



# Delivery Process Improvement Project

- Information Architecture and Wireframes

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IPad

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Android App

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Desktop



## User needs

According to the research from assignment one, negative comments about bad delivery service appears overwhelmingly when we tried to figure out the Online Ethnography (see Appendix A) for shopping online in Woolworths(There were 293 reviews complaining bad delivery service in 449.). (PRODUCTREVIEW, 2016)

Among these 293 negative reviews, there were **3 salient frustrations** that people mentioned in their experience of shopping online in Woolworths:

1. **Indefinite delivery time.**
2. **Invisible delivery process.**
3. **Ineffective after-sales customer service.**

User needs emerges right from those frustrations, and we **conclude the user needs into three key questions**:

1. **When** : People want to know the exact time about delivery. When can they get their package?(**Definite delivery time**)
2. **Where** : Where their order has been(Definite status) and where they will go.(**Foreseeable delivery process**)
3. **How**: How can they access customer service easily and efficiently (**Well-divided service connections**)

These needs match with the existed research. Researchers have found that the companies providing these services by improving the suitable transport services can reduce the dissatisfaction with the service that is usually expressed by the customers.In addition, they can create a positive image for the customers. (Liao & Keng, 2017)

They have discovered the main features of improving the transport facilities for the customers include, customer's minute by minute and immediate information about the transport process, contact facilities for keeping in touch with the transport service, the exact hour and date of transportation and delivery and answering pace must be speedy.

In the appendix, we created a persona to help understand the user needs (see appendix B)



Kay

Sydney

★ 13 reviews

🗨 1 question

👤 1 answer

👍 30 helpful votes

[Private message](#)

### Late and missing paid items

★ ★ ★ ★ ★ 1 out of 5, reviewed on Jul 21, 2017

The 1.8 Customer Review Rating is far too generous, considering Woolworths Online has utterly failed in their published goal "to provide our customers with the best online experience we can."

Yesterday, my delivery time frame 7am-10am was predictably broken, arriving at 11.25am. I find lateness is a constant, even with deliveries during off peak traffic periods.

Another certainty is missing paid items. Yesterday, 17 missing items, repeat 17! A winner on my

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Sabina M

[Private message](#)

### No show if delivery

★ ★ ★ ★ ★ 1 out of 5, reviewed on Aug 25, 2017

Ordered groceries to be delivered between 4 and 7 pm. When no groceries arrived at 7.30pm I rang customer service who told me they had indeed need delivered to my address. When I said they most certainly had not they advised me that they would have to investigate what happened and I would be notified by e-mail in 48hrs. So no groceries no refund no money.Good onya woolies. It's customer service like this that keeps Coles in business

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Lozmosis

[Private message](#)

### Pathetic

★ ★ ★ ★ ★ 1 out of 5, reviewed on Jul 12, 2017

Waited all afternoon, delivery never showed up, was then sent a message saying the delivery had to be cancelled and would be contacted regarding my order in 1-2 day. Like I want to be contacted by an overseas call centre who can't do anything to help. Woolworths just figure out how to fix your delivery system and stop outsourcing. Most inconvenient crap.

[Similar opinion? Write a review on ProductReview.com.au](#)



francisca

coffs harbour

★ 1 review

👍 1 helpful vote

[Private message](#)

### missing items

★ ★ ★ ★ ★ 1 out of 5, reviewed on Sep 21, 2017

It takes 3-4 weeks for woolies customer service to get back to you after you place online complaint regarding missing items and it takes another few weeks to finally get refunded. A few times the driver gave me wrong shopping bags that belong to another customers. So far my experiences with woolies customer service had been really unsatisfactory, most of their cashiers were rude, never greeted or said thank you.

today we went shopping at woolies park beach plaza and the cashier, 'graham' threw the groceries divider at us. When we raised the issue of him being rude, he's denying any wrong

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## Solutions and Design process

Therefore, our solutions focus on how to let people get those informations that they want easily.

Our basic solution is **clearing and defining the delivery process**. In current solution of Woolworths, the delivery process is displayed as simple prompt where people could get few informations. Thus, our solution is **making the delivery process visible and queryable** and trying to give people more informations and help them keep touch with their order.

The **main and basic improvement** of our solution is **integrating the delivery process with the delivery progress**. People could easily get the information where their order has been and how many steps remain before they get their packages.

To make the function more completed, a few **further improvement** are provided.

1. We realize **the sense of time is vital** in delivery process:

**I. Time marked in each step:** We will mark the completed time of every step during the process so that people could easily know when the last step has been done.

**II. Schedule is available for customers:** People could easily get the information about when the next step will start. In other words they could foresee the process.

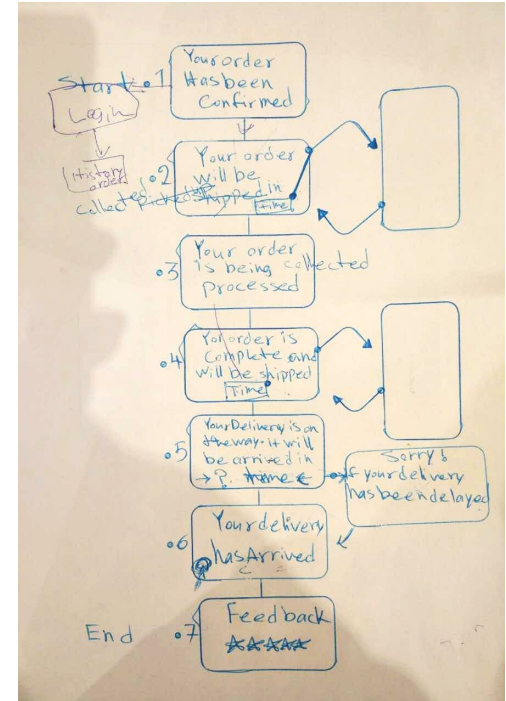
**III. Easily reschedule system:** As a further improvement of II., we provide a handy system that customer could easily change the schedule to match their own plans, which further improves the flexibility, the advantage of online shopping.

2. We realize that people are sick about get what they want through the long process of customer service connections, therefore, we provide **more directly customer service connections**:

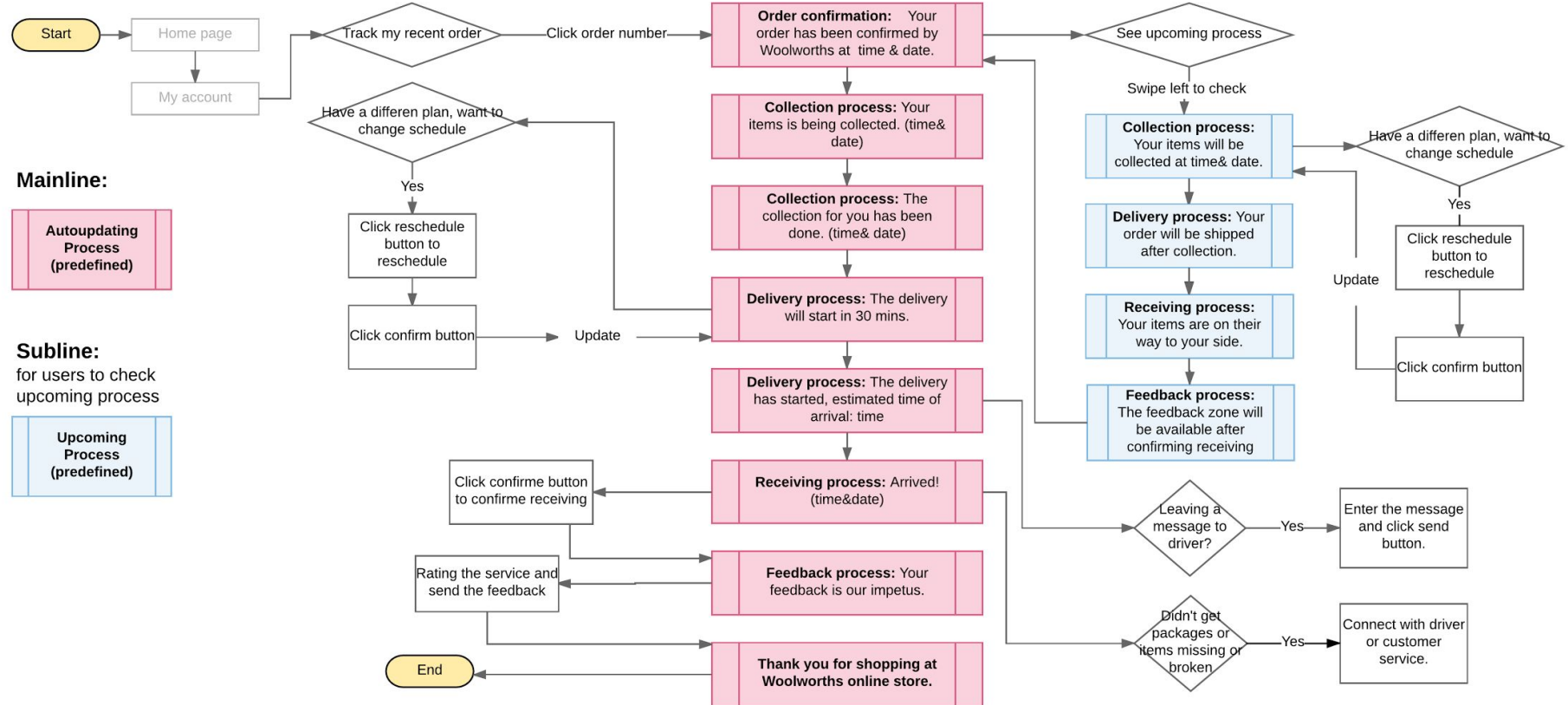
**I. Messages connection with drivers when delivery start:** Customers could connect with drivers directly to guide the delivery, like "I'm out, put the package in the front door or back door."

**II. Well-divided connecting object during receiving:** if customers didn't get their package, they could just connect with drivers through phone call or message. If their items are missing or broken, they could connect with after-sales customer service directly.

With those functions, the general problems of visible delivery process, sense of time and efficient customer service could be solved.

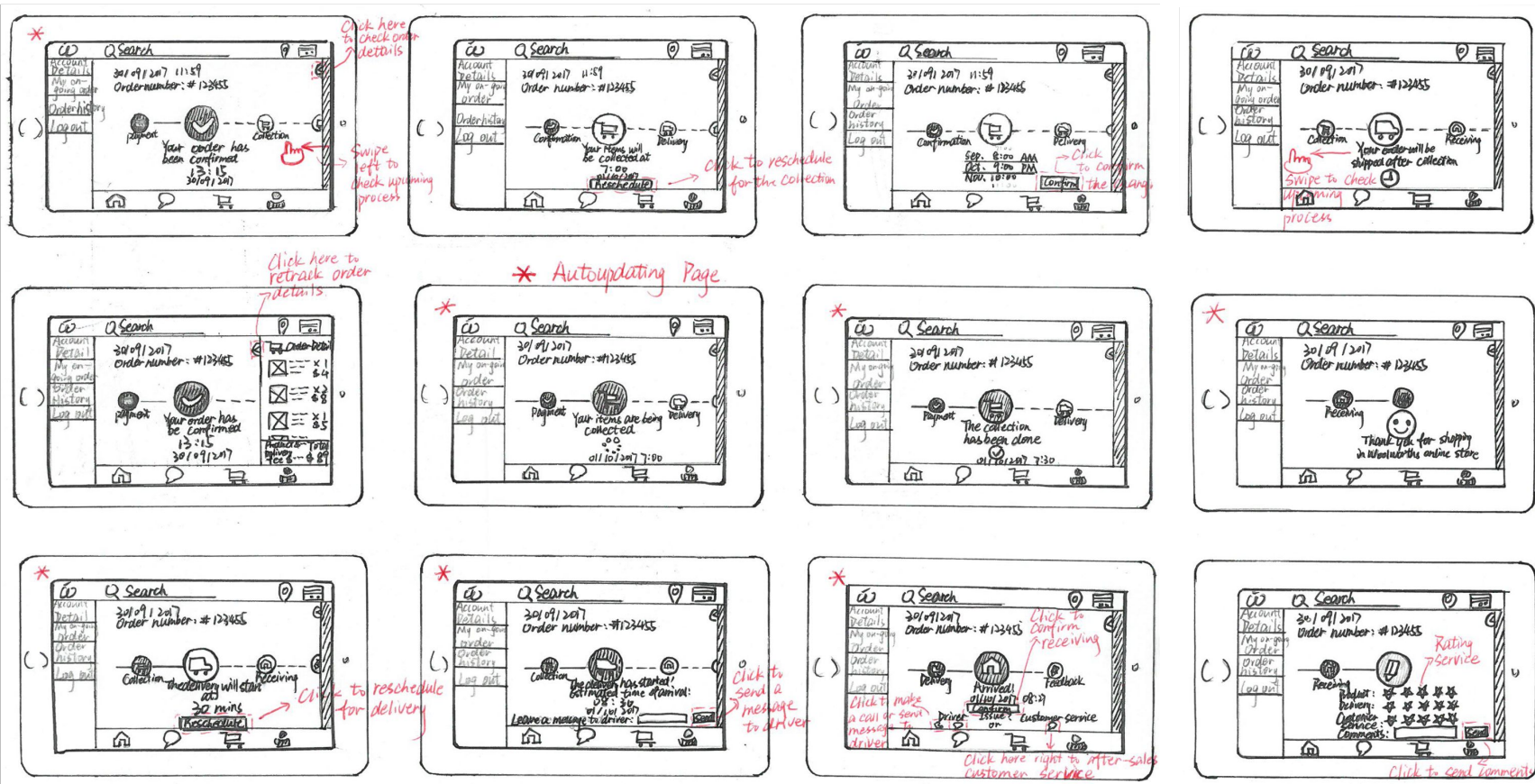


# Flowchart for Ipad



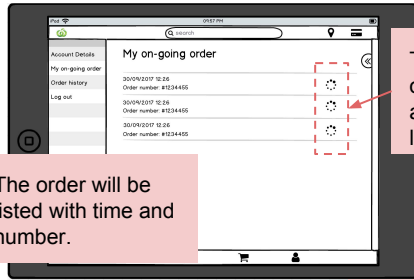


# Sketches for Ipad



# Wireframes for Ipad

## Mainline:

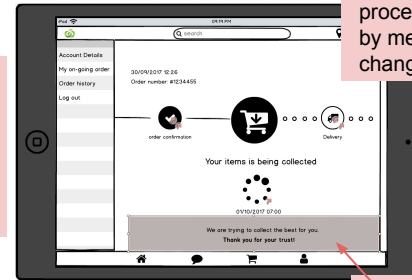


The order will be listed with time and number.

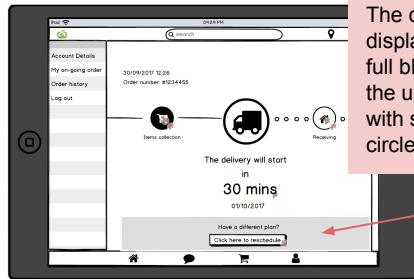
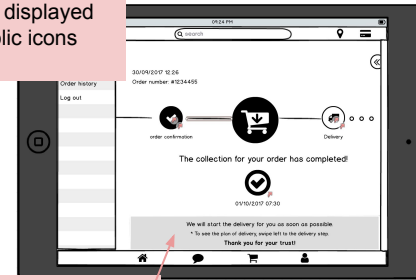
The status of orders are on the left side.



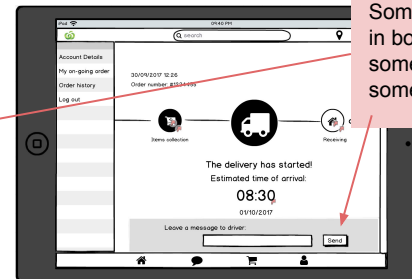
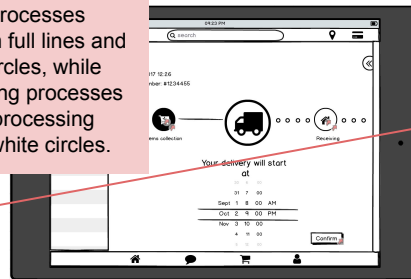
The order details hide in the sidebar.



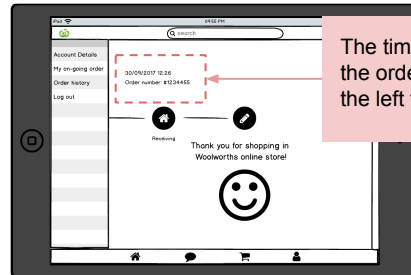
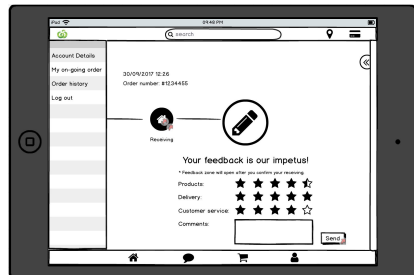
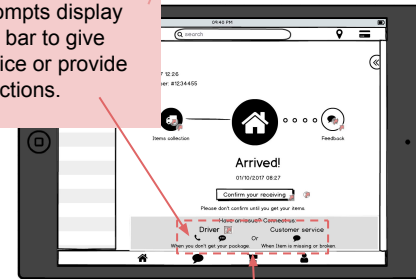
The updating of main process is displayed by metabolic icons changing.



The done processes display with full lines and full black circles, while the upcoming processes with small processing circle and white circles.



Some prompts display in bottom bar to give some notice or provide some functions.

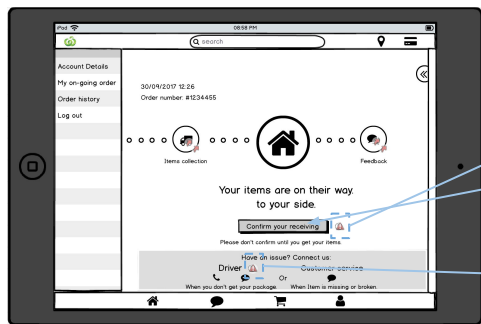
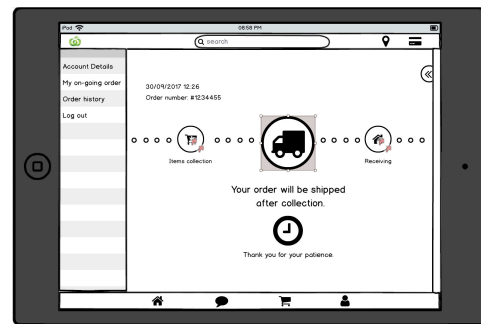
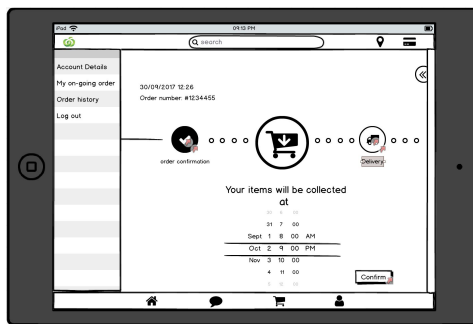
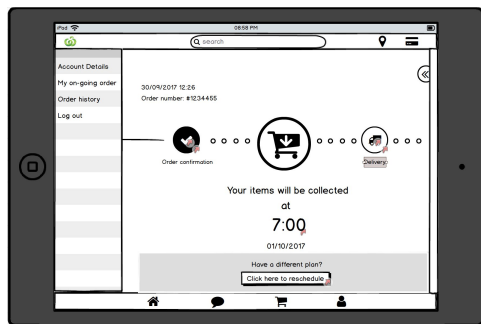


The time and number of the orders are always at the left top of the page.

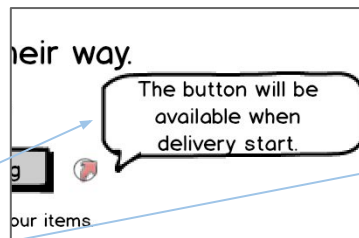
Customer service will be connected through the icons.

# Wireframes for Ipad

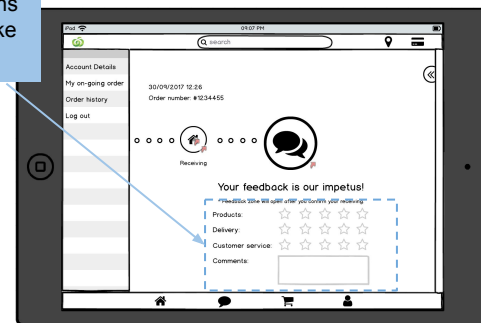
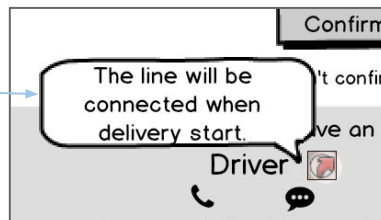
Subline:



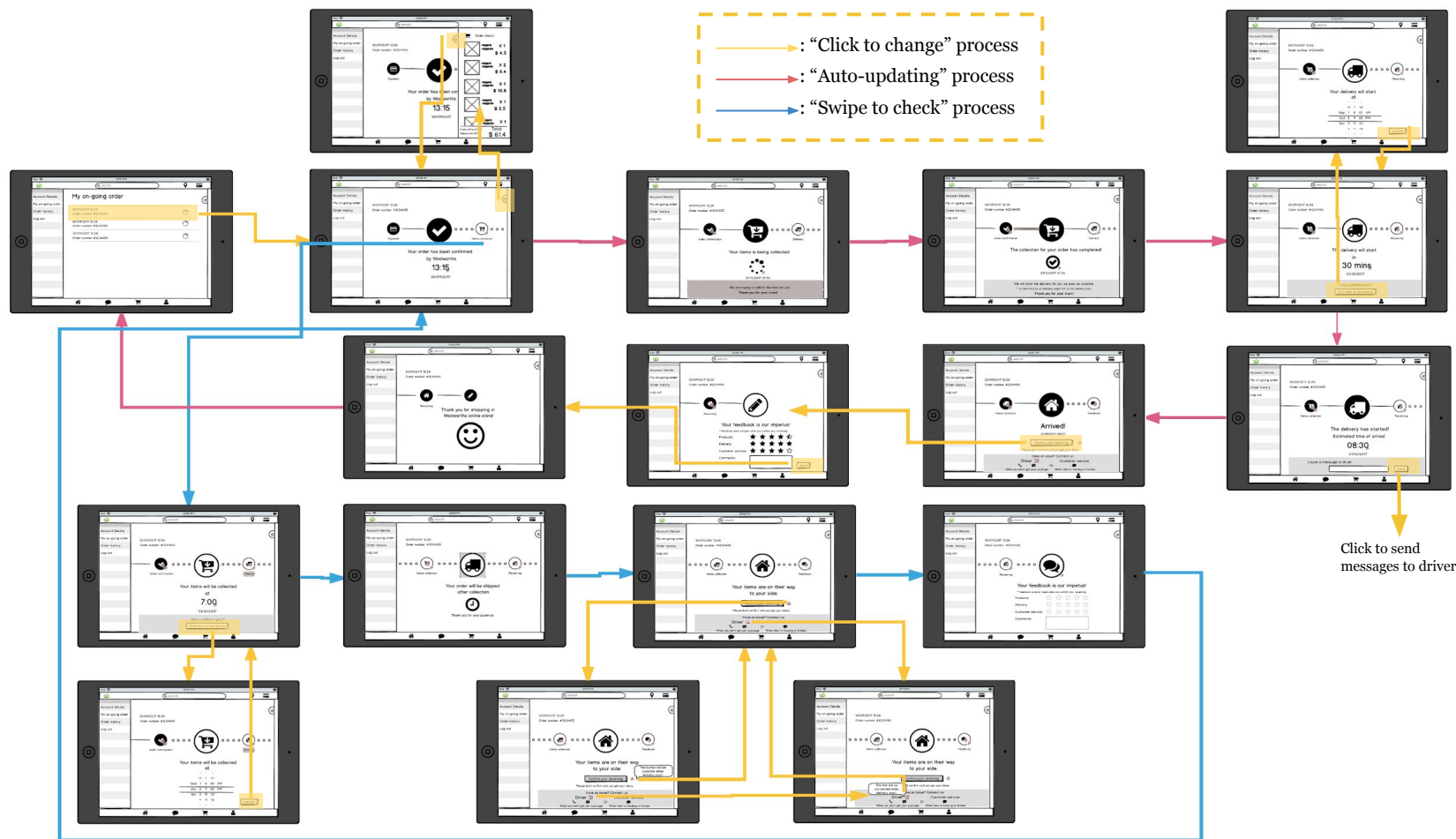
The notices hide in the question icons, and will display when users click on them.



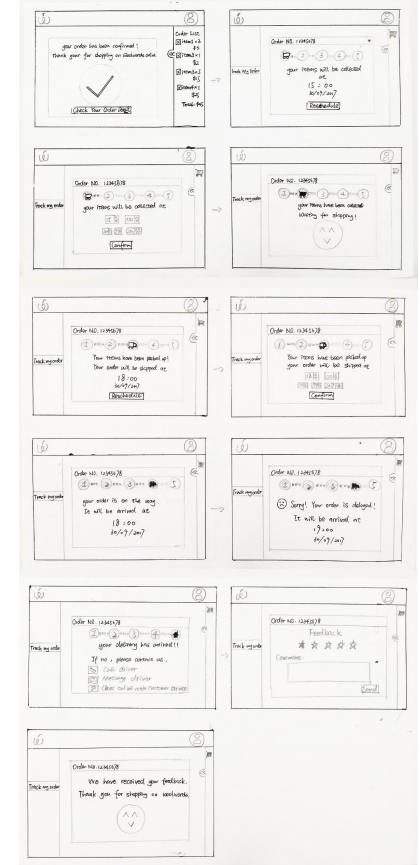
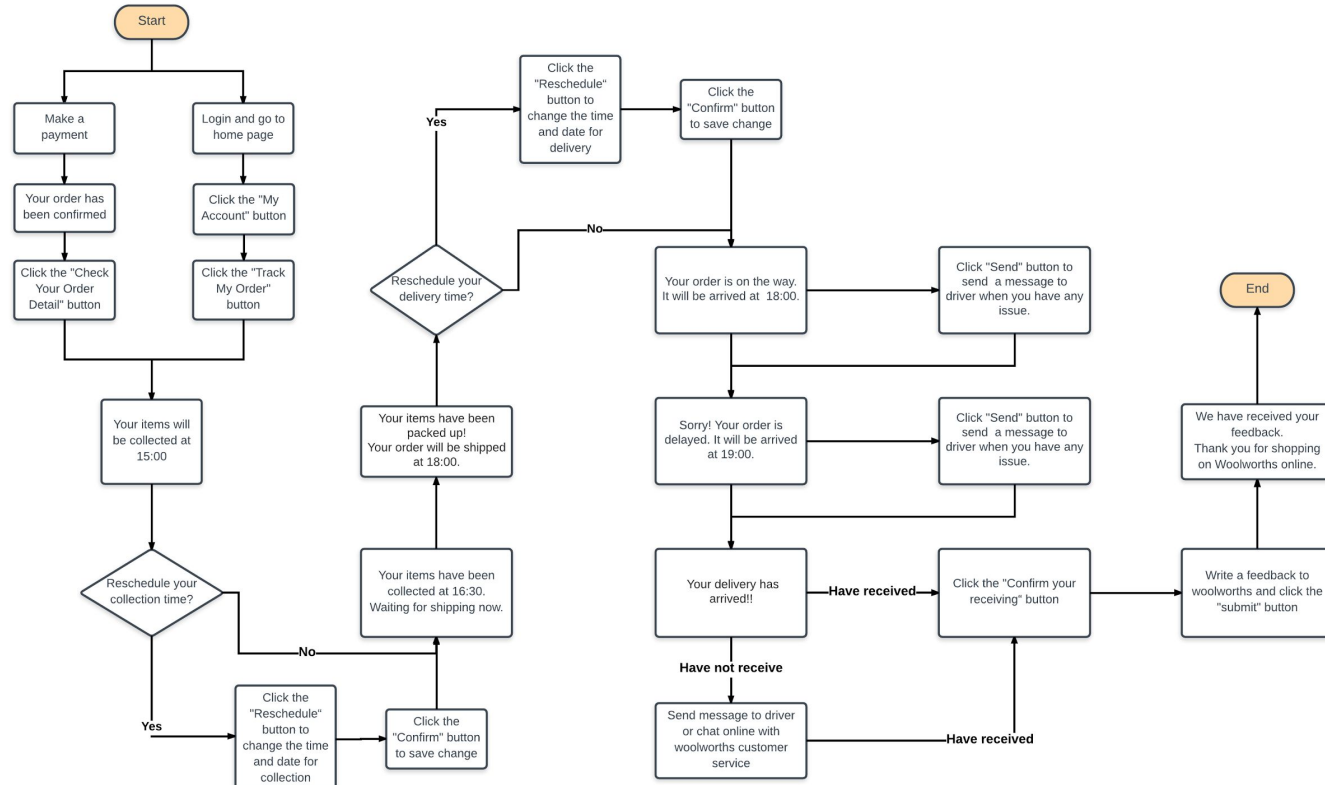
Gray icons or buttons means they don't take effect now.



# Wireflows for Ipad

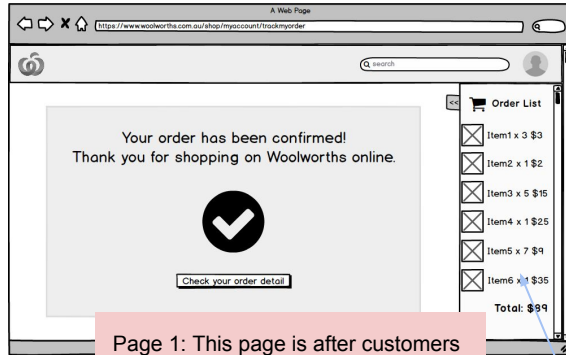


# Flowchart and Sketches for Desktop

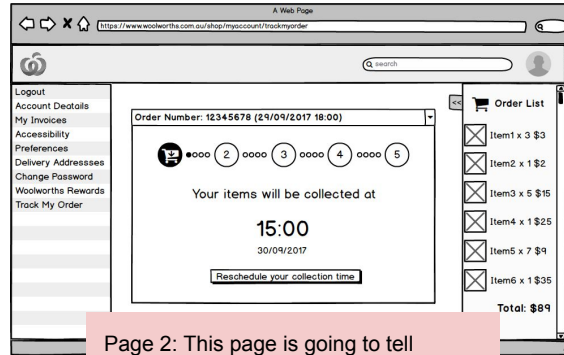




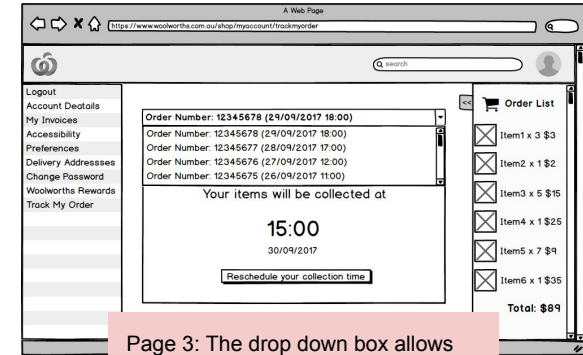
# Wireframes for Desktop



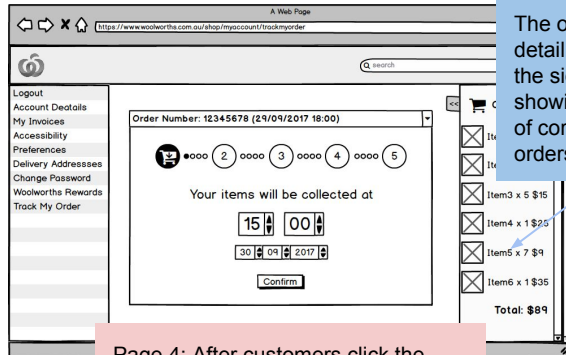
Page 1: This page is after customers complete payment. They can click the "check your order detail" button to get more information.



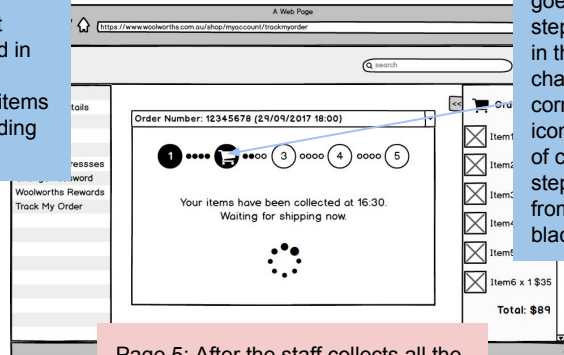
Page 2: This page is going to tell customer when their items will be collected by the staff. They can reschedule the collection time in step 1.



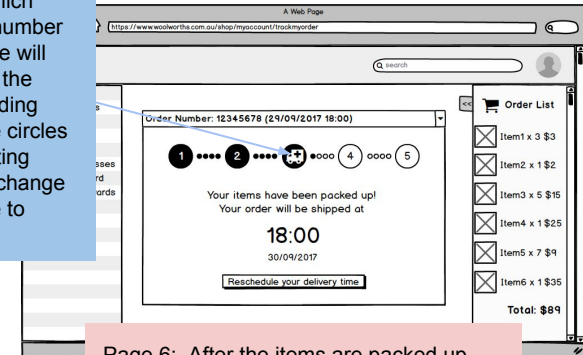
Page 3: The drop down box allows customers to check their order history which is arranged in time sequence.



Page 4: After customers click the "Reschedule" button, the time and date become changeable. After they click the "Confirm" button, the time and date are updated.



Page 5: After the staff collects all the items, the step 2 page will show the exact time when the staff completes the collection and tell customer to wait for shipping.

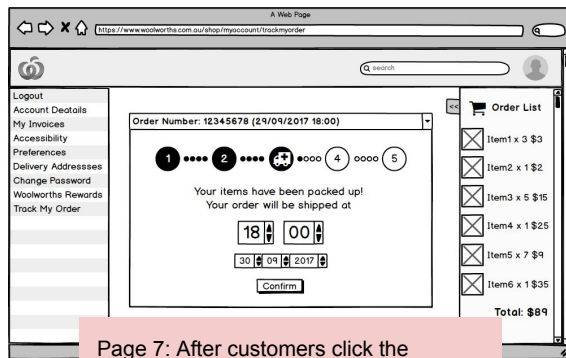


Page 6: After the items are packed up, the delivery time will be showed which is chosen by customers before they make a payment. In this step, customers can reschedule the delivery time.

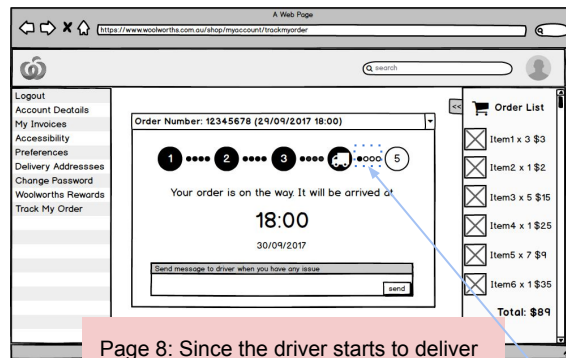
The order list detail is hidden in the sidebar showing the items of corresponding orders.

When the process goes to which step, the number in the circle will change to the corresponding icons. The circles of completing steps will change from white to black.

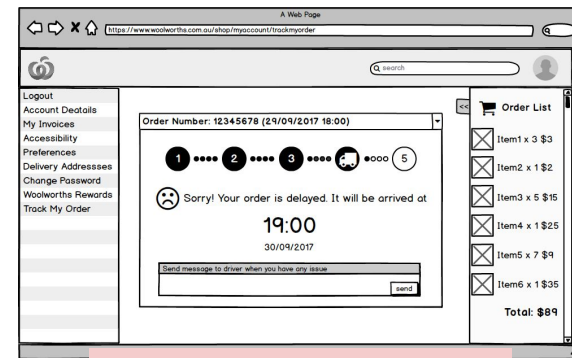
# Wireframes for Desktop



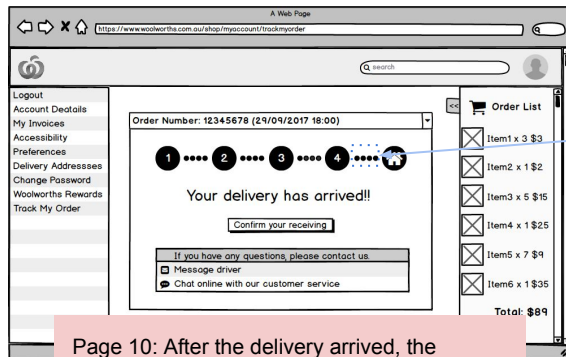
Page 7: After customers click the "Reschedule" button, the time and date become changeable. After they click the "Confirm" button, the time and date are updated.



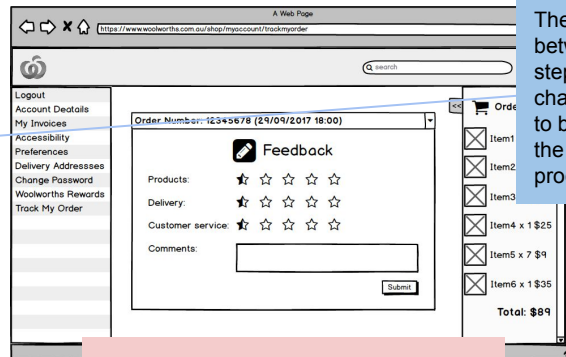
Page 8: Since the driver starts to deliver the order, the delivery time become unchangeable. However, the customers still can send a message to driver on this page.



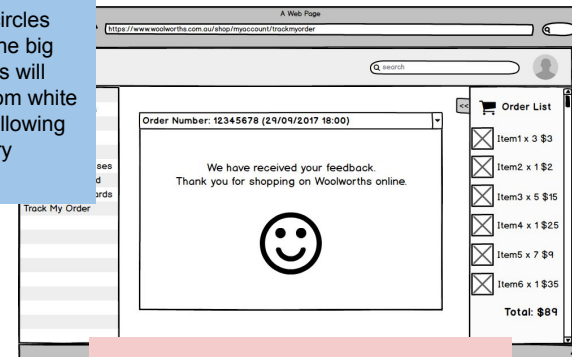
Page 9: if the delivery time is delayed, the time will be updated by system.



Page 10: After the delivery arrived, the customers can click the "confirm" button to confirm they had received their order. If not, they can communicate with the driver and customer service..

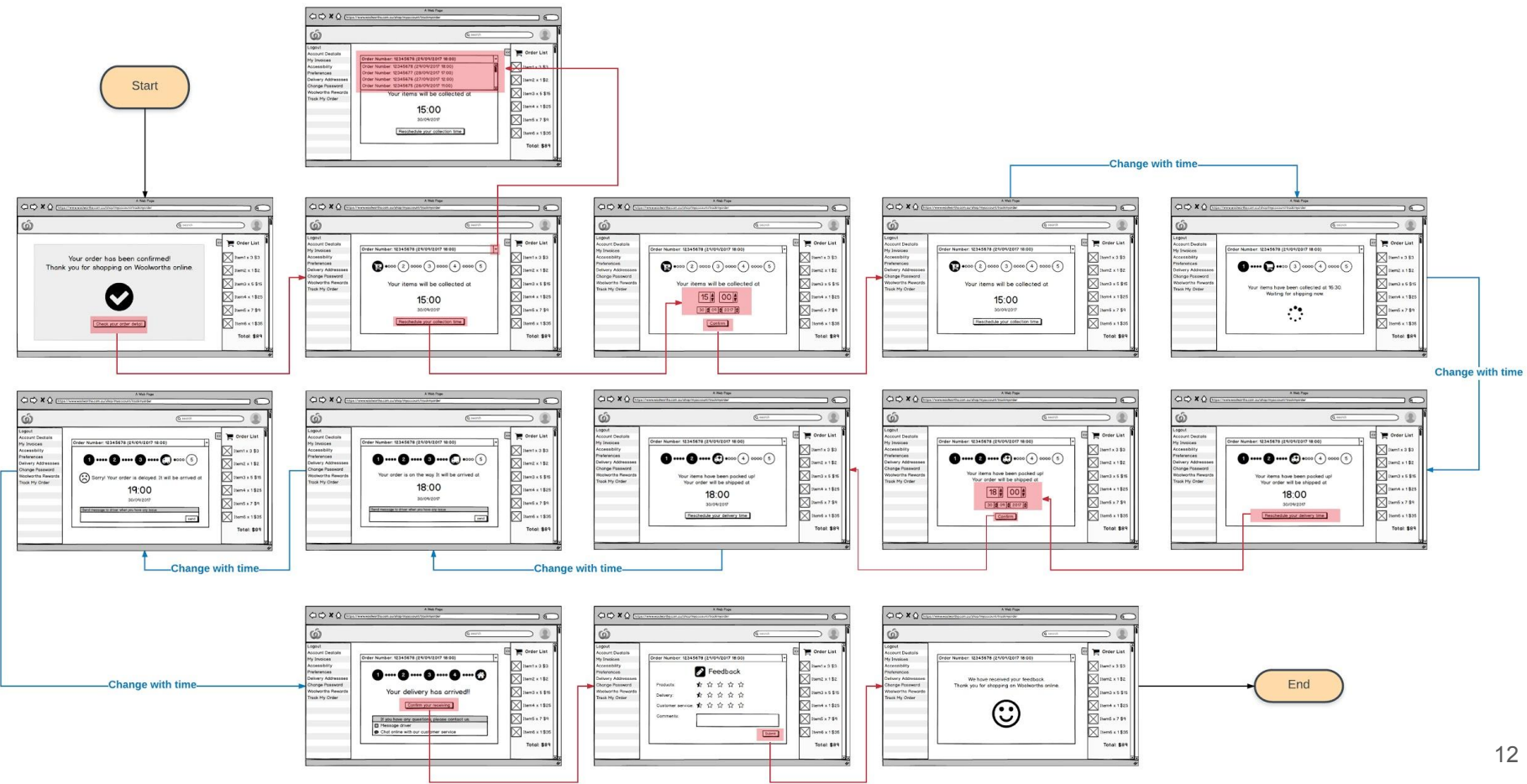


Page 11: After the customers click the "confirm" button, the page will go to the Feedback page.



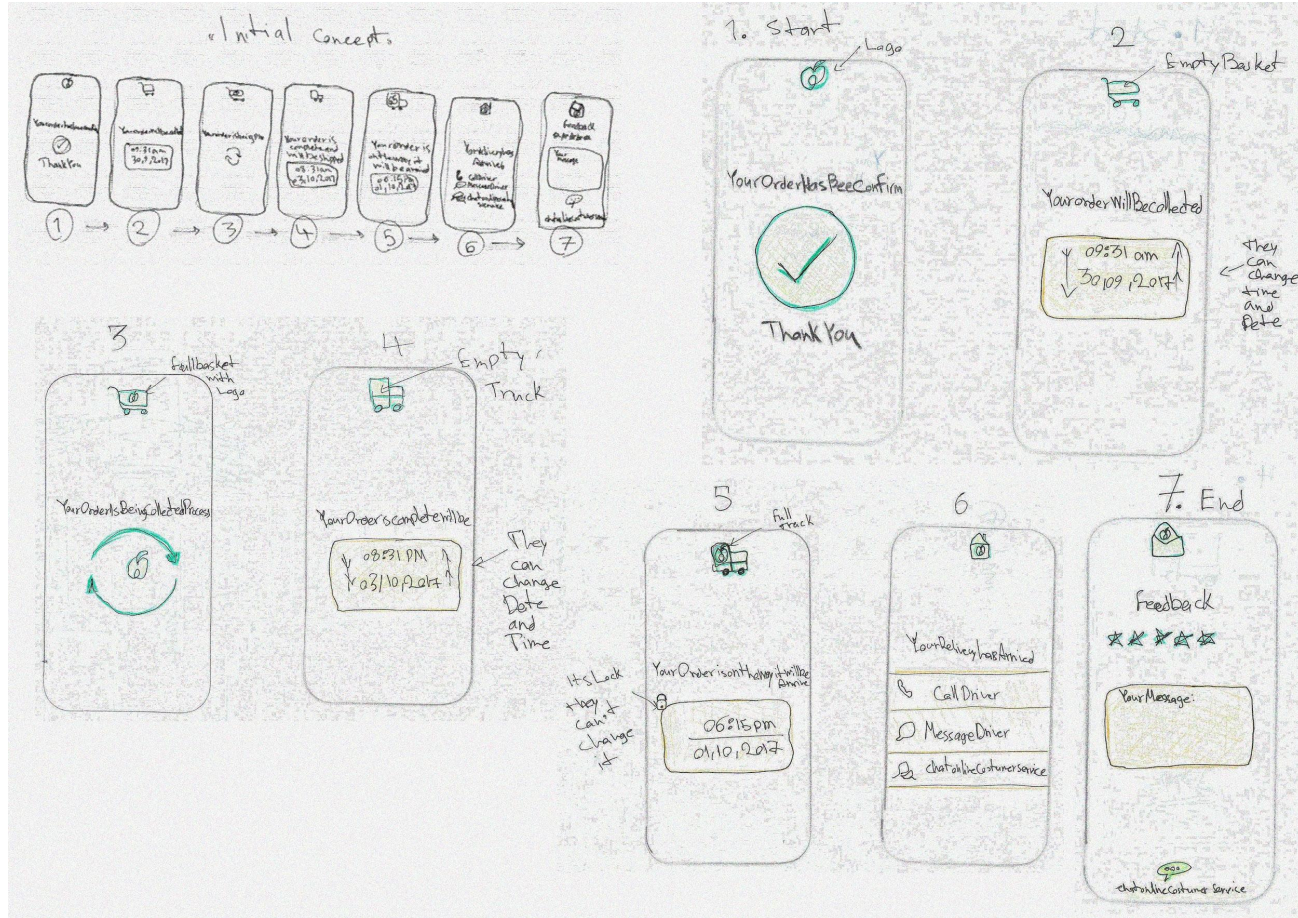
Page 11: After they complete the feedback page, it will show a smiling face image and show a expression of appreciation to customers.

The little circles between the big step circles will change from white to black following the delivery process.

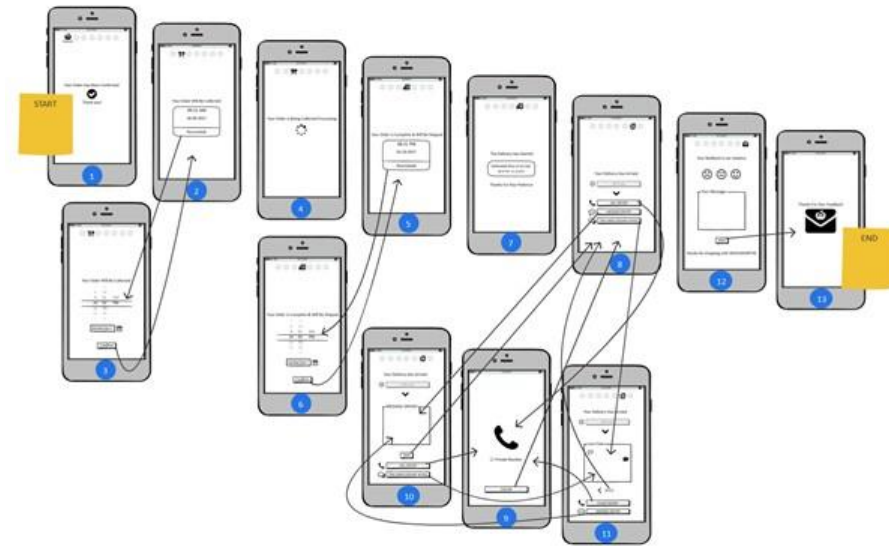
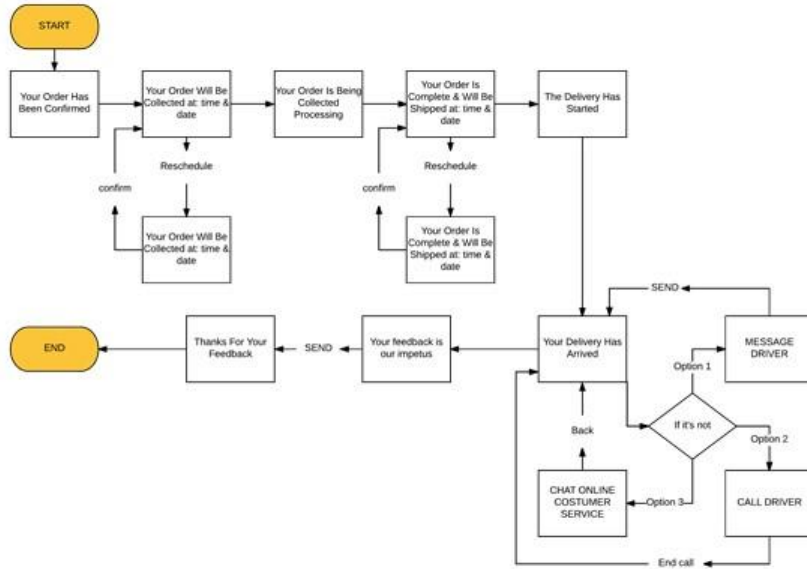




# Sketches for Android App

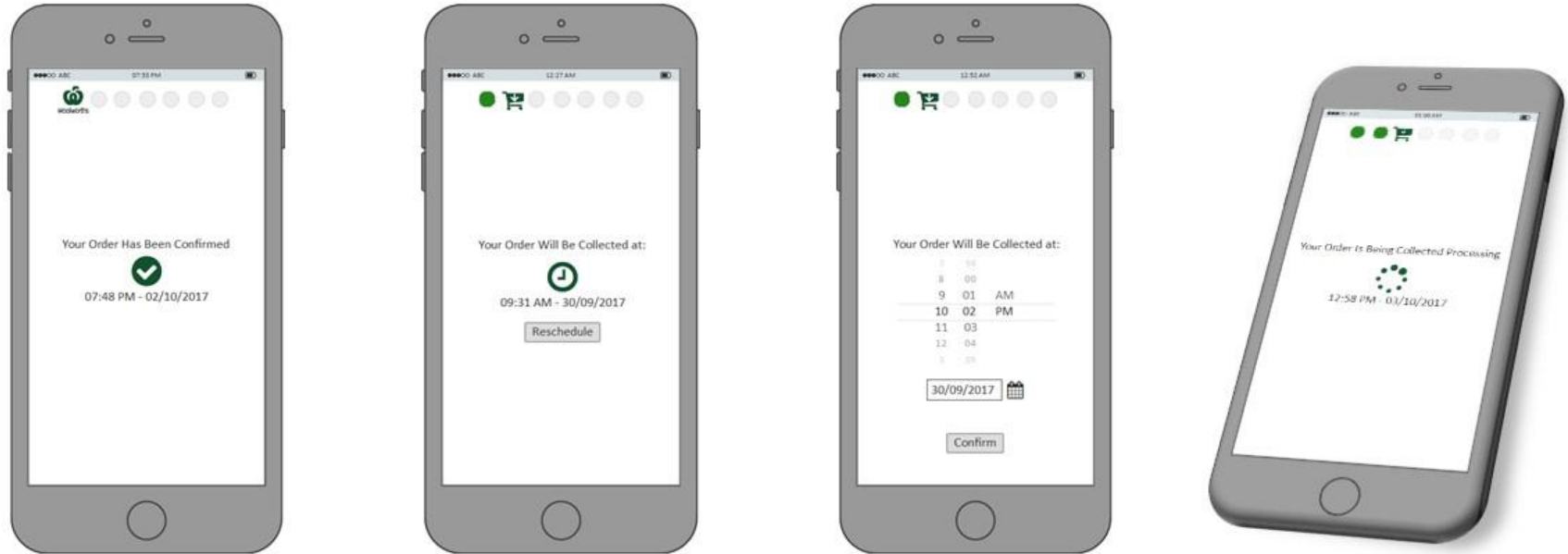


# Flowchart and Wireflow for Android App



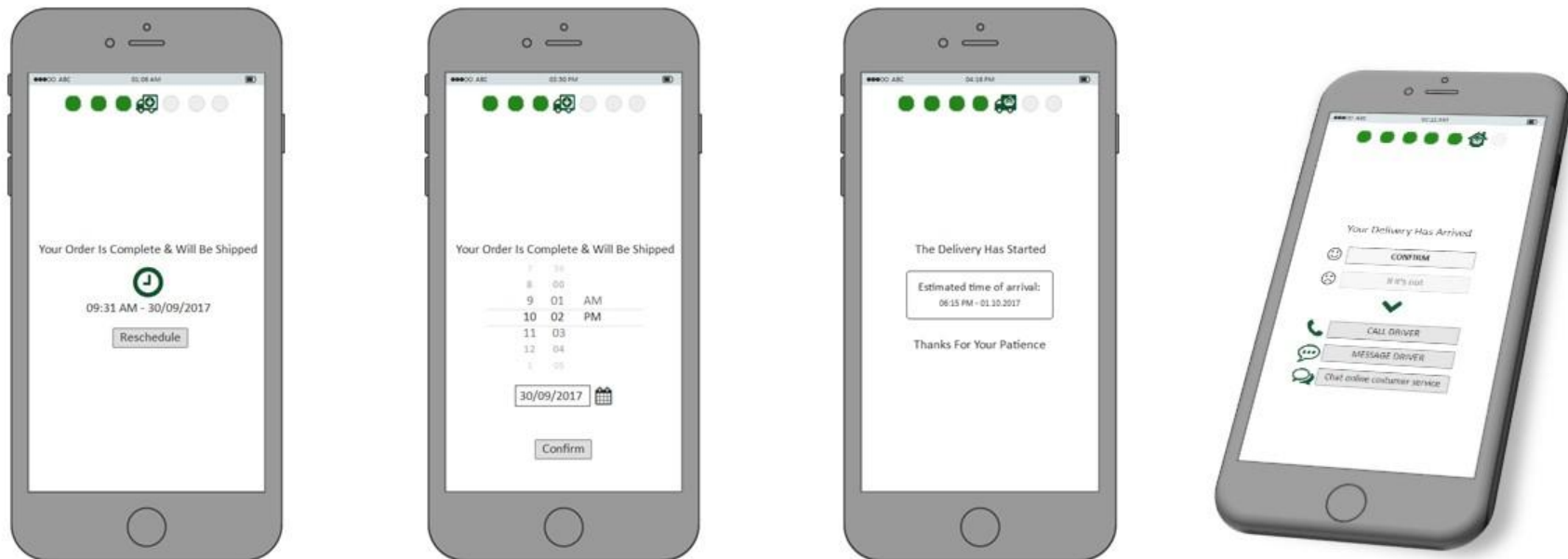


# Wireframes for Android App

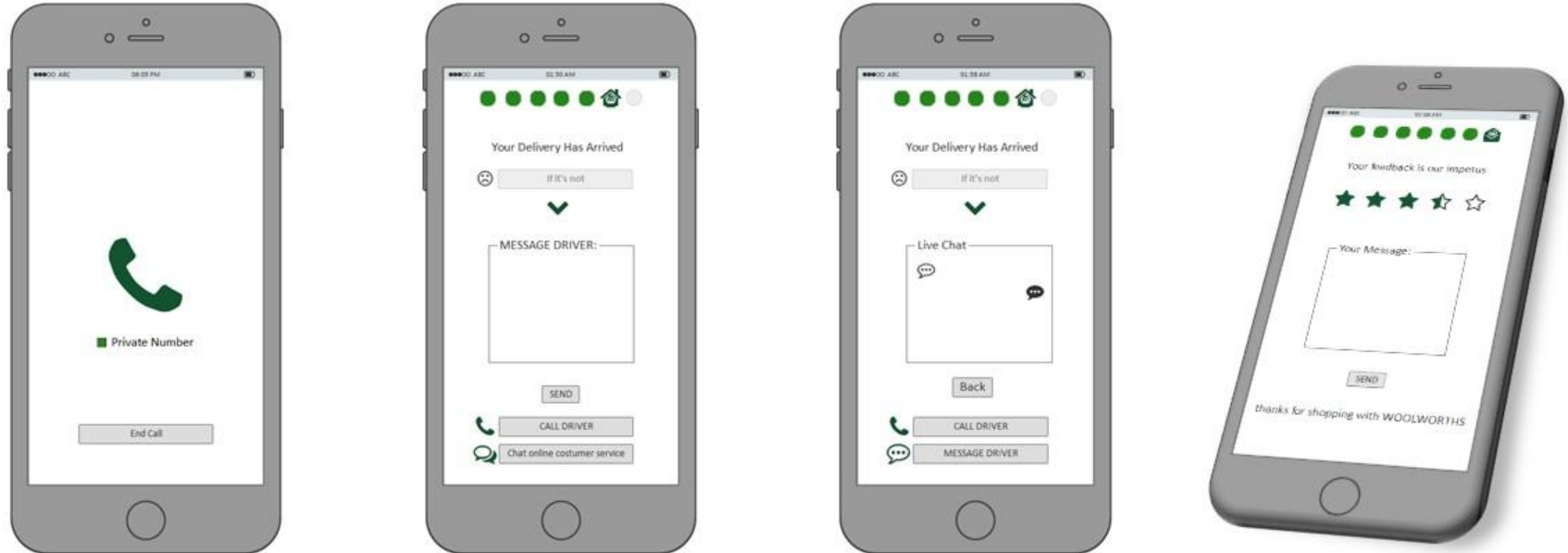


Digital wireframes for Android App

# Wireframes for Android App



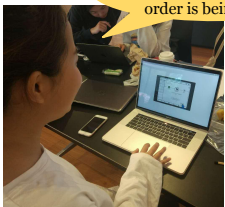
# Wireframes for Android App



# Tests for Ipad

## Test 1:

I'm not very sure which step my order is being.

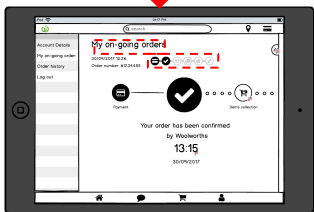
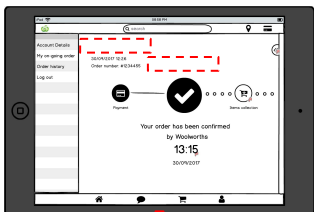


### Main issues:

1. Unclear page (according to the sidebar)
2. Unclear process on one page.

### Solutions:

1. Add **page title**;
2. Put **minimap** on the top. (This solution is indecisive because the issues comes from the tool limitation.)



## Test 2:

What if I have a future order, where can I find them?



### Main issues:

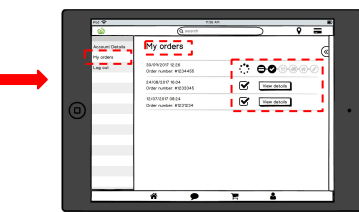
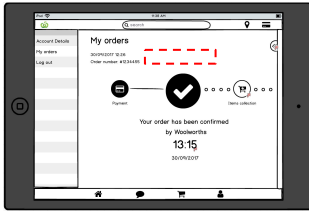
1. The catalogue of sidebar.

### Solutions:

1. Conclude "My on-going order" and "Order history" into one catalogue "My order". In this catalogue the history, on-going and future orders will be all contained.

### Further solutions:

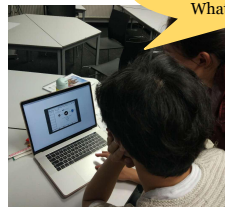
After conclude catalogues, the status of every order should be display in the same page. Combined with the feedback with test 1, I decided to **put minimap in the order list page**, people could **check the progress at the first sight** after they click "My order". **The information will be gotten one step ahead** comparing to the original design.



To reduce the repeatability, I delete the minimap on process page.

## Test 3:

Why there are two reschedule button? What's the difference?



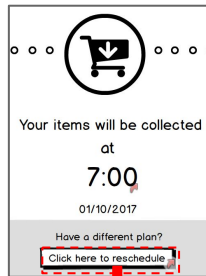
### Main issues:

1. Get confused of two reschedule buttons if not pay attention to the main process.

### Solutions:

1. **Make the prompt** on the buttons **more clear**.

(The more information people could get, the less people will think, and the design make people think is always the bad design.)



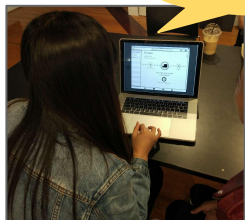
Have a different plan?  
**Reschedule for collection**



Being out?  
**Reschedule for delivery**

# Tests for Ipad

## Test 4:



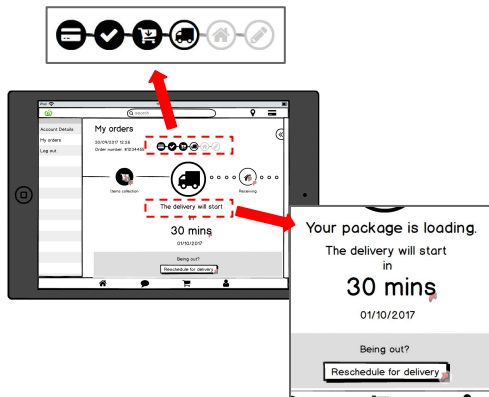
Haven't the delivery started?

### Main issues:

1. Get confused when see the prompt "The delivery will start in" and "The delivery has started".
2. After I delete the minimap, the issue of unclear progress was brought up again.

### Solutions:

1. Add prompt "Your package is loading" to clear the progress;
2. Re-add the minimap to the process page.

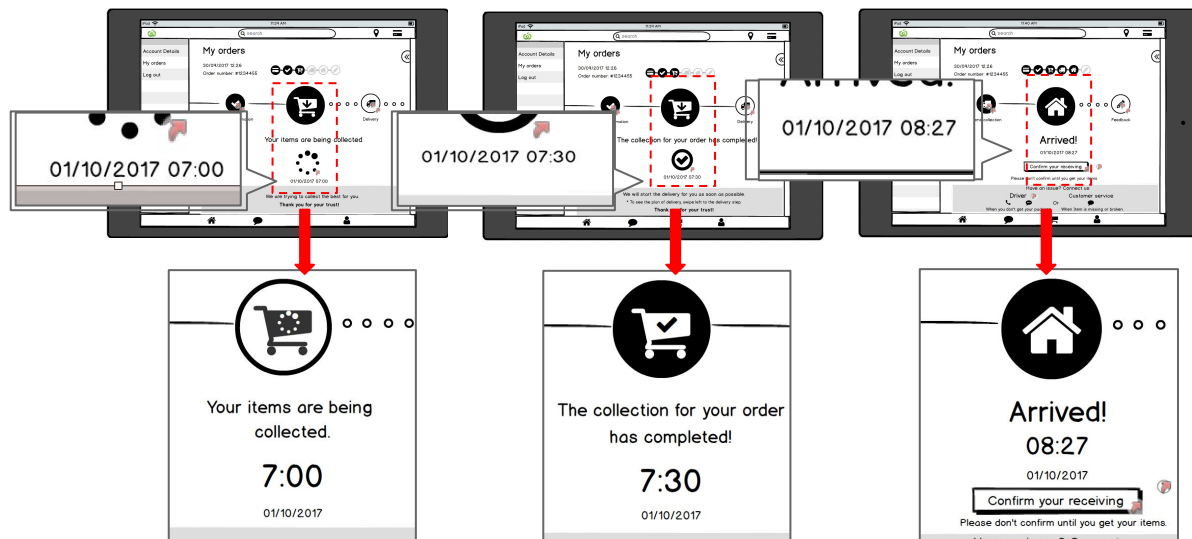


## Self-reflection:

### Main issues:

When I was improving my interface with the feedback from tests, and recall the conversations between testers and me, I realized that **one idea of our solutions was buried**. In the solution, we want to **emphasize the sense of time via providing users the completed time of each step**. But during the test, I even forgot to explain this function to our testers, which means this function could be hardly perceived on my page design, even I had a consciousness of this function, let alone those users who will explore the interface by themselves.

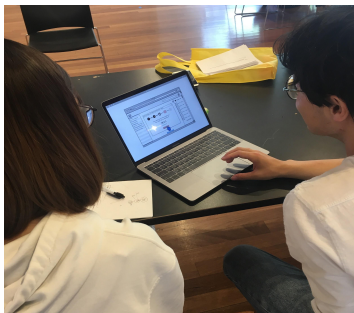
**Solutions:** To highlight the function and emphasize the sense of time, I **put the progress icons in the main process line** and **magnify the "Time" and put them at the same location of the page**, which makes the page looks more consistent.



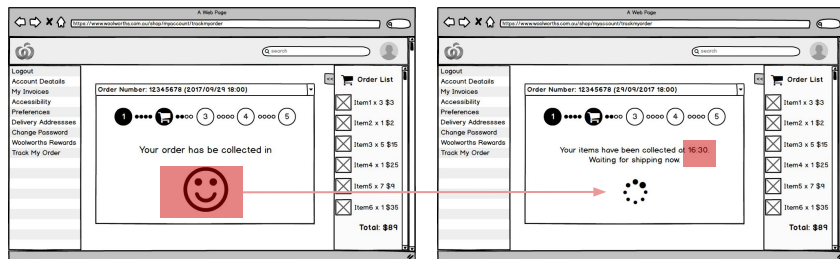


# User Testing for Desktop Interface Design

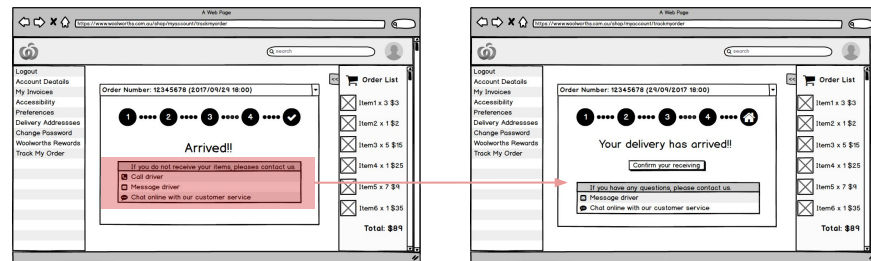
We invited 2 participants to help Yongfei do the user testing. Both of them gave us some valuable suggestions which are showed in the following. We used smartphone to record their conversations. The important dialogues are quoted and showed in our report's appendix.



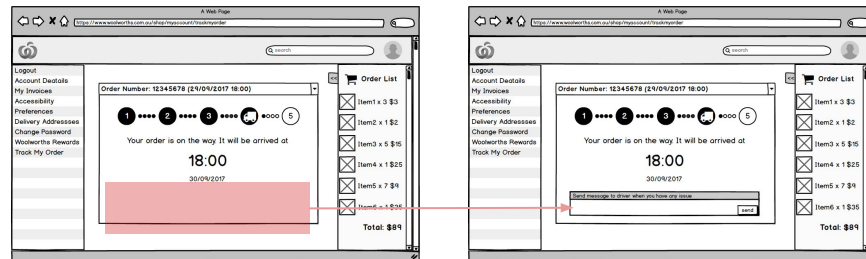
1. The smiling face logo in this page means nothing. Change it to loading logo and **add the time** when the items are collected by staff.



2. Delete the “Call Driver” option because it is a web-based interface design. Add the “confirm you receiving” button.



3. Add a box to let customers send messages to driver when the pages do not allow them to reschedule time.



4. There are two “Reschedule” buttons in this whole process. It will let customers be confused about what is difference between them. In addition, it will increase staffs’ workload if the time and date can be changed based on their preference.

5. The **statements** on each page should be correct. Some words might make customers be confused, such as collected and packed up.

## Key quotes from feedbacks:

1. Confirmation delivery arrived button on android app is necessary
2. Blank circles show for remaining steps
3. Exactly show the time and date in all steps
4. Change the buttons color from yellow to gray
5. Change emoji faces to stars for feedback rating
6. Use a back button to delivery arrived wireframe from costumer service live chat wireframe



1

2

3

4

5

6

# User Testing: Summary of Results

IPAD	<ul style="list-style-type: none"> <li>• Users are confused about which step is going right now</li> <li>• Users want to know the status of all the orders when they click the “My orders” option</li> </ul>	<ul style="list-style-type: none"> <li>• The “My on-going orders” option is not effective</li> <li>• <b>Two “Reschedule” buttons are quite confusing</b></li> <li>• All the “Time &amp; Date” should be placed at same location in the page to emphasize the sense of time.</li> </ul>
DESKTOP	<ul style="list-style-type: none"> <li>• Some images and logos make people be confused</li> <li>• Some pages do not provide time and date</li> <li>• “Confirm your receiving” button is necessary</li> <li>• Provide a service to customers that allows them to message with the drivers if they have any issues</li> </ul>	<ul style="list-style-type: none"> <li>• Users get confused <b>why there are two “Reschedule” buttons</b></li> <li>• Some statements are confusing and hard to understand</li> </ul>
ANDROID	<ul style="list-style-type: none"> <li>• It is necessary to add a confirmation delivery arrived button</li> <li>• The color of the remaining steps’ circles should be white</li> </ul>	<ul style="list-style-type: none"> <li>• Show time and date in all steps</li> <li>• Change the emoji faces image to stars for the feedback page</li> <li>• <b>Two “Reschedule” buttons are confusing</b></li> </ul>
COMMON THEMES AND KEY FINDINGS	<ul style="list-style-type: none"> <li>• All the steps in each platform should include the exact time and date. Based on the users need and our solution, our interface design aims at <b>updating the time and date of each step</b>. It is convenient for customers to know when their items will arrive and also can show Woolworths is a company that pays attention to time.</li> <li>• Although the <b>“Reschedule” buttons</b> have different functions, users still get confused. Users are also confused about when they can change their delivery time. From the perspective of Woolworths’ staffs, if customers change the delivery time about five minutes before departure, it will <b>increase their workload</b>.</li> <li>• All the images, icons and statements on each page should be clear and easy for understanding.</li> </ul>	
SOLUTIONS	<ul style="list-style-type: none"> <li>• Time and date should be kept in the same font and size and put on the same location of each steps’ page.</li> <li>• Change the “Reschedule” buttons respectively to “Reschedule for collection” and “Reschedule for delivery”. The <b>time and date range should be limited</b> and conform to the planned arrangement of Woolworths.</li> <li>• Make more considerations about all the images, icons and statements.</li> </ul>	

According to our solution, the main purpose of our interface design is providing a whole delivery process to our customers by updating and showing the specific time and date of each step. Our design process focuses on making sure customers can easily get the latest information of their order delivery. In addition, this design process also improves to the customer service of Woolworths online. Therefore, **the whole design process is made from the customer view.**

After we finish the users testing for our three different platforms, we get lots of **positive feedbacks** from the participants. Firstly, the whole design process is **feasible and effective**. Based on the research of the first assignment, we find that the delivery issue is one of the most serious problems for Woolworths online (see Appendix A). Our design process basically helps customers to know the information of delivery and allows them to reschedule the delivery time easily. The “Collection” step allows customers know whether their items, such as milk and vegetables, are fresh or not. Secondly, the structure of our design process is **clear and integrated**. In consideration of customer's convenient, we simplify the steps and the using method. We make all the contents and elements be clear and easy for customers to find.

From the perspective of Woolworths online and their staffs, our design process can help them to promote their customer service. Based on the research, it shows some people complain that the after-sales customer service is poor. The “call and message to driver” and “chat with customer service online” can help customers to **effectively communicate** with Woolworths and also help Woolworths online to build good relationships with their clients.

However, the testing feedback shows our design process is **lack of consideration from the view of Woolworths**. Because the “Reschedule” function allows customers to change the collection time and delivery time based on their preference, it will increase staffs’ workload and also mass up the work arrangements of Woolworths.

Therefore, in our final solution, we will focus on **improving the reschedule function**. We decide to change the unrestrained time and date range to **limited scope**. The optional time and date range should conform to the planned arrangement of Woolworths.

1. Liao, T., & Keng, C. (2017). *Online shopping delivery delay: Finding a psychological recovery strategy by online consumer experiences*. Retrieved 4 October 2017, from [http://dd8gh5yx7k.search.serialssolutions.com/?ctx\\_ver=Z39.88-2004&ctx\\_enc=info%3Aofi%2Fenc%3AUTF-8&rft\\_id=info%3Aasid%2Fsummon.serialssolutions.com&rft\\_val\\_fmt=info%3Aofi%2Ffmt%3Akev%3Amtx%3Ajournal&rft.genre=article&rft.atitle=Online+shopping+delivery+delay%3A+Finding+a+psychological+recovery+strategy+by+online+consumer+experiences&rft.jtitle=Computers+in+Human+Behavior&rft.au=Liao%2C+Tze-Hsien&rft.au=Keng%2C+Ching-Jui&rft.date=2013-07-01&rft.pub=Elsevier+B.V&rft.issn=0747-5632&rft.eissn=1873-7692&rft.volume=29&rft.issue=4&rft.spage=1849&rft\\_id=info:doi/10.1016%2Fj.chb.2013.03.004&rft.externalDBID=BSHEE&rft.externalDocID=340206000&paramdict=en-AU](http://dd8gh5yx7k.search.serialssolutions.com/?ctx_ver=Z39.88-2004&ctx_enc=info%3Aofi%2Fenc%3AUTF-8&rft_id=info%3Aasid%2Fsummon.serialssolutions.com&rft_val_fmt=info%3Aofi%2Ffmt%3Akev%3Amtx%3Ajournal&rft.genre=article&rft.atitle=Online+shopping+delivery+delay%3A+Finding+a+psychological+recovery+strategy+by+online+consumer+experiences&rft.jtitle=Computers+in+Human+Behavior&rft.au=Liao%2C+Tze-Hsien&rft.au=Keng%2C+Ching-Jui&rft.date=2013-07-01&rft.pub=Elsevier+B.V&rft.issn=0747-5632&rft.eissn=1873-7692&rft.volume=29&rft.issue=4&rft.spage=1849&rft_id=info:doi/10.1016%2Fj.chb.2013.03.004&rft.externalDBID=BSHEE&rft.externalDocID=340206000&paramdict=en-AU)
2. PRODUCTREVIEW, Woolworths HomeShop. 2016, from <https://www.productreview.com.au/p/woolworths-homeshop.html>



# APPENDIX



Negative comments  
overwhelmed

Customer needs:

- High quality products.
- Friendly website interaction
- High efficient services (including online services and delivery services)

## Online Ethnography - Woolworths



Good quality and great prices. (31/449 reviews)

- **Great quality** and very comfortable.
- Great prices, choices and quality
- Excellent service.
- The quality of the item was more than matched by the quality of the service.
- Found Woolies to be **cheaper** than Coles on both products and delivery fees.

Efficient and convenient online shopping. (13 / 449 reviews)

- it's **a breeze to select items**, add them to your basket, adjust quantities or delete items and make your payment.

Friendly delivery (5 / 449 reviews)

- Drivers are friendly and bring the shopping to my kitchen.



Bad delivery service. ( 293 / 449 reviews)

- Ordered a fridge freezer on 14th May to be delivered on the 26th May.
- I ordered a set of tea ,coffee and sugar containers which were supposed to arrive in a week to 10 days . This was then changed to a month before arrival and now it will **take 2 months** .
- Ordered groceries to be delivered between 4 and 7 pm. When **no groceries arrived** at 7.30pm I rang customer service who told me they had indeed need delivered to my address.

Late refund (13 / 449 reviews)

- Incompetency.
- **Out of stock** products, refund in 3-5 days, **missing**.

Customer service is a disgrace ( 8 / 449 reviews)

- **Order didn't show up**, driver couldn't be contacted.
- Spoke to [name removed] from customer service and he **made it out to be our fault**.
- We are stuck with no shopping and **no explanation** why.



### Background Research:

In today's international business market, the daily usage of smartphone and tablet among Australians consumers has been increased. Unfortunately; the retailers who don't get it right or don't invest on this prominent topic, loose the big economic opportunity. Nevertheless, there are innumerable reasons that have negative effect on online shopping, but the most predominant one is delivery issue. Also, delivery has some problems that comprise of delivery duration time and lack of information about delivery process.

In studies carried out about online shopping, some complaints were made about too much delay in delivery or total failure of delivery ( meaning the person hasn't received the ordered at all), therefore, the people who are working in the area of online retail sales must pay close attention to this issue.

One of the major reasons that customers and consumers avoid ordering online is these remarkable differences including the late arrival of the goods or problems associated with delivery.

Researchers have found that the companies providing these services by improving the suitable transport services can reduce the dissatisfaction with the service that is usually expressed by the customers. In addition, they can create a positive image for the customers.

They have discovered the main features of improving the transport facilities for the customers include, customer's minute by minute and immediate information about the transport process, contact facilities for keeping in touch with the transport service, the exact hour and date of transportation and delivery and answering pace must be speedy.

As a result, improving these services in online retail sales can prove loyalty towards the customers and build up trust and finally it leads to an increase in customer satisfaction with online shopping.



“Shopping online really could help me a lot as long as no delivery issues.”

### **Nancy**

Age: 26

Gender: Female

Nationality: Australia

Occupation: Shopping Assistant

Income: 4k/month

### **Behavior:**

Nancy used to shop online both for her to get some makeup products and for her mother to get some daily supplies a few times. But the experiences were not happy. The delivery service always made her mad. She found the situation that the goods she brought are missing or broken happened as common. She tried a few time to connect with customer service and never got what she wanted.

### **Motivations:**

For Nancy, online shopping could help her a lot as long as no delivery issues. She is a loyal customer of Woolworths in physical store and trusts their quality.

### **Frustrations:**

Nancy found it was hard to follow the track of her order. She could get few informations about the track, all she could do is waiting. She felt so passive when she was waiting for her package. When delivery issues happened, she found that she only could find one way to connect with customer service and it was always a long journey to the department she wanted to talk to, and always couldn't get the problem solved.

### **Goals:**

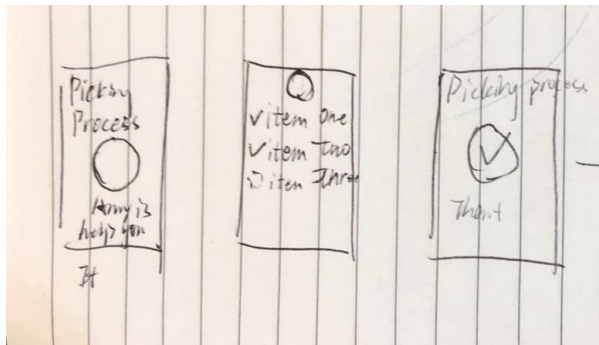
1. **Available delivery process and progress :** For Nancy, the most important character for a satisfied delivery experience is on time and being foreseeable.
2. **Be more initiative in the delivery process:** In Nancy's opinion, the more information she gets, the more initiative she has.
3. **Well-divided customer service:** Reduce the unnecessary process of customer service, make the connection more directly.

## Obsolete Idea 1

In the items collection page, we had an idea about showing each item is being collected. When the staff is collecting one item, the page will show a “Tick” icon in front of the item’s name. After all the “Tick” icons are shown on this page, it means the collection progress has been done. This idea can let customers know all the items are completely collected by staffs.

### Reason to abandon:

However, we considered that this idea would create a lot of human waste and it was not a enough useful solution for our design progress.

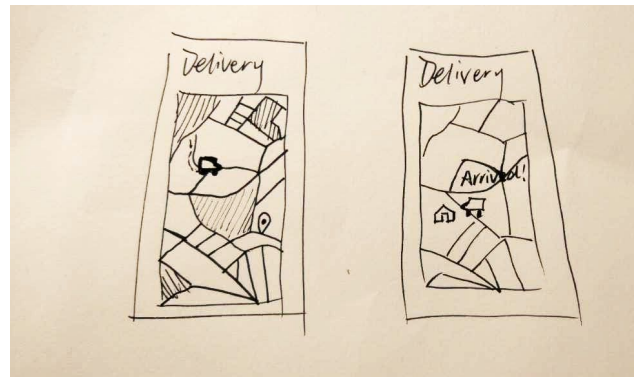


## Obsolete Idea 2

In the order delivery page, we had a thought about using the locative technology to show the delivery progress. For example, Uber uses the GPS device to show where the driver is and when the driver will come. If we use the same technology in our design process, it will make the delivery process be more visual and clear.

### Reason to abandon:

However, we considered the privacy issue. Because, the driver does not deliver one order at a time, so the map will the driver pauses at the door of other customers' homes. This idea will reveal customers' privacy.



## Appendix D - User Testing Quotes (for iPad)

### Test 1:

**April:** Because of the limitation of Balsamiq, you could only click to the next process, but in the actual operation, you can swipe to check the next process and the progress will auto-update.

**Ada:** I see. But is there any small map that I could get where my order has been at one sight. If I only see the one page of yours, **I am not very sure which step my order is being.**

### Test 2:

**Pem:** Where can I find my order?

**April:** After you click my account, and click my on-going order...

**Pem: What if I have a future order?** You just have on-going order and order history. Have you consider about it?

### Test 3:

**April:** Here, you can also reschedule for the delivery...

**Leo:** Is there already having a reschedule button, **why there are two of them. What's the difference?**

**April:** One for the collection and one for the delivery.

**Leo:** Ahhh, it got me a little bit confused. Maybe make the prompt more clear, these two buttons are just same.

### Test 4:

**Zoey:** Why there are three pages for delivery?

**April:** There are two lines in my design, one for upcoming process and one for auto-updating progress, I have to make both page for them, and in auto-updating process, there are two steps for delivery, one page for one step...

**Zoey:** So... in this step, **haven't the delivery start?**

**April:** Yes, this is for loading...



For page 5: “I think the smiling face image is inappropriate. On the other two platforms, I remember they use the loading icon right?”

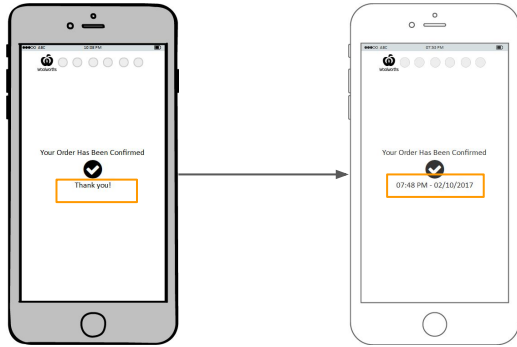
For page 2&6: “Why there are two “Reschedule” buttons? Are they different?”

For page 8&9: “If I don’t have time to receive my order in this step, what should I do? Probably add a function for users to contact with the driver will be better.”

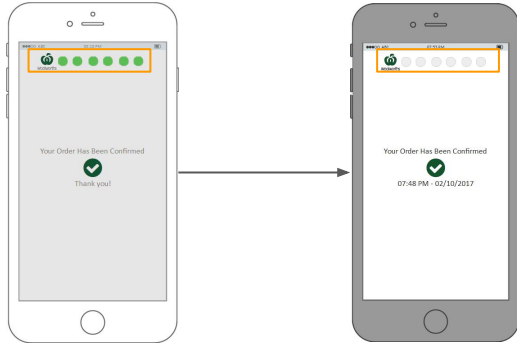
For page 10: “It is a web-based design. Can I call the driver by clicking the “Call Driver” button? Or can I see the driver’s phone number by clicking this button?” Explains... “Ok. I see... So you want to protect the driver’s privacy. I think deleting the “Call Driver” button will be better.”

For all pages: “I feel like some status are not explained accurately, such as what do you mean the items have already packed up?”

## Appendix D - User Testing Quotes (for Android App)

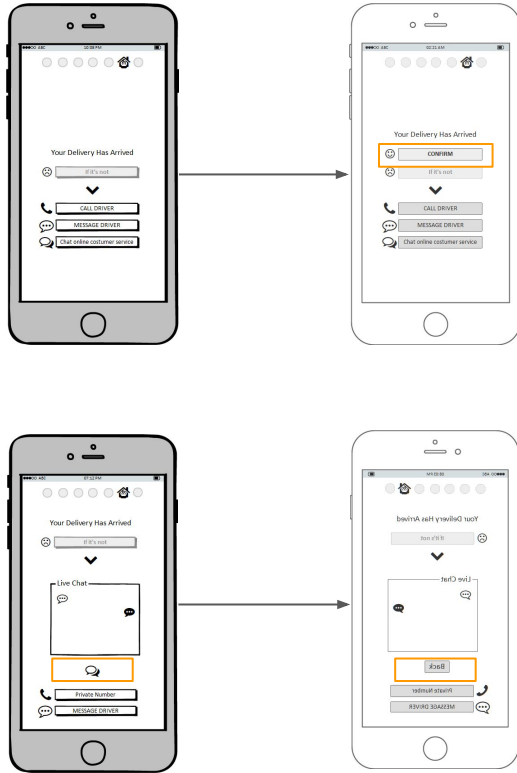


- Tester: In my point of view, wireframe one looks suitable, but it can be better if it indicated date and exact time.
  - Designer: I agree, I thought about it, but I want improve it in the future
- 



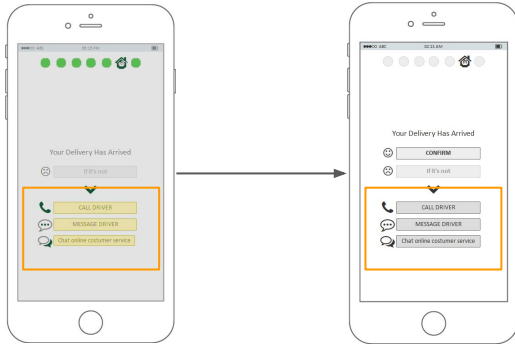
- Tester: why all of the circles that you have been designed for process steps are circles why you are not showing by number
- Designer: I tried it but it doesn't look good because it needs more space
- After our discussion the tester told me that you can use blank circles for illustrating the further steps which will be load later on, moreover, you can utilise the colourful circles to show that the steps are already load and finish

## Appendix D - User Testing Quotes (for Android App)

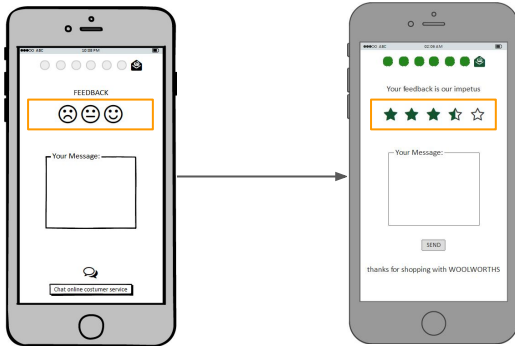


- Tester: How from the delivery page can go to feedback page?
  - Designer: While the delivery will be reach and pass the order, he can confirm it in his device and then automatically on customer's app will be go from delivery page to feedback page
  - Tester: If delivery driver pass the order to another person and if driver confirm it then what customer supposed to do? It not better that while the customer receive his delivery confirm it by himself on his app
  - Designer: It is a good idea I am going to add another option for this issue
- 
- Tester: in life chat's page when we finish our chat how we can return to delivery 's page?
  - Designer: it is my fault I must add this option, I didn't pay attention earlier

## Appendix D - User Testing Quotes (for Android App)



- Tester: Why do you use yellow colour for your buttons?
- Designer: Because it is the Woolworth's corporate identity's colour
- Tester: It doesn't look good do you think it might be better if you switch it with grey colour
- Designer: Ok, I should try it



- Tester: Is it better to use stars instead of Emoji faces ?
- Designer: I should try, but why do you think it is a better way ?
- Tester: Because in my idea it looks familiar among people.