

UX Strategy Example

Real Time Pricing Project Analysis

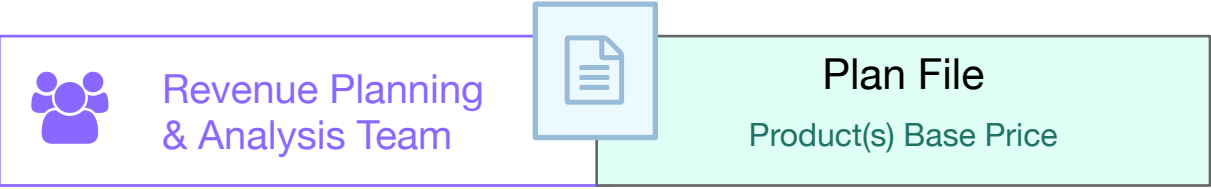
EXAMPLE

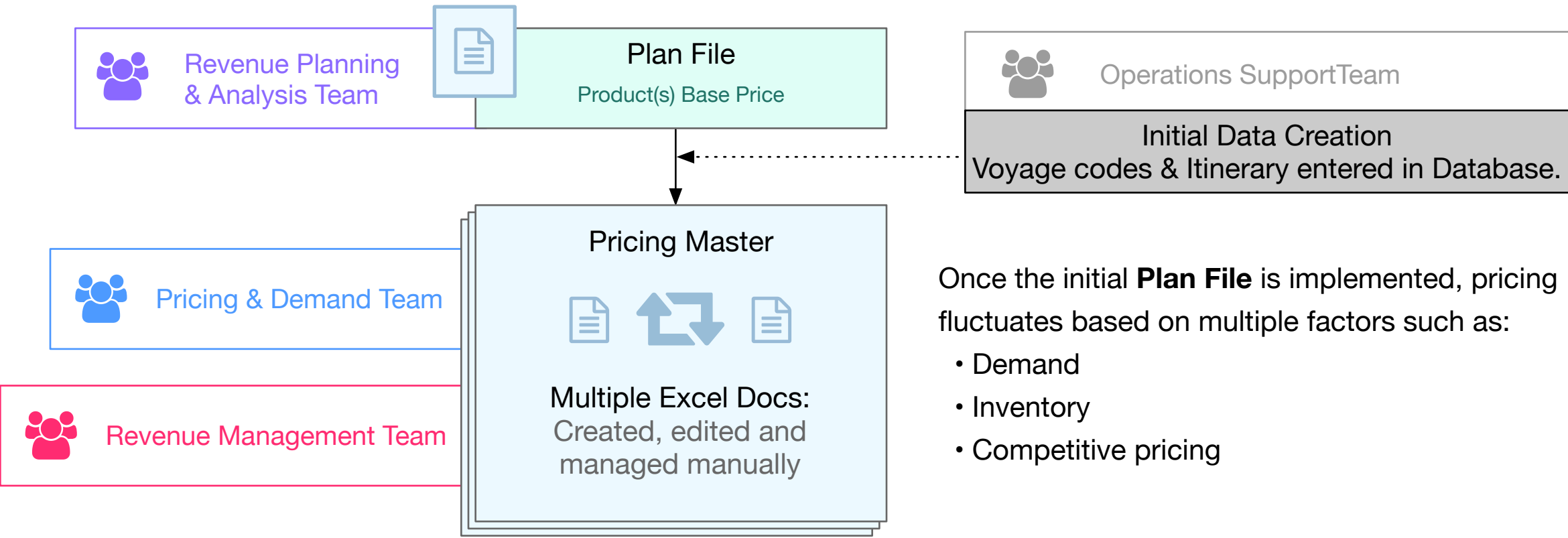
Goals of this discovery phase

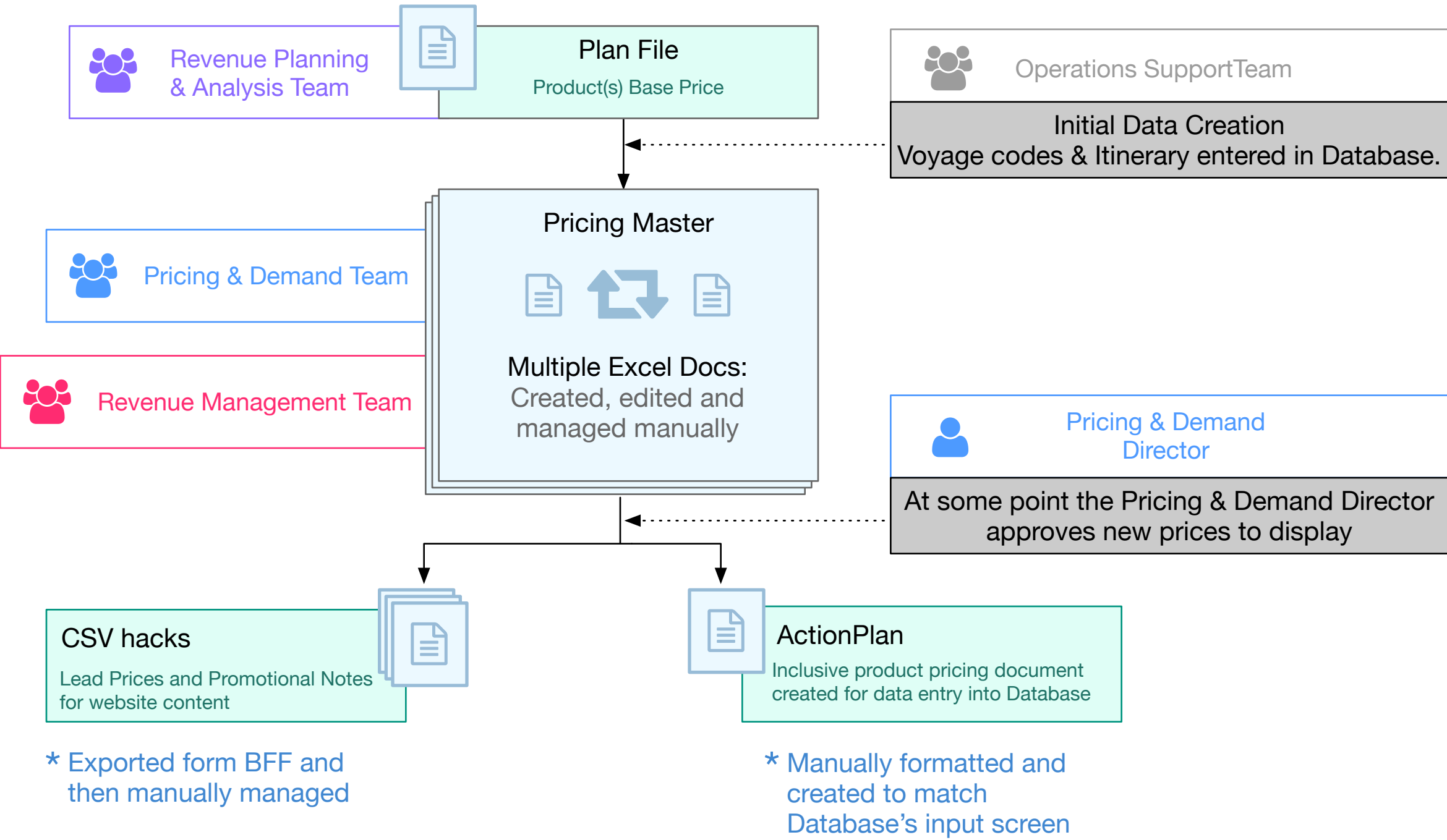
- Understand the workflow we are designing a solution for
- Identify what aspects of the workflow we can improve
- Structure the information we will be working with
- Identify the primary and secondary users
- Purpose the new workflow
- Identify project risks
- Purpose next steps

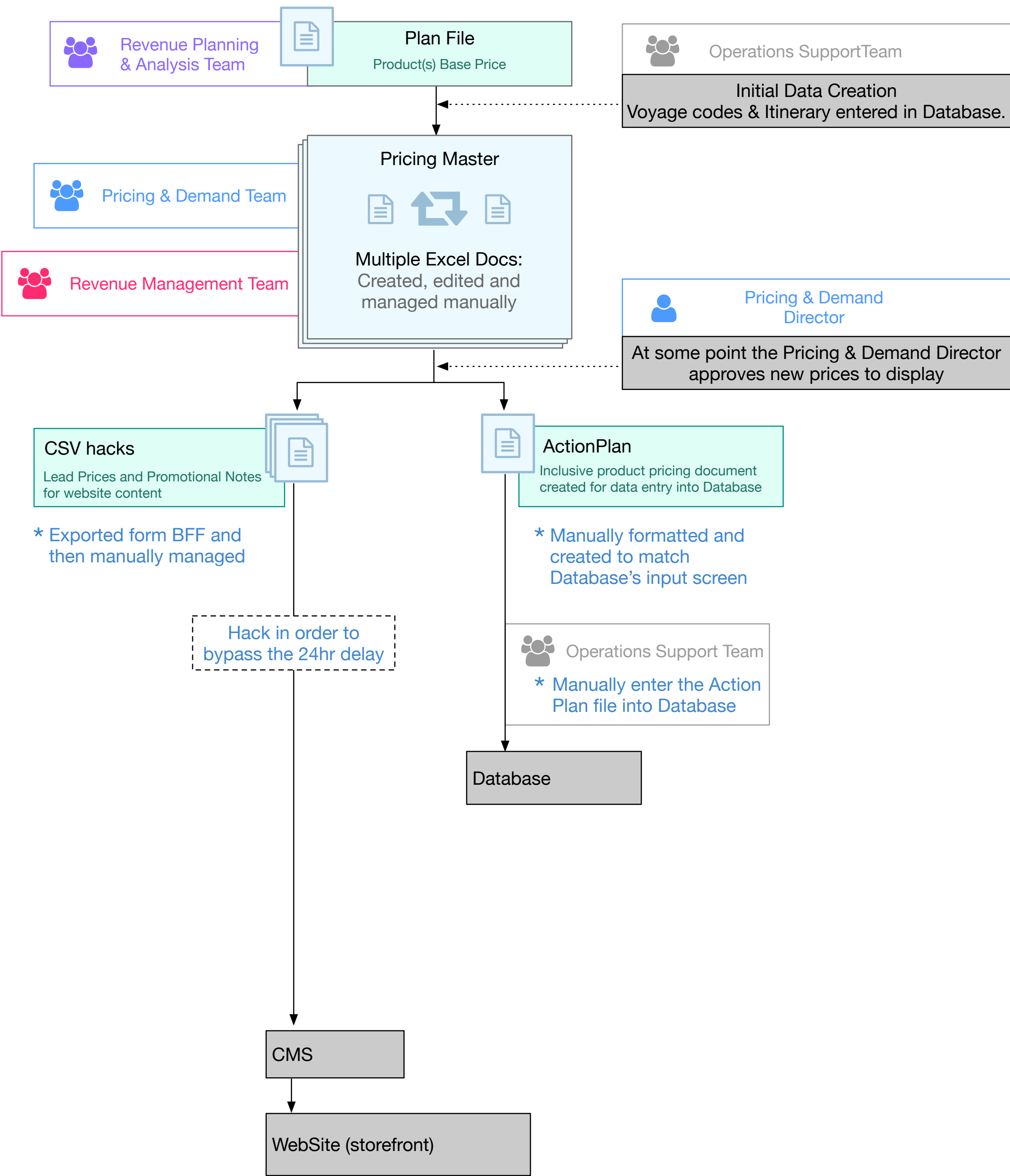
Understanding

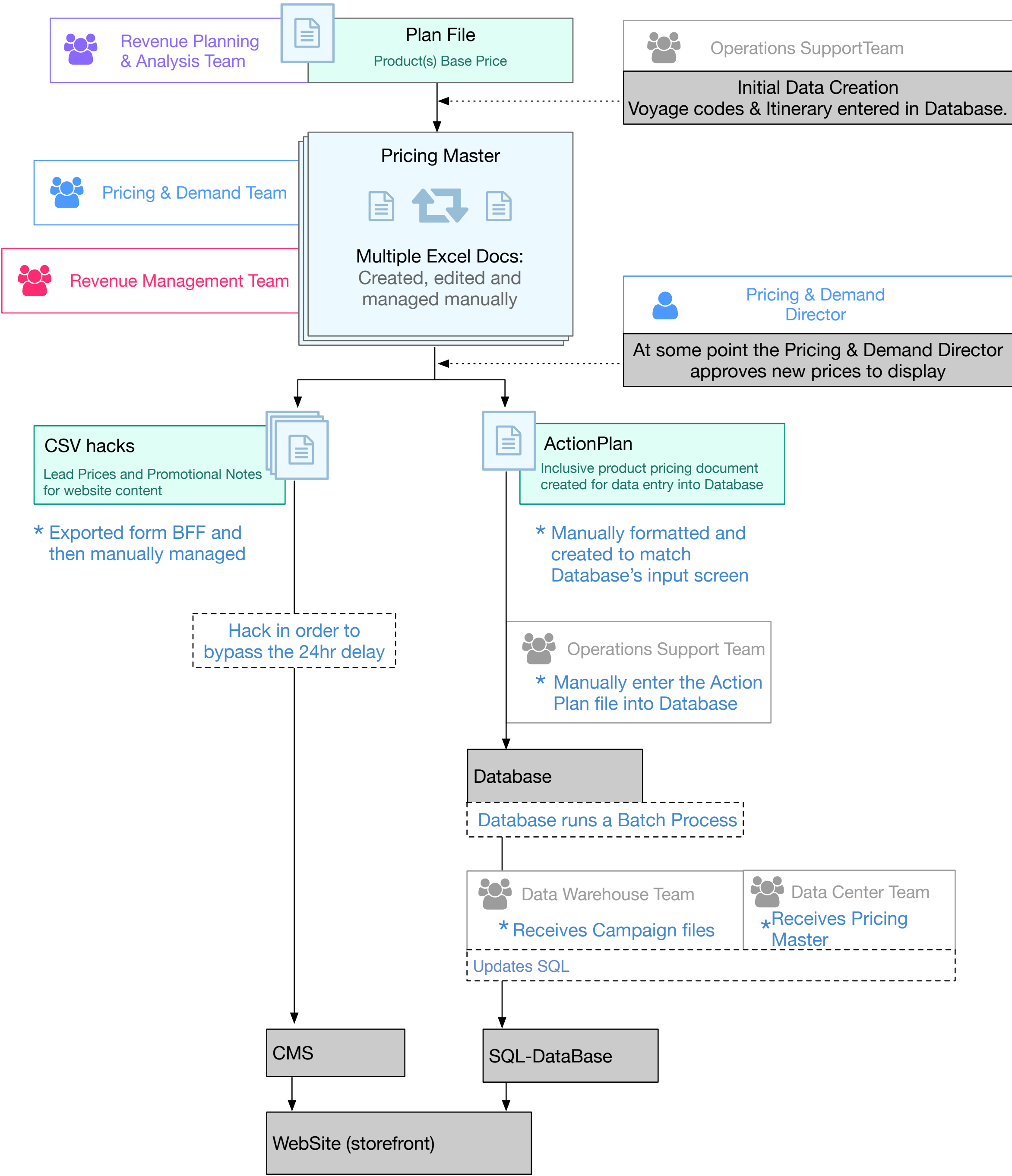
The workflow we are designing a solution for





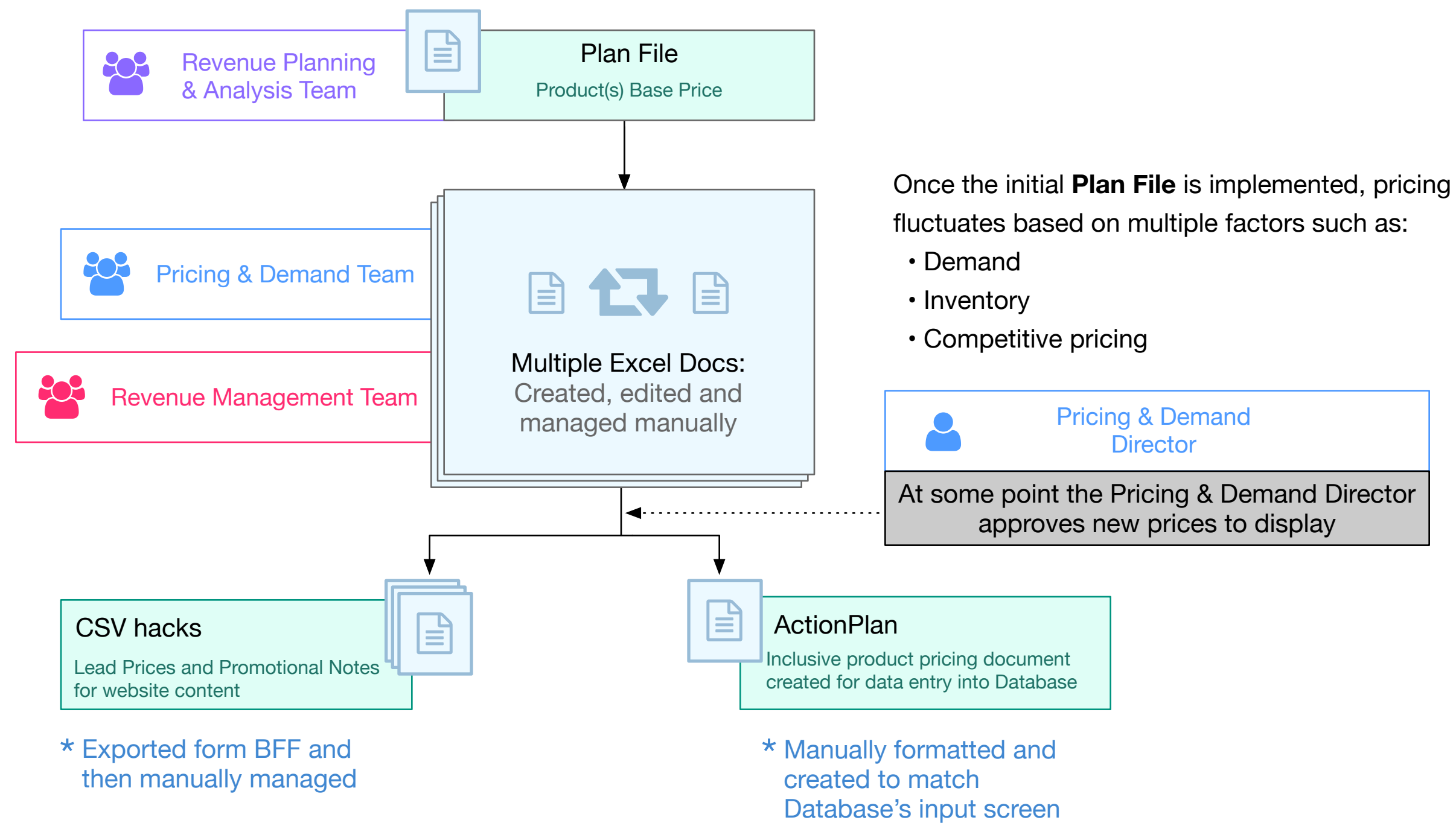






Identify

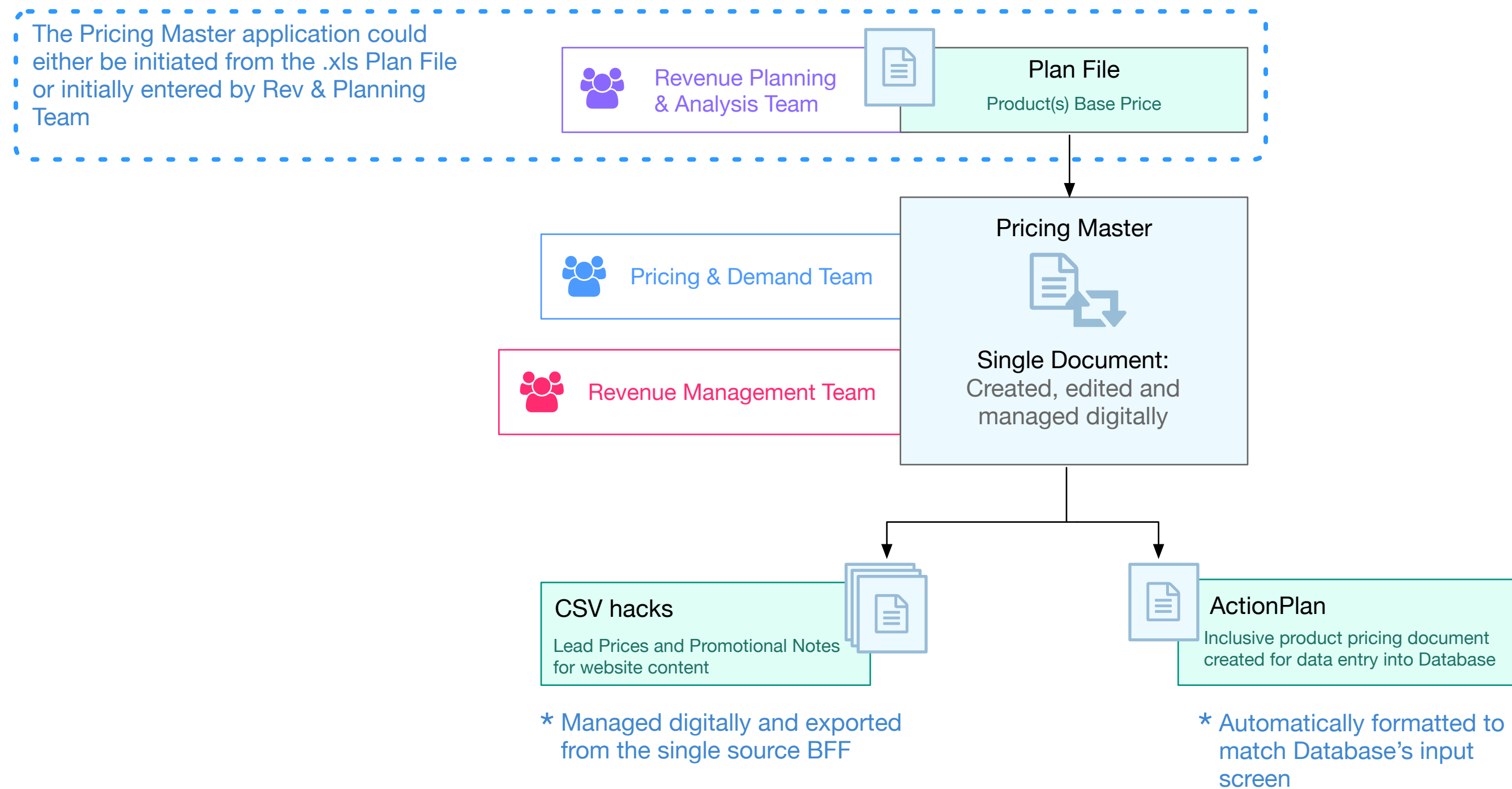
Aspects of the workflow we can improve



An ideal application would allow the users to:

- Create, edit and manage a single Pricing Master
- Contain an approval/rejection process for price changes
- Produce an audit log of all pricing changes
- Provide product life cycle management for campaigns and promotions
- See real time inventory for Revenue Mgmt Team
- Provide visibility into other rates being offered across Holland America Group
- Adjust pricing on the website in real time
- Eliminate manual processes

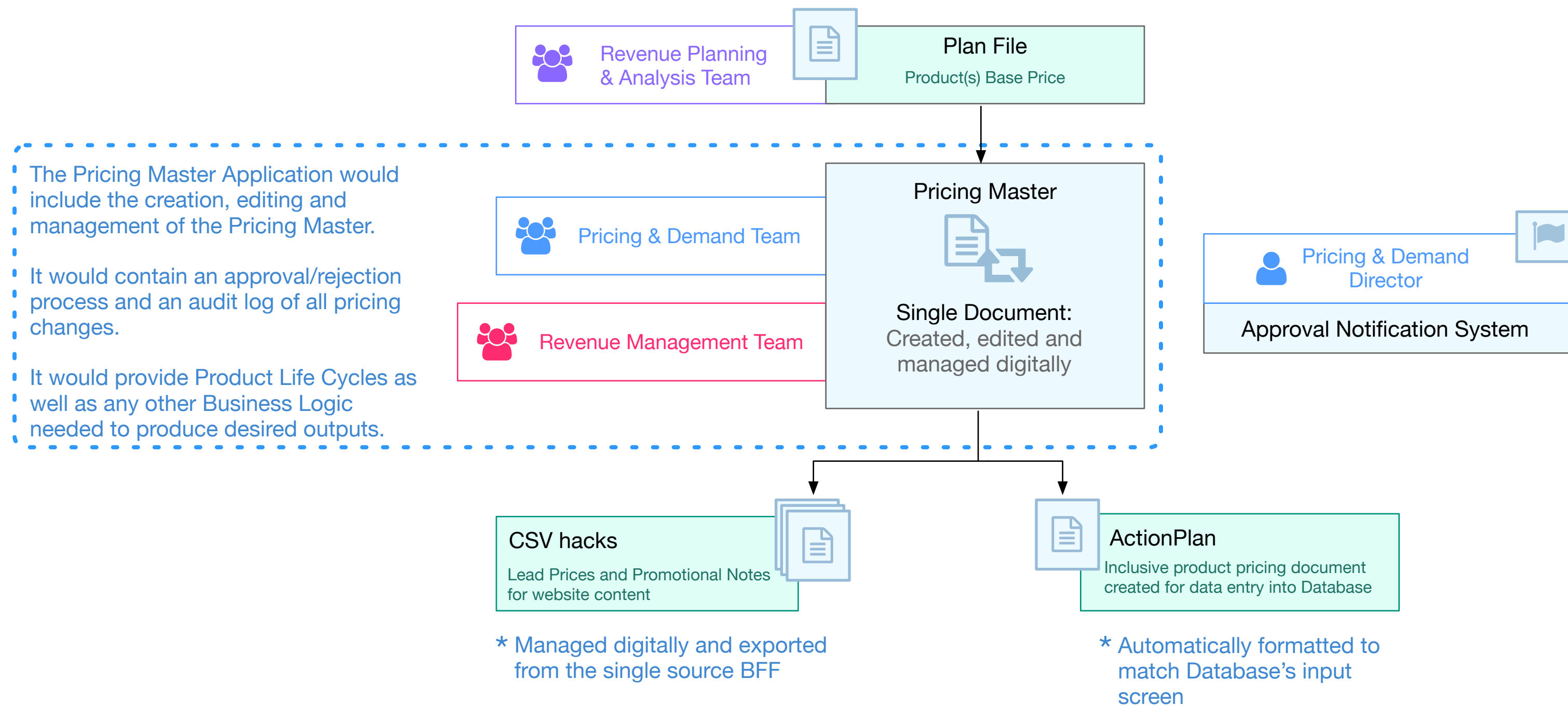
Application Feasibility - Initiation



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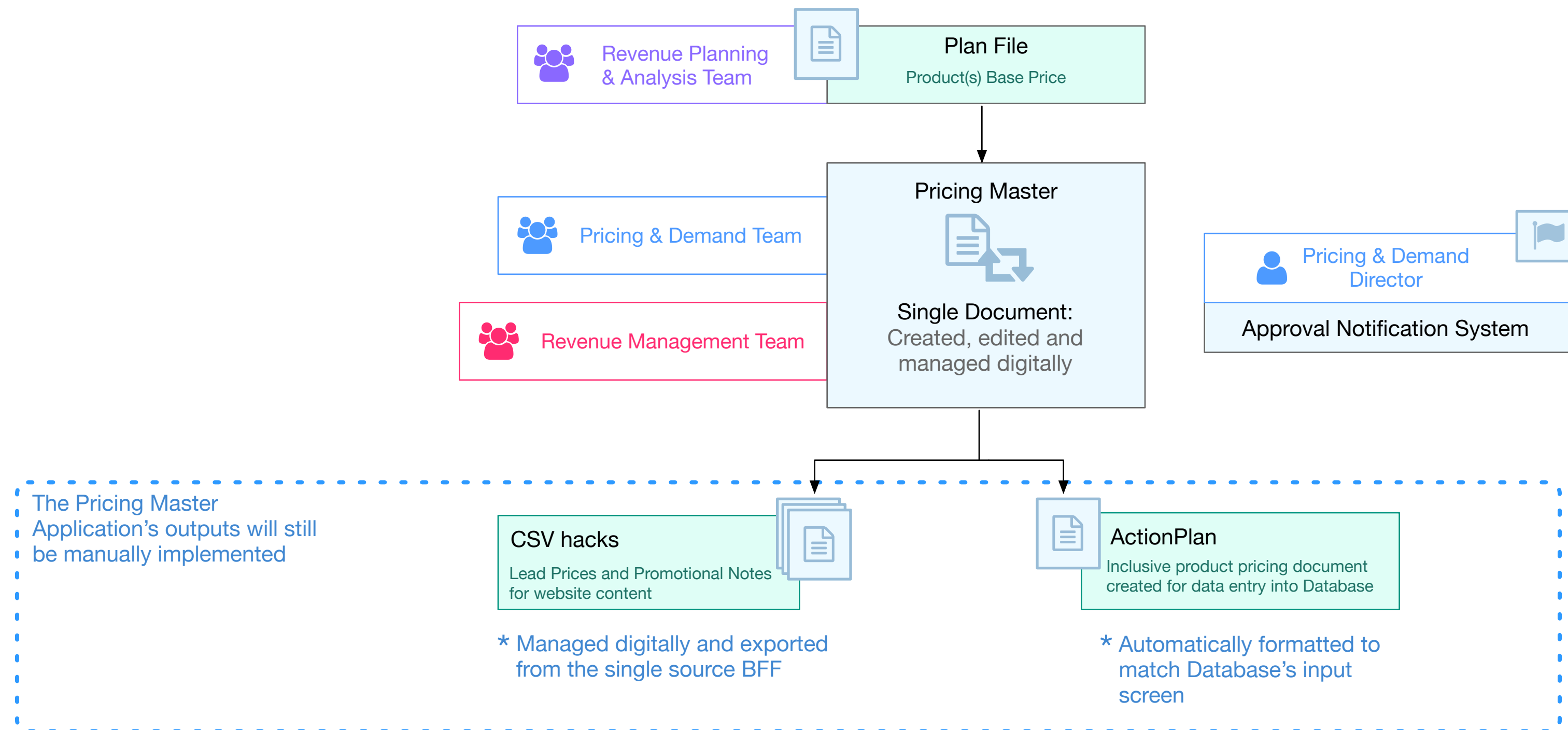
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Application Feasibility - Business Processes



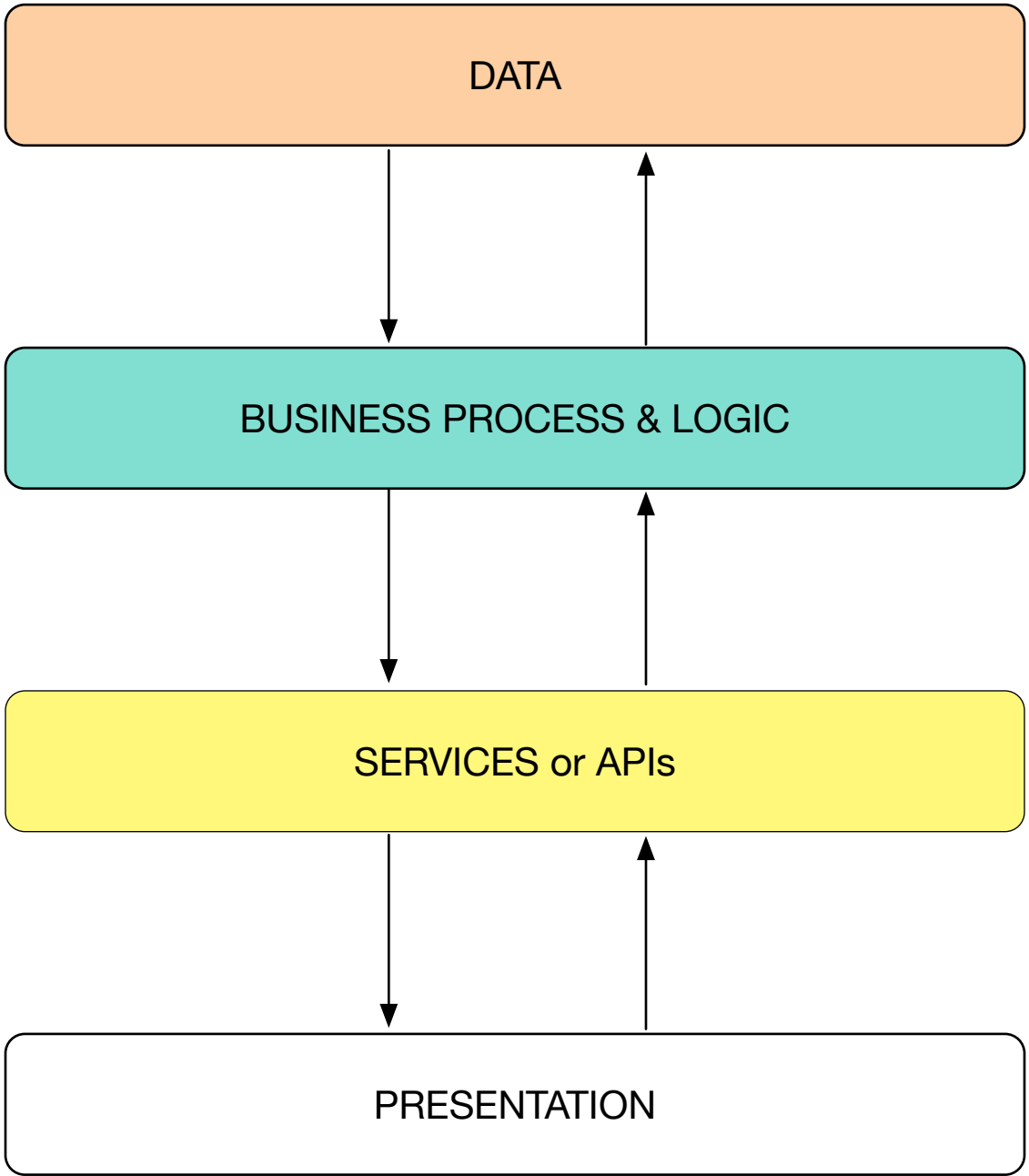
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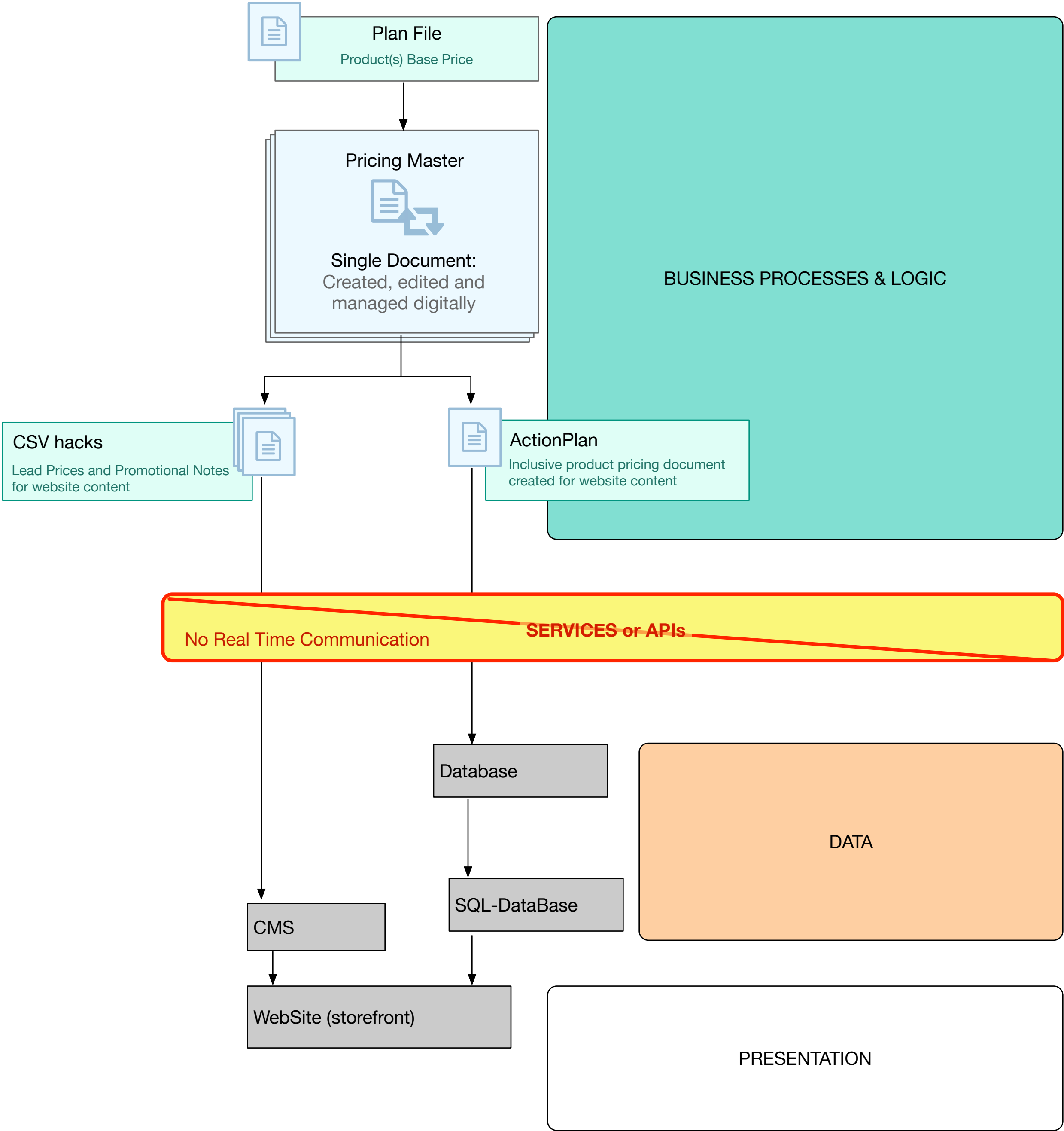
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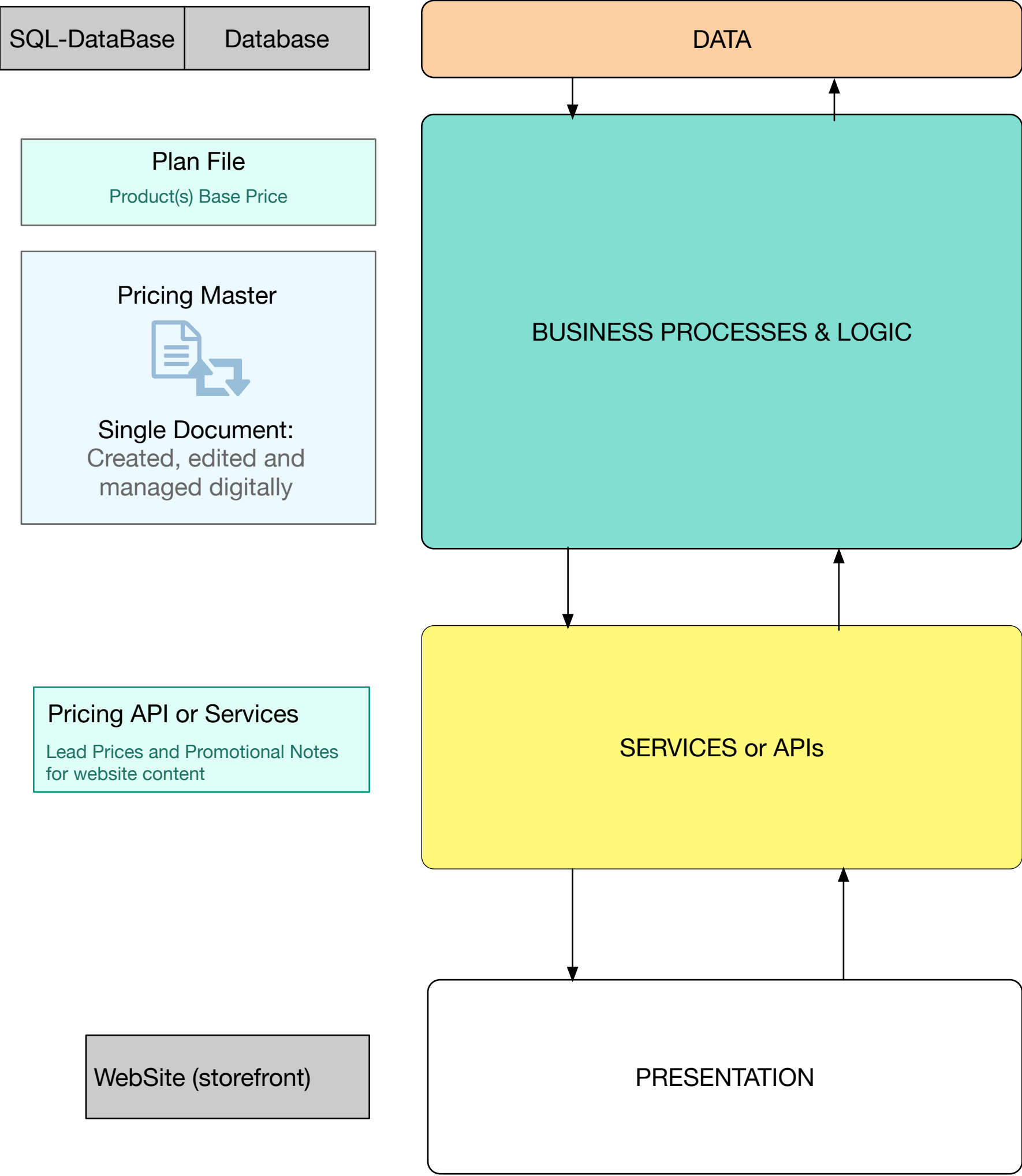


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Pricing Master Application

Identify the primary and secondary users &
Structure the information we will be working with

Pricing Master Application Users & Roles

Primary Users

Create, Edit and Maintain product pricing structures

	Revenue Planning & Analysis Team
	Pricing & Demand Team
	Revenue Management Team

Special Permissioned Users

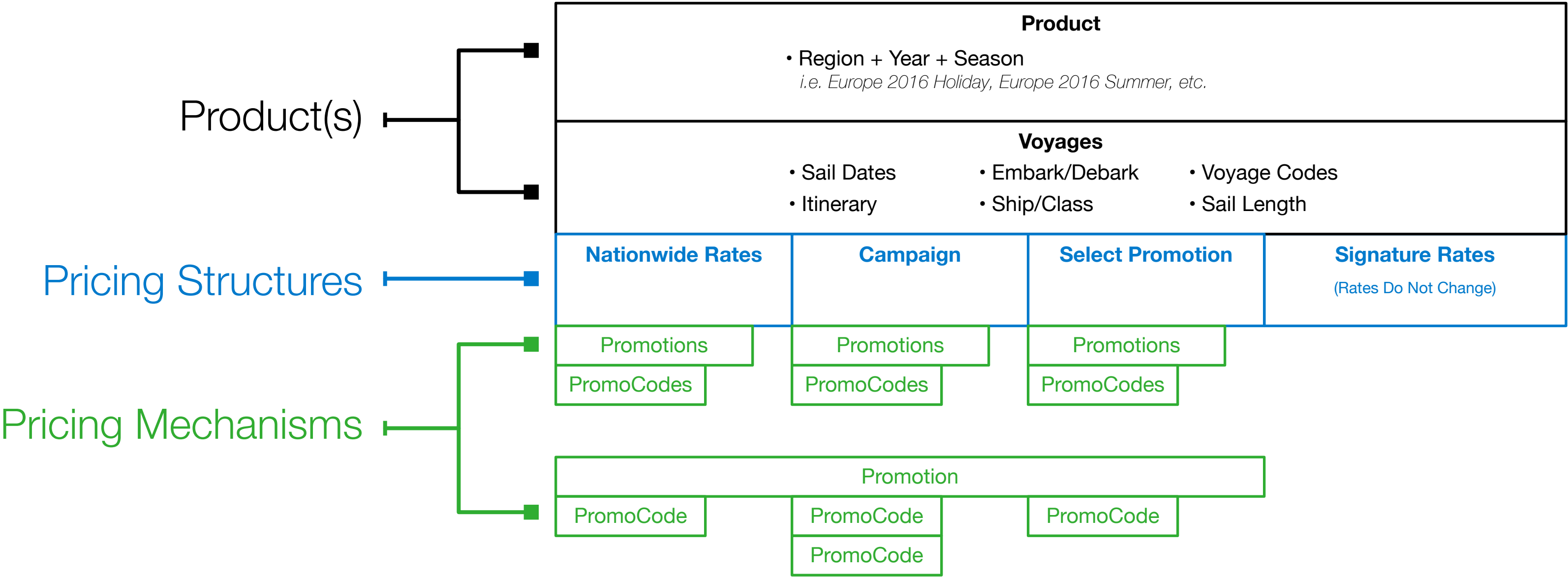
Qualify requested changes that meet a set criteria

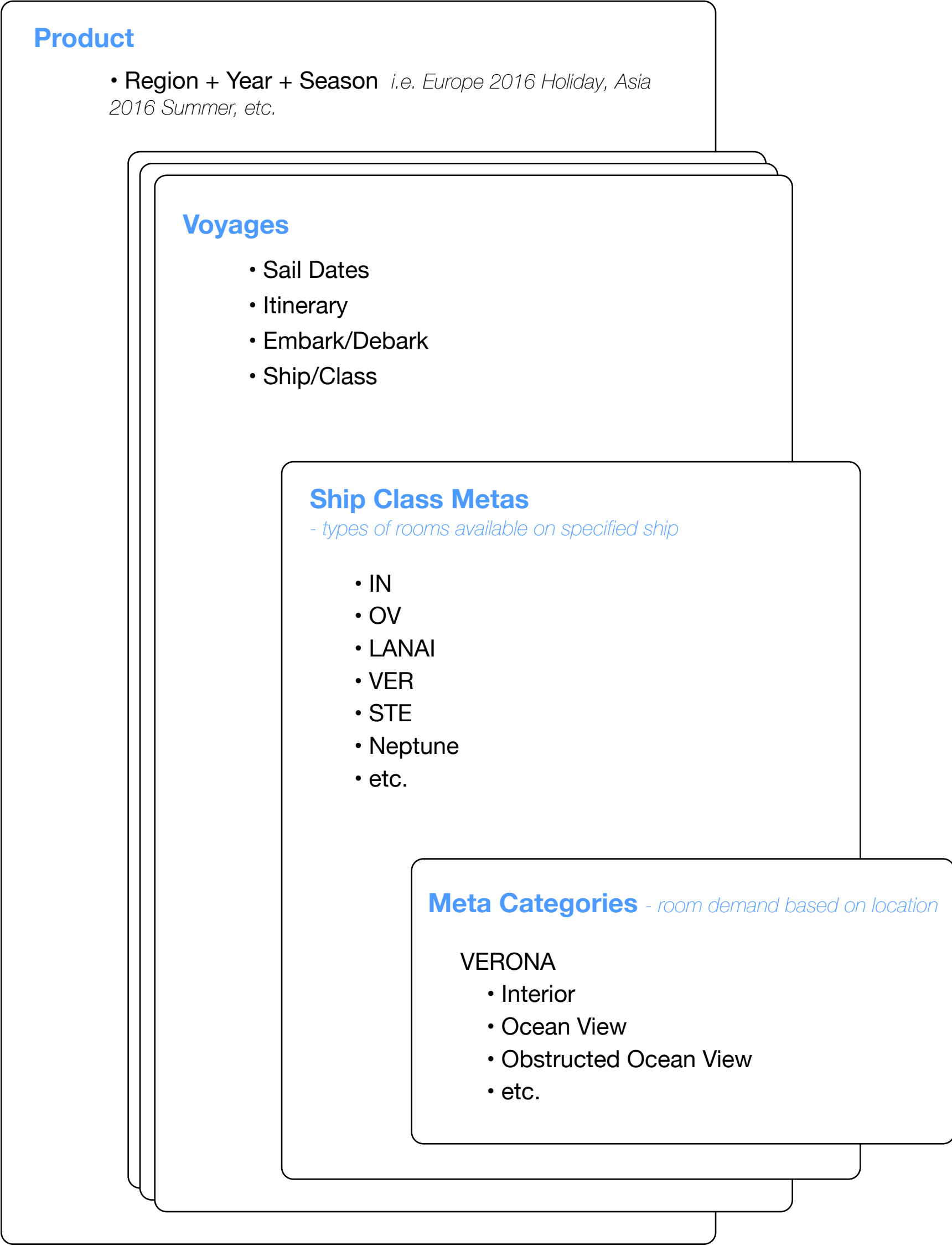
	Pricing & Demand Director
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Secondary Users

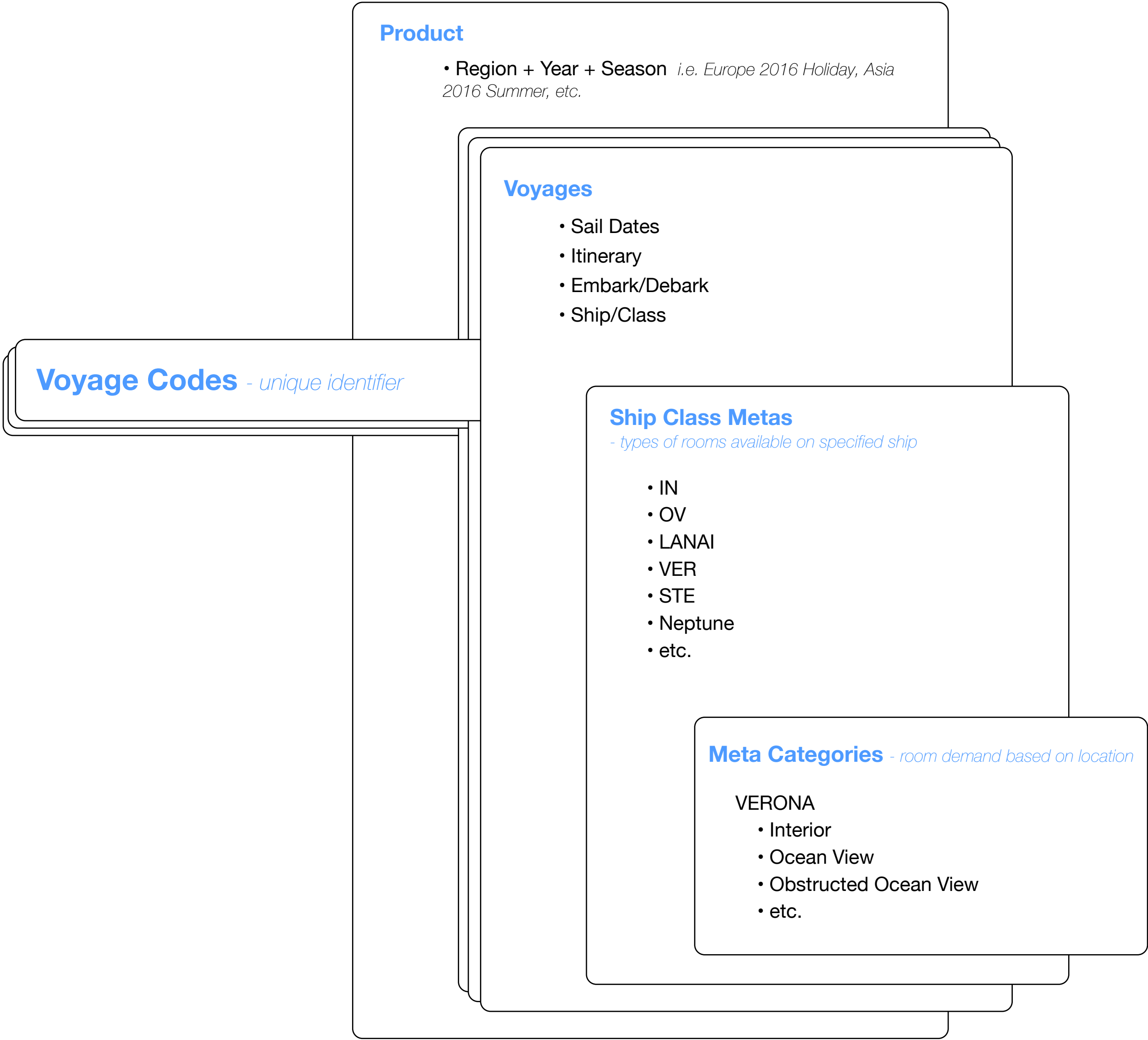
Consume the outputs of the application

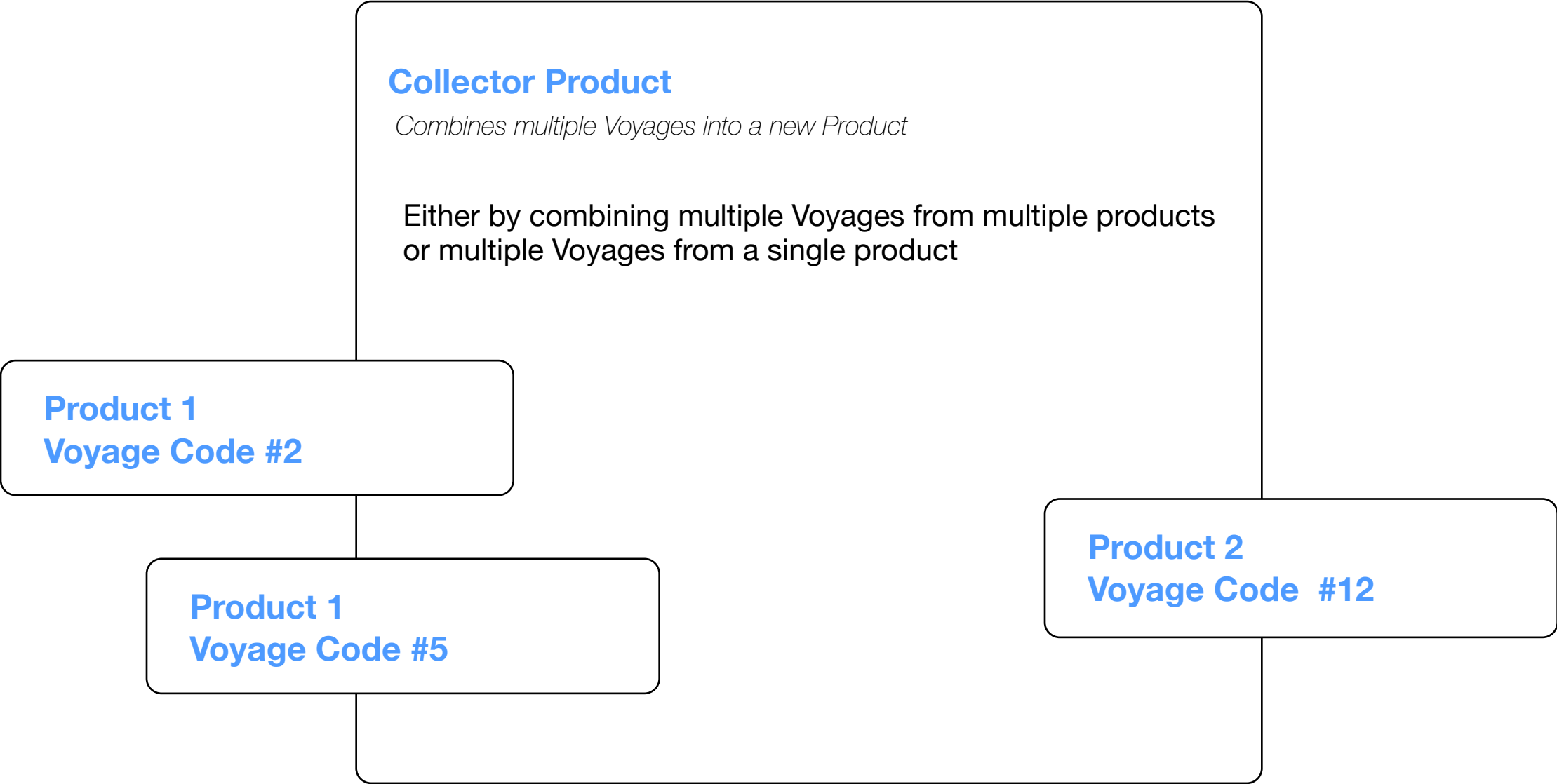
	Operations SupportTeam
	Data Warehouse





Proposed Product Data Structure - Voyage Codes

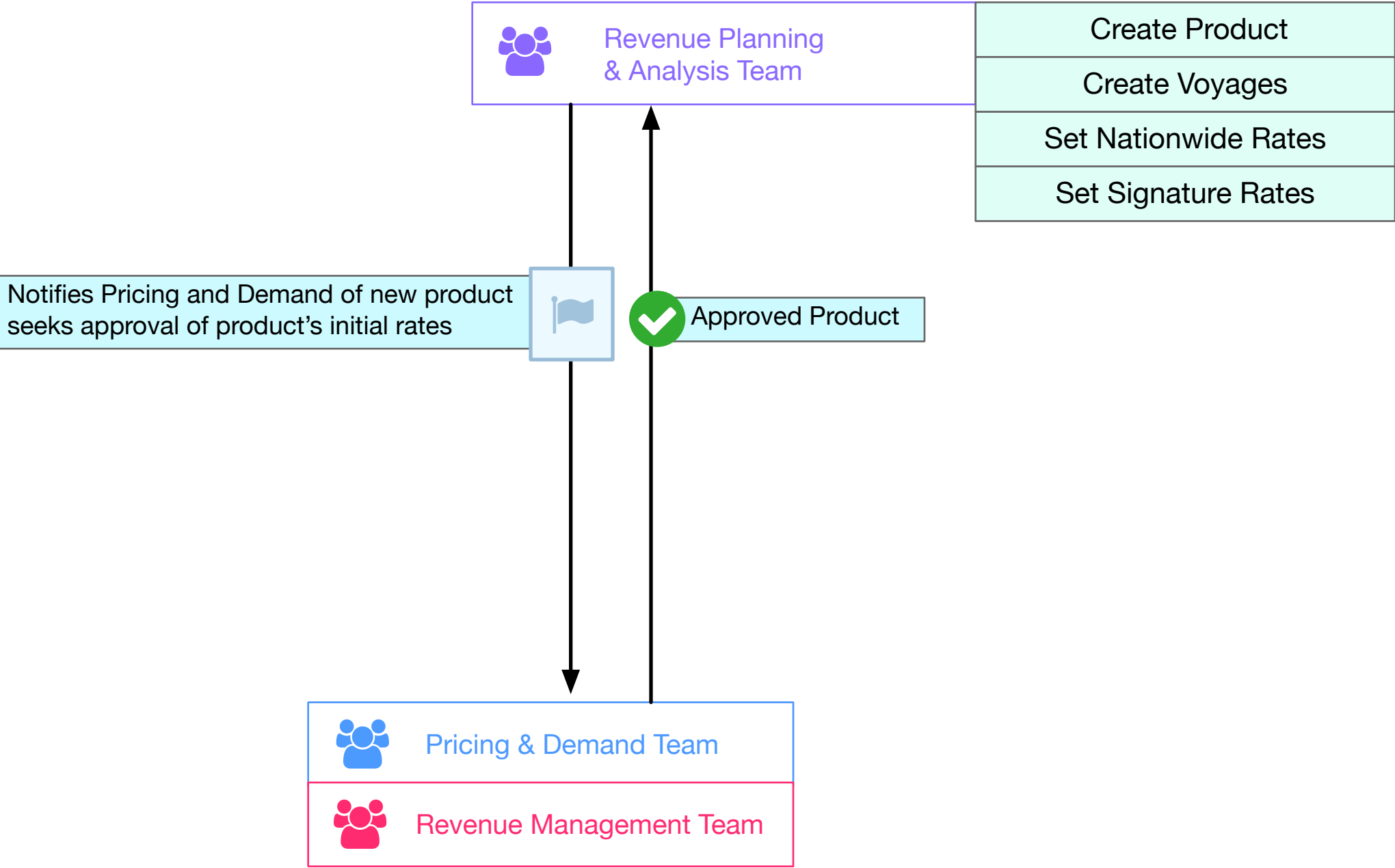


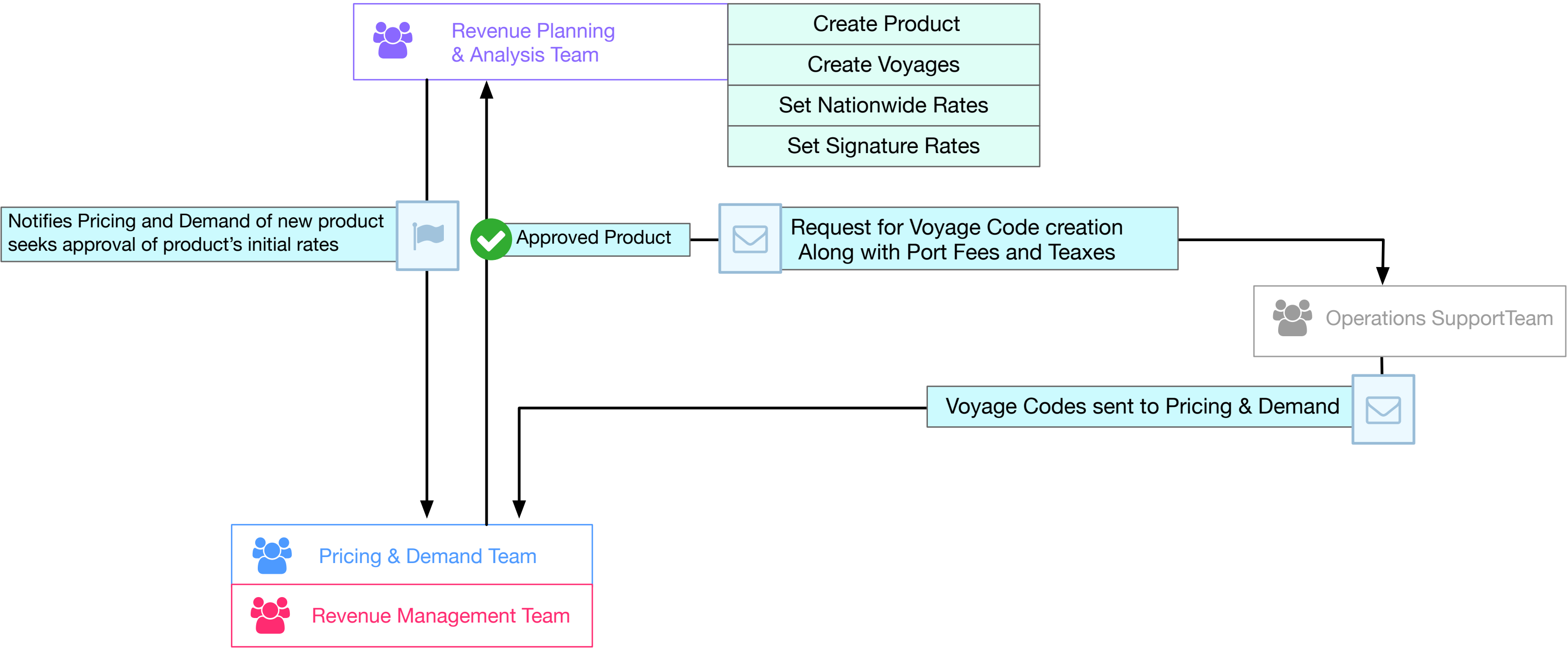


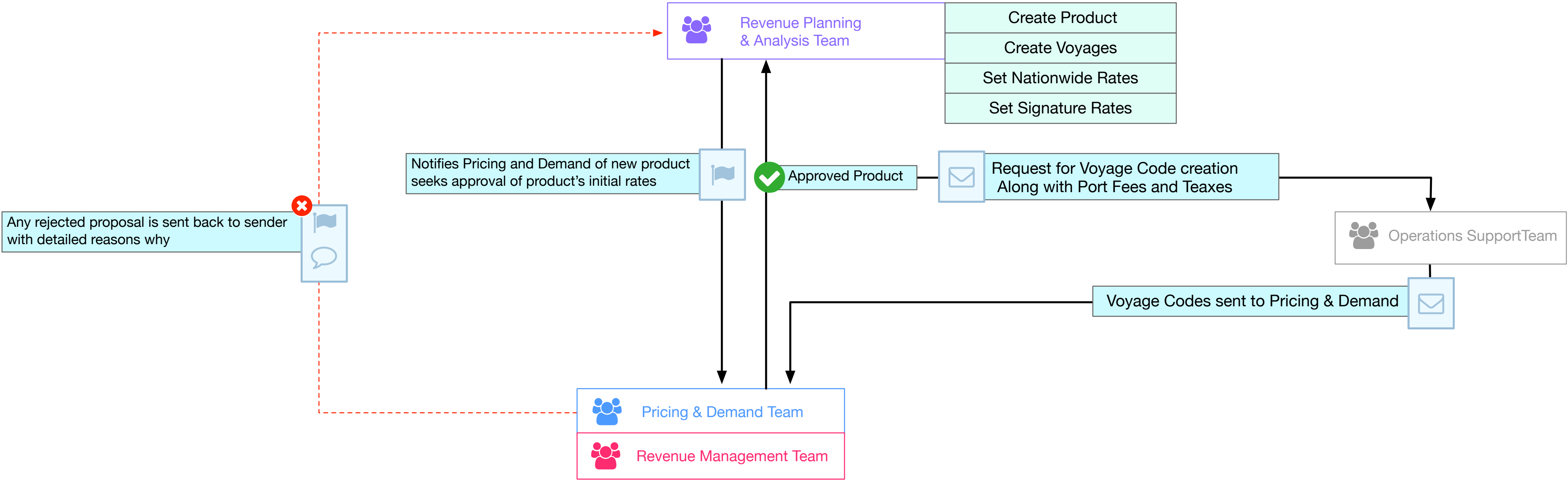
Pricing Master Application

Purpose the new workflow

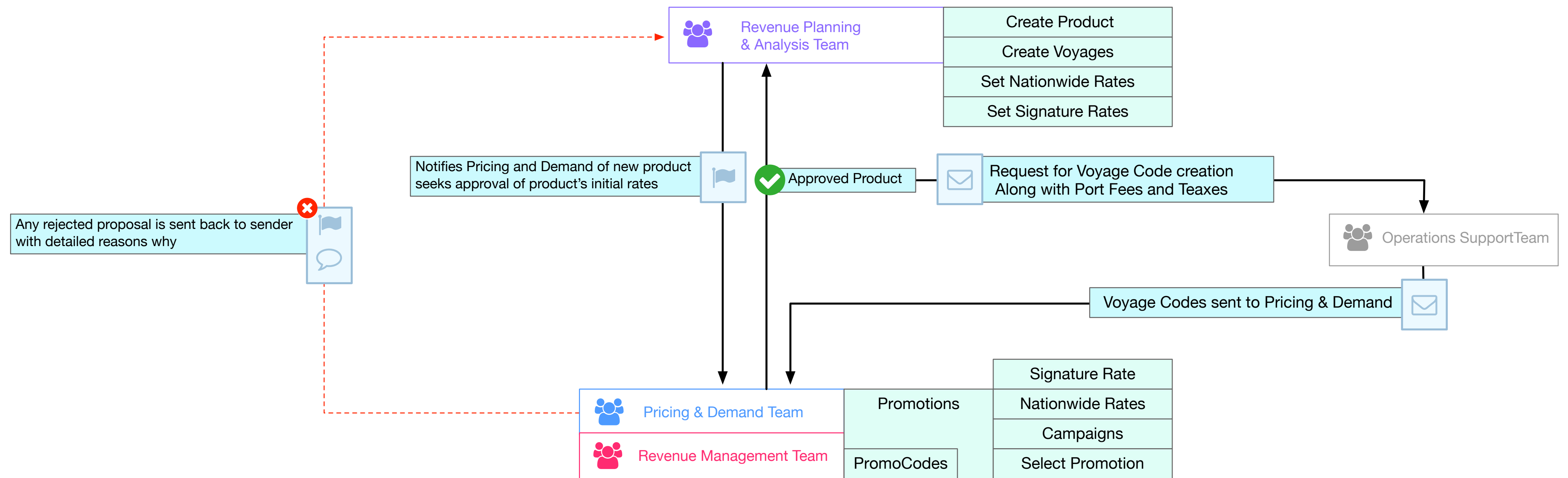
Revenue Planning & Analysis Team	Create Product
	Create Voyages
	Set Nationwide Rates
	Set Signature Rates

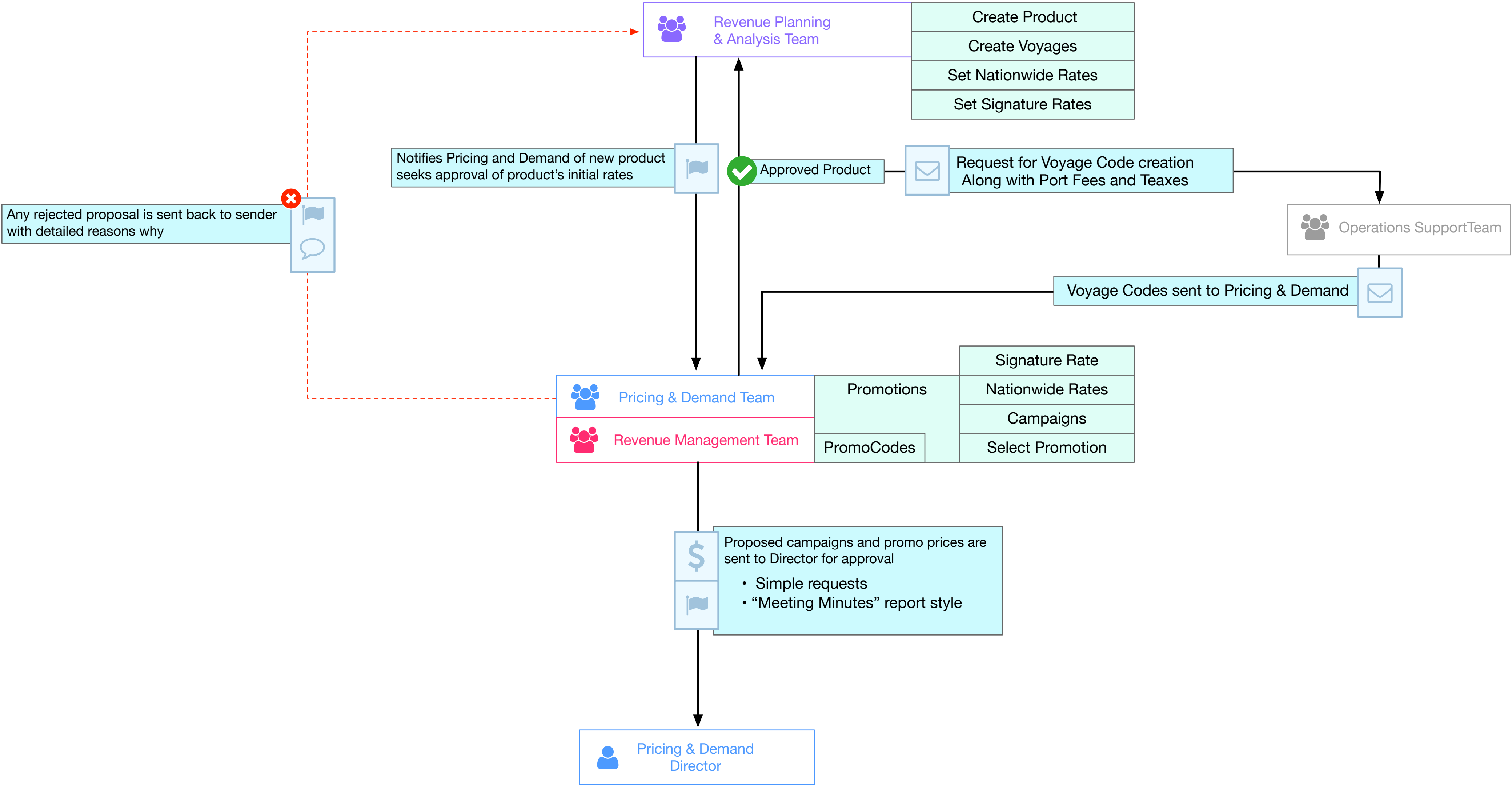


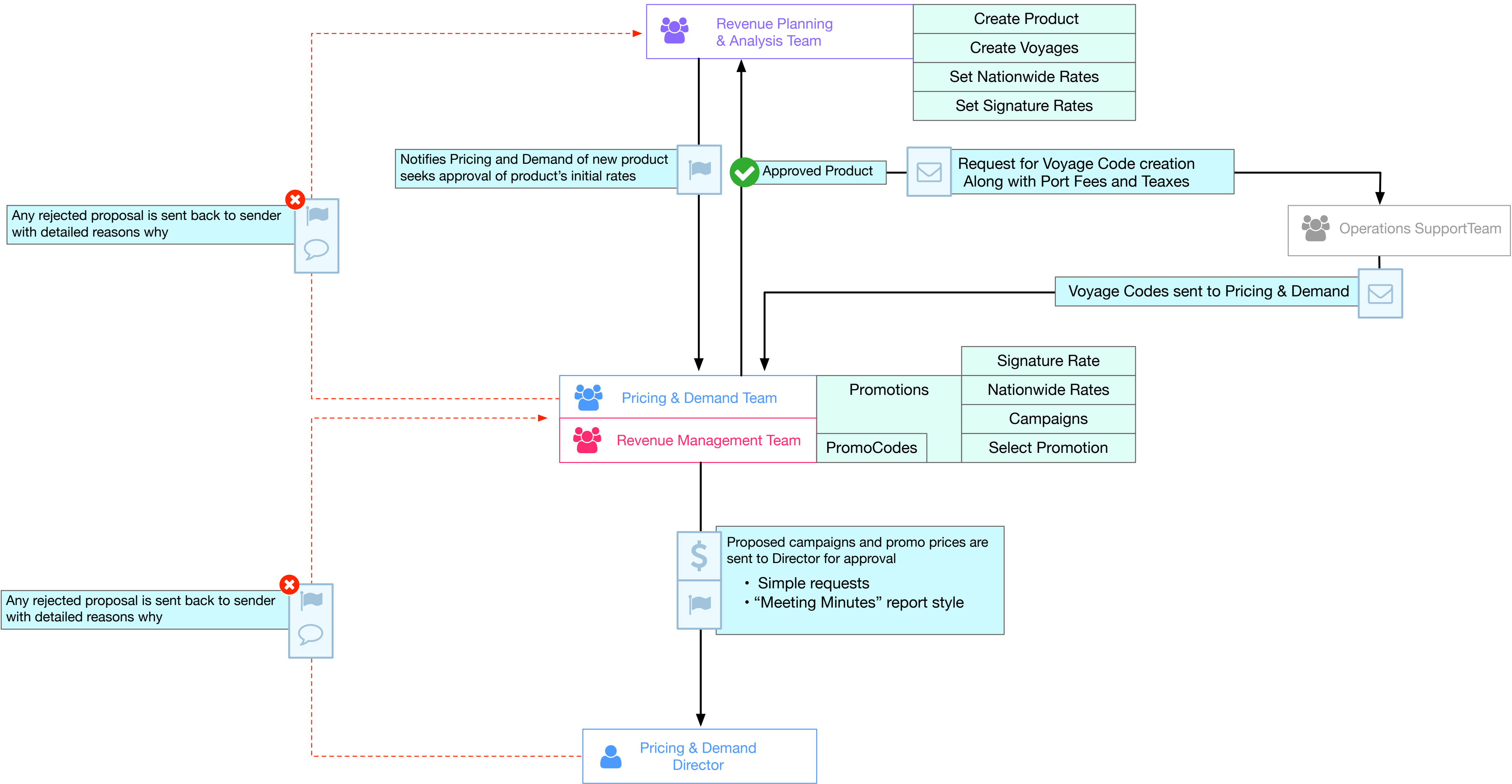


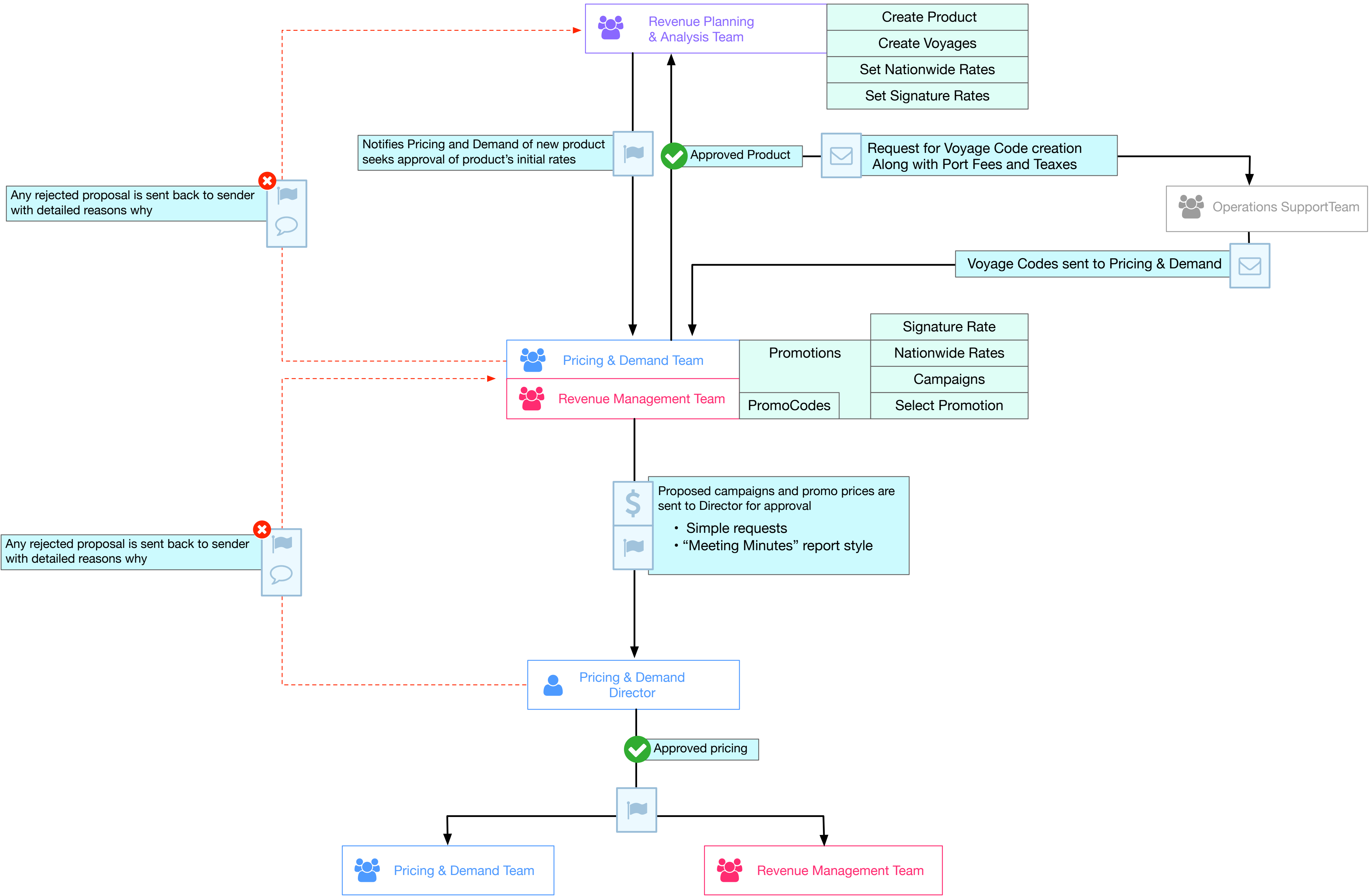


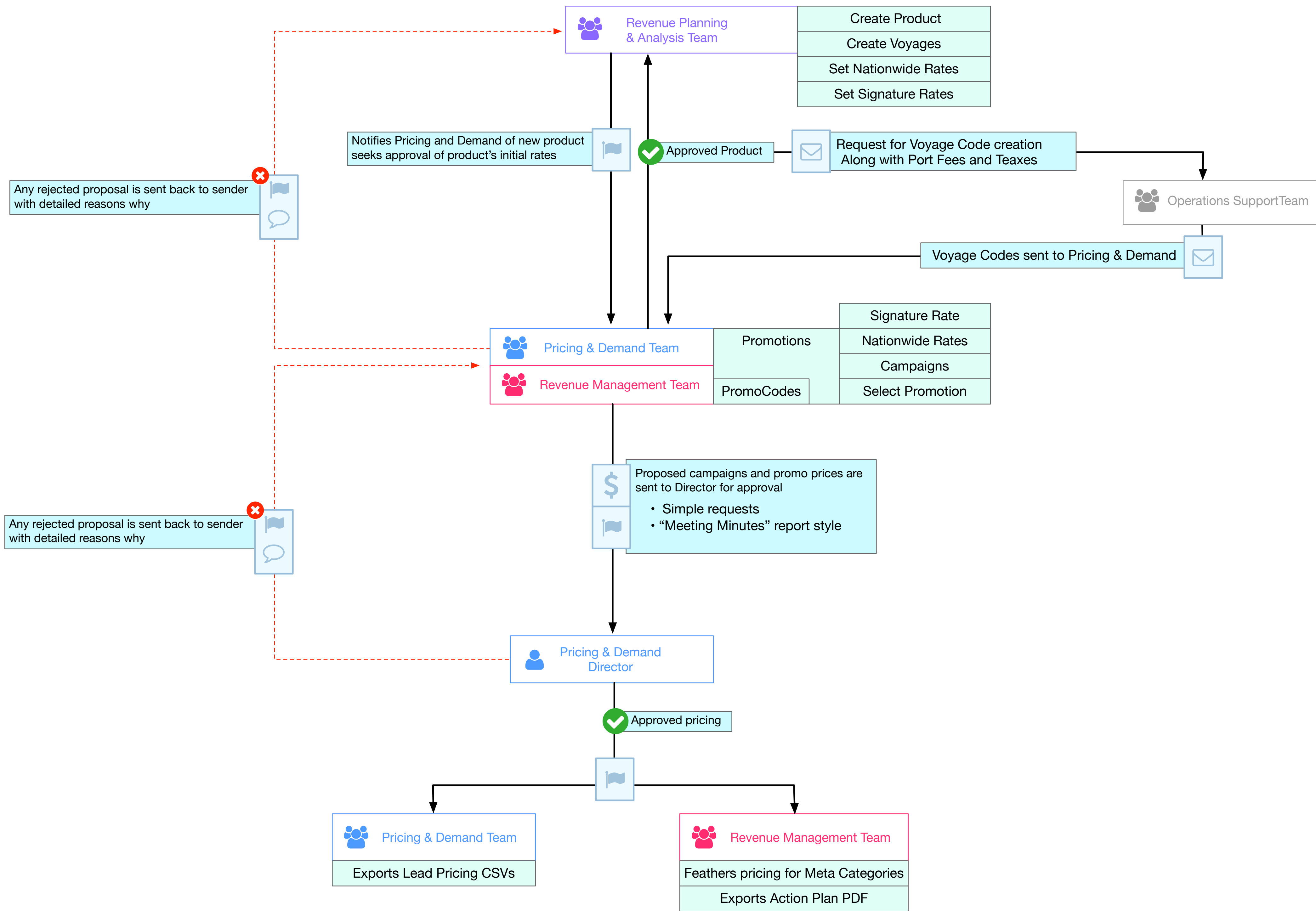
Proposed New Process 5

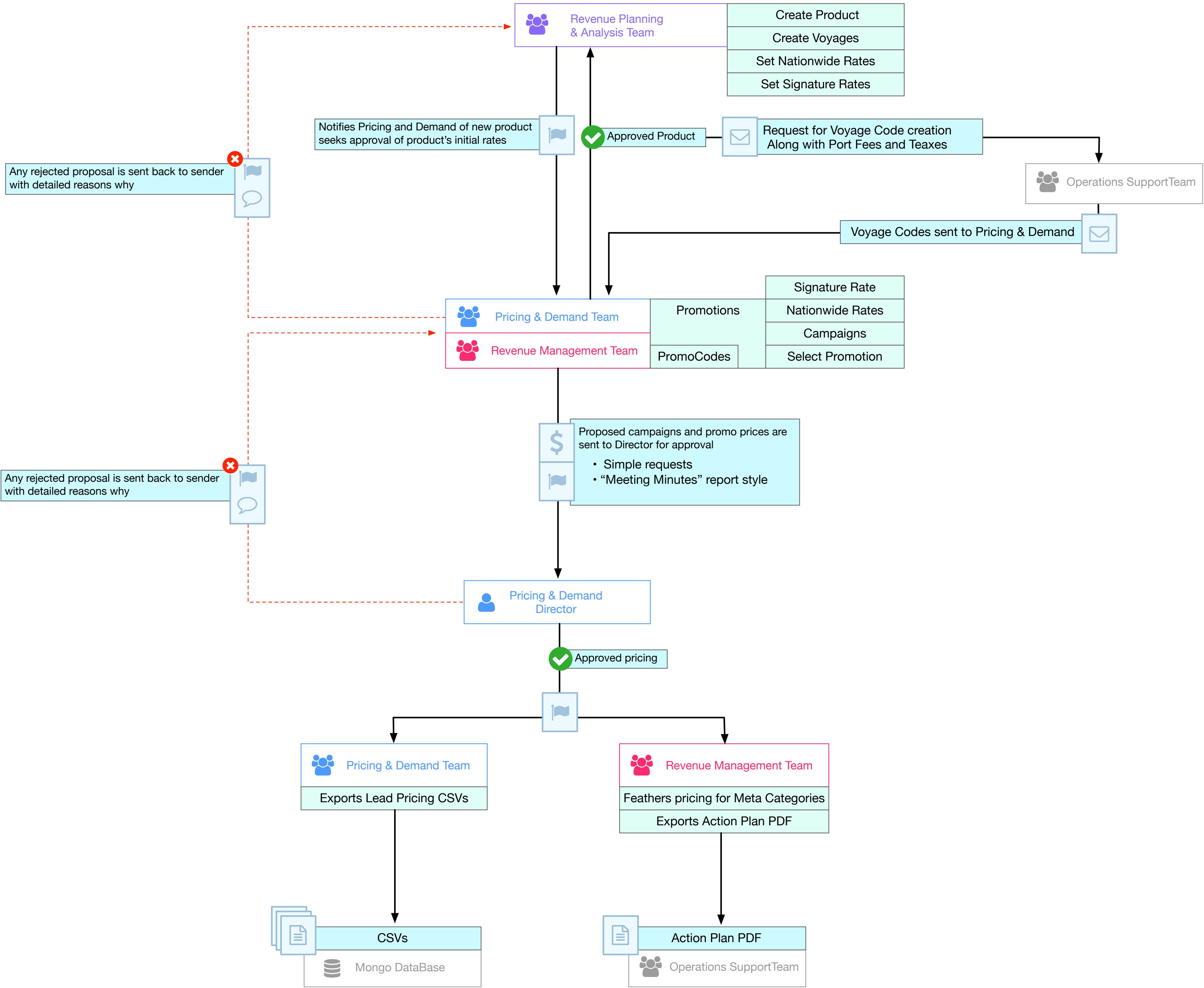












Plan File / Pricing Master Creation



Import The Plan File from the .xls file
Entered into the application by the Planning & Analysis Team

Pricing Master Editing and Management



- Edit Existing File
- Versioning

Pricing Structures *(Across 5 currencies)*



- **Nationwide:** *Initiated form Plan File -fluctuates after creation*
- **Campaign(s):** *Pricing for select consumer*
- **Select Promotion(s):** *Pricing for select recipient or group*
- **Signature Rate:** *Initiated form Plan File*

**Does not change after creation*

Outputs



Export an Action Plan PDF in a specified layout to match Database’s input screens



Export CSV into MongoDB for Lead Prices and Promotional Notes

Additional Features



Provide product life cycle management for campaigns and promotions



Produce an audit log of all pricing changes and who made them



Approval Process



Allow for draft pricing and promotions to be purposed and sent to directors for approval before pricing implementation.



Notification Process

Allow for two way communication around pricing changes, approvals and product life cycles to be communicated between multiple departments and users.

Pricing Master Application

Identify Project Risks

- Not a company wide solution
- Engineering solutions for legacy systems
- Manual processes will still occur downstream
- Development Timeline

Pricing Master Application Phase 2

Prototyping the Application

Pricing Master Application Phase 2

Prototyping the Application

Goals

- Learn about User's interactions and expectations
- Prototype the solution
- Demonstrate the core interaction of the application
- Provide an MVP structure
- Create something tangible to more accurately estimate:
 - Development level of effort and needs
 - Internal level of effort and needs

Phase 2: Prototype

Week 1 - Research and Interviews with Users

Internal Effort

- 

Interaction Designers
- 

Researcher

Company Workers

1-2 hours interviews

- 

User Base
- 

BA

Week 2 - Draft Wireframes

Week 3 - Wireframe Refinement & Begin Prototype

Company Workers

1-2 hours interviews

Week 4 - Prototype Refinement & User Testing

Company Workers

1-2 hours interviews

Week 5 - Testing Retrospective - Phase 3 Production Proposal

Phase 3: Production

Thank You for the Opportunity