

Discovery

Research Synthesis and Proposed Research Plan

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Feedback from verbatim [Note: click image to view original survey results]

Top complaints regarding Discovery Leads

- Lack of relevancy
 - Overall disappointment on quality of leads
 - Leads outside of their specified locale
 - Discrepancy between services and products
- Lack of feedback/communication after responding to leads
- Paying to respond to leads doesn't resonate well suppliers
- Unwanted further solicitation of leads

Source: Verbatim from SAP Ariba Seller Survey (2016)



Relevancy: Overall disappointment on quality of leads

- The leads set are so off-base and irrelevant and that they lose confidence in Ariba as a lead generation provider.

Verbatim

- *I have yet to receive a single lead that has anything to do with our business.*
- *Every single lead we have received since joining Ariba was obviously spam, and Ariba has done nothing about it.*
- *Based on my past experience Ariba, they seem to be out of touch with their customer base and clueless when it comes to matching prospective opportunities with their client base's preferences regarding business leads.*
- *We consistently receive wholly irrelevant leads for work which bears no resemblance whatever to our company profile.*
- *All I get from it is SPAM in the way of opportunities that either do not match or do not exist.*
- *Send me leads for jobs I can actually quote/follow up on.*
- *Customer leads do not pertain to our business.*
- *Lead Generation could use better filters to show close matches.*
- *Streamline key words to where we receive more leads that are relevant to our business*

Relevancy: Leads outside of their specified locale

- Suppliers have specified their location preferences, but often get leads outside of their region.

Verbatim

- *My business only operates in a small territorial region. It does me no good at all to get leads on something I can't service. I specifically cited my territorial needs in my initial profile.*
- *Regional Leads: I keep receiving leads for the USA and Europe for items /opportunities. I am based in Australia and covering only Australia and NZ markets. I don't want to receive leads for USA & EU. They should be sent to the relevant people in those markets. I've advised this many times before, but no change has been made. I therefore simply ignore those leads that are sent or forward to my colleagues who may be interested but this is time consuming for me.*
- *Send out more relevant leads. We are small business, so looking for prospective jobs in our state rather than national or international.*
- *For me and our company, more relevant Leads would be of great assistance. The ones that we do get aren't areas (Product/Geographic Location) that we provide services to.*

Relevancy: Discrepancy between services and products

- Suppliers have specified that they provide services but often get requests for products, or vice versa.

Verbatim

- *Our company is a textile RENTAL company yet every lead I receive is to purchase linen products. We do not direct sale linens so these leads do not generate new business for Also. We need a filter that directs us to customers seeking linen rental companies instead of direct sale opportunities.*
- *Please do a better job with providing leads. I'm in the marketing services industry, i.e. design, advertising, etc. I constantly get leads for someone who needs a t-shirt supplier or some other kind of factory or fulfillment service. It's a huge waste of time for me to expect that Ariba is going to deliver a competent lead. If there are none for my market, just don't send me any.*

Lack of feedback/communication after responding to leads

- Upon responding to a lead, often suppliers do not receive any communication nor feedback from the buyer nor Ariba.

Verbatim

- *I have responded to more than 20 RFPs and had 0 response, 17 of them responded with no feedback of any kind, so we are not paying for the service. If you can demonstrate value, we will review and re-up.*
- *Require Leads respond to contact/RFI messages ... show some sign that Our messages go through ... I have no way of knowing if the money I paid to respond to one of your Lead listings, ever reached the intended Company ... I heard nothing ... not one damn sound!*
- *I need feedback from Leads that I respond to*
- *When I response to ARIBA Lead no reply received from the buyer if they interested or not --> if the supplier has lead-time to response on the leads, the buyer must be responsible also to reply on all clients who interested to respond on the Lead. No response also when I send inquiries or clarification regarding the leads (e.g. request drawing)*

Paying to respond to leads doesn't resonate well suppliers

- Paying just to respond to a lead doesn't resonate well with suppliers, as it doesn't guarantee an award or even a response.
- Suppliers would rather pay Ariba for a successful awarded lead.

Verbatim

- *There should not be a fee to communicate with buyers, leads, RFI, RFP.*
- *We have been asked to pay a subscription without knowing we can win business*
- *Lower the costs of Leads. I's prefer to be charged for a lead if the lead turns into business or pay Ariba a small percentage of the order value rather than to pay for a lead.*
- *The cost for leads or responding to a pre solicitation is too high. Since the customer has the right not to use our company or respond to our inquiry.*
- *There should not be a charge for responding to leads - this gives me a negative impression about Ariba (makes you look cheap/greedy)*
- *Also, paying a fee to follow up on leads that could result in zero new business isn't a good model for our company.*
- *Most of the Lead matches our products need payment but no guarantee to select as supplier yet--> remove the payment*

Unwanted further solicitation of leads

- Based on all the current frustrations with Discovery leads, suppliers often do not want any more emails, but still receive them even after citing their lack of interest.

Verbatim

- *The leads it generated were irrelevant to our company and it was really difficult to figure out how to make them stop coming.*
- *If we select "Not Interested" on a matched lead, then I would like to not receive any further emails on that particular lead.*
- *Upon first communication of a lead ask if I am interested. If not interested, do not continue sending inquiries unless there is an incentive offered for responding closer to deadline.*
- *When I reply to a lead that it is not applicable to my business, I continue to receive duplicates of that lead.*
- *Discontinue sending me follow up leads when I reply that that lead is not applicable to my business*
- *Staff from overseas who email me about leads are a constant irritation. They email me on opportunities that are not a fit, email me on opportunities I have already seen and already indicated are not a fit, and continue to email me after I tell them I am not interested. Largest single irritation is getting spammed.*

Miscellaneous verbatim

Original sales pitch not delivering expectations

We have not seen the volume of requirements that we were anticipating from Ariba Leads. We were lead to believe there were many more buyers out there and that we would be seeing at least 5x the amount of leads we have seen to date. We need more buyers in our area of expertise. We simply have not seen the volume of leads we were lead to believe during the sales pitch.

Perception that Discovery is biased toward existing Ariba subscribers

In regards to business leads, your site is only useful to those customers that are already using the Ariba platform, other than that there is no way for me to go to market with any other customers.

Customer charged for a lead even though submission deadline already expired.

I am very unhappy about recently submitting my first response to an RFI and then being told that it closed early. I asked for the fee to be reimbursed and was refused. So basically, I've been charged for an RFI which was closed by the time I responded and where I have not been considered..

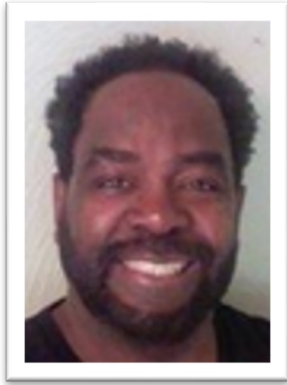
Users may not be aware of the existing capabilities within the Discovery portal

- *Ability to download query results from Ariba Discovery to more easily filter said results and determine procurement invitations.*
- *Request to search Ariba Discovery for Suppliers CH2M specifically directed to that platform.*



Feedback from various remote interviews with suppliers

Discovery Case Study: based on actual interview

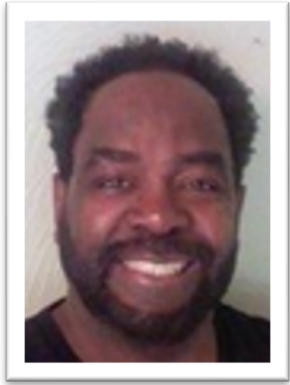


Ivan

The screenshot shows the Ariba Discovery website interface. At the top, there are navigation tabs for 'I'M BUYING' and 'I'M SELLING', with 'I'M SELLING' selected. Below this is a secondary navigation bar with 'Home', 'Leads', 'Subscriptions', and 'About'. The main content area displays a lead titled 'I'm looking for Suppliers of Promotional merchandise - Outdoor tables (plastic and metal), Outdoor c...'. The lead is from 'PepsiCo, Inc' and is marked as a 'New Prospect'. It includes details such as 'Posted On: 11 Oct 2016', 'Open for bidding on: 11 Oct 2016', and 'Response Deadline: 20 Oct 2016 9:59 PM PDT'. There are interactive buttons for 'Respond to Posting', 'Add to Watchlist', and 'Not Interested'. A 'Share' section with social media icons and a 'Leave feedback' link are also present. The lead details specify an 'Opportunity Amount' of '\$500K to \$1M USD' and a 'Response Deadline' of '20 Oct 2016 9:59 PM PDT'. Below this, the 'Posting ID' is '4382027(4382027)', the 'Posting Type' is 'Request for Information', and the 'Public Posting' URL is 'http://discovery.ariba.com/rfx/4382027'. At the bottom, there are two sections: 'Product and Service Categories' listing 'Outdoor tables or picnic tables' and 'Outdoor chairs', and 'Ship-to or Service Locations' listing 'Czech Republic' and 'France'.

An example of a lead that Ivan received. Despite indicating he sells sports promotional lunch packs (i.e., for giveaways at stadiums), he receives a lead for outdoor tables.

Discovery Case Study: based on actual interview



Ivan

Upon stumbling on the Discovery portal, his first query above yields no matches. His second query provides something more promising.

Discover New Business Opportunities
Get matched to active buyers and access 350B USD in buying power

Ariba Discovery will match you to real business opportunities from the world's leading companies. Don't waste your time targeting prospects that are not ready to buy. Focus your efforts on Ariba Discovery, and quickly and effectively market yourself to relevant buyers.

Sports Novelty Soft Pack [Advanced Search »](#)

Search Results for Sports Novelty Soft ...

No Search Results

Discover New Business Opportunities
Get matched to active buyers and access 350B USD in buying power

Ariba Discovery will match you to real business opportunities from the world's leading companies. Don't waste your time targeting prospects that are not ready to buy. Focus your efforts on Ariba Discovery, and quickly and effectively market yourself to relevant buyers.

lunch box [Advanced Search »](#)

All results > lunch box x

Refine Match Criteria

Posting type
No items

Date Published
No items

Product and Service Categories
No items

Search Results for lunch box 1 - 1 of 1 Sort by: Relevance

< 1 >

☆ [RFI - I'm looking for Compartment Bento Lunch Box Style Containers](#) \$1000 to \$10K USD (Est.)

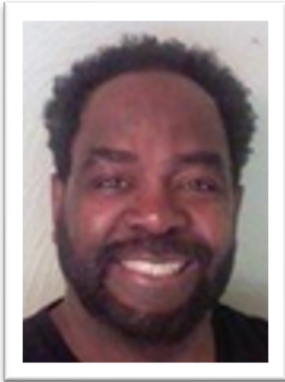
Home Life Health LLC Posted: 13 Sep 2016 Closed

Product and Service Categories: Domestic food storage containers

Ship-to or Service Locations: Virginia

< 1 >

Discovery Case Study: based on actual interview



Click to listen to a 6 minute video clip about Ivan's experience using Discovery



Feedback from three other suppliers on their Discovery experience.



Proposed next steps (from a Research perspective)

Proposed high level research plan (to be vetted by stakeholders)

Project Name	Discovery redesign
Problem Summary	Insights from the <u>'Ariba Customer Survey, 2016'</u> revealed that “Discovery receives the lowest ratings by far (4.8 and lower on 10-point-scale show huge discontent of the users!)”, and was recommended as a top priority to invest in.
Project Objectives & Goals	Develop an overall <u>Experience Strategy</u> that will be the framework for the redesign of Discovery, both from the buyer and seller perspective.
Research Goals	<p>Understand the core issues and frustrations of why Discovery is underperforming today</p> <ul style="list-style-type: none">• Why leads are not as relevant as they should be.• What factors do suppliers, buyers, and Ariba play in contributing to the current Discovery experience.• Solicit ideas from suppliers and buyers on the ideal Discovery experience (both from a UI and business perspective).• Validate the new proposed Discovery experience with buyers and suppliers, and iterate.• Understand core feature set, and all touch points (including mobile).
Methodology	<p>Exploratory and Strategic research to uncover the above research goals.</p> <ul style="list-style-type: none">• Ariba Live (specifics TBD, but could contain a combination of focus group and/or 1:1 observation of product usage).• Web-conference phone Interviews (to both observe what users do today, as well as share new concepts)• Research synthesis (revisiting past research insights)
Participants	<ul style="list-style-type: none">• Suppliers (both existing and new Discovery users)• Buyers (buyers who have previously posted on Discovery, as well as those who haven't)
Schedule	<ul style="list-style-type: none">• First research initiative set in place is during Ariba Live• Other research initiatives can start anytime, after incorporating stakeholder input on above goals/objectives.

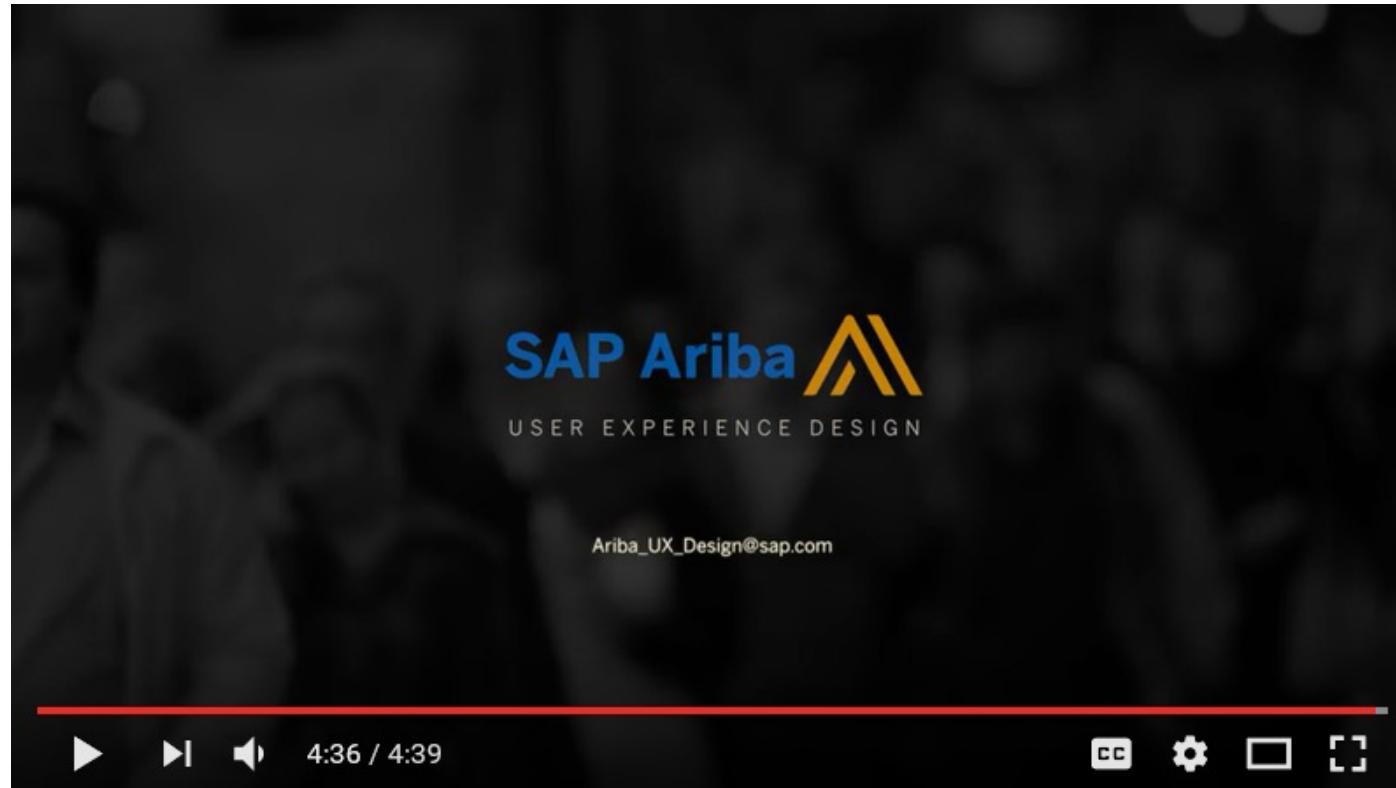
Next Steps

- Set timeline with stakeholders (research timeline, as well as expected official project kick-off)
- Understand from stakeholders if there are any outstanding Research Goals or Objectives omitted from the previous slide.
- Ariba Live: work with stakeholders to finalize agenda and discussion topic(s).

“Detailed analysis of Discovery...has shown that new business received via Ariba is one of the most impactful motivators for retention!”

From SAP Ariba Seller Survey (2016)

To learn more about UX Research, click on the following video



<https://www.youtube.com/watch?v=DyavRI4Q3gQ&feature=youtu.be>