

MOBILE APP | ENTERPRISE | UX DESIGN

# Delivery driver app



DELIVERY DRIVER'S APP

# About an Australian logistics company

June 2018

3 weeks

01

UX DESIGNER



ADOBE XD

DELIVERY DRIVER'S APP

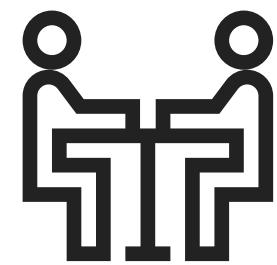
## Goal

**Facilitate the logistics process for delivery drivers**

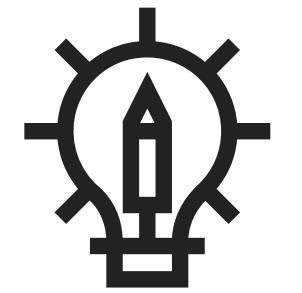
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# Process

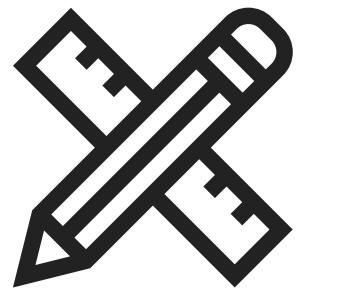
## The usual one



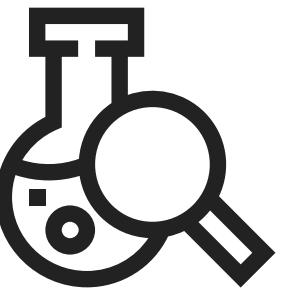
RESEARCH



IDEATE



PROTOTYPE



TEST

DELIVERY DRIVER'S APP

# Research

Secondary research  
Competitor analysis  
Talking to stakeholders



A screenshot of a Facebook page for "Trucking Oz" (@TruckingOz). The page header shows a profile picture of a truck driver in a helmet. The main post features a large image of a dark blue semi-truck with a trailer full of stacked wooden beams. Below the image are standard Facebook interaction buttons: Like, Follow, Share, and three dots. To the right is a blue "Send Message" button. On the left, a sidebar menu lists Home, About, Photos, Videos, Posts, Community, and Info and Ads. At the bottom right of the page area, there's a "Community" section with statistics: "See All", "Invite your friends to like this Page", "52,928 people like this", and "52,502 people follow this".



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# Understanding

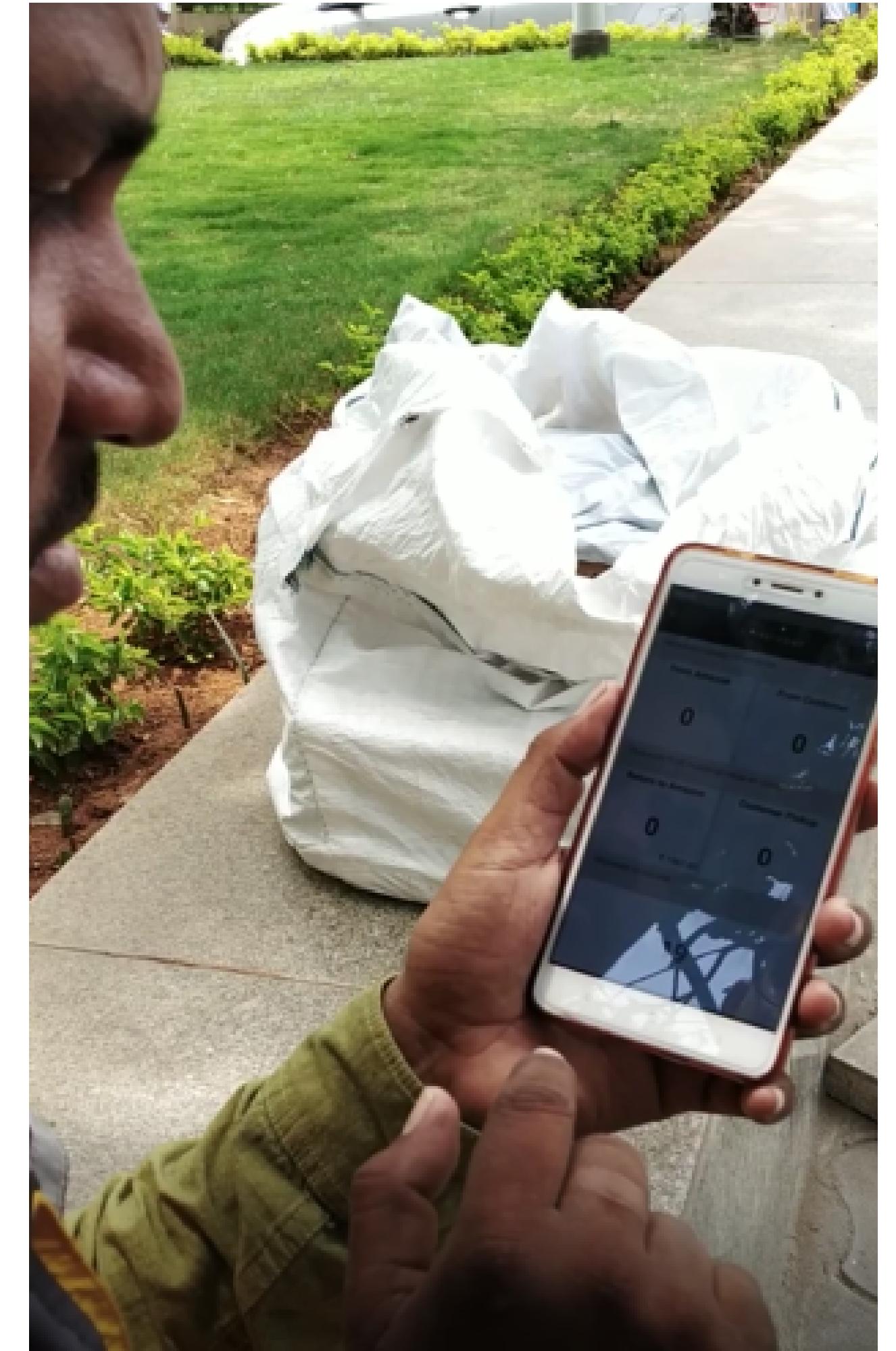
Learnt about domain  
The workflow  
Business requirements

What about users?  
**Clients said no talking to the users**

DELIVERY DRIVER'S APP

# Interviews

Just went  
out & talked



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# Painpoints to solve

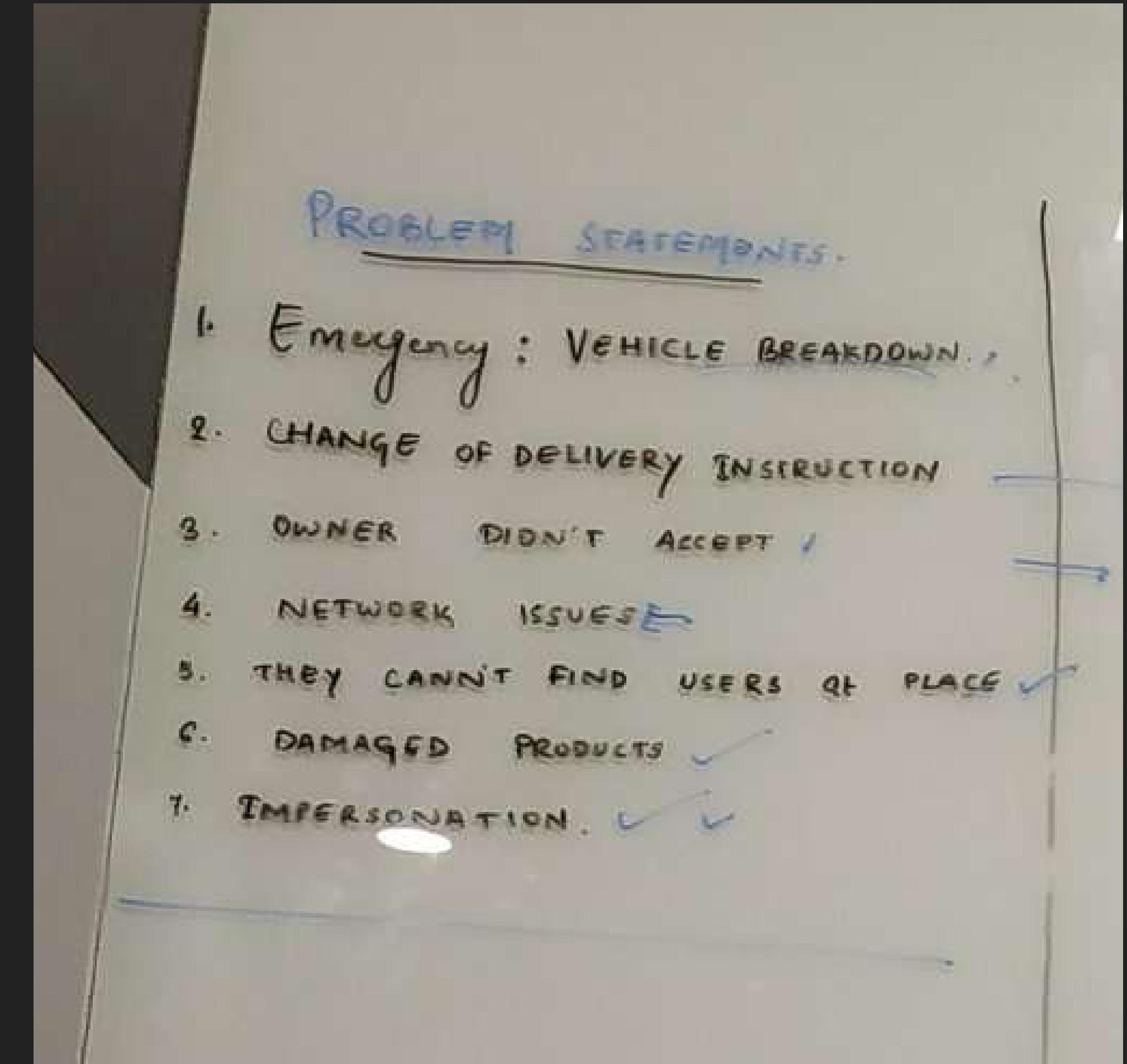
Emergency situations

Network problem

Damaged goods while in transit

Motivation to finish the job

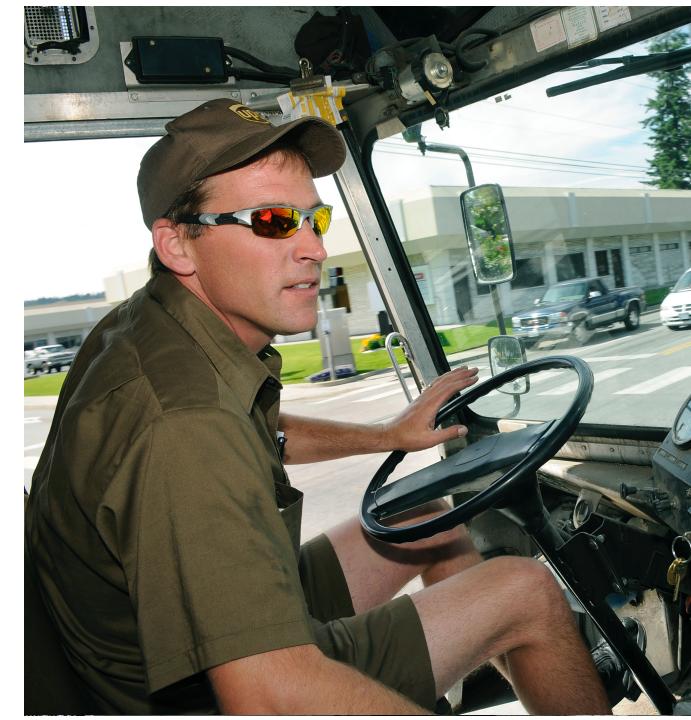
and some more ...



## DELIVERY DRIVER'S APP

# Personas

# 20 - 50 year old delivery drivers



Age group	20 - 40 years old
Technical literacy	Low to medium
Day in a life	Go to warehouse, pickup orders, navigate and deliver
Location	Australia

### Goals

Maximise number of order deliveries to earn more wages

Get help in navigating to the delivery address in case got lost or doesn't know the route of the destination

Have a hassle free delivering process which is usually tiring

### Frustrations

Unstable internet and cellular connectivity while travelling

Confusion in delivery what order to deliver first

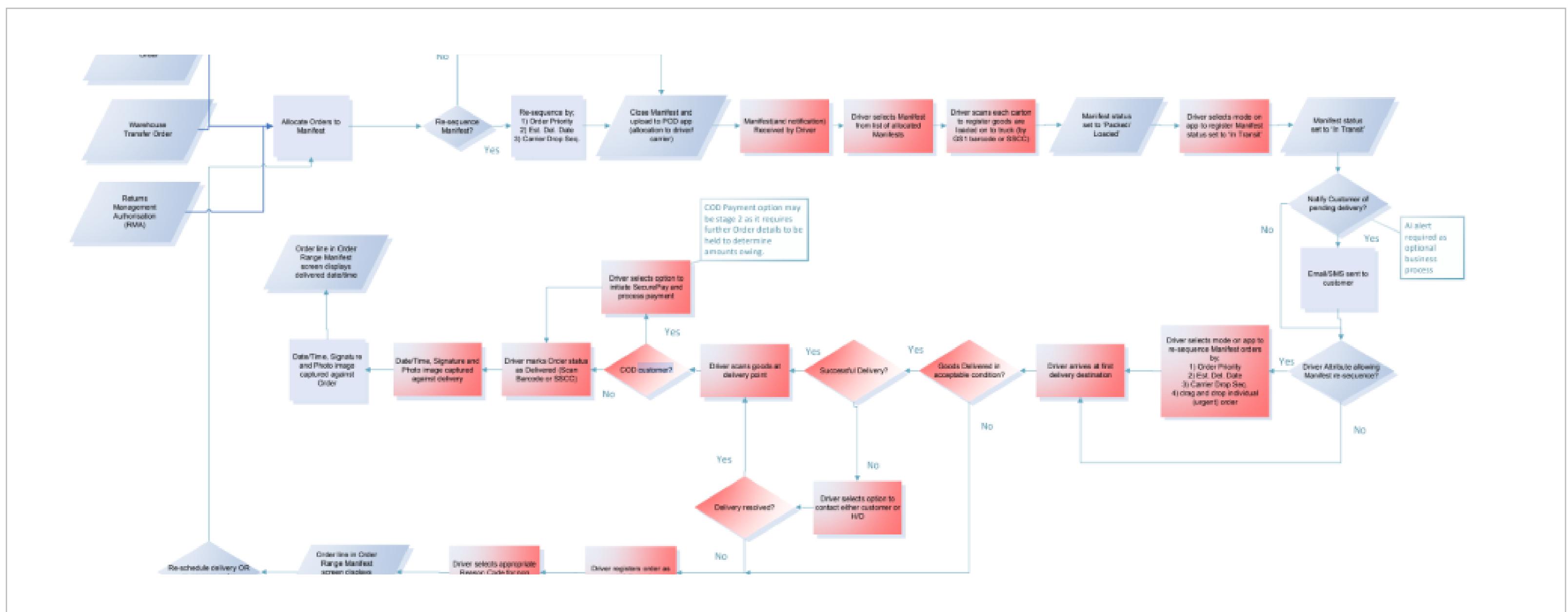
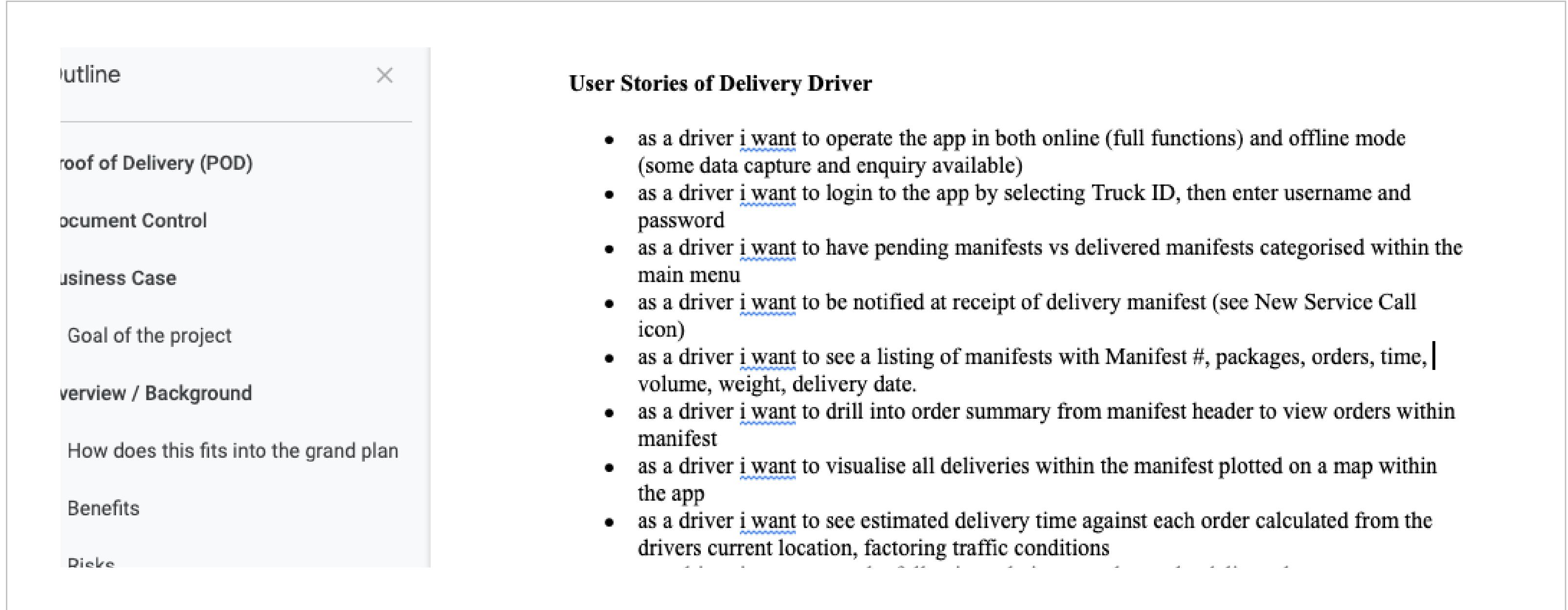
Some orders get damaged in transit, so unable to deliver them

Sample persona

## DELIVERY DRIVER'S APP

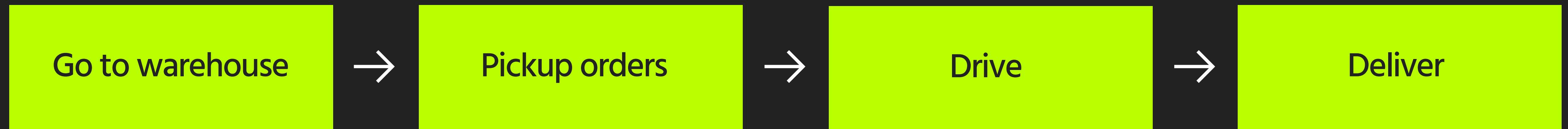
# Define

# Painpoints User stories Flows



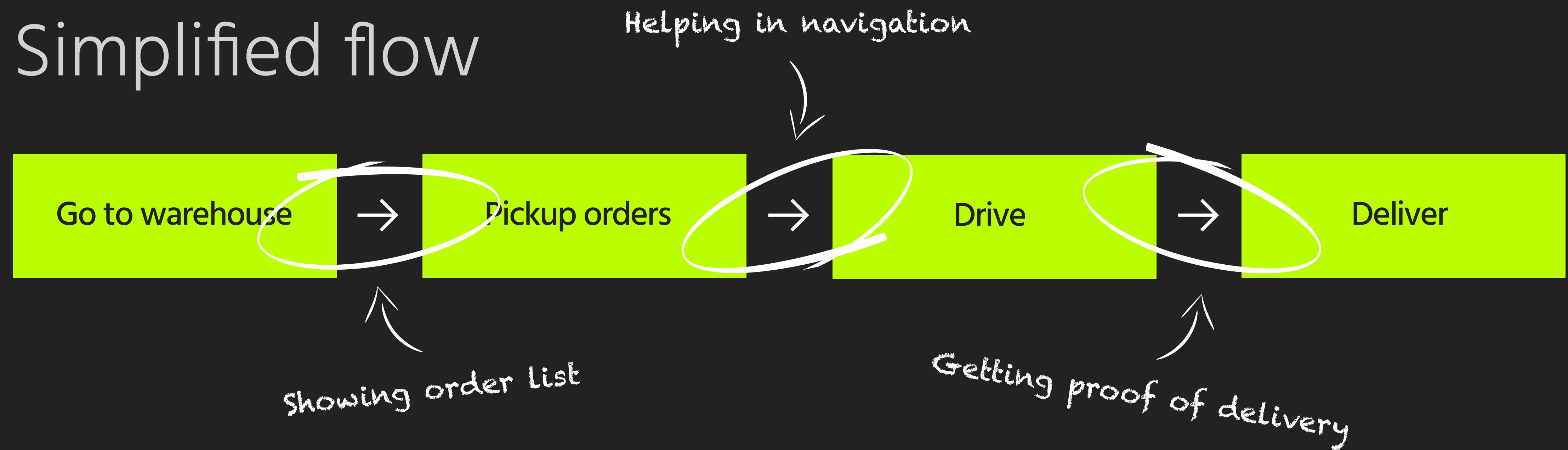
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# Simplified flow



DELIVERY DRIVER'S APP

# Simplified flow



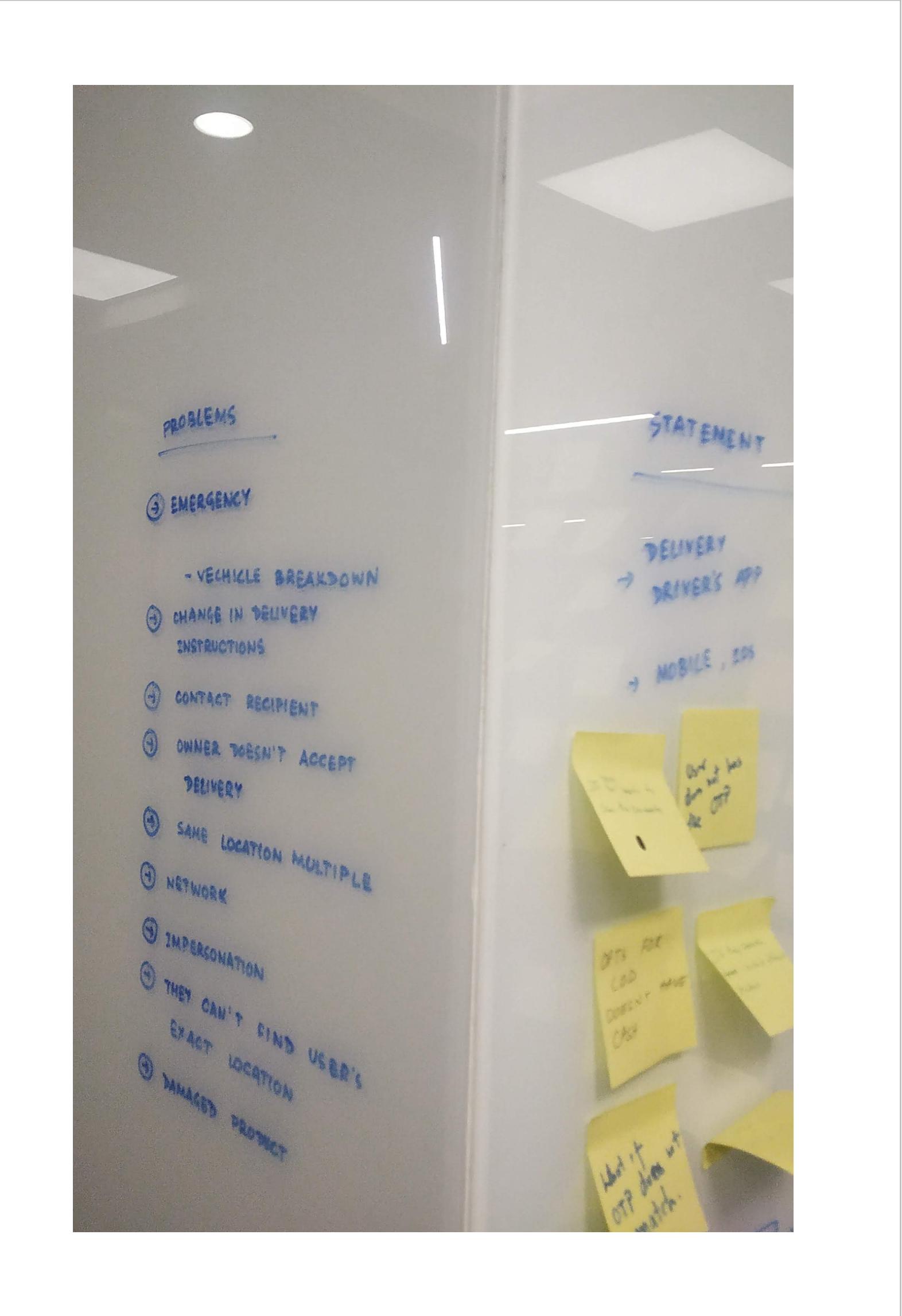
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# Ideation

# HMWs

# Lightning Talks

# Share and Vote



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# Red Routes

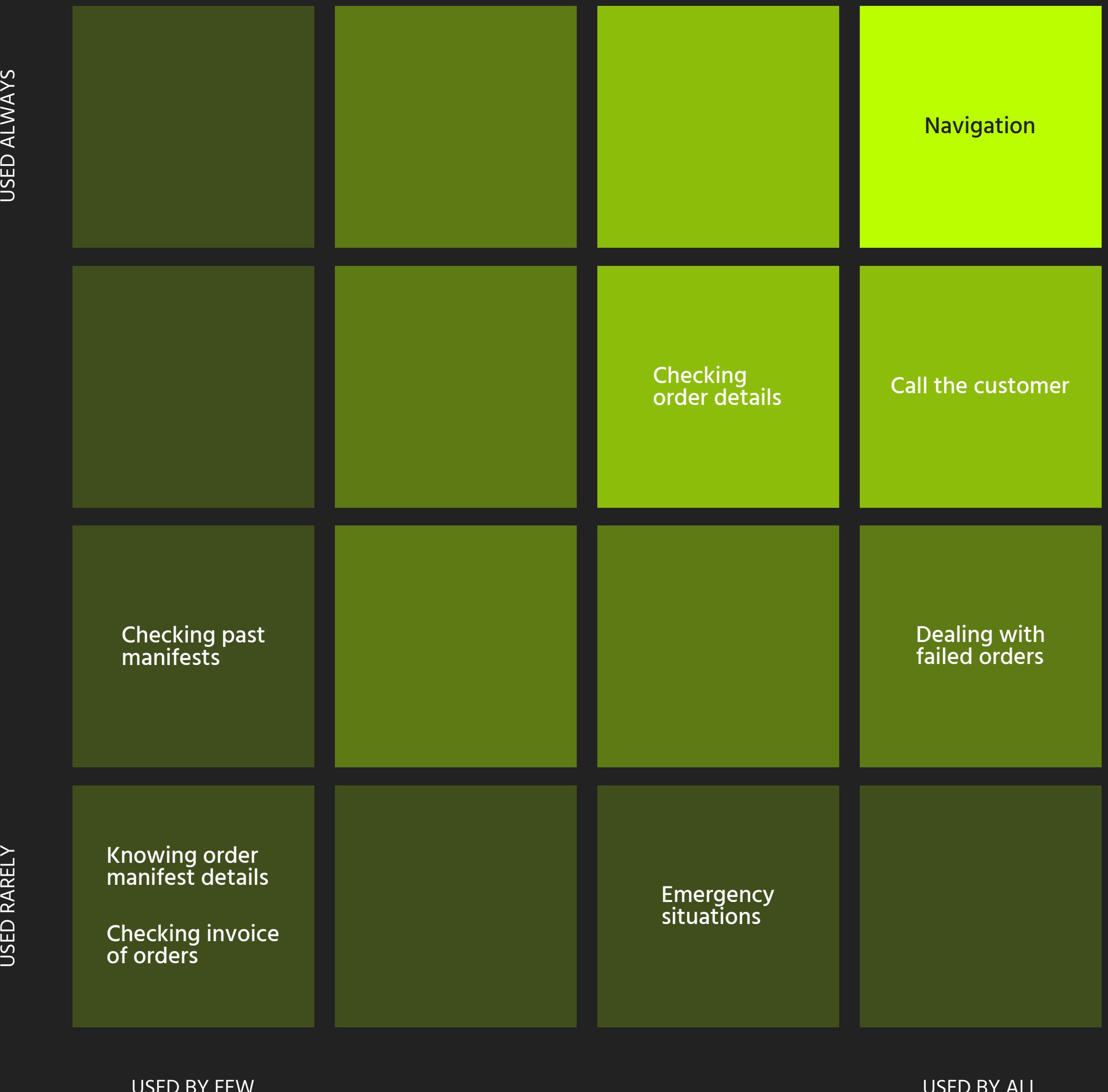
Maps overview of addresses

Navigation

Calling customer

Emergency button

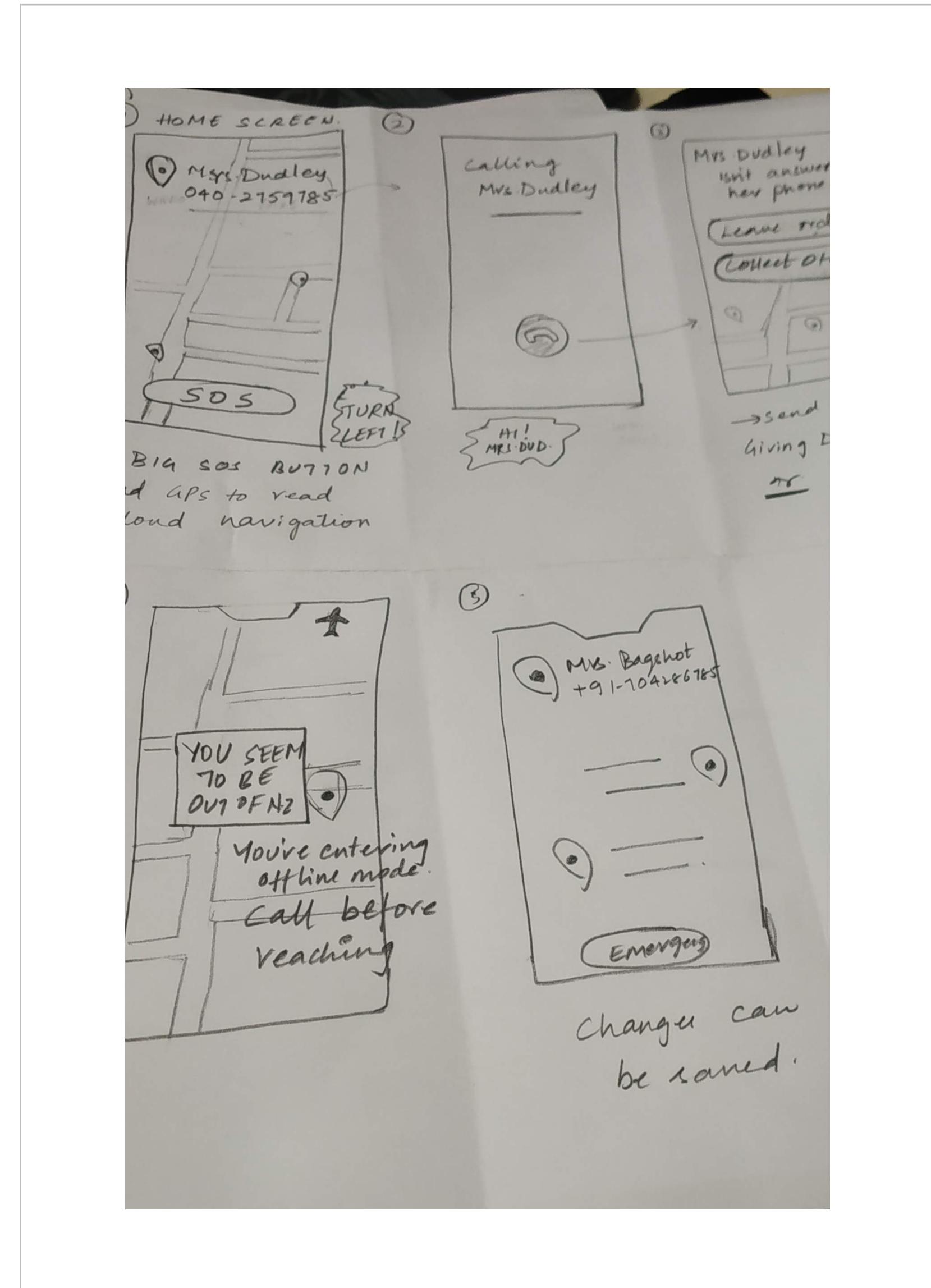
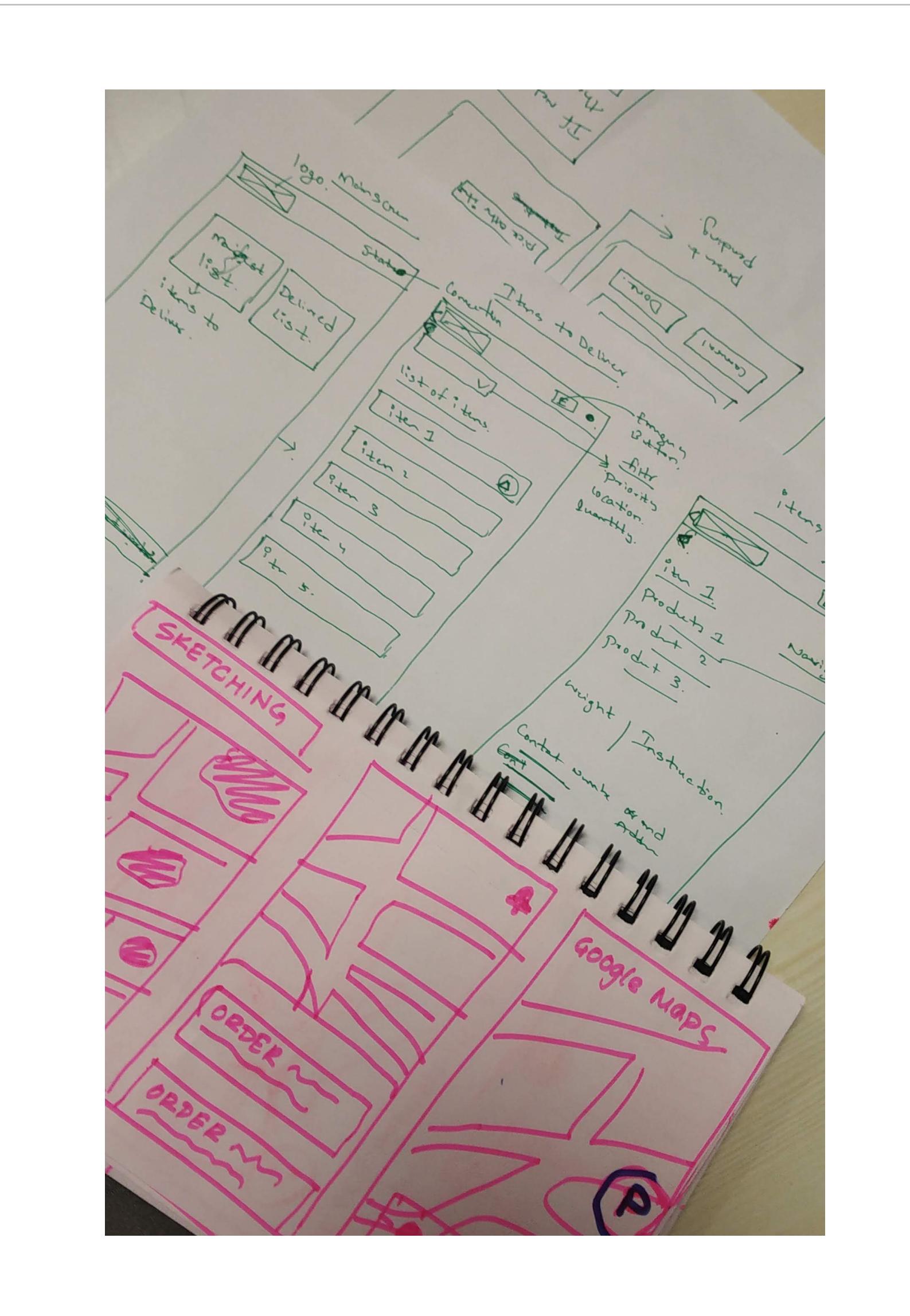
Order sequencing

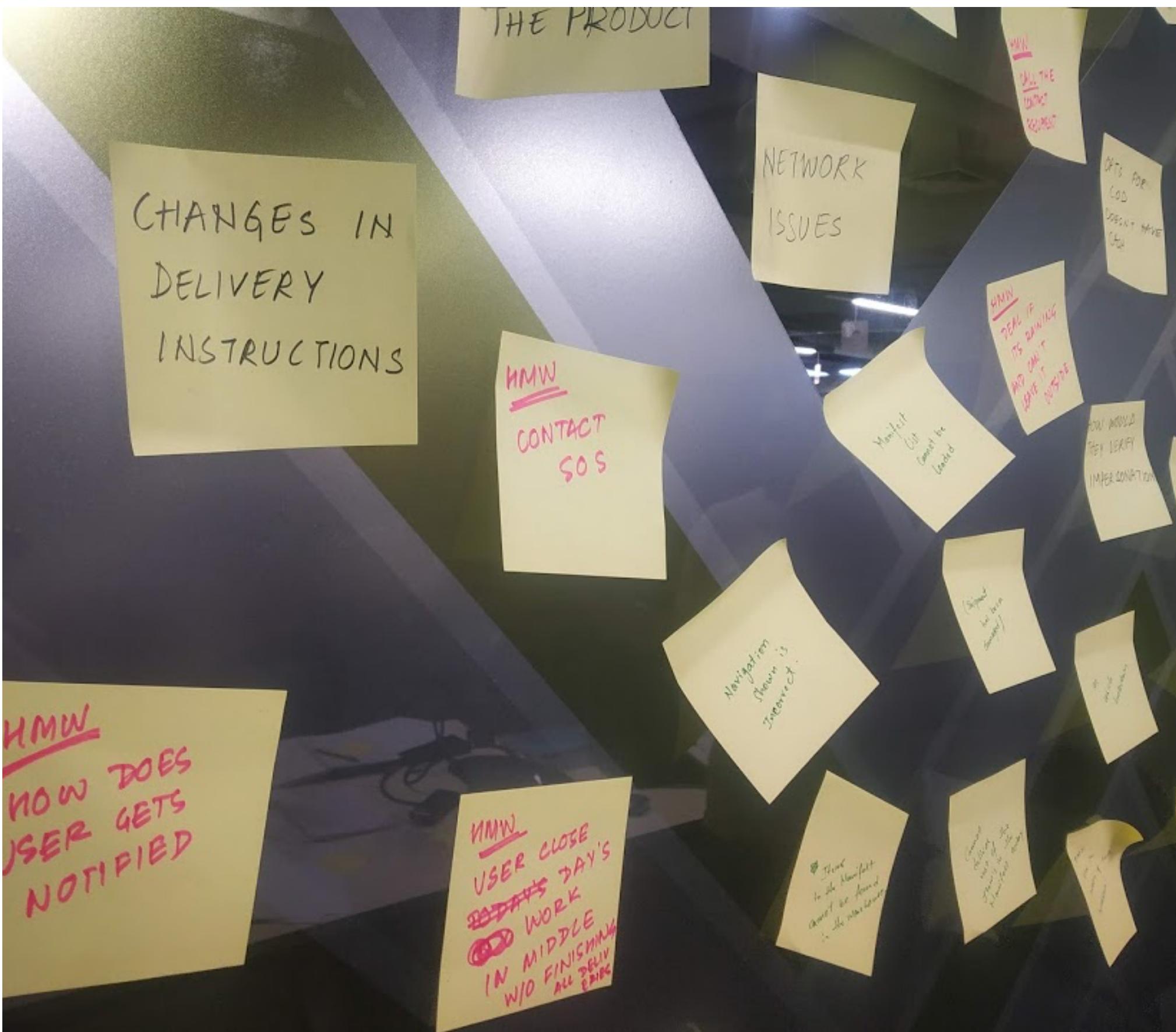


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# Ideation

## Crazy Eights Sketching



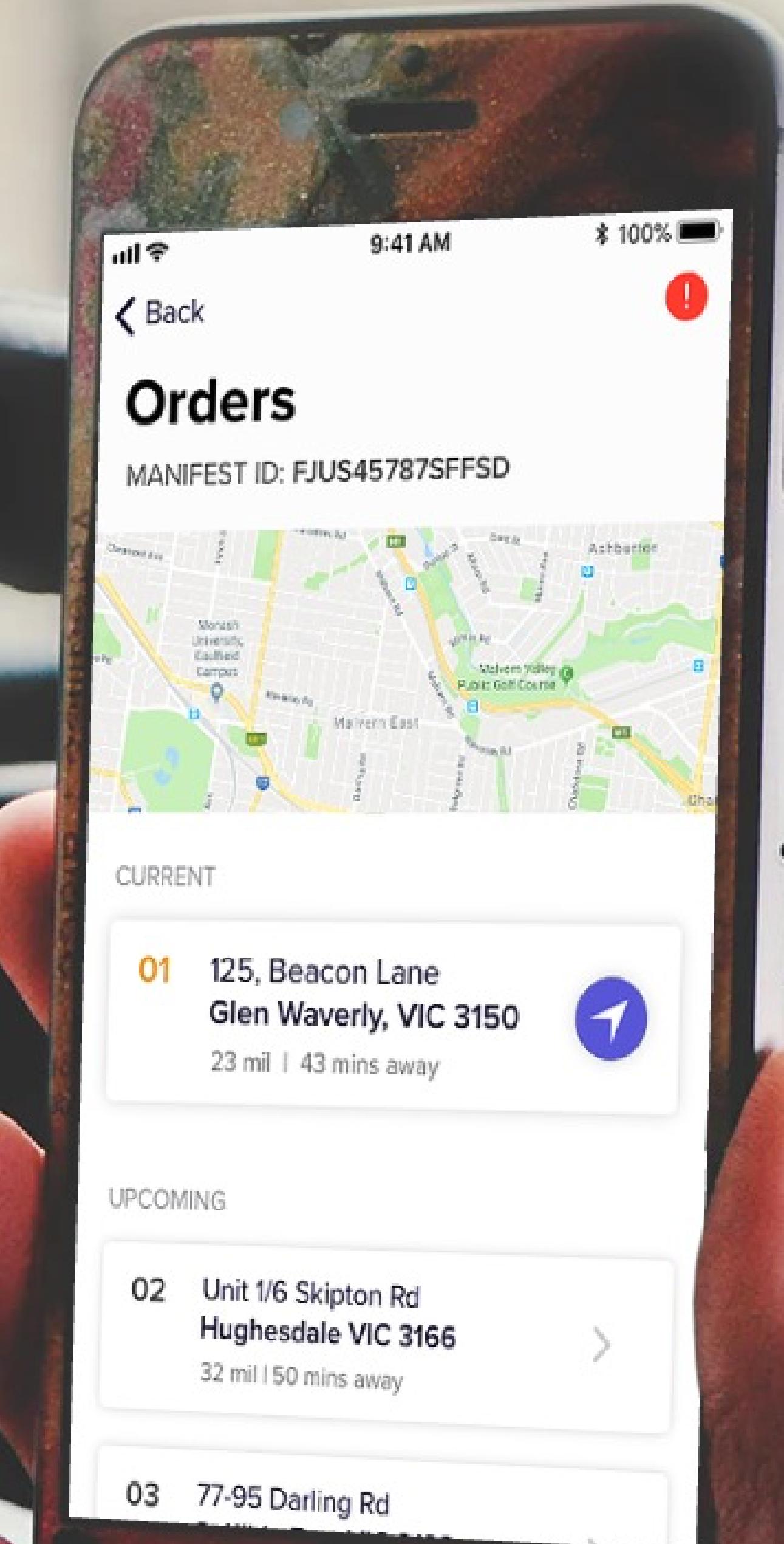


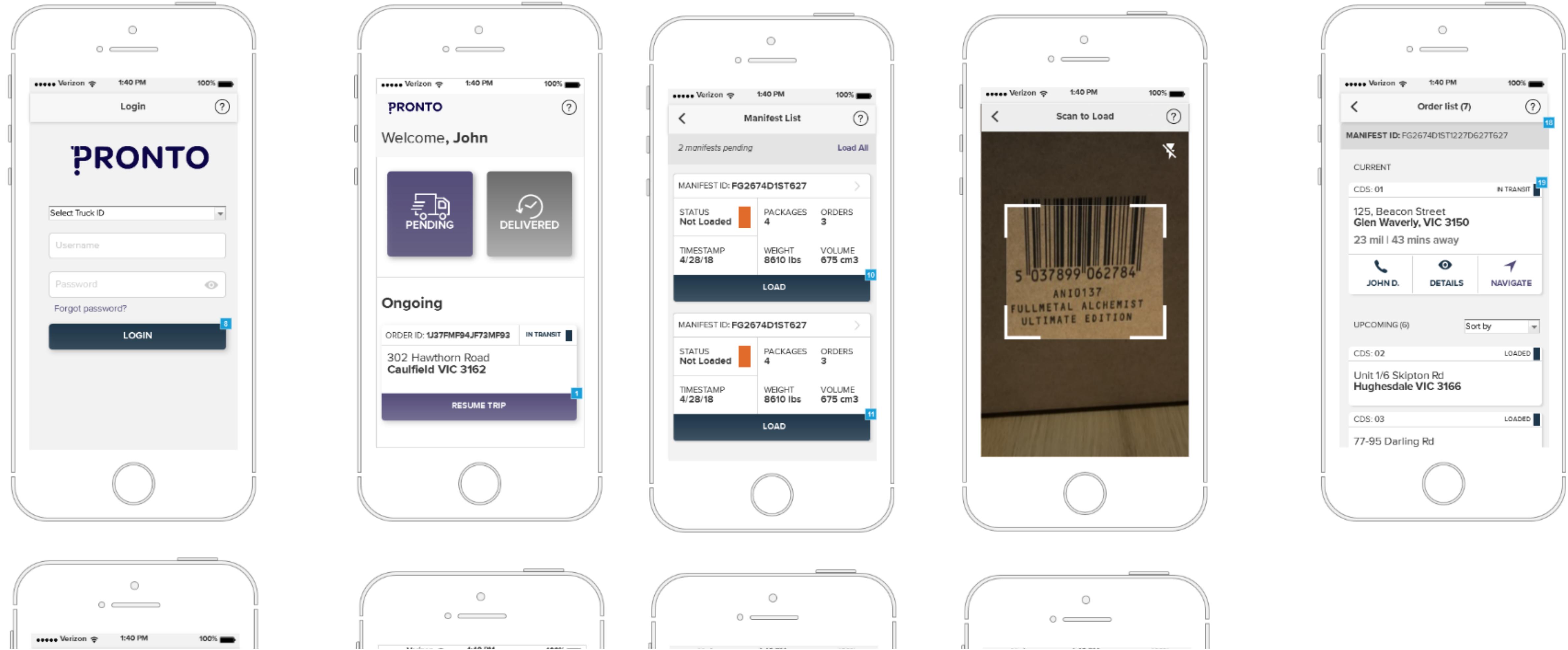
Some more brainstorming sessions

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# Prototype

Wireframes  
Lo-fi to Hi-fi  
Mockups





Low fidelity mockups

Verizon 1:40 PM 100%

**Manifests**

**DELIVER TO:**  
John Doe (Contact Person)  
Mountain View, California.  
john.doe@gmail.com

**ORDER DETAILS**  
Order ID: 24317823287301  
**STOCK CODE** High Priority  
Qty: 1 Carton  
Wt.: 860 lbs Vol.: 860 cm<sup>3</sup>  
Glass Product.  
Handle with care.  
Est. Date: 12/03/2018 CDS: 12035

**PAYMENT DETAILS**  
Invoice ID: 24317823287301 PAID  
Payer: Vijay Kumar

Verizon 1:40 PM 100%

**Order Details**

**STATUS** In Transit **DROP SEQUENCE** 01

**DELIVER TO**  
302 Hawthorn Road Caulfield VIC 3162  
John Doe (Contact Person) johndoe@email.com

**CALL** **NAVIGATE** **High Priority** **01 Drop Seq.**

**CALL CUST.**

**DELIVER**

**ORDER DETAILS**  
ORDER ID: FG2674D1ST1227D627T627

ESTIMATED TIME OF DELIVERY	PRIORITY	QNTY
3/12/2018	High	3

**INSTRUCTIONS** Handle with care, fragile glass articles may break

WEIGHT	QUANTITY	TIME OF	PRIORITY	QNTY
1245 lbs	4		High	3

**PAID**

**DELIVER**

9:41 AM \* 100%

**Order Details**

**Mr. John Doe**  
125, Beacon Lane  
Glen Waverly, VIC 3150

**STATUS** IN TRANSIT

**INSTRUCTIONS**  
Handle with care, very fragile  
Make sure you don't break anything  
while handling, hold the box from bottom

PACKAGES	WEIGHT	VOLUME
07	1245 lbs	1045 cm <sup>3</sup>

**ORDER ID** 23562356235

**INVOICE ID** 4527AJDPOW2819

**CUSTOMER REFERENCE** 4527AJDPOW2819

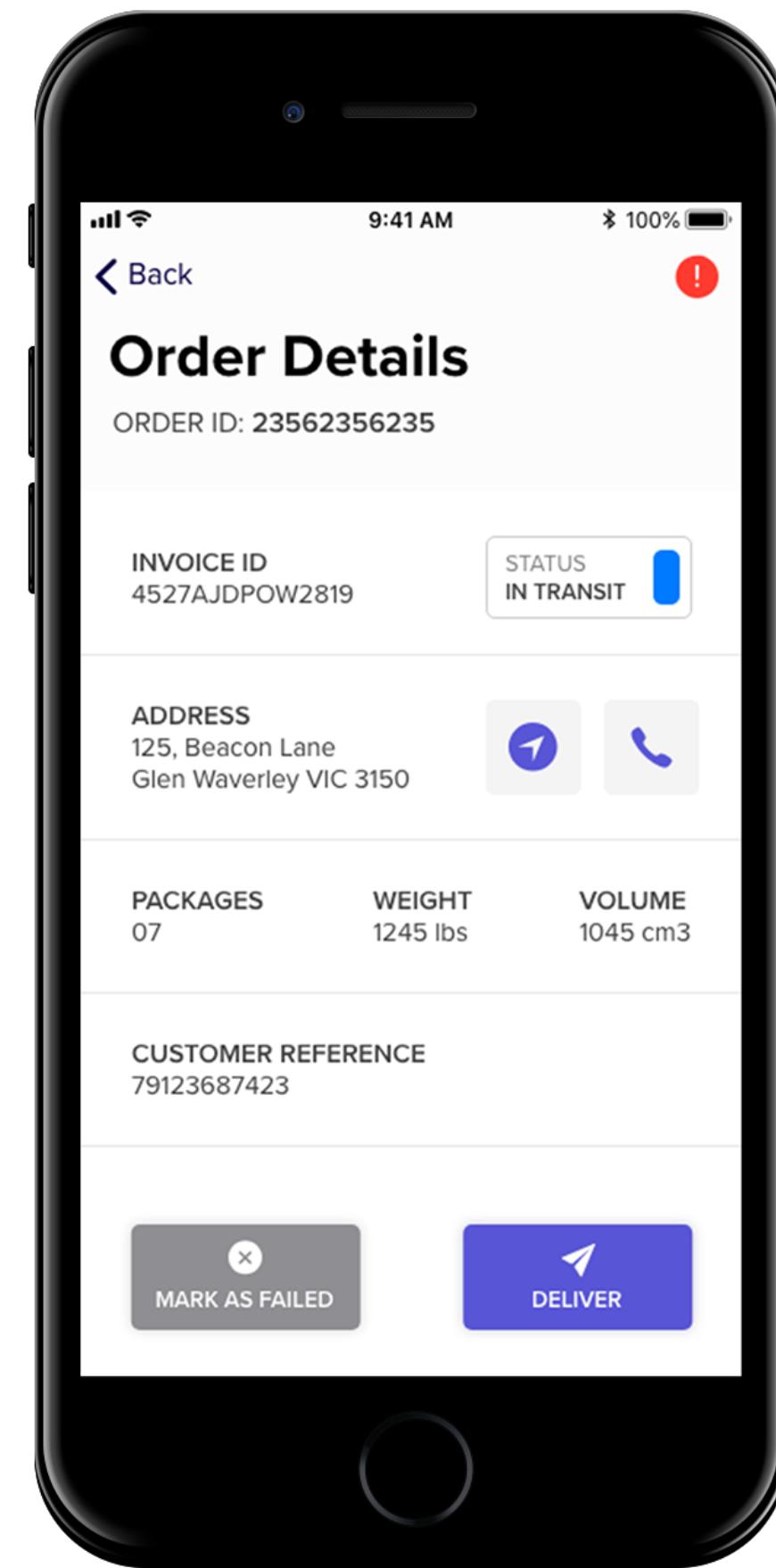
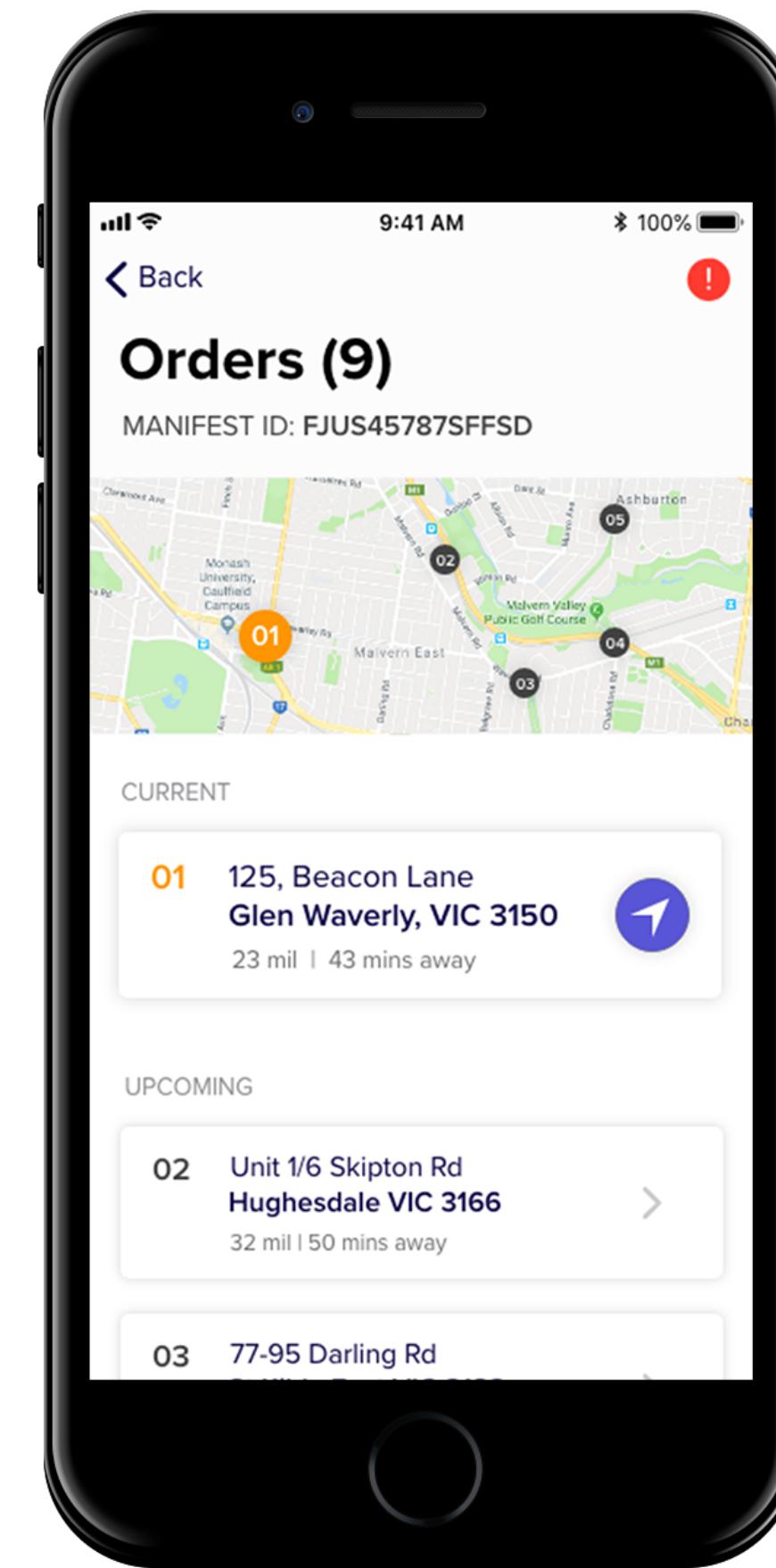
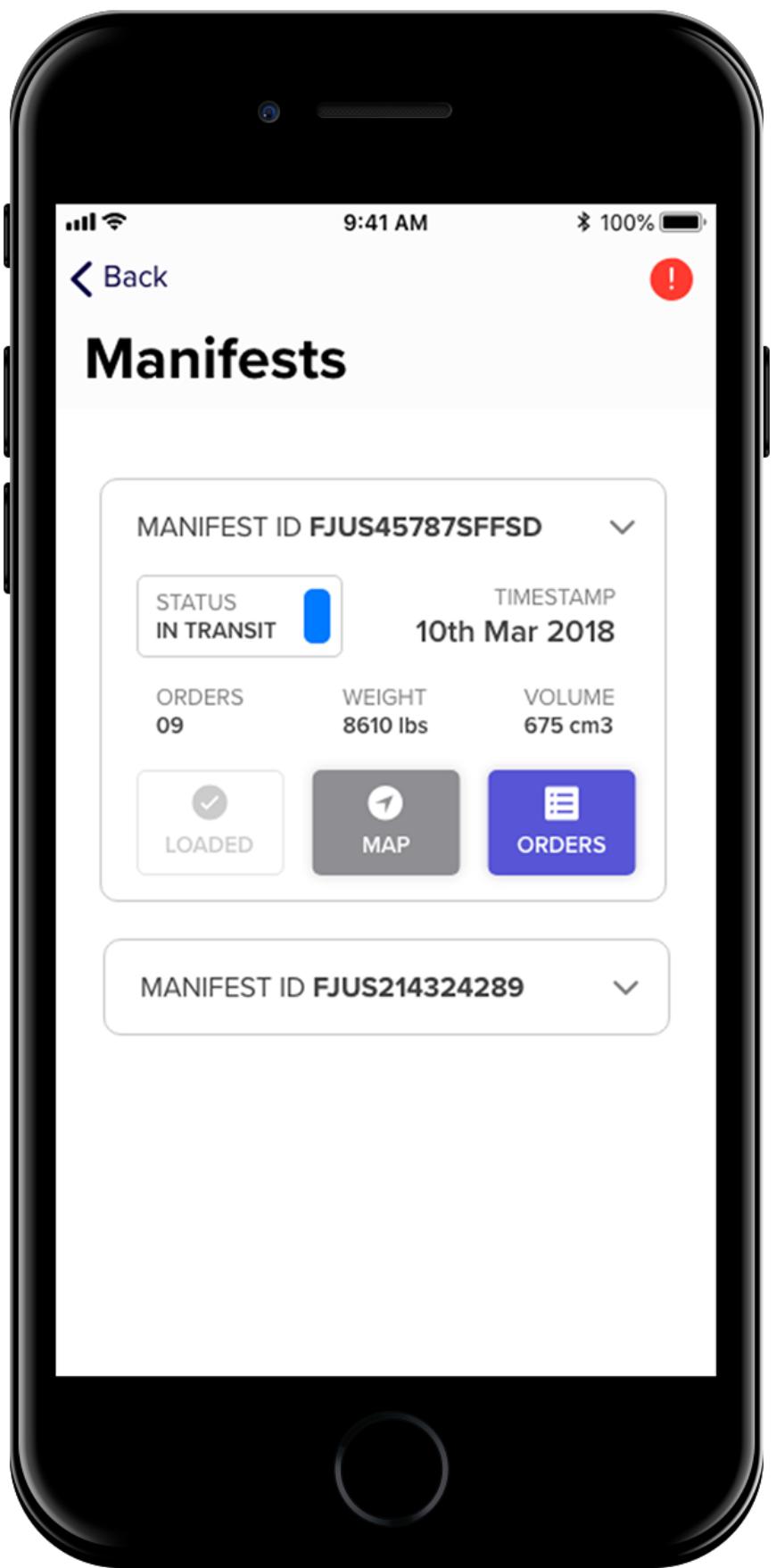
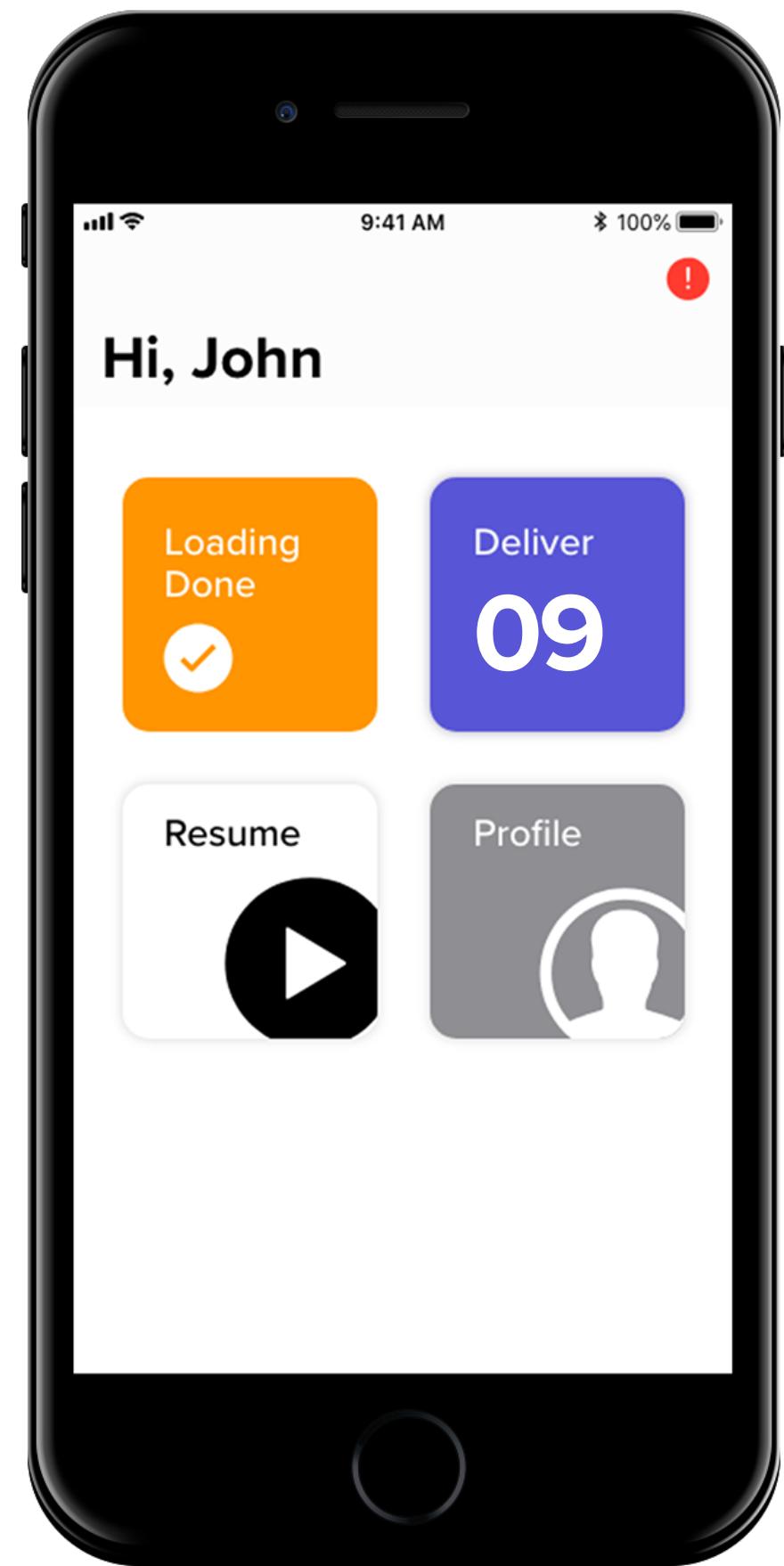
**NAVIGATE** **CALL** **DELIVER**

INITIAL ITERATION

GRADUAL ITERATION

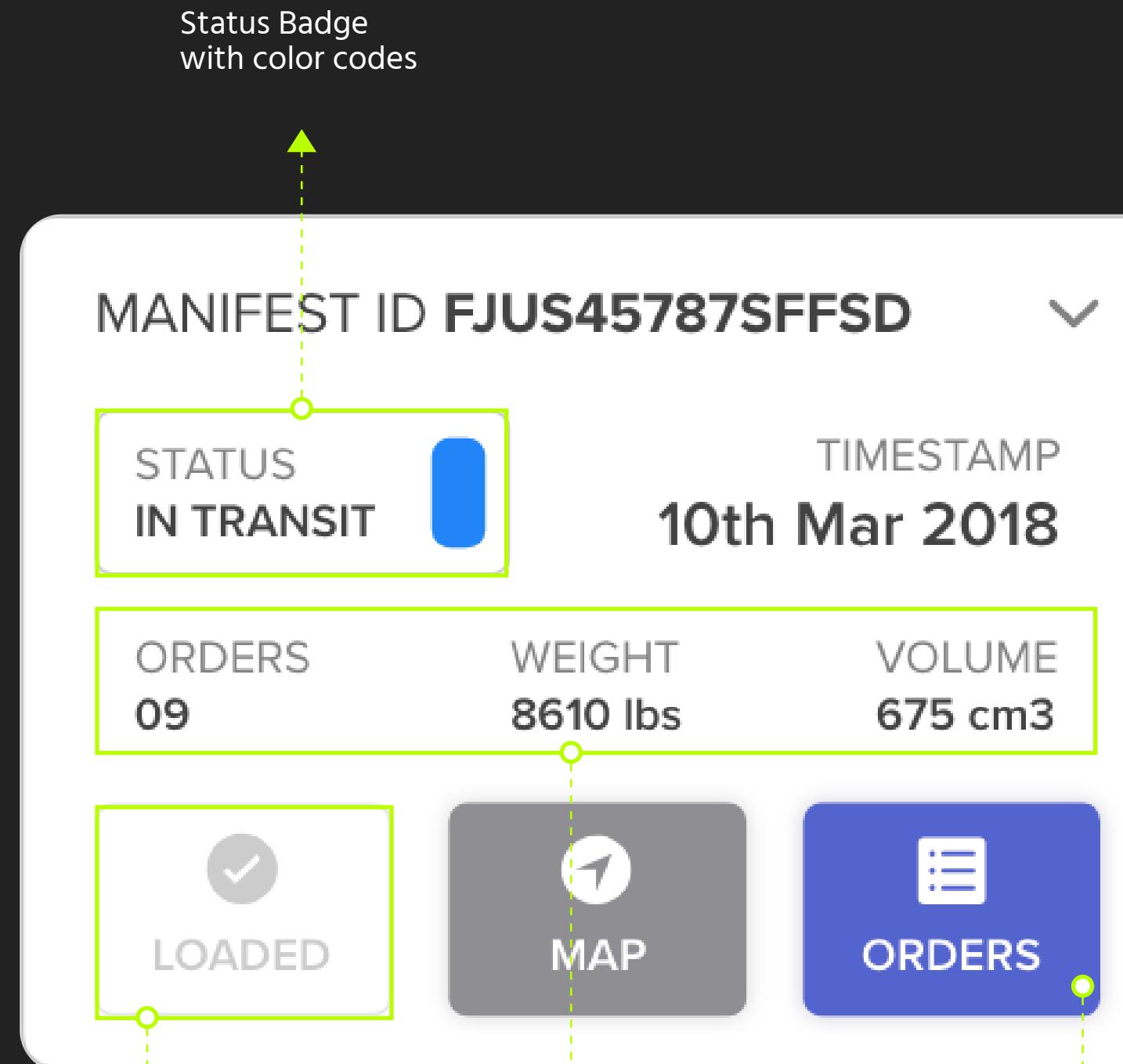
LATER ITERATION

# Iteration and improvement



[VIEW MORE VISUAL DESIGN WORK](#)

High fidelity mockups

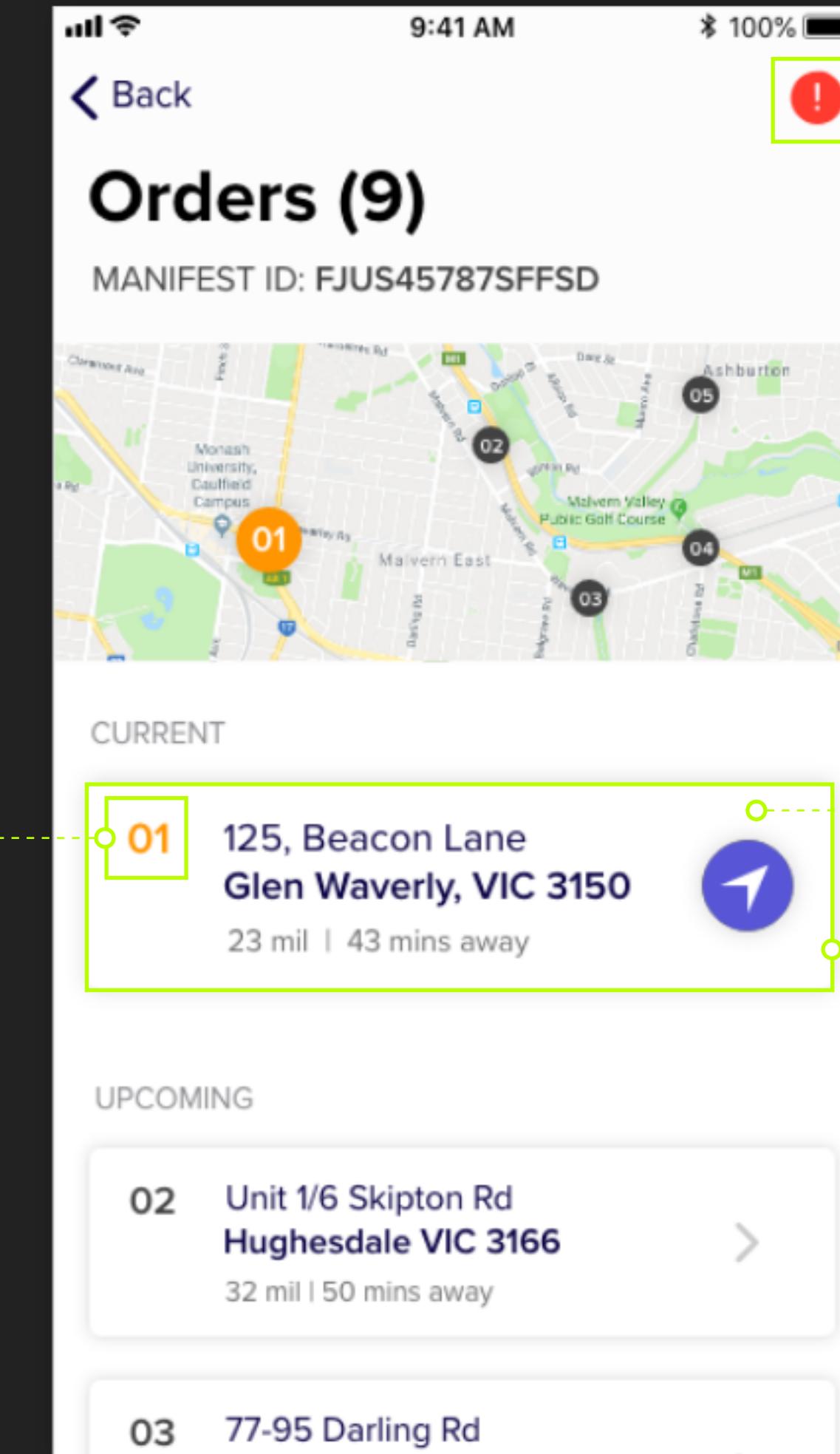


Buttons status changes after an event occurs

Layout that accomodates long data and similar data together

Quick action buttons with focus on essential action

Status Badge with color codes



Help icon is consistent in every screen for anytime help and quick menu emergency options

Plotted map that acts as a visual cue for number of orders and their location

Button like card design with shadows adds affordance to click

The current order card shows all the relevant info with a quick action button to navigate

## Analysis of visuals

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# Impact

Zero training cost  
High adoption rates



\$458  
per employee

allotted budget  
for training

what it actually  
cost them

