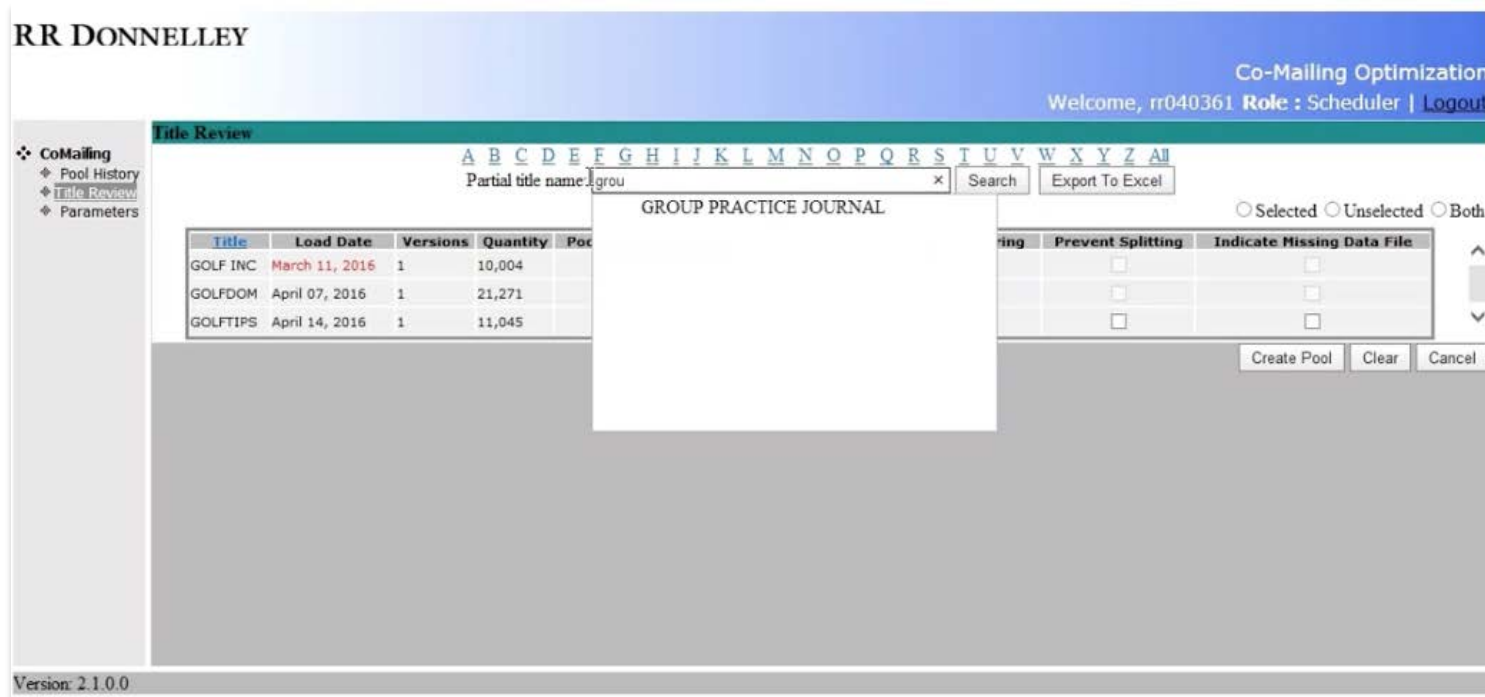


The UX Challenge

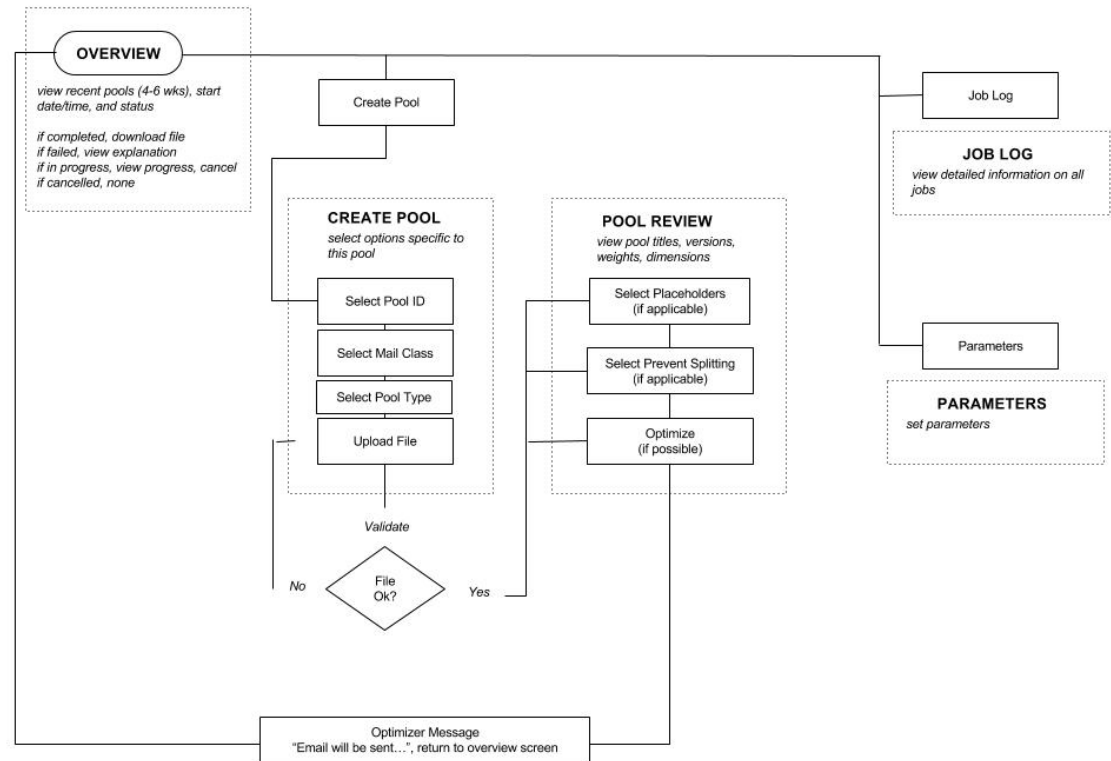
RR Donnelley tasked us with the challenge of improving their optimizer legacy application. Optimizer is an in-house application that calculates the optimal sorting order for mass mailings and postage rates along factory floor production lines for their Co-Mailing process. The application was in use for many years and end-users had grown accustomed to the many pain-points and inefficiencies caused by manual inputs and unnecessary steps. From beginning to end, a **typical run of the application took between 1 and 2 hours to complete.**



UX Case Study – Optimizer Application

The UX Approach

- Observe the current user workflow and record user actions as they worked through tasks
- Ask questions to discover and document pain-points and work-around solutions
- Create a user-journey flow



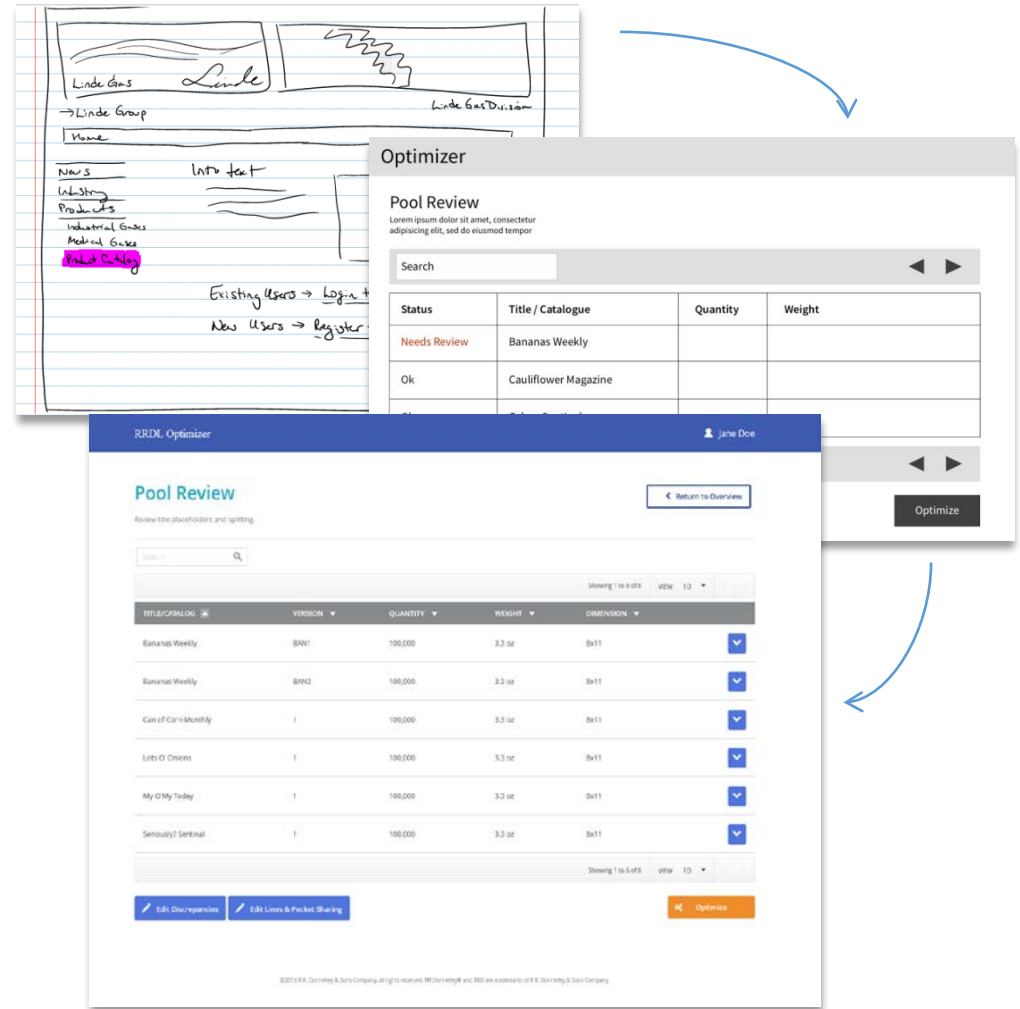
UX Case Study – Optimizer Application

The UX Findings

- Manual fact checking against complex excel spreadsheets
- Manual data entry of potentially hundreds of line items
- Users are working against an inconsistent timeout clock – for no apparent reason
- Users are unaware if optimization is in process and/or completed. As a result, they are constantly checking with other departments to verify
- Many UI elements are obstacles to productivity

The UX Solutions

- Start from a “dashboard screen” to get immediate results and progress
- Remove unnecessary steps
- Automate as many manual steps as possible
- Create a flow for simple/quick majority runs
- Allow for custom configuration



UX Case Study – Optimizer Application

The Final Product

Our final UI wires and prototype stayed true to brand style guidelines. More importantly, we provided user-centered solutions to address pain points by replacing manual inputs with automated tasks with configurable error-checks. Additionally, we removed all redundant and unnecessary steps to simplify the entire process into a three step approach of uploading data, system checks/overrides, and start. Lastly, we added a user-friendly dashboard “home page” for immediate updates on current and completed tasks.

The UX Impact

Our proposed redesign and build was the result of conversations with business stakeholders and end-users, usability testing and validation. We resolved major pain-points like manual fact-checking and data entry, the timeout clock system, and unresponsive tasks that caused confusion and wasted time. **Today, a typical run of the application is down to about 15 minutes.**

