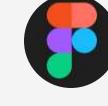




Executive Summary



[Figma File Link](#)

🔍 Key Research Insights

From user research with employees in online travel and experience booking industry, I identified following insights :

1. **Platform integration issues**, leading to error-prone manual workarounds and heightened employee frustration.

2. **Conflicts between users and vendors** result from misaligned expectations and **amplify employee stress**.

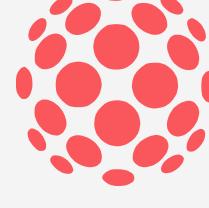
3. **During peak seasons, an overwhelming influx of queries** challenges real-time analysis and results in missed revenue opportunities.

🎯 Redefined Design Goal

Based on the research insights, I redefined the design goal to :

🌟 “Design a system that streamlines management workflows while nurturing positives relation building outlook for Cleartrip Experiences Employees”🌟

🚀 Proposed Solution Platform



Curatosphere Crafting the Curated Cosmos.

Curatosphere is an AI powered, Integrated Experience management platform. It is proposed as an internal platform for Cleartrip Experience management employees and empowers them by :

1. Integrated Workflow Features:

- Vendor Onboarding
- Vendor Profile Management
- Quality Control and Audits
- Managing End Customer Relations

2. AI Assistance:

- Integrated to assist employees in their day-to-day tasks, from rewriting content to analyzing vendor statistics.

3. Nurtures Positive Outlook

- Context and sentiment aware AI generated notes for employees channels positivity and company vision alignment.

I'd like to put forward two variations for interface design.

1. AI powered Traditional Platform Dashboard Interface



[Basic Prototype](#)

- Novel Features like :
 - Advanced Search & Filtering
 - AI-Powered Insights, Recommendations and Conflict Mediation Assistance
 - Context and sentiment aware AI generated calming notes

2. UI On-Demand Dashboard Interface



[Basic Prototype](#)

- On-Demand UI :
 - User specifies their intent in Natural Language Interface through normal life user use of language
 - LLMs based AI understands the context and spawns UI widgets associated with the type of action user wants to perform

Detailed Case Study

Design Strategy #day1

Sat, 7th

Desk Research

1. Understanding Context
2. Planning & Scheduling
- Primary Research
3. Conducting Interviews

Sun, 8th

Primary Research & Analysis

1. Remaining Interviews
2. Competitor Analysis
3. Analysis & Insights
4. Define design goal
5. User Personas

Mon, 9th

User Experience Design

1. Core Idea
2. User Journey
3. Content Inventory
4. Information Architecture

Tue, 10th

Visual Design & Deliverables

1. Interface Design
2. Visual Design
3. Prototype
4. Case Study

Understanding Context

Cleartrip Experiences

Background

Cleartrip is an online travel company that provides a platform for users to search, compare, and book various travel-related services such as flights, hotels, and train tickets. The company aims to offer its users the most comprehensive travel experience. Over the years, Cleartrip has expanded its services and introduced features to enhance the overall travel experience.

Cleartrip is keeping up with its competitors by introducing a new vertical called 'Cleartrip Experiences,' which offers users curated travel experiences. With this feature, travelers can now book unique activities and attractions at their destinations, enhancing their overall travel experience.

Notes

About Cleartrip :

- Existing Services
 - Search, Compare & Book
 - Flights, Hotels, Train Tickets etc.
- **Vision of company :**
 - Offer its users the **most comprehensive travel experience**
- Growing company, stable revenues

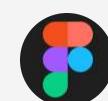
About Cleartrip Experiences :

- Curated travel experiences :
 - Most likely through local vendors
 - scalability, operational efficiency & authentic locals touch
- Requires deliberate :
 - Quality control measures
 - End User Reviews - Analysis & Responding
 - Onboarding & managing vendors
- End user Features :
 - Book **unique** activities and attractions
 - **Enhancing overall travel experience**

Design Brief

★ Design a product that **empowers Cleartrip employees to manage Cleartrip Experiences efficiently**. ★

Desk Research Online Travel & Experience Services



Desk Research

To get a basic understanding of the industry.

Global Tours Activities Market & Online, 2019-2025 (US\$B)

Year	Offline (US\$B)	Online (US\$B)
2019	~250	~50
2020	~50	~20
2021	~100	~30
2022	~180	~40
2023	~220	~50
2024	~260	~60
2025	~300	~70

A NEED FOR NICHE: 50 SPECIALIST OTAS IN TOURS, ACTIVITIES & ATTRACTIONS

More startups seek to fill gaps they say are left unmet by the big global platforms. Here's a list of 50 online travel agencies that focus on a particular sub-segment within tours, activities and attractions.

by Douglas Quinby | 13 September 2022.

Most of us in tours and attractions are well aware of the leading global online travel agencies in the sector (OTAs): Viator, GetYourGuide, Airbnb, TUI Musement, Headout, Klook and KKDay in Asia, Expedia, Groupon and a few others. But there are many startups that have stepped in to focus on specific market segments within tours and activities.

Operator Takeaway: If you are an operator looking to grow your bookings with distribution, it may be worthwhile to look beyond the better known OTAs to see if some of these specialist platforms are good fit for your business – or for some of your products.

The opportunity emerges because of the highly fragmented nature of the tours, activities and attractions industry. This sector of travel and tourism comprises many different industries, from walking tours and food tours to boat rentals, museums and theme parks.

The needs of customers and operators in some of these markets differ greatly. Travelers organizing a fishing experience, as well as the fishing guides and boat operators, have specific needs that often are not addressed with other OTAs according to founder and CEO Jonathan Newar of Captain Experiences, which focuses on fishing and outdoor experiences.

Diana Isac, CEO of WineFirst, makes a similar case for wine tours and experiences. Many of their guests are passionate about wine and require a level of expert customer service that only a platform specializing in those experiences could provide. She adds that wineries also have specific needs around planning and delivering wine experiences.

Marketing expenses of selected leading online travel agencies (OTAs) worldwide from 2019 to 2021 (in billion U.S. dollars)

Characteristics	2019	2020	2021
Booking	4.07	2.18	1.4
Events	1.05	1.73	1.5
Advisors	1.62	1.19	0.77
Hotels	1.3	4.64	0.77
Transport	0.62	0.48	0.35
Activities/Charters	0.78	0.75	0.24
Experiences	0.18	0.14	0.1
Destinations	0.13	0.05	0.09
Supplementary notes	0.13	0.05	0.01

Over 60 Online Travel Booking Statistics (2022)

The process of online travel booking has moved firmly into the 21st century, with an estimated \$62 billion worth of online bookings by 2020. Considering that the tourism industry is worth approximately \$1 trillion, online bookings represent one of the largest market shares in the sector.

Digital consumer trends continue to change. Desktop use is continually dropping, and mobile is king. However, given these movements, the travel industry must adapt accordingly.

While many customers get their information via mobile, they still move to desktop when making their bookings. Not only is this inconvenient for the customer but it makes no sense from a travel company perspective either.

Understanding the latest statistics is key to understanding how customers are interacting with travel companies and what improvements you should make in the near future. By paying close attention, you can adapt your sales funnel to make booking a lot easier and convenient for everyone. At Stratos Jets you can rent a private jet online.

Before we break down the nitty-gritty, here are the most important statistics you need to know:

- An estimated 50 million people will make a booking online by 2023
 - 48% of US adults want to book their trip online
 - 72% of mobile bookings happen within 48 hours of a user Google search that include the words 'travel' and 'today'
 - 82% of all travel bookings around the world took place in urban leisure destinations in 2018
 - There are over 148 million travel bookings made annually
 - 70% of consumers do their research on a smartphone
- In the consideration stage of planning and booking corporate travel, videos and photos are the two most critical factors affecting global travelers' decisions. They also look at a hotel's ability to showcase its amenities and guest experience while deciding on a place to stay (Hospitalitynet).
- Three of the most impactful deal breakers for most travelers are bland and unappealing hotel rooms, non-aesthetic food photos, and boring content presentation (Hospitalitynet).
- 74% of travel agents surveyed believe buying and selling travel plans can be simplified. 86% of agents are in favor of modernizing the user experience to boost online travel sales (Travelport).
- 74% of travel agents surveyed believe buying and selling travel plans can be simplified. 86% of agents are in favor of modernizing the user experience to boost online travel sales (Travelport).

Supplier analytics

An OTA survives thanks to its exclusive contracts with suppliers. To offer better prices, you need to first negotiate them with the right providers, from **global distribution systems (GDSs)** to **bed banks** or hotels and airlines directly. Working in conjunction with revenue managers, travel product managers choose the right combination of suppliers based on these factors:

Infrastructure: What type of **connectivity** does it provide (booking website, XML API, RESTful API)? How often does it have timeouts? How long are response times?

Quantity and quality of supply: On one hand, OTAs should focus on the number and location of inventory items the supplier offers. On the other hand, they also should consider how these inventory options compare to the ones on competitors' websites. If a supplier offers you only indirect flights for a city pair while your opponents already have nonstop flights, this product won't do you much good.

Rates: How cheap or expensive are their prices? Suppliers can offer different rates on different conditions, so it makes sense to compare them before committing.

Performance: As we've already mentioned, RMs actively contribute to choosing suppliers and monitor income obtained via each supplier to renegotiate better commissions. Once they see how each product performs, they can optimize inventory availability. If the demand for a hotel or flight route is climbing, it's a sure sign to order more. But if the inventory regularly fails to pay off, it's time to reduce its quantity if not totally abandon its support.

1. <https://arival.travel/online-booking-accelerates-otas-fastest-growing-channel/>
2. <https://www.statista.com/statistics/935057/marketing-expenses-of-leading-otas-worldwide/>
3. <https://www.altexsoft.com/blog/online-travel-agency-analytics/>
4. <https://arival.travel/a-need-for-niche-50-specialist-otas-in-tours-activities-attractions/>
5. <https://www.travelperk.com/blog/online-travel-booking-statistics/>
6. <https://www.stratosjets.com/blog/online-travel-statistics/>

Research

Primary Research

I conducted semi structured interview with 3 participants experienced in online booking services.

Interview Participants

Tanvi Soni
Former Product Analyst, Thrillophilia.com

Gauri Chavan
Product Designer, BookMyShow



[Interview Questionnaire & Data Collected](#)

Rushit Buvariya
Independent Travel Advisor

Interview Questionnaire:

1. General Understanding:
 - a. How are experiences sourced and curated for the platform?
 - b. What are the target audience categories?
 - c. How is the internal team structured?
 - d. How is the pricing model designed for such services?
2. Vendor Management:
 - a. What is the vendor onboarding process?
 - b. How partnerships with businesses or tourism boards handled?
 - c. How are contracts negotiated?
 - d. How are quality checks performed?
 - e. How are vendor payments handled?
3. Experience Management:
 - a. How are experiences categorized or classified on the platform?
 - b. How are unique or exclusive experiences managed?
 - c. How are seasonal or timely events managed?
4. Customer Experience:
 - a. How does the booking process work for the end-user?
 - b. Are there any loyalty or reward programs for repeat customers?
 - c. How are cancellations and refunds managed?
5. Feedback and Quality Control:
 - a. How is customer feedback collected and analyzed?
 - b. How are vendors with consistent negative feedback handled?
 - c. How often are vendors audited for quality?
6. Operational Challenges:
 - a. How are peak demand or high-traffic periods handled?
 - b. Are there any scalability issues or concerns?
 - c. How does the platform manage any potential conflicts between vendors and customers?
 - d. How are emergencies or unexpected events during an experience handled?
7. Insights and Data Analysis:
 - a. What metrics or KPIs are monitored to gauge the success of the platform?
 - b. How is data analytics used to optimize the platform?
 - c. Are there insights on customer preferences and how they're changing over time?
8. Additional questions:
 - a. How does online travel aggregators differentiate from competitors in the market?
 - b. Are there any sustainable or eco-friendly practices implemented in these experiences?

Competitor Analysis

Additionally, I performed Competitor Analysis to understand common features of such applications.



[Competitor Analysis](#)

Expedia

Airbnb Experiences

Thrillophilia

Key Insights



[Detailed Insights](#)

Semi-structured Employee Interview

1. Integration Challenges in the Platform

- **Lack of Compatibility:** The platform doesn't synchronize smoothly with other essential internal tools.
- **Error-Prone Workarounds:** Employees resort to manual data entry and copy/pasting, increasing the risk of errors.
- **Impact:** Continuous manual interventions lead to inefficiencies and frustration among staff.

2. Employee Frustration from Conflict

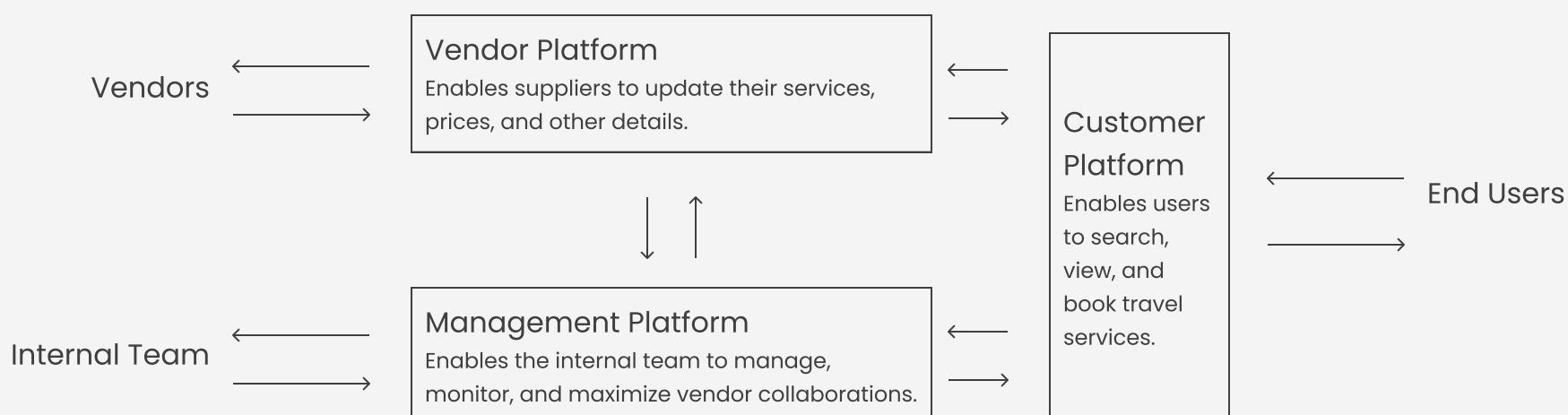
- **Emotional Strain:** Managing conflicts between users and vendors often results in negative emotions and stress for employees.
- **Root Causes:** Disputes commonly arise from misaligned expectations, unreliable vendors, negotiation challenges, cultural differences, and operational delays.
- **Impact:** Persistent issues not only strain partnerships and customer relations but also amplify feelings of frustration and helplessness in employees.

3. Peak Season Overload

- **Influx of Queries:** High demand periods lead to an overwhelming volume of customer and vendor inquiries.
- **Analysis Strain:** Real-time evaluation and insights are challenging to derive during peak times.
- **Financial Impact:** The management team struggles to fully capitalize on potential revenue opportunities.

Combined Insights from interviews and competitor analysis :

Identifying process and features in existing platform



Baseic Platform Architecture : Online Travel Aggregators Services

1. Common Customer Platform Features

1. Discovery & Search
2. Sorting & Filtering
3. Experience & Activity Details
4. Booking & Transactions
5. User Interaction & Feedback
6. Support & Assistance

2. Common Vendor Platform Features

1. Onboarding Process
2. Profile & Service Maintenance
4. Communication Hub between stakeholders

3. Common Management Platform Features

1. Vendor Onboarding
2. Vendor Profile Management
3. Quality Assurance & Control
4. Contract & Financials
5. End Customer Relations
6. Additional Features

Defining Design Goal

⚠ Scope of the project

For the limited time and scope of this project, we will make thoughtful assumptions for End User and Vendor facing platforms and **focus on designing the 'Management Platform'** for internal employees.



"A problem never exists in isolation; it is surrounded by other problems in space and time." - Russell L. Ackoff

In a more holistic project, all components of the platforms can be redesigned such that they seamlessly come together, creating a unified, synergistic system.

Design Goal

★ **Design a system that streamlines management workflows while nurturing positives relation building outlook for Cleartrip Experiences Employees** ★

Revised Design Strategy #day3

Sat, 7th

Desk Research

1. Understanding Context
2. Planning & Scheduling
- Primary Research
3. Conducting Interviews

Sun, 8th

Primary Research & Analysis

1. Remaining Interviews
2. Competitor Analysis
3. Analysis & Insights
4. Define design goal

Mon, 9th

User Experience Design

1. User Persona
2. Core Ideations
3. User Journey
4. Content Inventory
5. Information Architecture

Tue, 10th

Visual Design & Deliverables

1. Interface Design
2. Visual Design
3. Prototype
4. Case Study

User Persona

In order to support End Users and Vendors features, following team roles are identified

Identifying Roles in Experience Management Team

- | | | |
|--|--|--|
| 1. Vendor Onboarding : <ul style="list-style-type: none">• Onboarding Specialist: Manages outreach, initial registration & verification process.• Training Coordinator: Oversees vendor orientations & training sessions. | 2. Vendor Profile Management: <ul style="list-style-type: none">• Account Manager: Point of contact for vendors, helps with profile adjustments.• Support Agent: Resolves vendor inquiries & provides assistance to Account Manager. | 3. Quality Assurance & Control: <ul style="list-style-type: none">• Content Reviewer: Checks service listings, descriptions, and images for accuracy & quality.• Quality Auditor: Performs regular checks & audits on vendor services. |
| 4. Contract & Financials: <ul style="list-style-type: none">• Contract Manager: Handles contract negotiations, renewals, & terminations.• Billing Specialist: Manages invoicing, payments, & related processes.• Financial Analyst: Tracks payments, commissions, & other financial elements. | 5. End Customer Relations: <ul style="list-style-type: none">• Query Resolution Specialist : Handles customer inquiries on bookings and experiences.• Feedback Coordinator: Gathers and reviews feedback for vendor. | 6. Other Roles: <ul style="list-style-type: none">• Product Analyst: Monitors sales, conversions, & other related metrics.• Tech/IT Support : Addresses platform related queries• Legal Support : Handles contract related issues• Marketing Team : Initiates promotional opportunities with vendors |

Defining User Persona

User Persona 1:

Priya Mehta, Vendor Onboarding Specialist

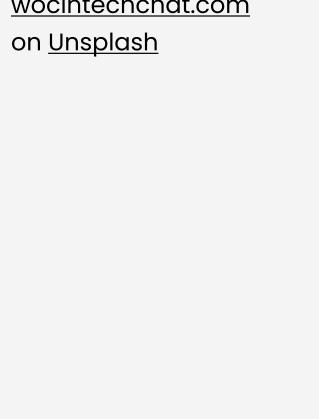


Photo by [Christina @ wocintechchat.com](#) on [Unsplash](#)

Profile:

- Name: Priya Desai
- Age: 38
- Role: Vendor Onboarding Specialist

Background:

- Education: Bachelor's Degree in Marketing or Business Management.
- Experience: 13 years in vendor relations or business development, preferably within the travel or hospitality sector.

Job Responsibilities:

- Outreach & Engagement: Initiates contact with potential vendors and introduces them to Cleartrip's platform.
- Registration & Verification: Manages the initial vendor registration process, ensuring that all required documentation is submitted and verified.
- Orientation & Training: Coordinates orientation sessions for new vendors, providing them with essential training on how to best utilize the platform.

Personality Traits:

- Excellent communication skills
- Detail-oriented and diligent
- Approachable and patient
- Enthusiastic about helping new vendors succeed

Goals:

- Streamline the onboarding process to ensure a seamless transition for vendors.
- Continuously improve training materials and sessions based on vendor feedback.

Pain Points:

- Struggles with the platform's lack of compatibility with other essential tools, causing inefficiencies.
- Continuous manual workarounds cause frustration and reduce overall efficiency.

Quote:

- "A smooth vendor onboarding is the first step to a long-lasting partnership, but the tools I use should also be as efficient as my commitment."

User Persona 2 :

Rhea Kapoor, End Customer Relations

Profile:

- Name: Rhea Kapoor
- Age: 28
- Role: End Customer Relations Specialist

Background:

- Education: Bachelor's Degree in Hospitality Management.
- Experience: 3 years in customer service roles within the travel industry.

Job Responsibilities:

1. Query Resolution: Addresses inquiries from customers regarding bookings and experiences, ensuring all questions are answered promptly and effectively.

2. Feedback Coordination: Actively gathers user feedback on vendors and experiences, then reviews and synthesizes the information to improve service quality.

Personality Traits:

- Empathetic and attentive listener
- Detail-oriented
- Proactive problem-solver
- Excellent communicator

Professional Goals:

- Provide customers with swift and satisfactory solutions to their inquiries.
- Maintain a consistent feedback loop to ensure continual improvement of services offered.

Pain Points:

- Keeping up with high volumes of queries during peak seasons.
- Deriving real-time insights during peak times becomes challenging, affecting service quality and lost revenue opportunities..

Quote:

"Connecting with customers and resolving their concerns is what I do best. But during peak seasons, the sheer volume becomes a test of efficiency and patience."

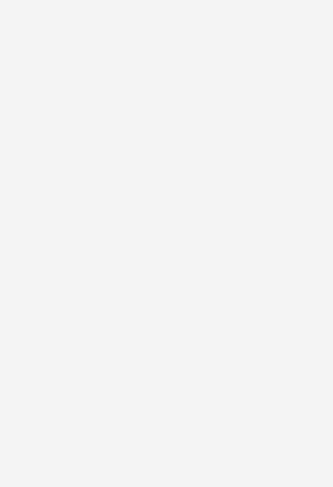


Photo by [Sai Maddali](#) on [Unsplash](#)

User Persona 3 :

Aarav Singh, Vendor Profile Management

Profile:

- Name: Aarav Singh
- Age: 32
- Role: Vendor Profile Management Specialist

Background:

- Education: Bachelor's Degree in Business Administration.
- Experience: 4 years in account management and B2B customer support roles, preferably within the travel or hospitality sector.

Job Responsibilities:

- Account Management: Serves as the primary contact for vendors, ensuring their profiles are up-to-date and assisting with any necessary adjustments.
- Vendor Support: Addresses vendor inquiries, troubleshooting any issues they encounter, and collaborates closely with the Account Manager to ensure smooth operations.

Personality Traits:

- Strategic thinker
- Skilled negotiator
- Strong communication skills
- Patient and persistent

Professional Goals:

- Strengthen relationships between Cleartrip and its vendors by being a reliable point of contact.
- Ensure all vendor profiles accurately represent the services they offer and are kept up-to-date.

Pain Points:

- Balancing conflicts between users and vendors leads to emotional stress and often puts Aarav in tough positions.
- Delays in updating profiles or addressing issues sometimes exacerbate conflicts and negatively impact vendor relationships.

Quote:

"Success in vendor management is about building trust and ensuring mutual growth. Every vendor's success is Cleartrip's success."

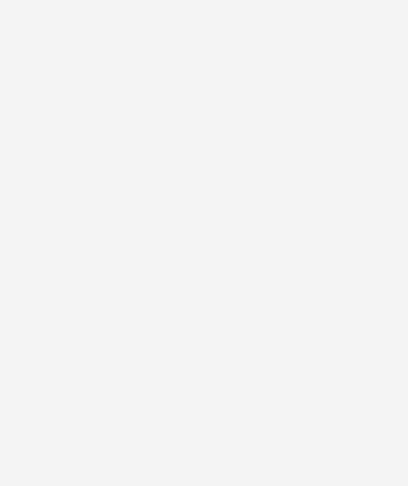


Photo by [Jeffrey Grospe](#) on [Unsplash](#)

Core Ideations

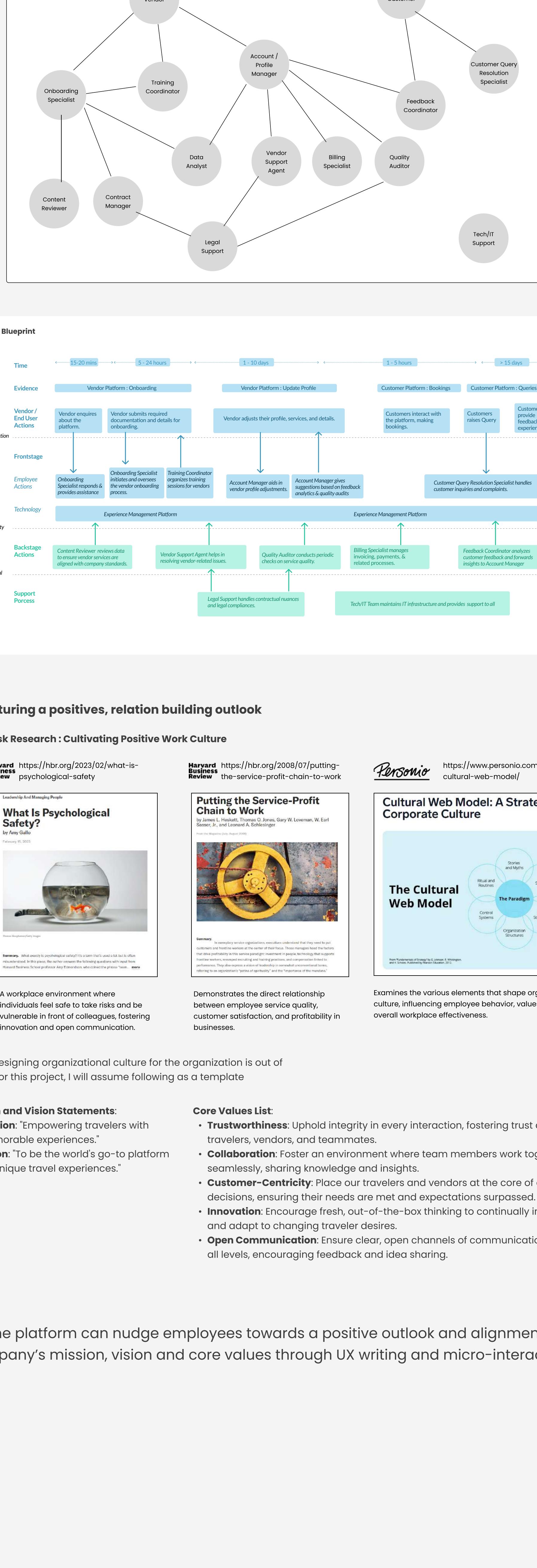
There are two aspects to our design goal :

- streamlines management workflows
- while nurturing a positive relation building outlook

1. Streamlines management workflows

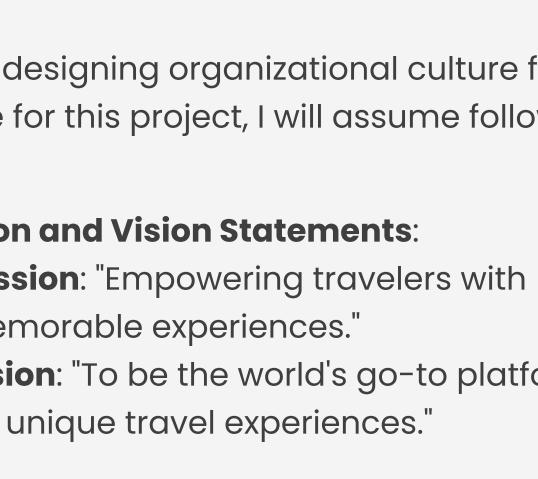
For the scope of this project, I will focus on :

1. Vendor Onboarding
2. Vendor Profile Management
3. Quality Assurance & Control
4. End Customer Relations



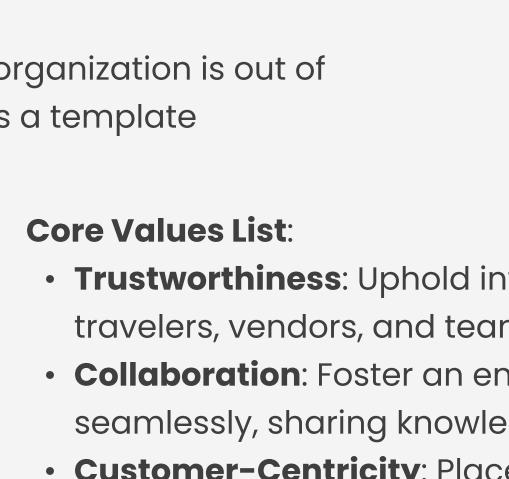
Desk Research : Cultivating Positive Work Culture

Harvard Business Review <https://hbr.org/2023/02/what-is-psychological-safety>



A workplace environment where individuals feel safe to take risks and be vulnerable in front of colleagues, fostering innovation and open communication.

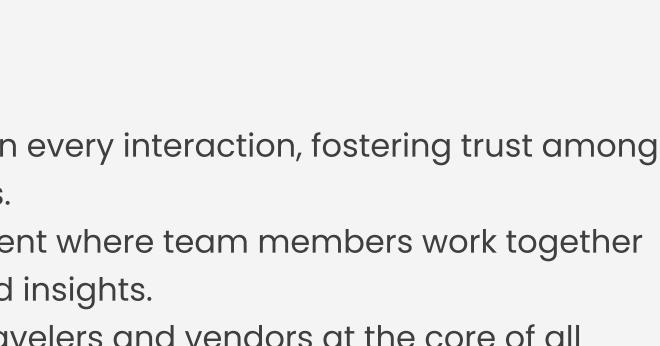
Harvard Business Review <https://hbr.org/2008/07/putting-the-service-profit-chain-to-work>



Demonstrates the direct relationship between employee service quality, customer satisfaction, and profitability in businesses.

Personio <https://www.personio.com/hr-lexicon/cultural-web-model/>

Cultural Web Model: A Strategy for Corporate Culture



Examines the various elements that shape organizational culture, influencing employee behavior, values, and overall workplace effectiveness.

The platform can nudge employees towards a positive outlook and alignment with Company's mission, vision and core values through UX writing and micro-interactions.

Mission and Vision Statements:

- **Mission:** "Empowering travelers with memorable experiences."
- **Vision:** "To be the world's go-to platform for unique travel experiences."

Core Values List:

- **Trustworthiness:** Uphold integrity in every interaction, fostering trust among travelers, vendors, and teammates.

- **Collaboration:** Foster an environment where team members work together seamlessly, sharing knowledge and insights.

- **Customer-Centricity:** Place our travelers and vendors at the core of all decisions, ensuring their needs are met and expectations surpassed.

- **Innovation:** Encourage fresh, out-of-the-box thinking to continually improve and adapt to changing traveler desires.

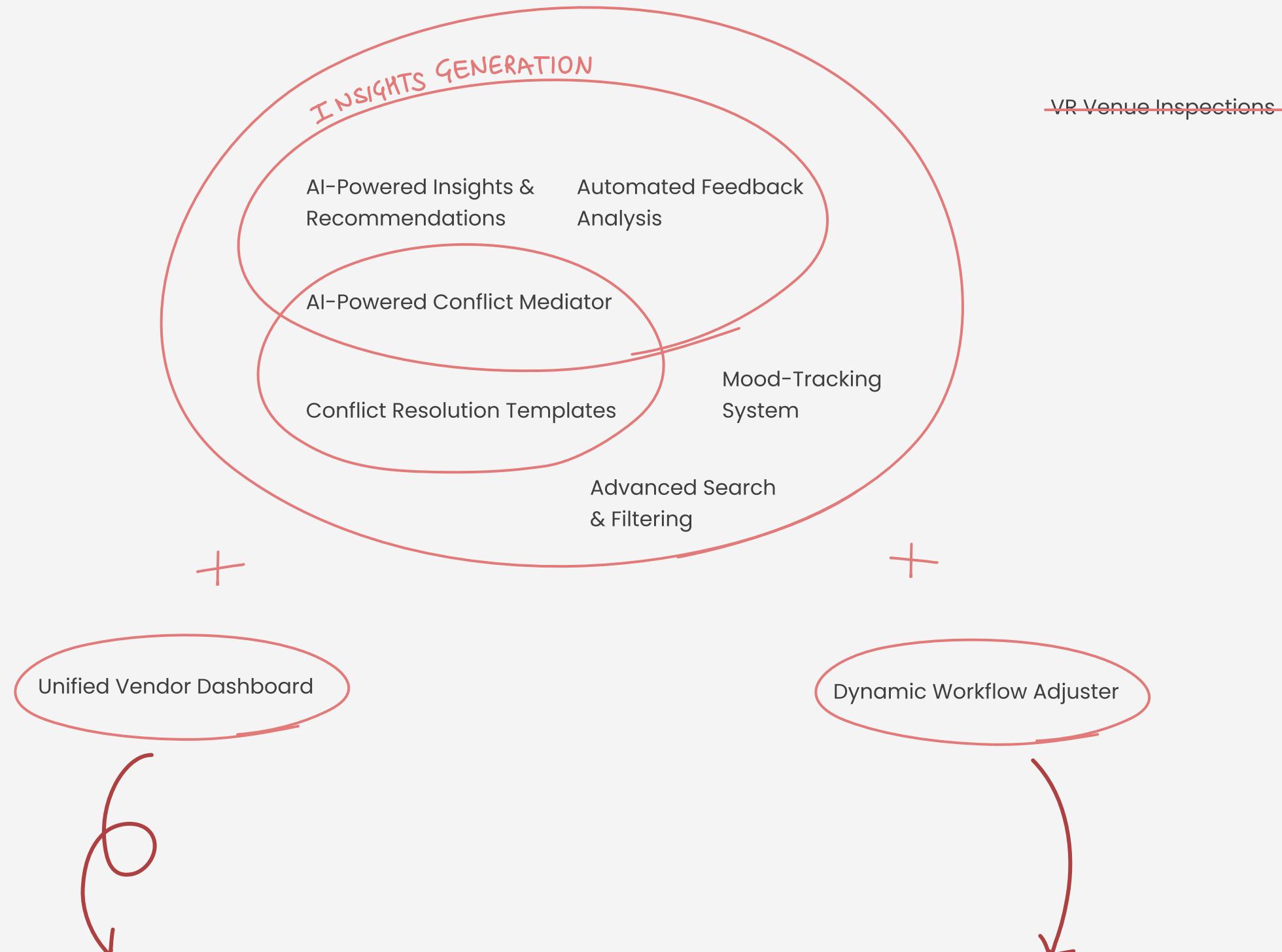
- **Open Communication:** Ensure clear, open channels of communication at all levels, encouraging feedback and idea sharing.

Core Ideations

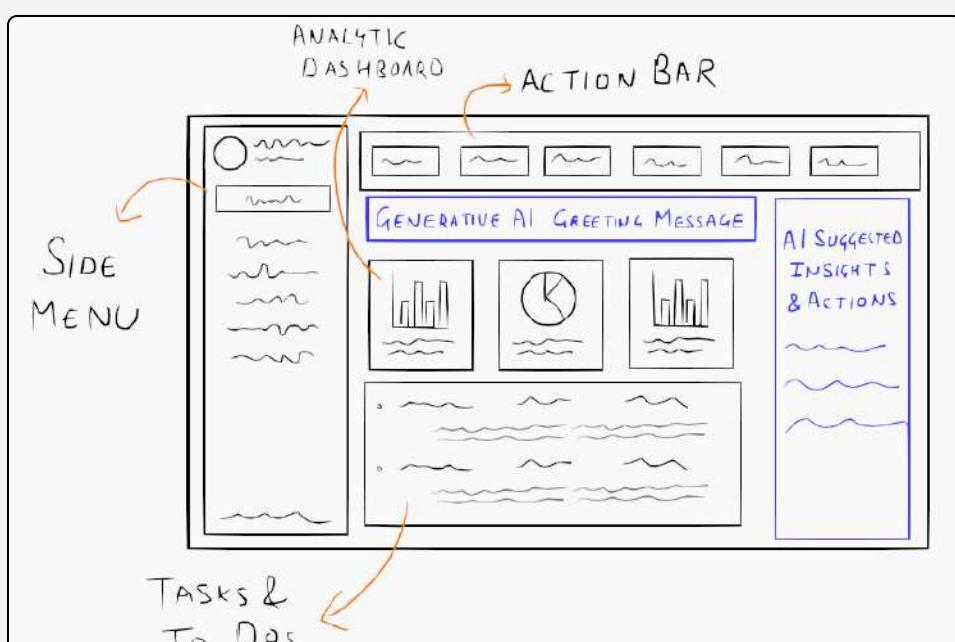
Ideations Brainstorm

<p>Unified Vendor Dashboard:</p> <ul style="list-style-type: none"> • manage all vendor profiles, service listings, availability, and pricing in real-time. • use configured vendor metrics such as performance, ratings, feedback, and operational status shown on home • Integrated Feedback & Review System and automated analytics <p>Rahul Rajpurohit</p>	<p>Advanced Search & Filtering:</p> <ul style="list-style-type: none"> • A search mechanism to quickly locate vendor details, activity types, schedules, and availability. Filter options for vendor status, pending approvals, flagged issues, and other criteria. <p>Rahul Rajpurohit</p>	<p>Automated Feedback Analysis:</p> <ul style="list-style-type: none"> • automated system to collect, categorize, and prioritize feedback • makes it easier for employees to address the most pressing issues first. <p>Rahul Rajpurohit</p>
<p>VR Venue Inspections:</p> <ul style="list-style-type: none"> • take virtual tours of the experience venues. • offer a more immersive understanding of what the vendor offers and can be used for quality checks <p>Rahul Rajpurohit</p>	<p>AI-Powered Insights & Recommendations:</p> <ul style="list-style-type: none"> • AI to generate insights on emerging travel trends, predicting high-demand experiences, and offering dynamic pricing recommendations to optimize sales. <p>Rahul Rajpurohit</p>	<p>AI-Powered Conflict Mediator:</p> <ul style="list-style-type: none"> • an AI tool that preemptively identifies potential conflicts based on historical data and offers solutions even before they escalate. <p>Rahul Rajpurohit</p>
<p>Conflict Resolution Templates:</p> <ul style="list-style-type: none"> • pre-defined templates or scripts for common conflicts • helps employees address issues in a standardized manner. <p>Rahul Rajpurohit</p>	<p>Mood-Tracking System:</p> <ul style="list-style-type: none"> • a system where employees can express their mood or stress level. • if a pattern of stress or frustration is detected, the system can offer solutions, breaks, or even counseling sessions. <p>Rahul Rajpurohit</p>	<p>Dynamic Workflow Adjuster:</p> <ul style="list-style-type: none"> • a tool that adapts workflows based on peak seasons, employee availability, and vendor needs <p>Rahul Rajpurohit</p>

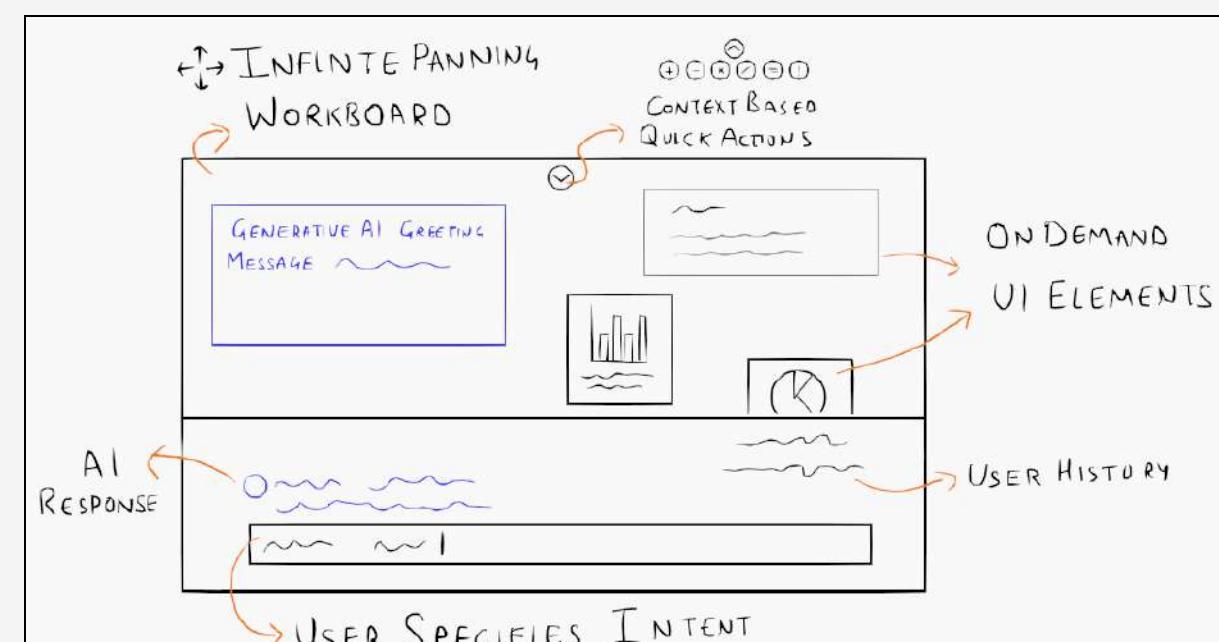
Mix-Matching, adding, subtracting and removing from the ideas :



AI Enabled Traditional Platform Dashboard



AI Enabled On-Demand UI Elements Dashboard



Revised Design Strategy #day4 😔

Sat, 7th

Desk Research

1. Understanding Context
2. Planning & Scheduling
- Primary Research
3. Conducting Interviews

Sun, 8th

Primary Research & Analysis

1. Remaining Interviews
2. Competitor Analysis
3. Analysis & Insights
4. Define design goal

Mon, 9th

User Experience Design

1. User Persona
2. Core Ideations
 - a. Service Blueprint
 - b. Platform Ideatinos

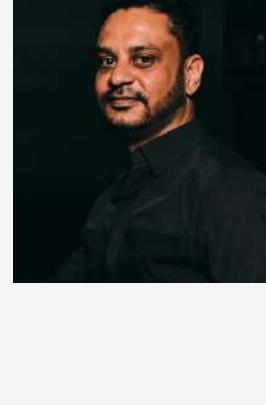
Tue, 10th

Visual Design & Deliverables

1. User Journey
2. Content Inventory
3. Information Architecture
4. Interface Design
5. Visual Design
6. Prototype
7. Case Study

User Journey

Let's consider one of our User Persona



Aarav Singh
Vendor Profile Manager

Photo by [Jeffrey Grospe](#) on [Unsplash](#)

Scenarios : Aarav needs to Perform 2 task on a peak season Tuesday

Task 1: Help a vendor update their profile based on Quality Auditor Feedback
Task 2 : Give warning to another vendor for multiple negative feedbacks forwarded by Feedback Coordinator

Idea 1: AI Enabled Traditional Platform Dashboard

Task 1 :

Help a vendor update their profile based on Quality Auditor Feedback

Awareness

- **Touchpoint:** Home Dashboard -> Ticket raised by Quality Auditor about required vendor profile updates.
- **Action:** Aarav reads the ticket, notes down the feedback points.
- **Emotion:** Curious, attentive.

Consideration

- **Touchpoint:** Advance search & Filtering -> Vendor Profile
- **Action:**
 - Selects the vendor profile from list
 - Reviews the current vendor profile and notes down changes required.
- **Emotion:** Understanding, analytical.

Action

- **Touchpoint:** AI Assistance tool (Right Panel of all screens)
- **Action:** Inputs "generate detailed document for reasons behind the changes & step by step actions required to make the changes based on the following notes ...[his notes]"
- **Emotion:** Focused, proactive.

Communication

- **Touchpoint:** AI Assistance tool & Platform Messaging tool.
- **Action:**
 - Verifies the generated document
 - Forwards the detailed document to vendor
- **Emotion:** Informative, supportive.

Idea 2 : AI Enabled On-Demand UI Elements Dashboard

- Task 1 :
- Help a vendor update their profile based on Quality Auditor Feedback

- **Touchpoint:** AI Suggestions widget -> Prioritized Tasks
- **Action:** Aarav reads the ticket, notes down the feedback points.
- **Emotion:** Curious, attentive.

Consideration

- **Touchpoint:** Bottom AI assistant Input
- **Action:**
 - Specifies intend by asking in natural language -> "show me the vendor profile and open a new note"
 - Reviews the current vendor profile on newly appeared widget and notes down changes required.
- **AI Action :** Opens one UI widget with Vendor profile & another with blank note.
- **Emotion:** Understanding, analytical.

- **Touchpoint:** Bottom AI assistant Input
- **Action:** Inputs "generate detailed document for reasons behind the changes & step by step actions required to make the changes based on my notes"
- **AI Action :** Opens new document widget with generated detailed information.
- **Emotion:** Focused, proactive.

Action

- **Touchpoint:** Document Widget & Bottom AI assistant Input
- **Action:**
 - Verifies the generated document
 - Inputs "send it"
- **Emotion:** Informative, supportive.

Task 2 :

Warning to Vendor for Negative Feedbacks

Awareness

- **Touchpoint:** Home Dashboard -> Ticket raised by Feedback Coordinator
- **AI Action :** Reminds Aarav to be calm and company's Values of Customer-Centricity
- **Action:** Aarav reviews the aggregated negative feedback.
- **Emotion:** Alert, Determined

- **Touchpoint:** AI Suggestions widget -> Prioritized Tasks & Bottom AI assistant Input
- **AI Action :** Reminds Aarav to be calm and company's Values of Customer-Centricity
- **Action:** Aarav reads the ticket, notes down the feedback points.
- **Emotion:** Alert, Determined

Consideration

- **Touchpoint:** Data analytics tool
- **Action:**
 - Cross-checks the volume and nature of historical feedback for the vendor.
 - Makes notes on his analysis
- **Emotion:** Understanding, analytical.

- **Touchpoint:** Bottom AI assistant Input
- **Action:**
 - Specifies intend by asking in natural language -> "show me all previous feedback for the vendor and a summary of volume and nature for them"
 - Makes notes on his analysis
- **Emotion:** Understanding, analytical.

Action

- **Touchpoint:** AI Assistance tool (Right Panel of all screens)
- **Action:** Inputs "Write a draft warning message for [vendor] based on my notes and company's sensitive content guidelines"
- **AI Action :** Writes the warning message
- **Emotion:** Stern, cautious.

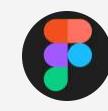
- **Touchpoint:** Bottom AI assistant Input
- **Action:** Inputs "Write a draft warning message for [vendor] based on my notes and company's sensitive content guidelines"
- **AI Action :** Writes the warning message
- **Emotion:** Stern, cautious.

Communication

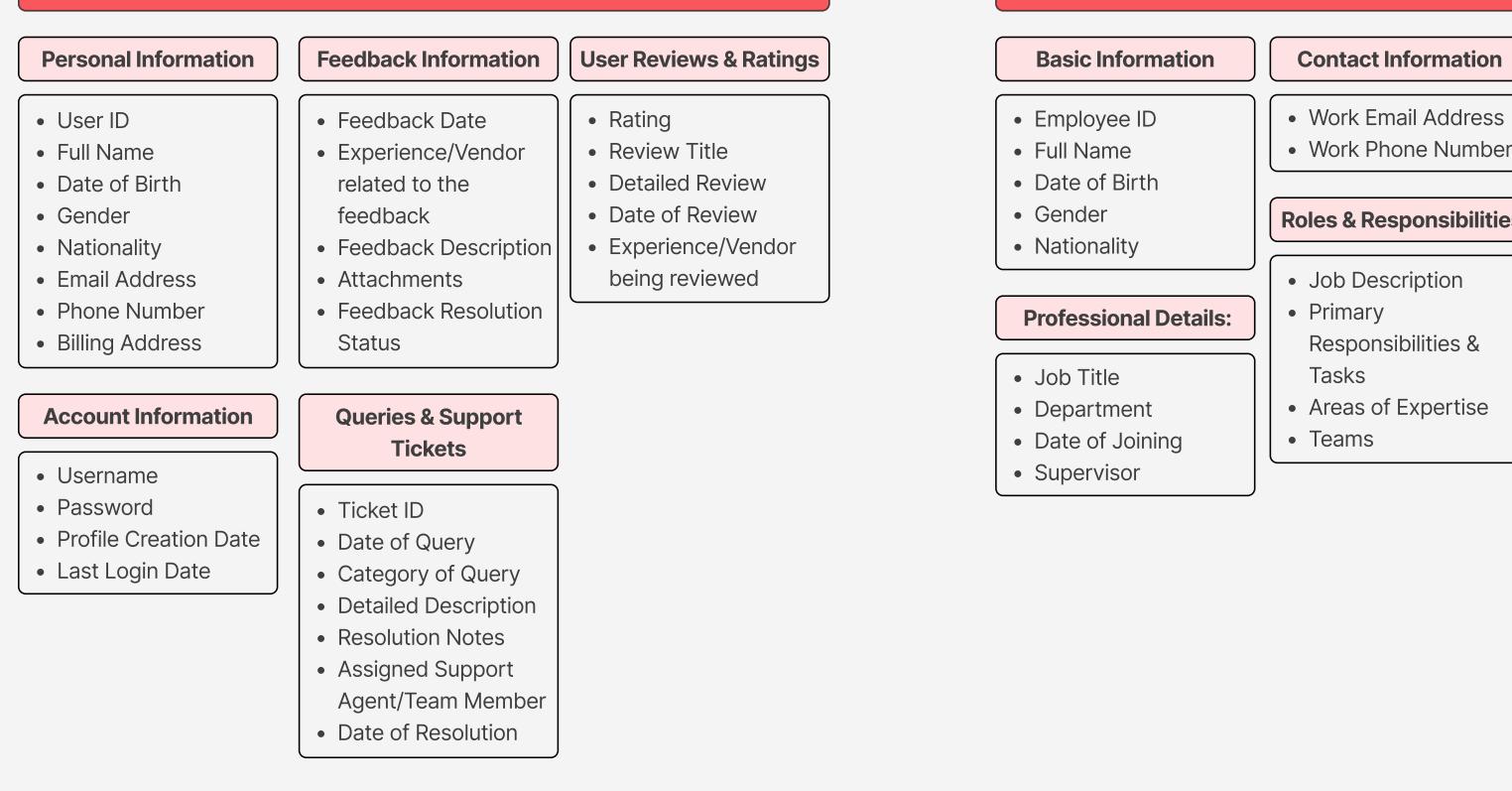
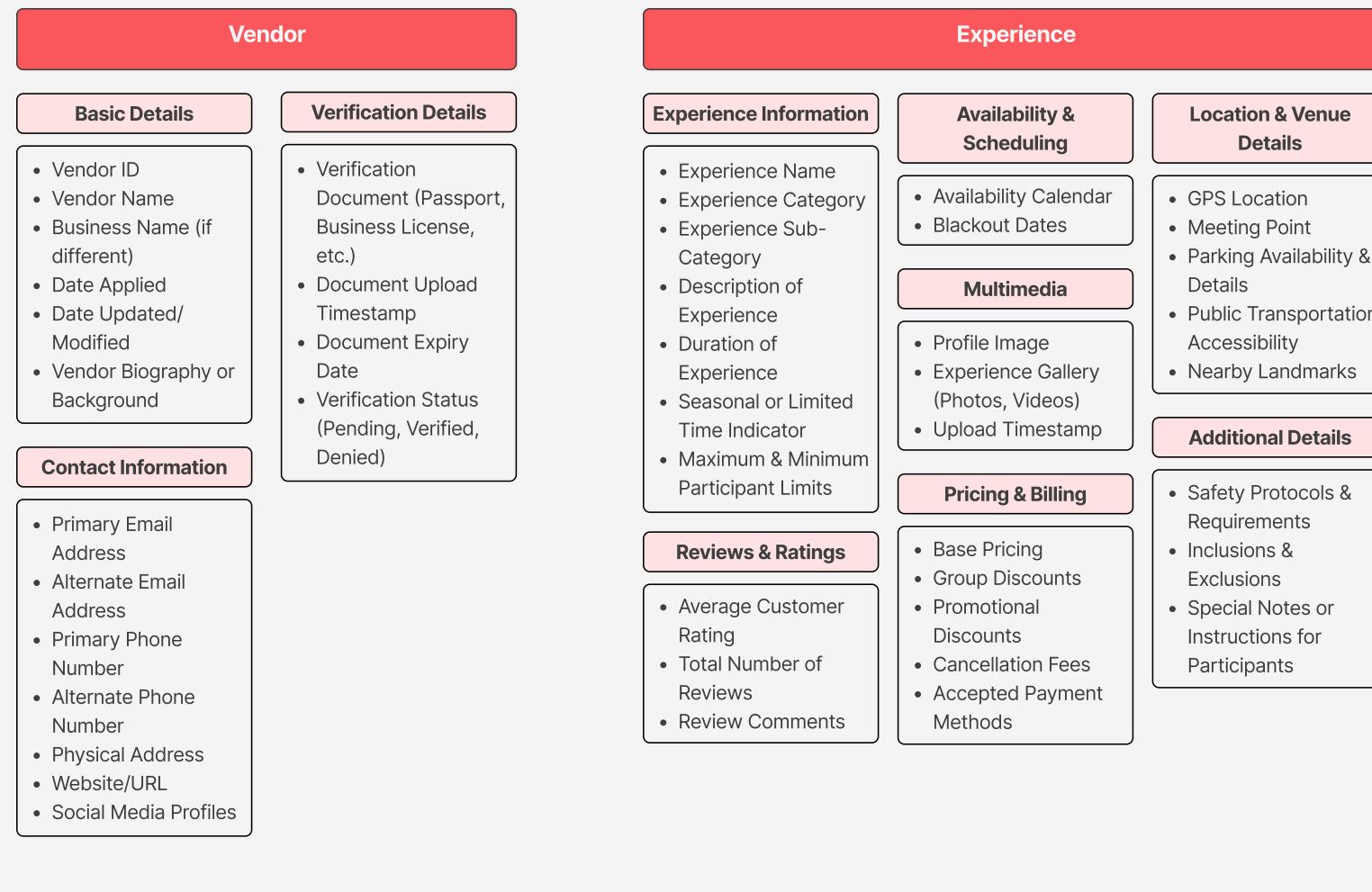
- **Touchpoint:** AI Assistance tool & Platform Messaging tool.
- **Action:**
 - Verifies the generated message
 - Forwards to the vendor
- **Emotion:** Informative, supportive.

- **Touchpoint:** Bottom AI assistant response & Input
- **Action:**
 - Verifies the generated message
 - Inputs "send it"
- **Emotion:** Informative, supportive.

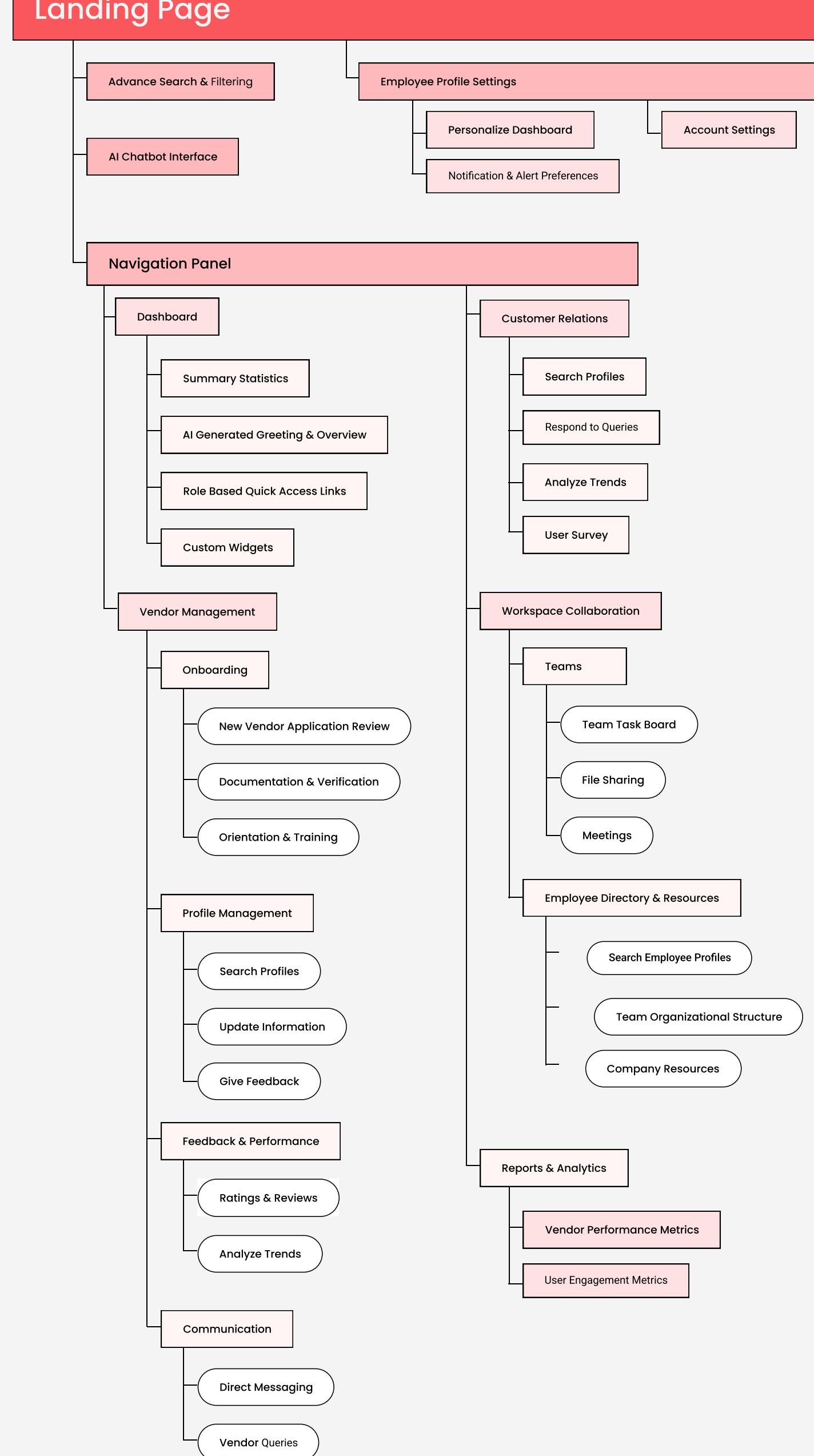
Content Inventory



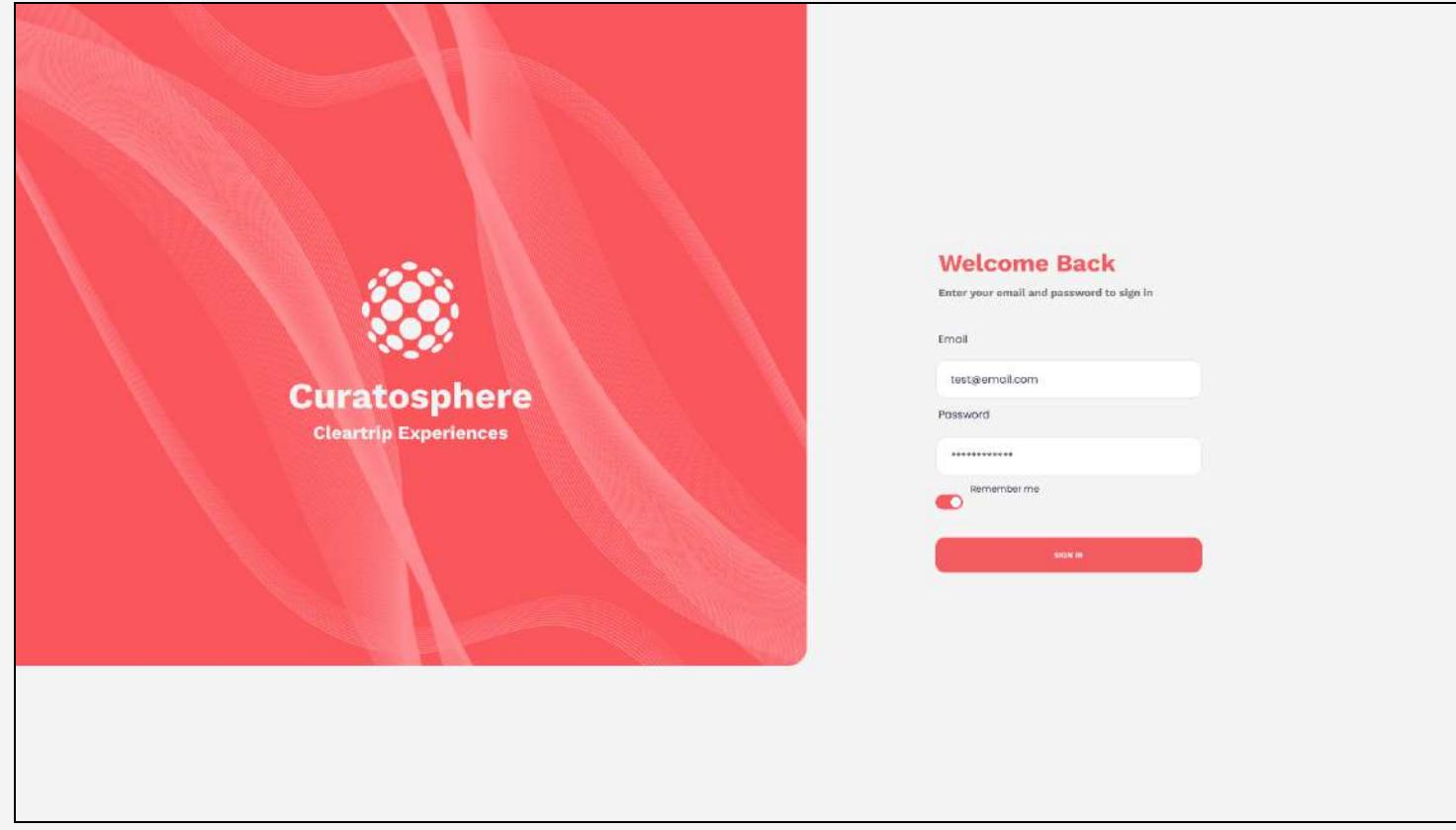
Content Inventory &
Information Architecture



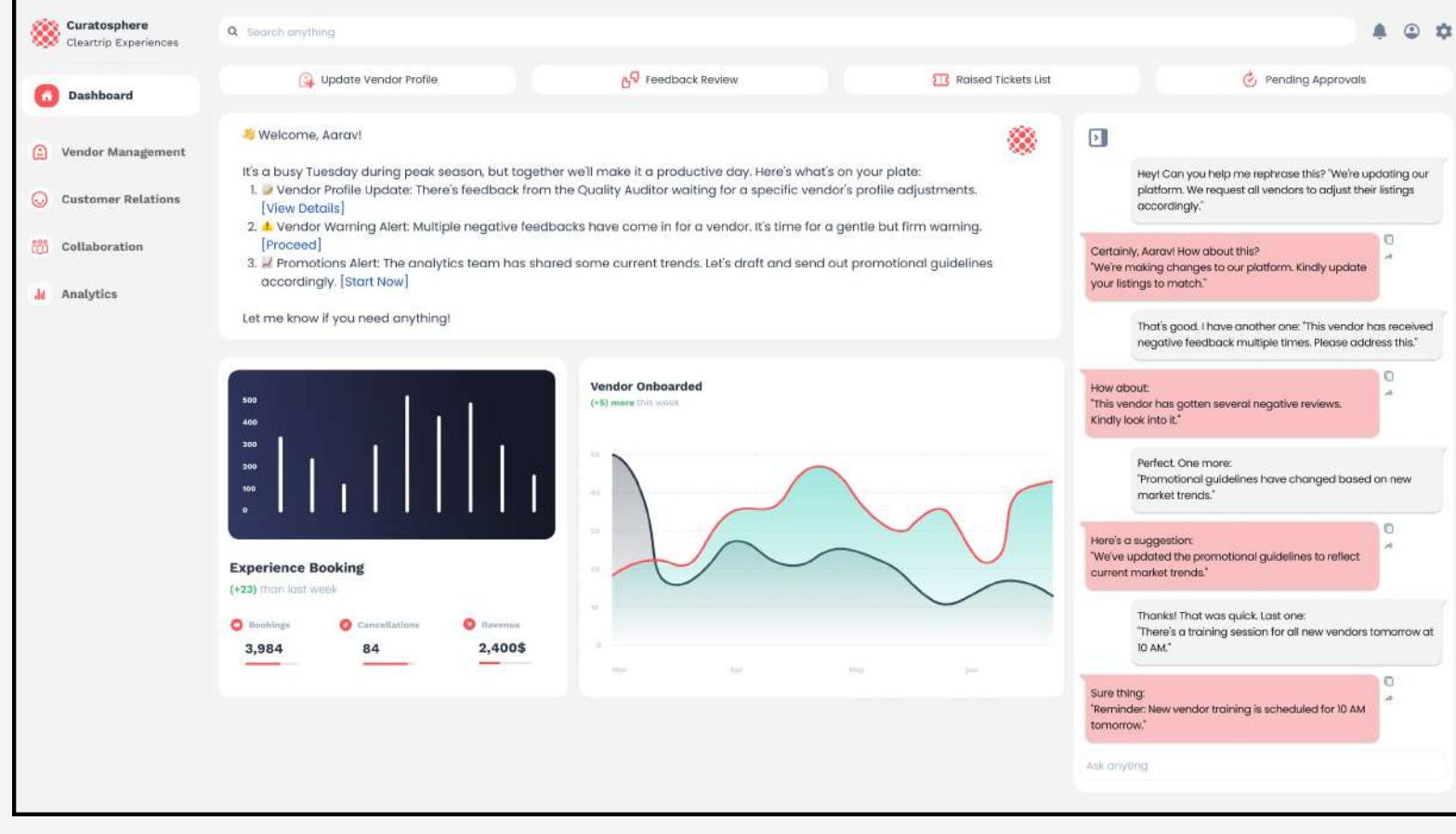
Information Architecture



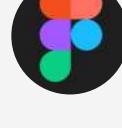
Interface Design



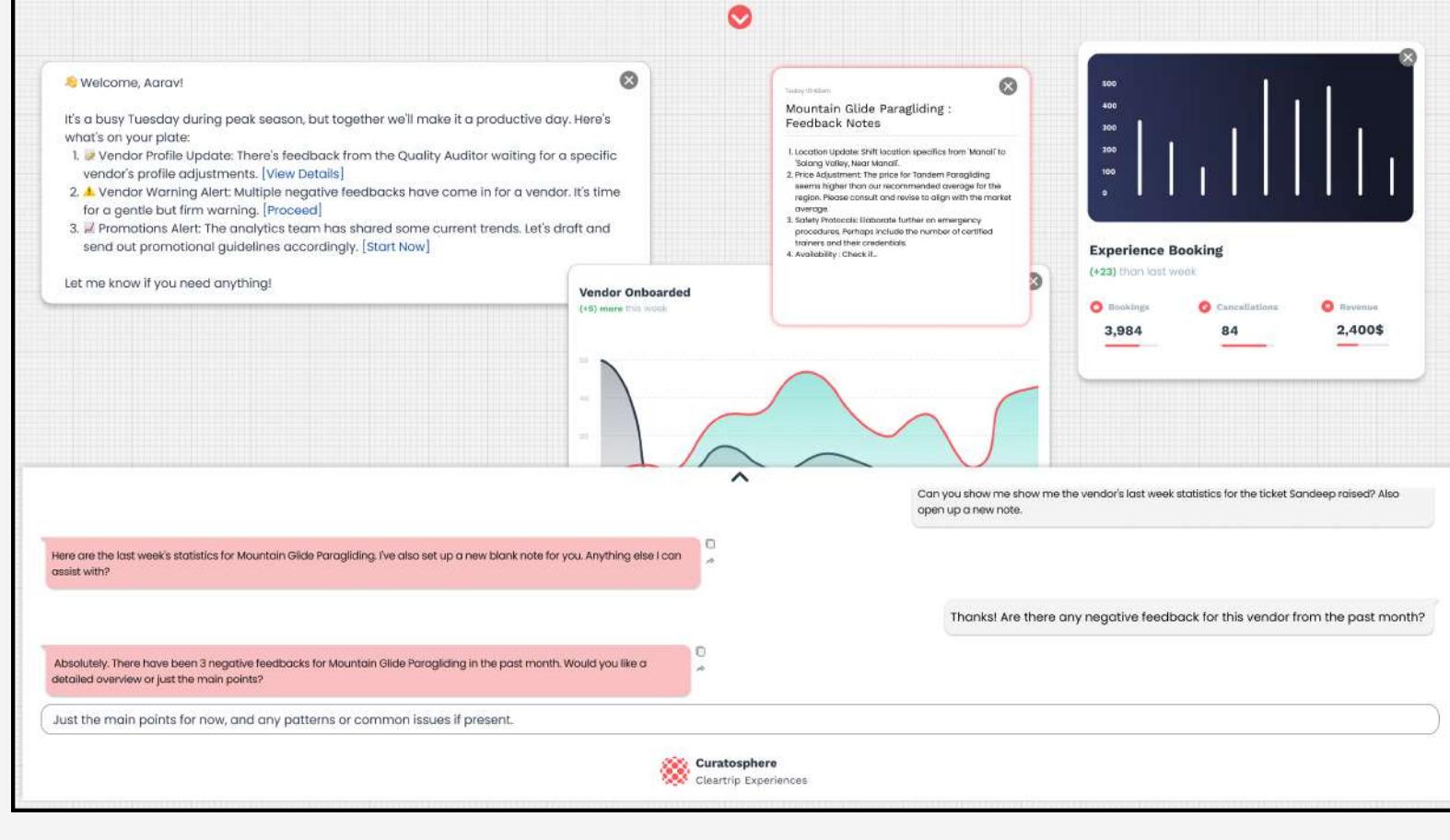
Login Screen



1. AI Enabled Traditional Platform Dashboard



Basic Prototype



2. AI Enabled On-Demand UI Elements Dashboard

(Dynamic Workflow Through Natural Language Interface)



Basic Prototype

Thank You