Projects:

* Chameleon
* Car-Service Sign Up Form
* (Travel & Expense Sign Up Form)
* Foust (site v1)
* Galaga (site v2)
* Halo (v3)

**Chameleon**

Challenge

* Turn Groupon-style syndicated commerce application into a white-label solution.
* Provide configurable capabilities, such as: content management, targeting, delivery, merchandising, transaction, operations and data.
* Allow end-to-end branding in all interfaces: web, emails, prints, dashboard, etc.
* Serve mid-to-long tail partners’ content from single application

Technologies

* HAML
* SASS
* CoffeeScript
* Ruby on Rails
* Foundation CSS
* jQuery
* Git

Team

* [Chris Sherrard](https://www.linkedin.com/in/chrissherrard" \t "_blank) Product Manager
* [Zac Horn](https://www.linkedin.com/in/zac-horn-9b541659" \t "_blank) Lead Software Engineer
* [Timothy Taylor](https://www.linkedin.com/in/timtaylordesign" \t "_blank) Lead UX Designer
* [Maxime Liron](https://www.linkedin.com/in/maximeliron" \t "_blank) Software Engineer
* [Alex Okolish](https://www.linkedin.com/in/alex-okolish-77108119" \t "_blank) Software Engineer

Roadmap

Add 1-4 images:

* Define custom UI touch-points and flexible framework for interface design: Basic logo, branding, color configuration from roughly 10-20 deploy-time settings, which affects web, mobile web, and email experiences.
* Build simple request middleware to detect domain and load appropriate configuration
* Ability to suck deal content into existing site via RESTful API
* Automate onboarding process. Cheaper and 10x faster than manual configuration.

Design Review

Add 1-4 images:

* Make It Easy – Intuitive, Flexible, Empowering
* Be Consistent – Program Branding, Service Standards, Quality, Privacy, Permission
* Deliver on the Customer Promise
* Engage – Compelling Content, Relevant & Personalized, Customer Dialogue (feedback/rewards/recognition)

Implementation

Add 1-4 images:

* Leverage front-end frameworks and pre-compilers for fast UI development: jQuery, Foundation CSS, Haml, Sass, Coffeescript
* Ruby on Rails stack for modern web application development.
* Versioning with git & github
* Testing with Rspec and Cucumber
* Deployment with Jenkins [link] and Heroku [link]

Success Factors

Add 1-4 images:

* Higher velocity partner on-boarding  
  No intensive upfront development work required  
  Fast and easy to launch
* Public API for anyone to plug-in
* Relevant, hyper-local deals/offers are shown here
* Repeatable, low cost implementation <$50k/partner [show big stat]
* Higher conversion rates > .25%

**Foust**

Challenge

Rebrand Company

Refresh site and integrate it with 2/3 legacy sites (expensewire)

Move it to a CMS system where content editors could edit it. (import thousand file-based site)

Modernize site: HTML5, etc. Decomission flash, etc.

Empower Marketing 25-people team to make site edits without technical involvment

Progressive enhancement: IE6+ compatible

Technologies

* HTML5
* CSS3
* JavaScript
* jQuery
* LAMP
* ModX
* Perforce
* Progressive Enhancement

Team

* Andy Cunningham Chief Marketing Officer
* Lee Bellon VP. Branding
* Yoni Meron Project Manager
* Z Lin Art Director
* Mike Wang Branding Consultant
* Brendan Bond Motion Graphics Designer
* Anna Williams Brand Content Manager

Roadmap

Add 1-4 images:

* business model
* target audience
* research / intelligence
* planning / roadmaps
* execution plans
* …

(Summarize any research or intelligence for this project)

Itemize the steps to get to the final product

Design Review

Add 1-4 images:

* wireframes
* prototypes
* whiteboard sketching
* user flow (Scenarios & Happy path)

Evolution from abstraction to final outcome

Implementation

Add 1-4 images:

* wireframes
* prototypes
* whiteboard sketching
* user flow (Different scenarios & Happy path)

Technologies used / Stack

Technical challenges

Development workflow

Architecture design

Innovation

Success Factors

Add 1-4 images:

* Analytics screenshots
* Before / After screenshots
* Finalized product

Show metrics

Reflective thoughts

Show results

**Galaga / Foust**

Challenge

Adapt site to new company strategy: 3x business lines, 3x markets  
Refresh site and integrate it with recently acquired companies (Ketera, Homerun, GGA)

Make Marketing site the entry point for the Product: Integrate sign-up and sign-in pages via RESTful API

Further brand development: name, logos, color, language, etc.

Make site SEO & Semantic friendly: (rdf?, etc)

Responsive ready (mobile, tablet, desktop)

Technologies

* HTML5
* CSS3
* JavaScript
* jQuery
* Foundation CSS
* YouTube API
* Ruby on Rails
* Web Animation

Team

* Lee Bellon VP. Marketing
* Tim Taylor, Lead Designer
* John Interaction Designer
* Yoni Meron Designer
* Caitlin Clarke, Copywriter

Roadmap

Add 1-4 images:

* business model
* target audience
* research / intelligence
* planning / roadmaps
* execution plans
* …

(Summarize any research or intelligence for this project)

Itemize the steps to get to the final product

Design Review

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Success Factors

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**Car Service Sign-Up / GGA rebrand / Site**

Challenge

Deem acquired Global Ground Automation (GGA) in 2008, a marketplace for ground transportation that connected corporate buyers and travel agencies with car service providers. This division grew over the years but as new competitors   
entered the market: Uber, Lyft, etc. its strategy became obsolete.  
On early 2015, a new vision was necessary to continue competing in the space. We had to turn the current car service business into a real 2.0 version where:

* Product would become completely cloud based.
* Develop mobile apps for both ends: chauffeurs and consumers.
* Leverage real-time geolocation technologies.
* Rebrand product and refresh the User Interface (UI).
* Integrate the service with Deem Travel: B2B solution for corporate travel.

The end goal was to become the standard solution in the industry by partnering with the operators and leveraging the existing assets (e.g. fleets, infrastructure and personnel) and thus become the leader in the car service space in the B2B market.

Technologies

* HTML5
* CSS3
* JavaScript
* jQuery
* Foundation CSS
* Google API
* REST API
* ASP

Team

* Patrick Grady Chief Executive Officer
* Jackie, PM
* Yoni Meron, Product Designer
* Mani, QA, Architect
* …

Roadmap

This ambitious project was divided into two phases. My team and I were mostly responsible for the first one. This initial phase comprised of the following objectives:

* Refresh brand and UI using modern technologies
  + Transition HTML4 table-based layouts into standard and optimized code.
  + Separate business logic from presentation by using API-driven approach.
* Design and Develop onboarding process for new customers
  + Make onboarding process seamless by building reliable user flow.
  + Leverage front-end technologies for better accessibility, performance and validation.
  + Push data to multiple end-points (Product, Marketing/Sales Tools) and use analytics for enhanced customer insights.
* Integrate new product offerings into parent website.
* Decommission brands and public-facing sites pertained to old product.

Design Review

Add 1-4 images:

* wireframes
* prototypes
* whiteboard sketching
* user flow (Scenarios & Happy path)

- Met with CEO and executive team to shape new Car Service strategy

- Met with Marketing team to define brand architecture

- Collaborated with UX team to redefine new sign-in and sign-up experiences

- Did research and studied user-flow for best performance.

Implementation

Add 1-4 images:

* wireframes
* prototypes
* whiteboard sketching
* user flow (Different scenarios & Happy path)

Technologies used / Stack

Technical challenges

Development workflow

Architecture design

Innovation

Inherited legacy stack (ASP, SOAP, XHTML, JS3, etc.).

QA team unfamiliar with modern Front-End technologies

Migrate business logic to RESTful API and consumed by independent site.

Multiple domains intertwined creating CORS challenges.

Use of multiple APIs: user authentication (Google reCaptcha), Marketo (for Marketing & Sales insights),

Mashup of API services properly aligned and integrated.

Make site responsive and accessible by multiple devices and users.

Project Managed technical implementation to make sure both

Success Factors

Add 1-4 images:

* Analytics screenshots?
* Before / After screenshots
* Finalized product

Boosted Signups

Improved UX

Rebranded Product, removing any ambiguity.

GGA => Deem Ground => Car Service

Sites integration + Easy Sign-in / Sign-up

Blur the line between Product and Marketing by making public-facing site the center of user needs: discovery, onboarding, point of entry for the product.

Source Content

(End 2015 – PG email)

All,

Our objective is to generate $14 million in net new Car Service revenue in 2016. To be clear, this is net/new that is above our current baseline revenue.

[…]

· Back Office

· Affiliate Connect

· Mobile App for Operators to distribute to their customers

· Mobile App for Large Corporations to manage their Chauffeured Transportation Spend

· Audit and Analytics

[…]

(Early-Mid 2015 - Letter to shareholders)

Our Car Service application similarly saves companies money on every purchase by ensuring that each transaction takes into account the role of the employee, the preferred status of the merchant and our customer’s pre-negotiated rates and ground transportation policies at the point of purchase.

Deem operates the most widely-used and comprehensive ecosystem in the business-to-business (B2B) ground transportation industry with all major players standardized on Deem. This includes more than 1,900 corporate customers, 365 travel management companies, five online travel tools, more than 30,000 merchant providers with 90,000 vehicles as well as numerous back office providers and global distribution service integrations in more than 85 countries.

Our strategic commitment to this market is increasing in all areas and we will be aggressively leveraging Deem’s broader set of cloud and mobile commerce platform capabilities to deliver even greater value to our ecosystem stakeholders in 2015 and beyond. We will also be vigorously enforcing our strong patent position in this area. In the coming weeks and months I will be publicly outlining our views regarding consumer services such as Uber and Lyft, their impact on the B2B ground market and how we envision competing with or cooperating with them.

(2012 – PR Boilerplate)

Who is Deem Ground™?

Formerly known as Global Ground Automation (GGA), Deem Ground has been a proven leader in the ground transportation industry for almost a decade. Through an innovative technology platform, Deem Ground delivers a ground transportation marketplace that connects corporate buyers & travel management companies with a network of car service merchants, in addition to powering the back-office operations for close to 50% of the U.S. enterprise car service market. Deem Ground facilitates commerce through Affiliate Connect, the largest ground transportation affiliate network, growing merchants’ distribution and driving incremental trips.

(2008 – PR Boilerplate)

Global Ground Automation, Inc. (GGA), an independent Rearden Commerce company, is building the world’s first marketplace for ground transportation. GGA has developed patented technologies that automate and simplify the ground transportation reservation process for corporations, travel managers and car service providers. Through on-demand reporting tools, GGA gives corporations new visibility into their ground transportation spending and trends, with potential cost savings of thousands of dollars. GGA connects a roster of Fortune 1000 companies to more than 33,500 car service providers, including Carey, Boston Coach and Empire/CLS. For more information about GGA visit online at [www.globalground.com](http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.globalground.com&esheet=5784369&lan=en_US&anchor=www.globalground.com&index=1" \t "_blank) or call (201) 498-0330.

(2012 – Name Change: Deem Ground)

<http://www.businesswire.com/news/home/20120723005364/en/Rearden-Commerce-Announces-Deem-Ground-Global-Ground>

(2008 – GGA acquisition)  
<http://www.businesswire.com/news/home/20080922005492/en/Rearden-Commerce-Expands-Web-Services-Platform-Acquisition-Global>