DRD

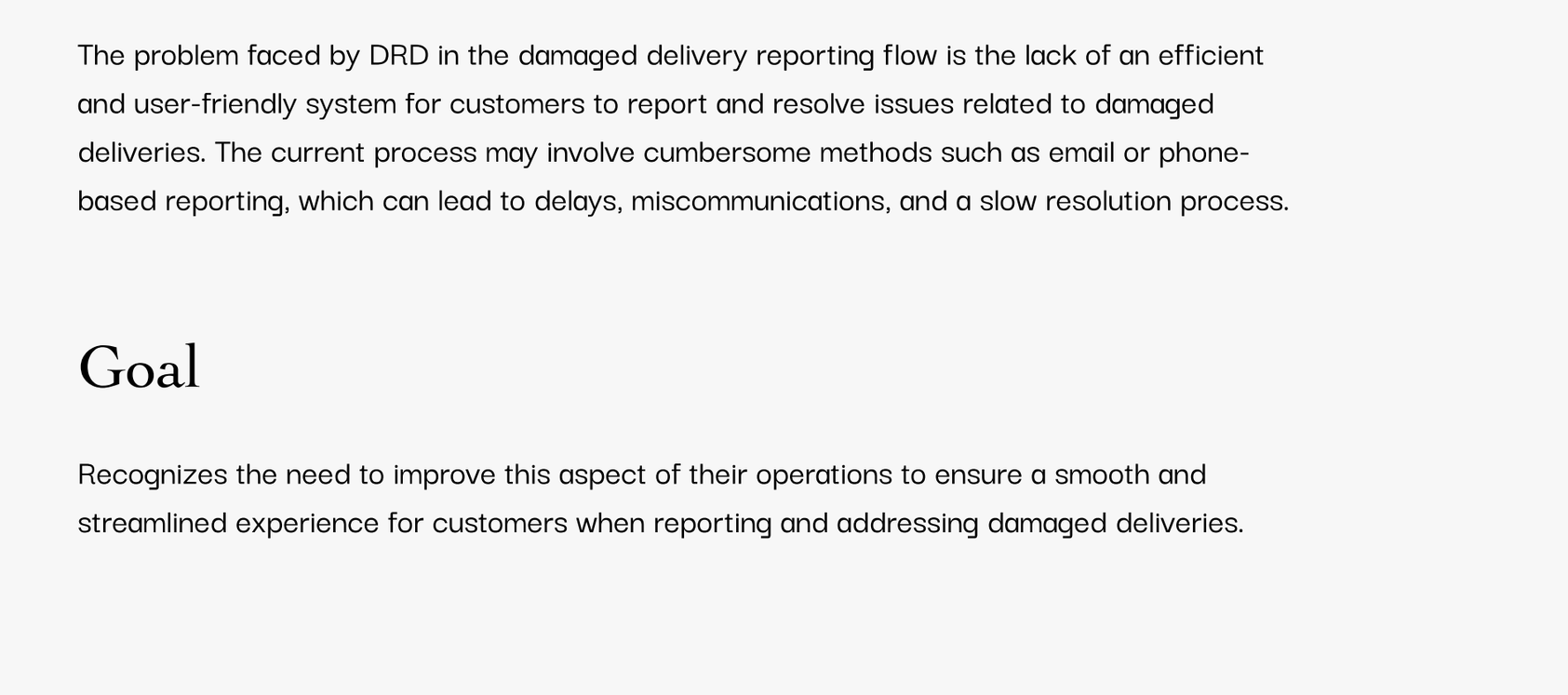
DRD is a cutting-edge logistics company revolutionizing parcel and food delivery through the use of drones. The primary focus is to provide instant, green, and quiet delivery services to customers. With advanced drone technology, they ensure swift and efficient delivery, minimizing delivery time and optimizing customer convenience.

Problem

The problem faced by DRD in the damaged delivery reporting flow is the lack of an efficient and user-friendly system for customers to report and resolve issues related to damaged deliveries. The current process may involve cumbersome methods such as email or phone-based reporting, which can lead to delays, miscommunications, and a slow resolution process.

Goal

Recognizes the need to improve this aspect of their operations to ensure a smooth and streamlined experience for customers when reporting and addressing damaged deliveries.



DATE

May 2023

ROLE

UX designer leading the app and responsive website design from conception to delivery

RESPONSIBILITIES

Paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, iterating on designs, determining information architecture, and responsive design.

Design Process

Empathize & Define

Ideate

Prototype

01 Empathize & Define

Although most users receive parcels in good condition from DPD, there are occasional exceptions where they encounter the inconvenience of receiving damaged packages. Recognizing this issue, I am motivated to design a solution that provides users with a convenient and responsive experience in the damaged delivery reporting flow.

Based on that, I did user research in ChatGPT, including secondary research and interview to define our main target users and features.

The persona defined is based on our interview and survey findings:

1. People enjoys the convenience of drone deliveries and appreciates the technological advancements.
2. Dealing with a damaged delivery can consume the user's time and effort.
3. The frustration of navigating through complex reporting processes in case of a damaged delivery.

Sarah

Age: 34
Education: Master Degree
Hometown: Ireland
Family: Lived with husband and son
Occupation: Banker

"If something is damaged, I need a quick and efficient way to report it and get the issue resolved, so I can focus on my projects."

Bio

Sarah, a 34-year-old banker with a Master's degree, loved the convenience of working from home and frequently relied on online shopping to acquire the goods she needed. Being a tech enthusiast, Sarah was fascinated by the idea of using drones for logistics and embraced the concept wholeheartedly.

However, her excitement turned into disappointment as she faced damaged deliveries. Each time a package arrived in poor condition, Sarah felt a pang of frustration. She believed that the convenience of drone deliveries should be complemented by careful handling to ensure the items arrived intact.

Goals

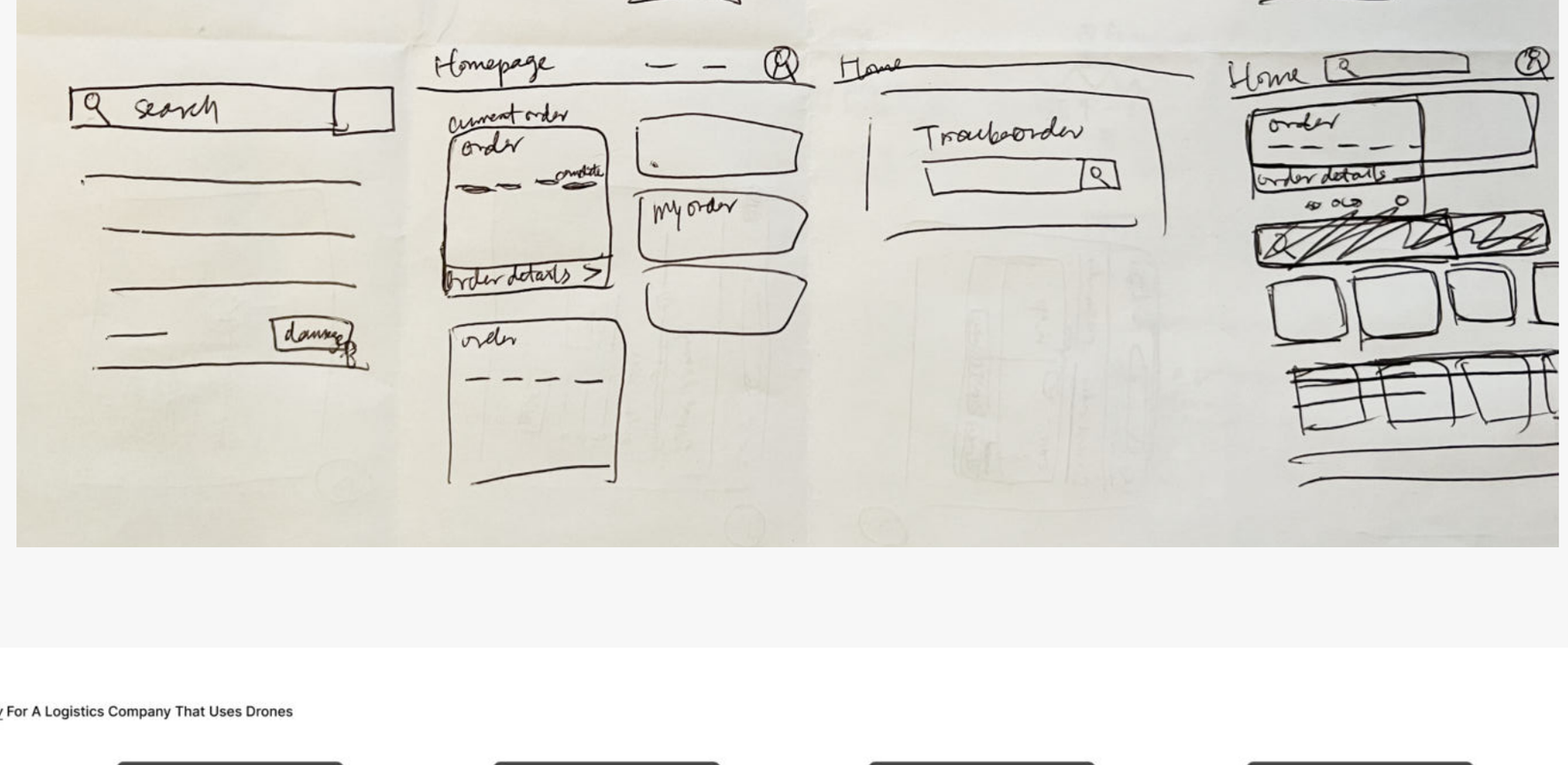
- Report any damaged deliveries efficiently and conveniently.
- Feel assured that her future deliveries will be handled more carefully
- Obtain a swift resolution or compensation for any damaged items.

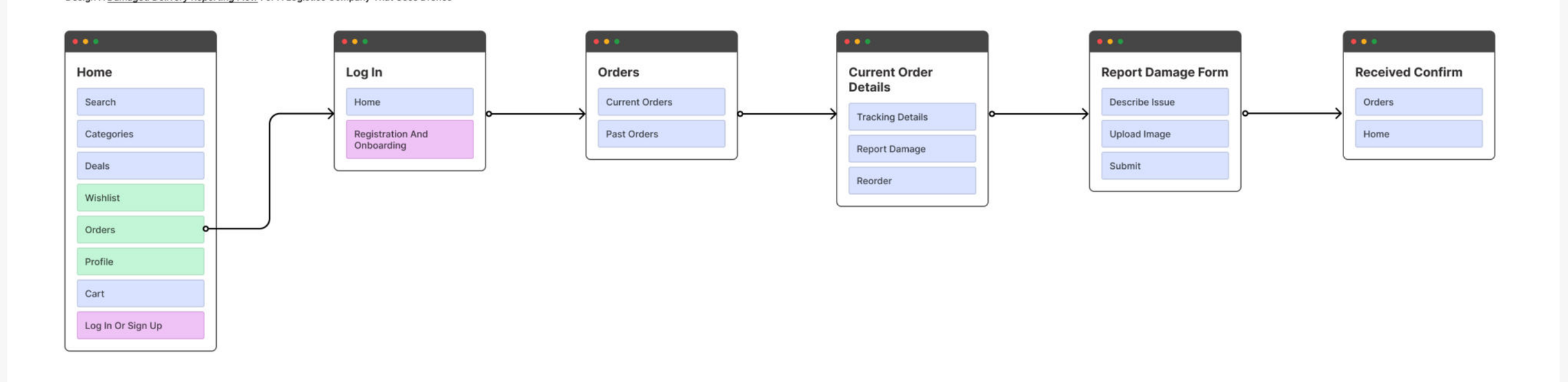
Frustrations

- Lengthy processing time
- Lack of responsiveness
- Slow reporting process

02 Ideate

I utilized CrazyEight sketching to generate and evaluate various ideas. Emphasizing the tracking process and instant online inquiry, I built the app's sitemap for a structured user experience.

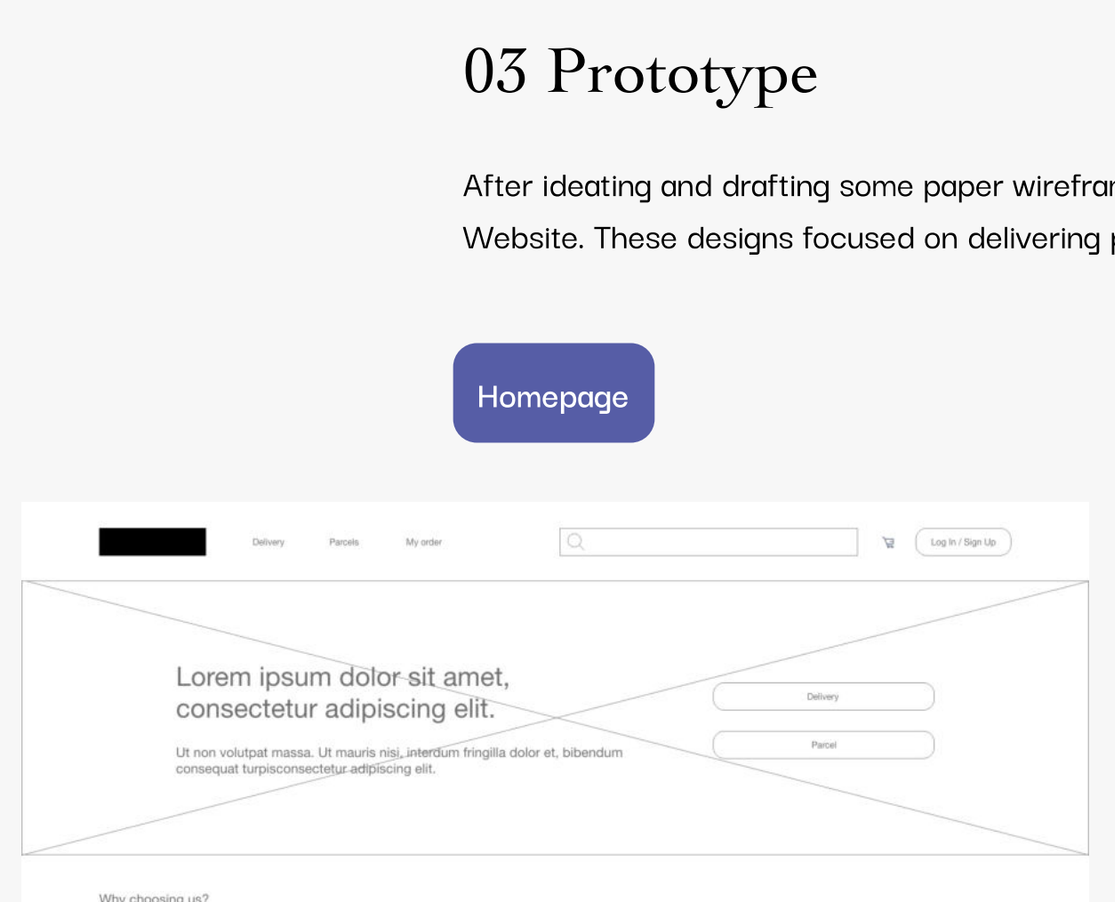




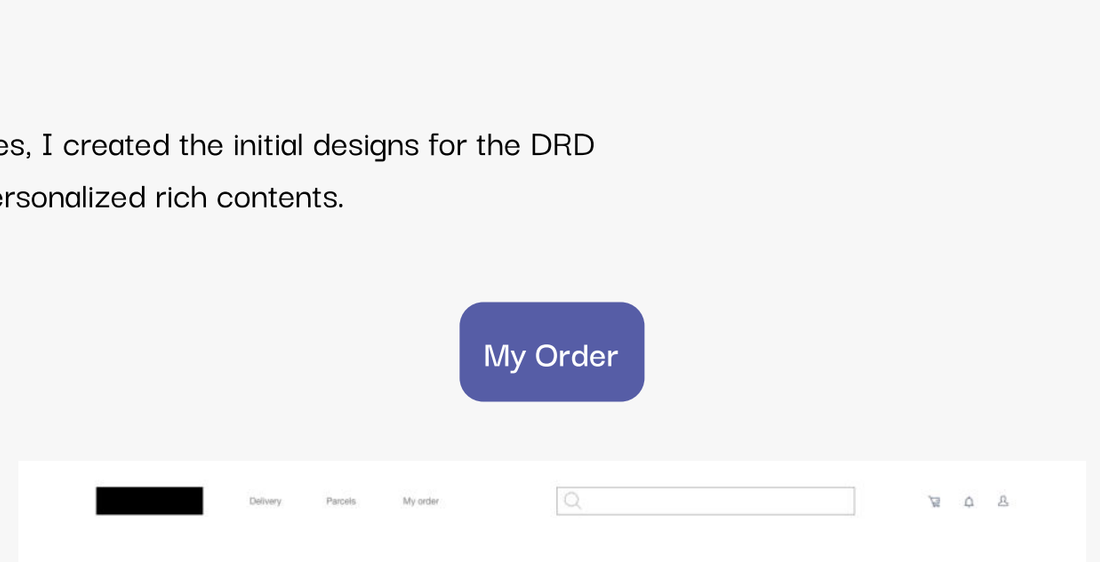
03 Prototype

After ideating and drafting some paper wireframes, I created the initial designs for the DRD Website. These designs focused on delivering personalized rich contents.

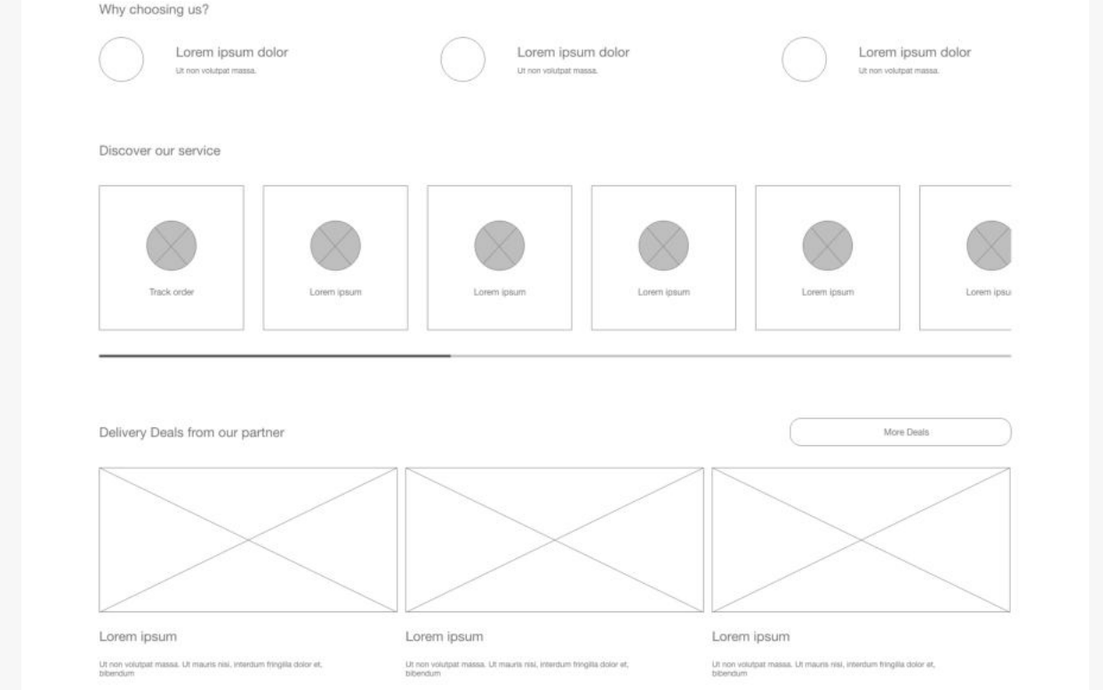
Homepage

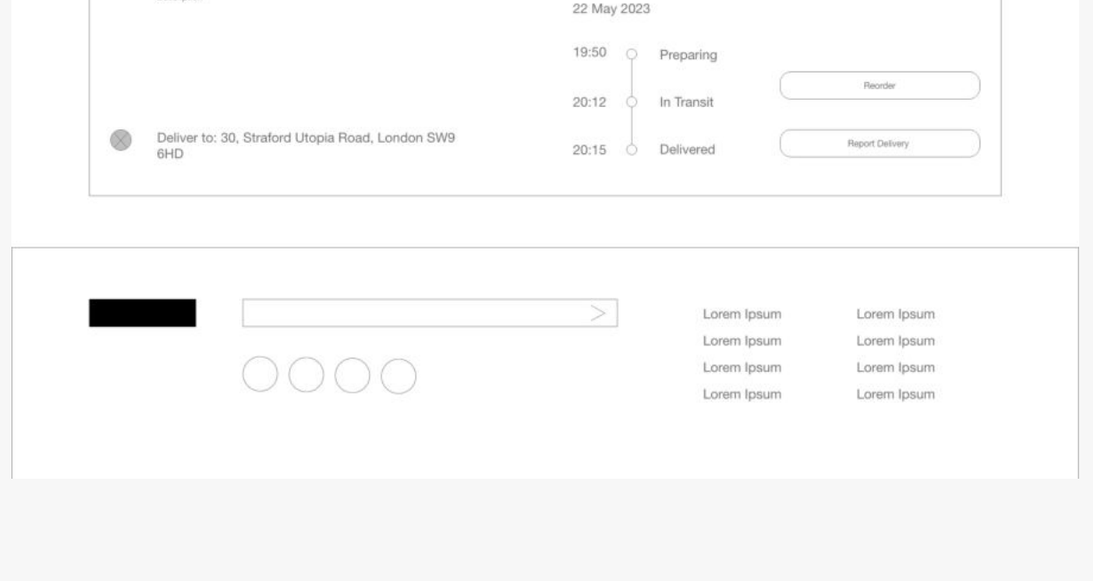


My Order



Report Damage Form



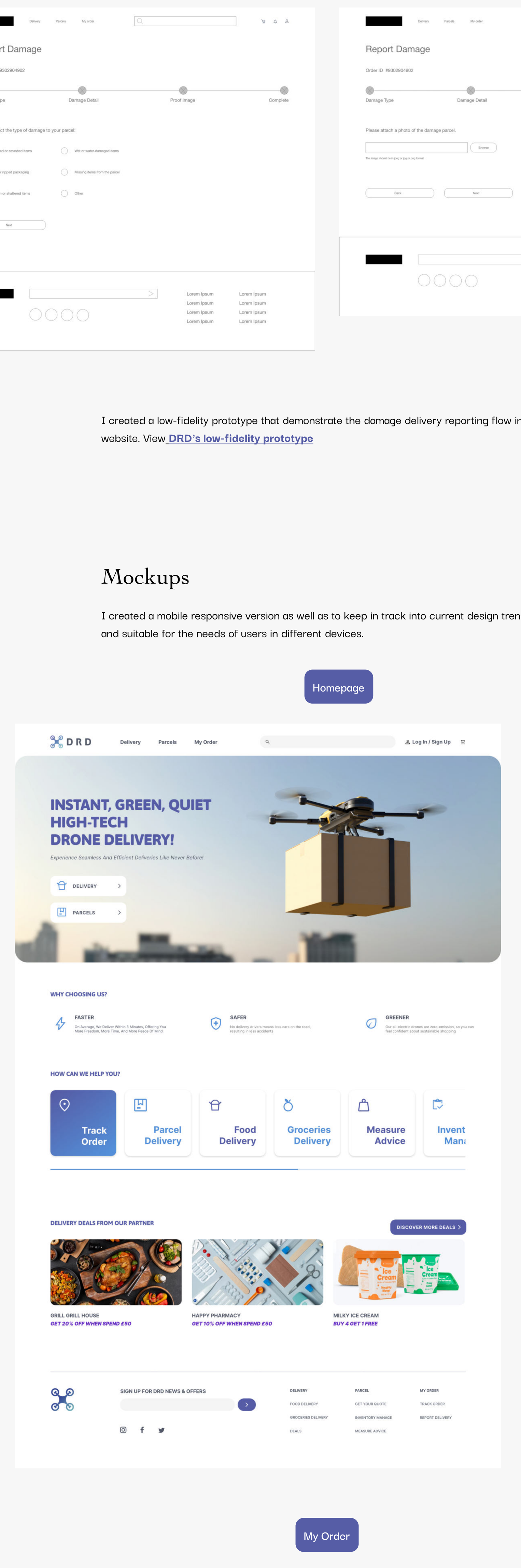


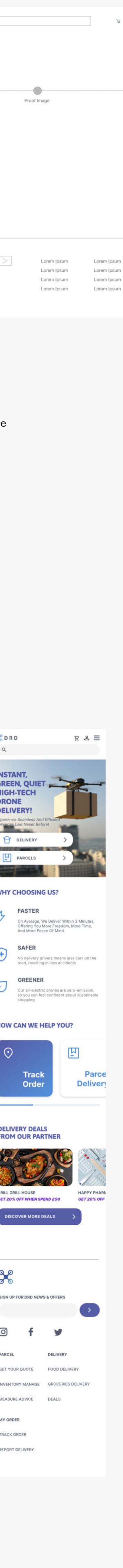
I created a low-fidelity prototype that demonstrate the damage delivery reporting flow in the website. View DRD's low-fidelity prototype

Mockups

I created a mobile responsive version as well as to keep in track into current design trends and suitable for the needs of users in different devices.

Homepage





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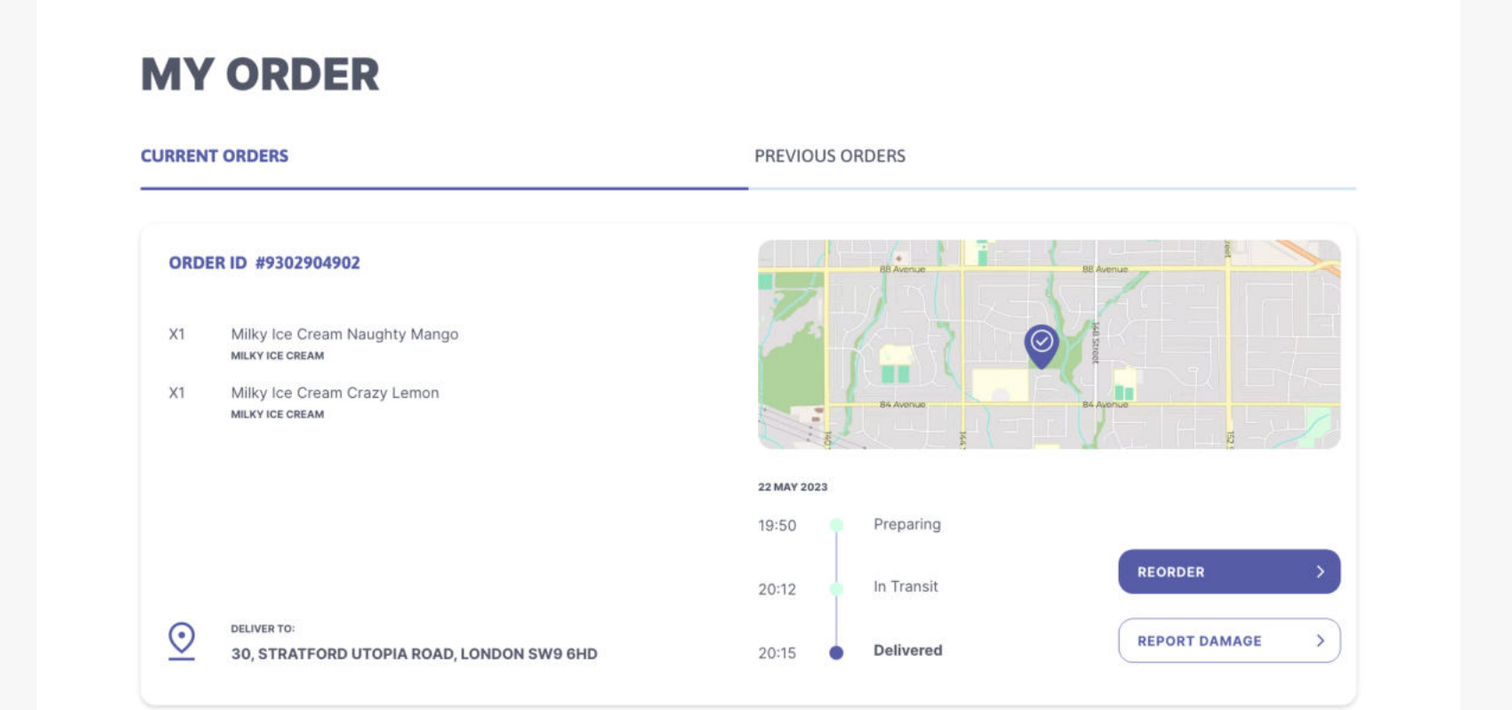
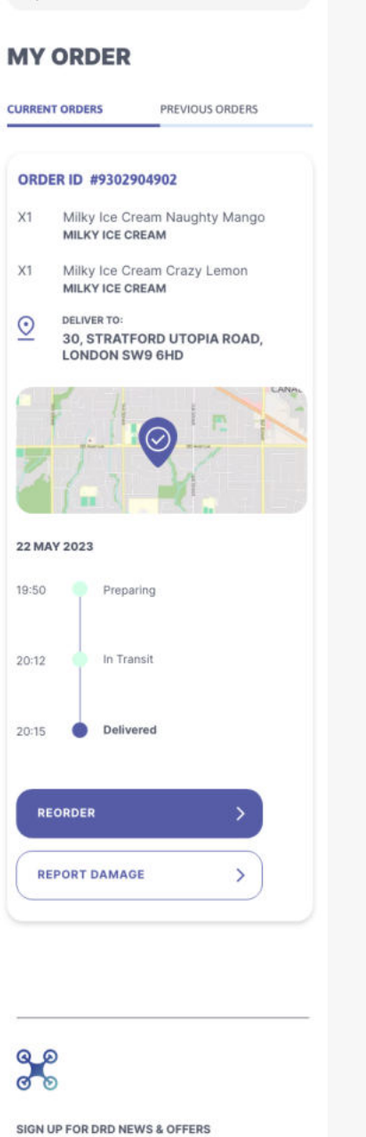
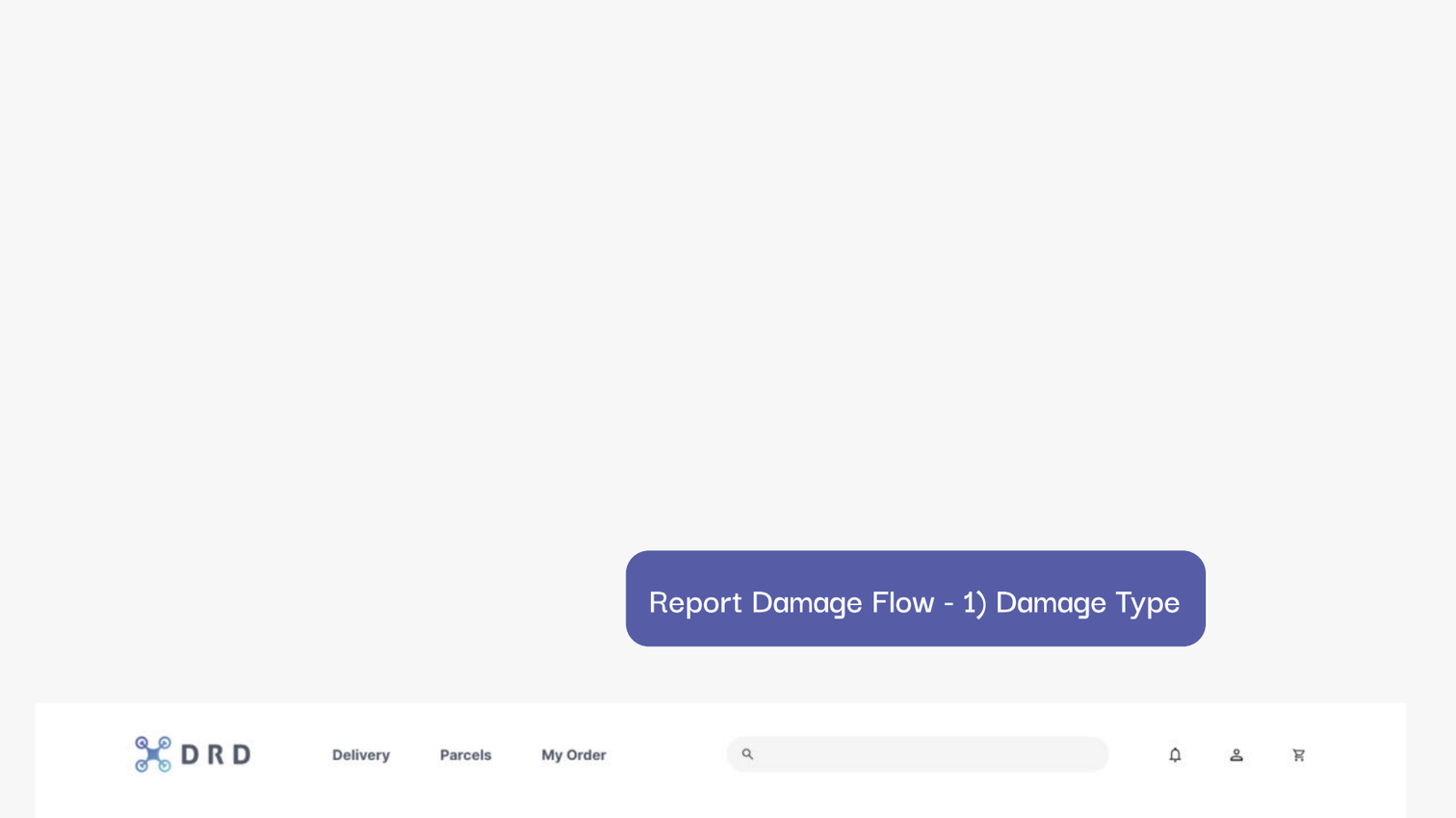
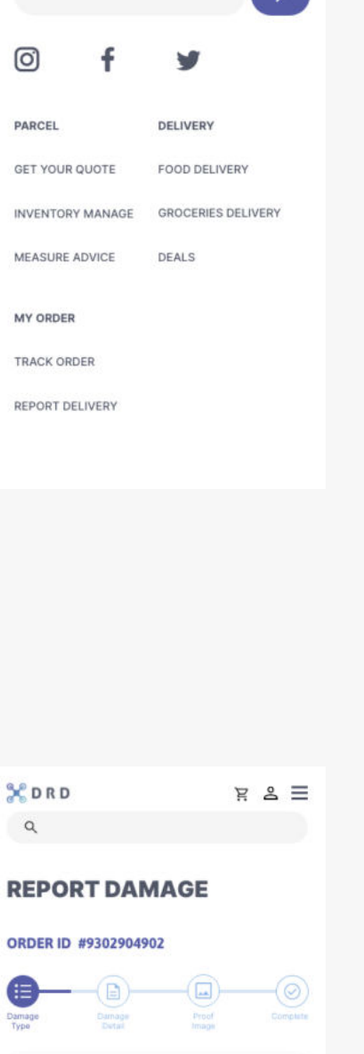


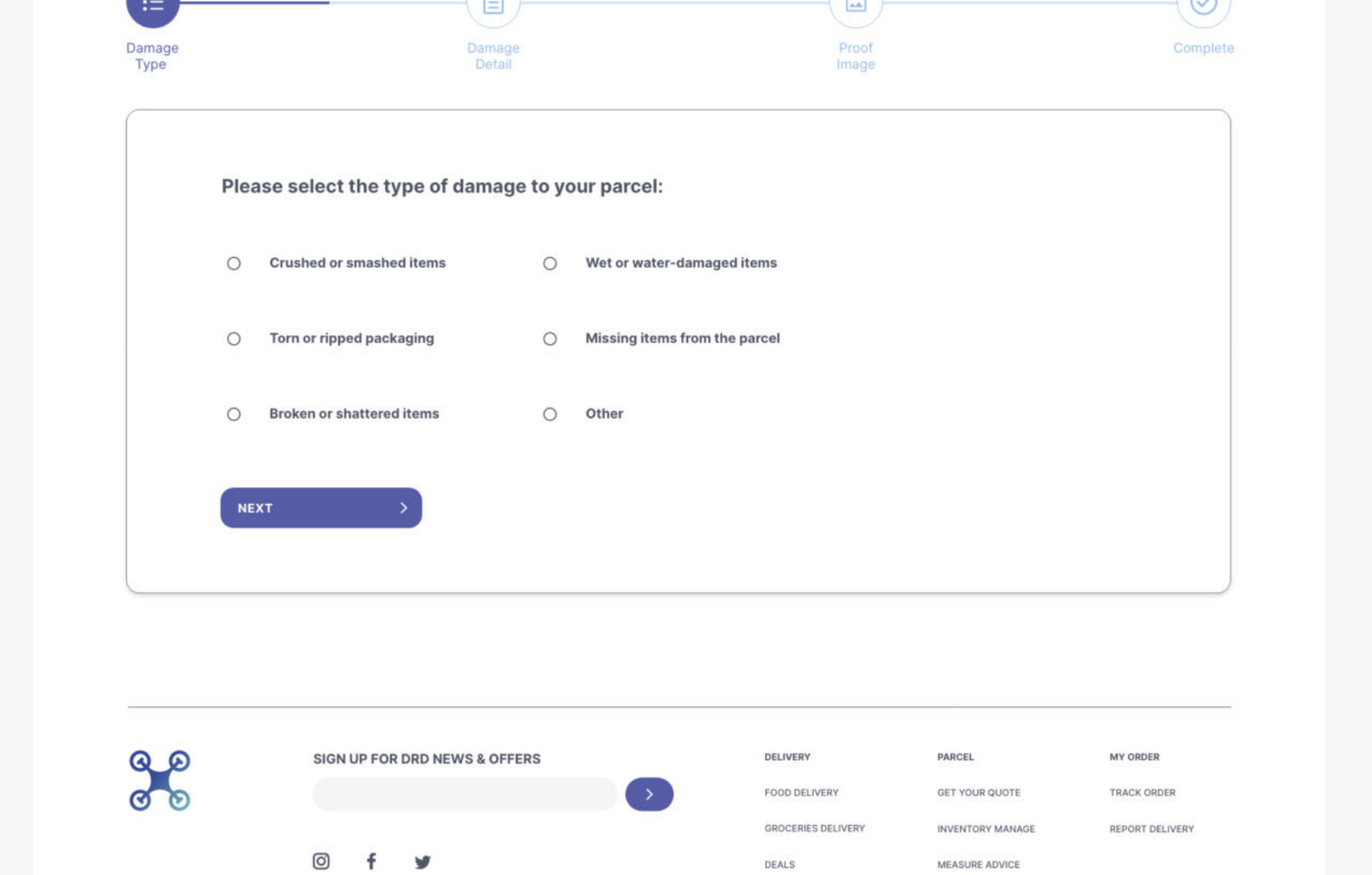


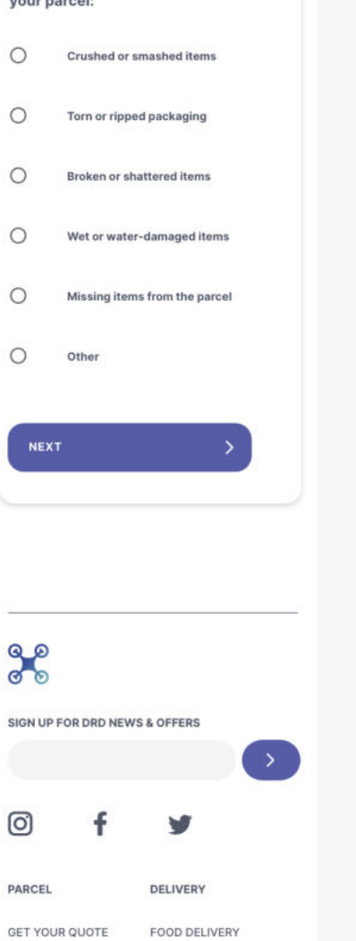
Report Damage Flow - 1) Damage Type





Report Damage Flow - 4) Complete





The high-fidelity prototype followed the same user flow as the low-fidelity prototype, including design changes.
View DRD's high-fidelity prototype (Desktop)
View DRD's high-fidelity prototype (Mobile)