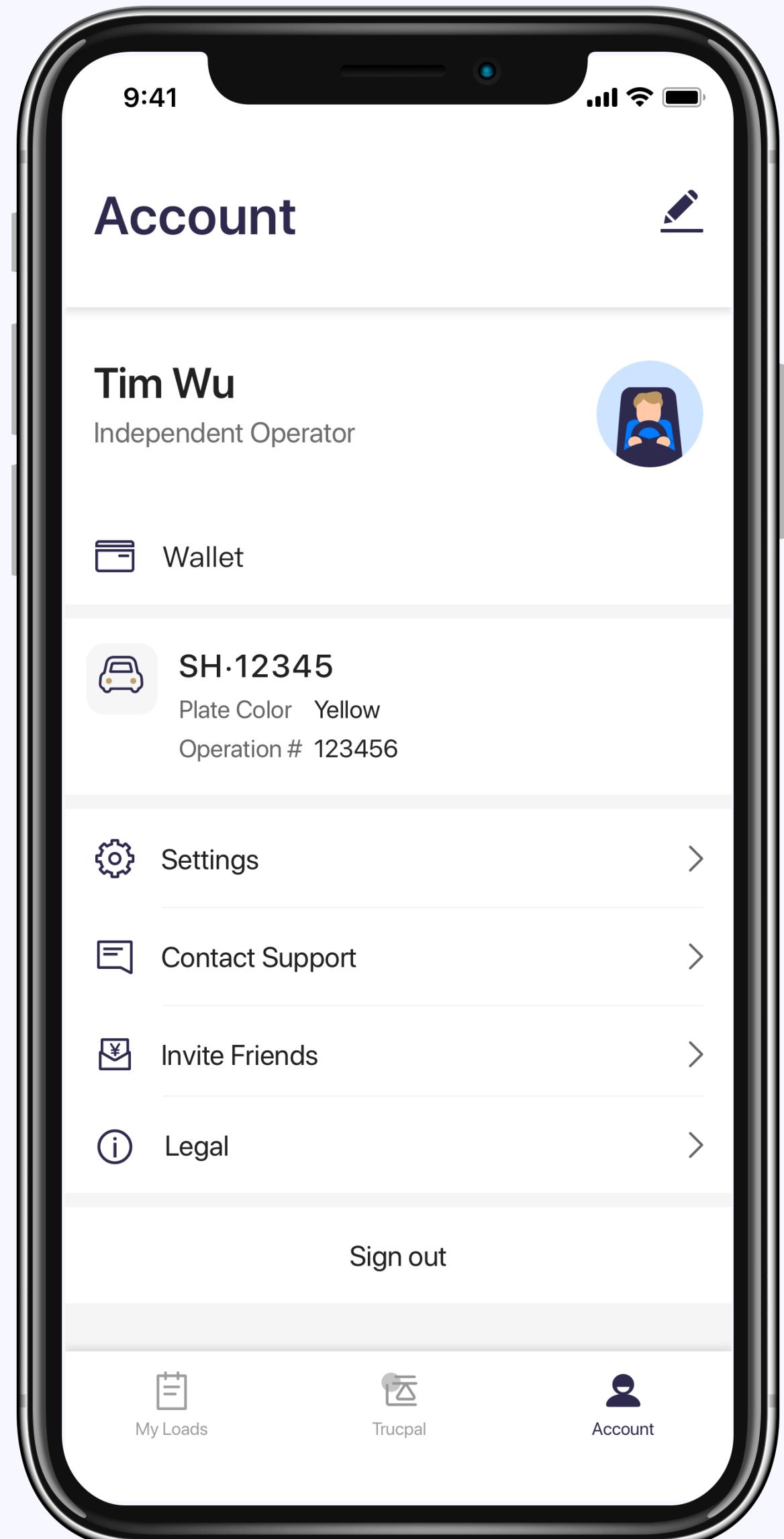
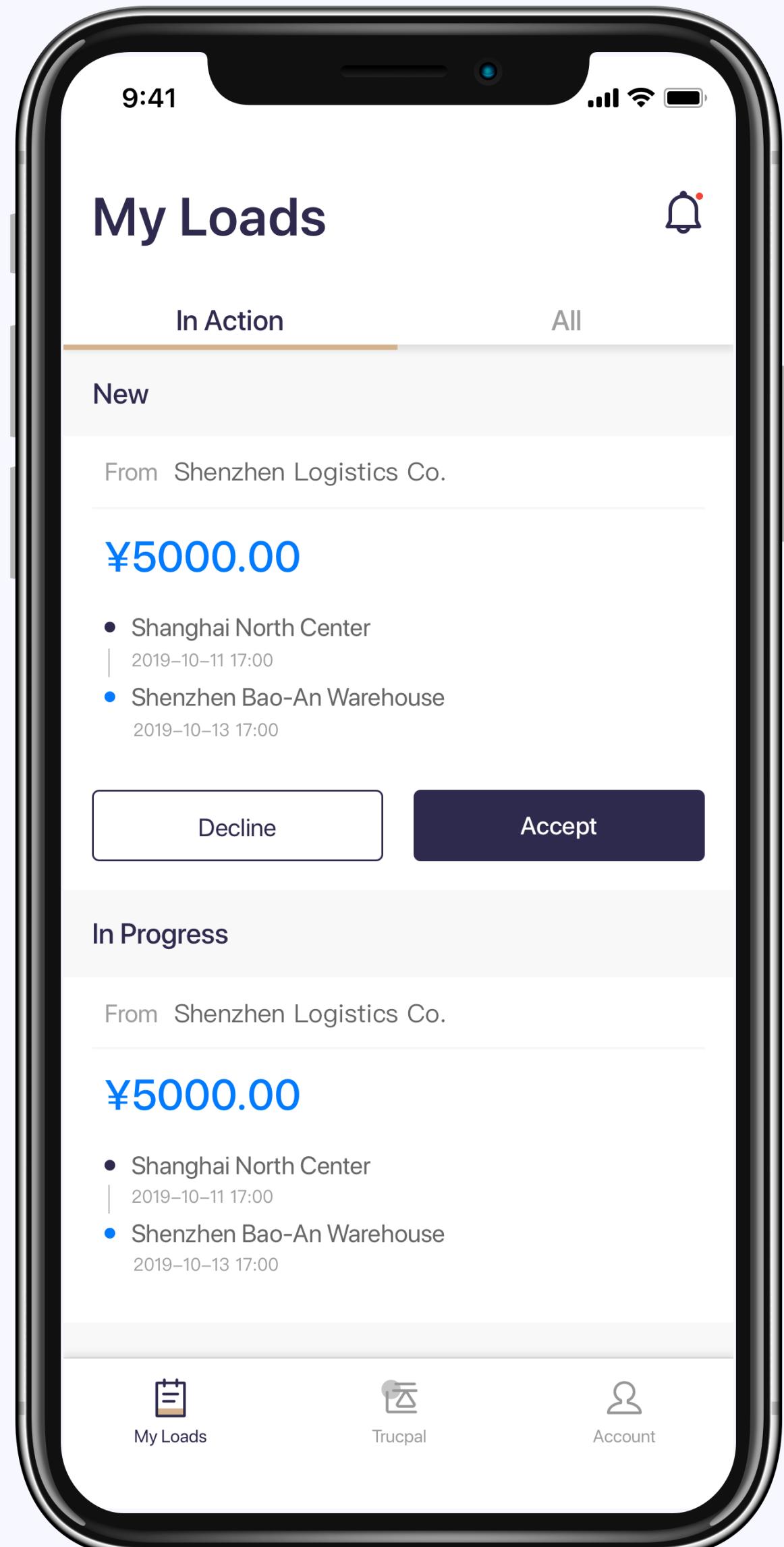


WeHGC | 汇管车
driver app





Prior to the new design, the original mobile user interface integrates functions for three user types (shipper, dispatcher and truck drivers.) **There are unused features for truck drivers in the app** and was **difficult** for them **to find the specific functions** they are looking right away.

Design Challenge

To grow our partnerships with carriers and driver user base.

Business Goals

Giving truck driver users an easy & efficient daily management tool to support running their everyday business.

Project Goals

Optimize Features For Driver App

To cut out the excessive features from the current app and raise the feasibility of the product.

Easily Understand How it Works

For current users to understand the changes made, for new users to get onboard easily.

Introduce a New Visual Design Guide

To speak for both the applications and the voice of the brand. Bold, Trustworthy, Efficient.



Working with PMs to build **Information Architecture** for the Driver App

Wireframing & designing the deliverable for the series relaunch.

Exploring the **Visual & UI** styles for the new design.

Dispatcher

A person who assigns loads to other truck drivers.
Either drive or don't drive.

Truck Driver

Either drives for a carrier as an employee or owns and operates his/her own truck.

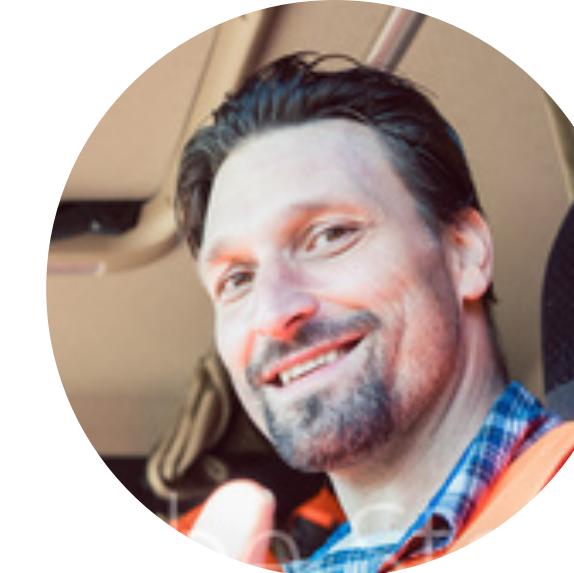
Shipper

A person who is looking for carriers to move loads.

Primary Persona
Independent Truck Driver
A person who owns and operate his own truck under his own carrier authority.

Daniel

Owns and operate his truck under his own carrier authority.



Needs / Goals

- Digitalize** business transactions, prove of delivery, shipping details.
- Recieve payment** within less hold and delays.
- Spend less on** daily operation such as gas, electronic toll fee.
- Be able to file value-added tax invoice** to shipper.



Ben

Drives for a carrier.

Needs / Goals

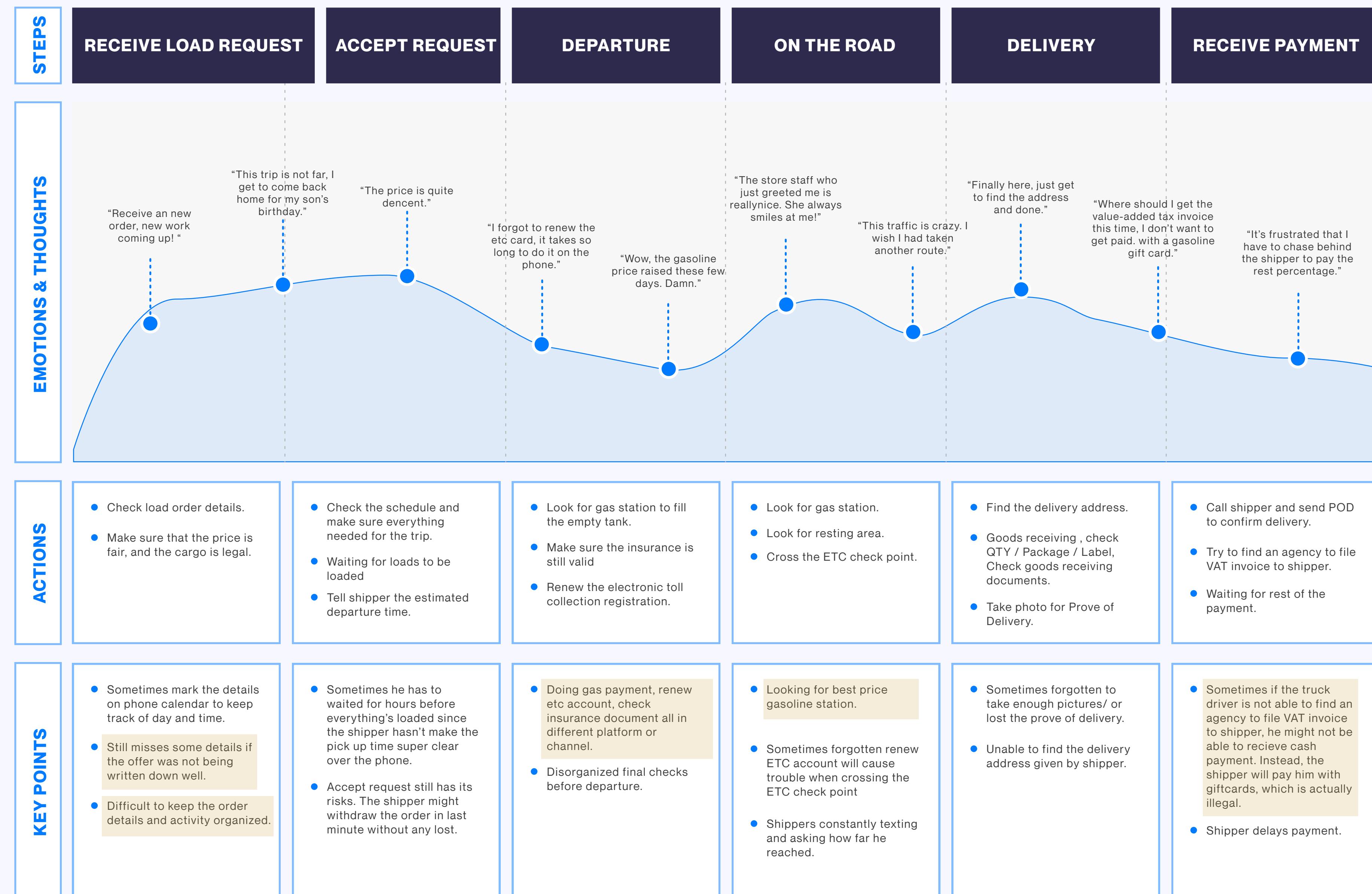
- Keep shipping process and spending **transparent**.
- Digitalize** business transactions, prove of delivery, shipping details for carrier.
- Recieve payment** within less hold and delays.

Secondary Persona
Drives For Carrier

A person who drives for a carrier or leasing a truck in a period of time from a carrier.

Primary User Journey Map

9



1 YD20181011 Completed >

¥5000.00

- Shanghai North Center
2019-10-11 17:39:01
- Shenzhen Bao-An Warehouse
2019-10-14 10:39:01

Payer Shenzhen Logistics Co.
Plate SZ·2088R

Truc (...2131) ...

Carrier Shenzhen Logistics Co.

SH·12345

Balance Quick Pay VAT

Ben Liu
Truck Driver



Edit

My Loads

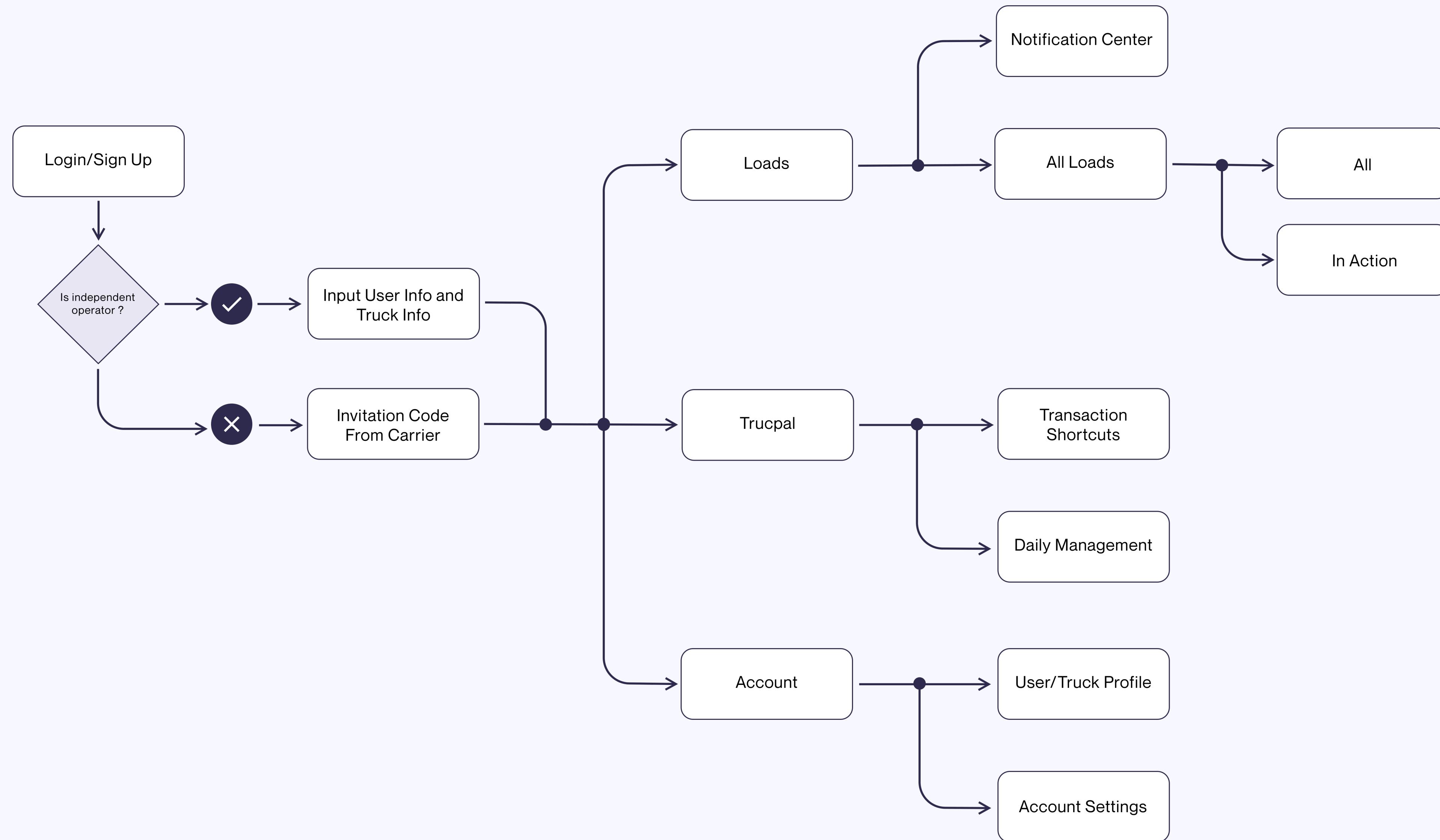
Drivers manage their load orders both upcoming and past, checking shipping information, and confirm/receive payments, upload prove of delivery

Trucpal

Every truck is registered under a Trucpal account for daily operations. Independent operator owns his/her Trucpal, a driver who drives as an employee will have his Trucpal assigned by his dispatcher/manager.

Account

Profile and account page will shows the registration information of the users.





Loads: New



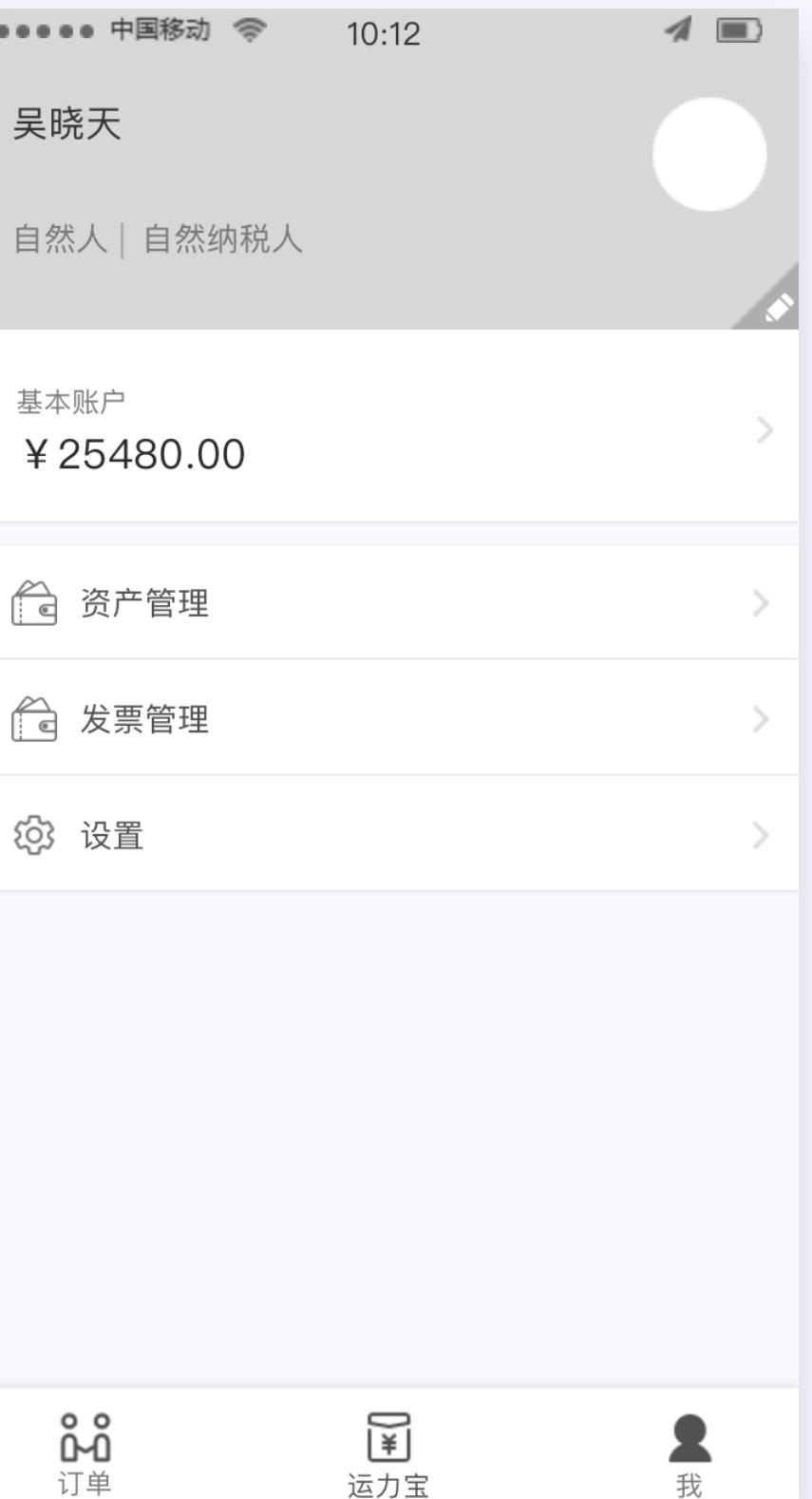
Loads: All



Confirm Shipping



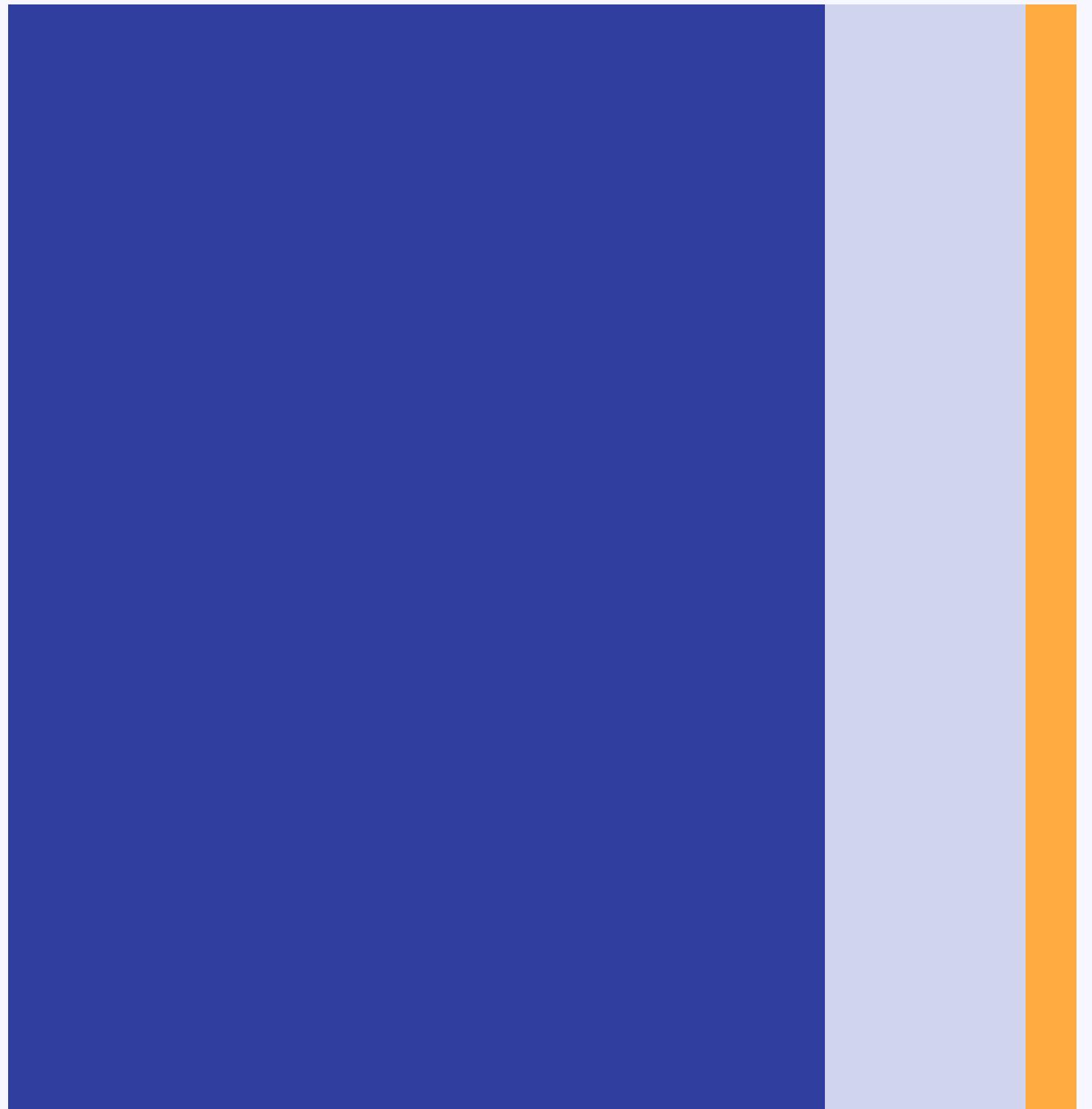
Trucpal



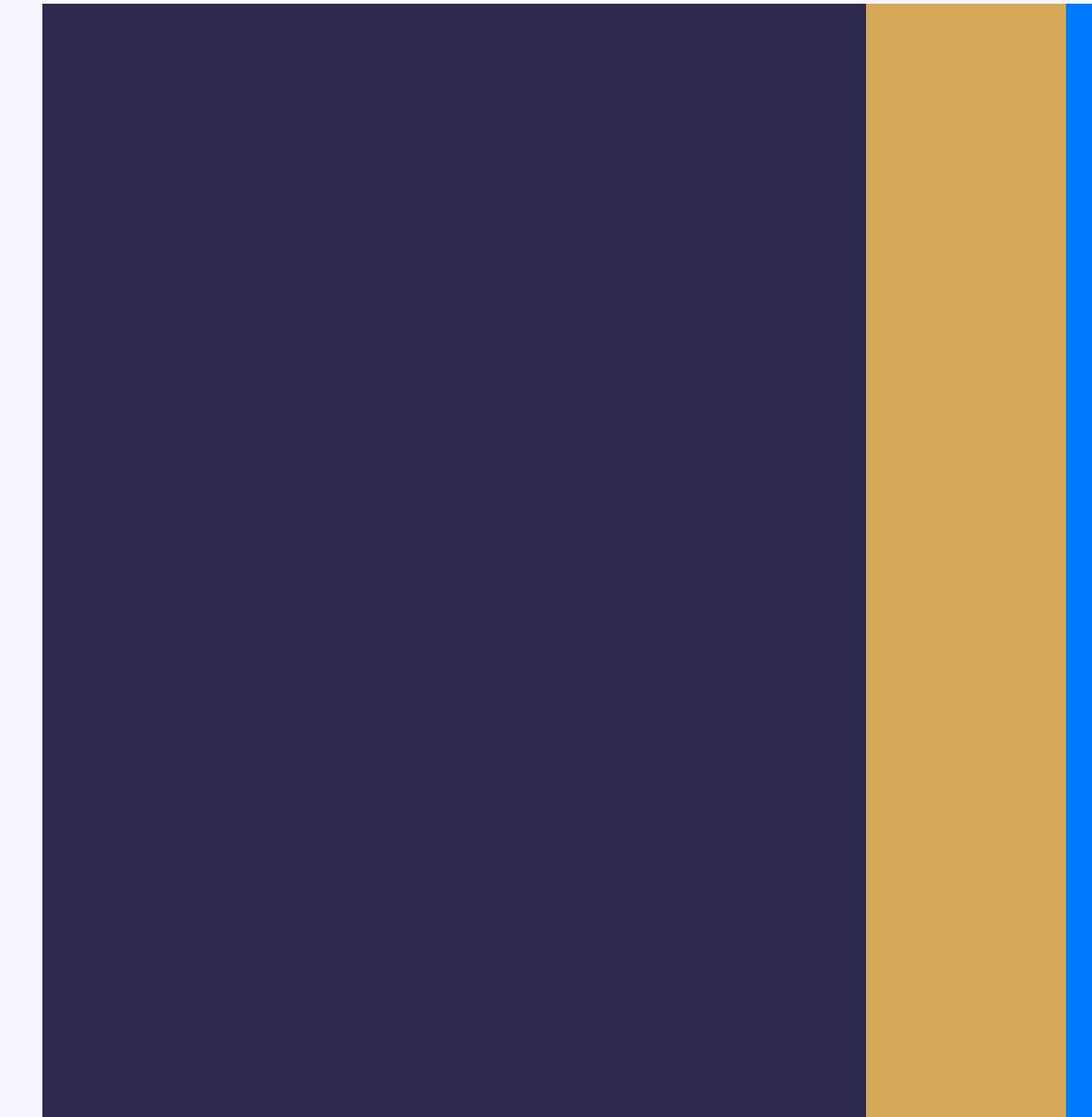
My Profile



We conducted internal user testing to see what was working well and how we would improve our design with sales team and volunteered users at the office.



3.0



Relaunch

TYPOGRAPHY

Android

Chinese 思源黑体简体中文
English Roboto

iOS

Chinese 莹方黑体简体中文
English San Francisco

iOS Text

123456

SF Pro Display Semibold, 32 px

Page Title & Main Headline

SF Pro Display Semibold, Capitalize, 20px

Sub Headline

SF Pro Display Semibold, Capitalize, 18px

Body 1

SF Pro Text Regular, Sentence Case, 16px

Body 2

SF Pro Text Regular, Sentence Case, 14px

BUTTON

SF Pro Text Regular, Uppercase, 14px

Caption

SF Pro Text Regular, Sentence Case, 12px

TAB NAVIGATION

SF Pro Text Regular, Uppercase, 10px

TEXT OPACITY

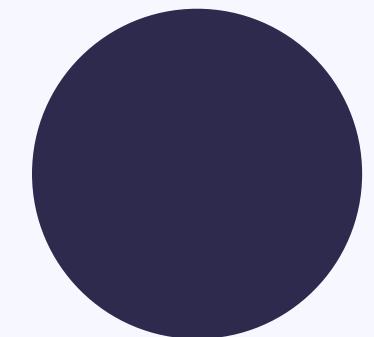
High Emphasize #000000 87%

Med Emphasize #000000 60%

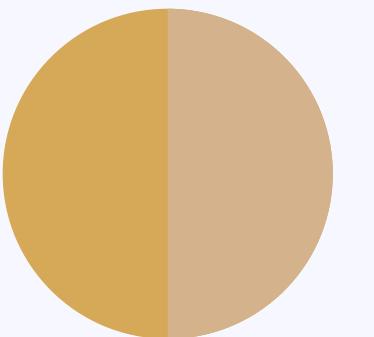
Disabled #000000 38%

Error Text #b00020 100%

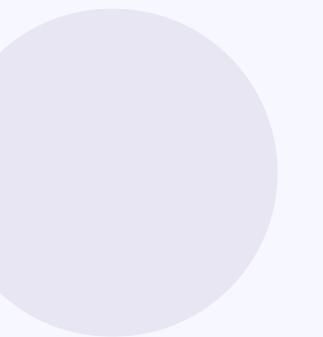
COLORS



#2E2A4E

#CDA547
#D3B28C

#007AFF

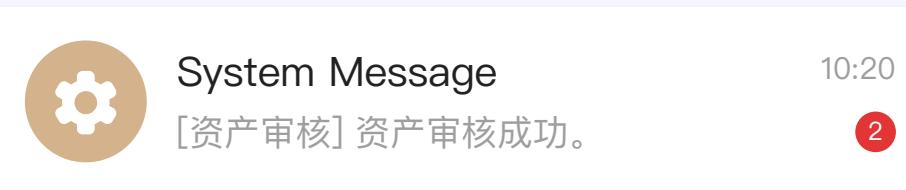
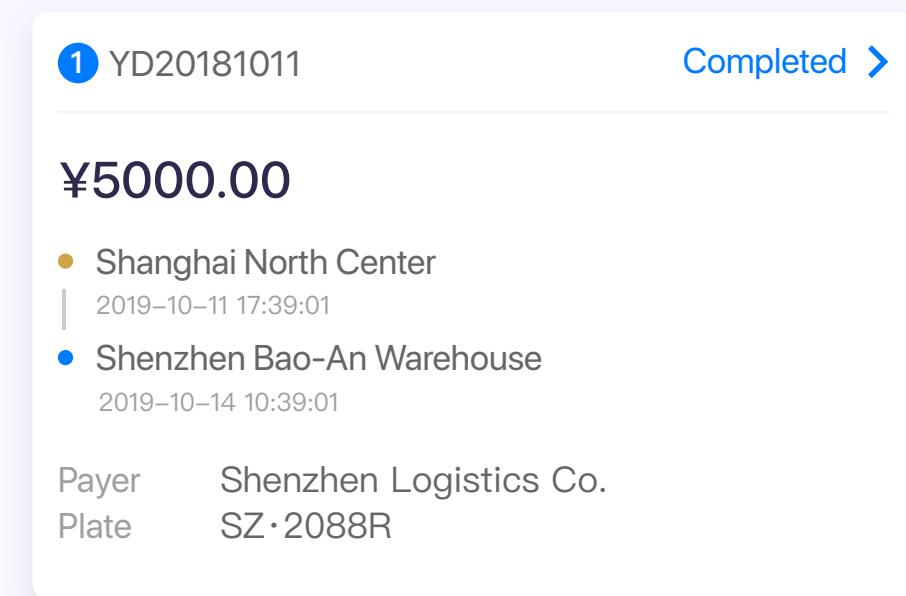
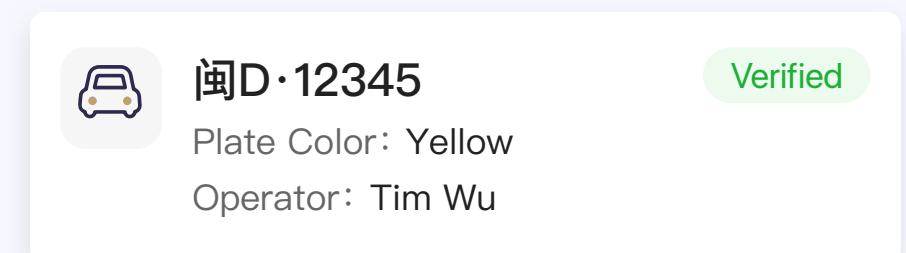
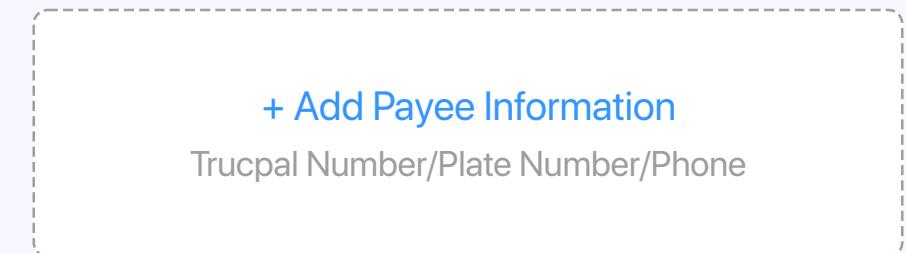


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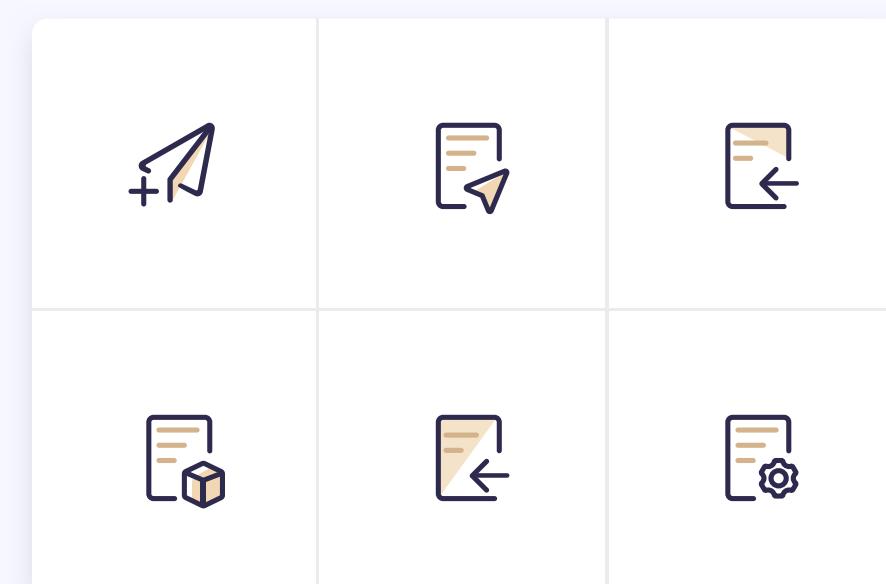
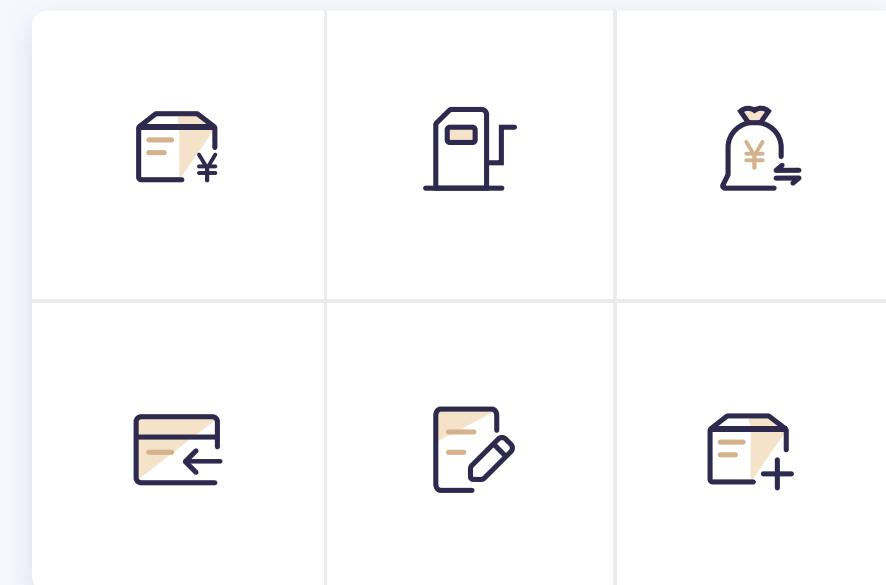


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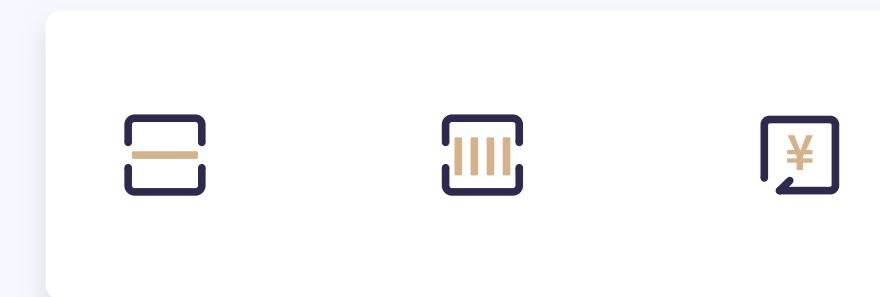
ELEMENTS

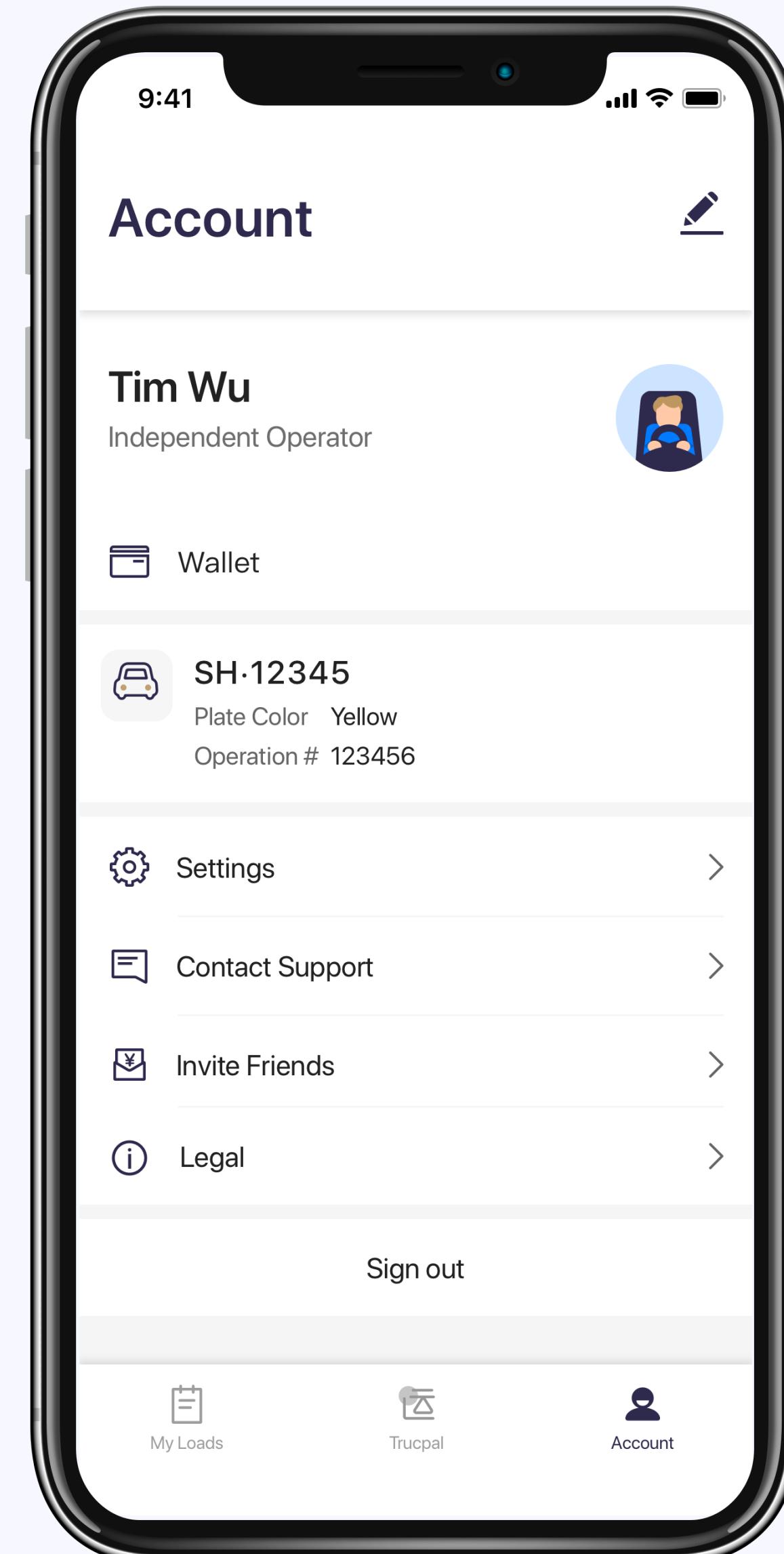
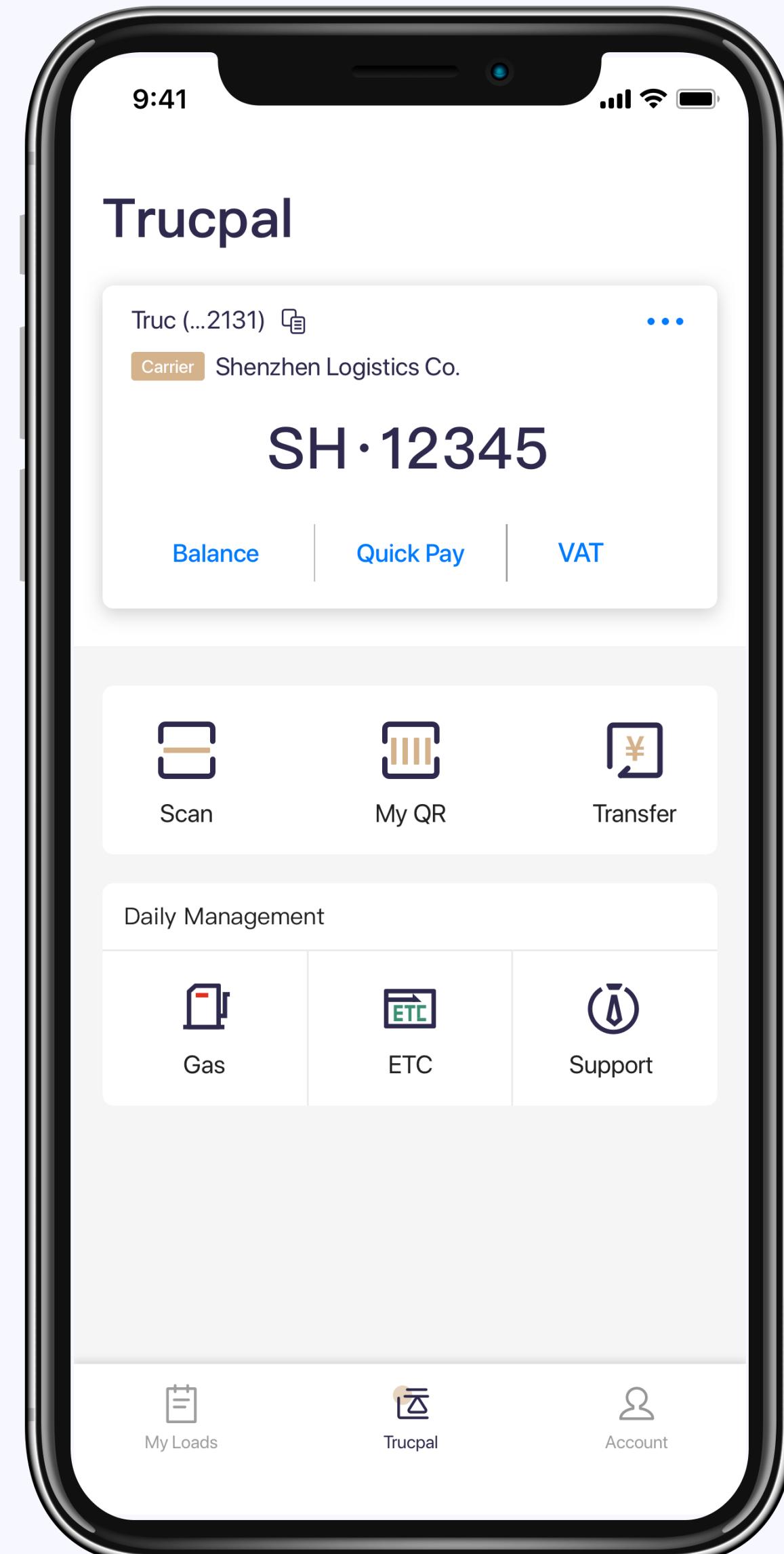
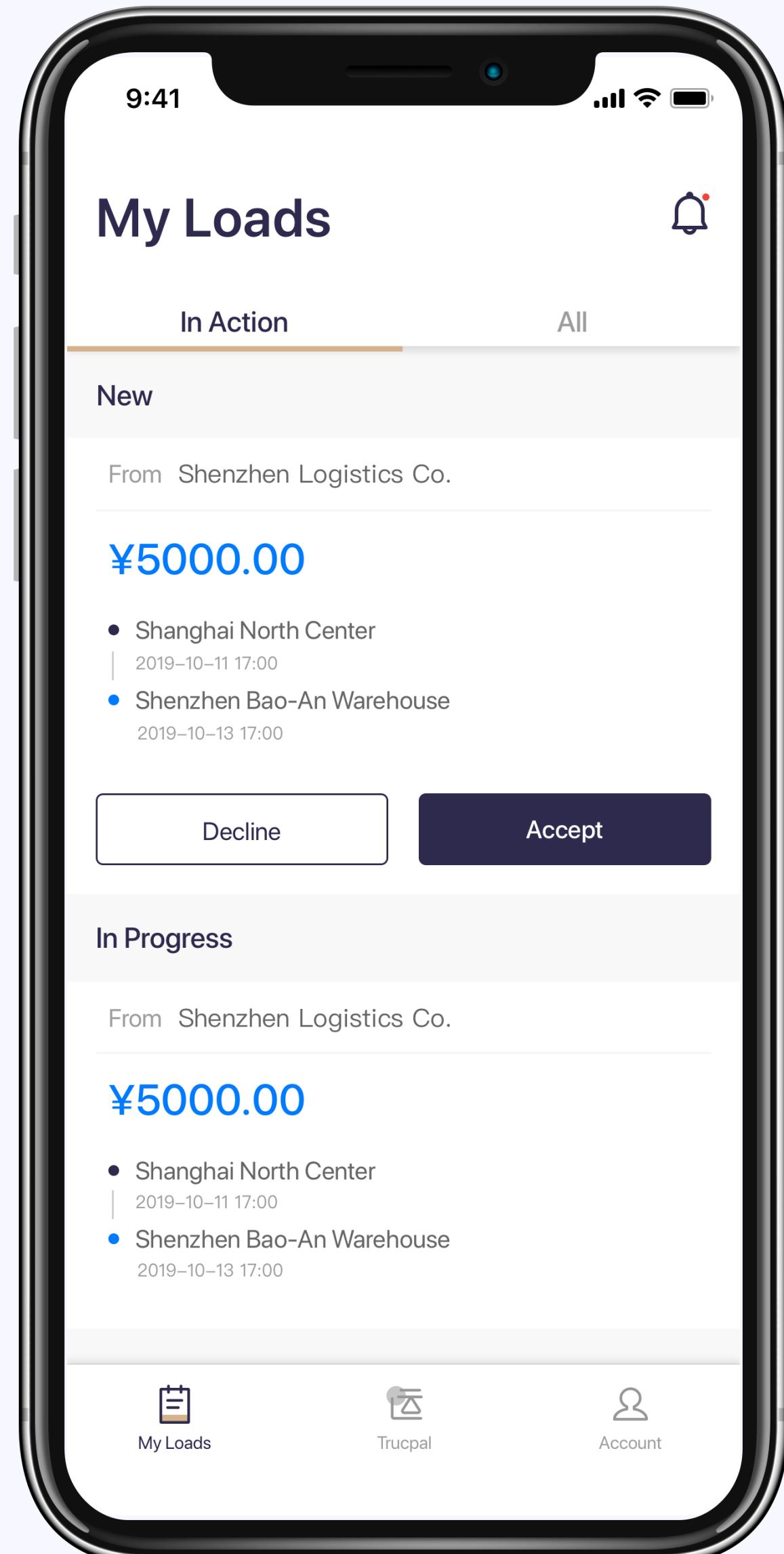


ICON: PRIMARY



ICON: TRUCPAL





My Loads

1 In Action All

2 Document Needed

From Shenzhen Logistics Co.

¥5000.00

- Shanghai North Center | 2019-10-11 17:00
- Shenzhen Bao-An Warehouse | 2019-10-13 17:00

3 Send VAT Invoice

From Shenzhen Logistics Co.

¥5000.00

- Shanghai North Center | 2019-10-11 17:00
- Shenzhen Bao-An Warehouse | 2019-10-13 17:00

4 Upload Prove of Delivery

Completed

From Shenzhen Logistics Co.

¥5000.00

- Shanghai North Center | 2019-10-11 17:00
- Shenzhen Bao-An Warehouse | 2019-10-13 17:00

- 1 In Action | All Tab
- 2 Categorized loads
- 3 Reminder for file upload
- 4 Activity Center
- 5 Categorized activities

Quick Pay

- ¥9000.00

Payment Succeeded

Trucpal 3H01-282828-2828

Payee Sinopec Station Shanghai

Discount Saves ¥85.55

Details >

Gas Card Top Up

¥9000.00

Top Up Succeeded

Account China Sinopec Card

No. 1100 2356 12312332 1233

Station Sinopec Station Shanghai

Send 2019-10-10 10:11:11

Receive 2019-10-10 10:11:11

Trucpal 3H01-123123-434

Plate SH-12345

Details >

VAT Invoice

Your VAT invoice request is submitted.

Title	Shipping VAT Invoice
Amount	¥2000.00
Invoice No.	201909182310
Submission	2019-10-10 10:00:00

High Fidelity Look Up

Load Details

- 1 Map
- 2 Order Overview
- 3 Milage
- 4 Direct to Gaode Map
- 5 Realtime Weather
- 6 Load Info
- 7 Payment Breakdown

9:41

Load Details

1

From Shenzhen Logistics Co.

2

¥5000.00

• Pick up
Shanghai North Center 2019-10-11 17:00 47°

3

1435 km

• Drop off
Shenzhen Bao-An Warehouse 2019-10-13 17:00 54°

Accept

Decline

Load Info

Await

Order No. YD2019072555

Creation Time 2019-10-10 10:00

Load Info

Await 6

Order No. YD2019072555

Creation Time 2019-10-10 10:00

7

Payment Details

	Amount	VAT Rate	VAT
Fee	¥5000.00	13%	¥650.00

Payment Method: Pay by percentage

Payment Status: N/A

Shipping Details

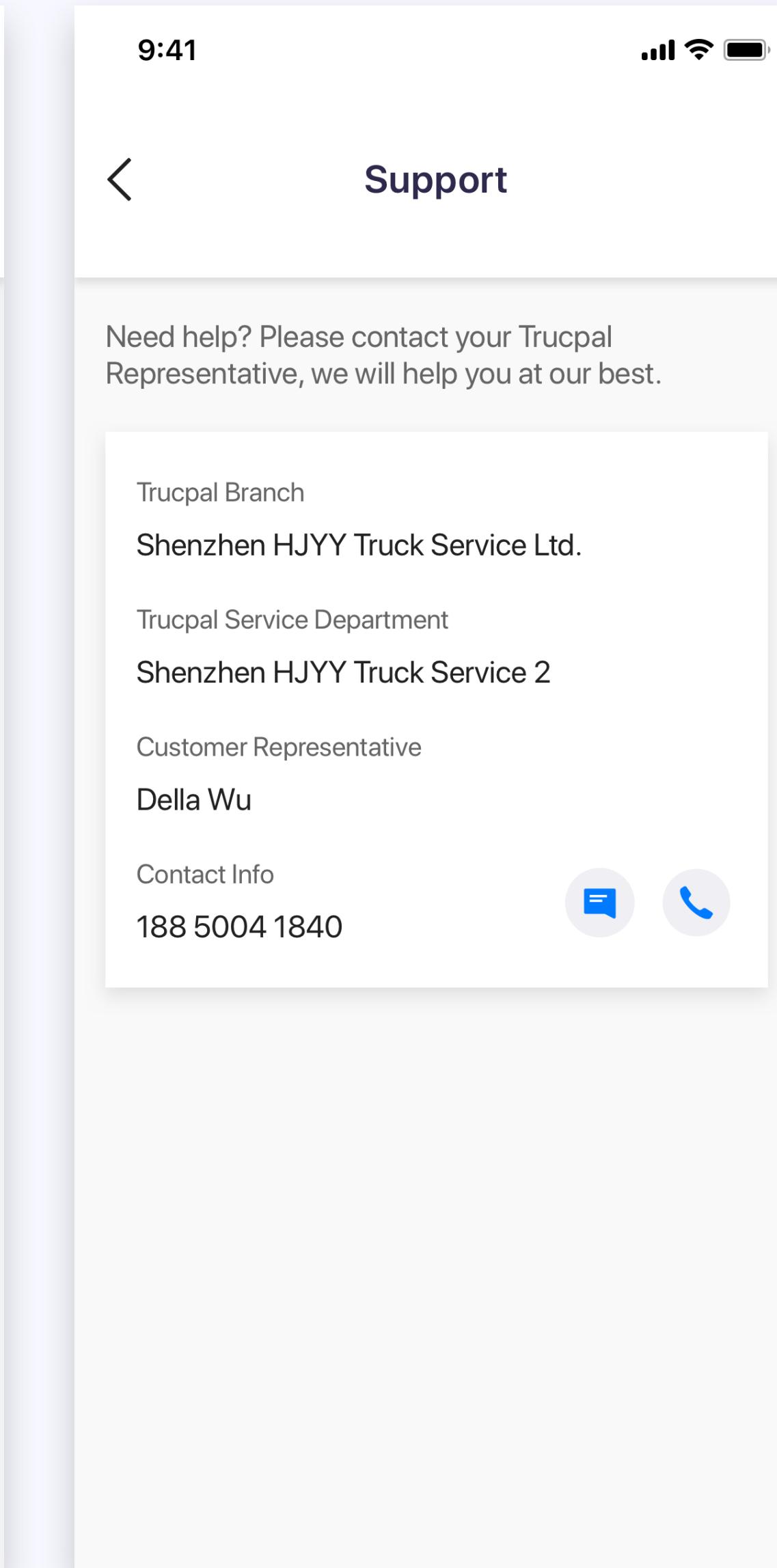
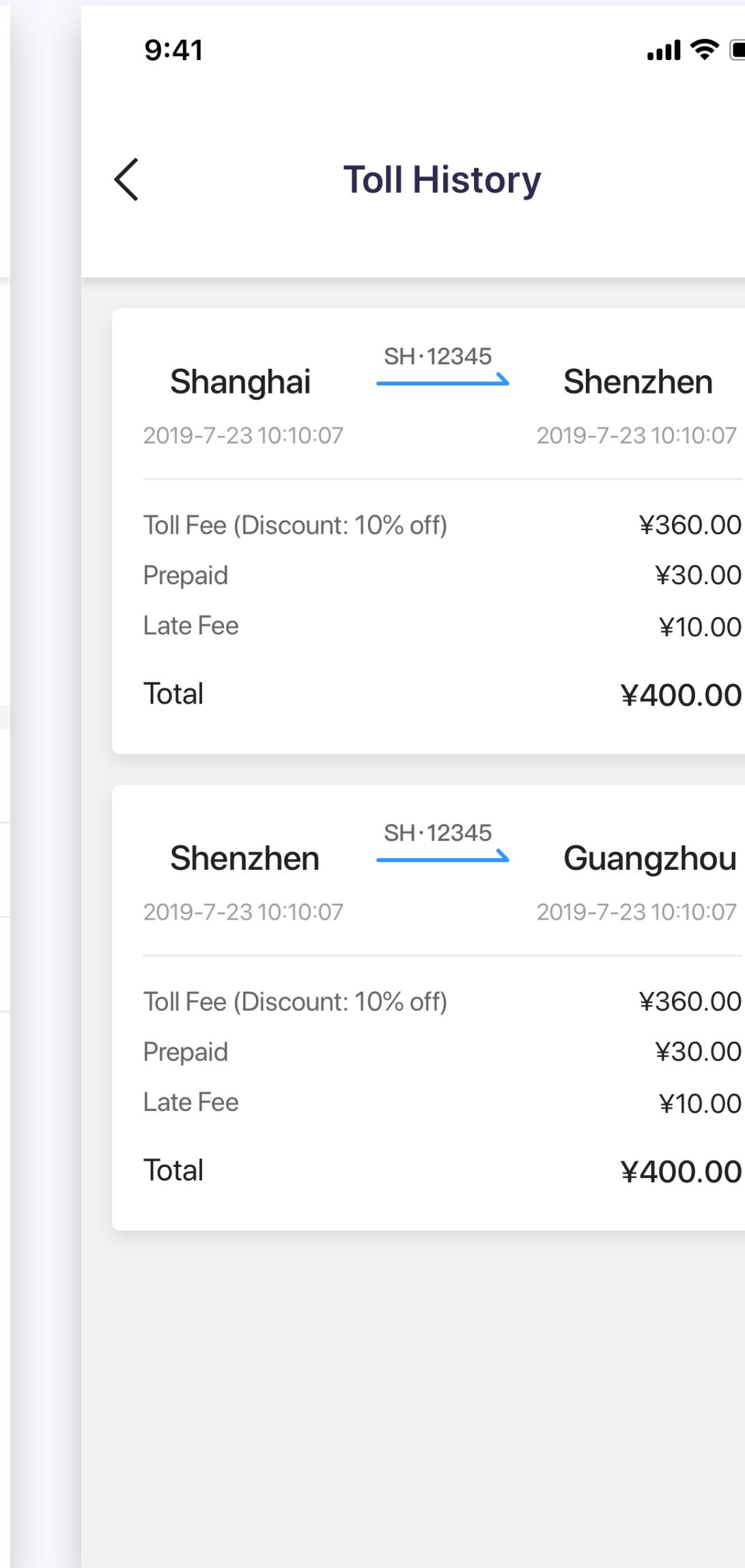
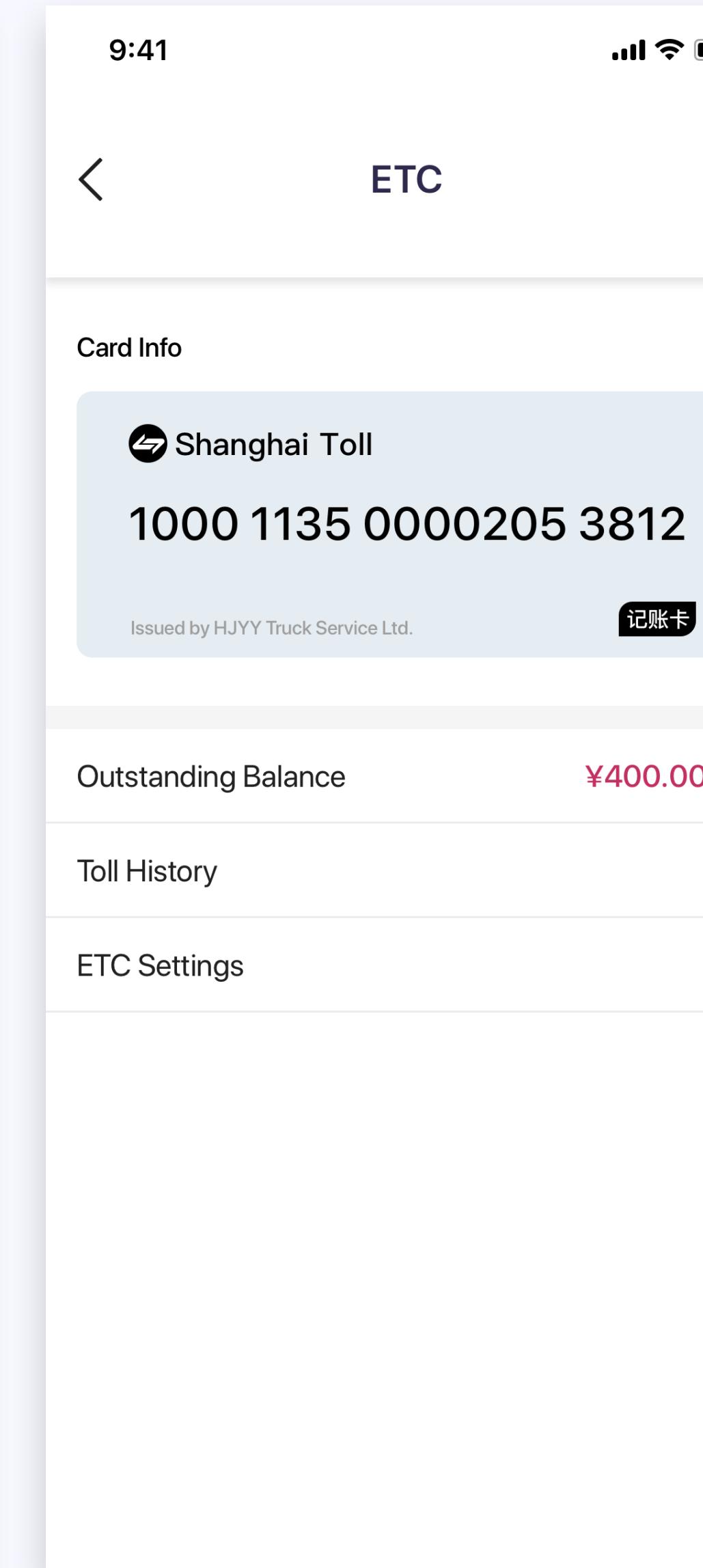
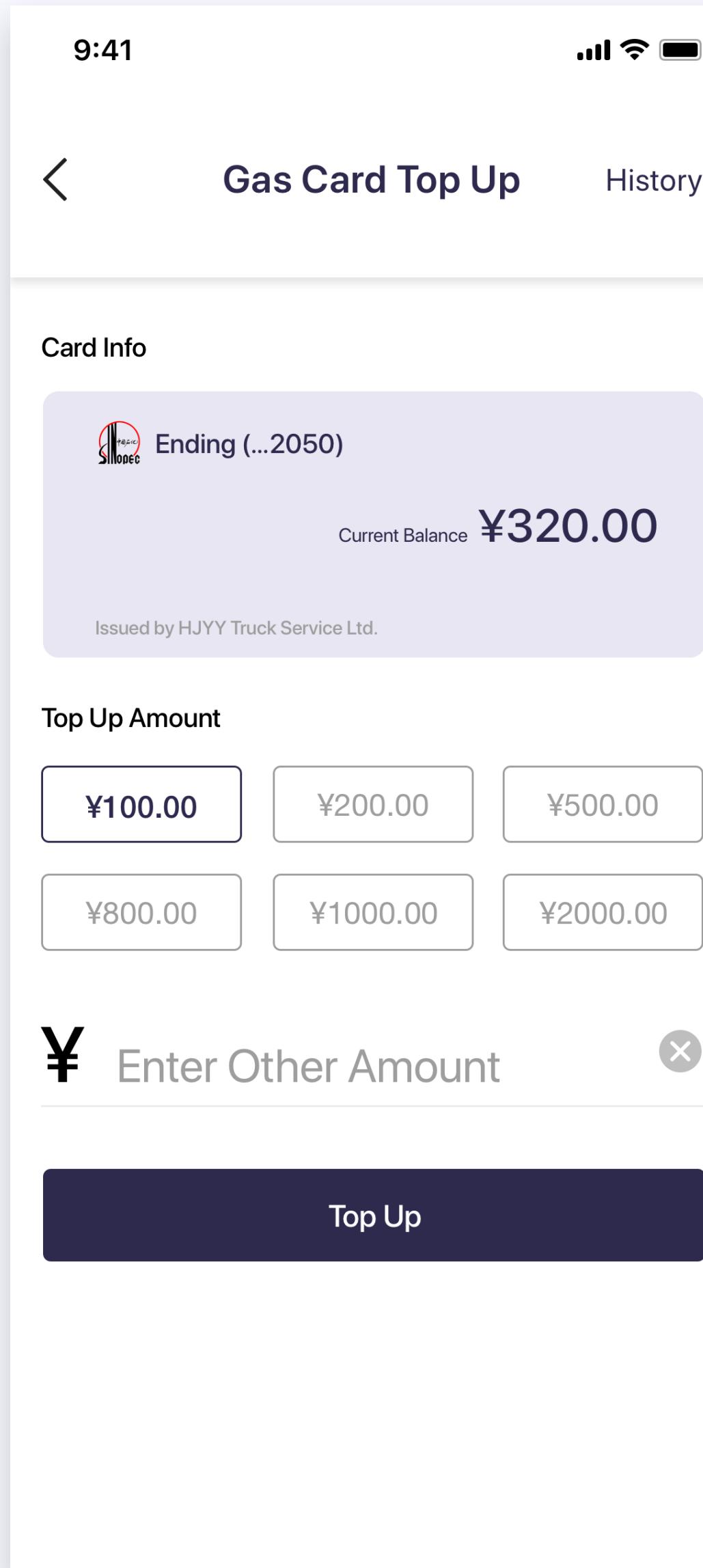
Pick up	Shanghai North Center
Drop off	Shenzhen Bao-An Warehouse
Item	Construction Materials
Weight	10,000 KG

Pick up Info

Name	Shanghai Wuliu Company
Contact	188 5004 1840

Drop off Info

Name	Shenzhen Wuliu Company
Contact	188 5004 1840



High Fidelity Look Up

Independent Operator Account

20

The image displays two screenshots of a mobile application interface for an Independent Operator Account. The top section shows the main account screen with a navigation bar at the top. The bottom section shows the wallet screen.

Main Account Screen (Left):

- Top right: Edit profile icon (pencil) with a '1' badge.
- Profile section:
 - 2 Tim Wu (Independent Operator)
 - 3 Wallet
 - 4 SH-12345 (Plate Color: Yellow, Operation #: 123456)
- Bottom menu:
 - Settings
 - Contact Support
 - Invite Friends
 - Legal
- Sign out button.
- Bottom navigation bar: My Loads, Trucpal, Account.

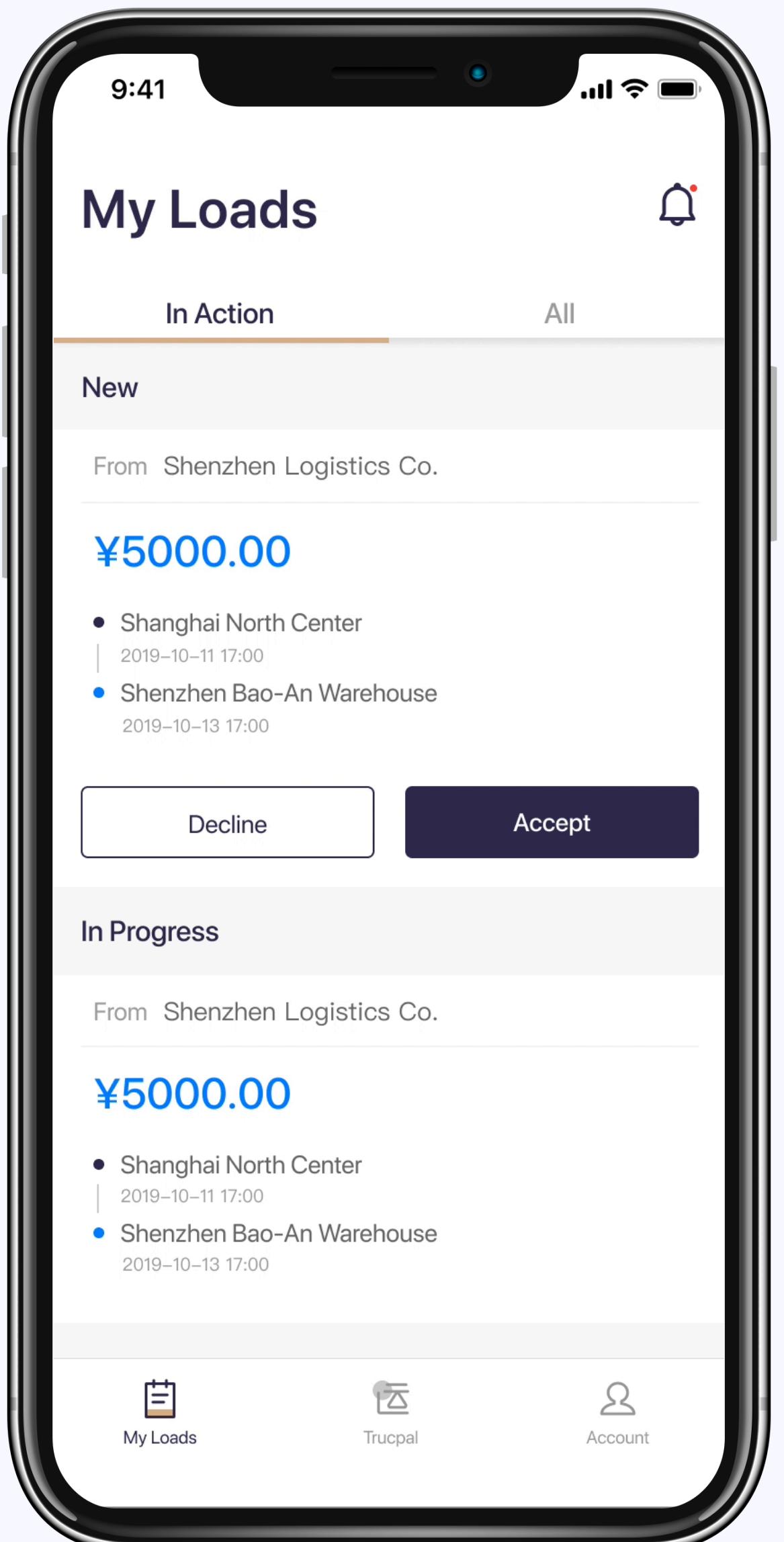
Wallet Screen (Right):

- Top right: Back arrow.
- Section title: Wallet.
- Basic Account details:
 - Available: ¥2480.00
 - Pending: ¥23000.00
- Buttons: Top Up (light blue), Withdraw (dark blue).
- Bottom menu:
 - 7 Basic Account Details
 - Linked Bank

- 1 Edit Profile
- 2 Profile Overview
- 3 Wallet
- 4 Truck Registration Details
- 5 Basic Account
- 6 Top Up | Withdraw
- 7 Account Details

Interactions

https://youtu.be/ks_AFzuDwZM



thank you