Website for track order flow

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Project overview

The product:

"Truck Trailer" it's a company focus on logistics, specially in all the transport logistics of the northwest of Mexico, currently they compete with 2 major companies, all located in the northwest of Mexico, accurately on Tijuana, Baja California.

Project duration:

All the month of november 2021

Project overview

The problem:

Customers doesn't feel comfortable with the manner of flow the order

The goal:

Re-design their website in order to implement a feature in charge of improve it

Project overview

My role:

UX designer redesigning "Truck Trailer" website

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 research: summary

My main objective are those users who show that they have a fairly closed agenda, those who, due to the inefficiency of order tracking, find themselves in need of looking for another logistics platform

User research: pain points

1

Lack of time

People doesn't have time to call directly to the customer service

2

Accessibility

People gets confused during the process of order

3

Lack of Help

People gets frustrated when they are trying to receive feedback about an order

Google

""I would like to be able to see in real time where my order is"

Goals
- To worry less when placing an order
- Decrease the time to receive information about the order

Frustrations
- "It's annoying want to receive info about my product order and not having an answer back"
- "Sometimes Il need to do 3 calls just to know the current location of my order, annoying!!"

Cesar Padron

Age: 35 years old
Education: Electronic engineering
Hometown: Tijuana, MX
Family: SIngle
Occupation: Manager

Cesar Padron is an electronic engineer whose principal labor is to make orders of components like sensors, material for machinery, etc...
He regularly has to hire security companies to protect his order, however he feels that the service is not the most efficient because they do not even have a GPS or something that indicates where the order is.

USER STORY

[Cesar]

As a/an   Electronic engineer
_____
type of user

I want to   Be able to know where my order is whenever I want
_____
action

so that   I can save time in other projects or task I have to do   .
_____
benefit
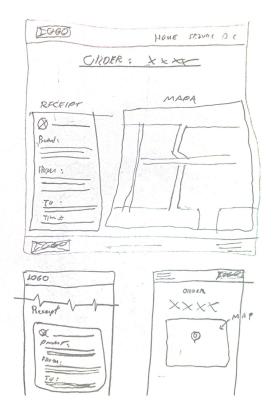
PROBLEM STATEMENT

_____ Cesar Padron _____ is a/an _____ Electronic engineer _____

user name

user characteristics

who needs _____ An efficient delivery service which can give him the location of the product he order _____

user need

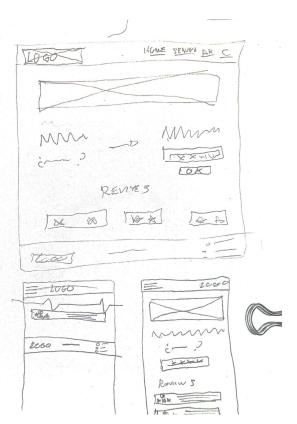because _____ He want to spend more time in productive tasks _____ .

insight

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype

Paper wireframes (website and mobile)

In this part of the process I only focus on the designing of the "order track flow", which is the theme I'm trying to add
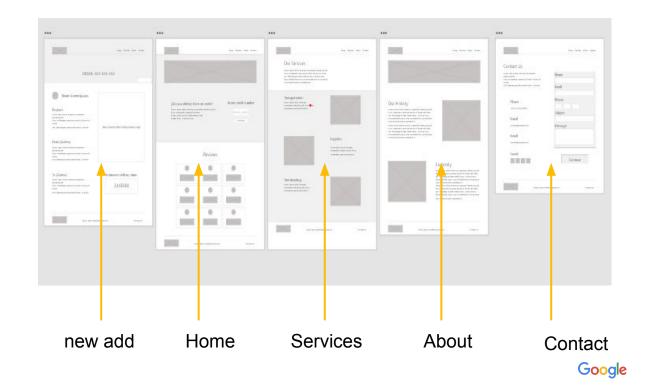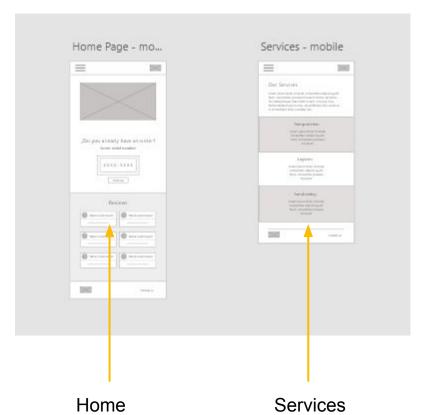
Digital wireframes (Website)

As you can see, the digital wireframes were made with the objective to add the 4 common features (Home, Services, About and Contact)

new add   Home   Services   About   Contact

Digital wireframes (Mobile)

Digital wireframes for

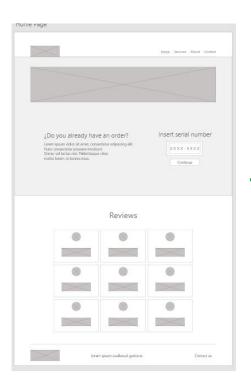mobile version

Home   Services

Google

Refining the design
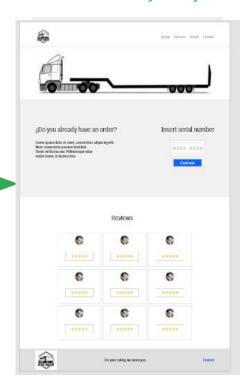
- Mockups
- High-fidelity prototype
- Accessibility

Mockups (Website)

Here we can notice the features I add, in the first mockup the Home Page wasn't realized yet, but with the second usability study I was able to determine what designs and what not designs can be on the Hi-Fi
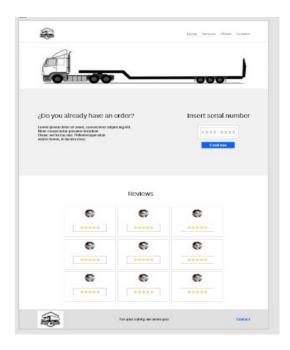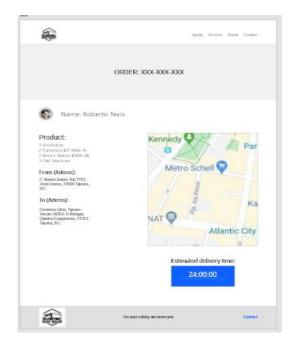
Google
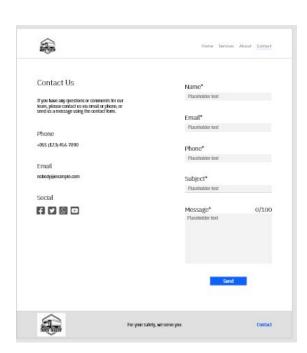
Key Mockups (Website)

Mockups (Mobile)

Same as the previous
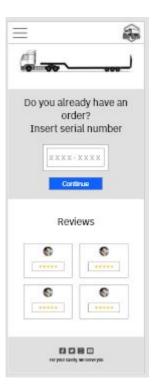mockups, this is an example
for before and after

Google

Key Mockups (Mobile)

Do you already have an order?
Insert serial number

XXXX-XXXX

Continue

Reviews

ORDER: XXX-XXX-XXX

● Current Location...

Estimated delivery time:

24:00:00

For your safety, we serve you

Contact Us

Name*

Placeholder text

Email*

Placeholder text

Phone*

Placeholder text

Subject*

Placeholder text

Message*   0/100

Placeholder text

Send

For your safety, we serve you

Google

Accessibility considerations

1

Add a screen page focus to non technology native users

2

Do the design according to the material design of IBM

3

Design an easy user flow

Google

Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

Website of the logistics company was designed to liderate the Northwest Region of Mexico in the best website to order manufacture pieces

What I learned:

I learned how to use Material design of different brands, in my case I take use of IMB material design.

Also I learned how to create Hi-Fi in Adobe XD

Google

Next steps

1

I'm planing to send this project to stakeholders and see if they respond me

2

In the case that i'm not receive a response, I will take this project as my first case study and publish it to social media like medium

3

Do a usability test to my familiars

Google

Let's connect!

Thank you for your paying attention to my first UX project, this has been a great challenge to me, i literally learned everything in about a month

You can contact me by my email:
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Or my linkedin account
https://www.linkedin.com/in/javier-texis-576610223/

Google