THESIS BOOK

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THESIS

USER EXPERIENCE AND INTERACTION
PROJECT WITH TRUCKOLA TECHNOLOGIES

Submitted by

Shreyas Gharat

Final Year

truckola
TRANSPARENT·RELIABLE·EFFICIENT

ISDI
INDIAN SCHOOL OF
DESIGN & INNOVATION
PARSONS MUMBAI

Project Title in 24 pt

A thesis submitted in a partial fulfillment of the requirements for the completion of the course in Interior Design, ISDI - School of Design and Innovation.

To the Department of Product Design May 2020

It is certified that the work contained in the thesis titled

(Name of Project)

by Shreyas Parag Gharat

has been carried out under our supervision and that this work has not been submitted elsewhere for a degree.

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Project was executed in 4 months

The project is given during the period of 4 months internship at Truckola Technologies. To achieve the given aim a process is followed throughout the time period. It is a crollabrative work between me and company employees, stakeholders and mentors. The project showed in this book is final outcome of all iteration of process followed.

Mentors

Vipul Garg
Co-founder
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Abstract

The project is focused on an application that would increase engagement and user experience with users. Research has been performed with the support of truckola technologies and college to complete this project.

The user experience research has been performed to create an interactive yet functional app for users without changing the core schematics of the original application. These feature showcase the information that company has to offer. A human centered design approach was conducted on this project. It follows a process to achieve a user experience structure that includes evaluation of original application, interviews, then proceeds with the personas, and ends up with rounds of prototyping.

The final deliverable to truckola technologies was a structure that includes designs that they can implement to increase engagement of audience.

Content

Chapter1

Introduction

User experience and interaction are two of the popular topics in Information technology and design practices. As technology spreads in our everyday life, the interface and systems that user interacts with comes under great focus.

This project is about re-designing of mobile application. The project started by understanding company vision and goals and comprise different services provided by company to users. This project explores transportation industries in India and how it impacts audience within it.

1.1   About Truckola

Truckola Technologies is a tech – logistics company. The company provides inter – state cargo transportation services to various companies across the country.

Truckola Technologies is creating disruptive innovation in the way transportation has traditionally been worked in India so far. The company is trying to bring a different model to cargo transportation with a very strong value proposition for both vendors as well as our customers.

The target sector of company is material shipment which includes
- Warehouse Management
- Application and request management
- Internal and External support service

Company Values
- No negotiation
- No Excuses
- Quick Booking
- Never lose document

Current Services that Truckola operates are:

Client Website
Website for cargo owners

Truckola Ops
Internal operation mobile application

Vendor Application
Application for vehicle owners

1.2   Project Brief

To understand the existing process and redesign vendor application with user centric design approach to engage users to use mobile application than depending on call agents of company, thereby increasing visibility of application to users.

Chapter 2

Literature Review

Literature review is a search of sources on a specific topic. An overview of current knowledge. Allowing to understand the system theory. It involves collecting and analyzing topics and situate the research within existing knowledge.

2.1 Secondary Research

Logistics Overview

While transportation is movement of goods from one location to another, logistics refers to as process of coordinating and management of whole flow from one location to storage at desired destination.

Logistics industry is one of the fastest growing sectors of economy. It is center to nations economy. The relation ship between economical growth and infrastructure growth is very noticeable. The faster economy grows, the more reliable and faster modes of transportation for movement of goods is needed. A key level to strengthen our economy would be to strengthen our logistics infrastructure.

How fast and efficiently the goods of a nation reaches to its end consumer determines the growth of the country. many small businesses focus on the design and production of their products and services to best meet customer needs, if those products cannot reach customers, the business will fail. That's the major role that logistics plays.

But logistics also impacts other aspects of the business, too. The more efficiently raw materials can be purchased, transported, and stored until used, the more profitable the business can be. Coordinating resources to allow for timely delivery and use of materials can make or break a company.

And on the customer side, if products cannot be produced and shipped in a timely manner, customer satisfaction can decline, also negatively impacting a company's profitability and long-term viability.

Developed countries are characterized by their supply chain. And trucking network is usually among the highest contributor in such countries and there are over 7 million goods vehicles running in this country. On an average a long hull truck in India spends 25days on highway in a month.`The transportation industry is classified into four segments i.e. road, aviation, waterway and railway. It contributes 14.4% of our GDP and is majorly dominated by road sector.

2.2 Market Study

Management & Supply chain

How trucking industris work is customers move their goods almost entirely through third party players istead of moving it throught their own fleet. This makes this industry full of activities.

The main members who directly serve customers are trucking company and brokers with the help of truck owners. These are backed up with three bodies those are manufactures, driver and fuel suppliers. This has an ecosystem that adds up by support services and government bodies.
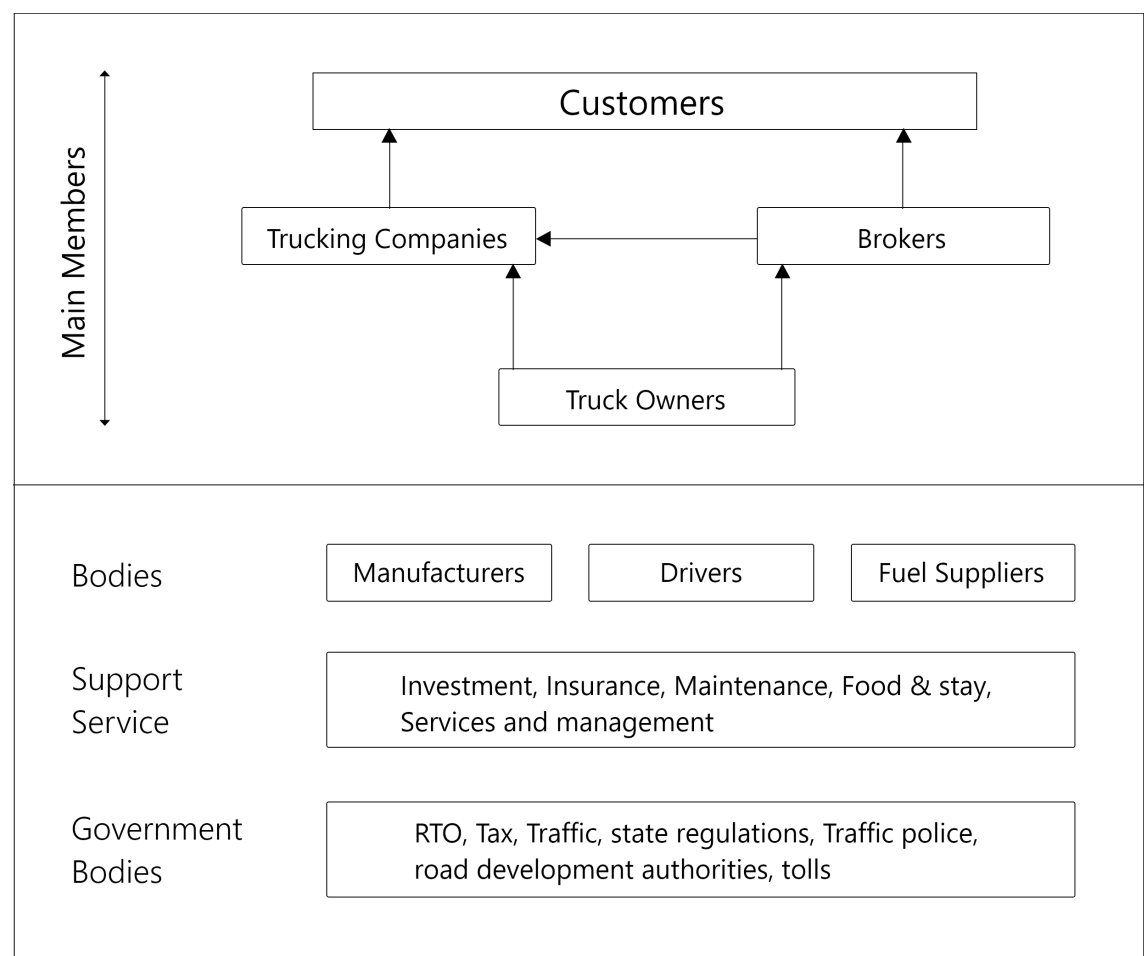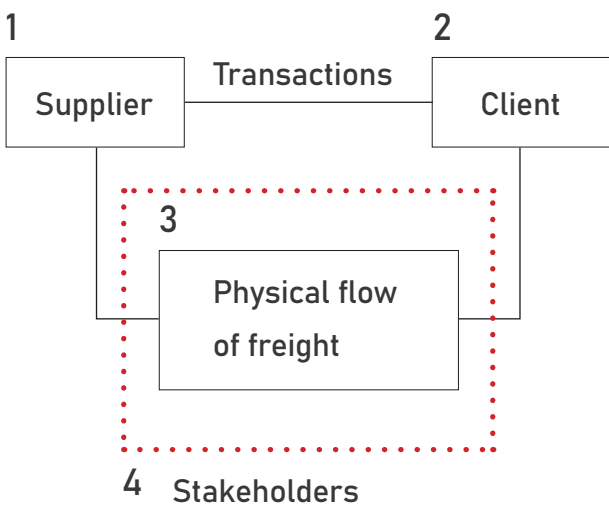
To a large extend logistic sector in India remains unorganized. The industry is facing challenges such as high cost and underdeveloped material handling, poor warehousing and lack of seamless movement of cargo.

There are two types of logistics services

3rd party logistics
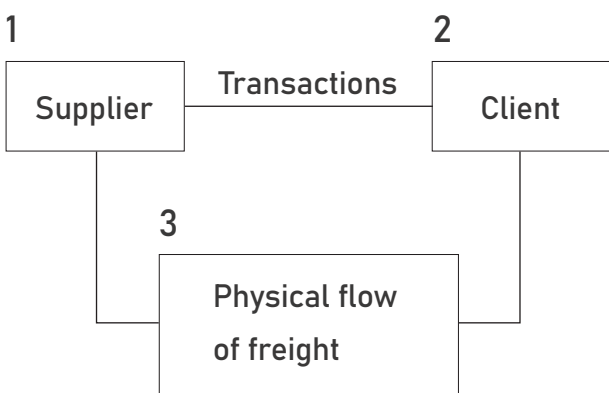
4th party logistics

Future

Indian logistics sector today is valued at USD$ 150 billion. Due to government initiatives like Sagarmala and make in India, the sector is expected to touch $200 billion by end of 2020. It provides employment to more than 22 million people.

Improving logistics will have a huge impact on exports. Also increasing flow of logistics will enable India become an important part of global supply chain. Government is developing infrastructure such as expansion of ports that will create new opportunities. Currently the government is working on more than 574 projects under 'sagarmala' to develop, modernize and enhance port and link them to industries. Adding more infrastructure status will simplify the constraints for construction of logistics facilities.

Trucking industry will go through many changes in coming years, and it is best to get prepared. one of the way to get prepared for changes is to accept that technology is improving everyday.

Why Develop application?

Truckola is a market place which connects clients to vendors. To help client post load, many calls are made everyday by the company calling agents to vendors. Since the most of the vendors are not well educated, most of the deals are negotiated by calling each vendors of the respective areas.

In the whole process, multiple calls has are done between company agents to clients and vendors to full-fill a trip. Calling all the clients and vendors is very difficult. It creates delay and loss of time and it isn't practically not possible when number of stakeholders rises.

In the future trucking companies owners will need to adapt to new changes in order to be successful and stay in the business. Technology will have a great impact and will become the part of everyday daily routine so it is important to adapt to it, and enjoy the benefits that it brings.

Why companies will use this?

1.   The inability to provide capital and human resource at desire level.
2.   If corporations enter new market, the area of market might need new logistics requirements.
3.   It is economical to outsource material than integrate new technique.

Company Vision/Goals

The goal of this project is to make application more than just a perfunctory presence but rather more functional and informational in terms of awareness and data thats been shown to users.
Understanding goals is important because it lets you know the company. The company vision and goals must be the base of the system. Although they all cannot be achieved at the same time, designing and developing had to be altered so that most of the goals can be achieved and that can head into the direction to achieve long term goals as well.

Executive Intend

- To make application process understandable for users.
- To allow users to check desire content in application conveniently.
- Ensure trust by personally communicating and verifying.
- To make users more dependent on application than phone calling

Market Segment

- Individual Business Holders
- Industries
- Fleet Owners

Technology Constraints

- To track each vehicle

General Tasks

- Faster upload of documents
- Live updates to know status of vehicles
- Give Trip updates
- Show New load

Marketing/Branding Goals

- Word of mouth
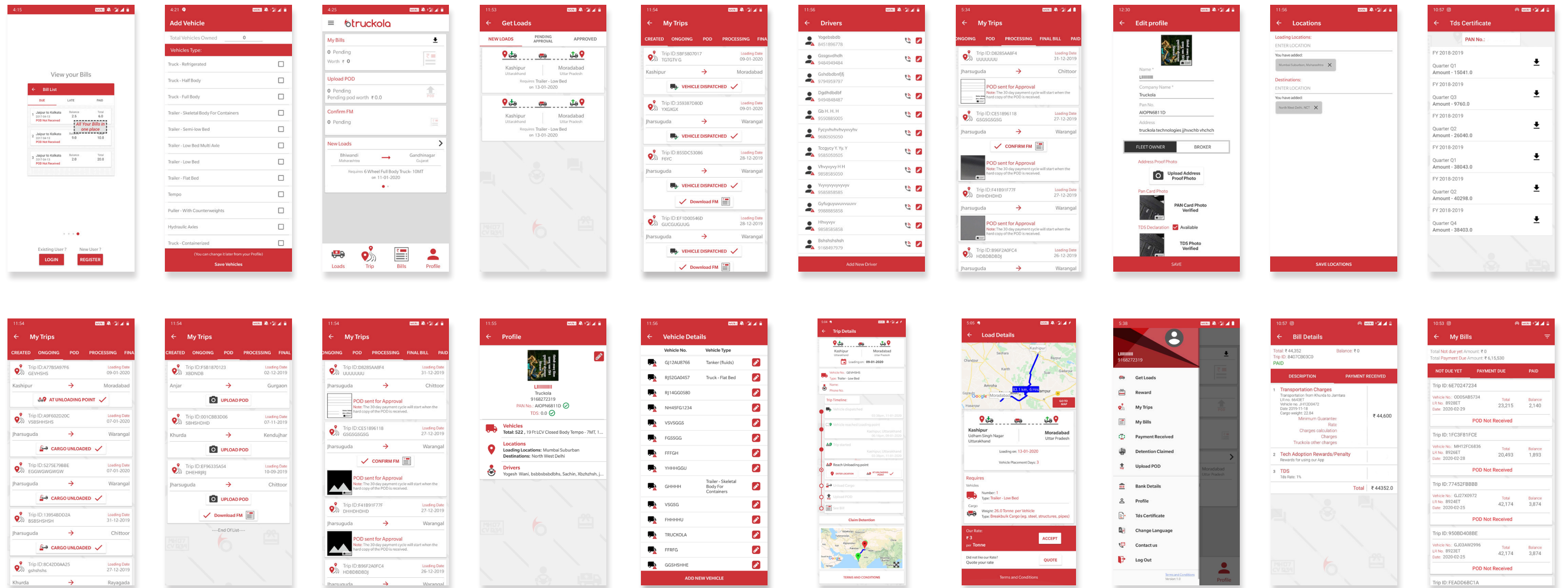- By contacting individual customers
- Keeping Loyal customers

Critical Success Factor

- Give micro updates
- Showing limited and critical data to users
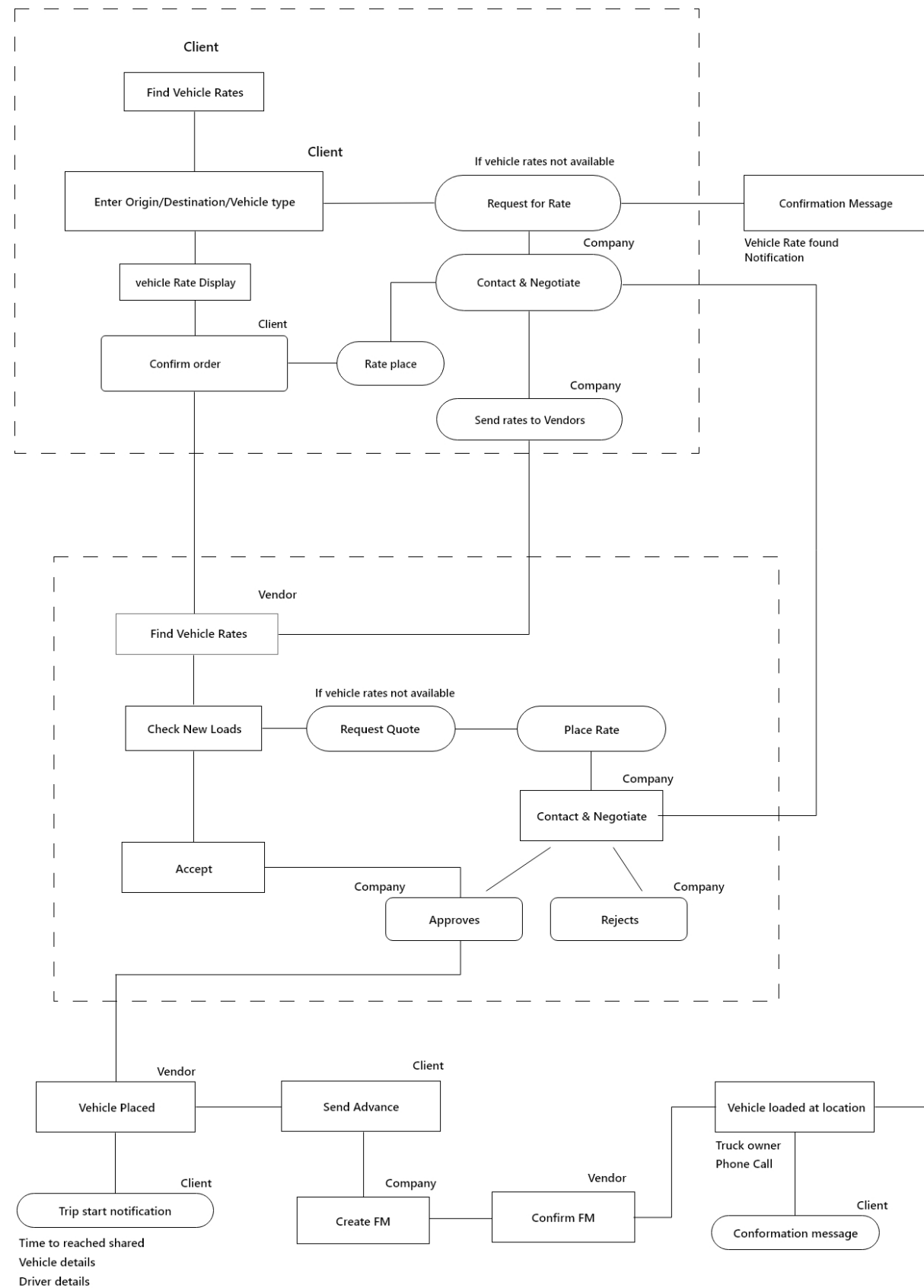- Customer support
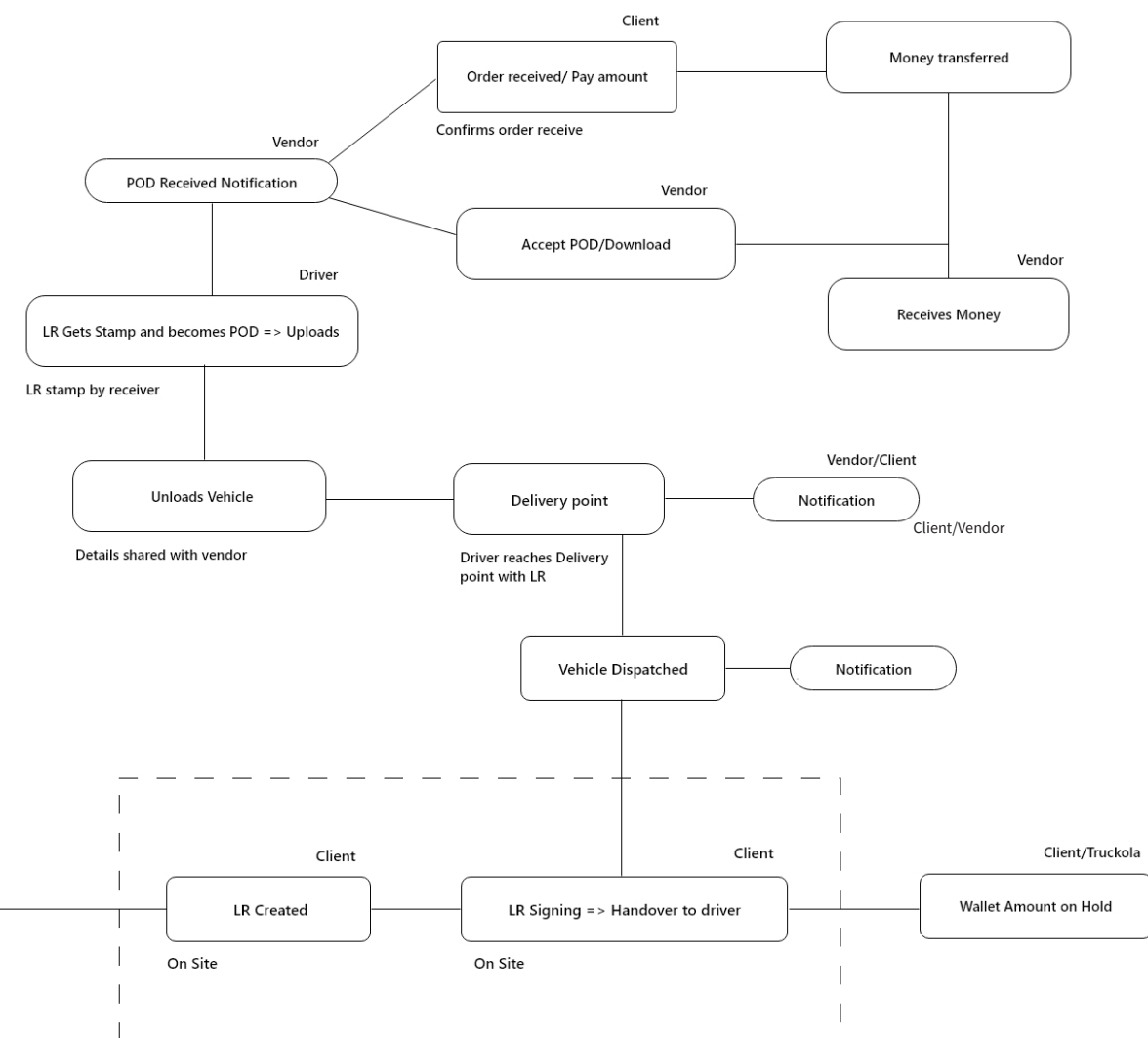- System Transparency

Chapter 3

Methodology

3.2　Original App UI

3.3 Process

Client

Find Vehicle Rates

Client

Enter Origin/Destination/Vehicle type — Request for Rate — Confirmation Message

If vehicle rates not available

Company

vehicle Rate Display

Contact & Negotiate

Vehicle Rate found
Notification

Client

Confirm order — Rate place

Company

Send rates to Vendors

Vendor

Find Vehicle Rates

If vehicle rates not available

Check New Loads — Request Quote — Place Rate

Company

Contact & Negotiate

Accept

Company   Company

Approves   Rejects

Vendor   Client

Vehicle Placed — Send Advance

Client

Trip start notification

Time to reached shared
Vehicle details
Driver details

Company   Vendor

Create FM — Confirm FM

Vehicle loaded at location

Truck owner
Phone Call

Client

Conformation message

Client

Order received/ Pay amount — Money transferred

Confirms order receive

Vendor

POD Received Notification

Vendor

Accept POD/Download

Driver

LR Gets Stamp and becomes POD => Uploads

Vendor

Receives Money

LR stamp by receiver

Unloads Vehicle — Delivery point — Notification

Vendor/Client

Client/Vendor

Details shared with vendor

Driver reaches Delivery
point with LR

Vehicle Dispatched — Notification

Client   Client

LR Created — LR Signing => Handover to driver

Client/Truckola

Wallet Amount on Hold

On Site   On Site

3.4.1 Clients Process

Common client processes to search vendors

Gives out cotation to sources

- Understand market value
- Save expenses
- Pros and cons of service

Seeks out reliable contact

- Find a middleman
- Previous contact
- Trusted source
- Asking friends

Ask other companies

- Know other platforms
- Understand reliability vendors
- Suggest their vendors

Searches Online

- Visit different websites
- Go through Ad
- Read articles

3.4.2 Vendor Process

Common vendor processes to search clients

Ask colleagues and friends

- Share Vehicles/Drivers
- Get client suggestion
- Get to know market rates
- Suggest profitable locations

Contact Clients/Industries

- Suggest new Investments
- Understand regulations
- Suggest new platforms

3.5 Short comings

The purpose of the research was to analyze user interface and experience in application, so that user's purpose can be found. Analysis uses a goal directed method for further development of interface to know problems faced by users. The result of research is concluded with important heuristic evaluation and personal observational points.

Navigation Page

- Repeated options
- Profile button and profile icon leads to same page

Profile

- Size of options are not same
- More options can be given

Get Loads

- New loads button leads to get load page
- No information presented that explains what are pending approval and approved
- Icons are visual heavy than content
- Amount of information shown not specific

Contact Us

- Require FAQ to avoid frequent calling to company
- Requires short animation for clarification

Load Details

- Terms and condition option are given after accept and quote

- Accept and quote doesn't reconfirm and are not explained

- For vehicles you can provide giving more number than required are confusing

My Trips

- Claim detention not explained

- Color scheme not consistent

- Position map doesn't follow on all pages

- Multiple options given can be compiled – repetitive

- Too many tabs

Home Page

- Misleading because of repeated buttons

- Short forms used are not known by everyone

- Download ledger button not understood

Others

- Detail process is not shown on registration

- Call option is not quick accessible

- FM needs to be confirmed in order to get Final payment is not mentioned

- It doesn't ask storage and camera permission at the beginning

3.6 Competitors

1. Rivigo
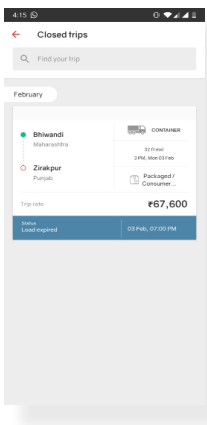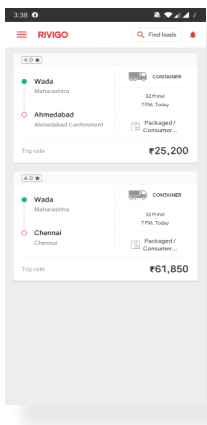
Ratings

3.5 ★

Downloads

1000,000+

Reviews

2300

Rivigo has more than 200,000 verified fleet owners in its ecosystem. The company is rise very quickly since 2014. It uses a unique breakthrough relay model which is new to the trucking industry to bring truck drivers back to their families every day and transform their social ecosystem for higher respect and quality of life.

Once part of rivigo, vendors cannot use their trucks for any other loads except from rivigo. The drivers and trucks are managed by the company. Payment are made to the fleet owners when the truck is used.

2. Black Buck (Zinka)
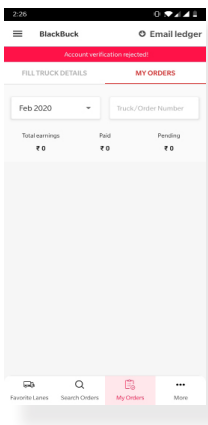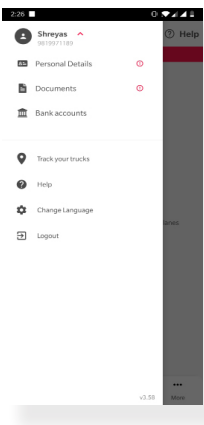
Ratings

4 ★

Downloads

10,000+

Reviews

318

Its is one of the largest trucking platform and is very well known in Indian trucking industry, epically when it comes to delivery of heavy loads. It has more than 10000 trucks and 4 lakhs truck on its platform. Has excellent sales services. The sales office contacts you every-time you make mistake or when you are stuck. The sales person even fills out the details for customers in case they don't understand. Company contacts you for updates in delivery hence users are highly dependent on call service than using application.

## 3. Trukky

Ratings

3.9 ★
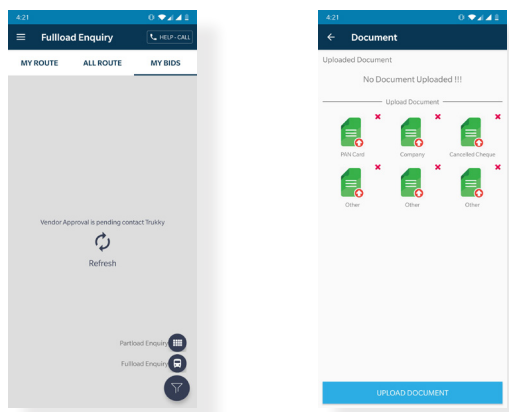
Downloads

10,000+

Reviews

43

The company aim to deliver service at competitive price and back up every shipment with latest technology and customer service. They offer shared part load service to customers for their customized requirements which are not feasible for local transporter. The company has tied up with truck parking owner and it provides discounted food and beds.

Other Competitors

4. Delhivery

Delhivery provide parcel transportation, freight, and technology services. They have over 14000 vehicles. The service is held together by various teams working 24/7 across India. The way service works is when client wants to ship, the company hires vehicle. There is no actual connect between client and vendor.

4 Truck Suvidha

Ratings

4.6 ★
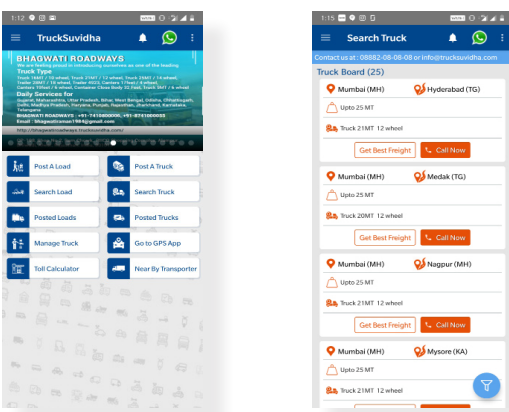
Downloads

10,000

Reviews

321

It is a leading portal for transport industry. Connecting transporters, truck drivers and customers. Simplicity, efficiency drive your business is their focus. It has over 1600 Contractors and 1300 fleet owners.

3.7 Information Architecture

Home

My Bills
- Not Due Yet
- Payment Due
- Paid

Upload POD
- Trip Details

Confirm FM
- Trip Details

New Loads
- Load Details

Loads
- New Loads
  - Accept
  - Quote
- Pending Approval
  - Create Trip
- Approved
  - Create Trip
  - Start Trip

Trip
- Created
  - Trip Details
- Ongoing
  - Trip Details
- POD
  - Trip Details
  - Upload POD
- Processing
  - Trip Details
- Final Bill
  - Trip Details
- Paid
  - Trip Details

Profile
- Vehicles
- Locations
- Drivers
- Edit Profile

3.8 Heuristic Evaluation and Analysis

Jakob Nielsen's Heuristics are one of the best known methods for software that suffers from usability issues and results in frustration during use.

It is a method to identify list of potential usability problems in user interface design. Thereby making them addressable. The evaluation is review of user interface. It involves a small set of evaluators who examine and goes over the interface multiple times with recognized usability principles. This helps to obtain feedback early in design process and can be used with other usability testing methods.

Jakob Nielsen 10 Heuristic Principles

01. Visibility of system status
02. Match between system and the real world
03. User control and freedom
04. Consistency and standards
05. Error prevention
06. Recognition rather than recall
07. Flexibility and efficiency of use
08. Aesthetic and minimalist design
09. Diagnose and recover from errors
10. Help and documentation

Visibility of system – The system should always keep users informed about what's going on, through appropriate feedback.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low				
Medium			███	███
High	███	███		

– Application and its use is not explained or made clear to new users
– Short forms are not understood by users
– No page loading indication for user to know
– Download Ledger button on home page is not understood
– Similarly short form like POD and FM is not understood

Match Between System and Real World – The system should speak user's language, words, phrases that are famalier to users. making information appear in a logical order.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low		███	███	
Medium	███			███
High				

– The language and icons used are somewhat different like claim detention icon
– Function of buttons is not understood
– On home page new loads tab has swipe animation, makes difficult to read

User control and freedom – System functions should be clearly marked without giving extended dialogues to leave unwanted mistakes. Must also support Undo and Redo.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low				
Medium	■	■		■
High			■	

- Start trip option do not ask for reconfirmation
- User may forget primary function
- Steps are not pointed out to users

Consistency and standards – Users should not have to think about different actions, words means the same thing.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low	■			
Medium		■	■	■
High				

- Application is inconsistent
- Icons are used all over
- Spacing between some cards are different
- Very small fonts are to display crucial information

Error Prevention – Design which have good error message and which prevent a problem from occurring in the first place either by eliminating or presenting user with a conformation option.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low				
Medium	■	■		
High			■	■

- Mistakes of users cannot be prevented
- Error message must tell cause

Recognition rather than recall – To minimize users memory load by making objects and options visible. Instructions for use of the system should be visible and retrievable whenever needed.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low		■	■	
Medium	■			■
High				

- Too many tabs on load screen
- Search option can be given in places with more information
- Notification not shown

Flexibility and efficiency of use – The system should cater to both inexperienced and experienced users.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low				
Medium	■	■	■	■
High				

- Don't understand how driver details page works
- Keep new loads bigger so that it is easy to understand
- Difficult to use for novice

Aesthetic and minimalistic design – Dialogues shouldn't contain irrelevant information. Everything presented must be useful and necessary. keeping dialogues focused and minimal to maximize clarity.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low		■	■	
Medium	■			■
High				

- Too much information on pages
- Rejected loads can be deleted after a while
- Small text in load details is difficult to read

Help user recognize, Diagnose, and recover from errors – Error message should be explained in plain and simple language and should constructively suggest a solution.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low				
Medium			██████	
High	██████	██████		██████

– Error messages are not clear to understand. Can be explained better

Help and documentation – It is necessary to provide help and documentation. Any information should be easy to search, list solid steps to be carried out and shouldn't be too large.

Difficulty	Evaluator 1	Evaluator 2	Evaluator 3	Evaluator 4
Low				
Medium				
High	██████	██████	██████	██████

– User need to search for help button

3.9 Task Mapping

Task mapping method is used to know all the tasks that are performed by the user. It is important to understand touch points and steps that users will have to go through and also the munber of times a user will open the app. This is important as a usere behaviour of using a app can change completely depending on mood as well as on how the past information is showed to user. The user mental model can only be assumed here as actual process cannot be carried out with test user.

PHASE 2

1.   New Load
2.   Select Load
3.   Accept or Quote Load
         a.   Accept and select number of vehicles
4.   My trips (Approved) – Add new trips
         a.   Add Driver and vehicle details

1–2

5.   Click on vehicle dispatched
6.   Upload RC
7.   Give Permission
         a.   Click photo

PHASE 3

8.   Click vehicle dispatched
9.   Enter location and hours for truck to reach loading point
10.   Click on loading point
11.   Click start trip
12.   Click Unloading point
13.   Click Cargo unloaded

1–8

14.   Upload POD
         a.   Click add
         b.   From gallery or phone
         c.   Upload image
15.   Confirm FM
         a.   Sign
         b.   Submit

2–20

PHASE 4

16.   Download FM and POD
17.   See Bill
18.   Payment
19.   Receives Payment

10–28

PHASE 1

1.   Select Language
2.   Tutorials (4 steps optional) – Login or Register
3.   Put name, company name, phone no. referral code(optional)
4.   Preferred Location Start – End
5.   Add vehicle
         a.   Select vehicle
         b.   Total vehicle owned
         c.   Save vehicle

3.10 Journey Map

Touch Points				
Timeline				
Action	Types mobile number; Auto recognition; waits for OTP; enter other details; login	browse loads; Check details; Request qoute; Waiting for reply; check & accept rates	enter driver & vehicle details; contact driver for location; waiting for cargo to reach loading; Receives FM; confirmation; receive POD on cargo unload	upload document & request payment; wait for payment; Payment received
Emotional Experience				
Stage	Sign Up	Finding and confirmation	Trip	Completion & Payment

3.11 Personas

Personas are created based upon research to represent different types of users that will use the service. It helps to recognize different people have different needs and expectations. It aims to identify specific objectives of the application through mapping functions of app. Personas are important for understanding what the application will do and what the deliverable should be.

Owner/Driver

Name - Deepak Yadav
Age - 43 Years
Vehicles Owned - 1

Digital Habits - Mobile, Computer, TV
Experience - 11 years

Goals and Needs -
- Deliver cargo on time
- Safe transport for cargo can himself
- Know the current market rates
- Update client frequently

Frustrations -
- Search for new suitable orders
- Keep up with other companies
- Know government regulations

Fleet Owner

Name - Deepak Yadav
Age - 37 Years
Vehicles Owned - 10

Digital Habits - Mobile, Computer, TV
Experience - 11 years

Goals and Needs -
- Active involvement in trucker community
- To deliver cargo safely
- Have to call respective vehicle drivers to get their location
- Need to keep record of payments received

Frustrations -
- Frequently updating clients
- Delay in payment
- Rising competitions in industry

Transport Company

Name - Jagat Singh
Age - 55 Years
Vehicles Owned - 24

Digital Habits - Mobile, Computer, TV, Radio
Experience - 29 years

Goals and Needs -
- Communicate with driver for conformation
- Complete delivery and receive payment on time
- Manage new loads in way for vehicles to be idle for less time
  Want to keep reliability towards clients

Frustrations -
- Keep log of payments for each vehicle and delivery details
- Complying government safety standards
  To pay drivers on time

3.12 Interviews

To understand this requirements based on user activities, it followed a process that included user interviews .

This interviews determined the constraints and what can be possible vision of project.

Name – Ritesh
Company – SVR Roadies
Location – Bhiwandi
Profession – Employee

Name – Mr. Yadav
Company – Shrya Transports
Location – Bhiwandi
Profession – Owner

Name – Mr. Vinod
Company – Rahi Transports
Profession – Manager
Location – Vashi

Namae – Mr. Amit
Company – M.P. kanpur
Location – Kanpur
Profession – Owner/Partner

Name – Mr. Anand
Company – CTC freight carrier
Profession – Owner
Location – Thane

Name – Mr. Ramesh
Company – Works at Truckola
Profession – Call agent in sales
                    department

Name – Mr. Vipin
Company – Adi Shakti
Location – Haryana

Name – Mr. Delip
Company – Gangeshwar Transports
Location – Bhiwandi
Profession – Manger

Name – Mr. Nageh
Company – Sai Shraddha
Location – Vashi
Profession – Owner

Name – Mr. Jay
Company – Shivam cargo service
Profession – Manager
Location – Vashi

Name – Mr. Mehul
Company – Bhavna Roadways
Profession – Manager
Location – Thane

Name – Dipti
Company – New Sagar
Profession – Manager
Location – Thane

Name – Mr. Vishal
Company – Works at Truckola
Profession – Call agent in sales
                    department

3.13.1 Insights

- Users keen skipping important steps like confirm FM since they are getting full payment even without doing that.
- It is believed by most of the people that applications like truckola as well as e commerce apps are meant to used by younger and educated people.
- Application that does half the work for them is more usable than the app that asks for each and every detail.
- Receipts and documents is safe to be in hard copy and in case of loss, carbon copy is more valuable for brokers than digital printouts.
- There is no human interaction so is difficult for them to trust application because many times a done deal is not consider until last second and has the risk of cancel. This creates trust issue.
- Since most of the trucking industry has small companies with few trucks and its not developed, truck suppliers make cheque and cash transactions. Working with companies results in no hard cash.

3.13.2 Key Points

- It would be better if you could give videos within app for understanding each steps.
- 2 point load is required for many small and individual business holders.
- Direct driver contact is not required because we have numbers in mobile phone.
- There are rare times where even POD needs to be edited.
- We cannot check ledger if it is downloaded in excel format.
- There are too many steps to take on an application, and it is much easier if we get on the call with person at company.
- doesn't want to know about terms and condition.
- %of TDS cut should be written in bold for me to understand.
- Hard cash is given to the driver in completion of a normal delivery, which we can forward for driver payments and vehicle fuel, maintenance, etc
- however when a company is middleman all transactions are done online. Drivers, cleaners and garages don't take online transfers. Also cash given at the moment can be used by drivers for food and staying.

Other Learnings

Trucking industry is very underdeveloped in this country. Each truck has a driver and a cleaner, however the number of drivers depends on source destination and cargo. Vendors have to depend on drivers since less drivers are available today than the number of trucks and they need to be trusted with cargo. Truck driving is a profession today where people don't like to take part in. Its is due to poor conditions drivers live in. they sleep in trucks most of the time. Most of the drivers starts substance abuse because of tireless journey. Most of them fail to have a balanced life. Their families are not treated with respect even after such efforts. Most of the truck drivers remain unmarried due to lack of time.
A truck driver drives fr about 14-16 hours a day. In India lack of sleep has been major cause of accidents. It is estimated that there will be approx. 500 truck drivers per 1000 trucks by 2022. This is one of the main problem that trucking industry is facing today and is a important reason for slow development. India will need 10 million new truck drivers next decade.

Some MNC's are trying to tackle this problem by allowing ease services to drivers, however it has some dispute from truck owners since it might cause delay in delivery and providing facilities also means less profit margin.
Companies like rivigo has used business model where driver have to drive truck for a given kilometer and has to handover truck to another driver who will continue the trip. This allows drivers to go back to their home every alternate day.

Chapter 4

Design

Low fidelity wire-frames 1

They are very un-refined versions of final product. they are intended to explore design possibility in flexible way.
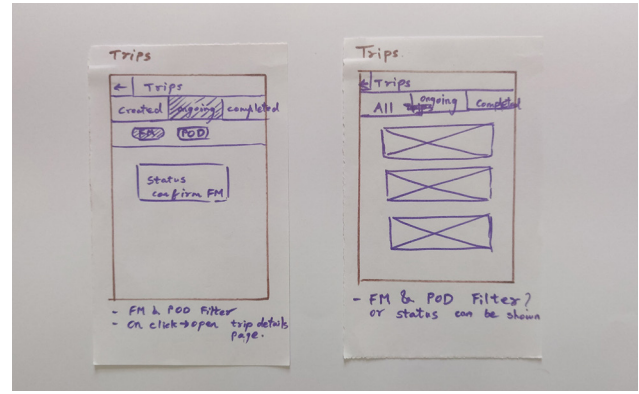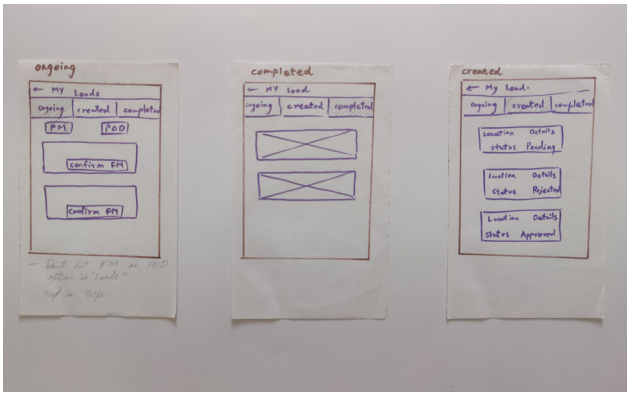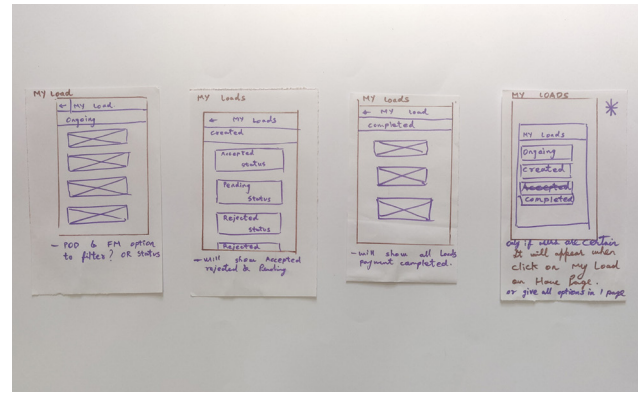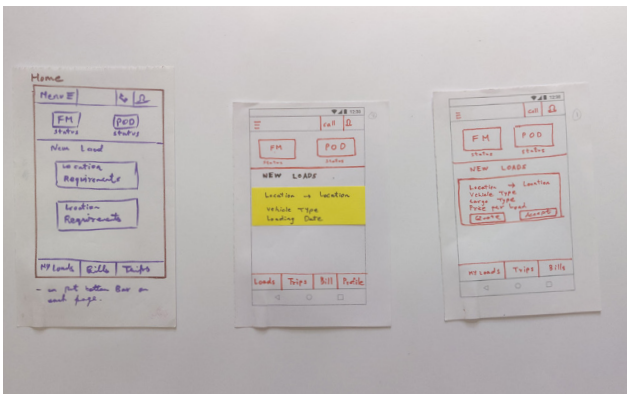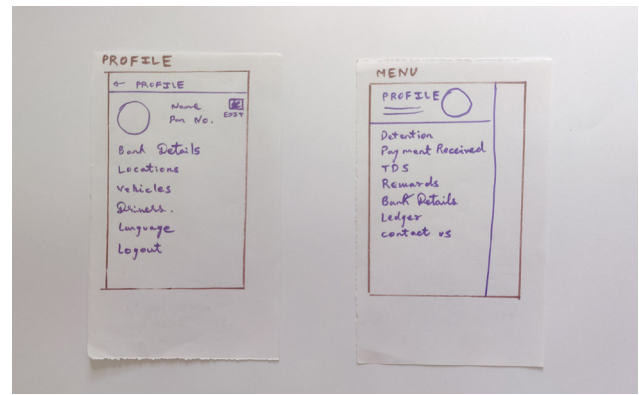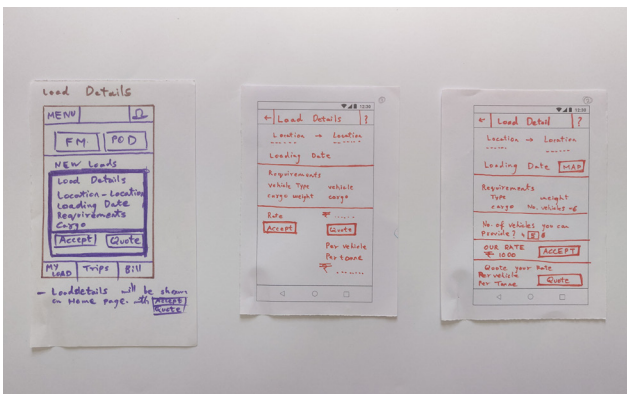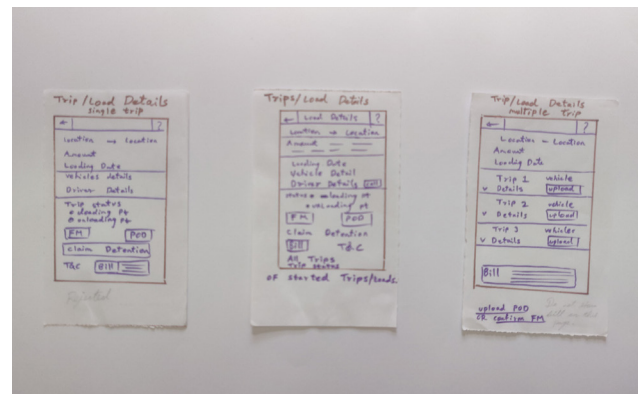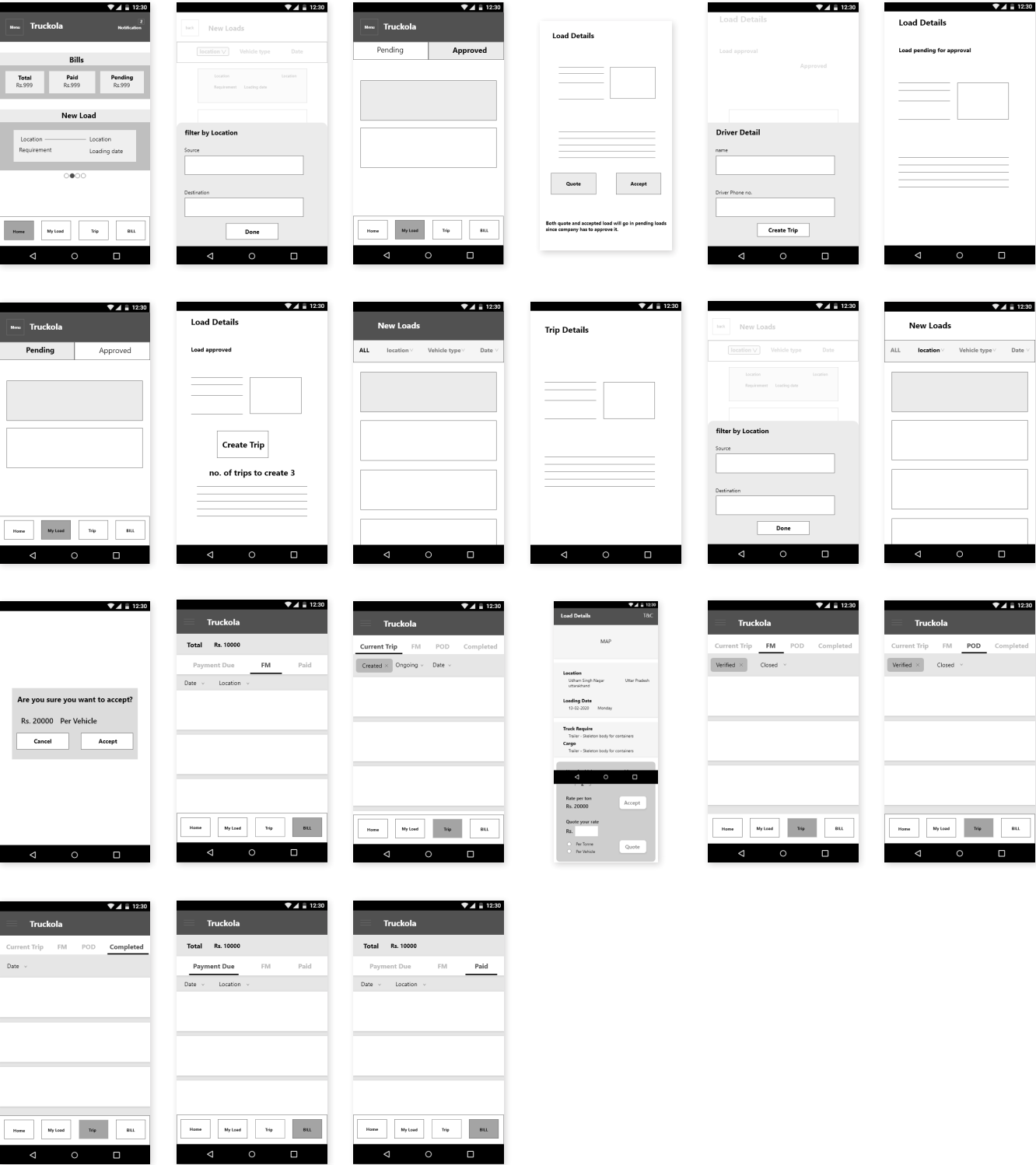
Low fidelity wire-frames 2

Mid fidelity wire-frames 1

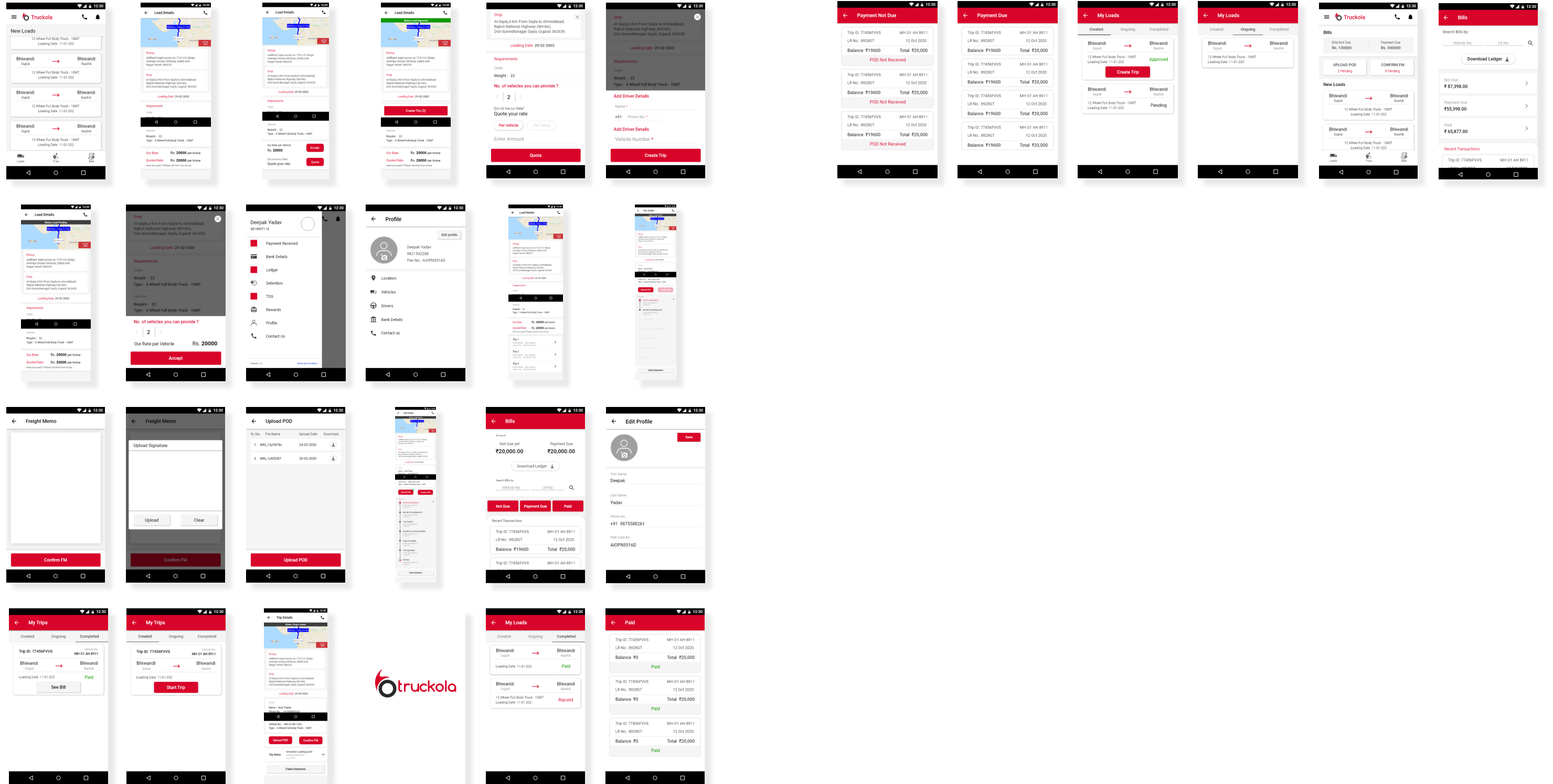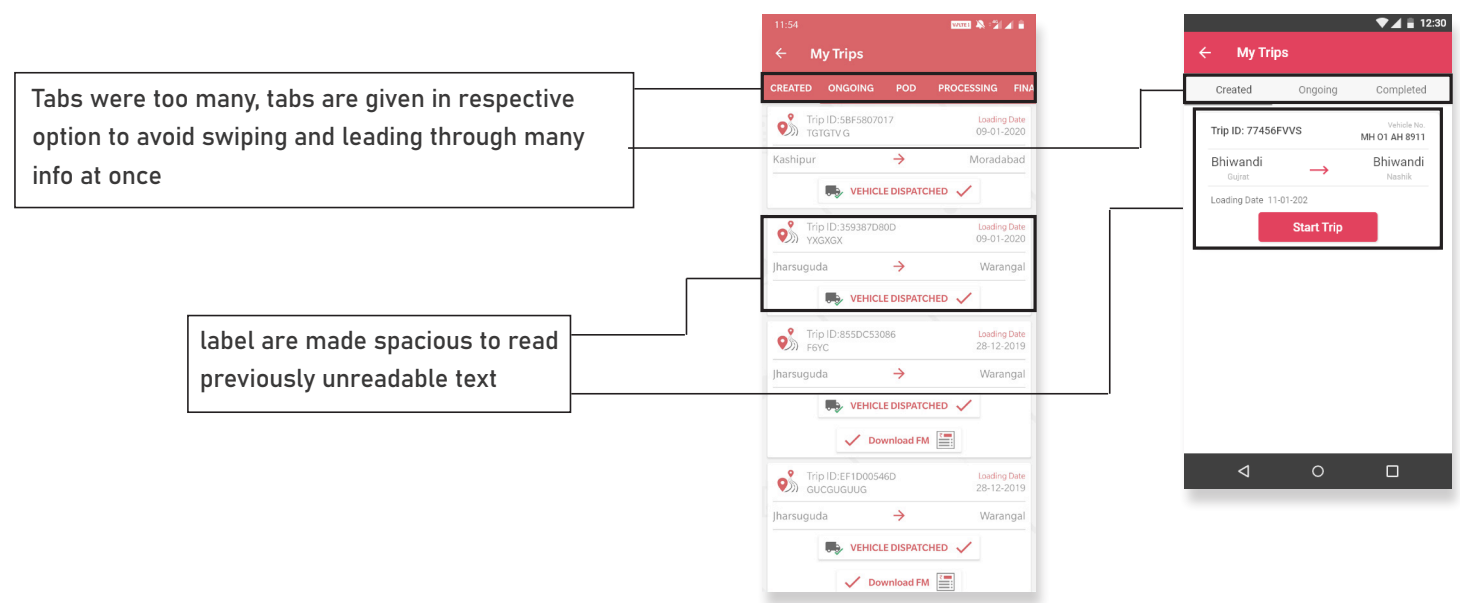They are the refined version of the final application.
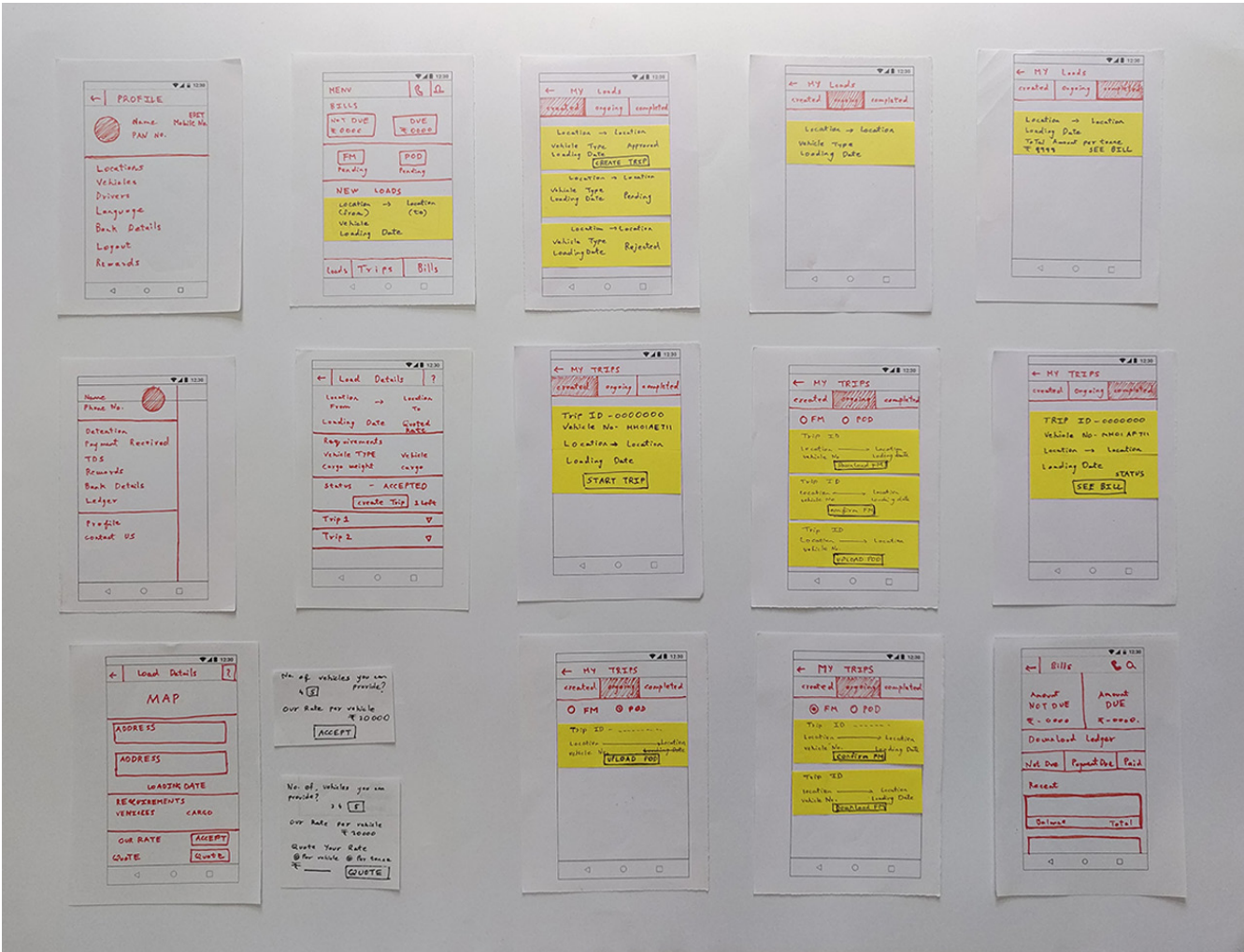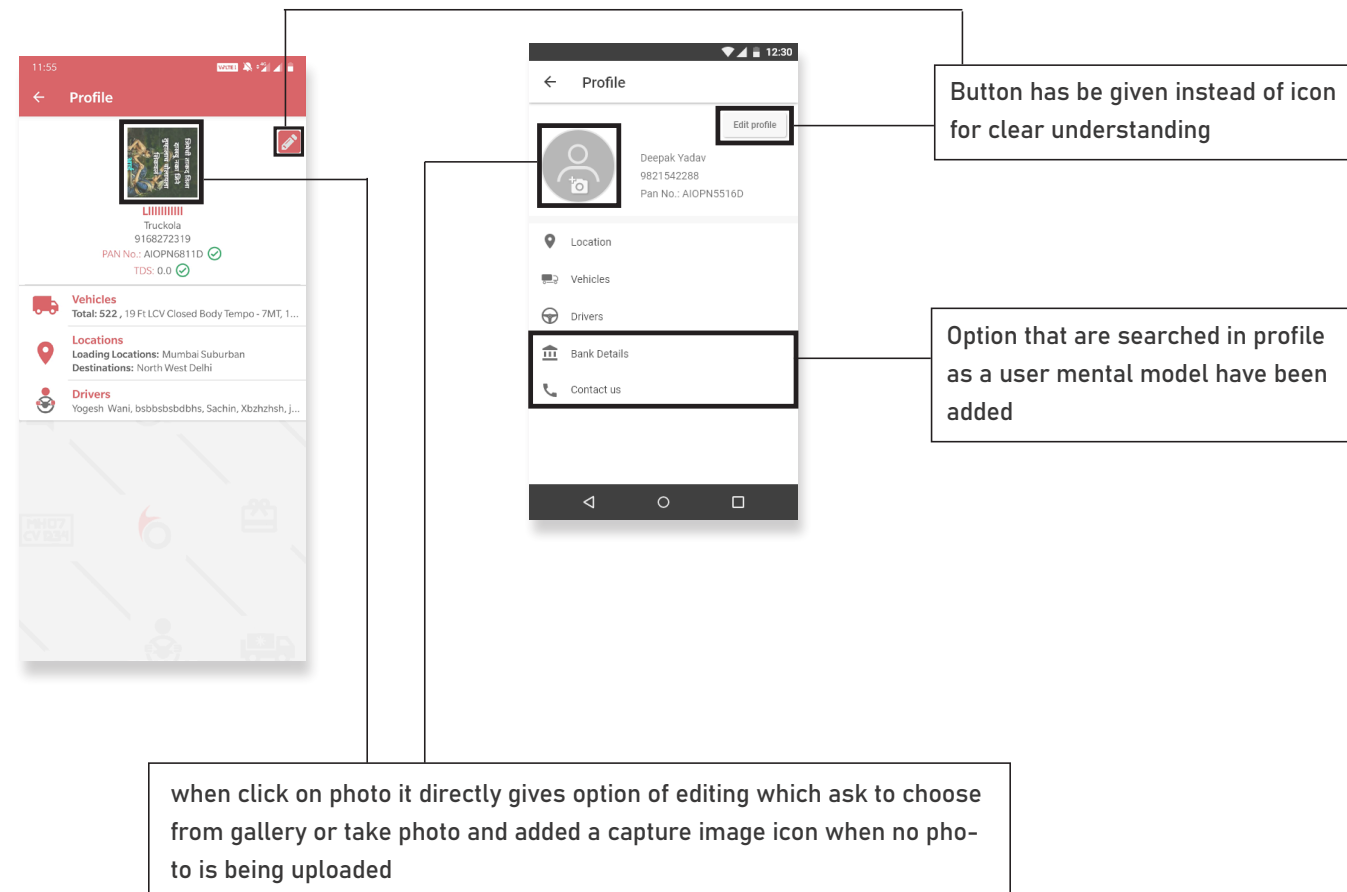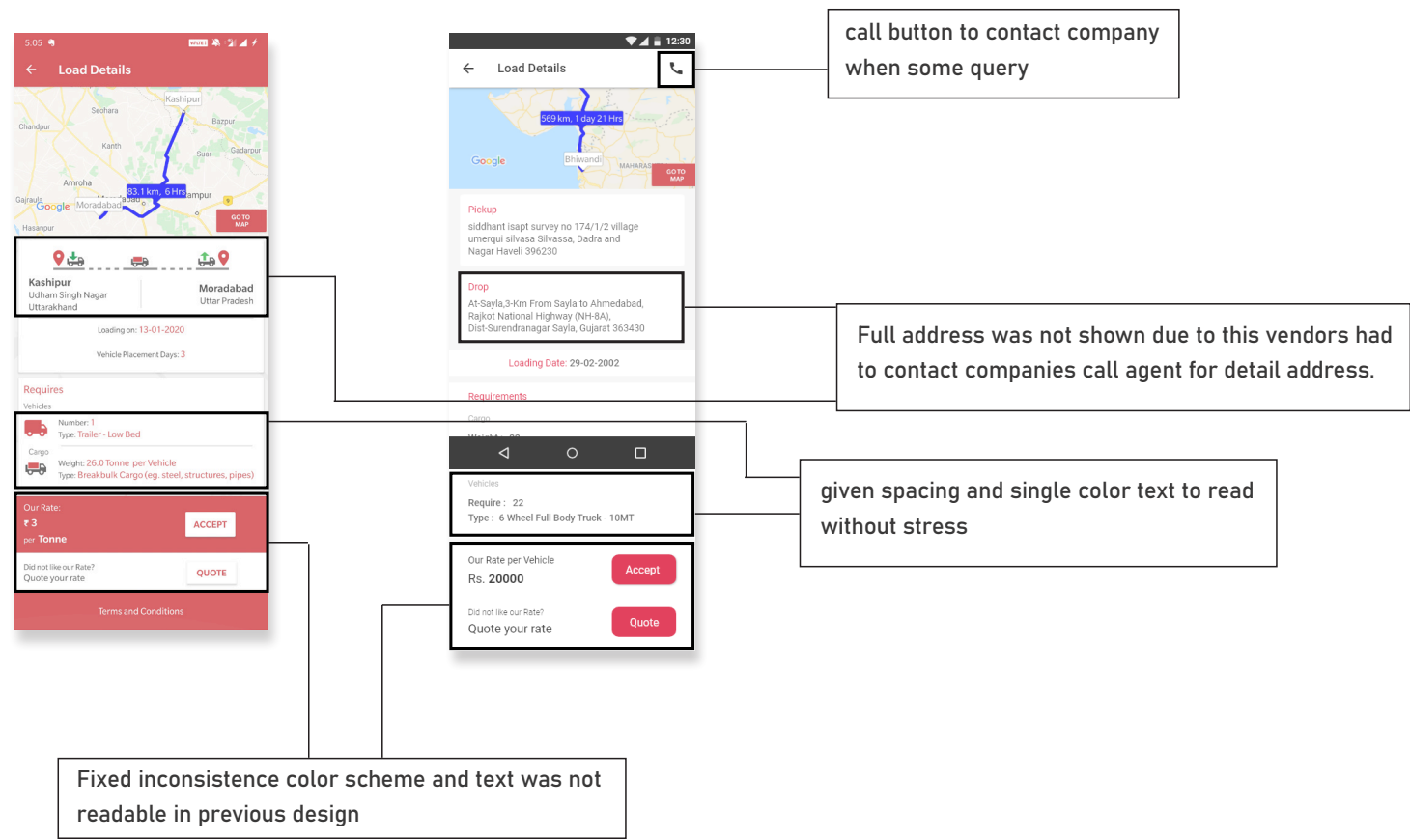

Mid fidelity wire-frames 2

Chapter5

Delivery

High fidelity wire-frames

call button to contact company when some query

Full address was not shown due to this vendors had to contact companies call agent for detail address.

given spacing and single color text to read without stress

Fixed inconsistence color scheme and text was not readable in previous design

Button has be given instead of icon for clear understanding

Option that are searched in profile as a user mental model have been added

when click on photo it directly gives option of editing which ask to choose from gallery or take photo and added a capture image icon when no photo is being uploaded

Tabs were too many, tabs are given in respective option to avoid swiping and leading through many info at once

label are made spacious to read previously unreadable text

Project Brief

To design mobile application for cargo owners by understanding current process and web application. The app must full-fill same purpose as website and must engage user to depend on application rather than website.

This was a group project of 2 along side the first project for the spam of 3 months. The intent of the project was to make a application for clients.
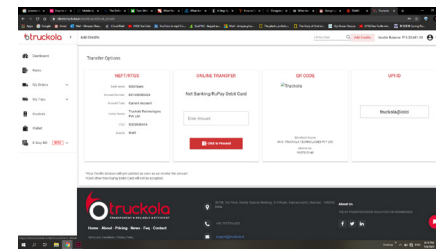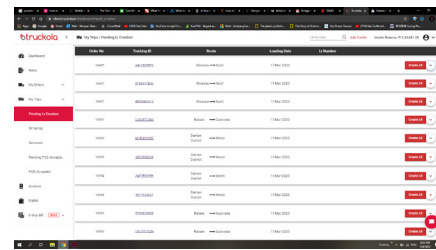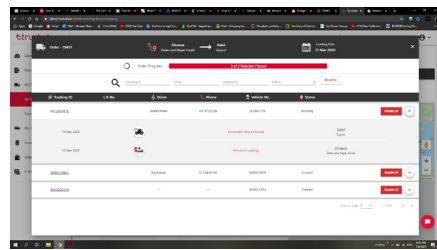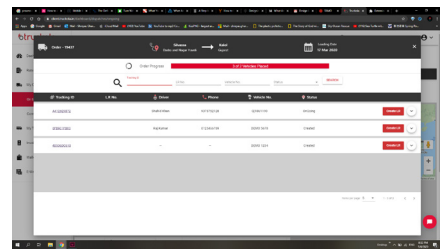
Th part of the reason for struggle to reach all audience could be website. A website is functional in terms of providing all of the information, it does little to further engage with users. We are spending more time online, and that is throught mobile devices, and most of that time is spend in apps. I think that shws consumer indeed want the simplicity and quick response that apps can provide. Therefore apps are becoming more dominant.

The research shows cause and outcome is only the point of engagement for clients and hence it is necessary to get done with the process as quickly as possible, but there's also acknowledgment at the end and beginning of the process that a users has to take time on. Therefore, it must be noted to keep application quick and simple but also one that don't let errors.
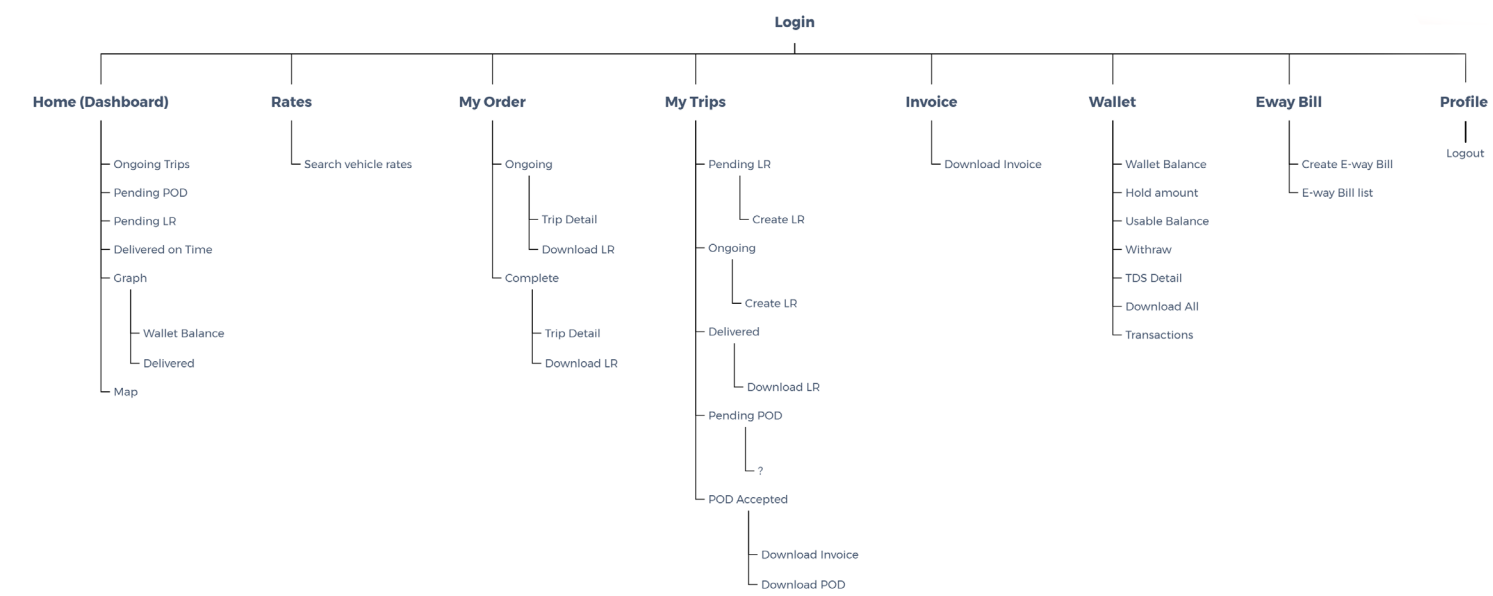
As mentioned in truckola services, client had to use website to handle everthing, this is likely to happen in a large scale compnay but a wide number of company's stakeholders are individuals and small companies where owner controls everthing. An application will give him ability to stay connected with updates all the time.

Goal of this project was to make truckola website more than just a web preference, but make it exciting by reflecting it into a mobile application.
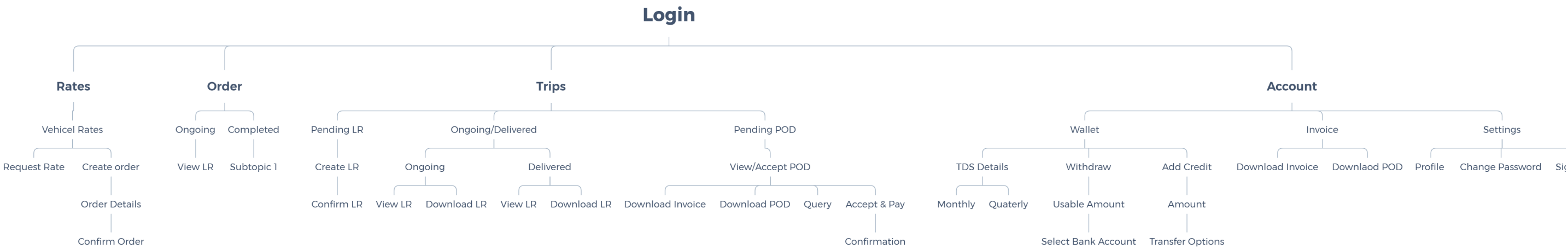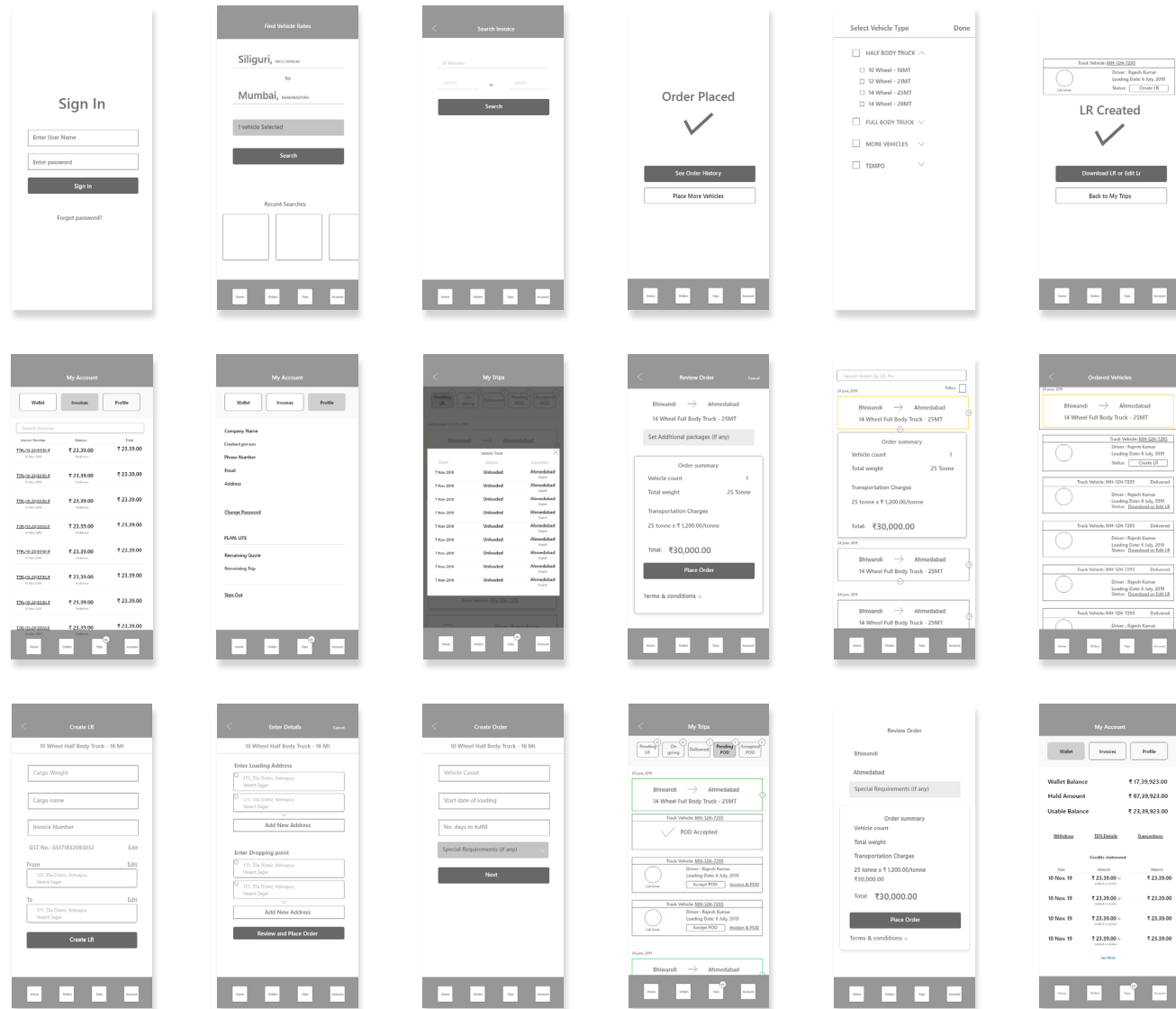
Website UI

Information Architecture

Login

Home (Dashboard)   **Rates**   **My Order**   **My Trips**   **Invoice**   **Wallet**   **Eway Bill**   **Profile**

Logout

Ongoing Trips
Pending POD
Pending LR
Delivered on Time
Graph

Wallet Balance
Delivered

Map

Search vehicle rates

Ongoing

Trip Detail
Download LR

Complete

Trip Detail
Download LR

Pending LR

Create LR

Ongoing

Create LR

Delivered

Download LR

Pending POD

?

POD Accepted

Download Invoice
Download POD

Download Invoice

Wallet Balance
Hold amount
Usable Balance
Withraw
TDS Detail
Download All
Transactions

Create E-way Bill
E-way Bill list

New Information Architecture

Login

Rates
- Vehicel Rates
  - Request Rate
  - Create order
    - Order Details
      - Confirm Order

Order
- Ongoing
  - View LR
- Completed
  - Subtopic 1

Trips
- Pending LR
  - Create LR
    - Confirm LR
- Ongoing/Delivered
  - Ongoing
    - View LR
    - Download LR
  - Delivered
    - View LR
    - Download LR
- Pending POD
  - View/Accept POD
    - Download Invoice
    - Download POD
    - Query
    - Accept & Pay
      - Confirmation

Account
- Wallet
  - TDS Details
    - Monthly
    - Quaterly
  - Withdraw
    - Usable Amount
      - Select Bank Account
  - Add Credit
    - Amount
      - Transfer Options
- Invoice
  - Download Invoice
  - Downlaod POD
- Settings
  - Profile
  - Change Password
  - Si
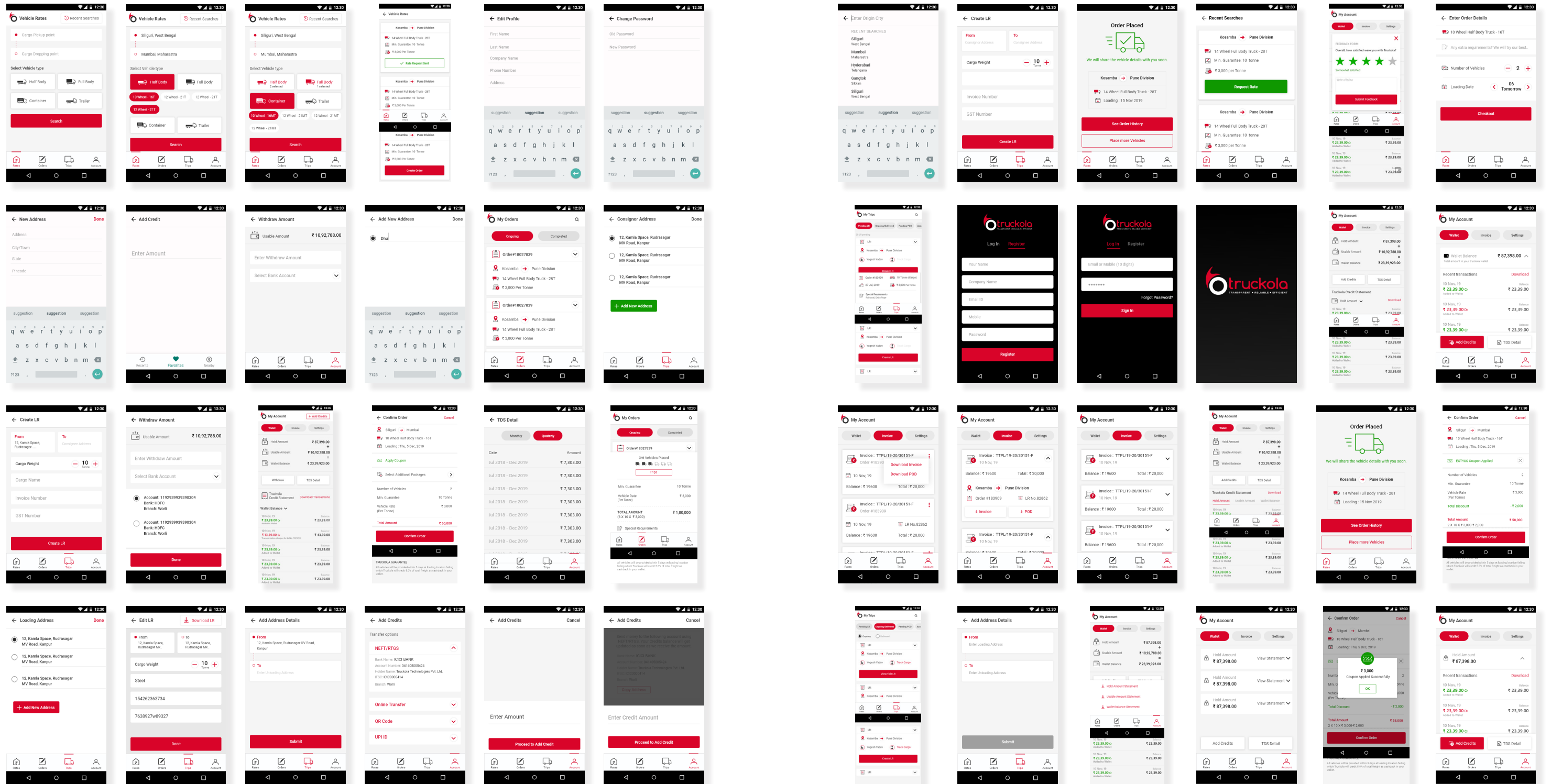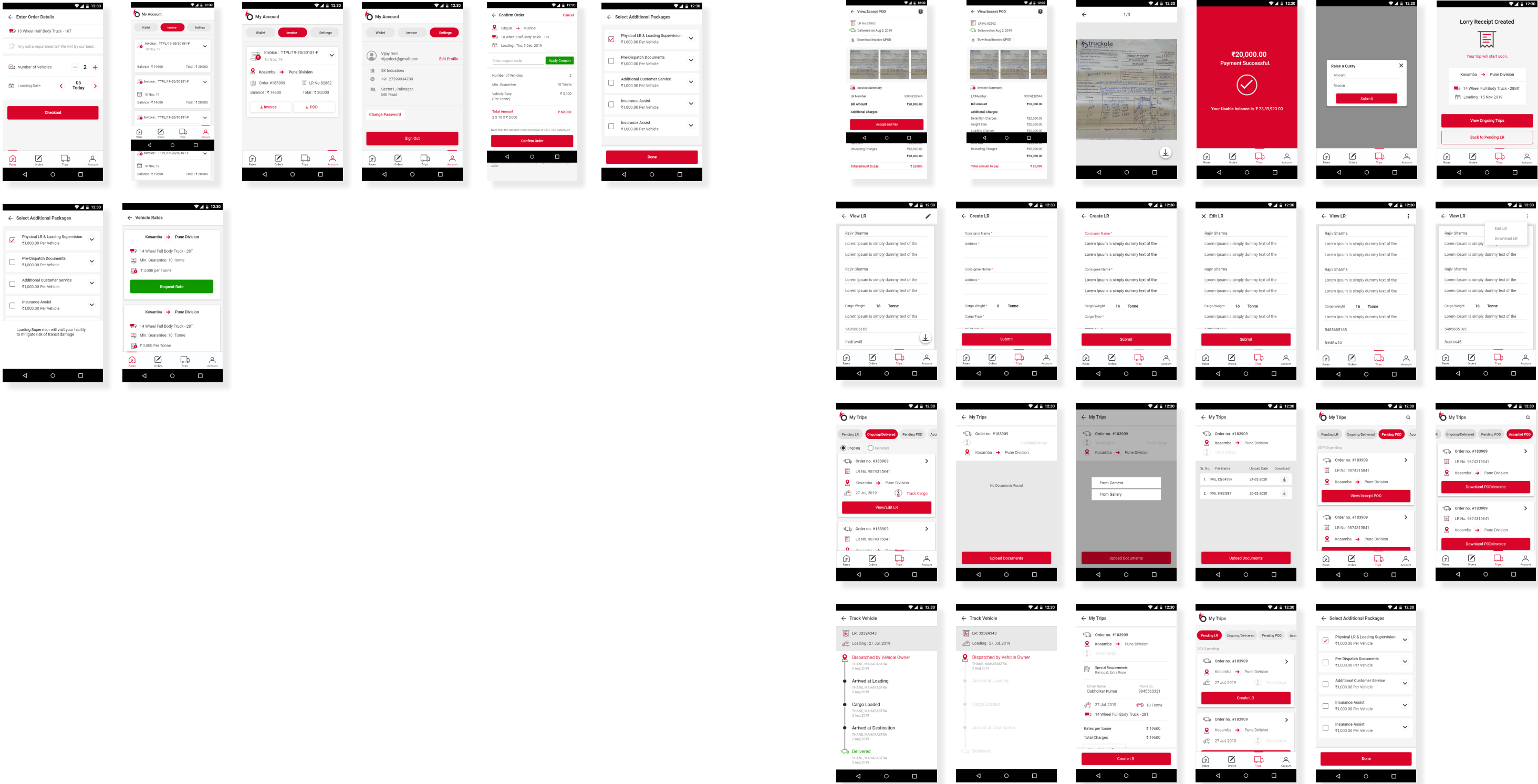
Low fidelity wire-frames

Mid fidelity wire-frames
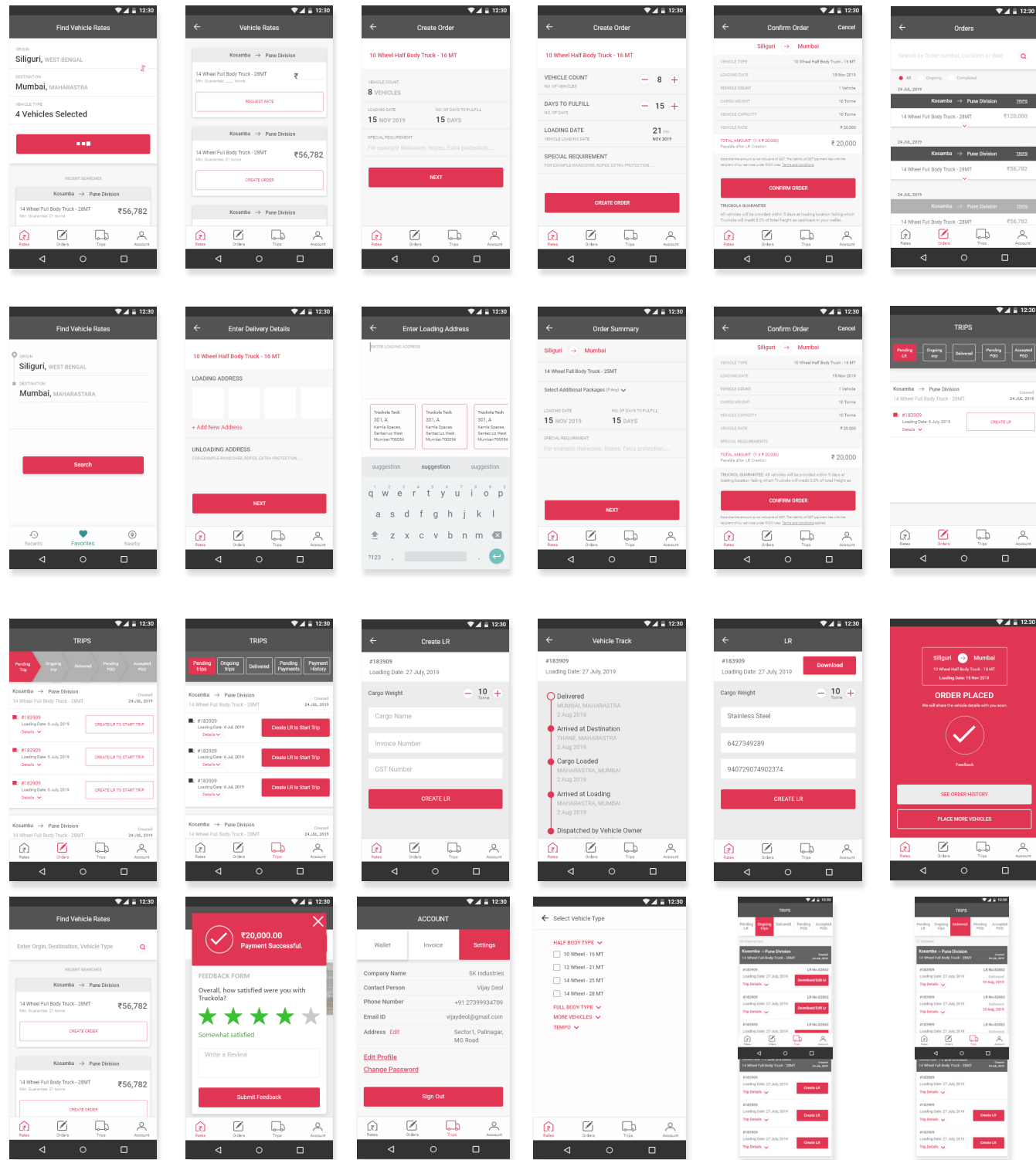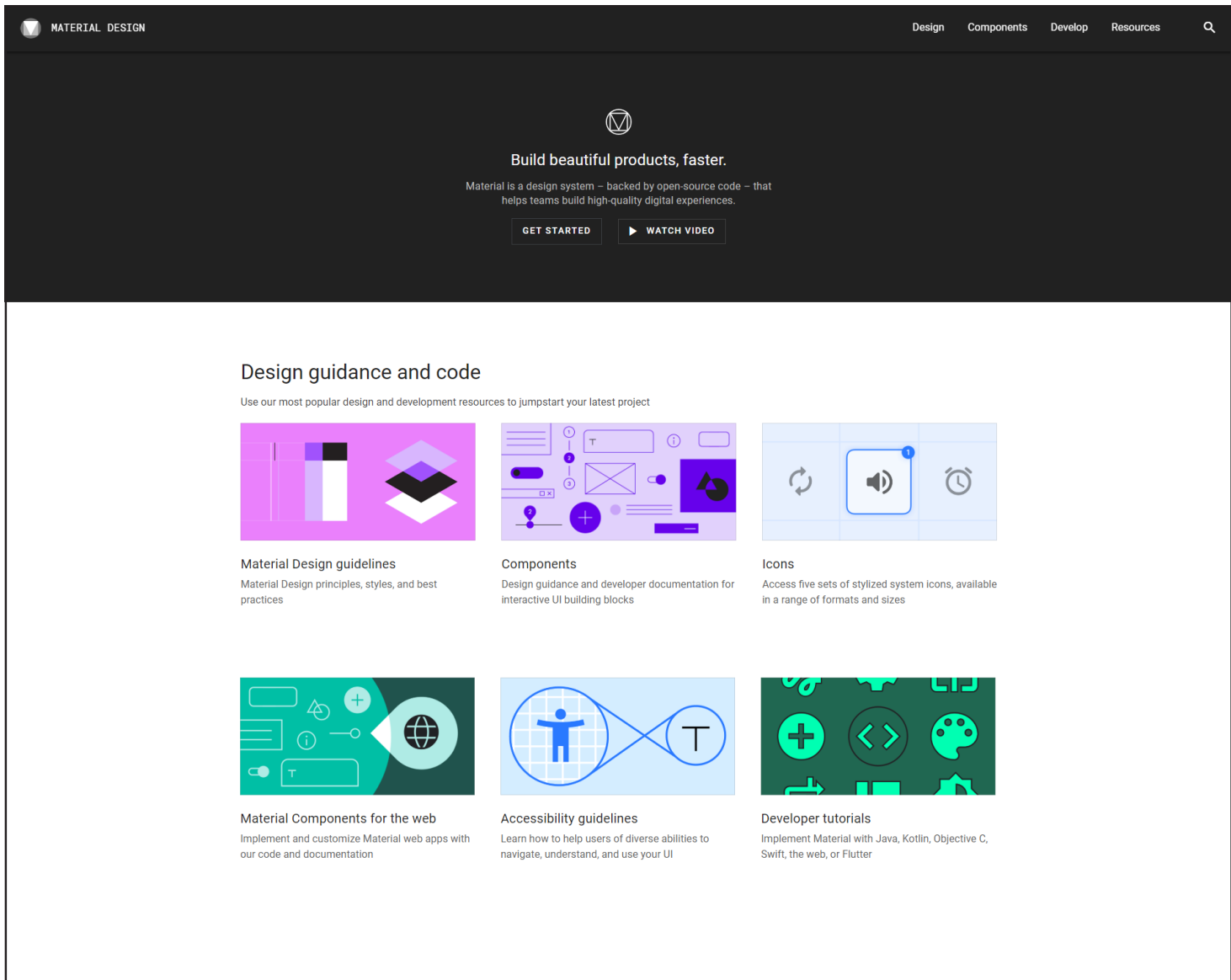
High fidelity wire-frames

Final changes

Style Guide

Material.io

It is one of the most influential visual philosophies. It interacts with UI because of its clear design and usability guidelines.
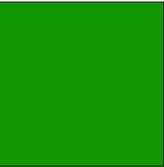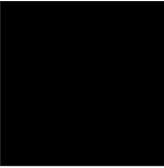
Roboto

headline	Regular 24pt
title	**Medium 20pt**
subheader1	Regular 16pt
subheader2	**Medium 16pt**
subheader3	**Bold 16pt**
body 1	Regular 14pt
body 2	**Medium 14pt**
caption	**Medium 12pt**
caption 1	Regular 121pt
caption 2	Regular 10pt

#D90429
R:217 **G:**4 **B:**41
C:8 **M:**100 **Y:**94 **K:**1

#0f9800
R:15 **G:**152 **B:**0
C:8 **M:**14 **Y:**100 **K:**3

#000000
R:0 **G:**0 **B:**0
C:75 **M:**68 **Y:**67 **K:**90

#3E3E3E
R:62 **G:**62 **B:**62
C:68 **M:**61 **Y:**60 **K:**49
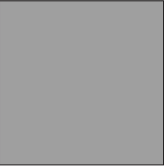
#9F9F9F
R:159 **G:**159 **B:**159
C:40 **M:**33 **Y:**33 **K:**0
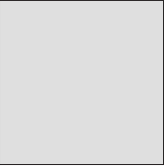
#DFDFDF
R:223 **G:**223 **B:**223
C:11 **M:**8 **Y:**9 **K:**0

#F5F5F5
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C:2 **M:**2 **Y:**3 **K:**0
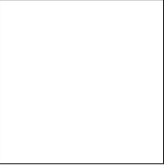
#FFFFFF
R:255 **G:**255 **B:**255
C:0 **M:**0 **Y:**0 **K:**0

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of%20country's%20GDP.

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How road trip lead to billion dollar startup
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pageloadtype=scroll

THANK YOU