App to Track Online Orders

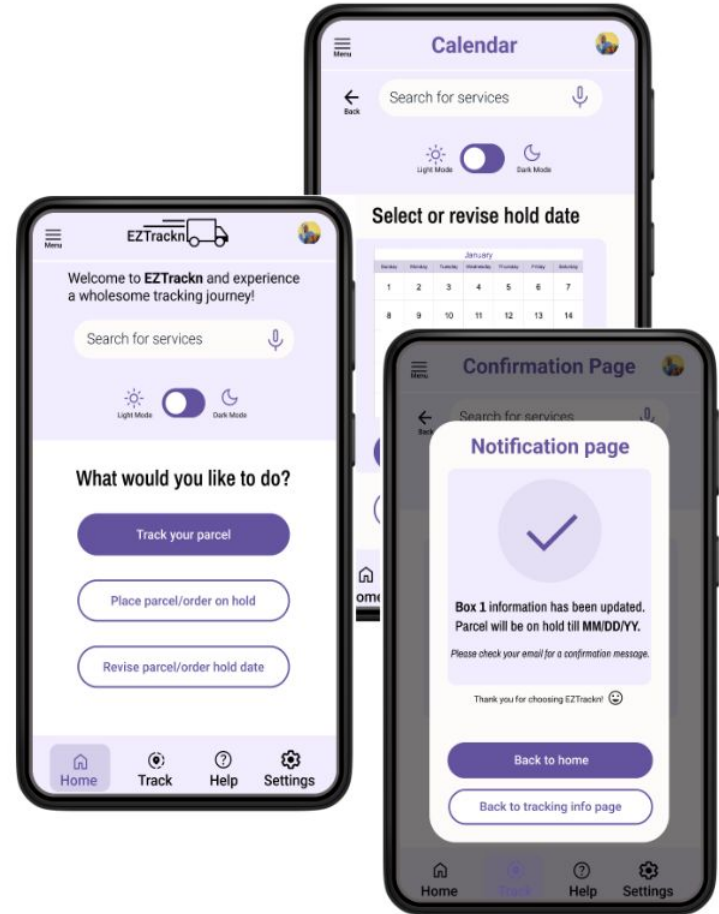Trisikha Sen

Project overview

The product:

EZTrackn app was designed to help users track their online orders easily and place a hold on the parcels promptly. EZTrackn helps individuals like business owners/managers and also individuals with a busy schedule, who place online orders regularly.

Project duration:

September 2022 to July 2023

Project overview

The problem:

Individuals who place online orders regularly or in bulk need a straightforward method to track their orders and to place a hold on orders easily. This is required so they have time to focus on their job/work rather than worry about deliveries.

The goal:

Design an order tracking app so users can know the status of their orders easily and can place hold on them promptly.

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Project overview

My role:

UX designer designing an order tracking app from conception to delivery.

Responsibilities:

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

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Understanding the user

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

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User research: summary

I conducted interviews to better understand the needs of the users who regularly place online orders and the complications they face while keeping a track of their parcels. One group identified during the research was working adults with a busy schedule who wanted to spend as little time as possible in tracking their orders.

User journey maps were created to precisely follow through the user's needs after orders were placed. At first, it seemed users were looking forward to a straightforward tracking system. However, busy individuals also wanted to have a method to place a hold on their orders. The study, also revealed the need for assistive technologies to make it accessible for a broader group of users.

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User research: pain points

1

Time/Complexity

Working adults are too busy to deal with difficult to follow order tracking systems.

2

Control

Users have no way to place a hold on a delivery, if they wished to.

3

Accessibility

Platforms generally are not equipped with assistive technologies.

4

Notification

Users need messages/alerts regarding relevant information or task completion, while using the app.

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Persona: **Thomas**

Problem statement:

Thomas is a busy professional who needs easy to use tracking and holding options of online orders along with accessibility considerations because they do not need any distractions that could disrupt their daily work routine.

"I am very much immersed in my work as a speech therapist, which needs planning, patience and focus. The lesser the distractions, the better I can carry on with my work."

Thomas

Age: 48
Education: Masters Degree
Hometown: San Diego, California
Family: Husband, 1 child
Occupation: Speech Therapist

Goals

- Balance a busy work schedule, family responsibilities, workshops and commute.
- Receive correct shipment or delivery information, with notifications that can be easily read and legible on a small screen.
- Minimize distractions with easy tracking options and avoid problems while putting shipments on hold.

Frustrations

- "Sometimes there are discrepancies in order shipment notifications. Message that shows 'shipped' but instead means 'only shipping label created' is confusing.
- "I order multiple items in a single transaction. At times, it's difficult to read through all the information when there are several boxes for a single order. If there could be a way to listen to the information rather than read, it would be of great help."
- "Delays in delivery is one issue and not to be informed of the delay until the very end of the day (day the parcel is supposed to be delivered) is another. I wish there would be a simple way to put a hold on such deliveries."

Thomas is a speech therapist whose job includes arranging and conducting therapy sessions, attending workshops, conferences, and fulfilling family commitments. Since Thomas needs a variety of objects and tools for his classes, they order those online for easy delivery at their home. Thomas needs a streamlined process for tracking all orders with correct notifications and delivery status. Thomas faces difficulty in reading small scripts on the screen and hopes for a better option to do so.

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User journey map

Mapping Thomas's user journey disclosed how a simple to use tracking app, would be extremely helpful for busy individuals.

**Persona: Thomas**

Goal: Tracking an online purchase (made at Craft Store), starting from order placement to delivery at home

ACTION	Place an order through website	Wait for shipping information	Access details of shipping information	Determine if there are any delays	Receive Package
TASK LIST	A. Add items to cart B. Go to checkout C. Place the order	A. Check for shipping details B. If not available, check again C. If details have been posted, look through the information	A. Check if every item in the order has been included B. Find if there are multiple packages for the single order C. Check if there are different delivery dates in case of multiple packages D. Note down the delivery date/dates	A. Inspect if there are any delays in delivery B. Note down the date/dates if any	A. Find from the website, if order is on the way B. Check website if order has been delivered C. Pick up package/packages
EMOTIONS	Excited to place an order Alert so as not to make any mistake	Anxious to learn about shipping information Impatient with the wait Distracted with the delay Relieved to find that order has shipped	Keen to know whether every item was shipped Annoyed to find multiple packages for a single order Overwhelmed to keep a track of all packages with different delivery dates Agitated with having to read through all the information	Frustrated to find changes in delivery dates Unhappy with the delay in delivery	Eager to get package Hopeful with the wait Happy to collect package/packages
IMPROVEMENT OPPORTUNITIES	Create a dedicated app for the store through which orders could be easily placed	Offer an in-app solution to send shipping information with sound notifications or vibrations (haptic feedback)	Employ in-app screen reader for easy access and understanding of the detailed information	Provide an option to send feedback	Implement informing delivery status through app, either using sound notifications or vibrations

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Starting the design

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

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Paper wireframes

Iterations were made to each screen of the app to ensure user pain points were addressed. One of the goals for the online tracking app was to make a user-friendly presentation of shipping information. I chose the more spacious design, with an easily accessible detail button.
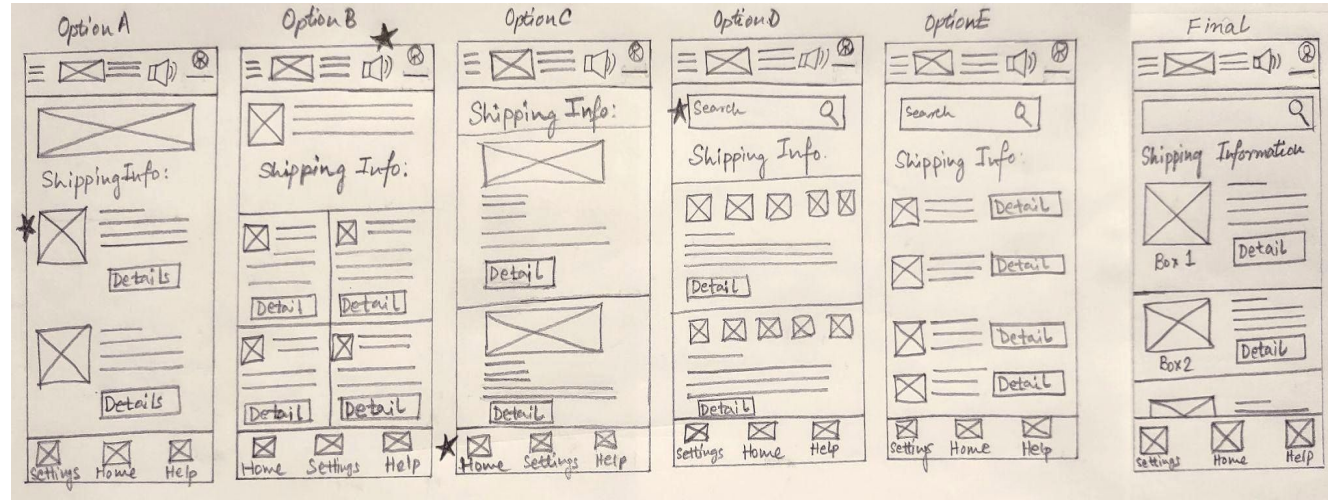

Stars were used to mark the elements to be included in the final version of the wireframe.

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Digital wireframes

A smooth navigation within an app makes a user happy. Keeping that in focus, the screen has been designed to include such elements.

This arrow at the top of the screen helps the user to go back one screen. However, there's also a button (Go back) at the bottom of the screen with the same function. In the event the user has to scroll down to follow through the shipping information, the (Go back) button helps the user to go to the previous page without having to scroll all the way up.
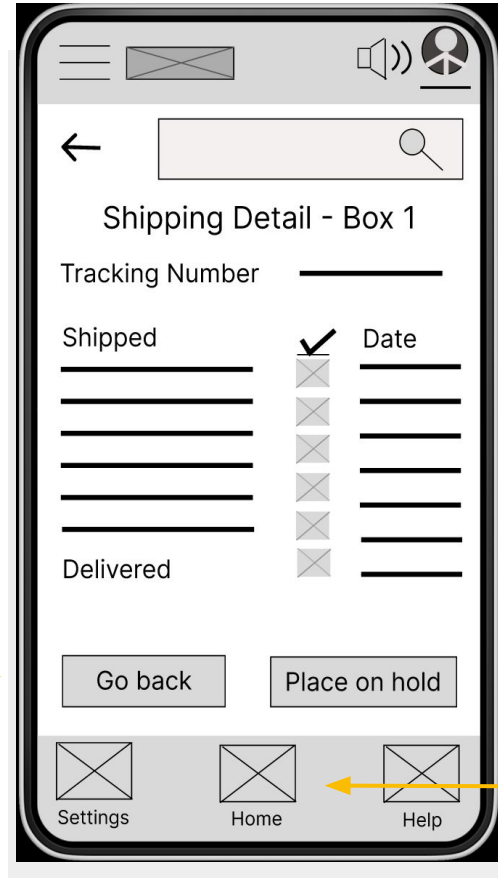
The button (Home) takes the user directly to the page for entering a different order number wherever the user might be in the app.

Shipping Detail - Box 1

Tracking Number

Shipped   ✔   Date

Delivered

Go back   Place on hold

Settings   Home   Help

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Digital wireframes

I thought of designing the app to work with assistive technologies like the screen reader. The screen reader helps the user to listen to the information rather than reading through all of it. The calendars make it easier to browse and choose dates.

The calendars help the user find dates easily while placing packages on hold and releasing hold.
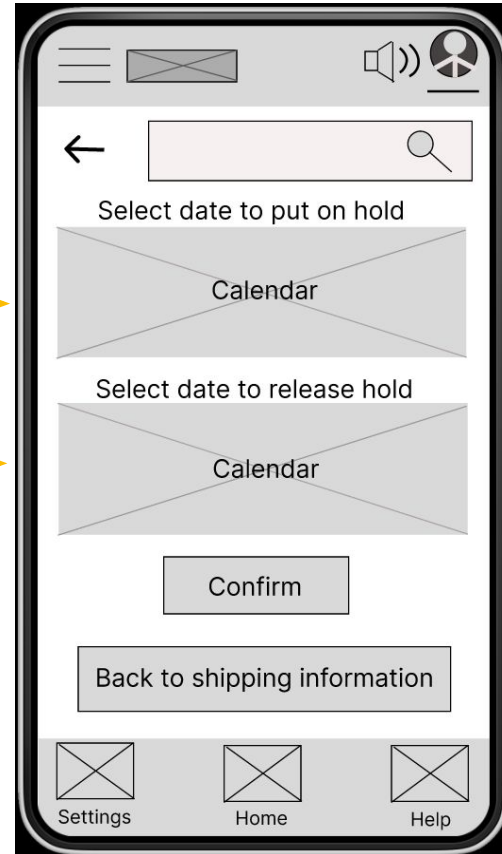
The screen reader helps the user to listen to the calendar instead of trying to look at it to find the dates.

Select date to put on hold

Calendar

Select date to release hold

Calendar

Confirm

Back to shipping information

Settings   Home   Help

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Low-fidelity prototype

The low-fidelity prototype connects the primary user flow of signing in, checking shipping information, browsing shipping details and placing packages on hold, so could be used in usability study with users.
https://www.figma.com/proto/Ve0TsGJxtGbW3PjF7qkUUV/Prototype(Lo-Fi)_OnlineOrderTrackingApp?node-id=1%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&show-proto-sidebar=1

Usability study: findings

I conducted two rounds of usability studies. The results of the first study showed the path the designs should follow from wireframes to mockups. The second study which used the high-fidelity prototype helped better understand where the mockups needed improvement for better performance.

Round 1 findings

1. A need for a confirmation page to view hold/release dates.

2. A way to revise/change the date after confirmation.

3. Use of one calendar instead of two, while placing a hold on the package.

Round 2 findings

1. A method to place entire order on hold. (Previously, individual parcels could only be put on hold.)

2. A way to land on the "tracking info" page from the notification page.

3. A need for the notification page to state that an email has been sent to the user after successful completion of a task.

Refining the design

- Mockups
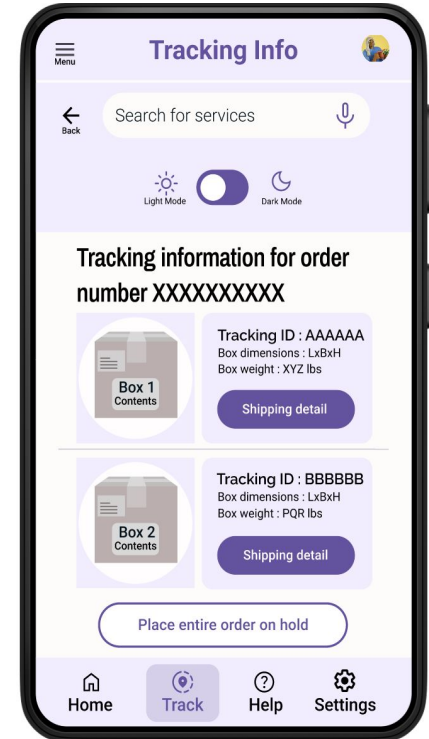- High-fidelity prototype
- Accessibility

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Mockups

The early design had the option of placing hold on multiple boxes of a single order, individually. For example, a user could place a hold on Box 1 or Box 2 by accessing their own shipping details. However, there was no way to place hold on all the boxes of a single order at once. This pain point was discovered after the usability study. I added a "**Place entire order on hold**" button to solve this issue.
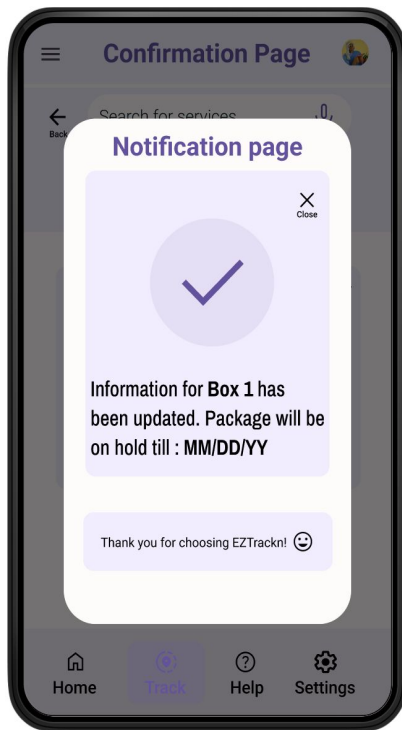
Before usability study
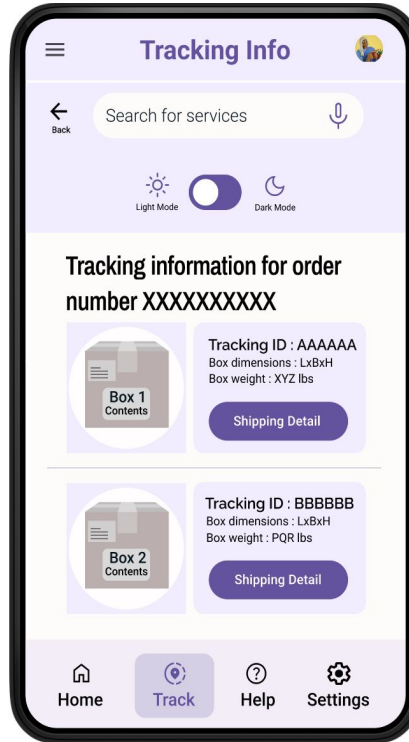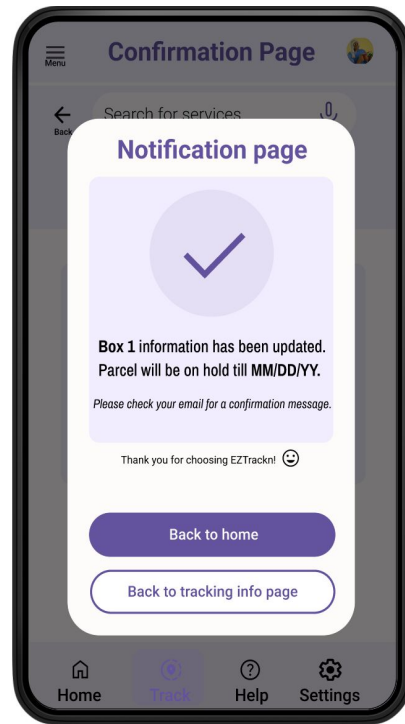
After usability study

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Mockups

Previously the closing of the notification page would directly take the user to the home page. After the usability study it was seen than users wanted an option to return to the tracking information page also. That's why I added a "**Back to home**" button and a "**Back to tracking info page**" button to let the users have a choice.
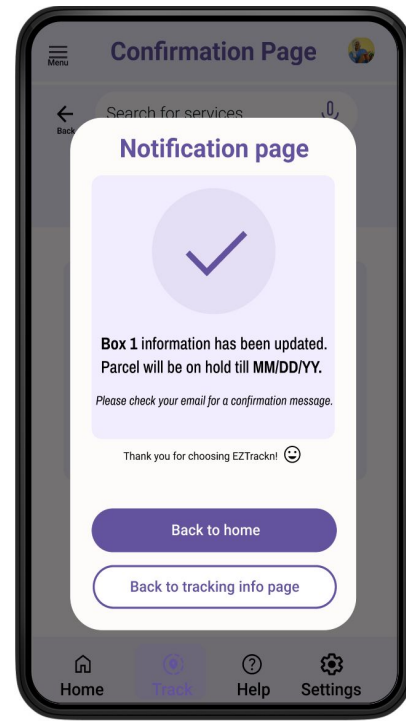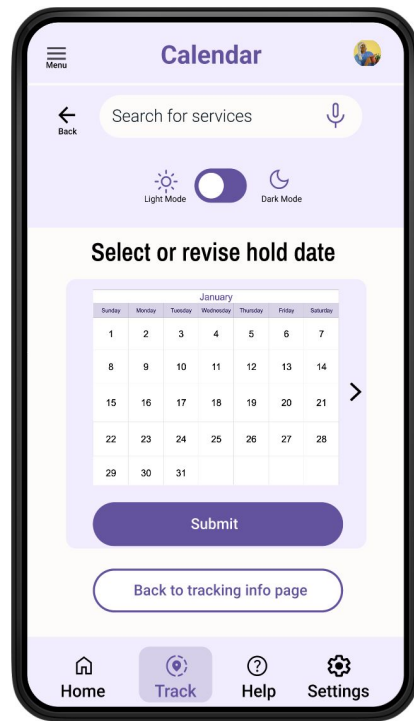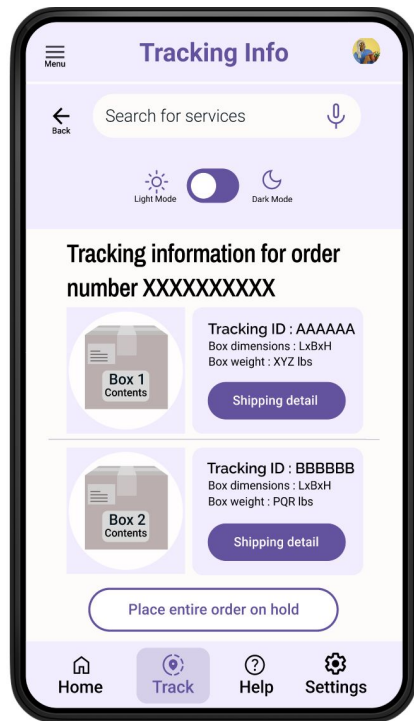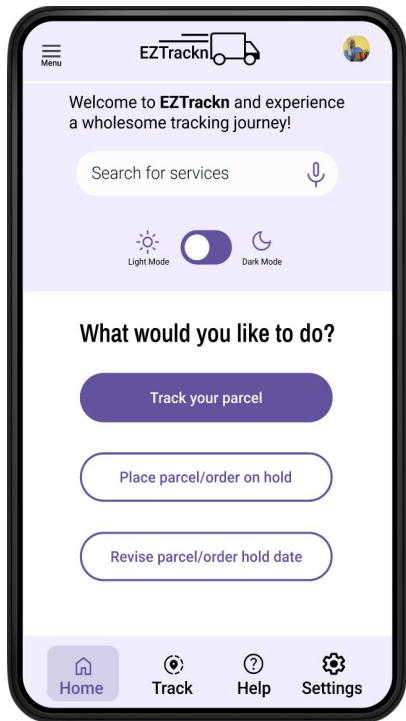
Confirmation Page

Notification page

✕ Close

Information for **Box 1** has been updated. Package will be on hold till : **MM/DD/YY**

Thank you for choosing EZTrackn! 😊

Home   Track   Help   Settings

Confirmation Page

Notification page

Box 1 information has been updated. Parcel will be on hold till **MM/DD/YY**.

Please check your email for a confirmation message.

Thank you for choosing EZTrackn! 😊

Back to home

Back to tracking info page

Home   Track   Help   Settings

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Mockups

High-fidelity prototype

The final high-fidelity prototype now helps the users by having features to place an entire order on hold and to revise the hold date of an entire order. It also provides navigation options for the users from the notification page as users needed.

View the EZTrackn (Hi-fi prototype)

https://www.figma.com/proto/bme0rooNGaejkYzwbsItUP/OrderTrackingAppRefined_Prototype_Week6?type=design&node-id=1-1823&t=Unya4khKL1LTScNb-0&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A1823
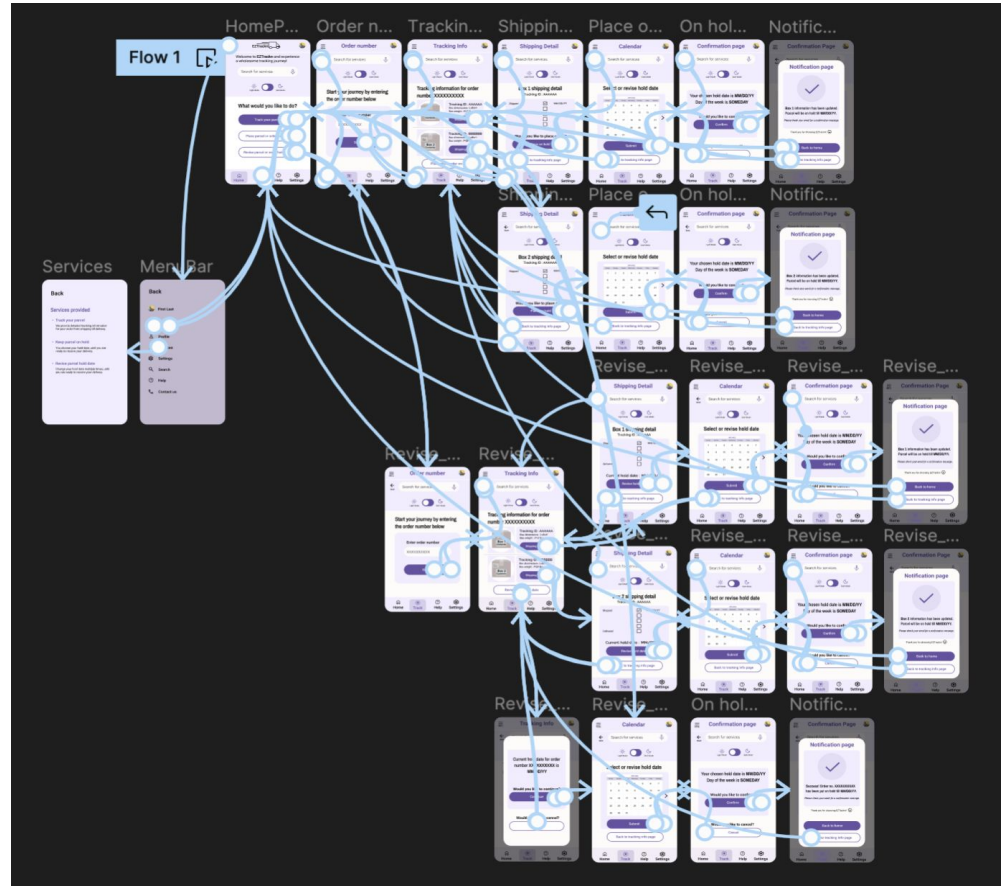
Accessibility considerations

1

Provided access to users who are vision impaired by providing text beneath every icon, so screen readers can read through and let the user know what the icons are.

2

Icons have been used to make navigation easier and text has been provided on the images.

3

Provided two options for searching. One by saying out loud, while one by typing.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

It was nice to receive feedback on the designs and learning about the different viewpoints. Overall things have been positive with one of my peers stating "Good work. It is a beautiful design. The Gestalt principles are respected."

What I learned:

Working on this project (from conceptualizing to ending with a hi-fi prototype) was not only a great educational experience but also made me realize how much more is there to learn. I also discovered the essence of usability studies, accessibility, peer reviews and above all, restricting bias in design.

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Next steps

1

The latest iteration on hi-fi prototype was done considering the P0 (priority zero) insights. So the next steps to consider would be P1 insights. The first one would be a way to allow users to view the parcel/box contents.

2

The second iteration according to the usability study would be to provide users a method to check past orders or the order history.

3

The third addition would be to activate the dark mode option, focusing on accessibility.

Let's connect!

This is my first design assignment to create an app from start to its current state. I look forward to designing more apps in the future. You could contact me at trisikha@outlook.com for any inquiries. Thank you!