Comparative Analysis

PixUp

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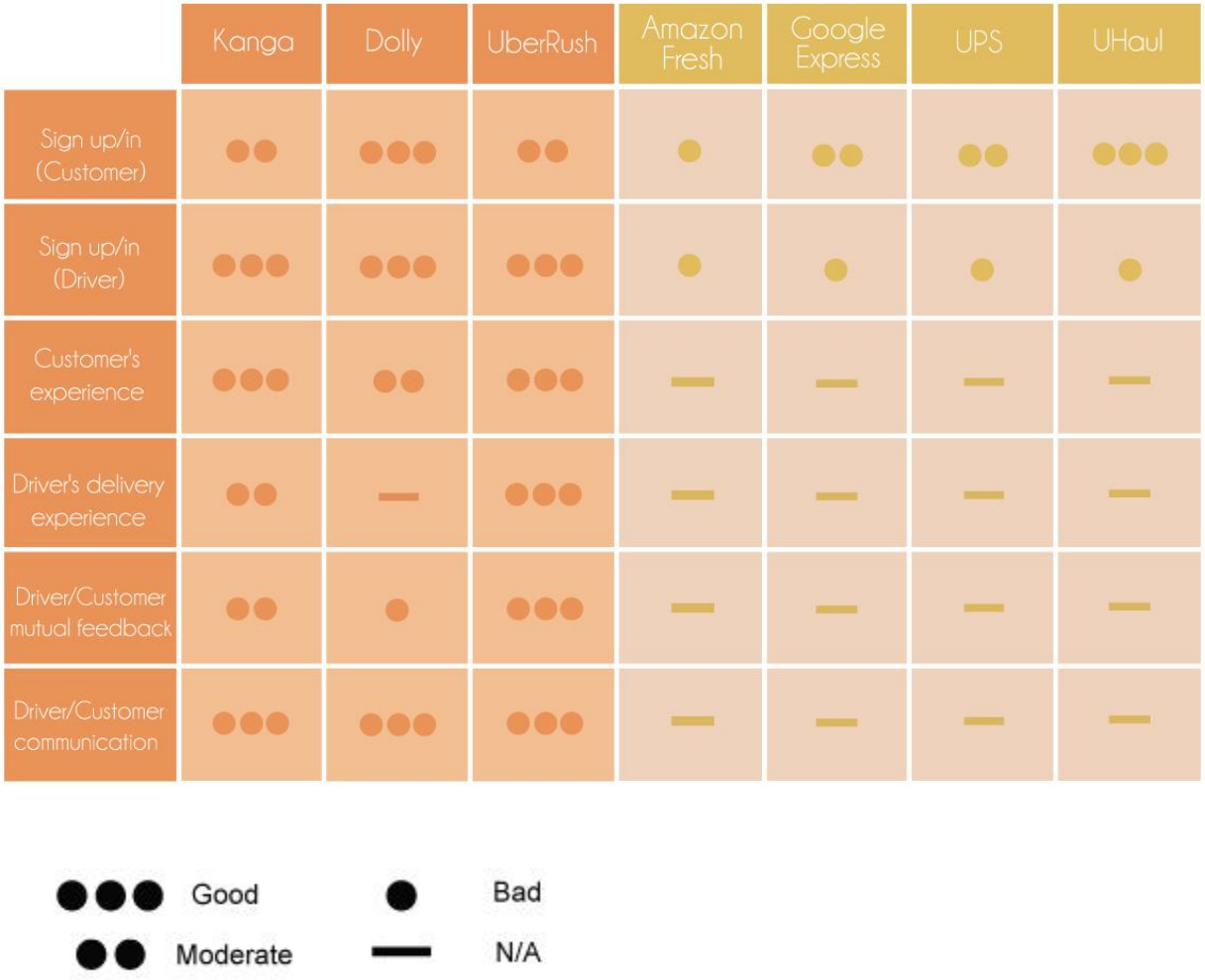
Executive summary

PixUp is a peer-to-peer delivery service. PixUp aims to provide a platform to connect vehicle owners (drivers) with residents/businesses that potentially need delivery service (users). Drivers pick up requests made by users and offer instant delivery from and/or to the users, who in turn offer monetary compensation to the drivers.

A series of 7 competitors were chosen based on the similarity of services that they offered compared to those offered by PixUp. As fully developed peer-to-peer delivery services are relatively scarce, we have chosen 3 major competitors (Kanga, Dolly and UberRush), whose services offered are comparatively comprehensive and are consistent with what PixUp aims to offer, as well as 4 minor competitors (Amazon Fresh, Google Express, UPS, and UHaul), whose products are more similar to those of traditional courier services.
The key findings from this analysis include the following:

- The sign-up process should be optional for the customer. If required, such process should have minimum steps.
- Signing up is expected to be mandatory for the driver. Details verifying vehicle, license, etc., shall be required from the driver. Nevertheless, the process should be simple and intuitive.
- The steps for customer to place a delivery request should be intuitive. Uploading picture of the item to be delivered is a good option.
- The application should have minimal and intuitive steps for the driver to select an order for delivery, or alternatively, to let the system assign the tasks to the driver.
- Customer feedback for driver was found on most applications.
- Some communication platform should be established between the driver and the customer. Chat and calling were provided by some of the applications presented in this analysis.

Comparative analysis table



Method

The list of competitors that were analyzed in this report included Kanga, Dolly, UberRUSH, Amazon Fresh, Google Express, UPS, and UHaul. Kanga, Dolly and UberRUSH were categorized as major competitors, due to the fact that these companies offer similar services as the ones PixUp aims to offer. The three major competitors can be described as:

a. Kanga: on-demand local delivery service for personal items as well as online purchases.
b. Dolly: on-demand local delivery service for personal items, and
c. UberRUSH: on-demand local delivery service for local business to deliver products (e.g. clothes, meals, flowers, etc.) to customers.

Amazon Fresh, Google Express, UPS and UHaul were categorized as minor competitors.
a. Amazon Fresh: delivery service for groceries purchases on AmazonFresh website.
b. Google Express: delivery service for non-perishable products purchased online in selected stores.
c. UPS, traditional courier service and
d. UHaul: truck and trailer rental services.

Important features were identified to compare across competitors, including main and additional product features. Main features are determined based on each feature's importance to the overall functionality of the application. The list of main features included in the analysis is:

a. Sign-up and sign-in process for customers and drivers,
b. Customers' experience (i.e. the process of requesting delivery service through the application's interface, ease of navigating through the application, and the steps that one takes before making a request),
c. Driver's delivery experience (the process of completing a delivery request for driver, selecting requests within the application, as well as the physical process of delivery),
d. Customers and drivers' mutual feedback, and
e. Customer-driver communication (communication between driver and customer during/before delivery).

Only main features were included in the comparative analysis table as main features are relatively crucial for user interface and user experience (UI, UX) design. A complete table with information on additional features is listed in the appendix. These features include: navigation in the application, efficiency (how quickly the item would arrive at destination), platform used, availability across the country, price, availability/reputation in Ann Arbor area, and special features.

After having collected information on the competitors, a rubric is outlined to operationally define the features in order to generate objective ratings for each feature (rubric is attached in the appendix). For each main feature, score of 1 (least satisfactory) to 3 (most satisfactory) was assigned based on the rubric (see appendix). Comparative analysis table was created after assigning scores to each main feature for each competitor.

Key Findings

Sign-up/Sign-in

The sign-up process should be optional for the customer. If required, such process should have minimum steps. Signing up is expected to be mandatory for the driver. Details verifying vehicle, license, etc., shall be required from the driver. Nevertheless, the process should be simple and intuitive.

For customer: The sign-up process was optional for UHaul. For other applications, making the sign-up process the last step before completing a request generated good user experience (eg. Kanga). Sites that had easy and short sign-up and sign-in processes were found to provide better user experience (eg. Uber Rush, UPS, Dolly). In contrast, UberRush only allows sign-up for businesses, which significantly limited the user population.

For driver: Kanga, UberRush and Dolly's sign-up process for drivers were analyzed. All three applications were excellent examples of this process. Although the sign-up process is relatively long compared to the customers', as details for important information are required, it is rather intuitive and easy to follow. The sign-in process was not studied as there were no resources available.

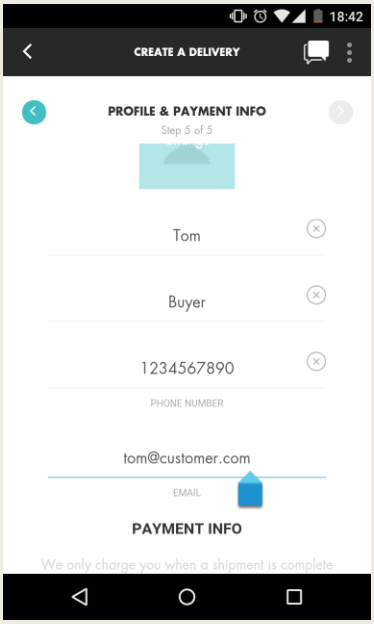


Fig 1. The last step of placing a delivery request in Kanga

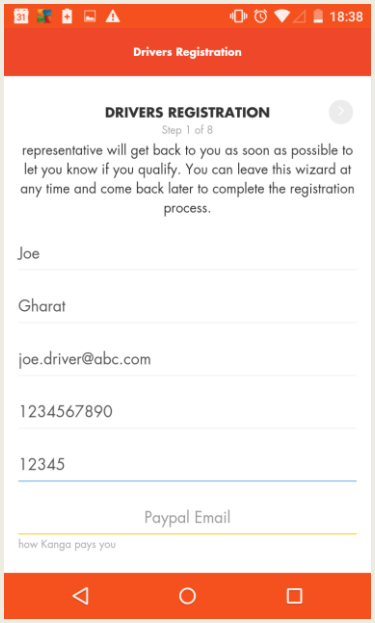


Fig. 2 : Driver's sign-up process for Kanga. Includes 8 easy and intuitive steps.

Fig 3: Dolly helper application.

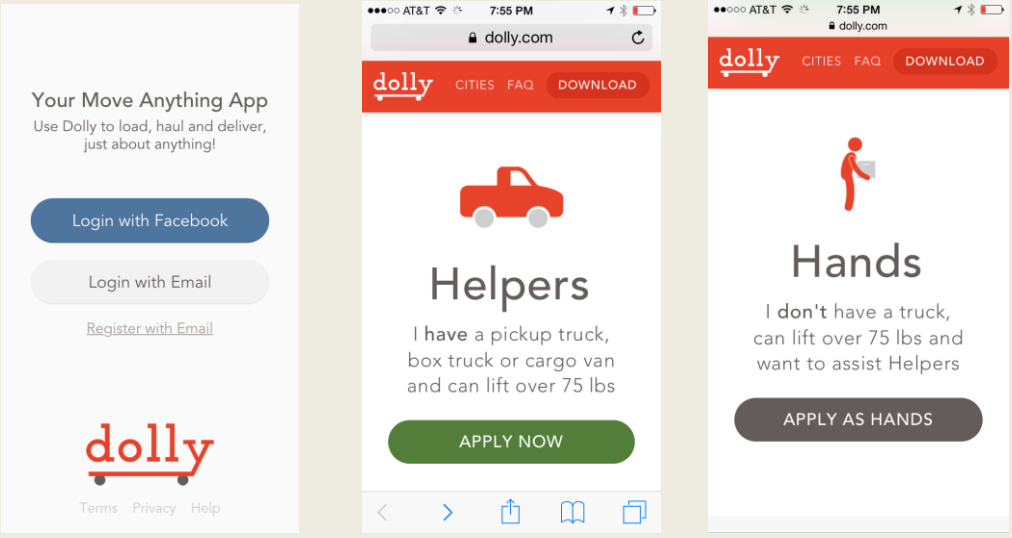


Fig. 4 : Dolly sign-in. Minimum steps required and easy. A driver can sign-in can a helper or a hand.

Requesting a delivery

The steps for customer to place a delivery request should be intuitive. Uploading picture of the item to be delivered is a good option.

Kanga and UberRush's process for making a delivery request is minimal and intuitive. Competitors such as Dolly also provide good but slightly longer request process. In Kanga, customers set a price for which they are willing to pay. However, as a result of this feature, Kanga does not guarantee that a particular order will be selected by the driver.

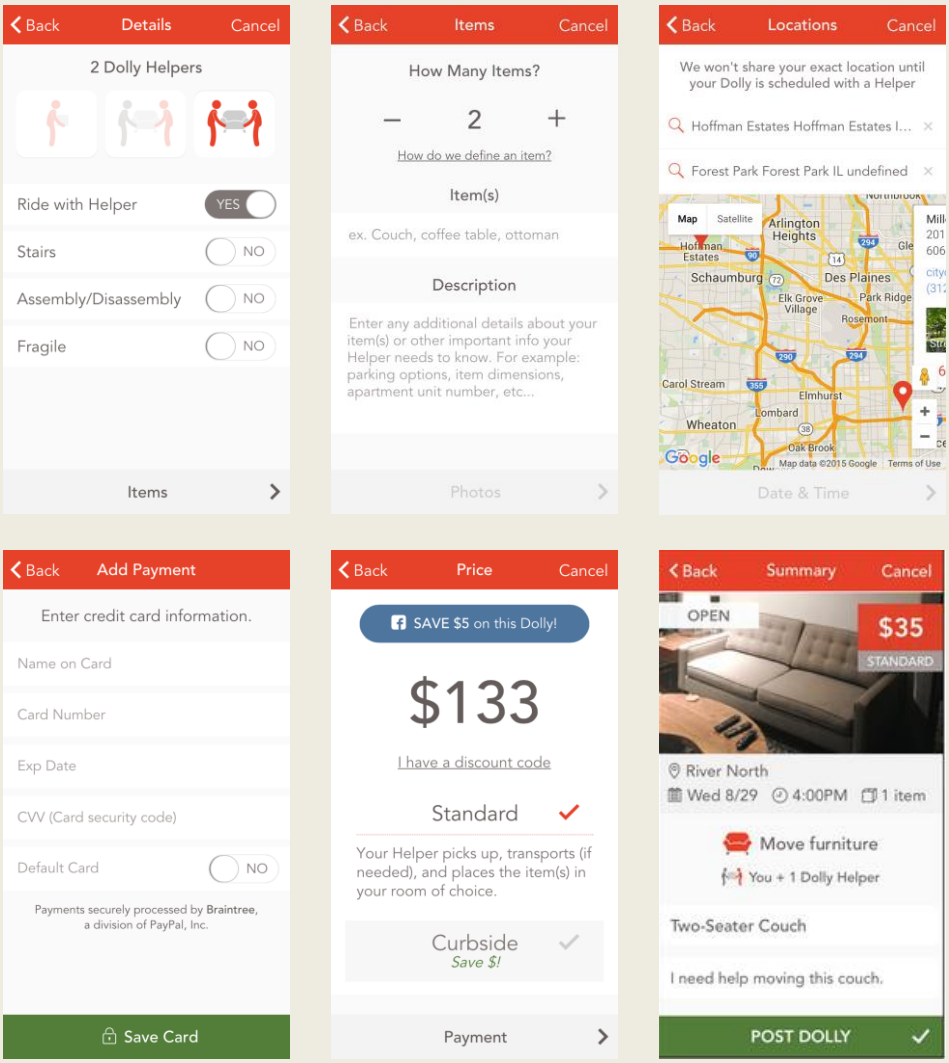


Fig 5 : Dolly's order request process. Facility to upload pictures. Short and intuitive.

Delivery experience for driver

The application should have minimal and intuitive steps for the driver to select an order for delivery, or alternatively, to let the system assign the tasks to the driver.

Kanga and UberRUSH allow drivers to sign in and select orders to complete in an intuitive and easy manner. These applications provide clear information on addresses of the origin and the destination. Dolly automates orders for drivers, which solves the problem of no guaranteed delivery posed by Kanga.

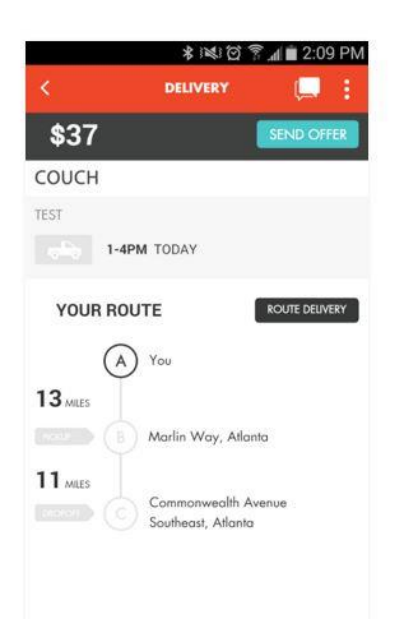


Fig 6 : Kanga driver application. Provides essential information for processing the order.

Customer/Driver mutual feedback

Customer's feedback for driver was found on most applications.

The simple tap-and-rate feature of UberRUSH's as well as Dolly's rating system was easy to use. Information on the overall rating of a driver is available to the customer for all three applications described above.

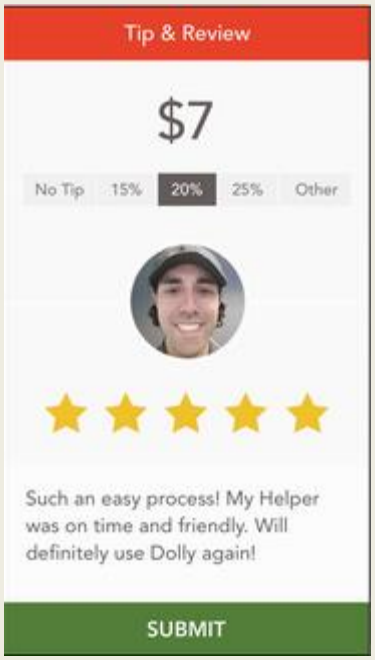


Fig 7 : Dolly driver ratings.

Communication between customer and driver

Some communication platform should be established between the driver and the customer. Chat and calling were provided by some of the applications presented in this analysis.

All the applications include in-application calling and messaging. These functions are found to be intuitive.

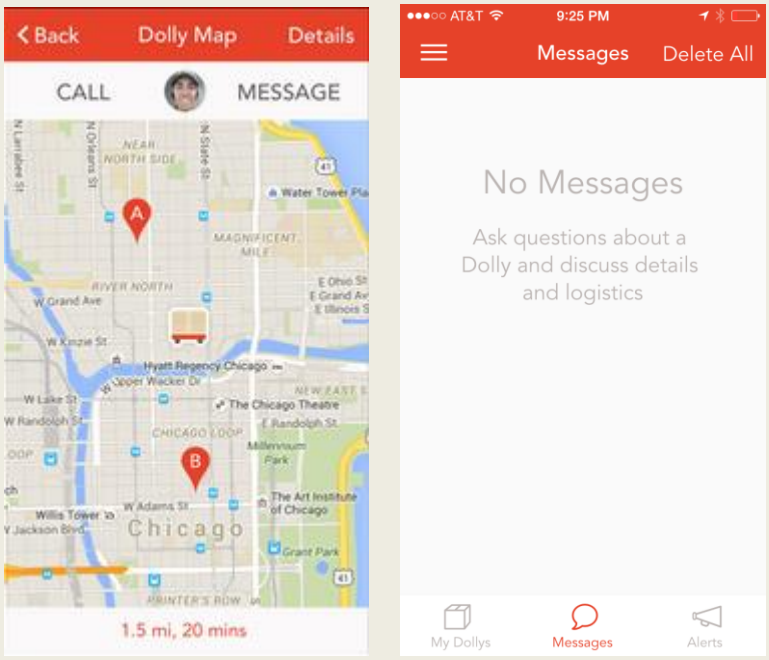


Fig 8 : Dolly the customer can contact track the shipment and contact the driver using application. Chat UI.

Limitations

One major constraint in exploring the applications in depth was that it is difficult to evaluate the procedure without physically being a customer/driver. Therefore certain assumptions were made for some portions of the application, especially the ones that were related to the physical process of making/completing a request. Videos and other literature in helps section of these applications were relied on to form basis for these assumptions. The usability of such portions are not able to be analyzed objectively in this analysis. Given the time and budget constraints, highly detailed analysis of each and every feature could not be made.

Conclusion

Having intuitive and easy-to-follow procedures in the application is essential to the usability of said application. Some of the features such as chatting, calling, navigation, and uploading picture of the item for delivery could be provided to engage the customers/drivers with the PixUp application. Kanga, Uber Rush and Dolly can be considered to be good examples for usability of an on-demand delivery service application. Uber Rush is a good candidate for usability. Nevertheless, the lack of support for individuals who need delivery makes it less usable than Kanga and Dolly.

Appendix

Rubric

Main Feature Part	3	2	1
Sign-up/in (customer)	Information needed from customer is minimal. Minimal steps to complete registration. Sign-up optional.	Information needed from customer is more than what's needed, but moderate. Moderate steps to complete registration. Sign-up mandatory.	Information needed from customer is excessive. Lengthy steps to complete registration. Sign-up mandatory for access to any feature.
Sign-up (driver)	Sign-up process is straightforward and intuitive. The driver can finish the sign-up process independently with the information provided.	Sign-up process is straightforward and intuitive. The driver can finish the sign-up process independently with the information provided.	Unnecessarily lengthy sign-up process. Requires excessive information that is difficult to gather.
Customer's experience (the process of requesting/ordering, ease of navigating through the application, the steps one takes before making a request)	How to access the features is very obvious. Process has the least steps and are very intuitive. Information on reliability of the driver is provided.	How to access the features is somewhat obvious. Process has a few steps and are relatively intuitive.	How to access the features is hard to find. Process is lengthy and rather confusing.
Driver's experience (the process of completing an order for driver, i.e. selecting the order within the application, pick up the order and delivery)	Flow of the process is smooth. UI is intuitive. Driver could pick up and arrange multiple orders efficiently. Driver could easily use navigation within application to pick up/deliver things. No extra steps needed when they finished delivery (e.g. request money, submitting forms, etc.)	Flow of the process is somewhat smooth. Extra instructions needed in UI to clarify process. Driver can pick up and arrange orders /use navigation without too much trouble. Few extra steps might be present.	The process is rather confusing and hard to navigate through. Driver frequently gets confused when using the application to pick up/deliver. Unnecessary extra steps are present.

Customer/Driver mutual feedback	They're able to rate and comment each other after service. Process is simple.	They are able to rate and comment each other. Process is quick but takes some extra work.	Only one party is able to rate. The process can be easily biased. Process is long and asks for additional unnecessary information
Customer/Driver communication (communication between driver and customer during/before delivery)	Both driver and customer could communicate with each other easily, and their privacy is well protected. Notifications (i.e. delivery progress, directly communication between driver and customer) are instant and attention grabbing.	Only one party is able to communicate another party. Notifications (i.e. delivery progress, directly communication between driver and customer) are fast and relatively intuitive.	Both driver and customer could not communicate with each other. Notifications (i.e. delivery progress, directly communication between driver and customer) are slow and not attention grabbing.

Complete table of main feature part and other product features with narrative

c. Miscellaneous Screenshots

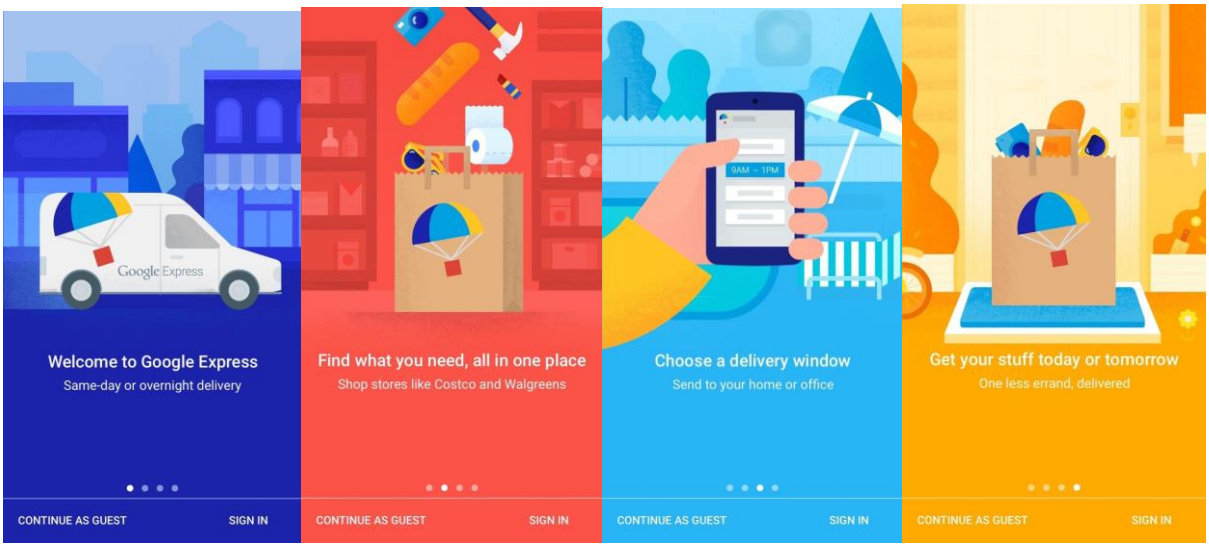


Fig 9 : Google Express has a good tutorial after downloading the application.

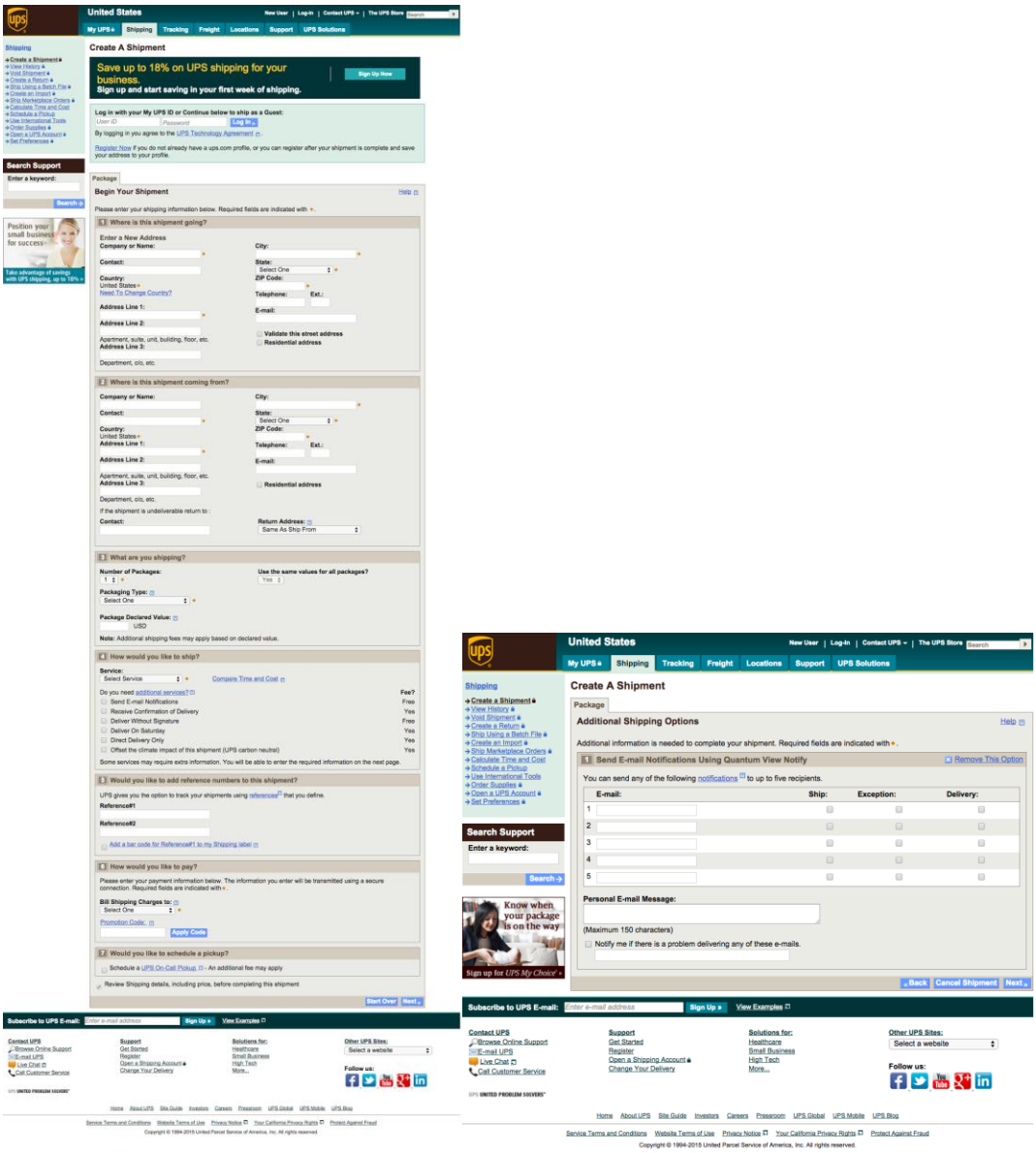


Fig 10: UPS, on the other hand, has a short request process but asks for excessive information in a long form which creates bad user experience.