



Esri International Developer Summit  
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# Organizational Efficiency Using Model-Based Design

Julio Ochoa – User Interface Designer

# Strategy



# Structure



# Process



## Strategy - Organization Values

- **To build a design identity which is recognized and represents value to the consumer, hence staying relevant in the design arena**
- **To turn a Profit**
- **Customer Relationship Management with Customer Satisfaction being the central focus**

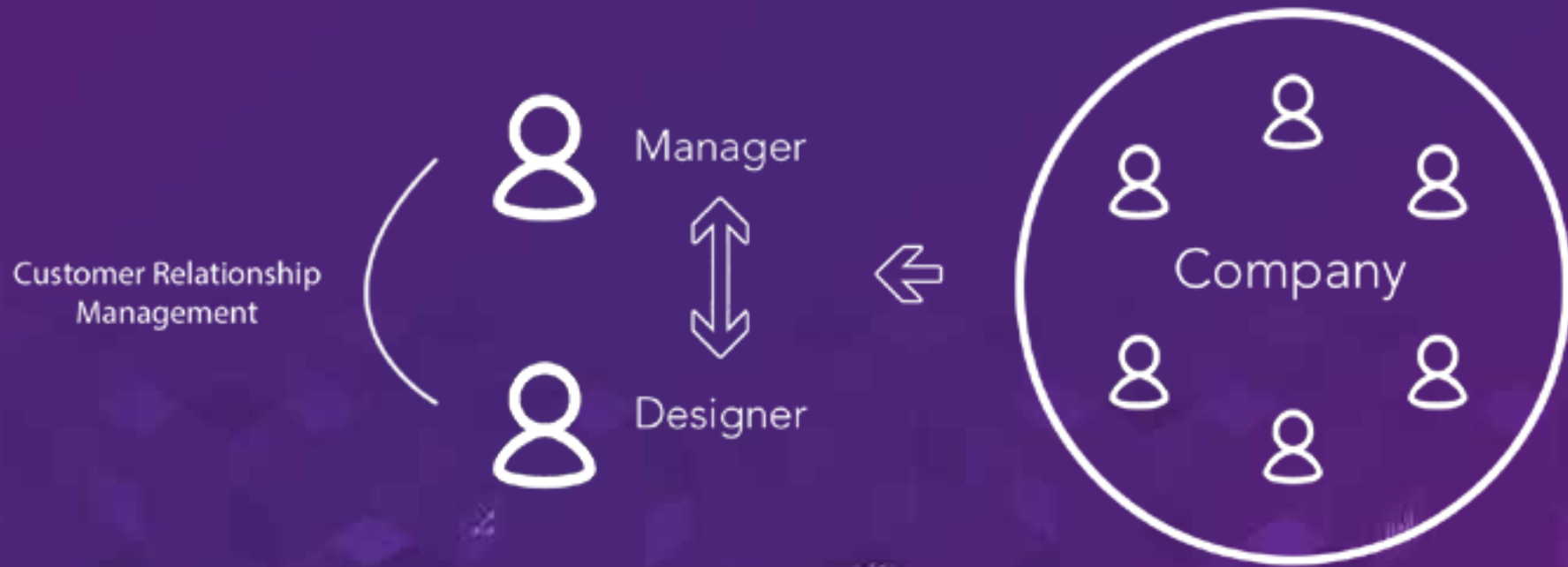


# External Customers

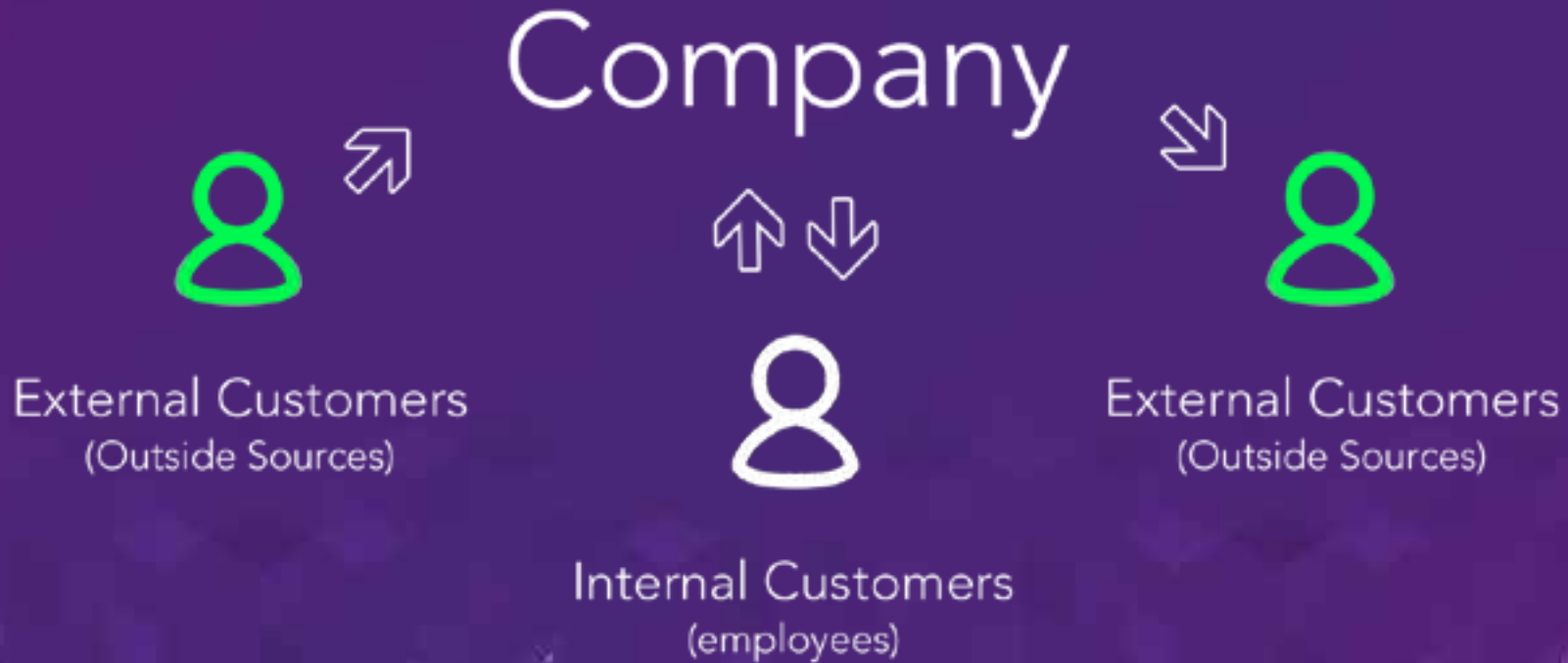


# Internal Customers

# Company



# Product Workflow



## Structure – Creative & Strategic Planning

- **Efficiencies gained through Asset Assessment and Allocation (management)**
- **Consistency & Brand Management (designers)**
- **High level of Customer Acceptance (internal & external)**
- **Design is subjective (society)**
- **Workflow, Timeframe and Requirements (Action Plan)**



## Process – Creative Workflow

- Starting Points – Templates (pre-accepted)
- A Head Start to Creativity
- High Level of Standardization
- User Trends and Behaviors
- Cross Department Interdependencies
- When To Bring Clients on Board





# Quantifying Efficiency of Standardization

- **Cross Platform Customer Experiences**
- **Template Starting Points, Focus on Content.**
- **Eliminate steps**

# Design Prospectors

- **Official position**
- **Search for improvements in efficiency**
- **Analyze Current Strategy, Structure & Process**



Understanding our world.