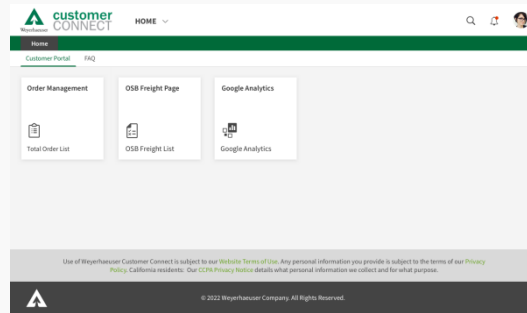
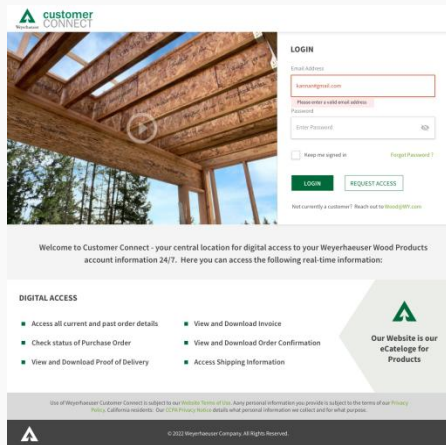


User Experience Solution - Redesign for Customer Connect and C4C

Goals

- Weyerhaeuser want to modernize their existing Legacy application to SAP cloud(Business Techchology Platform).
- Design a user friendly, intuitive interface for customer support portal in SAP Fiori UI framework and Design System.
- Provide a user interface and consistent user experience to enable Customer / Partners / Sales to do self service.



Process

- Strategic Planning: Facilitated stakeholder discussions to define design strategies and conducted competitive research and analysis to identify market opportunities.
- User Experience Architecture: Developed task analyses and evolved complex information architecture into intuitive wireframes and high-fidelity visual designs.
- Prototyping & Validation: Built interactive prototypes and conducted focus group testing with select business users to validate functionality and flow.
- Iterative Design: Refined system features and interface elements based on direct user feedback to ensure the final product met specific business needs.
- Operational Transformation: Delivered a single 24/7 online interface that bridged the gap between front-office engagement and back-office processes, enabling real-time enterprise visibility and customer self-service.

Technology – SAP | UI Team size – 3

Solution / Customer Benefit

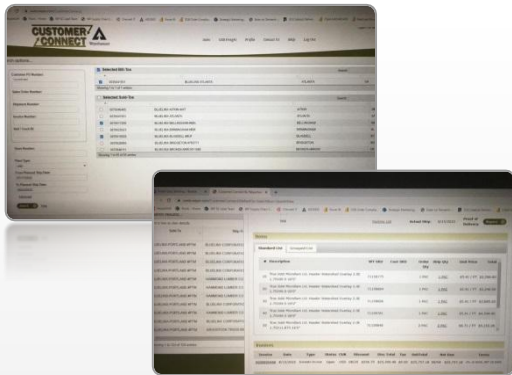
- Engineered a high-performance product interface that enhanced user goal attainment, increased overall productivity, and streamlined access to critical content.
- Improved operational efficiency and UI consistency by implementing standardized interaction patterns and adhering to industry-recognized usability best practices.
- Restructured the information architecture to be more intuitive, significantly improving the speed and ease of information retrieval for end-users.
- Maximized usability through the optimized use of screen real estate, ensuring a clean and effective layout for complex data.
- Standardized the end-to-end user experience across all platforms to ensure a seamless and cohesive brand identity.
- Utilized SAP Business Technology Platform (SAP BTP) and SAP Fiori Cloud to rapidly mobilize SAP Business Suite applications across mobile, tablet, and web environments.

UX Solution and Redesigning

Before Customer Portal

OBJECTIVE

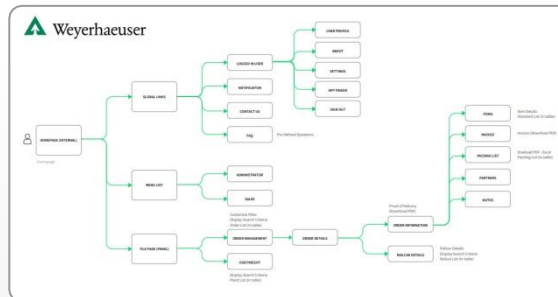
The existing portal is not saleable and user friendly. The portal is really confusing and cluttered. Lot of performance issues. It takes over a minute to load a page which is unacceptable.



During Wireframes

PROCESS

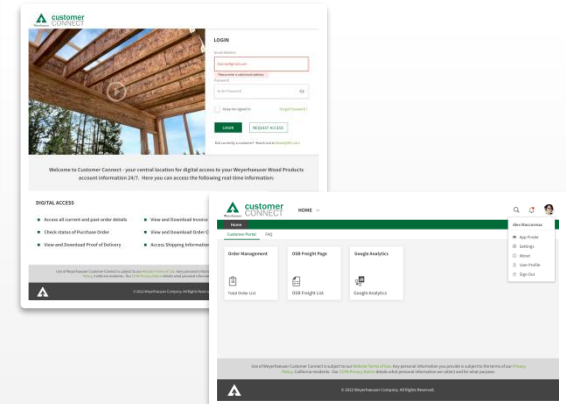
- Competitive Research & Analysis
- Usability Study and Wire framing
- Visual Concept & Screen Creation



After Redesigned Customer Portal

BENEFITS

- Standardization and interaction efficiency using Interaction Patterns and Usability standards.
- Improved access to information, resulting in a more intuitive information architecture.
- Optimized use of screen real estate.



Platform

- Contextual Browser
- ☒ Rapid Design Framework (SAP)
- FAST Framework
- Business Management

Service Lines

- Experience Innovation
- Interactive Consulting
- ☒ Requirements Design
- Presentation Architecture

UX Strategy Defined - Overview

Overview

- Examine the current state of catalyst MVP(minimum viable product) development against the Weyerhaeuser brand and digital guidelines.
- Partner with solutions architects and development teams to identify design and development opportunities for experience standardization across all catalyst platforms and applications.
- Design a clear UX strategy and timeline that thoughtfully evolves the multiple "out of the box" platform solutions used to implement catalyst into a seamless and consistent brand experience.

Vision:

Weyerhaeuser:
A multi-platform toolset that acts and feels like a unified, digital self-service experience for both customer and employees.

Easy and Efficient:

Navigation, business processes, and content are defined, organized, and offered in an experience that follows that natural flow of how customers and employees think and work.

Personalized:

At their fingertips customer and employee specific data, insights, tools, and information, offering the right content and tools at the right time.

Increase in sales:

Connected and streamlined sales, buying, and monitoring processes.

Business ROI:

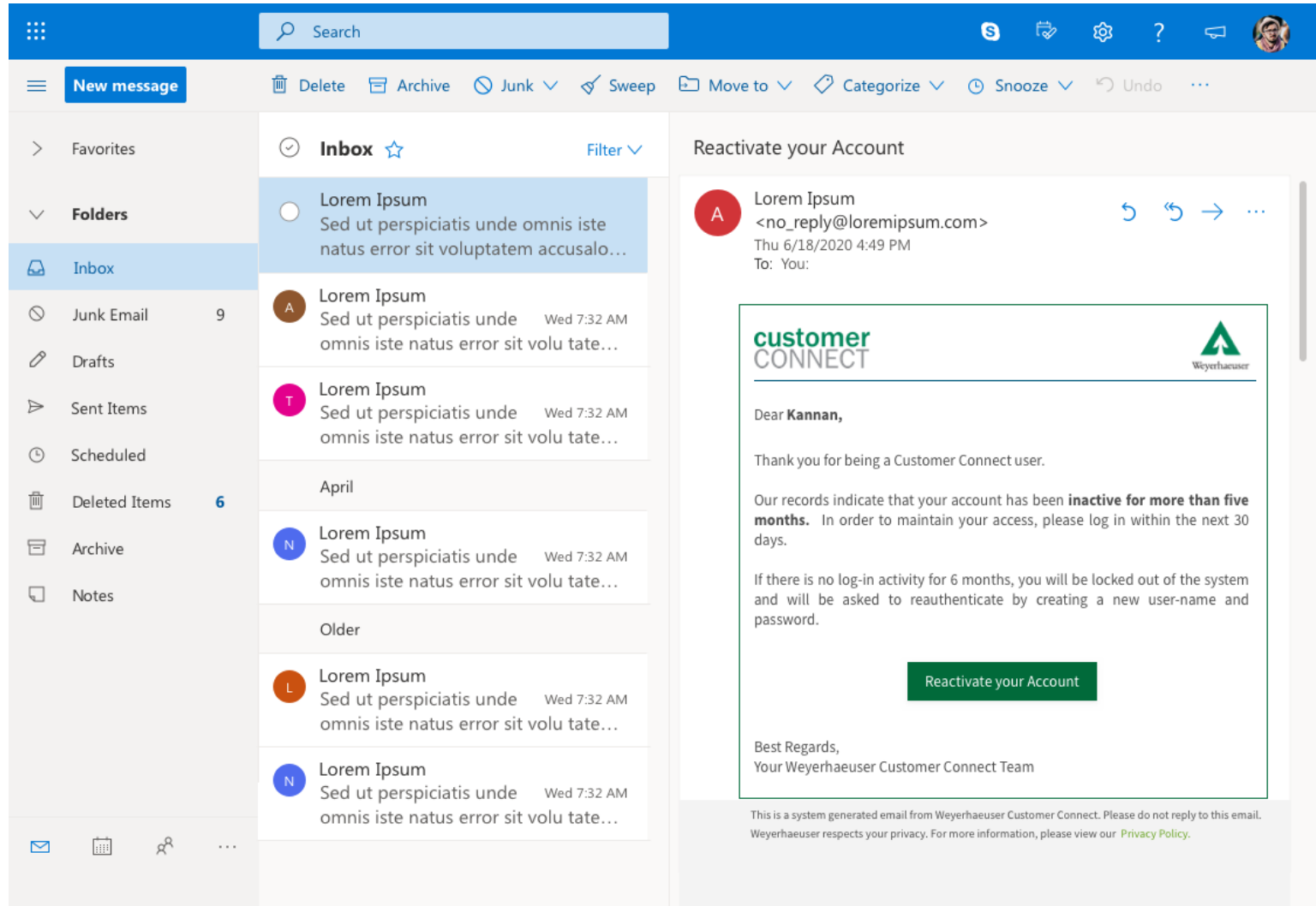
Increase business process efficiencies, lead generation order management and customer service.

Platform ROI:

Built to make the most of each foundational platform, keeping technical complexity to a minimum.

UX Strategy Defined - Overview

eMail Template Layout



The screenshot displays an email client interface with a blue header bar containing a search bar and various action icons. The left sidebar shows a list of folders including Favorites, Folders, Inbox (selected), Junk Email (9), Drafts, Sent Items, Scheduled, Deleted Items (6), Archive, and Notes. The main inbox area shows a list of emails, all with the subject "Lorem Ipsum" and a snippet of text "Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusalo...". The right pane shows an open email template titled "Reactivate your Account".

Reactivate your Account


Lorem Ipsum
 <no_reply@loremipsum.com>
 Thu 6/18/2020 4:49 PM
 To: You:

customer
CONNECT


Dear **Kannan**,

Thank you for being a Customer Connect user.

Our records indicate that your account has been **inactive for more than five months**. In order to maintain your access, please log in within the next 30 days.

If there is no log-in activity for 6 months, you will be locked out of the system and will be asked to reauthenticate by creating a new user-name and password.

[Reactivate your Account](#)

Best Regards,
Your Weyerhaeuser Customer Connect Team

This is a system generated email from Weyerhaeuser Customer Connect. Please do not reply to this email. Weyerhaeuser respects your privacy. For more information, please view our [Privacy Policy](#).

UX Strategy Defined - Overview

Login


**customer
CONNECT**



LOGIN

Email Address

Please enter a valid email address

Password

☐ Keep me signed in [Forgot Password ?](#)

LOGIN **REQUEST ACCESS**

Not currently a customer? Reach out to Wood@WY.com

Welcome to Customer Connect - your central location for digital access to your Weyerhaeuser Wood Products account information 24/7. Here you can access the following real-time information:

DIGITAL ACCESS

- Access all current and past order details
- Check status of Purchase Order
- View and Download Proof of Delivery
- View and Download Invoice
- View and Download Order Confirmation
- Access Shipping Information



**Our Website is our
eCatalogue for
Products**

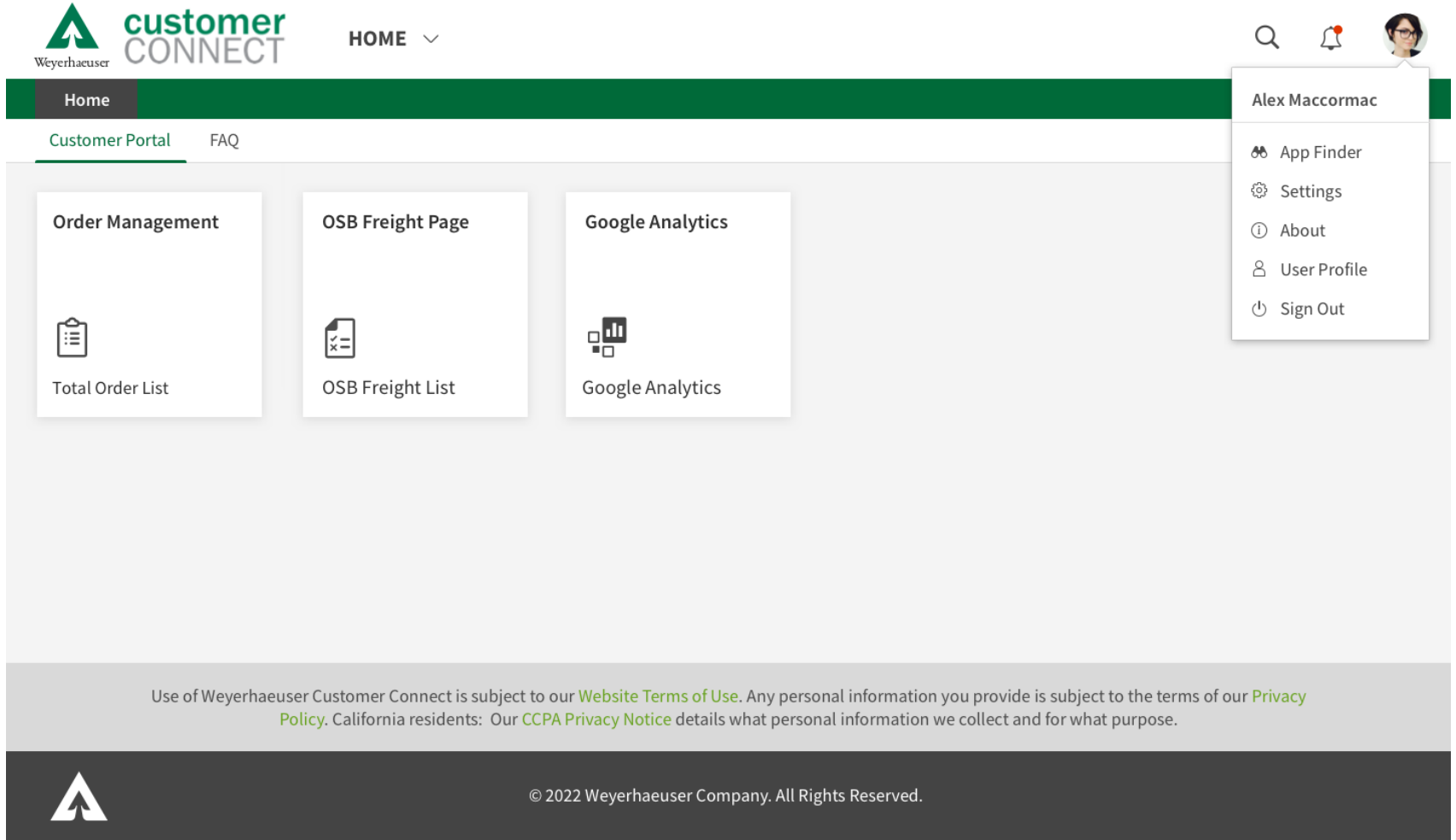
Use of Weyerhaeuser Customer Connect is subject to our [Website Terms of Use](#). Any personal information you provide is subject to the terms of our [Privacy Policy](#). California residents: Our [CCPA Privacy Notice](#) details what personal information we collect and for what purpose.



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UX Strategy Defined - Overview

Dashboard



The screenshot displays the Weyerhaeuser Customer Connect dashboard. At the top left is the Weyerhaeuser logo and the text "customer CONNECT". To the right of this is a "HOME" link with a dropdown arrow. On the far right of the header are icons for search, notifications, and a user profile. Below the header is a dark green navigation bar with a "Home" button. Underneath this bar are two links: "Customer Portal" (which is underlined) and "FAQ". The main content area features three white cards: "Order Management" with a clipboard icon and "Total Order List" text; "OSB Freight Page" with a document icon and "OSB Freight List" text; and "Google Analytics" with a bar chart icon and "Google Analytics" text. On the right side, a user profile dropdown menu is open, showing the name "Alex Maccormac" and a list of options: "App Finder", "Settings", "About", "User Profile", and "Sign Out". At the bottom of the dashboard, a grey footer contains a disclaimer about the use of the service, linking to "Website Terms of Use", "Privacy Policy", and "CCPA Privacy Notice". The very bottom of the page has a dark grey bar with the Weyerhaeuser logo and the copyright notice "© 2022 Weyerhaeuser Company. All Rights Reserved."

Weyerhaeuser customer CONNECT

HOME ▾

Home

Customer Portal [FAQ](#)

Order Management



Total Order List

OSB Freight Page



OSB Freight List

Google Analytics



Google Analytics

Alex Maccormac

- App Finder
- Settings
- About
- User Profile
- Sign Out

Use of Weyerhaeuser Customer Connect is subject to our [Website Terms of Use](#). Any personal information you provide is subject to the terms of our [Privacy Policy](#). California residents: Our [CCPA Privacy Notice](#) details what personal information we collect and for what purpose.



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UX Strategy Defined - Overview

Change Password

