Improving Data Management Usability and Productivity

Client Success Story

C&F

Industry

Animal Health

Client

One of the leaders in the industry

Challenges

Discontinued technology, poor usability and lack of user focus and data experience led to the need of reinventing business critical reports

- Discontinued technology
- Poor information architecture
- Long load times
- Data and functionality not tailored to specific user groups
- Cluttered layout and insufficient data
- No prior research to uncover user patterns, behavior, challenges, needs and expectations
- Need to switch to newer technology
- Not optimized data sources
- Need of working with the data on mobile devices

Solution

- As a first step we have identified key representatives of all user groups working with the solution
- Shadowing sessions have been conducted to observe how users are working with the current solution and what they do with the data
- As a result a report has been created with usability, functional, hierarchical and data recommendations
- Based on recommendations, new report has been designed in an agile and iterative manner, covering new data drills, functionality and layout
- A series of usability sessions have been conducted in an early stage of the design to mitigate any risk of wrong decisions before development stage.
- At the end all mockups have been converted into optimized Tableau reports with both desktop and mobile versions.

Benefits

- Optimized reports with data and information hierarchy tailored to respective user groups
- Flexible data analysis with multiple device support
- Optimized categorization of data for ease of information exploration
- Optimized data sources
- Implementation of modern technology for user-friendly, usable and fast data analysis for crucial business area