Empower UX transformation with digital BI

Demand forecasting using big data and store inventory analysis allowed tire retailer to define optimal inventory

Context

Leading B2B e-commerce company faced a complex supply chain experience issues

Aim of the project was to provide the right product,
for the right company, at the right time

Approach

I assisted in creating an advanced UX predictor on micro market level using precise survey data points

- Quantitative: E.g., customer rating, no. of reviews, business model, group
- Qualitative : E.g., expert interview, user research, market research, process design

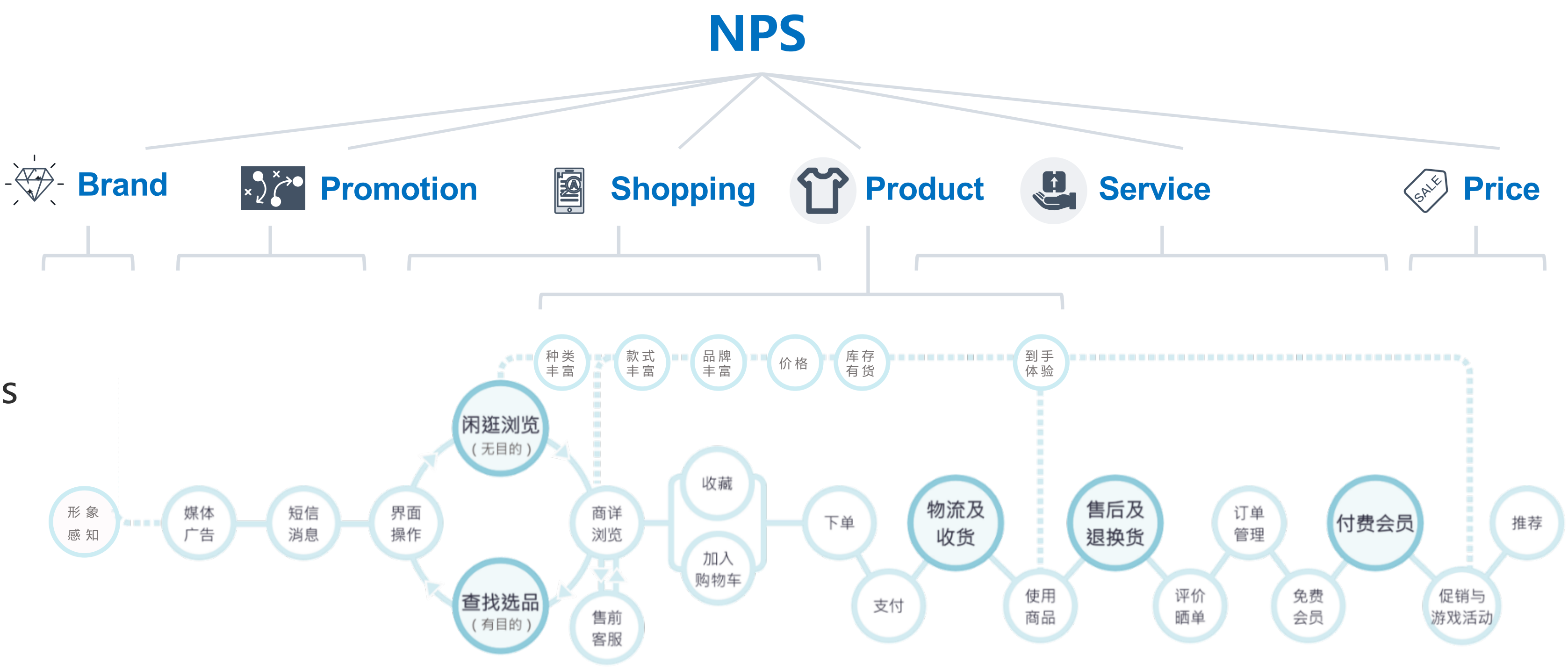
Impact

6-12%

Estimated sales increase

Data driven optimized user experience without historic data

Helped a leading e-commerce company to establish experience driving factors and quantify consumers’ perception of experience



Northstar

NPS

6 modules

Brand

Promotion

Shopping

Product

Service

Price

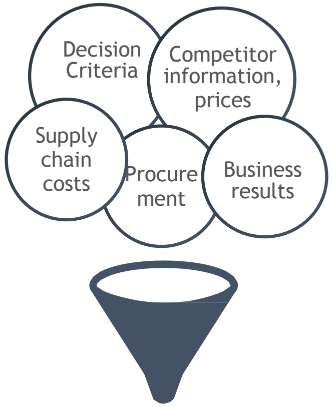
27 UX
touch points

种类
丰富
款式
丰富
品牌
丰富
价格
库存
有货
到手
体验
形象
感知
媒体
广告
短信
消息
界面
操作
闲逛浏览
（无目的）
查找选品
（有目的）
商详
浏览
售前
客服
收藏
加入
购物车
下单
支付
物流及
收货
使用
商品
售后及
退换货
评价
晒单
订单
管理
免费
会员
付费会员
促销与
游戏活动
推荐

Assisted in the delivery of comprehensive data-driven UX mgmt. dashboards and digital strategies. Established industry big picture toward heterogeneous users

Playbooks address:
- User profile
- UX Process
- UX operation
- Strategy

Model output translates into specific actions...

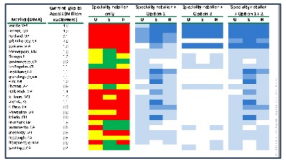

Decision Criteria
Competitor information, prices
Supply chain costs
Procurement
Business results

Data integration

Integrating multiple data and expert interview to build up industry innovate model

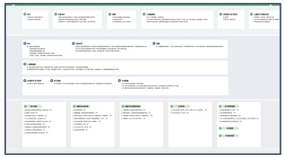
... for actors and dashboards throughout the org.

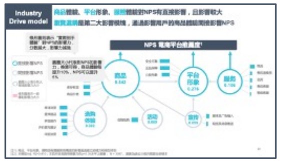
Strategy Playbook



UCD operation model

User journey map



Quant model insight