



Delivery men Manager Interview Script

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Interview with Robert Ochieng

Delivery Men Manager, Glovo United Mall

- Demographics & Background:
 - Age: 35–44
 - Role: Delivery Manager
 - Experience: 3–5 years in a managerial position
 - Work Location: Urban
- Current Challenges & Insights:
 - Real-Time Visibility: Robert finds it very challenging to obtain real-time insights into his runners' statuses. He explains that the current tools offer fragmented data, making it hard to track deliveries consistently.
 - Primary Challenge: His biggest issue is inadequate real-time tracking. This lack of consolidated information often leaves him in the dark about where his runners are and how they're performing.
 - Delays/Miscommunications: He experiences delays or miscommunications on a weekly basis, which he attributes to the absence of clear, up-to-date performance data.
- System Satisfaction & Workarounds:
 - Interface Satisfaction: Robert is unsatisfied with the current management interface, feeling that it doesn't fully support his daily operations.
 - Access to Metrics: He mentions that the system only provides somewhat easy access to the necessary metrics (like runner location, performance figures, and route details).
 - Manual Workarounds: Due to these shortcomings, he frequently resorts to manual workarounds—using spreadsheets and constant phone calls—to fill in the gaps.
- Desired Improvements:
 - Feature Prioritization: For Robert, an enhanced real-time tracking dashboard would be the most impactful improvement.
 - Data Integration Importance: He stresses that having an integrated view of all runner-related data is extremely important to streamline his decision-making process.
 - Route Allocation Effectiveness: He rates his current process for assigning routes as somewhat ineffective, largely due to the lack of real-time data.
- Follow-Up:

Robert confirmed his availability for an anonymous follow-up interview.

Interview with Rose Michemi

Delivery Men Manager, Adita LakeBasin Mall

- Demographics & Background:
 - Age: 45–54
 - Role: Delivery Manager
 - Experience: 5+ years in a managerial role
 - Work Location: Suburban
- Current Challenges & Insights:
 - Real-Time Visibility: Rose finds it somewhat challenging to get real-time insights into her runners' statuses. Although her system delivers some information, she feels there is room for improvement.
 - Primary Challenge: Her main issue is with difficult route allocation. She highlighted that the current method of distributing routes does not adapt well to real-time changes.
 - Delays/Miscommunications: Rose experiences delays or miscommunications on a monthly basis, which she notes as an area that, while not constant, still disrupts efficient operations.
- System Satisfaction & Workarounds:
 - Interface Satisfaction: Rose feels neutral about the current management interface. While it isn't entirely poor, it doesn't exceed her expectations either.
 - Access to Metrics: She stated that the system provides only a somewhat complete picture of the necessary metrics.
 - Manual Workarounds: Unlike Robert, she only occasionally has to resort to manual methods, indicating that her current system performs marginally better in this respect.
- Desired Improvements:
 - Feature Prioritization: Rose believes that introducing an automated route allocation feature would greatly enhance her ability to manage deliveries.
 - Data Integration Importance: She considers having an integrated view of all runner-related data to be very important for her workflow.
 - Route Allocation Effectiveness: She describes the current route assignment process as somewhat ineffective, pinpointing inadequate interface design as the primary cause of inefficiencies.
- Follow-Up:
 - Rose also confirmed her willingness to participate in a follow-up interview.

