

Gap Inc.

Problem

The receipts reconciliation process (tracking procured merchandise to ensure it was physically received) was both outdated and often incorrectly reconciled, causing reporting delays to cross-functional teams.

Solution

An easy-to-use, accurate, and time-saving ad hoc XLS tool written in **Visual Basic for Applications**. The tool was created at zero cost to company.

Resources/Process

- Met with cross-functional teams including Buyers, IT, and Production to better understand the nature of the problem.
- Learned about tools used by other teams to tackle similar issue; learned best practices. Combinations of different approaches to the problem were tested until the best solution for each team was found.
- **MS Access** and **Visual Basic** were used to create an automated reconciliation tool using reports pulled from Gap's data warehouse.

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Fandor

Problem

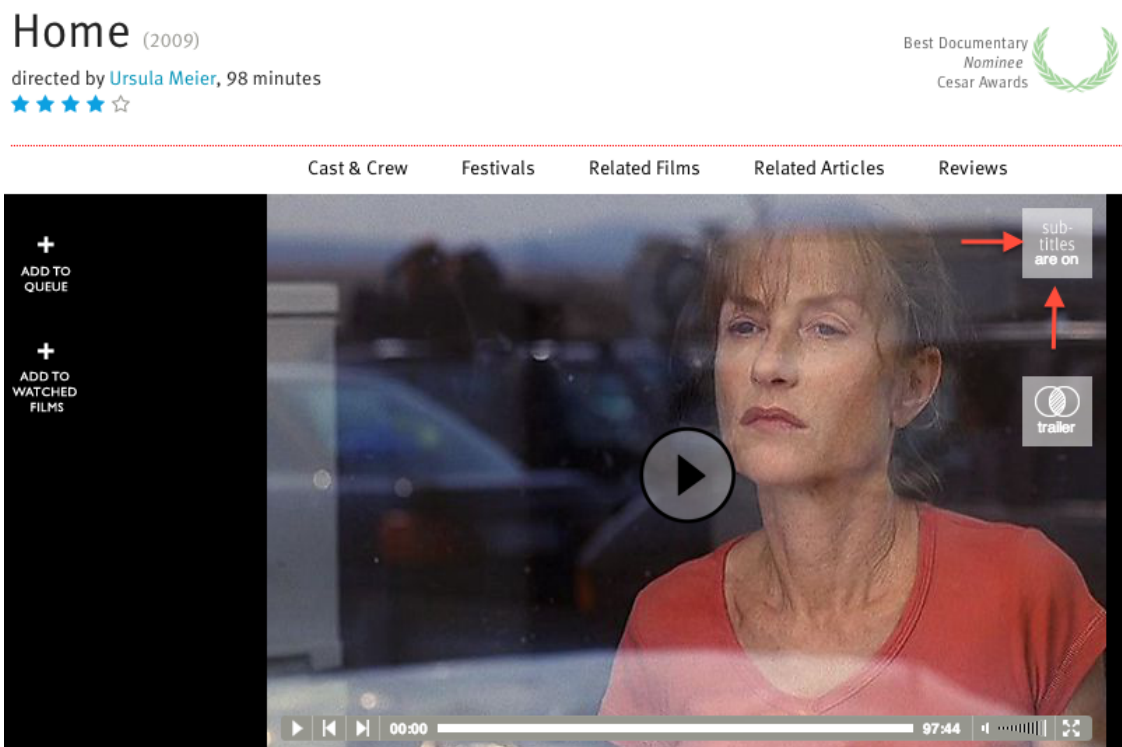
Viewers were unable to identify if a foreign language film offered subtitles as well as if and when subtitles were turned on/off.

Solution

Provide a visible on screen *subtitles are on/off* button that would fade once mouse pointer became inactive.

Resources/Approach

- **Highcharts** was used to analyze Customer Support data regarding highest reported viewer issues. Aforementioned issue was revealed.
- **Pivotal Tracker** ticket was created for the issue and shared with Eng.
- A **Uservoice** user-facing 'solution in progress' update was added so that users felt included and heard.



Bebo

Problem

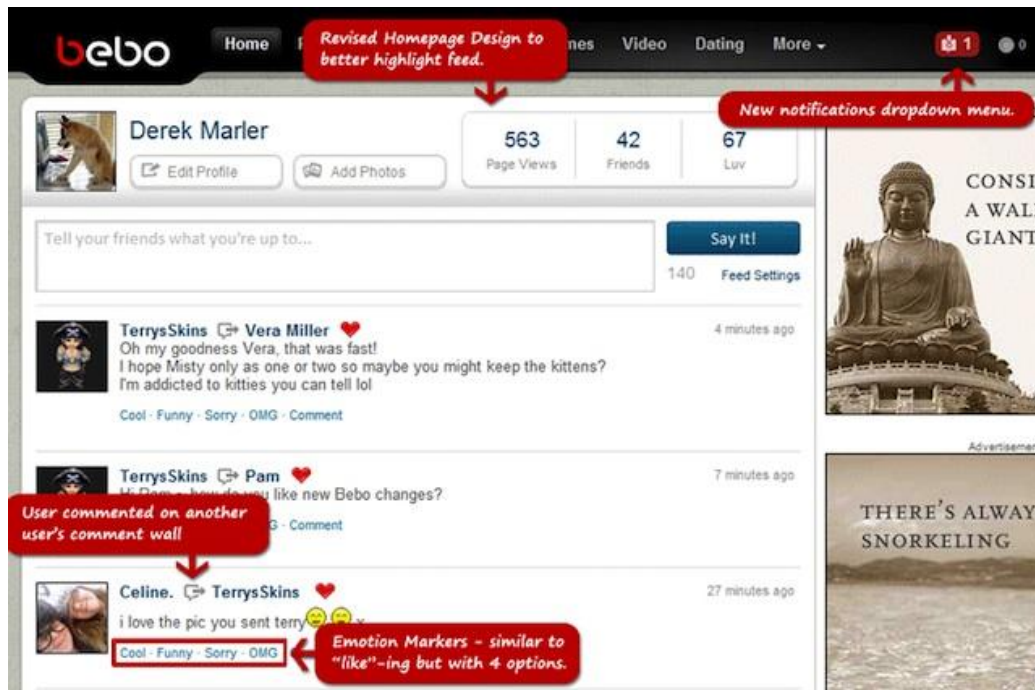
Bebo needed to create a more engaging UI to meet mounting feature requests from users, boost site traffic, and to increase site's popularity.

Solution

A cleaner and more dynamic UI was designed. The site redesign sought to fulfill specific, long-standing user requests for a pageview counter and preset, emotionally based comment reactions.

Resources/Process

- **Zendesk** support tickets were used to collect user feedback.
 - Tickets were labeled by the type of feature that was requested and then bucketed together to weigh priority.
 - Ranking ticket priority allowed Bebo's engineers to better estimate a timeline for completion of the site's redesign.
- **JIRA** ticket details included links to **Zendesk** support tickets from users requesting the aforementioned features. Priority labels ranked by request volume, were also applied in JIRA. This contextual information allowed developers to prioritize these requests into their pre-existing roadmap and in turn, provided support with rollout dates.



Weld

Problem

Keep Beta users who contribute to the Weld [Uservoice forum](#) in the loop and better informed of updates. Improve site SEO before public release.

Solution

A sleek micro-blog was created for the site. Customer support emails directed users to the blog, thereby reducing further email update requests.

Resources/Process

- An **Asana** ticket was created to request and outline a blog design that was different enough to catch readers' attention while providing users the ability to quickly review salient points at a glance.
- At the time, Weld's blog UX remained rather unique in that it took on a minimalist card UI, a la Pinterest and Trello.
- Posts were published three months before the public release of the app, making the blog appear more "lived in" and ready to roll.

