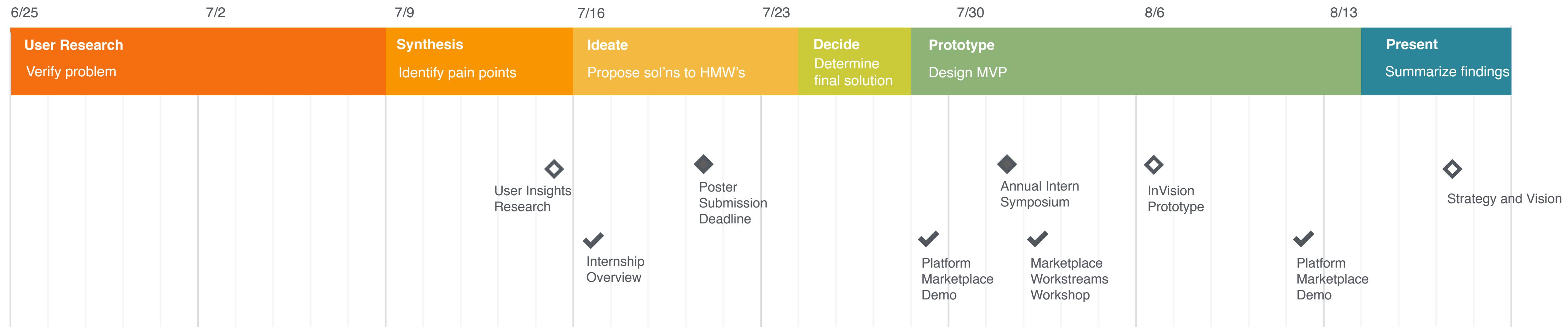


GSK Marketplace Case Study

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

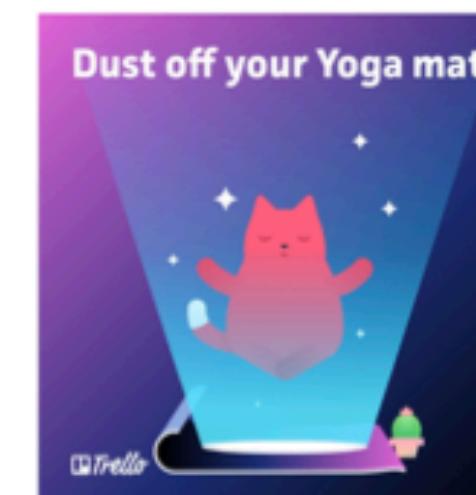
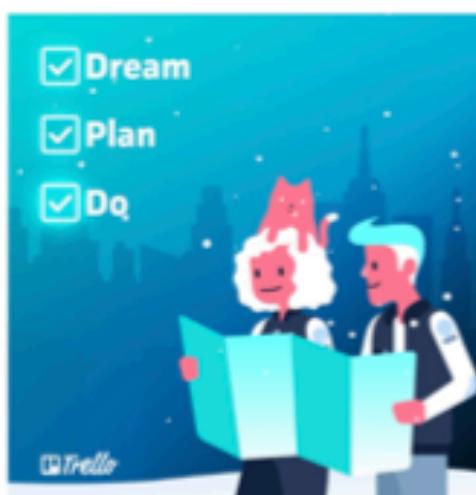
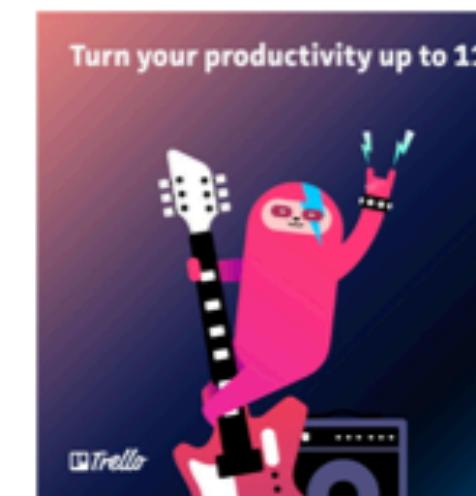
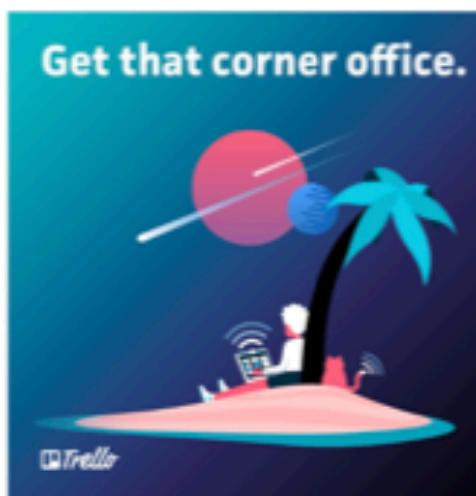
I looked at previous design systems (i.e. Adobe, Airbnb, Trello, etc.) to understand how other companies implemented design principles and components.



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.

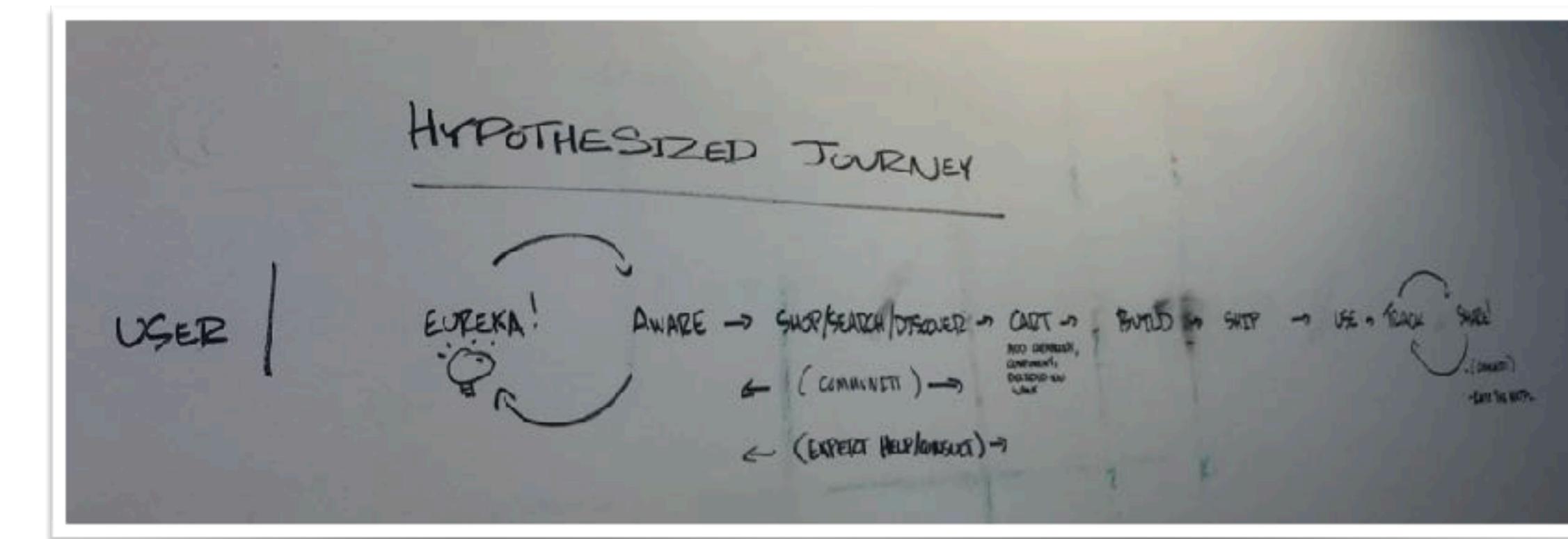


Discovery

Analogous Experience

Things to think about:

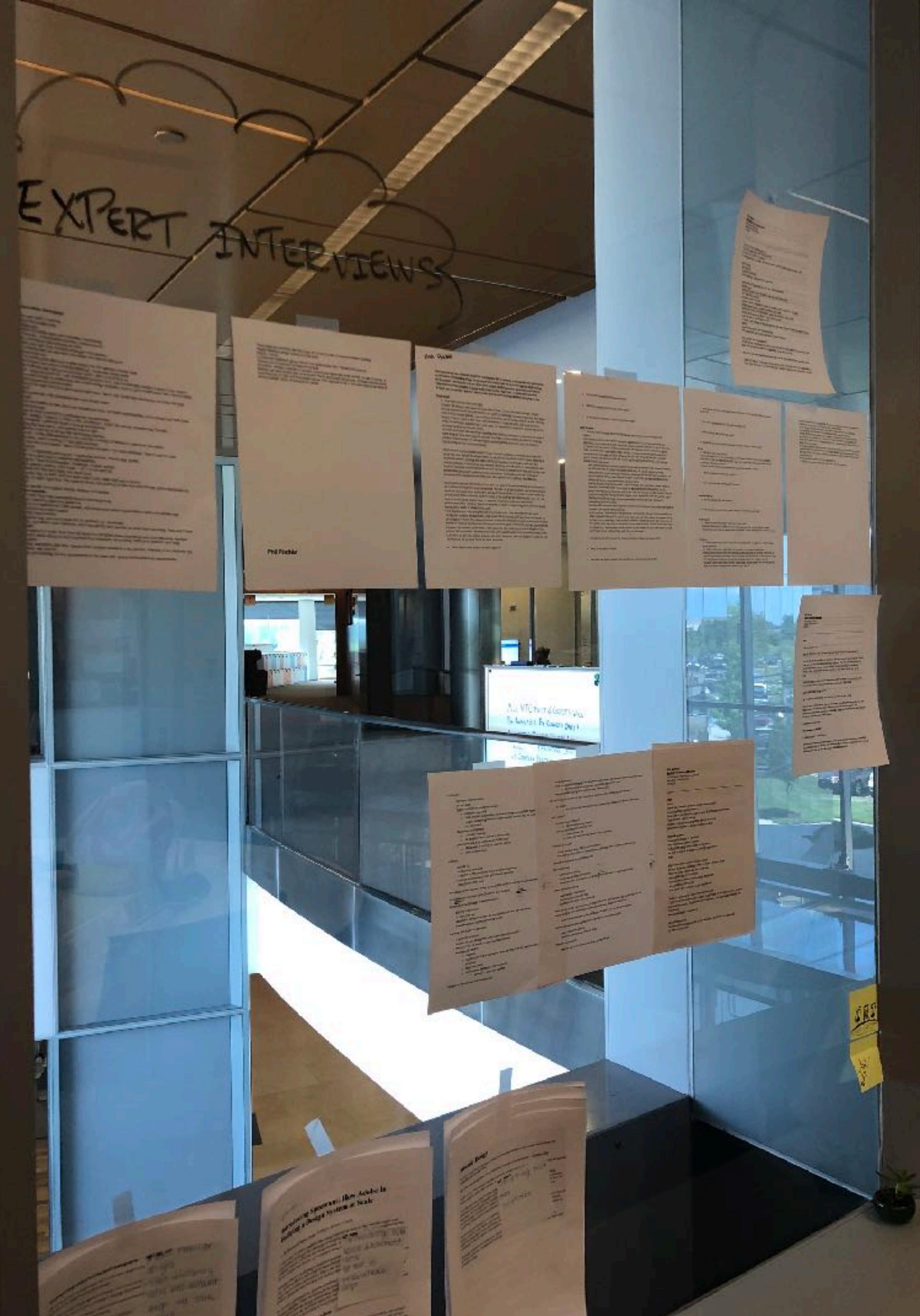
- What does the digital product building process look like?
- How do we accommodate builders with varying levels of expertise?



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?

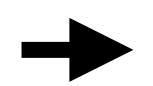
Well, now's your chance to get a say in what happens in GSK Platforms. Message me your biggest digital product building complaint. We'll let you know if you qualify for interviews, and shoot you a response!

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

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

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
Christie Bliss	Digital Innovation Product Manager (UK)	christie.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 and suggestions on what to do as a customer need has been
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 print off 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	Ethics & 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 Norrell	Executive Head, Performance Lead	nora.e.norrell@gsk.com	GSK House	✓	✓	X	
Anne Wys	Chief of Staff - Global HR Operations (Europe, MEA)	anne.k.wys@gsk.com	GSK House	✓	✓	X	
James Hartman	Scientific Director	james.m.hartman@gsk.com	User Promotions	✓	X	X	
Brian Flentress	Director of Client Experience, Pharma Tech	brian.e.flentress@gsk.com	GSK House	✓	✓		
Alice Badalucco	Director HR, Global CH People Strategy & Performance	alice.v.badalucco@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

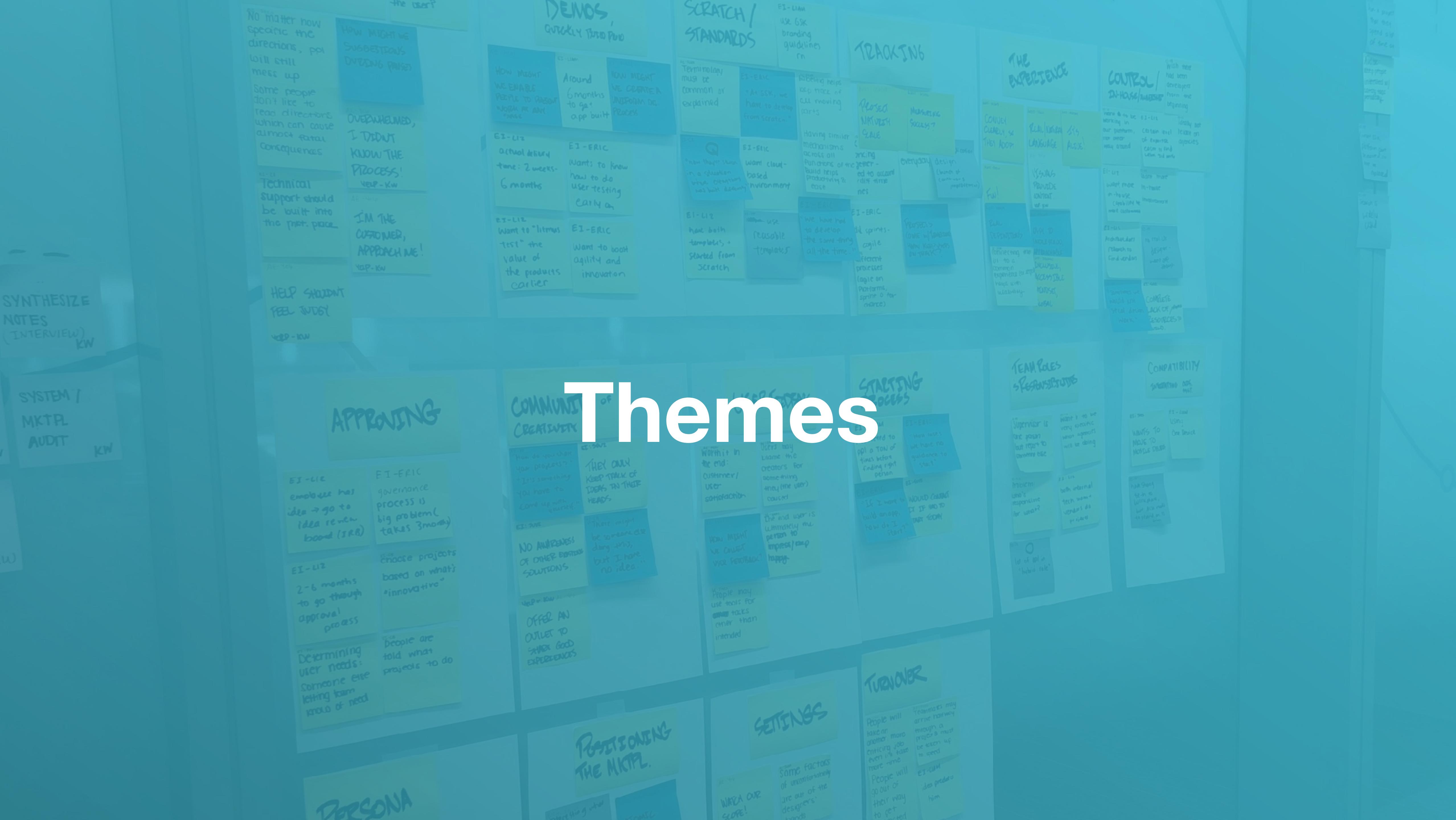


Eric Gallardo

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

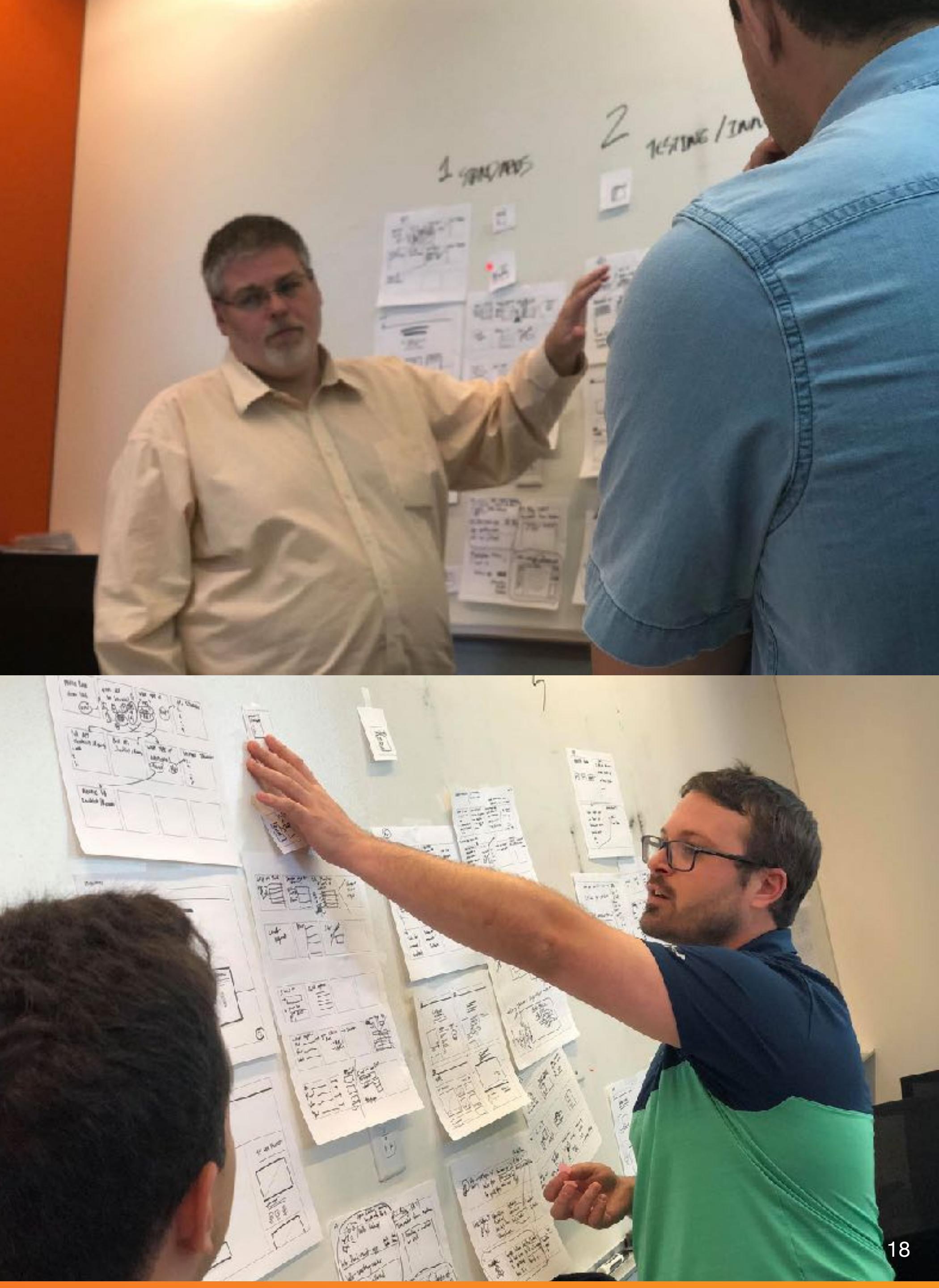
- 1 Starting from Scratch:** How might we help these builders develop standards so that they don't have to start from scratch every time?
- 2 Community of Innovation:** How might we build a community of innovation and creativity?
- 3 Sense of Ownership:** How might we give builders a greater sense of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

A photograph of a workshop or ideation session. In the foreground, a man in a dark polo shirt is seated at a table covered with papers, looking down. Behind him, another man in a light green polo shirt stands, gesturing with his hands as if speaking. To the right, two more men are seated at a table, looking towards the camera. The background is filled with large whiteboards and bulletin boards covered in various notes, diagrams, and charts, creating a busy and creative atmosphere.

Ideation

Workshop

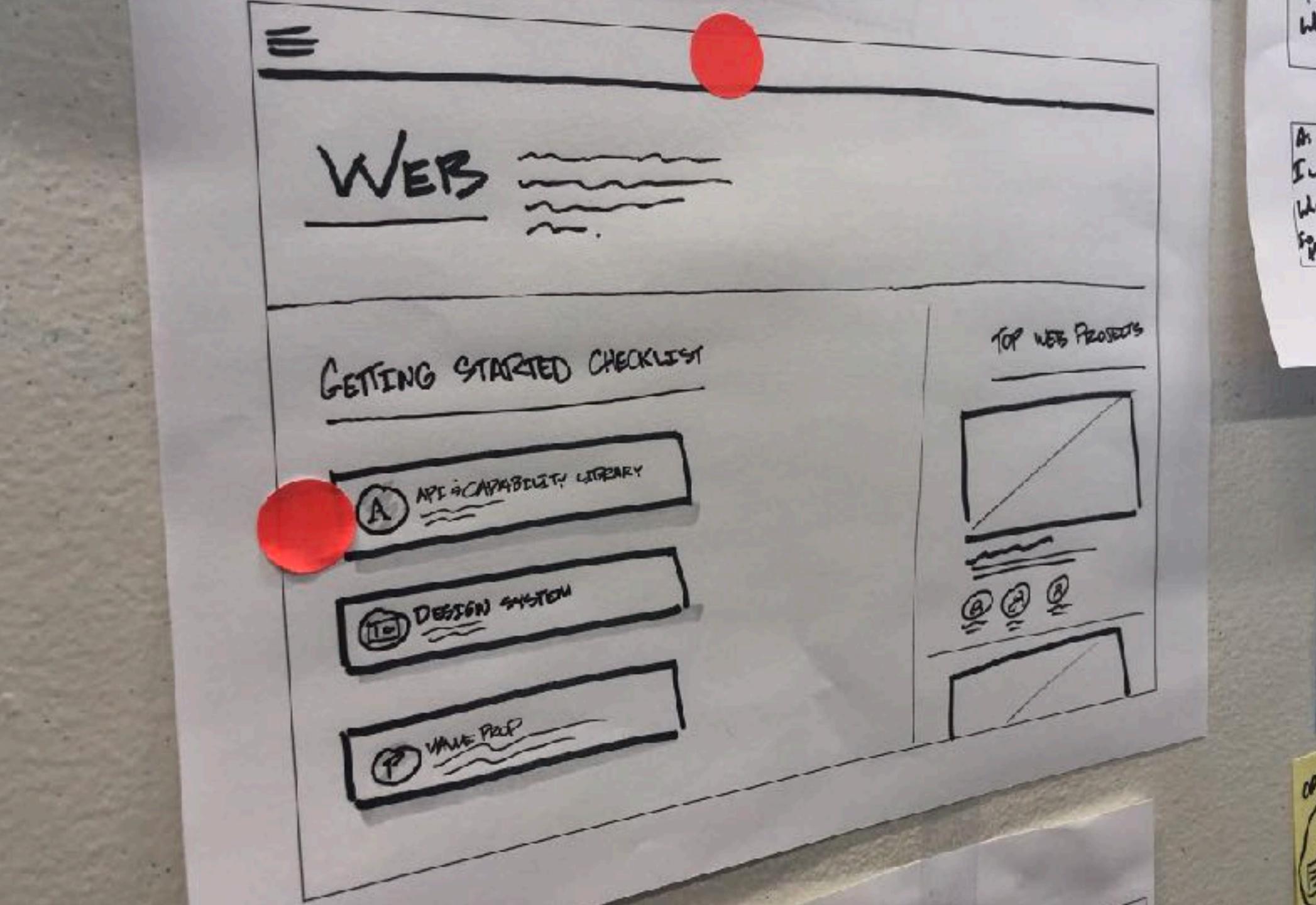
Upon translating the themes into HMW problem statements, I gathered a group of both designers and non-designers (to encourage diversity in perspective) to brainstorm solution spaces with me.



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 <small>mia.johnson@company.com</small>	 Parker Wang Software Engineer <small>parker.wang@company.com</small>	 Oliver Maye Software Engineer <small>oliver.maye@company.com</small>
 Anna Smith Software Engineer <small>anna.smith@company.com</small>	 Ben Smith Software Engineer <small>ben.smith@company.com</small>	 Charlie Smith Software Engineer <small>charlie.smith@company.com</small>	 David Smith Software Engineer <small>david.smith@company.com</small>

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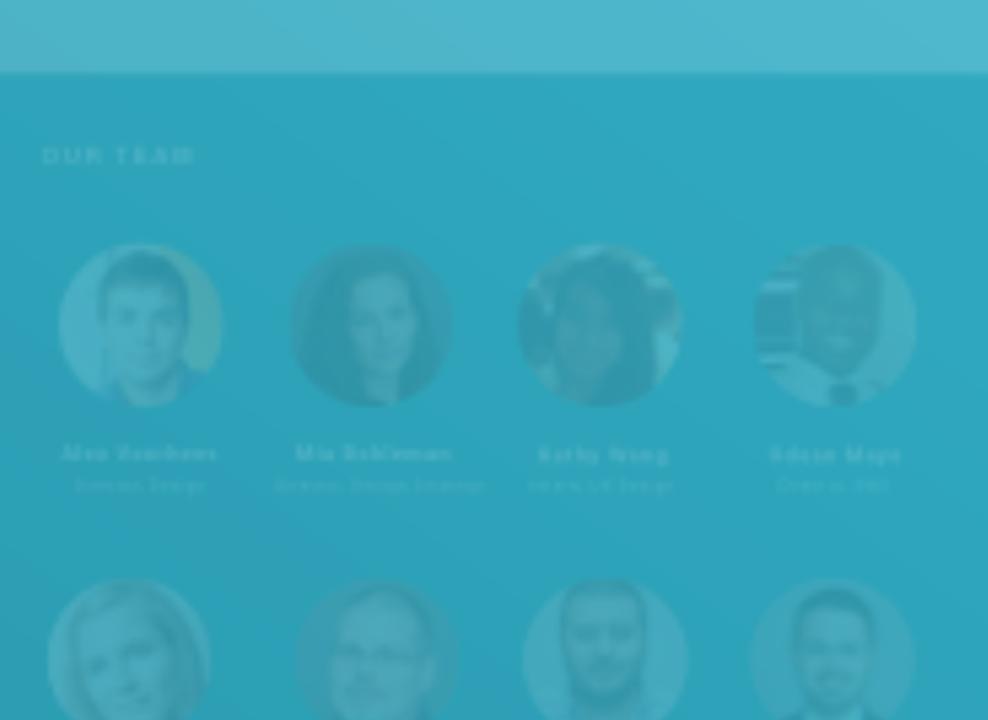
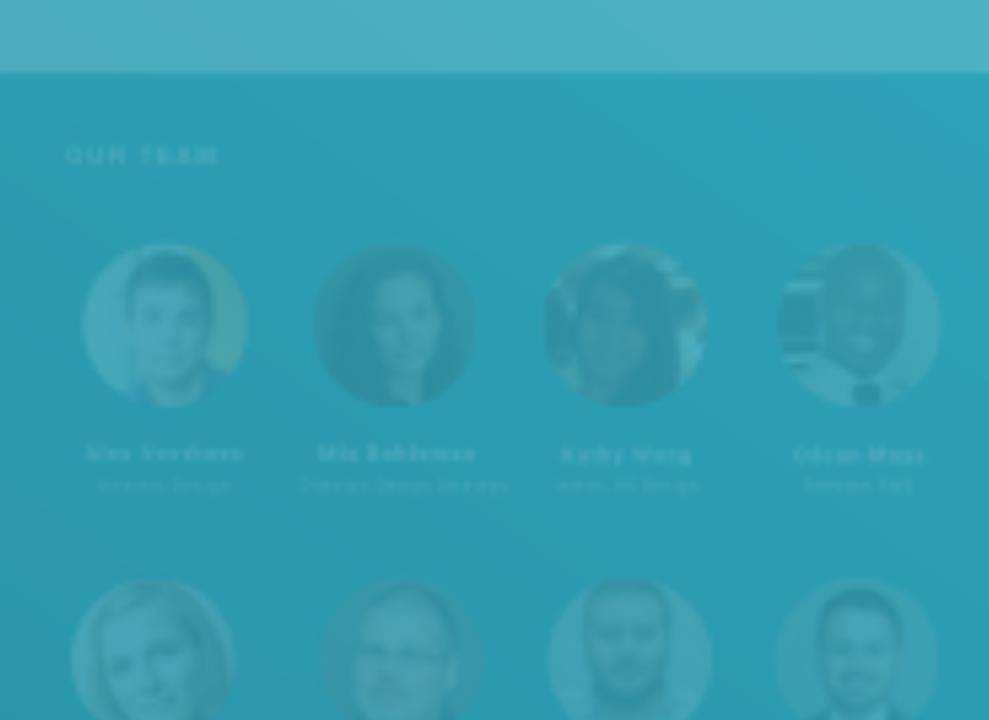
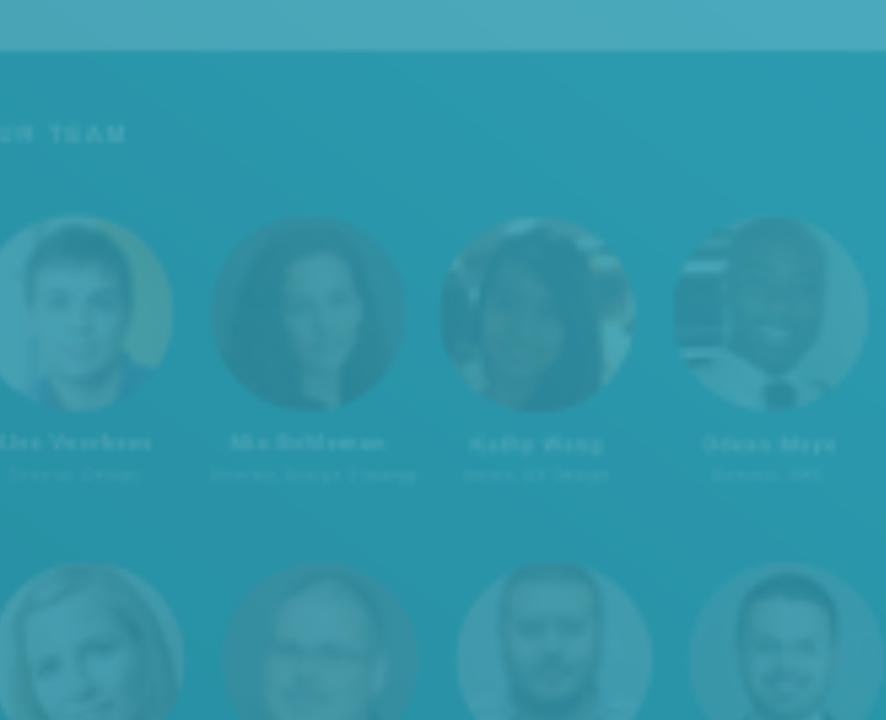
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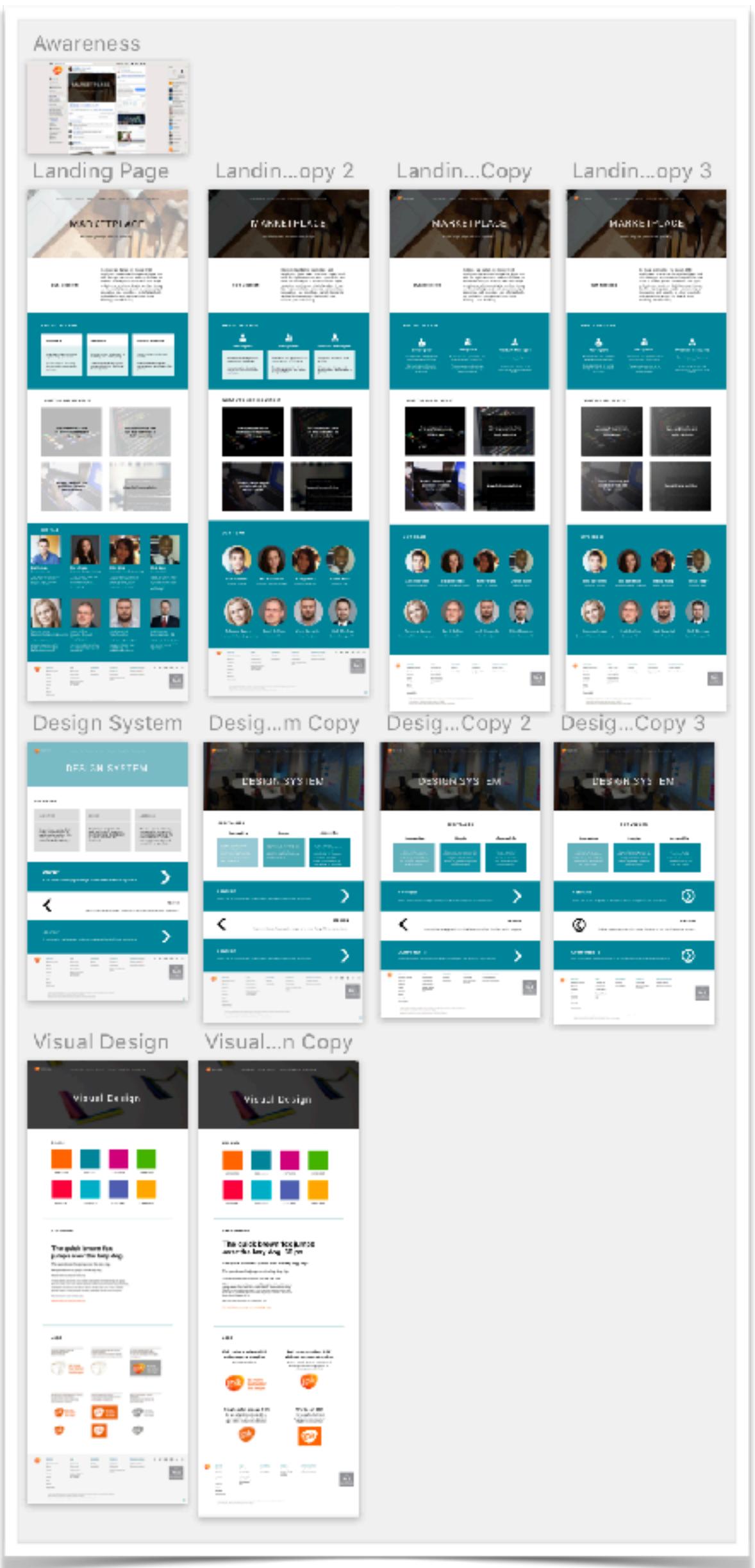
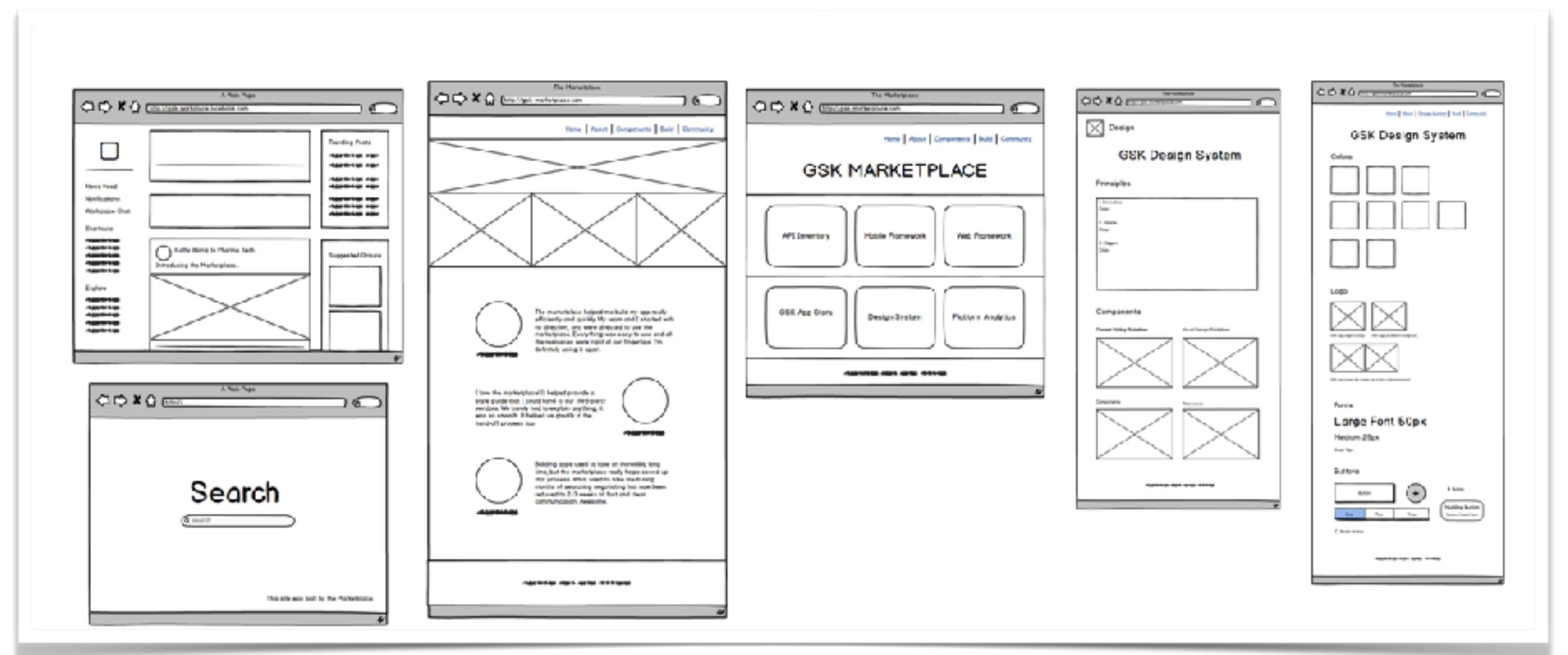
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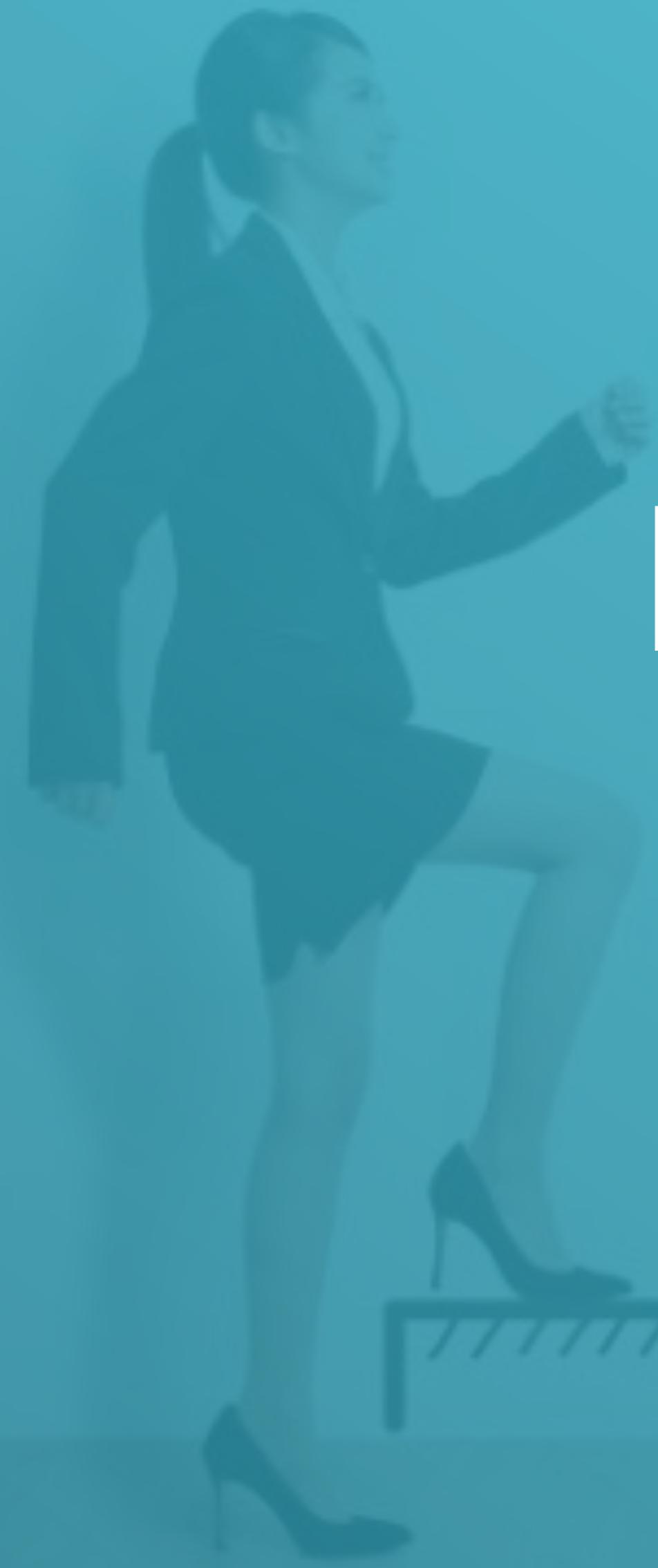


Prototyping Final

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



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!