

BSMS4002: DESIGN THINKING FOR DATA-DRIVEN APP DEVELOPMENT

DESIGN THINKING CANVAS 4

- New Challenges or Issues
- Empathize (2)
- Analyze (2) Solve (2)



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Instant delivery platform for local shops.

Team No.

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Revised Customer Journey Maps

Customer Journey Map 1 (The Convenience Seeker)

- Trigger: Notices that they are running low on household supplies and needs to restock quickly. Search: Searches online or comes across an ad about local delivery services offering quick, • Conversation: Mentions their need to a friend, who recommends the "Markit" app.
- Exploration: Downloads the app and browses through local stores listed. They explore product categories and compare available options. • Selection: Adds desired products to the cart after confirming their quality and availability from Checkout: Completes the checkout process, selecting a delivery time slot based on their
- Delivery Experience: Tracks the order in real-time, ensuring it arrives at the expected time. • Post-Delivery: Inspects the products and finds them in good condition. Leaves a positive review and saves the shop as a favorite for future orders.

Customer Journey Map 2 (The Aspiring Entrepreneur)

- Trigger: Realizes the need to expand their small business online to reach a wider customer base. • Search: Searches for affordable e-commerce platforms and tools to manage logistics and inventory. • Conversation: Discusses challenges with peers, who suggest trying the "Markit" app for digital transformation
- During Stage: • Onboarding: With assistance from a team member, sets up their store on the app, uploading products, organizing categories, and setting prices. Feature Use: Explores features like sales analytics, discount management, and delivery options, finding them helpful for managing the business efficiently. Operations: Begins receiving and processing orders through the app, using integrated tools for delivery scheduling and inventory updates. • Feedback Collection: Collects feedback from customers on the delivery experience and product Improvements: Adjusts business operations, such as product stock and delivery timings, based on insights gained from analytics and customer feedback.

Customer Journey Map 3 (The Conscious Consumer)

- Trigger: Notices the need to purchase everyday items while wanting to support local • Search: Reads about platforms like "Markit" that highlight local businesses with sustainable and eco-friendly options • Exploration: Compares platforms to find one that prioritizes transparency, sustainability, and
- During Stage: • Sign-Up: Registers on the "Markit" app and explores local stores. Filters products using sustainability indicators and selects eco-friendly delivery options. • Purchase: Compares prices and adds selected items to the cart. Completes the checkout process, ensuring payment is secure.
- After Stage: • Delivery Experience: Tracks delivery in real-time and receives the order as scheduled. • Post-Delivery: Leaves a review for the store, highlighting the app's sustainable practices. Recommends "Markit" to friends and considers using it regularly for future purchases.

Customer Journey Map 4 (The Established Local Vendor)

- Trigger: Realizes they are losing customers due to unreliable delivery services and limited digital • Search: Seeks affordable solutions to expand their business online and offer better delivery services. • Exploration: Connects with other vendors who recommend the "Markit" app for small business
- Onboarding: With team assistance, sets up their store on the app, organizing products and • Logistics Management: Begins using shared logistics tools and bulk delivery options to reduce costs.
- Customer Feedback: Receives positive feedback from customers about improved delivery services • Business Growth: Expands their product range and customer base by using the app's analytics and promotional tools. Recommends the platform to other vendors facing similar challenges.

• Discounts and Promotions: Leverages discount management tools to attract customers and boost

Multi Why Analysis

Challenge 1: Learning Curve for Discount

- Management Tools 1. Why did this occur?
- Vendors find the interface for discount management overwhelming.
- 2. Why did this occur? Advanced features like managing multiple campaigns require familiarity with the
- system. 3. Why did this occur? Limited onboarding and training were
- provided for vendors during setup. 4. Why did this occur?
- actively promoted during the initial setup. 5. Likely Root Cause:

Training modules are available but are not

Lack of guided training sessions or handson assistance results in vendors struggling to fully utilize discount management tools.

Challenge 3: User Expectations for Tracking

- **Features** 1. Why did this occur?
- Customers expect more detailed updates beyond real-time tracking.
- 2. Why did this occur? The current tracking system does not include estimated delivery times or route visualizations.
- 3. Why did this occur? Initial development focused on functional basics rather than advanced tracking
- features. 4. Why did this occur? Limited user testing feedback was
- incorporated into tracking feature design. 5. Likely Root Cause: The tracking feature requires
- enhancement to include predictive analytics and detailed updates to align with customer expectations.

- Challenge 2: Hesitance in Adopting Shared Logistics
- 1. Why did this occur? Vendors are hesitant to share logistics due to concerns about reliability and trust.
- 2. Why did this occur? Vendors are accustomed to
- independently managing their delivery operations and fear losing control. 3. Why did this occur?
- Limited education on the cost and efficiency benefits of shared logistics.
- 4. Why did this occur? Lack of case studies or examples showing
- how shared logistics has benefited similar
- 5. Likely Root Cause: Vendors need more trust-building
- measures and evidence to adopt shared logistics models confidently.

Challenge 4: Initial Store Setup Requires

- **Team Assistance** 1. Why did this occur?
- Vendors are unable to independently set
- up their stores on the app. 2. Why did this occur?
- The setup process involves multiple steps, such as product uploads and category configuration, which can be overwhelming.
- 3. Why did this occur? The app does not include a step-by-step
- tutorial or automation for setup tasks. 4. Why did this occur?
- Design prioritization focused on usability
- after onboarding, rather than simplifying the setup process itself. 5. Likely Root Cause:
- Initial store setup complexity necessitates team involvement to ensure smooth onboarding for vendors.

Conflict of Interest Analysis

Scenario 1: Delivery Speed vs. Cost

- Option 1: Prioritize Affordable Delivery Positive Consequence: Keeps delivery costs
- manageable for businesses, making the service more accessible to a wider audience. Negative Consequence: Slower delivery
- times might not meet the expectations of customers who prioritize speed, potentially causing dissatisfaction.
- Option 2: Prioritize Faster Delivery Positive Consequence: Attracts customers who value speed and are willing to pay more for express options.
- Negative Consequence: Higher operational costs could strain smaller businesses or lead
- to increased pricing, making it less competitive.
- offering both standard and express options, catering to diverse customer needs without

Desired Result: Implement a tiered delivery model overburdening small businesses.

Delivery Option 1: Promote Shared Logistics

Scenario 2: Shared Logistics vs. Independent

- Positive Consequence: Reduces operational costs for vendors and optimizes delivery
- efficiency. Negative Consequence: Vendors might feel a loss of control over logistics and worry about
- reliability. Option 2: Support Independent Delivery Positive Consequence: Gives vendors full
- control over their delivery processes, maintaining trust in their operations.
- Negative Consequence: Higher costs and inefficiencies may arise, especially as order volumes grow.
- Desired Result: Provide educational content and evidence of shared logistics benefits while allowing a hybrid model, giving vendors flexibility

to choose the best option for their needs.

Scenario 3: Detailed Features vs. Simplicity Option 1: Include Advanced Features (e.g.,

- Detailed Tracking, Analytics)
- Positive Consequence: Meets advanced customer expectations and enhances trust with detailed insights. Negative Consequence: Increases complexity for users unfamiliar with such tools.
- potentially causing frustration. Option 2: Keep Features Minimalistic Positive Consequence: Makes the app
- intuitive and easy to use, especially for new users.
- Negative Consequence: Advanced users might feel the app lacks functionality and flexibility. Desired Result: Balance simplicity and functionality by providing advanced features as

optional settings, ensuring both novice and

expert users are accommodated.

Option 1: Provide Hands-On Team Assistance for Store Setup Positive Consequence: Ensures a smooth onboarding process for vendors, especially

Onboarding

those unfamiliar with technology. Negative Consequence: Requires additional team resources, which may not scale well as the user base grows. Option 2: Focus on Automation and Tutorials

Scenario 4: Hands-On Assistance vs. Automation for

- Positive Consequence: Scales easily, reducing dependency on team involvement for each onboarding session. Negative Consequence: Some vendors may struggle with the initial setup due to lack of
- personal guidance. Desired Result: Offer a blended approach with step-by-step tutorials for most vendors and dedicated team support for those needing extra help, ensuring scalability and inclusivity.

Solve Phase (2)

Learning Curve for Discount Management Tools: While the redesigned discount

management tools are simplified, some vendors still require initial training to use them effectively, especially for advanced features like managing multiple campaigns.

New Challenges/Issues Identified

- Adoption of Shared Logistics: Despite the educational content and resources, a small subset of vendors remains hesitant about shared logistics due to deeply ingrained habits of independent management and perceived
- The real-time tracking feature is functional; however, users have expressed a desire for more detailed updates, such as estimated delivery times and route visualizations, to further

User Expectations for Tracking Features:

enhance their trust and experience. Initial Store Setup Assistance: Vendors have indicated that the first setup of their store on the app, including product uploads and category organization, will require hands-on support from a member of the team to

ensure a smooth onboarding experience.

Design Iterations and Solutions 1. Simplifying Discount Management Tools

- Redesign the interface to prioritize clarity by categorizing features into basic and advanced options. • Introduce an onboarding walkthrough specifically for discount management, ensuring vendors can easily create and manage promotions.
- Provide video tutorials and in-app tooltips to guide vendors through using multiple campaigns and analytics. 2. Encouraging Adoption of Shared Logistics
- Develop a trust-building campaign showcasing successful case studies and testimonials from vendors who benefitted from shared logistics. • Offer optional insurance for shared logistics to alleviate concerns about reliability and product safety.
- Incorporate shared logistics as a flexible option vendors can trial alongside independent delivery before committing fully. 3. Enhancing Real-Time Tracking Features
- Upgrade the real-time tracking system to include estimated delivery times, route progress visualizations, and alerts for delays or changes. • Utilize predictive analytics to provide customers with accurate delivery windows and increase transparency.
- Allow customers to customize notifications, ensuring they only receive updates they find useful. 4. Streamlining Initial Store Setup • Automate key aspects of the setup process, such as category suggestions and bulk product uploads via CSV files.
- Add a step-by-step tutorial within the app, guiding vendors through store setup in manageable chunks. • For vendors requiring additional assistance, offer a "Schedule a Support Session" feature to connect them with a team
- member. 5. Balancing Delivery Speed and Cost • Implement a tiered delivery model with options for express, standard, and eco-friendly delivery.

• Offer price transparency by displaying a comparison of costs and delivery times for each option.

- Introduce subscription-based delivery plans for frequent customers, reducing costs for businesses while maintaining affordability. 6. Creating a Hybrid Delivery Model
- Design a system that allows vendors to toggle between shared and independent delivery modes based on their preferences. • Provide comparative analytics for shared versus independent logistics, enabling vendors to make informed decisions.
- 7. Balancing Simplicity and Advanced Features • Develop a dual-mode interface: a "Basic Mode" for new users and an "Advanced Mode" for experienced users.
 - Enable customization of the dashboard, allowing users to prioritize features relevant to their needs. • Continuously collect user feedback to refine the interface and add enhancements incrementally without overwhelming users.

• Offer incentives, such as cost-sharing benefits or discounts, for vendors opting for shared logistics to reduce operational costs.

How Might We (HMW) Questions

How might we simplify discount management tools to make them more intuitive and accessible for vendors while retaining advanced features? This addresses the challenge of vendors feeling overwhelmed by the complexity of discount management interfaces.

How might we build trust and educate vendors about the benefits of shared logistics to encourage adoption while addressing their concerns about control and reliability?

This focuses on overcoming hesitance among vendors in utilizing shared logistics systems.

How might we enhance the real-time tracking feature to provide more detailed updates, such as estimated delivery times and route visualizations, to meet customer expectations?

This targets the need for improving customer satisfaction and trust in delivery transparency.

How might we streamline the initial store setup process to reduce dependency on team assistance while ensuring vendors have a smooth onboarding experience? This aims to balance the need for hands-on support with scalability through automation and guided tutorials.

How might we provide delivery options that balance affordability and speed, catering to the diverse needs of both costsensitive and time-sensitive customers? This focuses on offering flexible delivery solutions to accommodate different customer priorities.

How might we create a hybrid model for delivery logistics that allows vendors to choose between shared and independent delivery options based on their preferences and needs? This helps vendors maintain control while providing cost-effective alternatives.

How might we design a user-friendly platform that balances simplicity for new users and advanced features for experienced users, ensuring satisfaction across diverse user groups? This ensures the platform meets the needs of both novice and expert users.

Links

Prototype:

https://www.figma.com/proto/ 8eJ1LgZk3YOLqt4RoxSpib/DTD?nodeid=36-2&t=FgInek0y1iVUspNu-1

Mural: https://app.mural.co/t/dtd6673/m/dtd6673/

1733431933736/ 5283abd00f8e19e71eeb7202bc6fb9aea5fbdf79

