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.

Here's the **Empathy Phase output** for all 4 users — **Customer, Restaurant Owner, Runner, and Runner Manager** — including:

1. Empathy Summaries

Customer (David – Young Professional)

- **Behaviors**: Orders food 3–5 times per week, usually via mobile. He multitasks while waiting and expects accurate ETAs.
- **Pain Points**:
  - Feels anxious about late deliveries
  - Receives too much cutlery and sauces he doesn't want
- **Goals**:
  - Real-time tracking
  - Ability to set clear preferences

Restaurant Owner (Sarah – Busy Manager)

- **Behaviors**: Manages staff and online orders at once. Uses WhatsApp, POS, and manual coordination.
- **Pain Points**:
  - Overwhelmed during peak hours
  - No idea when the runner is coming
- **Goals**:
  - See runner arrival time
  - Sync food prep with delivery

Runner (Tunde – Delivery Rider)

- **Behaviors**: Accepts orders via app; often confused about which route to take or which order to prioritize.
- **Pain Points**:
  - Gets confusing batch orders
  - Wastes time on inefficient routes
- **Goals**:
  - Get clearer, optimized route plans
  - Understand current and next tasks easily

Runner Manager (Ada – Operations Lead)

- **Behaviors**: Tracks runners with spreadsheets, group chats, and phone calls.
- **Pain Points**:
  - Doesn't know which runners are free or where they are
  - Can't assign orders efficiently
- **Goals**:
  - Real-time tracking of runner status
  - Smart order assignment based on proximity and load

2. Empathy Map Diagram Structure (for each user)

📌 Empathy Map – Customer (David)

Says	"I just want my food on time.""Why do they keep giving me 10 sauces?"
Thinks	"Will the order be late again?""I don't need all this cutlery."
Does	Orders from mobile appChecks ETA frequentlyLeaves feedback
Feels	Anxious if ETA changesFrustrated by lack of control

📌 Empathy Map – Restaurant Owner (Sarah)

Says	"I can't cook blindly — I need to know when the runner's here."
Thinks	"Is the runner close?""Am I overcooking or delaying orders?"
Does	Juggles POS, calls, staffPrepares food early or late
Feels	StressedOut of sync with delivery

📌 Empathy Map – Runner (Tunde)

Says	"I waste more time waiting than delivering."
Thinks	"Is this route efficient?""Why did they assign me this far-away order?"
Does	Accepts orders blindlyRelies on Google Maps
Feels	FrustratedUndervaluedLost or rushed

📌 Empathy Map – Runner Manager (Ada)

Says	"I can't assign anything if I don't know where they are."
Thinks	"Which runner is available?""How do I balance the workload?"
Does	Calls runnersTracks them manuallyUpdates Excel sheets
Feels	PowerlessOverwhelmedReactive, not strategic

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.