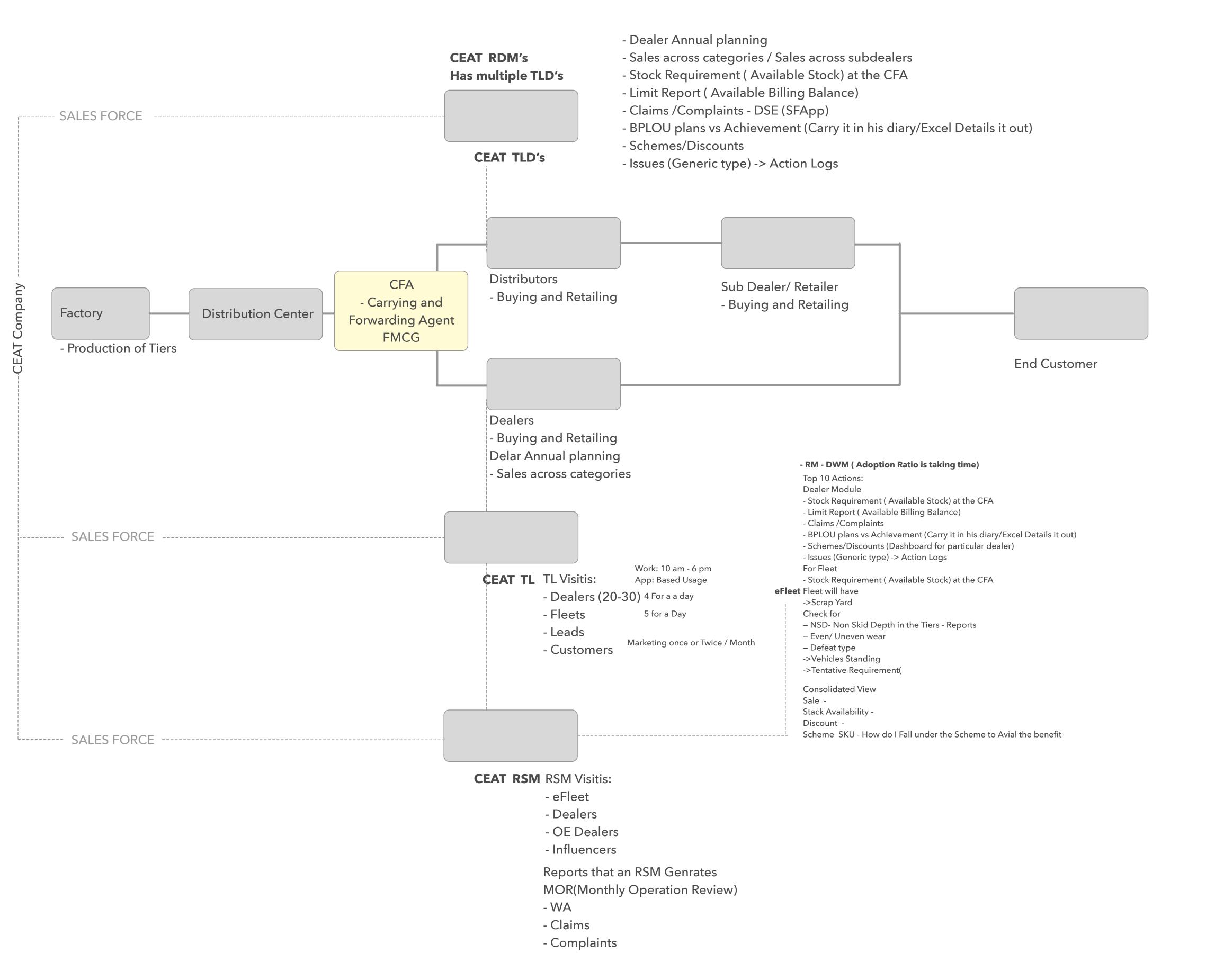


CEAT Sales force InterfaceRevamp

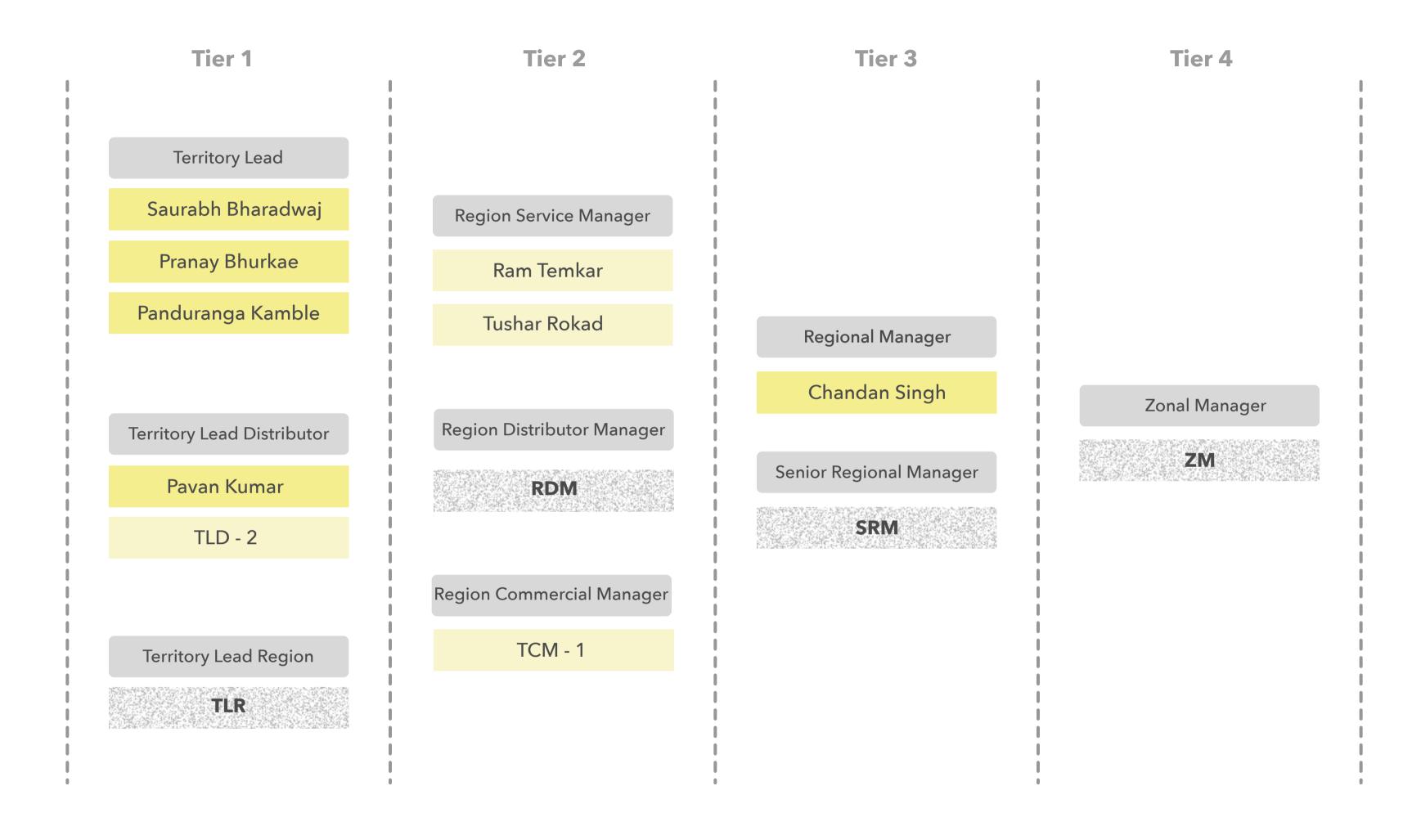
- User Jounery of TLD, TL, RSM
- Person Empathy Mapping

_

CEAT User Journey (TLD, TL, RSM)
Page: 2



Based on MOR Session in Pune 3rd Jan 2019 - CEAT Office





Introduction Session

- Introduction about the session -Ritesh
- Participants introduction

Day-to-day tasks -

how they perform?, challenges? Reviews with Boss, data extraction for business etc.

Task wise reports (on the spot + through mail)

Reports in use - data source, pain points, how does the TL/TLD/RSM want it? (dashboard, REPORTS, WHATSAPP, SMS). Also, capture the list on stickynotes if not on our list Dwell into parameters if mentioning mother-reports, or if we feel there is a need to.. eg. for unique reports.

Empathy session for dashboard-

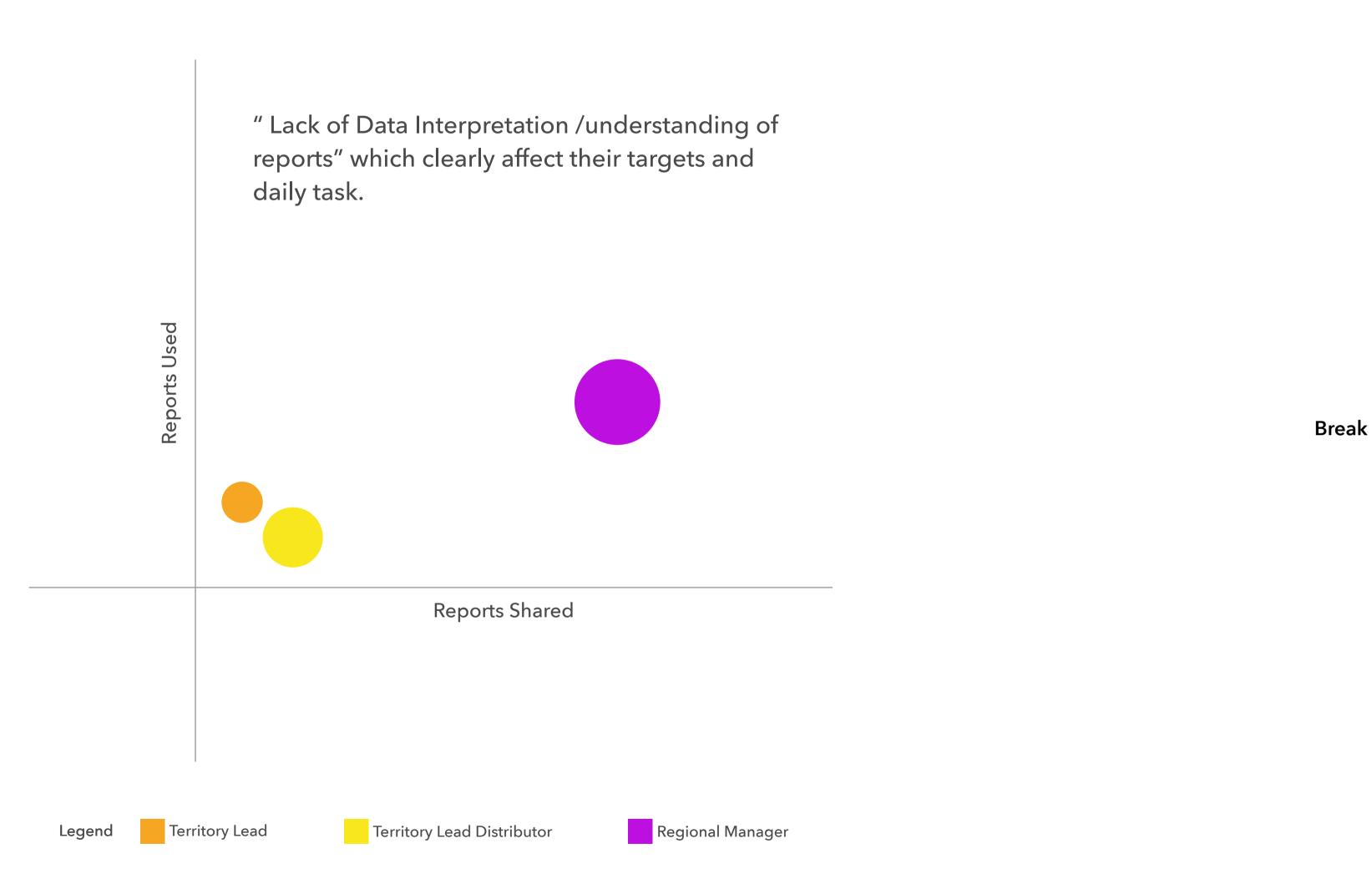
Give them the sticky notes and ask them to arrange for navigation.

Note:

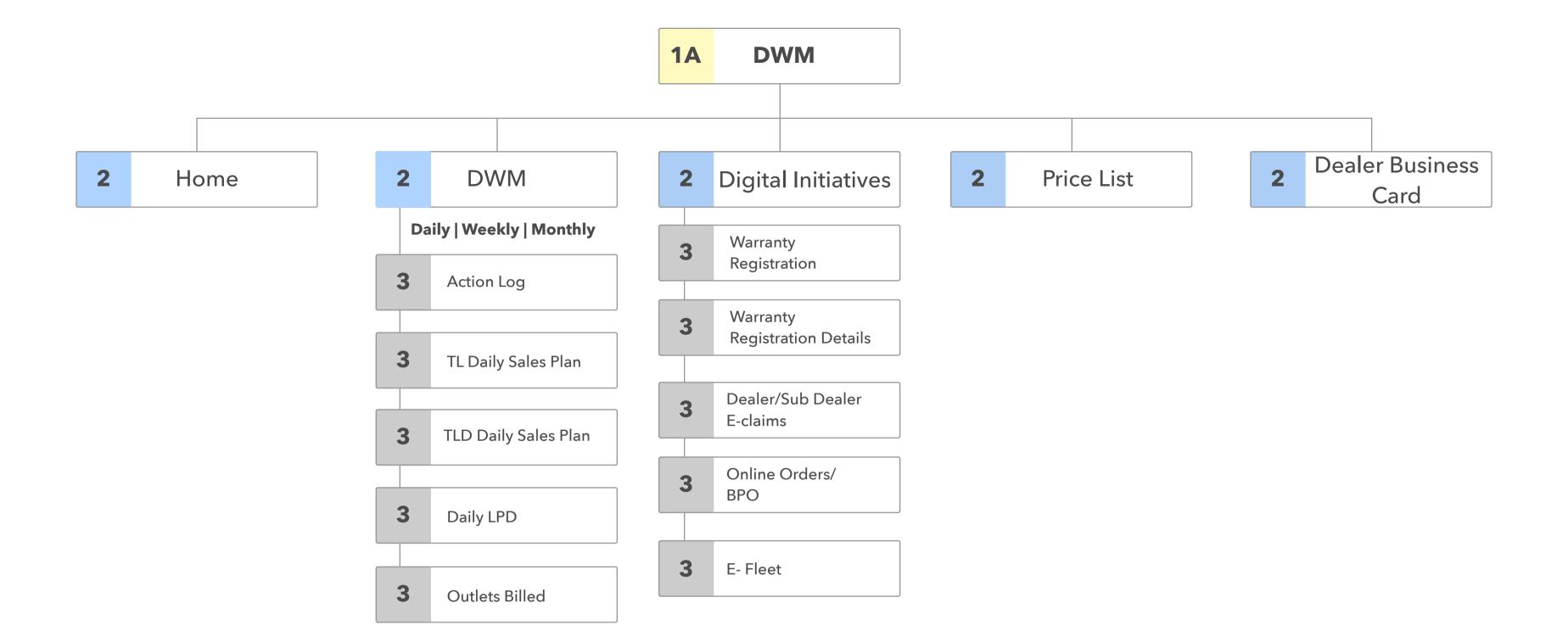
Capture empathy maps during this interaction - report wise and respondant wise. Capture any other relevant information during this interaction (Any points on the interformation)

By Break Time - list of tasks and Reports are ready on stickynotes. The same list captured in the stage 1 is also put on the sticky notes

Based on MOR Session in Pune 3rd Jan 2019 - CEAT Office



Sitemap - Sales Force Dashboard - DWM



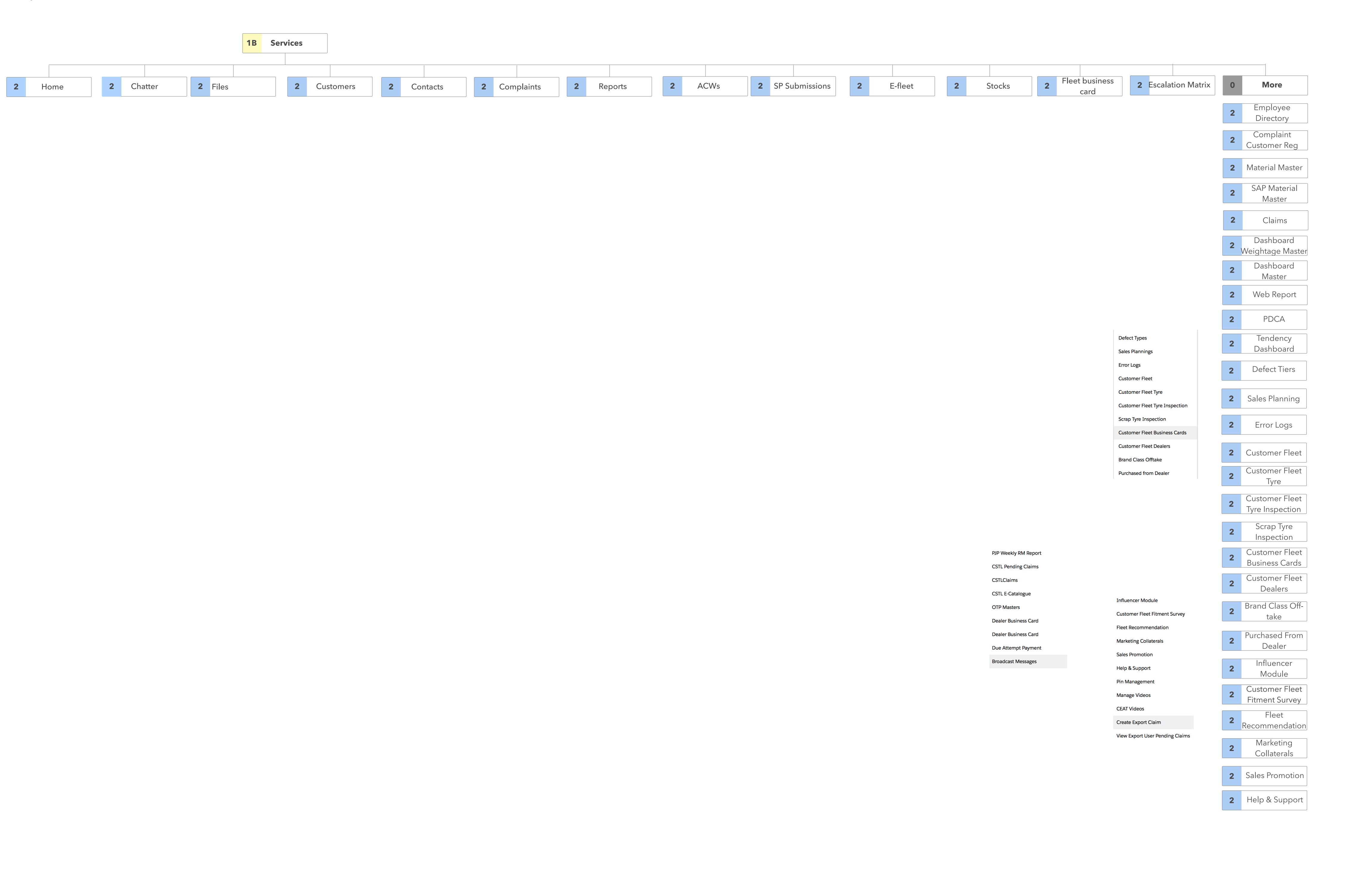




Table of Content

User Journey

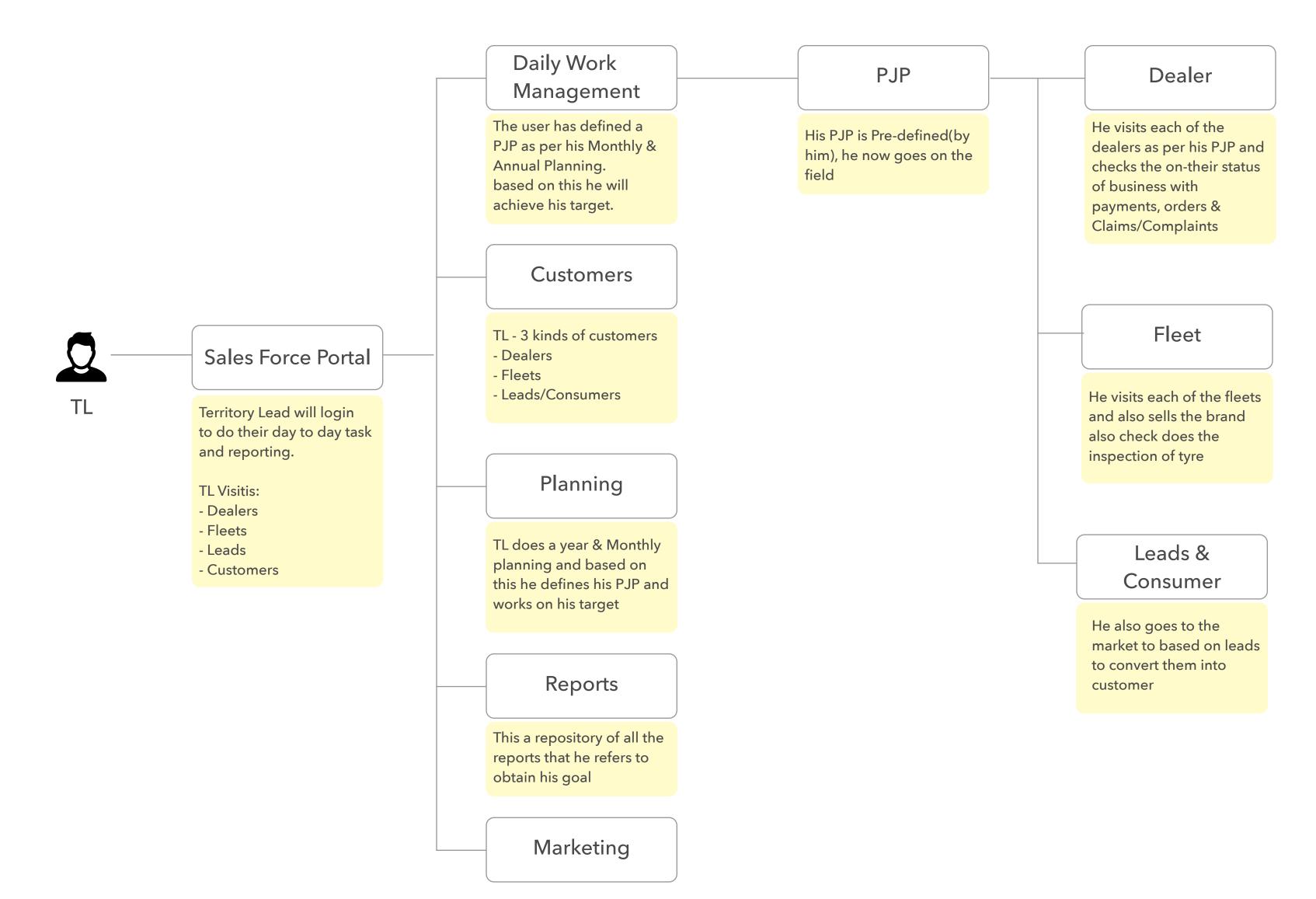
- Territory Lead

Sitemap

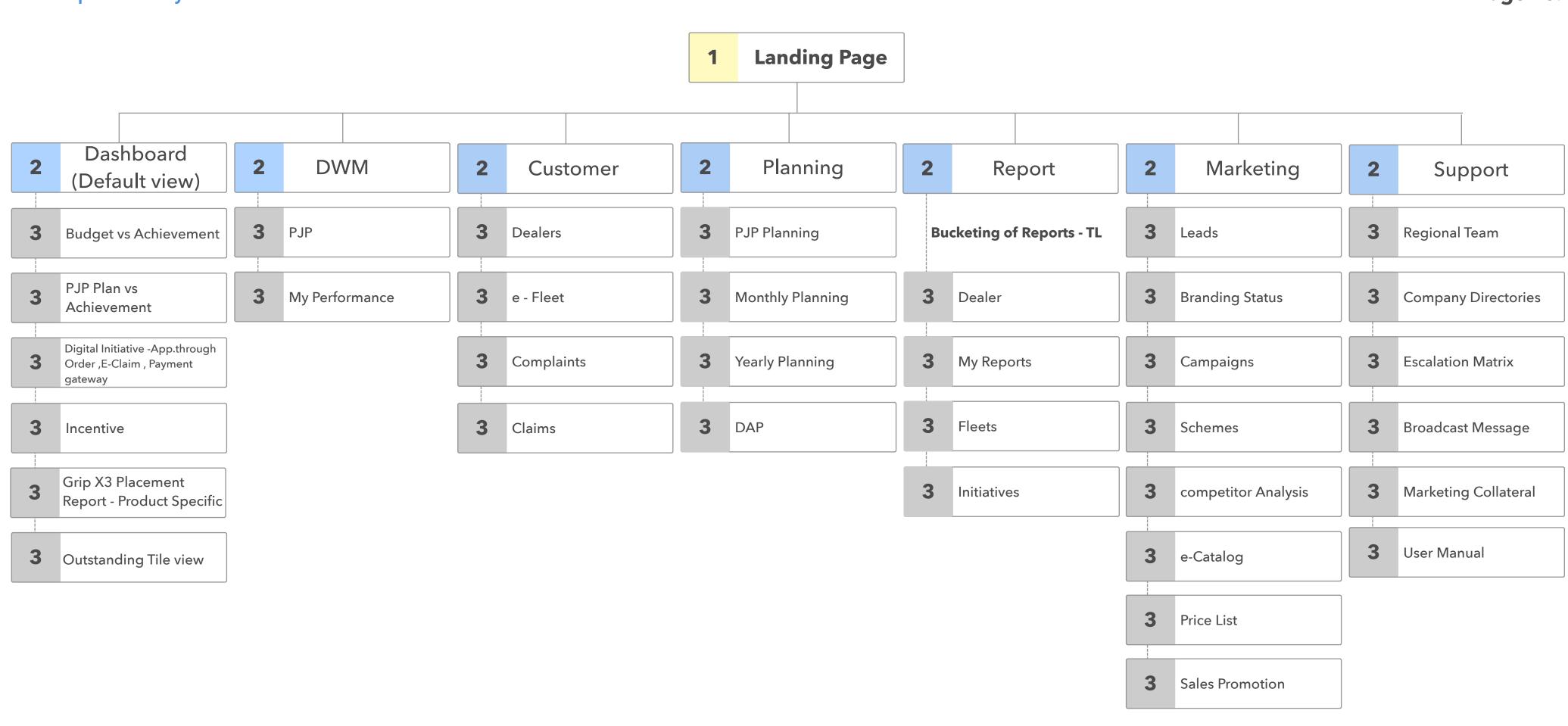
- Territory Lead
- Territory Lead Reports

Wireframe

1.0 - TL Interface Dashboard







3	Dealer	2	My Reports	2	e-Fleet
4	BPLOU VS Achievement (Dealer)	4	Action Log Resolution	4	Tyre Tracking
4	Scheme Dashbord	4	Sales Report	4	Scrap Tyre Inspection - FSS & Fleet wise
4	SKU Wise Billing	4	PJP Status	4	SPK
4	Unfulfilled orders	4	Product Grid	4	MHN: SPEC.KTB
4	Business Card	4	competition Scheme Grid	4	Halla Bol List
4	Cheque pending	4	Incentive	4	Business Card
		4	Stock	4	Fleet Pricing
		4	Forecast vs Achievement for RO SKU Wise		
		4	Consumer Complaints		
		4	WSE		
		4	OD of all Dealers, Fleet, Distributors		
		4	Claim Status		

Transit Vehicles in Status

2 Initiatives

Digital Initiatives- App
Through Order, Claims &
payment Gateway

4 Grip X3 Placement

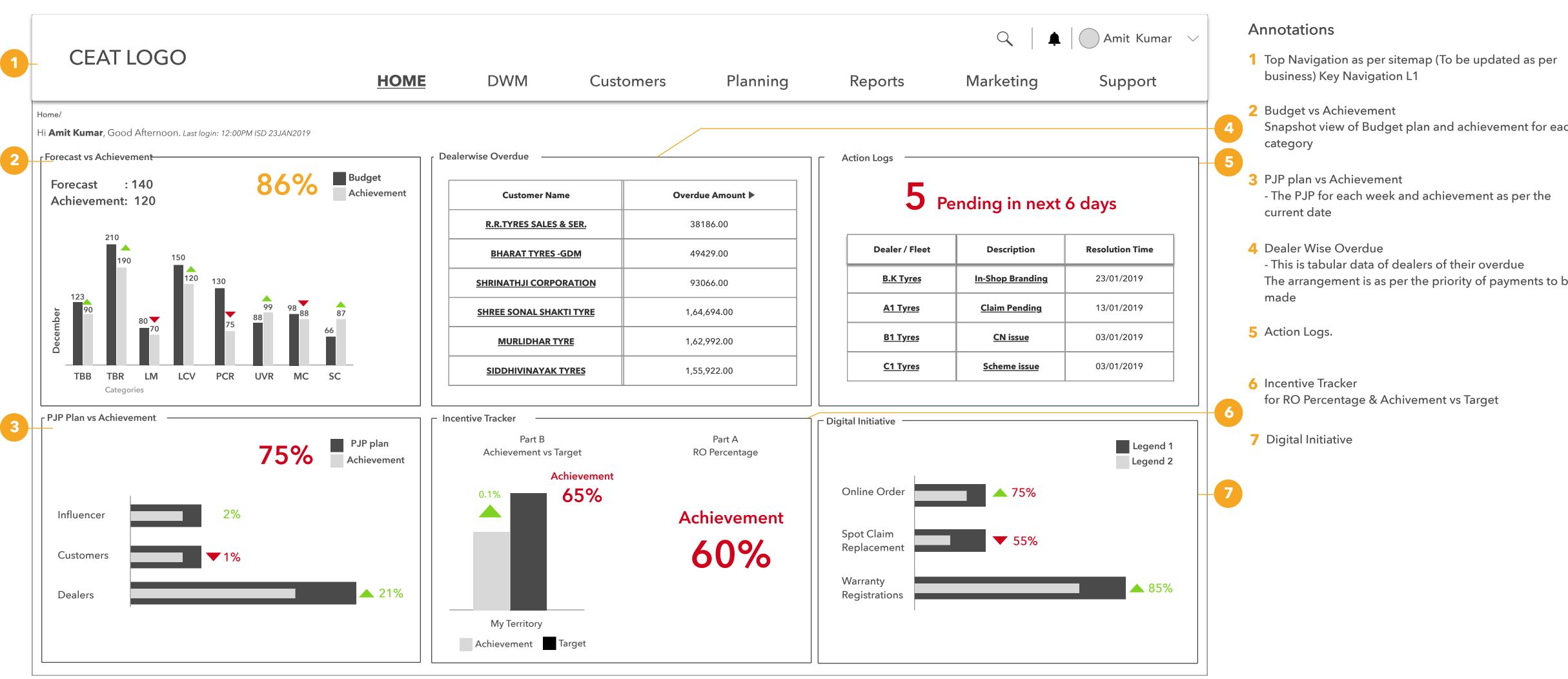


Table of Content

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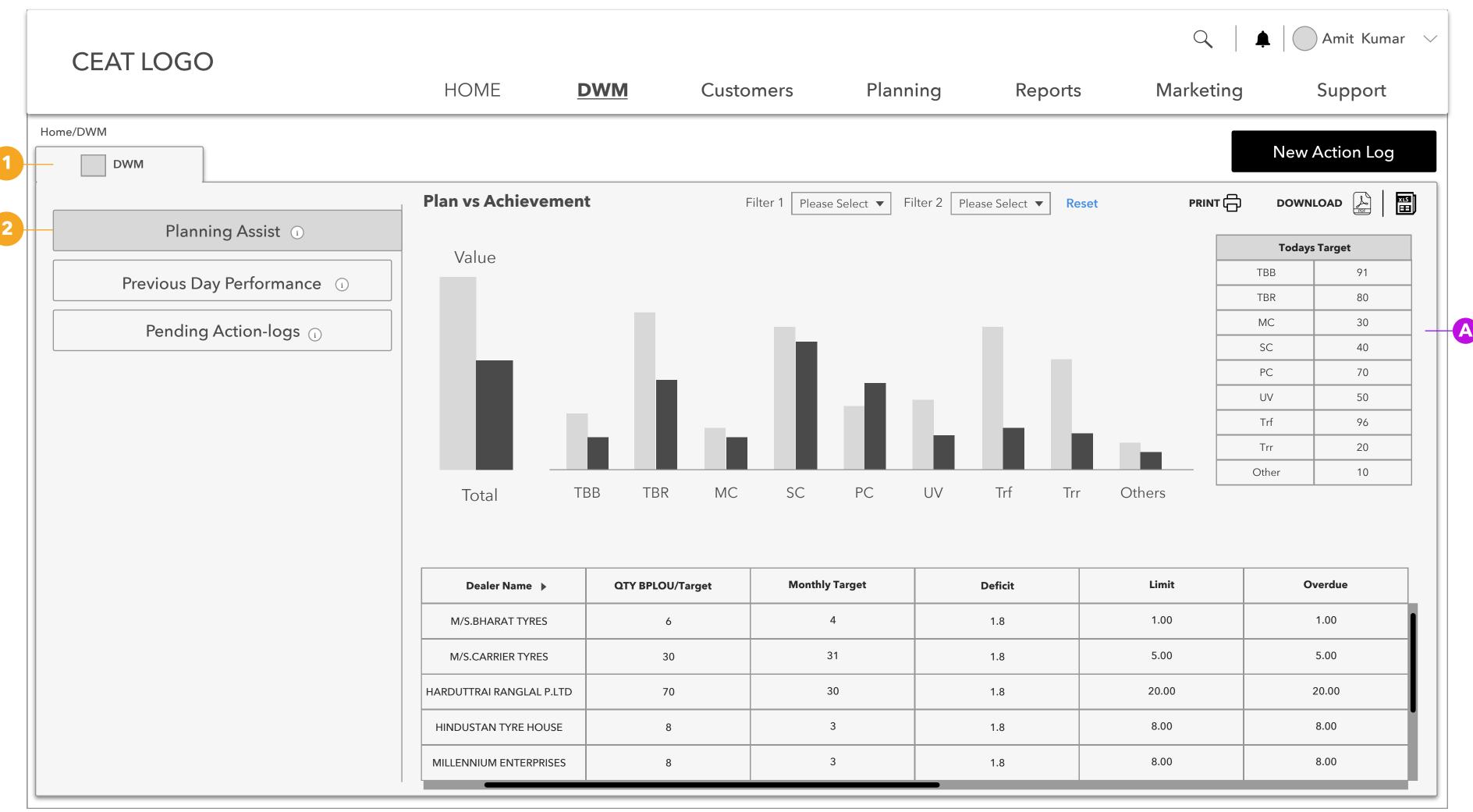
- 1.0.0 Territory Lead Dashboard Landing Page
- 1.0.1 Territory Lead DWM Planning Assist
- 1.0.2 Territory Lead DWM Planning Assist
- 1.0.3 Territory Lead DWM Previous Day Perform
- 1.0.4 Territory Lead DWM Pending Action-logs
- 1.1.1 Territory Lead Reports Dealer
- 1.1.2 Territory Lead Reports My Reports
- 1.1.3 Territory Lead Reports No Data Preview
- 1.1.4 Territory Lead Reports e-fleet
- 1.1.5 Territory Lead Reports initiatives

Page Break - My Customer Flow



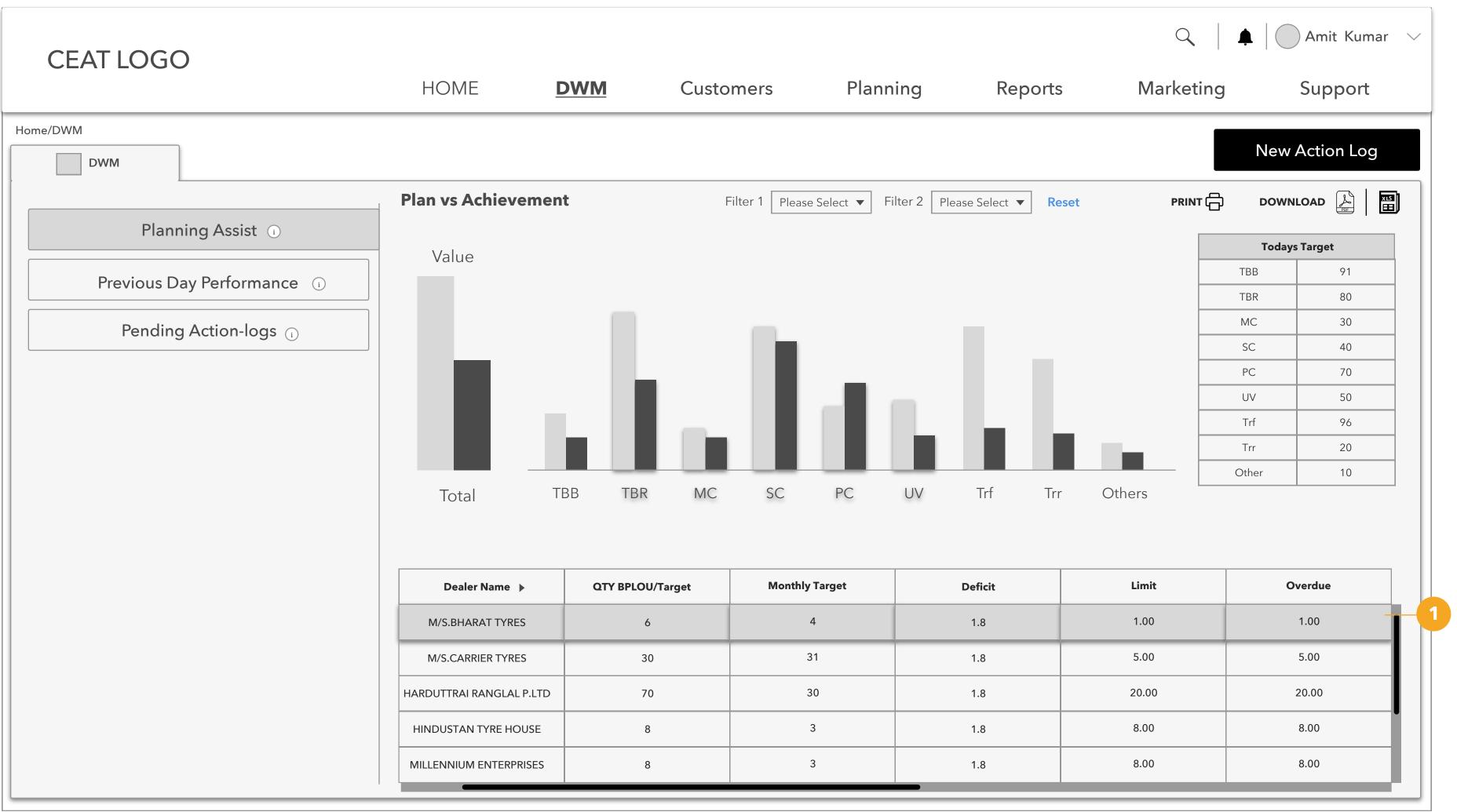
Screen Break

Screen Resolution 1366×768

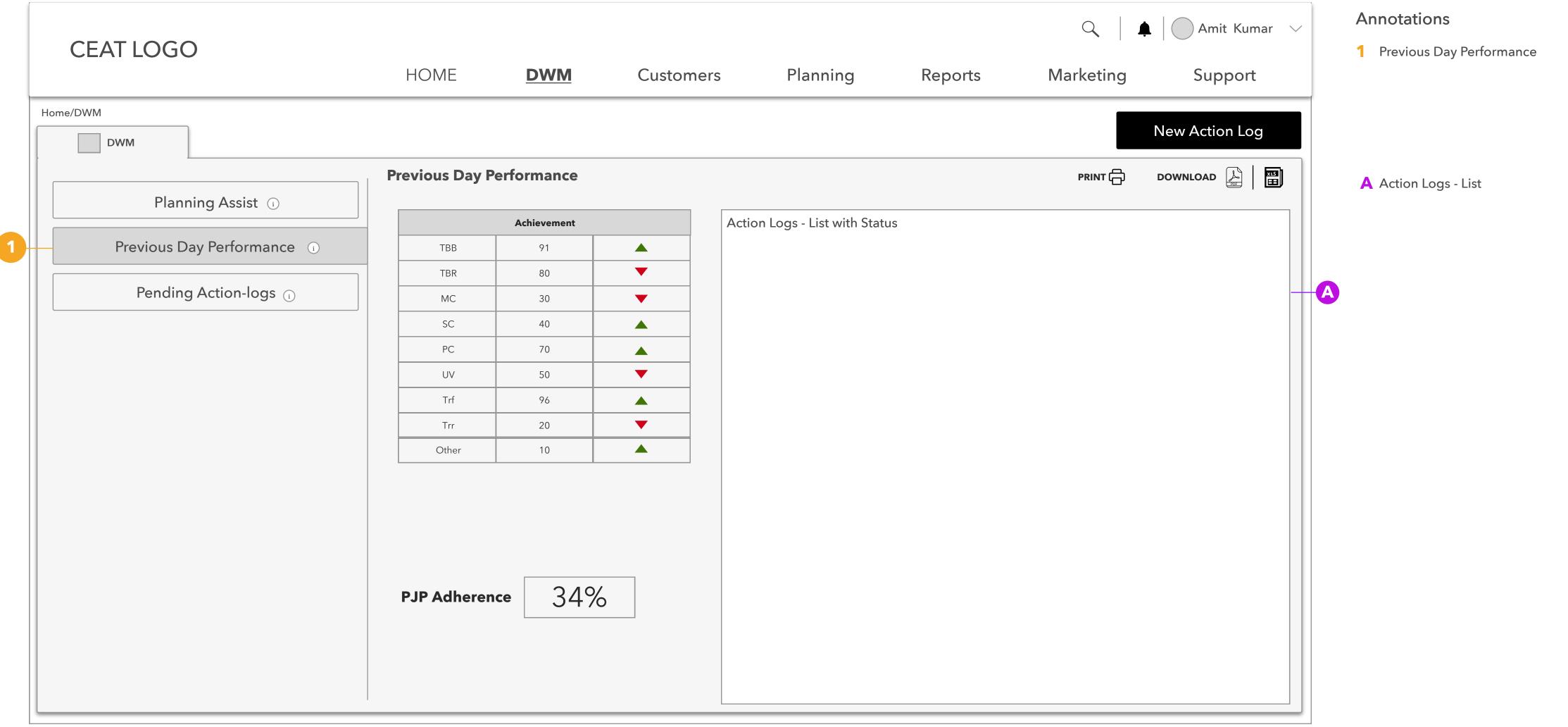


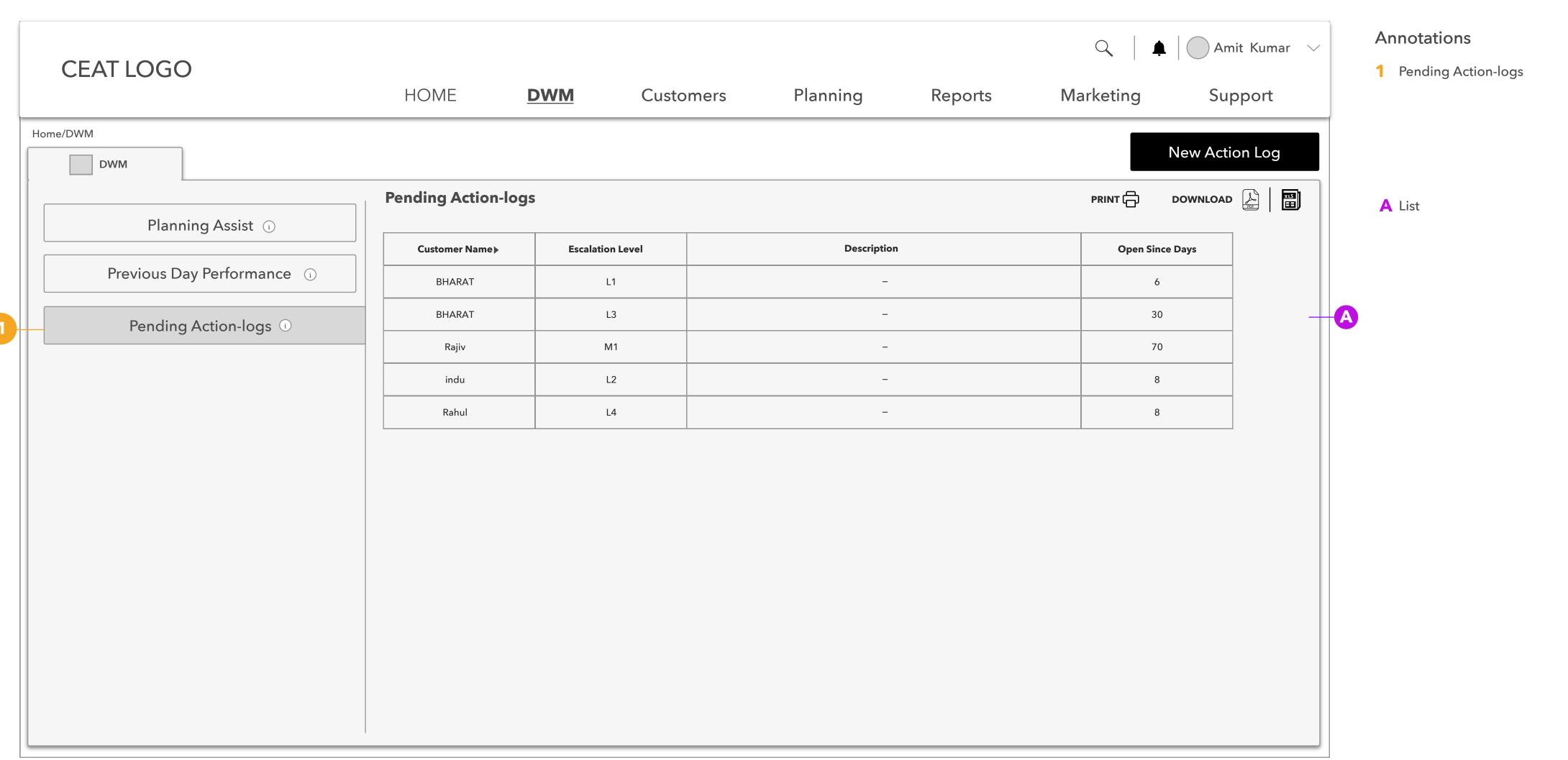
Annotations

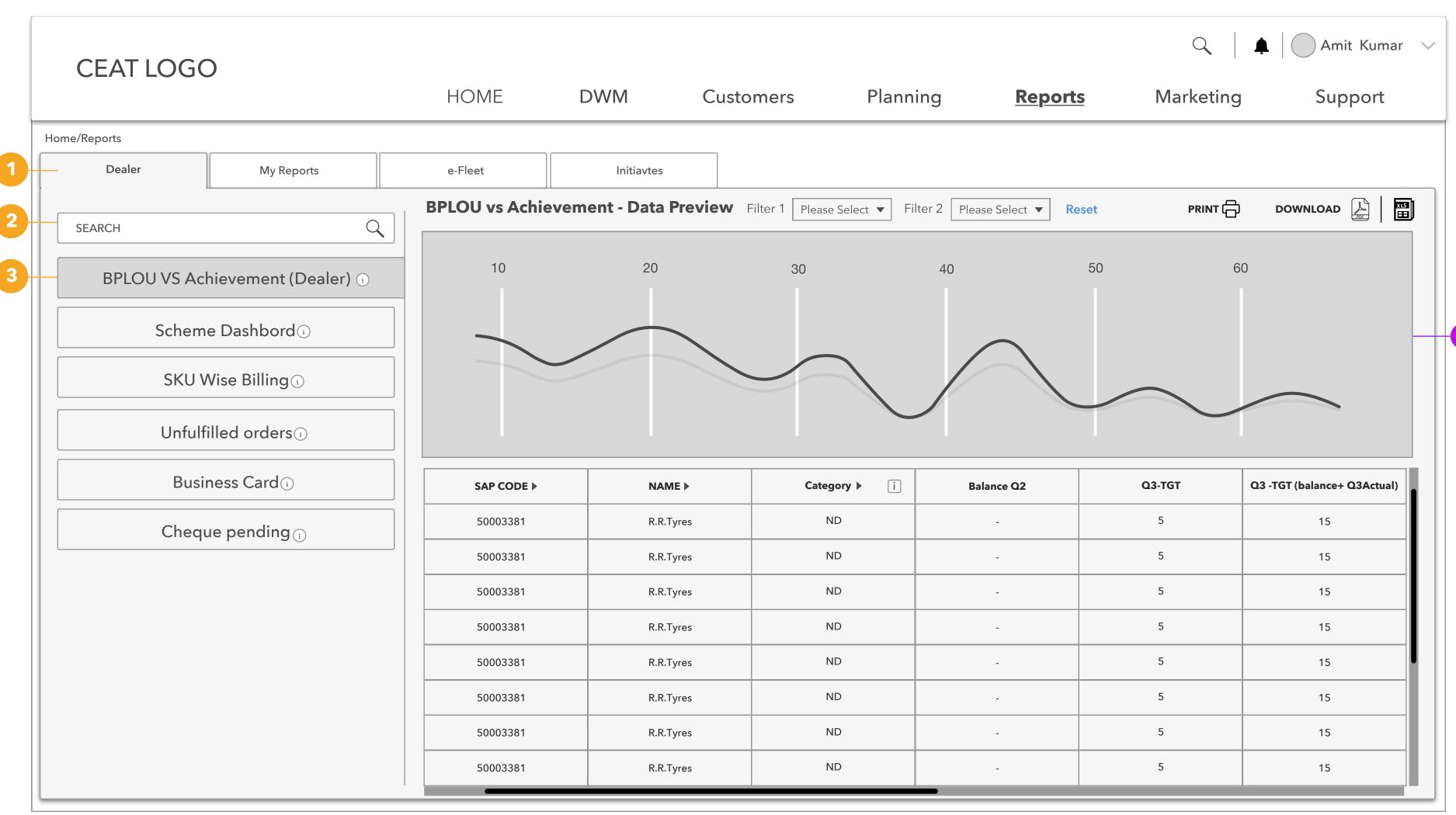
- 1 DWM
 Daily | Weekly | Monthly View have to be discussed
- 2 Planning Assist
- A Todays Target



On-Click the Graph(stats) get higlighted with relavent categories of business of that specific dealer





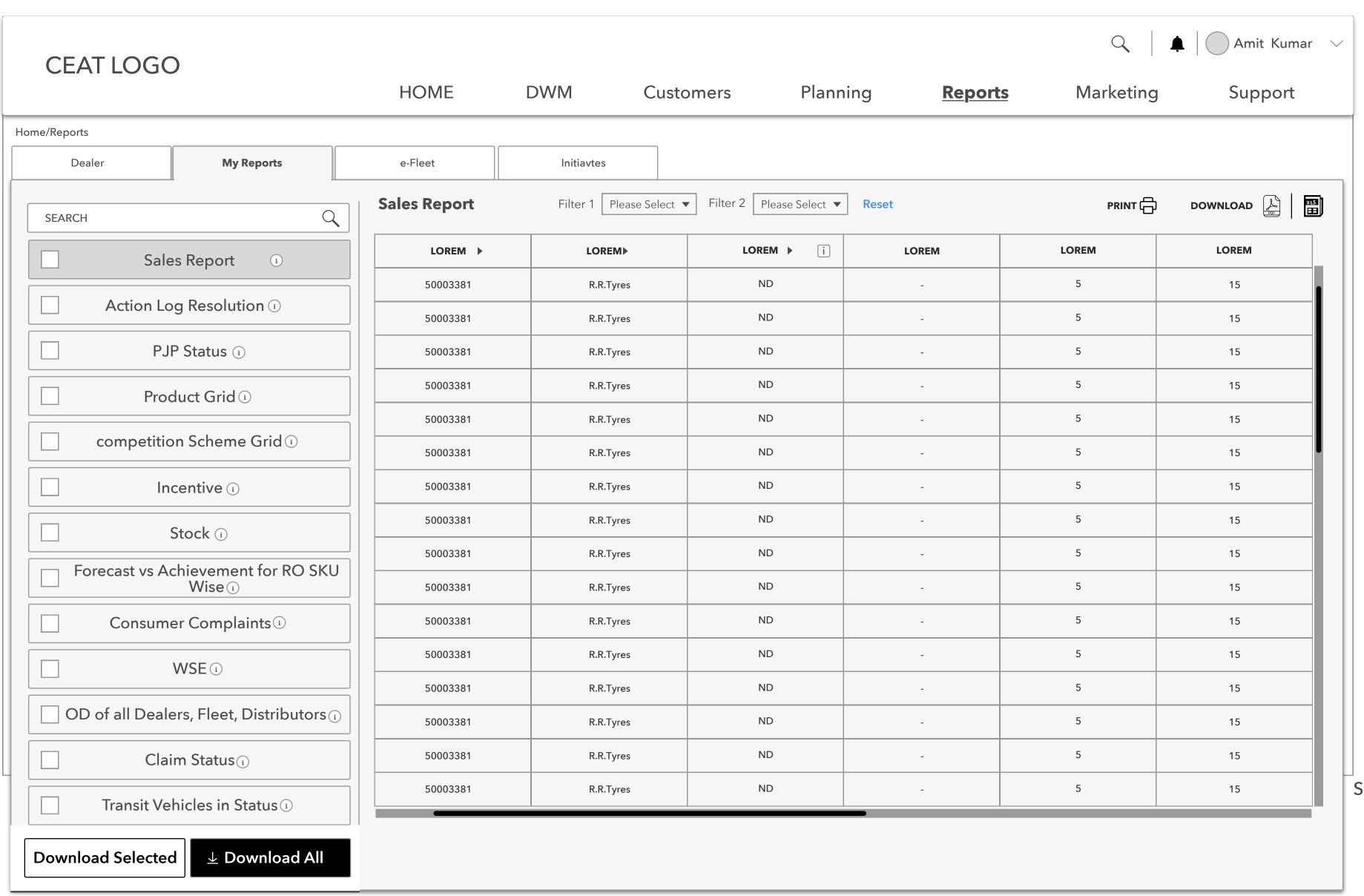


- 1 Sub- Navigation of Reports
 These reports are bucketed as pe their usage.
- 2 Dealer Report Specific Search for each report in this category
- 3 BPLOU VS Achievement (Dealer)
 - This a Report with Snapshot view visible by default

TL can filter specific to the current report and Downloa the report for as per their use.

A Chart View - Depends on Quarterly view or Monthly view Based on the business call,

This can be an applied view on all other sub tabs based on business requirement.

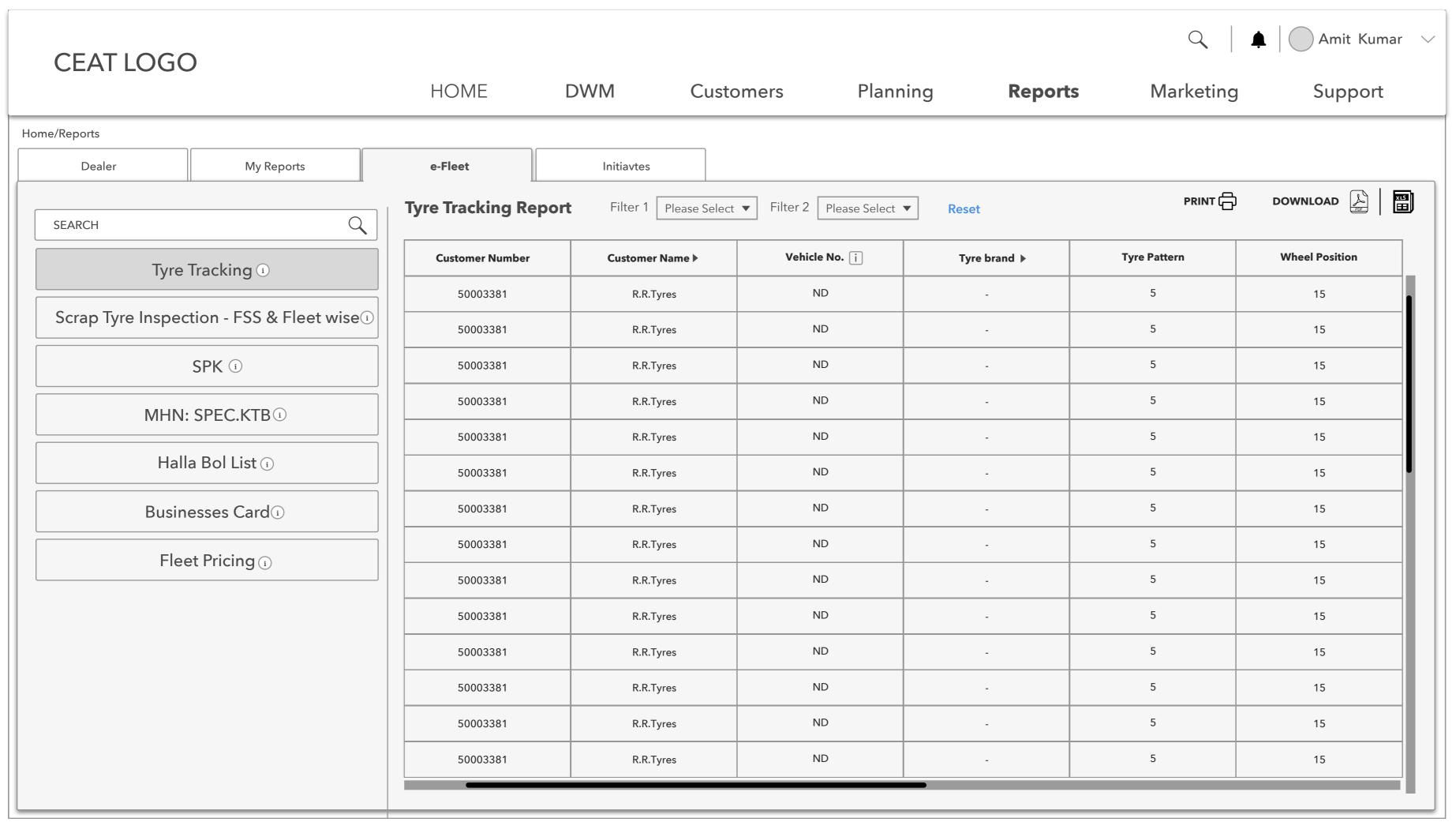


1 My Report - View

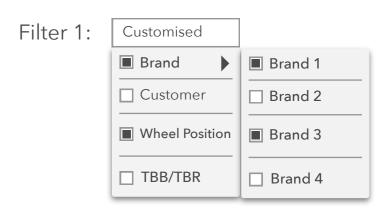
By Default the user can view the sales report in the da preview.

1 Data Preview Unavailable for theis report.

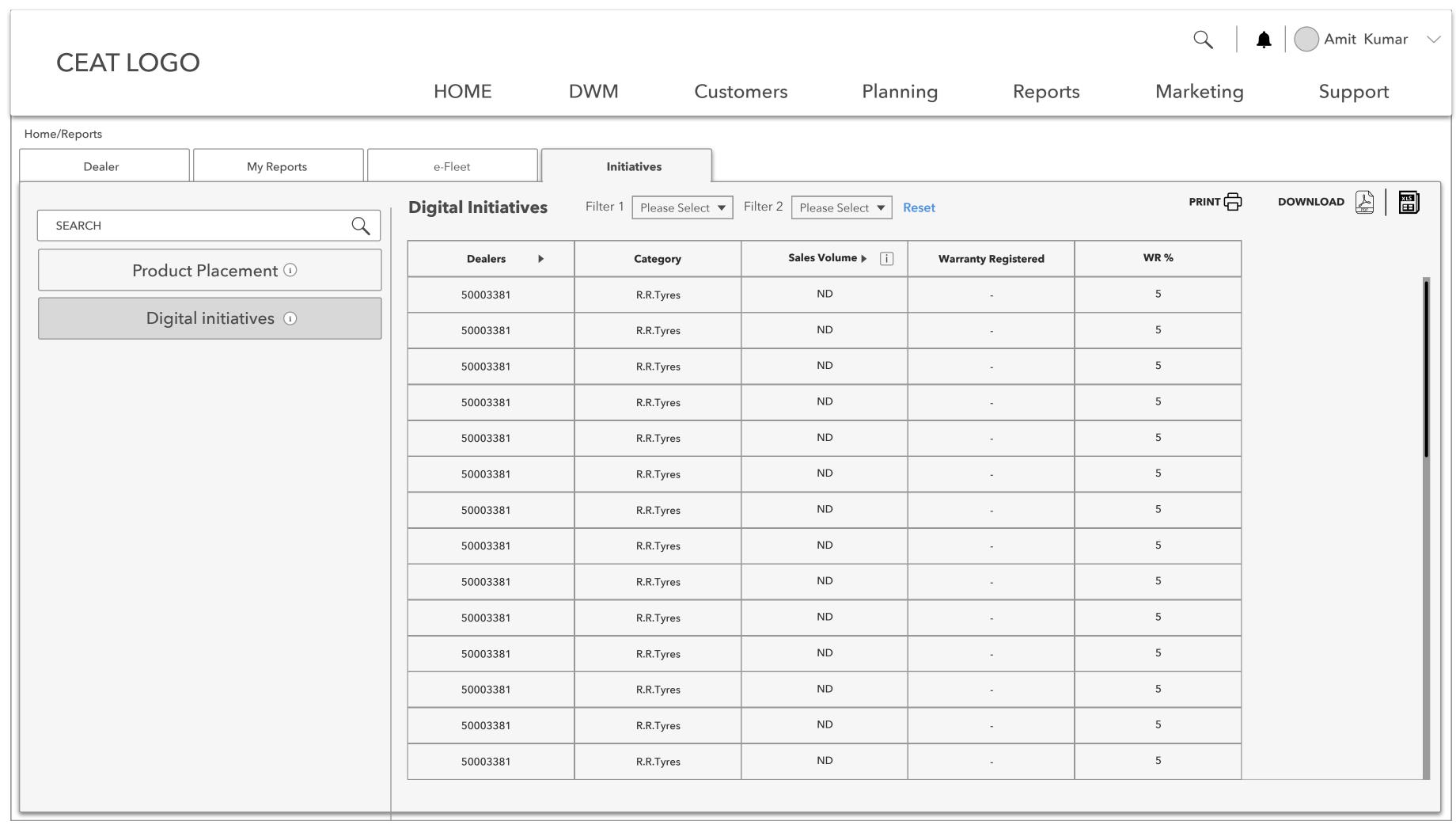
Note: This an exception senario (this view totally deper on the data that can not be shown in th window.)



1 Filter view - interaction
This is a sample view of the filter not an actual data.



Filter 2:	Lorem	
	■ Lorem 1 ▶	Front Right
	Lorem 2	○ Front Left
	Lorem 3	○ Left hand side back
		O Left hand side back
	Lorem 4	

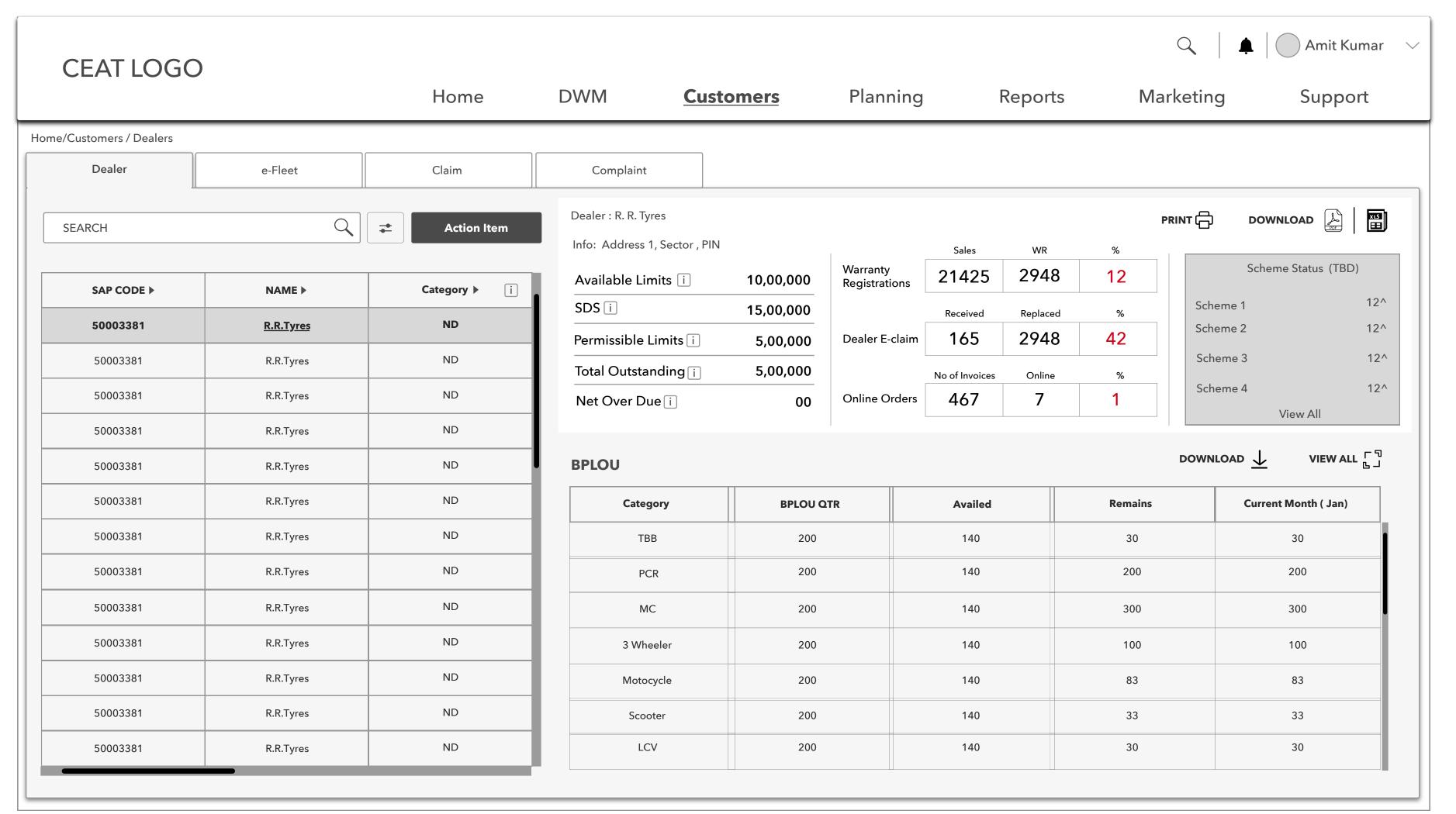


1 Initiatives View
Limited columns view

Table of Content

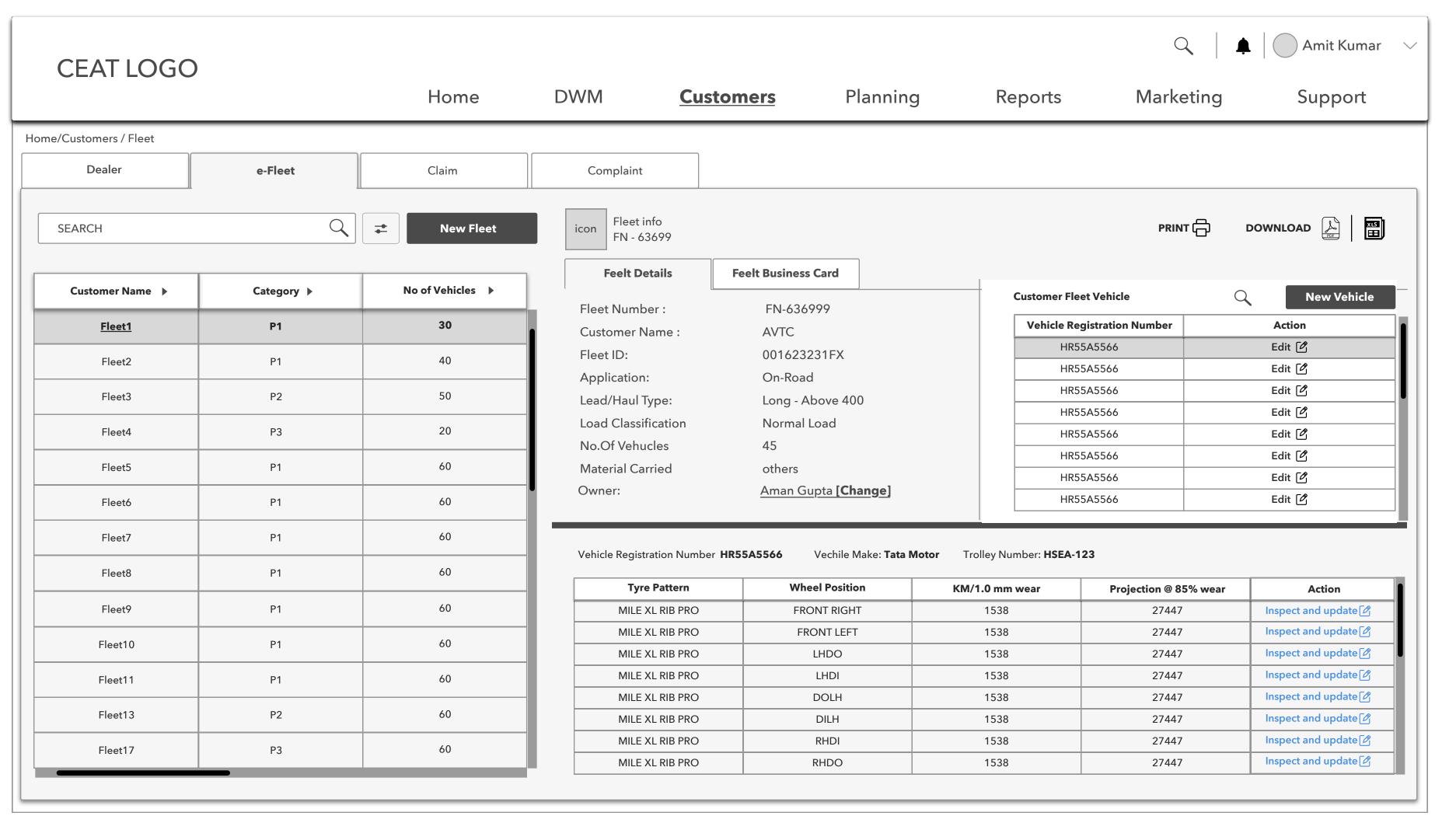
Wireframe - Customer Flow

- 1.2.1 Territory Lead Dashboard Customers Dea
- 1.2.2 Territory Lead Customers e-Fleet
- 1.2.3 Territory Lead Customers Claim
- 1.2.3 Territory Lead Customers Claim



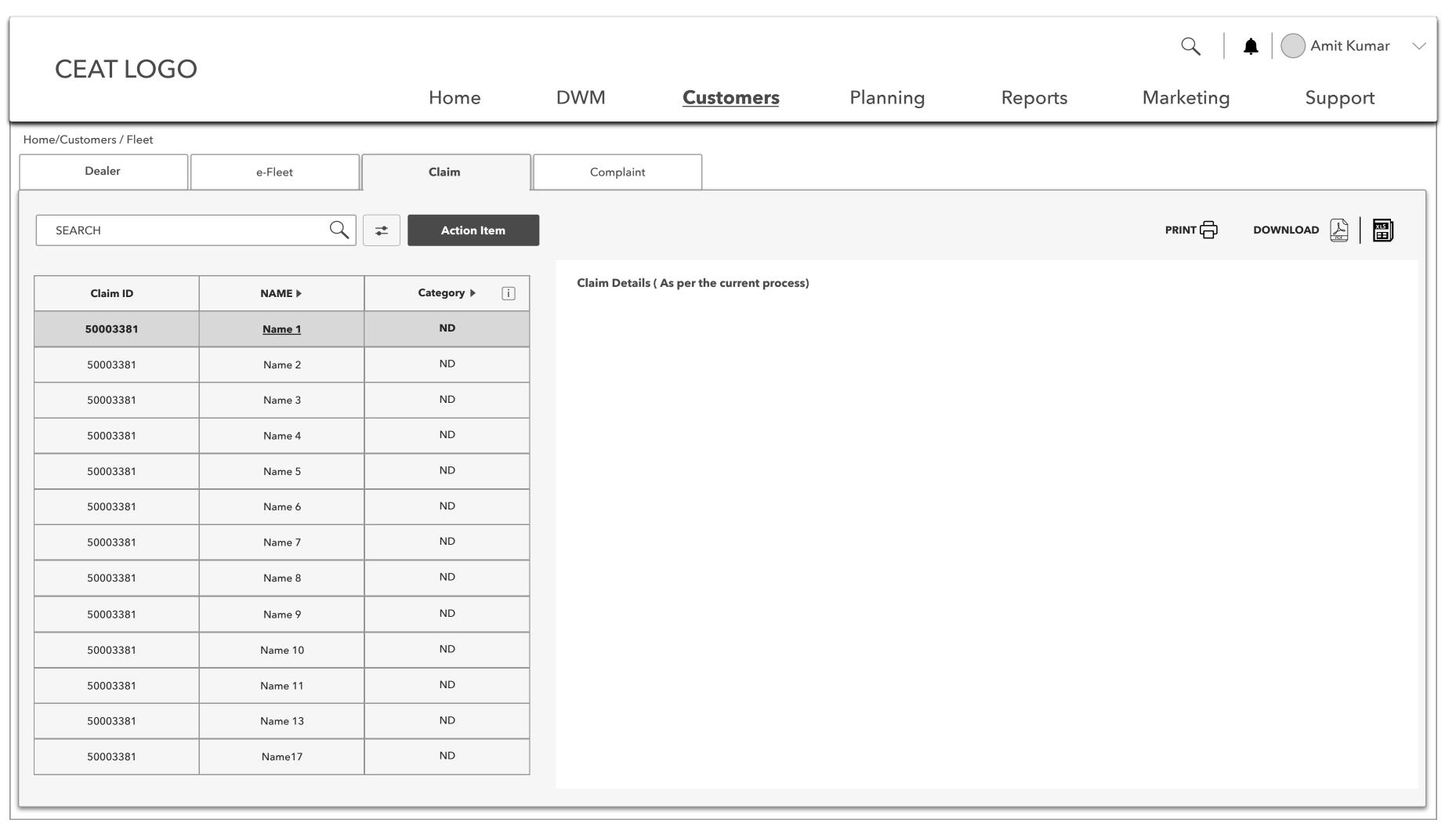
1 Selected Dealer View

Info about the dealer, Warranty, Schemes & BPLOU



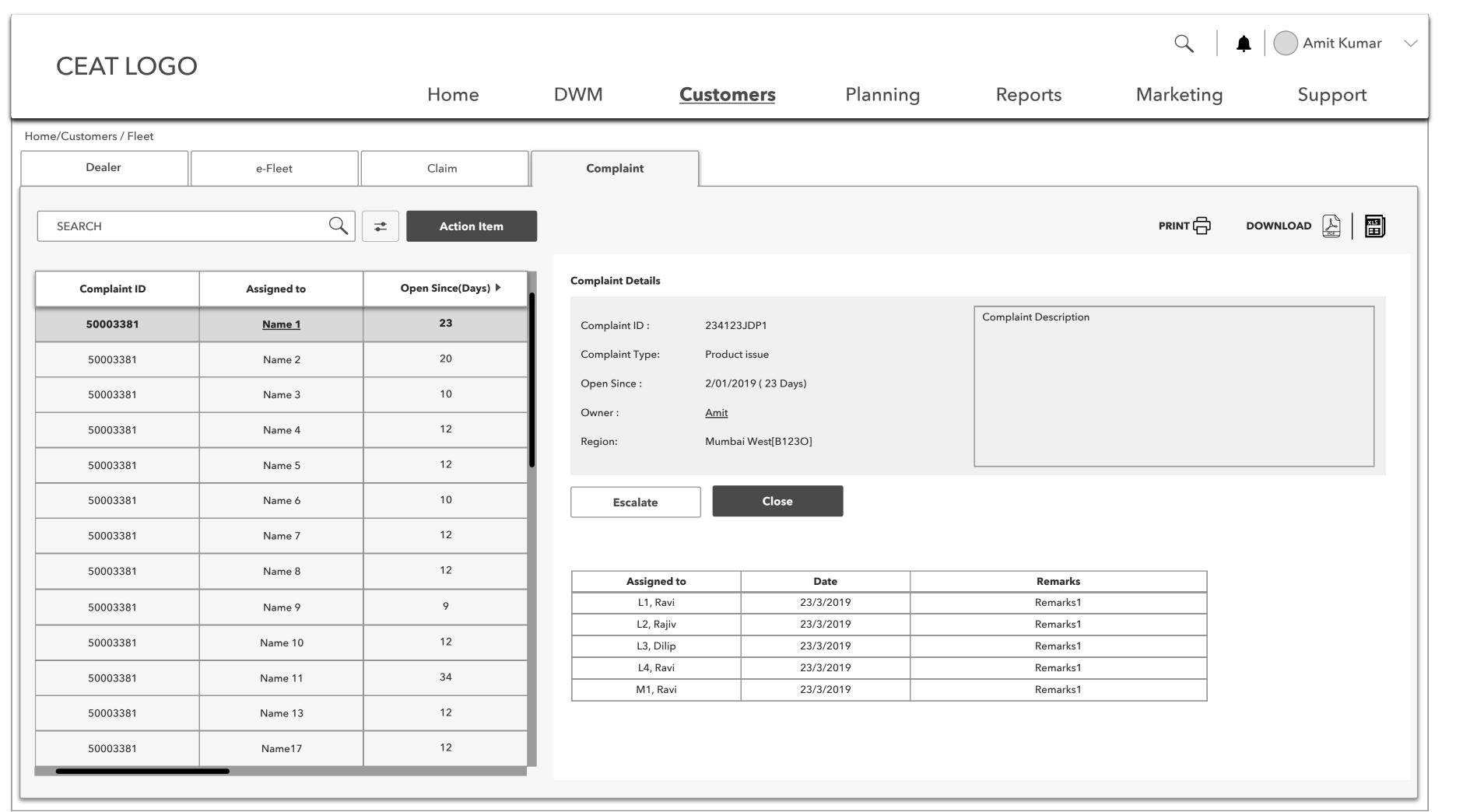
1 Selected e-Fleet View

Info about the dealer, Warranty, Schemes & BPLOU



1 Selected Claim View

- Claim detail to be as per the current system.



1 Selected Complaint View

Info about the dealer, Warranty, Schemes & BPLOU



Table of Content

User Journey

- Regional Service Manager

Sitemap

- Regional Service Manager
- Regional Service Manager Reports

Wireframe

2.0 - RSM Interface Dashboard

Dealer

dealers as per his PJP and

checks the on-their status

OE Dealers

He visits each OE Dealers

as per his PJP and checks

business such as Targets,

e - Fleets

He visits each of the fleets

and also sells the brand

also check does the

the on their status of

Payments, orders &

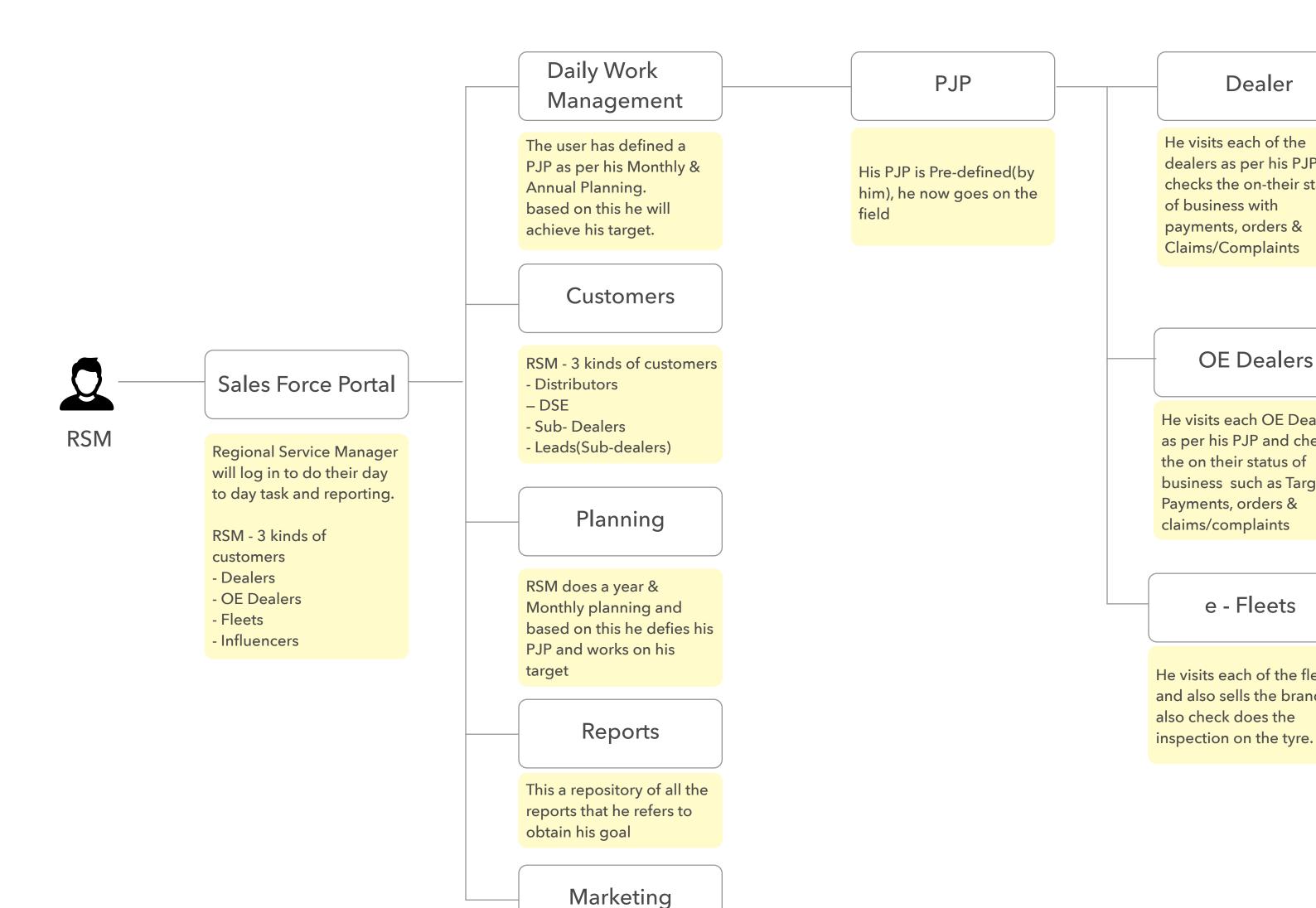
claims/complaints

He visits each of the

of business with

payments, orders &

Claims/Complaints





1 Landing Page

												_	
2	Dashboard (Default view)	2	DWM	2	Customer	2	Planning	2	Report	2	Marketing	2	Support
3	Direct Fleets plan vs achievement	3	PJP	3	Dealer	3	PJP Planning	Buc Ref	cketing of Reports - er	3	Leads	3	Regional Team
3	Complaint Status	3	Digital Initiatives	3	e-Fleets	3	Monthly Planning		emap - RSM Reports ge no: 4	3	Branding Status	3	Company Directories
3	Incentive Tracker	3	My Performance	3	Distributors	3	Yearly Planning			3	Schemes	3	Escalation Matrix
3	e-Claim Spot Inspection vs Spot Replacement	3	PJP FSS wise (Future)	3	OE Dealers					3	competitor Analysis	3	Broadcast Message
3	C2C Trends			3	Complaints					3	e-Catalog	3	Marketing Collateral
3	PJP Plan vs Ach									3	Price List	3	User Manual
										3	Sales Promotion		

	1				
3	Dealer	2	My Reports	2	e-Fleet
4	Dealer Businesscard	4	Claim Register (Rejected, Dealer, Sub-dealer, Inspected by etc as Filters)	4	e-Fleet Businesscard
4	Dealer e-claim Spot inspection vs Spot Replacement	4	Halla bol list	4	Direct Fleet plan vs Achievement
4	Dealerwise Warranty Registration	4	WA Report with Trends(View Trends and download Report)	4	Fleetwise vehicle and tyre tracking report
4	e-Claim authorised vs utilization	4	P1, P2 customers monthly offtake trends	4	Fleetwise Scrap Tyre inspection
		4	CFA wise C2C Reports		
		4	CFA wise e-Claim. Re-inspection		
		4	Complaint TAT Report		
		4	PJP Plan vs Achievement		
		4	Pending Compliants Status		
		4	PJP plans v/s actuals of FSS		
		4	MHN : SPEC.KTB reports		
		4	SPK reports		

- 2 Distributors and Sub-Dealers
- Sub-dealer and DSE total authorised vs authorisation utilization
- Sub-dealer/DSE e-claim Spot inspection vs Spot Replacement

- 2 Initiatives
- **4** e-claims dealer
- Sub-Dealerwise e-claims
- 4 Online Orders
- **4** Warranty Registration

2 Incentive Tracker

4 Dashboard Score

Direct Fleet Volume
Retention

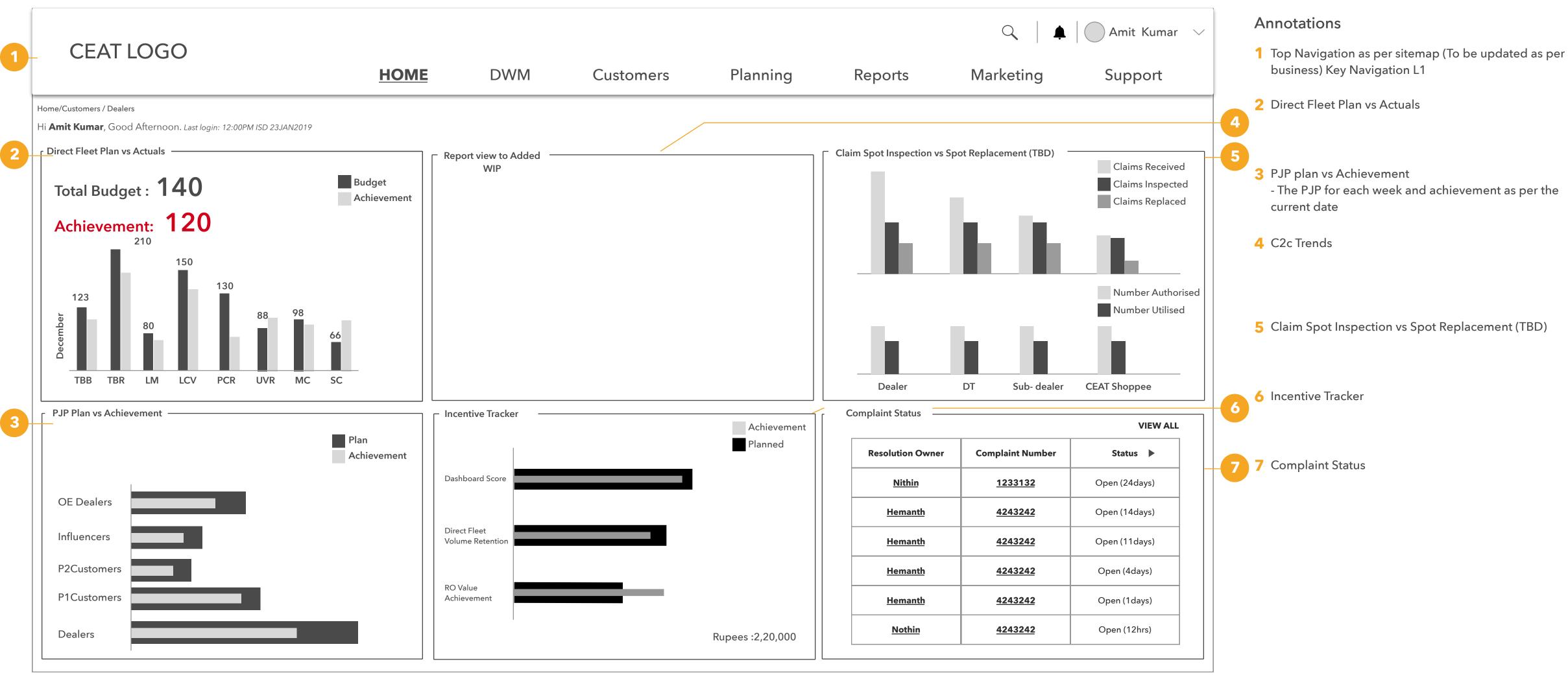


Table of Content

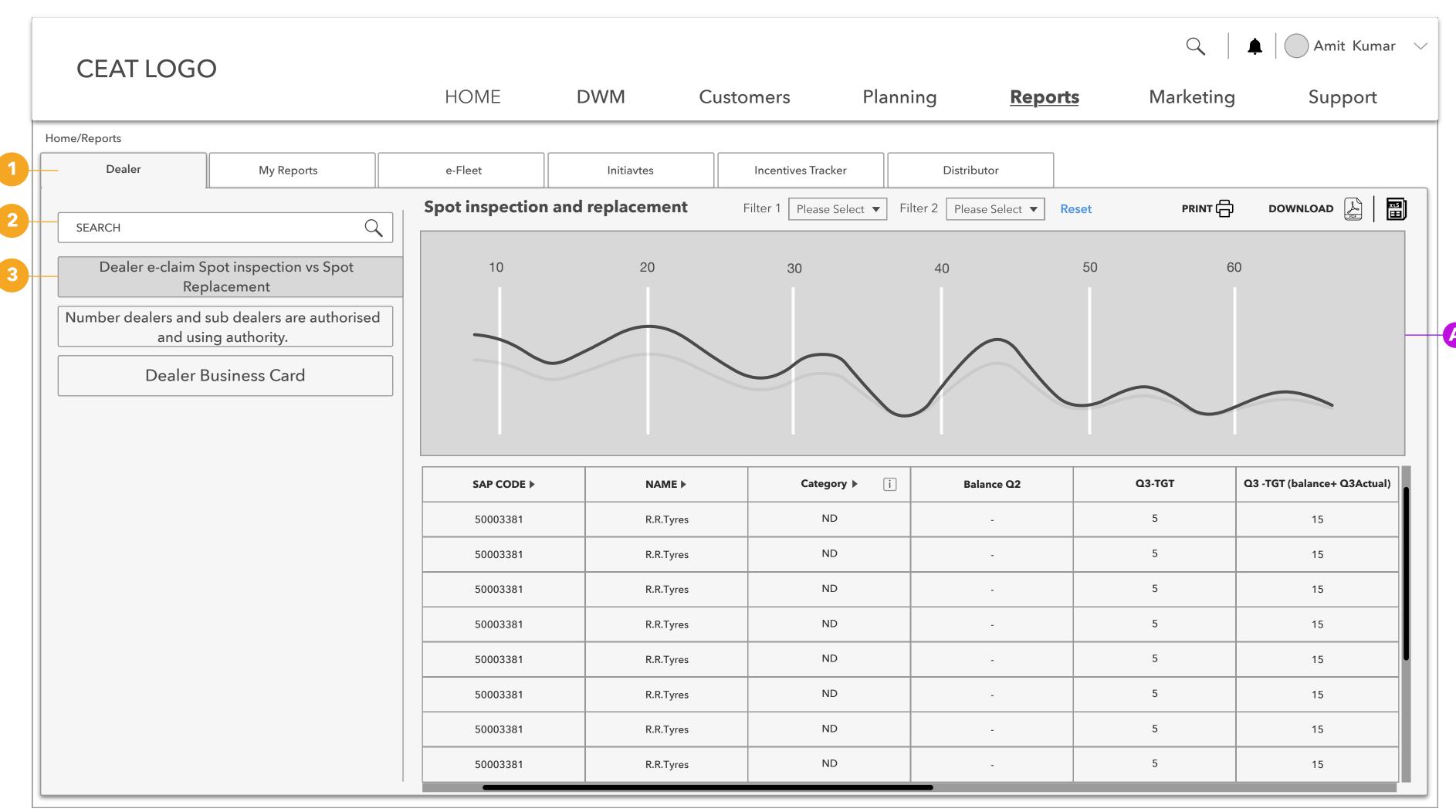
Wireframe
2.0.0 RSM - Landing Page
2.1.1 RSM - Reports - Dealer View
2.1.2 RSM - Reports - My Reports
2.1.3 RSM - Reports - e-Fleet
2.1.4 RSM - Reports - initiatives
2.1.5 RSM - Reports - Incentive Tracker - Dashboa
2.1.6 RSM - Reports - Incentive Tracker - Direct Fl
Retention

Page Break - My Customer Flow

Screen Resolution 1366×768

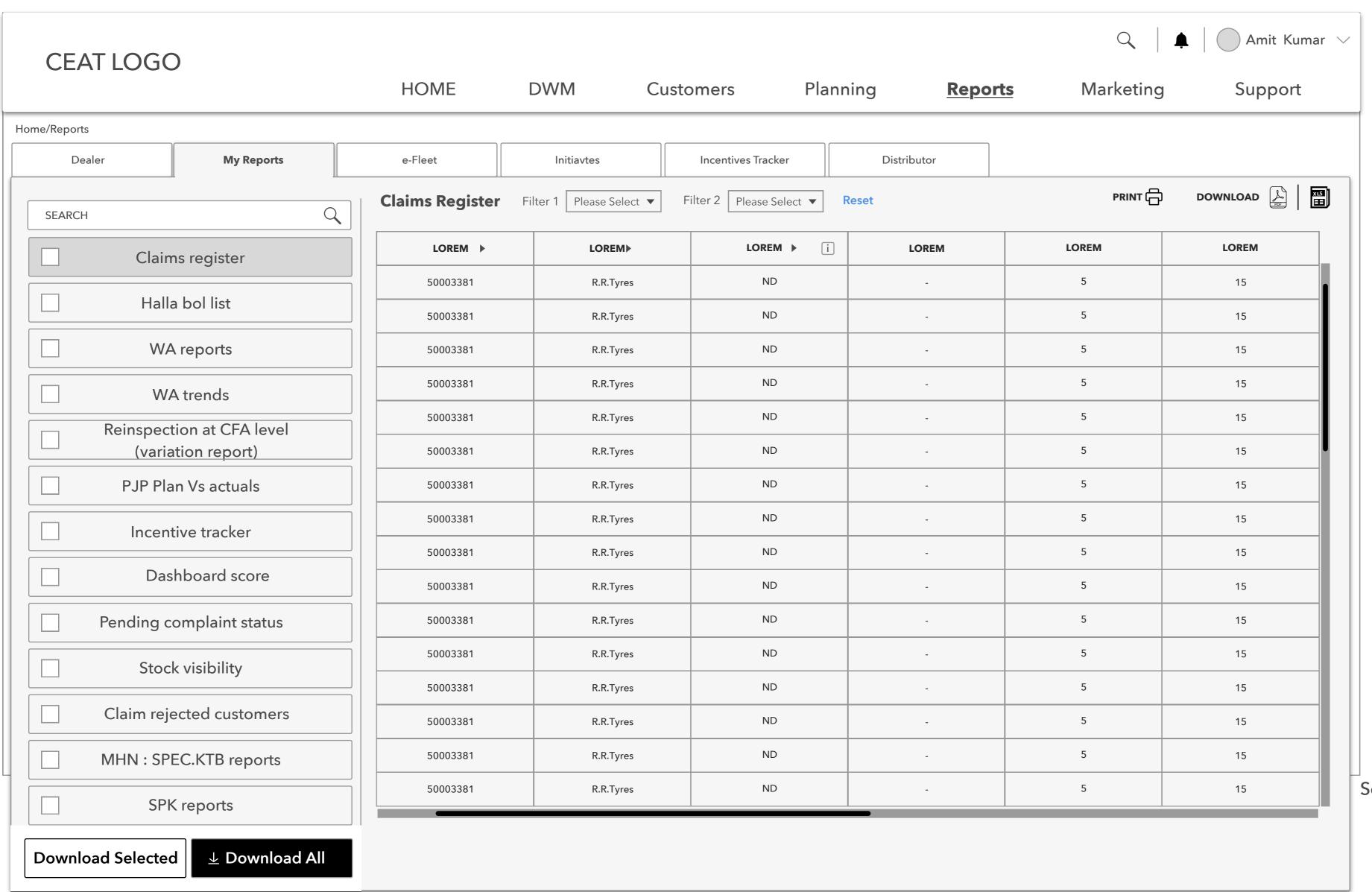


Screen Break



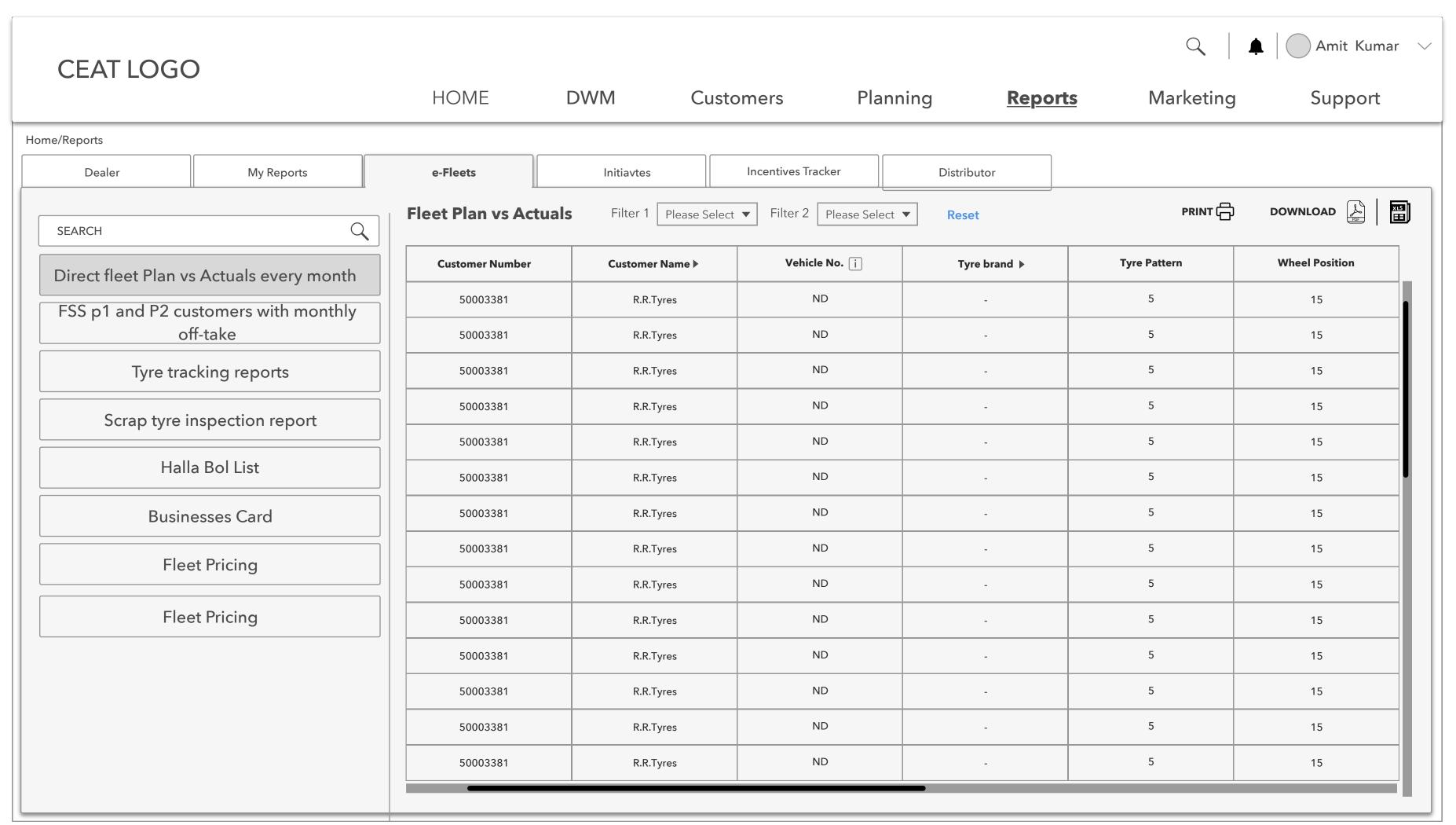
- Sub- Navigation of Reports
 These reports are bucketed as pe their usage.
- 2 Dealer Report Specific Search for each report in this category
- 3 Spot Inspection and Replacement

A Chart View - Depends on Quarterly view or Monthly view Based on the business call,
This can be an applied view on all other sub tabs based on business requirement.



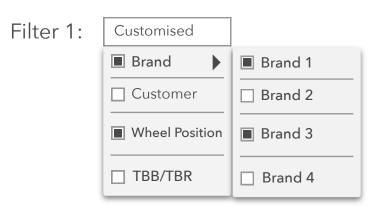
1 My Report - View

By Default the user can view the a report on Priority in data preview.

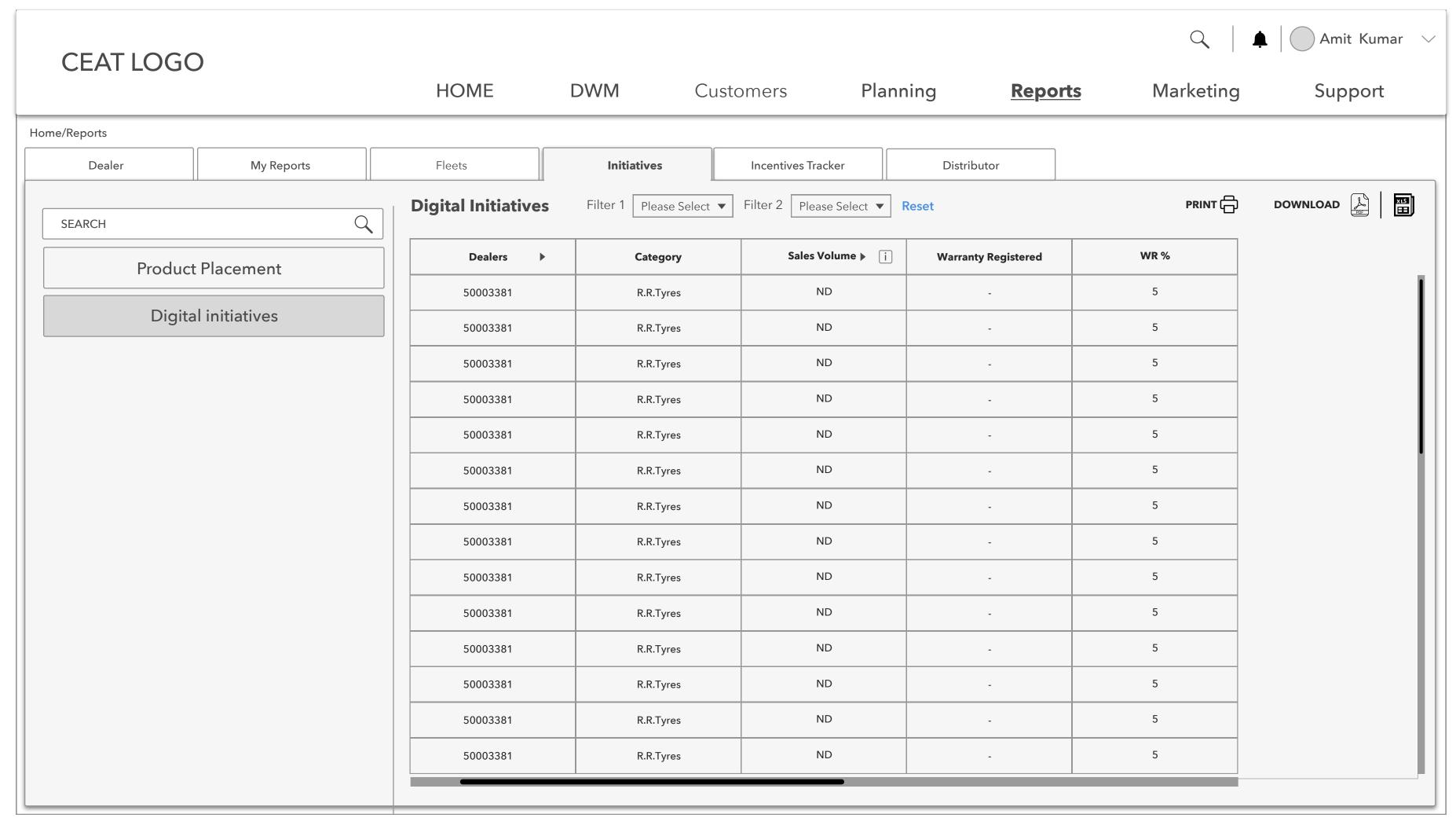


Filter 2:

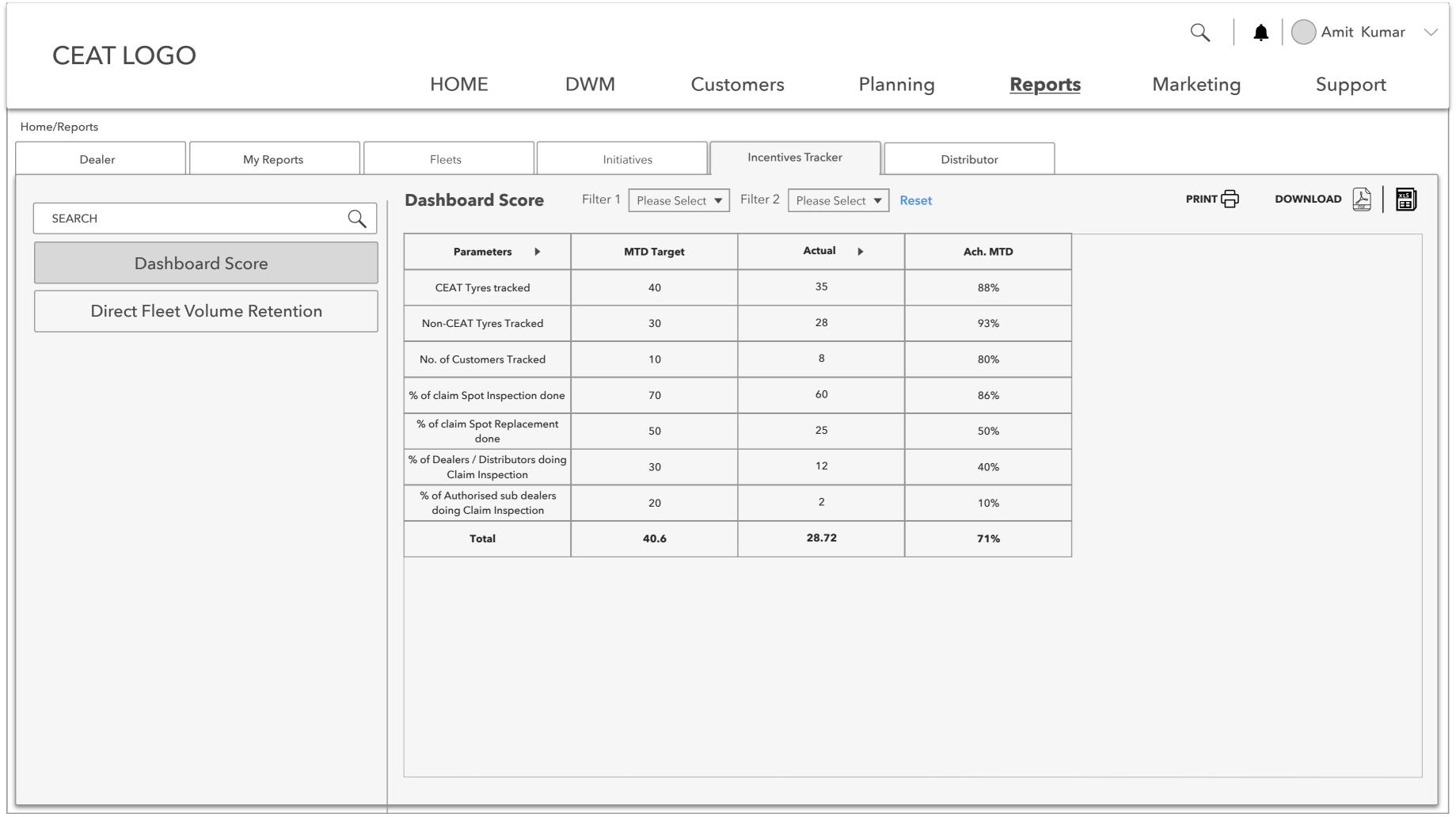
1 Filter view - interaction
This is a sample view of the filter not an actual data.



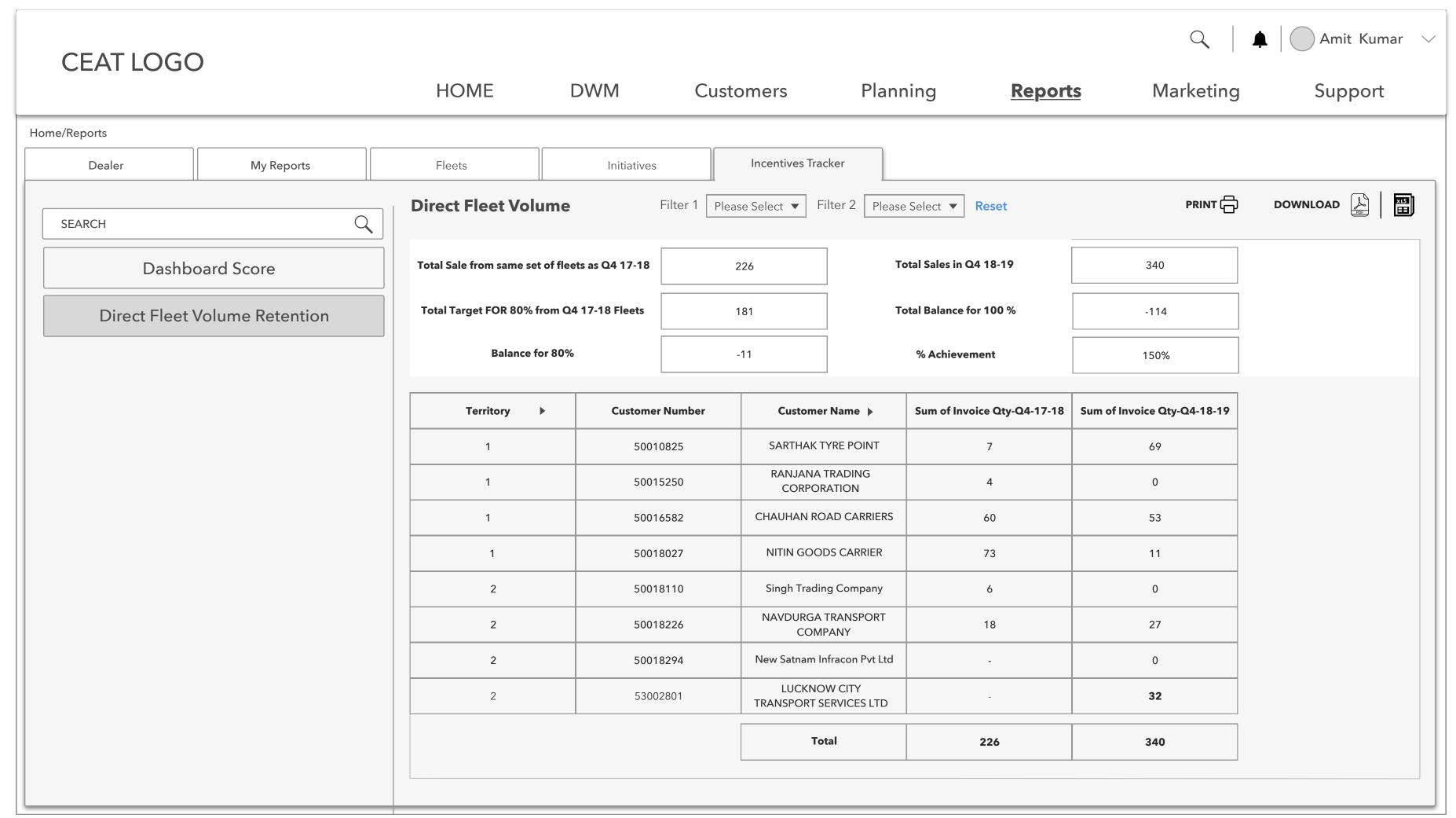
Lorem	
■ Lorem 1 ▶	Front Right
Lorem 2	○ Front Left
Lorem 3	○ Left hand side back
	O Left hand side back
☐ Lorem 4	



1 Initiatives View



1 Initiatives View
Limited columns view



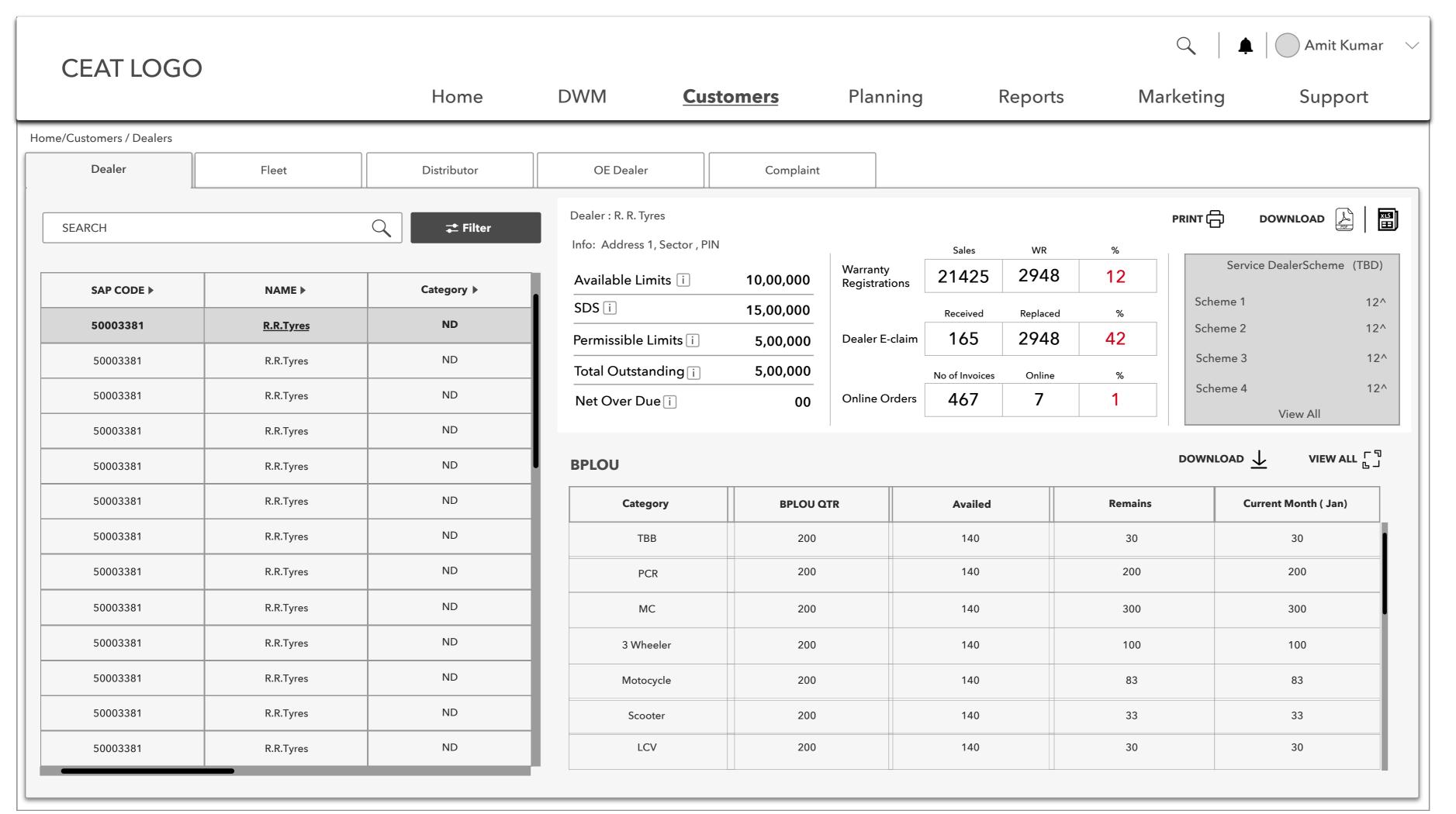
1 Initiatives View
Limited columns view

Table of Content

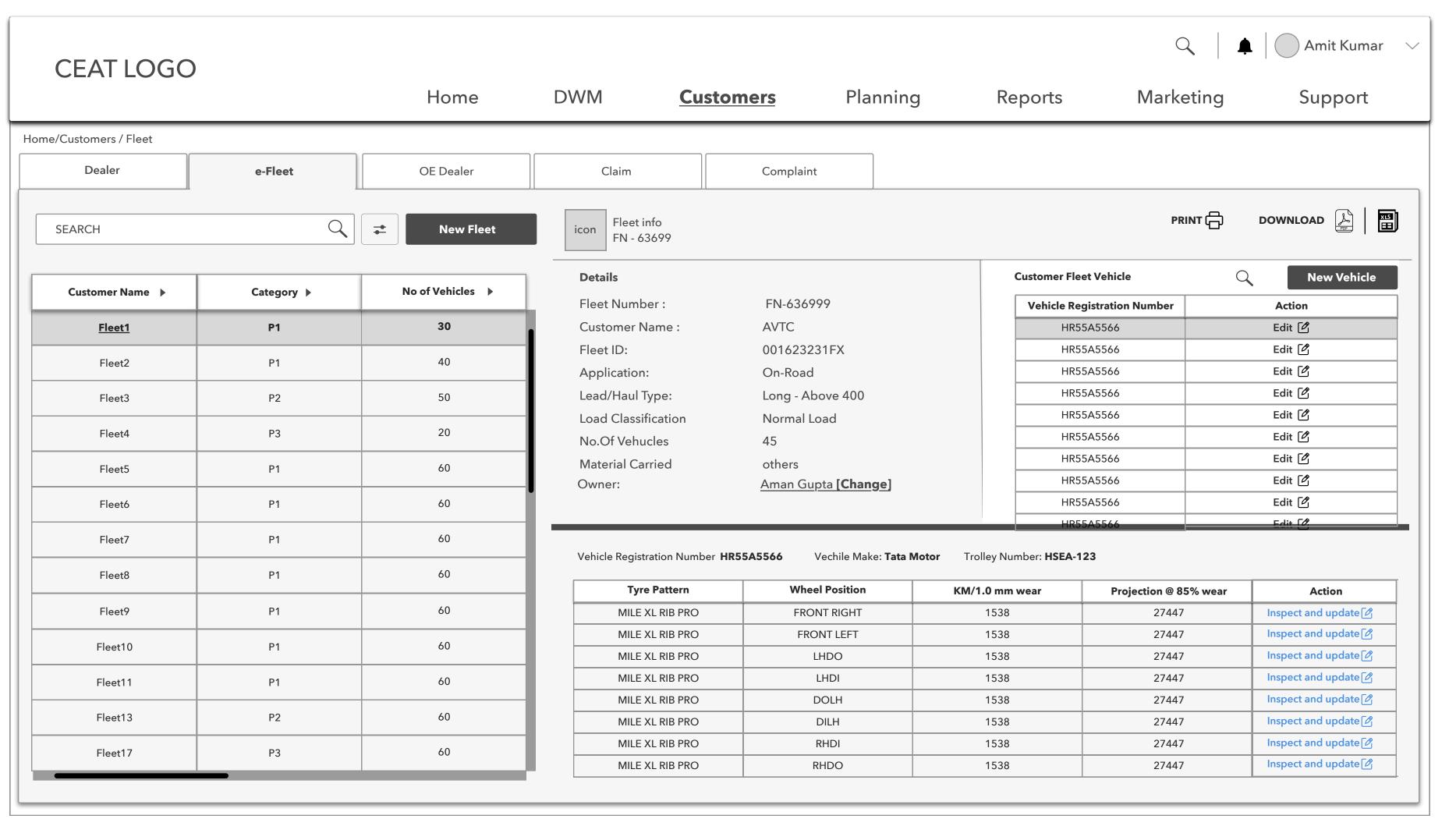
Wireframe - Customer Flow

2.2.1 RSM - Customers - Dealers

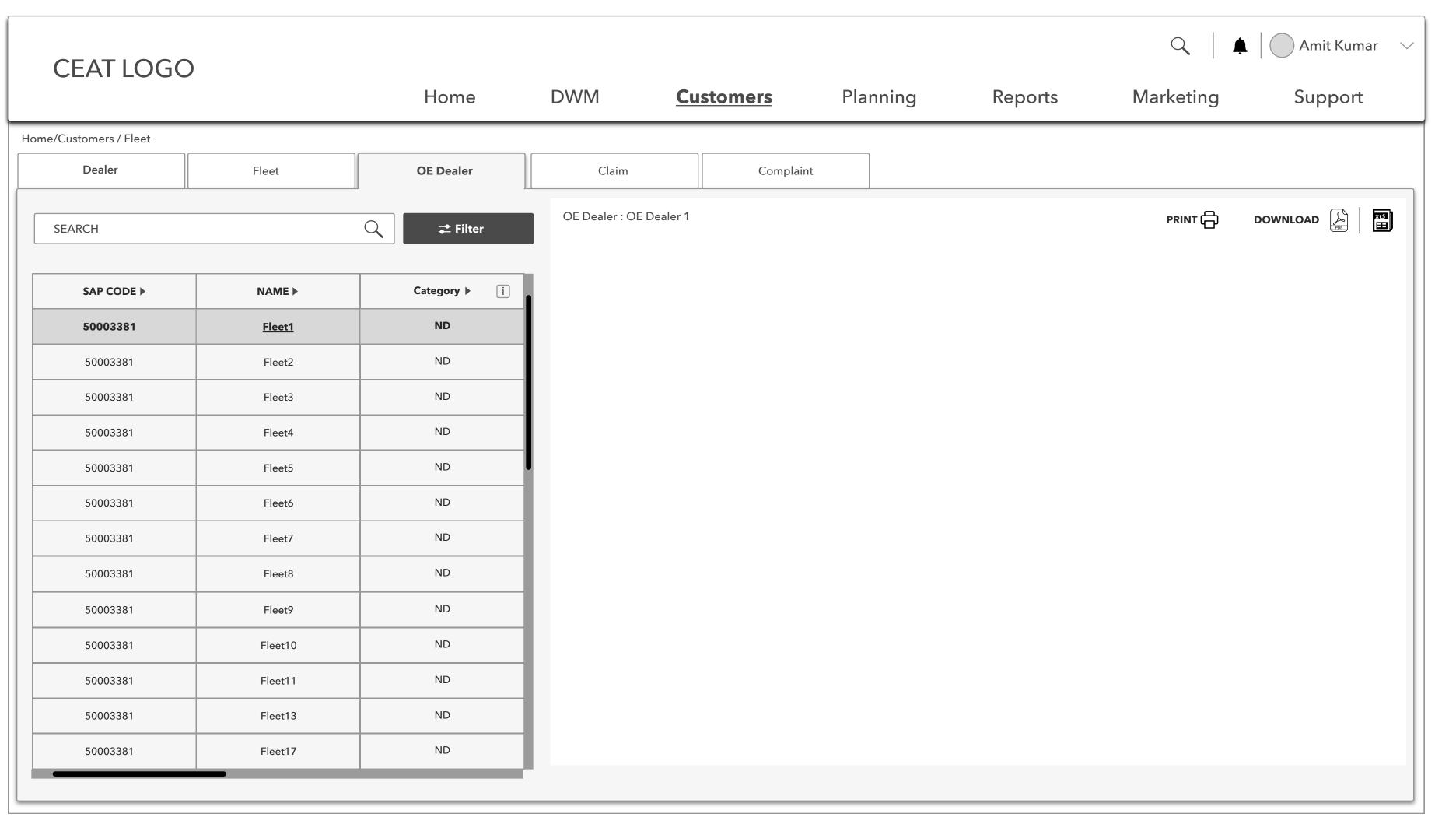
2.2.2 RSM - Customers - e-Fleet



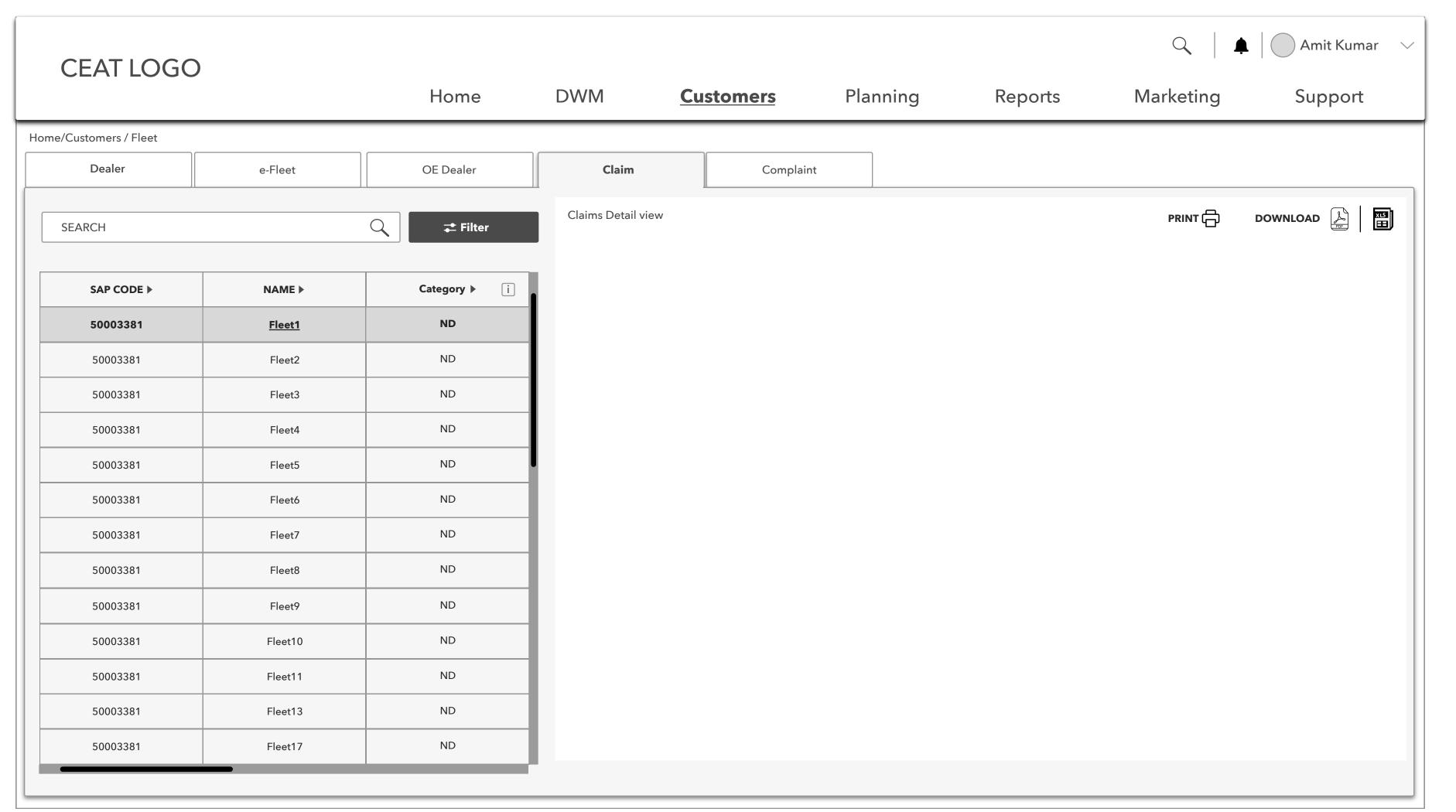
1 Selected Dealer View



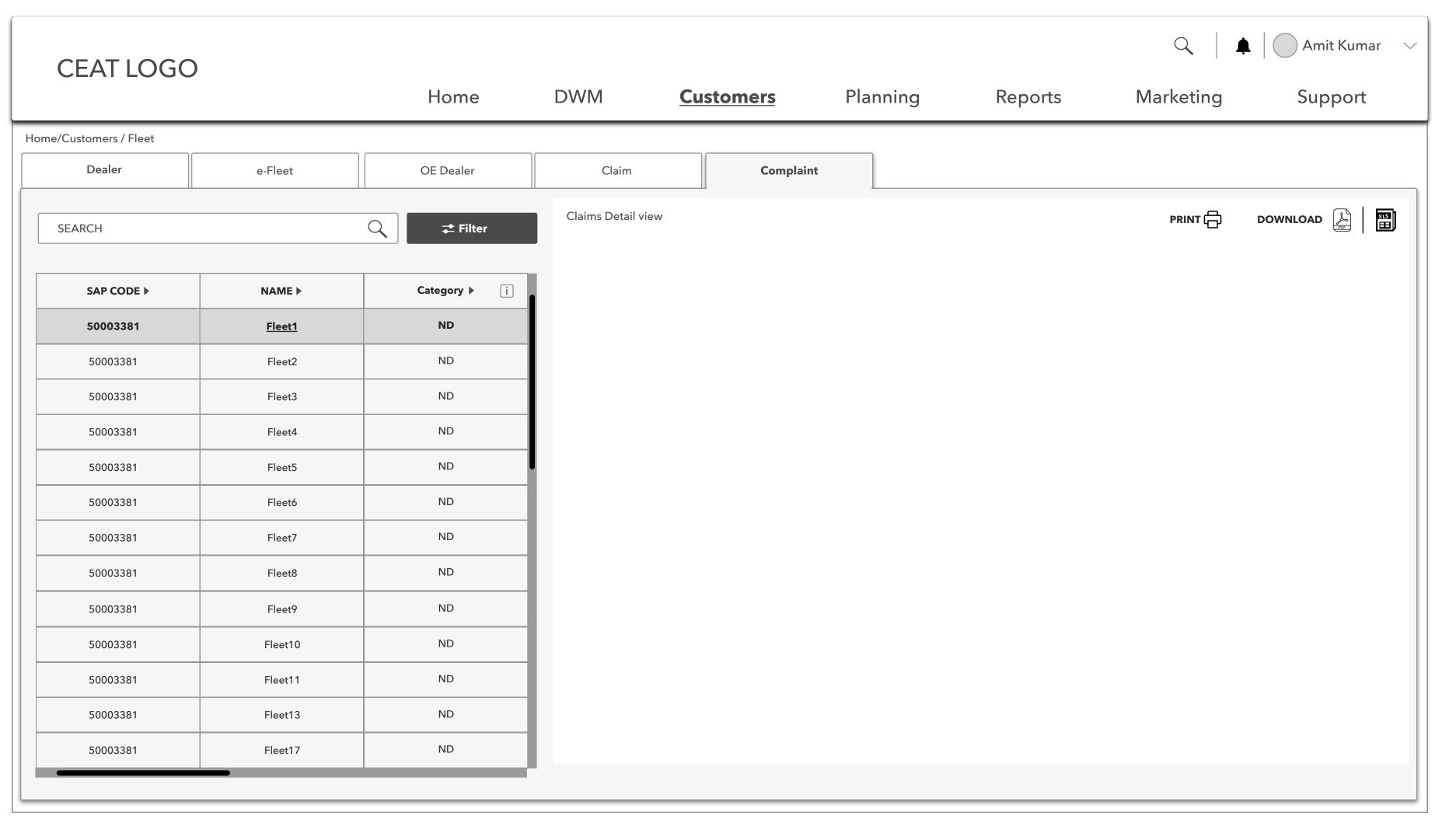
1 Selected Fleet View



1 Selected Fleet View



1 Selected Fleet View



1 Selected Fleet View



Table of Content

User Journey

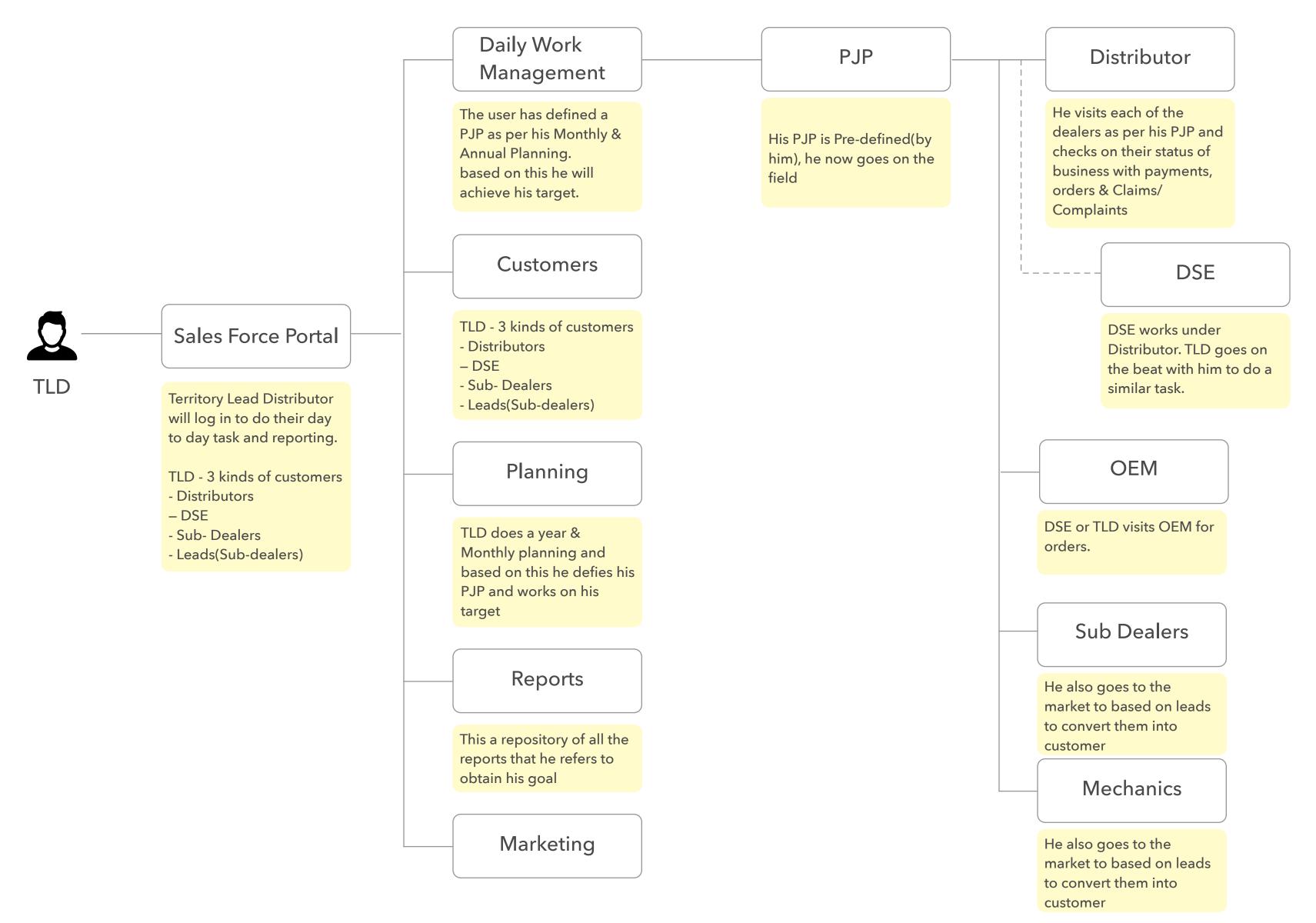
- Territory Lead Distributor

Sitemap

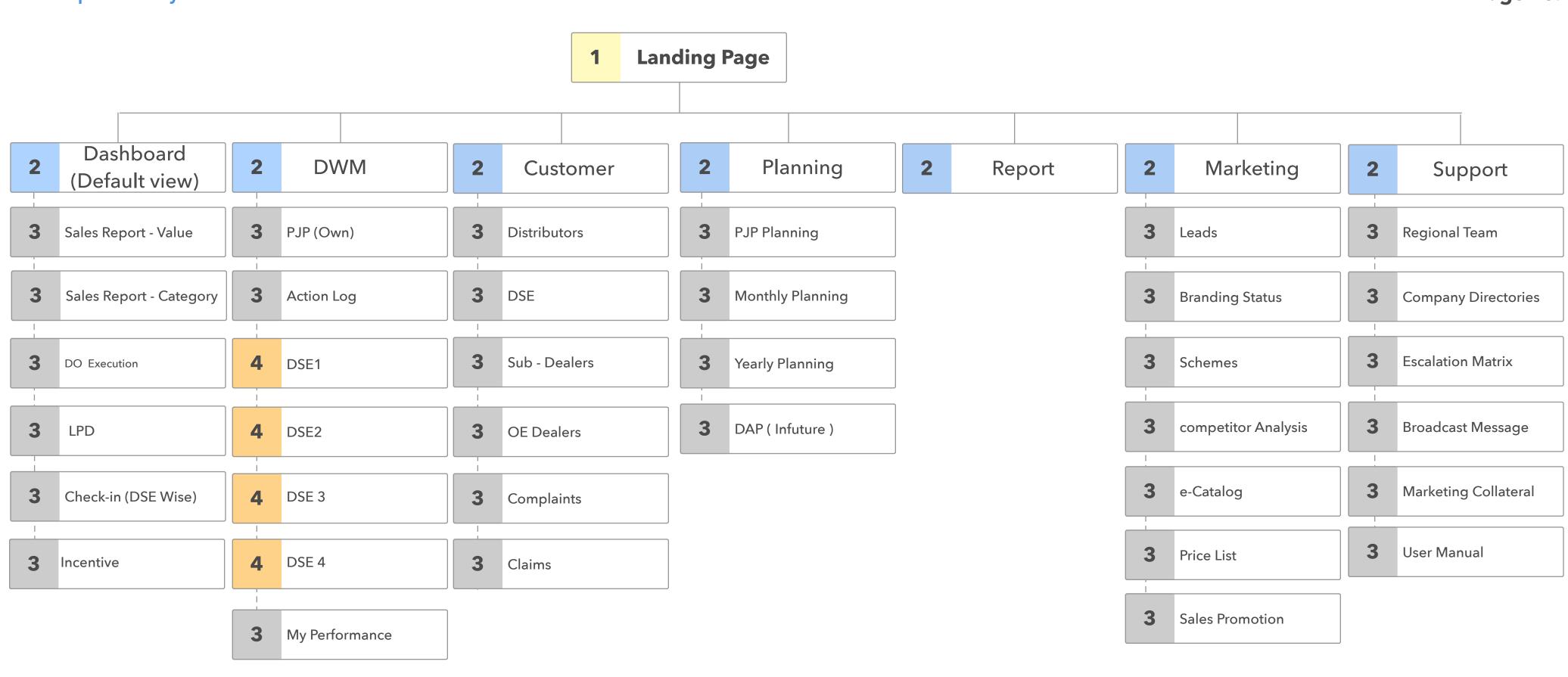
- Territory Lead Distributor

Wireframe

3.0 - TLD Interface Dashboard







2

Initiatives

Specific SKU placement (Eg Gripp X3)

Mechanic addition

status

3	Sub- Dealers	2	My Reports	2	Distribution Team
4	SD product purchase	4	potential - sub- dealerwise (DAP)	4	commercial calculation reports -PPD,TDS,CN,DN
4	SD scheme Performance	4	LPD	4	DO Execution
4	E-claims	4	Check-in	4	Primary vs secondary
4	subdealer scheme tracker (special schemes)	4	Counter Addition	4	secondary value beat wise
4	Honda/maruti Orders Execution	4	Sales Report	4	Non VMI sales report
4	Dt M.B.O tracker & New M.B.O plans	4	category wise trend	4	day end status of distributor
4	Claim training reports	4	No of Counter billing	4	ROI - quarterly
4	Last three month sales of subdealers	4	Town Coverage	4	Dse scheme/incentives tracker
		4	Motorcycle/ SC,LM,PCUV penetration	4	club balance of DT
		4	Unbilled outlets	4	Number of counters in a beat DSE wise
		4	Non beat value	4	Tab order Vs execution
		4	Sub dealer billing frequency - weekly		
		4	CFA stock visibility(VMI and non vmi)		
		4	top 20 sku tracker (each category)		
		4	Red beat and green beat		

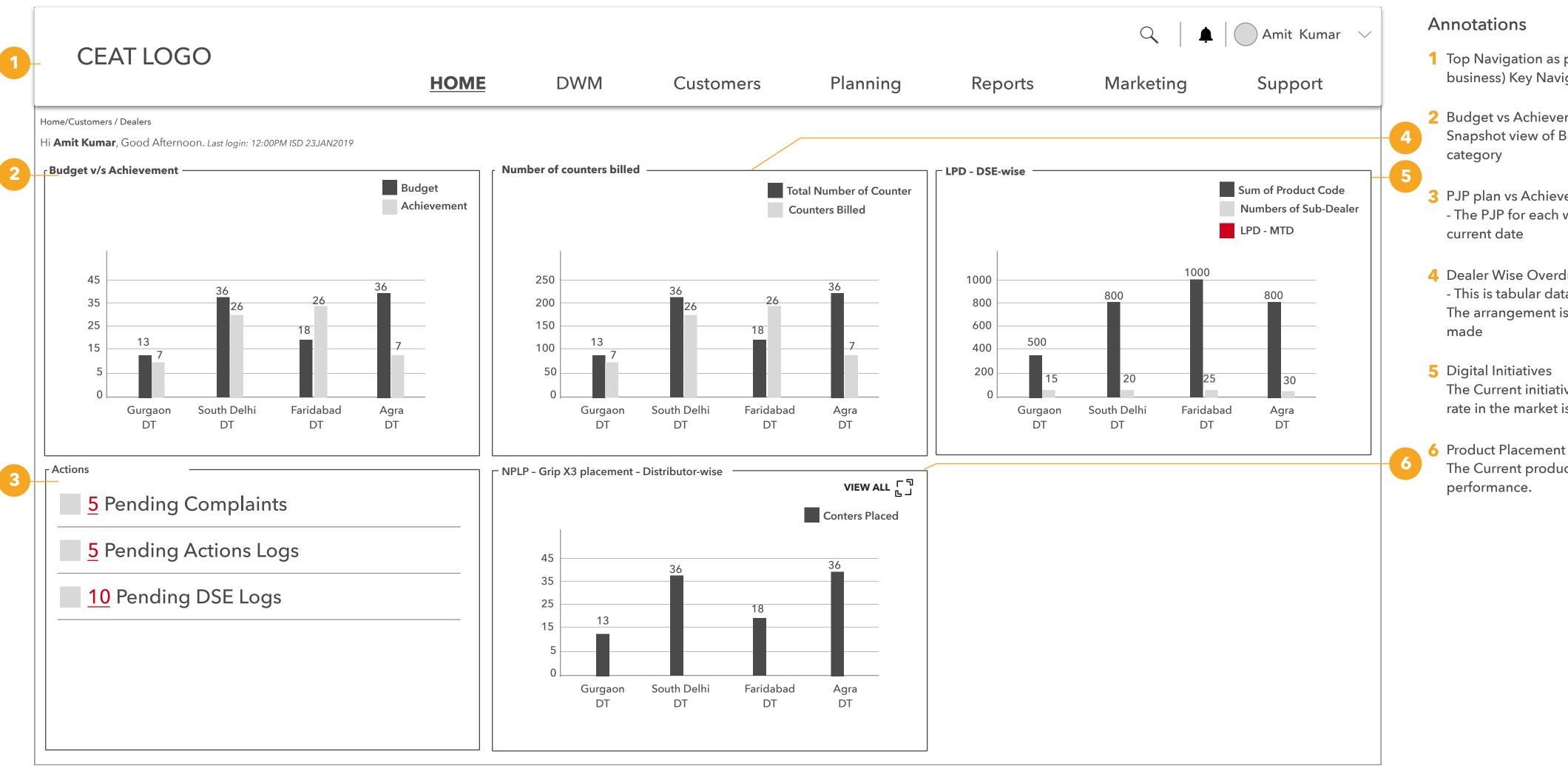
4 ROP and NBP



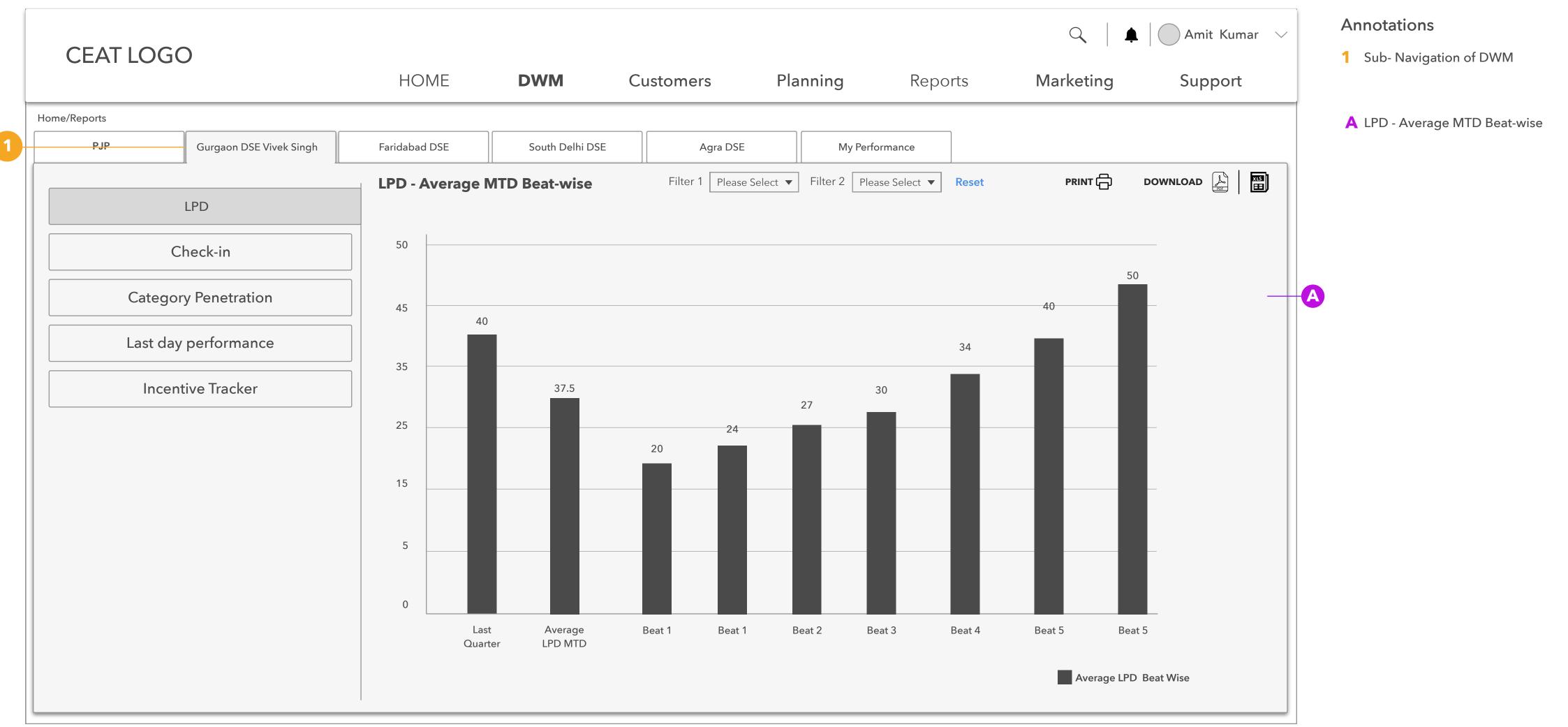
Table of Content

Wireframe
3.0.0 TLD - Landing Page
3.0.1 TLD - DWM - DSE View - LPD
3.0.2 TLD - DWM - DSE View - Check-in
3.0.3 TLD - DWM - DSE View - Category Penetrat
3.0.4 TLD - DWM - DSE View - Last Day Performa
3.0.5 TLD - DWM - DSE View - Incentive Tracker
3.1.1 TLD - Reports - Dealer
3.1.2 TLD - Reports - My Reports
3.1.3 TLD - Reports - Fleets
3.1.4 TLD - Reports - initiatives

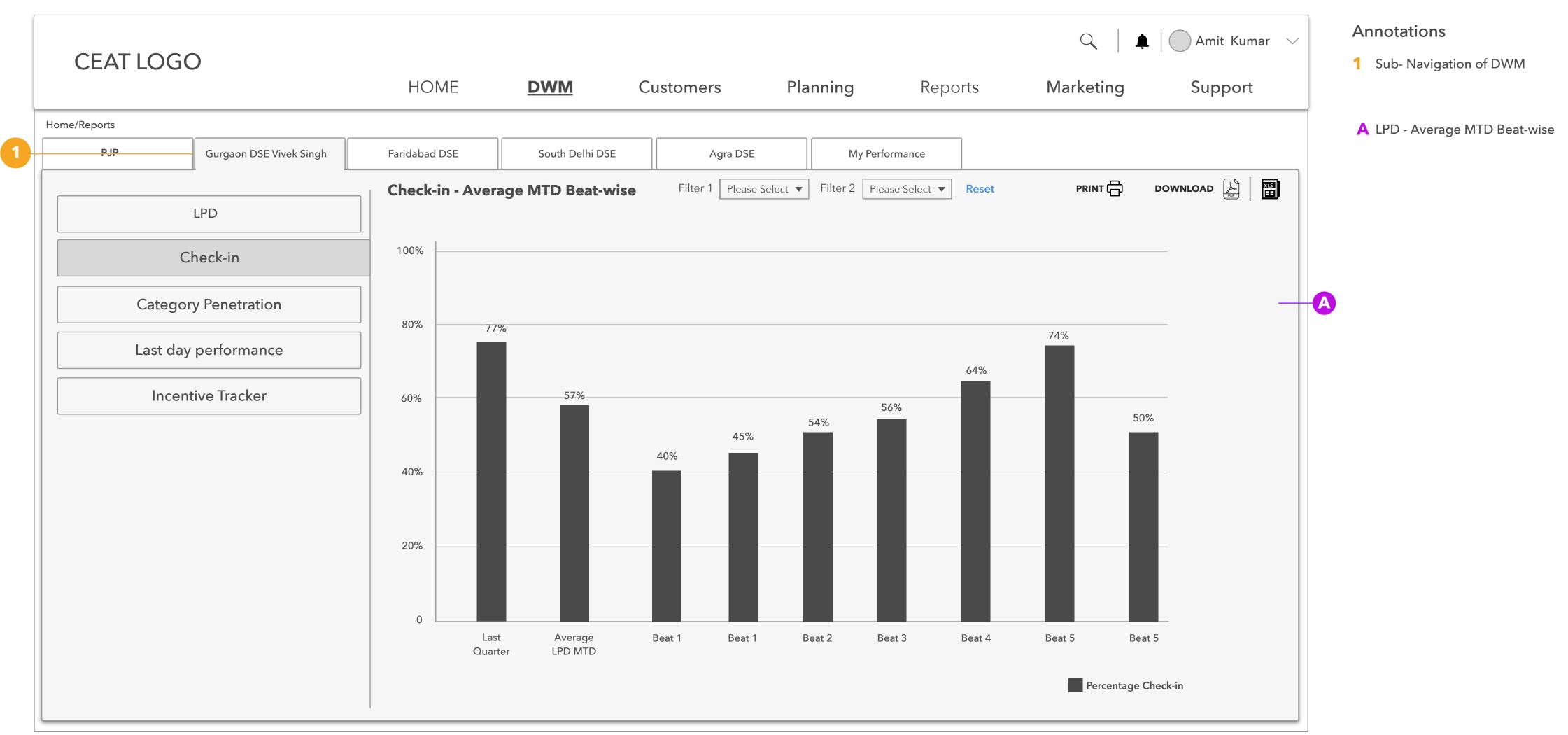
Page Break - My Customer Flow



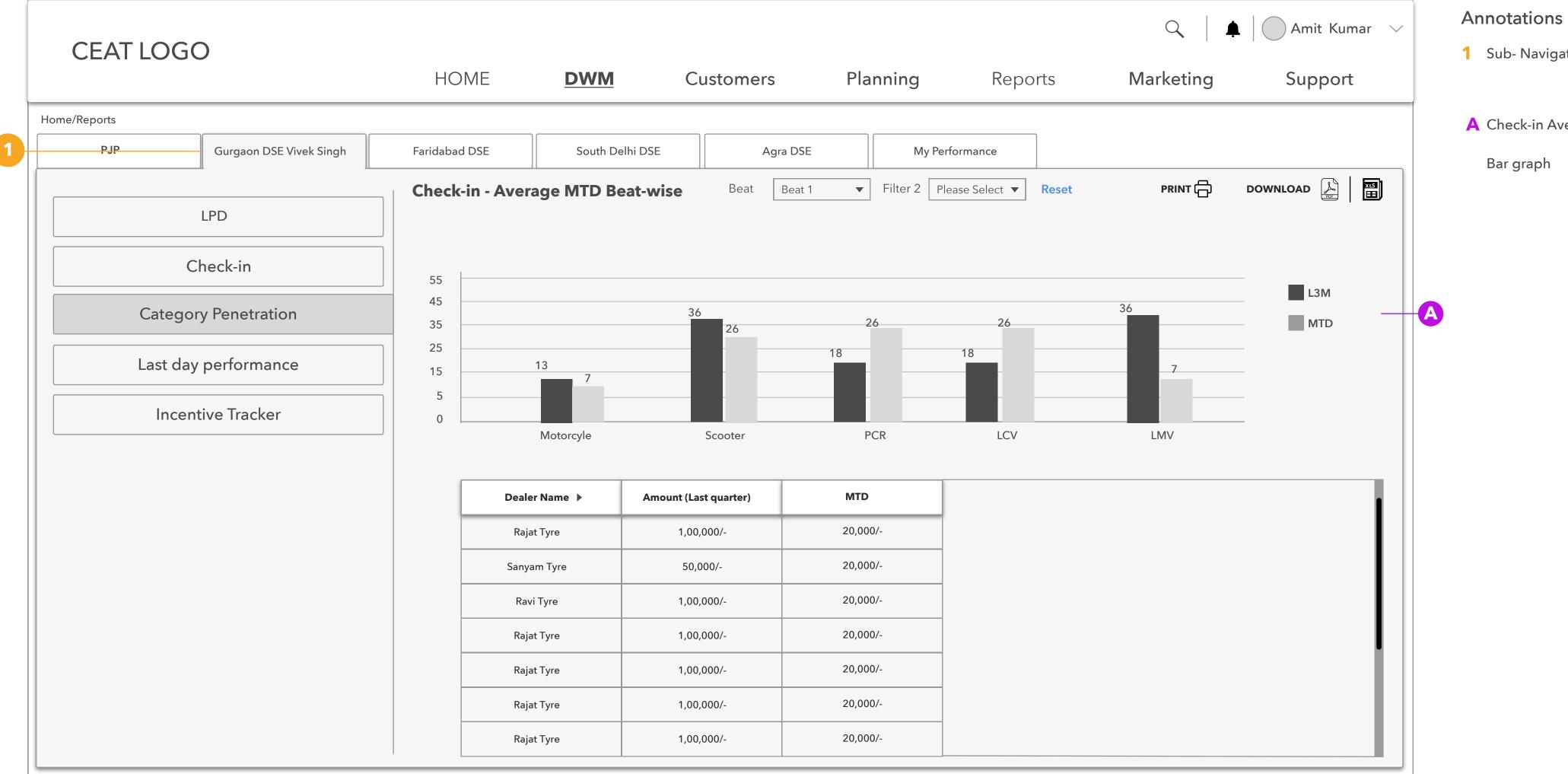
- 1 Top Navigation as per sitemap (To be updated as per business) Key Navigation L1
- 2 Budget vs Achievement Snapshot view of Budget plan and achievement for each
- 3 PJP plan vs Achievement
- The PJP for each week and achievement as per the
- 4 Dealer Wise Overdue
- This is tabular data of dealers of their overdue The arrangement is as per the priority of payments to b
- The Current initiatives that are running their acceptance rate in the market is shown here.
- The Current product placement in marktet and their



Screen Break



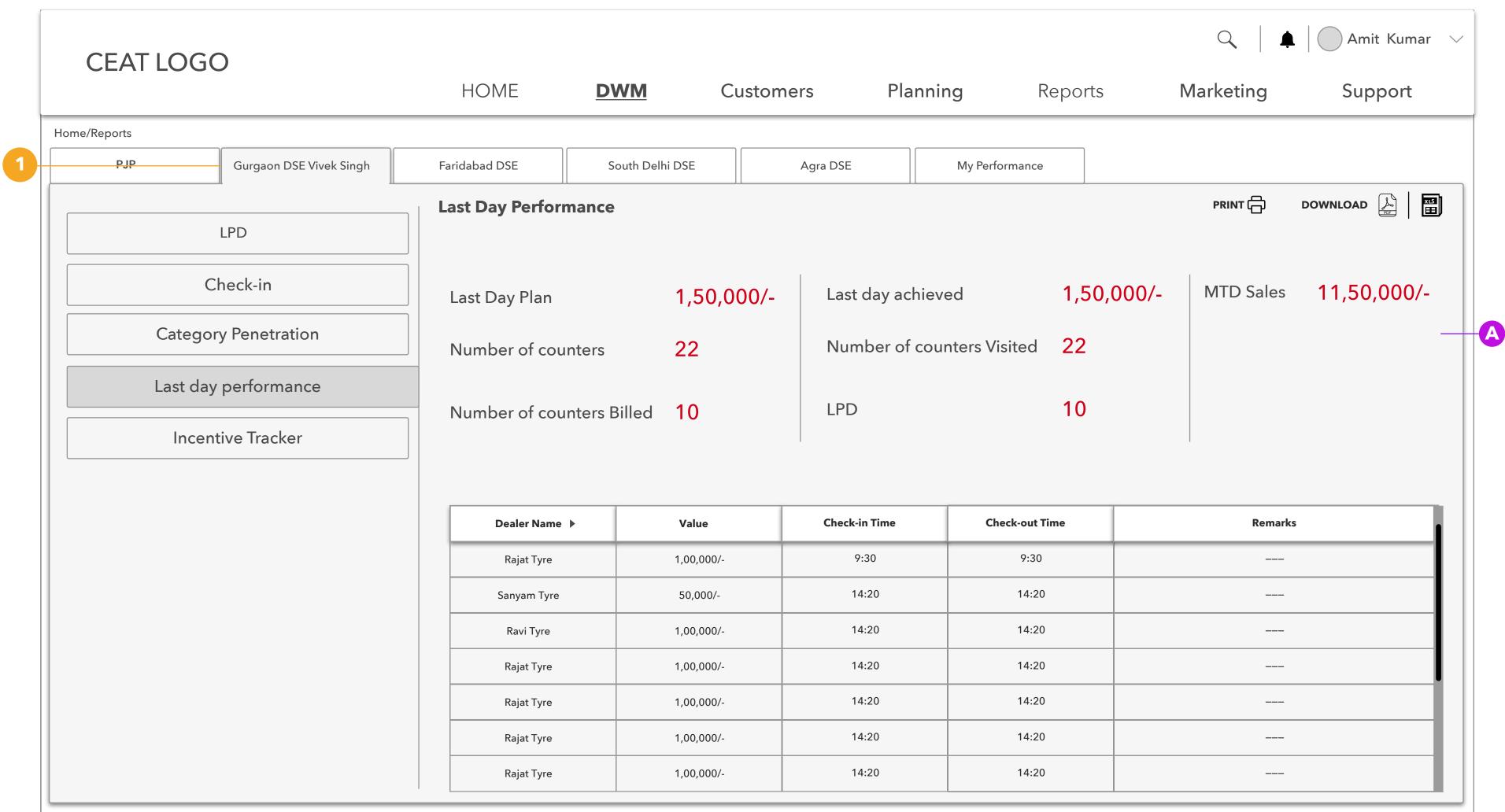
Screen Break



1 Sub- Navigation of DWM

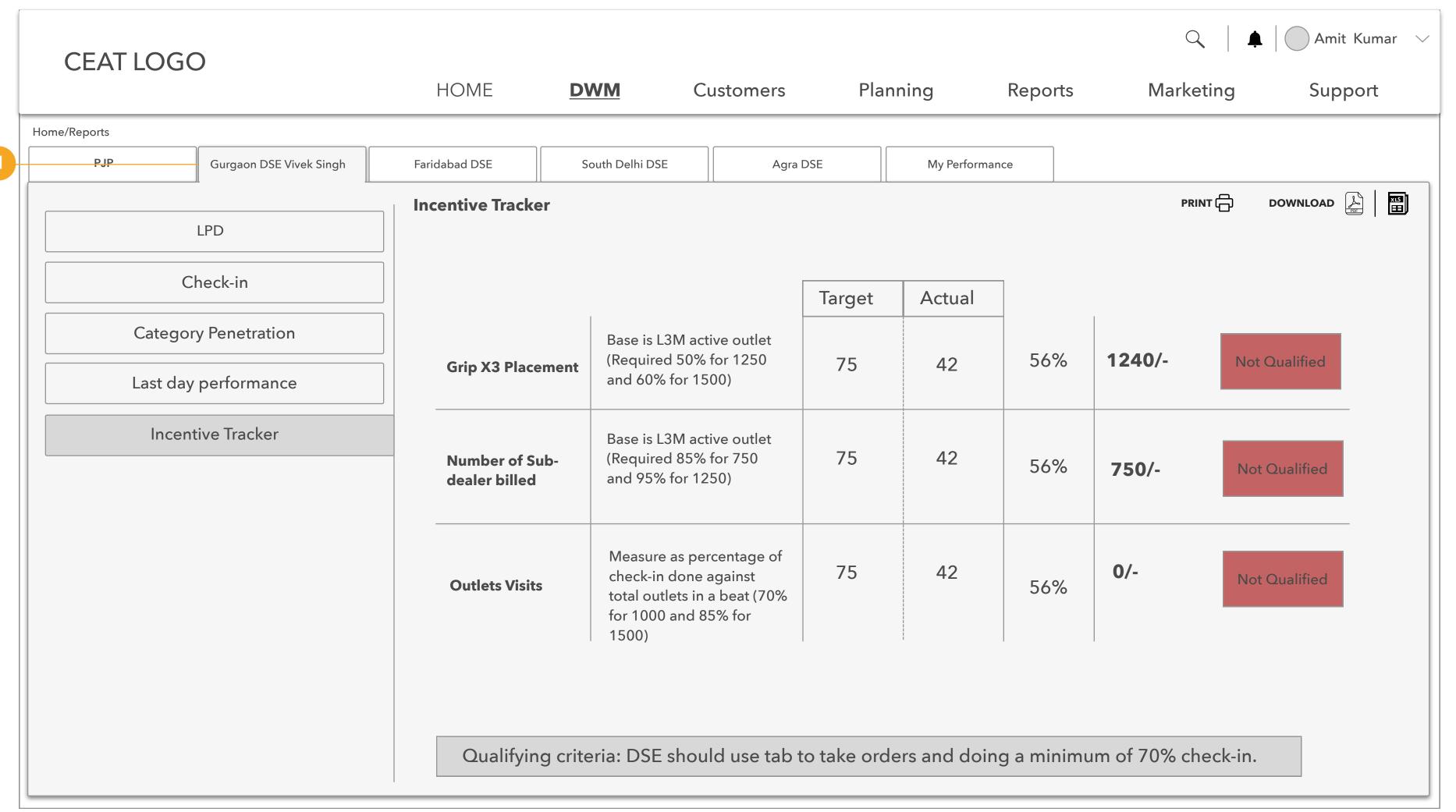
A Check-in Average MTD Bead-Wise

Screen Break

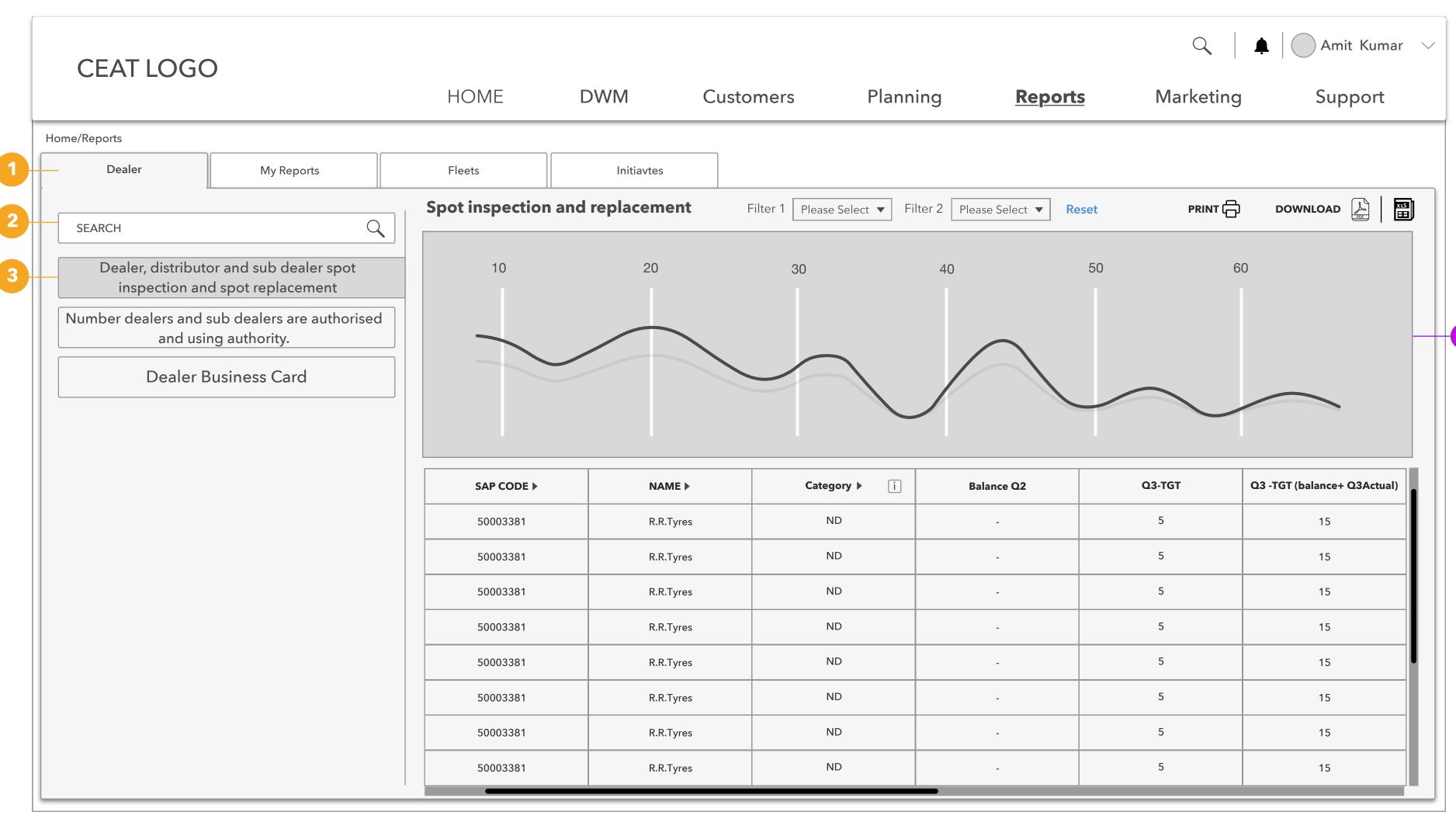


1 Sub- Navigation of DWM

A Last day performance Snapshot



1 Sub- Navigation of DWM



- 1 Sub- Navigation of Reports
 These reports are bucketed as pe their usage.
- 2 Dealer Report Specific Search for each report in this category
- 3 BPLOU VS Achievement (Dealer)
 - This a Report with Snapshot view visible by default

TL can filter specific to the current report and Downloa the report for as per their use.

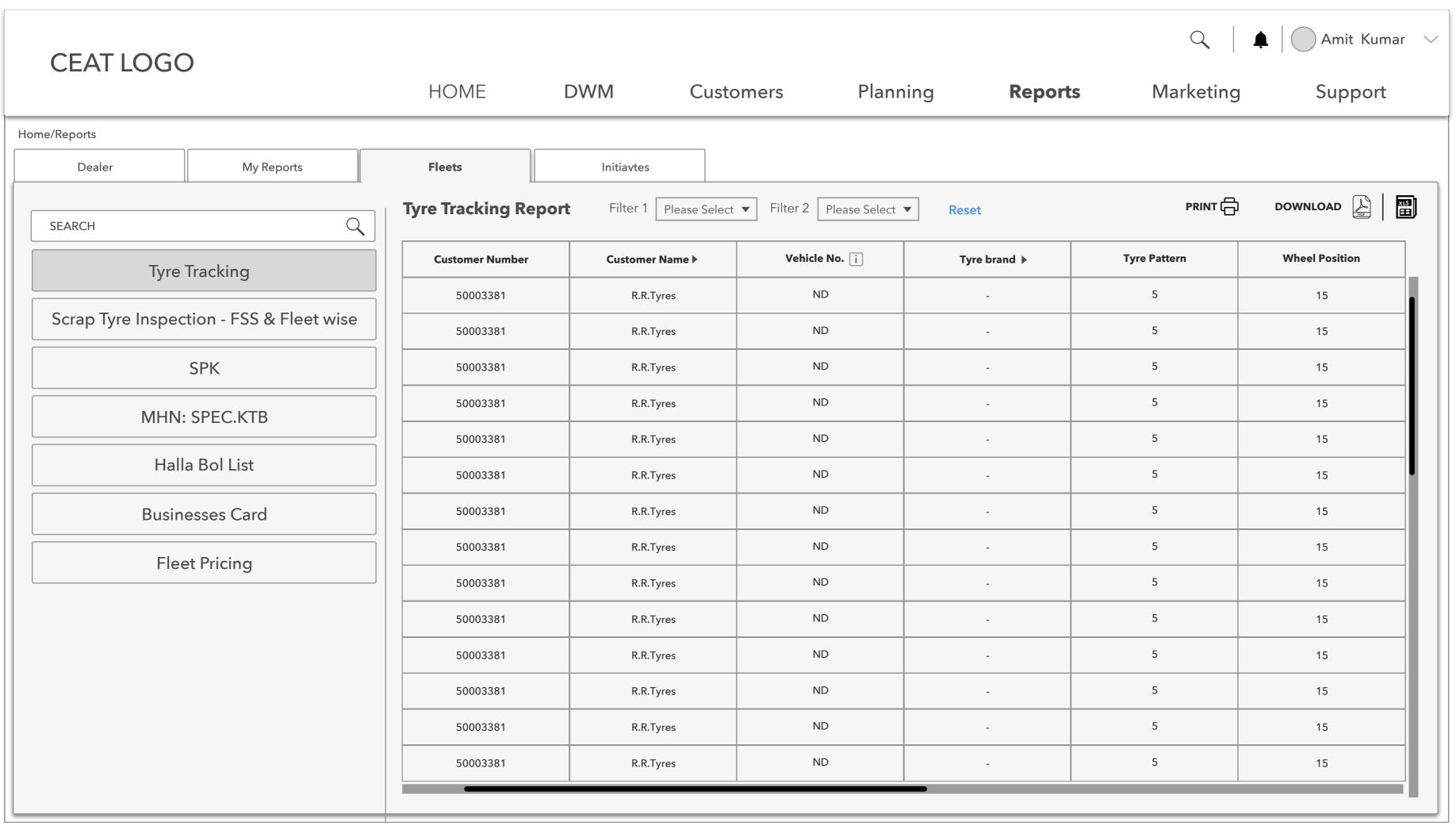
A Chart View - Depends on Quarterly view or Monthly view Based on the business call,

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1 My Report - View

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Screen Break

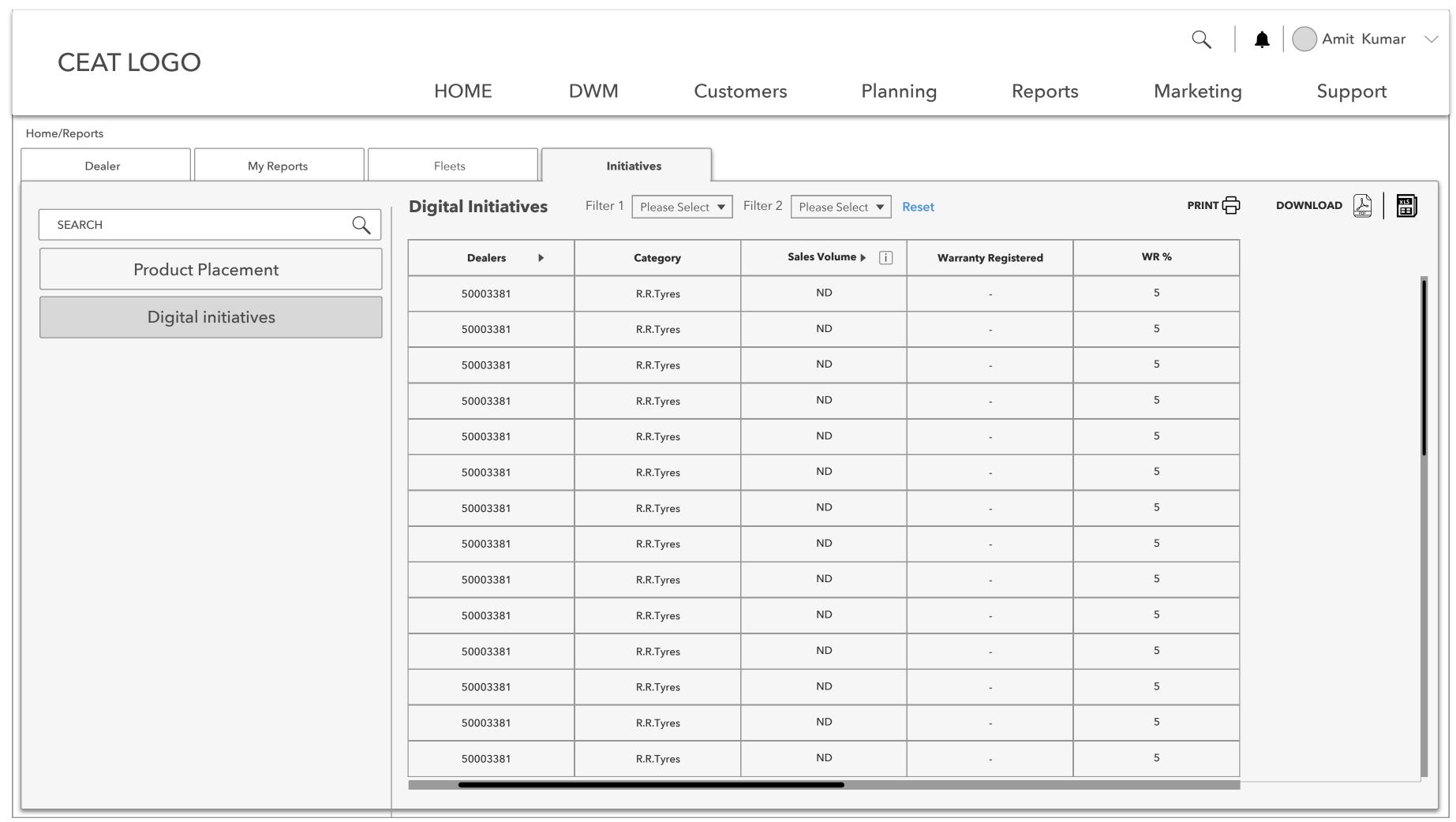


Filter

1 Filter view - interaction
This is a sample view of the filter not an actual data.

■ Brand 1 □ Customer □ Brand 2 □ Wheel Position □ Brand 3	ilter 1:	Customised	
		■ Brand	■ Brand 1
■ Wheel Position ■ Brand 3		Customer	☐ Brand 2
		■ Wheel Position	■ Brand 3
☐ TBB/TBR ☐ Brand 4		── TBB/TBR	Brand 4

2:	Lorem	
	■ Lorem 1 ▶	Front Right
	Lorem 2	○ Front Left
	Lorem 3	○ Left hand side back
		O Left hand side back
	Lorem 4	

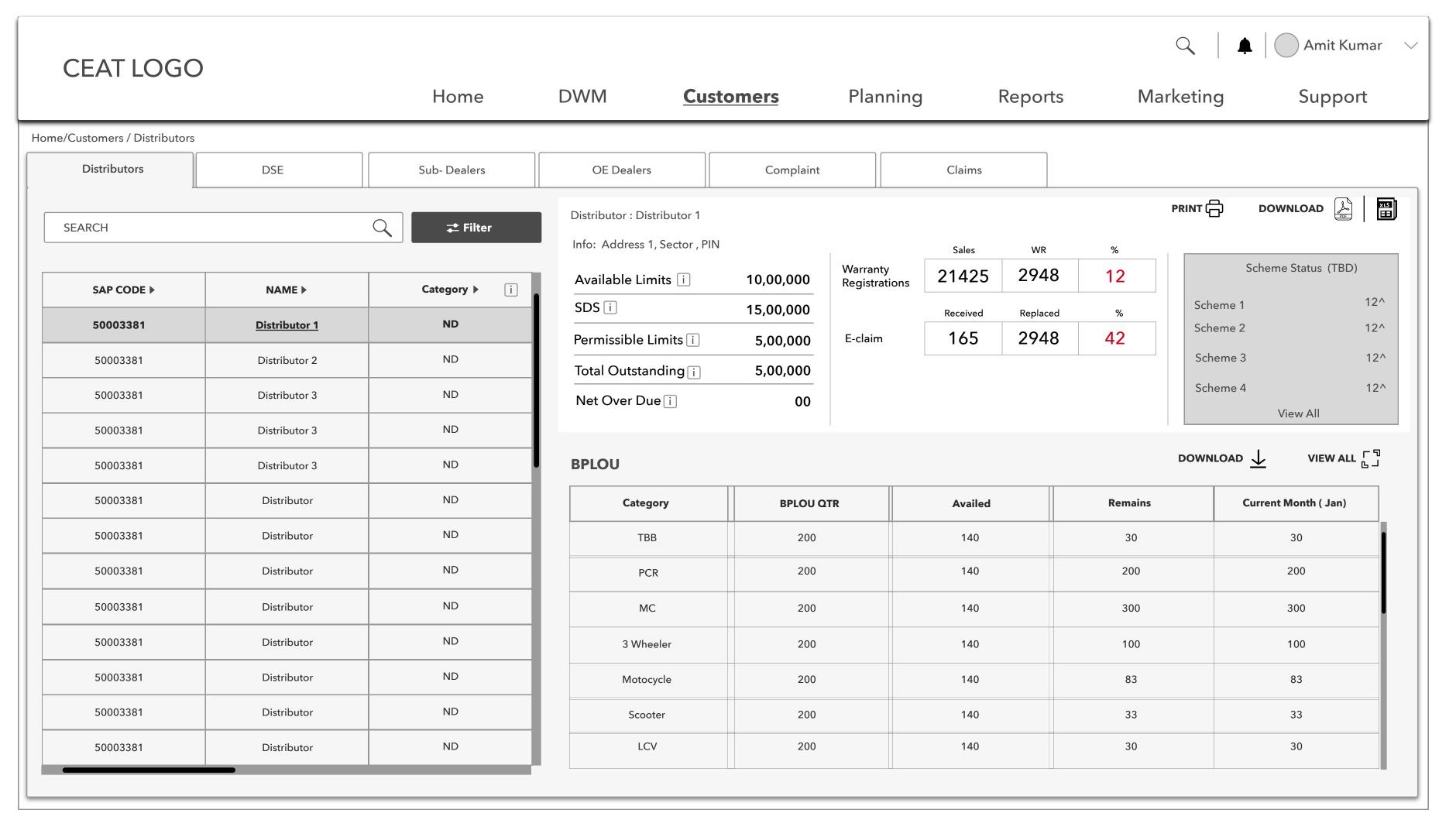


1 Initiatives View
Limited columns view

Table of Content

Wireframe - Customer Flow

2.2.1 RSM - Customers - Distributors



1 Selected Dealer View

Info about the dealer, Warranty, Schemes & BPLOU

3 Distributors

3 DSE

3 Sub - Dealers

3 OE Dealers

3 Complaints

3 Claims



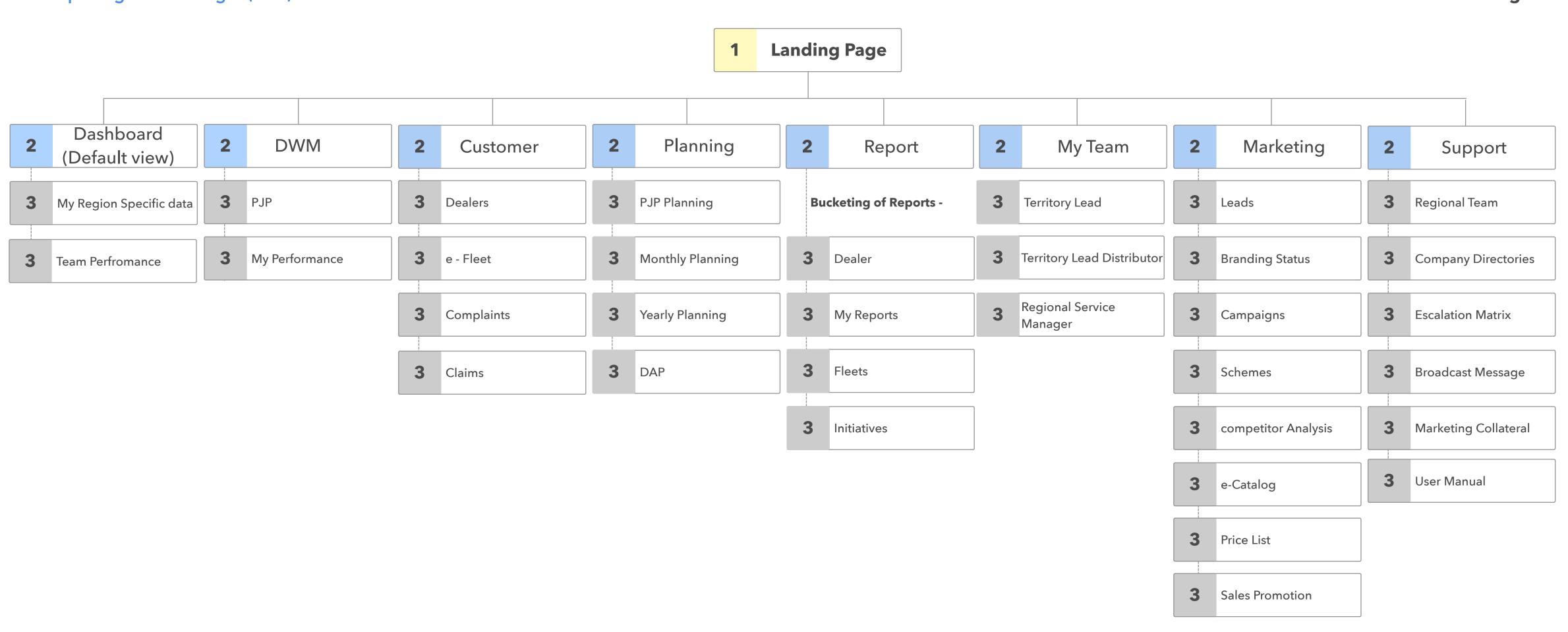
Table of Content

Sitemap

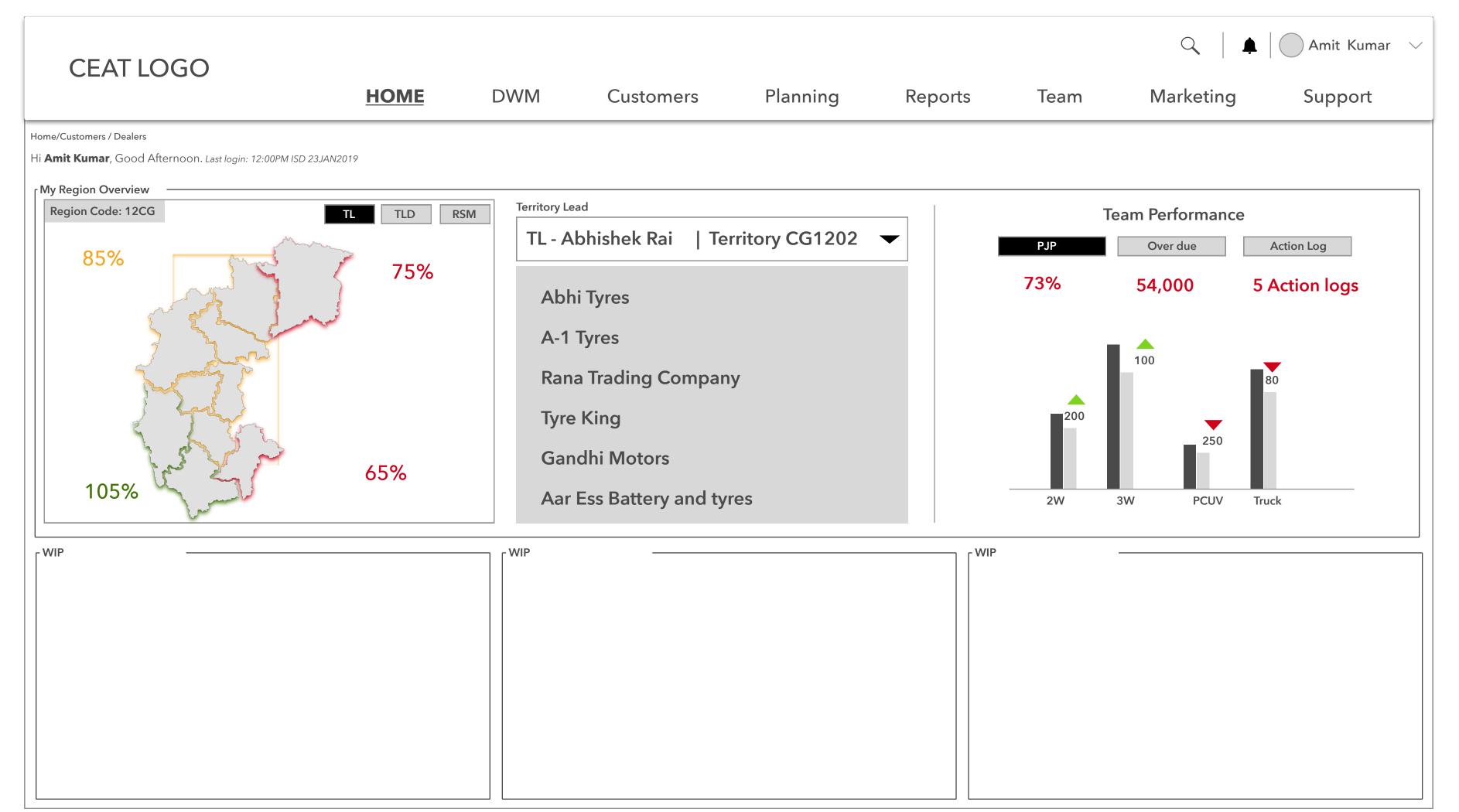
- Regional Manager
- Regional Manager- Reports

Wireframe

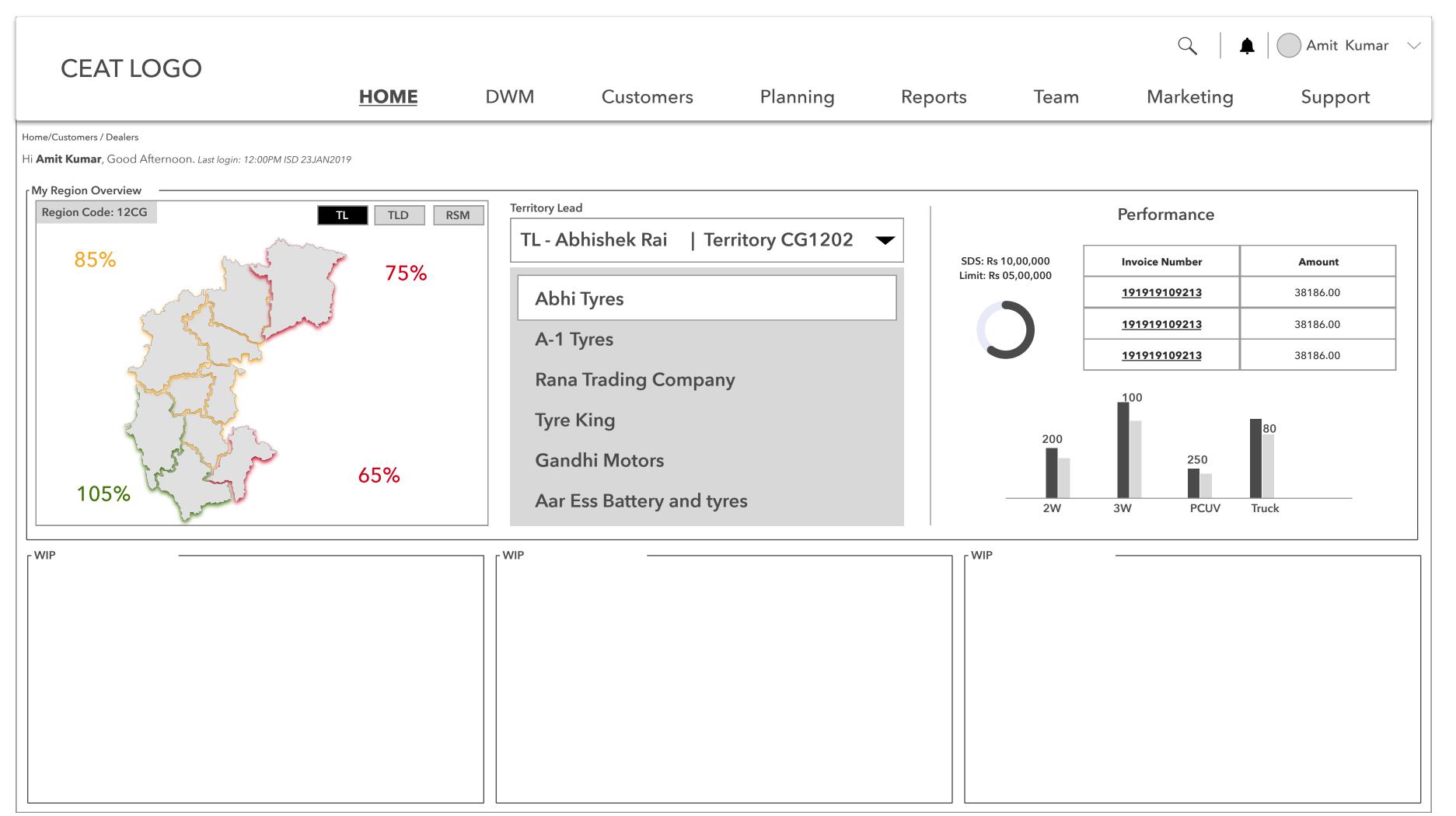
- 4.0.0 RM Landing Page Dashboard TL View
- 4.0.1 RM Dashboard TL Dealer Performance \
- 4.0.2 RM Dashboard TLD View
- 4.1.0 RSM Reports initiatives
- 4.1.1 RSM Reports initiatives Team Trends



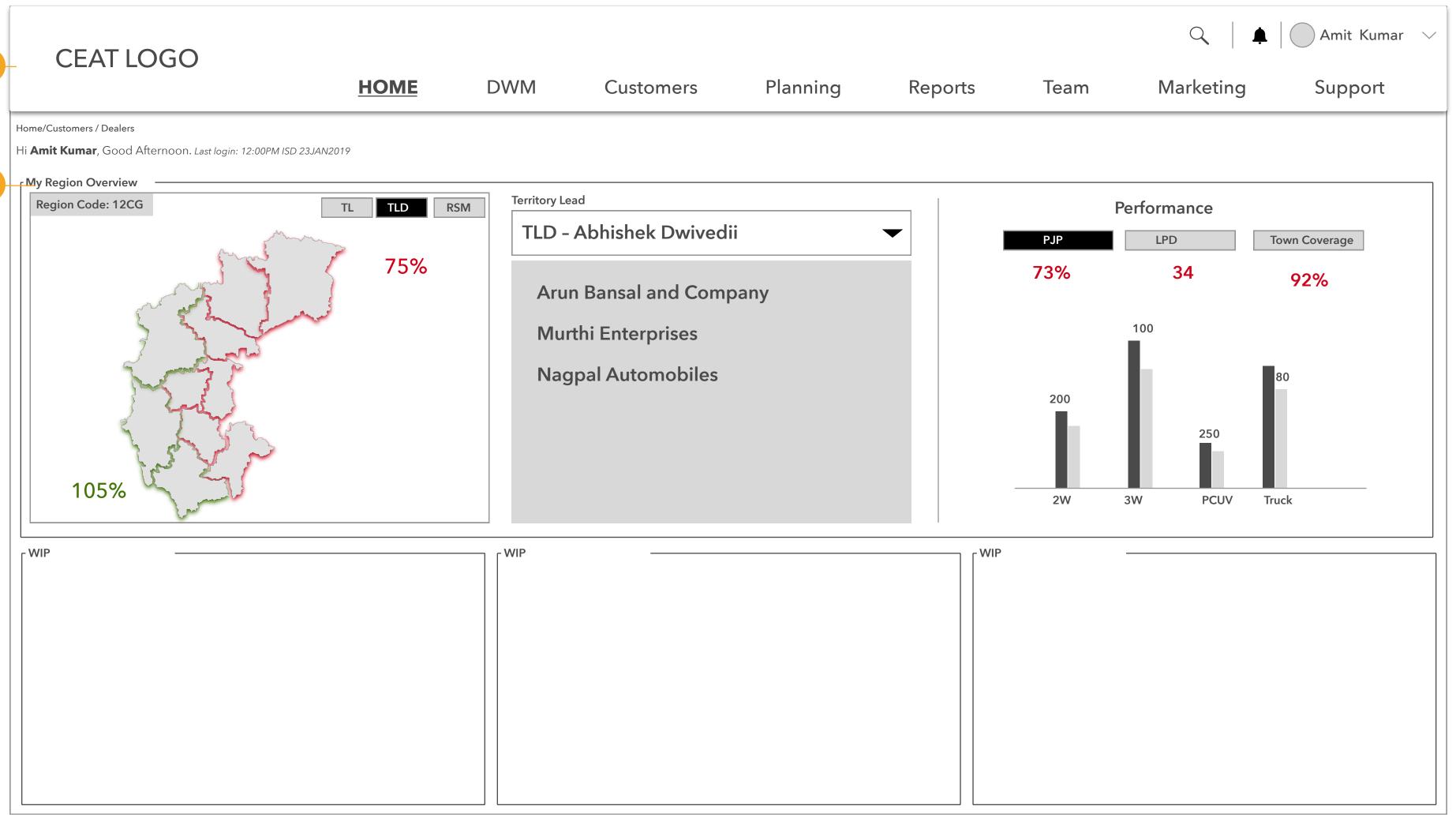




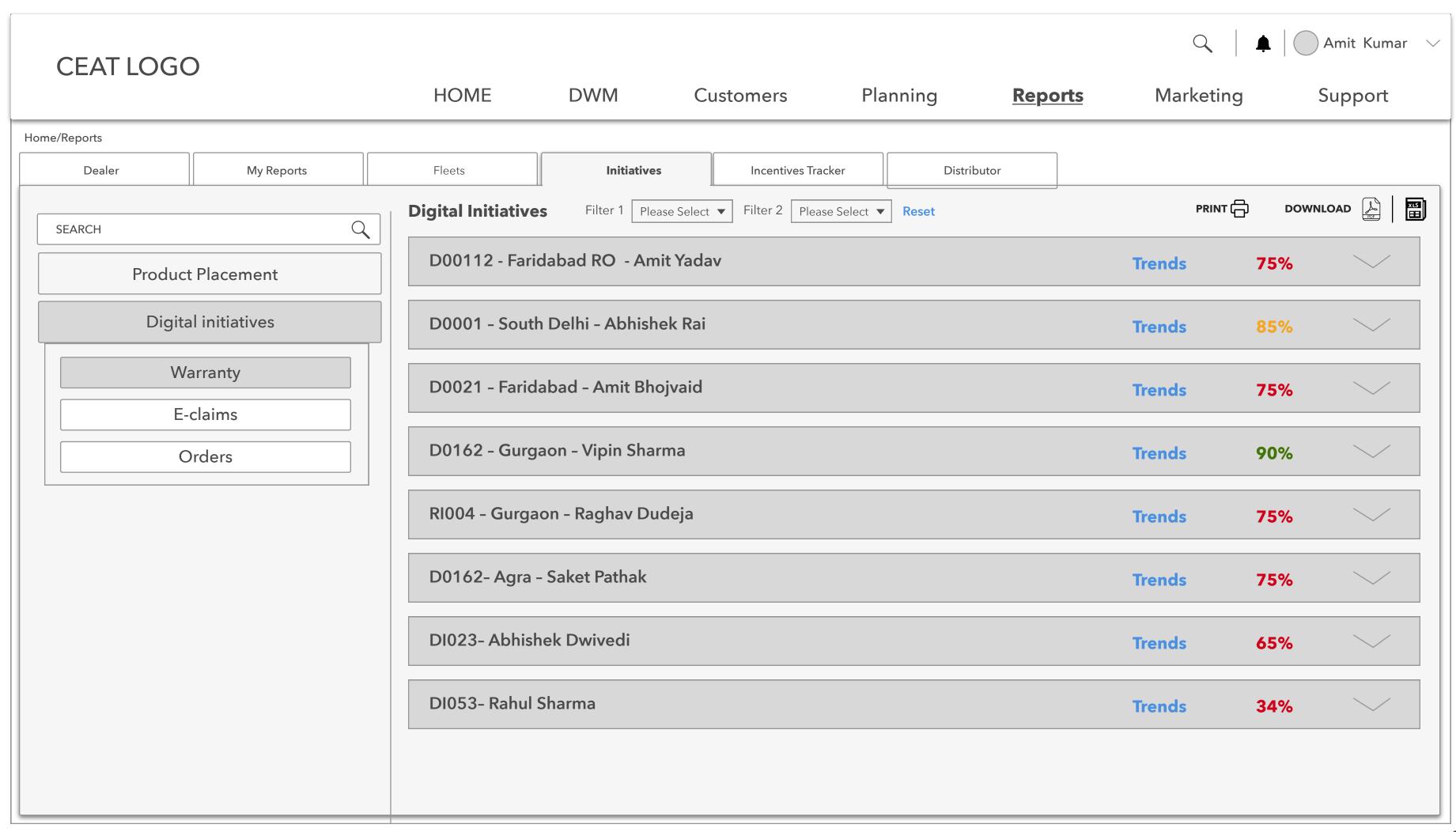
1 WIP



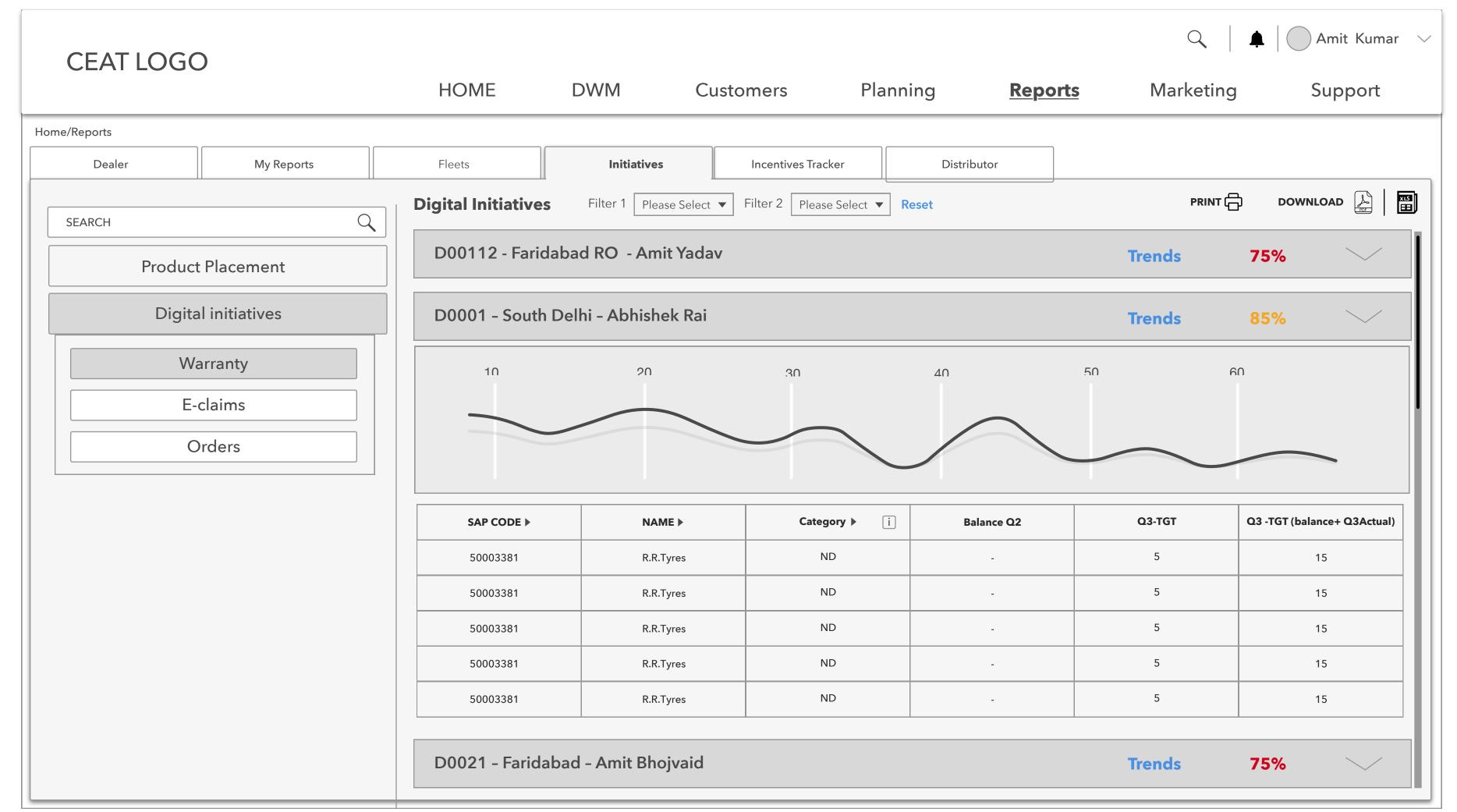
1 Top Navigation as per sitemap (To be updated as per business) Key Navigation L1



1 Top Navigation as per sitemap (To be updated as per business) Key Navigation L1



1 WIP



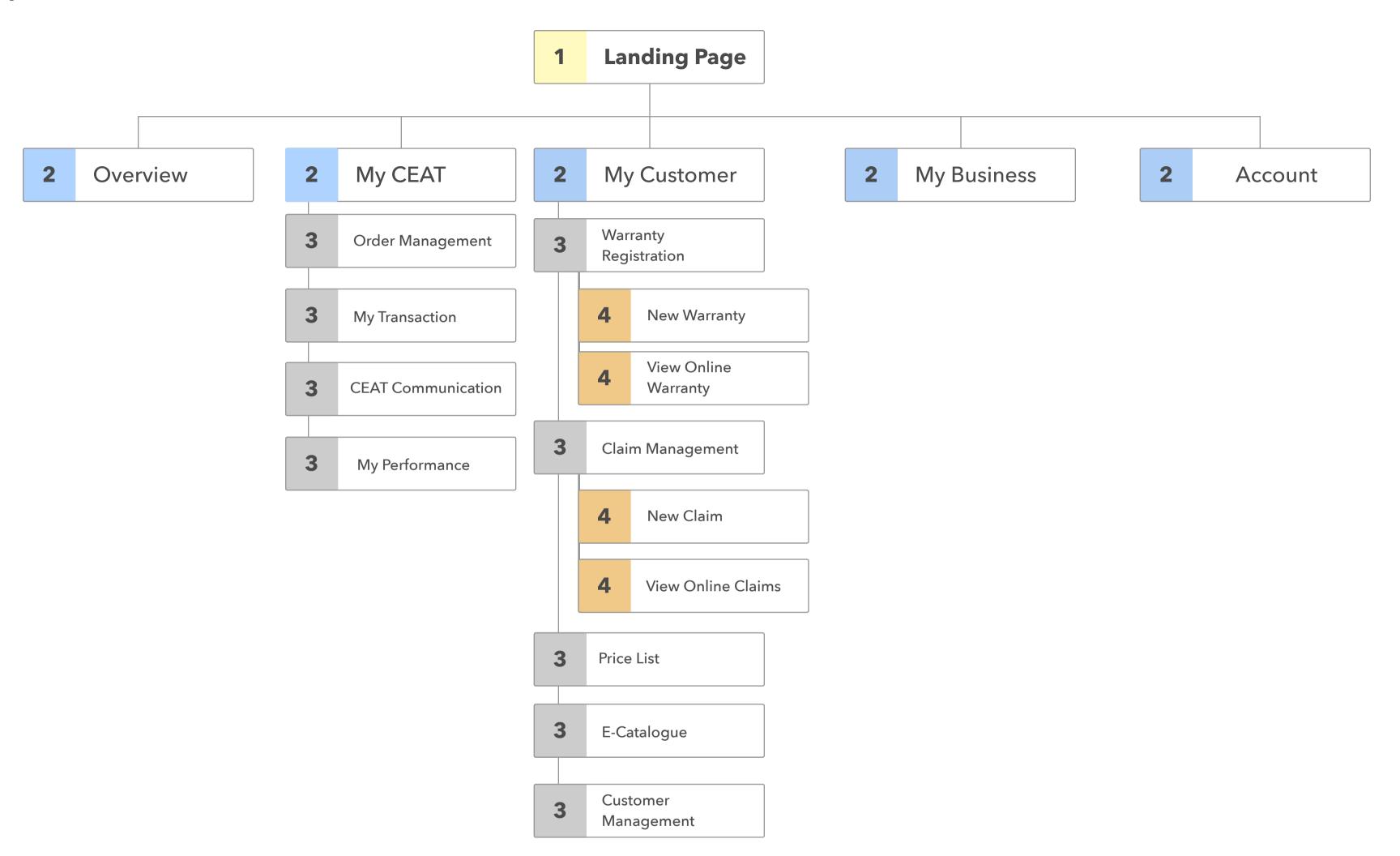
1 WIP



CEAT Dealer Portal

- Sitemap (UPDATED)
- Wireframe (Desktop)

Sitemap - Dealer Portal



CEAT LOGO

Dashboard

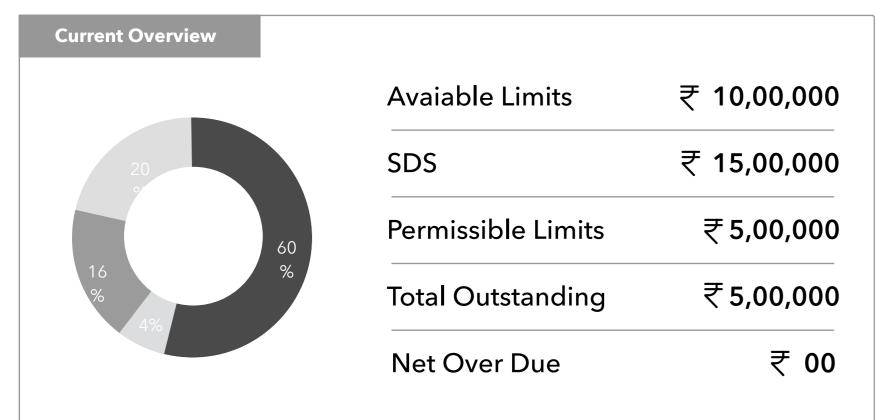
My CEAT My Customers My Business





Hi Alan Harper, Good Afternoon

Last login: 12:00PM ISD 23JAN2019



	DOWNLOAD E	XCEL <u>↓</u> VIEW ALL [□]
BPLOU QTR	Availed	Remaing
200	140	30
200	140	200
200	140	300
200	140	100
200	140	83
200	140	33
200	140	30
	200 200 200 200 200 200	BPLOU QTR Availed 200 140 200 140 200 140 200 140 200 140 200 140 200 140 200 140



VIEW AL			*Recent Orders
Status	Particulars	Order Number	Date
Action Required	165/80 R 14 Fuelsmart TL 85T	200	25/12/2018
InTransit	165/80 R 14 Fuelsmart TL 85T	200	25/12/2018
Pending	165/80 R 14 Fuelsmart TL 85T	200	25/12/2018
Order Complete	165/80 R 14 Fuelsmart TL 85T	200	25/12/2018

Annotations

- 1 Landing Page Top Navigation
 - Overview
 - My CEAT
 - My Customers
 - My Business
 - Search
 - Alerts
 - Cart
 - Accout

2 Current Overview

End user can view the avaiable limit in his account. SDS Permissible limits, Total Outstanding & Net Overdue The graph intracts based on-hover

BPLOU

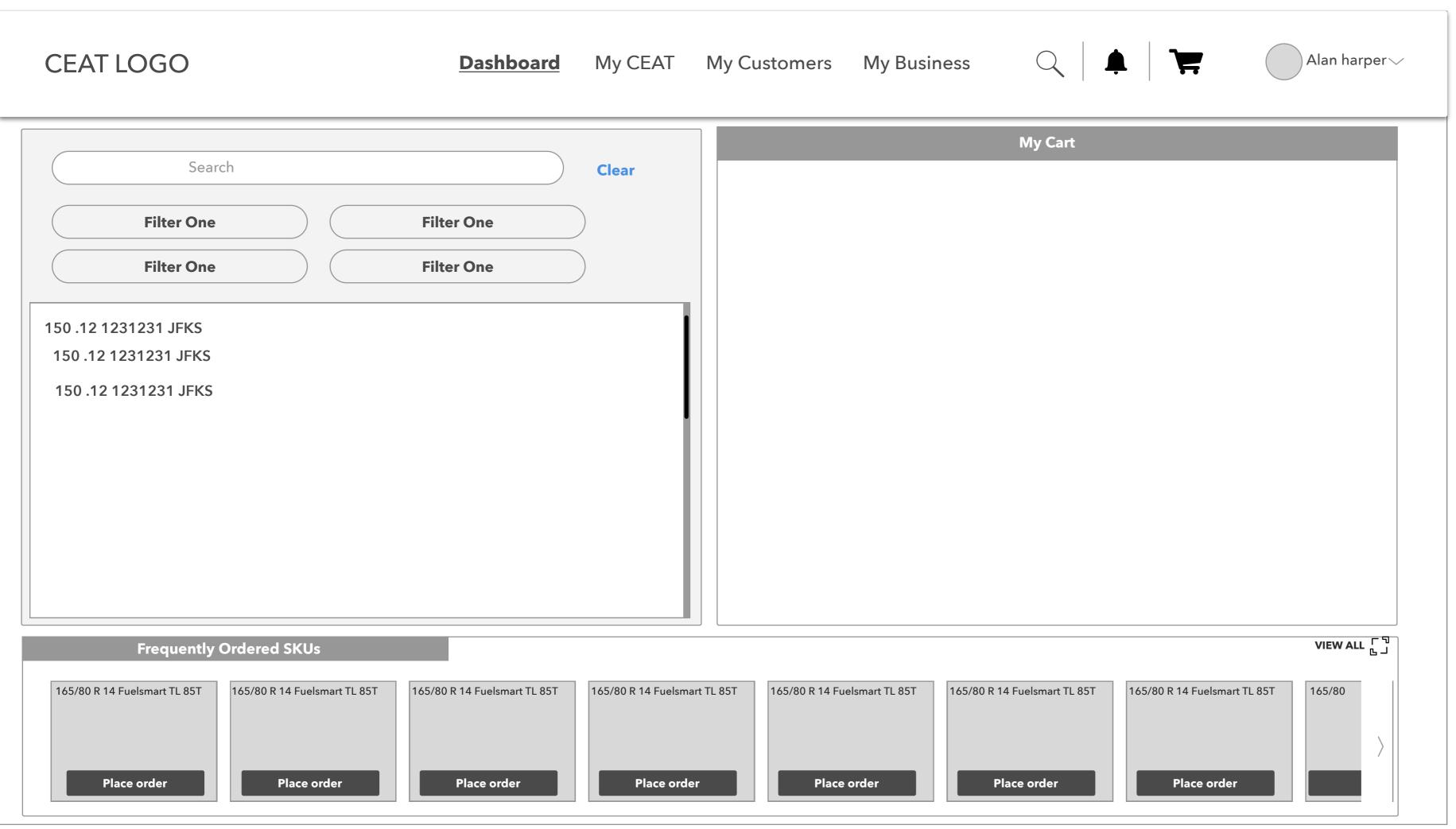
User can each category view of consumption

Frequently Orders SKUs

User can make faster purchases based on their recent previous purchases

Recent orders

User can view their Recent order status if any order nee user action, they are prompted with on the screen notification.



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