

Scope

Background

Following a workshop and several meetings with the Extend Commerce team, we identified potential areas of improvement. We agreed to conduct a field study at KR Distribution warehouse to monitor their work using the Extend WMS.

Objectives

We aimed to investigate how users interact with the Extend WMS to map out the user journeys, identify pain points and discover opportunities. We focused on the following three main objectives:

System Onboarding Evaluation

Order Picking Journey and Experience

Discovery of New Insights

Methodology

Field Study: We observed four participants as they picked items from the shelves, utilizing the Think-Out-Loud method to capture their experiences and insights during the process.

User interviews: We conducted four one-to-one interviews with the participants.

Key takeaways

Navigating Orders is Frustrating

One of the key functionalities involves time-consuming and frustrating journey. Reaching an order page involves a significant amount of interactions

Final Steps of Order Pick Process are Unintuitive

Completing the picking process requires navigating through several repetitive and unintuitive steps with overwhelming amount of information, input fields and CTAs (Calls to Action)

Rollercoaster UI

Placement and visual design of buttons, lists, tables, checkboxes and other design elements follows no clear rules, layouts or hierarchies. User is often forced to guess functions, follow inconsistent interaction patterns and scroll or scan through large chunks of irrelevant information repeatedly

Onboarding Relies on Experienced Colleagues

New users find the system confusing at first, but can quickly get a hang of the key functions with the help of their colleagues. Manual or learning platform is rarely used and the system is lacking hints or guides for complex features and actions

Tablet Picking is not Preferred

Users only used the tablets in case of really big order or aggregated orders, which happens rarely. The need to hold a big device in hand during picking was hindering users

Persona 1

Magnus Warehouse Manager



- Approx. 40 y.o.
- 50% on the warehouse floor, 50% in the office
- An experienced member of the warehouse staff, has worked in the company for 5+ years
- Takes a lot of responsibility for the business, makes sure that everything runs smoothly and daily goals are met
- Knows the place inside and out, doesn't need product location guidance
- Used many different systems and ways of working. Has a clear understanding of the business needs, pains and potential improvements
- Is more or less fluent in the current WMS, acts as a problem solver and instructor for other staff

Product opportunity

With extensive knowledge of the system and the warehouse workflow, the Warehouse Manager can really benefit from system personalization feature. It would allow him to cut all the unnecessary UI elements he sees as noise and skip functionalities that slow down his process

Goals & opportunities

- Wants to complete digital tasks faster, with minimum friction
- Identifies specific features and functionalities beneficial to their workflow - suggests improvements and expects personalization
- Wants complete knowledge and control of the system - regular patch notes and tools to improve

Observations

Key point: Moves very fast through the system, ignores many functions - sees them as noise

Key point: Finds UX Copy within the system confusing and inaccurate

Key point: When encountering problems there's 50/50 chance he researches solutions himself, before contacting support

User Journey

Aggregate Picking with Tablet - Part 2

Phase	Pick Phase 4	Pick Phase 5	Pick Phase 6	Sorting & Packing	Sorting & Packing
Action	Locate and gather the order items	Locate and gather the order items	Locate and gather the order items	Verifying at packingstation	Verifying at packingstation
Context & Touchpoint	- Picking spray cans in a separate storage -Using trolley	- Picking art items (small items) - One item missing	- Picking items	- Tablet & computer at packingstation	- Tildelad order - Start to scan
Gains	- The system sorts the shelf locations so he gets a good workflow	- He easily visually verify that he is picking the right stuff if the stuff is unpacked			
Pains	- No indication in the WMS that there are two shelf locations for the same spray can "U should just know this"	- Everything is very small - "Can be hard to locate" - All brushes have the same product number on the shelf. Need to check their appearance, flat/round, etc.	- When things are hectic, it's easy to miss the quantity He mixes up nr 6 & 9 and 1 & 2. - Picking a large order, after 300 cans, you get mentally exhausted. - Sometimes a product ends up on two rows, and I have to go back"	- Get stuck don't know how to proceed. He doesn't dare to proceed on his own. Needs to get help. He believes he hasn't done a aggregated pick	- Messy scanning process when acknowledging. Mixes verified items with non verified items - If a item is wrongly scanned an error message appears and you need to press ok that you've seen the message. But you can't start scanning until you marked scanning field.
Opportunity	- Add information field in the WMS	- If a product is missing, it should be possible to set it aside in the WMS	- Bigger text on amount - Indication that 1 of 2 items remains	Add design to keep him moving forward	- Cleared item should be put away, at bottom or top

Order navigation frustrations

Reaching the 'Order Page' is a frustrating and long process for pickers relying on paper guided picking. For users within the research scope paper pick is still the number one picking method, especially for smaller orders

Observations

Reliance on Printed Order Sheets: Picker uses printed sheets, then logs items on a desktop

Multiple System Touchpoints: Finding an order requires at least 5 different interactions, leading to inefficiency

Cluttered Orders Screen: The screen is crowded with many irrelevant filter options, overwhelming the user

Unintuitive Filter Customization: The option to customize filters is either missed or ignored due to its non-intuitive placement

Manual 'Show also started' Selection: This key filter must be manually selected every time, adding extra steps

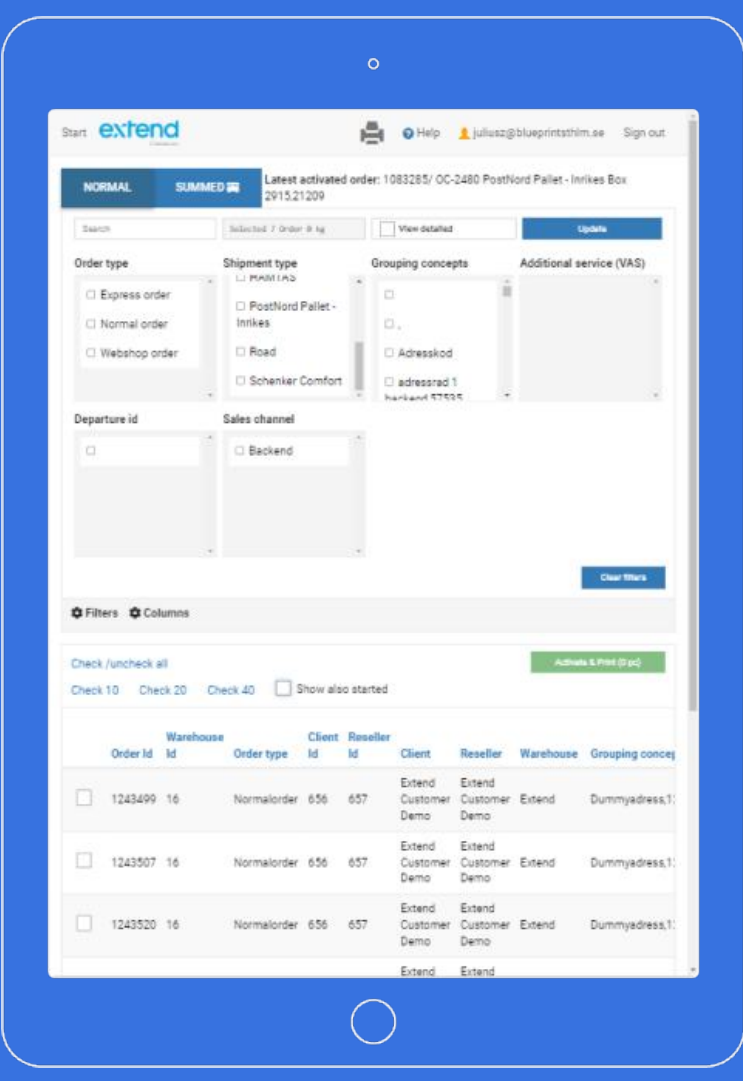
Inefficient Barcode Scanning: While the system recognizes order IDs via barcode scanning, it only inputs the ID into the search function, necessitating another interaction to access the order page

Opportunities

- Introduce 'default view' personalization, to allow clients to declutter UI and highlight what really matters
- Build instant 'jump to order' functionality through barcode scanning to bypass unnecessary steps
- Redesign filtering section and customization buttons to make their use more intuitive

There's a lot of unnecessary steps I believe. I think I would prefer to just scan it (the order barcode) and I should reach the point where I get to it (confirming the order items)

— Picker 2

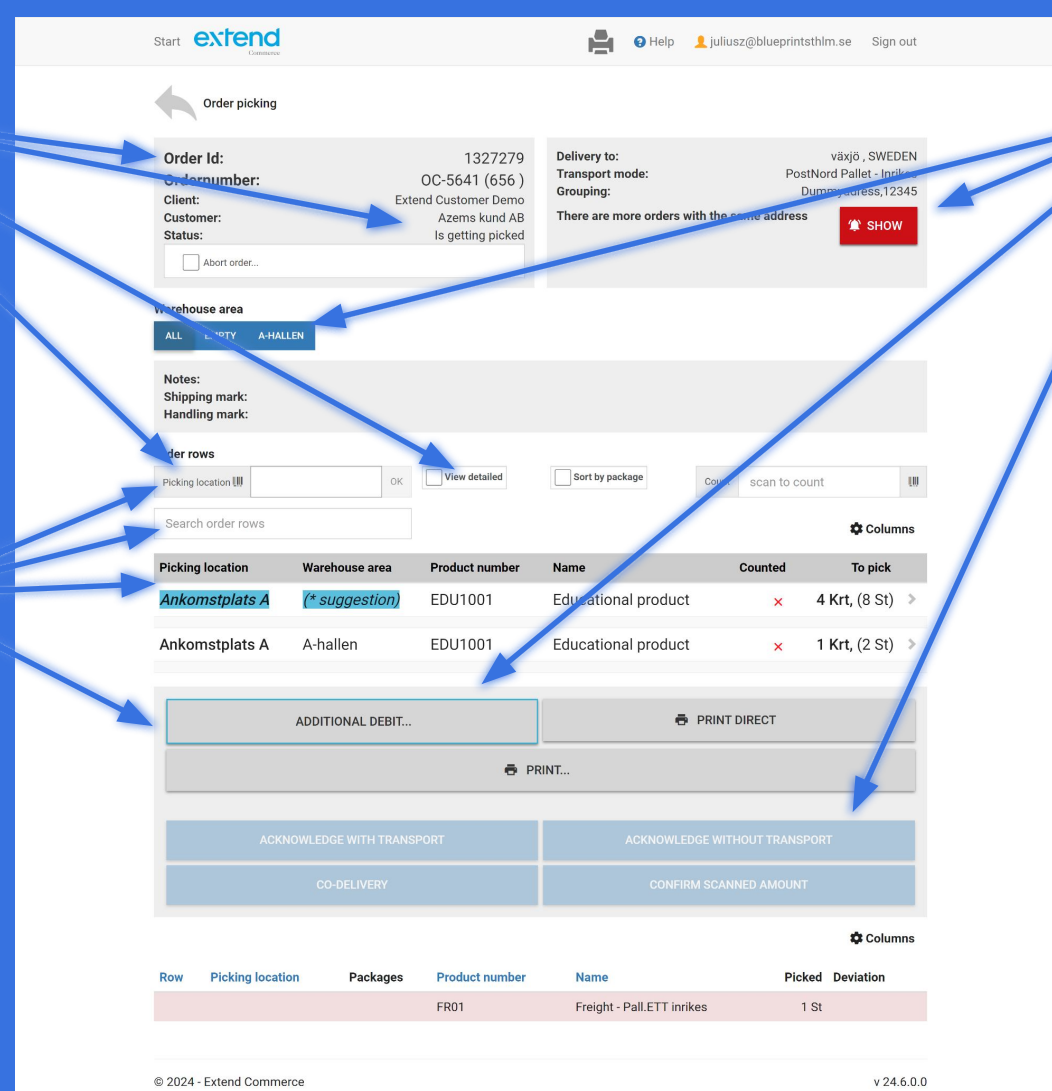


Inconsistent Typography

Copy appears in many, many font sizes, weights and styling choices

Sizing and Spacing

UI elements can have very different sizing, font size and spacing making the UI feel cluttered and difficult to scan and navigate



Button Hierarchy

Multiple different button types with varying sizes, background, outline, shadows, coloring etc. just on one page. Confusing Hierarchy