

# Karena Vongampai

Product Design Portfolio

December 2023



# CONVOY

# Status and tracking experience for shippers

CONVOY

Shipments Insights Network Quotes Bulk upload

Last updated 08/04/22 @ 11:56 PST

At pickup in Henderson, NV 89052

Delivery ETA - Late: 08/04/2021 @ 20:30 PST | Scheduled delivery: 08/04/2022 @ 18:30 - 19:15 PST

Copy share link Request changes More...

The driver has been at the pickup facility for 8 hours and will be late to the next stop

We're trying to understand why the driver is taking longer than usual at this stop. We'll update you once we get more information.

Tracking History Documents Notes

- Shipment accepted
- Scheduling appointments
- Carrier assigned
- Pickup  
West Coast Grocery  
1775 Raiders Way, Henderson, NV 89052  
Live pickup · Pickup #190873 · Appt #6392342
- Delivery  
Ralphs Distribution Center LA  
2201 S Wilmington Ave, Compton, CA 90220  
Live unload · Pickup #190873 · Appt #6392342
- Completed

Basics

Shipment Tracking No. 789192382919320021 PO/Reference No. 1093182

Requested by James Lorenzo Convoy ID KOL-189

Notes

Shipper will only accept a POD signed by the driver and the cosignee. Proof of deliveries without the proper signature will result in a freight claim being filed with your company.

Carrier details

TNT Trucking MC No. MC893029

Driver Jared Olsen

Tender details

Tendered on 03/03/2022 Total price \$4,050.00

09:01 PST Instant price

Tender source EDI

Shipping items (32,000 lbs)

Bottled water - 12oz  
28,000 lbs · 100 units · 10 pallets  
Internal PO #09887 · Customer PO #07883

Bottled water - gallon  
16,000 lbs · 25 units · 4 pallets  
Internal PO #09887 · Customer PO #07883

Equipment

Truck type Dry Van Accessories PPE

What we'll cover

# Context on Convoy & Freight



## Shippers

Businesses that need to move goods to customers

# CONVOY

## Convoy (Broker)

Middleman who manages and arranges transportation services

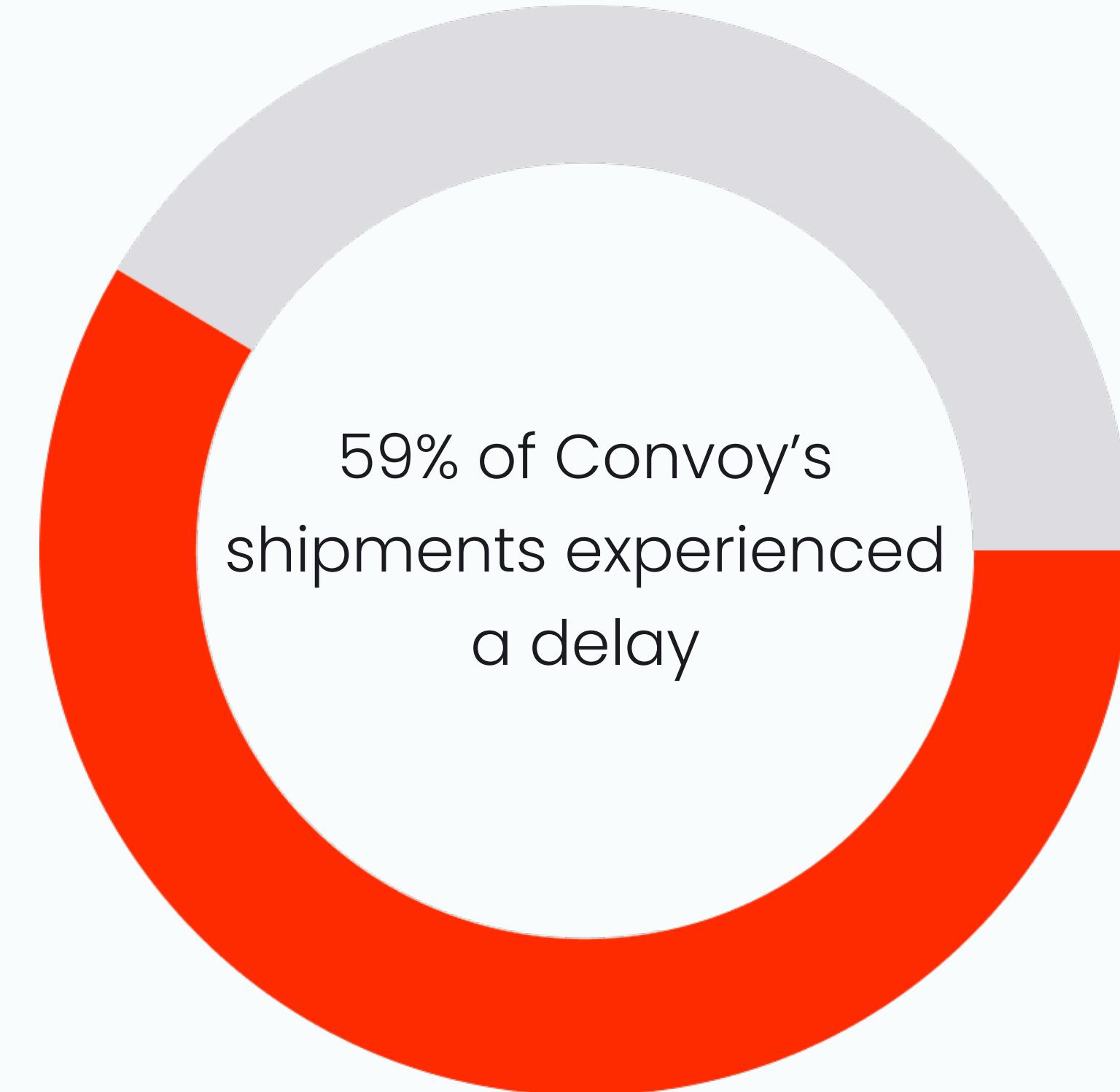


## Carriers

Businesses that have trucks, trailers and drivers to move goods

# In the business of moving goods, schedules don't always go according to plan

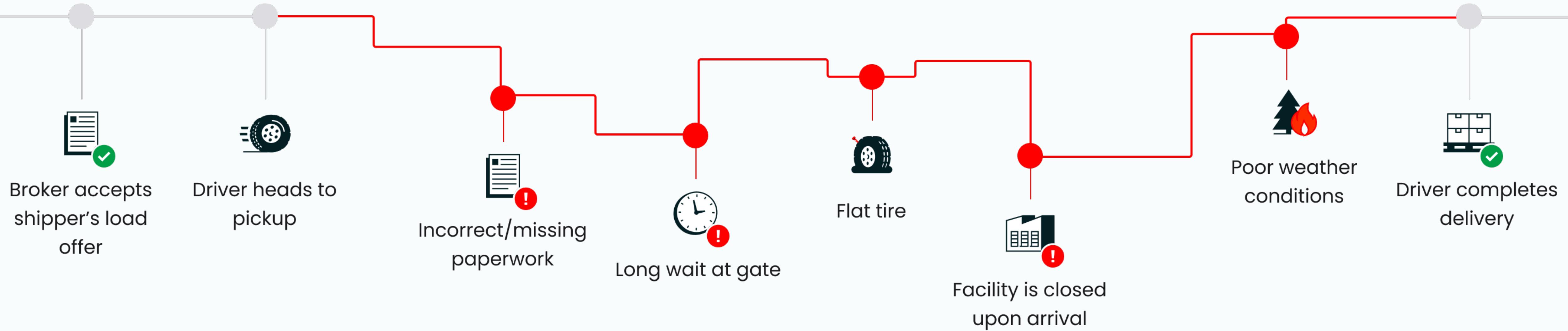
What differentiates bad and good service, is how brokers communicate delays



## Problem statement

# Shipper transportation teams need to know the status of their shipments

When the end customer calls asking for more information about a delay, it's the shipper's responsibility to be able to thoroughly explain why. It's part of providing excellent customer service.



## Problem statement

# Getting status information from Convoy is time consuming

- Status on the shipper portal didn't reflect real-time progress
- 29% of 14,000 weekly emails are status inquiries
- Answering status inquiries takes up 40% of email working time

## Opportunity

# What if shippers could self-serve the latest status update for all their shipments?

- Reduce status inquiry emails and email working time
- Maximize bandwidth for higher complexity issues
- Increase engagement with shipper portal

Objective

**I led design on a cross-functional team to deliver shipment status information to shippers, over the course of one quarter**

**Process we'll explore:**

- Research
- Design iterations and improvements
- Launch results



# Research

To critically think about how to improve this experience, I first needed to understand the current experience. These are the methods I employed to build my understanding quickly:

- 8 Interviews with shippers
- My own audit of the experience
- Competitive analysis

## Research

To learn from existing solutions, my product manager and I conducted a competitive analysis. We got test accounts from marketing, or had to scour the internet for videos. Here are 3 examples

The image displays three screenshots of freight tracking platforms:

- Coyote Logistics:** A screenshot of the Coyote Logistics tracking interface showing a list of shipments with details like Shipment #, Mode, and Status. It includes a "TRACKING UPDATES" section with a timeline of events and a map showing the route from Orlando, FL to Orange City, FL.
- Uber Freight:** A screenshot of the Uber Freight tracking interface featuring a map of the Midwestern US showing the route from Columbus, OH to Chicago, IL. It includes shipment details like Customer Reference # and Pickup/Dropoff Locations.
- FourKites:** A screenshot of the FourKites load tracking interface showing a list of loads with details like Carrier, Origin, and Destination. It includes a map showing the route from Brandon, FL to St. Petersburg, FL.

## Takeaways

- Optimize for scannability without sacrificing comprehension
- Status should be determined using live progress, not phone data
- Show ETAs

# Usability issues

01

**Status shown today does not reflect what's happening in real time**

- Shippers are confused that all shipments appear on-time

The screenshot shows the Convoy software interface. On the left is a sidebar with navigation links: Quotes, Shipments (selected), ALERTS, PENDING, IN PROGRESS, COMPLETED, and Help and support. Below the sidebar is a user profile for 'Phil Horn' from 'Panther Bottle Co.'.

The main area is titled 'Shipments' with a search bar. It displays a table of shipments. The first shipment in the list is highlighted with a red box. This shipment has tracking number 'ABC-500 012345' and is currently 'At pickup'. The status is listed as 'In Progress'. However, the timestamp for this entry is 'Window Pickup 10/11/19 05:00–12:00', indicating it is from October 11, 2019.

The table includes columns for Shipment, Pickup, Delivery, Carrier, and Price. There are five more rows of shipment data below the highlighted one, each with similar structure but different details.

Shipment	Pickup	Delivery	Carrier	Price
ABC-500 012345 At pickup	Windy City Bottling Co. Chicago, IL 89001 Window Pickup 10/11/19 05:00–12:00	→ Windy City Bottling Co. Seattle, WA 98103 Delivery by 04/09/2021	Convoy (CYAN) Accepted 4/20/2021 @ 4:00 pm View assignment	\$2,500 > View ...
ABC-500 012345 At delivery	Windy City Bottling Co. Chicago, IL 89001 Window Pickup 10/11/19 05:00–12:00	→ Windy City Bottling Co. Seattle, WA 98103 Delivery by 04/09/2021	Convoy (CYAN) Accepted 4/20/2021 @ 4:00 pm View assignment	\$2,500 > View ...
ABC-500 012345 At delivery	Windy City Bottling Co. Chicago, IL 89001 Window Pickup 10/11/19 05:00–12:00	→ Windy City Bottling Co. Seattle, WA 98103 Delivery by 04/09/2021	Convoy (CYAN) Accepted 4/20/2021 @ 4:00 pm View assignment	\$2,500 > View ...
ABC-500 012345 Pending Accepted	Windy City Bottling Co. Chicago, IL 89001 Window Pickup 10/11/19 05:00–12:00	→ Windy City Bottling Co. Seattle, WA 98103 Delivery by 04/09/2021	Best Truck Co. Accepted 4/20/2021 @ 4:00 pm View assignment	\$2,500 > View ...
ABC-500 012345 At delivery	Windy City Bottling Co. Chicago, IL 89001 Window Pickup 10/11/19 05:00–12:00	→ Windy City Bottling Co. Seattle, WA 98103 Delivery by 04/09/2021	Maple Trucking Accepted 4/20/2021 @ 4:00 pm View assignment	\$2,500 > View ...
ABC-500 012345 At delivery	Windy City Bottling Co. Chicago, IL 89001 Window Pickup 10/11/19 05:00–12:00	→ Windy City Bottling Co. Seattle, WA 98103 Delivery by 04/09/2021	Convoy (CVYI) Accepted 4/20/2021 @ 4:00 pm View assignment	\$2,500 > View ...

# Usability issues

02

## **Not enough status information to derive the full story behind a delay**

- Our definition of status didn't align with the shipper's understanding

### **Participant explains that status is a multi-dimensional term**

"What we often see with carriers is 'truck broke down.' And I have to ask 'what's going on?' And then there's other carriers that will say,

'the delivery is delayed because the truck broke down, radiator is bad, driver didn't run proper checks and it's going to the nearest tow center. It'll be an hour and a half.' If I can give that reply to my customers, they trust that we're on top of it and handling the problem."



On-time status



Root cause for delay



Fault attribution



Corrective action plan



Updated ETA

# Usability issues

03

## Layout did not match the user's priorities

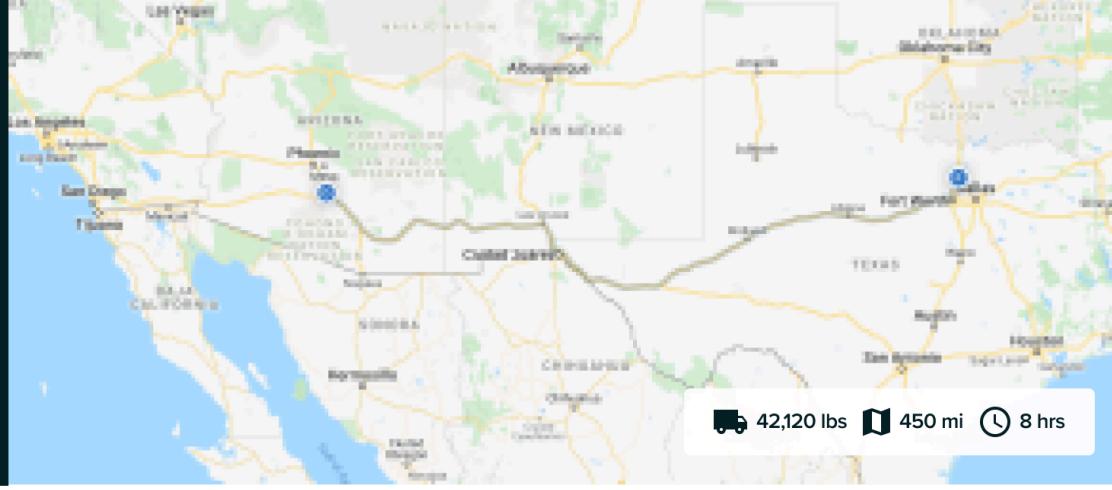
- For in progress shipments, status is the most important information to see

ABC-100 Pending Accepted  
Seattle, WA (Live pickup) → Portland, OR (Live unload)

Actions ▾ X

Overview Documents Notes

ABC-100  
Delivering on Apr 26, 2021  
[Track shipment](#) [Request changes](#) ...



42,120 lbs 450 mi 8 hrs

**Basics**

Shipping tracking # PO/reference #  
654321 654321

Shipment notes  
This is where the user will see notes about the shipment that they've booked.

**Tender details**

Total price	Carrier	Tendered on	Tendered by
\$4,000.90	Convoy	March 3, 2021 09:01 PST	Douglas Treeman Transportation coordinator
Contract rate			

**2 Stops (450 mi, 8 hrs)**

Pickup ① Apr 5, 2021 @ 09:30 - Apr 6, 2021 @ 10:45 PST  
Live pickup  
[Bristle Brush Manufacturing](#)  
14209 W Lafayette Rd, Seattle, WA  
Pickup #190873 · Appt #6392342

Delivery ② Apr 6, 2021 @ 12:30 PST  
Live unload  
[Walgreens - Redmond](#)  
14209 W Lafayette Rd, Seattle, WA  
Delivery #190873

**Cargo (32,000 lbs)**

Cases of floss  
6,000 lbs · 1,000 units · 8 pallets  
Internal PO #09887 · Customer PO #07883

**Equipment**

Truck type Accessorials  
 Dry Van PPE, Food grade trailer

# Usability issues

04

## Status terms and labels are difficult to understand

- Shippers didn't understand colors
- Shippers didn't understand the content in the tags

The screenshot shows the Convoy software interface. On the left is a sidebar with navigation links: Quotes, Shipments (selected), Alerts, Exceptions, Warnings, Pending, Unassigned, Accepted, In Progress (highlighted in red), Dispatched, At Pickup, In Progress, At Delivery, Delivered, and Completed. The main area is titled 'Shipments' with a search bar. It lists several shipments, each with a status tag (e.g., 'In Progress', 'Pending', 'Accepted') and a location ('At pickup', 'At delivery'). The first shipment in the list is highlighted with a red box.

Shipment	Pickup	Delivery	Carrier	Price
ABC-500 012345 In Progress At pickup	Windy City Bottling Co. Chicago, IL 89001 Window Pickup 10/11/19 05:00–12:00	→ Windy City Bottling Co. Seattle, WA 98103 Delivery by 04/09/2021	Convoy (CYAN) Accepted 4/20/2021 @ 4:00 pm View assignment	\$2,500 > View ...
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# Summary of usability issues and opportunities

Issue	Opportunity
Status shown today does not reflect the real-time state of the shipment	Calculate status based on carrier GPS data or transmitted data from the Electronic Logging Device (ELD) in the carrier's truck
Not enough status information to derive the full story behind a delay	Expand our technical service to deliver on carrier's information needs
Information architecture did not match the user's priorities	Optimize format of shipment details and status information for scannability
Status terms and labels are difficult to understand	Use familiar terms to describe status



# Design improvements

Now that we had a deep understanding of the customer problem and usability issues we were solving, we could ideate on the best solutions.

- Sequencing and roadmap
- Design goals
- Design iterations

Design improvements

# Sequencing and roadmap

Milestone 1

Status = Shipment stage + on-time status

Milestone 2

Status = M1 + ETA + delay root cause

Milestone 3

Status = M1 + M2 + Fault attribution + Corrective action plan

Milestone 4

Shippers can action on delay issues that are their fault

# Sequencing and roadmap

Milestone 1 ✓

Status = Shipment stage + on-time status

Milestone 2 ✓

Status = M1 + ETA + delay root cause

Milestone 3

Status = M2 + Fault attribution + Corrective action plan

Milestone 4

Shippers can action on delay issues that are their fault

# Design goals

## Maximize scannability

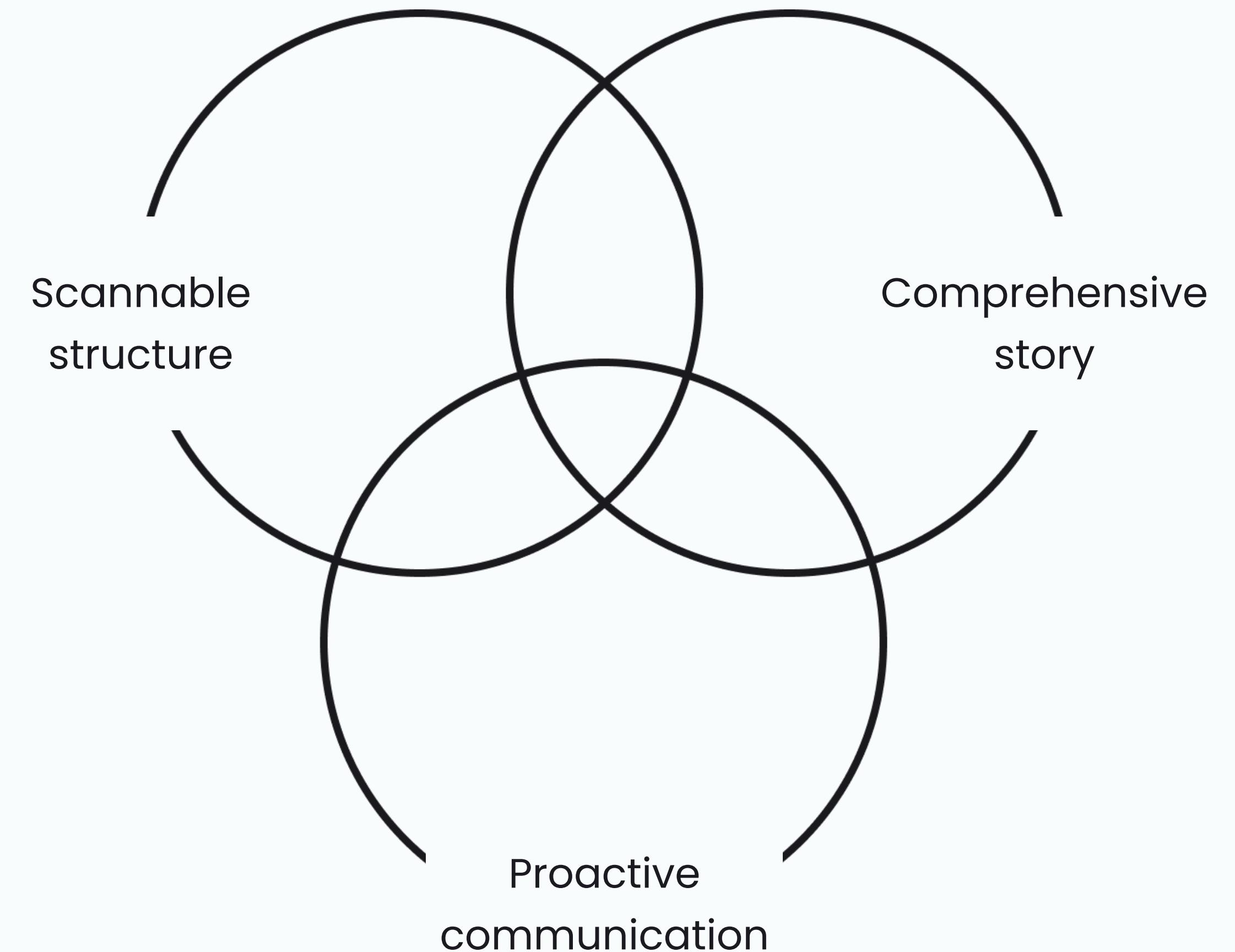
Shippers are busy and need to easily understand what is happening to a shipment

## Prioritize what needs attention

Shippers don't have time to search for what needs their attention, they need to be shown it

## Maximize comprehension

Cover all dimensions of what status means to shippers so they don't need to contact our operations team



## Design improvements - Shipment dashboard

# Maximize scannability

### Improvements

- Status column
- Simplified and updated copy
- Semantic colors

The screenshot displays the Convoyshipment dashboard interface. On the left, a dark sidebar contains the Convoyshipment logo, navigation links for 'Shipments', 'Insights', 'Network', 'Quotes', and 'Bulk upload', and user information for 'Karena Vongampai' from 'Encore Glass'. The main area is titled 'Shipments' and shows a search bar and various filter options like 'Maggie's loads (Le...)', 'City & State', 'Facility', 'Status', 'On-time status', 'More', 'Reset', and 'Save'. A large red box highlights the 'Status' column for the first shipment in the list, which shows a sequence of status changes: 'Finding carrier Delayed', 'Dispatched Driver late', 'Pickup ETA - Late: 12/21/21 @ 14:00 PST', 'At pickup Long dwell', 'Delivery ETA - Late: 12/21/21 @ 14:00 PST', 'In transit Driver late', 'Delivery ETA - Late: 06/07/21 @ 14:00 PST', 'At delivery Driver late', and finally 'Completed'. To the right of the status column, the 'Pickup' and 'Delivery' locations and times are listed, along with the total price of '\$1,160.00'. The rest of the page shows a repeating pattern of these shipment details.

Shipment ID	Status	Pickup	Delivery	Price
KOL-1290 78919291021	Finding carrier Delayed	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	Dispatched Driver late Pickup ETA - Late: 12/21/21 @ 14:00 PST	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	At pickup Long dwell Delivery ETA - Late: 12/21/21 @ 14:00 PST	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	In transit Driver late Delivery ETA - Late: 06/07/21 @ 14:00 PST	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	At delivery Driver late	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	Completed	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00

# Prioritize what needs attention

## Improvements

- Sort by delayed

The screenshot shows the Convoy Shipment dashboard. On the left is a dark sidebar with the Convoy logo at the top, followed by sections for Shipments, Insights, Network, Quotes, and Bulk upload. Below these is a Help & Support section with a user profile for Karena Vongampai from Encore Glass.

The main area is titled "Shipments" and contains a search bar and several filter buttons: "Maggie's loads (Le...)", "City & State", "Facility", "Status", "On-time status", "More", "Reset", and "Save". To the right of these are buttons for "Get a quote" and "Create shipment".

The central part of the dashboard displays a table of 128 results. The columns are labeled "Shipment", "Status", "Pickup", "Delivery", and "Price". The "Status" column uses color-coded labels: "Delayed" (red), "Driver late" (orange), "Long dwell" (yellow), "In transit" (green), "At delivery" (blue), and "Completed" (grey). The "Sort: Delayed" button is highlighted with a red box.

Each row in the table represents a shipment with details like tracking number (e.g., KOL-1290 78919291021), location (CVS Pharmacy DC, 1331 Old East Rd, Seattle, WA 98117), and scheduled/delivery times. The price for all shipments is listed as \$1,160.00.

## Design improvements - Shipment dashboard

# Maximize comprehension

### Improvements

- On-time status
- Delay root cause
- ETA

The screenshot shows the Convoy Shipment dashboard interface. On the left is a dark sidebar with the Convoy logo at the top, followed by sections for Shipments, Insights, Network, Quotes, and Bulk upload. Below these is a Help & Support section with a user profile for Karena Vongampai from Encore Glass.

The main area is titled "Shipments" and includes a search bar, filters for "Maggie's loads (Le...)", "City & State", "Facility", "Status", "On-time status", and buttons for "Get a quote" and "Create shipment". The table displays 128 results in List view, with columns for Shipment ID, Status, Pickup, Delivery, and Price.

The table rows represent shipments with the following details:

Shipment	Status	Pickup	Delivery	Price
KOL-1290 78919291021	Finding carrier   Delayed	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	Dispatched   Driver late Pickup ETA - Late: 12/21/21 @ 14:00 PST	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	At pickup   Long dwell Delivery ETA - Late: 12/21/21 @ 14:00 PST	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	In transit   Driver late Delivery ETA - Late: 06/07/21 @ 14:00 PST	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	At delivery   Driver late	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00
KOL-1290 78919291021	Completed	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	CVS Pharmacy DC 1331 Old East Rd, Seattle, WA 98117 Scheduled: 12/21/21 @ 14:30	\$1,160.00

A red box highlights the third row, which shows an "At pickup | Long dwell" status with a delivery ETA of 12/21/21 @ 14:00 PST. The "Driver late" status is also present in this row.

## Design improvements - Shipment details

# Maximize scannability

### Improvements

- 2 column layout, de-emphasizing basic shipment details

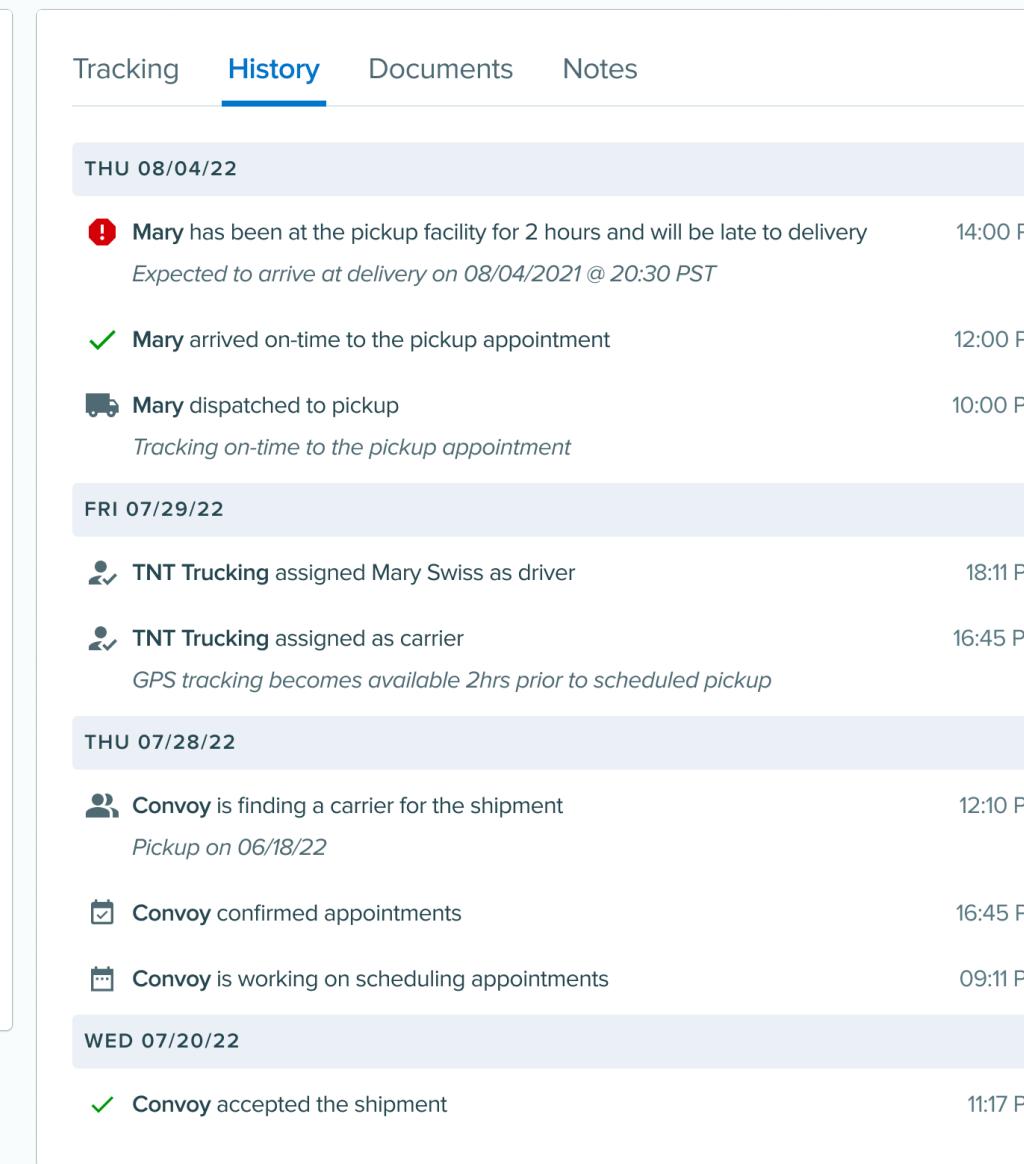
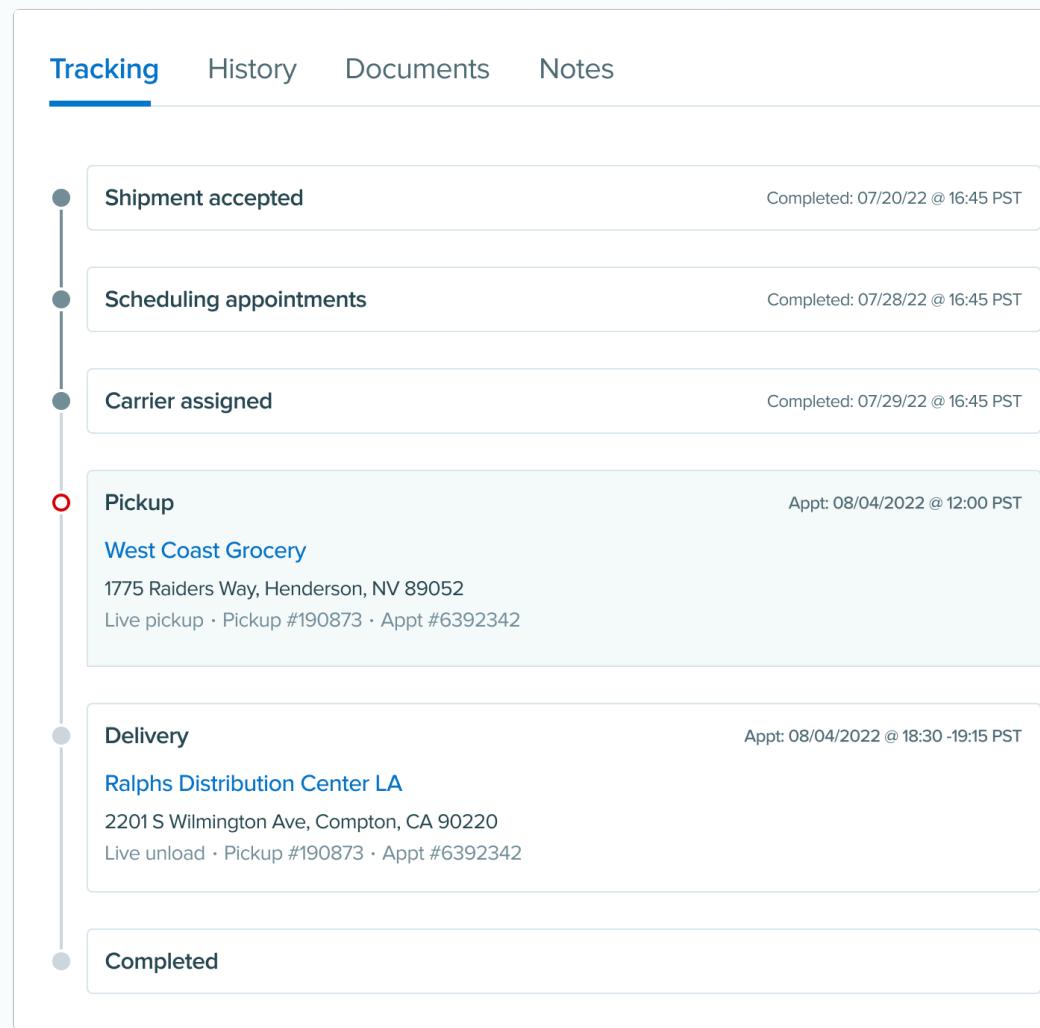
The screenshot displays the Convoy software interface for managing shipments. On the left, a dark sidebar menu includes 'CONVOY' at the top, followed by 'Shipments', 'Insights', 'Network', 'Quotes', and 'Bulk upload'. Below the menu is a user profile for 'Karena Vongampai' from 'Encore Glass'. The main content area has a header with a back button, tracking number '789192382919320021', and status 'At pickup Long dwell'. It shows a map of the Western US with a red dot at the pickup location in Henderson, NV. Below the map, the text 'At pickup in Henderson, NV 89052' is displayed. A note indicates a long dwell time: 'The driver has been at the pickup facility for 8 hours and will be late to the next stop. We're trying to understand why the driver is taking longer than usual at this stop. We'll update you once we get more information.' The right side of the screen is a large panel with a red border, containing sections for 'Basics', 'Carrier details', 'Tender details', 'Shipping items', and 'Equipment'. The 'Basics' section lists tracking numbers, reference numbers, requested by (James Lorenzo), and convoy ID (KOL-189). The 'Carrier details' section shows TNT Trucking as the carrier and Jared Olsen as the driver. The 'Tender details' section provides information about the tender, including date (03/03/2022), time (09:01 PST), source (EDI), and total price (\$4,050.00). The 'Shipping items' section lists two types of water: 'Bottled water - 12oz' and 'Bottled water - gallon'. The 'Equipment' section specifies a 'Dry Van' truck type and 'PPE' accessories.

## Design improvements - Shipment details

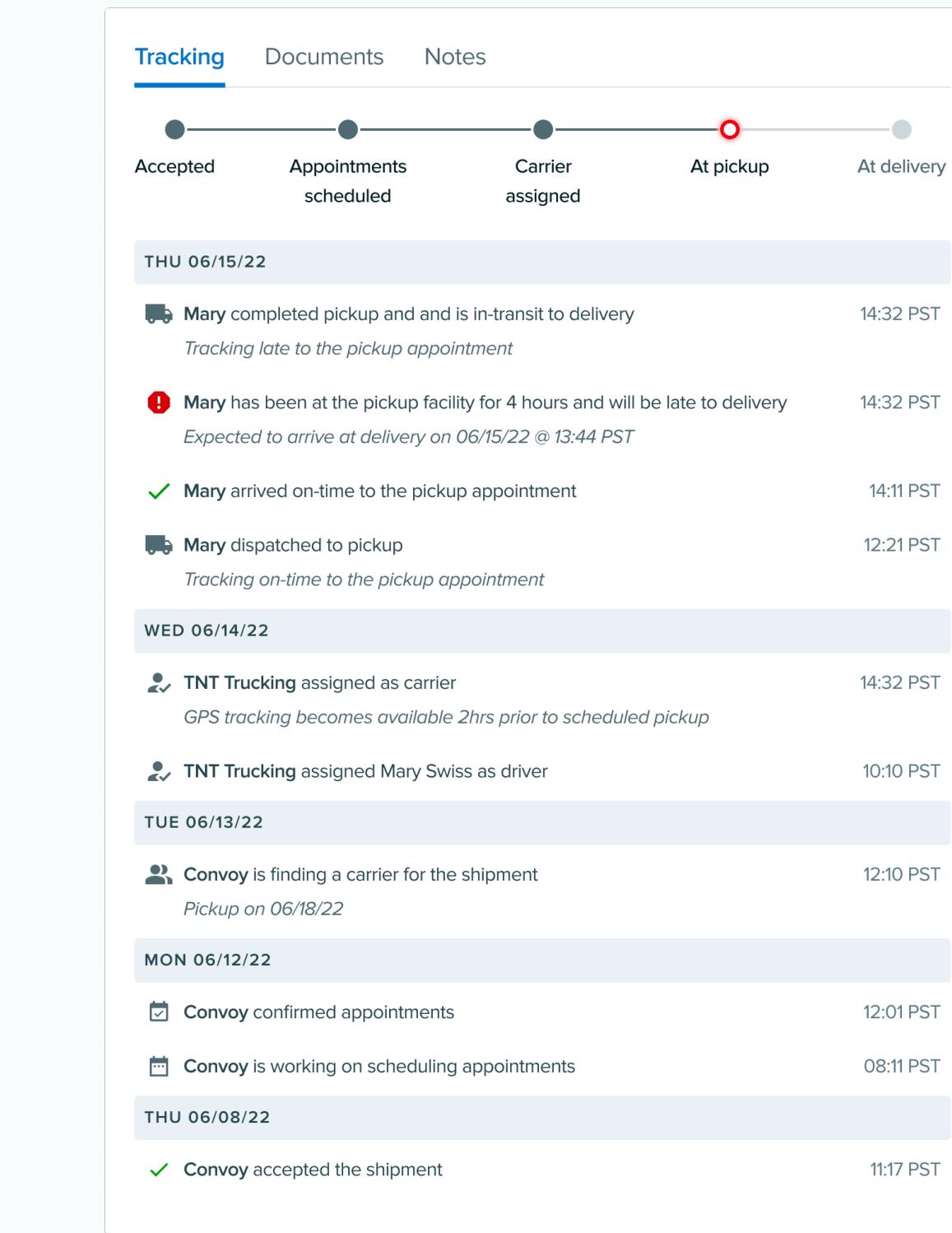
My product manager was convinced that we should group the shipment's history and overall tracking into one tab.

He was concerned about reducing the number of clicks, while I was concerned about comprehension and cluttering the UI. I took 3 different explorations to users to guide my decision making.

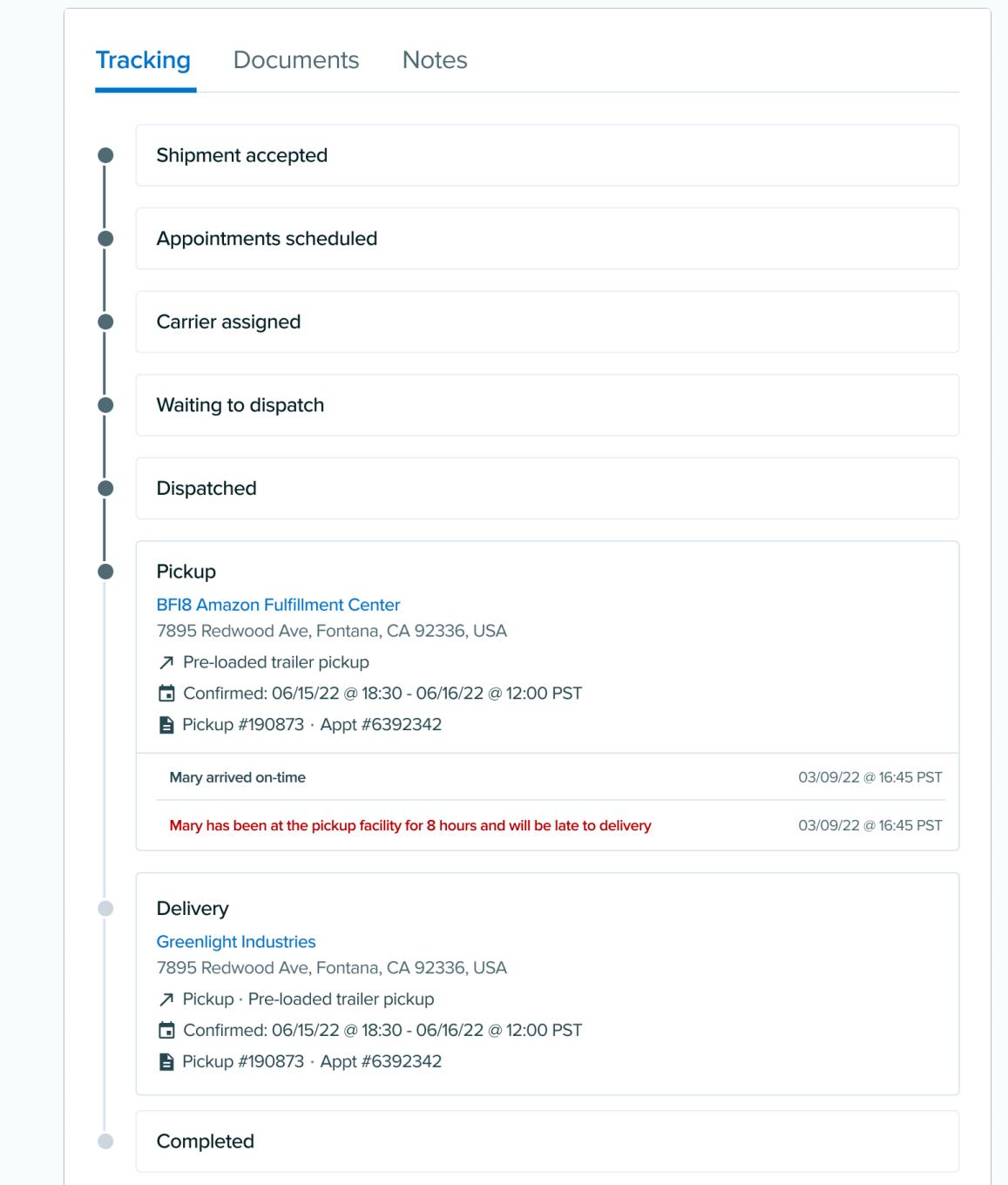
### Option 1: Tracker and History separated



### Option 2: Condensed tracker



### Option 3: Embed history in timeline



## Design improvements - Shipment dashboard

# Maximize scannability

### Improvements

- 2 column layout, de-emphasizing basic shipment details
- Banner draws focus toward the issue

**CONVOY**

Shipments Insights Network Quotes Bulk upload

< Back 789192382919320021 At pickup Long dwell • Seattle, WA 98115 → Phoenix, AZ 85004 Duplicate ...

Last updated 08/04/22 @ 11:56 PST

**At pickup in Henderson, NV 89052**

Delivery ETA - Late: 08/04/2021 @ 20:30 PST | Scheduled delivery: 08/04/2022 @ 18:30 - 19:15 PST

[Copy share link](#) [Request changes](#) [More...](#)

! The driver has been at the pickup facility for 8 hours and will be late to the next stop  
We're trying to understand why the driver is taking longer than usual at this stop. We'll update you once we get more information.

Help & Support KV Karena Vongampai Encore Glass

**Tracking** History Documents Notes

- Shipment accepted Completed: 07/20/22 @ 16:45 PST
- Scheduling appointments Completed: 07/28/22 @ 16:45 PST
- Carrier assigned Completed: 07/29/22 @ 16:45 PST
- Pickup West Coast Grocery 1775 Raiders Way, Henderson, NV 89052 Appt: 08/04/2022 @ 12:00 PST  
Live pickup · Pickup #190873 · Appt #6392342
- Delivery Ralphs Distribution Center LA 2201 S Wilmington Ave, Compton, CA 90220 Appt: 08/04/2022 @ 18:30-19:15 PST  
Live unload · Pickup #190873 · Appt #6392342
- Completed

**Basics**

Shipment Tracking No. PO/Reference No.  
**789192382919320021** **1093182**

Requested by Convoy ID  
**James Lorenzo** **KOL-189**

Notes  
Shipper will only accept a POD signed by the driver and the consignee. Proof of deliveries without the proper signature will result in a freight claim being filed with your company.

---

**Carrier details**

Carrier MC No.  
**TNT Trucking** **MC893029**

Driver Jared Olsen

---

**Tender details**

Tendered on Total price  
**03/03/2022** **\$4,050.00**

09:01 PST Instant price

Tender source EDI

---

**Shipping items** (32,000 lbs)

Bottled water - 12oz  
28,000 lbs · 100 units · 10 pallets  
Internal PO #09887 · Customer PO #07883

Bottled water - gallon  
16,000 lbs · 25 units · 4 pallets  
Internal PO #09887 · Customer PO #07883

---

**Equipment**

Truck type Accessories  
**Dry Van** **PPE**

## Design improvements - Shipment dashboard

# Maximize comprehension

### Improvements

- Tracking tab for understanding progress in shipment lifecycle

**CONVOY**

Shipments Insights Network Quotes Bulk upload

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**Basics**

Shipment Tracking No. 789192382919320021 PO/Reference No. 1093182  
Requested by James Lorenzo Convoy ID KOL-189  
Notes  
Shipper will only accept a POD signed by the driver and the consignee. Proof of deliveries without the proper signature will result in a freight claim being filed with your company.

**Carrier details**

Carrier TNT Trucking MC No. MC893029  
Driver Jared Olsen

**Tender details**

Tendered on 03/03/2022 Total price \$4,050.00  
09:01 PST Instant price  
Tender source EDI

**Shipping items** (32,000 lbs)

Bottled water - 12oz  
28,000 lbs · 100 units · 10 pallets  
Internal PO #09887 · Customer PO #07883

Bottled water - gallon  
16,000 lbs · 25 units · 4 pallets  
Internal PO #09887 · Customer PO #07883

**Equipment**

Truck type Dry Van Accessories PPE

## Design improvements - Shipment dashboard

# Maximize comprehension

### Improvements

- Tracking tab for understanding progress in shipment lifecycle
- History tab acts as papertrail and knowing what events led to a delay

The screenshot displays the Convoy Shipment dashboard for tracking shipment 789192382919320021. The dashboard includes:

- Map:** Shows the route from Seattle, WA to Phoenix, AZ, with stops in Henderson, NV; Las Vegas, NV; and Kingman, AZ.
- Basics:** Shipment Tracking No. 789192382919320021, PO/Reference No. 1093182, Requested by James Lorenzo, Convoy ID KOL-189.
- Carrier details:** Carrier TNT Trucking (MC No. MC893029), Driver Jared Olsen.
- Tender details:** Tendered on 03/03/2022, Total price \$4,050.00.
- Shipping items:** 32,000 lbs of Bottled water - 12oz (28,000 lbs) and Bottled water - gallon (16,000 lbs).
- Equipment:** Truck type Dry Van, Accessories PPE.
- Tracking History:** A red box highlights the "History" tab under the "Tracking" section. The history log shows the following events:
  - THU 08/04/22: Mary has been at the pickup facility for 2 hours and will be late to delivery (Expected to arrive at delivery on 08/04/2021 @ 20:30 PST). Status: 14:00 PST.
  - FRI 07/29/22: TNT Trucking assigned Mary Swiss as driver. Status: 18:11 PST.
  - FRI 07/29/22: TNT Trucking assigned as carrier. GPS tracking becomes available 2hrs prior to scheduled pickup. Status: 16:45 PST.
  - THU 07/28/22: Convoy is finding a carrier for the shipment. Pickup on 06/18/22. Status: 12:10 PST.
  - WED 07/20/22: Convoy confirmed appointments. Status: 16:45 PST.
  - WED 07/20/22: Convoy is working on scheduling appointments. Status: 09:11 PST.
  - WED 07/20/22: Convoy accepted the shipment. Status: 11:17 PST.

## Design improvements - Shipment dashboard

I created many variations for the layout of this page. I asked other brand/visual designers on the team to jam, and help me generate ideas.

The image displays four wireframe prototypes of a Convoy shipment dashboard, illustrating design variations for a shipment tracking page. Each prototype includes a header with the Convoy logo and navigation links for Shipment, Quotes, Network, and Insights. A sidebar on the left provides user information (Karena Vongampai, Encore Glass) and a 'Try the Convoy TMS' button.

- Prototype 1 (Left):** Shows a map of Seattle, WA to Phoenix, AZ route. Below the map are sections for 'Dispatched' status (ETA: 01/04/2022 @ 13:45 PST), 'Tracking' (status: Tender accepted, Dispatched), 'Documents' (none), and 'Notes' (none). It also lists shipping items and equipment.
- Prototype 2 (Center):** Shows a map of Seattle, WA to Phoenix, AZ route. Below the map are sections for 'Details' (Shipment Tracking No. 789192382919320021, PO/Ref. No. 1093182, Requested by James Lorenzo, Convoy ID KOL-189), 'Quotes' (none), 'Network' (none), and 'Insights' (none). It also lists shipping items and equipment.
- Prototype 3 (Right):** Shows a map of Seattle, WA to Phoenix, AZ route. Below the map are sections for 'Shipments' (Status: En route to pickup, ETA: May 27, 2021 @ 18:17 PDT), 'Tracking' (status: Dispatched, Pickup at Bob's Warehouse, Delivery at Walgreens - Redmond), 'Schedule' (none), 'Documents' (none), and 'Notes' (none). It also lists shipping items and equipment.
- Prototype 4 (Far Right):** Shows a map of Seattle, WA to Phoenix, AZ route. Below the map are sections for 'Shipments' (Status: At pickup in Sunnyvale, CA, ETA to pickup: Jan 19 @ 10:30 PDT, Scheduled Pickup: Jan 19 @ 09:23 PDT), 'Tracking' (status: Pickup in Sunnyvale, CA 94087, Delivery in Phoenix, AZ 85004, Completed), 'Schedule' (none), 'Documents' (none), and 'Notes' (none). It also lists shipping items and equipment.

## Design improvements - Shipment dashboard

# Maximize comprehension

### Improvements

- Map shows driver's live location tracking
- User can see how far the driver is from each stop

The screenshot displays the Convoy Shipment dashboard for a specific shipment. The left sidebar includes links for CONVOY, Shipments, Insights, Network, Quotes, Bulk upload, Help & Support, and a user profile for Karena Vongampai from Encore Glass. The main content area shows a map of the route from Seattle, WA to Phoenix, AZ, with a red box highlighting the driver's current location in Henderson, NV. Below the map, a message states: "At pickup in Henderson, NV 89052" and "The driver has been at the pickup facility for 8 hours and will be late to the next stop". The dashboard also features a timeline of events, carrier details, tender details, shipping items, and equipment information.

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CONVOY  
Driver Jared Olsen

**Tender details**

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Internal PO #09887 · Customer PO #07883

**Equipment**

Truck type Dry Van Accessories PPE

**Tracking History Documents Notes**

**THU 08/04/22**

- Mary has been at the pickup facility for 2 hours and will be late to delivery  
Expected to arrive at delivery on 08/04/2021 @ 20:30 PST 14:00 PST
- Mary arrived on-time to the pickup appointment 12:00 PST
- Mary dispatched to pickup  
Tracking on-time to the pickup appointment 10:00 PST

**FRI 07/29/22**

- TNT Trucking assigned Mary Swiss as driver 18:11 PST
- TNT Trucking assigned as carrier 16:45 PST  
GPS tracking becomes available 2hrs prior to scheduled pickup

**THU 07/28/22**

- Convoy is finding a carrier for the shipment  
Pickup on 06/18/22 12:10 PST
- Convoy confirmed appointments 16:45 PST
- Convoy is working on scheduling appointments 09:11 PST

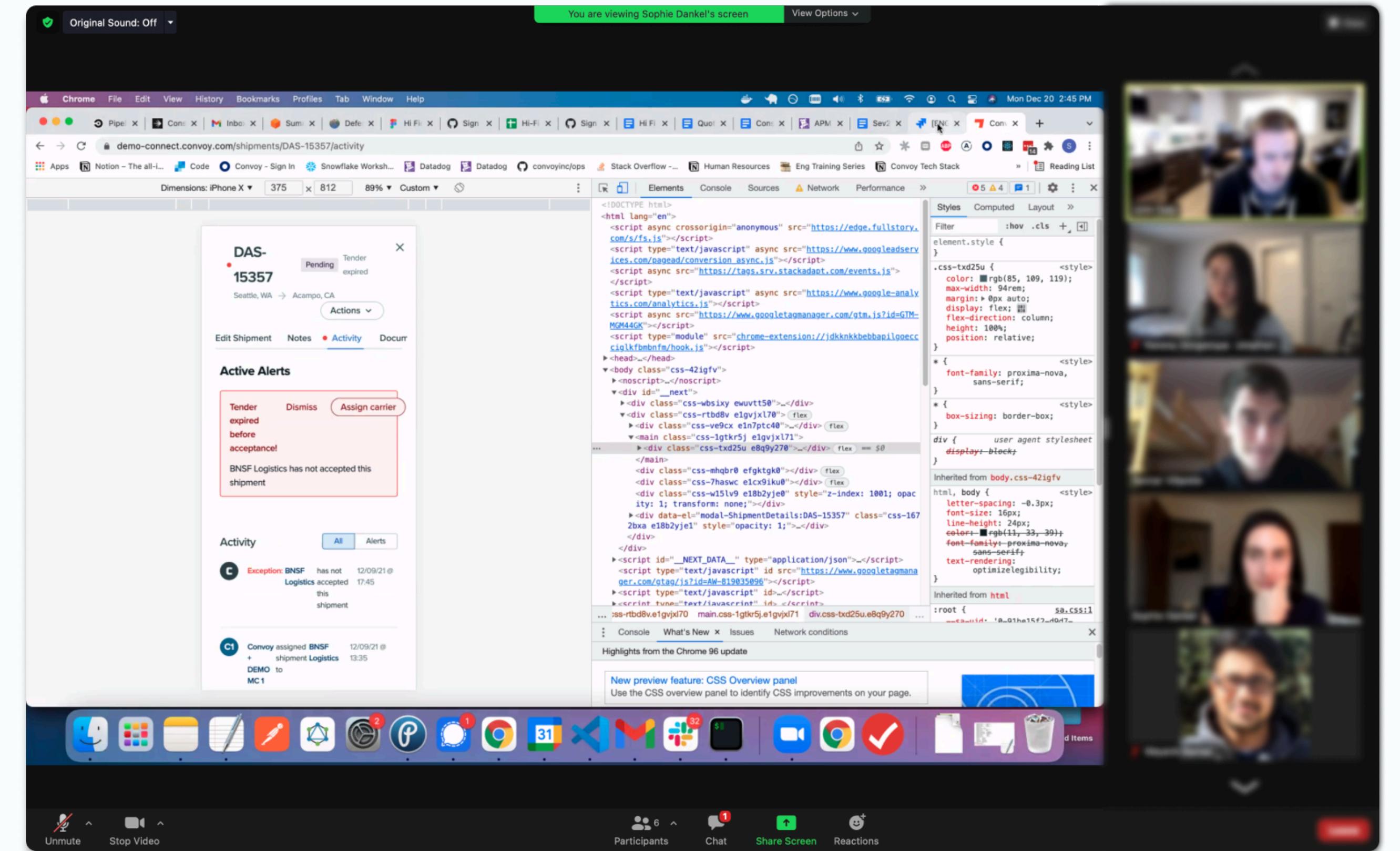
**WED 07/20/22**

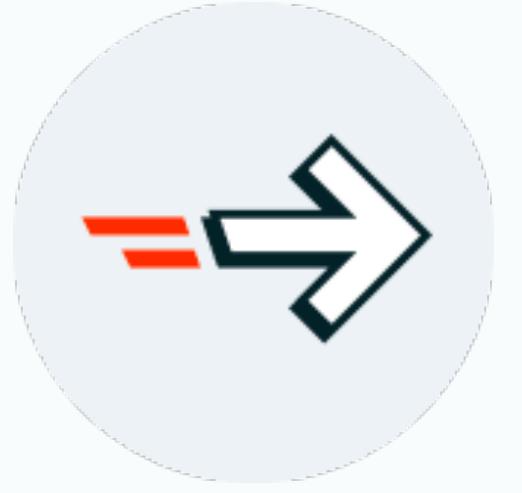
- Convoy accepted the shipment 11:17 PST

Design improvements

# Design partnership through implementation

- Daily standups to stay up to date on implementation progress and obstacles
- Design review to go over the user experience and answer questions
- 1 on 1s with engineers to work through problems in real time
- Bugbashes





# Launch experience

After iterating on the user experience, we were ready to put it in the hands of shippers and collect feedback

- 1.5 week pilot
- Rollout to all shippers
- Feedback

Launch experience

# Pilot with Procter & Gamble transportation team

We onboarded a team of 8 users from P&G who participated in our research study earlier on in the project as our pilot users. They used our feature for 1.5 weeks, and then our teams got together to discuss what we could improve.

Pilot feedback

- Account for more delay reason codes
- Show who is at fault for a delay (prioritized in M3)
- Make it possible to take action to unblock a shipper induced delay (prioritized in M4)
- Get other P&G transportation teams onboarded

# 5 month lookback on results

## Success Metric

Reduction in shipper status inquiry emails

## Result

Dropped by an average of 34% week over week

Increased weekly active users

Increased from 40 to 114 weekly active users

Improved customer satisfaction

"I like that kind of visibility and those types of tools, or those types of emails where you don't really need to go to the carrier, you can get the answer yourself from the system." (Enterprise shipper)

"I can check the site anytime, even after hours. We have to be on call so it's nice to know this is available all the time." (Enterprise shipper)