

Case study Raizen labs

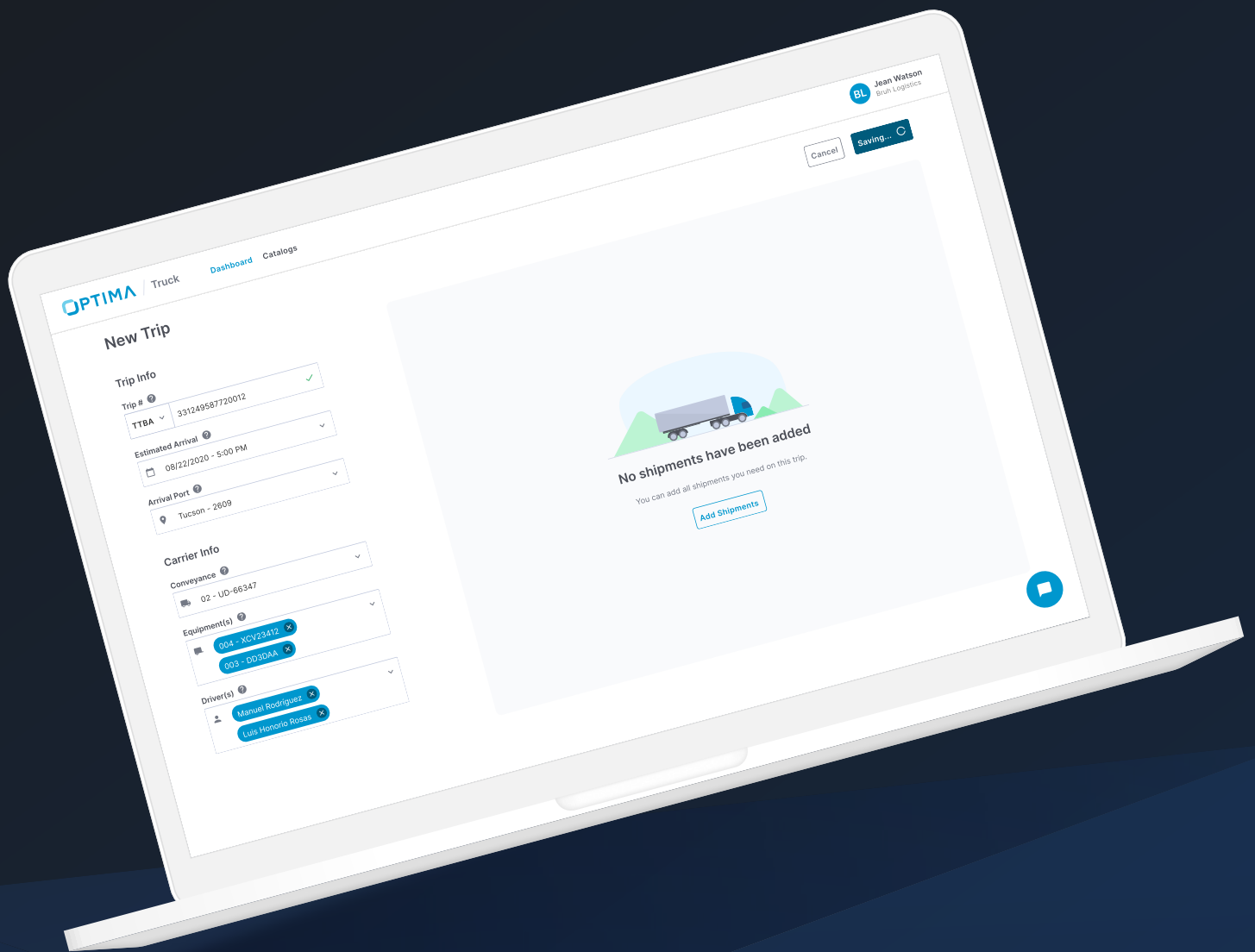
Optima

RAIZEN

OPTIMA

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

OPTIMA COMMERCE V4.



Context

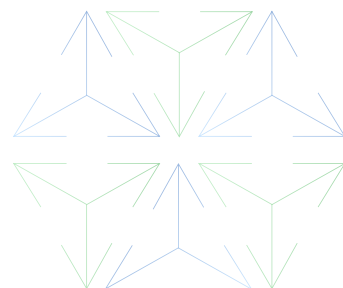
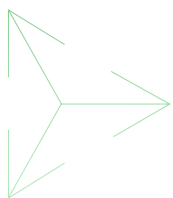
About OPTIMA v4

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 e-manifest 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

Stable single-tenant platform 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.

The screenshot shows the OPTIMA Truck dashboard. The top navigation bar includes the logo, 'Truck', 'Dashboard', and 'Catalogs'. A search bar for 'Search Trips' and a 'New trip' button are also present. The user profile for 'Jean Watson' from 'Bruh Logistics' is visible in the top right. The main content area is titled 'Members' and shows a list of organization members for 'Bruh Logistics'. The list includes Jane Watson (Owner), Juan Jobs (Admin), and another Jane Watson (Admin). An 'Invite member +' button is located in the top right of the members section.

The screenshot shows the 'Invite members to Bruh Logistics' form. It includes a sub-header 'Invite new members to your organization to start to collaborate.' and a text input field for 'Enter Email separated by comma'. Two email addresses, 'mike@bruh.io' and 'katy@bruh.io', are already entered. A blue button labeled 'Invite 3 members now' is at the bottom.

The screenshot shows the organization settings menu for Bruh Logistics. The menu items are: 'Organization Settings' (highlighted), 'Account Settings', 'Security', and 'Sign out'.

The screenshot shows a confirmation dialog box with the title 'Are you sure to do this?'. The message reads 'Juan Jobs will be removed from your'. There are two buttons: a red 'Remove member' button and a white 'Cancel' button.

Version 0.2

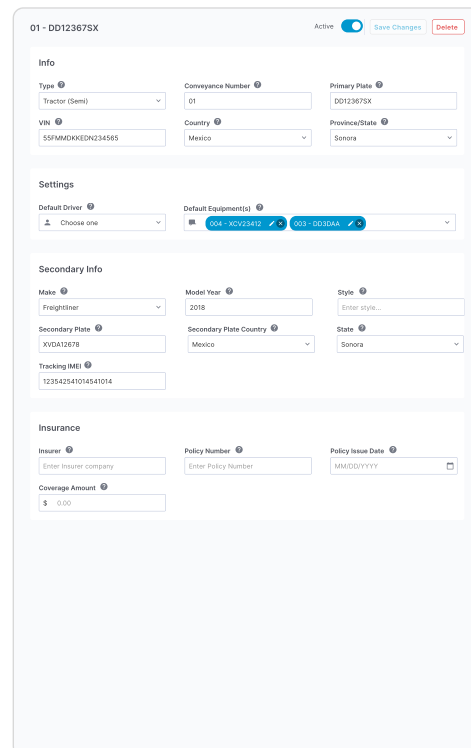
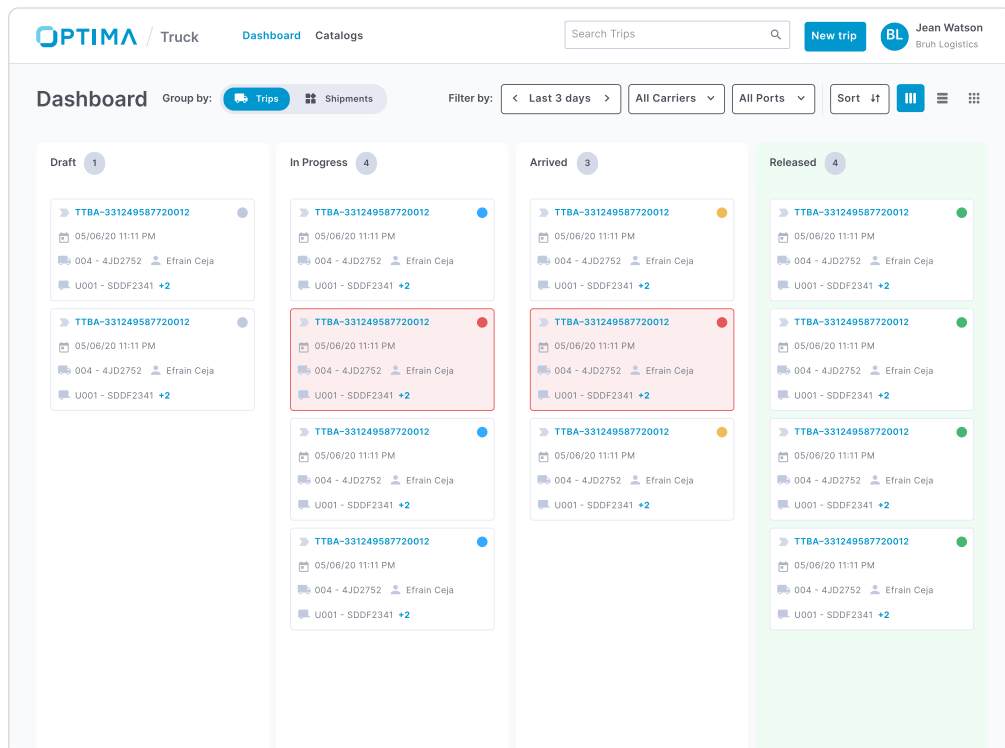
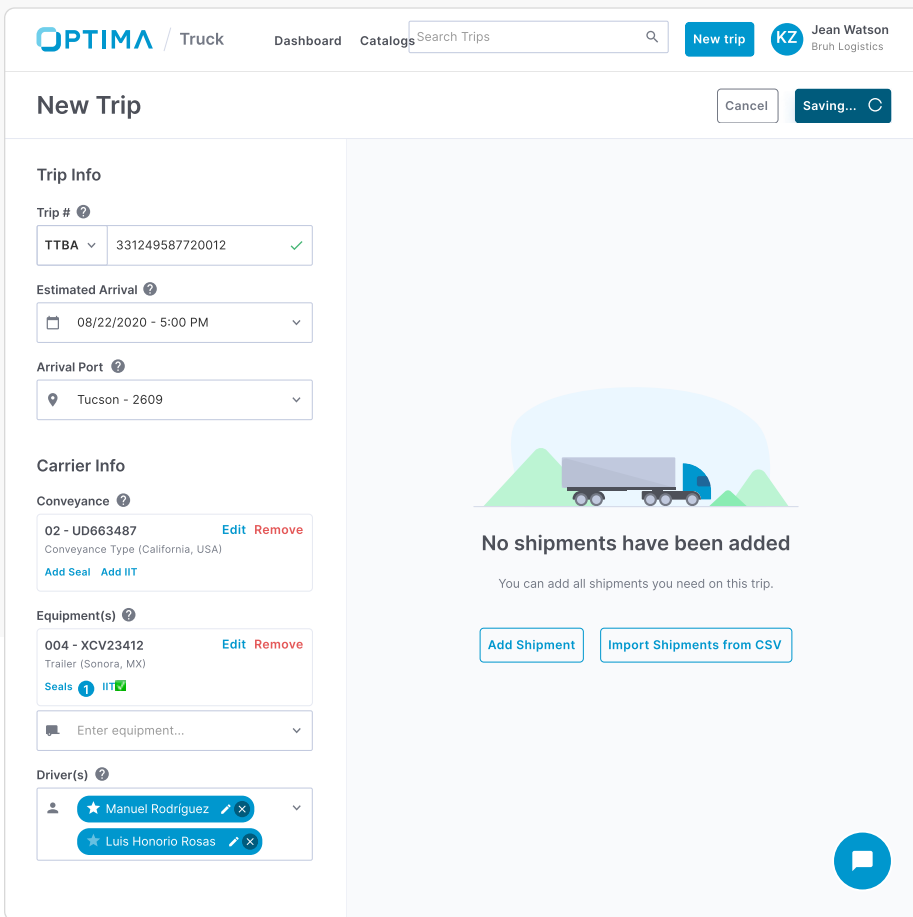
Application capable of sending ACE Truck trips without shipments to CBP.

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

OPTIMA / Truck Dashboard Catalogs Search Trips **New trip** **KZ** Jean Watson Bruh Logistics

New Trip Cancel Saving...

Trip Info

Trip # **TTBA** 331249587720012 ✓

Estimated Arrival 08/22/2020 - 5:00 PM

Arrival Port Tucson - 2609

Carrier Info

Conveyance Enter Conveyance...

Equipment(s) Enter Equipment...

Shipments 7

Search...

Item label

Item label

Item label

Item label

Item label

Item label

Item label

TTBA-123456789

Type Regular SCN TTBA 123456789 ✓ Generate Entry # 5544882225557778811235

Shipper Greenhouse Mexico Consignee Greenhouse USA LLC Port of Lading MX West coast

Commodities Bulk Actions

<input type="checkbox"/>	#	Description	Quantity	UOM	Gross Weight	UOM
<input type="checkbox"/>	23456	Mango	33	Carton	831.44	Kilos
<input type="checkbox"/>	22578	Tomatoes grape	879	Carton	4528.18	Kilos
<input type="checkbox"/>	76543	Hass Avocado	123	Carton	2508.23	Kilos

+ Add Commodity

Bulk upload ✕

Drag n' Drop your CSV file here, or browse file
Don't have a template? Download here

Bulk upload ✕

Drag n' Drop your CSV file here, or browse file
Don't have a template? Download here

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.

The screenshot shows the OPTIMA Truck dashboard for a specific trip. The header includes the OPTIMA logo, navigation links for 'Truck', 'Dashboard', and 'Catalogs', a search bar for 'Search Trips', and a 'New trip' button. The user profile 'Jean Watson Bruh Logistics' is visible. The main content area features a 'Back to dashboard' link, the trip ID 'TTBA-331249587720012', and an 'In Progress' status. Action buttons for 'Documents', 'Options', 'Edit', and 'Send Trip' are present. The 'Trip Info' section on the left lists the location 'Otay Mesa Station (2506), San Diego, CA' and the scheduled time 'Tomorrow, 5:00 PM'. Below this, 'Carrier Info' is shown, including three conveyance and equipment entries with their respective IDs and 'View' links. The central area displays a truck icon and a message: 'No shipments have been added. You can add all shipments you need on this trip.' At the bottom of this area are 'Add Shipment' and 'Import Shipments from CSV' buttons. The right sidebar shows 'Events' with a 'Trip' tab selected, displaying a recent event: '309 - 8854669877 10/16/20 11:00 AM + Sent to CBP'. A chat icon is located at the bottom right.

The screenshot shows the 'Bulk Upload' interface. At the top, it displays the filename '00129-Filename-2020.csv' and buttons for 'Cancel' and 'Import 2 rows'. Below this is a table with columns for 'Validation', 'SCN', 'Shipment Type', 'Shipper Name', and 'Shipper'. The table contains 8 rows of data. The first two rows are marked as 'Passed', while the next two are marked as 'Failed'. The remaining two rows are also marked as 'Passed'. The 'Shipper' column for all rows contains the text 'AVE I'.

The screenshot shows the OPTIMA Truck dashboard for a specific shipment. The header is identical to the previous screenshot. A green notification bar at the top states '2 shipments have been imported successfully.'. The main content area is divided into three sections: 'Trip Info', 'Shipments', and 'Commodities'. The 'Trip Info' section shows the trip ID 'TTBA-331249587720012', the estimated arrival date '08/22/2020 - 5:00 PM', and the arrival port 'Tucson - 2609'. The 'Carrier Info' section lists the conveyance and equipment. The 'Shipments' section shows a search bar and a list of imported shipments, including 'TTBA-123456789' and 'TTBA-556648224'. The 'Commodities' section displays a table with columns for '#', 'Description', 'Quantity', and 'UOM'. The table contains three rows of commodity data: 'Mango' (33 units), 'Tomatoes grape' (879 units), and 'Hass Avocado' (123 units). A '+ Add Commodity' button is located at the bottom of this section.

Version 1.0

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

Features

- Platform capable of implementing manifest 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 simultaneously without issues.

The screenshot displays the OPTIMA Truck dashboard for a specific trip. The top navigation bar includes the OPTIMA logo, 'Truck' tab, 'Dashboard', and 'Catalogs'. A search bar for 'Search Trips' and a 'New trip' button are also present. The user profile for 'Jean Watson' from 'Bruh Logistics' is shown in the top right. The main header for the trip is 'TTBA-331249587720012' with a 'Released' status. Action buttons for 'Documents', 'Options', 'Edit', and 'Send Trip' are available. The left sidebar contains sections for 'Trip Info' (location: Otay Mesa Station, 2506, San Diego, CA; time: Tomorrow, 5:00 PM), 'Carrier Info' (Conveyance: 02 - UD663487, Equipment(s): 004 - XCV23412 and 006 - XXCASD22, Driver(s): Manuel Rodríguez Robles, Passenger(s): José Rodríguez Chavez), and 'Events'. The main content area features a truck icon and a message: 'No shipments have been added. You can add all shipments you need on this trip.' The right sidebar shows a list of events with columns for ID, description, and date.

Event ID	Description	Date
350 - 5566849721	Released by CBP	10/17/20 9:05 AM
350 - 1155489320	Arrived by CBP	10/17/20 9:00 AM
355 - 9955446688	Accepted by CBP	10/16/20 11:00 AM
997 - 8855667445	Received by CBP	10/16/20 11:00 AM
353 - 0066554223	Sent to CBP	10/16/20 11:00 AM
355 - 9955446688	Accepted by CBP	10/16/20 11:00 AM
997 - 8855667445	Received by CBP	10/16/20 11:00 AM
309 - 8854669877	Sent to CBP	10/16/20 11:00 AM