

Assortment Planning Tool

for CPG industry

A cloud platform which will take all the inputs from sales hierarchy & speaks back to them seamlessly, helping book perfect orders at every store!



The screenshot displays the iSTORE Assortment Planning Tool interface. At the top, there's a header with a back arrow, the title 'iSTORE', a date range selector set to '1 AUG - 1 SEPT 2015', and a menu icon. On the left, there are three icons: a map of India, a person icon, and a cube icon. The main area is divided into sections:

- National Performance:** Shows a progress bar for 'Achievement in Sales Value' (INR 1100,123,40 / 3600,000,00) and a status '164 days left'. A button labeled 'Year to Date' is highlighted with a cursor.
- Regional performance:** A table showing KPIs for different regions. The table has columns for Regions, iStore KPIs (Red Stores, SL, YL, RL, OL), Total Lines sold per Store, Ru/Ec, and Month to Date Achievement in Sales Value. The 'North' region is selected, showing values: 15, 87, 15, 87, 15, 87, 131, 3758. Below the table are growth percentages: +15%, +26%, +26%.
- Product Line Performance:** A pie chart showing the distribution of product lines. The legend indicates:
 - Star Line in %: 35 ↑
 - Yellow Line in %: 22 ↓
 - Red Line in %: 15 ↓
 - Orange Line in %: 7 ↓

Demand Planner

Mr.Johnson can choose to filter the entire assortment for a particular geography, product category all the way to the SKU and tweak the quantity of stock needed to be released for the next operating cycle accurately..

Only the item to be tweaked, can be done so inline, allowing the UI to be cleaner than an excel sheet without really having all those borders and still communicate its need and order.



The screenshot shows the Demand Planning application on an iPad. The top bar displays the device as an iPad, the time as 12:58 PM, and a battery level of 100%. The main header reads "DEMAND PLANNING" with a back arrow, and below it are filters for "2171 all" and "0 revised" items, along with a date range from "2 Feb 2020 - 1 Mar 2020".

The central view is titled "india" and shows a search bar with "Search in 25560 SKUs" and a magnifying glass icon. Below the search bar are three buttons: "Cross Sell (in units)", "Must Sell (in units)", and "Target (in '000)".

The data is presented in a table format under the heading "Assortment". The columns correspond to the buttons above: Cross Sell, Must Sell, and Target. The rows list various product categories with their respective values:

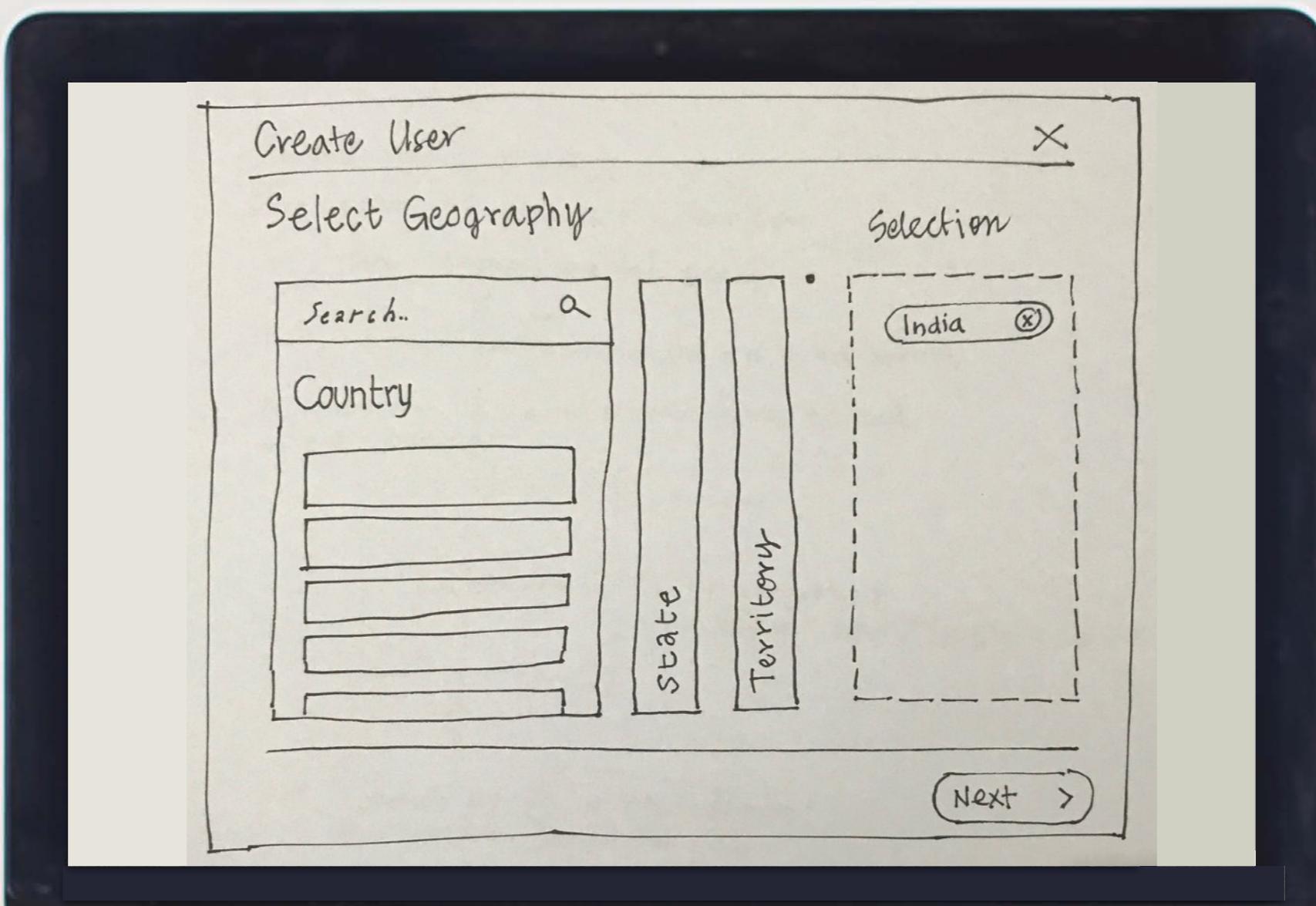
Assortment	Cross Sell (in units)	Must Sell (in units)	Target (in '000)
Processed Foods	223	600	
Beverages	223	600	
Dry Foods	223	223	
Total (MS + CS) in '000	300	600	
Prepared Meals	223	600	
Cosmetics	223	600	
Toiletries	223	600	
Over-the-counter Medications	223	600	
Candy	223	600	

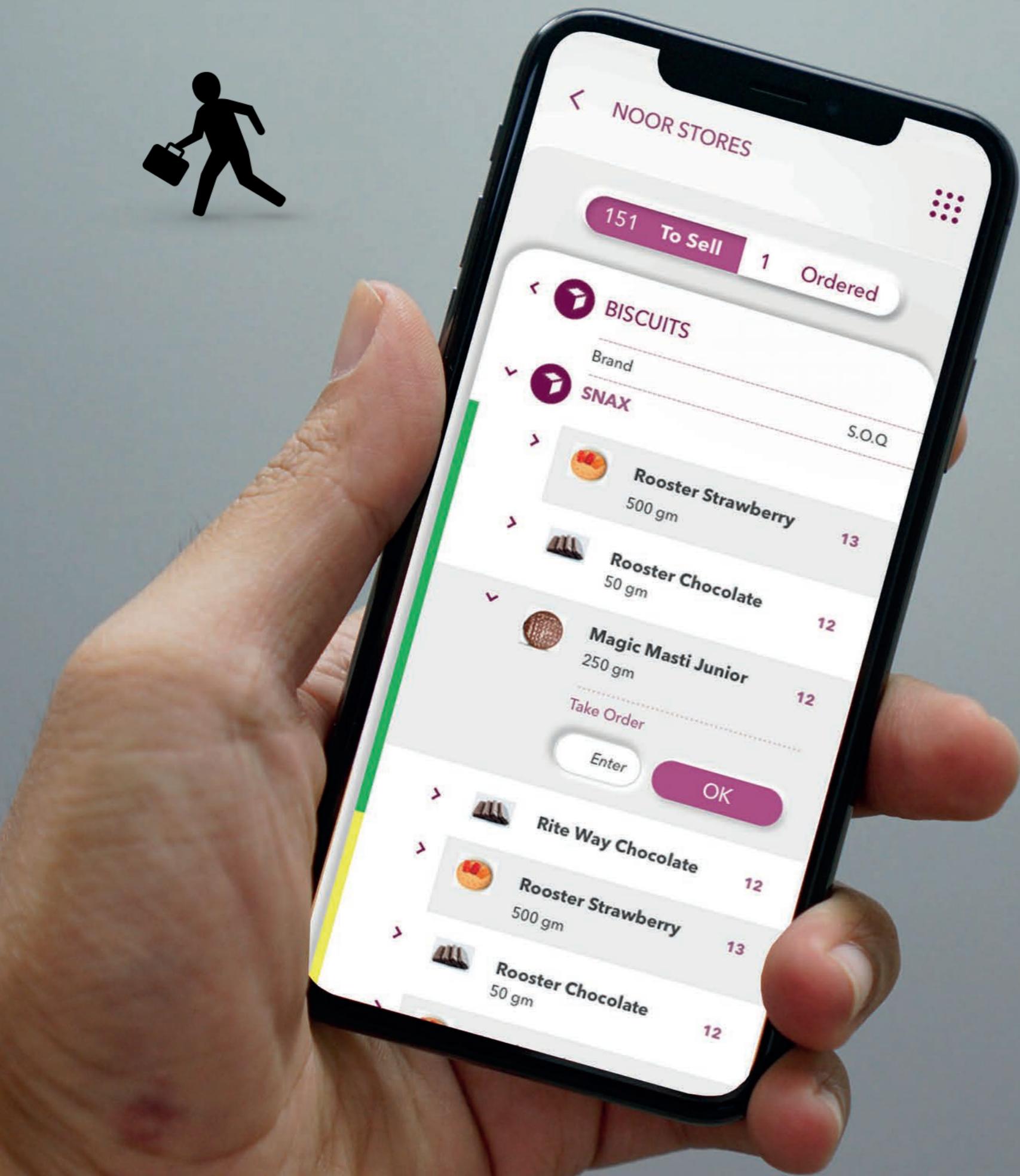
Demand Planner

While configuring data access to a sales user, we have multiple set of data like countries, regions, cities, etc. that run into long lists but we don't need all of them open at the same time. Based on the selection from the first, gives us a filtered list of the second and so on.



Using a vertical accordion worked like magic here for a Assortment Planning tool. Breaking the pattern of accordions being only vertical or horizontal and crafting something that marries the two!



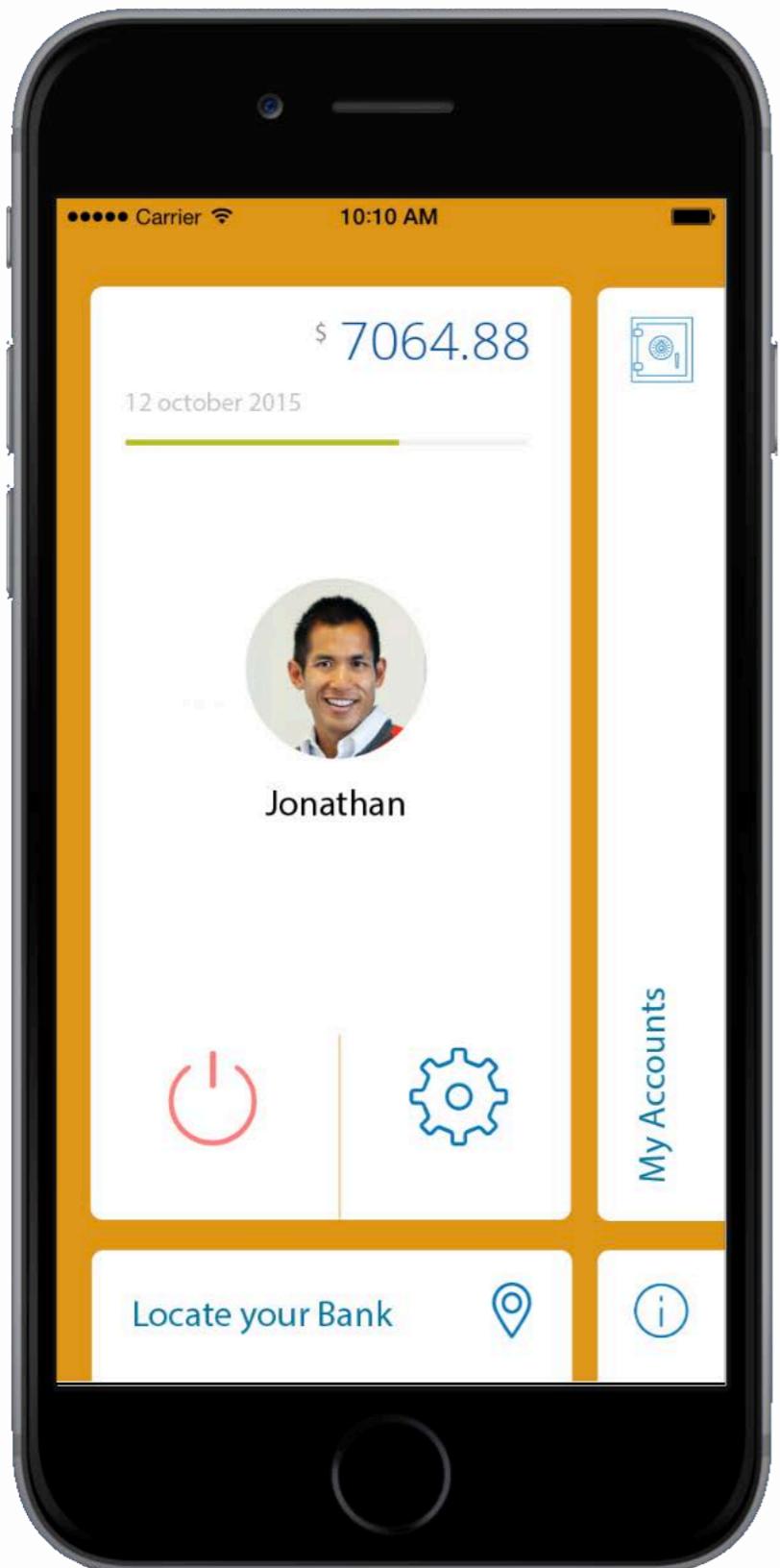


Sales Personnel

They go around their beat for the day visiting shops to book orders. We made an app that would predict out of order, capture it on fly and look and also feel like a notebook - additionally using the perks of technology like colour coding, real-time figure updates, etc.

- WHAT TO SELL
- HOW MUCH TO SELL
- WHEN TO SELL

Very Contextual.
Very now.



Bank slips/cards

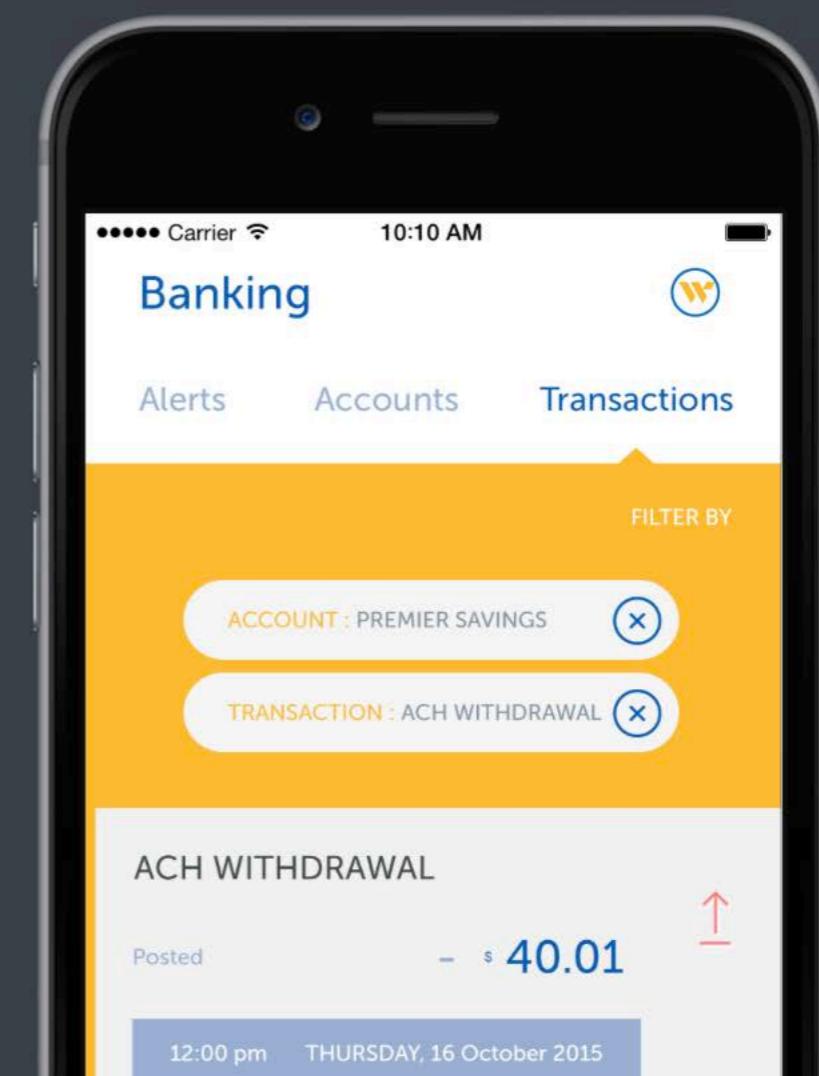
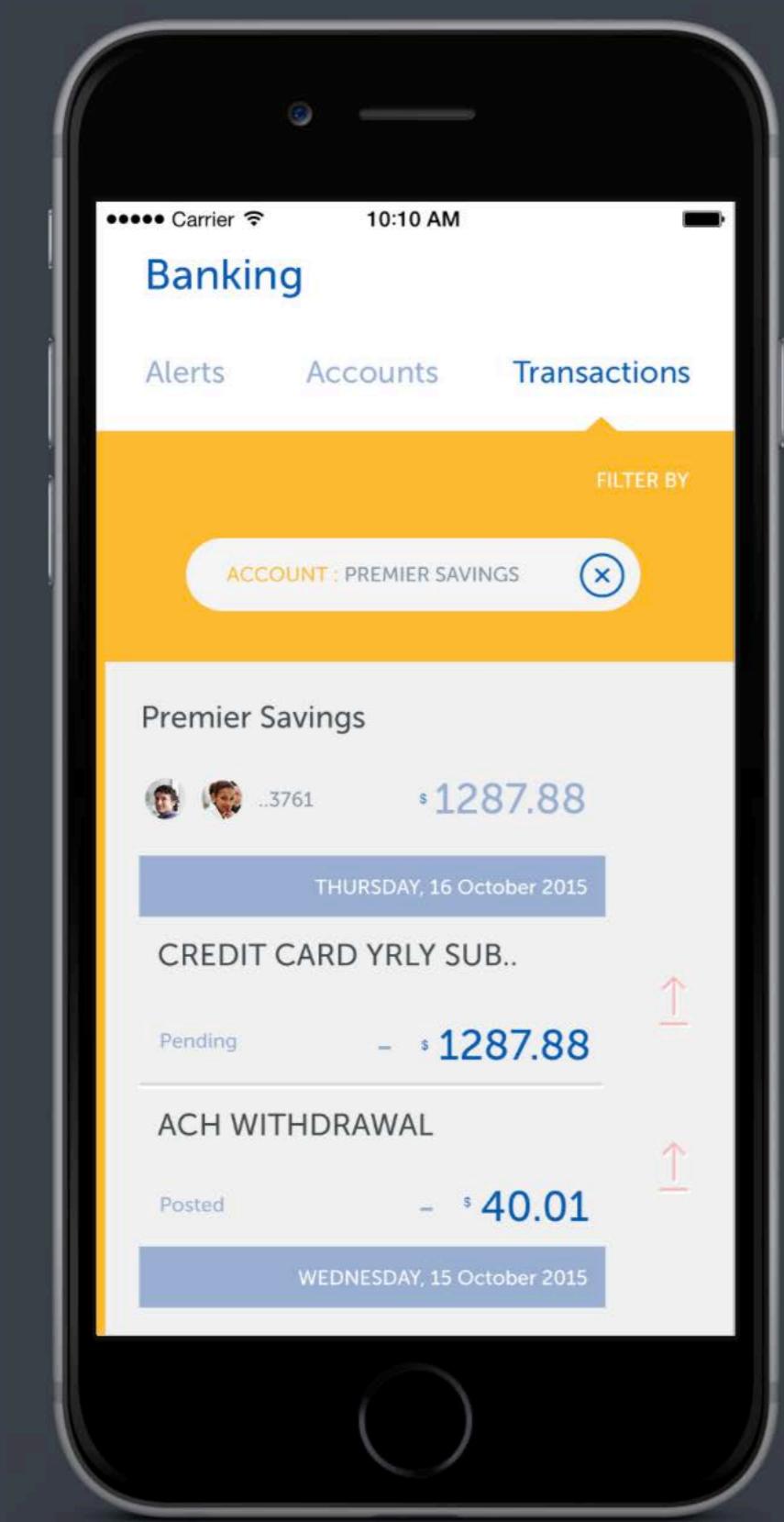
Since a lot of artefacts we find at the bank are paper slips and cards, carrying the affordance in the digital platform made obvious sense for me for a design proposal.

The cards are placed such that at any given point of time you are accessing one of those cards. So you only switch between these cards. Simplifying banking tasks to four groups, goes a long way in helping you stay grounded in context of task you are doing.

This may be especially useful for non-millennials switching to net or phone-banking as they would internalise that the first card is where I see my transactions. Done!

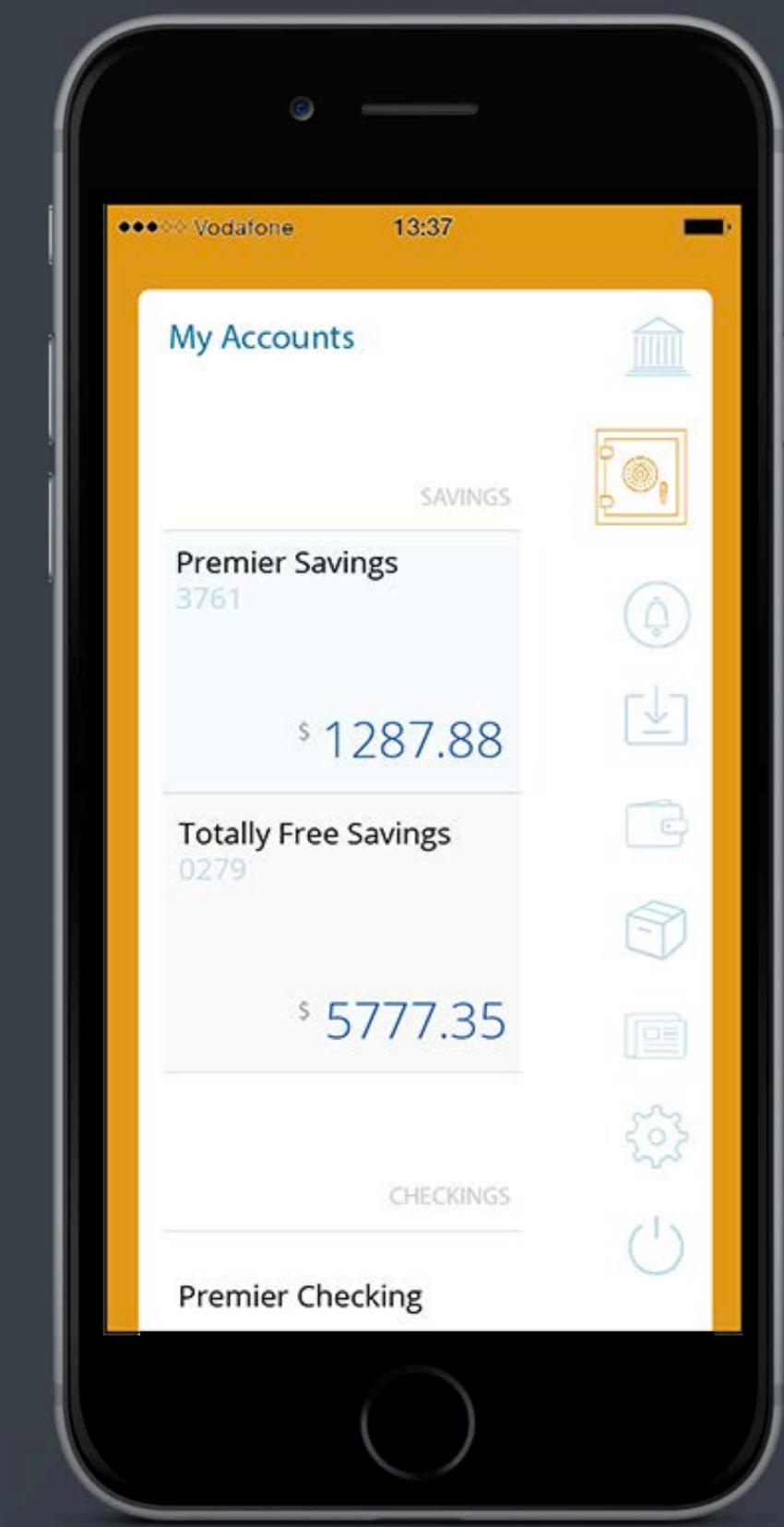
Filters can do magic in mobile devices

It can help define the context crisply with giving user the power to remove/modify right up front. For a user with multiple accounts, he/she selects an account upon which the transactions are shown for the selection.



Why menu needs to be hidden at all?

For a tool like banking, the more you inform the user where they are without having to show bread crumbs (if you are thinking from the Hansel and Gretel story, you are correct), the better users will feel while engaging with your application.



Ideation Tool

for an Insurance Company

Monday morning as he is entering in office, notices the banner “Inspire & involve your employees in creative problem solving!”

He is curious, goes to the kiosk..



Ideation Platform

DASHBOARD • CHALLENGES • IDEAS • CHALLENGES

Sophie Schneider

• New York • @sophieschnn

Insurance Analyst
Loves Music, Food Photography, Exploring Places

IDEAS SUBMITTED IDEA SHARES FOLLOWED BY

4 12 35

Messages Notifications

Lorum ipsum dolor sit amet, ei vis dicant officia, te vis fader.

Singulis indoctum, no altera bulent sed. Veri melius salu.

MORE

Challenge

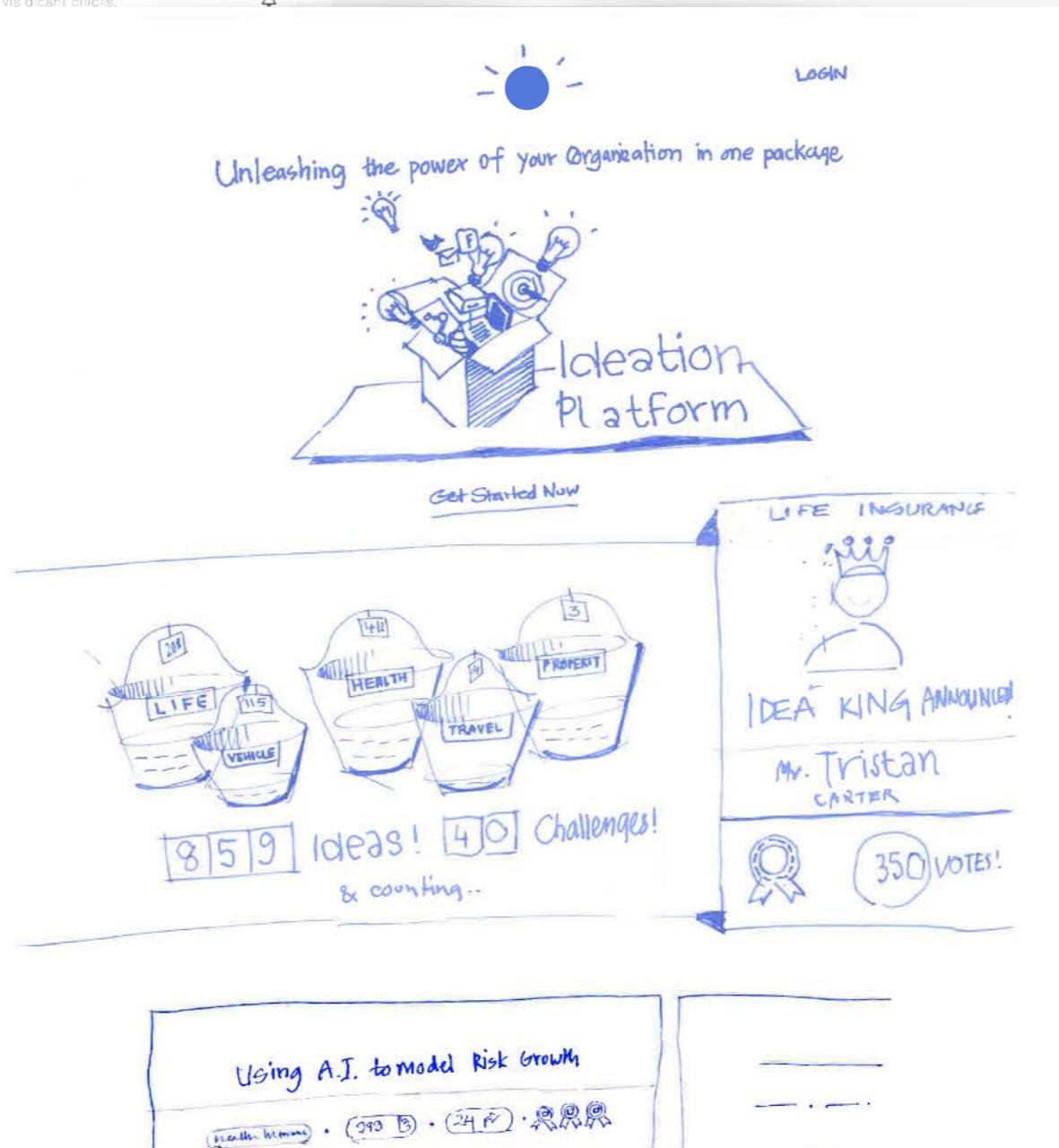
25 FOLLOWING 2 ASSIGNED TO ME

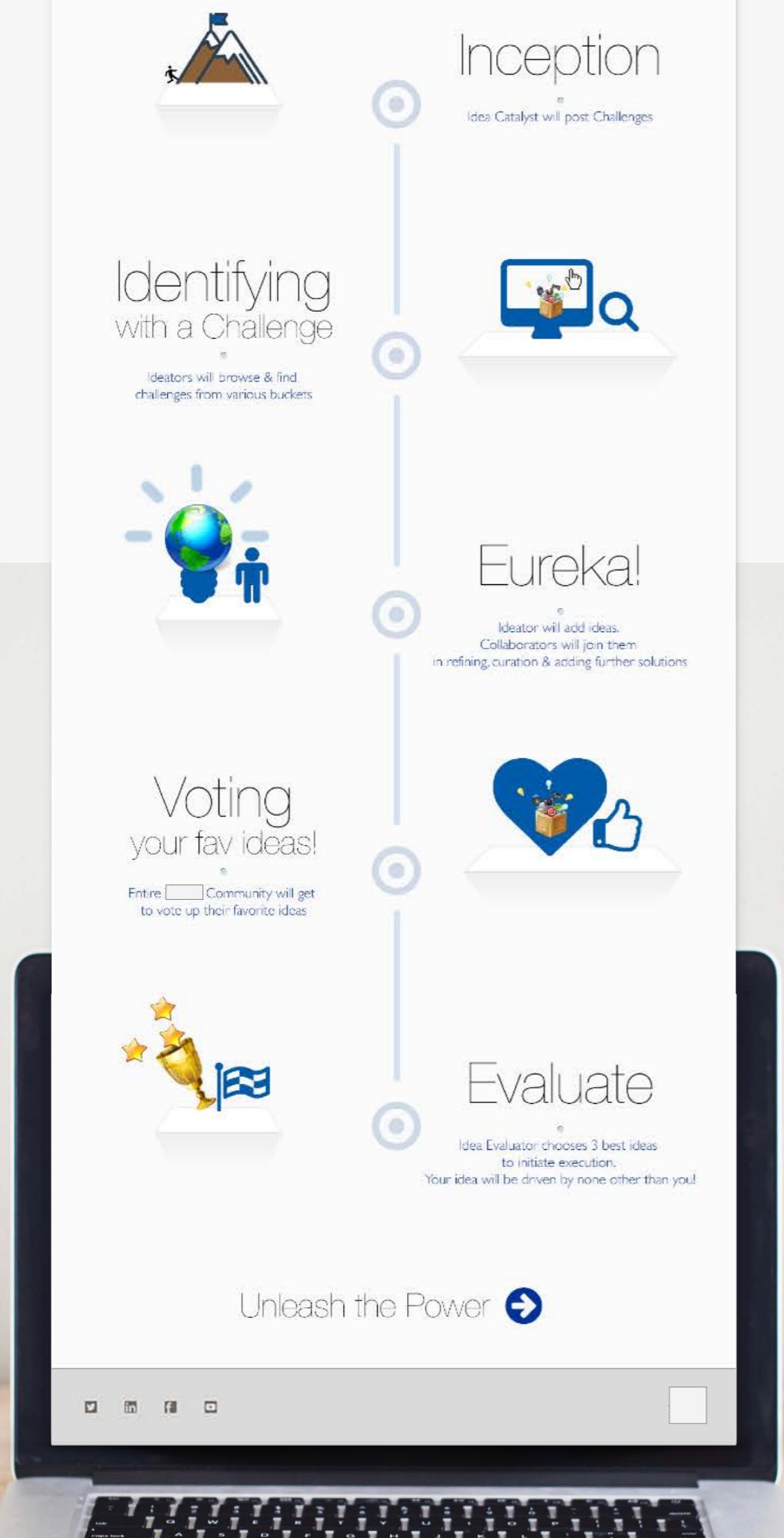
GOTO ALL CHALL

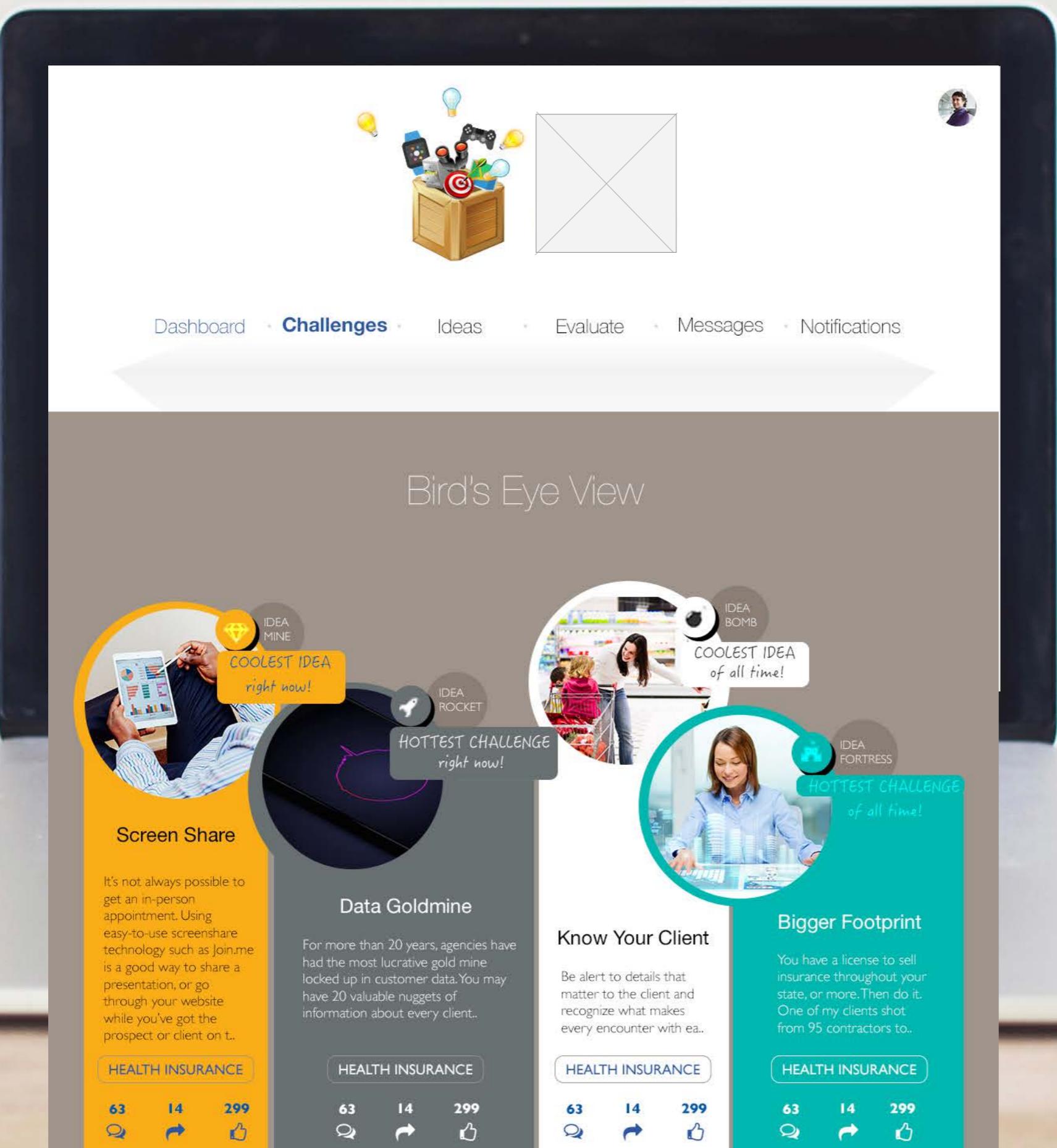
f t i g

Employee

Buckets for categorizing insurance ideas







Employee

Hall of fame; showing ideas bubbling up with the highest activity..

Inventory System for a Mass Media Company

For marketers who deal with that kind of daily feed, a little less chaos..



Showing Obligations (233)

ID	Version	Description	Activ. Date	End Date	Product Type	SS
122	1.0	Lorem ipsum dolor sit amet,	1-1-17	1-2-17	Print Sub	23
123	1.0	Te sea eripuit interpretaris, nec ex	12-1-16	-	Digital Sub	21
124	1.0	ad purto aperiri dissentias quo	11-1-16	11-1-16	Print Sub	19
156	1.4	ad purto aperiri dissentias quo	11-1-16	11-1-16	Print Sub	19
155	1.3	ad purto aperiri dissentias quo	11-1-16	11-1-16	Print Sub	19
154	1.2	ad purto aperiri dissentias quo	11-1-16	11-1-16	Digital Sub	19

Inventory System for a Mass Media Company



For marketers who deal with that kind of daily feed, a little less chaos..

Notifications • Obligations • Bundles Log Out

Showing All Obligations

Add to Drawer Create New

Obligation Name	ID	Version	Description	Activation Date	End Date	Product Type	SSP	Currency	Status
Print Sub 1 Year DM	123	1.0	Lorem ipsum dolor sit	1-1-17	1-1-17	Print Sub	2.99	USD	ACTIVE
Obligation 1234	123	1.0	-	1-1-17	1-1-17	Digital Sub	2.99	USD	ACTIVE
Lorem	123	1.0	Dummy text dummy text	1-1-17	1-1-17	Print Sub	2.99	USD	DRAFT
Ipsum	123	1.0	lorem ipsum dolor sit	1-1-17	1-1-17	Print Sub	2.99	USD	PENDING

<< < 1 2 > >>

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Marketing Executive

A marketer can bundle up a couple of offers of his/her selection by dragging them into the 'Drawer'



The screenshot shows a user interface for managing obligations. At the top right is a notifications bar with a single notification. Below it is a section titled "Obligations" containing a table with six rows. The table columns are "Obligation Name", "ID", and "Version". The rows are: 1. Print Sub 1 Year DM, ID 123, Version 1.0; 2. Obligation 1234, ID 123, Version 1.0; 3. Lorem, ID 123, Version 1.0; 4. Ipsum, ID 123, Version 1.0; 5. Ipsum, ID 123, Version 1.0. To the left of the table is a large blue rectangular area with a dashed border, labeled "Drag drop Active Obligations here". Inside this area is a small white square with a black outline and a blue arrow pointing towards it. At the bottom of this area is a blue button labeled "Create Bundle".

Obligation Name	ID	Version
Print Sub 1 Year DM	123	1.0
Obligation 1234	123	1.0

Notifications 1

Obligations

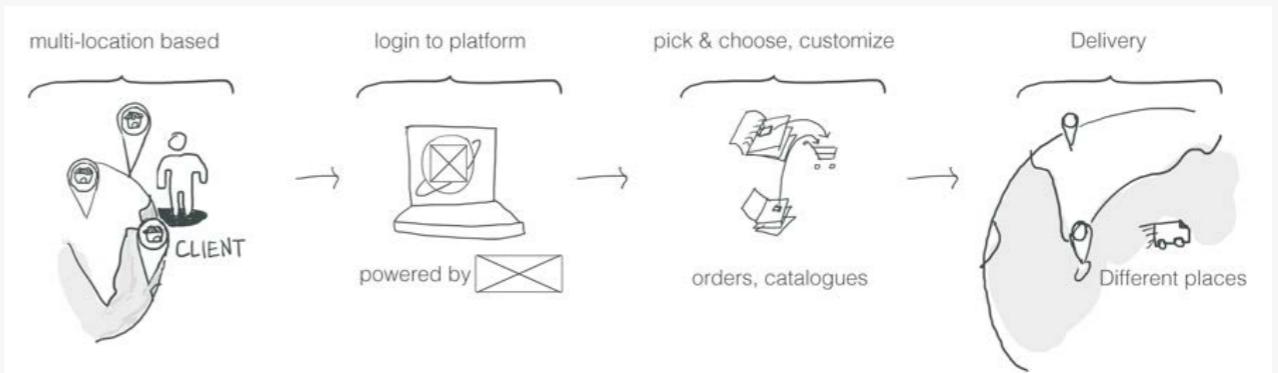
Drag drop Active Obligations here

Create Bundle

2017

Self Service Portal

for a Marketing & Communication Services Company



The screenshot shows the user interface of the Self Service Portal:

- Header:** Welcome back, Jonathan! (Logout icon), search icon, orders (highlighted), shop, create, shopping cart icon, Jonathan ABC Global.
- Section 1: Your Orders**
 - Icons for Edit, Document, Credit Card, Dropbox, Telegram, and Delivery.
 - Buttons: Today, This Week, This Month.
- Section 2: Order History**
 - Count: 220 All, 2 Pending, 4 Overdue, 1 Today, 12 Upcoming.
 - Buttons: Create New (+), Print, Digital.
- Table View:** A grid showing order details.

Tracking No.	Item	Due	Qty	Amt(\$)	Status
13002	Panel Printing	40 JUL Americas	299.01	Delivery	
13001	Leaflet	2000 JUL APAC EMEA	300.00	Delivered	
12999	Promotion Clip	12 JUL	1	900.00	Dropbox

Self Service Portal

We know your process so things are more streamlined for you than you need to ask..

The image displays a tablet screen and a smartphone screen side-by-side, illustrating a mobile-first self-service portal.

Tablet Screen (Left):

- Header:** A decorative graphic of overlapping triangles in the top left, followed by a search icon (magnifying glass) and the word "shop". To the right are links for "create custom" and a shopping cart icon, with "login" and "signup" below it.
- Middle Section:** The text "All your Print & Media needs.." is centered over a background image of hands holding a smartphone.
- Product Offers:** Three yellow circular icons show:
 - A house icon with "1000x" and "\$40/-"
 - A t-shirt icon with "100x" and "\$80/-"
 - A monitor icon with "1x" and "\$200/-"
- Delivery Promise:** The text "Get delivery in a day!*" is displayed.
- Bottom Navigation:** A row of small icons for document creation, file management, and communication.
- Collateral Section:** The text "Business Collaterals" is shown above three images of printed materials: a smartphone with a grid of cards, a booklet with a woman's face, and a badge print.

Smartphone Screen (Right):

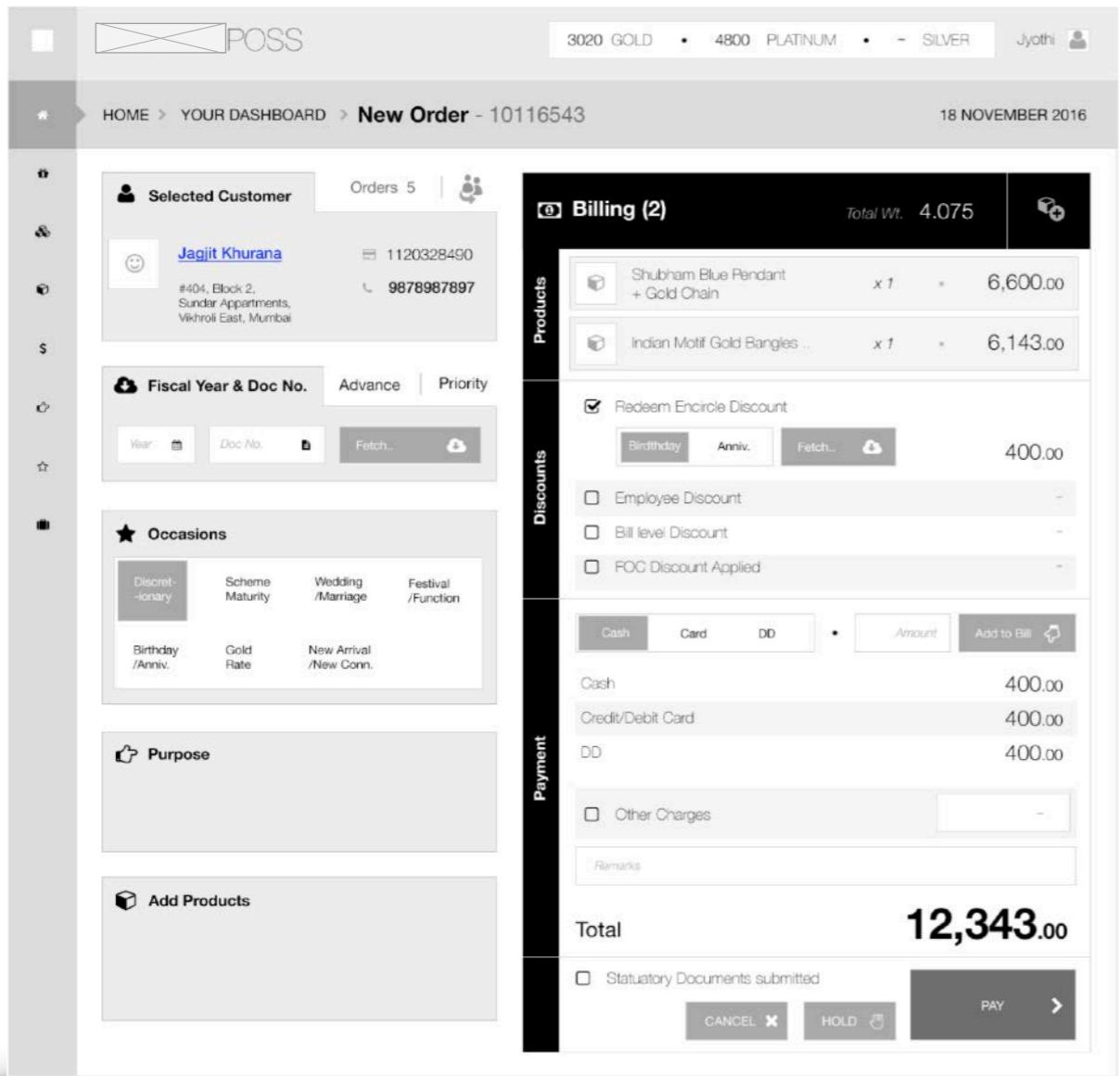
- Header:** "NOTIFICATIONS 1" (with a blue notification badge).
- Section Headers:** "Approvals 1" and "Overdue 2".
- Filter Buttons:** "Today", "This Week", "This Month", and "All".
- Approval Item:** A card for "ORDER #12001" showing:
 - BROCHURE 8.5"x11" (1x)
 - BADGE PRINT (1x)
 - ORDER DATE: All / SHIP DATE: All
 - Total: €25.50
- Action Buttons:** A large "Approve" button at the bottom.

Sales Team

Joanna has all the collaterals templates she needs for her company's upcoming Event. A bit of customisation and she is ready to go!



The screenshot shows a digital platform interface for creating and managing corporate collateral. At the top, there is a navigation bar with a search icon, a 'shop' button, a 'create custom' button, a shopping cart icon, and a user profile for 'Joanna'. Below the navigation bar, a message says 'Welcome back, Joanna!'. The main area is titled 'Shop from Templates' and features a category 'Corporate Collaterals'. On the left, there is a sidebar with icons for different template types: a folder for 'Corporate Collaterals', a document for 'Business Cards', a briefcase for 'Letter Heads', a book for 'Brochures', and an envelope for 'Envelopes'. Below the sidebar, there are two rows of template preview cards. The first row includes a 'Business Cards' card (1000x \$250), a 'Letter Heads' card (1000x \$250), a 'Brochures' card (1000x \$250), a circular 'Oh joy! it's a Boy' card (1000x \$250), and a 'Envelopes' card (1000x \$250). The second row includes a 'Business Cards' card (1000x \$250), a 'Letter Heads' card (1000x \$250), a 'Brochures' card (1000x \$250), a 'Envelopes' card (1000x \$250), and a dark blue card (1000x \$250). At the bottom of the page, there is a decorative background featuring a large, faint image of a person's arm and hand reaching towards the right.



Point-Of-Sale UI for a Jewellery Chain

To enable quick tapping on POS machine to add discounts effortlessly without holding the queue up for long. also dark grey colour because white becomes too much of a contrast if user at the counter would need to be seeing this throughout the day.

Notice how the total appears twice. It is always present at he top if no action needs to be taken and hence user doesn't need to scroll in the POS machine at counter

The image shows a POS system interface on the left and a handheld device on the right.

POS Terminal Screen:

- Header:** POSS, 3020 GOLD • 4800 PLATINUM • - SILVER, 18 NOV 2016 • Jyothi [Profile Picture]
- Order Details:** Order - 10116543
- Search Bar:** Search by name, mobile number or loyalty ID..
- Items (1):** Akshya Tritiya Special Discount Earrings (Plain Gold)

 - Total Wt. 4.050
 - Variant Code: 512515PVYAAA00
 - Lot#: 2JA000097
 - Bin: STN
 - SO Name: Asha Shetty
 - Unit Wt. 4.075
 - Price per Unit: 6600.07

- Discounts (0):** Employee Discount (APPLY Rs. 150), Bill Level Discount, FOC Discount, Encircle Discount (FETCH).
- Other Charges (0):** Enter.., ADD, 0.00.

Handheld Device Screen:

- Amount:** 12,343.00
- Paid:** Paid, Advance, Priority
- Customer Info:** Kumar S., 1120328490, 9878987897, Sold by Asha Shetty.
- Summary (1):** 1x Akshaya Tritiya Special Discount Earrings 6,600.00
- Discounts (1):** Employee Discount - 200.00
- Tax (1):** VAT (12.5 %) 690.00
- Amount:** 12,343.00
- Buttons:** RETURN, Hold.



Thank you

For your time!