

GSK Marketplace Case Study

Kathy Wang



The Marketplace

Overview

The Platform Engineering team will create a marketplace experience that supports discovery and lifecycle management of enterprise capabilities, reusable components, and documentation to empower all “digital builders” across the company to innovate more freely and quickly, while staying connected. These capabilities will set standards for what it means to create internal and external digital products, while also raising awareness of ongoing efforts across our global footprint.

But wait, how do we know?

API Inventory

Mobile Framework

Web Framework

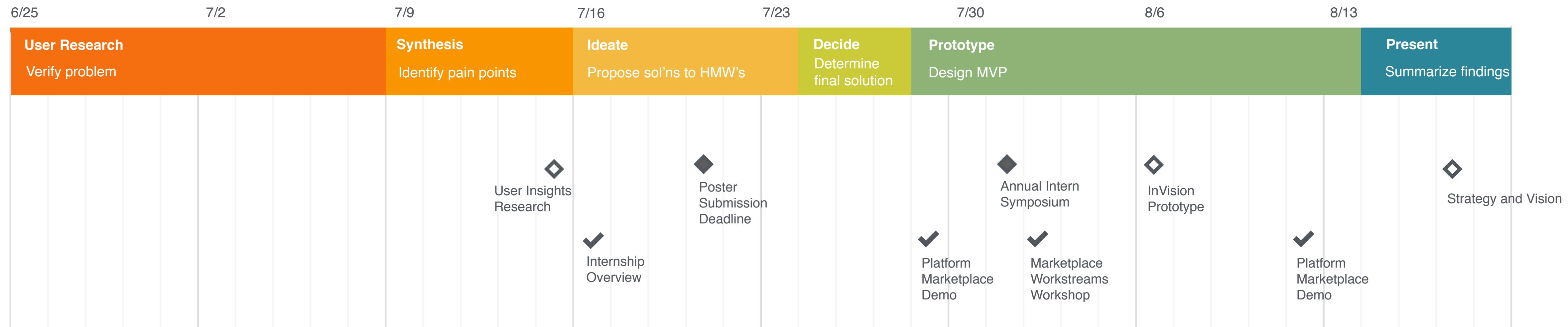
GSK App Store

Design System

Platform Analytics

Community

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

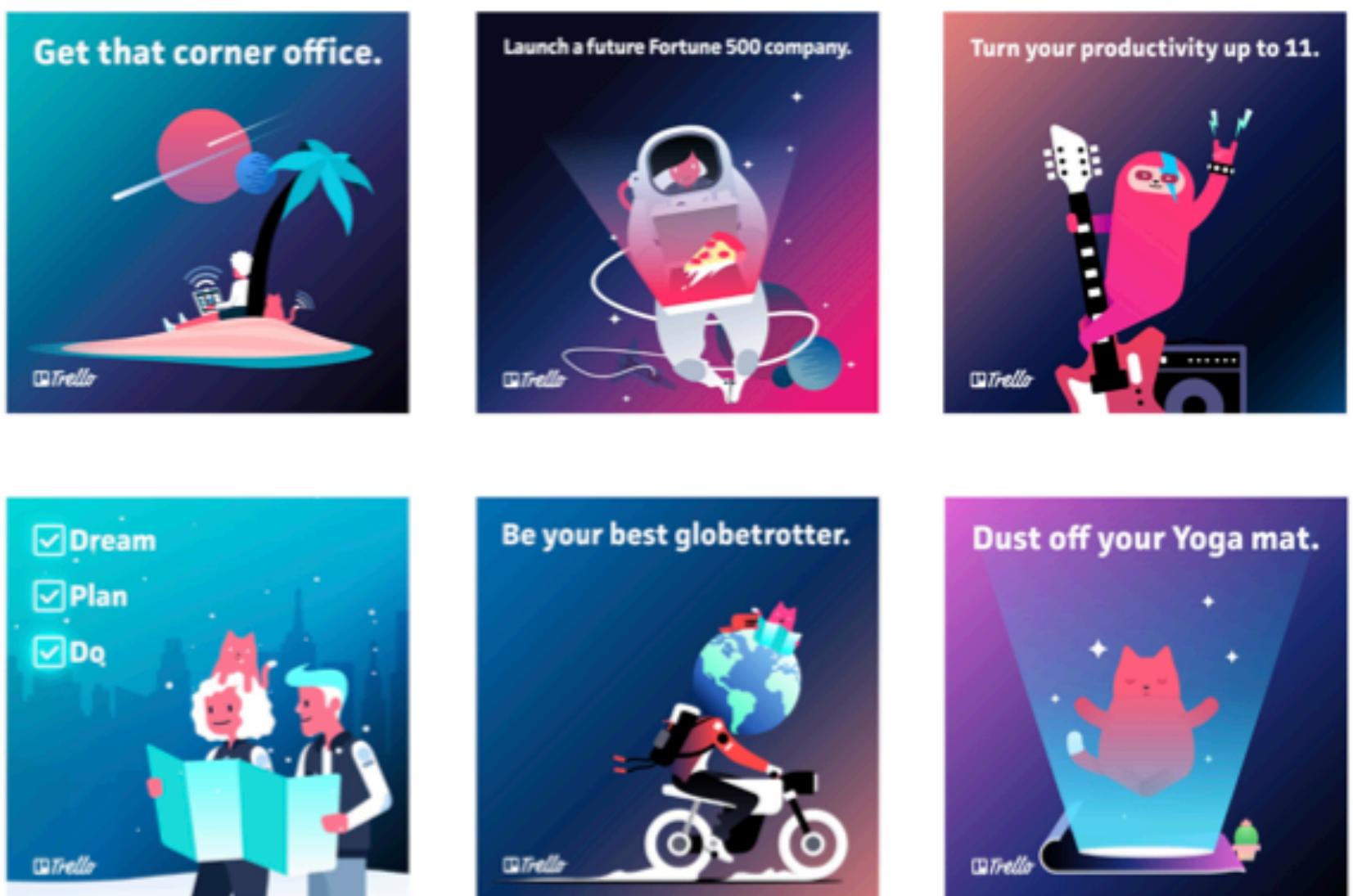
I looked at previous design systems (i.e. Adobe, Airbnb, Trello, etc.) to understand how other companies implemented design principles and components.



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.

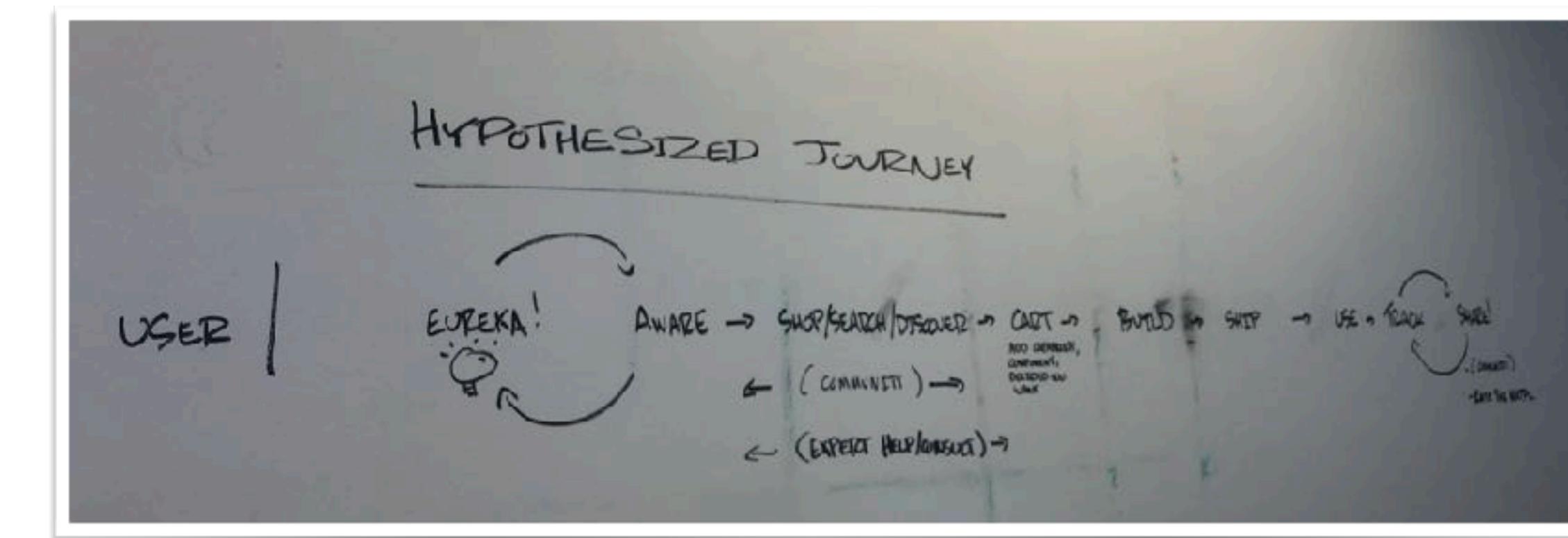


Discovery

Analogous Experience

Things to think about:

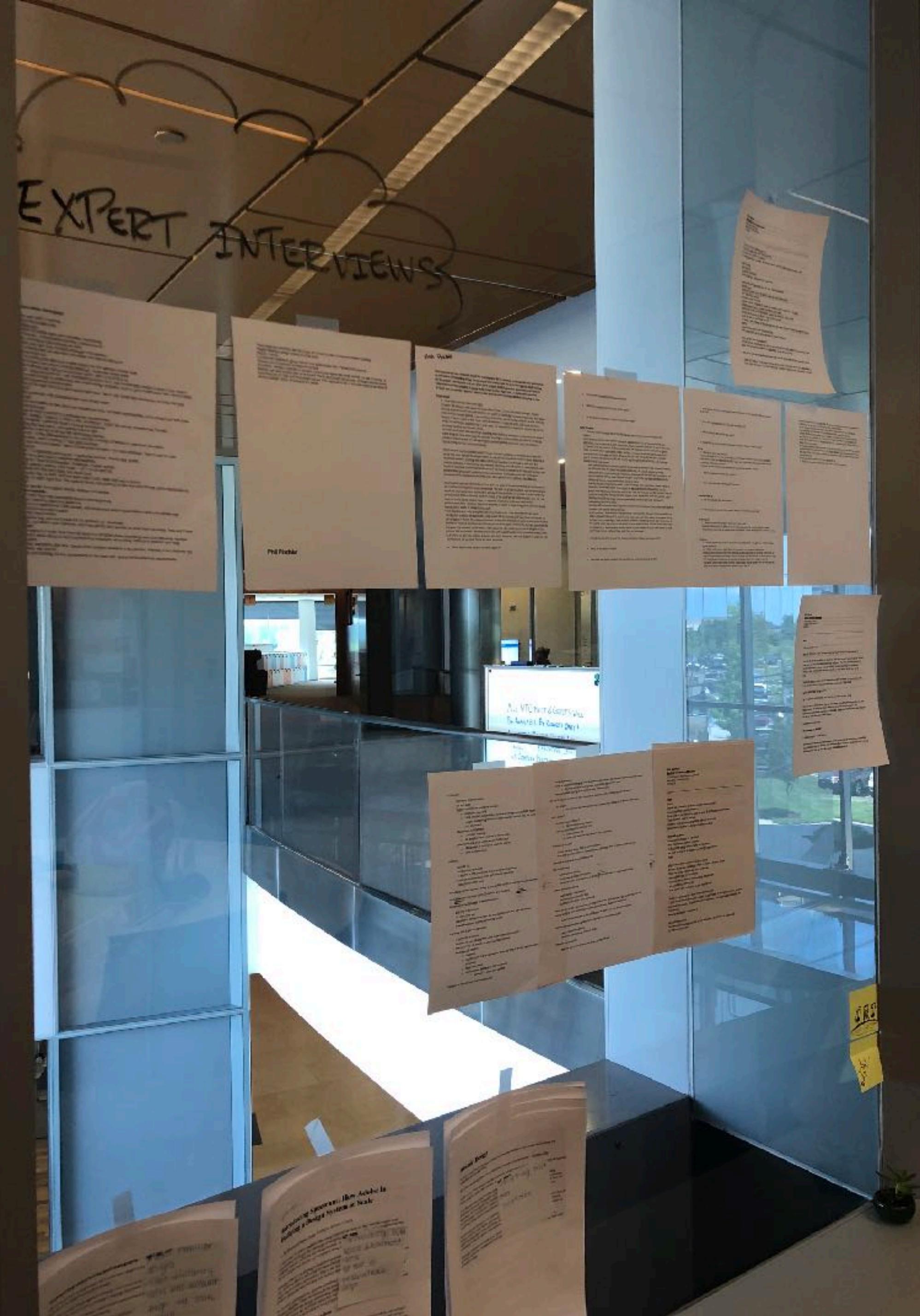
- What does the digital product building process look like?
- How do we accommodate builders with varying levels of expertise?



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?

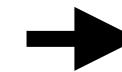
Well, now's your chance to get a say in what happens in GSK Platforms. Message me your biggest digital product building complaint. We'll let you know if you qualify for interviews, and shoot you a response!

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

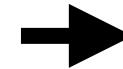
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Like **Reply** **Share** **Edit**

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 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	Global & Compliance Officer, Finland	reetu.sumanan@gsk.com	Finland	✓	✓	X	Same as Sari Heimonen
Kathy Ho	Project Manager	kathy.y.woongpa.zhou	GSK House	✓	✓	X	Want to know how to make a marketplace engagement app work
Nora Novakoff	Enterprise HR Performance Lead	nora.e.novakoff@gsk.com	GSK House	✓	✓	X	
Anne Wyo	Chief of Staff - Global HR Operations (Europe, MEA)	anne.wyo@gsk.com	GSK House	✓	X	X	
James Hartman	Scientific Director	james.m.hartman@gsk.com	User Promotions	✓	X	X	
Brian Flentrop	Director of Client Experience, Pharma Tech	brian.e.flentrop@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

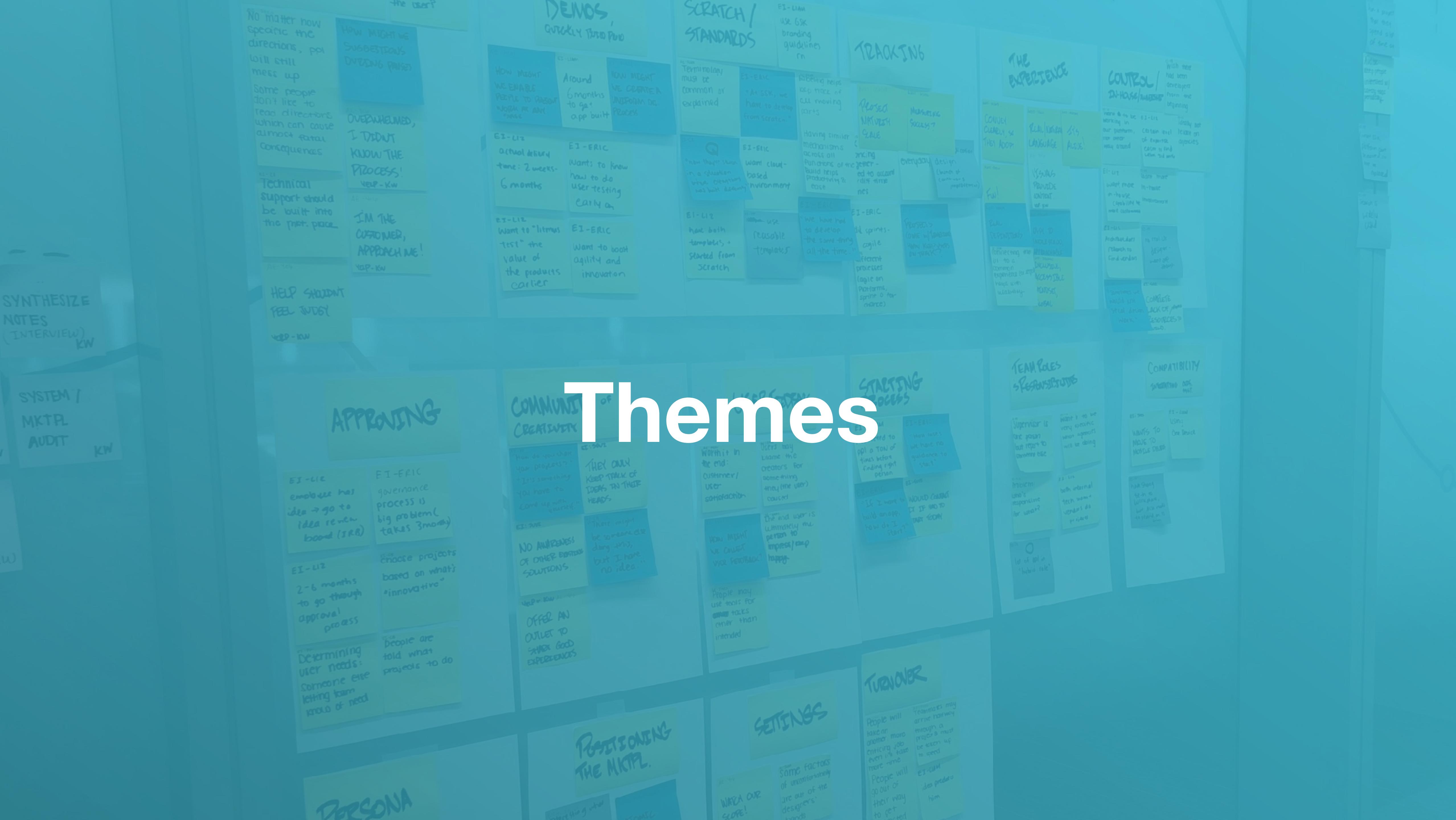


Eric Gallardo

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

2

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

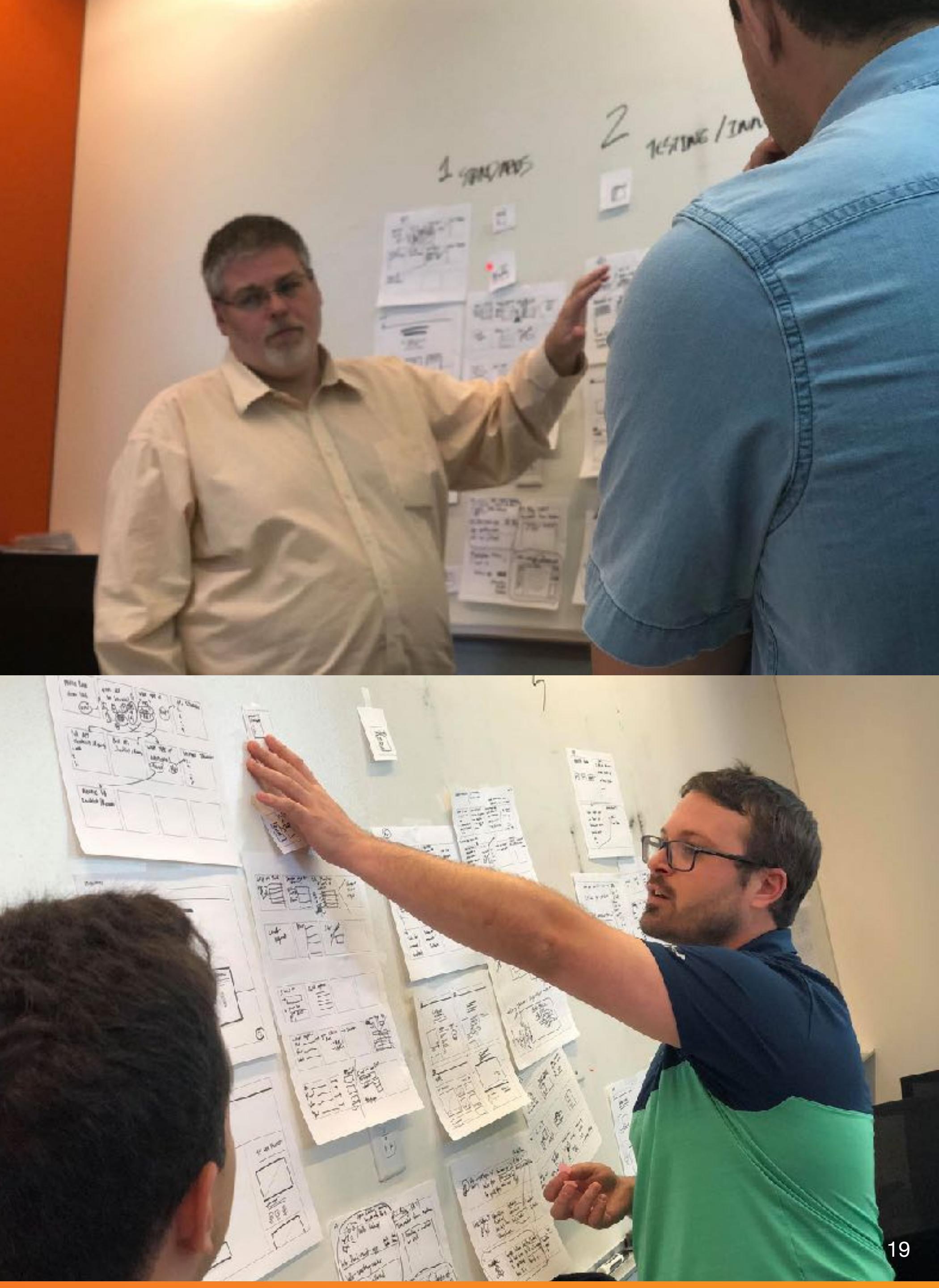
- 1 Starting from Scratch:** How might we help these builders develop standards so that they don't have to start from scratch every time?
- 2 Community of Innovation:** How might we build a community of innovation and creativity?
- 3 Sense of Ownership:** How might we give builders a greater sense of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



Ideation

Workshop

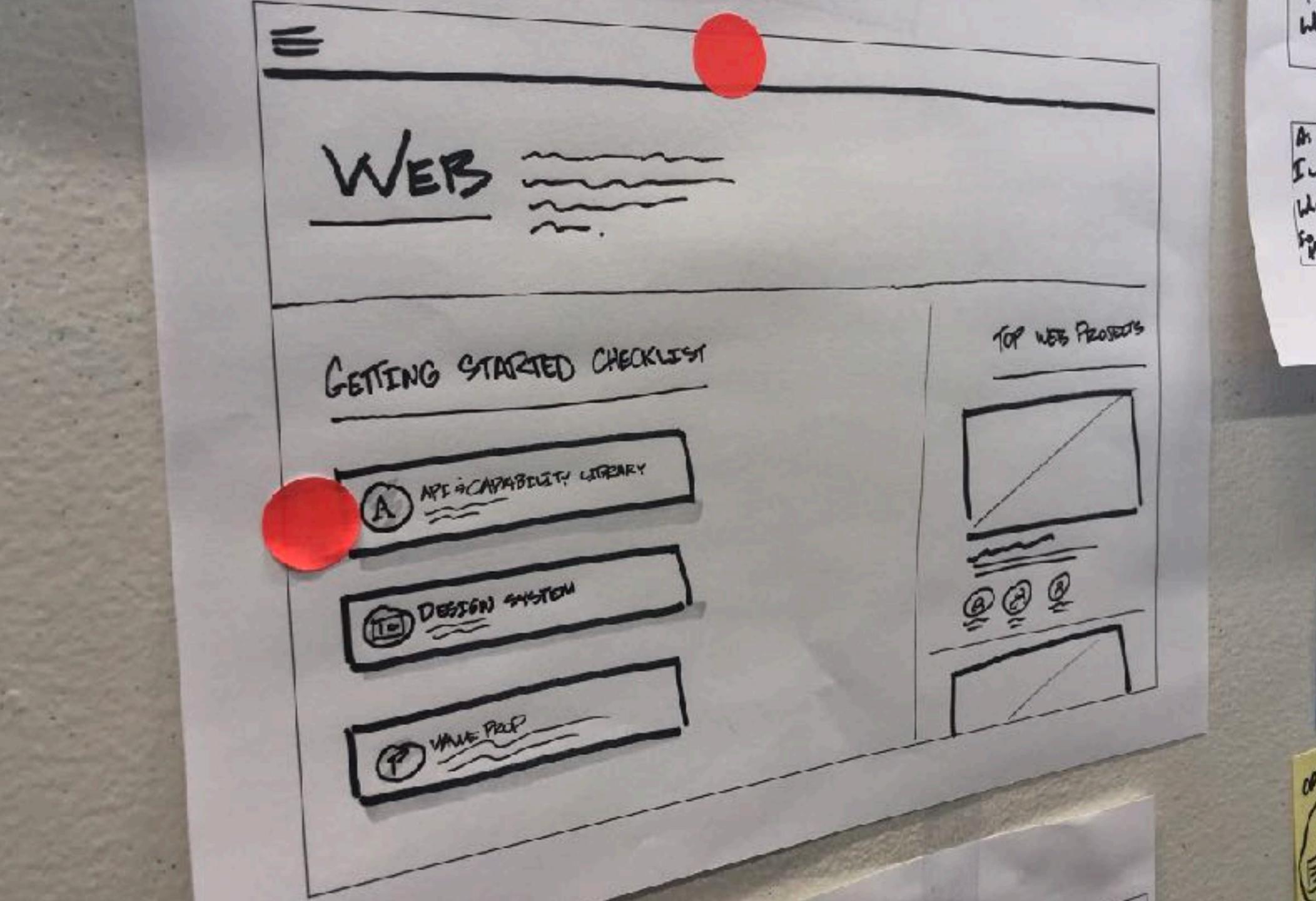
Upon translating the themes into HMW problem statements, I gathered a group of both designers and non-designers (to encourage diversity in perspective) to brainstorm solution spaces with me.



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
Components used for the design system and design patterns	Components used for the design system and design patterns	Components used for the design system and design patterns

WHAT YOU CAN DO WITH IT

OUR TEAM				
				
Alex Johnson Software Engineer	Mia Johnson Software Design Manager	Karen Wang Software Dev Lead	Oliver Maye Software Dev Lead	
Builds mobile and web applications using the latest technologies.	Manages the design process, ensuring consistency and quality.	Leads the development team, driving innovation and efficiency.	Manages the development team, driving innovation and efficiency.	
				

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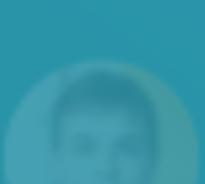
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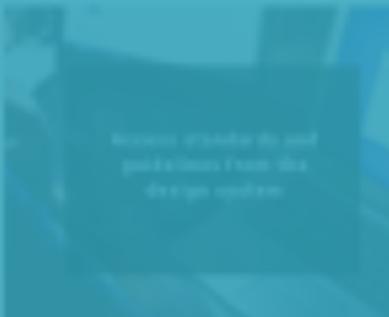
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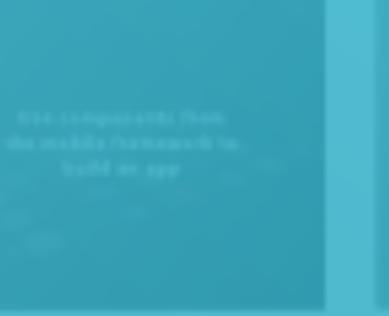
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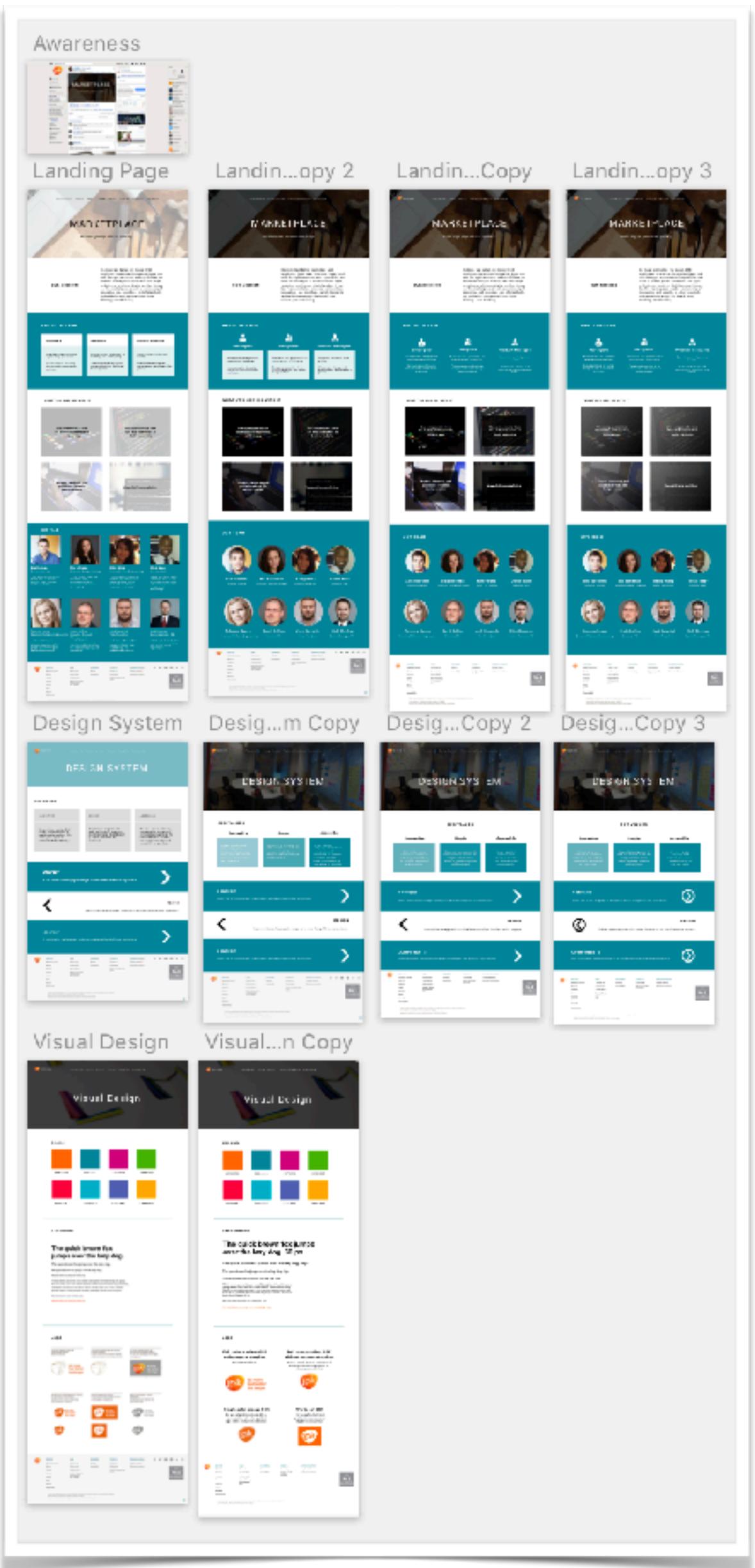
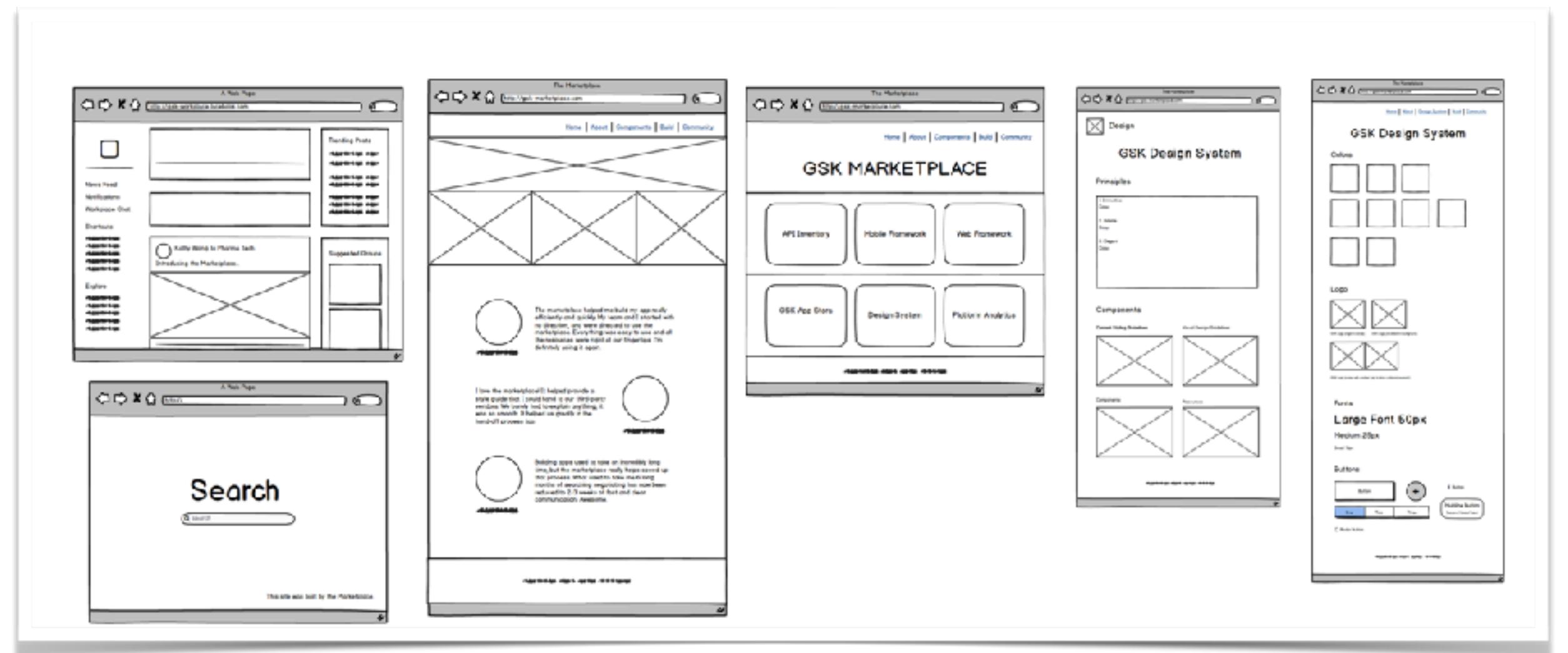
	
	

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Prototyping

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](#)



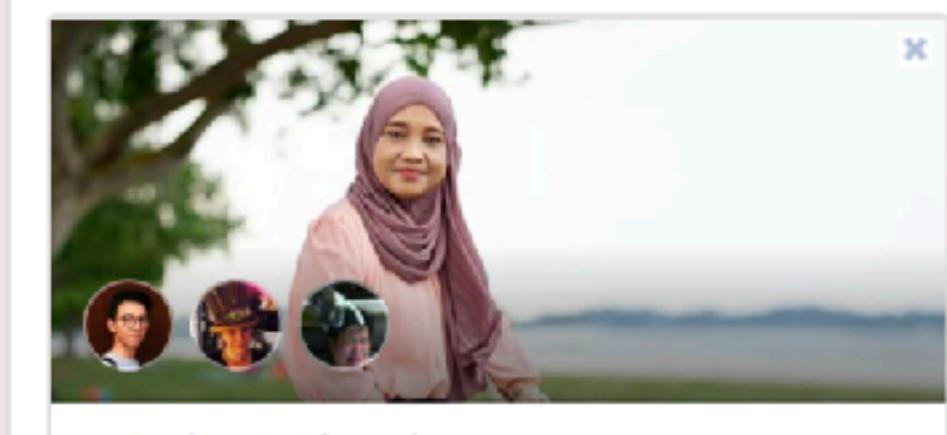
Suggested Groups

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Global Finance
1,705 members

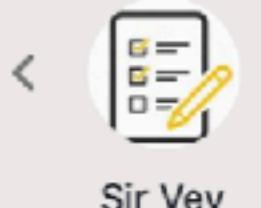
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Inclusion & Diversity
657 members

[+ 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, and, 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.

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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 incorporating into the larger design system	Design system and standards 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

Photo	Name	Title	Description
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	Kaitlyn Morris	Designer, UX/UI	Kaitlyn is a UI/UX designer who loves to create intuitive and user-centered interfaces that are both beautiful and functional.
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Footer
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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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Design System
Standards
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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 text for each value. The "CONTENT" and "DESIGN" sections at the bottom are identical to the previous explorations.

Visual Design Exploration 1

DESIGN

Frameworks · Design Systems · Patterns & Guidelines · Community

Visual Design

COLORS

#FF55E0F

#2A8696

#BF0076

#85B32E

#AE51F41

#400AD0E

#450694C

#FP8AA00

TYPOGRAPHY

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 cow ham shank brisket. Buffalo bacon turkey tongue brisket, kielbasa. Bacon short loin pot. Bacon turkey cow ham shank brisket. Buffalo bacon turkey tongue brisket, kielbasa n bacon short loin pot.

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 orange stripes.
Recommended use.

do more
feel better
live longer

Full colour gradient GSK logo without
orange stripes.
For screens or internal and external materials.
Reheats products or where space is limited.

Flat colour gradient GSK logo
with white exclamation mark.
For use when orange type is not legible
on background.

Single colour version GSK logo in white.
For use when it is not possible to
replicate multi-colour gradient logo
due to production limitations.

do more
feel better
live longer

White-out GSK logo version.
For screen or full colour gradient versions,
use white/grey on background.

Single colour black + printing
instructions.
Available by request only from the
Global Brand Team.

do more
feel better
live longer

Brand Assets

Branded environments

Branding

Brands

Branding

Branding

Light

Family

Family

Family

Family

Family

Marketing

Shops

Marketing

Marketing

Marketing

Marketing

Content

Content

Content

Content

Content

Content

Marketing Strategy

Marketing Strategy

Marketing Strategy

Marketing Strategy

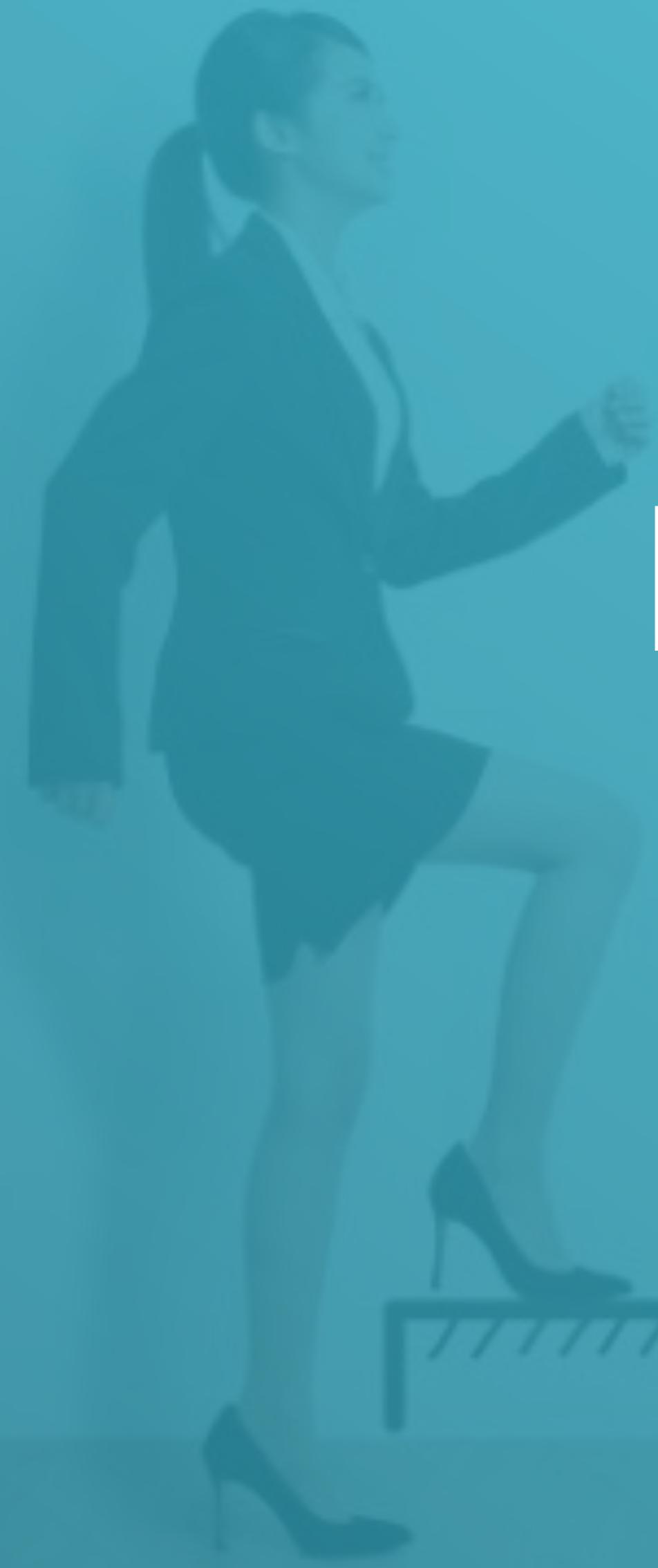
Marketing Strategy

Marketing Strategy

2016
No.1
www.gsk.com

GSK is a registered trademark of GlaxoSmithKline plc. All rights reserved. Trade evidence currently retained in the GSK group of companies.
Manufacturing site: Broughton, England and United States.
Important information: Please read the product information leaflet before use.

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 reception area with a desk and a person standing behind it. A large circular pillar is on the right, and an 'EXIT' sign is visible above a door.

Thank You!