Drones Delivery App Design

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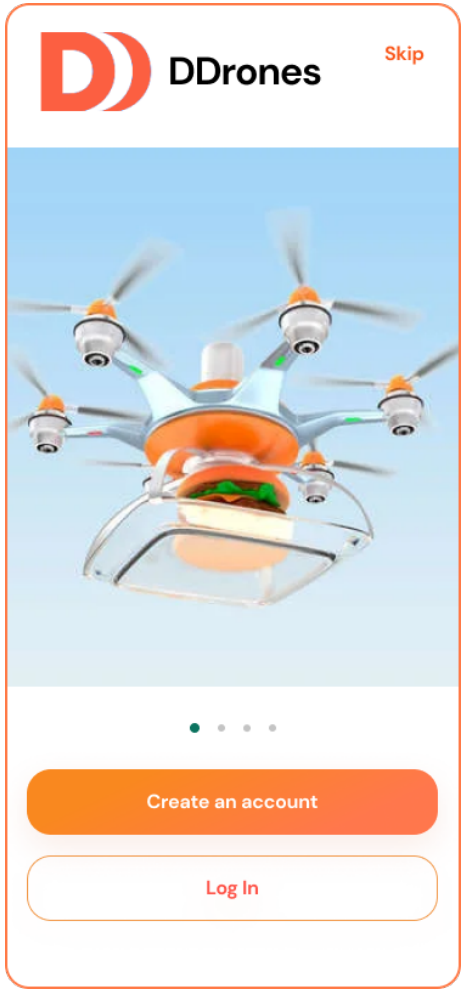
Project overview

The product:

Drones Delivery - aims to deliver products and goods in a short time using drones. They offer a wide range of competitive prices. Drones Delivery is aimed at such customers who want to receive their order as quickly as possible and in complete safety.

Project duration:

March to May 2022



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Project overview

The problem:

Customers want to receive goods in a short time and in complete safety.

The goal:

Design an app for Drones Delivery that allows users to easily order goods and products.

Project overview

My role:

UX designer designing an app for Drones Delivery from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy maps to understand the users I design for and their needs.
The main group of users identified during the study are customers who receive their goods in a short time and in complete safety.

This user group confirmed initial assumptions about Drones Delivery clients, but the study also showed that time was not the only factor limiting users.

User research: pain points

1

Pain point

Working adults are too busy to spend time going to cafe/shop

2

Pain point

Platforms for ordering food are not equipped with assistive technologies

3

Pain point

Text-heavy menus in apps are often difficult to read and order from

Persona: **Tim**

Problem statement:

Tim lives far from the big city. Tim wants fast delivery to help with the needs of children and families

Tim

Age: 36
Education: Bachelor Degree
Hometown: Santa Cruz
Family: Yes
Occupation: Developer

"I believe in new technologies and want to participate in progress!"

Goals

- "I live far from my favorite restaurant, but would like to get food delivered."
- "Sometimes we urgently need medicine from the pharmacy for our children. It would be great to do such orders. It would help a lot!"

Frustrations

- "Traffic takes a long time to get to your favorite place"
- "Medications are needed urgently"

Tim lives far from the big city. He often travels to the city for his favorite products, to his favorite restaurants. The road takes a long time. He wants to save on traffic and get his favorite things. Tim wants fast delivery to help with the needs of children and families

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User journey map

Mapping Tim’s user journey revealed how helpful it would be for
users to have access to a dedicated Drones Delivery app.

Persona: Tim

Goal: A fast and easy way to place and take order

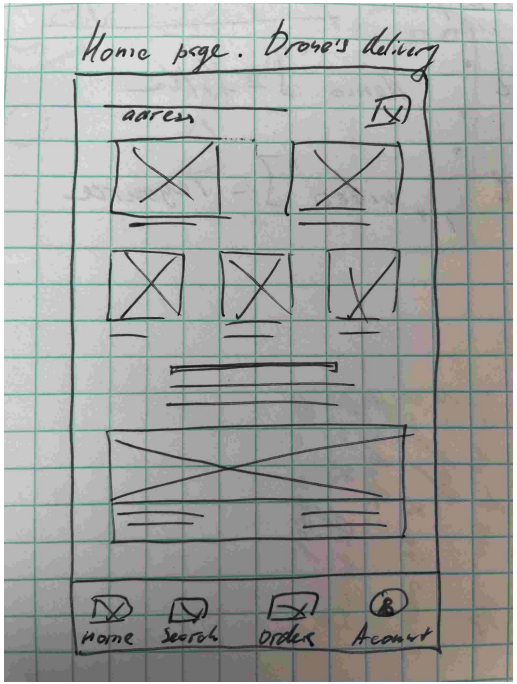
ACTION	Sing up	Make order	Pay for the order	Wait for order	Pick up order
TASK LIST	Tasks A. Fill in user information B. Delivery address C. Payment method	Tasks A. Select store/restaurant B. Select products C. Add to cart	Tasks A. Choose a standard payment method or a new one B. Approve transaction	Tasks A. Get order tracking B. Download a tracking map C. Follow the flight of the drone	Tasks A. Receive an order B. Check Order Accuracy C."Release" the drone
FEELING ADJECTIVE	Concentrated Careful	Concentrated Nervous	Concentrated Excited	Excited Nervous	Happy to have the order Excited
	Create a clear and transparent	Create a clear and transparent	Create an understandable	Create an alert system for drone	Inform the user in advance about the

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

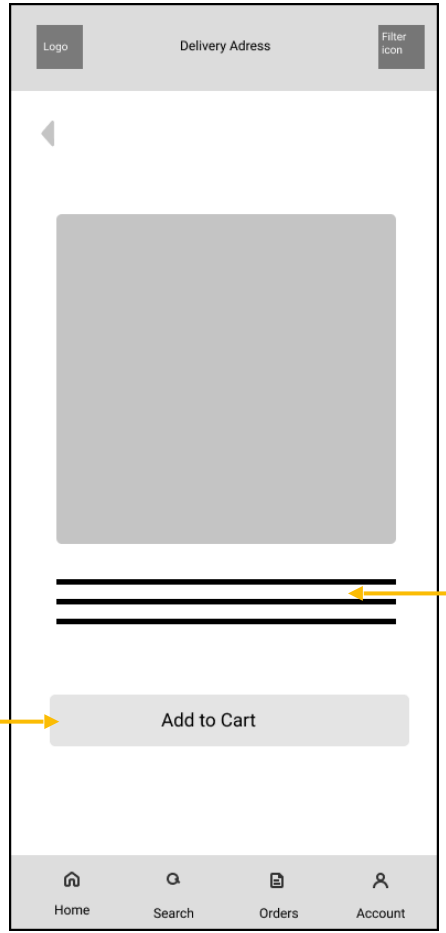
Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.



This button at the top of the home screen makes it fast and easy for users to order.

Full product description

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

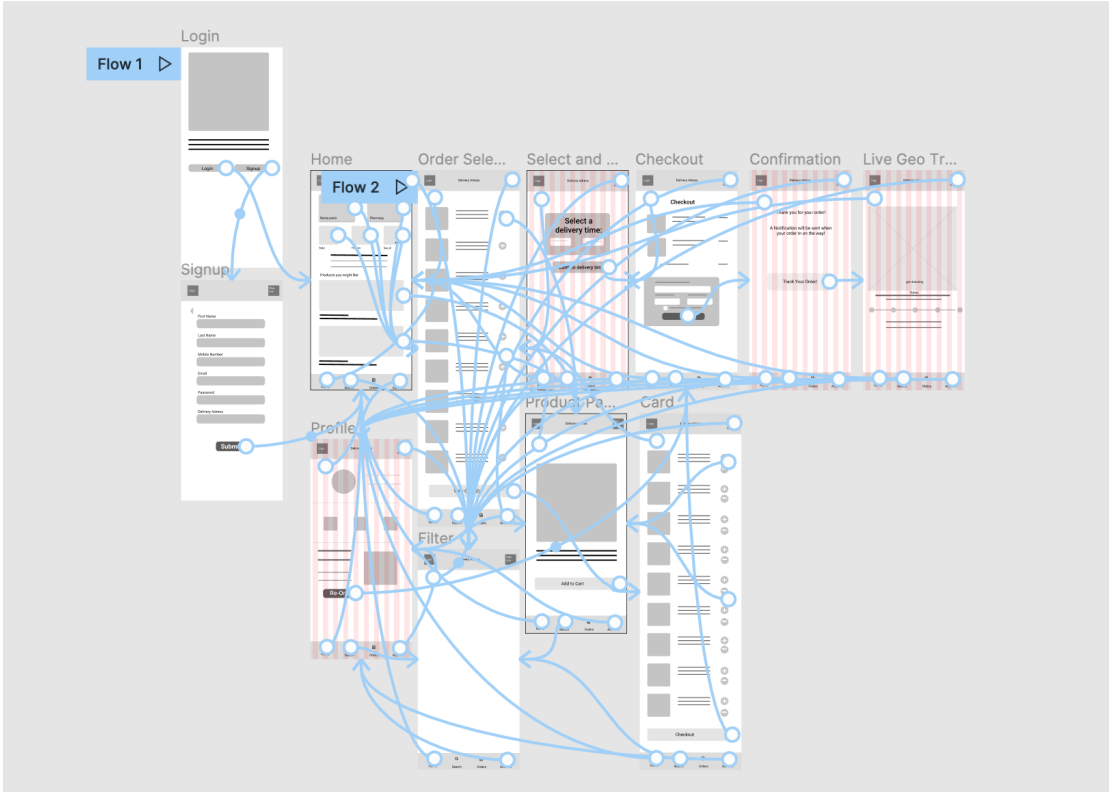
Easy access to navigation that's screen reader friendly.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype.

View the Drones Delivery

[low-fidelity prototype]



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users wanted clarity with the product list (label)
2. Users wanted clarity with the product list (checkout button)
3. Users want a calendar option

Round 2 findings

1. Don't need the button to edit the item in the cart
2. From the calendar you need to return to the checkout

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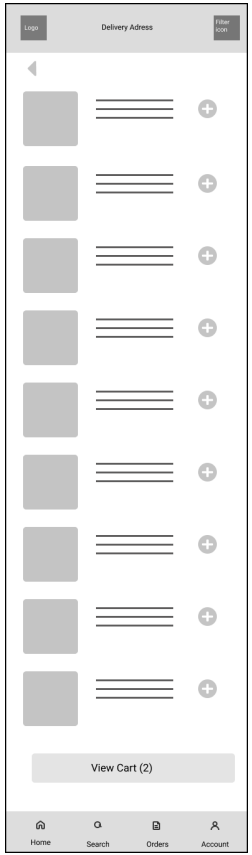
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

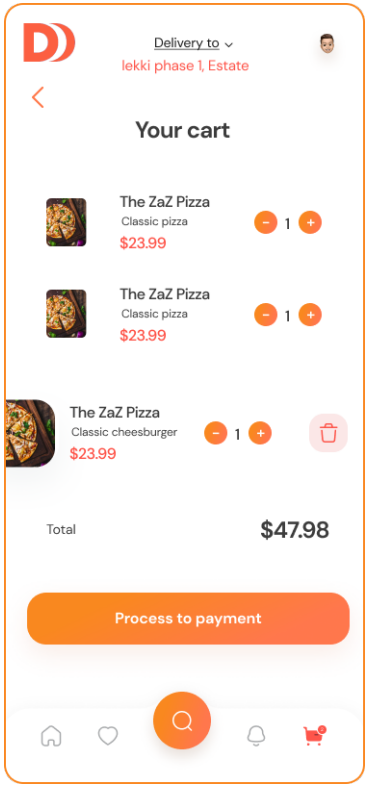
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **choose pizza crust and sauce**. I also revised the design so users see **all the customization options** when they first land on the screen.

Before usability study



After usability study



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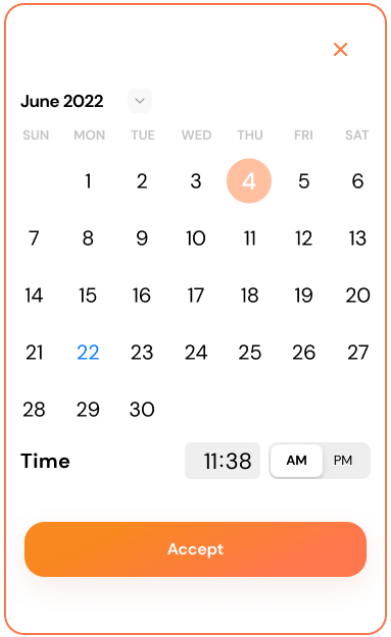
Mockups

The second usability study revealed dissatisfaction with the delivery date/time form. So I redesigned the form and added a calendar popup.

Before usability study

After usability study



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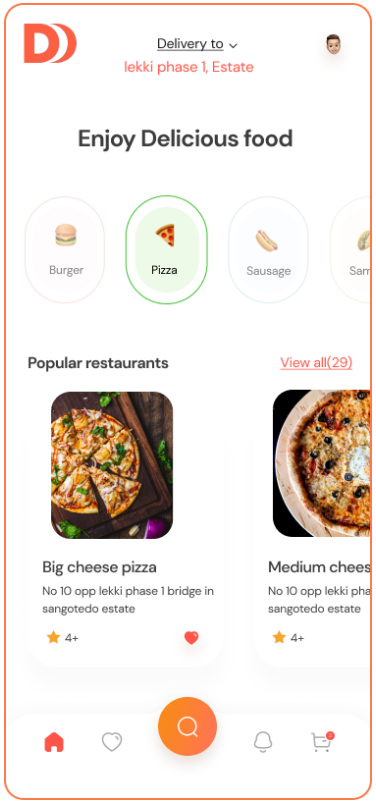
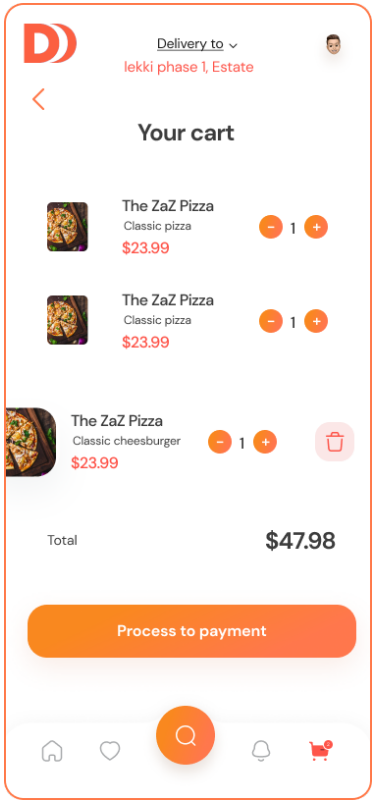
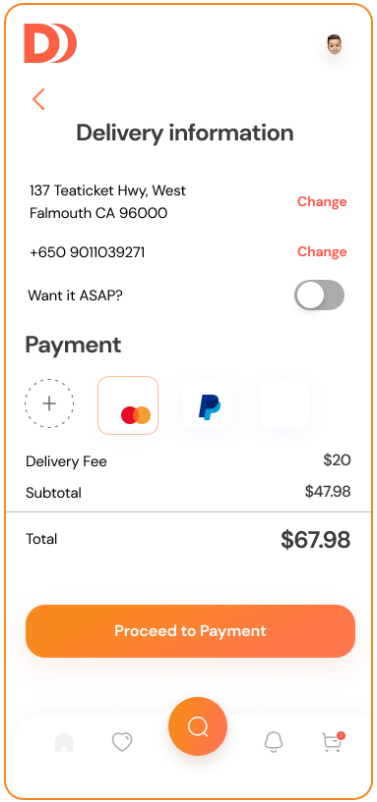
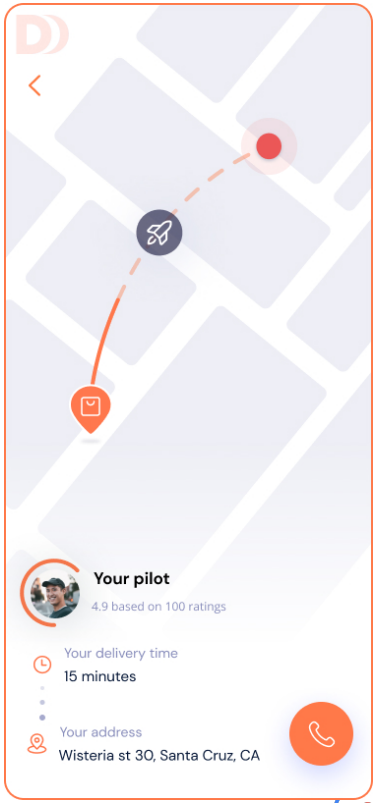
Mockups


Delivery to
lekki phase 1, Estate
Enjoy Delicious food
Burger
Pizza
Sausage
Popular restaurants
View all(29)
Big cheese pizza
No 10 opp lekki phase 1 bridge in sangotedo estate
4+
Medium chees
No 10 opp lekki pha sangotedo estate
4+


Delivery to
lekki phase 1, Estate
Your cart
The ZaZ Pizza
Classic pizza
$23.99
1
The ZaZ Pizza
Classic pizza
$23.99
1
The ZaZ Pizza
Classic cheesburger
$23.99
1
Total
$47.98
Process to payment

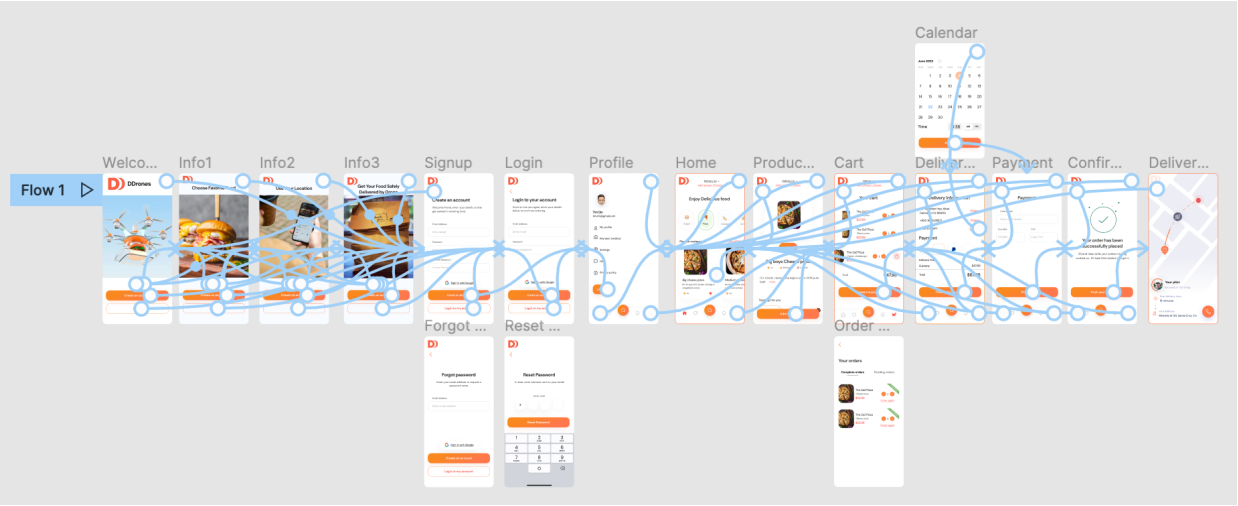

Delivery information
137 Teaticket Hwy, West Falmouth CA 96000
Change
+650 9011039271
Change
Want it ASAP?
Payment
Delivery Fee
$20
Subtotal
$47.98
Total
$67.98
Proceed to Payment


Your pilot
4.9 based on 100 ratings
Your delivery time
15 minutes
Your address
Wisteria st 30, Santa Cruz, CA

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering and checkout.

View the Drones Delivery [high-fidelity prototype]



Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for products to help all users better understand the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like Drones Delivery really thinks about how to meet their needs.

One quote from peer feedback:

“With the application, it became easy to order goods and it became not scary to entrust your order to a drone”

What I learned:

While designing the Drones Delivery app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app’s designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Continue to improve applications, making the ordering process as transparent as possible

Let’s connect!

Thank you for your time reviewing my work on the Drones Delivery app! If you’d like to see more or get in touch, my contact information is provided below.

Website: https://germanova.site

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