CLOUD DELIVERY SOLUTIONS 9/23-12/23:

MDC PRAXIS X CLOUD DELIVERY SOLUTIONS

ABOUT CDS

Cloud Delivery Solutions is a cloud consulting startup, focusing on the implementation of Salesforce programs. With over 25 years of experience, they enable their clients to tackle complex challenges in an efficient & scalable manner.

PROJECT SCOPE

The scope of our work with CDS involved:
- Conducting market research
- Building foundation of brand guidelines
- Developing market collateral
- Website design & development

WEEK 1

Client touchdown, semester roadmap.

WEEK 2

Market research begins.

COMPETITORS

TruSummit: Highly specialized Salesforce implementers with core focuses in manufacturing and healthcare.
HIKE2: Data and AI-centric consultancy with a wide offering of services ranging from Salesforce to data modelling
Cloudloop: Canadian Salesforce consultancy offering services worldwide focused on building scalable technology infrastructure
Vention: Software developers riding the trend in AI and neural networks with an extensive portfolio of startups to Fortune 500 businesses.
CloudMasonry: Highly focused Salesforce implementers skilled in all facets of cloud computing, consumer and communication management.
Plative: Diversified technology specialists in Salesforce, NetSuite, and AI focused in the software, engineering, and finance industries.
Affirma: Plentiful offerings focused on cost-per-mile budget options in digital marketing, technology, and strategy.

SWOT (for CDS)

WEEKS 3-5

Week 3: Translate market research into branding guidelines.
Week 4: Finalize and present guidelines to client.
Week 5: Use guidelines to inform marketing collateral, create deck.
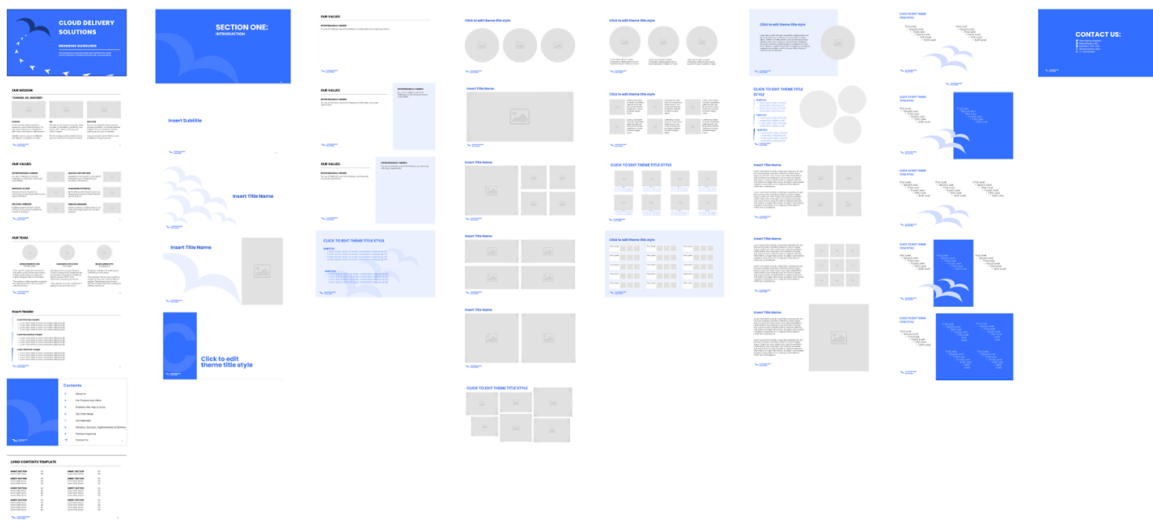
WEEKS 6-8

Week 6: Develop website hierarchy, create low-fidelity mockup.
Week 7: Design high-fidelity site, present to client for approval.
Week 8: Website implementation via Wordpress.

Combining our knowledge of design practices with CDS's company identity to create a cohesive & appealing brand identity.

FOUNDATION OF BRAND GUIDELINES

Using our newly established brand guidelines, we created a deck to enable consistent and high-quality output from CDS going forward.

CHOOSE.
DO.
SUCCEED.

CLOUD DELIVERY SOLUTIONS

medium design COLLECTIVE

- **Branding Guidelines:**
  https://docs.google.com/presentation/d/1GFneG2s9bjPlp2VQ4bHyY0RcvJgWEsijY7tQlRRKcps/edit#slide=id.
- **Marketing Collateral Slide Template:**

- **Website Redesign:** https://clouddeliverysolutions1.wordpress.com/

2.18.23 — 5.7.23

medium design collective

X

Adaptive Rentals

project staffing & management

Adam Herold	co-pm
Jenny Yu	co-pm
Jill Thai	designer
Amy Zhang	designer
Alice Hou	designer
Amanda Chen	designer
Nicholas Won	designer
Vannessa Wong	designer

company context

Adaptive Rentals enables college students to reach their goals and live comfortably by providing secure and luxurious rental apartments with services and resources that support student achievement.

project scope

There were two project work streams with one work stream to complete each of the following projects:
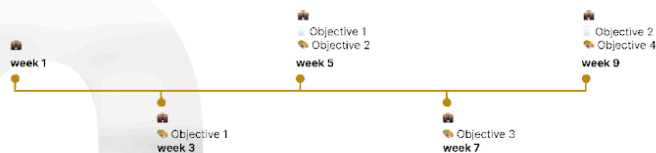- Web Flow & Content (UX/UI)
- Interior Design and Rendering

schedule & timeline

The client and project team followed this project schedule and timeline with the following key activity indicators as noted in the timeline:
- 💼: Client Meeting
- : Key Deliverable(s) Due for Webflow Project
- 🎨: Key Deliverable(s) due for Interior Design Project

week 1	week 3	week 5	week 7	week 9
💼	💼 🎨 Objective 1	💼 Objective 1 🎨 Objective 2	💼 🎨 Objective 3	💼 Objective 2 🎨 Objective 4

ux/ui design

project objectives + timeline   2.18.23 — 5.7.23

propose a website hierarchy and content list for an Adaptive Rentals website to be developed in upcoming semesters. design ui/ux mockups for each webpage for feasible implementation.

part 1
research
(4 weeks)

part 2
ux/ui
mockups
(4 weeks)

what structure and content do Cornell students value when interacting with the site of an Ithaca landlord?

what structures, content, and features do top competing Ithaca landlords present on their websites?

how might we leverage structure and content on our site?

interview summary

data sample

mostly sophomores and some juniors and freshman

emotions

stressed out, confusion

causes

- websites: ambiguous, little guidance & information, outdated
- many users are first time renters

potential solutions:

- clear information layout (especially communication wise; contact info, tours, emails etc.)
- updated versions of the websites, guidance towards the rental process (more step by step features)
- user friendly, and application of filters (especially filters on the amenities)

competitor analysis

competitors (Companies selected based on target audience of local students, Ithaca-based services, & similar scale of operations to Adaptive Rentals.)
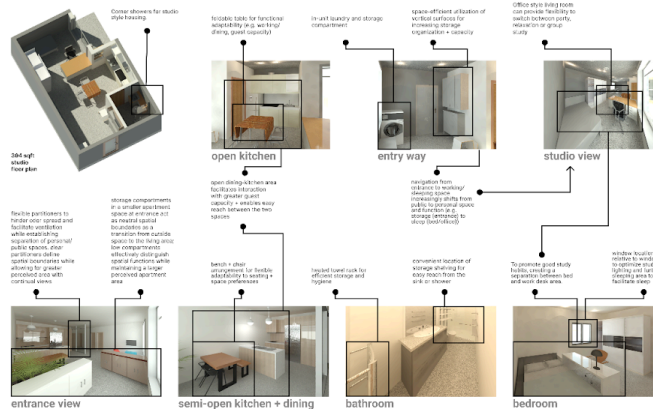
- Ithaca Renting Company: Long-standing and well known company among students & professionals.
- Travis Hyde Properties: Manages residential and commercial properties across Ithaca & Binghamton.
- CSP Management: Full service property management firm known for maintenance, renovation, & repair.
- Ithaca Apartment Company: Properties located in downtown, target audience of graduate students.
- PJ Apartments: Smaller company specializing in customer relations through personalized service.
- PPM Homes: Real estate & property management company for apartments & permanent homes.
- Auden Ithaca: Centralized community near Cornell campus with amenities catered for student residents.

quantitative takeaways (what do competitors have on their websites?)

- **7/7:** listing galleries and descriptions, contact information & forms, company and listing addresses, available listings, utilities and amenities
- **4/7:** floor plans, video tours, testimonials, company information, core values, & a mission statement
- **2/7:** separate resources, hiring, services, & landing pages
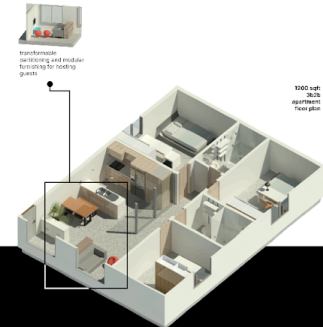- **1/7:** dedicated forms, FAQ, apartment features, apartment amenities, & directions pages.

content planning & hierarchy

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interior design

final renderings

project objective + timeline

assist in the development of home design & furnishing palettes of Adaptive Rental's student rental homes.

2.18.23 — 5.7.23

part 1
market
research
(3 weeks)

part 2
3d
rendering
tool
selection
(4 weeks)

part 3
floor plan
(2 weeks)

part 4
3d
rendering
(4 weeks)

HELIOS DESIGN TRIALS

Top-left mockup

Bowen Development ⌄ | Dashboard | Inventory | Network Map | Monitoring | Building | **Configurations** | Users

Configurations ▸ **BASIC BOW...**

Main

Name

Device Types

Release Candidates Only

RRM [Inherit]

Firmware Upgrade

Parent

Description

In Use By: **0 Entity, 0 Venues, 0 Devices**

Notes:
03/18/24 20:48
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer ultricies sit amet nibh at pulvinar.

Menu
- ● Unit　•••
- ● Metrics
- ● Services
- ● Radios
- ● Interfaces

General Information ●
Name
Description
Weight

Unit ●
Name | Location
Hostname | Timezone
leds-active | random-password
Beacon Advertisement

Top-right mockup

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Middle-left mockup

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Beacon Advertisement

Bottom-left mockup

Global ⌄

Dashboard | Inventory | Network Map | Monitoring | Building | Configurations | Settings

🔍 Search Inventory

▼ Arilla Tests
▼ Text
▼ Text
▼ Text
▼ Text
▼ Text

Overview

Bowen Development ⌄

Status — 80%
Health — 80%

Bowen Development ⌄
Bowen development does not have monitoring activated!

Ally Detroit Center ⌄
Ally Detroit Center does not have monitoring activated!

Router Status

Clear 23
Critical 9
Down 2

Alerts

54

- ● Text description
- ● Text description
- ● Text description
- ● Text description

Bottom-right mockup

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