

A top-down view of a wooden desk. In the top right corner, a portion of a silver laptop is visible, showing the keyboard with keys like 'Q', 'W', 'E', 'A', 'S', 'D', 'Z', 'X', 'C', 'V', 'B', 'N', 'M', 'Shift', 'Control', 'Option', and 'Command'. Below the laptop, a pair of black-rimmed glasses lies horizontally. To the right of the glasses is a white ceramic cup filled with dark coffee, with a yellow handle. In the top center, a small green succulent plant in a dark pot is visible. The background is a light-colored wooden surface with a prominent grain pattern.

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

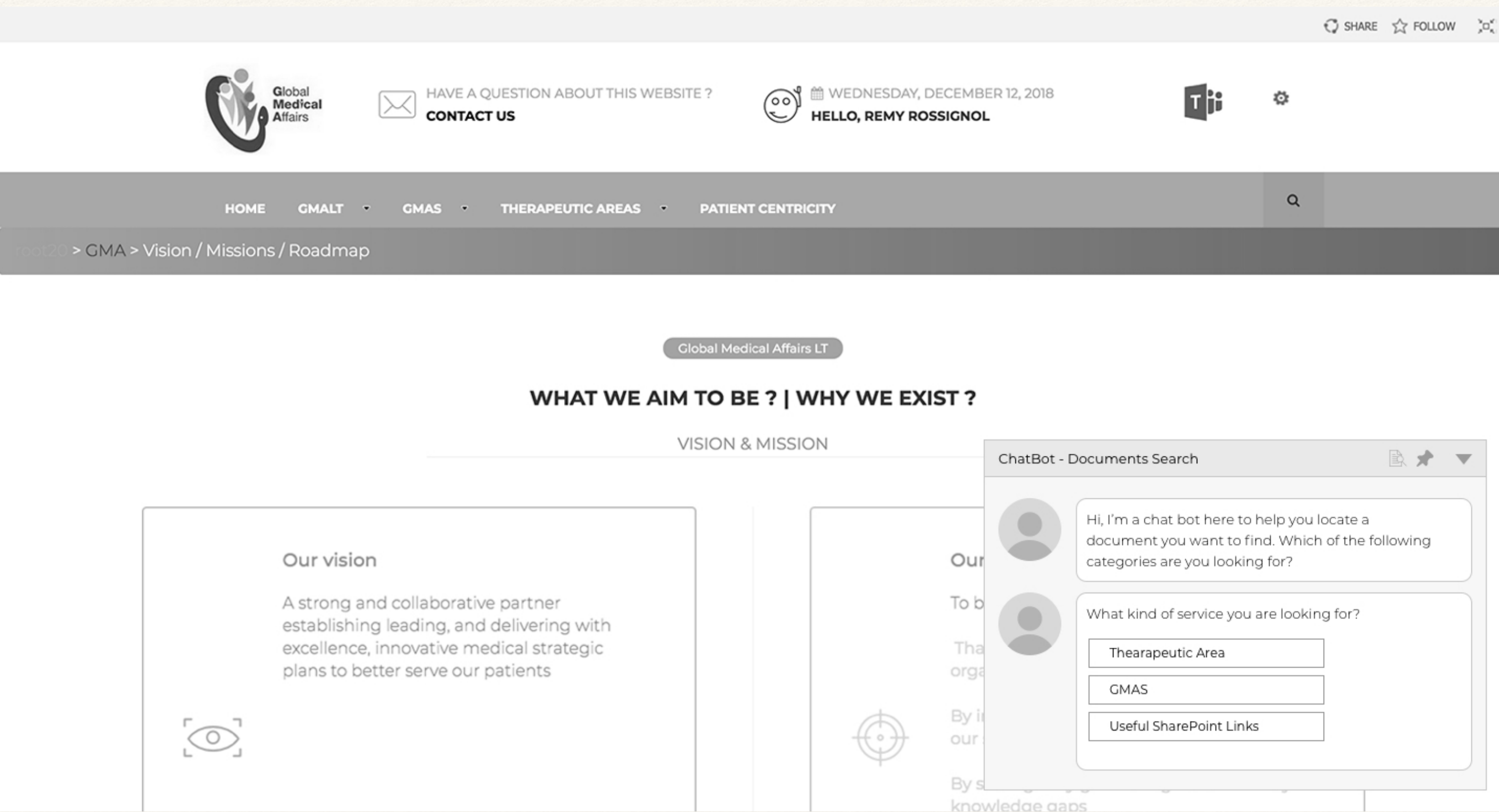
(1) Online Interactive Map, (2) Chatbot & (3) Back Office

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)

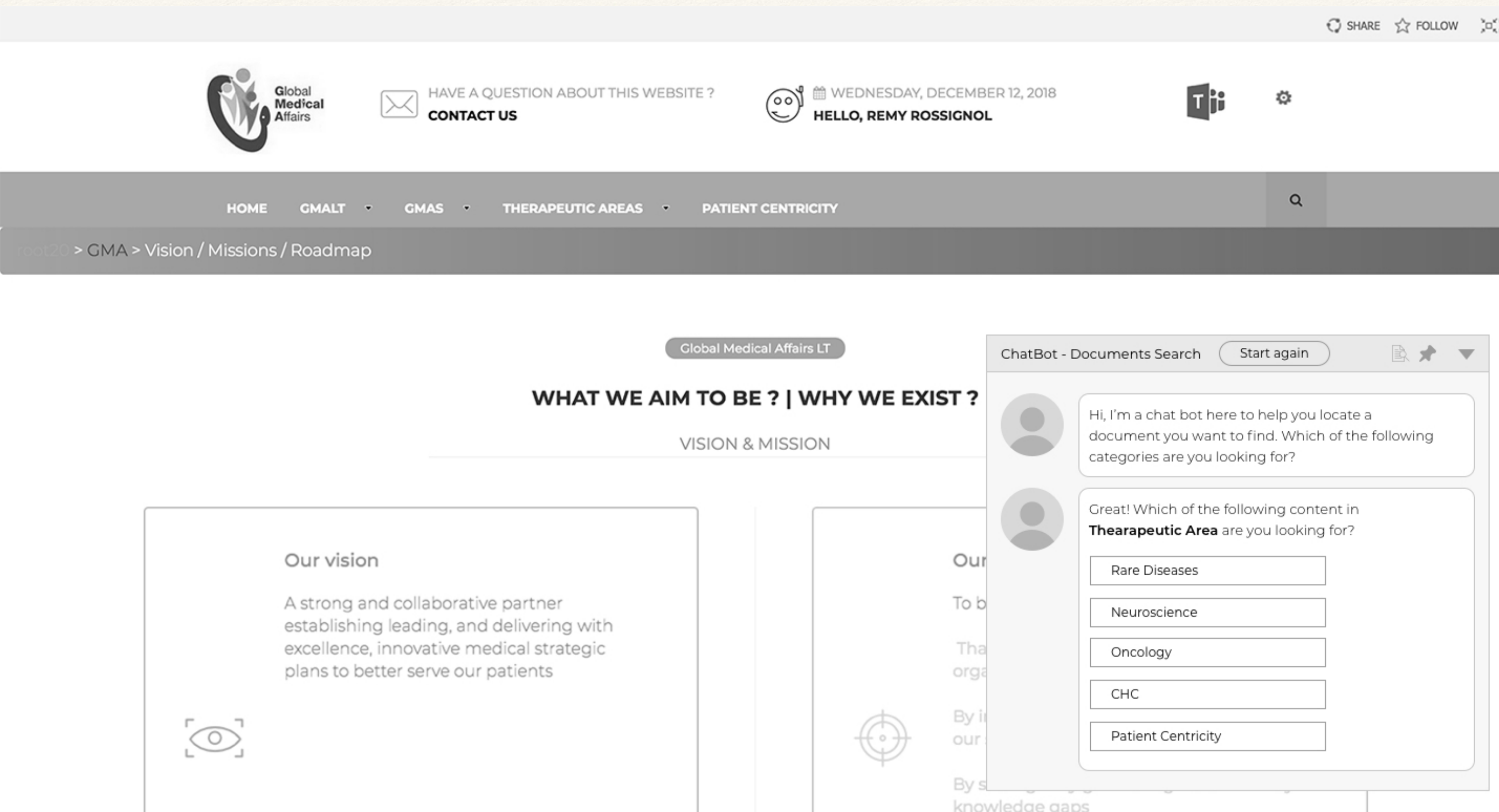
As a user:

- 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)

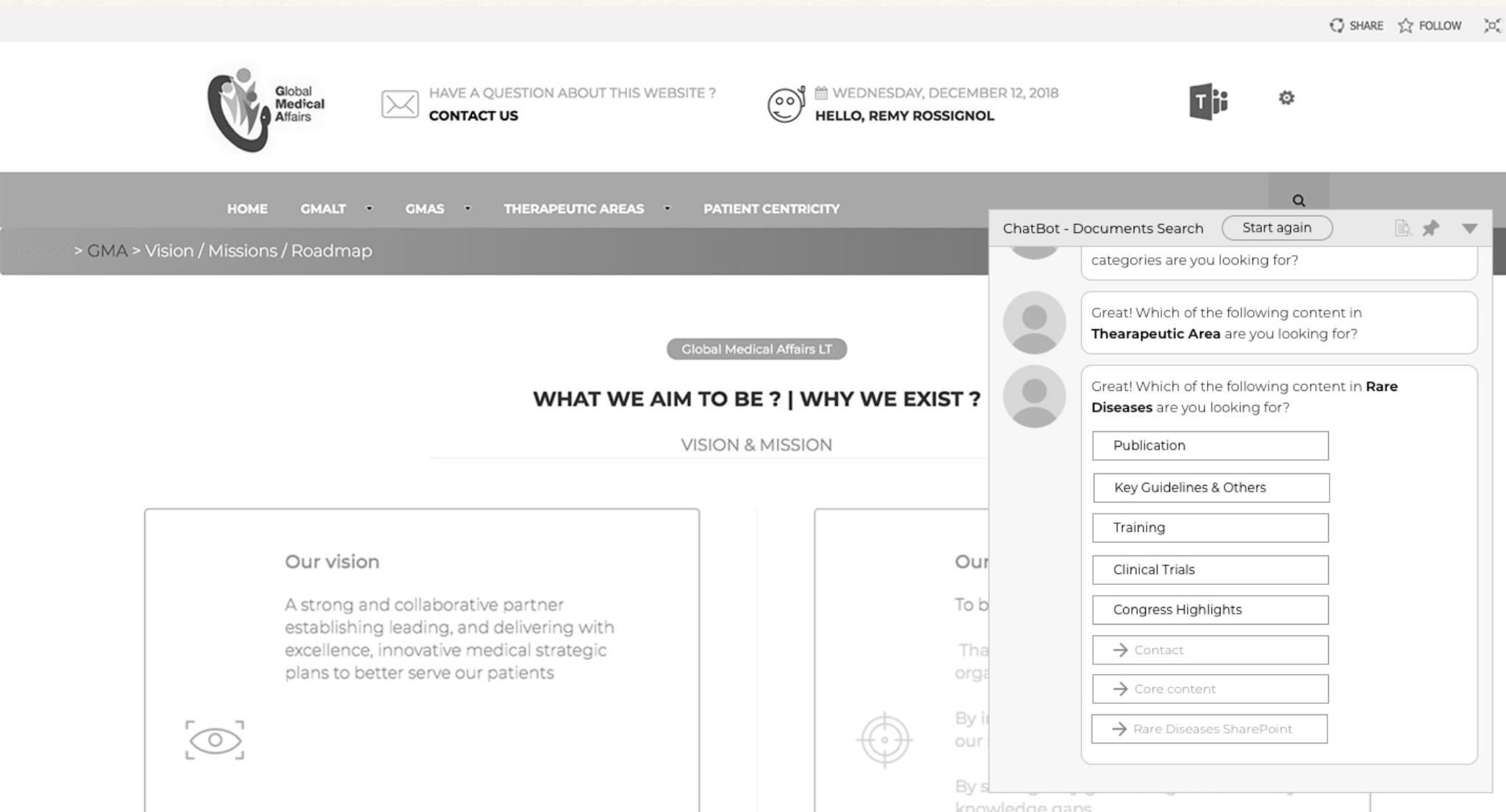
As a user:

- 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

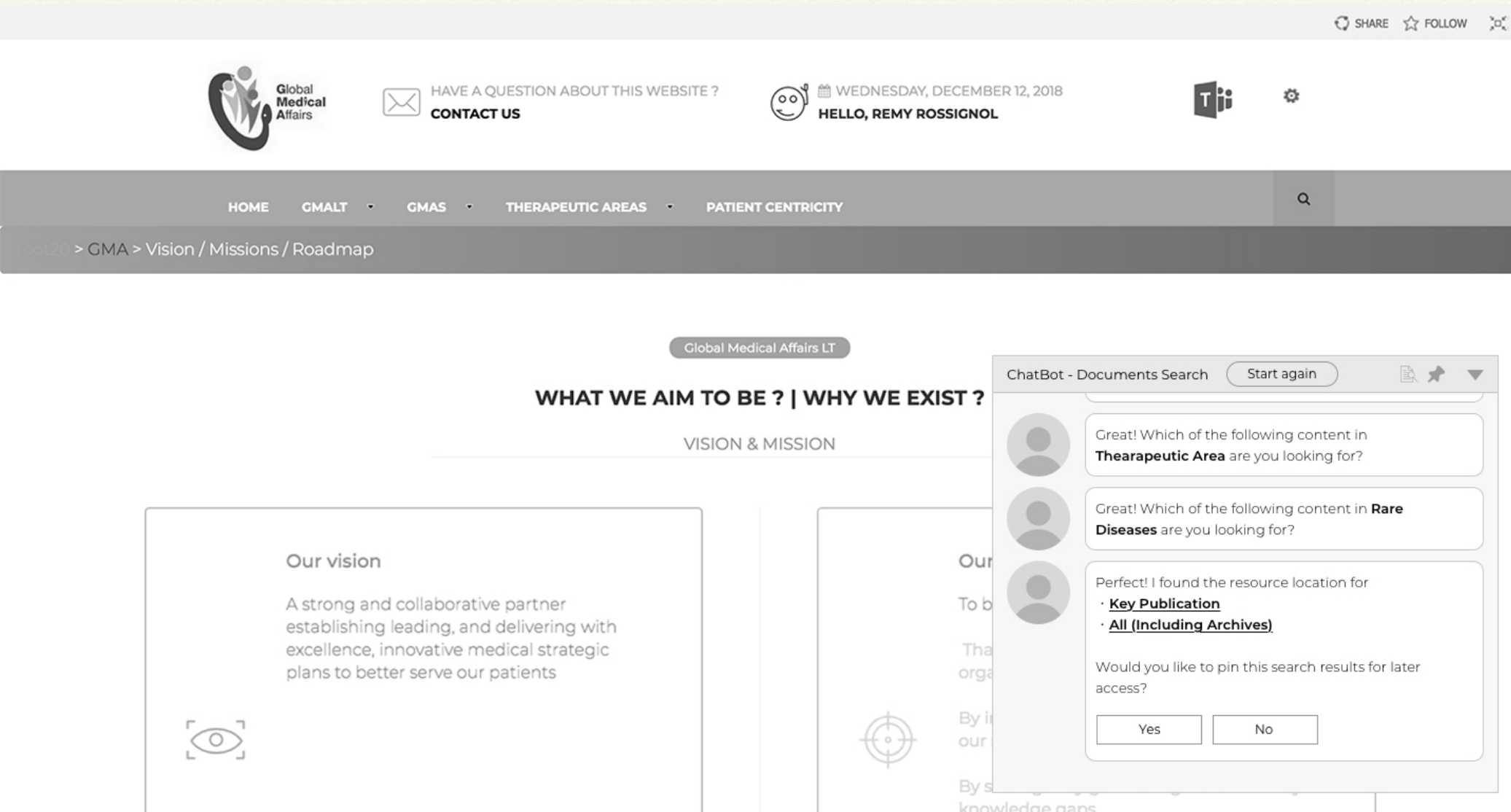
As a user:

- 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

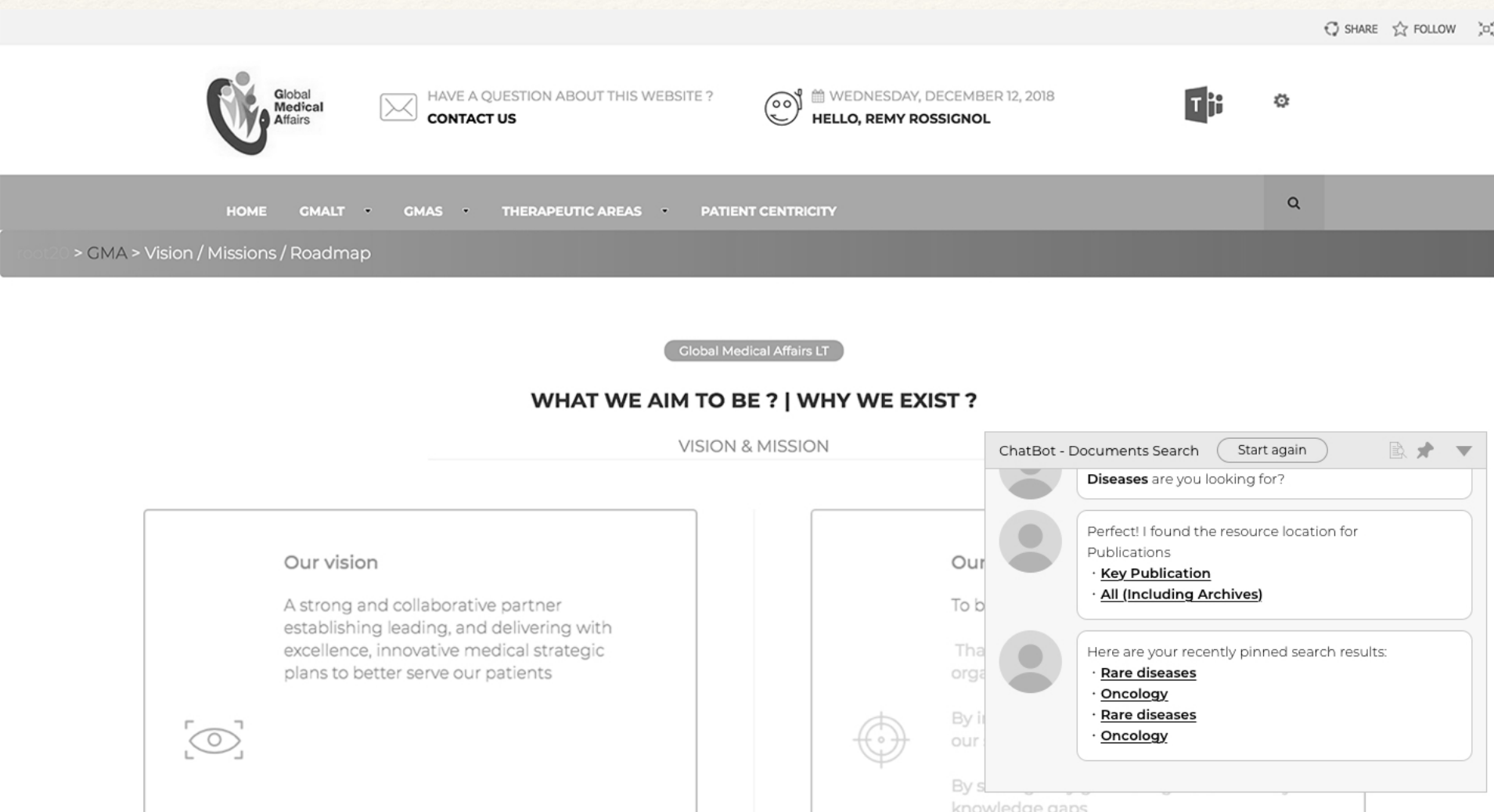


GMA-ChatBox-UX-Dt-0013-Home.jpg

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

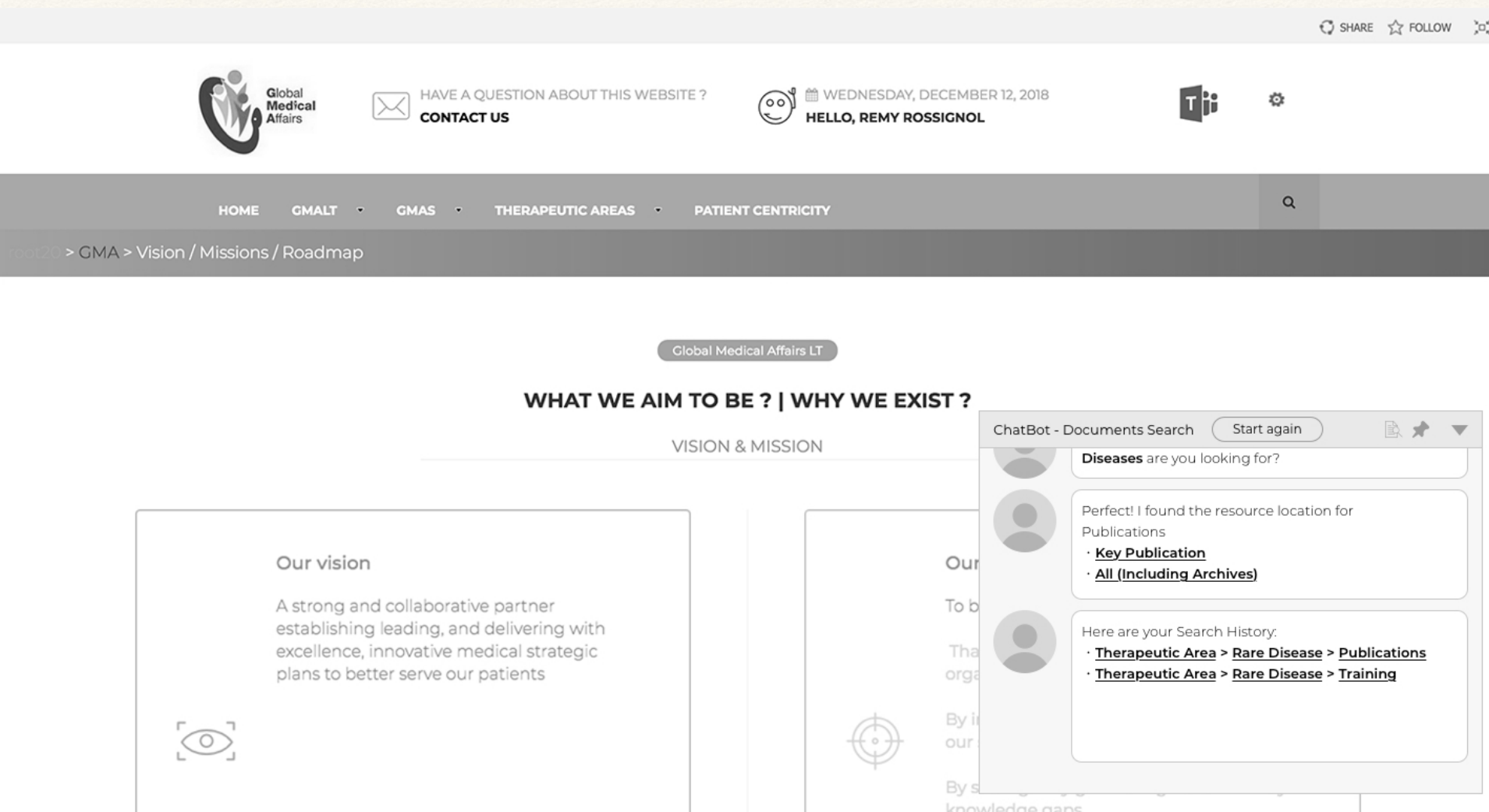


GMA-ChatBox-PinList-UX-Dt-0013-Home.jpg

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



Login

E-mail

Password

[Forgot your password?](#)

OK

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



Pin list

Search history

Select a category

Thearapeutic Area	>
GMAS	>
Useful SharePoint Links	>

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



Pin list

Search history

Select a category

Thearapeutic Area >	Rare Disease >
GMAS >	Neuroscience >
Useful SharePoint Links >	Oncology >
	CHC >
	Patient Centricity >

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



Pin list

Search history

Select a category

Thearapeutic Area >	Rare Disease >	Publication >
GMAS >	Neuroscience >	Key Guidelines & Others >
Useful SharePoint Links >	Oncology >	Training >
	CHC >	Clinical Trials >
	Patient Centricity >	Congress Highlights >
		→ Core content
		→ Contact
		→ Rare Diseases SharePoint

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



Pin list

Search history

Select a category

Thearapeutic Area >

GMAS >

Useful SharePoint Links >

Core content

• Key Publication

• All (Including Archives)

Pin this document link

Publication >

Key Guidelines & Others >

Training >

Clinical Trials >

Congress Highlights >

→ Core content

→ Contact

→ Rare Diseases SharePoint

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 results: 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



Pin list

Search history

Select a category

Thearapeutic Area	>	Pin List	X	Publication	>
GMAS	>	· <u>Rare diseases</u>		Key Guidelines & Others	>
Useful SharePoint Links	>	· <u>Oncology</u>		Training	>
		· <u>Rare diseases</u>		Clinical Trials	>
		· <u>Oncology</u>		Congress Highlights	>
				→ Core content	
				→ Contact	
				→ Rare Diseases SharePoint	

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.”



Pin list


Search history

Select a category

Thearapeutic Area	>	<div>Search History</div> <div><ul style="list-style-type: none">· <u>Therapeutic Area</u> > <u>Rare Disease</u> > <u>Publications</u>· <u>Therapeutic Area</u> > <u>Rare Disease</u> > <u>Training</u></div>	Publication	>
GMAS	>		Key Guidelines & Others	>
Useful SharePoint Links	>		Training	>
			Clinical Trials	>
		Congress Highlights	>	
		→ Core content		
		→ Contact		
		→ Rare Diseases SharePoint		

Mobile Version

Online Map: Search Level 1




Pin list

Search history

Select a category

Thearapeutic Area	>
GMAS	>
Useful SharePoint Links	>

Online Map: Search Level 2




Pin list

Search history

< Thearapeutic Area

Rare Disease	>
Neuroscience	>
Oncology	>
CHC	>
Patient Centricity	>

Online Map: Search Level 3



[Pin list](#)
[Search history](#)

[<](#) Rare Disease

Publication	>
Key Guidelines & Others	>
Training	>
Clinical Trials	>
Congress Highlights	>
→ Core content	
→ Contact	
→ Rare Diseases SharePoint	