

 ASAP



Problem

Consumers need an easy way to make customized delivery orders to save time with the confidence in reliable service.

Solution

ASAP is delivery app platform that allows consumers to easily and quickly make courier service or hand delivered, food delivery or groceries delivery orders while confidence in delivery time and great customer service.

My Role

User Research, make interviews with Stakeholder, Development Team and Users.

Competitive Analysis Create Personas Empathy Map User Journey Map

User Flow Information Architecture Wireframes Design Usability Testing

Design Process

Discover

Stakeholders interview

User research

Competitor Analysis

Visual concept analysis

Describe

User interviews

Personas

Empathy mapping

User journey

Ideate

Task Flow

Design

Wireframing

Design Strategy

Executive intent

The current app was developed in India, Stakeholders are establishing a new team in Panamá and want to renew the user experience re-designing ASAP App.

Target audience

Individuals between age group 18 to 65+ years.

Geographic location
Panama

Technology constrains

Internet connectivity.
Phone number
Requires iOs 10 or later.
Requires Android 6.0 or later.

Cross-platforms

iOs
Android
Website

Design Strategy

General Task

- Sign-in
- Create profile
- Make one-way delivery order
- Make multi-way delivery order
- Food Delivery
- Grocery Delivery
- Search and browse through categories and products.
- Make the payment.
- Recieve order confirmation.

Critical Success Factor

- Generate a order
Delivered to your door
- Shop and deliver everyday essentials to customers doors.
- Location accuracy.

Competitive analysis

Features/Apps	Pedidos Ya	Merkapp	Doordash*	Uber Eats*
Mobile	●	●	●	●
Web	●	●	●	●
No logging access	×	×	×	×
Facebook login access	●	×	●	●
Google login access	●	●	●	●
Email login access	×	×	●	●
Phone login access	×	×	×	●
Courier orders	×	×	×	×
Restaurants orders	●	●	●	●
Grocery orders	×	×	×	●
Filter option	×	×	●	●
Squedule orders	●	×	●	●
Categorization	●	●	●	●
Product rating	●	×	●	●
Distance from user	●	●	●	●
Delivery Fee	●	●	●	●
Waiting time	●	×	●	●
Sent a gift	×	×	×	×
Leave a tip	●	×	●	●

*not available in Panama

Research

Qualitative Research

I frame some questions and interviewed internal and external user of the current app to help me in analysing what the user thinks and the problems faced by them while using the app.

Insights Internal user

After interviews with internal users of ASAP we can present some opportunities for the future development of future versions and improvements to the current one:

- Boost the app's search engine (AI Suggestions)
- Facilitate the user the validation process
- Develop a help that guides the user in their first sale.
- Offer the possibility of displaying a banner according to location or zoning.
- Analytics on advertising ads. Visiting time in the App, clicks banners, number of exposures (banners displayed).
- Swipe to pay is unclear to some users.
- Users get confused with the request for "details" after they have dialed or typed their address.
- Some users generate orders in the Testfairy suggestion box.

Time of interview 30 min

- What do you do for a living?
- What does it involve?
- When you are not working, what do you do?
- What is your age?

At what point did you start using ASAP?

Within your experiences could you mention a case of an experience in which ASAP solved a problem? (Develop according to answers)

What are the biggest difficulties when using the app? (Develop according to answers)

Hint?

Do you have any suggestions or wishes that you think we should include in the new ASAP?

#username, your comments are very important for the success of our future APP, later we will be developing prototypes and we would like to have your future participation. Thanks for your time.

Research

Insights External user

After interviews users of ASAP we can present some opportunities for the future development of future versions and improvements to the current one:

- More groceries store options.
- Cost and delivery time must be seen before ordering.
- Verify the number of items requested in the order vs items purchased by the delivery person.
- Be able to create a list of Priority items, if they are not in stock, call me to replace them with others or cancel the order.
- Improve customer service support via chat.



Interviews via Zoom

Entrevistador: JJ

Michael Sanchez 42 años Duración de la entrevista: 30 min

Hechos:

Analista Ing. en Sistema, casado, con 2 hijas. Trabaja en un banco. Su esposa utiliza ASAP para hacer super mercado. Le gusta jugar al fut y leer.

[Link entrevista](#)

Experiencia tecnológica: ●●●●●

Tiempo Utilizando ASAP: ○ 0-6 meses ○ 6 meses - 1 año ● 1 año o más

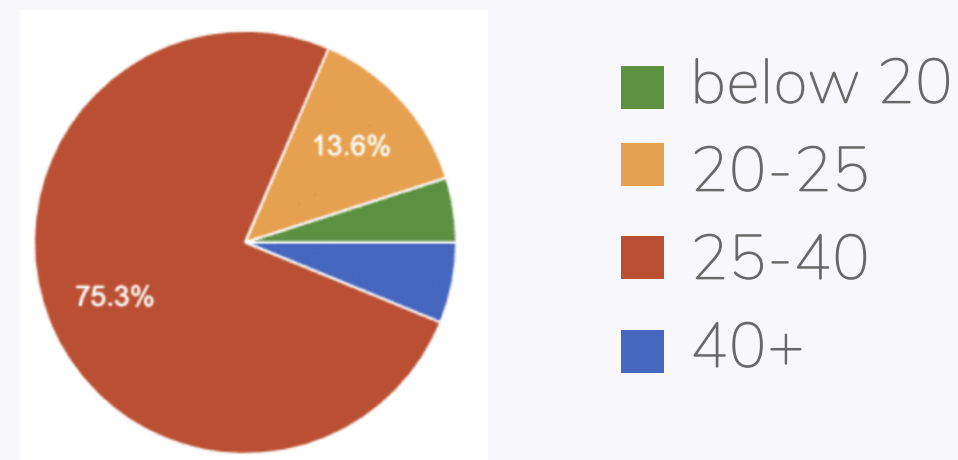
Comentarios Positivo	Comentarios Negativo	Neutro
Me gusta ASAP porque no tiene restricciones de distancia y puedo pedir algo en cualquier local. También el app ofrece más opciones de compra (restaurantes y tiendas).	En su compra más reciente, el pedido demoró más de lo que se pensaba. Los productos fríos, mantequilla y mariscos perdieron la cadena de frío. Al preguntarle al chico de la entrega nos comentó que había tenido que hacer unas vueltas antes de entregar el pedido. También pasa en otras APPs, pero pienso que este tipo de pedidos se debe entregar de manera inmediata.	En el primer día de uso, no sabía que para hacer una compra con la tarjeta, primero había una autorización. Me comuniqué con Soporte y fue allí donde me explicaron. Es un proceso diferente en las otras Apps.
Ideas o Soluciones:		
Más opciones de Supermercados Costo y tiempo de entrega (Pricemart) se vea antes de hacer el pedido y no sea una sorpresa. Verificar número de <u>item</u> solicitados en pedido vs <u>items</u> comprados por el motorizado.		
Poder crear una lista de <u>items</u> Prioritarios, si los mismos no están en stock, me llamen para reemplazar por otros o cancelar el pedido.		
Hicimos un pedido de compra en el REY, y de la lista que pedimos, no se llegaron a comprar todos los productos (de alguna manera a la compra les faltaron productos del listado, pero el monto facturado correspondía con lo comprado). que solicitaron. Por mencionar un ejemplo, los diez últimos productos de la lista no llegaron a comprarse.		

Research

Quantitative Research

I use some of the quantitative data analysis from our users database. An online survey was conducted to get insights from a larger group of audience and to understand their needs better. We were able to receive 37 responses through the survey. Some of the questions have been listed below.

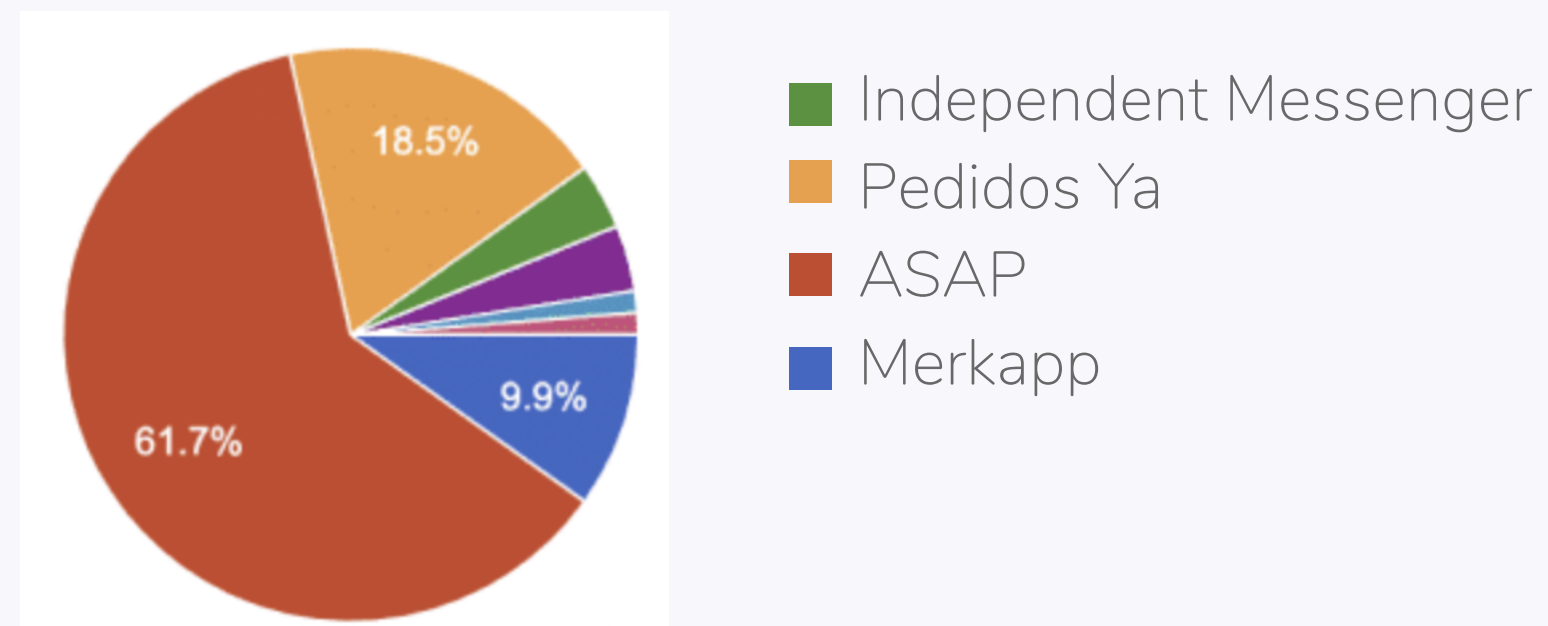
Age group



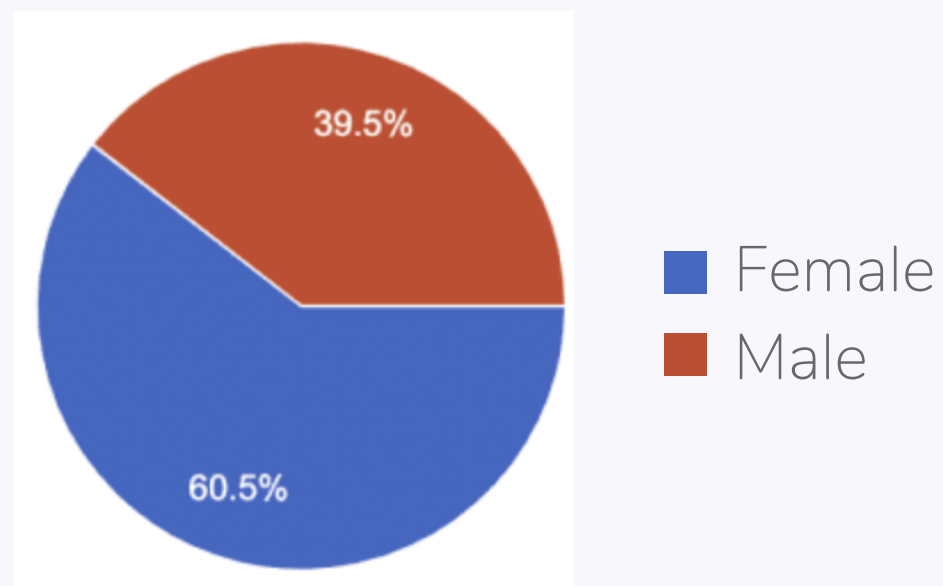
What is your biggest concern using a delivery app?



Which delivery app do you use the most




Gender



User Persona

On the basis of the research methods, I was able to define 2 User personas for detailed understanding of their behaviour, like and frustration.



RAQUEL

“Necesito estar organizada para poder hacer todas las cosas que tengo que hacer.”

Edad: 36 años
Género: Femenino
Ocupación: Mercadeo
Estatus Civil: Casada / 2 Hijas

Nivel de uso: Alto

Cariñosa, Dedicada, Trabajadora

Motivaciones

Incentivos ██████████
Miedos ██████████
Logros ██████████
Poder ██████████
Social ██████████

Objetivos

- Pagar cuentas.
- Hacer Supermercado.
- Comprar para sus hijos. (Artículos escolares o juegos).
- Pedir comida familia y amigos.

Frustraciones

- No encontrar lo que busca.
- Su privacidad.
- Que el pedido no llegue a tiempo. (Seguimiento rider)

Biografía

Raquel se levanta temprano para preparar el desayuno y las niñas para ir a la escuela, y luego va al trabajo. Durante el día tiene que organizar las tareas del trabajo y las de la casa. Si no lleva su almuerzo preparado en casa, pide algo de comer a restaurantes. Muchas veces las hijas a última hora le piden materiales para la escuela.


Personalidad

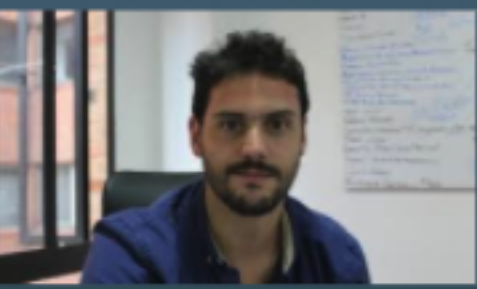
Extrovertido ██████ Introvertido
Detección ██████ Intuición
Pensamiento ██████ Sentimiento
Juicio ██████ Percepción

Tecnología

IT/Internet ●●●●○
Software ●●●●○
Mobile Apps ●●●●○
Redes Sociales ●●●●○

MARCAS





JUAN CARLOS

“Me gusta ocupar mi tiempo las tareas más importantes de la empresa, lo importante es saber delegar.”

Edad: 40 años
Género: Masculino
Ocupación: Emprendedor
Estatus Civil: Casado / 2 Hijas

Nivel de uso: Alto

Responsable, Intenso, Trabajador

Motivaciones

Incentivos ██████████
Miedos ██████████
Logros ██████████
Poder ██████████
Social ██████████

Objetivos

- Pagar cuentas
- Buscar documentos de clientes,
- Pedir comida para su equipo de trabajo, familia y amigos.

Frustraciones

- Seleccionar su método de pago.
- Que el pedido no corresponda con la orden.

Biografía

Juan Carlos tiene 3 años en su nuevo proyecto, le gusta levantarse temprano, va al gym de su casa, desayuna y va al trabajo. En la mañana coordina las actividad del día. Durante los fines de semana pasa tiempo con sus amigos y familiares.


Personalidad

Extrovertido ██████ Introvertido
Detección ██████ Intuición
Pensamiento ██████ Sentimiento
Juicio ██████ Percepción

Tecnología

IT/Internet ●●●●○
Software ●●●●○
Mobile Apps ●●●●○
Redes Sociales ●●●●○

MARCAS



Empathy Map

This process was done to gather a deeper insight into the customers. This helped us in understanding and empathize with the users needs.

Says

- I wish i had more time.
- I cannot find the exact product on delivery apps.
- I am in charge of the groceries and the kids.
- Family time is very important.

Thinks

- It will be great if I can shop anything.
- It would be great if i can now the delivery fees before I shop.
- What happens if a product is missing?

Says

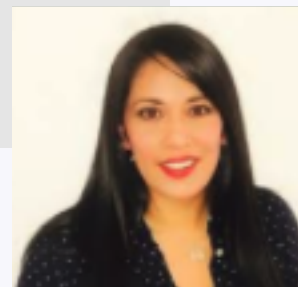
- I spend time planning my day.
- I usually dont make groceries shop at home.
- I prefer to spend time with my friends and family

Thinks

- I would prefer to have a dinner at home with my friends
- Friends and family are the most important
- Want to explore options (Restaurants)

Does

- Check difference in price of any product across platforms.
- Read reviews.
- Use social media.
- Use online apps for variety of options.

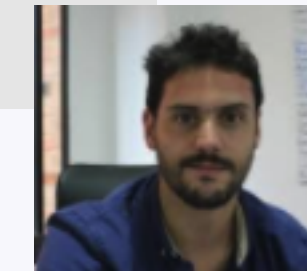


Feels

- Hopeful to find ways to save time.
- Excited to try something new.
- Insecure about her privacy.
- Stress about dont findind what she is looking for,

Does

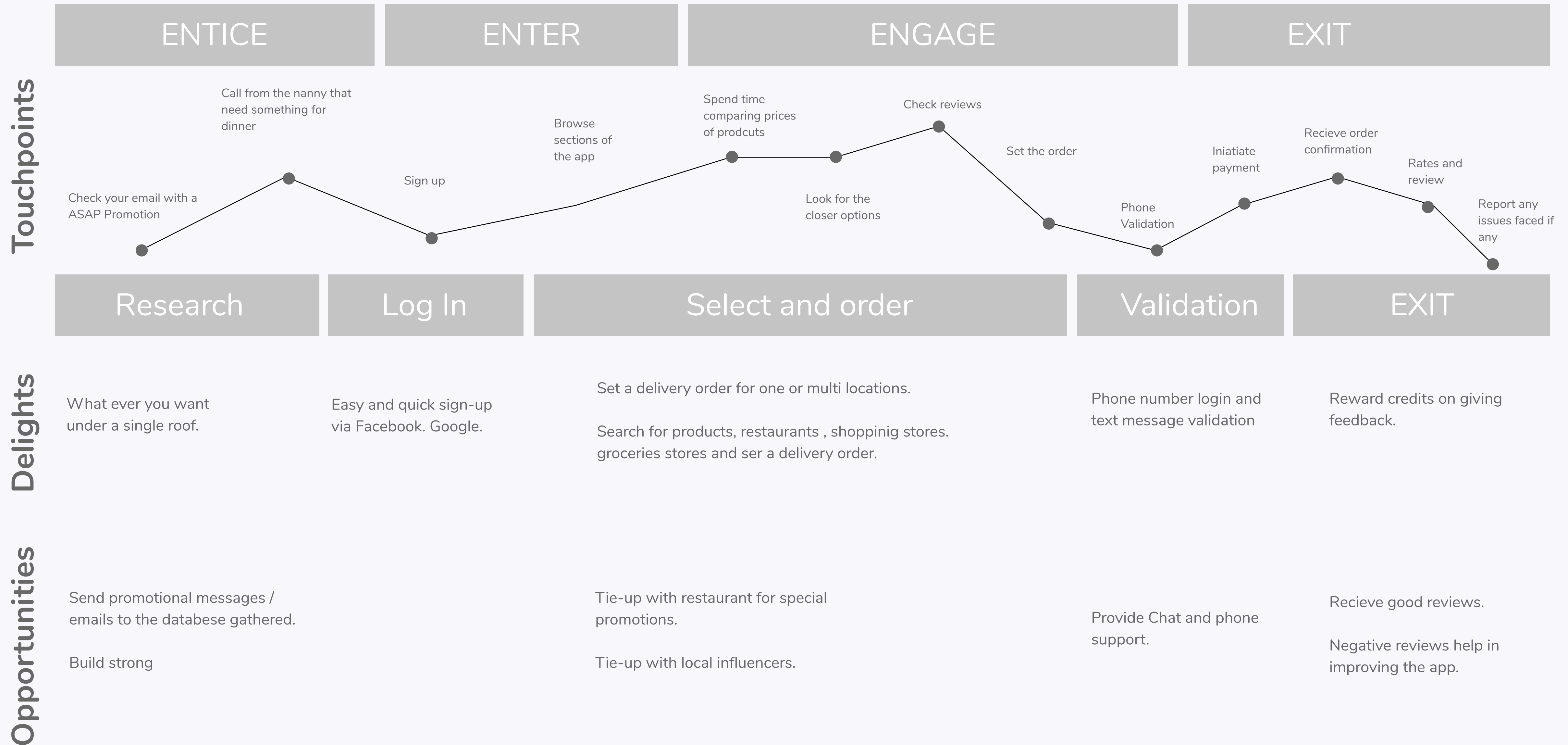
- Share time with friends
- Read reviews before buying
- Use app to make his life easier.
- Use social media



Feels

- Hungry.
- Excited to try new things.
- He wishes the order is complete with no mistakes.

User Journey Map



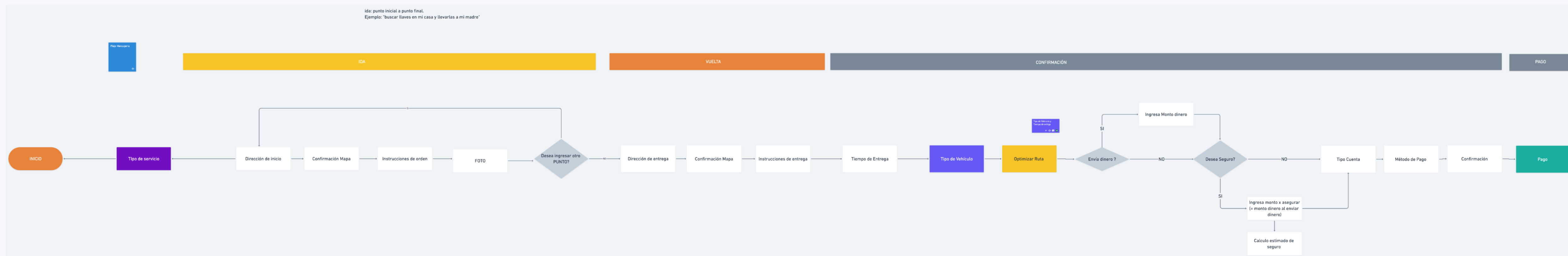
Touchpoints

Delights

Opportunities

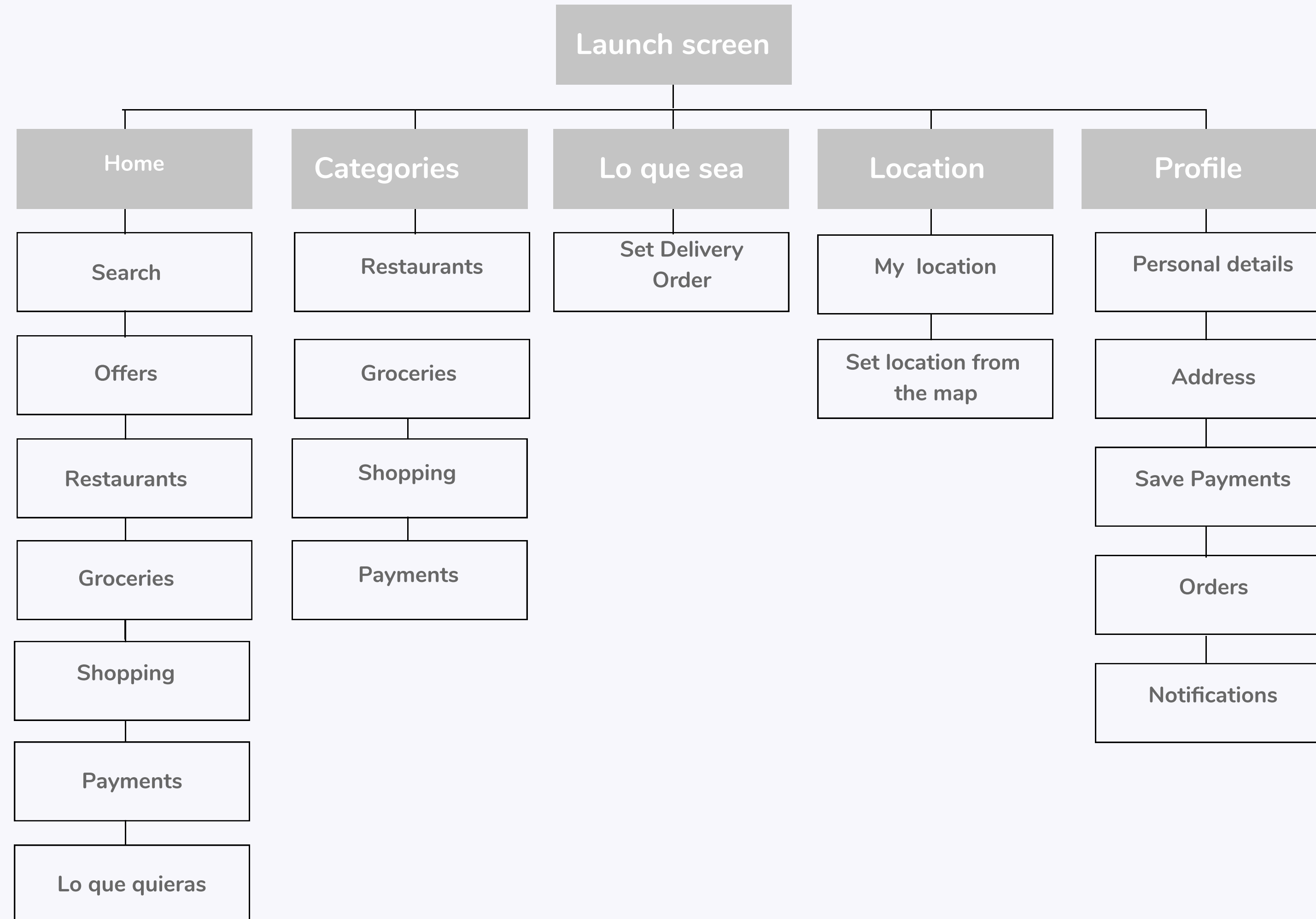
User Flow

This is a representation of user's journey while they are using the app. I use Whimsical to illustrate the diagram.



Information Architecture

The result derivades from the older app were futher refined to fit new goals of the application.

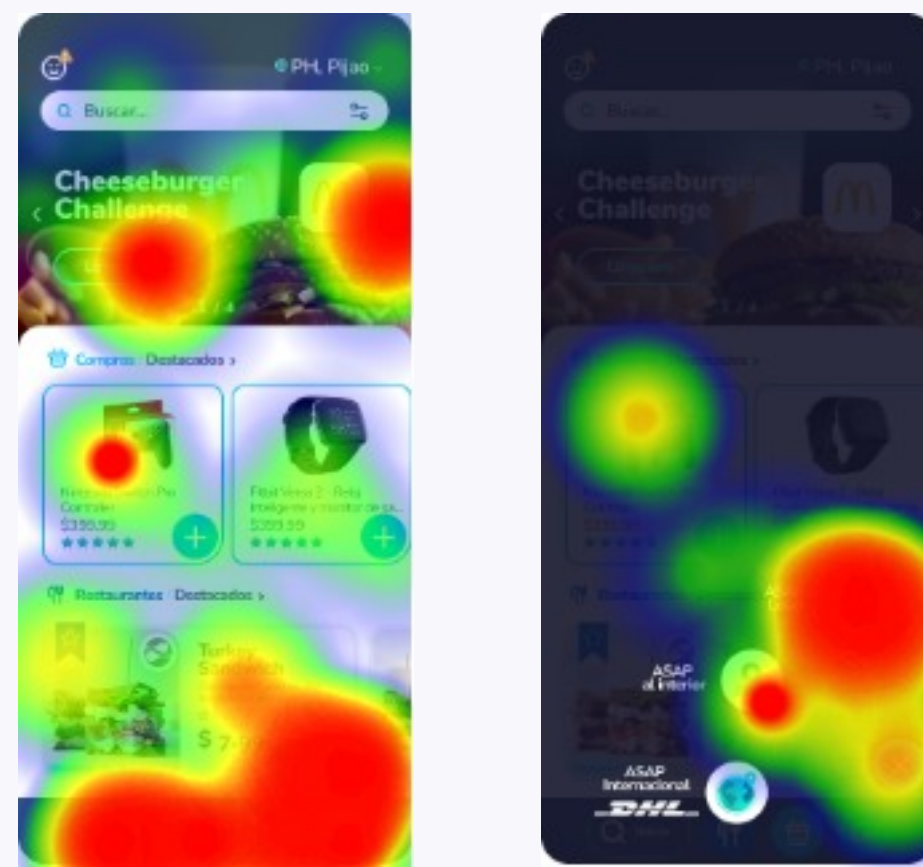


Usability Testing

Finally, during the visual desing development, I was able to the design to test with real user to see how user-friendly the app was. For these task I use Maze, allowing us to make remote user testing.

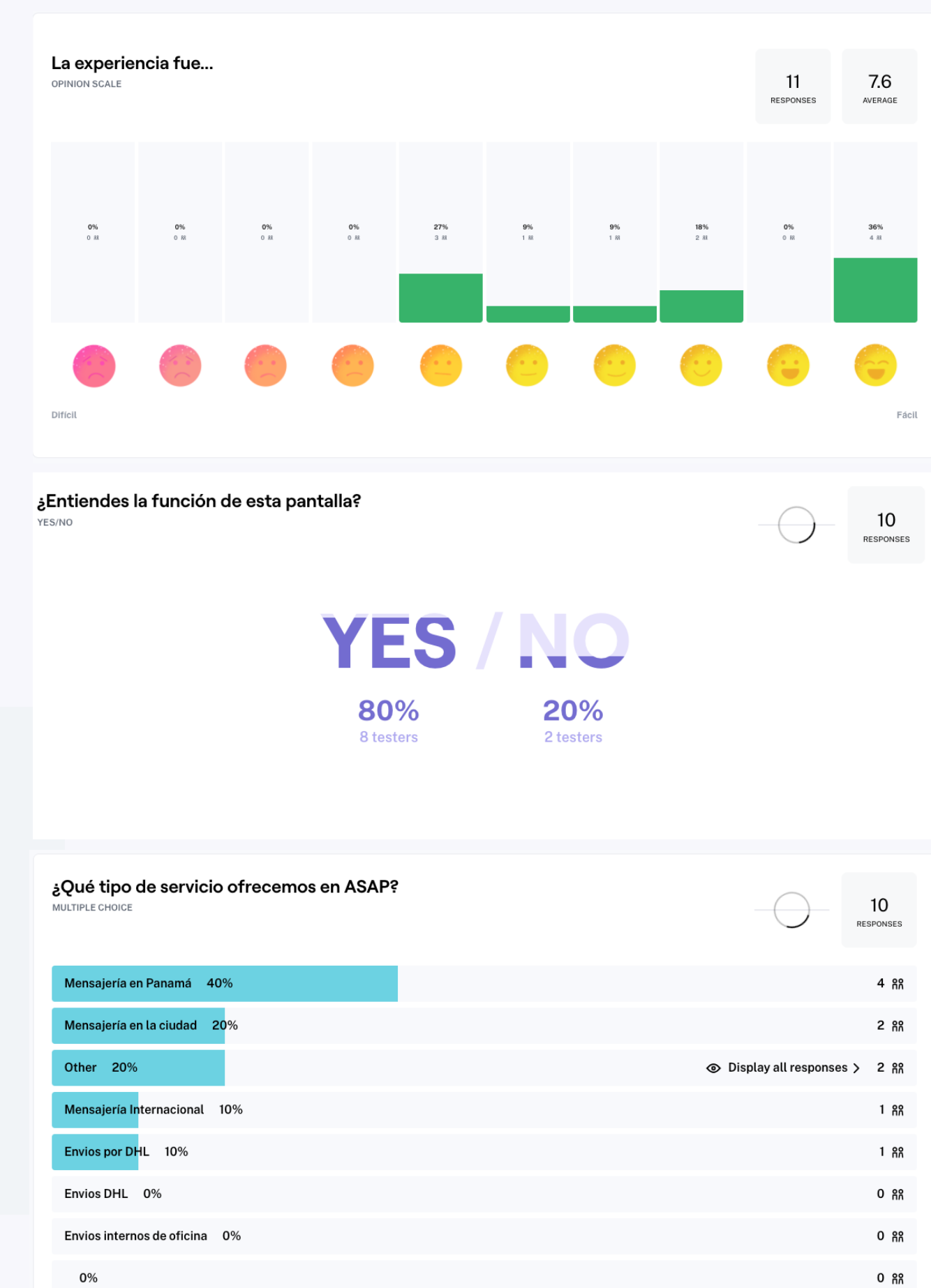
In this example the task given to user were:
Try to set a delivery order.

<https://t.maze.co/43054057>



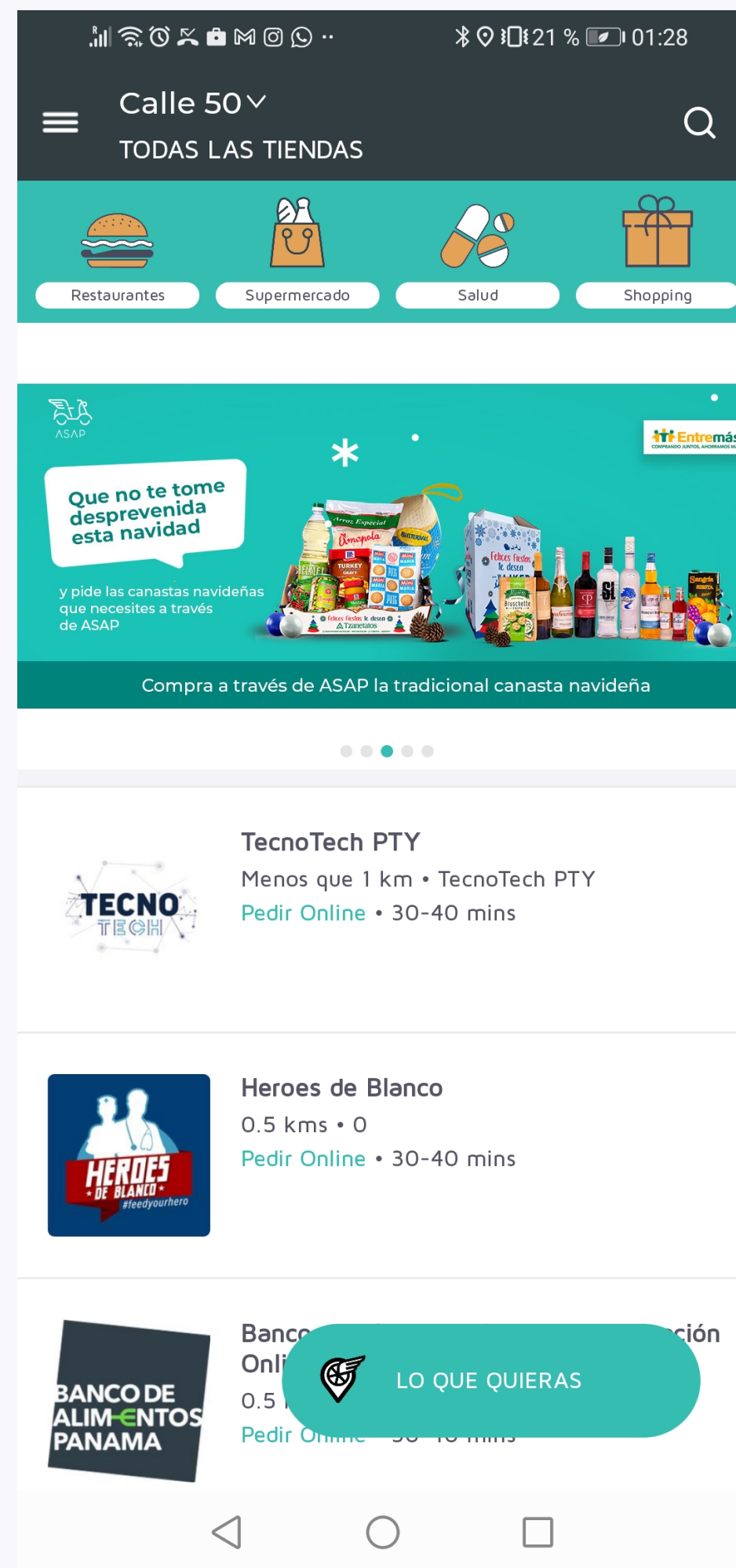
We was able to gather how the user was interacting on the home screen and make adjusment to improve the interaction.

- La experiencia fue...**
Opinion Scale
- ¿Cómo calificas la nueva imagen del...**
Opinion Scale
- ¿Cuál fue tu primer pensamien...**
Open Question
- ¿Alguna sugerencia para compartir?**
Open Question
- ¿Entiendes la función de esta pantala...**
Yes/No
- ¿Qué tipo de servicio ofrecemos en ...**
Multiple Choice
- ¿Cuáles son tus emociones al ver es...**
Opinion Scale
- ¿Qué entiendes por "Busca un punto...**
Open Question
- ¿Tienes alguna sugerencia?**
Open Question

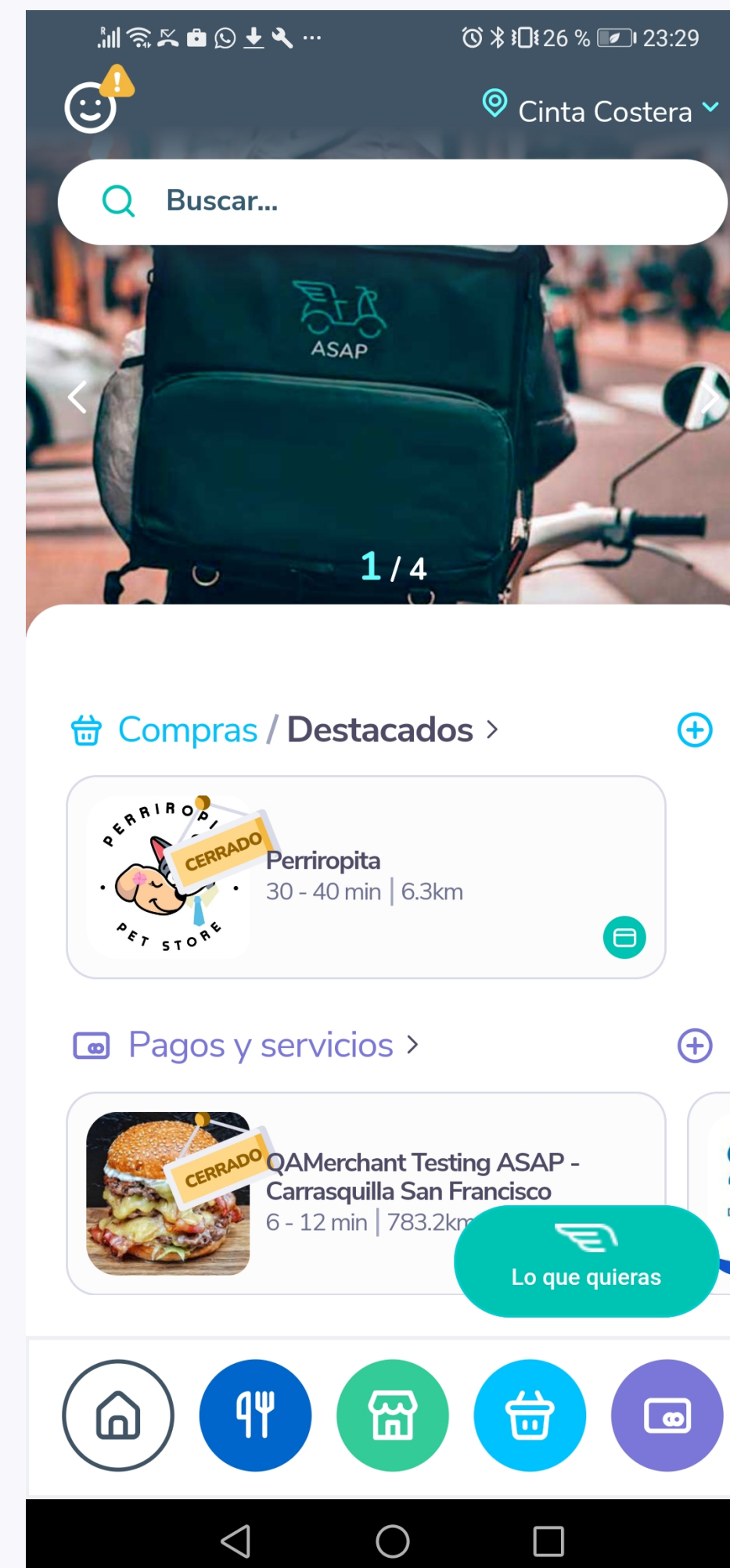
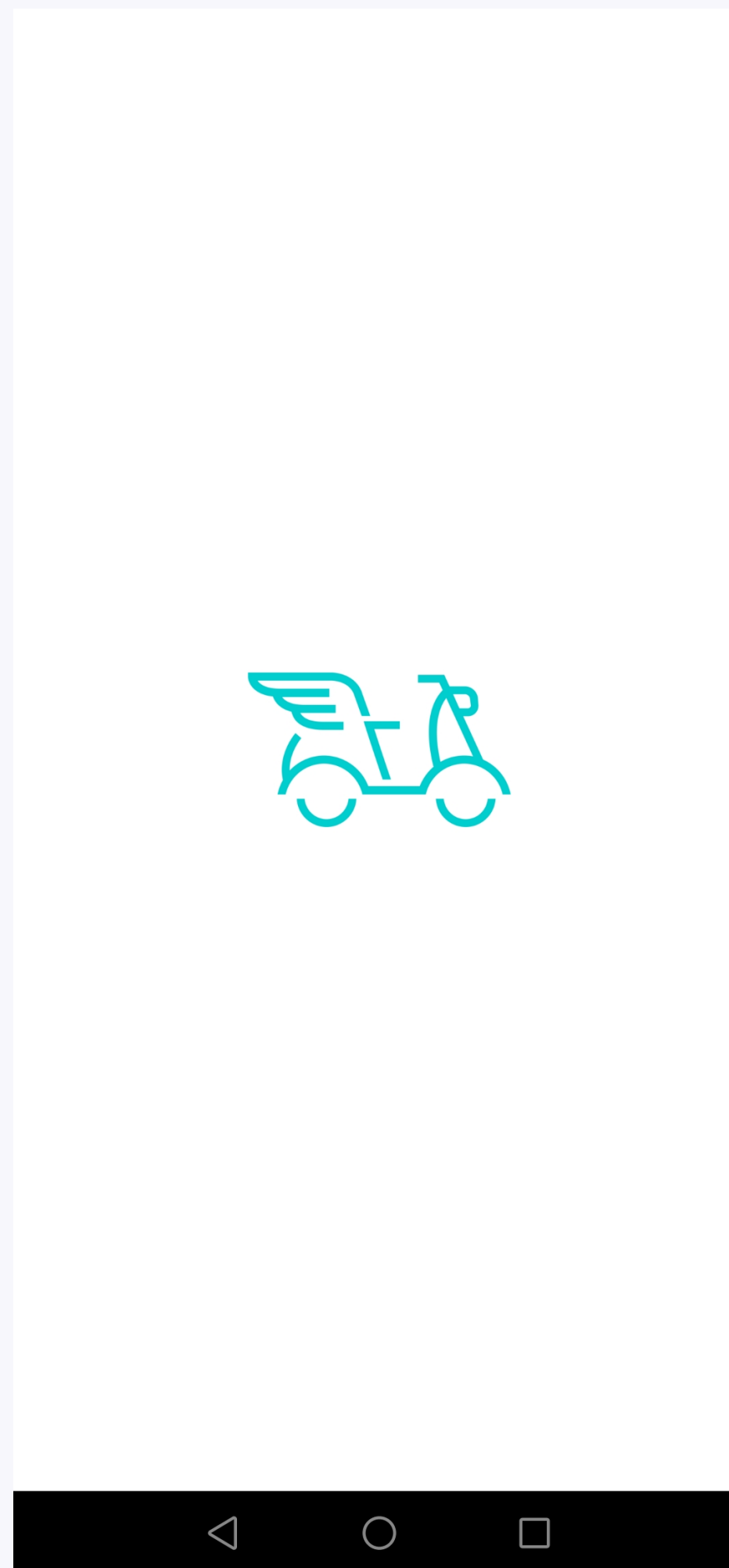


Sneak peek

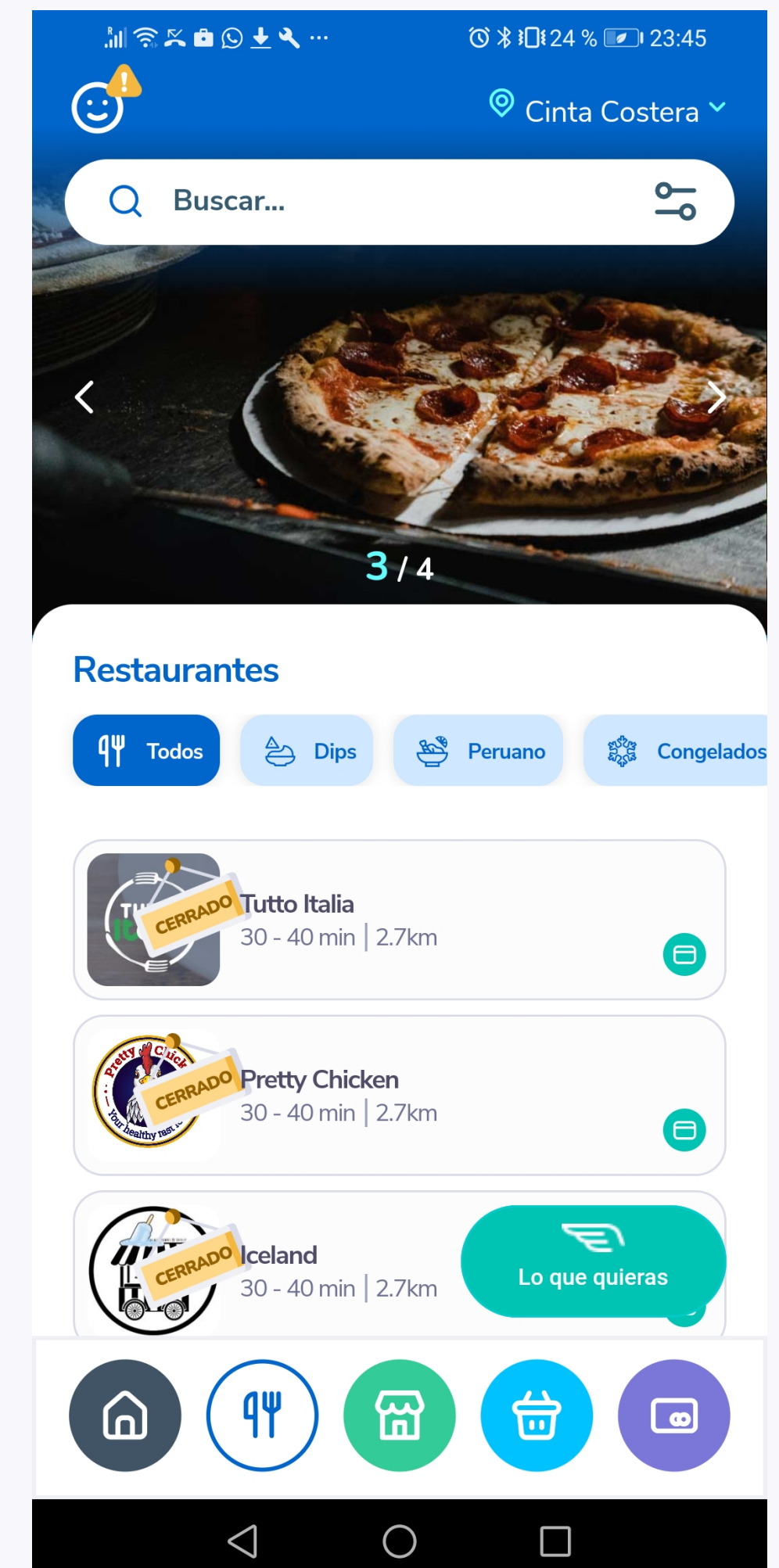
Final Home screen Visual Design, MVP launch date Dec 15.



Current Version



New Version



Thank for your time.