

# Delivery Tracking for a Logistics Company

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# Project overview



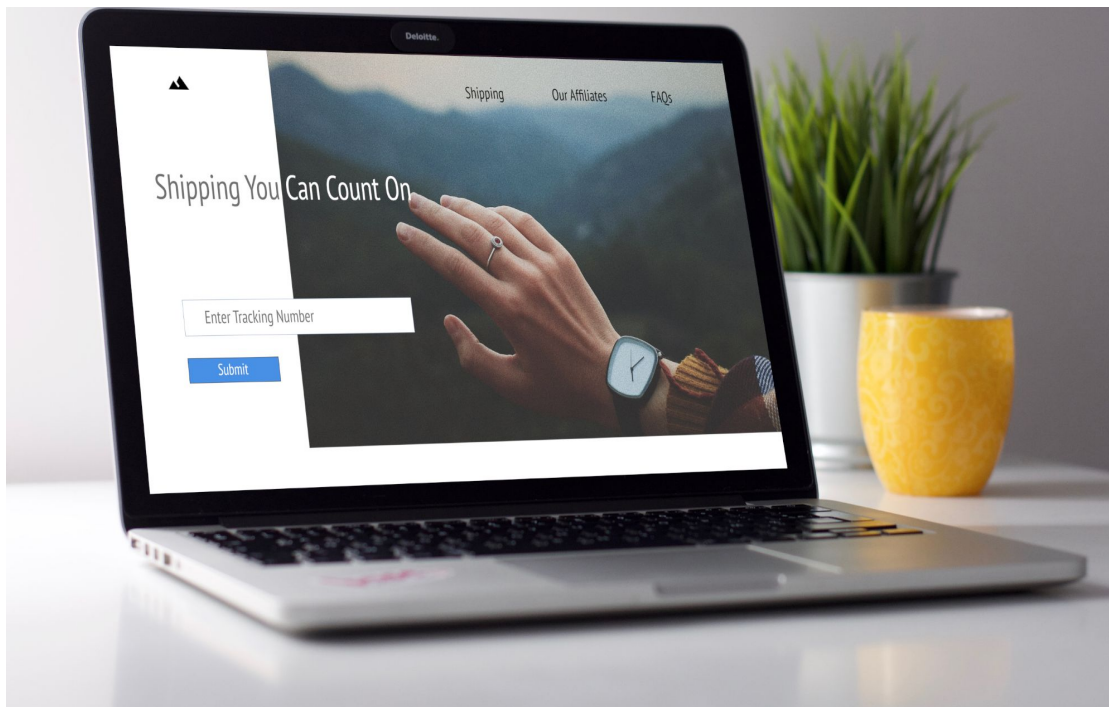
## The product:

ShipPath is a logistics company offering its' users seamless options for international shipping. Its' users are primarily those in business who have international shipping needs.



## Project duration:

December 2021 - January 2022



# Project overview



## The problem:

Shipping internationally presents many obstacles if a customer wants to be able to track their package from end to end. This is because these packages go through customs, and enter a second, foreign mail system where the tracking number is often reassigned.



## The goal:

The goal of ShipPath is to offer international tracking capabilities that are always reliable. ShipPath does this through its own networks within a multitude of foreign locales. Their website must be user friendly and reflect their offerings, specifically tracking.

# Project overview



## My role:

UX Designer leading the ShipPath website and mobile designs



## Responsibilities:

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

# Understanding the user

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

# User research: summary



I conducted user interviews to better understand the process of how shipping and tracking a package internationally works. I discovered many users reported unreliable tracking systems due to packages changing hands into a foreign mail system, and information not being available whilst in customs.

# User research: pain points

1

## Information

Packages reach destination country, but once they are in the country you cannot get new tracking information.

2

## Frequency

Updates in tracking are given erratically, or are not frequent enough.

3

## Accuracy

Time estimates given for the package's arrival are too broad.

4

## Customs

No new tracking information available while a package is being held in customs.

# Persona: Michael

## Problem statement:

Michael is an artist who sells their work online, who needs a way to track shipments internationally, because he wants to provide reliable delivery to customers overseas.



**Michael**

**Age:** 26  
**Education:** Bachelor's Degree  
**Hometown:** Livet, Kentucky  
**Family:** Parents  
**Occupation:** Carpenter and Artist

*“Being able to ship internationally would help me expand my e-commerce business, however, I have not found a reliable way to track packages internationally.”*

## Goals

- Grow their e-commerce business

## Frustrations

- Shipping internationally presents many obstacles such as tracking numbers changing once they reach customs. Therefore, he is unable to reliably track packages and ensure delivery for his customers overseas.

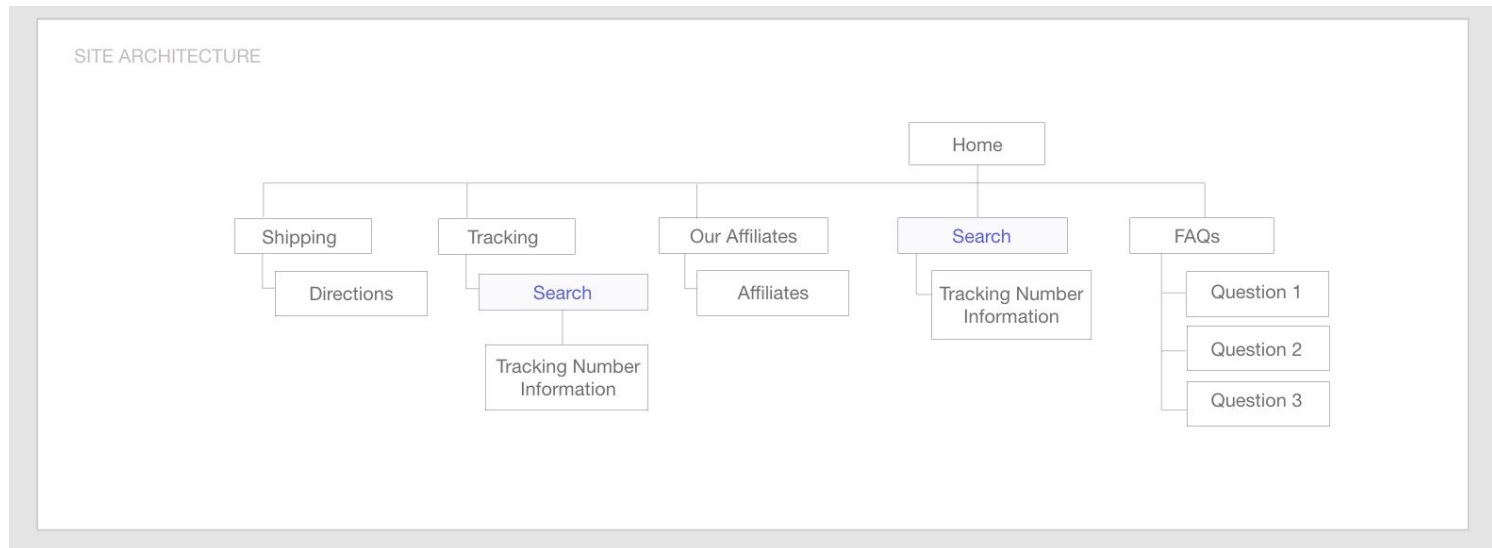
Michael has always loved to work with his hands and started selling pieces of his original woodwork on e-commerce sites for artists such as *Etsy*.

Michael would like to expand his offerings into new markets, but international shipping presents many obstacles.





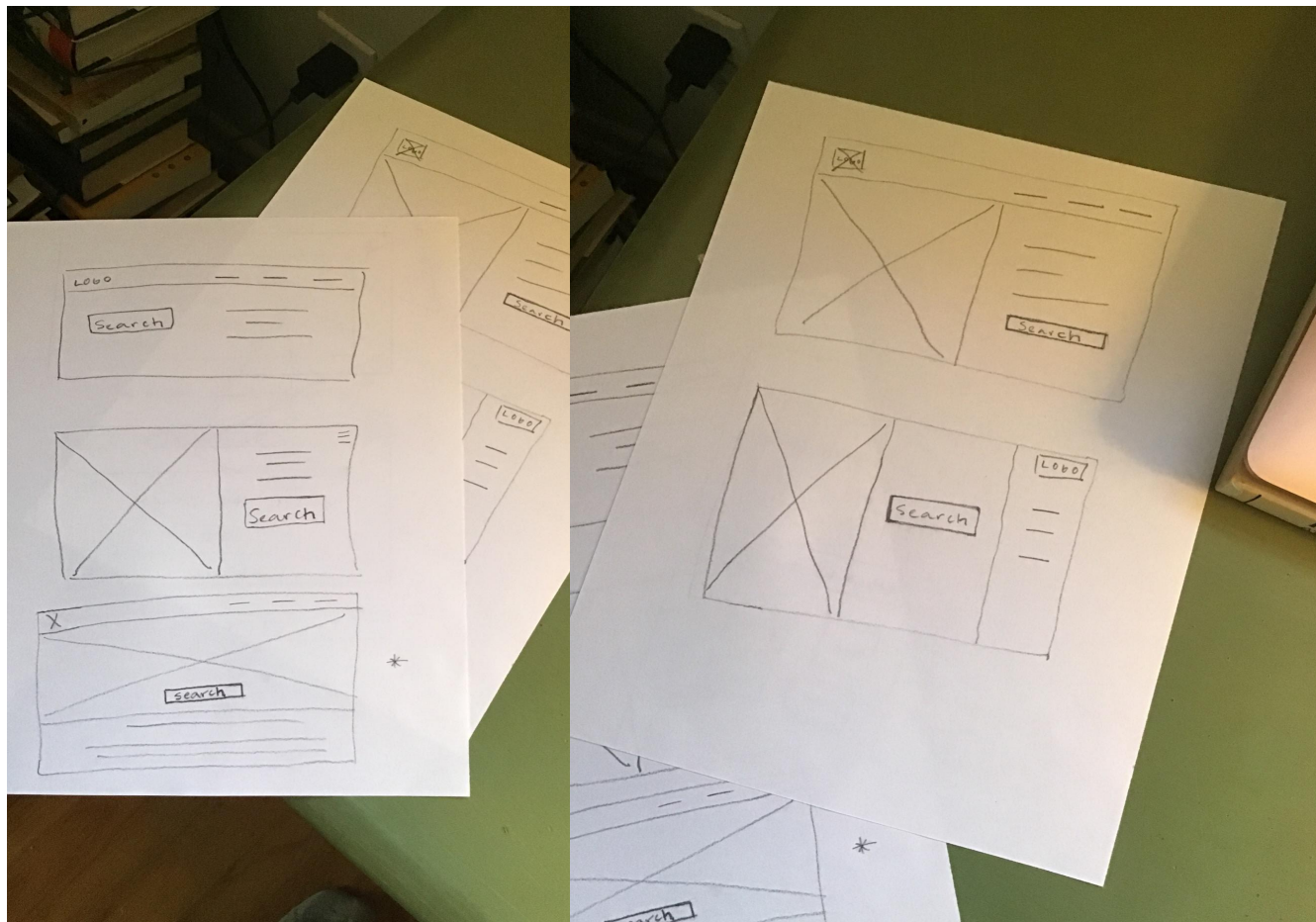
# Sitemap



My goal here was to make tracking information available at multiple points of entry.

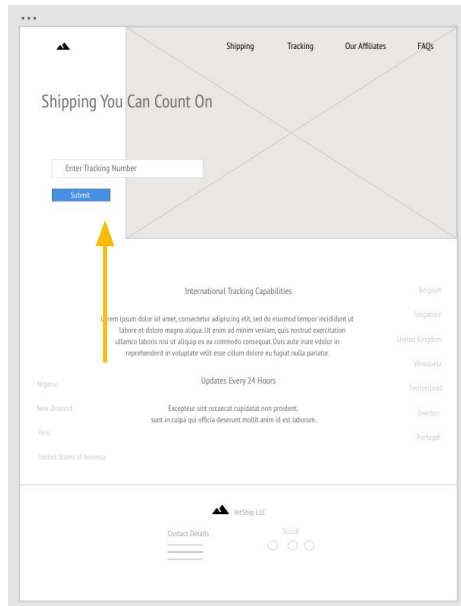
# Paper wireframes

Here I quickly iterated on ideas for the landing page.

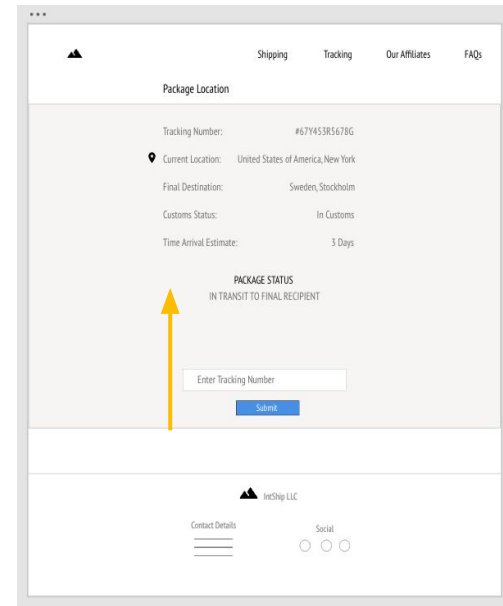


# Digital wireframes

These designs highlight  
ShipPath's most actionable  
feature - tracking.



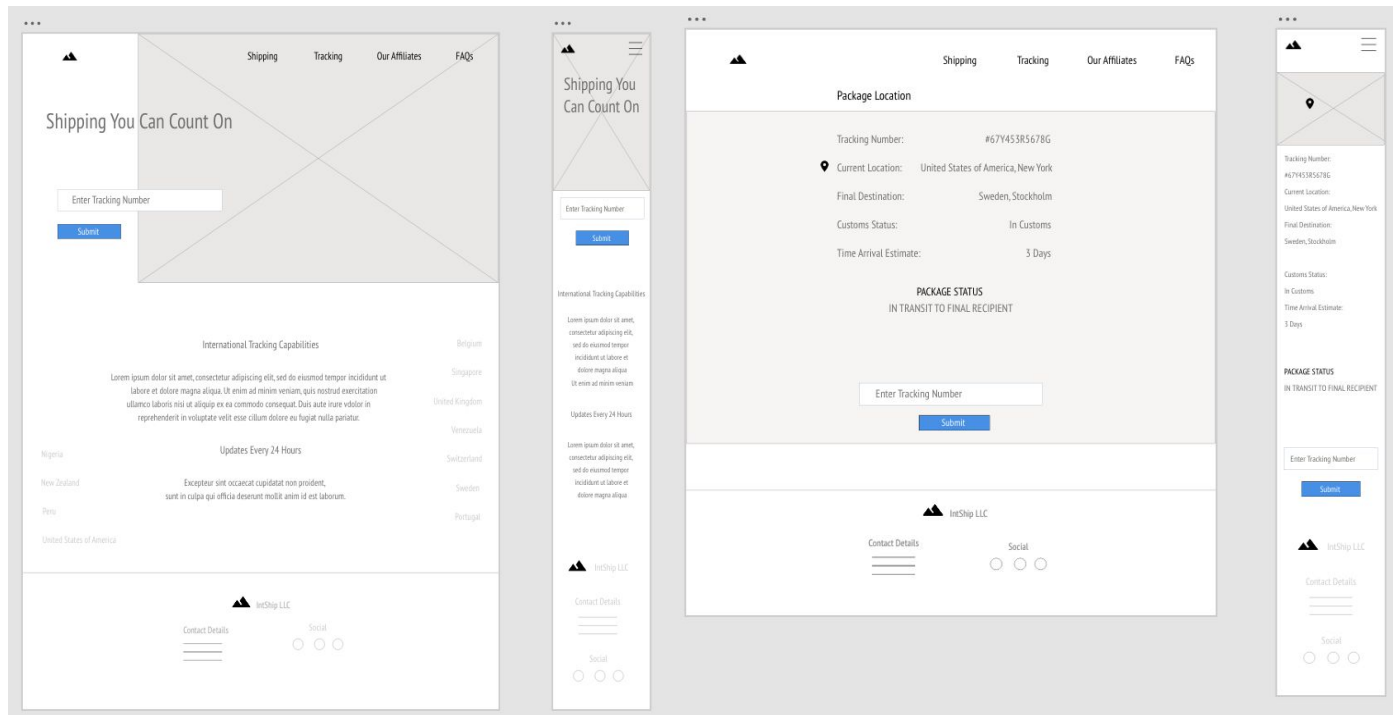
Primary action  
highlighted  
right away on  
landing page



All pertinent  
information is  
readily  
available.

# Digital wireframe screen size variation(s)

Underneath the tracking number information I added another input tracking box so that you can seamlessly look up multiple packages.

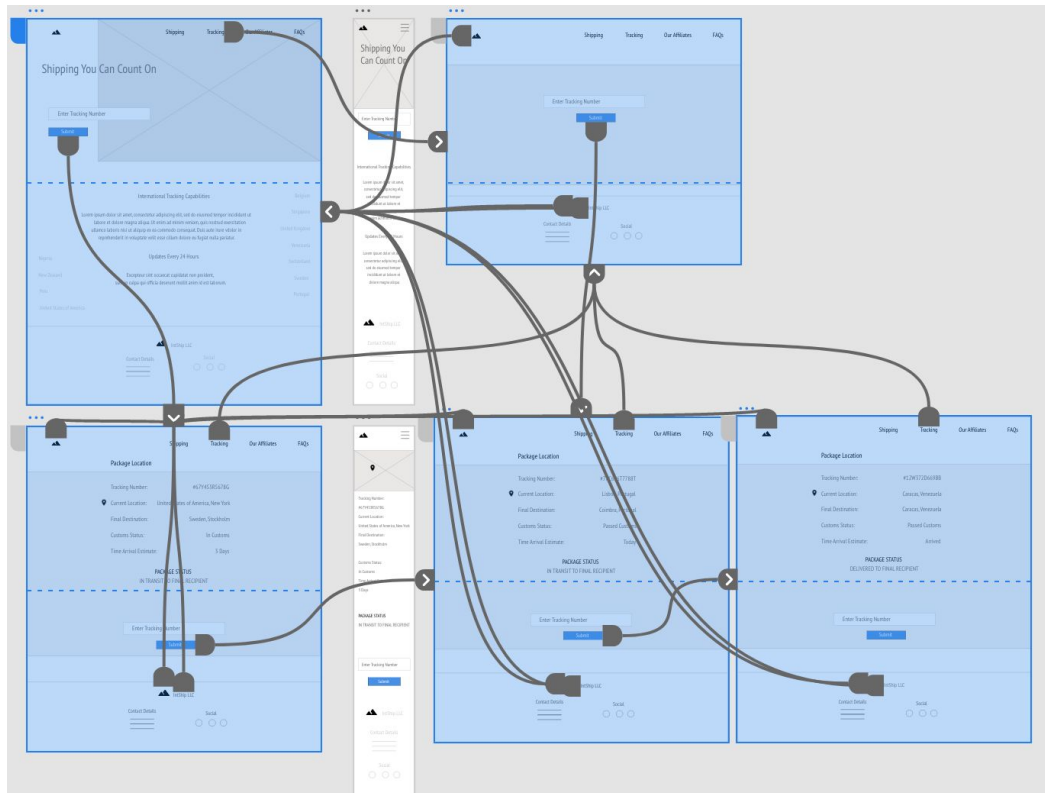


# Low-fidelity prototype

The user flow was designed to track multiple packages based on user feedback.

Link to low-fidelity prototype

<https://xd.adobe.com/view/7abf7cc4-63db-4315-84ed-4bee78ef6bef-2fec/?fullscreen>



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

10-20 minutes

# Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

## Finding

Users found the tracking  
process easy to use

2

## Finding

Users did not immediately  
notice the second tracking  
box listed under the  
tracking information for  
multiple packages



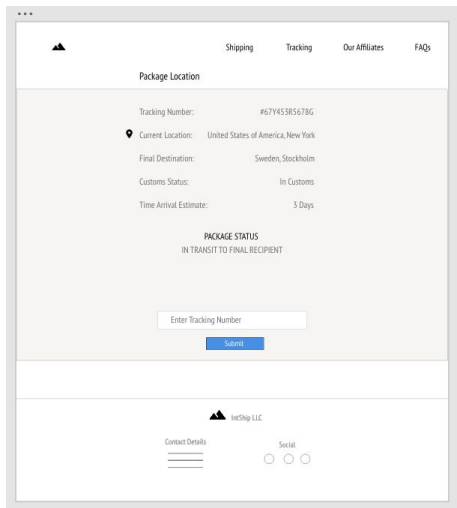
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

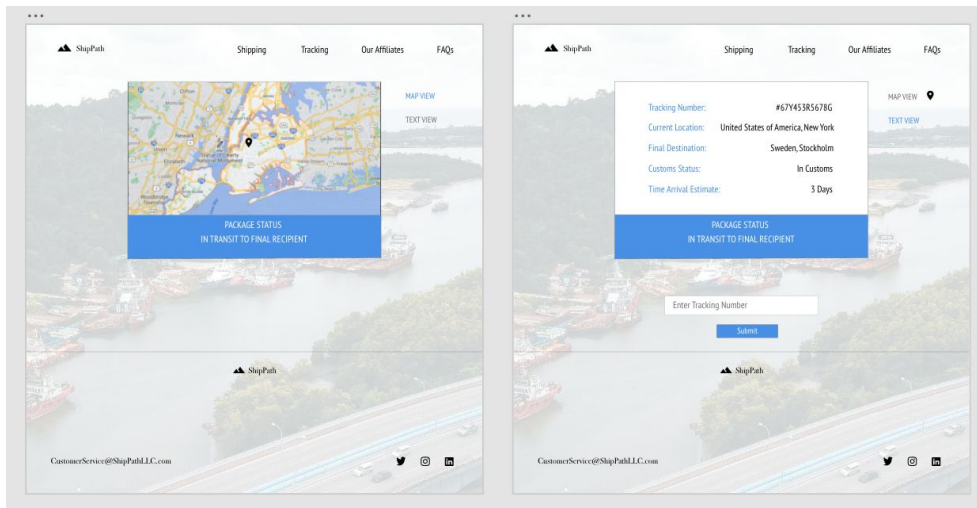
# Mockups

Before the usability study there was only one view for tracking information. Afterwards, I added a map view option that can be seen from the same place on the screen.

Before usability study



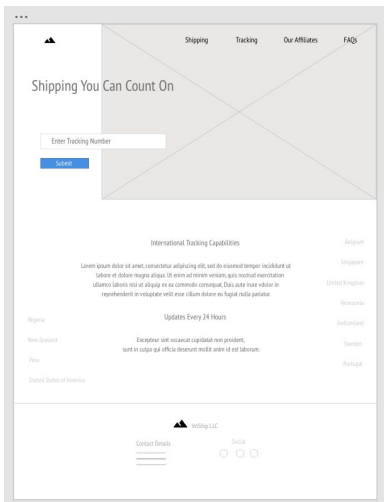
After usability study



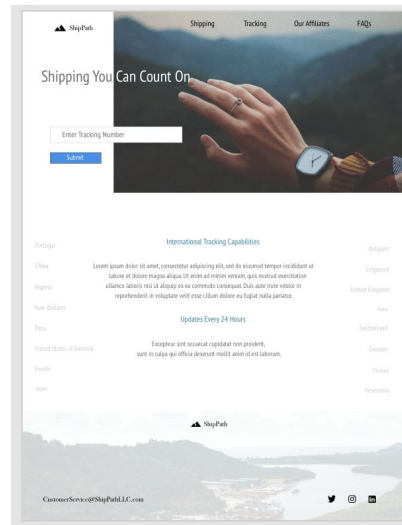
# Mockups

There were not too many changes to the final mockups of the landing page as feedback was almost completely positive.

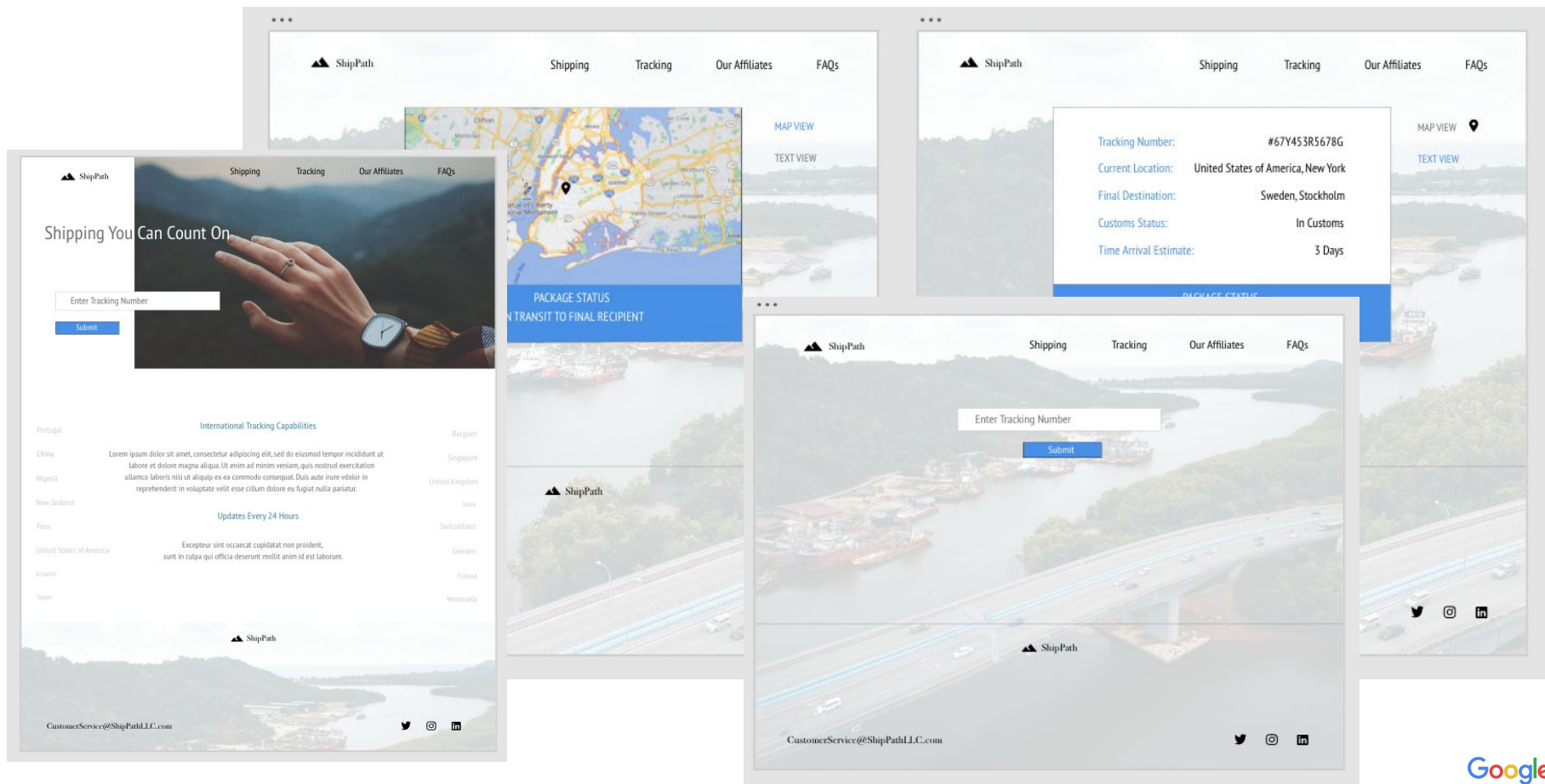
## Before usability study



## After usability study



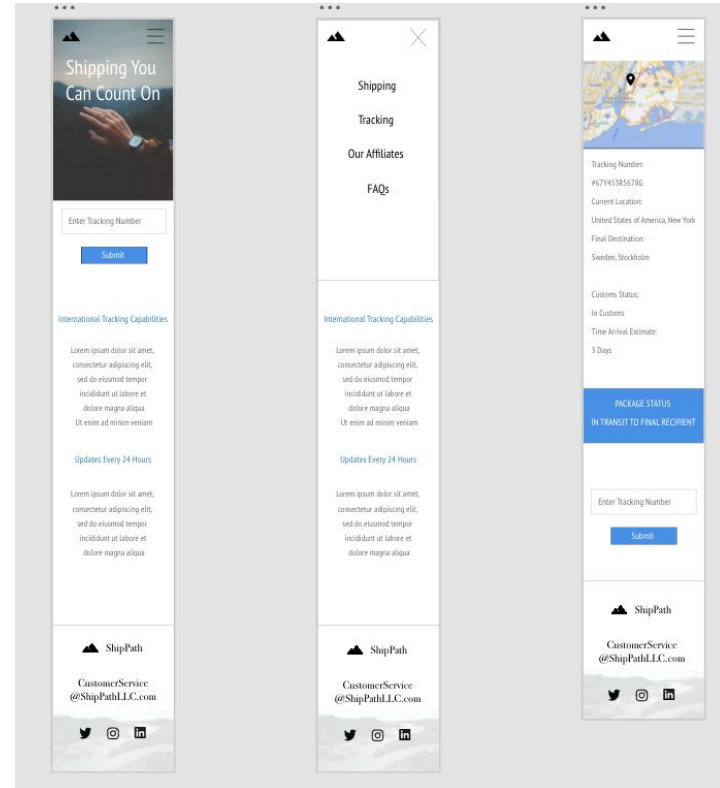
# Mockups: Original screen size



# Mockups: Screen size variations

The responsive design utilized a hamburger menu on the upper right that opens into a vertical list.

All elements, including the map view, are kept, in the responsive design.

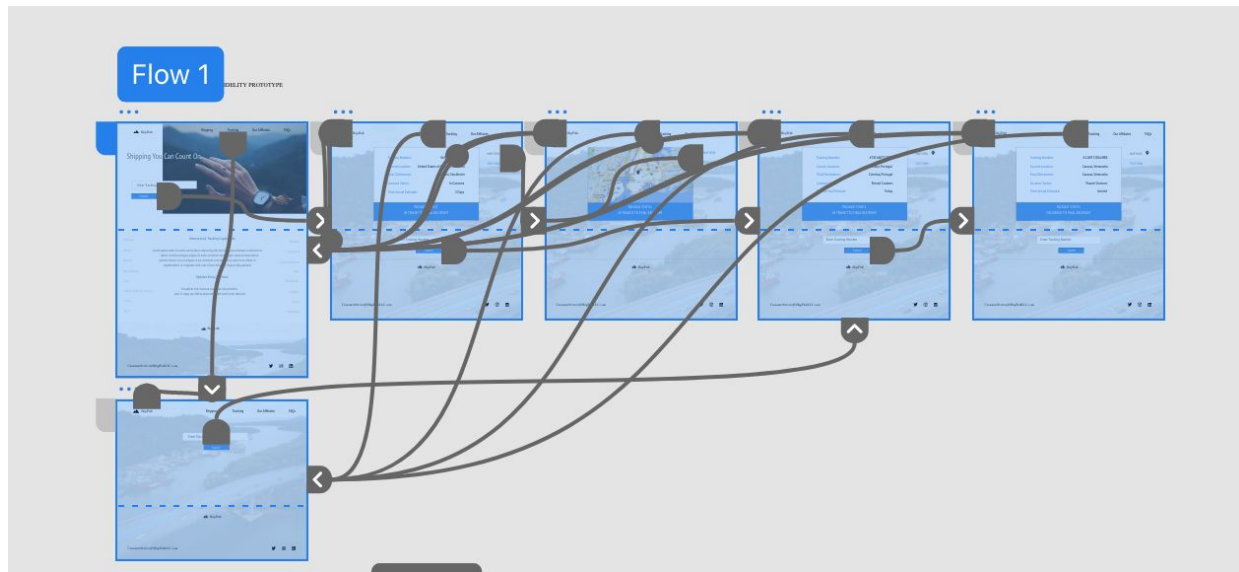


# High-fidelity prototype

The user flow featuring multiple points of entry for tracking.

High fidelity prototype link:

<https://xd.adobe.com/view/95664de4-0b6f-4bf7-b048-b6c21168216b-c035/?fullscreen>



# Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy

2

I used landmarks to help users navigate the site, including users who rely on assistive technologies

3

I designed the site with alt text available on each page for smooth screen reader access

# Going forward

- Takeaways
- Next steps



# Takeaways



## Impact:

Our feedback on these designs was very positive. Users reported having no trouble locating tracking information.



## What I learned:

Good design highlights the primary purpose of the company's website.

# Next steps

1

Hand the designs off to development so they may be coded.

2

Continue user testing as applicable.

# Let's connect!



Thank you!

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