KESHA M. WATSON, PMP, PMI-ACP, CSPO, CSM, UXMC, CUA

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SUMMARY

Agility. Innovation Delivery. On-Time. On-Budget. Human-Centered. BIG IMPACT.

Technology & User Experience Leader with over 20+ years of experience in championing emerging technologies, driving measurable business value & solving user experience challenges to improve digital interactions of both international & domestic organizations. Human-centered & equipped to strategically handle the full Product Development Lifecycle leveraging various technologies. Managing Multi-Industry Enterprise Level efforts from conception to research, design to development, testing and delivery to the marketplace. Strong communicator & relationship builder. Seeking Senior Management opportunities. Focused on continuing to influence products that improve the lives of users, manage multi-stakeholder collaboration, & create teams that embrace innovation, agility, and excellence. Domestic & International Experience. OPEN TO RELOCATION.

- **PRODUCT MANAGEMENT: Certified Scrum Product Owner (CSPO)** specializing in overseeing web or application projects from beginning to end in varying sizes and budgets. Setting vision, market analysis, defining the roadmap, establishing MVPs and Release Planning. Effective communication with stakeholders, vetting of functional specifications, vendor selection, contract negotiations & management of internal/vendor resources to deliver impactful technology.

- **PROGRAM MANAGEMENT: Certified Project Management Professional (PMP)**, **Agile Certified Practitioner (PMI-ACP)** and **ScrumMaster (CSM)** with experience in Traditional and Agile Project Management. Strong background in program management, project planning, risk mitigation, technical solution implementation, and budget management. As a program manager, utilizing Agile methodologies and blend traditional Waterfall methods into an organization's existing culture, when appropriate, to achieve project success. Communicating in a manner that engages both key executives, stakeholders, product owners, UX professionals and technical teams, so all parties feel informed & involved in the project's success. Specializing in planning, financial governance, cross-functional team management, risk mitigation, and demonstrating value-add principles and practices to teams.

- **USER EXPERIENCE: NN/g UX Master Certified (UXMC)** and **HFI Certified Usability Analyst (CUA)** experienced in leveraging user experience methodologies, specializing in User Experience Strategy and Research. Research Methods include Contextual inquiry, Exploratory field studies, Ethnography, Facilitation, Heuristic Evaluation, Personas, Use Cases, Surveying, Task Flows, Usability Testing, Workshops, Interviewing (remote and on-site) and Strategy Development. Utilizing UX to influence positive delivery & adoption of technology efforts.

HIGHLIGHTED CAREER ACHEIVEMENTS

- **Philanthropic Work: Working with the City of Chicago on Food Insecurity.** Developed COVID-Safe Workshops that lead to the development of a Community-based application allowing communication, data collection, resource sharing among Urban Growers, Academia, and Government officials.

- **Achieving Speed-to-Market Data Analytics:** At Press Ganey, **accelerating the delivery of the Integrated Analytics Dashboard by 6 months** to aid Hospitals in managing healthcare data during COVID and beyond. Through sophisticated algorithms, it unlocks actionable insights, empowering healthcare providers, administrators, and policymakers to make informed decisions swiftly and effectively.

- **Best-In-Class Software Engineering**: At BMW, focused on the elimination of current and post-release defects in the iOS and OAP code base. **Succeeded in eliminating 100% of the defects in the OAP application code base for the first time in the BMW history of the application.**

- **User Experience Methods Fully Implemented:** At TIAA, leading the user experience and development of the Enterprise-Level Telephony Toolbar application which is a new financial services product providing basic softphone capabilities and complex participant authentication/voice biometric integration within one desktop toolbar application. **Fast adoption & call handling times from 8 mins to 5 minutes or less. Changing the way call centers work.**

PORTFOLIO, RESUMES & RECOMMENDATIONS

My Portfolio Site:
http://www.bennumediagroup.com/

LinkedIn Profile:
http://www.linkedin.com/in/keshawatson

STRENGTHS, SKILLS & COMPETENCIES

Executive Leadership
Product Management
Program Management
Strategic Planning & Project Execution
Agile Methodology
Cost & Budget Management

Design Management and Process
Design Thinking & Workshopping
User Experience Strategy
User Research
User Experience Testing
Team Building & Resource Allocation

Technical Expertise & Process
Improvement
Systems Development Lifecycle
(SDLC) Management
Cloud Computing Technologies

PROFESSIONAL EXPERIENCE

UX OPERATIONS PROGRAM MANAGER | MCDONALD'S CORPORATE | CHICAGO, ILLINOIS
APRIL 2022 – NOVEMBER 2022
PRODUCT: Food Services - Global App, Kiosk and Website

UX Operations Program Manager for McDonald's (https://www.mcdonalds.com/us/en-us.html), leading the Global User Experience Team (MUX). McDonald's is the world's largest restaurant chain by revenue, serving over 69 million customers daily in over 100 countries. Leading the UX department through Design growth and change while promoting excellence in collaboration, creating a positive, creative environment, and providing processes that allow for the achievement of product goals. The overall goal being to transform alongside the customer to provide products and services that deliver excellence.

- Collaborating with product management to ensure customer requirements and needs are considered and incorporated from conceptualization to the realization of core McD Global Products - App, Kiosk & Web. This includes partnering closely with Research, Analytics, Engineering, Accessibility, & external design teams to help deliver end-to-end detailed designs.
- Coordinating capacity across the internal McD design team and external design vendor. Managing the Global McDonald's design agency relationship, overall budget, and capacity roadmap. Clarifying roles and responsibilities as required.
- Scoping, tracking, reporting on projects from Brief stage through end-of-project. 20-30 global projects per Quarter. Tracking cross product dependencies, impacts, and opportunities.
- Coaching the adoption of Agile Experience Design practices & Scrum. Helping help train teams on the agile methodology and oversee the development of agile teams to ensure the delivery of value to the customer. Responsible for guiding teams through the implementation process and tasked with encouraging workers and leadership to embrace the agile method.
- Mentoring and Developing team members as they grow and learn in the workplace.

- UX STACK: JIRA, Confluence, Adobe Creative Suite, Figma, Figma Design System, Tableau

NOTABLE ACCOMPLISHMENTS:
- **Decreasing Design Handoff timelines by 10% by building internal Design Team & applying Wkly Rapid Prototyping Cycle.**
- **Overseeing the implementation of Gift Card Payment Functionality and experience in the McD Application.**

IT PROGRAM MANAGER | PRESS GANEY | CHICAGO, ILLINOIS
SEPTEMBER 2019 – AUGUST 2021
PRODUCT: Healthcare – Data Visualization, Analytics and Reporting Applications

IT Program Manager for Press Ganey (https://www.pressganey.com), managing the Integrated Analytics, Workforce Engagement, and Nursing Excellence Programs. For more than 30 years, Press Ganey's mission has been to support health care providers in understanding and improving the entire patient experience. As a strategic business partner to

more than 26,000 health care organizations, we lead the industry in helping hospitals transform the patient experience and create continuous, sustainable improvement.

- **Strategically overseeing groups of projects making up a $7M+ portfolio** of work. Responsible for providing transparency to executive leadership on the technology health and status of numerous tracks of work within the programs. 15-20 projects per Quarter. Working to create high-veracity and high availability healthcare data for hospitals.
- Aligning time, budget, forecasting, and resources to complete work within program guidelines. Working with Product and Application Development management to plan the overall program and monitor progress to make sure that milestones are being met across the various projects and programs. Fostering trust and building relationships between Product, the PMO and IT by providing visibility and insights into to the many tracks of work within Integrated Analytics, Workforce Engagement and Nursing Excellence Programs. Working to identify and resolve project and program level issues/risks/dependencies and escalate as needed. Serving as internal centralized point of contact and coordinator for Program Go-To-Market Prep activities.
- UX Research: For Nursing Excellence Program, conducted user research during the COVID pandemic to identify user needs, pain points, and behaviors. Collaborated with Nursing administration, product managers, designers, and developers to create user-centered designs. Analyze user feedback and data to inform product decisions. Present research findings & recommendations to executive stakeholders.

- TECH STACK: Rally, Microsoft Azure, PowerBI, Microsoft Azure Cloud Computing, Enterprise Level Data Warehousing (on-prem and cloud), Tableau and custom Angular UI Libraries

NOTABLE ACCOMPLISHMENTS:
- **Delivering the Integrated Analytics (IA) Dashboard, the premier Press Ganey tool offering cross-domain analytics. Press Ganey's Integrated Analytics Solutions strengthens clients' ability to deliver on the patient promise of safe, high-quality, patient-centered care, delivered by an engaged and resilient workforce. IA Solutions are built on research-based foundation that demonstrates the intersections of performance across the analytic domains of Safety, Quality, Experience, and Workforce Engagement.**

IT SCRUM MASTER | BMW TECHNOLOGY | CHICAGO, ILLINOIS
JANUARY 2019 – SEPTEMBER 2019
PRODUCT: Automotive - In-car Head-Unit Displays (Dashboard) & Connected Drive App on iOS devices

IT Scrum Master (via Apex Systems) for BMW Technology Chicago, coordinating the software engineering efforts for the BMW Connected Drive Application on iOS devices (iPhone) and BMW in-car Head-Unit Displays. Supporting the Agile Transformation efforts across iOS and Head-Unit development Teams as a Scrum Master.

- Facilitating Scrum Ceremonies, planning, tracking, and organizing day-today activities for the iOS and Online Application Platform (OAP) Head-unit teams during 2-week Agile Sprint cycles utilizing a Scrum.
- Guiding automated Unit Testing, Test-Driven Development (TDD), Behavior-Driven Design (BDD), Pair programming, Refactoring, Continuous Integration (CI) and Continuous Deployment (CD) activities.
- Collaborating with team members across both Business, UX Design and Technology disciplines providing mentoring and coaching around Agile principles and practices. In addition, acting as a servant leader and aiding with the resolution of blocking challenges.

- TECH STACK: JIRA, Confluence, Microsoft Azure, Swift (iOS), Java, API Services, Sketch, Principle, Flinto, InVision, API Services and Microservices

NOTABLE ACCOMPLISHMENTS:
- **Focused on the elimination of current and post-release defects in the iOS and OAP code base. Succeeded in eliminating 100% of the defects in the OAP application code base for the first time in the BMW history of the application.**

SENIOR IT PROJECT MANAGER | PEOPLESCOUT | CHICAGO, ILLINOIS
FEBRUARY 2018 – JANUARY 2019
PRODUCT: Human Resources - Applicant Tracking System, Middleware Data Integrations, Enterprise Websites

Senior IT Project Manager for PeopleScout, managing the new Affinix Application, a mobile-first, cloud-based platform that creates a consumer-like candidate experience and streamlines the sourcing process. Embedded within PeopleScout's talent solutions, Affinix delivers speed and scalability while leveraging artificial intelligence, recruitment marketing, machine learning, predictive analytics, and other emerging technology with one-point ATS and VMS integration and single sign-on. PeopleScout (http://www.peoplescout.com), a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP capabilities supporting total workforce needs.

- Affinix Program Manager administering updates, execution, and results for the Enterprise Level PeopleScout IT Portfolio for all PeopleScout Projects. Responsible for resource planning and contributing to Executive Stakeholder reporting.
- Structuring, coordinating, and overseeing the Middleware Development Team during 3-week Agile Sprint cycles utilizing a Scrum Framework.
- Working with all levels of the organization (Executive, Infrastructure, and Vendors) to build trust and assist in the development of effective processes while implementing solutions for new and existing PeopleScout clients. Responsible for Affinix Change Control, Deployment and Release Management.
- Coordinating and standing up quality, security and CICD processes with technical audiences utilizing AWS, Kubernetes, Docker, Git/GitHub/GitLab, & Jenkins to improve Go-To-Market Speed for Affinix.
- Encouraging Agile best practices while streamlining team processes to improve accuracy and meet Client Implementation deadlines for clients such as Hallmark, Reinhart, and Save-A-Lot.

- TECH STACK: JIRA, Confluence, Java, Amazon Web Services (AWS), MuleSoft, JBOSS, Artificial Intelligence, Machine Learning, API Services, Kubernetes, Docker, Git/GitHub/GitLab, Jenkins

NOTABLE ACCOMPLISHMENTS:
- **Developed 16-Step Technical Process for SaaS Delivery of Affinix. Highly complex 16-step process but streamlined expectations for delivery and allow technical teams to continue to identify opportunities for improvement.**

IT PROJECT MANAGER | NORTHERN TRUST | CHICAGO, ILLINOIS
MAY 2017 – FEBRUARY 2018
PRODUCT: Financial Services - Digital Transformation, Enterprise Website

IT Project Manager (via TEKSystems as a Principal Consultant) for Corporate Marketing Communications responsible for the Northern Trust.com Redesign Project. Northern Trust (www.northerntrust.com) is a Chicago-based bank founded in 1889. The institution serves the world's most-sophisticated clients – from sovereign wealth funds and the wealthiest individuals and families to the most-successful hedge funds and corporate brands.

- **Managing the project portfolio of $1.8M+** for the user-centered, redesign of the Northern Trust.com website. Guiding business units, technical resources, and vendor engagement at each phase of the project and emphasizing best-in-class user experience. Implementing Agile project management, vetting and onboarding vendors, statement of work development, budget and expense management, project reporting, content strategy, user-analysis, and requirements gathering.
- Moving a complex, matrixed financial audience of influencers and decision makers through the iterative process and ensuring high-quality, on-time delivery of all agreed upon deliverables. Engaging all audiences from C-suite to developer.
- UX Research: Research across the 3 major bank lines of business – Wealth Management, Asset Management and Asset Servicing. Working with VML and the NT Innovation lab to conduct over 125+ stakeholder interviews to identify user needs, pain points, and behaviors. Also conducted small focus group sessions with Ultra High-Worth customers to gain user input and feedback. Analyzed user feedback and data to inform Digital Transformation direction. Presented research findings and recommendations to executive stakeholders.

- TECH STACK: JIRA, Confluence, Headless CMS, Teamsite 16.2

USER EXPERIENCE MANAGER | HEATHWALLACE UX AGENCY | CHICAGO, ILLINOIS
NOVEMBER 2016 – APRIL 2017
PRODUCT: Financial Services - Enterprise Website and Client Onboarding Systems

User Experience Manager for the Deposit Onboarding Workstream at HeathWallace (via Robert Half), facilitating and coordinating the delivery of user interfaces for the sixth largest British-based multinational bank, HSBC. Passionately developing creative talent and onboarding resources for the Chicago Office. HeathWallace (http://www.heathwallace.com) is an International UX Agency delivering engaging digital experiences for some of the largest global brands.

- Chicago Office Development Manager leading UX/Front-End development activities to create a global product onboarding solution during 3-week Agile Sprint Implementation cycles for Retail Banking Staff using Axure, HTML, CSS, Bitbucket, and SourceTree. Conducting pre-and-post deployment User Testing for several interfaces & international financial markets.

- UX STACK: JIRA, Confluence, Axure RP, HTML, CSS, Bitbucket, SourceTree, API Services

IT PROJECT MANAGER & UX RESEARCHER | TIAA | CHICAGO, ILLINOIS
MARCH 2014 – NOVEMBER 2016
PRODUCT: Financial Services - Enterprise Website and Enterprise Telephony Toolbar Application

IT Project Manager and UX Researcher (via TEKSystems) for the Desktop Integration Team of the Unified Desktop Division, developing business requirements, process flows, user acceptance criteria, testing & support integration during 2-week Agile Sprint cycles. TIAA (www.tiaa-cref.org) is a Fortune 100 financial services organization that is the leading retirement provider for people who work in the academic, research, and medical fields.

- **Managing project portfolio of $1.2M**+ for the Desktop Integration Team, focusing on the Telephony Toolbar Application and Content Management Tools development. Working with IT resources to introduce user-centered design practices into the software development lifecycle.
- Partnered with clients to understand their business needs as well as identify and prioritize their project requirements. Facilitated Agile Ceremonies: stand-ups, sprint planning, retrospectives, and demos. Worked with the Program Manager, and Development team to develop and manage project backlogs. Managed sprint backlogs and key project assets – financials, risks, scope, and schedules.
- UX Research: Visited Domestic Call Centers to conducted contextual inquiry session, exploratory field studies (phone jacking), and document Task Flows for Call Center agents & management. Worked with UX resources to develop prototype that solved the documented pain points and reflected the Use Cases resulting from the research.

- TECH STACK: JIRA, Confluence, Axure, HTML, CSS, .net, Bitbucket, SourceTree, API Services

NOTABLE ACCOMPLISHMENTS:
- **Leading the development of the Enterprise-Level Telephony Toolbar application which is a new financial services product providing basic softphone capabilities and complex participant authentication/voice biometric integration within one desktop toolbar application. Improving average call handling time from 8 mins to 5 minutes or less. Partnering with multiple development teams to support cross-system impacts. Built on a .net platform, this product's objective is to create an integrated desktop experience for call center consultants and provide seamless controls over the various systems used to service participants. This product replaced the Siebel Softphone used by the TIAA-CREF call centers.**

TECHNOLOGY MANAGER | AMERICAN BAR ASSOCIATION | CHICAGO, ILLINOIS
FEBRUARY 2012 – MARCH 2014
PRODUCT: Legal - Enterprise Website

Technology Manager for the Section of Litigation, managing the direction of technology for the unit, coordinating technical assistance for high-profile membership and staff, while developing the Section web presence (www.americanbar/groups/litigation). The Section of Litigation is a 60,000-member premier association for lawyers

involved in litigation and trial practice. Managing an 80K+ technology budget for the Section of Litigation. Handling all project financials from estimating hours and budget, vetting, and hiring vendors, as well as invoicing and billing. Responsible for e-commerce activities and placing new products on the ABA Online Store.

NOTABLE ACCOMPLISHMENTS:
- **Improving overall site traffic by 52% within the first year through improvements to the site navigation, development environment restructuring, and implementation of specific guidelines around site updates.**

PROJECT MANAGER & WEB DEVELOPER | MORAINE VALLEY COMMUNITY COLLEGE | PALOS HILLS, ILLINOIS
MAY 2010 – FEBRUARY 2012
PRODUCT: Academia – College Website

Project Manager and Web Developer for the Marketing and Creative Services Team, producing and updating college Web pages (www.morainevalley.edu), maintaining social media channels, championing changes based on user feedback. Founded in 1967, it is the second largest community college in the state of Illinois. Improving overall site traffic by 30% through web analytic analysis and implementing web best practices as appropriate. Playing a key role in the redesign of the college website and optimizing the site via improved visual aesthetic, usability, addressing accessibility needs, and further positioning the site as a marketing tool. Improved site navigation and transitioned development environment from FrontPage to Dreamweaver.

PROJECT MANAGER & WEB DEVELOPER | AXEL SPRINGER DIGITAL TV | BERLIN, GERMANY
JANUARY 2009 – MARCH 2009
PRODUCT: European Media - Website

Project Manager and Web Developer for Axel Springer Digital TV division's website (www.as-guides.com) redevelopment project. Using the user behavior provided, developed content, information architecture, graphical elements, and front-end programming using HTML, CSS, and Flash. Guided other team members while providing feedback on site components and design. Succeeded in ensuring all project components were formalized and presented to client in a timely fashion.

ASSOCIATE WEBSITE DEVELOPER & COMMUNICATIONS OFFICER | JPMORGAN CHASE | CHICAGO, ILLINOIS
JUNE 2001 – OCTOBER 2008
PRODUCT: Financial Services - Enterprise Website, Loan IQ, ACBS, VLS and eCLIPS Loan Systems
Additional Roles: Project Manager, Instructional Designer, Process Analyst

Lead Website Developer for the Commercial Loan Services (CLS) / Global Credit Risk Management Operations (GCRMO) website, a JPMorgan Chase Intranet Site (www.jpmorganchase.com). Successfully managed site operation, content management, visual/architectural design, and front-end development for a 1,300 employee, global audience. Partnering and guiding other web team members in the processing of all incoming web tickets and site modifications within specific turnaround times. Participated in the systems development lifecycle for all Commercial Loan Services Loan Systems and providing 24-hour website production assurance. In a cross-functional capacity, as the department's communication officer, ensuring that departmental communications are clear, concise, consistent, timely and easily understood by all employees.

NOTABLE ACCOMPLISHMENTS:
- **Drove one of the strongest online presences for an operations division within the bank by developing specific site standards, web management process and adherence to a standard service level agreement. Adept at simplifying complex financial information, crafting compelling messaging, and implementing innovative communication strategies.**
- **Successful development of numerous communications and procedures to ensure the proper deployment of system changes and data conversions across all Lines of Business serviced by Commercial Loan Services. Loan Processing systems such as Loan IQ, ACBS, VLS and eCLIPS. Designed effective internal online communications for presentation on company's enterprise intranet.**

FREELANCE WORK

PRINCIPAL, USER EXPERIENCE DIRECTOR & TECHNOLOGY PROGRAM MANAGER | BENNUMEDIA | CHICAGO, ILLINOIS
2009 – PRESENT

Principal, User Experience Director & Technology Program Manager of interactive media agency, Bennumedia (http://www.bennumediagroup.com/). Bennumedia's goal is to provide bold, fun, beautiful, sophisticated, functional, energized, and professional media that speaks the ideas and messages of our clients to their target audience. Consulting on best-in-class technology experiences and developing strategic programs/operational models to achieve the most Human-Center Digital Experiences.

Bennnumedia provides Executive Level Management, high-performance team building, strategic planning (OKR(s), KPI(s), Product Roadmaps, Agile Transformation support, user experience strategies, conducts user experience research, requirements gathering, stands-up & manages the appropriate teams to address the needs of the effort. We deliver user profiles, personas, visual design (print/web), content management systems, manages software development, usability evaluations & more.

We collaborate with design and engineering audiences using a number of Technologies: Management (Atlassian (JIRA, CONFLUENCE), Notion, Meeting and Workshop Facilitation, Design (User Zoom, Adobe Creative Suite, Axure, Sketch, Figma), Front End (HTML, CSS, React, Angular, etc.), Content Management Systems (CQ5, FATWIRE, SharePoint, Drupal, WordPress, etc.), Middleware (MuleSoft), Back End (Java, .Net, JBoss, Redis, Enterprise Data Warehouses, etc.), DevOps (Maven, Jenkins, etc.) and Cloud Technologies (Azure, AWS, GCP, SAP). We understand the language of Technology.

CERTIFICATIONS, TRAINING, AND AWARDS

Project Management Professional (PMP)
PMI, Credential ID 5580062

Agile Certified Practitioner (PMI- ACP)
PMI, Credential ID 2774228

Certified Scrum Product Owner (CSPO)
Scrum Alliance, License 1251382

Certified Scrum Master (CSM)
Scrum Alliance, License 638529

NN/g UX Master Certified (UXMC)
Nielsen Norman Group,
Credential ID 1001001

Certified Usability Analyst (CUA)
Human Factors International,
Credential ID 2020-7869

Applied Project Management
Northwestern University, Certification

Project Management Institute (PMI)

My Fair Lady Poster (SILVER-2012)
National Council for Marketing and Public
Relations Medallion Awards District 3

EDUCATION, HONORS & VOLUNTEER ACTIVITIES

Bachelor of Science in Marketing Management CHICAGO STATE UNIVERSITY	**Interactive Media Design** THE ILLINOIS INSTITUTE OF ART CHICAGO, ILLINOIS	**Master of Science in Human-Computer Interaction** DEPAUL UNIVERSITY
REALTOR® & Leasing Agent Coldwell Banker Realty Economic Empowerment	**Board Member - Director of Technology & Media Delivery** **Dorothy J. Pilgrim Women's Haven** Social Services	**Volunteer** **Pacific Garden** Poverty Alleviation
My endeavor in life has always been to BE OF SERVICE to Humanity - be that through Technology development, making people feel great via Retail and Fashion or helping others build generational wealth through Real Estate.	The Dorothy J. Pilgrim Women's Haven is a shelter for troubled teens and young adults (women) ages 16 -26. Our mission is to provide food, shelter, educational services, and simple life skills to help prepare our sisters for life in the real world.	Pacific Garden Mission is a homeless shelter in the South Loop section of Chicago, Illinois, founded in 1877, by Colonel George Clarke and his wife, Sarah. It is the oldest such shelter in Chicago.

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Philanthropy and Community Work
Food Insecurity

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Community Food Navigator

Did you know one out of six Chicagoans is at risk of being food insecure; with predominantly Black and Brown neighborhoods on the South and West sides of the city being the most affected? Yes. Today. Navigator is an emerging nonprofit organization. The Navigator audience sought to understand the unmet needs and opportunities experienced by Chicago-region BIPOC food growers, as well as the organizers and partners they work with to evolve our food efforts from a mindset of food insecurity to security to one of food sovereignty.

As the Product Manager and Delivery Lead, I was responsible for coordinating application development and resources that contributed to the creation of building resilience in the local food ecosystem starting with Urban growers and their Allies working to address food inequities, soliciting input, and prioritizing the use cases (gains/wins), develop supportive technology that solve the prioritized use cases in a phase-by-phase approach.