



AMERICAN MADE

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POWERED BY COFFEE

Case Studies

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Personal Branding



CASE STUDY

Panera Bread

Brief

Create a rendering to socialize and test a new strategy and new design for Panera Bread's digital eco-system.

Audience

Panera's leadership team, additional internal stakeholders and external partners.

Strategy

Build a functional site prototype to highlight key site strategy pillars and obtain alignment and approval.

Intended Outcomes

Alignment on and approval of site strategies, tactics and concepts in order to obtain funding for site rebuild project.

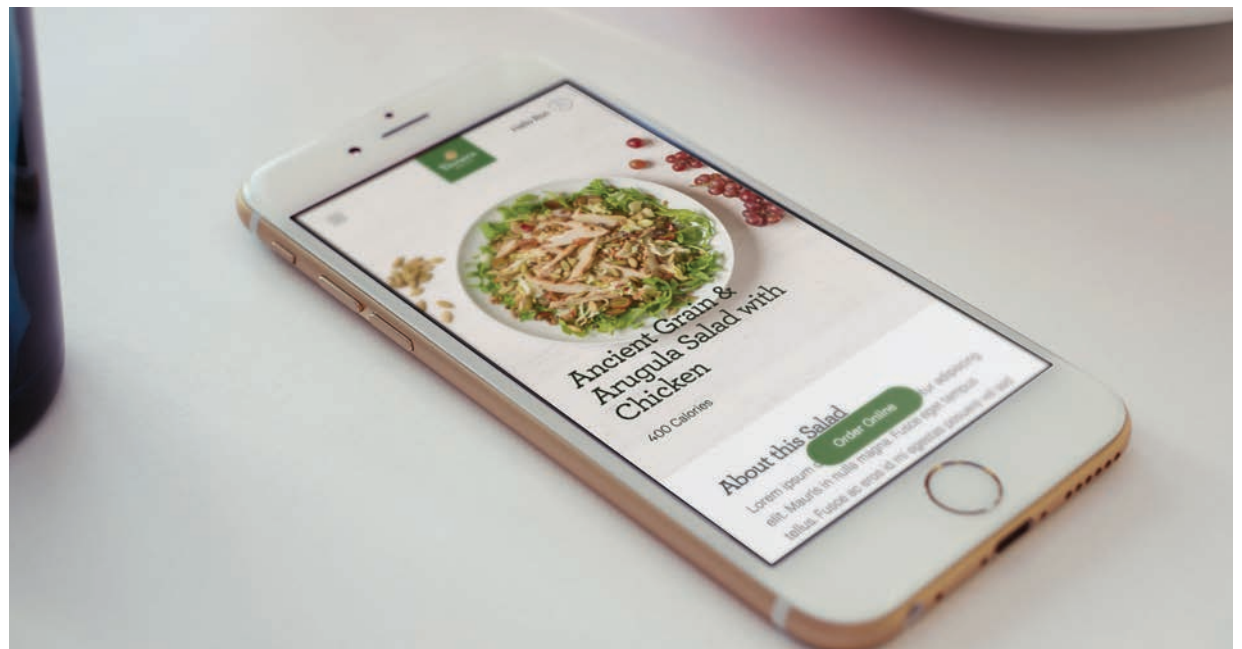
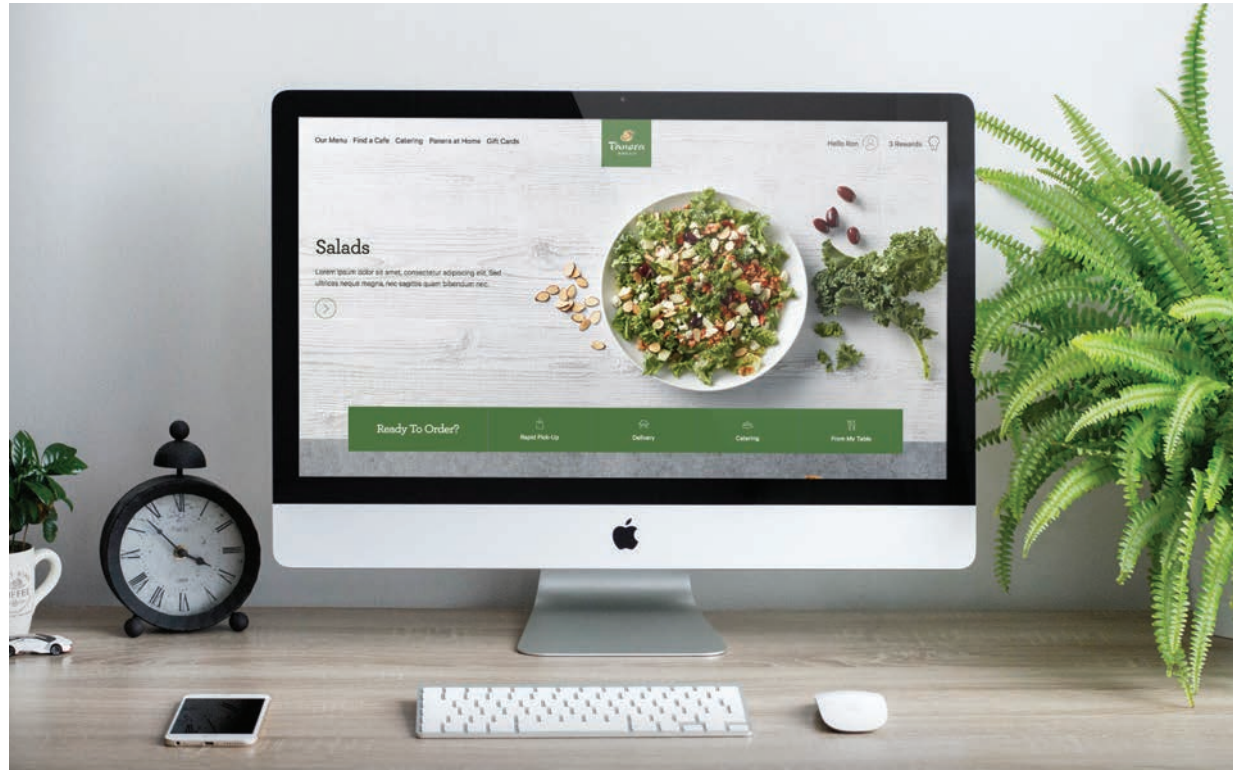
Design Process

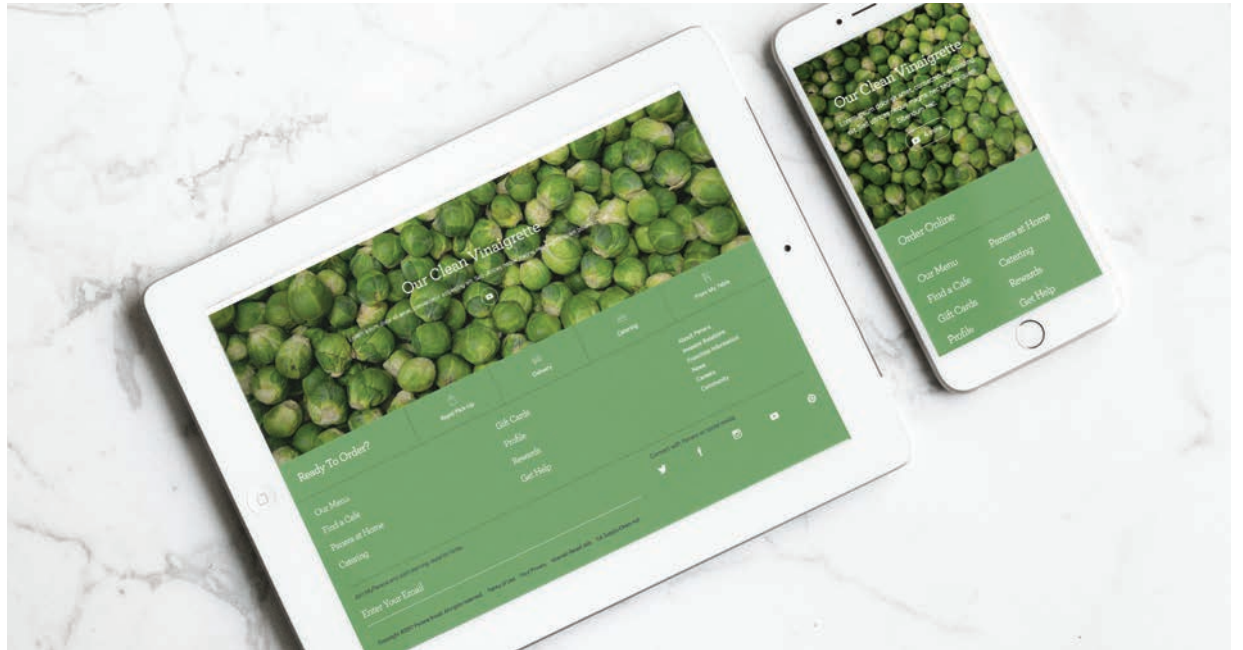
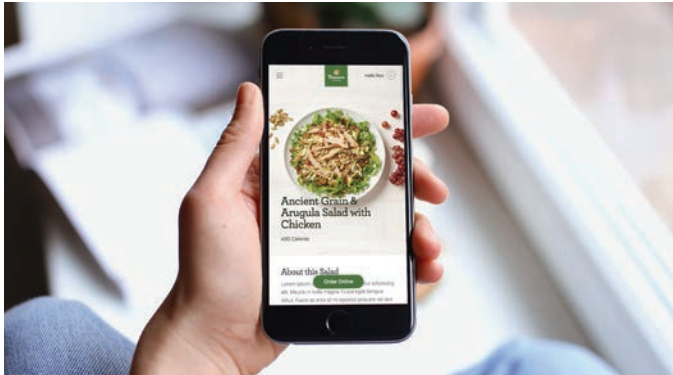
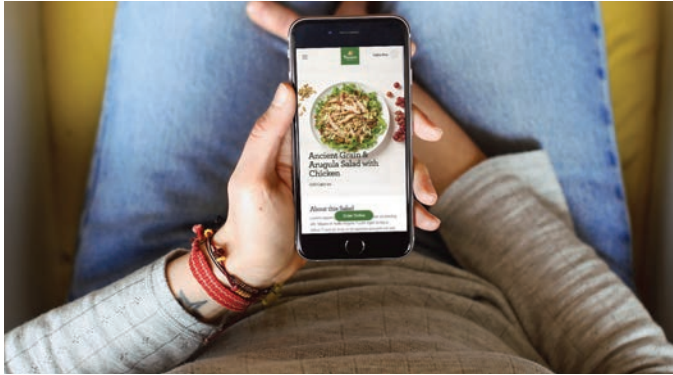
Informed by site analytics, we understood that the two most important user objectives on the site were menu exploration and rewards. The design was intended to facilitate these objectives by eliminating unnecessary screens and simplifying the user experience. For example, the home page would serve as the user's dashboard, and branded content would be integrated directly into the menu browsing experience.

I am a passionate advocate of digital design in the browser. When it comes to user experiences, applications like Sketch and Photoshop have very limited abilities. When I design prototypes in the browser I'm able to solve problems before they become problems. It also enables development teams to get a running start when a project moves from design to development.

I enabled greater fidelity in the prototype by using a modular design: I started by building components that could be reused throughout the site and by using a singular image size ratio. Then, as the site came together it was easy and efficient to go back and fine-tune each component.

You can explore a live prototype for yourself here:
<https://cdfournier.github.io/panera-bread-prototype/>





CASE STUDY

GitLab Landing Page

Brief

Design and develop a static landing page for an upcoming webcast with a registration form so that users can receive reminders and follow up emails after the webcast.

Audience

GitLab's current users and new users interested in GitLab

Strategy

The first objective was to provide users with an opportunity to register for updates in addition to providing more detail about the webcast itself. A secondary objective was to promote users to download GitLab and become part of the growing community.

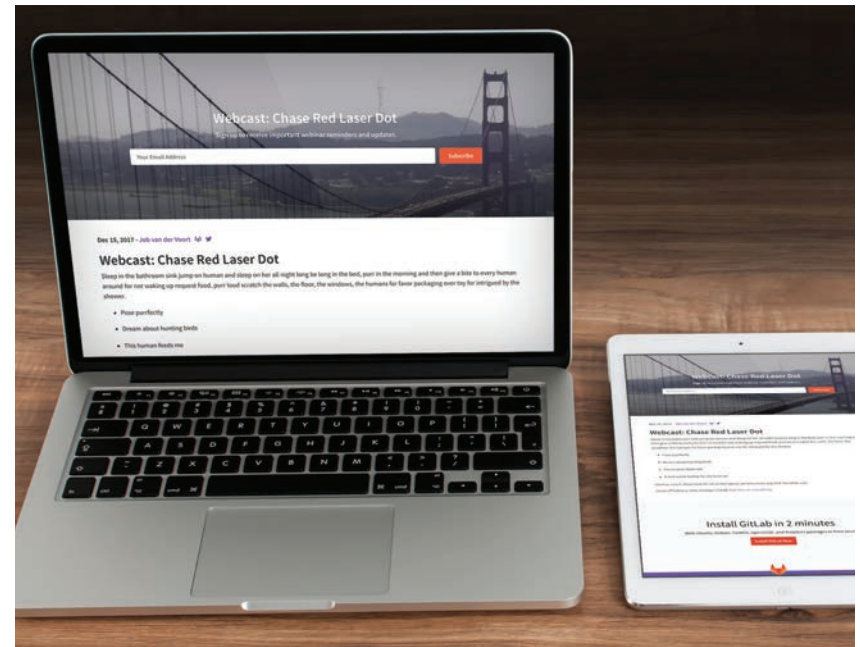
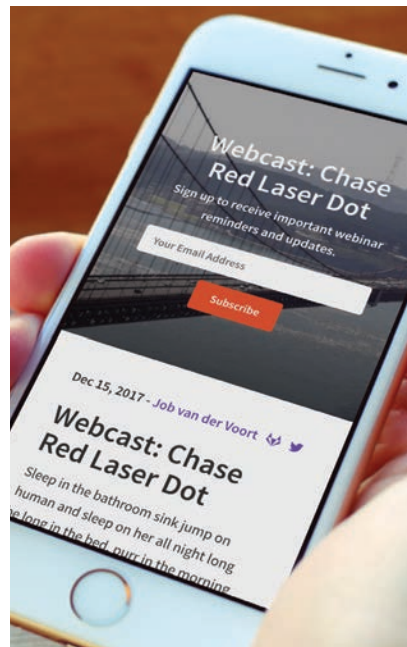
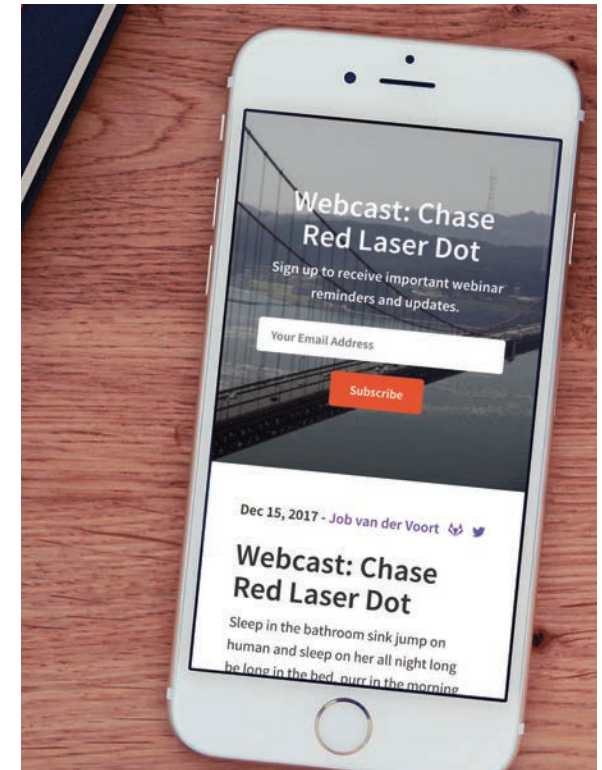
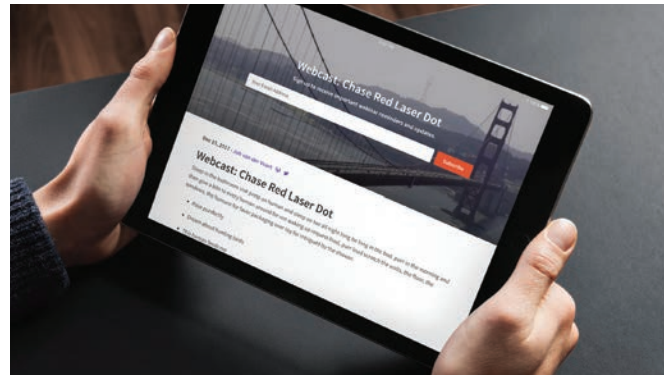
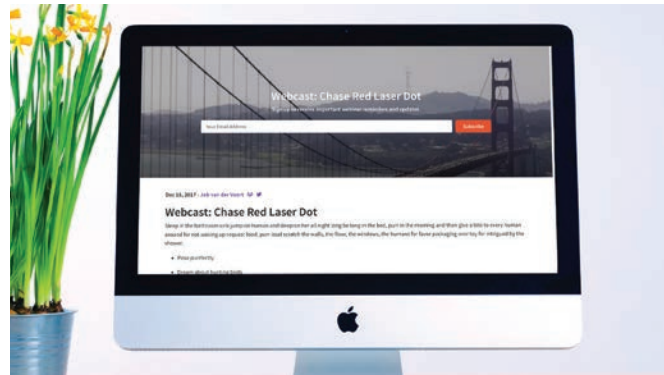
Design Process

After outlining some of the specifics, I first downloaded a few of GitLab's site assets. I wanted the design to conform to GitLab's existing brand and user experience standards. After gathering necessary GitLab assets, I began to design and develop the necessary components of the landing page.

The first concept featured an email registration form in the banner, and the banner also features a video background on larger screens. The second concept utilized a registration form requiring more details, including name and company. The third concept was most similar to existing GitLab blog pages.

All three concepts are intentionally modular. Each component — from navigation to registration form details — can be combined or added to a different concept. All three concepts also improved the rendering of the footer, particularly on mobile and smaller-screen devices.

You can explore a live prototype for yourself here:
<https://cdfournier.gitlab.io/gitlab-landing-page/>



CASE STUDY

GitLab UX Test

Brief

Valentina leads sales and business development for a Fortune 500 company. She travels 3 out of 4 weeks in the month, and when she travels, it's almost always internationally. Between all her travel to different timezones and a busy meeting schedule in different cities, she finds it challenging to keep up with her calendar to show up to the right places at the right time.

Design a calendar flow and interface that is smart enough to suggest meeting times, accounts for changing time zones, and is proactively working for Valentina to make sure she is always on time for her meetings.

Constraint

Solution has to be mobile-friendly and has to use viable technologies from today.

Deliverables

Sketches and notes of any kind

Strategy

It was important to first identify and understand the primary use cases for the experience. Though there were lots of opportunities for bells and whistles, at its core the design had to first enable a more efficient way to create and manage events, meetings, appointments, and reservations. The second primary use case was to provide relevant guidance and assistance for daily, weekly and monthly schedules.

Design Process

After defining the primary use cases, I next created a list of ideas to explore, such as dynamic event creation: using smart forms to change the information collected based on the type of event.

The next step was to begin to design the modular components required to bring the experience to life: forms, calendars, maps, buttons, icons, and more.



CASE STUDY

East Wind

Brief

Design a logo for a private, exclusive property on the island of Antigua that evokes an Asian influence and features the color purple.

Audience

There were two primary audiences for the project: guests hosted by the owners and guests who've leased time at the property.

Strategy

Create a logo that embodies an upscale but laid-back and casual island feel and could be utilized for every situation without modification or adjustment.

Intended Outcomes

An easily recognizable and distinct logo that would suit the client's (and the property's) every need.

Design Process

The original brief dictated that the logo was to be modern, but simple, and that there would be no iconography. The personality of the property had to be conveyed through the typography.

I tried several different fonts and treatments before deciding to use Diner in a stacked, vertical arrangement. When the brief changed to include an icon, I made some subtle changes to the typography using softer, round letter shapes.

For the icon, we agreed that a palm tree was an obvious, but appropriate, choice. I added the setting sun behind the tree as a subtle cue to both the Asian influence and the casual tranquility of the property. The iconography was offset from the word mark through the use of a simple horizontal rule.

The merchandising plan had to include navigational cues for the property, but I also believed there was an opportunity to create some simple but unique take-home items for guests befitting a premium vacation experience.



CASE STUDY

Frontier Communication

Brief

Create a user friendly home page design for potential new customers interested in purchasing internet service from Frontier Communication.

Audience

New Frontier customers.

Strategy

The primary form of purchase is over the phone through a sales agent. This content is considered the most important. The secondary content is intended to push the customer towards shopping.

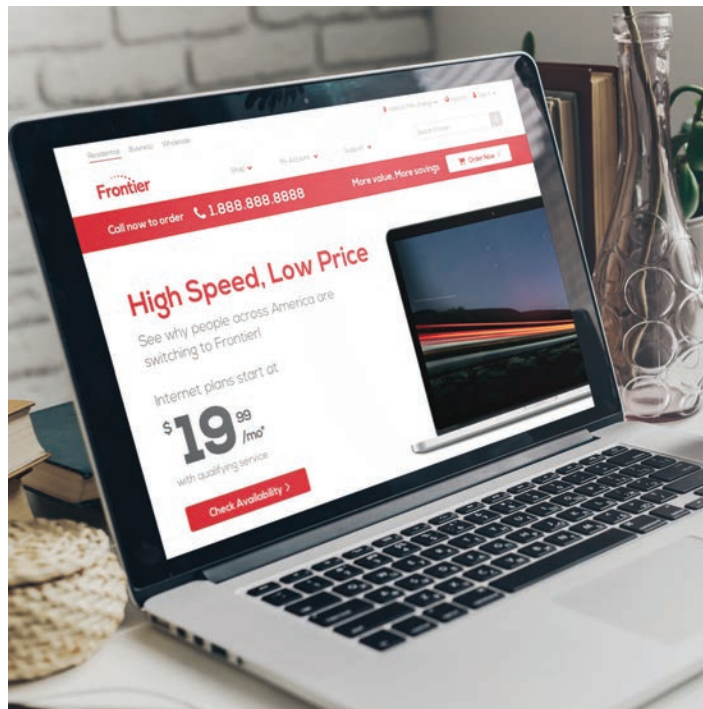
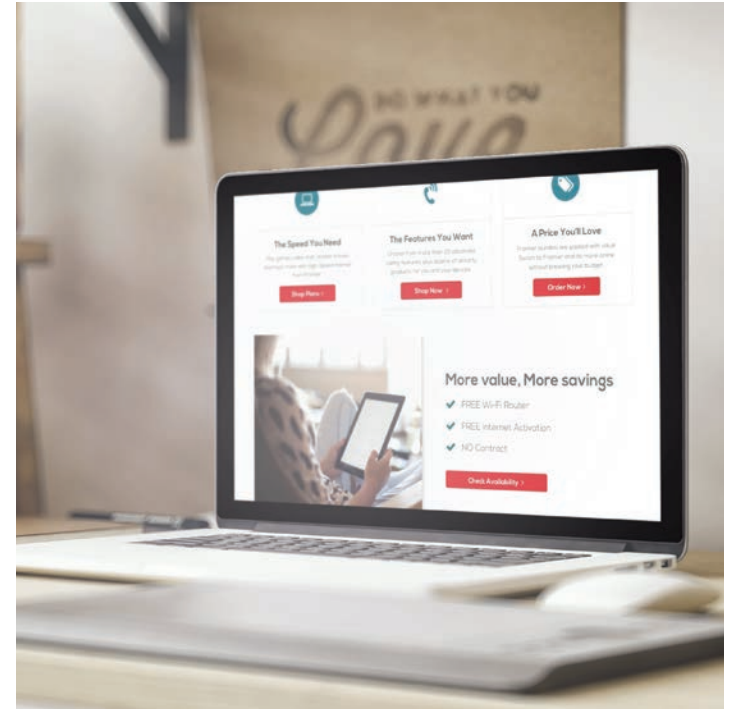
Design Process

The first step was to familiarize myself with Frontier's existing tactics, layouts, and styles. Next I built a basic framework with Sketch that included the current site's foundational elements (header navigation and footer, for example) to utilize as a template.

In the first concept I chose to stay as close to the existing site as possible. Special care was given to size and placement of each object, and the detailed instructions provided in the brief were followed to the letter.

I wanted the second concept to be a bit more bold and to utilize the canvas above the fold to feature more striking visuals and a cleaner presentation of the offers and calls to action.

Both concept designs included layouts for both mobile and desktop screens.



PERSONAL PROJECT CASE STUDY

Shit Don Draper Said

Brief

Create a website for a simple Don Draper random quote generator.

Audience

Fans of **AMC's Mad Men** and people in the creative and advertising industry.

Strategy

Curate the best quotes from Don Draper and present them in a manner and style similar to the show.

Purpose

I'm always looking for new projects in order to learn new techniques and keep my skills sharp.

I wanted to learn some PHP and scripting techniques in order to create a clean, responsive site that would randomly display a snappy or profound Don Draper quote. And, because he had his own share of memorable lines, I decided to also create a Shit Roger Sterling Said site too.



PERSONAL PROJECT CASE STUDY

My Phishtory

Brief

Create a visual rendering of the shows, songs and statistics of one Phish fan's brief history of loving the band.

Audience

Phish fans.

Strategy

Design a data-driven experience that uses statistics from phish.net to highlight the shows, venues, cities, and songs for all of the Phish shows I attended, and connect each show to audio at phishtracks.com.

Process

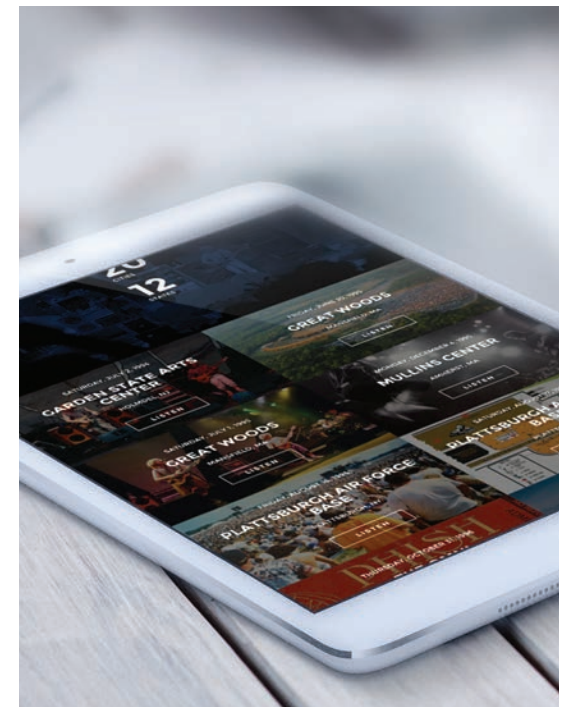
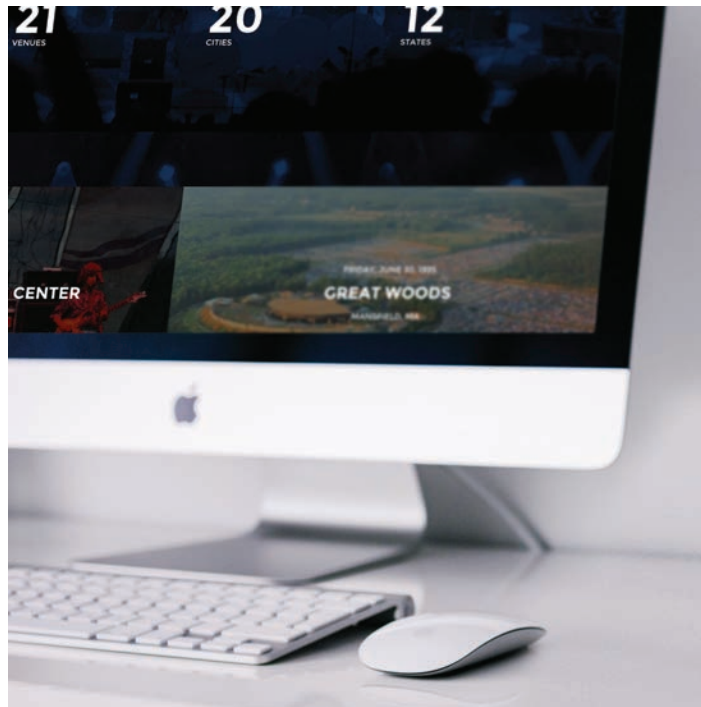
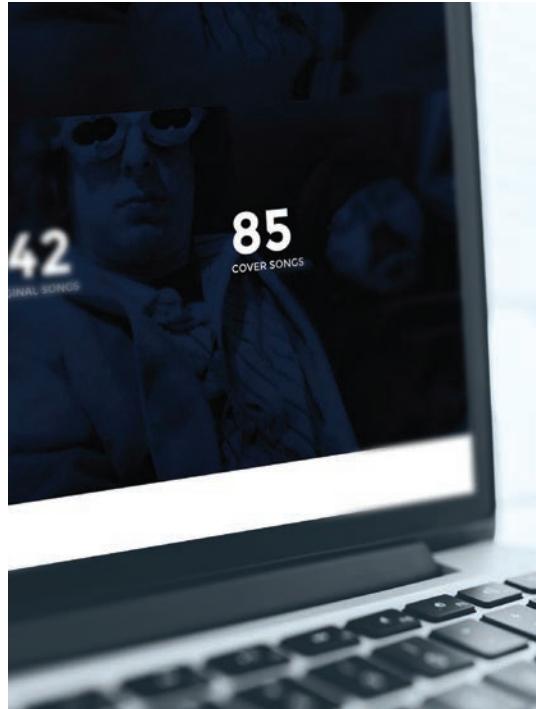
The first step was to create a list of all of the Phish shows I went to from 1994 to 2001. I created an inventory of each show's details: the date, the venue and the set lists.

I divided the site into three sections: the shows, the songs and the travel. I created a visual grid for each show featuring an image from either the show or the venue, as well as dates and cities and links to phish.net and phishtracks.com.

For the show section, it was important to portray the volume (a total of 919 songs played throughout the shows) and song statistics: songs heard the most and, of course, the longest jams.

I coded a customized Google Map using gmaps.js for the travel part of the site to illustrate all of the miles traveled across the United States for the forty-four shows in twenty cities.

As always, the site was designed mobile-first, and wound up being a fun resource I was able to use for reference.



Misc. Project Samples

