

Project: DeliverNow – Food Delivery App Redesign

Phase: Mid-Fidelity Prototype Testing

Testing Date: 03/25/2025

Participants: 4 Users (Delivery Operations Managers)

1. Objective

The goal of this usability test was to assess the effectiveness, efficiency, and user satisfaction of the delivery manager interface of the DeliverNow app. We aimed to identify pain points in order assignment, delivery personnel management, issue resolution, and performance monitoring.

2. Testing Methodology

- Participants: 4 users currently working as delivery operations managers.
- Testing Type: Simulation exercises and workflow testing.
- Prototype: Mid-fidelity interactive prototype.
 - a.Tasks:Monitor and assign incoming delivery orders.
 - b.Track active delivery personnel and their current status.
 - c.Respond to delivery exceptions and issues.
 - d.Review performance metrics and generate reports.
 - e.Manage delivery zones and adjust coverage.

3. Key Findings & User Feedback

1. Order Assignment and Tracking

Observation: 3 out of 4 users found it difficult to efficiently assign orders during peak periods.

Feedback:

- "The auto-assignment algorithm doesn't account for driver specialties or preferences."
- "I need a better overview of all active orders on a map with real-time updates."
- "When reassigning an order, the process requires too many clicks."

Suggested Improvements:

- Enhance auto-assignment with driver preference settings.
- Implement a map-based dashboard for order and driver monitoring.
- Add drag-and-drop functionality for quick order reassignment.
- Create filtering options for viewing orders by status, area, or issue.

2. Delivery Personnel Management

Observation: 4 out of 4 users struggled with monitoring driver performance in real-time.

Feedback:

- "I can't easily see which drivers are falling behind schedule."
- "There's no way to broadcast important messages to all active drivers."
- "I need to monitor driver ratings as they happen to address issues quickly."

Suggested Improvements:

- Add performance alerts for drivers who are off-schedule.
- Implement a broadcast messaging system with read receipts.
- Create a real-time performance dashboard with predictive alerts.
- Allow direct chat with individual drivers or groups.

3. Issue Resolution

Observation: 3 out of 4 users reported difficulties handling delivery exceptions quickly.

Feedback:

- "When a customer reports an issue, it's hard to get all the necessary information in one place."
- "I need predefined protocols for common issues to ensure consistent resolution."
- "There's no easy way to track the progress of issue resolution."

Suggested Improvements:

- Create a centralized issue management dashboard.
- Implement guided workflows for common delivery problems.
- Add issue tracking with resolution timelines.
- Develop automated follow-up systems for affected customers.

4. Reporting and Analytics

Observation: 4 out of 4 users wanted more comprehensive analytics tools.

Feedback:

- "I need to compare performance across different zones or time periods."
- "The current reports don't help me identify systemic problems."
- "I want to see the correlation between delivery times and customer ratings."

Suggested Improvements:

- Implement customizable reporting with multiple variables.
- Add trend analysis to identify recurring issues.
- Create performance benchmarks across different metrics.
- Develop predictive analytics for staffing needs.

4. Summary of Key Takeaways

| Issue | Users Affected | Suggested Fixes |
|-----------------------------|----------------|---|
| Order assignment complexity | 3/4 | Map-based dashboard, drag-and-drop reassignment |
| Limited driver monitoring | 4/4 | Real-time alerts, broadcast messaging |
| Issue resolution process | 3/4 | Centralized dashboard, guided workflows |
| Analytics limitations | 4/4 | Customizable reporting, trend analysis |

5. Next Steps

- Redesign the order monitoring dashboard with map integration.
- Implement improved communication tools for driver management.
- Develop a structured issue resolution system.
- Enhance analytics capabilities with customizable reports.
- Conduct follow-up testing with operations managers using revised prototype.