

SUCCESS STORY

# LOGISTIC APP REIMAGINED

DAVID BURWINKEL

# TOYOTA INITIATIVE INTRODUCTION

Toyota creates, tracks, and troubleshoots the shipment of tens of thousands of vehicles daily around North America via rail, truck, and marine.

Infosys – supported by WongDoody – was invited to pitch and eventually won this **Logistic application reimagining**. This documents intent is to demonstrate the approach and management of my team to bring Human Experience to the front in executing the logistics Application build.

## THE CHALLENGE

### The Problem

Toyota logistics' needs to stand-up key administration tools quickly on the cloud, while attempting to reimagine their suit of full logistic tools for growth and flexibility.

### The Ask

Design a more customer-centric experience and reimagine for a cloud-based application. At the same time, consider maximizing the reusability of short-term interface needs.

# REIMAGINING WAYS OF WORKING

DISCOVERY, STRATEGY, ALIGNMENT

## CO-CREATION

*Over the course of the engagement ...*

**50+**

Stakeholder  
Interview  
Participants

**14+**

User Group  
Interview

**60+**

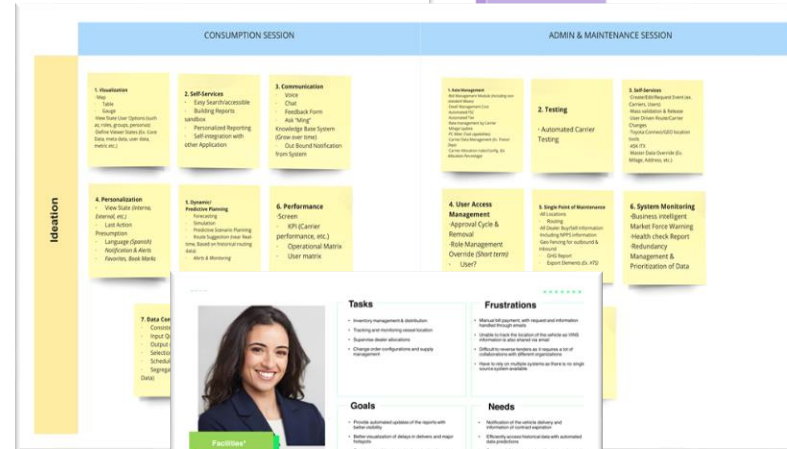
Co-creation  
Resign  
Sessions

**1**

Multidiscipline  
Design  
Workshop

## USER NEEDS: Empathy

- Workshops
- Interviews
- Co-creation session
- Over the shoulder interviews
- Persona development
- Affinity mapping



**Personas**

**Sara / DSM**  
Sara is responsible for ensuring dealer allocation and equity management along with driving vehicles for upcoming vehicles.

Tasks	Frustrations
<ul style="list-style-type: none"> <li>Inventory management &amp; distribution</li> <li>Handling pre-delivery inspection</li> <li>Assigning dealer allocations</li> <li>Change order configurations and equity management</li> </ul>	<ul style="list-style-type: none"> <li>Manual management with repeated information handling through email</li> <li>Unable to track the location of the vehicle as it's allocated to one dealer at a time</li> <li>Difficult to track vehicle as it moves a lot of miles between dealers</li> <li>Need to rely on multiple systems all have to be kept up to date</li> </ul>
Goals	Needs
<ul style="list-style-type: none"> <li>Provide additional options of the report with more granular data</li> <li>Reduce manual data entry</li> <li>Reduce system error rate</li> <li>Reduce or eliminate manual data entry</li> <li>Automated system with data accuracy and ability to track historical data</li> </ul>	<ul style="list-style-type: none"> <li>Notification of the vehicle delivery and location</li> <li>Efficiency in manual data entry with automated data entry</li> <li>Reduce manual data entry with automated data entry</li> <li>Automated process and management system to provide real-time data and alerts</li> </ul>

**Business**

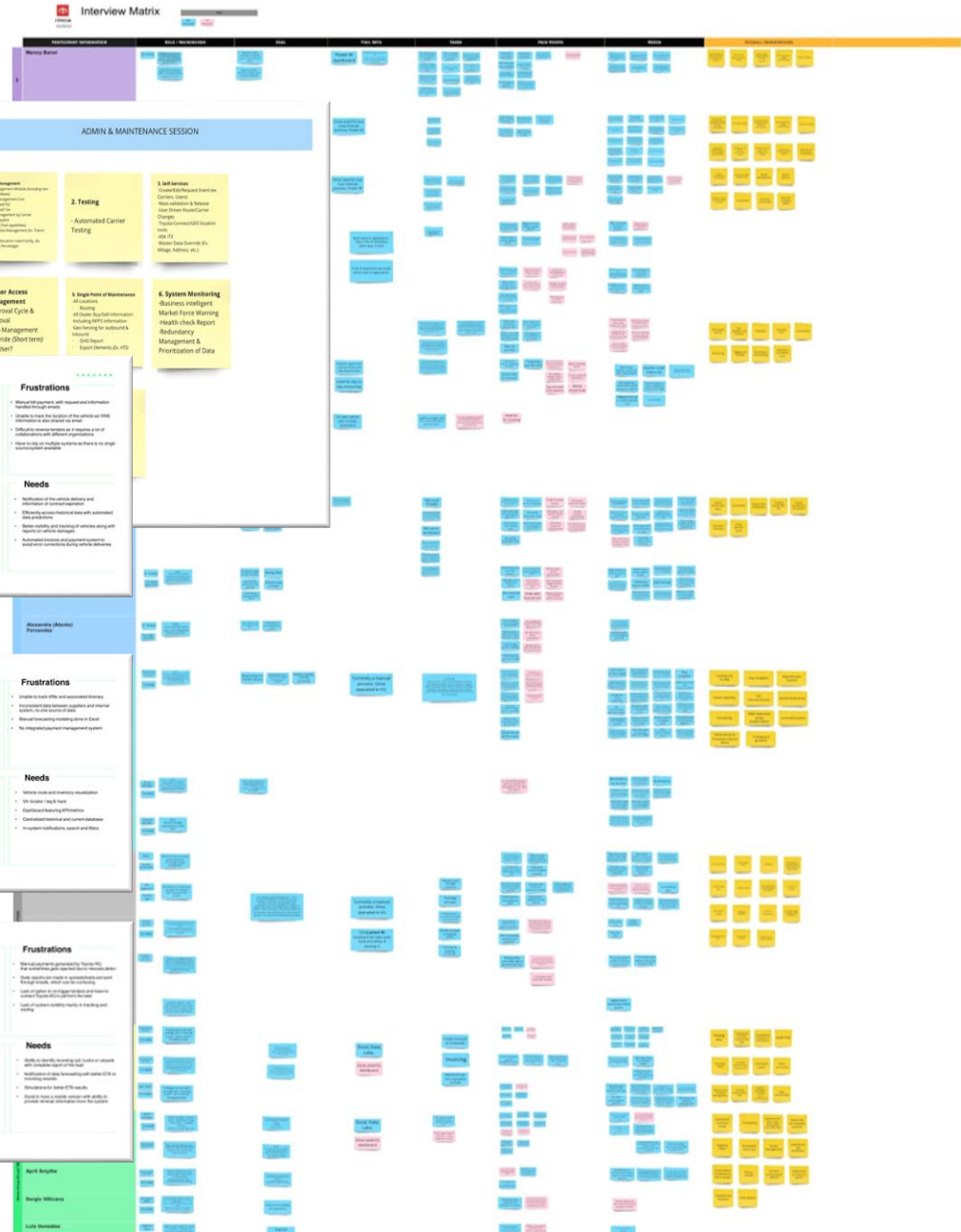
**Sam / HQ Operations Analyst**  
Sam is an HQ Operations Analyst responsible for ensuring that elements move efficiently along internal systems, and collaborate with respective business partners to perform tasks.

Tasks	Frustrations
<ul style="list-style-type: none"> <li>Managing and tracking VMS in the system</li> <li>Assigning daily tasks, issues and information</li> <li>Issue resolution for both internal and external issues</li> <li>Handling customer complaints and issues with business partners</li> </ul>	<ul style="list-style-type: none"> <li>Unable to track VMS and associated history</li> <li>Inconsistent between system and internal systems</li> <li>Manual tracking leading to errors in data</li> <li>No management management system</li> </ul>
Goals	Needs
<ul style="list-style-type: none"> <li>Reduce manual data entry and automate data entry</li> <li>Reduce manual data entry and automate data entry</li> <li>Reduce manual data entry and automate data entry</li> <li>Reduce manual data entry and automate data entry</li> </ul>	<ul style="list-style-type: none"> <li>Automated data entry and management system</li> <li>Real-time data and alerts</li> <li>Automated data entry and management system</li> <li>Real-time data and alerts</li> </ul>

**Business Partner**

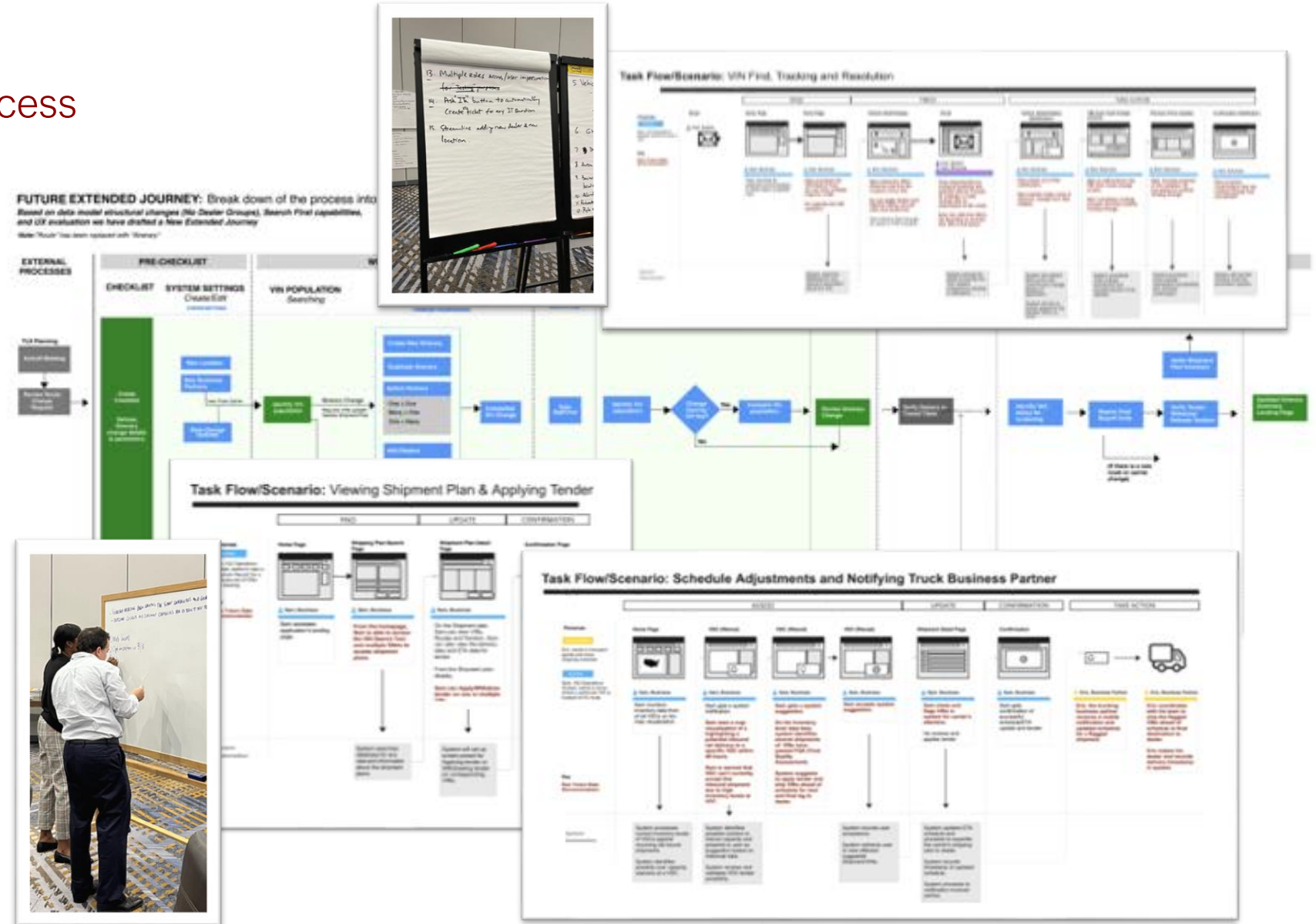
**Eric / Business Partner**  
Eric is a Business Partner responsible for leading and working in addition to creating content for digital assets.

Tasks	Frustrations
<ul style="list-style-type: none"> <li>Leading a team to develop digital assets</li> <li>Managing content creation</li> <li>Managing content for ongoing campaigns</li> <li>Managing content for multiple campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Manual content creation for digital assets</li> <li>Manual content creation for digital assets</li> <li>Manual content creation for digital assets</li> <li>Manual content creation for digital assets</li> </ul>
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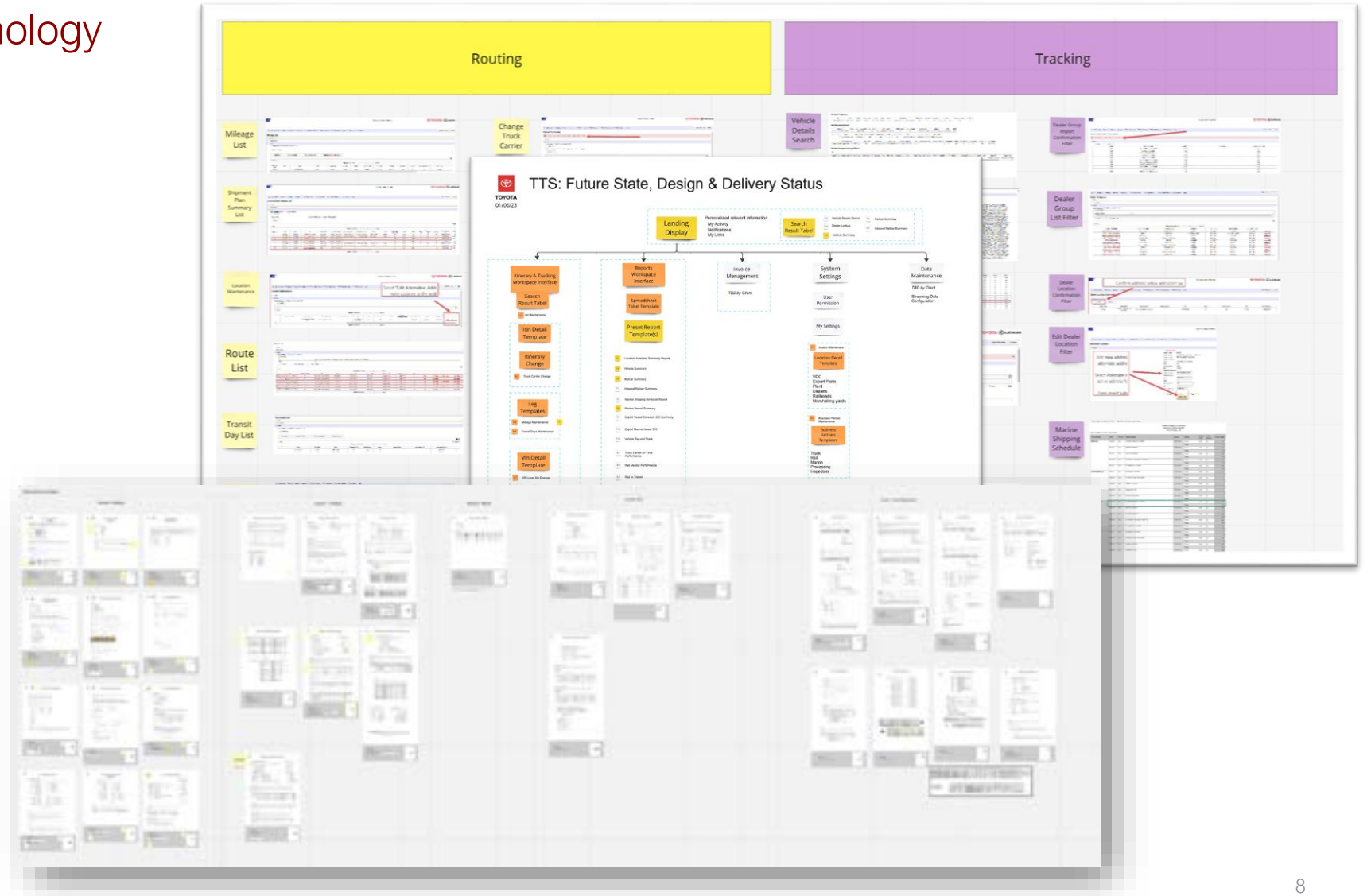
## BUSINESS GOALS: Task/Process

- Workshops
- Stakeholder Interviews
- Co-creation Session
- Work Process Mapping
- Task Flow/Journey Diagramming
- Roles and Permission



## THE ENVIRONMENT: Technology

- UX Audit
- Feature Audit
- Co-creation Session
- Data Strategy
- UX Framework Alignment





## SHARED VISION

### SHARED ROAD MAP

Using a Crawl-Walk-Run (CWR) Framework, we were able to establish distinct time stamps of a user's experience based on multiple factors such as; data integration, user needs and potential capabilities. The CWR allowed all parties to view the growth and flexibility of a products foundational UX design and identify future business, operation and data needs.

#### CRAWL



Current Data integration

#### WALK



Cloud Data integration

#### RUN

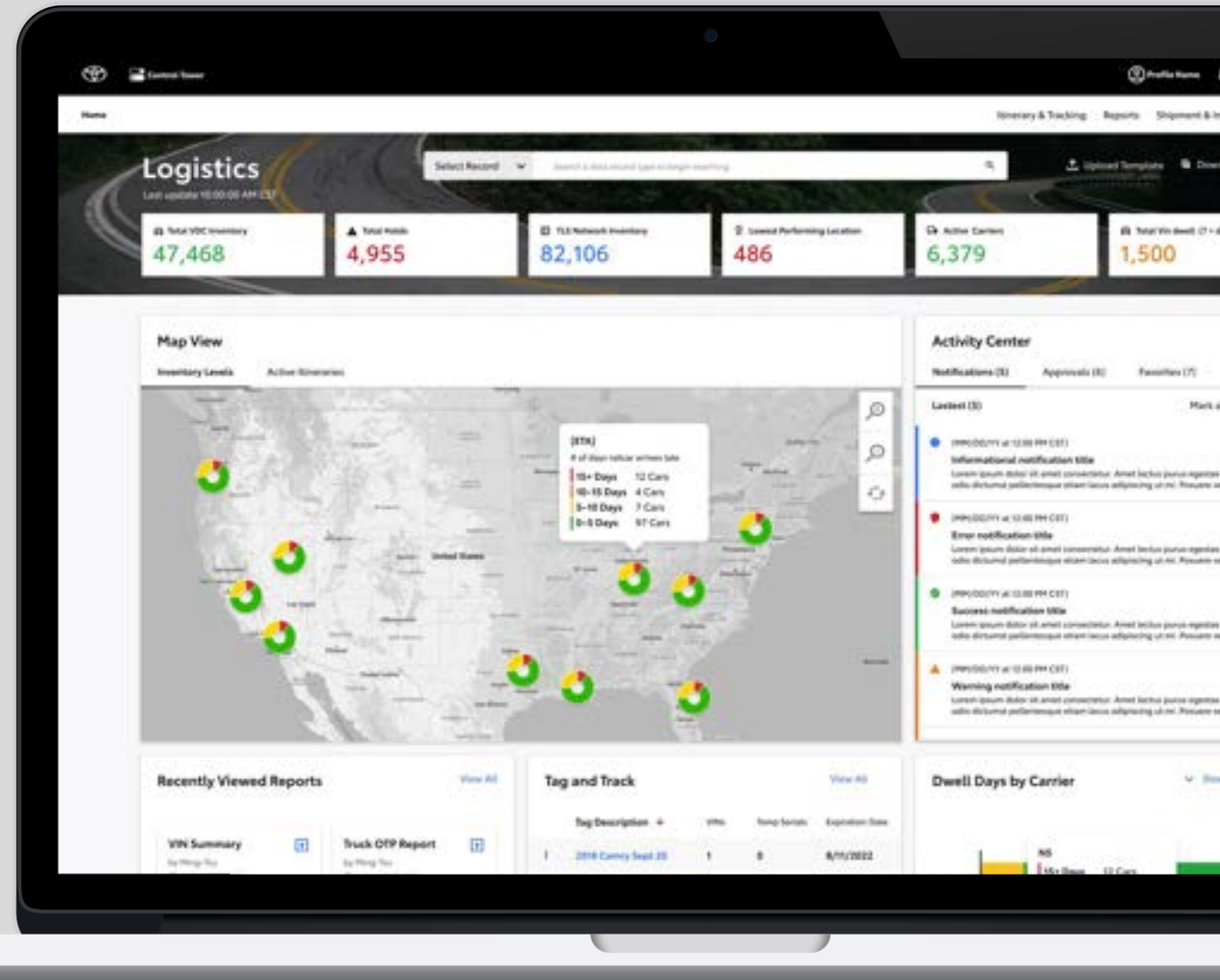


Fully Integrated Supply Chain

# THE RESULT

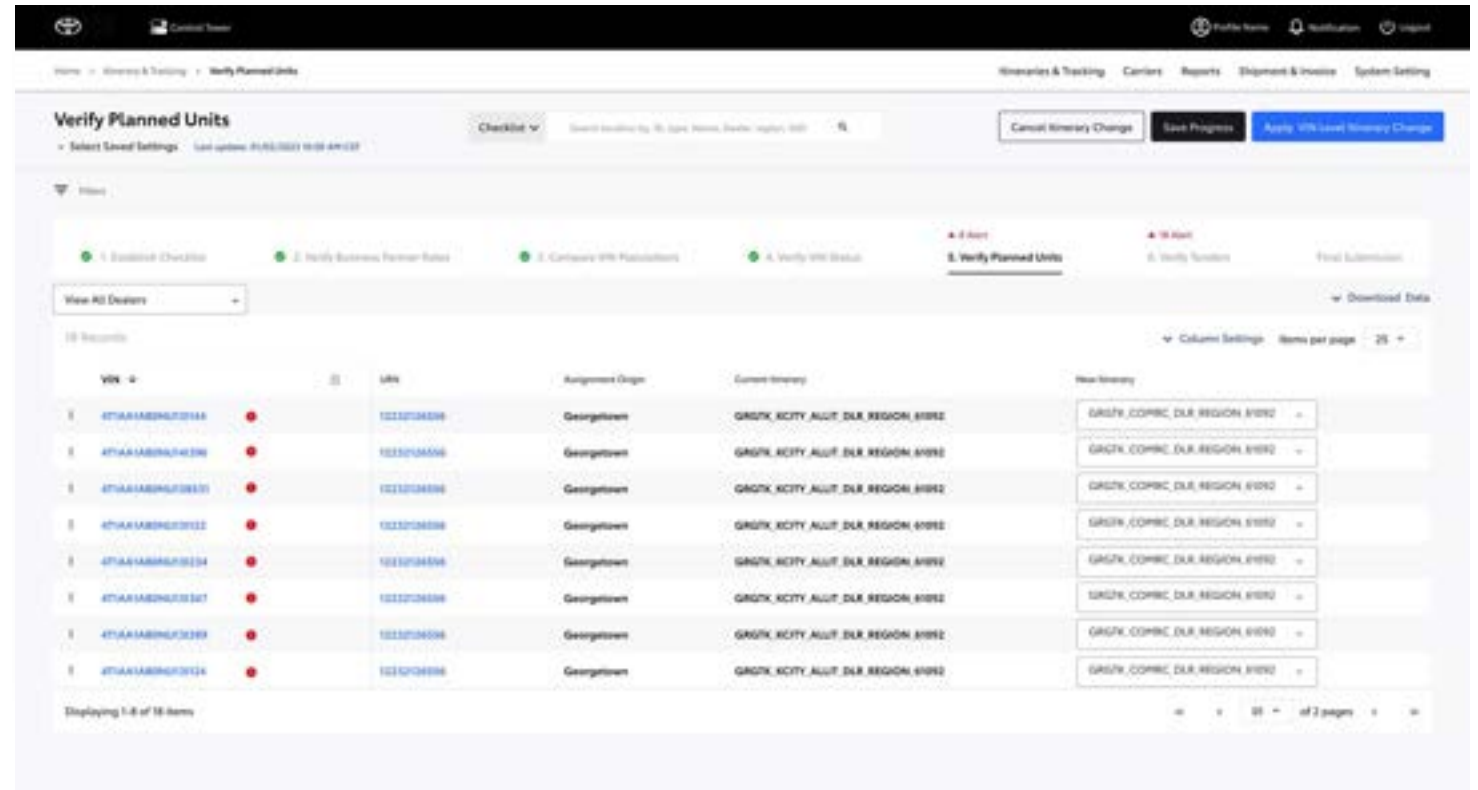
User-centric foundational design on core employee activity (create, manage, consume and transact data).

This core foundation framework solves the immediate development needs, while **laying Defining UX pathways for future growth** and flexibility for automation, AI assist with highly integrated data models and robust data visualization.



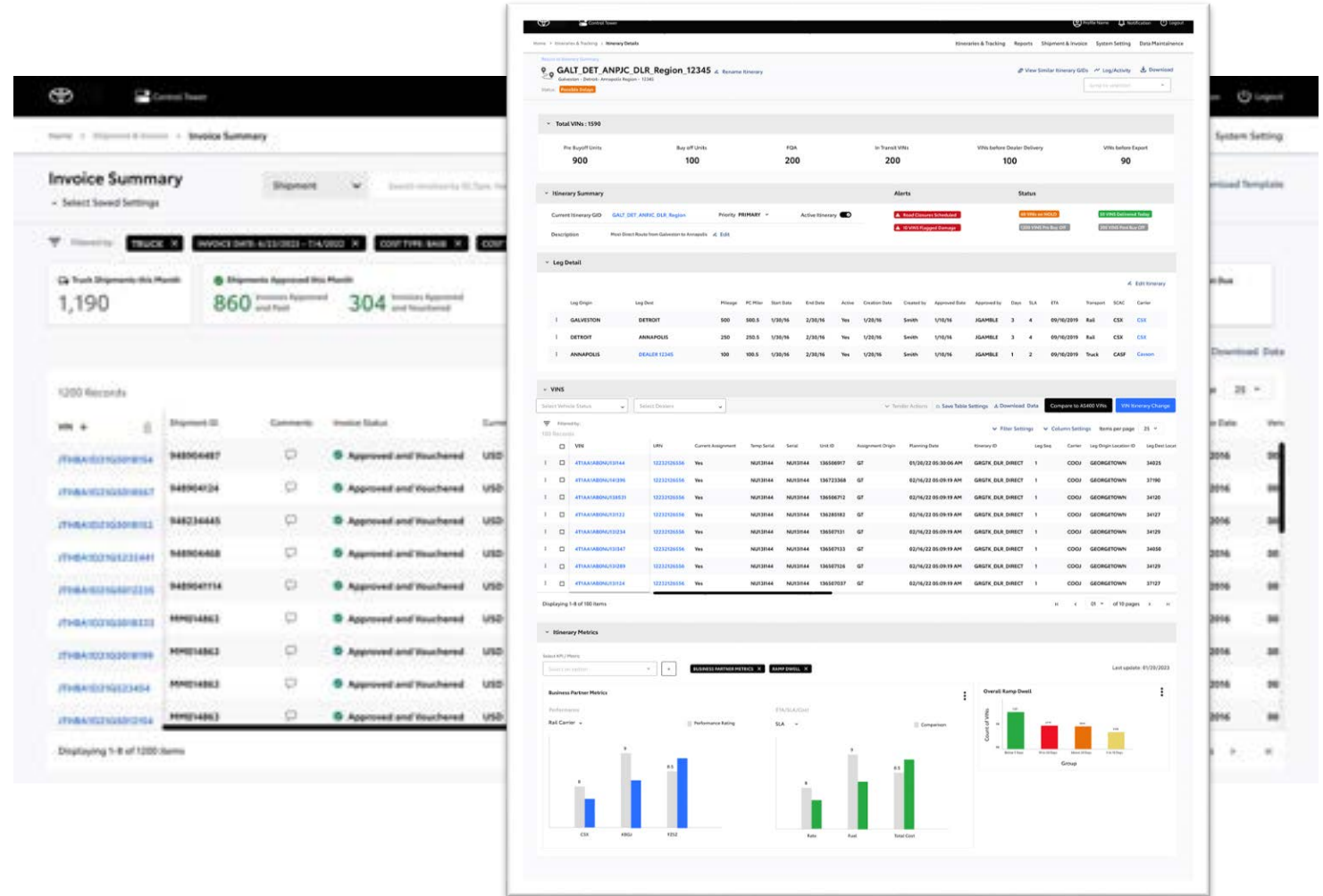
## INFORMATION ARCHITECTURE PATHWAYS

A paradigm shift from browser based to search first experiences. This capability, with proper data models, opens content pathways and dynamic data relationships.



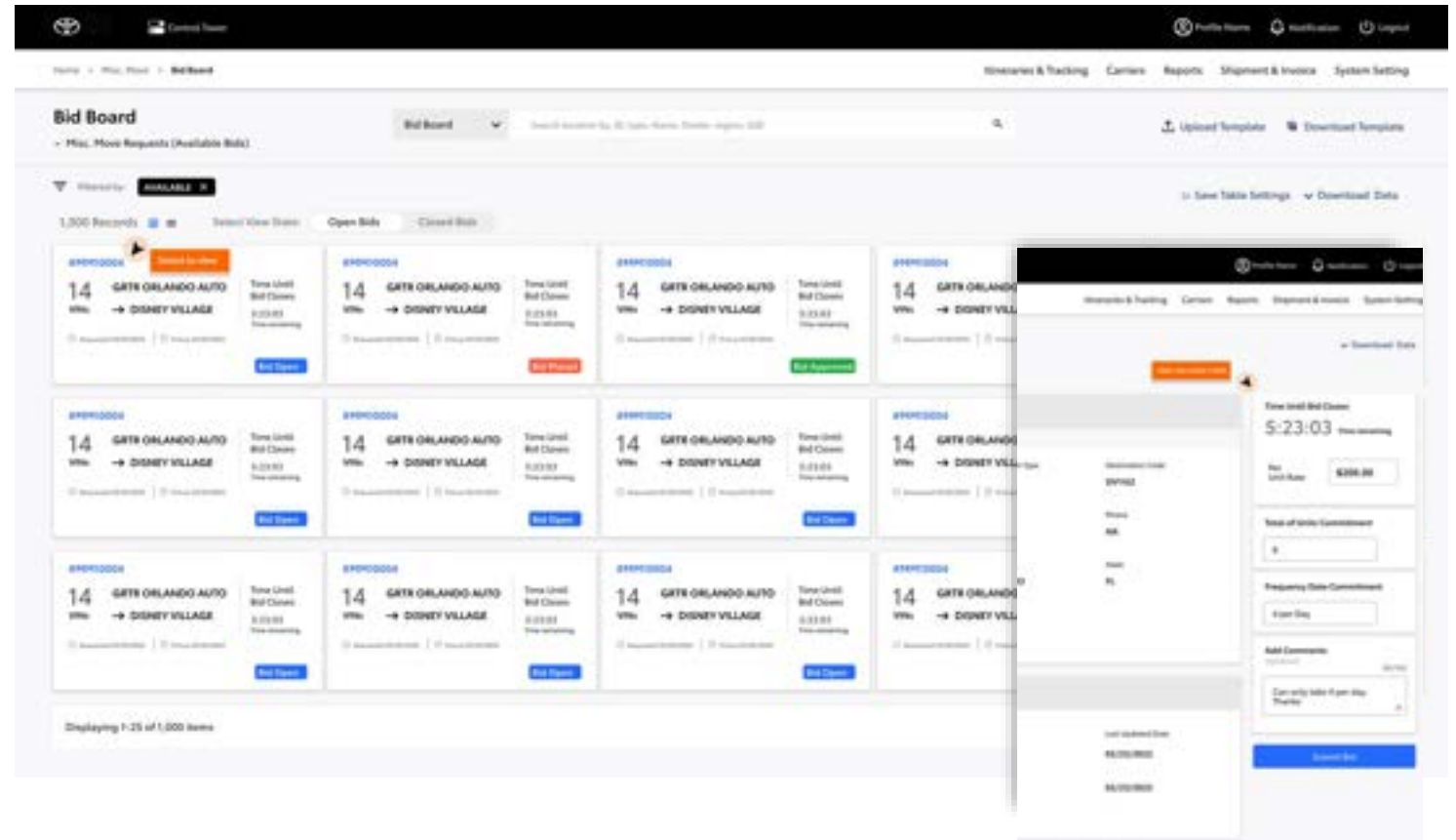
## NEW WORKSPACE

Listening to employee key themes during co-creating we were able to combine and collapse processes through **automation and AI assisted dedicated work areas** improving efficiencies while eliminating redundant task and behavior.



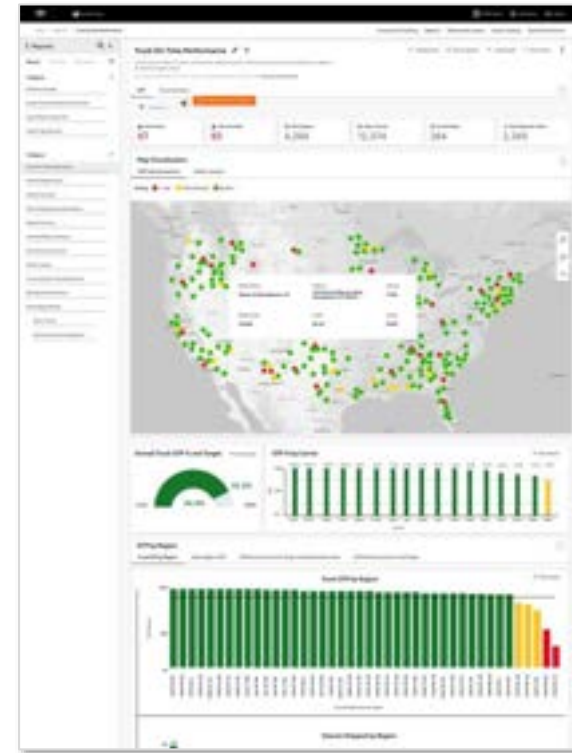
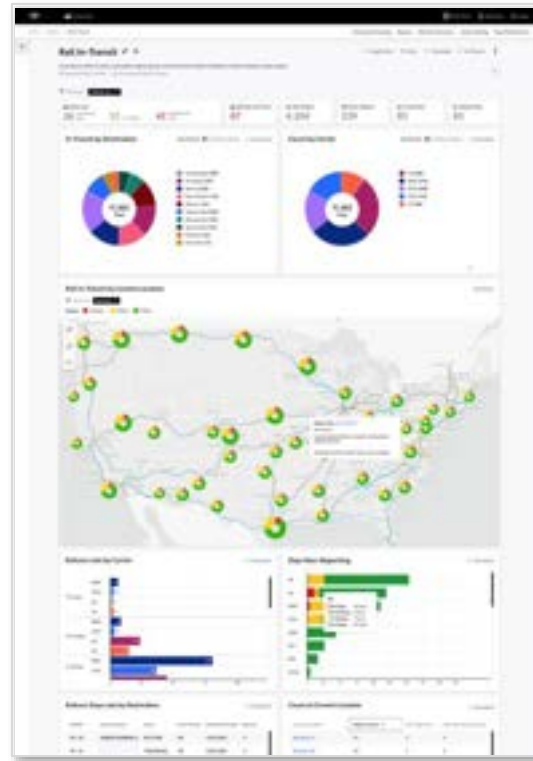
## MEETING TODAY'S NEEDS WHILE FUTURE SCAPING.

Listening to both vendors and Stakeholders we design a module for accepting bids on special moves via email and future scaped the module to a fully realized "Bid Board" module without having to redesign the foundational design.



## DATA INTEGRATION CREATES OPPORTUNITIES.

With deeper integration of data over time the co-creation process expanded to foresee opportunities. These themes and concepts were properly placed within the CWR framework to be validated for immediate development or future scaping.



## OUTCOMER

### Business

The client gets a **strong, flexible customer-centric framework** to meet immediate needs, with UX design tested vision and roadmap for future capabilities and development.

### Business Employees

A user-centric experience delivering **relevant content** when and where they need it. Streamlined processes creating **dedicated workspaces with AI assisted automation** for complex tasks.

#### CRAWL

10+

New Foundation  
Templates

5

New Workspaces

#### WALK

40+

New features related to  
new ways of working

3

New Modules

#### RUN

- Product vision and road map for growth into automation and Ai data visualization.
- Streamlining Itinerary life cycle process through consolidation and AI assisted automations

# Thank You

for your time.

Please contact David Burwinkel at:  
(214) 507-1662 • [dave@burwinkel.com](mailto:dave@burwinkel.com)

View David's B2C work at: [www.davidburwinkel.com](http://www.davidburwinkel.com)