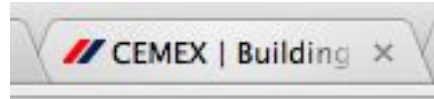
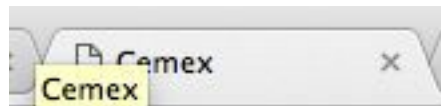


## GENERAL

CEMEX is always spelled in capital letters, so the website tab looks like this:



Can we fix the current way it looks?



# PROJECT LIST



PROJECTS

CREATE NEW PROJECT

5789 projects match your criteria, ordered by **Date**

4

Filter projects by

[CLEAR ALL](#)

Search project name



Phase

All Phase

1

Georeference

Everywhere

3

Location

Everywhere

2

Segment

All Segments

5

Subsegment

All Subsegment

Apply

14 October 2016

**SOCIAL HOUSING**

New York, Avenue street 34 - USA  
23464345

Housing, Villas

300m<sup>3</sup> of concrete

14 October 2016

**SOCIAL HOUSING**

New York, Avenue street 34 - USA  
23464345

Housing, Villas

300m<sup>3</sup> of concrete

19 May 2016

**KENNEDY AIRPORT**

Turin, corso Vittorio Emanuele II 2 - IT  
23743411

Infrastructure, Airport

300m<sup>3</sup> of concrete

19 May 2016

**KENNEDY AIRPORT**

Turin, corso Vittorio Emanuele II 2 - IT  
23743411

Infrastructure, Airport

300m<sup>3</sup> of concrete

14 May 2016

**VERTICAL LIVING**

Milan, corso Garibaldi 11 - IT  
45792740

Housing, Vertical housing

300m<sup>3</sup> of concrete

14 May 2016

**VERTICAL LIVING**

Milan, corso Garibaldi 11 - IT  
45792740

Housing, Vertical housing

300m<sup>3</sup> of concrete

10 May 2016

**KENNEDY AIRPORT**

Turin, corso Vittorio Emanuele II 2 - IT  
23743411

Infrastructure, Airport

300m<sup>3</sup> of concrete

10 May 2016

**KENNEDY AIRPORT**

Turin, corso Vittorio Emanuele II 2 - IT  
23743411

Infrastructure, Airport

300m<sup>3</sup> of concrete

14 May 2012

**VERTICAL LIVING**

Milan, corso Garibaldi 11 - IT  
45792740

Housing, Vertical housing

300m<sup>3</sup> of concrete

14 May 2012

20 July 2011

20 July 2011



## PROJECT LIST

1 Project phases are (in order) : concept, design, tender 1, tender 2, construction, post sales.  
(See Customer Challenges spreadsheet, column **B** No numbers are needed before the phase

2 Can we have: “Address” instead of “Location”?

3 Can we swap the fields Georeference and Address, so that Address appears on top of Georeference, right after Phase?

4 Can we also order projects by volume, from bigger to smallest amounts

5 I am collecting the list of segments and subsegments. I will send it to you as soon as I have it.

# Customer challenges

	A	B	C	D	E	F	G	H	I	J
	CUSTOMER CHALLENGES	PHASE	NUMBER	IMAGE	NAME	DEFINITION	What does this mean as a challenge?	Examples of customers needs	Suggested probing questions	
1	CEMEX Customer Challenges	CONCEPTUAL	1	<a href="#">challenge1_Aesthetics</a>	AESTHETICS	Achieving an excellent appearance	If aesthetics are important to a customer, it means	Multicolored, or Heat/cold retention. Ventilation. Sound	Who will benefit from a beautiful appearance of the building? Can this become a selling point to the	
2	CEMEX Customer Challenges	CONCEPTUAL	2	<a href="#">.JPicr_Customer</a>	COMFORT	Maintaining excellent thermal a	If comfort is important to a customer, it means	Large floor space. Open floor plans.	Who will benefit from increasing the comfort in a building? Can this become a selling point to the	
3	CEMEX Customer Challenges	CONCEPTUAL	3	<a href="#">.JPicr_Customer</a>	USABLE SPACE	Increasing usable space and/o	If usable space is important to a		Who will benefit from increasing the usable space of the building? Can this become a selling point to	
4	CEMEX Customer Challenges	CONCEPTUAL	4	<a href="#">.JPicr_Customer</a>	WATER FLOW	Managing water flow and storage	If managing water flows is important to a customer, it means that	Permeable floors/paving. Reduce slippery surfaces when Energy efficiency. Recycled materials.	Who will benefit from better managing water flows in the building? Can this become a selling point to the end user or to the project's endorser? Do you	
5	CEMEX Customer Challenges	CONCEPTUAL	5	<a href="#">.JPicr_Customer</a>	ECOLOGICAL FC	Minimize ecological footprint	If limiting the ecological footprint of a building/infrastructure	Low carbon dioxide	Who will benefit from building a low-impact infrastructure? Can this become a selling point to the end user or to the project's endorser? Do you	
6	CEMEX Customer Challenges	DESIGN	6	<a href="#">.JPicr_Customer</a>	STEEL REINFORC	Minimizing quantity of steel	If reducing the amount of steel reinforcement is important to a	Resistant to abrasion. Resistant to corrosion. Building in height.	Who will benefit from reducing the steel reinforcement while keeping the strength of the infrastructure? Can this become a selling point to	
7	CEMEX Customer Challenges	DESIGN	7	<a href="#">.JPicr_Customer</a>	STRUCTURE WE	Reducing overall structure weight	If reducing the overall structural weight is important to a	Increased number of floors. Reduction of Low maintenance.	Who will benefit from reducing the weight structure? Can this become a selling point to the project's endorser? Are you concerned with the	
8	CEMEX Customer Challenges	DESIGN	8	<a href="#">.JPicr_Customer</a>	STRUCTURAL CR	Minimize structural cracking	If minimising structural cracking is important to a customer, it means	Durable products. Minimize long-term Easy placement.	Who will benefit from minimizing the risk of structural cracking? Can this become a selling point to the end user or to the project's endorser?	
9	CEMEX Customer Challenges	DESIGN	9	<a href="#">.JPicr_Customer</a>	COMPLEX CONS	Guaranteeing quality in highly e	If guaranteeing quality in highly advanced construction systems is important to a	Simplified formwork utilization. Reduced High productivity	Who will benefit achieving optimal quality in complex construction system? Can this become a selling point to the project's endorser? Is your	
10	CEMEX Customer Challenges	BIDDING	10	<a href="#">.JPicr_Customer</a>	TIMELINE	Minimize the project schedule length	If the project timeline is important to a customer, it means that	Rapid hardening Customizable time Sustainable	Who will benefit from minimizing the project schedule length? Can this become a selling point to the project's	
11	CEMEX Customer Challenges	BIDDING	11	<a href="#">.JPicr_Customer</a>	WASTE MANAGE	Minimize construction material v	If waste management is important to a customer, it means that	Recycle construction Resilient construction	Who will benefit from minimizing the construction material waste? Can this become a selling point to the project's	
12	CEMEX Customer Challenges	BIDDING	11	<a href="#">.JPicr_Customer</a>	WASTE MANAGE	Minimize construction material v	If seasonal changes		Who will benefit from using materials that are	

Sheet1

Sheet2

Sheet3



# ELEMENT PAGE

- B. Element groups and elements are in the Construction System spreadsheet, columns B and C. When an element group is selected, only the relative Elements are displayed in the drop down menu.
- C. Element name
- D. Element description
- E. Construction System title (there are up to 4 or 4 construction systems per element)
- F. Picture of each construction system
- G. Description for each construction system



PROJECTS

CREATE NEW PROJECT

< Projects - Vertical living - CREATE NEW ELEMENT

Fields with \* are mandatory

SAVE AND CREATE ELEMENT

## ELEMENT INFORMATION

Element group\* **B**  
Group 1

Element\* **C**  
Element 1.2

**D**

ELEMENT NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

If any construction system suggested below is not right for your purpose, [+ ADD NEW CONSTRUCTION SYSTEM](#)

1-3 of 5 < >



**CONSTRUCTION SYSTEM** **E**

**G**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



**CONSTRUCTION SYSTEM**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



**CONSTRUCTION SYSTEM**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.



# ELEMENT PAGE



PROJECTS

CREATE NEW PROJECT

← [Projects](#) - [Vertical living](#) - CREATE NEW ELEMENT

Fields with \* are mandatory

SAVE AND CREATE ELEMENT

## ELEMENT INFORMATION

Element group\*  
Group 2

Element\*  
Element 2.2

**ELEMENT NAME**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit.

If any construction system suggested below is not right for your purpose, [+ ADD NEW CONSTRUCTION SYSTEM](#)



### CONSTRUCTION SYSTEM

Lorem ipsum dolor sit amet, **consectetur adipiscing** elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Select the benchmark material related with the selected construction system.

Benchmark material\*

Concrete 2

6

7

6

The sentence “ISelect the benchmark material related with the selected constriction system.” Should be substituted with: “Write the benchmark material that your client is using (or planning to use) in the specific construction system.”

7

It’s a free text field

# ELEMENT PAGE

## CONTACTS INFORMATION You can have up to 3 contacts.

The screenshot shows a form titled "CONTACTS INFORMATION" with a sub-header "You can have up to 3 contacts." The form is divided into two columns. The left column has a "Decision maker\*" field with a callout number 8 pointing to the text "Lorem ipsum" inside the input field. Below it is an "Influencer" field with a callout number 9 pointing to the input area. At the bottom left is a blue button labeled "ADD NEW CONTACTS" with a callout number 10. The right column has an "E-mail\*" field with a callout number 11 pointing to the input area. Below it is a "Job title\*" field. To the right of the "E-mail\*" field is a "Company\*" field with a callout number 11 pointing to the input area. At the top right of the form is a "DELETE CONTACT" button.

**8** Text to add in the callout for Decision Maker: “The person that has the decisional power (not purchase power) to select a specific construction material to be used for the construction element in analysis.”

**9** Text to add in the callout for Influencer: “The person that has the power to influence – for good or for bad – the decision of the person that selects the material to be used.”

**10** ADD NEW CONTACTS can be substituted with ADD OTHER CONTACT

**11** Is it possible to have fields that autocomplete when people start typing?



# ELEMENT PAGE



PROJECTS

CREATE NEW PROJECT

Decisio

Influen

CUSTOM

DELETE CONTACT

E-mail\*

Insert e-mail

Job title\*

Insert Job title

Company\*

Insert company name

Office\*

Insert office address

CHALLENGE NAME

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore.

Challenge name

Challenge name

Challenge name

Challenge name 1

Challenge name 2

SELECT NEW CHALLENGE



CHALLENGE NAME 1

em ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



This is a suggested challenge. If you accept it, you can provide a description, a rating and you can add files.

APPLY

REFUSE

## SUGGESTED VALUE ADDED PRODUCTS

## ELEMENT PAGE

E

Customer challenge name (see customer challenges spreadsheet)

F

Challenge tagline, in column F of the excel of customer challenges, is missing here

H

Text for the call out for each challenge

D

Description of the customer challenge

G

Picture for each challenge

# ELEMENT PAGE

Insert name

Insert e-mail

Insert comp

CONTACTS

CHALLENGES

CHALLENGE


E ADDED

## SELECT A CHALLENGE


Scroll through the project phases to see which challenges are more likely to be relevant in each phases.

**12** 1. Construction **B**  
5 challenges


< >




**D** ✓  
CHALLENGE NAME  
The long name lorem  
ipsum sit dolor




**E** ✓  
CHALLENGE NAME  
The long name lorem  
ipsum sit dolor



✓  
CHALLENGE NAME  
Tagline long name lorem  
ipsum sit dolor



✓  
CHALLENGE NAME  
Tagline long name lorem  
ipsum sit dolor



**13** ✓  
CHALLENGE NAME  
The long name lorem  
ipsum sit dolor

**F**

CANCEL SELECTION

CONFIRM SELECTION

## ELEMENT PAGE

**12** In order to select a new challenge people scroll through 6 pages, each corresponding to a project phase, with the name on top and the number of challenges contained.

**13** The picture hides the name and tagline

# ELEMENT PAGE

## SUGGESTED VALUE ADDED PRODUCTS



### PRODUCT NAME 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed **do eiusmod tempor** incididunt ut labore et dolore magna aliqua.

 [CHANGE PRODUCT](#)

#### Value proposition\*

Add services, technical evaluation and any other information to specify the value proposition...

#### Customer questions/remarks\*

Lorem ipsum

14

#### Technical comment

Lorem ipsum

#### Customer feedback\*

No feedback yet

Accepted

Refused

#### Detail reason\*

[See other detail reasons](#)

Lorem ipsum



Remember that there may be better solutions available in other countries, so do not hesitate to ask for a technical support and connect with the global networks.

[REQUEST TECHNICAL SUPPORT](#)

15

14 Customer questions is not a mandatory field

15 REQUEST TECHNICAL SUPPORT is hidden at this point

16 Customer feedback can be set by default as “no feedback yet”

# CREATE NEW PROJECT PAGE



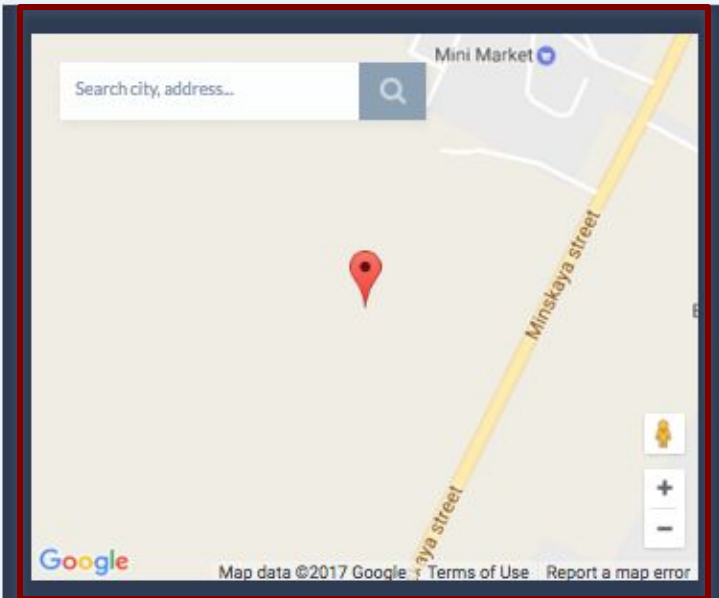
PROJECTS

CREATE NEW PROJECT

< Projects - CREATE NEW PROJECT

Fields with \* are mandatory

SAVE AND CREATE PROJECT



By selecting an existing project in the map above, you fill all the fields on the right with its information.

18

Project name\*  
Insert project name

Georeference\*  
Insert georeference

Location\*  
Insert location

Material volume\*  
Insert volume and materl... ▼

Unit\*  
m3 ▼

19

20

Segment\*  
Segment name ▼

Subsegment\*  
Subsegment name ▼

Ownership\*  
Select owner ▼

Assignment\*  
Assign project ▼

17

Description\*  
Insert description

Documents

+ ADD DOCUMENT

21

# CREATE NEW PROJECT PAGE

17 Ownership and assignment are hidden for this version. They will be in version 2

18 The map also will not be available. We can replace the text in the box with this:

“Add the general information about the project here on the right. Below, use the diagram to indicate the main companies involved: **Main Developer/Owner**, the **Project Manager**, the **Main Designer**, the **Main Contractor**, and the **Supervisor**.”

19 “Concrete volume” (not material volume) is a free text filled with numbers only.

20 Units can be selected between  $m^3$  and  $y^3$

21 The diagram goes below the page. This same diagram substitutes the top part of the Companies and Responsibilities

**COMPANIES AND RESPONSIBILITIES**

**FINANCING ENTITY**  
The financing entity sponsoring the project may be an individual or a company. It may also involve companies and other entities.

**PROJECT MANAGEMENT**  
An Executive Committee usually delegating a Project Manager carries out the project management. To do so, they may create a Temporary New Legal Entity.

**EXECUTION**  
The Executive Committee delegates 3 functions: the design, the construction and the supervision. A Delegated Administration may be involved as well as some Sub-Contractors.

**BUSINESS MODEL**  
Indicate the entity to which CEMEX is invoicing its products and services (there may be few exceptions throughout the project). Depending on the financial scheme, the entity that pays for construction materials may be the Project Developer, the New Temporary Legal Entity, the Delegated Administration, the Main Contractor or the Sub-Contractors. For small projects the same entity/person may be in charge of multiple roles.

Project Developer  
 Delegated administration  
 Sub contractor

New temporal legal entity  
 Main contractor

**COMPANIES AND RESPONSIBILITIES**

Here you can find all the information about companies and responsibilities involved in the project VERTICAL LIVING.

Question one long about lorem ipsum sit dolor et?  
Company: Cobetto & co.  
Office: via Roma 45, Rome, IT

Question one long about lorem ipsum sit dolor et?  
Company: Arup  
Office: 15th street, New York, USA

Question one long about lorem ipsum sit dolor et?  
Company: Bodino  
Office: Madison Square 43, New York, USA

Name	Role	Company	E-mail	Element assigned
MARLINE STROWBERDS	Designer	Companies & co, via Bertollet 15 Turin, IT	marline.str@gmail.com	<a href="#">See ELEMENT NAME</a>
PETER WHITR	Engine	Arup, 20 street, New York, USA	Peterwhitr@arup.com	<a href="#">See ELEMENT NAME</a>
MARIO ROSSI	Manager	Impregiro, via catinelle 6, Rome, IT	mariorossi@impregiro.com	<a href="#">See ELEMENT NAME</a>
PABLO JORGES	Designer	Ares, calle 13, Madrid, ES	pablojorges@ares.com	<a href="#">See ELEMENT NAME</a>

1 - 4 of 8

# ELEMENT LIST PAGE

**CEMEX** PROJECTS **CREATE NEW PROJECT**

**VERTICAL LIVING** **CREATE NEW ELEMENT**

14 May 2016  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut labore et dolore magna aliqua.

Milan, corso Garibaldi 11 - IT  
45792740

Housing, Vertical housing

300m<sup>3</sup> of concrete

Send Edit Delete

**ASSIGN PROJECT TO**

COMPANIES AND RESPONSABILITIES  
DOCUMENTS AND FILES

Projects - VERTICAL LIVING

1. Concept **2. DESIGN** 3. Tender 1 4. Tender 2 5. Construction 6. Post sales

Search project name   Element group\* All groups

8 elements in this project

Element group name (5)

**LOREM IPSUM** 2. Design [See analysis](#)

Product: Product long name Customer feedback: **Accepted**

1. Concept	2. Design	3. Tender 1	4. Tender 2	5. Construction	6. Post sales
<a href="#">See analysis</a>	<a href="#">See analysis</a>	<a href="#">See analysis</a>	No analysis	No analysis	No analysis

**DOLOR SIT AMET** 2. Design [See analysis](#)

Product: Product long name Customer feedback: **No feedback yet**

1. Concept	2. Design	3. Tender 1	4. Tender 2	5. Construction	6. Post sales
<a href="#">See analysis</a>	<a href="#">See analysis</a>	<a href="#">See analysis</a>	No analysis	No analysis	No analysis

**CONSECTETUR ADIPISCING** 2. Design [See analysis](#)

Product: Product long name Customer feedback: **Accepted**

1. Concept	2. Design	3. Tender 1	4. Tender 2	5. Construction	6. Post sales
<a href="#">See analysis</a>	<a href="#">See analysis</a>	<a href="#">See analysis</a>	No analysis	No analysis	No analysis



## ELEMENT LIST PAGE

**B**

Project phases do not need to have the numbers.

**22**

To clarify the interaction in the page: no matter where people click (in the case of this page people are in DESIGN) the project is in a specific stage that corresponds to the most advanced stage where there is an Analysis of an element available. In the case of this page, it is TENDER 1. Therefore, the project is in TENDER 1 phase, which means that on top, tender 1 should be highlighted in White, just like the phase Concept. This project will be in phase TENDER 1 and when people look for projects in tender 1 they should find this project.

**23**

I wonder if it is possible to have the name of the product suggested in the value proposition instead of the “See analysis” link

**24**

When we create a new element I wonder if it should mention in which Project phase we are creating the new element. What do you think?