



DeliverNow



# Redesigning the DeliverNow Experience for Customers, Restaurants, Runners, and Delivery Managers

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## 1. Project Overview

DeliverNow is a food delivery service that connects restaurants, delivery runners, and customers through a digital platform. The company has recently faced challenges across its user base, including:

- **Customers:** Complaints about inaccurate delivery times and excessive packaging (e.g., unnecessary cutlery and condiments).
- **Restaurants:** Difficulty managing both on-site dining and takeaway orders efficiently.
- **Runners:** Frustration with inefficient route allocation and lack of clarity in task assignments.
- **Delivery Managers:** Limited visibility into runner activities and delivery statuses, leading to poor management and coordination.

The goal of this project is to redesign the user experience for all four user groups, ensuring a seamless, efficient, and enjoyable experience for everyone involved in the delivery process.

## 2. Objectives

The primary objectives of this project are:

### 1. Enhance Customer Satisfaction:

- Provide accurate delivery time estimates.
- Reduce unnecessary packaging and improve order customization.

## 2.Streamline Restaurant Operations:

- Simplify order management for both dine-in and takeaway orders.
- Improve communication between restaurants and delivery runners.

## 3.Optimize Runner Experience:

- Introduce efficient route allocation and task assignment tools.
- Provide clear instructions and real-time updates for runners.

## 4.Empower Delivery Managers:

- Offer real-time visibility into runner locations and delivery statuses.
- Provide tools for efficient runner management and issue resolution.

# 3. Scope of Work

The project will focus on redesigning the user experience for the following interfaces:

- 1.Customer Interface: Mobile and desktop platforms for ordering food and tracking deliveries.
- 2.Restaurant Interface: Tools for managing orders, communicating with runners, and tracking delivery statuses.
- 3.Runner Interface: Mobile app for receiving orders, navigating routes, and updating delivery statuses.
- 4.Delivery Manager Interface: Dashboard for monitoring runners, allocating routes, and resolving issues.

The project will be delivered in two phases:

- Phase 1 (UX Phase): Research, problem definition, ideation, and mid-fidelity prototyping.
- Phase 2 (UI Phase): High-fidelity prototyping, testing, and final delivery.

## 4. Key Challenges

Based on initial feedback, the following challenges have been identified:

- Customer Pain Points:
  - Inaccurate delivery times leading to frustration.
  - Excessive packaging causing environmental concerns.
- Restaurant Pain Points:
  - Difficulty managing multiple order channels (dine-in and takeaway).
  - Lack of integration between restaurant systems and the DeliverNow platform.

- Runner Pain Points:
  - Inefficient route allocation leading to wasted time and effort.
  - Lack of clarity in task assignments and delivery instructions.
- Delivery Manager Pain Points:
  - Limited visibility into runner activities and delivery progress.
  - Inefficient tools for managing and coordinating runners.

## 5. Deliverables

The following deliverables will be produced during the UX phase:

- User Research Findings:
  - Personas for customers, restaurants, runners, and delivery managers.
  - Insights from qualitative and quantitative research.
- Problem Statements:
  - Clear, actionable problem statements for each user group.
- Ideation Concepts:
  - Brainstorming outputs and proposed solutions for each user group.
- Mid-Fidelity Prototypes:
  - Interactive prototypes for all four interfaces, showcasing key user journeys.
- Usability Testing Report:
  - Feedback from testing with at least 5 users per interface.
  - Iterations made to the prototypes based on feedback.

## 6. Team Roles and Responsibilities

The project team consists of the following members:

1. Joab Owalla:

- Primary Responsibility: Client interface (UX and UI design).
- Additional Responsibility: Create templates for UX documents.

2. Stella Oiro:

- Primary Responsibility: Restaurant interface (UX and UI design).

3. Vincent Omondi:

- Primary Responsibility: Delivery man manager interface (UX and UI design).
- Additional Responsibility: Project management and coordination.