Delivery tracking app

For a french patisserie store

Tim W.

Project overview

The product:

A mobile application for tracking deliveries of a french patisserie store. Application is intended for ages 18 to 70 and all genders.

Project duration:

August 2022 - march 2023

Preview of selected polished designs.

Project overview

The problem:

There is currently no way to track a delivery from the store.

The goal:

A concise way to communicate to customers when they can expect their delivery.

Project overview

My role:

Lead UX designer & researcher

Responsibilities:

User research, wireframing, low- & high-fidelity mockups and prototyping.

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Understanding the user

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

User research: summary

The user research started by identifying the target audience and creating personas, user bios, and user stories to represent them. Assumptions were made at this stage about the users' preferences, attitudes, behaviors, and needs. Then, I conducted different types of research such as surveys, interviews, observations, and analytics to verify or refute these assumptions. It became clear that some customer groups were not taken into account due to recency bias. After the research was conducted the assumptions changed and a deeper insight was gained into the possible users, leading to the creation of new personas, user bios, or user stories that better capture their users' needs and behaviors.

User research: pain points

1

Unexpected delivery

The delivery of the products is unexpected as no tracking is provided.

2

No confirmation

No confirmation is given to the user that the delivery went through and will be delivered.

3

Bad comp. apps

The apps that are provided by competitors are clunky and unclear. Also, because they present one delivery time, it is often not correct.
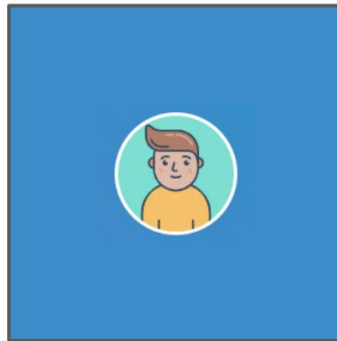
4

Email spam

Because there is initially no app, a lot of emails are sent to update the user on the status which is annoying.

Google

Persona: **Julian Lavigne**

Problem statement:

Julian is an artist who needs french patisserie delivered without surprises because interruptions break his focus and take him out of the zone.

"Art is coming face to face with yourself"

Julian Lavigne

Age: 23
Education: Art
Hometown: Antwerp, Belgium
Family: 1 brother
Occupation: Art student

Goals
- Getting some french cuisine delivered after an inspirational day of painting.
- Have stress free experiences in life.

Frustrations
- Getting taken out of the zone because of an unexpected delivery.
- Uncertainty whether an order has been received and is being processed correctly.

There seems to be no one in the world who cares more about art than Julian. Every aspect of his life is dedicated to getting in the zone and creating. Whenever Julian is interrupted, he has great trouble getting back to being productive. This results in days of him getting nothing out of his hands.

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User journey map

Julian's user story: As an artist I want to stay in the creative zone without interruptions so that I can work creatively in the most efficient way possible.

Persona: Julian

Goal: Get products delivered without unexpected interruptions

ACTION	Order products	Use order code to track delivery	Plan around the expected delivery date	Deal with delayed delivery	Accept delivery
TASK LIST	Tasks A. Travel to bakery. B. Order some baked goods at the counter for the afternoon. C. Receive tracking code for delivery via email.	Tasks A. Use tracking app on phone B. Enter tracking code received in email. C. Determine expected delivery time and route.	Tasks A. Plan painting session with a break just before delivery time. B. Schedule meetup with friends after delivery. C. Start painting.	Tasks A. Get notification on phone that delivery is delayed. B. Update planning accordingly. C. Keep an eye on further delays. D. Use tracking map to see detailed information on delivery.	Tasks A. Get notification that delivery will be there in 5 minutes. B. Clean up painting supplies and freshen up. C. Accept delivery and enjoy baked goods with friends.
FEELING ADJECTIVE	• Frustrated • Glad	• Satisfied • Relaxed	• Excited • Hopeful	• Frustrated • Stressed • Exhausted	• Surprised • Glad • Satisfied
IMPROVEMENT OPPORTUNITIES	• Online ordering			• Give earlier update on delay • Give expected delivery time as range and not specific time	• Give earlier notice of delivery

Google

Starting the design

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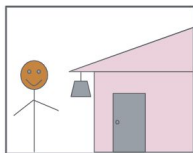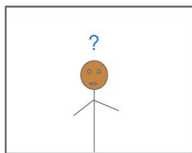- Usability studies

Google

Paper wireframes

I don't have images of my paper wireframes so instead I have added my very rough storyboards.
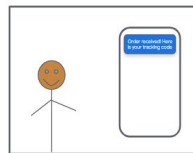

UX Design Storyboard

Scenario: An app that allows users to track their french patisserie order and see the estimate delivery time (range).
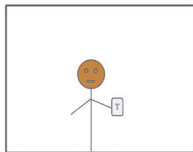
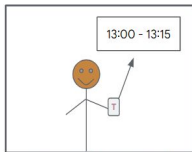Jacque just ordered french goods at the store.
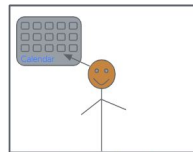
Jacque wonders when his order will be delivered.

Jacque receives his tracking code via email.

Jacque opens the tracking app.

13:00 - 13:15

Jacque sees that it is delivered between 13:00 and 13:15.

Jacque is happy and plans his schedule around the delivery.

UX Design Storyboard

Scenario: An app that allows users to track their french patisserie order and see the estimate delivery time (range).
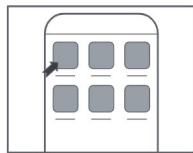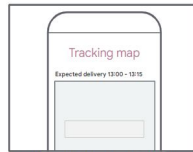
Jacque opens up the tracking app.

Tracking
Enter code
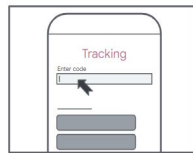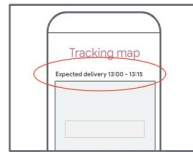
Jacque sees the homepage of the tracking app.

Tracking
Enter code
XV93-0KAO-1394

Jacque enters his tracking code.

Order ...-1394

Jacque views his order to see if it is the correct one.

Tracking map
Expected delivery 13:00 - 13:15

Jacque opens the tracking map.
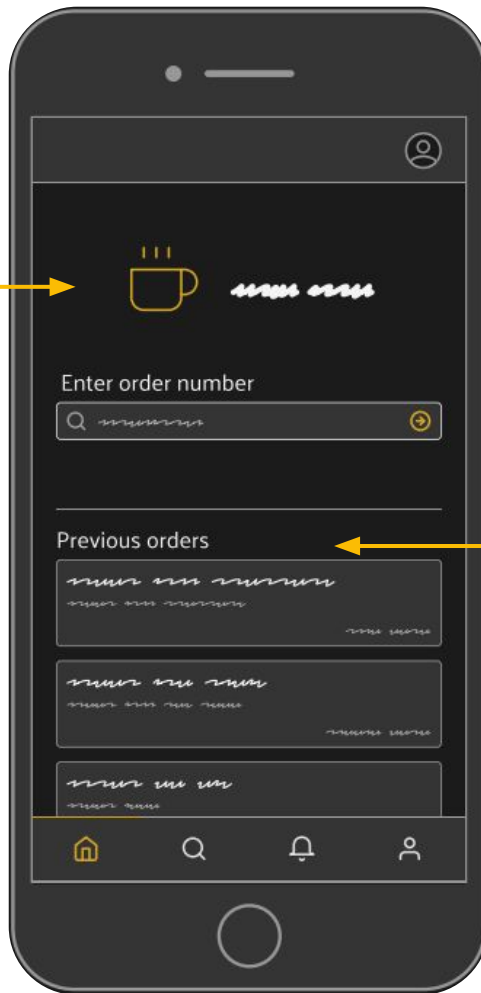
Tracking map
Expected delivery 13:00 - 13:15

Jacque is happy can view the expected delivery time range.

Digital wireframes

My initial wireframes were a
higher quality than
intended because I got
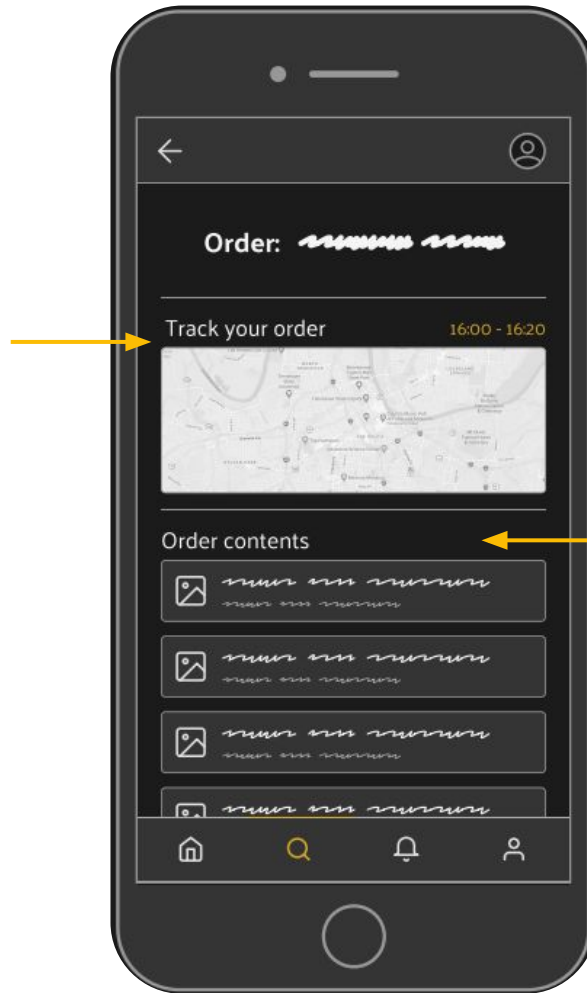carried away with it :).

Know where
you are!

Enter order number

Previous orders

Extra feature for
quickly locating
previous orders

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Digital wireframes

[Your notes about goals and thought process]

Order tracking map with time range instead of a single expected time.

Verify the content of the order.

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Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. The "previous orders" section is distracting from the main flow of the app.

2. Having the order number input at the top center of the home page is effective.

Round 2 findings

1. It is not intuitive that the map preview can be selected.

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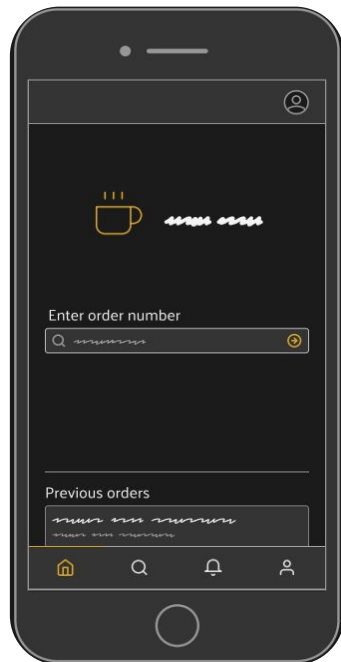# Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

Quite a simple update, but
still important changes.

Enter order number
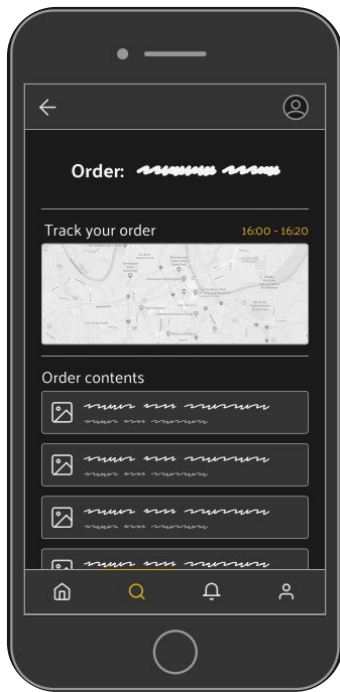
Previous orders

Enter order number

Previous orders

Google
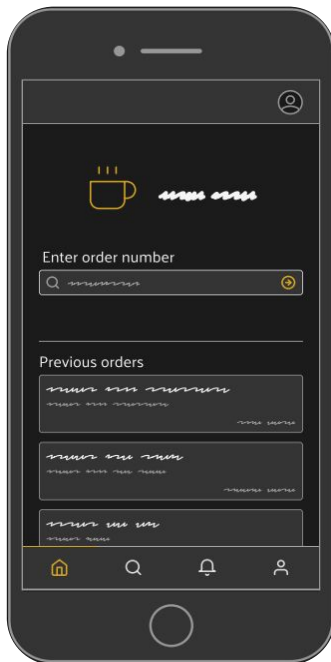
Mockups

Made finding how to open
the map more clear!

Google

Mockups
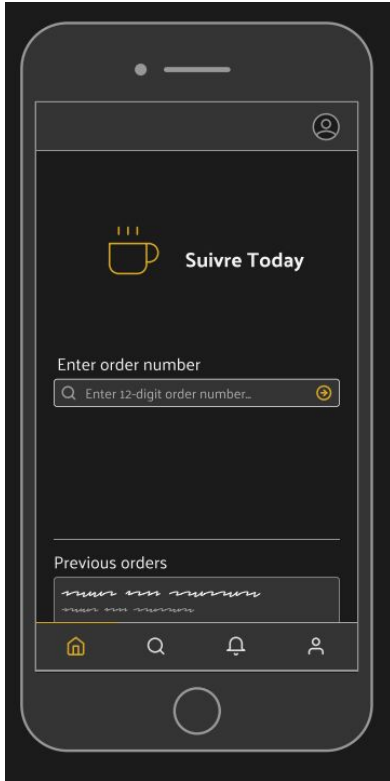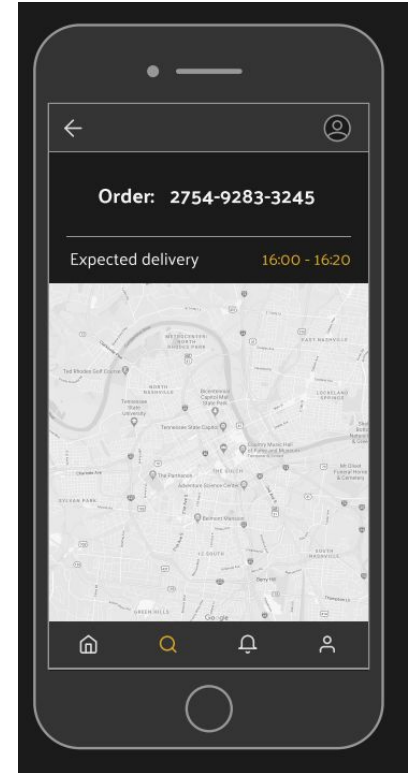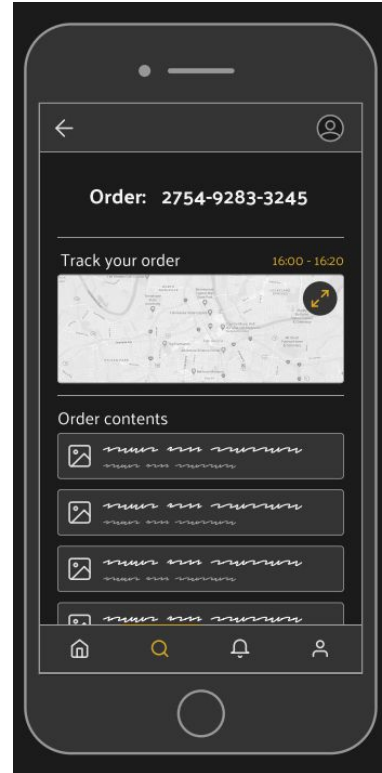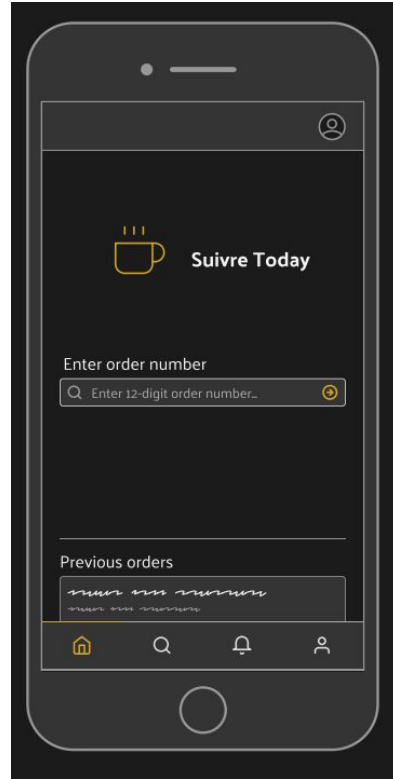
High-fidelity prototype

https://www.figma.com/proto/OqcYqaDk8xIn5LiTqVzVy0/Portfolio-wireframe?node-id=3189-4953&scaling=min-zoom&page-id=243%3A1&starting-point-node-id=3087%3A5982
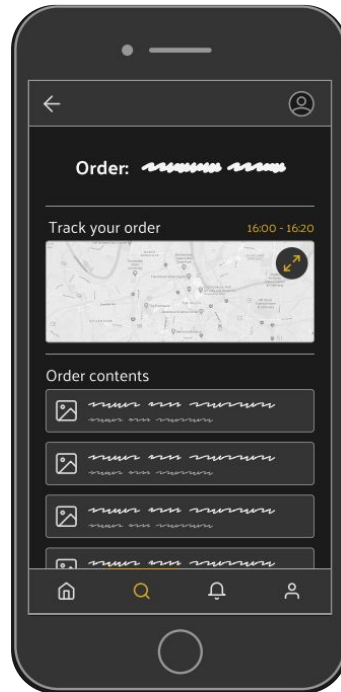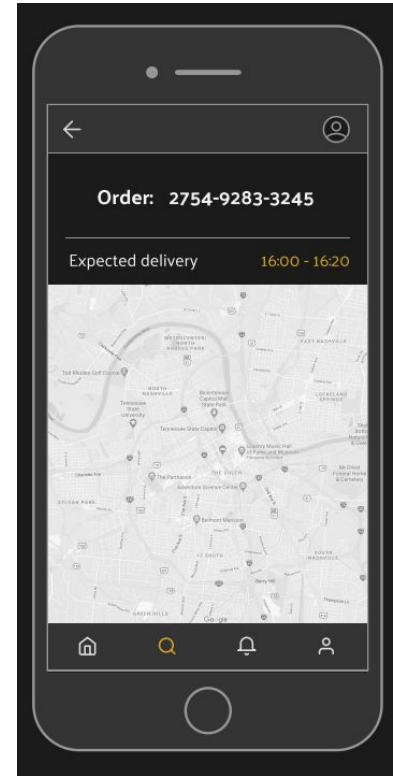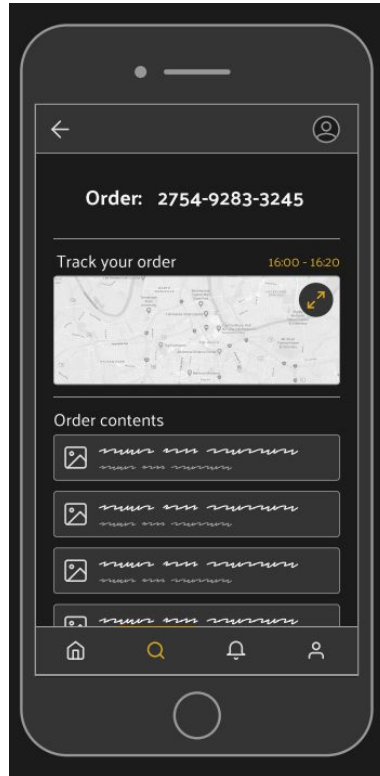
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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

I've made a prototype and it has had very good reviews from my beta testers. Also, after 2 rounds of refinement, the mockups have been checked thoroughly.

What I learned:

UX design takes a lot of effort and time :D. But it is a lot of fun refining something that already feels good initially.

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Next steps

1

Create a better way to insert the tracking number into the app. Like adding a paste button for easy copy pasting from the email.

2

Support light mode for people with a vision impairment.

3

Keep refining mockups and make a proof of concept in code!

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Let's connect!

Contact me on LinkedIn: REDACTED
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