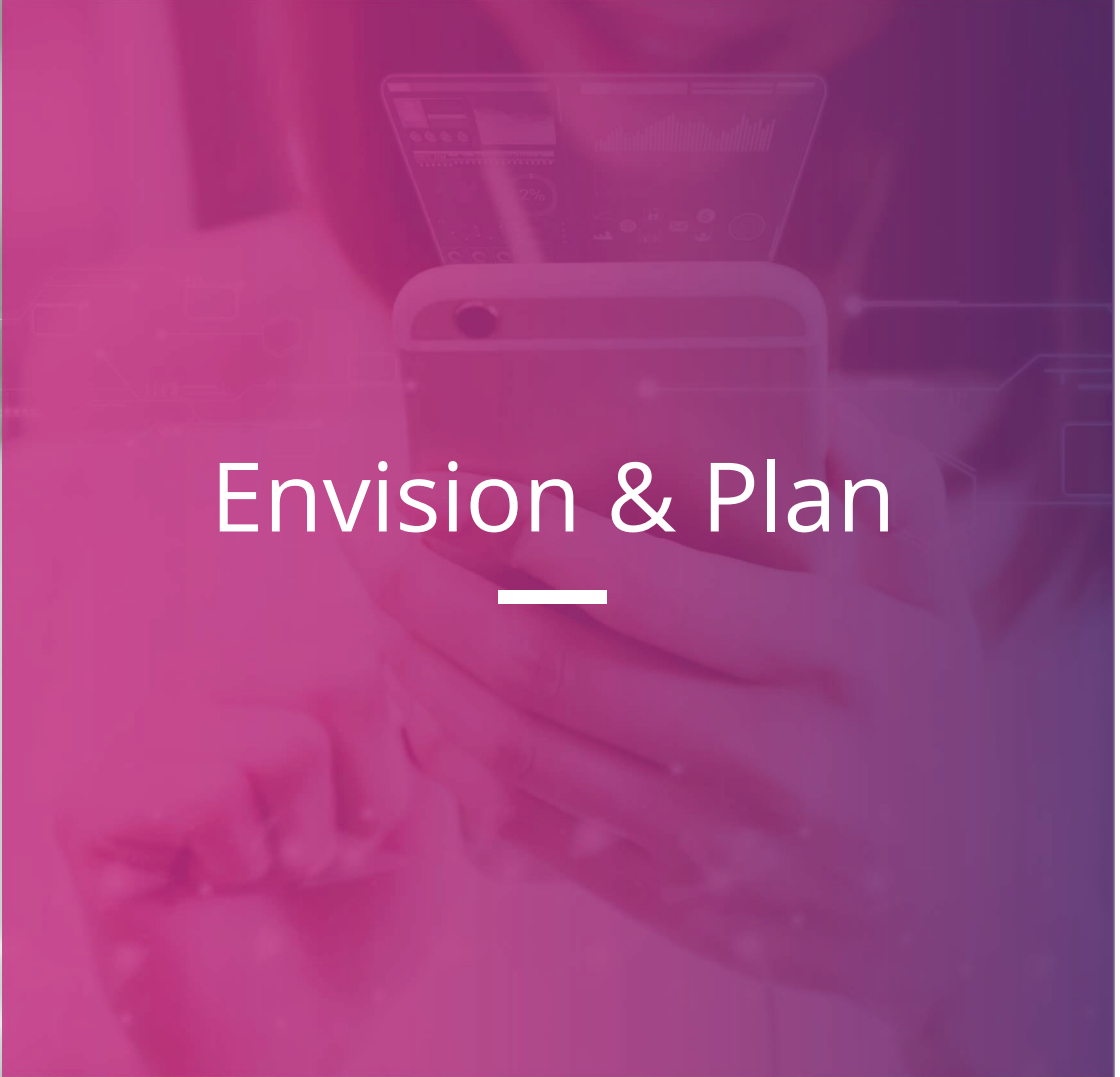

Envision & Plan

D3PLOY
A 3PL PROJECT MANAGEMENT TOOL

Insight | Digital Innovation

Overview

Project Goal & Vision

We are looking to provide an innovative solution to partner with third party vendors to help deliver and execute state-of-the-art projects on time and under budget.

The Global Engineering Services Startup D3PLoy Platform will be the main tool used by Startup PMs to drive project execution in partnership with 3PL, as well as the main source of information to drive and understand project completion (throughout the project lifecycle) in relation to module deployment.

Project Scope / Schedule

Discovery & Design
Weeks 1 – 3
11/30 – 12/17

- Kick-off
- User Requirements Elicitation
- Persona Requirements Elicitation
- Stakeholder interviews (8) *
- Technical Sessions*
- UX Wireframes *
- Task prioritization

- Implementation Roadmap definition
- High Level Product Backlog build out
- Mid-way project review
- Proof of Concept buildout*
- Auto-Pinning, searchable composite *
- AutoCAD Extraction *
- Python script creation *
- Architecture Diagram *
- Application Flow Diagram *
- Database Design Diagram *

Review & Phase 2 Prep
Week 4 – 6
1/3 – 1/21

- UX Wireframes Cont. *
- UI Mockups
- Backlog Prioritization *
- Final Deliverable Meeting & Executive Summary
- Next Steps for implementation

* Deliverable

Insight

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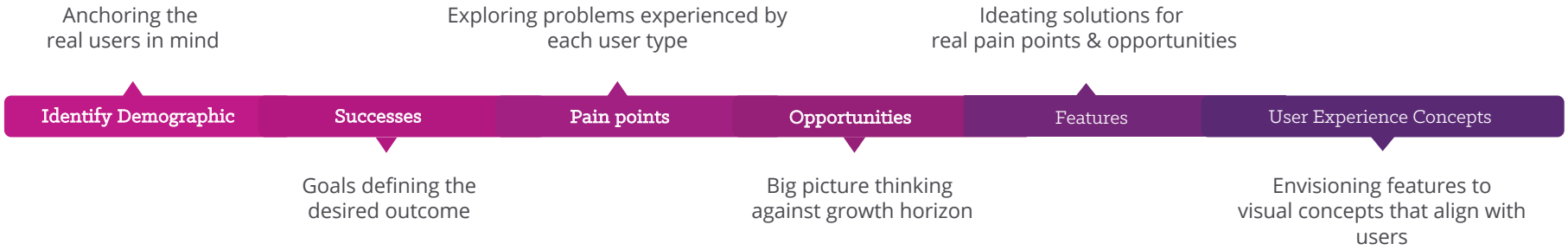
Current Experience Discovery

Key Areas Of Focus

Using Human-Centered Design For An Improved Experience



Insight

Overview

Discovery & Design

6 Weeks of Activities

- User Requirements Elicitation
- Persona Requirements Elicitation
- Stakeholder interviews (8)
- Technical Sessions
- UX Wireframes & Designs
- Task prioritization
- Roadmap definition
- High Level Product Backlog
- AutoCAD review sessions
- Python script creation
- Database technical sessions

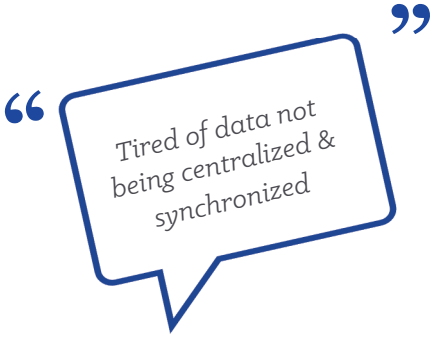
Stakeholders

- Startup PM's
- Startup Senior Regional Manager
- Launch Managers
- 3PL Team

Insight

Stakeholder Interviews

Overarching Observations From Research Sessions



Insight

Overview

Key Pain Points for Today

Manual Process

- All processes for project managers, laborers, or ORT testers
- All data tracking and reporting
- Locating modules and performing quality checks

Data Inconsistency

- Inability for data synchronizing between systems
- No centralized data source of truth
- Lack of clear and transparent communication between teams leads to inconsistent data
- Punchlist data not available in the application

Technical Limitations

- Performance
- Multiple legacy tools aren't reliable
- No current way to track milestone data
- Slow performing database
- No code application limiting the searching of the module on the composite
- Current technology does not allow automated way to having module location on the composite.

Overview

Key Themes for Product Success

Simplicity

Make receiving work, finding modules and checking work easier for all parties involved.

- Reduce the number of tools and systems
- Allow for mobile
- Clarity of work to be done or checked
- Personalize to remove clutter

Consistency

Create one place and process that can optimize efficiency and speed to complete work.

- Have the same priorities across the team
- Reduce learning curve for tools
- Prevent making up new processes

Transparency

Provide task clarity, project status and proactive communication across teams working on a jobsite.

- Get an overall view of project health at any time
- Share with parties as needed
- Export data

Data-enablement

Enable trackability, intelligence, management and automation of progress and performance to make faster decisions and eliminate mistakes.

- Ability for future automation
- Better reporting
- Administer data and manage assignments

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Understanding Users + Workflows

Overview

User Discovery

Participants

- Startup PM's
- Startup Senior Regional Manager
- Launch Managers
- 3PL Team

Activities

- In-Person Moderated Group
- Remote Moderated Group
- MURAL Collaboration
- Individual Remote Interviews

Thank you!

Including the users in the process is vital for deeper understanding, creating a better end product and improving change management.

Continued Support

We will want to work with users to validate decisions and adjust as needed throughout the development process.

Insight

Persona

Five Key Product Personas

Startup PM

We oversee multiple projects and in charge of handing over them over successfully.

3rd Party Labor PM

We are responsible for building for deployment.

3rd Party Laborer/Temp

We execute the work for building buildout.

3rd Party Regional Manager

We oversee multiple projects and the health of the builds.

Operational Ready Testing Tester

We are in charge of executing readiness testing for operations.

Who are personas for?

Anyone trying to build empathy for a user or customer segment.

What are personas?

A reliable and realistic representations of your key user/customer segments.

Why create personas?

To provide guidance to the Amazon team when making decisions for user & stakeholder needs.

Where are personas used?

During product or service planning/ideation phases as well as key-decision points during user/customer support.

Insight

“I want to be able to focus more on my teams & people, over the process & tasks.”

Persona

Project Paulina
Startup Project Manager

I oversee handing over successful projects. On time, within the budget, and with a great ORT score.

My engagement with our tools…

Rare — Often

My technical capabilities are…

Novice — Advanced

My need for a performative tool is…

Low — High

I’m Motivated By…

- Becoming proactive instead reactive
- Streamlining our tools
- Gaining transparency between teams
- Improve our user experience
- Visualizing our progressive and cumulative data
- Being able to do my job remotely
- Standardizing our process
- Having the ability to see ORT results and compare

I’m Concerned About…

- Not being able to resolve and troubleshoot issues
- Low ORT scores
- Noncentralized data
- Constant change without visibility
- Changes in scope
- Performance of our tools
- Team not being able to complete their job

I’m Frustrated By…

- Our manual process
- All our tools
- Inability to communicate changes with teams
- Inconsistencies with the functionality & capabilities

Insight

User Journey

Startup Project Manager

App Access

Login or authenticate user through single sign-on

Create Account

New user profiles or managed creation

My Projects

View all assigned projects and overall progress, health and milestones

Share

View Project Detail

View projects progress, health and milestones

Search Composite

Find modules based on location, search or filters

Check Work Completion

Understand module progress

Perform Quality Check

Find modules based on location, search or filters to understand completion.

Check Non-Module Progress

Incomplete work, punchlist, etc.

Share | Export

Trigger notification and assign task for ORT

Deploy for ORT

Conducting operational readiness testing

Confirm

Trigger notification and assign task for ORT

Insight

“I want to be able to see the overall health of my projects & teams.”

Persona

Successful Steven
3rd Party Regional Manager

I oversee multiple projects, the health of buildouts and teams. As well as the main escalation point person.

My engagement with our tools…

Rare — Often

My technical capabilities are…

Novice — Advanced

My need for a performative tool is…

Low — High

I’m Motivated By…

- Ability to visualize the health of projects
- Being able to monitor my team's health and status
- Tracking module progress and take actions
- Ability to track milestones accurately
- Minimizing response time to issues
- Reducing fire drills within the application

I’m Concerned About…

- Unexpected changes
- Manual escalation
- Changes in scope

I’m Frustrated By…

- Our manual process
- Inability to see my team’s health
- Inability to communicate changes with teams
- Lack of detailed reporting

Insight

User Journey

3rd Party Regional Manager

App Access
Login or authenticate user through single sign-on

Create Account
New user profiles or managed creation

My Projects
View all assigned projects and overall progress, health and milestones

Share

View Project Detail
View projects progress, health and milestones

Search Composite
Find modules based on location, search or filters

Check Work Completion
Understand module progress

Check Non-Module Progress
Incomplete work, punchlist, etc.

Share | Export

Real-time views of module completion and alerts

Deploy for ORT
Conducting operational readiness testing

Confirm

Trigger notification and assign task for ORT

Insight

“I want to ensure we get a great ORT score and quality results.”

Persona

Homer Simpson
3rd Party Labor Project Manager

I responsible for building for the deployment and getting a great ORT score.

My engagement with our tools…

Rare — Often

My technical capabilities are…

Novice — Advanced

My need for a performative tool is…

Low — High

I’m Motivated By…

- Becoming proactive instead reactive
- Being able to identify and flag risks
- A clear source of truth with our data
- The ability to search for clashes
- Having clear expectations
- Weekly reports and trending data

I’m Concerned About…

- Ability to define a clear source of truth
- Low ORT scores
- Constant change without visibility
- The ability to organize the work
- Performance of our tools
- Clashes on scale and design

I’m Frustrated By…

- Our manual process
- Atlas
- Inability to communicate changes
- Clashes on scale and design
- The finger pointing and blaming
- Too much paperwork

Insight

User Journey

3rd Party Project Manager

App Access

Login or authenticate user through single sign-on

Create Account

New user profiles or managed creation

My Projects

View all assigned projects and overall progress, health and milestones

Share

View Project Detail

View projects progress, health and milestones

Search Composite

Find modules based on location, search or filters

Check Work Completion

Understand module progress

Perform Quality Check

Find modules based on location, search or filters to understand completion.

Check Non-Module Progress

Incomplete work, punchlist, etc.

Share | Export

Trigger notification and assign task for ORT

Deploy for ORT

Conducting operational readiness testing

Confirm

Trigger notification and assign task for ORT

Insight

“I want to be able streamline my process, by having a clear definition my process.”

Persona

Execution Ed
3rd Party Laborer / Temp

I am responsible for executing the work of a build and a great ORT score.

My engagement with our tools…

Rare — Often

My technical capabilities are…

Novice — Advanced

My need for a performative tool is…

Low — High

I’m Motivated By…

- Clear expectations and definition of my process
- Streamlining my process
- Whiteboarding tasks
- The ability to automate task assignments
- Improve our user experience

I’m Concerned About…

- On the fly changes and reworks
- Little problems adding up to major issues
- Having what I need to complete my work

I’m Frustrated By…

- Messy environment
- Lengthy measuring process
- Not being organized

Insight

User Journey

3rd Party Laborer / Temp

App Access

Login or authenticate user through single sign-on

Create Account

New user profiles or managed creation

View Project Detail

View projects progress, health and milestones

- *My Assignments*
  View work that I need to accomplish
- *Search Composite*
  Find modules based on location, search or filters
  - *Check Own Work (manual)*
    Ensure assigned work needed and module is complete
    - *Mark Work Complete*
      Update module progress/status
- *Request Assistance/Question*
  Send alert to PM for help

Share | Export | Map Route

Trigger notifications for requests

Submit for Quality Check

Conducting operational readiness testing

Confirm

Trigger notification to PM

Insight

“I want to have consistency and synchronization of all data.”

Persona

Diana Prince
Operational Readiness Tester

I oversee readiness testing for operations and very motivated by a great ORT score.

My engagement with our tools…

Rare — Often

My technical capabilities are…

Novice — Advanced

My need for a performative tool is…

Low — High

I’m Motivated By…

- The accuracy and quality of my tests
- Improving my ability to locate modules
- The ability to sync data between ORT and D3PLoy
- Speeding up my testing process
- Having the ability to link up station ID’s
- Clear expectations

I’m Concerned About…

- Low ORT scores
- Having no consistency
- Not sure about what I need to do

I’m Frustrated By…

- Testing the wrong location
- Not being able to find module location
- The slow manual process

Insight

User Journey

Operational Readiness Tester

App Access

Login or authenticate user through single sign-on

Create Account

New user profiles or managed creation

View Project Detail

View projects progress, health and milestones

- *My Assignments*
  View work that I need to test
- *Search READ ONLY Composite*
  Find modules based on location, search or filters
  - *Inspect Work (manual)*
    Ensure assigned work needed and module is complete
    - *Mark Work Complete*
      Update module progress/status
- *Request Assistance/Question*
  Send alert to PM for help

Share | Export | Map Route

Trigger notifications for requests

Submit ORT Completion

Operational readiness testing is complete, and the site is good!

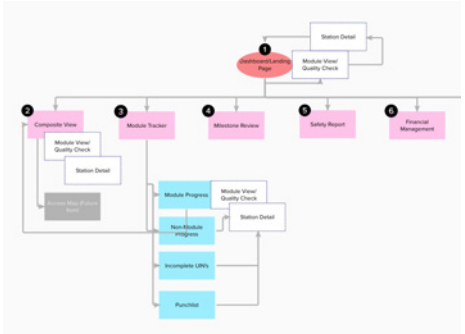
Confirm

Trigger notification to PM

Insight

Overview

The Process

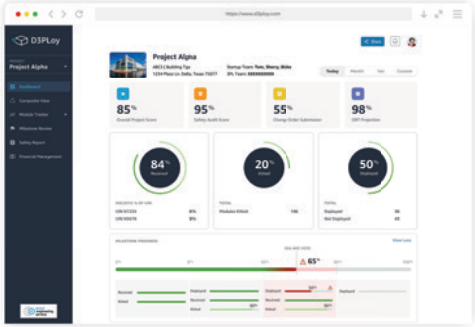


Sitemap

Visualize the website's structure to optimize navigation, map the user experience, and determine page hierarchies.

Wireframes

Creating the structure and hierarchy of content within the interface of the experience and responsive interaction of elements.



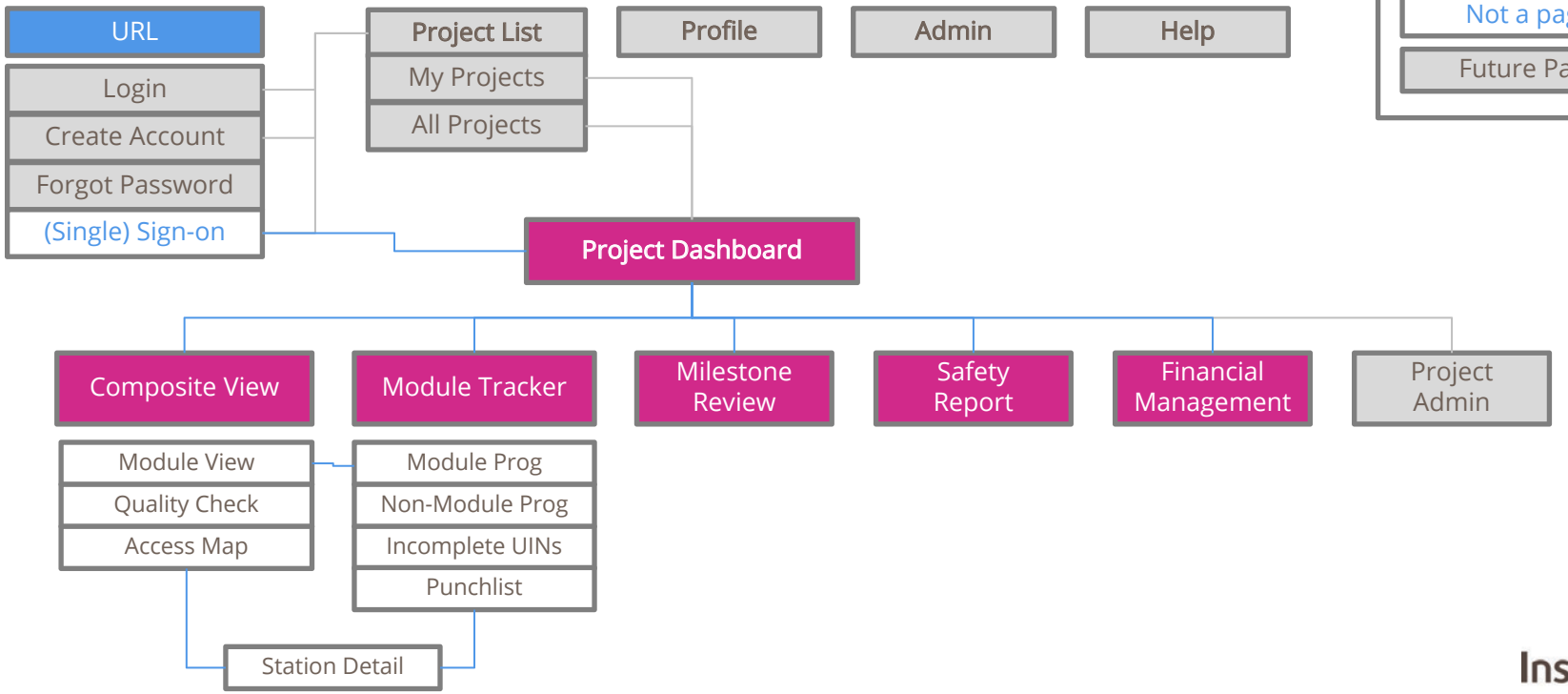
Designs

Application of visual styling that brings the interface to life in its final form for development.

Insight

Sitemap

Structure of the App



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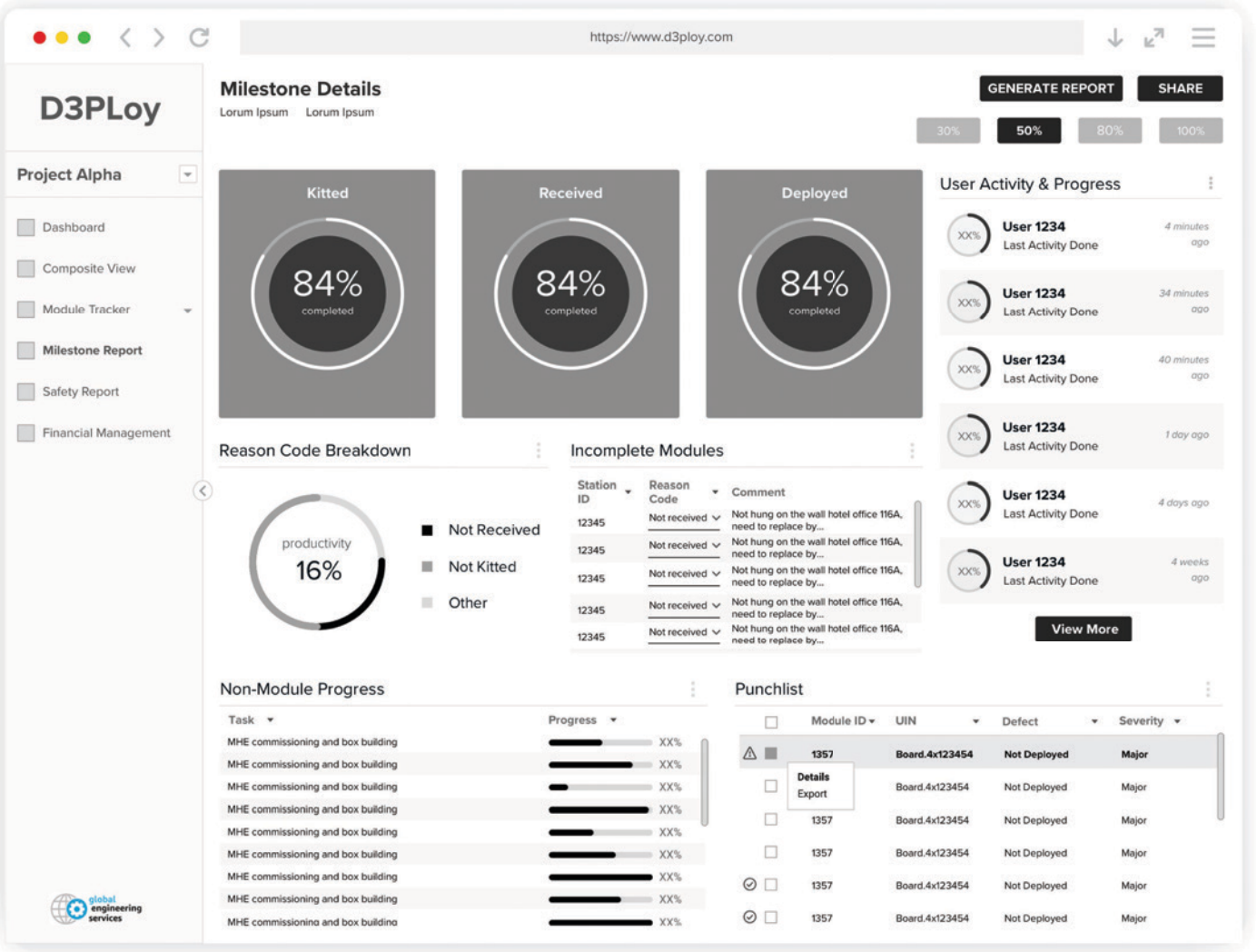
Wireframes

Milestone Report

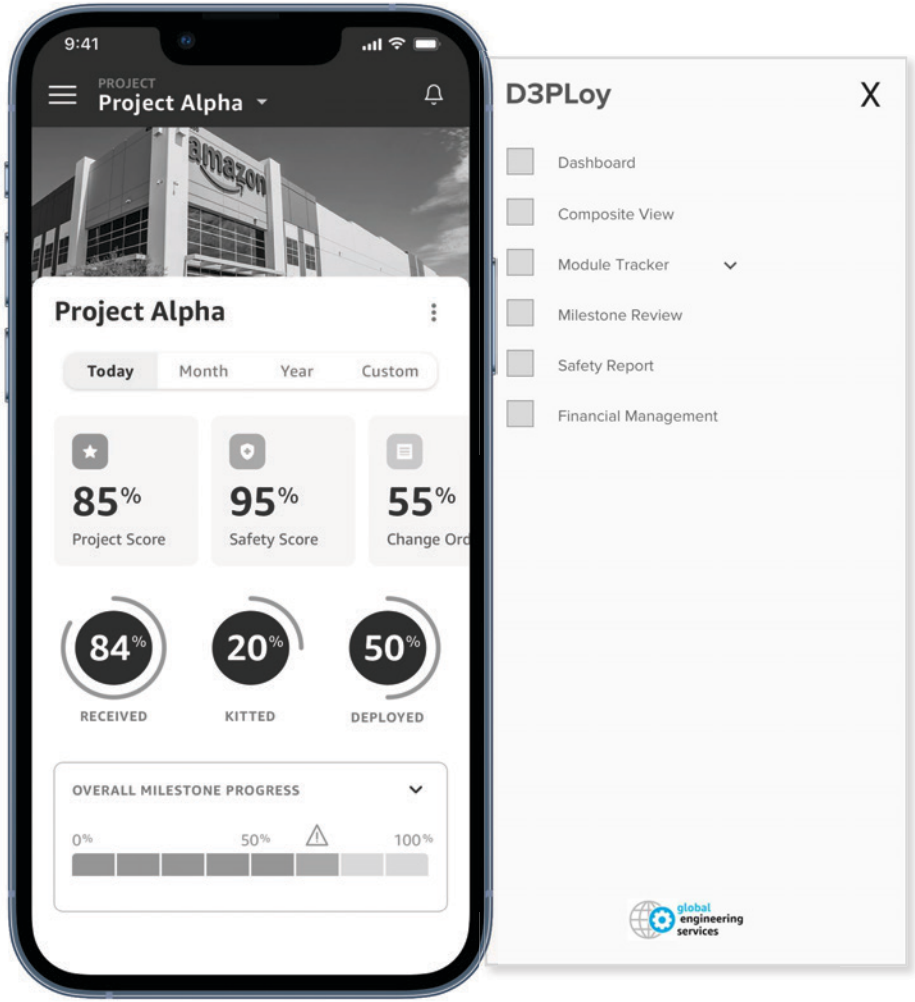
- Modular Design
- Ability To Generate Reports
- Quick Switch Function For Each Milestone
- Most Important Information Visualized & Ability To Act
- Ability To See User Activity & Progress
- See Multiple Data Points For Progress



Wireframes

Mobile Views

- Device Agnostic
- Modular Design
- On The Go Capabilities
- Notifications
- Messaging



Style Guide

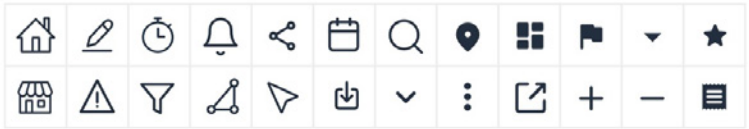
01 Color Palette

Primary "Squid Ink" Blue
HEX 232F3E
RGB 35 | 47 | 62

Prime Blue
HEX 00A8E1
RGB 0 | 168 | 225

White
HEX FFFFFF
RGB 255 | 255 | 255

02 Iconography



03 Type and Type Scale

Amazon Ember Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Aa

Amazon Ember Display is just our type.

So approachable, so curvaceous, yet so versatile. It makes me want to write marketing copy all day long.

H1 Heading
H1 | Amazon Ember Display 40pt Bold

H2 Heading
H2 (page header) | Amazon Ember Display 18pt Semibold

H3 Heading
H3 (subheads) | Amazon Ember Display 20pt Medium

H4 Heading
H4 | Amazon Ember Display 16pt Medium

H5 Heading
H5 (Menu item, tabs) | Amazon Ember Display 14pt Bold

H6 HEADING
H6 (small titles) | Amazon Ember Display 12pt Bold 64% Transparency

Body 1
Body 1 | Amazon Ember Display 14pt Regular

Body 2
Body 2 (subcontent) | Amazon Ember Display 14pt Regular 80% Transparency

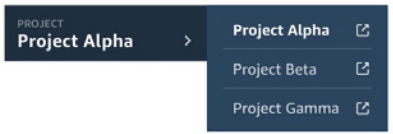
Body 3
Body 3 (small print, small links) | Amazon Ember Display 12pt Regular

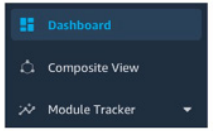
04 Buttons

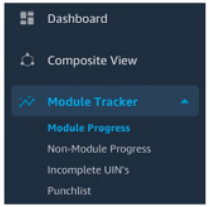
Normal | Hover | Active | Disabled

Normal | Hover | Active | Disabled

05 Navigational Elements







UI Design
Dashboard

My Projects
Easily change between assigned projects you work on

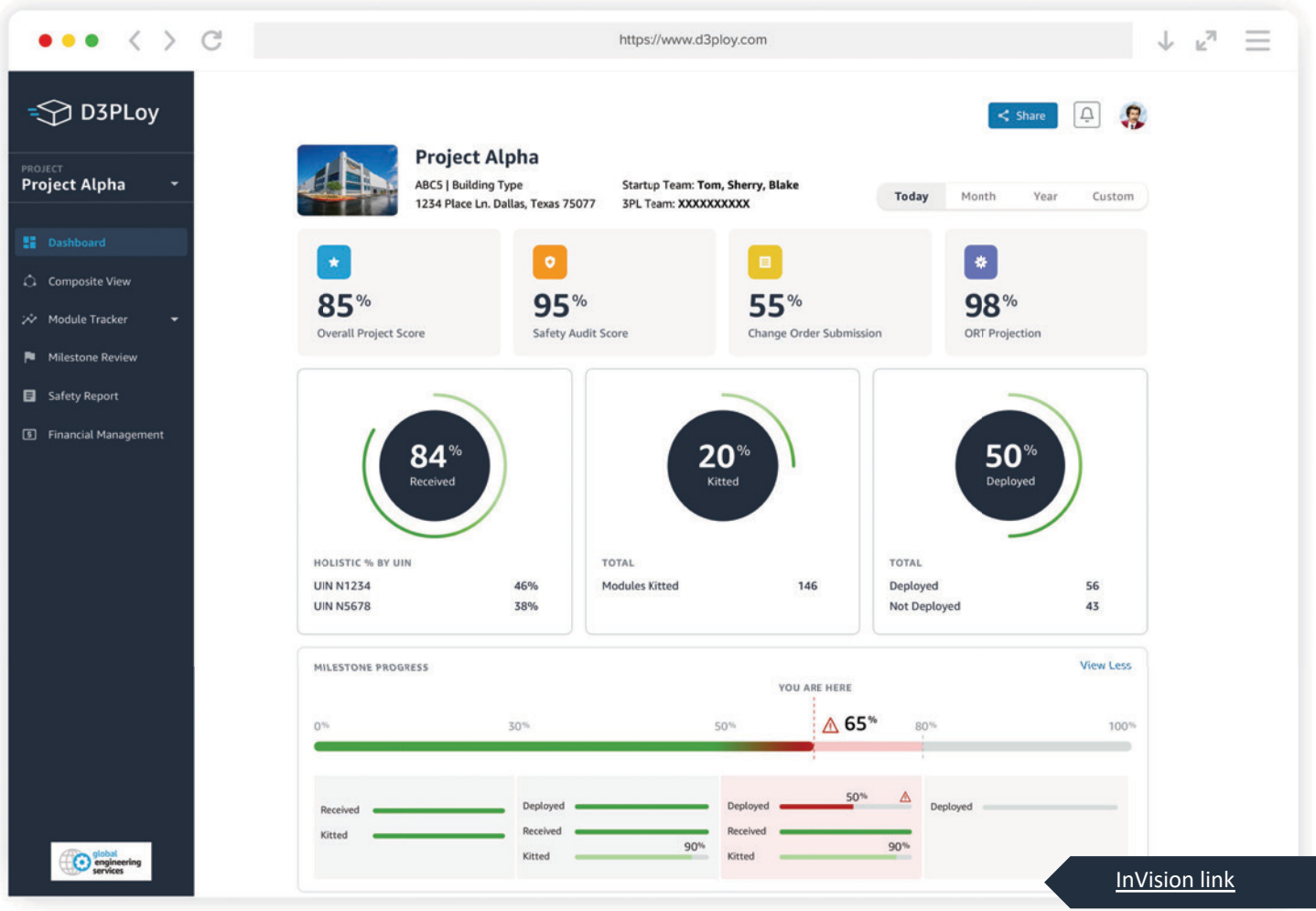
Project Details
Access for everyone to high-level project information

Visible Alerts
Quickly take action based on project health data

Open Shareability
Simplified sharing of the project with other parties

Data-Driven Views
Have transparency into the overall work that's been completed

Milestone Progress
Understand where you are with the project timeline



InVision link

UI Design
Composite View

Collapse/Expand
Easily collapse and expand panels

Search
Search, filter and sort

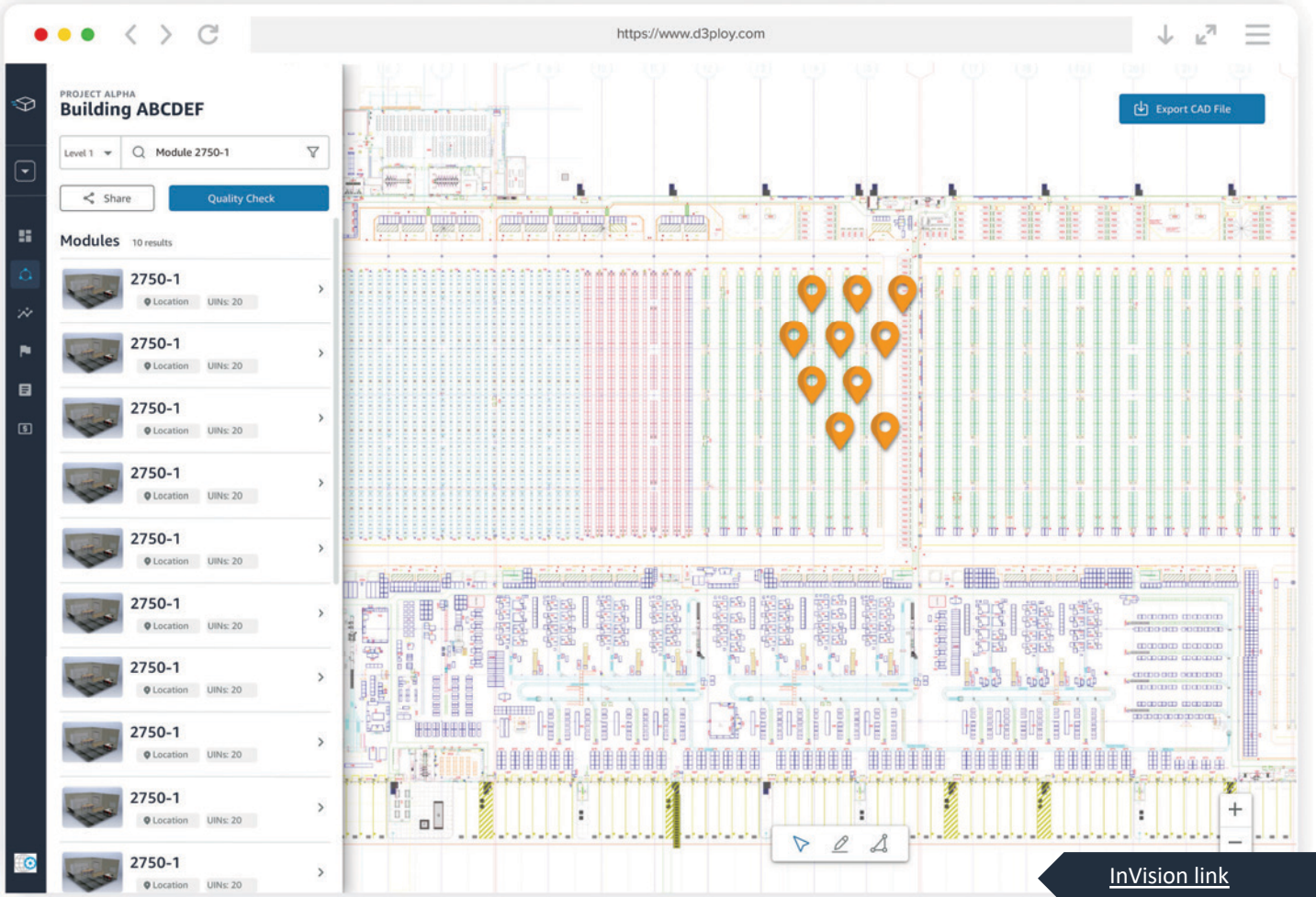
Module Details
Drill in to see module details on a composite pin

Multi-Select
Select multiple modules at one time from the list or composite itself

User Specific
Each screen tailored to the user

Open Shareability
Simplified sharing of the project with other parties

Quality Check
In line function for quality check



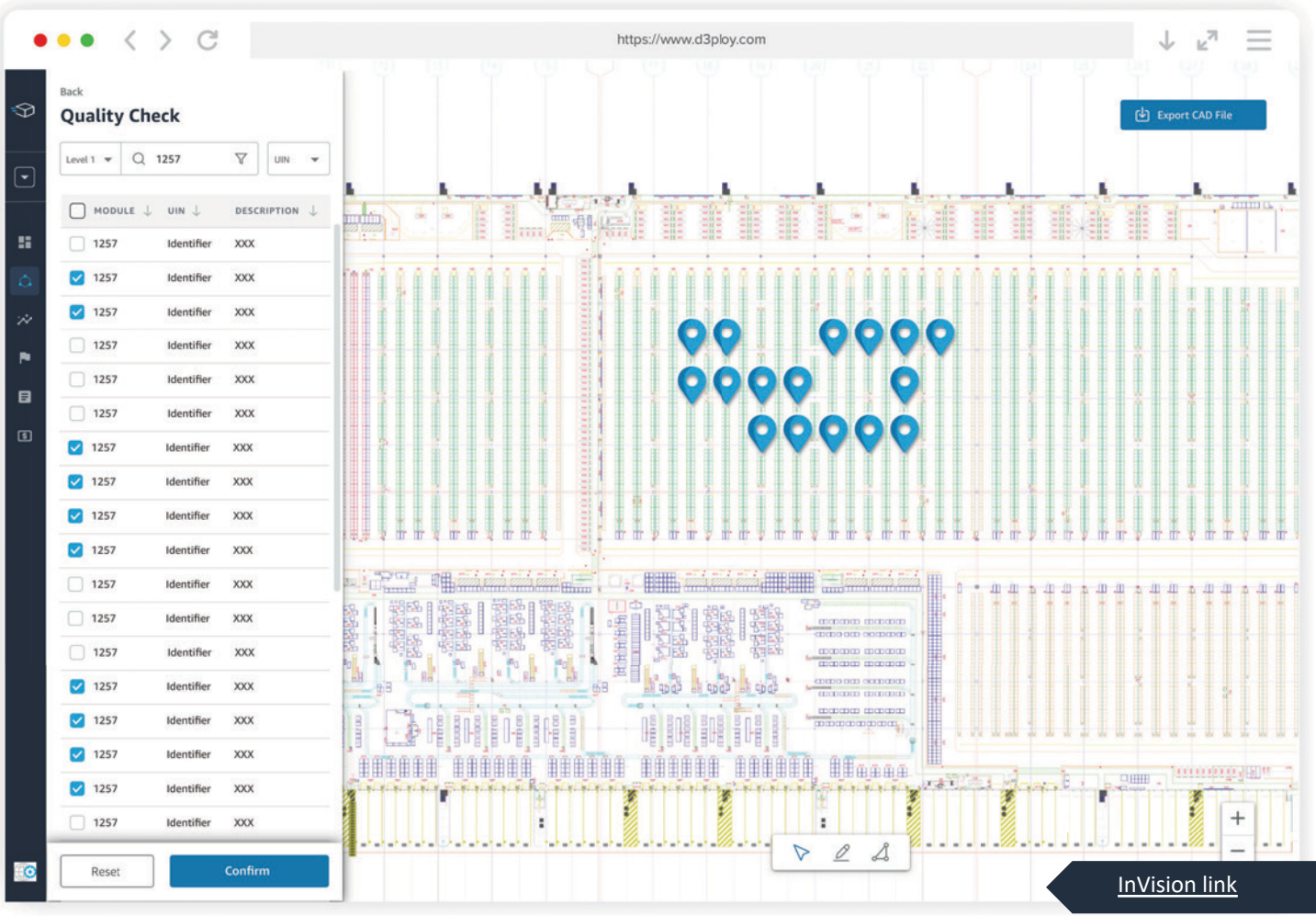
UI Design
Quality Check

Search
Search and filter by level

Confirm or Reset Action
Validation to confirm or reset user action

Multi-Select
Select multiple modules at one time from the list or composite itself

Group by UIN
Ability to group in search



InVision link

UI Design
Module Tracker

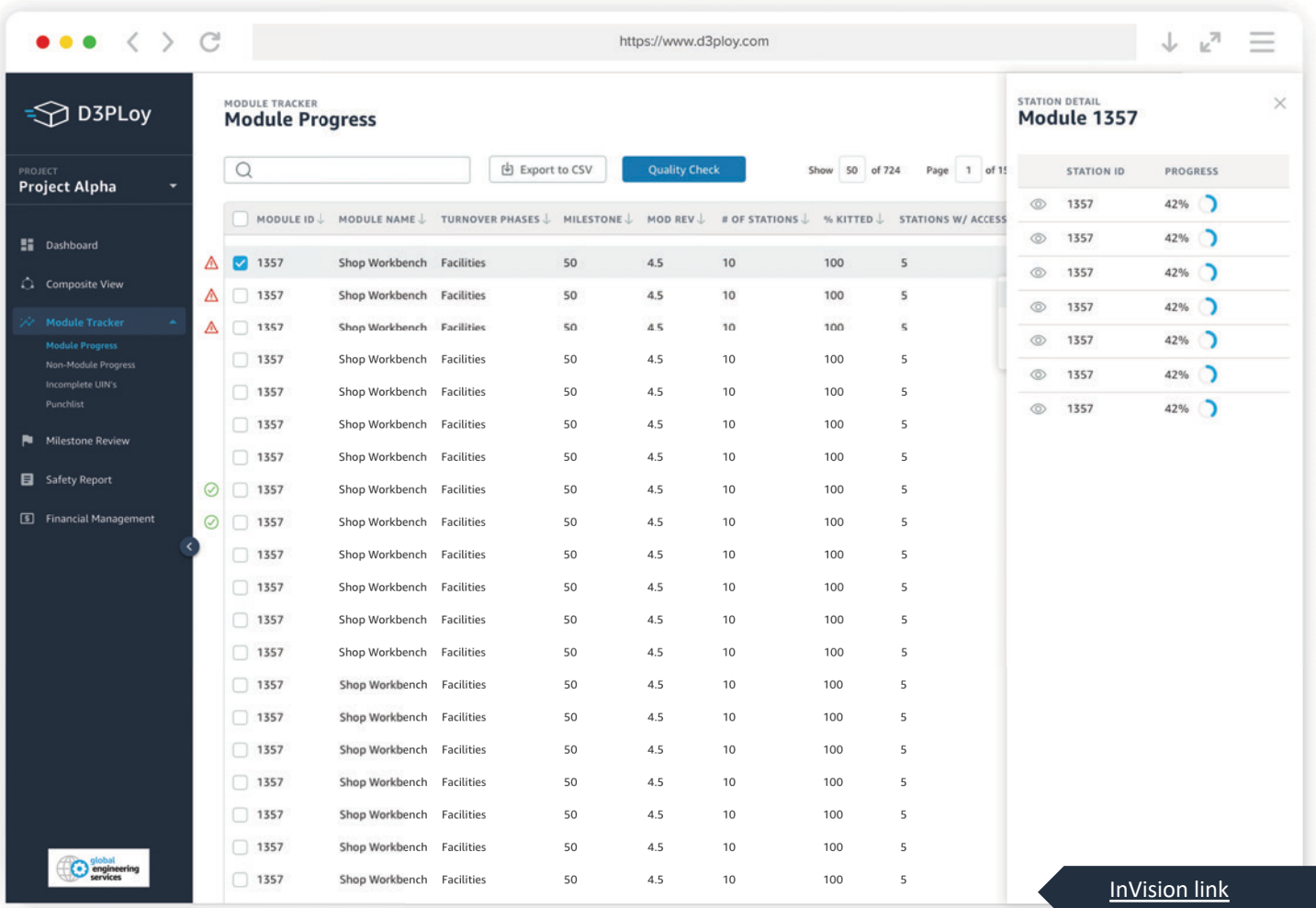
Bulk Action
Act in bulk on data

Search
Quickly search and filter data sets

Visual Indicators
Scan by use of iconography and colors to show status of data with baseline accessibility

Switch Views
Ability to quickly switch to composite view for a particular module or set of modules

Station Detail
Drill into each data set for more detail



InVision link

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The Path Forward

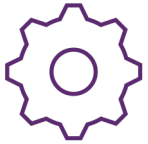
Emerging Themes

Envisioning A Successful Solution

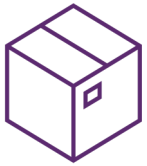
Interactive Composite Abilities

Centralized & Synchronized Data

Visibility For Personalization



Process Automation



Improved Quality Checks, Tracking, & Reports

Improved Administration

Modernized Environment

Insight

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Next Steps

Backlog Review

Epic	Feature	Epic Description
Composite View	• Visible and Interactive Site Composites • Searchable Composites	Site composites must be visible and interactive. Users must be able to search for module, select levels, and filter by different metrics. Searched/filtered modules should appear on the composite and be clickable to go to the Module View. Start Up Project Managers and 3PL Project Managers can share composite view with searched/filtered modules (preferably a private sharable link that anyone with the link can view)
Quality Check	• Bulk Quality Check • Searchability within Quality Checks • Track and validate changes	Add easily accessible details and efficiency to quality checks. Develop the capability to QC multiple modules at one time, filter and search data, receive notifications for any changes.
All Projects/Regional Landing Page	• Project List	Displays a list of all projects and allows Regional PMs to filter by site types and business units - this view will provide an understanding the overall health of all projects The All Projects landing page that allows regional PMs to filter by building type as well as business unit. They would then select a project, which would have the navigation and screens captured in the wireframes.
Individual Project Dashboard	• Weekly Progress • Milestone Review • Cumulative Progress Tracking • Customizable Views	Visual display of project information and metrics highlighting the important milestones of an individual project's lifecycle. The dashboard readily accesses the composite view, tracks module progress, as well display 3PL/SU PM can see % Received, % Kitted, % Deployed for module in 30, 50, 80, 100 milestone, and for overall project.
Milestone Review	• 30/50/80 Milestone Review	Displays a snapshot of Module Progress and Non-Module Progress of the milestone.
Financial Management	• Change Order Log	Submit documents from the 3PL to the Amazon SU PM for approval or for information. Change orders will need a template so that we can pull data, and descriptions to reduce change orders in the future. Burnsheets (Excel) can be submitted and approved for one off jobs.

Insight

Backlog Review

Epic	Feature	Epic Description
Module Tracker	• Module Progress • Non-Module Progress • Incomplete UINs • Punchlist	Amazon Start Up Project Managers have visibility of 3PL progress and can quickly assess and provide opportunities for their improvement. It shows 3PL PM what modules should be prioritized to work on for the day.
Safety Audit	• Safety Audit Report • Project level safety metrics display	A project site's safety audit and weekly safety report that scores a site's safety according to a predetermined set of standards pertaining to emergency egresses, personal protective equipment, etc. Every week, SU PM needs to submit a Safety Audit Report. The dashboard shows Safety Audit Reports for each week of the project. When submitting a new report, a new form with required fields will pop up for SU PM to fill out. Weekly audit report submission – this tool exists in an excel form, integrating this into the 3PL platform will reduce workload for the SU PM. SU PMs complete this task weekly and the 3PL usually fills it out and submits it for us.
User Permissions	• Admin Functionality • Persona Permissions	Authorization given to users to enable them to access specific resources,, views, and information on the application based on their credentials and expected application behaviors.
Variance Tracking	• Independent Variance Utility • Variance Functionality	Compare variances in composite to different data sources MVP: compare module tracker modules to composite module list by item, give a column of deltas Process: automatically run at rev 1.0 and then manually re-run until it runs automatically at 2.0, compare MBOA to composite scan, need cleanup on MBOA process if we use it as a source of truth. when 2.0 is ready, fire trigger saying it's ready. run script to compare module list with composite. generate variance list: have warning if it doesn't meet 80% threshold.

Insight

Next Steps

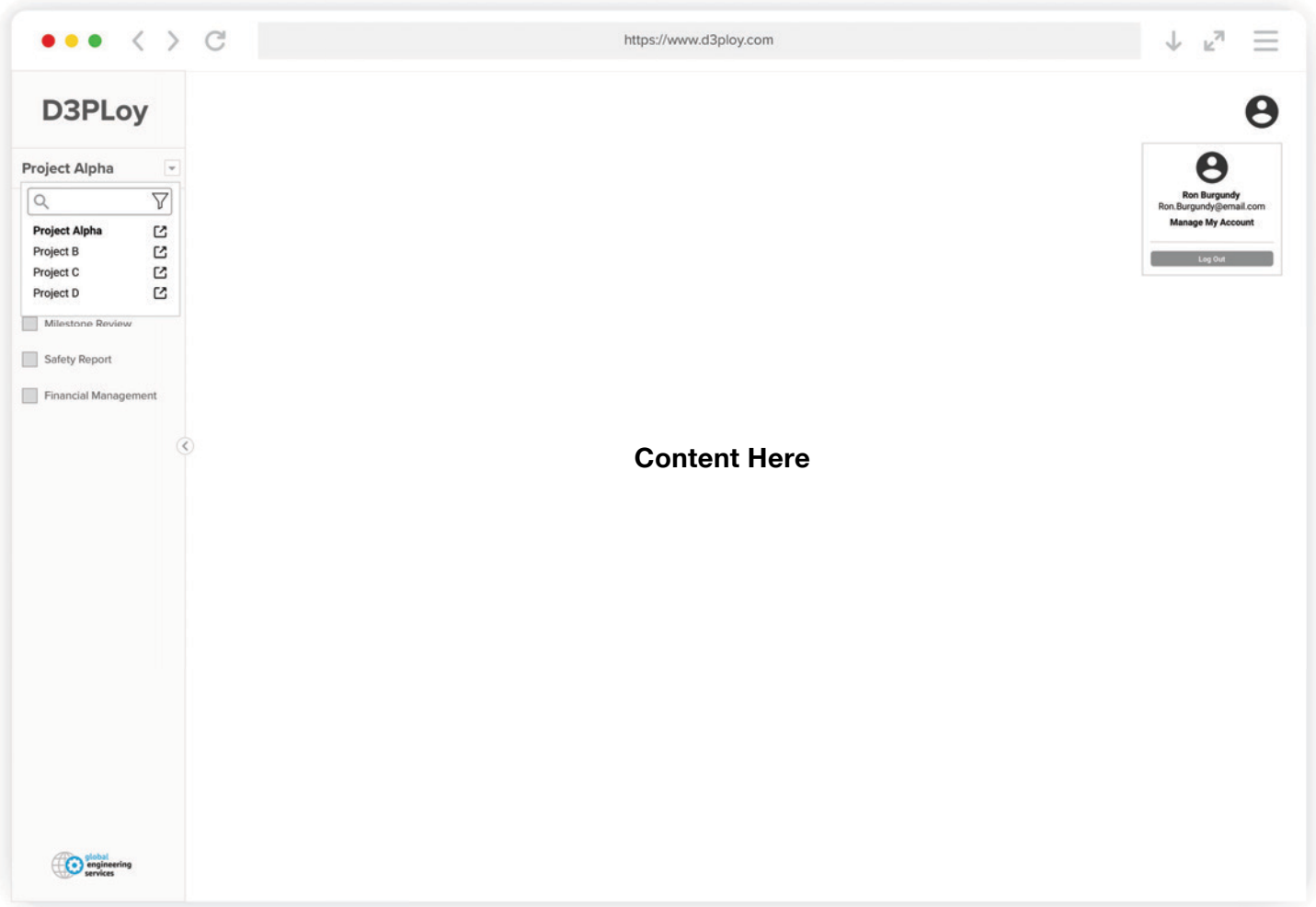
- Finalize Phase II scope, investment and staffing
- SOW creation and signature
- Initiate Phase II

Insight

Questions?

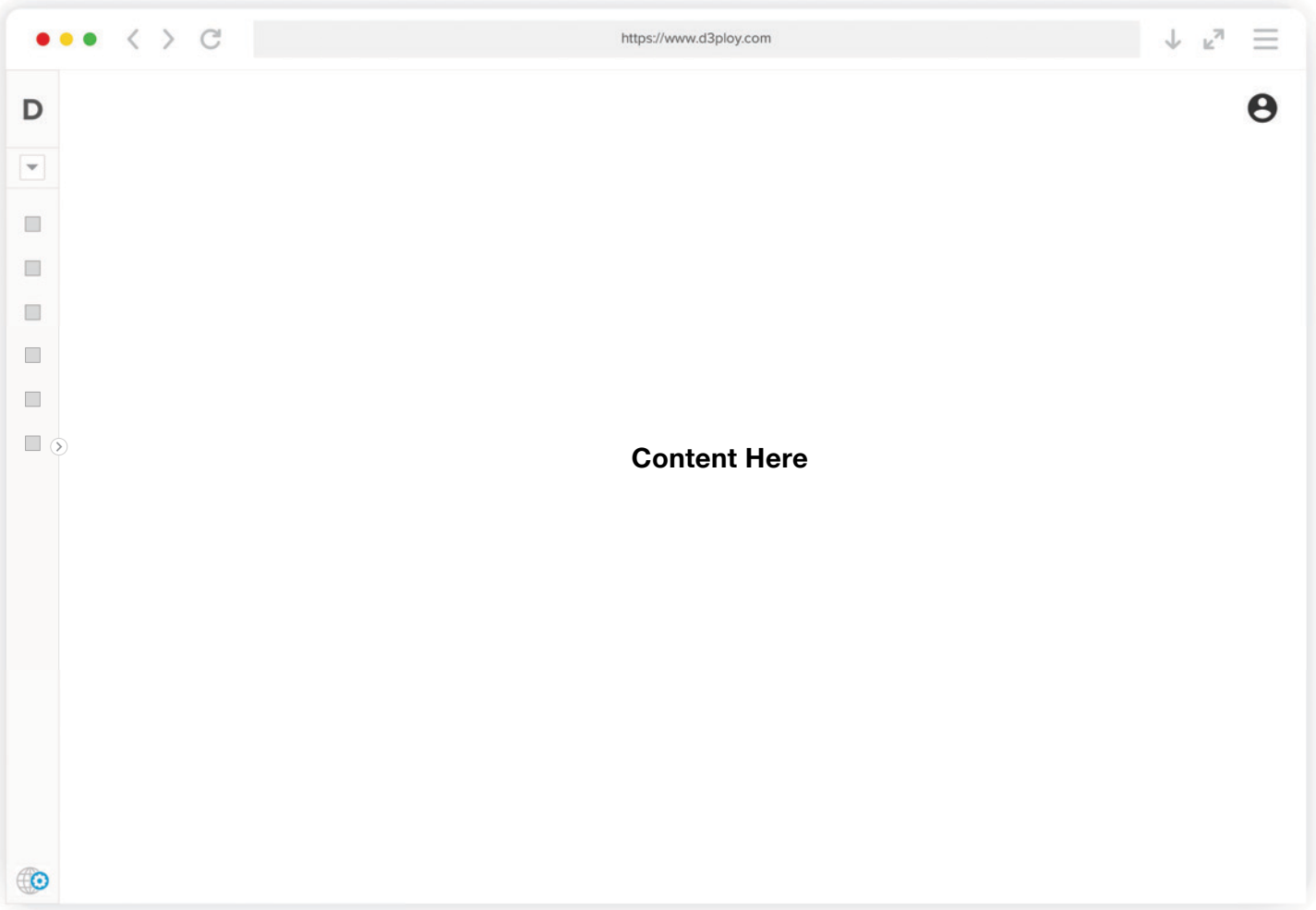
Wireframes
Navigation

- Left Orientation Enhancing Visual Real Estate
- Standard User Process Hierarchy
- Clear Ability for Multiple or Single Project Selection & Search/Filtering
- Iconography for Quick Visual Reference
- Baseline Accessibility
- **Future:**
- My Account
- Administration/Permissions
- Help



Wireframes
Navigation

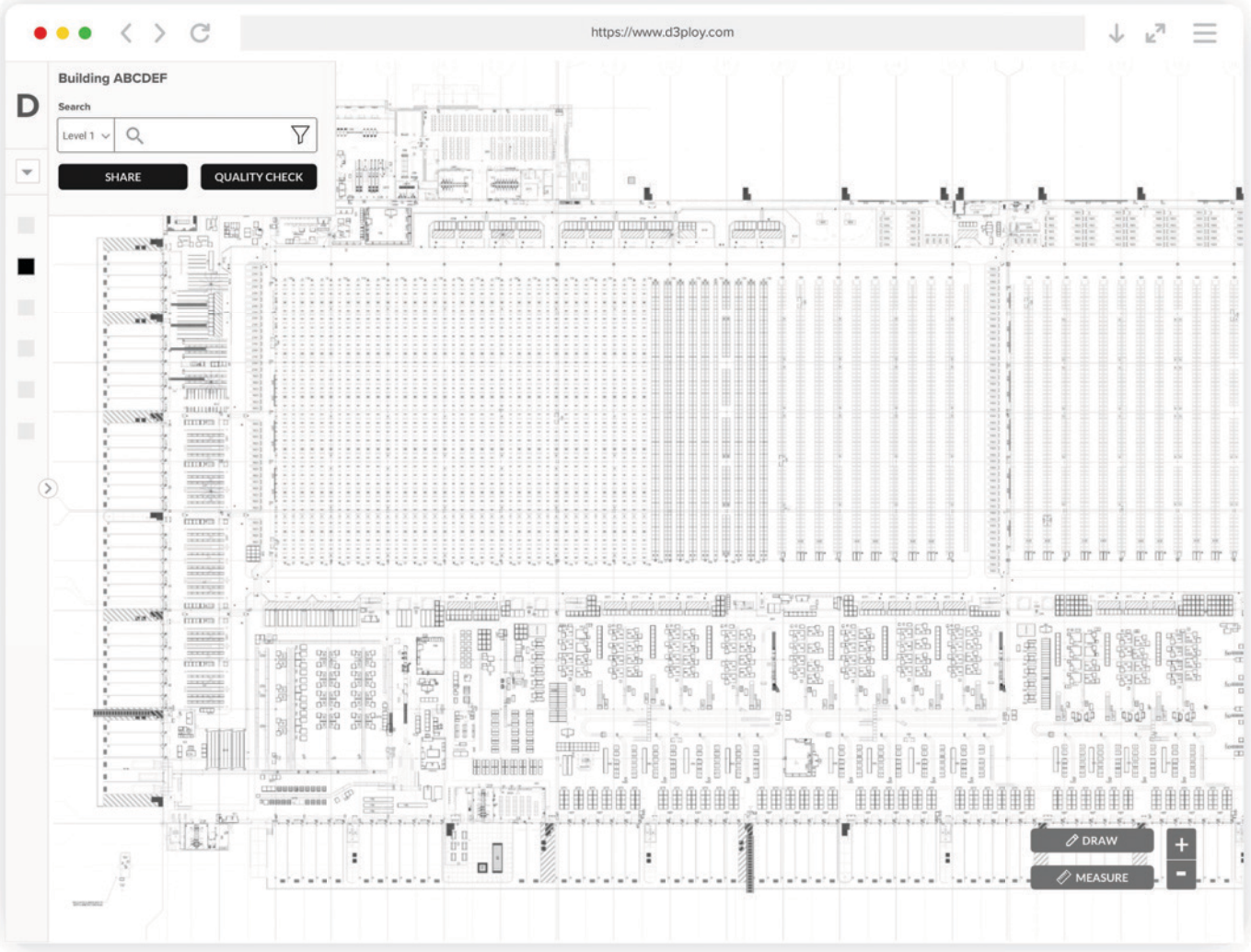
- Collapsible & Expandable to Maximize Visual Real Estate
- Device Agnostic



Wireframes

Composite View

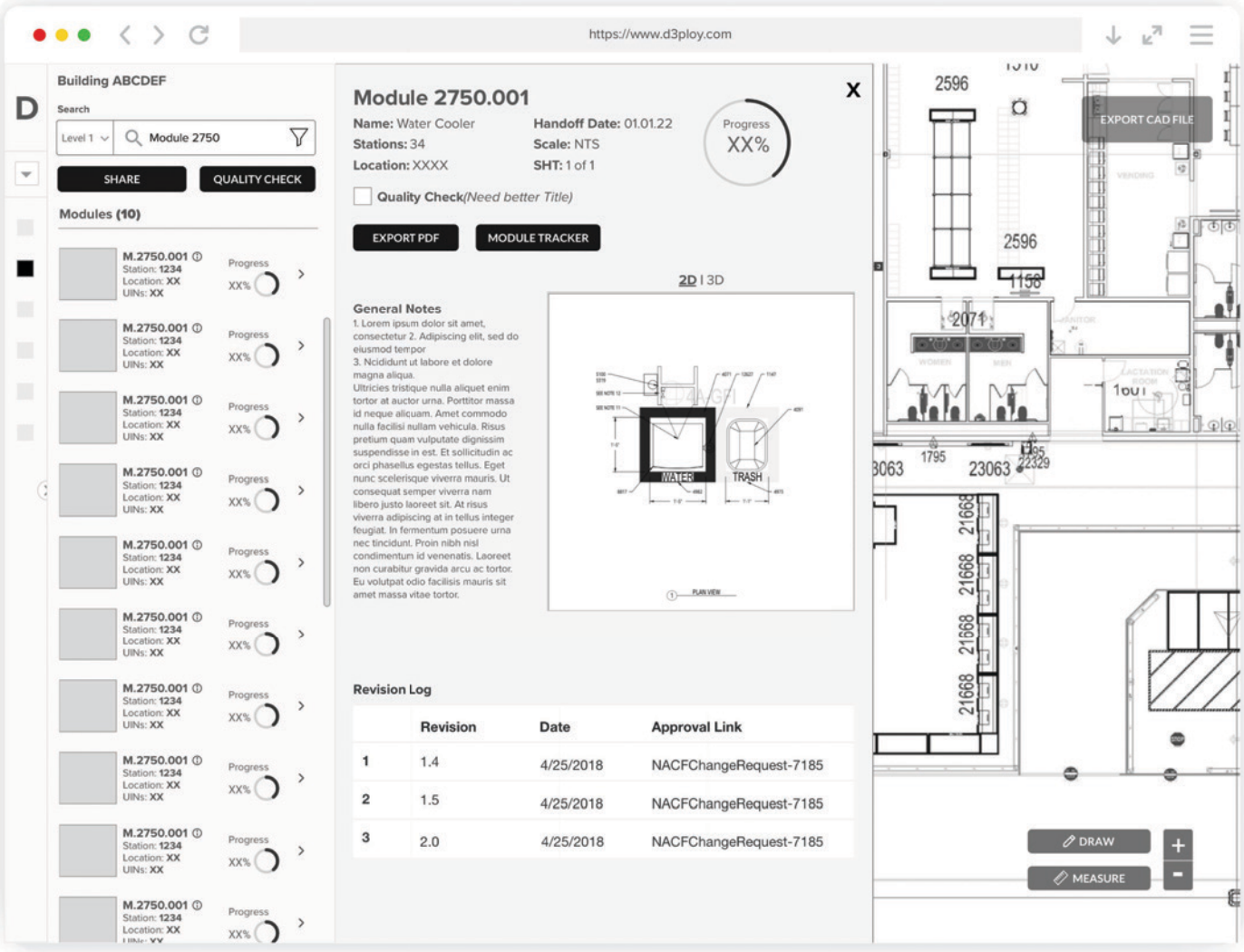
- Collapsible & Expandable
- Searchable, Filterable, & Sortable Composition
- User Specific
- Draw to Select Multiple Modules or Specific Area on Composite
- Ability to See Module Detail on Composite Pin
- Simplified User Experience & View
- Share & Quality Check Abilities Inline



Wireframes

Composite View
Module Detail

- Module Detail Panel in Same Composite View
- Improved Data Structure
- Ability to View Module Location Detail & on Composite
- Ability to Seamlessly Switch Between Modules
- Inline Function for Quality Check
- Link to Module Tracker
- 2D & 3D Views



Wireframes

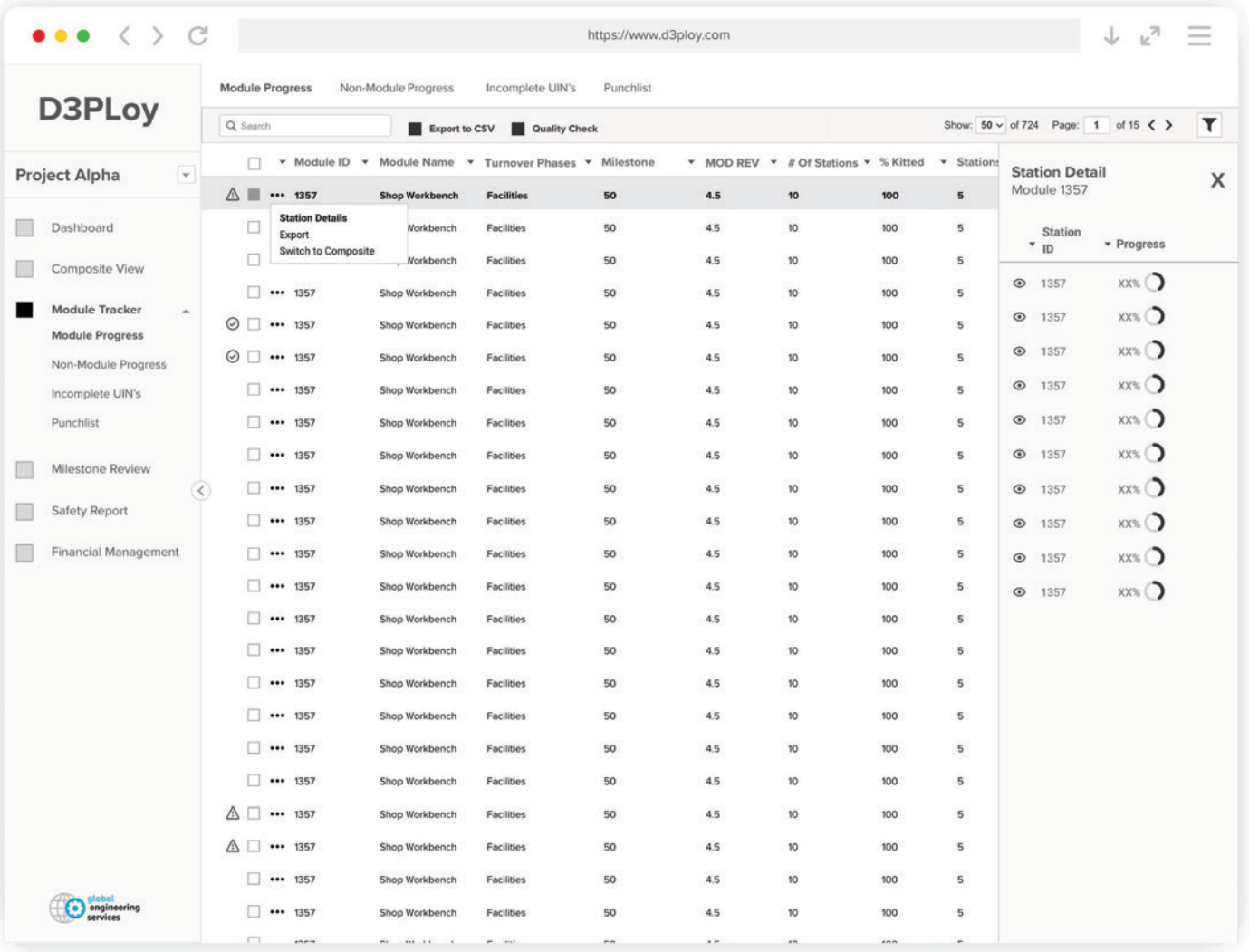
Quality Check

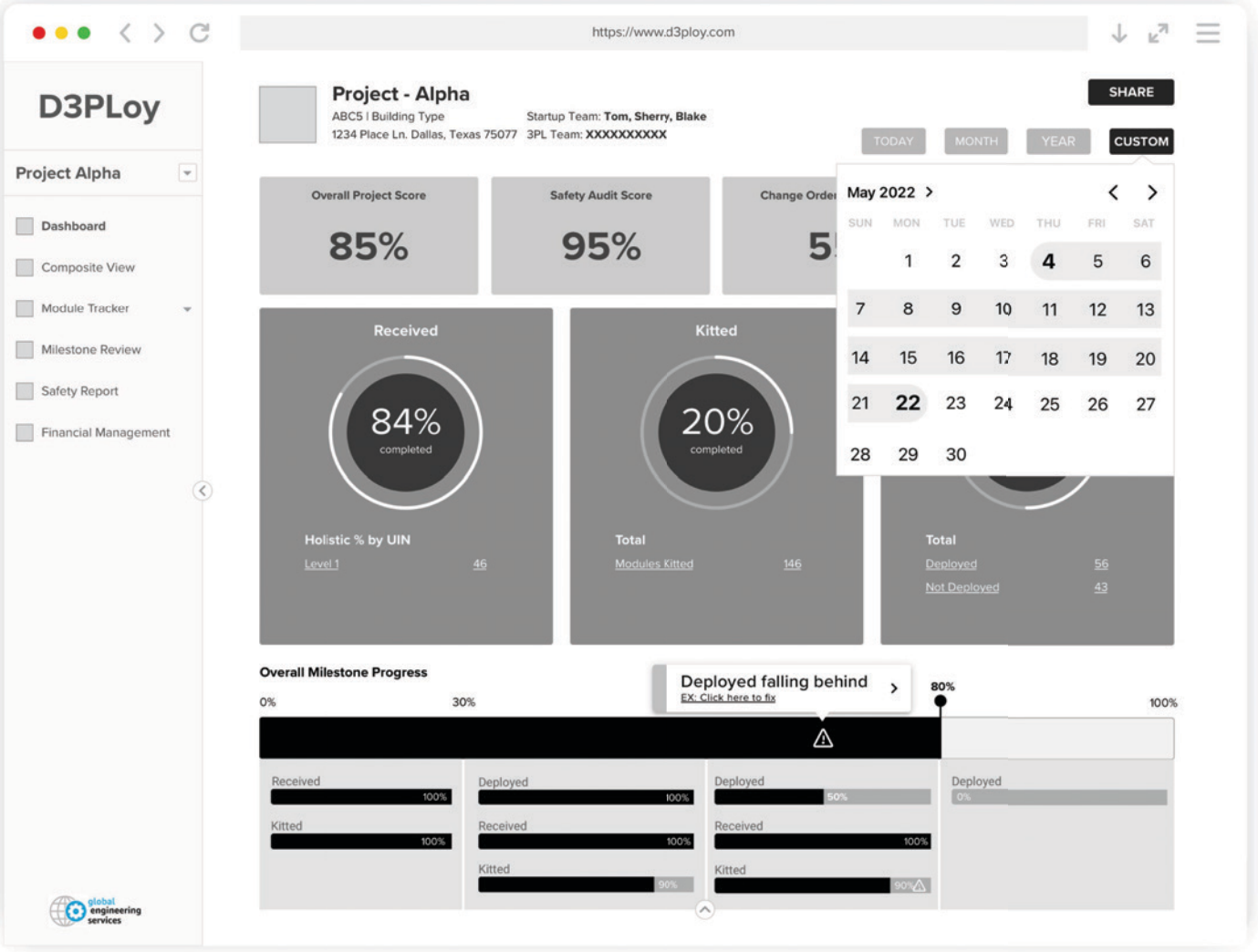
- Inline Quality Check on Composite
- Ability for Single or Bulk Action
- Searchable by Single Level or All
- Ability to Filter & Group By in Search
- Validation to Confirm Action or Reset User Action
- Simple UX & Process

Wireframes

Module Tracker

- Ability for Bulk Actions on Data
- Searchable & Filterable Data Sets
- Iconography & Use of Color to Show Status of Data with Baseline Accessibility
- Function to Quickly Switch to Composite View for a Particular Module or a Set of Modules



Wireframes
Dashboard

- Project Level View & (future) Multi-project View
- Overall Health & Project Status
- Ability to Gather Trending Project Data
- Overall Milestone Progress View with Actionable Items
- Ability to Share Dashboard by Default & Custom Data Sets
- Ability for Notifications & Validation of Project Status