

The background is a blue grid with decorative elements consisting of dotted lines and circles. On the left, there are two L-shaped dotted lines with circles at their corners. On the right, there is a U-shaped dotted line with circles at its ends. The word 'TRACK'N' is centered in a white box.

TRACK'N

Track deliveries, products loaded and unloaded from the warehouse, and what is being sold and/or returned from the stores to manage and ensure productivity.

DEFINING THE PROBLEM




Los Andes Bakery

- Drivers would sell bread on the side and pocket in the money.
- The owner and/or manager looks at the invoices the drivers return at the end of the day, and checks it against to what they took and what is left over, but there's no way of knowing if they went somewhere else.
- The owner would have to go on good faith of the employee that they're reliable, telling the truth.

PROBLEM STATEMENT

Los Andes Bakery needs a way to track deliveries, products loaded and unloaded from the warehouse, and what is being sold and/or returned from the stores to manage and ensure productivity.



HYPOTHESIS

We believe that creating an app, we will achieve capturing proof of delivery, and the management of products.

We will know this to be true when we get the results from the app that would track when a delivery is made, manage products coming in and out of the warehouse, and manage what product has been sold and/ or returned.



USER RESEARCH & RESEARCH FINDINGS

RESEARCH PLAN

RESEARCH PLAN

Client: Los Andes Bakery- Blanca Murcia

Background

A problem we have within the company pertains to our delivery driver(s). We don't have a way of verifying anything. We need a way of tracking what's going in and out of the warehouse and what and when it's being delivered.

Goals

Track what they are doing to ensure productivity.

- Verify what products drivers are loading and unloading from the warehouse.
- Verify what products drivers are selling and returning from each store.
- Verify where and when a driver makes a delivery.

Research Questions

- What are they doing now when making deliveries? *They come in the morning and load the truck, and off they go following a set schedule given to them. There are times tho where we can't check what they are loading and they load the truck because there isn't time.*
- How do you know when they make a delivery? *We look at the invoices they return to us at the end of the day and check it against to what they took and what is left over. But we don't know if they went anywhere else.*

- Why don't you know this? *Because we don't have someone checking in what they are returning. Because usually we are too busy to count in all the inventory. Also we don't know if they loaded more product when we weren't looking, and if that is the case they could have sold it to some other store that's not on the set schedule, or worse yet sell it to a customer that we don't even know about.*

- How are you dealing with this problem? Workarounds? *We try are best to be there when they are loading the truck, and when they return to count the inventory. But usually we have to go on good faith of the employee that they're reliable, telling the truth.*
- What are your business goals? *Make sure none of our drivers are stealing from us, ensuring productivity.*

Methodology

What is the expected outcome? What the product should be?

Make an app that can track what the drivers are doing, where they are going, and delivering. Also wants to have a device or app that can print out the invoices right there in the spot at the store, putting in what is being sold at that time, instead of writing it out; wants to go digital.

Target Audience

Delivery drivers, age 18 to 55, never used a tracking device, expressed interest in using an app to manage deliveries.

USER FINDINGS



Blanca



Robert

We don't have a way of verifying anything

We're too busy to count in all the inventory when they return

We want to go digital

There are times we can't check what they're loading

We have to go on good faith of the employee that they're telling the truth

USER GOALS

USER GOALS

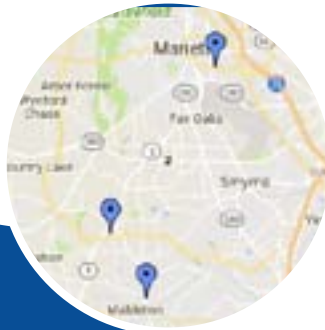


Verify what products drivers are loading and unloading

Verify what products drivers are selling and returning



Verify where and when a driver makes a delivery



USER PERSONA

USER PERSONA



“We offer a fine line of baked goods including a line of breads, pastries, and cakes. This year will be our 23rd year in business! The quality of our food is the best, one of a kind!”

ROBERT MURCIA Occupation: Manager at Los Andes Bakery
Company Size: Small (1-6 employees)

BEHAVIORS & HABITS

- I look at the invoices they return to me at the end of the day, and check it against to what they took and what is left over, but I don't know if they went anywhere else.
- I have to go on good faith of the employee that they're reliable, telling the truth.

FRUSTRATIONS

I had a driver that would sell bread on the side and pocket in the money, and I didn't know about it. It was the customer that had called me asking, “When were we going to deliver bread to them again?” I thought they had the wrong number, and they were like “no, your delivery guy drops bread off to me all the time” and gave me his name. And that's when I realized what was going on.

GOALS

We need a way of verifying what are drivers are doing. We need a way of tracking what's going in and out of the warehouse, and what and when it's being delivered.

COMPETITIVE ANALYSIS

COMPETITIVE ANALYSIS



- + Proof of delivery
- + Vehicle tracking
- + Scalable to your needs
- No way of tracking products loaded & unloaded onto the truck
- No way of tracking what products were returned



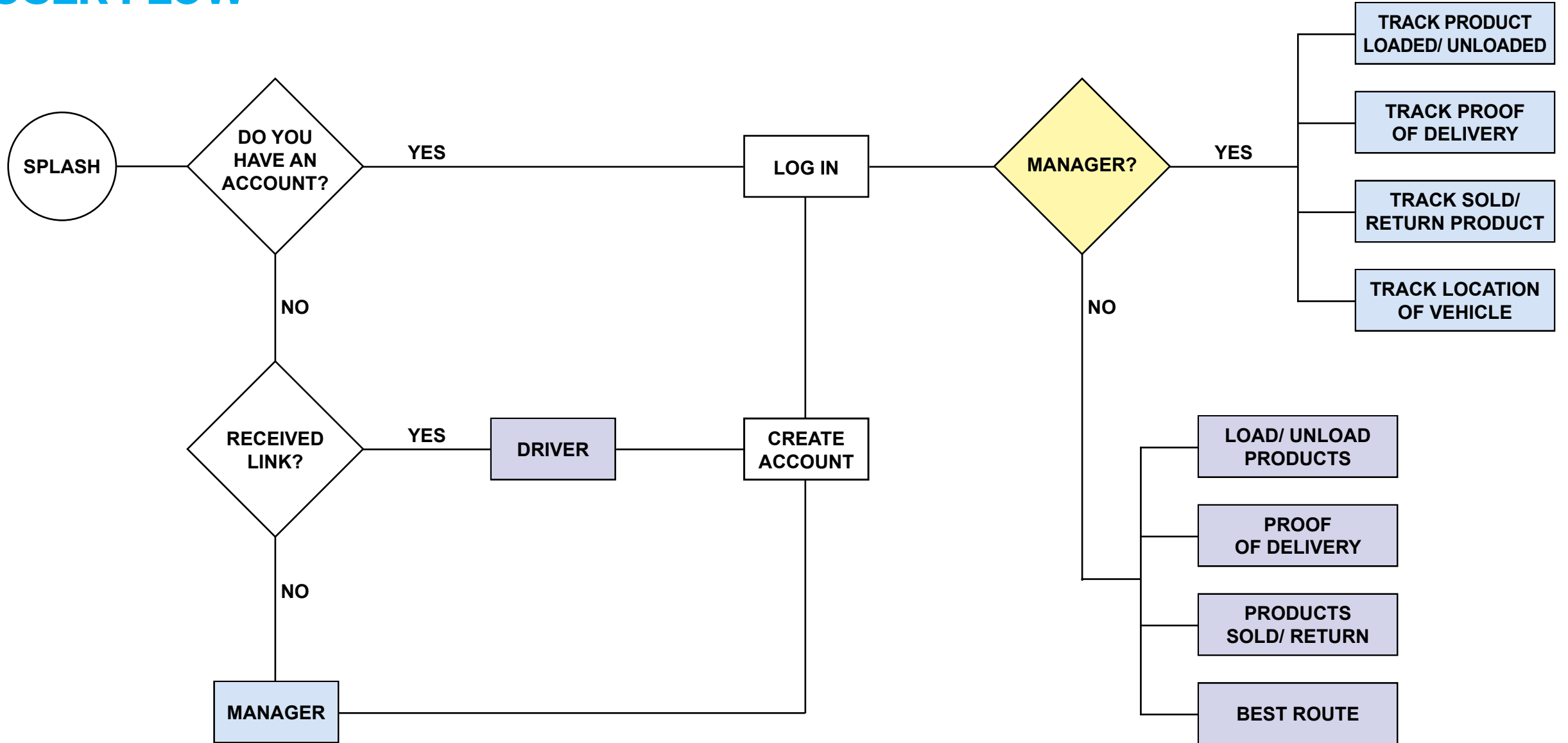
- + Streamlines all your operations
- + Advanced analytics
- + Manages on field personnel
- + Pick up & delivery
- No way of tracking products loaded & unloaded onto the truck
- No way of tracking what products were returned



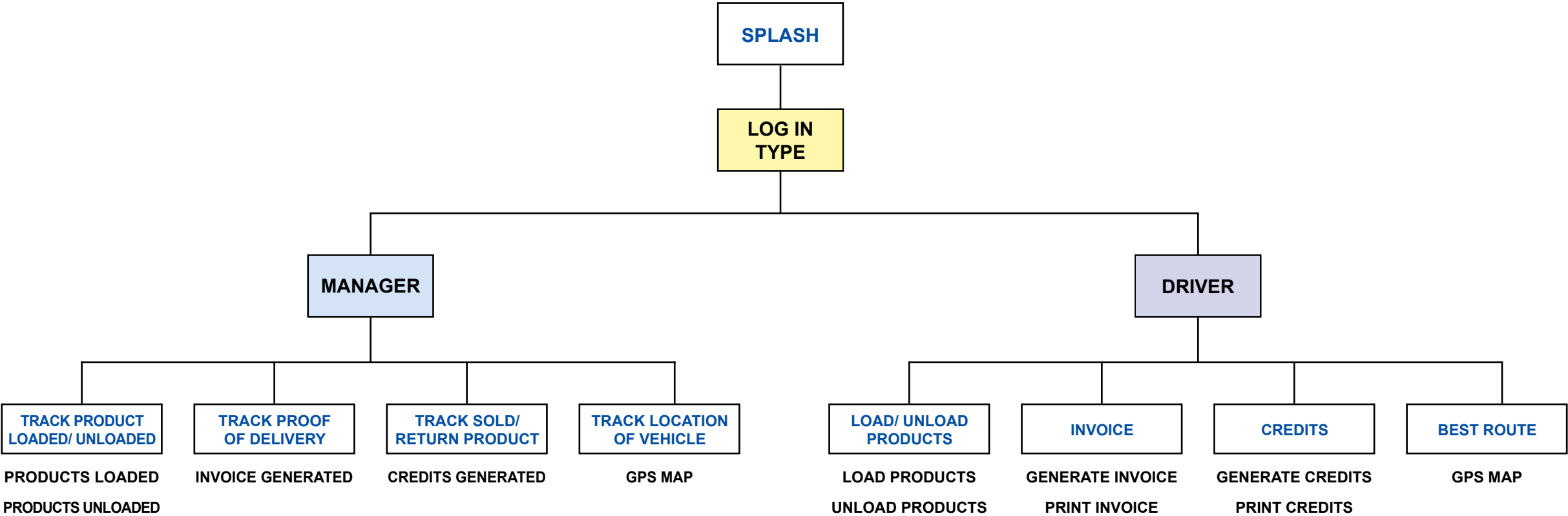
- + Start small, tracking only your most valuable assets
- + Mobile delivery
- + In a recall situation, lot traceability features help you quickly locate and recover product.
- + Works well with barcode labels and RFID tags
- Even tho it said it can start small, the assests they're referring to are equipment based only, not products like a loaf of bread. It's too big for a small business
- No way of tracking products loaded & unloaded onto the truck unless you were taking products in bulk bigger than what you're delivering now.
- No way of tracking what products were returned

USER FLOW & SITE MAP

USER FLOW



SITE MAP

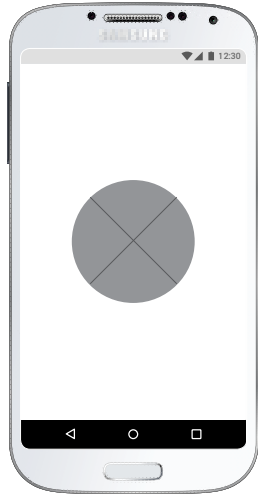


SKETCHES & WIREFRAMES

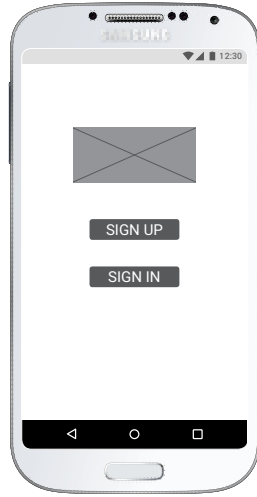
SKETCHES



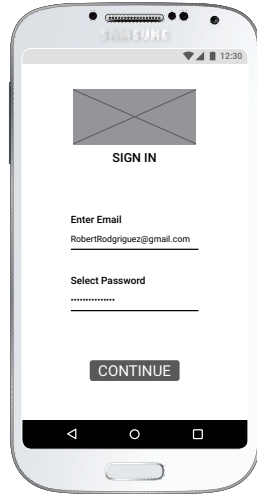
LOW FIDELITY WIREFRAMES



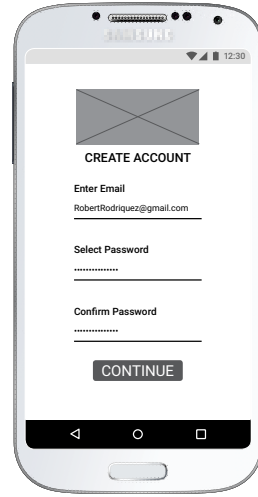
SPLASH



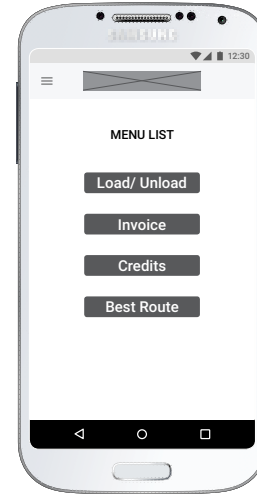
SIGN UP / SIGN IN



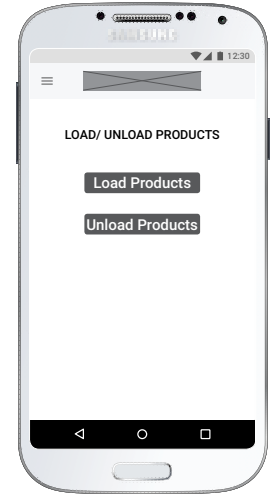
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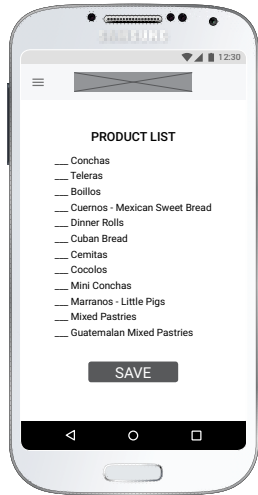
CREATE ACCOUNT



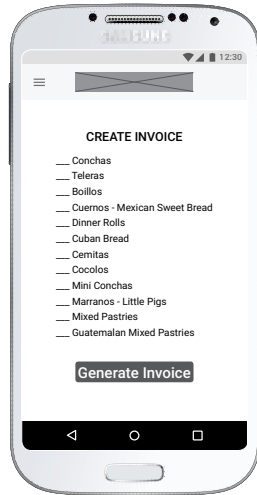
MENU LIST



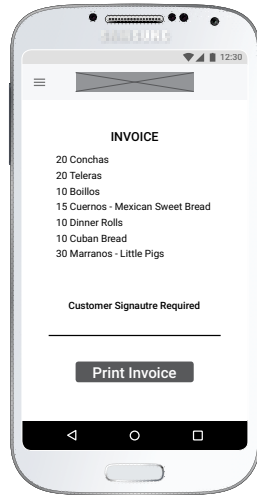
LOAD/ UNLOAD PRODUCTS



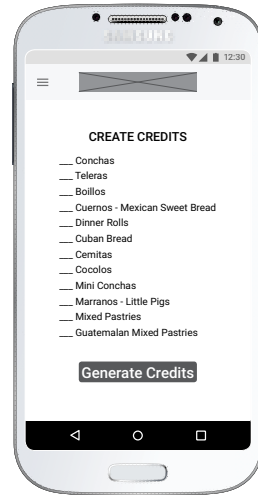
PRODUCT LIST



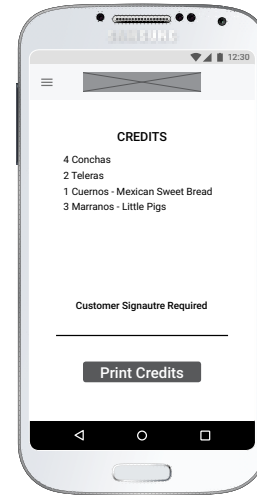
CREATE INVOICE



PRINT INVOICE



CREATE CREDITS

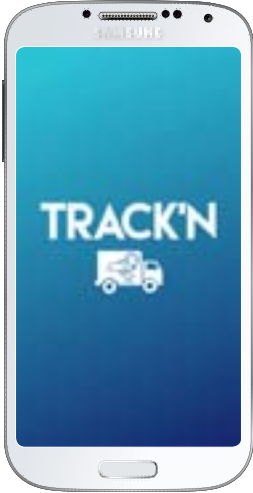


PRINT CREDITS

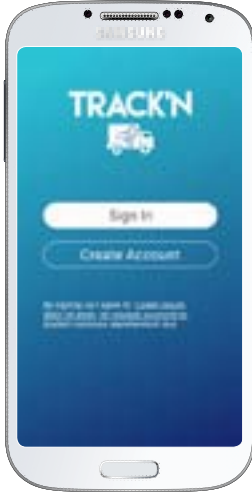


BEST ROUTE

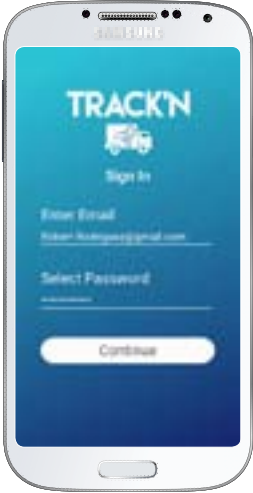
HIGH FIDELITY WIREFRAMES



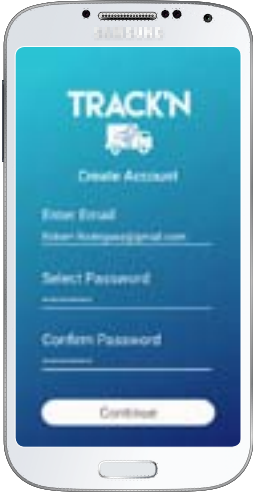
SPLASH



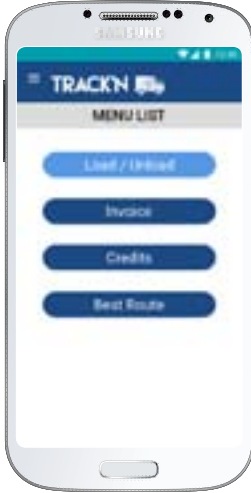
SIGN UP / SIGN IN



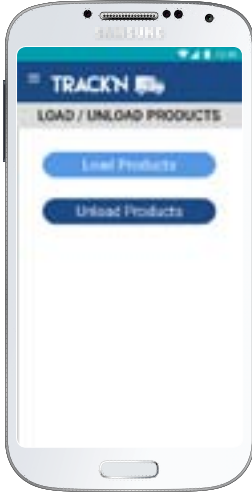
SIGN IN



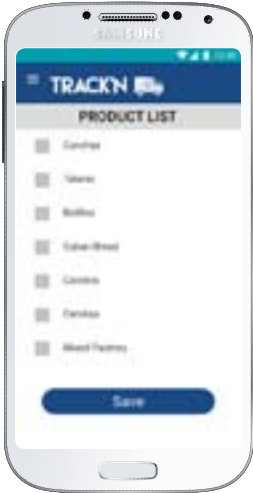
CREATE ACCOUNT



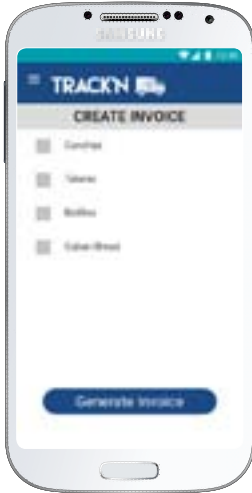
MENU LIST



LOAD/ UNLOAD PRODUCTS



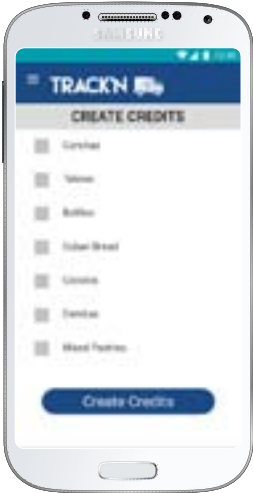
PRODUCT LIST



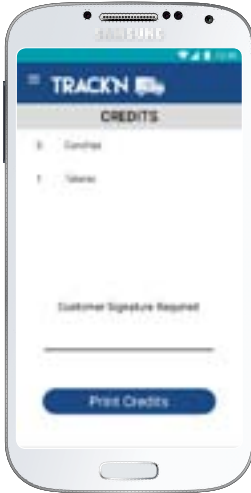
CREATE INVOICE



PRINT INVOICE



CREATE CREDITS

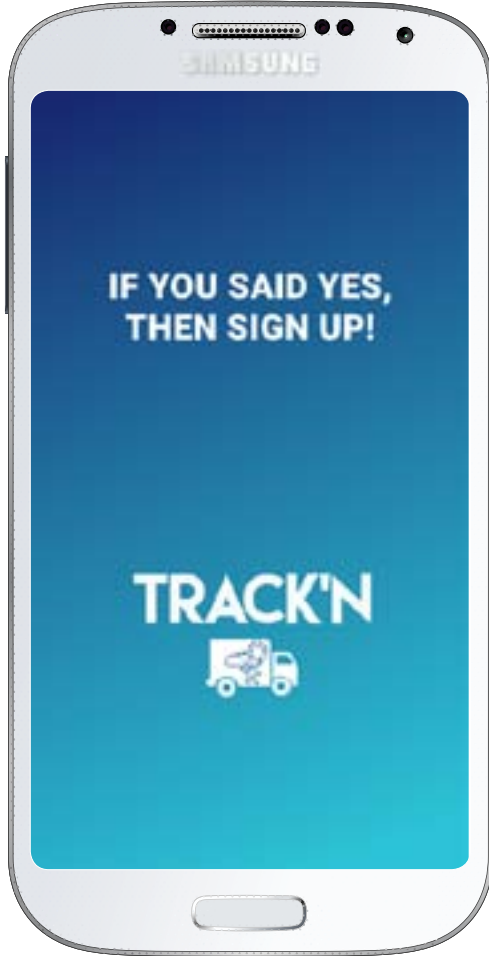
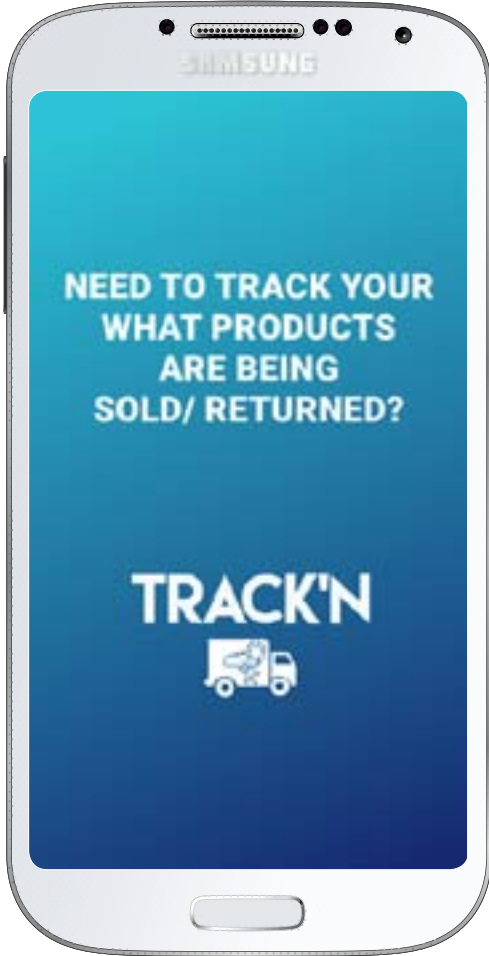
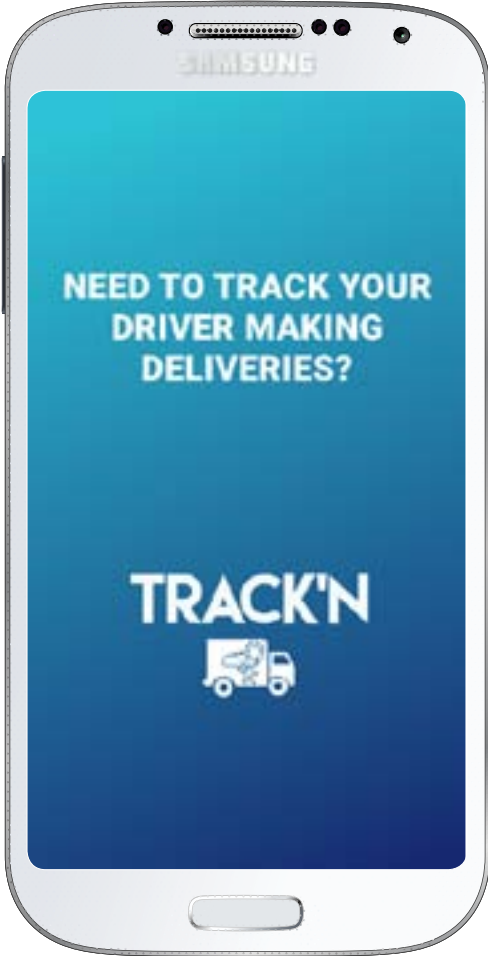
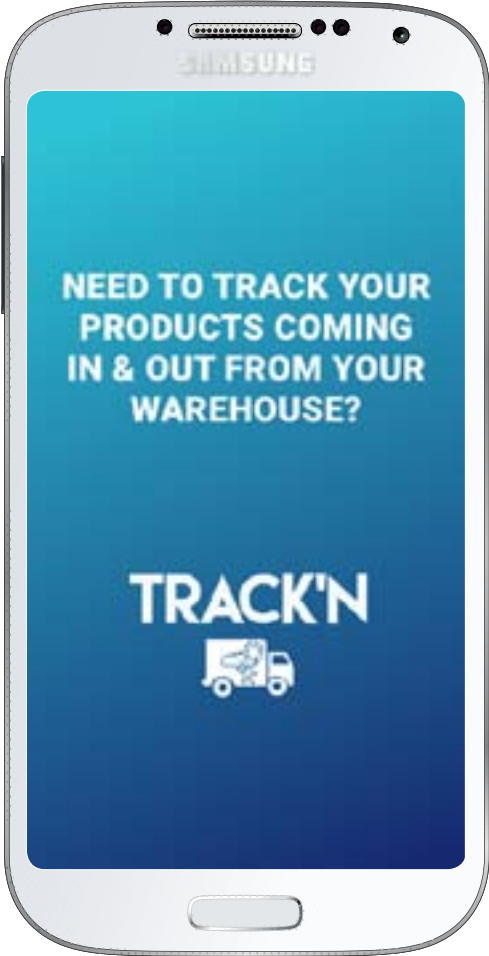


PRINT CREDITS




BEST ROUTE

ONBOARDING



NEXT STEPS

Mrs. Murcia, do you have any questions? If not and you like what you see and hear, all we need now is your approval, and we can get our developers to create this app customized just for you. If you need time to think about it that's fine. Just let us know when you're ready.



THANK YOU!

<https://invis.io/45D3FGJHR>

Julie Murcia
www.linkedin.com/in/juliemurcia/
juliemurcia.com