GSK Marketplace Case Study

Kathy Wang

gsk
do more
feel better
live longer

The Marketplace

Overview

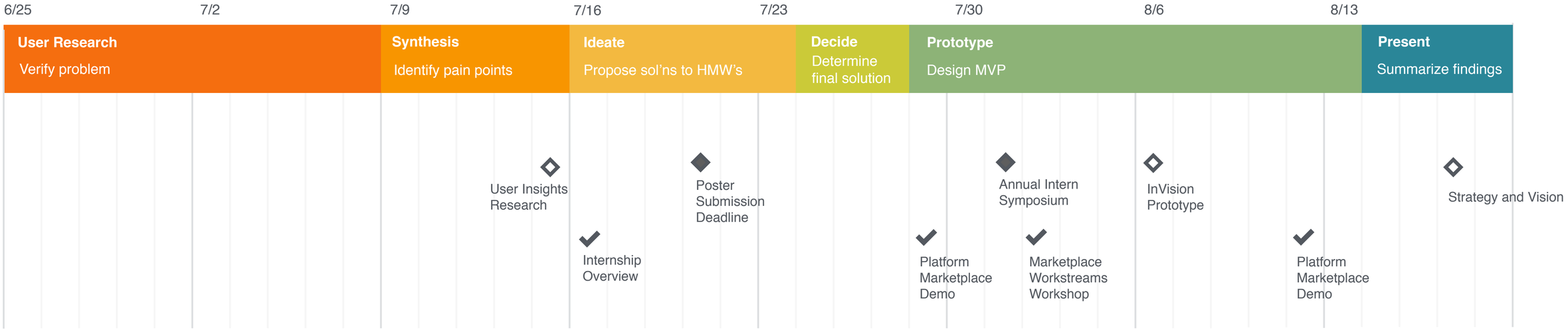
The Platform Engineering team will create a marketplace experience that supports discovery and lifecycle management of enterprise capabilities, reusable components, and documentation to empower all “digital builders” across the company to innovate more freely and quickly, while staying connected. These capabilities will set standards for what it means to create internal and external digital products, while also raising awareness of ongoing efforts across our global footprint.

- API Inventory
- Mobile Framework
- Web Framework
- GSK App Store
- Design System
- Platform Analytics
- Community

But wait, how do we know?

The Marketplace

Timeline



Deliverable Milestone Checkin

User Research

This is the phase where we verify that there exists a problem. To do this, I conducted:

- expert interviews
- marketplace audits (reviewing other design systems currently in place)
- analogous experience exercise (comparing digital product building to other tasks to determine potential pain points)

Synthesis

I compiled all my key data points from the interviews, audit, and exercise. Then, I will use the affinity mapping method to categorize the data points.

Sketching and Ideation

Each category was posed as a problem space that was worded as a HMW. With a team of both designers and non-designers, I then brainstormed potential solutions to each problem space.

Prototype

Upon the final decision, I will sketch out a prototype in order to create a minimum viable product.

User Testing

I will ask users to go through the platform and evaluate how easily different tasks are executed.

User Research

Discovery

Marketplace Audit

I looked at previous design systems (i.e. Adobe, Airbnb, Trello, etc.) to understand how other companies implemented design principles and components.

Discovery

Marketplace Audit

Business Appropriate

- Fun, without being childish or naive.
- Professional, but still delightful.
- Friendly, but not patronizing.

Things to think about:

- What is the image that we want GSK to convey?
- How do we portray GSK as a global company?

多邻国 duolingo

China logo (pronounced "duō lín guó")

duolingo | Peace Corps

Partner logo

Discovery

Analogous Experience

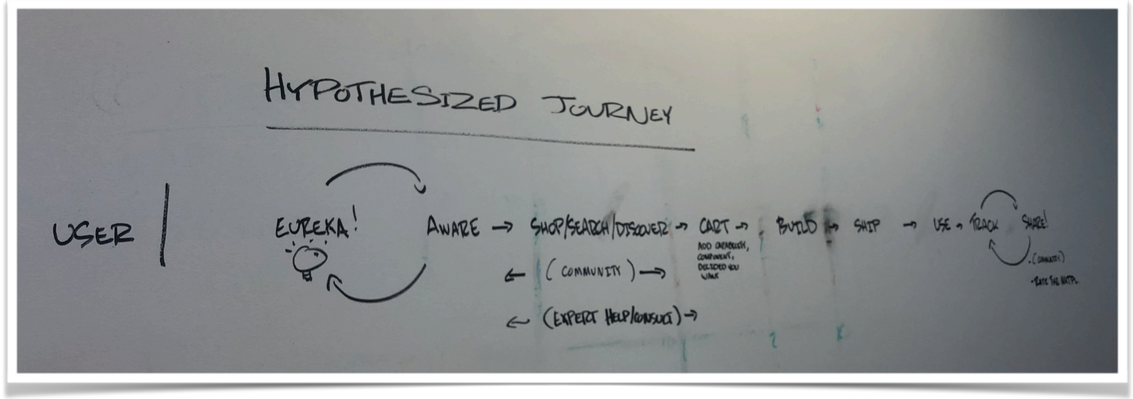
The digital product building process can be compared to everyday experiences (i.e. making dinner, building Ikea furniture, etc.), which can actually expose specific pain points.

Discovery

Analogous Experience

Things to think about:

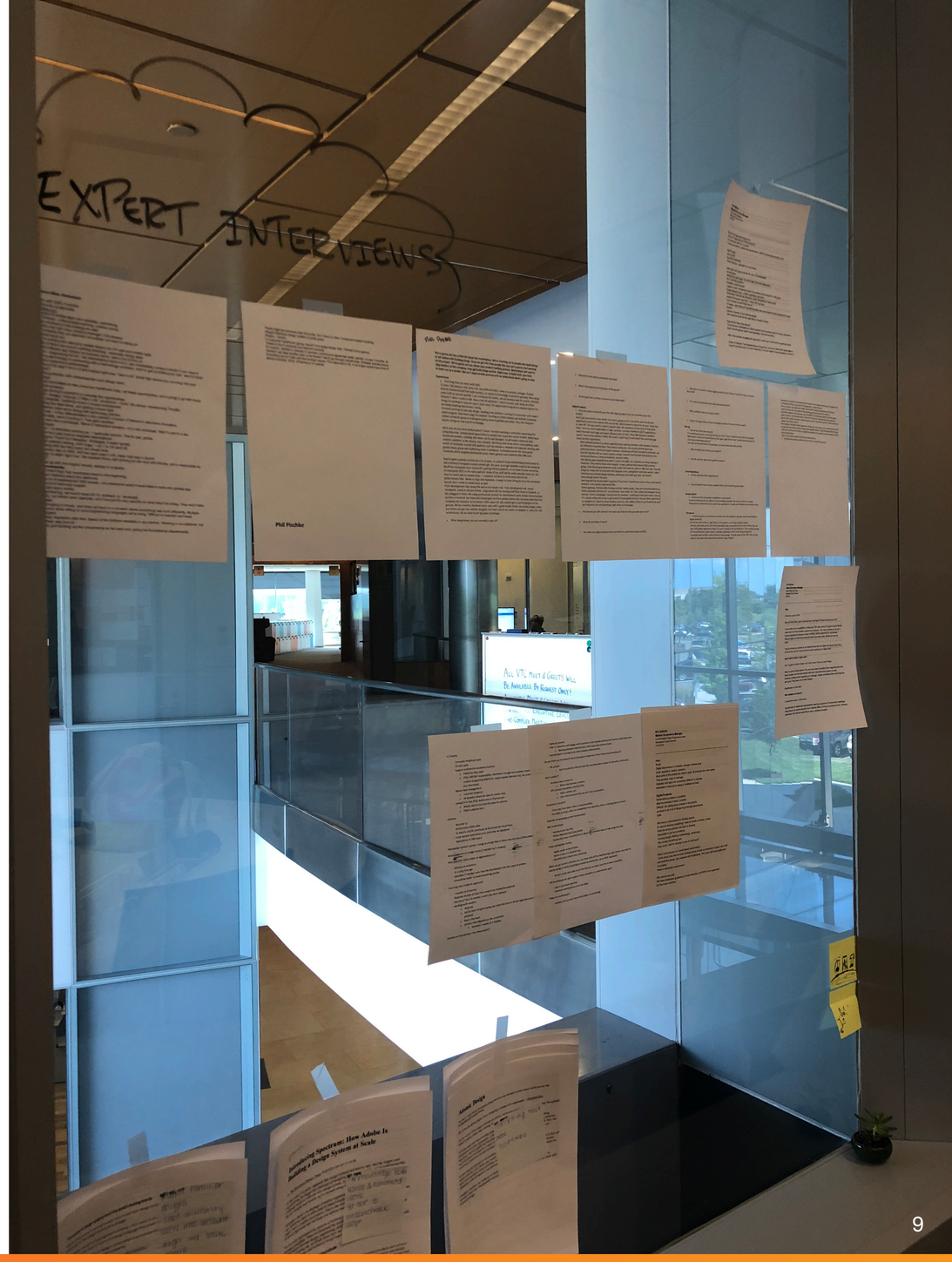
- What does the digital product building process look like?
- How do we accommodate builders with varying levels of expertise?



Discovery

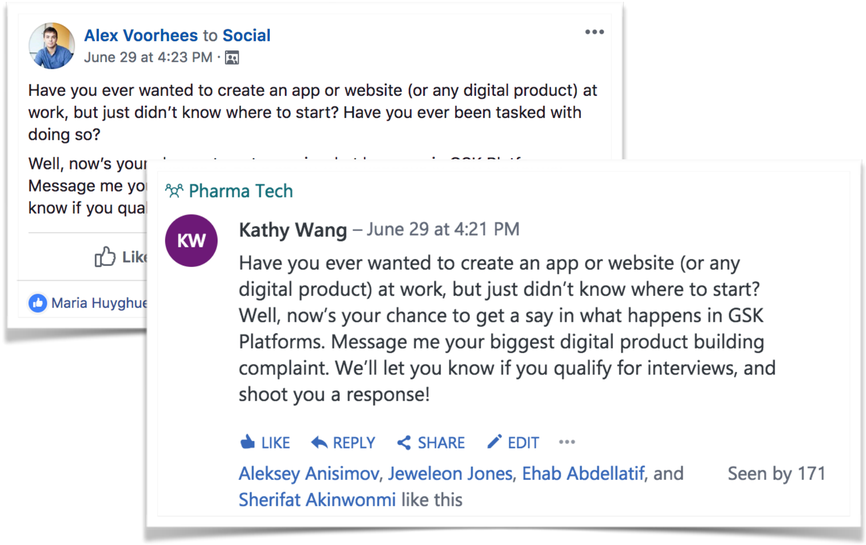
Expert Interviews

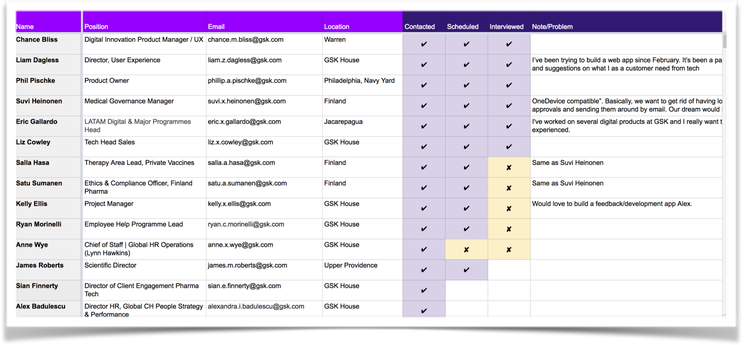
I conducted several marketplace expert interviews to validate that there exists a gap in the digital product building process, and to determine pain points within that process.



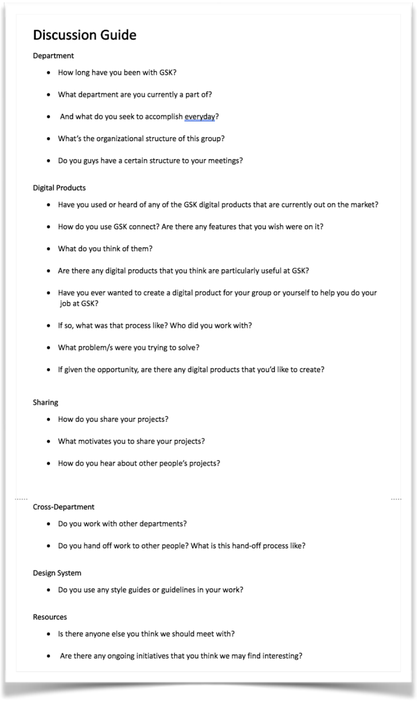
Discovery

Expert Interviews





Name	Position	Email	Location	Contacted	Scheduled	Interviewed	Note/Problem
Chance Bliss	Digital Innovation Product Manager / UX	chance.m.bliss@gsk.com	Warren	✔	✔	✔	
Liam Dagless	Director, User Experience	liam.z.dagless@gsk.com	GSK House	✔	✔	✔	I've been trying to build a web app since February. It's been a pa and suggestions on what I as a customer need from tech
Phil Pischke	Product Owner	philip.a.pischke@gsk.com	Philadelphia, Navy Yard	✔	✔	✔	
Suvi Heinonen	Medical Governance Manager	suvi.x.heinonen@gsk.com	Finland	✔	✔	✔	OneDevice compatible". Basically, we want to get rid of having lo approvals and sending them around by email. Our dream would
Eric Gallardo	LATAM Digital & Major Programmes Head	eric.x.gallardo@gsk.com	Jacarepagua	✔	✔	✔	I've worked on several digital products at GSK and I really want t experienced.
Liz Cowley	Tech Head Sales	liz.x.cowley@gsk.com	GSK House	✔	✔	✔	
Salla Hasa	Therapy Area Lead, Private Vaccines	salla.a.hasa@gsk.com	Finland	✔	✔	✘	Same as Suvi Heinonen
Satu Sumanen	Ethics & Compliance Officer, Finland Pharma	satu.a.sumanen@gsk.com	Finland	✔	✔	✘	Same as Suvi Heinonen
Kelly Ellis	Project Manager	kelly.x.ellis@gsk.com	GSK House	✔	✔	✘	Would love to build a feedback/development app Alex.
Ryan Morinelli	Employee Help Programme Lead	ryan.c.morinelli@gsk.com	GSK House	✔	✔	✘	
Anne Wye	Chief of Staff | Global HR Operations (Lynn Hawkins)	anne.x.wye@gsk.com	GSK House	✔	✘	✘	
James Roberts	Scientific Director	james.m.roberts@gsk.com	Upper Providence	✔	✔		
Sian Finnerty	Director of Client Engagement Pharma Tech	sian.e.finnerty@gsk.com	GSK House	✔			
Alex Badulescu	Director HR, Global CH People Strategy & Performance	alexandra.i.badulescu@gsk.com	GSK House	✔			



Discussion Guide

Department

- How long have you been with GSK?
- What department are you currently a part of?
- And what do you seek to accomplish everyday?
- What's the organizational structure of this group?
- Do you guys have a certain structure to your meetings?

Digital Products

- Have you used or heard of any of the GSK digital products that are currently out on the market?
- How do you use GSK connect? Are there any features that you wish were on it?
- What do you think of them?
- Are there any digital products that you think are particularly useful at GSK?
- Have you ever wanted to create a digital product for your group or yourself to help you do your job at GSK?
- If so, what was that process like? Who did you work with?
- What problem/s were you trying to solve?
- If given the opportunity, are there any digital products that you'd like to create?

Sharing

- How do you share your projects?
- What motivates you to share your projects?
- How do you hear about other people's projects?

Cross-Department

- Do you work with other departments?
- Do you hand off work to other people? What is this hand-off process like?

Design System

- Do you use any style guides or guidelines in your work?

Resources

- Is there anyone else you think we should meet with?
- Are there any ongoing initiatives that you think we may find interesting?

To find marketplace experts, I posted on social media (Yammer and Workplace).

I received 30 responses, and tracked all the interviews with a spreadsheet.

During the interviews, I referred to the discussion guide that I had created.

Discovery

Expert Interviews

Phil Pischke

Title: Director, Self Service Solutions
Location: Philadelphia, Navy Yard

Liz Cowley

Title: Tech Head Sales
Location: GSK House

Suvi Heinonen

Title: Medical Governance Manager
Location: Espoo, Finland

Chance Bliss

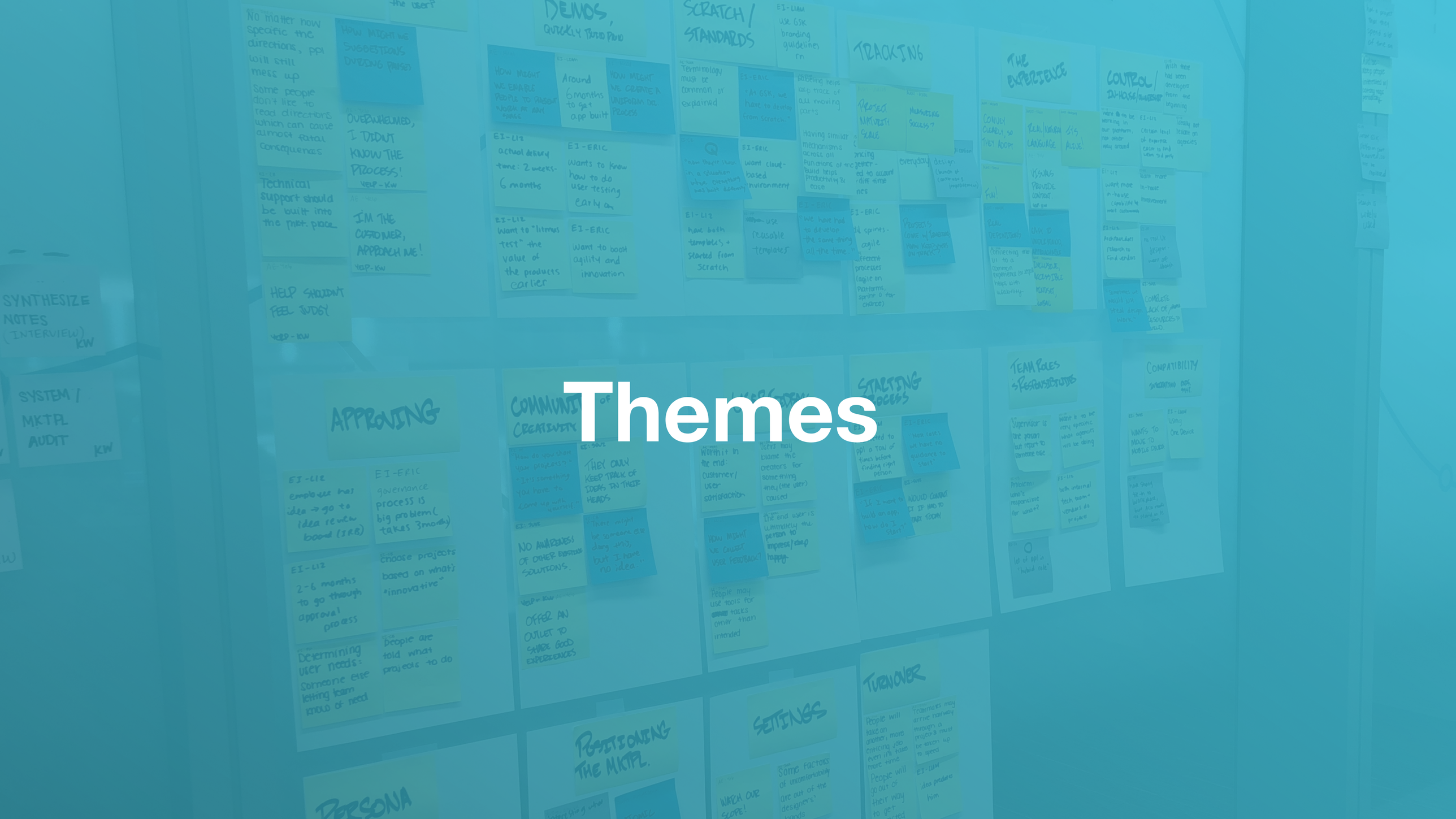
Title: Digital Innovation Product Manager / UX
Location: Warren, NJ

Liam Dagless

Title: Director, User Experience
Location: GSK House

Eric Gallardo

Title: LATAM Digital & Major Programmes Head
Location: Jacarepagua, Brazil


Themes

Themes

Starting from Scratch

1

Several builders mentioned that when they start a project, they must develop from scratch. How might we help these builders develop standards so that they don’t have to start from scratch every time?

Themes

Community of Innovation

2

I also gathered that

- builders prefer to more quickly arrive at the stage of user testing,
- there exists an overall lack of awareness of innovations around the company, and
- there is no universal outlet for the sharing of ideas.

Themes

Community of Innovation

> There might be someone else doing this, but I have no idea.

Chance Bliss

Digital Innovation Product Manager / UX

Themes

Sense of Ownership

3

Currently, builders carry out projects both through in-house capability, as well as via third-party vendors. However, several marketplace experts mentioned a lack of resources during projects, and a desire to move toward more in-house capability.

Themes

Summary

1. **Starting from Scratch:** How might we help these builders develop standards so that they don’t have to start from scratch every time?

2. **Community of Innovation:** How might we build a community of innovation and creativity?

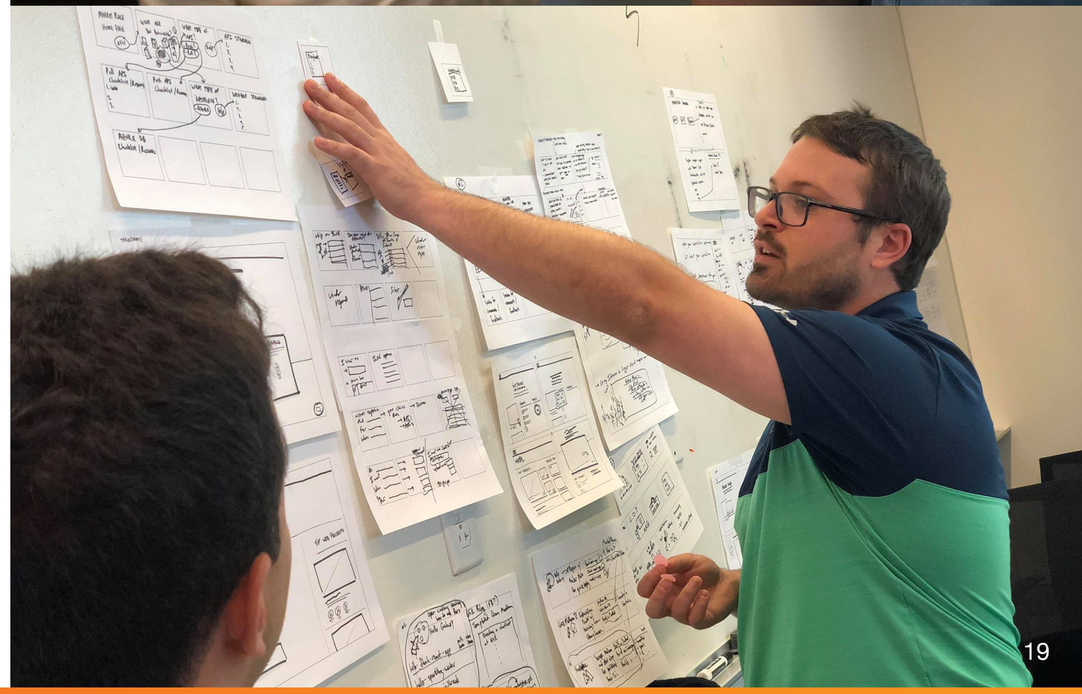
3. **Sense of Ownership:** How might we give builders a greater sense of ownership over their products?

Ideation

Ideation

Workshop

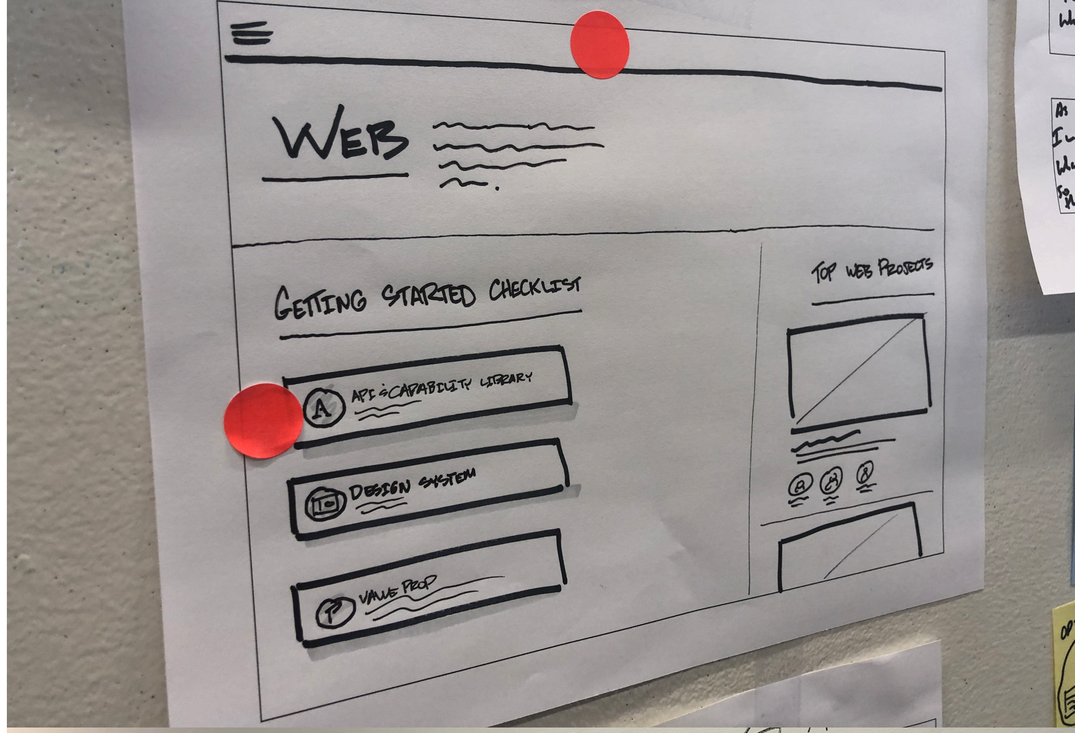
Upon translating the themes into HMW problem statements, I gathered a group of both designers and non-designers (to encourage diversity in perspective) to brainstorm solution spaces with me.

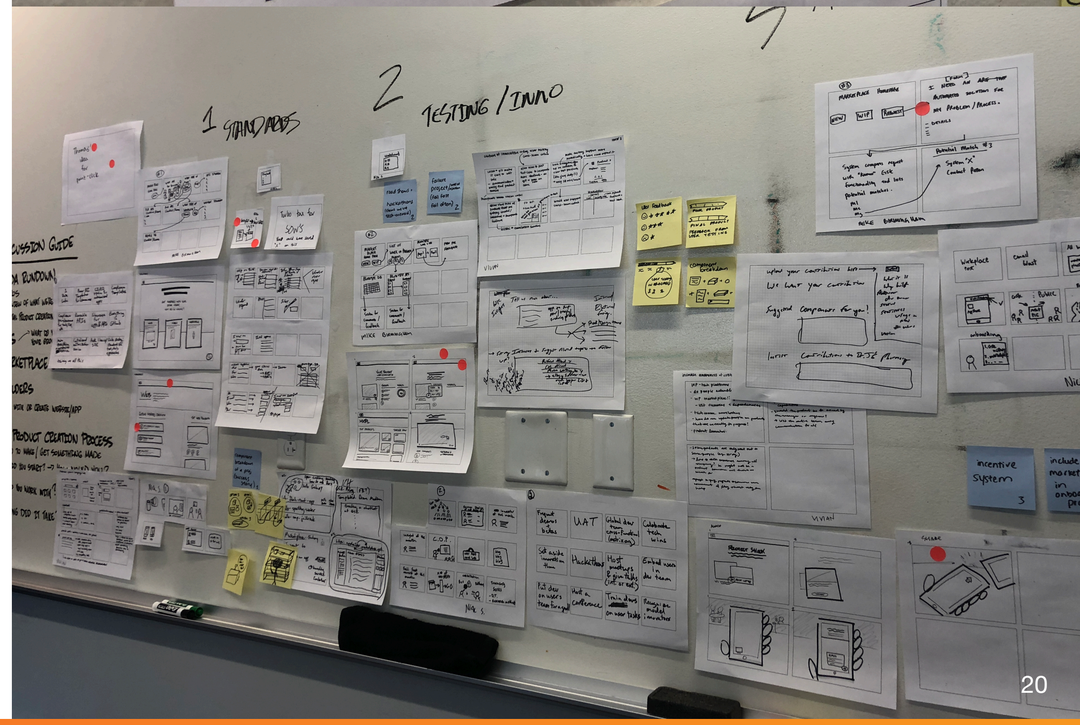


Ideation

Sketches

We expressed our ideas via sketches, and presented them to each other. Each person got to vote for their two favorite ideas.



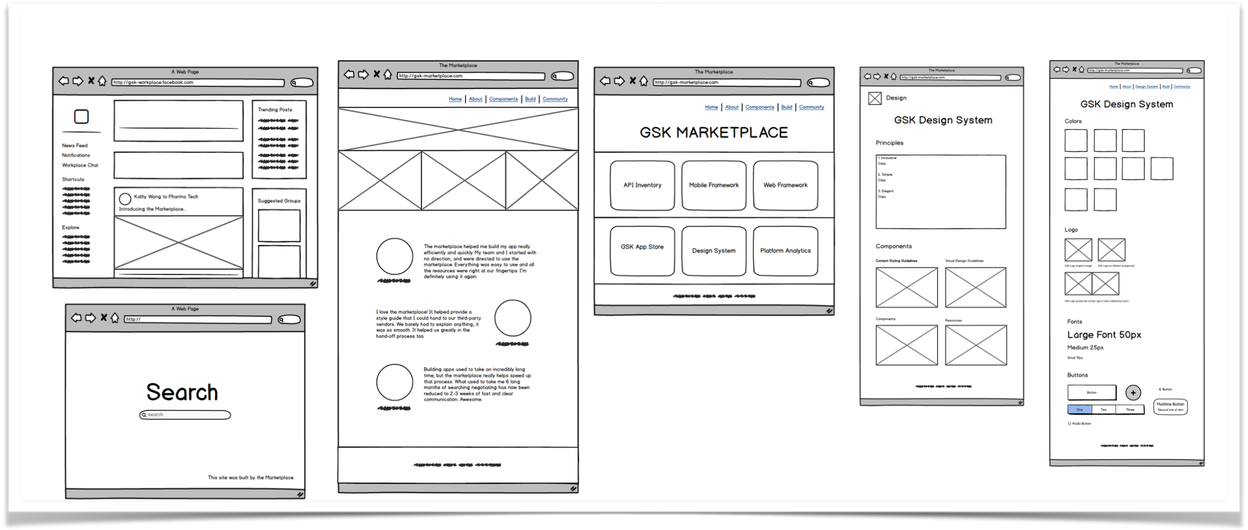


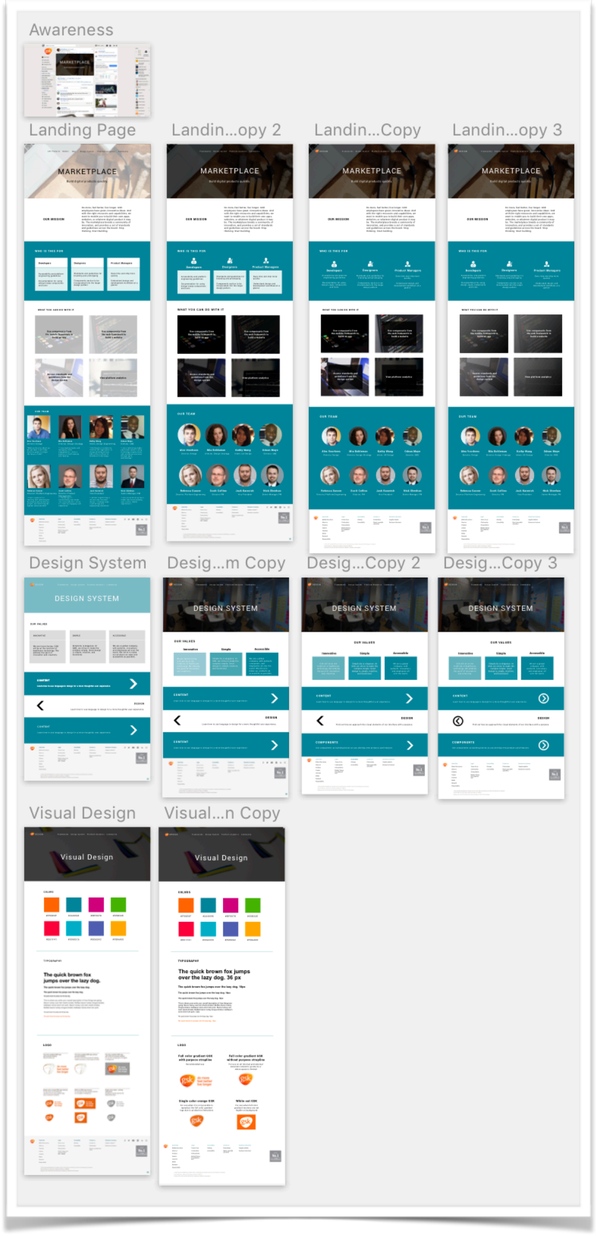
Prototyping

Prototyping

Final

I used Balsamiq to wireframe, and Sketch to create my final prototype.





Kathy Wang 1

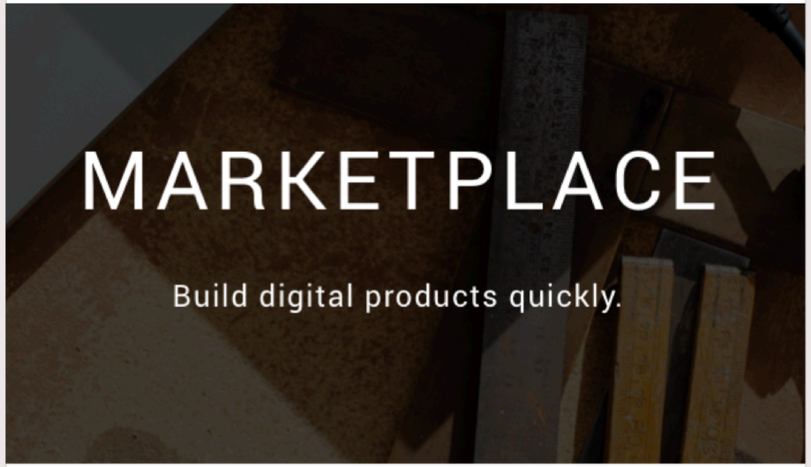
News Feed
Notifications
Workplace Chat

Shortcuts
Navy Yard Interns & Co...
Pets @ GSK 3
GA&D Tech Team
GSK Global News 13
Chat to Kat 20+
Workplace Help @GSK 20+
Mac Users @ GSK 2
Chat with Platforms 9
Future Leaders Podcas...
EMBRACE ERG 2
See More...

Explore
Groups 1
Create Group
People Directory
Org Chart
Saved
Events
Follow Coworkers

Kathy Wang shared a post.
August 6 at 10:05 AM

Introducing to you...the Marketplace! https://gsk-marketplace.com



370 Views

Alex Voorhees is with Kathy Wang and 2 others.
August 6 at 9:42 AM

It's been released. Marketplace is L I V E !!! https://gsk-marketplace.com

39 9 Comments Seen by 278

Like Comment

View 7 more comments

Jack Karavich Well done Kathy, Alex, and team. What a truly exciting time to be at GSK.
Like · Reply · 6h

Nick Sheehan Awesome, this is a huge first step!
Like · Reply · 56m

Write a comment...

Kamal Shah
Yesterday at 4:51 AM

Probably the best go-live gig I have seen to date! Congratulations Zebulon. Site and Core teams did it!!!

RECENT GROUP FILES

July stats.pptx
Chris Pugsley updated 4 hours ago

Windows 10 paused communication.docx
Praveen Sabba updated last Thursday

See More

CREATE NEW GROUPS

Groups make it easy to share with coworkers about specific projects and topics.

Create Group

RECENT GROUP PHOTOS See All

Suggested Groups See All

Global Finance
1,705 members
+ Join

Inclusion & Diversity
657 members
+ Join

BOTS
Sir Vey
Workplac
Data Extra

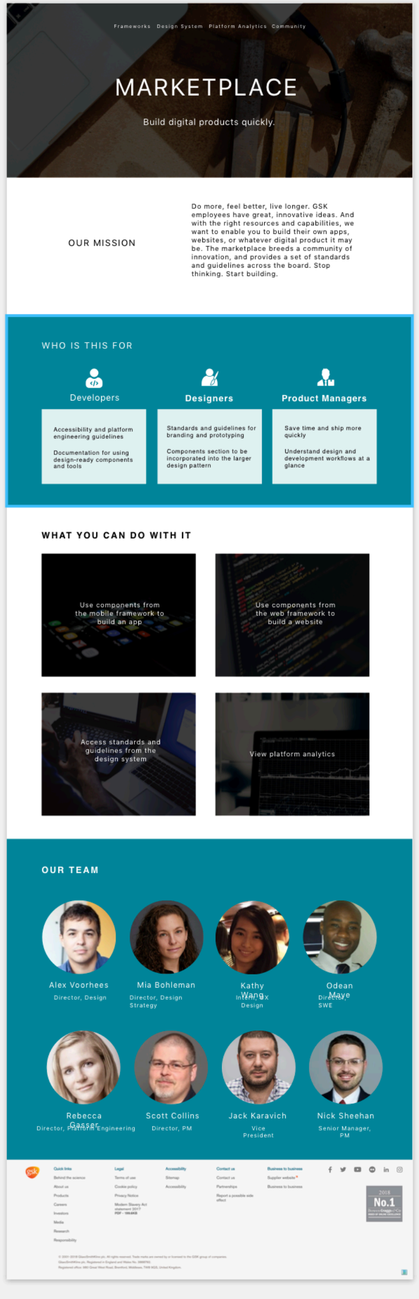
YOUR TOP GROUPS
Navy Yard Interns &
Pets @ GSK
1 new post
GA&D Tech Team
GSK Global News
4 new posts
Chat to Kat
11 new posts
Workplace Help @G
20+ new posts

GROUP CONVERSATIONS
Rebecca, Scott, Nick
Marketplace Workstr
Rebecca, Jack, Brian, 11

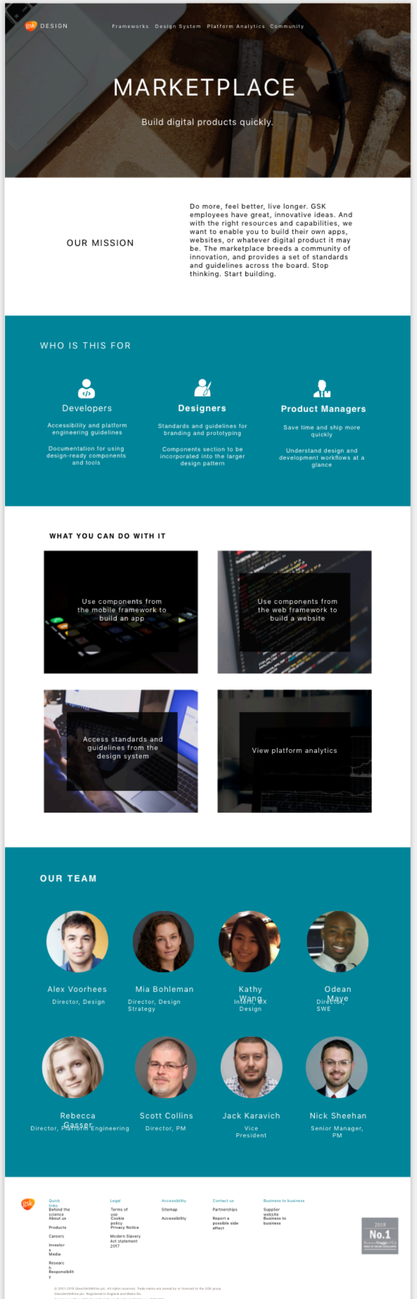
CONTACTS
Alex Voorhees
Vivian Li
Justin Ehret
Odean Maye
Robert Dudas
James Nugent
Dave Brown
Nick Sheehan
Suilong Luo

Landing Page Exploration 1

Landing Page Exploration 2



Landing Page Exploration 3

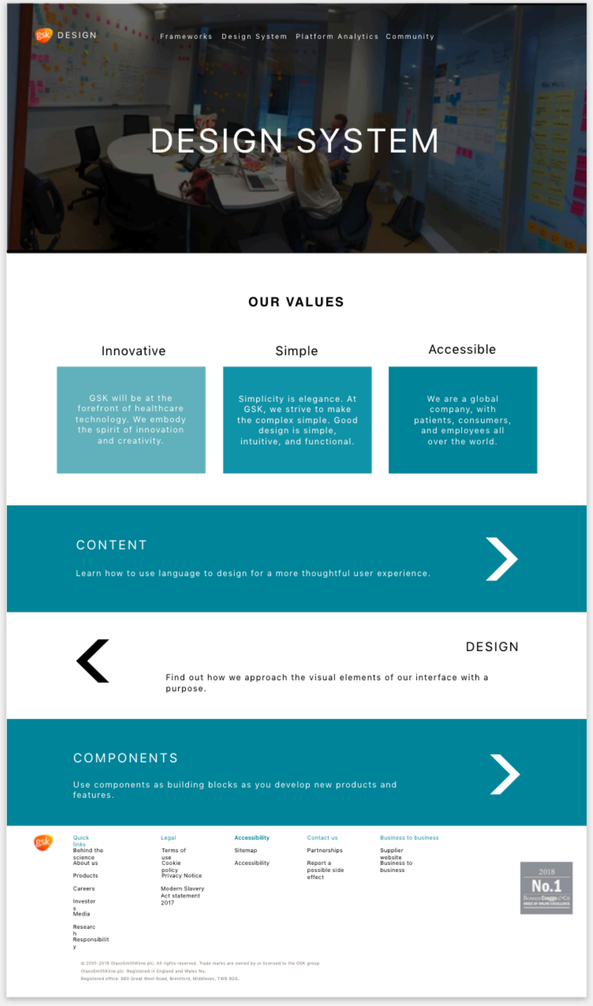


Landing Page Exploration 4

Design System Exploration 1

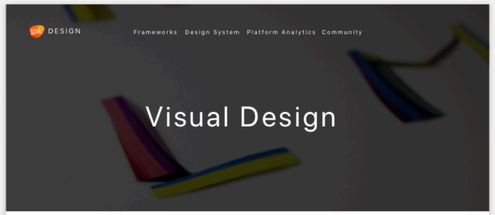
Design System Exploration 2

Design System Exploration 3



Design System Exploration 4

Visual Design Exploration 1



COLORS

#F56E0F #2A8698 #BF0078 #65B32E

#E61F41 #00ADC6 #5063AC #F8AA00

TYPOGRAPHY

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

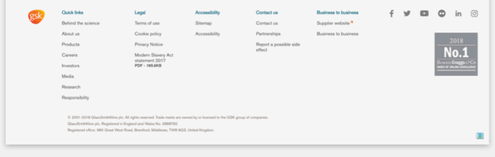
The quick brown fox jumps over the lazy dog.

This is where you write your overall description of how things are going. Bacon turkey cow ham shank brisket. Buffalo bacon turkey tongue brisket, kielbasa t-bone short loin pork. Bacon turkey cow ham shank brisket. Buffalo bacon turkey tongue brisket, kielbasa t-bone short loin pork.

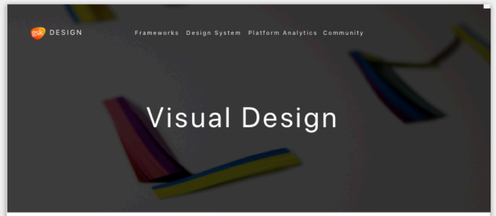
The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

LOGO



Visual Design Exploration 2



COLORS

#F56E0F #2A8698 #BF0078 #65B32E

#E61F41 #00ADC6 #5063AC #F8AA00

TYPOGRAPHY

The quick brown fox jumps over the lazy dog. 36 px

The quick brown fox jumps over the lazy dog. 18px

The quick brown fox jumps over the lazy dog. 14px

The quick brown fox jumps over the lazy dog. 12px

This is where your write your overall description of how things are going. Bacon tukey cow ham shank brisket. Buffalo bacon turkey tongue brisket. kielbasa t-bone short loin pork. Bacon turkey cow ham shank brisket. Buffalo bacon turkey tongue brisket, kielbasa t-bone short loin pork. 12px

The quick brown fox jumps over the lazy dog. 10px

The quick brown fox jumps over the lazy dog. 16px

LOGO

Thank You!