WhatWeDo

A product of Stratus

WhatWeDo is an internal service discovery platform that uses a map-based directory to help teams quickly locate internal expertise, services, and sector experience for smarter project planning and reduced outsourcing.

Table of Contents

Stratus

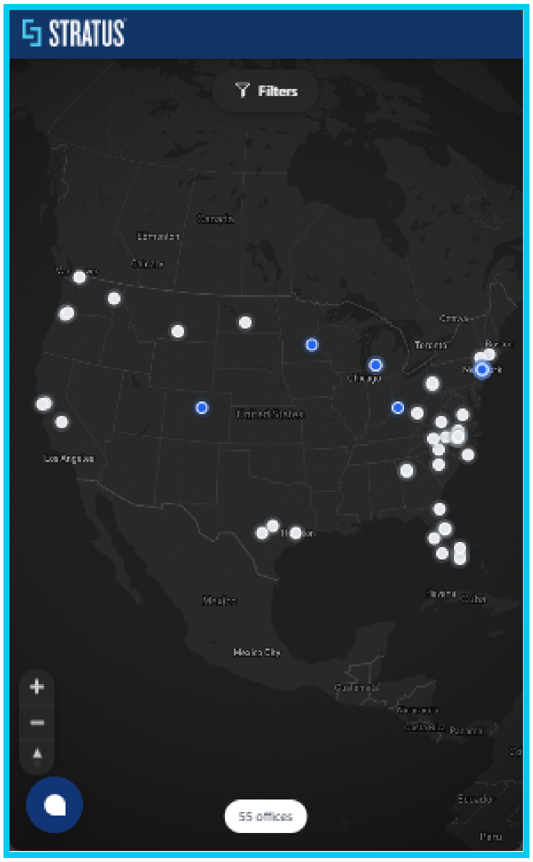
Administrative Assistance: Jamison Morse, jmorse@pvedi-ae.com
Requests, Issues, Errors: Ahmad Shah, Ashah@pvedi-ae.com
NYC, NY
(123) 456 - 7890

WhatWeDo

April 07, 2026

Product Overview

WhatWeDo is an internal service discovery and office intelligence platform. At the simplest level, it is a map-based directory of offices and the services those offices can provide. But its real purpose goes much deeper than that.



Why?

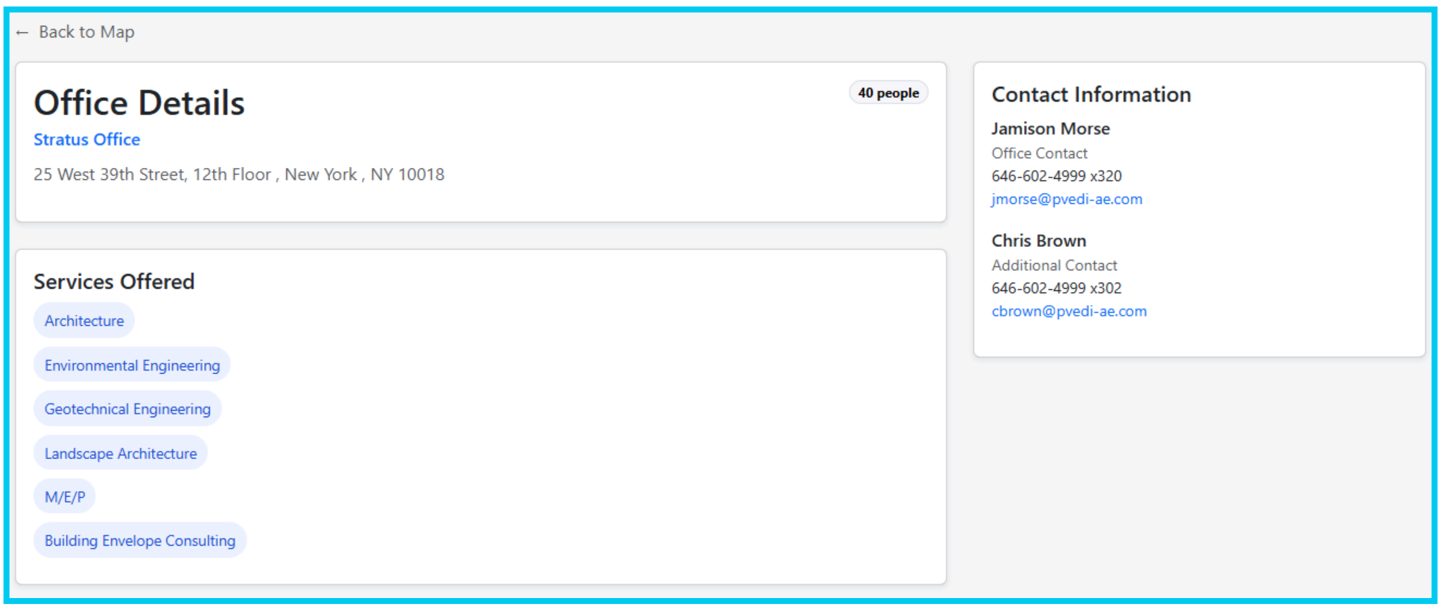
WhatWeDo exists to **support** smarter project planning. It helps users **identify** which of our own offices already have the right people, the right specialties, the right market experience, and the right **service** capabilities for a project. Instead of defaulting to outside consultants or outsourced contractors, **WhatWeDo** helps teams first look inward across the organization and see what **expertise** already exists inside the company.

This is important because many organizations are larger and more capable than they feel on a day-to-day basis. Knowledge is often scattered. One office may not know what another office can do. A project manager may know a local team very well, but may have no visibility into similar or stronger capabilities in another city or state. Over time, this creates wasted opportunity. Work that could have been kept inside the company may be sent outside simply because internal capabilities were not visible at the moment a project decision had to be made.

How does WhatWeDo help?

It gives users a structured way to:

- find offices by location
- narrow options by service type
- view which offices offer which capabilities
- see contact information for people associated with an office
- enrich the system with better data through Form Fill
- maintain and improve office records through editing tools for authorized users



In other words, **WhatWeDo** is not just a map. It is a project planning support tool, a service visibility tool, a business development support tool, and an internal knowledge-sharing tool all at once.

The Core Purpose of WhatWeDo

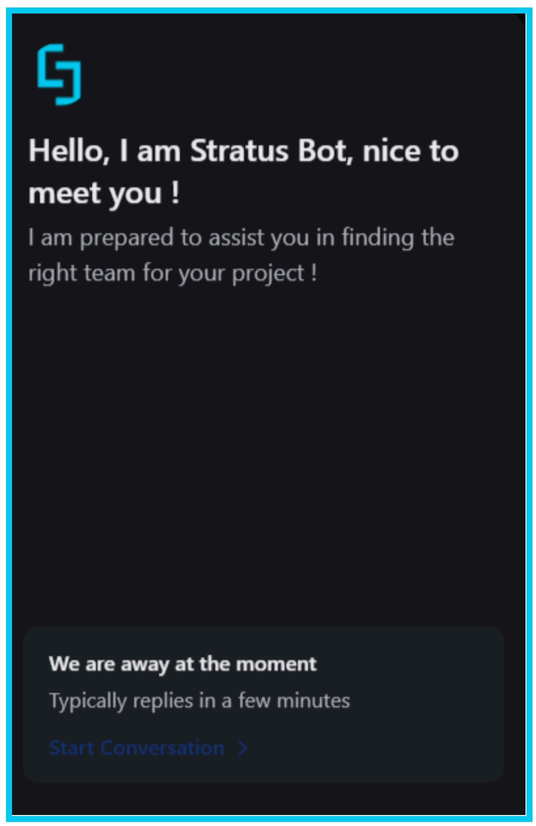
WhatWeDo at its core, enables teams to make better decisions at the beginning of a project.

When a new project appears, the first major questions are often:

- What kind of **work** is this?
- What **services** will we need?
- Which **office** has done this kind of work before?
- Which office has the right **people**?
- Which team understands this **sector**?
- Can we staff this using our own offices before looking **externally**?

WhatWeDo is built to help answer those questions quickly.

Without a tool like this, users often depend on <u>memory, word of mouth, or old spreadsheets</u>. That approach is **slow, inconsistent, and risky**. It also favors the offices and people that are most visible, not necessarily the offices and people that are the best fit.



With **WhatWeDo**, project planning becomes more **informed and more strategic**. Users can search for the office that best matches the work instead of guessing. This supports better resourcing, better internal collaboration, and better use of the company's existing talent.

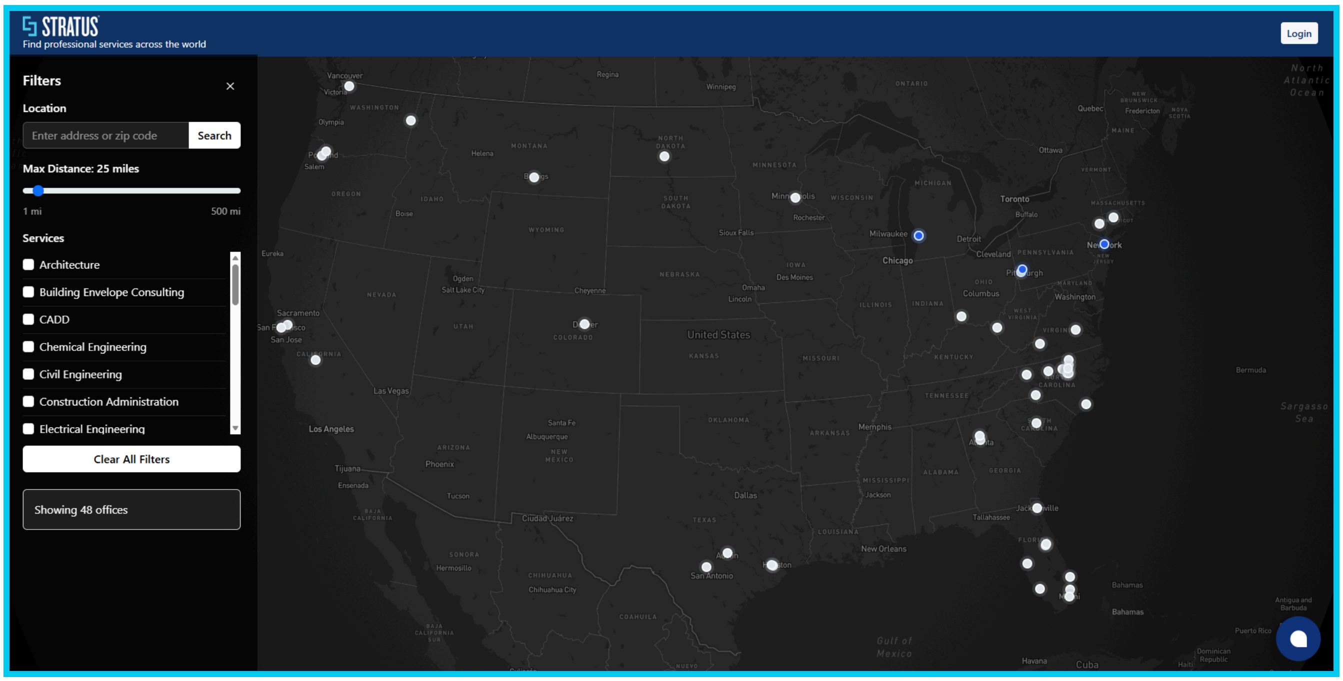
One of the <u>most important</u> strategic goals behind **WhatWeDo** is to **reduce** unnecessary outsourcing. If the company already has an office with the right expertise, that office should be considered before work is handed to an outside contractor. Keeping work internal can improve coordination, increase utilization across the company, build stronger internal partnerships, preserve revenue inside the organization, and reduce the risk of external dependency.

That means **WhatWeDo** is not merely administrative. It directly supports:

- project planning
- internal teaming
- revenue retention
- operational efficiency
- visibility into internal capability
- smarter staffing and pursuit strategy

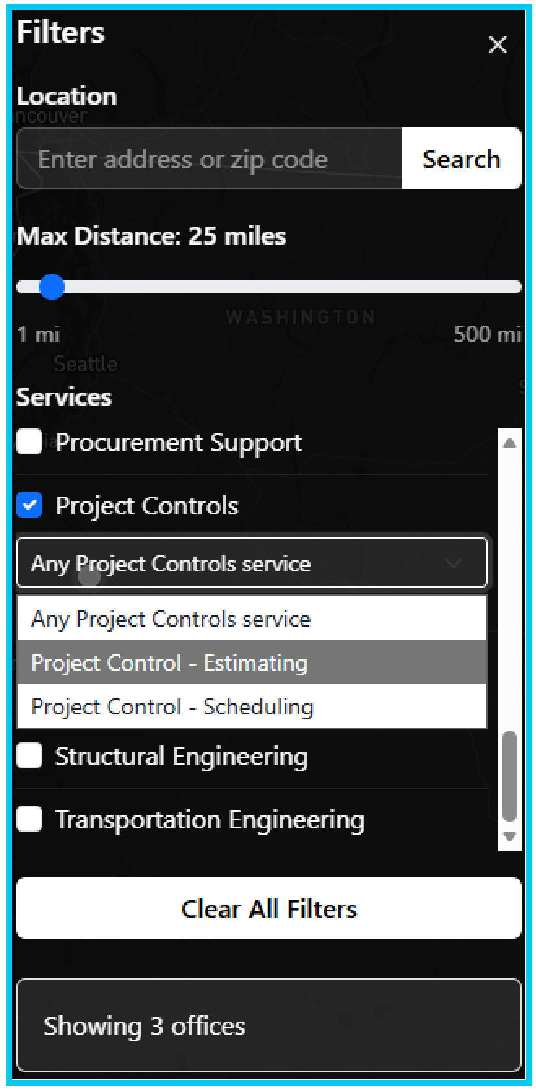
Key Features of WhatWeDo

1. The Map



The map is the main starting point of the site. Each visible marker represents an office. The map helps users visually understand where offices are located and then click into them to learn more.

This is useful when geography matters, which is common in project planning. A user may want a nearby office, an office in a specific state, or an office with local knowledge in a certain region. The map gives that spatial understanding immediately.



2. Filters

The filters are one of the most important practical tools in the site. They help users narrow down the results so they are not looking at every office at once.

The filters include:

- a location search box
- a distance slider
- service filters
- a clear/reset option

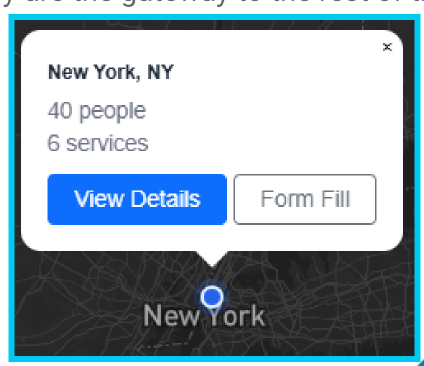
These controls make the tool usable for real project planning. Instead of manually opening dozens of offices, a user can narrow the field to only those offices that are relevant to the opportunity they are working on.

3. Office Popups

When a user clicks a marker on the map, a popup appears. This popup gives a quick summary and provides the main action buttons.

These buttons are important because they are the gateway to the rest of the workflow:

- `View Details`
- `Form Fill`
- `Edit` for authorized users only



4. Office Details

The office detail page gives the user a fuller picture of a selected office. It is where users can review services offered, see contact information, working sectors, and a description regarding any further specifics about an office's history and/or experience.

This matters because planning decisions should not be made from a name alone. Users need enough context to know whether they are looking at the right office for the right need.

5. Form Fill

Form Fill allows a user to contribute missing or richer office information. It gives people a structured way to say:

- what **services** an office offers
- which **sectors** that office serves
- who the important office leaders or **contacts** are
- any additional descriptive **context** that will help future users

This feature is critical because the value of whatWeDo depends on the quality of its data. A beautiful map with incomplete information is only partially useful. Form Fill is how the platform gets smarter over time.

6. Edit

The Edit feature is for authorized users such as project managers or developers with the correct access. It allows a user to update an office record directly.

This includes editing:

- company name
- headcount
- description
- address
- contacts
- services

This is a maintenance and accuracy feature. It helps ensure that office records stay current and trustworthy.

Benefits and Reasons for Using whatWeDo

1. Better Project Planning

Project planning improves when users can match work to the right office quickly. Instead of relying on memory or personal contacts, they can search the platform and make a more informed choice.

2 Better Use of Internal Talent

whatWeDo helps reveal internal expertise that might otherwise remain invisible. This supports stronger utilization of internal teams.

3 Reduced Outsourcing

One of the biggest business advantages of whatWeDo is that it helps the company use its own people and offices before looking outside. This can keep more work, more value, and more knowledge inside the organization.

4 Faster Decision-Making

When time is short, people need quick answers. Filters, map markers, office details, and Form Fill all work together to shorten the time between “What do we need?” and “Which office can do it?”

5 Stronger Data Over Time

Every good Form Fill submission improves the future usefulness of the platform. Good data compounds. The better the information becomes, the more valuable the system becomes for the next person.

6 Better Cross-Office Collaboration

When offices can see what other offices do, collaboration becomes easier. This helps the company function as one connected network rather than isolated locations.

7 Less Reliance on Tribal Knowledge

Some organizations depend too heavily on long-time employees who "just know who does what." That is risky. whatWeDo helps move that knowledge into a shared system where everyone can benefit from it.

Why Form Fill Deserves Special Attention

If the map is the front door to whatWeDo, Form Fill is the engine that keeps it useful.

Users should understand that Form Fill is not extra paperwork. It is not busywork. It is not a side feature.

Form Fill is the mechanism that allows the platform to grow from a basic office listing into a reliable planning and sourcing tool.

When a user completes Form Fill carefully, they are helping future users answer questions like:

- Which offices truly provide this **service**?
- Which offices have experience in this **sector**?
- Who should I contact?
- Which office has real depth here, not just a vague association?

That is why the user guide should treat Form Fill as a high-value action. The message to the user should be simple:

If you know something useful about an office, putting it into Form Fill helps the entire organization.

Step-by-Step Guide: How to Use whatWeDo

This section is written in very explicit detail on purpose. It assumes the reader may prefer slow, careful instructions and clear reasons for every action.

1. Opening the Site

Go to the whatWeDo website address provided by WhatWeDo

What you should see:

- a `Login` button near the top right if you are not signed in
- a left-side filter panel on desktop
- a large map area
- a count of how many offices are currently showing

What this means:

- the site is ready to use
- you do not need to log in just to browse the map
- login is mainly needed for editing service information and certain privileged functions

2. Understanding the Main Screen

Before clicking anything, pause and identify the three main areas:

1. The top navigation area.
2. The filters panel.
3. The map.

Why this matters:

- the top area helps with account access
- the filters panel helps narrow your search
- the map shows where matching offices are located

3. Using the Location Search Box

On the left side of the screen, find the field labeled `Location`.

To use it:

1. Click once inside the `Location` box.

2. Type an address, city, or zip code.

3. After typing, click the `Search` button next to the box.

4. Wait a moment for the results to refresh.

Why you are doing this:

- this helps the site look for offices near the place you entered

4. Using the Distance Slider

Below the location box, there is a slider labeled `Max Distance`.

What happens:

- the office results update based on the distance you selected

If you start too narrow and see too few results, increase the distance. If you see too many results, reduce the distance.

5. Using the Services Filter

Below the distance slider, there is a `Services` section.

To use it:

1. Look through the available services.

2. Click the checkbox for the service you want.

3. If additional service choices appear, choose the one that best fits your need.

If you are unsure which service is the best fit, begin with the broader category first. It is usually better to start broad and narrow down later than to start too narrowly and miss useful offices.

6. Clearing the Filters

If the results become confusing or too narrow, use the `Clear All Filters` button.

- it returns you to a clean starting point

7. Reading the Office Count

On the page, there is an area showing how many offices are currently visible.

Why this is useful:

- it tells you whether your search is broad or narrow

- if the number is very high, you may want more filtering

- if the number is zero or very low, you may want fewer filters or a larger distance

8. Using the Map

Look at the markers on the map.

To use the map:

1. Move your mouse over the map.

2. Click and drag to move around.

3. Use the zoom controls if needed.

4. Click a marker to open that office’s popup box.

Why this matters:

- the popup is where you begin deeper actions

- this is how you move from browsing to actually working with an office record

9. Understanding the Office Popup

After clicking a marker, a popup appears.

This popup usually gives you:

- office location summary
- service count or office information
- a `View Details` button
- a `Form Fill` button
- an `Edit` button if you have the correct permissions

The popup is important because it is the action center.

10. Using the View Details Button

If you want to read more about an office before taking action:

1. Click the office marker.
2. In the popup, click `View Details`.
3. Wait for the office detail page to open.

On the office detail page, look for:

- the office location heading
- services offered
- contact information

Why this page matters:

- it helps confirm you are looking at the right office
- it gives more confidence before you fill in new information or plan around that office

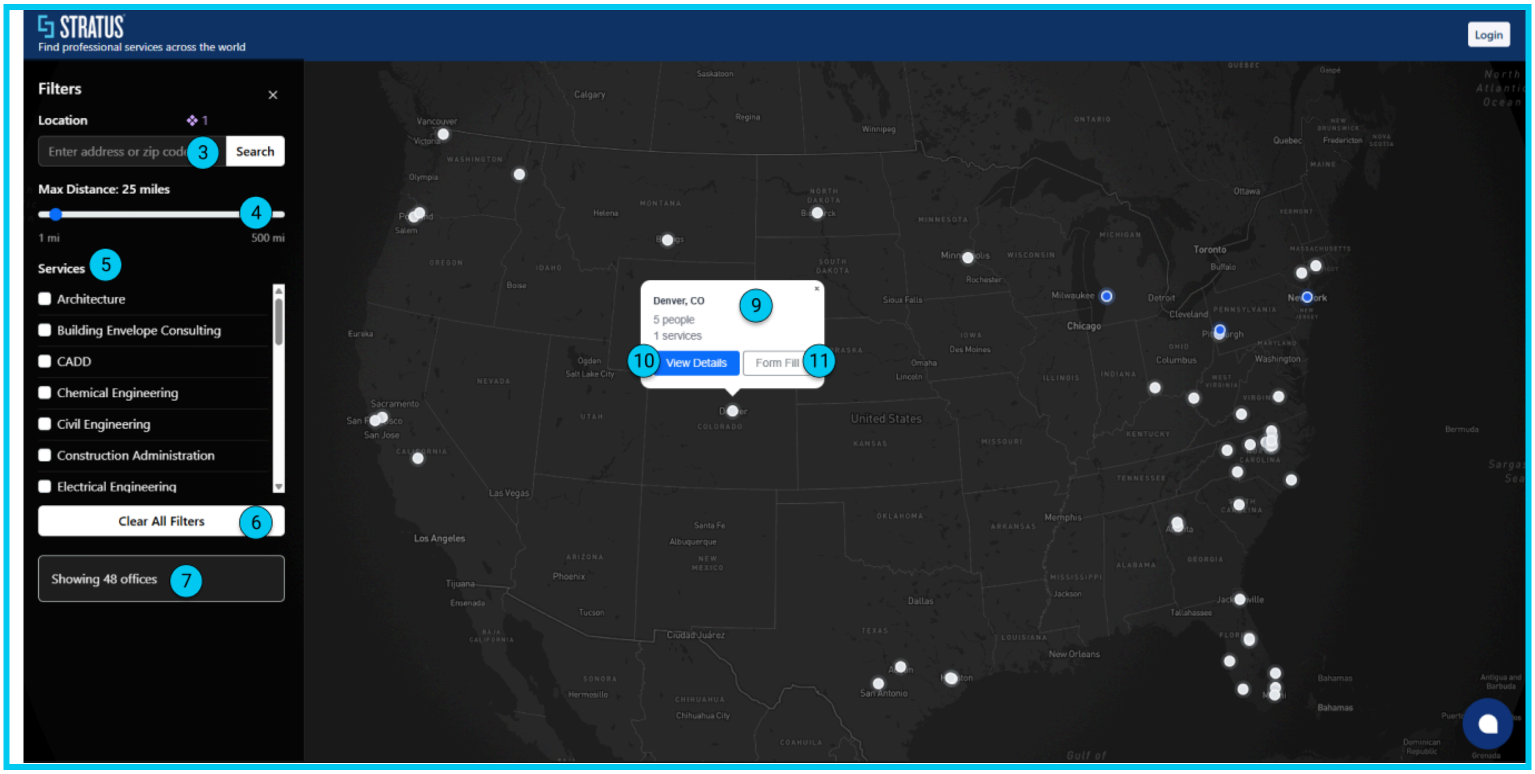
11. When to Use Form Fill

Use `Form Fill` when:

- office information is incomplete

- you want to improve the quality of data for future project planning

Think of Form Fill as contributing knowledge back into the system.



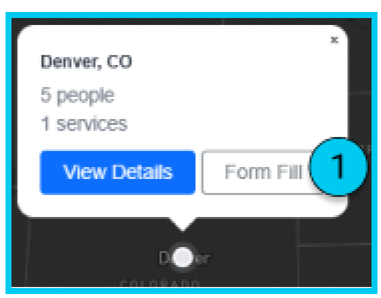
Step-by-Step Guide: Form Fill

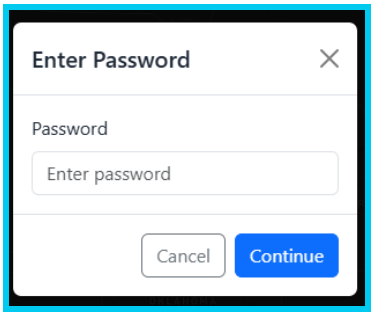
1. Starting Form Fill

1. Find the office on the map.

2. Click the office marker.

3. In the popup, click the `Form Fill` button.





What happens next:

- a password window appears first

2. Entering the Password

When the password window appears:

1. Click inside the password field.

2. Type the password provided by your administrator or team lead.

3. Click `Continue`.

If you do not know the password:

- stop here

- contact the person or team responsible for managing whatWeDo access (jmorse@pvedi-ae.com)

3. Confirming the Office at the Top of the Form

After the password is accepted, the main form opens.

At the top of the form, look for:

- the office name

- the office location

Before entering any information:

1. Pause.

2. Read the office name and location carefully.

3. Make sure you are filling out the form for the correct office.

4. Entering Your Name

Find the `Name` field.

1. Click inside the `Name` field.

2. Type your full name.

5. Entering Your Email

Find the `Email` field.

1. Click inside the `Email` field.

2. Type your email address carefully.

Why this is required:

- it supports any follow-up or confirmation process

6. Selecting Services Offered

This section asks what services the office offers.

How to complete it:

1. Read the service options one by one.

2. Click the checkbox next to every service that truly applies to the office.

3. Do not feel forced to select only one.

4. Select all services that are genuinely accurate.

Why this section matters:

- it improves future search accuracy

- it helps planners find the correct office based on capability

7. Adding Niches Under a Service

Some services allow niche details.

If you want to add more detail:

1. Select the main service first.

2. Look for the niche area that appears under that service.

3. Click `+ Niche`.

4. Type a niche or choose from available niche suggestions if shown.

5. Add the niche.

Why niches matter:

- they make the data more specific
- they help distinguish broad capability from true specialization

Example idea:

It is more useful to say an office provides a specific niche within a service than to leave the category broad and vague.

8. Selecting Sectors Served

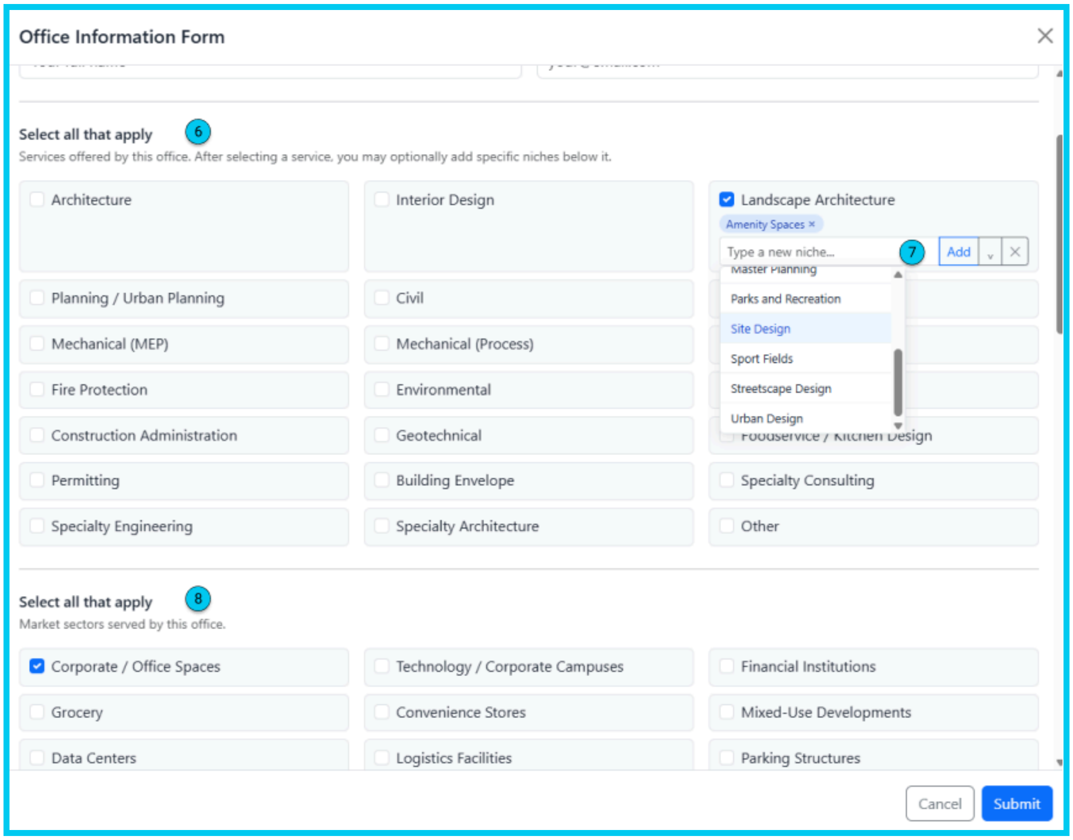
This section asks which sectors the office serves.

How to complete it:

1. Read through the sector list carefully.
2. Click every sector that applies.
3. Do not stop at only one if multiple are correct.

Why this matters:

- sectors tell future users where the office has relevant market experience



This is one of the most valuable parts of the form because service alone does not tell the whole story. An office may offer a service, but sector experience helps show where that service has actually been applied.

9. Adding Office Leaders

There is a section for office leaders or important people associated with the office.

To add a person:

1. Click the `+ Add Person` button.
2. A person entry row will appear.
3. Type the person's name.
4. Add email if known.
5. Add phone if known.
6. Add service or notes information if useful.

You can add more than one person if appropriate.

10. Adding a Description

Near the lower part of the form there is a `Description` field.

Use this area for information that does not fit neatly into the checkboxes.

Examples of useful content:

- special strengths
- project types the office is known for
- helpful context about their work
- anything future users should know

Avoid writing vague filler text. Short, specific, useful information is better than a long generic paragraph.

11. Submitting the Form

When you are done:

1. Scroll through the form one last time.
2. Make sure `Name` and `Email` are completed.
3. Make sure the selected services are accurate.
4. Make sure the sectors served are as complete as possible.
5. Check office leaders and description if you added them.
6. Click the `Submit` button.

What happens next:

- the form is sent to the system
- if successful, you should see a success message
- the form window may close shortly after success

Using StratusBot

The WhatWeDo chatbot (“Stratus Bot”) helps you assemble the best combination of companies and service providers to fulfill your project requirements. It searches a database of architecture, engineering, construction, infrastructure, and professional services firms to create customized project teams. To begin a conversation, navigate to the bottom right of the website, and interact with the “Chat” button. It uses all the information available about the offices to build its recommendations.

Capabilities

Team Curation: Search and match companies/providers based on services, locations, and project needs

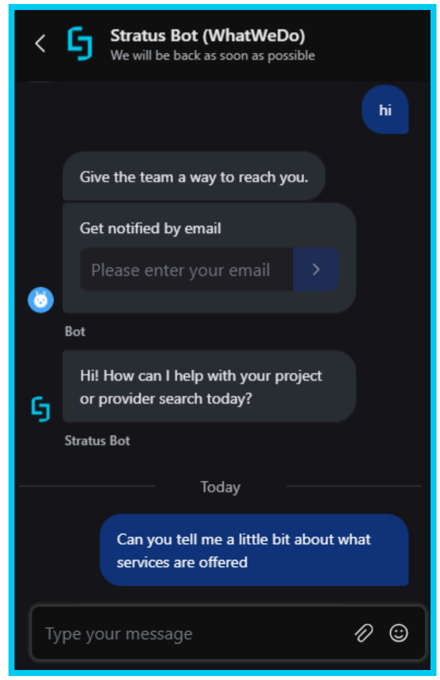
PDF Analysis: Upload project documents and automatically receive team recommendations

Multi-Company Solutions: Finds the best combination of providers when no single company covers all requirements

Contact Information: Provides office details, contact info, and direct links to company profiles

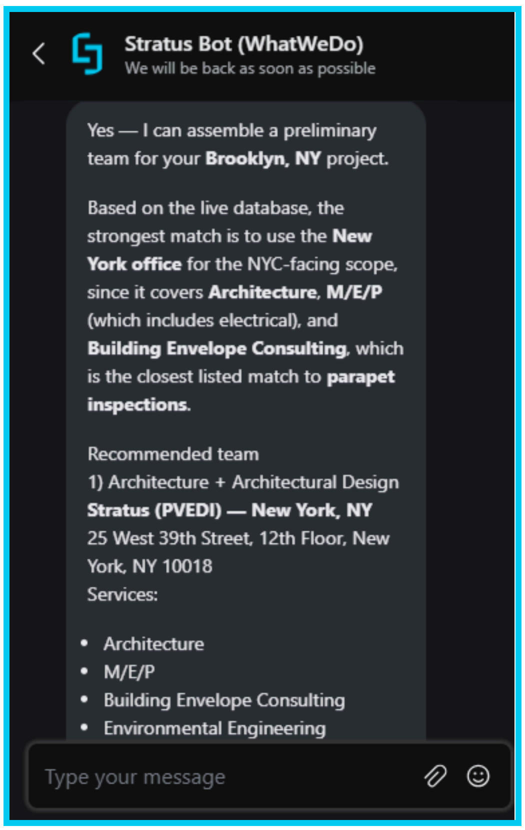
General Information

1. Greet Stratus Bot
2. You can ask any questions about any relevant offices, services, and sectors (to-be added).



Assembling a Team

1. Inform the chatbot about your situation
2. Provide:
    a. Location
    b. Require Services
    c. Size of operation
    d. Etc
3. Ask it to assemble a team after specifying all available constraints

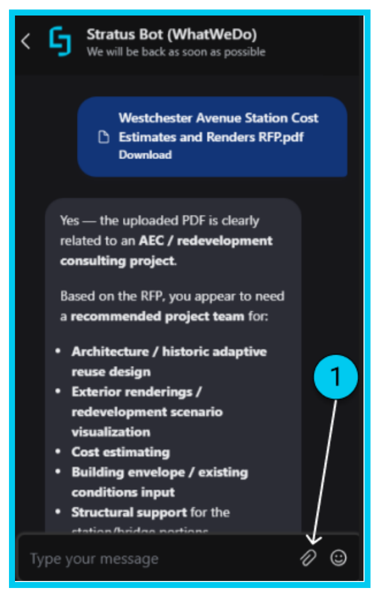


An example prompt would be:
"I have a construction project in Brooklyn, NY. I require the following services: Electrical Engineering, Parapet Inspections, Architectural Designs. Can you assemble a team?"

The Chatbot will respond with:

1. Confirmation of the location
2. Strongest single office match (if exists)
3. Recommended combination of teams
4. For each office recommendation
    a. Why this office?
    b. Location
    c. Services
    d. Contacts

Additionally, if you have a PDF of an RFP, you can provide it to the chatbot for additional context. Select the "Attach file" icon, and choose your PDF. ----------------->



Mobile Use

The site can also be used on mobile.

On mobile, the experience is more compact:

- the map remains the center of attention

- filters appear in an overlay panel

- a `Filters` button opens that panel

To use filters on mobile:

1. Tap `Filters`.

2. Enter location if needed.

3. Adjust `Max Distance`.

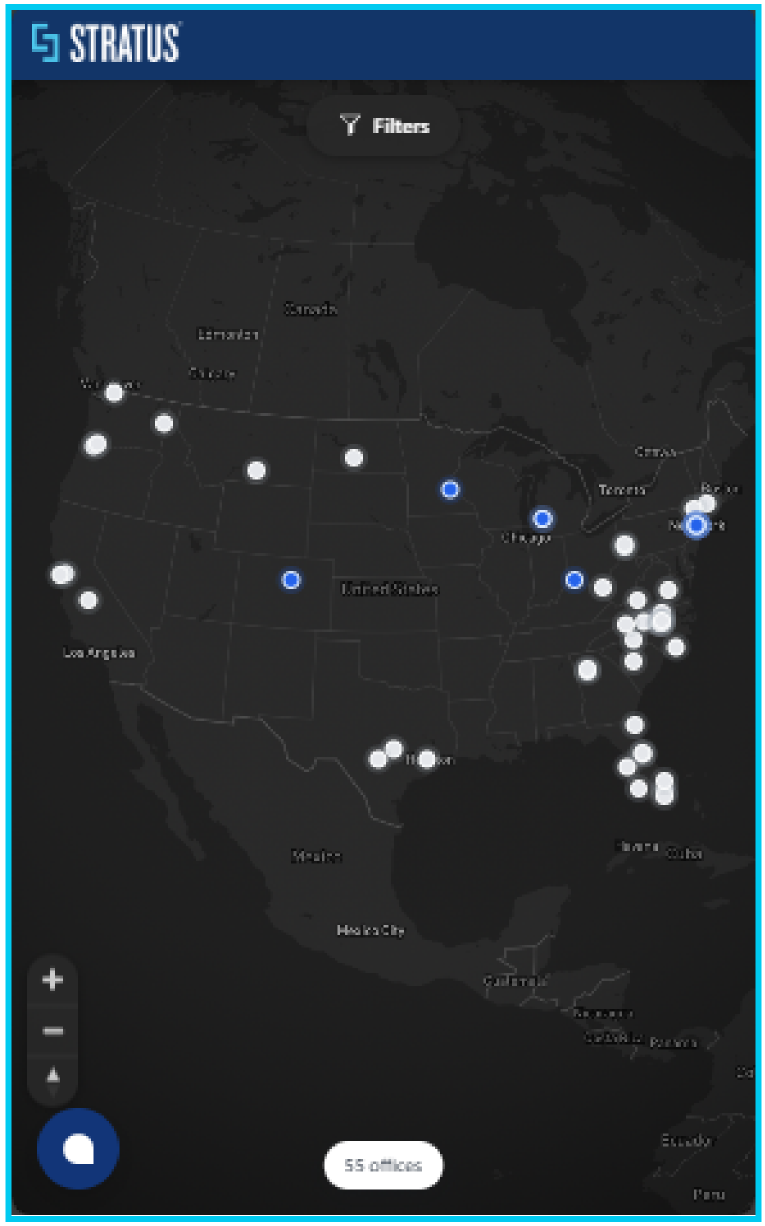
4. Choose services.

5. Tap `Apply Filters`.

If you want to start over:

1. Open the filter panel again.

2. Tap `Clear All Filters`.



Final Message to Users

whatWeDo is a practical tool with a strategic purpose.

It helps users:

- find the right offices
- understand internal capabilities
- plan projects more intelligently
- use internal teams before external contractors when possible
- improve the company’s shared knowledge base over time

The more carefully users search, review, edit, and complete Form Fill, the stronger the system becomes.

In that sense, every user is not only using whatWeDo. They are also helping build it into a better decision-making tool for everyone who comes after them.