

# THOMAS PETITJEAN'S PORTFOLIO

January 2016

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Business application  
**Web consultant  
& front-end developer**



Landing page optimisation  
**Project manager  
& SEO expert**



Club Med Luxe microsite  
**Technical project  
manager**



Branding  
**Project manager  
& SEO expert**



B2C website  
**Project manager**



POS application  
**Technical project  
manager**



**Design & development of Epsilog's  
main business application**



# A global logistics company

Mission: To be a responsible regional actor, which contributes to the development of its region, its employees and its partners.

- **TRANSPORT**

Door to door delivery in Europe & China

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- **DISTRIBUTION**

Real-time stock management, conception of distribution platforms

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- **ELECTRONIC DATA INTERCHANGE**

Creation of custom data exchange systems

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## ABOUT THE PROJECT

# Facilitating business transactions through digital media

Epsilog had been meaning to initiate a **digital transformation** for a few years when we started collaborating. Their operations team decided to begin this transformation in 2015 to gain in **simplicity** and **efficiency** both internally and with their clients.

Their team and I started this shift by working together on a **web-based transaction system**. This transaction tool now allows their clients to select a transportation service, get an exact price for it and place their order online in a few minutes.

What had to be done with a fax before, can now be done in a few clicks on the internet!

## MY ROLE

# I acted as web consultant & front-end developer

My role in this project consisted in two parts.

The first one was to **proactively advise my client** and guide him through the design process. I aimed to take all of their business constraints into account and to be as receptive as possible to their ideas, in order to provide them with a suitable solution.

The second part was to **develop the application's interface**. I chose to work with a senior front-end developer to make sure I delivered quality deliverables. I was in charge of setting up the templates and developing all the client-side features and animations. My colleague took care of API integrations and database management.

# THE PROCESS

---

#1

**INITIATION**

#2

**WIREFRAMING**

#3

**MVP DELIVERY**

#4

**DELIVERY**

#5

**SCALING**

---

# PROPOSAL

## THE VISION



**Embracing the values of digital media  
to continue meeting expectations  
and stay competitive in the logistics sector**

## THE PROTOTYPE

# Two principles

SECURED

&

SCALABLE

## THE PROTOTYPE

# Features

- **A SECURED LOGIN SYSTEM**

Order history, account page

---

- **AN ACCURATE SIMULATION ENGINE**

Google Maps API, JS unit testing, calculations powered by ReactJS

---

- **EASILY ACCESSIBLE DATA**

A modular and customisable dashboard for Epsilog's operations team

---

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# DELIVERABLES

## DELIVERABLES

#1 **A customised interface** for Epsilog's main client, and scalable for others

#2 **A modular and customisable dashboard** for Epsilog's operations team

-

# WIREFRAMES

# ZONING SIMULATOR

---

**HEADER**

**INPUT AREA**

**RESULT**

**FOOTER**

# WIREFRAMES

## INPUT AREA

---

TARIFF	CARGO
SIMPLE ▾	TYPE ▾
DISTANCE	MODÈLE ▾
STARTING POINT	QUANTITÉ ▾
DESTINATION	Add
<input checked="" type="checkbox"/> 24H DELIVERY	

# WIREFRAMES

## RESULT

---

### CRITERIA

- Tariff : Simple
- Distance : 20km
- 24h delivery

TOTAL

**550,62€**

[Reset](#)

[Save](#)

[Share](#)

[\*\*Validate\*\*](#)

# WIREFRAMES

## DASHBOARD

Date, from/to, type, modèle

26/09/15 Paul - [paul@jungheinrich.com](mailto:paul@jungheinrich.com) - Saint-Quentin-Fallavier

**Item 1**

---

**Item 2**

---

**Item 3**

---

Criteria **TOTAL 550,62 €**

Tariff : Simple, Distance : 20km (Paris, Lyon),  
24h delivery

12/09/15 Isaac - [isaac@jungheinrich.com](mailto:isaac@jungheinrich.com) - Saint-Quentin-Fallavier

**Item 1**

---

**Item 2**

-

# THE WEBSITE

# THE WEBSITE



## EPSILOG SIMULATION

Simulez votre prochaine commande dès maintenant

**JUNGHEINRICH**

**Grille** **Départ** **Destination**

Simple	Point de départ...	Point de livraison...
Type	Modèle	Quantité
Sélectionner	Sélectionner	Sélectionner

**Supprimer** 0 kg

+ Ajouter une référence

Livraison en 24h

<b>Critères</b> Tarif : Simple	<b>Distance</b> 0 km
	<b>Poids total</b> 0 kg
	<b>Total</b> 0 €

Réinitialiser Sauvegarder

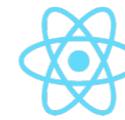
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# TOOLS USED

# TOOLS

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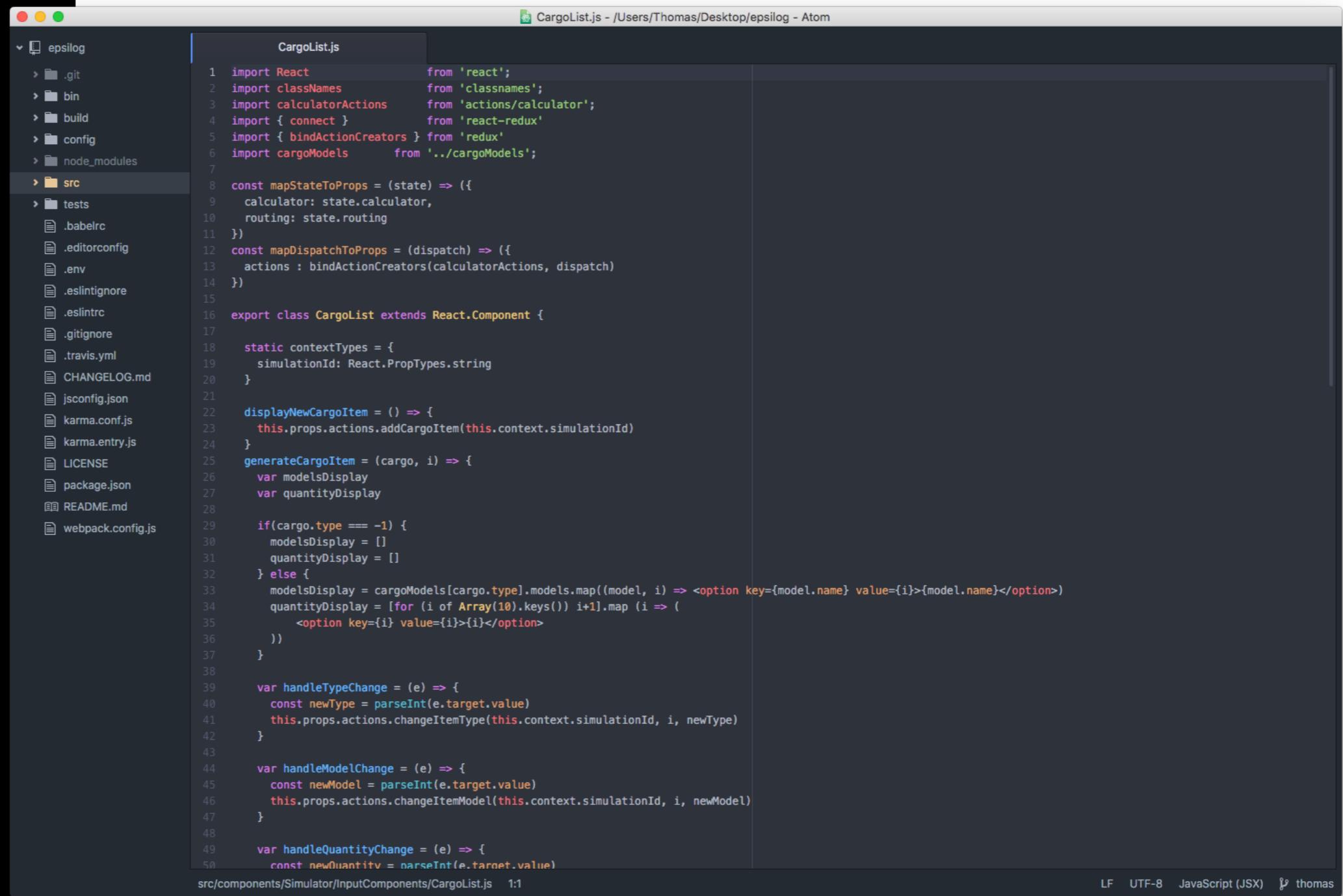
- Easy maintainability
- Efficient rendering
- Modularity
- Functional approach



## React

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Facebook's JavaScript library



The screenshot shows the Atom code editor interface. On the left is a sidebar with project files: .git, bin, build, config, node\_modules, src (which is expanded to show tests, .babelrc, .editorconfig, .env, .eslintignore, .eslintrc, .gitignore, .travis.yml, CHANGELOG.md, jsconfig.json, karma.conf.js, karma.entry.js, LICENSE, package.json, README.md, and webpack.config.js). The main editor area has a dark background and displays the code for 'CargoList.js'. The code uses ES6 syntax and JSX. It imports React, classNames, calculatorActions, connect, bindActionCreators, and cargoModels. It defines mapStateToProps and mapDispatchToProps functions. The class 'CargoList' extends React.Component and includes methods for displaying new cargo items, generating cargo item lists, handling type changes, model changes, and quantity changes. The file path at the bottom is 'src/components/Simulator/InputComponents/CargoList.js'.

```
1 import React from 'react';
2 import classNames from 'classnames';
3 import calculatorActions from 'actions/calculator';
4 import { connect } from 'react-redux';
5 import { bindActionCreators } from 'redux';
6 import cargoModels from '../cargoModels';
7
8 const mapStateToProps = (state) => ({
9   calculator: state.calculator,
10  routing: state.routing
11 })
12 const mapDispatchToProps = (dispatch) => ({
13   actions: bindActionCreators(calculatorActions, dispatch)
14 })
15
16 export class CargoList extends React.Component {
17
18   static contextTypes = {
19     simulationId: React.PropTypes.string
20   }
21
22   displayNewCargoItem = () => {
23     this.props.actions.addCargoItem(this.context.simulationId)
24   }
25   generateCargoItem = (cargo, i) => {
26     var modelsDisplay
27     var quantityDisplay
28
29     if(cargo.type === -1) {
30       modelsDisplay = []
31       quantityDisplay = []
32     } else {
33       modelsDisplay = cargoModels[cargo.type].models.map((model, i) => <option key={model.name} value={i}>{model.name}</option>)
34       quantityDisplay = [for (i of Array(10).keys()) i+1].map (i => (
35         <option key={i} value={i}>{i}</option>
36       ))
37     }
38
39   var handleTypeChange = (e) => {
40     const newType = parseInt(e.target.value)
41     this.props.actions.changeItemType(this.context.simulationId, i, newType)
42   }
43
44   var handleModelChange = (e) => {
45     const newModel = parseInt(e.target.value)
46     this.props.actions.changeItemModel(this.context.simulationId, i, newModel)
47   }
48
49   var handleQuantityChange = (e) => {
50     const newQuantity = parseInt(e.target.value)
```

src/components/Simulator/InputComponents/CargoList.js 1:1

LF UTF-8 JavaScript (JSX) ⌂ thomas

# TOOLS

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- Easy collaboration
- Issue tracking



Web-based git repository  
hosting service

A screenshot of the GitHub desktop application interface. The top bar shows the repository "freemanon/epsilog". The main area displays a list of pull requests on the left and a detailed view of a specific commit on the right. The commit details show a diff of changes made to the file "src/components/simulator/Result.js". The commit message is "Merge pull request #56 from freemanon/tho...". The commit was made 2 days ago by freemanon. The diff highlights added code in green and removed code in red. The code changes include imports for "calculatorActions", "redux-simple-router", "parse", "ramda", and "classnames", and logic for mapping state to props and filtering cargo items.

```
@@ -6,7 +6,7 @@ import calculatorActions from 'actions/calculator';
import { updatePath } from 'redux-simple-router'
import Parse from 'parse'
-import {assoc,compose} from 'ramda'
+import {assoc,compose, filter} from 'ramda'
import classNames from 'classnames'

const mapStateToProps = (state) => ({
  ...
  @@@ -57,6 +57,13 @@ export class Result extends React.Component {
    this.props.actions.reset(simulationId)
  }
}

+ checkCargoItemComplete = cargoItem =>
+   cargoItem.type !== -1 &&
+   cargoItem.model !== -1 &&
+   cargoItem.quantity !== 0
+
+ removeIncompleteCargoItems = cargoItems => filter(this.checkCargoItemComplete, cargoItems)

save = () => {
  const simulationId = this.context.simulationId
  const simulation = this.props.calculator[simulationId]
  ...
  @@@ -67,7 +74,7 @@ export class Result extends React.Component {
    destination: simulation.destination,
    price: this.state.price,
    distance: this.state.distance,
    - cargoItems: simulation.cargoItems
    + cargoItems: this.removeIncompleteCargoItems(simulation.cargoItems)
  }
}

// Create ParseReact Mutation
```

# TOOLS

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- Easy deployment
- Powerful cloud database
- Automatic scaling



Database management,  
Deployment & Hosting

BETA petitjean.thomas2@gm...

Epsilog CLASS Session 18 objects • Public Read and Write enabled

Filter | Security | Edit

	objectId	String	sessionToken	String	expiresAt	Date	ACL	ACL	user	Pointer <_User>	updatedAt	Date
1	ntvPEBExNT	(hidden)			16 Dec 2016 at 21:1...	Public Read + Write			VDmPsrkjL9		17 Dec 2015 at 21:1...	
18	JrHtUYQIRv	(hidden)			14 Dec 2016 at 18:0...	Public Read + Write			FcFHFy2oj9		15 Dec 2015 at 18:0...	
5	GjotAMrEcE	(hidden)			14 Dec 2016 at 15:1...	Public Read + Write			VDmPsrkjL9		15 Dec 2015 at 15:1...	
2	00c9V42212	(hidden)			14 Dec 2016 at 15:0...	Public Read + Write			VDmPsrkjL9		15 Dec 2015 at 15:0...	
4	mHF1kfqmRN	(hidden)			14 Dec 2016 at 14:5...	Public Read + Write			cz9aVhyz1k		15 Dec 2015 at 14:5...	
	r79ssiQMCI	(hidden)			14 Dec 2016 at 14:3...	Public Read + Write			FcFHFy2oj9		15 Dec 2015 at 14:3...	
	Sra5thjMbm	(hidden)			14 Dec 2016 at 14:0...	Public Read + Write			VDmPsrkjL9		15 Dec 2015 at 14:0...	
	oOxyGkP1D5	(hidden)			14 Dec 2016 at 13:5...	Public Read + Write			VDmPsrkjL9		15 Dec 2015 at 13:5...	
	a03ALhnRVC	(hidden)			14 Dec 2016 at 12:2...	Public Read + Write			VDmPsrkjL9		15 Dec 2015 at 12:2...	
	qYvWTeK4Ew	(hidden)			14 Dec 2016 at 01:1...	Public Read + Write			VDmPsrkjL9		15 Dec 2015 at 01:1...	
	r8VivDvNLh	(hidden)			14 Dec 2016 at 00:0...	Public Read + Write			VDmPsrkjL9		15 Dec 2015 at 00:0...	
	E8U1W4FmNf	(hidden)			13 Dec 2016 at 19:1...	Public Read + Write			cz9aVhyz1k		14 Dec 2015 at 19:1...	
	wQoufnRq7b	(hidden)			13 Dec 2016 at 18:0...	Public Read + Write			cz9aVhyz1k		14 Dec 2015 at 18:0...	
	cQ0g046wWs	(hidden)			13 Dec 2016 at 17:0...	Public Read + Write			cz9aVhyz1k		14 Dec 2015 at 17:0...	
	2GEY2yZfUc	(hidden)			13 Dec 2016 at 12:2...	Public Read + Write			zno54Xe1as		14 Dec 2015 at 12:2...	
	5m40Hsj3ff	(hidden)			4 Dec 2016 at 11:05...	Public Read + Write			cz9aVhyz1k		5 Dec 2015 at 11:05...	
	nk7M9LsSEA	(hidden)			3 Dec 2016 at 17:34...	Public Read + Write			3iVUCJ0v7t		4 Dec 2015 at 17:34...	
	fq6v5JL8HQ	(hidden)			3 Dec 2016 at 17:10...	Public Read + Write			DPwobFuYd4		4 Dec 2015 at 17:10...	

Leave beta dashboard | Feedback | ...

# TOOLS

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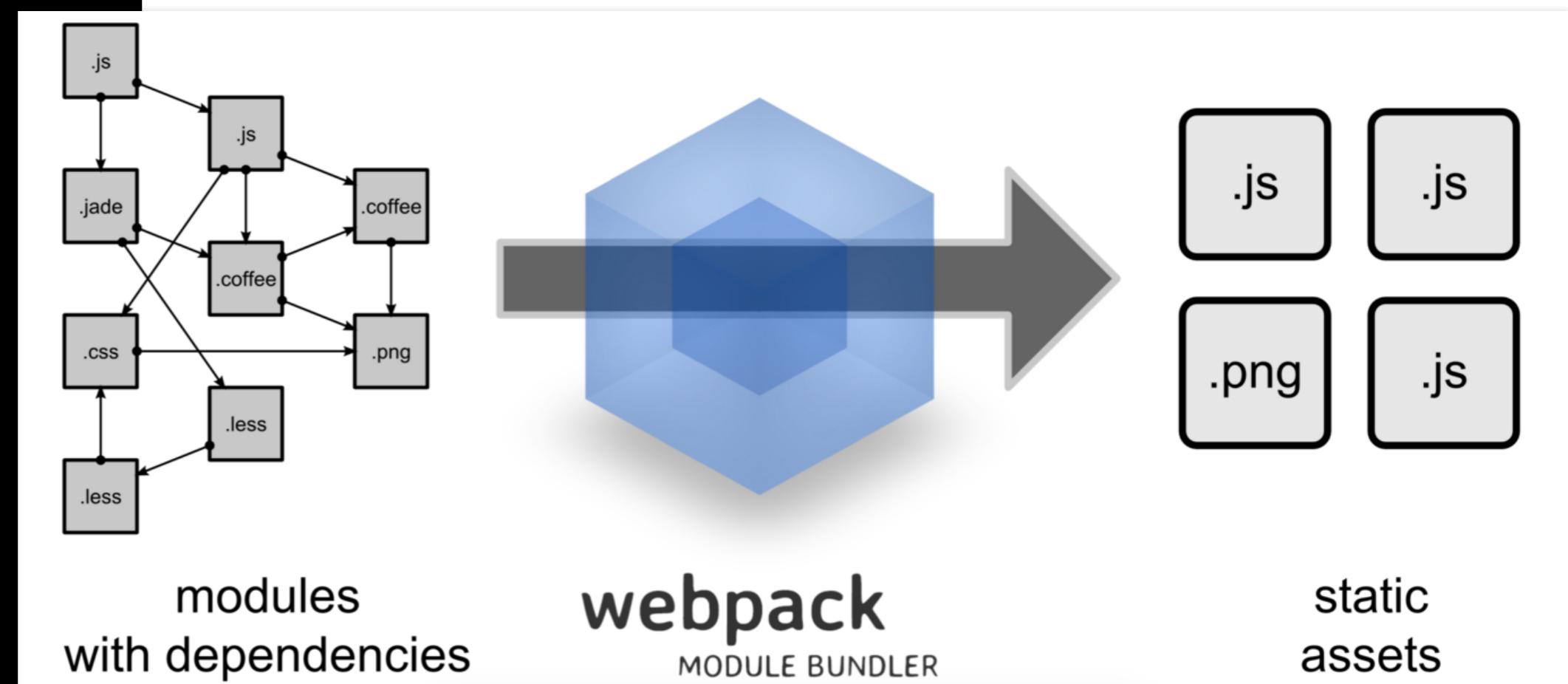
- Faster than GulpJS or GruntJS
- Modular plugin system
- Easy deployment via Parse



## Webpack

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Module bundler



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# TAKEAWAYS

## TAKEAWAYS

- 1 DIGITAL TRANSFORMATION**  
MOVING FROM OLD PROCESSES TO HIGHLY EFFICIENT AUTOMATED TOOLS

---

- 2 COLLECTING BUSINESS INSIGHTS**  
A CRUCIAL PART OF DIGITAL CREATION

---

- 3 THE DESIGN PROCESS**  
TRANSFORMING BUSINESS CONSTRAINTS INTO SOLUTIONS

---

# APPENDIX

## APPENDIX

**Please find the following documents attached:**

- MY PROPOSAL

---

- THE PROJECT QUOTATION

---

- THE WEBSITE'S SOURCE CODE

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## Architecture of YSL Beauty's SEO landing page

## ABOUT YVES SAINT LAURENT

# One of the world's top luxury fashion brands

L'Oréal's mission : Offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety.

- **MAKEUP**

---

- **FRAGRANCE**

---

- **SKINCARE**

---

# Rethinking YSL's acquisition strategy to increase conversion

Comme tous les e-commerçants, la conversion est un sujet majeur pour l'équipe digitale de YSL Beauty. Le faible taux de conversion des sites UK et FR ont longtemps étaient une préoccupation pour YSL et c'est donc dans ce contexte que nous sommes intervenus sur leur plateforme marchande.

La stratégie que nous avons proposé s'articulait autour de 2 axes : l'optimisation du dispositif existant et la conception d'une nouvelle typologie de landing page dédiée aux produits stars. L'idée derrière l'élaboration de ce nouveau gabarit était **1)** d'attirer du traffic qualifié via le SEO, en optimisant son contenu pour de la requête long traîne, **2)** de faire transformer le traffic SEA et **3)** trouver le juste équilibre entre efficacité marchande, image de marque et valorisation produit afin d'avoir un discours plus accessible et donc de favoriser la conversion.

## ABOUT THE PROJECT

# Rethinking YSL's acquisition strategy...

As most e-merchants, YSL Beauty's digital team values **conversion** more than anything. They had noticed a **decreasing conversion rate** and an **increasing bounce rate** on their UK and FR online stores throughout all four quarters of 2014. It is in this context that altima intervened and collaborated with YSL's head of digital marketing.

## ABOUT THE PROJECT

# ...to increase conversion

Our strategy consisted in two pillars : the optimisation of existing landing pages and the design of a new a landing page template for YSL's iconic products. The purpose of this new template was 1) to attract qualified SEO traffic through optimised content and 2) to convert prospects into clients (especially prospects coming from SEA campaigns). The underlying idea for our strategy was to restore a balance between business performance, brand image and product image on every one of their landing pages, in order to retrieve a more user-oriented content and ultimately increase conversion rates.

## MY ROLE

# I acted as project manager & SEO expert

My first task was to respond to YSL's solicitation with a **comprehensive SEO analysis**. The purpose of this analysis was first to answer the client's questions regarding their decreasing online performance and second to provide us with a basis for future recommendations.

My second task was to work closely with our **Creative Director** and a **CRO consultant** to conceive YSL's new landing page template.

# THE TEAM

**Management**

**Senior Account  
Manager**

**Creative Director**

**Core team**

**Project Manager  
SEO Expert**

**CRO Consultant**

**Punctual  
support**

**SEO Director**

## THE PROJECT'S KPIs

- 1 INCREASED CONVERSION RATE  
ON KEY LANDING PAGES**

---
- 2 RECRUITMENT OF NEW CLIENTS  
(OPT-IN NEWSLETTER)**

---
- 3 CUSTOMER ENGAGEMENT  
(SOCIAL SHARE)**

---

# DELIVERABLES



## DELIVERABLES

#1 **An SEO analysis** to identify the website's main weaknesses

#2 **Desktop & mobile wireframes** for YSL's new landing page template

---

# SEO ANALYSIS

# SEO ANALYSIS

Two landing page templates...



Landing pages dedicated to  
product launches

ex : black opium, Pop Water



Landing pages dedicated to  
conversion

# SEO ANALYSIS

**...serving different purposes...**



**Objectives:**

Visibility, awareness,  
brand territory

**Landing pages dedicated to  
product launches**

ex : black opium, Pop Water

**Objective:**

Conversion

**Landing pages dedicated to  
conversion**

**...and having their own flaws**

Des landings inspirationnelles où **l'on ne valorise pas la conversion directe**

Des landings catalogues où **l'on ne valorise pas le produit et son univers**

## SEO ANALYSIS

**...and having their own flaws**

**Landing pages...**

## Recommendation

#1 **Ajouter la conversion** comme un des objectifs des landings inspirationnelles

#2 **Créer un nouveau template** de landing dédié aux produits “stars”

## SEO ANALYSIS

### Recommendation

#1 **Implement CRO techniques** on ...

#2 **Design a new landing page template**  
for YSL's iconic products

## #2 Landing produits stars

Dédiée aux produits stratégiques  
Tailored for SEO and SEA campaigns

Au service de la conversion  
& scalable

## SEO ANALYSIS

### #2 Iconic product landing

...

**Tailored for SEO and SEA campaigns**

...

**& scalable**

# SEO ANALYSIS

## Finding the right balance

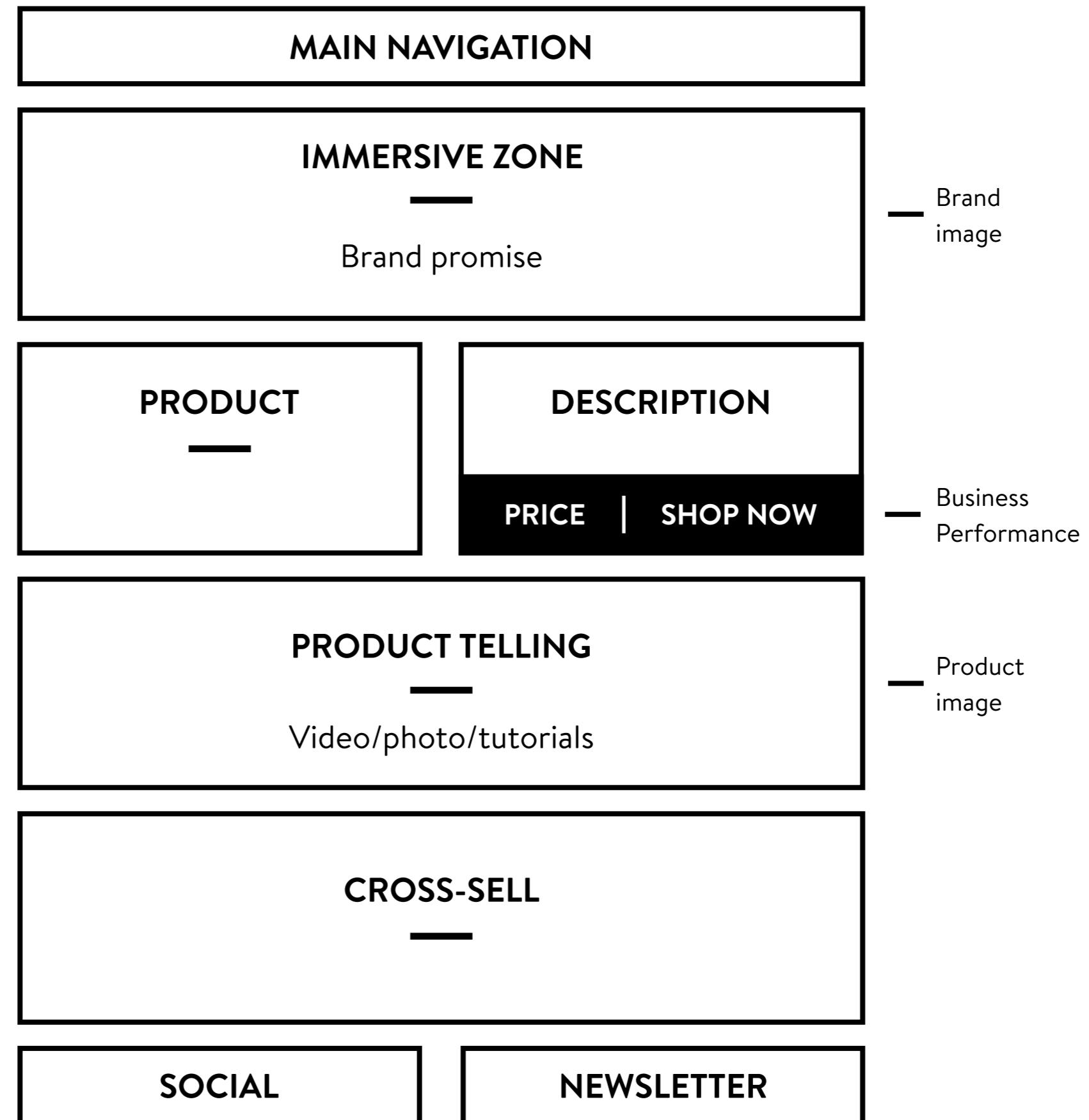


-

# WIREFRAMES

# WIREFRAMES

(DESKTOP)



# WIREFRAMES

(DESKTOP)

—

## MAIN NAVIGATION

## IMMERSIVE ZONE

Brand promise

### PRODUCT

### DESCRIPTION

PRICE | SHOP NOW

✓ Conversion

## PRODUCT TELLING

Video/photo/tutorials

## CROSS-SELL

### SOCIAL

### NEWSLETTER

✓ Recruitment & Social share

# WIREFRAMES

## (MOBILE)

---

MAIN NAVIGATION

IMMERSIVE ZONE

Brand promise

PRODUCT

DESCRIPTION

PRICE | SHOP NOW

PRODUCT TELLING

CROSS-SELL

SOCIAL

NEWSLETTER

---

# TAKEAWAYS

## TAKEAWAYS

- 1 SEARCH ENGINE OPTIMISATION**  
AN EXPERTISE, A MINDSET, A BUSINESS INTELLIGENCE TOOL

---

- 2 CONTENT & TONE OF VOICE**  
BOTH CRITICAL FACTORS IN CRO

---

- 3 DATA-DRIVEN APPROACH**  
THE MOST EFFICIENT AND EFFECTIVE WAY TO INCREASE ONLINE BUSINESS PERFORMANCE



A circular logo for Club Med is overlaid on a photograph of a tropical island resort. The resort features numerous overwater bungalows with thatched roofs, surrounded by a lush green lagoon and a sandy beach. The ocean beyond is a vibrant turquoise color. The Club Med logo consists of a black circle with a white border, containing the brand name "Club Med" in white capital letters, with a small registered trademark symbol (®) to the right.

Club Med®

**Development of Club Med's  
Exclusive Collection microsite**

# France's n°1 all-inclusive resort company

*“Our purpose in life is to be happy. The place to be happy is here. And the time to be happy is now.” - This spirit gave birth to Club Med in 1950 and the brand has since continued to reinvent the alchemy of happiness.*

- PREMIUM ALL-INCLUSIVE HOLIDAYS

---

- A WIDE RANGE OF ACTIVITIES

---

- 80 RESORTS ACROSS THE WORLD

---

## ABOUT THE PROJECT

# Contributing to Club Med's premiumisation strategy

Initially targeting low wage workers, Club Med is now aiming at a wealthier population. The brand has been operating this repositioning for the past 10 years by raising standards and prices and changing its communication strategy both online and offline.

Their B2C website was already putting forward their premium offer before our intervention but the aim of the project was to craft an immersive experience to transport the user into Club Med's world of luxury.

Project keywords: **storytelling**, **immersion** and **customer acquisition**.

## ABOUT THE PROJECT

# I acted as technical project manager

The design of the Club Med Luxe micro site had been done by world renown design agency Saatchi prior to my intervention.

My task was to put together a team of developers to code the entire site. As we didn't have the necessary human resource at Altima to carry out this task, I chose to outsource the development of the microsite. I worked with two friends of mine that I met at University and that are specialised in **ReactJS** and **Single Page Applications**.

Both of them worked off-site while I was managing the project from Altima, in Paris. We weren't always working at the same time, which meant that I had to rigorously plan and organise which feature had to be implemented and when.

## ABOUT THE PROJECT

# Storytelling

Club Med's wish for this project was to tell the “Luxury by Club Med” story, and to transport the user into their world of luxury.

The approach taken by Saatchi was to craft an immersive 7 slide single page application to depict Club Med’s “luxury pillars”.

A Single Page Application (SPA) was the perfect solution for this project as the experience had to be smooth and uninterrupted. Just like a story, every slide represented a chapter of Club Med’s story, and bought the prospect one step closer to the conclusion: Club Med’s selection of 5 start resorts.

URL: <http://ns.clubmed.com/ipm/clubmed-luxe/en/home.html>

# THE TEAM



- Project requirements
- Technical constraints
- Workflow & process
- Workflow & process
- Delivery
- Development
- Asset optimisation
- Development

# THE DEVELOPMENT PROCESS

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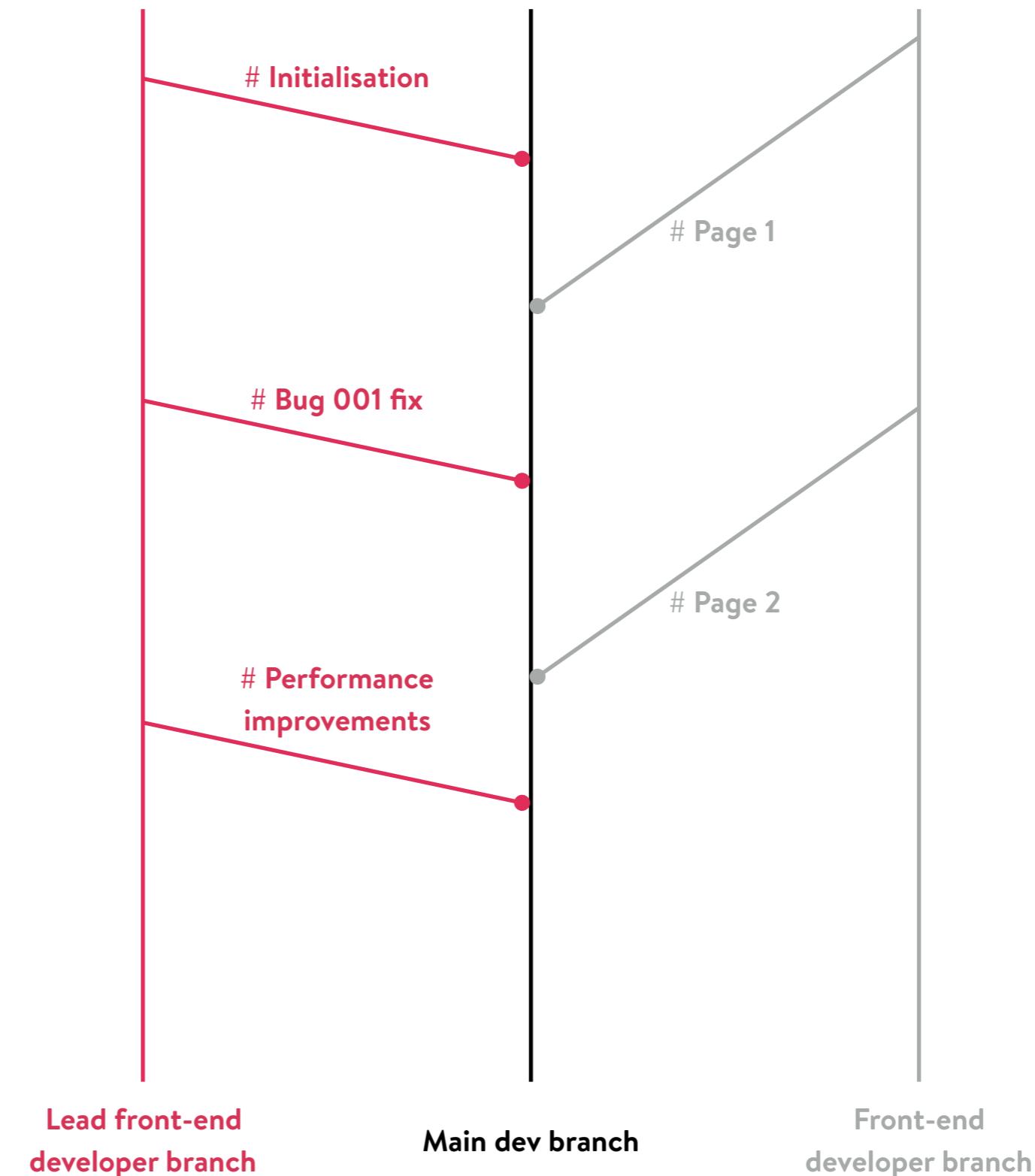
The lead front-end developer and I chose the **continuous integration method** for two reasons :

- It allowed both developers to work in parallel and allowed me to show my client our progress on a weekly basis.
- It considerably sped up the development process (bug fixing and improvements could be made in parallel)

The “#” in the adjacent illustration refer to commits.

LEAD DEV

FRONT-END DEV

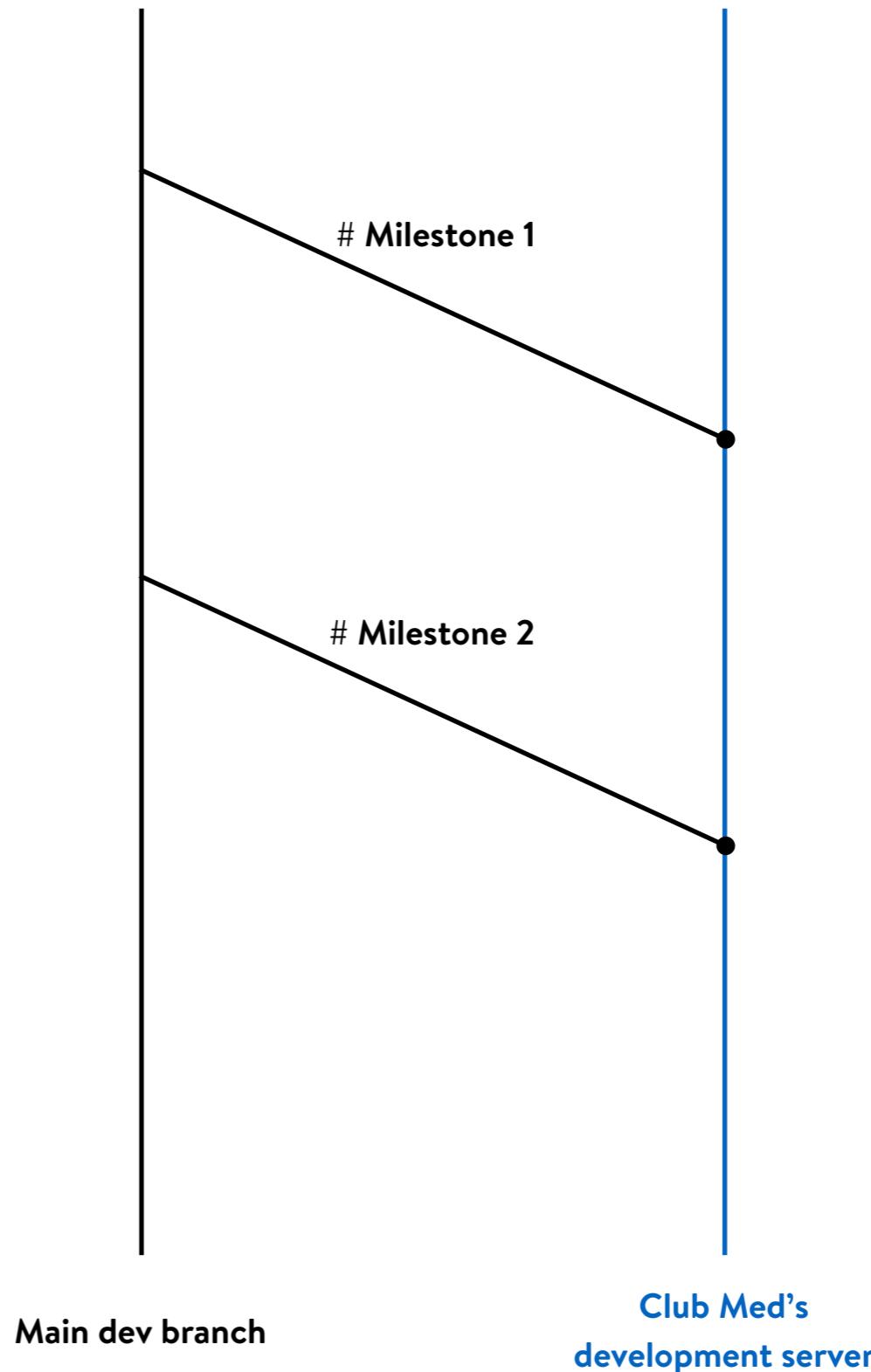


# THE DELIVERY PROCESS

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When a milestone was reached, I was able to deliver the code simply by entering “***git push [remote-name]***” in my terminal.

PROJECT MANAGER



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# TAKEAWAYS

# TAKEAWAYS

- 1 CONTINUOUS INTEGRATION**  
AN EFFICIENT, TEST-DRIVEN APPROACH TO DEVELOPMENT

---

- 2 ISOMORPHIC APPLICATIONS**  
A CONVENIENT SOLUTION FOR SEO

---

- 3 STORYTELLING**  
ENGAGING THE PROSPECT BY PROVIDING MEANING AND CONTEXT TO BUSINESS ARGUMENTS

---

# APPENDIX

## APPENDIX

**Please find the following documents attached:**

- THE PROJECT QUOTATION

---

- THE WEBSITE'S SOURCE CODE

---



**Implementation of ING Direct's  
new brand platform**

## ABOUT ING DIRECT

# France's n°1 Online Bank

Mission : Empowering people to stay a step ahead in life  
and in business.

- **EVERY DAY BANKING**

Mobile banking

---

- **SAVINGS**

Life insurance, term deposit

---

- **HOME LOANS**

Mortgage buyback, home finance loans

---

## ABOUT THE PROJECT

# Leading ING's strategic repositioning...

Ces dernières années, ING a mené un repositionnement de marque au niveau groupe. Anciennement "Améliorons la banque", la nouvelle baseline du groupe s'intitule maintenant "Financially Fit". Le concept est basé sur l'empowerment du client, une des valeurs clé de la marque, et consiste à accompagner celui-ci tout au long de la réalisation de ses projets en lui donnant accès à des outils et des contenus adaptés.

## ABOUT THE PROJECT

# Leading ING's strategic repositioning...

Since late 2014, ING has been conducting a complete brand repositioning. Still known as “Améliorons la banque” (“Let's improve banking”), the group's new baseline will soon be known as “**Financially fit**”. Based on the notion of **customer empowerment**, one of ING's key values, this new concept consists in guiding clients throughout their financial projects by giving them access to high-quality, tailored content and tools.

## ABOUT THE PROJECT

# ...across all its digital media

In more practical terms, the project consisted in 1) coming up with a **digital strategy** (UX flows, SEO positioning, visual identity...) and 2) **implementing this strategy** (design, front-end development) to set ING's new branding in motion.

We worked closely with the world renowned advertising agency **DDB°** to carry out this mission. Thanks to their branding expertise and their many years of experience, DDB° was able to provide us with an exhaustive **brand platform** as well as a clear **value proposition** for ING's new positioning. This allowed us to formulate thorough UX and SEO strategies and to efficiently carry out the creation of ING's new digital platform.

## ABOUT THE PROJECT

# I acted as project manager & SEO expert

I first assisted to a meeting hosted by **ING's strategic committee** to get a grasp of our client's expectations and its vision for the years to come.

Following that meeting, I co-drafted a process with the senior account manager. I then listed a series of **SEO recommendations** and **user flows** and presented them to the project committee. The nature of the client (an online bank) and the traffic objectives set by the client pushed me to put SEO at the heart of my reflection. Furthermore, the concept itself was perfectly suited to an SEO driven strategy. Indeed, thanks to its rich content and its multitude of subjects and thematic landing pages, ING's new website was perfectly tailored for long tail traffic.

# THE TEAM

**Management**

Senior Account  
Manager

Creative Director

SEO Director

**Core team**

Project Manager

Art Director

Front-End  
Developer

# THE PROCESS

---

DDB°

altrima°

## #1 BRAND PLATFORM

- Market analysis
- Value proposition
- Baseline

.....► ING VALIDATION

## #2 DIGITAL STRATEGY

- Personae & User flows
- SEO & Content strategy

.....► ING VALIDATION

## #3 PROTOTYPING

.....► ING VALIDATION

## #4 PRODUCTION

.....► DELIVERY

## #5 EXPANSION

- Content creation
- Simulation tools
- ...

# THE PROJECT'S KPIs

**1 RECRUITMENT OF NEW CLIENTS**  
GREATER PRESENCE IN SEARCH RESULTS

---

**2 INCREASED BRAND VISIBILITY**  
THROUGH A UNIQUE BRAND PROMISE

---

**3 INCREASED CONVERSION RATE**  
THANKS TO PRODUCT PLACEMENT

---

# DELIVERABLES

ING  DIRECT

---

## DELIVERABLES

#1 **User flows** for the entire platform  
(based on 2 personae)

#2 **An SEO strategy**

## DELIVERABLES

#3 **A content strategy**

#4 **A benchmark** of similar concepts  
already implemented by competitors

---

# PERSONAE & USER FLOWS

# PERSONA 1

## (PROSPECT)

---

**Yves**, 35 ans, cadre, client  
d'une banque « classique »

Malgré de bons revenus, il est souvent à découvert, et sans épargne de précaution, il accumule des problèmes de gestion qui pèsent sur sa santé financière.

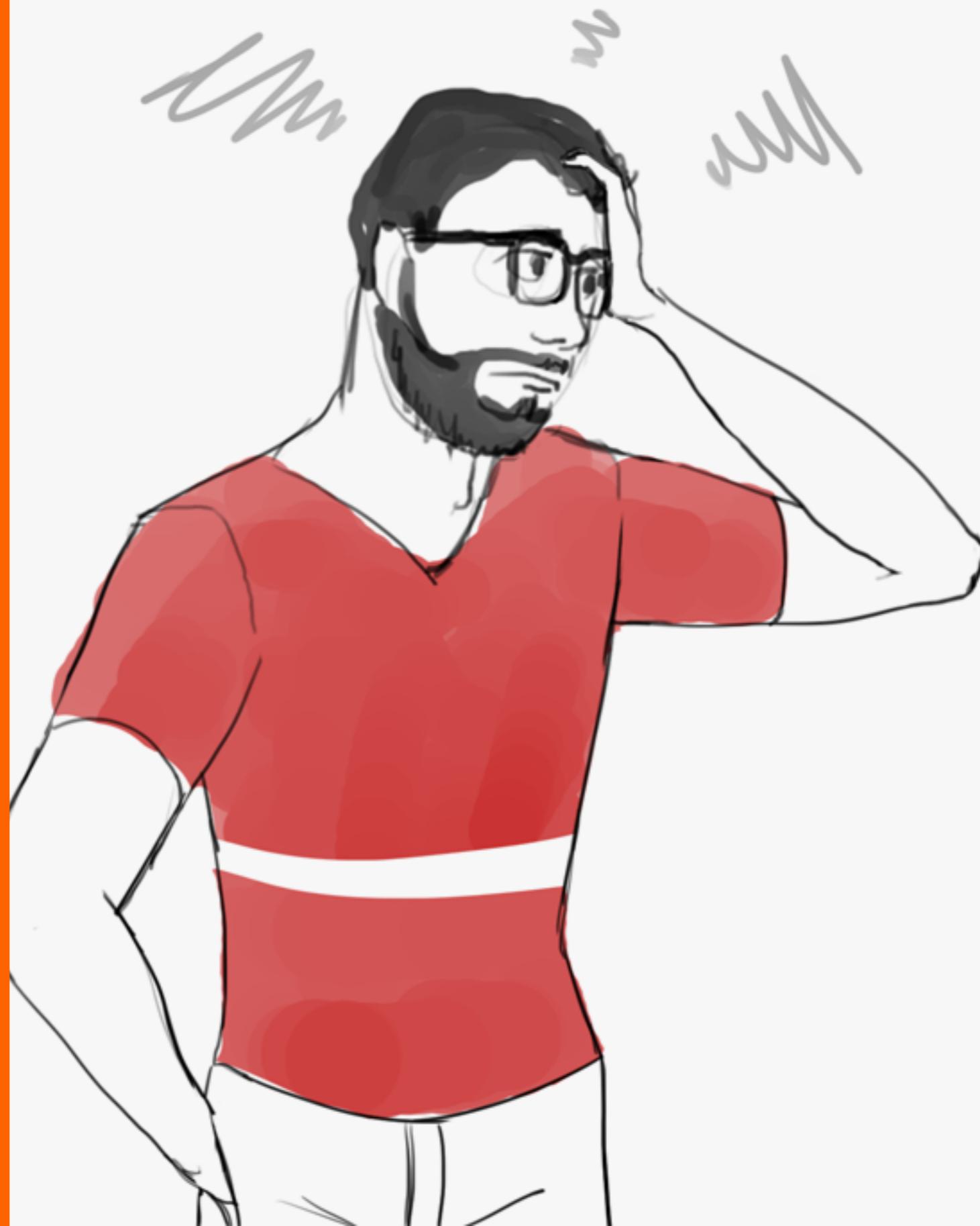
# PERSONA 1

## (PROSPECT)

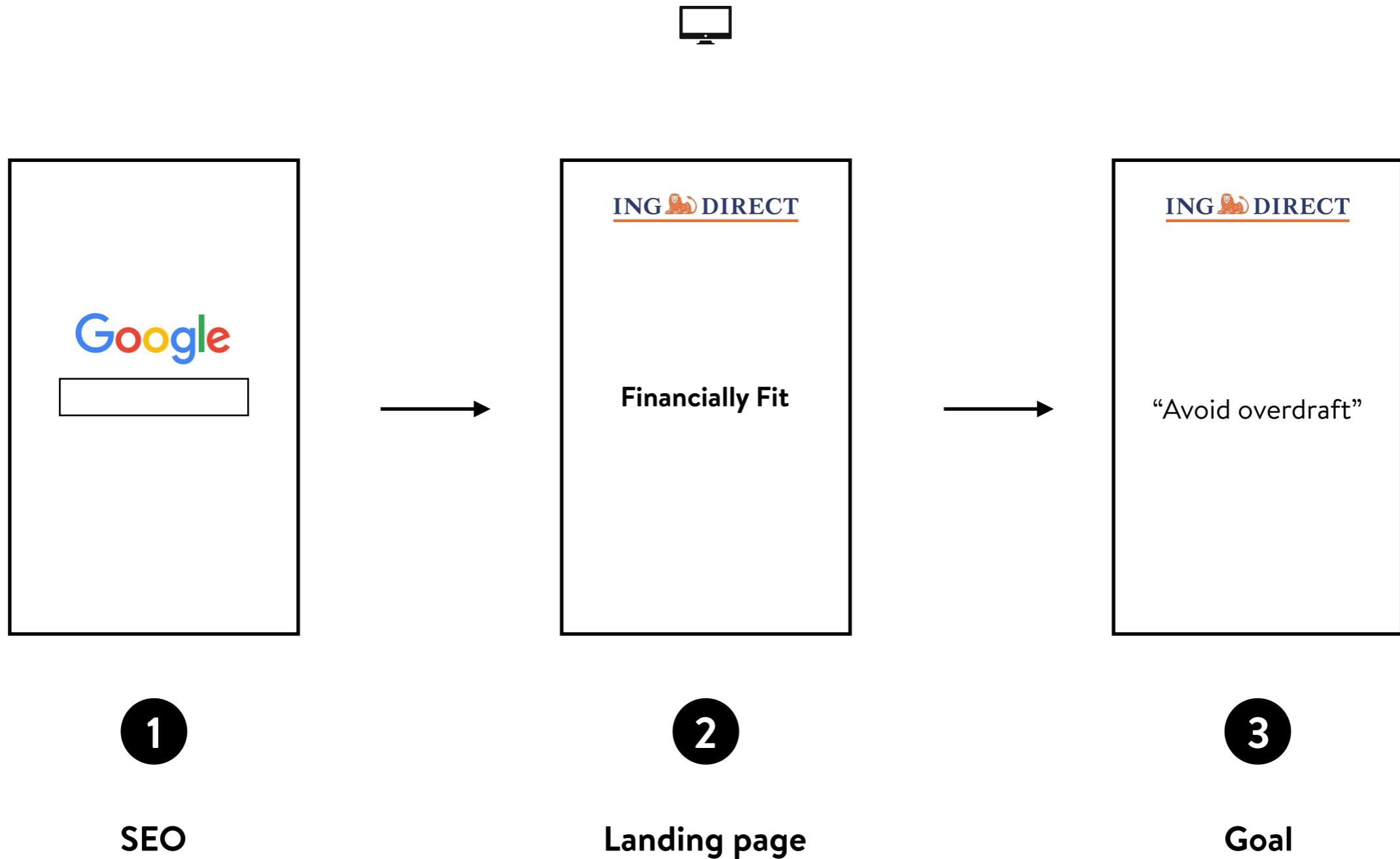
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Yves, 35 years old, senior manager, customer at a “**traditional bank**”.

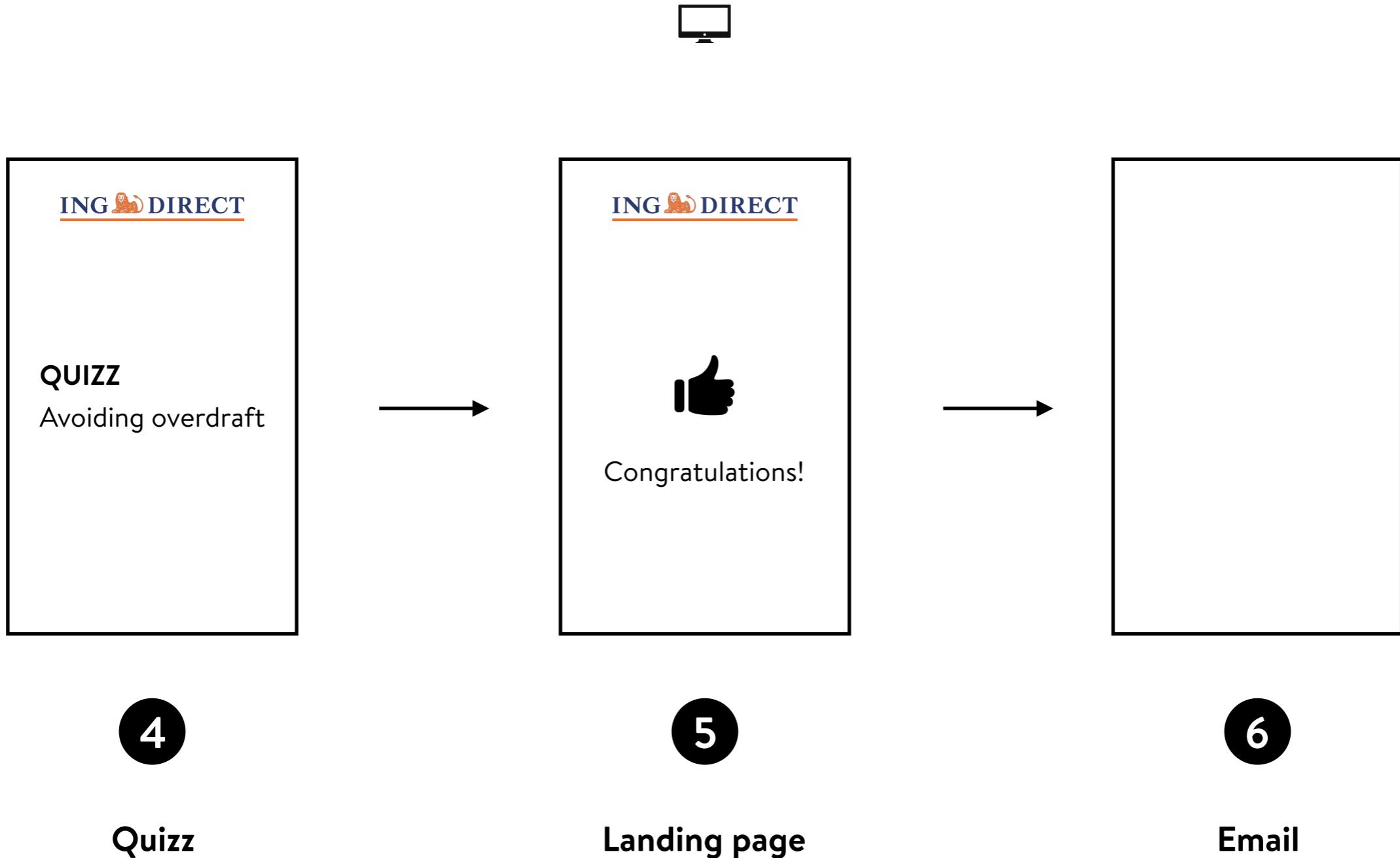
Despite a good monthly income, Yves is often on overdraft. His lack of safety savings makes his financial situation unstable and pushes him to take action.



# USER FLOW (PROSPECT)



# USER FLOW (PROSPECT)



# PERSONA 2

(CLIENT)

---

**Sophie**, 40 ans, cadre supérieure, cliente ING

Plutôt prudente et possédant de bons revenus, Sophie pense être en bonne forme financière.

Cliente TX, elle se connecte tous les deux jours à son Espace client mobile pour vérifier ses comptes.

## PERSONA 2

(CLIENT)

---

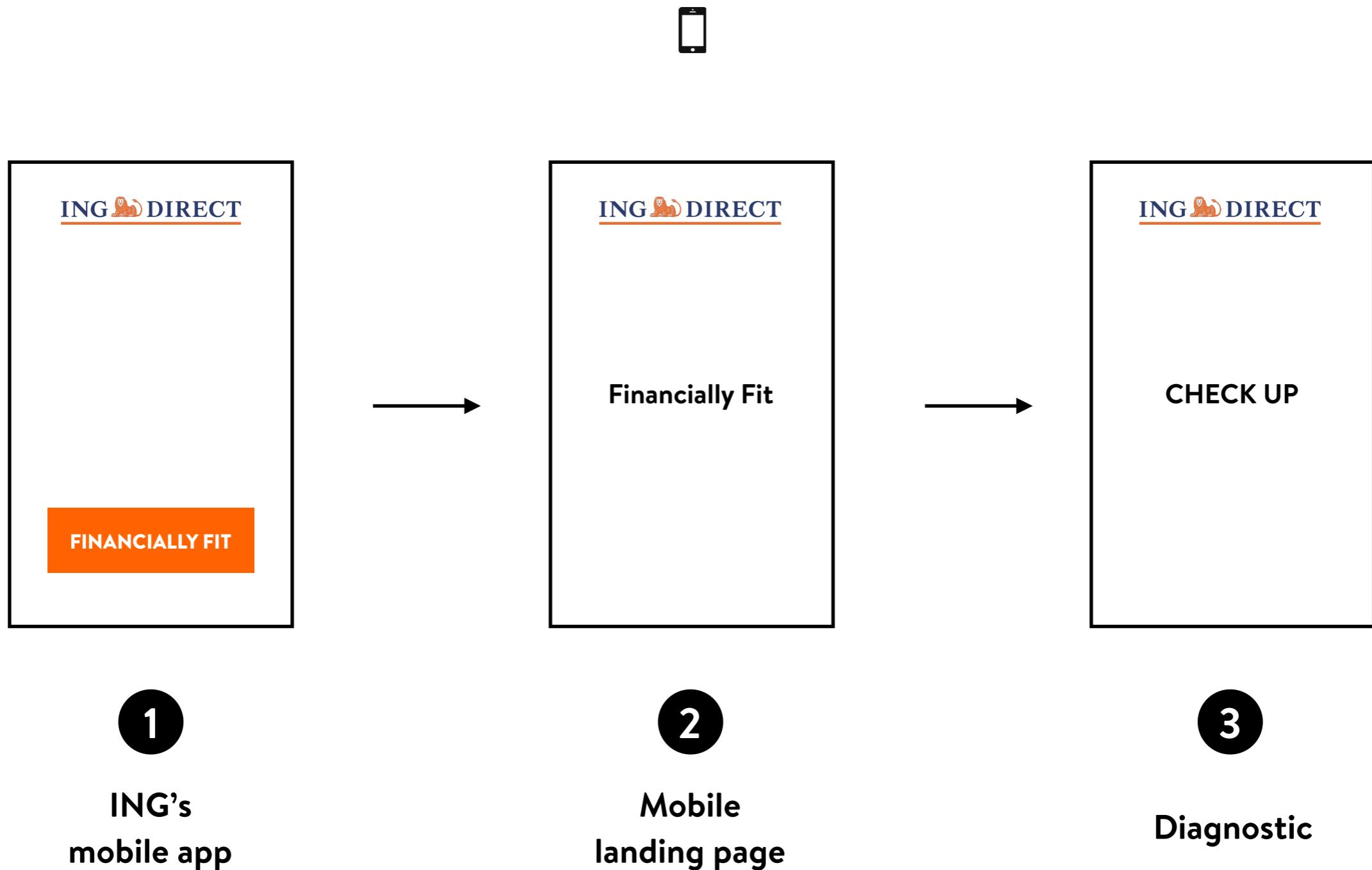
Sophie, 40 years old, senior manager and **ING customer.**

Sophie has reasonable buying habits and a high monthly income, she can hence be considered to be “financially fit”.

Having a current account at ING, she logs into her account every other day (via the mobile app) to check her balance.

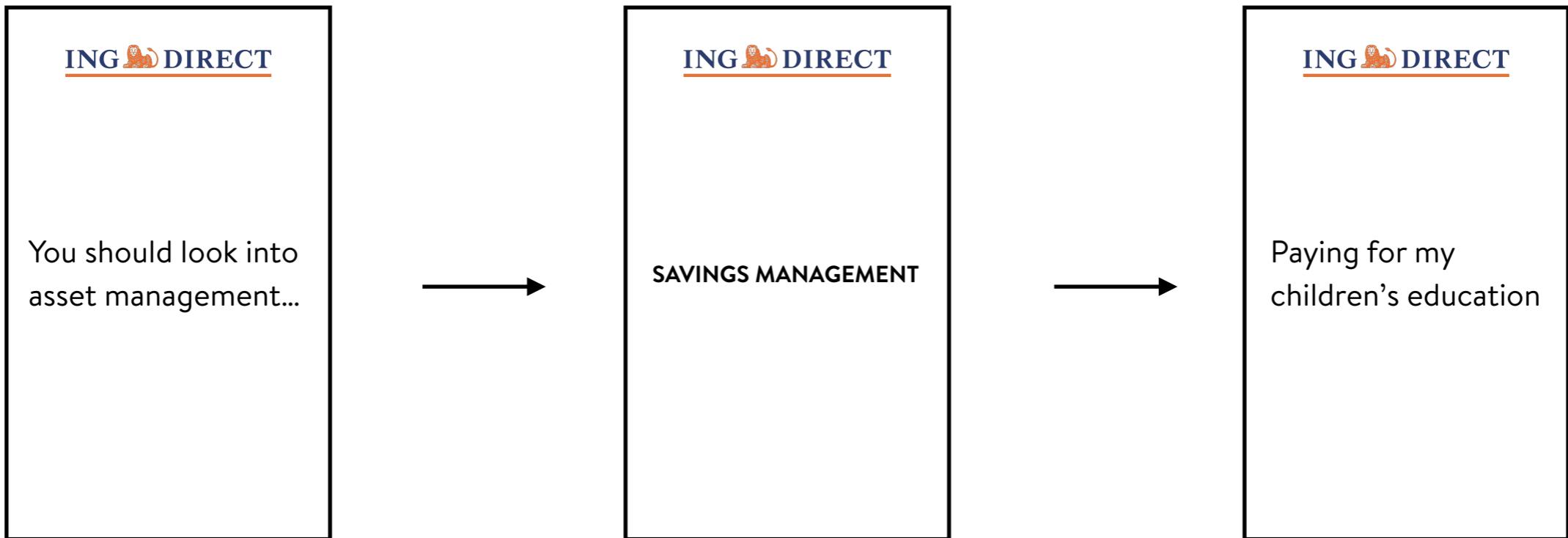


# USER FLOW (CLIENT)



# USER FLOW (CLIENT)

---



4

Diagnostic  
results

5

Theme

6

Objective

---

# SEO STRATEGY

## SEO STRATEGY

### Recommendation

- 1 ORGANIC CONTENT**  
INTENDED FOR USERS & FREQUENTLY UPDATED

---

- 2 INTERNAL LINKING**  
BETWEEN PRODUCTS & CONTENT

---

- 3 SMO & SEO**  
A COORDINATED EFFORT

---

# CONTENT STRATEGY

# CONTENT STRATEGY

## Content types



**ARTICLES**

**VIDEOS**

**INFOGRAPHICS**

**TOOLS**

**TESTS & QUIZZES**

**EMAILING**

---

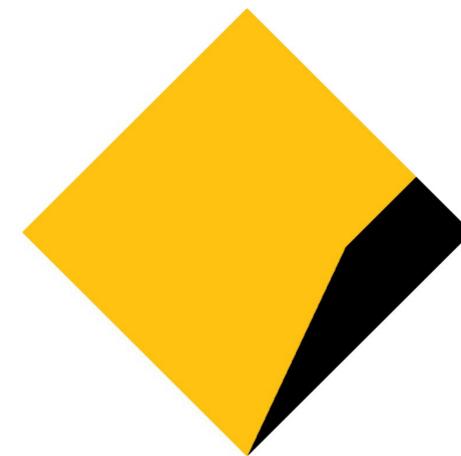
# BENCHMARK

## Benchmark

One concept,  
**two different approaches**



vs.



# BANK OF AMERICA

“BETTER MONEY  
HABITS”

Concept “Academy”

Ambiance “Mooc”, système  
de points/badges, niveaux,  
l’individu comme un  
apprenant autodidacte.

The screenshot shows the homepage of the Better Money Habits website. At the top, there's a navigation bar with 'Sign In' (600 points), a search bar, and a menu icon. Below the header, a main title 'Better Money Habits™' is displayed, followed by a subtitle 'Powered by Bank of America in partnership with KHANACADEMY'. A large call-to-action button 'Choose a goal' is visible on the right. The central content area features a heading 'You're on your way to Better Money Habits™' and a descriptive text about building financial know-how. Below this, there are four featured items: 'Khan Academy partnership' (with an image of Sal Khan writing on a chalkboard), '7 steps towards debt repayment' (with an image of a person pushing a hand truck with boxes), 'VICE News presents: "The Business of Life"' (with a circular logo for 'the business of life'), and 'Should I pay down debt or save?' (with an image of a smartphone and a calendar). At the bottom, there are links for 'About Khan Academy Partnership', 'Bank of America', 'View All', 'Privacy Policy', 'Terms of Use', and social media icons for Facebook, Pinterest, YouTube, Twitter, Google+, and LinkedIn.

# BANK OF AMERICA

“BETTER MONEY  
HABITS”

Concept: “Academy”

Mooc like atmosphere,  
gamified experience, badges  
& points system, levels... The  
individual as a self-taught  
learner.

The screenshot shows the homepage of the Better Money Habits website. At the top, there's a navigation bar with 'Sign In' and a search bar. Below the header, a main message reads 'You're on your way to Better Money Habits™'. A call-to-action button says 'Choose a goal'. The page features several 'Featured Items' with titles like 'Khan Academy partnership', '7 steps towards debt repayment', 'VICE News presents: "The Business of Life"', and 'Should I pay down debt or save?'. At the bottom, there are links for 'About Khan Academy Partnership', 'Bank of America', 'View All', 'Privacy Policy', 'Terms of Use', and social media icons for Facebook, Pinterest, YouTube, Twitter, Google+, and LinkedIn.

Better Money Habits™

Powered by Bank of America in partnership with KHANACADEMY

600 points

Sign In

Search

Menu

You're on your way to Better Money Habits™

Build your financial know-how with free tools and information to help you make more confident decisions. It's a simple way of getting real, practical knowledge, brought to you by Bank of America in partnership with Khan Academy.

Choose a goal

Featured Items | View all items

Khan Academy partnership

7 steps towards debt repayment

VICE News presents: "The Business of Life"

Should I pay down debt or save?

About Khan Academy Partnership

Bank of America

View All

Privacy Policy

Terms of Use

Follow us:

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# COMMONWEALTH BANK “YOU CAN”

---

Concept: “When you believe, you can”

Storytelling, témoignages, baseline-mantra, l’individu comme acteur et maître de sa propre saga.

The screenshot shows the Commonwealth Bank website with a prominent yellow header. The main headline reads "WHEN YOU BELIEVE YOU CAN, YOU CAN." Below it, a sub-headline says "Whatever stage you're at, we've got the information you need." Four cards below the sub-headline provide links to "Saving goals and budgeting tips," "Buying a car," "Going on holiday," and "Buying your first home." A vertical sidebar on the right lists links for "Log on," "Locate us," "Stuff I like," "Rates & fees," and "Latest offers."

Personal Business Corporate About Us

CommonwealthBank

Can ▾ Products ▾ Support ▾ Tools ▾

Search

WHEN YOU BELIEVE YOU CAN, YOU CAN. Find out more ▶

Whatever stage you're at, we've got the information you need.

Saving goals and budgeting tips

Buying a car

Going on holiday

Buying your first home

Log on

Locate us

Stuff I like

Rates & fees

Latest offers

# COMMONWEALTH BANK “YOU CAN”

---

Concept: “When you believe, you can”

Storytelling, testimonials, empowering baseline... The individual as a master of his own story.

The screenshot shows the Commonwealth Bank website with a dark header bar containing links for Personal, Business, Corporate, and About Us. Below the header is the main navigation bar with links for Can, Products, Support, Tools, a search bar, and a magnifying glass icon. The main banner features the slogan "WHEN YOU BELIEVE YOU CAN, YOU CAN." in large, bold, blue and yellow letters. To the right of the slogan is a "Find out more" button. On the far right, there is a vertical sidebar with icons and links for Log on, Locate us, Stuff I like, Rates & fees, and Latest offers. The main content area below the banner includes a headline "Whatever stage you're at, we've got the information you need." followed by four images with corresponding text overlays: "Saving goals and budgeting tips" (woman writing), "Buying a car" (two women with car), "Going on holiday" (deck chair on beach), and "Buying your first home" (couple moving boxes). At the bottom of the page, there are two horizontal banners: one for "free online banking" and another for "24/7 mobile banking".

---

# TAKEAWAYS

## TAKEAWAYS

- 1 SEARCH ENGINE OPTIMISATION & USER EXPERIENCE**  
TWO CLOSELY RELATED DOMAINS

---

- 2 BRAND VALUES**  
SERVE AS A GUIDE FOR DIGITAL CREATION

---

- 3 THE USER = THE MAIN ACTOR**  
IMPORTANCE OF DETERMINING HIS ROLE



# Redesign of Pierre & Vacances' B2C website

## ABOUT PIERRE & VACANCES

# France's n°1 provider of self-catering apartments

“Les vacances comme moi” (Holidays for everyone): this has been Pierre & Vacances’ tagline since the very beginning. It shows the brand’s commitment to offer tailor made holidays for the whole family.

- **A VERY WIDE OFFERING**

Affordable & premium holidays

---

- **BUSINESS SOLUTIONS**

Meetings, seminars

---

- **PROPERTY INVESTMENT PROGRAMS**

---

## ABOUT THE PROJECT

# Crafting Pierre & Vacances' future ecommerce platform

Pierre & Vacances' emarketing managers are strong believers in continuous optimisation and its potential to increase their firm's revenue.

Pierre & Vacances decided to work with us on the redesign of their B2C website. They put us in charge of designing the entire digital experience: user flows, interface design, iconography & front-end development.

The objective was to design a website that matched their new premium positioning and that enabled them to reach their target group: high-income households.

## ABOUT THE PROJECT

# I acted as project manager

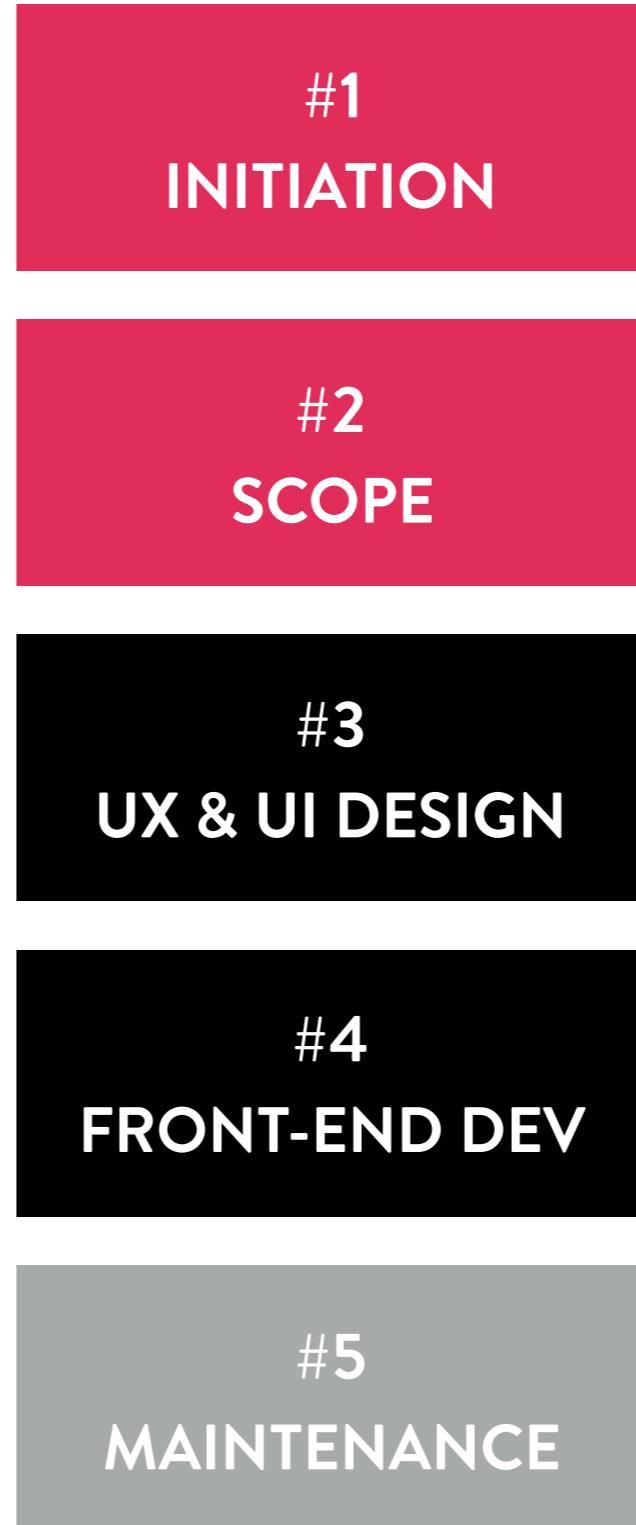
- **Initiation:** I was in charge of defining personae and their matching user flows.
- **Scope:** I listed and prioritised features with the project committee and prepared a detailed planning for the entire project.
- **UX & UI Design:** I oversaw the design of the website's interfaces (centralised client feedback, gave my approval before delivery).
- **Front-end development:** I worked closely with our lead front-end developer to put in place processes, I reported bugs and offered technical advice.
- **Maintenance:** I worked with a CRO consultant to give testing recommendations and I oversaw the various different phases that took place post delivery.

# THE PROCESS

---

This is the process that my manager and I set out at the beginning of the project.

This approach is used across all projects at altima° and aims to separate the different phases of a project (information gathering, ideation and production) to guarantee quality deliverables.



PRODUCTION

.....► DELIVERY

# THE TEAM

**Management**

Senior Account  
Manager

Creative Director

SEO Director

**Core team**

Project Manager

UX Designer

Art Director

Front-End  
Developer

**Punctual  
support**

Lead Front-End  
Developer

Webdesigner

Copywriter

---

# PROJECT CONSTRAINTS

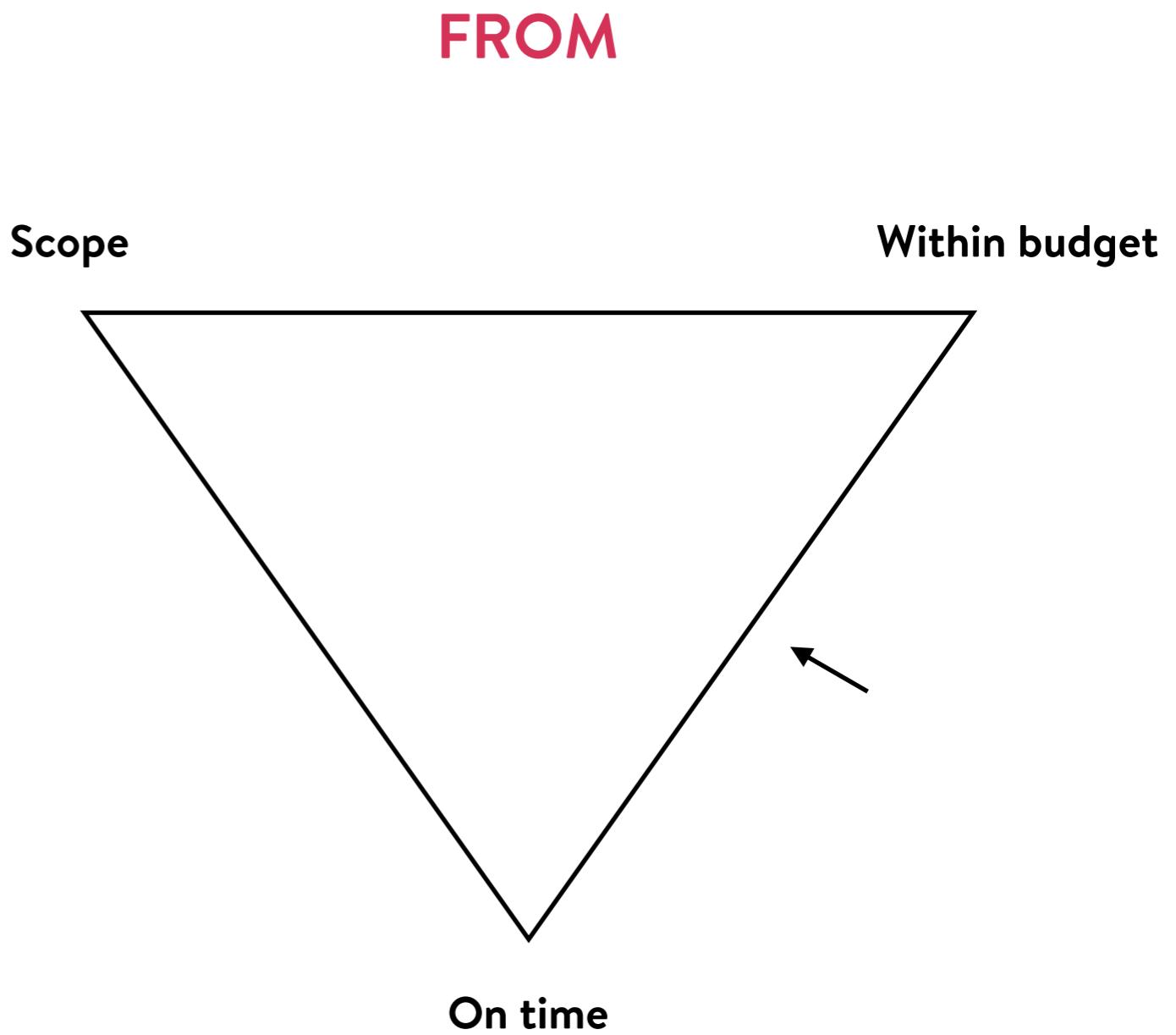
# PROJECT CONSTRAINTS

---

From the very beginning, our client stressed the importance of meeting deadlines. Indeed, their marketing constraints and their ambitious sales objectives required them to publish the new website on a certain date.

Moreover, as every client, their budget was fixed and unnegotiable.

We hence agreed on **respecting that budget** (roughly 500 000 €) and **delivering on time**.



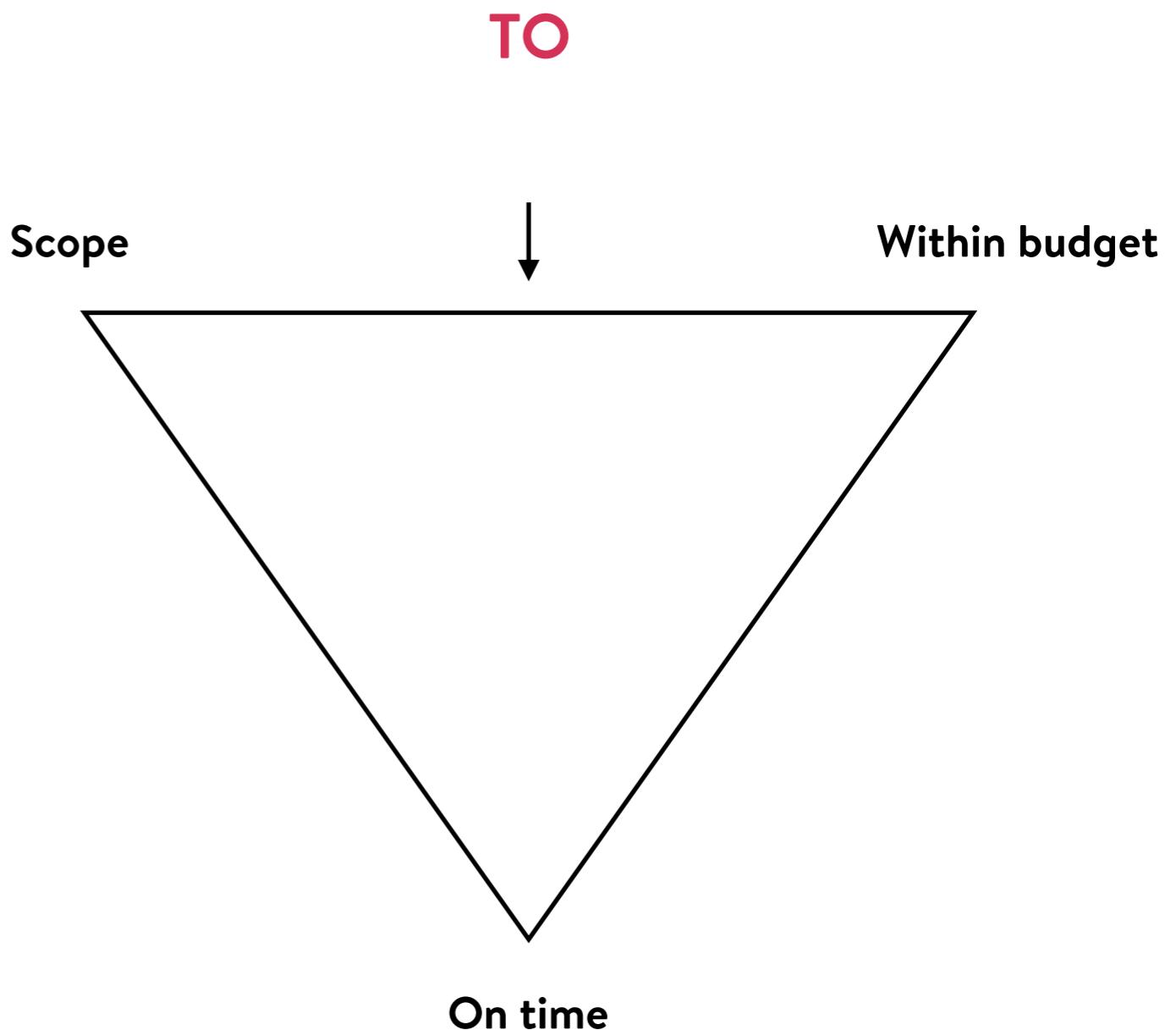
# PROJECT

## CONSTRAINTS

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A month after the start of the project, we understood that there were many stakeholders involved in Pierre & Vacance's decision-making process. This pushed us to challenge the priorities that had been established at the start.

Most stakeholders wanted to have their say in the features that were selected. We hence agreed with the client to change our priorities to delivering **all proposed features, within budget**.



---

# TAKEAWAYS

## TAKEAWAYS

- 1 INTERDISCIPLINARY, HOLISTIC APPROACH**  
THE KEY TO FORMULATING COMPREHENSIVE  
SOLUTIONS

---

- 2 PROJECT CONSTRAINTS**  
DICTATE PRIORITIES

---

- 3 ACHIEVING ONLINE BUSINESS PERFORMANCE**  
REQUIRES RAPID ITERATIVE TESTING &  
EVALUATION (RITE)

---

---

# APPENDIX

## APPENDIX

**Please find the following documents attached:**

- MY BUDGET MONITORING DASHBOARD

---

- THE PROJECT PLANNING

---



**UX & development of Tag Heuer's  
Point Of Sale's system**

# One of the world's largest luxury watch brands

*Excellence, precision and elegance are the exacting standards and impassioned commitments engendering the fabulous TAG Heuer Swiss luxury watch collection.*

- **SMARTWATCHES**

Tag Heuer Connected

---

- **LUXURY WATCHES**

Carrera, Formula 1, Aquaracer, Monaco

---

- **HAUTE HORLOGERIE**

Mikropendulum, Mikrograph, Mikrotourbillons

---

# Inventing Tag Heuer's future in-store digital retail experience

J'ai eu la chance de travailler sur ce projet dans le cadre d'une réponse à un appel d'offre lancé par Tag Heuer début 2015. La conception de cette application vendeur s'inscrivait dans un projet de refonte plus global : définition d'une nouvelle stratégie CRM, mise en place d'une nouvelle architecture front & back pour le site B2C et refonte complète des applicatifs métier.

Le but de cette application vendeur était d'améliorer la prise en charge du client en magasin en donnant au vendeur tous les outils nécessaires pour accompagner le client avant, pendant et après l'achat. Parmi les outils proposés, il y avait : catalogue complet Tag Heuer, module de personnalisation (à découvrir ci-après), fonction d'enregistrement dans la base CRM.

## ABOUT THE PROJECT

# Inventing Tag Heuer's future in-store digital retail experience

I had the opportunity to work on this project in the framework of an RFP received from Tag Heuer early 2015. The design of this POS application was only a part of a much bigger enterprise: the formulation of a new CRM strategy, the implementation of a new front-end and back-end architecture for Tag Heuer's B2C website and a complete redesign of their business applications.

The purpose of this POS application was to improve the customer journey by giving salesmen a tool to guide and accompany clients through their buying process. Amongst the features that we suggested were: access to Tag Heuer's catalogue for the client to browse through, a customisation module (cf. deliverables) to let customers craft their own unique Tag Heuer, and basic CRM features to increase the firm's customer knowledge.

## ABOUT THE PROJECT

# I acted as technical project manager

The two key words in this project were: **rapid prototyping & iteration**.

The nature of the project (an answer to an RFP) meant that we had to be even more cost-effective in the way that we carried out the project. Agility and rapid iteration were key to integrated feedback fast and deliver in time.

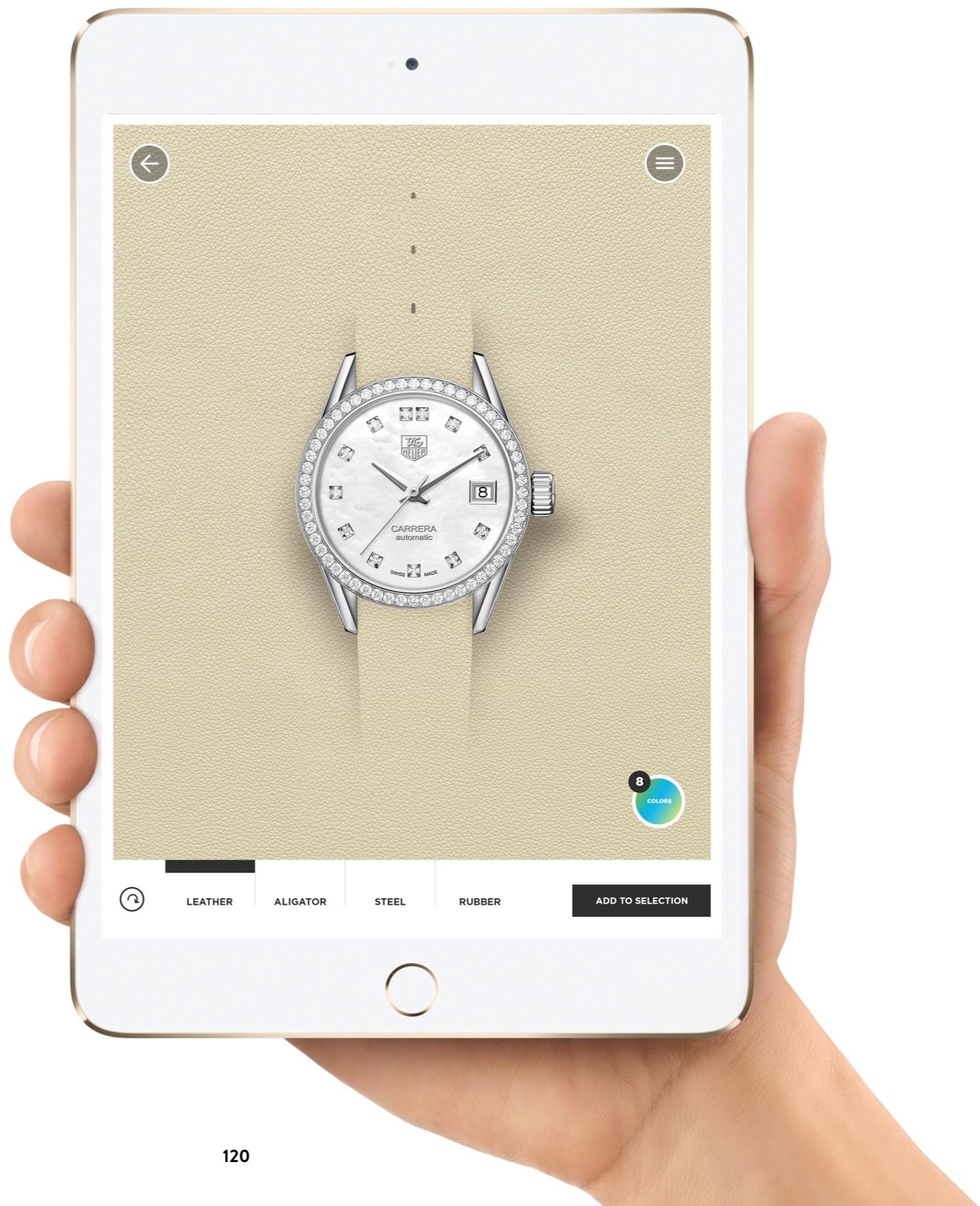
- 1) I helped the designer to come up with a set of user flows to present to the jury,
- 2) I presented the project to freelance developers 1 week before the final deadline,
- 3) and I oversaw the development of the application until the very last minute.

# DELIVERABLES



# POS APPLICATION

---



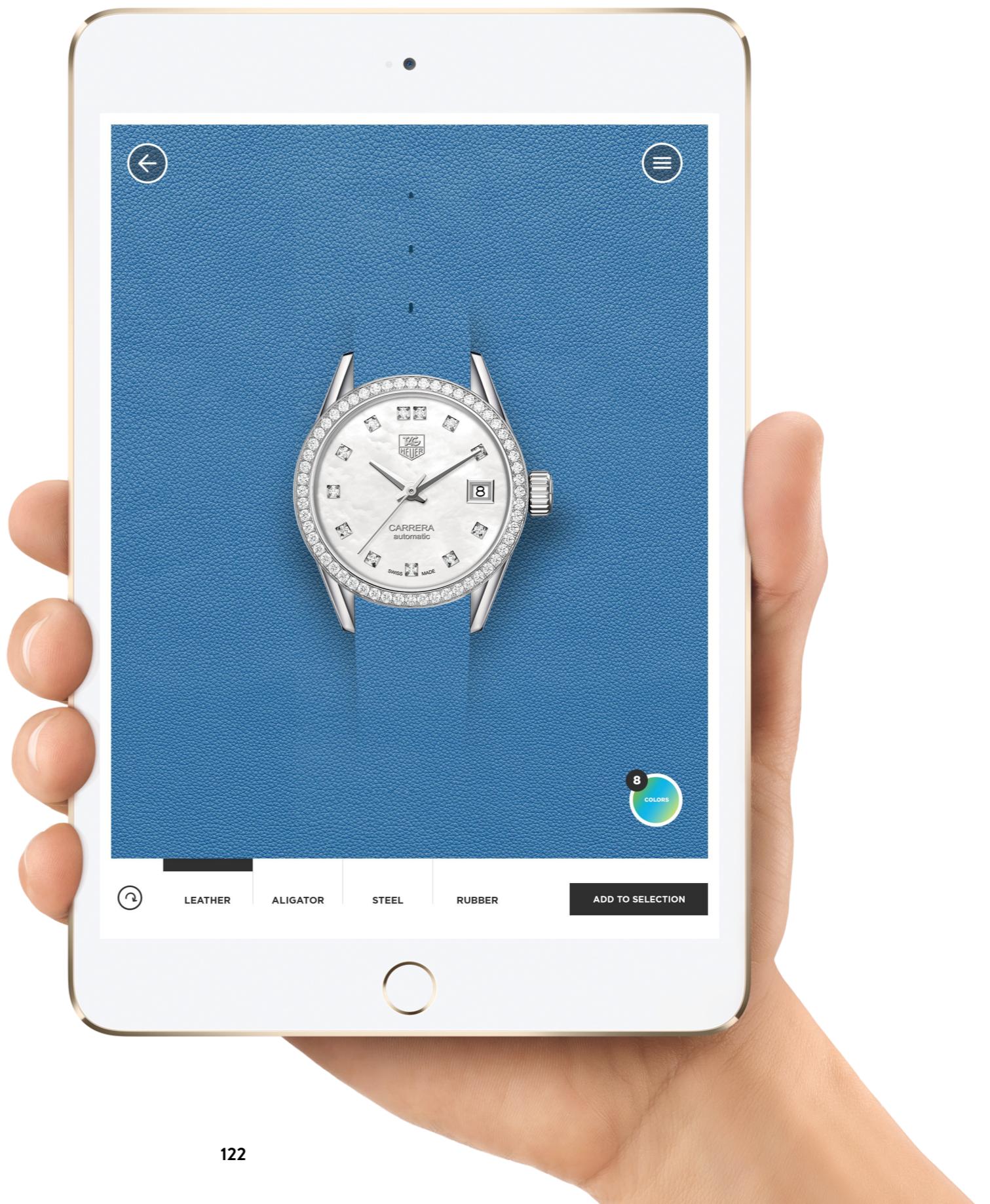
# POS APPLICATION

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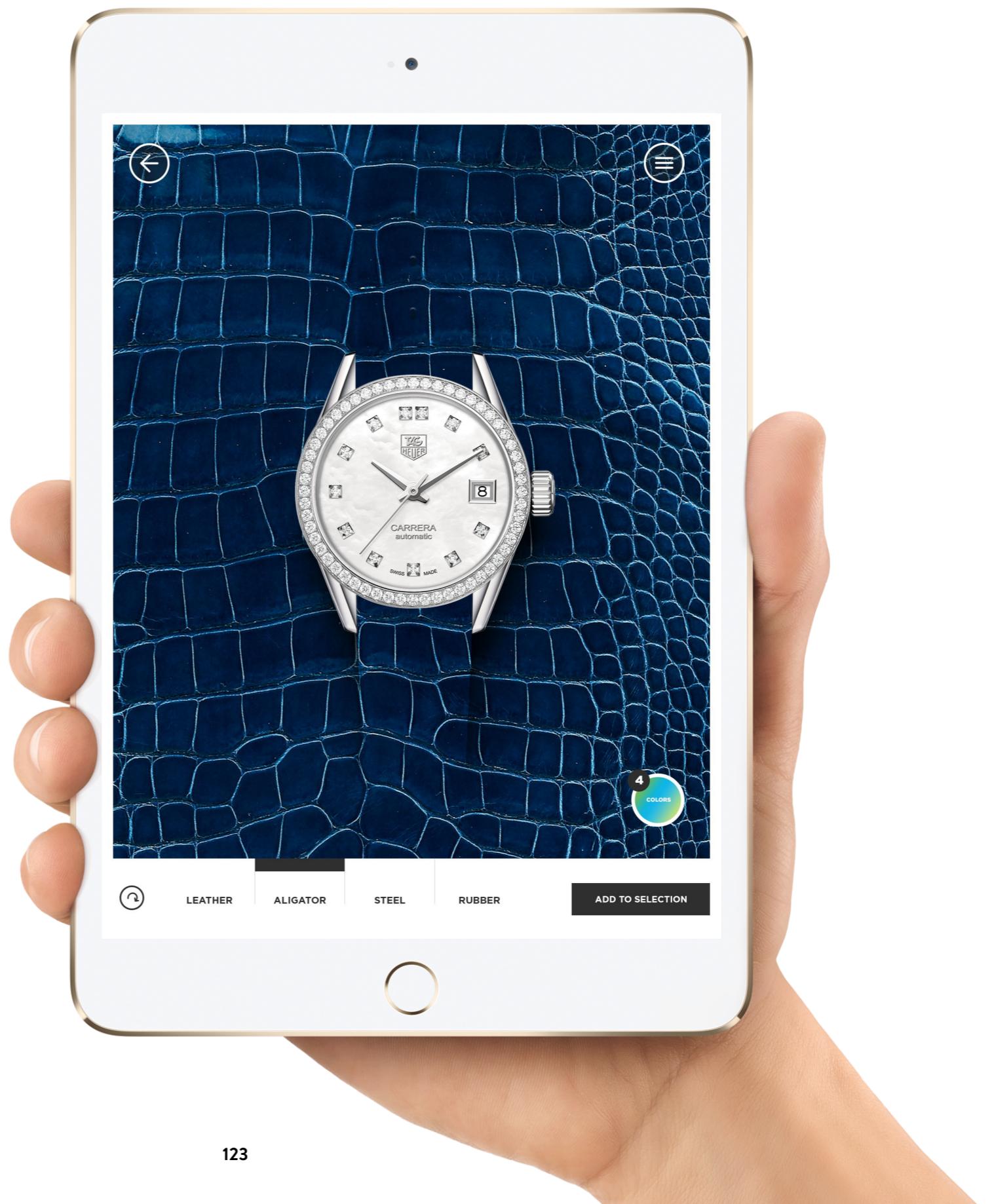
# POS APPLICATION

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# POS APPLICATION

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# Le futur du brick & mortar

Au-delà des problématiques fonctionnelles et opérationnelles auxquelles j'ai été confronté pendant ce projet, le sujet portant sur **l'évolution des magasins “brick & mortar”** m'a paru très intéressant. En effet, ce type d'application semble être une réponse très efficace au désintérêt croissant des clients vis-à-vis des points de vente physiques.

Grâce aux fonctions d'aide au choix et d'aide à l'achat qu'offrent ces applications, le vendeur devient un réel **partenaire pour le client**. Elles permettent aux vendeurs de faire partie intégrante du **parcours client omnicanal** et d'améliorer considérablement l'expérience client globale.

## TAKEAWAYS

# The future of brick & mortar retailers

Besides the technical and operational issues that I had to solve, this project encouraged me to think about **the evolution of brick and mortar retailers**. POS applications like the one we designed for Tag Heuer seem to have the potential 1) to bring great added value to physical stores and 2) to ultimately enhance the customer journey. What is more, the CRM & PRM features provided by POS applications can also give valuable insights to companies.

Salesmen are now key constituents of the customer journey, one might even consider them as the only actors linking the offline and the online world today.

What one might see as a way of dehumanising the workplace even more, might in fact be the only way to retrieve the value of human capital...

---

# TAKEAWAYS

# TAKEAWAYS

- 1 OMNICHANNEL STRATEGIES**  
A HOLISTIC APPROACH TO MANAGING BUSINESS PERFORMANCE

---

- 2 POINT OF SALE APPLICATIONS**  
BRING THE POWER OF DIGITAL TO PHYSICAL STORES

---

- 3 SELLING REMAINS A KEY PROFESSION**  
KEY FUNCTIONS: ADVISE, ASSIST, FACILITATE

# THANK YOU

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