

Quickie Fieldbook



Interface concept

Ryan, I want to join your team. Fieldbook is one example of how I could help us turn priorities into clear routines and measurable results.

Explore the [interactive proposal](#) / Mobile + web concept. Illustrative interface and packaging.

Make the next step obvious.

An example of what I could build with our team: current SOPs, launch kits and feedback on mobile and web.

01 / SOP UPDATES

The current answer

Approved instructions, version dates and a clear summary of what changed. Visual steps and short demonstrations make procedures easier to follow.

02 / LAUNCH KITS

The right execution

Private-label product briefs, shelf labels and planograms matched to the store format. Readiness checks bring supply, training and equipment together.

03 / TEAM FEEDBACK

A faster response

Operators flag missing stock, unclear steps or space constraints. A named owner responds. Teams see what changed because they spoke up.

Our view: where to support stores next.

See which stores have reviewed an update, which launches are ready and which issues are unresolved. Combine execution data with sales, waste and labour to understand the result.

An acknowledgement records review. Demonstrated competence still requires coaching and observation.

A planogram people can act on.

Choose the store format. See the shelf standard. Confirm the setup. Flag what does not fit.

PRIVATE-LABEL PILOT / STANDARD BAY



Illustrative assortment and facings. Final layouts follow approved merchandising standards.

From shelf to support office

1. Select the approved store layout.
2. Match product order, facings and labels.
3. Capture a display photo.
4. Flag exceptions with a clear owner.
5. Review and close the issue.

The working concept includes layout switching, launch checks and a local photo preview. Production would add secure storage, review and store permissions.

Retail systems. Built to last.

The experience I would bring to our SOPs, launch execution and continuous improvement.

FARM BOY / PRINTSHOP

\$300K+ first-year savings

I designed and implemented the Printshop: procurement planning, logistics, investment and ROI planning, branding and automation. Payback came in about nine months against an 18-month plan.

A REPEATABLE SIGNAGE SYSTEM

Product data / template / sign

I wrote the signage SOPs and built the variable-data input system. Direct CSV exports from Product Manager populated templates to generate signage. The branding and automations remain in use.

HabiTally / a working product

I created HabiTally: a household inventory tool with an AI personal agent workflow for item search, location lookup and confirmed inventory entry. Fieldbook applies that product-building experience to store SOPs and launch execution.

[Explore HabiTally - live development version](#)

Clear communication. Measurable delivery.

I bring retail implementation, product building and disciplined follow-through.

WEALTHSIMPLE / PERSONAL ACCOUNT TRANSFERS

\$250,000,000+

Personally closed in 10 months.

Figma process maps, workflow documentation and SQL reporting views.

Tools I work with

AI, data & operations: ChatGPT / Gemini / Claude Code / MCP / SQL / Salesforce

Microsoft 365: Word / Excel / PowerPoint / Outlook

Adobe Creative Cloud: Illustrator / InDesign / Photoshop / Premiere Pro

Google Workspace (G Suite)

Costco Gloucester: food safety, WHMIS and warehouse safety training. Banquet experience, active Smart Serve and creative delivery for 26+ Farm Boy openings.

Wealthsimple website | Company context: [\\$13.8B valuation, Oct. 2026](#) | [\\$10B valuation, Oct. 2025](#)

Company valuations are context; the transfer result above describes my personal delivery.

Build belief. Prove the return.

My contribution would combine clear tools with listening, coaching and follow-through alongside our teams.

WITH STORE TEAMS

Listen before designing.

I would test our first SOP and launch kit with operators, simplify the steps for a busy shift and show what changed because of their feedback. I would follow through on unresolved issues.

ILLUSTRATIVE MONTHLY CASE / CAD

\$3,000 additional sales

- \$1,350 product and packaging

- \$750 waste, labour and service

\$900 net monthly benefit

\$6,000 initial cost / 6.7-month payback

Measure both adoption and business impact.

Track task competence, repeated issues, display execution and time to resolve feedback. Compare sales, waste, added labour and net contribution against baseline and comparable stores.

Example only. Include allocated app, setup and training costs in the investment. Account for ramp-up and cannibalization; avoid double-counting waste. Staff time released is not automatically cash saved.

One priority. Three stores. Real learning.

Ryan, I would welcome the chance to bring this approach to your team as Food Service & Product Specialist.

DAYS 1-30

Listen & build

I would learn our priorities, observe shifts and listen to operators. Together, we would choose a pilot and build the first SOP, launch kit and measurement plan.

DAYS 31-60

Test & coach

I would coordinate the pilot with our store teams and subject experts, support coaching, simplify unclear steps and resolve barriers.

DAYS 61-90

Prove & decide

I would report the results so we can decide together whether to expand, adapt or stop, then share what our next launch should reuse.

What I would own

Discovery, visual communication, prototype delivery and rollout coordination, working with Foodservice, Operations and IT.

Production requirements

Approved content owners, store permissions, version history, secure photo review and notifications. Confirm integration and device access before rollout; use existing systems where they fit.

Jorge McGregor / Food Service & Product Specialist application