Tiger Analytics helped a leading Logistics company to deploy fully user-centric solutions through a Next-gen Experience Accelerator

Tiger Analytics implemented a next-gen Simulator 360 Experience Accelerator-based offering across different deliveries that offered enhanced, holistic, and future-ready design perspectives. It created highly user-centric experiences for solutions like Price, Promo, Media Mix Optimizers, Scenario Planners, and more. The offering also helped establish a high degree of confidence among new stakeholders through a design-driven interactive UX showcase.

The Background

Our client is a leading Logistics company based in the US. They were in need of user-centric experiences to allow Advisors, Managers, Leads, Delegates, etc., to better manage Price, Promotions, and Marketing Channels. Even though the solution was to be built across different deliveries and rich in their respective functionality, they wanted the overall experience to be centralized and future-ready.

Key Challenges

Inconsistent data visualization: There was a risk of varied visual representations, leading to potential misinterpretations of data, without a Power BI-based design system.

Poor user experiences: Design-based user interactions were disjointed and unintuitive, hindering workforce efficiency.

Brand discrepancies: The current dashboards were not aligned with the brand image, reducing brand cohesion across platforms.

Our Solutions

Tiger Analytics envisioned and designed a high-impact Experience Consulting-based solution that allowed user personas like Advisors, Managers, Leads, and Delegates to create simulators and scenario planners. It also acted as an accelerator that could inspire design solutions for any future simulators.

The team's design journey kick-started with laying out a roadmap, executing discovery across user personas, and analyzing established and historical solutions. Then, potential user personas were identified as the team performed deep dive assessments. A feature matrix was soon created to analyze the correlation between product features and respective personas. The team also defined the task prioritization matrix based on the frequency and criticality of features.

Other deliverables included:

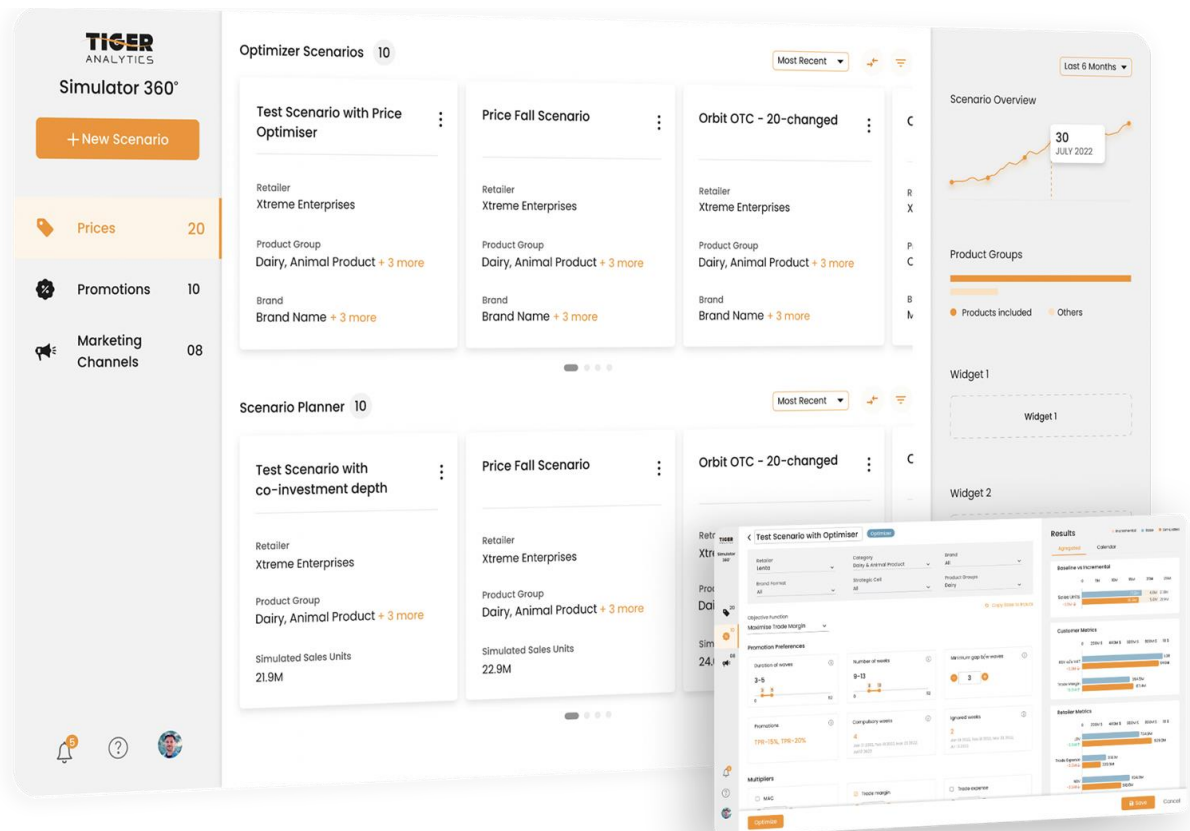|		
Competitor analysis	Use flow and task flow design	Customer journey map
Broad information architecture	Brand-compliant visual experience	

Tech Stack

Ideation:
Miro Board

UX Design:
Adobe Creative Suite

Development:
React JS and Node JS

Solution Architecture

Value Delivered

Enhanced data visualizations enabled best-in-class user experience and usability for better illustrations and relatability.

Consistency and reusability aspects of core components were achieved.

Industry best practices were incorporated for a better app experience.

User/task flows were standardized for similar solutions being envisioned.

About Tiger Analytics

Tiger Analytics is a global leader in AI and Analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore, and Australia, we help our customers accelerate their AI and Analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work Certified and a 'Leader' in the Forrester Wave: Customer Analytics Services Report 2023.

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