**DAVID HUER**

dhuer.htpwebdesign.ca

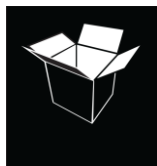
4B / ERC RESCUE - 24/7 DROP-SHIP RESCUE SUPPLIES - VENTURE CONCEPT**USER ACTIVITY:**

The site is designed as an "urgent order site" for professional and volunteer first responder teams, and industrial operations crews working needing to urgently re-stock on the way to a work site, for on-going activity re-supply at those sites, and to replenish kit on leave or upon returning home.

The site is designed to be a high utility site that is easy-to-navigate for a user who is operating with high urgency. Dayglo colours, icons and titles all reference first responder/rescue/military usage (see notes below this section), and all format is transferable to a mobile solution for use by that same market which operates with a mobile, mission-driven task fulfillment orientation.

Ordering Instructions are provided to guide the user through the order process. 4B's Customer Service employees will use the instructions to instruct/guide the customer through the ordering process. This is included to help the user minimize order time, again, to help the user focus on getting the order asap so they can move on to their other time-driven activities. Simultaneously, this mistake-proofs against the danger of order error and the time cost that could result from order errors—a significant issue for this customer; ensuring that our team and the customer "stays on the same page".

"Way Out" Instructions (unlinked at present) at the top on the first iteration guided the user out of the site by moving up or downstream.



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USER SITE NAVIGATION

- **Target User is a Mission Procurement Specialist employed by:**
 - Volunteer Rescue Agencies
 - Crown agencies needing short-notice supply fulfillment
 - Companies & Vendors
 - Private Individuals operating as MPS experts

- **Mission Profiles**
 - Mission Profiles A: Custom & Standard Emergency Supply 24/7
 - Mission Profile B: Custom & Standing Order Supplies on Short Notice
 - Mission Profile C: Custom Orders with lead-time
 - Mission Profile D: Off-the-Shelf Ordering

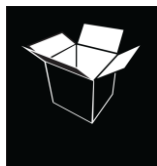


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- **Concept: A Mobile Order-Driven Warehouse / Drop-ship Business**
 - Business Concept is focused around A & B
 - Website Design is for test marketing purposes
 - Concept Location: 10 minutes from Vancouver International Airport



- Smartphone Ordering is central to the concept
- eCommerce solution boosts revenue 30% over bricks-and-mortar competitors
- eCommerce-focus of the business simultaneously cuts overhead and other costs (therefore changes cost structure)
- Mobile solution focuses completely on the mobile needs of target user
- Timely, Clear Order-Taking conceived as central to the process
- eCommerce Orderflow will reflect this carefully thought-out process



PROJECT TOOLS (HTML/CSS)

- HMTL5/CSS3
- Sublime Text 2
- Dreamweaver
- FileZilla
- PowerPoint Wireframe Tool
- Adobe Photoshop / Adobe Illustrator
- Colour Tools ex. Adobe Kuler
- User Experience Research
- Stickies, 5-Why's, Poke-Yoke
- Project Scheduling
- User Testing Design

PROJECT TOOLS (WORDPRESS)

- HMTL5/CSS3
- PHP/mySQL (WordPress back-end)
- cPanel Adding Salts
- Accessing scrubbing resources
- WAMP Server / localhost
- Sublime Text 2
- WordPress/PHP/mySQL & Plugins
- FileZilla
- PowerPoint Wireframe Tool
- Adobe Photoshop / Adobe Illustrator
- Colour Tools ex. Adobe Kuler
- Font-Icons
- User Experience Research
- Stickies, 5-Why's, Poke-Yoke
- Project Scheduling
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