

# ConstructConnect Case Study

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## Leadership, Strategy, & Management

### Vision and Team Development

As the Product Design Leader at ConstructConnect, I was responsible for developing and executing a comprehensive product design strategy aligned with product management and the company's long-term objectives. I led cross-functional workshops, bringing together leaders from across the business to create a unified North Star vision. Through alignment to our executive OKRs, I ensured that strategic goals were clearly communicated across the teams, empowering them to make informed, goal-driven decisions. These efforts supported a cohesive roadmap that produced sustained growth and product innovation.

### Empowering and Scaling a High-Performing Team

Scaling the UX organization by 300% required not only expanding the team but also fostering a culture of growth, collaboration, and inclusivity. I introduced mentorship programs, UX workshops, and a remote-friendly onboarding process to nurture both individual and collective talent. By building a supportive team environment and encouraging open communication, I boosted engagement and team cohesion, as reflected in our Gallup scores, which improved from 3.83 to 4.58, moving from the 38th to the 92nd percentile over my tenure. These initiatives were instrumental in creating a team that is agile, resilient, and equipped to tackle complex design challenges.

### Data-Driven Decision-Making

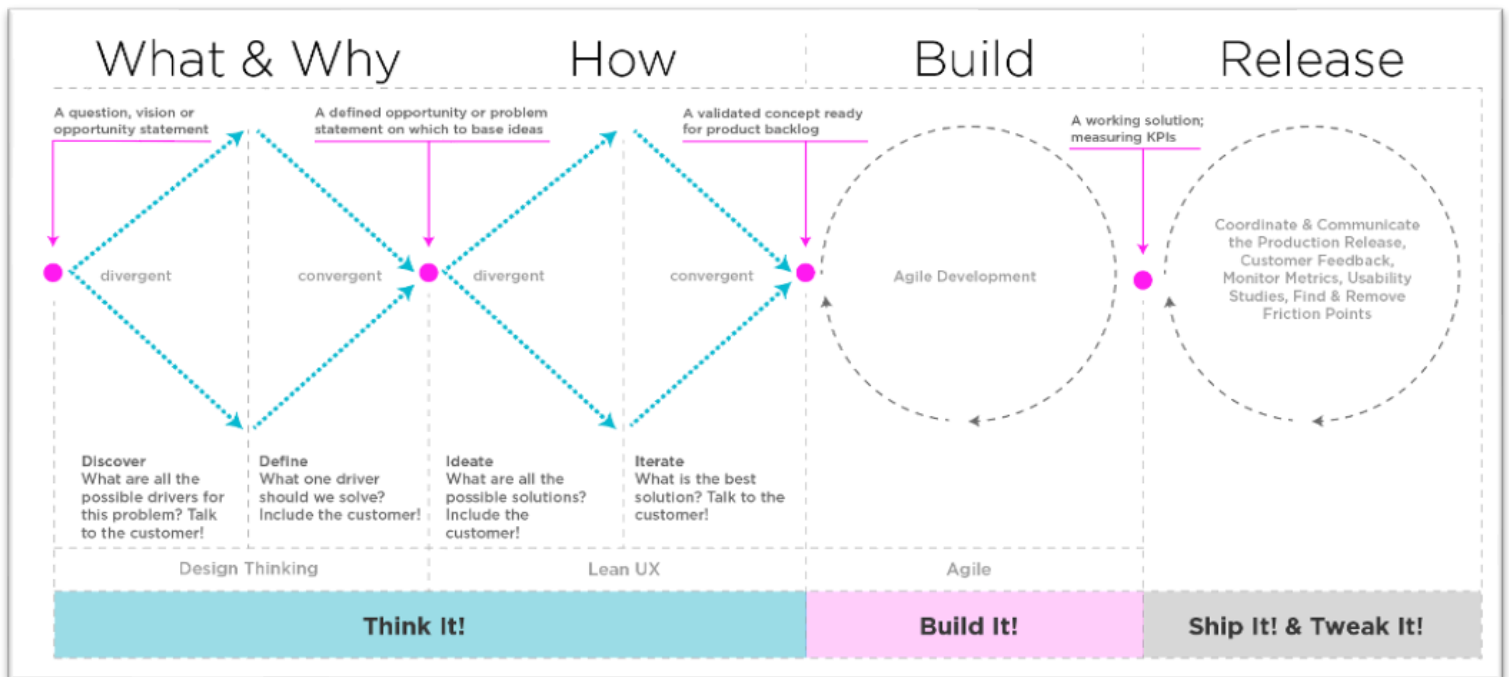
A strong advocate for data-informed design, I embedded both qualitative and quantitative insights into our product development process. By leveraging user feedback sessions, usability studies, and product usage metrics, I ensured that each design decision was backed by solid



data. For example, user satisfaction scores informed our iterative design updates, while engagement metrics guided prioritization within the product roadmap. This approach enabled our team to create products that resonate with users, contributing directly to increase in user acquisition and improved retention rates.

### Process Improvement and Agile Integration

To optimize productivity and collaboration, I implemented a User-Centered Design (UCD) methodology within an agile framework. Establishing a UX Kanban flow with clear Work-in-Progress (WIP) limits, I created transparency across teams and improved alignment on OKRs. This structure not only streamlined our workflow but also empowered team members to make tactical decisions autonomously, accelerating project timelines. Additionally, by integrating frequent user testing and feedback loops within our sprint cycles, we continuously refined our products to better meet user needs, which enhanced overall efficiency and satisfaction.

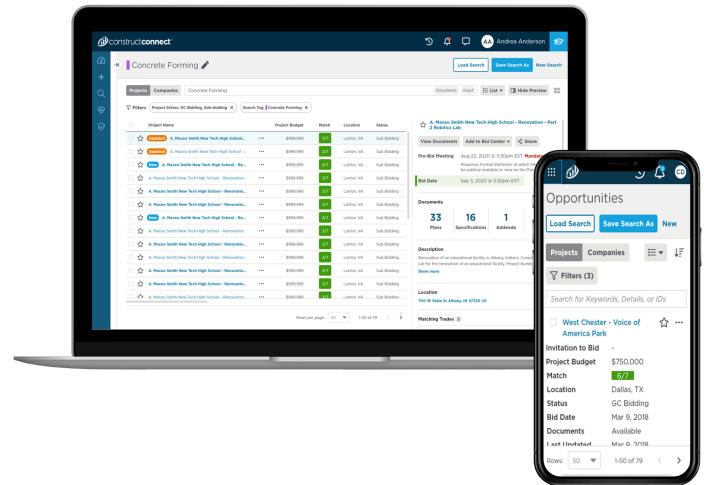


# ConstructConnect Project Intelligence

## Product Overview and Solution

The ConstructConnect Project Intelligence allows users to search, assess, and qualify projects tailored to their specific needs. This product includes:

- A robust and customizable table tailored by trade and project scope.
- An innovative Match Score algorithm based on user profiles.
- Visual sorting indicators and a responsive design for on-the-go access.
- **Digital Doc Viewer:** Enabled easy access and searching within project plans and documents, improving organization and clarity.



## Impact and Results

By optimizing the data presentation and search interface, user engagement increased as users found it easier to locate relevant projects quickly and efficiently.

# ConstructConnect Bidder Management

## Product Overview and Solution

ConstructConnect Bidder Management is a powerful tool for general contractors (GCs) to manage the invitation-to-bid process. This feature-rich tool enables GCs to:

- **Find and Manage Bidders:** Helps GCs identify the right bidders and oversee each project.
- **Project Communication Management:** Centralizes communication and coordination with bidders to maintain clear, organized project workflows.
- **Bid Package Management and Leveling:** Allows contractors to receive and level bid packages with ease.

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- **Risk Management Integration:** Integrates with ConstructConnect Risk Management to assess and manage the risks associated with selecting bidders, ensuring GCs have the best partners for successful project outcomes.

### Impact and Results

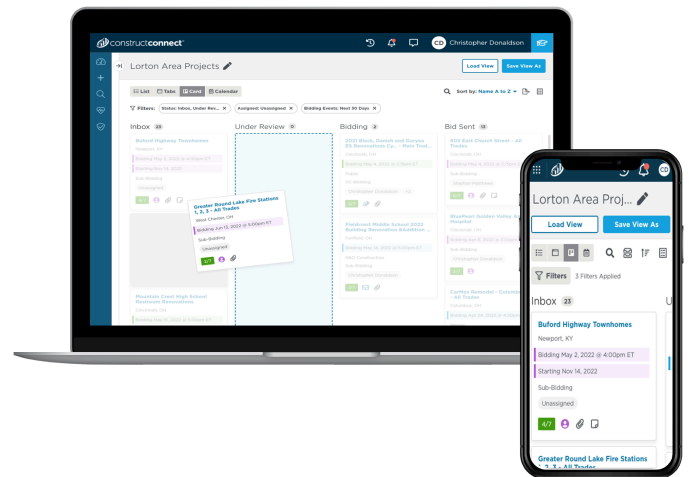
This tool has improved the bidding process by providing general contractors with enhanced control over project bids and risk management. The integration of risk assessment capabilities has reduced project delays and improved decision-making accuracy in contractor selection.

## ConstructConnect Bid Center

### Product Overview and Solution

The ConstructConnect Bid Center was designed to help contractors organize and manage their bidding workflows in conjunction with Project Intelligence. Key features include:

- **Multiple View Options:** Including Kanban, Calendar, List, and Table views to suit diverse workflow preferences.
- **Data and Status Indicators:** Quick visual cues for project status, assignment, bid dates, and other essential data points.
- **Custom and Saved Views:** Enhanced efficiency by allowing users to create and save views tailored to their needs.



### Impact and Results

By empowering contractors to organize and streamline their bid management process, this enhancement contributed to a ~10% increase in workflow efficiency, allowing users to focus on high-priority projects and maximize productivity.

# ConstructConnect Takeoff

## Product Overview and Solution

ConstructConnect Takeoff modernizes the bidding and estimation process by providing contractors with tools to digitally prepare accurate bids. Key features include:

- **AI-Assisted Takeoff:** Leveraged AI technology to automate tedious portions of the bid and estimation process, significantly reducing the time required for measurements and calculations.
- **Measurement and Integration Tools:** Provided digitized linear, area, and count itemizations integrated with estimating tools, allowing contractors to create comprehensive bid proposals ready for submission.



## Impact and Results

The integration of AI into the takeoff process placed ConstructConnect at the forefront of technological advancement in the industry. By minimizing manual tasks and accelerating bid preparation, this innovation has improved efficiency, allowing contractors to focus on strategy and decision-making. These advancements contributed to higher bid accuracy, improved project win rates, and positioned ConstructConnect as a leader in cutting-edge construction technology.

# ConstructConnect Insight

## Product Overview and Solution

With ConstructConnect Insight, the goal was to modernize an outdated interface to better meet market demands:

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- Partnered with engineering to update the User Interface (UI) while maintaining familiar workflows.
- Focused on enhancing visual appeal and usability with minimal disruption.

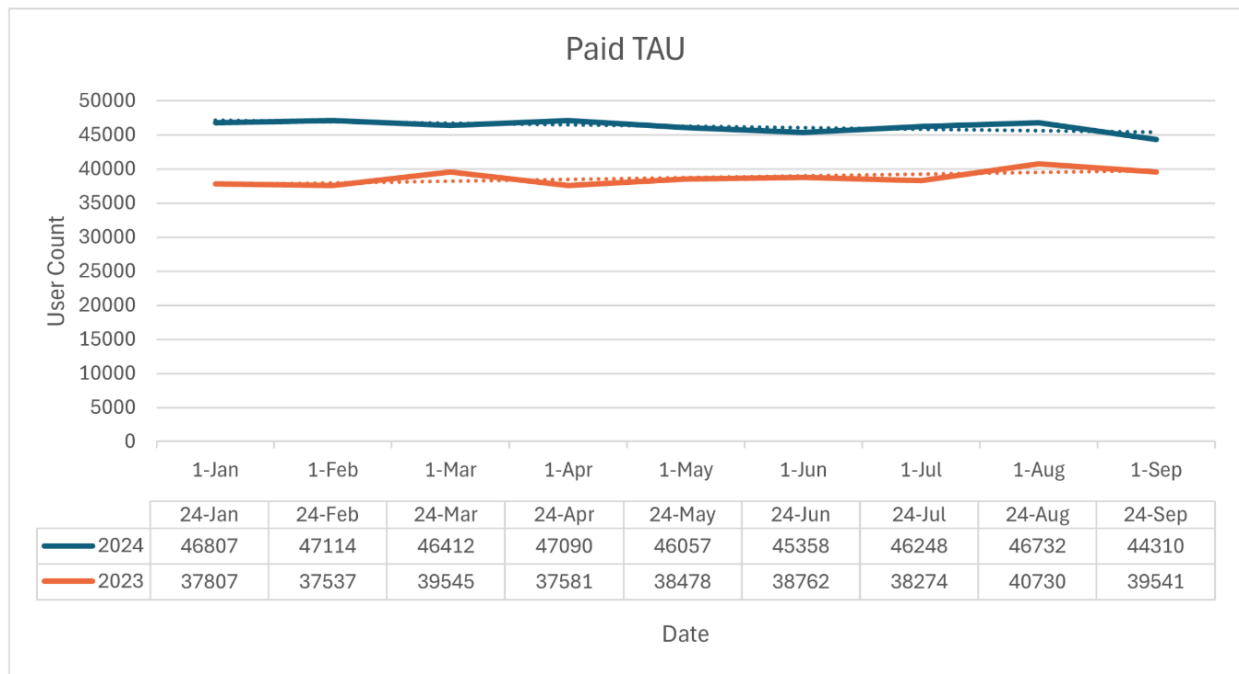
### Impact and Results

This refresh attracted positive feedback from users and resulted in a notable uptick in engagement on this high-revenue platform.

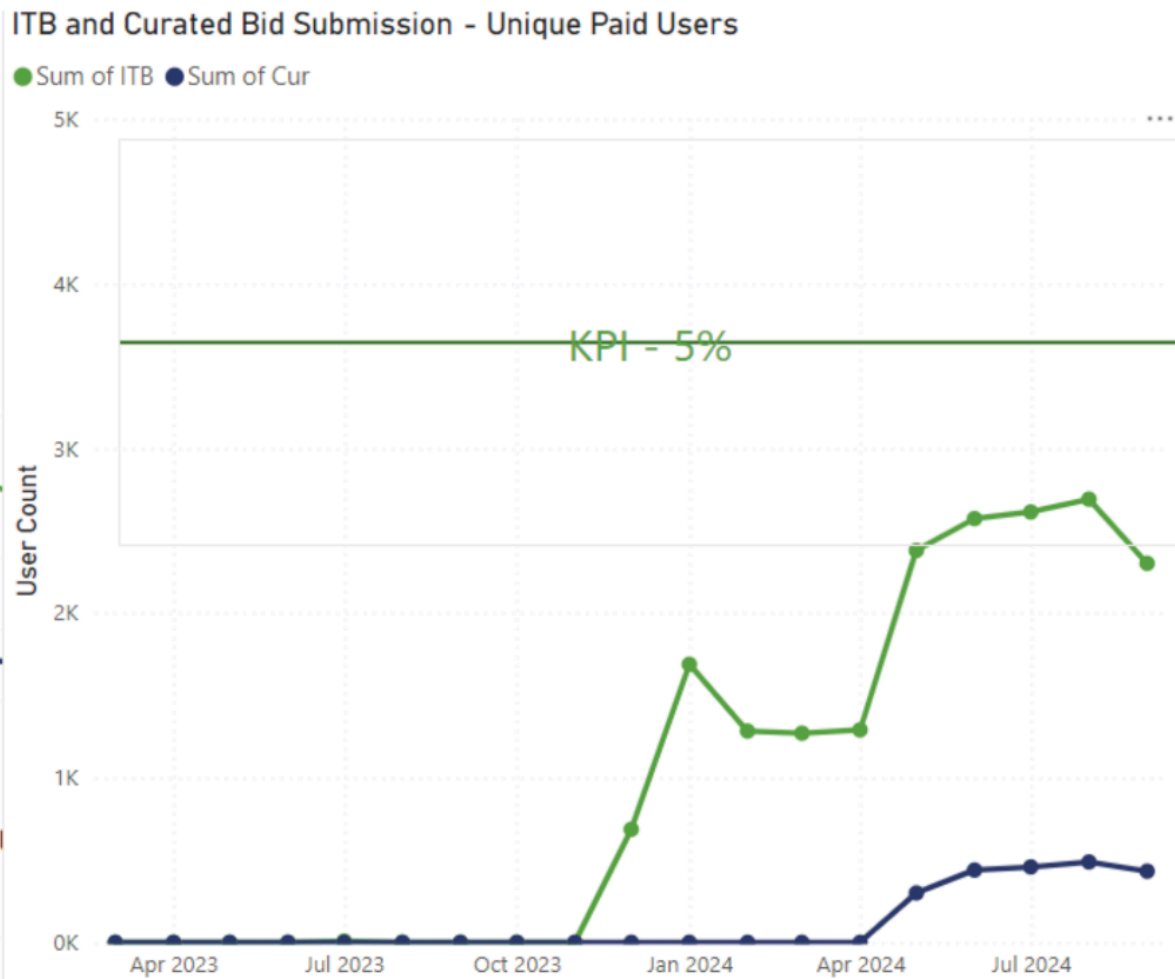
## User Impact & Testimonials

This section highlights real user feedback and metrics that demonstrate ConstructConnect's positive impact on workflow efficiency, accuracy, and ease of use.

### Metrics - Total Active User Year-over-Year Comparison for Project Intelligence



## Metrics - Tracking Feature Adoption of Bid Submission and Comparison of Project Type (Invitation to Bid (ITB) or Curated) in relation to goal KPI



### ConstructConnect Takeoff Customer Testimonial

*"We've become large enough where automation has been really BIG. And setting it up in a way that's manageable to maintain is huge. If I had to create separate templates for every different possible building's assembly, it would be impossible to maintain. So, being able to have these automations built in where I can set it here, and it automatically fills in my takeoff, is huge."*

— Estimator, ConstructConnect Takeoff

### **ConstructConnect Project Intelligence Customer Testimonial**

*"When searching for bidding contractors, everybody I've found is through ConstructConnect, so ConstructConnect has been something like my encyclopedia, you could say."*

– **Service Provider, Project Intelligence**

### **ConstructConnect Document Viewer (part of Project Intelligence and Bid Center) Customer Testimonial**

*"With the color toggle, I am able to quickly compare and contrast what section I am in. It lets me know exactly where I'm at between those two fields and eliminates the guesswork."*

– **Contractor, Project Intelligence**