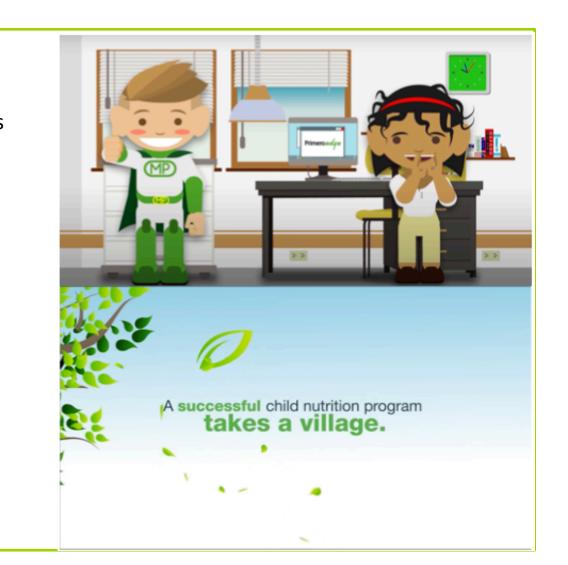
PROJECT

Primero Edge is a leading provider of software solutions to Child Nutrition Departments in K-12 school districts and State Agencies across the nation.

EXECUTIVE INTENT

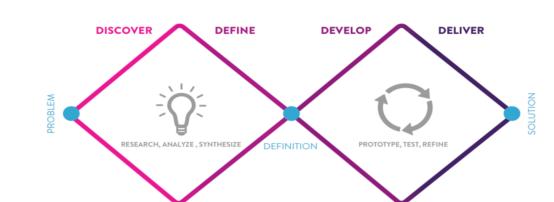
- Re- Imagining the classic software with 2.0
- Latest Technology Stacks using React, AI, Machine Learning etc..
- Acquire more customer base in 2022
- Self serviced application
- Reduce Training & customer support calls
- Reduce Data Migration



MY ROLE

User Experience Architect, responsible for the 2.0 design from inceptions till delivery.

DOUBLE DIAMOND DESIGN PROCESS



CRITICAL SUCCESS FACTORS

- Improve usability
- Reduce data entry
- Simplifying workflow & navigation system
- Reduce 50% training and support
- Reduce data migration time and effort for the new customers

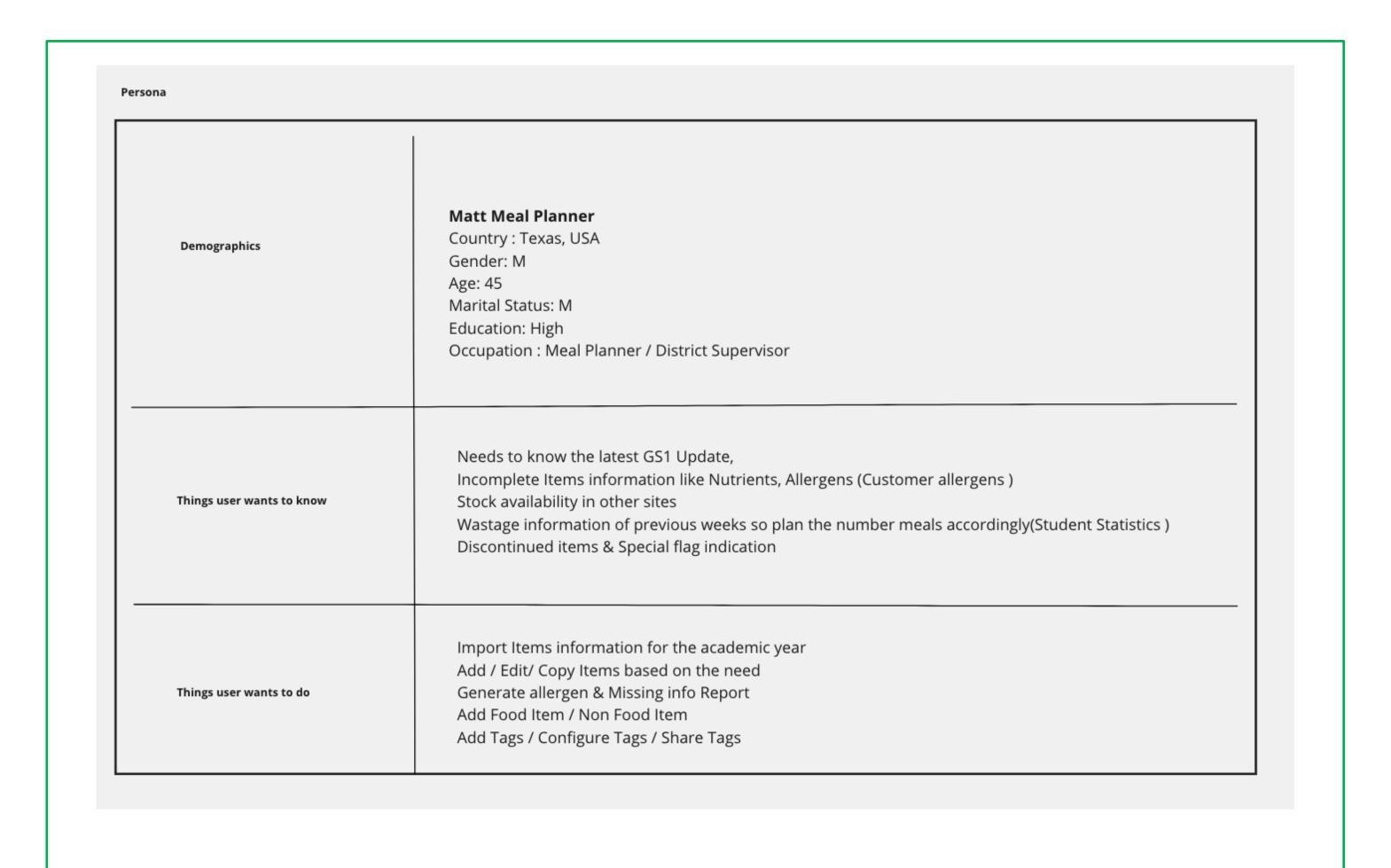
USER PAIN POINTS

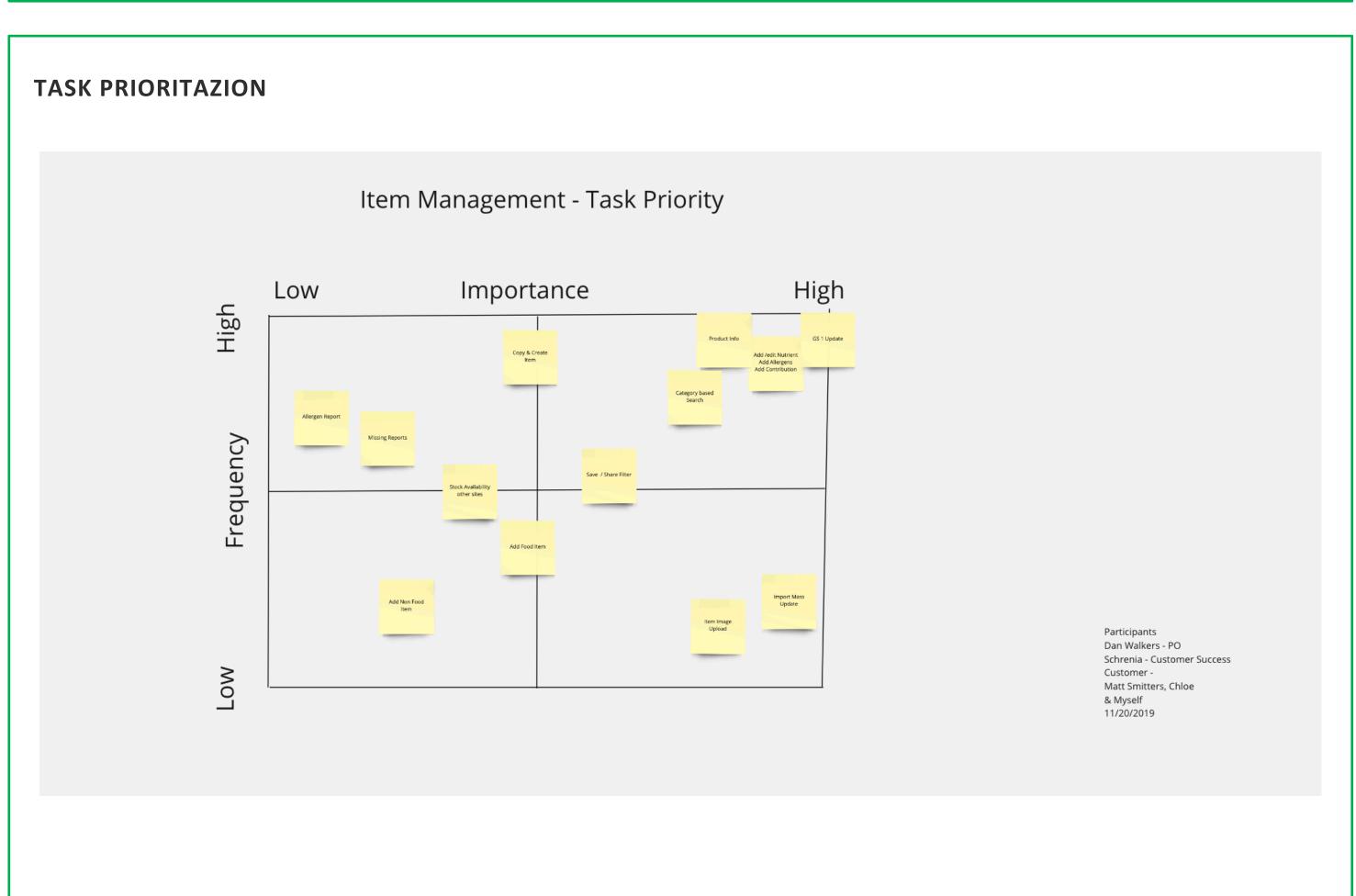
- Data migration takes 8 weeks
- Too much of data entry & errors especially while adding nutrient values & Allergen values
- Navigate to multiple products to complete menu planning
- Too many Tabs and too many clicks
- No proper search results
- Too much Popups
- Mandatory training requirements
- Lots of duplicate Items created and unable to manage the garbage on Menu Planning
- Too many complicated user roles and policies Unable to access mobile devices

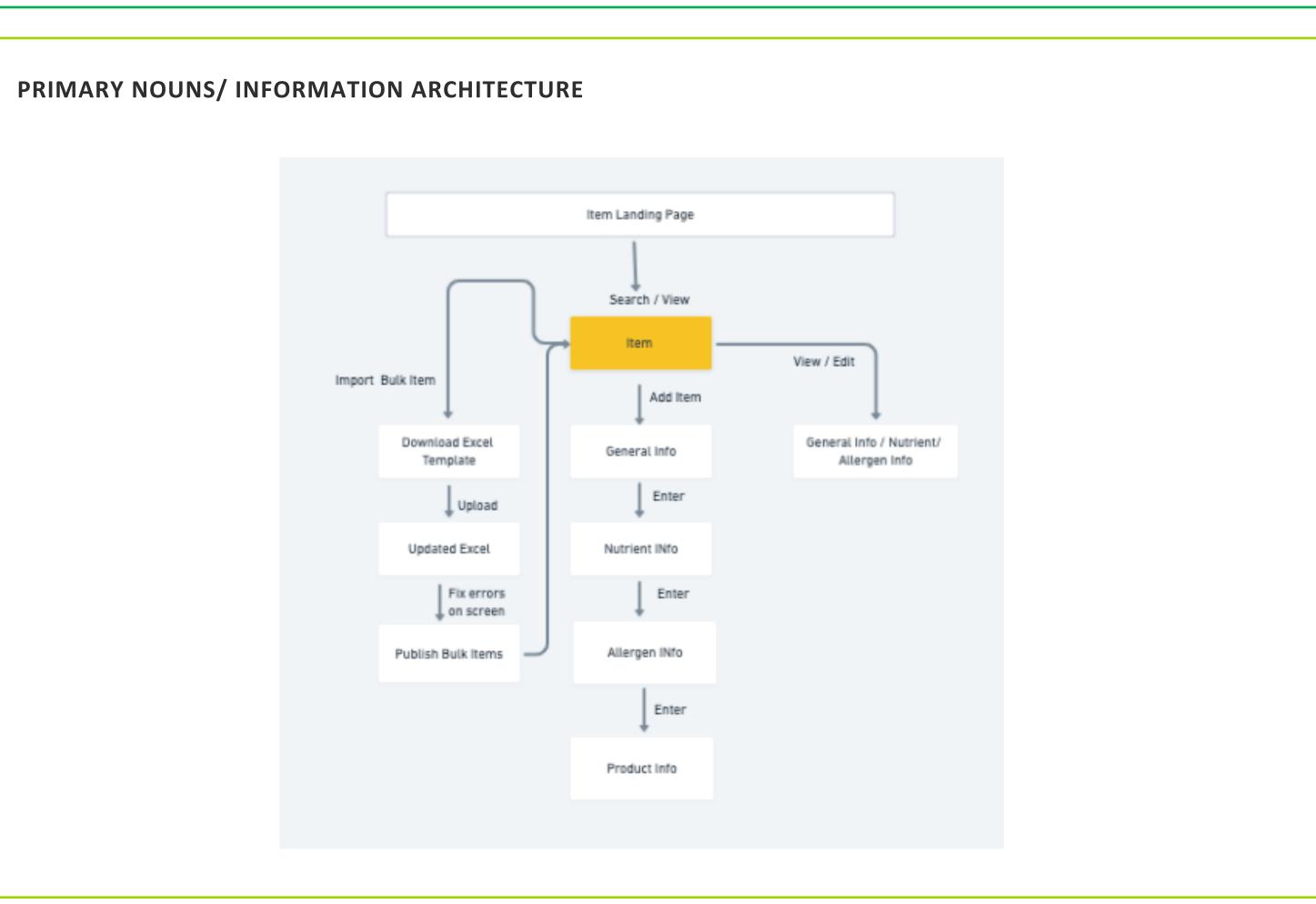
UPDATED PROFILE & PERSONA

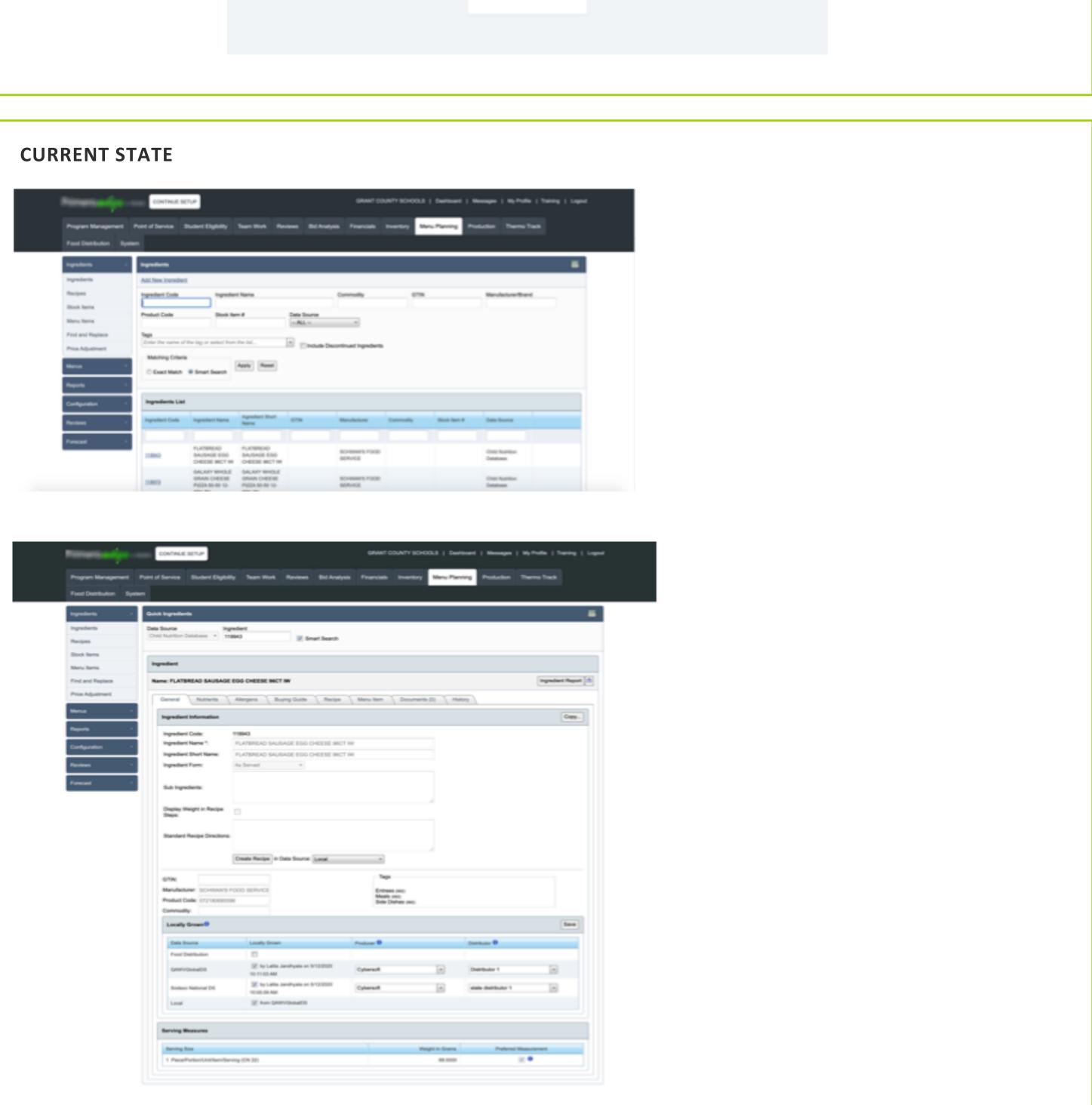
Charactersitcs	Market Segments				
	District Admins	State Admins	State Agency		
Languages	English, Spanish	English	English, Spanish and others		
General Education	High School education	Some Degree	High Education		
Domain Expertise	High	Low to Med	High		
General Computer Experience	Low to Med	Hlgh	Hlgh		
Age/Gender	Female - 60% Male - 40%	Female - 60% Male - 40%	Female - 30% Male - 70%		
Expectation	Ease of Use, Speed to complete task, Search ability, Spend less time on the software. Reduce Add Item time	Ease of Use, Speed to complete task, Spend less time on the software, Minimal Navigation, Notifications & reports on the fly, Reduce Add Item time	Ease of Use, Speed to complete task, Spend less time on the software, Minimal Navigation, Notifications & reports on the fly Reduce Add Item time		

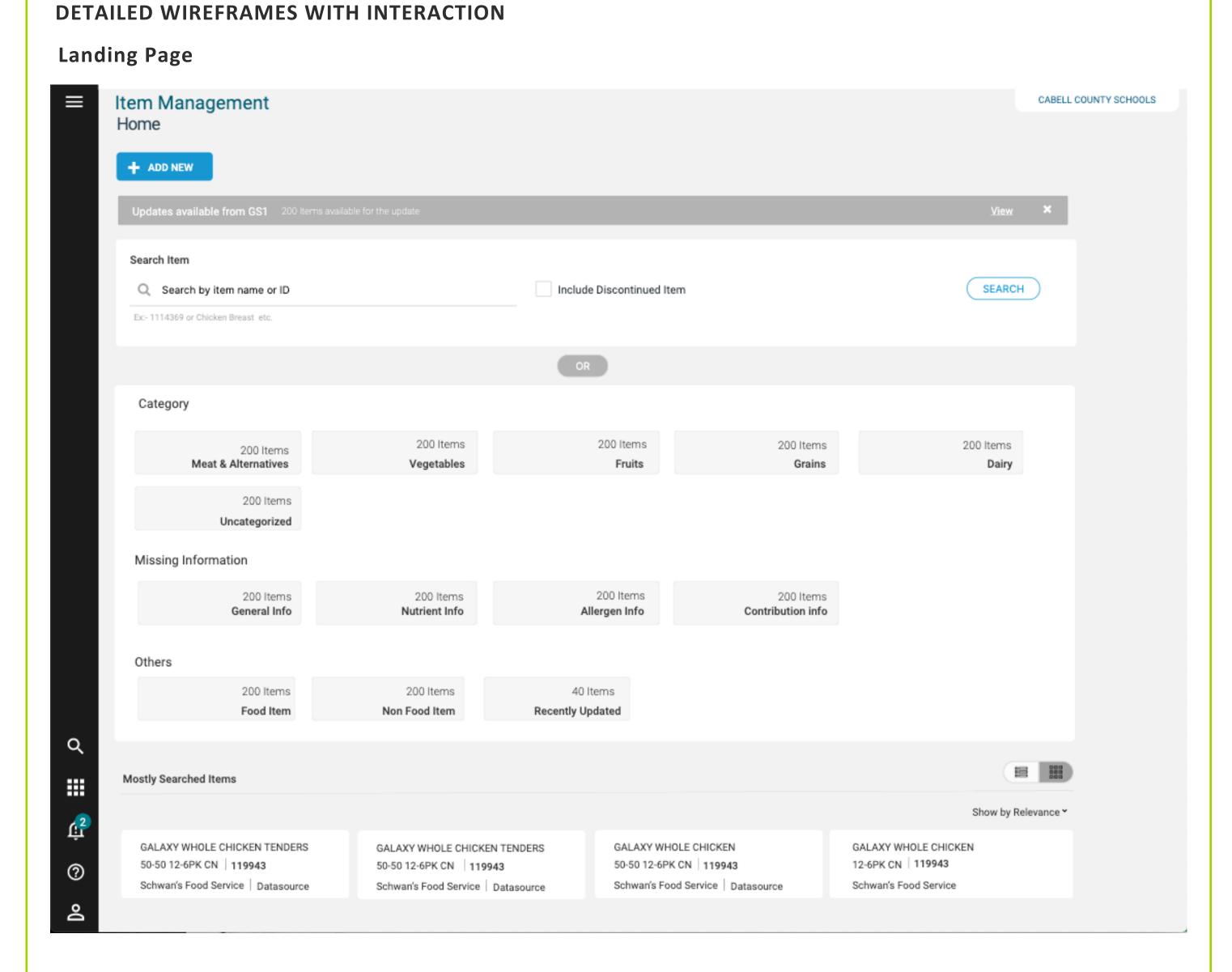
ronment			
Charactersitcs	Market Segments		
	District Admins	State Admins	State Agency
Location	INdoor		
Geography	New york, California, Texas , and others		
Workspace	Office space		
Lightning	Bright		
Sound	Quit / LOud		
Device	Desktop / Window Tablet		
Software	Chrome, Internet Explorer,		

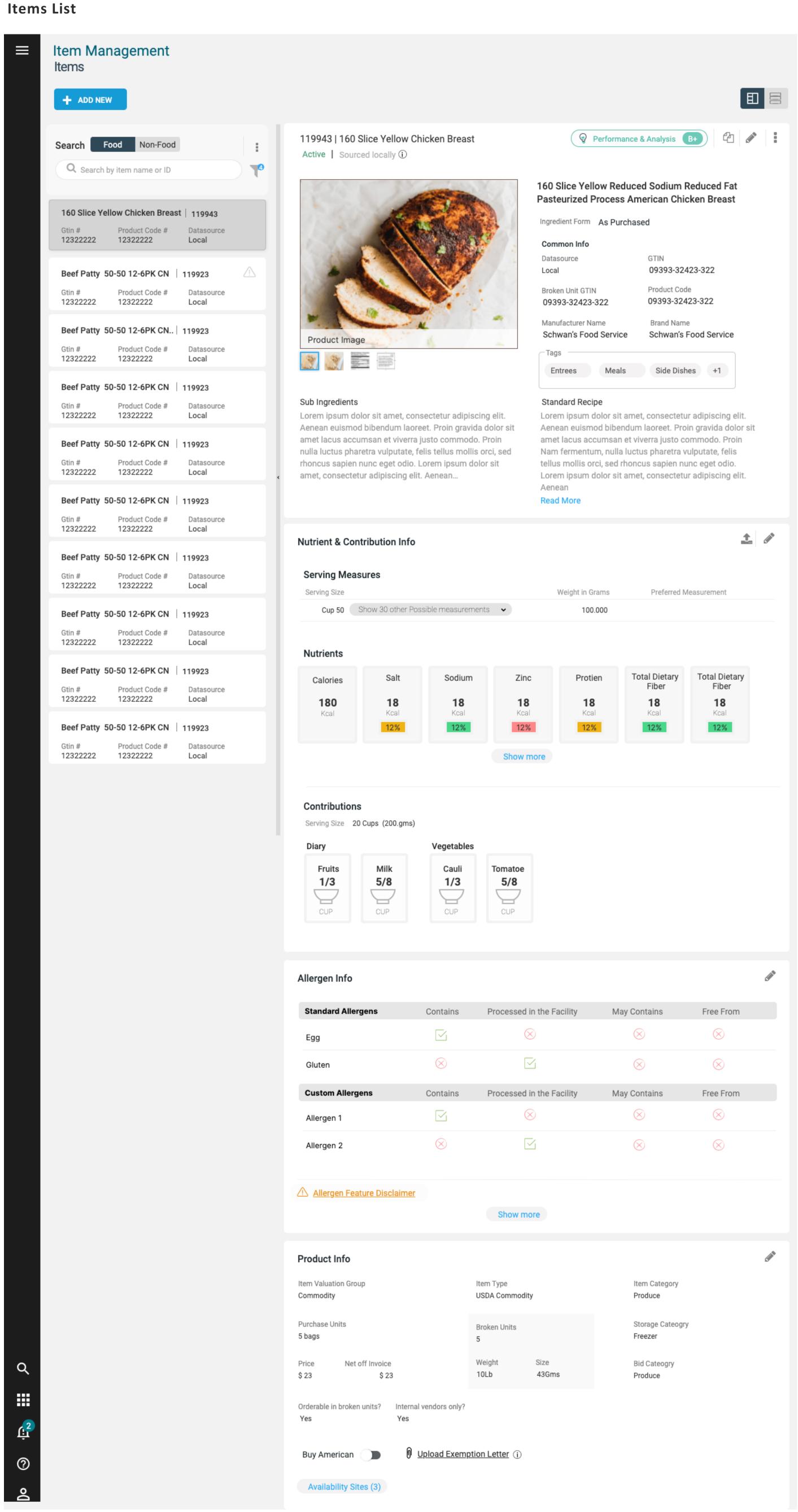


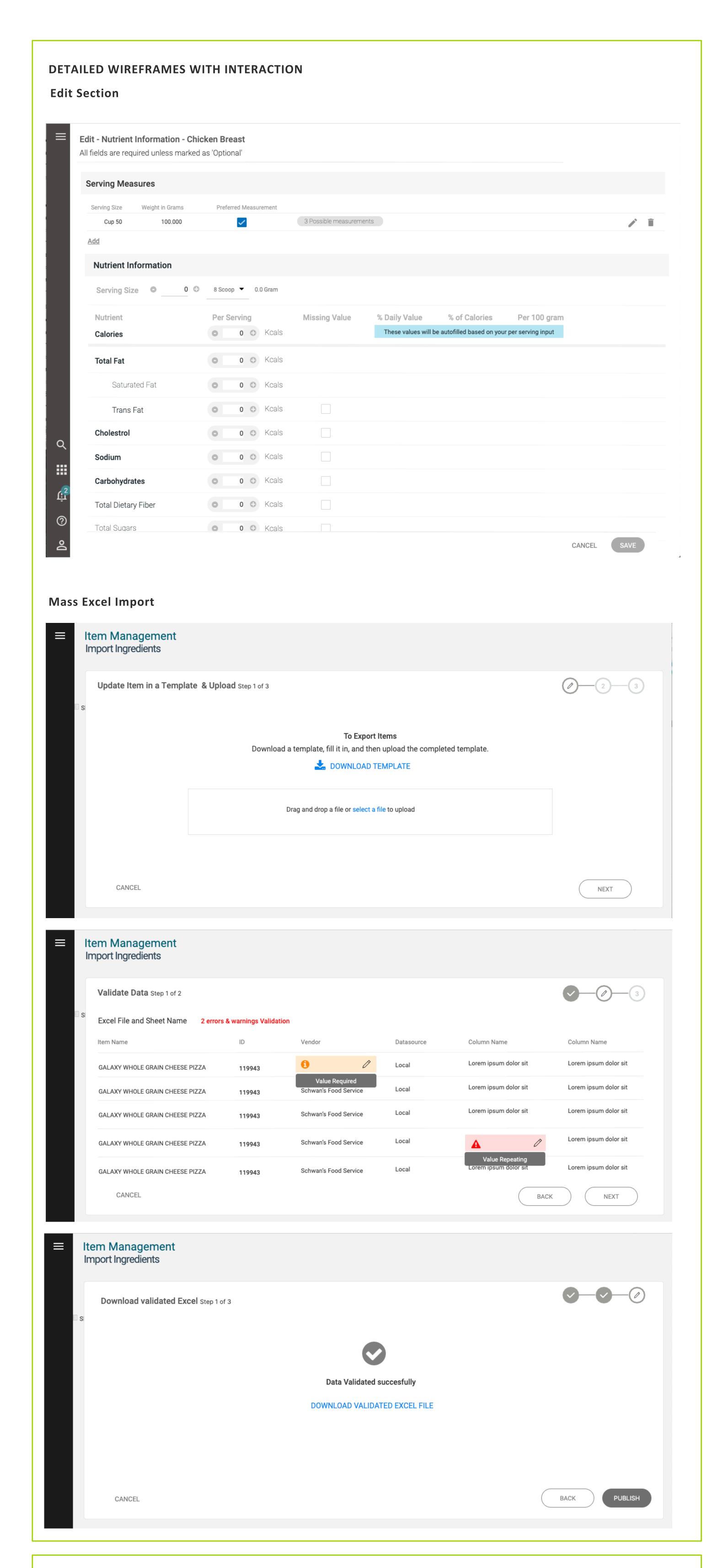






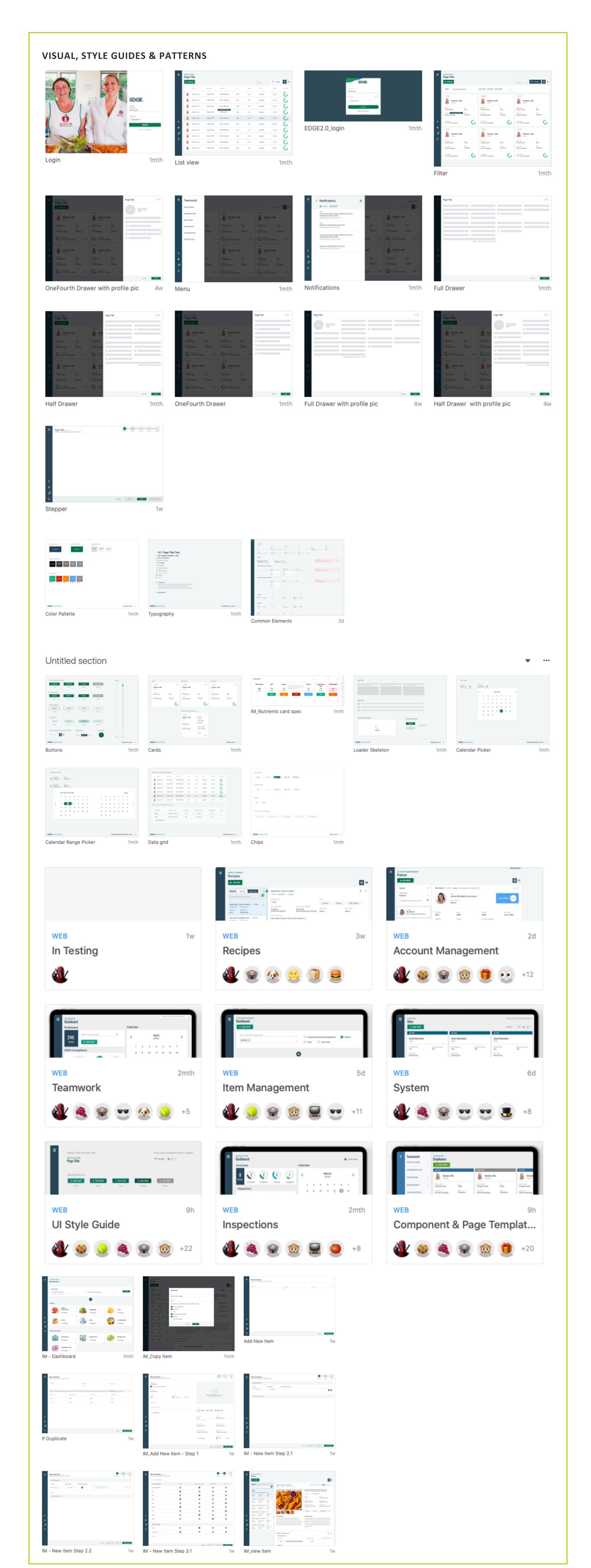






USER TESTING – RESULTS, Navigation, Presentation, Content, Interaction

GR	OUP#	TX -1	MISSI - 2	COLORO- 3
NAVIGA	TION	16	17	18
PRESEN	ITATION	16	17	16
CONTE	NT	16	18	16
INTERA	CTION	14	19	16
	Total	62	71	66
Scale of	1 to 5 (1= Lo	w. 5= High)		



Thanks for watching