Find a Partner

Experts who help understand and solve your business problems.

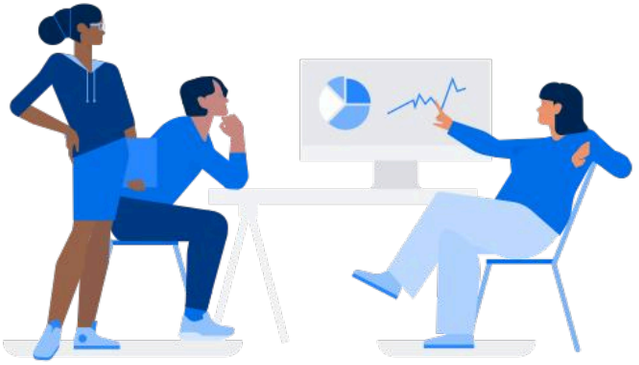
Tools Used

Problem Prioritisation

Major pain points include outdated UX, inability to search partners at a global level, unclear filter options, and issues with mobile usability.

The problem statement

How might we eliminate the difficulties in engaging with navigating and understanding the FAP functionality & profile nomenclature faced by FAP USERS so that they can quickly retrieve the best match and most responsive partner to deliver the IT service they need.



Business Outcome:

Here After delivering the project, the key metrics showed a significant improvement in user engagement and lead quality. We received overwhelmingly positive feedback, and numerous impactful changes were implemented, resulting in a more efficient and user-friendly platform.

Category	Metric	Value	Percentage / Note
Streamlined User Experience	Reduced Steps	-	30% reduction in steps
Enhanced Filtering Capabilities	-	Improved filter options	
Improved Functionality	Simplified Processes	-	25% reduction in steps
Comprehensive Profiles	-	Regularly updated and detailed profiles	
Increased Engagement and Revenue	Higher Revenue	-	100% increase in 5 months
Lead Generation	-	69% of FY22 leads from Feb-Apr 2023	
Enhanced Analytics and Reporting	Data-Driven Insights	-	Advanced analytics and reporting features
Monthly Lead Measurement	-	Consistent and actionable data	
Visits and Engagement	Total Visits	227K	-
Unique Visitors	184K	-	
Page Views	1M	-	
Conversion Funnel Efficiency	Portal FAP Page Visits	180K	-
Search Tool Usage	103K	57% of total visits	
Partner Page Views	45K	44% of search tool users	
Contact Forms Submitted	8717	19% of partner page views	
Leads Generated	1390	16% of contact forms submitted	
Deals Closed	1038	75% of leads generated	
Regional Performance	EMEA Revenue	508,058	35% of total revenue
LATAM Revenue	341,527	23% of total revenue	
APJ Revenue	611,680	42% of total revenue	
Lead Status	Accepted by Channel Partner	271	26.8%

Assigned to Channel Partner	443	43.8%
Cancelled Due to Partner Inactivity	263	26%
Rejected by Channel Partner	30	3%
Sent to Nurturing-Dell	3	<1%

The above key metrics we got based on the below process that we followed-

Process Flow

Partner Company Setup

- Onboarding and verification of partner companies.
- Creation and continuous management of detailed partner profiles.

Profile Creation

- Setup of comprehensive profiles including services, expertise, and certifications.
- Regular updates to ensure profile accuracy.

Lead Management

- Capture and assignment of leads to appropriate partners.
- Tracking lead progress from initial contact to deal closure.

Deal Registration

- Submission and approval of deal registration forms.
- Monitoring of deal status and performance metrics.

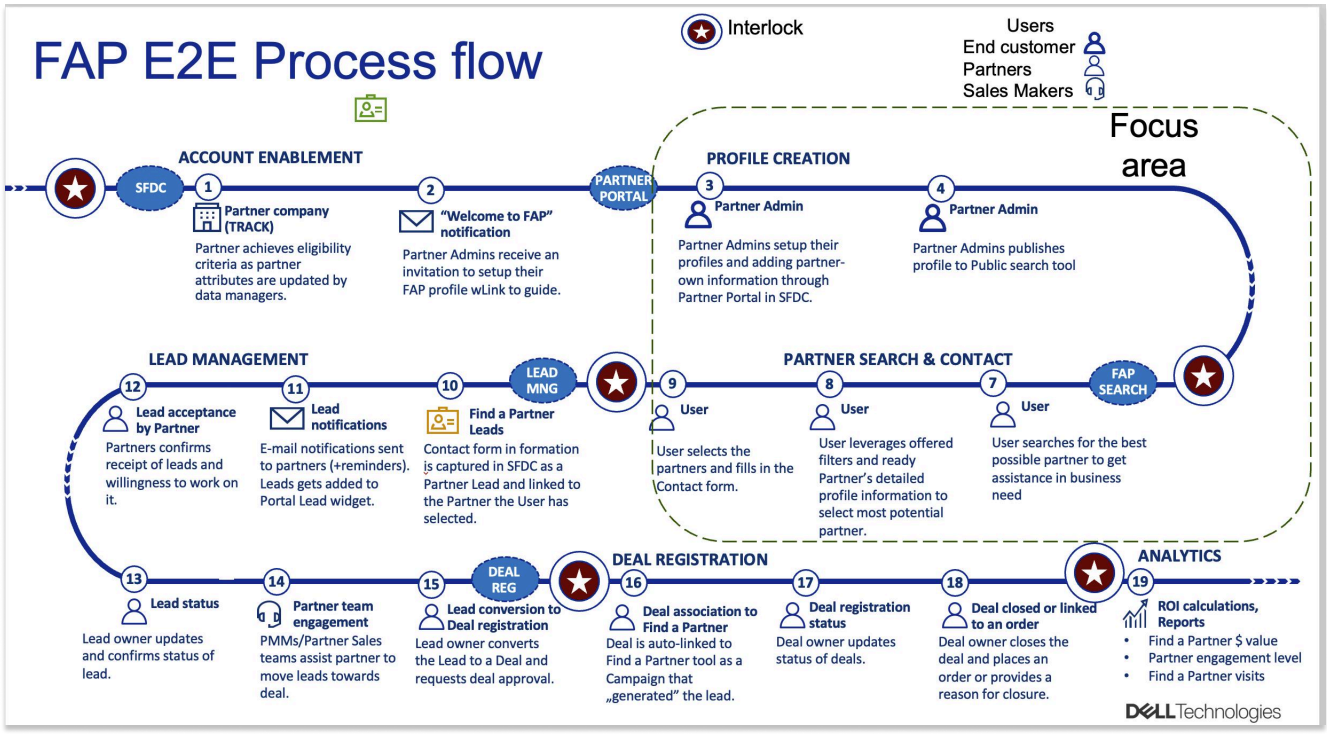
Analytics and Reporting

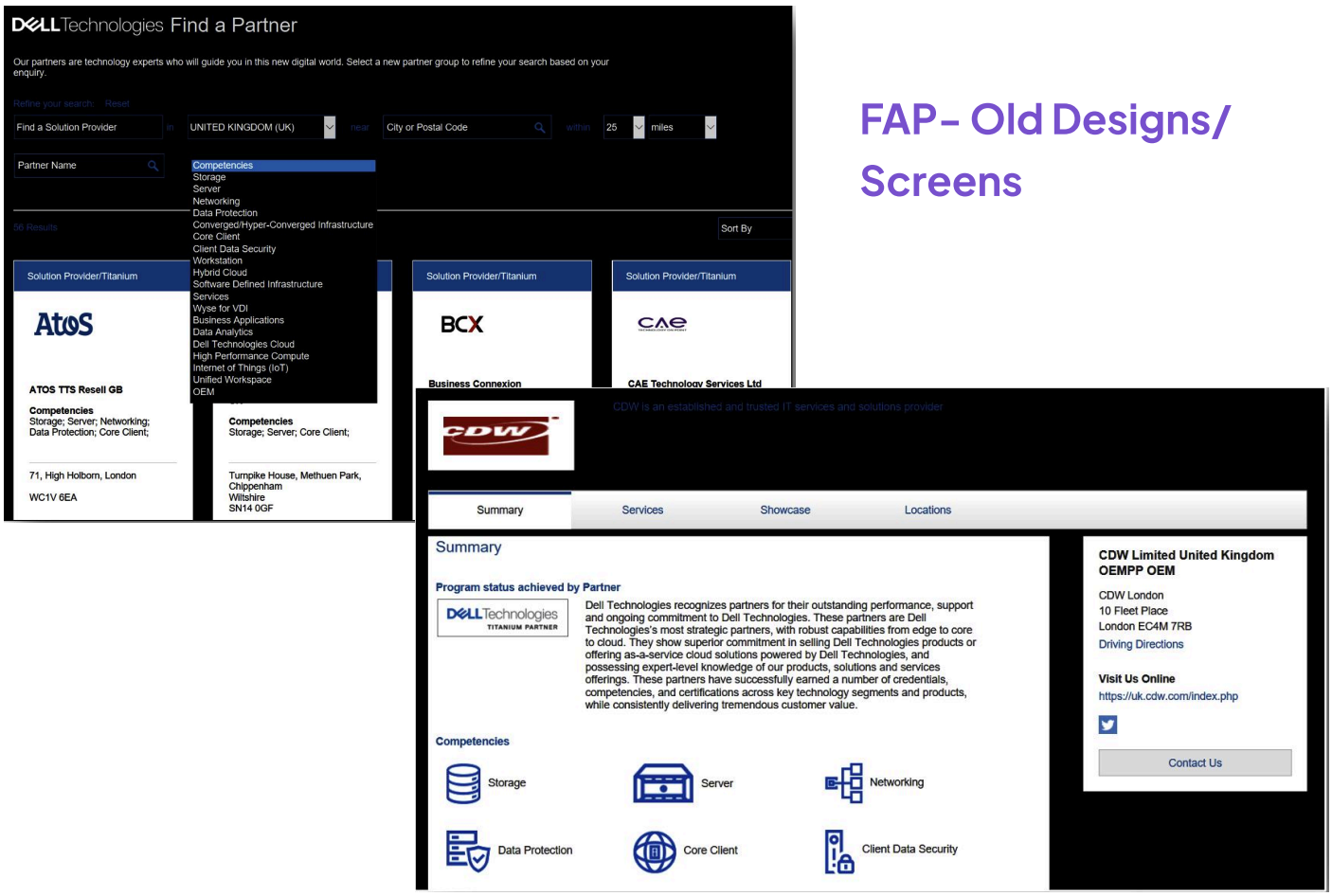
- Data collection on partner performance and user engagement.
- Generation of reports to provide insights and inform strategic decisions.

User Interaction Points

- Search and Discovery: Filters for location, expertise, and ratings.
- Profile Viewing: Detailed partner profiles for assessment.
- Contact and Communication: Messaging and contact forms.

- Feedback and Reviews: User reviews to ensure transparency.

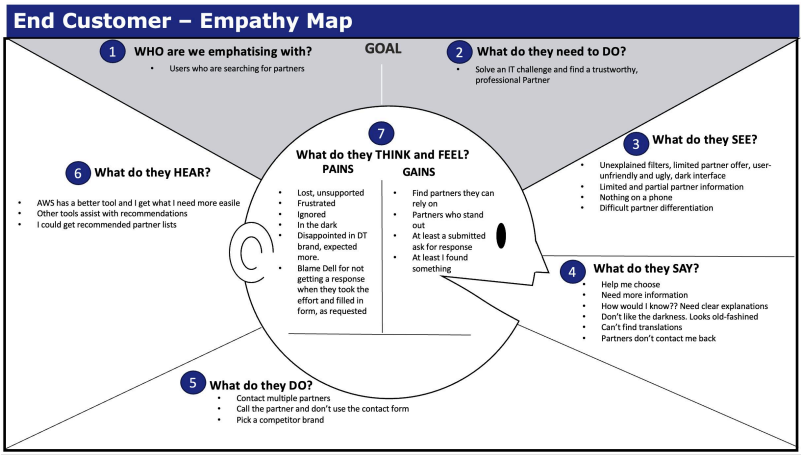


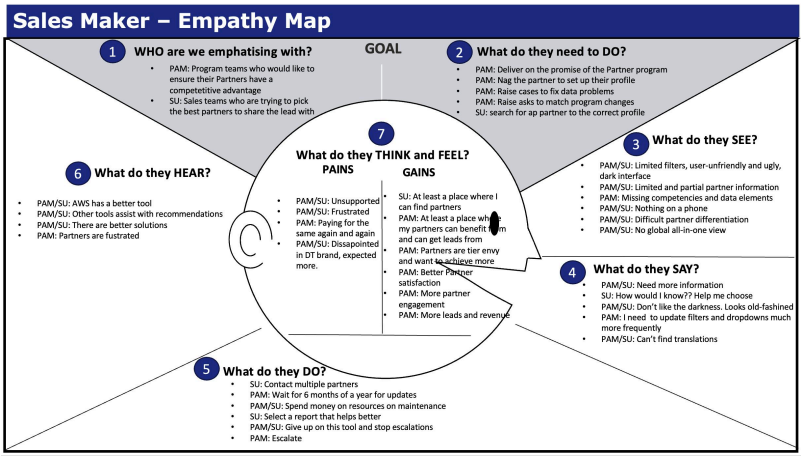


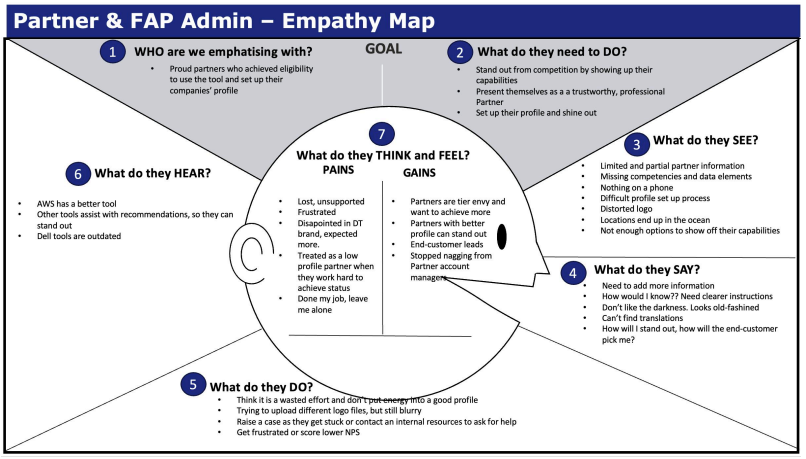
FAP- Old Designs/ Screens

Empathy Mapping

- End-Customer: Frustrations include unclear filters, limited partner information, and lack of responsiveness.
- Partner: Struggles with incomplete profiles, missing competencies, and a cumbersome setup process.
- Sales Maker/Partner Account Manager: Challenges with partner visibility, tool usability, and internal support for partners.







User Personas

- End-Customer: Frustrations include unclear filters, limited partner information, and lack of responsiveness.
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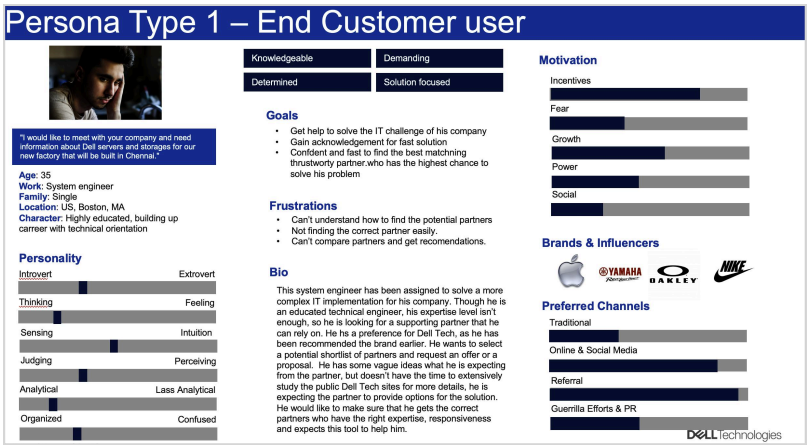
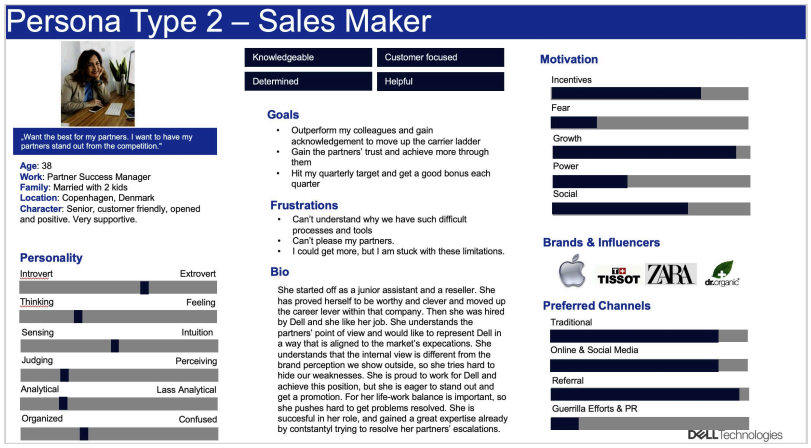
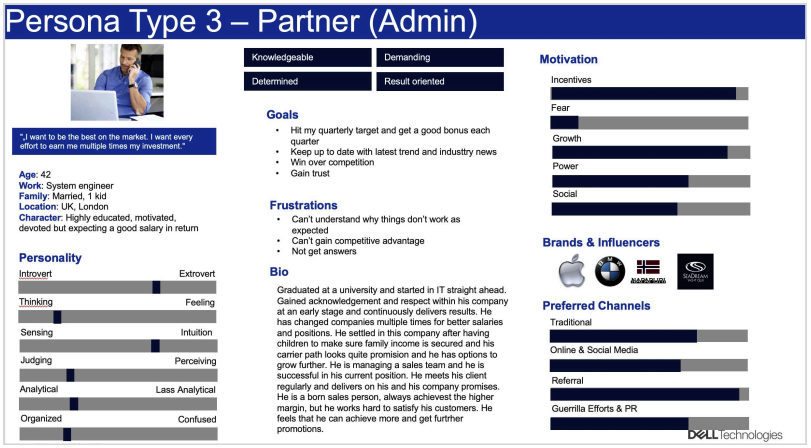


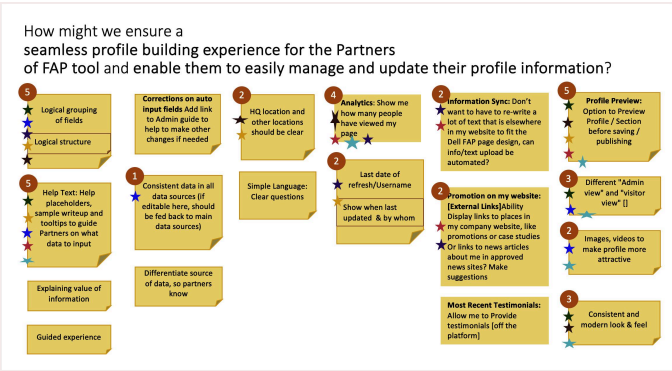


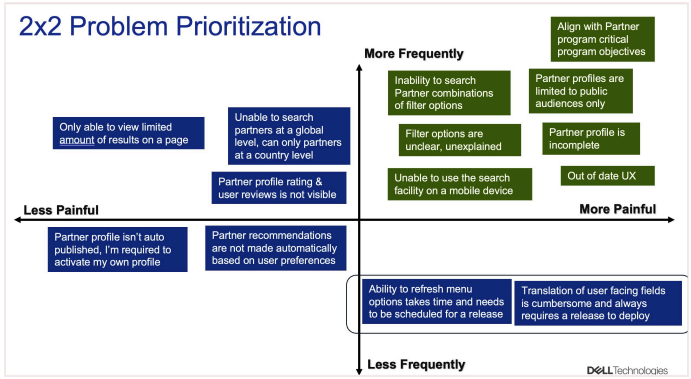


Ideation and Framing

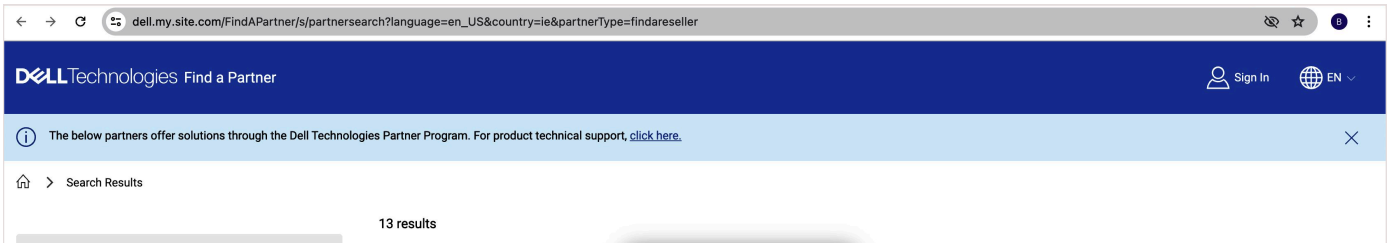
After the process flow, empathy mapping, and user personas, we performed a comprehensive competitor analysis. Building on that, I conducted several ideation and framing workshops for the 'Find a Partner' tool with stakeholders, product owners, and the development team. Including the development team was crucial to check the feasibility of the functionalities we envisioned. These workshops allowed us to brainstorm and jot down potential new functionalities to enhance the tool's lead generation capabilities.

We conducted interviews with partners to understand their issues, gather recommendations, and get feedback on the current tool. Using the participatory design approach, I involved all stakeholders, including the product owner, product manager, and development team, throughout the process. This collaborative approach ensured we got a holistic view and constructive feedback. Here is the revised version of the tool that I designed after following this thorough and inclusive process.





Final Designs



Filters
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IRELAND (IE) ✕ Solution Provider ✕

Partner Name
Search Partner Name
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Location
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Search Location
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ALBANIA (AL)
ALGERIA (DZ)
AMERICAN SAMOA (AS)
ANDORRA (AD)
ANGOLA (AO)
ANGUILLA (AI)
ANTARCTICA (AQ)
ANTIGUA AND BARBUDA (AG)
ARGENTINA (AR)

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OEM Solution Provider
Dublin IRELAND (IE)
Qualification & Competencies: Core Client, Data Protection, Data Science and AI, + 12 More
Contact Partner

EVROS — Titanium
Solution Provider
Dublin 8 Dublin IRELAND (IE)
Qualification & Competencies: Core Client, Data Protection, Hyperconverged Infrastructure, + 6 More
Contact Partner

NTT Ireland Resell IE — Titanium
Solution Provider
DUBLIN RM IRELAND (IE)
Qualification & Competencies: Core Client, Data Protection, Dell APEX Infrastructure, + 5 More
Contact Partner

SHI Global IT Solutions Ireland Limited — Titanium
Solution Provider
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Qualification & Competencies: Core Client, Data Protection, Dell APEX Infrastructure, + 5 More
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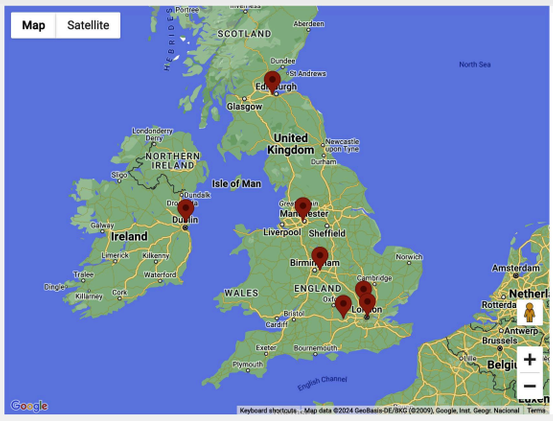

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