

Sandoz experience design

After successfully aligning sub brands to the Solar UI design library, managing & enhancing its range of components whilst migrating Sandoz.com to the new re-brand design what should be our focus for 2024?

What is currently working well?

- The Solar UI library is now more robust & mature in its latest iteration
- The Rebrand UI library is in flight and stable
- Deepak is now having daily calls with Devs
- We have begun introducing Figma prototyping into some of our epics for design solutioning
- We have created a CSS style kit for markets to use and follow and for Solar and Re-brand
- Fixed many of the re-brand snag list items

What could we improve upon?

- Working more collaboratively with the Devs
- Wireframing with BA's
- Minimal opportunities for ideation & innovation
- User-centered design approach (why do we do certain things and who do we do it for?)
- Working in an agile manner (we have agile ways of working but we still operate in waterfall)
- Re-active to problems instead of proactive
- Very little user testing / insights
- Little feedback on the Sandoz re-brand

Operational areas of focus and development:

- Continue to manage & maintain the Solar UI design library
- Develop, improve & enhance the re-brand UI design library
- Support the Digi-hub teams & countries to work with the re-brand UI library
- Develop more integrated and creative ways of developing the product experience between product teams, development, brand & UX

Experience areas of focus:

- Measures of success: How do we define, measure and reward success?
- What are our brand core experience values?
- What do our primary users think, feel and say about our products and Sandoz.com and how do we take this feedback onboard, build upon it and great a best-in-class product for them
- How to we move from 'reactive' to 'pro-active' product innovation

Driving product innovation

What capabilities can we bring to support the business unlock value and drive innovation across products and services in 2024?

Principles to align us to and measure success

A framework to measure success across our digital product roadmap and align us all to going forward

User experience design model

Adopt a standard engagement model aligned to User-Centered Design and Design Thinking

Design led workshops & Hackathons

Designing creative product and feature solutions in collaboration with the product teams centered around user needs and business requirements in focused design thinking led workshops

VRT: Value Realization Team

Nexus: An engagement model aligned to User-Centered Design and Design Thinking

Sandoz experience principles



Experience values & principles to measure success

Defined and agree upon a set of common design principles to align our products to. Always asking ourselves is our product...

**Designed for
Simplicity**

**Designed to help
our users make
smarter choices**

**Designed to enable
operational and
business efficiency**

**Design to
connect things
together**

**Design to search
and find information
with ease**

These form the foundation of our product strategy

User experience model



Moving to a product mind-set

We are currently driven by epics that prescribe and document Sandoz business requirements.

Whilst this is important for alignment, product solutioning should be framed around an iterative design approach.

Through user-based research

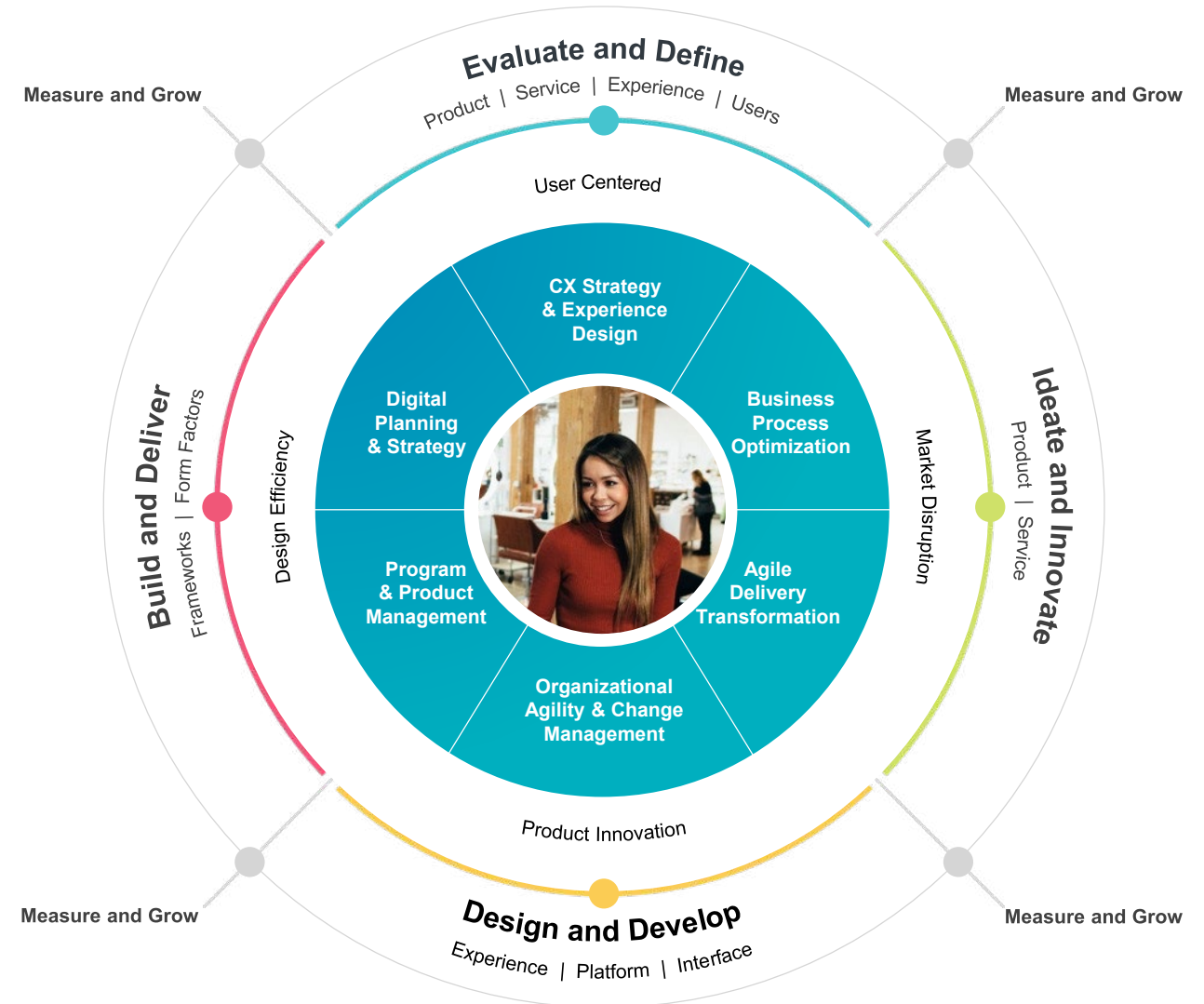
This approach should be focused on quantitative & qualitative user research methods in-order for us to innovate, develop, test and validate new product services and solutions to business problems and user needs.

Experience model to deliver next generation customer experiences

Experience Design approach

Enablers & principles

- Product led design mind-set
- End-to-end design or targeted approach
- User-centered approach
- Prototyping product ideas
- Heuristic evaluation of the Sandoz product
- Testing & measuring
- Data defined / driven experiences
- Integrated people, processes & technology
- Iterative and collaborative
- Agile in its approach and nature



Connected end-to-end innovation teams (UX, BXD & technology & platform teams)

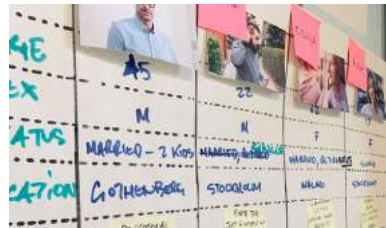
Sprint 0 - Week 1

Review

Sprint 1 - Week 2

Experience Team

Evaluate



Persona Mapping

Ideation / design activities



Epic and Journey design

Initial design

Design & Develop POC



High fidelity interface design for the POC

Test



Validate POCs

Product

Sign off

Review

Agree to proceed

Review

Sign off to build

Review

Project governance
Connect between the teams

Feedback and review capture
Technical scope, architecture and management

Daily stand ups
Manage workflow through JIRA

Quality control gateway

Sign off

Review

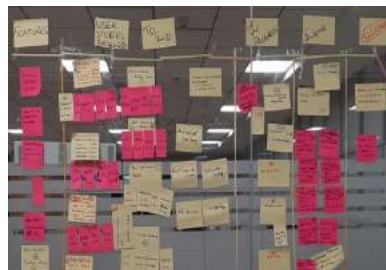
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Review

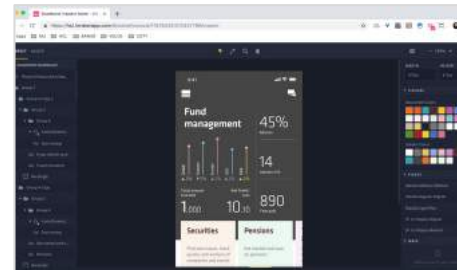
Technology Team



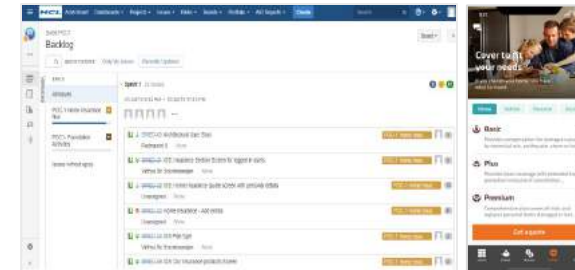
Planning



Sprint planning



UI component building



JIRA tracking



UI build



UI build

Design sprints



Building in rapid design sprints into our product development

Design sprints focused on developing innovative solutions to identified business problems, user challenges, operational tasks through enhanced modern features to create best-in-class product services and user experience features.

An overall product program example:

What could a modern, smart & intuitive Sandoz digital experience that its global customers and HCPs manage the purchasing and distribution of off-patient medicines look like?

Identify key areas of improvements across the current digital experience

An experience focused on client partners, clinicians and HCP users

Enhanced tools and features to support global customers

A framework to support multi-branded portals

A best-in-class experience for Sandoz global users & partners

Clients

Who will use the product?
Who will decide about buying the product?
Who should we target?

Inside c
Do we ne
someone
Will be
people

What should the Sandoz digital roadmap look like and where should we focus our efforts next to keep up with the pace of technology and the business demands?

Value Realization Team

A creative, collaborative environment which brings together the brightest of minds, to leverage new and emerging technologies in-order to build products that meet business goals, organizational productivity, drive quality and best-in-class experiences across Sandoz.

To drive operational efficiency through AI into a product digital roadmap

Innovation and intelligence unlocked through leading industry experts

Quarterly meet up – 1 day innovation event

Business problem statement

To create operational efficiency across the organization by creating, building and delivering intelligent ways of:

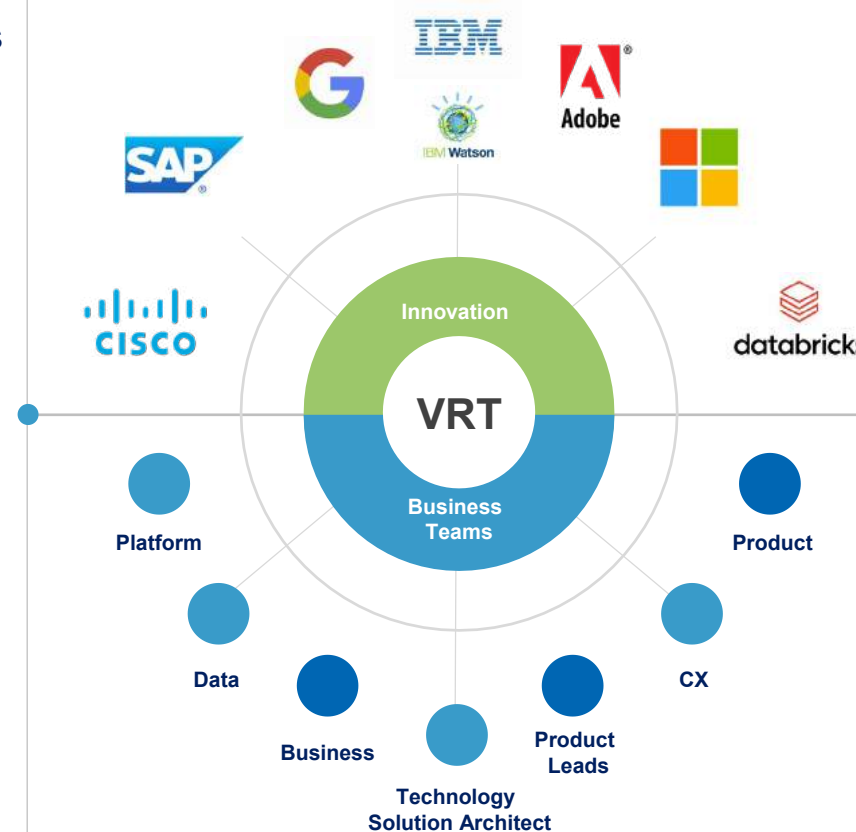
Desires through AI

- Managing the complexity of systems
- Building a platform of suites
- Connecting data intelligently
- Automating self-service
- Employee engagement & experience
- Retaining staff
- Enable & support training
- Create automation of repetitive tasks
- Brand loyalty

Digital Transformation Focus

- Data
- IT operations
- Emerging technologies: (AI, ML, RPA, Voice, Block chain)
- Operational change
- Customer insights
- Market trends & drivers

VRT construct



Top 3 industry trends

1. Customers & people have become **'more digital'** than ever, partly due to the pandemic but also cross-generational adoption. Wider adoption of AI.
2. Hiring and retaining good and loyal employees is challenging and more **expensive** than ever.
3. Economics has raised **uncertainty** and created a bigger push for operation efficiency across organizations through emerging technologies whilst retaining and building upon customer / brand loyalty

Themes & insights

- AI is further reaching than simply Chatbots
- Turning self-service into an **experience***
- **Proactive conversational AI*** (*supporting assistance through the conversations*)
- Understanding employees like they would understand their customers (more focus)
- **Automation of tasks** employees don't like to do
- Typically, organizations train employees to adapt to their tech stack, the current trend is to ensure technology works for the employee
- Complicated tech stacks
- Data needs to flow correctly between platforms

To drive operational efficiency through AI into a product digital roadmap

Chat bot evolution based upon your problem statement:

‘Our company is looking to integrate artificial intelligence (AI) technology into our existing website to enhance user experience, demonstrate that we are innovative, improve web conversions and stay competitive. However, we're aware that integrating such a technology introduces new design challenges.’

Taking the main themes and learnings for the VRT let's establish a set of defining AI principles to align our AI solutions to.

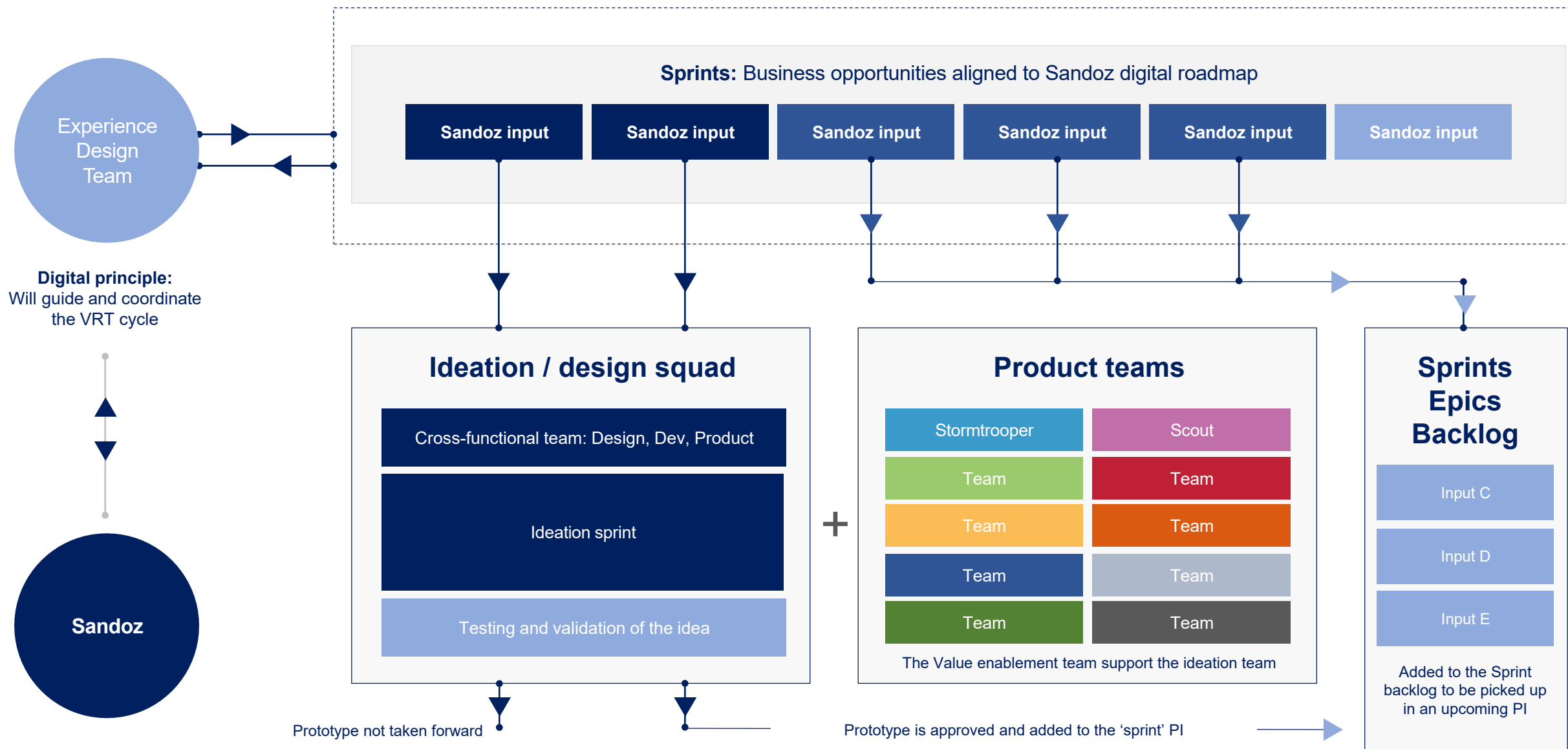
AI first principles for ideation

- **Curation** of content
- **Real-time** content delivery through intelligence and instant information
- **Recommendations** to help employees and users make smarter decision
- **Prediction** of employee actions and the impact of their actions across the system
- **Automation** of basic task management, removing the tasks that employees don't want to do: Make them better employees
- **Contextual analysis** through data sources to make recommendations based on instances like 'mood', 'time of day' etc.

Creating value:
Intelligent ways and ideas to support smart self-service that engages customers and generates automation through AI.

- Instead of pushing customers calls away from 'humans' through chatbots, use AI to assign the most intelligent and experienced agent in every part of the customer journey
- Understanding 'intent' by taking historical data conversations between 'humans' and 'service' in order to create the same level of experience with an un-attended chat
- Most service interactions go via 'goggle' and search engines. AI should predict customer needs based on the knowledge of our previous search patterns and magically offer them the information they require.
- Pro-active transaction AI: Contacting our customers with information that's relevant to them before they even realize it:
 1. Service renewals
 2. House, car, life insurance
 3. Power outages (village life in Slapton)

Translating the outputs into value added deliverables



Where should we begin?

It makes sense to begin with a heuristic evaluation of the Sandoz.com rebrand.

It's now live, across all markets and countries and it's the perfect opportunity to get user feedback.

Key steps for us to follow:

- **Heuristics**
- **User research-based activities**
- **Ideation through design sprint activities**
- **Prototyping potential solutions**
- **Testing prototype**
- **User-based testing & feedback loops**
- **Enhancing solutions based on user feedback**
- **Beta-testing**
- **Release to live environment**

Design sprint idea 1:

Heuristic evaluation of Sandoz.com websites

- What is the general, overall feeling of the re-brand of Sandoz.com?
- How have the individual markets and countries found it?
- Have there been any feedback from the users of the sites?
- What's working well and what needs tweaking with the current experience?
- Are there any country specific issues with the re-design
- How have Digi hub teams found interpreting the new re-brand theme
- Are there any areas of the website that need addressing?
 - Currently we understand the 'Mega menu' needs a revision in specific markets and specific languages
- Which features are currently underperforming and need a revision?
- Are there any additional features required from the product?

Design sprint idea 2:

Understanding our audience and users

In-order to best serve and provide an exceptional experience for our clients and customers we need to first understand them and their specific needs

- Do we have specific user personas 'like HCP's, or 'pharmacists' to better understand their needs and the features they require?
- Without these personas, this data or user information we will always be guessing what our users require from the product: We will never be able to accurately measure the success of our product
- Are user requirements specific from country to country
- Requirements like '**Doc-check**' – are they blanket or specific?
- Personalisation – How can we build personalised experiences without understanding the user needs
- New technologies they might like built into the product

Design sprint idea 3:

Evaluation of the current mega menu

We understand that there are some visual concerns with the mega menu across countries and languages: There is an opportunity to re-visit and tweak the design of the mega menu, specifically the size of the 'pills' of the button links:

- Take some user feedback on different markets and countries views and opinions of the current mega menu
- Evaluate which markets this effects and which countries
- Use this information to run a small, quick design sprint to investigate some alternative options: Work with a small team of users to facilitate, evaluate, design and test some new options
- Work with the dev teams to create a quick prototype within the UI re-brand framework
- Test the new solutions, get business, market approvals