

Case Study: Campaign Manager

Problem Definition:

Develop a replacement application for an advertising campaign manager to utilize with internal systems.

The application needs to follow the existing database scheme and contain the same field set but needs to be more efficient with creating campaigns and repetitive tasks.

Methodology:

- Review the existing application to understand the existing flow of the application
- Hold interviews with technology and business stakeholders to discover what works well in the current application and where the pain points are
- Wireframe a new application and iteratively test the flow and functionality
- Develop semantic DHTML utilizing usability best practices to support the effort.

Outcome

1. A replacement application utilizing DHTML was created
2. Improvement of workflow over existing application has improved application use and reduced error rate as well as intervention from development teams.
3. Application flow and navigational structure was revised, improving task completion rates.

The image displays three overlapping screenshots of the 'Campaign Manager' application interface. The top screenshot shows a 'Recent Cells' table with columns for Campaign, Wave, Cell, Last Modified, Start Date, End Date, Status, Preview, and Delete. Below this is a 'Campaigns' list. The bottom-left screenshot shows the 'New Cell' form with fields for Campaign, Wave, Cell Name, Source Code, Run Dates, Delivery Type, Gift Type, Cell Type, Box Header, Cell Asset, Cell Style, Friendly URL, Comments, Exit Popup, and Document ID. The bottom-right screenshot shows the 'New Campaign' form with fields for Created By, Campaign Name, Marketing Campaign Type Code, Marketing Program Code, Sponsor, Email Recipient, Language Type, Reference Number, and Select Agents.

Campaign	Wave	Cell	Last Modified	Start Date	End Date	Status	Preview	Delete
Life Insurance	+ Wave2008	+ November '08	02/12/2008: 12:44pm	01/12/2008	09/01/2008	live	landing gonform	<input type="checkbox"/>
Life Insurance	+ Wave2008	+ October '08	02/12/2008: 12:44pm	01/12/2008	09/01/2008	live	landing gonform	<input type="checkbox"/>
Contest an Agent	+ BE Zone	+ 2nd quarter	02/12/2008: 12:44pm	01/12/2008	09/01/2008	live	landing gonform	<input type="checkbox"/>
Life Insurance	+ Wave2008	+ June '08	02/12/2008: 12:44pm	01/12/2008	09/01/2008	expired	landing gonform	<input type="checkbox"/>
Cantaloupe Campaign	+ Whole Cantaloupe Wave	+ A03	02/12/2008: 12:44pm	01/12/2008	09/01/2008	live	landing gonform	<input type="checkbox"/>

Campaigns:

Campaign	Last Modified
Apple Campaign	03/06/2008: 12:44pm
Banana Campaign	03/06/2008: 12:44pm
Carrot Campaign	03/06/2008: 12:44pm

New Campaign Form:

Created By: John Q. Nylc

Campaign Name:

Marketing Campaign Type Code: (GENR10)

Marketing Program Code: (Used by Tampa)

Sponsor: Choose One

New Cell Form:

Campaign: Apple Campaign

Wave: Default

Cell Name:

Source Code:

Run Dates: 12/01/08 to 12/01/11

Delivery Type: Choose One

Gift Type: Choose One

Cell Type: Choose One

Box Header:

Cell Asset:

Cell Style: Style One

Friendly URL:

Comments:

Exit Popup: ☐ yes ☒ no

Document ID: