

Fidelity Usability Testing Report – Delivery Manager

Project: DeliverNow – Food Delivery App Redesign

Phase: High-Fidelity Prototype Testing

Testing Date: 03/28/2025

Participants: 5 Delivery Operations Managers

1. Objective

The goal of this usability test was to evaluate the final design and interaction quality of the delivery manager interface of the DeliverNow app. This test aimed to validate whether improvements made after mid-fidelity testing enhanced usability, efficiency, and operational control, focusing on driver fleet management, order assignment, performance monitoring, and issue resolution.

2. Testing Methodology

- Participants: 5 delivery operations managers from different market sizes
- Testing Type: Remote and in-person usability testing
- Prototype: High-fidelity interactive prototype
 - a. Tasks: Monitor active deliveries in a specified region
 - b. Manage driver availability and assignments
 - c. Intervene and reassign orders when issues arise
 - d. Review delivery performance metrics
 - e. Respond to escalated customer and restaurant issues
 - f. Optimize driver coverage during peak demand periods
 - g. Provide overall feedback on the experience

3. Key Findings & User Feedback

1. Real-Time Delivery Monitoring

Observation: 5 out of 5 managers found the real-time monitoring map intuitive and informative.

Feedback:

- "The heat map overlay for demand prediction is extremely useful for proactive staffing."
- "I can instantly see potential problem areas where deliveries are running behind."
- "The ability to filter the map view by different criteria helps me focus on specific issues."

Validated Enhancements:

- Interactive heat map showing current and predicted demand
- Color-coded delivery status indicators
- Customizable map filters (by delivery status, driver rating, etc.)

2. Driver Management System

Observation: 4 out of 5 managers successfully utilized the driver management tools to optimize coverage.

Feedback:

- "The driver performance metrics help me identify who to assign for priority deliveries."
- "Being able to see real-time driver availability makes shift planning much easier."
- "The incentive zone creator is perfect for addressing coverage gaps quickly."

Validated Enhancements:

- Comprehensive driver performance dashboard
- Real-time availability tracking
- Dynamic incentive zone creation tool

Suggested Improvement:

- Add predictive staffing recommendations based on historical data

3. Order Intervention Tools

Observation: 5 out of 5 managers found the order intervention system effective for resolving delivery issues.

Feedback:

- "The early warning system for potential delays helps me be proactive rather than reactive."
- "One-click order reassignment saves crucial minutes when a driver has an issue."
- "The ability to prioritize orders when delays occur helps maintain customer satisfaction."

Validated Enhancements:

- Automated delay prediction and flagging
- Streamlined order reassignment process
- Order prioritization tools for exception handling

4. Analytics Dashboard

Observation: 5 out of 5 managers valued the comprehensive analytics but requested more export options.

Feedback:

- "The performance comparison across different regions helps identify best practices."
- "Delivery time breakdown by stage pinpoints exactly where improvements are needed."
- "I'd like to be able to export more customized reports for executive presentations."



Validated Enhancements:

- Multi-region performance comparison
- Detailed delivery funnel analysis
- Driver efficiency metrics

Suggested Improvement:

- Enhanced report generation and export capabilities

5. Issue Resolution System

Observation: 4 out of 5 managers effectively used the escalation management system.

Feedback:

- "The escalation prioritization algorithm correctly identifies which issues need immediate attention."
- "Having all communication history in one place saves enormous time when resolving issues."
- "The resolution template library helps maintain consistency in how we handle problems."

Validated Enhancements:

- AI-assisted issue prioritization
- Centralized communication history view
- Resolution template library with customization options

Suggested Improvement:

- Add automated follow-up capability for resolved issues
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4. Summary of Key Takeaways

Issue	Users Affected	Final Solution
Real-time operational visibility	5/5	Interactive heat map, color-coded statuses, customizable filters
Driver fleet optimization	4/5	Performance metrics, availability tracking, incentive zones, suggested predictive staffing
Issue intervention	5/5	Delay prediction, one-click reassignment, order prioritization
Performance analysis	5/5	Multi-region comparison, delivery funnel analysis, suggested export enhancements
Escalation management	4/5	AI prioritization, communication history, templates, suggested automated follow-ups

5. Next Steps

- Implement final refinements based on high-fidelity testing (e.g., predictive staffing, enhanced reporting)
- Prepare for launch by finalizing integration with data warehouse systems
- Develop comprehensive training program for delivery operations managers
- Plan regular feature update schedule based on operational metrics and feedback

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