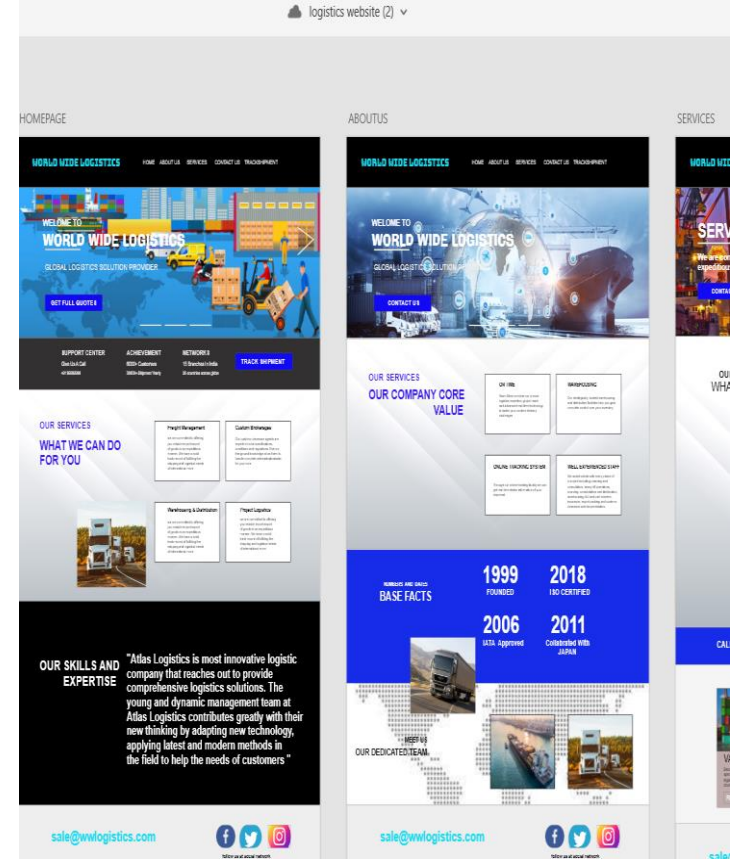# LOGISTICS WEBSITE

Sanchay Sharma

# Project overview

**The product :** World wide logistics websites for user easy import and export items from any where in the world.Live tracking delivery status for user and normal ,super and superfast delivery also available.

**Project duration:**

**AUG – OCT 2021**



Google

# Project overview

**The problem:**

Rahul is a manufacture of toys shop and gift shop. He don't find any website with easy navigation option in the logistics websites and he want live track option in the websites. Easy customisation options. Because he want to exports its items outside of the country and also import many part of it items.

.

**The goal:**

Design a Logistics website to be user friendly by providing clear navigation and easy tracking option for users.

Google

# Project overview

## My role:

UX designer leading the logistics website design

## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs and responsive design.

Google

# Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

Google

# User research: summary

I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users treat online shipping option for user who want import and export items outside a country or within the country. However, many logistics websites are overwhelming and confusing to navigate, which frustrated many target users. This caused a normally enjoyable experience to become challenging for them, defeating the purpose of relaxation

Google

# User research: pain points

**1**

**Navigation**

Logistics website designs are often busy, which results in confusing navigation

**2**

**Interaction**

Small buttons on shopping websites make item selection difficult, which sometimes leads users to make mistakes

**3**

**Experience**

Logistics websites don't provide an engaging browsing experience.

Google

# Persona:Rahul

**Problem statement:**

Rahul is busy manufacture of toys and gift shop want logistics website to easy imports and exports its items.

*"Sending gift to customer in time to make my customer happy"*

## Rahul

**Age:** 30
**Education:** Bba.
**Hometown:** Delhi
**Family:** Parents
**Occupation:** Business

### Goals
- Tracking gift items and improved placement for more accessible navigation.
- Less cluttered navigation and layout for easier browsing.
- Accurate and inclusive timing for improved buying confidence.

### Frustrations
- "I struggle with the timing and delivered late items ."
- "Shopping website layouts and navigation are complicated and confusing.

Rahul is a 30-year-old Business man and full-time gift whole seller who lives with their parents. They work during the day and study at night, and enjoy browsing online during their off time to relax search more item to intrgrate in their shop.

They are frustrated with their online delivery experience on mobile websites because of the font size of buttons and complicated navigation. They also feel disappointed that sometimes the time listed on the website that they send are not up to date.

Google

# User journey map

I created a user journey map of Rahul experience using the site to help identify possible pain points and improvement opportunities.

## Persona: Rahul

Goal: Need logistics app/websites to deliver its gift items to customer
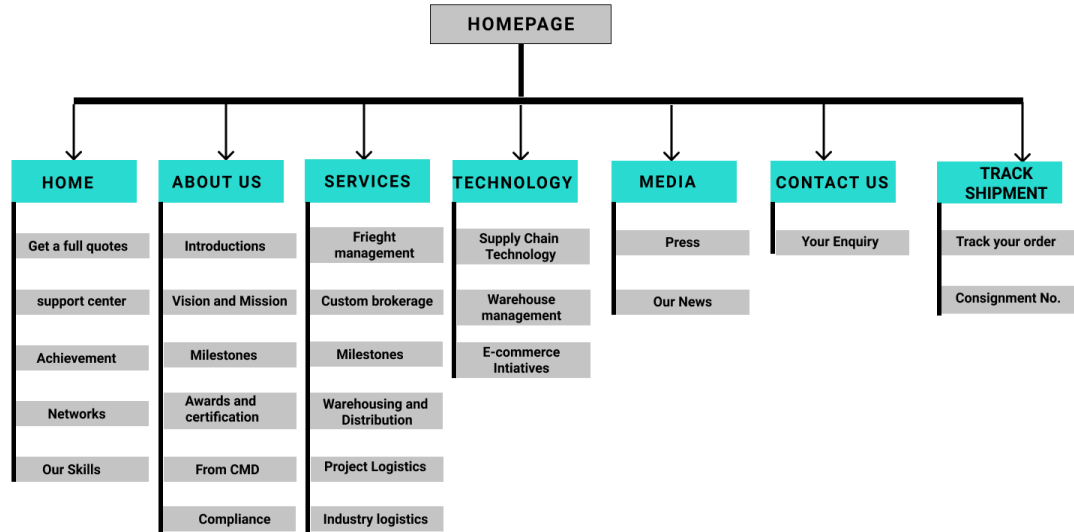
| ACTION | Fill the form to collect items from the shop | Item collected from the shop and give tracking id | Tracking oder | Seeing the status of order | Item delivered on time |
|---|---|---|---|---|---|
| **TASK LIST** | **A.** Information fill in the form is very tidy.Make form short **B.** Removed so many " required"Option **C.** Form submitting time is slow | **A.** Tracking button some time hang **B.** No images show on tracking **C.**Header portion of the tracking with small font. | **A.** No flow to show where your item reaches **B.** Colour constrast are so high **C.**Table to show items are uncertain. | **A.** During checking status of the order its hangs **B.** Time are not up to date **C.**No message come on delivered on mobile | **A.** Status of delivered items on the app are not updated **B.** Happy when item delivered on time without any complain |
| **FEELING ADJECTIVE** | ● Eager<br>● Inquisitive | ● Excited<br>● Optimistic | ● Enthusiastic<br>● Curious | ● Disappointed<br>● Dismayed<br>● Trusting | ● Satisfied<br>● Relieved<br>● Excited |
| **IMPROVEMENT OPPORTUNITIES** | Keep form short. | Must check images size and font | Working on colour of the website | Please check integrated part of the website | None |

Google

# Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

# Sitemap

Difficulty with website navigation was a primary pain point for users, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve overall website navigation. The structure I chose was designed to make things simple and easy.
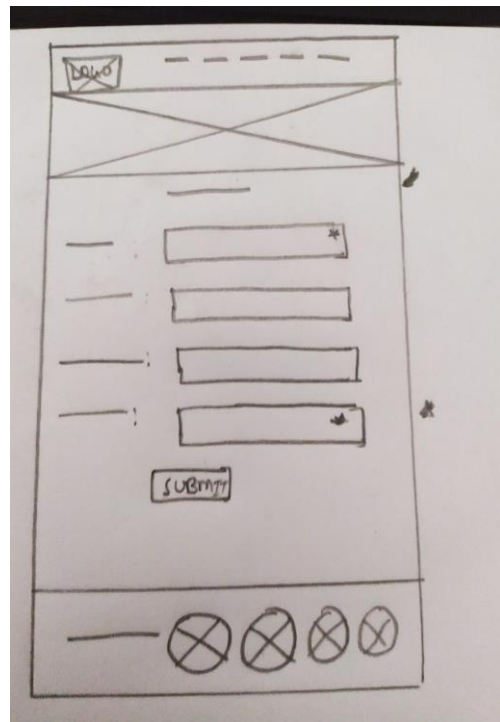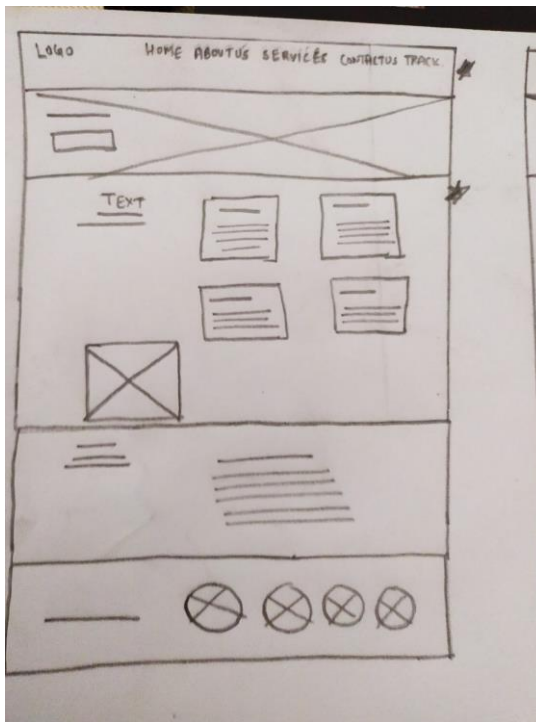
**SITEMAPS OF LOGISTICS WEBSITES**

```
                              HOMEPAGE

HOME      ABOUT US    SERVICES    TECHNOLOGY    MEDIA    CONTACT US    TRACK SHIPMENT

Get a full quotes   Introductions   Frieght management   Supply Chain Technology   Press   Your Enquiry   Track your order

support center   Vision and Mission   Custom brokerage   Warehouse management   Our News                 Consignment No.

Achievement   Milestones   Milestones   E-commerce Intiatives

Networks   Awards and certification   Warehousing and Distribution

Our Skills   From CMD   Project Logistics

           Compliance   Industry logistics
```

Google

# Paper wireframes

Next, I sketched out paper wireframes for each screen in my app, keeping the user pain points about navigation, browsing, and checkout flow in mind.

The home screen paper wireframe variations to the right focus on optimizing the browsing experience for users.
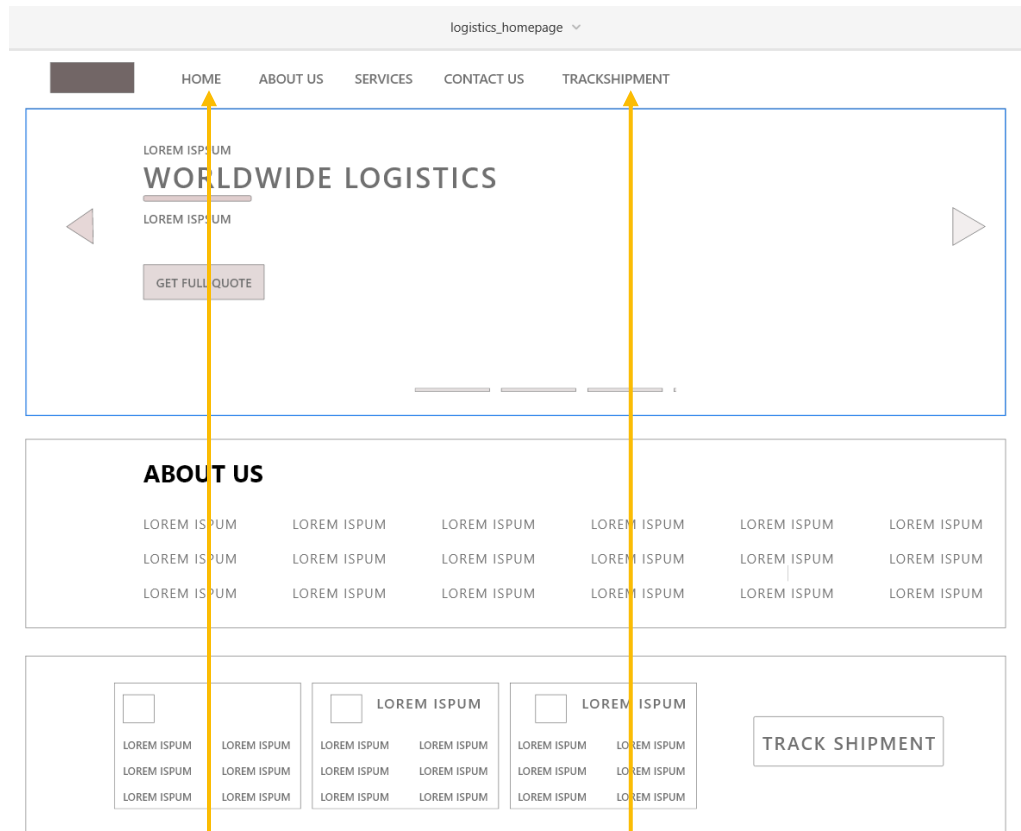
# Paper wireframe screen size variation(s)

Because logistics websites customers access the site on a variety of different devices, I started to work on designs for additional screen sizes to make sure the site would be fully responsive.
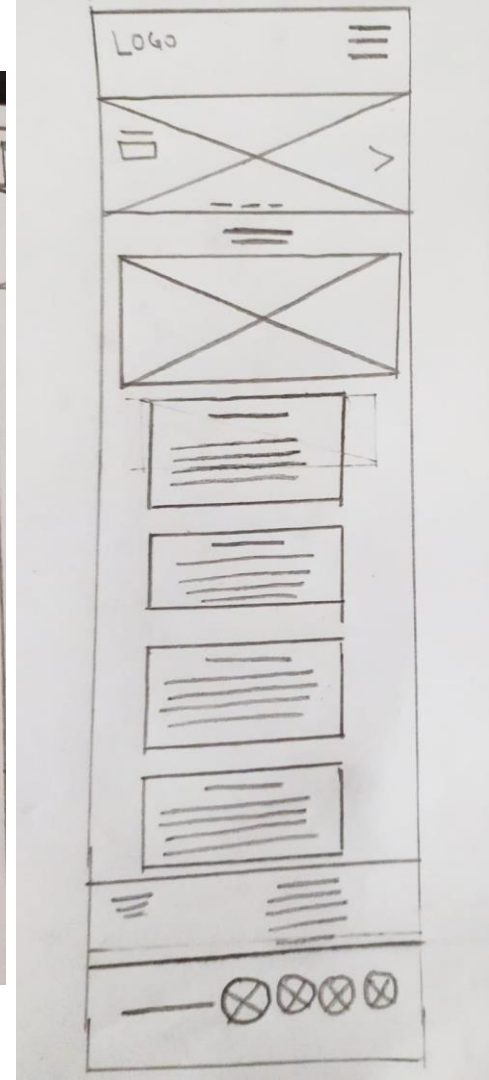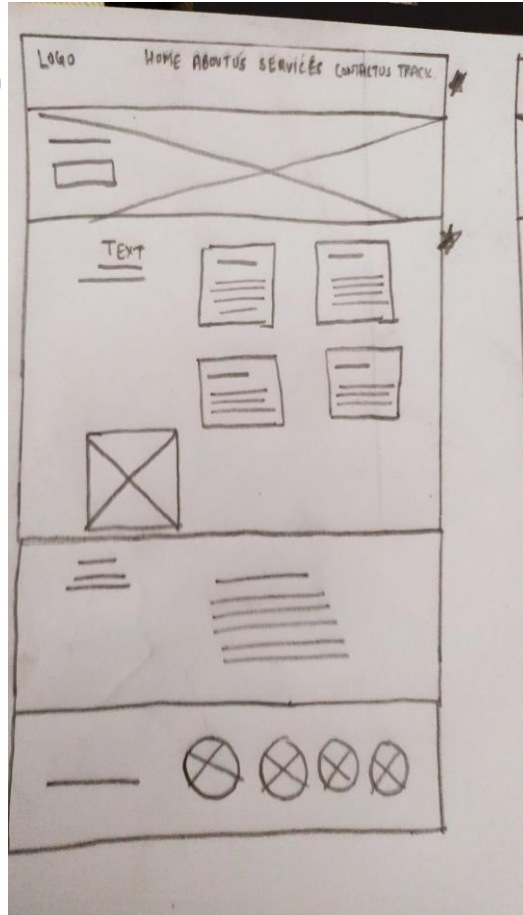
# Digital wireframes

Moving from paper to digital wireframes made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing useful button locations and visual element placement on the home page was a key part of my strategy.



logistics_homepage

HOME    ABOUT US    SERVICES    CONTACT US    TRACKSHIPMENT

LOREM ISPSUM
**WORLDWIDE LOGISTICS**
LOREM ISPSUM

GET FULL QUOTE

**ABOUT US**

| LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM |
| LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM |
| LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM |

LOREM ISPUM          LOREM ISPUM          LOREM ISPUM

TRACK SHIPMENT

| LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM |
| LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM |
| LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM | LOREM ISPUM |

User can easily navigate in the browser

User can easily tracks its shipment by clicking from the homepage.

Google

# Digital wireframe
# screen size variation(s)

# Low-fidelity prototype

[To create a low-fidelity prototype, I connected all of the screens involved in the primary user flow of adding an item to the cart and checking out.

At this point, I had received feedback on my designs from members of my team about things like placement of buttons and page organization. I made sure to listen to their feedback, and I implemented several suggestions in places that addressed user pain points.
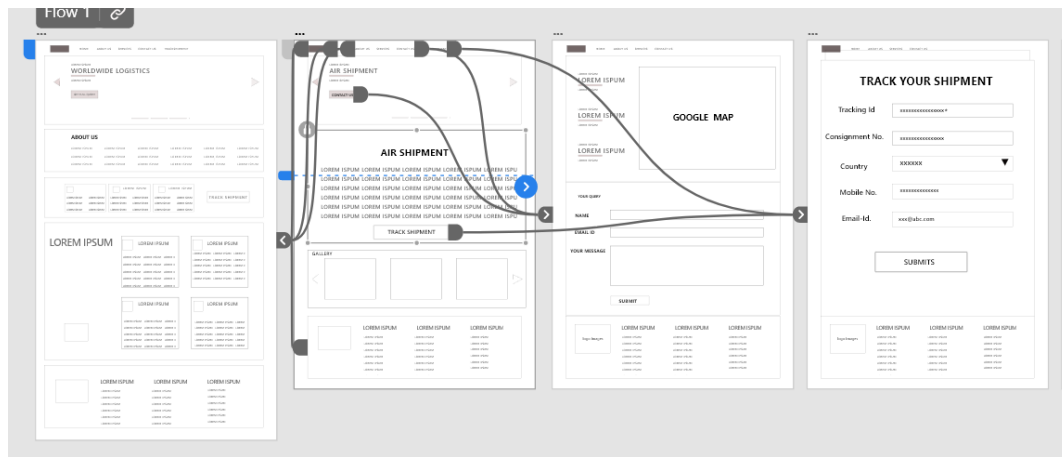


View logistics websites low-fidelity prototype

# Usability study: parameters

**Study type:**

Unmoderated usability study

**Location:**

India, remote

**Participants:**

5 participants

**Length:**

20-30 minutes

Google

# Usability study: findings

These were the main findings uncovered by the usability study:

### 1

## Services

Services pages fonts are so small unable to read properly.

### 2

## Trackshipment

Tracking form so big to fill short the form.

### 3

## Tracking status

Tracking status pages are not clearly defined.

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# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

# Mockups

Based on the insights from the usability study, I made changes to improve the site's checkout flow. One of the changes I made was adding the required field in the track shipment form. This allowed users more freedom to edit information without going through a complicated process.

Before usability study

After usability study

# Mockups: Original screen size

# Mockups: Screen size variations

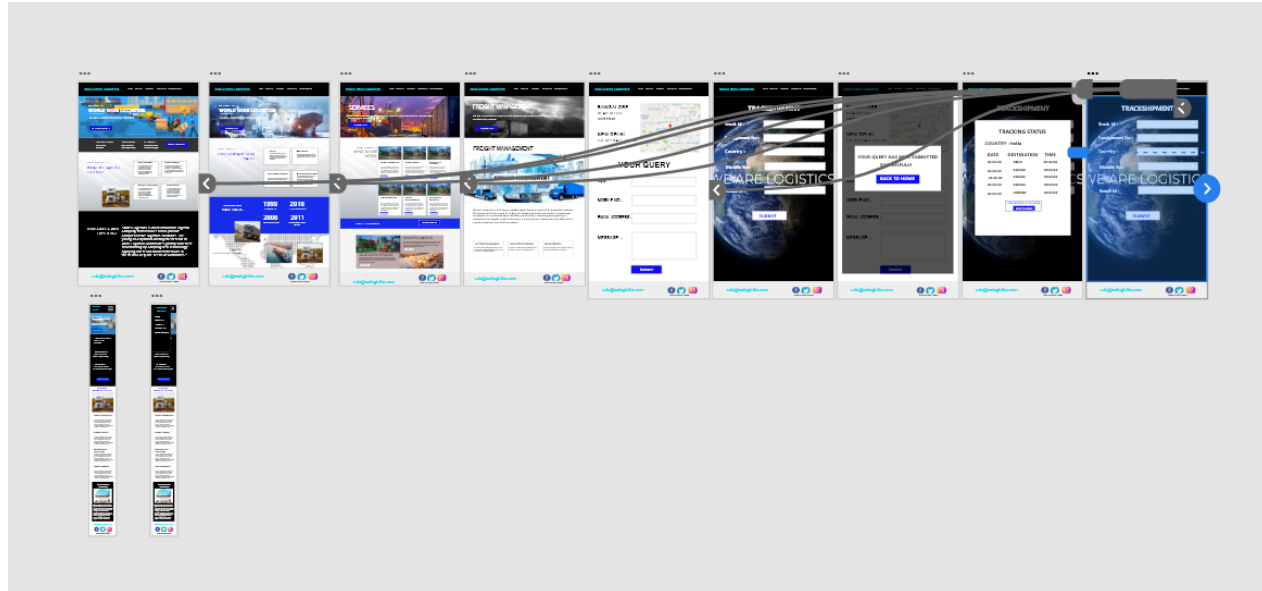I included considerations for additional screen sizes in my mockups based on my earlier wireframes. Because users shop from a variety of devices, I felt it was important to optimize the browsing experience for a range of device sizes, such as mobile and tablet so users have the smoothest experience possible.

# High-fidelity prototype

My hi-fi prototype followed
the same user flow as the
lo-fi prototype, and
included the design
changes made after the
usability study, as well as
several changes suggested
by members of my team.
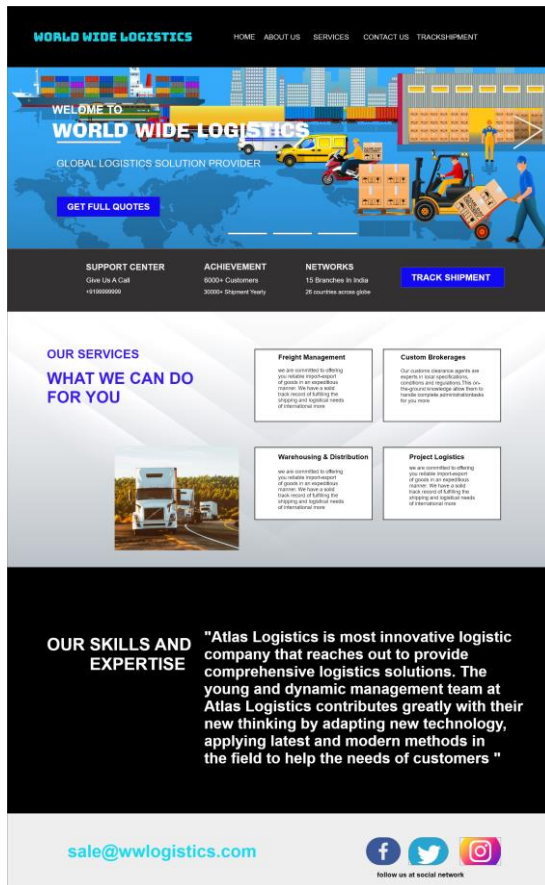
View the Logistics websites
high-fidelity prototype



Google

# Accessibility considerations

**1**

I used headings with different sized text for clear visual hierarchy
.

**2**

I used landmarks to help users navigate the site, including users who rely on assistive technologies

**3**

I designed the site with alt text available on each page for smooth screen reader access

Google

# Going forward

- Takeaways
- Next steps

Google

# Takeaways

**Impact:**

Our target users shared that the design was intuitive to navigate through, more engaging with the images, and demonstrated a clear visual hierarchy

**What I learned:**

I learned that even a small design change can have a huge impact on the user experience. The most important takeaway for me is to always focus on the real needs of the user when coming up with design ideas and solutions.

Google

# Next steps

**1**

Conduct follow-up usability testing on the new website

.

**2**

Insert a few sentences summarizing the next steps you would take with this project and why.

Google

# Let's connect!



Thank you for reviewing my work on the logistics websites !

If you'd like to see more, or would like to get in touch, my contact information is provided below:

Email: wwlogistcsemail.com
Website: wwlogistics.uxportfolio.com

Google