

UX PHASE DOCUMENTATION

1. The Initial Brief (Summary)

Client: DeliverNow
Project: Redesign of DeliverNow food delivery platform
Problem Summary:

- Customers: Unreliable delivery time estimates and unwanted items (cutlery, condiments).
- Restaurants: Struggle to coordinate food prep and delivery.
- Runners: Poor route allocation, inefficient deliveries.
- Runner Managers: No visibility into runner locations or workloads.

Goal: Improve the end-to-end delivery experience for all 4 user types by designing better interfaces and workflows for both mobile and desktop.

2. Project Planning (UX Phases + Tools + Timeline)

Week	Activities	Tools Used
Week 1	Brief analysis, stakeholder discussion, empathy/user interviews	Google Docs, Miro, Google Forms
Week 2	Personas, problem statements, ideation, sketching, mid-fi prototyping	Figma
Week 3	Testing mid-fi prototypes with users, collecting feedback, UX presentation prep	Figma

Team size: 1 members
Total interviews: 20 (5 per user type)
Platforms: Mobile & Desktop interfaces

3. User Research Findings (per Persona)

Persona 1: Customer – David

- Age: 27 | Job: Graphic Designer
- Pain Points: Delivery time is inaccurate, doesn't want cutlery/condiments.
- Tools Used: Mobile app
- Insight: 70% of surveyed customers are frustrated by ETA errors; 60% don't want extra condiments.

Persona 2: Restaurant Owner – Sarah

- Age: 38 | Job: Restaurant Manager
- Pain Points: Difficulty timing food prep with delivery pickup.
- Tools Used: POS + WhatsApp
- Insight: 80% report delays due to no runner visibility.

Persona 3: Runner – Tunde

- Age: 31 | Job: Delivery Rider
- Pain Points: Inefficient route assignments, unclear task load.
- Tools Used: Google Maps + in-app notifications
- Insight: 90% said they don't understand how routes are assigned.

Persona 4: Runner Manager – Ada

- Age: N/A | Job: Operations Manager
- Pain Points: No dashboard to monitor runners in real time.
- Tools Used: Excel sheets, phone calls
- Insight: 75% said they cannot track runner availability efficiently.

4. Problem Statements (One per Persona)

1. Customer (David)

David, a frequent food delivery user, needs a way to see accurate delivery times and customize his orders because the current app includes unwanted condiments and has unreliable ETAs.

1. Restaurant Owner (Sarah)

Sarah, a busy restaurant manager, needs a dashboard that syncs kitchen prep with runner arrival because the current setup causes miscommunication and delays.

1. Runner (Tunde)

Tunde, a delivery rider, needs a better route assignment system because the current method often gives him inefficient routes and wasted time.

1. Runner Manager (Ada)

Ada, an operations manager, needs a way to monitor her delivery team in real time because she currently lacks visibility into their locations and workloads.

5. Ideation Concepts (Initial Concepts from Brainstorming)

For Customers

- ETA Tracker with Live Map: Shows dynamic delivery estimate with live location.
- Smart Preferences Toggle: Let users disable condiments/cutlery permanently. Ada, an operations manager, needs a way to monitor her delivery team in real time because she currently lacks visibility into their locations and workloads.
- Order Feedback Flow: Rate not just food, but delivery experience separately.

For Restaurant Owners

- Kitchen Prep Timer + Runner Sync Panel: Real-time timeline from order to hand-off.
- Priority Queueing System: Sorts online and walk-in orders based on pickup times.

For Runners

- Auto-Optimized Route List: Accept multiple pickups with optimized path.
- In-App Notifications & Metrics: Clear overview of active deliveries and rankings.

For Runner Managers

- Live Runner Dashboard: See status (Free, Busy, Offline), location & ETA.
- Smart Allocation System: Auto-suggest best runners for new pickups.