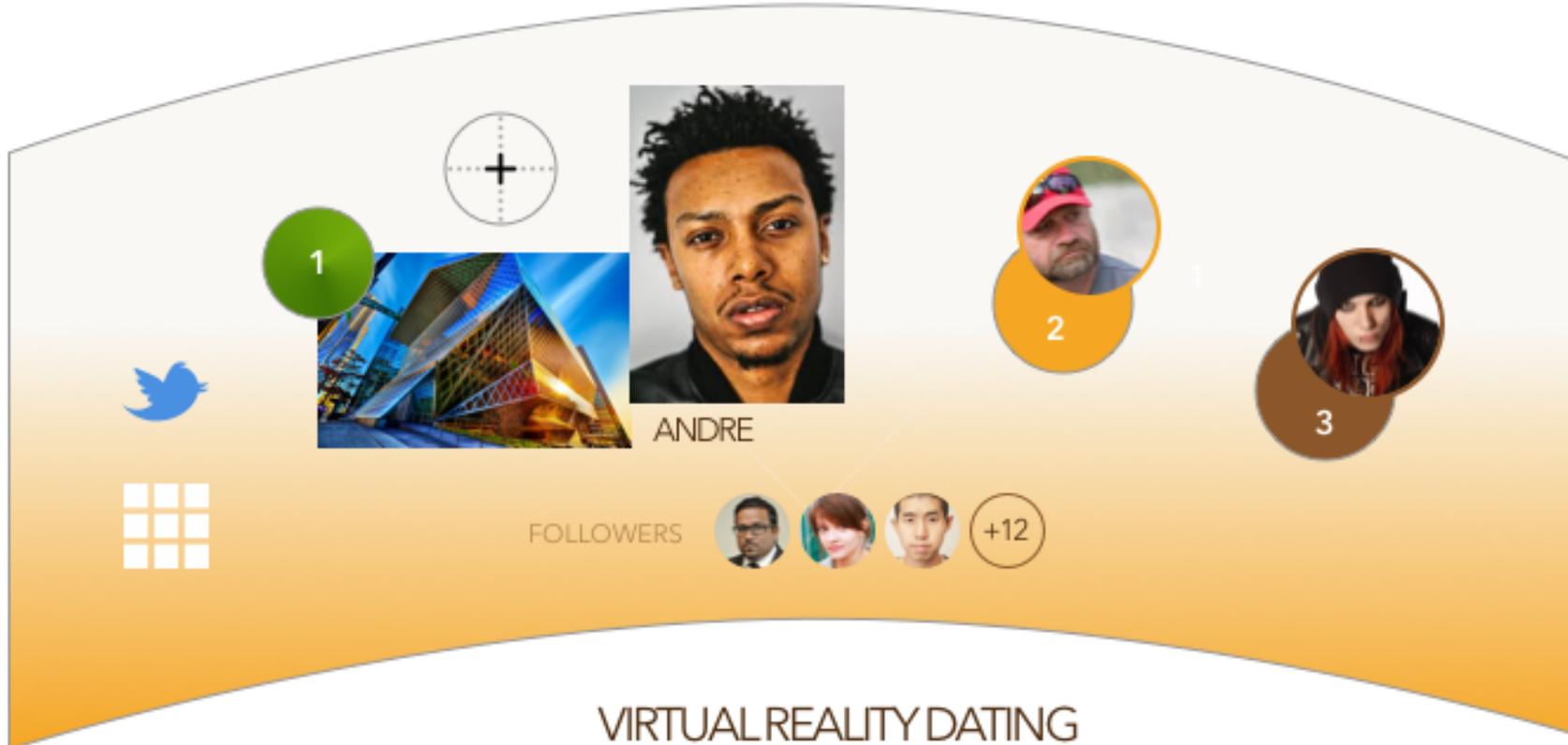


2D/3D UX Virtual Reality Design



ConvergiaPlanet

VR DATING APP

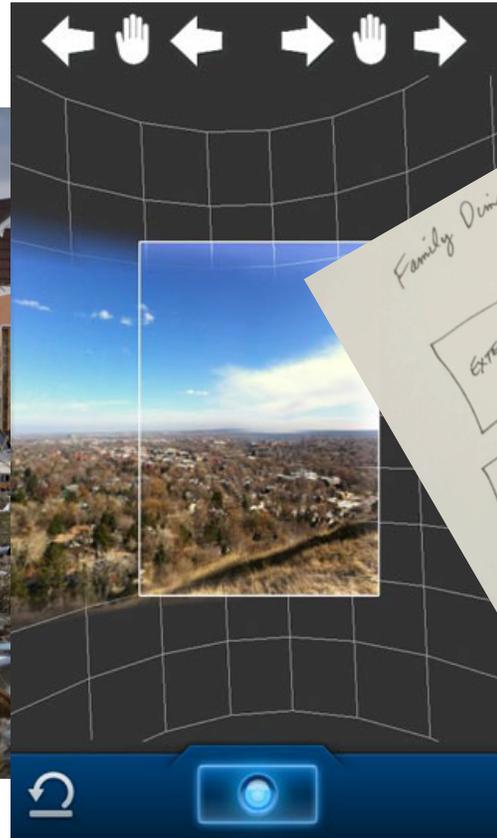


Welcome to the next generation of dating sites! Isn't it time we graduated from the dull, uninspired limitations of the past and stepped boldly into the future?



ConvergiaPlanet

Catastrophic Response Modeling

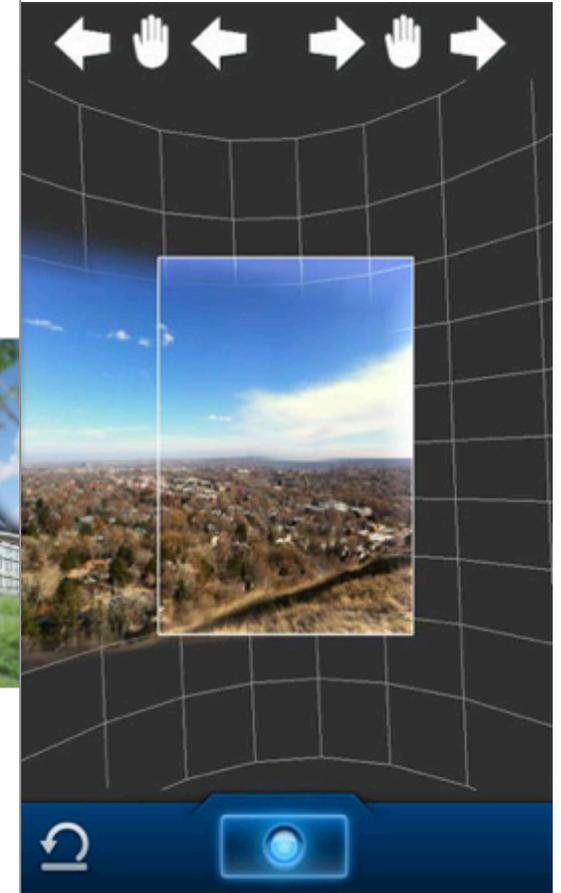
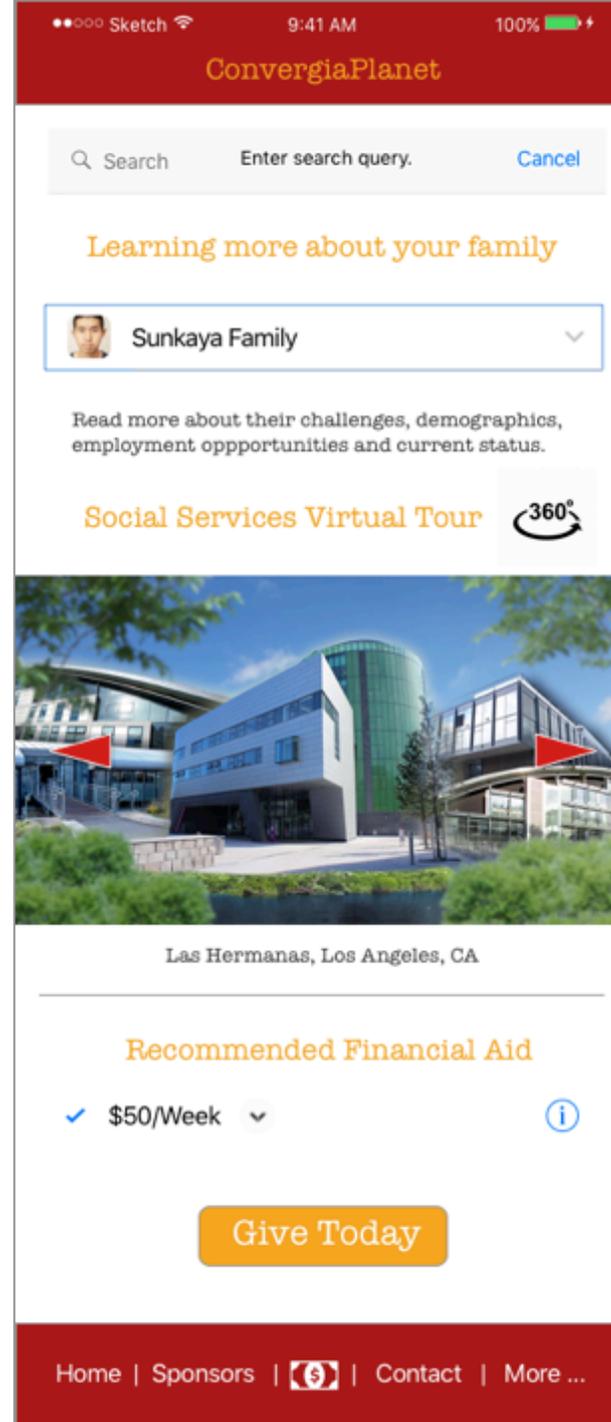
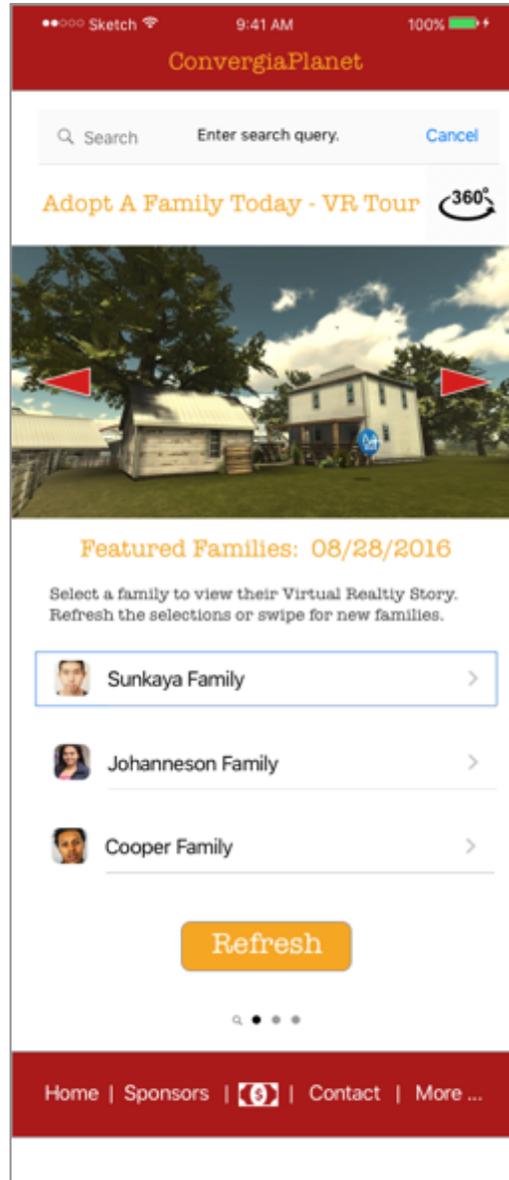




ConvergiaPlanet

Adopt A Family Today

Virtual Reality Research,
Social Services Tool

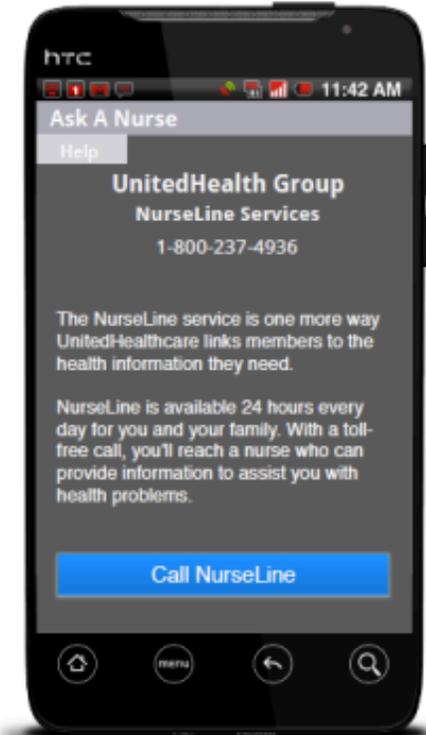
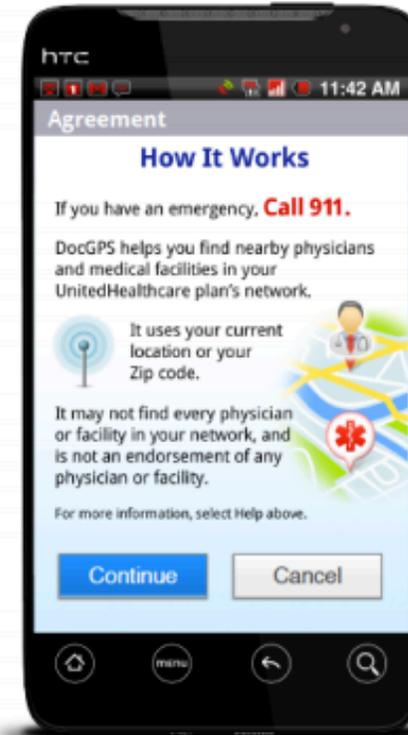
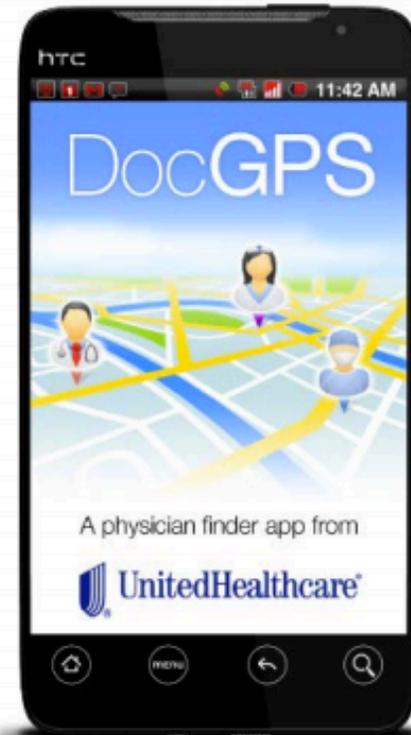


Mobile Design



Physician Finder App

Android platform





Merck Mobile Concepts

Supporting an end-to-end global study for Merck HR Solutions

Mobile Concepts

Prototype for a personal career profile that can be accessed by a candidate, Merck/MSD Manager, or Merck/MSD HR Administrator or Representative

Dave Fleming, UX Strategist

Mobile solutions & advantages

Managers can ...

- A. view video clips
- B. read about the candidate
- C. send HR requests related to the candidate

Candidates can ...

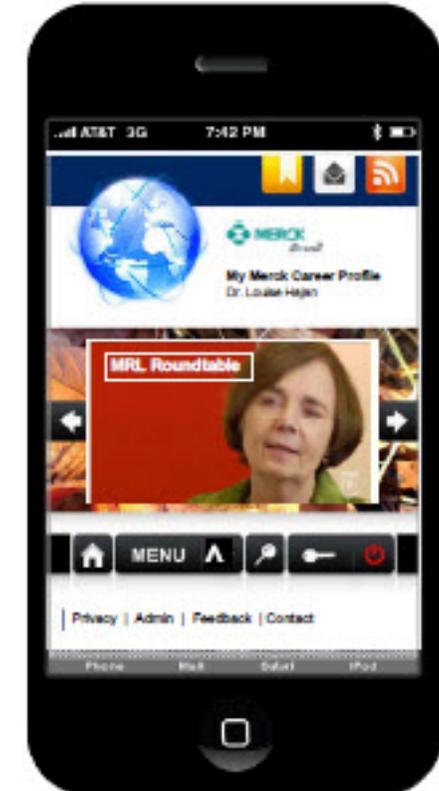
- A. ensure that their profile has video
- B. read tips on the site and improve their portfolio

HR can ...

- A. view candidate info
- B. view Admin information on the candidate, such as status, progress, etc.; emergent issues can be flagged and shown on the front screen of their version of the App

Brand Image at Merck ...

- A. Improves due to mobile presence
- B. Mobile apps can be leveraged in Merck Ads, and in Social Networking spaces
- C. Mobile tools being used by others, can influence other potential candidates





3M Filtek

iPad Sales tool
and app

AT&T 10:10 PM 32%

Back Products Promotions 3M ESPE My Meetings

Filtek™ Supreme Ultra

Universal Restorative

Videos

- Next Generation Tech
- S10 LED Curing Light
- Unsurpassed Esthetics
- Anterior and Posterior Use
- S10 L

Images

- A2B One simple shading system
- Bonded Nanoclusters
- Bonded Silica and Zirconia Nanoparticles
- Bar chart showing performance metrics
- 3D surface scan image



THOMSON REUTERS

Westlaw Comparative Study

Mobile Apps overview

Current Westlaw Mobile :: All Apps Summary

IPHONE

- Mexican Legal Dictionary**
This expert reference defines legal terms used in Mexico. It features English and Spanish audio pronunciations and convenient search functionality.
[GET IT NOW](#) at the iTunes Store
- CLE Mobile**
Stay current on hot legal trends and earn the credits you need with quality CLE programming from West LegalCenter.
[LEARN MORE](#) about CLE Mobile
[GET IT NOW](#) at the iTunes Store
- Sum & Substance Audio Series**
 - [Constitutional Law](#)
 - [Contracts](#)
 - [Criminal Law](#)
 - [Criminal Procedure](#)
 - [Real Property](#)
- The Constitution of the United States**
Copy the pre-eminent legal document with you everywhere you go and hear any section read aloud with the audio narration feature.
[GET IT NOW](#) at the iTunes Store
- Black's Law Dictionary 9th Ed.**
Get hyper-linked cross-references and audio pronunciations for thousands of hard-to-say legal terms.
[GET IT NOW](#) at the iTunes Store
- BARBRI Challenge**
Test your knowledge of key legal concepts with this free quiz challenge.
[GET IT NOW](#) at the iTunes Store
- Reuters News Pro**
Get updates on business, finance, sports, science, health, technology, entertainment - even your own stock portfolio.
[LEARN MORE](#) at Reuters.com
- Norton Bankruptcy Dictionary**
Get instant access to all the terms relevant to bankruptcy law and practice under Title 11 of the U.S. Code, along with related statutes and federal rules.
[GET IT NOW](#) at the iTunes Store

IPAD

- Black's Law Dictionary 9th Ed.**
Get hyper-linked cross-references and audio pronunciations for thousands of hard-to-say legal terms.
[GET IT NOW](#) at the iTunes Store
- CLE Mobile**
Stay current on hot legal trends and earn the credits you need with quality CLE programming from West LegalCenter.
[LEARN MORE](#) about CLE Mobile
[GET IT NOW](#) at the iTunes Store
- Norton Bankruptcy Dictionary**
Get instant access to all the terms relevant to bankruptcy law and practice under Title 11 of the U.S. Code, along with related statutes and federal rules.
[GET IT NOW](#) at the iTunes Store

ANDROID

- Reuters News Pro**
Get updates on business, finance, sports, science, health, technology, entertainment - even your own stock portfolio.
[LEARN MORE](#) at Reuters.com

BLACKBERRY

- Reuters News Pro**
Get updates on business, finance, sports, science, health, technology, entertainment - even your own stock portfolio.
[LEARN MORE](#) at Reuters.com

WSP 06 Westlaw Comparative, Portal and Internet Research Notes | Modified: Mon Feb-07 2011 | PAGE 11 of 148

iPhone User Experience Audit

Review of the viability and usability



Visual Design & Copy

Yes, this
is not a
dream.

ABILITY TO HARNESS THE INESTIMABLE FLOW OF SUPERNATURAL CREATIVE ENERGY!

Carlos Santana once said about the power of music, "Sound immediately rearranges the molecular structure of the listener. And that's something that I'm really really passionate about." Okay, I admit says is true, nor am I really sure "harness the creative flow of get your attention, right? ... guy in the circle (an old most interested in is harnessing attention, does wow your socks understanding as to what you saw, leaving you with a positive memory and experience, and convinces you that you'd like to come back for more.



it - I'm not really sure that what Carlos that I can actually manage to supernatural energy" - but it does so does the intense stare of this friend of mine). However, what I'm creative flow that does get your off, and leaves you with a clear



Some personal history ~ My creative juices began to flow at an early age, prompting me to spend many years drawing, painting and ultimately designing on a computer. I have been a of Minnesota, was granted Minneapolis College of Art matriculated course in have produced a boat personal design projects, and flash. My passion for all part of my work and my thinking. signage, well done graffiti, poetry and even information graphics diagrams - yes, I am that Geeky!



Studio Arts Major at the University an Admissions Scholarship at the & Design (MCAD), taught a Design in 2001, and since then, load of both commercial and including photography, video things creative has always been a Inspiration comes from galleries, web sites,



Getting
their
attention.



LEAVEX

Startup Leavex.com

Creative Direction,
Visual Designer,
Marketing Concepts
& Collateral,
Prototypes,
Information
Architecture and
Developer
collaboration

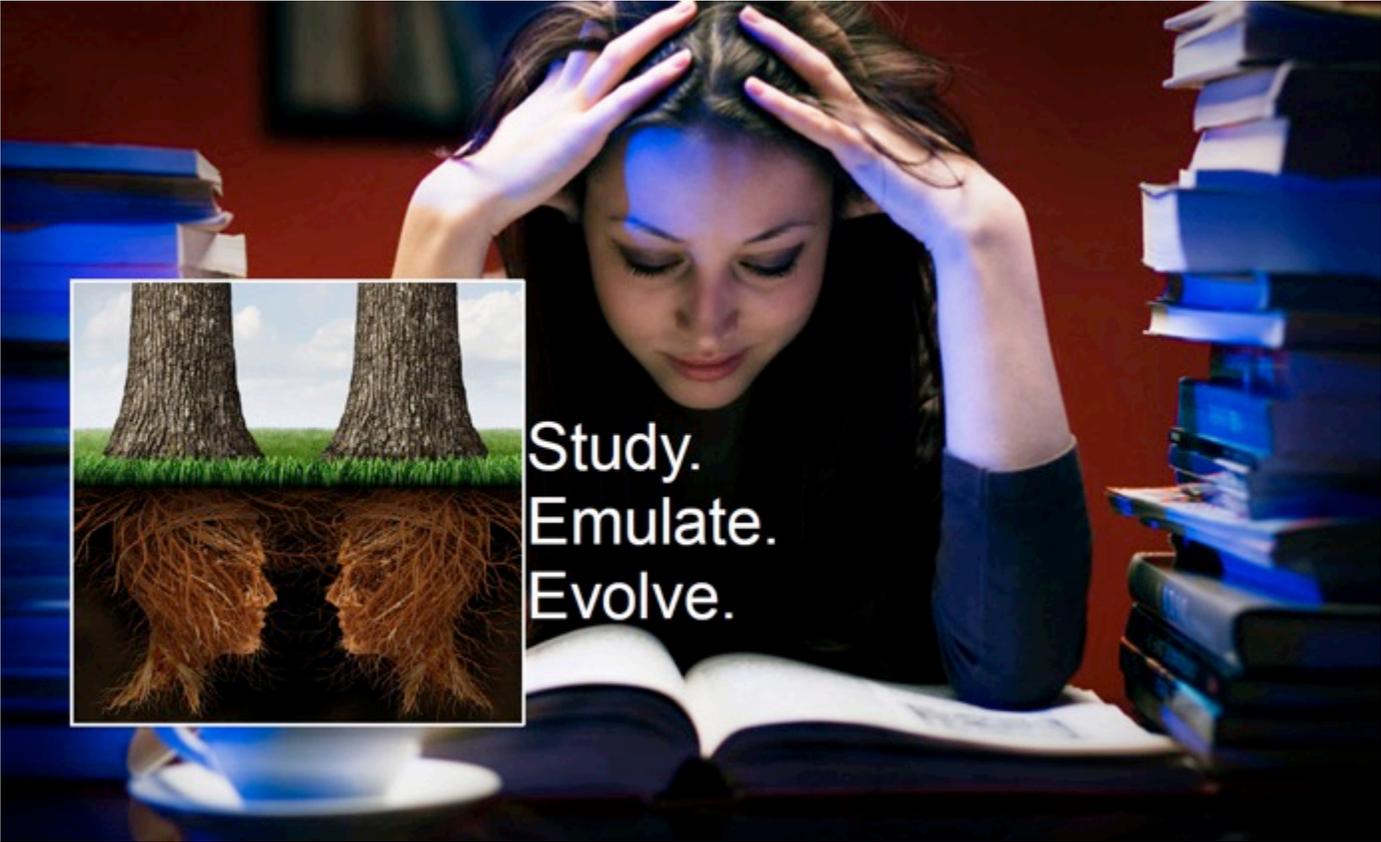


Simple solutions for complicated scenarios

PRESENTATIONS

Corporate/NGO Communications

Replication of successful
social service models



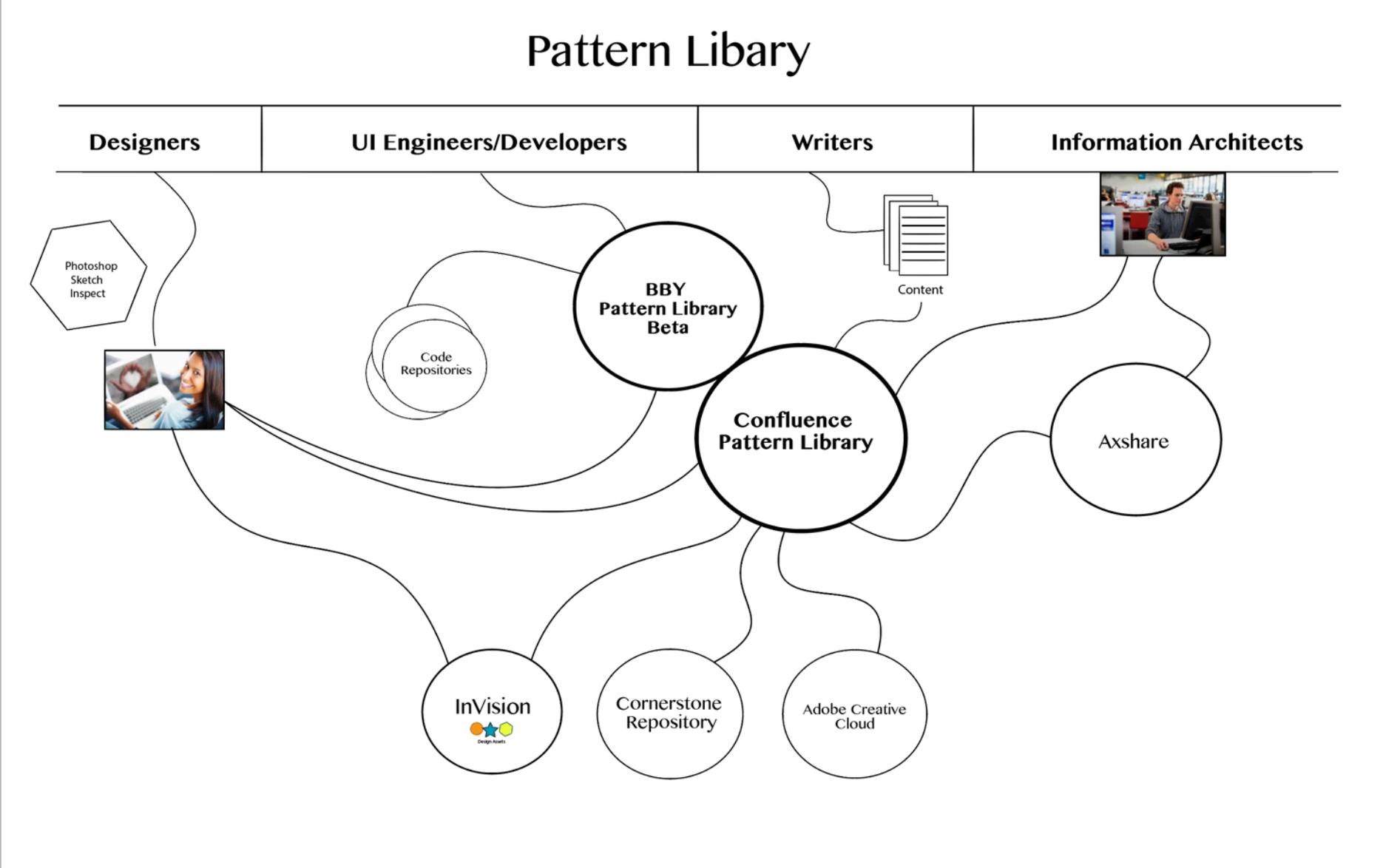
Study.
Emulate.
Evolve.

UX Pattern Libraries



UX Pattern Library Ecosystem

An overview of the integrated systems and user groups





UX Pattern Library

Enabling the enterprise to avoid recreating the wheel with each web part, save money and provide an easier work experience

The screenshot shows a web browser window with the URL `pattern-library.beta.bestbuy.com`. The browser's address bar and tabs are visible at the top. The page features a dark sidebar on the left with the following navigation menu:

- Pattern Library
- Filter patterns on page
- Core Elements
 - Boxes
 - Line Dividers
 - Colors
 - Font Icons
 - Form Elements
 - Responsive Grids
 - Typography
- Components
 - Alerts
 - Buttons
 - Breadcrumbs
 - Stars
- Modules
 - Carousel
 - Collapse
 - Modals
 - Popovers
 - Loading Indicator
- CSS Statistics
- About
- Blog
- Resources
- Wiki
- Contact

The main content area has a large heading "Pattern Library" and a descriptive paragraph: "Pattern Library is a UX and UIE project that aims to consolidate many of Best Buy's style guide libraries into one library. UX maintains the patterns and their specifications. UIE maintains the code and implementations." Below this, there are two sections of pattern examples:

- Alerts**: Includes a sub-section for "Success" with a green checkmark icon and the text "Well done! You successfully read this important alert message." and a sub-section for "Info" with a blue information icon and the text "Heads up! This alert needs your attention, but it's not super important."



UX Pattern Library

Confluence Wiki – Pattern documentation library

Spaces People Calendars Browse Create

User Experience / User Experience / Pattern Library

About

Created by Mikki Northuis (1027 karma), last modified by David Fleming (1031 karma) on Jun 14, 2016

What we intend to cover and why.

The goal of the User Experience (UX) Pattern Library tool is to establish a single living and breathing source-of-truth for the disciplines key to UX: copywriting, information architecture, and design. This documentation strives to capture and synthesize best practices for each discipline as ideas move from proposed standards, recommended standard, to living standards, more to come on this later. To build off existing shared understandings and for consistency with other teams, e.g., UI Engineering, the UX Pattern Library documentation will be structured to address the smallest elements that work to build a digital customer experience to the largest full template or layout examples (see framework diagram below).

Based on the nature of our user centered approach this documentation reflects a point-in-time and is to be evolved on an ongoing basis. Collectively we are building a system that allows for iteration and incremental improvement. As new customer understandings become available to inform our work the UX team will update patterns as necessary. Additionally, as new communication needs and new interaction needs are introduced existing conventions and understanding will be challenged. At each step of the evolutionary process the UX Pattern Library is to help us serve the needs of the communication and interaction at-hand. This documentation system will not start off perfect, but it will be a system that we can work together to perfect.

The Framework: How we document and talk about our UX Patterns

The diagram captures the various UX Patterns types that you will find within the library. Moving from smallest at the bottom of the diagram to largest at the top each pattern fits into a specific tier. As a pattern library the goal is to thoroughly document and each of the smaller patterns so that the building blocks are used correctly to provide a consistent and unified customer experience. It is not the intention of the UX Pattern library to capture and document every iteration and version of template and layout options. Below is an overview of how we are thinking of each pattern type.

Core Elements

The Building Blocks of the digital customer experience used to support a communication or interaction goal. (The tomato, or an H1 tag)

Components

Multiple Core Elements used together to accomplish a communication or interaction goal. (The tomato sauce, or an H1, p, and body, within a div tag)

Module

Multiple Components used together to accomplish a communication or interaction goal. (The noodles and the tomato sauce. Or an H1, p, body, within a div tag, and within a containing div.)

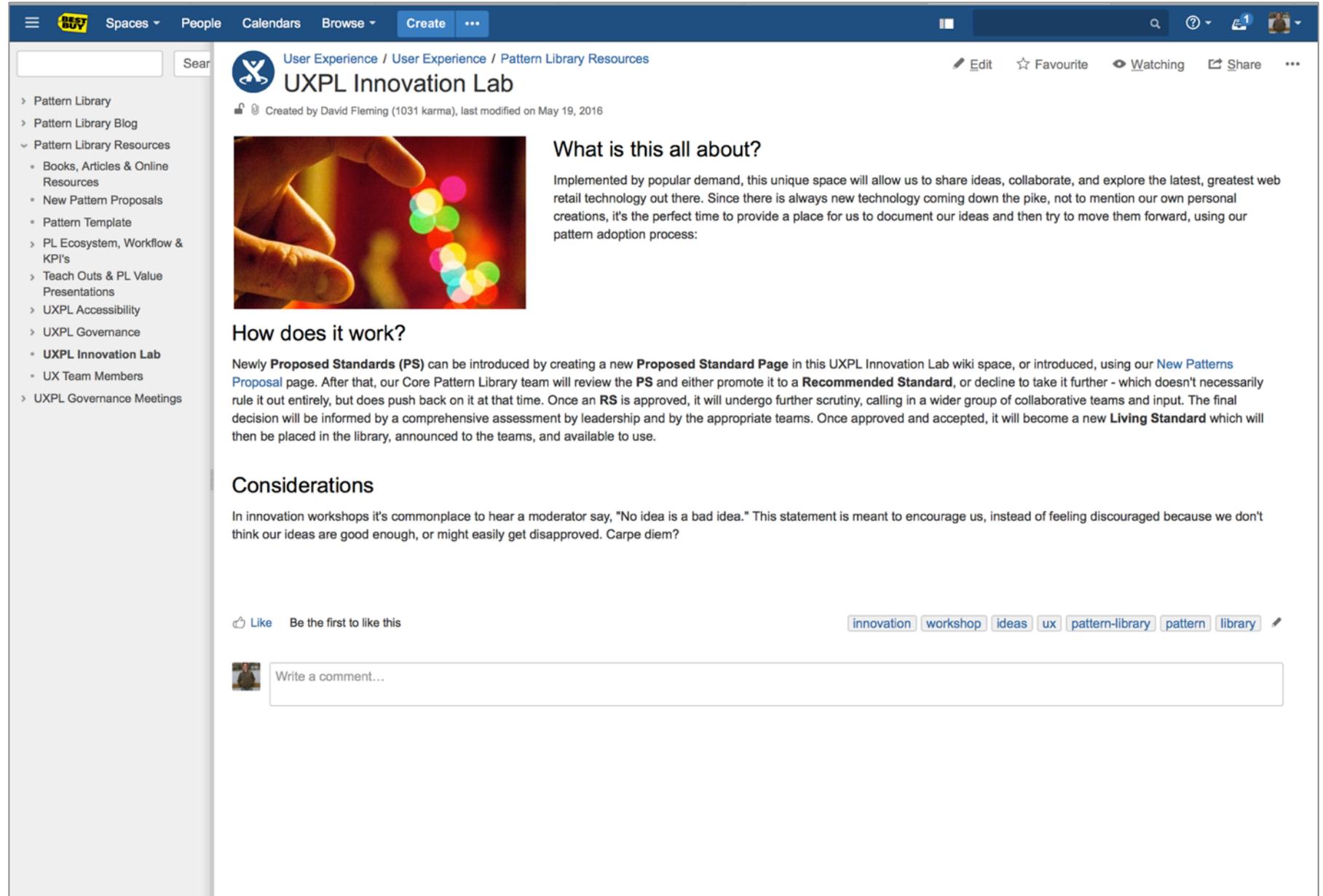
Layout

Multiple Modules used together to accomplish a communication or interaction goal. (The dinner plate with the noodles, tomato sauce, and bread sticks. Hopefully, you get the idea...)



UX Pattern Library

Innovation Lab



The screenshot shows a Confluence page titled "UXPL Innovation Lab" under the "User Experience / User Experience / Pattern Library Resources" path. The page is created by David Fleming (1031 karma) and last modified on May 19, 2016. The left sidebar contains a navigation menu with items like "Pattern Library", "Pattern Library Blog", "Pattern Library Resources", "Books, Articles & Online Resources", "New Pattern Proposals", "Pattern Template", "PL Ecosystem, Workflow & KPI's", "Teach Outs & PL Value Presentations", "UXPL Accessibility", "UXPL Governance", "UXPL Innovation Lab", "UX Team Members", and "UXPL Governance Meetings". The main content area has a header with "User Experience / User Experience / Pattern Library Resources" and "UXPL Innovation Lab". Below the header is a sub-header "What is this all about?" followed by a paragraph: "Implemented by popular demand, this unique space will allow us to share ideas, collaborate, and explore the latest, greatest web retail technology out there. Since there is always new technology coming down the pike, not to mention our own personal creations, it's the perfect time to provide a place for us to document our ideas and then try to move them forward, using our pattern adoption process:". Below this is an image of a hand pointing at colorful bokeh lights. The next section is "How does it work?" with a paragraph: "Newly **Proposed Standards (PS)** can be introduced by creating a new **Proposed Standard Page** in this UXPL Innovation Lab wiki space, or introduced, using our [New Patterns Proposal](#) page. After that, our Core Pattern Library team will review the **PS** and either promote it to a **Recommended Standard**, or decline to take it further - which doesn't necessarily rule it out entirely, but does push back on it at that time. Once an **RS** is approved, it will undergo further scrutiny, calling in a wider group of collaborative teams and input. The final decision will be informed by a comprehensive assessment by leadership and by the appropriate teams. Once approved and accepted, it will become a new **Living Standard** which will then be placed in the library, announced to the teams, and available to use.". The next section is "Considerations" with a paragraph: "In innovation workshops it's commonplace to hear a moderator say, 'No idea is a bad idea.' This statement is meant to encourage us, instead of feeling discouraged because we don't think our ideas are good enough, or might easily get disapproved. Carpe diem?". At the bottom, there is a "Like" button, a "Be the first to like this" message, a list of tags (innovation, workshop, ideas, ux, pattern-library, pattern, library), and a "Write a comment..." input field.

Brand & Business Analysis

Meet our team

Brand Audit

Augmenting a website redesign, the audit helped CoLab consider additional ways to improve their overall experience.



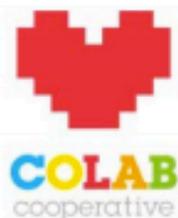
Rylan Peery
Owner, Co-Founder



Ralph Cutler
Owner, Co-Founder



Ethan Winn
Owner, Senior Strategist



Brand Audit

- Design Agency
- Brand Assets Review
- Strategic Analysis

CoLab Brand Audit													
File Edit View Insert Format Data Tools Add-ons Help Accessibility Last edit was yesterday at 10:05 PM													
fx Create JIRA ticket													
	A	B	C	D	E	F	G	H	I	J	K		
1	Status	Priority	Lift	Assigned to	Category	Area of focus	Observation	Recommendation	Next Step	Desired Result	Notes	URL	
6	Create JIRA ticket		1	1	Dave	Brand Steward	Marketing Road Map	We need to establish a cohesive policy and protocol for Brand Stewardship, including a bigger picture view that depicts the foundation and rationale for moving forward.	Using the "Traction" methodology, combined with an understanding of what makes up the practical foundations of brand, develop a Marketing Road Map. It is assumed that the business goals will help drive a collective consensus for building the Marketing Road Map - high level.	Dave - to prepare a high level outline to help define the documentation and purpose. Review existing Marketing road map documents and vision	Marketing Road Map	Need for consensus. What are the key components of a Brand Road Map? Do we have examples to work from?	
7	Create JIRA ticket		1	1	Dave	Success Metrics	Web Analytics baseline	I've heard that we have someone that does web analytics baseline reporting, but I haven't seen one yet. This could easily be my lack of access at this point.	Use Google Analytics or some other web metrics service to take a baseline view. Then use those statistics to discover the correlation to sales strategy, SEO, marketing campaigns, site redesign, and other CoLab initiatives. Make the metrics available to the coop in a transparent way and review on a regular basis. Be sure that it reflects the depth of reporting you're looking for.	Dave - to meet with Brian Tooney Meeting set for Monday afternoon	ROADMAP OF METRICS INITIATIVES Combine web metrics with other metrics, to figure out how all of the data can be pulled together to assess and track the successful outcomes related to: 1. new leads 2. new revenue / projects 3. indicators in the metrics that reveal 4. attracting entrepreneurs 5. attracting new talent for CoLab Review and assure that the social media touchpoints are working as effectively as possible	10/10 I did meet with Ralph on 10-10, discussing and reviewing some of the reports available, as well as a few strategies related to using Optimizely. After my discussion with Ralph, I've decided to continue to meet with Brian on Monday, to learn a little more.	http://www.visitat.com
8	Create JIRA ticket		1	1	Dave	Success Metrics	Social Media	I'm not aware of any tools used to measure the CoLab Brand Impact, using social media analytics.	Use Data Dashboard tools to help measure social media impact and social listening; consider Tableau, Zoho, and Kipfolo.	Dave to connect with peers on industry best practices	BRAND IMPACT REPORT This will work in concert with line 7, combining all metrics into one view, with accommodating data points, correlating the impact on - leads, new revenue streams, new hires, new entrepreneur gigs, and other profitable improvements.		http://www.stilesh.com
33	HOLD				Dave	Content	Analysis and Strategy	This is a work in progress that Jess is doing, providing a Landscape analysis of comparative competitors. This documentation is forthcoming.	Review Jess's work and adopt the relative insights into the Marketing Road Map Strategy and Planning.	Review final report and recommendations from Jess			
						Compensation for	Sales compensation might become a significant driver in hiring in new accounts. Sales people	Consider testing this Sales hypothesis, and run pilot programs that include escalated compensation -			SALES PROCESS POLICY		

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Walk-In Counseling Center

Organization
Model Study

User Experience
Summary Report &
Recommendations



Convergiaplanet

Successful Social Services | Organization Model Study

[Dave Fleming](#), Service Design Analyst / [ConvergiaPlanet.com](#)

218-576-2822

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Walk-In Counseling Center

2421 Chicago Avenue South, Minneapolis, MN 55404

Phone: 6128700565, Fax: 6128704169

www.walkin.org



PROGRESSIVE PROCESS

Yields progressive results

Q & A

Contact

Dave Fleming

218.576.2822

xshapes@gmail.com