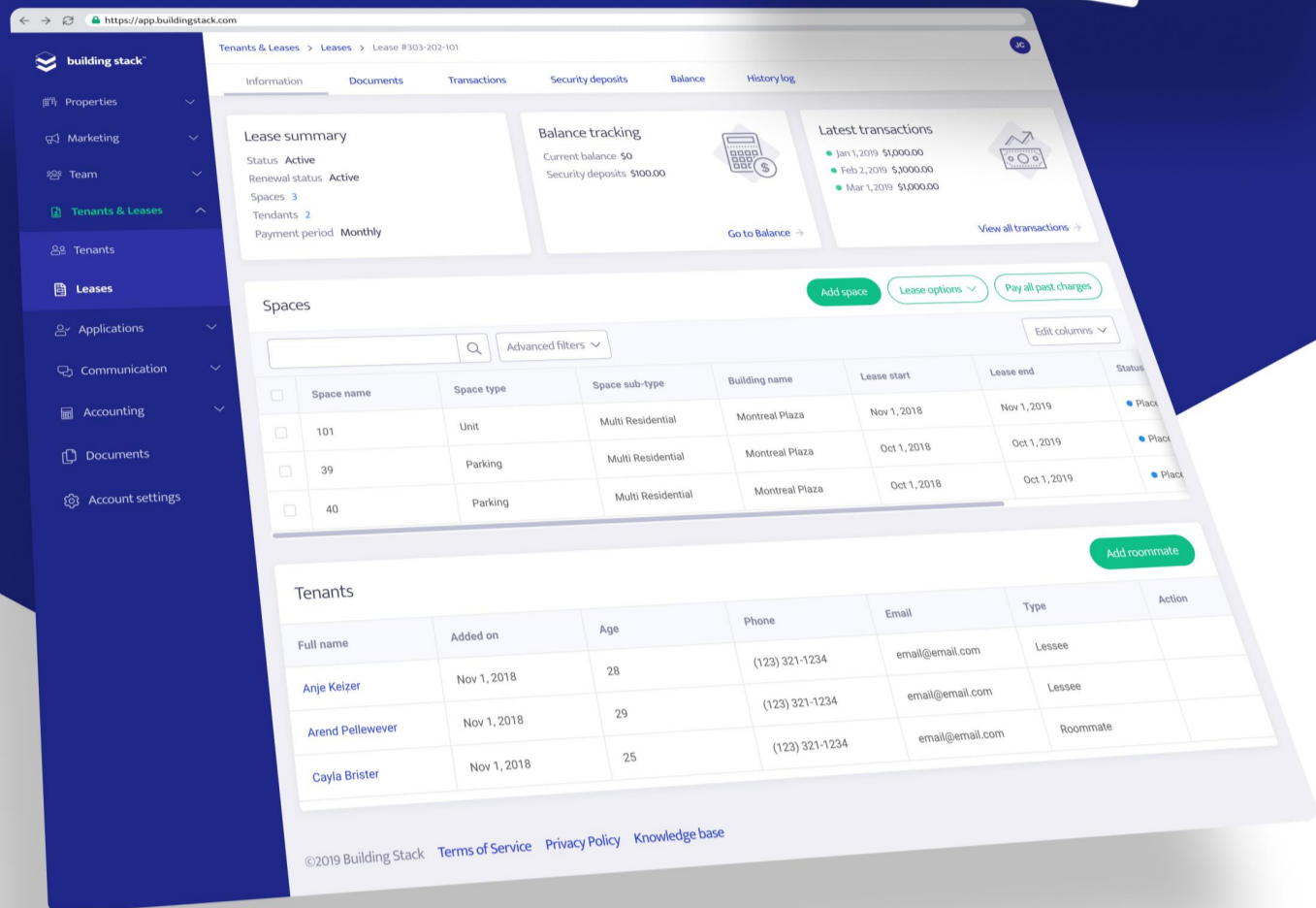
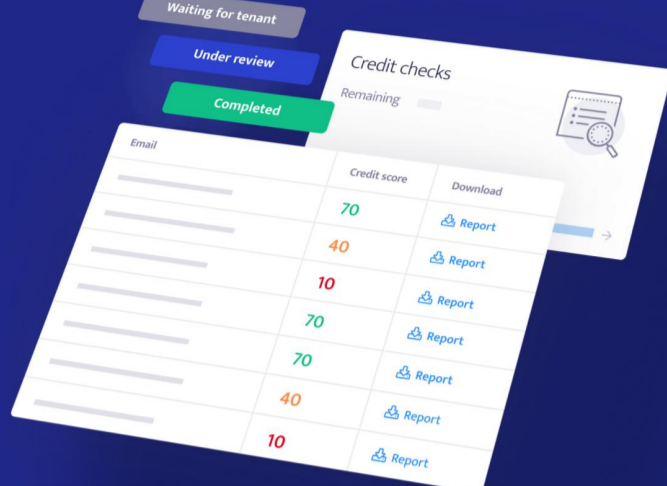


A Design Story by John Chan

Former Chief Design Officer, 2018–2019
Former Principal Product Designer, 2017–2018



What is Building Stack?

Building Stack is an enterprise-grade web and mobile property management software that helps landlords manage the entire tenant lifecycle in one place.

Summary of my journey (TL;DR)

As Chief Design Officer & Principal Product Designer, there were many milestones during my time at Building Stack, but these six milestones form a great part of my journey.

2017

2019

Lead the product design for v2 web & mobile apps

Business Impact – Increased customer ROI, increased TAM, reduced operating costs

Showcase on page 2

Lead the inception for the product design system

Business Impact – Increased product team velocity, reduced operating costs

Showcase on page 3

Lead the rebrand

Business Impact – Increased TAM, increased CLTV, reduced CAC

Showcase on page 4

Lead the inception for the brand design system

Business Impact – Increased design team velocity, reduced operating costs

Showcase on page 5

Lead the inception for design ops & design team hiring

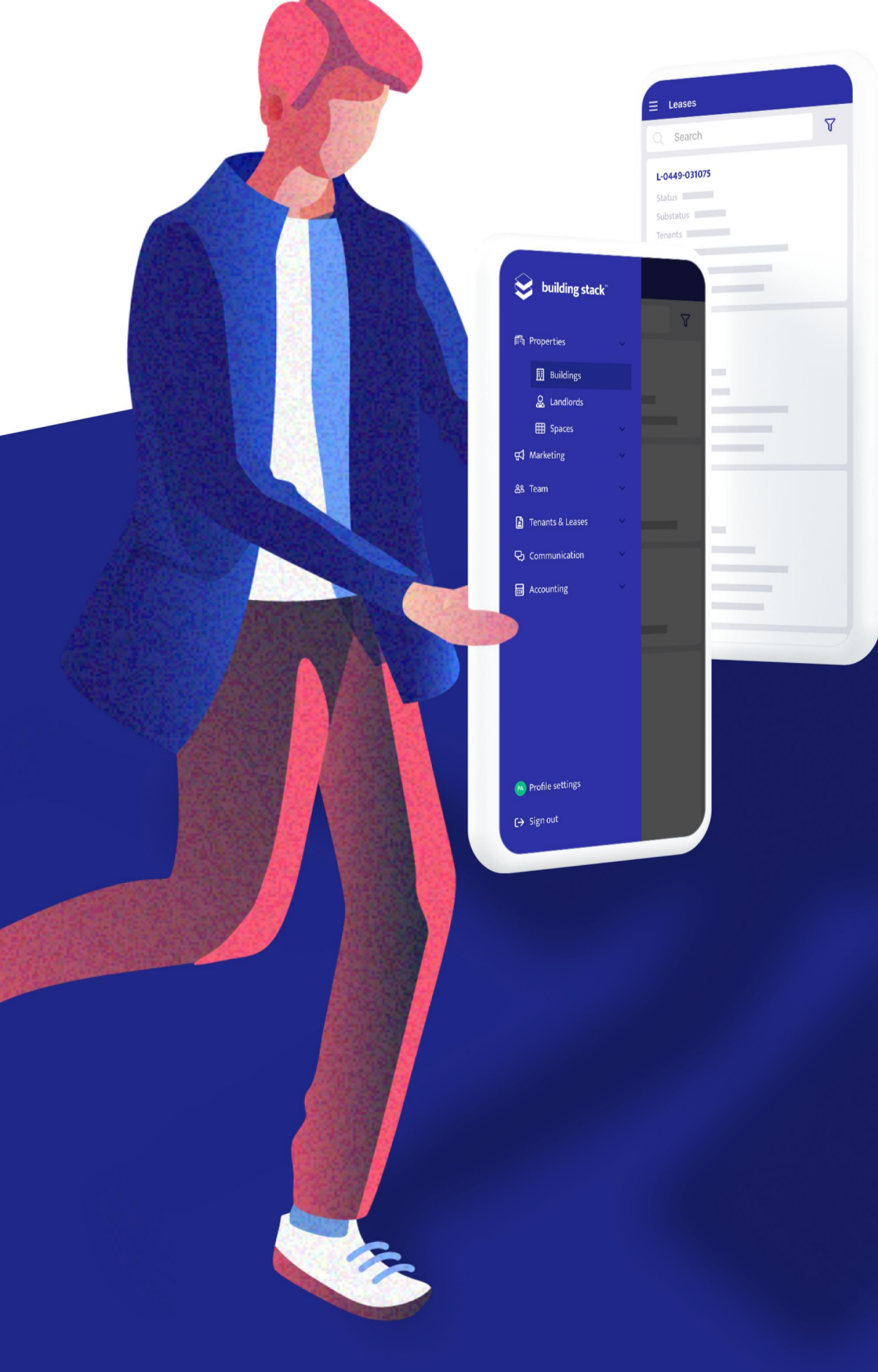
Business Impact – Increased design team velocity, reduced operating costs

The core implementation of design ops allowed for scaling while minimizing management and keeping our output consistent. This touched on recruiting, hiring, embedding designers into the team and providing them with foundational rails in order to promote autonomy, maximize decision making where possible and proactively limit common management bottlenecks.

Lead initiatives across other design verticals

Business Impact – Increased CLTV, increased acquisition, shorten sales cycle

Initiatives were sprinkled across different milestones beforehand, but now came the time for a more consistent approach when pursuing the holistic view of the customer's journey and expanding the design practice into other areas of the organization. At this point, the design practice spanned product, brand, service, communication, organizational and business design.



Lead the v2 product design for web & mobile apps.

Business Impact

Increased customer ROI, increased TAM, reduced operating costs

Improving customer's speed of execution within the product was a priority amongst my plans. This had an immediate increase on their ROI. To further empower customers, self-onboarding interfaces were designed, ranging from getting started with the platform, to upgrading and managing plans when adding new modules.

Lease summary

Status

Renewal status

Spaces

Tenants

Payment period

Balance tracking

Current balance \$

Security deposits \$



Spaces

Space name	Space type	Space details
<input type="checkbox"/>	Unit	<input type="text"/>
<input type="checkbox"/>	Parking	<input type="text"/>
<input type="checkbox"/>	Storage	<input type="text"/>

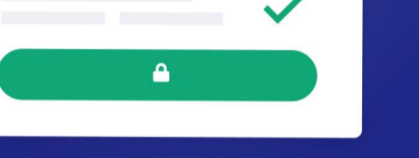
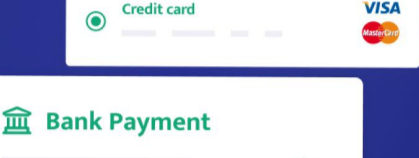
Lease permissions

None View Details Edit Create Remove

CEO

Property manager

Concierge




Lead the inception for the product design system.

Business Impact

Increased product team velocity, reduced operating costs

New components and interfaces could now be designed with less effort, all while shipping more consistent experiences to customers and minimizing recurring implementation discussions with the product development team.

Product design ideation artifacts & process

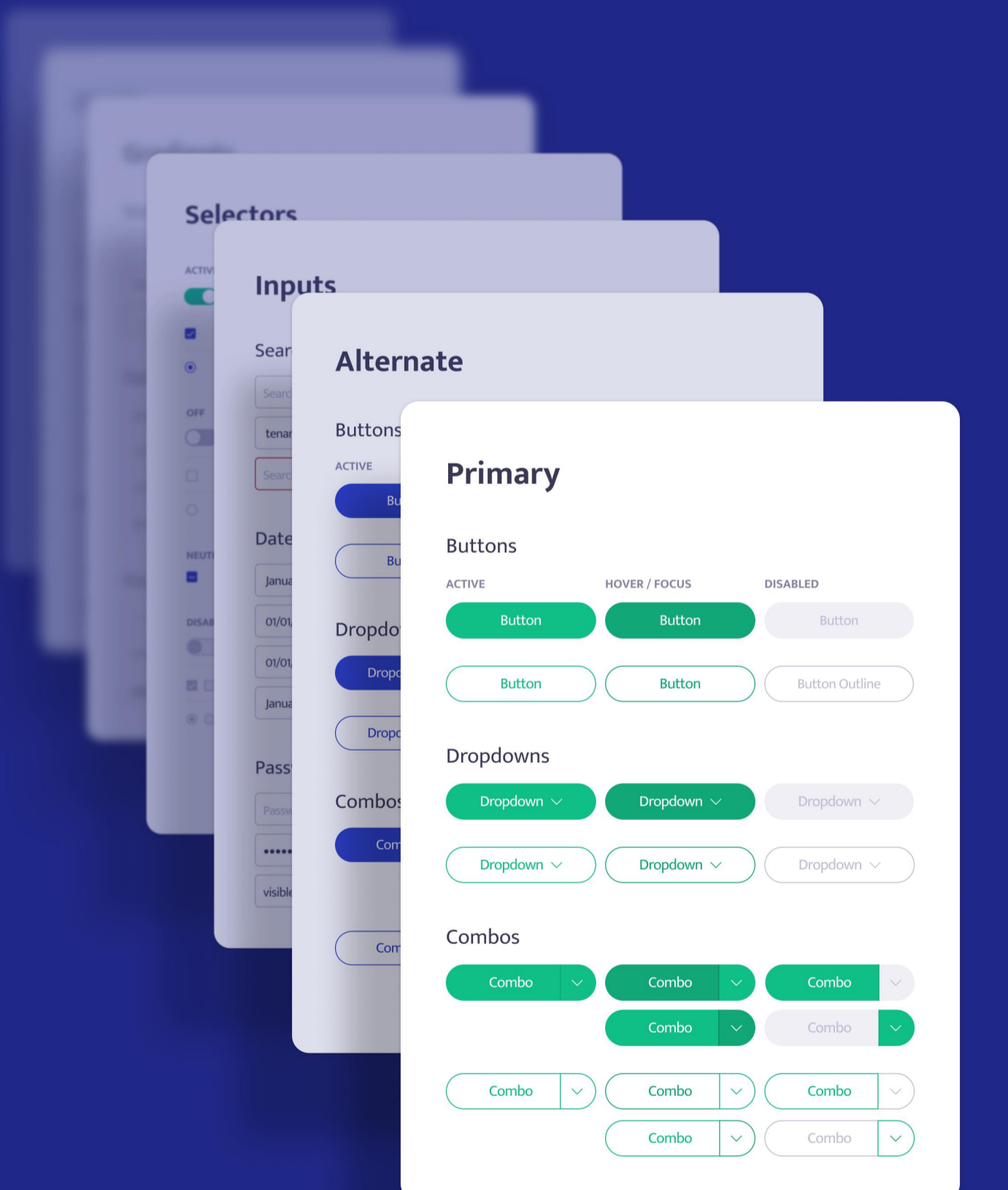
Establishing a holistic vision of the current and upcoming product, in combination with a clear customer journey, was foundational in helping us identify the highest value interactions to focus on.

Joining as the company's first formal in-house designer is always both thrilling and challenging, as the selection of artifacts can be limited. To help the team, additional deliverables both at the design and business levels were iterated on, which allowed us to take clearer decisions and further mitigate risk when moving onto development.



Fueling the product design system.

A comprehensive design system inspired by Atomic Design principles and tailored to meet Building Stack's needs, both at the customer and product development level.



Lead the rebrand.

Business Impact

Increased TAM, increased, CLTV, reduced CAC

The organization was now equipped with bigger picture brand positioning, coupled with specific value propositions for each segment and audience, which made getting to the *aha!* moment of the product easier than ever in the eyes of customers.

An evolution from the inside out.

A new chapter was starting and my mission was to ensure that story was felt, heard and seen. Rebranding wasn't just changing name and visual aesthetics. It was a byproduct of the organization evolving at different levels as a whole.

Beyond a coat of paint, we gutted the building to the studs and rethought existing paradigms to ensure that the organization's culture supports its team and customers for years to come.

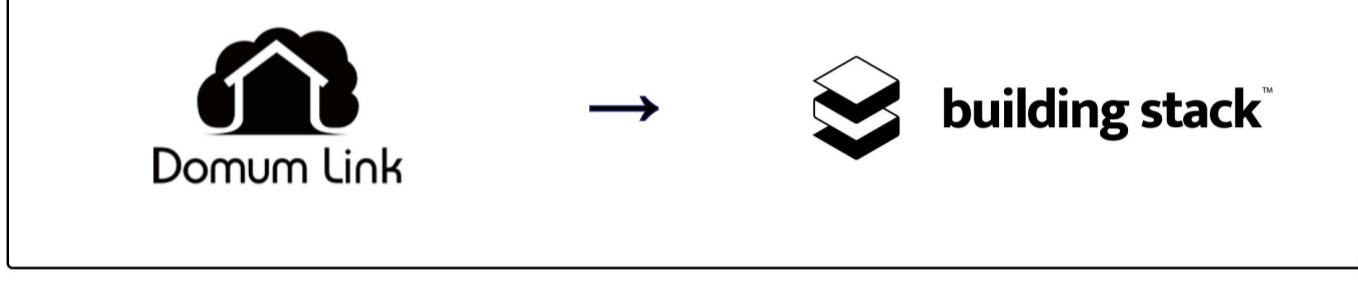
From a product perspective, an evolution of the design and technology. From an organizational perspective, an evolution of the mission, vision, values and culture. Both cases introducing new concepts and better ways of doing.

Capitalizing on communicating the transformative story of that journey added value to the brand, and the ability for customers not only to buy into the product, but the organization that is making that product a possibility.

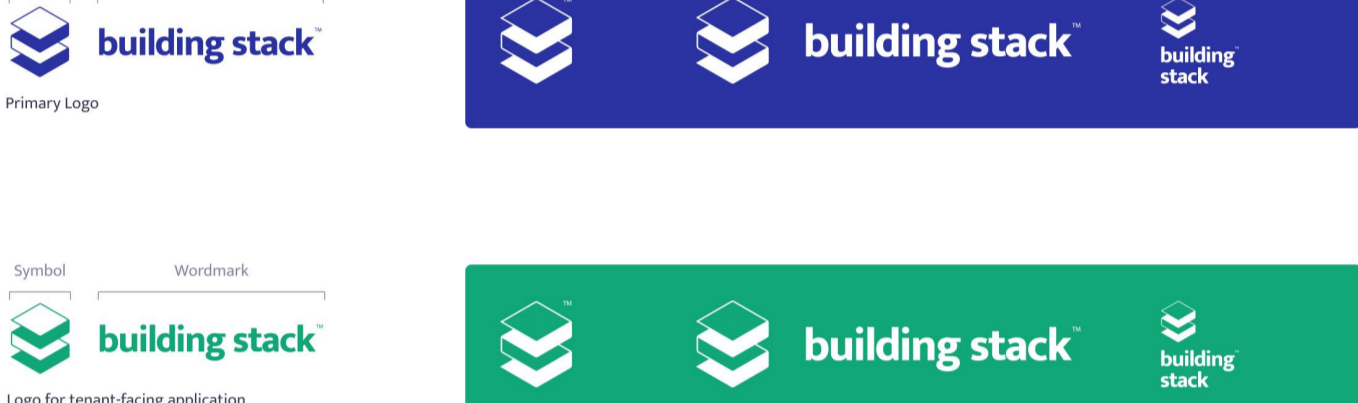
One brand, two audiences.

A distinct trait of Building Stack's brand is its ability to utilize its color palette to address its two-sided market.

A key goal of the rebrand was to reposition itself away from the "homey feeling" of the Domum Link brand and cater more towards the enterprise market segment, all without making it seem too corporate to tenants.

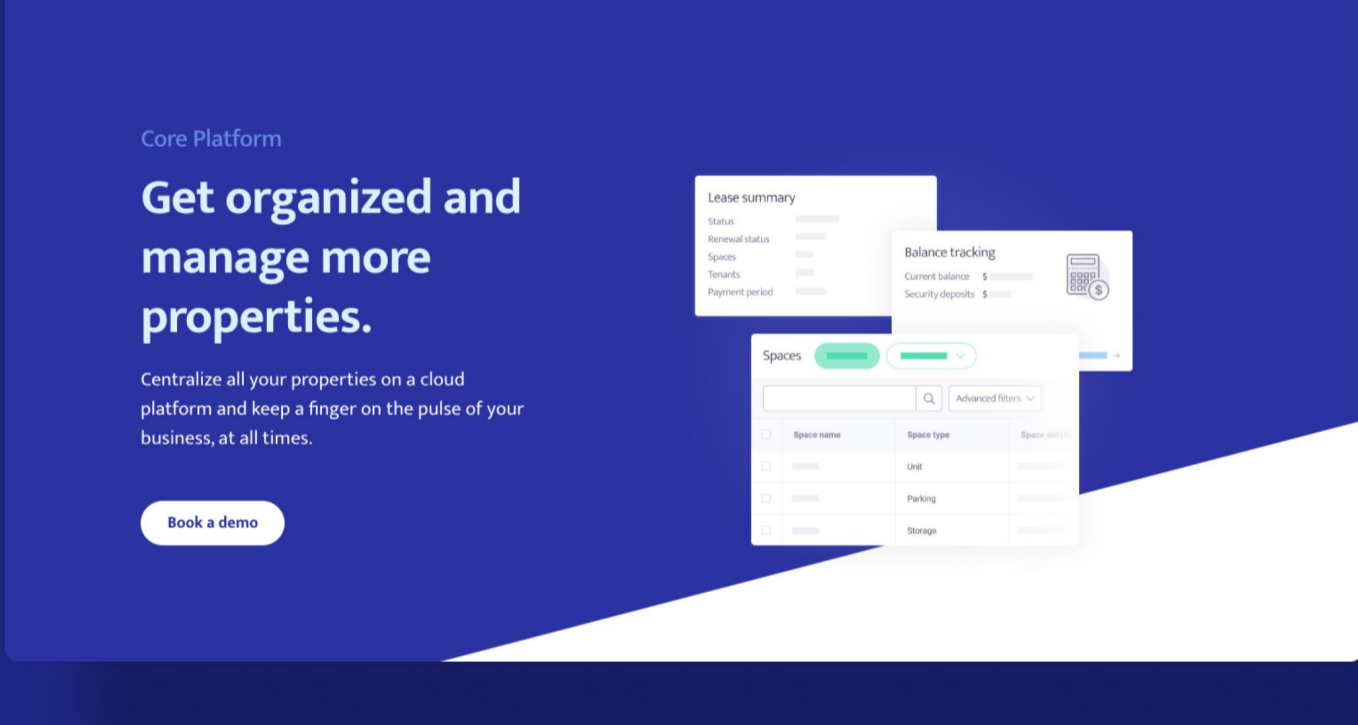


The concept that stood out during ideation utilized a primary color for each audience while mixing in the secondary color as a support. In this case, blue being the more corporate/enterprise side of the brand, while green is used for the tenant facing side.

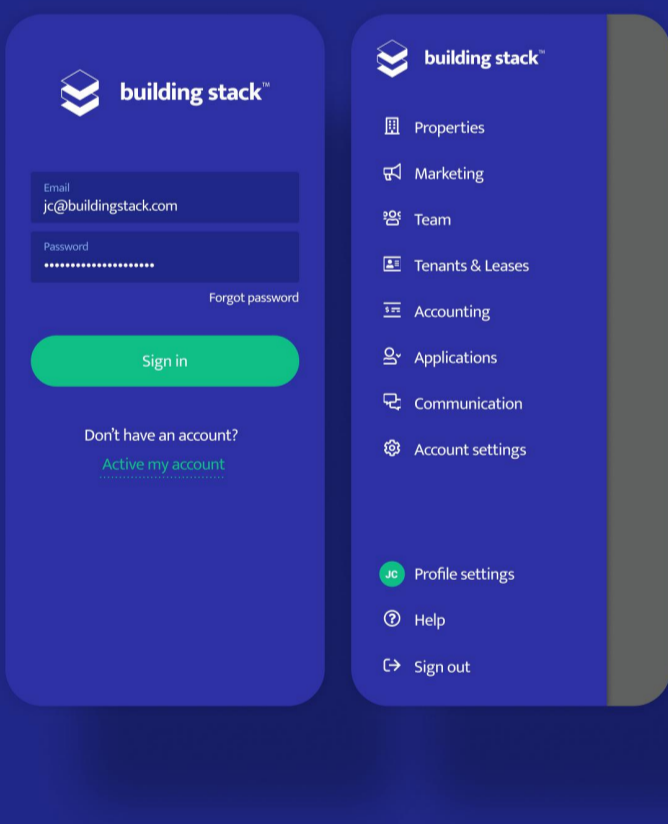


Property managers

Property manager branded website

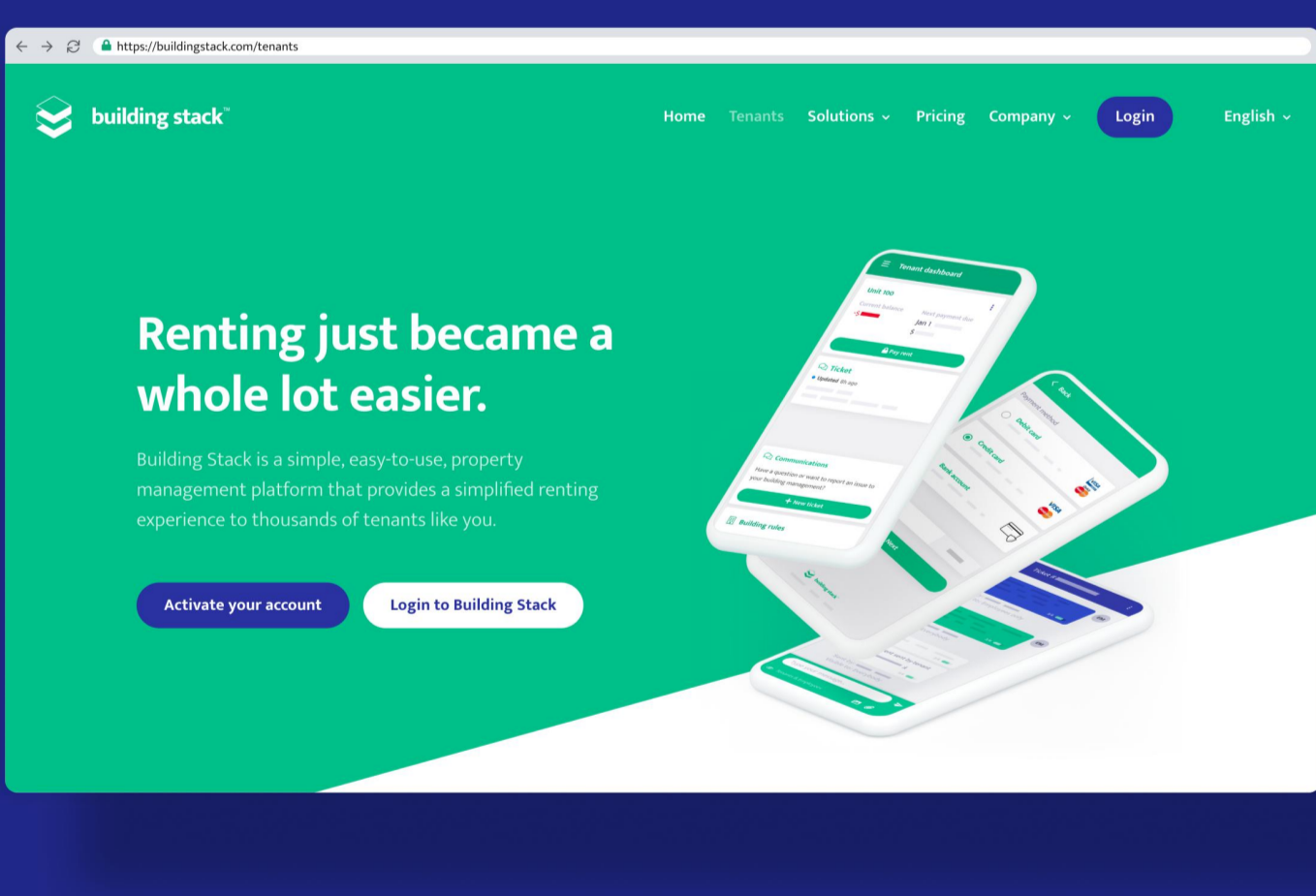


Property manager branded mobile login

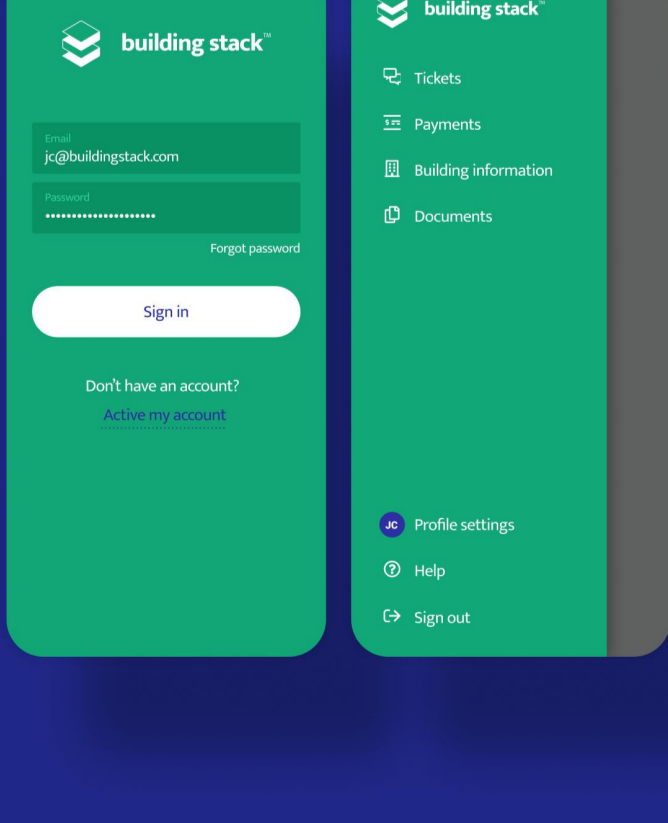


Tenants

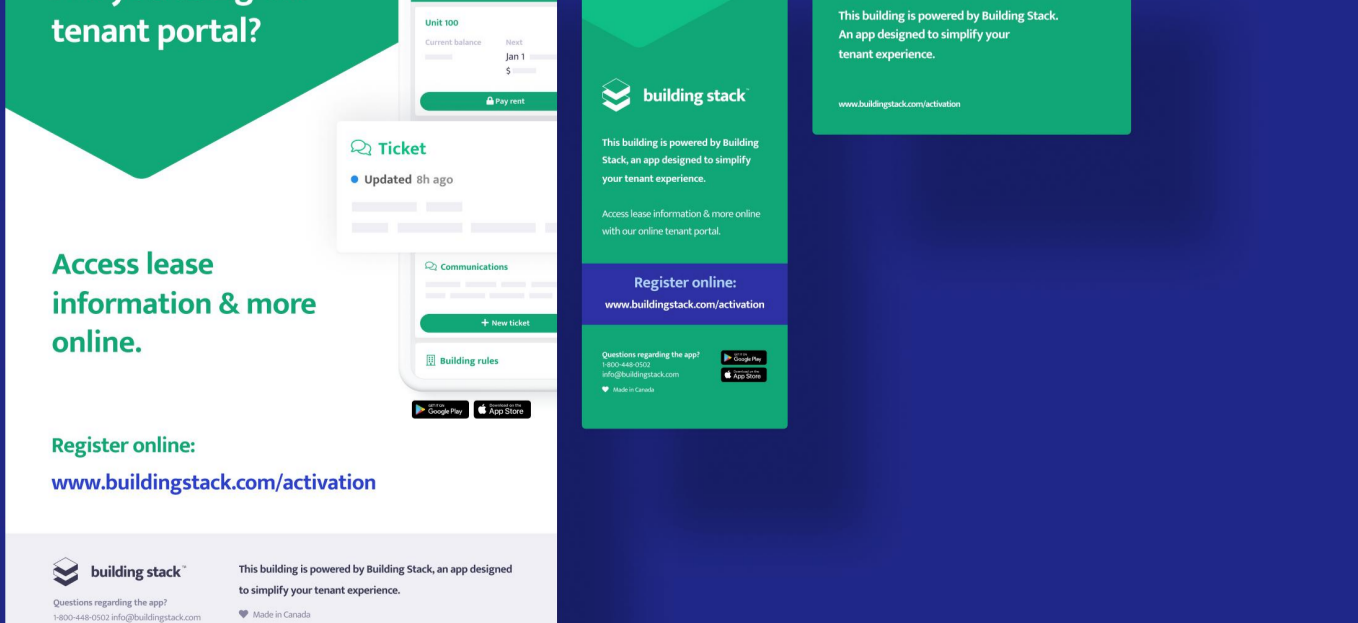
Tenant branded website



Tenant branded mobile login



Tenant branded collateral



Lead the inception of the brand design system.

Business Impact

Increased design team velocity, reduced operating costs

While the brand system gave designers an easier way to quickly explore and expand using a common visual language, it also allowed our different teams and customers to use the brand with minimal involvement from the design team. This drastically saved back and forth on an art direction and project management level.

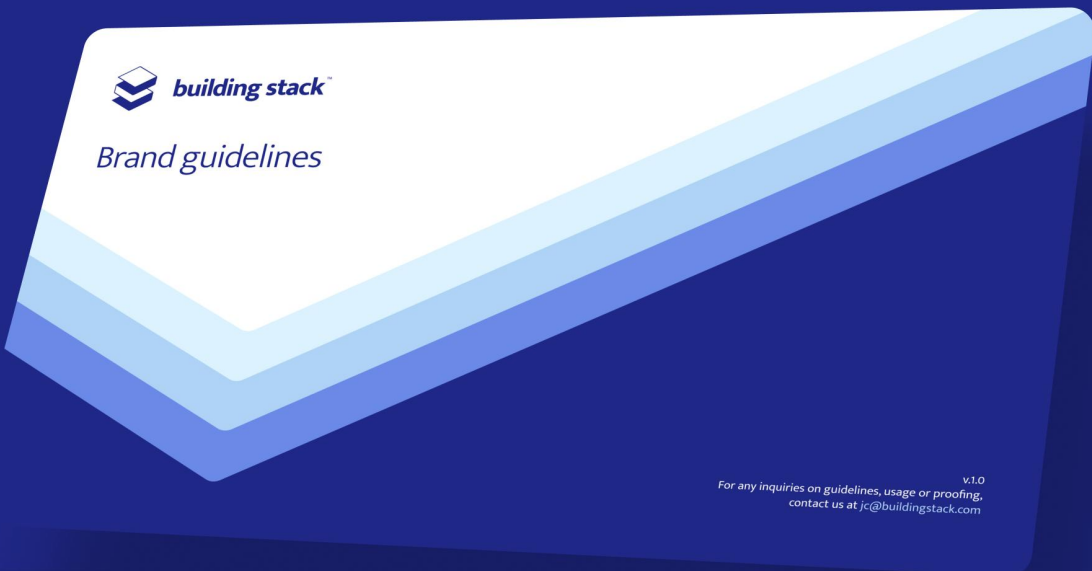
Brand ideation artifacts & process

During the ideation phase, diverse artifacts involving keywords, logos, and supporting elements were explored on paper, followed by different combinations of moodboards to properly highlight their attributes.



Brand guidelines & system

When the new brand reached an adequate level of maturity, guidelines for internal and external use were created to simplify and promote consistent usage beyond the hands of the design team.



Brand personality

All brands have personalities. This personality impacts experience, drives tone of voice, message and appearance. It is apparent in all that our brand says and does.

	++	+	-	+	++
Reliable	●	●	●	●	●
Laid-back	●	●	●	●	●
Carefree	●	●	●	●	●
Organized	●	●	●	●	●
Conservative	●	●	●	●	●
Risk taking	●	●	●	●	●
Hard working	●	●	●	●	●
Careful	●	●	●	●	●
Spontaneous	●	●	●	●	●
Openminded	●	●	●	●	●

Visual identity

It represents how the company creates a cohesive stack of services on which property businesses can run their operations.

- Blue logo should be used when employee facing
- Green logo should be used when tenant facing

Logo
Our logo consists of two elements, the symbol and wordmark.



Symbol
The Building Stack symbol should be used sparingly by itself, it is best applied when paired with the logotype.

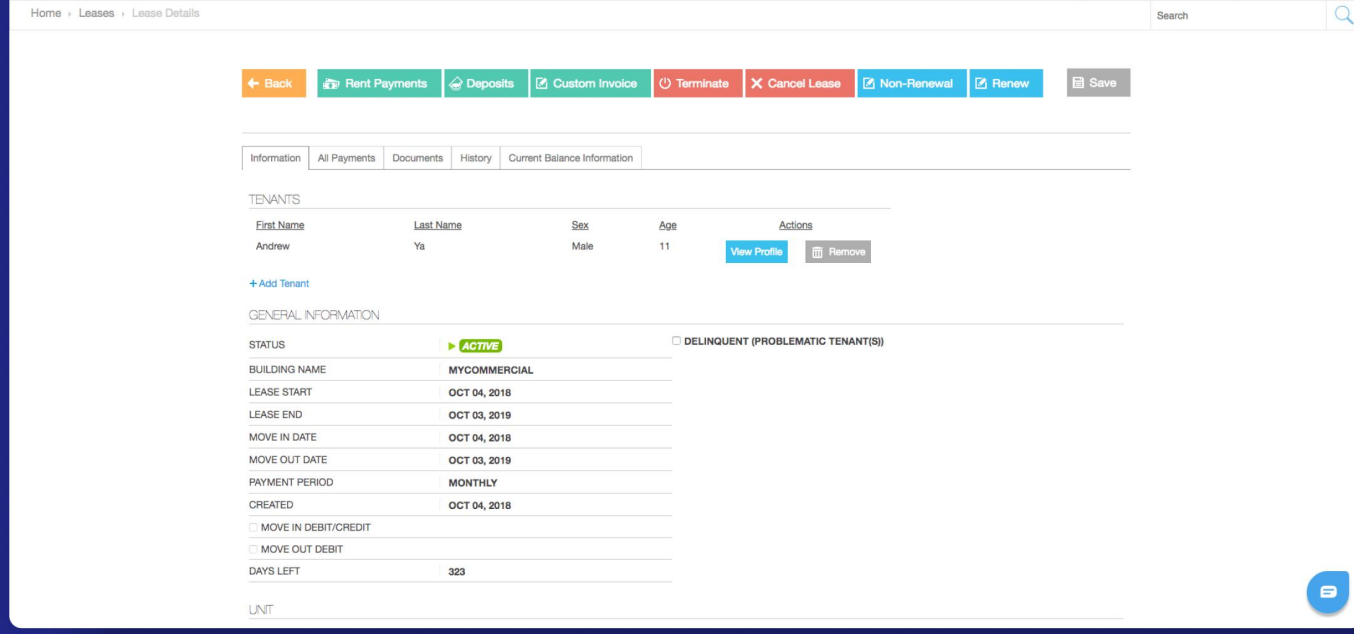


Before and after

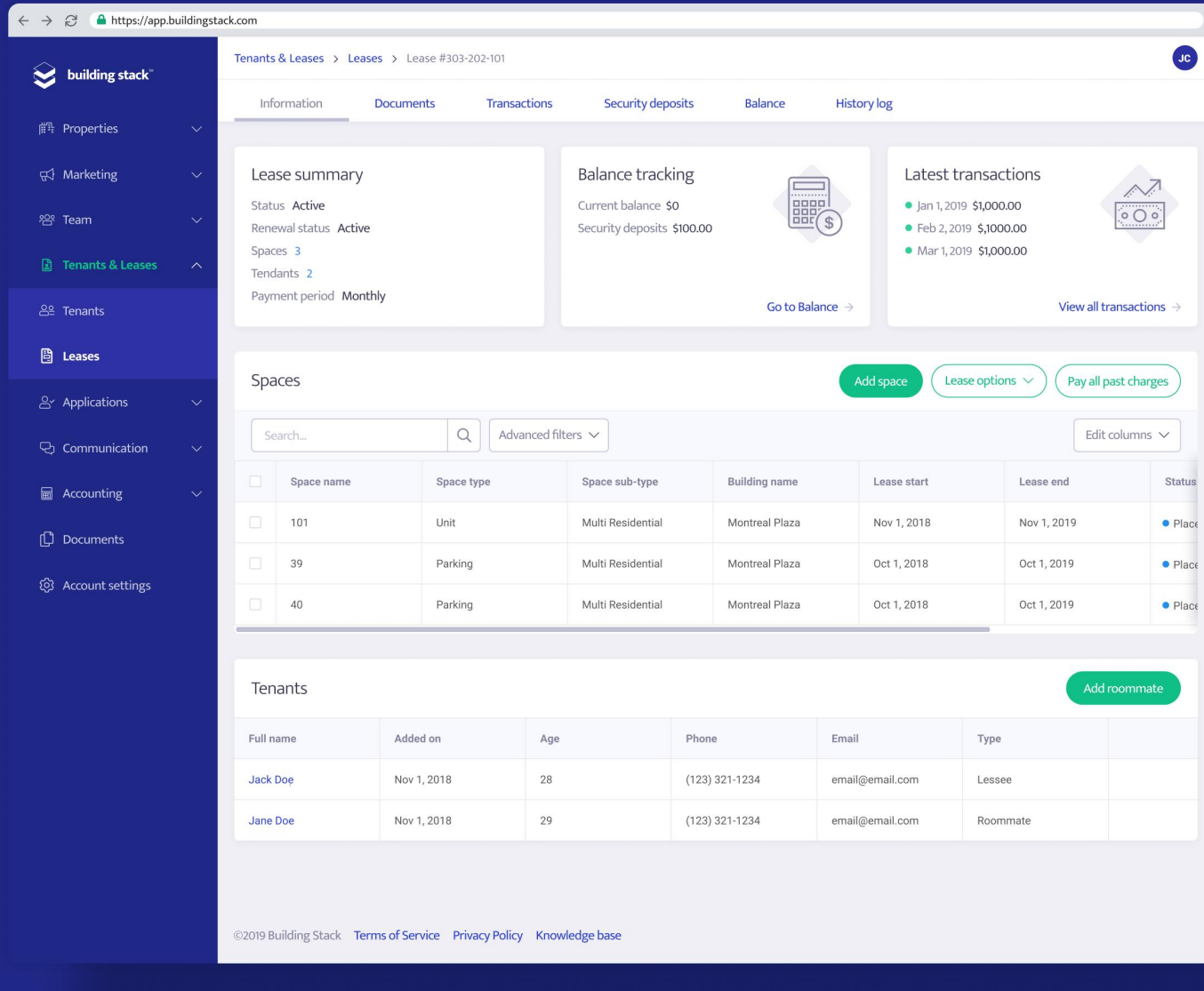
A little piece of history.

Comparing the applied results of the new brand design system and product design system.

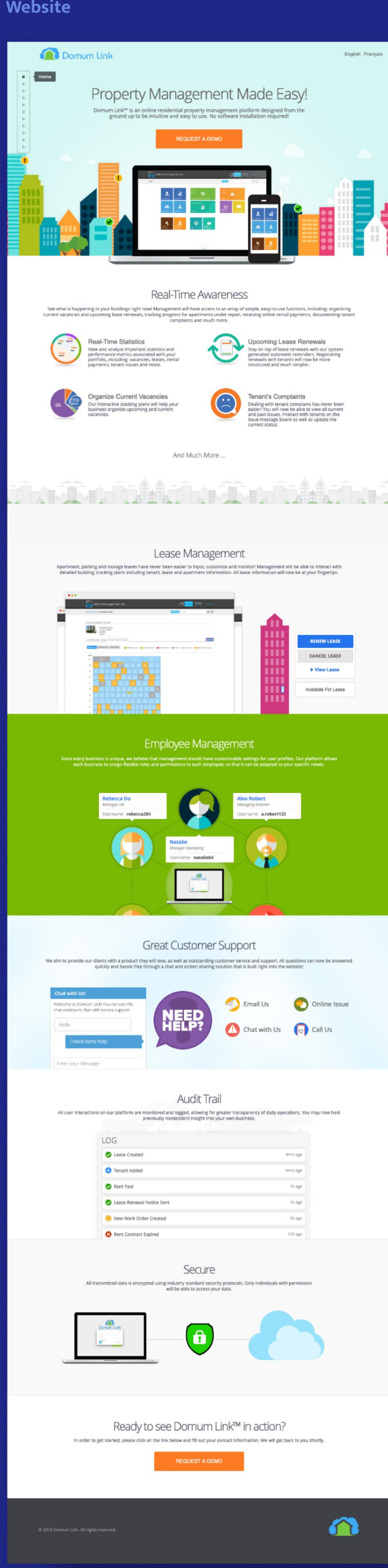
Before, as Domum Link Web app v1 – Lease details



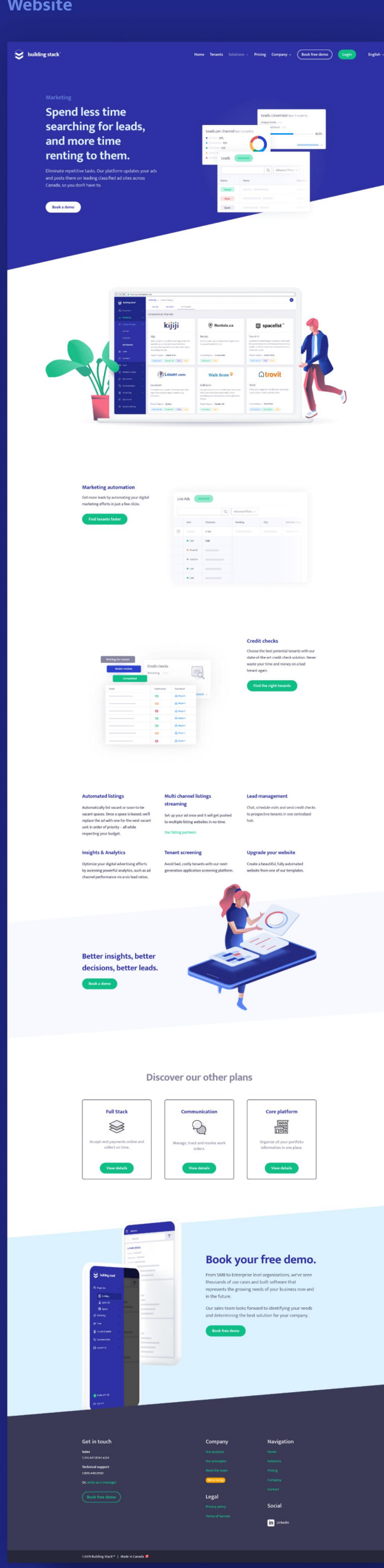
After, as Building Stack Web app v2 – Lease details



Before, as Domum Link Website



After, as Building Stack Website



Before, as Domum Link Business cards



After, as Building Stack Business cards



Business card images may seem blurry or off-color. They are actual pictures of the cards projected onto the mockups.

Teamwork makes the dream work.

Success is always the sum of its parts, and this is no different.

While the coordination and execution of this work hinged on my experiences in design, business and leadership; collaboration was the driving factor that made these impactful design outcomes possible.

Shoutouts

Here are designers and teams I'd like to thank for their insights and collaboration throughout this process:

Design collaborators

Sebastian

In-house designers

Phillipe, Waqas

In-house teams

Marketing, Sales, Customer Success, Product, Development and Ops

And to conclude, thank you to the co-founders of the organization, Pablo & Jon, for taking part in the value that design brought to the organization during my stay.

That's a wrap 🥳 Goodbye!

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