

## Problem Definition

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## 2 INTRODUCTION

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### 2.1 Context

Problem definition was required as it seemed to vague and a lot of resistance or confusion was the root cause of the project not being able to progress into development early MVP or prototyping. We needed an actual example to work on, someone who we could closely work with, so using networking and connections we were able to find a stakeholder to contact.

This document explains the process of us getting into contact with one, and how we communicated with them to gain valuable information on how our application could solve their problems, elevate their productivity and understanding of the company.

### 2.2 Problem Definition

To summarize the problem:

*“Quantcast experiences notable inefficiencies in its internal processes for retrieving information and managing workflows, which negatively affects the sales cycle. The primary problem stems from having information scattered across various platforms like QC Hub/SIMPPLER, Google Drive, Slack, Zendesk, and JIRA, without a single, centralized system. This fragmentation leads to delays, employee frustration, difficulties onboarding new hires, and potential revenue loss when unclear requirements or slow response times cause missed campaign deadlines.”*

### 3 INITIAL CONTACT AND PROBLEM DEFINITION

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The following questions were asked and revised to get a more detailed answer from our potential stakeholder, it was followed up by a mail a week later and the following questions have been answered.

- **Which specific process at Quantcast frequently faces inefficiencies?**
- **What are the main steps involved in this process, and who are the key stakeholders?**
- **What are the primary goals and challenges of this process? Are there any notable successes or failures you can share?**
- **What are the main pain points that need to be addressed, and what would be the most valuable outcomes of improvement?**
- **In an ideal world, how would a streamlined version of this process function?**

## 4 ANSWERS

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- **Which specific process at Quantcast frequently faces inefficiencies?**

- Getting apps to connect with each other
- The new apps do not entirely replace the old ones, meaning no centralised place to find all answers to questions
- Having to ask on slack who the best person is to ask a certain question.

- **What are the main steps involved in this process, and who are the key stakeholders?**

CEO  
COO  
Head of product

- **What are the primary goals and challenges of this process? Are there any notable successes or failures you can share?**

Goal is to make the internal processes within Quantcast as smoothly as possible for employees to be more effective in their jobs. Time saving and efficiency will contribute to company success.

From a sales perspective, the sales cycle is partly influenced by how quick we can respond to the customer's demands. First is gathering all the necessary information from the client, but to do so, I would need to know what exact information I need, and depending on the client. Once this is done, I put in the customer details in our CRM Salesforce, which is partly connected to our marketing platform. For the first campaign, comes with different product questions. The problem lies in always having to figure out where to retrieve the exact information, the right colleague to speak to, there are multiple hubs that were created over the years to gather info (QC hub/ SIMPLER, Google Drive, Slack channels) which can become quite confusing, especially for new hires. This creates delay in response, that eventually sets things back from the client side and eventually we miss the deadline to activate a marketing campaign that turns into revenue loss.

Zendesk and JIRA are both still used even though we were supposed to deprecate JIRA for a while, which also creates confusion. Our legal matters go through JIRA, specific technical asks go through another system, it is never straightforward and even less for someone who just joined the company.

I missed out on 40k this quarter because the internal specific legal requirements were unclear, which the client could not provide in time and thus activated this budget with a competitor.

- **What are the main pain points that need to be addressed, and what would be the most valuable outcomes of improvement?**

Help employees get quick answers/access to information, located in one place.

- **In an ideal world, how would a streamlined version of this process function?**

We log on our work computer, whenever we are stuck with something we can go to this ONE place to ask for any specific situations what to do, it delegates us, and we can focus on our business targets.

## 5 RESULT

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### 5.1 Problem Definition

Quantcast faces significant inefficiencies in its internal information retrieval and workflow processes, particularly impacting the sales cycle. The core issue is the fragmented nature of information access, characterized by:

#### **Formalized Breakdown:**

- **Inefficiency Source:**
  - Decentralized and fragmented information repositories (QC Hub/SIMPPLER, Google Drive, Slack channels, Zendesk, JIRA, and other technical systems).
  - Lack of a unified workflow and communication platform.
  - Redundant and outdated systems.
  - Unclear legal requirements within internal systems.
- **Impact:**
  - Increased employee frustration and reduced productivity.
  - Delayed response times to client inquiries.
  - Potential revenue loss due to missed deadlines and unclear requirements.
  - Difficulties in onboarding new employees.
- **Key Pain Points:**
  - Time-consuming information retrieval.
  - Difficulty identifying the correct point of contact.
  - Confusion caused by multiple, overlapping systems.
  - Unclear legal requirements.
- **Desired Outcome:**
  - A centralized, easily accessible knowledge management and workflow system.
  - Improved employee productivity and efficiency.
  - Faster response times to client inquiries.
  - Reduced revenue loss.
  - Simplified onboarding of new employees.
- **Ideal Solution:**
  - A single, unified platform that provides access to all necessary information and workflows.
  - A clear and efficient system for directing inquiries to the appropriate personnel.

- Streamlined and automated processes to minimize delays.
- **Key Stakeholders:**
  - CEO: Overall strategic direction and resource allocation.
  - COO: Operational efficiency and process optimization.
  - Head of Product: Development and implementation of internal systems.
  - Sales team: Impacted by the delay of information.
  - Legal department: Responsible for legal requirement information.
  - New hires: Directly impacted by the confusion of multiple systems.