

Christina Day

Product Design & More

ABOUT

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

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

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

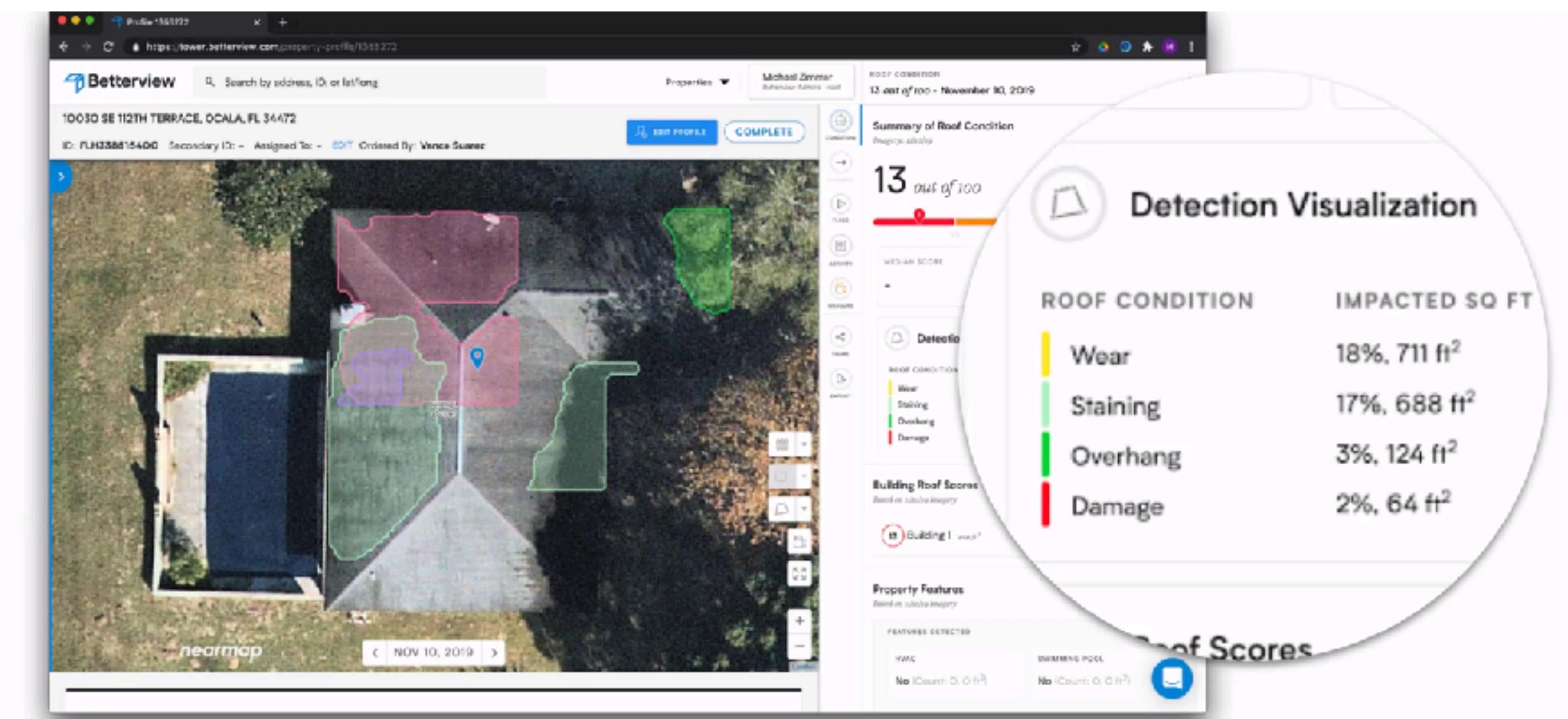


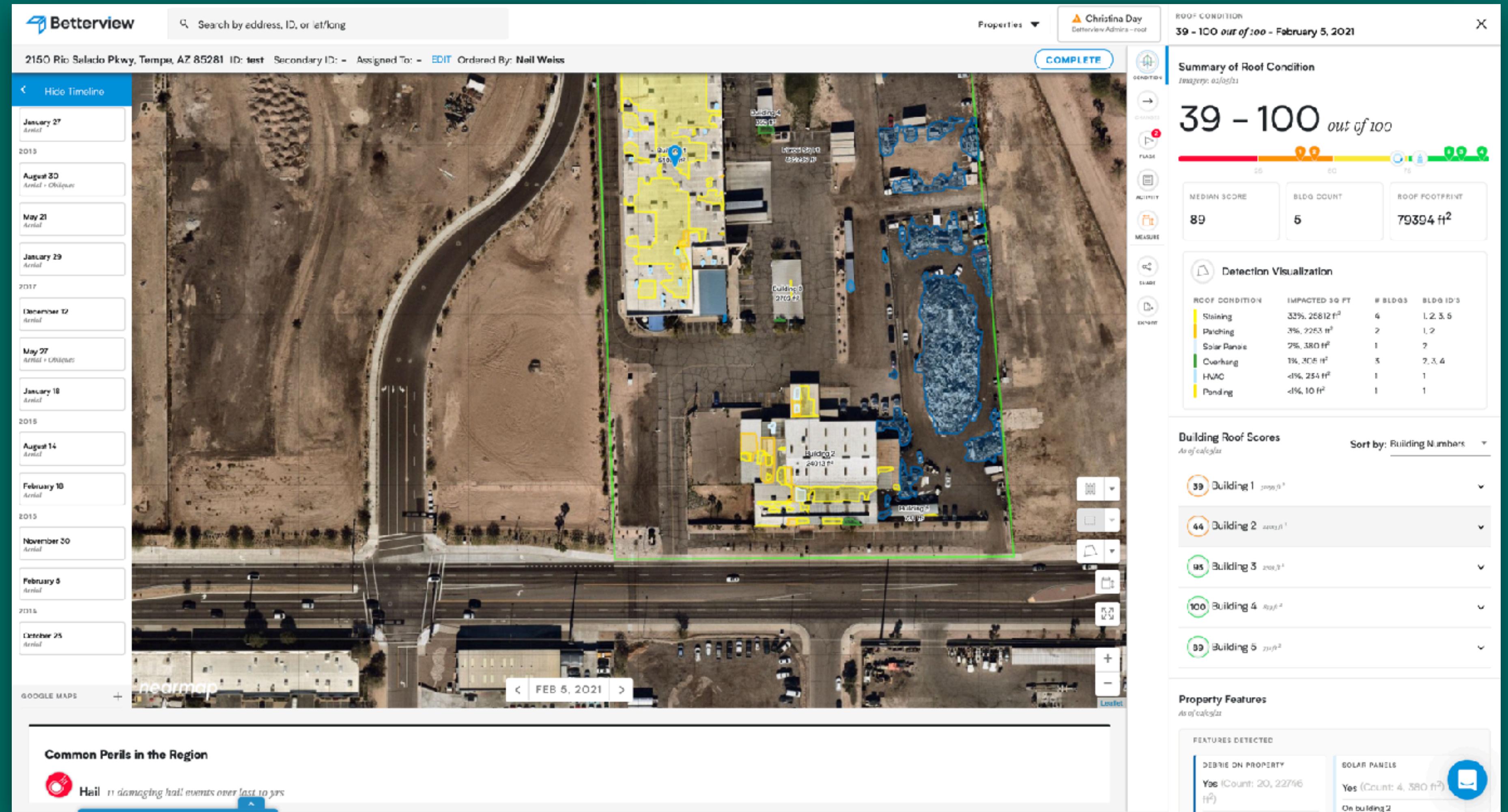
CASE STUDIES

Designing Optimized Visualizations & Exportable Reporting for Betterview Spotlights

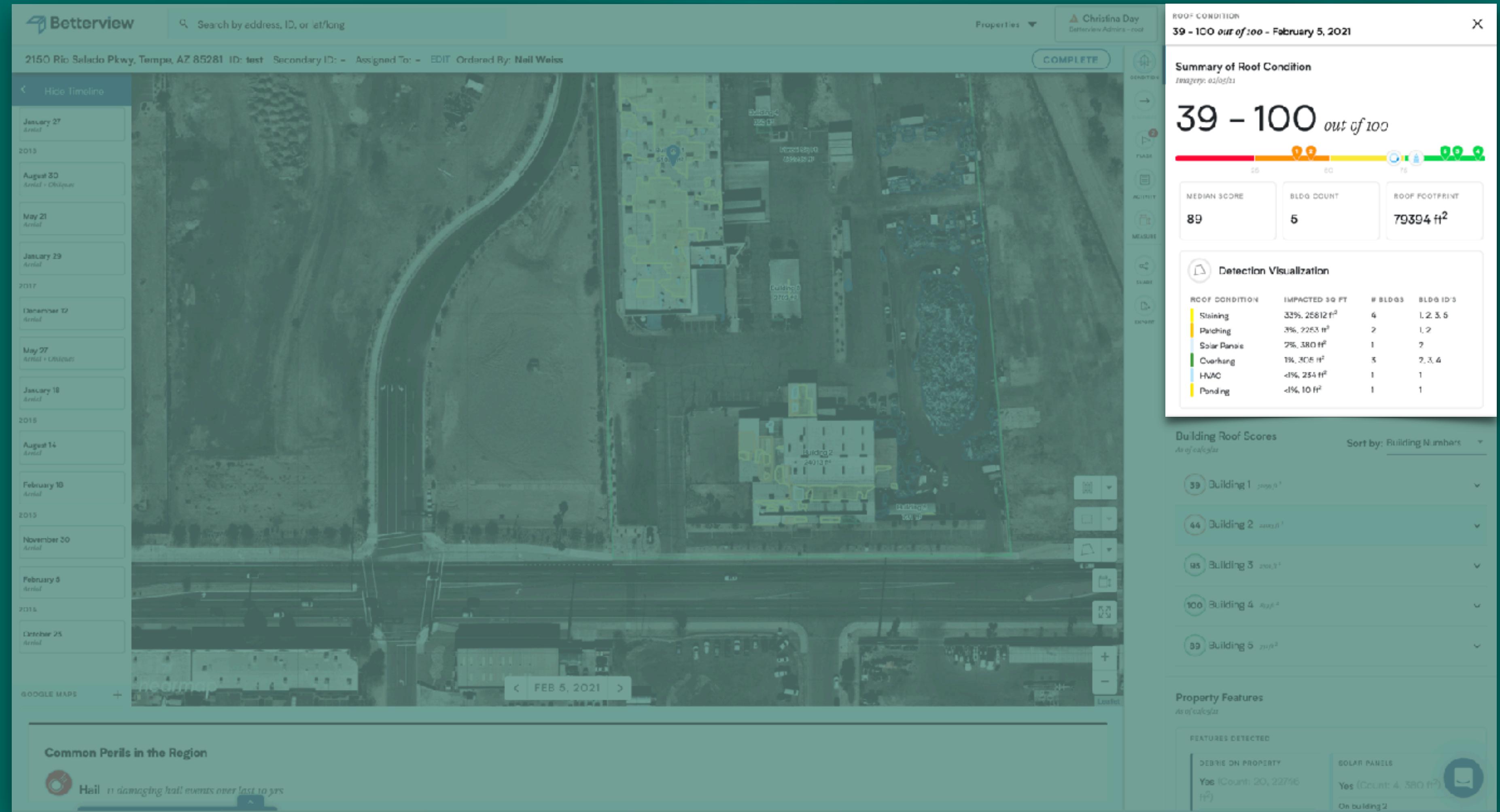
Spotlights

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

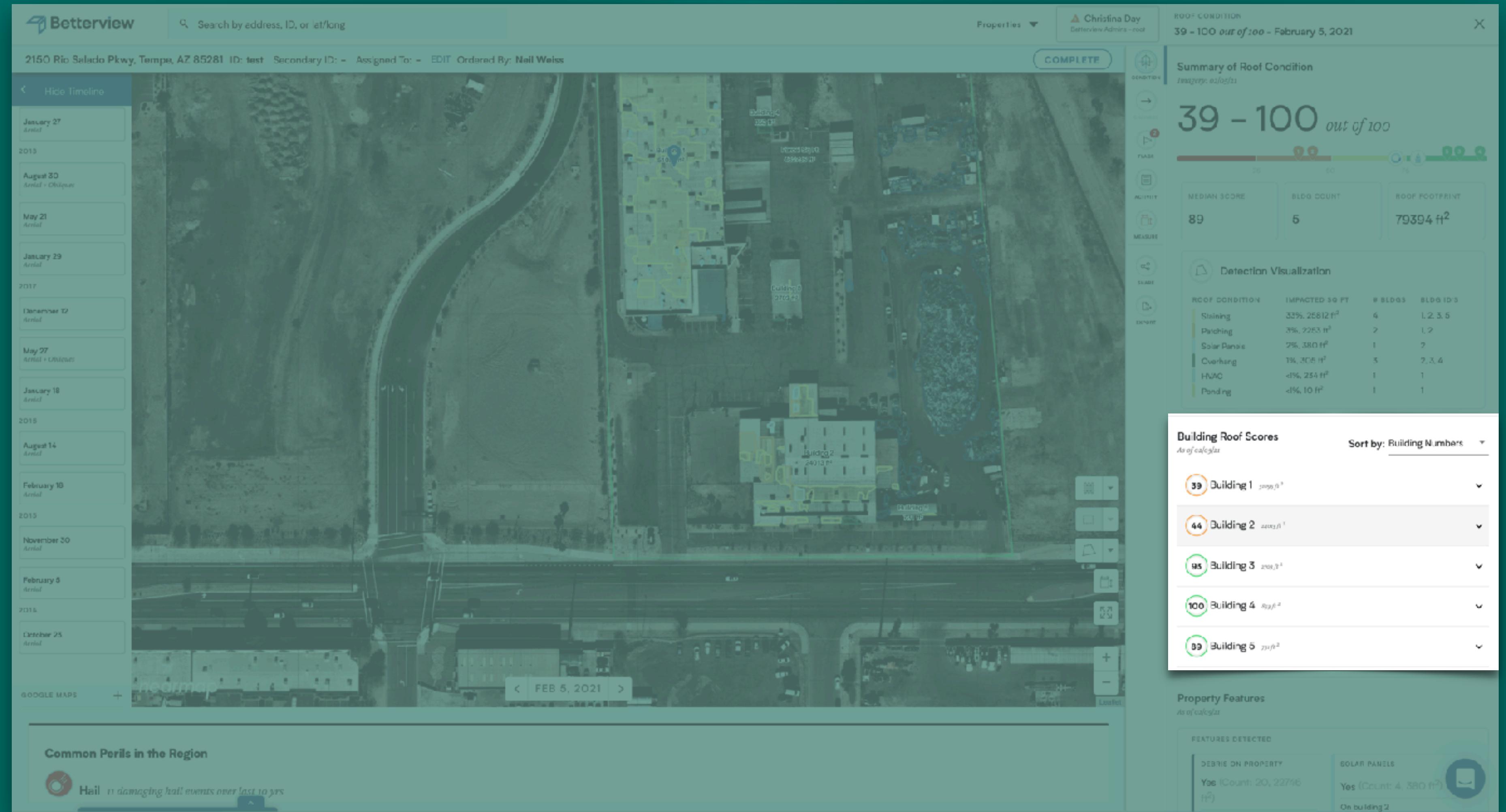




Spotlights features many datapoints that in the past were not exportable and only lived on the Betterview Dashboard. Here are some examples of how Spotlights helps underwriters guarantee their clients the most relevant risk analysis and estimate information possible



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



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

Improvements & Expansion of Spotlights' Offerings

Making **Betterview Spotlights** even **better**



Spotlights and Reporting

When I joined Betterview, crucial Spotlight imagery and analysis was excluded from the exported reports that underwriters could download to attach to a client's property file or for any legal archiving of property profiles within their own proprietary systems.

The image displays two side-by-side screenshots of the Betterview software interface, version 4.4, showing property analysis and reporting for "Building 1".

Left Screenshot (Property Analysis):

- ROOF FEATURES:**
 - Shape: Flat (100% certainty)
 - Material: PVC/TPO (54% certainty)
 - Rivets: Yes (Count: 13,234 ft²)
 - Solar Panels: No (Count: 0 ft²)
- CONDITION SPOTLIGHTS:**
 - STRUCTURAL DAMAGE: Yes (20%, 1,347 ft²)
 - MISSING SHINGLES: Identified (10%, 677 ft²)
 - WORN SHINGLES: Minor (6%, 375 ft²)
 - TAR: Identified (10%, 677 ft²)
 - STAINING: Prevalent (44%, 22,445 ft²)
 - PATCHING: Moderate (1%, 311 ft²)
 - PONDING: Moderate (<1%, 10 ft²)
 - DEBRIS: None (0%, 0 ft²)

Right Screenshot (Reporting):

- Building Summary:**
 - ROOF FEATURES:
 - Shape: Flat (100% certainty)
 - Material: PVC/TPO (54% certainty)
 - Rivets: Yes (Count: 13,234 ft²)
 - Solar Panels: No (Count: 0 ft²)
- Roof Condition Spotlights:**
 - STRUCTURAL DAMAGE: Yes (20%, 1,347 ft²)
 - MISSING SHINGLES: Identified (10%, 677 ft²)
 - WORN SHINGLES: Minor (6%, 375 ft²)
 - TAR: Identified (10%, 677 ft²)
 - STAINING: Prevalent (44%, 22,445 ft²)
 - PATCHING: Moderate (1%, 311 ft²)
 - PONDING: Moderate (<1%, 10 ft²)
 - DEBRIS: None (0%, 0 ft²)

Betterview



Property Features
Built in 1960
Imagery

FEATURES DETECTED

- GATES ON PROPERTY Yes (100%, 6,820 ft²)
- HVAC Yes (100%, 6,820 ft²)
- VAC Yes (100%, 6,820 ft²)
- HVAC Yes (100%, 6,820 ft²)
- VAC Yes (100%, 6,820 ft²)
- HVAC Yes (100%, 6,820 ft²)
- VAC Yes (100%, 6,820 ft²)
- HVAC Yes (100%, 6,820 ft²)
- VAC Yes (100%, 6,820 ft²)

Building 1 (6,820 ft²)

ROOF FEATURES

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

ROOF CONDITION

POROUS	Medium (0%, 377 ft ²)
WATER EXPOSURE	Yes (20%, 1,342 ft ²)
STAINING	Minor (0%, 0 ft ²)
TAR	Identified (10%, 627 ft ²)

Building 2 (6,820 ft²)

ROOF FEATURES

ROOF SHAPE	Gable (83%)
ROOF MATERIAL	Metal Panel (98%)

HVAC
No (Count: 0, 0 ft²)

SOLAR PANELS
Yes (Count: 4, 380 ft²)

ROOF CONDITION

STAINING	Prevalent (14%, 3324 ft ²)
PATCHING	Prevalent (8%, 1942 ft ²)

OVERHANG
Low (<2%, 112 ft²)

DEBRIS
None (0%, 0 ft²)

PONDING
None (0%, 0 ft²)

RUST
None (0%, 0 ft²)

Betterview

44 Building 2

ROOF FEATURES

SHAPE	Gable (83%)
MATERIAL	Metal Panel (98%)

HVAC
No (Count: 0, 0 ft²)

SOLAR PANELS
Yes (Count: 4, 380 ft²)

ROOF CONDITION

STAINING	Prevalent (14%, 3324 ft ²)
PATCHING	Prevalent (8%, 1942 ft ²)

OVERHANG
Low (<2%, 112 ft²)

DEBRIS
None (0%, 0 ft²)

PONDING
None (0%, 0 ft²)

RUST
None (0%, 0 ft²)

93 Building 3

ROOF FEATURES

SHAPE	Hip (0%)
MATERIAL	Metal Panel (92%)

HVAC
No (Count: 0, 0 ft²)

SOLAR PANELS
No (Count: 0, 0 ft²)

ROOF CONDITION

OVERHANG	Low (0%, 24 ft ²)
STAINING	Minor (0%, 24 ft ²)

DEBRIS
None (0%, 0 ft²)

PATCHING
None (0%, 0 ft²)

<https://tower.betterview.com/property-profile/1719972>

© 2021 Betterview,

44 Building 2

ROOF FEATURES



ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF CONDITION



STRUCTURAL DAMAGE

Yes (20%, 1,347 ft²)

MISSING SHINGLES

Identified (10%, 677 ft²)

WORN SHINGLES

Minor (6%, 375 ft²)

TARP

Identified (10%, 677 ft²)

RUST

Yes (20%, 1,347 ft²)

PATCHING

Identified (10%, 677 ft²)

PONDING

Minor (6%, 375 ft²)

STAINING

Medium (6%, 377 ft²)

44 Building 2

ROOF FEATURES



ROOF SHAPE

Gable (100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle(100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle(100%, 6,820 ft²)

ROOF MATERIAL

Asphalt Shingle(100%, 6,820 ft²)

ROOF CONDITION



STRUCTURAL DAMAGE

Yes (20%, 1,347 ft²)

SD

MISSING SHINGLES

Identified (10%, 677 ft²)

MS

WORN SHINGLES

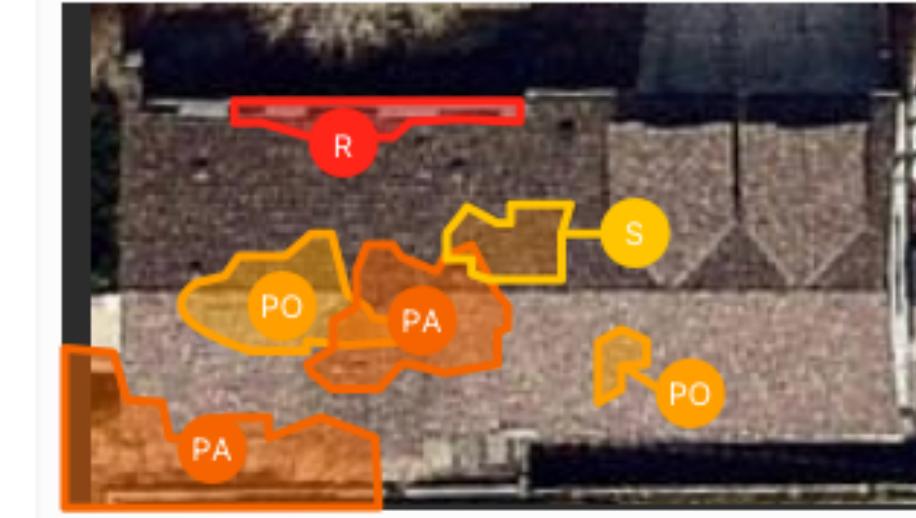
Minor (6%, 375 ft²)

W

TARP

Identified (10%, 677 ft²)

T



RUST

Yes (20%, 1,347 ft²)

R

PATCHING

Identified (10%, 677 ft²)

PA

PONDING

Minor (6%, 375 ft²)

PO

STAINING

Medium (6%, 377 ft²)

S

Spotlights for Clarity

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



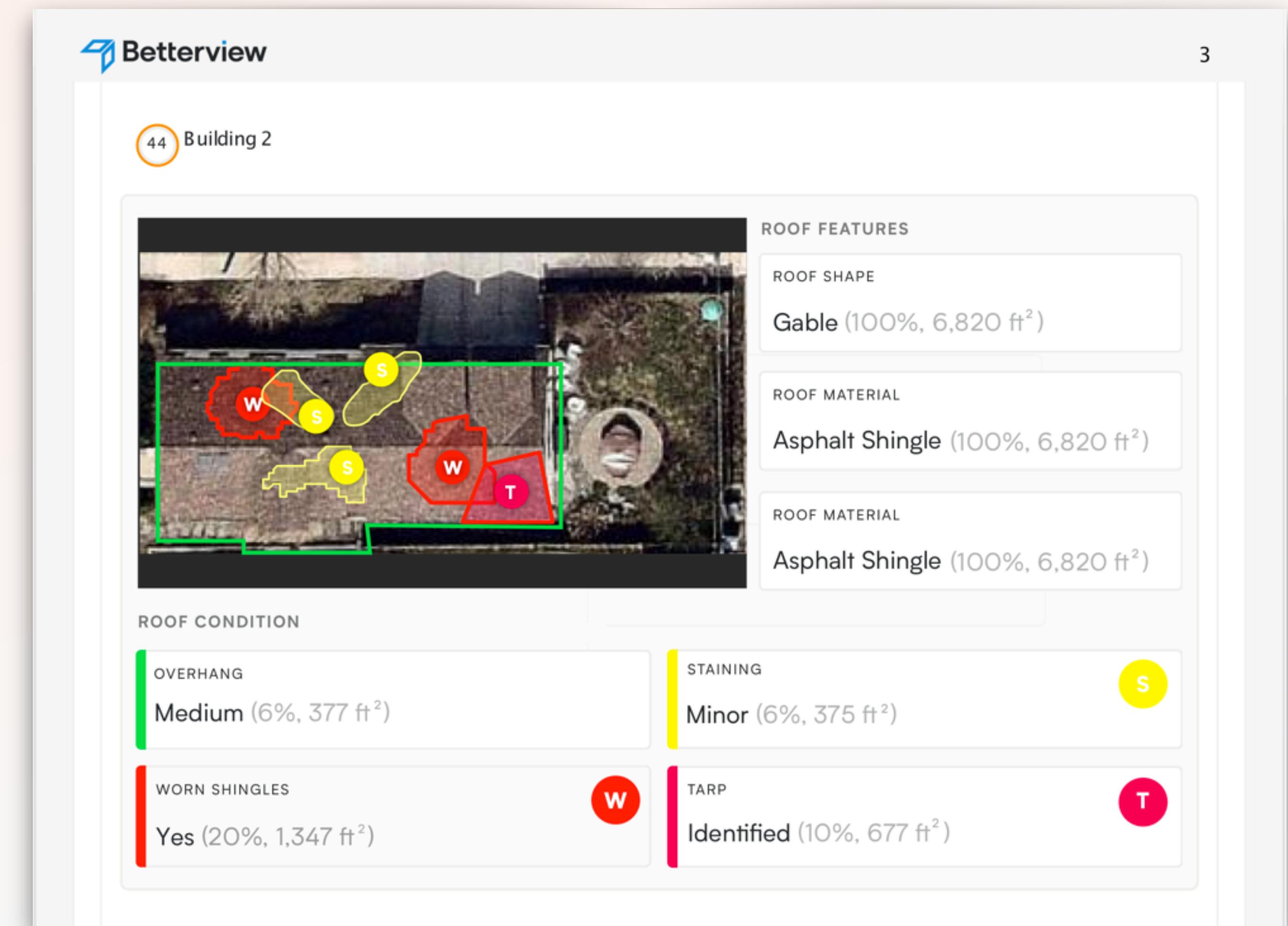
Spotlights for More Information

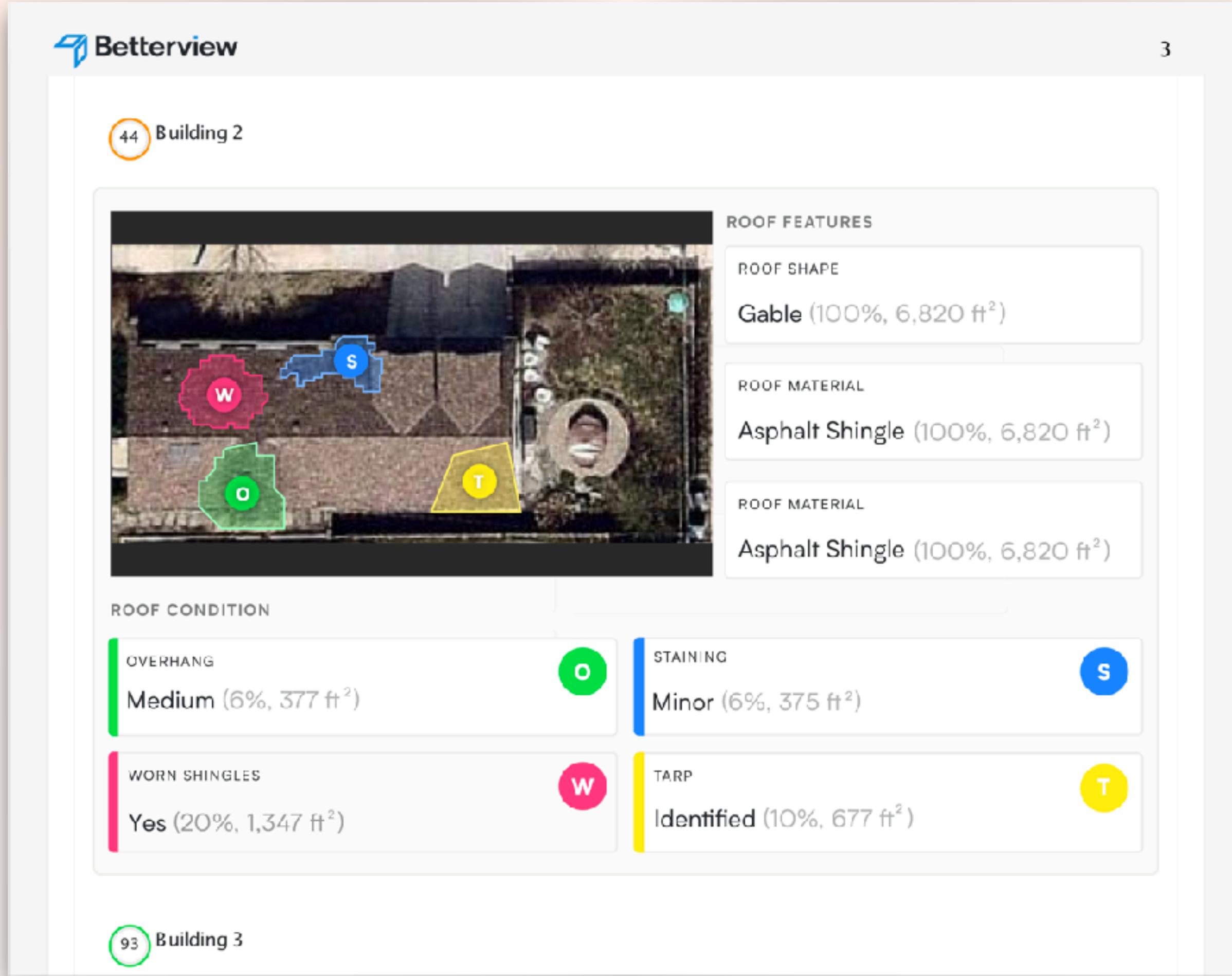
In addition to high-contrast viewing options, Spotlights also features various information filters to allow toggling between various information schemes and data points



New Spotlight Features Become Base for New Products

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





New Spotlight Features Are Also More Accessible

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

The screenshot shows the Betterview web application interface. At the top, there's a navigation bar with various links. Below it is a search bar and a header indicating the user is 'Christine Day' from the 'Betterview Admin - root' role. The main content area displays a property profile for '618 Avenue E, San Antonio, TX 78216'. It includes a map view with a white building highlighted by a yellow circle, a timeline showing data from January 13, 2018, a 'ROOF FEATURES' section (Shape: Flat, Material: PVC/TPO), 'ROOF CONDITION' sections for staining, overhangs, bonding, and rust, and a 'Property Features' section with categories like HVAC, Swimming Pool, Solar Panels, and Water Hazard. A 'Property Insights' section is also present. The bottom of the screen shows a file manager with several files listed.



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

Results that Paid-Off From Day-One

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



CASE STUDIES

Adding Value to the Betterview Experience With PartnerHub

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

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

PartnerHub™ Insights



HazardHub™ Comprehensive Property Risk Data

CONFIGURE ENRICO

EARTH RISKS

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

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

WATER RISKS

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

WIND RISKS

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

Another Heading

ROOF DAMAGE	DEBRIS ON THE ROOF	ROOF WEAR	ROOF PATCHING	FOUNDING ON ROOF
Damaged	None	No	Moderate	N/A
ROOF STAINING	TREE OVERHANG			
Prevalent	None			

e2Value™

Replacement Cost Calculations & Cash Value Estimations

HEADING

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

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



A screenshot of the Betterview Dashboard interface. The main area displays three property profiles side-by-side. The first profile on the left is for "e2Value," showing a large "e2Value" logo at the top, followed by "PROPERTY PROFILE" and "Secondary ID: 47-3". Below this is a "VALUE" section with "IMPROVEMENT VALUE" listed as "\$1,267" and "TOTAL MARKET VALUE" listed as "\$76,222". A "More" button is located below the market value. The second profile in the middle is for "buildzoom," showing a timeline from 2008 to 2020 with a "More" button at the bottom. The third profile on the right is for "HazardHub," titled "Common Perils in the Region." It lists "Hail" (74 events), "Wind" (52 events), and "Tornado" (20 events). For each peril, it details factors like "ROOF IS MORE PRONE TO HAIL DAMAGE DUE TO THE FOLLOWING FACTORS: Damaged, Asphalt Shingle" and "Wind Damage: Asphalt Shingle, Gable". The "HazardHub" profile also includes sections for "Roof Condition" (with a "1 out of 100" score and a color bar), "Building Roof Scores" (listing "Building 1" with a score of 100), and "Property Features" (listing "DECKS ON PROPERTY: Yes (Count: 1, 476 ft²)" and "HVAC: No (Count: 0, 0 ft²)").

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

Betterview

Search by address, ID, or address

Christina Day
Betterview Admin - root

Filter By Category

This Category of Enrichment

This Other Category of Enrichment

A Different Category

Installed Enrichments

CLEAR ALL

SELECT ALL

Extension Marketplace

 **HazardHub**

Comprehensive Property Risk Data

MORE

INSTALLED ✓

var 1.2 Updated April 20,

 **e2Value**

Replacement Cost Calculations & Cash Value Estimations

MORE

INSTALL



Properties ▾

Nancy Wellington
Nationwide Mutual Insurance Company - Commercial Lines

4119 S Lake Orlando Pkwy, Orlando, FL 32808 ▾



Permits

2003



2003

2010



2012

2014



2014

2014



2014

2015



2015

2020



2020

2021



2021

Number of Permits

72

Building Permit Value

\$1,319,175

Building Permit Value

\$1,319,175

Building Permit Value

\$1,319,175

Summary of Work

DESCRIPTION

Over the past 17 years, 72 permits were filed at this property. 42 of them had valuation(s), the total of which is \$1,319,175.

Note: data is limited to the digital permits to which we have access. Permits could exist, but might not be logged here if they were never filed digitally.

TYPE

LATEST DATE

PERMIT VALUE

Building Permit

3/2/21

\$140,000

Building Development Permit

3/2/21

\$140,000

Fire Permit

3/2/21

\$140,000

Building Development Permit

3/2/21

\$140,000

Fire Permit

3/2/21

\$140,000

Building Development Permit

3/2/21

\$140,000

Fire Permit

3/2/21

\$140,000

Building Development Permit

3/2/21

\$140,000

Fire Permit

3/2/21

\$140,000

FLAGS

Flag History



Uncleared Flags (2)

Cleared Flags (0)



INSIGHTS



ACTIONS



CHANGES



ACTIVITY



MEASURES



SHARE



EXPORT

 Wildfire Risk
Flagged Today

CLEAR

CAUSE OF FLAG

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

COMMENTS

First Last mm/dd/yy

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

Reply • Like

First Last mm/dd/yy

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

Reply • Like

Me mm/dd/yy

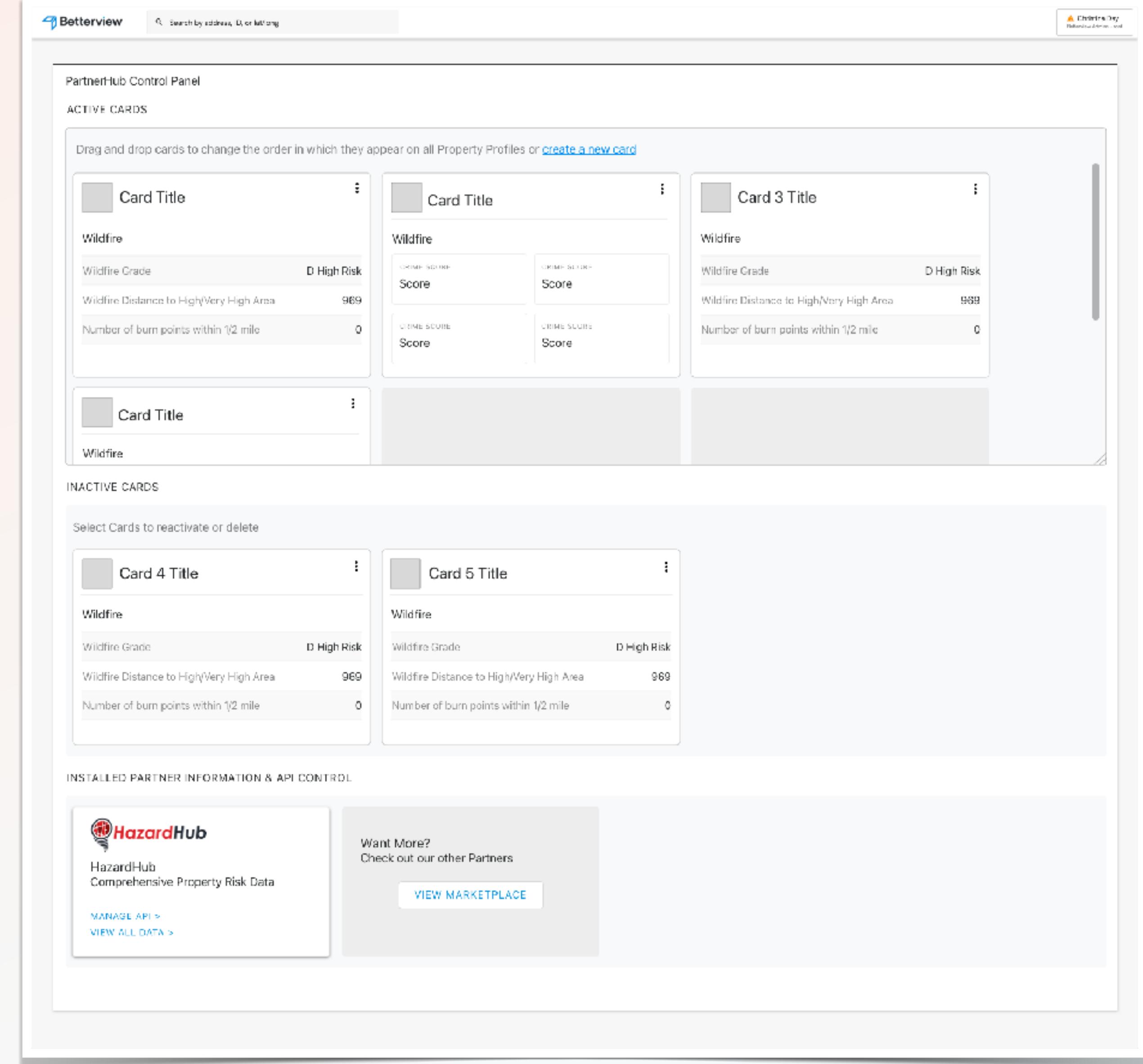
Underwriter can see comments left by colleagues, but can only edit and delete their own comments.

Reply • Edit • Delete • Like

Add a comment

Important Permit History information can now be included on each Property Profile

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



ACTIVE CARDS

Drag and drop cards to change the order in which they appear on all Property Profiles or [create a new card](#)

Card Title	Wildfire	Card Title	Wildfire	Card 3 Title	Wildfire
Wildfire Grade	D High Risk	CRIME SOURCE Score	CRIME SOURCE Score	Wildfire Grade	D High Risk
Wildfire Distance to High/Very High Area	969	CRIME SOURCE Score	CRIME SOURCE Score	Wildfire Distance to High/Very High Area	969
Number of burn points within 1/2 mile	0	CRIME SOURCE Score	CRIME SOURCE Score	Number of burn points within 1/2 mile	0

INACTIVE CARDS

Select Cards to reactivate or delete

Card 4 Title	Wildfire	Card 5 Title	Wildfire
Wildfire Grade	D High Risk	Wildfire Grade	D High Risk
Wildfire Distance to High/Very High Area	969	Wildfire Distance to High/Very High Area	969
Number of burn points within 1/2 mile	0	Number of burn points within 1/2 mile	0

INSTALLED PARTNER INFORMATION & API CONTROL

HazardHub
HazardHub
Comprehensive Property Risk Data

[MANAGE API >](#)
[VIEW ALL DATA >](#)

Want More?
Check out our other Partners

[VIEW MARKETPLACE](#)

INSTALLED PARTNER INFORMATION

 **HazardHub** | Comprehensive Property Risk Data

WIND RISKS

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

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

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Inactive datapoints are displayed in the PartnerHub Control Panel as well, where admins can choose to reactivate or edit their parameters

The Betterview Dashboard property profile with third party datapoints included

The screenshot displays the Betterview Dashboard interface for a property located at 1235 Sundance Ave, San Diego, CA 92129. The main view shows a satellite map of the property with a green dashed box highlighting specific areas. To the left is a timeline from January 2021 to January 2020. The central area contains several data sections:

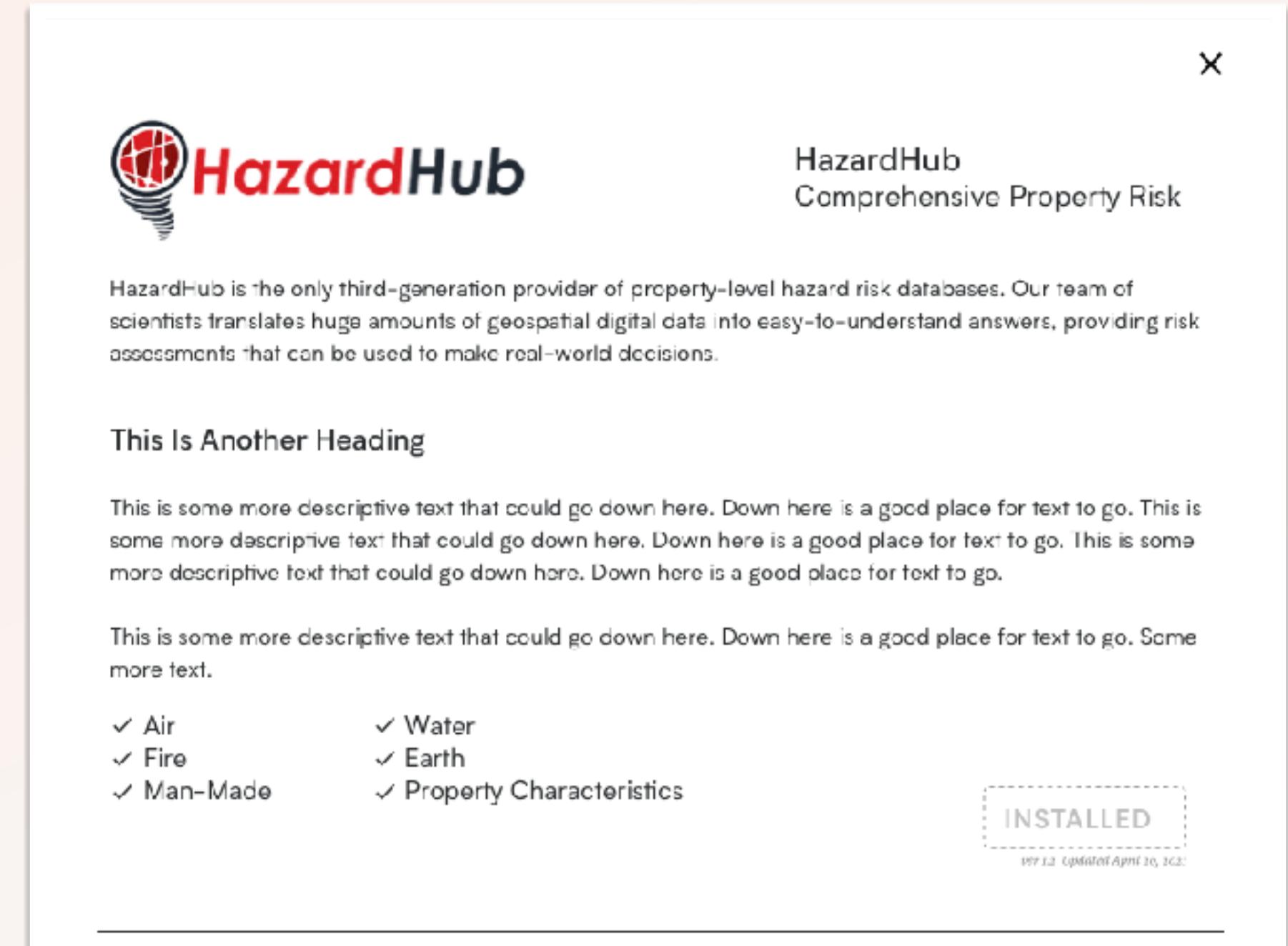
- Property Insights:** Shows roof conditions like "ROOF DAMAGE Damaged" and "ROOF STAINING Prevalent".
- Roof Conditions Observed Across the Property:** A grid showing details for different parts of the roof.
- Features:** Lists features such as "SWIMMING POOL None".
- Size:** Provides information on the property's footprint and building area.

The screenshot shows the HazardHub™ Insights dashboard integrated with the Betterview profile. It includes the following sections:

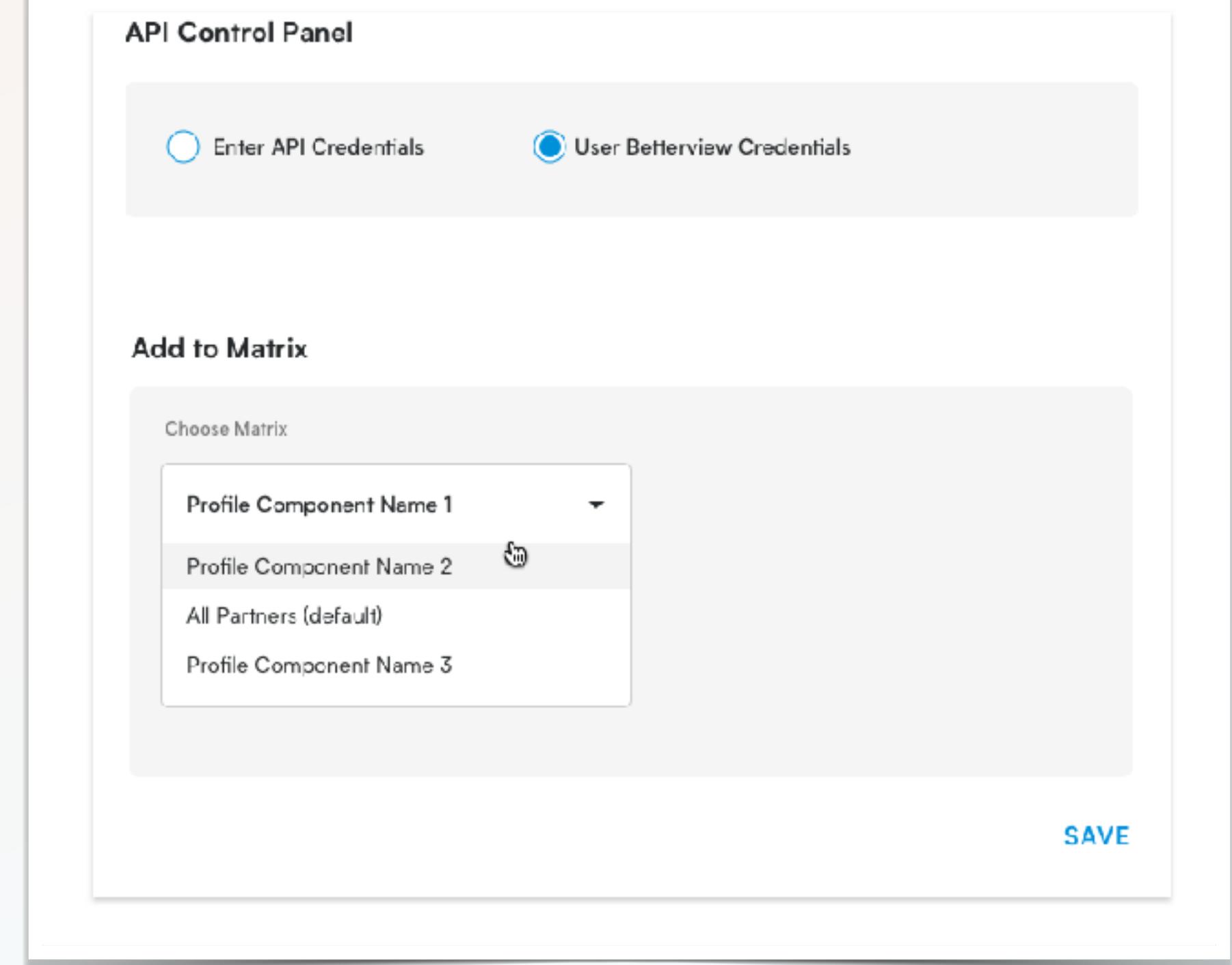
- EARTH RISKS:** Lists risks like Earthquake, Nearest Faultline, Fracking Quakes, Mine Subsidence, and Mine Subsidence, each with a description and score.
- WATER RISKS:** Lists risks like Earthquake, Nearest Faultline, Fracking Quakes, Mine Subsidence, and Mine Subsidence, each with a description and score.
- WIND RISKS:** Lists risks like Earthquake, Nearest Faultline, Fracking Quakes, Mine Subsidence, and Mine Subsidence, each with a description and score.
- eZValue™:** Shows replacement cost calculations and cash value estimations.
- Heading:** Lists risks like Earthquake, Nearest Faultline, Fracking Quakes, Mine Subsidence, and Mine Subsidence, each with a description and score.
- Heading:** Lists risks like Earthquake, Nearest Faultline, Fracking Quakes, Mine Subsidence, and Mine Subsidence, each with a description and score.
- Another Heading:** Shows categories like "DEBRIS ON THE ROOF" and "ROOF WEAR" with their respective scores.
- Another Heading:** Shows categories like "DEBRIS ON THE ROOF" and "ROOF WEAR" with their respective scores.

Deep Configuration Equals Deep Value for Underwriters

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



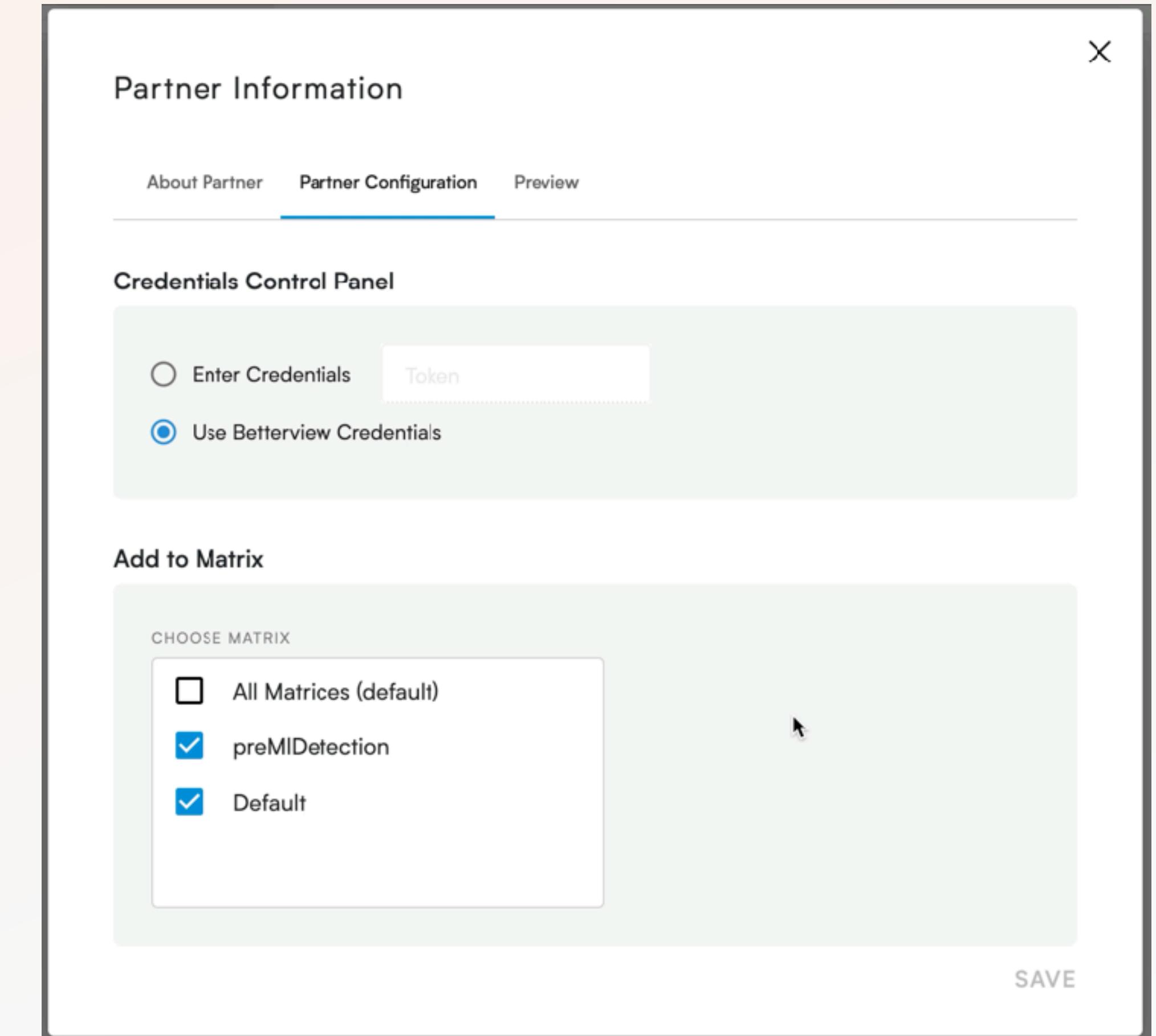
The screenshot shows the HazardHub integration setup. At the top, the HazardHub logo and tagline "Comprehensive Property Risk" are displayed. Below this, a descriptive text block states: "HazardHub is the only third-generation provider of property-level hazard risk databases. Our team of scientists translates huge amounts of geospatial digital data into easy-to-understand answers, providing risk assessments that can be used to make real-world decisions." A heading "This Is Another Heading" is followed by three paragraphs of placeholder text. On the right, there are two columns of checkmark icons: "Air", "Fire", and "Man-Made" in the first column, and "Water", "Earth", and "Property Characteristics" in the second. A "INSTALLED" badge with the text "ver 1.2 Updated April 10, 2023" is visible. A horizontal line separates this from the "API Control Panel".



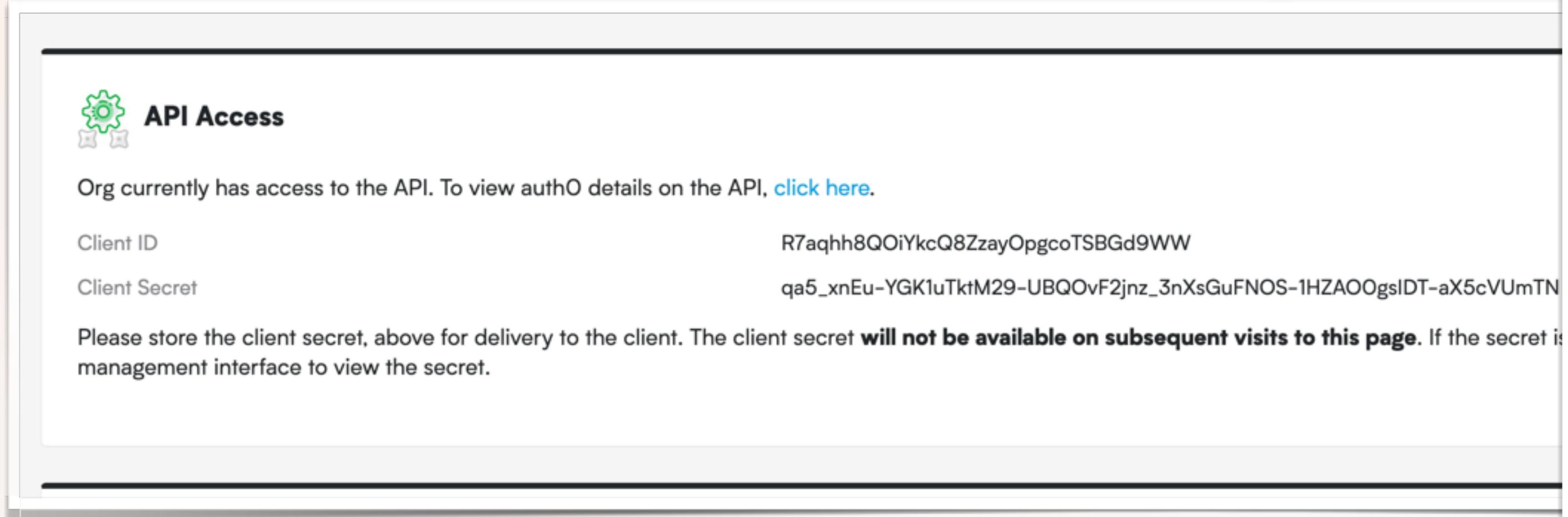
The API Control Panel section includes a radio button for "Enter API Credentials" and one for "User Betterview Credentials", with the latter being selected. Below this is the "Add to Matrix" section, which contains a dropdown menu titled "Profile Component Name 1" with options: "Profile Component Name 2" (selected), "All Partners (default)", and "Profile Component Name 3". A "SAVE" button is located at the bottom right of this panel.

Deep Configuration Equals Deep Value for Underwriters

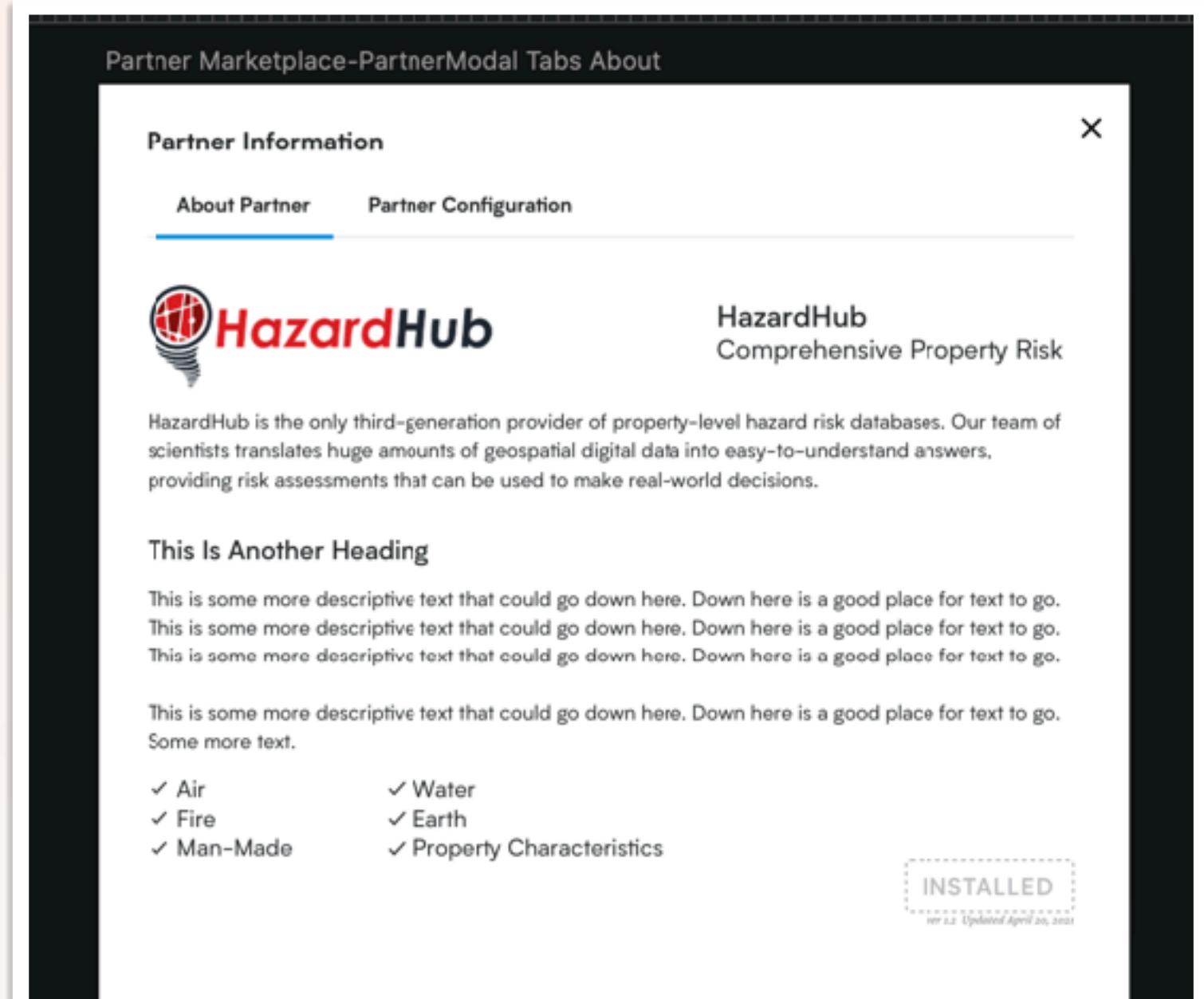
API credentials no longer have to go through a Betterview administrator, and by choosing to expose all available partner datapoints in an easy-to-use workflow, insurance agents can custom-tailor the profile of each property they are managing or prospectively evaluating. This is part of the white-glove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



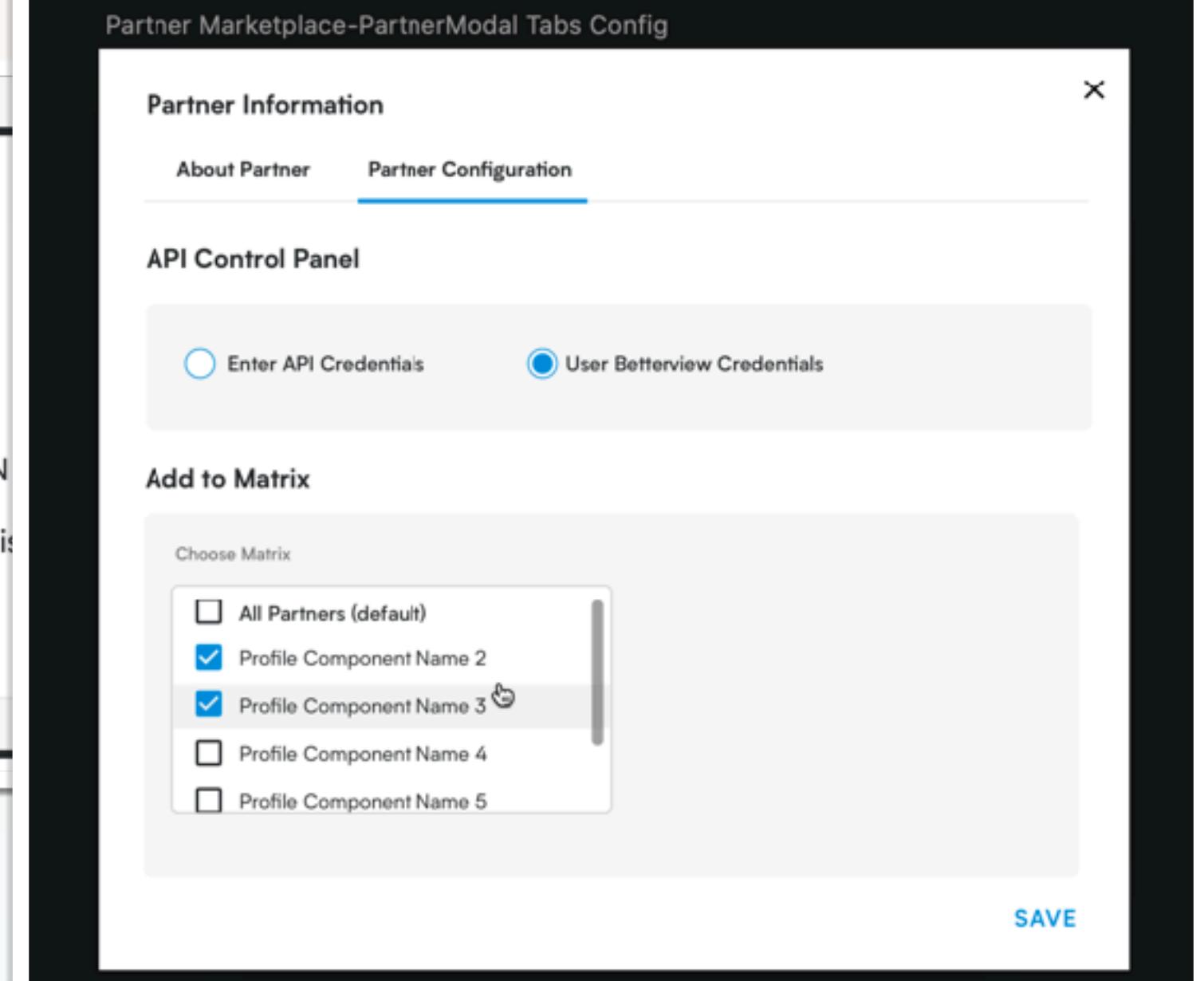
Part of the onboarding flow for PartnerHub includes a portal for user administrators to add their own custom 3rd party data integrations through our API Access workflow



The screenshot shows the 'API Access' section of a web application. It features a green gear icon and the title 'API Access'. Below this, it states: 'Org currently has access to the API. To view auth0 details on the API, [click here](#)'. It displays two sets of credentials: 'Client ID' (R7aqhh8QOjYkcQ8ZzayOpgcoTSBGd9WW) and 'Client Secret' (qa5_xnEu-YGK1uTktM29-UBQOvF2jnz_3nXsGuFNOS-1HZAO0gsIDT-aX5cVUmTN). A note below the secret reads: 'Please store the client secret, above for delivery to the client. The client secret **will not be available on subsequent visits to this page**. If the secret is lost, go to the management interface to view the secret.'



The screenshot shows the 'Partner Information' modal. At the top, there's a logo for 'HazardHub' and its tagline 'Comprehensive Property Risk'. Below the logo, a paragraph of descriptive text is present. A list of checked items follows: '✓ Air', '✓ Fire', '✓ Man-Made', '✓ Water', '✓ Earth', and '✓ Property Characteristics'. In the bottom right corner of the modal, there's a small box labeled 'INSTALLED' with the text 'ver 1.2 Updated April 26, 2021'.



The screenshot shows the 'Partner Configuration' modal. It includes an 'API Control Panel' section with two radio button options: 'Enter API Credentials' (unchecked) and 'User Betterview Credentials' (checked). Below this is an 'Add to Matrix' section. A 'Choose Matrix' dropdown menu is open, showing several options with checkboxes: 'All Partners (default)' (unchecked), 'Profile Component Name 2' (checked), 'Profile Component Name 3' (checked), 'Profile Component Name 4' (unchecked), and 'Profile Component Name 5' (unchecked). At the bottom right of the modal is a 'SAVE' button.

Partner Marketplace-PartnerModal Tabs About

Partner Information

About Partner Partner Configuration


HazardHub

HazardHub
Comprehensive Property Risk

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

This Is Another Heading

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

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

<input checked="" type="checkbox"/> Air <input checked="" type="checkbox"/> Fire <input checked="" type="checkbox"/> Man-Made	<input checked="" type="checkbox"/> Water <input checked="" type="checkbox"/> Earth <input checked="" type="checkbox"/> Property Characteristics
---	--

INSTALLED
ver 1.2 Updated April 26, 2023

Partner Marketplace-PartnerModal Tabs Config

Partner Information

About Partner Partner Configuration

API Control Panel

Enter API Credentials
 User Betterview Credentials

Add to Matrix

Choose Matrix

All Partners (default)

Profile Component Name 2

Profile Component Name 3

Profile Component Name 4

Profile Component Name 5

SAVE

The screenshot displays a mobile application interface for property valuation. At the top right, a header bar shows the user's name, Christina Day, and their role, Berthetview Admin - Rent. Below the header, a large blue button labeled "COMPLETE" is visible. The main content area features a title, "e2Value Pronto Commercial-copy", followed by a detailed table of property characteristics and their values. To the left of the table, a vertical sidebar lists five categories with corresponding icons: "PARTNERHUB DATAPPOINT" (New), "HEADER TEXT", "LOGO WITH TEXT", and "TEXT". On the right side of the screen, a satellite map of a residential area is shown, with a green line drawn across it, likely indicating the property boundary. The map includes various control buttons for zooming and panning.

Characteristic	Value
Low Replacement Cost Value	\$5,000,000
Medium Replacement Cost Value	\$7,000,000
High Replacement Cost Value	\$10,000,000
Total Square Footage	--
Year Built	--
Type of Construction	--
Quality of Construction	--
Primary Exterior	--
Primary Roof Covering	--

The screenshot displays the HazardHub mobile application interface. At the top, a header bar shows the user's name, Christina Day, and their role, Benthaven Admin - root. Below the header, a large blue button labeled "COMPLETE" is visible. To the right of the button, a section titled "ROOF CONDITION" displays the status "100 out of 100 - January 7, 2021".

The main content area features two data cards, each consisting of a logo, a title, and several data points. The first card is titled "HazardHub | Card Title" and contains the following data:

DATA TITLE	DATA TITLE
Datapoint	Datapoint

The second card is also titled "HazardHub | Card Title" and contains the following data:

Data Title	Datapoint
Data Title	Datapoint

On the left side of the screen, there is a vertical sidebar with various icons and buttons, including "CONDITION", "CHANCES", "FLAGS", "ACTUATOR", "MEASURE", "SHARE", and "EXPORT". At the bottom of the screen, there are zoom controls ("+/-") and a "Leaflet" footer.

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

The screenshot shows the 'Build Your Card' feature in the PartnerHub application. On the left, a sidebar displays 'OTHER HEADING' and 'SWIMMING POOL: None'. The main area is titled 'Build Your Card' and contains two panels: 'HazardHub' on the left and 'Card Title' on the right.

HazardHub Panel:

- Wildfire:**
 - Wildfire Grade
 - Composite Score
 - Wildfire Distance to High/Very High Area
 - Number of burn points within 1/2 mile
 - Number of burn points within 1 mile
- Earthquake:**
 - Earthquake Grade

Buttons: CLEAR, SELECT ALL, SAVE LAYOUT

Card Title Panel:

- Wildfire:**
 - Wildfire Grade: D High Risk
 - Wildfire Distance to High/Very High Area: 969
 - Number of burn points within 1/2 mile: 0
- Landslide:**
 - Landslide Grade: B Low Risk
- Earthquake:**
 - Earthquake Grade: D High Risk

Right Side (Partial View):

- Condition: Imagery: 0/6/11
- of 100
- BLDG COUNT: 1
- ROOF FOOTPRINT: 2178 ft²
- IMPACTED SQ FT: 8%, 177 ft²
- # BLDGS: 1
- BLDG ID'S: 1
- Sort by: Building Numbers
- SWIMMING POOL: No (Count: 0.0 ft²)
- TRAMPOLINE: No (Count: 0.0 ft²)
- DEBRIS ON PROPERTY: No (Count: 0.0 ft²)

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

The diagram illustrates the PartnerHub onboarding workflow, showing the main marketplace interface and various configuration steps for different components.

Main Interface: The top-left shows the PartnerHub Marketplace dashboard with a grid of cards. A dashed arrow points from the main interface to the **DataFusion** configuration window.

DataFusion Configuration (Top Left): This window shows a preview of the DataFusion component with the title "DataFusion Enhance Flags with your own custom data points". It includes a "SET UP" button and a "CREATE" button at the bottom.

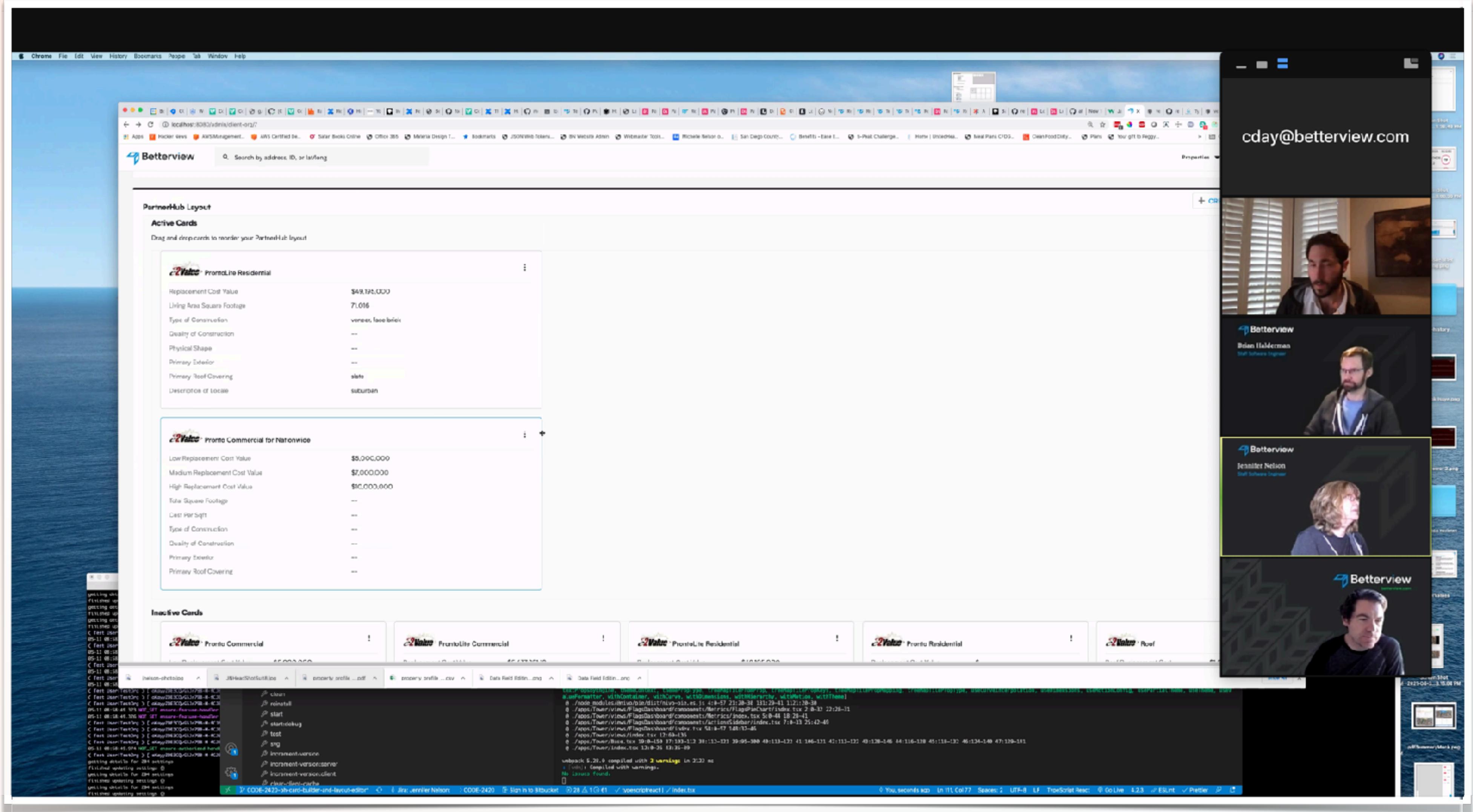
DataFusion Configuration (Top Right): This is a modal titled "Partner Marketplace-PartnerModal Tabs Config Copy". It has tabs for "Information", "Configuration", and "Preview". The "Configuration" tab is active, showing a form to "Create a Key/Value pair (data point)". Fields include "KEY (LABEL)", "TITLE (PLACEHOLDER)", "DESCRIPTION", "DATA TYPE", and "REQUIRE". Buttons for "CREATE", "UNDO CHANGES", and "SAVE" are at the bottom.

DataFusion Configuration (Bottom Right): Another instance of the "Partner Marketplace-PartnerModal Tabs Config" window, identical in structure to the one above it, showing a table of key-value pairs.

GraphMerge Configuration (Bottom Left): This window shows a preview of the GraphMerge component with the title "GraphMerge Upload a nonstandard schema". It includes a "UPLOAD" button and a "NEXT" button at the bottom.

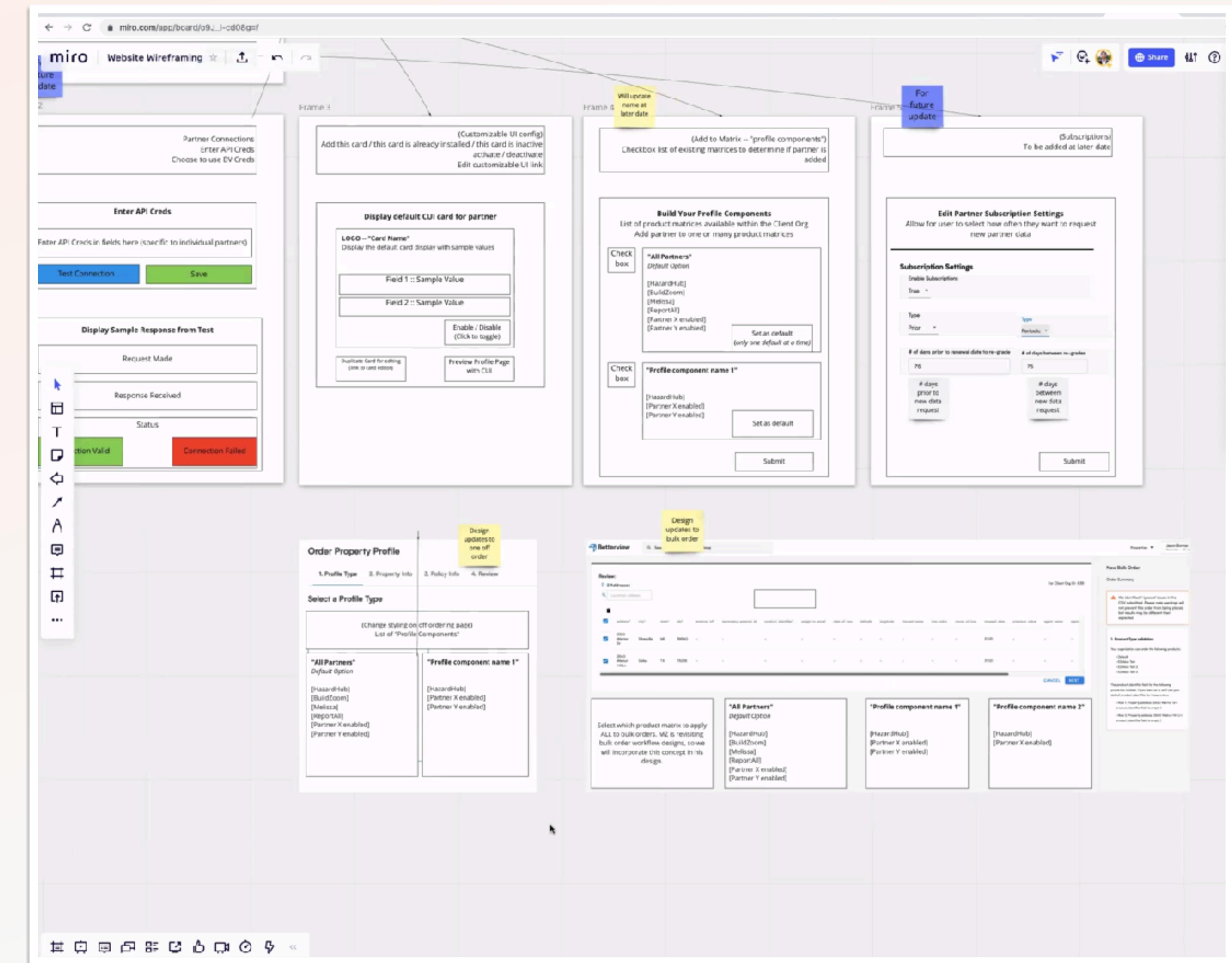
GraphMerge Configuration (Bottom Right): This is a modal titled "Partner Marketplace-PartnerModal Tabs About Copy". It has tabs for "Information", "Configuration", and "Preview". The "Configuration" tab is active, showing a section titled "Standardize data values" with a list of items to map to "Column Header". Buttons for "UNDO CHANGES" and "SAVE" are at the bottom.

Defining key elements of the PartnerHub onboarding workflow in Sketch



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

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





CASE STUDIES

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

A Customizable Interface for Customizable Reporting

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

The screenshot displays the Betterview software interface for a property located at 4119 S Lake Orlando Pkwy, Orlando, FL 32808. The interface is organized into several sections:

- Properties:** Nancy Wellington, Nationwide Mutual Insurance Company - Commercial Lines.
- PartnerHub Insights:** Shows Total Replacement Cost (\$395,395.00) and STRUCTURE COST RANGE - LOW (Cost per sqft \$157.50, Total Replacement Cost \$323,505.00).
- Environmental Risks:** Shows Wildfire Grade (D High Risk), Wildfire Distance to High/Very High Area (969), and Number of burn points within 1/2 mile (1).
- Replacement Estimates:** Shows Total Replacement Cost (\$395,395.00) and STRUCTURE COST RANGE - HIGH (Cost per sqft \$192.50).
- Permits:** This section is currently empty.

On the right side, there is a vertical sidebar with icons for different features: INSIGHTS, ACTIONS, CHANGES, ACTIVITY, MEASURE, SHARE, and EXPORT. The 'INSIGHTS' icon is highlighted.



Properties

Nancy Wellington
Nationwide Mutual Insurance Company - Commercial Lines

4119 S Lake Orlando Pkwy, Orlando, FL 32808



PartnerHub Insights

Total Replacement Cost	\$395,395.00
------------------------	--------------

STRUCTURE COST RANGE - LOW

Cost per sqft	\$157.50
---------------	----------

Total Replacement Cost	\$323,505.00
------------------------	--------------

Total Replacement Cost	\$395,395.00
------------------------	--------------

STRUCTURE COST RANGE - LOW

Cost per sqft	\$157.50
---------------	----------

Total Replacement Cost	\$323,505.00
------------------------	--------------



Environmental Risks



Replacement Estimates

WILDFIRE

Wildfire Grade	D High Risk
----------------	-------------

Wildfire Distance to High/Very High Area	969
--	-----

Number of burn points within 1/2 mile	1
---------------------------------------	---

STRUCTURE COST RANGE - HIGH

Cost per sqft	\$192.50
---------------	----------

Total Replacement Cost	\$395,395.00
------------------------	--------------

STRUCTURE COST RANGE - LOW

Cost per sqft	\$157.50
---------------	----------

Total Replacement Cost	\$323,505.00
------------------------	--------------



Permits

FLAGS
Flag History

Uncleared Flags (2)

Cleared Flags (0)



INSIGHTS



ACTIONS



CHANGES



ACTIVITY



MEASURE



SHARE



EXPORT



Wildfire Risk
Flagged Today

CLEAR

CAUSE OF FLAG

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

COMMENTS

First Last mm/dd/yy

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

Reply • Like

First Last mm/dd/yy

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

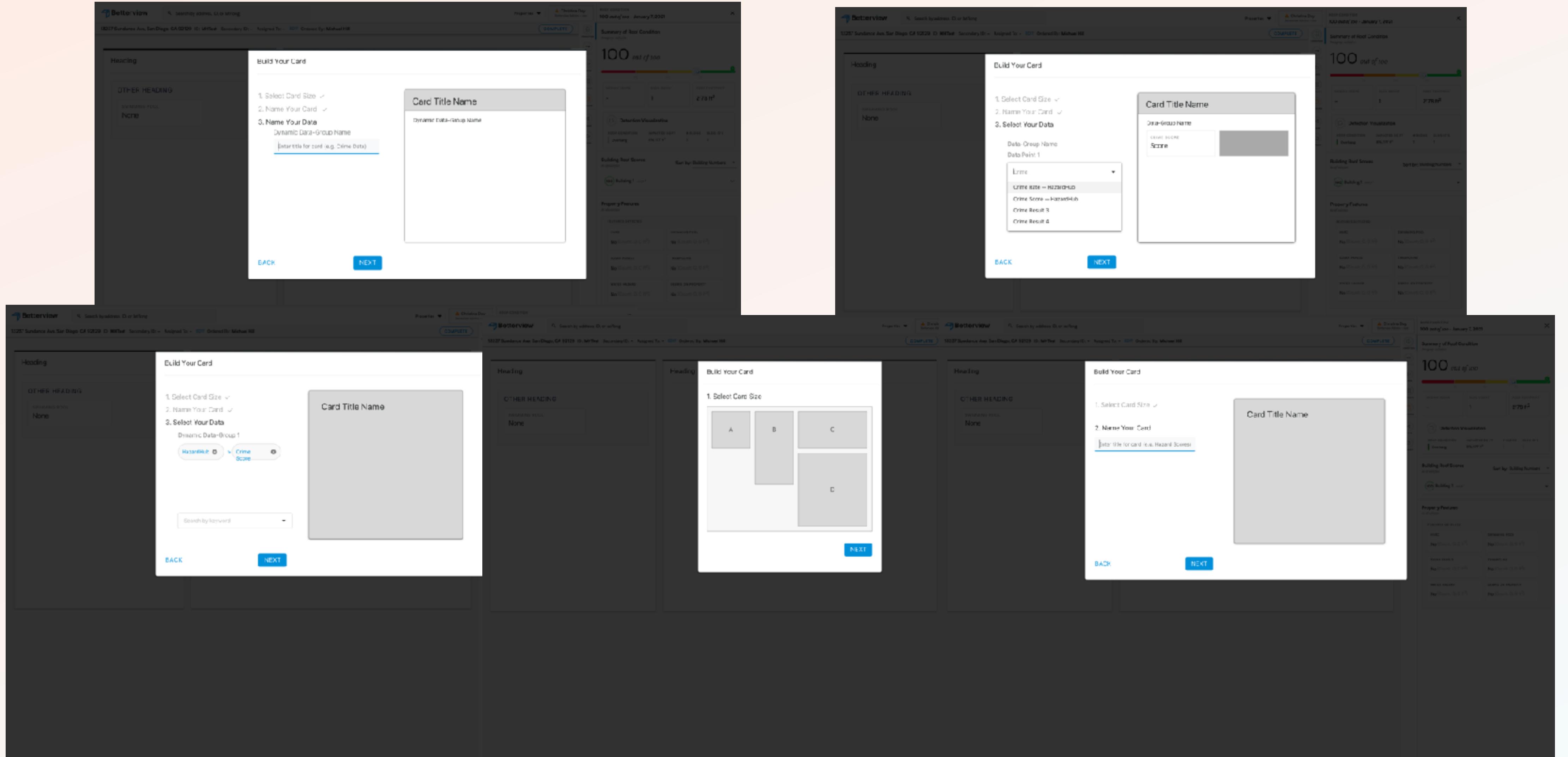
Reply • Like

Me mm/dd/yy

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

Reply • Edit • Delete • Like

Add a comment



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

Customize Your Card

[CANCEL](#)[SAVE & EXIT](#) Card Title

Subheading

[+ ADD ROW](#)

Choose Your Data

Empty

Choose Your Data

Empty

Choose Your Data

Empty

Field Attributes

Choose Data Set

HazardHub

Data Field

Type a search string then press ENTER

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

[CANCEL](#) [SELECT](#)

Choose Your Template

CANCEL

SAVE & EXIT

1. Template Name

Card Title

Wildfire

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

2. Template Name

Card Title

Wildfire

CRIME SCORE Score	CRIME SCORE Score
CRIME SCORE Score	CRIME SCORE Score

3. Template Name

Card Title

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

ACTIVE CARDS

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

Card Title

Wildfire

Wildfire Grade D High Risk

Wildfire Distance to High/Very High Area 969

Number of burn points within 1/2 mile 0

Card Title

Wildfire

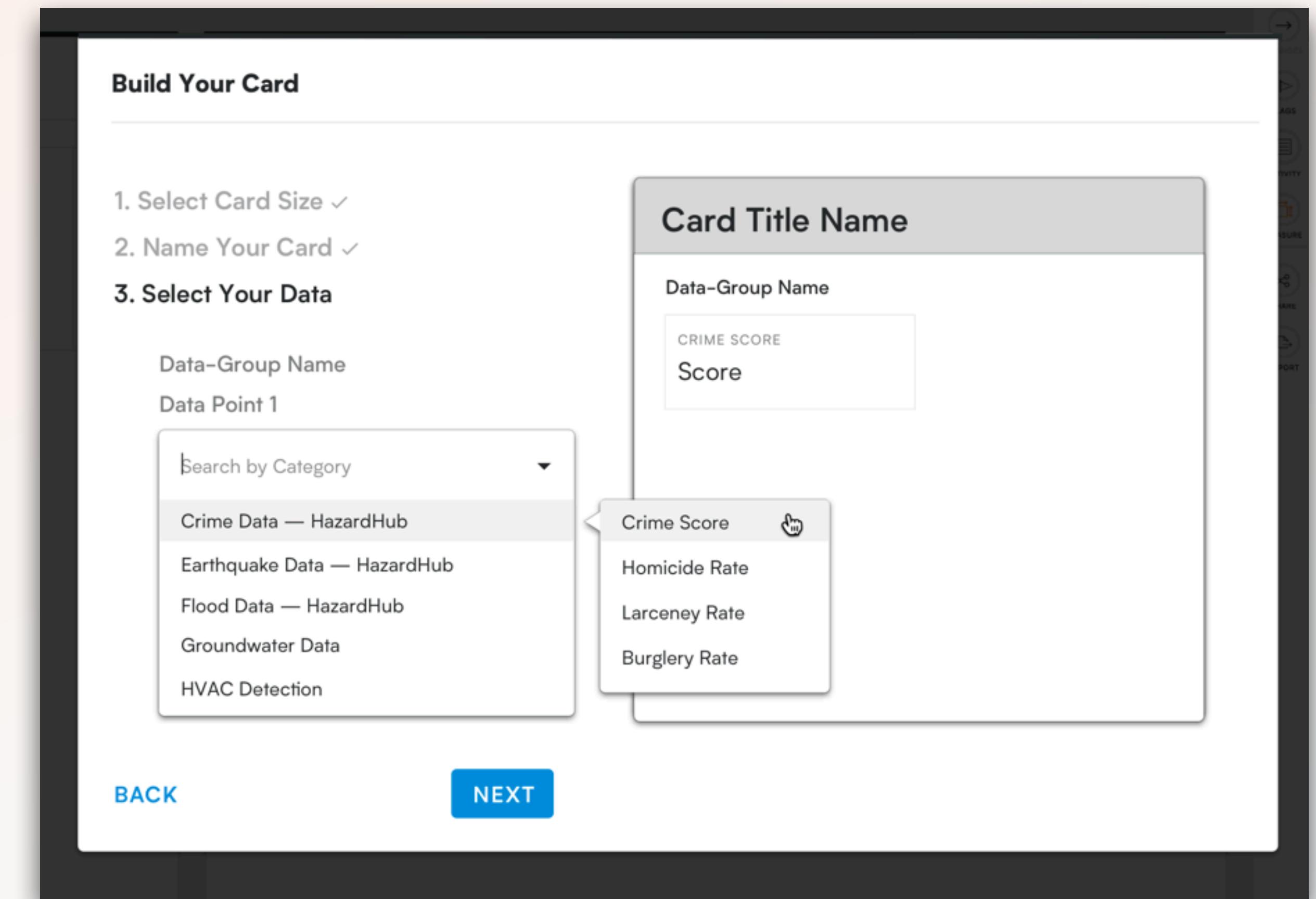
CRIME SCORE
Score

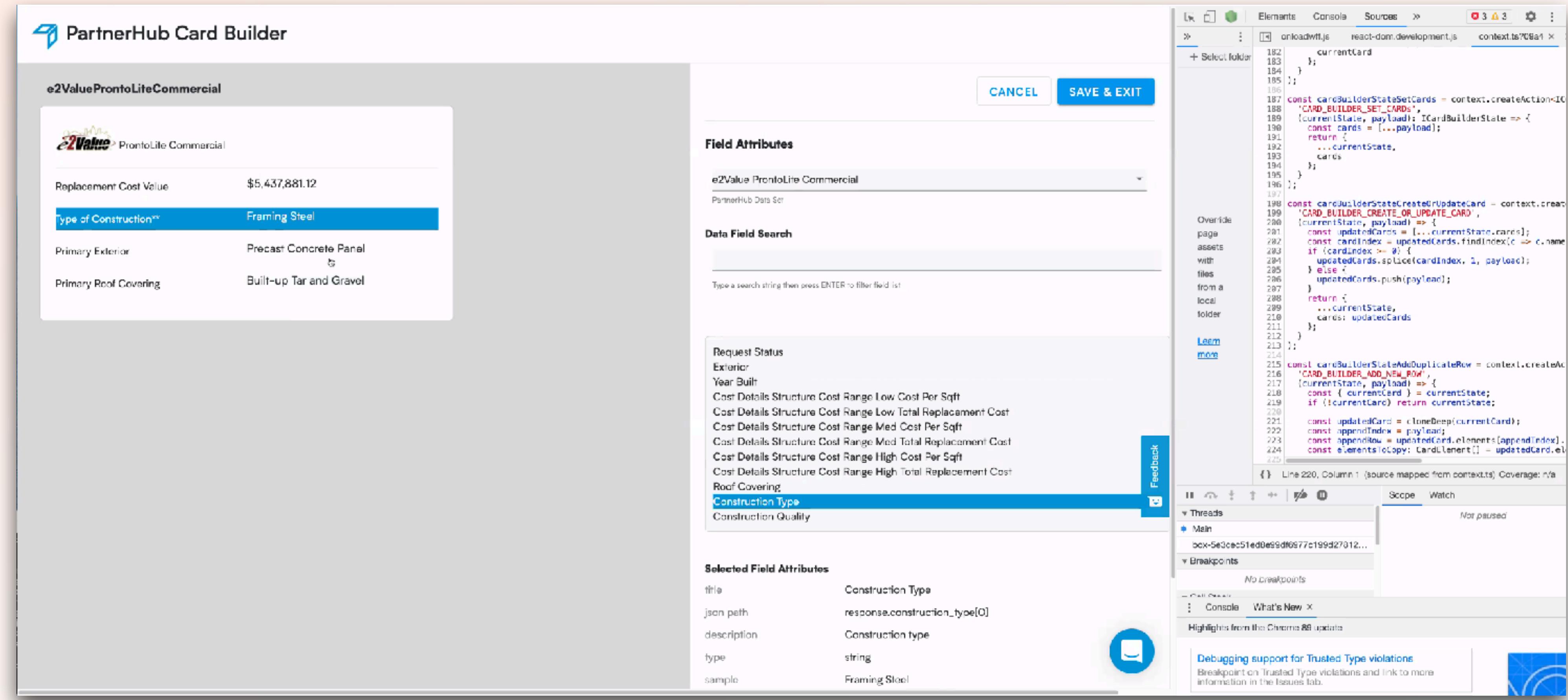
CRIME SCORE
Score

INACTIVE CARDS

Building Your Own Dashboard Components

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





The ‘Card Building’ workflow

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

The Power of Customer Uploaded Data

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

The screenshot shows the Betterview application interface. At the top, there's a search bar labeled "Search by address, ID, or lat/long". On the right, there are "Properties" and "Michael Zimmer" buttons. The main area has two main sections:

- Custom Data Schema:** This section allows users to define their own data fields. It includes a table with columns: KEY, TITLE, DESCRIPTION, DATA_TYPE, and REQUIRED. A row is currently being edited, with "key" in the KEY column and "title" in the TITLE column. There are "UNDO CHANGES" and "SAVE" buttons at the top right.
- PartnerHub Layout:** This section shows "Active Cards" and "Inactive Cards". Under Active Cards, it says "No cards have been activated for your PartnerHub layout. Click on an ellipsis menu in one of the cards below to activate that card and add it to your PartnerHub layout." Under Inactive Cards, there's a card titled "BETTERVIEW BUILDZOOM PERMITS - BUILDZOOM PERMITS" which displays a timeline from 2014 to 2021. The timeline shows the number of permits issued each year: 2014 (2), 2019 (1), 2020 (1), 2021 (1). Below the timeline, there are buttons for "Newest" and "Oldest".

On the far right, there's a vertical sidebar with "Feedback" and "Feedback" buttons, and a "Components-Layout-_appLayout" section with a "Console" and "What's New" button.

Betterview Search by address, ID, or lat/long

332 W 4th Ave, Escondido, CA 92025, USA FOOTPRINT SELECTION

Order Property Profile

Properties Test User

1. Profile Type 2. Property Info 3. Policy Info 4. Custom Data 5. Review

Custom Data

Type in a data attribute name and its value in the input boxes below, then press ENTER or click '+' to add them to the list. Click on an attribute name or value in the list to edit it. Note that all attribute names must be unique and will be automatically prefixed with 'x_.'

x_attribute name	attribute value
x_cats	no

ATTRIBUTE NAME **VALUE**

BACK **NEXT** **PLACE ORDER**

Google Maps ©2021 Google. Google Images ©2021. Mapbox Technologies, U.S. Geological Survey, USGS Earth Science Agency. [Terms of Use](#) | [Read our privacy policy](#)

Order Property Profile

updates to one off order

1. Profile Type 2. Property Info 3. Policy Info 4. Review

Select a Profile Type

(Change styling on/off ordering page)
List of "Profile Components"

"All Partners" Default Option	"Profile component name 1"
[HazardHub] [BuildZoom] [Melissa] [ReportAll] [Partner X enabled] [Partner Y enabled]	[HazardHub] [Partner X enabled] [Partner Y enabled]



CASE STUDIES

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

Action-Oriented Risk Management Tools

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

Flag History

As of 02/05/21



High Priority

Flagged 03/08/21

CAUSE OF FLAG

- Buildings 1, 2 scored between 0 and 100
- Overhang Detected on building 4 building



Yard Debris

Flagged 03/08/21

Flagged 03/08/21

ALL FLAGS

FILTER BY WORKSPACE

All workspaces

 Show deleted flags

+ CREATE A NEW FLAG

HIGH High Risk Roof Score

ACTIVATED FOR:

[Notifications \(Client Org 606\)](#), [John_Harris_Coverage \(Client Org 578\)](#), [test \(Client Org 586\)](#), [test \(Client Org 599\)](#), [Covered \(Client Org 617\)](#)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

0 ≤ Assign Roof Score Range ≤ 10

MED Medium Risk Roof Score

ACTIVATED FOR:

[Notifications \(Client Org 606\)](#), [John_Harris_Coverage \(Client Org 578\)](#), [test \(Client Org 586\)](#), [test \(Client Org 599\)](#)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

11 ≤ Assign Roof Score Range ≤ 40

LOW Low Risk Roof Score

ACTIVATED FOR:

[Notifications \(Client Org 606\)](#), [John_Harris_Coverage \(Client Org 578\)](#), [test \(Client Org 586\)](#), [test \(Client Org 599\)](#)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

41 ≤ Assign Roof Score Range ≤ 100

AP Assessor Permits

ACTIVATED FOR:

[test \(Client Org 599\)](#)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

1 ≤ Improvement Value ≤ 10000000

OR

49999 ≤ Value of permit

OR

Search: addition

OR

MB Multiple Buildings

ACTIVATED FOR:

[test \(Client Org 599\)](#)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

500 ≤ Secondary Building Size ≤ 898

WH Water Hazard

ACTIVATED FOR:

[test \(Client Org 599\)](#)

DESCRIPTION:

No description available.

CONDITIONAL STATEMENT:

Flood Risk: Yes

OR

Water Hazard: Yes

Flag Builder

DET Detections

CANCEL

SAVE & EXIT

1. Roof condition

Damage Count: 0

2. Roof attributes

Debris on Roof Count: 0

3. Property features

Missing shingles Count: 0

4. Weather

Overhang Count: 0

5. Permits

Patching Count: 0

6. Assessor data

Ponding Count: 0

7. Location

Roof Score Count: 0

8. Hazard Hub

Rust Count: 0

9. e2Value

Staining Count: 0

Wear Count: 0

Worn shingles Count: 0

0 ≤ Solar Panels ft²

OR

50 ≤ Yard Debris ≤ 100 ft²

OR

100 ≤ Yard Debris ft²

OR

0 ≤ Swimming Pool ft²

Define the relationship between variables:

OR

Feedback

Granular Control Means Optimized Communication

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

Create Flag

Name of Flag

FLAG COLOR: 

ACTIVATION STATUS: Live Draft Deleted

DESCRIPTION:

INDICATOR: Icon Text

Search all icons



CANCEL **SAVE**

Betterview Search by address, ID or lat/long Properties Jason Horner Betterview Admins - root ACTION FLOW 9449 Church Road, Dallas, TX 75...

Filter by: Order Date: Apr 2021 – Today Assigned To Flags:

Uncleared Flags

Address	Flag:	Total	External ID	Assigned To	Subscription	Score	Score Date
9449 Church Road, Dallas, TX 75238		7	CVG427098-33	-		19-100	6/18/2021
9449 Church Rd, Dallas, TX 75238		7	test	-		19-100	6/18/2021
1201 Geranium Avenue, North Port, FL 34287		6	CVG302299-263	-		20-100	6/2/2021
1299 Zurich Way, Schaumburg, IL 60196		6	TEST	-		0-100	5/3/2021
4980 City Center Boulevard, North Port, FL 34287		6	CVG302299-294	-		37-100	6/2/2021
1525 Blount St, Raleigh, NC 27603		6	1901559 Test	-		25	5/21/2021
2775 Shalimar Terrace, North Port, FL 34287		6	CVG302299-313	-		16-100	6/2/2021
121C-e N. Council, OK City, OK 73127		5	37716	-		42-66	5/12/2021
200 Whitewood St, San Antonio, TX 78242		5	363376	-		9-100	5/12/2021
5158D W Loop 281 S, Longview, TX 75605		5	383516	-		39-100	5/12/2021
6844 SATCHEL FORD RD, COLUMBIA, SC 29206		5	215632	-		7-74	5/11/2021
2170 Braeburn E Dr, Indianapolis, IN 46219		5	1150436	-		26-100	5/12/2021
440C STYERS FERRY RD, WINSTON SALEM, NC 27104		5	1021977	-		22-100	5/11/2021
6842 SATCHEL FORD RD, COLUMBIA, SC 29206		5	215633	-		7-74	5/11/2021
4141 Spring Valley Rd, Addison, TX 75001		6	CG122021-OI-JB	-		22-100	5/12/2021
4215 Eastern Ave, Baltimore, MD 21224		5	test	-		30-77	5/28/2021
02 PR 2050, Oxford, MS 38655		6	1133018	-	Q	47-100	6/30/2021
17404 E Euclid Ave, Spokane Valley, WA 99216		5	144053	-		23-89	5/12/2021
220 E Katella Ave, Anaheim, CA 92802		5	360924	-		13-100	5/12/2021

Unviewed Properties

All Properties

ACTION FLOW

Uncleared Flags (7) Cleared Flags (0)

Solar & Trampolines Flagged 06/18/21
CAUSE OF FLAG
• greater than or equal to 1 Solar Panels on property

Extreme Hail Risk Flagged 06/18/21
CAUSE OF FLAG
• enhanced hail params.nearest hail incident.year between 2014 and 2050
• enhanced hail params.nearest hail incident.inches between 0.75 and 30

High Hail Risk Flagged 06/18/21
CAUSE OF FLAG
• Damaging hail events over the last 10 years: greater than or equal to 15

High Priority Flagged 06/18/21
CAUSE OF FLAG
• Buildings 1, 2, 12, 14 scored between 0 and 60
• Building 13 Overhang Detected between 10 and 100%

Medium Priority Flagged 06/18/21
CAUSE OF FLAG
• Buildings 3, 9 scored between 51 and 80

Metal Roofs with Rust Flagged 06/18/21

Feedback

Betterview		Search by address, ID, or lat/long		Properties		Jason Bonner Betterview Admins - root		PROPERTY ACTION Summary of Flagged Prop	
Filter by:		Order Date: Mar 2021 - Today		Assigned To		Flags:			
Uncleared Flags		Unviewed Properties		All Properties					
Address	Flags ↓	Total	External ID	Assigned To	Subscription	Score	Score Date		
1309 Holly Drive, Richardson, TX 75080		7	CVG427088-45	-		23-100	6/18/2021		
9449 Church Rd, Dallas, TX 75238		7	test	-		19-100	6/18/2021		
9449 Church Road, Dallas, TX 75238		7	CVG427088-33	-		19-100	6/18/2021		
1201 Geranium Avenue, North Port, FL 34287		6	CVG362299-283	-		20-100	6/2/2021		
4980 City Center Boulevard, North Port, FL 34287		6	CVG362299-294	-		37-100	6/2/2021		
1299 Zurich Way, Schaumburg, IL 60196		6	TEST	-		0-100	5/3/2021		
1525 Blount St, Raleigh, NC 27603		6	1901559 Test	-		25	5/21/2021		
2775 Shalimar Terrace, North Port, FL 34287		6	CVG362299-313	-		15-100	6/2/2021		
1210-e N. Council, OK City, OK 73127		5	377116	-		42-66	5/12/2021		
6844 SATCHEL FORD RD, COLUMBIA, SC 29206		5	216632	-		7-74	5/11/2021		
200 Whitewood St, San Antonio, TX 78242		5	363376	-		9-100	5/12/2021		
2170 Braeburn E Dr, Indianapolis, IN 46219		5	1150436	-		26-100	5/12/2021		
4400 STYERS FERRY RD, WINSTON SALEM, NC 27104		5	1021977	-		22-100	5/11/2021		
6842 SATCHEL FORD RD, COLUMBIA, SC 29206		5	216633	-		7-74	5/11/2021		
5158D W Loop 281 S, Longview, TX 75603		5	383616	-		39-100	5/12/2021		
4141 Spring Valley Rd, Addison, TX 75001		6	05122021-01-JB	-		22-100	5/12/2021		
1151 2nd St, Bloomington, IN 47403		5	1 test	-		43-100	5/5/2021		
20021 Exeter St, Detroit, MI 48203		5	test	-		4-36	6/2/2021		
02 PR 2050, Oxford, MS 38655		6	1133018	-	0	47-100	6/22/2021		
4215 Eastern Ave, Baltimore, MD 21224		5	test	-		30-77	5/28/2021		
17404 E Euclid Ave, Spokane Valley, WA 99216		5	144053	-		23-89	5/12/2021		
5950 Sam Shapos Way, North Port, FL 34287		5	CVG362299-289	-		30-100	6/2/2021		
6851 Willow Creek Circle, North Port, FL 34287		5	CVG362299-310	-		33-88	6/2/2021		
12560 Tamiami Trail, North Port, FL 34287		5	CVG362299-327	-		47-100	6/2/2021		
104 Bombay Dr, Columbia, SC 29209		5	376244	-		8-54	5/11/2021		
5308 ELLA ST, PANAMA CITY, FL 32404		5	701450	-		0-65	5/11/2021		
730 N Circle Dr, CO Springs, CO 80909		5	142971	-		45-70	5/12/2021		
398 LANKERSHIM, HIGHLAND, CA 92346		5	921000	-		23-100	5/12/2021		
7900 Northaven Rd, Dallas, TX 75230		5	Redwoods test	-		6-100	5/4/2021		
13475 BANCROFT AVE, SAN LEANDRO, CA 94578		5	207968	-		18-69	5/12/2021		
5725 Greenwood Avenue, North Port, FL 34287		5	CVG362299-286	-		49-100	6/2/2021		
60758 County Road 19, Goshen, IN 46528		5	490644	-		4-78	5/11/2021		
284 6 Mile Rd, Whitmore Lake, MI 48189		5	381008	-		7-74	5/11/2021		
3707 Summerhill Rd, Texarkana, TX 75503		5	382145	-		8-66	5/12/2021		
350 Bateman Rd, Barrington, IL 60010		5	HNW Example	-		54	5/21/2021		

Betterview

1

618 Avenue E, San Antonio, TX 78215 COMPLETE

PRIORITY
Low - January 13, 2018

MEDIAN SCORE	BLDG COUNT	ROOF FOOTPRINT
-	1	7721 ft ²

Priority
As of 01/13/18

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

LOW

Betterview

1

5401 25th Ave, Minneapolis, MN 55417 COMPLETE

PRIORITY
Low - May 2, 2018

MEDIAN SCORE	BLDG COUNT	ROOF FOOTPRINT
-	1	2012 ft ²

Priority
As of 05/02/18

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

LOW

<https://tov...>

Property Risks Powered by **Betterview**

Additional Property Info

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

Threat of Severe Weather Threat Summary: ● High: 2 ● Moderate - High: 2 ● Moderate: 1 ● Low: 7

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

[View Low Risk Threats \(7\)](#)

Threat of Crime Threat Summary: ● Moderate: 4 ● Low: 4

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

[View Low Risk Threats \(4\)](#)

Threat of Environmental Risks Threat Summary: ● Moderate: 1

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

Other Threats Threat Summary: ● Low: 1

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

[Hide Low Risk Threats \(1\)](#)

Factors that affect confidence

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

jupyter condition_confidence_with_tf2 Last Checkpoint: 03/11/2021 (autosaved) Trusted Py

```
Predicted on 18 December 2020, 11:07:29 - log# 2020-12-18-05-14-56-644  
7.0.1, 4.0.0, 7.0.3  
  
gsd 24.2936  
overall_prediction_confidence 0.875256  
footprint_dissimilarity_score_b 30355  
footprint_dissimilarity_score_a 0  
condition_score 0.115818  
building_square_pixels 719120  
gsd_band_score 0.542384  
iip digitalGlobe  
iip_quality_score 0.75  
iip_reliability_score 1  
overhang_score 0.69356  
num_detections_score 0.961111  
structural_damage_score 1  
google_gsd_score 1  
footprint_dissimilarity_score_b_norm 0.0422113  
footprint_dissimilarity_score_a_norm 0  
footprint_norm 0.0422113  
footprint_log10norm -1.37457  
footprint_z 1.09761  
footprint_log10norm_mu -1.85603  
footprint_log10norm_sigma 0.438643  
footprint_score 0.94512  
confidence_score 0.299079  
old_confidence_score 0.316446  
Name: 897967, dtype: object  
  
structural_damage 0  
missing_shingles 0  
tarp 0  
debris 0  
rust 0  
patching 0  
ponding 0.919287  
staining 0.60984  
worn_shingles 0  
overhang 0.30644  
Name: 897967, dtype: object  
  
Condition: 11.581787869383104  
Confidence: 29.907925313208505  
https://tower.betterview.com/api/proxy/gcs/GTU/897967/masked\_building.png
```

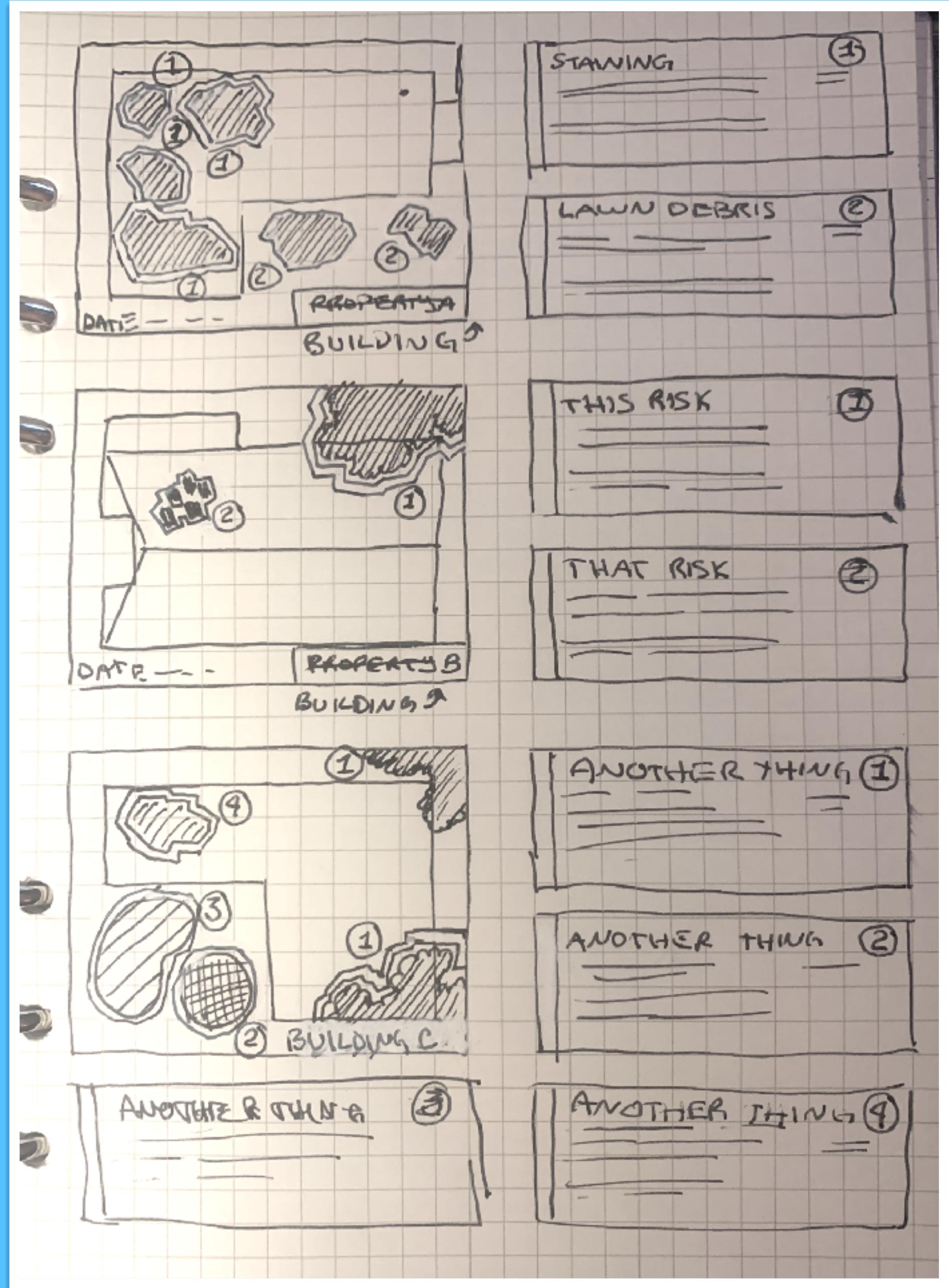


CASE STUDIES

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

Anticipating Customer Needs, Testing Before Building, Iterative Improvements

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



Staying In-Touch With Our Clientele

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

CAC Prep Questionnaire

General System Functionality

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

Features

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

Data

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

Support

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

Office Hours

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

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

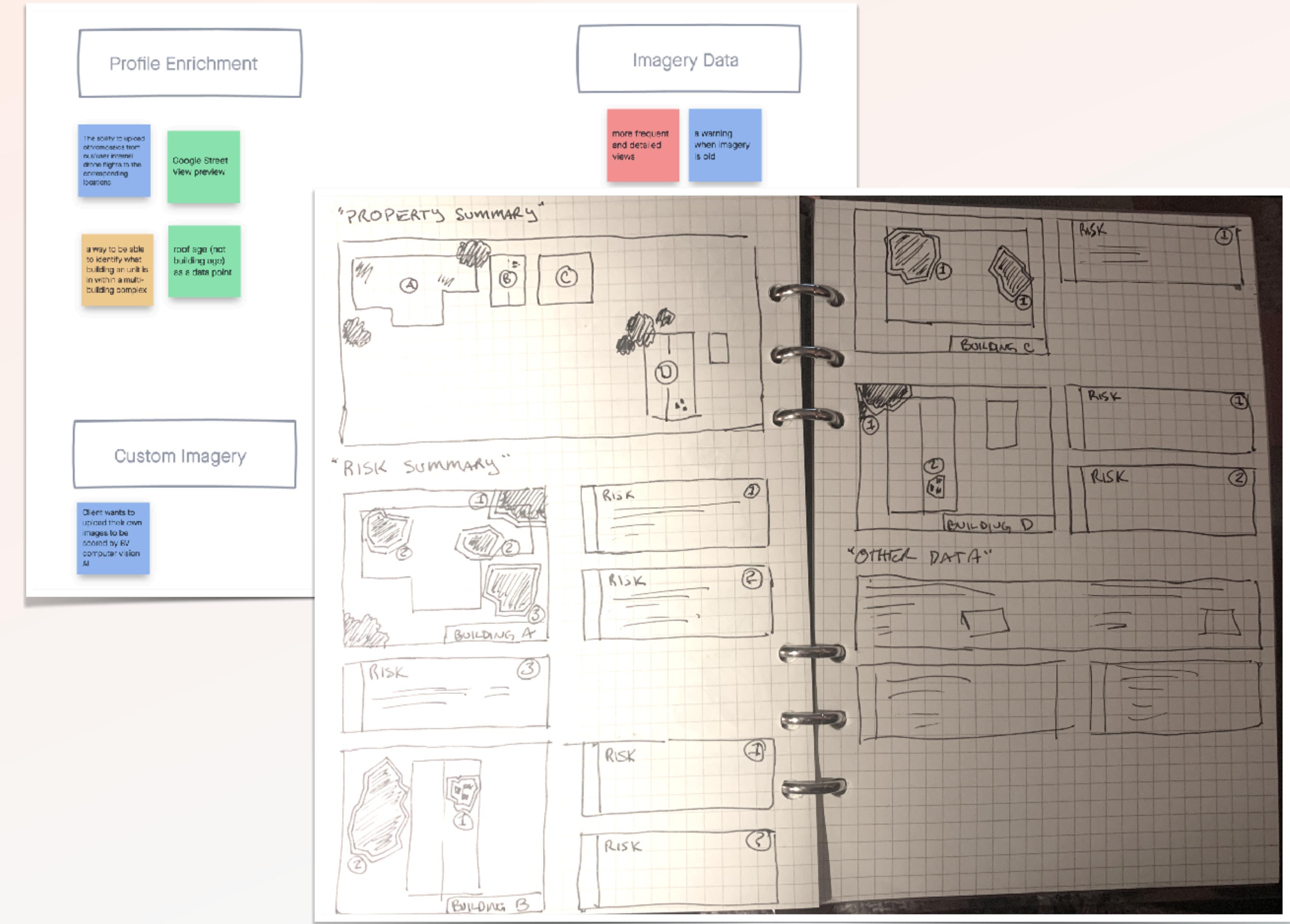
What do you like or dislike about the system functionality but believe could be better? (Likes and dislikes)	
I like the historical imagery but wish more up to date imagery was available in those areas of the country so there are less non productive profiles.	Not
I like that you can edit polygons and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

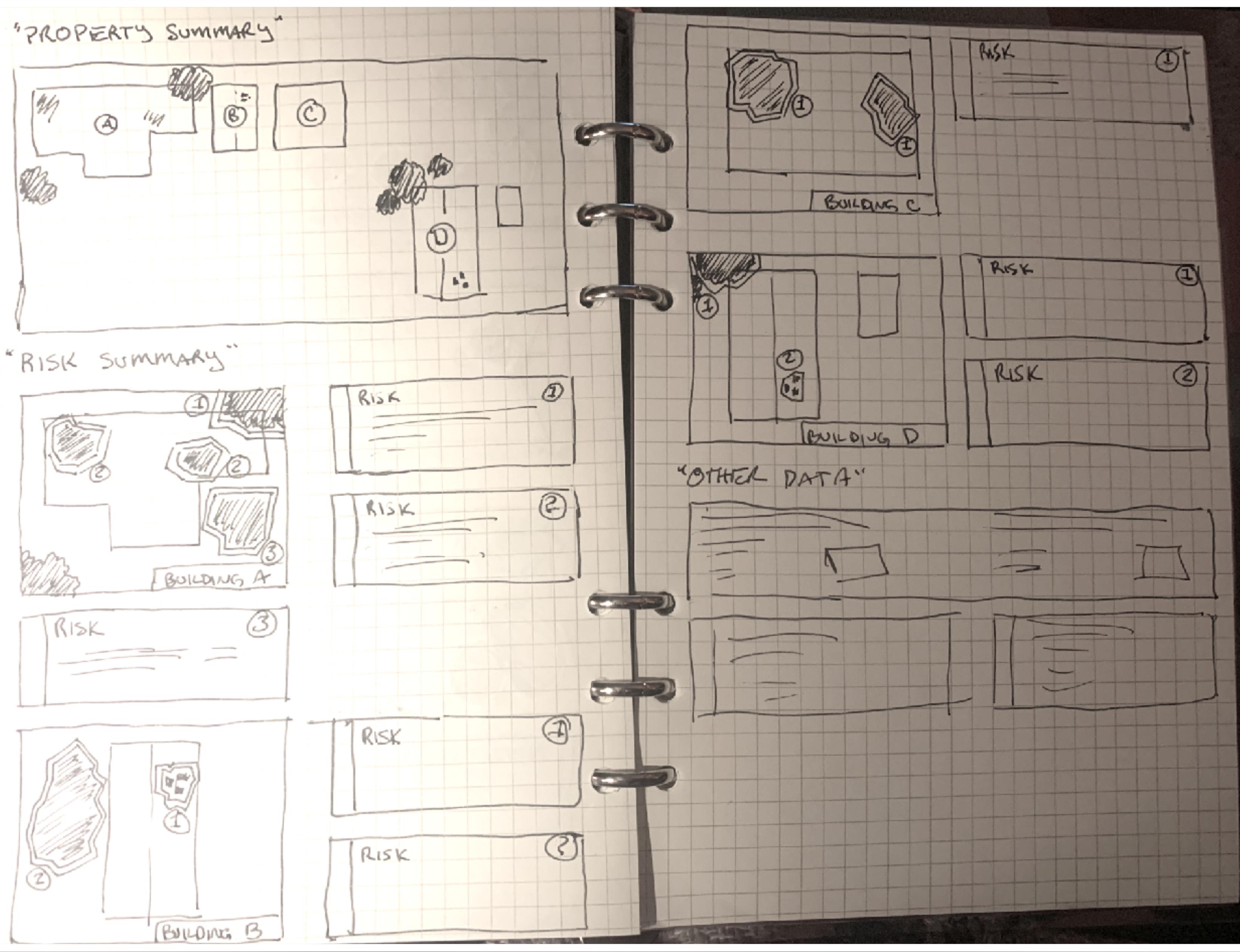
System functionality that you believe is missing or competition has that Betterview does not?	
None	
with it	I can not think of anything at this time.
Someday	Not familiar with the competition
	I would like the ability to add columns in the dashboard
	There is an opportunity for more frequent and more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

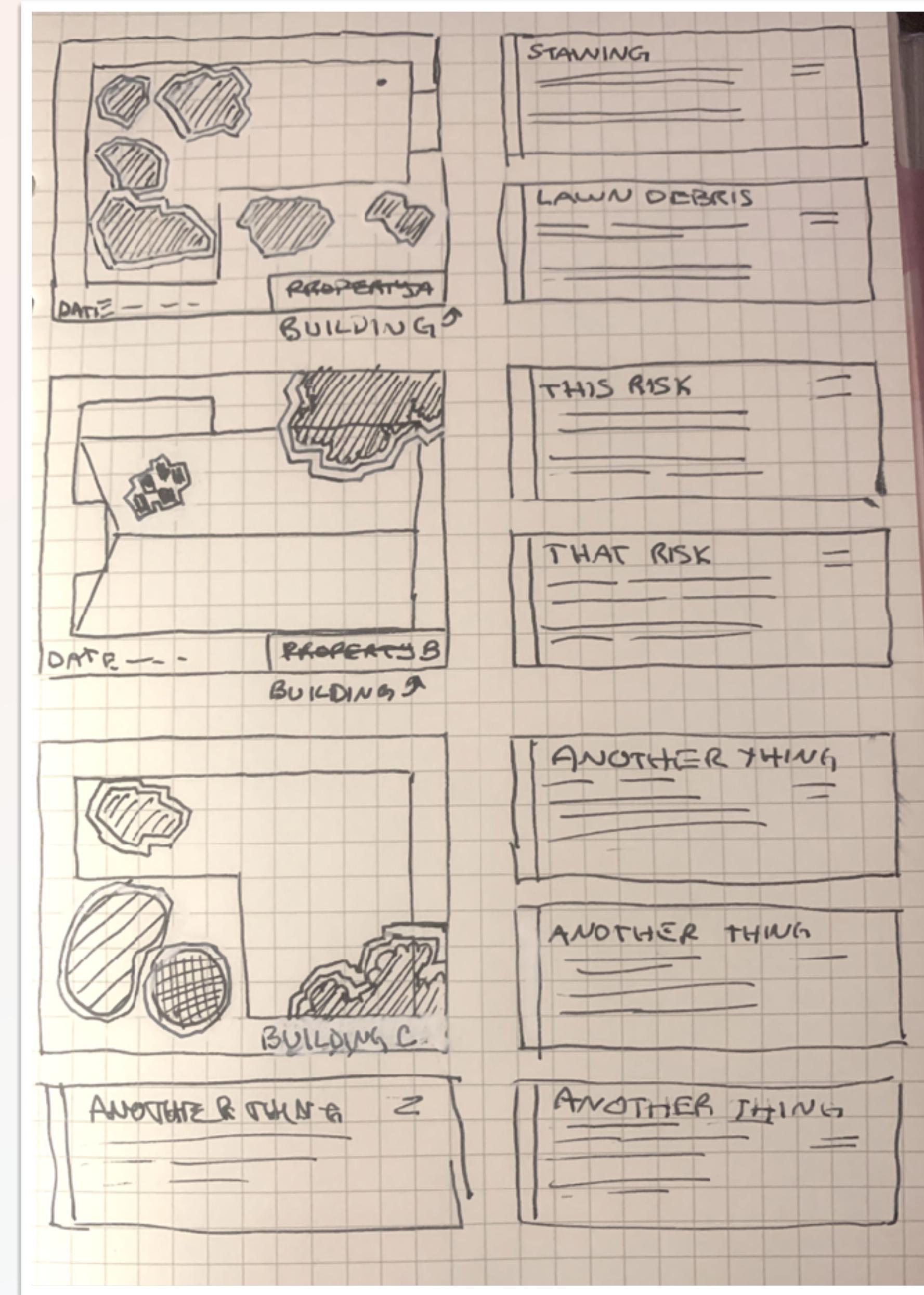
What platform features do you like or dislike and need improvements?	
None	
I really like how the imagery is extremely up to date in most cases. That allows us to be as up to date as possible when we make decisions. I do think the engineering needs a bit of smoothing out on some detections, but that is something that is being worked on.	
I like the measurement tools, and the ability to go back to past photos of the property	
The ability to view historical images is great.	
Going good	
I like the roof score, though since you have gone to AI it seems the accuracy on "poor roofs" has deteriorated. This is as a result of a poor building outline, picking up phantom buildings within the address or miss-analyzing a roof.	
Some scores appear to be artificially high and some have been "corrected" via updates.	
I like the ability to roll back through prior year imagery. Would like to see an improvement on tree shading/staining false positives. Especially prevalent on north slopes.	
a. Detections and edits - improved; but still inaccuracies in building overlay causing false positives and missed detections; even when building outlines are correct; blue metal roofs identified as tarps; b. roof shape and material detection accuracy still need improvement; c. pending detections on gable roofs (use logic to suppress)	

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

Betterview Pre







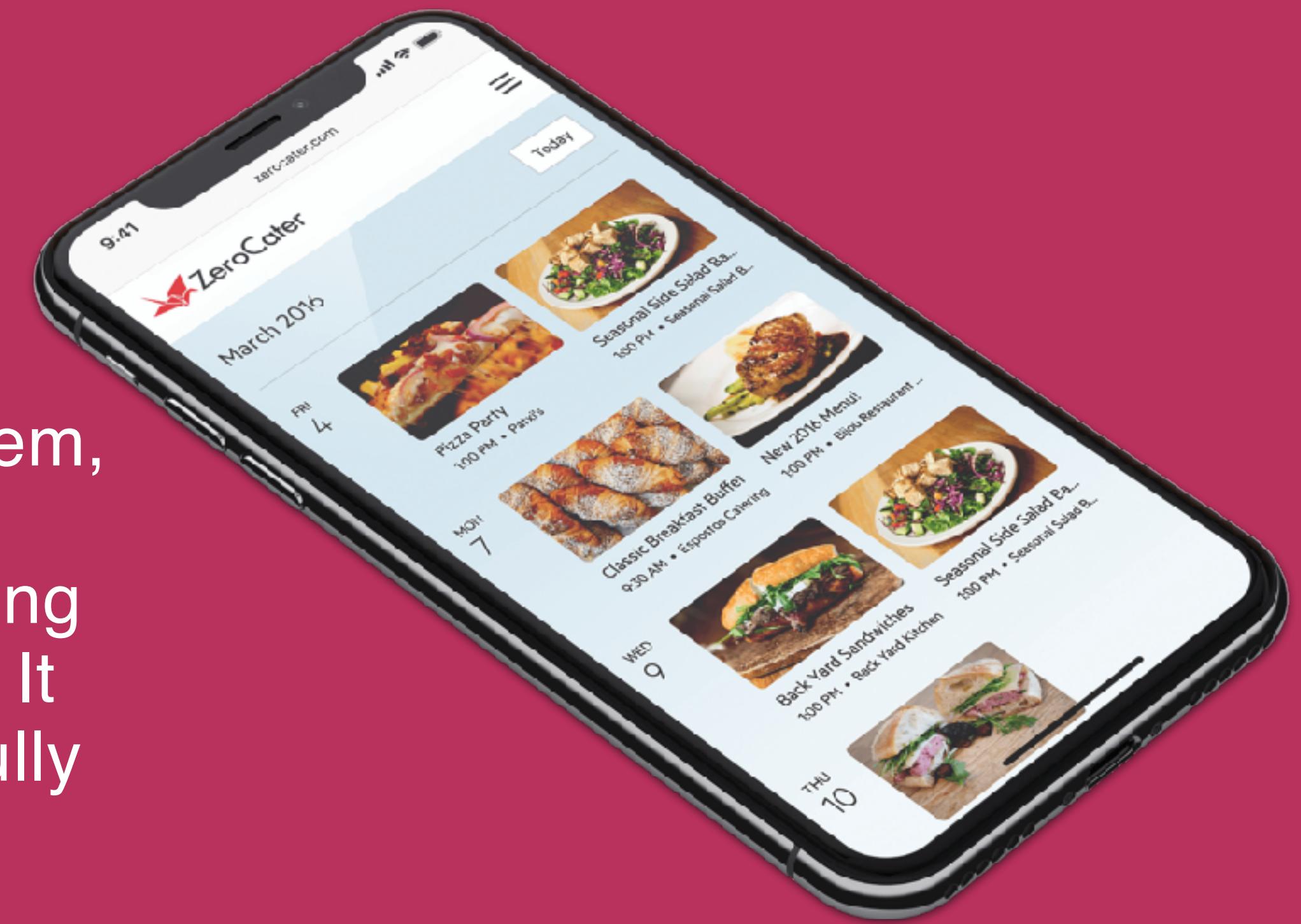


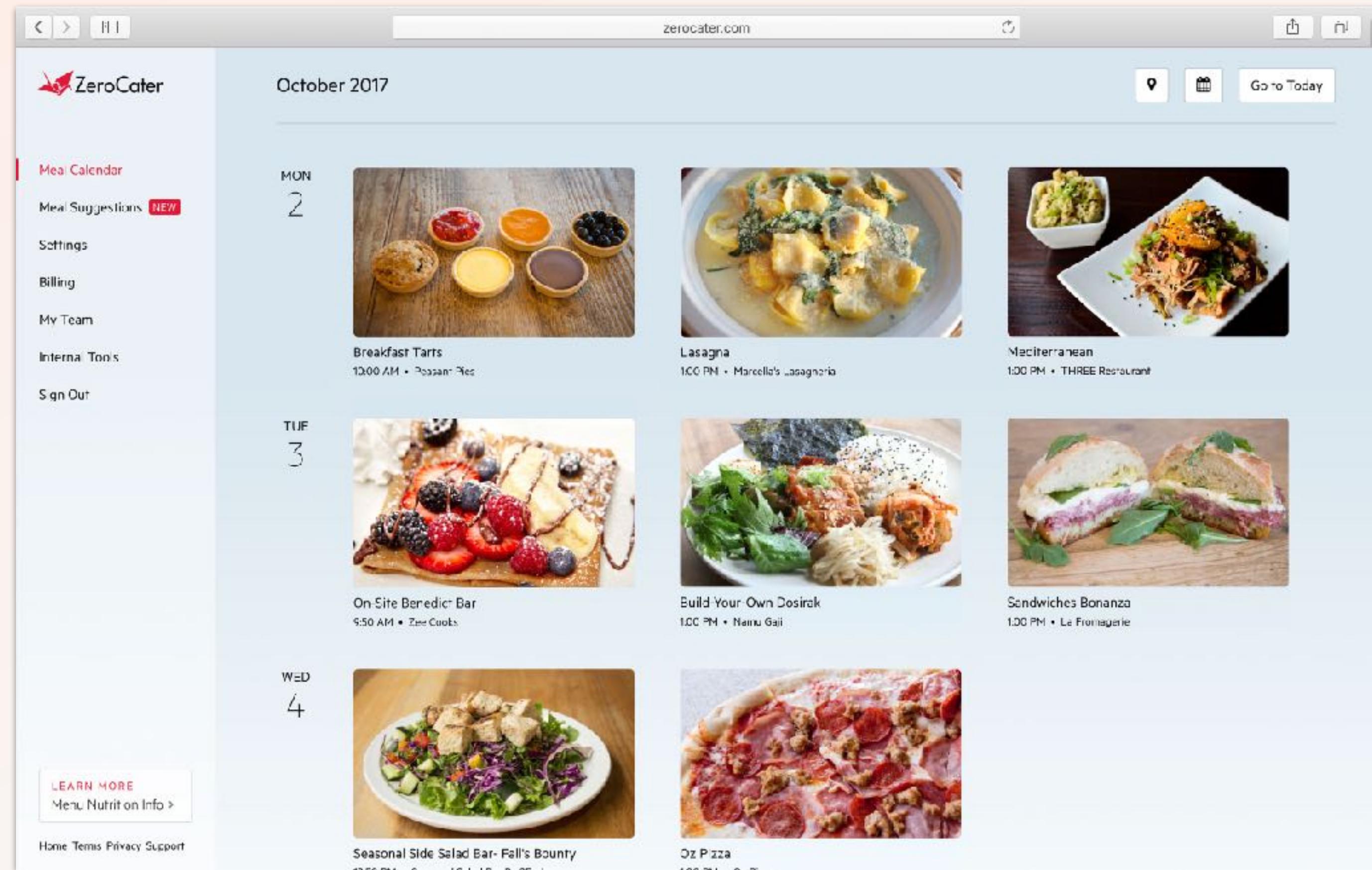
CASE STUDIES

Expanding the ZeroCater Market Footprint With New Products

Some Context: ZeroCater and the Catering Platform

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

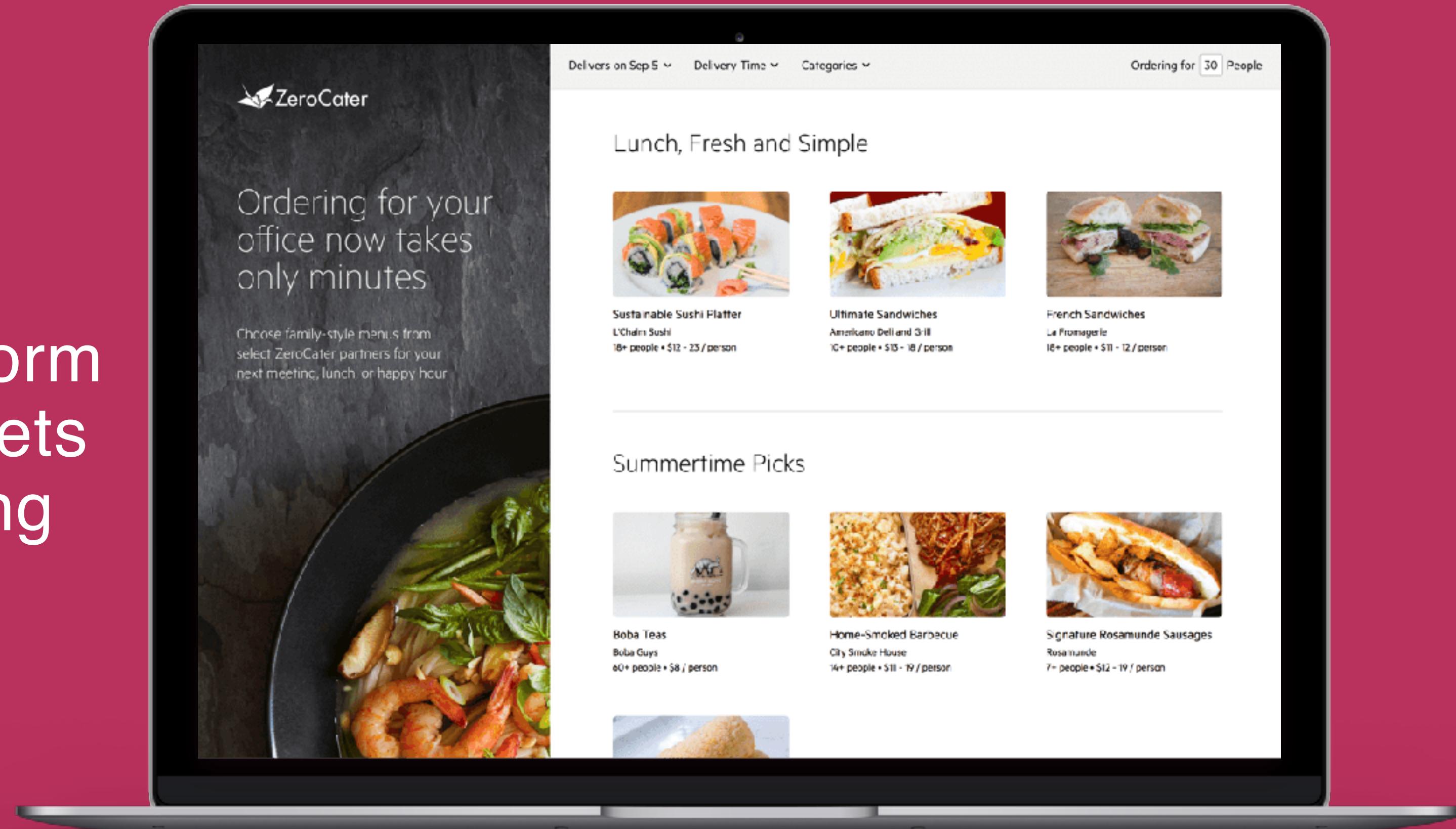




ZeroCater's customer dashboard allowed the employees of a client company to see upcoming menus, and to leave feedback on past meals. It replaced an aging Angular app that was not fully responsive.

Designing & Building ZeroCater: Marketplace

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

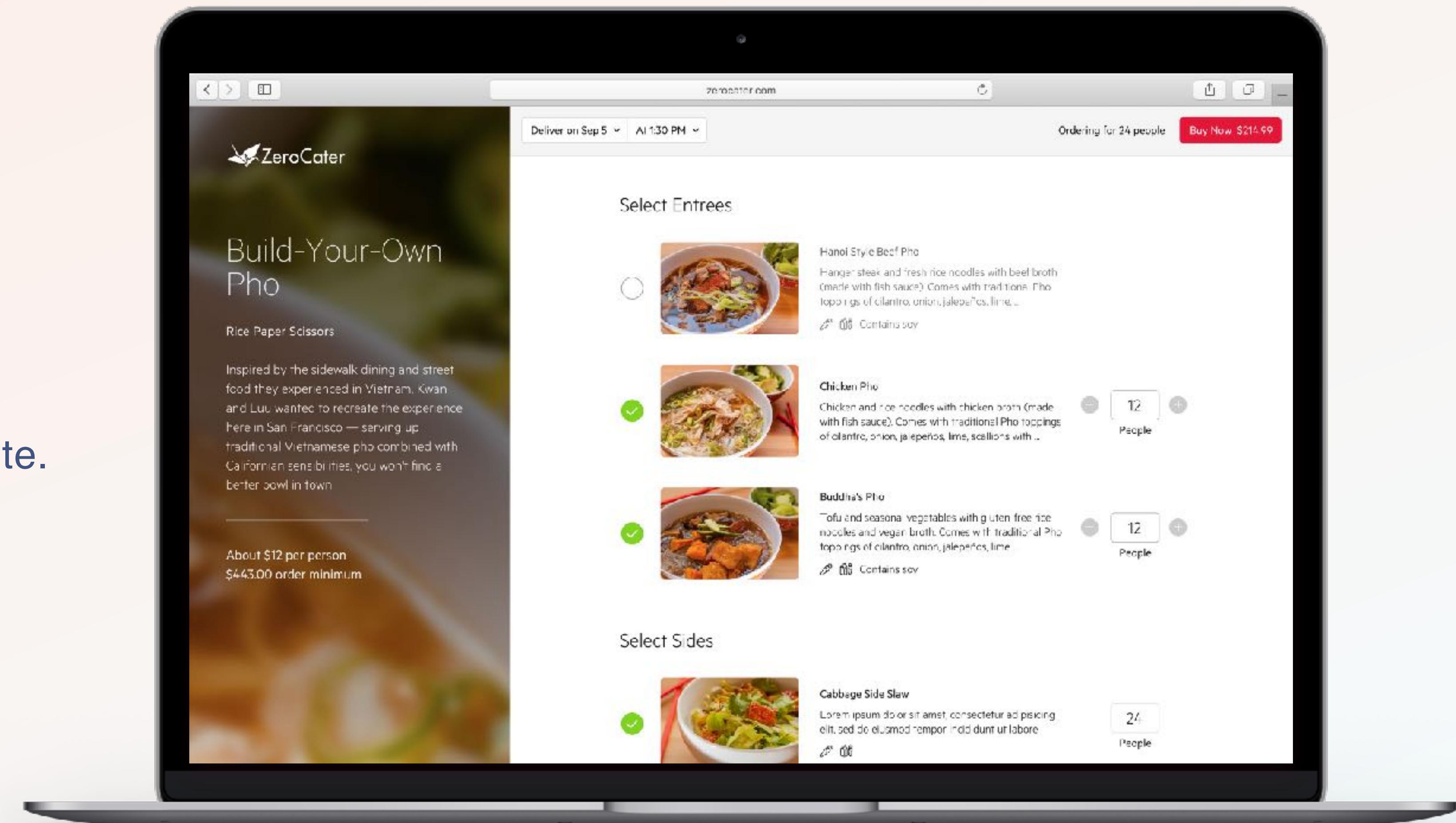


With the introduction of ZeroCater Marketplace, customers could place orders directly through a responsive website, increasing the company's capacity to generate revenue without hiring more personnel.

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

The screenshot shows the ZeroCater Marketplace website interface. At the top left is the ZeroCater logo. On the left side, there is a sidebar with links for 'Menus', 'Orders', 'Log In', and 'Sign Up'. The main content area is titled 'Menus > Sustainable Sushi Platter'. It features a section for 'L'Chaim Sushi' with a description and a note about a \$25 delivery fee. To the right, there are sections for 'About \$23 per person', 'For 18+ people', '\$348.00 order minimum', '\$25.00 delivery fee', and a total of '\$2309.23 total before tax'. A red 'Checkout \$2309.23' button is at the bottom right. The central part of the page is titled 'Select Entrees' and shows three options: 'California Roll Platter' (selected), 'Chefs Choice Fish Roll Platter', and 'Specialty Roll Platter'. Each option includes a thumbnail image, a description, and portioning options ('Portion automatically' or 'Customize portions') with dropdown menus showing counts (34, 33, 53). Below each option are two smaller images of sushi.

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



The screenshot shows the ZeroCater Marketplace homepage. The top navigation bar includes links for "WELCOME", "FEATURED", "Order Now", "Logout", and a sidebar with "Menus", "Orders", "Settings", "Admin", and "Logout". The main content area features a "EVERYDAY FAVORITES" section with three items: "St. Louis Ribs and Chicken" (Cathead's BBQ), "Moroccan Meatballs and More" (Casablanca), and "Grilled Chermoula Chicken" (Casablanca). Below this is a "FRESH INSPIRED BOWLS" section with three items: "Vietnamese Noodle Bowls" (Freshroll), "Vietnamese Rice Bowls" (Freshroll), and "Vietnamese Salad Bowls" (Freshroll). A "BROWSE" sidebar on the right lists filters for "Vegetarian", "Vegan", and "Gluten-Free".

WELCOME

FEATURED

Order Now

Logout

Menus

Orders

Settings

Admin

Logout

EVERYDAY FAVORITES

St. Louis Ribs and Chicken
Cathead's BBQ
30+ people • \$15.50 / person

Moroccan Meatballs and More
Casablanca
50+ people • \$15.50 / person

Grilled Chermoula Chicken
Casablanca
20+ people • \$15.50 / person

FRESH INSPIRED BOWLS

Vietnamese Noodle Bowls
Freshroll

Vietnamese Rice Bowls
Freshroll

Vietnamese Salad Bowls
Freshroll

BROWSE

Vegetarian

Vegan

Gluten-Free

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

Built for Growth, Tested for Quality

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

Built for Growth, Tested for Quality

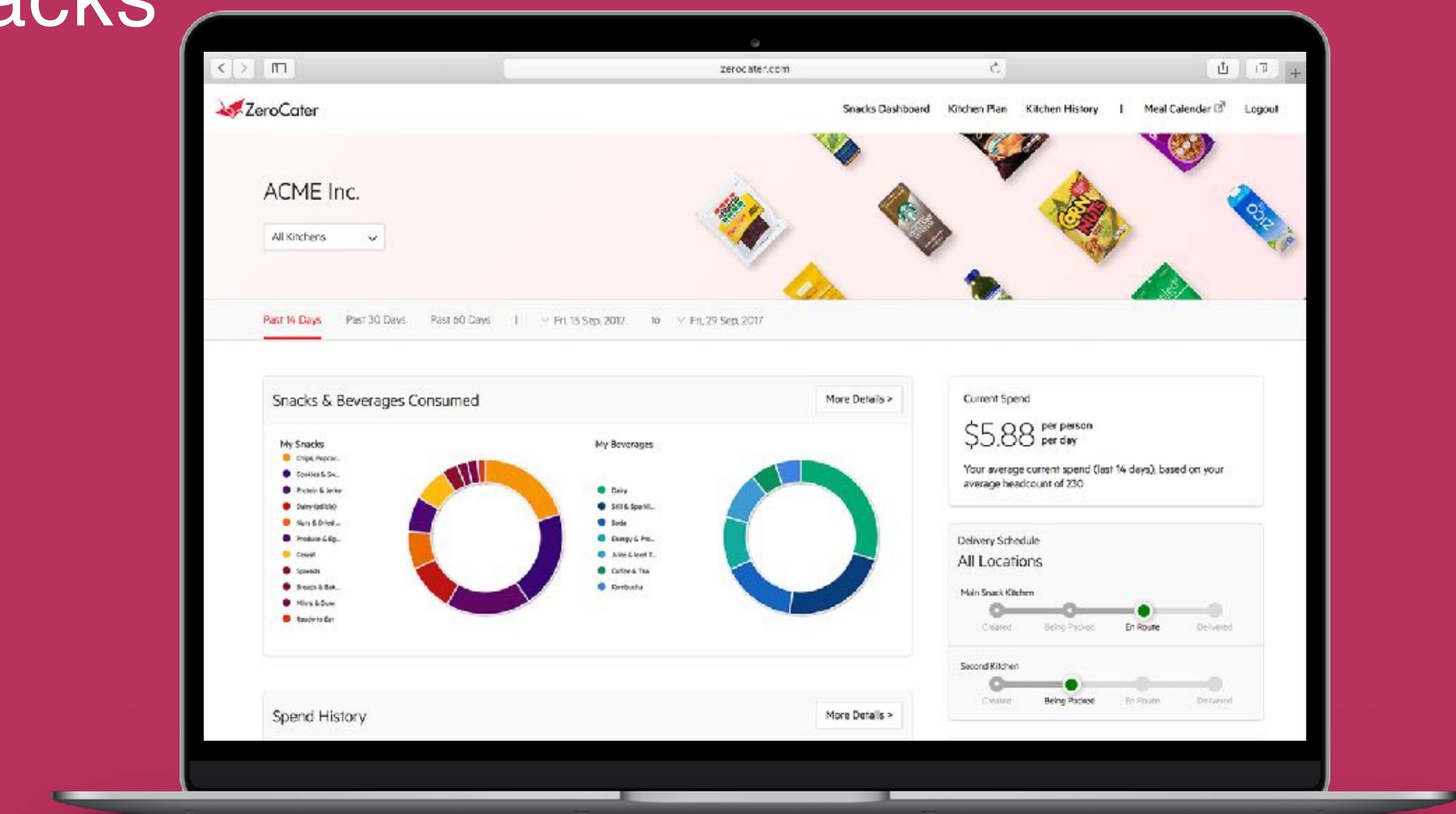
- Insights were often counterintuitive to the conventional wisdom of the industry.
- Customers at Caviar and Doordash valued wide selection and instant gratification in those services
- ZeroCater customers favored low per-person prices and crowd-pleasing menus that could be easily customized for dietary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

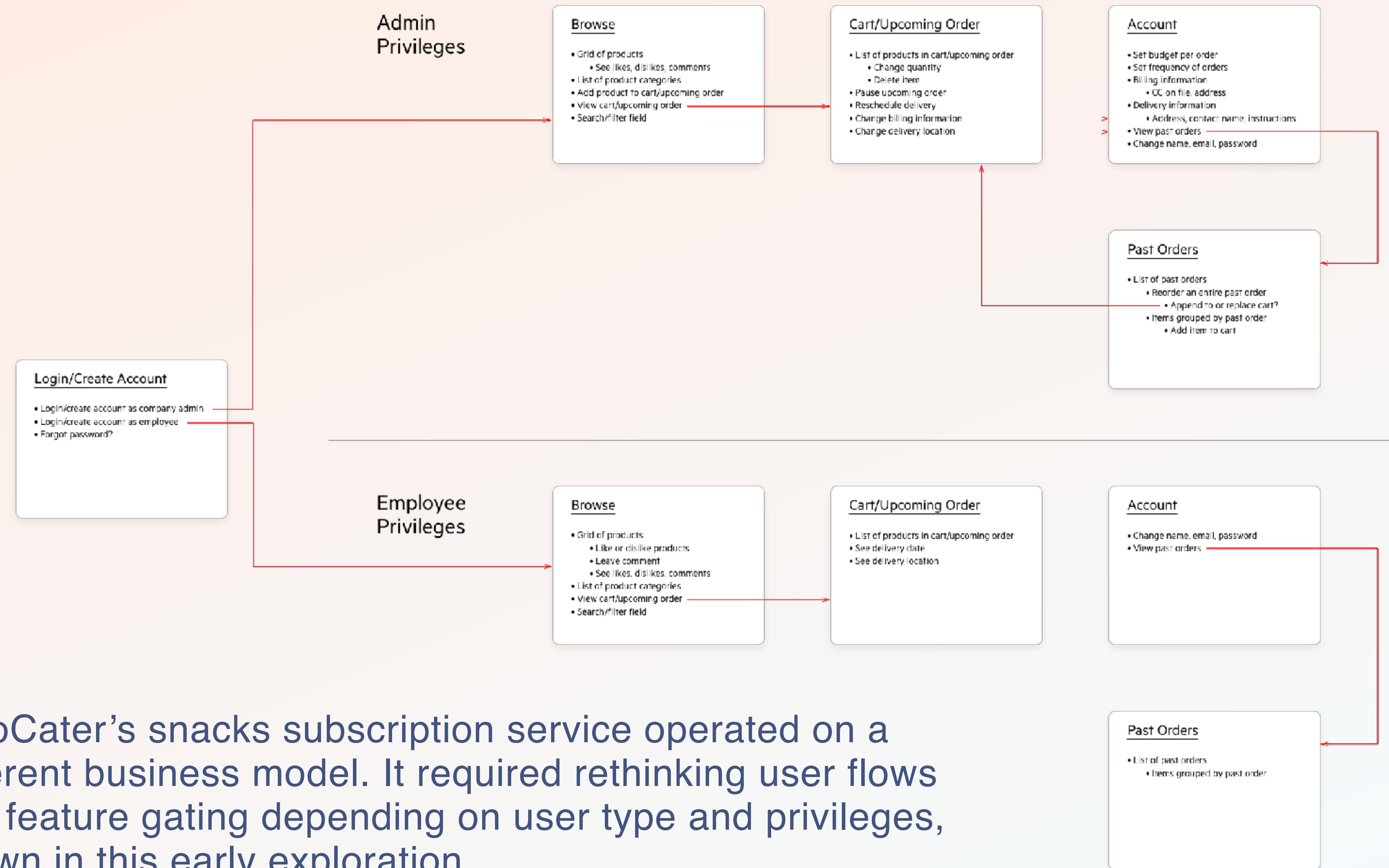
Customer interviews, market research, quantitative analytics, and conversion tracking drove the evolution of the ZeroCater Marketplace product design, from the digital storefront, to the order customization interface.

The screenshot shows the ZeroCater Marketplace interface. At the top right, there is an 'Order Headcount' dropdown set to 100 and a red 'Checkout \$2309.23' button. On the left, a sidebar includes links for 'Menus', 'Orders', 'Log In', and 'Sign Up'. The main content area is titled 'Menus > Sustainable Sushi Platter'. It features a section for 'L'Chaim Sushi' with a description and a photo of a sushi platter. Below this, there's a 'Select Entrees' section with three options: 'California Roll Platter' (a white plate with green-wrapped rolls), 'Chefs Choice Fish Roll Platter' (a black tray with various rolls), and 'Specialty Roll Platter' (a black tray with a variety of rolls). Each entree has a checked checkbox icon and a portion selection dropdown. At the bottom, there are two more photos of sushi platters.

Building ZeroCater: Snacks & Kitchens

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





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

Early Explorations

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

2018 Snacks Product Roadmap

Last Edited: Dave Cao - 12/19/2017

Linked Documents:

[2018 Snacks Operations V2MOM](#)

[2018 Managed Catering Product Roadmap](#)

Product Vision and Philosophy

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

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

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

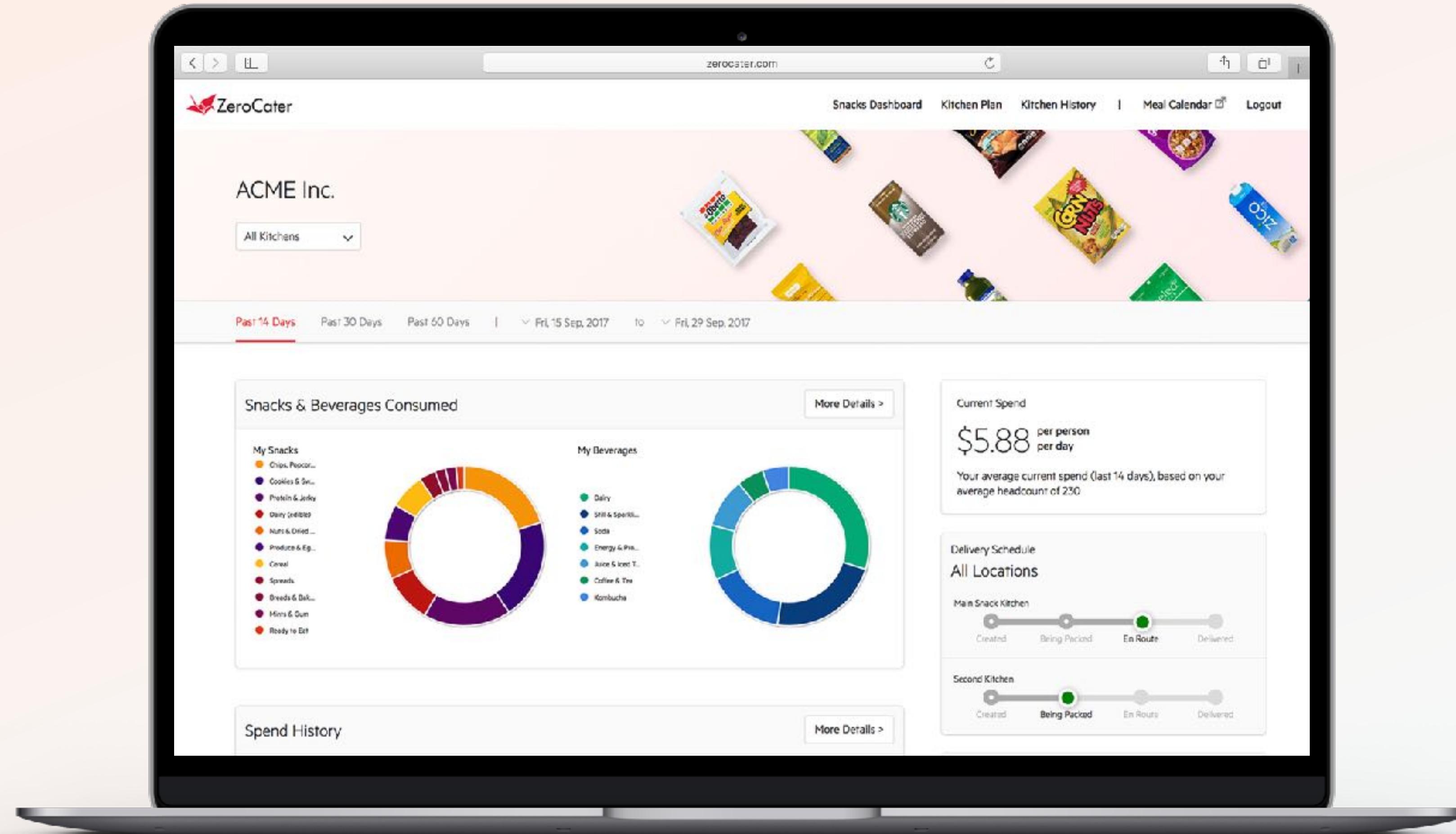
- Continuing to build out the internal tools necessary for CS, Logistics and Warehouse teams to automate workflows and manage client relationships and subscriptions.
- Focusing on end-user engagement and feedback collection to create delight and increase product stickiness.
- Building out analytics around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

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

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

Solving Problems While Creating Opportunities for Growth

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



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

ZeroCater

Main Snack Kitchen

Past 14 Days

Past 30 Days

Past 60 Days

Sat, 06 Jan, 2018

To

Mon, 05 Feb, 2018



Snacks & Beverages Consumed (01/06/2018 - 02/05/2018)

[More Details >](#)

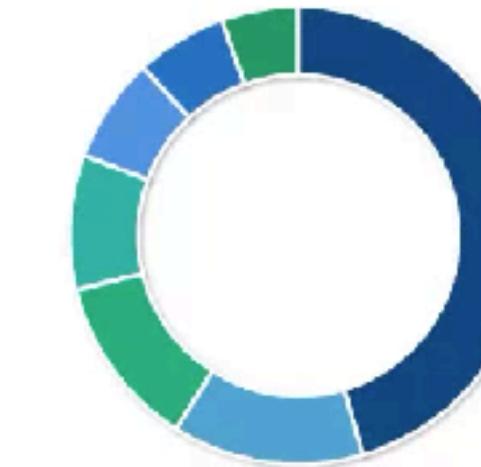
My Snacks

- Nuts & Dried Fruit
- Bars, Protein & Jerky
- Cookies & Sweets
- Produce & Eggs
- Chips, Popcorn & Pretzels
- Dairy (edible)
- Cereal
- Spreads
- Mints & Gum
- Breads & Bakery



My Beverages

- Still & Sparkling Water
- Juice & Iced Tea
- Dairy
- Energy & Protein
- Kombucha
- Soda
- Coffee & Tea



Spend History (01/06/2018 - 02/05/2018)

[More Details >](#)

Spend Per Person

\$15

Current Spend

\$5.95 per person per day

Your average current spend (last 14 days), based on your average headcount of 80

Delivery Schedule

Expected Next Delivery: in 14 hours



Contact Us

[I want more/less of a snack](#)

Location:

Main Snack Kitchen

Date:

02/05/2018

Full reporting capabilities being demonstrated on the dashboard

Kitchen History
Consumption and Spend Data

Item	Price Per Serving
Cuties Seedless Mandarins, 5 lbs, whole bag	\$0.34
Clif Oat Milk Chocolate, 2.05 oz, 12/ct bag	\$0.50
Horizon Organic Half & Half, 16 fl oz	\$0.44
Bananas, 1 ct	\$0.50
Betty Crocker Fruit By The Foot, 0.75 oz	\$0.50
Pepperidge Farm Cheddar Goldfish, 1.00 oz	\$0.40
Coca-Cola Coke Zero, 12.00 oz	\$0.15
Mel's Hula Paradise Chocolate Fried Cookies, 0.75 oz	\$0.30
Corn Nuts, Original, 1.0 oz	\$1.25
Red Bull Energy Drink, Original, 8.4 fl oz	\$2.25
Sabra Hummus, Singles, 2 oz	\$0.40
Oreo Thins, 10.2 oz	\$0.10
Corn Nuts, Ranch, 1.20 oz	\$1.25
Betty Crocker Fruit Snacks, Tropical Flavors, 0.9 oz	\$0.75
La Croix Sparkling Water, Lime, 12.00 oz	\$0.68
Chex Cereal, Beef Jerky, Peppered, 12.0 oz	\$2.99
Peanut Butter, Natural, Peanut, 12.00 oz	\$0.40

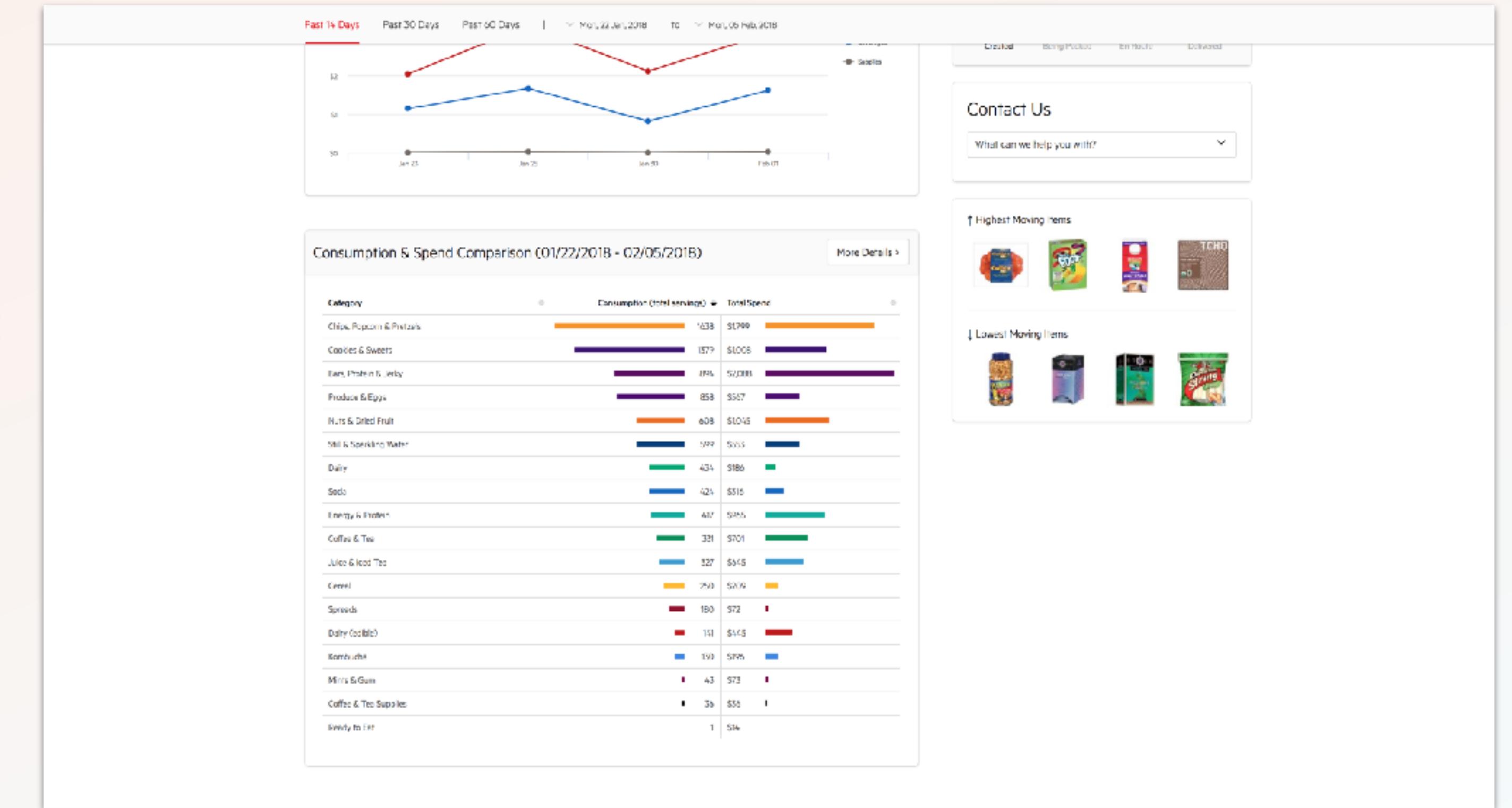
Kitchen Plan
A complete view of your snacks subscription

Category	Total Planned Items	Total Planned Servings
> Chips, Popcorn & Pretzels	9	193
> Bars, Protein & Jerky	10	152
> Spreads	1	100
> Cookies & Sweets	5	77
< Nuts & Dried Fruit	3	66

Current Item	On	Qty	Next Delivery	On	Qty
Kirkland Dry Roasted Almonds, 2.5 lbs, bulk jar	Feb 04	30	Restocking	Feb 04	30
Bare Diamond Almonds, Lightly Salted, 1.50 oz	Feb 06	24	Restocking	Feb 06	24
Bare Snacks Apple Chips, Granny Smith, 1.70 oz	Feb 06	12	Restocking	Feb 06	12

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

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



Many iterations of a customer feedback flow were explored

Feedback form A - Multiple choice

ZeroCater

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

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

Everything was great - Thank you!

Some items were missing from my replenishment

Some items in my replenishment can be removed next time

My delivery could be organized in a better way next time

My replenishment specialist was unprofessional

My replenishment specialist was professional

My delivery was late

My delivery did not arrive

Anything else?

Need to contact your ZeroCater account representative?

Contact My Representative

ZeroCater Terms of Service
I'm Not Sure
Twitter Facebook LinkedIn YouTube

Feedback form B - Icons

ZeroCater

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

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

Everything was great - Thank you!

Some items were missing from my replenishment

Some items in my replenishment can be removed next time

My delivery could be organized in a better way next time

My replenishment specialist was unprofessional

My replenishment specialist was professional

My delivery was late

My delivery did not arrive

Anything else?

Need to contact your ZeroCater account representative?

Contact My Representative

ZeroCater Terms of Service
I'm Not Sure
Twitter Facebook LinkedIn YouTube

Feedback form C - Cards

ZeroCater

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

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

<input type="checkbox"/> Everything was great - Thank you!	<input type="checkbox"/> Some items were missing from my replenishment
<input type="checkbox"/> Some items in my replenishment can be removed next time	<input type="checkbox"/> My delivery could be organized in a better way next time
<input type="checkbox"/> My replenishment specialist was unprofessional	<input type="checkbox"/> My replenishment specialist was professional
<input type="checkbox"/> My delivery was late	<input type="checkbox"/> My delivery did not arrive
<input type="checkbox"/> Anything else?	

Need to contact your ZeroCater account representative?

Contact My Representative

ZeroCater Terms of Service
I'm Not Sure
Twitter Facebook LinkedIn YouTube

Feedback form D - Cards 2

ZeroCater

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

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

<input type="checkbox"/> Everything was great - Thank you!	<input type="checkbox"/> My delivery was late or did not arrive
<input type="checkbox"/> Some items were missing from my replenishment	<input type="checkbox"/> There was an incorrect quantity of items in my replenishment
<input type="checkbox"/> Some items in my replenishment can be removed next time	<input type="checkbox"/> There was an incorrect quantity of items in my replenishment
<input type="checkbox"/> My delivery could be organized in a better way next time	<input type="checkbox"/> Anything else?
<input type="checkbox"/> My replenishment specialist was unprofessional	
<input type="checkbox"/> My replenishment specialist was professional	
<input type="checkbox"/> My delivery was late	
<input type="checkbox"/> My delivery did not arrive	
<input type="checkbox"/> Anything else?	

Need to contact your ZeroCater account representative?

Contact My Representative

ZeroCater Terms of Service
I'm Not Sure
Twitter Facebook LinkedIn YouTube

Feedback form E - Simple

ZeroCater

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

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

Things have been hectic!

Everything was great! Thank you!

Need to contact your ZeroCater account representative?

Contact My Representative

ZeroCater Terms of Service
I'm Not Sure
Twitter Facebook LinkedIn YouTube

2.b Delivery Feedback -webform Copy 3

ZeroCater

Chariot

123 Main St

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

Please select all that apply

My delivery was late or did not arrive

My replenishment specialist did not follow my specific instructions

My delivery confirmation was incorrect or off

I received a wrong delivery time

I received a wrong delivery date

There was an incorrect quantity of items in my replenishment

There was an incorrect quantity of items in my delivery

Anything else?

Contact My Representative

2.b Delivery Feedback -webform Success

ZeroCater

Chariot

123 Main St

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

"My delivery was late or did not arrive"

Can you tell me more?

My delivery was late or did not arrive

My replenishment specialist did not follow my specific instructions

My delivery confirmation was incorrect or off

I received a wrong delivery time

I received a wrong delivery date

There was an incorrect quantity of items in my replenishment

There was an incorrect quantity of items in my delivery

Anything else?

Contact My Representative

delivery-feedback_email

ZeroCater

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

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

Things have been hectic!

Everything was great! Thank you!

Need to contact your ZeroCater account representative?

Contact My Representative

ZeroCater Terms of Service
I'm Not Sure
Twitter Facebook LinkedIn YouTube

delivery-feedback_webform

ZeroCater

Chariot

123 Main St

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

Please select all that apply

My delivery was late or did not arrive

My replenishment specialist did not follow my specific instructions

My delivery confirmation was incorrect or off

I received a wrong delivery time

I received a wrong delivery date

There was an incorrect quantity of items in my replenishment

There was an incorrect quantity of items in my delivery

Anything else?

Contact My Representative

2.b Delivery Feedback -webform Confirmation

ZeroCater

Chariot

123 Main St

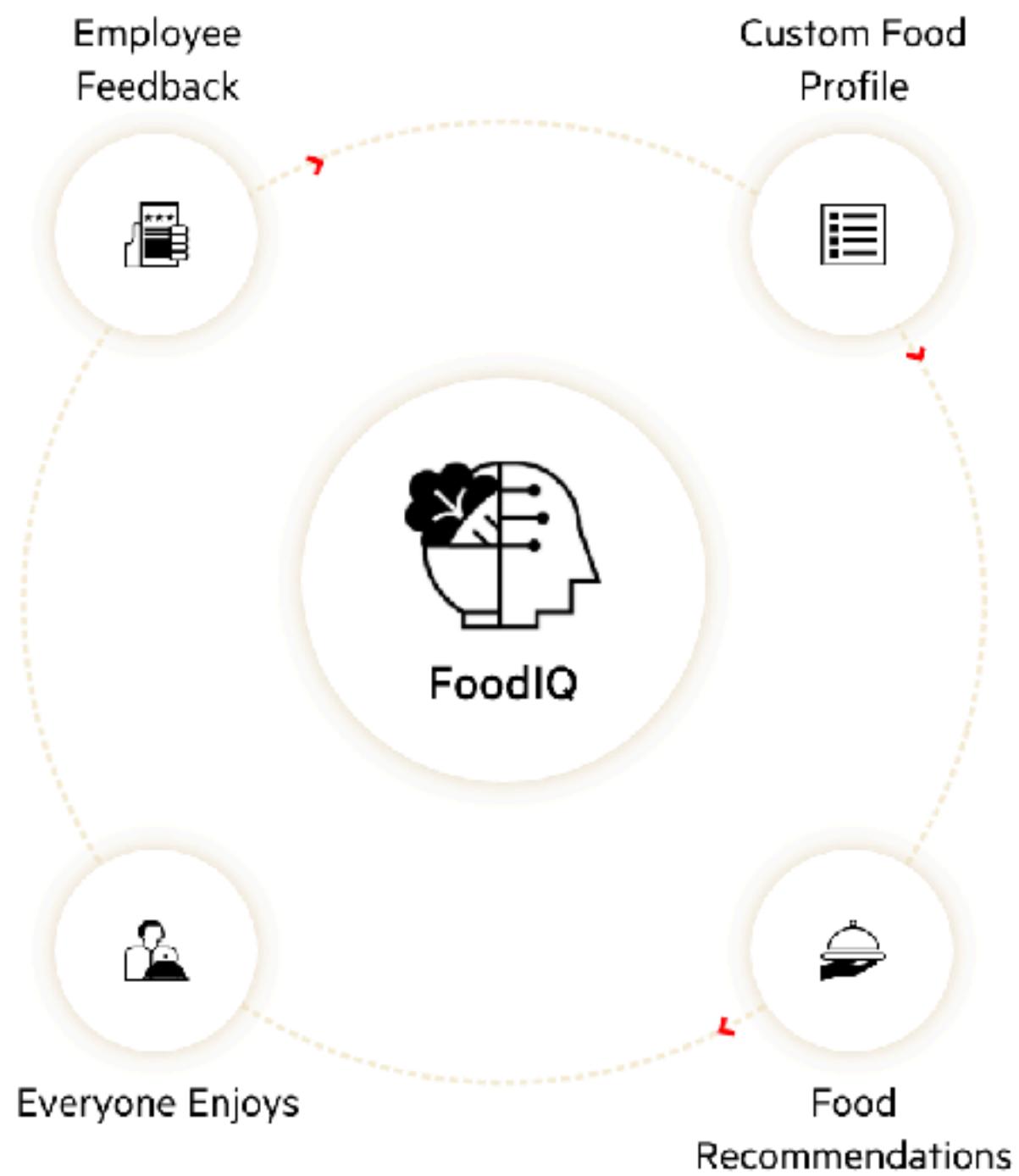
Thank you, your feedback has been submitted

ZeroCater Terms of Service
I'm Not Sure
Twitter Facebook LinkedIn YouTube

Results That Keep Paying Off

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

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



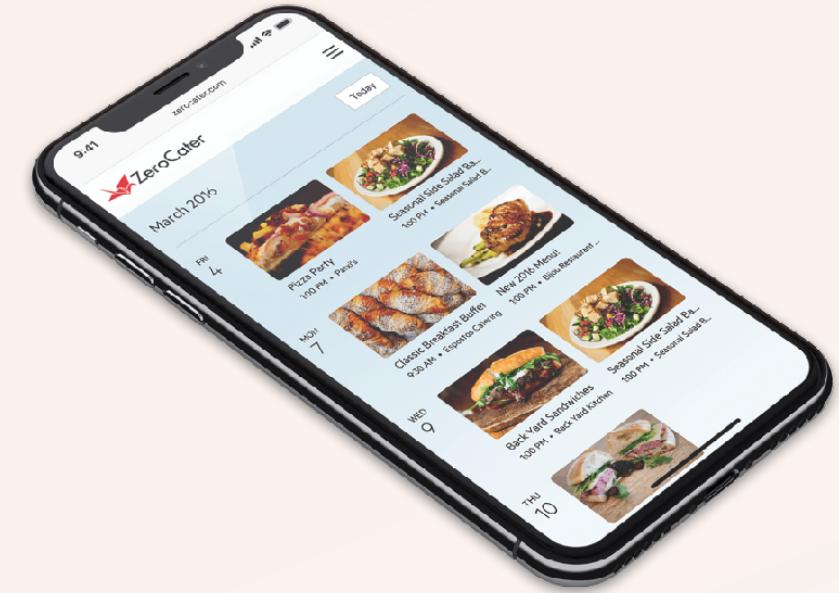
Powered by the Snacks & Kitchens dashboard, FoodIQ is a key value pillar in ZeroCater's product offerings

Results That Keep Paying Off

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

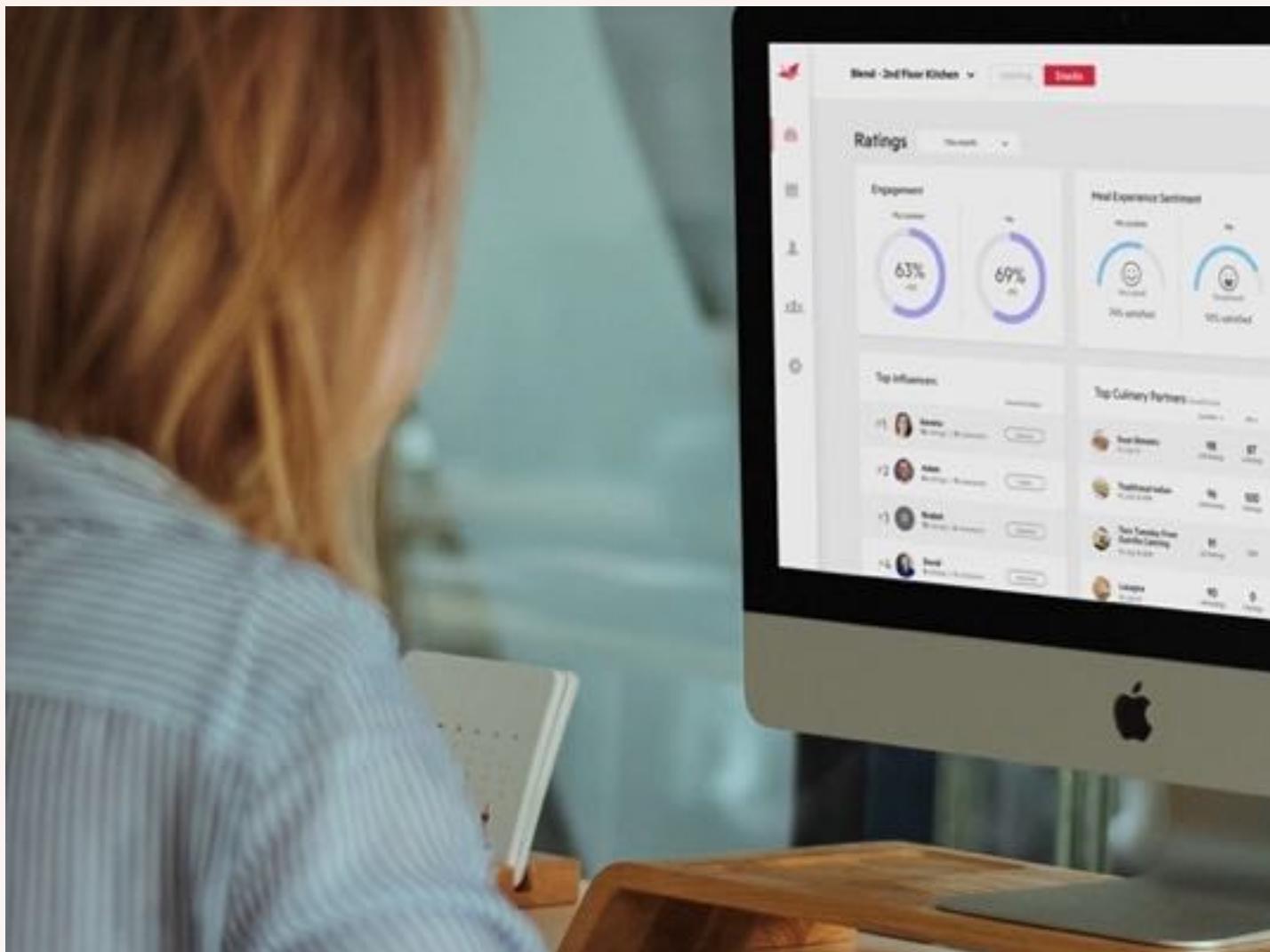
Catering Dashboard + Snacks & Kitchens Dashboard are now....

The screenshot shows a meal calendar for October 2017. The days of the week are listed on the left, and each day has a grid of food items. For Monday, there are Breakfast Tarts at 13:00 AM, Lasagna at 14:00 PM, and a dish from Marcella's Restaurant at 15:00 PM. Tuesday shows On Site Brunch Bar at 11:00 AM and Build Your Own Donair at 12:00 PM. Wednesday shows Seasonal Side Salad Bar - Fall's Bounty at 11:00 AM and Oz Pizza at 12:00 PM. A sidebar on the left includes links for Meal Suggestions, Settings, Billing, My Team, Internal Tools, Sign Out, and a Learn More button.



The screenshot shows the Snacks & Kitchens Dashboard. It features several data visualizations: a donut chart for Snacks and Beverages Consumed, another donut chart for Current Spend per person, a line graph for Spend History, and a section for Delivery Schedule. There are also sections for Contact Us and Highest/Lowest Moving Items.

One Platform to Completely Feed Your Employees

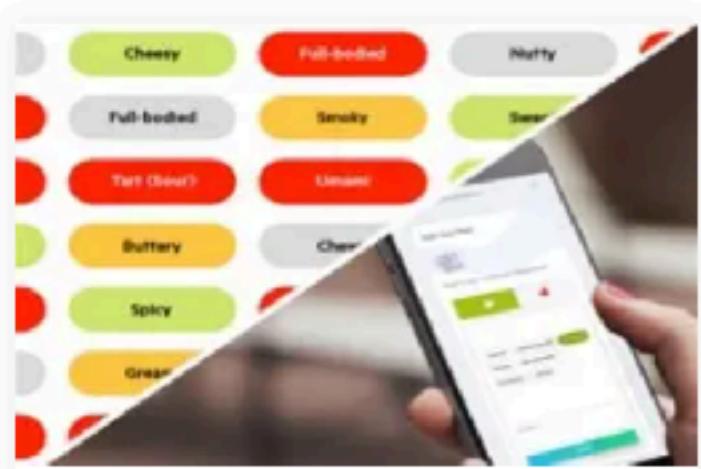


The screenshot shows a delivery schedule list for the week of July 31, 2019, to August 14, 2019. It includes columns for Subscription Week, Daily Headcount, Daily Budget, FTE Services, Replacement Department Status, and Subscription Status. The interface shows various delivery statuses like Delivered, In Progress, and In planning.



THE ZEROCATER ADVANTAGE

The four pillars of our corporate catering and snacks advantage



FoodIQ Technology

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



Ecosystem of Culinary Partners and Snack Brands

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



Enterprise-caliber Dining and Micro-Kitchens

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



Data-driven Insights

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

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



CASE STUDIES

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

Brand and Logo (Recommended Usage)

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

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

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

Typography (Type Styles)

- Use proper capitalization.
- Leading headings (Headings 1—5) should generally be in sentence case. Small headings (Heading 6) should be in titlecase. Headings should not contain ending punctuation.
- Paragraph text should be in complete sentences with proper punctuation.

Metric Thin	Heading 1
57px / 5.5rem 1em line-height	

Metric Thin	Heading 2
48px / 2.9rem 1em line-height	

Metric Thin	Heading 3
40px / 2.4rem 1em line-height	

Metric Thin	Heading 4
35px / 2.0rem 1em line-height	

Metric Light	Heading 5
23px / 1.4rem 1.2em line-height	

Metric Regular	Heading 6
18px / 1rem 1.2em line-height	

Metric Light	Paragraph Text
18px / 1rem 1.2em line-height	

Quantitative Data and Visualizations

GROWTH

Number of Orders	Expected to grow 10% from 2014 to 2015.
Number of Orders	100%

Marketing Advertising Budget

Marketing Advertising Budget	Expected to grow 10% from 2014 to 2015.
Marketing Advertising Budget	100%

Average Service Costs

	Salad Bar	Sandwiches	Main-Lunch
Total cost per person	\$15.00		
Food cost per person	\$12.50		
Markup on restaurant charges	\$0.00		
Service fee	8%		
Tax	8.75%		

Feedback engagement 20%
Increase in user engagement 4x

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

Color

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

Principal Colors	Secondary Colors	Greys
Black #000000	Blue #42B9CA	Light Gray 1 #FAFAFA
White #FFFFFF	Pale Blue #D8E6F1	Light Gray 2 #F5F5F5
ZeroCater Red #E31E37	Bright Green #7ED321	Light Gray 3 #E6E6E6
	Green #6FBAA1	Medium Gray #999999
		Dark Gray 1 #666666

Photography

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

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

Iconography

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

Food	Collaboration	Snacks

Logistics	Visibility	Insights

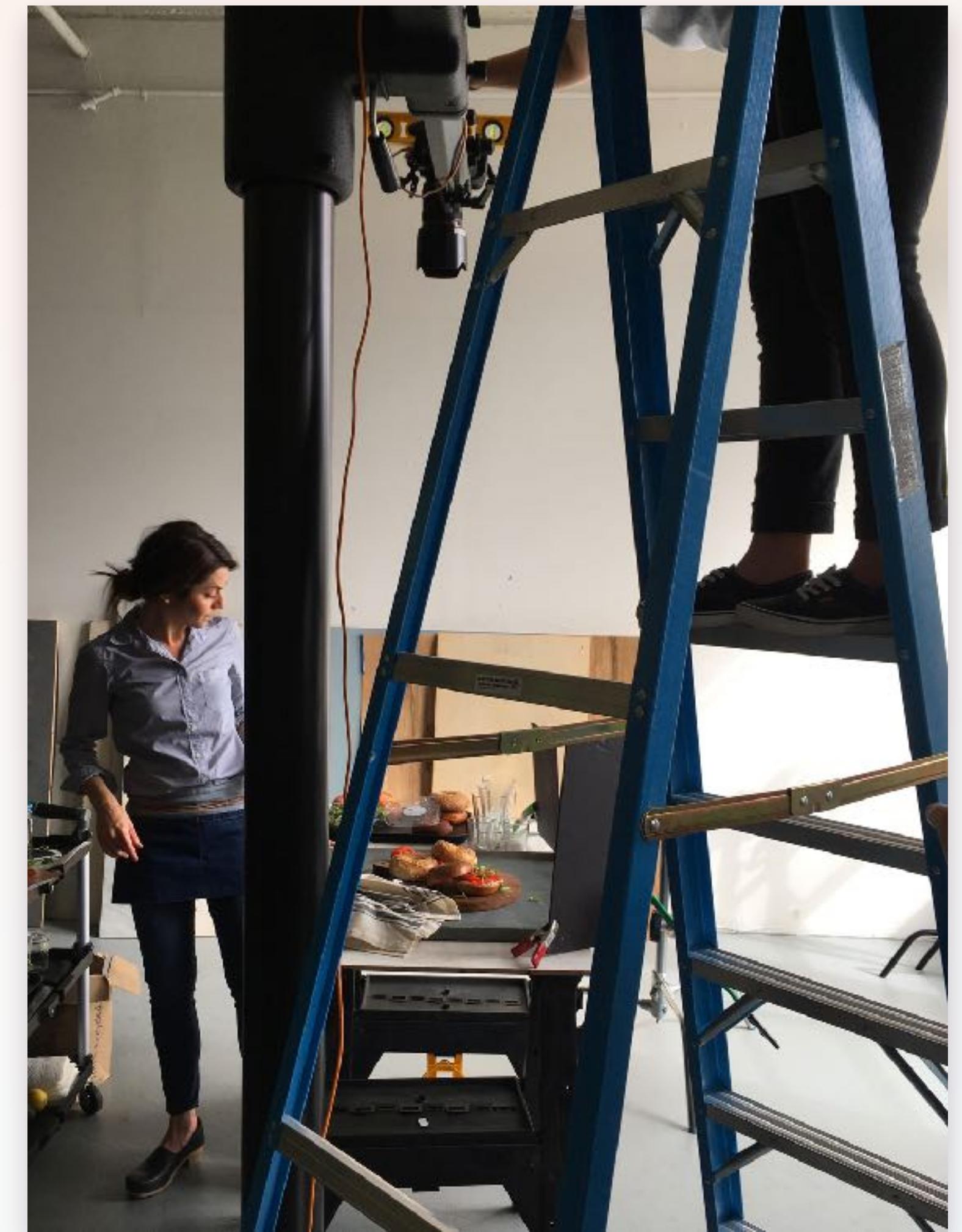
Quality	Variety	Consistency

Catering Consultant	On-Site Specialist	Technology

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

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

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



The screenshot shows a web browser window with the URL zerocater.com in the address bar. The page features the ZeroCater logo at the top left. At the top right, there are navigation links for "Internal Tools", "Meal Calendar", and "Sign Out". Below the header, a large image of a bowl of shrimp ramen with lime wedges is displayed. To the left of the image, the text "Get family-style meals delivered to your office" is written. Below this text is a form with three input fields: "Full Name" and "Company" in the first row, and "Email Address" and "Phone Number" in the second row. The third row contains "Location" and "Zip Code". A red "Get Started Now" button is positioned below the form. At the bottom of the page, a testimonial states: "The #1 way companies feed their teams with millions of meals served" and "Serving tens of thousands of meals every day".

Get family-style meals delivered to your office

Full Name	Company
Email Address	Phone Number
Location	Zip Code

Get Started Now

The #1 way companies feed their teams with millions of meals served
Serving tens of thousands of meals every day

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

Tailored to your team

Personalized Meals
Menus are drawn from restaurants across the city. Each dish is hand-selected to match your team's tastes and dietary needs.

Dietary Labeling
What's a team lunch if your whole team can't eat it? Dietary alternatives are the standard, not a special order.

Vast Selection
Explore the best BBQ, sushi, Mediterranean, and New American restaurants in your city—not just those within walking distance.

Transparent Feedback
Indicate what you liked, what you loved, and ZeroCater will refine future menu selections based on your preferences.

Mindful Menus
ZeroCater offers lighter options and seasonal spreads as a balance to the occasional indulgence.

Reliable Service
Enjoy your meal without the stress of logistics. Your order is tracked from preparation to arrival.

[Learn More](#)

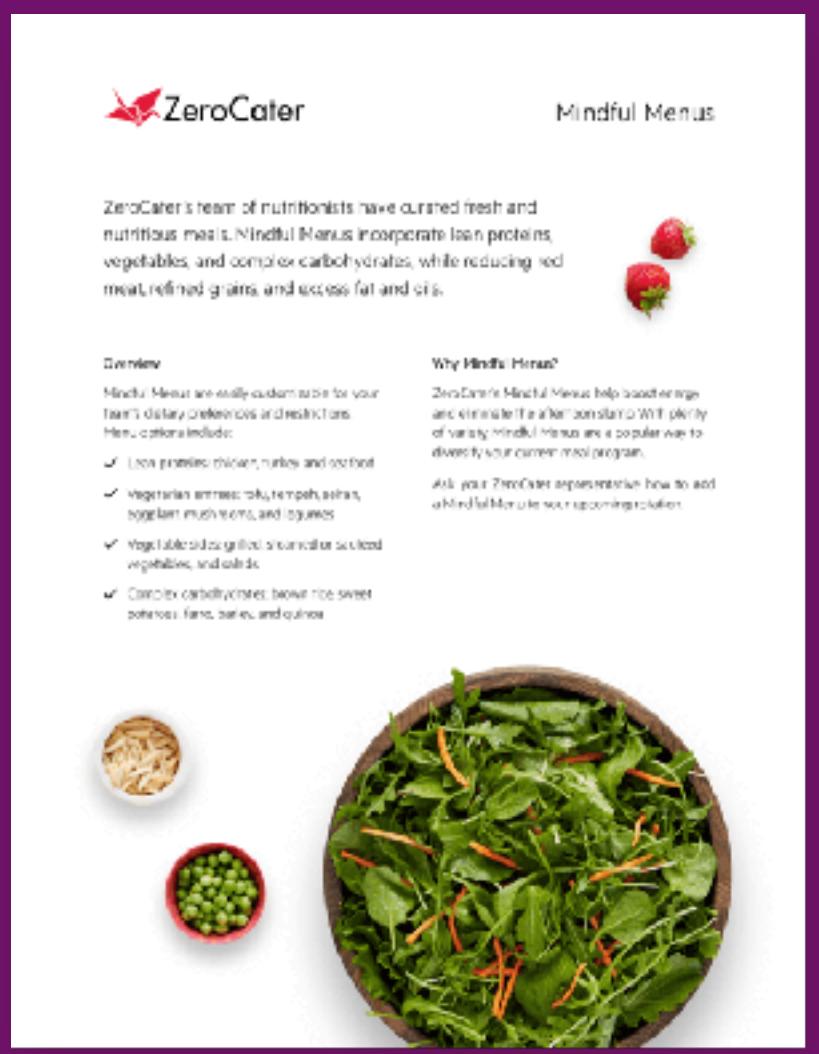
With the new design system doing the heavy lifting, new projects could be created, deployed, and iterated upon efficiently and consistently.

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

The screenshot shows a web browser window for the ZeroCater website (zerocater.com). The main content area displays a meal calendar for October 2017. The left sidebar contains navigation links: Meal Calendar (highlighted in red), Meal Suggestions (NEW), Settings, Billing, My Team, Internal Tools, and Sign Out. A "LEARN MORE" button with "Menu Nutrition Info >" is also present. The right sidebar shows the date range "October 2017" and includes icons for location, calendar, and "Go to Today".

Date	Meal	Description
MON 2	Breakfast Tarts	10:00 AM • Peasant Pie
TUE 3	On-Site Benedict Bar	9:50 AM • ZerCooks
WED 4	Seasonal Side Salad Bar- Fall's Bounty	12:00 PM - 1:00 PM • ZerCooks
	Oz Pizza	12:00 PM - 1:00 PM • Oz
	Lasagna	1:00 PM • Marcella's Lasagnoria
	Mediterranean	1:00 PM • THREE Restaurant
	Sandwiches Bonanza	1:00 PM • Le Fromagerie

Each meal entry includes a thumbnail image of the food, the meal name, and the time it is served. The meals listed are Breakfast Tarts (10:00 AM), On-Site Benedict Bar (9:50 AM), Seasonal Side Salad Bar- Fall's Bounty (12:00 PM - 1:00 PM), Oz Pizza (12:00 PM - 1:00 PM), Lasagna (1:00 PM), Mediterranean (1:00 PM), and Sandwiches Bonanza (1:00 PM).



A landing page for ZeroCater On-Demand. It shows a calendar interface for April 2016 with meal options like 'Taco Chorizo & Black Beans' and 'Pasta Carbonara'. A 'Create Account' button is prominent.

A promotional page for ZeroCater featuring a large image of a pasta dish. Text highlights a partnership with DishJoy and encourages users to sign up for their service.

A promotional page for ZeroCater's subscription and on-demand services. It compares the two models and encourages users to sign up.

A landing page for ZeroCater's On-Site Cleaning service. It features a photo of a cleaner at work and a 'Get Started' button.

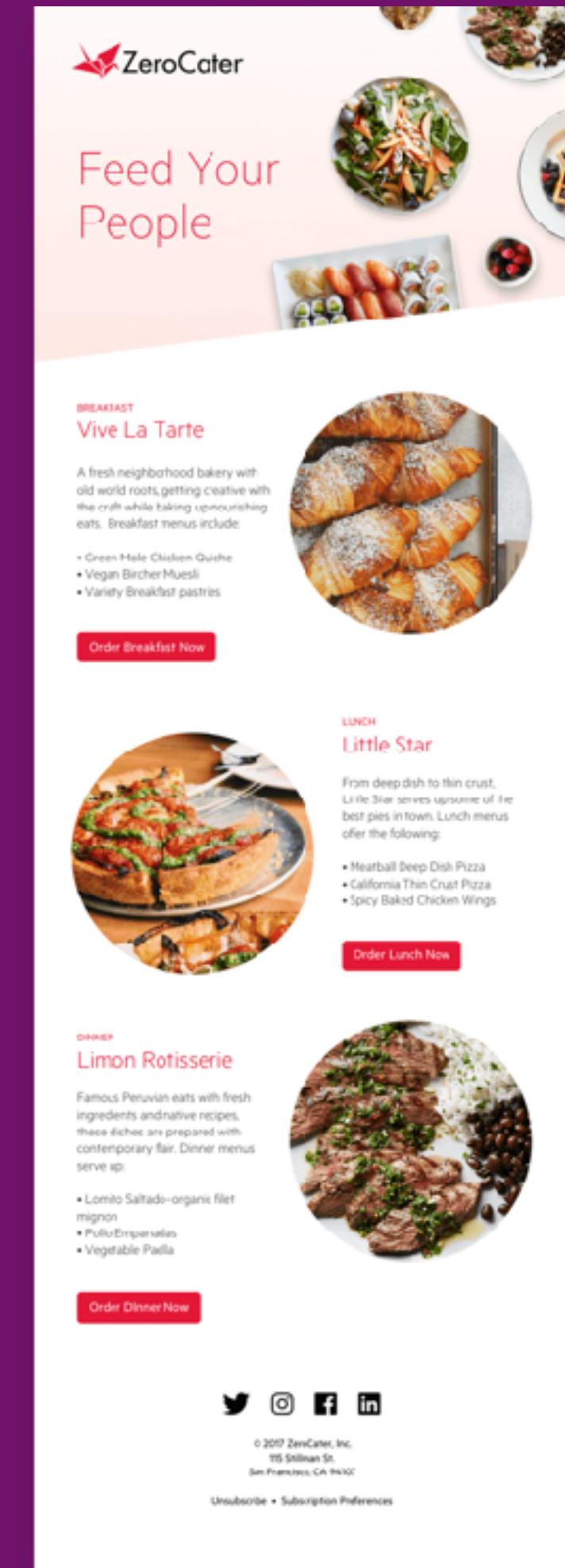
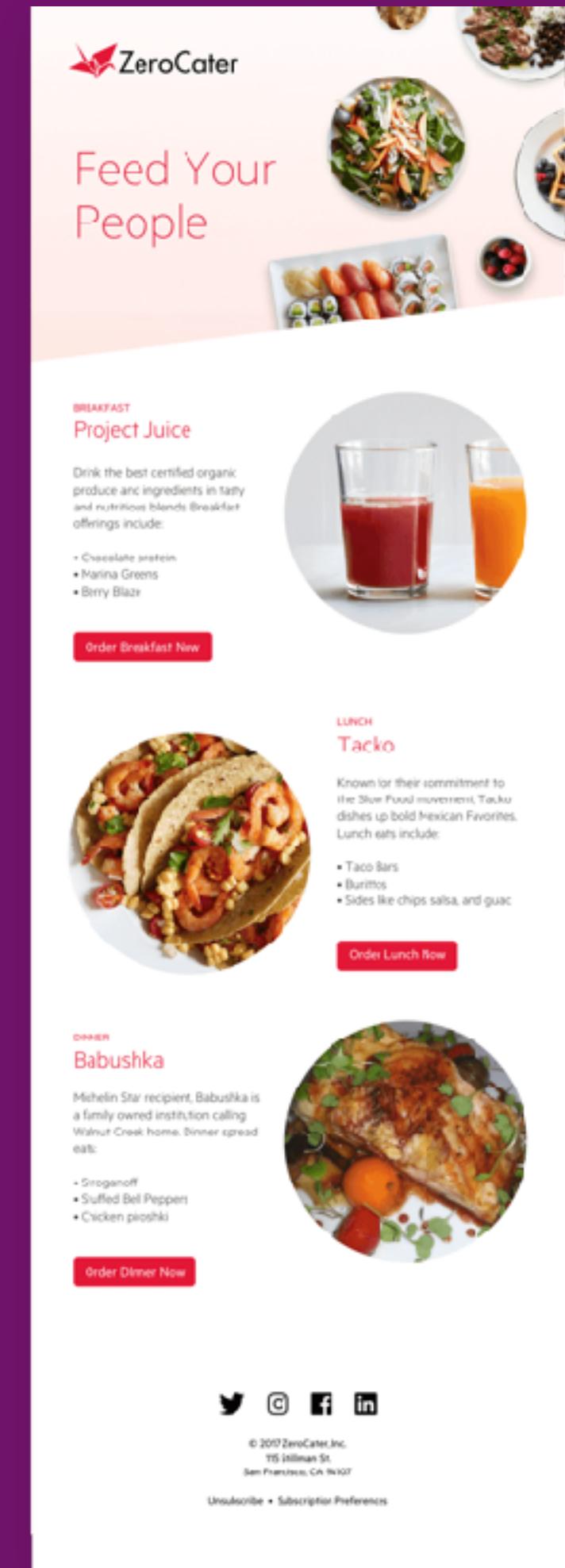
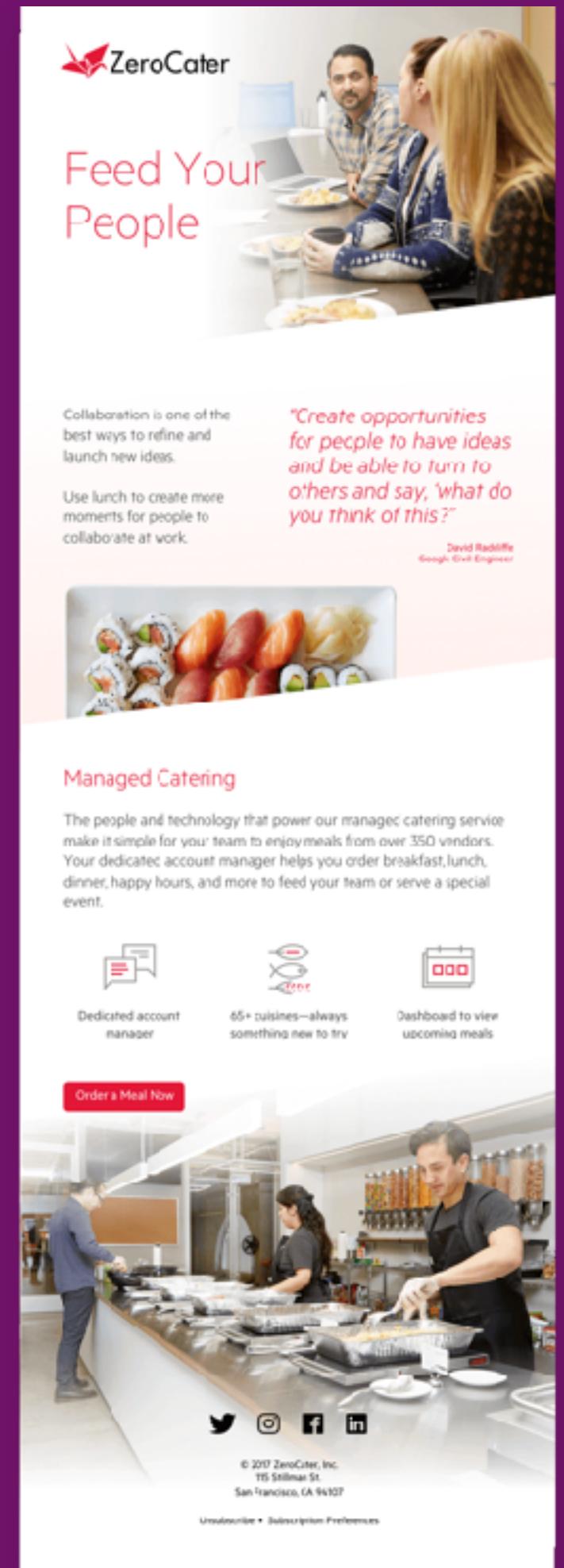
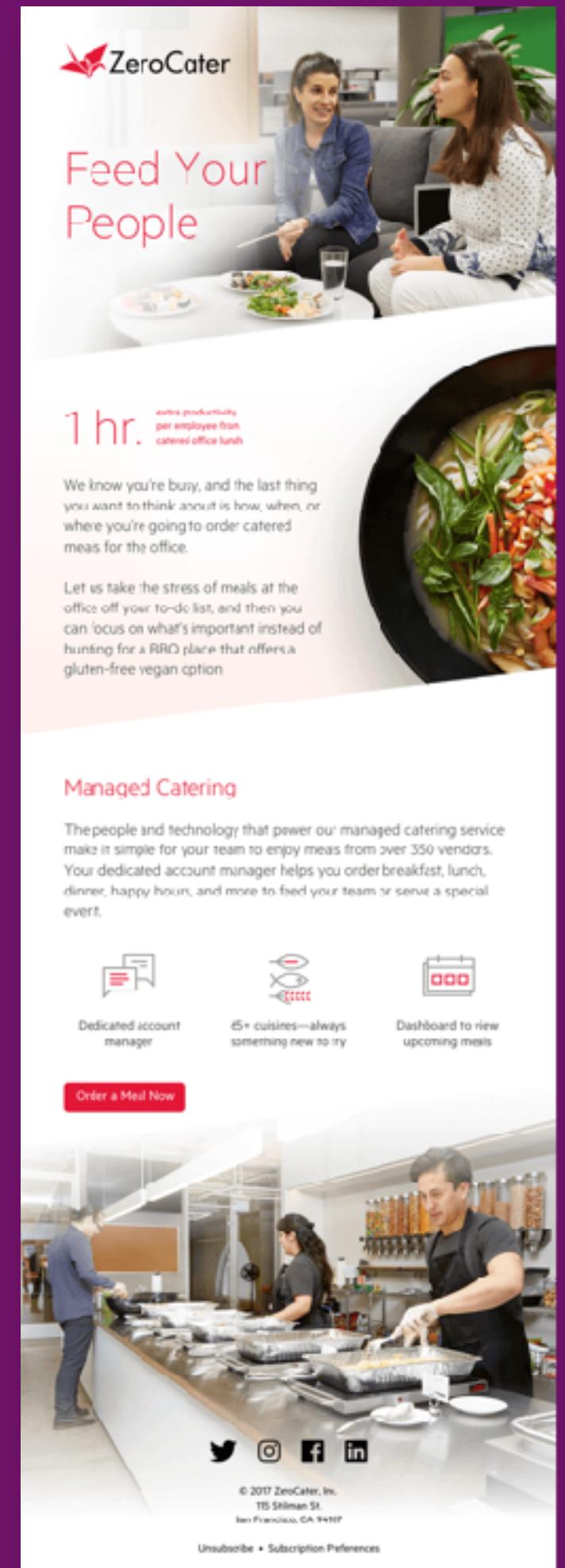
A landing page for ZeroCater's upcoming meal suggestions. It shows a calendar and a 'See Suggestions' button.

A promotional page for ZeroCater's meal suggestions. It features a photo of a meal and a 'See Suggestions' button.

A promotional page for Valentine's Day meals. It features photos of Valentine's Day dishes and a 'See More' button.

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

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



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

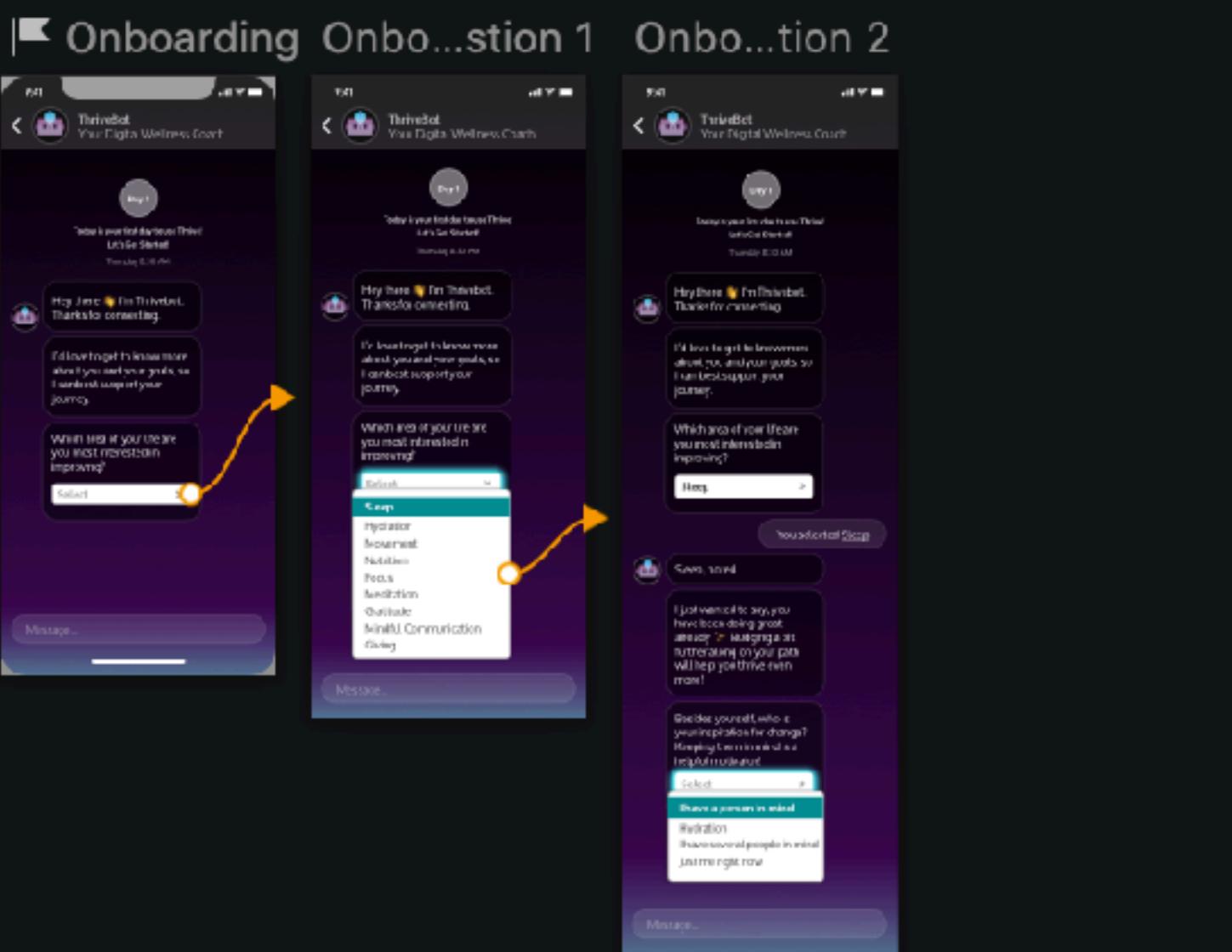
All Pardot development was done by myself until I handed the responsibility off to an off-shore team in late 2017

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

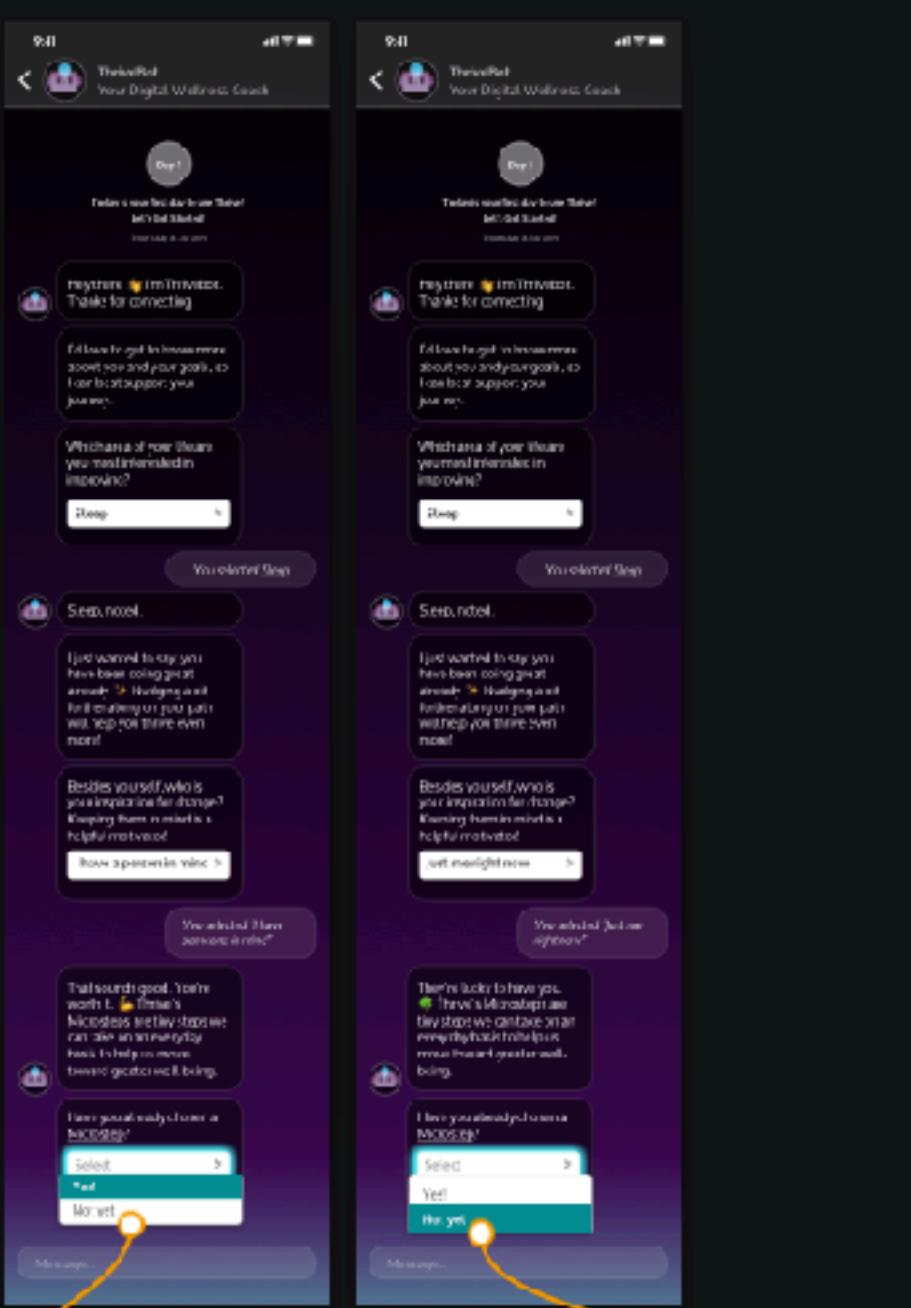


CASE STUDY

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

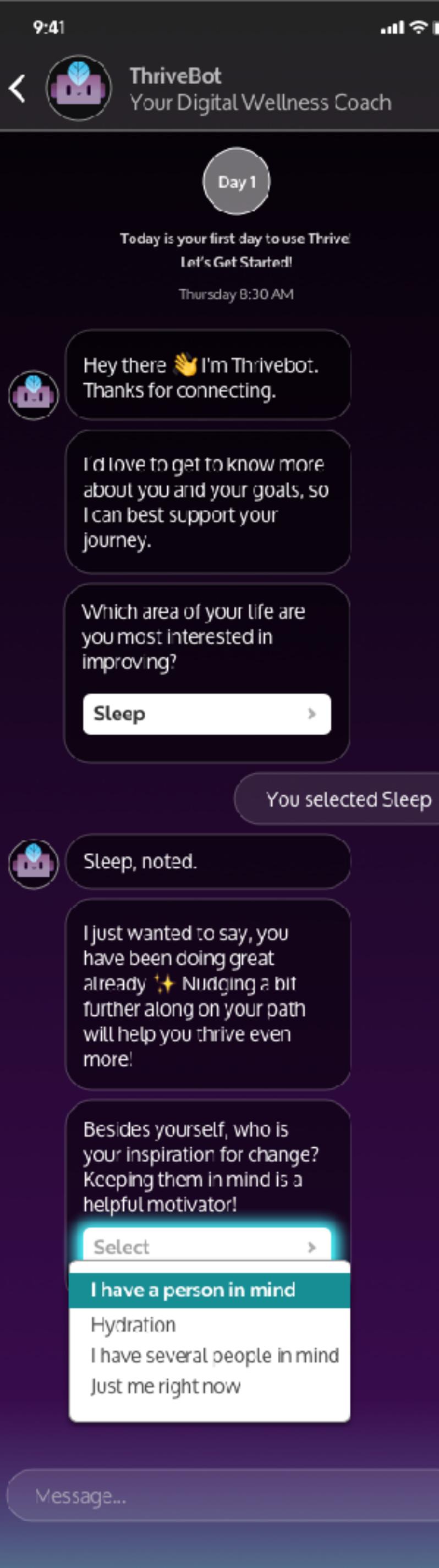


Onboarding 3a Onboarding 3b



Onboard 3a Yes

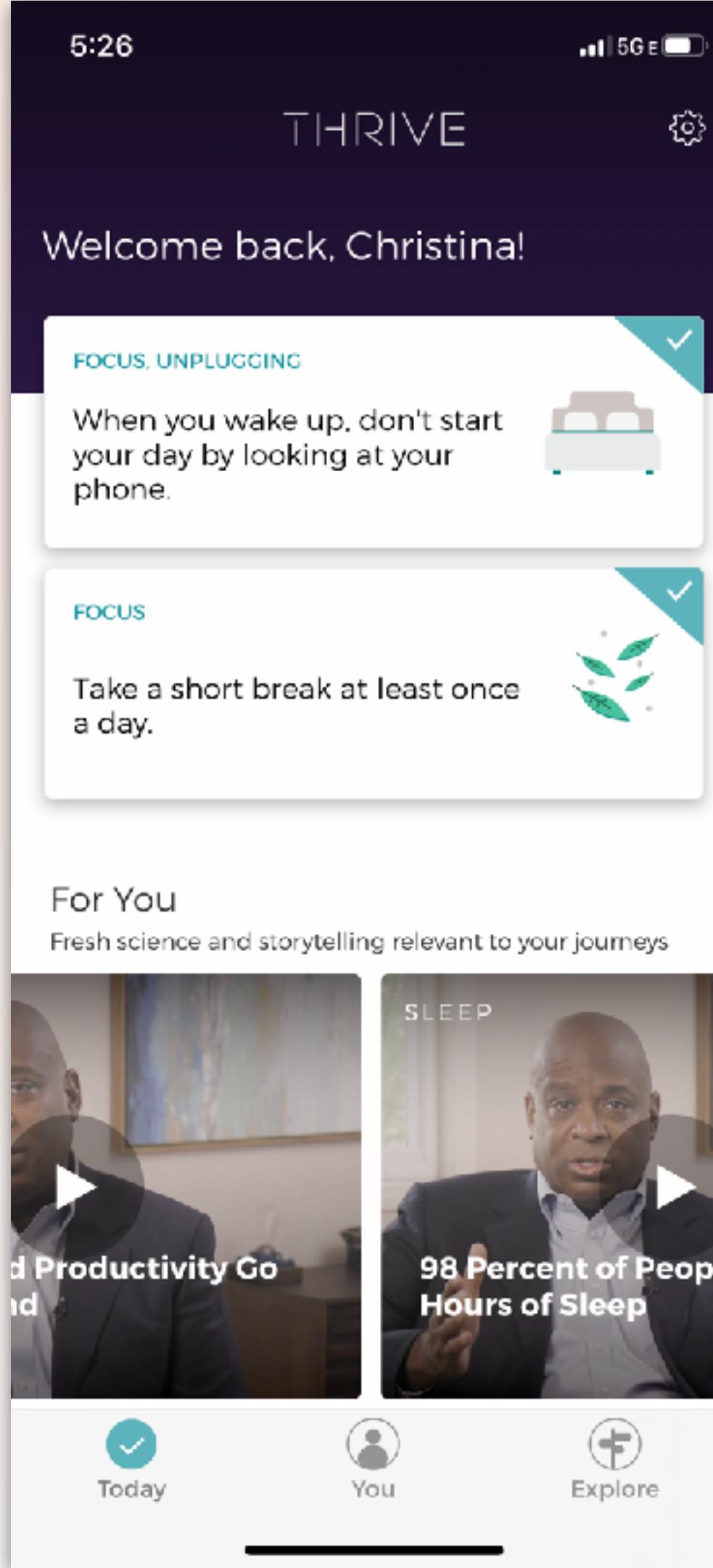
Onboard 3b Yet



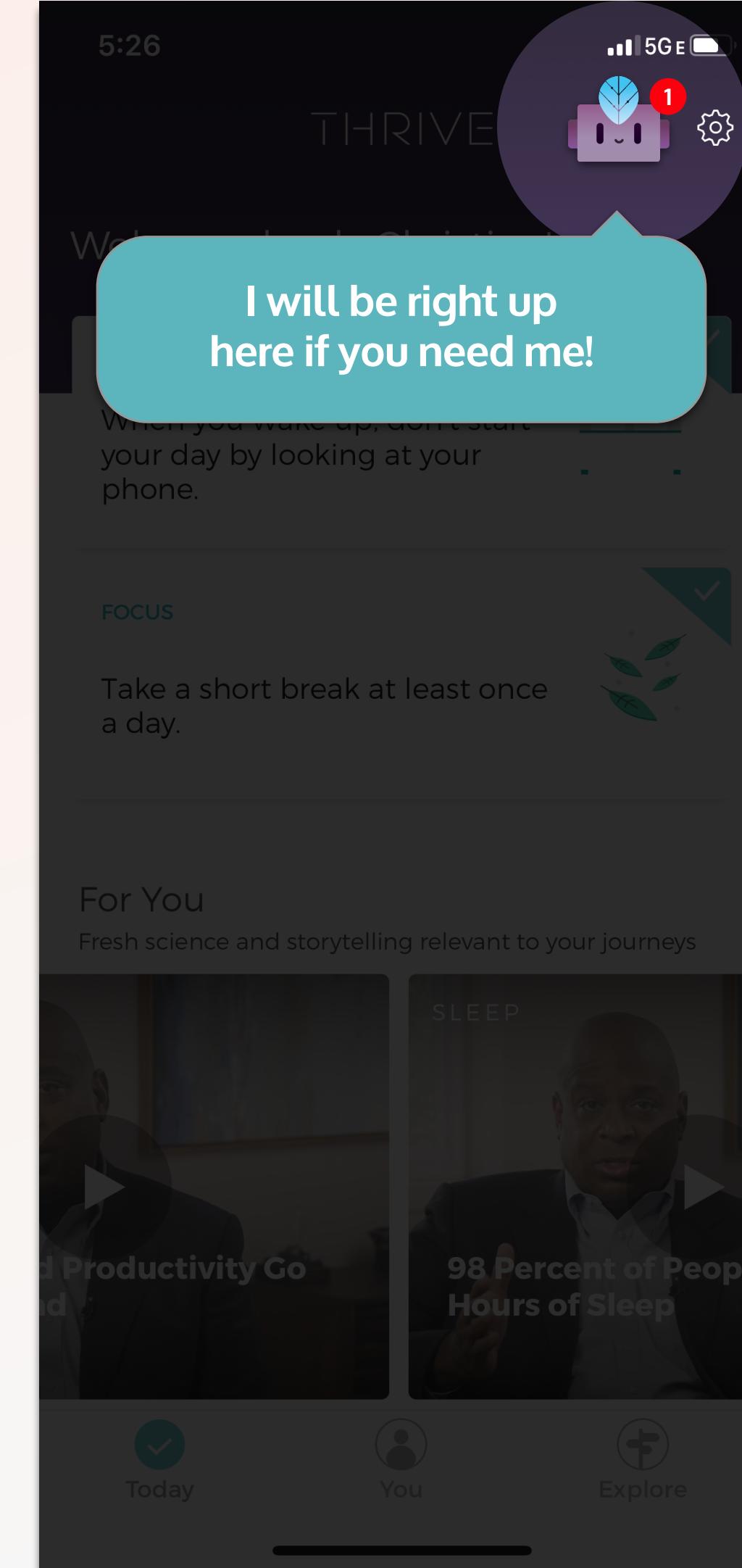
ThriveBot: Your Digital Wellness Coach

The Mission:

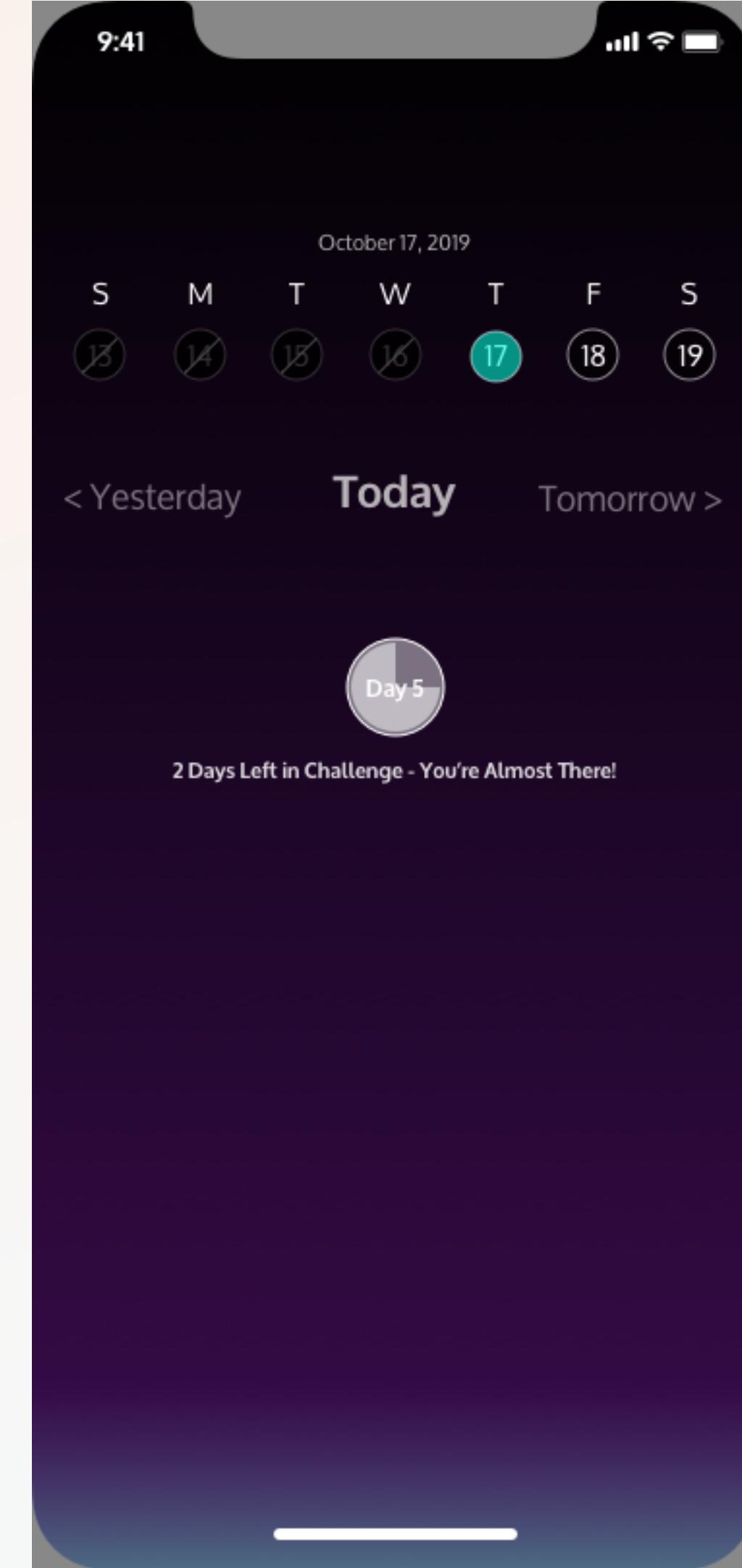
- High-fidelity product and user-flow suggestions to be presented to investors on a short timeline.
- Project included a full design treatment and animated assets to better communicate vision to stakeholders



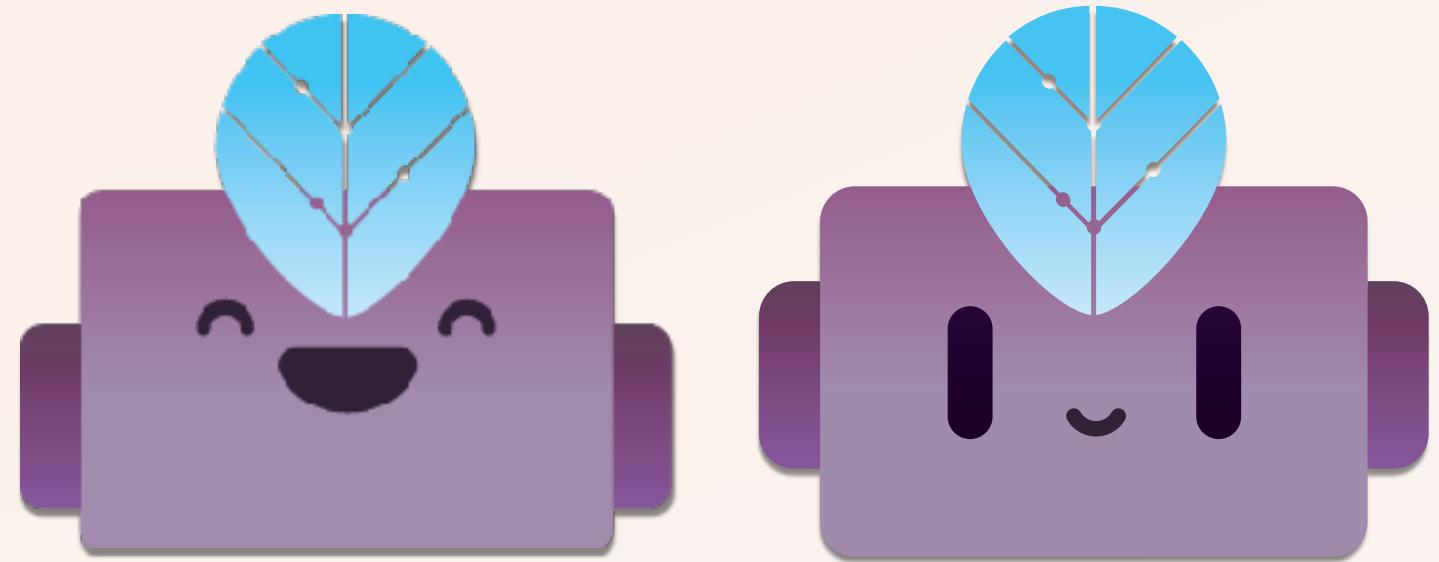
The existing Thrive app home-screen view.



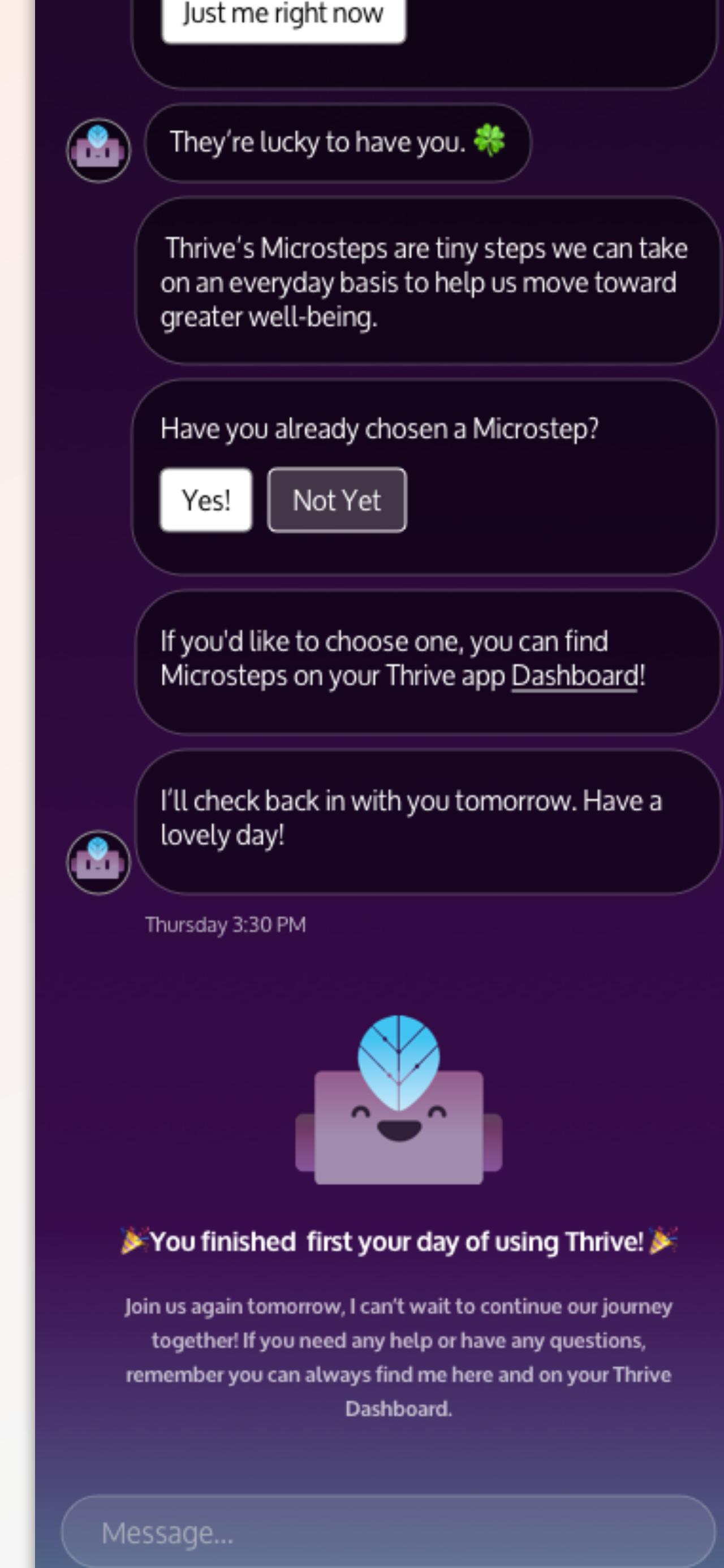
ThriveBot would 'live' in the top-right corner of the app view-screen



Accessing your schedule in the Thrive App



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



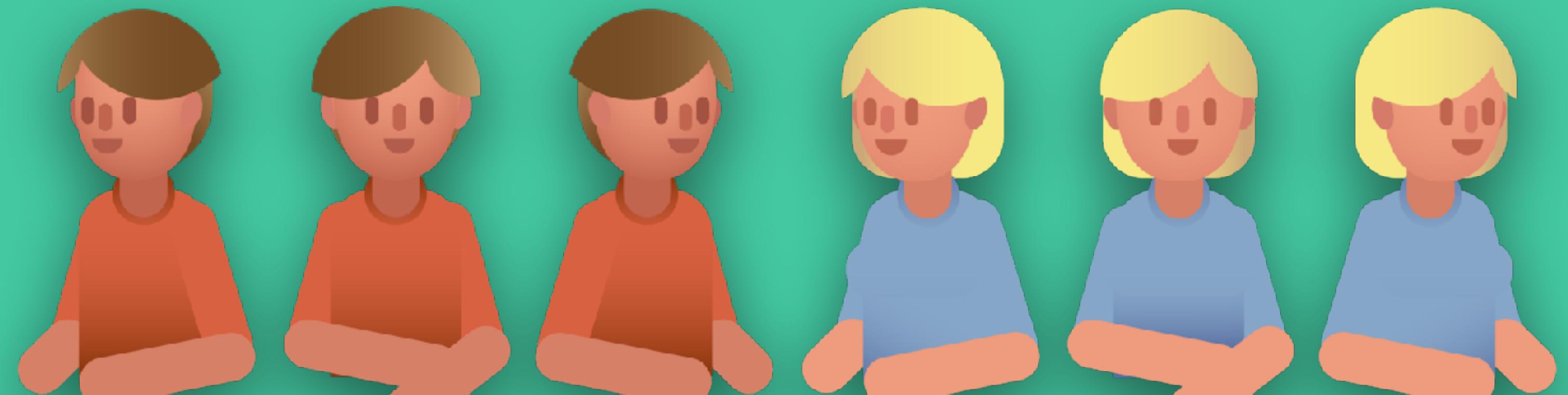
Witness ThriveBot come to life, created by myself in AfterEffects. ThriveBot provides much needed liveliness in a product that was suffering from a clinical, impersonal experience.

OTHER WORK

Syndigo

Marketing Design Consultant

2020





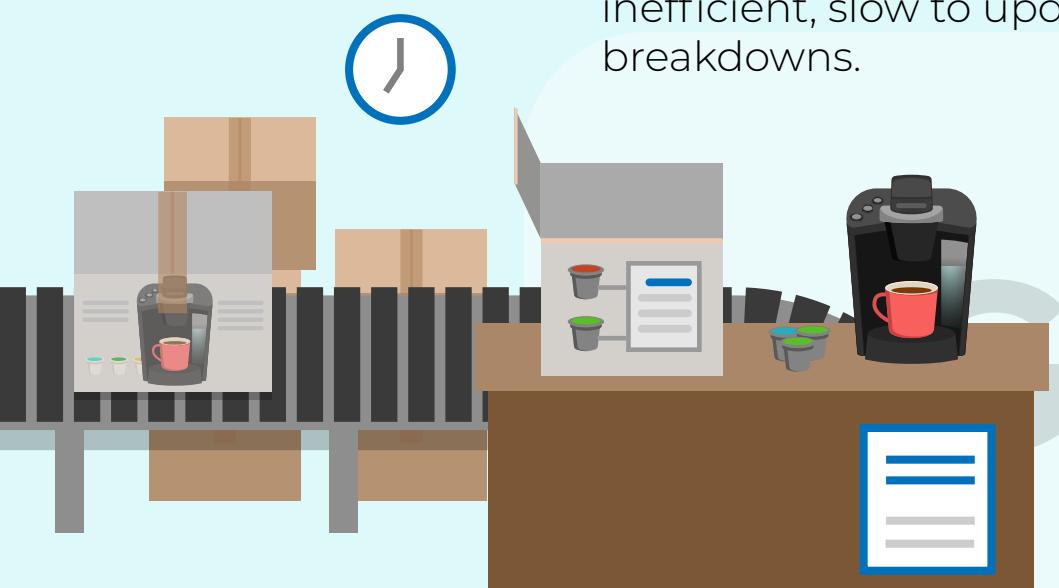
A brief history of Syndication

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

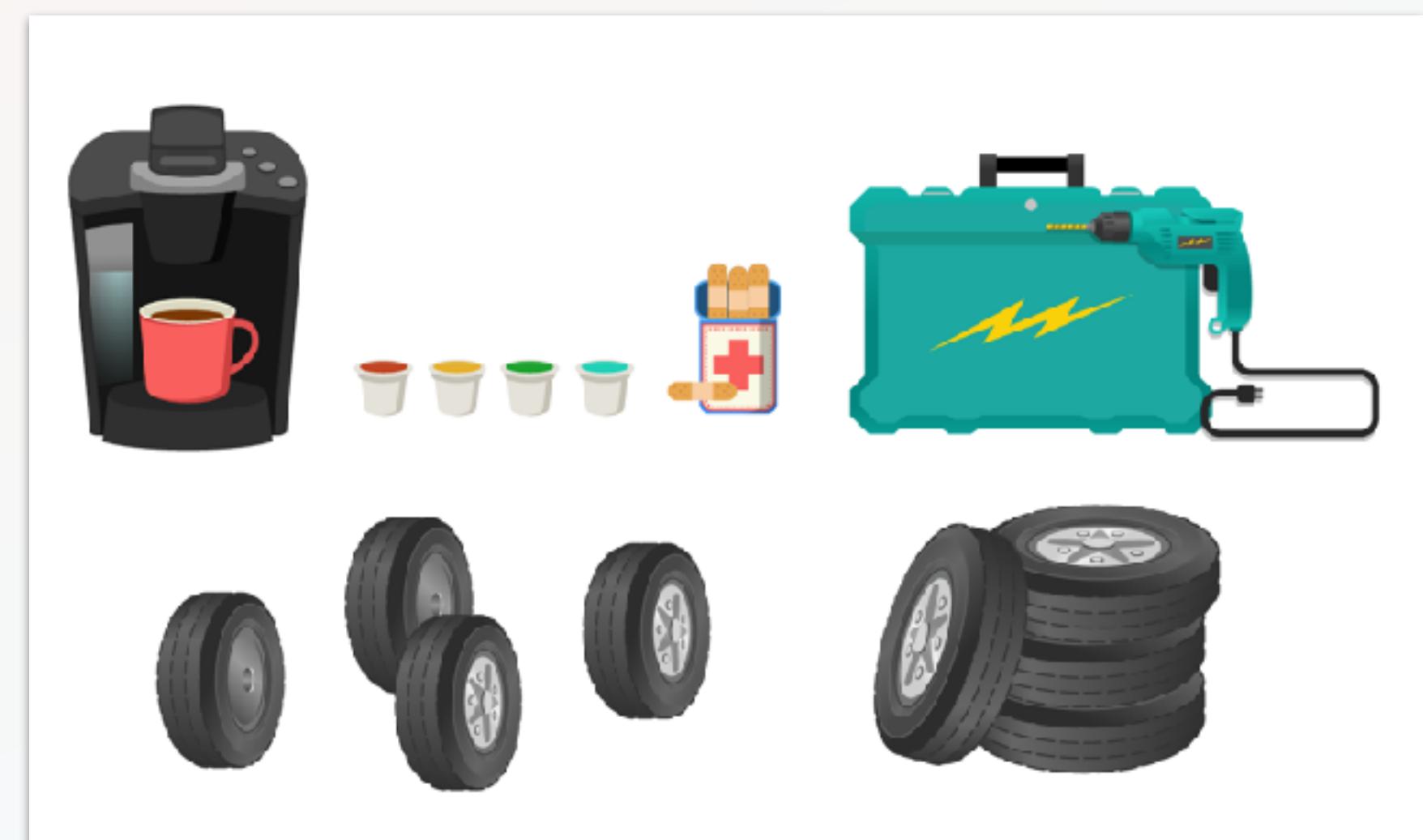
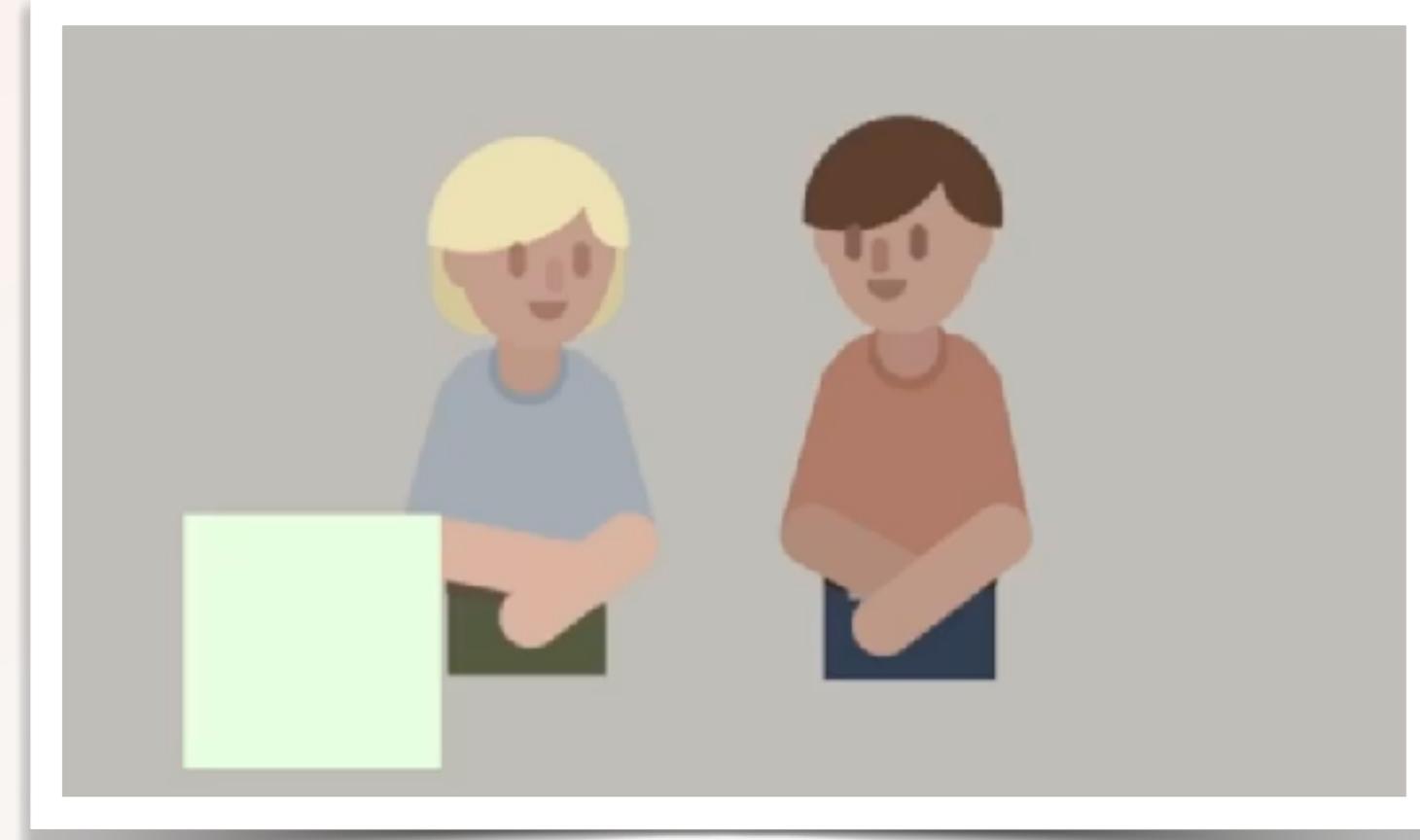
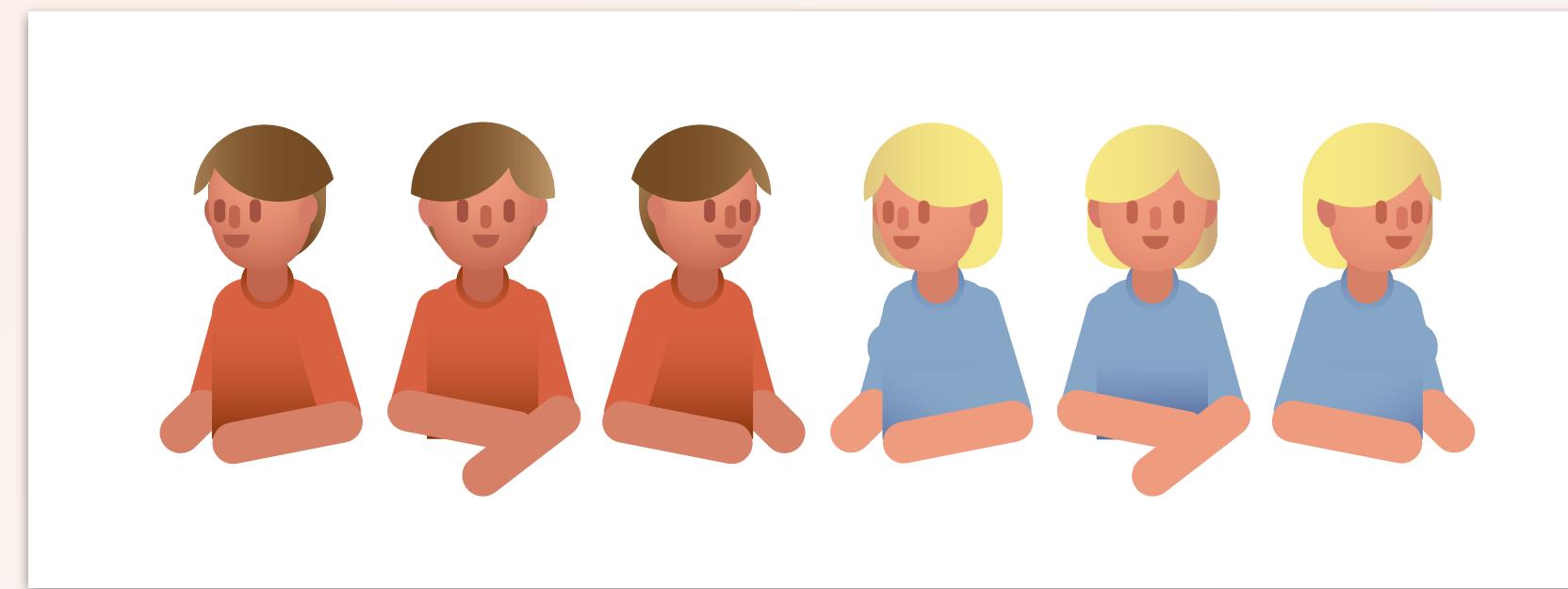
GIF

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

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



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



OTHER WORK

AnyPerk

Designer, Marketing Engineer

2016-2018



The image is a screenshot of the AnyPerk website's homepage. At the top, there's a dark banner with the text "Employee Happiness Made Simple" and "PERKS AND REWARDS TO DELIGHT YOUR EMPLOYEES". Below this, there are two buttons: "Request a Demo" (yellow) and "Learn More" (white). The main content area has three sections: "Meaningful Perks" (with a gift icon), "Easy-to-Use Rewards" (with a trophy icon), and "Straightforward Analytics" (with a bar chart icon). Each section includes a brief description and a "Learn More" button. Below this is a large teal-colored callout box titled "CREATE A HAPPY WORKFORCE" with the subtext "A 5-part breakdown of the simple ways you can reward and measure positive workplace culture". It features icons of people and hearts, and a "Download eBook" button. Further down are sections for "FEATURED PERKS" (with cards for AMC, Budget, Groupon, beds by duck!, Orbitz, and bliss) and "OUR CUSTOMERS" (with logos for Zendesk, Semptech, Weebly, Birchbox, and Unilever). The footer contains links for "Features", "Learn", "Company", and "Subscribe", along with social media icons and copyright information.

ABOUT US

Features | Benefits | Library | Company | Success Stories

LOG IN

OUR PERKS

Perks Your Employees Love

Allow employees opportunities for personal growth by offering them benefits such as free, flexible, and valuable off-the-job perks. Delight your team with the perks they have.

[View All Perks](#)

Add Ease & Fun to Your Employees' Lives with FREE-RATE PERKS

Employees can use one-time perks that have no limits or restrictions. Insurance doesn't expire and are renewable immediately. Hotel, restaurant dining, gym memberships, food delivery services, many perks reward healthily and are accessible nationwide. Employees can also receive travel perks, recommendations for hobbies, hobby classes, gifts, the abilities of negotiating perks, and much more.

[View All Perks](#)

Our Go-To Payroll Ops Business Partner Zendesk

"We've generated over 1000 integrations for clients and now have the most extensive array of user workflows ranging from HRIS to payroll through AnyPark. It's something our employees really love," said Matt Hause, Customer Development at Zendesk.

Elevate Your Employer Brand

WITH A CUSTOM GALLERIE PLACEMENT

Enhance your company's core values and employer brand by customizing your company's giving platform with a company logo and a custom gallery designed to display your company-specific events and photos. Any perks that are customized with your company's values ultimately reflect well on the brand. Showcase the culture of your company's values and goals.

Prove You're Adding Value WITH VISIBLE INTEGRATION REPORTING AND ANALYTICS

Track engagement using participation analytics that tell you the dollar amount spent, the average contribution will look like, the hours saved, the money spent via mobile, total contributions per gender, and your analysis across the interests of your team by keeping track of the most frequently engaged users. This lets you easily track ROI and integrate data into.

Ensure Program Success WITH YOUR CUSTOMER SUCCESS PARTNER

Your new partner Customer Success Manager will communicate to your partners about why it's important to you. They will be your go-to guide for answering questions, providing analytics, training on best practices, and, if necessary, quickly identifying areas of poor employee experience. Enjoy a continuous communication and program management experience to consistently keep delighting your employees.

AmyPark, Anywhere

THE iPhone App

Get the first iPhone app exclusive to AmyPark! Accessible from its position for employees with AmyPark to easily take advantage of their perks and rewards services, or from the convenience of their phone.

[LEARN MORE](#)

ANY PERK

Featured The Perks Library Company Success Stories

Log In

The AnyPerk iPhone App

[Download in the App Store](#)

Now You Can Access AnyPerk, Anywhere!

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

An iPhone displaying the AnyPerk mobile application. The screen shows a teal header with the 'ANY PERK' logo. Below the header is a navigation bar with tabs for 'Perks', 'Rewards', 'Featured', and 'Company Specific'. A promotional banner for 'Up to 90% off Movie Tickets' is visible, along with a thumbnail image of two people at a movie theater. Below the banner are images of food items like salads and pizzas.

An iPhone displaying the AnyPerk mobile application. The screen shows a teal header with the 'ANY PERK' logo. Below the header is a navigation bar with tabs for 'Perks', 'Rewards', 'Featured', and 'Company Specific'. The main content area displays a grid of various perk categories, each with a small thumbnail image and a title.

Access Perks On-the-Go

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

Redeem Rewards REWARDS

Anytime

For companies using AnyPerk Rewards, view your Reward Credit balance and redeem them on a variety of great brands. The mobile Rewards tab seamlessly reflects the desktop experience, so employees can take advantage of their Rewards credits when they're most relevant.

[Learn About Rewards](#)

An iPhone displaying the AnyPerk mobile application. The screen shows a yellow header with the 'Perks' tab selected. Below the header is a navigation bar with tabs for 'Perks', 'Rewards', 'Featured', and 'Company Specific'. The main content area shows a balance of 'Your Credits \$10.00' and a list of reward options, including an 'Amazon Gift Card' and other brand logos like 'AMC' and 'AMAZON'. Each option has a small image and a brief description.

An iPhone displaying the AnyPerk mobile application. The screen shows a white header with the 'Perks' tab selected. Below the header is a navigation bar with tabs for 'Perks', 'Rewards', 'Featured', and 'Company Specific'. The main content area shows a list of 'Favorite Perks' with small thumbnail images and titles.

Seamlessly Track Your Favorite Perks

Like a particular spa, or a yoga studio you love, mark your favorite perks with a heart to easily find them later. The app syncs with your desktop experience, so you can favorite items on your computer and see them on the app when you're on the go.

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

Download on the App Store

B NY || PERK

Dashboard The Perks Library Company Success Stories Log In

The Employee Happiness Solution

Request a Demo

Perks

PERKS YOUR EMPLOYEES LOVE

Employees gain access to their pre-negotiated perks that have no limits on redemption frequency, don't expire, and are redeemable immediately from partners ranging on gym memberships to childcare services, many perks are monthly, and are available nationwide. Employees can also make direct perks recommendations to anyone testing company perks that limitless of negotiating perks in-house.

[Learn More >](#)

BIRCHBOX* Leah Culmer, People Operations & Performance, Birchbox
"The perks on AnyPerk come in real life and online. Which is largely representative of my actual perk offerings. AnyPerk does everything for us so we don't have to."

[Read More Customer Testimonials >](#)

Rewards

BUILD HAPPINESS WITH RECOGNITION

AnyPerk's rewards platform allows you easily recognize employees' achievements and rewards them with gifts that individuals can select themselves. By letting a specific dollar amount link to the rewards platform, an employer can send credit to an employee, team, or the entire company to be used toward the gift of their choice. Rewards can be sent on a one-time basis or set to recur.

[Learn More >](#)

CUSHMAN & WAKEFIELD Rich Burgess, Managing Director, Global Travel & Corporate Procurement, Cushman & Wakefield
"When you have a workforce of thousands of people in multiple markets that you want to reward, you expect to be the one that AnyPerk has just done for us. It's probably the easiest, most efficient, and cost-effective way for the employee you want to delight or gratify."

[Read More Customer Testimonials >](#)

Customer Success & Support

ACHIEVE YOUR EMPLOYEE HAPPINESS GOALS

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

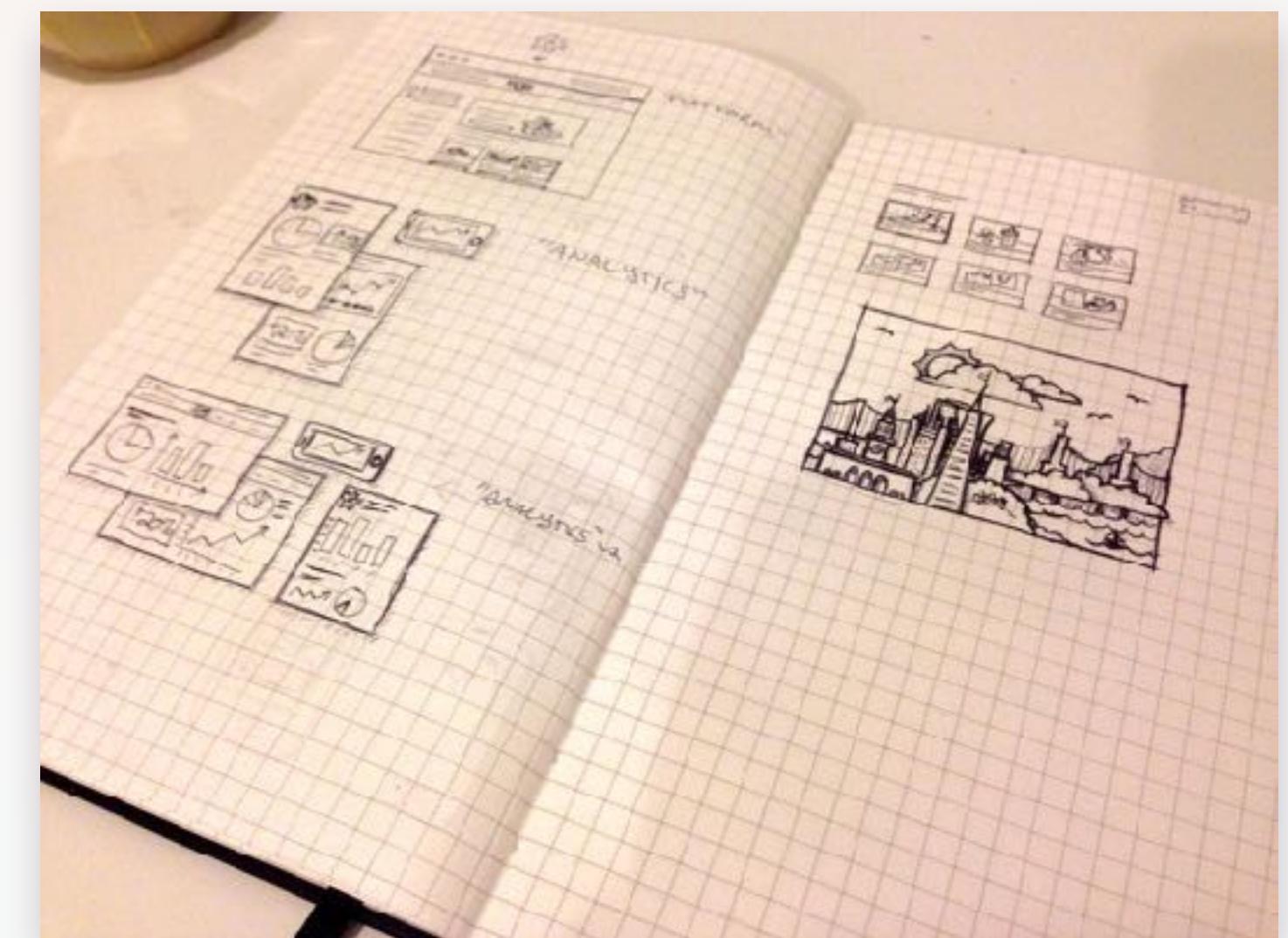
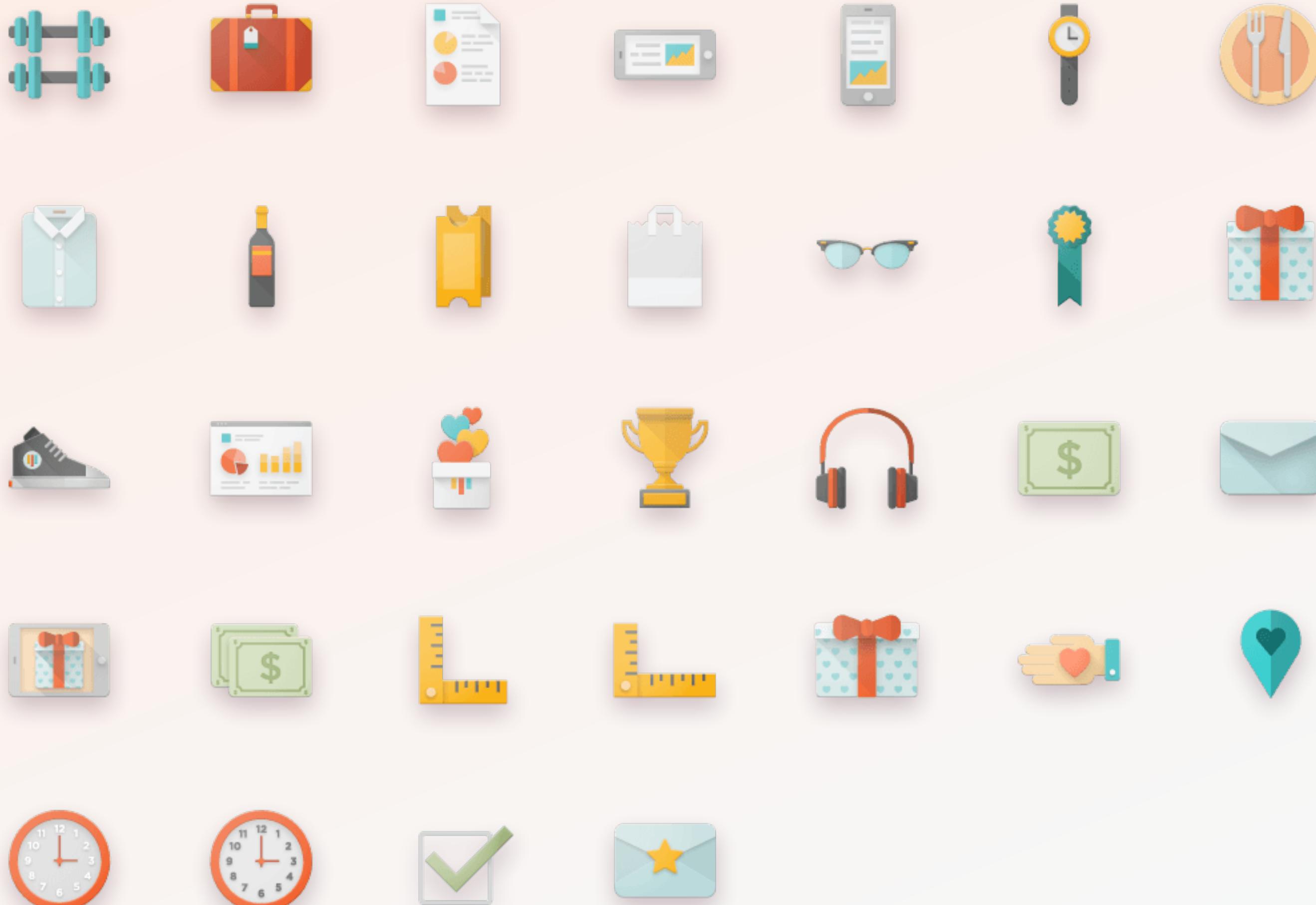


Employee Communications
STRATEGIC COMMUNICATIONS AROUND YOUR EMPLOYEE ENGAGEMENT INITIATIVES

Part of boosting happiness is making sure employees understand the breadth of engagement initiatives you offer them. Will be your strategic marketing partner every step of the way.



Branding, Marketing Communications, Illustration, Development





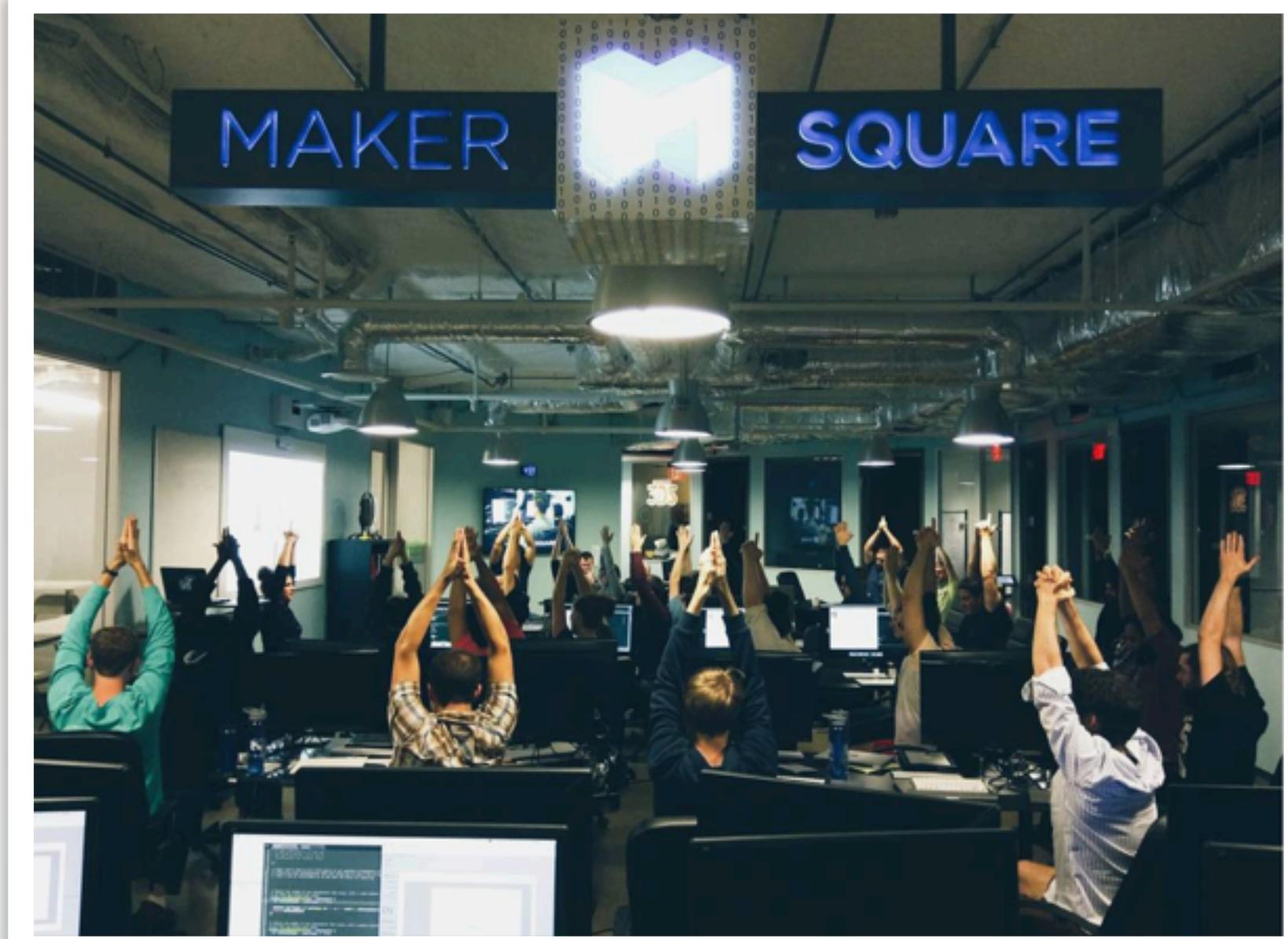
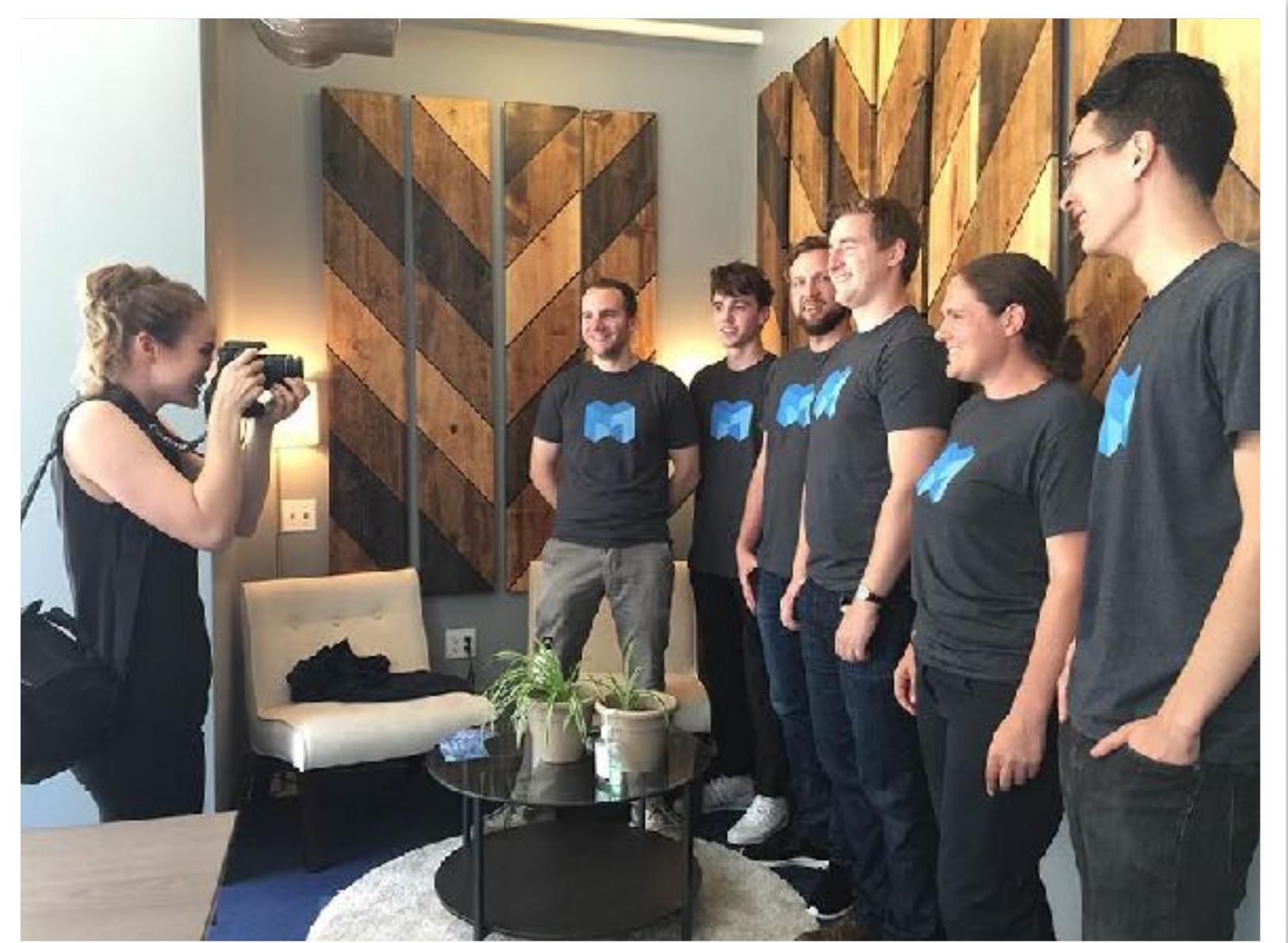


OTHER WORK

MakerSquare
Lead Designer
2013-2015







EARLIER WORK

Bonsai.lo, ATX Nerdy Ladies,
Vespaio Restaurants Group

Design Consultant
2012-2015



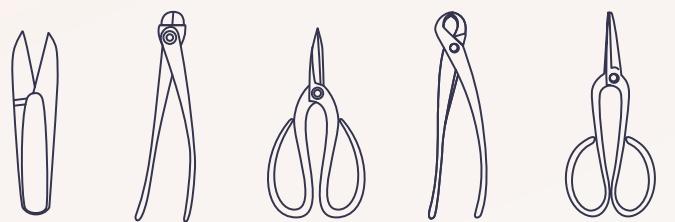
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This is could be an introduction

THIS COULD BE A TAGLINE

Call to Action

ICONS & ILLUSTRATIONS



STYLE-TILE No. 1

ADJECTIVES

Forward-thinking
Mindful
Experienced

Heading

SOMMET ROUNDED, THIN, 60PT

SUBHEADING

WHITNEY, MEDIUM, 18PT

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

WHITNEY, MEDIUM, 18PT

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

WHITNEY, THIN, 18PT

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

WHITNEY, BOLD, 18PT

SUBHEADING ON A DARK BACKGROUND

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



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About Plans Blog Contact

Search

Getting started is easy,
just pay as your product grows.



Starter	Staging	Production	Business
Free!	\$45 per month	\$145 per month	\$445 per month
Start learning about Elasticsearch today	Budget-friendly for your staging and internal applications.	Multi-zone replication for solid production availability	Includes complimentary schema design & search integration consultation
1 shard No replication 2 connections	10 shards No replication 5 connections	20 shards 1x replication 10 connections	50 shards 2x replication 20 connections

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clusters billing & account plans & pricing blog contact

This is a headline

This is a subheading, with more information.



Sample Text	Sample Text	Sample Text
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Elasticsearch, managed by experts.



Instant, self-service provisioning, website search, Logstash, and Kibana.

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

[Sign Up](#)

Reliable & Fast Our production plans are based from our fast 100% replicated Elasticsearch, and backed up off-site daily.

Easy Setup Installation is super simple and we have documentation and support to walk you through every step.

Cutting Edge Elasticsearch is an innovative new search engine built on Apache Lucene, the industry standard for search.

"Our clients are pleased, they've noticed a huge increase in performance and resilience."

-James Old, Managing Director, Magnolia Box



We're developers too.

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

[Launch a Cluster](#)

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Apache and Apache Lucene are trademarks of the Apache Software Foundation.

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



Results in Real-Time Your customers need fast, full-text search. Bonsai delivers. Search your website, or any part of the site, and index popular hashtags.

Supported by Specialists We have been managing thousands of other customers since 2009. Our senior engineers are some of the best, and most popular, Elasticsearch specialists.

Distributed by Design Partitioned index shards to expand your capacity, and add replicas to ensure high availability and search traffic volume.

Great Support Comes Standard All plans include email and ticket support during our business hours. If something isn't working quite the way it should, just drop us an email to [support@bonsai.io](#) and we'll help get you all sorted out. For those days when search intuition is absolutely crucial, we offer additional phone support and 24/7 support via a separate, always-on urgent access ticket line. Just let us know when an index can't be sorted up for you.

Getting Started is Easy All plans include email and ticket support during our business hours. In something's not working quite the way it should, just drop us an email to [support@bonsai.io](#) and we'll help get you all sorted out.

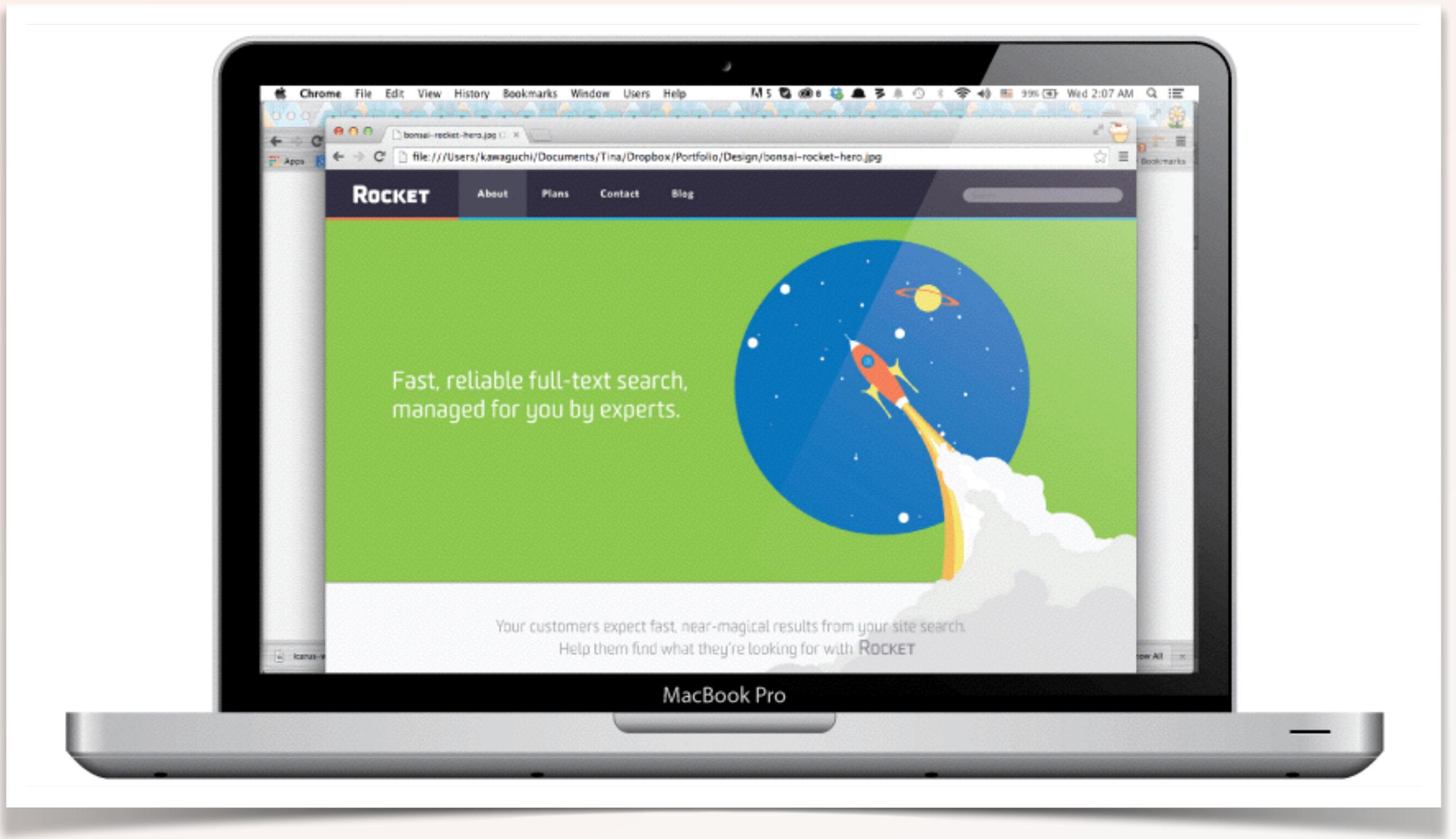
[Install on Heroku](#)

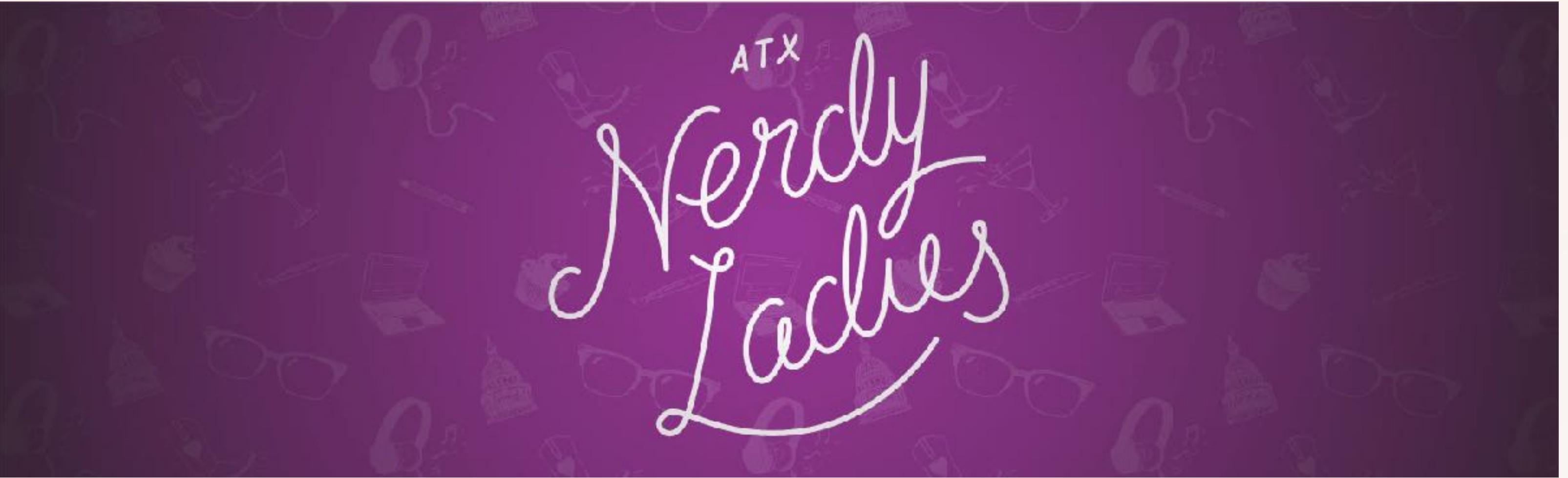
Bonsai Blog January 15, 2014 Elasticsearch 2.0 has launched! February 20, 2014

Stay in Touch There are many ways to follow Bonsai, and we welcome your questions and feedback. Please, stay in touch!

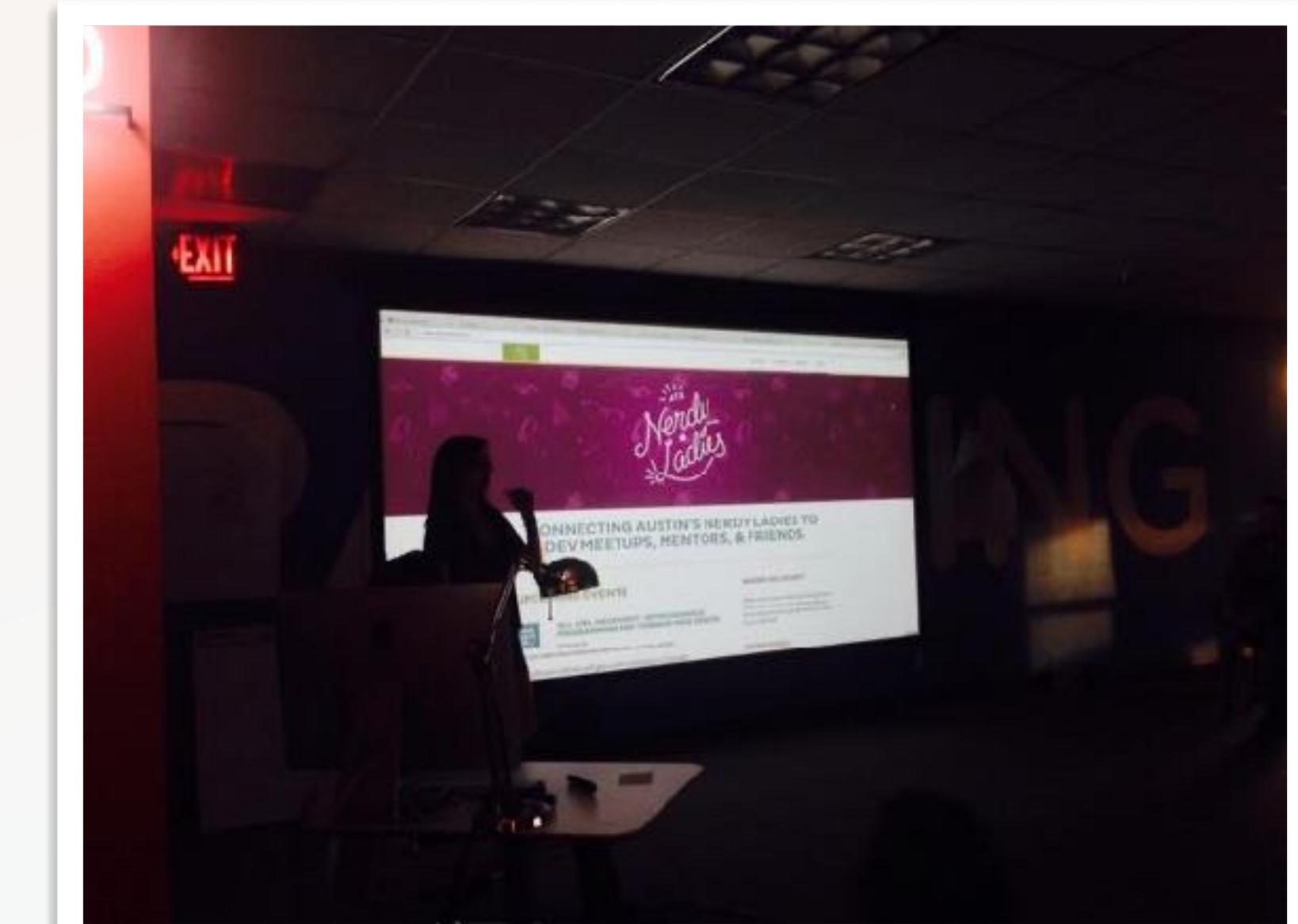
Site Links

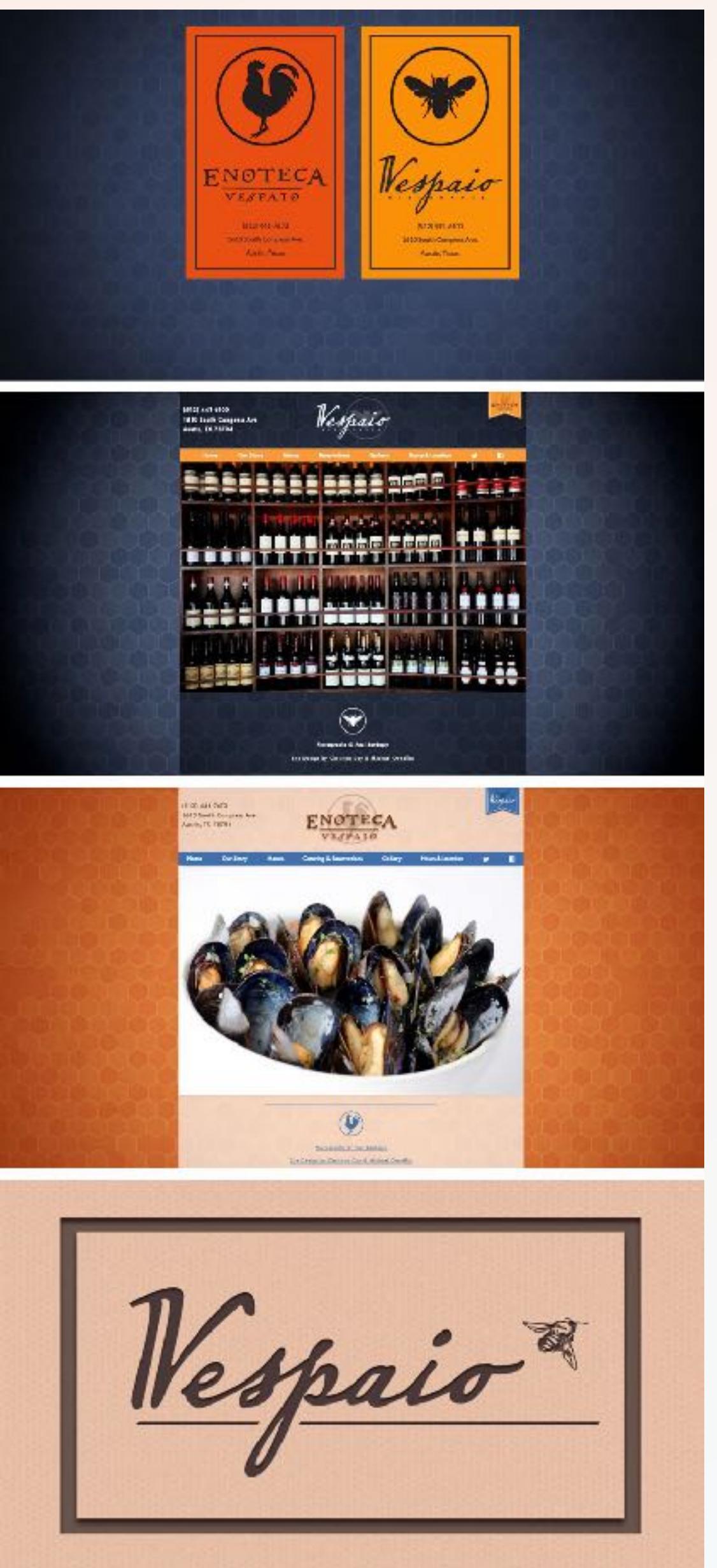
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A screenshot of a web browser window showing the "ATX Nerdy Ladies" website. The browser's top bar shows "Chrome" and the URL "localhost:3000". The main content area has a dark purple header with the "ATX Nerdy Ladies" logo. Below the header, there is a large white text area containing the slogan "A HUB FOR CONNECTING NERDY LADIES TO TECH MEETUPS AROUND AUSTIN." in red. At the bottom, there are two green buttons: "UPCOMING EVENTS" and "DON'T KNOW WHERE TO START?".





PHILOSOPHY

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