

Story

Segmentation: Global Publishing Company
Targeting: Production Planning Managers
Positioning: Updating Scheduled activities for an ISBN Impression

Within a publishing company the PS module of SAP is used for the production of printed and digital products (referred to as ISBNs), for both first impressions and reprints.

For each ISBN and its corresponding impression (referred to as an ISBN Impression, or WBS in the PS module) there are a number of activities that need to be done e.g. allocating printers, signing off the cover design, organising proofs, etc. and these activities are linked to the ISBN via the impression (Fig 1) and are referred to as schedule activities.

There can be up to 40 schedule activities for an ISBN impression that the Production Planning Manager needs to assign in a timely manner to members of his team.

While the work in PS is varied and has many components we will concentrate on the users whose job it is to maintain and monitor ISBNs and their activities (the red chevron in Fig. 2) which is done by the role of the Production Planning Managers.

These users are not IT experts and do not like the overly complicated transaction screen CJ20n (Fig. 3), which was implemented as the main interface for the users. SAP technology has moved on significantly since the initial implementation project and users want to be provided with a more user friendly front end *and not have the information overload of CJ20n, which was designed to be used by many different user groups.*

Quite often Production Planning Managers are seen as the people who hold up a book go-live due to their perceived inability to schedule activities on time or to quickly identify and follow up when activities are slipping behind schedule. This is hurting the profits of the business and eroding the trust of booksellers, and so a solution is urgently required.

By being able to get the Production planning managers to assign schedule activities on their mobile devices and for them to only have access to the data they need – the business hopes to remove the bottleneck, speed up this activity, and have more timely book launches and increased profitability.

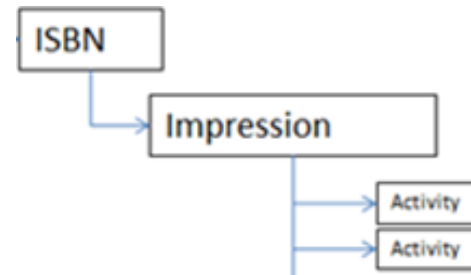


Fig 1: Shows the link between ISBN, Impression and scheduled activities

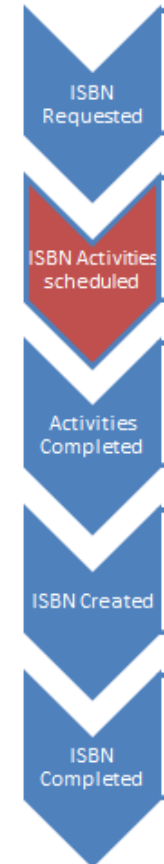
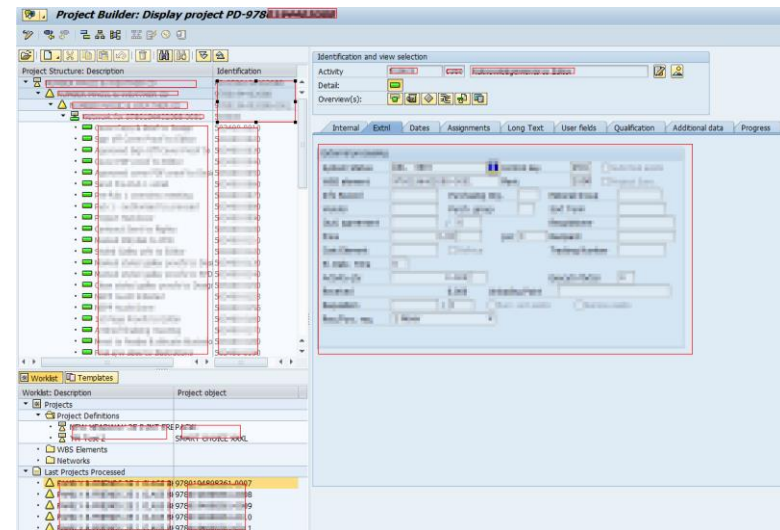


Fig 2: Shows the full task flow in PS for creating a new ISBN Impression. We will concentrate on the users whose job it is to maintain and monitor ISBNs and their activities (the red chevron)

Fig 3: Shows the CJ20n Transaction in the PS module of SAP

Terms Used:

Impression: An impression is a term commonly used in publishing to identify an iteration of the manufacturing process. The initial printing of book is referred to as the 1st impression, the first reprint would be the 2nd impression etc.

ISBN: The International Standard Book Number (ISBN) is a unique numeric commercial book identifier.

PS: Project system is SAP module that provides tools to track project milestones, costs and resources.

Persona



Name: Sandy Freshwater

Background:

37 years old: Married, two children. Bachelor of Arts in English. 11 years working in the publishing industry. Affable, conscientiousness and very hard working.

Job Title / Role:

Publishing Production Planning Manager

"For me, I would like to ..." "Stop being the bottleneck in getting new impression publishing activities assigned and scheduled, and have the relevant information at my fingertips."

JOB RESPONSIBILITIES

Main tasks and frequency:

- Assigning schedule activities to the members of his team for ISBN Impressions
- Updating actual delivery dates for scheduled activities for his team, based on outcomes from meeting and phone calls.
- Reviewing the status of various impressions for an ISBN and following up with the relevant production controller when Impressions are on hold
- Following up on scheduled activities when they have not met their agreed completion dates.

NEEDS

- Reduce time spent navigating
- Need real time insight of re-prints that need to be scheduled
- Be able to do my work on the go, in the between meetings
- Be able to quickly and easily identify a Production controller for an ISBN
- Be able to easily identify the status of an ISBN impression

STAKEHOLDERS

Main persons in contact during work:

- Production Manager
- Production Controllers
- Junior Production Planners and staff

MAIN GOALS

- Reduce time spent navigating SAP; in less than 3 screens get to the information that needs attention and input
- Reduce time it takes to schedule the activities for a new reprint/impression
- Being able to identify what project an ISBN impression is linked to and what the description of the ISBN Impression is when communicating with colleagues in other parts of publishing
- Easily seeing when there are delays between planned and actual dates for activities in one place.

PAIN POINTS

- Often in meetings and unable to process reprints until back at desk – causes bottlenecks and deadline problems further down the re-print process.
- Excessive time spent navigating multiple screens and tabs in SAP to get to the necessary data
- Unable to delegate re-print tasks due to the detailed navigation training that is required.
- SAP is seen as boring and easy to make critical mistakes on the system

Casual User



Power User

Proactive



Reactive

Work in team



Lone Fighter

Global focus



Local focus

Innovative



Conservative

COMPETENCIES

User Experience Journey

Current User Experience Journey

Duration of the Journey: **11 minutes**

Mindset

What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?

Need to assign a team member an activity but I'm stuck in a meeting

Free from meeting now need to get back to my desk – on the other side of the building!

I know the ISBN but not the impression. Agh! I have to type them each in until I find the one I want!

Finally found the activity I need.

Where was the tab I needed?

Double check I am entering data in the right field

Oh hang on was the right tab for the right activity? Go back and double check.

There's no clear link between activity and my fields for update.

Actions

What actions and activities does the Persona take while going thru the journey to achieve their goal?

External interface requests new impression in SAP

Get email/call to start assigning schedule activities

Log onto SAP

Navigate to transaction CJ20n

Enter the ISBN and Impression

In CJ20N: Double check the Next Impression (WBS) for Pack Project is released.

Select the relevant activity

Locate each relevant tab

Update information and save activity for ISBN Impression

Touch points

What touch points does the Persona have? (Tools, channels, devices, conversations, and so on.)

Desktop PC

SAP GUI

CJ20n

CJ20n – Open Project pop-up

Dates Tab

Assignments tab


Project Structure Tree

User fields tab

Long text tab

Internal tab

External tab

 Pain points

 Key action points

Mock-up

ISBN Cockpit

ISBN Impression Selector

Status: All | ISBN: 9780194502088 | Production Controller: [] | Search | Reset | Search

Items (7)

Project	ISBN Impressions	Description	Status	Requested Date	Production Controller
900002013	9780194502088-0001	Numbers are Fun	Completed	n/a	Moses Maimonides >
900002132	9780194502088-0002	Numbers are Fun + CD	On Hold	09.05.2016	Ichabod Crane >
900001831	9780194502088-0003	Numbers are Fun - Paperback	Scheduled	07.05.2015	Thomas Paine >
900006235	9780194502088-0004	Numbers are Fun - Greyscale	Created	08.07.2015	Atticus Finch >
900008716	9780194502088-0005	Numbers are Fun	New	04.07.2015	A >
900072115	9780194502088-0006	Numbers are Fun	Cancelled	n/a	At >
900021213	9780194502088-0007	Numbers are Fun	On Hold	03.04.2016	W >

The user is now no longer restricted to their Desktop and they can use their tablet.

The user can browse through the ISBN Impression they are responsible for via a combination of Status, ISBN, and Production Controller.

They can further use the Search field to search for specific values in the returned dataset.

Whenever they get a phone call or email asking about a particular ISBN they can enter the ISBN – view all the impressions and immediately know the status of each of them (the status is a measure of what has been done so far).

If they'd like to view/amend the schedule activities they simply click a line to be taken to the next screen (shown below) which shows the activity details for the ISBN Impression.

Activities

Activities for Impression 9780194502088-0005 | Planned Delivery: 09/09/2014

Schedule Items (1)

Activity description	Person Responsible	Current Schedule	Actual Date	Comments
Scheduling	Mehmet Aziz	01.01.2015	01.01.2015	
Cover Copy & Brief to Design	Victoria Elspeth	05.01.2015	05.01.2015	
Sign off Cover Proof to Editor	Calli Short	06.01.2015	10.01.2015	Editor was on holiday
Approved Sign Off Cover Proof to Design	Please assign	11.01.2015		
Cover PDF proof to Editor	Please assign	11.01.2015		
Approved cover PDF proof to Design	Please assign	21.01.2015		
Send Pre-Pub email	Please assign	21.01.2015		
Pre-Pub overview meeting	Please assign	31.01.2015		
Pub 1 authorised to proceed	Please assign	31.01.2015		
1st Page Proofs to Editor	Please assign	31.01.2015		
Marked 1st page proofs to Design	Please assign	31.01.2015		
Acknowledgements to Editor	Please assign	31.01.2015		

Save Schedules

When the Actual date (when an activity was actually completed) is different to the current schedule (when the activity was expected to be completed) the activity is highlighted in a different colour and a comment can be entered.

Once an Actual date is in the past for auditing purposes it can no longer be amended.

SAP Web IDE Screenshot

ISBN Impression Selector

Search Reset

Project	ISBN Impression	Description	Status	Requested Date	Production Controller
90122345	9780194502088-0001	Numbers are Fun: Volume 3	Completed	11/07/2015	William Wilberforce >
90122345	9780194502088-0001	Numbers are Fun: Volume 3	Completed	11/07/2015	William Wilberforce >
90122345	9780194502088-0001	Numbers are Fun: Volume 3	Completed	11/07/2015	William Wilberforce >
90122345	9780194502088-0001	Numbers are Fun: Volume 3	Completed	11/07/2015	William Wilberforce >
90122345	9780194502088-0001	Numbers are Fun: Volume 3	Completed	11/07/2015	William Wilberforce >
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90122345	9780194502088-0001	Numbers are Fun: Volume 3	Completed	11/07/2015	William Wilberforce >
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90122345	9780194502088-0001	Numbers are Fun: Volume 3	Completed	11/07/2015	William Wilberforce >
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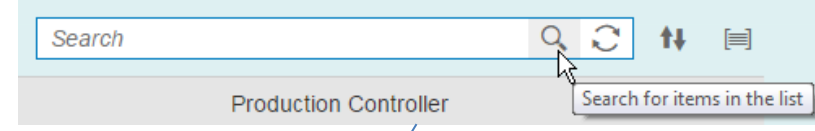
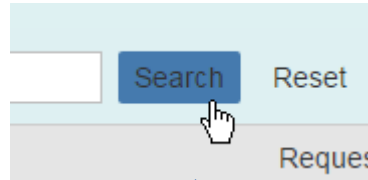
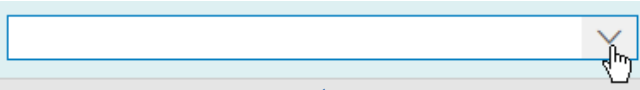
More
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SAP Web IDE Components Used

Usage of **'Button'** component for Search and Reset buttons

Usage of **'SearchField'** component

Usage of **'ComboBox'** component



Large 100% x 100% Medium 800 x 600 Small 320 x 480 Custom 490 x 800 Refresh Orient

ISBN Cockpit

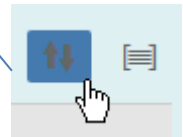
ISBN Impression Selector

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ISBN Impression Selector

Usage of **'Bar'** component



Usage of **'sort'** and **'group-2'** icons for buttons