IDENTIFY GLOBAL LOGISTICS RISKS BY MONITORING TWITTER

PROBLEM

How could we help Expeditors get an earlier awareness of the supply chain interruptions?

Awareness of 2013 HK Strike


HK Strike
Twitter
"6 days later than Twitter notification"

Expeditors Newflash

The speed at which Expeditors can respond to these interruptive events is critical for maintaining a competitive advantage and providing exceptional customer service.

GOALS

In order to identify global logistics risks in an earlier manner, we choose to acquire timely, reliable and highly related data from Twitter so that Expeditors can consistently meet customer service commitment.

SOLUTION

A map of the word lights up with a real-time visualization of tweets occurring throughout the globe.

Embedded communication channels to share information with others in a timely manner.

Organized and categorized keyword list of interruptive events in the supply chain management.

STATISTICAL DATA ANALYTICS
- Relevant tweets in a specified period.

VARIOUS OPTIONS TO RECEIVE
- Relevant information based on users’ needs.

TIMELY, RELIABLE AND HIGHLY
- Relevant tweets results through ranking.

DESIGN PROCESS

<table>
<thead>
<tr>
<th>Agile SDLC</th>
<th>Development &amp; Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gather Requirements</td>
<td>System Design</td>
</tr>
<tr>
<td>Stakeholders interview</td>
<td>Scratch</td>
</tr>
<tr>
<td>Project champion</td>
<td>Activities diagram and data flow</td>
</tr>
<tr>
<td>Organizational mgmt</td>
<td>Hi-Fi prototype</td>
</tr>
<tr>
<td>Potential users</td>
<td>Interactive</td>
</tr>
<tr>
<td>Requirements analysis</td>
<td>Develop</td>
</tr>
<tr>
<td>Stakeholder analysis</td>
<td>ETL process</td>
</tr>
<tr>
<td>User stories</td>
<td>Tweets Ranking</td>
</tr>
<tr>
<td>Acceptance criteria</td>
<td>Test</td>
</tr>
<tr>
<td></td>
<td>Self-test</td>
</tr>
<tr>
<td></td>
<td>User-test and feedback from the stakeholders</td>
</tr>
</tbody>
</table>

Initial Requirements | Planning & Design | Construction |
Initiate | Describe | Prioritize | Plan | Design | Estimate | Schedule | Create | Deploy |

IMPACT

1. Earlier awareness and better insights into the on-going interruptive events in the worldwide
2. More efficient information sharing platform and shortened information processing cycle
3. Better customer service performance by earlier risk identification, warning and monitoring
4. Enhanced productivity to capture, monitor and share optimized tweets results via our integrated system.

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