

# Parkland

Design-thinking approach ensures your ROI

## Description:

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This multi-billion dollar oil and gas enterprise faced challenges as it had acquired a number of brands over the course of its growth. Each of these brands came with its own digital solution. The company faced operational and administrative overhead challenges in an effort to make each of these unique solutions function and work together. This caused friction in communicating messages that posed an operational risk such as product recalls.

The Veriday team took on the challenge and worked with the stakeholders to undertake a design-centric approach to the problem. Investing some time in foundational UX research helped align business goals with the goals of users to optimize processes and systems. It also helped align expectations around what problems we tackled first and what solutions we implemented.

This reduced the risk of failure as most projects face this risk due to uncoordinated effort. (70% of digital transformation projects fail) Result was a robust and successful solution that not only effectively and incrementally solved current problems but also looked at scalability in the future. The solution was a retail portal that integrated with systems in the backend to enable a single source of truth for the portal users.

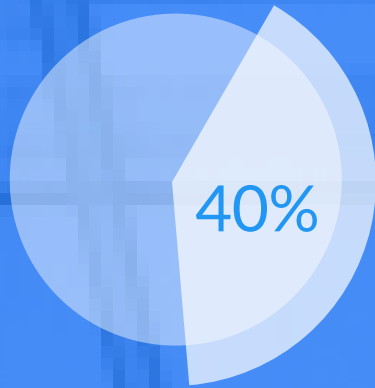


Parkland is Canada's and the Caribbean's largest, and one of America's fastest growing, independent suppliers and marketers of fuel and petroleum products and a leading convenience store operator.

## Challenges:

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- Increased Administrative overhead
- Increased cost to support friction points
- No single, trusted source of information
- Frustrated users
- Information overload
- Difficult to track and measure success of processes
- Over 70% users thought they couldn't find what they were looking for.



improvement in  
operational efficiency.



increase in adoption  
of the new solution in  
4 months since  
launch.

### Solution:

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- User Centered Research and design
- Robust retail portal for Parkland as part of the larger digital transformation effort.
- Clearly defined KPIs for the project
- User tested features to reduce risk of failure
- Features mapped to business goals and user goals

### Result:

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- Over 94% users thought the new solution was easy to use and everything they needed was in one spot.
- Reduced administrative overhead
- Reduced friction points in communication.
- Increased operational efficiency.

### Testimonial:

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“Veriday brought a wealth of UI/UX design experience to our project of developing a new portal for our retail business users. They took the time to diagnose the problem through meticulous research (as opposed to just accepting the problem as we defined it), which led to a more robust solution than what we had initially envisioned. The prototypes allowed us to have a clear vision and understanding of how the portal would look and function (i.e. no unpleasant surprises once we saw it in the test environment!) and along the way, the team offered up great ideas for improving the value to end users.”

~ Parkland stakeholder