

Case Study

A Guide Through the Complex Process of Relocation

Opportunity

Aires, a global leader in supply chain and logistics, is best known for their full-service high-touch customer service approach for corporate relocation solutions. The Aires team recognized an opportunity to provide better solutions for their self-service market, which previously didn't have any online or mobile tools.

Aires engaged with Rivers Agile to help them take an initial idea for a tool and turn it into a reality. Available both online and mobile, Aires was looking for something that would allow users to be more independent.

Solution

Aires turned to Rivers Agile to create a product with an easily understood and actionable user experience. The team conducted a heuristic evaluation of an initial prototype that Aires created, specifically looking for opportunities to improve usability.

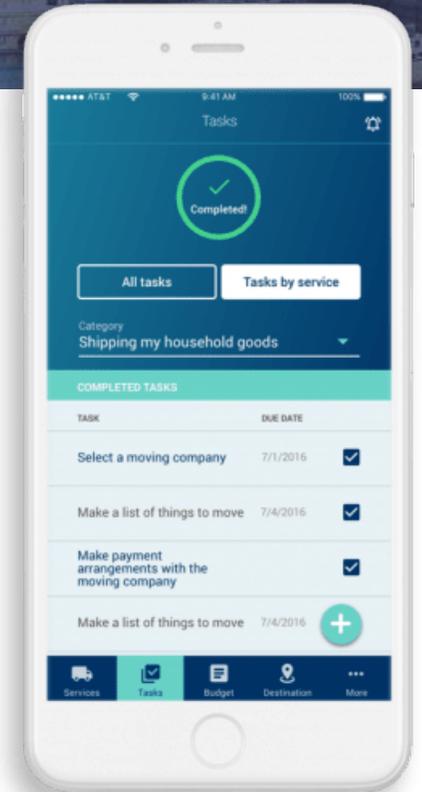
Identifying the opportunities led to information flow generation for the users. Rivers Agile then created and tested an updated design for each platform with users. Using the test results, the team was able to revise the design and launch the self-service management tool for the next generation — SpringBoard.

Value

SpringBoard brings together information across the relocation process to allow users to better organize and streamline their move. The platform allows transferees to personalize task lists, access the Aires global network, and sync tasks to mobile devices.

SpringBoard benefits include:

- Personalized dashboard and step-by-step guide through the relocation process tailored to each user's specific needs
- Connection to a variety of service providers through the Aires global network ensuring access to quality providers
- Budget estimating and assistance through monitoring and analyzing cost breakdowns of expenditures and budgets with the added benefit of tracking expenses in real-time and keeping receipts digitally
- Corporate relocation success measurement designed as a checklist to track important tasks, providing insight into company-wide relocation metrics



Client
Aires

Location
Pittsburgh, PA

Industry
Corporate Relocation

Project Scope
Product Strategy, UX
Design, UI Design

Product Created
SpringBoard

