DESIGN THINKING WORKSHOP

EXO

HUX. | May 27, 2019

Agenda

DESIGN THINKING "EXO"

1. ECOsystem
2. Needs & Expectations.
3. Customer Journey Map.
4. Empathy map.
5. User Personas.
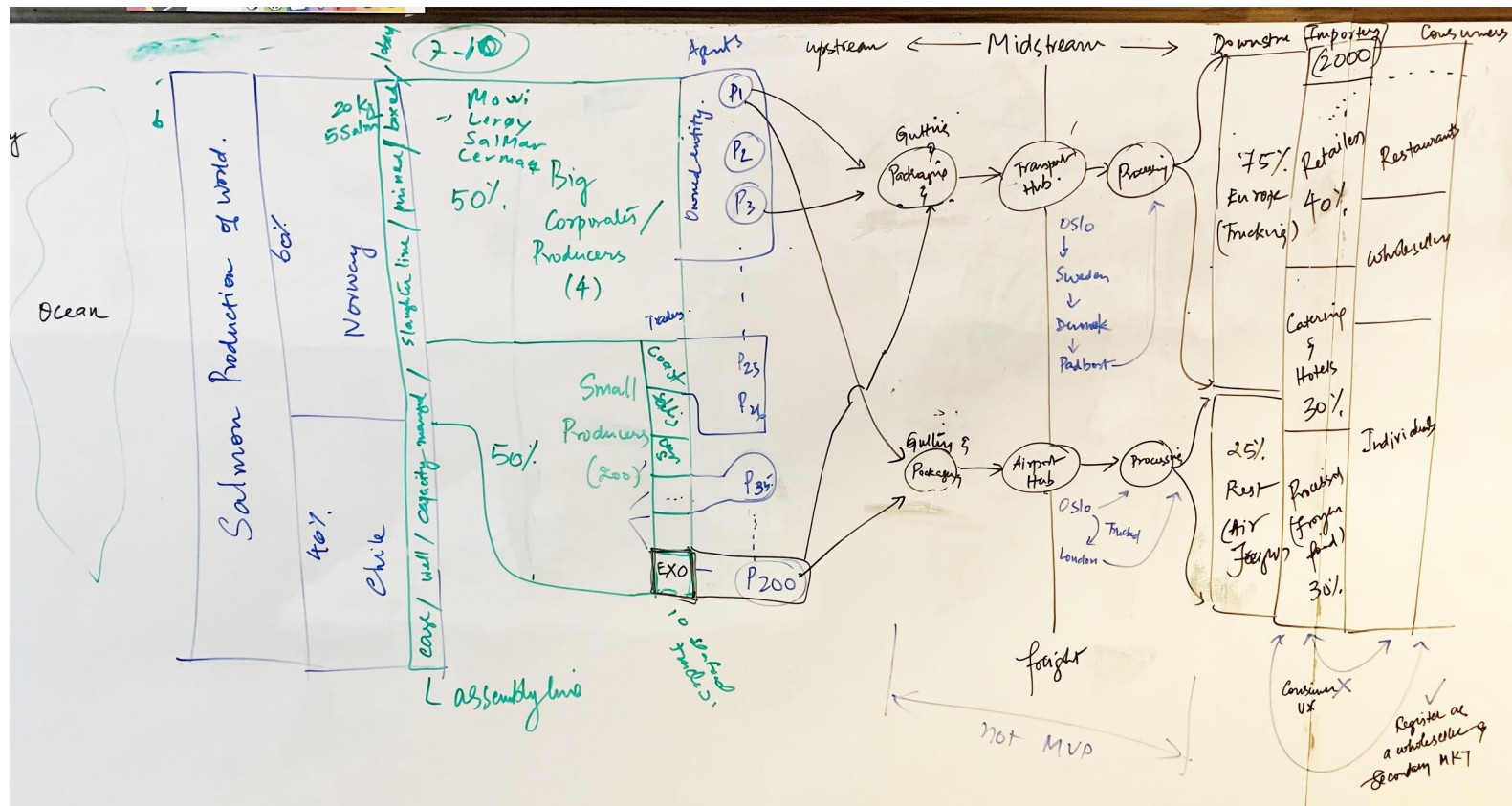
Experience Design Vision

Overall Experience Factors

1. Transparency — between importer & producer
   — between importer & agent ⟩ today it is grey

2. Efficiency

3. Error Prevention.

4. Responsiveness — System & user
   — between people

5. Convenience & Ease of use

Ocea

User Ecosystem

User Persona

"Importer" Persona

Marc "Joseph"
Age: 32 → 45
Married? GF / married.
Tagline:
Education: College / mid
Tech Savy?: Whatsapp / mobile
Languages Known: English
Workspace: On the move
medium office

Roles
1. Deals with hotels & restaurants — Deal breaker.
2. Sourcing manager, purchase management, sales.
3. Resolution manager / Incident manager

Key Tasks:
* Finally solutions
1. Recieving Shipment — Followup on Shipment — Getting the shipment of Salmon.
2. Selling of Salmons.
3. Inventory management
4. sea-food market (market management)

Needs:
1. Serve a business line from mgmt. — to order
2. Try to get cheap Salmon "at ease" — to manage the issues — missing Doc
3. Some sales support — when targets go unserviceable.
4. Need transparency — shipment, order
5. Need "response-on-time" — payments

Frustrations:
1. If felt treated inappropriately, feels bad. — owning to complaints
2. On case of issues (15/shipment), Calls the agent & it is cumbersome — info-deprived!
3. No/less Salmon, Shortage & loss of Business! — reactivates issues pushes back!

User Journey Mapping

User Persona

User Persona

Application: EXO

Marc Joseph

#administering #initiatives #focused

"Monitoring the day and serving my customer needs"

Age: **35 - 45 yrs**
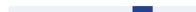User Type: **Trader (Importer)**
Family: **Married, 2 Kids**
Location: **N/A**
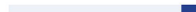Environment: **On the move**
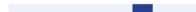Language: **English, Vernacular**

Proficiency Meter

Internet & Technology

Multitasking

Forecasting
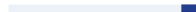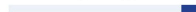
Dispute Management

Collaboration (Whatsapp)

Roles
- Deals with hotels and restaurants on price/volume
- Sourcing, purchase management and sales
- Resolution and Incident management

Key Tasks and Responsibilities
- Friday routine
- Receiving freight, follow-up shipment, processing the shipment.
- Selling the salmon
- Inventory management
- Sea food market management

Needs
- Serve a business line from management
- Try to get cheap salmon "at-ease"
- Manage the order cycle, issues like missing doc etc.
- Provide sales support when targets go unserviceable
- Need transparency in shipment, order, payment
- Need response on-time

Frustrations
- If felt/ treated inappropriately owing to complaints from management, his day would go bad
- In case of issues, tries calling the agent and it becomes cumbersome and he feels information deprived
- Reciprocate issues and push us back
- If there is no/less salmon, there is shortage and loss of business

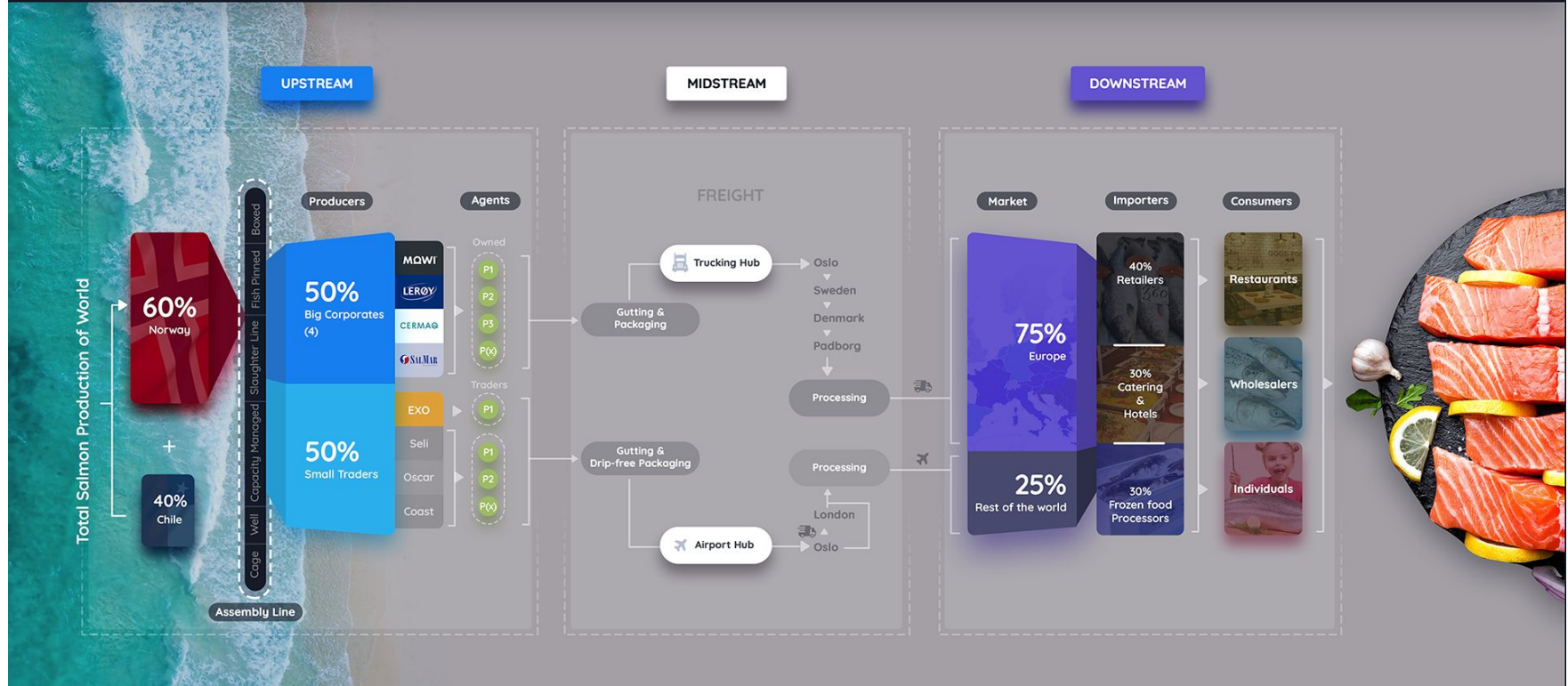### Competitors

MOWI seaborn® COAST LERØY

HUX.

User Ecosystem

Thank you