ENHANCING PRODUCT INTEGRATION & APPROVAL WORKFLOWS ON E-COMMERCE & Q-COMMERCE PLATFORMS (E GENIE)

A PROJECT REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE AWARD OF THE DEGREE
OF

MASTER OF DESIGN

IN

VISUAL COMMUNICATION

Submitted by

HANSHIKA SRIVASTAVA

(2K22/MDVC/03)

Under the supervision of

PROF. NEERAJ RATHEE

DEPARTMENT OF DESIGN

DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)
Bawana Road, Delhi-110042

MAY,2024

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Bawana Road, Delhi-110042

CANDIDATE'S DECLARATION

I, **Hanshika Srivastava**, Roll No.-**2K22/MDVC/03** student of M.Des (Visual Communication),hereby declare that the project Dissertation titled "**Enhancing Product Integration & Approval Workflows on E-commerce & Q-commerce Platforms (e genie)"**which is submitted by me to the Department of Design, Delhi Technological University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Technology is original and not copied from any source without proper citation. This work has not previously formed the basis for the award of any Degree, Diploma Associateship, Fellowship or other similar title or recognition.

Place: Gurgaon, Haryana **(HANSHIKA SRIVASTAVA)**

Date: January 2024(For a Period of 6 Months)

DEPARTMENT OF DESIGN
DELHI TECHNOLOGICAL UNIVERSITY
(Formerly Delhi College of Engineering)
Bawana Road, Delhi-110042

CERTIFICATE

I hereby certify that the Project Dissertation titled "**Enhancing product integration & approval workflows on e-commerce & q-commerce platforms (e genie)"** which is submitted by **Hanshika Srivastava**, Roll No.-**2K22/MDVC/03**, Department of Design, Delhi Technological, University, Delhi in partial fulfillment of the requirement for the award of the degree of Master of Design, is a record for the project work carried out by the student under my supervision. To the best of my knowledge this work has not been submitted in part or full for any Degree or Diploma to this University or elsewhere.

Please find attached Offer letter

Place: New Delhi **(PROF. NEERAJ RATHEE)**

Date:

Member of ·HAKUHODO· INTERNATIONAL

January 19, 2024

Hanshika Srivastava,

Gurugram

Internship Offer

Dear Hanshika,

We are pleased to offer you a position of **Intern** at Adglobal360 India Pvt. Ltd. As we have discussed, your working hour will approximately be 9 hours per day and your internship will begin from **January 22, 2024** and will end on or around **July 22, 2024**.

Please note that your stipend will be Rs. 20,000/ - per month.

During your internship, you may come across confidential business information. By accepting this internship offer, you acknowledge that you must adhere to our confidentially policy. In addition, upon conclusion of your internship, you must return all company-owned property, equipment, and documents, including electronic mail or other information.

We are very excited about the prospect of you joining our team as an **Intern** at Adglobal360India Pvt. Ltd.

Yours truly,
Form **AdGlobal360 India Pvt. Ltd.**

Offer accepted by

Arti Chopra
Senior Vice President & Head - HR

Signature_____
Name Hanshika Srivastava

E Genie.docx

ORIGINALITY REPORT

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ACKNOWLEDGEMENT

Presentation, inspiration, and motivation have been instrumental in the success of this venture. I extend my sincere gratitude to **Prof. Neeraj Rathee** for guiding me to the highest peak and providing me with the opportunity to prepare this dissertation report. Additionally, heartfelt thanks to my friends for their unwavering inspiration and encouragement throughout this project's completion.

I would also like to express my gratitude to AGL-Hakuhodo, where I had the privilege of working, for providing me with invaluable experiences and insights that have enriched my academic and professional journey. Their support and guidance have been invaluable in shaping my growth as a designer.

Last but not least, my family has been a constant source of inspiration, and I am deeply grateful for their unwavering support.

ABSTRACT

This thesis explores the transformative journey from research to high-fidelity wireframes in the design process, emphasizing meticulous planning, collaboration, and iterative refinement. Beginning with comprehensive user research, crucial insights were gathered to inform every stage of the design process. Low-fidelity wireframes allowed for exploration of functionality and flow, while high-fidelity prototypes added polish and detail. Throughout, collaboration and communication were paramount, ensuring alignment with stakeholder expectations and user needs. By embracing feedback-driven iterations and maintaining a user-centric approach, a seamless and intuitive product was crafted. This study underscores the significance of thorough exploration, teamwork, and iterative refinement in achieving exceptional design outcomes, offering valuable insights for practitioners and scholars in the field of visual communication and user experience design.

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CHAPTER 1: INTRODUCTION

Project Name: Enhancing Product Integration & Approval Workflows on E-commerce & Q-commerce Platforms (E Genie)

1.1 Genesis

In the ever-evolving landscape of visual communication, my journey through the **Master of Design in Visual Communication** has been transformative, enriching, and profoundly influential. Over the course of two immersive years, I have had the privilege of delving deep into the intricate realms of design theory, methodology, and practical application.

Coming from a background in **architecture**, my Bachelor's degree laid a robust foundation in design thinking, which synergized seamlessly with the diverse and dynamic curriculum of my M.Des program . This fusion of disciplines has not only broadened my perspective but has also equipped me with a unique lens through which to approach design challenges.

Presently, as a **User Experience Designer at AGL Hakuhodo**, I find myself continually drawing upon the invaluable lessons and insights gleaned from my academic pursuits. The symbiotic relationship between academia and industry has been instrumental in honing my skills, fostering innovation, and fostering a deep understanding of user-centric design principles.

This thesis is a culmination of my academic journey—a testament to the knowledge acquired, the challenges overcome, and the growth experienced. Through its exploration, I aim to contribute meaningfully to the discourse surrounding visual communication while reflecting on the profound impact of interdisciplinary education in shaping contemporary design practices.

Illustrations serve as the vibrant heartbeat of my creative expression. With a passion for storytelling intricately woven into every stroke, I find immense joy in breathing life into ideas through visual narratives. Whether capturing the essence of a concept, evoking emotion, or simply delighting the senses, each illustration is a labor of love—a testament to my dedication to the craft. From whimsical characters dancing across the page to intricate scenes that unfold like chapters in a book, my illustrations serve as windows into fantastical worlds, inviting viewers to explore, imagine, and dream alongside me.

1.2 About the Organization-AdGlobal, Hakuhodo

1.2.1 Overview- AGL - Hakuhodo, or Adglobal360, is a private digital agency that specializes in marketing and advertising. Founded in 2009, the company is headquartered in Gurgaon, Haryana, India and has between 250 and 500 employees.

Figure 1.1: AGL-Hakuhodo Logo

AGL - Hakuhodo's services include:

- Digital marketing
- MarTech
- Creative and content production
- Digital media planning and buying
- Social media management
- System development
- Digital transformation
- Hyperlocal marketing
- Programmatic marketing
- Design Thinking

AGL-Hakuhodo's goals include increasing client sales, helping clients connect with customers, hiring a charismatic workforce, serving high-potential business associates, and giving back to society. The company's annual revenue ranges between 5.0M & 25M.

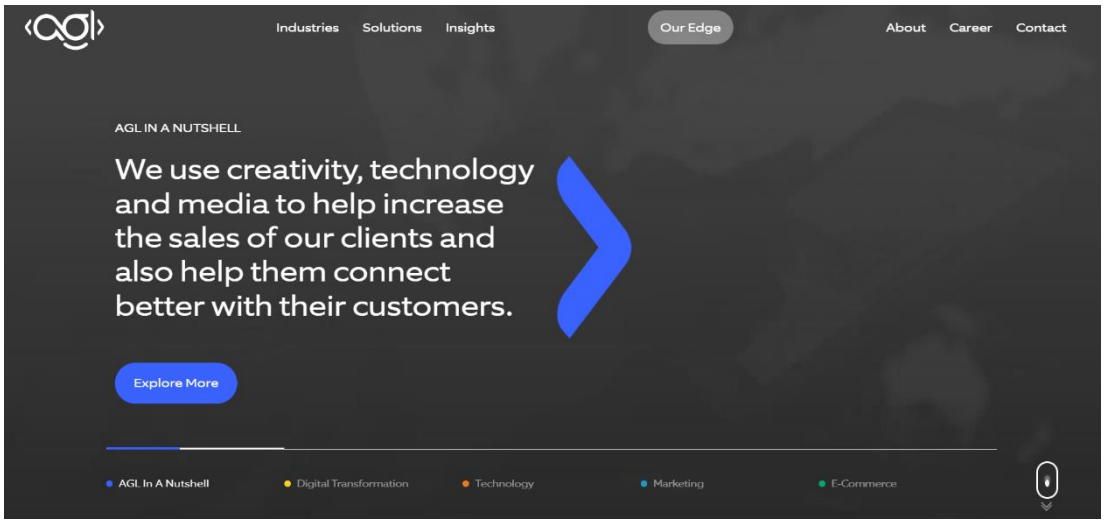


Figure 1.2: AGL in a nutshell

1.2.2 Solutions

A plethora of Industry tested solutions that can solve everyday business problems like- Accelerators, technology, consulting, Hyperlocal, ebux & marketing.

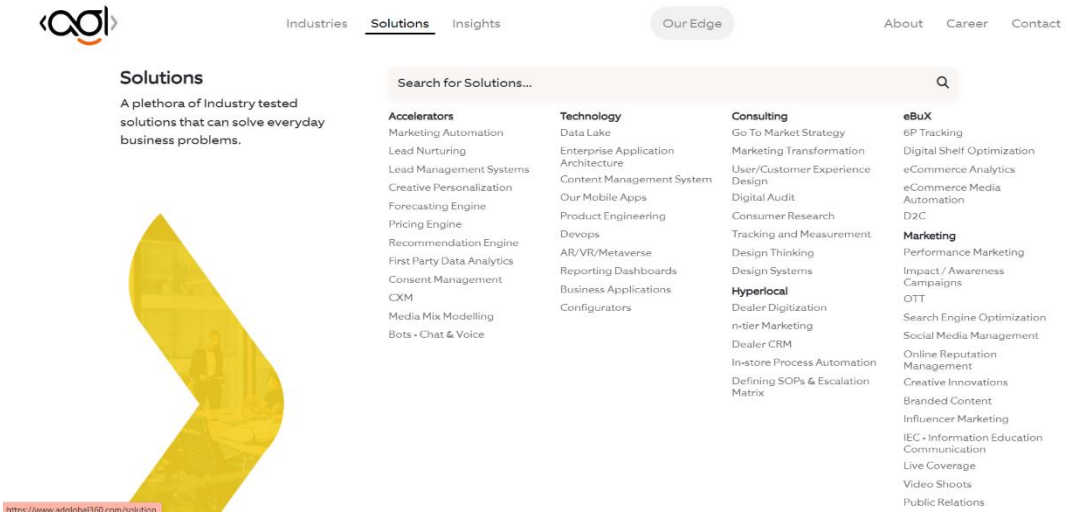


Figure 1.3: AGL Solutions

1.2.3 Industries

We are digitally transforming established & emerging businesses across Industry sets in India and abroad for over a decade now.

1. Automobile-Partner with us and optimise your journey to digital transformation. Get future-ready with our advanced MarTech solutions, specially curated for you.
2. Financial Services-Digital technology is enabling NBCs to improve efficiency, reduce costs, and offer new products and services to customers. And, we are the enablers.
3. FMCG-From building brand awareness to shelf optimisation, we help our client partners establish themselves through a strong digital presence and strong marketing strategies.
4. CPG-Using real-time data, regular content creation, and personalised, streamlined customer journeys, we enable our partners to take control of the marketplace.
5. Insurance-We help insurers explore and invest in the right digital transformation solutions to modernise their customer experience. For us, innovation is the catalyst that drives growth.
6. Entertainment-Generate digital buzz and build a loyal fan base with our targeted outreach campaigns that are backed by data analytics.
7. Education-We provide a comprehensive range of digital marketing and technological solutions for a range of educational institutions, helping them stay ahead of the curve.
8. Retail-We enable our partners to deliver relevant, personalised experiences for their shoppers in an increasingly competitive market and grow a loyal customer base.
9. Real estate- Keeping up with the recent transformations in the real estate sector, we provide customised digital MarTech solutions to help our partners stay ahead of the competition.

10. Travel-As your MarTech partners, we can help you leverage technology and data to better understand customers and reach niche audiences to drive business growth and success.
11. Healthcare-From hospitals and path labs to fertility clinics and eldercare wellness centers to medical products, we have worked with a lot of established and new players.
12. Public sector-We have been proud partners of several central and state-level government departments, helping further their initiative through tactically spread information, education, and communication.

1.2.4 Vision

Figure 1.4: Vision

1.2.5 Mission

Figure 1.5: Mission

1.2.6 Values

Figure 1.6: Values

1.3 Edge

With resources from world-class repositories and proud partnerships, we have been bringing cutting-edge innovations for our clients, providing futuristic solutions at every vista.

Figure 1.7: Products

1. Ebux

eBux works as a strategic 1P/3P partner with brands to facilitate catalogue and promotion activation on high-impact eCommerce websites, design and optimization of product listings, campaign automation, vendor reconciliation, eCommerce analytics, and a lot more. Make online marketplaces work effectively for your brand.

2. MIP

Drive efficiency for your brand with the Marketing Intelligence Platform (MIP) that offers a host of functionalities within a single system. Undertake data-driven planning based on audience insights and learnings from past campaigns, focus on Customer Experience Management (CXM), automate work processes for media plan approvals, campaign execution and reporting; and get a holistic view of audience profiling, media insights, creative assets management, and a lot more. Fueled by industry data and enriched by AGL's proprietary forecasting models,

MIP is a strategic, result-driven platform that optimises your marketing efforts for greater efficiencies and efficacy.

3. BAM

AGL conceptualised and developed BAM for easy correspondence on everyday tasks aligned to one or multiple teams. It helps in streamlining execution and timely floats awareness about the progression. With access to a clean & systematic dashboard, accessing output and sharing feedback and further directions becomes a matter of minutes for internal task managers and external stakeholders including those at the client side. We launched BAM in early 2019 and we have added a range of new features to bring greater efficiency.

4. CDP

At AdGlobal360, we are experts in consulting and implementing CDPs for enterprise customers across the globe. We understand the importance of having a robust CDP strategy that can handle large volumes of customer data while providing actionable insights. We can help you select, customise, and integrate a CDP that meets your specific business needs. Get a 360° view of your customers, segment and personalise your marketing campaigns, improve customer loyalty and retention, and increase business revenues. It is time to take the leap - unlock the power of your customer data to make data-driven decisions and stay ahead of the competition.

CHAPTER 2: RESEARCH

2.1 About E Genie

E Genie is a revolutionary advertising management platform designed to empower businesses of all sizes to conquer the competitive e-commerce landscape. We understand the challenges of managing multiple advertising campaigns across various platforms, and we're here to streamline your operations, optimize your performance, and unlock new levels of efficiency.

Figure 2.1: Platforms

2.2 Brief

To Revolutionize product integration and approval workflows, our project should focus on optimizing processes within e-commerce and Q-commerce platforms. Through streamlined systems and enhanced collaboration tools, the aim should be to accelerate product integration timelines and ensure smoother approval processes, ultimately fostering efficiency and innovation in online retail environments.

2.3 Objective

Objectives for enhancing product integration and approval workflows on e-commerce and Q-commerce platforms:

1. Reduce Time-to-Market: Streamline workflows to minimize the time it takes for new products to be integrated into the platform and approved for sale, thus accelerating the time-to-market for sellers.
2. Improve Collaboration: Enhance collaboration between stakeholders involved in product integration and approval processes, including vendors, suppliers, internal teams, and regulatory bodies, to foster smoother communication and decision-making.
3. Enhance Accuracy and Compliance: Implement tools and procedures to ensure that product information is accurate, complete, and compliant with relevant regulations and standards, reducing the risk of errors and regulatory issues.
4. Optimize Resource Utilization: Identify opportunities to optimize resource allocation and utilization within the product integration and approval workflows, minimizing redundancy and maximizing efficiency.
5. Increase Platform Flexibility: Enhance the flexibility and adaptability of the e-commerce and Q-commerce platforms to accommodate a diverse range of products, vendors, and approval processes, thus enabling scalability and future growth.

2.4 Problem Statement

To develop a solution that seamlessly transitions NPD (New product development) to NPI (New product information) on e-commerce & q-commerce platforms for different manufacturers.

Implement an organized process for categorizing products by quality tiers and ensuring approval alignment among stakeholders, facilitating smooth product integration and market readiness.

2.5 Interviews

We conducted interviews with key stakeholders, including Key Account Managers (KAMs), graphic designers, and content writers, to gain insights into their needs and perspectives on the platform's integration and approval workflows.

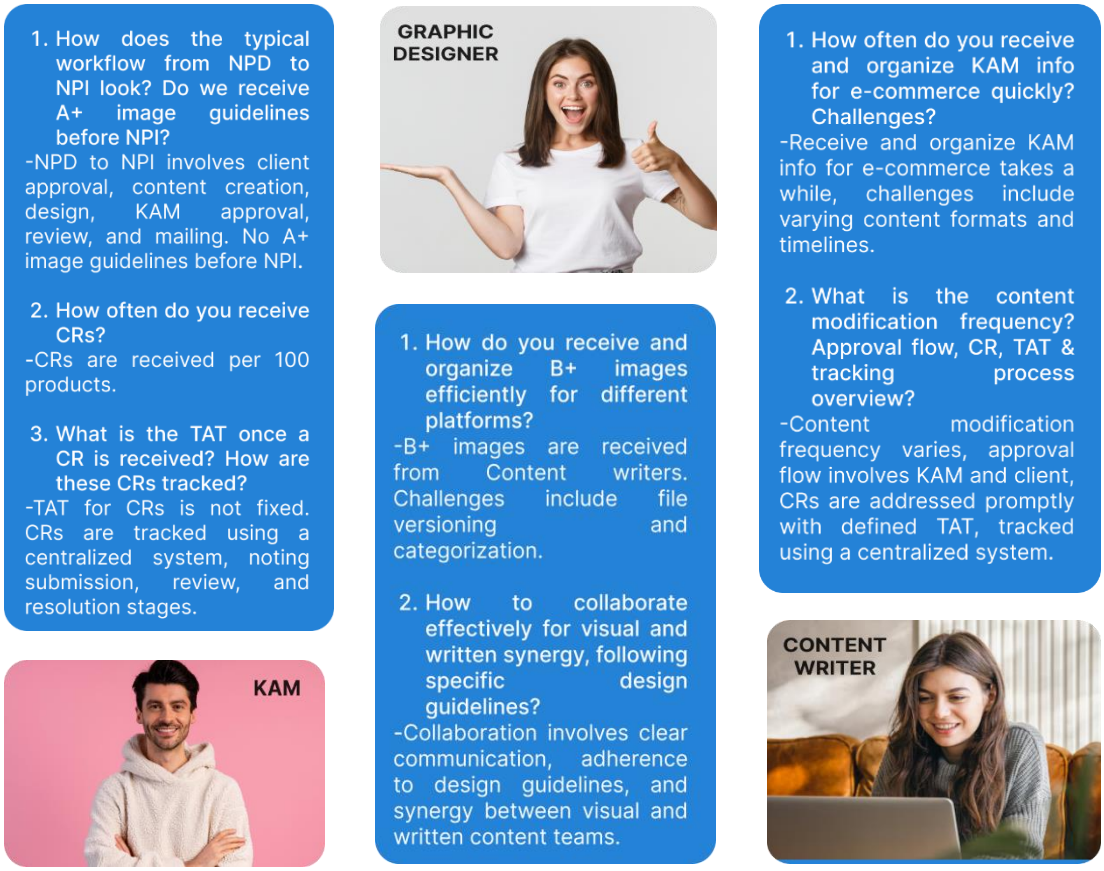


Figure 2.2: Interviews

2.6 Knowledge Transfer

The Knowledge Transfer (KT) was passed on to me by our Product Lead, initiating collaborative discussions and active involvement with the team to devise a seamless solution for the project.

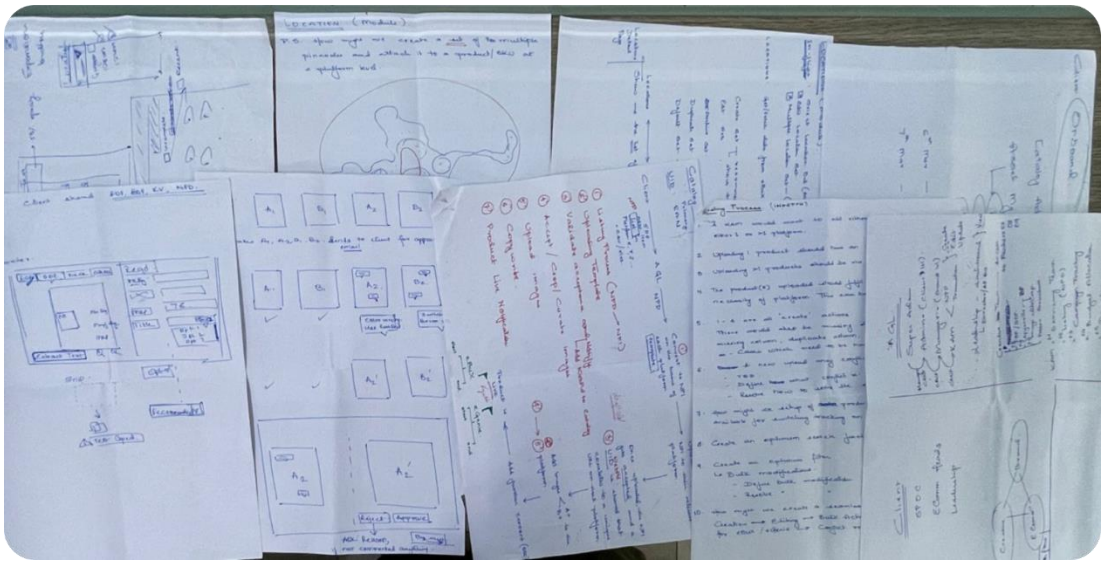


Figure 2.3: Knowledge Transfer

2.7 Insights & Solutions

Integrated system streamlining NPD to NPI conversion-Catalog Management, Asset Management and Approval Management, enhancing collaboration and efficiency in e-commerce and q-commerce platforms.

Figure 2.4: Insights & Solutions

2.8 User Flow

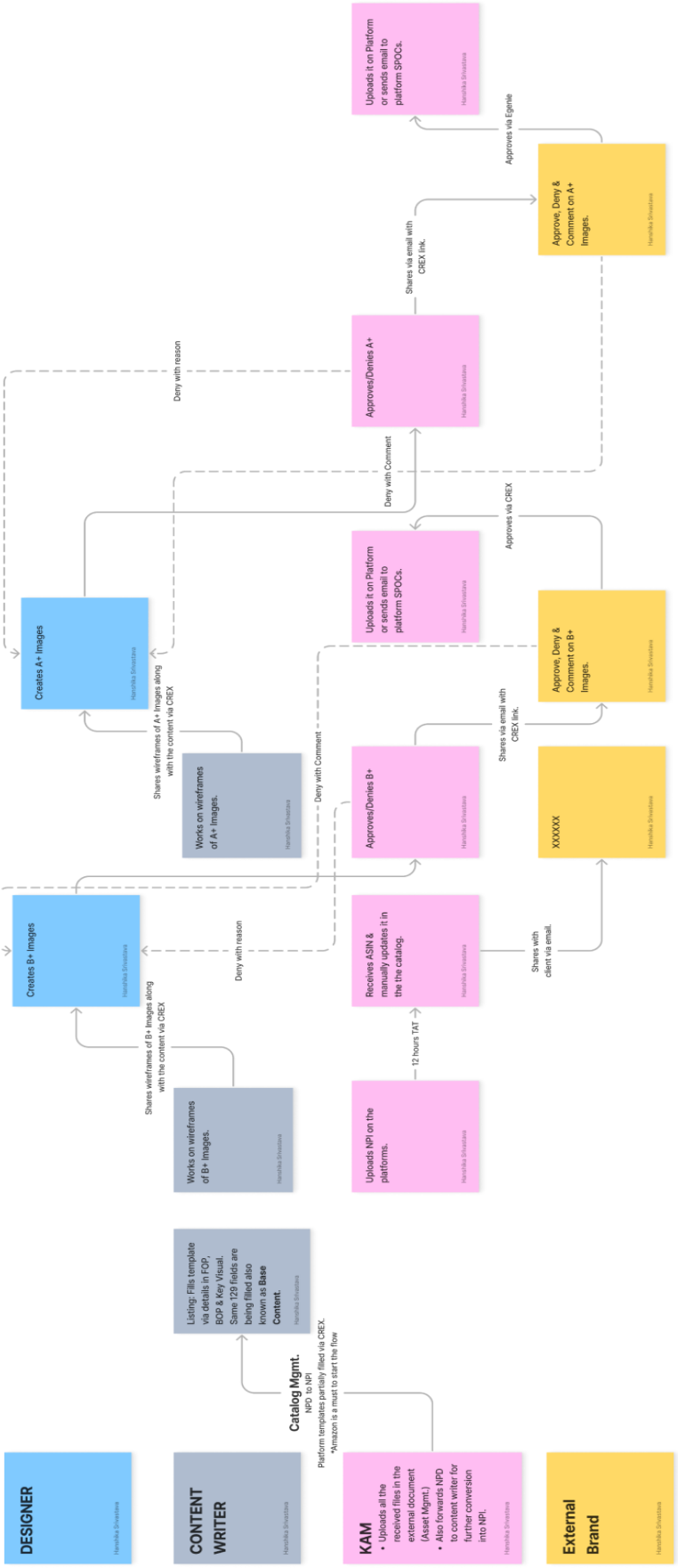


Figure 2.5: User Flow

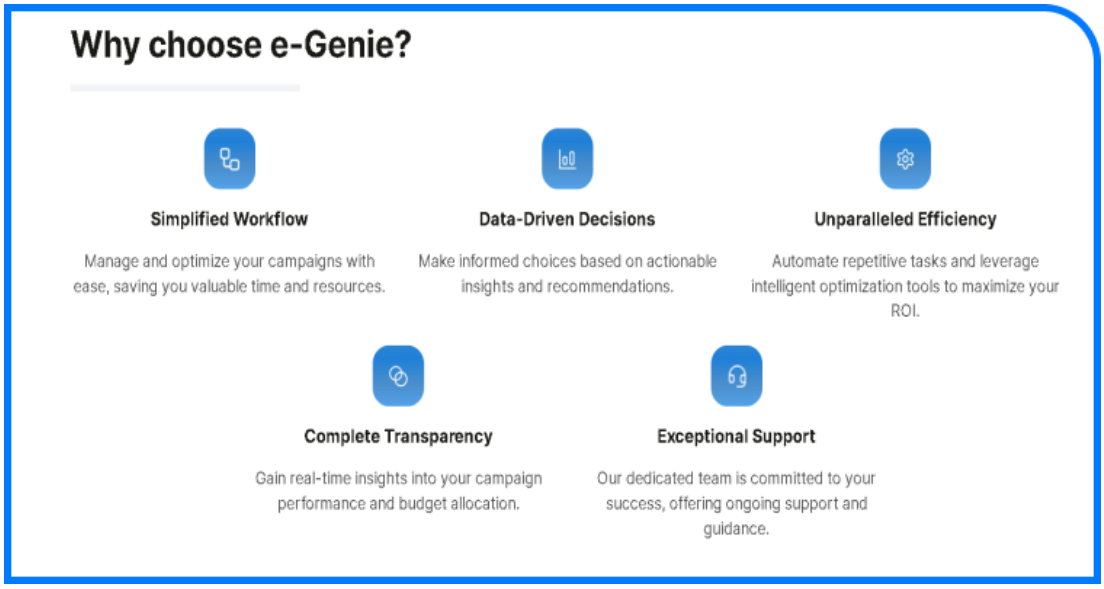


Figure 2.6: Why E Genie

2.9 Benefits of Catalog Management, Asset Management & Approval Management

- Streamlines the transition from NPD to NPI, ensuring efficient product integration and market readiness.
- Provides a centralized platform for organizing product information and visual assets, reducing errors and redundancies.
- Enhances collaboration and communication among stakeholders, facilitating smoother approval workflows and decision-making processes.
- Improves brand consistency and quality assurance by standardizing product listings and visual assets across platforms.
- Enables real-time tracking and monitoring of approvals and asset usage, leading to increased transparency and accountability.
- Optimizes resource use by managing product info and assets, reducing manual effort.
- Enables agility in responding to market demands with quick updates and modifications.

CHAPTER 3: DESIGN PROCESS

Our design journey, spanning from initial research to high-fidelity wireframes, epitomized meticulous planning and iterative refinement. Beginning with user research, we unearthed crucial insights driving every design decision. Low-fidelity wireframes allowed us to explore functionality and flow, while high-fidelity prototypes added polish and detail. Throughout, collaboration and communication were paramount, ensuring alignment with stakeholder expectations and user needs. By embracing feedback-driven iterations and maintaining a user-centric approach, we crafted a seamless and intuitive product. This journey underscores the significance of thorough exploration, teamwork, and iterative refinement in achieving exceptional design outcomes.

3.1 Design System

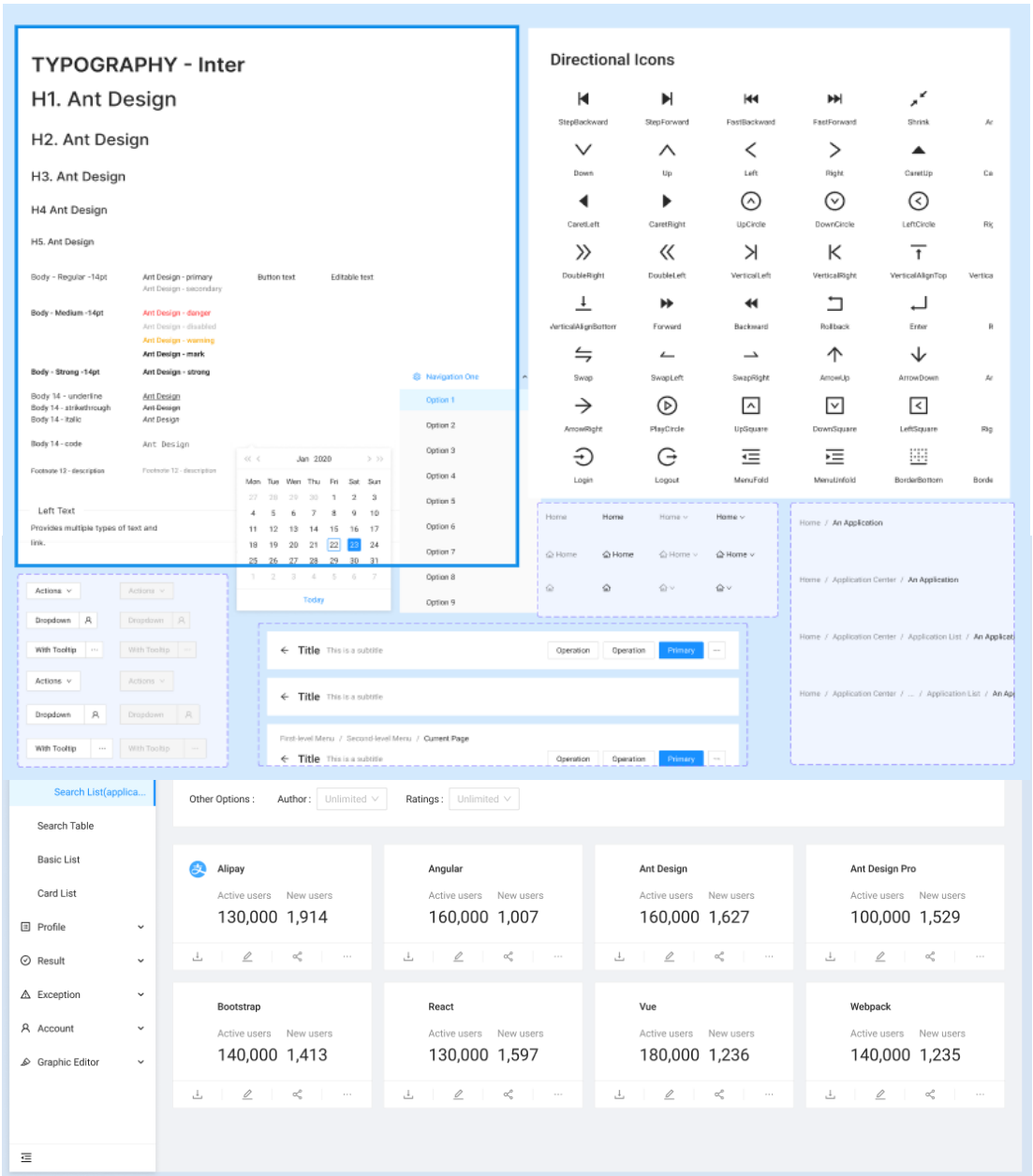


Figure 3.1: Design System

3.2 Lo-Fidelity Wireframes

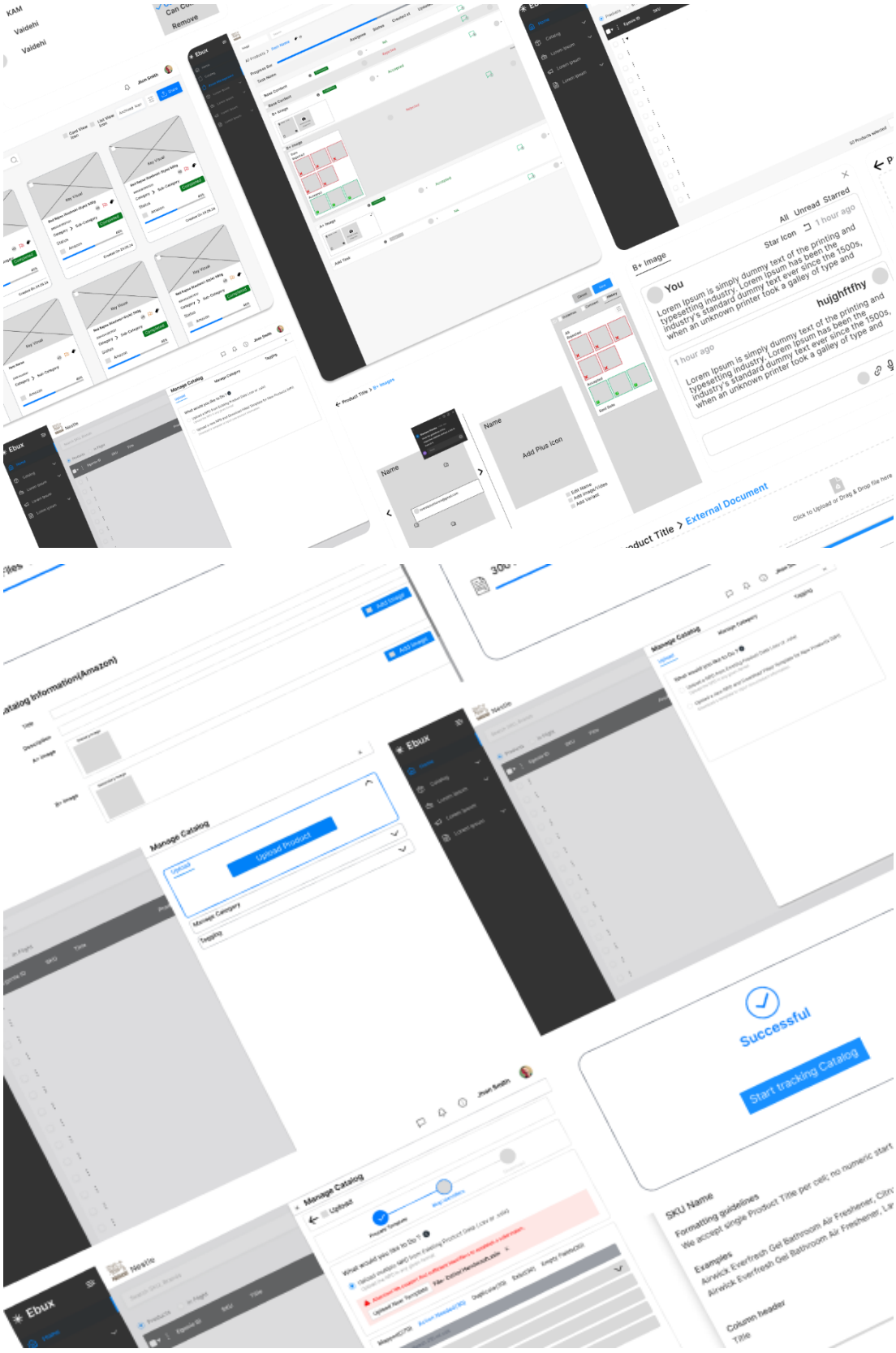
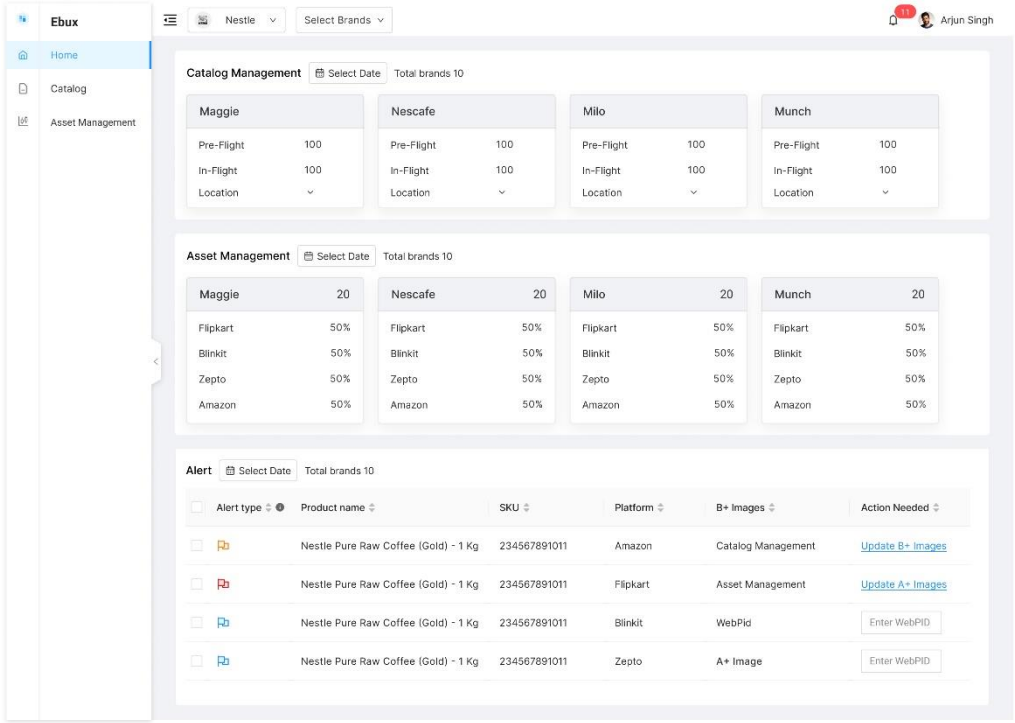


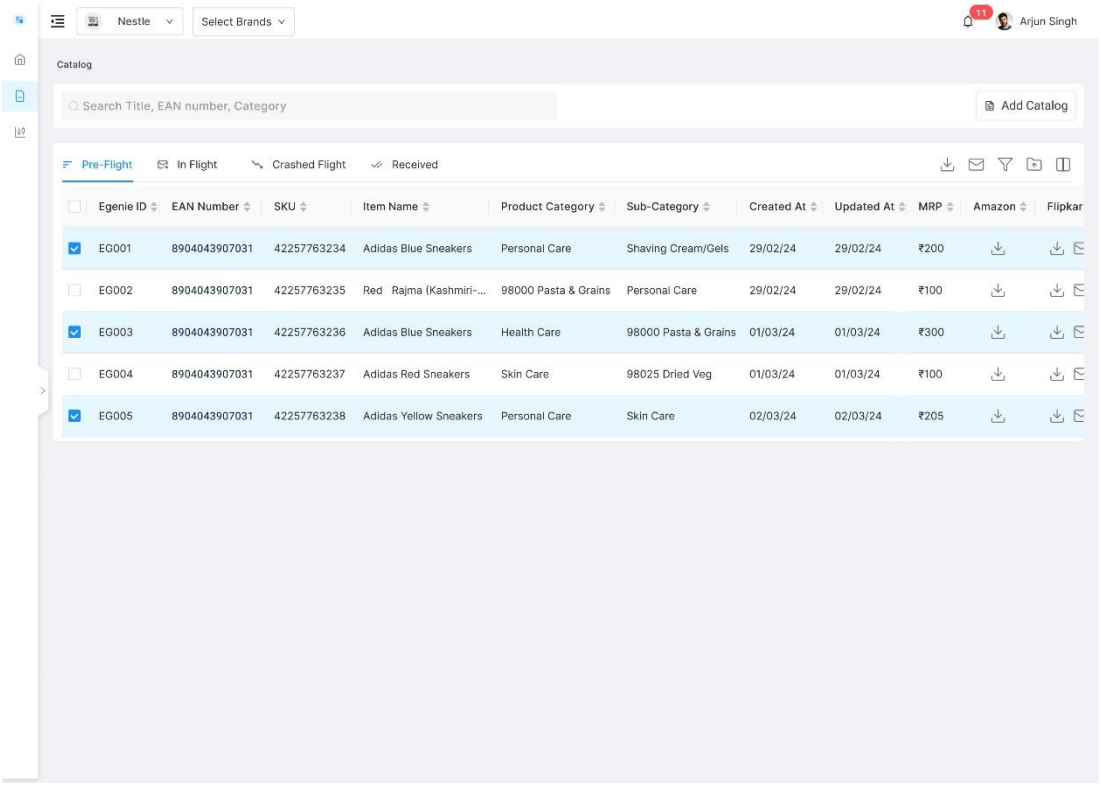
Figure 3.2: Lo-Fi Wireframes

3.3 Hi-Fidelity Wireframes

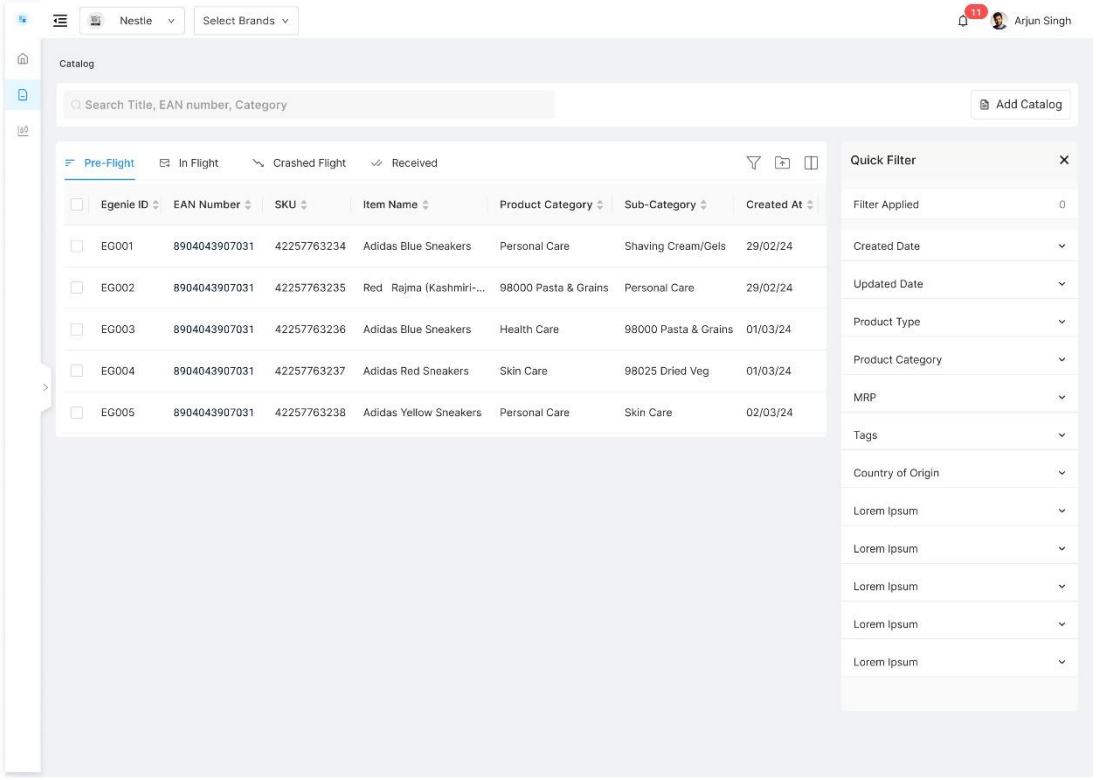
3.3.1 DASHBOARD



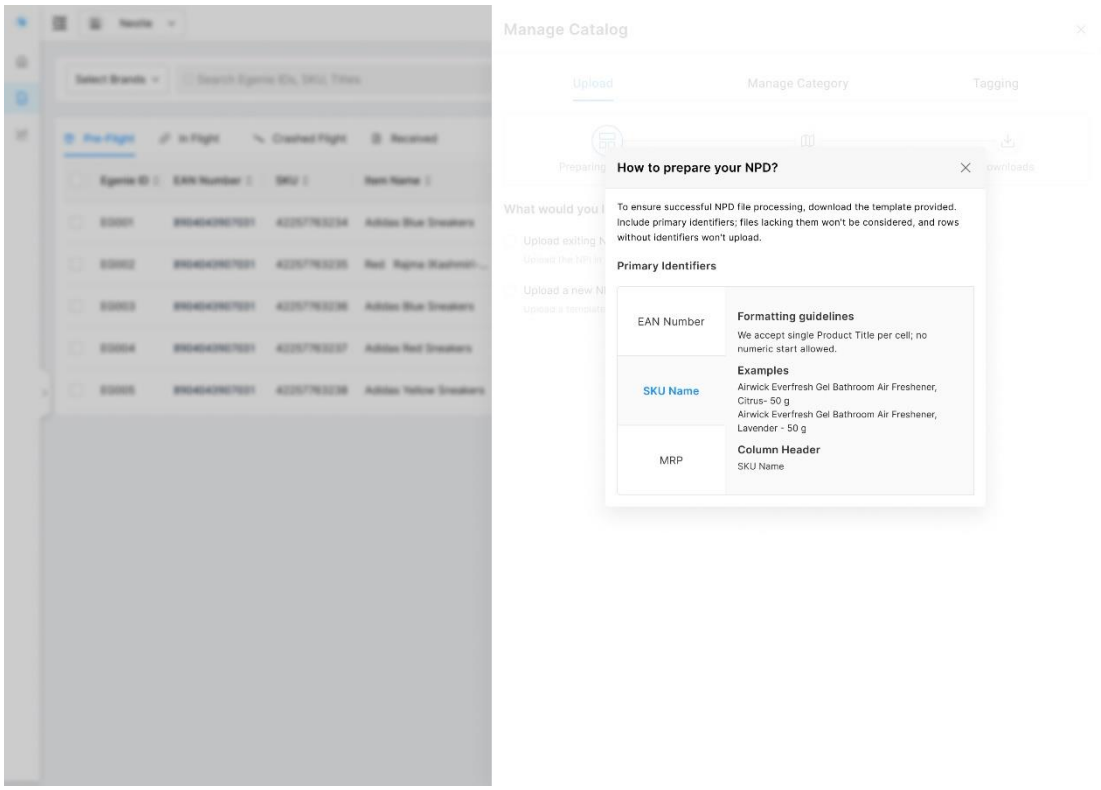
3.3.2 CATALOG MANAGEMENT



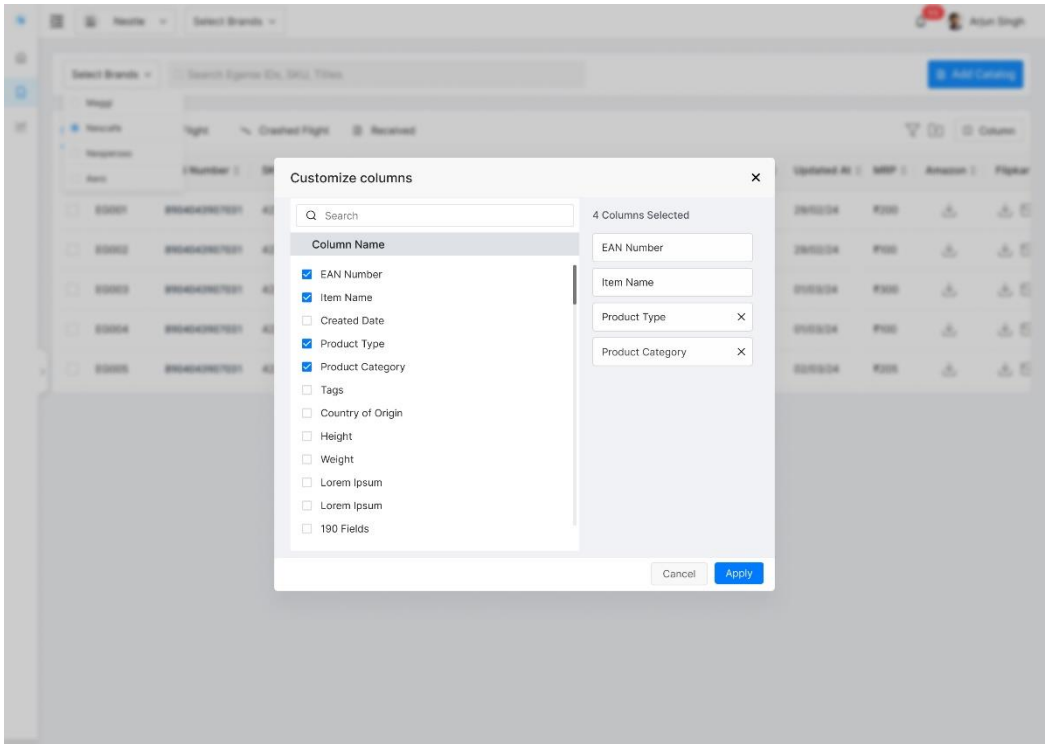
- **Product listing**



- **Quick Filter**



- **How to prepare NPD**



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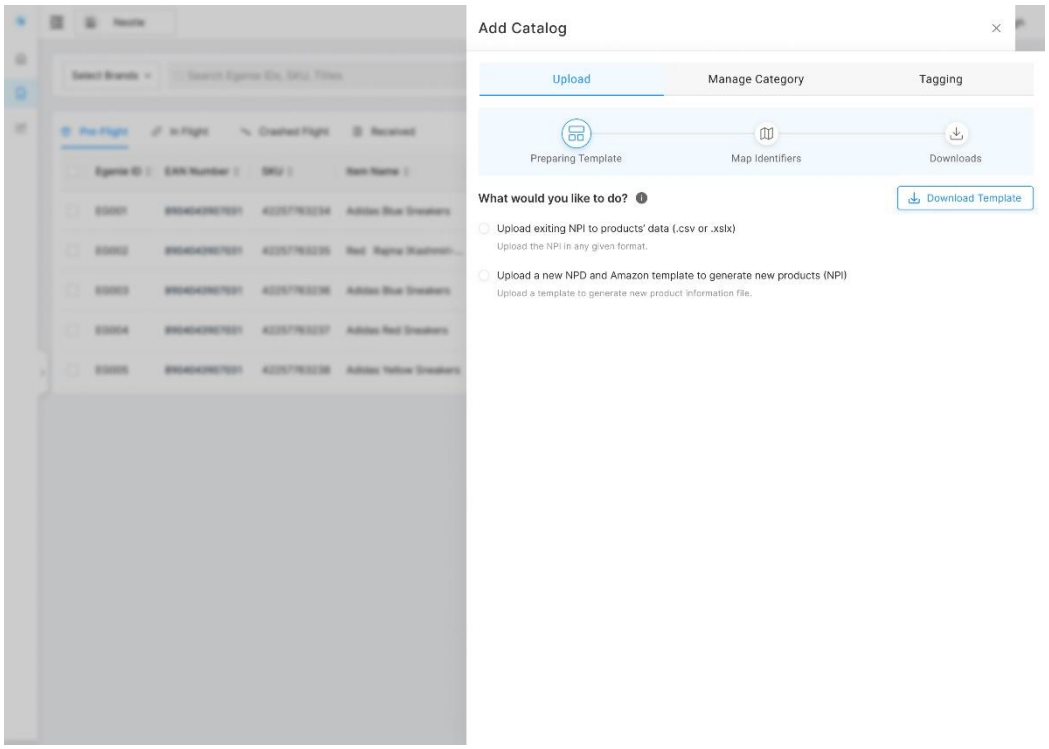
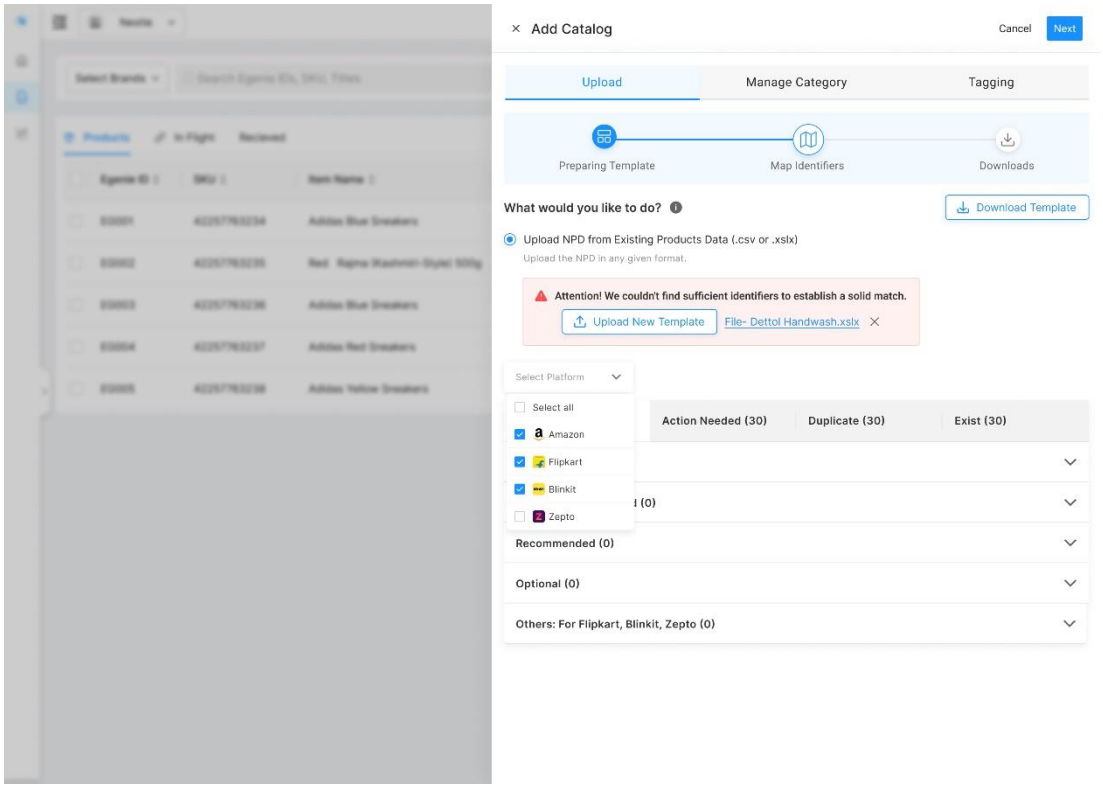
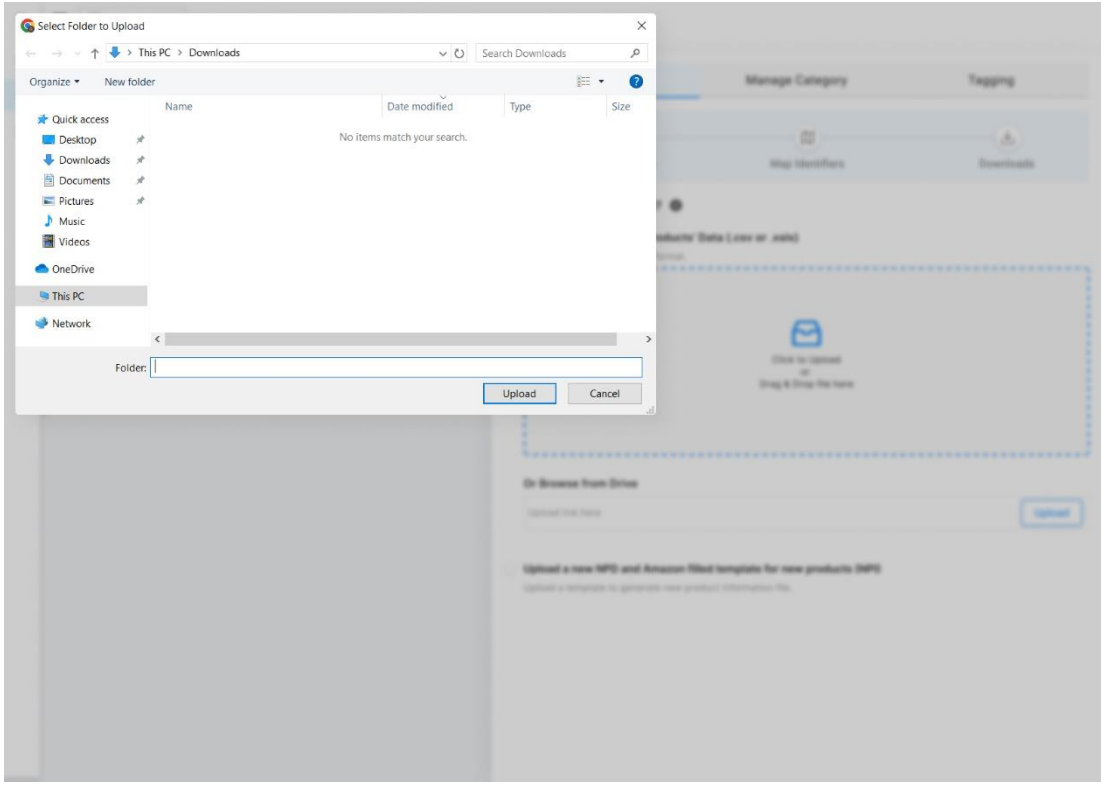


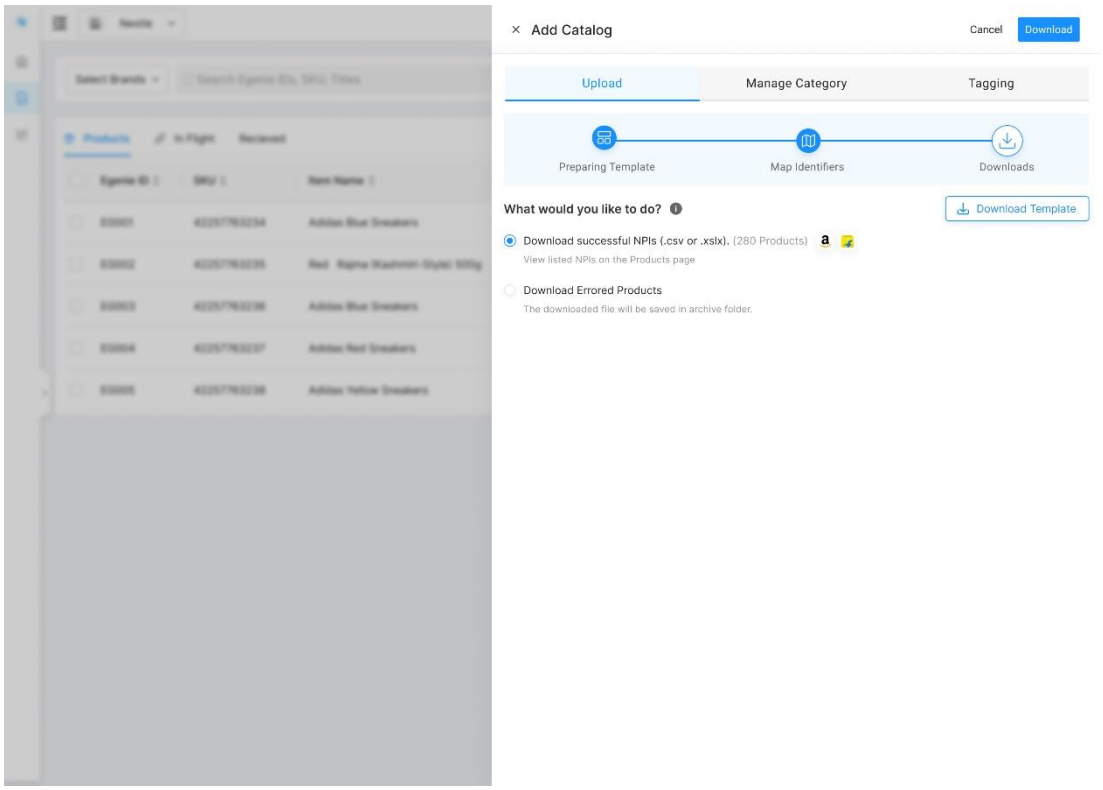
- **Add Catalog**



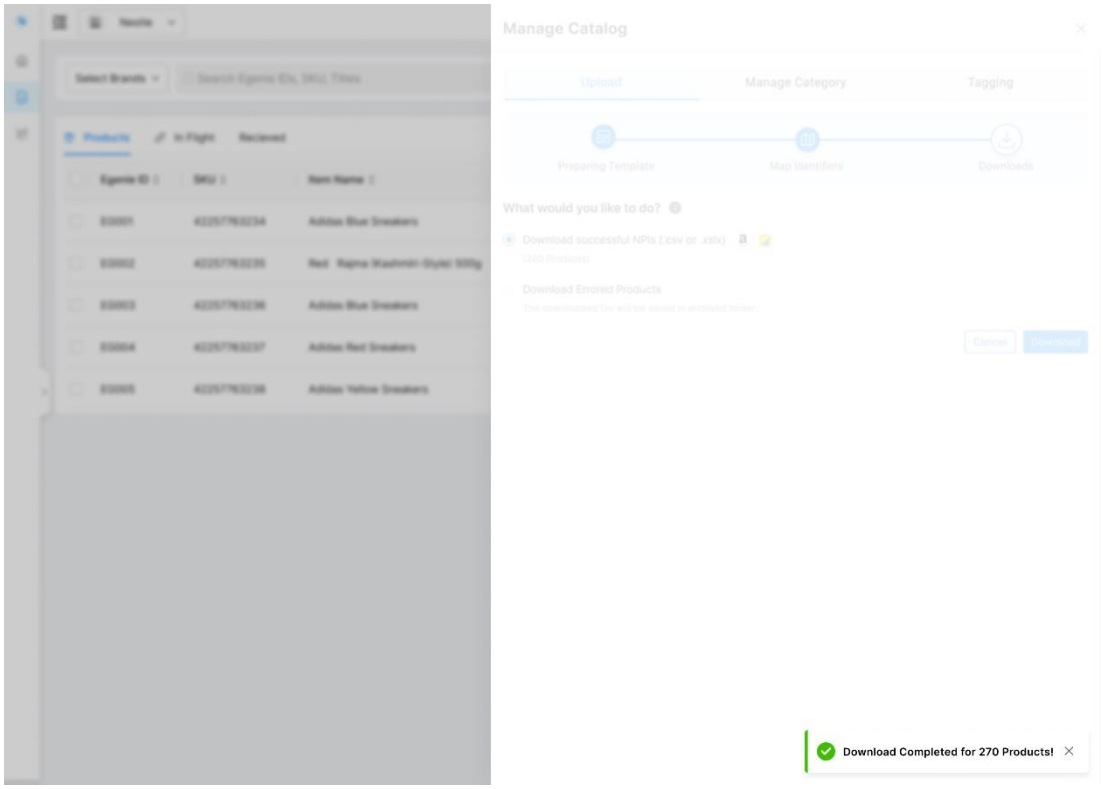
- **Upload NPD**



- **Upload Modal**

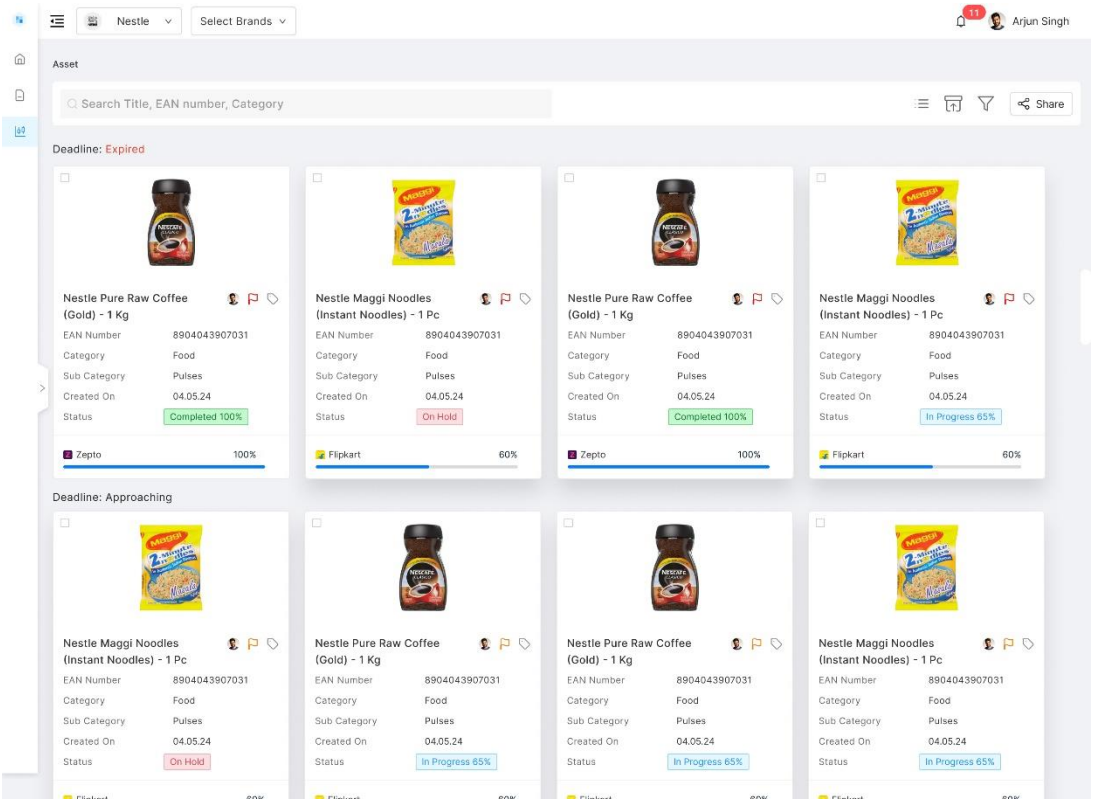


- **Map Identifiers**

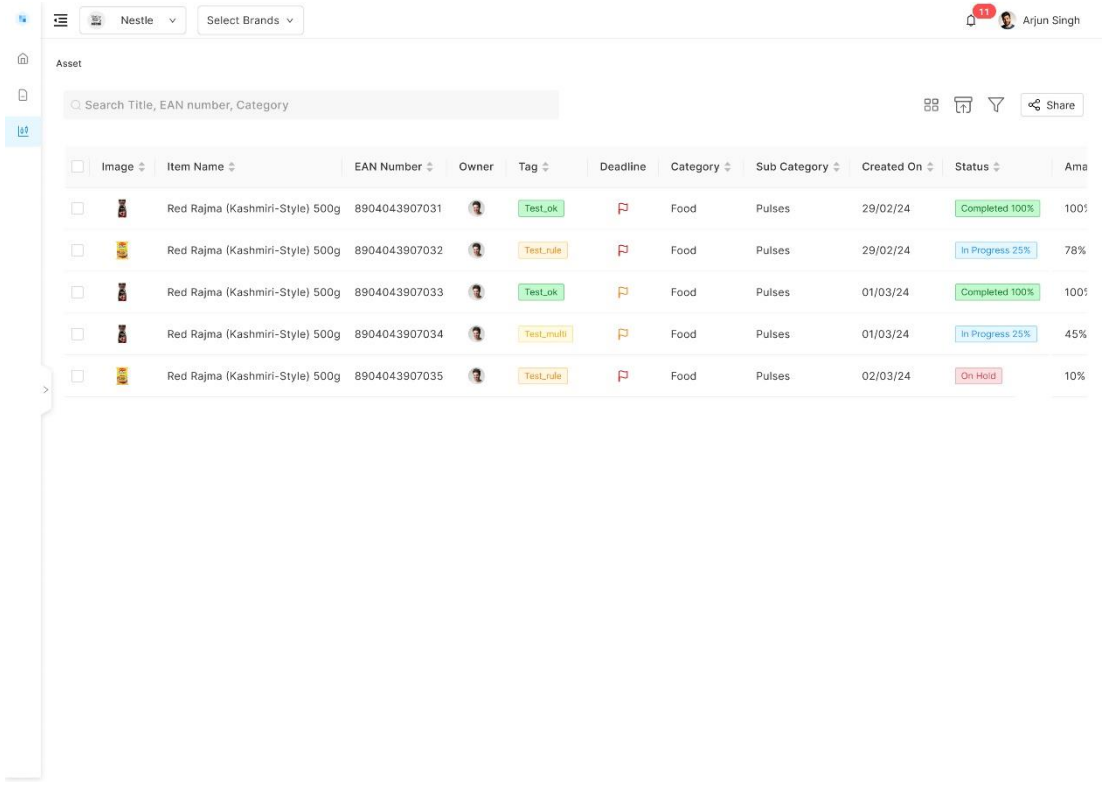


- **Download Pop-up**

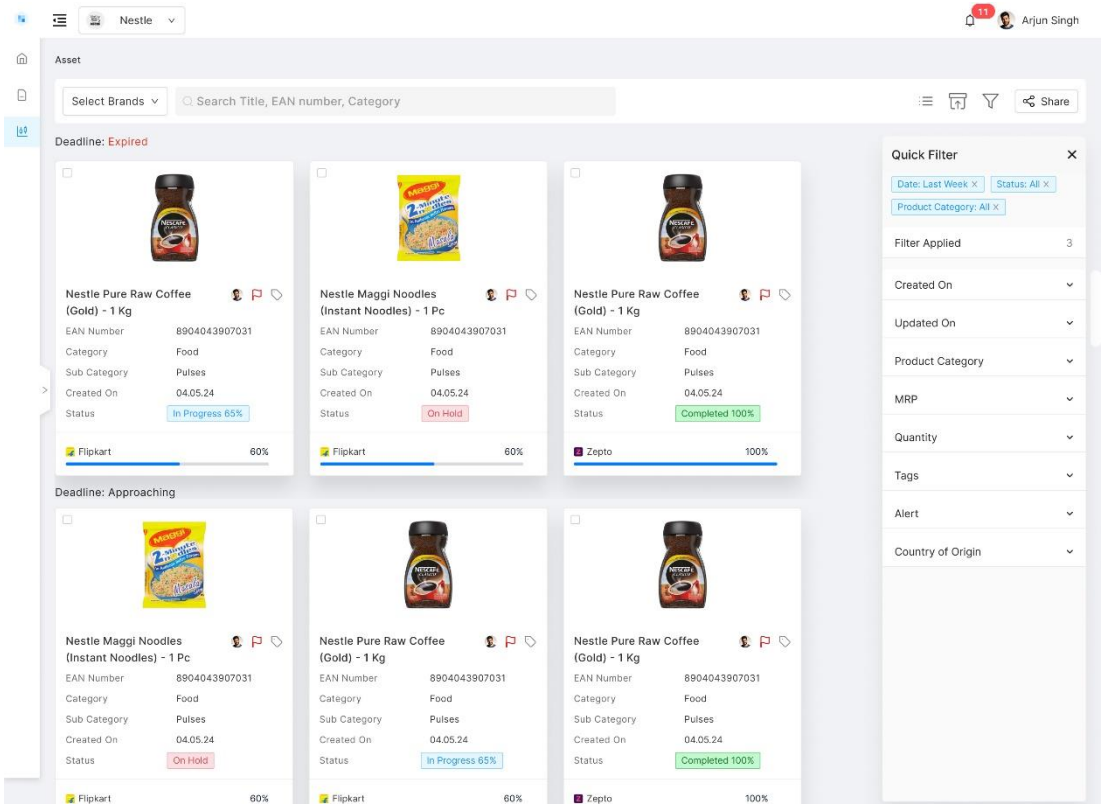
3.3.3 ASSET MANAGEMENT



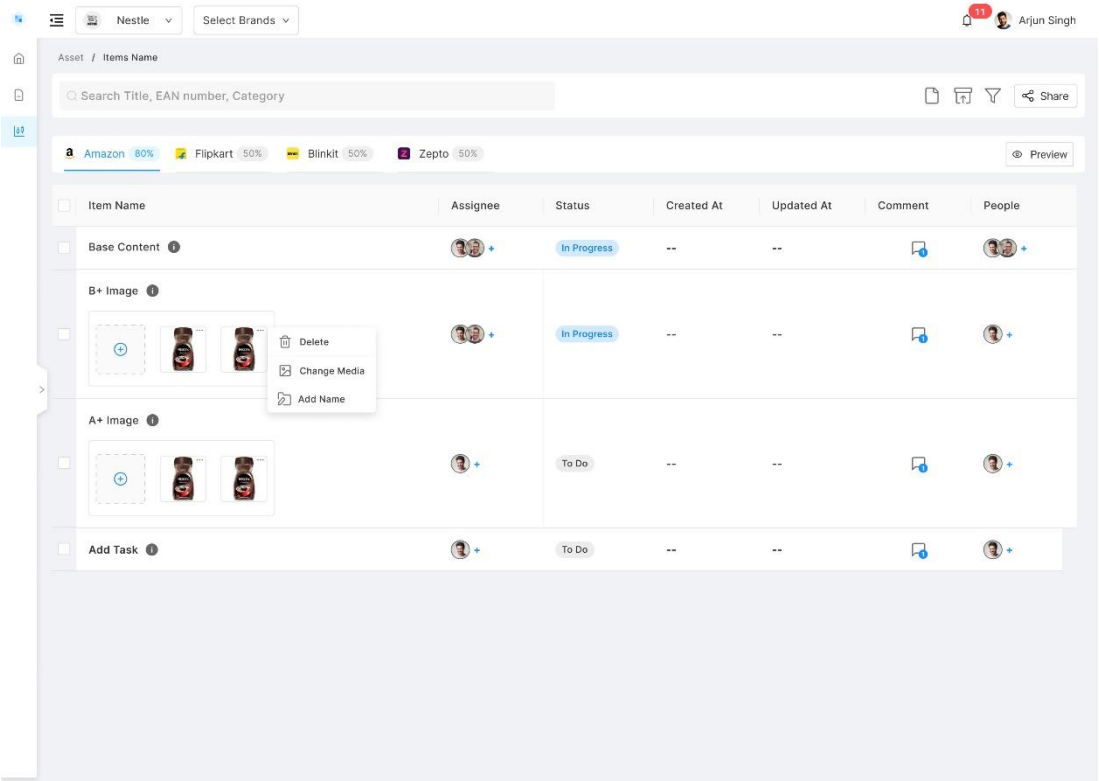
- **Product Listing(Card View)**



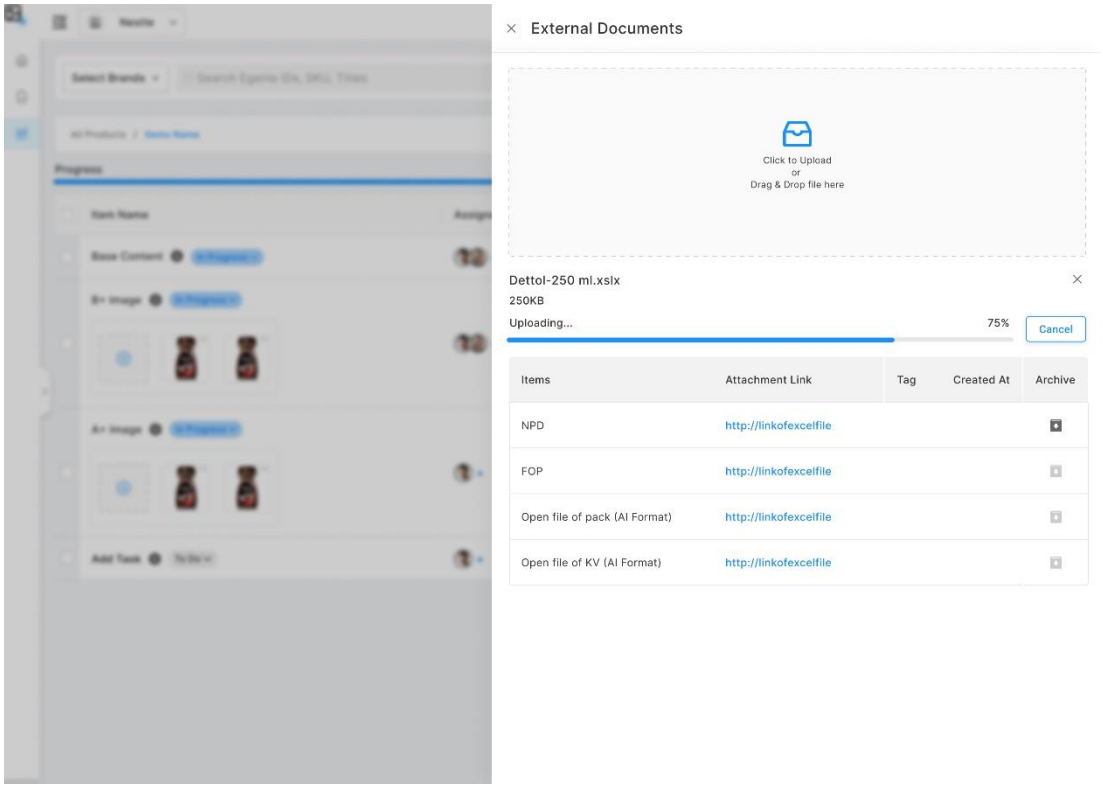
- **Product Listing (List View)**



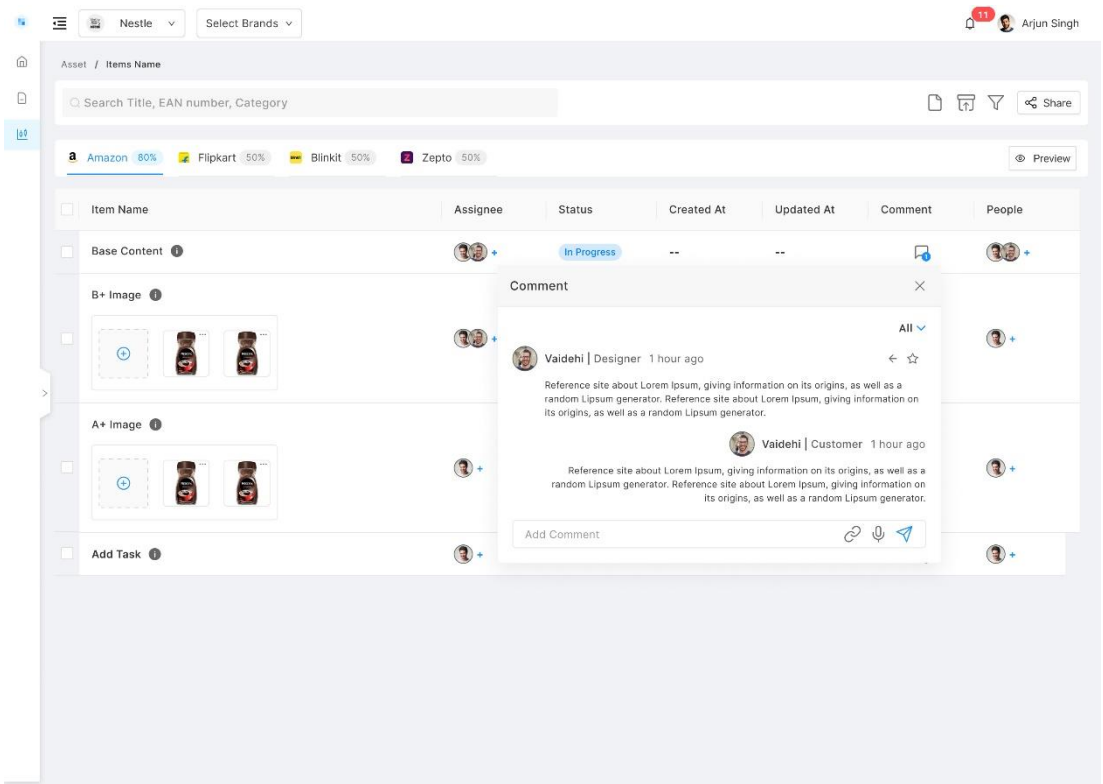
- **Quick Filter**



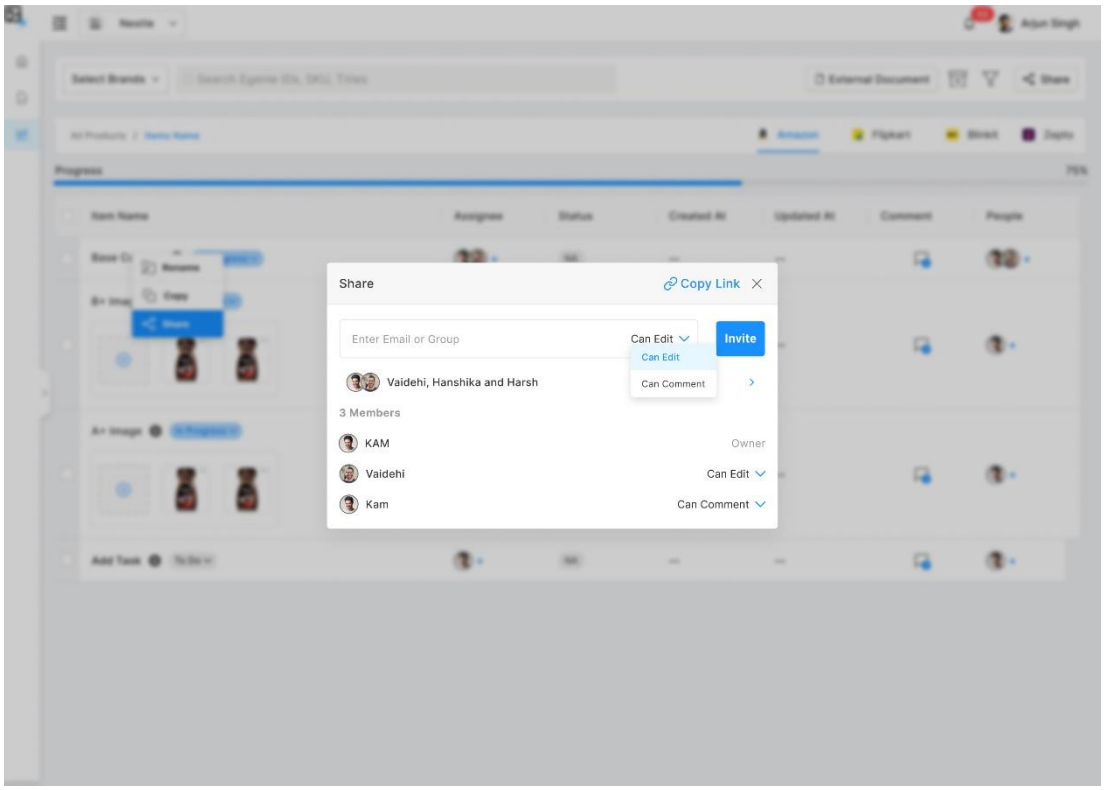
- **Item Folder**



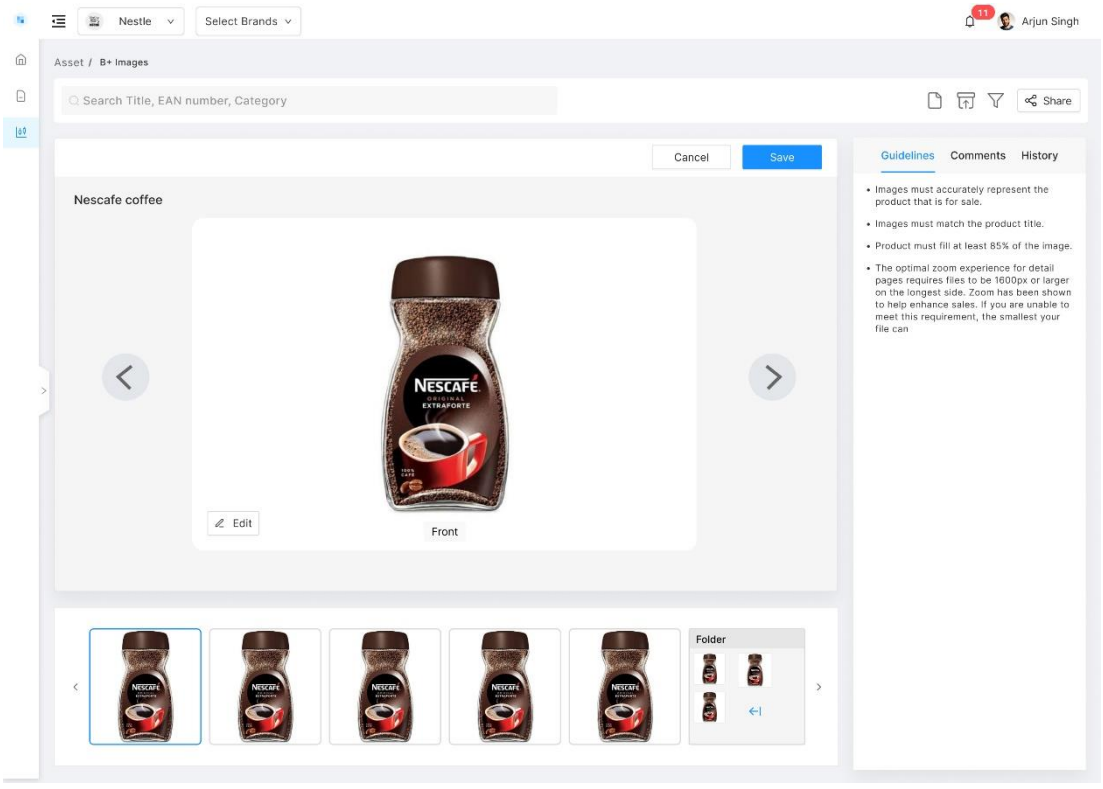
- **External Document**



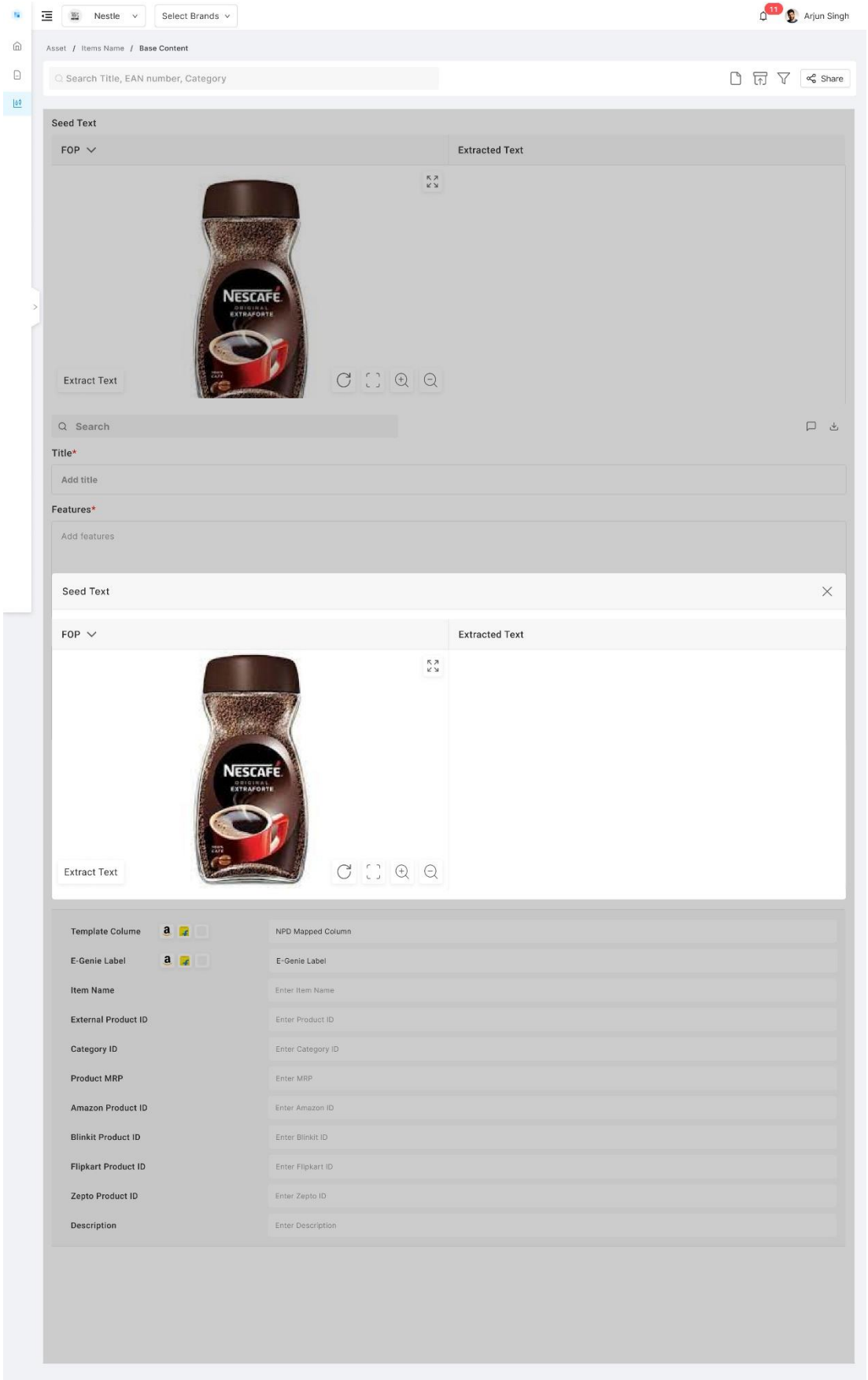
- **Comment**



- **Share**

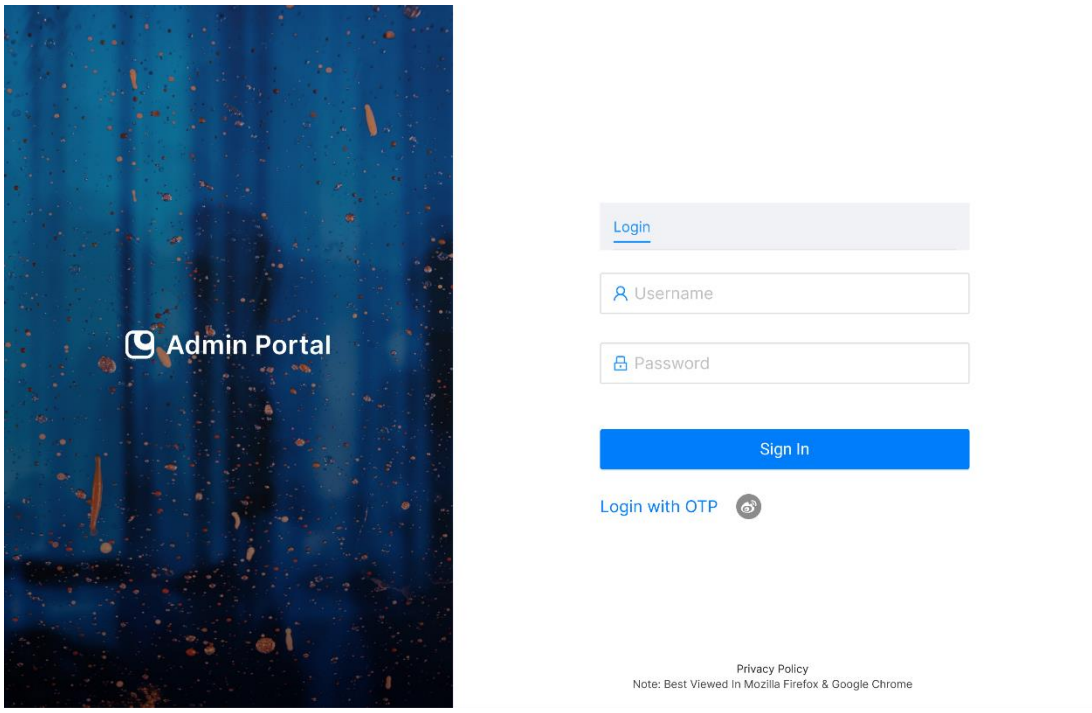


- **B+ Images**

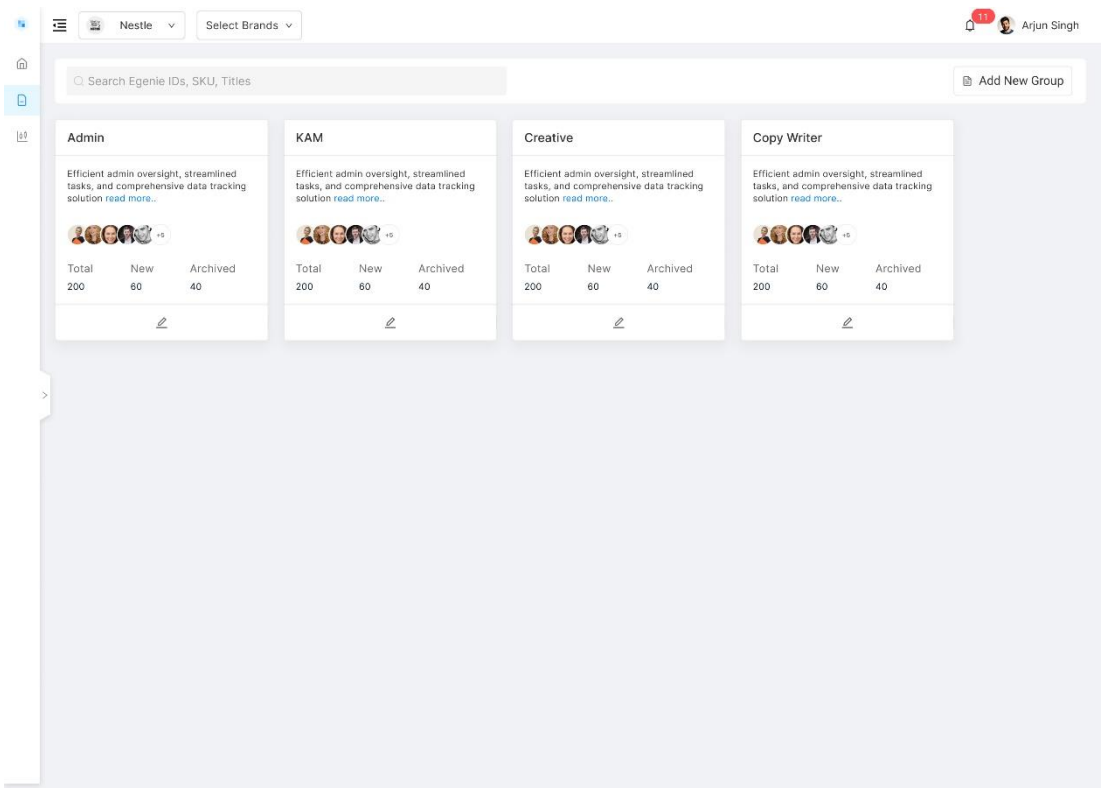


- **Base Content**

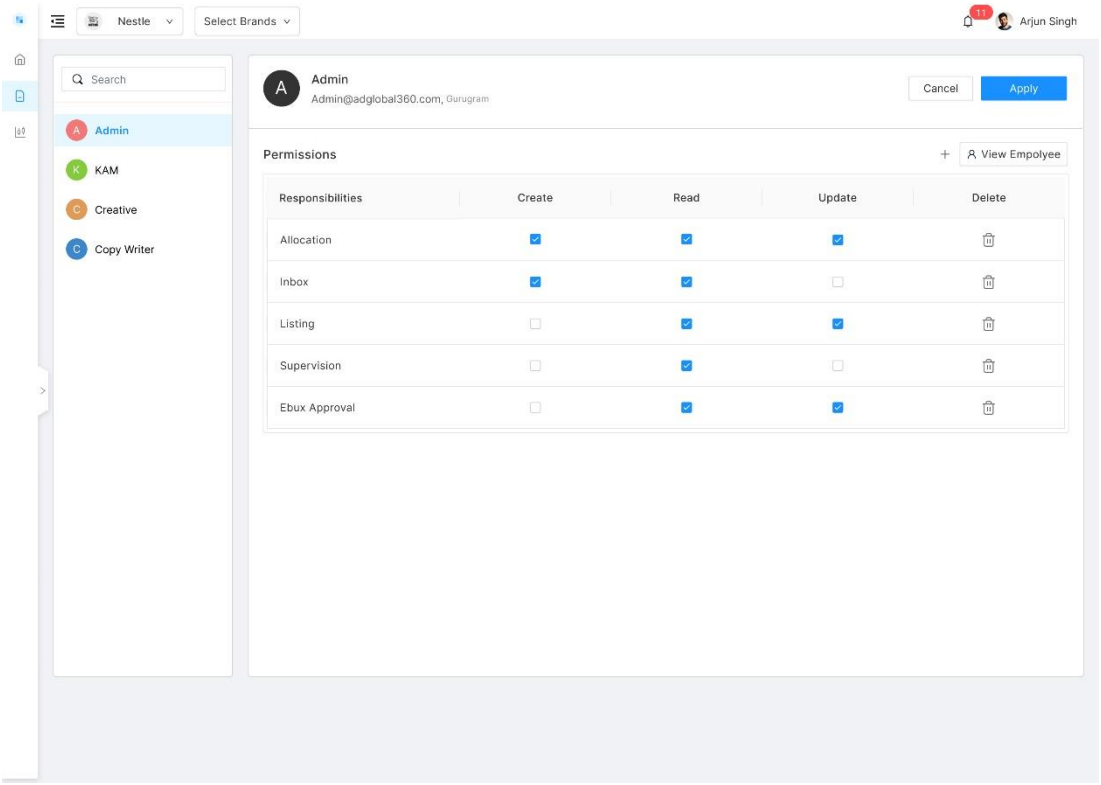
3.3.4 APPROVAL MANAGEMENT



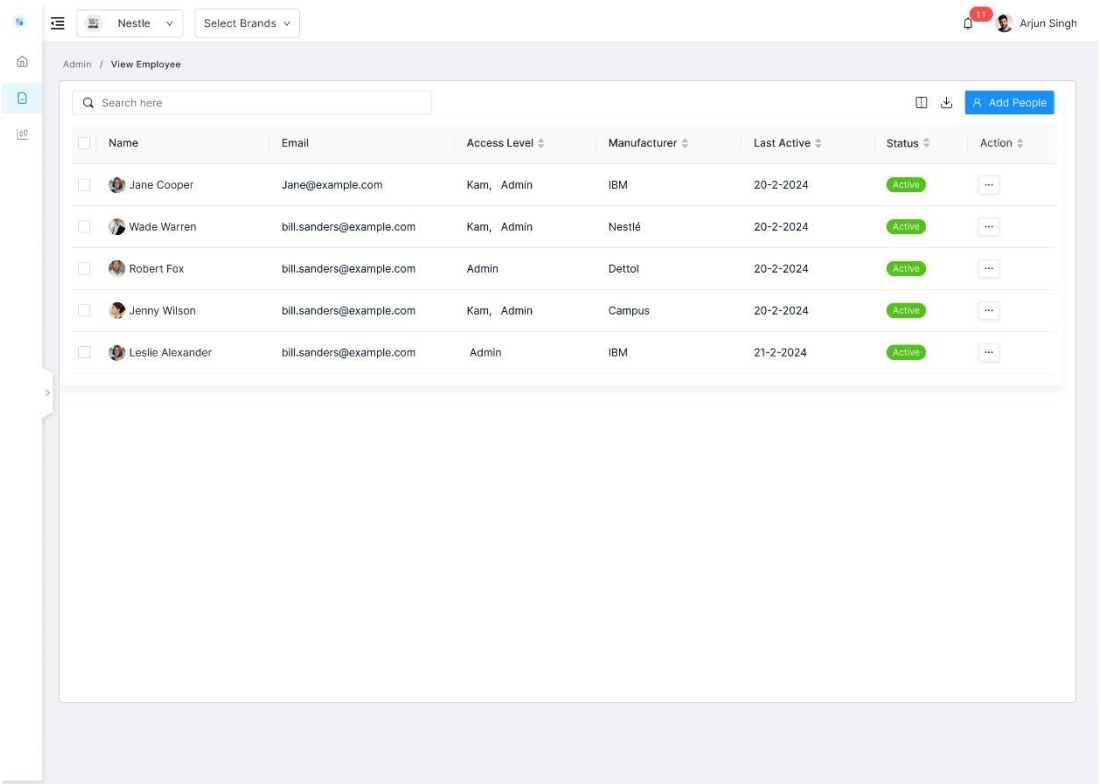
- **Login**



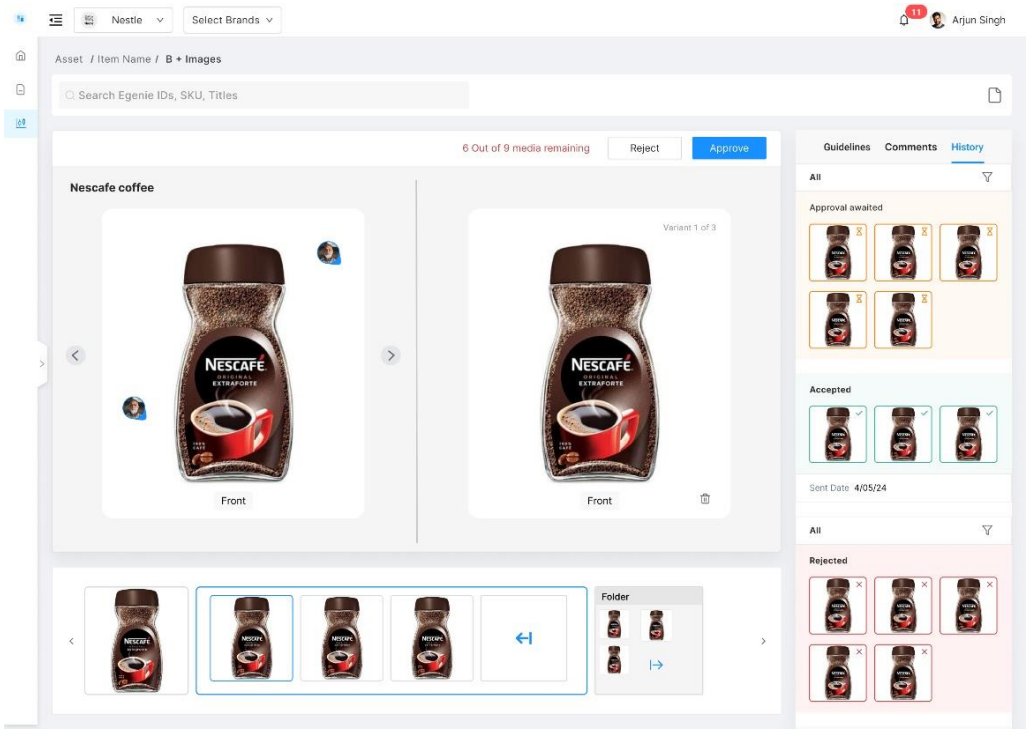
- **Groups**



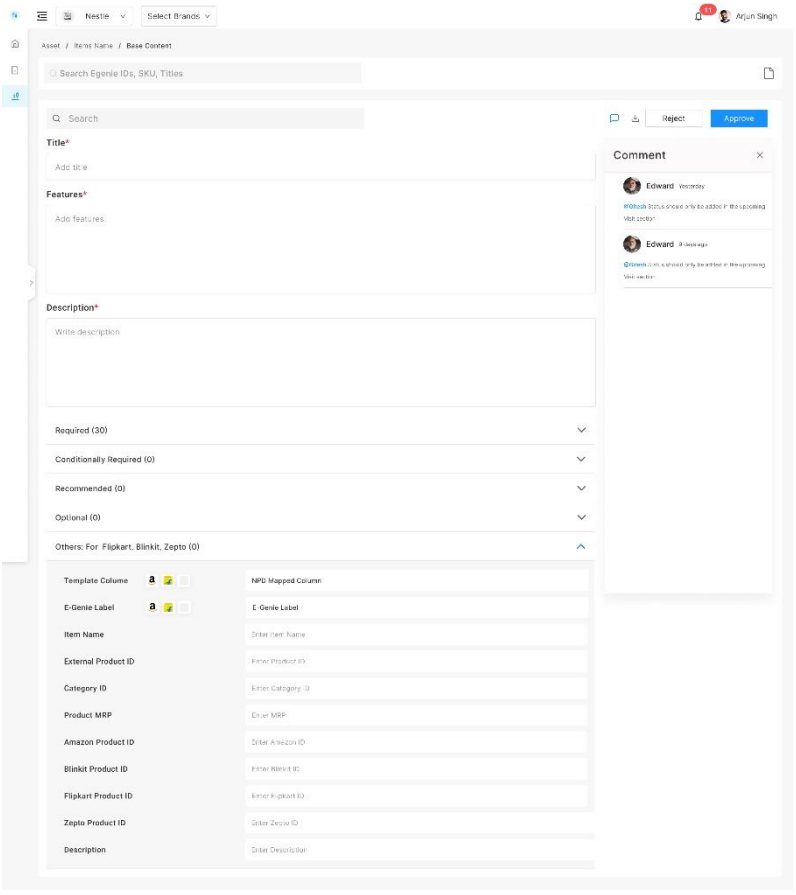
- **Responsibilities**



- **View Employee**



- **B+ Image (Client's View)**



- **Base Content (Client's View)**

3.3.4 FINAL E-COMMERCE WIREFRAME

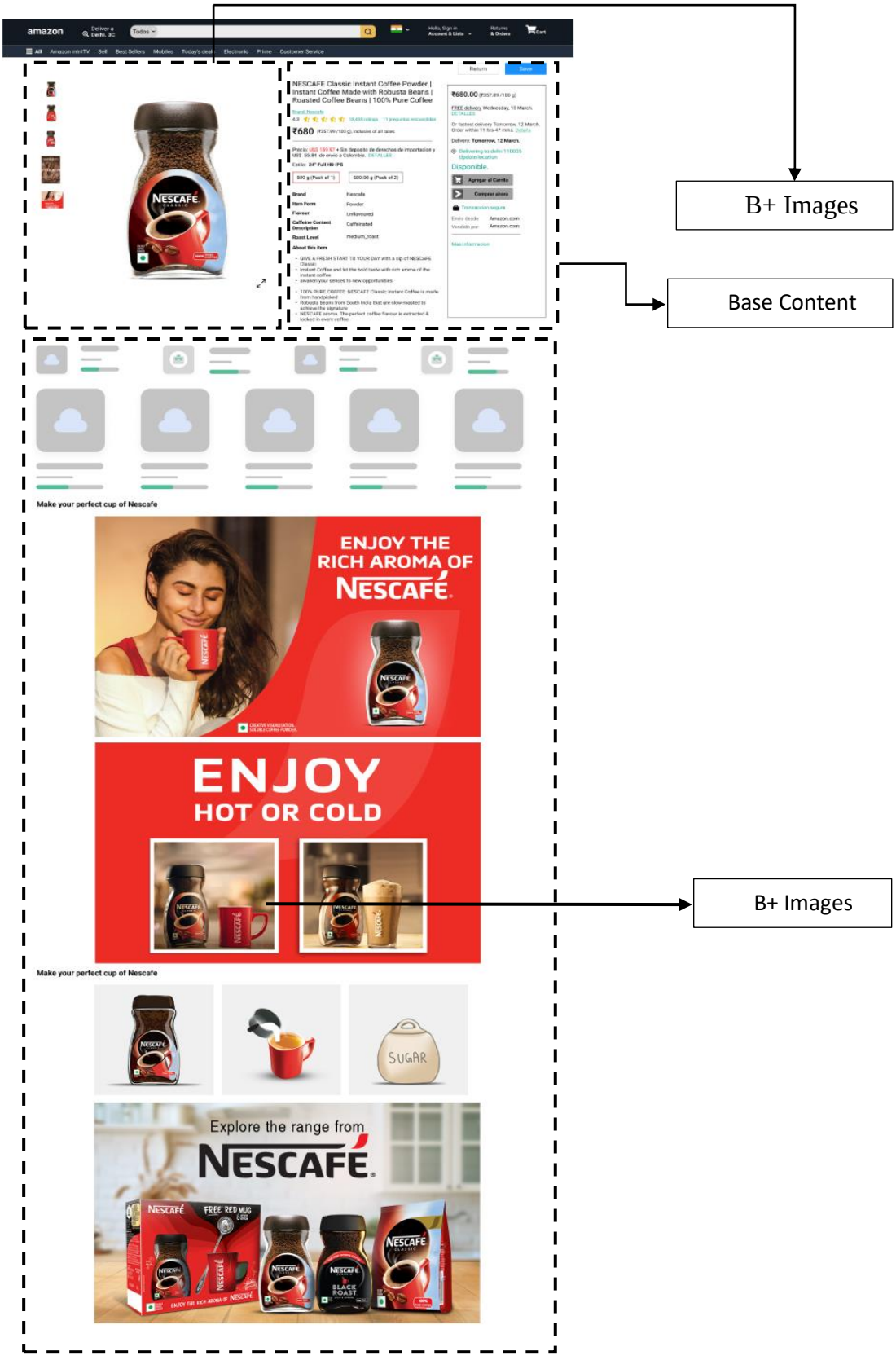
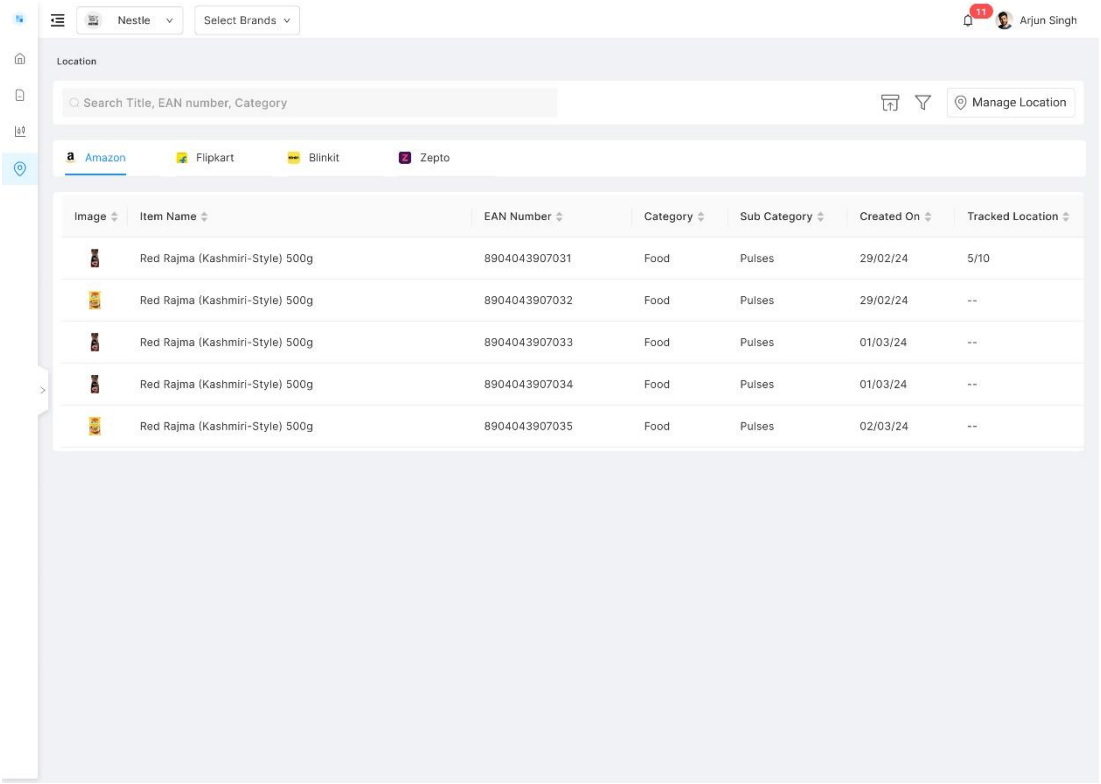
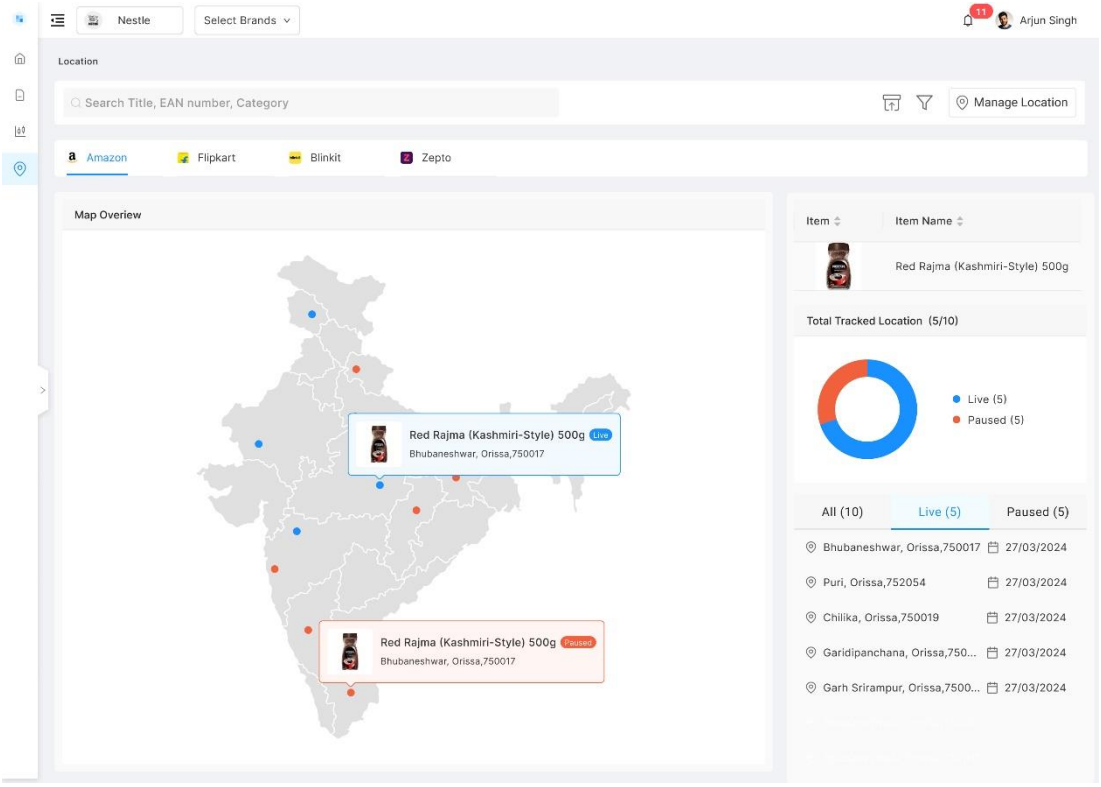


Figure 3.3: Final E-commerce Wireframe

3.3.6 LOCATION



- **Product Listing**



- **Map View**

CHAPTER 4: A DAY AS A UXD INTERN AT OFFICE(COMIC)

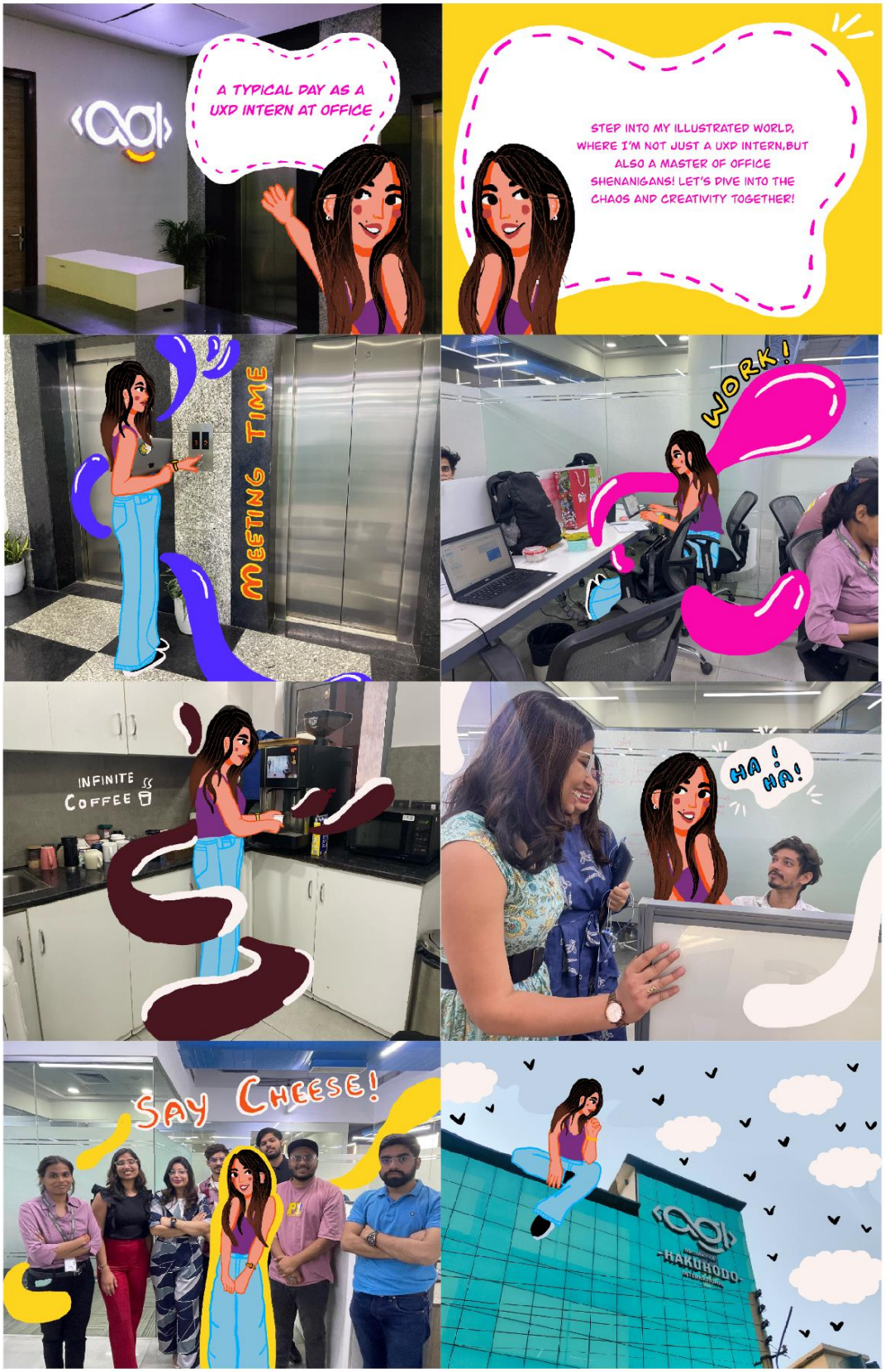


Figure 4.1: Day in the life of an UXD Intern comic

CHAPTER 5: MY JOURNEY AT AGL-HAKUHODO

Figure 5.1: Team

In this chapter, I delve into my enriching experience as a User Research and UX Design Intern at AGL Hakuhodo, where I had the privilege of working alongside a talented and diverse team. From immersing myself in user research methodologies to contributing to the design of user-centric solutions, my time at AGL Hakuhodo was marked by invaluable learning and professional growth.

5.1 Team Dynamics and Collaboration

Within the vibrant ecosystem of AGL Hakuhodo, I found myself surrounded by passionate individuals driven by a shared commitment to excellence in design and innovation. Collaborating with cross-functional teams comprising UX designers, researchers, developers, and project managers, I gained firsthand exposure to the collaborative dynamics essential for driving impactful design outcomes.

5.2 Hands-On Experience in User Research

As an intern, I actively participated in user research activities, including conducting interviews, usability testing, and synthesizing insights to inform design decisions. Engaging directly with users allowed me to gain deep empathy and understanding of their needs, preferences, and pain points, which formed the foundation of our user-centered design approach.

5.3 UX Design Contributions

In addition to user research, I had the opportunity to contribute to various UX design projects, from wireframing and prototyping to user interface design and interaction design. Leveraging tools such as Figma, Miro & Jira, I collaborated with senior designers to translate user insights into intuitive and visually compelling digital experiences.

5.4 Professional Development and Mentorship

Throughout my internship, I benefited immensely from the mentorship and guidance of seasoned professionals at AGL Hakuhodo. Their expertise, feedback, and encouragement empowered me to push boundaries, explore new ideas, and refine my skills as a budding UX designer & researcher.

CHAPTER 5: CONCLUSION & FUTURE SCOPE

5.1 Conclusion

In conclusion, my journey through the Master of Design program and internship experience at AGL Hakuhodo has been incredibly transformative and enlightening. Through rigorous academic study and hands-on industry exposure, I have deepened my understanding of design theory, methodology, and practical application. Working alongside talented professionals in a dynamic and collaborative environment has equipped me with invaluable skills, insights, and perspectives that will undoubtedly shape my future endeavours in the field of visual communication and user experience design.

5.2 Future Scope

Looking ahead, I am excited to continue my journey as a User Experience Designer, leveraging the knowledge and experiences gained to drive innovation and create meaningful impact in the ever-evolving landscape of design. I aspire to further refine my skills, explore emerging technologies, and champion user-centered design principles to address complex challenges and deliver delightful experiences across various domains and industries. Additionally, I am eager to contribute to the advancement of design education and mentorship initiatives, nurturing the next generation of creative minds and fostering a culture of collaboration, empathy, and innovation within the design community. With boundless opportunities for growth and exploration, I am confident that the skills and insights gained from my academic and professional pursuits will serve as a solid foundation for a fulfilling and impactful career in design.

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