

CLIENT OVERVIEW

- BNSF Railway is one of North America’s leading freight transportation companies, with a rail network of 32,500 route miles in 28 states and three Canadian provinces. BNSF is one of the top transporters throughout America and the world

GOAL

- Transforming Scheduled Workforce Roster Management (SWRM - Legacy application) to the Modern web Platform

PROBLEM STATEMENT

- Multiple Screens/ Modules required to access one single employee information
- Sequencing single/multiple employees to the Rosters
- Tracking statuses & difficulty in viewing multiple records
- Ability to visualize employees based on geo’s
- Ability to visualize source rosters while merging rosters
- Better way of taking snapshots (Backups)



USER EXPERIENCE – APPROACH

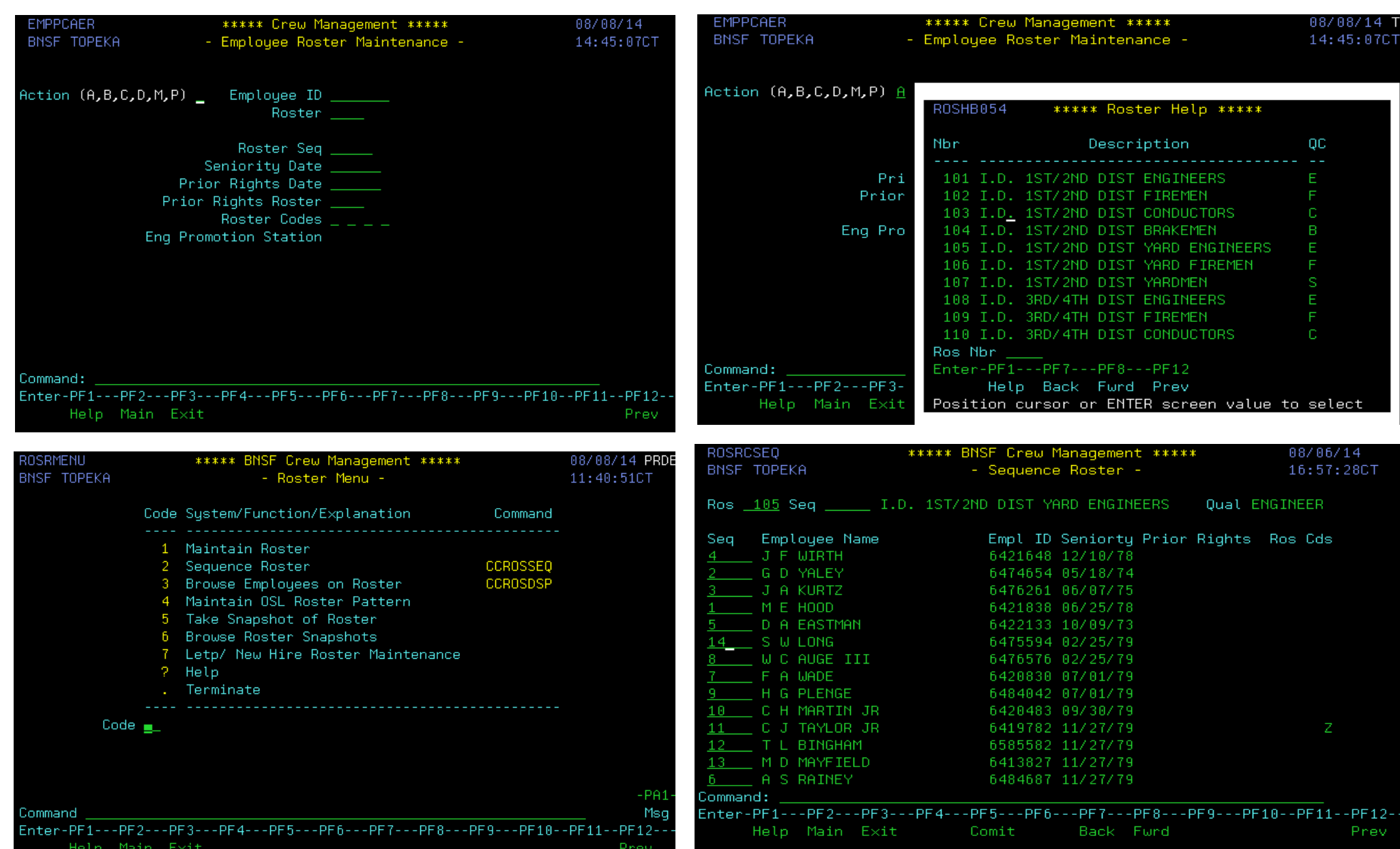


DESIGN SOLUTION

- Design the interface to make it more effective to the users to recognize existing patterns, easy to interact , keep them in control, Contextual actions, Consistency, Reduces cognitive load, Progressive disclosure principles.
- List all Rosters in one single page.
- Filter by Roster types, Location etc..
- Just Two clicks employee Sequencing on the rosters.
- Contextual Screens to avoid multiple screens.
- Smart Alert to Notify users for the pending actions.
- Contextual slider for Snapshot History
- Drill down the area based on the geo with reduce cognitive load.

- User Interviews –Recordings
- Define Persona & Journey mapping
- Sketches and Wireframes
- Visual Design
- Clickable Prototypes

LEGACY SCREENS

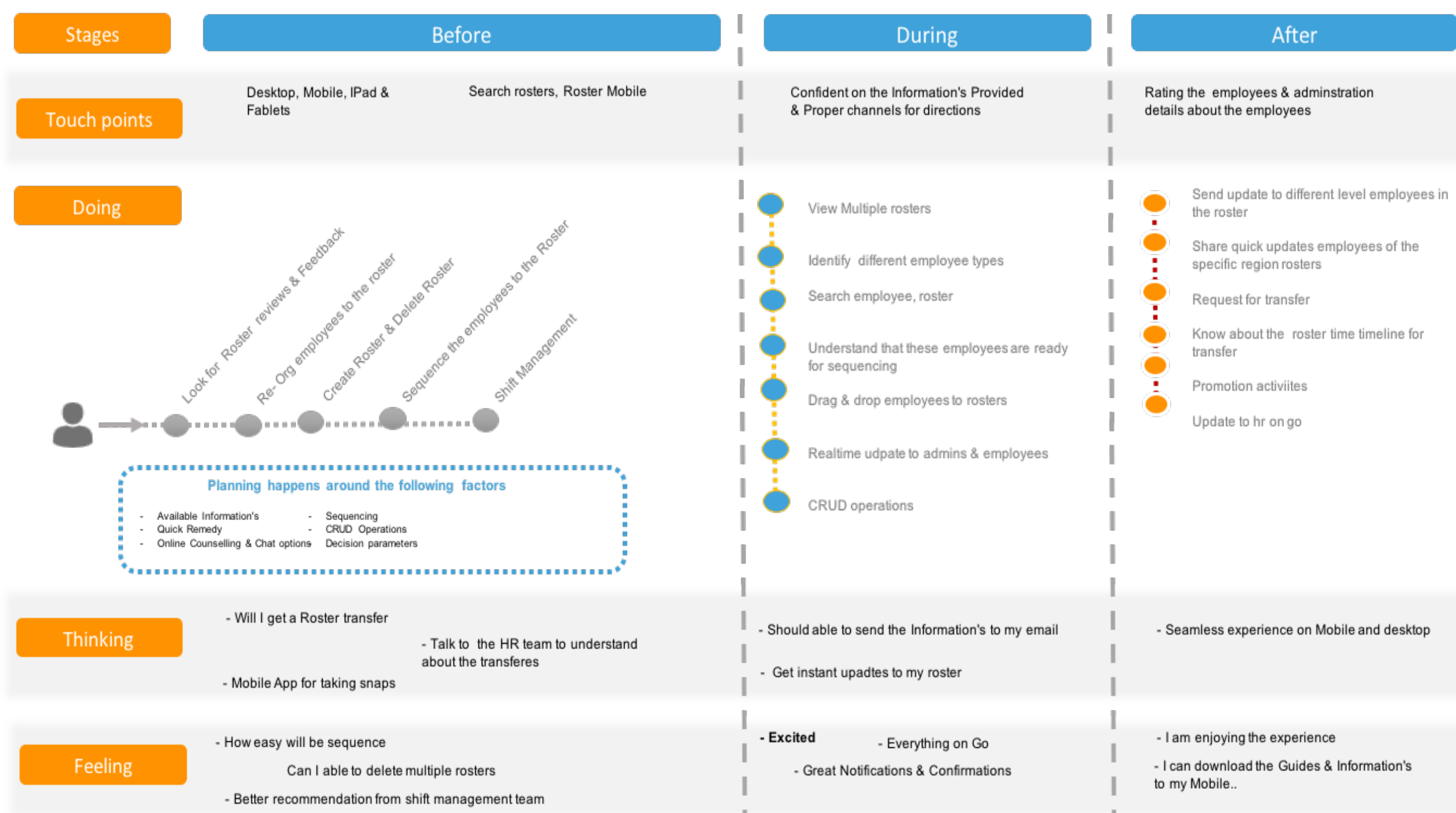


USER PERSONA

Name	Vinny		User Personas
Age	30		Technology
Role	Roster Maintenance Admin		Internet
Sex / Status	Male		Software
Location	Topeka, USA		Mobile Apps
Environment	Desktop Office		Social Sites
Archetype	Complete Orders		Modern Apps
Image	Main Frames system, Web Application, Email Clients, Mobile Apps etc..		
	Goals & Key Priorities	Fears & Concerns	
	Create rosters when the LR requests us by email. Roster creation doesn't happen frequently. This happens only when the new rail road acquired when there are any changes in the agreements/ seniority districts.	If employee data deleted by accident, it needs to re-enter manually. There won't be any confirmation or deleted history in the system.	
	Creating New Rosters / Merging Rosters. Maintain roster employee associations.	No way of doing sequencing for multiple associations. It needs to be done one by one.	
	Sequencing the employees on the Rosters	If there is any new addition from the end of training class. There is no proper notification crew support. This need to tracked manually by setting reminders.	
	Delete Rosters, Changing Priority dates based on the UA	Vacation dates need to be maintained separately for the peoples having UA. Especially for dispatch rosters.	
	Frustrations & Pain Points	Ways to Influence	
	Sequencing the rosters needs to be done one by one. Even if there is 50 people I need to create 50 times.	History for deleted record and ways to undo it without keying in any repeated information.	
	No option to add multiple Peoples to the Roster.	Ability to do a multiple Drag and drop for sequencing	
	Need to maintain all the documents manually for the changes made across.	Add documents to the rosters are individual employees for the future reference.	
		Alert Notifications should be provided when it is deleted accidentally.	

Name	Rosi		User Personas
Age	N/A		Technology
Role	Labor Relation		Internet
Sex / Status	N/A		Software
Location	Topeka, USA		Mobile Apps
Environment	Desktop, Office		Social Sites
Archetype	Initiate Order		Modern Apps
Image	Main Frames system, Web Application, Email Clients, Mobile Apps etc..		
	Goals & Key Priorities	Fears & Concerns	
	Send Email to Crew Support team for Creating a Roster / maintaining the roster attributes.	Confirmation is happening is through back and forth email	
	Send email to Crew support team for retiring the roster.	If something goes wrong there is no proper alert Notification in the system	
		No option to approve the Newly added list for auto addition.	
	Frustrations & Pain Points	Ways to Influence	
	Need to Confirm the added info through searching by their employee id in the system or to check the email received from the crew support.	Provide option through the system to add new hires and any updates/ Ability to add the documents to the new additions. So that we can all be in sync why its been updated or created and can be in context.	
	Need to open too many programs to cross check the completed request.	Notify in the system to approve the requested changes made by the admin team.	
	No proper reference added in to the roster attribute if any changes made in to the system. Need to manually check the email or any notes updated on the sharepoint.	Any information changed, needs an approval. Ability to add the documents to the roster attribute for future reference.	

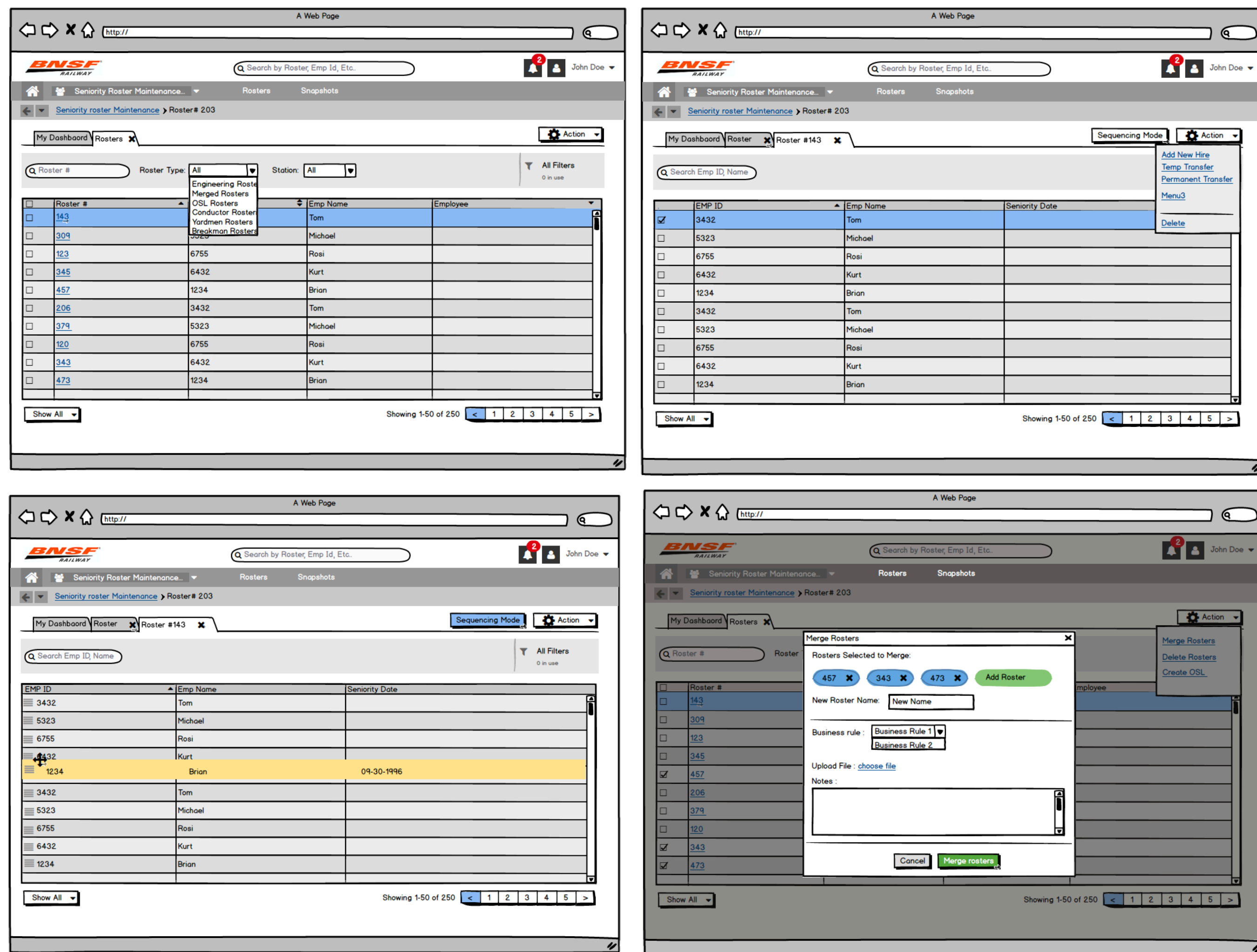
USER JOURNEY



WHITEBOARDING WITH CREW MEMBERS



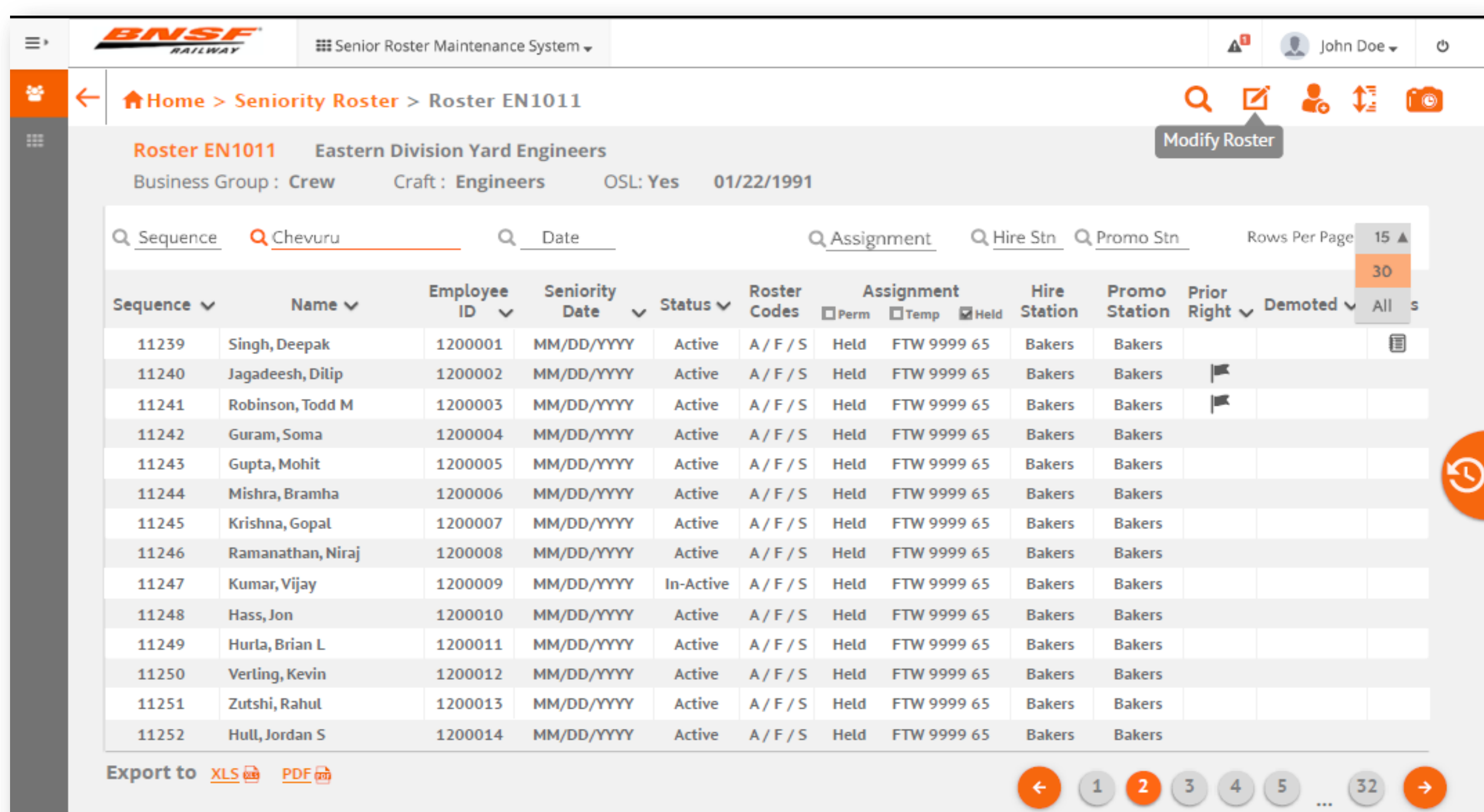
WIREFRAMES



USER INTERVIEWS

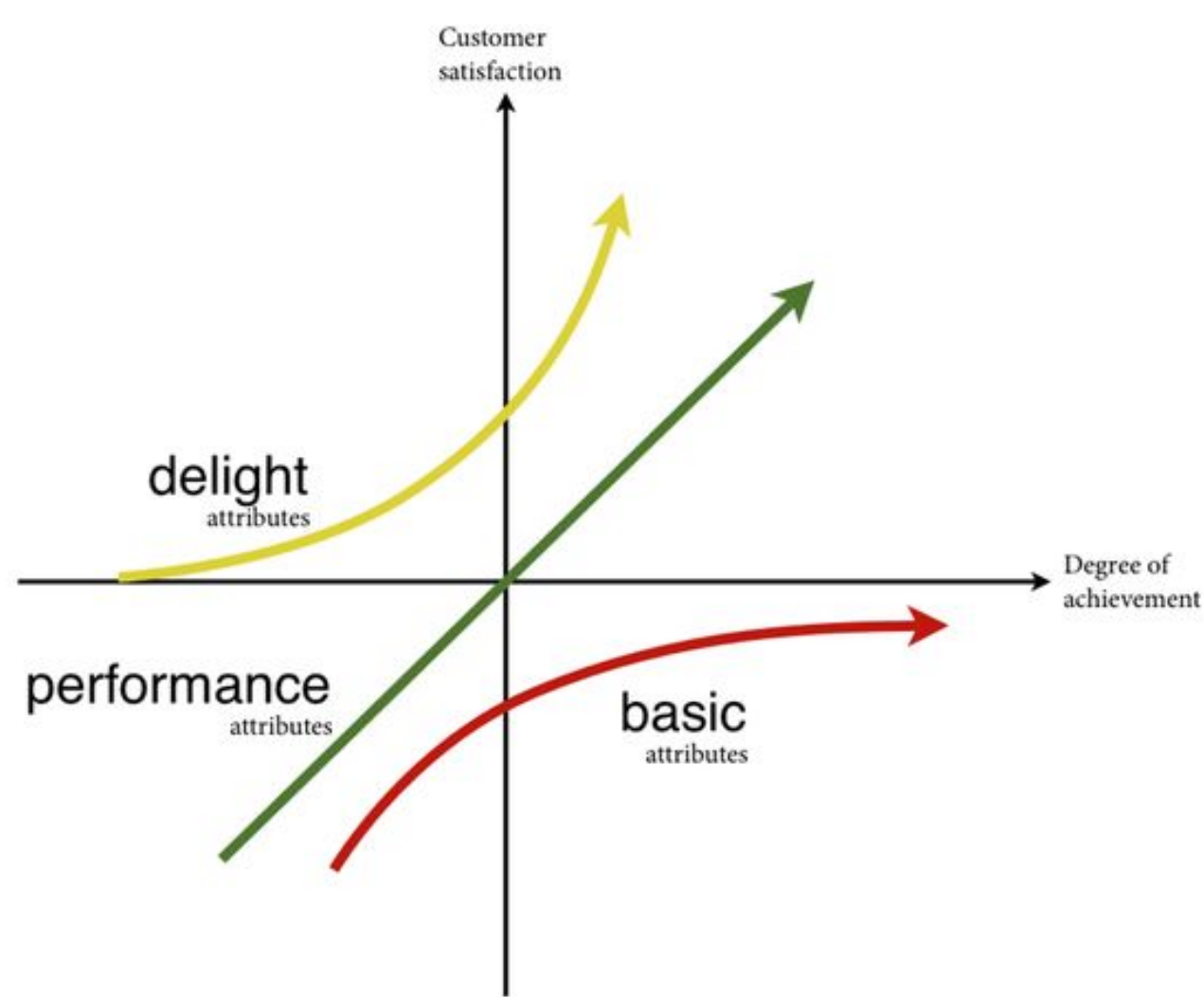
- Overall crew was very excited on the new interface and they love the way rosters listed & the employees listed more contextual within the screen.
- Merging the rosters were more identical from the legacy UI
- They liked the Snapshots
- Ability of Filters
- Drag & Drop Sequencing was very much invited, but they find hard to sequence the multiple employees**

VISUAL DESIGN

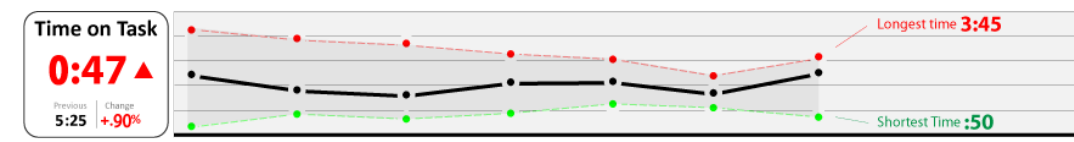


VISUAL DESIGN- CONT

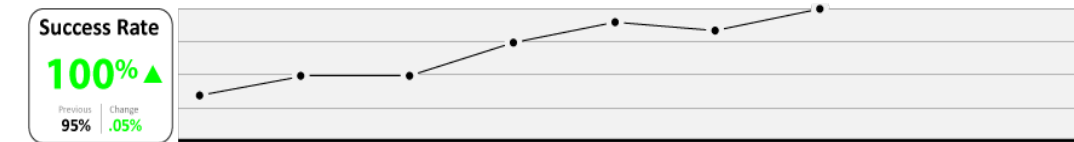
PROJECT OUTCOME



The average amount of time it took for participants to complete a task



The number of participants that successfully completed a task



Satisfaction measured based on the following ease of use, satisfaction, and "perceived" amount of time

