

Case Study

Redesigning a Fortune 100 Pharmaceutical Company's Global Pricing Model Solution

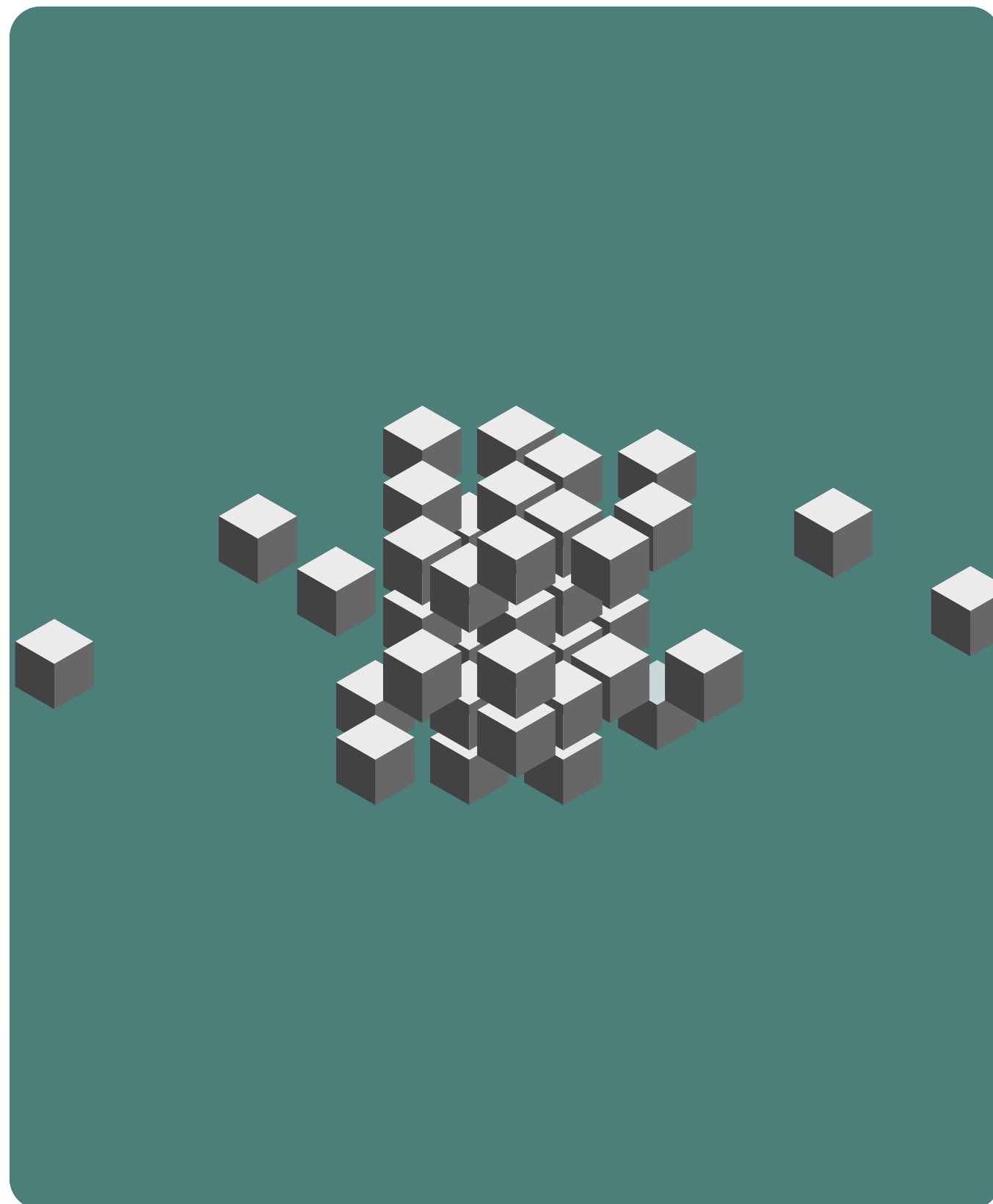
Overview

The Client's legacy pricing system relied on Excel files that were cumbersome to manage, challenging to collaborate on, and inefficient for a global workforce. To address these pain points, I led a design team in creating a centralized, online Global Pricing Tool that streamlined workflows, improved user collaboration, and enhanced usability while retaining familiar Excel-like functionalities to minimize the learning curve.

Challenges

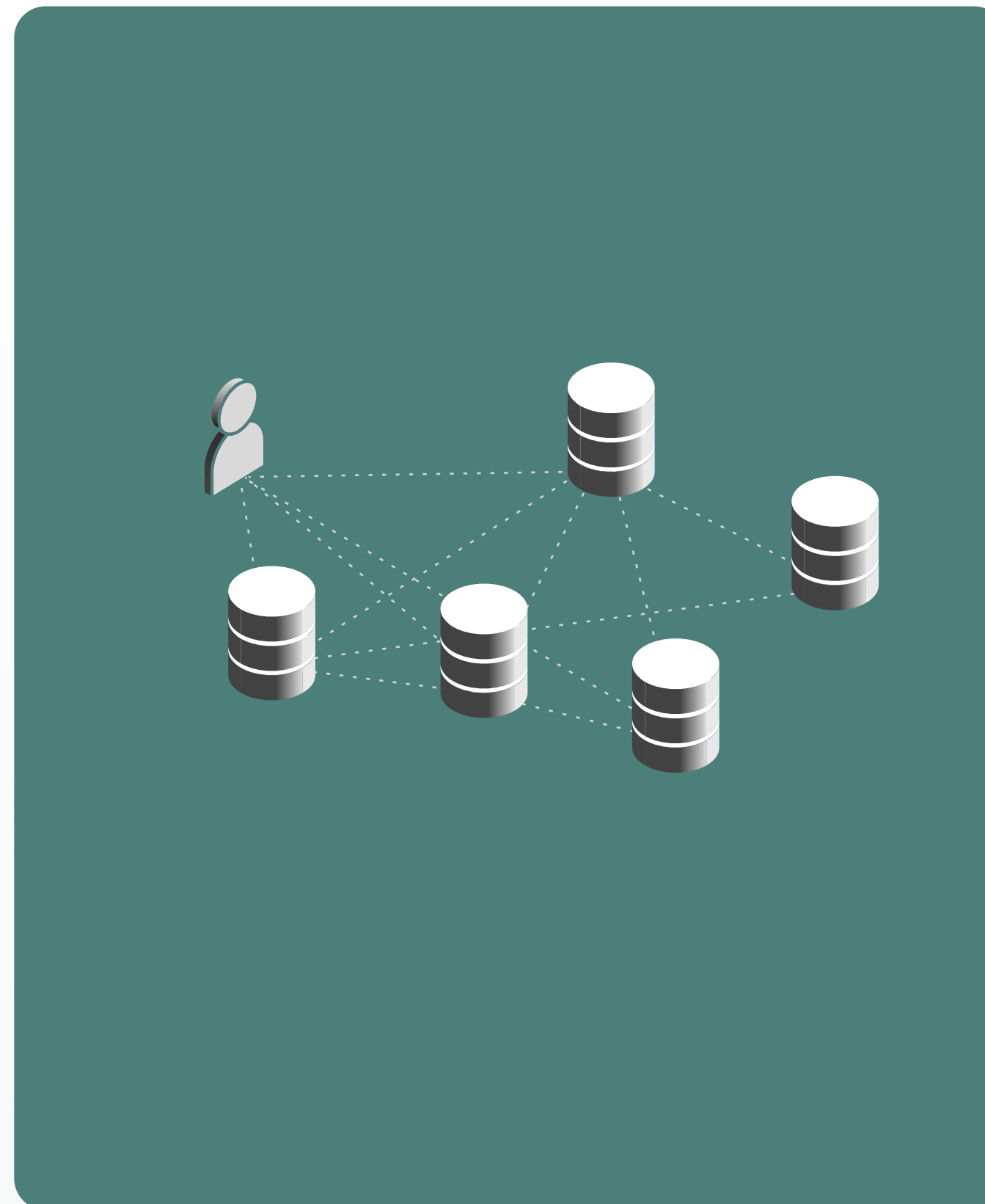
Fragmented & Inefficient Data Management

The existing solution relied heavily on standalone Excel files, which created difficulties in version control, user collaboration, and data consolidation.



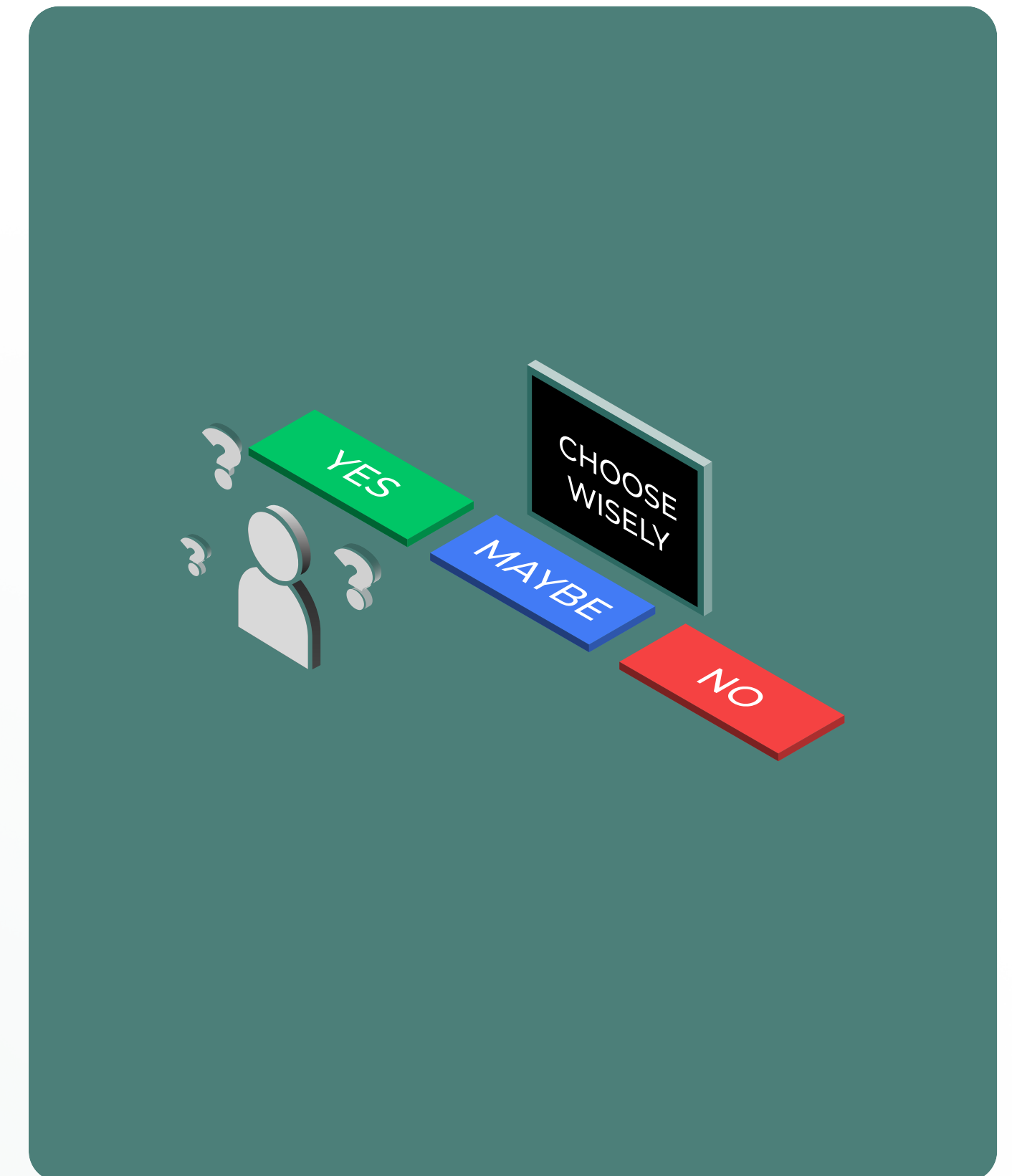
Lack of Centralized Information

Users had to chase down information across multiple platforms, resulting in inefficiencies and data silos.



Usability Challenges for Non-Technical Users

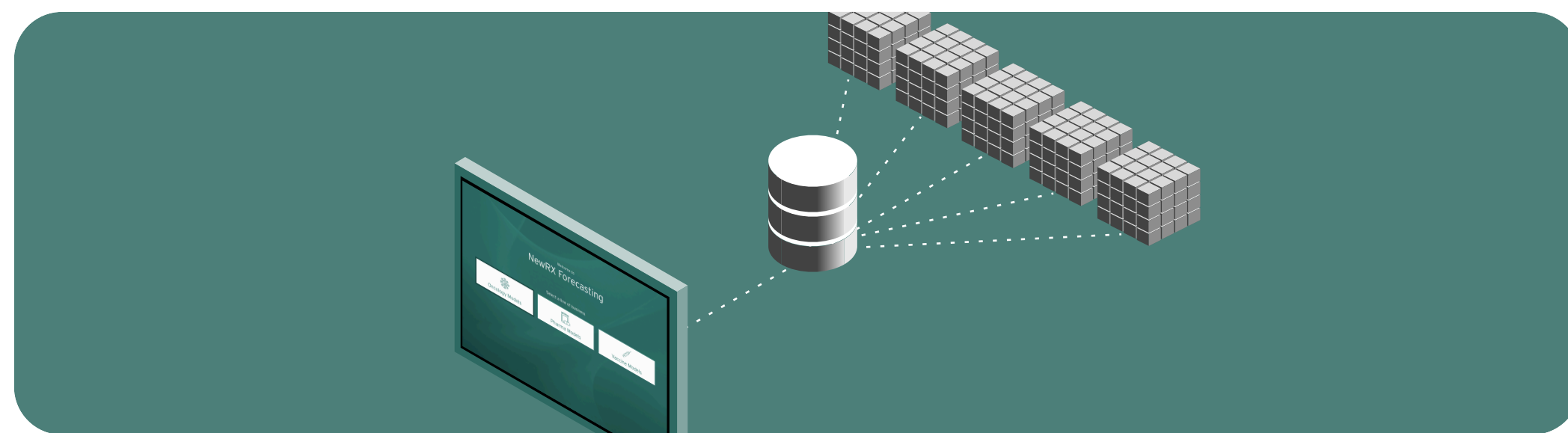
The complexity of Excel-based tools posed usability challenges for non-technical users.



Solution

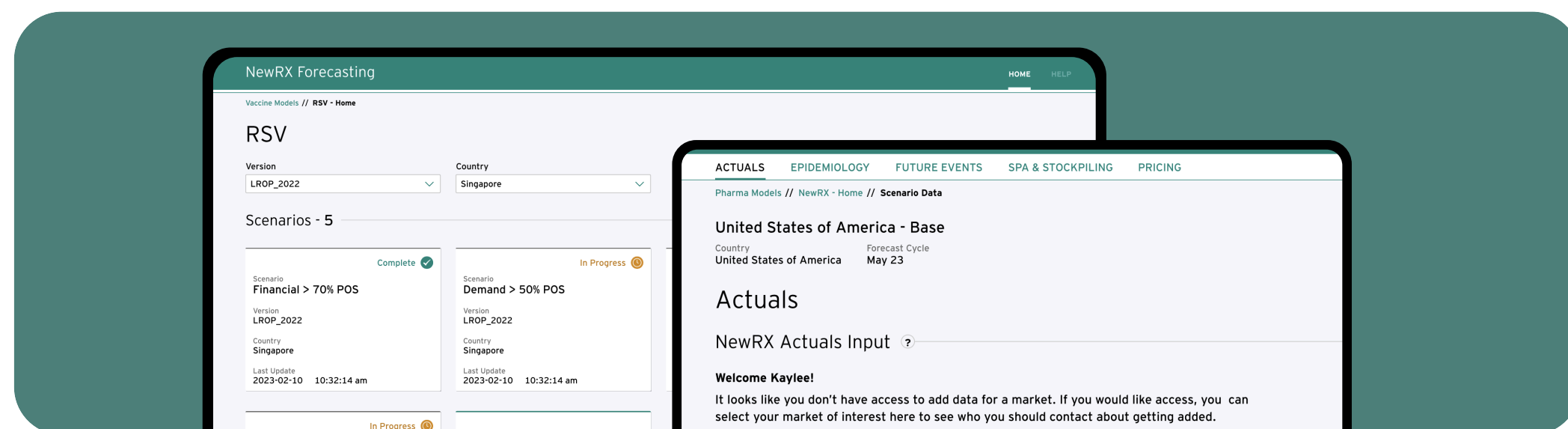
Centralized Online Platform

We developed a web-based application where users could input, manage, and access pricing data specific to their roles.



Collaborative Environment

The platform allowed team members to work together seamlessly, ensuring that all relevant data and documents were in one place.



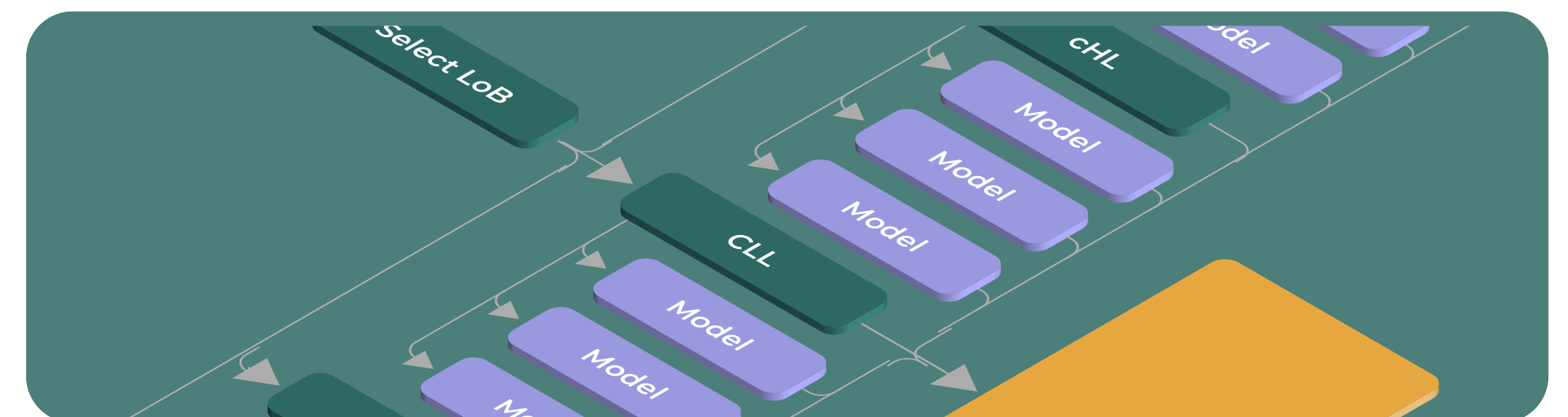
Retaining Familiarity

To ease the transition, we incorporated Excel-like functionalities, such as grid-based data entry and formulas, while improving upon usability with a modern interface.



Streamlined Workflows

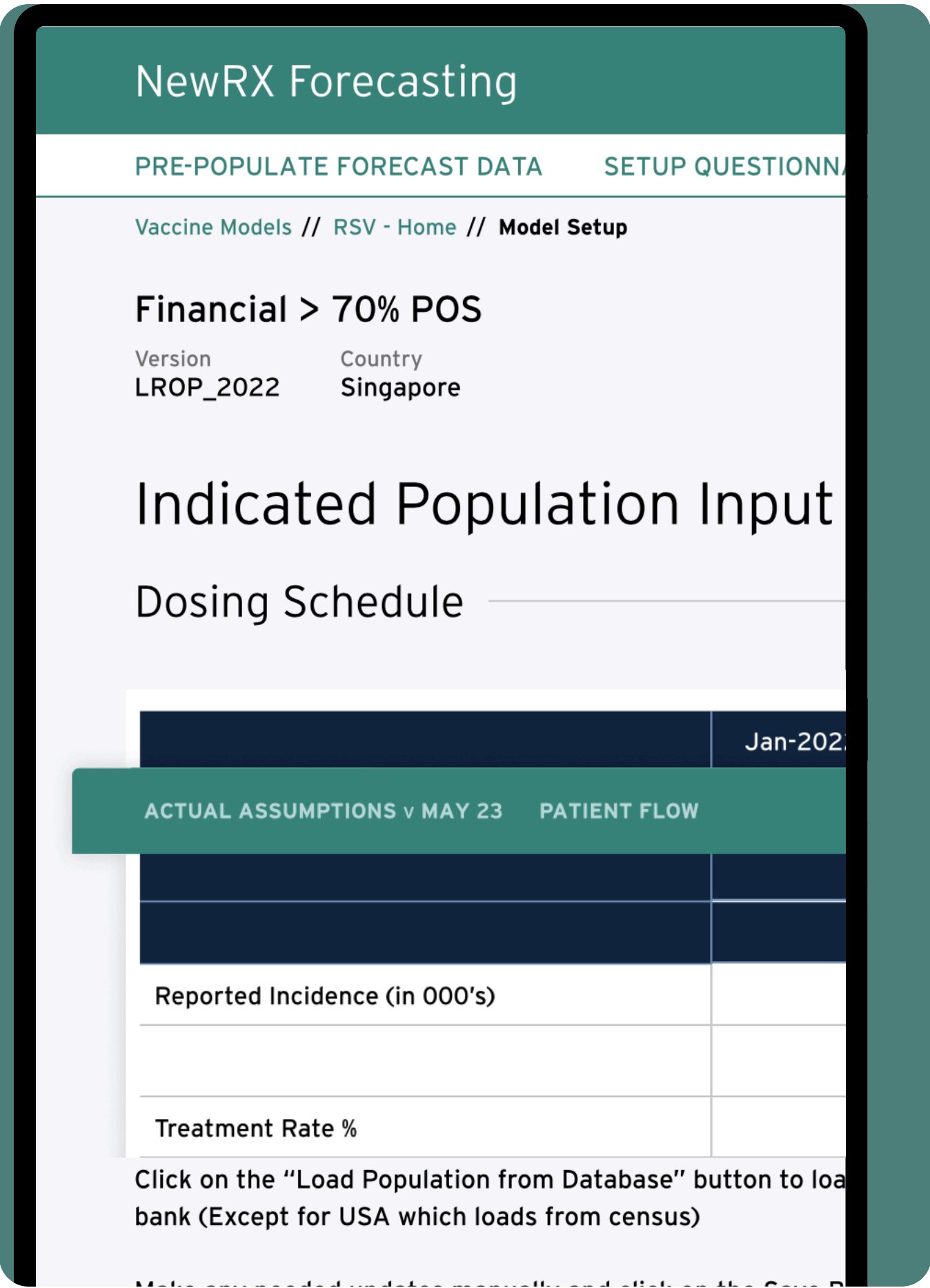
By consolidating all pricing-related processes into a single tool, the platform reduced the time spent searching for documents and enabled faster decision-making.



Key Features

Location & Role-Specific Inputs

Users can enter data relevant to their specific responsibilities while accessing the broader team’s contributions in real time.



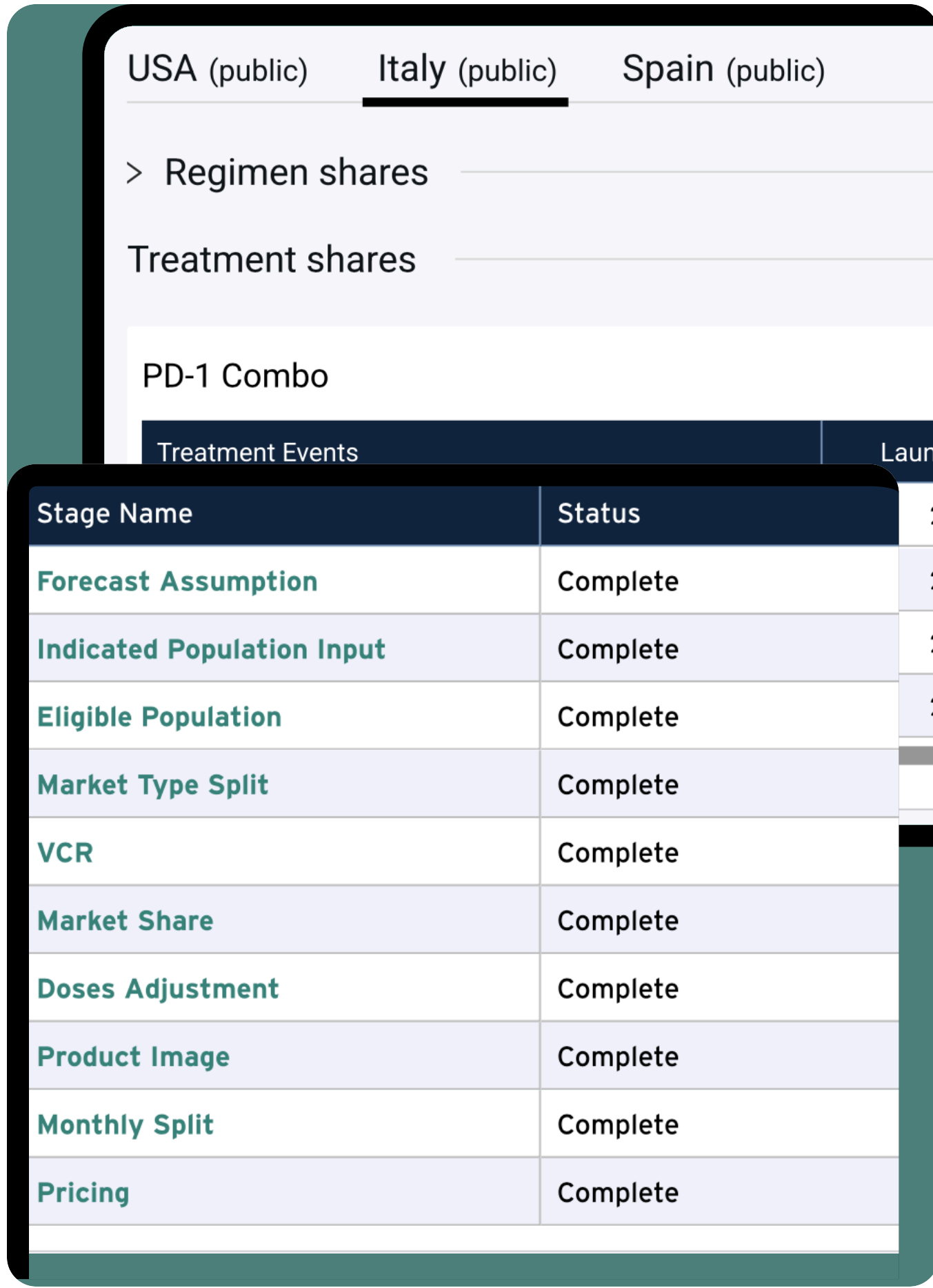
Improved Usability

A clean, intuitive interface designed to reduce complexity for users transitioning from Excel.



Data Consolidation

All critical information centralized within the platform, reducing the reliance on scattered spreadsheets.



Impact

Enhanced Usability

Users report significantly reduced time spent managing pricing workflows.

NewRX Forecasting

Pharma Models // NewRX - Home // Scenario Overview

United States of America - Base

In Progress

Country

Argentina

Forecast Cycle

May 23

Last Modified By

Firstname Lastname

Last Modified Date

2023-02-10

Forecast Submission Details

Percentage

0%

Stages

0/5

Submitted Date

NA

Submitted By

NA

Scenario Data

Reports

Detailed Status Report

Stage Name	Status
Actuals	In Progress
Epidemiology	In Progress
Future Events	In Progress
SPA & Stockpiling	In Progress
Pricing	In Progress

Improved Collaboration

Teams work more cohesively, leveraging the platform’s collaborative tools.

Can you share the input data from March?

Today, 11.30am

Hi Joel! Give me I'll upload it to th

Today, 11:32am

It's complete. Yo

Argentina_NewRX_Upside_2023_10YP

Samuel Miller

RSV Support Specialist

Jane Familiar

North American Pricing Director

Joel Newsom

Data Specialist 1

Kaylee Sullivan

Data Manager

User Adoption

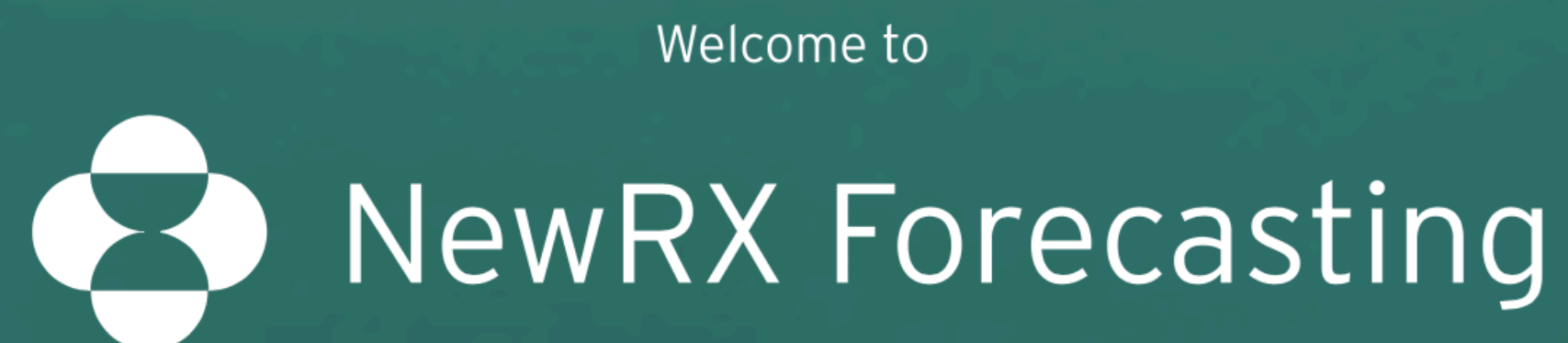
Familiar Excel-like features minimize the learning curve, driving rapid user adoption.

UNDOREDOSAVE

2024	
80.00%	80.00%
35,234	88,085
↓	↓
24%	5
8,464	4,047
↓	↓
25%	25%
2,115	1,012
↓	↓
2,115	1,012

My Role

As the lead designer, I spearheaded the strategy, UX/UI design, and user research efforts. Working closely with stakeholders and users, I ensured the tool addressed their needs while aligning with the client's operational goals.



Select a line of business



Conclusion

This project exemplifies how thoughtful design can transform outdated processes into streamlined, efficient solutions. By combining modern usability principles with familiar tools, the Global Pricing Tool empowered the client's global workforce to work smarter and faster.