

**Detail what the nominee has accomplished as a result of demonstrating C<sup>3</sup> and/or the Key Values (provide specific examples of what the nominee did to demonstrate C<sup>3</sup> Behavior and/or Key Values):**

In the Fall of 2008 Allison became involved in some design discussions around the next phase of BorrowSmart. It was agreed that our top priority would be to conduct some user testing. Allison willingly agreed to collaborate on and facilitate a usability project for BorrowSmart.

From day one her professionalism, commitment and talent have been demonstrated. She is the epitome of both the C<sub>3</sub> Brand Promise and Key Values. She has worked tirelessly, including nights and weekends to pull this project together, while also deftly managing her other projects and commitments. She is a tremendous team-player and her honesty and integrity are above reproach. She meticulously researched software and other tools that could be utilized in-house (at a fraction of the cost of an external usability test) to insure that the test would meet the desired objectives. Additionally, she provided some of her own personal audiovisual equipment to increase the viability of the project. She took the lead on the creation of a highly technical usability prototype and produced large volumes of high quality work for the usability testing. She traveled from her home office of Boston to the Warwick location many times to meet, produce equipment dry runs and ultimately moderate the tests. She arrived early and stayed late many a day. She did all this with great enthusiasm and a wonderful sense of humor. Her work on this project allowed us to gather critical data that would have been otherwise cost/budget prohibitive. The outcome of this project will help drive the strategic next steps of user optimization within BorrowSmart and play a critical role in the BorrowSmart Road Map priorities.

--Submitted by BorrowSmart Senior Product Manager