

## Story

Nowadays the author of a perfume become very famous by their creations but not all the work done on the backstage is realized by the final consumer. One of the important roles on this brand is the Fragrance Evaluator. He or she is the person taking care that the customer's request will meet the desirable level of excellence at the final product dreamed to the customer's consumers.

The Evaluator reacts from a customer request send to the sales department who initiates a project describing what are the requirements and characteristics for the new product. The Evaluator can then start his or her work defining who will be the team and the strategy to reach the requested product.

The product can be a new development which will be briefed to a qualified perfumer or selected from an existing fragrance library which later can be reworked to give the exclusive touch wished by the customer. Several criteria has to be fulfilled into a huge variety of fragrance oils such as raw material costs, regulatory restrictions regarding environment, health and safety, type of applications and their stability results such as fine perfume, soaps, candles, house care products, etc.

Once the team have contributed with their work, all conditions have been met and the pre-selected oils are laid on the evaluator's desk, the evaluator eccentric knowledge about thousands of different fragrance materials and olfactory abilities take place to make sure that every scent notes are giving the desired characteristic variances from the very first seconds and minutes to hours and even days of freshly scent.

### **Segmentation:**

Chemical Industries; Cosmetic companies, House Care companies; Fragrance Houses

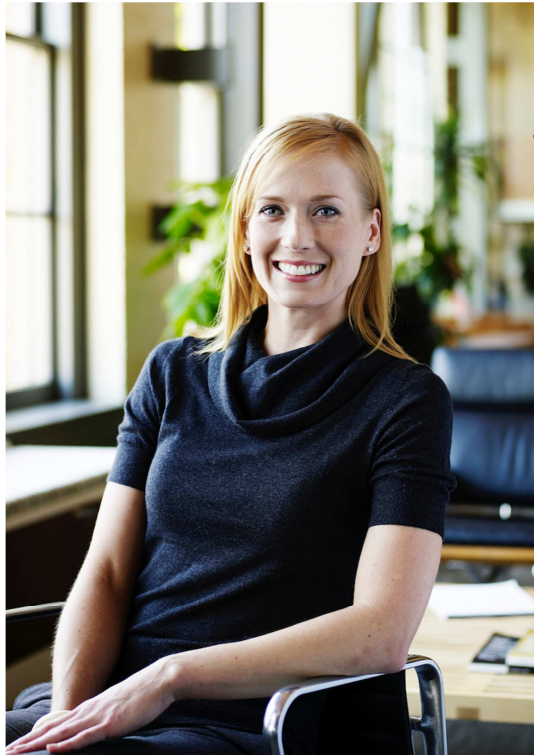
### **Targeting:**

Fragrance Evaluators; Sales; Perfumers

### **Positioning:**

Facilitate data mining which are essential to choose the correct product among several criteria and giving the necessary characteristics to develop new products from one unique application adaptable for mobile device to be used whenever inspiration arise.

## Persona



# Alice Müller

Fragrance Evaluator

“I would like to spend more of my time on creative work smelling new scents and use the best from our perfumer oil library in a blink”

### BACKGROUND

40 years old, married, two children, MBA in Perfumery & Cosmetics and Bachelor's degree in Chemistry, 15 years' experience in fragrance market working with a team of perfumers and lab technicians developing new fragrances or reworking them. Has a wish in spend more time using her olfactory abilities to discuss and evaluate the offered products and have quick access to a large amount of information split in many systems. She has to manage a library with over 4.000 different fragrance oils in different variances and characteristics to find the perfect match the customer requirements.

### STAKEHOLDERS

Customer, Sales, Evaluator, Perfumer (developer), Lab technician

### JOB RESPONSIBILITIES

- Coordinate projects to reply for the customer requests.
- Brief Perfumers and lab technicians.
- Check Regulatory Restrictions compliance.
- Fragrance market researching.
- Inquire different fragrance libraries.
- Evaluate selected perfume oil according to the briefing.

### NEEDS

- Quick access to information coming from different modules.
- Confirmation that all necessary Restrictions were maintained and checked.
- Easy access to the product history of usage.
- Compatibility check with application product.

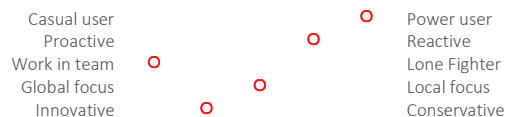
### MAIN GOALS

- Deliver the best product in a fast way.
- Ensure compliance with the customer restrictions and application standards.
- Have material and information required on time.

### PAIN POINTS

- Retrieving of data information is too slow.
- Too many transactions to collect all information.
- No history about material usage made in the past.
- Complex selection criteria have to be filled for every project.
- No centralized Perfumer's profile available.
- Lack of flexibility to search products in the library.

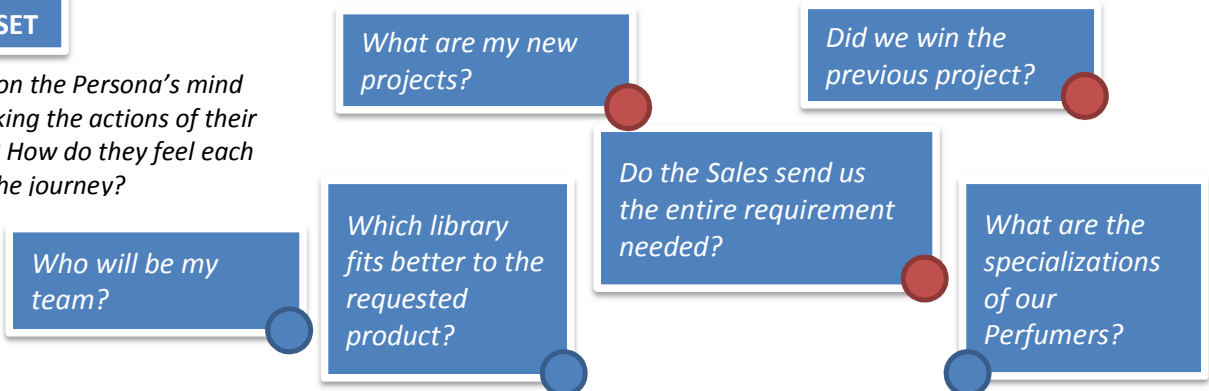
### COMPETENCIES



## User Experience Journey

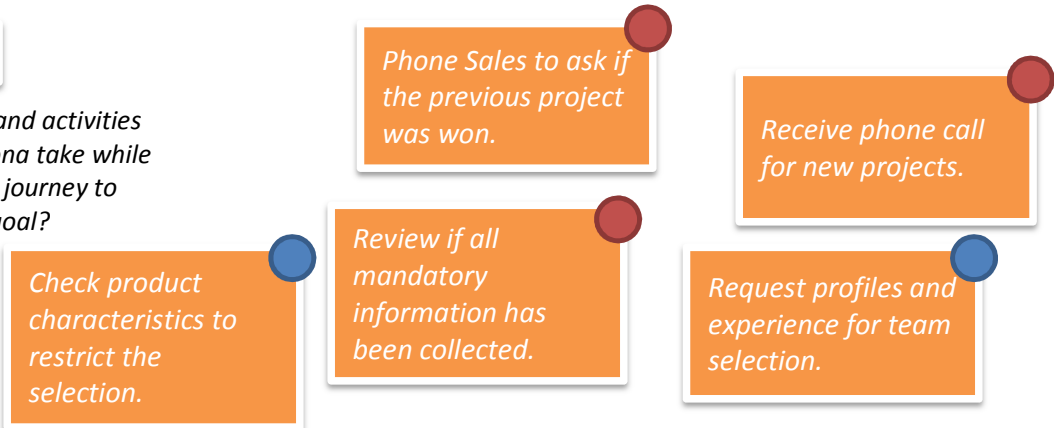
### MINDSET

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



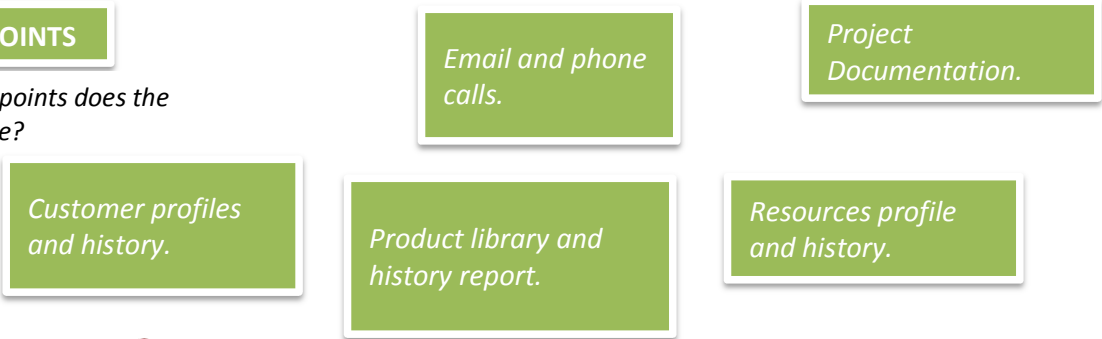
### ACTIONS

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



### TOUCH POINTS

What touch points does the Persona have?



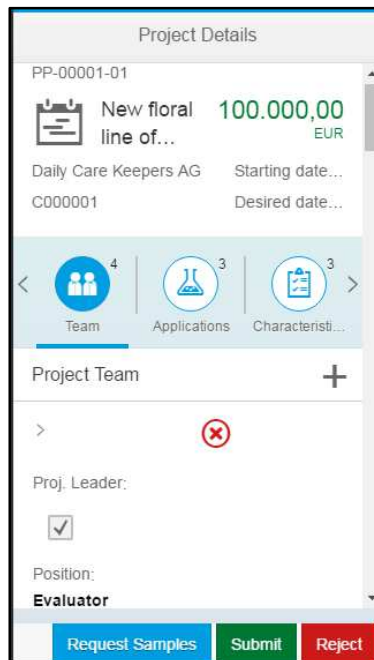
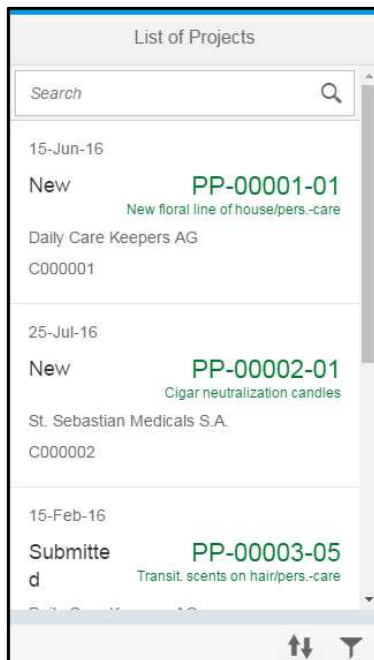
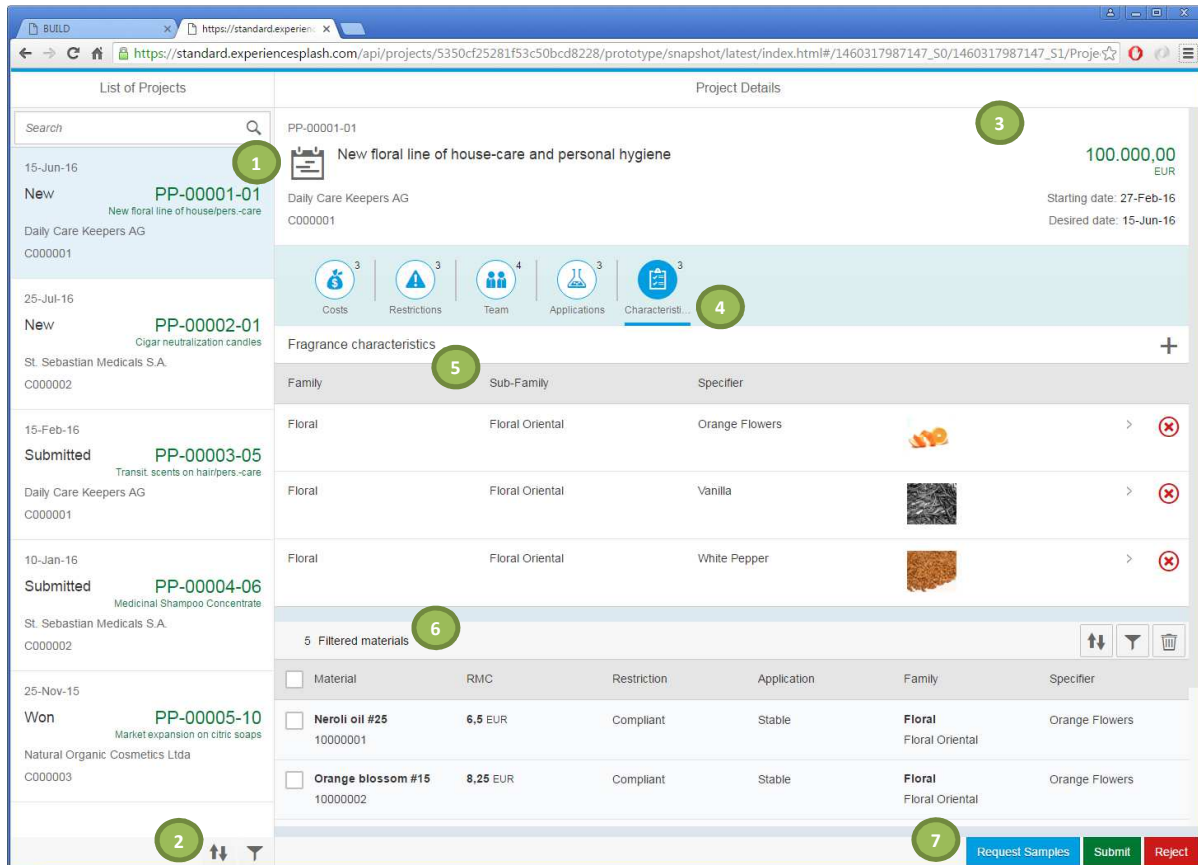
Important      Critical

(Duration of the Journey: 45 minutes)

## Point of View

**Alice, the evaluator** needs a way to **effectively search** products in a huge library and **efficiently coordinate teamwork** of new developments so that she can spend more of her time working on the **fragrance scent notes evaluation**.

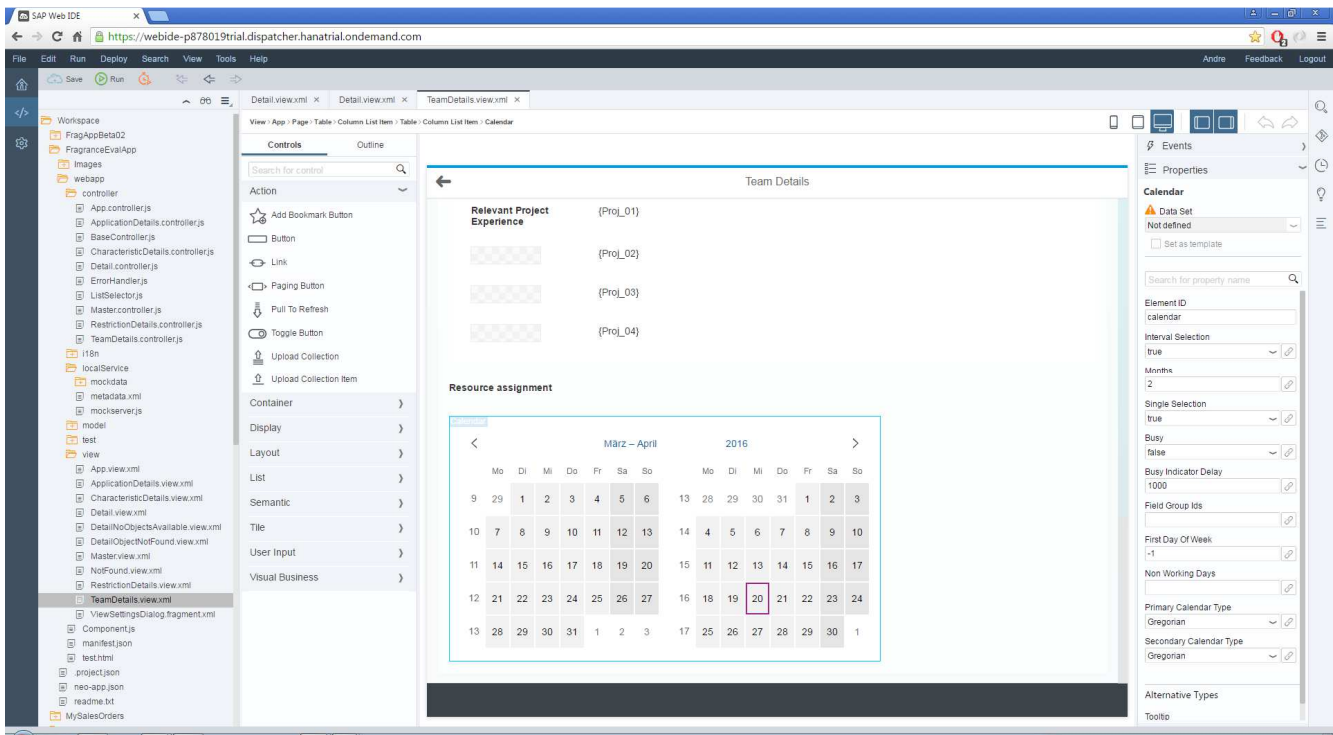
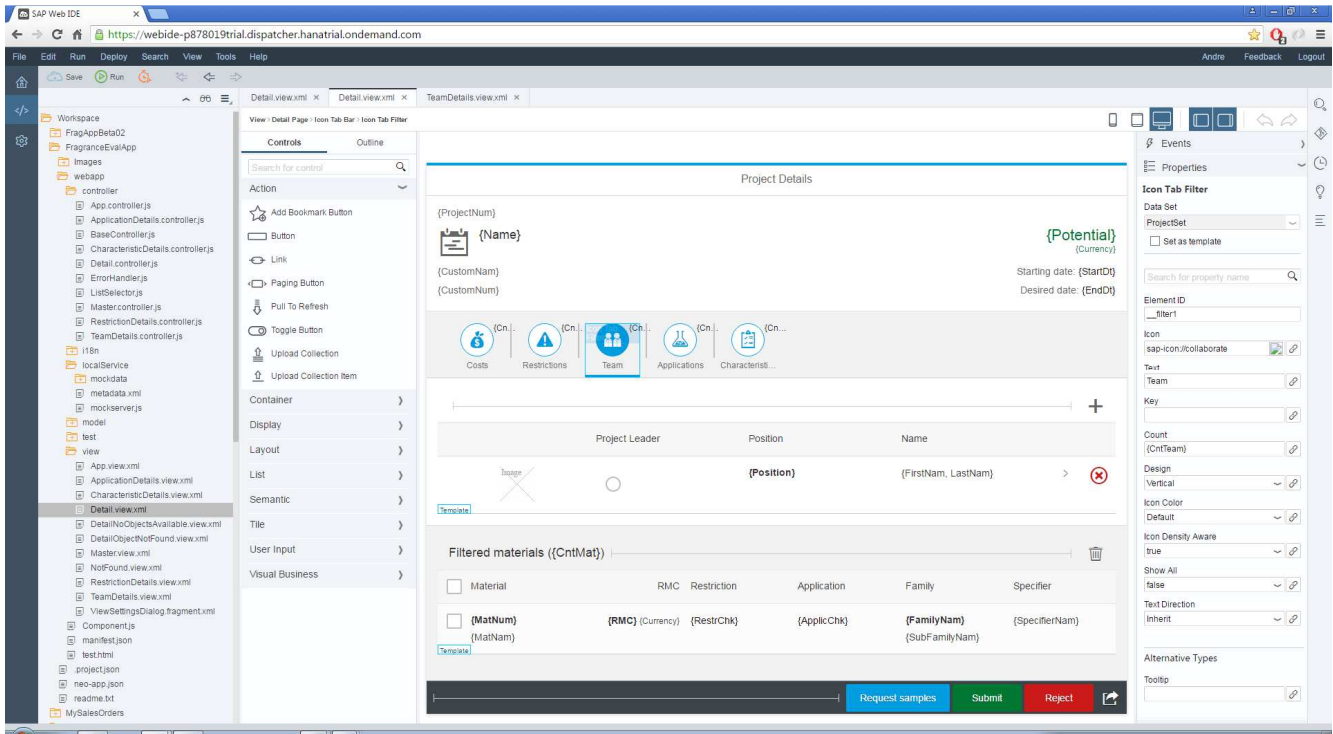
## Mock-up (Splash/Build)



- 1) List of Projects (Desired date; Project Status; Project ID; Short Project description; Customer Name and Number);
- 2) Master footer buttons (Sort and Filter the list of Projects);
- 3) Selected Project Header Details;
- 4) Project further project related selection criteria (Costs, Restr., etc.);
- 5) Selected criteria values (allows navigation to more detailed view);
- 6) Filtered materials according to the select criteria given above (additional buttons to refine the selection),
- 7) Detail footer buttons (Request samples for selected materials; Submit decisions to the Sales Dep.; Reject and notify the Sales Dep.);
- 8) Mobile responsive.

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## SAP Web IDE App Prototype



YouTube demo video:

<https://youtu.be/yN37ExNgXB8>