

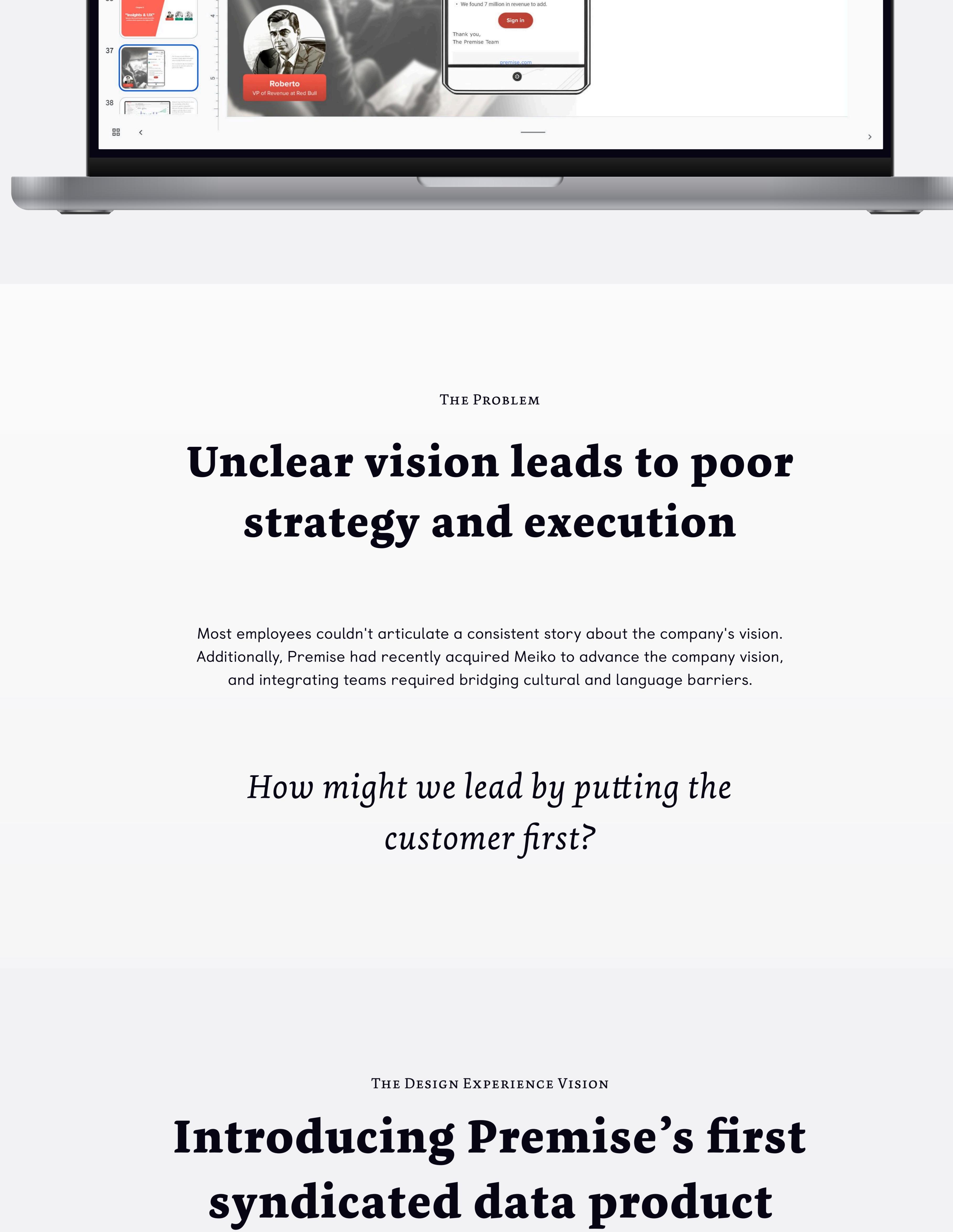
Cross-functional team leadership

Inspiration

Business storytelling

Securing \$15M Bridge Funding

A collaborative journey to a user-centric product vision.

**THE PROBLEM**

Unclear vision leads to poor strategy and execution

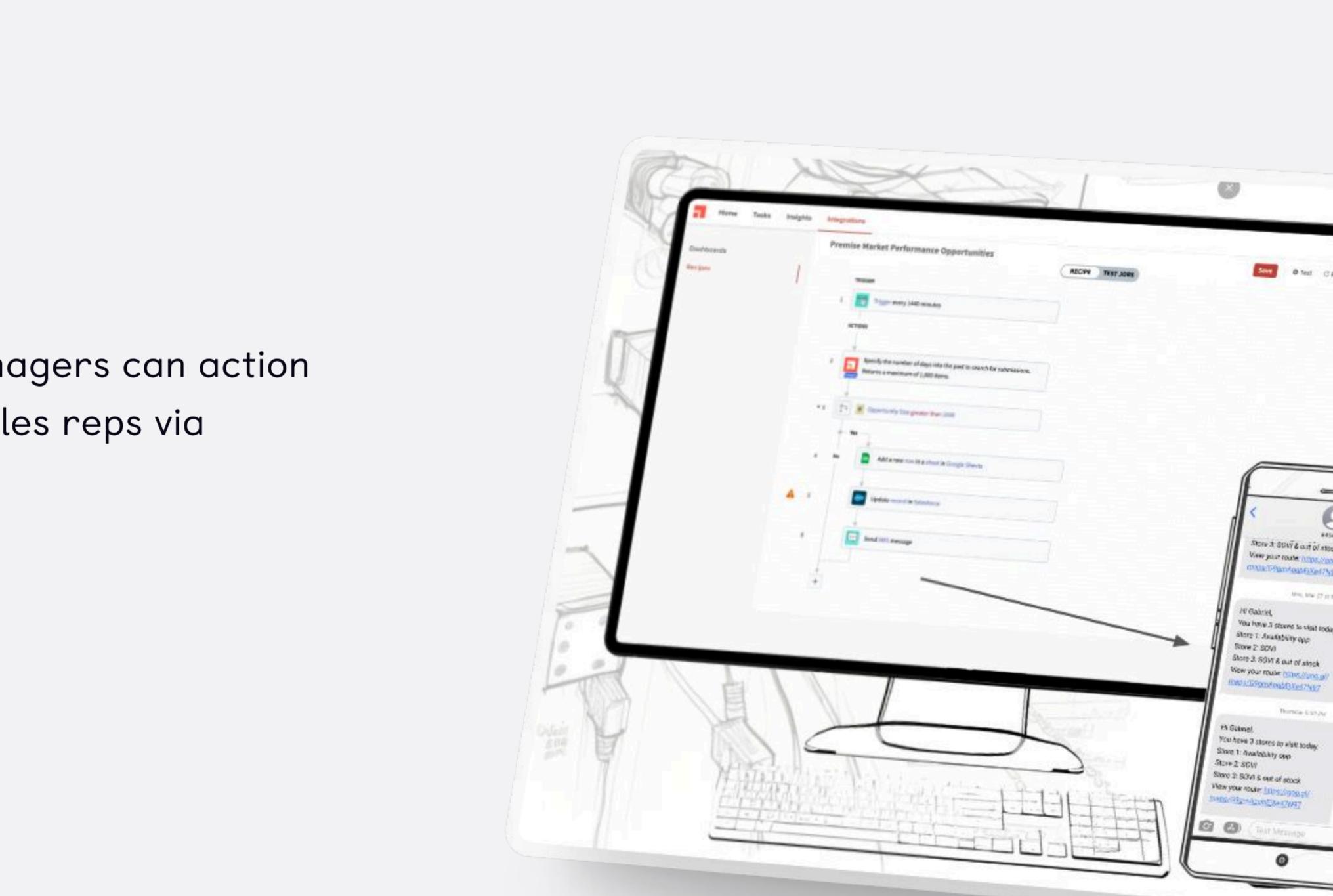
Most employees couldn't articulate a consistent story about the company's vision. Additionally, Premise had recently acquired Meiko to advance the company vision, and integrating teams required bridging cultural and language barriers.

How might we lead by putting the customer first?

THE DESIGN EXPERIENCE VISION

Introducing Premise's first syndicated data product

I combined high-fidelity mockups and AI generated imagery from Midjourney to give context and tell a story.

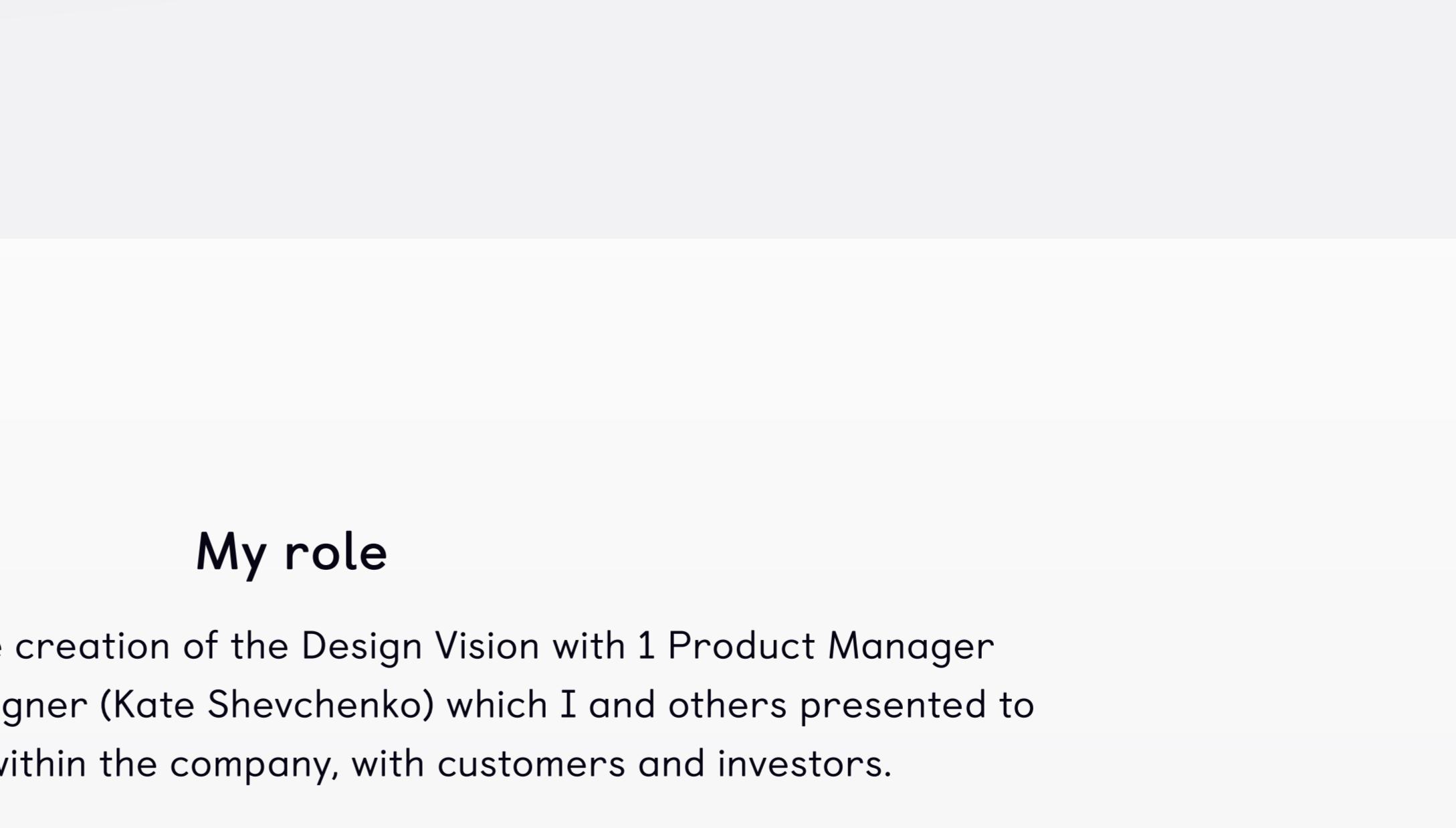


This enterprise narrative involves various stakeholders, including internal users (Premise sales and operations teams), customers (Red Bull leaders and Account Sales Managers), and gig-workers.



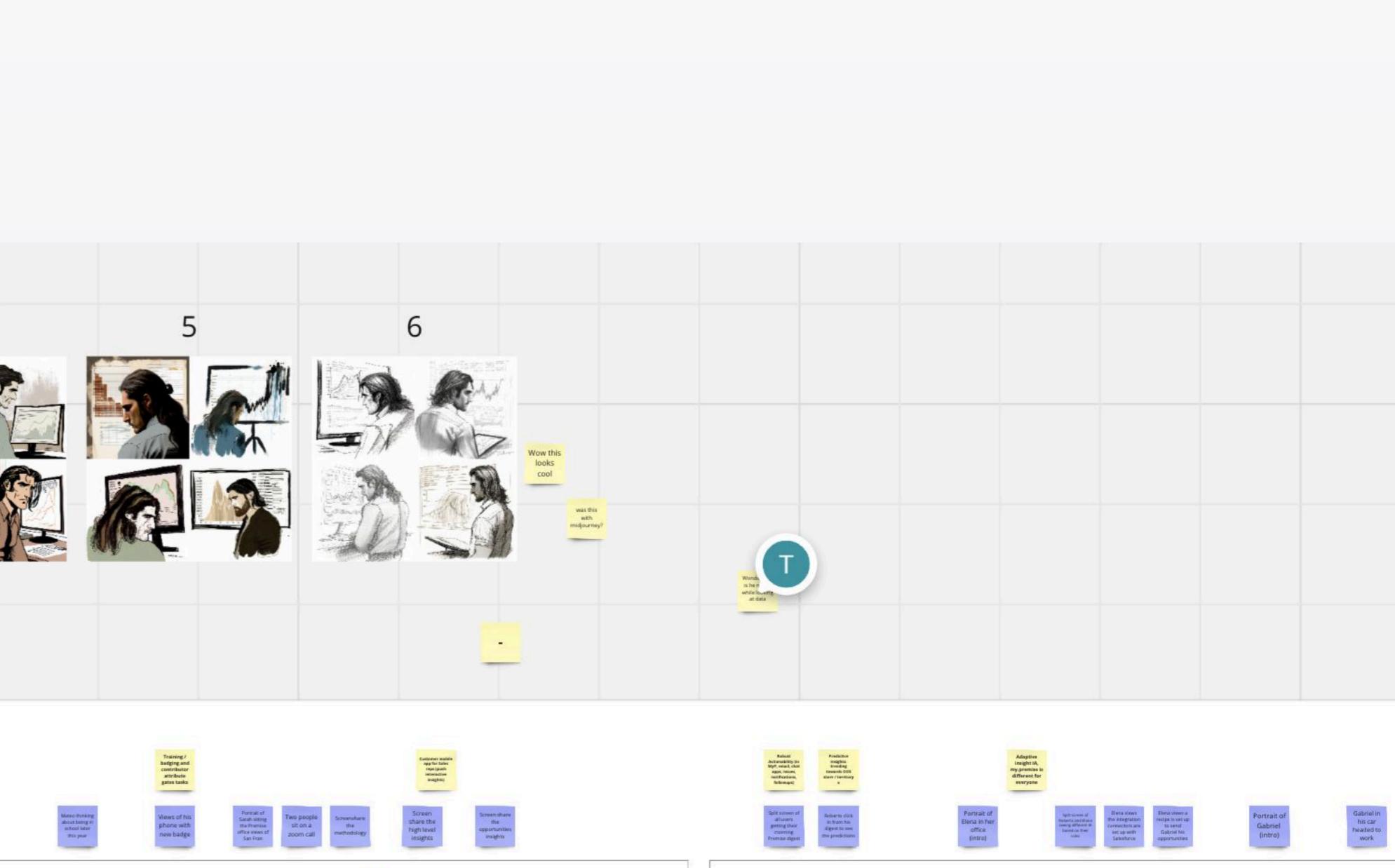
Understanding the sale and demo

How does this data product differentiate itself in the market and what is the prospect experience?

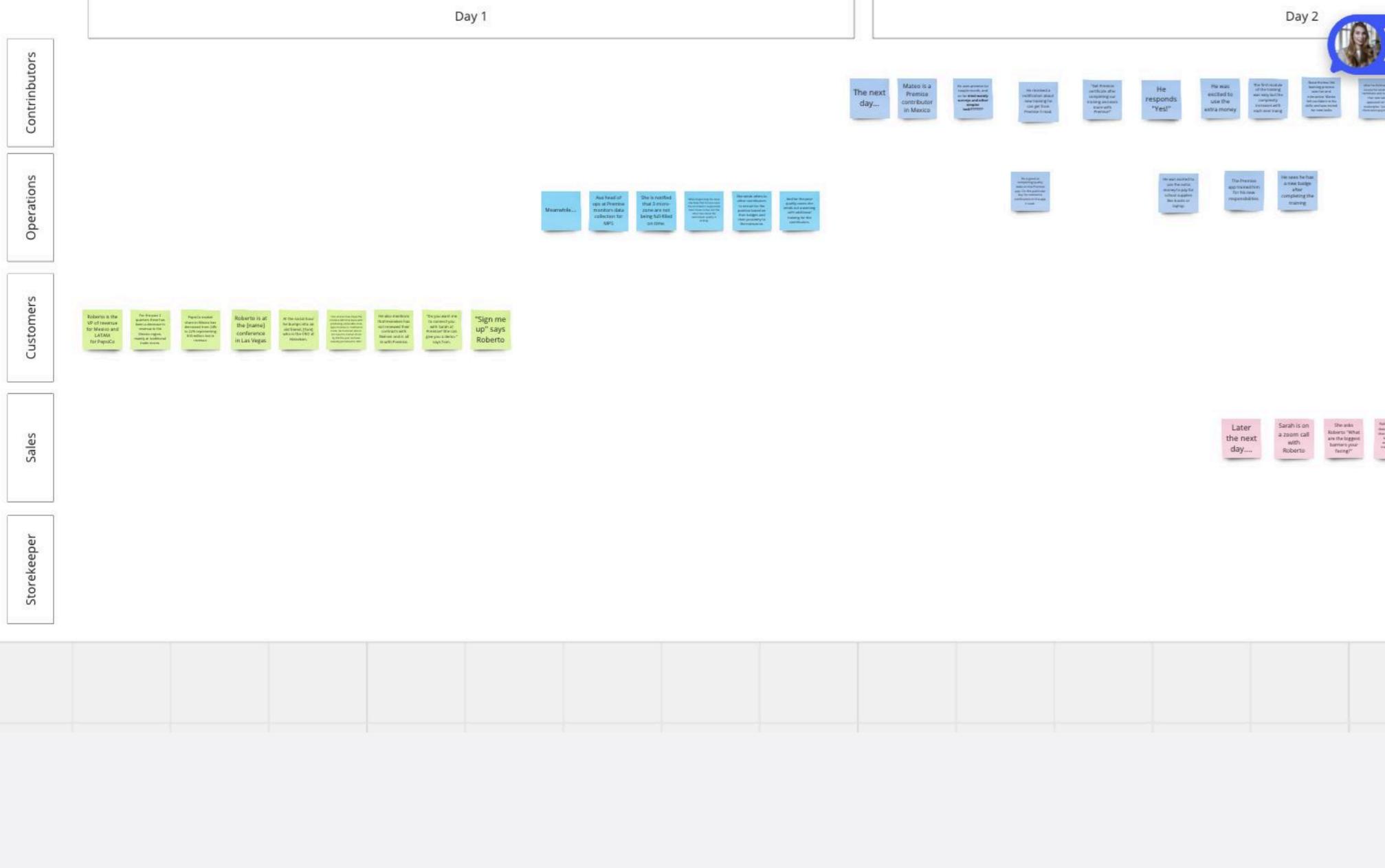


Trained & self-sufficient networks

The vision is to grow from a managed network to gig-workers that can easily be trained and retained.

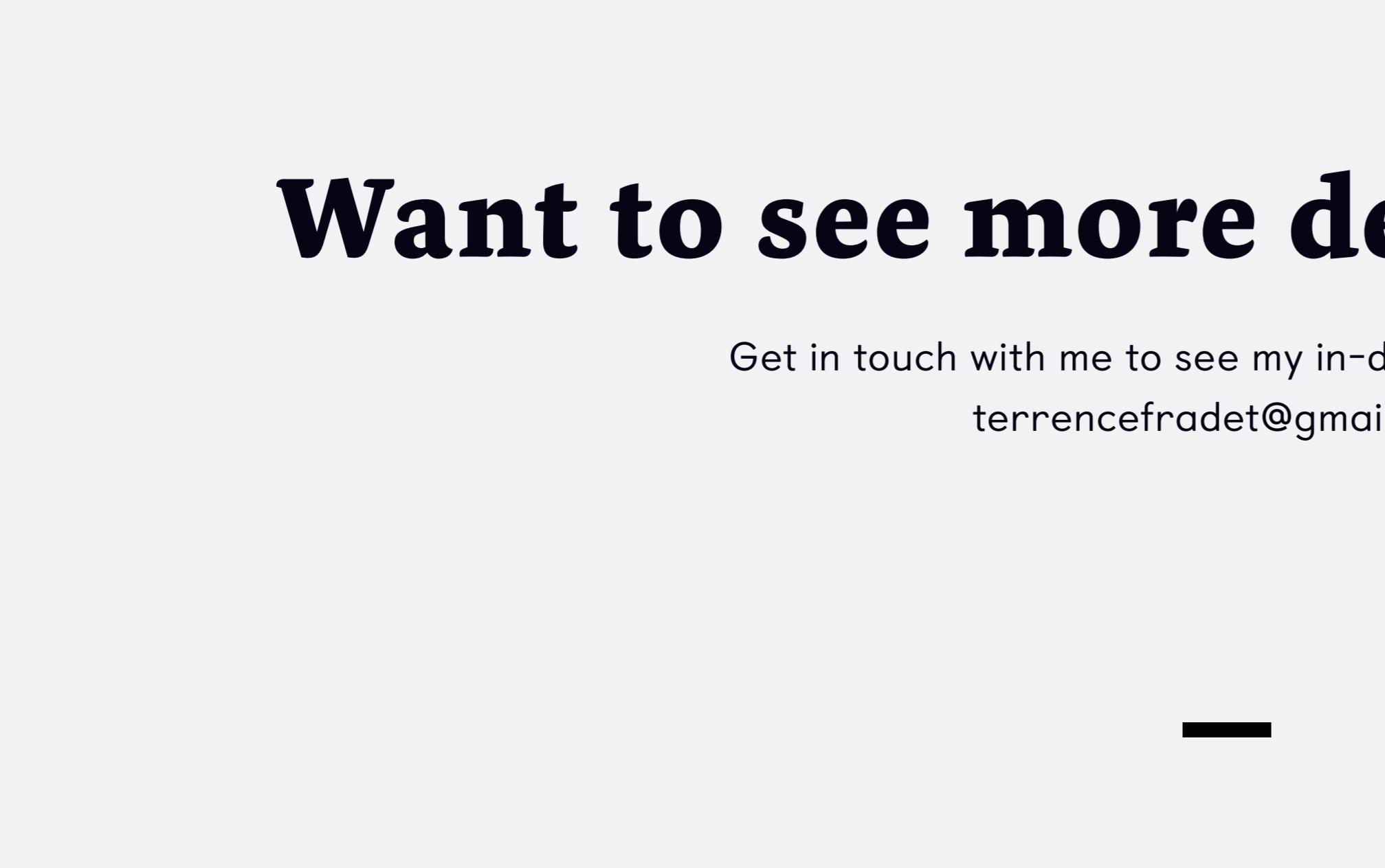


From the VP to the Regional Managers, each user has the data breakdowns and access for their context.



Land and expand

Enable the customer to tell a ROI story that leads to expansion, additional customers and density of demand.



In early 2023 I led the creation of the Design Vision with 1 Product Manager (Spencer Cox) and 1 Designer (Kate Shevchenko) which I and others presented to build alignment within the company, with customers and investors.

Want to see more design process?

Get in touch with me to see my in-depth case studies.

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