

# ROVER

MOBILE UI/UX CONCEPT

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# BRIEF

01. OVERVIEW

02. PROBLEM STATEMENT

# OVERVIEW

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Rover is an **all-in-one delivery and moving service**. Created for a fictionalized future in which the **first colony on Mars** has been established, it is the first application of its kind to offer transport cargo between Earth and the Red Planet.

To this end, Rover seeks to **make the interplanetary traveling process more streamlined, accessible, and enjoyable**.

# PROBLEM STATEMENT

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Transporting civilian goods between Earth and Mars has proved challenging. Colonists, short-term settlers, and tourists alike **cannot rely on passenger rockets to carry their things with them** due to the nature of the vessels, and the cargo transportation that does exist is primarily used for construction materials.

As a result, prospective travelers can feel frustrated by the **lack of transparency surrounding and accessibility of shipping solutions.**

# RESEARCH

01. COMPETITOR ANALYSIS

02. USER PERSONAS

03. KEY TAKEAWAYS

04. PROPOSED SOLUTIONS

# COMPETITOR ANALYSIS

Because there don't exist any delivery or moving companies offer services to or from Mars (yet), I conducted an audit of **three indirect competitors** offering similar services to those planned for Rover.

In doing so, I was able to **identify shortcomings** in these competitors to make Rover the most appealing app it could be in the fictional world it lives in.

	Roadie	Instacart
Competitor type (direct or indirect)	Indirect	Indirect
Location(s)	N/A	N/A
Product offering	Same-day moving delivery	Grocery delivery and pickup
Price (\$ - \$\$\$\$)	\$\$	\$
Website (URL)	<a href="https://www.roadie.com">https://www.roadie.com</a>	<a href="https://www.instacart.com">https://www.instacart.com</a>
Business size (small, medium, large)	Small	Large
Target audience	Enterprises, small business, and individuals	Working adults
Unique value proposition	Flexible, same-day deliveries that employ drivers already heading in the same direction.	Grocery delivery for personal shoppers
Desktop website experience	<b>OUTSTANDING</b> + Bold colors and playful features make for an enjoyable experience - Some features aren't responsive	<b>GOOD</b> + Very clean, modern - Lacks an about page; not very first-time-user friendly
App or mobile website experience	<b>GOOD</b> + Natural and seamless mobile experience - Landing page and navigation menu are a bit lengthy	<b>OUTSTANDING</b> + Seems to have a lot of features of the desktop website + Features are translated well to the mobile experience
Features	<b>GOOD</b> + Easy sign-up process for both senders and drivers - No price estimates unless a request for a custom quote is sent	<b>OUTSTANDING</b> + Offers a variety of items to pick up from, as well as grocery and delivery options

# USER PERSONAS

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**Amanda**  
***THE MARTIAN***

Age: 38

Occupation: Surgeon

Amanda is **one of a small handful of surgeons who moved to Mars** after the planet's first colony was established and its settlers started seeking full-time medical employees. When her hectic work schedule allows for it, she likes to **fly back to Earth every now and then to visit her friends and family.**



**Juan**  
***THE FATHER***

Age: 55

Occupation: Cafe Owner

Carlos is a **father who owns a successful coffee shop** in the heart of metropolitan New York City. As someone who has never been out of the country before, he's looking to **plan a trip to Mars to reconnect with his children**, since starting up his business came at the expense of family time.

# KEY TAKEAWAYS

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01.

Users often have to **plan their trips far in advance**, or schedule a **return journey** along with their initial flight

02.

Users often **travel together**, and have to coordinate their luggage as such

03.

Users would prefer a **quicker way of getting a price estimate** than having to file a request for one



# PROPOSED SOLUTIONS

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## ORDER SCHEDULING

Allow orders to be **scheduled for the future**, as well as the option to book a **return order** alongside an initial flight

## GROUP ORDERING

Include a “Friends” feature to both **foster a sense of in-app community** as well as streamline the process of **traveling in a group**

## MOVING “PODS”

Develop a scheme to **standardize the cost of moving services** that uses “pods” based on the size of packages to be transported

# DESIGNS

01. PAPER WIREFRAMES

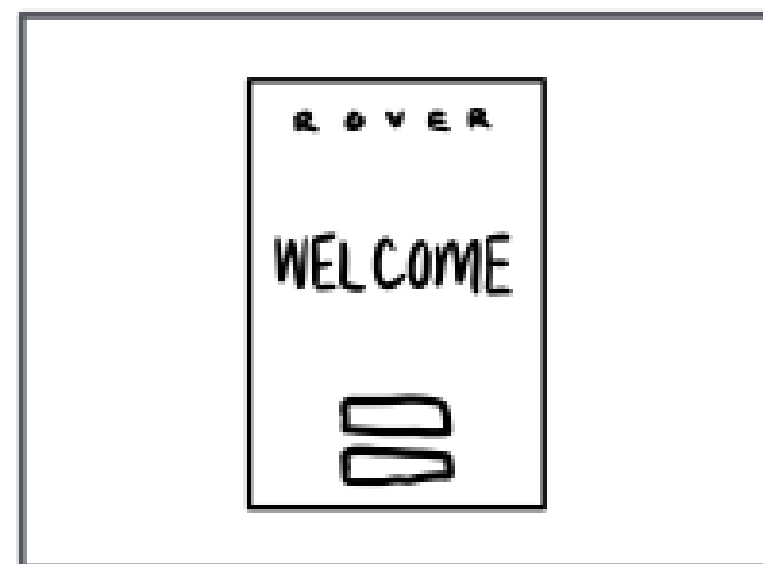
02. LO-FI

03. USABILITY TESTING

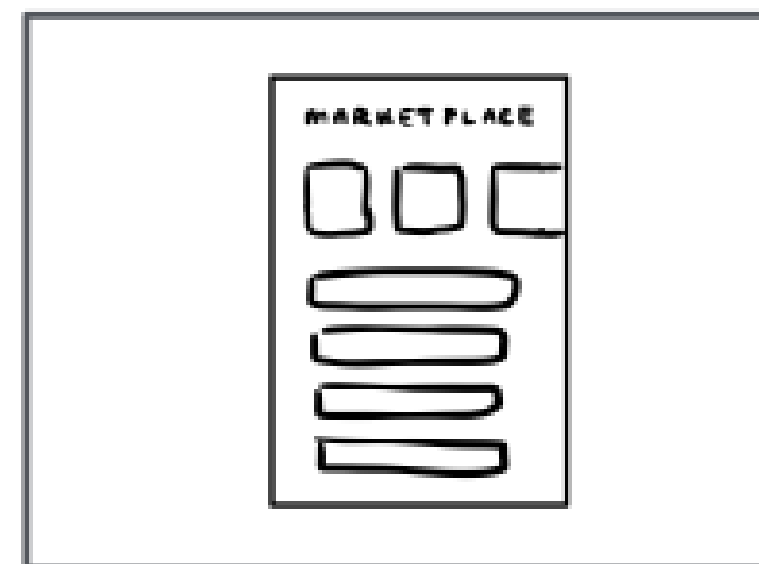
04. HI-FI

# “PAPER” WIREFRAMES

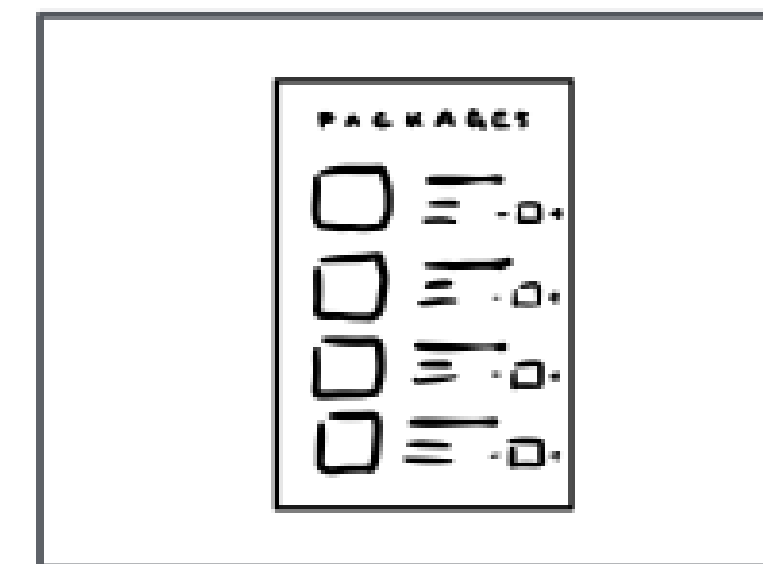
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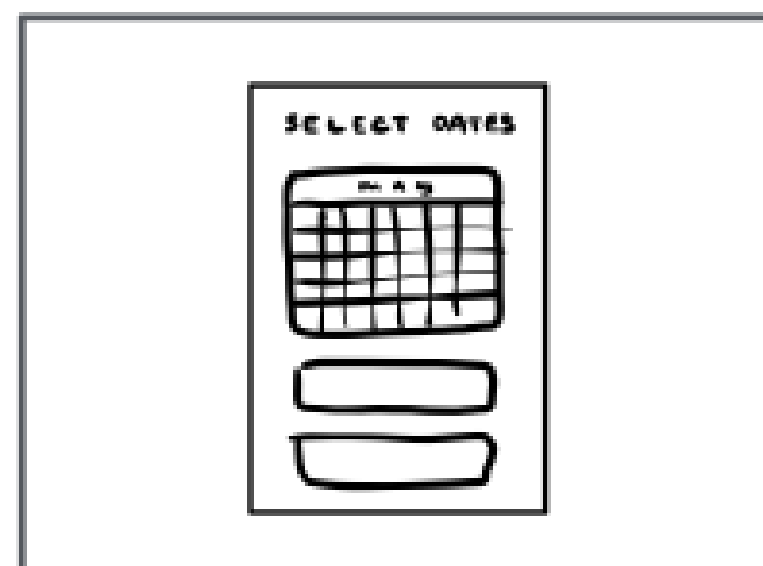
Juan is prompted to sign in



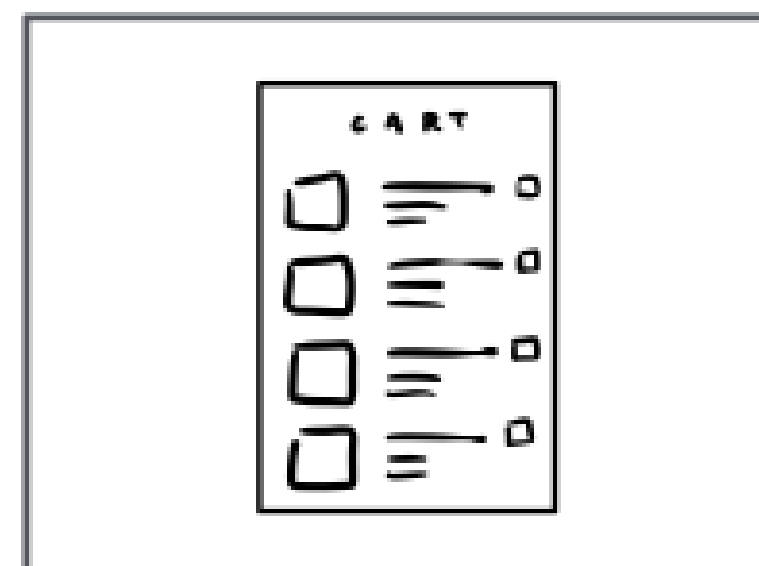
Juan selects products he wants ready for him upon arrival



Juan selects the packages he has on Earth that he wants delivered



Juan selects drop-off and pick-up dates

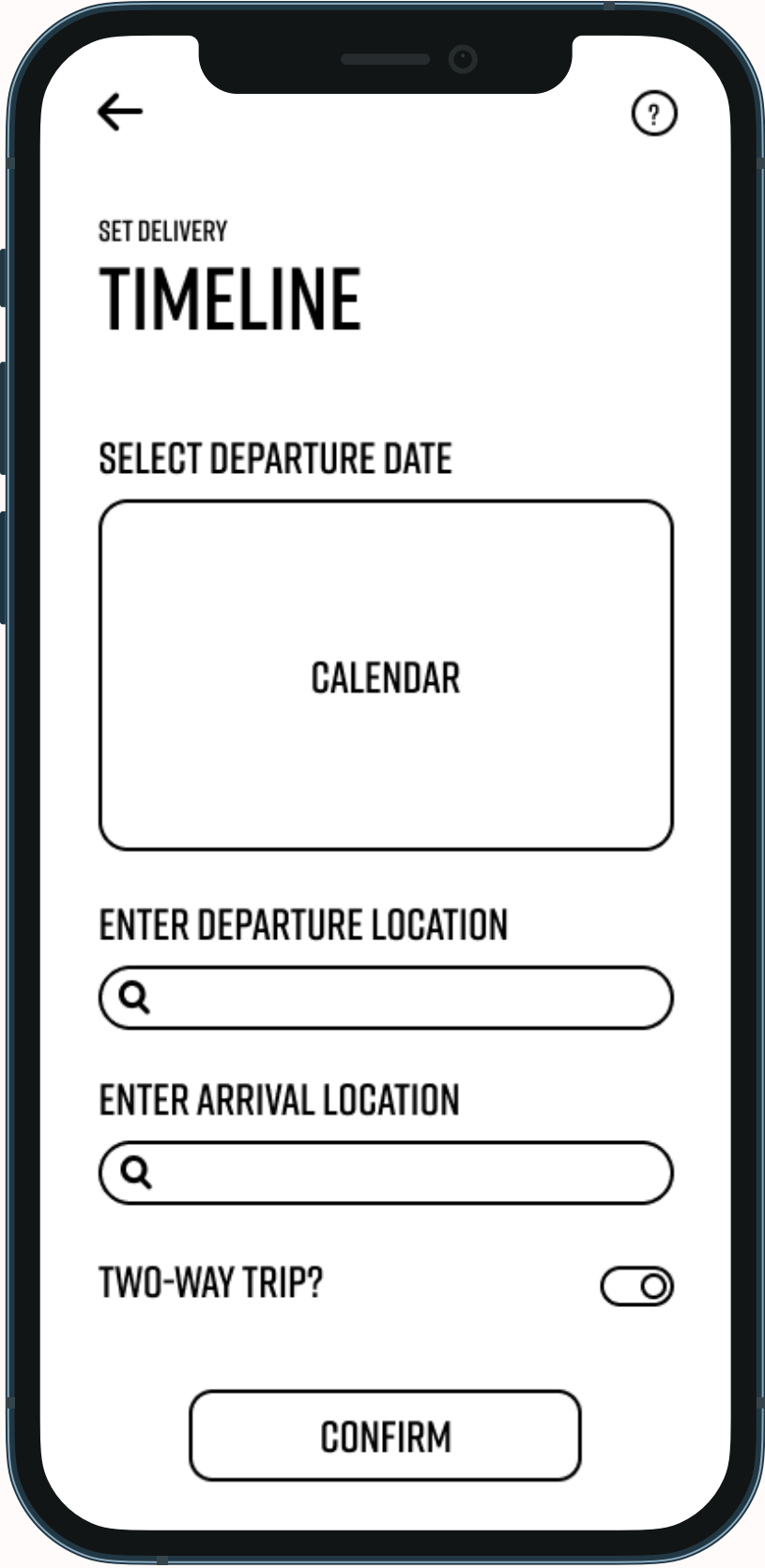
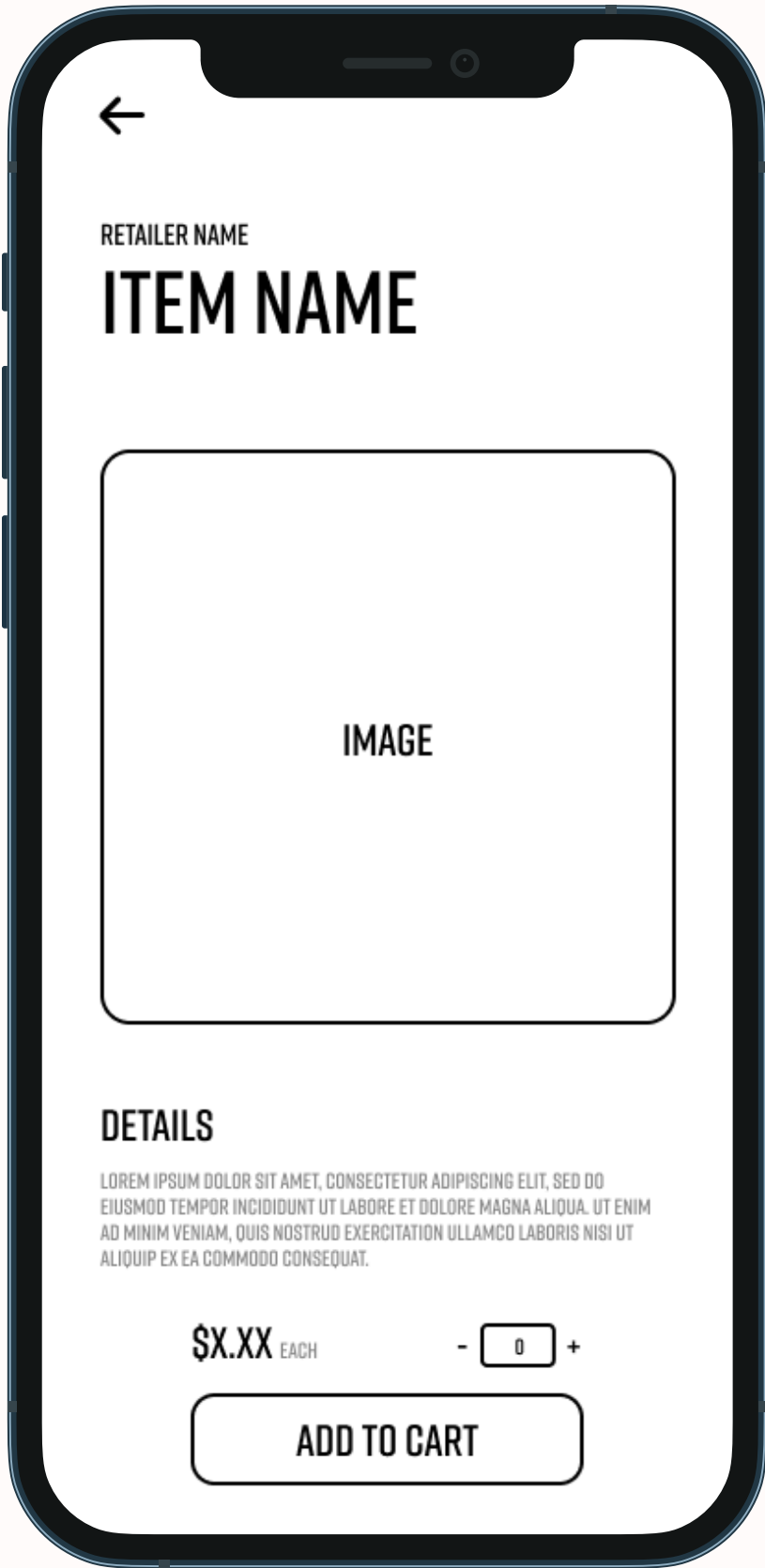
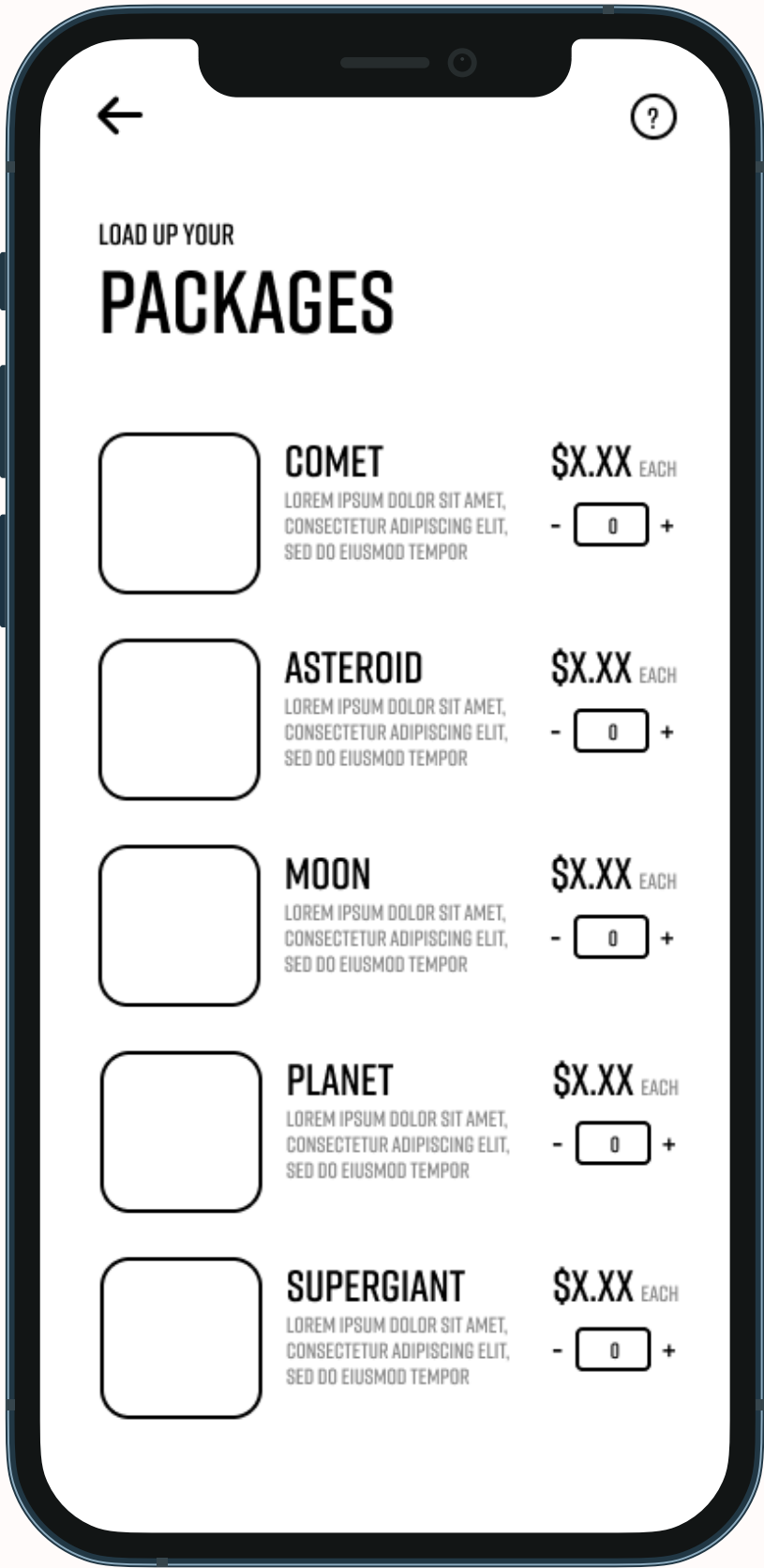
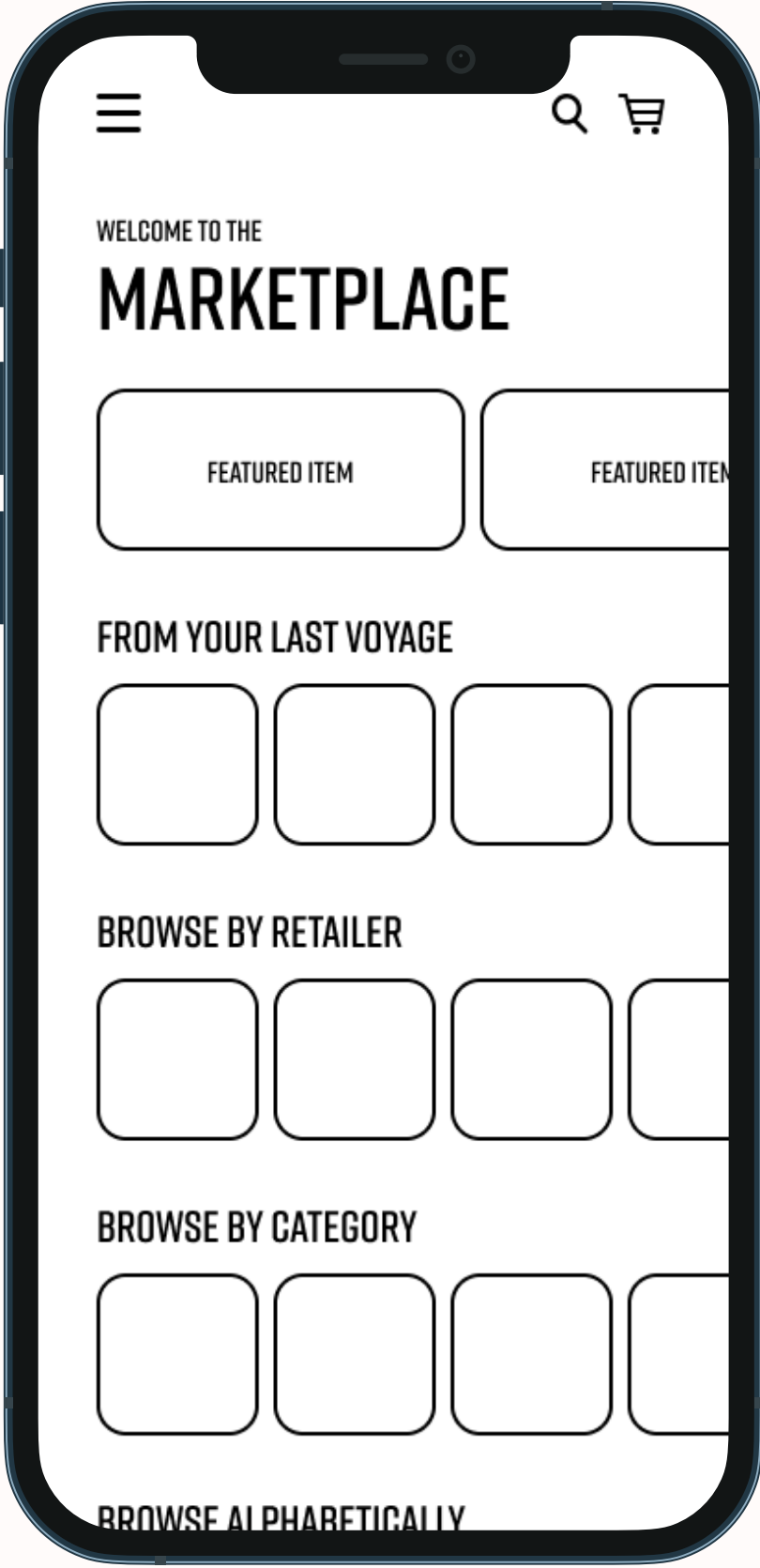


Juan's cart confirms his order before checkout

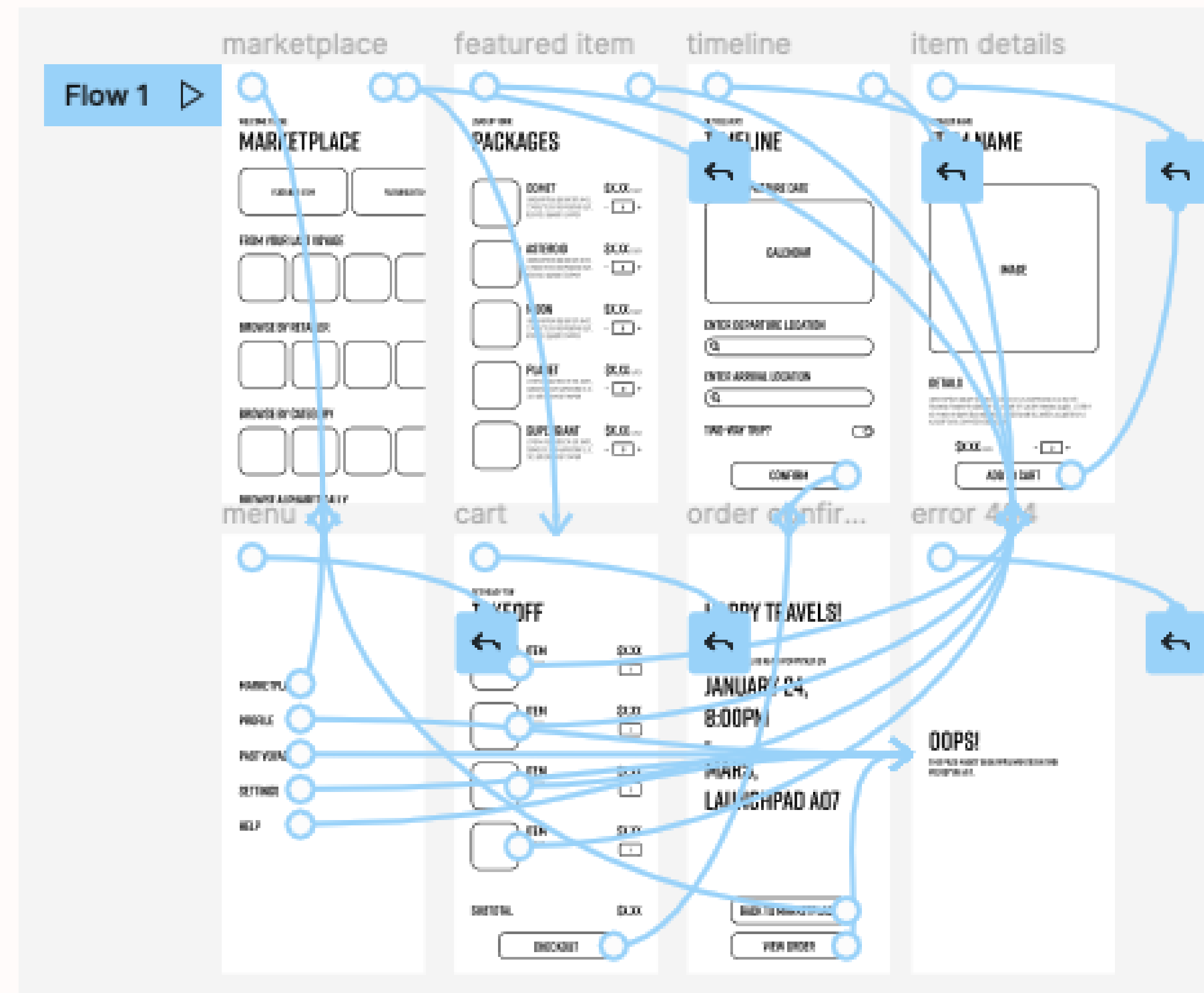


Juan completes checkout

# LO-FI WIREFRAMES



# LO-FI WIREFLOW



# USABILITY TESTING

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After creating a working low-fidelity prototype, I enlisted **5 participants** for a usability study.

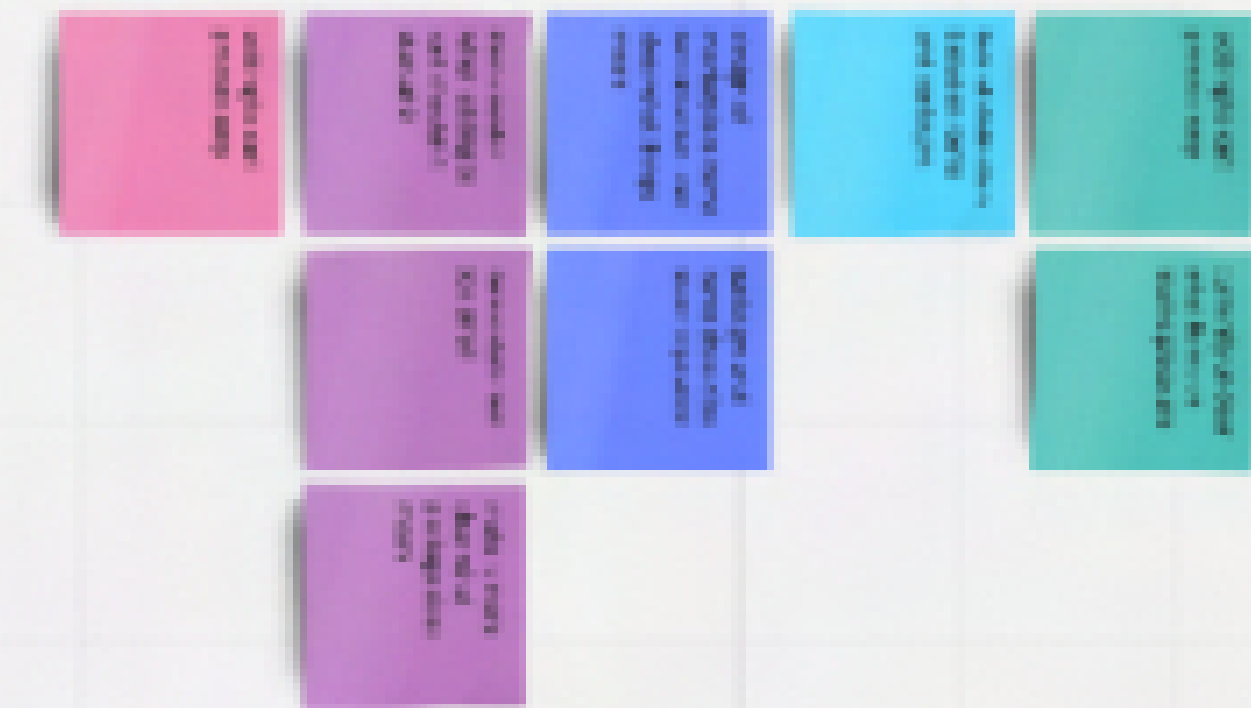
Key findings that **informed future design interactions** included:

**80%** of users were taken aback by the lack of an order confirmation screen.

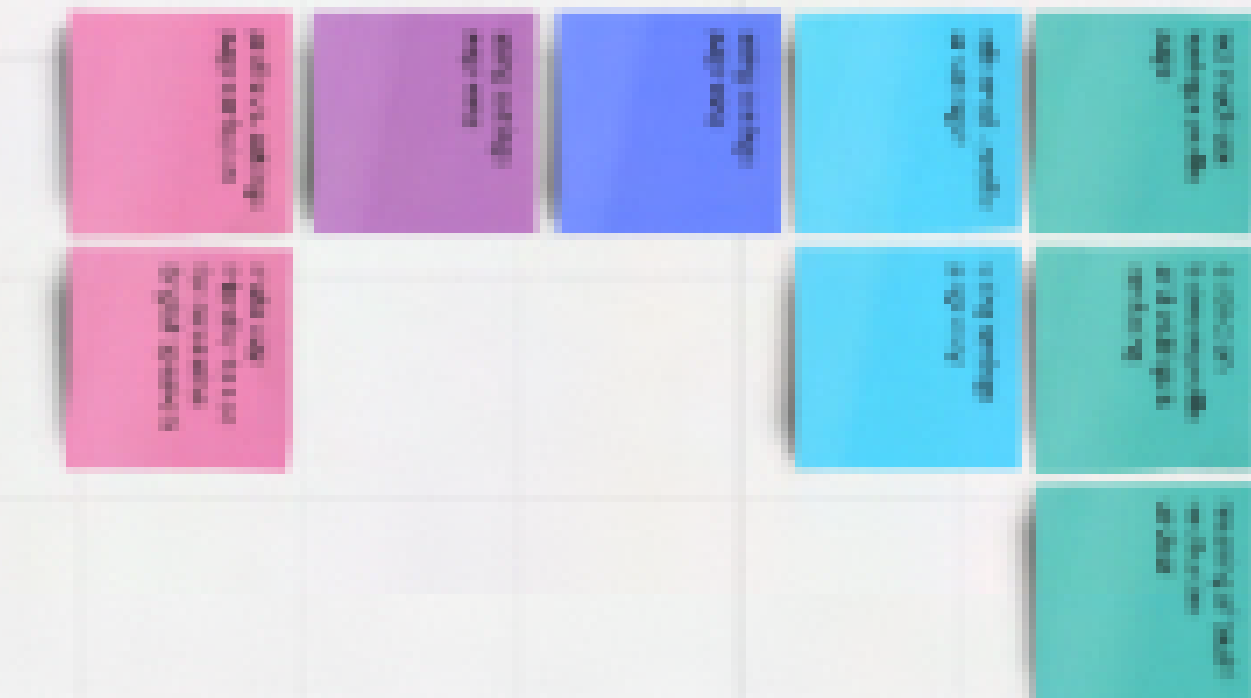
**60%** of users found the organization of the marketplace unintuitive or unclear.

**60%** of users had difficulty determining how to start the checkout process.

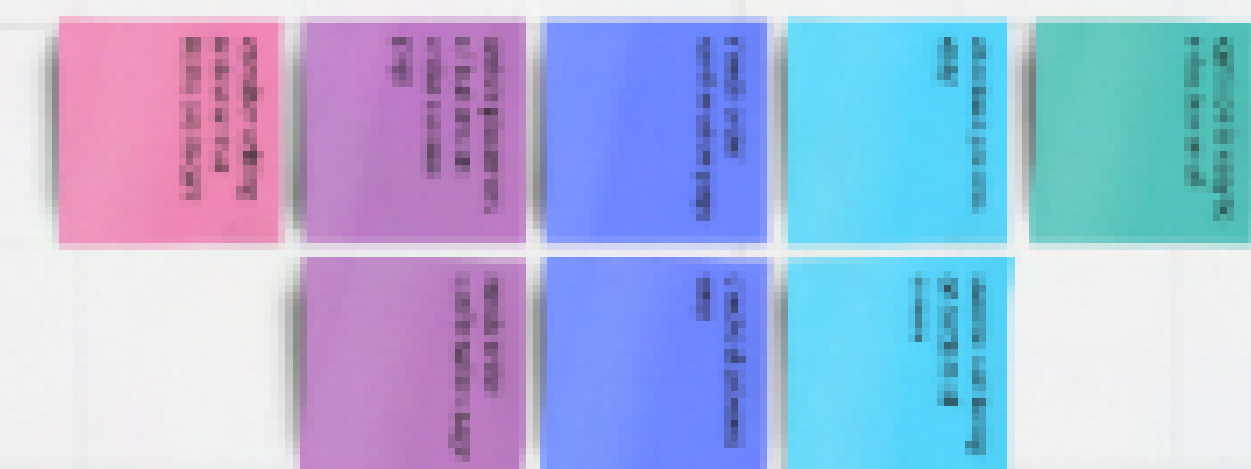
## MARKETPLACE BROWSING



## PROFILE/SETTINGS PAGES

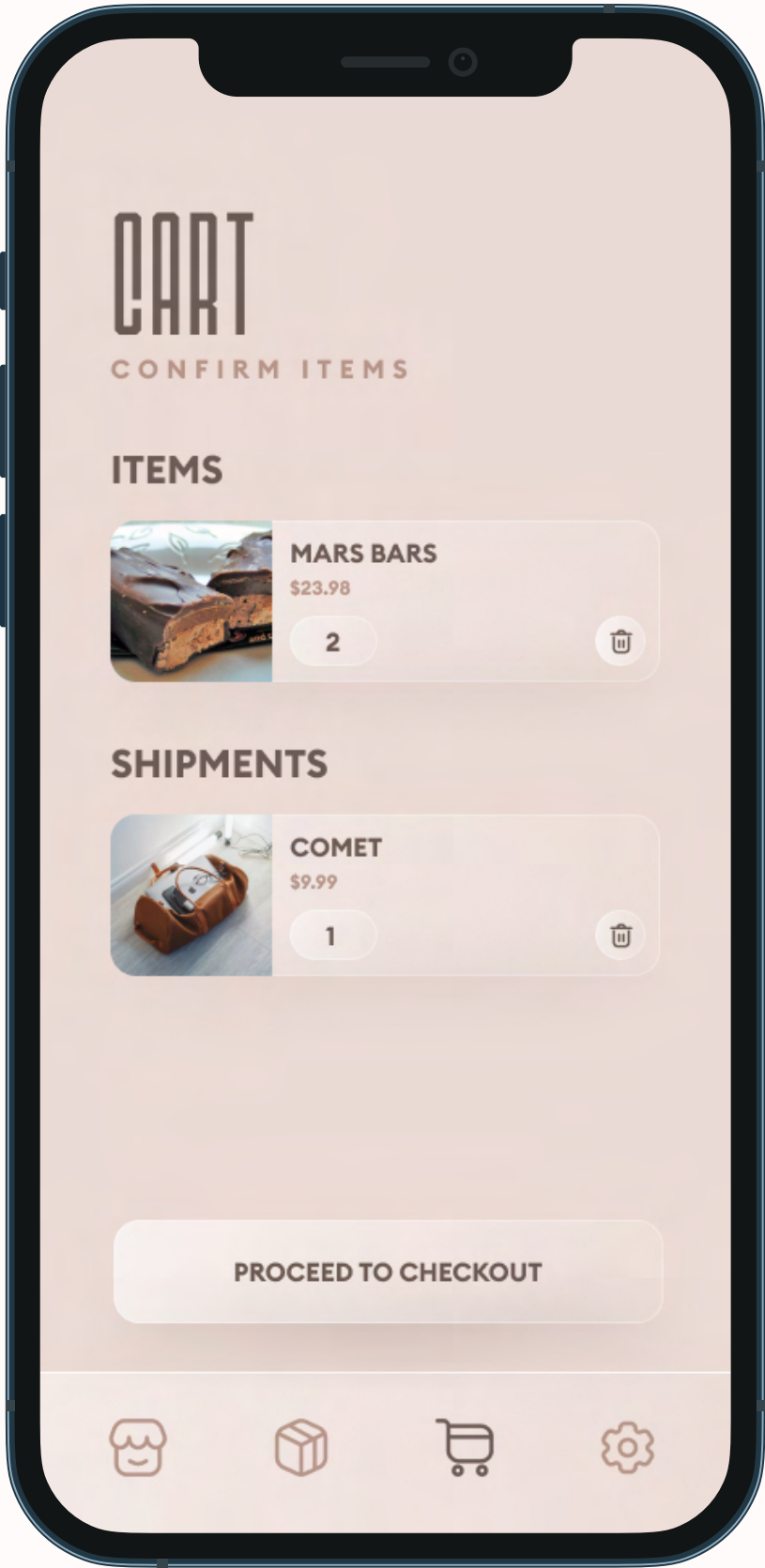
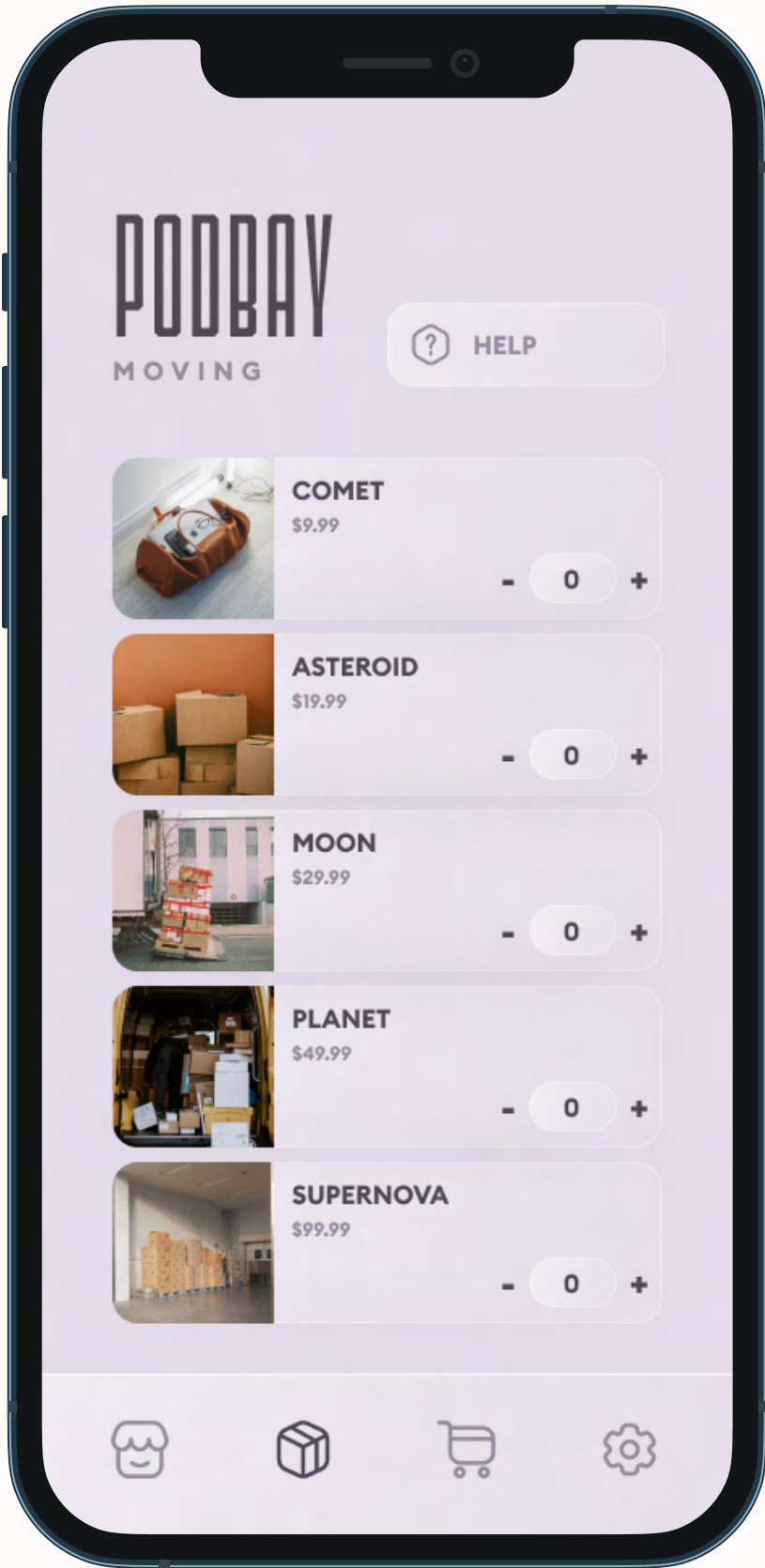
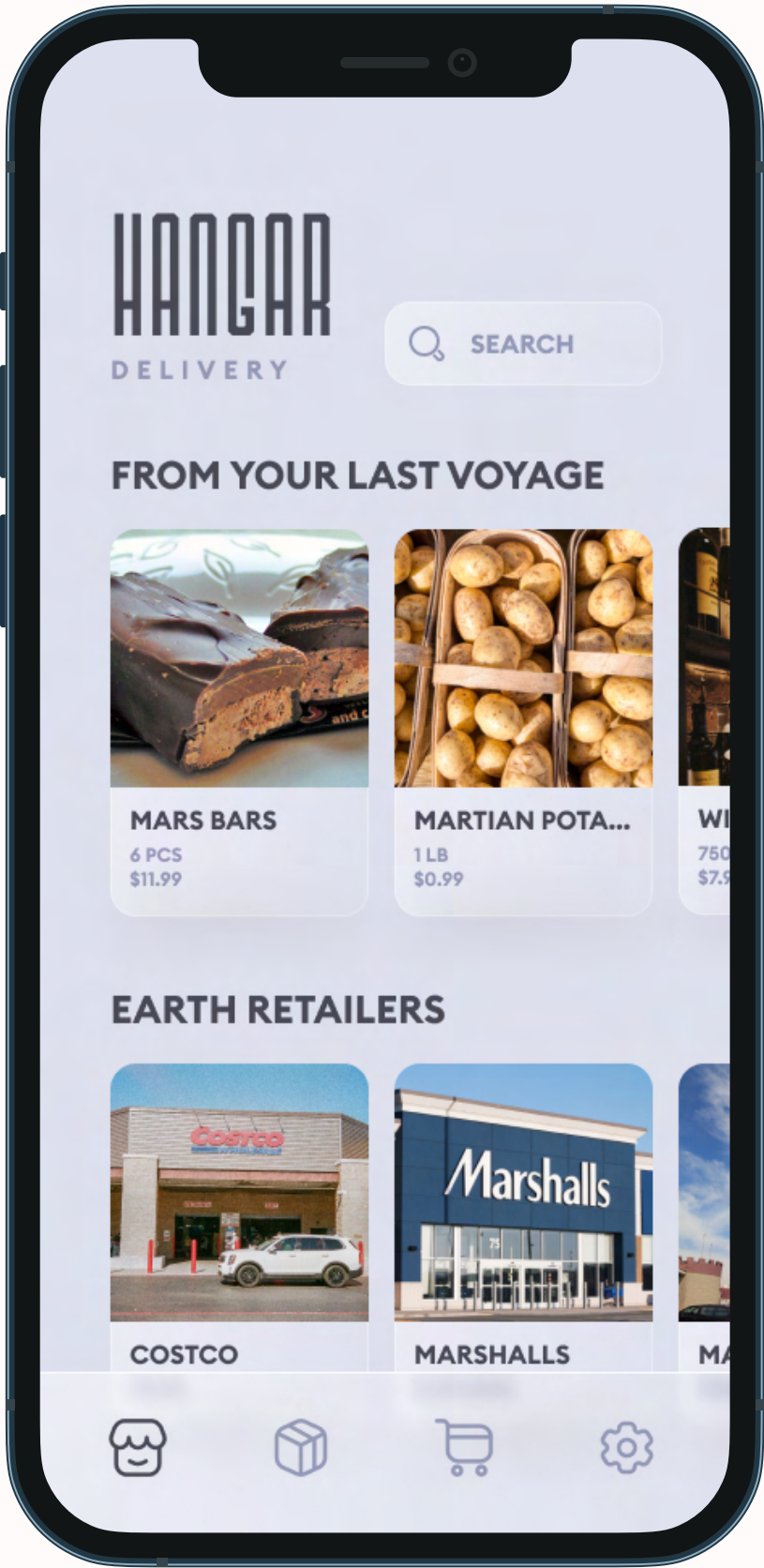
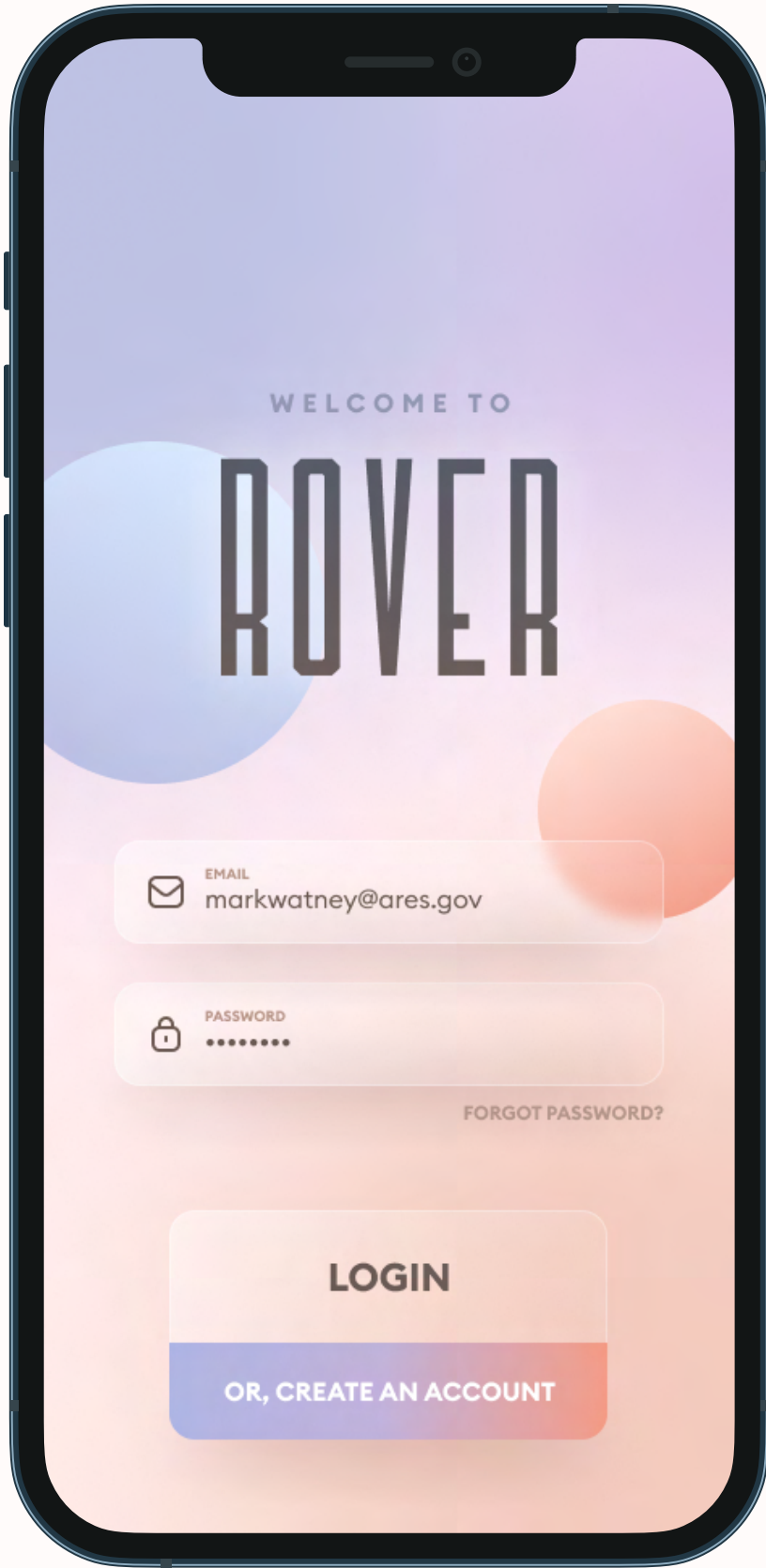


## CHECKOUT PROCESS





# FINAL DESIGNS



CONCLUSION



# TAKEAWAYS

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Working on Rover as part of a certificate program was my **first foray into the world of UX design**. This, combined with the highly fictionalized nature of the app, led me to **focus on visual design, user experience/ accessibility guidelines, and usability testing** over user research (finding participants who plan on going to Mars any time soon would've been a futile effort).

Nevertheless, working on Rover project gave me a taste of **what the world of UX entails**, provided me with a **springboard for future projects**, and **solidified my passion** for this wonderful industry.