Proof of Concept
Handbook

EasyFill AB (publ.)

Proof of Concept Project

About this document

This document describes a typical Proof of Concept project. It connects the dots between other documents (described below) and the process for a successful project. By reading this handbook you will hopefully get an overview of what will happen and what is needed.

The handbook describes the different phases of the project and the most vital activities. In the Time Plan excel document you will find the same phases and activities.

Documents

HANDBOOK

This document.

PROJECT OUTLINE

Contains background, purpose, definition of a successful test and the next step after the proof of concept. This document should be signed by the participant parties to show that there is a common understanding of the intention of the project.

TIME PLAN AND CONTACTS

A working document (excel) containing the time plan, responsibilities, and status of the project. This document should be kept up to date.

On the Contacts tab, keep an updated list of relevant contact information.

Feel free to add additional tabs with notes and information that should be accessible thoughout the project.

EASYFILL PLANOGRAM GUIDE

The planogram guide contains measurements needed by the planogram management, a description of different sliding aids, and general guidelines on how to plan for the turning shelves.

EASYFILL SLIDING INDEX

The EasyFill Sliding Index is a document containing a variety of product/package categories, describing their sliding performance and what sliding aids could be used. For a proof of concept it is strongly recommended to select an area with a majority of category A and category B products according to the Sliding Index.

TEST RESULT

The nature of the test result document will depend on the test conducted, but as a rule of thumb it will contain the survey results, before and after measurements, a Return of Investment calculation based on measurements, and an evaluation summary.

Initiating

PROJECT OUTLINE

Owner: EasyFill

Customer is participant.

Complete the **Project Outline**. It contains the background, purpose, characteristics of a positive outcome, together with a brief description of the next step after a successful proof of concept. This document should be signed by the participating parties to express that there is a consensus of the project.

TEST STORE

Owner: Customer

Select a test store with a dedicated store manager and personnel willing to try out new innovations. It is important to have the personnel involved in the project, so that they know what to expect. At an early stage, anchor with the persons involved that some effort is needed to measure before and after, and to answer some questions in surveys.

TIME PLAN

Owner: EasyFill

Customer is participant.

Create an initial plan in the **Time Plan** excel sheet. Continue to work with this document throughout the project. From the beginning the Time Plan will contain the same activities as this handbook, but you will have to decide on the time frames for each activity. Add any other activities that are needed in the project, and make sure that all parties have access to the latest version of the document.

CONTACT PERSONS

Owner: Customer

Customer is participant.

When the test store is decided, make sure to add relevant contact information in the Contacts tab in the **Time Plan** excel document.

Contact information for the following roles is typically needed:

Store Manager, or a person in charge of the project in the store where the test takes place.

Planogram Management. In smaller projects this could be the Store Manager, in other cases it is done by an external team. To make sure that the transformation from standard shelves to turning shelves is optimal, the Planogram Management needs some measurements and advise from EasyFill.

On-site technical person. This is primarily needed in the planning phase, to make sure that everything will fit on installation day. "Technical" means to understand how the current gondola system works, and to be able to measure details and provide them to EasyFill on request.

Planning

TEST AREA

Owner: Customer

EasyFill is supporting.

Select a segment of the store that will be the proof of concept test area.

The TurnLoader sections should be placed together. A complete line of sections of TurnLoader has a very nice presentation which will be lost if you spread the sections out one and one across the whole store. It will also be much easier to measure time to replenish before and after the installation.

Though the turning shelves are beneficial in a wide range of products, there are some product categories that are better than others. For the proof of concept project, select a segment of the store that mainly contains *Category A* products according to the **EasyFill Sliding Index**.

It is advisable to include both store manager and planogram management in this decision.

EXISTING GONDOLA SYSTEM

Owner: EasyFill

Customer is participant.

To ensure a smooth installation process, EasyFill needs to know the dimensions of the current gondola system. It is preferred to have drawings from the gondola system manufacturer. At this stage an on-site technical person might be needed (see "Contact Persons").

EasyFill will make sure that no modifications are needed before the installation.

PLANOGRAM PLANNING

Owner: Customer

EasyFill is supporting.

Planogram management should create new planograms according to the **EasyFill Planogram Guide**. EasyFill offers support from a specialist through an online meeting.

Installation

The installation project is not covered by this document. Installation could be performed by EasyFill, the customer, or a third party.

EasyFill can provide installation training if needed.

Note that the first step in the Testing Phase (Measure "Before") must be performed before installation.

Test

MEASURE "BEFORE"

Owner: Customer

EasyFill is supporting.

To be able to evaluate the proof of concept, it is necessary to measure the state before and after. Key Performance Indicators are:

- Time to replenish
- Time spent on fronting/facing
- Number of facings
- Sales statistics
- Food waste statistics

SURVEY

Owner: EasyFill

Customer is participant.

During the test, EasyFill will send out two surveys: one for store management and one for selected personnel that are working with replenishment and facing.

The surveys will typically be sent three times during a test.

- In the beginning, after a week of testing, to make sure that everything works as intended.
- After about one third of the test, when the personnel involved have had a chance to get some experience with the turning shelves system.
- In the end of the test, to get a concluding answer on the user experience.

To be able to gather information, it would be beneficial if EasyFill could have mobile phone numbers to the personnel involved, to be able to send out the survey via text messages.

MEASURE "AFTER"

Owner: Customer

EasyFill is supporting.

Towards the end of the test the Key Performance Indicators measured "before" should be measured again. Note that depending on the length of the test and the products being sold some measurements such as Sales statistics and Food waste statistics could be unreliable.

Evaluation

Owner: EasyFill

Customer is participant.

In an evaluation meeting, EasyFill will present the results of the surveys and the before and after figures in a Return of Investment calculation. It is then time to decide on the next step.