

DON'T FORGET THE END USER (FOCUS ON USER EXPERIENCE!)

Logistics is fragmented, and processes are complicated as they involve multiple different stakeholders such as shippers, liners, agents and many more. For us, it was a huge challenge in the beginning not to overcomplicate these processes when digitizing them. It takes a deep understanding of the market and requires a lot of A/B testing to accomplish a good user experience in logistics marketplaces. Looking back, it took us 1-2 years to understand the importance of

good user experience! We focused too much on convincing Managing Directors but forgot to think about the actual end user who only works with a platform if it is easy to use.

PASS THE TEST!

Marketplaces in logistics and platforms are new for companies involved in container logistics or shipping. It doesn't matter how good your solution is, your customers/members will heavily test your services in the beginning. What happens is that companies heavily test

you with edge cases first because they shift their core business on your platform, and it takes much effort to pass the tests and convince companies. At Container xChange, we try to overcome this with our customer success team which stays close to every customer, and we run a comprehensive onboarding and vetting process in the beginning to create trust. ■

This article is written by Florian Frese — Marketing & Communications

CEJ-IBA HOSTS OPEN HOUSE FOR MASTERS IN JOURNALISM PROGRAM

The Centre for Excellence in Journalism at the Institute of Business Administration, Karachi (CEJ-IBA) conducted its second Open House session for the Masters in Journalism (MSJ) program which was attended by prospective students from various backgrounds.

Member of CEJ Advisory Board, Dr. Lawrence Pintak briefed the attendants about the 1.5-year MSJ program, the curriculum being offered, and how it stands

out amongst all other programs of its kind in the country.

During the session, lecturer at CEJ, Shahzeb Ahmed emphasized the changes the media industry has gone through in the last five years, and further highlighted how the skills the students will learn in the MSJ program will help increase their employability prospects.

The session concluded with an interactive question and answer session with Dr. Pintak.



TAX AMNESTY DUE DATE RELIEF ON THE CARDS

Prime Minister Imran Khan on Thursday hinted at the possibility of extending the deadline of the assets declaration scheme, which is set to expire on June 30. "Suddenly many people are expressing their willingness to come under the tax net but are complaining about the shortage of time as the scheme is about to expire," the premier said on the state-run PTV's special transmission.

He added that he had discussed with Federal Board of Revenue [FBR] Chairman Shabbar Zaidi and Finance Adviser Abdul Hafeez Sheikh about a strategy that would allow people to register themselves within the deadline and benefit from the scheme later. "We will come up with a programme within the next 48 hours," he added. The premier said evading taxes was a culture that had its roots in the time when the British were ruling the subcontinent. "The British treated the locals like slaves and that's why it considered a good thing to avoid paying them taxes," he maintained. The premier said the government was striving to reform the institutions and change the public mindset to make the taxpayers the real VIPs and send money launderers behind bars. He again urged the nation to avail the tax amnesty scheme to steer the country out of the debt trap. ●