

Portfolio Q4 2017

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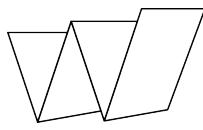
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About us

Since 2011 WEAREREASONABLEPEOPLE has been a strategic innovation partner to market leaders and leading innovators in the realms of fintech, healthcare, logistics and Smart Cities. One of the fastest growing companies in the Netherlands, our talented, international team is skilled at solving both simple and complex problems with digital solutions.

Competences

We currently offer competences in the realms of strategy, (design) thinking and software development. We often work in critical (innovation) environments, close to decision makers and strategy departments of our clients.

- Service Design
- User Experience Design
- Visual Design
- Front-end web development
- Back-end / API development
- Mobile development
- Blockchain development

Project selection

The project selection included in this document offers a glimpse of the diversity of challenges we have worked on for a host of clients. For reasons of confidentiality, there are numerous projects that we cannot share in a distributable form but can tell something about when meeting in person.



Research and development

As we consider it our responsibility to stay on top of the latest technologies and (design and development) methodologies, we invest heavily in research and development.

For instance, currently we are working on a truly reactive programming language that runs in a custom blockchain – a technology that will empower tomorrow's Internet of Things solutions.

Another project that allows developers to apply functional paradigms in JavaScript has just been adopted by Mozilla while our design process was recently adopted as the blueprint for innovation by the chief innovation officer of a large IoT multinational.



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Port of Rotterdam / Streamline

Design and development of a production ready, web-based platform for Port of Rotterdam. Maintenance included.

3 months

6 team members

Logistics

JavaScript / CouchDB



Streamline is a digital platform designed to make the communication between shipping lines and inland operators more efficient. It does so by providing a centralized source of information that is updated in real time. It enables Port of Rotterdam to increase transparency and reduce the administrative overhead of their logistic transactions between shipping lines, terminals and the port itself. Streamline is a perfect case in which software can be very cost effective alternative to physical infrastructure, as it has a proven potential to save >100 million in infrastructure investments, aside from resulting in significant CO2 reductions.

The challenge

To create a digital platform to make the communication between shipping lines and inland operators more efficient. By doing this, we would also create a better overview of statistics and status reports. Currently, there is an overall delay in the process because the communication between these two parties is inefficient.

The result

The result is a user friendly web-based platform for deep sea-lines, showing the exchange volume of transhipment containers between the various terminals in Rotterdam to inland operators in one overview. It is where supply and demand come together to make the most of the available capacity of inland operators.

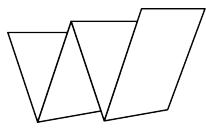
Our approach

During this process, we have been very involved with clients; we were validating user stories, processes and everything else constantly. We had daily check-ins, bi-weekly agile meetings and retrospectives.

Per our client's request we worked with a roadmap and predetermined feature deadlines. We incorporated an agile way of working in this, and created a great product.

We used a combination of user validation and prototyping to create a user friendly tool, and brought it to life using material design, React, Git, NodeJS and some third party tools.

The team consisted of a visual designer, UX designer, two front-end developers, two back end developers and an account manager.



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The screenshot shows a port management dashboard for Streamline Rotterdam. The top navigation bar includes links for Safari, File, Edit, View, History, Bookmarks, Develop, Window, Help, and various system icons. The main content area displays the following information:

Incoming vessel: Test13
Incoming Voyage no: 009U70
From terminal: Euromax
Pick up date: 23-11-2017
Time: 17:46
Total no of containers: 10
Status: Open

Connecting vessel:

- From terminal: Euromax
- To terminal: RWG
- Connecting vessel: Test 13b
- Connecting Voyage no: 011U70
- Closing date: 09-12-2017
- Time: 10:32

Container information:

| Type | Status | Count | Weight |
|---------------|-------------|---------|--------------------|
| 10 CONTAINERS | See details | 10 / 10 | FULL |
| 10 REEFER | OOG | 2 / 10 | EMPTY |
| 10 HAZARDOUS | | 10 / 10 | CARGO GROSS WEIGHT |

Port of Rotterdam / Streamline
Overview of the dashboard

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Anthony Veder / Daily Digest

From problem to implementation; how we automated a manual process with minimum investment.



2 weeks



2 team members



Logistics



</> JavaScript / Python



Anthony Veder is a global innovation leader in the transportation of Liquid Gases. They are based in Rotterdam, and operate over 25 specialised vessels globally. They strive to lead in safety, service and sustainability and believe in quality over quantity when it comes to their services.

What have we done

We've automated an email communication flow in order to improve the process of informing and updating their clients. The previous manual process was tedious, prone to errors and expensive to maintain. By discussing the workflow issues with the Anthony Veder IT team, we were able to come up with a simple solution that had large impact, both on workflow and on important relationships.

Why is this relevant

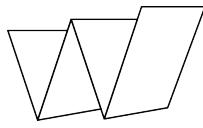
By automating the manual process and optimizing their workflow, the Anthony Veder team is able to use the time saved to focus on their clients rather than on keeping the manual process up to date. Our platform allows the Anthony Veder team to operate outside of business hours, providing better customer service to their clients on weekends or in other time zones. It saves time on both sides.

This project was also a way to validate with the internal management stakeholders that these types of IT projects can be easy to implement, thereby saving money on IT costs.

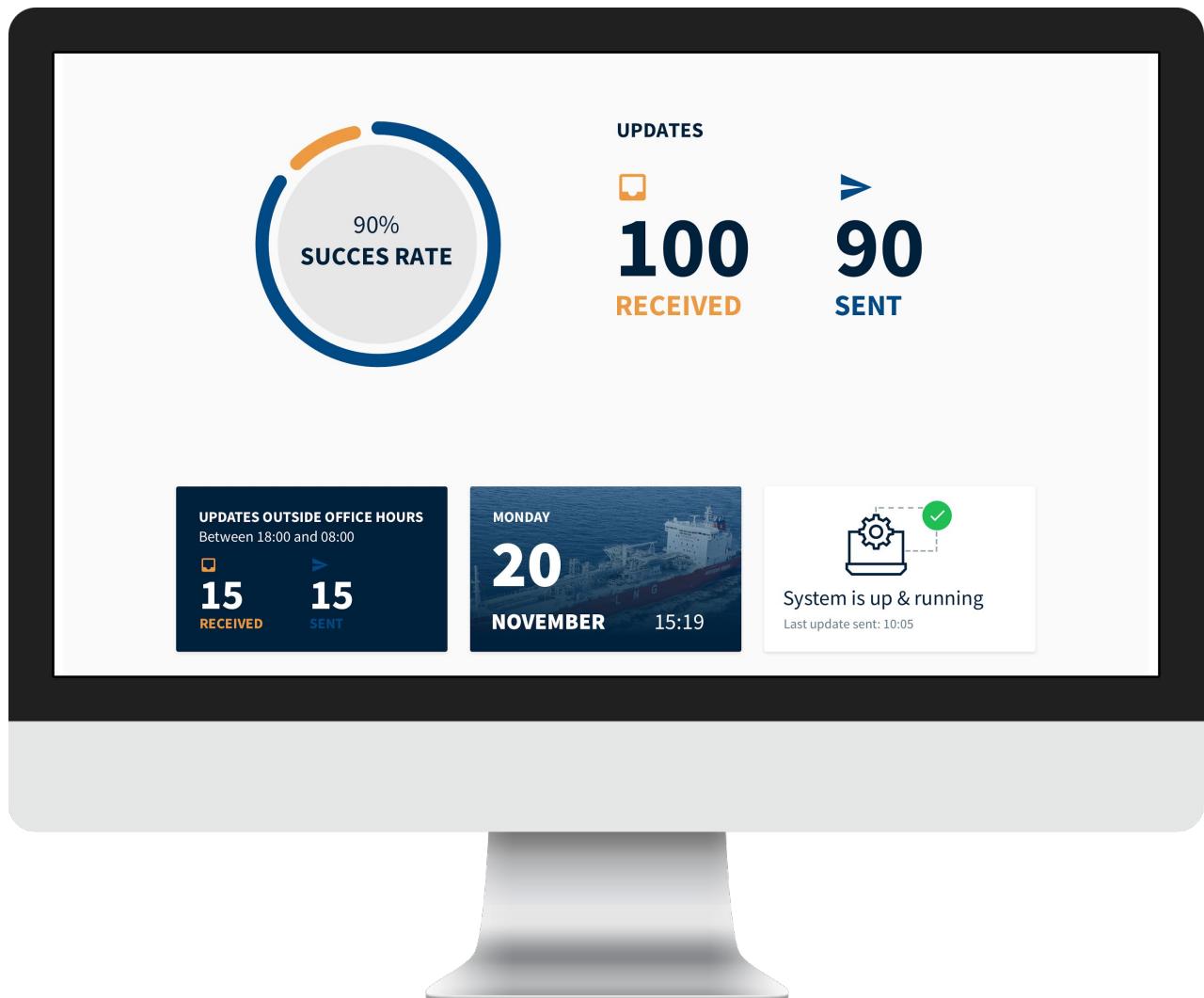
Our approach

We worked closely with people from the Anthony Veder to create a tool that parses and interprets the correct information to send to clients. We delivered an MVP relatively quickly in order that they could validate the results and create efficiencies in their workflow right away.

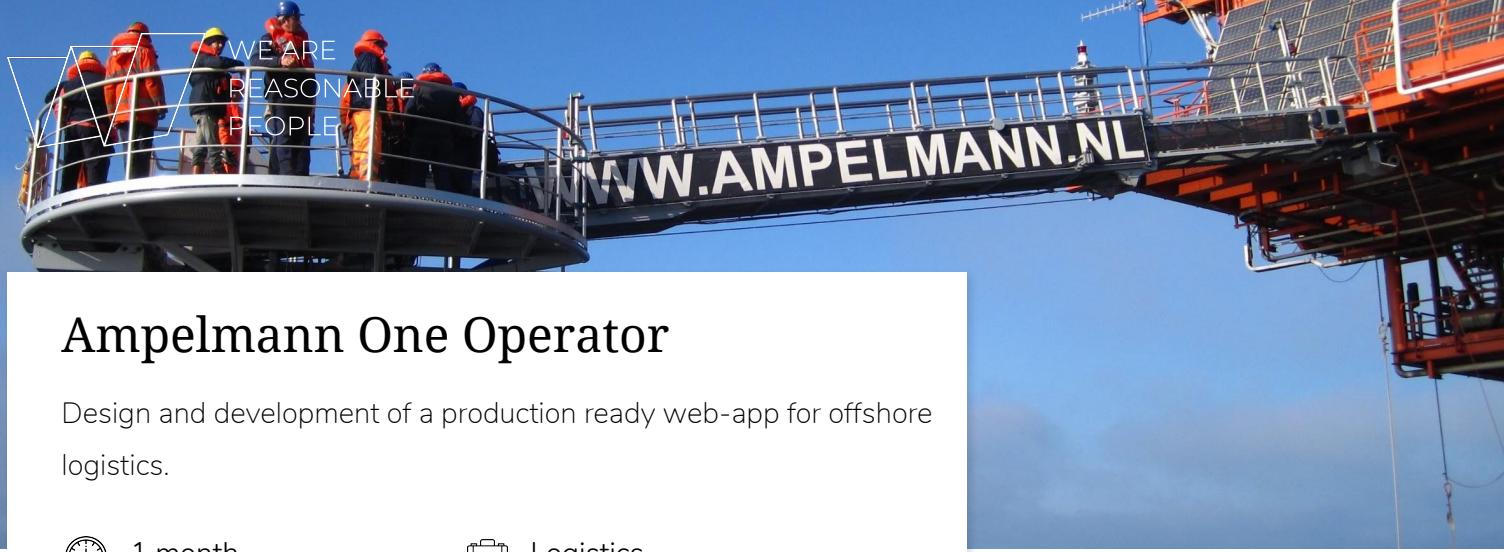
Our tool, a JavaScript bot, connects to the Anthony Veder email server. We analyze the information and send updates to the clients. We went above the scope of the project by building a front-end dashboard for the Anthony Veder team to see their client's information in one place, and to share it with their teams, further assisting with their workflow.



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Anthony Veder Daily Digest
Daily Digest Dashboard



Ampelmann One Operator

Design and development of a production ready web-app for offshore logistics.



1 month



4 team members



Logistics



JavaScript / CouchDB

Ampelmann leads the market for offshore personnel transfers (i.e. ships, oil rigs and wind farms) through their advanced wave-compensating platforms.

We were challenged to design and develop a web application that simplifies the use of the Ampelmann Type A, and further optimize the efficiency of the logistics operation. Because of our approach and solution, Ampelmann successfully managed to increase efficiency and thus reduce the team from 22 operators to just one by using our real time data visualisation tool.

The challenge

To design and develop a web application that provides the operator of the Ampelmann type A with all the required information to evaluate whether it can be operated offshore. Currently Ampelmann requires of two operators to manoeuvre the system. Ampelmann One makes sure that a single operator gets access to all the required data in real time through wifi. In this way, the amount of human resources required will be reduced by half.

The result

The result was a simple web-app that provides all the required information for the operator to decide whether the Ampelmann system can be used or not. The interface presents complex data in a simple visualization,

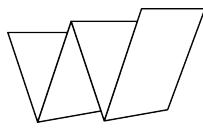
provides simple navigation means, is consistent with the visual style of Ampelmann and is fast and reliable.

Our approach

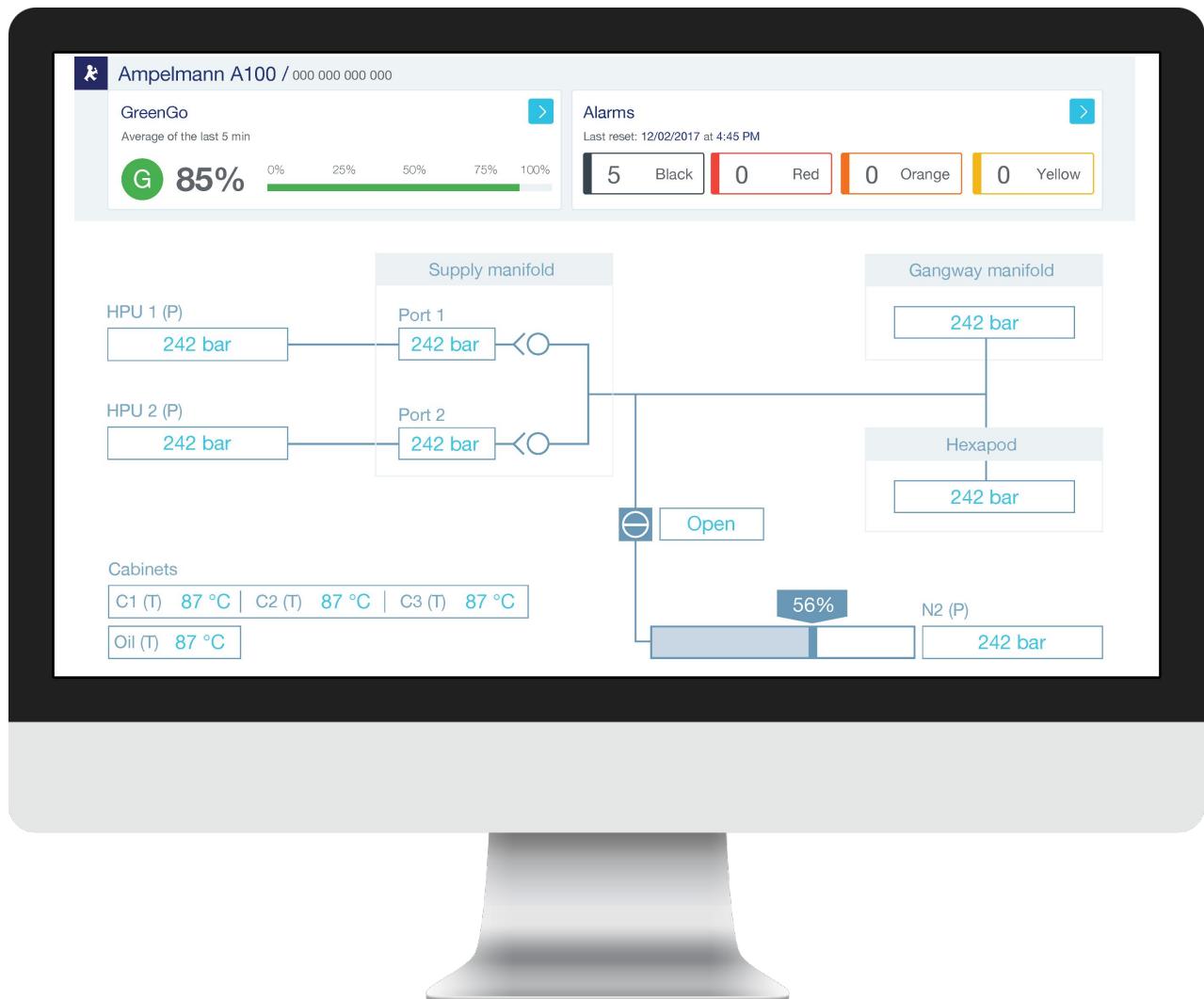
We approached this project by using the scrum method, in which design and development followed a lean process. Our team actively involved the client during conceptualisation, execution and validation of the outcome.

We used a combination of experience mapping, quantitative research to create a user friendly tool, and brought it to life with Angular and NodeJS.

The team consisted of a visual designer, UX designer, a front-end developers and a back-end developer.



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Ampelmann One Operator
Overview of the data visualisation screen



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Ampelmann DPR

Design and development of a platform that empowers the transformation towards a data-driven organisation.



4 months



2 team members



Logistics



</> JavaScript / CouchDB



What have we done

Our team developed the technology to power the infrastructure to send data from offshore and onshore, which is also accessible offline. Data is stored and synced to ships all over the world, drastically improving a process that used to rely on phone calls and whatsapp messages to share data.

Why is this relevant

Ampelmann is transforming into a data-driven organization. We're helping to facilitate this transformation by automating processes that were inefficient, costly and prone to (human) error. The data shared inside of our platform is critical for the operator's daily logs, the logs are a business requirement that ensures Ampelmann is meeting their service level agreements with customers. Because of our platform, there is a renewed trust in the data quality and a reassurance that no matter where a ship is, the data can get to the main office, helping them keep operations moving forward.

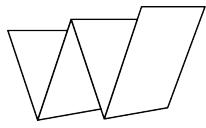
The halo effect of this automatic data sync is an improved relationship between the main office and the ship operators.

Sales are dependent on transfers and the more quickly the main office can get the information from the operators, the more rapid the sales. Our tool has created impact in process efficiency, relationships and revenue.

Our approach

In the first phase of the project, we worked on a pilot prototype of the platform in collaboration with the Ampelmann team. Because of our focus on the elements that determine the feasibility of the project we were able to fully develop this prototype within 10 working days. Ampelmann then worked with their end-users to test and validate the prototype. Our team was able to iterate on the pilot features and finalize the production version, rolling it out to hundreds of operators and onshore staff who now use the platform daily.

To see improvements in the workflow, it was critical that there was a high adoption rate of the new platform. To help the Ampelmann team with the initiative, we thoughtfully designed a user-interface to meet the operator's needs, allowing them to use the tool immediately, even before the a training was introduced.



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BETAMANN (0000) > Daily log

Time 16:35 | 19/12/2017 GMT offset +11 : 00

19 December 2017 — 20 November 2017

+ ADD EVENT

Malfunctions Transfer Maintenance Downtime Wow In Harbour On Route Handover

Today Yesterday 17 Dec 16 Dec 15 Dec 14 Dec 13 Dec 12 Dec 11 Dec

Add event

| Malfunction | Transfer session | Daily Maintenance | Weekly Maintenance | Monthly Maintenance |
|-------------|------------------|-------------------|--------------------|---------------------|
| | | | | |
| | | | | |

Ampelmann DPR

Adding an event to the daily log



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Philips Customer Visitor Center

Design and development of a prototype that gives Philips a tool to create new, valuable customer experiences.



1 month



2 team members



Healthcare



</> Apple iOS / tvOS / Swift



What have we done

We have developed a prototype for the Philips Customer Visitor Center (CVC) that helps account managers to have a more structured and meaningful dialogue with their prospects.

The solution consists of an Apple TV application (acting as a socket server) connected to the main screen at the CVC and an iPad application allowing the account manager to control the content on the screen.

Why is this relevant

Philips has the ambition to move to consultative selling - but as this would require a considerable amount of education for account managers, a software tool could help to support this process.

Philips has recently redeveloped their Philips Customer Visitor Center (CVC). The CVC is the place where account managers inform clients and prospects about the products and services that Philips offers to help them to resolve their problems.

Our approach

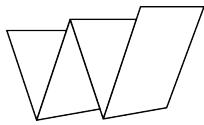
We have defined four phases for this project.

Initially we focussed on understanding the problems and the goals (problem fit). During a one day workshop we have collectively collected a better understanding of our target audience(s), their needs and their customer pains. Also we gathered insights about the problem that we wanted to solve.

In the second phase we moved towards the solution space. Within one week we defined a series of ideas that are validated from a UX, visual and from a development perspective. At the last day of this week, we presented working prototypes, mock-ups and proof-of-concepts of the ideas, helping us to collectively set- up the definition of our Minimum Viable Product (MVP).

Now we have defined the MVP, we could move over to the development phase where we allowed our client to continuously test the product.

Finally we could validate our prototype and collect actual insights by allowing actual users to use the application for a limited amount of time.



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Financing care



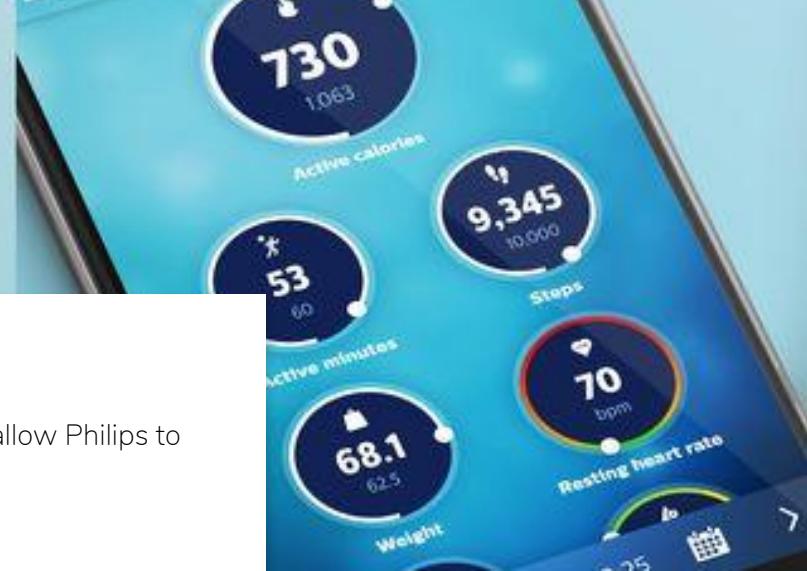
Prototype

Philips Customer Visitor Center

Presentation screen to be projected on the wall



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Philips Digital Accelerator

Design and development of a variety of tools that allow Philips to continue to innovate within their domain.



2014-now



5 team members



Healthcare



</> NodeJS / JavaScript / iOS native

We have developed a set of tools and APIs that allows Philips to rapidly prototype and pilot new health related propositions in a secure (and audited) way before deciding to invest in building production ready versions that can be released to the market.

What have we done

There's quite an ecosystem of devices that allow users to track specific health related values, such as heart-rate, steps, and location. We initially developed a range of services that allow users to connect to their (third party) health trackers, such as Fitbit, Withings and NetAtmo, and store the collected data in one consolidated and normalised database. This helps us to get insights in relations between various data sources, and discover connections between these data points. This allows us to get a better understanding of factors that can for instance lead to stress or sleeping disorders of a user.

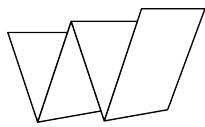
Apart from the basic mechanisms to process, analyse and retrieve the data, we have developed tools that allow medical professionals to create, plan and simulate motivational programs. We have also implemented a series of specific propositions on the Digital Accelerator Platform that have been released into the market.

Why is this relevant

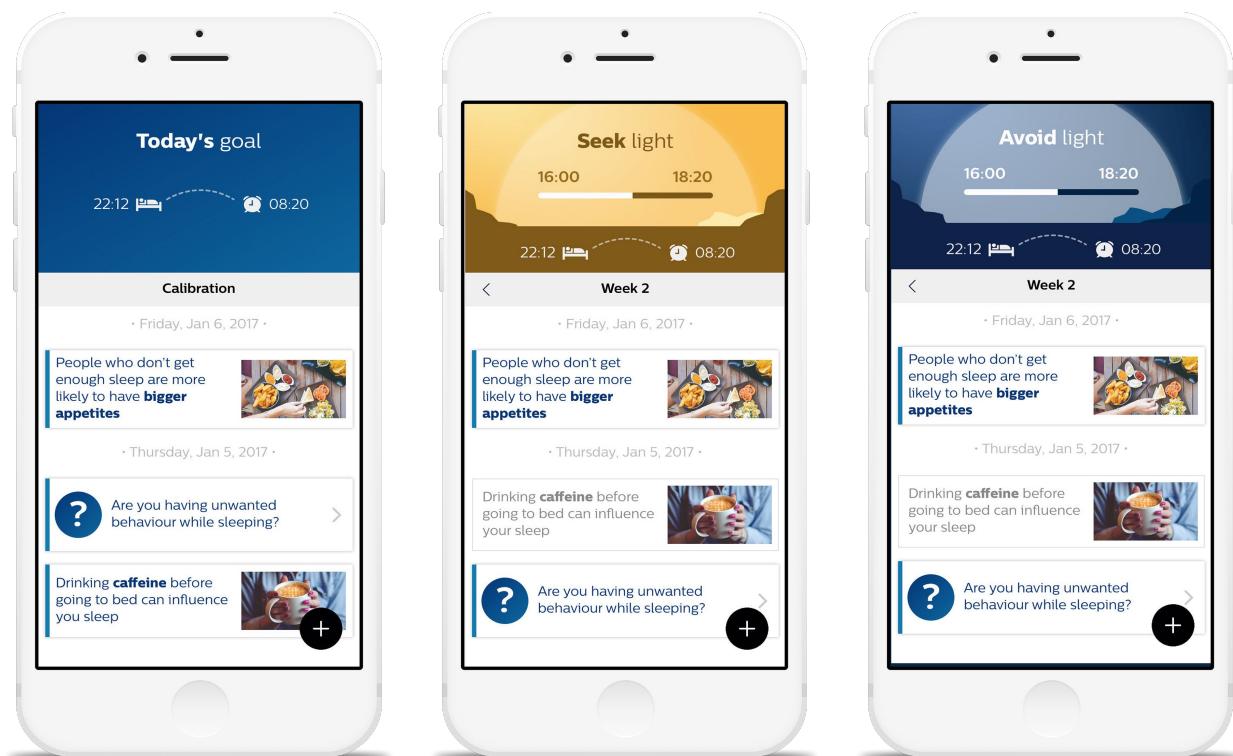
Building the competence to quickly validate new propositions has allowed Philips to increase their turnover time for releasing innovative products tremendously, at reduced costs. Also, by having the possibility to iterate in the earliest stages of a product development cycle, Philips is capable of releasing products in the market that have been thoroughly validated with actual users.

Our approach

As the Philips Digital Accelerator programme is a programme that has been running since 2014, we have been able to introduce and implement a set of methodologies (such as Lean UX, scrum and atomic design) and technologies (such as NodeJS, Angular and React) before these were widely accepted (and even allowed to be used) by Philips. These tools, methodologies and technologies are now the de-facto standards within the organisation.



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Philips Digital Accelerator
Circadian Watch native iOS prototype



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Port of Rotterdam Havenmeester

Create a comprehensive image that outlines the vision for the digital transformation of the Harbour Master division.

2 days

2 team members

Logistics

</>

What have we done

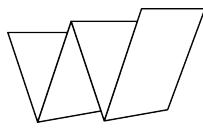
The Harbour Master division of Port of Rotterdam wanted to create a compelling, easy to understand vision of their roadmap into 2030. We facilitated a stakeholder workshop and converted the outcomes into a visual that is inspirational and actionable at the same time.

Why is this relevant

Many organisations face challenges in converting latent ideas among a group of (internal) stakeholders into a unified, inspirational and actionable vision. Moreover, they find it difficult to define clear starting points to kick-start their innovation processes.

Our approach

Through the facilitation of a half day stakeholder workshop and the production of a single visual and a first version of a roadmap, we were able to support the team to identify their focal point for the coming years, and communicate them with the rest of the organization.



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Port of Rotterdam / Havenmeester
Visualisation



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Port of Rotterdam Gamechangers

Supporting the gamechangers by turning 9 concepts into working prototypes in 2 weeks.



2 weeks



5 team members



Logistics



</> JavaScript, iOS, machine learning



What have we done

Gamechangers is the internal innovation program for (management) talent within Port of Rotterdam. Comprising of 9 teams in 2017, we were asked to convert the concepts each team was working on into a prototype within 2 weeks. For four cases we built a working solution, of which three have already been funded and converted into actual, validated projects.

Why is this relevant

The Port of Rotterdam is in the middle of a digital transition. Whereas the quality of infrastructure largely determined the attractiveness of the port in the past, data driven services will be an important determining factor for its continued attractiveness. The gamechangers are a selection of some of the best ideas in the harbour. The concentrated prototyping track of two weeks has helped to filter (validate and invalidate) ideas, and has inspired the creation of the Port Innovation Center: PoR's internal accelerator.

Our approach

Participating teams have pitched their ideas to us. We made a ranking of the ideas, and identified the key hypotheses that the teams needed to validate. Based on the ranking the most actionable ideas were selected that would be converted into a working prototype. Among them:

- A tool to better predict Actual Time of Arrival (ATA), leveraging the potential of machine learning
- An application to automate charging for push-barges (and river vessels) using geofencing based on AIS signals
- A realtime dashboard that visualises volumes and types of bunker fuel being sold (and their environmental impact)
- A tool allowing for realtime pricing and better allocation of STS tank transferring; with a potential to improve customer satisfaction and improve profitability >!5%

For each of these ideas, we have been able to successfully build a working prototype, that could be (in)validated with potential customers (both internal and external).



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Port of Rotterdam Rail Cargo Simulator

We have developed a simulator that provides information about the reliability of cargo connections through the Port of Rotterdam.



10 days



1 team member



Logistics



</> JavaScript / graph databases

What have we done

Many manufacturers of goods have based their logistical processes based on legacy choices. For instance a lot of German organisations ship their goods through the port of Hamburg, while it would be more efficient and reliable to ship through Port of Rotterdam. It would however be expensive and complex to 'try this out for once'. Therefore we have developed a simulator that provides insights about the actual efficiency and reliability based on actual (initially historical) data.

Why is this relevant

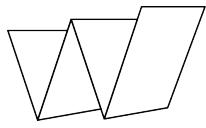
We have been able to find out if it would be technically possible to say something meaningful about the reliability of the connections from the German inland to other continents – through Port of Rotterdam. The application has allowed Port of Rotterdam to test the concept with actual end users with a minimum investment.

Also we wanted to identify pitfalls that could impede us in the process of developing the product as early as possible.

Our approach

Within 10 working days we have developed an application that includes the core functionalities of the actual product. In order to do this, we initially

We have used Neo4J – a graph database – to efficiently perform queries on relations between elements. This technology is also used to power navigation applications and social networks. For instance, the LinkedIn feature that tells you if someone is a first, second or third grade connection would be extremely slow when executed on a relational database.



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Cargo Simulator

Munich Ningbo 2016-11-17 Departure Analyse

Sort by: Fastest first Most reliable first

10 shipping options available

24hr handling time

ect Europe Container Terminals

12:00 21/11/2016 100% ROTTERDAM NINGBO PORT 30 days 32 days CMA.COM

12:00 21/11/2016 100% ROTTERDAM NINGBO PORT 30 days EVERGREEN

12:00 22/11/2016 100% ROTTERDAM NINGBO PORT 30 days KLINE

3:00 18/11/2016 100% MUNICH-RIEM ROTTERDAM 18 hours TRIGOSITIK EUROPEAN SERVICES

3:00 19/11/2016 100% MUNICH-RIEM ROTTERDAM 18 hours TRIGOSITIK EUROPEAN SERVICES

0 Reports Chris Beemster

Route details: Munich-Riem > Rotterdam > Ningbo Port 100%

Munich-Riem → Rotterdam (Euromax) → Ningbo Port

ETD 18/11/2016 03:00 ETA 18/11/2016 21:15 ETA 21/11/2016 12:00

24hr handling time Total trip time: 32 days

Add to report

0 Reports Chris Beemster

Route details: Munich-Riem > Rotterdam > Ningbo Port 100%

Munich-Riem → Rotterdam (Euromax) → Ningbo Port

ETD 18/11/2016 03:00 ETA 18/11/2016 21:15 ETA 21/11/2016 12:00

24hr handling time Total trip time: 32 days

Add to report

Port of Rotterdam / Rail Cargo Simulator

Main dashboard



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Rabobank EasyTrade

Design and development of a pilot application that helps customers to optimise and execute their hedge strategy for forex transactions.



6 weeks



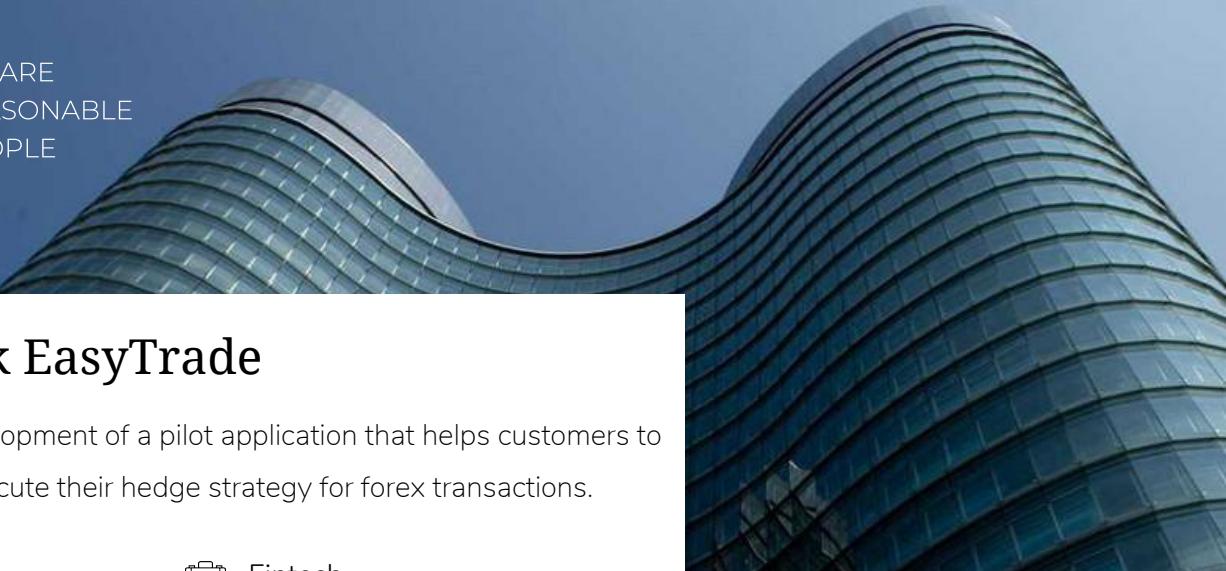
3 team members



Fintech



</> JavaScript / NodeJS



What have we done

As part of the Rabobank innovation programme, we went from idea to a fully developed application in less than 6 weeks. The application integrates with the existing Rabobank back-end infrastructure for forex trading yet is simple to understand for non-expert users. As the EasyTrade proposition was initially launched as a separate brand we have developed a (very minimal) brand identity as well as an artefact.

During the demo day, the EasyTrade team was the only team capable of showing an actually working application, instead of just a clickable prototype.

Why is this relevant

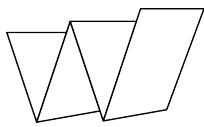
The speed of the delivery served as an eye opener for the innovation department of Rabobank. The fact that actual prospects had been able to try the application, and that there was already validated interest from the market substantially increased the maturity and viability of the proposition.

Our approach

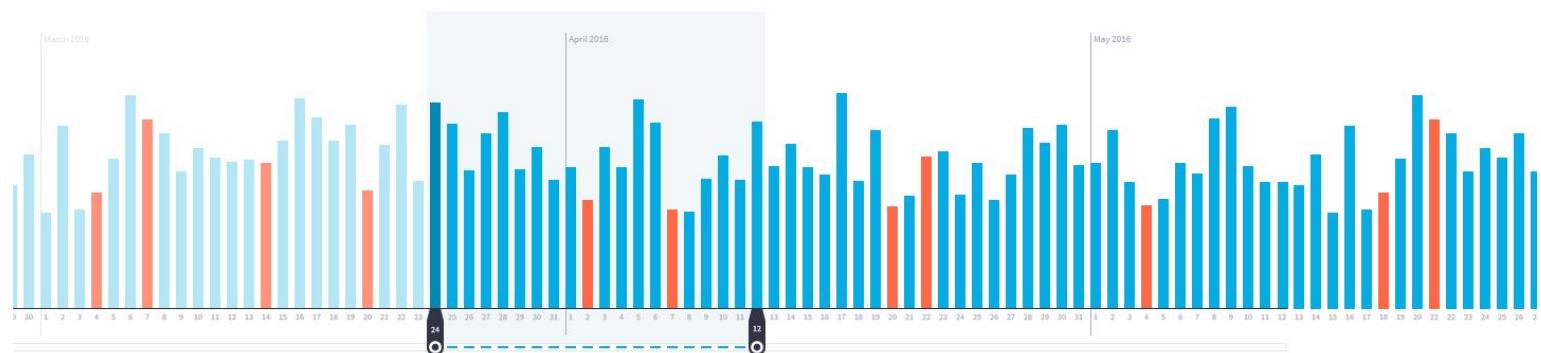
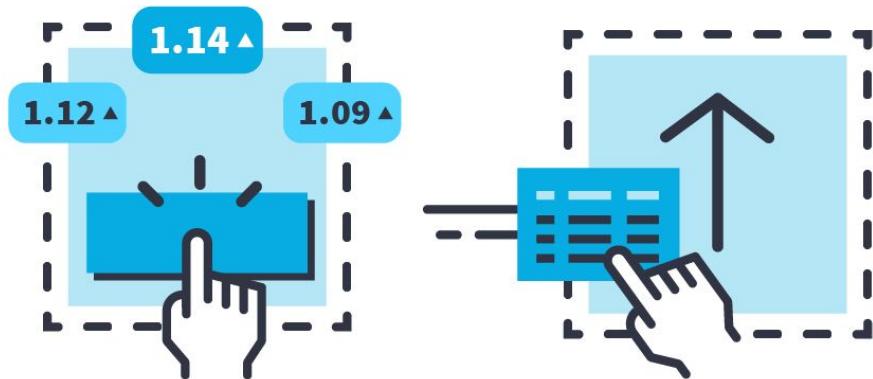
We started by identifying each step and their corresponding customer pains in the current forex trading process, and by sharing specific finance knowledge amongst our team.

After that we translated the process steps into wireframes that could be integrated into the interface. We immediately built the wireframes as Angular views, allowing us to easily modify the implementation of the visual design in a consistent way.

Although the application was built for pilot and demonstration purposes, automated tests prevented regression issues and helped us to rapidly introduce develop and mutate functionalities.



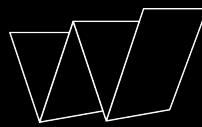
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Rabobank Easytrade

Some UI elements

(not everything can be shown for confidentiality reasons)



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Some projects we have worked on

| | | |
|------|-------------------|---|
| 2017 | Royal Philips | Development of hackathon tools |
| 2017 | Ampelmann | DPR platform and One Operator application |
| 2017 | PortXL | Communication bot |
| 2017 | Port of Rotterdam | Pre-CER / StreamLine |
| 2017 | ING | Living |
| 2017 | Royal Philips | Circadian Watch |
| 2017 | Royal Philips | Hackathon playbook |
| 2017 | THNK | Makers Marathon |
| 2017 | NN Group | Housify |
| 2017 | Royal Philips | Our Brand |
| 2017 | City of Amsterdam | Smart City / IoT programme |
| 2017 | Royal Philips | Optimisations for www.philips.com |
| 2017 | Amersfoort | SmartVille / IoT programme |
| 2017 | Port of Rotterdam | Gamechangers prototypes |
| 2017 | ING | Chill Bill |
| 2017 | Royal Philips | Mental Vitality |
| 2017 | Philips Lighting | Communications for the Masses |
| 2017 | Philips Lighting | HUE |
| 2017 | Royal Philips | One Blade |
| 2017 | Royal Philips | Volcano |
| 2017 | Royal Philips | MR Scanner project |
| 2017 | Red Cross | Refugee programme applications |

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