



CHALLENGE

Marketing staff in Toyota's North American headquarters were manually routing materials for marketing and legal approvals, and gathering feedback on a spreadsheet to send back to the agencies that created the materials. They wanted a way to streamline this process and take it online.

SOLUTION

I designed a web application to facilitate and improve the efficiency of the process of routing proofs and gathering feedback.

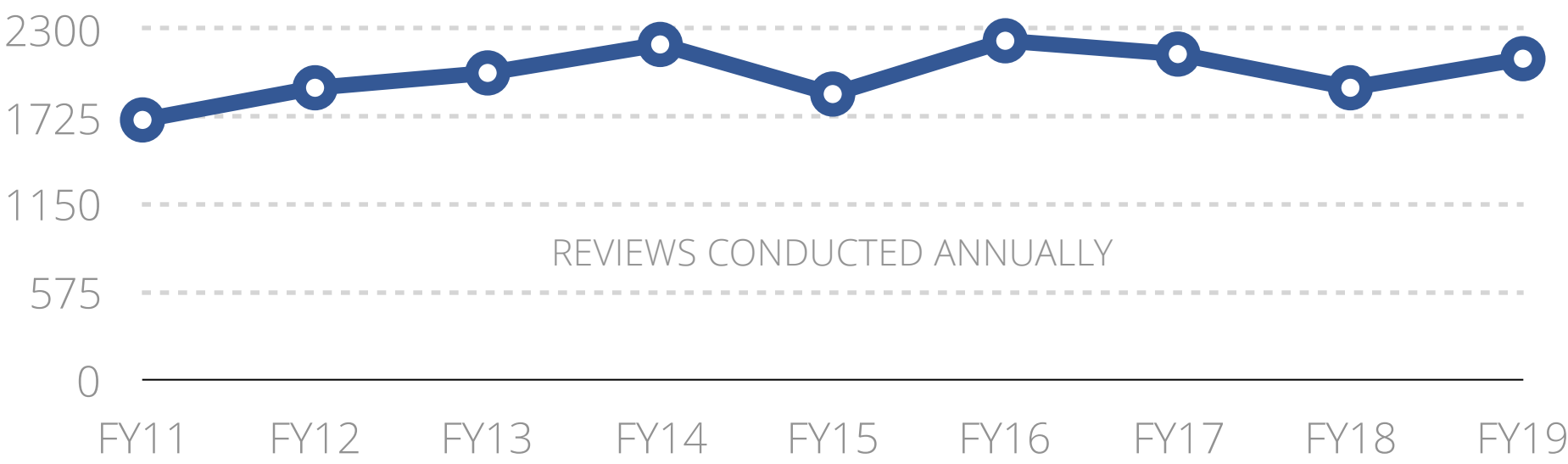
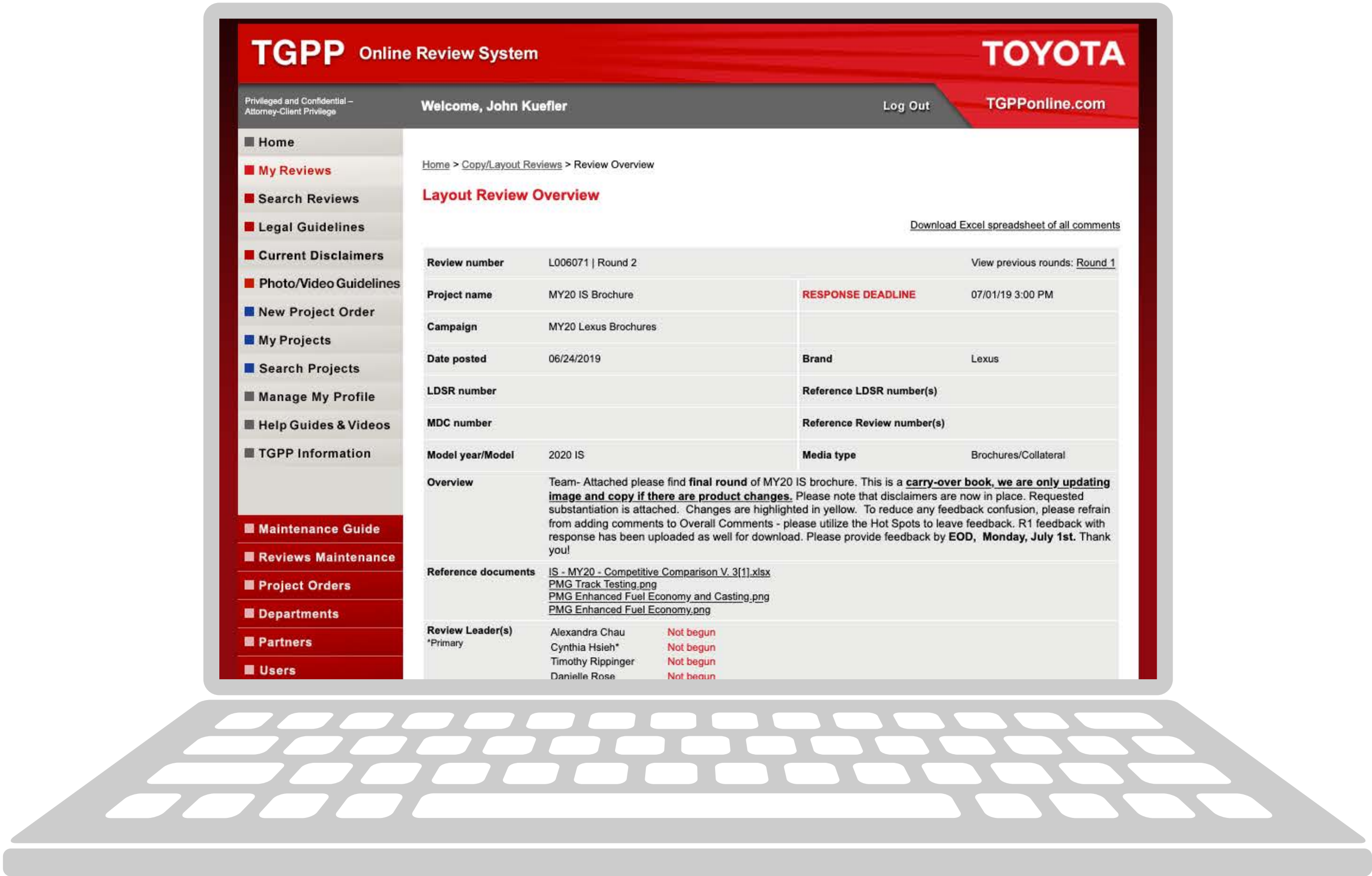
MY ROLE

- ▶ Project lead
- ▶ Business analysis
- ▶ System architecture
- ▶ Translated business needs into development requirements
- ▶ UX/UI design
- ▶ Technical development oversight
- ▶ Documentation and user training/support



FEATURES

- ▶ The system allows for electronic routing of materials to legal and other Toyota associates, and collecting reviewers’ feedback and approvals.
- ▶ This application is the official system mandated by the Toyota legal department. All public-facing Toyota and Lexus marketing/communications materials, whether developed internally or by an agency, must be routed to the legal staff using this tool.
- ▶ About 2,000 reviews per year are sent through the system.





USER FLOW

- ▶ Users who want to distribute proofs for review use a four-step wizard to describe the project, select reviewers, upload the proof, annotate it, and send notifications to participants.
- ▶ They set deadlines for feedback with optional reminders for reviewers who are not finished before the deadline.
- ▶ Reviewers click from the email notifications to the review detail, log in and leave comments and mark approved as is, approved with comments or not approved.
- ▶ When reviewers are finished, the system automatically gathers their feedback on a summary page as well as on a downloadable spreadsheet.

STEP-BY-STEP WIZARD

TGPP Online Review System **TOYOTA**

Welcome, John Kuefler Log Out TGPPOnline.com

Home Maintenance > Content Layout Reviews > Initiate Review

INITIATE REVIEW UPLOAD CONTENT ADD HOT SPOTS PUBLISH REVIEW

Add/Edit Layout Review: Step 1 Initiate Review

*Indicates required field

Project name: Test Layout Review

Campaign: New for Testing

LDR number: (Must follow this format: AL-12345-10)

Reference LDR number(s):

Reference (Review number(s)):

MDC number: (Example: 12345 67890 XXXXX, with X part variable)

Media type: Brochure

Model: 2018 IS

Project description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed non justo auctor, auctoritatem blandit sed. Nam debet accusamus in, ad ignota colorem forensibus sit. Esect option cum ex, cum in purum utamur imperis.

Attach optional reference document(s) for this page:

Note: These documents are for reviewers' reference only. They are not for review to be reviewed. They PDF to be reviewed is uploaded in Step 2.

File 1: B: none... No file selected.

File 2: B: none... No file selected.

File 3: B: none... No file selected.

File 4: B: none... No file selected.

File 5: B: none... No file selected.

Selected Review Participants

Reviewer	Legal Reviewers	TRG Reviewers	Agency Participants
Reviewer: Ted	Who to assign? Click	Reviewer: Ted	Ag: Bill
Bob, Bob	Alphon, Alphon	Bob, Bob	Joe, Jane
Chris, Chris	Josiah, Josiah	Chris, Chris	Hoffman, Hoffman
Quentin, Andy	Steph, Steph	Don, Don	Markus, Markus
Kuefler, John	Steve, Steve	Quentin, Andy	Toni, Toni
Kuefler, John	John, John	Quentin, Andy	Wentner, Wendy

1 REVIEW INFO AND REVIEWER SELECTION

TGPP Online Review System **TOYOTA**

Welcome, John Kuefler Log Out TGPPOnline.com

Home Maintenance > Content Layout Reviews > Upload Content

INITIATE REVIEW UPLOAD CONTENT ADD HOT SPOTS PUBLISH REVIEW

Add/Edit Layout Review: Step 2 Upload Content

Uploading your file

Please do not close this window

Approximate Upload Times

File size	T1 or equivalent (150KB/sec)	DSL (50KB/sec)
Up to 1MB	Up to 2 minutes	Up to 3 minutes
10MB	5 minutes	8 minutes
100MB	30 minutes	45 minutes
250MB	1 hour	1.5 hours
500MB	2 hours	3 hours
Over 500MB	Not recommended	

Shared connections or traffic on your local network will create longer upload times. The larger your file, the more likely an upload may fail due to interruptions in your internet connection.

2 UPLOAD FILE TO BE REVIEWED

TGPP Online Review System **TOYOTA**

Welcome, John Kuefler Log Out TGPPOnline.com

Home Maintenance > Content Layout Reviews > Add Hot Spots

INITIATE REVIEW UPLOAD CONTENT ADD HOT SPOTS PUBLISH REVIEW

Add/Edit Layout Review: Step 3 Add Hot Spots

Review number: 1003365 Round 1

Project name: Test Layout Review

Please select the image below to add/edit hot spots.

1 | Add Hot Spot

2 | Add Hot Spot

3 | Add Hot Spot

4 | Add Hot Spot

5 | Add Hot Spot

6 | Add Hot Spot

7 | Add Hot Spot

8 | Add Hot Spot

9 | Add Hot Spot

10 | Add Hot Spot

11 | Add Hot Spot

12 | Add Hot Spot

Continue to Step 4

3A SYSTEM CONVERTS PDF TO THUMBAILS

TGPP Online Review System **TOYOTA**

Welcome, John Kuefler Log Out TGPPOnline.com

Home Maintenance > Content Layout Reviews > Add Hot Spots

INITIATE REVIEW UPLOAD CONTENT ADD HOT SPOTS PUBLISH REVIEW

Add/Edit Layout Review: Step 3 Add/Edit Hot Spots

Review number: 1003365 Round 1

Project name: Test Layout Review

Page: 7 of 12

Attach optional reference document(s) for this page:

File 1: B: none... No file selected.

File 2: B: none... No file selected.

File 3: B: none... No file selected.

File 4: B: none... No file selected.

File 5: B: none... No file selected.

Use the controls (below at left) to add, move or delete hot spots. (Optional) Select the pencil tool (below at left) and click on a hot spot to change its label.

Save Cancel

3B ADD REFERENCE DOCS AND ANNOTATIONS

TGPP Online Review System **TOYOTA**

Welcome, John Kuefler Log Out TGPPOnline.com

Home Maintenance > Content Layout Reviews > Publish Review

INITIATE REVIEW UPLOAD CONTENT ADD HOT SPOTS PUBLISH REVIEW

Add/Edit Layout Review: Step 4 Publish Review

Review number: 1003365 Round 1

Project name: Test Layout Review

Please note: Allow 5 working days for Legal review, or 6 days if both Legal and Product Planning reviews are required.

*Set response deadline: Date: 02/04/2020 Time: 17 AM (Pacific Time)

Send reminder email: No Reminder (to those who have not completed this Review)

Before publishing this Review, check the following and edit as needed:

Email Notifications: Underack participants if you do not want them to receive email notifications. (To completely remove their access to this Review return to Step 1 page.)

Email Subject: Review Required: Test Layout Review Round 1, Due Date

Email Text: THIS IS AN AUTOMATED MESSAGE, PLEASE DO NOT REPLY. Dear [ReviewerName], The following Layout Review project has been initiated and requires your feedback. Project Description: Checking the file upload and conversion process.

Publish Review Now

4 SET DEADLINE AND SEND NOTIFICATIONS

Message: Review Required: Test Layout Review Round 1, Due 02/04/20 by 12:00AM - Home

Review Required: Test Layout Review Round 1, Due 02/04/20 by 12:00AM

THIS IS AN AUTOMATED MESSAGE, PLEASE DO NOT REPLY

Dear John Kuefler,

The following Layout Review project has been initiated and requires your feedback:

1003365 Round 1
Test Layout Review
Due 02/04/20 12:00AM

Please use this link to access the Layout Review:
<https://www.tgpponline.com/Review/1003365>

If you have questions or need assistance, please contact me.

Thank you,

John Kuefler
EVOL Design/Interior Office
4000 Kuefler Road
750 438-4774

Notification email recipient(s):
John Kuefler (john.kuefler@toyota.com)
TEST Kuefler (test.kuefler@toyota.com)

Overall comments or feedback

Add comments

View comments by: Kuefler

*This page is:
Approved as is
Approved with comments as indicated
Not approved, must review again
Legal advice given

Save and Go to Next Page
Save, Return to Table of Contents

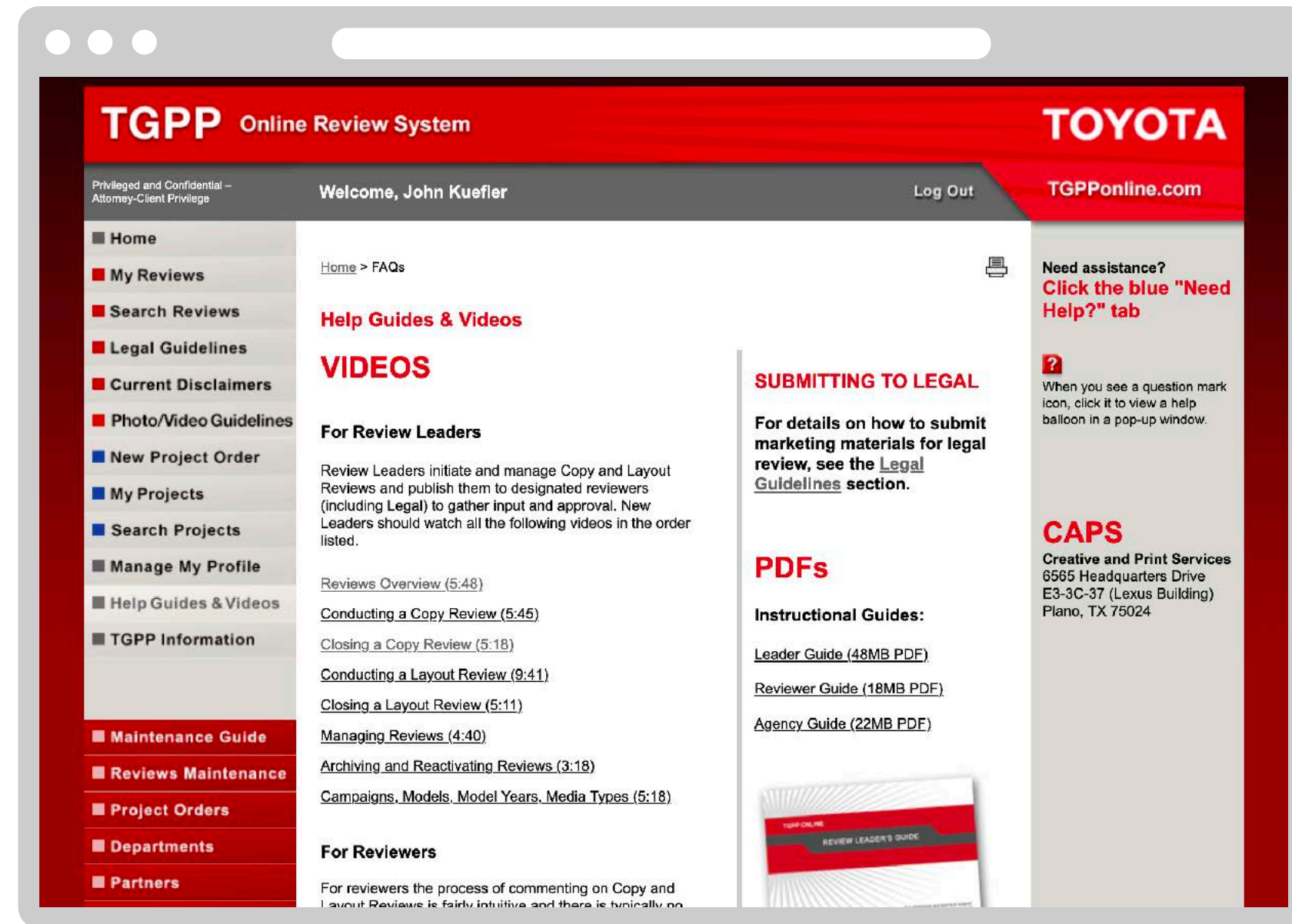
Note: You can return to this page as often as you wish to add your comments until you complete your review. Your comments will be visible to other reviewers only after you click the "Publish" button on the review page.

PARTICIPANTS COMMENT ON PROOF PAGES AND MARK APPROVAL STATUS

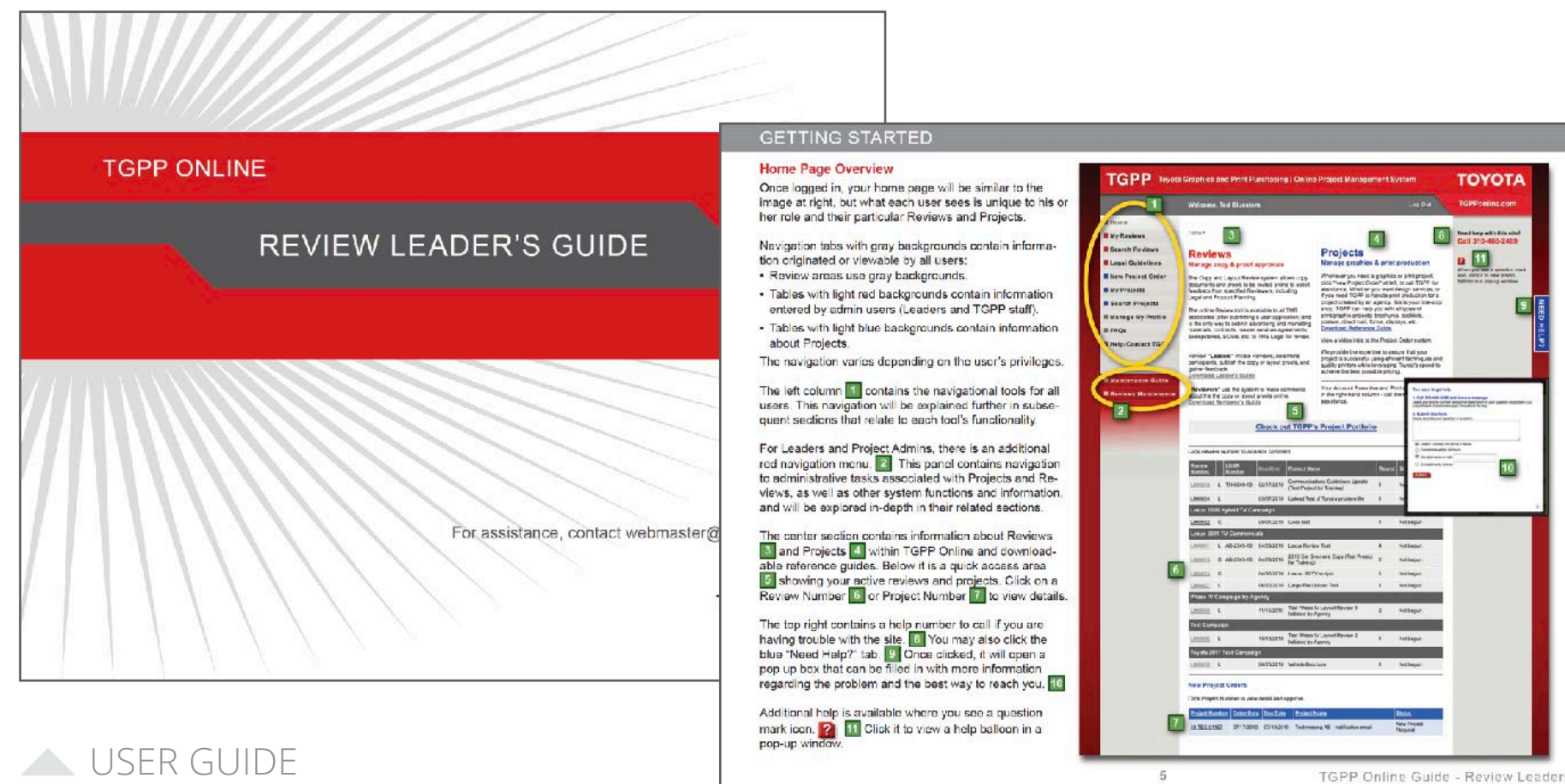
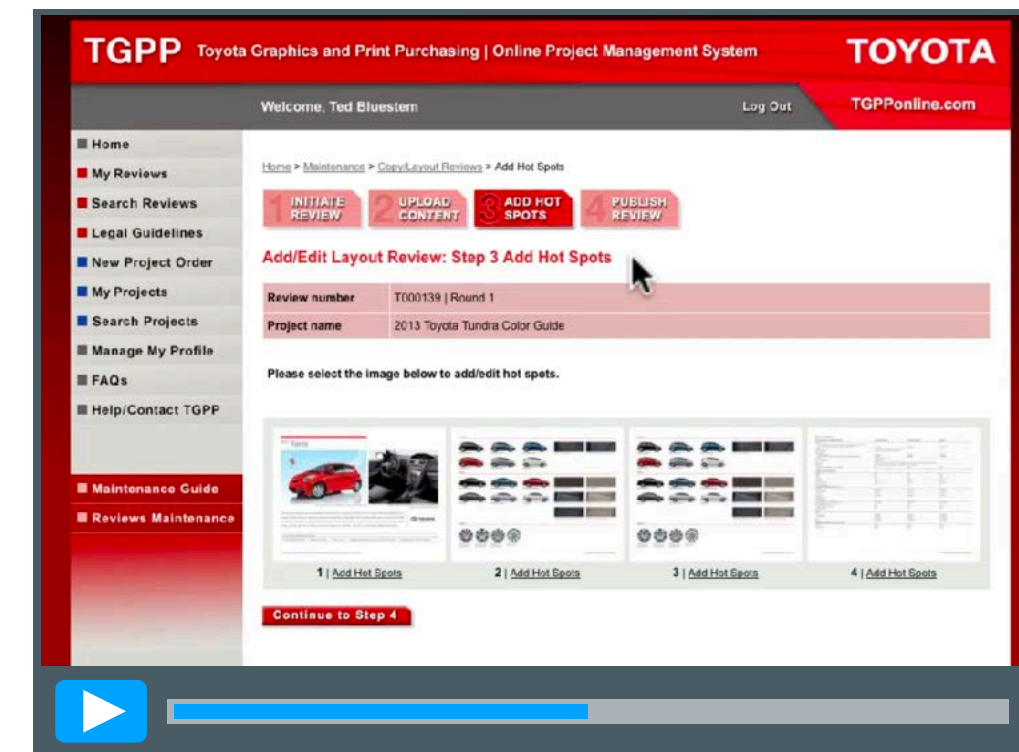


USER TRAINING

- ▶ I was responsible for the development of user training materials.
- ▶ These were produced as a series of tutorial videos and downloadable PDF guides, all available on the site.
- ▶ I've conducted numerous in-person and online user training sessions.



USER TRAINING VIDEOS



A LAYOUT REVIEW

Reference documents for this DF (optional): Participants these, but they won't be able to access these files.

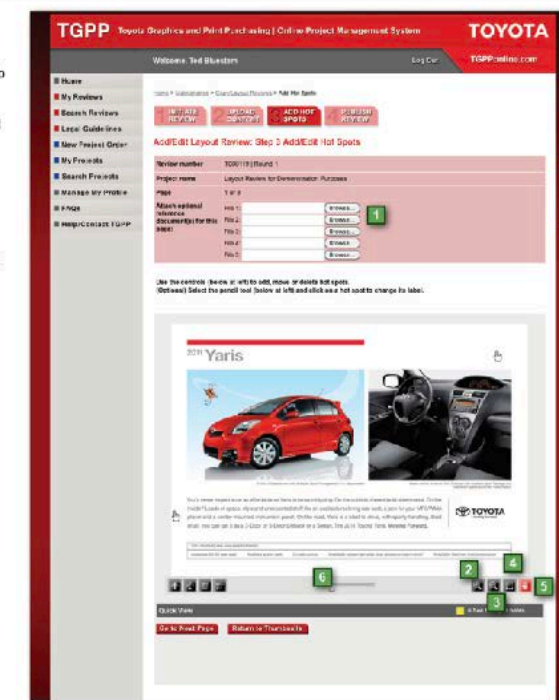
page view using the controls at

in on

h the page

inter zooms the view in (drag to

to the left)



REVIEW

a Reviewer
If a Review, you may wish to add
is Review, you may wish to add
is Review, you may wish to add

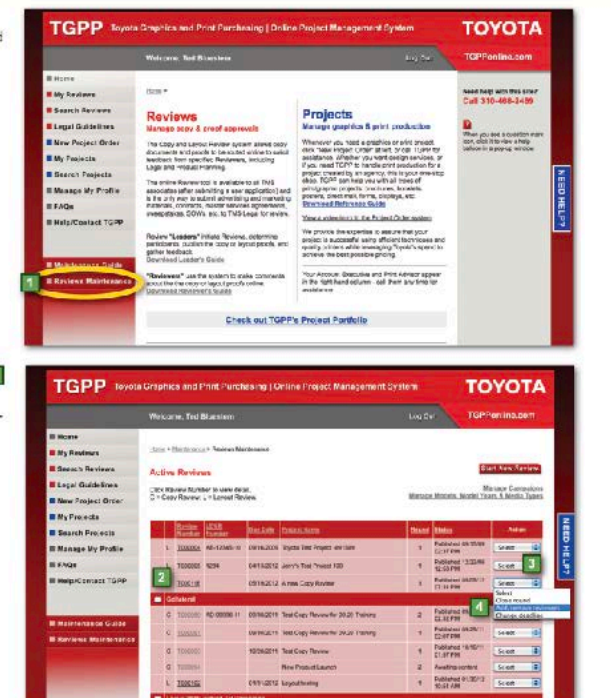
selected the 'Review Mainline'

navigation menu.

you wish to add reviewers to

menu in the Actions column for

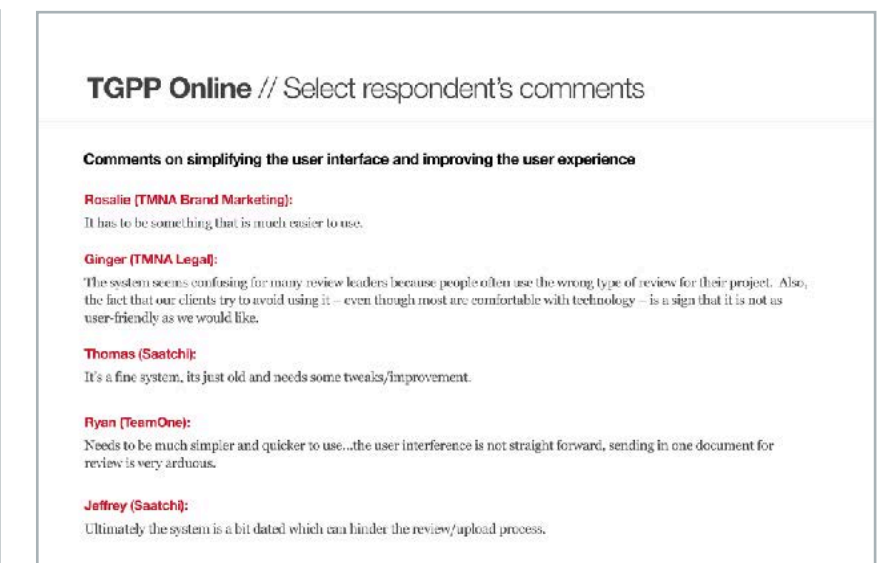
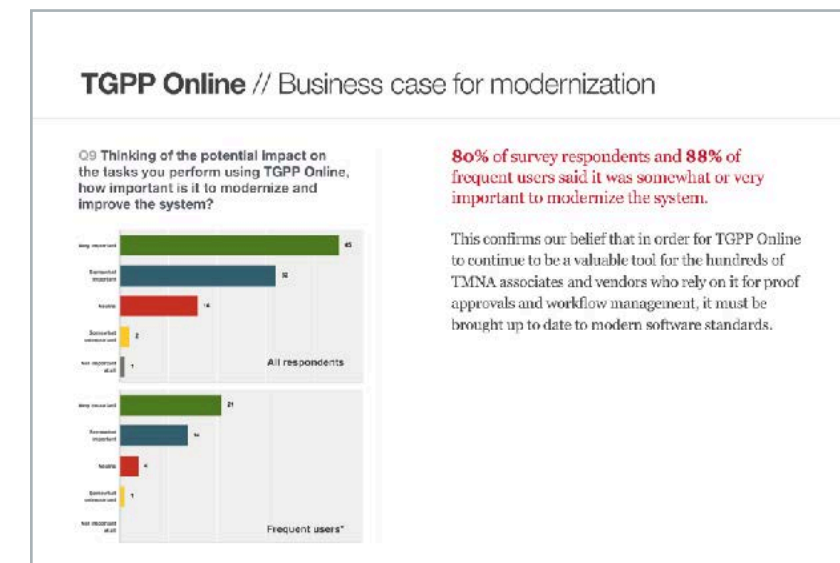
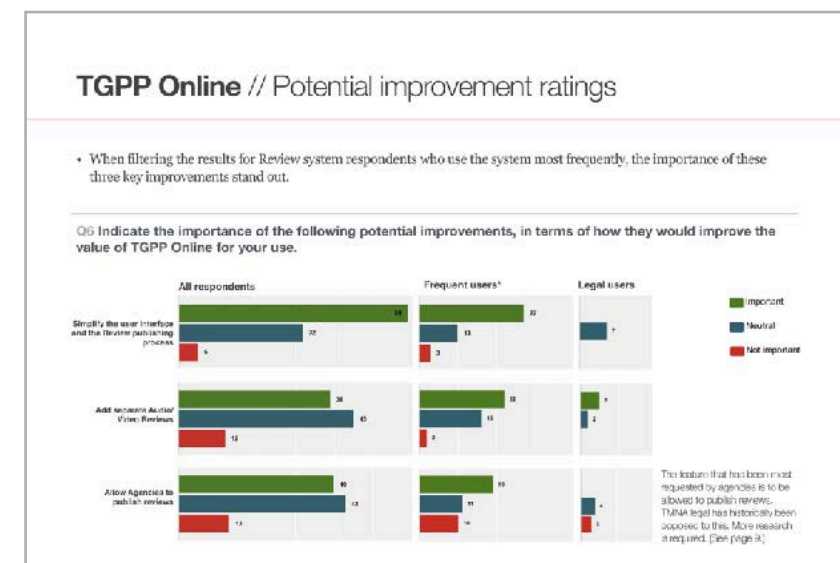
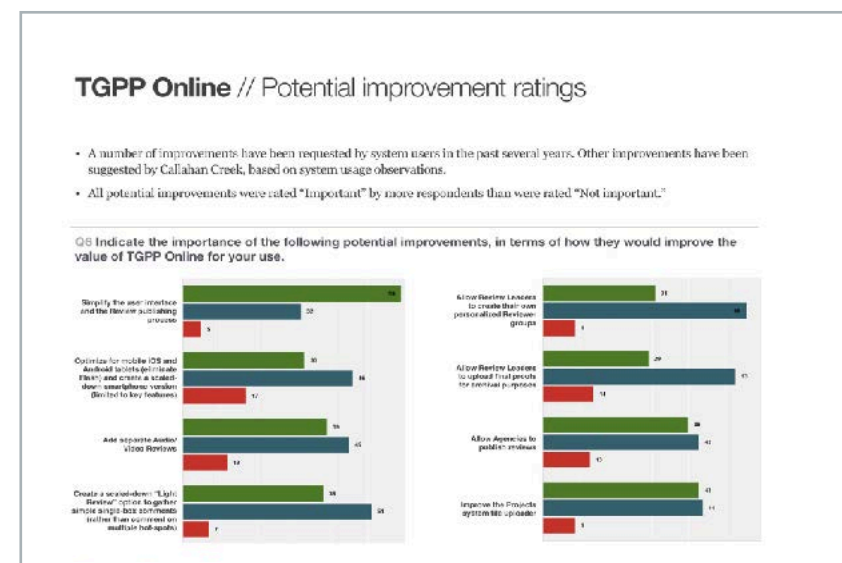
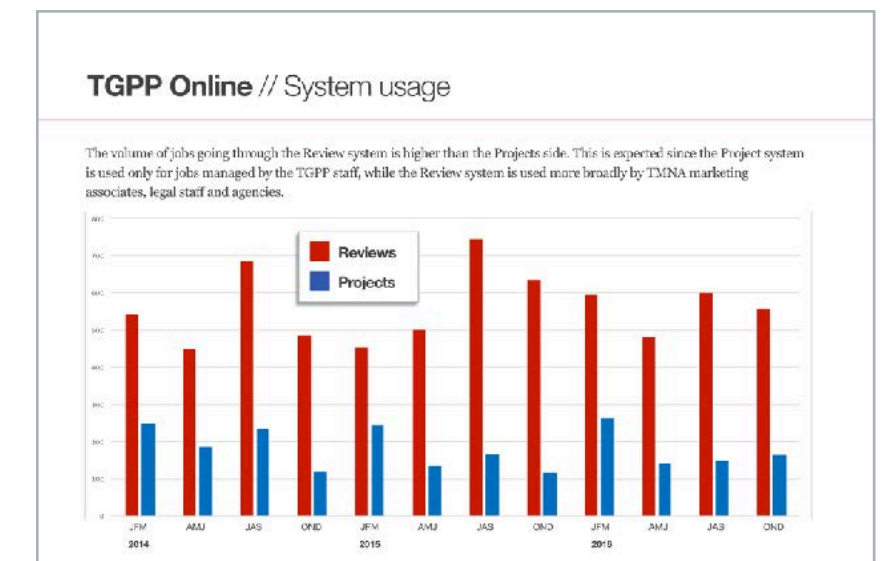
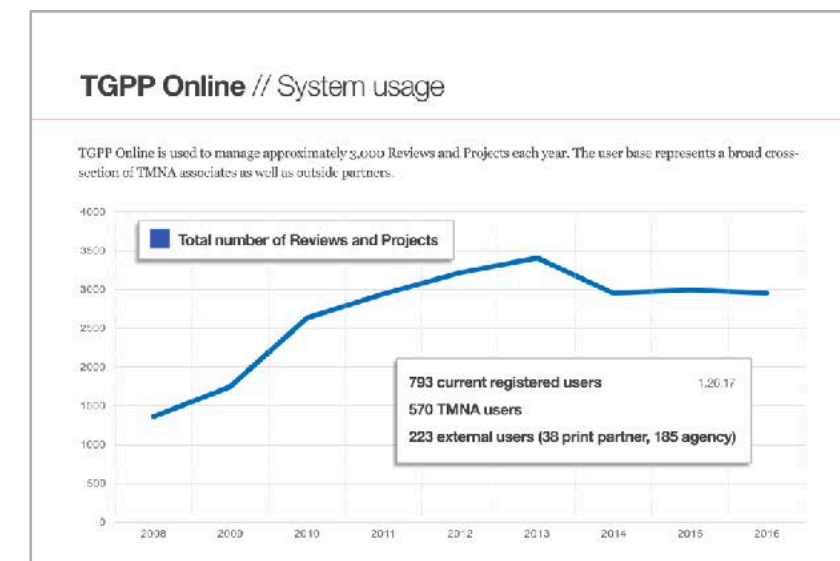
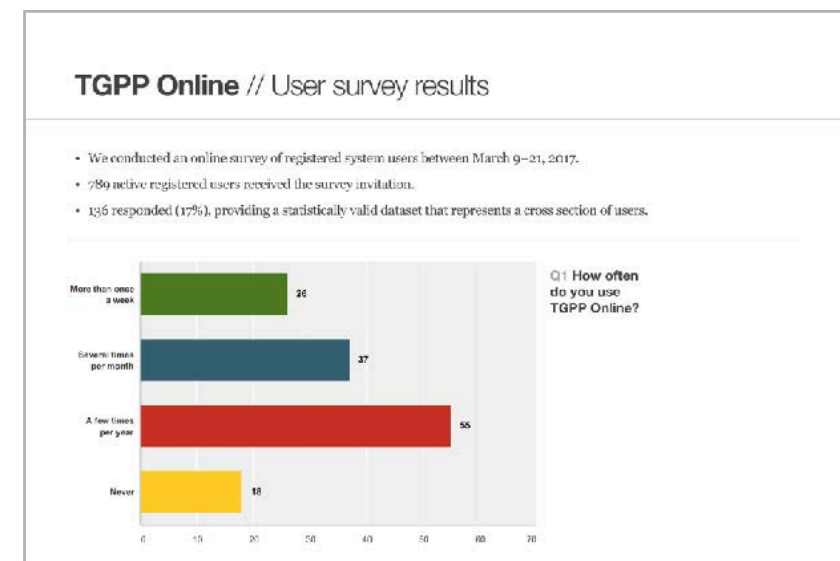
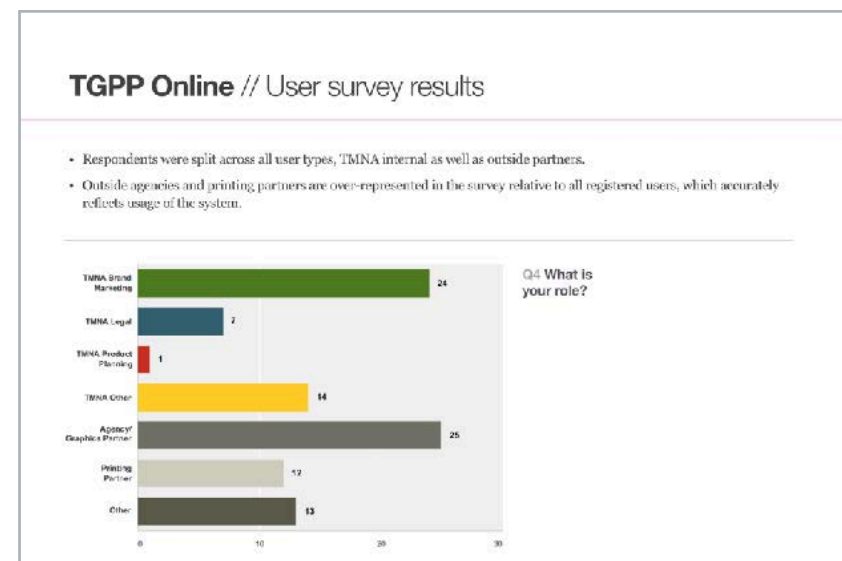
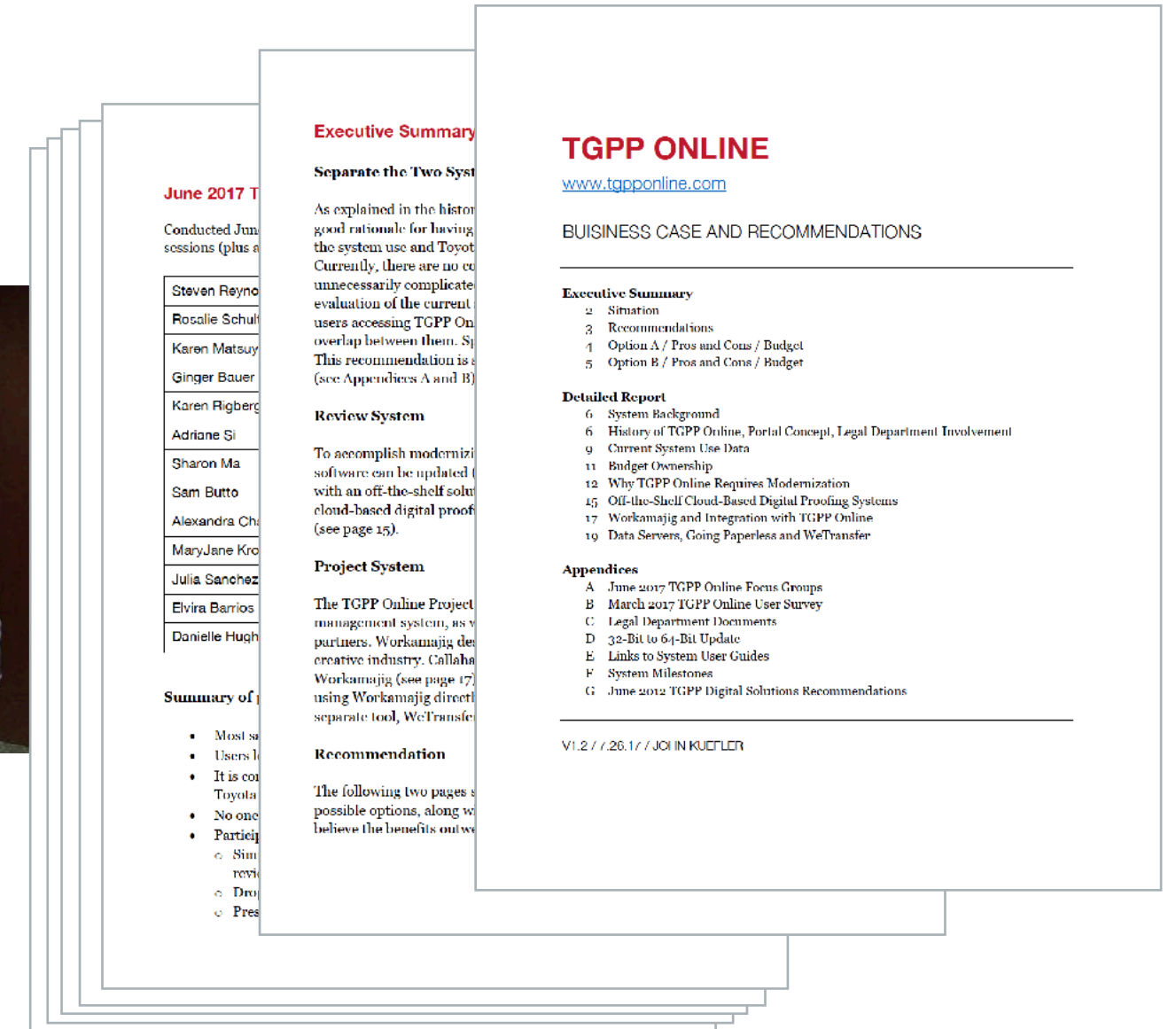
then select 'Add/Remove Review'





USER RESEARCH

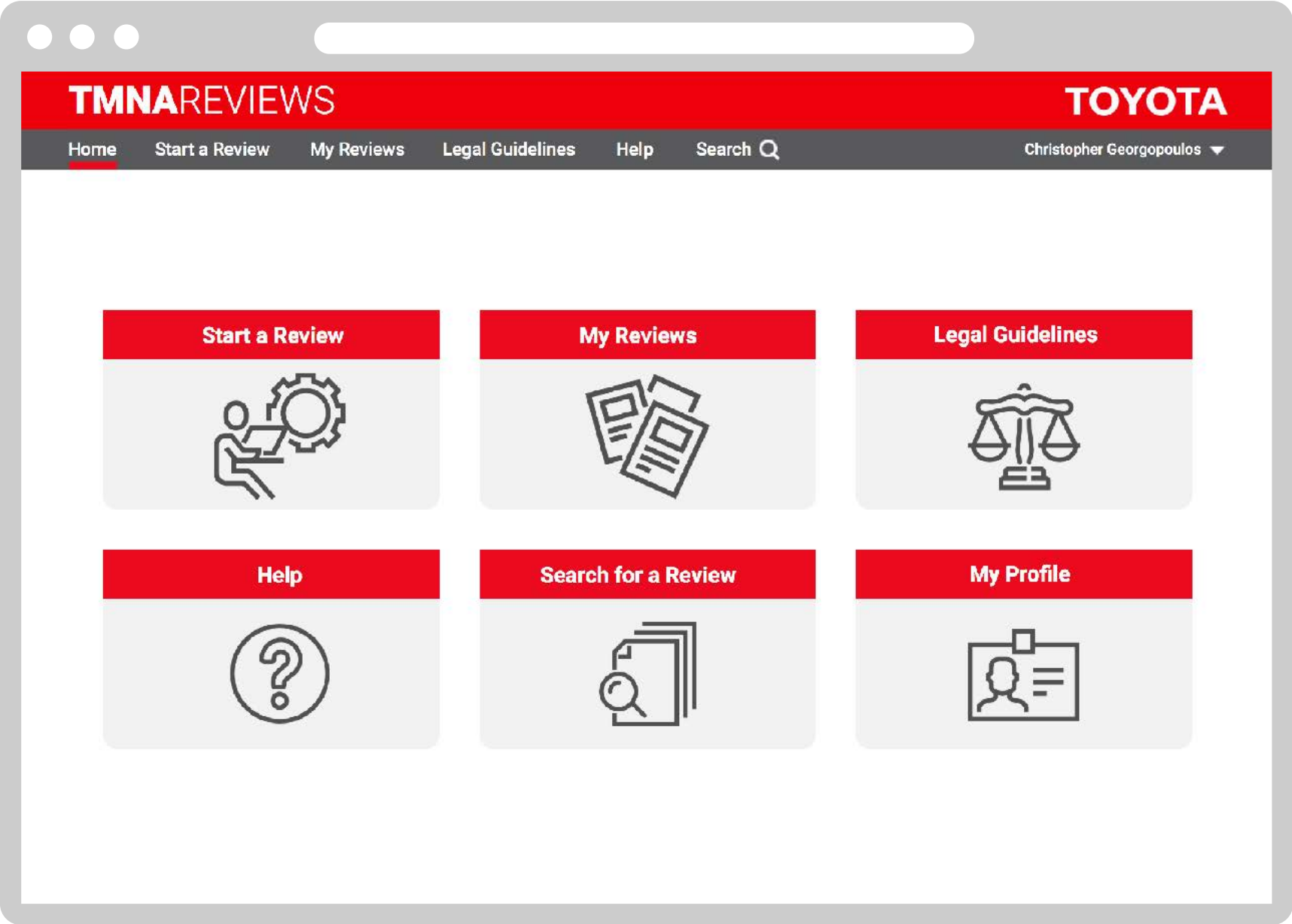
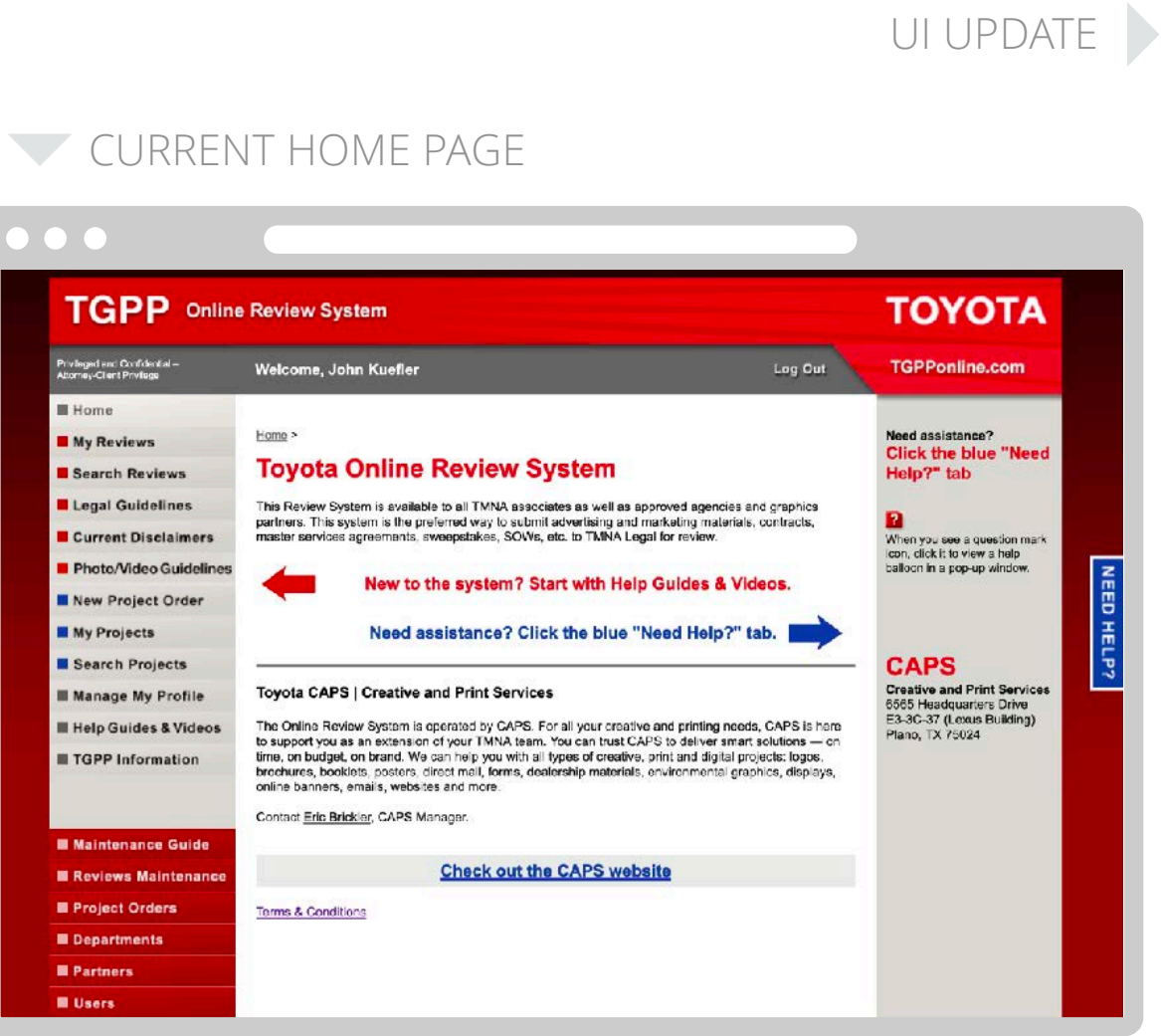
- ▶ Over time since its launch in 2009, the review system had many features added which made it more and more complex for users.
- ▶ I conduct user focus groups and online surveys in 2017-18 to assess usage and gather suggestions for improvements.
- ▶ I wrote a summary of the findings and made recommendations for improvements, including updating the UI and user flow for a more intuitive experience and removing obsolete features to simplify the system.





UX/UI UPDATE

- Based on the user feedback and my own heuristic evaluations, a new UI design is in progress.



AXURE
PROTOTYPE
OF UI UPDATE

