

# Case Study of Internal Logistics Shop

## OVERVIEW

It is an online material ordering tools. This Internal Logistic online shopping platform simplifies the ordering process which was earlier done on paper base.

Its internal portal which is used by end user, admin and logistics people

## PURPOSE

- Digitization of the ordering process to save time
- To track the process right from order until the material is delivered
- Maintaining lists of ordered materials and increase easy tracking of records

## UX CHALLENGE

SBS UX Team propose innovative and intuitive solution which User friendly and easy of use.

Main Challenge is that reducing the number of clicks, giving the right navigation and Consistency in the portal.  
Reduce time to complete the task.  
Make user to adopt the portal.

## UX APPROACH AND PROCESS

Acknowledge UX standards that can be use consistency across portal which will help to user to complete their task in minimal clicks and its motive to adopt the user.

To understand the business needs, we conducted stakeholder meetings. SBS UX performed Competitive Analysis, Focus Groups, Contextual Inquiry, and Brainstorming Sessions to understand Information Architecture of the system, usage patterns and behaviours of the user which be aligned with the Marketing and Branding goals. We have used Paper Prototypes to speed the process and quickly come up with solutions.

**Method and Tools** Requirement Gathering, Focus Group, Contextual Inquiry, Brainstorming Session, Paper Prototyping for quick iterations, wirefr interaction, visual designing and Development.



# PERSONA

## End User



Jens Singer works as a staff member at Merck. He orders materials offline through logistics team. He has to wait a lot of time for the materials to get delivered. As there is no tracking available, he faces difficulties in planning his works which eventually delays work to get done on time. He usually use this ordering the material frequently which he facing the problem.

*“He wants for easy ordering process to save time and also track the materials to maximize his efficiency with proper planning”*

*Name: Jens Singer*

*Occupation: Staff member*

*Location: Darmstadt, Germany*

### Needs

- Digitalize the system
- Easy ordering
- Fast delivery
- Tracking order

### Pain Points

- Delays in works dependency
- Long waiting time and details of deliverable Item
- Not able to estimate delivery time

# PERSONA

## Admin



Michael Ewen works as an admin at Merck. He manages the ordering process of materials. Paper based management systems consume lots of time and there is difficulty with the recording system of the materials. He has to pay lots of attention to avoid misplacing of papers, error entry etc. Handling paper records for all Materials orders is a huge task for him.

*“ He wish to maintain records properly and also easy tracking of all the records”*

Name: Michael Ewen

Occupation: Admin/Logistics

Location: Darmstadt, Germany

### Needs

- Proper maintaining of materials records
- Easy tracking of records
- Increase ease of internal communication among end users and logistic team
- Bring transparency in ordering process

### Pain Points

- Too much time taking
- Difficulties in tracking of records

Requirement Gathering



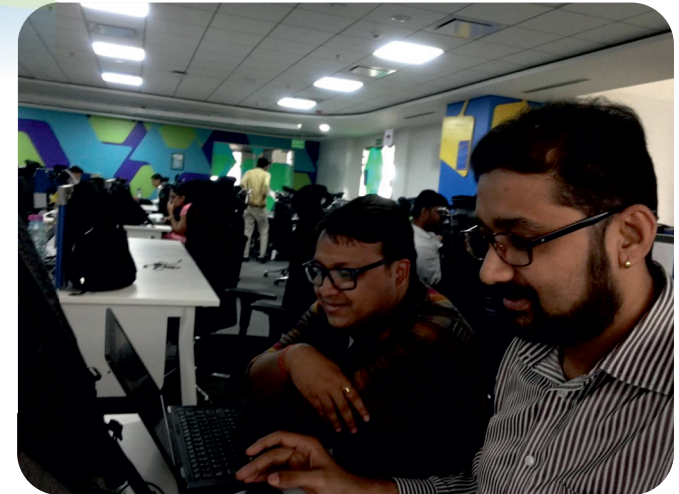
Card Sorting



Focus Group & Brainstorming sessions

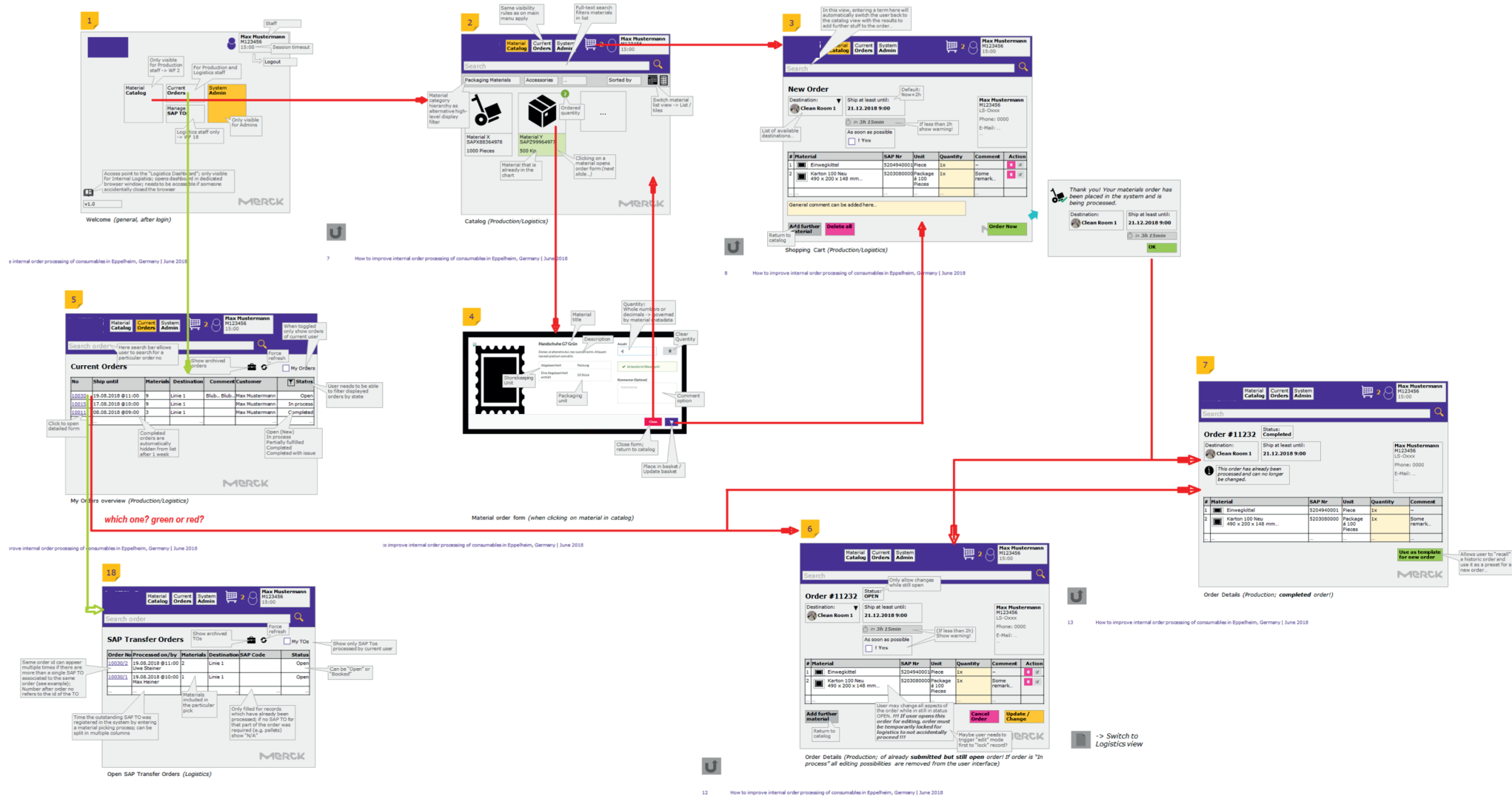


Contextual Inquiry



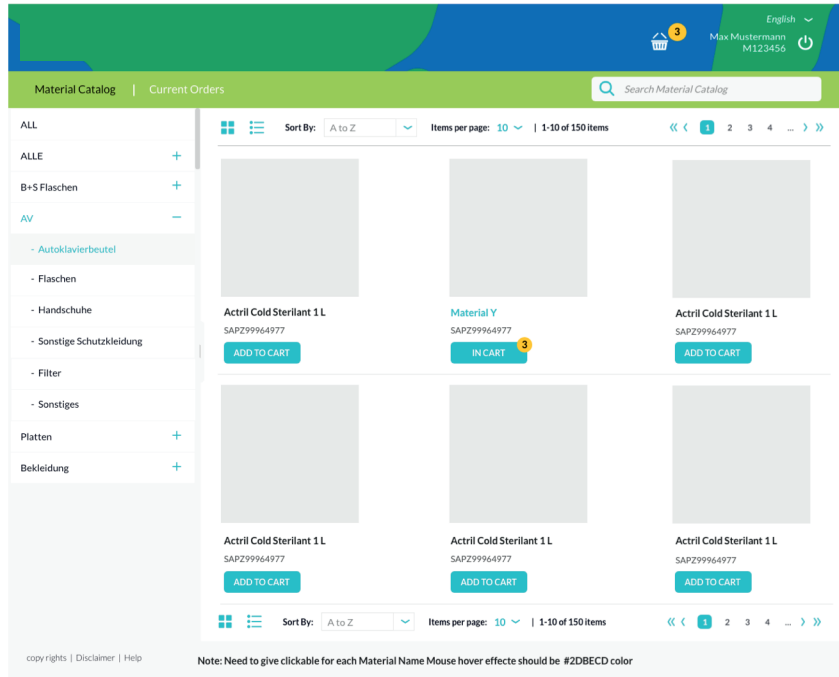
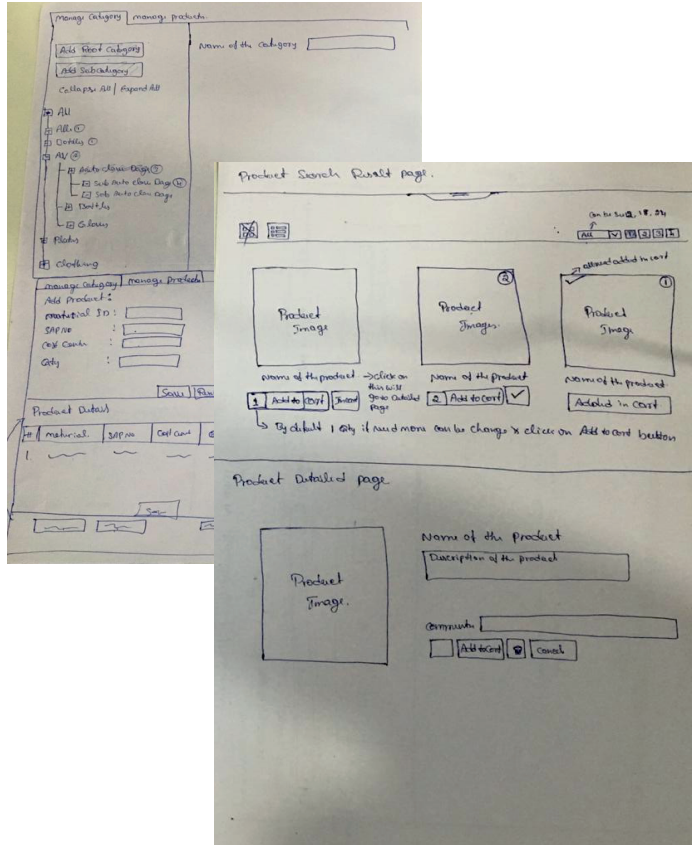
# INFORMATION ARCHITECTURE

Information architecture (IA) focuses on organizing, structuring, and labelling content in an effective way. It helps users find information and complete tasks.

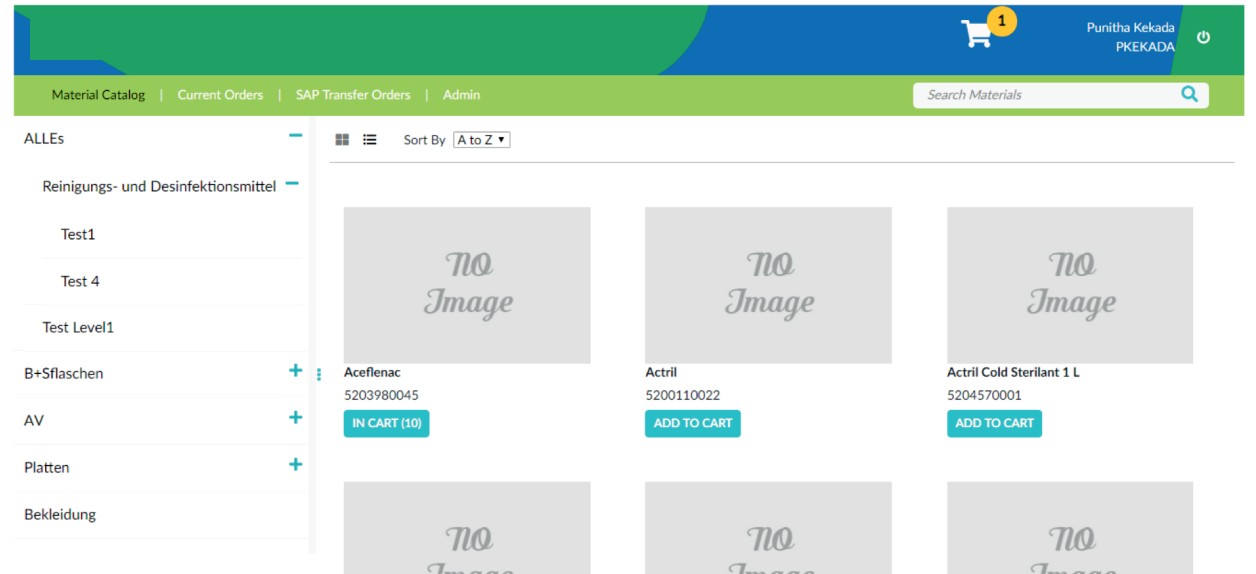


# Wireframe

## Low Fidelity Paper Prototype



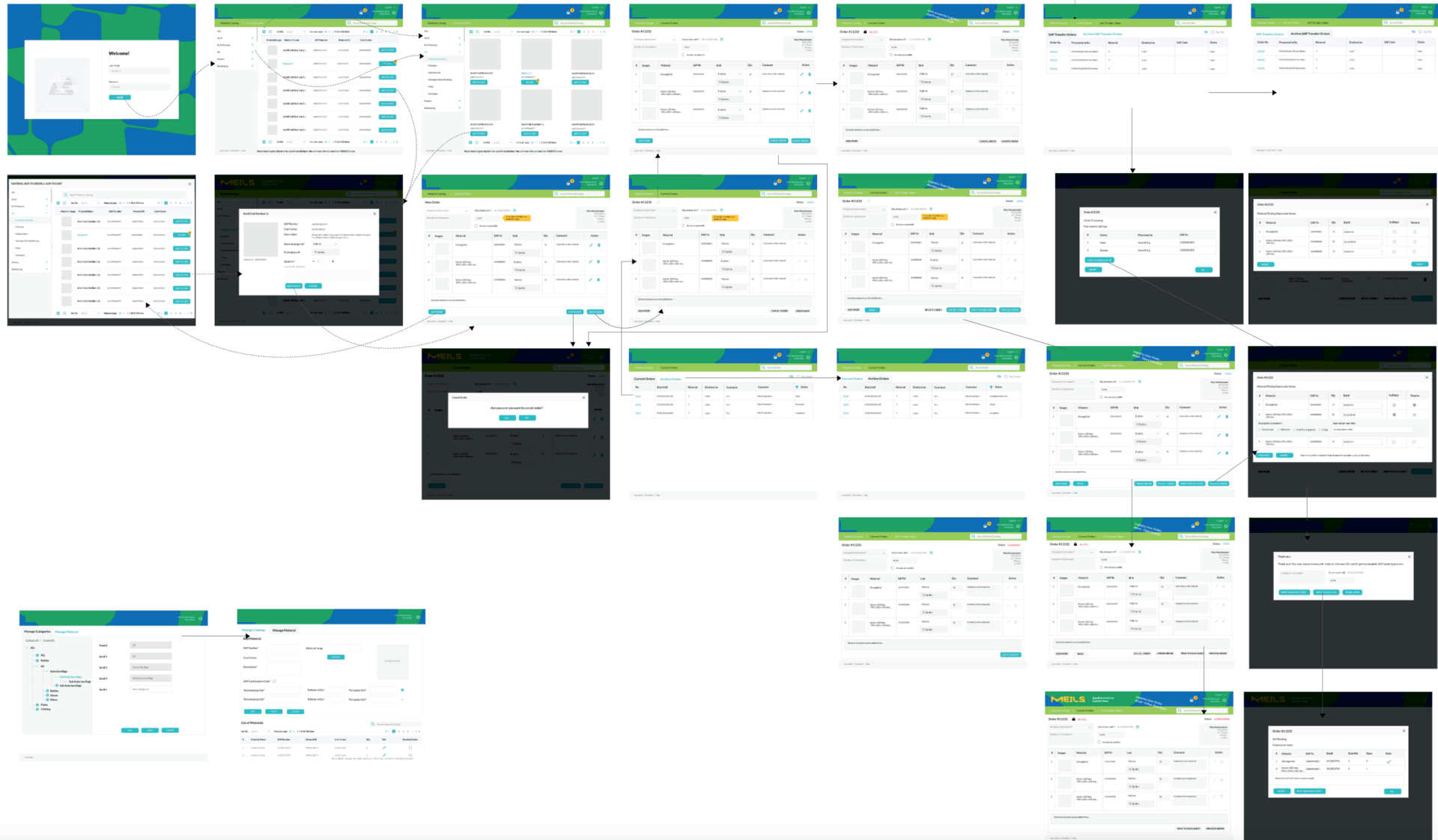
## Interaction / Visual Design





# HIGH FIDELITY SCREENS AND VISUAL DESIGN

Wireframes and flow diagrams help everyone, including stakeholders and project teams, visualize what the website looks like and how it will be used



# IMPLEMENTATION CHALLENGES

- Bringing branding to the portal following the design guidelines
- Innovative with Userfriendly
- Reach User Expectation and reduce the number of clicks
- Rearranging the navigation and workflow
- Meet customer expectation and ROI

# OLD SCREEN (Requirement)

**Material Catalog** | **Current Orders** | **System Admin** | **Max Mustermann** M123456 15:00

Search

**New Order**

Destination: **Clean Room 1** | Ship at least until: **21.12.2018 9:00** | **in 3h 15min** | **As soon as possible**  **! Yes**

#	Material	SAP Nr	Unit	Quantity	Comment	Action
1	Einwegkittel	5204940001	Piece	1x	-	
2	Karton 100 Neu 490 x 200 x 148 mm...	5203080000	Package à 100 Pieces	1x	Some remark...	

General comment can be added here...

**Add further material** | **Delete all** | **Order Now**

Shopping Cart (Production/Logistics)

# NEW SCREEN (Solution outcome)

**Eppelheim Internal Logistics Shop** | **English** | **Max Mustermann** M123456

**Material Catalog** | **Current Orders** | Search Material Catalog

**New Order**

Dropdown Destination\* | Ship at least until\*: 21.12.2018 9:00 | **in 3 hr** | **As soon as possible**

**Max Mustermann** M123456 LS - Oxxxx Phone: ... e-mail: ...

#	Images	Material	SAP Nr	Unit	Qty	Comment	Action
1		Einwegkittel	5204940001	Palette 72 Spoles	10	Comments on the materials	
2		Karton 100 Neu 490 x 200 x 148 mm...	5203080000	Palette 72 Spoles	10	Comments on the materials	
3		Karton 100 Neu 490 x 200 x 148 mm...	5203080000	Palette 72 Spoles	10	Comments on the materials	





General comment can be added here...

**ADD MORE** | **CLEAR CART** | **ORDER NOW**

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- ALL
- ALLE +
- B+S Flaschen +
- AV +
- Platten +
- Bekleidung +

Sort By: A to Z  Items per page: 10  | 1-10 of 150 items 

Material Image	Material Name	SAP Number	Material ID	Cost Center	
	Actril Cold Sterilant 1 L	SAPZ99964977	5204570001	DE90290040	<a href="#">ADD TO CART</a>
	Material Y	SAPZ99964977	5204570001	DE90290040	<a href="#">IN CART</a> <sup>3</sup>
	Actril Cold Sterilant 1 L	SAPZ99964977	5204570001	DE90290040	<a href="#">ADD TO CART</a>
	Actril Cold Sterilant 1 L	SAPZ99964977	5204570001	DE90290040	<a href="#">ADD TO CART</a>

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