DroneXpress: Drone Tracking

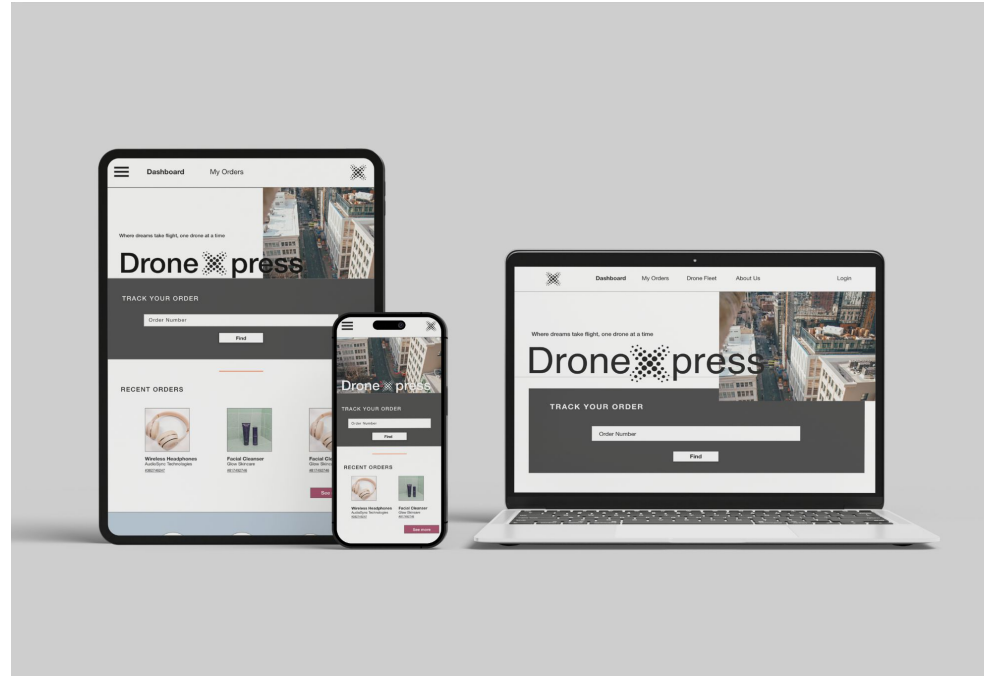Megan Plunkett

Project overview

The product:

DroneXpress is a cutting-edge drone delivery tracking company tailored to the lifestyles of busy families and young professionals.

Project duration:

June 2023 to August 2023

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Project overview

The problem:

DroneXpress recognizes the issues of time constraints and unreliable delivery experiences and tackles them head-on.

The goal:

DroneXpress's goal is to eliminate the frustration of incorrect or delayed tracking updates by ensuring our packages arrive promptly and in pristine condition.

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Project overview

My role:

Megan Plunkett: UX Researcher and Designer

Responsibilities:

UX research, wireframing, low-fidelity and high-fidelity prototyping, creating mockups

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Understanding the user

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

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User research: summary

We are collecting our data through a moderated usability study with nine participants' contribution. We assume our participants are frequent online shoppers and have previously completed several full online order and delivery processes. After conducting our usability testing, there are pain points that still need addressed- namely image size, lack of login option, and need for a search option in the "My Orders" section of the website.

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User research: pain points

1

Image Size

Two usability study participants commented that the size of product images are small relative to the screen size. Users need increased image size and a reduced number of products displayed at once.

2

Login Option

Several users do not want to login each time the visit the DroneXpress website and would also like their product history to be remembered. Users need a login option.

3

Order Search

Users voiced that they cannot search for specific products in their product history. Users need a search option, as well as being able to look at product history in varying time intervals (e.g. "last month")

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Persona: **Teya**

Problem statement:

Teya is a busy mother of two who needs an easy-to-use website to track her online orders, because tracking numbers are easily lost, and the interfaces of delivery tracking services can be confusing.

"As a busy mama, I can't keep track of little pieces of paper. Give me an app please."

Teya Kensington

Age: 34
Education: B.A. in Linguistics
Hometown: Burlington, Vermont
Family: Married, 2 children
Occupation: SAHM

Goals
- She wants the tracking number to be kept in-app
- She wants her delivery tracking interfaces to be clear and navigable

Frustrations
- Losing the USPS tracking number means she can't expect her packages' arrivals.

Teya is a 34 year old SAHM to a preschooler and a 3rd grader. She is responsible for most of the online ordering. She uses USPS and, occasionally, in-app tracking. She is frustrated by often losing her tracking number, and needing to take time to understand tracking website interfaces.

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Persona: **Francisco**

Problem statement:

Francisco is a young working professional who needs real-time updates about his online orders, because packages are easily stolen, and he is often away from home.
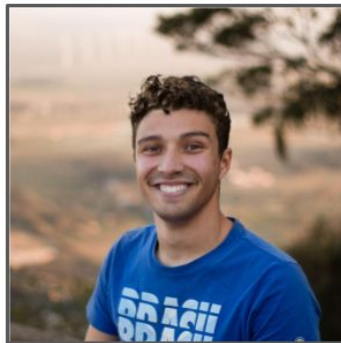
Francisco Pérez

Age: 25
Education: MSW
Hometown: Ávila, Spain
Family: Single
Occupation: Social Worker

"I work long hours, and I worry that my packages will get taken if I'm not there."

Goals
- He wants to receive real-time updates on his orders, so he can anticipate delivery times.

Frustrations
- Tracking notifications are not always timely, and he is frustrated when packages arrive off of schedule.

Francisco Pèrez is a 25 year old social worker from Spain, who moved to America to obtain his Bachelor's degree and Master of Social Work. He is frustrated by lack of real-time tracking across delivery services.

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User journey map

Special features include allowing return to "dashboard", where main task is completed. Users can view their recent online orders, which drone type their package is traveling on, and details on the company's drone fleet.

User task: Track and view most recent order, and communicate order details

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# Starting the design

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

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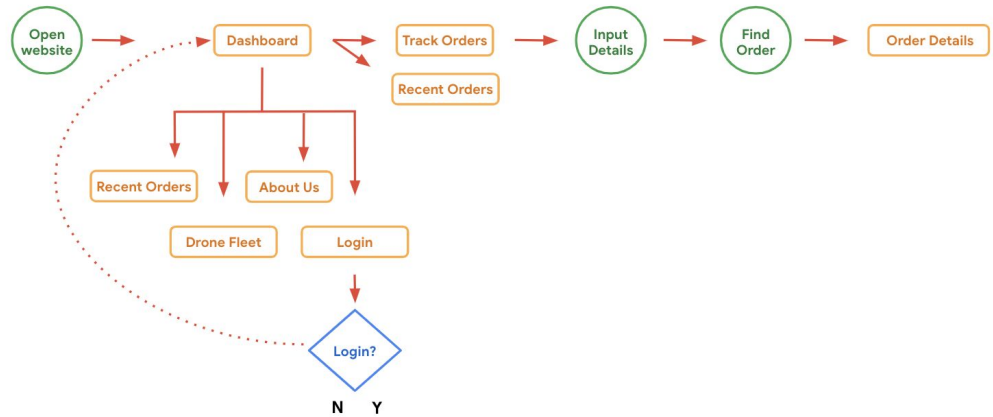
Paper wireframes

Upon reading the prompt for a drone delivery tracking website, I envisioned a large futuristic hero image on the landing page with a clear way to track orders- and view old ones. From there, I created multiple iterations using insights from usability studies.
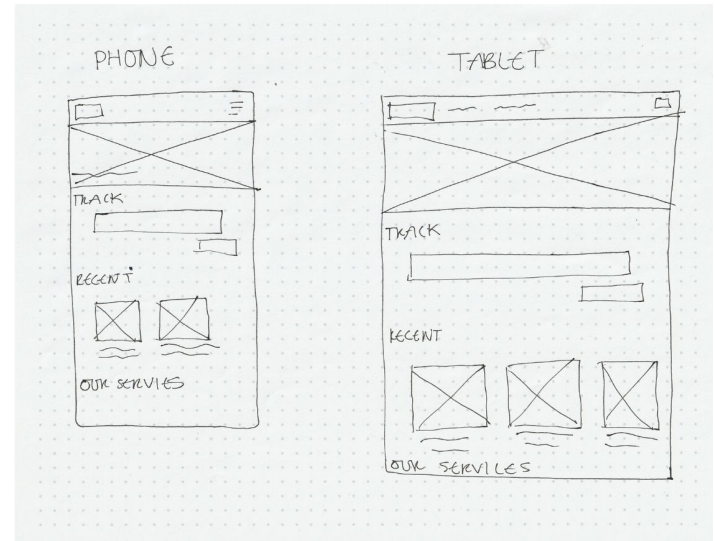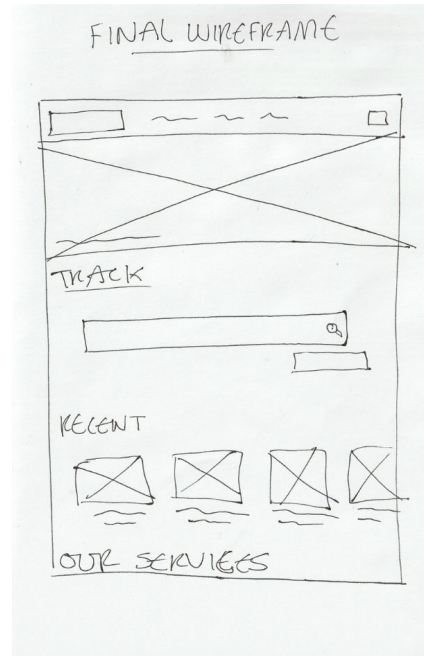
Digital wireframes

I envisioned users can track orders and navigate to their order history directly from the user dashboard. The vision for the first page is modern, clean, and easily understandable.

Easy-to-find order tracking option above the fold
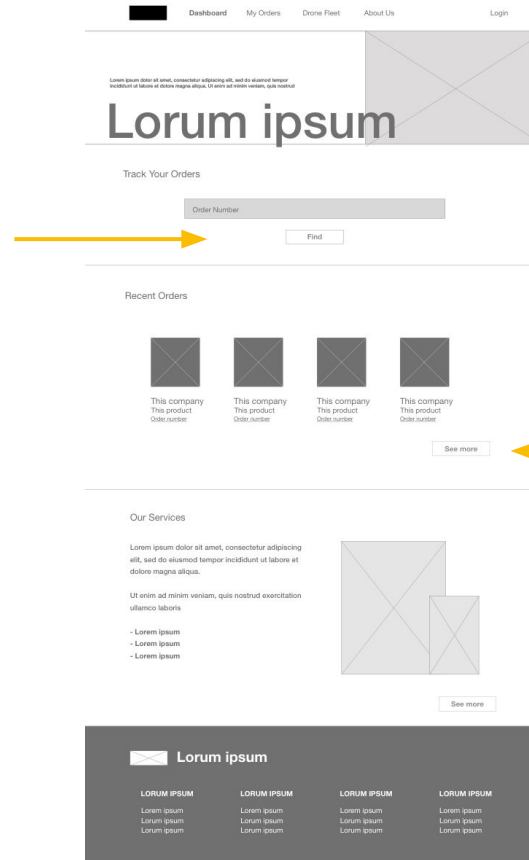
Select and navigate to order history page

Digital wireframes

The "My Orders" page should be recognizable and reflect other order tracking websites. It includes the option to return to the dashboard and varying time intervals for easy finding.

Users can navigate back to the dashboard from any page
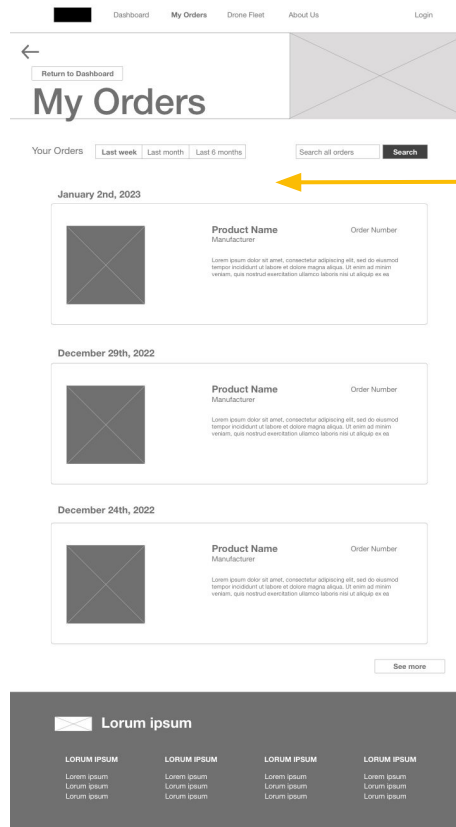
Users can select varying time intervals to view product history more easily

Users can select "See more" to see previous orders

Low-fidelity prototype

[Link to low-fidelity prototype](#)

Users begin on the user dashboard, and can navigate through the website to track an order or view recent orders or can navigate by top menu.
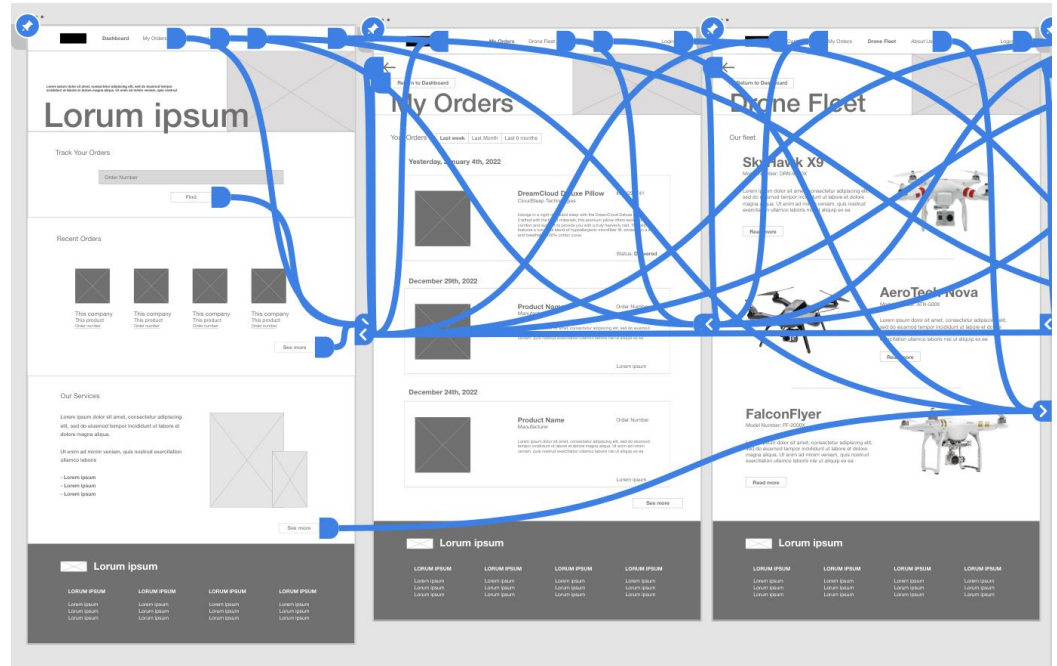
Usability study: findings

Two rounds of usability studies were completed to find potential pain points and improve on our user flow.

Round 1 findings

1. Users prefer increased image size

2. Users commented about lack of login option

3. Users prefer a search box to find orders

Round 2 findings

1. Drone descriptions are too wordy

2. "Return to dashboard" button placement should be consistent

3. Increase size of blue "Our services" font on dashboard

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Here, we have addressed
the issue of <u>image size</u>.
Following the usability
study, we have increased
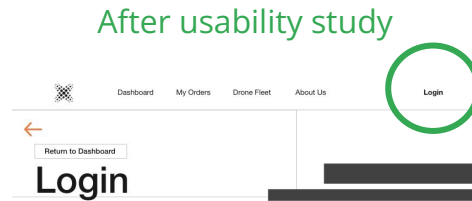image size and chosen to
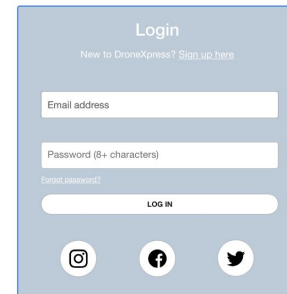have fewer products
displayed on our
dashboard.

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Mockups

Here, we have addressed the issue of a login option. Following the usability study, we have added a login option from the top menu, so users can have their product history remembered.
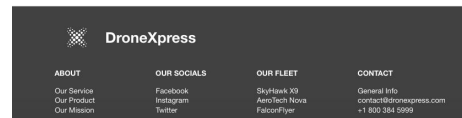

After usability study

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Mockups

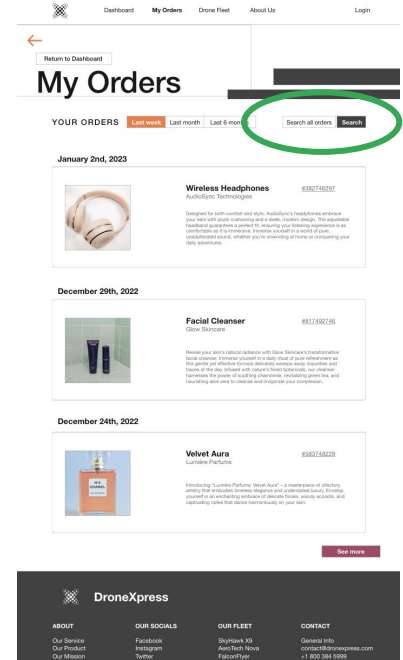Here, we have addressed the issue of an order search option. Following the usability study, we have added a search bar in the "My Orders" tab, so users can find their products faster.
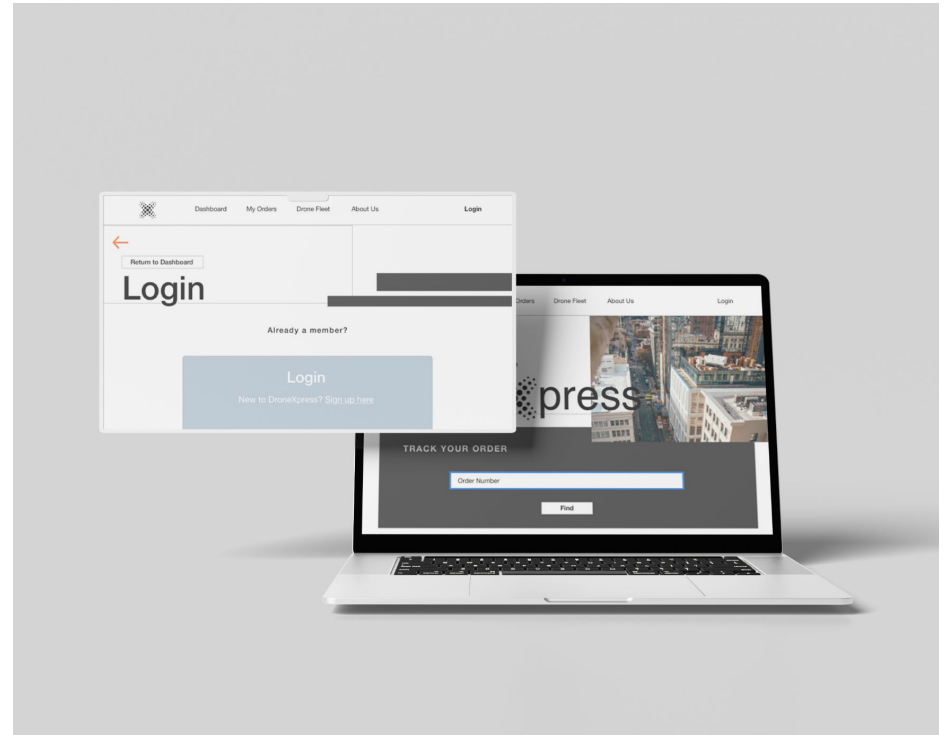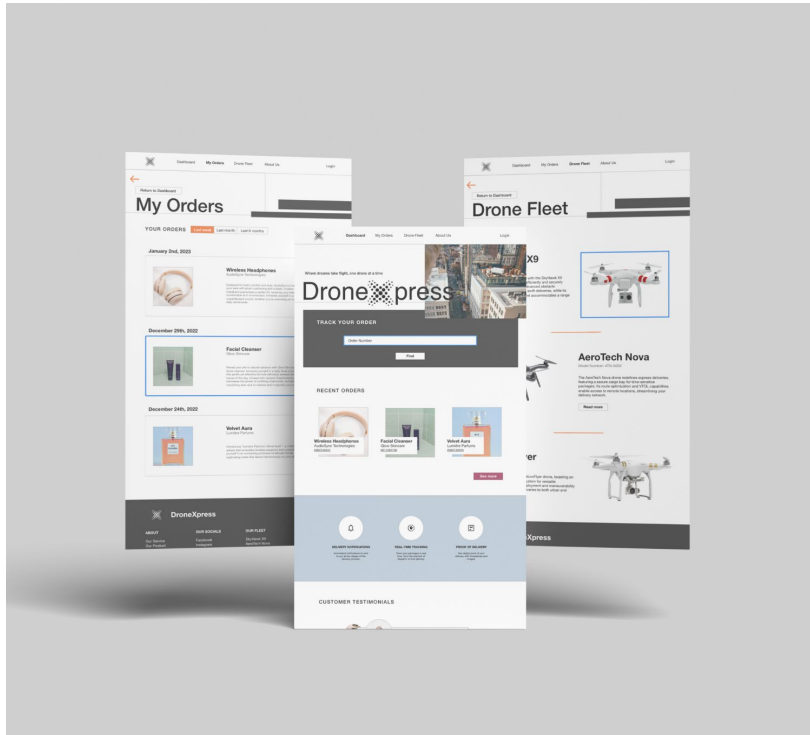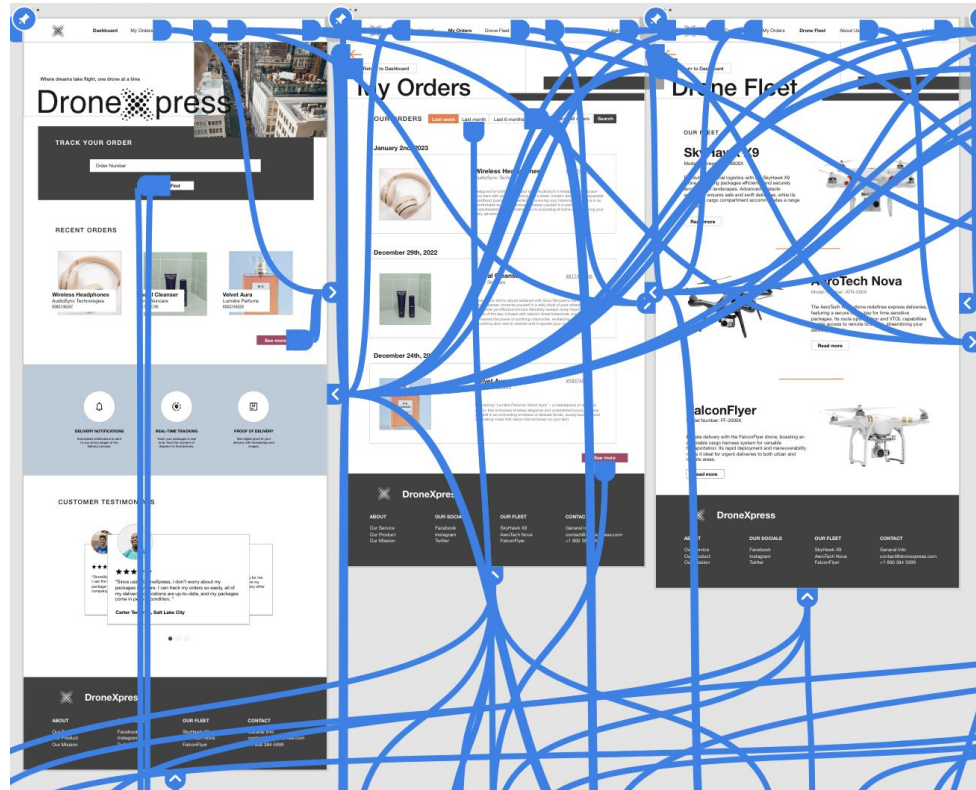
Before usability study

After usability study

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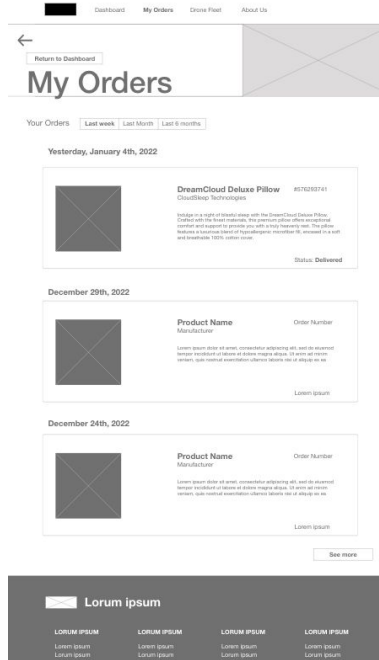
Mockups

High-fidelity prototype

[Link to high-fidelity prototype](#)

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Accessibility considerations

1

Readability was a pain point that became clear during the first iteration of our usability studies. We have increased font size and color contrast throughout our website to make our content readable for all users.

2

All icons and buttons are selected with accessibility in mind. We have also emphasized focus indicators throughout all screens to ensure clear navigation via keyboard or screen readers.

3

We referenced the Web Content Accessibility Guidelines (WCAG) when selecting our color palette, and color-to-text ratios to achieve AAA compliance.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

" Thanks to DroneXpress, receiving packages has become an absolute breeze. No more worrying about missed deliveries or damaged goods. The accurate tracking and speedy drone deliveries have transformed the way I shop, saving me time and giving me peace of mind."

What I learned:

Through my participation in this project, I have become proficient in Adobe XD and Photoshop. I also improved ability to collect data, lead studies, and build responsive websites.

Next steps

1

Following our completion of this project, we will continue to conduct more usability studies to understand our user base and potential pain points.

2

Following our completion of this project, we will continue to conduct more usability studies to understand our user base and potential pain points.

3

We will research new and exciting elements to include in our website that have not been considered before to keep our website exciting and usable to users.

Let's connect!

Thank you for taking the time to look at this case study. I am open to work and ready to connect!

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