

Snapp box assignment

You are responsible for designing the new order offering page for SnappBox orders in the biker app.

The next step would be going into more details and prepare user stories or wireframes for the feature. Please provide all the detail that a biker needs to know before accepting any order. These detail of the order needs to be selected precociously since you need to persuade bikers to accept the orders. Also, make sure to cover the following along with user stories:

- What is your proposed solution in detail?
- How will you manage the launch and communication?
- How will you measure the success of the project?

Feb 2021

Snapp! Box



Problem solving approach

To achieve this task answers, following steps have been done.

- **Problem Statement / Goal / About Product**
- **Assumptions**
- **Personas**
- **User Journey / Pain Points**
- **Possible Solutions**
- **Prioritizing**
- **Validating / Metrics & KPI's**



Assumptions

1. Because I don't have access to actual driver's app, current page designed according to the instruction placed in [Aparat](#).
2. According to the trips process, order offering page is included only from the moment the request is displayed on the driver's mobile phone until driver touch accept buttons .



Ali / 36 / Male

Behavior:
his is a full time driver, and because of his box he mostly do packages and food delivery.
In rush hours he stops near popular restaurants.

- Goals:
- Have as much as trips he can
 - Find nearest destination

need:
Find nearest destination with most profit



Mostafa / 18 / Male

Behavior:
he is part time driver, he is mostly on his bike and most of the time he accept his trips when he is riding
He works with some company's individually.

- Goals :
- Accept rides between his personal trips
 - See the rout in a glace

need:
He needs to get trips destination in a glance and accept suitable rides.



Saeed / 25 / Male

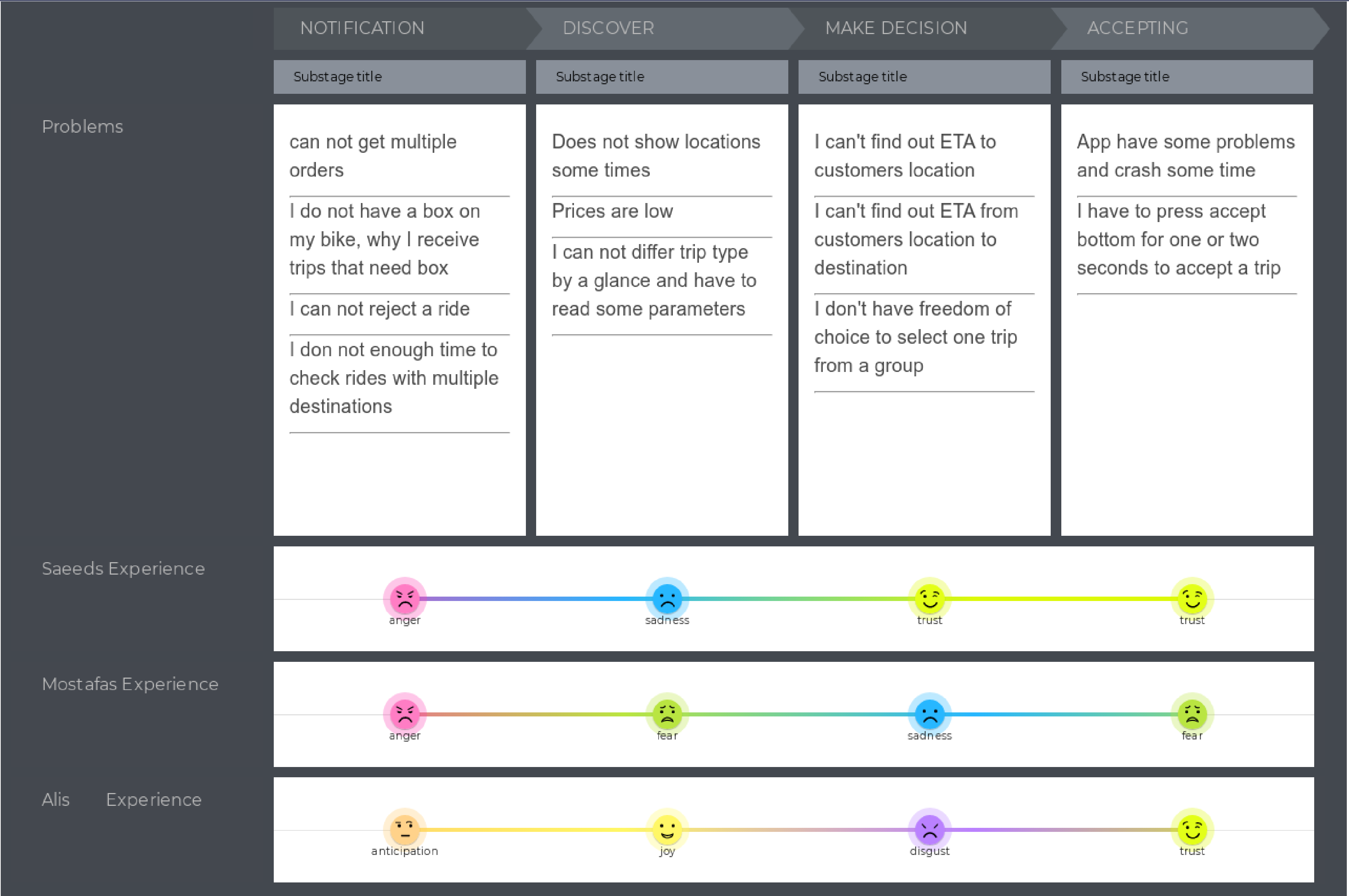
behavior:
his is a full time driver, and most of the time he accept his trips when he is riding and because he does not have box he only accept passengers and small items

- Goals :
- See the rout in a glace
 - Can choose between group of trips

need:
He needs to get all information he can from a trip in a glance and accept suitable rides.



After identifying the main stages and activities, and interviewing several Snapp box users and reeding users comments on Cafe bazaar, a graph of users' emotions as well as some of their pain points were extracted by considering the characters and their adaptation.



Goal

Based on the above information and considering that our goal in designing this page is to increase Bikers acceptance rate

- ❖ Bikers must be able to see the users location, final destination, price , ETA (to customer and from customer to destination) of the order quickly and clearly so he can make decisions based on information.
- ❖ Ability to view multiple orders at the same time will allow the biker to compare and select to accept the appropriate order.



Ideal

Due to the existing problems, the acceptance rate of Snapp box drivers is low.



Consequences

Due to the low acceptance rate, a some of trips are getting canceled and in result we have customer dissatisfaction.



Proposal

After examining users need and removing existing barriers, I will present and validate final proposal.



✓ Color differentiation of services

Story

As rider, I need every service type have specific color so I could be able to easily and at a glance understand what kind of service it is.

Acceptance criteria

On order offering page, following items should change color if the type of service is as listed below

Accept travel button, price box and next and previous service arrows

Shipping ->Green (#74ff33)

Shipping service requires box -> dark green (#398217)

Passenger -> Blue (# 2391d8)

food -> Pink (# d823a7)

✓ Send targeted service

Story

As rider, I need only notified services according to my facilities so that I do not need to reject incompatible services.

Acceptance criteria

The riders equipment must be specified, i.e. it must be specified which of the following types of travel the rider has the necessary facilities for

Passenger

Small shipments

Shipments need box

When ever we are sending notifications, it should be checked whether the rider has suitable equipment or not and if riders does not pass this condition this trip notification must not shown to rider.



✓ Display ETA

Story

As rider, I need to know how long does it take me to get to customer and how long does the trip takes to finish so I could calculate my profit and decide if I should accept this ride or not.

Acceptance criteria

When displaying a notification to the rider, the ETA must be specified for the following routes:

A:Rider location to customer location

B:Customer location to destination 1

C:Destination 1 to destination 2 and so on

ETA must be shown on every row in destination sections

Total trip time, sum up of this items, $A+B+C$ + all other destinations + all stops and it should displayed under price box

ETA unit should be in minutes and if the calculated number has decimal, ETA must round up.

If an error occurs in the calculation of ETA, instead we should be displayed "-"

✓ Increase notification time

Story

As rider, I need longer time when trip has mor than one destination so I could calculate my profit and decide if I should accept this ride or not.

Acceptance criteria

Trip notification time for each trip is 60 seconds for riders. For trips with more than one destination, this number must be increased by 10 seconds for each additional destination.

so for trips with one destination it will be 60 seconds,

for trips with 2 destinations it will be 70 seconds and

If the trip have returns, one destination becomes an additional trip



✓ How to Reject a trip

Story

As rider, I need to reject a trip after see the notification, because I'm doing something else or want to do this trip but timer notification interrupts me.

Acceptance criteria

There should be a red button at the top right with the title "رد سفر"

Rider must touch this button for 1 second to apply and if so

1. Notification of this trip will be cut off immediately for this rider
2. This trip will no longer be displayed to this rider
3. Record of number of times the riders has rejected trips must be kept

✓ Choose between 3 trips

Story

As rider, I need choose between more than one trips so due to the fact that this trip may not be accepted by the me, I can not see simultaneous trips. I need to have freedom of choice and calculate my profit between them and decide which one I should accept.

Acceptance criteria

At any given time, if there is more than one trip in pool that suits the rider, the top 3 trips will be shown to rider.

If rider rejects one of the trips, if there is another trip, another trip will be added to his list

Travel notification time will not change

If a trip's notification time expires, the trip will be removed from the rider's Travel list

rider can use one of the following two ways to surf between trips.

1. On the right and left of the screen 2 arrows touch them and go to next or before trip.
2. Swipe to the right or left of the screen to surf between trips



This is a suggested design
and definitely final design
would be different and it have
to be in collaboration with
design team
off Course we need
more details about riders
persona





Impact:
Massive = 3x, High = 2x, Medium = 1x, Low = 0.5x, Minimal = 0.25x.)
Confidence:
High = 100%, Medium = 80%, Low = 50%
Effort:
Experts (Full Stack Developer, Content Manager, etc.) were used to calculate the Effort.

The important point is that these numbers are all hypothetical and an attempt has been made to have correct ratio between the cases in order to reduce the effect of these hypotheses on the output.

PS	Reach	Impact	Confidence	Effort							RICE score
					backend	mobile	design	product	content	marketing	
Color differentiation of services	100	3	100	54	12	16	8	8	4	6	556
Display ETA	100	3	100	80	24	24	12	12	2	6	375
Choose between 3 trips	100	3	100	112	48	24	12	12	12	4	268
Send targeted service	50	2	80	42	12	16	0	6	2	6	190
How to Reject a trip	80	1	50	40	12	8	4	8	4	4	100
Increase notification time	30	0.5	50	38	8	12	0	8	4	6	20



In this planning, to avoid complexity ,each working week has been considered 6.5 hour.

Teams structure

Backend	4
Mobile	2
design/product	3
marketing/content	2

	Sprint 1		Sprint 2		Sprint 3		Sprint 4		Sprint 5		Sprint 6	
	W1	W2	w3	w4	w5	w6	w7	w8	w9	w10	w11	w12
backend			A		C		D	E	F			
			B									
mobile			A		B		C		D	E	F	
design/product	A	C		E								
	B		D	F								
marketing/content	A	B					C		D	E	F	



All suggestions are only possible solutions. In order to decide on their implementation, using solutions of the data analysis department, an attempt is made to perform maximum validation before the start of implementation. After deciding to run with the help of various tests and experiments, we are informed about the implementation (from the user's point of view), the real needs of users, and with the help of feedback and analysis of user behavior. In this section, the objectives of the tests are determined and the success and failure of the tests and experiments are defined. Finally, after the minimum implementation of approved or remaining features, according to the volume of similar cases and their effectiveness by weekly and monthly monitoring of key performance metrics, we are informed about the health of the existing service and the status of changes.

Validation:

1. Usability test to gain insight into action from the user
2. Smoke test to understand the real number of user requests
3. Dogfood test to get initial feedback and fix bugs
4. Launch MVP for specific section of users
5. A / B test to get the effect of improvements
6. Execution of test to increase the percentage of service load to control the situation

Metrics & KPI's:

1. Acceptance rate
2. Acceptance rate in different services
3. Acceptance rate in different Geo region
4. Acceptance rate for trips with more than one destination
5. Reject rate per user
6. How many times riders surf between trips