

# UX analysis

# WOLT

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# Scope

## Objectives

The purpose of this analysis is to highlight the **user purchasing experience**, identify **pain points** and **opportunities** in order to **estimate** the next **design sprint**.

## Geographic areas

- Denmark
- Sweden

## Goal

Streamline experience.

Decrease number of non-completed orders.

Prepare for next development cycle.

# Methodology

## Methodology

**Interviews:** Qualitative. To gather the unexpected and to formulate hypothesis.

**User Journey:** In order to capture the thoughts and actions of the user as it navigates towards a specific goal.

## References

Owler.com

Youtube – how to perform a user journey

Slides from seminars

Statista.com

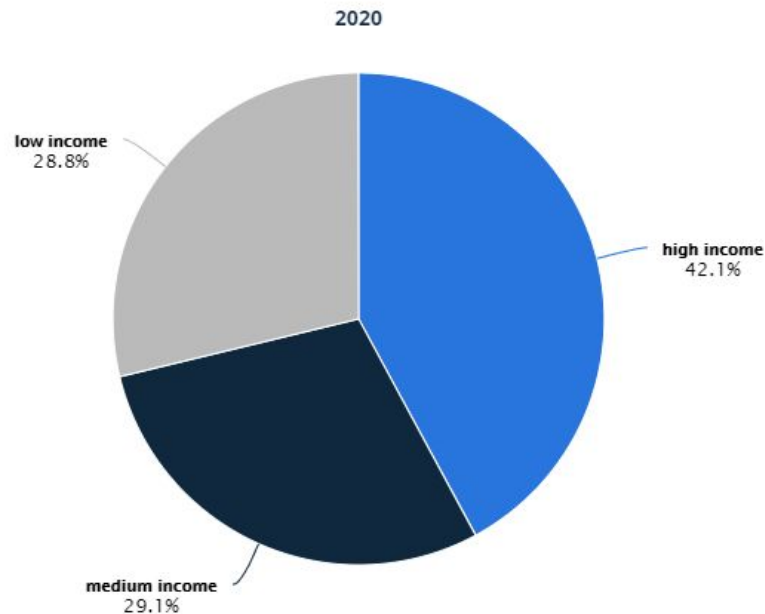
# Participant criteria

## Recruitment

Linkedin, Facebook.

4 participants.

Criteria	Value	Motivation
Has app	Yes	Familiarity with app.
Attempted purchase	Yes	More likely to have encountered pain points. Familiar with purchasing process.
Age range	25-34	Second largest target audience. More accessible.
Income	Medium - High	Strong purchasing power. Largest customer base.



# Participants



**Angela, 30**

Sales representative. Lives in Copenhagen. From Peru.

Average purchase: **250 DKK**

Average usage: **Monthly**



**Jennie, 34**

Equity account manager. Lives in Stockholm. From Sweden.

Average purchase: **400 DKK**

Average usage: **Fortnightly**



**Jorge, 33**

Storehouse manager. Lives in Copenhagen. From Spain.

Average purchase: **300 DKK**

Average usage: **Weekly**



**Boris, 31**

B2B sales manager. Lives in Malmö. From Bulgaria.

Average purchase: **200 SEK**

Average usage: **Weekly**

# Interviews

# Key insights



Likes	Dislikes
GPS live tracking	Information overflow
Contactless delivery	Pricing

Likes	Dislikes
Easy to navigate	Font
Selection	Delivery pricing

Likes	Dislikes
Transitions	Information overflow
UI	Interaction

Likes	Dislikes
The look and feel	Some icons
Quick	Confusing features





“I feel overwhelmed”

– Angela, 30



“I like to be able to  
use the app using  
only one hand”

– Jorge, 33



“Some of the text is  
a nightmare to read”

– Jennie, 34



“Why am I paying  
for it all when we  
are using the order  
together feature?”

– Boris, 31

# How might we

implement a one fits all design?

make pricing more appealing?

optimize the way information is presented without limiting key features?

make it more accessible to new customers?

# User journey

- Angela
- Jennie
- Jorge
- Boris

Open app

See  
restaurants

Choose from  
list

Choose from  
map

- It's easy to see what it offers
- Too many menu options
- I feel overwhelmed
- Is this for take away or food shopping?
- Do I need an account?

- Each restaurant has full focus
- I love that I see delivery time so quickly
- What does the \$\$ icon signify?
- How do I switch to smaller pictures?
- I would like to swipe to favourite

- I like the little restaurant description
- Images are very clear
- How do I filter?
- It is a very long list
- How do I read the reviews?

- This is much more tactile
- It's easy to click around
- It's great that I instantly see what is open
- Once clicked, I should instantly see the review score
- The distance isn't relevant on overview

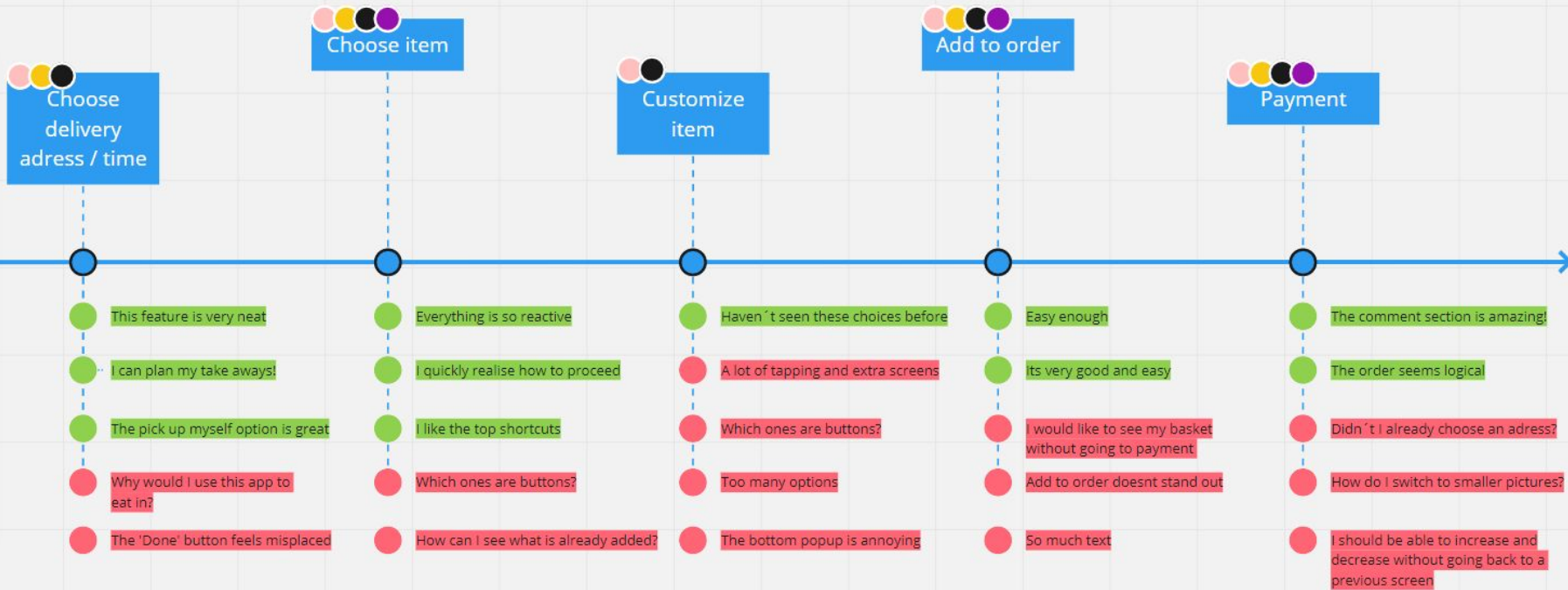


Gain point



Pain point

Angela  
Jennie  
Jorge  
Boris



Gain point

Pain point

# Key insights

## Look and feel.

Design is reactive and modern. Relevant information is correctly highlighted and easy to find.

Navigation is mostly seamless.

## Information architecture.

A bit of information overload.

Some text/options could be shortened, merged or presented in a different way (filtered, sorted).

## Features.

Review system could be expanded upon AND/OR clarified.

Orders should be viewable and editable at all times.

## UI.

Icon overhaul may be needed or tested further.

Some color choices are obscure or unclear.

## Interaction.

Additional hand gestures could be explored for interaction (swipe, long press etc).

Over reliance on popup screens.

## Usage.

Focus group too small to draw conclusions in regards to:

- map / list preference
- Inclination to customize order

# Competitive landscape



Greatest threat



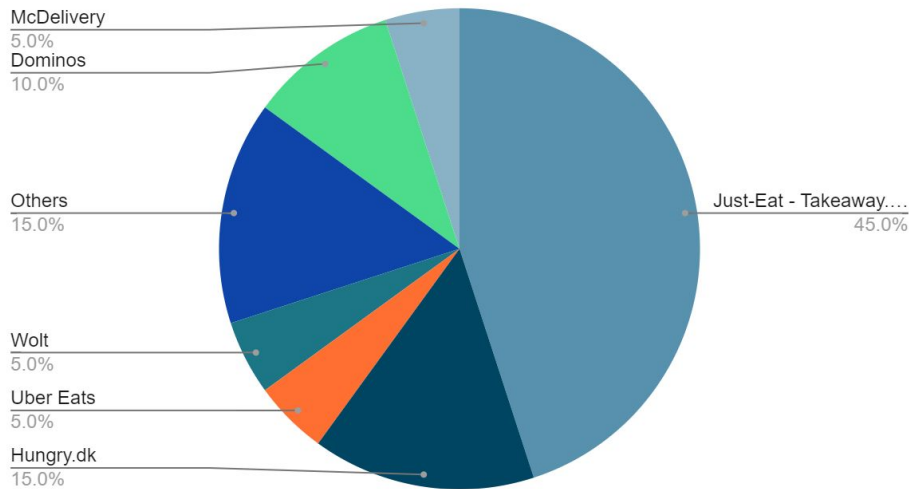
Already established

Uber Eats

Likely to establish



Market share Denmark





#### Info:

- Finland, Norway, Sweden
- 2014
- B2B + B2C
- Trialing delivery robots
- Operating at a loss
- Subsidiary of Takeaway

## Value proposition

Etiam pellentesque non nibh quis porttitor.  
Curabitur eu felis orci. Proin dolor felis,  
tempus vitae tempor ut, feugiat id lectus.

## Customers are saying...

"Deliveroo is much more reliable."

"Their system crashes, food arrives late, and their tracking on the app is horrible. And on top of it, they pay their drivers horribly as I heard."

"Haven't had any problems with delivery and the like so far:) it's quick and easy to use."

"They have terrible customer service when things go wrong, and they go wrong a lot."

## Pros & cons

### Pros:

- Excellent Information architecture.
- Plenty of offers/discounts.
- Great design for upselling.
- Free delivery over set amount.

### Cons:

- Map view difficult to find.
- Difficult to contact.
- Limited search tags.



#### Info:

- Denmark, Norway + 25 countries
- 2000
- B2C
- 800K orders / month
- Operating at a profit

## Value proposition

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Curabitur eu felis orci. Proin dolor felis,  
tempus vitae tempor ut, feugiat id lectus.

## Customers are saying...

"Deliveroo is much more reliable."

"I always received my order at a satisfactory waiting time. Good service and good choice of restaurants.."

"They have a lot of delivery problems, the food is very cold."

"Just eat changed there website and somehow made it a terrible user experience"

## Pros & cons

### Pros:

- Good iconography.
- Excellent filtering system.
- Responsive search function.
- Accessable review system.

### Cons:

- Expensive delivery.
- No sorting.
- Limited to restaurants.

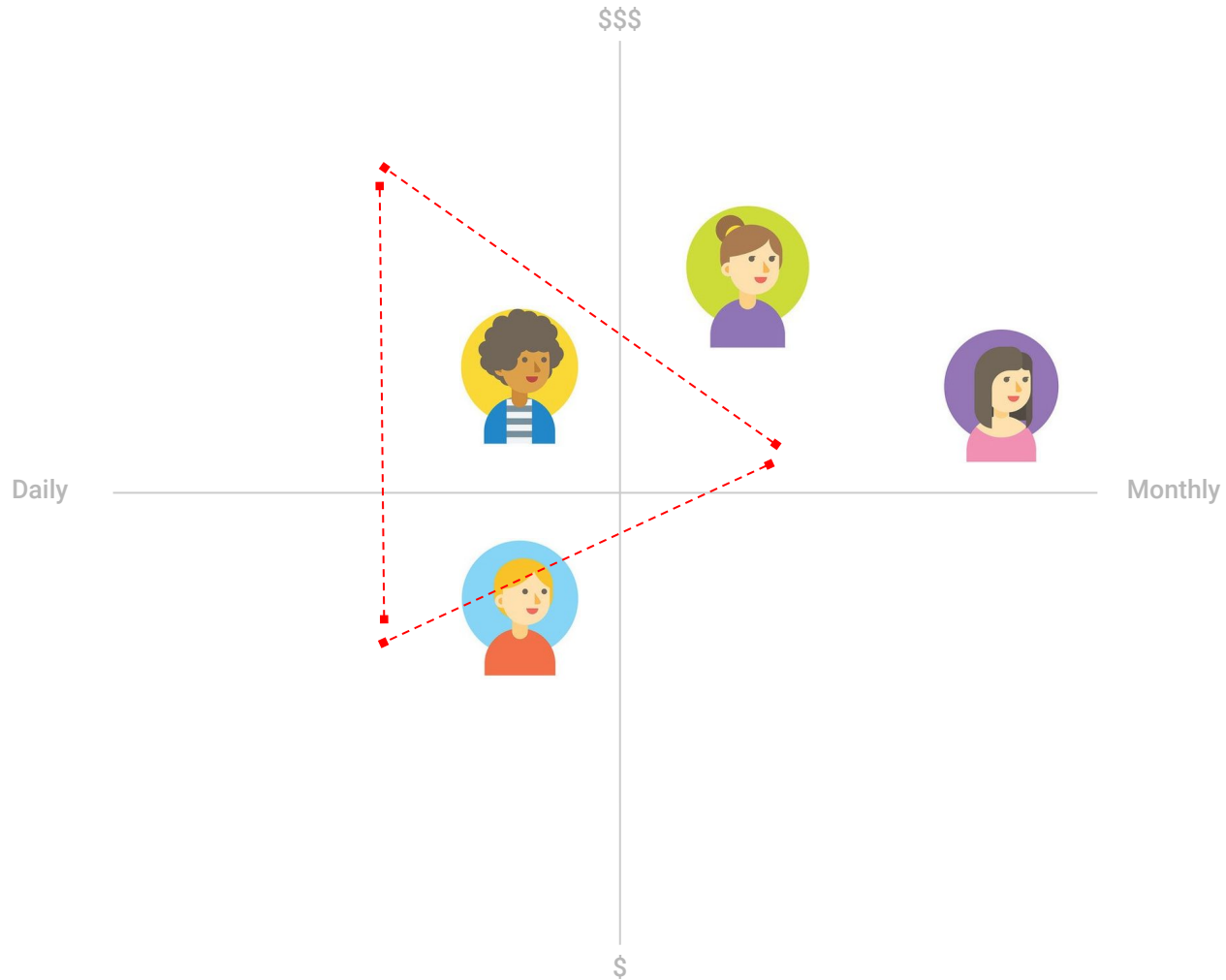
# Considerations

**For priorities and  
future development**

# Participant Usage

This graph shows the **frequency** of completed purchases using the WOLT app and **amount spent** per purchase.

The highlighted area represents the “sweet spot”, meaning the **optimal/required usage per user**. This can be used to weigh the impact of the participants feedback in relation to their **generated revenue**.



# Next steps

**Reexamine.**

**Ideate.**

How might we **make pricing more appealing?**

# Action point

## #1

A suggestion that came up during the interviews was a **subscription service** in order to reduce the cost of pricing.

A user pays a **monthly fee** for a set amount (or unlimited) of deliveries.

Another idea was a **tier loyalty pricing system**, where deliveries become **free** or **cheaper** after a set amount of purchases.

### TABLE

Category	Subscription service, loyalty tier system
Method	Survey
Motivation	Establish pricing levels, tiers and general interest
Goal	1000 responses

### SCHEDULE

1/2	TBD
13/2	TBD
23/3	TBD
4/5	TBD

How might we **make it more accessible to new customers?**

# Action point

## #2

The most infrequent participant wanted more guidance on how to use the app, but the interviews and user journey served more as to highlight the issue, rather than solve it. No suggestions were made during the research phase.

A in-house focus group to brainstorm a few solutions, followed by a in-app survey to determine preference is a potential low cost solution.

### TABLE

Category	Navigation
Method	Workshop + Survey
Motivation	User threshold
Goal	5 ideas + 100 responses

### SCHEDULE

1/2	TBD
13/2	TBD
23/3	TBD
4/5	TBD



How might we **implement a one fits all design?**

# Action point

## #3

Something that came up frequently during the research phase was navigational preference.

All the participants agreed that they could navigate the app mostly without issues, however they found the interaction repetitive and a bit clicky.

A few suggestions included swipe movements, long presses and the ability to filter and sort.

### TABLE

Category	Interactive Design
Method	Competitor analysis
Motivation	Appeal to broader demographic
Goal	3 inspirational solutions

### SCHEDULE

1/2	TBD
13/2	TBD
23/3	TBD
4/5	TBD

How might we **optimize the way information is presented** without limiting key features?

# Action point

## #4

A recurring complaint was the amount of information being presented on each screen.

Participants did not necessarily find the information irrelevant, but instead expressed a desire to be able to filter or hide certain sections to give the app a cleaner layout.

### TABLE

Category	Information architecture
Method	Prototyping. In-app testing.
Motivation	Customer retention
Goal	75% approval rate (test group)

### SCHEDULE

1/2	TBD
13/2	TBD
23/3	TBD
4/5	TBD

# Unanswered questions

## **Why WOLT over its competitors?**

Highlighting the strengths would be helpful when determining priorities for future development.

## **How do customers in their 20s compare to current participants?**

Different priorities, pain points and interaction preferences.

## **How big of an impact does the interaction design have on non-completed orders?**

Whether it is financially sound to prioritize this area despite participant feedback.

## **Will the suggested action points achieve intended goals?**

Targets should be set in order to evaluate the effects of this report.

**Thank you for listening.**