

Package Zen

User Research & Ideation

June 9, 2015



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Current UX Challenges

Inbound / Outbound Experience

- Ensure users always know exactly which path they are on
- Allow users to easily switch between paths

Required vs. Optional Workflows

- Grant users easy access to optional actions
- Maintain a simple design with no disruptions to the workflow

Introduce Instructions

- Communicate specific actions
- Identify options for presenting instructions

User Research



Key Research Questions & Assumptions

Questions

What is the current mental model for managing office packages?

How do office managers / mail rooms / receptions capture package data?

What actions require instructions and how should instructions be communicated?

Assumptions

Package Zen can identify package recipients, even when a barcode is not present

Primary user groups include receptionists, mail clerks and office managers

Workflows can be configured, based on the customer's needs

Addressing pain-points

Inbound / Outbound Experience

- Tabbed Navigation for switching tasks

Required vs. Optional Workflows

- Add options for logging damage and secondary labels

Introduce Instructions

- Ghosting for image captures (labels, barcode, desk nameplate, ID's)
- Show user's progress (step x of x)
- Overlay/animation to remind sender to keep phone out of enclosed space
- Give the user option to decide if it's internal or direct carrier/ transfer of responsibility



10 Participants

Including receptions, office managers, delivery carriers and a warehouse manager

How should
instructions
be communicated?
?

How do potential
users write text
in their mobile
phone?
#3 action layout

Which apps have
very simple, easy
to follow instructions?
form input

Understand
instructions +
actions - matching

#3 action layout

How do existing
logistics apps
communicate
instructions to
users?

How do potential
users take a photo
on their mobile
phone?

#3 action layout

Ghosting for
ID?
Ghosting for
barcode?

(access data
from mobile)
tablet / xx
square

How do users
capture package
data?

Understand how
users undo / redo
actions

(req vs optional workflows)

How often do you
switch tasks?
- Picking / pack-out
- Check-in / check out

How do potential
users capture
damaged items
today?

(req vs optional)

In the workflow,
who asks for
pictures of damaged

How do potential
users capture
delivery IDs today?

Pic is optional

In the workflow,
who asks for
Delivery IDs?

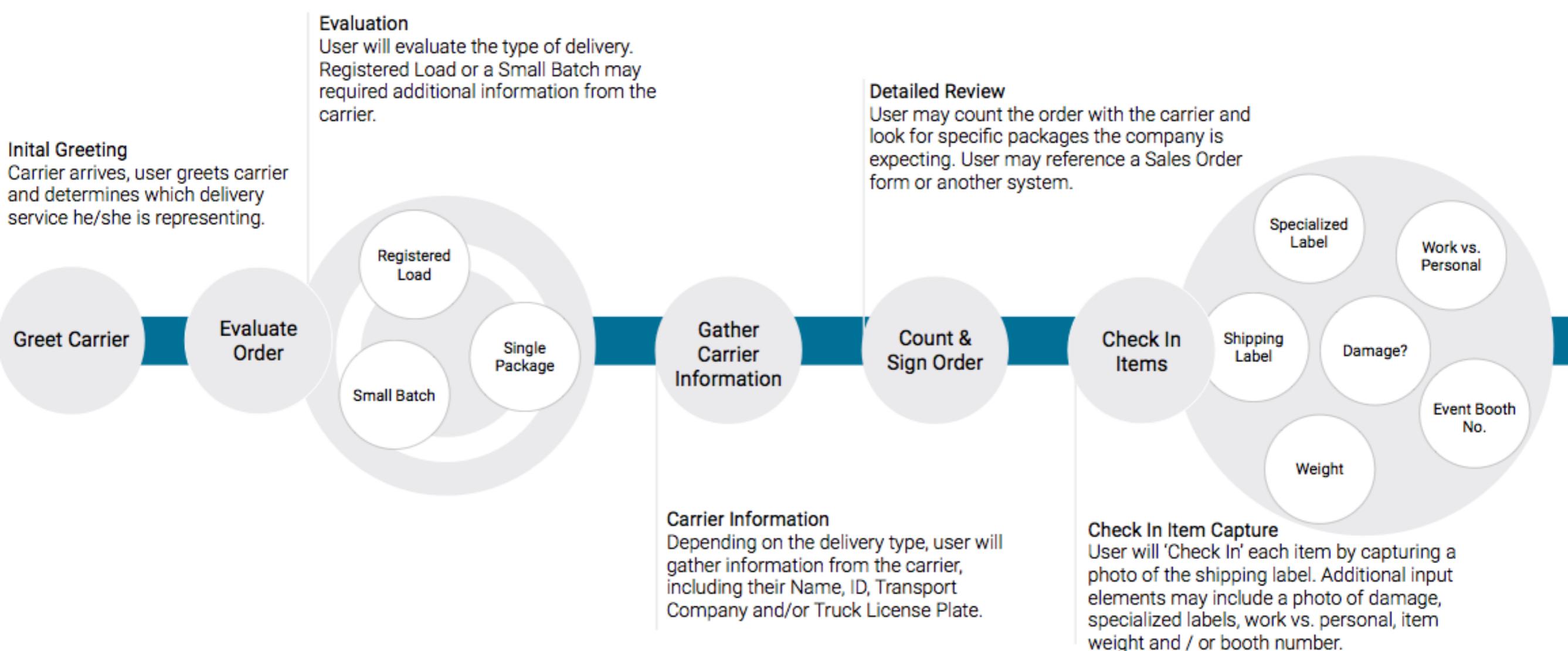
What exactly
is needed in
photos? (order
what's considered real vs)

Where do potential
users send delivery
info / damage details

Research Synthesis

Inbound Task Model

Goal: Track inbound items



Inbound Task Model

Goal: Track inbound items

Organize Items

User may organize items per the given 'Check Out' method



Capture Receipt

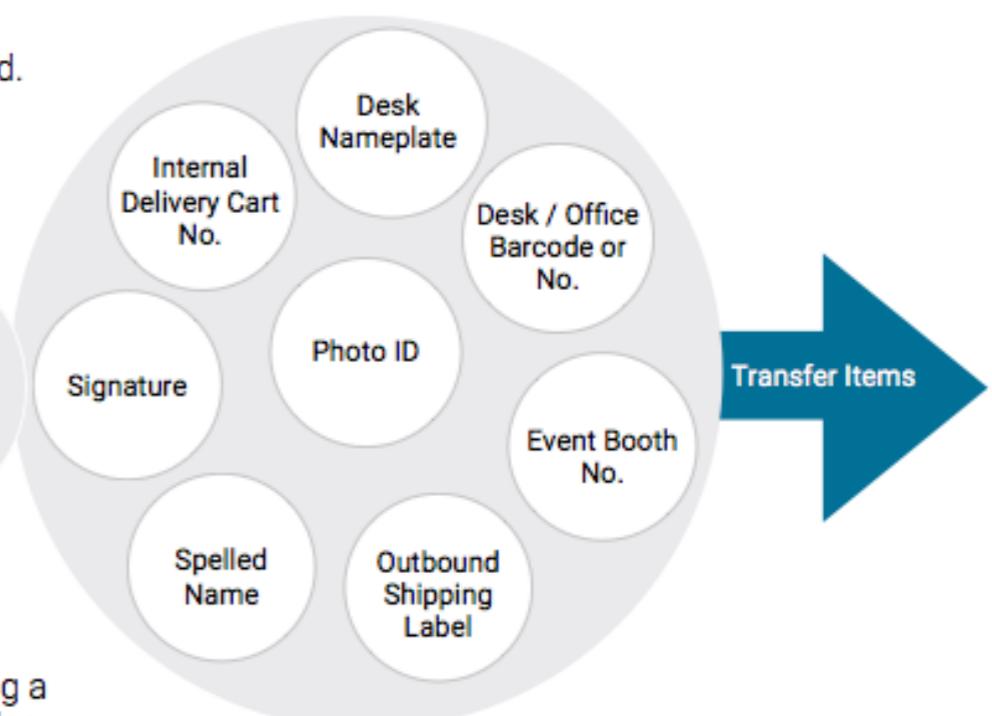
New users may capture receipt of the item transfer during an internal delivery route (e.g. capture desk barcode or nameplate). Or, the same user who checked the items in may also capture receipt if the 'Pick Up' method is applied.

Check Out Items

Check Out Item Capture

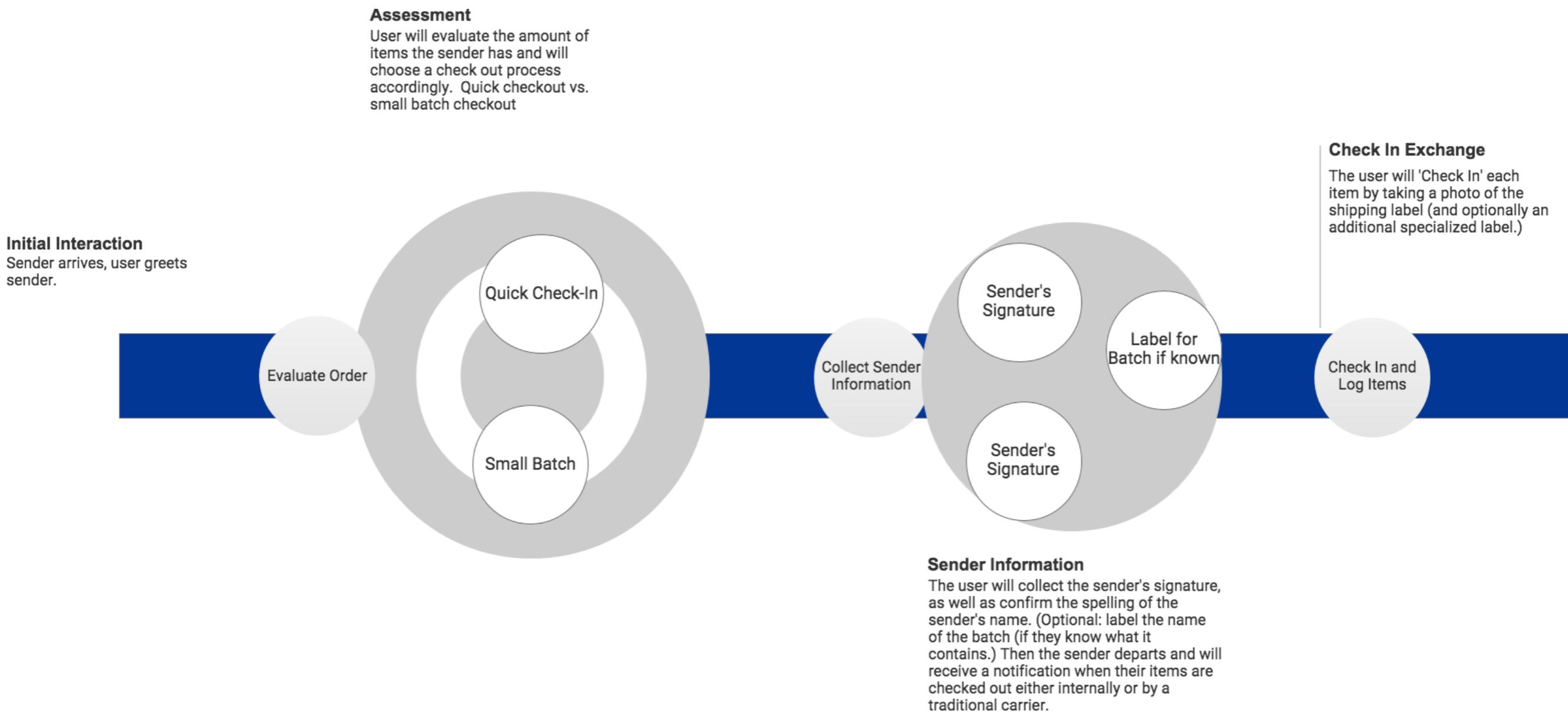
User will 'Check Out' each item by capturing a photo of the shipping label, before transferring responsibility of the item.

Capture Receipt



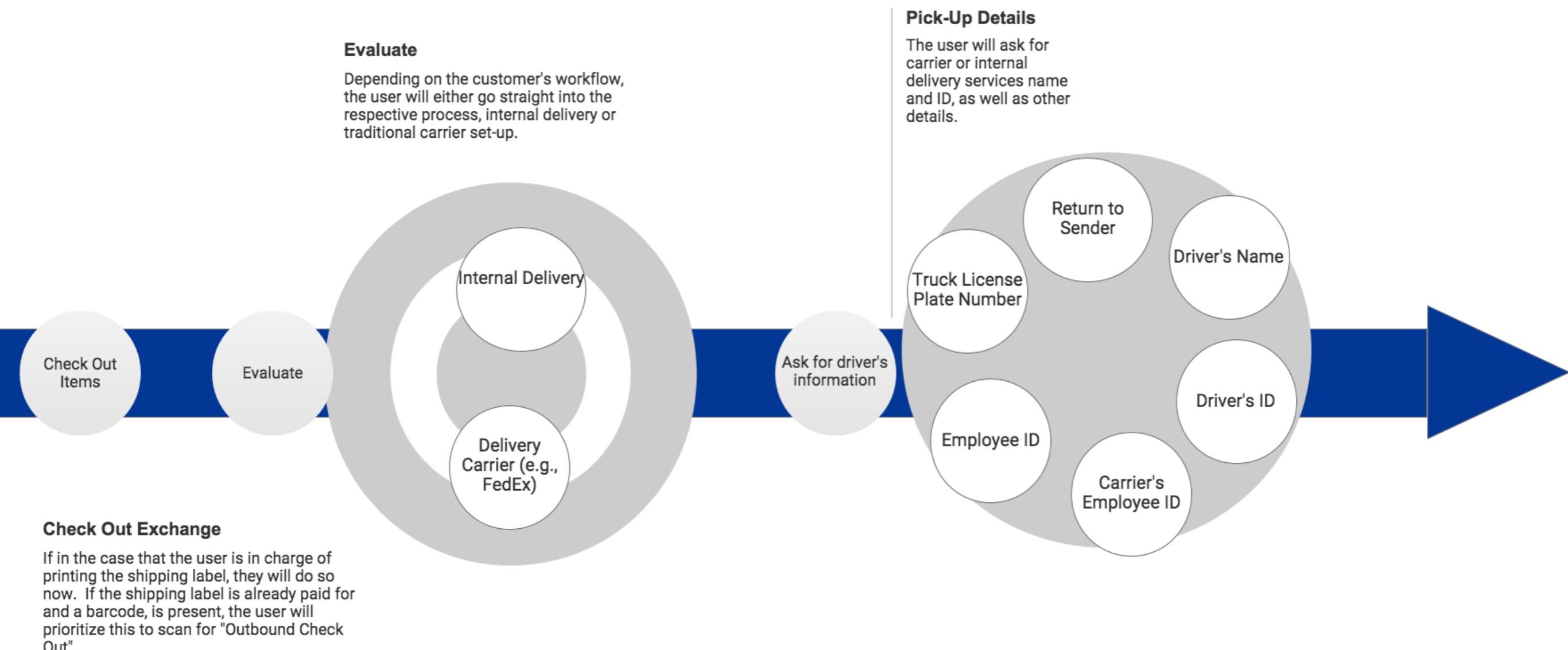
Outbound Task Model

Goal: Track outbound items



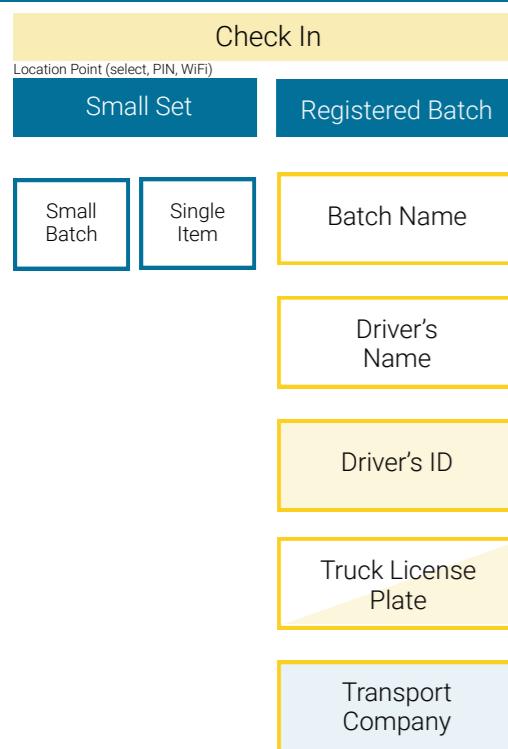
Outbound Task Model

Goal: Track outbound items

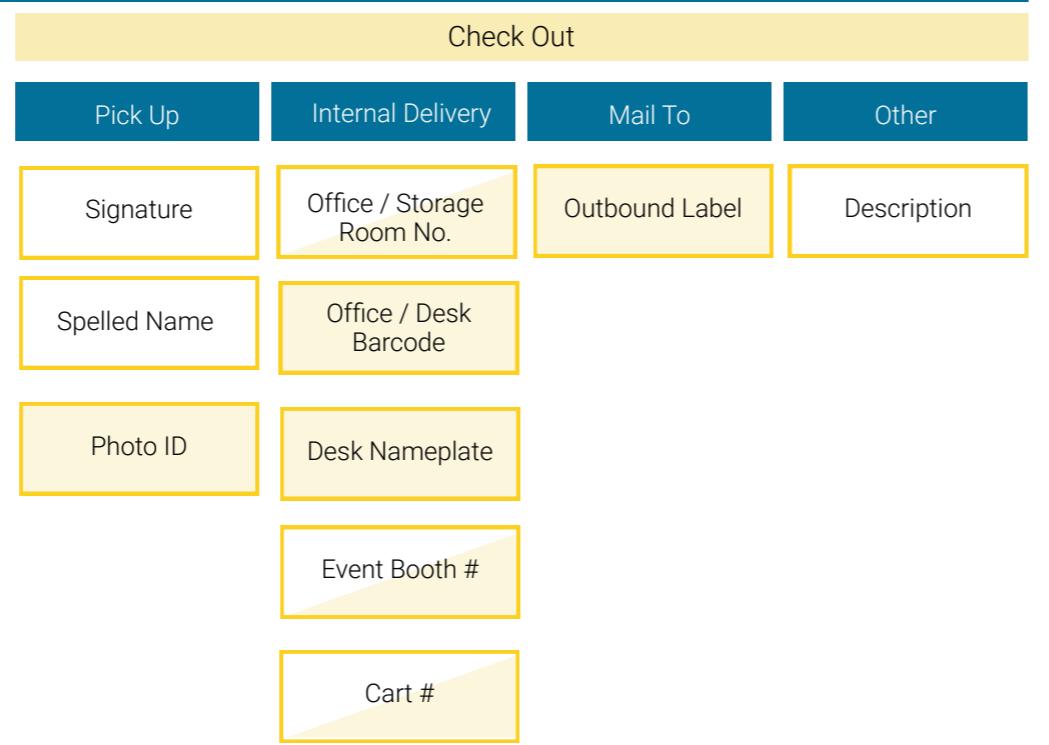


Story Map

Inbound



Check Out



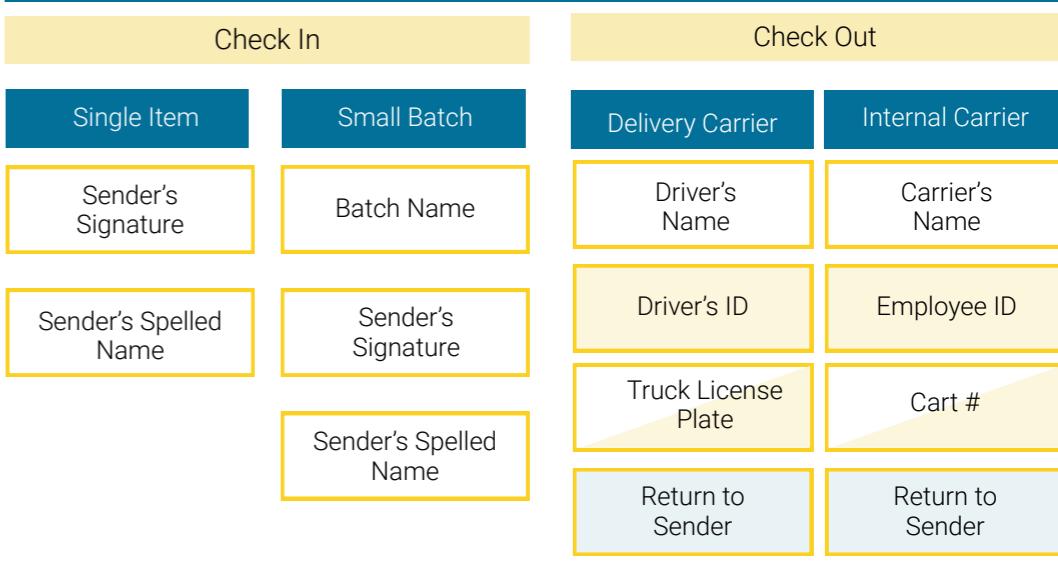
Item Capture



Item Capture *



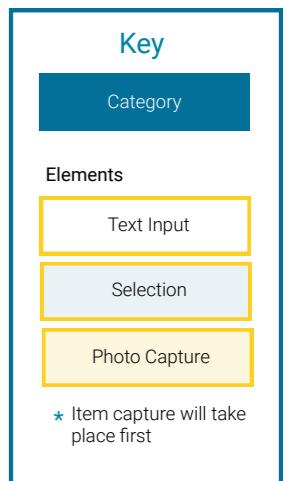
Outbound



Item Capture



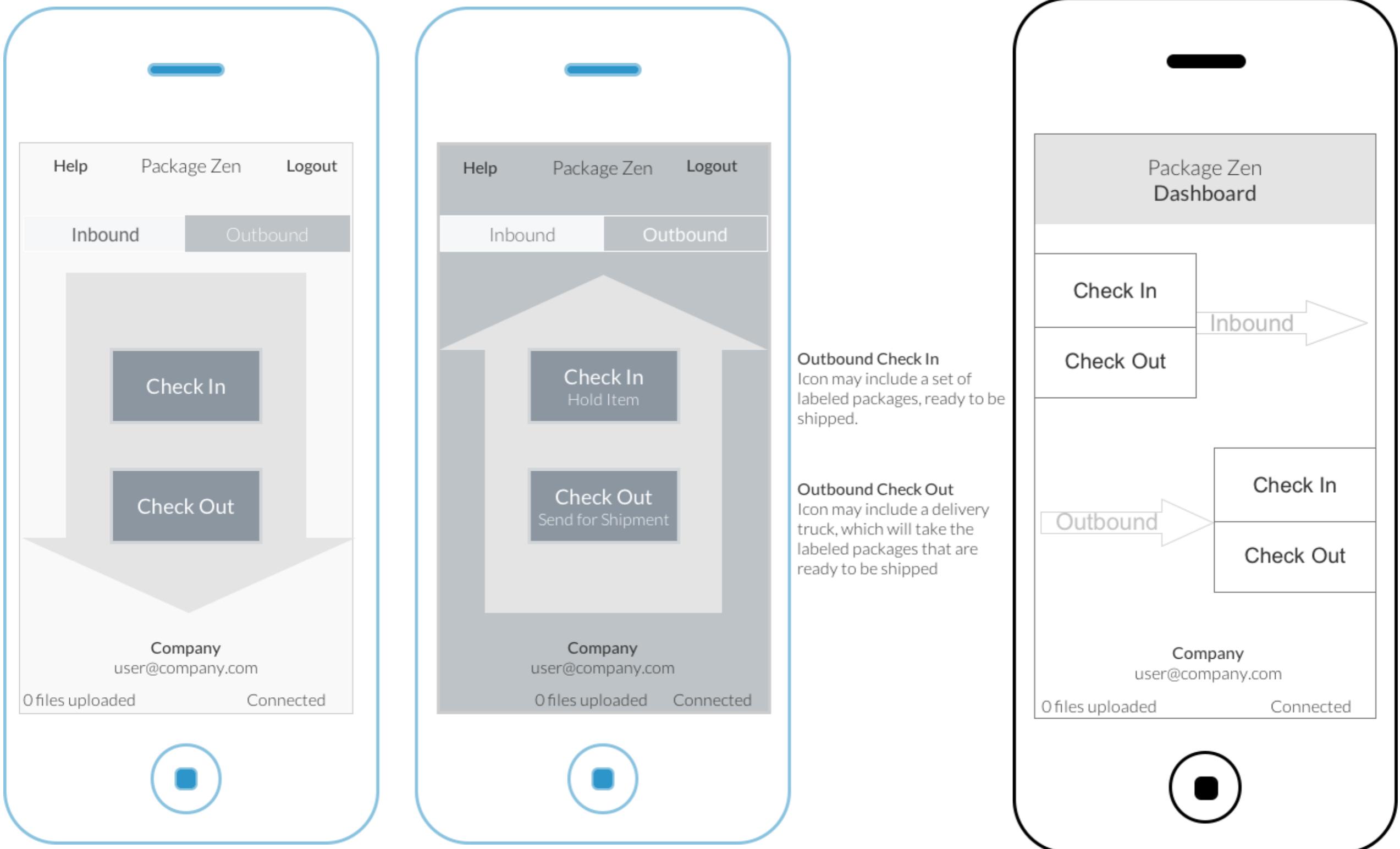
Item Capture *



Wireframe Ideation

Allow users to quickly navigate between
inbound & outbound workflows

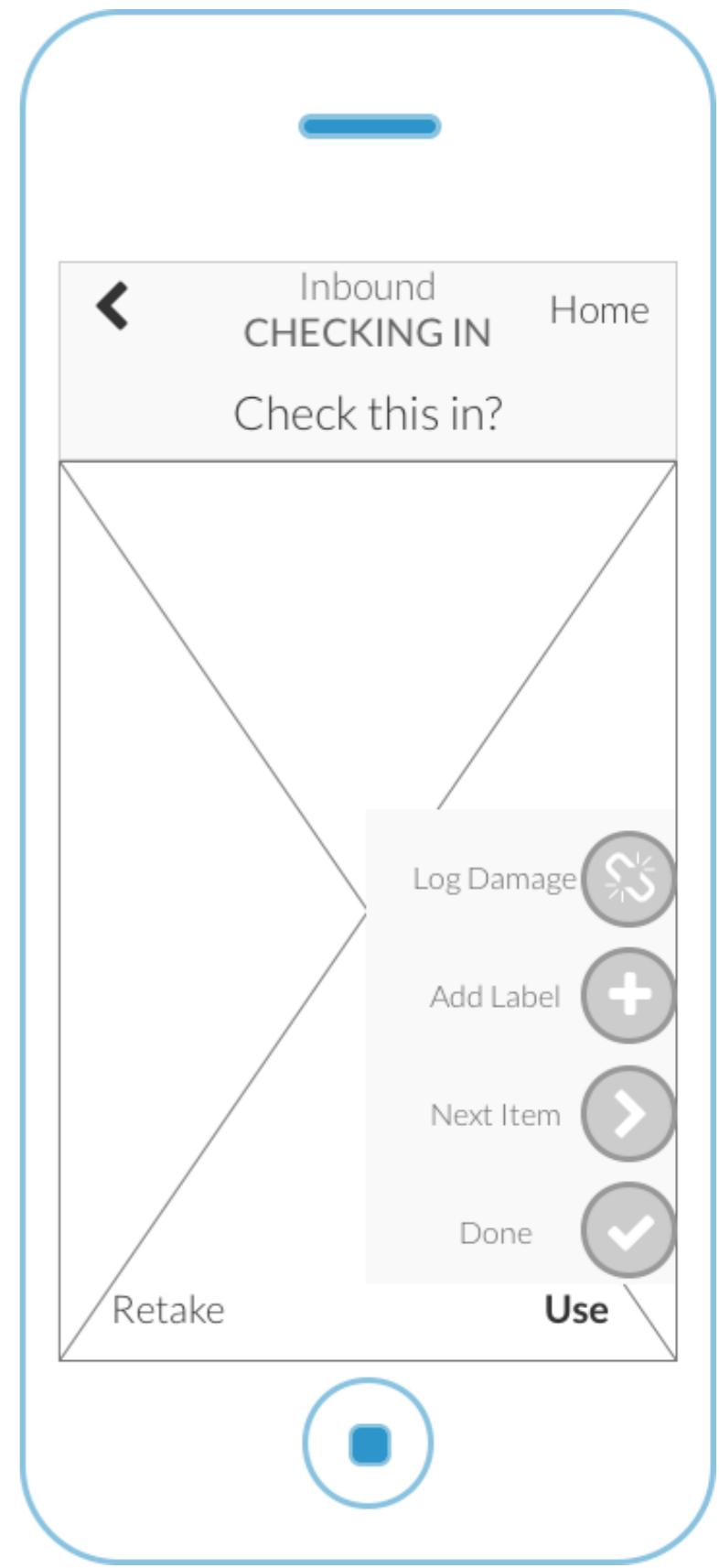
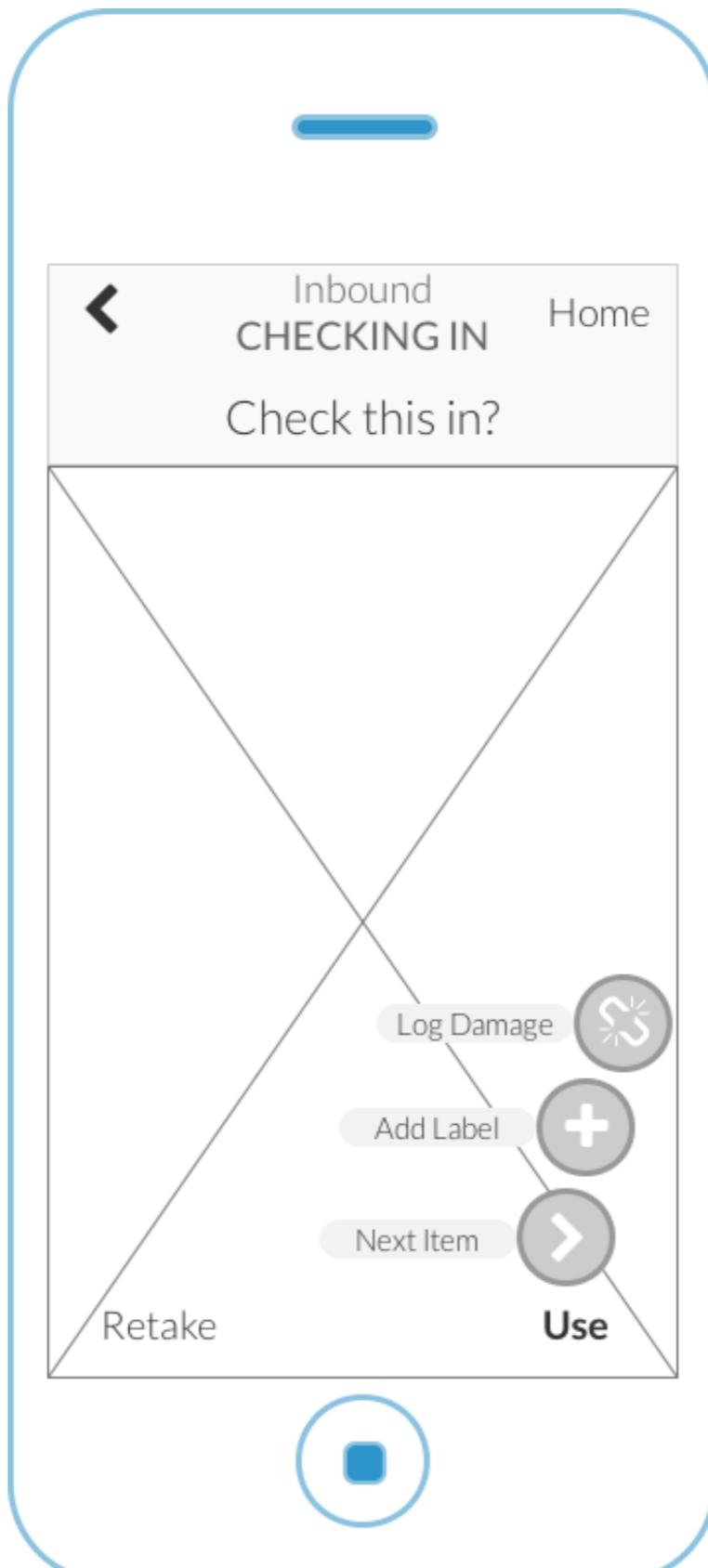
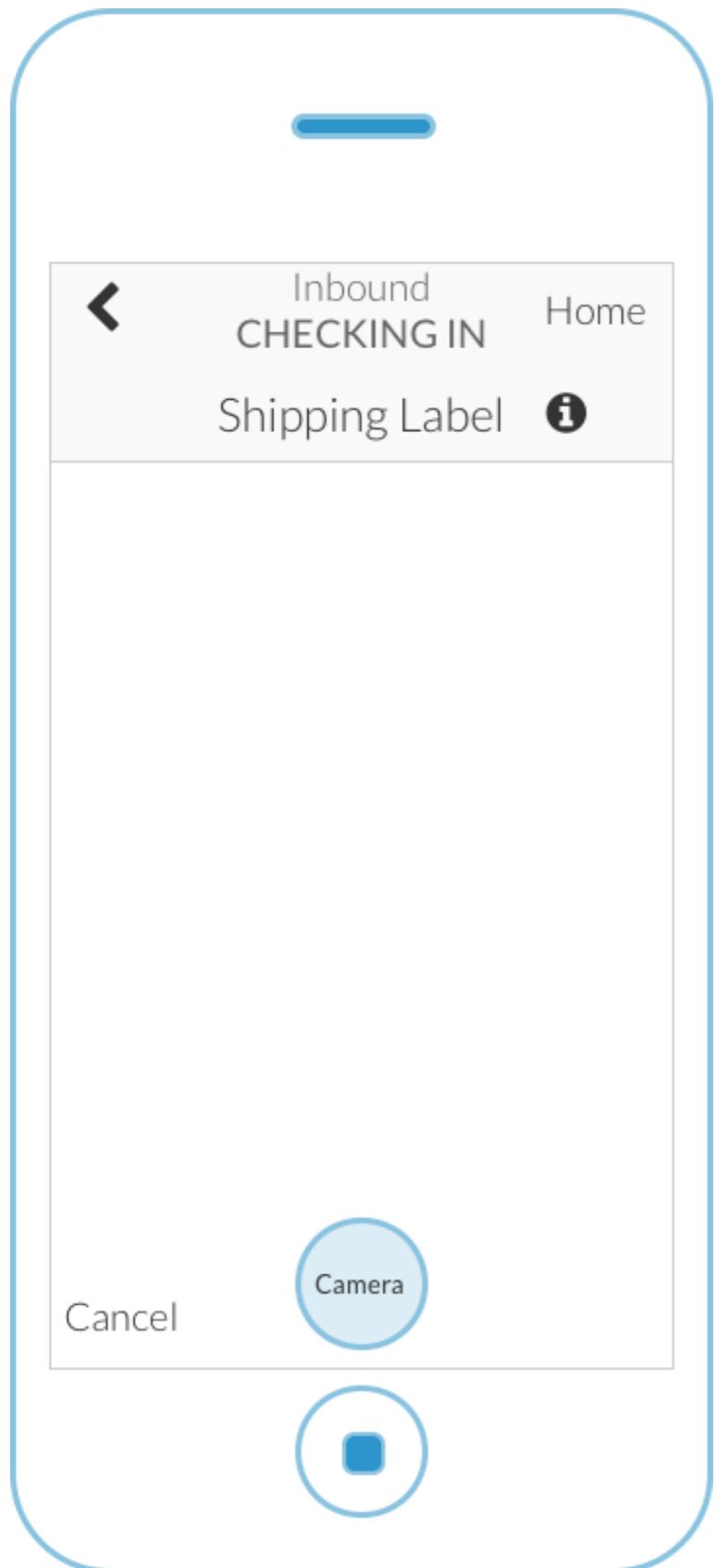
Dashboard Options



Grant users easy access to optional actions,
without disrupting the workflow

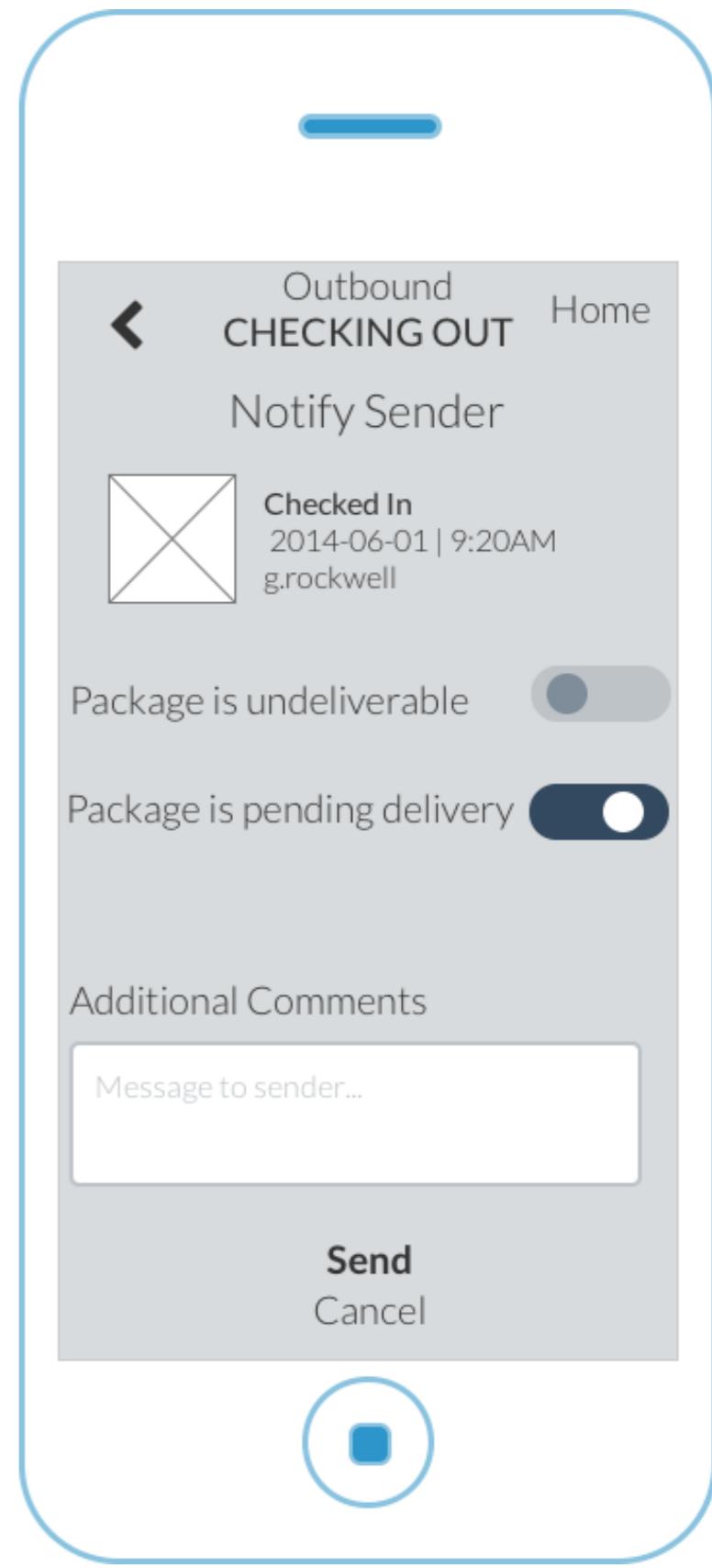
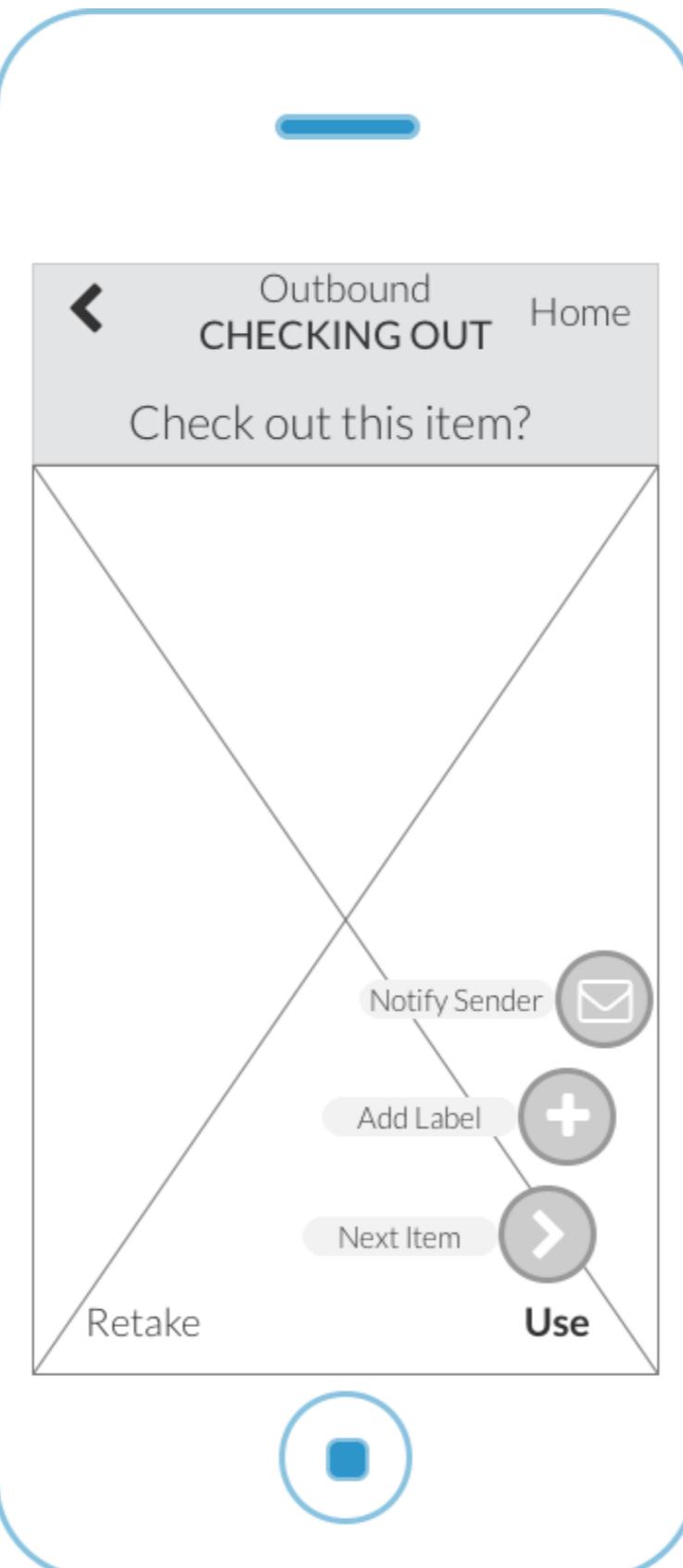
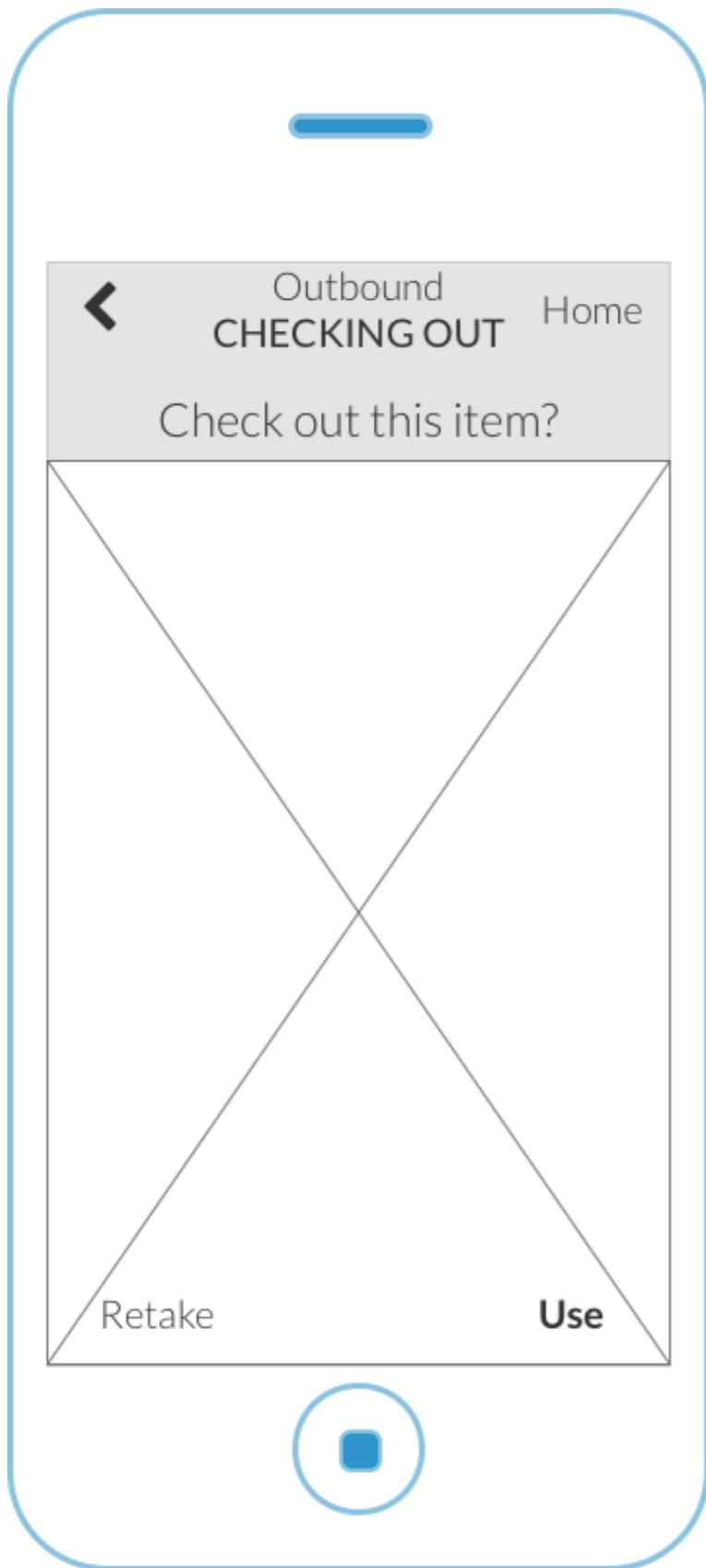
Optional Workflow Examples

Inbound Check In



Optional Workflow Examples

Outbound Check Out



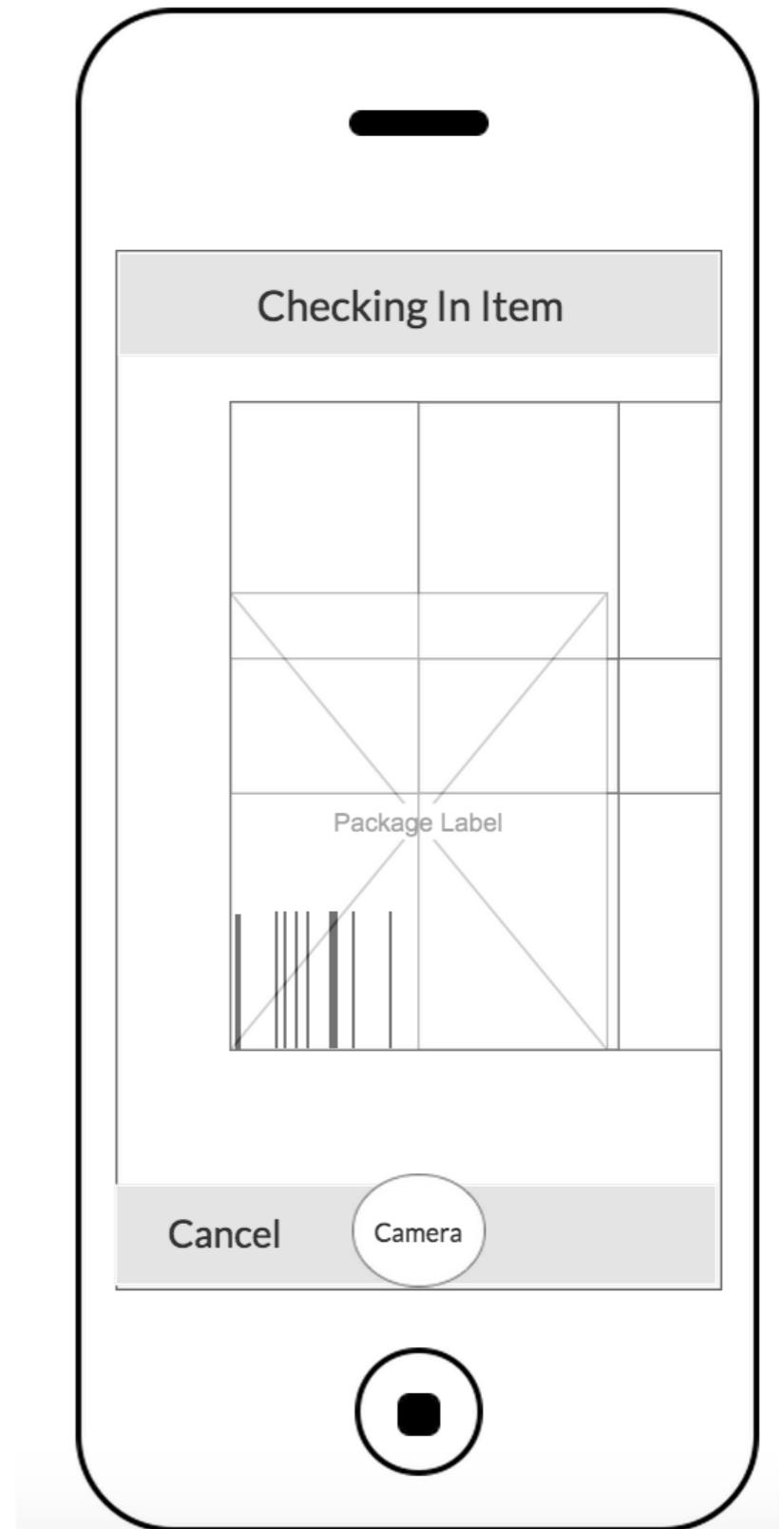
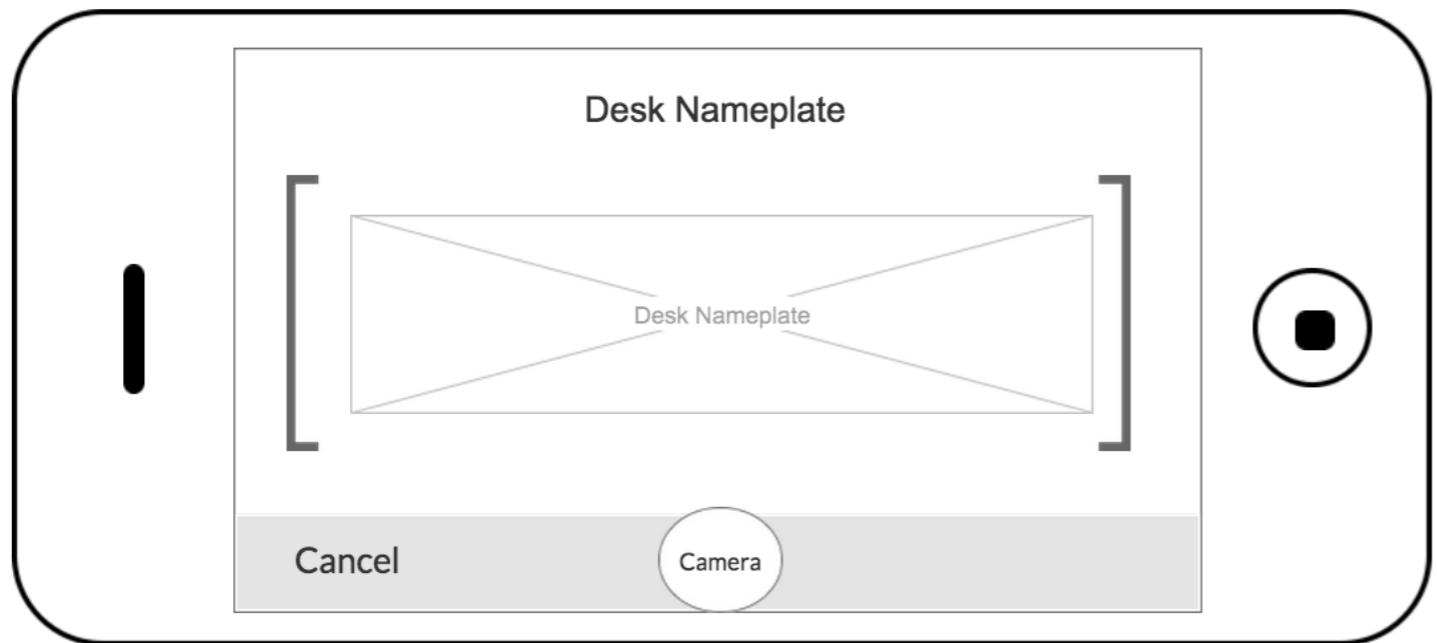
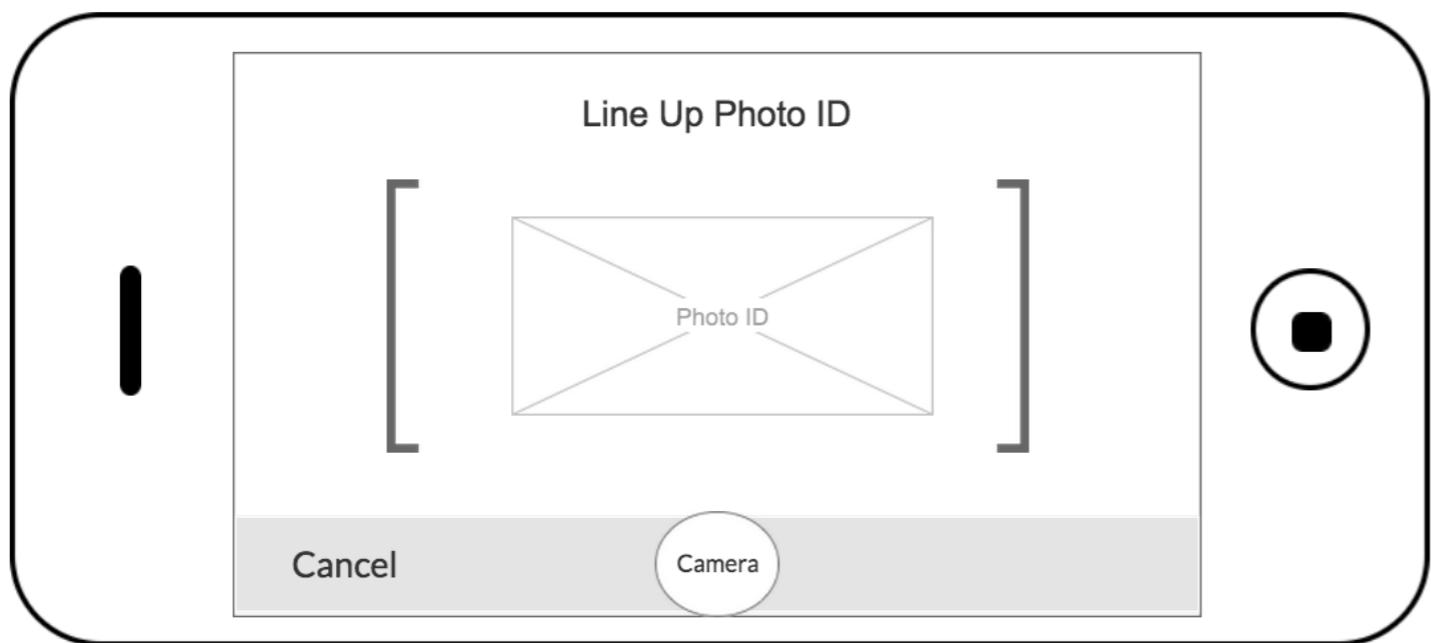
Optional Workflow Examples

Inbound or Outbound Check In



Communicate specific actions

Communicate Instructions Photo Capture



Communicate Instructions Indicator of Upload Status

Thanks!

**Uploading
your item...**

Don't close app right away



Thanks!

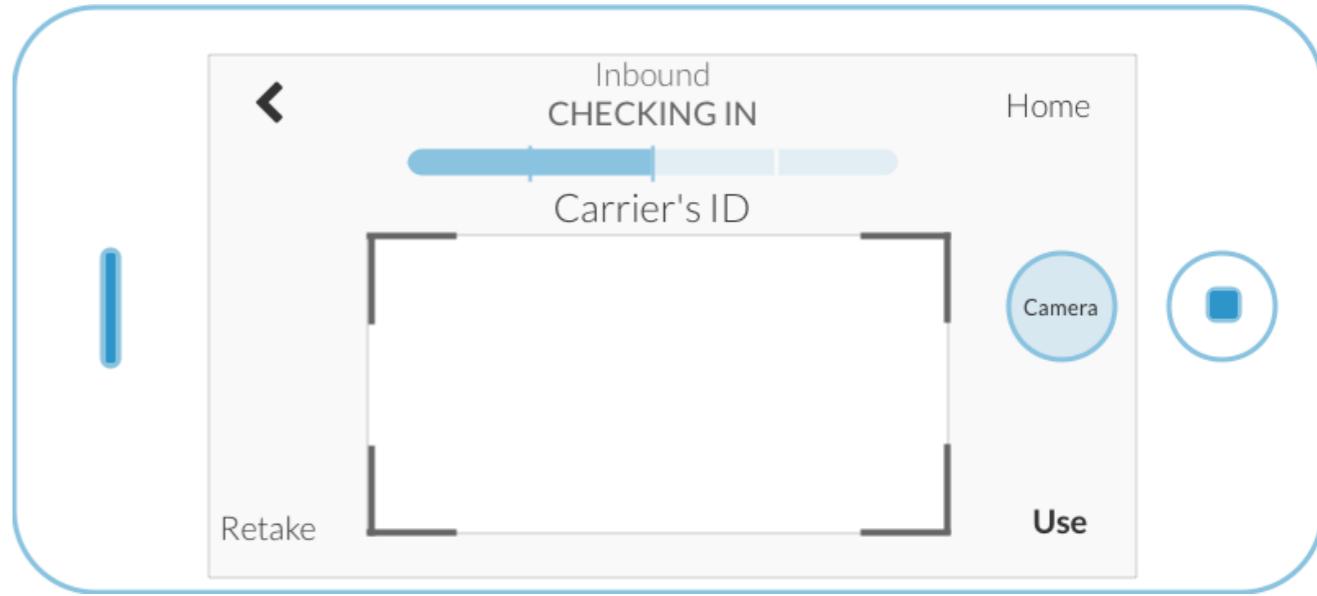
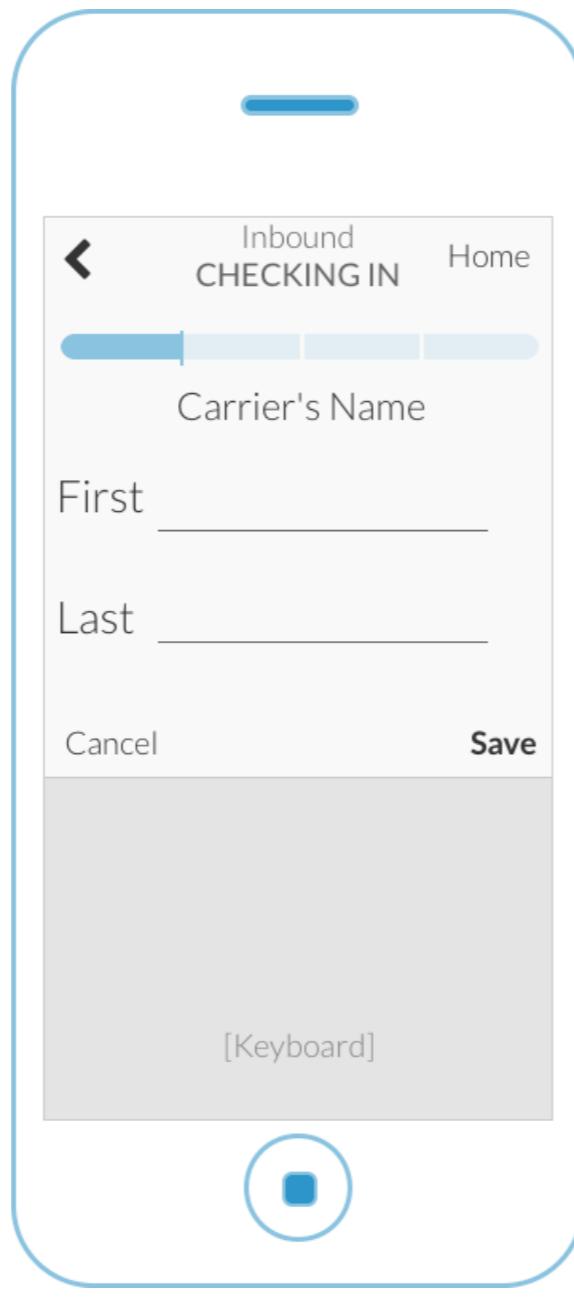
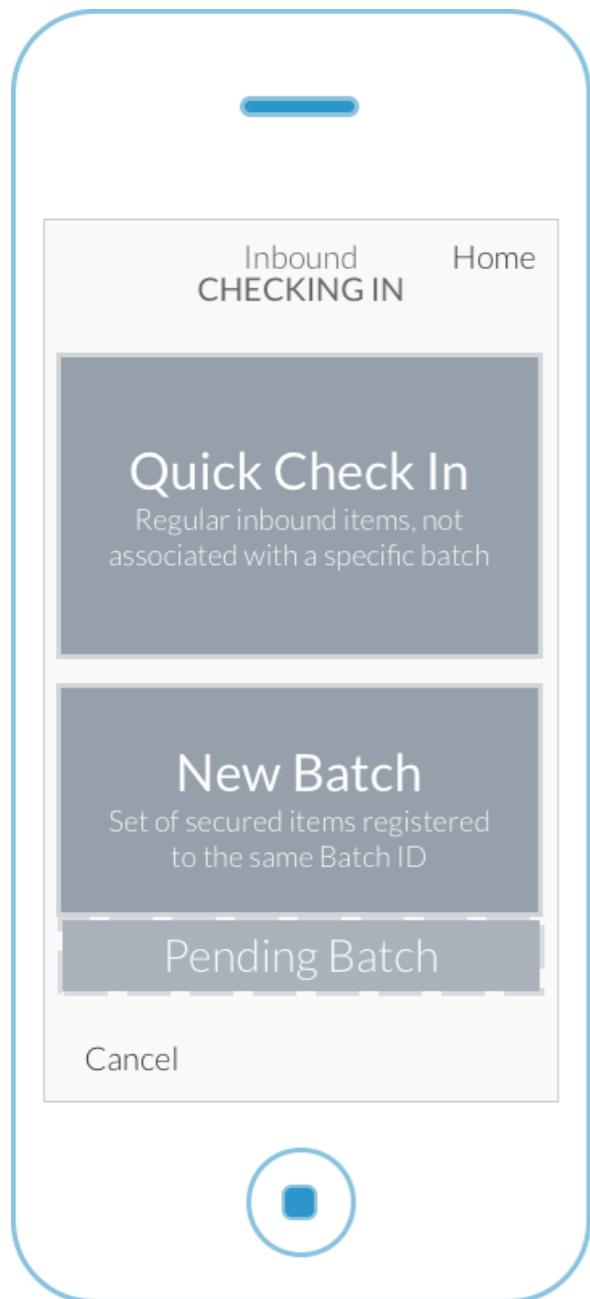
**Uploading
5 Items in
Batch...**

Don't close app right away



Provide visibility into the progress of a
given task

Progress Visibility Inbound Check In - Batch



Progress Bar
Registered batch may have multiple required steps. Progress bar will communicate how many steps are complete and remaining.

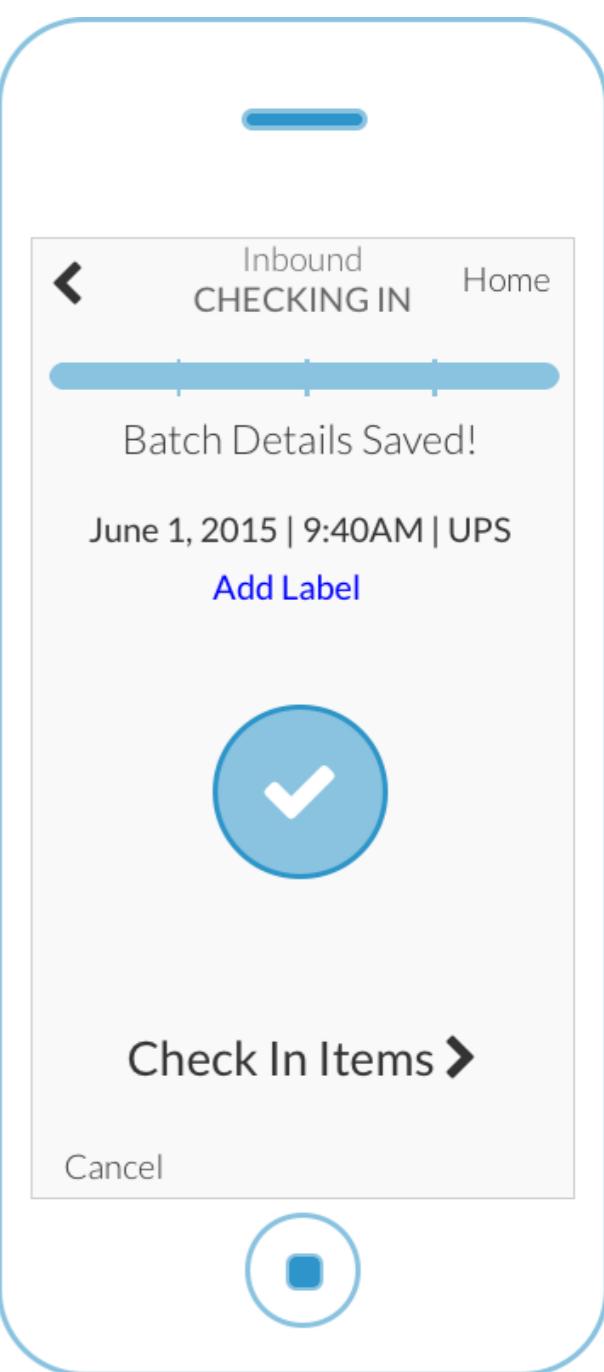
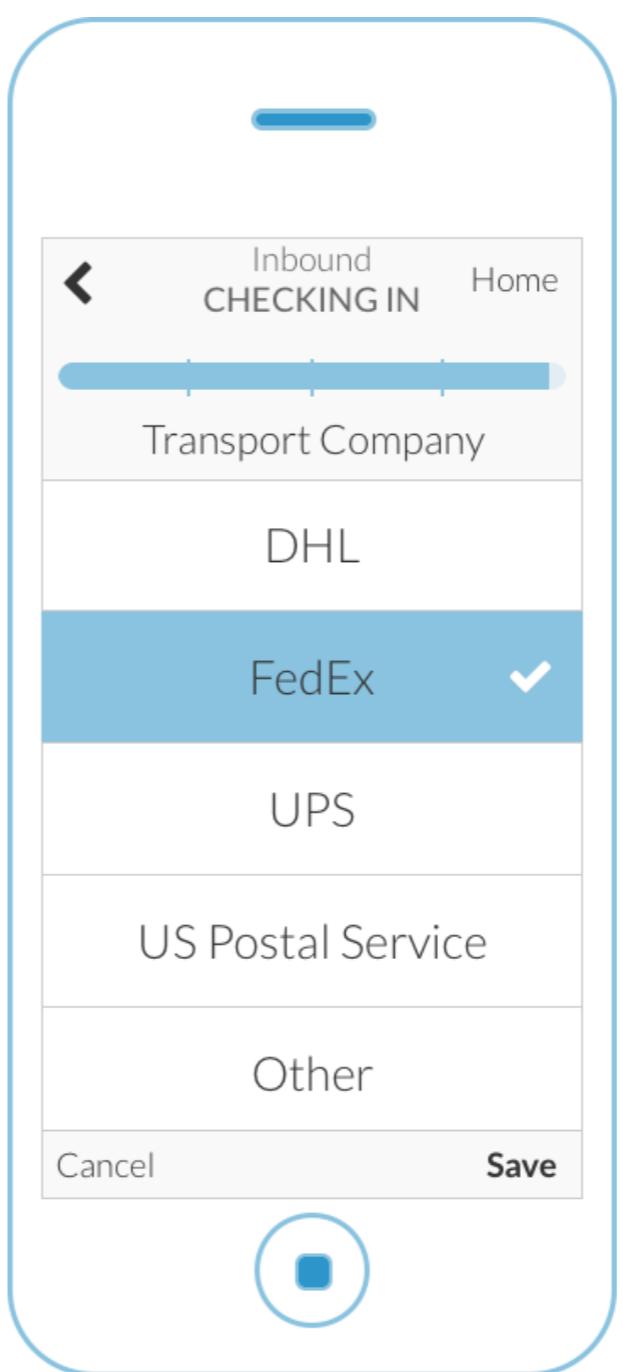
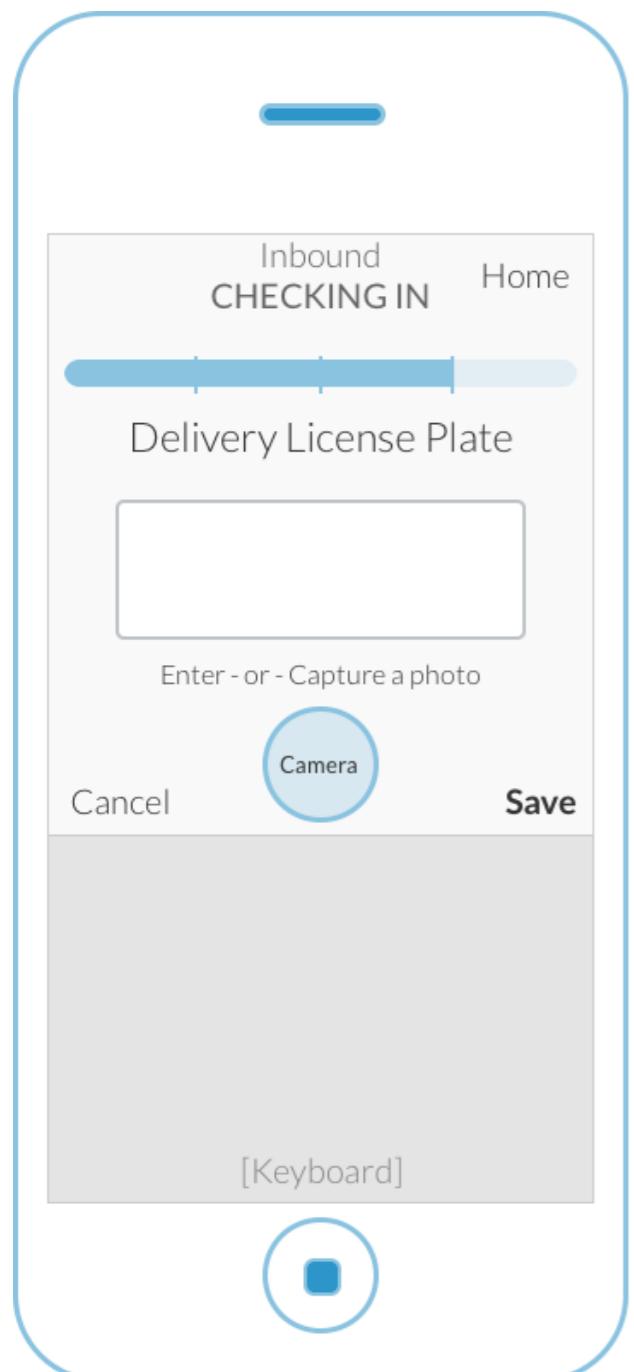
Save vs. Use Navigation
User selects 'Save' to continue on from a text input screen and 'Use' to continue on from a photo capture screen.

Back Navigation
Back button will allow users to navigate back to the previous input screen, with the ability to edit and move forward again.

Home Navigation
Home will take the user back to the Package Zen launch screen, with Inbound selected.

Progress Visibility

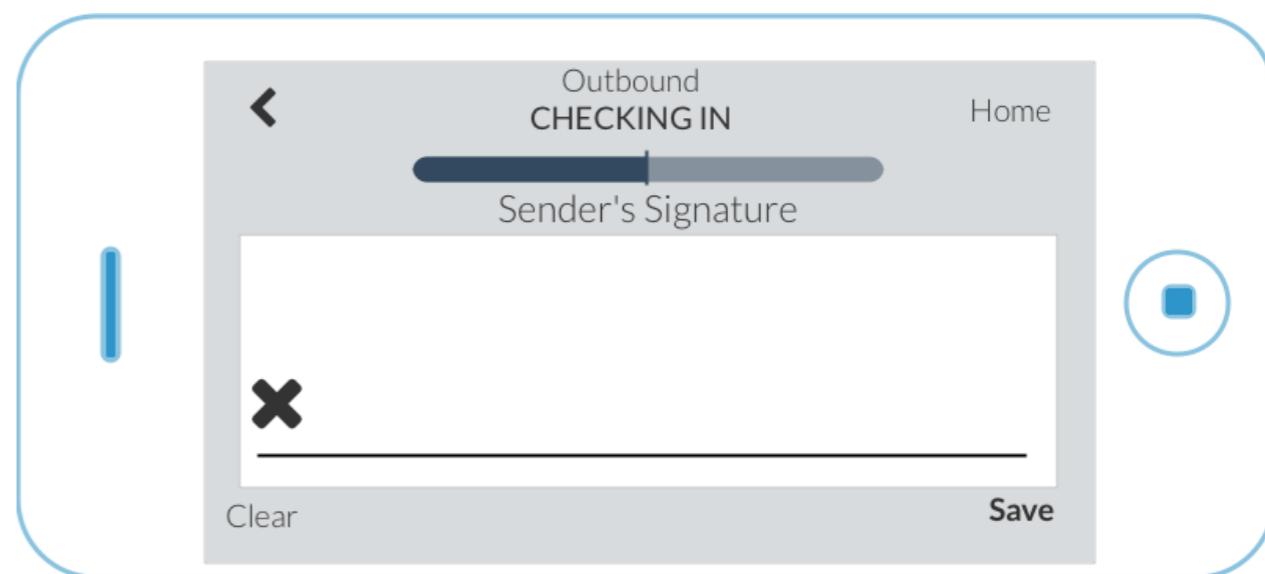
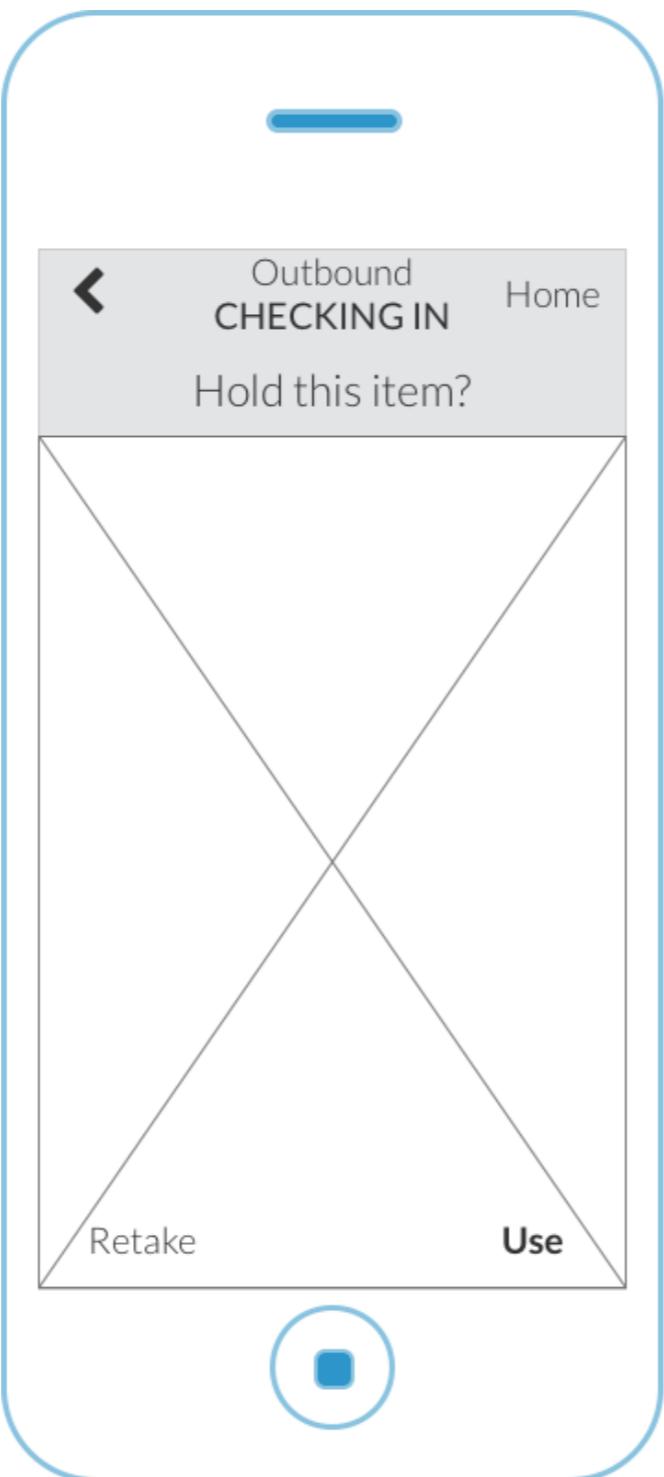
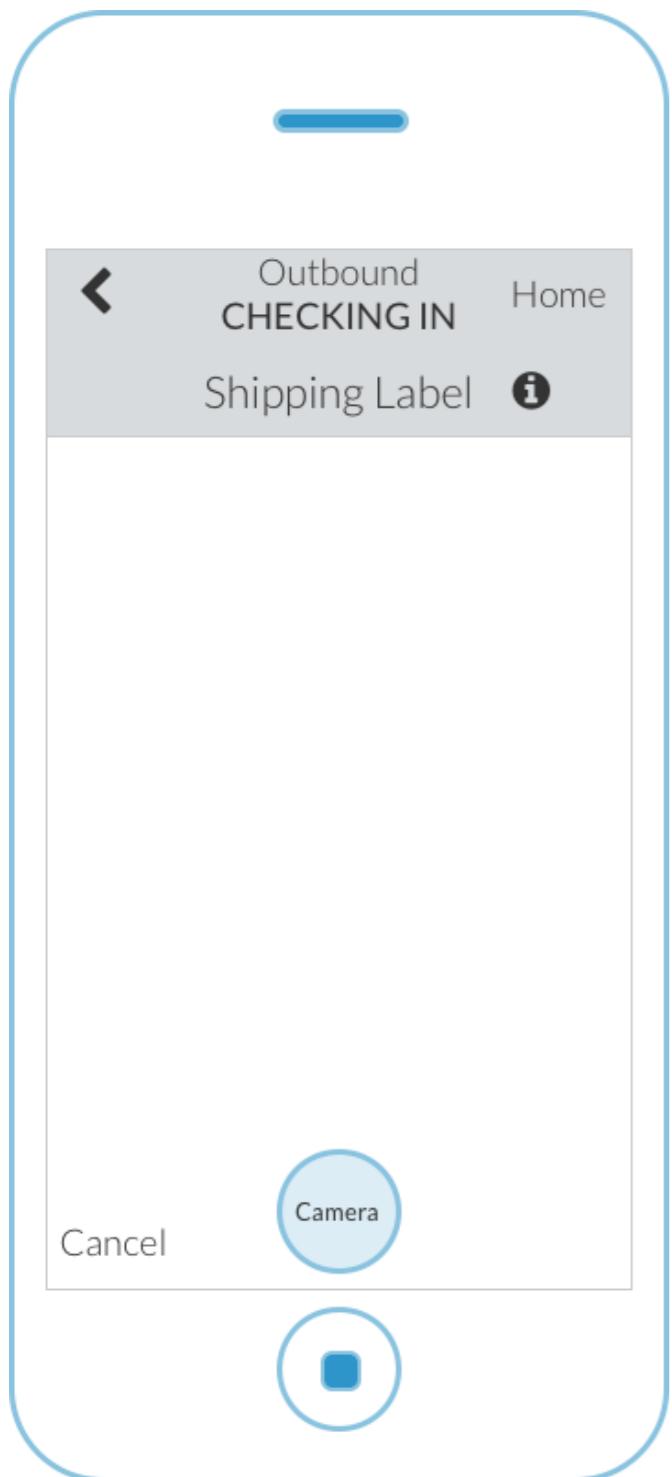
Inbound Check In - Batch



Allow users to manage outbound items

Outbound Workflow

Outbound Check In



Outbound Workflow

Outbound Check In

Outbound
CHECKING IN Home

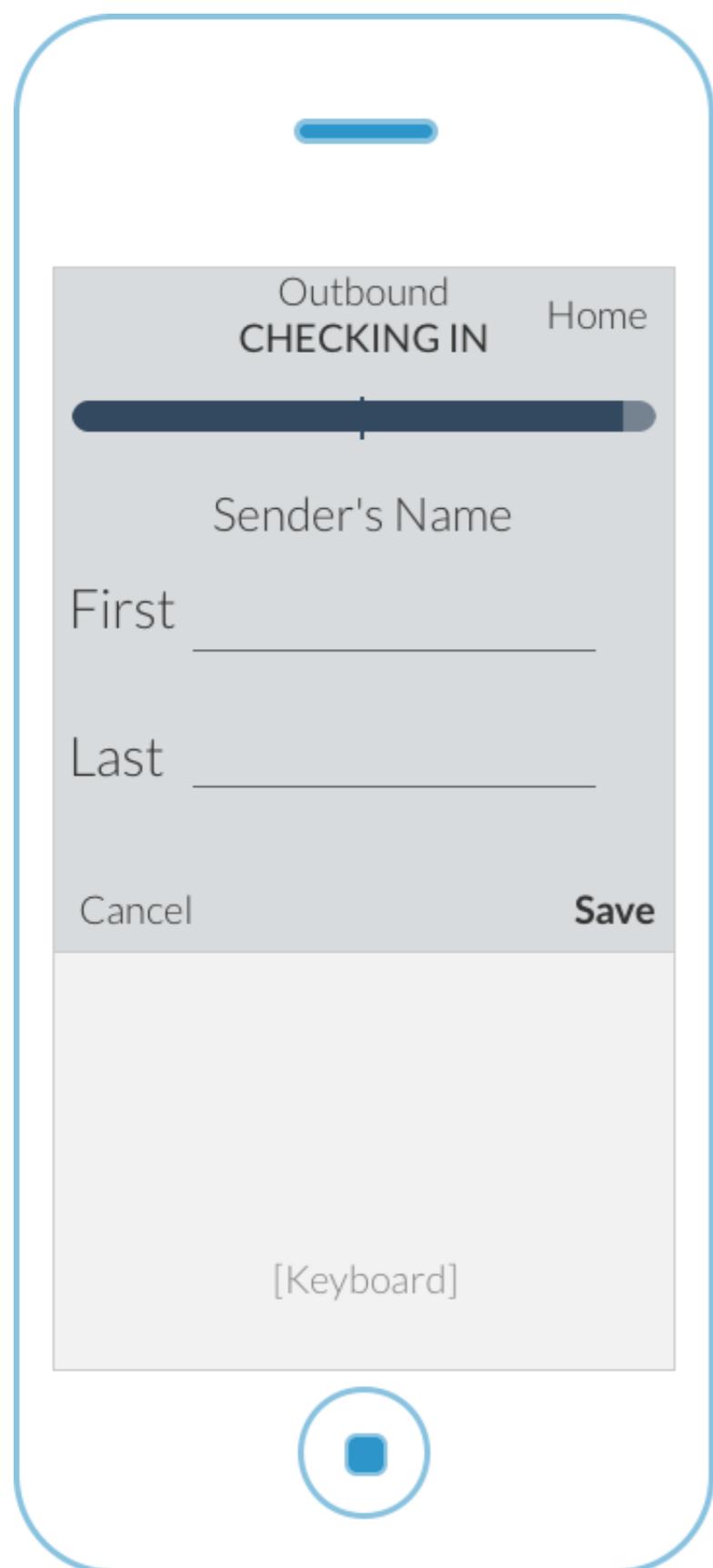
Sender's Name

First _____

Last _____

Cancel **Save**

[Keyboard]



Outbound
CHECKING IN Home

Sender Details Saved!

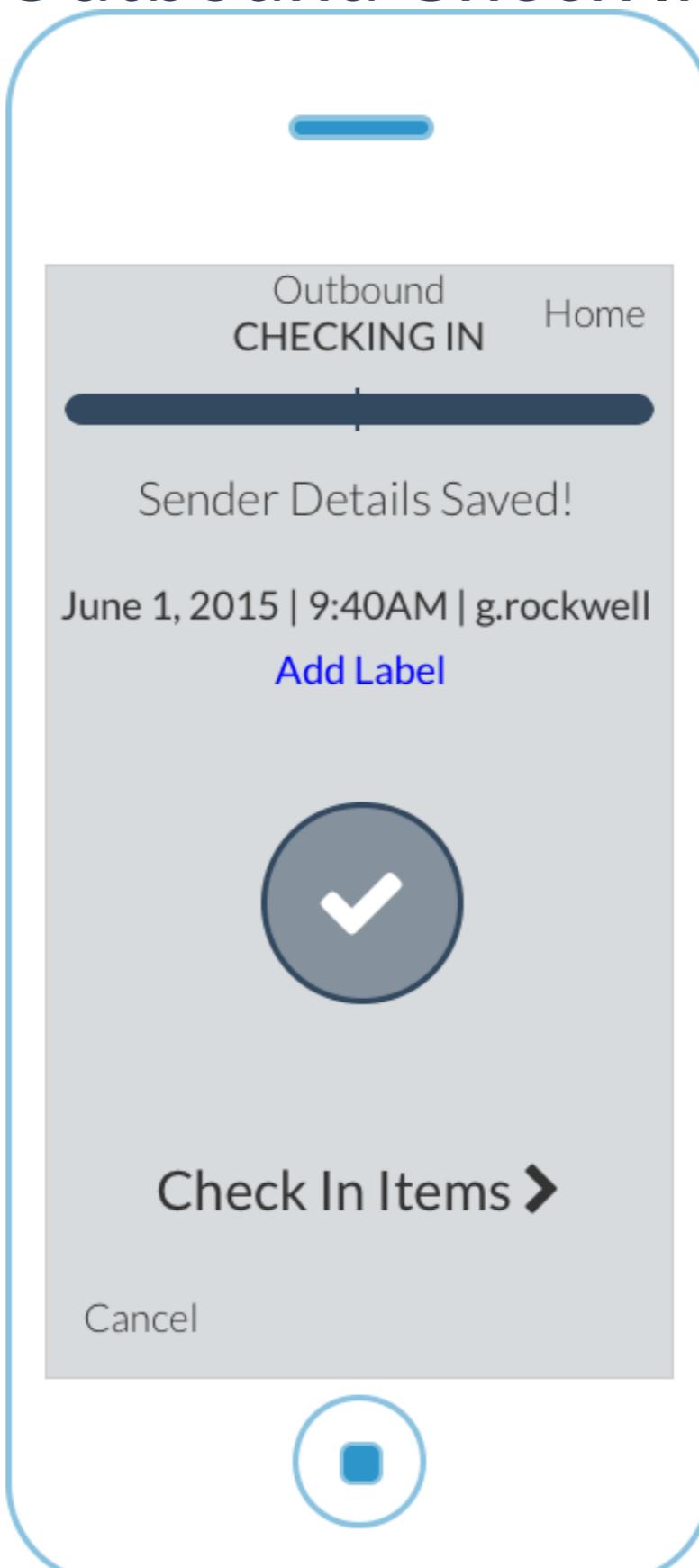
June 1, 2015 | 9:40AM | g.rockwell

[Add Label](#)



Check In Items >

Cancel



Outbound
CHECKING IN Home

 **Label Sender Detail** 

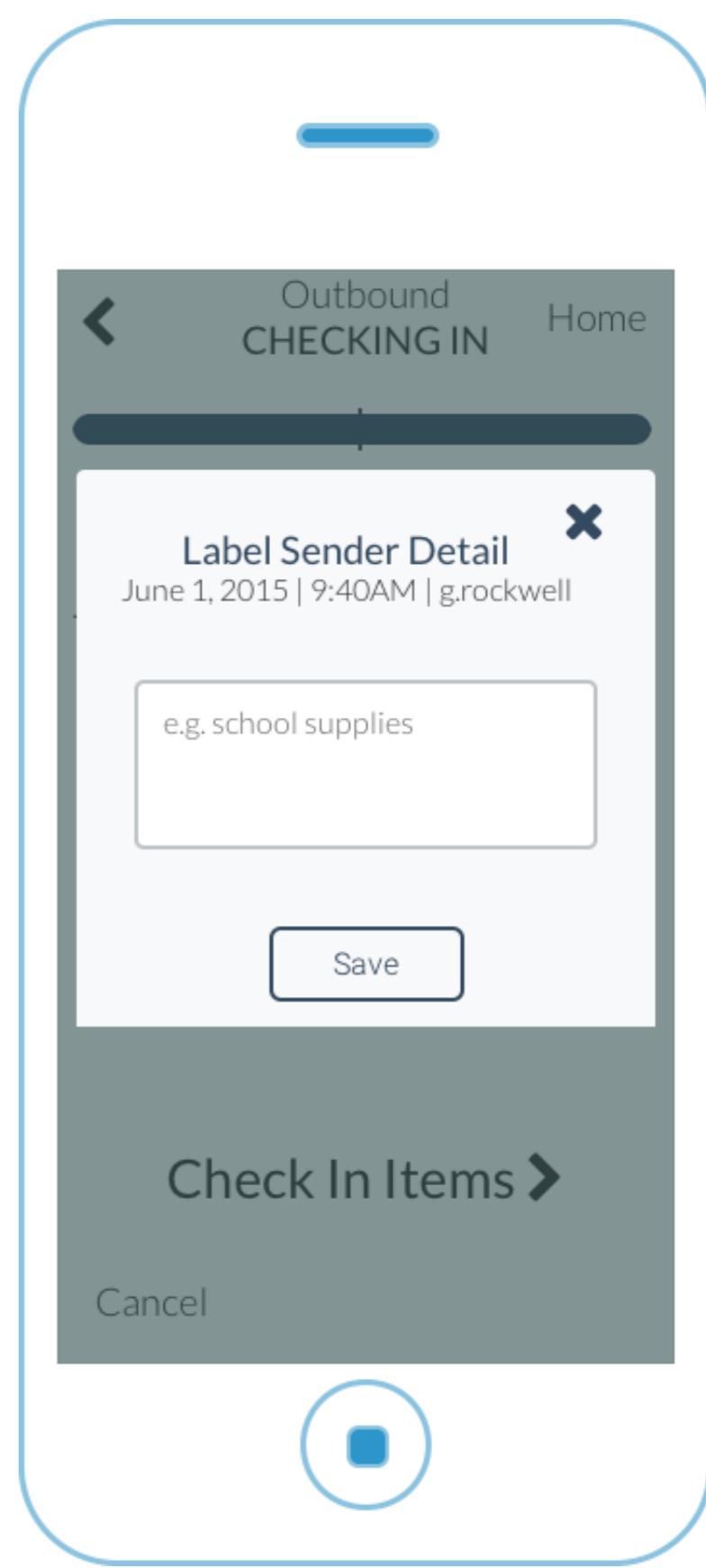
June 1, 2015 | 9:40AM | g.rockwell

e.g. school supplies

Save

Check In Items >

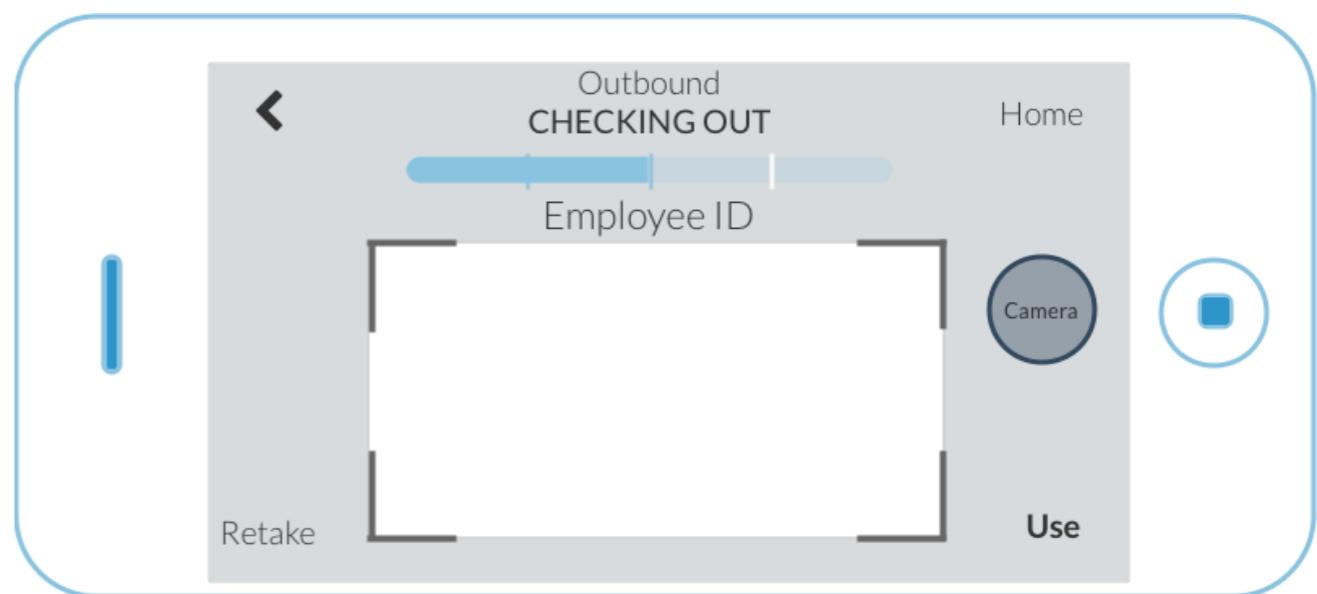
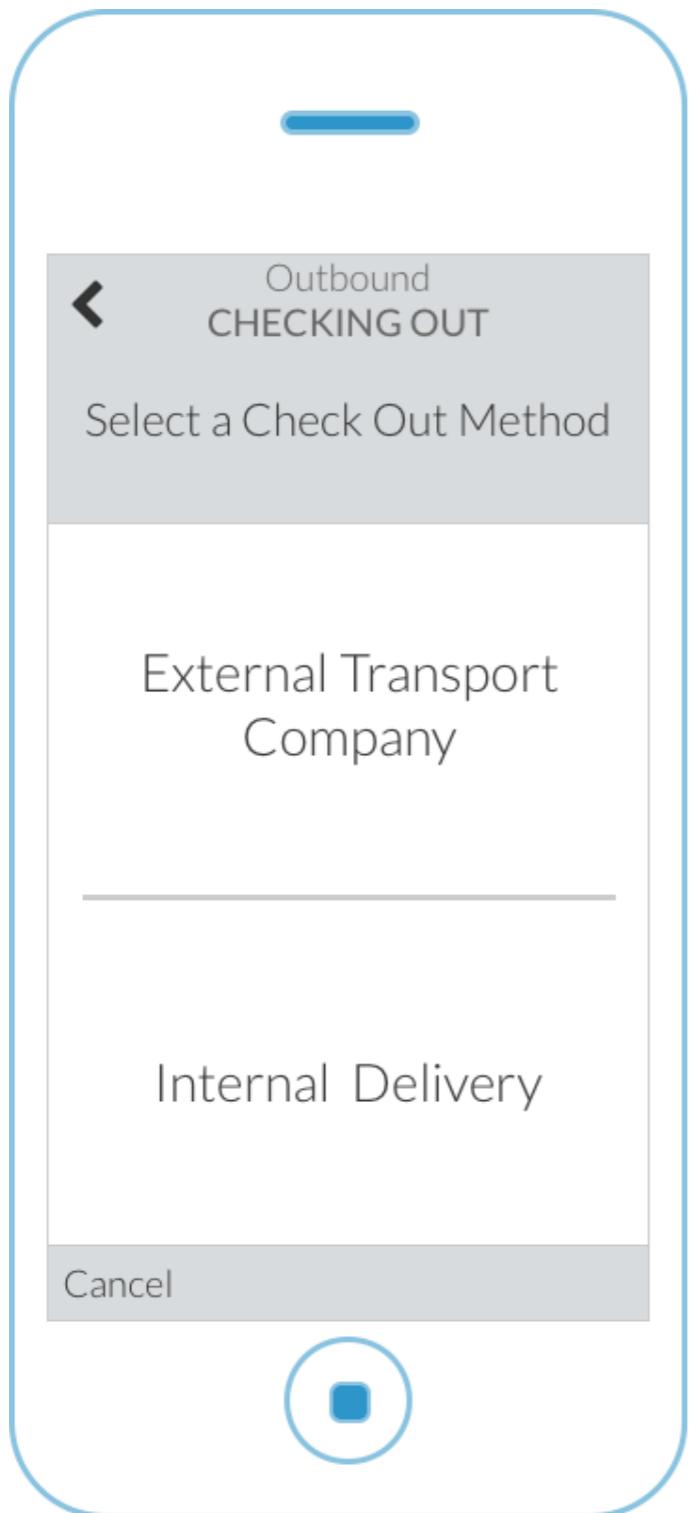
Cancel



Outbound Workflow

Outbound Check Out

Capture Shipping Labels first, and select 'Done'



Check Out Method

User may be prompted to select a Check Out method, depending on the customer's internal workflows. Each option navigates the user to the subsequent screens.

Conclusion

Next Steps

- Prototype the inbound / outbound navigation
- Conduct usability testing
 - Optional workflows
 - Switching between tasks
- Iterate on wireframes based on testing results
- Share final documentation

Questions?