

TLDR// Main Points

- The entire process should be condensed a lot more, since the drone delivery process seems to go through too many screens.
 - o Can remove the confirm/next button and let it automatically move to the next step (like tripview)
 - o Make a single scroll page (or few) to decrease the amount of confirmations they need to do
 - o Or even a progress bar, which someone suggested so that they know how long the process is
- Seeing the invoice constantly may be a little annoying, especially in the second half of the process different information could be more useful to bring forward. (from ours I think we assume that the users don't know anything the entire time) The invoice at the end especially had mixed feelings, so we could try show/hide button instead?
- Location (Address) details could be moved forward (or we can work out something in between)
- Different wording? E.g. 'imminent' made it look like the drone was going to appear out of nowhere to someone
- Maybe a camera feed? A common issue I think people had were that they already assumed that they would be at the place of the delivery at the right time, whereas the option to sign off remotely should play a part of the service. Although some people wanted QR codes and face recognition, all the proof that is necessary will probably be a live camera feed (that users can turn on and off at will from phone).
- The 'set up ' in the notification made people feel that they had to do the entire process again, because they didn't know what set up meant and how detailed a drone delivery service can go until they get to the location part of the app.
- The 'In Transit' Page seems to be more favourable than the current 'In dispatch' page after the 'App delivery options pt4'
- There was some confusion with signing off because 18,19 and 20 had separate information which could have been condensed.
- Landing and leaving page **could** be smaller or be a notification, but a countdown up to 3-5 minutes before hand would have been nice (says someone)
- Apartment unit choice is a little to plain, it's a little hard to know if its birds eye or from the side
- The time choosing in the beginning with the option to scroll? Or manually choose a date

Post Questions:

KK

If it is proven, then yes, otherwise no.

It can be shorter in certain parts, Things could be compressed into 1 page, rather than multiple

Henry

Probably not, login far too long, go into a page, confirm,

Process too long

James

Yes, if theres less steps, I love drones. Unless its proven I wouldn't be inclined to use,

Probably not, because I'm not exposed to drones,

Kwong

It was ok, but there could be less steps, wording question a bit better,

I thought it was good but you have to know everything. There's too much detail, which is good, the camera thing is good, but not too much.

Han

Yes, because it is something that hasn't been attempted before, and trying the new service would be pretty cool. The application itself was easy to navigate so I felt comfortable and safe and the neat designs and integrated map was pretty good as it gave me a sense of security with my parcel. Other than that some problems would be that there are too many steps just to get one feedback and ordering I had to go through the regular steps to create an account, and there were excess amount of steps and I was forced to input all the details cause sometimes I don't like putting my address into some sites so I put a temporary address instead for later. I think it's a simple-to use app.

Main Insights

Kevin, professional services in business advisory, I am 26. 5 for using mobile phone.

- Hardly get items delivered to own home.
- Services hasn't been too bad, or any shopping in general. I buy stuff only when I need. Used uber eats.

1. Website	Nothing much, genuinely have no thoughts on the page. Questions whether the drone delivery works or not.
2. Delivery options (Day)	None?
3. Delivery options (time)	Pretty cool? If it was possible it would be really good. The fact that you can pick a time frame in 15 minute brackets is more precise. Still questions whether the drone delivery works or not.
4. Delivery options (Address)	Nothing. I would question, 'what if you live in an apartment'.
5. Delivery Summary	Standard procedure
6. Payment Details	Standard procedure
7. Message Notifications	Indifferent to getting the notification.
8. Message	Still feels indifferent.
9. App Sign in/up	Account creation was easy. Still feels indifferent.
10. Your Delivery	None.
11. App – Delivery options (address pt 2)	Cool? If it is. Concerns with weather conditions. Likes the fact that it can deliver to a specific balcony.
12. App – Delivery options (address pt 3)	Continues, none.
13. App – Delivery options (address pt 4)	"" ""
14. In dispatch	Indifferent. If it works it would be pretty cool.
15. Message notification 2	
16. In transit	
17. Landing	Worries about security breaches, what kind of system has been put into the business to rest assure that customers will definitely get their product.
18. Sign off	It would be quick if everything went according to plan (hypothetically). It's cool.
19. Leaving	
20. Success Message	This is standard, its good to get feedback from customers. What are you going to do if people start stealing the drones?

James and Kwong

James, 26 english tutor 5 for using phone, Kevin 27 accountant, 3.

James: Rarely, but has used ubereats

Kevin Wong: Often, very good experience, uses mobile phone

1. Website	James: I think its great, the drone delivery is the first box I see and is big with the price so its all good. I would trust it. Kwong: The fact that drone delivery is new is pretty good. I would have the problem with trusting a drone delivery though.
2. Delivery options (Day)	James: I think its good because I don't think I've seen something like this which allows the delivery to be more accurate. Kwong: I have a concern for other days that I might want to choose, like Sunday or Monday etc.
3. Delivery options (time)	James: Do I have to be there? Kwong: There isn't much, everything is relatively good.
4. Delivery options (Address)	James: (Laughing hysterically), Is the drone going to land on top of the roof? Kwong: I think the complete flat view is harder to understand.
5. Delivery Summary	Summary is very satisfying for both James and Kwong
6. Payment Details	None.
7. Message Notifications	The notification feels good.
8. Message	James: I don't want to download apps. Kwong: I probably would. James: Depends on how often I use the app. Kwong: but I think if you are game enough to try the delivery drone service you can get the app. I would use it.
9. App Sign in/up	James: I think the account process is very easy. It was very simple and good. Kwong: exactly the same.
10. Your Delivery	
11. App – Delivery options (address pt 2)	James: Oh this is for the balcony. I would love to have this before the map because I wouldn't trust the app otherwise.
12. App – Delivery options (address pt 3)	Kwong: But this feels a bit impractical. How does it know every single layout of every single building?
13. App – Delivery options (address pt 4)	James: I find this really creepy. How did you know how my floor looks like? Kwong: If it was exactly accurate it would be creepy.
14. In dispatch	James: I don't want to see the dollar sign, and I really want to see the delivery history instead. The top bit should be already sent to my email or should be in another page. Kwong: There aren't any real concerns for me, other than the impracticality.
15. Message notification 2	James: This is pretty good. Kwong: the truck deliveries have these as well. This is industry standard.
16. In transit	James: This is exactly what I wanted, from previously. Kwong: There aren't really any concerns on this page. James: but I expect imminent arrival (laughs hysterically). How imminent is imminent?

17. Landing	<p>James: This timing has to be precise. If you give me a warning like 3,2,1 countdown in the last 3-5 minutes it should be better and not this.</p> <p>Kwong: It would be cool if there was a camera attached and I would like to see a live streaming.</p> <p>James: That is a really good idea, so that I know that it is secure.</p>
18. Sign off	<p>James: The invoice is quite annoying. Maybe just the confirmation? There should be a button that says it arrived or not,</p> <p>Kwong: Or like a camera with face recognition.</p> <p>James: I don't like it, it feels too long and it feels like I need to pay again.</p>
19. Leaving	<p>James: I'm very confused. Maybe I should sign off after it leaves? I thought I signed off already.</p> <p>Kwong: I feel like there's too many unnecessary steps.</p>
20. Success Message	<p>James: This is good, but instead of saying it is delivered, I have to confirm that it was delivered.</p> <p>Kwong: I don't mind it to be honest, but I would give it a 1 star if it hasn't been delivered.</p>

Han

Han Yi Peng, 19, currently unemployed and a full time student. A 4 on using mobile phone.

- Roughly 3 items a month sometimes even up to 10. Frequent online shopper, and has been alright. The waiting part is the only bad part.
- Usually shops on desktop, and has only desktop experience with delivery apps.

1. Website	Shading of Drone delivery is good and bold. The page is really clear and everything is readable, not compact or compressed together. Browser sometimes is really compact. No real concerns.
2. Delivery options (Day)	Page is clear, shading is quite unseeable, but all clear. This one's really simple.
3. Delivery options (time)	Same as before, concerns including the want to insert own time, and don't want to keep scrolling through the time that is available for him.
4. Delivery options (Address)	It's good. Is the map clickable? It's really clear and the map makes that happen. Sometimes just text makes him feel paranoid if they have put the right address or not.
5. Delivery Summary	None.
6. Payment Details	I think its good but it says 'Set up and track your delivery'. I don't know what set up means if I have already set up everything beforehand. Otherwise tracking is standard.
7. Message Notifications	Iconic order number is a receipt so its useful, and the number for tracking. Would prefer to have tracking on both app and desktop. Having both options will be good if I can't use my phone that often, and gives me flexibility.
8. Message	
9. App Sign in/up	Email, password,... right now it's simple, yeah the account creation is simple and nice.
10. Your Delivery	This is good because I feel safe about all the information that has been made. However I would be surprised because the first thing I expect after account creation would be the homepage, but it's pretty unique that my order is there straightaway. It can be good and bad, because I can check it immediately, but at the same time the receipt number has been already processed through that message, so it would feel like spending money again.
11. App – Delivery options (address pt 2)	It's kind of confusing because I don't understand what the image is about. Its just a bunch of rectangles from what angle?? Also does that mean units 10, 11, 6 and 7 doesn't have balconies?
12. App – Delivery options (address pt 3)	It looks like a confirmation check to see if your house or apartment has a balcony. I think it's good, but it feels like I have to constantly confirm.
13. App – Delivery options (address pt 4)	(continues through)
14. In dispatch	Its good it has the tracking delivery history, but I think it's confusing, because I would expect to see past deliveries, not necessarily the actual delivery process history. I think maybe a contact number at the bottom just incase, which gives opportunity to good customer service.

15. Message notification 2	It feels good, it gives me a sense of them doing their job.
16. In transit	I think it's good that theres a live tracking map, and also to see the parcel and where it is. I think it's good.
17. Landing	Would this be just glaring at me? I feel like it might be annoying. If im typing something on my phone, then the fact that this coverts the whole entire screen might make me pissed. If there was a notification which I can exit out that would be good too.
18. Sign off	I think its good because if I'm not home then I know that it has arrived. Otherwise I would like a photo evidence , because I am still sceptical. I expect my previous delivery history and something like a feedback page.
19. Leaving	This would be good because I got the parcel, but I don't think it would be necessary, because after getting the parcel I would already be out of the drone's way.
20. Success Message	The rating system is like a thank you, but I think it should be on the same page as the previous.

Henry

Studying, 20 years old, waiting and freelance work. 3 for mobile usage because other devices and other hobbies take up more time than phone time.

Gets things delivered and rather would find something online than look for it physically, desktop shopper, and has no experience with delivery apps.

1. Website	Pedantic things, don't like the top header, The move to wishlist and remove looks like checkboxes
2. Delivery options (Day)	I know drones are loud, but I guess it arrives in the morning. I like that drone delivery takes up a bigger space and it is highlighted. But theres too much retelling.
3. Delivery options (time)	There should be an icon with drone service. Would the days be able to scroll? I feel limited that these are the only four days. I would want a search function for the time instead, because it looks like theres only four options, but otherwise it is very clear what I've selected.
4. Delivery options (Address)	I've gone through 3 screens, so I'm not sure how much of this there is left, so if there's a bar or something with progress that would be nice.
5. Delivery Summary	Payscreen is very standard, its very clean and great. Maybe free return in 30 days would be done earlier.
6. Payment Details	
7. Message Notifications	It says set up, but I'm not sure what I'm setting up.
8. Message	I think this is the most reasonable way to do this, and is most acceptable. I usually don't read this, and would go straight to the link before reading it.
9. App Sign in/up	I'm looking at this account creation process, and I'm not sure why I need another account for this. I feel like I've been tricked into getting this app. I would get the tracking number by going back and copy pasting it from the message.
10. Your Delivery	I thought I was done but apparently not.
11. App – Delivery options (address pt 2)	(Continues on)
12. App – Delivery options (address pt 3)	I assume I just click unit 13, but I don't know if it really reflects reality.
13. App – Delivery options (address pt 4)	I think this is telling me my apartment, and is becoming a little suspicious because how do they know the interior of my apartment? Otherwise if it was a generic balcony it would be fine.
14. In dispatch	There's a lot of information I don't know where to look, I don't think there needs to be the tracking number again because I had it before.
15. Message notification 2	I think it seems a bit short-hand. Maybe hours notice is better than 20 mins.
16. In transit	I feel like at the bottom there's way too much information. All I would care about is if it is coming to me, and I want to feel like im making progress than doing nothing.
17. Landing	I wouldn't like a camera going inwards because I would find that semi-invasive.
18. Sign off	I feel like a QR code is better and it is more personalised, and an interaction between be and the drone to sign off

	personally. I think I'm going to click sign off and it would say 'please retrieve your products' and the drone would autonomously leave.
19. Leaving	I like the fact that the drone is autonomous and is leaving straight away.
20. Success Message	I'm glad that I had my parcel delivered, I think this is quite fine. Is there a way I can see a transcript of the action?