

# Case Study: Dealer Direct Parts



## UX Design

Developed Category Leading OEM Parts Website

10

Usability  
Participants

7

Million  
SKUs

4

Global  
Brands

28%

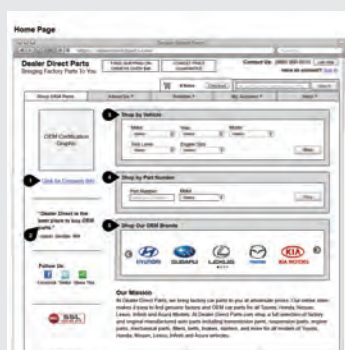
Increase in  
Revenue

Online OEM auto parts store was seeking to leverage their unique position as a wholesale parts provider and expand their offering to a National consumer base. Current platform was not adequately branded, positioned, nor designed to manage millions of SKUs.

Client Deliverables			
Deliverable	Project	Cost	Timeline
Brand Identity	User Experience (UX)	\$17,500	1/2 - 3/14
Destination Marketing	Design	\$11,400	3/14 - 5/14 (Remainder due upon completion of design phase)
Destination Marketing	Project Management	\$9,600	
Destination Marketing	SEO (Phase 1)	\$1,000	
Sumo Means	Development	\$100,100	20% = \$20K (20% thereafter)
Total		\$239,600	

Phase	Deliverables	Time
Project Discovery	- The Sumo and Destination teams will meet with the DDP team and properly finalize all the design and technical requirements for this project. - Deliverables: Finalize workflow, site functions, and marketing plans	2 weeks
UX Discovery	- Review existing application, materials & color profiles - Meet with internal stakeholders - Deliverables: Project brief document	2 weeks
Interaction Design	- Screen flow diagrams of major flows - Wireframe prototype of major flows - Regular review & collaboration meetings - Deliverables: Final Wireframe Prototype	4 weeks
Prototype Usability Testing	- Participant screening, recruiting & scheduling - Testing session guide/script creation - Two days of prototype testing at DDP's Seattle lab - Moderation of 5 - 10 testing sessions of 60 minutes - Digital and DDP recording of all sessions - Deliverables: Findings & Recommendations - Finalize Summary	2 weeks
Deployment	- Destination Marketing will design logos and icons - Prepare for DDP.com and all sub sites if that is	1 week



**Process** – Researched competition. Developed a differentiating ID package that was bold, unique and embodied the characteristics of a category leader. Undertook rigorous and thorough UX process to elicit user-feedback and establish foundation for site design, to include testing and refinement. Resulting in a current, easy to navigate design.

**Solution** – Assembled team of proven experts to collaborate and deliver the best product possible. Customized the Magento platform to accommodate heavy data load. Created a brand mark that embodied the national scope of the offering. Developed a progressive, user-centric online experience, derived from consumer feedback and behaviors.

**Measurement** – Internal brand audit led to product positioning strategy. Conducted usability study utilizing carefully screened participants to gain insights to establish design outcome. Paper mockups, timed scenarios and interviews to test and confirm user-behaviors. GA measured conversions post launch to measure YOY growth performance.

**Conclusion** – Comprehensive usability testing ensured a positive, user experience. Progressive design positioned brand as a category leader. Database designed to accommodate 7+ millions SKUs, four major brands, shared across four URLs. YOY growth of 28% for three consecutive years.

**Chris Settle**

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**

# Case Study: Car Toys

## Integrated Branding

Update the Visual Brand

**1.6%**

Increase in  
Traffic

**10.8%**

Increase in  
Revenue

**22%**

Clarity of  
Offers

**38%**

Banner  
Conversion

Iconic regional chain of car audio electronics and wireless phones was in need of upgrading their image to remain relevant and competitive in an ever-changing retail landscape. Needed assistance revitalizing their marketing to generate traffic and boost sales.



**Process** – Conducted audit of all visual assets. Evaluated assets against the competitive landscape. Identified the core customers and formulated consumer personas. Findings provided the basis to construct a point of view. Produced a comprehensive system of new designs to align all visual touch-points.

**Solution** – Revamped visual brand to be more progressive and integrate across all visual touch-points including: in-store POS items, product tags, signage, online/digital assets, event branding, TV and social channels. Incorporated elements into a comprehensive brand style guide to provide visual consistency throughout the brand.

**Measurement** – Industry best practices, in-store management feedback, customer intercepts and surveys shaped final recommendations. Improved readability, clarity of in-store and online messaging based on data collected. Optimized digital messaging via AB testing and analysis, tracked online behaviors through GA.

**Conclusion** – Migration to the new system continues as stores systematically update their fixtures, posters and in-store presentation. Articulation of the brand guidelines has led to efficiencies in the production process as well as improved visual consistency throughout all touch-points.

**Chris Settle**

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**

# Case Study: Function Point

## Agency Workflow

Moving from Excel to Database Solution

**8,000**

Jobs  
Tracked

**10mil**

Revenue  
Invoiced

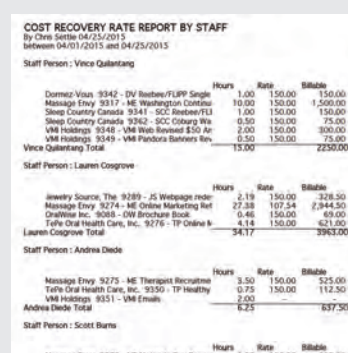
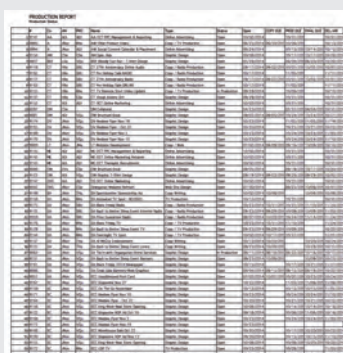
**50%**

Workflow  
Efficiency

**30%**

Invoicing  
Efficiency

Job requests manually tracked through an array of Excel Spreadsheets. Account team was filling out paper forms and submitting requests via job jackets. Management of dates and tasks had to be revised manually, a laborious, redundant process prone to errors.



**Process** – Formed sample user-base, mapped workflow and prioritized needs. Researched a variety of options. Selected solution that best aligned with defined business requirements. Conducted initial testing with user groups, implemented feedback to optimize solution. Provided pre-launch training to the broader staff.

**Solution** – Analyzed business needs and roles, and optimized workflows for each stakeholder. Implemented an electronic job entry and tracking system that met the specific needs of agency —custom job entry, full job/project management and invoicing capabilities. Enable customize reporting to track productivity, volume and revenue.

**Measurement** – Greatly enhanced the agencies capacity to view and track job details in real time, including ability to view history and analyze trends. Enabled employee time tracking and streamlined the billing process. Reduced time spent managing agency workflow by 50% and improved invoicing efficiency by 30%.

**Conclusion** – Function point continues to evolve with the agency. In addition to tracking all project and job related data, the system provides detailed client reports that track time on accounts to justify/validate client fees and retainers. Also provides aid for the management of headcount.

**Chris Settle** Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**



# Improve Conversion Through Better Radio

**200%**  
Improved  
Conversion



**Chris Settle** Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**



# Case Study: Penguin Windows

## Integrated Branding

### Brand Creation and Launch

**1 mon**

Production  
to Launch

**300%**

Increase  
in Leads

**0-86**

Online  
Leads

**180%**

Revenue  
Increase

Regional Window Company had been in business for over twenty years and was experiencing a flattening of sales. Their brand had become associated with poor customer service and questionable business practices and was in need of a complete makeover.



**Process** – Realigned strengths to form basis for repositioning strategy. Developed ID package to focus on trust and friendly service. Designed and developed website to convey newly established brand values and provide a positive user experience for the consumer. Produced a TV and radio campaign to push new messaging with offers.

**Solution** – Updated the logo and all visual touch-points to elevate brand and product to a higher level of trust and credibility. New training and service standards were initiated to improve customer service practices. An aggressive media launch built immediate awareness within the community to assist with the sales effort.

**Measurement** – Exceeded post-launch, 90-day monthly revenue target by 180%, from \$500K to 900K. Grew leads by over 300%, from 32 to 96 daily incoming calls. Online leads went from virtually none to 86 per week. Utilized GA to view and monitor website activity and track conversions. Established and grew Facebook presence.

**Conclusion** – Despite immediate success, client failed to rectify their sales and business practices. With the power of online reviews and elevated voice of the consumer through social channels (and a lawsuit from the AG) the company was out of business within 3 years of launching the brand.

**Chris Settle**

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**

# Case Study: Spot Delivery

## Workflow Innovation

Develop Radio Spot Distribution Solution

**50%**

Decrease  
Cost/Spot

**105k**

Dollars Saved  
Annually

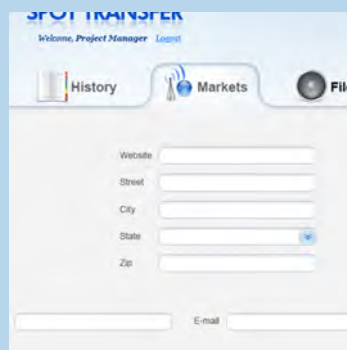
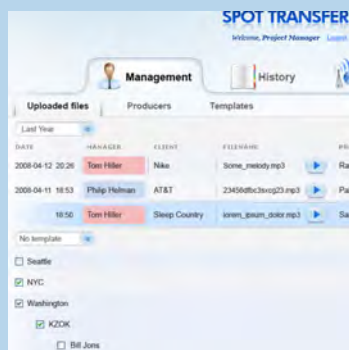
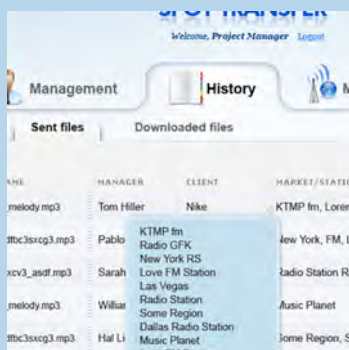
**595k**

New  
Revenue

**60**

Days to  
Complete

Combat the high cost of radio spot distribution on behalf of our clients and the inefficiencies associated with delivering spots through a 3rd party vendor. Improve ability to archive, track all activity and workflow associated with the spot delivery.



**Process** – Assembled and led internal staff to define business needs and map workflow. Developed working prototype and tested with select user groups. Developed Beta version and deployed to include sample markets and stations. Refined solution based on user feedback to optimize the delivery method for all stakeholders.

**Solution** – Streamlined delivery process by connecting the internal production workflow with account management. Developed a template solution that efficiently tied spots to their respective designated client market stations. Created an archival solution that tracked all historical data and assets associated with each delivered spot.

**Measurement** – Consolidation of user workflows eliminated extraneous emails, replaced with a linear, trackable path of accountability. Reducing the number of emails minimized communication redundancies resulting in fewer errors. Efficiencies minimized cost, increased productivity and improved accountability across all groups.

**Conclusion** – Still in use today, the file delivery system has eliminated expense and generated over \$595K in additional revenue for the agency. The templated solution and ease of use has greatly improved the efficiency of spot delivery and minimized mistakes, reducing make goods.

**Chris Settle**

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**

# Case Study: The Seattle Times

## Operations and Workflow

Advertising Department Adopts Sales Logix

**33%**

Increased  
Production

**25%**

Efficiency  
Gained

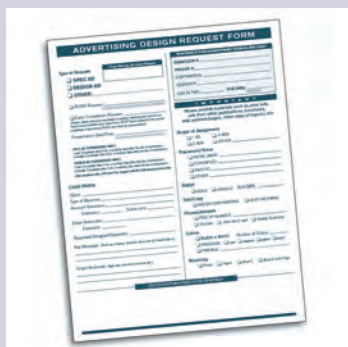
**90**

Days Start  
to Launch

**16%**

Increase  
in Rev

Advertising Design services intake process was being managed offline, via spreadsheets and a traffic coordinator, making it cumbersome to assign and track work resulting in inefficiencies, unreliable production data and potential for more errors and mistakes.



2005				2004			
CASH				CASH			
INT	SD	REV	INT	SD	REV	INT	SD
Dec	45	28	\$ 90,887.00	24	21	\$ 35,665.00	3
Nov	20	8	\$ 5,418.00	29	20	\$ 102,335.00	3
Oct	0	0	\$ -	26	18	\$ 112,904.00	4
Sep	0	0	\$ -	24	10	\$ 15,454.00	2
Aug	0	0	\$ -	22	16	\$ 40,840.00	1
Jul	0	0	\$ -	47	14	\$ 25,208.00	2
Jun	0	0	\$ -	41	34	\$ 49,499.00	4
May	0	0	\$ -	33	17	\$ 29,597.00	9
Apr	0	0	\$ -	51	29	\$ 33,141.00	5
Mar	0	0	\$ -	43	5	\$ 3,825.00	5
Feb	0	0	\$ -	28	16	\$ 23,327.00	8
Jan	0	0	\$ -	37	23	\$ 27,437.00	3
65	37	\$ 86,305.00	405	231	\$ 529,257.00	42	
YTD 4899 2921 \$ 7,907,035.00							
11.3 Designers							
AVERAGES							
Rev / Designer				\$ 702,392.48			
Wkly / Designer				480			
Sole / Designer				238			

**Process** – Audited workflow for all users including design staff, sales, and production teams. Tested user-experience with select user-base through real-time scenarios. Gathered feedback to produce Beta version. Preempted launch with training. Developed over a period of 90 days and launched to 95+ users.

**Solution** – Worked with production services, the sales team, IT and Sales Logix application vendor to customize a front-end intake solution as an add-on to the departments CRM system. Customized multi-user, easy to use interface to simplify the intake process and improve workflow efficiency. Enabled custom reporting.

**Measurement** – Sales staff able to submit POs electronically improving work-efficiency by 25%. Traffic Coordinator more easily able to retrieve and process requests from digital repository, assign tasks and track outcomes. Increased capacity to process jobs by 33%, from 24 to 36 requests daily, resulting in an increase of \$6.8 to \$7.9 million in rev.

**Conclusion** – The new workflow system enabled tracking of a variety of productivity and revenue data points allowing the department to set production goals. Now able to more easily track number of jobs completed and revenue attributed to each, revealing trends, and insights to hiring.

**Chris Settle** Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**



# Case Study: Sono Bello

## Integrated Branding

Create and Launch New Brand

**5**

Weeks to  
Launch

**6Mo**

Hit 18 Mo  
Goal

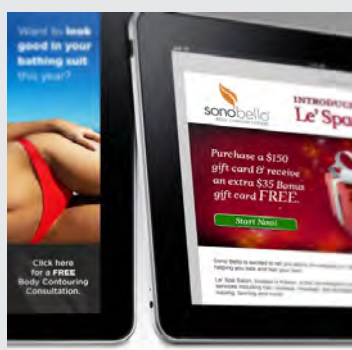
**26**

# of  
Clinics

**250**

Rev in  
Millions

Produced ID system and oversaw design and development of complete visual brand including collateral, online, TV, OOH. Launched company with integrated, cohesive advertising campaign to include electronic media, digital advertising and social presence.



**Process** – Tested preliminary message/ visual elements within focus group setting. Modified direction with collected feedback to arrive at initial launch elements. Subsequent surveys and A/B testing further refined messaging. Expedited production of advertising components to meet aggressive five-week launch date.

**Solution** – Developed logo to capture brand as articulated in positioning strategy. Developed website to align product with prospective customer personas. Developed digital plan to align with SEM assumptions and anticipated user needs and behaviors. Produced TV and radio spots to align with overarching messaging strategy.

**Measurement** – Established Lead Metrics to determine ROI. Defined cost per lead to optimize media spend. Tracked click-throughs, forms and calls via GA and call center. Lowered cost per lead post launch from \$36 to \$26 over a period of 6 months to align spend with market presence. Optimized message and offers for greatest return.

**Conclusion** – Sono Bello continues to thrive today as a leader in laser liposuction and body contouring with over 26 clinics across 16 states nationwide and growing. They've completed nearly 53,000 procedures equating to approximately \$250 million in gross revenue.

**Chris Settle**

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | chrishsettle@gmail.com**

# Case Study: The Builder

## Experiential 1

Design and Build Home

**2k**

Square Ft  
Added

**2**

Years to  
Complete

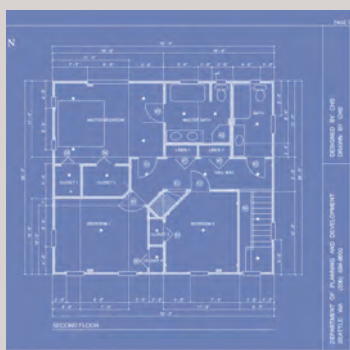
**148k**

Cost of  
Project

**152k**

Money  
Saved

Needed to expand our home on limited budget due to growing family. Established in the neighborhood and preferred not to relocate. Did most of the work myself to save on costs, utilizing sub-contractors only at critical points. Designed, permitted and built.



**Process** – Set project plan in motion and established budget. Designed floor layout and procured engineering plans and permits. Dug basement out, set foundation and finished. Subcontracted plumbing and electrical. Constructed 2nd floor framing in backyard. Demoed roof, added second level by sections and Installed attic trusses.

**Solution** – Drawing from previous knowledge as a general contractor and love for working with hands and building things, added three floors to home, expanding living space by about 2000 square feet. Regraded backyard to accommodate approximately 74 yards of fill dirt taken from underneath the house. Retained footprint.

**Measurement** – Fully permitted and passed inspection. Minimized use and cost of expensive subcontractors by doing the majority of the work myself. Maintained livability for 95% of the duration of the project. Completed the project on time with minimal cost overruns. Moved into 2nd floor within one year of demoing. Still married.

**Conclusion** – Fully updated, 2980 Square foot home, four bedrooms and four baths. Completed project within two years or 2000 hours. Did about 80% of the work myself. Total cost was \$148K or \$152K under what it would have cost to have the work done by a contractor.

**Chris Settle**

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | [chrishsettle@gmail.com](mailto:chrishsettle@gmail.com)**

# Case Study: The Painter

## Experiential 2

Complete 100 Paintings in one Year

5

Paintings  
per Week

100

Paintings  
Complete

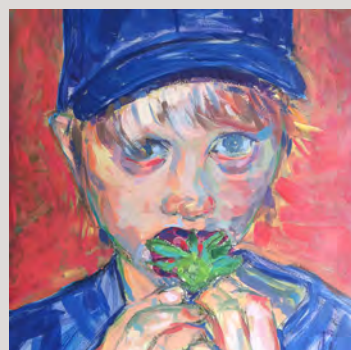
24

Paintings  
Shown

1.5

Hours per  
Painting

It had been several years without a significant opportunity to pursue fine art. Raising a family, a full-time job and lack of a proper studio made it difficult to find the motivation and time to pursue the work. It was time to break out the brushes and get it done.



**Process** – Took and gathered photos related to family trips and various activities featuring the kids. Chose the medium tempura paint that favored my loose painting style so I could work quickly and inexpensively. Kept the same format for all 100 paintings. Worked on multiple paintings at any one time to minimize any downtime.

**Solution** – As an incentive to complete the home expansion project, designed a studio at the top level into the plans. Once completed, after the dust settled, embarked on a painting project that would incorporate family life into the work. Settled on a series of family scenarios as subject matter in pursuit of completing 100 paintings.

**Measurement** – Set many small milestones along the way. Painted five days a week, at least one hour per session. Complete up to five paintings per week. Achieved goal of completing at least a hundred paintings within one year, a select few of which would form the basis of my solo art show. Total cost of frames and materials about \$800.

**Conclusion** – Selected and framed 24 of the series. Chose paintings the represented diversity in subject matter yet continuity of technique to retain a sense of cohesion. Held two shows, at local café and private club. Because us of the personal nature of the subject matter none were for sale.

**Chris Settle**

Provides hands-on creative leadership, end-to-end project oversight; planning, strategy, estimating, creative development, through delivery and beyond. Driven, results oriented with a personable, get-along work style. A mix of visual branding, advertising and multi-channel design expertise, yielding cohesive, on message, fully integrated solutions. B2B, B2C with a whole lot of retail experience. **206.719.7319 | [chrishsettle@gmail.com](mailto:chrishsettle@gmail.com)**