

Expanding asset discovery beyond ID search

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Toyota North America assignment through Beyondsoft

THE PRODUCT CHALLENGE

AdPlanner is Toyota's digital asset management system. Users could previously search only by asset ID. My work focused on strengthening asset discovery and shaping product direction around user needs and business goals.

MY PRODUCT DECISIONS AND CONTRIBUTIONS

01 Broaden search with existing AI

I introduced the generative AI already built into Adobe's platform to expand search beyond asset IDs. I also helped the technical team work through integration issues as they implemented the capability.

02 Create a search synonym index

I personally created the synonym index for search terms, supporting asset discovery across alternate terms.

03 Inform direction with competitive research

I researched competing DAM platforms while Toyota considered alternatives. I used that research alongside user needs and business goals for efficiency and customer satisfaction to inform product decisions.

04 Establish a consistent delivery standard

I created user stories and introduced a user-story standard where none existed. This gave product decisions a consistent format for engineering delivery.

CONNECTING STRATEGY TO EXECUTION

My contribution spanned both product direction and implementation detail: competitive research, business priorities, search terminology and a consistent user-story standard. I paired product judgment with hands-on work and collaboration with the technical team.