The Tyranny of Benchmarking

Mike Harding

http://re.vu/mikeharding

twitter: @mah1

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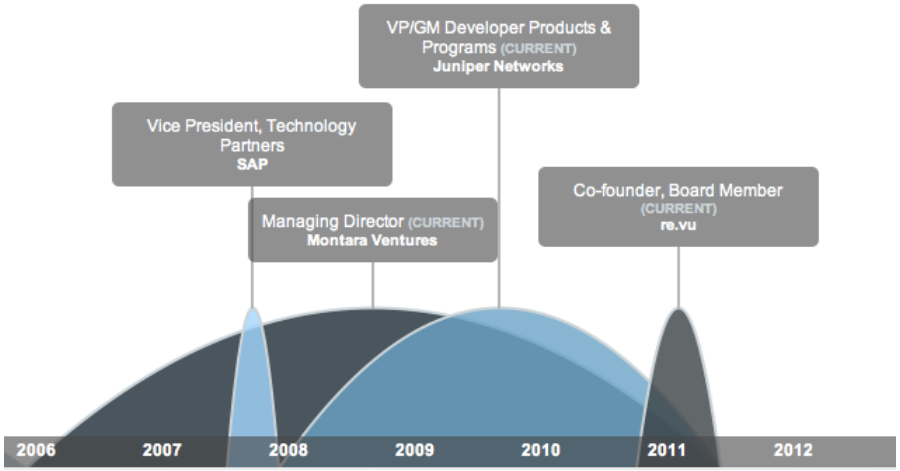

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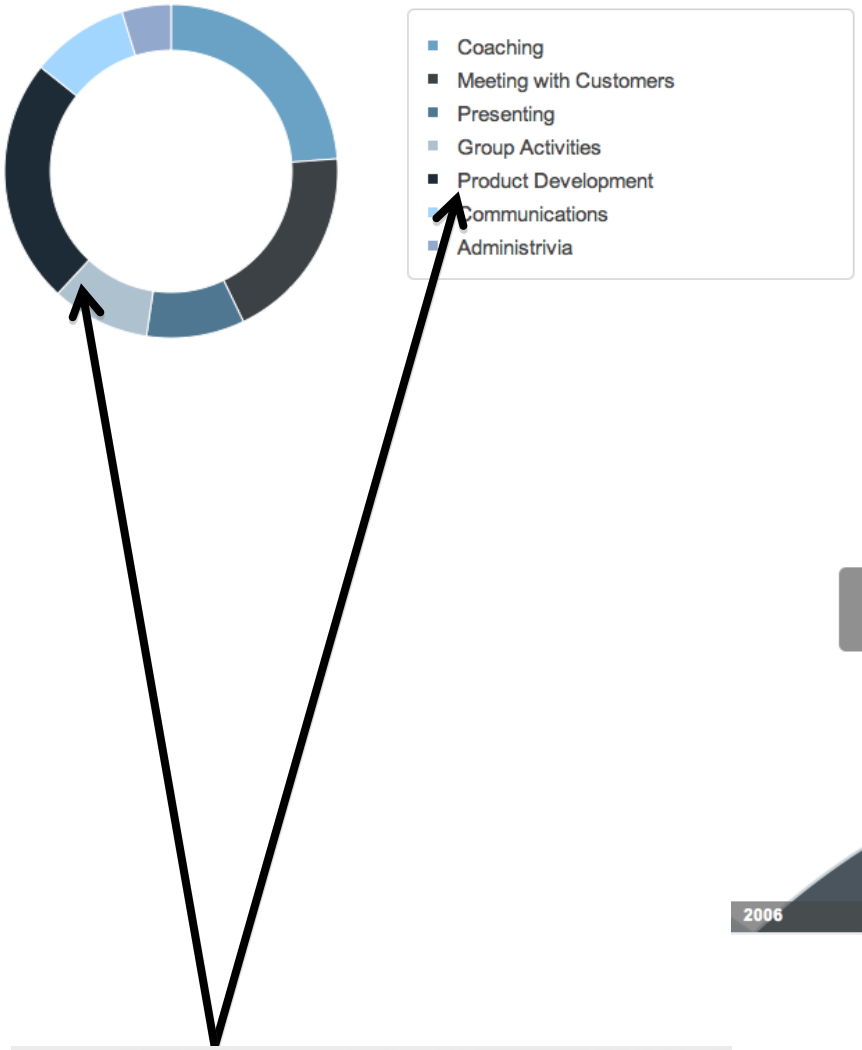
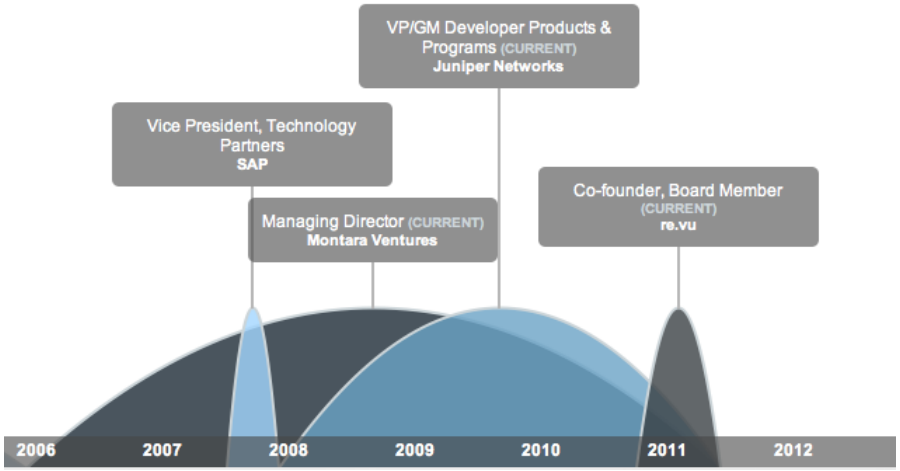
Innovates for Fun and Profit





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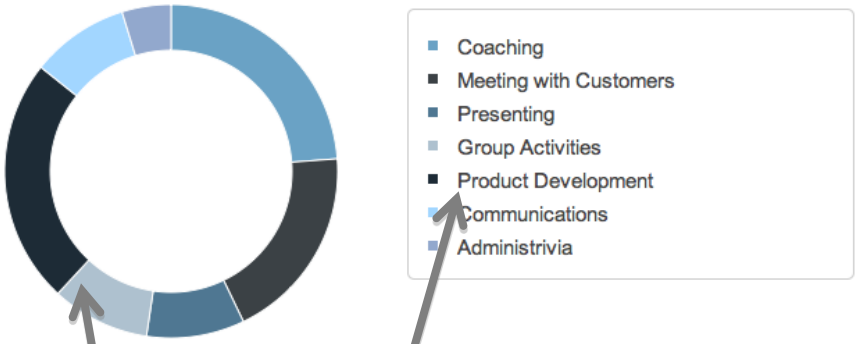

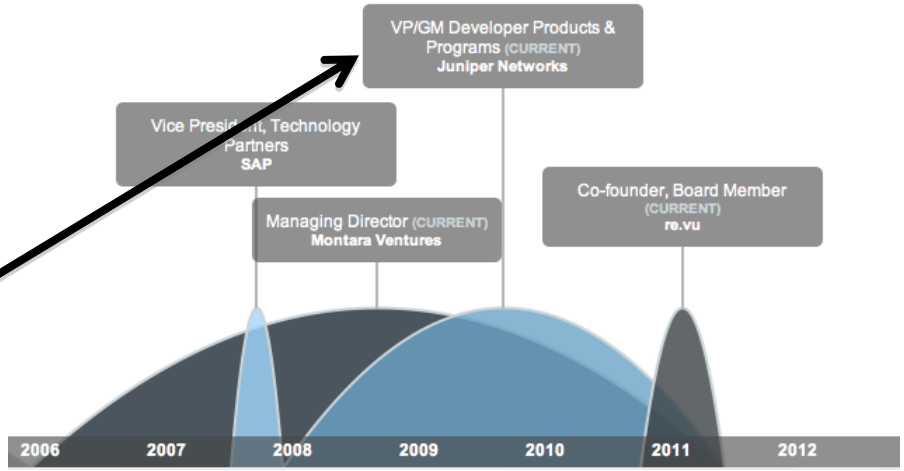

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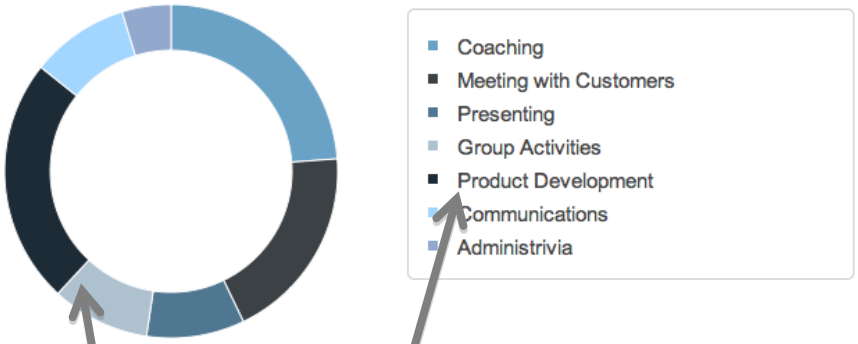

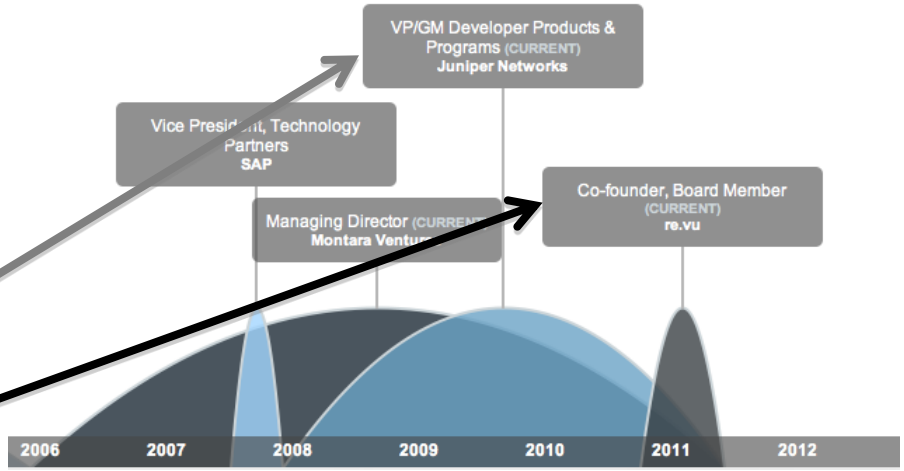

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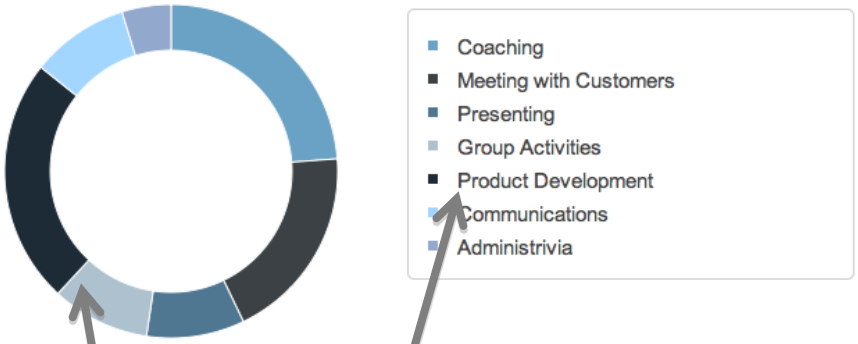

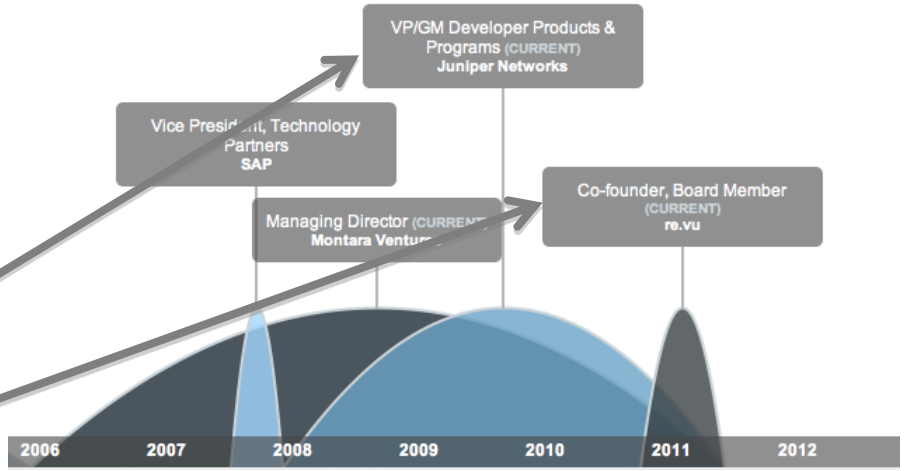

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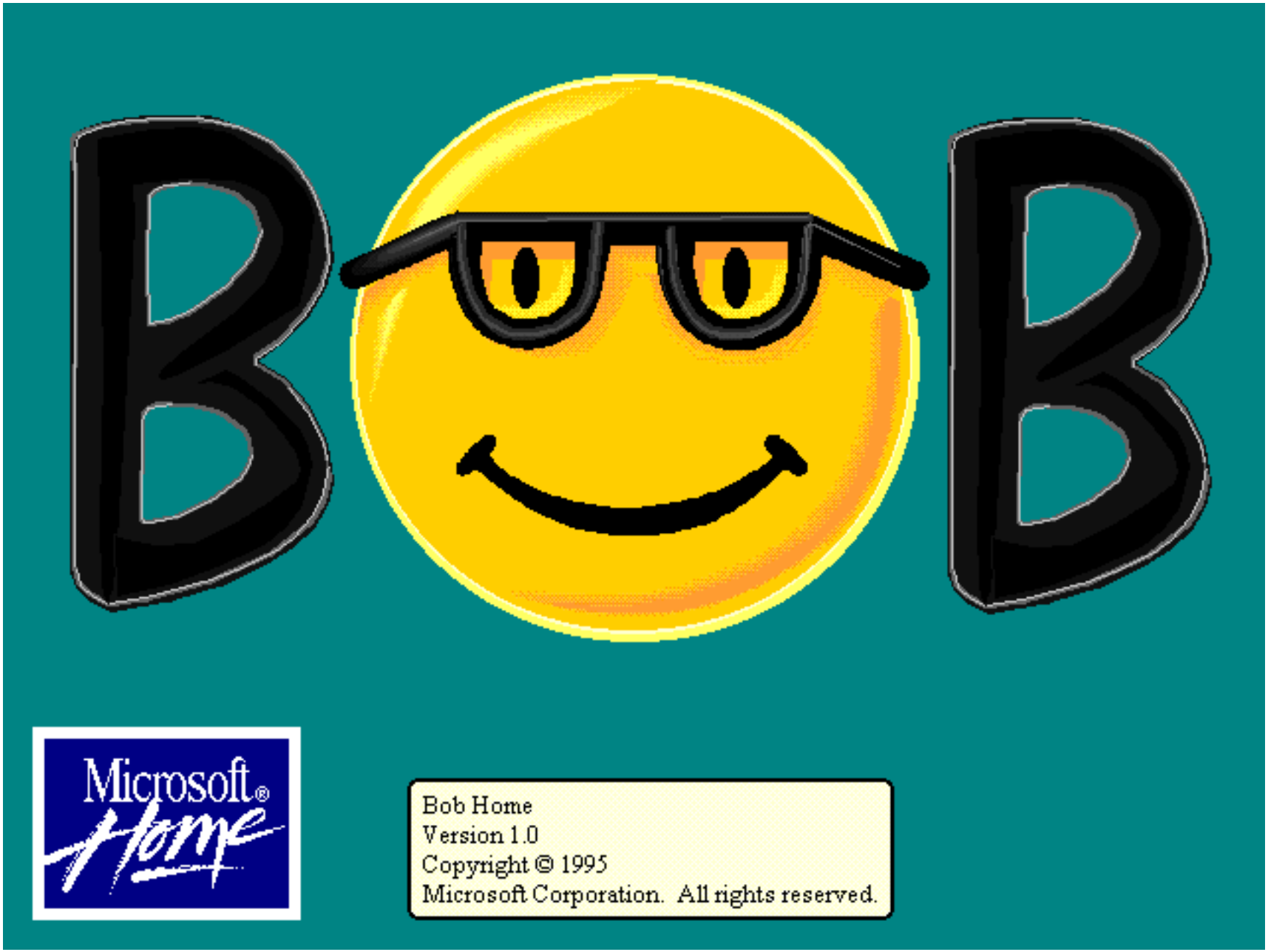
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Home
Bob Home
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YOUR HAIR

-Is it getting thin?
-Is it falling out?

Rent A HOME MODEL CROSLEY XERVAC

If poor blood circulation of the scalp causes your trouble, try the XERVAC way to arrest it—

Scalp specialists know that good, rich blood circulating in the deep-seated blood vessels of the scalp nourishes the hair roots, aids in arresting abnormal loss of hair, helps to produce hair growth. It is known that VACUUM and PRESSURE around scalp, applied intermittently and properly controlled, is highly effective for forcing fresh, stimulating blood deep into these blood vessels. One way to do it has been found in the regular use of Crosley XERVAC—that popular hair and scalp device used so successfully in barber shops and clinics.

Write for New Rental Plan

Learn how you can RENT the new compact home model XERVAC and use it in your home for a small rental fee. Try it, watch results. Get the benefits of this amazing device on easiest possible terms. No obligation—just write

THE CROSLEY CORPORATION
Dept. D15 CINCINNATI, OHIO

HOME MODEL
SAME AS ORIGINAL PROFESSIONAL, ONLY MORE COMPACT..

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Dept. D15 CINCINNATI, OHIO

HOME MODEL
SAME AS ORIGINAL PROFESSIONAL, ONLY MORE COMPACT..

NEW!

introducing
Color.com
{ the 41 million dollar idea }

Santa Dreidel

why do products fail?

market dynamics

market dynamics

competition

market dynamics

competition

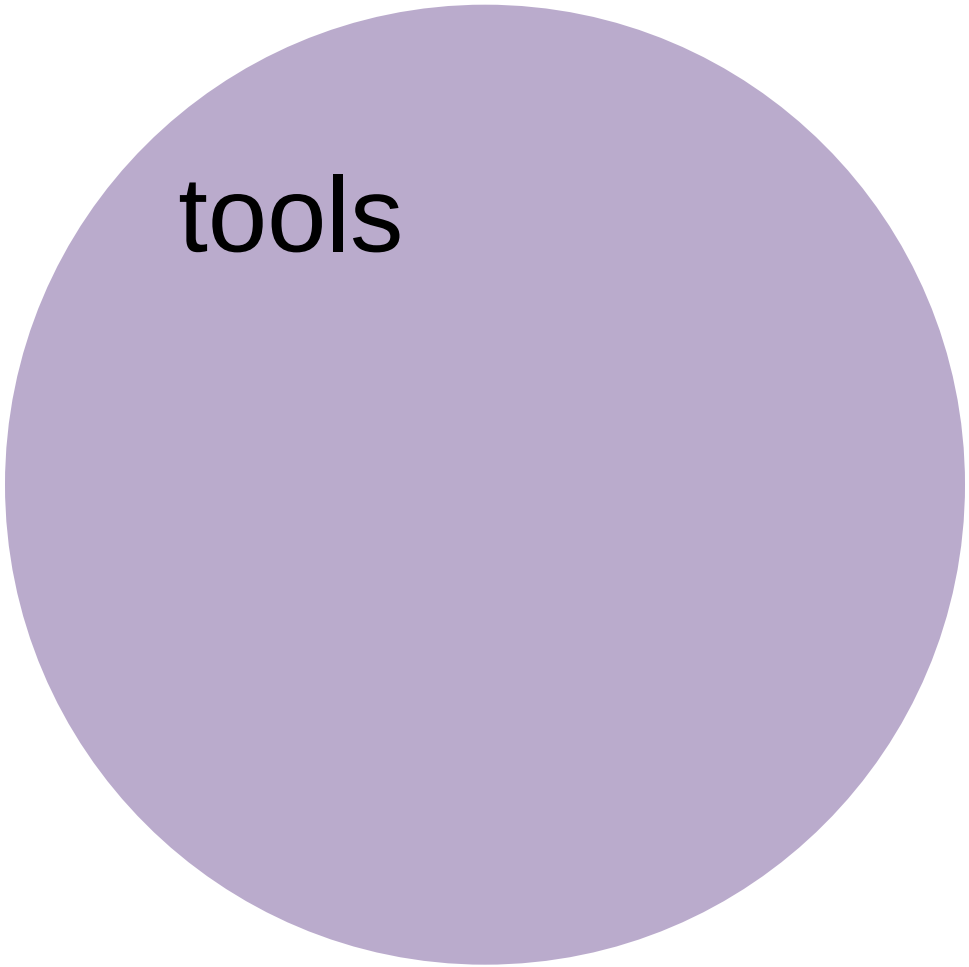
technology

market dynamics

competition

technology

positioning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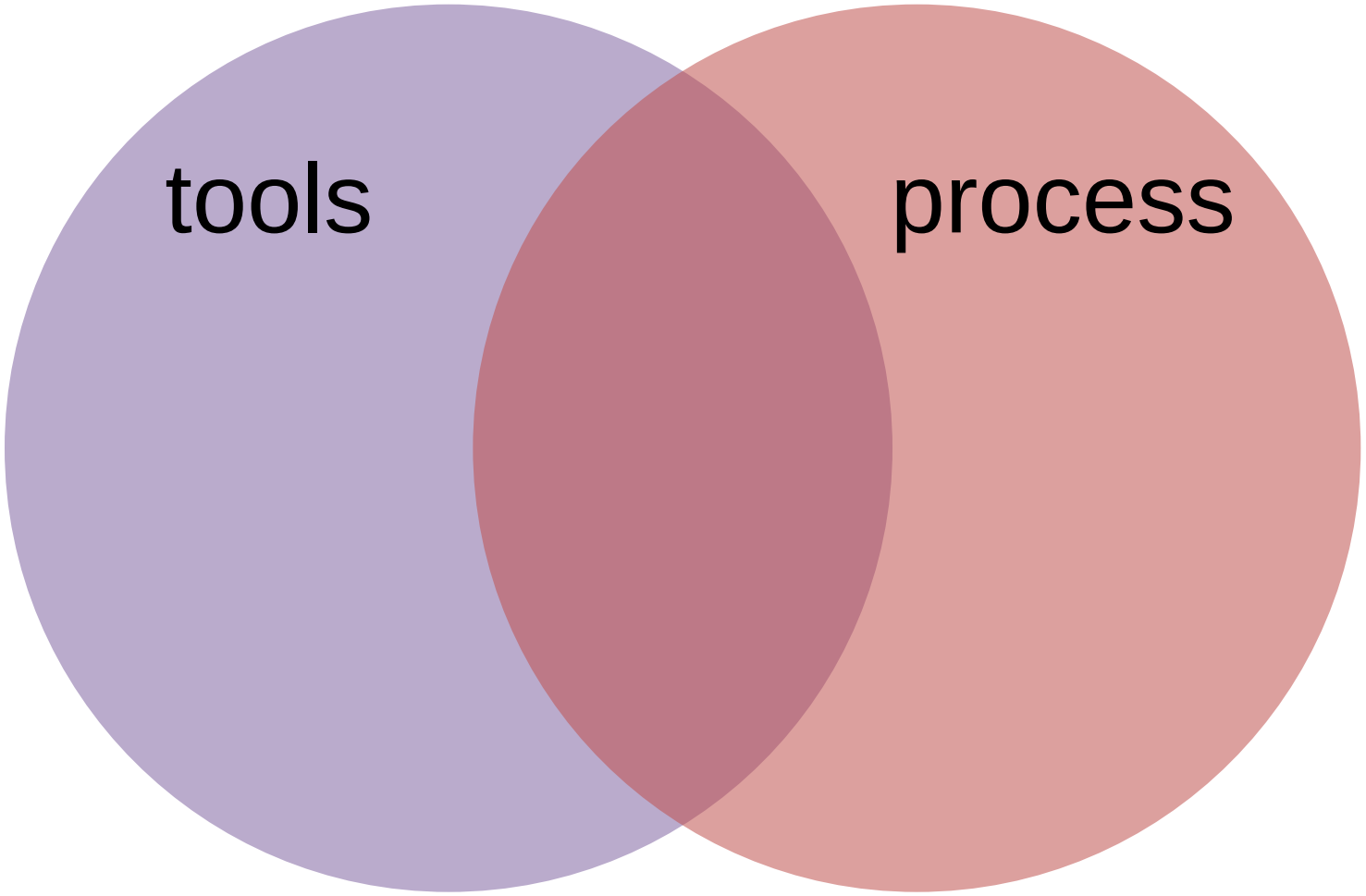
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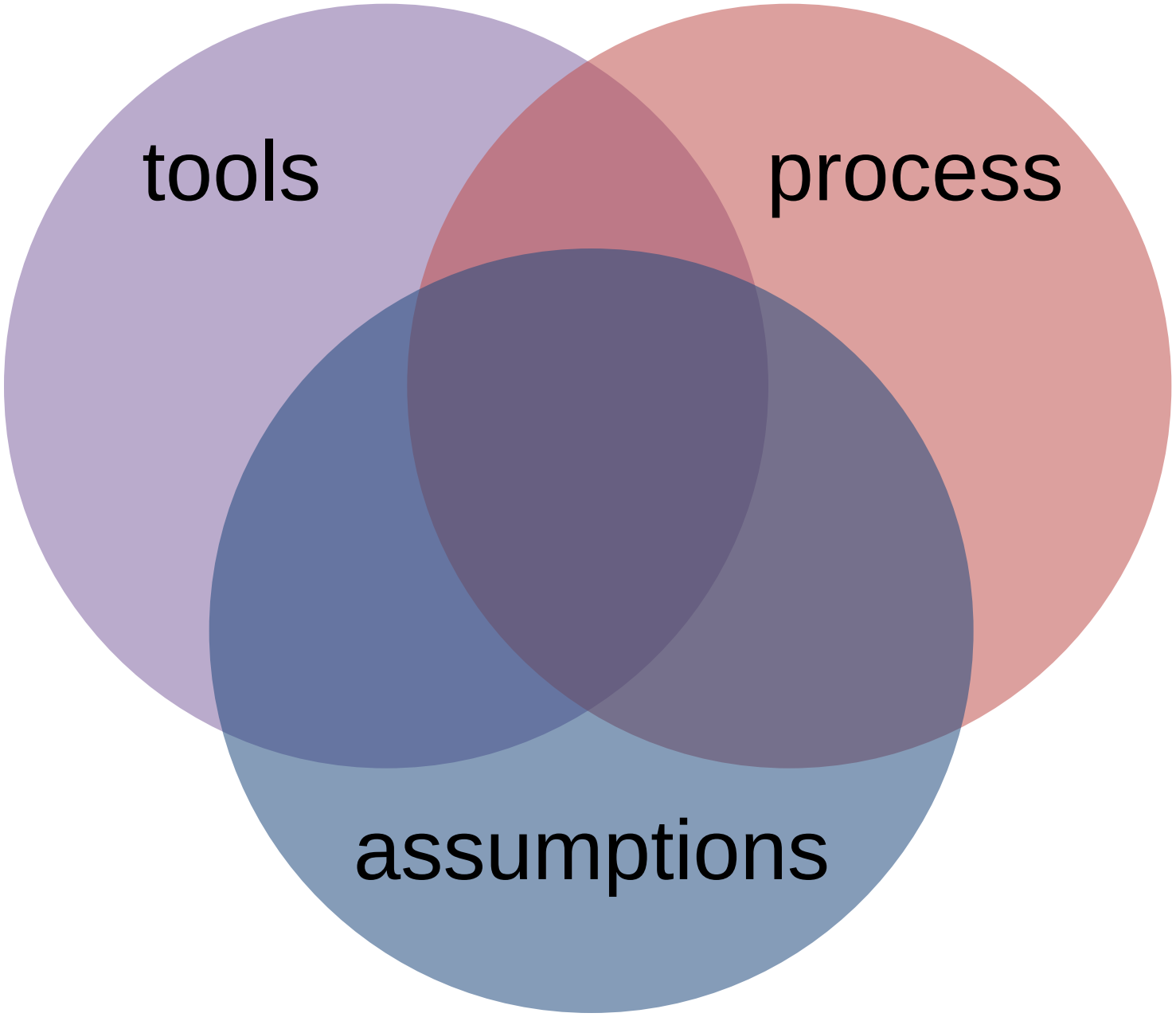
process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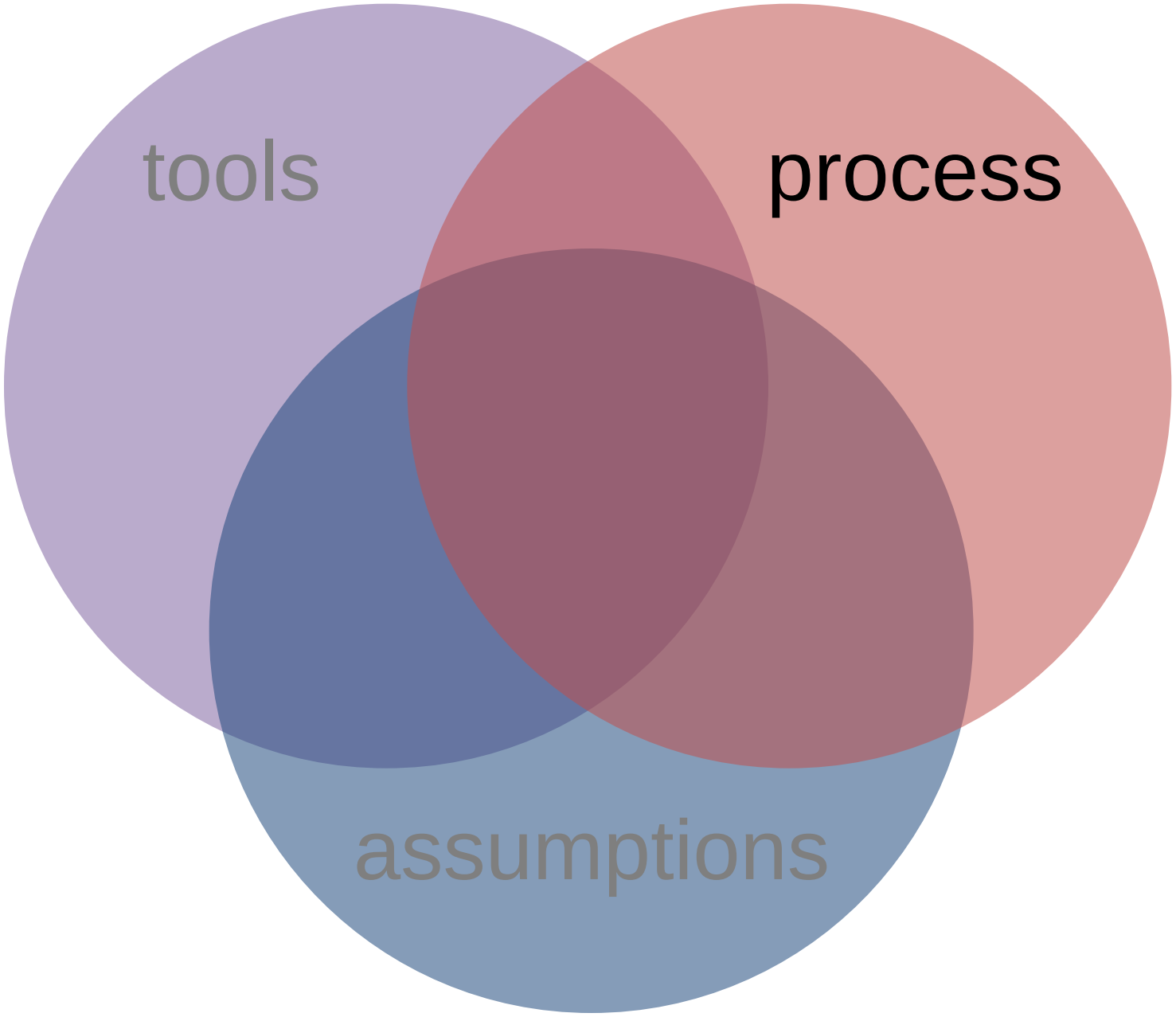
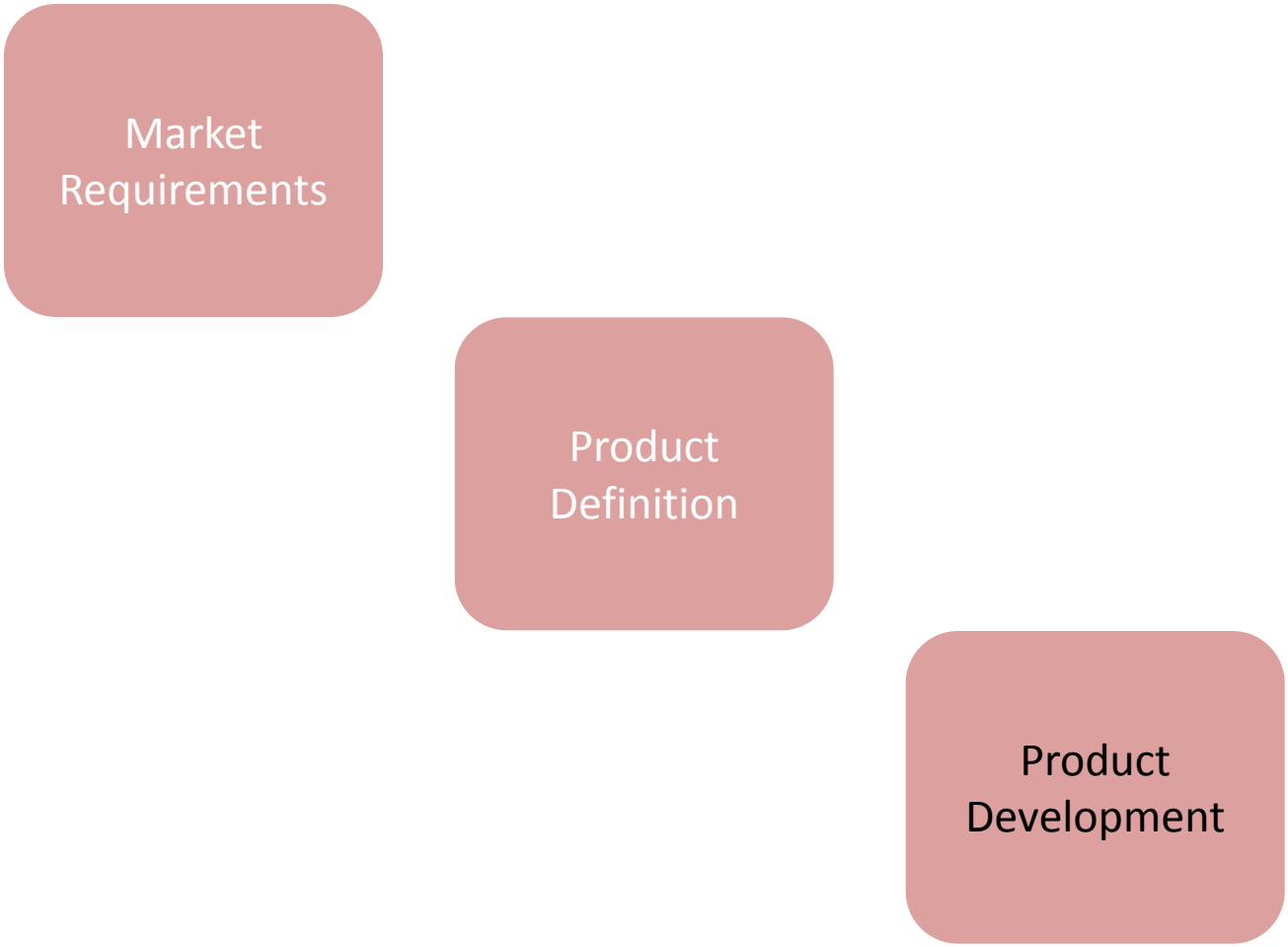
process
assumptions

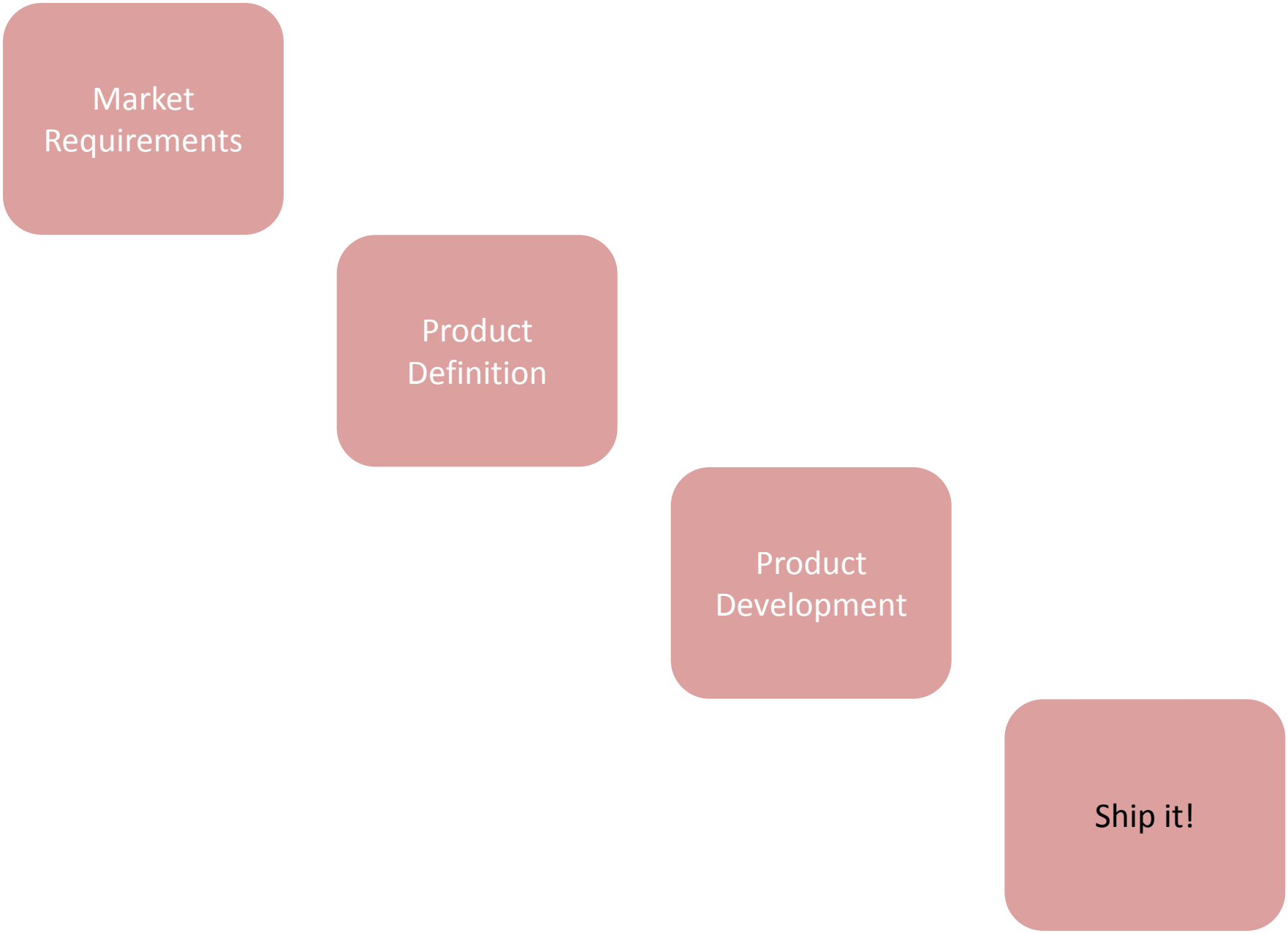

tools
process
assumptions

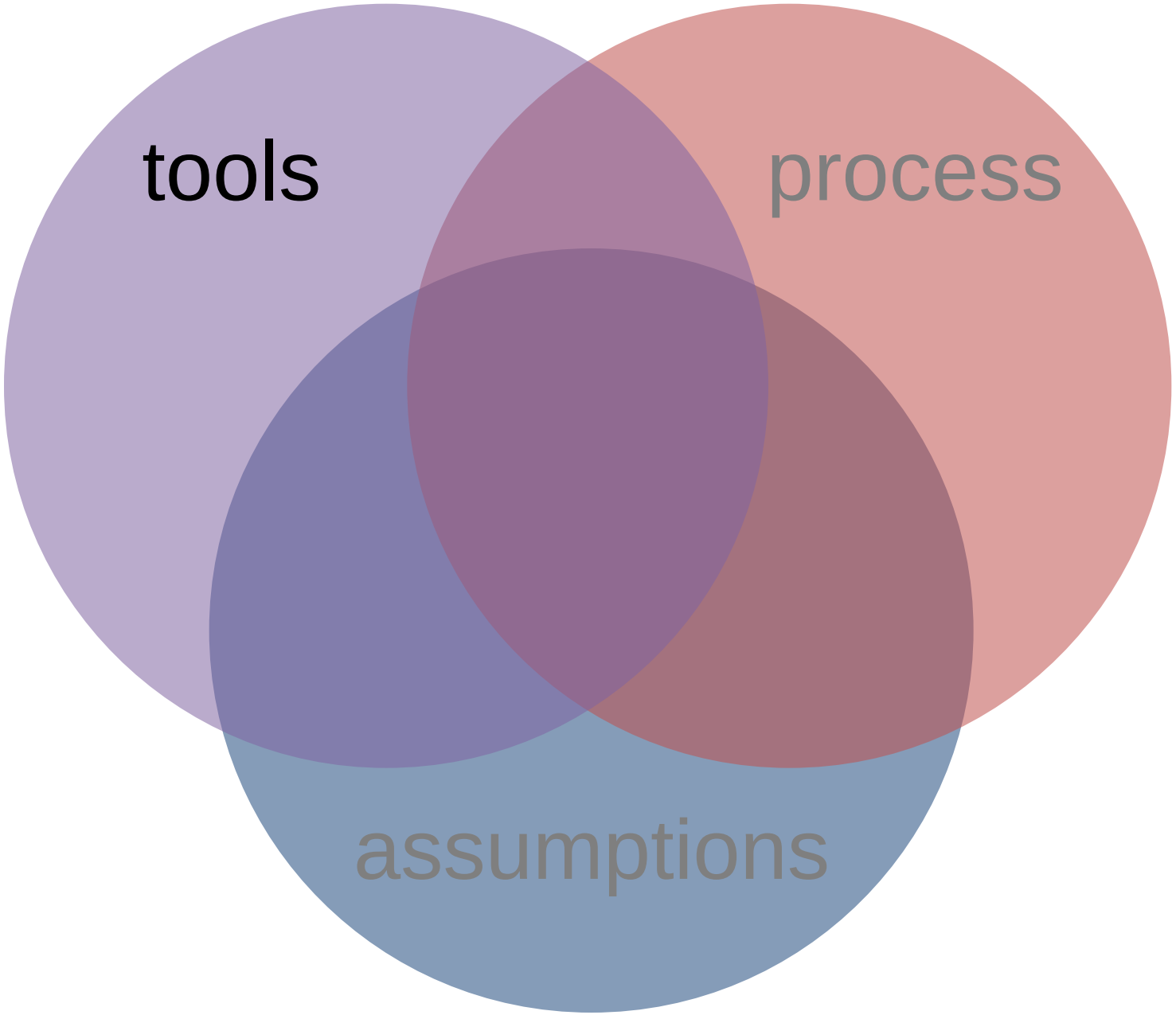
Market Requirements

Market Requirements

Product Definition


Market Requirements
Product Definition
Product Development


Market Requirements
Product Definition
Product Development
Ship it!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assumptions

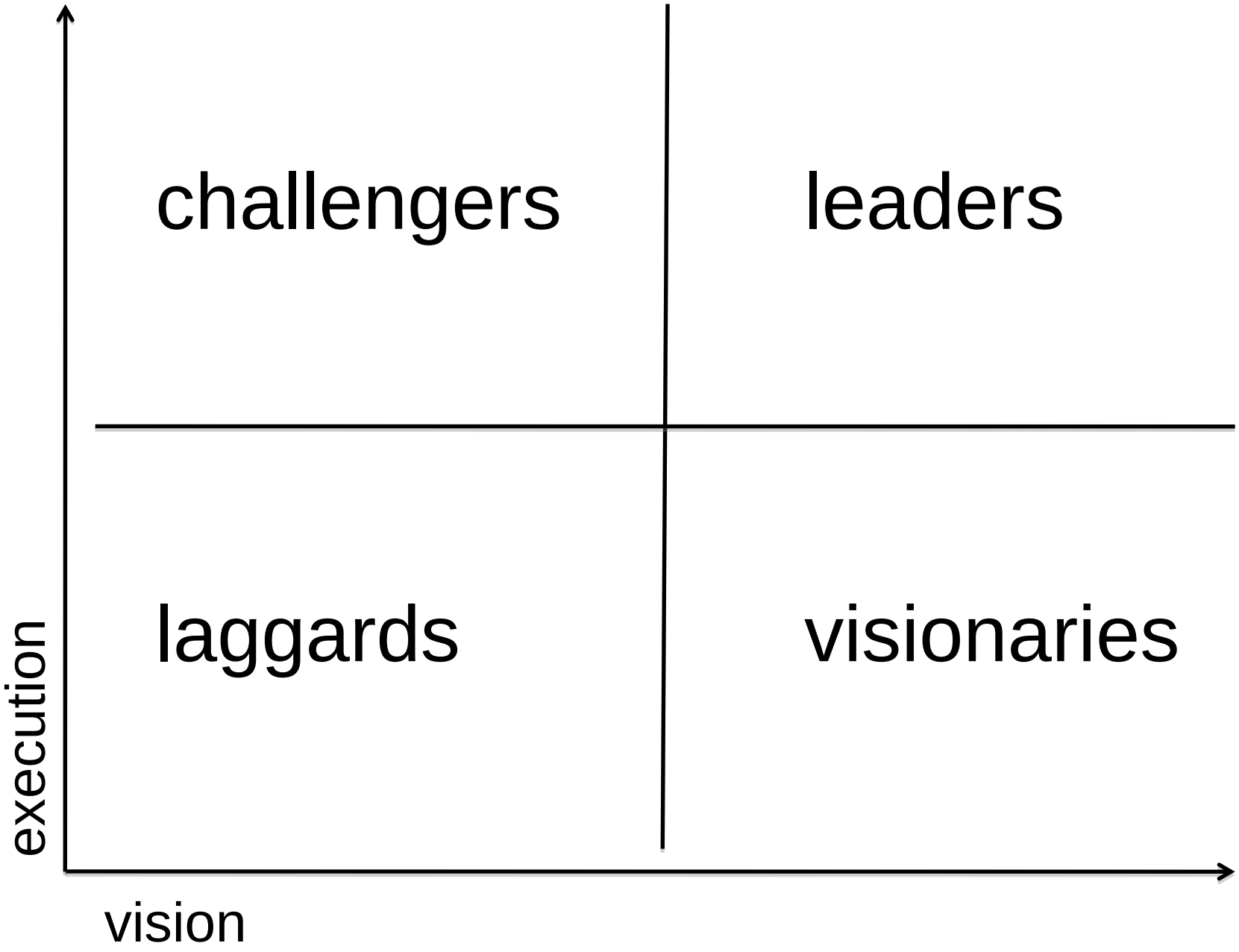
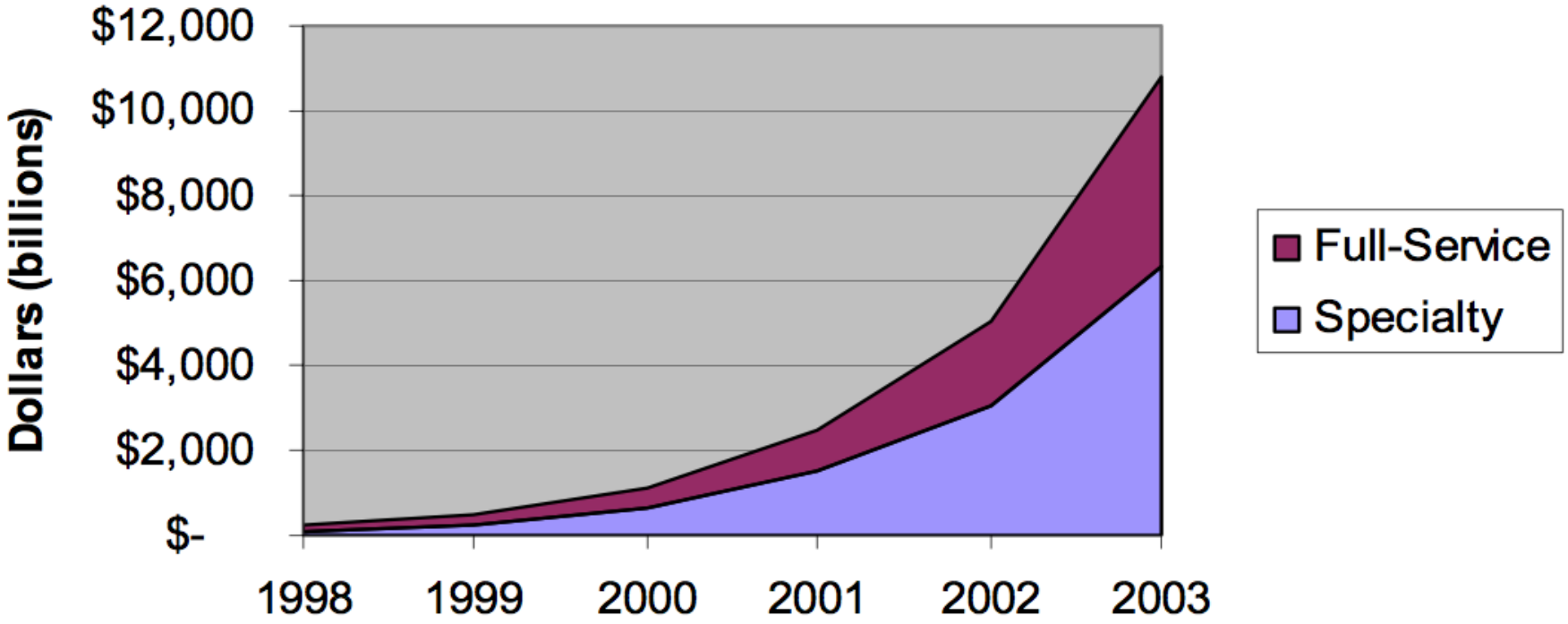

challengers
leaders
laggards
visionaries
execution
vision

Figure 1: Projected electronic grocery spending of approximately $500 billion total industry (Source: Name hidden)

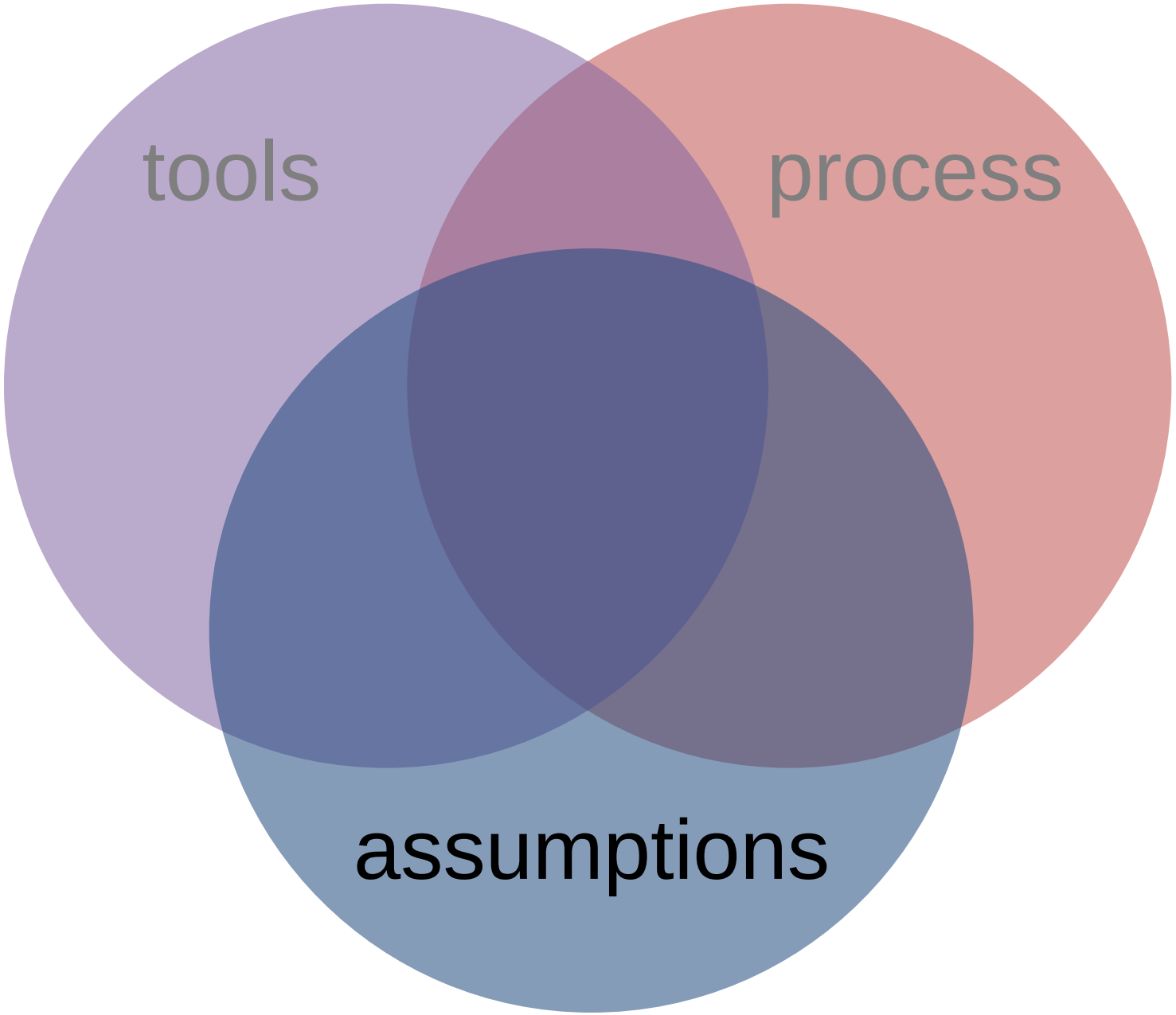


Benchmarking is the process of comparing one's business processes and performance metrics to industry bests.

Archiver Feature Comparisons

DonationCoder.com

INSTALLATION	WinRAR	7-Zip	TUGZip	ALZip	FilZip	IZarc	PKZip	PowerArchiver	PowerZip	QuickZip	Squeez	WinAce	WinRK	WinZip	ZipGenius	ZipMagic	ZipZag
Shell integration	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Nested context menu entries	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Associates files properly	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
INTERFACE; USABILITY	**WinRAR**	**7-Zip**	**TUGZip**	**ALZip**	**FilZip**	**IZarc**	**PKZip**	**PowerArchiver**	**PowerZip**	**QuickZip**	**Squeez**	**WinAce**	**WinRK**	**WinZip**	**ZipGenius**	**ZipMagic**	**ZipZag**
Customizable	Y		Y			Y	Y	Y	Y	Y	Y	Y		Y	Y		
Skinnable	Y					Y		Y		Y				Y	Y		
Command line support	Y	Y		Y	Y	Y	Y	Y			Y	Y	Y	Y	Y		
Keyboard shortcuts for most functions	Y		Y		Y	Y		Y	Y		Y	Y	Y	Y	Y		
Best archive size achieved (lower = better)	1.01	1.00	1.01	1.38	1.38	1.00	1.38	1.14	1.38	1.14	1.09	1.16	1.12	1.43	1.39	1.22	1.14
Best archive speed achieved (minutes)	1.52	16.48	9.20	2.33	6.14	17.12	1.35	25.41	3.17	22.36	13.25	13.25	63.15	1.55	2.50	31.25	18.40
Test format	RAR	7z	RAR	ZIP	ZIP	7z	ZIP	7z	ZIP	ZIP	SQX	ACE	RK	ZIP	ZIP	SITx	7z
FEATURES	**WinRAR**	**7-Zip**	**TUGZip**	**ALZip**	**FilZip**	**IZarc**	**PKZip**	**PowerArchiver**	**PowerZip**	**QuickZip**	**Squeez**	**WinAce**	**WinRK**	**WinZip**	**ZipGenius**	**ZipMagic**	**ZipZag**
Drag-n-drop archive creation	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
SFX integration (self-extracting .exe)	Y	Y	Y	Y	Y	Y		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Large archive sizes/ZIP64 (over 4G)	Y	Y	Y	Y	Y			Y	Y	Y	Y	Y	Y	Y	Y		Y
Split/Join multi-volume archives	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y
Solid archive creation	Y	Y	Y		Y			Y			Y	Y	Y		Y		
RAR creation	Y		Y								Y						
RAR extraction	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y		
7z creation		Y	Y			Y		Y			Y				Y		Y
7z extraction	Y	Y	Y	Y		Y		Y		Y	Y				Y		Y
Pause/Continue archiving operation	Y	Y		Y							Y	Y	Y				
Archive integrity test	Y	Y	Y		Y		Y	Y	Y	Y	Y	Y	Y	Y		Y	Y
Corruption repair; file recovery record	Y		Y		Y	Y		Y		Y	Y	Y			Y		Y
Encryption	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Archive comments	Y	Y	Y				Y	Y		Y	Y	Y	Y	Y	Y		Y
File list report	Y						Y			Y		Y		Y	Y		Y
Batch archive extraction	Y		Y	Y	Y	Y		Y		Y	Y				Y		Y
Anti-Virus integration	Y		Y		Y		Y	Y		Y	Y	Y		Y	Y	Y	Y
Archive search	Y				Y	Y		Y		Y					Y		
SUPPORT; LICENSING	**WinRAR**	**7-Zip**	**TUGZip**	**ALZip**	**FilZip**	**IZarc**	**PKZip**	**PowerArchiver**	**PowerZip**	**QuickZip**	**Squeez**	**WinAce**	**WinRK**	**WinZip**	**ZipGenius**	**ZipMagic**	**ZipZag**
Robust Help file	Y						Y	Y	Y		Y		Y	Y		Y	
FAQs	Y	Y			Y		Y	Y	Y		Y	Y		Y		Y	
Tutorial	Y							Y	Y		Y		Y	Y		Y	Y
Forum support			Y		Y	Y		Y		Y	Y		Y	Y	Y		Inactive
License type (SW=Shareware)	SW	LGPL	FREE	AD	Donation	FREE	SW	SW	SW	FREE	SW	SW	SW	SW	FREE	SW	SW
Upgrade policy	Lifetime	na	na	na	na	na	Version	Lifetime	Version	na	Version	Version	Version	Subscr	Version	Version	Version


tools
process
assumptions

target market

customer input

competition

differentiation

target market ✓

customer input

competition

differentiation

target market ✓

customer input ✓

competition

differentiation

target market ✓

customer input ✓

competition ✓

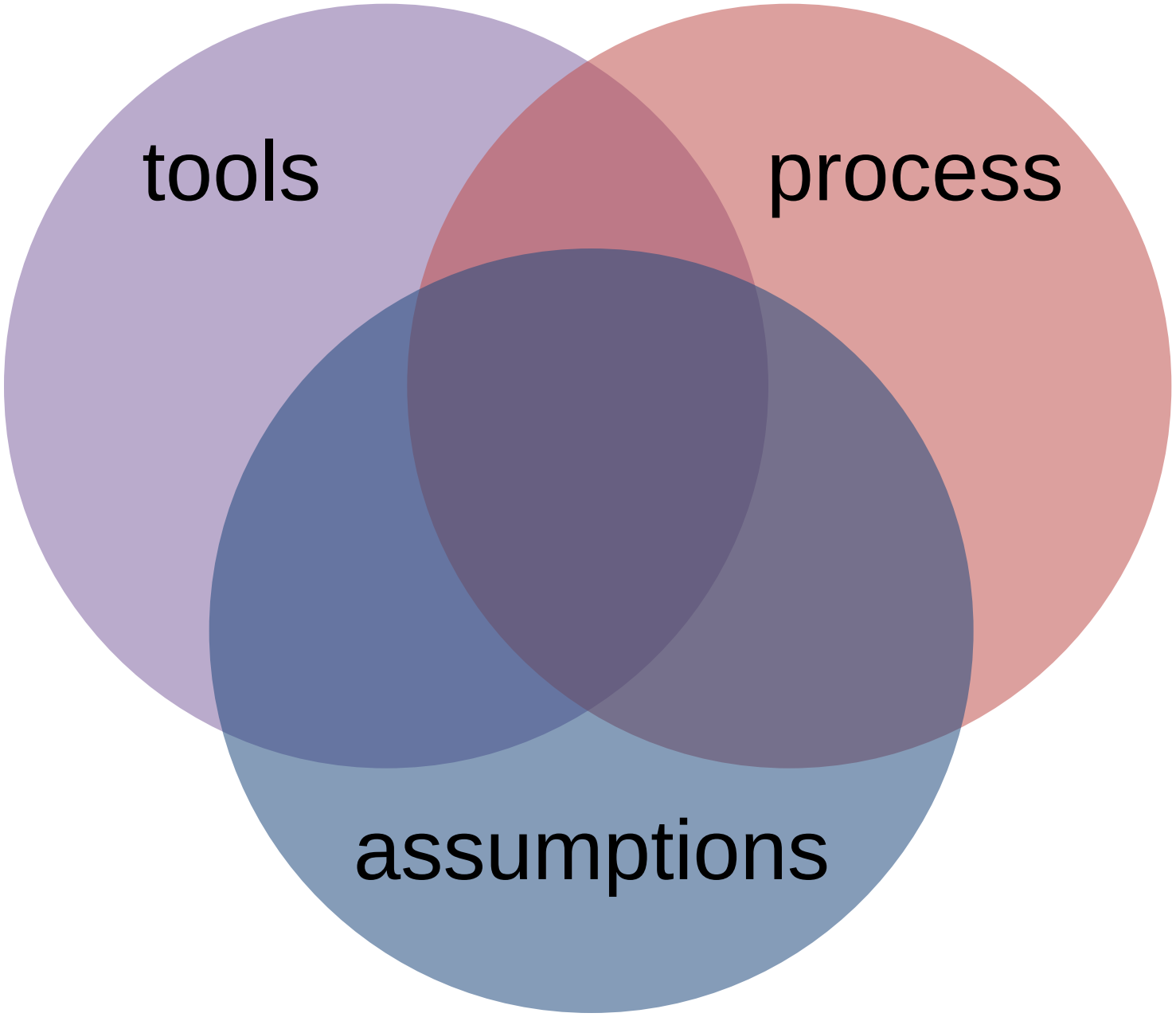
differentiation

target market ✓

customer input ✓

competition ✓

differentiation ✓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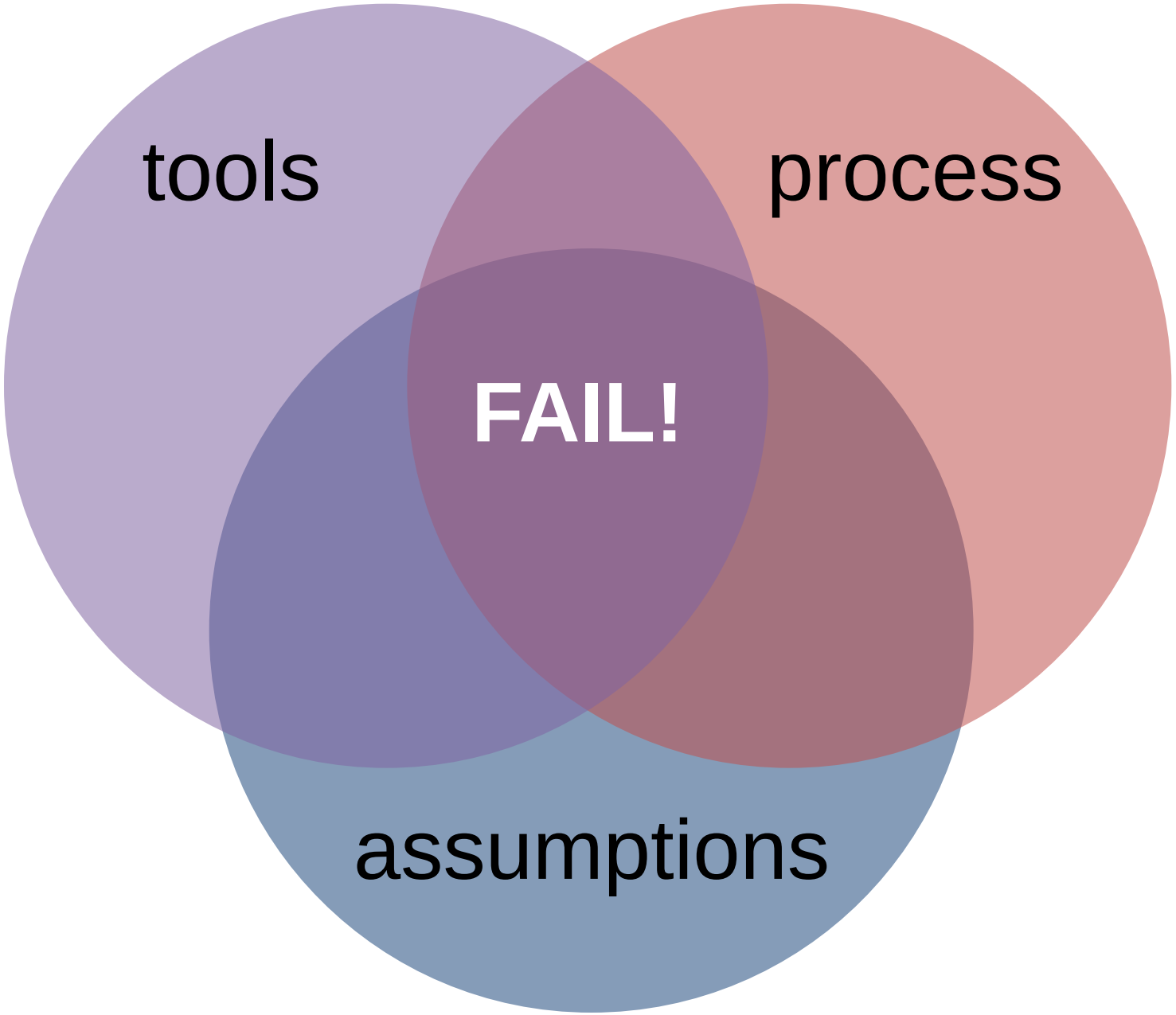
tools
process
FAIL!
assumptions

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QUO DJ 2112
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Produced by Pip Williams for Handle Artists
STATUS QUO
Original sound recording made by
Phonogram Ltd (London)

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ADVANCE DJ COPY ONLY
45 RPM
QUO DJ 2112
1
℗ 1986 Phonogram Ltd (London)
PROMOTION ONLY— NOT FOR SALE
STATUS QUO
Phonogram Ltd (London)

not

one

instance

zero.

zero. nada.

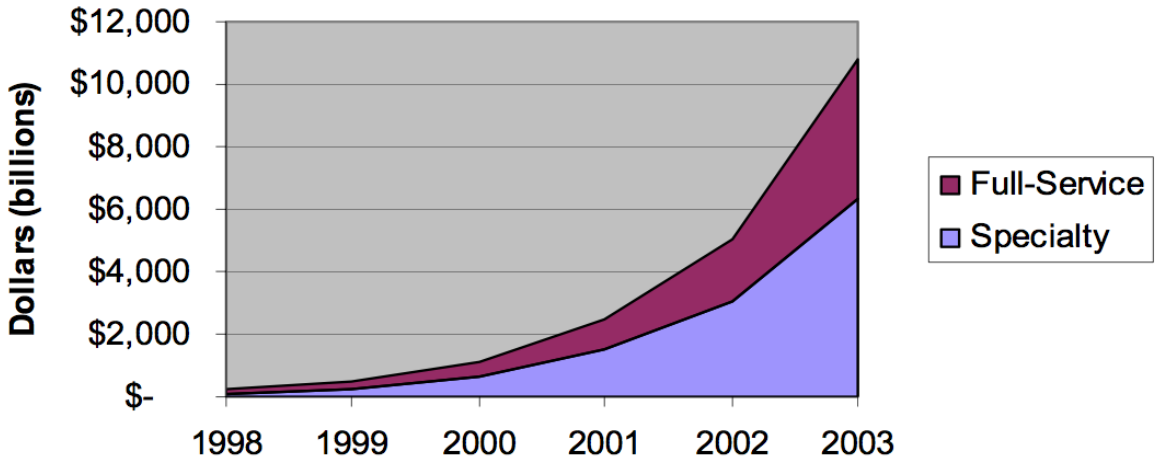
zero. nada. zilch.

why doesn’t it work?

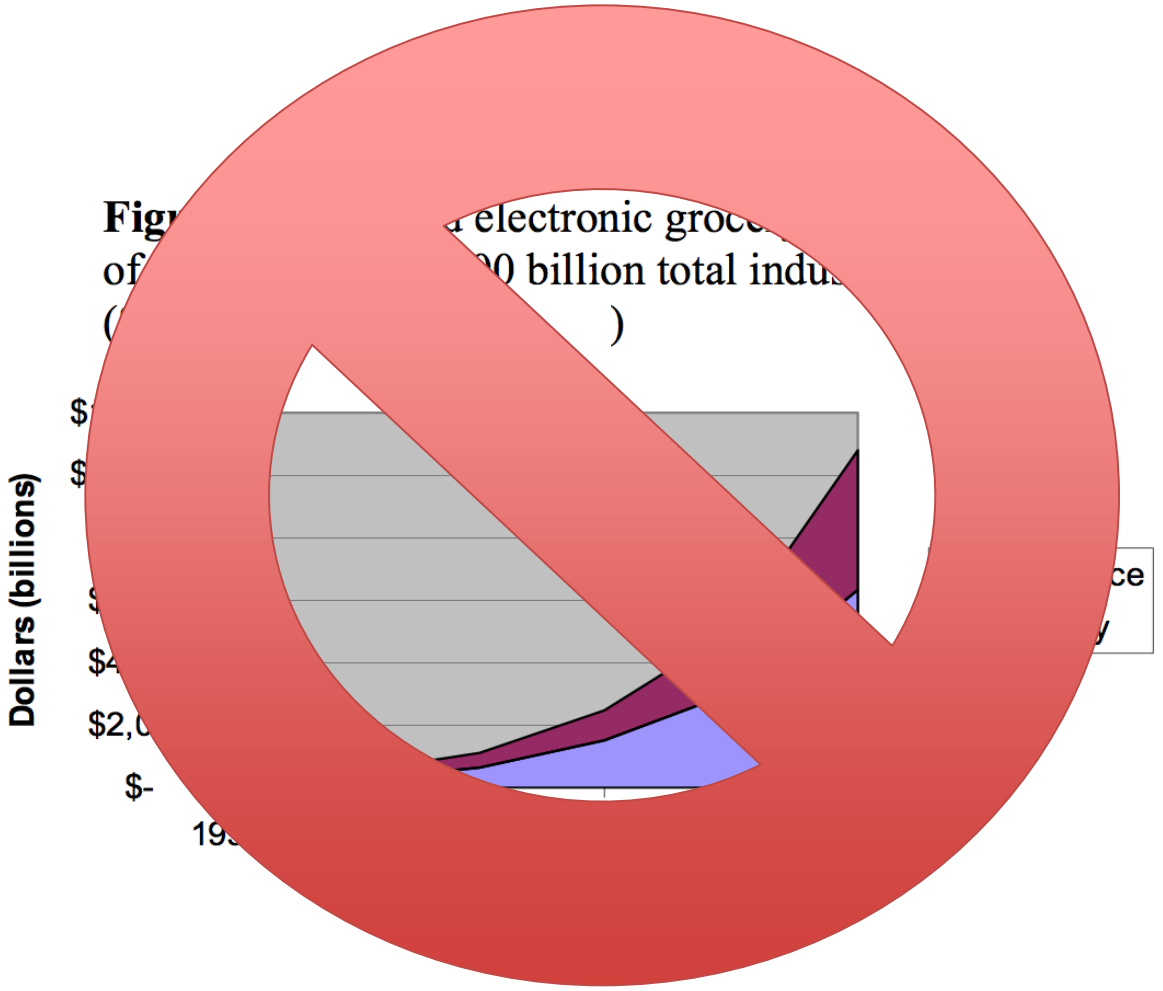
Market Requirements

Market Requirements

Figure 1: Projected electronic grocery spending of approximatelv $500 billion total industry (Source: Name hidden)



Market Requirements



Market Requirements

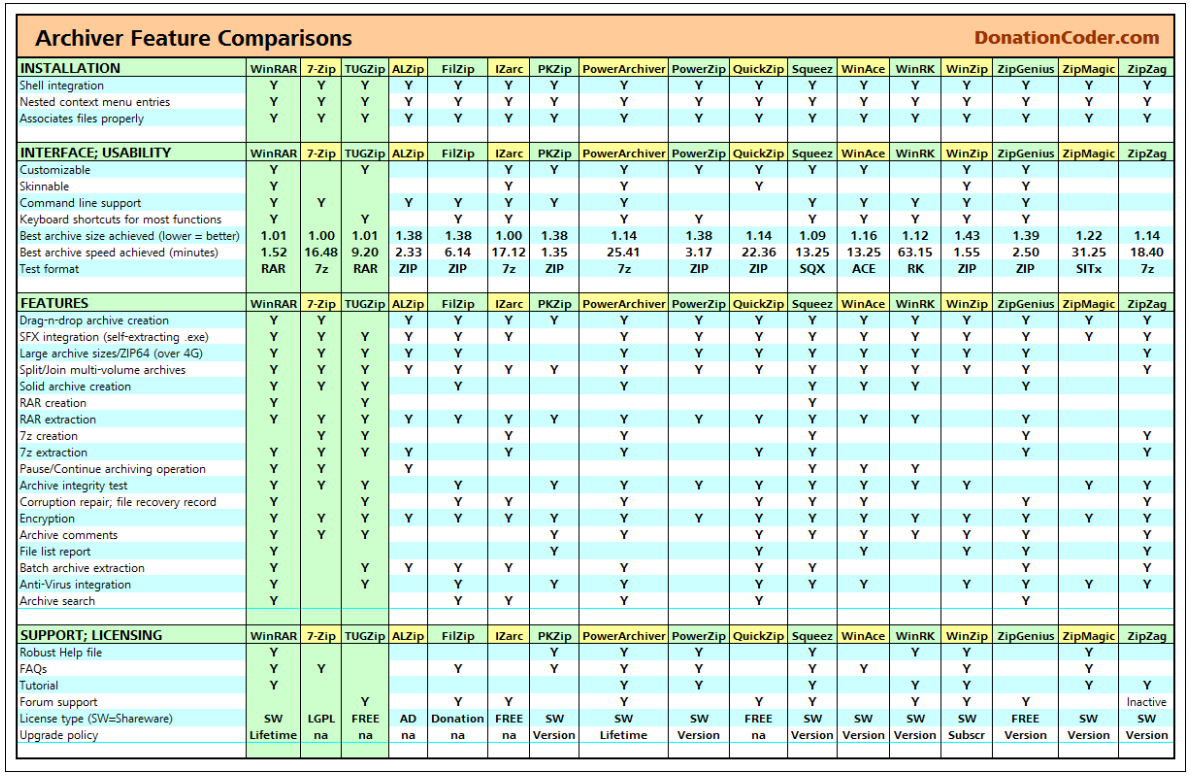
Customer Research

Customer Research

customers lie

Customer Research

Benchmarking



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Associates files properly	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
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Skinnable	Y					Y		Y		Y				Y	Y		
Command line support	Y	Y		Y	Y	Y	Y	Y			Y	Y	Y	Y	Y		
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Large archive sizes/ZIP64 (over 4G)	Y	Y	Y	Y	Y			Y	Y	Y	Y	Y	Y	Y	Y		Y
Split/Join multi-volume archives	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y
Solid archive creation	Y	Y	Y		Y			Y			Y	Y	Y		Y		
RAR creation	Y		Y								Y						
RAR extraction	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		Y		
7z creation		Y	Y			Y		Y			Y				Y		Y
7z extraction	Y	Y	Y	Y		Y		Y		Y	Y				Y		Y
Pause/Continue archiving operation	Y	Y		Y							Y	Y	Y				
Archive integrity test	Y	Y	Y		Y		Y	Y	Y	Y	Y	Y	Y	Y		Y	Y
Corruption repair; file recovery record	Y		Y		Y	Y		Y		Y	Y	Y			Y		Y
Encryption	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
Archive comments	Y	Y	Y				Y	Y		Y	Y	Y	Y	Y	Y		Y
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Archive search	Y				Y	Y		Y		Y					Y		
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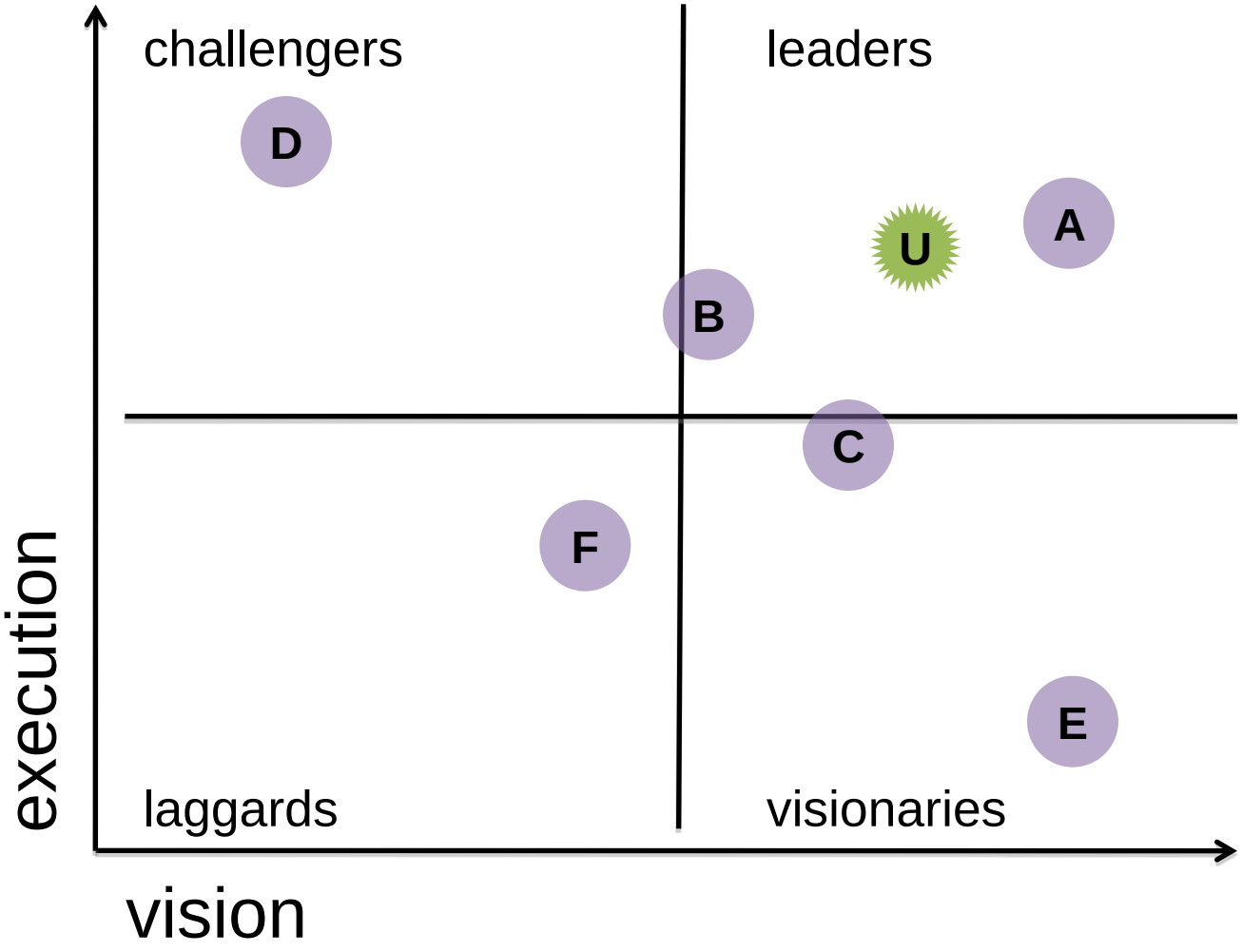
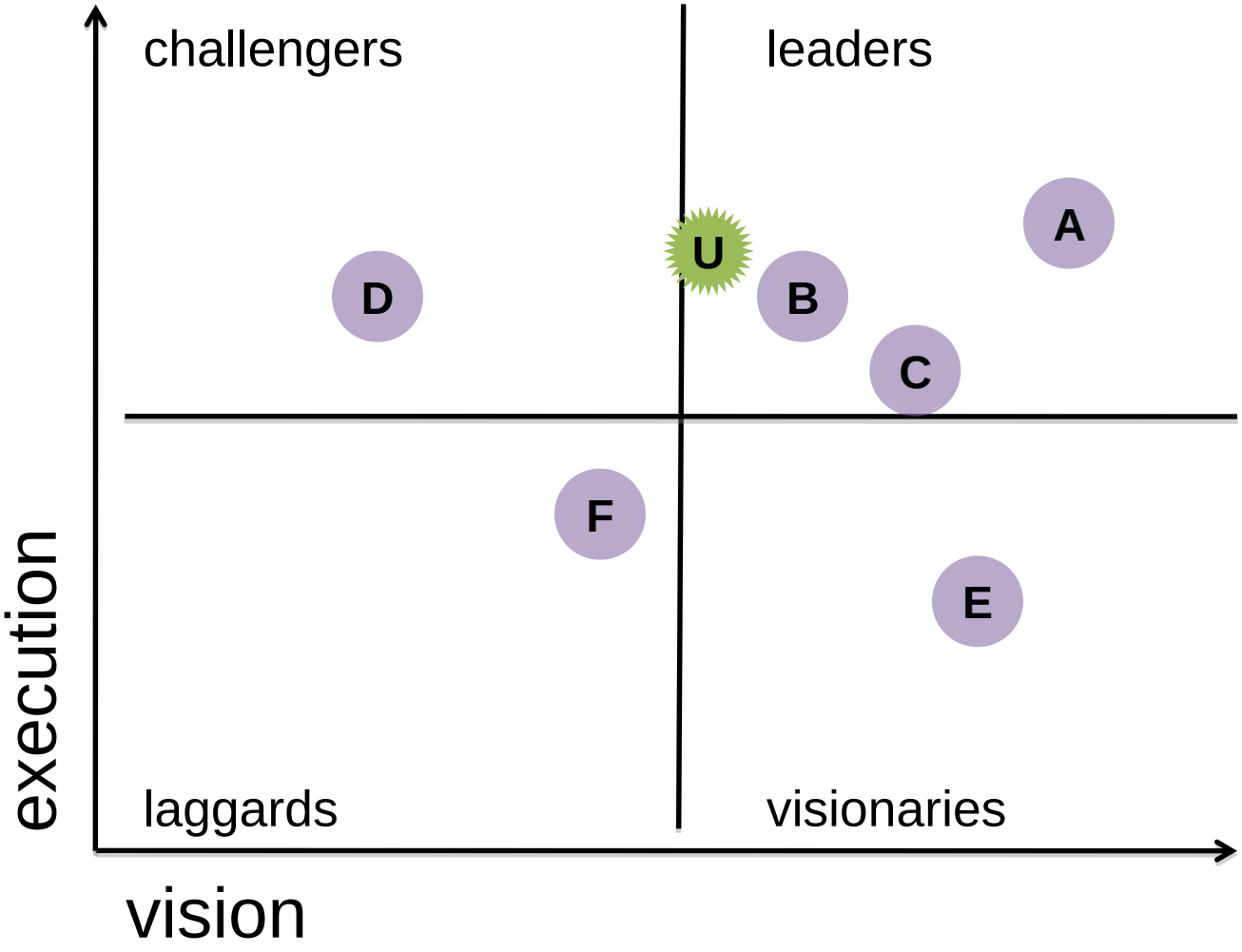
Robust Help file	Y						Y	Y	Y		Y		Y	Y		Y	
FAQs	Y	Y			Y		Y	Y	Y		Y	Y		Y		Y	
Tutorial	Y							Y	Y		Y		Y	Y		Y	Y
Forum support			Y		Y	Y		Y		Y	Y		Y	Y	Y		Inactive
License type (SW=Shareware)	SW	LGPL	FREE	AD	Donation	FREE	SW	SW	SW	FREE	SW	SW	SW	SW	FREE	SW	SW
Upgrade policy	Lifetime	na	na	na	na	na	Version	Lifetime	Version	na	Version	Version	Version	Subscr	Version	Version	Version

Benchmarking



Benchmarking



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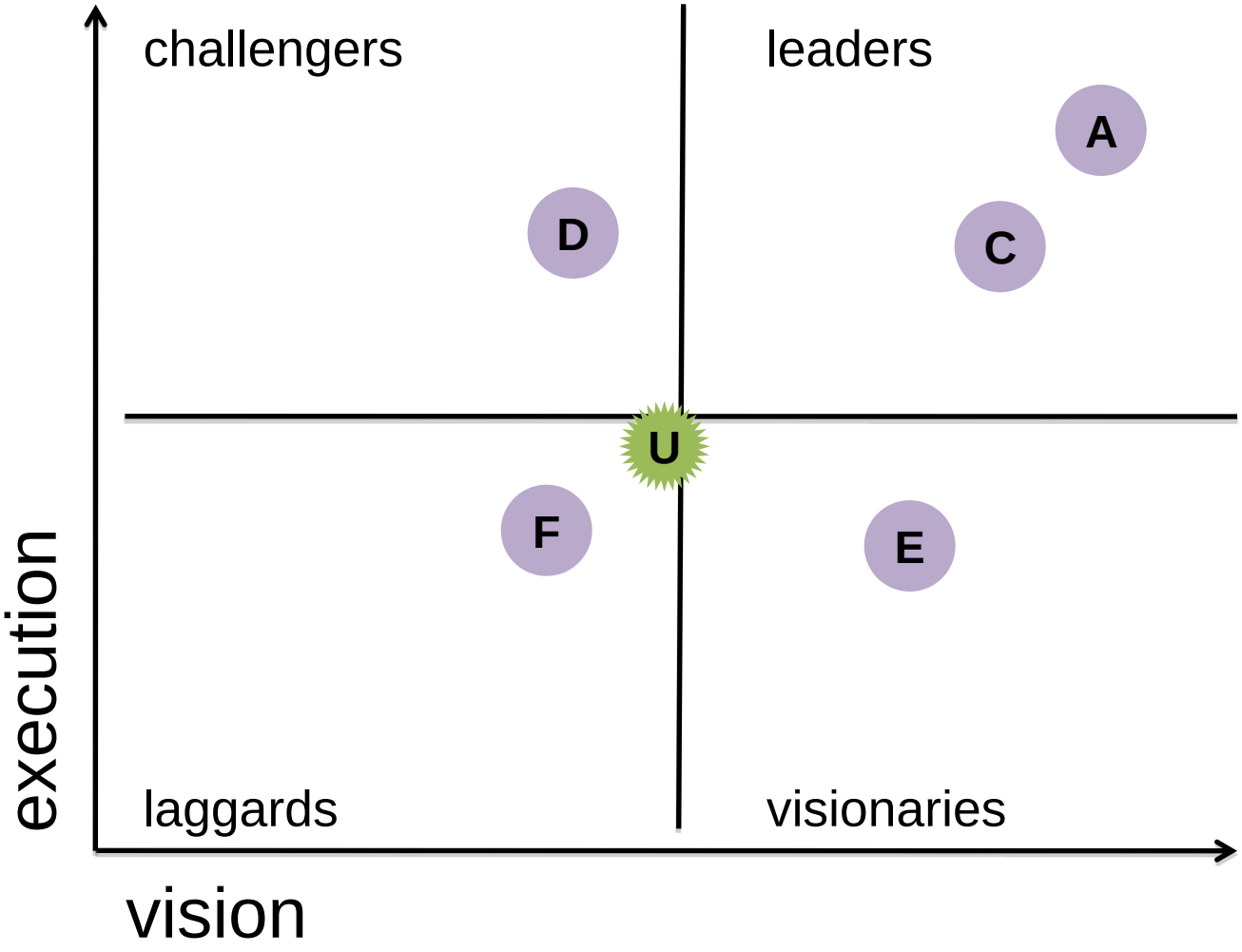


Benchmarking

Benchmarking

Assumptions

target market X

customer input

competition

differentiation

target market X

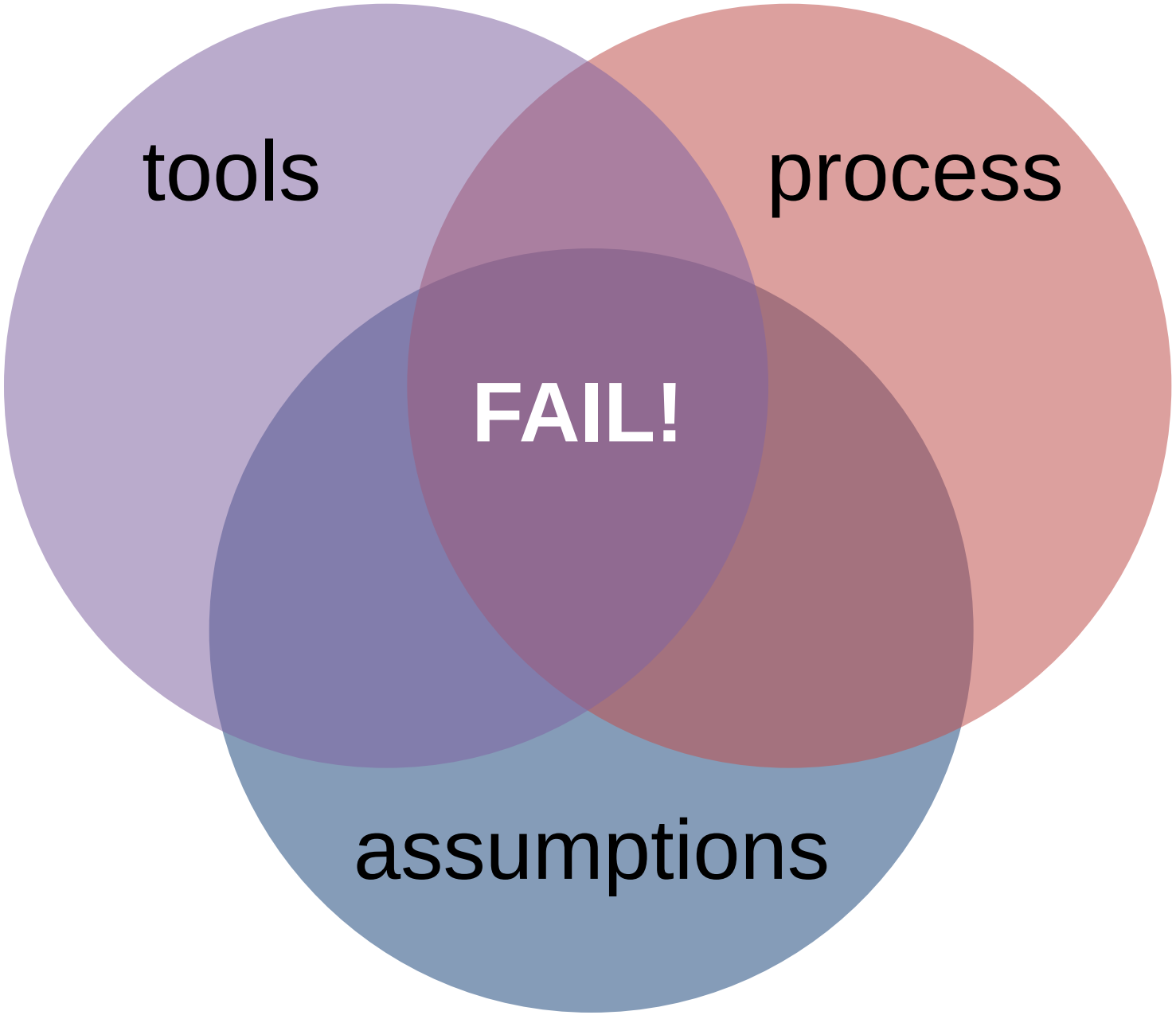
customer input X

competition

differentiation

target market	X
customer input	X
competition	X
differentiation	

target market	X
customer input	X
competition	X
differentiation	X


tools
process
FAIL!
assumptions

Everything
is going
to be
okay

what does better look like?

QUAKER
ROLLED
WHITE OATS
PUZZLE
HOW MANY PACKAGES CAN YOU COUNT?
SEE NEXT PAGE
QUAKER NURSERY RHYMES

QUAKER
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WHITE OATS
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SEE NEXT PAGE
QUAKER NURSERY RHYMES

QUAKER NURSERY RHYMES
QUAKER
ROLLED
WHITE OATS
PUZZLE
HOW MANY PACKAGES CAN YOU COUNT?
SEE NEXT PAGE

A change in perspective is worth 80 IQ points.

- Alan Kay

Best Imaginable Product

Best
Imaginable
Product

Design
as a
Product

Best
Imaginable
Product

Design
as a
Product

Self
as a
Customer

Best Imaginable Product

Peter C. Wilton

Senior Lecturer (Continuing)
Haas Marketing Group
415-474-5151
Email: click on the envelope icon below for full email address
Academic Status: On duty
Office Hours: Thursdays 2:30 - 4 p.m., F545
Curriculum Vitae (in PDF format, Acrobat Reader required)
LinkedIn Profile

Best
Imaginable
Product

Best Imaginable Product

What is the best imaginable experience possible?

Best Imaginable Product

Best Imaginable Product

Best Imaginable Product

Best Imaginable Product

Best Imaginable Product

Best
Imaginable
Product

Best
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Best
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Best
Imaginable
Product

what are you trying to accomplish?

Best
Imaginable
Product

Best Imaginable Product

is it best imaginable?

Best
Imaginable
Product

Best
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Product

Best Imaginable Product

Best
Imaginable
Product

what are you trying to accomplish?

Best Imaginable Product

QUAKER
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QUAKER NURSERY RHYMES
QUAKER
ROLLED
WHITE OATS
PUZZLE
HOW MANY PACKAGES CAN YOU COUNT?
SEE NEXT PAGE

Design
as a
Product

when is the last time you heard this about a hotel?

I love you, I love you,
I love you!

Design
as a
Product

Design
as a
Product

I never met an Ace Hotel that I didn't like and so far I've met 3 out of 4 of them.

Design
as a
Product

My room came with a guitar which made me excited - "Look, I could play a guitar!”

loved the vintage feel but VERY clean and everything done RIGHT.

Design
as a
Product

Design
as a
Product

This place is not just for hipsters darlings. We are 25 years too old for such a label and loved every little thing about our stay here!

Design
as a
Product

LOVE LOVE LOVE The Ace in NYC.

For under $100/night, you can get a great room in the heart of the Pearl District.

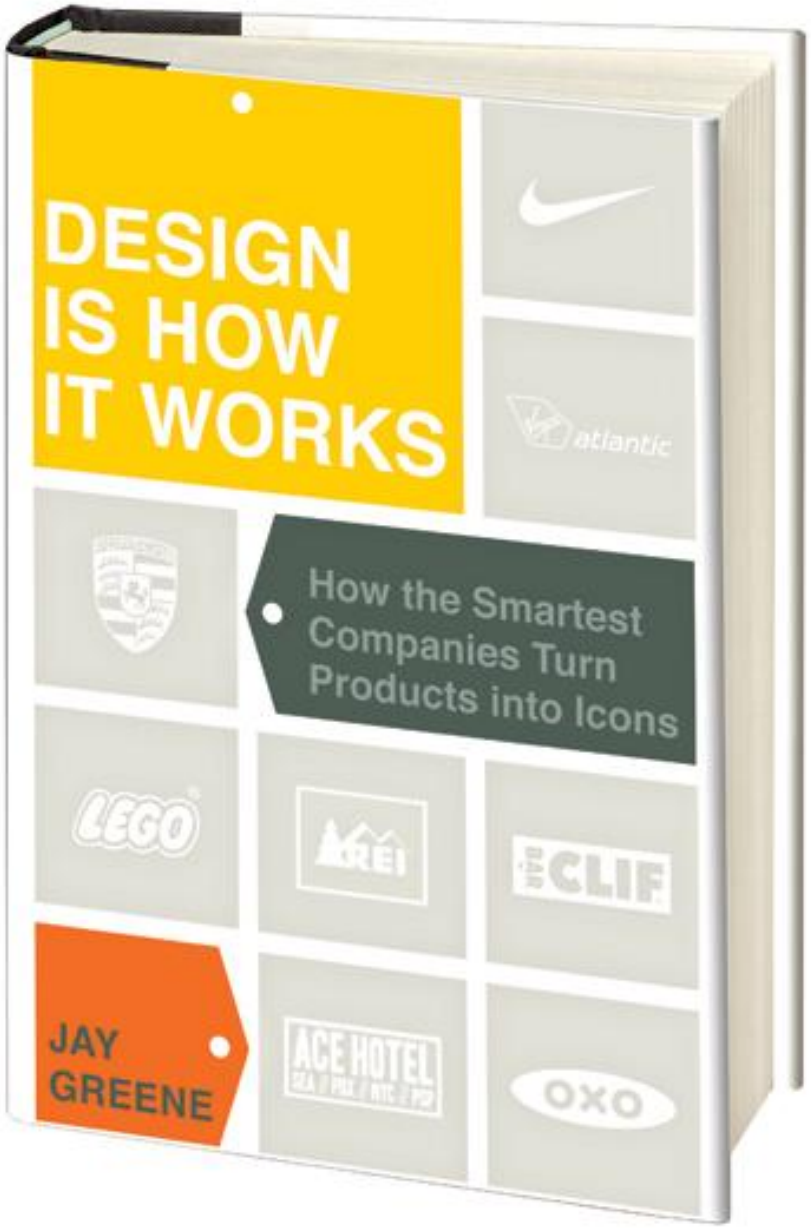
Design
as a
Product

Design
as a
Product

Ace Hotel Portland is very Portland. And by "Portland" I mean weird. In a good way.

Design
as a
Product

It doesn't get better than the Ace!



Design
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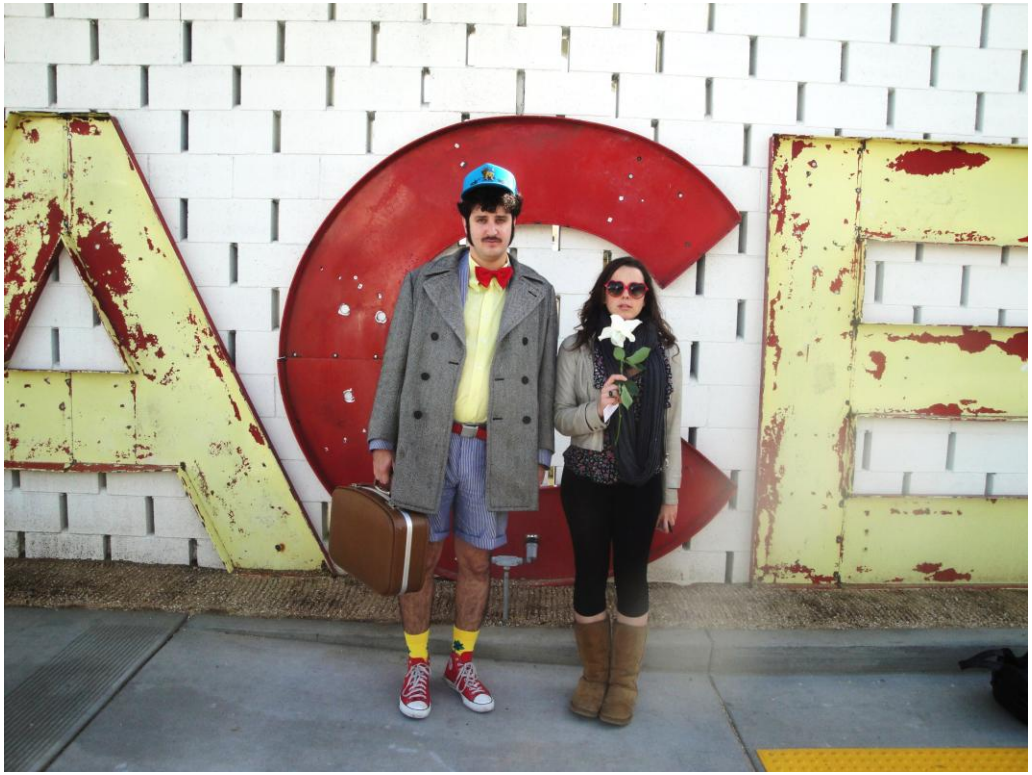

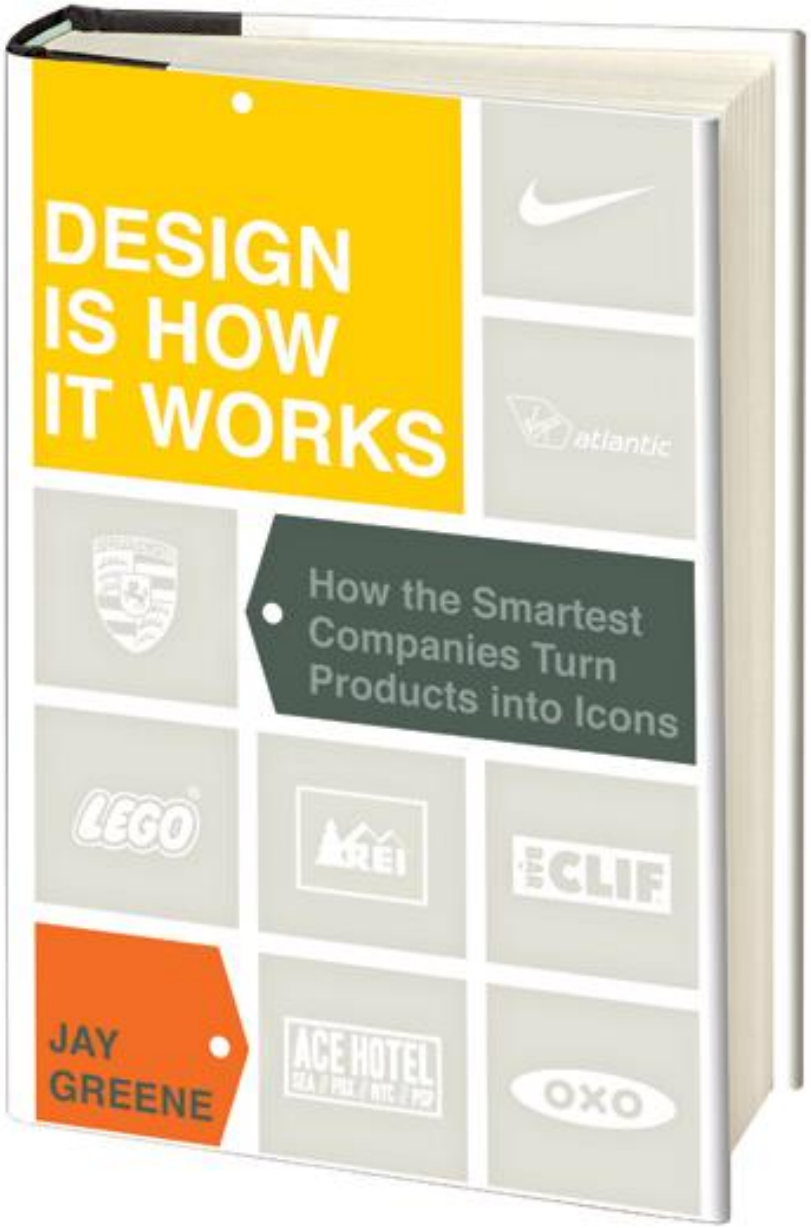

Design
as a
Product

Self
as a
Customer

MICHAEL HARDING
PO Box 370573
Montara, California 94037
mharding@pex.net **650.823.4878**

Self as a Customer

INNOVATION AND ENGINEERING LEADERSHIP

Growing Profitable Companies with Novel Technology

PROFILE

- Seasoned Senior Engineering Leader for companies with a global market reach. A successful founder of technology-based startups and Fortune 500 Executive with experience in Software, Web 2.0, Hosted Software, Subscription Services in the Technology, Financial Services, and Government markets.
- High energy, positive, and motivating style which facilitates success in leading change, staff development, accurate budgeting, technical operations and realistic product development.
- Established track record for delivery of innovative products, services, business models, information technology, and engineering methods which perform in the marketplace and push the envelope of profitability.

SELECTED ACCOMPLISHMENTS

Engineering

- Increased release cycle frequency from an 18 month to 1 month cycle while reducing product defects 90% by implementing agile development techniques and component architecture.
- Designed and tested the security infrastructure for Charles Schwab's eBrokerage internet product which scaled from 25,000 to over 1 million active subscribers in 3 months without a single security issue.
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- Designed and implemented vertical market software application for fruit and produce wholesalers that improved productivity by 56% on average over prior approaches.

Technical Operations

- Led a global team to design, implement, and manage 24x7 network services platform in six regional data centers to support over 60 million visits per month and support Sun's web, blog, syndication, e-commerce, and network services applications.
- Created and operated the hosted (software as a service) platform supporting over 300,000 users in two redundant data centers in Ohio and Silicon Valley for Servlet Inc.
- Managed, consolidated, and updated 6 distributed data centers and 200 branch offices for Charles Schwab resulting in $16M in cost savings over two years and increased capacity and availability.
- Established and maintained data center and application platforms on distributed systems for EBMUD achieving 99.98% availability at the application layer.
- Designed, implemented, and operated early internet service provider infrastructure for mail and web services supporting over 500,000 accounts.

Staff Development

- Established a global engineering team with a "follow the sun" development model spanning North America, Asia, Middle East, and Europe. Including the provisioning of a new development staff of 50 people in Beijing.
- Secured the promotion of 8 Senior Staff Engineers to Distinguished Engineer in an area of Sun that never had Distinguished Engineers during the history of the company.
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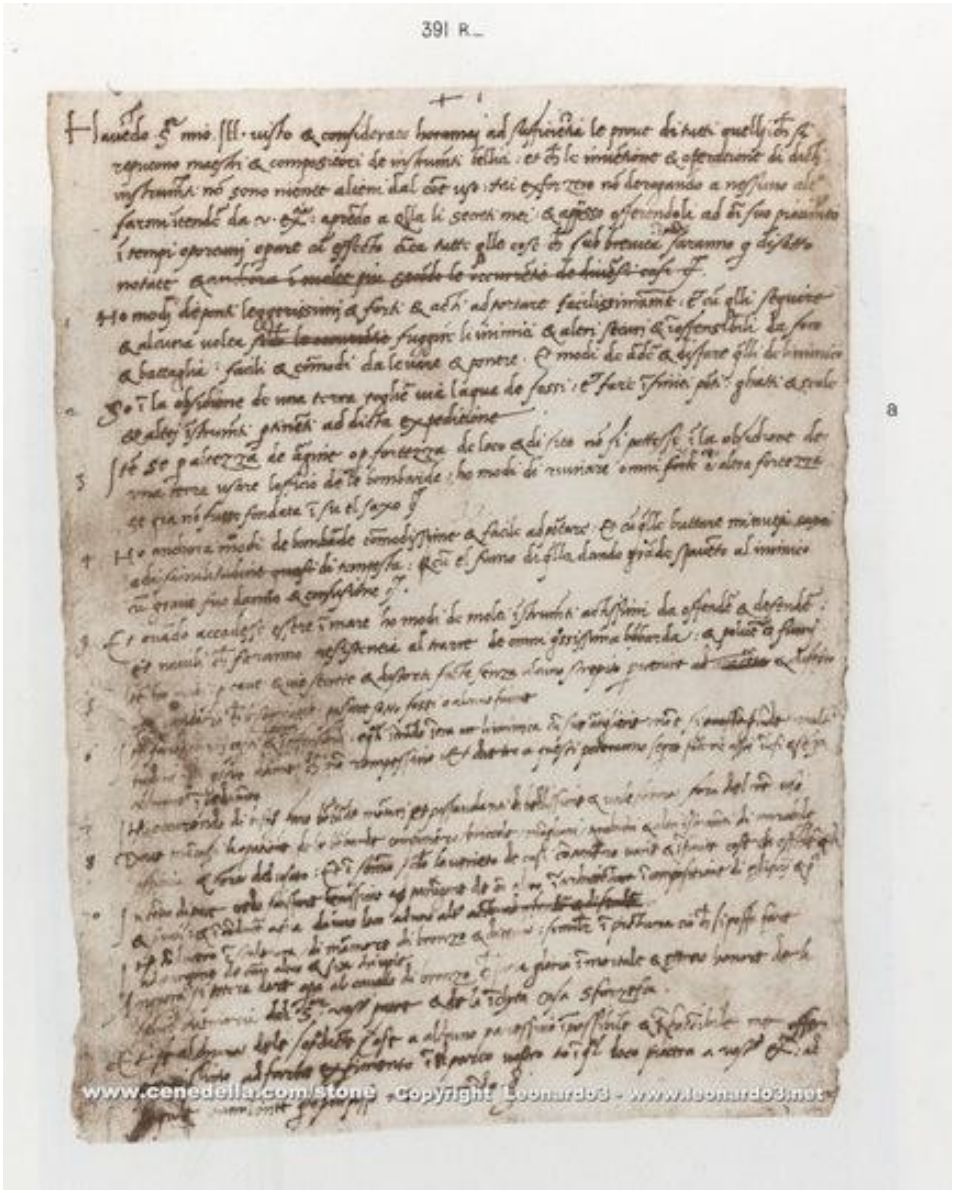
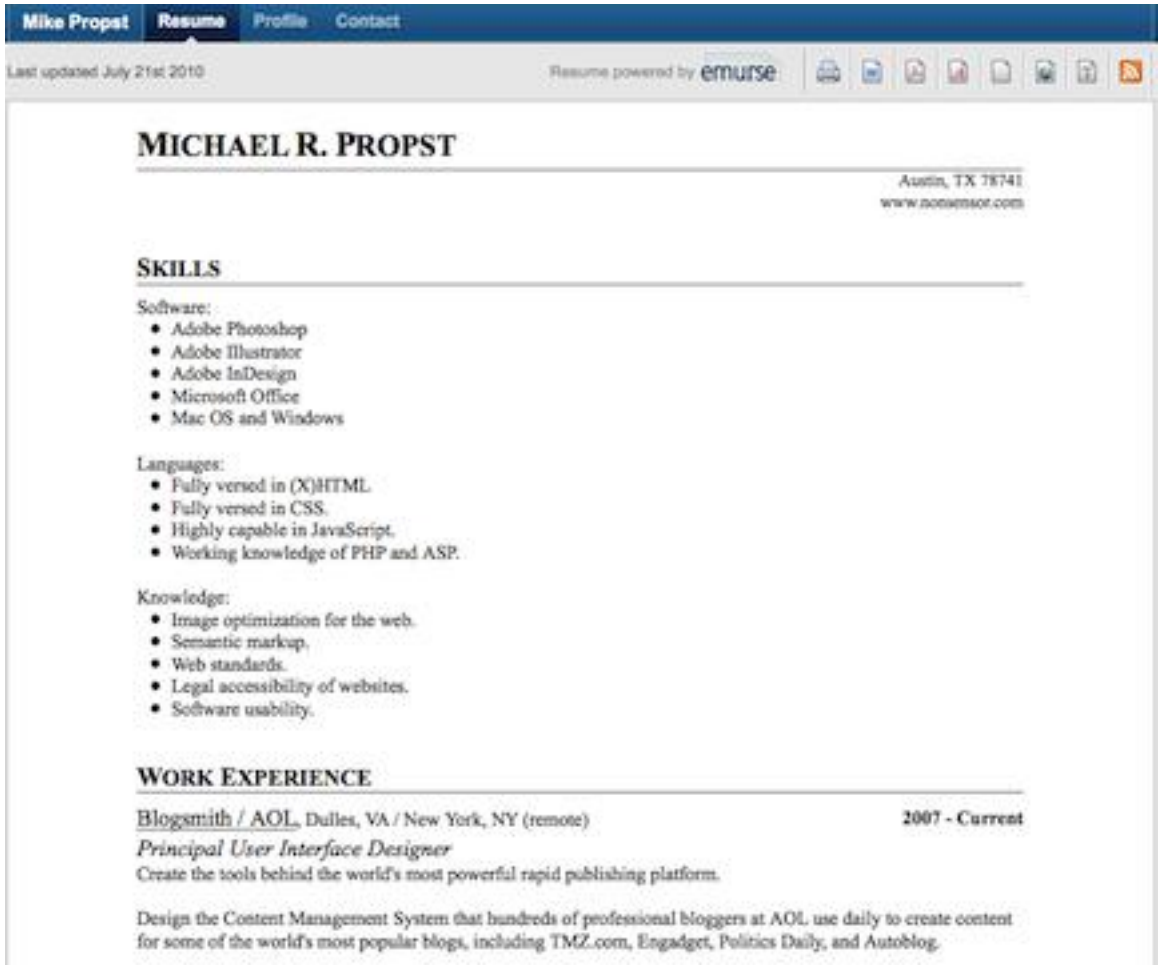


Self
as a
Customer

Self
as a
Customer



MICHAEL R. PROPST

Austin, TX 78741
www.noisemor.com

SKILLS

Software:
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Microsoft Office
- Mac OS and Windows

Languages:
- Fully versed in (X)HTML.
- Fully versed in CSS.
- Highly capable in JavaScript.
- Working knowledge of PHP and ASP.

Knowledge:
- Image optimization for the web.
- Semantic markup.
- Web standards.
- Legal accessibility of websites.
- Software usability.

WORK EXPERIENCE

Blogsmith / AOL, Dulles, VA / New York, NY (remote) **2007 - Current**

Principal User Interface Designer

Create the tools behind the world's most powerful rapid publishing platform.

Design the Content Management System that hundreds of professional bloggers at AOL use daily to create content for some of the world's most popular blogs, including TMZ.com, Engadget, Politics Daily, and Autoblog.

Self
as a
Customer

Options:

- Contact Ghengis
- Forward This Resume
- Invite a Friend
- Add Comment

Ghengis' Information

Location: SANTA MONICA, CA

Title: Conqueror

Status: Keeping my options open

Experience: 12+ years

Work Types:

Ghengis Khan

SUMMARY

Previously the Founder, Ruler, and Emperor of the Mongol Empire, the largest contiguous empire in history. United many of the nomadic tribes of northeast Asia. Pursued an aggressive foreign policy by starting the Mongol invasions of East and Central Asia.

PROFESSIONAL EXPERIENCE

Emperor(Khan) of the Mongol Empire (Feb 1206-March 1227)

- Creation of an extensive spy network and Yam route systems.
- Maintain and grow a portfolio of conquered companies reaching a GNP as large as 20 billion roman coins a year.
- Maintained staff of 1 million, with 15 direct reports.

Self
as a
Customer

Joel Spolsky

New York, NY
joelonsoftware.com

90th percentile on for c# | expression | language-features | statement | vb6 | winapi

80th percentile on for c++ | asp.net | asp.net-mvc | ini | excel | sql

3 years of experience in vba | excel | c++ | com | mfc

2 years of experience in java | vb6

Currently at **Fog Creek Software** and **Stack Overflow LLC** and **Apress**; 7 previous positions listed.

Seeking **full-time position**.

> Joel Spolsky is an expert on software development, the founder of Fog Creek Software, and the co-creator of Stack Overflow. His website Joel on Software is popular with software developers around the world and has been translated into over thirty languages. He has written four books about software development, including Smart and Gets Things Done: Joel Spolsky's Concise Guide to Finding the Best Technical Talent (Apress 2007).

Technologies

Likes: c# | python | excel | ruby | javascript | jquery

Dislikes: java | c++

Experience (7)

CEO and co-founder
Fog Creek Software
2000 - Current

Co-founder, with Michael Pryor, of a software company in New York City. Back in 2000 we started with

Gary Patterson

Senior Vice President, Sales

Chicago, IL 60611
United States

m: 323-666-7777

gary@gogomail.com

Summary

MBA, Senior Vice President of Sales with more than 20 years of domestic and international large-scale Customer Relationship Management (CRM) and engagement experience in developing and implementing strategic technology initiatives, and delivering high customer satisfaction levels.

Breadth of experience encompasses: program/practice management, management of the entire information system lifecycle, workflow automation, and software process evaluation and improvements.

Additional strengths and capabilities include: Strategic Account Management; Contract Negotiations; Establishing & Nurturing Client Relations; P&L Management & Budgeting; Quality & Improvement Mindset; Creating a Shared Professional Service Vision; Facilitating Interdepartmental Cooperation.

Work History

Alterian, Inc.

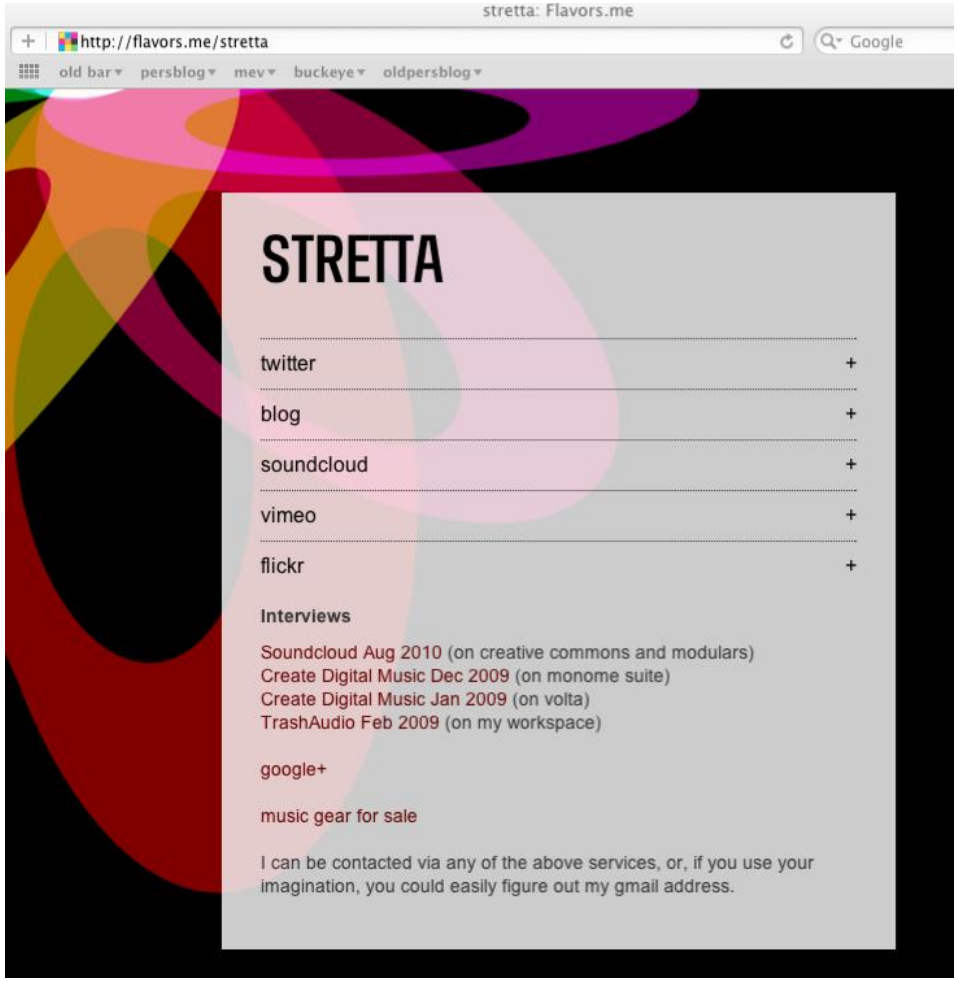
Chicago, IL, United States — 1994 - Present

Senior Vice President, Sales

- Division-wide responsibility for Profit and Loss, Accounting, Finance, Sales
- Doubled sales while cutting operating expenses over 33%
- Reengineered internal management, customer service and lead development infrastructure
- Achieved significant savings by renegotiating vendor contracts
- Report directly to company President

Self
as a
Customer

Self
as a
Customer



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mharding@pex.net **650.823.4878**

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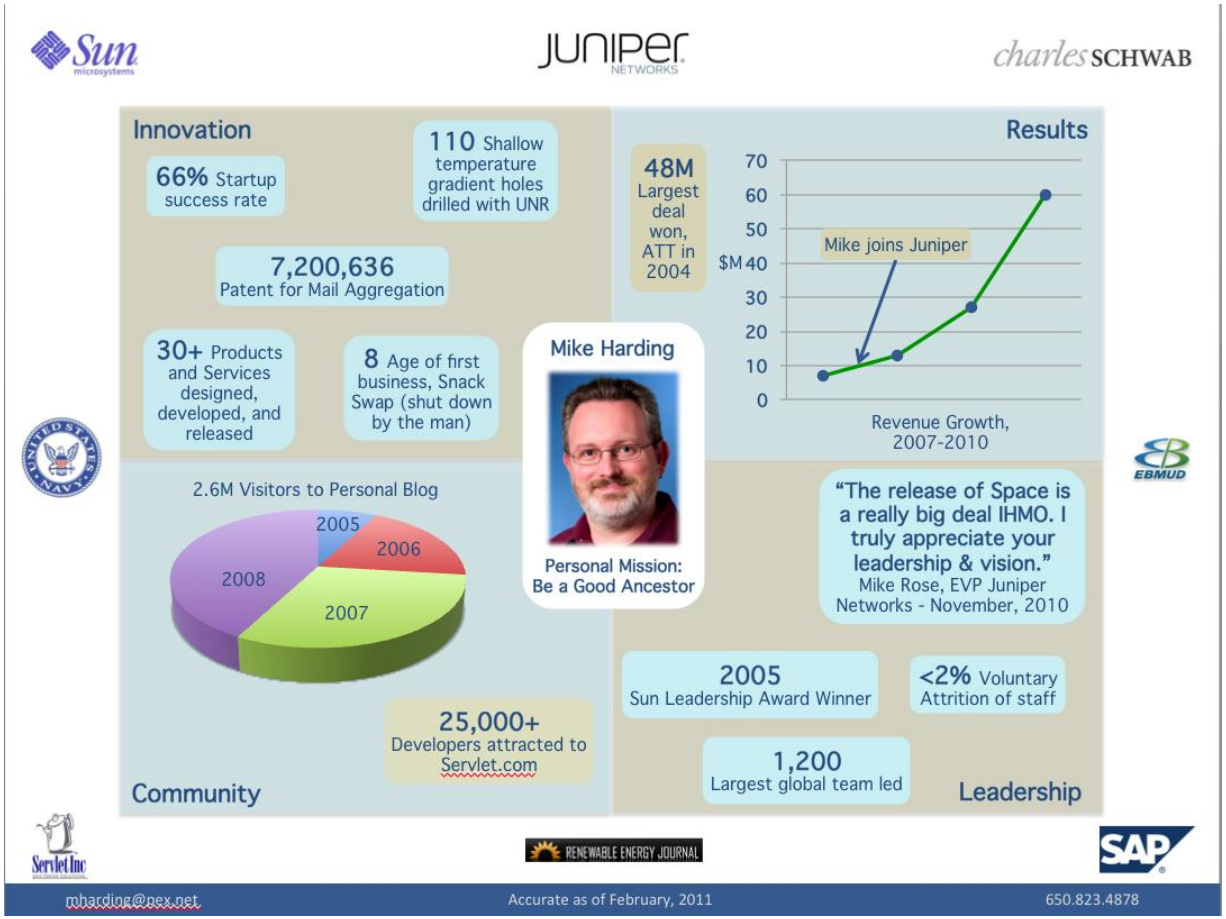

Self
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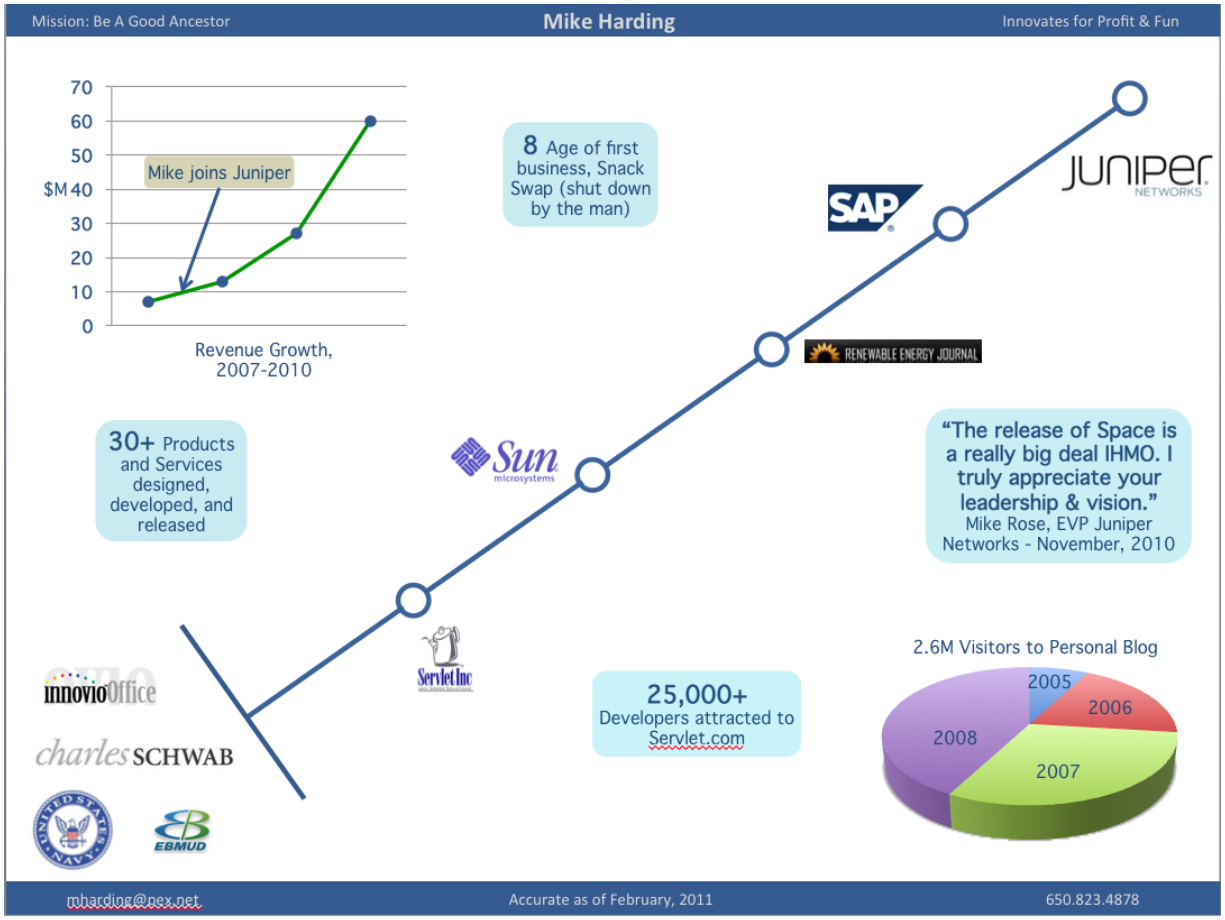


Self
as a
Customer

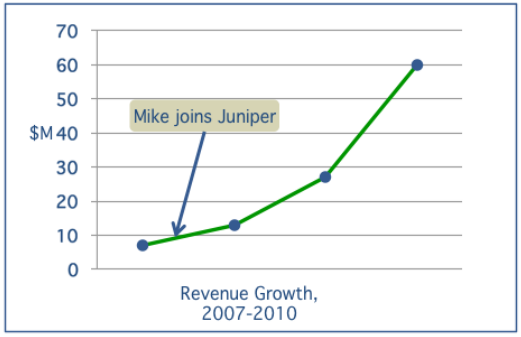
Mission: Be A Good Ancestor

Mike Harding

Innovates for Profit & Fun

Name: **Mike Harding**

Position: General Manager
Company: Juniper Networks
Joined: 2008
SOC: 280 staff/contractors
Budget: $28M (2011)
Revenue: $110M (2011)
Reports to: Executive VP



Juniper Highlights:
New packaging, complete product line refresh, influenced company strategy toward software, introduced Agile development, delivered SDK

Career Statistics

Dates	SOC	Budget	Revenue
1985-2011	1-1,200	$0-$150M	$0-$450M

Pos	Date	SOC	Bud	Rev	RPT
VP	2006	1,200	$150M	$450M	EVP

Sun microsystems

Pos	Date	SOC	Bud	Rev	RPT
CEO	1997	25	$5M	$7M	BOD

ServiceInc

Pos	Date	SOC	Bud	Rev	RPT
Dir	1995	12	$13M	N/A	GM

charles SCHWAB

Pos	Date	SOC	Bud	Rev	RPT
Eng	1991	N/A	N/A	N/A	Dir

Pos	Date	SOC	Bud	Rev	RPT
CTO	1986	130	$6M	$16M	CEO

The Job Journal

mharding@nex.net

Accurate as of February, 2011

650.823.4878

Self
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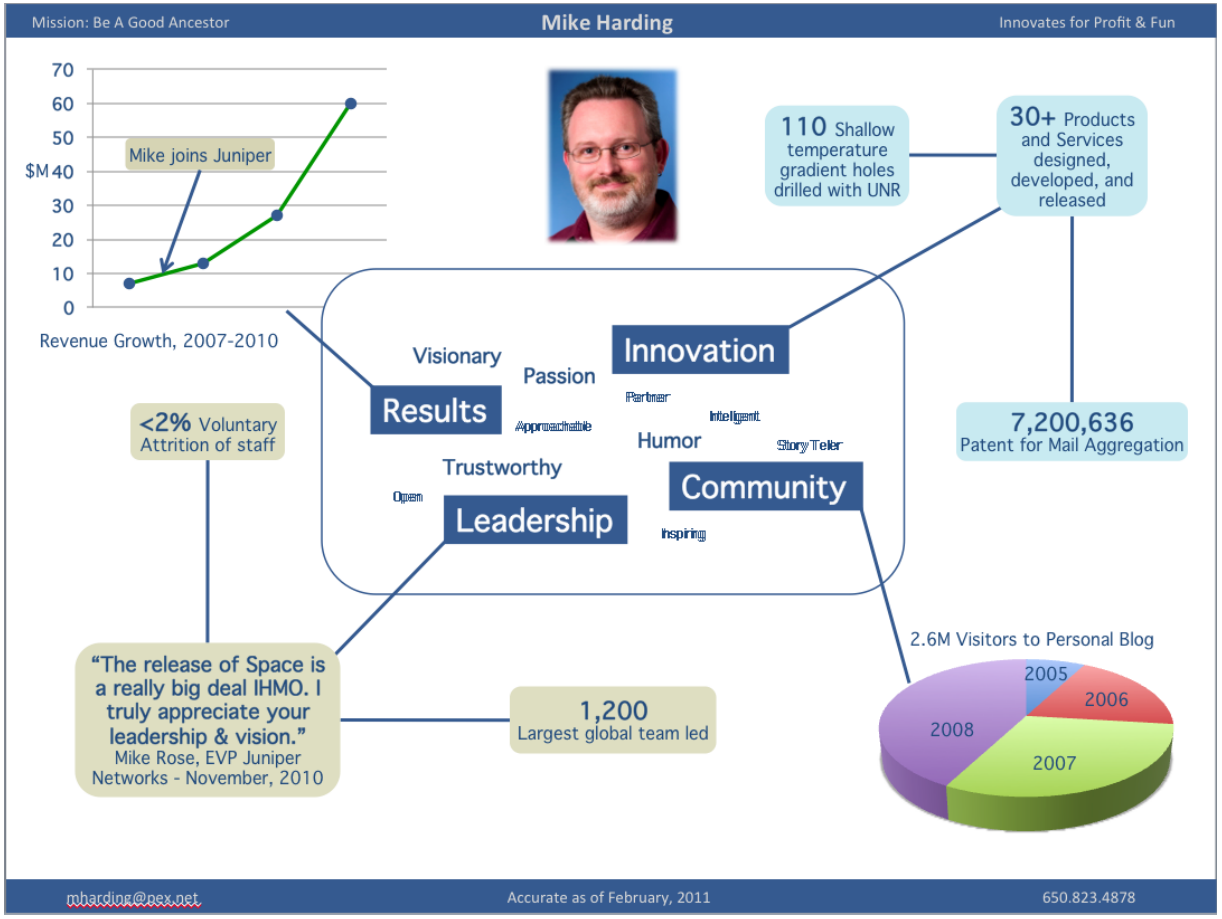
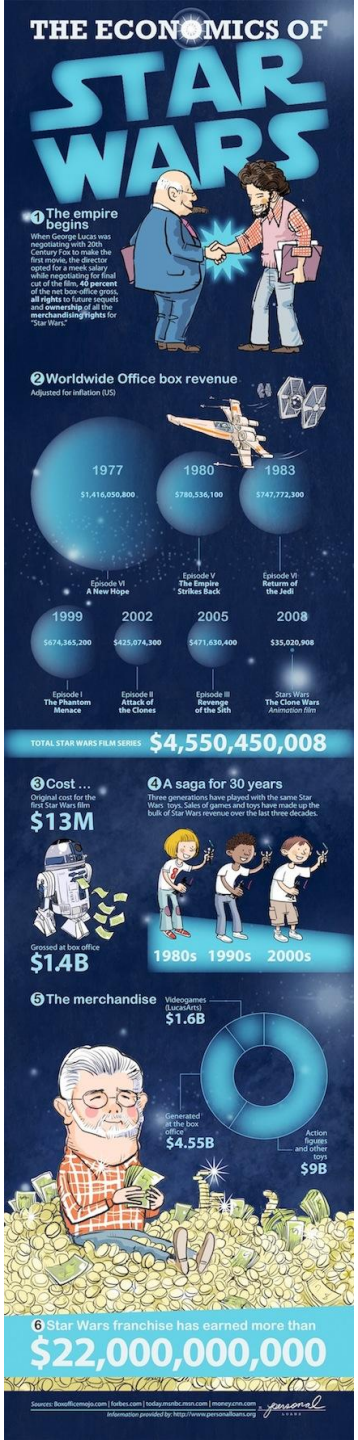
Customer





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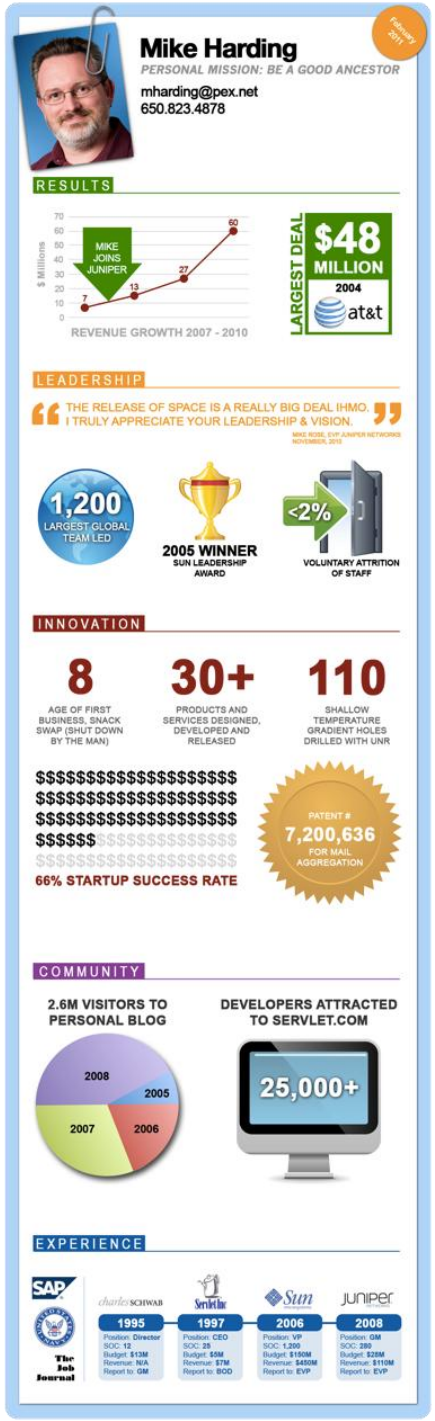

Self
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Self
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Customer

HR Professionals:
Yuck, breaks my tools!
(but I'd contact anyway)

Self
as a
Customer

HR Professionals:
Yuck, breaks my tools!
(but I'd contact anyway)

Self
as a
Customer

Candidates:
When can I create my re.vu?

HR Professionals:
Yuck, breaks my tools!
(but I'd contact anyway)

Self
as a
Customer

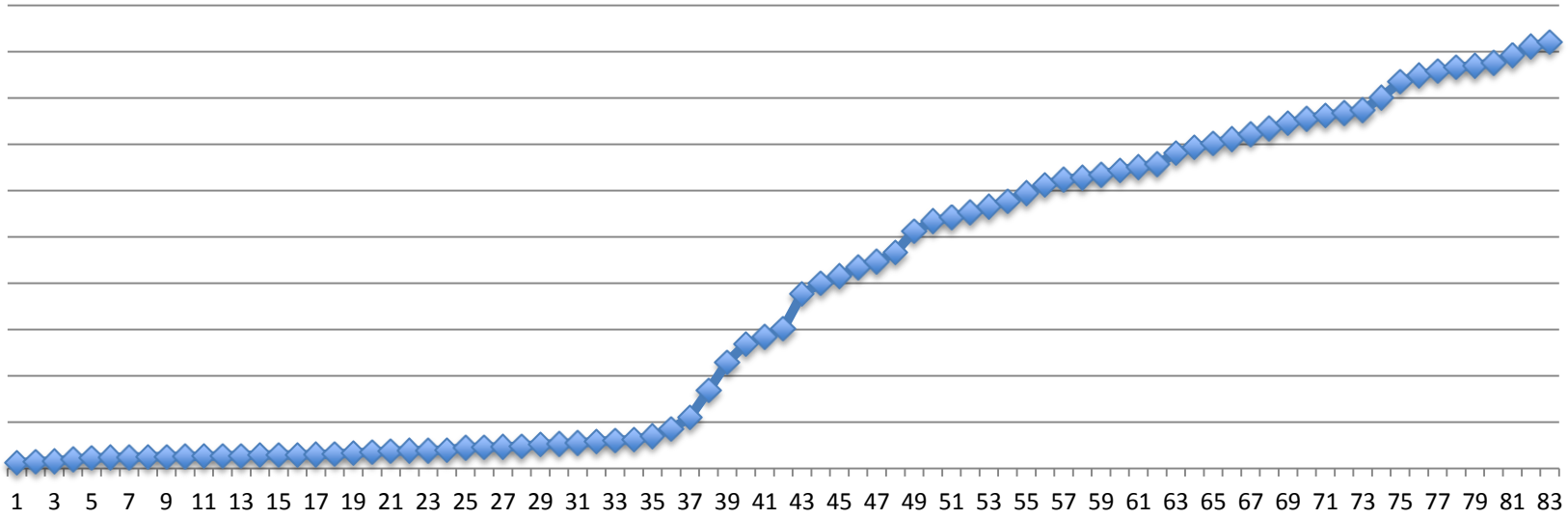
Candidates:
When can I create my re.vu?

Hiring Managers:
Wish more candidates would use this sort of resume.

Self
as a
Customer

Self
as a
Customer

re.vu user growth 2011



BARACK OBAMA

Updated November 2011

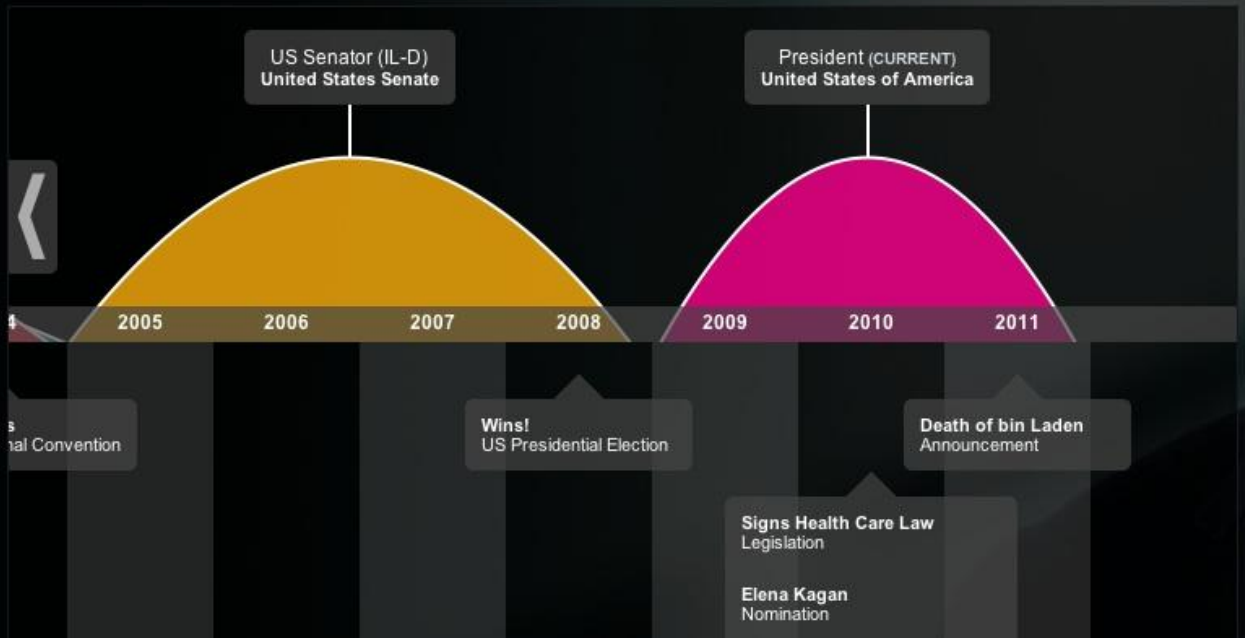
44th President of the United States of America

2012

In 2004 Obama was elected to the U.S. Senate as a Democrat, representing Illinois, and he gained national attention by giving a rousing and well-received keynote speech at the Democratic National Convention in Boston. In 2008 he ran for President, and despite having only four years of national political experience, he won. In January 2009, he was sworn in as the 44th President of the United States, and the first African-American ever elected to that position.

http://www.barackobama.com/
http://www.whitehouse.gov

Timeline

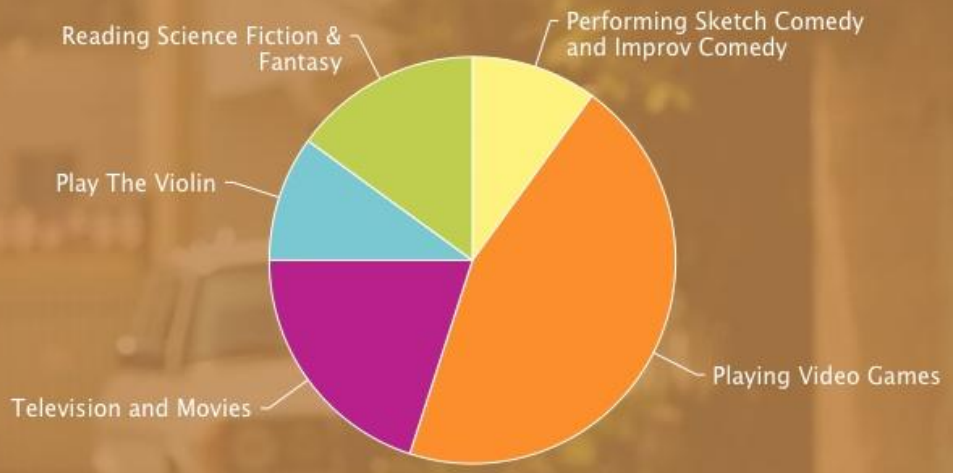


Quote

"Socially, the two "consistent threads" in her life were her online friends and community theater. "So it's really funny that my career has become the melding of Internet technology and acting."

Robert Lloyd
Los Angeles Times 09/25/11

Pastimes



Education

BS'99

University of Texas at Austin
Mathematics and Music Performance
Class Valedictorian
National Merit Scholar (1995)

MORGAN ELIZABETH NEILSON

Current address:	Address after August 15, 2003:
5634 University City Blvd., Apt. 56B Blacksburg, VA 24060 (540) 961-6666 meneilson@vt.edu	2107 Calvin Street Manassas, VA 22221 (703) 555-8304 morgan.neilson@juno.com

OBJECTIVE

Industrial engineer; interests in manufacturing, cost analysis, and occupational safety

EDUCATION

B.S., Industrial and Systems Engineering, August 2003
Virginia Polytechnic Institute & State University, Blacksburg, Virginia
GPA: In-major: 3.1/4.0 Overall: 2.68/4.0
Earned and financed 70% of college and living expenses

SKILLS

Knowledge gained through ISE project work includes:

Cost Analysis	Human Factors	Inventory Control
Materials Handling	Plant Layout	Statistics

Computer Skills:

IBM PC / Mainframe	FORTRAN	MS Excel	SAS
Macintosh / Apple	Visual BASIC	MS Word	FactoryFLOW
AutoCAD/ CADKEY	WordPerfect	BlocPlan	FactoryCAD

COURSE PROJECT

Project Manager for Senior Design Team, Omega Window Co., Inc., Salem, VA
Fall 2002 – Spring 2003
- Analysis and evaluation of current layout of the window fabrication facility
- Collection and interpretation of materials handling and flow data
- Developing alternative facility layouts to reduce materials handling

EXPERIENCE

Summer Engineering Intern, Perkins Company, Inc., Cleveland, OH, Summer 2002
- Application of CAD skills to both office layout and curtain wall analysis
- Compiled ANSI structural leading programs using computer knowledge
- Assisted applications engineers in preparing stamped structural calculations

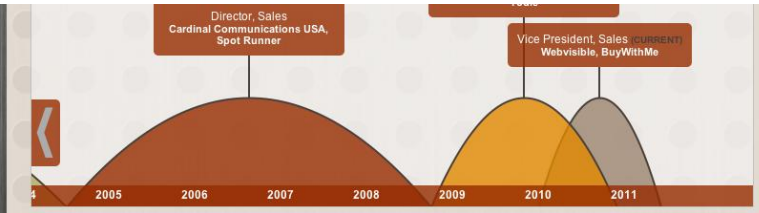
Maintenance Administration, Cuyahoga Foods, Inc., Bridgewater, VA, Summer 2001
- Maintained and updated computer cataloguing of machine parts room
- Ordered, received, and distributed valuable machine parts and supplies
- Prepared purchase orders for cost accounting

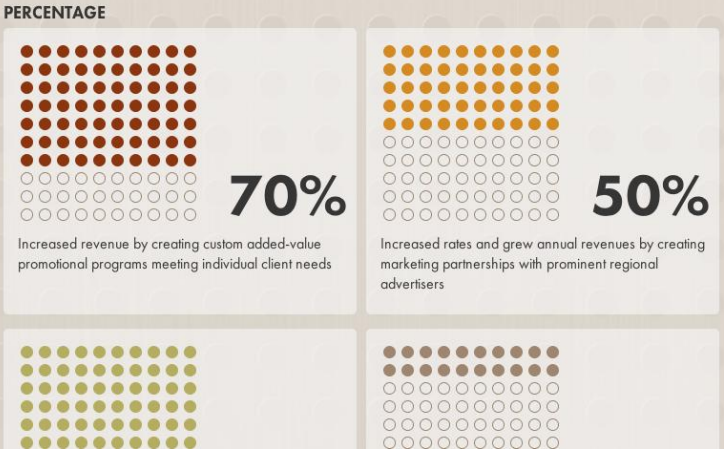
Engineering Technician, Naval Air Systems Command, Arlington, VA, Summer 2000
- Developed Close Air Support Effectiveness math model using FORTRAN

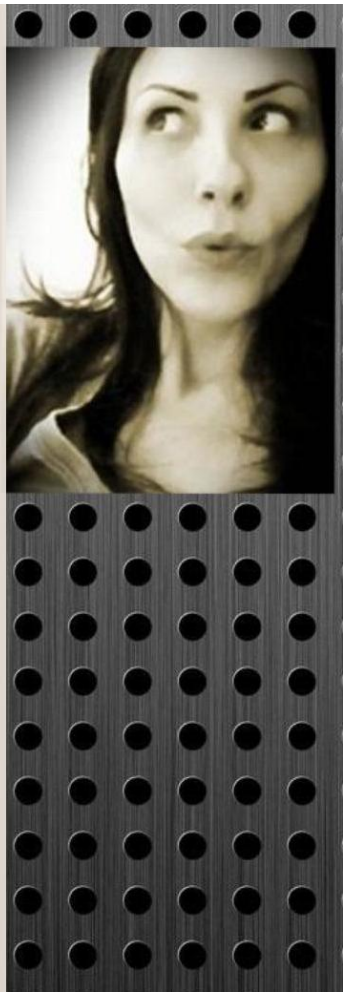
AWARDS & ACTIVITIES

Perdue Farms Inc., National Scholarship
Society of Manufacturing Engineers
Marching Virginians & Metro Pep Band
Dean's List: Fall 2001, Spring 2002

Features of this resume:
- Skills not limited to computer skills.
- Course project experience detailed just like other work or internship experience.
- Table is used to format only – **borders are set to be invisible on the print document.**
- Font = Univers, 11; margins at least 1/2 inch all sides.

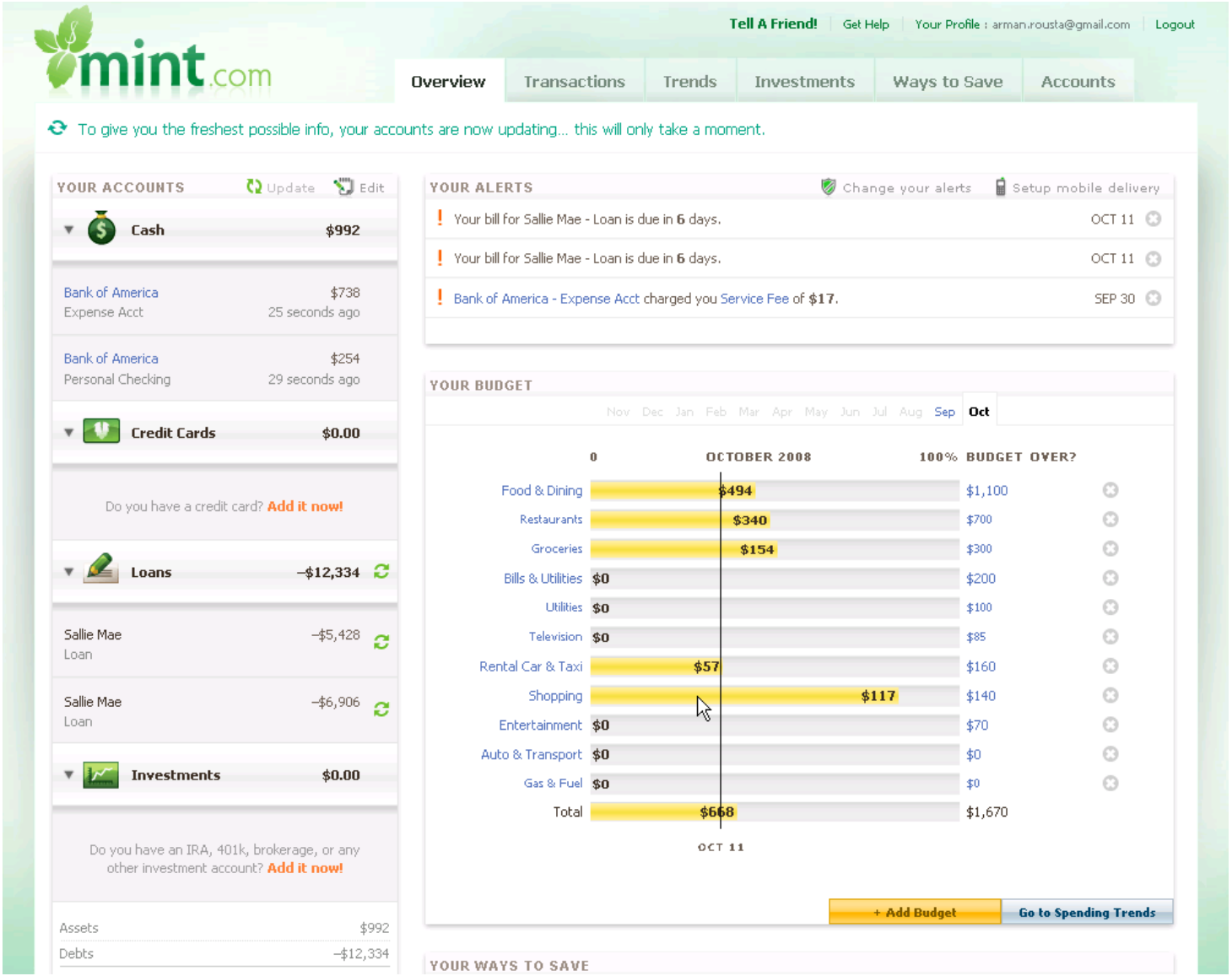






which do you prefer?

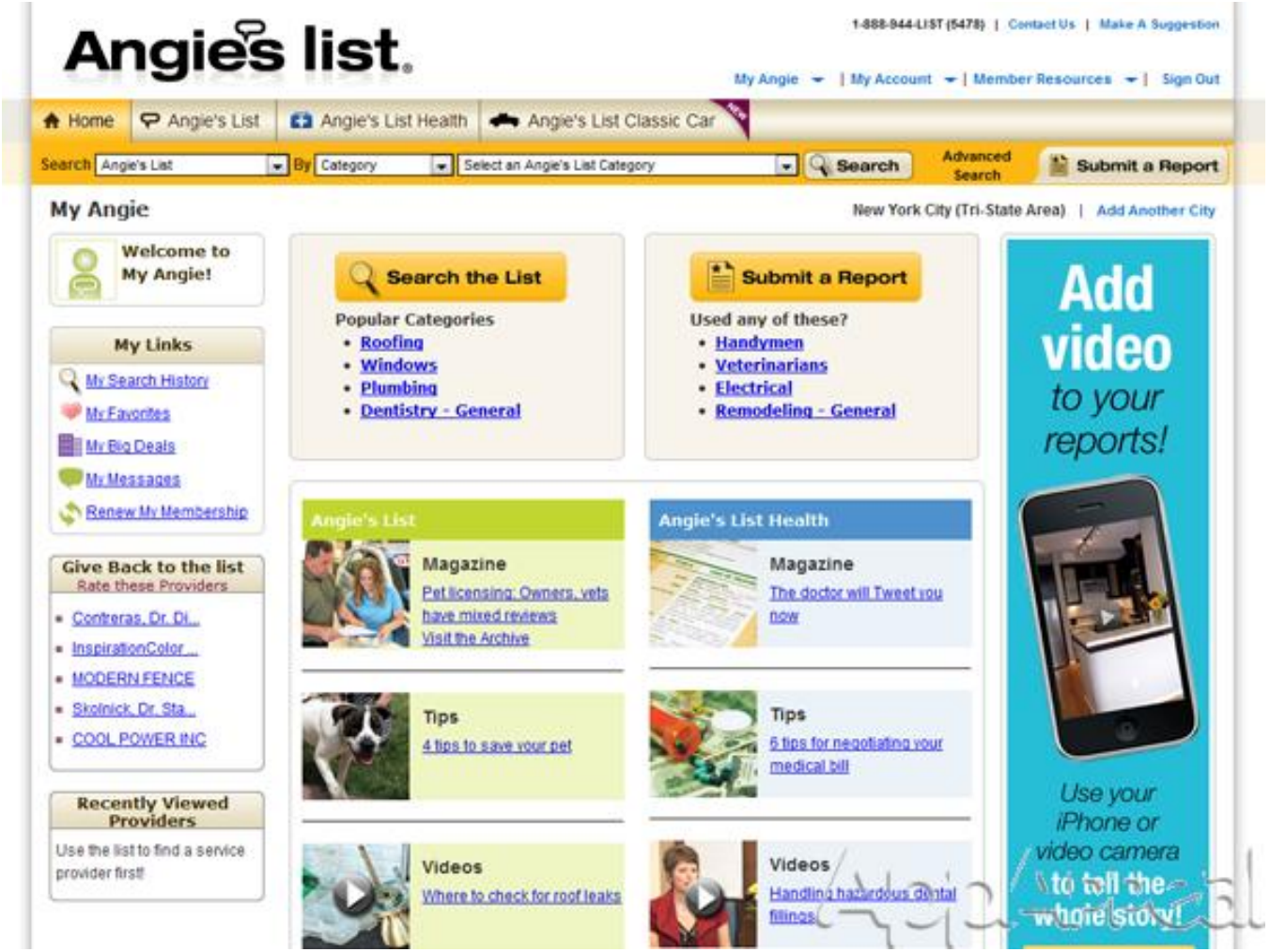
let’s see some more examples


mint.com
Tell A Friend! | Get Help | Your Profile : arman.rousta@gmail.com | Logout
Overview | Transactions | Trends | Investments | Ways to Save | Accounts
To give you the freshest possible info, your accounts are now updating... this will only take a moment.
YOUR ACCOUNTS
Update
Edit
Cash $992
Bank of America
Expense Acct
$738
25 seconds ago
Bank of America
Personal Checking
$254
29 seconds ago
Credit Cards $0.00
Do you have a credit card? Add it now!
Loans –$12,334
Sallie Mae
Loan
–$5,428
Sallie Mae
Loan
–$6,906
Investments $0.00
Do you have an IRA, 401k, brokerage, or any other investment account? Add it now!
Assets $992
Debts –$12,334
YOUR ALERTS
Change your alerts
Setup mobile delivery
Your bill for Sallie Mae - Loan is due in 6 days. OCT 11
Your bill for Sallie Mae - Loan is due in 6 days. OCT 11
Bank of America - Expense Acct charged you Service Fee of $17. SEP 30
YOUR BUDGET
Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct
0
OCTOBER 2008
100% BUDGET OVER?
Food & Dining $494 $1,100
Restaurants $340 $700
Groceries $154 $300
Bills & Utilities $0 $200
Utilities $0 $100
Television $0 $85
Rental Car & Taxi $57 $160
Shopping $117 $140
Entertainment $0 $70
Auto & Transport $0 $0
Gas & Fuel $0 $0
Total $668 $1,670
OCT 11
+ Add Budget
Go to Spending Trends
YOUR WAYS TO SAVE

example 1

CURRENT EVENTS - June 28, 2008
Action
Event
Status
Event Performance
ERCOT
3:15 - 3:45
Ongoing

example 2


Angie's list.
1-888-944-LIST (5478) | Contact Us | Make A Suggestion
My Angie | My Account | Member Resources | Sign Out
Home
Angie's List
Angie's List Health
Angie's List Classic Car
Search
Angie's List
By
Category
Select an Angie's List Category
Search
Advanced Search
Submit a Report
My Angie
New York City (Tri-State Area) | Add Another City
Welcome to My Angie!
My Links
My Search History
My Favorites
My Big Deals
My Messages
Renew My Membership
Give Back to the list
Rate these Providers
Contreras, Dr. Di...
InspirationColor ...
MODERN FENCE
Skolnick, Dr. Sta...
COOL POWER INC
Recently Viewed Providers
Use the list to find a service provider first!
Search the List
Popular Categories
Roofing
Windows
Plumbing
Dentistry - General
Submit a Report
Used any of these?
Handymen
Veterinarians
Electrical
Remodeling - General
Angie's List
Magazine
Pet licensing: Owners, vets have mixed reviews
Visit the Archive
Tips
4 tips to save your pet
Videos
Where to check for roof leaks
Angie's List Health
Magazine
The doctor will Tweet you now
Tips
6 tips for negotiating your medical bill
Videos
Handling hazardous dental fillings
Add video to your reports!
Use your iPhone or video camera to tell the whole story!

example 3

example 4

example 5

example 6

ACE HOTEL
SEA // PDX // NYC // PSP

nest

jazzercise®

Angie's list

re.vu

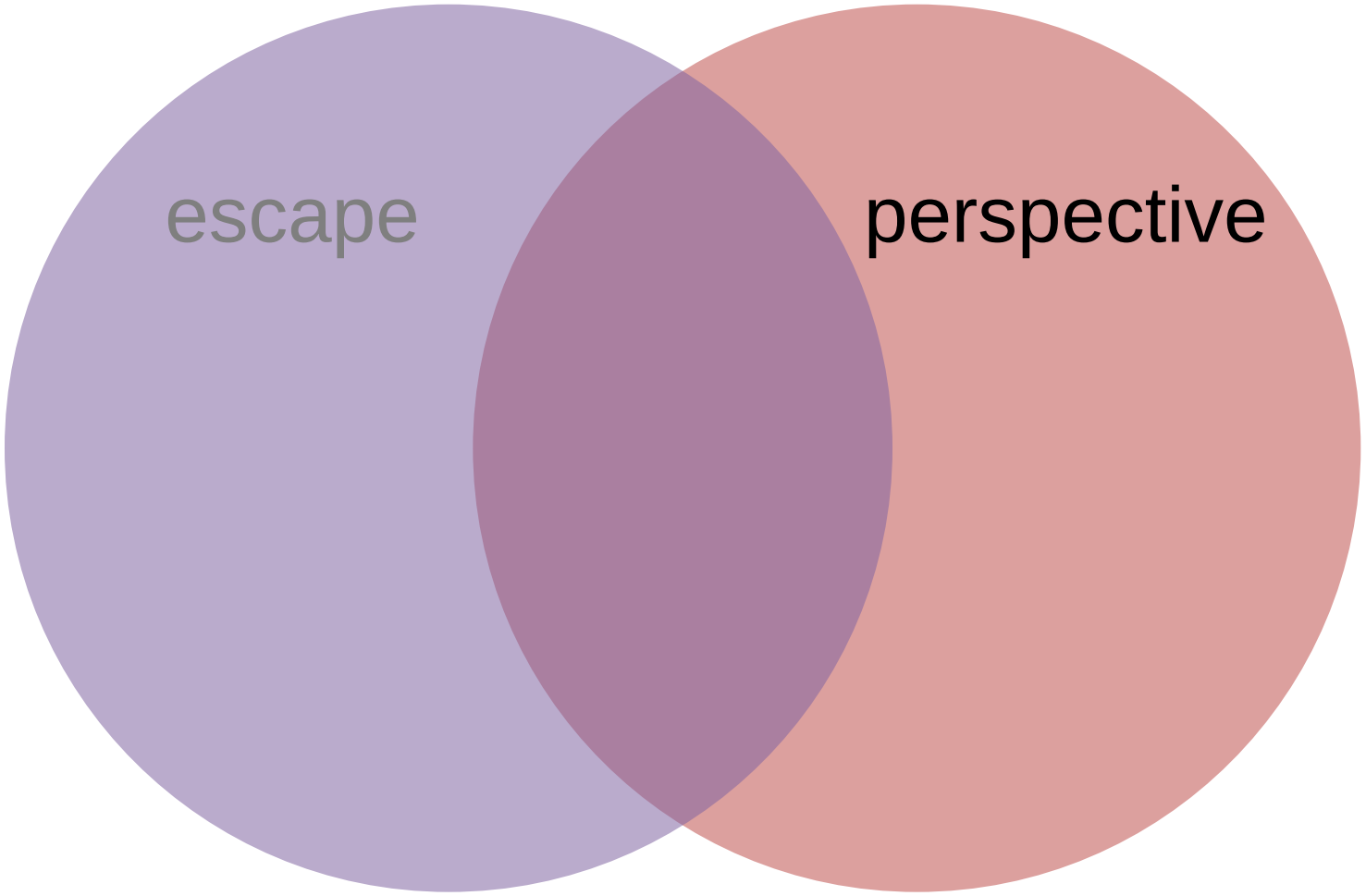
BLUE OASIS SHRIMP

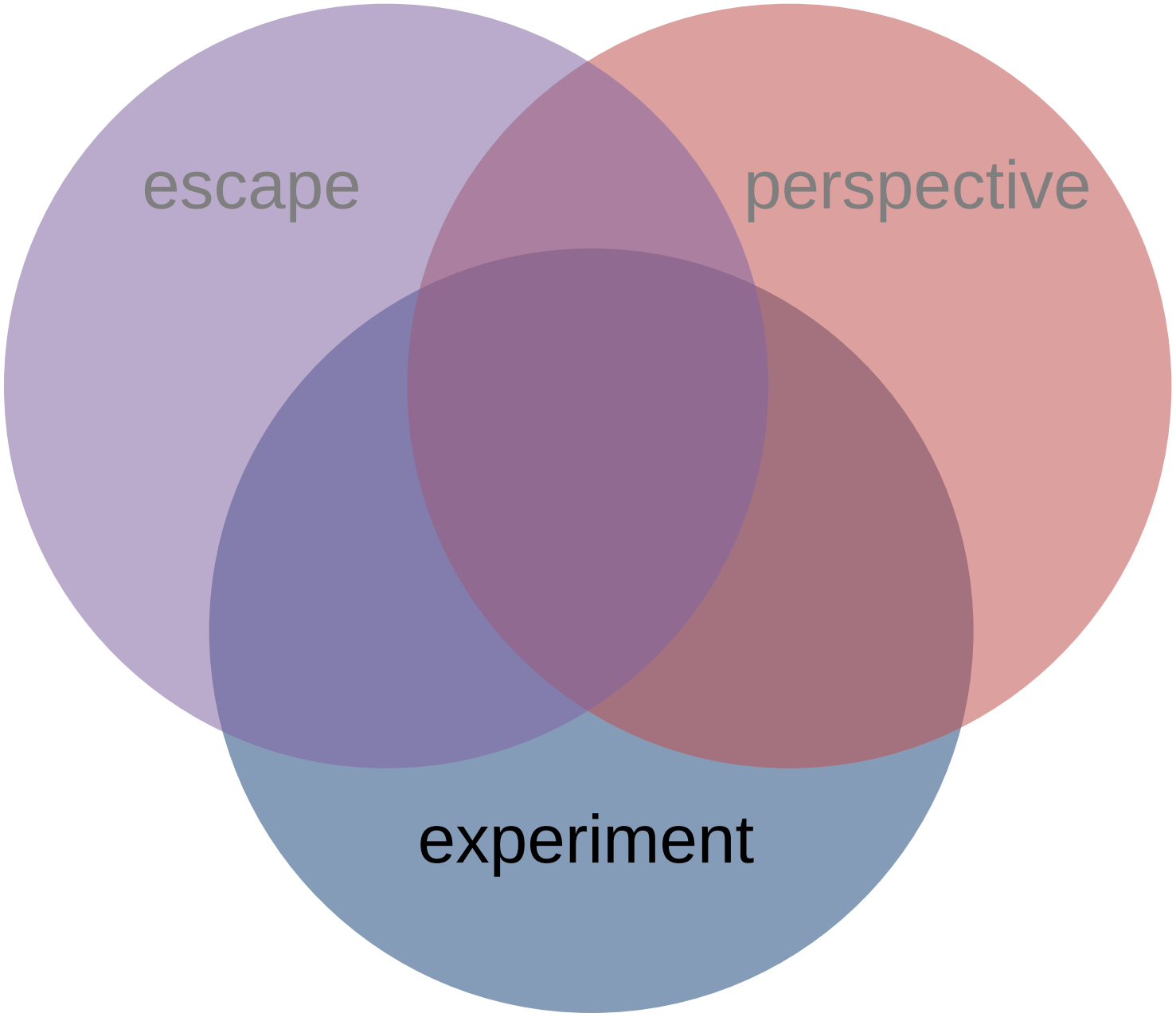
ENERNOC

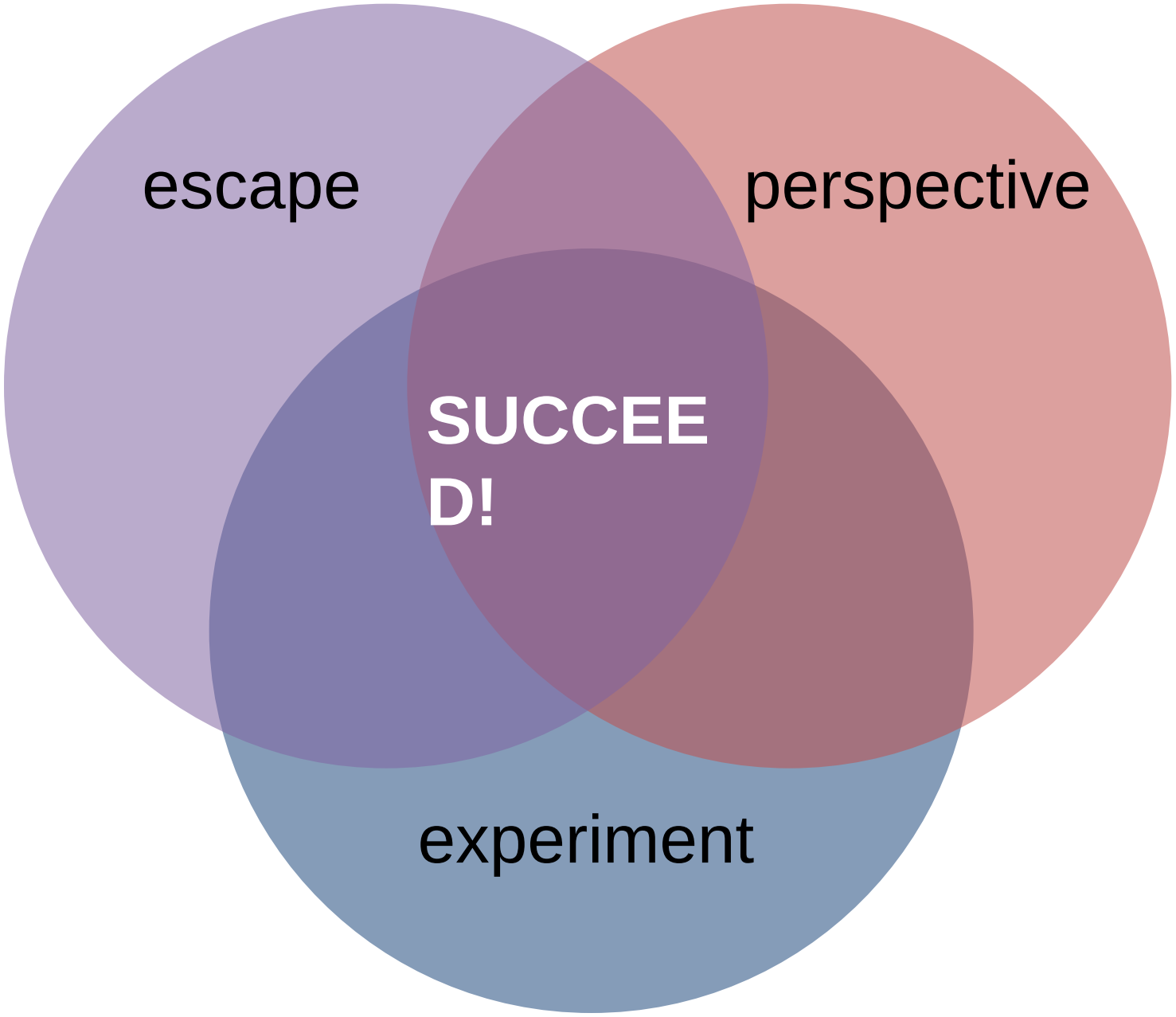
jetBlue
AIRWAYS®

mint

escape


escape
perspective


escape
perspective
experiment


escape
perspective
SUCCEED!
experiment

aspire to design GREAT products

Thank You!

The Tyranny of Benchmarking

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