Design status update

LWA Marketplace Phase 1

Presenter: Shristi
In attendance: Miro, Boyd, Mike E, Mike G, Tanya, Shristi

User Interviews and Usability testing

User interviews

User interviews provide context and understanding of the user's mental model

Provides rich context and removes assumptions about the user

Documents provided by users to understand what kinds of artifacts they use in relation to shipping tasks

Maria and Ramon, users from Spain

ramon de la fuente

User Interviews and Usability testing

Usability testing

Allows us to validate our interface design in order to ensure it solves the user's needs'

Saves time and money for actual development

A typical usability set up with end users consists of showing a simple prototype of the interface and assessing users' understanding of the screen

Here operators are being testing on their ability to read information about parcels
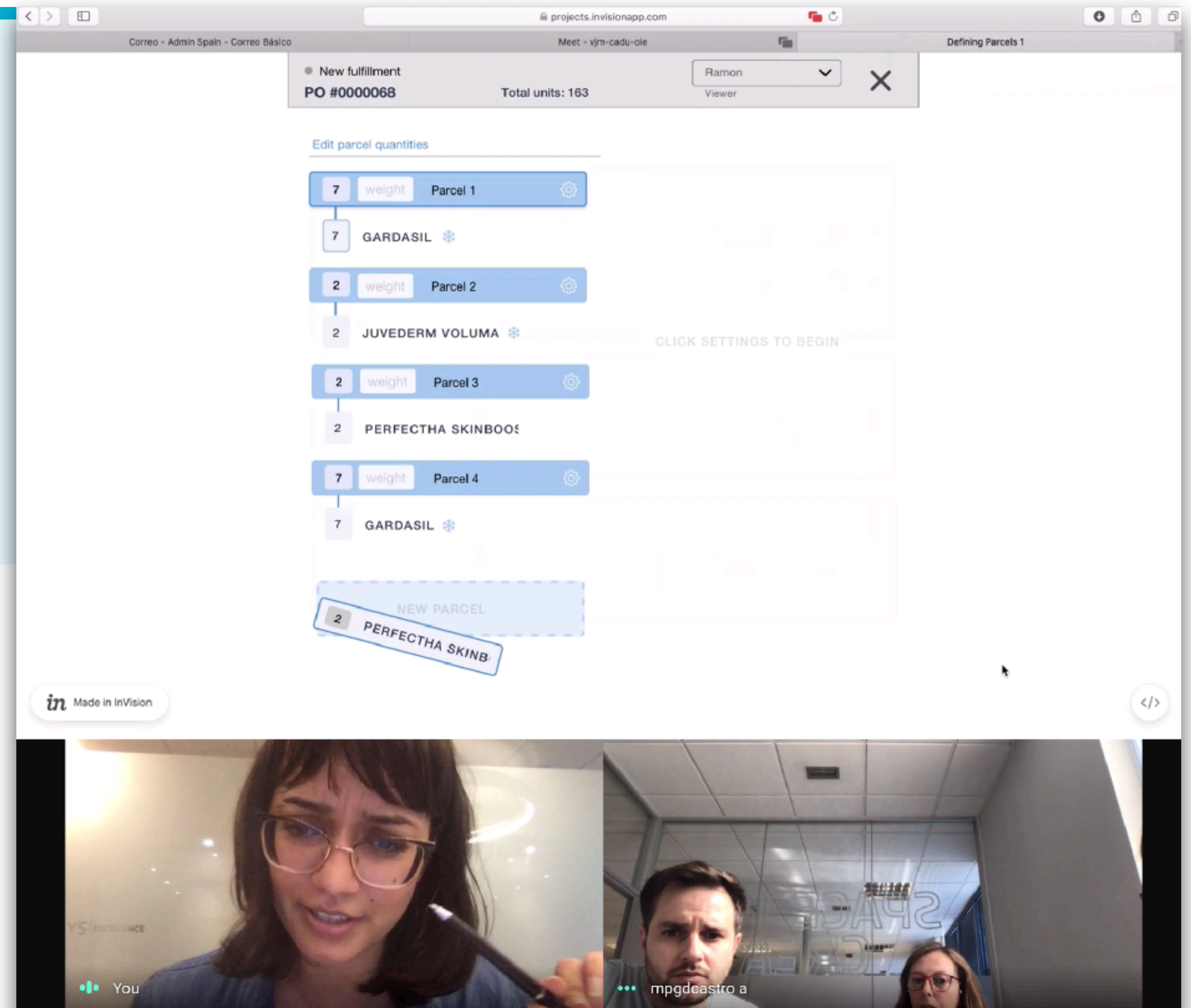
Iterative timeline

Discovery and Understanding

Competitor analysis

Doing user interviews to understand users' problems

Defining user personas and needs

Capturing UX requirements

Potential overlap in timeline due to agile nature of doing design work

The goal is to understand and (more importantly) **agree upon the problem statements** we are solving for. This not only guides us to the right solution but also the **simplest solution.**

Sketching and Feedback

Sketching and wireframing ideas

Capturing stakeholder feedback

Providing engineers with wireframes

The goal is to **generate many ideas** and use feedback to vet them until we reach a **holistic solution** that solves for all user needs.

Testing and Prototyping

User testing and updating wire-frames

Gathering React UI components

Handover

Interactive prototype to handover to developers

The goal is to have a visual solution that is **foundational and inspirational**, paving the direction for future phases in the product roadmap.

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Iterative timeline, example of the type of work produced

Discovery and Understanding

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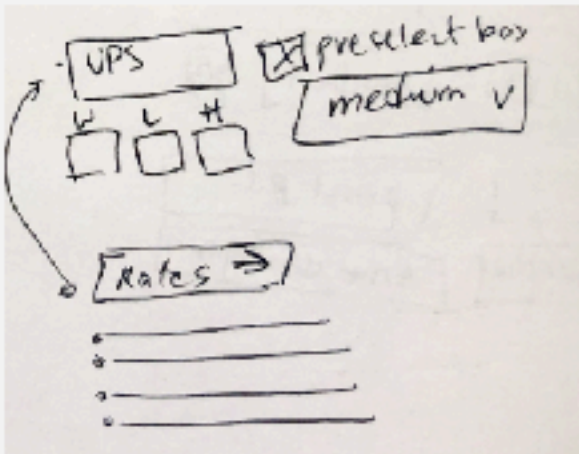
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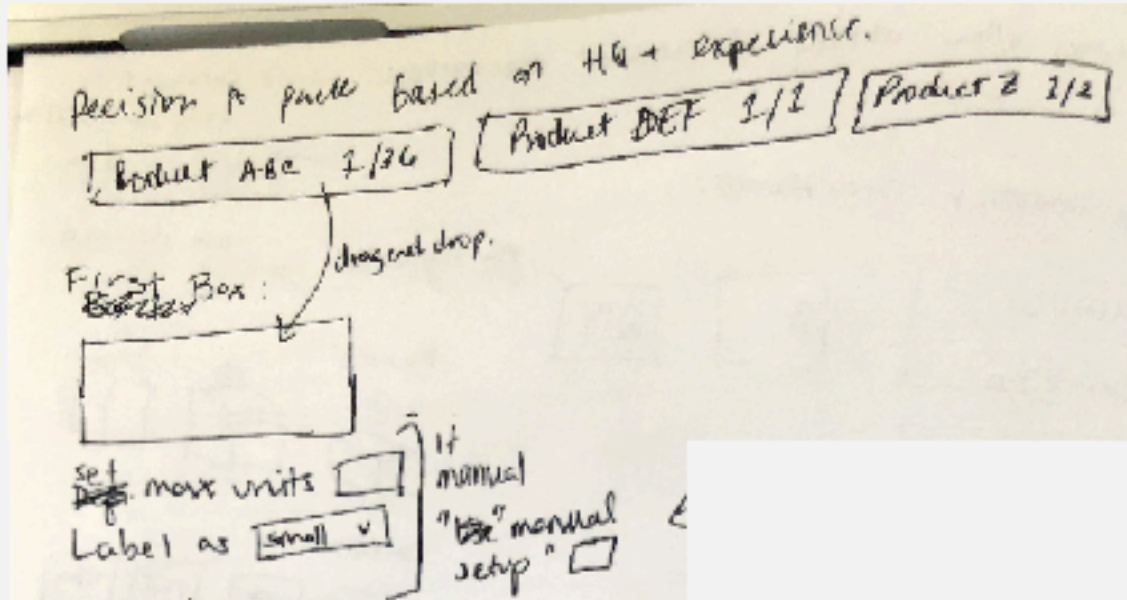

Drag and drop visually
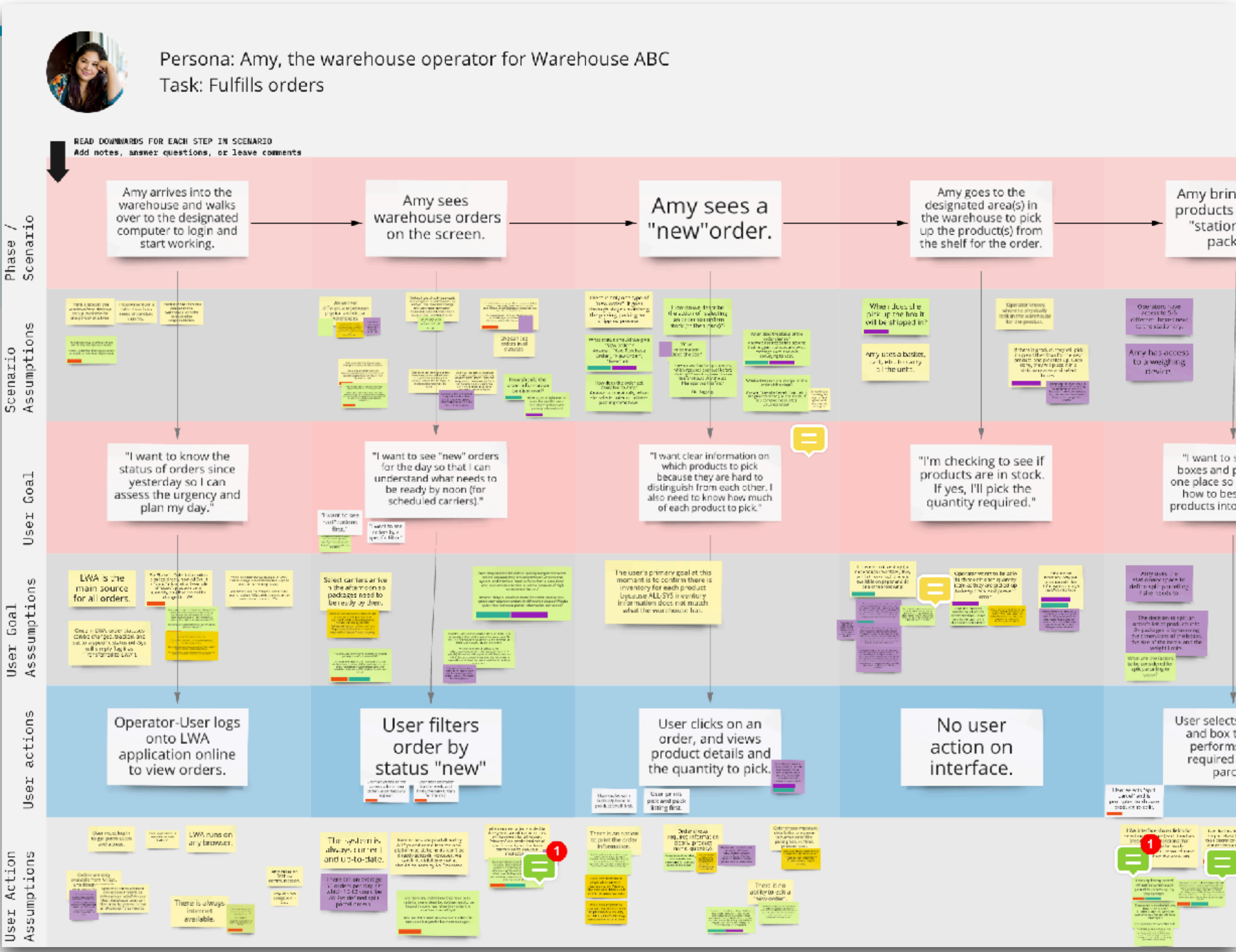
Show option to select carrier-based box option FIRST

Allow user to decide between pre-selected and manual box

Carrier and schedule
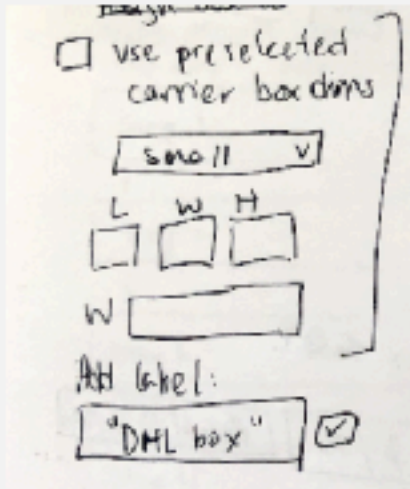
Always show print slip for each parcel creation at bottom
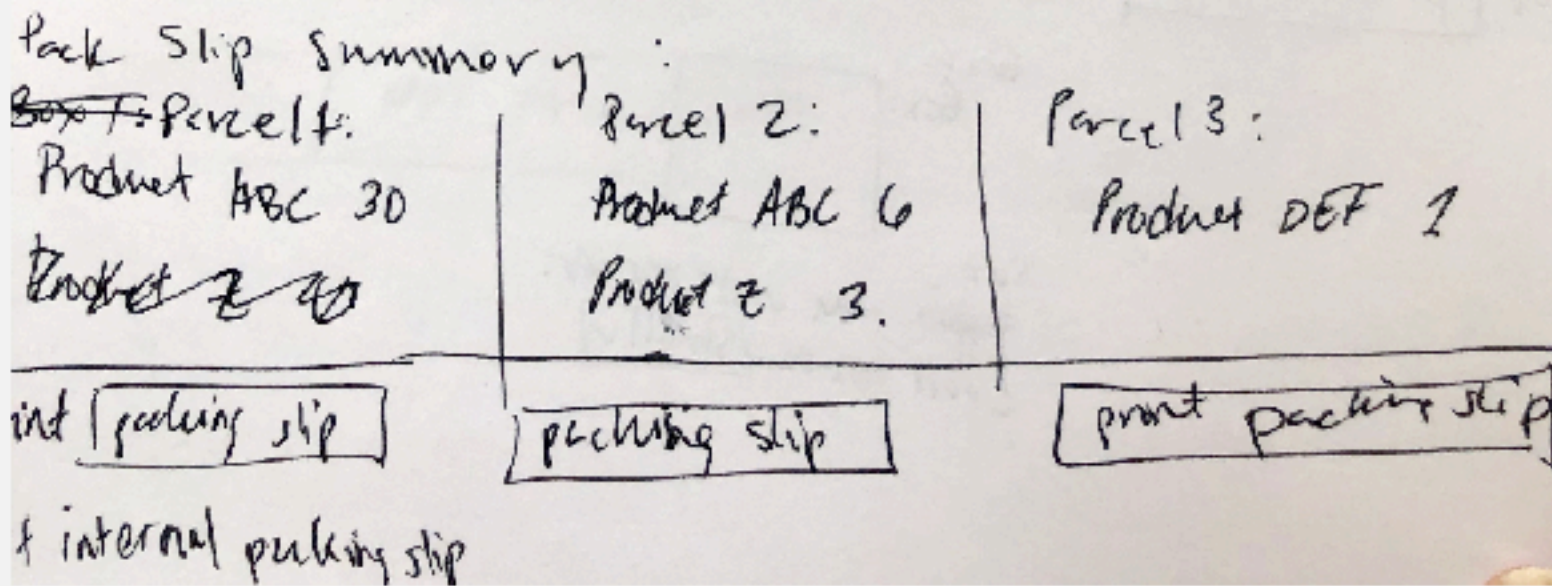
Iterative timeline
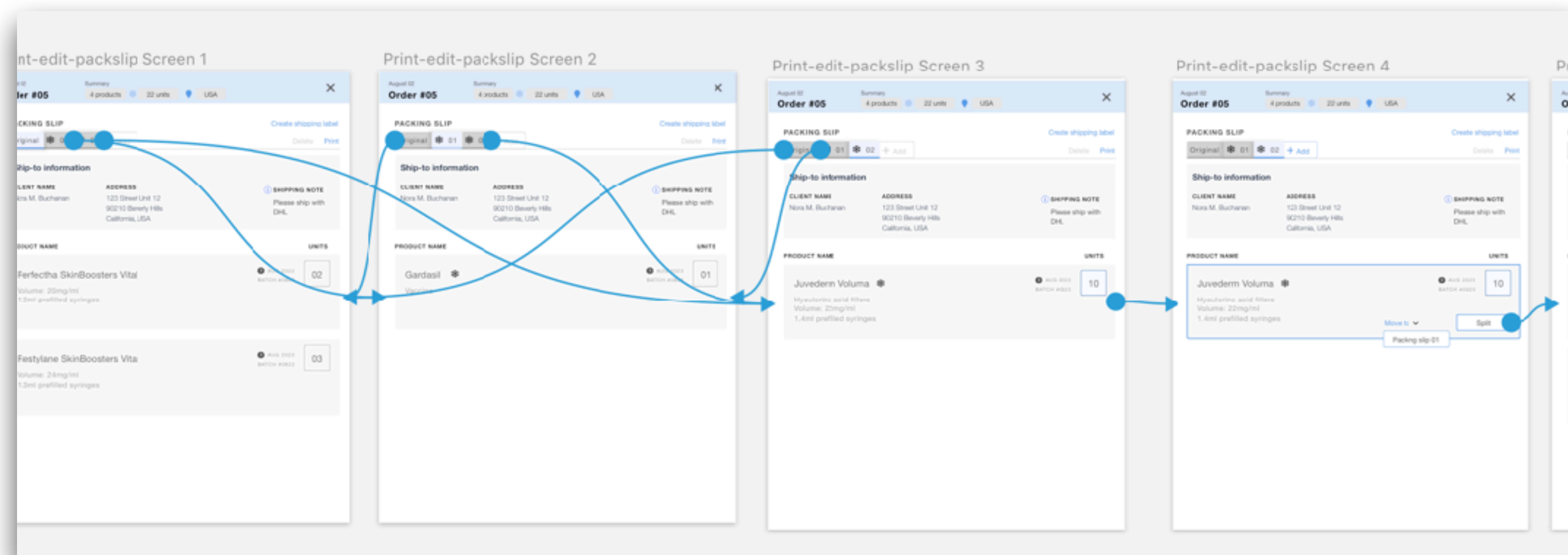
Link to prototypes

https://bit.ly/2QP84ok

Thank you!

Testing and Prototyping

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