IPSEN - GMA SHAREPOINT

Feature Specification

Project Brief

Project Objectives

Developing two UX solutions for a search tool: (1) an online interactive map page (a separate webpage) and (2) a chat bot embed on Sharepoint website both serving the same search function to allow Ipsen's R&D specialists to locate their documents fast and easily.

Our client - Ipsen is a pharmaceutical group with specialty in healthcare solutions for targeted debilitating diseases.

Client's Problem

Their documents and tools are stored in several different platforms (Box for cloud storage, Sharepoints / Intranet, Internal websites, CoManDo / EasiDocs) without a centralization system to search and retrieve information fast.

Therefore, Ipsen needs a search tool that allows Ipsen R&D specialists who access Sharepoint website to locate documents from data of all platforms fast and easily.

Solution

Ipsen proposed developing two UX solutions for the search tool: (1) an online interactive map page (a separate webpage) and (2) a chat bot embed on Sharepoint website both serving the same search function where content is managed by a backoffice. The reason we have 2 UX solutions of the same search tool so that we can conduct analytics and A/B testing of the 2 tools to understand whether which results in better UX and can be adopted in the long run.
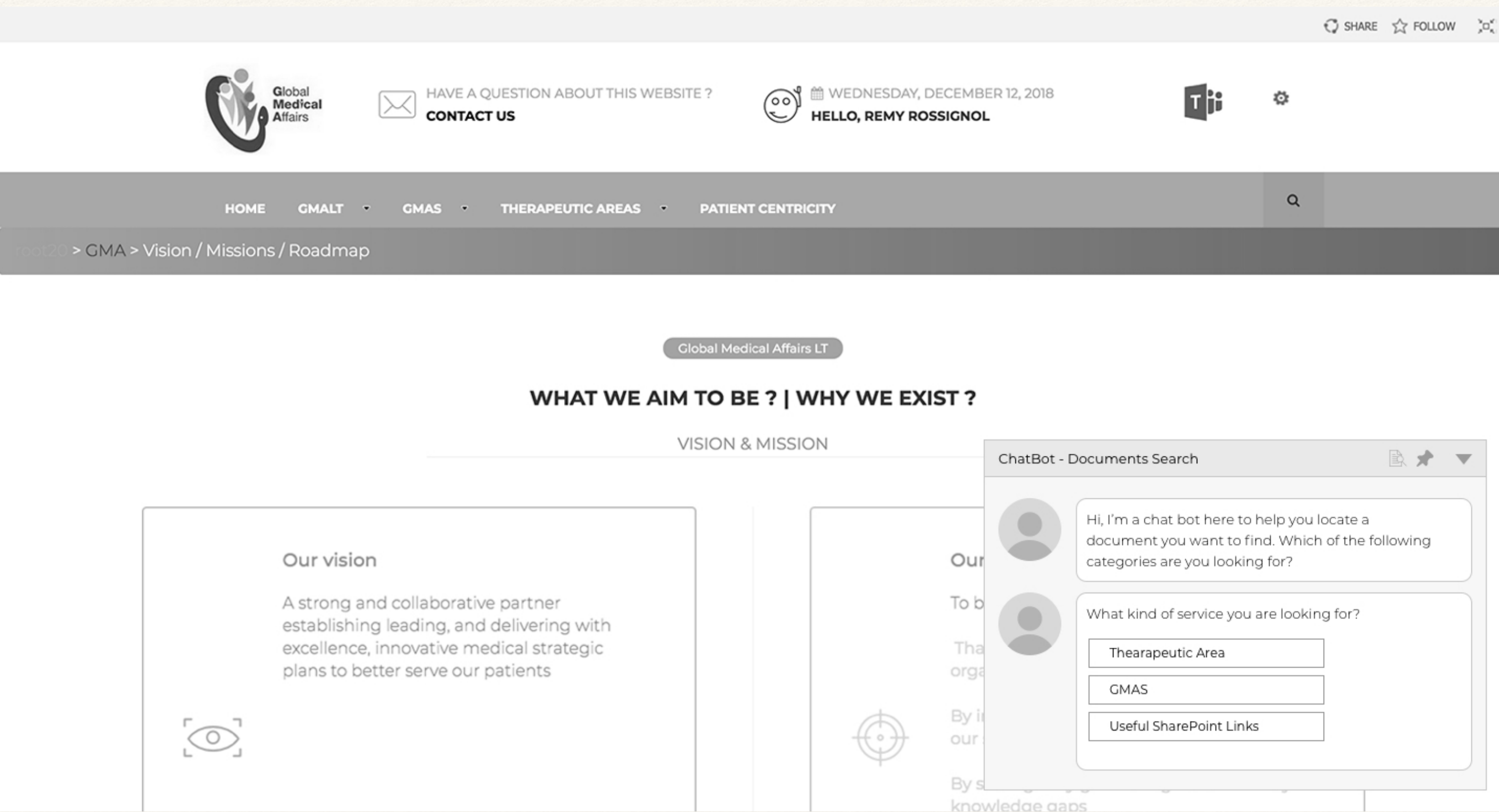
Deliverables

(1) Online Interactive Map, (2) Chatbot & (3) Back Office

Target Users: R&D specialists

Device support: Desktop & responsive on mobile

Chat Bot Search Tool

Chatbot: Arrive at Search Level 1(1)

GMA-ChatBox-UX-Dt-0010-Home.jpg
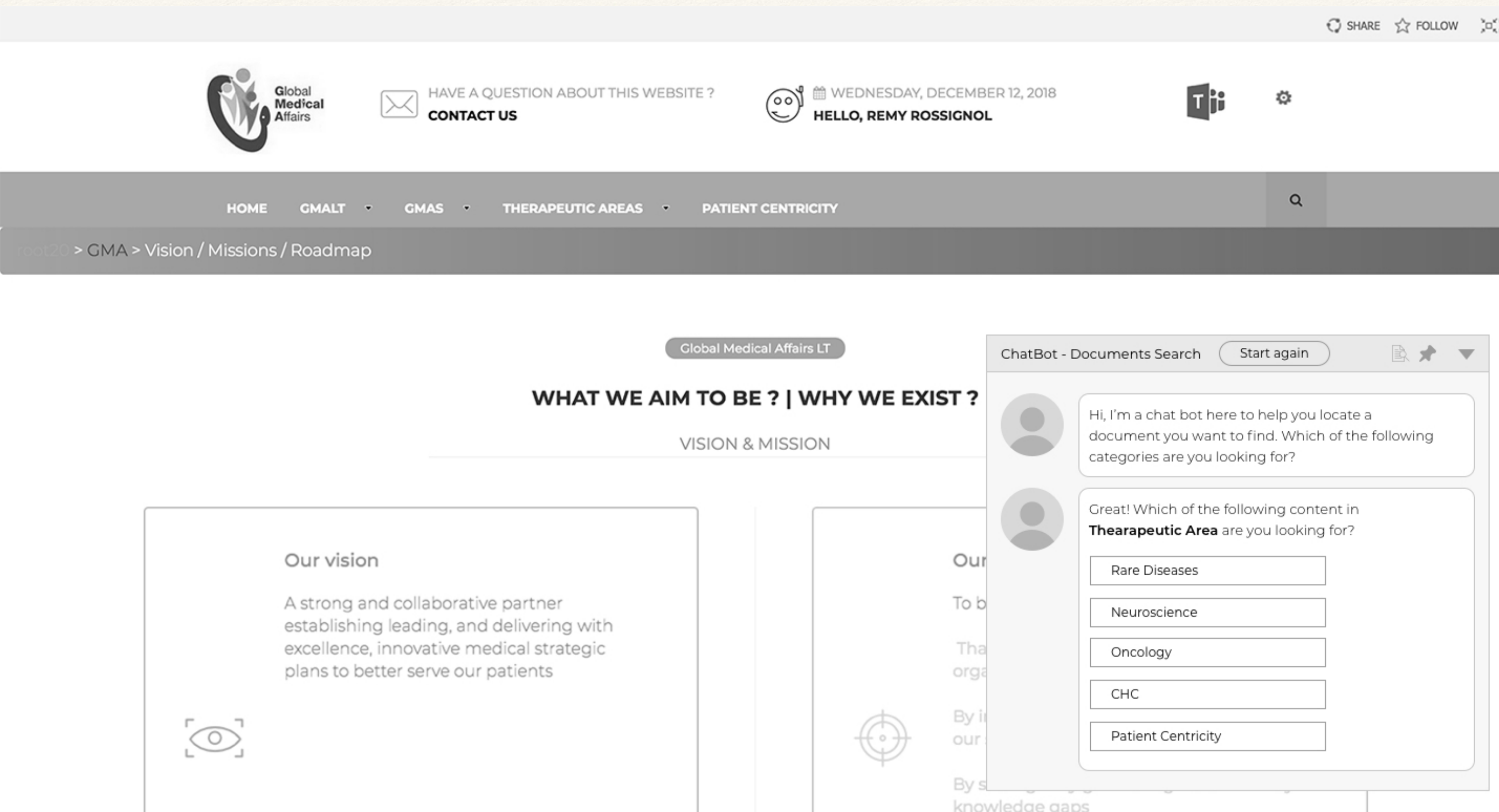
Chat Bot: Arrive at Search Level 1(2)

As a user:
- As I log in to Ipsen's Sharepoint website, I will see a chatbot appeared at the corner of their Sharepoint screen.
- On the chat bar, I will see:
    - a Chat box title
    - a Search History icon showing at all times
    - a Pin List icon showing at all times
- I will see Chatbot present to me several level 1 categories and ask which one I would click to choose.

As an admin:
- I can edit name of each level 1 category as long as the new names are unique across the levels in the BO (no repeated names)
- I can create a new Level 1 category in the BO and give it a name title
- I can create new Level 2 categories within a Level 1 category in the BO and give unique name titles
- I can add a new decision tree journey (level1 > level2 > level 3) by importing a CSV format file into the BO
- I can delete a Level 1 category which will as a result delete all sub categories in Level 1

Chat Bot: Arrive at Search Level 2 (1)

GMA-ChatBox-UX-Dt-0011-Home.jpg

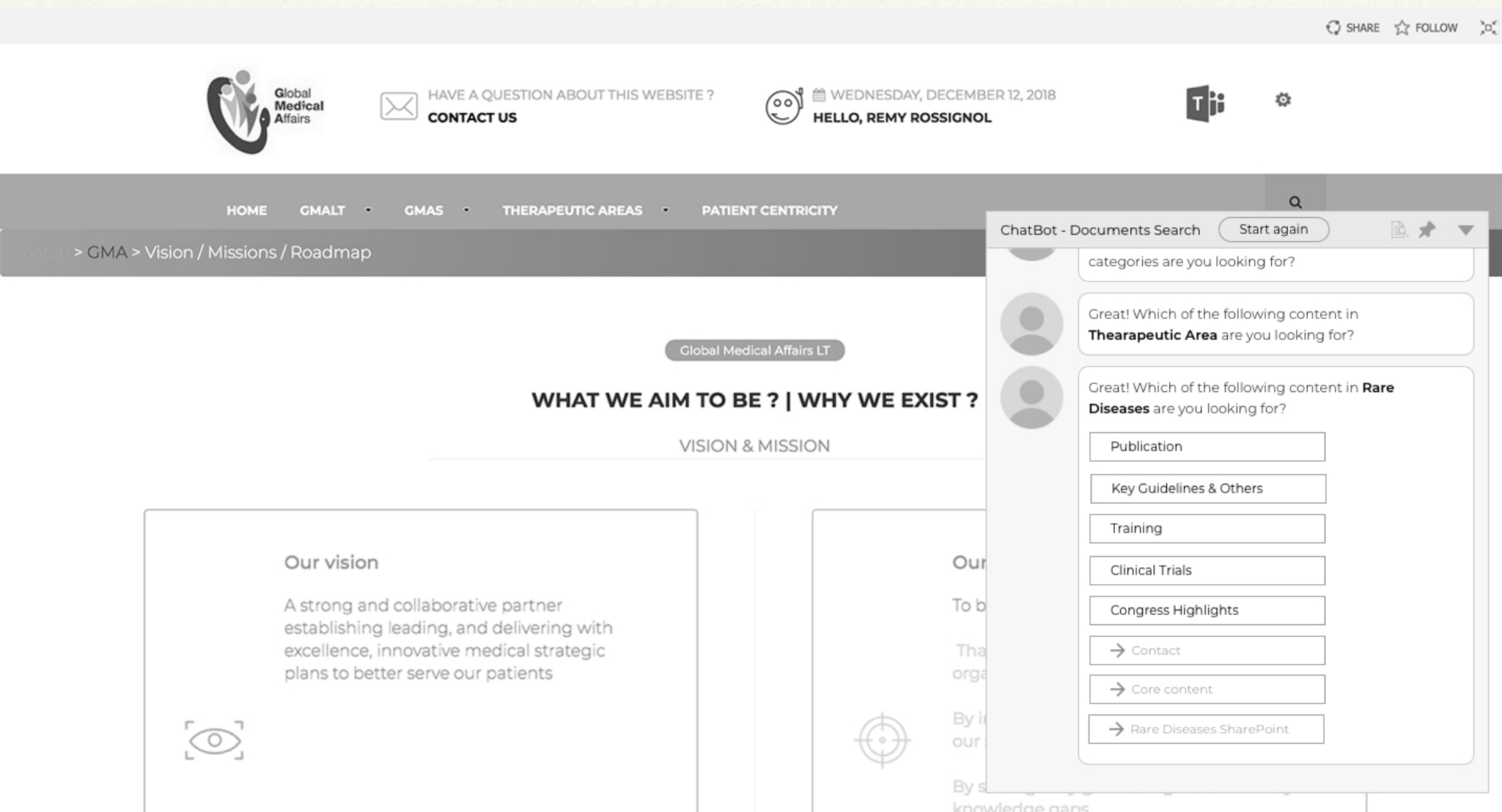# Chat Bot: Arrive at Search Level 2 (2)

As a user:
- On the chatbar, I will see:
    - a Chat box title
    - a "Start Again" button: If I click on it, Chatbot will message me a list of level 1 categories and ask me to choose one
    - a Search History icon showing at all times
    - a Pin List icon showing at all times
- If the decision tree has 2 levels, once I click on a level 2 category, Chatbot will message me the search results
- If the decision tree has 3 levels, once I click on a level 2 category, Chatbot will message me a list of level 3 categories
- When I click on a Level 1 item provided by Chatbot, Chatbot will message me all Level 2 categories belonging to that level 1 I chose and ask me to click one to choose.
- If a level category is deleted on BO side, I will NOT be able to see the deleted category and any sub-category belonging to the deleted category in the message Chatbot sends me.

As an admin:
- I can edit names of level 2 categories in the BO as long as the names are unique across levels (no repeated names)
- I can delete a Level 2 category which will delete all content in level 3 belonging to that level 2 in the BO and Front-end.

Chat Bot: Arrive at Search Level 3

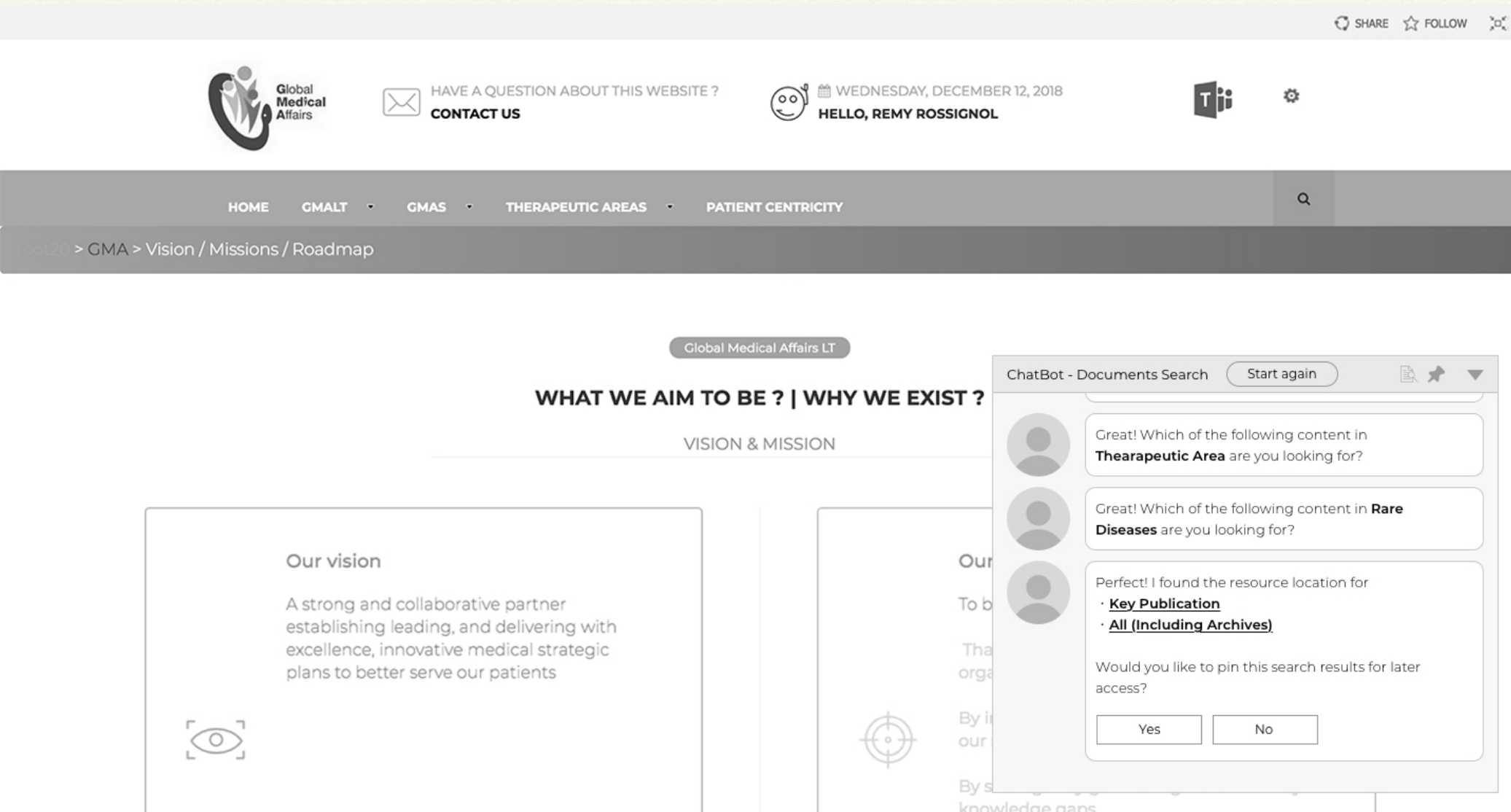
GMA-ChatBox-UX-Dt-0012-Home.jpg

As a user:
- When I click on a Level 2 category presented, Chatbot will message me a list of level 3 categories.
- When I click on one Level 3 category, Chatbot will message me Level 3 search results.

As a admin:
- I can edit level 3 categories title.
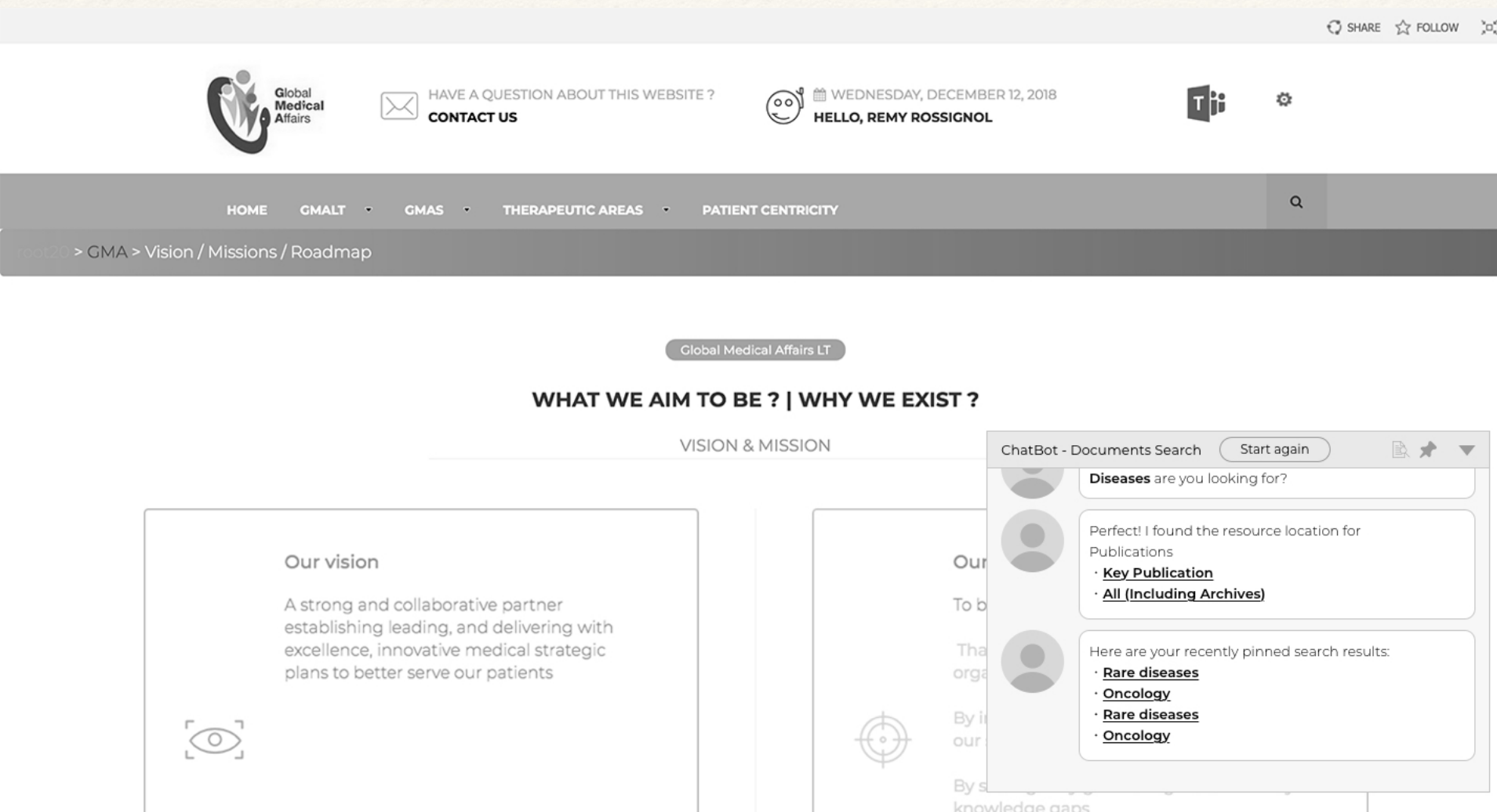
Chat Bot: Arrive at Search Result

GMA-ChatBox-UX-Dt-0013-Home.jpg

As a user:
- Once I chose a level 3 content, Chatbot will message me the search result, ask me if I want to pin this search result and present 2 answer options: Yes/ No
- Search results can be text or hyperlinks & can be shown in bullet points.
- When I click on No, Chat bot will respond "OK, got it" to confirm.
- When I click on Yes, Chat bot will save my search result to Pin List and respond with a confirmation: "Your search result has been pinned"
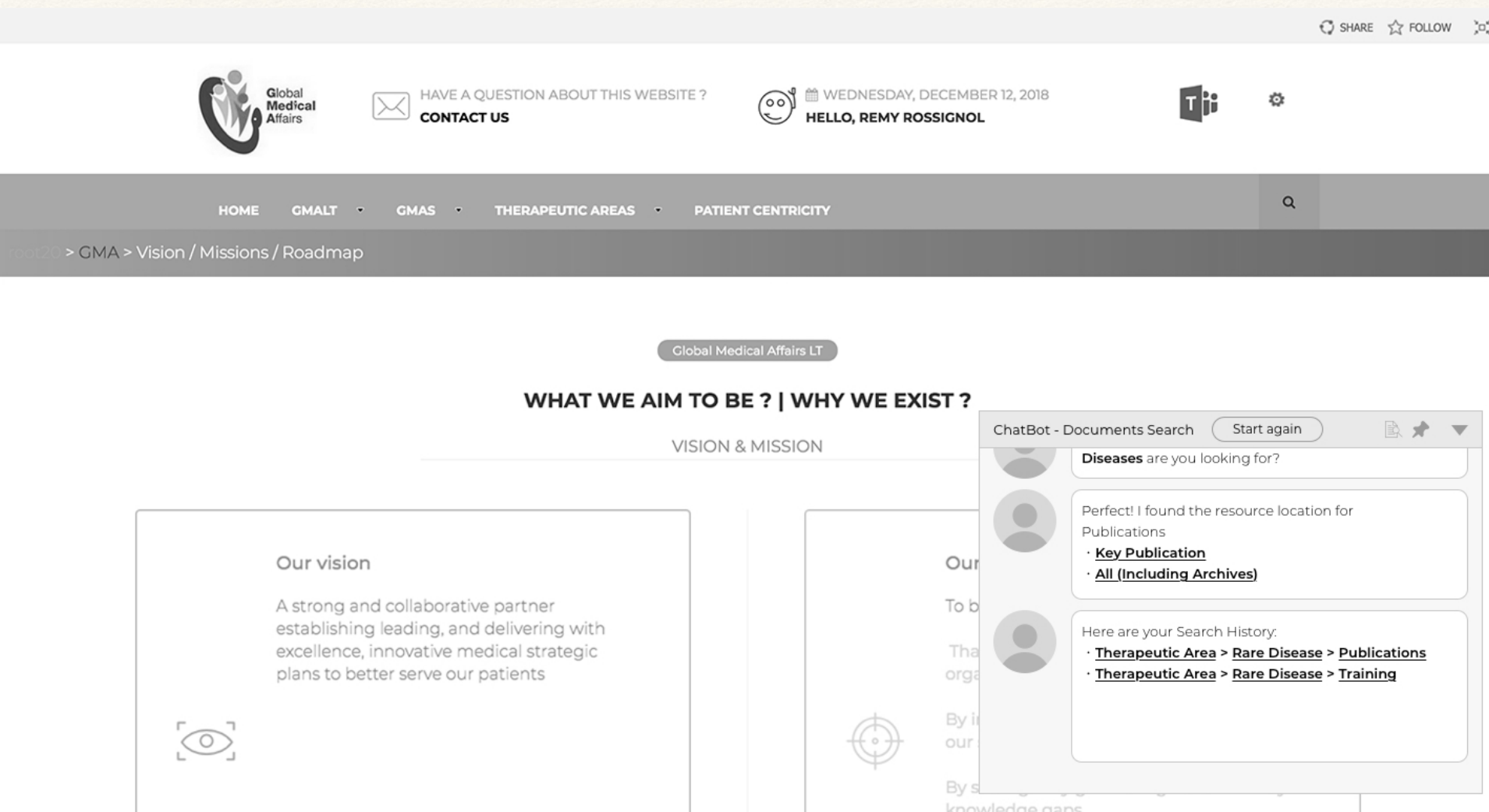
Chat Bot: Pin List

GMA-ChatBox-PinList-UX-Dt-0013-Home.jpg

As a user:
- I see a Pin List icon showing at all times on the top right of the chat box so that I know where I can find my pinned search results
- When I click on Pin List, Chat Bot will message me a list of my pinned search results (excluding the deleted search results on BO) and ask me to choose one
- When I click on any of the pinned search results, Chatbot will message me the according level 3 search result.

Chat Bot: Search History

GMA-ChatBox-SearchHistory-UX-Dt-0013-Home.jpg

As a user:
- I see a Search History icon showing at all times on top the Chat Box
- When I click on Search History icon, Chatbot will message me a list of my search paths shown as breadcrumb trails in latest-oldest order (excluding the deleted search results on BO).
- When I click on any link in the breadcrumb trails, Chatbot will message me the according level category
  - If I click on a level 1 category in the breadcrumb, Chatbot will message me a list of level 2 categories under that level 1.
  - If I click on a level 2 category in the breadcrumb, Chatbot will message me a list of level 3 categories under that level 2
  - If I click on a level 3 category in the breadcrumb, Chatbot will message me the search result of that category.

Online Interactive Map Search Tool

Online Map: Login Page

As a user:

- When I click on the Interactive Map button linked on Sharepoint I will open a new tab of Online Interactive Map page and skip the Login Page.

- If I access to the Online Map from a web browser, I see a login page requiring me to enter my Sharepoint login credentials.

Online Map: Arrive at Search Level 1

As a user:
- I will see first thing a list of all level 1 categories with unique names when I access to the Online Map
- I will see a Welcome Message on top of the page asking me to select a category.
- I will see the same color guideline for all level 1 folders.
- I see a Pin List button showing at all times on the top right of the online interactive map so that I know where I can find my pinned search results
- I see a Search History button showing at all times on top right of the Online interactive map

As an admin:
- I can edit name of each level 1 category as long as the new names are unique across the levels in the BO (no repeated names)
- I can change the color that applies to all level 1 category at once
- I can create a new Level 1 category in the BO and give it a name title
- I can create new Level 2 categories within a Level 1 category in the BO and give unique name titles
- I can add a new decision tree journey (level1 > level2 > level 3) by importing a CSV format file into the BO
- I can delete a Level 1 category which will as a result delete all sub categories in Level 1

Online Map: Arrive at Search level 2

As an admin:
- I can edit names of level 2 categories in the BO as long as the names are unique across levels (no repeated names)
- I can delete a Level 2 category which will delete all content in level 3 belonging to that level 2 in the BO and Front-end.
- I can change the color that applies to all the level 2 categories at once
- Online Map: Arrive at Level 2

As a user:
- I will see a list of Level 2 categories under a Level 1 item when I click on a Level 1 category.
- I will see the same color guideline for all the level 2 categories on the level 2 page
- If a decision tree has only 2 levels, once I click on a level 2 category, I will see a popup showing the search results.
- If a decision tree has 3 levels, once I click on a Level 2 category, I will see a list of Level 3 categories belonging to the level 2 I chose.
- If a level category is deleted on BO side, I will NOT be able to see the deleted category and its sub-category.

Online Map: Arrive at Search level 3

As a user:
- When I click on a level 2 category, I will see a list of level 3 categories.
- When I click on a level 3 category, I will see a popup showing me the level 3 search result.

As a admin:
- I can edit level 3 categories title.

Online Map: Arrive at Search Result

As a user:

- Once I chose a level 3 content, I will see a popup showing me:
    - a title: this is the according level 3 category name
    - Search resutls: can be text or hyperlinks & are shown in bullet points.
    - a "Pin this document link" button: once I click on it, the search result will be saved to my Pin List for later access and the button will be disabled/grey out
    - a x icon to close the popup

Online Map: Pin List

As a user:
- I see a Pin List button showing at all times on the top right of the Online Map so that I know where I can find my pinned search results
- When I click on Pin List, I will see a popup showing a list of my pinned search result LINKS showing in newest-oldest order (excluding the deleted search results on BO)
- When I click on any of the pinned search result link, the pin list popup will be closed and I will be directed to the according level 3 search result

Online Map: Search History

As a user:
- I see a My Search History button showing at all times on top the Online Map
- When I click on My Search History button, I will see a list of my search paths shown as breadcrumb trails in latest-oldest order (excluding the deleted search results on BO).
- When I click on any link in the breadcrumb trails, Search History Popup will be closed and I will directed me the according level category.
  - ❖ If I click on a level 1 category in the breadcrumb, I will see a list of level 2 categories under that level 1
  - ❖ If I click on a level 2 category in the breadcrumb, I will see a list of level 3 categories under that level 2
  - ❖ If I click on a level 3 category in the breadcrumb, I will see a search result popup of that category.
- When a level 3 content is deleted or relocated, I will see a text as a replacement of the deleted breadcrumb trail stating "The file has been relocated to a more accurate path. Please proceed with your new search."

Mobile Version

Online Map: Search Level 1

Online Map: Search Level 2

Online Map: Search Level 3