

Optym - LMS

Optym — Driver Time-Off Experience Redesign

Company

Optym — Logistics and optimization software powering large-scale trucking operations

Role

UX Design Intern

Duration

2 months

Team

* 3 Engineers

* 2 Product Managers

* 1 Product Designer (me)

Context & Problem

asdbakj kjas



Timeline

Preferences

Current

Regenerate Timeline

No Data Here

This driver is not currently taking any loads

Future

Drive Time:
1d 11h 2m

Time Available:

Today, 16:38 CDT

Duty Time:

1d 11h 2m

Find Load



Time Off @ Coppell, TX

1d 15m



Time off Location: Coppell, TX, US, Dallas

Est. Start Time: Jul 5th, 03:41 CDT

Appt. time: Jun 21st, 12:30 CDT

Est. End Time: Jul 6th, 03:56 CDT

Appt. time: Jun 22nd, 12:45 CDT

Miles to Location

1,443.34 mi

Drive time to Location

1d 10h 53m



Time off Start Delay: 1hrs

Drive Time:

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Time Available:

Jul 6th, 03:56 CDT

Duty Time:

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Find Load

The trucking industry operates under extreme coordination pressure—tight delivery windows, regulatory constraints, and long-haul driver schedules. One recurring operational challenge is **driver availability planning**, where even minor visibility gaps can cascade into missed loads, reassignments, and driver frustration.

At Optym, I worked on **Truckload**, an enterprise platform used daily by load planners and truck drivers. During my internship, I led the UX design for a critical workflow gap: **driver time-off management**.

The Core Problem

Load planners struggled to accurately plan loads because:

- * Driver time-off requests were **embedded inside active dispatch plans**
- * Planners had **no single place** to view unavailable drivers
- * Vacation schedules frequently caused **last-minute conflicts**
- * Drivers were often **contacted during approved time-off**

This created inefficiency for planners and eroded trust with drivers.

Goal & Success Criteria

Design Goal

Design a **dedicated Driver Time-Off experience** that:

- * Clearly separates availability from load planning
- * Improves planner efficiency and decision confidence
- * Respects driver personal time
- * Reduces operational friction and rework

Success Metrics

- * Improved load planning speed
- * Reduced driver frustration and attrition
- * Clear visibility of driver availability at planning time

Research & Discovery

Domain & Desk Research

Before stakeholder interviews, I built domain context by researching:

- * Truck driver experiences via **YouTube and trucking forums**
- * Industry trends and pain points through **FreightWaves**
- * Regulatory and operational constraints unique to trucking

This helped me enter discussions with empathy and informed assumptions.

Competitive & Behavioral Analysis

To understand established mental models, I analyzed:

- * Time-off workflows in **UKG, Outlook, and Microsoft Teams**
- * **Pendo session recordings** to observe real planner behavior

This revealed where planners hesitated, backtracked, or missed critical information.

Key Insights

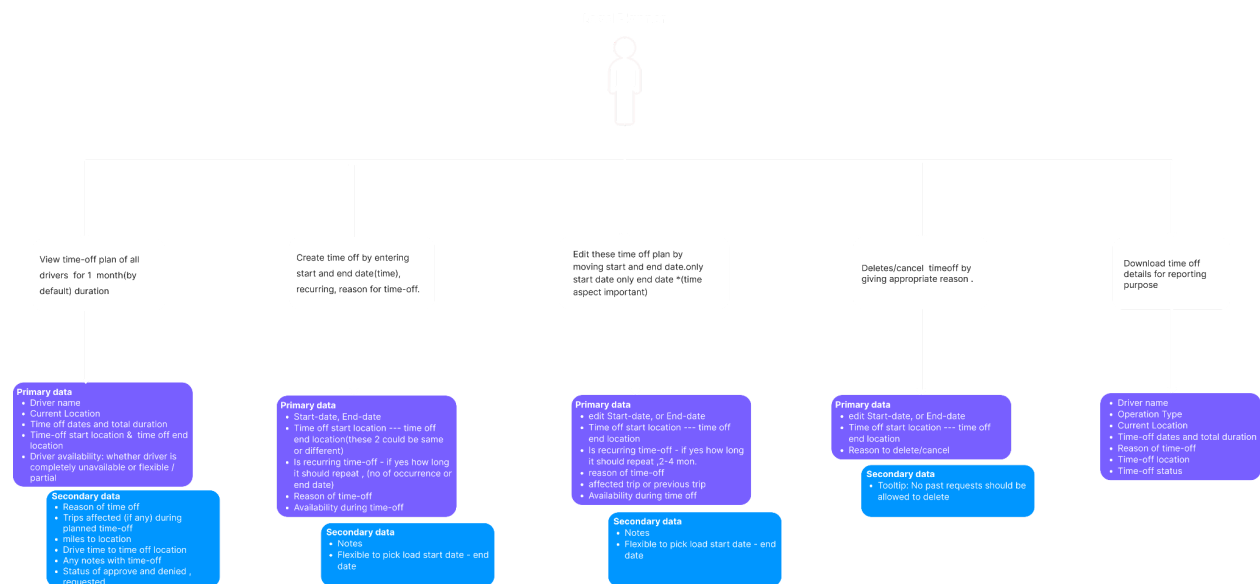
From research and behavioral analysis, several patterns emerged:

- * Driver time-off **should not interrupt load planning**
- * Planners want to see **availability status at a glance**
- * Some drivers may be **flexible during emergencies**
- * Home time is critical—many drivers return home only once every 1–2 months
- * Planners occasionally assign trips **far from drivers' home locations**
- * Drivers strongly prefer **not being contacted while on leave**

These insights shaped both the information architecture and interaction design.

Defining the Experience

User Flows & Information Architecture



Before designing UI, I focused on **experience structure**:

- * Created comprehensive **user flows and sitemaps**, covering edge cases
- * Reviewed flows with **PMs and stakeholders**
- * Iterated based on business rules, feasibility, and real-world scenarios

This ensured the solution worked for both planners and drivers, not just ideal cases.

Design & Iteration

Low-Fidelity Wireframes

- * Designed low-fidelity wireframes to validate layout and hierarchy
- * Focused on reducing cognitive load during planning
- * Used quick iterations to explore multiple calendar and list-based approaches

Prototyping & Collaboration

- * Built **interactive prototypes** to simulate real workflows
- * Invited PMs, engineers, SMEs, and designers to test hands-on
- * Used live feedback to uncover usability issues early

This collaborative approach reduced rework and accelerated alignment.

Final Solution

The final design delivered:

- * A **dedicated calendar-based view** of driver availability
- * Clear separation between **time-off management** and **load dispatch**
- * Reduced planner cognitive load during scheduling
- * Explicit respect for driver personal time and preferences

The experience allowed planners to make faster, more confident decisions while improving driver trust.

Impact & Results

To measure success, I analyzed **driver attrition data** and **haul reassignment metrics**.

Measurable Outcomes

- * **↑ 20% increase in load planning efficiency**
Planners could immediately identify available drivers
- * **↓ 25% reduction in driver attrition**
Transparent scheduling reduced frustration and disputes

Learnings & Reflection

Effective Stakeholder Communication

Regular check-ins ensured alignment and faster feedback loops.

Dual User-Centric Design

Balancing planner efficiency with driver well-being proved critical in enterprise UX.

Iterative, Evidence-Based Design

Early validation and continuous iteration led to a stronger final outcome.

Outcome

The **Driver Time-Off feature** delivered a scalable, user-centered solution that:

- * Streamlined planner workflows
- * Improved driver satisfaction
- * Created measurable operational impact

This project strengthened my approach to **research-driven, collaborative UX design**, especially within complex enterprise systems.

Reference

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https://preview.webflow.com/preview/keertis-dapper-site?utm_medium=preview_link&utm_source=designer&utm_content=keertis-dapper-site&preview=193a28b12b9c763d9cdcb272279c9787&pageId=6518acd461008515c9c8a4df&workflow=sitePreview