

Case Study

WELEDA
Since 1921

Company profile

Weleda is a pioneer and the world's leading manufacturer of holistic natural cosmetics and anthroposophic medicines that bring healing, well-being and vitality. Approximately 120 natural cosmetic products and more than 1,000 pharmaceuticals are produced here. The highest quality standards and conscious use of resources go hand in hand in the manufacturing of these products.

The search as an important part of the intranet

Challenges

- Regular SharePoint search less user-friendly
- Design was not adapted to the intranet
- Little filter options and a lack of clarity in the search results

Solution

- Workshops and user surveys to improve usability
- Clear filter concept
- Creation of a design concept

Benefit

- Fast and clear results
- Better and more structured graphical processing
- The search page fits seamlessly into the Weleda intranet

Technology

 SharePoint

What is worth waiting for...

Already in 2017 Tobias Jakob from Weleda had discovered novaCapta during the communication congress in Berlin. Now, the time had finally come: With a small SharePoint search project in the Weleda Intranet, novaCapta was to be given the opportunity to prove its competence aside from presentations and congresses and thus lay the foundation for a long-term cooperation.

He who seeks...

The Weleda Intranet is popular and used frequently by employees. However, the intranet search was not as popular. The SharePoint search was comprehensive and included many sources, but the output of the results was confusing and not very user-friendly. So, the right technology and full functionality were available, only the usability left a lot to be desired. The goal was not only to improve the search function but to enhance the user experience and to create a uniform design with the existing Weleda Intranet. The first goal was to find out what the users need in order to get results faster and easier. The result: in addition to a design concept, there was a filter concept created and implemented.



if it's not user-friendly designed and accepted by the employees. Function and design are never mutually



“ The work with novaCapta was exemplary – the team respected our existing systems and wishes and has managed to always be transparent and above all to communicate technical topics in an understandable way ”

Tobias Jakob - Corporate Communications Manager

Different search result types are now displayed graphically separated from each other, filter tabs – which, for example, display only team sites or only people – ensure faster and clearer results. The search page with improved usability is now seamlessly integrated into the entire intranet. This way, employees can save valuable time and nerves while finding the information they need.

User Experience first

The projects and products of novaCapta always focus on the user. Even the most practical system helps little

exclusive, the opposite should always be the case – they should always strengthen each other. It doesn't matter whether it's an intranet or just the representation of search results.

Looking to the future

The project was started as a get-to-know-each-other project and was completed in time and budget. And because the cooperation has worked so wonderfully, there is already the next project in the pipeline. Further SharePoint projects to improve workflows can come.

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