

Streamlining a Critical Content System

Client

Our client is the world's leading e-commerce company. As our client increased its global workforce, the ability of those employees to perform vital content and communications work was continually hamstrung by an internal content platform that couldn't keep pace.

Challenges

Because of our client's increased workforce, the time and effort required to access, edit, distribute, and manage content had grown to a critical degree and internal resources were not at the ready to make much-needed improvements to the platform.

Ultimately, division leaders looked outside the company for a solution that would get things quickly back up to speed. Naturally, they turned to Filter.

Approach

Led by a senior UX Design consultant, a team of UX experts uncovered the client's organizational, operational, and technical issues— and then developed a program plan to resolve them. This process included:

- Auditing the platform's usability and design capability, as well as an analysis of how all users – from content producers on the back end to salespeople on the front – interacted with the system
- Developing user stories and flow diagrams, storyboards, and other experience flow artifacts, gaining input and feedback working alongside the client's internal stakeholders
- Conducting user validation and implementing updates based on user feedback

Validation testing confirmed that our solution drove measurable performance improvements for the client user groups, resolving issues of accessibility, throughput, delivery time, and ease of use.

Impact

Working alongside our client's internal team enabled our consultants to determine the root issues more quickly and efficiently, fueling their ability to create a solution that met the client's needs.

Our team designed the solution to scale across the client's larger organization to be easily deployed in different departments facing similar challenges. Filter's work drove efficiencies to such a degree that our solutions became standard procedure in multiple areas within the division. Our team is continuing to support our client's other UX design initiatives based on their solution framework.