



Shop Report Ordering Redesign

Your guide through this new experience!



dunnhumby

The science of serving every customer.
Together. At scale.

| Context

To improve user journey and functionality on our Shop platform, dunnhumby has used a **modern front-end technology** to deliver a smoother, more intuitive experience. Our teams have progressively worked on several aspects of Shop:

Shop Reports & Dashboards

To bring several visible benefits, based on ease of use and user experience best practices

Report Selection Process

To enable users to better understand what each report does / offer a streamlined experience, getting to key reports quickly

My Workspace and Custom Groups

To simplify the process when creating your custom groups and attributes

→ Our teams recently focused on **Redesigning Report Ordering**, the changes to which are detailed in this document.

| New report ordering process: what does it imply?

Discover a **new, streamlined report ordering experience** built for **both new and experienced users**. The **refreshed design** is **consistent** with what was already done as well as other dh products, to offer a snappier, more responsive experience!

Here's what you can expect from the update:

- ❖ **Modernized User Experience** across landing pages and popups
- ❖ **Assisted and Unassisted modes** to allow users to easily tailor the support they need to run each report
- ❖ **Broken-down navigation** with clearer ordering steps
- ❖ **Built-in help content** throughout the journey
- ❖ **Clearer error messages** for quick error resolution
- ❖ **Smoother "happy paths"** that make report creation fast and intuitive
- ❖ **Updated copy** to provide more details to users

| [How to access and discover your new ordering process?](#)

Access Shop:
<https://gb.clientportal.a.dunnhumby.com/MET/web/>

dunnhumby

Sign in

DHDOM1dh209378

.....

SIGN IN

If you have forgotten your password, click [here](#)
For any other problems please contact the service
desk: t: +44 800 082 1025 or t(US):+1 888 338 0394 e:
service.desk@dunnhumby.com

Click on this link to watch the video: [Access New Ordering Process](#)

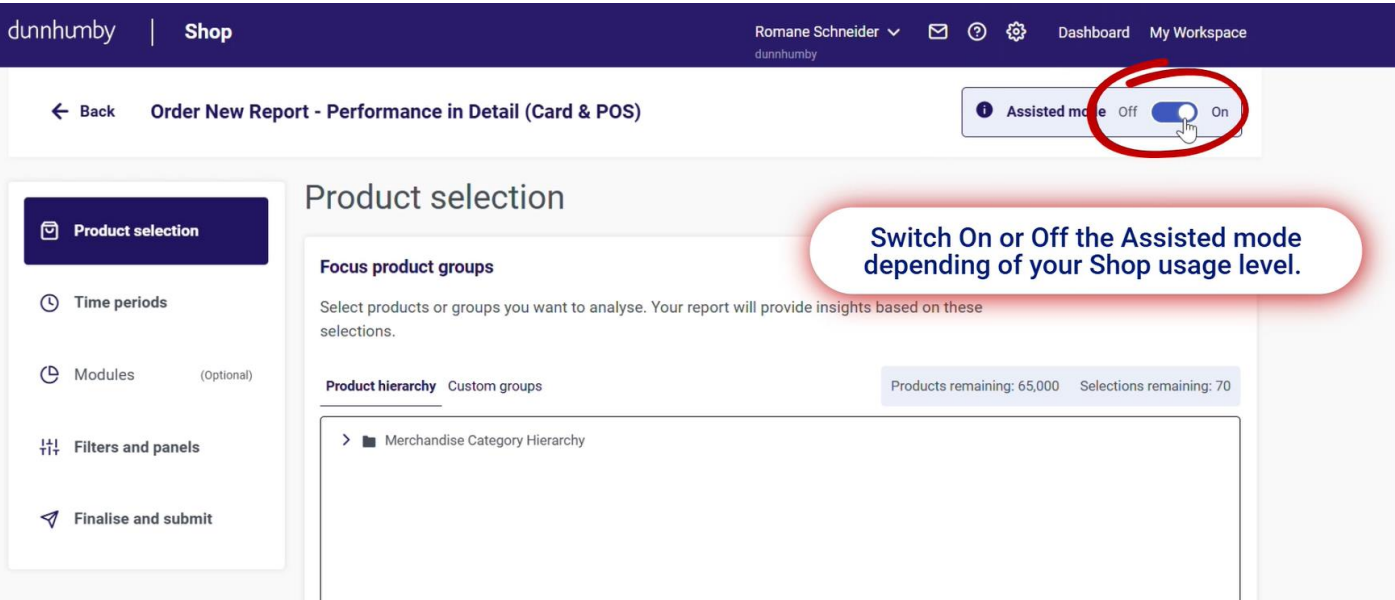
Connect as usually to
your Shop account:
[https://gb.clientportal.
a.dunnhumby.com/ME
T/web/](https://gb.clientportal.a.dunnhumby.com/MET/web/)

Follow each step to access
your **new ordering
process** while selecting
the report that is
corresponding to your
business question.

You are ready to start your
experience using Assisted
mode or not!

A two-speed journey to serve our new and power users

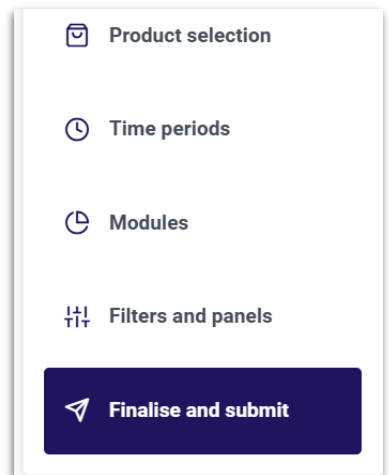
| Choose if you want Assisted mode on or off!



Click on this link to watch the video: [Assisted VS Non Assisted mode](#)

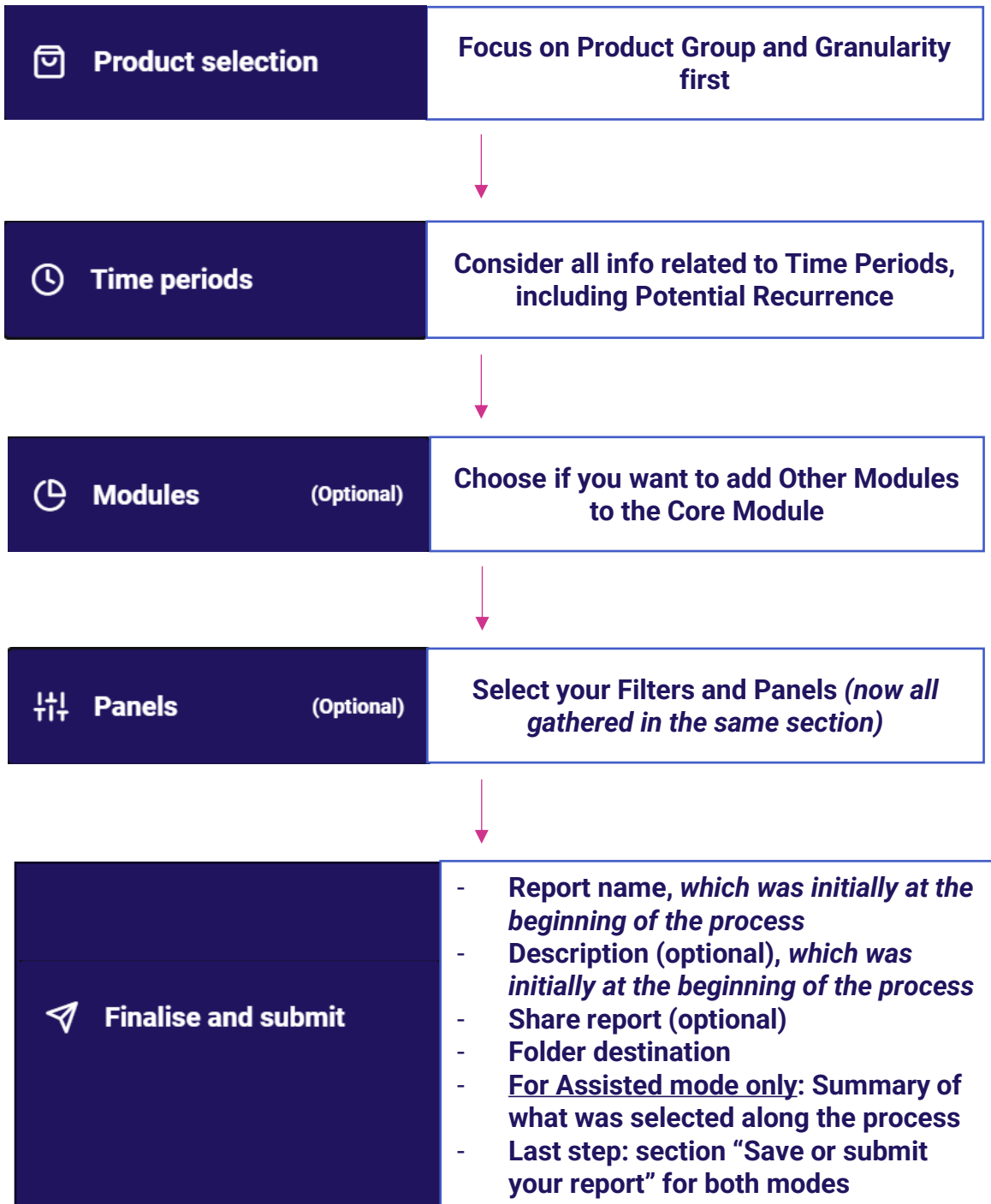
Power users will notice a **streamlined interface**, whilst **Assisted Mode provides step-by-step support** and **additional information for users requiring more guidance**. This is aiming at **facilitating onboarding for beginners**, without providing too many changes to regular users, who know report ordering flow already.

Assisted mode will provide a simpler flow, while users will be able to gradually pick their parameters : Product selection, time periods, Modules, Filters and panels, as well as get a « Finalize and Submit » section, where a **summary** of the full request is done and prevents potential errors.



➔ By default, your **Assisted mode will be switched on**: you can keep this option or decide to switch it off.

| Changes implemented for a more logical and structured flow in Shop Ordering Process:



| Vocabulary update for better understanding:

Shopper Panels ?
0-20 selections

- ▶ Custom Groups
- ▶ Metro Panels

Selected Items

Select All

Customer panel (Optional)

Customer segmentations Selections remaining: 20

- > Custom Groups
- > Metro Panels

*** Geography Panels** ?
1-20 selections

- ▶ Custom Groups
- ▶ Metro Stores

Selected Items

Select All

Store panel

Store segmentations Selections remaining: 20

- > Custom Groups
- > Metro Stores

Please don't hesitate to reach out should you have any questions: shopcanada@dunnhumby.com

Thank You
dunnhumby **THE WORLD'S FIRST**
CUSTOMER DATA SCIENCE PLATFORM