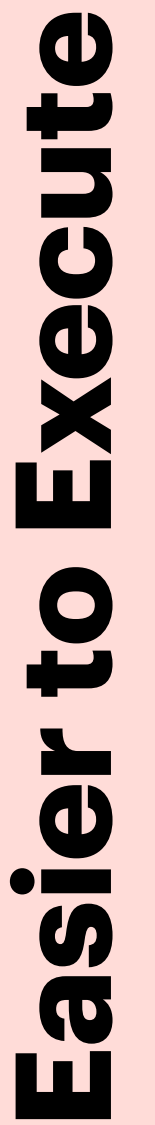


Easier to Execute



More Helpful



- First Priority
- Second Priority
- Special Projects

██████: Art Spec Sheets, lead times by machine at T3

Automate Docs on Trello and emails to Assembly

Tactilize: ██████ Live Location

██████: Info Dump to Prepress daily

Process.st workflow for onboarding

Notify CSM when ██████ drops off packages

shipped/delivered emails

Process.st Delivery/ Pickup Forms

ShopWorks email integration

CSM to other depts

██████: T1 Shelf Directory or Phil Route/Schedule

Use WSP to automate ShopWorks->Trello

Automate Proofing btw CSM & Client

Tactive Tracking System

+customer facing



Tactive Efficiency Projects

First Priority Projects: No-Brainers

These projects are easy(ish) to execute and will help people across multiple departments

Second Priority Projects:

These projects are tougher to execute and may be department-specific. Also, successful execution of some first-priority projects might make some of these unnecessary.

Special Projects:

These projects are really tough to execute (new software, automations that might require webservicestpros, etc.) but would be very helpful to almost everyone. Some of them also include customer-facing improvements instead of being completely internal.



First Priority

! [REDACTED]: [REDACTED]'s Live Location

What's the problem?

- [REDACTED] often has to stop at the same place twice, drive way out of his way, or work longer because AEs/CSMs ask for deliveries on the other side of town on the same day.
- AEs and CSMs don't really know when they can tell customers their stuff will be delivered

What's the solution?

- [REDACTED] uses live GPS tracking software (Bouncie) to see [REDACTED]'s live location. If we **embed a live map of [REDACTED]'s location on the [REDACTED] dashboard**, AEs and CSMs can see [REDACTED]'s location and understand if he can make it to where the package is going same day, and when.

Measurements of Success

- [REDACTED] doesn't have to stop anywhere twice on the same day or drive far out of the way
- AEs and CSMs can provide accurate estimates of delivery times to clients

Action Steps

- Add an embed frame to [REDACTED] of Bouncie's map feature
 - *Embedding an iFrame doesn't work because of authentication (5 June)*
 - *Next step is probably to use Docker with <https://docs.bouncie.dev/> (5 June)*
 - **Tabled until we decide if it's necessary given a Slack channel**

→ SOON Notify CSM When [REDACTED] Drops Off Packages

What's the problem?

- CSMs often get annoying emails from customers asking where their packages are/ if they've been delivered.



- Some proactive CSMs want to email the customer to tell them their package has been delivered, but don't know when during the day [REDACTED] drops it off

What's the solution?

- Figure out a way to **alert CSMs that a certain job number's package has been delivered.** [REDACTED] mentioned that ShopWorks has email automation, so...
- Add ShopWorks access to [REDACTED]'s tablet, so he can check the 'delivered' box when he drops off a package

Measurements of Success

- ShopWorks added to [REDACTED]'s tablet (or a computer mounted in the van w/ ShopWorks access if a tablet won't work)
- CSMs get an email (or slack message?) when [REDACTED] checks the 'delivered' box in SW
- BONUS: customer gets an email when [REDACTED] drops off the package too

Action Steps

- Figure out if ShopWorks can run on a tablet
 - *It can! (2 June)*
 - [REDACTED] *will set it up on [REDACTED]'s iPad sometime this week (5 June)*
- Setup email automation with [REDACTED] (in all his free time)
 - This should work through ShopWorks, but as a backup:
 - *Bouncie has automation based on location. If we can setup this automation automatically (auto auto auto) with the address from ShopWorks, emails could be sent based on [REDACTED]'s location (5 June)*
- [REDACTED] *mentioned that he checks the shelf at T1 every morning to see if the order is ready to go. If we get prepress to make a T1 shelf trello, and [REDACTED] moves the cards to 'picked up' or 'archive' or something, we can automate Slack notifications to CSMs about when their orders have been picked up by [REDACTED] for delivery same-day (6 June)*
 - *This is in the works with Zapier (16 June), however to send these emails we will need to have CSM data in the Trello cards in prepress. Are they willing to include it, or can we automate it in the Trello card creation emails out of ShopWorks*



[REDACTED]: Art Spec Link & Lead Times by Machine @ T3

What's the problem?

- T3's three different machines (manual, auto, and full-colour) often have different availabilities/backups, but the [REDACTED] dashboard shows a single production time for screenprint
- CSM is often emailing art dept. asking for art dept. spec sheets



What's the solution?

- Break the **screenprint production time estimate into three estimates, one for each machine**
 - [REDACTED] mentioned these do not need to be updated more than once a week
- Add a **direct link to the server file containing art spec files to [REDACTED]**

Measurements of Success

- CSMs/AEs can give accurate production time estimates based on [REDACTED] info
- No more emails to art dept asking for spec sheets!

Action Steps

- Create a form in Process.st for T3 to update their production times
- Add two more counters to dashboard for T3 lead times
- Get access to the server and add a link in Wordpress to [REDACTED]
 - *Server is bad because not everyone has access to it. Instead, [REDACTED] will upload the documents to sharepoint and link will be added to there (6 June)*
 - *Will remind [REDACTED] to do this next Monday. Waiting on [REDACTED] for wordpress updates. (8 June)*
- More generally: better way to collect info for [REDACTED]? (7 June)
 - *process.st or 123forms. Zapier has some integration with wordpress*
 - *Maybe a 'default' button (or like, everything is normal button, so that no data entry is required if nothing has changed)*




ShopWorks Email Integration

What's the problem?

- CSM has to send emails to all the departments when a job is ready to go
 - presumably this includes Assembly, Prepress, SP/E at T3, maybe [REDACTED]?
 - FOR TRELLO: use email to create cards
 - Have Shopworks send an email with following characteristics
 - ***must have a one-time trigger in shopworks so that multiple cards aren't created
 - Subject line: trello card name
 - Body: description
 - Attachments: trello card attachments
 - to add people and labels : @username or #label in subject
 - can also add people by @username in body on own line
 - or cc people ([REDACTED]?)

What's the solution?




- Add automations that **send emails to each department when CSM has completed the essential step for the new department in ShopWorks**
 - i.e. art is available for Prepress or SP/E, Assembly forms are ready for 

Measurements of Success

- Outgoing (manual) internal emails from CSM decrease sharply
 - Note: make sure emails send from CSM's email address so the email chain containing all the order information is maintained

Action Steps

- Figure out email integrations in ShopWorks w/ 
 - *Microsoft Remote Desktop added 16 June*
 - *ShopWorks account added and configured 16 June*
 - *Found shopworks help articles and watched the two videos on email (20 June)*
 - *Present here <https://www.shopworkshelp.com/index.php?sid=3308809&lang=en&action=artikel&cat=110&id=29&artlang=en&highlight=email>*
 - *It seems emails are not automated, they require manual triggers and they can only go to customers or other users*
 - *There are custom fields and you can create email templates, so cc'ing Trello's custom email addresses is likely feasible*
 - *CC'ing works with custom email addresses but it is company specific...designed for the contact at the company*
 - *PDF uploads (to email and to a file location on the computer, maybe the server?) can be automated without difficulty*
 - *Options for timing of automated emails are*
 - *Order Entered*
 - *Goods Received*
 - *Order Shipped*
 - *Order Invoiced*

Second Priority



Process.st Workflow for Onboarding



What's the problem?

- Onboarding involves about 50 departments and is really complicated with tech setup, ordering new equipment, etc.

What's the solution?

- Use a **Process.st workflow to ping different departments on Slack when their work is required** during the onboarding process

Measurements of Success

- Departments don't have to email each other when onboarding a new employee
- All the steps are readily available and easy to navigate through for the new employee
- [REDACTED] doesn't lose his mind during onboarding process

Action Steps

- Use [REDACTED]'s SOP to fully understand the onboarding process and everyone involved
- Learn Process.st's automation features
- Build the workflow



[REDACTED]: T1 Shelf Directory

What's the problem?

- [REDACTED] (all of CSM) has to go check the shelf every morning to know if the packages his customers will inevitably email him about are there or not
- [REDACTED] doesn't necessarily know what's on the shelf which may make it difficult to plan his route before the morning of the route

What's the solution?

- **Display a live list of items on the T1 shelf on the Tactilize Dashboard**
 - Use Trello card automations to add items to shelf (Prepress already moves Trello cards as part of their process)
 - [REDACTED] has to tell the list he's moving packages, or maybe has a 'clear shelf' button

Measurements of Success

- Anyone with important stuff on T1 shelf (or that should be there soon) can see if it's there
- [REDACTED] can look at the shelf at the end of day 0 and plan his route for day 1



Action Steps

- Figure out a structure for the list in WordPress
 - Does one exist that I can pull live data from? How do I pull this data from Trello? How do I design [REDACTED]'s interaction with it when he picks up?
 - Trello is the used system. Pulling live data onto the dashboard will require an API or maybe an iFrame of Trello (5 June)
- Might start with a Slack channel instead (this is a very pressing issue) (5 June)
 - T3's slack channel is a good starting point since [REDACTED] is already used to it
 - Currently orders automatically leave the 'completed' Trello section after 24 business hours. Would probably be best to have some sort of 'clear table' button for [REDACTED] when he picks up
 - Probably can have [REDACTED] move cards to the archive folder when he picks orders up. Not that much extra time required, good for making sure everyone is on the same page. Can also build 'out for delivery' Slack channel off of that movement, maybe? (6 June)
 - Requested meeting with [REDACTED] to create new Trello channel and get access to Trello board for automation setup, she is busy and we can meet tomorrow (7 June)
 - For the Slack channel, do [REDACTED] need to see/be notified every time a package is added to the shelf? Or is a start of day/end of day summary sufficient? (8 June)
- New Idea: it is annoying for prepress to separate the completed section. So we will try to attach a 'delivery' tag to each item when the card is initially created. This will allow [REDACTED] to project out the week of deliveries ahead of time (8 June)
 - Need Trello Admin access for this, will speak to [REDACTED] about it tomorrow (8 June)
 - Trello access granted, but it appears the account is not an admin and therefore cannot add automations (12 June)
 - Although this might not be an admin problem, since I can edit automations on some boards but not on all
 - Fixed (13 June)
 - Next issue is that we can't include card fields in notifications to Slack with Trello's app. Will have to use Zapier probably
 - Zapier can do this. I require one change from prepress (other than being very sure they add the local delivery tag to each card). Delivery Address must be added to card so I can pull that data and add it to calendar post. (13 June) But with Shopworks email integration this might be automate-able (14 June)
 - Done this on [REDACTED] account. If above changes are made I can provide [REDACTED] with a daily expected order volume
 - I can also have an event added to Outlook calendar which may be better for [REDACTED]
 - Is it worth adding notifications when the job is done? Probably...
 - Zapier broke at 3:05
 - Back online (14 June)



- *Currently CSRs don't seem to be added to Trello cards. Looks like we'll have to automate that as well so Prepress doesn't have to do it. All will come from ShopWorks*

: Info Dump to Prepress Daily

What's the problem?

- Prepress doesn't know which jobs to prioritise on their equipment because they don't know what the production times are in the rest of the company


What's the solution?

- **Automate a slack notification or email to prepress department which contains the production times for each department** every morning

Measurements of Success


- Prepress doesn't have to click the Tactilize link or memorise the password!

Action Steps

- Figure out how to automate emails/slack notification from WordPress
 - This blends well with other projects and will be very helpful in general
 - Zapier can probably do this with its Wordpress integrations (7 June)
 - Zapier cannot pull info on a time interval (like once every morning). Also, it is unclear if Zapier can do this with a locked information page, like Tactilize. Maybe Docker can take an image of it? But this has the same authentication problem. If I fix it for 's live location project I can return here. Will check again momentarily with Prepress to see how necessary this is. (8 June)
 - It is not that necessary (20 June)

Process.st Workflow for Delivery/Pickup Forms

What's the problem?

-  often gets Delivery/Pickup forms that are missing vital pieces of info like address, phone #, etc. and cannot contact the client if necessary
- AEs and CSMs currently have to download a blank pdf, fill it out, and upload it to the server (too many steps!)

What's the solution?



- **Create a workflow (that cannot be submitted unless it is complete and contains all required info) which creates a document that is automatically uploaded to [REDACTED] server folder** for pickup/delivery forms

Measurements of Success

- AEs and CSMs don't have to download a pdf, fill it out, save it, and upload it to the server
- [REDACTED] doesn't have to deal with incomplete Delivery/Pickup forms

Action Steps

- Explore Process.st's automatic document-producing capabilities
- Explore if process.st can automatically add documents to the server
 - If not - this may not be worth it, too much extra work. Instruct AEs and CSMs to complete forms entirely instead
 - *Workflow Created. However process.st cannot efficiently populate PDFs or upload them anywhere. So the better thing might be to add a link to the PDF to [REDACTED] with a note saying (please fill out the whole thing) or just add that note to the form itself (6 June)*
 - *123Forms can save the form results as a PDF. It won't look like [REDACTED] old form (probably) but I can make it look very similar and guarantee proper data entry. (6 June)*
 - *[REDACTED] has checked the form and is ok with its structure and required items. Waiting to move on 123forms setup until [REDACTED] and e-commerce know if we're going to stick with it or switch to a different form software. (7 June)*
 - *We are going to stick with it. Form is built and automation is set up with Zapier. Only issue right now is that zapier can only upload a .txt form. I have formatted it wonderfully but it remains to be seen if it is satisfactory for [REDACTED]. Will check with him tomorrow. (7 June)*
 - *Finalised format, added Slack notifications, tested and published, all is working. Will check with [REDACTED] this afternoon to see if he is ok with format. (8 June)*
 - *Format is ok w/ [REDACTED] but [REDACTED] needs to approve (9 June)*
 - *This structure will also require rerouting every month if [REDACTED] wants to stick with the by-month structure. Upload folder in Zapier will need to be changed. Maybe only organise the 'completed' forms by month?*
 - *[REDACTED] is ok with this change (9 June)*
 - *Can Zapier take a newly uploaded file and make it into a pdf? If so, I can use an intermediary sharepoint folder to get this done. (9 June)*
 - *Zapier cannot do this (12 June)...without difficulty (14 June)*
 - *Reminded [REDACTED] to check new form(at) via email (20 June)*
 - *[REDACTED] Prefers things remain the way they are (20 June)*



Special Projects

? Tactive Tracking System (Track-tive??)

What's the problem?

- Clients send AEs/CSMs emails asking how long production will take, but people in different departments don't know what stage of production their job is in

What's the solution?

- **Create an internal tracking system where anyone at Tactive can enter the job number and see where their job is**
 - This probably requires ShopWorks data...is WSP pulling status data? How much does ShopWorks keep track of where the job is?
 - BONUS: and an estimate to job completion time based on the production times in [REDACTED] dashboard
- BONUS: Customer-facing timeline where customer can do the same thing

Measurements of Success

- AEs/CSMs can accurately predict the delivery date of any job instantly from the web
 - BONUS: customers can do it themselves by checking online with their order # maybe?

Action Steps

- Explore ShopWorks' job tracking capabilities.
 - Figure out if I can get shopworks data out without WSP, since most of the department transfers require emails/trello cards anyways
 - If not, figure out if WSP is pulling status data into their intermediary database
- Setup a live database and search function which can pull data about a job given only the job number
 - BONUS: figure out if I can secure this database, make it public, and use a different key to pull data (like order #, or name of customer)
 - *Began exploring django as a backend database hosting system. It is complicated but not impossible. Major issue will be with automating the POST requests. Internal/external parties should be able to access all records*



with GET requests. Will need to authenticate if making the app customer-facing. (8 June)

- Django is more complicated than expected and instead I will explore availability of pre-existing software that does this already (12 June)
- [REDACTED] introduced me to 'manage orders' which is Shopworks' proprietary API software for order tracking in their system. To view it you need an email address and order number (16 June)



Automate Proofing Process for CSMs & Customers

What's the problem?

- Proofing requires about 7 million emails of sending art back and forth between art department, CSM, and customer

What's the solution?

- **Set up a web source which hosts live art files, and ideally some kind of communication medium (comments, etc.) so CSM, art dept, and customer can finalise art without emails**
 - Adding a new comment could trigger a Slack notification to the relevant department or an email to the customer

Measurements of Success

- Emails between art dept, CSMs, and customers are dramatically reduced

Action Steps

- Explore live-updating web hosting clients which preferably
 - support automation with slack and email
 - support comments or another communication feature
- Suggest reviewstudio.com (6 June)
 - \$30 per month for one account, \$65 for multiple
 - Custom link (tactive.reviewstudio.com)
 - To view a sample and the features, go to paynreduction.reviewstudio.com
 - Credentials
 - email: pvogtman@tactive.cc
 - password: [paynreduction](#)
 - Proposal sent to [REDACTED] [REDACTED] at (11am June 6)
 - [REDACTED] is going to bring it up in meetings next week (7 June)
 - Followed up with [REDACTED] to see what they thought (20 June)



Use WSP Data to automate ShopWorks -> Trello

What's the problem?

- Creating Trello cards is sort of annoying and they don't include Assembly docs
- [REDACTED] and [REDACTED] aren't always notified when a new job order is submitted/available on Trello, which is especially annoying when lots of hand work is required for kits

What's the solution?

- Figure out a way to **have Trello automatically create a job card when a new job order is created in ShopWorks**, then email [REDACTED] & [REDACTED] and anyone else relevant

Measurements of Success

- [REDACTED] and [REDACTED] never get blindsided by new Trello cards they didn't know existed
- Prepress doesn't have to create Trello cards anymore

Action Steps

- Find some data indicator of new job order, or an integration with WSP's intermediary database so that the addition of a new record triggers an automation
- Explore Trello's automation capabilities, figure out what data format Trello accepts and some kind of conversion strategy
- *Good News! Probably don't have to do this through WSP because ShopWorks can send emails and Trello can turn them into cards (5 June)*
 - *Project Closed, see "**ShopWorks Email Integration**"*

New Projects

✓ Data Collection for Kenny's Department (5 June)

What's the problem?

- [REDACTED] job is basically hell since because rush orders are the rule, not the exception. Change is necessary, people need to start saying 'no' or at least 'tomorrow,' but we need to prove this change to management so they are willing to change strategy

What's the solution?

- **Collect data on [REDACTED] activities that is categorised by rush/not rush orders**



Measurements of Success

- We can show how many more miles, more time, and repetitive tasks rush orders create in some form of data

Action Steps

- Can I use historical data to do this right now? How do I know which orders were rush? Can I connect order numbers to [REDACTED] activities, or do we have to set this up and wait?
 - *Historical data is decent. Insights are the following (6 June)*
 - [REDACTED] makes an average of [REDACTED] (usually past it) and back. If we can consolidate this to one long trip per day, we save 15 miles a day, \$3.75 gas a day based on van's mileage
 - Trips inside the loop usually take less than an hour and can't really be optimised more than they are
 - Getting to T3 twice a day would be great because of being prompt
 - [REDACTED] usually goes to [REDACTED] once at the end of the day
 - [REDACTED] has to go to [REDACTED] three times a week usually which is like 80 minutes, we are fairly confident they don't need things that promptly. Once a week would be ideal
 - It would be great if we had a policy change from the top down, change from saying yes to everything to giving [REDACTED] the benefit of the doubt a bit more
 - After annual meeting activities, it seems people are open to some kind of scheduling, especially using courier services. (20 June) Some options:
 - [REDACTED] handles all deliveries inside the loop, courier does those outside
 - Hire someone to handle the routine deliveries (T3 morning and afternoon, USPS afternoon) and work in a miscellaneous role otherwise (help out around T2)
 - This person might have to be trained on USPS practices because we do their job for them in deliveries



Data Collection for Prepress (5 June)

What's the problem?

- [REDACTED] has to manually enter the data that is manually connected to review the performance of her department. She's created a fantastic excel spreadsheet for accepting, organising, and presenting this data, but the data entry is clunky and annoying

What's the solution?



- **Keep the excel spreadsheet on the sharepoint, and create a form for data entry** (with macros, hopefully the web app supports this) to automatically update the form for folks who aren't familiar with the software)

Measurements of Success

- Everyone in prepress can enter the relevant data without being confused or doing it wrong
- [REDACTED] charts are maintained and helpful/informative

Action Steps

- Get excel file from [REDACTED] and upload it to the sharepoint
 - Requested June 6
 - [REDACTED] is busy at conferences, can discuss extra points on the spreadsheet before sending it June 8
 - Notes on the spreadsheet
 - Some of the columns contain hardcoded additions from another team member's information. These include Total Tickets, # of issues, Rushes
 - The averages are calculated with an average of the team members' work days, so we must collect this data in the form for each person
 - Process is complete. Form created and linked to spreadsheet for each employee for which data entry is required. Form has been tested and is working properly.
 - Further updates: can add better summary data, including all-time ratios, can make graphs auto-update (maybe?)
- Figure out if Excel's web app supports macros, and what its form capabilities are, if not
 - It does not support Form Controls, which is so stupid (8 June)
- Build the form
 - Will have to use something other than form controls or macros since the web version is handicapped
 - Microsoft Power Automate is looking mad promising
 - Microsoft Power Automate works
 - It is sort of clunky on the backend, so if we have to change the data collection strategy (different people, more people, etc.) it will require backend changes on power automate
- Process is complete and links are sent to [REDACTED] (8 June). Form created and linked to spreadsheet for each employee for which data entry is required. Form has been tested and is working properly.
 - Further updates: can add better summary data, including all-time ratios, can make graphs auto-update (maybe?)
 - Graphs auto-updating now (12 June)
 - [REDACTED] requested a date input to reduce typing error possibility
 - Added, forms updated (12 June)
 - Fixed [REDACTED] days worked as a date input (16 June)



- and fixed average jobs per day
- Awaiting results of second test run (20 June)



Backend (6 June)

What's the problem?

- So many emails have to be sent to organise [REDACTED] results
 - AFTER data is exported and cleaned and addresses are checked:
 - send data to client, get confirm that they are good with the list
 - upload data to server, email [REDACTED] & CSM
 - send data to client and CSM

What's the solution?

- Enable 123Forms' integrations to autogenerate the appropriate csv files, clean the data with Bulk Mailer Business (or similar software), get the files on a collaborative dashboard like Review Studio for client to verify, then email appropriate parties (and maybe Trello!)

Measurements of Success

- Server is only necessary as a backup for the files
- csv files are automatically attached to Trello cards for assembly to handle
 - this also handles the printing requirements

Action Steps

- Examine 123forms' integration capabilities with producing csvs and emailing
 - If it can't do that stuff, can a different form software?
 - *It can. emails will work flawlessly, it can also produce the csvs to our specifications IF we have zapier. Otherwise data will have to be edited at least some what manually (6 June)*
 - *Could also use Slack to notify CSMs if they don't want to deal with more emails*
 - *I can use Zapier to create a spreadsheet step-by-step from form submissions, then email*
- get access to requisite Trello boards
 - *Requested on 5 June*
 - *Access granted 12 June*
- Explore Bulk Mailer Business and see if I can build address verification into the form frontend



- *It is produced by BCC Software. They have an API called BCC Architect, but it doesn't look feasible to implement. Odds are someone is still going to have to manually clean the data. Maybe:*
 - *new csv -> slack -> data cleaned -> email to people (add to trello?)*
- *Figure out if Review Studio can handle csv files*
 - *It can. Can we automate the forms being uploaded? This allows the client to check the list automatically and make notes, slack notifications, all the stuff from the proofing solution. Big win (6 June)*
 - *Yes - with Zapier. What an app. Incredible stuff from them, really (6 June)*
 - *Only sharepoint integration seems to be lists. So e-commerce team needs to upload new data as a list item, at which point Zapier can pull it and create a new Review in RS (7 June)*
 - *I need admin permission to link sharepoint to Zapier*
 - *Fixed afternoon 7 June*
 - *I need an API key to link RS to Zapier (presumably requires a paid account) (pending company decision on ReviewStreet) (9 June)*



Bitwarden Setup and Implementation (9 June)

What's the problem?

- *No one knows what the passwords are for all the different vendors and it's difficult to send them securely*

What's the solution?

- **Upload all passwords to Bitwarden and organize by department**

Measurements of Success

- *Anyone in any department in Tactive can sign into any of our accounts anywhere without difficulty and without exposing the passwords*

Action Steps

- *See if I can upload them as a csv given they're already organised in the excel sharepoint that way*
 - *I can. Upload formatted as required using Numbers and uploaded. (9 June)*
- *Add them to Tactive organization once uploaded*
 - *Can't do this until Tactive (the organization) makes a collection to host them, that isn't the existing e-commerce one. Will discuss with Tyler today. (9 June)*
 - *Access granted and passwords shifted to Tactive ownership. (9 June)*



- [REDACTED] mentioned updating some of the horrible passwords, which we will do once he has spoken to management and got all the groups setup properly (9 June)

✓ ESHOPS Redesign (22 May)

What's the problem?

- Eshops is old ish and the look needs refreshed

What's the solution?

- **Refresh the look of ESHOPS site** maintaining best practices and Tactive's brand guidelines


Measurements of Success

- New website is visually appealing, conveys the same information as before (or better) and functions properly

Action Steps

- Research good looking website designs
 - Done, selected a 50-50 half and half major color design structure (25 May)
- Learn Shopify's web design software
 - It is weird and difficult to manipulate but I understand now (24 May)
- Execute redesign
 - Done (26 May)
- Get approval
 - Presentation to ecommerce team complete (26 May), feedback noted
 - Tried to add shopify certificate icons as SVGs, was unsuccessful. Will instead add them as pages in the collapsible list
 - Menu bar can be red if main logo is white. Checking with [REDACTED] for her approval
 - Still waiting on [REDACTED] approval (16 June)
 - [REDACTED] says she wants header and footer to match tactive.cc website and more white in the backgrounds. So a color redesign is needed, will begin now (16 June)
 - Will still need a white ESHOPS logo which does not yet exist
 - Changes made. Issue with menu bar, need to figure out how to force white text instead of the blue background color (20 June)
 - Fixed, using 'inverse' color scheme (20 June). Sent to [REDACTED] for review. Requested remaining eshops content from [REDACTED].
 - Also need to add the proper existing e-shops, which [REDACTED] will know about (16 June)



-  says there is no remaining content. Only remaining barrier to publish is getting the correct coloured logo for title bar. Once published, I will need to change the page names, then website will be fully operational. (20 June)