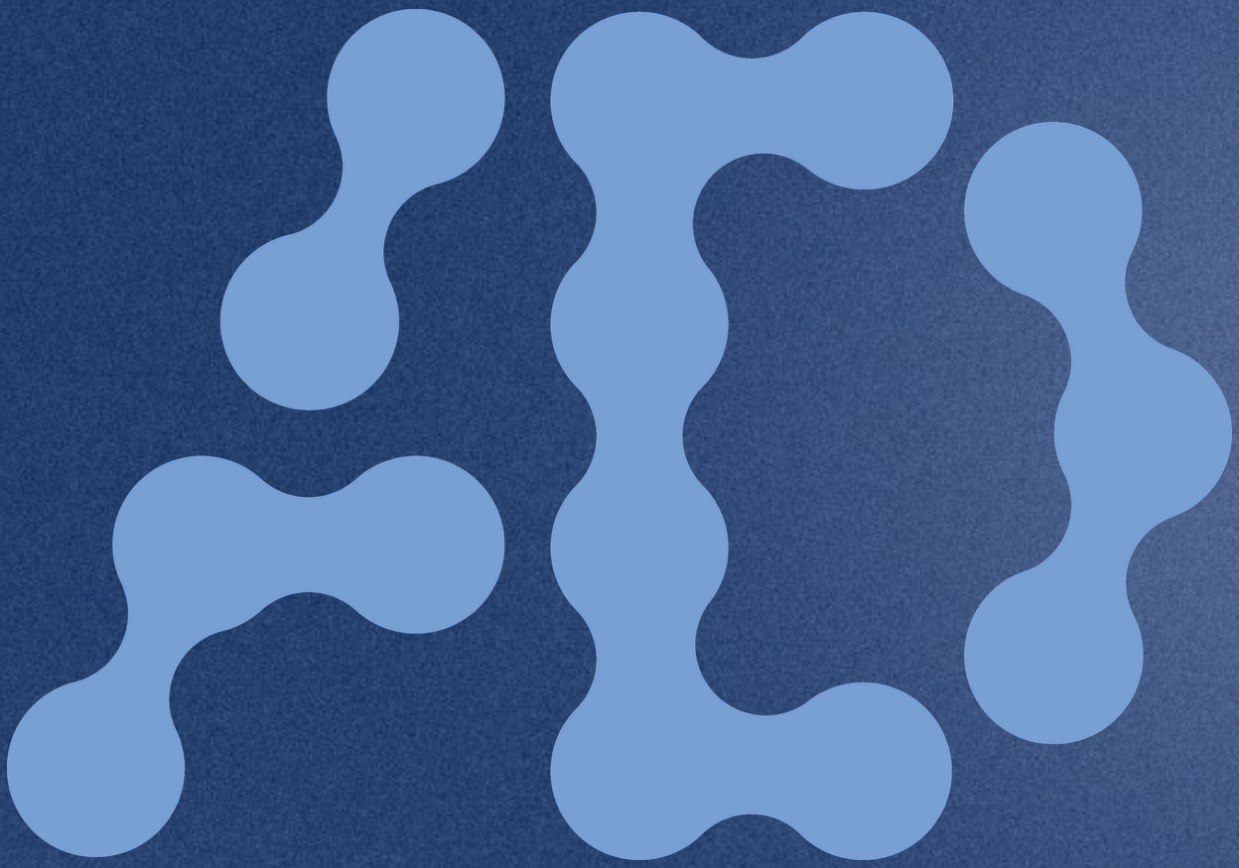


ADHERENCE, LLC

UX Map

ANNA GREADY, BARRETT BENTON,
RINNE FURLOW, VIVIAN AGUIRRE

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Project Context

Project Goals

The primary goal of thie Adherence Website is to clearly communicate its value as a B2B consulting partner that bridges the gap between adhesive technology, manufactueres and product companies. The website should inclde strong, digestible value proposition, progressive disculure of technical specifications and resarch for deeper exploration, credibility-building elements and clear, conversation-focused calls to action, the contact page.

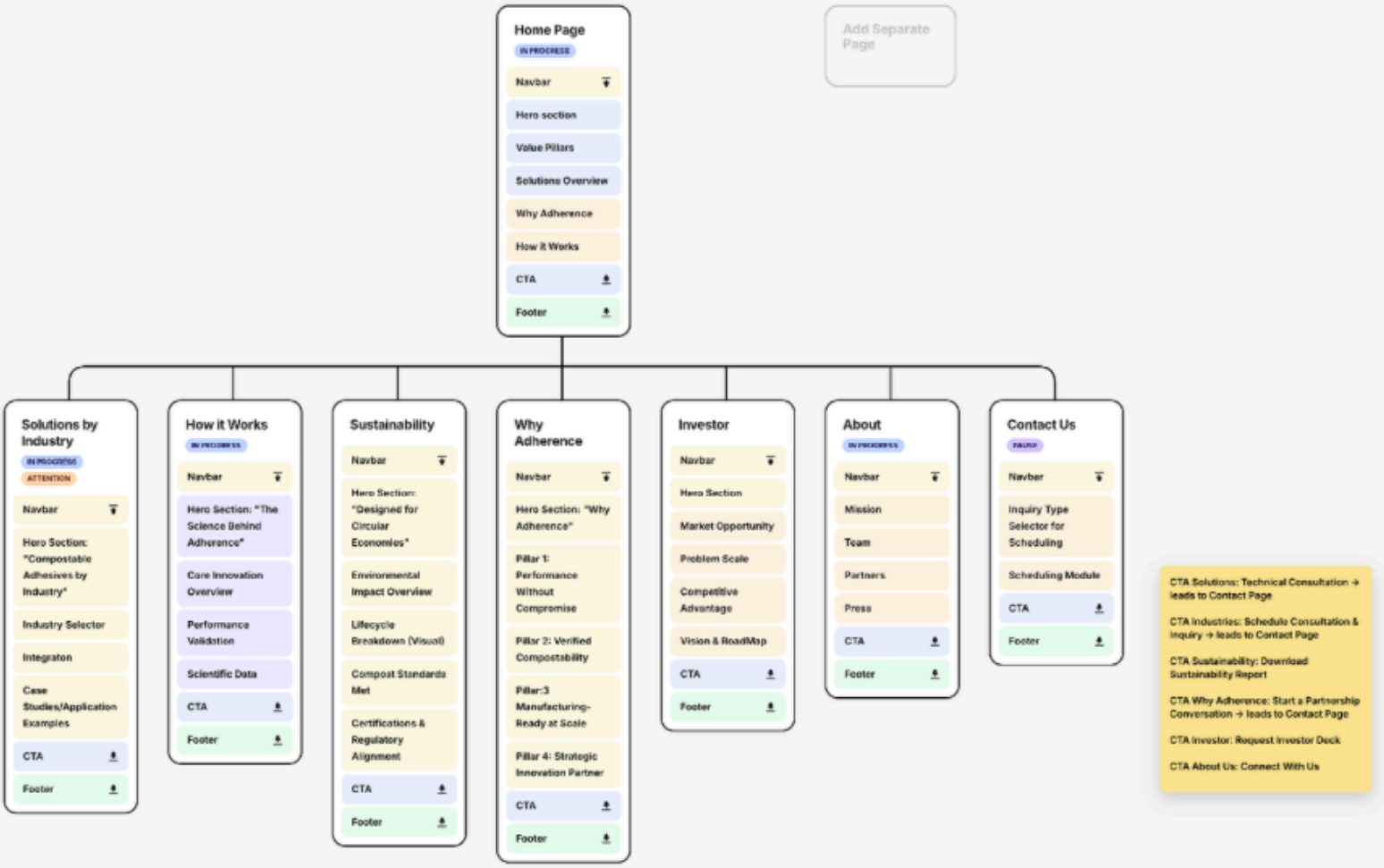
Target Audience

Adherence's target audience consists of B2B decision-makers who interact with adhesives but do not manufacture them directly. The core audiences include: strategic innovation leaders at sustainable materials companies, procurement directors at packaging or converter companies, chief sustainability officers at consumer brands, anad technical evaluators. These users are highly-educated, time-contrained, and outcome-driven.

Design Approach

Our design approach follows a layered, credibility-first B2B framework. The content is organized into defined sections that guide the users from understanding Adherence's mission to evaluting credibility and ultimatey resulting into scheduling a consultation. Content flows intentionally from a clear, high-level value propositions to real-world applications, technical validation and actionablee next steps, all without overwhelming technical and non-technical audiences.

UX MAP



Our client requested that the website be limited of scrolling, and build their brand identity. The website focuses of having high-level information that is digestiable for non-technical and technical users. Much of the information of the adhesive technology is propietery, so each page will have a CTA to the contact page where they can schedule to meet with our client to learn more on each of the sections of the website.

User Persona #1

Strategic Partner Persona



Alex Rivera

Age: 42
Role: VP of Innovation at a Sustainable Materials Company exploring strategic collaboration technology licensing.
Background:

- They are a strategic partner/innovation collaborator, not a core buyer.
- 12–20 years in materials science, chemical engineering, or sustainable polymers
- Oversees R&D pipeline and partnership strategy
- Reports to CTO or CEO
- Evaluated on innovation ROI and long-term differentiation

Goals:

- Expand sustainable product portfolio
- Identify breakthrough adhesive technologies
- Reduce time-to-market through strategic partnerships
- Build defensible IP advantage
- Strengthen ESG positioning

Painpoints:

- Internal R&D cycles are slow and capital-intensive
- Difficulty finding adhesive technologies that balance performance + sustainability
- Risk of partnering with early-stage companies without proof
- Regulatory uncertainty (food-safe compliance, PFAS concerns, recyclability)
- Market pressure to innovate faster

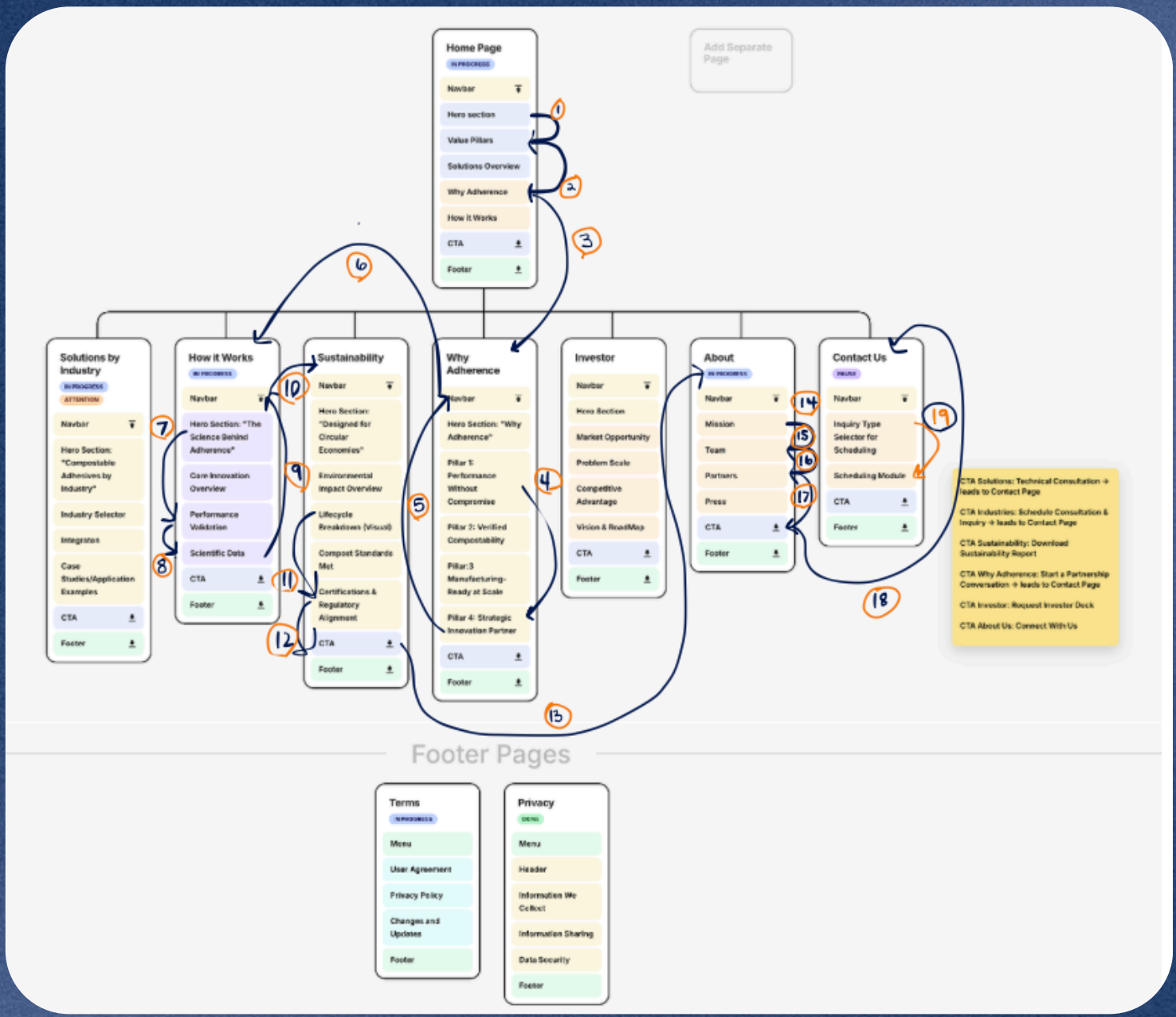
They Ask:

- Is this adhesive platform truly differentiated or incremental?
- What performance data supports the sustainability claims?
- Can this scale industrially?
- How defensible is the IP?
- What competitive advantage does this partnership give us?

Their Influence: Very high strategic influence.

- Can initiate partnership, licensing deal, or co-development agreement
- Influences executive-level decisions
- Shapes long-term collaboration

User Flow



Journey:

1. **Home** → scans value pillars
2. **Why Adherence** → looks for differentiation + innovation positioning
3. **How It Works** → validates scientific credibility
4. **Sustainability** → confirms regulatory & circular economy alignment
5. **About** → assesses team + partners
6. **CTA** → Schedule Strategic Discussion

User Persona #2

Buyer/Client Persona



Stephanie Lou

Age: 38
Role: Procurement Director at a packaging or converter company sourcing adhesives for production lines.
Background:

- They are the economic buyer at the manufacturing layer.
- 10–15 years in supply chain or industrial sourcing
- Manages supplier contracts and cost optimization
- Accountable for operational continuity and margins
- Evaluated on cost savings + supply reliability

Goals:

- Secure consistent adhesive supply
- Lower total cost of ownership
- Ensure food-safe regulatory compliance
- Reduce production downtime
- Maintain strong supplier relationships

Painpoints:

- Volatile raw material pricing
- Adhesive failures that disrupt production
- Complex regulatory requirements (FDA compliance, migration testing)
- Pressure from brand clients demanding sustainable solutions
- Switching suppliers = high operational risk

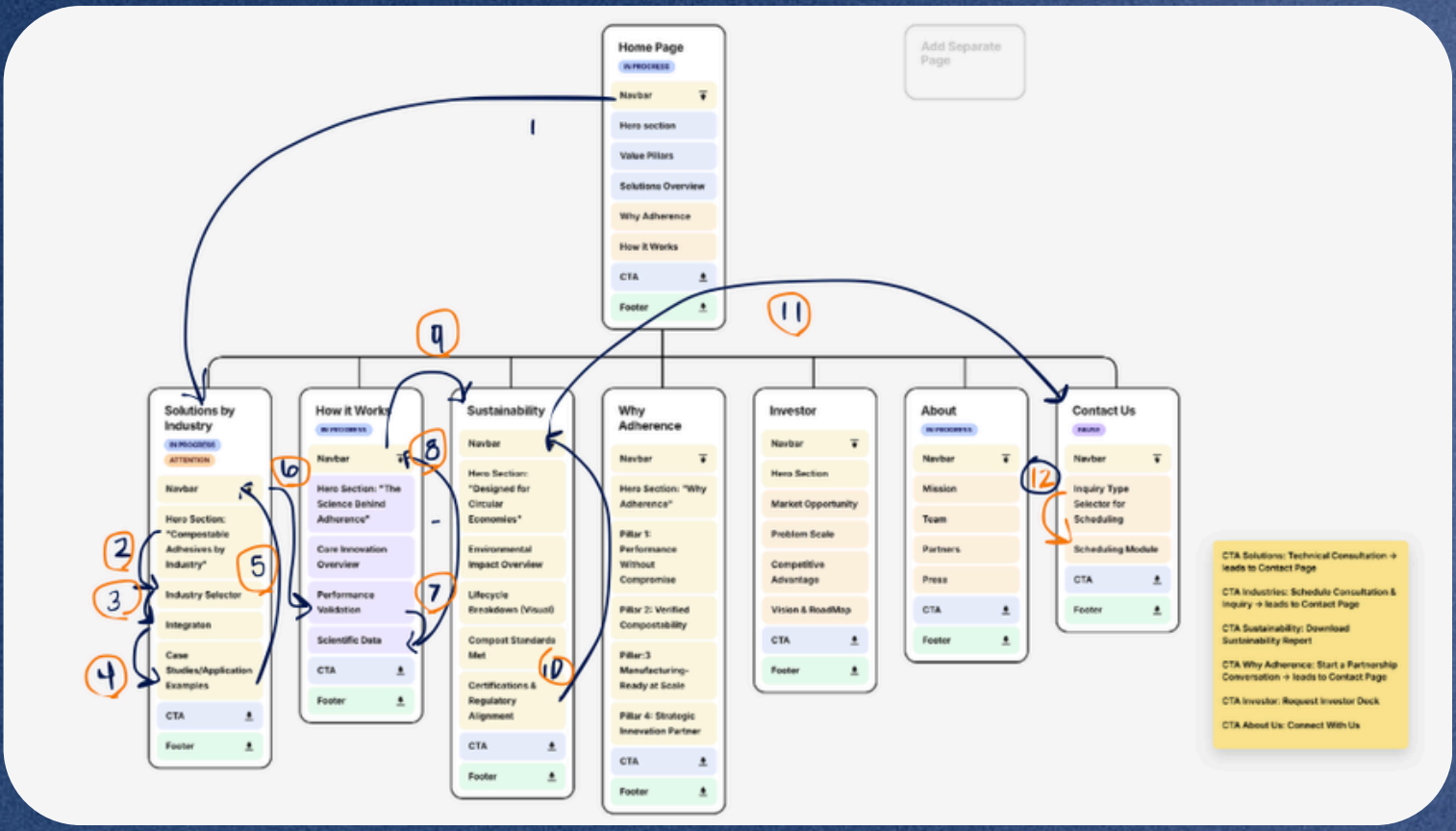
They Ask:

- Is this adhesive certified for food packaging?
- How does pricing compare to incumbent suppliers?
- What is lead time and supply reliability?
- Will switching require equipment changes?
- What are failure rates in real production settings?

Their Influence: High operational influence.

- Final decision-maker for vendor contracts
- Needs buy-in from technical evaluator
- Risk-averse and data-driven

User Flow



Journey:

1. **Home** → quickly navigates to
2. **Solutions by Industry** → confirms applicability
3. **How It Works** → checks performance validation
4. **Sustainability (Certifications section only)** → verifies compliance
5. **Contact Us** → Schedule Call

They move from fit → proof → risk reduction → supplier contact.

User Persona #3

Strategic Sustainability Leader



Axel Craine

Age: 45
Role: Chief Sustainability Officer or VP of ESG Director at a consumer goods brand pushing sustainability goals across supply chain.
Background:

- They are the strategic pressure driver, but they don't buy adhesive directly.
- Background in environmental science, ESG strategy, or corporate sustainability
- Works cross-functionally with packaging, procurement, and marketing
- Accountable for meeting public sustainability targets

Goals:

- Reduce Scope 3 emissions
- Improve recyclability of packaging
- Eliminate harmful chemicals
- Meet investor ESG expectations
- Strengthen brand reputation

Painpoints:

- Packaging is a major contributor to emissions
- Adhesives often interfere with recyclability
- Greenwashing risk
- Difficulty verifying supplier claims
- Regulatory changes across global markets

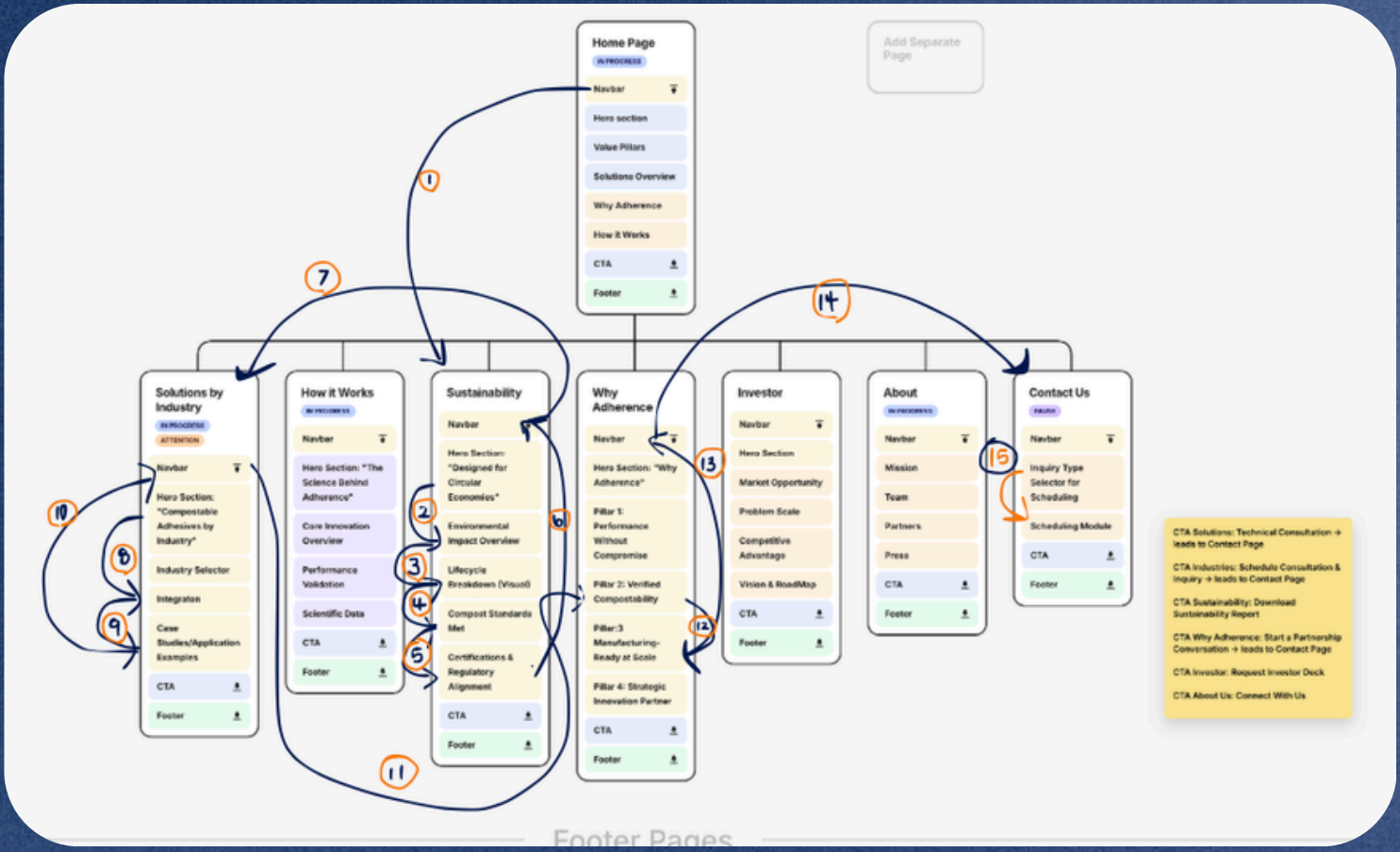
They Ask:

- Does this adhesive improve recyclability or compostability?
- Can this help us meet 2030 ESG goals?
- What lifecycle data supports claims?
- How does it impact our sustainability reporting?

Their Influence: Strategic but indirect purchasing power.

- Drives sustainability mandates
- Influences procurement and R&D
- Key stakeholder in approval process

User Flow



Journey:

1. **Home** → clicks
2. **Sustainability** → reads lifecycle + compost standards
3. **Solutions by Industry** → ensures feasibility
4. **Why Adherence** → checks verified compostability & scale claims
5. **Contact** → ESG-focused inquiry

They move from impact → feasibility → scalability → alignment meeting.

User Persona #4

Technical Validator Persona



Gregory Finch

Age: 60
Role: VP of Innovation at a Sustainable Materials Company exploring strategic collaboration or technology licensing.

Background:

- They are a strategic partner/innovation collaborator, not a core buyer.
- 12–20 years in materials science, chemical engineering, or sustainable polymers
- Oversees R&D pipeline and partnership strategy
- Reports to CTO or CEO
- Evaluated on innovation ROI and long-term differentiation

Painpoints:

- Internal R&D cycles are slow and capital-intensive
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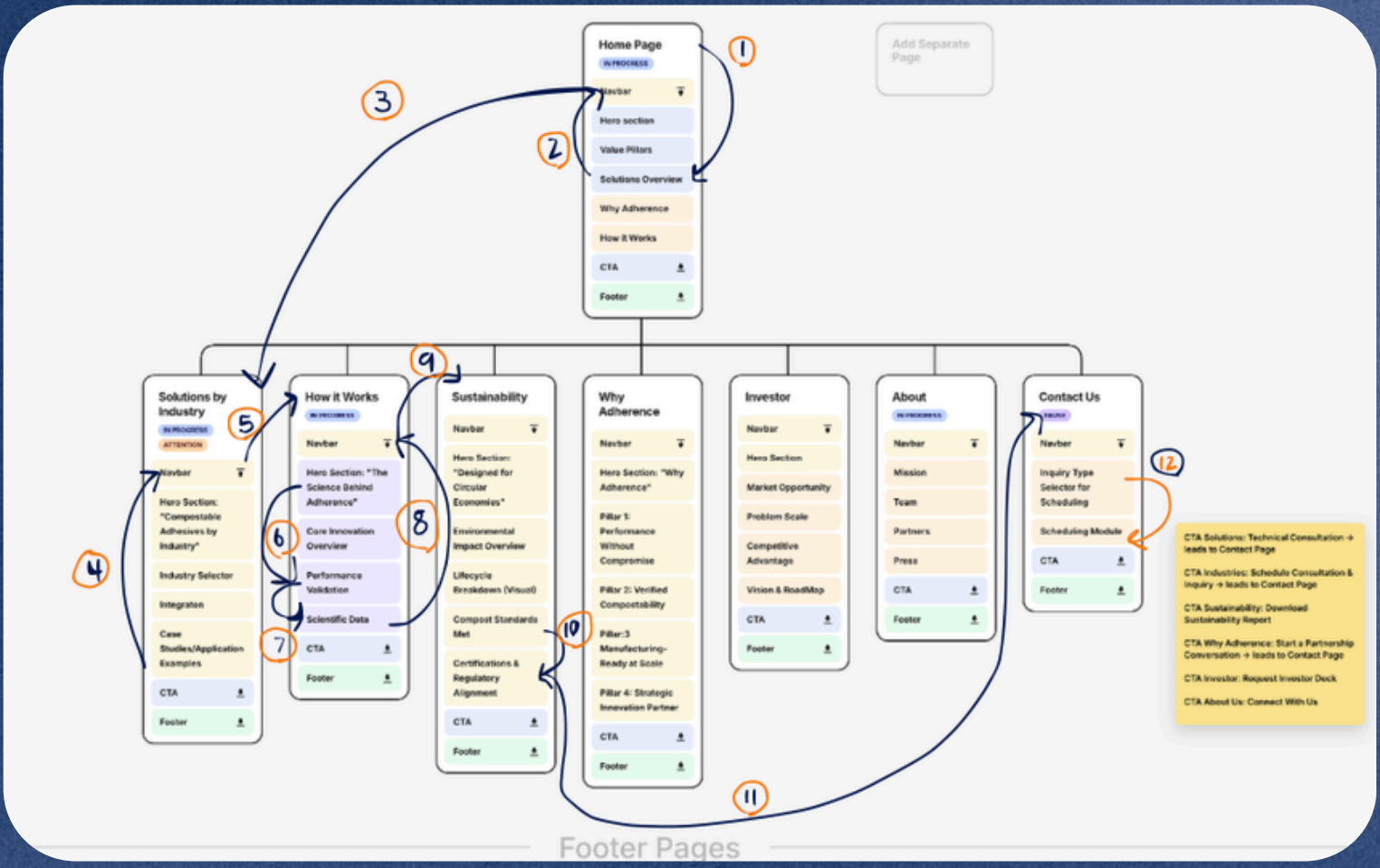
They Ask:

- Is this adhesive platform truly differentiated or incremental?
- What performance data supports the sustainability claims?
- Can this scale industrially?
- How defensible is the IP?
- What competitive advantage does this partnership give us?

Their Influence: Very high strategic influence.

- Can initiate partnership, licensing deal, or co-development agreement
- Influences executive-level decisions
- Shapes long-term collaboration

User Flow



Journey:

1. **Solutions by Industry** → checks substrate relevance
2. **How It Works** → reviews scientific data & performance metrics
3. **Sustainability (Regulatory section)** → confirms standards
4. **Contact** → Request sample / technical discussion

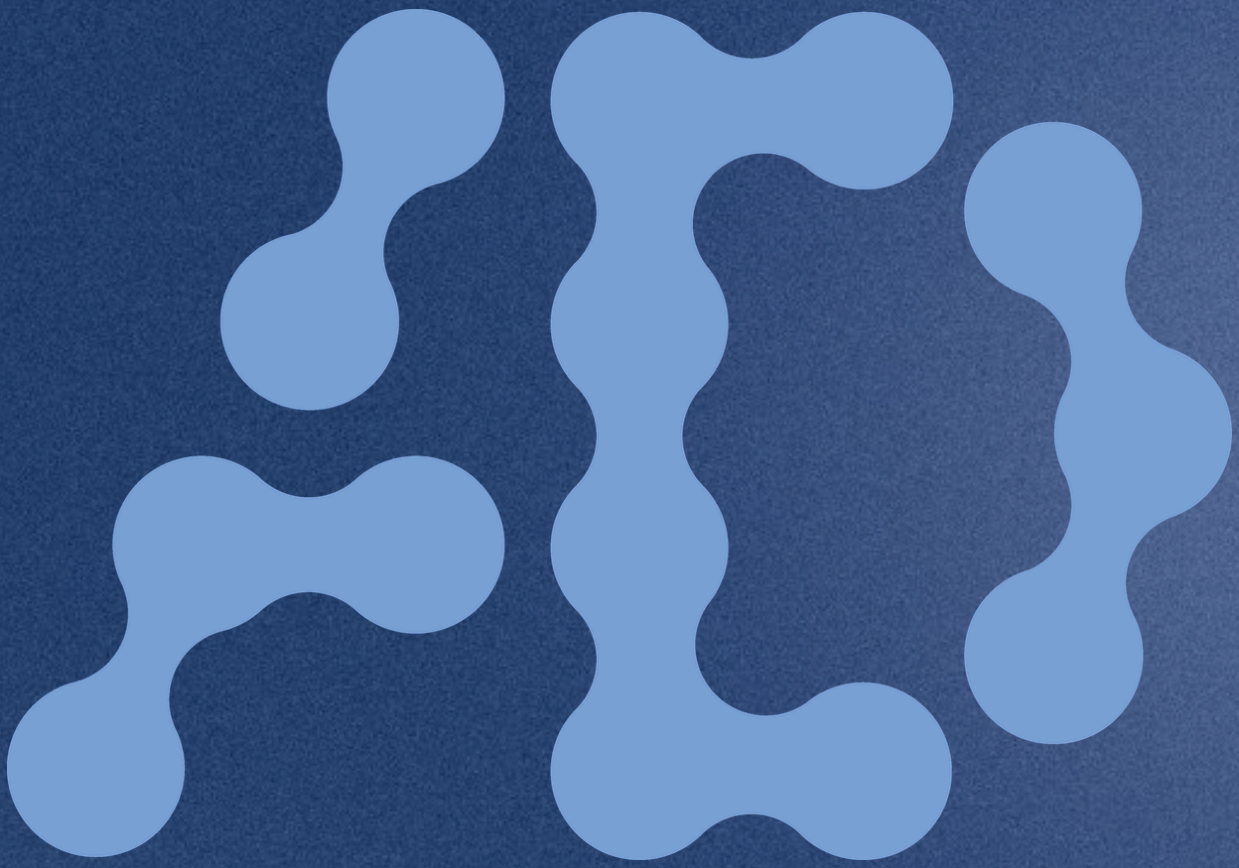
They move from technical compatibility → data validation → testing request.

References

ChatGPT Source: https://chatgpt.com/share/699e10d8-55bc-8004-8c56-3df509d20255

https://this-person-does-not-exist.com/en/download-page?image=gen444401071bea7521c3126c6bc9e9c40a

https://www.figma.com/site/jojpjRWlWKZRPi4YDp1OSf/Adherence-Wireframe?node-id=0-1&p=f&t=4hR52S522bITPgvk-0



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UX Map

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