

# Report on Package Tracking System User Feedback

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## Experiment Design

### Goal of the Interview/Focus Group:

The primary objective of this interview was to delve into users' experiences with tracking packages from various online shopping platforms. The overarching goal was to extract valuable insights into their preferences, pain points, and challenges throughout the package tracking process. Understanding user behaviors and expectations aimed to inform the potential development of an improved and user-centric package tracking system.

### Recruitment of Interviewees:

Participants were strategically recruited based on the frequency of their online package orders. This criterion ensured a diverse pool of participants, allowing for a comprehensive exploration of various online shopping habits. The selection of interviewees, including Michelle Krugman, Rob Krugman, Dhruv Vaghela, Yuvaraj Nagi, and Anurag Athwale, aimed to represent a broad spectrum of age groups, genders, and preferences in online shopping platforms.

### Question Design:

The questionnaire was meticulously crafted to cover a spectrum of topics. Questions explored participants' ordering frequency, preferred online shopping platforms, types of items frequently ordered, factors influencing their choice of platforms, tracking experiences, challenges faced, and potential interest in a centralized package tracking system. The structured format aimed to uncover specific pain points, preferences, and desired features to guide the development process effectively.

### Interview Setting:

The interviews were conducted remotely via Zoom, facilitated by the interviewers Jeremy, Yashwanth, Kartik, and Sanjeet. This choice of setting was made to accommodate participants' convenience, ensuring a comfortable environment for open and candid sharing. The use of Zoom also allowed for personal interactions while maintaining the flexibility and accessibility of digital communication. Importantly, the interviews were transcribed to capture participants' responses accurately for detailed analysis.

# Experiment Results: Unveiling Insights into Package Tracking Experiences

## Observations and Comments:

### Michelle Krugman (Female, 54):

- Ordering Frequency: Rates her frequency as 3 on a scale of 1 to 10, indicating moderate ordering.
- Values: Emphasizes the importance of ease of ordering and competitive prices.
- Desires: Expresses a keen interest in a system that provides specific timing of package arrival.
- Integration Preferences: Shows interest in integrating with a calendar for added convenience.

### Rob Krugman (Male, 53):

- Ordering Frequency: Rates his frequency as 4 on a scale of 1 to 10, indicating moderate ordering.
- Values: Prioritizes simplicity, competitive pricing, and efficient delivery.
- Desires: Expresses the need for a centralized app/web page to track all orders, including historical data.
- Integration Preferences: Prefers notifications on order status, highlighting the importance of timely updates.

### Dhruv Vaghela (Male, 27):

- Ordering Frequency: Rates his frequency as 10 on a scale of 1 to 10, indicating frequent ordering.
- Values: Prioritizes prices and the variety of products available.
- Challenges: Expresses frustration with delayed or non-real-time tracking updates.
- Desires: Seeks a user-friendly interface, real-time updates, and customizable notifications.

### Yuvaraj Nagi (Male, 27):

- Ordering Frequency: Rates his frequency as 6 on a scale of 1 to 10, indicating moderate ordering.
- Values: Price and variety of tech gadgets are key influencing factors.
- Challenges: Experiences limited tracking details.
- Desires: Expresses a need for real-time updates, a sleek interface, and customizable notifications.
- Additional Feature: Suggests a feature for similar gadget recommendations based on ordering history.

#### Anurag Athwale (Male, 25):

- Ordering Frequency: Rates his frequency as 8 on a scale of 1 to 10, indicating frequent ordering.
- Values: Prioritizes quick delivery.
- Challenges: Experienced a delay due to a delayed approval process.
- Desires: Emphasizes the importance of data privacy and suggests sorting deliveries by the company.
- Integration Preferences: Expresses interest in integrating with a calendar and a reminder/to-do list.

#### Nithya Madhulapally (Female, 22):

- Ordering Frequency: Rates her frequency as 5 on a scale of 1 to 10, indicating moderate ordering.
- Values: Quality, delivery time, and price are critical factors.
- Challenges: Reports no specific challenges.
- Desires: Expresses interest in having all order details in one place for added convenience.
- Integration Preferences: Shows interest in integrating with a calendar, a reminder/to-do list, and access to delivery support.

### Insights:

#### Common Themes:

- Participants universally value ease of use, real-time updates, and personalized notifications in their package tracking experiences.
- There is a consistent desire for a centralized tracking system that provides a comprehensive view of all orders from different platforms.
- Concerns about data privacy are expressed across participants, emphasizing the need for secure systems.

#### Challenges:

- Participants commonly face issues with delayed or non-real-time tracking updates, pointing to a shared pain point.
- A desire for more detailed tracking information is prevalent among participants.

Your Reflection: Navigating Insights and Challenges in Package Tracking Research

# Personal Reflections ( Sanjeet Vinod Jain ) :

## Key Insights:

Understanding user behaviors in online shopping and package tracking has been illuminating. The participants' responses showcase a diverse set of preferences, challenges, and expectations. Insights into factors like ease of ordering, pricing, and delivery efficiency reveal the dynamic nature of online shopping habits.

The expressed interest in a centralized package tracking system indicates a potential market demand for innovative delivery tracking solutions. Participants seem open to improvements that enhance the overall online shopping experience.

## Challenges Faced:

While the data is rich, a lack of detailed participant information and recruitment insights poses a challenge. More context about demographics and recruitment would provide a deeper understanding of their responses.

Analyzing transcribed data is essential for accuracy, but it adds complexity. Ensuring the nuances of spoken communication are accurately captured requires careful interpretation.

## Likes and Challenges:

Remote interviews on Zoom have been effective in fostering open communication. However, analyzing transcribed data presents challenges in capturing the nuances of spoken communication fully.

In summary, exploring online shopping and package tracking has revealed valuable insights and posed intriguing challenges. The data lays a foundation for future research in user-centric delivery tracking system.