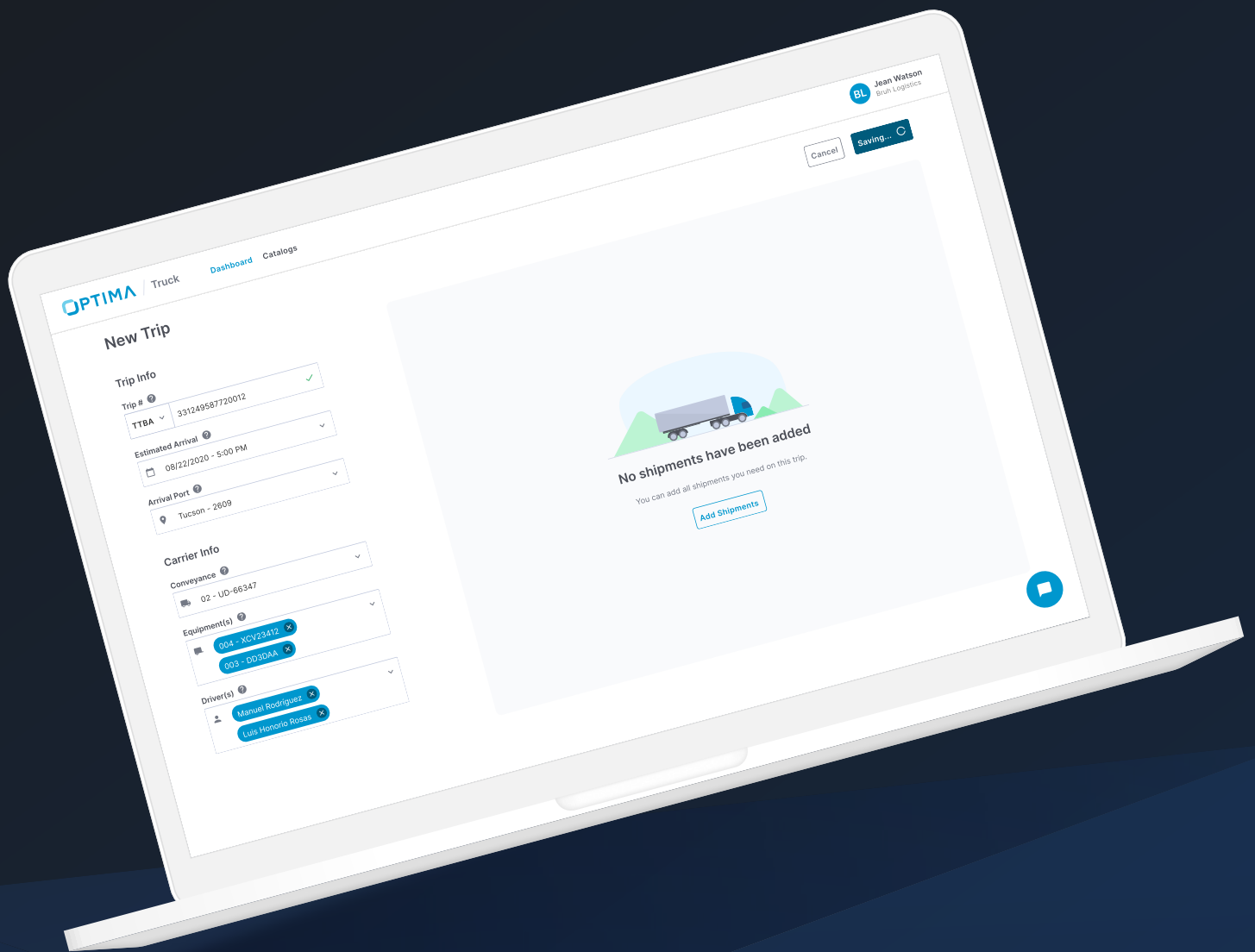# Case study Raizen labs

Optima

RAIZEN

OPTIMA

Rethinking, redesigning and improving the functionality of Optima Commerce V3 to create a new FlexCore platform:

OPTIMA COMMERCE V4.

Context

About OPTIMA v4

Imagine creating a shipment in a single screen, in under 30 seconds, compliant with the strictest security standard of the US Custom and accepted in less than 5 seconds. Well, Optima Commerce is the leading E-manifest solutions provider for US & Canada.

Now, more companies are expanding, and when importing and exporting any product, they are required to report to the U.S. Customers and Border Protection. Optima Commerce takes care of all their customers emanifest needs in a fast and secure way, but they are looking to perfect their website to continue providing an easy, efficient and secure e-manifest process.

In order to complete this task, Optime Commerce came to RAIZEN, not only to create a more efficient site, but also to help them improve and revamp their current platform by making the most user-friendly and intuitive process for companies that need to create ACE trucks, ACI trucks and more manifests.

RAIZEN
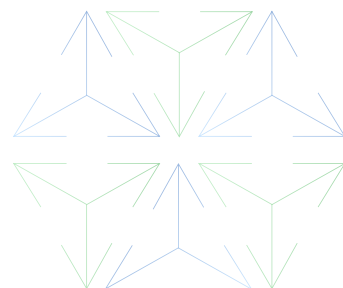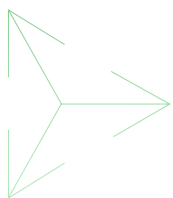
What we did

We seek to provide a solution that is:

- Up-to-date with the technology trends that can sustain it for its future growth.

- To be a leader in performance.

- And to distinguish itself from its competition by its top notch UI/UX.

There is an exponential growth product, due to Covid-19, e-commerce shipments have skyrocketed.

Optima v3 is a good-enough platform, but it could be a lot better with a revamp to their product solutions and an update to its technology stack. The industry is on the rise with very few differentiators amongst the competition, allowing to invest in strong monetization opportunities and introduce attractive tech challenges not properly tackled currently by competitors.

How we did it

How we did it:

The product progressed through increments distinguished by versions. Here are the versions displaying the goals and features of each one leading to our ultimate goal of "Optima Commerce V4 version 1.0".

Version 0.1

Stablem single-teant plataform capable of having multiple organizations with multiple users.

Features

- User Management (Create, Invite, Delete).

- User Role Management.

- Organization Management.

Metrics

- Users and organizations can be created.

- Users can be invited.

- Users have roles and be changed.

OPTIMA / Truck   Dashboard   Catalogs

Search Trips

New trip   BL Jean Watson
Bruh Logistics

BL Bruh Logistics

Members

Invite member +

Organization members

Settings

KZ Jane Watson
jane@bruhlogistics.io   Owner

JJ Juan Jobs
juan@bruhlogistics.io   Admin ⌄   🗑

KZ Jane Watson
jane@bruhlogistics.io   Admin ⌄   🗑

Invite members to Bruh Logistics

Invite new members to your organization to start to collaborate.

Enter Email separated by comma

mike@bruh.io ✕   katy@bruh.io ✕   Enter more emails...

Invite 3 members now

BL **Bruh Logistics**
Switch Organization

Organization Settings

Account Settings

Security

Sign out

Are you sure to do this?

Juan Jobs will be removed from your

Remove member   Cancel

Version 0.2

Application capable of sending ACE Truck trips without shipments to CBP.

Features

- Shipment-less trip creation.

- EDI document creation and communication with CBP.

- Simple Dashboard functionality.

- Basic catalog availability

Metrics

- Trips created are successfully approved by CBP.

- Users can view their own or their user's trips in the Dashboard.
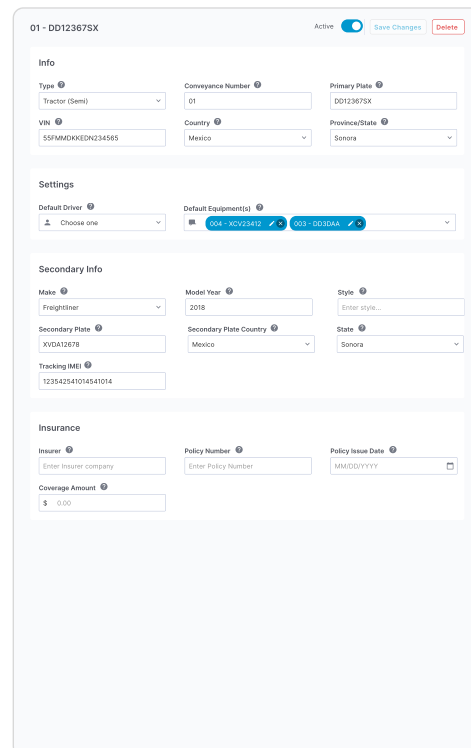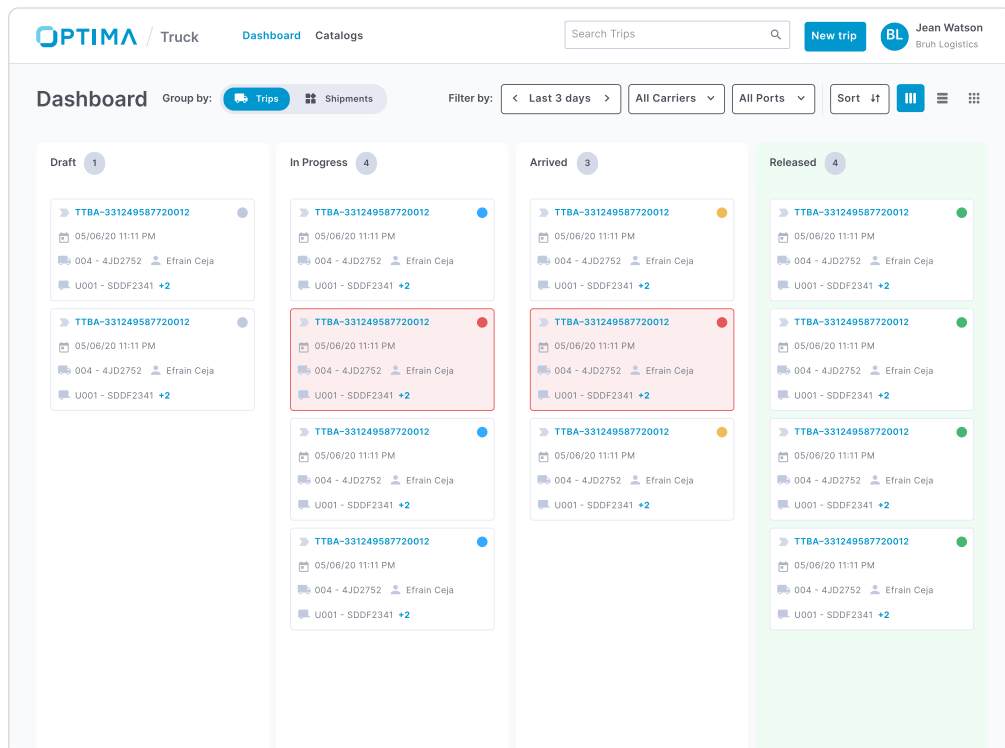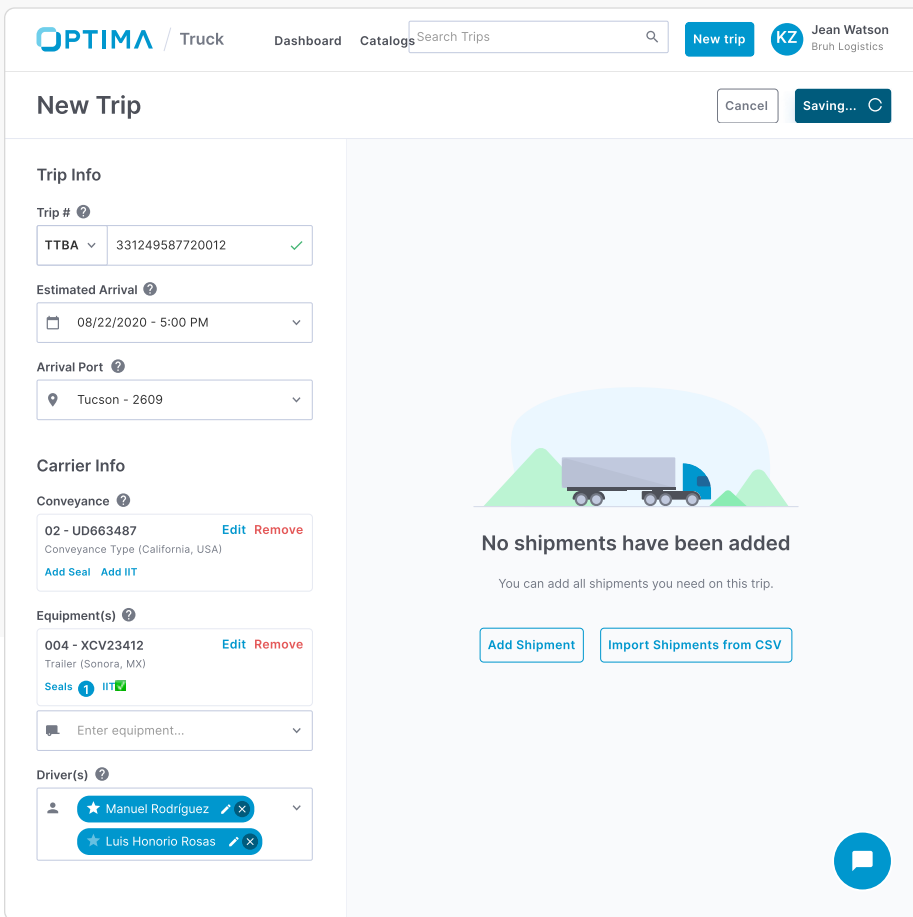
Version 0.3

Application capable of sending ACE Truck trips with shipments and simple bulk upload /update functionality.

Features

- Creation of trips with shipments and their related documents.

- Dashboard advanced functionality.

- CSV upload of trips and shipments.

Metrics

- Trips with shipments are successfully approved by CBP.

- App performance: withstand multiple trips with multiple shipments

Version 0.4

Application capable of multiple organizations, users, shipments and usability improvements

Features

- Bulk update of trips and shipments.

- Update trips and shipments through "Trip control" section.

- Full catalog availability and maintenance.

Metrics

- Users can create bulk actions on their trips.

- Users can add new entities in the Catalogs section.

- Trips and Shipments established for version 1.0 can be created without any major issue.

Version 1.0

Platform prepared for multiple tenants and capable of sending specific ACE Truck with or without shipments.

Features

- Platform capable of implementing emanifest solutions on it.

- ACE Truck product functionality (as stated in Optima PRD document)..

Metrics

- ACE Truck trips in Optima PRD document can be created successfully.

- Platform sustains multiple organizations with multiple users and multiple trips simmultaneously without issues.