CASE STUDY:

Daimler Trucking North America

ERIN YORK

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Objective: Create a digital product for DTNA headquarters to replace outdated employee comms techniques

MY ROLE

UX research, design and handoff to development

DURATION

About 8 months from initial project kickoff to full product implementation
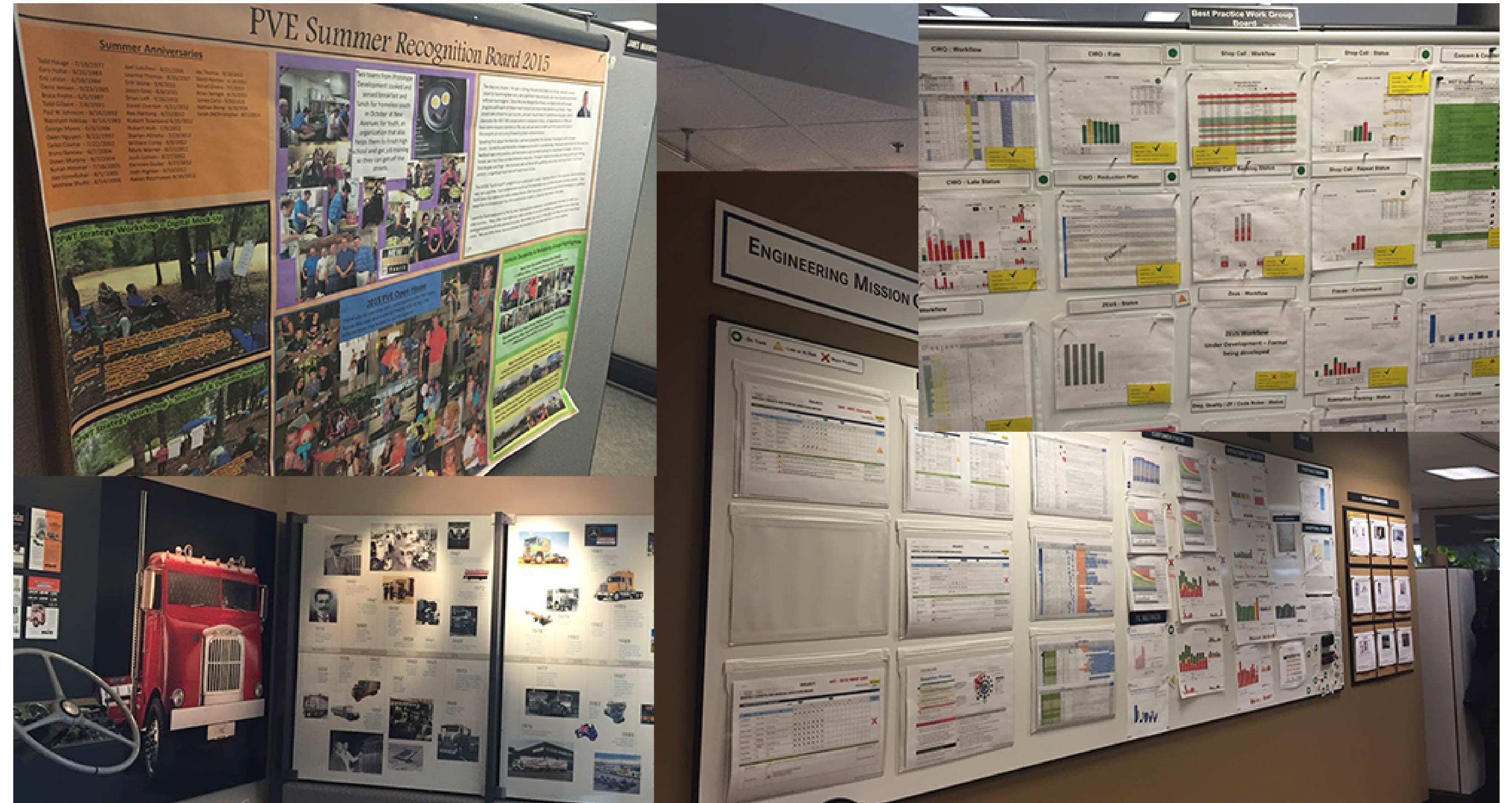
TOOLS USED

Sketch
Invision
Photoshop
Illustrator

Designing an all-in-one, engaging experience to provide employees with realtime information, announcements, wayfinding and more.
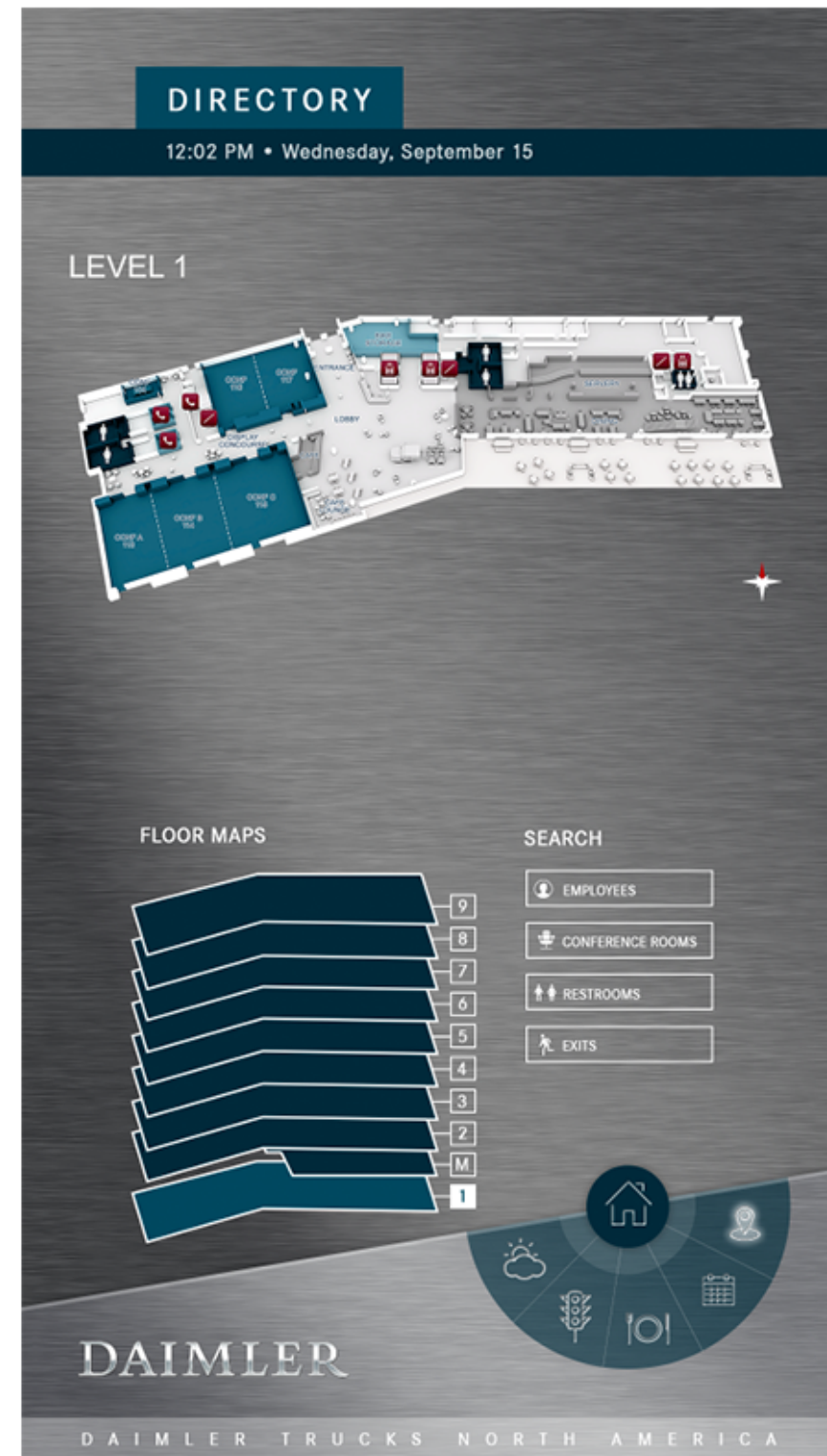
DISCOVERY

ON-SITE

Our team had the opportunity to visit the old DTNA headquarters in Portland, where were able to document ways in which the team was currently communicating (walls of printed paper), interview team members and stakeholders, and identify pain points across the org. Additionally, we visited the new building while it was under construction, to identify areas where digital touch-screen solutions would be most useful.
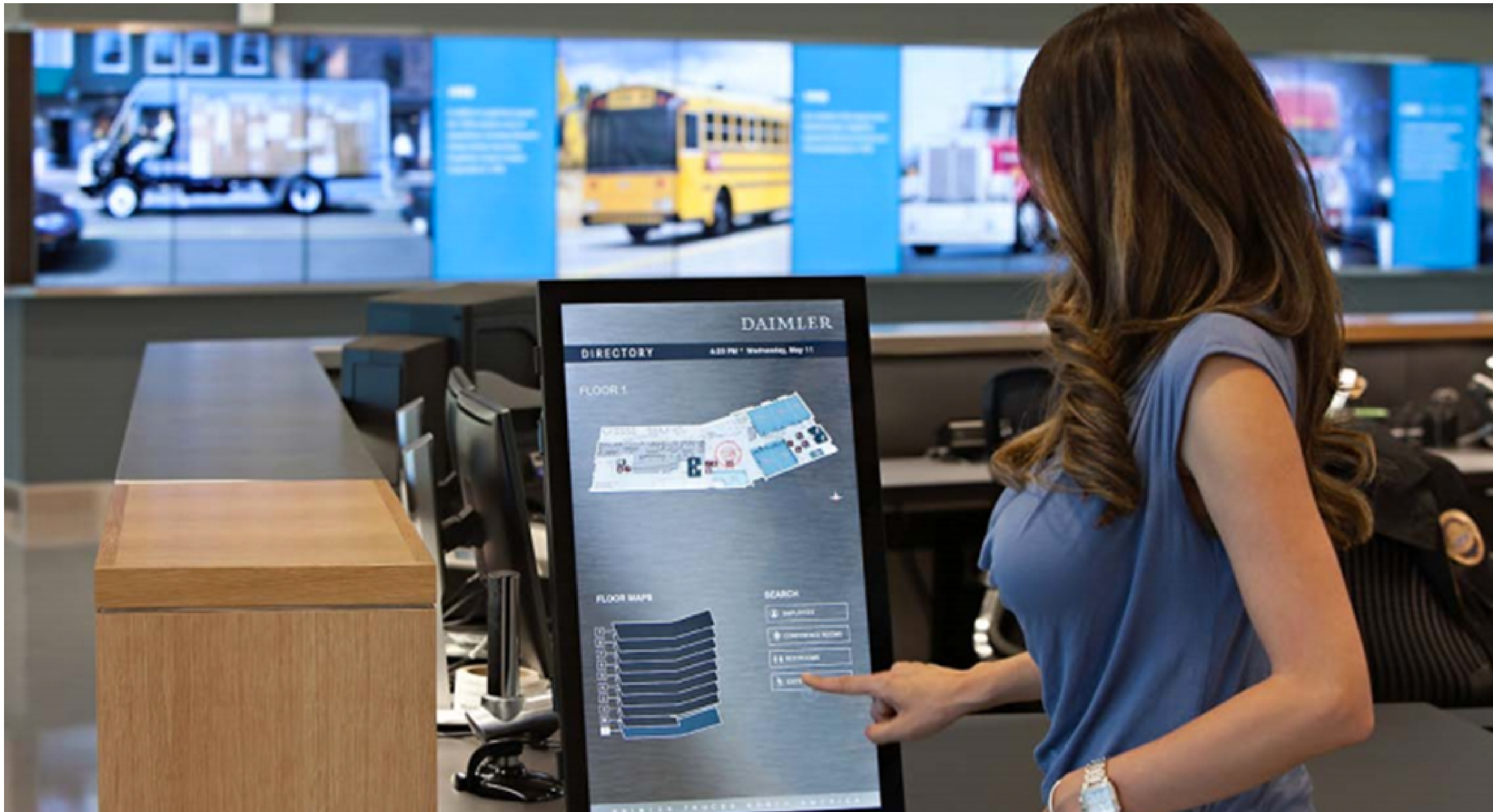
DESIGN

Together with the DTNA team and in close collaboration with our development team, we identified several areas of information integrations that would be valuable to team members, including a detailed interactive HQ wayfinder, a calendar and announcements app, daily cafeteria menu, local traffic, and current weather for pertinent company locations.

Working within the established DTNA style guide, I designed a touch-screen experience that was both on-brand and engaging, working with stakeholders to iterate on working prototypes before developing the final solution.

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OUTCOME

As DTNA employees began relocating into the new headquarters building, the wayfinding app became clearly the most valuable functionality of the touch-screens, seeing frequent use. So, we set the wayfinder and map as the default home screen for the weeks following the move. Eventually, the app was slightly reconfigured to present a home screen featuring pertinent announcements (to replace the walls of paper), while continuing to be a resource for the other embedded functionality.