



Let's Solve



A Larsen & Toubro  
Group Company



Case Study

# Elevating Employee Experience for a Leading Media Firm

# LTI leveraged human-centered design to revamp digital experience across stakeholders.

## Business Challenges

The firm faced a challenge to handle a scheduling platform with a 15-year-old dot net base. The firm wanted to move the platform to cloud, and hence Salesforce Lightning was chosen as the recommended base. The overall process of scheduling was highly complicated and keeping track of network schedules was time-consuming. Users were unable to search for content inside the platform. With non-optimized process flows, users had a hard time manually scouting for inconsistencies in the meta data, which led to difficulties in scheduling.

## What we did?

We conducted empathy conversations with all technical business users of the scheduling platform, representing different network channels. This led to ideas being generated during empathy sessions and co-Ideation workshop, which converted to 250+ user stories being included in the epic feature backlog.

The redesigned screens were validated in workshops with relevant stakeholders every week, which were finally converted into high-fidelity designs and a clickable prototype.

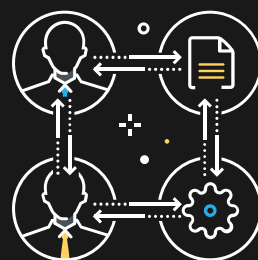
## What was achieved?



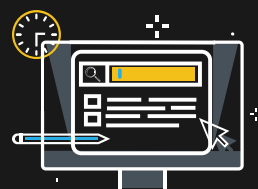
**User-centric experience** design provided a customizable view of all-network schedules, achieving seamless integration with other platforms.



**Centralized drag- and- drop user dashboard** for easy scheduling.



Improved process structure, automated workflows, **user & task-focused design**.



The **reimagined platform** stream-lined processes resulting in consistent services & improvement in employee satisfaction.

LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 435 clients succeed in a converging world. With operations in 31 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 36,000 LTIites enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Ltinfotech.com> or follow us at @LTI\_Global