

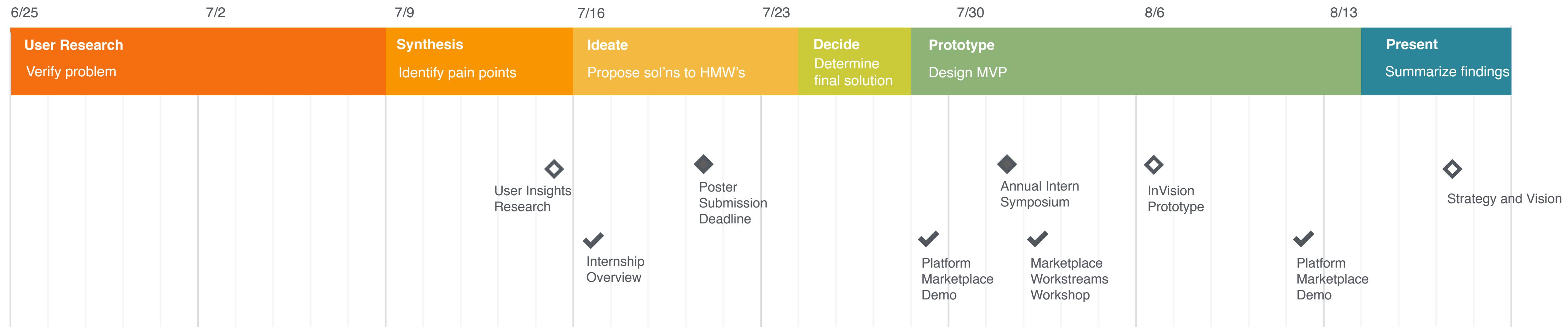
# GSK Marketplace Case Study

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Kathy Wang



# The Marketplace Timeline



◆ Deliverable    ◆ Milestone    ✓ Checkin

## User Research

This is the phase where we verify that there exists a problem. To do this, I conducted:

- expert interviews
- marketplace audits (reviewing other design systems currently in place)
- analogous experience exercise (comparing digital product building to other tasks to determine potential pain points)

## Synthesis

I compiled all my key data points from the interviews, audit, and exercise. Then, I will use the affinity mapping method to categorize the data points.

## Sketching and Ideation

Each category was posed as a problem space that was worded as a HMW. With a team of both designers and non-designers, I then brainstormed potential solutions to each problem space.

## Prototype

Upon the final decision, I will sketch out a prototype in order to create a minimum viable product.

## User Testing

I will ask users to go through the platform and evaluate how easily different tasks are executed.

A photograph of a person sitting at a desk, viewed from the side. They are wearing a grey hoodie and are looking down at a smartphone held in their right hand. On the desk in front of them is an open laptop, a white mug with a spoon inside, and a small container holding several pens and pencils. A green plant is visible in the bottom left corner.

# User Research

## Discovery

# Marketplace Audit

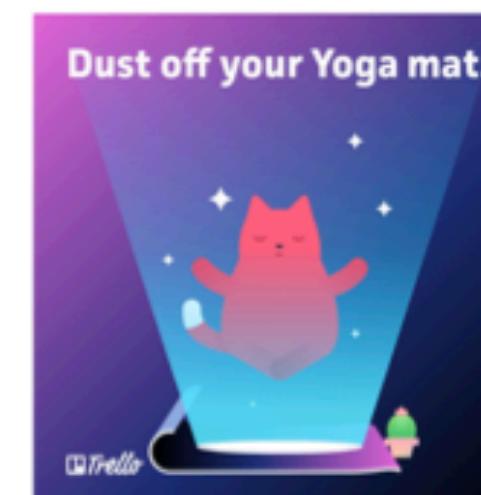
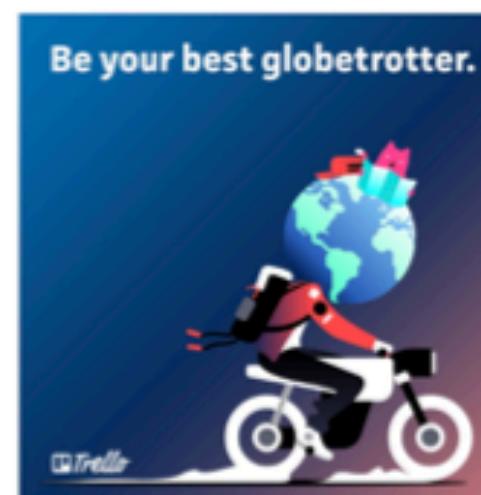
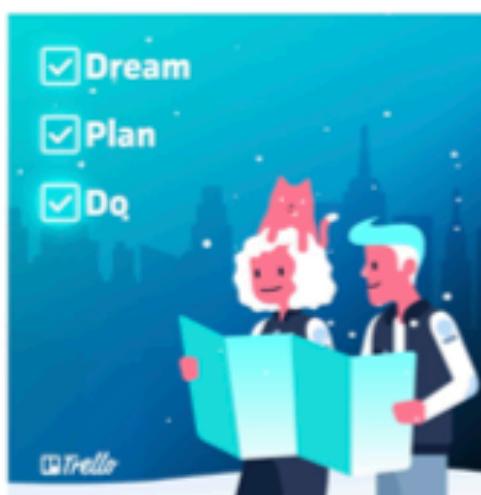
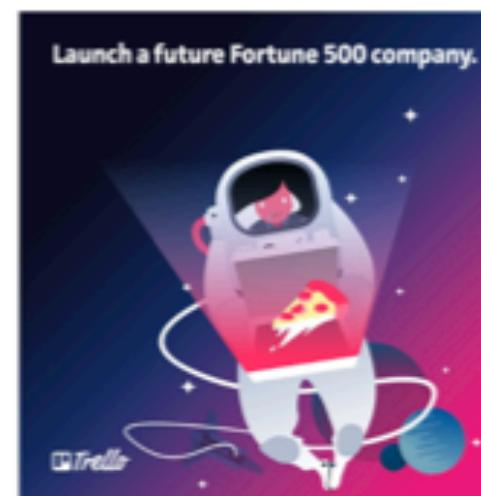
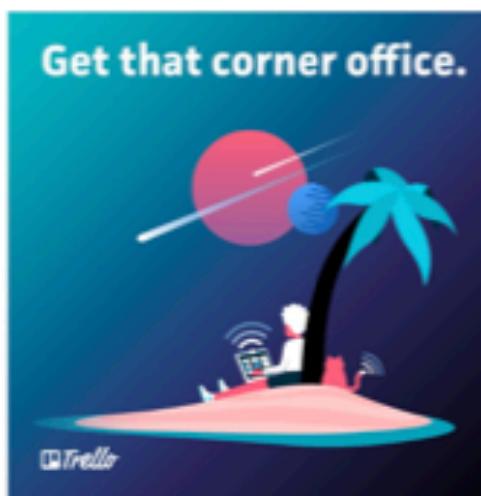
I looked at previous design systems (i.e. Adobe, Airbnb, Trello, etc.) to understand how other companies implemented design principles and components.



# Marketplace Audit

## Business Appropriate

- Fun, without being childish or naive.
- Professional, but still delightful.
- Friendly, but not patronizing.



## Things to think about:

- What is the image that we want GSK to convey?
- How do we portray GSK as a global company?

多邻国 duolingo

duolingo | Peace Corps

China logo (pronounced "duō lín guó")

Partner logo



Discovery

# Analogous Experience

The digital product building process can be compared to everyday experiences (i.e. making dinner, building Ikea furniture, etc.), which can actually expose specific pain points.

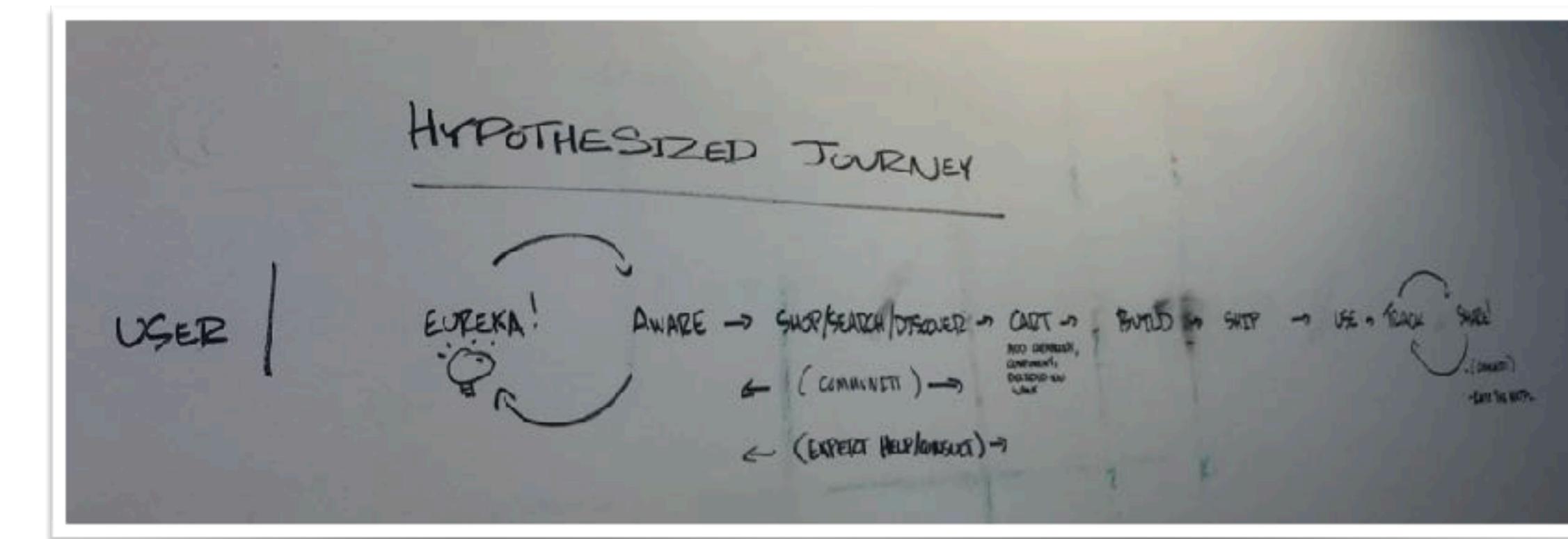


## Discovery

# Analogous Experience

Things to think about:

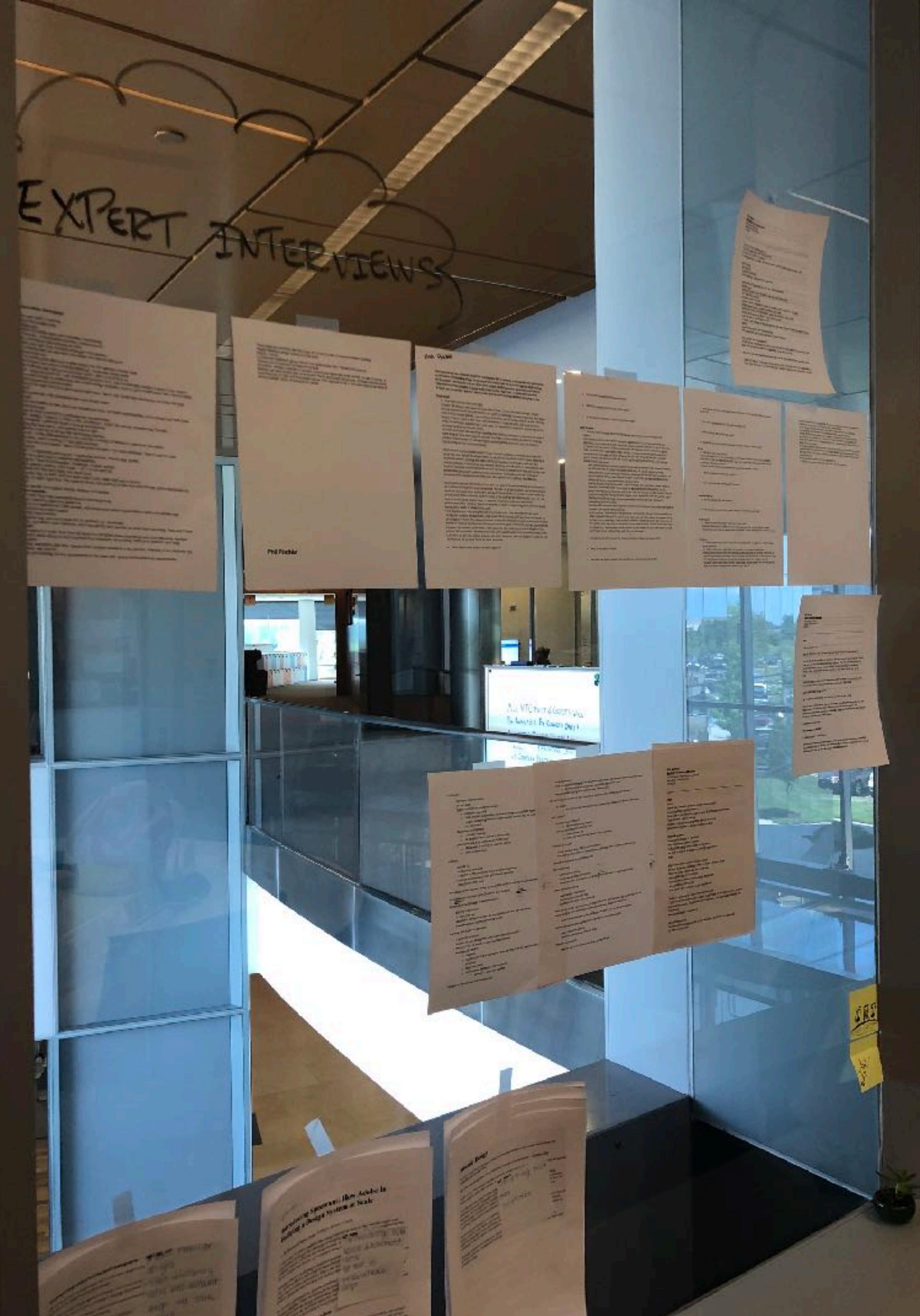
- What does the digital product building process look like?
- How do we accommodate builders with varying levels of expertise?



## Discovery

# Expert Interviews

I conducted several marketplace expert interviews to validate that there exists a gap in the digital product building process, and to determine pain points within that process.



## Discovery

# Expert Interviews

**Alex Voorhees to Social**  
June 29 at 4:23 PM ·

Have you ever wanted to create an app or website (or any digital product) at work, but just didn't know where to start? Have you ever been tasked with doing so?

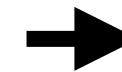
Well, now's your chance to get a say in what happens in GSK Platforms. Message me your biggest digital product building complaint. We'll let you know if you qualify for interviews, and shoot you a response!

**KW** **Kathy Wang – June 29 at 4:21 PM**

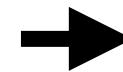
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**Like** **Reply** **Share** **Edit**

Aleksey Anisimov, Jeweleon Jones, Ehab Abdellatif, and Sherifat Akinwonmi like this  
Seen by 171



Name	Title	Email	Location	Contacted	Scheduled	Interviewed	Follow-up
Chance Bliss	Digital Innovation Product Manager (UK)	chance.bliss@gsk.com	Warren	✓	✓	✓	
Liam Degrossi	Director, Global Experience	liam.a.degrossi@gsk.com	GSK House	✓	✓	✓	I've been trying to build a web app since February. It's been a pain to find suggestions on what to do as a customer need has changed.
Phil Shattock	Product Owner	philip.a.shattock@gsk.com	Philadelphia, Navy Yard	✓	✓	✓	
Sari Heimonen	Medical Communications Manager	sari.a.heimonen@gsk.com	Finsland	✓	✓	✓	OneDevice competitor. Basically, we want to get rid of having to remember and sending them around by email. Our team would have worked on several digital products at GSK and I really want to implement.
Eric Gallardo	Latin America & Major Programmes Head	eric.e.gallardo@gsk.com	Jesuelpogus	✓	✓	✓	
La Cawley	Arch Head, Sales	liz.cawley@gsk.com	GSK House	✓	✓	✓	
Sara Henn	Territory Area Lead, Private Vehicles	sara.a.henn@gsk.com	Finsland	✓	✓	X	Same as Sari Heimonen
Reetu Sumanan	Global & Compliance Officer, Finland	reetu.sumanan@gsk.com	Finsland	✓	✓	X	Same as Sari Heimonen
Kathy Ho	Project Manager	kathy.y.woogpa.zms	GSK House	✓	✓	X	Want to know how to make a marketplace engagement app work
Nora Novakoff	Executive Head, Performance Lead	nora.e.novakoff@gsk.com	GSK House	✓	✓	X	
Anne Wys	Chief of Staff - Global HR Operations (Europe, MEA)	anne.e.wys@gsk.com	GSK House	✓	✓	X	
James Hartman	Scientific Director	james.m.hartman@gsk.com	User Promotions	✓	X	X	
Brian Flannery	Director of Client Experience, Pharma Tech	brian.e.flannery@gsk.com	GSK House	✓	✓		
Alice Baddeley	Director HR, Global CH People Strategy & Performance	alice.v.baddeley@gsk.com	GSK House	✓			



**Discussion Guide**

**Department**

- How long have you been with GSK?
- What department are you currently a part of?
- And what do you seek to accomplish everyday?
- What's the organizational structure of this group?
- Do you guys have a certain structure to your meetings?

**Digital Products**

- Have you used or heard of any of the GSK digital products that are currently out on the market?
- How do you use GSK connect? Are there any features that you wish were on it?
- What do you think of them?
- Are there any digital products that you think are particularly useful at GSK?
- Have you ever wanted to create a digital product for your group yourselves to help you do your job at GSK?
- If so, what was that process like? Who did you work with?
- What problems were you trying to solve?
- If given the opportunity are there any digital products that you'd like to create?

**Sharing**

- How do you share your projects?
- What motivates you to share your projects?
- How do you hear about other people's projects?

**Cross-Department**

- Do you work with other departments?
- Do you hand off work to other people? What is this hand-off process like?

**Design System**

- Do you use any style guides or guidelines in your work?

**Resources**

- Is there anyone else you think we should meet with?
- Are there any ongoing initiatives that you think we may find interesting?

To find marketplace experts, I posted on social media (Yammer and Workplace). I received 30 responses, and tracked all the interviews with a spreadsheet. During the interviews, I referred to the discussion guide that I had created.

# Expert Interviews



**Phil Pischke**

**Title:** Director, Self Service Solutions

**Location:** Philadelphia, Navy Yard



**Liz Cowley**

**Title:** Tech Head Sales

**Location:** GSK House



**Sivi Heinonen**

**Title:** Medical Governance Manager

**Location:** Espoo, Finland



**Chance Bliss**

**Title:** Digital Innovation Product Manager / UX

**Location:** Warren, NJ



**Liam Dagless**

**Title:** Director, User Experience

**Location:** GSK House



**Eric Gallardo**

**Title:** LATAM Digital & Major Programmes Head

**Location:** Jacarepagua, Brazil

# Themes

# Starting from Scratch

1

Several builders mentioned that when they start a project, they must develop from scratch. How might we help these builders develop standards so that they don't have to start from scratch every time?

# Community of Innovation



I also gathered that

- there exists an overall lack of awareness of innovations around the company,
- there is no universal outlet for the sharing of ideas, and
- builders prefer to perform user testing more quickly.

# Community of Innovation

“

There might be someone else  
doing this, but I have no idea.

”



Chance Bliss

Digital Innovation Product Manager / UX

# Sense of Ownership

3

Currently, builders carry out projects both through in-house capability, as well as via third-party vendors. However, several marketplace experts mentioned a lack of resources during projects, and a desire to move toward more in-house capability.

# Summary

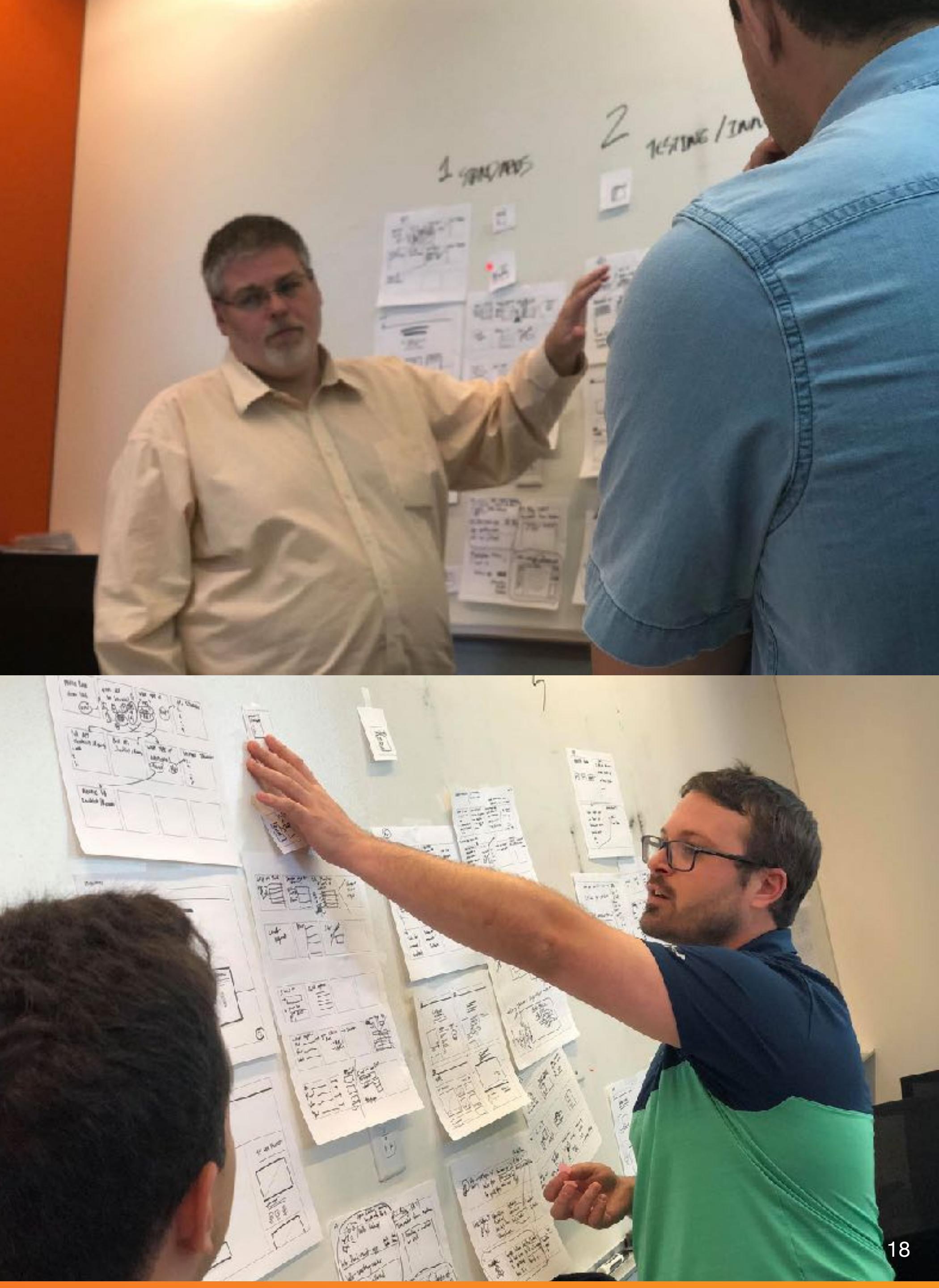
- 1 Starting from Scratch:** How might we help these builders develop standards so that they don't have to start from scratch every time?
- 2 Community of Innovation:** How might we build a community of innovation and creativity?
- 3 Sense of Ownership:** How might we give builders a greater sense of ownership over their products?



# Ideation

# Workshop

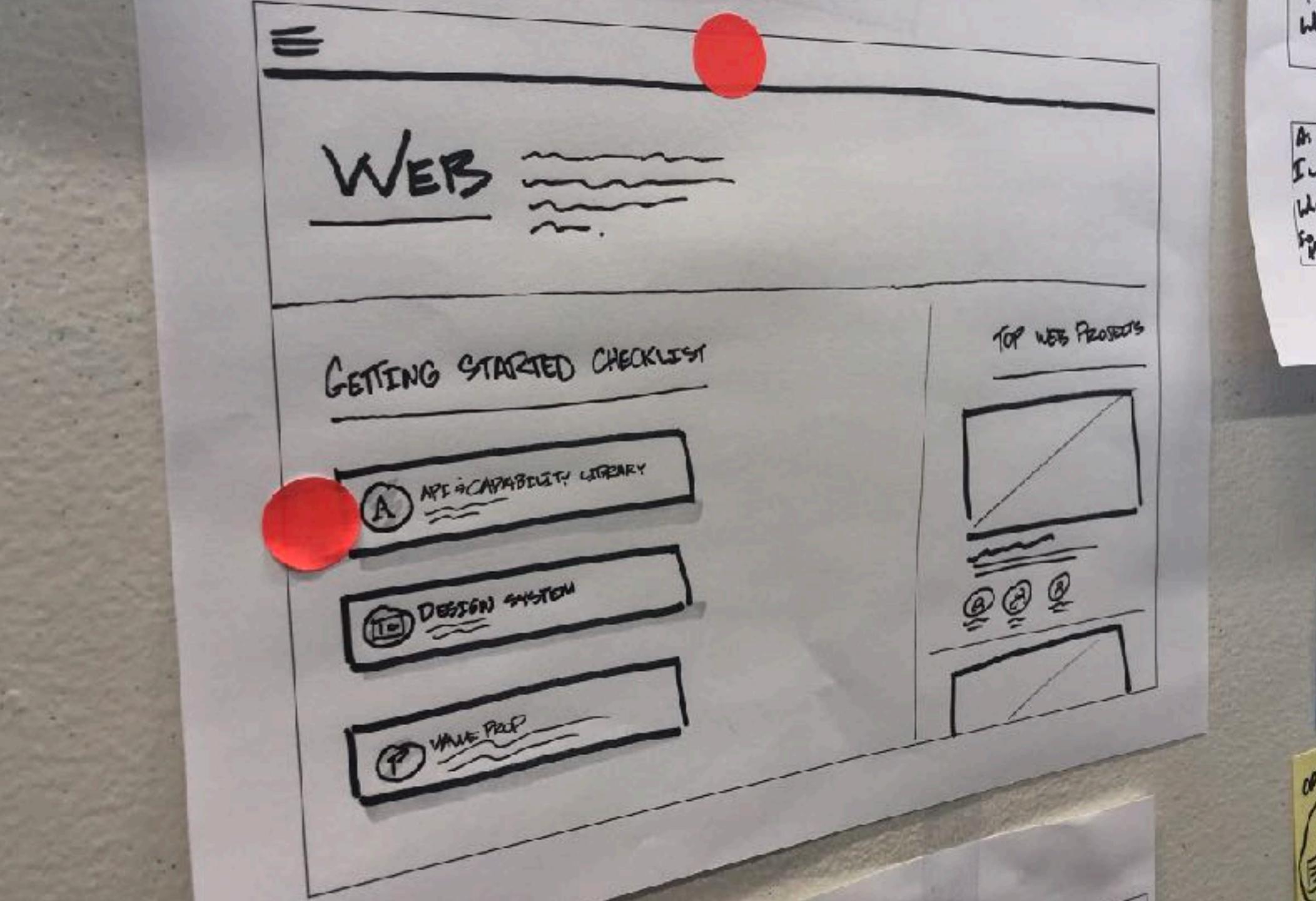
Upon translating the themes into HMW problem statements, I gathered a group of both designers and non-designers (to encourage diversity in perspective) to brainstorm solution spaces with me.



## Ideation

# Sketches

We expressed our ideas via sketches, and presented them to each other. Each person got to vote for their two favorite ideas.



# MARKETPLACE

Build digital products quickly.

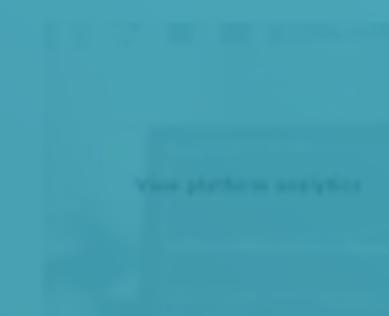
## OUR MISSION

Our mission: We have over 1000 employees here, great, innovative ideas. And with the right resources and capabilities, we want to enable you to build more apps, websites, or whatever digital product it may be. This marketplace brings a community of innovators, and provides a set of standards and guidelines across the board. Think thinking, start building.

## WHO IS THIS FOR

Developers	Designers	Product Managers
Accessories and solutions for building and prototyping.	Accessories and guidelines for building and prototyping.	Accessories and resources for building and prototyping.
The best place for trying design and engineering out loud.	Components used to fit together and build the largest design system.	Components used to fit together and build the largest design system.

## WHAT YOU CAN DO WITH IT

OUR TEAM				
 Alex Johnson Software Engineer <small>alex.johnson@company.com</small>	 Mia Johnson Software Engineer	 Parker Wang Software Engineer	 Oliver Maye Software Dev	 Daniel Moore Software Dev
 Alex Johnson Software Engineer	 Mia Johnson Software Engineer	 Parker Wang Software Engineer	 Oliver Maye Software Dev	 Daniel Moore Software Dev

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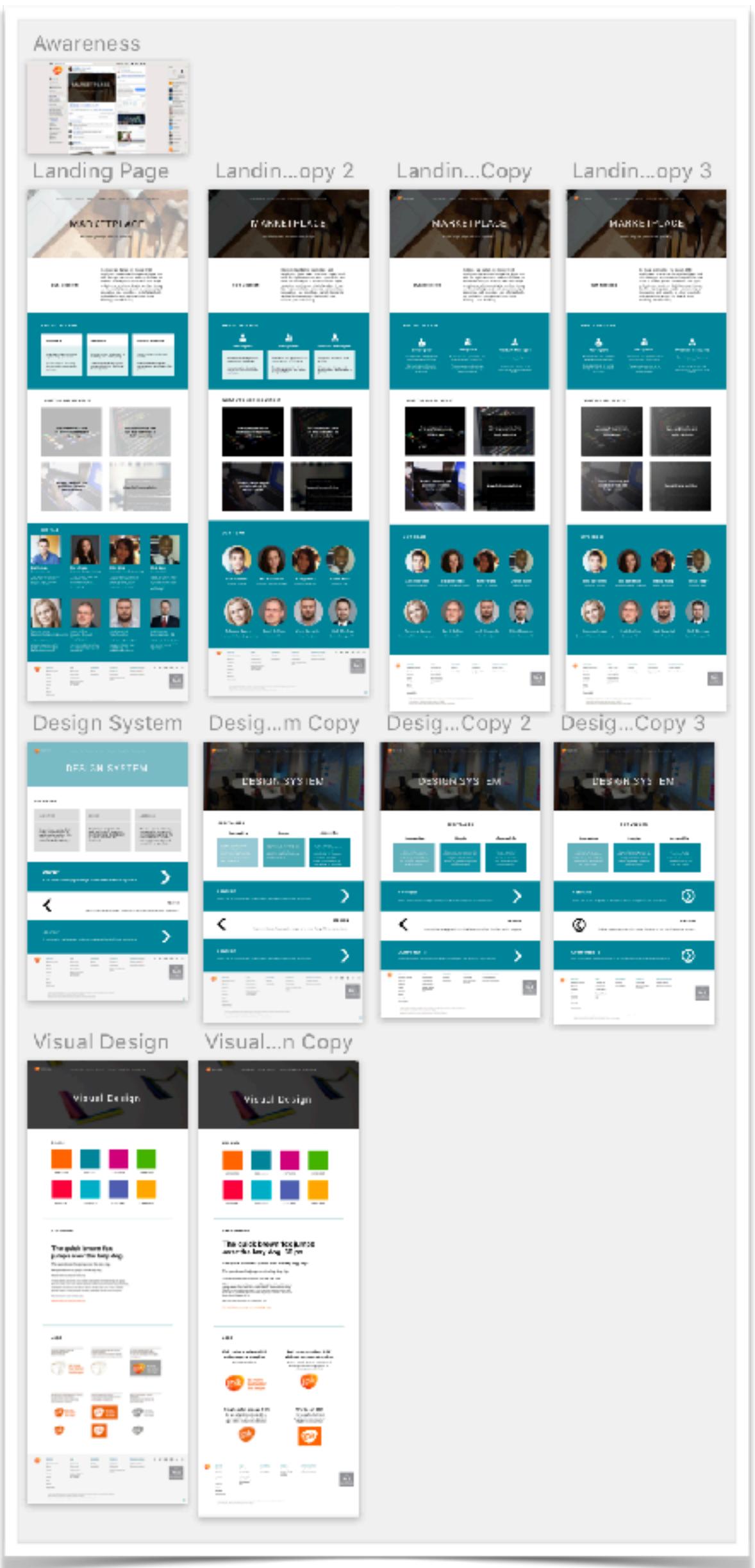
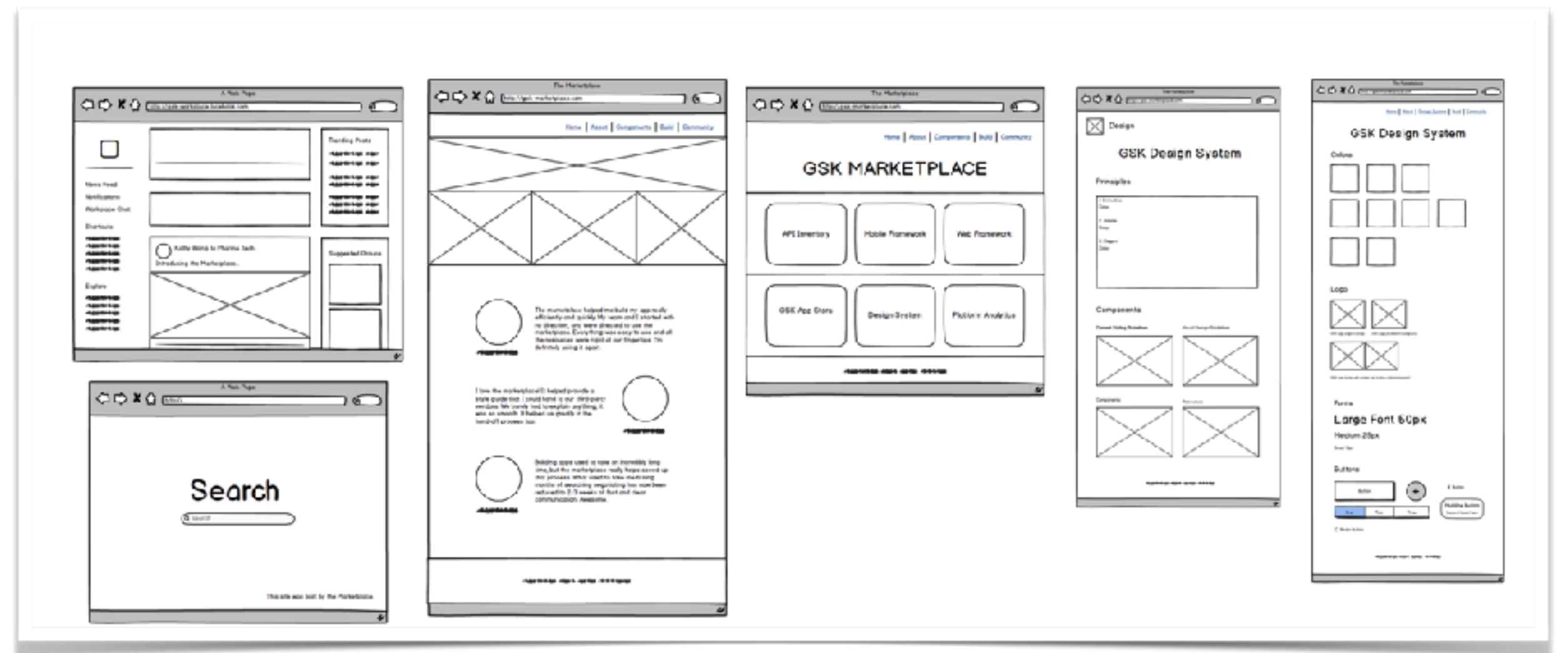
	
	

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 Alex Johnson Software Engineer	 Mia Johnson Software Engineer	 Parker Wang Software Engineer	 Oliver Maye Software Dev	 Daniel Moore Software Dev

# Prototyping

# Prototyping Final

I used Balsamiq to wireframe, and Sketch to create my final prototype.





Kathy Wang

- News Feed
- Notifications
- Workplace Chat

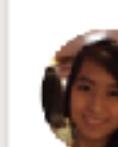
#### Shortcuts

Navy Yard Interns & Co...

- Pets @ GSK 3
- GA&D Tech Team 3
- GSK Global News 13
- Chat to Kat 20+
- Workplace Help @GSK 20+
- Mac Users @ GSK 2
- Chat with Platforms 9
- Future Leaders Podcast...
- EMBRACE ERG 2
- [See More...](#)

#### Explore

- Groups 1
- Create Group
- People Directory
- Org Chart
- Saved
- Events
- Follow Coworkers



Kathy Wang shared a post.  
August 6 at 10:05 AM

Introducing to you...the Marketplace! <https://gsk-marketplace.com>

# MARKETPLACE

Build digital products quickly.

370 Views

Alex Voorhees is with Kathy Wang and 2 others.

August 6 at 9:42 AM

It's been released. Marketplace is L I V E !!! <https://gsk-marketplace.com>

39

9 Comments Seen by 278



Like



Comment

[View 7 more comments](#)



Jack Karavich Well done Kathy, Alex, and team. What a truly exciting time to be at GSK.

Like · Reply · 6h



Nick Sheehan Awesome, this is a huge first step!

Like · Reply · 56m



Write a comment...



Kamal Shah

Yesterday at 4:51 AM

Probably the best go-live gig I have seen to date! Congratulations Zebulon. Site and Core teams did it!!!

#### RECENT GROUP FILES

July stats.pptx Chris Pugsley updated 4 hours ago

Windows 10 paused communication.docx Praveen Sabba updated last Thursday

[See More](#)

#### CREATE NEW GROUPS

Groups make it easy to share with coworkers about specific projects and topics.

[Create Group](#)

#### RECENT GROUP PHOTOS

[See All](#)



#### SUGGESTED GROUPS

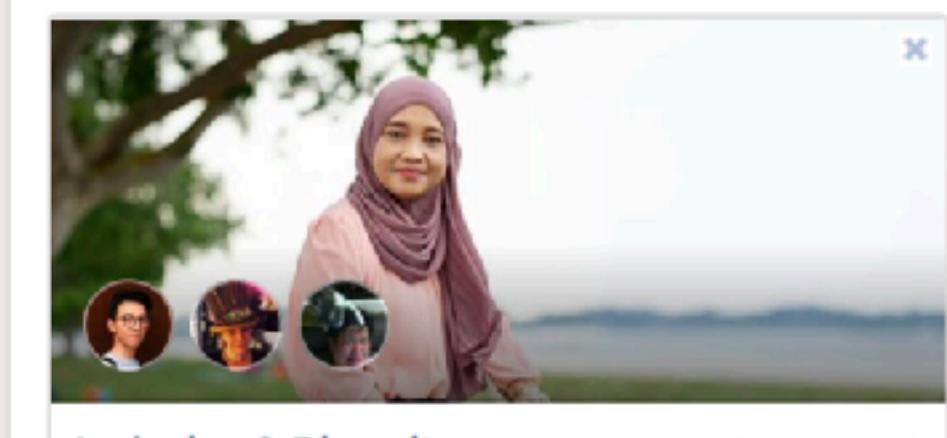
[See All](#)



Global Finance

1,705 members

[+ Join](#)



Inclusion & Diversity

657 members

[+ Join](#)

#### BOTS



Sir Vey



Workplace Data Extract

#### YOUR TOP GROUPS

- Navy Yard Interns & Co... 1 new post
- Pets @ GSK 1 new post
- GA&D Tech Team
- GSK Global News 4 new posts
- Chat to Kat 11 new posts
- Workplace Help @GSK 20+ new posts

#### GROUP CONVERSATIONS

- Rebecca, Scott, Nick...
- Marketplace Workstr... Rebecca, Jack, Brian, 11...

#### CONTACTS

- Alex Voorhees
- Vivian Li
- J Justin Ehret
- Odean Maye
- Robert Dudas
- James Nugent
- Dave Brown
- N Nick Sheehan
- S Suilong Luo

Landing Page Exploration 1

MARKPLACE  
Build digital products quickly.

**OUR MISSION**  
Do more, feel better, live longer. GSK explores how to build innovative ideas. And with the right resources and capabilities, we want to enable you to build their own apps, websites, and digital products. That's why we've created a free, open-source marketplace, and provides a set of standards and guidelines across the board. Stop thinking. Start building.

**WHO IS THIS FOR**

Developers	Designers	Product Managers
Accessibility and platform engineering guidelines	Prototypes and guidelines for web-based user interface design	Design system and standards for the larger design system
Documentation for building components	Designs and guidelines for building components	Designs and guidelines for corporate design systems

**WHAT YOU CAN DO WITH IT**

- Use components from the mobile framework to build an app
- Use components from the web framework to build a website
- Access standards and guidelines from the design system
- View platform analytics

**OUR TEAM**

Profile Picture	Name	Title	Description
	John Smith	Product Design	Product designer who loves the look & feel of clean UI/UX.
	Sarah Johnson	Frontend Design	Frontend designer who loves the look & feel of clean UI/UX.
	Mike Williams	Backend Dev	Backend developer who loves the look & feel of clean UI/UX.
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**Footer**  
GSK  
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Press  
Events  
Media  
Resources  
Community  
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Landing Page Exploration 2

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Landing Page Exploration 3

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Landing Page Exploration 4

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Log in

## Design System Exploration 1

The page features a large orange header bar with the GSK logo and navigation links: DESIGN, Framework, Design System, Patterns, Analytics, Community. Below the header, the word "DESIGN SYSTEM" is prominently displayed in white. A section titled "OUR VALUES" contains three cards: INNOVATIVE, SIMPLE, and ACCESSIBLE. Each card has a sub-section with a short description and a larger text area below it. A teal footer bar at the bottom contains sections for "CONTENT" and "DESIGN", each with a "Learn how to use language to design for a more thoughtful user experience." button and a large directional arrow.

## Design System Exploration 2

This page follows a similar structure to the first, with a large orange header and a central "DESIGN SYSTEM" title. The "OUR VALUES" section is updated to include more detailed descriptions for each category. The "CONTENT" and "DESIGN" sections at the bottom are identical to the first exploration.

## Design System Exploration 3

The layout remains consistent. The "OUR VALUES" section is further refined with additional text. The "CONTENT" and "DESIGN" sections at the bottom are identical to the previous explorations.

## Design System Exploration 4

The final iteration of the design system exploration. The "OUR VALUES" section is now fully developed with comprehensive descriptions for each value. The "CONTENT" and "DESIGN" sections at the bottom are identical to the previous explorations.

**Visual Design Exploration 1**

DESIGN Framework Design System Stationery Guidelines

# Visual Design

COLORS

#F99E0F	#2A8698	#BF0078	#86B82E
#E61F41	#00ADCE	#6B8AC0	#FF8A00

TYPGRAPHY

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.  
This is where you write your overall description of how things are going.  
Bacon turkey corn ham chuck brisket. Buttock bacon turkey tongue brisket,  
kielbasa bacon short rib pork. Bacon corn ham shank tri-tip.  
Buttock bacon turkey tongue brisket, kielbasa navel bacon loin pork.  
The quick brown fox jumps over the lazy dog.  
The quick brown fox jumps over the lazy dog.

LOGO

Full colour gradient GSK logo with purpose strapline Recommended use	Full colour gradient GSK logo without purpose strapline The words of name and entire strapline products are white color limited	Full colour gradient GSK logo with white purpose strapline For use when orange spectra not applicable or background
Single colour orange GSK logo For use when it is not possible to reproduce the full color gradient logo due to product or limitations	White out GSK logo For use when full color gradient logo is not possible due to background	Single colour black + printing For use when it is not possible to reproduce the full color gradient logo due to background

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**Visual Design Exploration 2**

DESIGN Framework Design System Stationery Guidelines

# Visual Design

COLORS

#F99E0F	#2A8698	#BF0078	#86B82E
#E61F41	#00ADCE	#6B8AC0	#FF8A00

TYPGRAPHY

The quick brown fox jumps over the lazy dog. 36 px

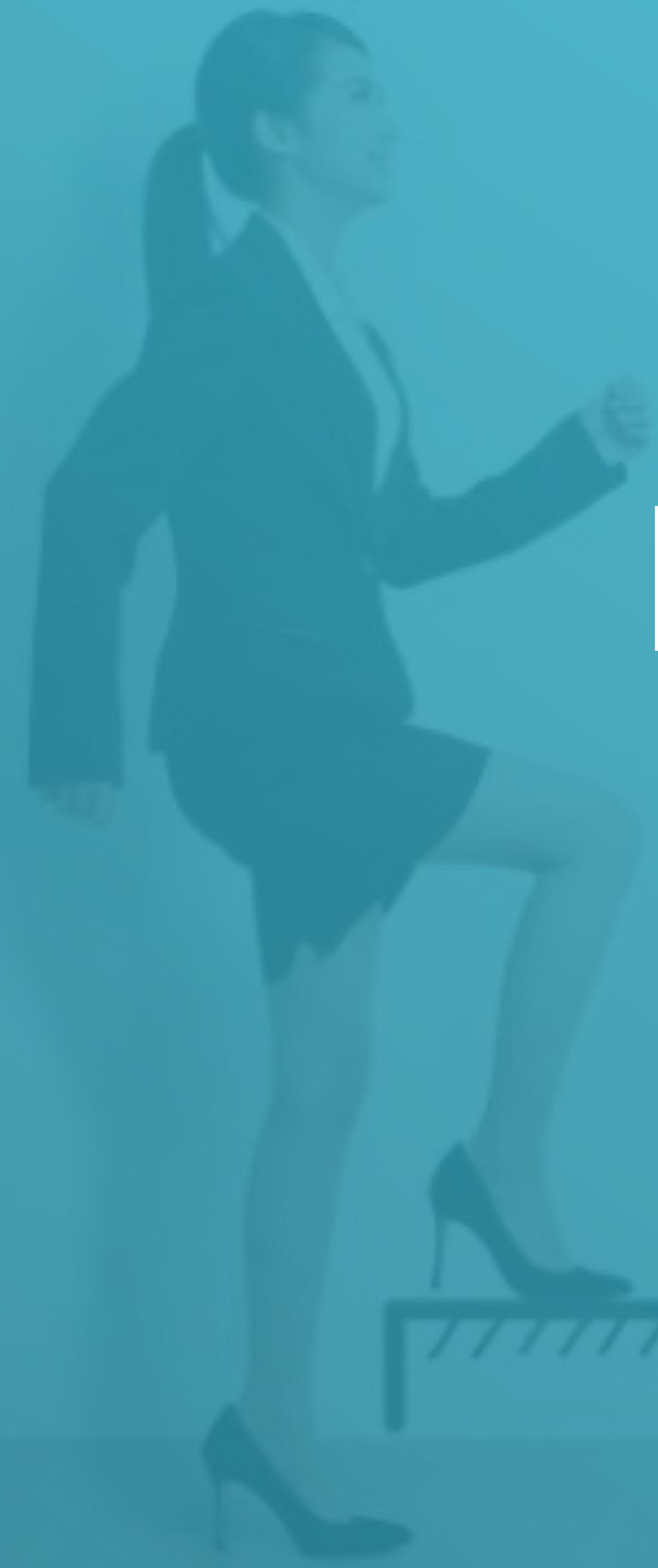
The quick brown fox jumps over the lazy dog. 18px  
The quick brown fox jumps over the lazy dog. 14px  
The quick brown fox jumps over the lazy dog. 12px  
The quick brown fox jumps over the lazy dog. 10px  
The quick brown fox jumps over the lazy dog. 8px

LOGO

Full color gradient GSK with purpose strapline Recommended use	Full color gradient GSK without purpose strapline For use when it is not possible to reproduce the full color gradient logo due to product or limitations
Single color orange GSK For use when it is not possible to reproduce the full color gradient logo due to product or limitations	White out GSK For use when full color gradient logo is not possible due to background

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# Next Steps



Next Steps

## Future

The marketplace project will continue in the hands of the Platforms team. GSK will be working with the company Designit in the coming months.



The background image shows a modern office building's atrium. It features multiple levels connected by curved wooden stairs with glass railings. The walls are made of light-colored wood paneling. Several people are visible walking through the space. On the right side, there's a large cylindrical pillar and a glass-enclosed area. An "EXIT" sign is visible on the far right wall.

**Thank You!**