

Warehouse Reimagined: Accelerating Pharma Fulfillment Through UX

AMBITION

A leading provider of enterprise supply-chain management platforms recognized that its flagship pharma logistics solution required a fundamental user experience overhaul. While the platform's backend logic was robust, outdated front-end workflows slowed warehouse operations and increased error risk.

In high-volume pharmaceutical fulfillment, even small inefficiencies compound quickly. The ambition was clear: **modernize the warehouse user experience to improve speed, accuracy, and product competitiveness — without disrupting critical operations.**

To achieve this, the organization aimed to:

- **Modernize legacy interfaces:** Replace outdated screens with an intuitive, task-focused experience.
- **Streamline fulfillment workflows:** Simplify the journey from sales order through picking and packing.
- **Enable a consistent cross-device experience:** Deliver responsive interfaces across desktops, warehouse tablets, and mobile scanners.

ACTION

The software provider partnered with the **Experience Design** team at **Wipro Engineering – Connected Services** to reimagine the product through an operator-first approach.

Rather than starting with visual redesigns, Wipro grounded the engagement in a clear understanding of warehouse operations:

- **User Journey Discovery:** Mapped end-to-end fulfillment workflows to identify friction points across order, picking, and packing stages.
- **Design-Led Strategy:** Applied Google Design Sprints and Jobs-To-Be-Done frameworks to clarify operator priorities and reduce cognitive load.
- **Task-Oriented Redesign:** Rebuilt UX flows to remove unnecessary steps, improve visual hierarchy, and support real-world warehouse usage across devices.

AMBITIONS REALIZED

By placing end users at the center of the redesign, Wipro helped the client deliver a modernized product that significantly improved warehouse operations — transforming a functional backend system into a commercially competitive digital product.

The Business impact:

- **Faster order-to-dispatch cycles**, as streamlined, task-oriented UX shortened the fulfillment lifecycle.
- **Reduced operational friction**, with clearer user flows lowering error rates during critical picking and packing stages.
- **Improved sales momentum**, as a unified, modern experience strengthened market positioning and supported enterprise growth.

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