s a r o u k h

An application to provide the best delivery experience.

Design Brief

The objective is to design the delivery system to support the Saudi based E-commerce website "Hnak.com".

The main idea is to make delivery experience effortless for the users of Hnak and the delivery team.

Design Process

Contextual Study

The contextual study is done to know the delivery system and the experience in Saudi Arabia.

The key insights from the study are listed below:

- The address of Saudi Arabia is based on the P.O Box instead of street address, as the building are unevenly clustered.
- Users need to share their phone number to be contacted for delivery.
- If users want to get items delivered to their door is to instruct drivers with landmarks or pin point GPS location.
- Upto 80% user opt for cash on delivery.

Use Case

Actor

Actor(s): An entity that performs a behavior (who or what interacts with the system)

Delivery Executive, Manager Delivery Executive, Purchaser, Hnak.com

Stakeholder

Stakeholder: Interested entities in the behavior of the system under discussion (SUD)

Primary: Hnak.com & Buyer

Secondary: Delivery success team (Managers, Warehouse Executives, Delivery Executive managers)

Primary Actor

Primary Actor: Actor that interacts with the system to achieve a goal.

Delivery Executive,

Preconditions

Preconditions: Conditions that must be true before the use case starts.

People places an order and It gets delivered as one package as promised.

Triggers

Triggers: The event that causes the use case to be initiated.

Once the order have been placed, delivery date gets set.

Main success scenarios

Main success scenarios: Sequence of events describing the normal operation of the system.

Order placed → Delivery Date set → Assigned to delivery executive → He finds the delivery location → Order Delivered

Alternative paths

Alternative paths: Sequence of events describing the exceptions to the normal operation of the system. These exceptions are what happen when things go wrong or the system fails.

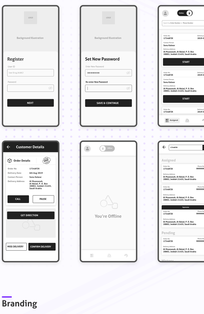
- Wrong package has been assigned to the Delivery Executive. (Not his designated delivery location)
- Delivered some orders but has transport issues.
- He can not find the address.
- He is not able to reach the customer
- The Customer doesn't have change and neither does the delivery executive.

System flow

A simple and understandable flow that allow users to get to the desired destination in couple of taps

Wireframe

Creating wireframe allows to define app elements position at the very beginning of the design.



Branding

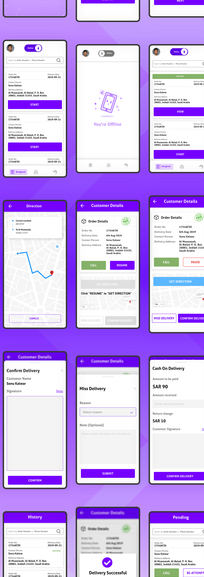
ALLER

Aa Light Bold

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

App Overview

Checkout the main screens.



Thank You!