Experience solution

brXtrategy

Inspiration for merchandisers

brXtrategy provides customized implementation information according to merchandisers' business context, and simplifies the product information by the adopting use-case oriented approach.
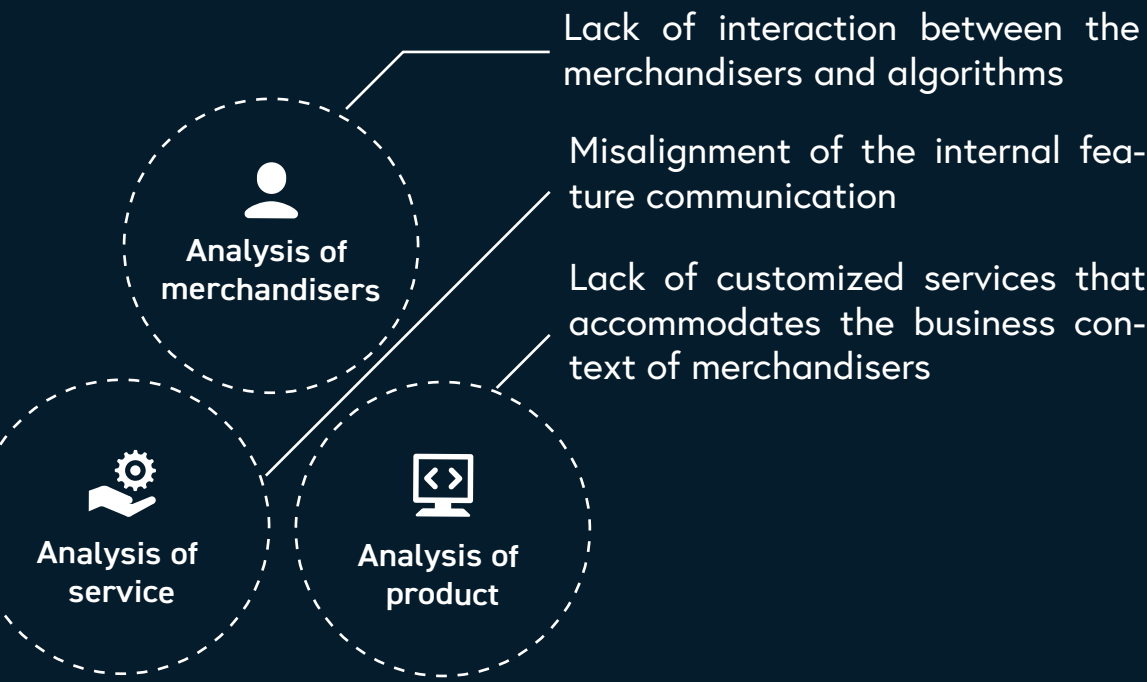
Content presentation
- brXtrategy card
- brXtrategy Merlin
- brXtrategy playbook

Content delivery
- brXtrategy Insight
- Loading tips

Problem definition

- Analysis of merchandisers
  - Lack of interaction between the merchandisers and algorithms
  - Misalignment of the internal feature communication
  - Lack of customized services that accommodates the business context of merchandisers
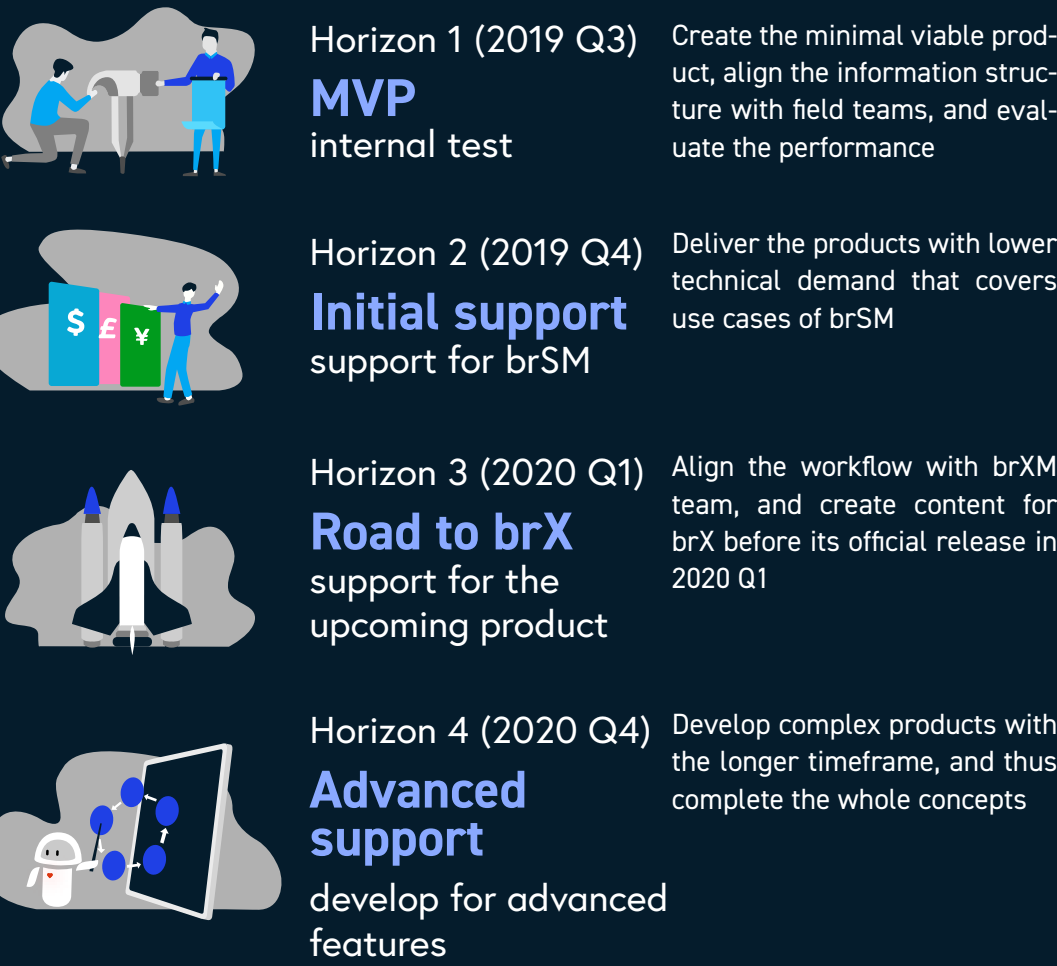- Analysis of service
- Analysis of product

Personas of merchandisers

There are two personas of merchandisers during the implementation of ML due to different business contexts and product characteristics

Curator
Fresh and appealing product selection is the key to success

Optimizer
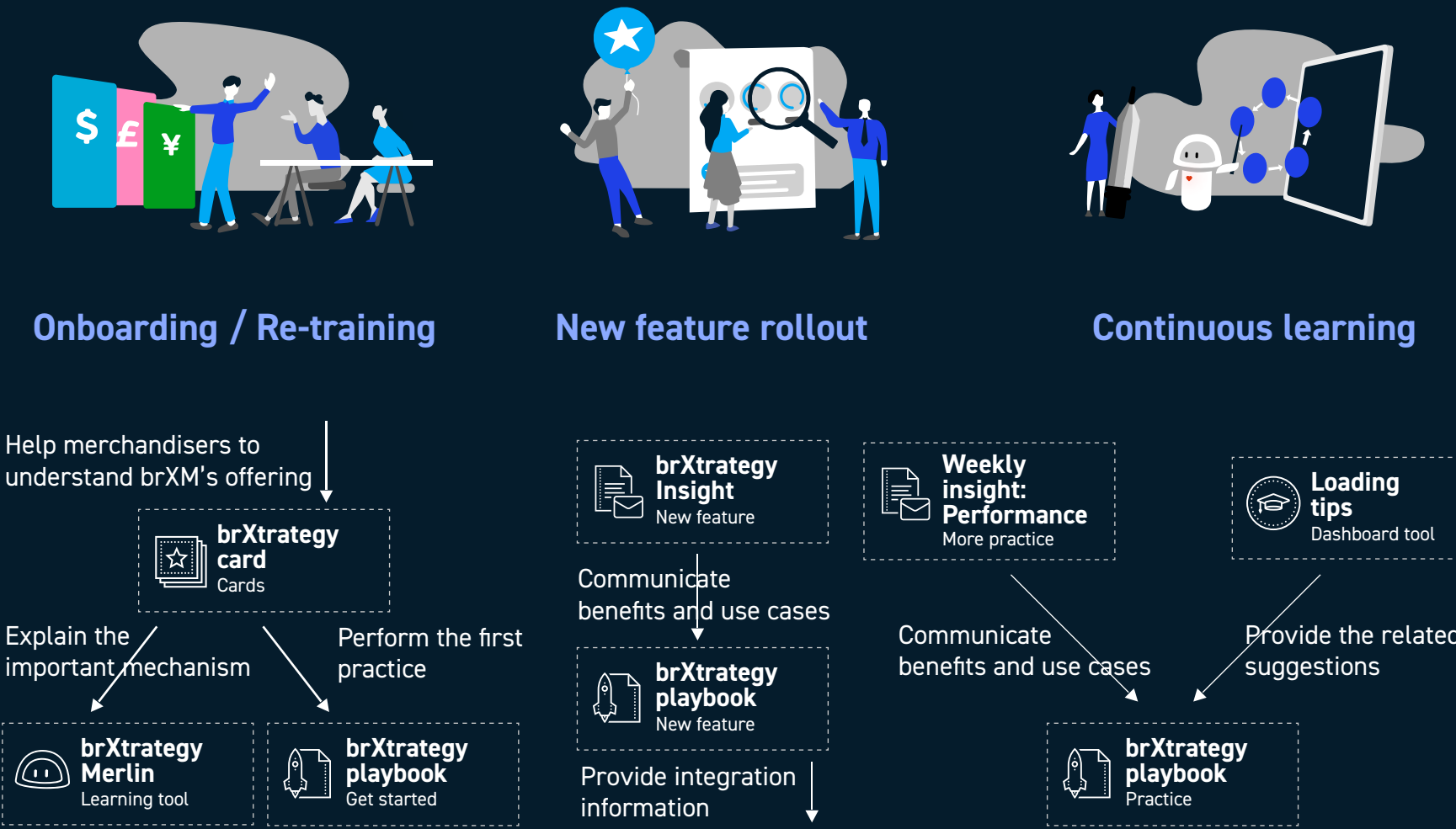Provide best experiences with the most relevant results

Design goal

To improve the (new) feature communication by adopting a use-case oriented approach for merchandisers and internal stakeholders with supportive tools.

Service
A user journey with a focus on the **new feature introduction, onboard, and re-training.**

Experience
Supportive tools **communicating features** in a use-case oriented approach

Strategy
A workflow bridging the **gaps of product/merchandiser understandings** internally

Clients — Bloomreach

Sub design goals

Experience
- Customizing experiences for two types of merchandisers
- Improving product information
- Providing a sense of control
- Providing re-training & onboarding content

Service
- Intra-company collaboration
- Facilitating new feature introduction

Strategy
- Preparing for brX
- Product team's transition

Strategy solution

Use-case oriented development workflow bridges the knowledge gaps between the field teams and the R&D teams during feature developments.

R&D teams	Use-case oriented development workflow	Field teams
Engineering	Product	Business Service
QA		Technical Service
		Support / CSM
Future-value driven	Goal	Business driven
Feature oriented	Communication approach	Use-case oriented

Roadmap

The roadmap reflects the product strategy of brX, the flagship product in Q4 2019, and suggests a process to align the back-stage services between brSM and brXM's teams.

Horizon 1 (2019 Q3)
MVP — internal test
Create the minimal viable product, align the information structure with field teams, and evaluate the performance

Horizon 2 (2019 Q4)
Initial support — support for brSM
Deliver the products with lower technical demand that covers use cases of brSM

Horizon 3 (2020 Q1)
Road to brX — support for the upcoming product
Align the workflow with brXM team, and create content for brX before its official release in 2020 Q1

Horizon 4 (2020 Q4)
Advanced support — develop for advanced features
Develop complex products with the longer timeframe, and thus complete the whole concepts

User journey

It specifies methods to improve the intra-company collaboration and the customer services in the critical moments like new feature introduction, onboard, and re-training.
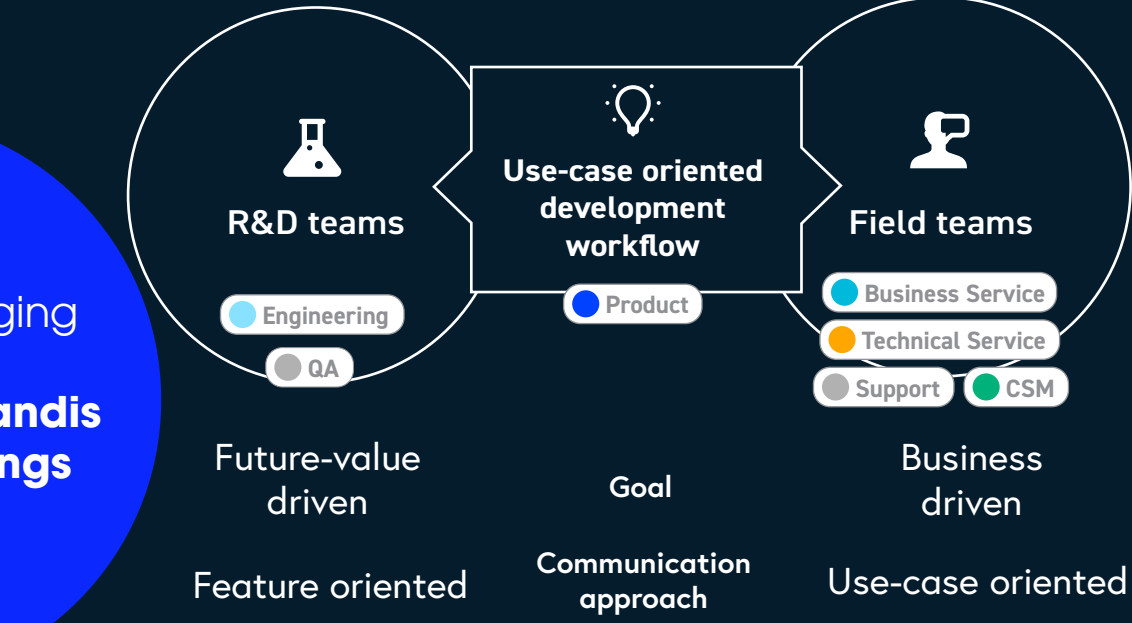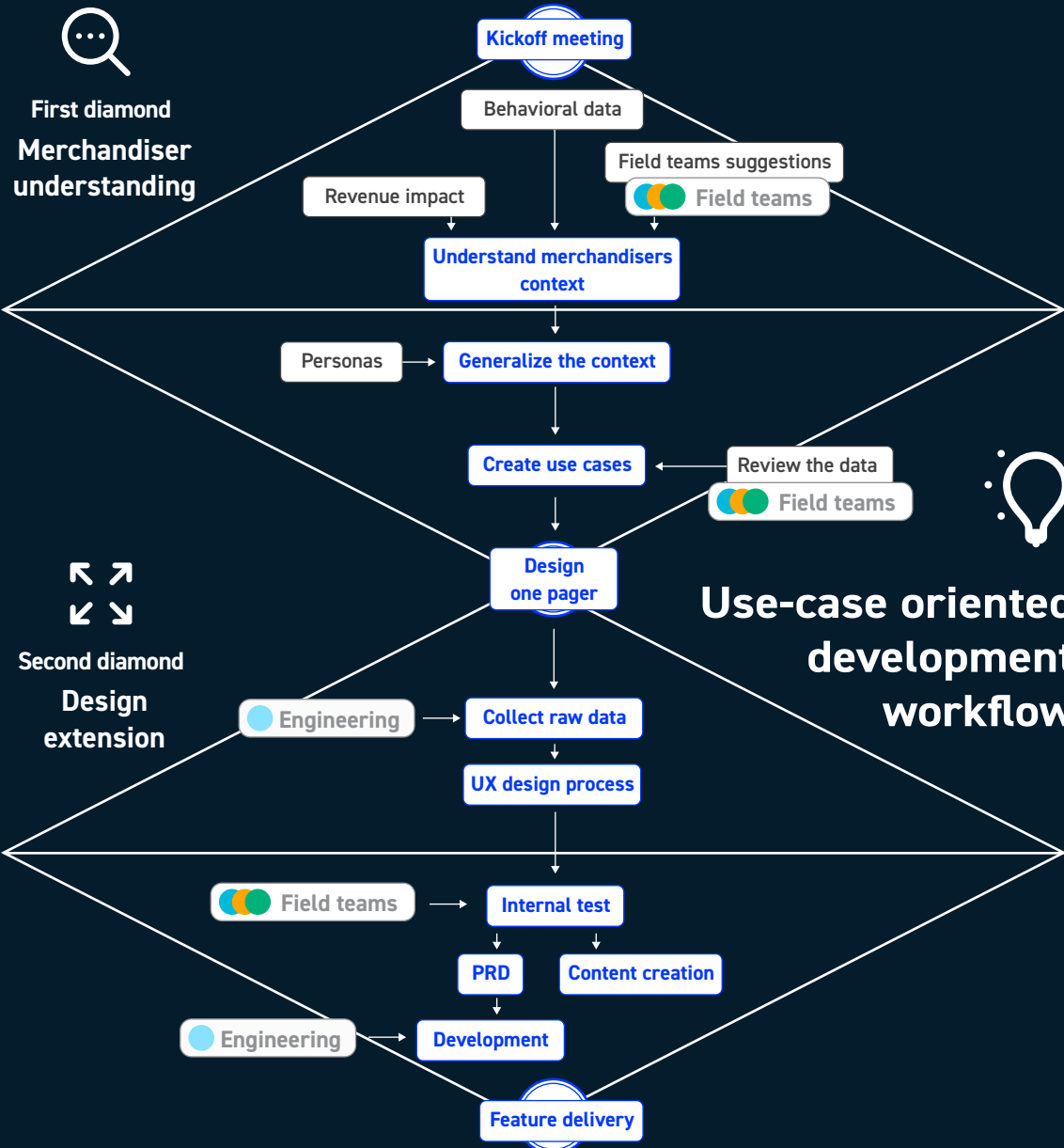
Onboarding / Re-training
Help merchandisers to understand brXM's offering
- brXtrategy card — Cards
- Explain the important mechanism → brXtrategy Merlin — Learning tool
- Perform the first practice → brXtrategy playbook — Get started

New feature rollout
- brXtrategy Insight — New feature
- Communicate benefits and use cases
- brXtrategy playbook — New feature
- Provide integration information

Continuous learning
- Weekly Insight: Performance — More practice
- Loading tips — Dashboard tool
- Communicate benefits and use cases
- Provide the related suggestions
- brXtrategy playbook — Practice

Use-case oriented development workflow

First diamond — Merchandiser understanding
- Kickoff meeting
- Behavioral data
- Field teams suggestions
- Revenue impact
- Understand merchandisers context
- Personas → Generalize the context
- Create use cases → Review the data
- Design one pager

Second diamond — Design extension
- Engineering → Collect raw data
- UX design process
- Field teams → Internal test
- PRD → Content creation
- Engineering → Development
- Feature delivery

Nien-Hua Gu
Digitalization of Retailing with Machine Learning
Aug 29, 2019
Strategic Product Design

Committee
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