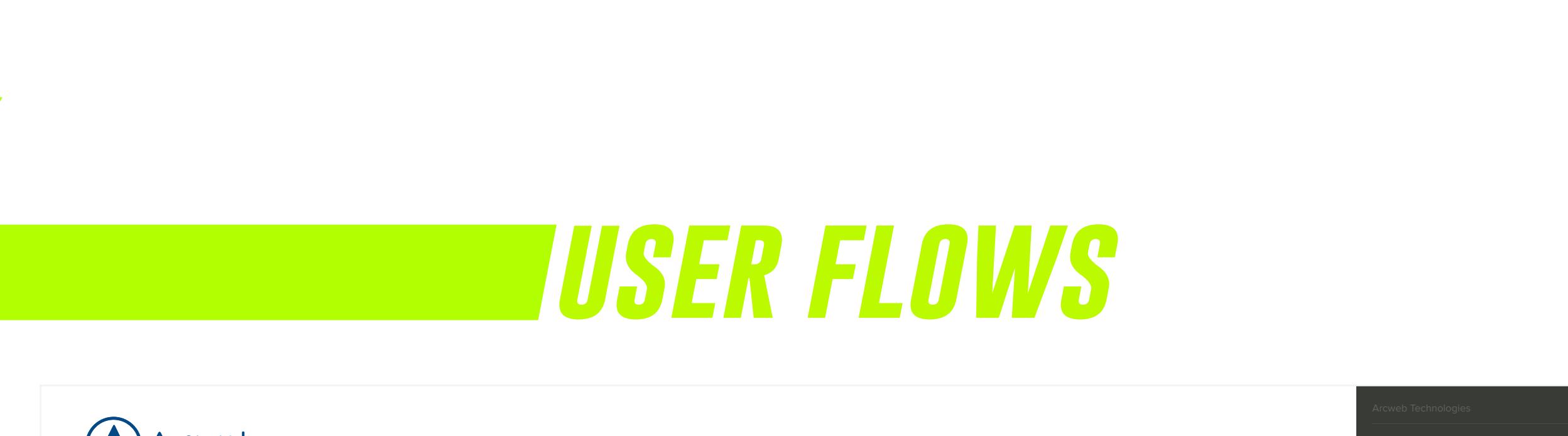


DRAYNOW

TRANSNOBLE LOGISTICS

DrayNow is the brainchild of Transnoble Logistics, a Pennsylvania freight hauler. Self described as the 'Uber' for trucking, the goal of DrayNow is to create a marketplace for short haul intermodal pickups and deliveries. Currently there is a glut of both supply (free trucks waiting for their next gig) and demand (the need for businesses to get goods delivered quickly). The way business gets done today is through inefficient calling and faxing, which is painstaking, slow, and has limited reach. DrayNow hopes the marketplace will allow for competition and quicker order fulfillment and meet the demand with the supply.

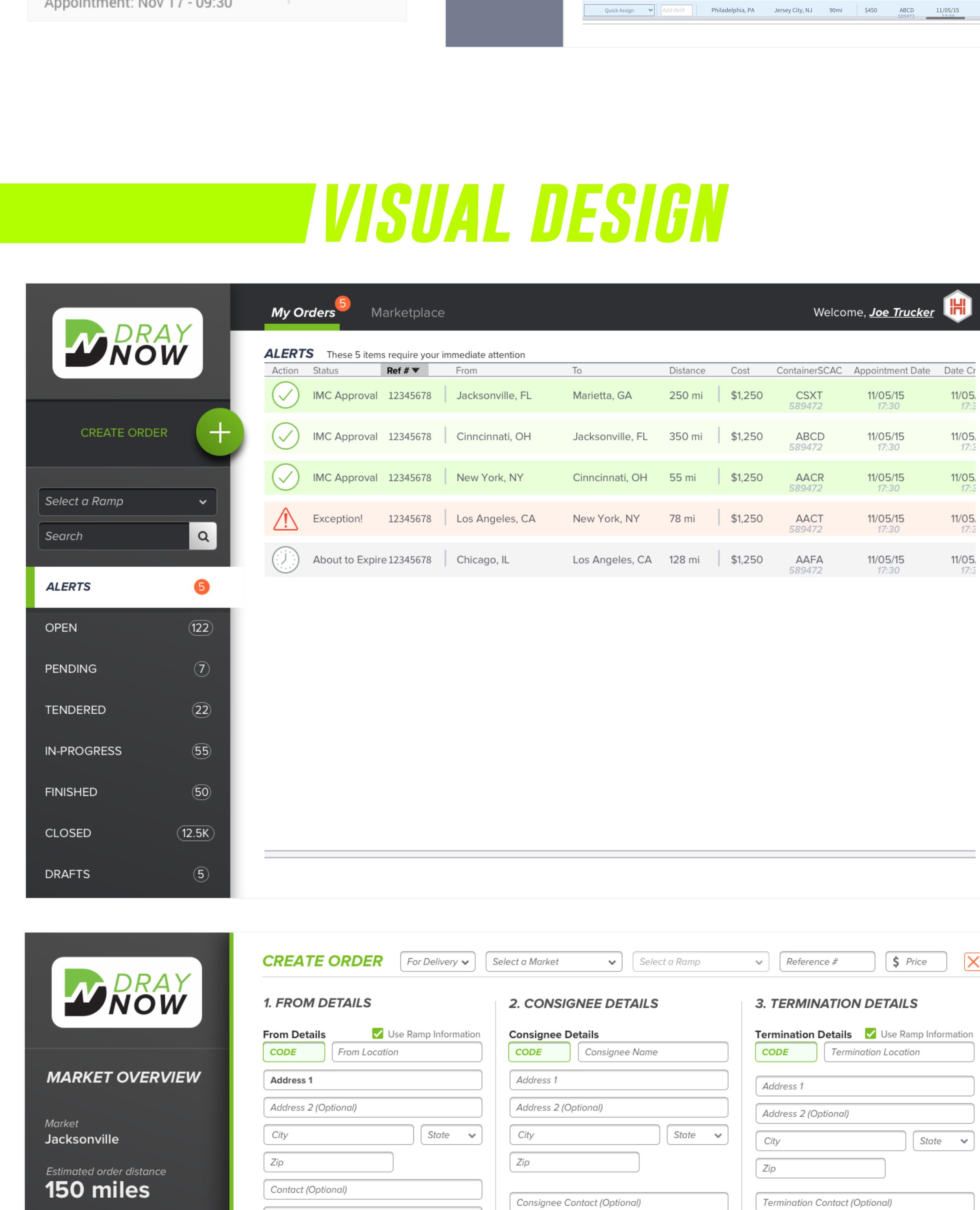
The goal of the project was to get to a solid MVP to prove the viability of both the business model and the marketplace.



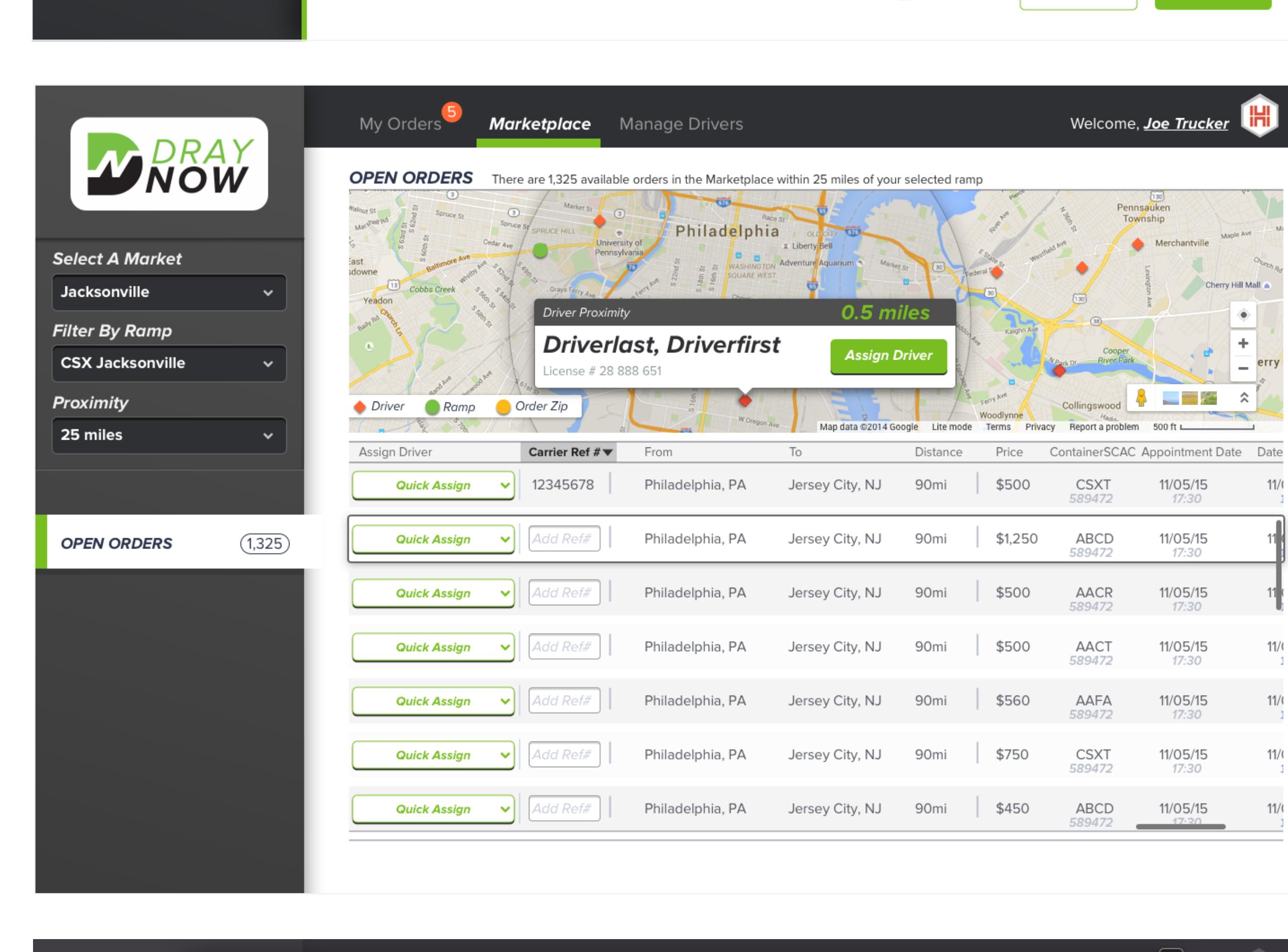
DESIGN STUDIO



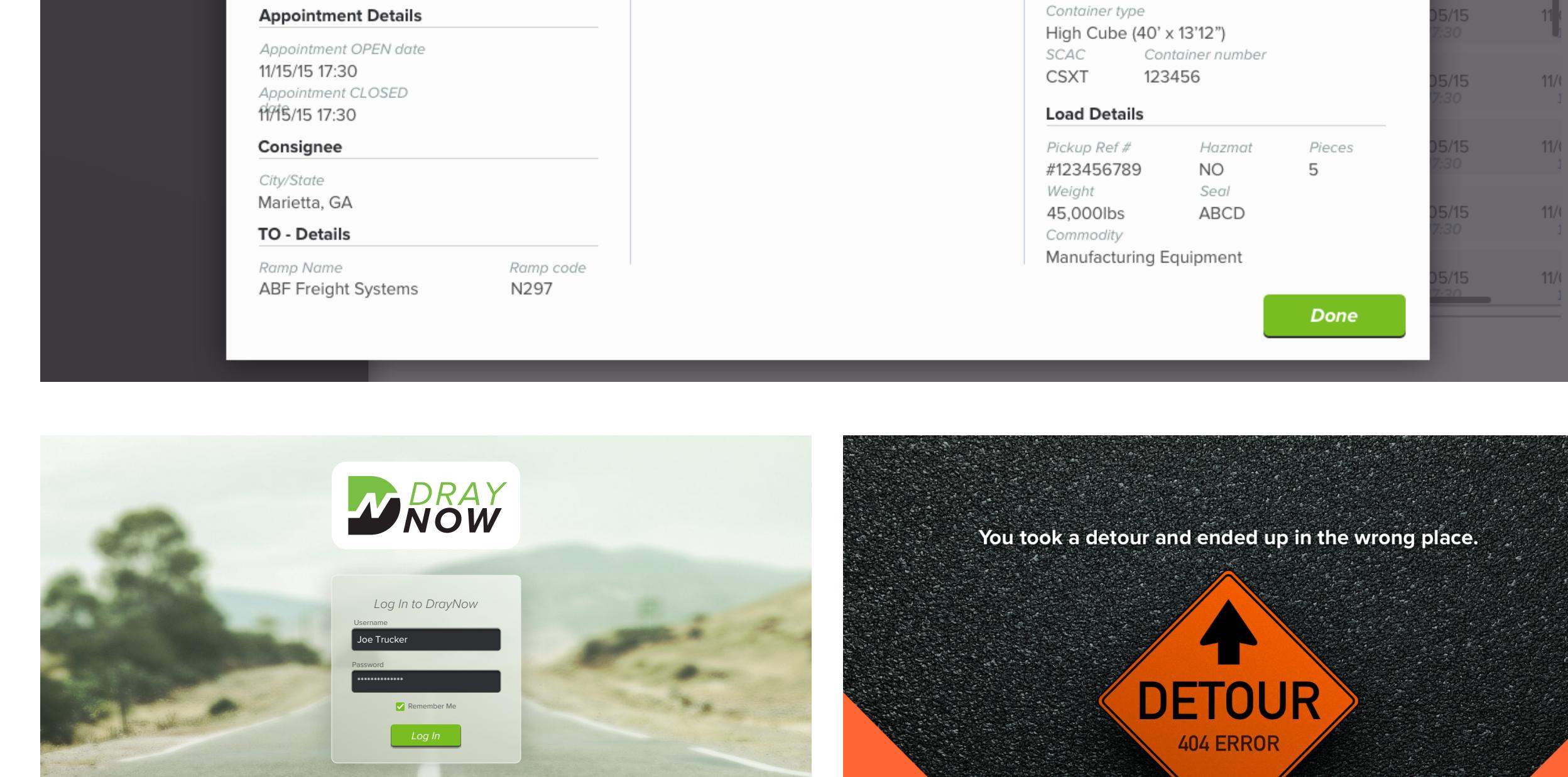
USER FLOWS



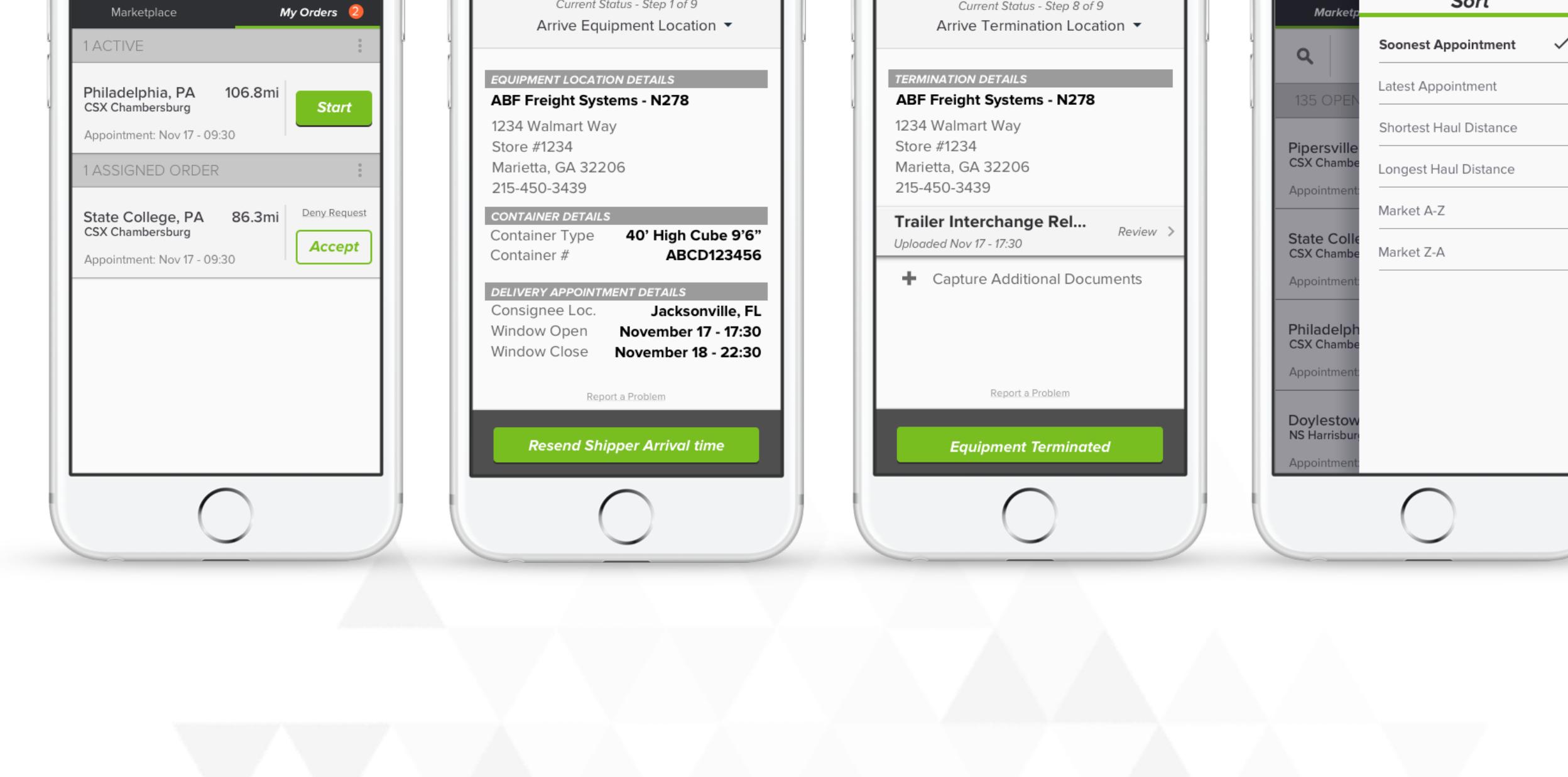
SKETCHES



WIREFRAMES



VISUAL DESIGN



You took a detour and ended up in the wrong place.

