



Context & Background

My team is responsible for providing ground transport cross-sell integrations to partners who wish to join our affiliate program. My role in the team as a designer is to re-style our existing products based on the partners' needs or to design brand new solutions. It's crucial for the team to complete the onboarding process in a timely manner to meet the partners' expectations.

The Challenge

A manual process that involves duplicating content and replacing the company's brand with its partners' in a content management system, so it displays correctly on the integrations.

During a retrospective meeting I asked the team to stick on the wall their pain points and struggles and then proceeded dot voting.

Turned out this was a recurrent topic, so I decided to focus on this process to see if I could help with a possible solution.

After sitting with the team during a mobbing session, we established the brand name is repeated throughout the website 50 times, in 40 languages (2000 entries).

For one person this would take a whole working week every time the company takes onboard a new partner. It would be great if we could speed up the process.

User Story

Within the team, the partner managers in collaboration with copywriters have the responsibility to create and manage the content we display for our partners' solutions. They feel a bit of frustration whenever they have to rebrand the whole website as this process is very tedious and time consuming. They're also pretty busy trying to onboard multiple partners and managing existing ones.

The users

Copywriters

Partners Managers

Current Process

The default messages referencing to the main brand (50 entries) are manually duplicated in the CMS and the brand is replaced with the partner's. This action is repeated 40 times to cover the translations.

Manual insert X 40

Language	Key	Message
en_brand1	welcome.message	Welcome to Brand1
it_brand1	welcome.message	Benvenuti su Brand1
...

Add new brand → Placeholder automatically populated → Brand dynamically displayed

Language	Key	Message
en	welcome.message	Welcome to {0}
it	welcome.message	Benvenuti su {0}
...

Proposed Solution

A few ideas came to my mind so I started sticking my notes on the wall and asking the team for feedbacks. The attention shifted mainly on 2 solutions, one of which was too technical as required SQL skills. Finally, we decided the following was the most suitable solution. Since we have an in-house CMS, it would make sense to build an extension where it's possible to store all the different brands which are mapped against the partner configuration. The user will only require to add a new brand in the prompt, which will populate the placeholder in the message.

Wireframe

The extension allows to add new brands or edit/remove existing ones.

Brand Storage

Brand1	<input type="checkbox"/> Edit
FlyWithAlex.com	<input checked="" type="checkbox"/> Add new
	<input type="checkbox"/> Add new
	<input type="checkbox"/> Add new
Add more	
Save	

Add new brand → Placeholder automatically populated → Brand dynamically displayed

Language	Key	Message
en	welcome.message	Welcome to {0}
it	welcome.message	Benvenuti su {0}
...

Interactive Prototype

The prototype has been tested individually within the team and received positively, using expressions such as "straightforward", "time saving", "all in one place".

The solution has been taken into consideration for the web re-platforming process.

Click [here](#) for a quick video of the prototype.

Web Content Management

Country of Residence: All Countries	Locale: All Locales	Message Key: All Message Keys	Message:	Limit: 100	Filter																				
Content Details																									
Locale: en	Country of Residence:	Message Key: welcome.message	Message:	Brand Storage																					
<table border="1"><tr><td>Source</td><td>X</td><td>I</td><td>S</td><td>X</td><td>T</td><td>U</td><td>Y</td><td>Z</td><td>Ω</td></tr><tr><td colspan="10">Welcome to {0}</td></tr></table>						Source	X	I	S	X	T	U	Y	Z	Ω	Welcome to {0}									
Source	X	I	S	X	T	U	Y	Z	Ω																
Welcome to {0}																									
<p>New Save Reset Go Back CSV export Content Message Export Brand Storage</p>																									

Reflections

Even if the final product has not yet seen the light, this discovery journey has taught me there may be virtually infinite ways to improve the workflow of a team or an entire business.