

# AMGEN

Reach Consulting Group

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**Client:**

- Amgen, Inc.

**Project Team:**

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**Duration of the project:**

- February 17th, 2021 - April 21st, 2021
- Final Presentation: April 21st, 2021

**About Reach Consulting Group:**

Reach Consulting Group is a student-run, non-profit organization providing advisory services in technology, strategy, finance, and management. We are affiliated with the University of Michigan's School of Information and have a strong emphasis on technology consulting. What makes us stand out? Our passion to provide the best advisory services to our ability utilizing both business analytics and technical skills. While there are plenty of consulting clubs on campus, our founders realized that there was a lack of focus on technology consulting and no consulting clubs belonging to the School of Information. We wanted to bridge that gap and provide students with the education and resources necessary to best prepare them for a career in Consulting.

## **I. Project Overview**

### **Project Objective:**

Amgen Inc. asked Reach Consulting Group to assess their recent MVP, Catalyst Connect, to assess the system's information organization, visual design, and new vs. long term hire tendencies. Our goal was to develop various strategies to help improve the design of the Connect system to find ways to streamline the experience for Amgen's internal users. In order to accomplish this, we interviewed Amgen employees in order to better understand the users and attract future users who are interested in finding other employees who have worked on similar projects. This research assisted in our design recommendations and Roster and Milestone redesigns. Throughout the duration of the project, we maintained sufficient communication with weekly meetings to constantly update the client on our progress. We hope our final deliverable will include a user-experience write up accompanied by user interface mockups to present our findings and provide our overall advice.

### **Project Context/Users:**

Amgen is one of the world's leading biopharmaceutical companies, specializing in discovering, developing, and manufacturing medicines for serious illnesses. The Amgen Catalyst Connect database was created with the purpose of connecting individuals who are conducting research on new medicines to others who have worked on similar projects before. The users of Catalyst Connect are internal employees who work as scientists, statisticians, and managers. Catalyst Connect is divided into two subpages: Milestones and Rosters. Milestones allows users to search for particular drugs through searching by milestone category, date, therapeutic area, or phase of development. Roster allows users to search for who worked on each particular drug through searching by trade name, drug name, or AMG number. Overall, these two pages were created with the hope of streamlining product development as users can connect with others who have worked on similar projects and locate relevant data quickly. We hope to improve the functionality of Catalyst Connect through a redesign, so that employees may communicate with each other even more effectively and receive the information they need.

### **Research Process:**

Initial steps included a preliminary meeting with Amgen's Knowledge Management Manager where we gained an understanding of Amgen as a company and received a detailed description of the project. We also received a review of Amgen's *Catalyst Connect* system as our team was provided with screenshots of the system and an interactive introduction of it. Once we gained an understanding of the system and its functionalities, we conducted several remote user interviews and usability tests (via Zoom). Interviewees selected were Amgen employees of a variety of

roles and experience levels to ensure diversity in our data collection.

The interviews allowed us to gain insight on Amgen's employees and their experience using Catalyst Connect in order to recommend a redesign for the system. We incorporated our three main focus points of visual design, information architecture, and interaction design to compile both preliminary questions and usability tests questions that were asked in the interviews. Each interview lasted approximately 30 minutes as users were asked to talk through their thought process while performing the usability tasks. Additionally, users were encouraged to share their screens to allow us to visually understand their experience navigating through the system.

Preliminary questions were mainly focused on employee information such as their role, time at Amgen, and prior experience with the Catalyst Connect system. This information was helpful in understanding the user's responses within the usability testing that was conducted immediately afterwards.

To begin each test, we asked each user to log into the Catalyst site and Connect feature with their logins. They were then asked to differentiate between the "Roster" and "Milestone" tabs before use, and then to use both individually to gather specific information about a project they have worked on. After doing so, they were asked to evaluate whether or not the information presented was necessary and if there was any lacking data. Overall, these questions were useful in allowing our team to assess which areas of the system have the potential for a redesign in order to make them more beneficial for employees.

## **II. Insights From Research**

### **Overall themes:**

- 1) The primary and most common feedback from conducting interviews was the need for more role types besides the managerial positions included in the Roster tab, as well as the correction of role labels that were incorrect.
- 2) Another key point is that there should be more study information provided, such as active studies, term and abbreviation explanations, and the addition of SRS name.
- 3) The final takeaway we got from the interviews is that it was difficult to differentiate between the purposes of the Milestone and Roster tabs.

### **Design decisions:**

#### *Information analysis of Milestone:*

Users found the Milestone tab to be very useful, and were able to navigate through to find

relevant studies relatively easily. However, there were recurring critiques that users vocalized, along with varying recommendations for improvements of the feature.

A common recommendation that we received from users was the inclusion of more information regarding the specific studies. Users felt that the addition of more specific project details could eliminate the need to first contact a project member to receive the entry-level study information. Supplemental study information would also allow users to narrow their searches, and locate the studies that most closely resemble their own project.

Because of this, we included a section dedicated to supplemental study information within our redesign: we decided that adding a link to a document containing the specific information would be a concise way to include it within the search results. However, we advise surveying employees to determine which additional study information would be most helpful to display. Further, the addition of more descriptive role types would give Catalyst connect users the ability to contact the member in charge of the part of the project which is relevant to the user. Lastly, users pointed out that some role names were incorrect, (ex. being named 'biostats lead' instead of GSL). We do not know of all the correct role names, so we have not corrected all titles within our redesign, yet we still recommend the implementation.

Finally, the desire for access to current studies within Catalyst Connect was a very common critique. It was expressed that users often find active studies more relevant than past studies, so the addition of them into the database would be helpful to Amgen employees.

#### *Information analysis of Roster:*

The Roster tab seemed to be a bit more user-friendly than the Milestone feature. But, similarly to Milestone, we have a number of recommendations of value which we believe will improve the functionality of the system.

The Roster tab currently only shows managerial positions of the studies. Our redesign concept implements the addition of more role types such as statistician, clinician, and safety, for the purposes of streamlining connection to those who work more directly on the project. As it can be hard to contact project directors, the addition of more role types and subsequent information on those people creates the accessibility of finding project information that is most relevant to the user.

In addition, we corrected the role labels that were previously mislabeled, as well as gave more specificity to role labels that did not give much relevant information. Lastly, we decided to replace the 'Role Start' tab with a tab which illustrates the specific part of the study that the team member contributed to. From our user interviews, we were informed that the role start date is

irrelevant to employees seeking project information. So, to further optimize the process of connecting with fellow employees, we appended a tab titled 'Specific Contribution.' We included examples of what these specific role descriptions may resemble within our redesign.

#### *New hires vs. Long term employees:*

Some users, notably statisticians and physician scientists, expressed that the Milestone tab could be difficult for new employees to use, as it includes titles like EDL and GDL clinicians, which new hires are likely unfamiliar with. We recommend the addition of information surrounding the more uncommon terms and abbreviations to make the system more user friendly to new hires. Additionally, we found that varying positions of most levels of experience use the Milestone and Roster features for similar use cases and found the differentiation to be confusing and at times redundant. In addition, some users had trouble logging into the system at first. Because of this, we implemented a visual-friendly sign in page as well as a fleshed out "About" section, which differentiates the Roster and Milestone tabs.

#### *Visual design & accessibility:*

According to users, there were not many issues with interactivity and accessibility. Additionally, out of the interviews we conducted, no user really had issues with the UI design; they thought it was straightforward and easy to read. Therefore, we decided to stay with a consistent color scheme and user flow.

Aside from these aspects, however, one user said the fonts are too small, and that they didn't necessarily represent the importance of each feature. Because of this, we sized up the font to 25pt and 50pt on the intro, Roster, and Milestone pages. In correlation with a greater font size, we decided to center the features and display the results in a revamped spreadsheet format, shown in our redesign.

### **III. Conclusion**

To conclude, this memo encapsulates the majority of our findings, however we are available in the future to elaborate on any of our processes. All Figma assets are available to reference and access [here](#). Any additional files will also be delivered to you to help with the redesign.

It was a pleasure working with you and we thank you for letting Reach Consulting Group provide you with our professional services.

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