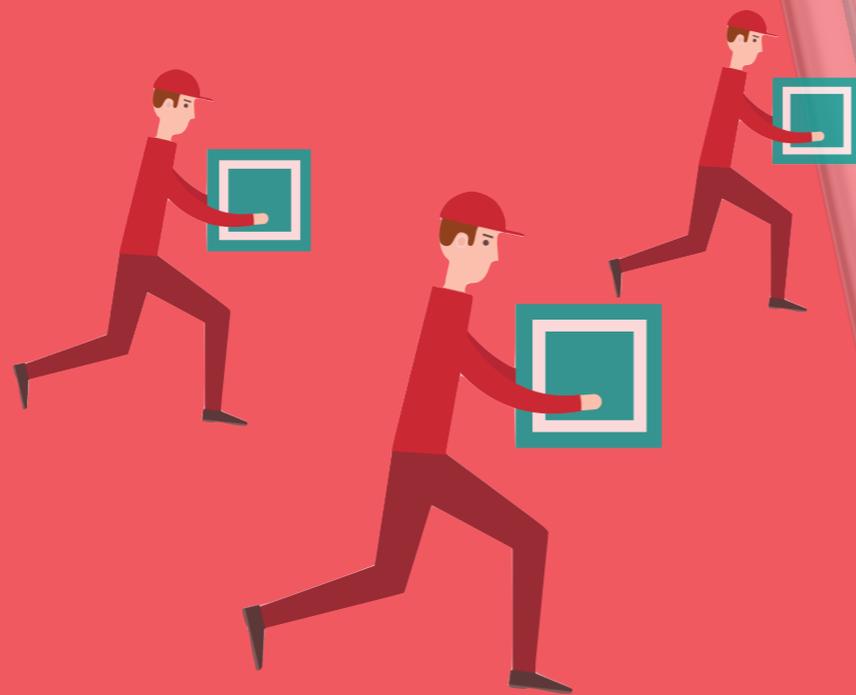
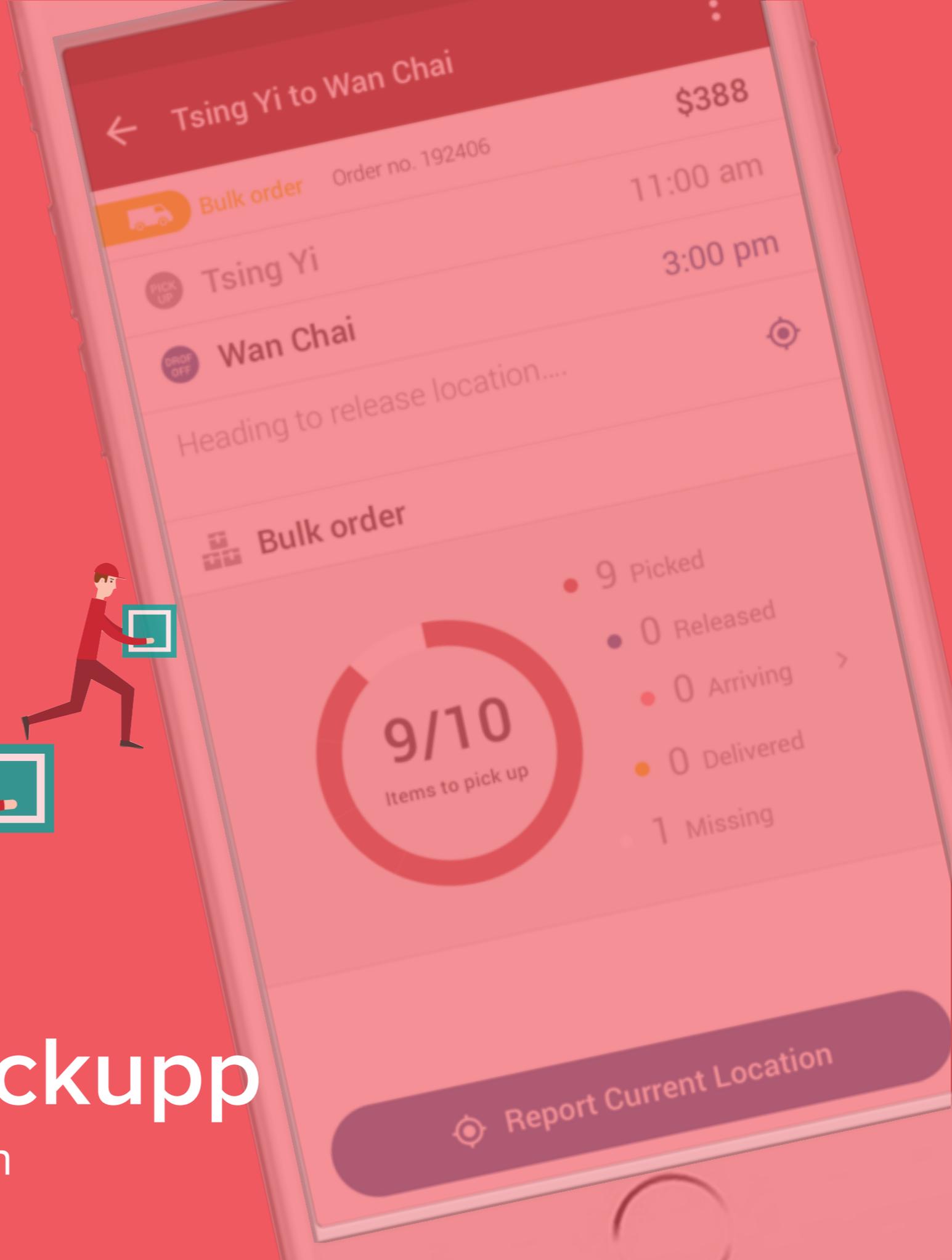


# Clarity



## Case Study - Pickupp

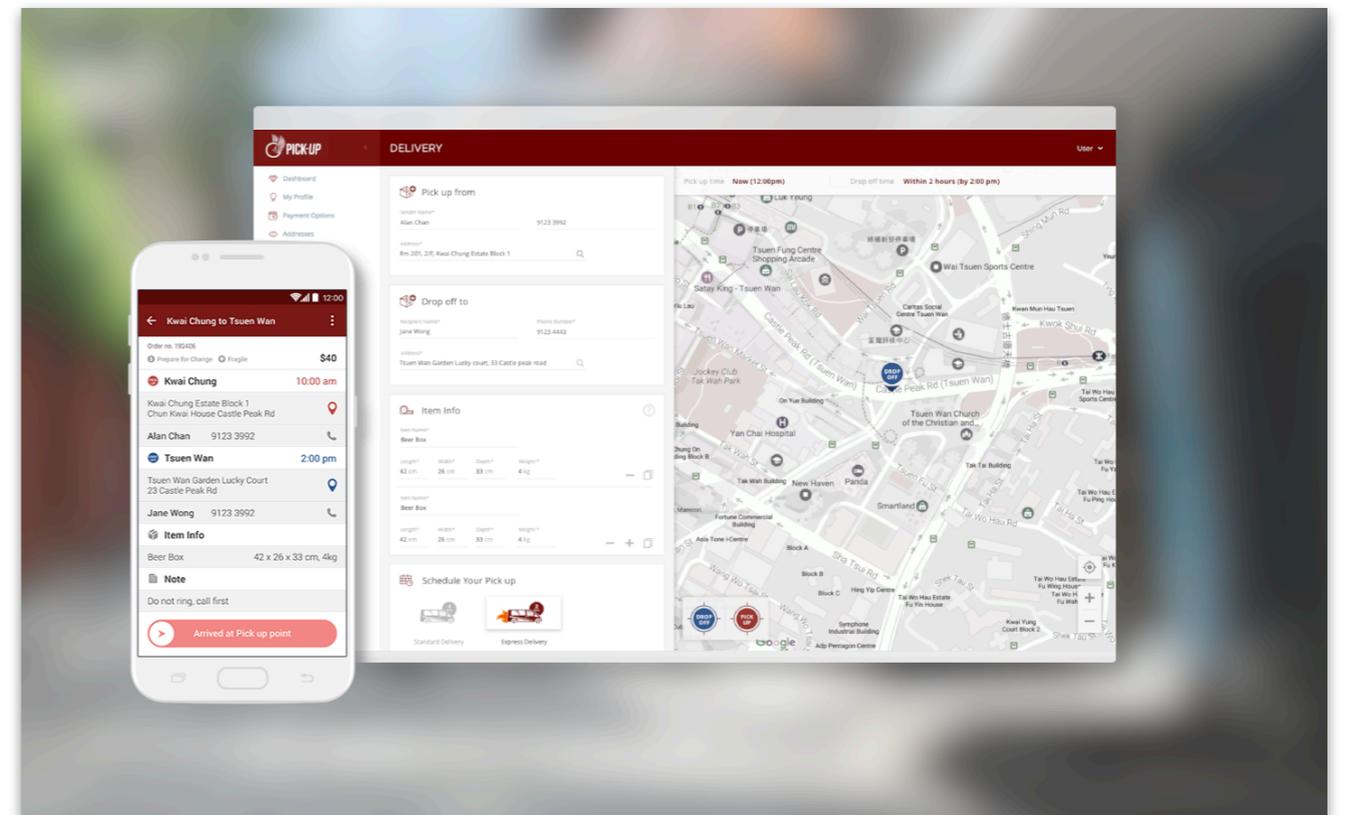
UX/UI Consultation & Re-design



# Project Background

Pickupp is a Hong Kong-based online platform for merchants to outsource delivery orders, and allows the public to sign up as the delivery agents (DA).

Clarity helped Pickupp **redesign a user-oriented UX&UI** for their web and mobile application to improve the usability, and **increased the efficiency of their business workflow**.



# The Problems

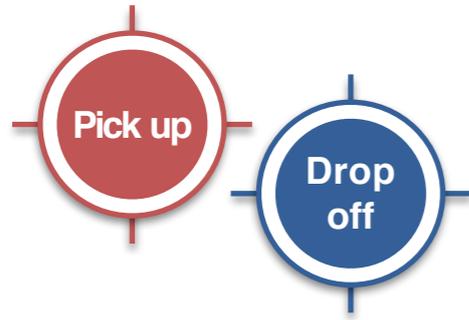
## Data Input & Frequent Customer Inquiries

Like any other e-commerce platforms, Pickupp required customers to fill out an order form to complete the transaction. Yet, it packed all the details in a single page, which confused users during the process.

This resulted in frequent customer calls and slowed down Pickupp's business development.

The screenshot displays the 'PICK-UP' delivery interface. On the left is a navigation menu with items: Dashboard, My Profile, Payment Options, Addresses, Delivery Reports, Users, Support, and Referral. The main content area is titled 'DELIVERY' and contains a 'NEW DELIVERY' form. The form is densely packed with input fields and labels, including: Pickup Address, Item Details\*, Drop off Address, My pickup will be ready at\*, Delivery Time\*, and a radio button for 'ASAP'. Below this is a 'Pickup info' section with fields for Flat, Floor, Room, Building; Street, Number\* (with a placeholder 'Enter a location'); and District\*. A map of Hong Kong is integrated into the form, showing various districts and parks. To the right of the map are fields for Recipient Name\*, Phone Number\*, Email, Notes, Cash on delivery \$, Weight\*, Length\* (cm), Height\*, Revised Price, and Promo Code. At the bottom, there are 'Deliver' and 'Cancel' buttons. The overall layout is complex and lacks clear visual hierarchy, contributing to user confusion.

# We Utilised UI Design Elements



## Colour consistency

We maintained a high consistency of colours. For example, we used red for pick-up details, and blue for all the drop-off information. Being consistent throughout the design reduced confusion.



## Card view

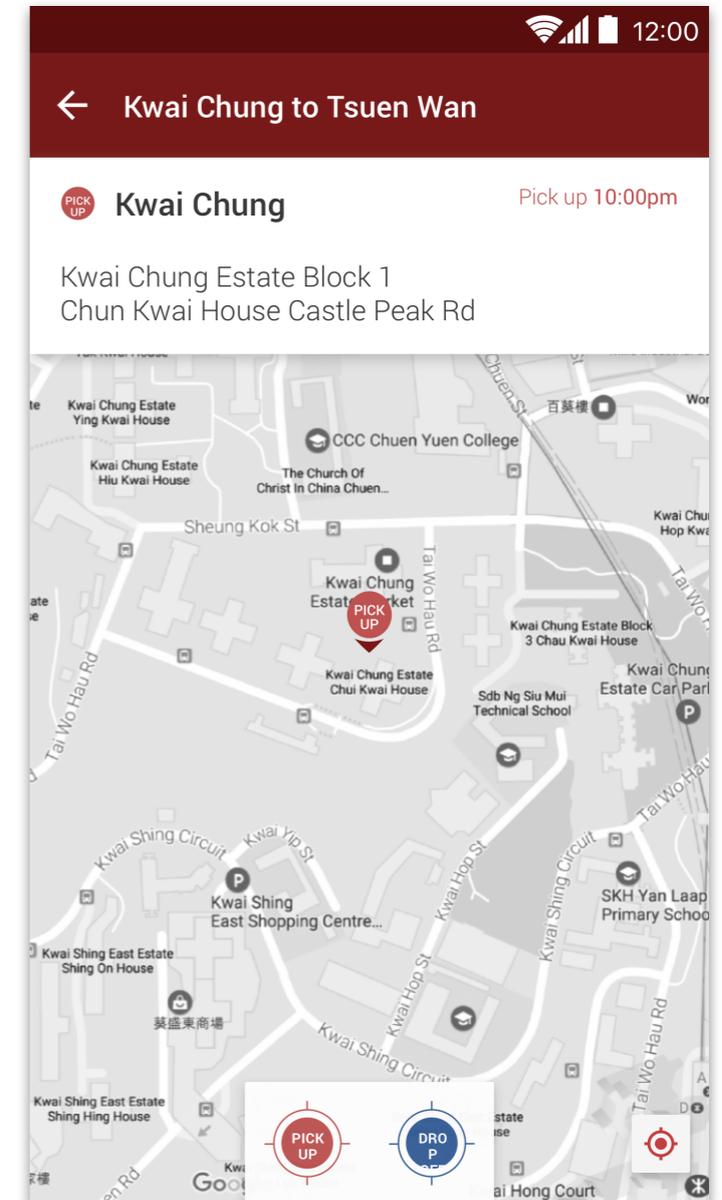
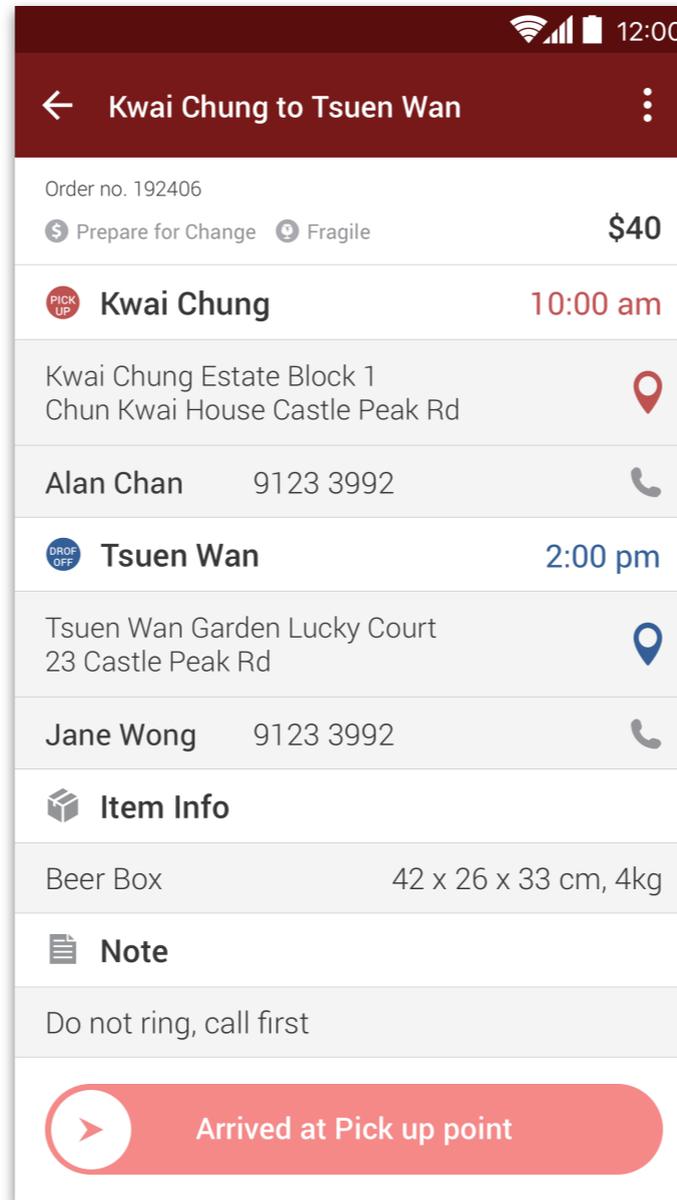
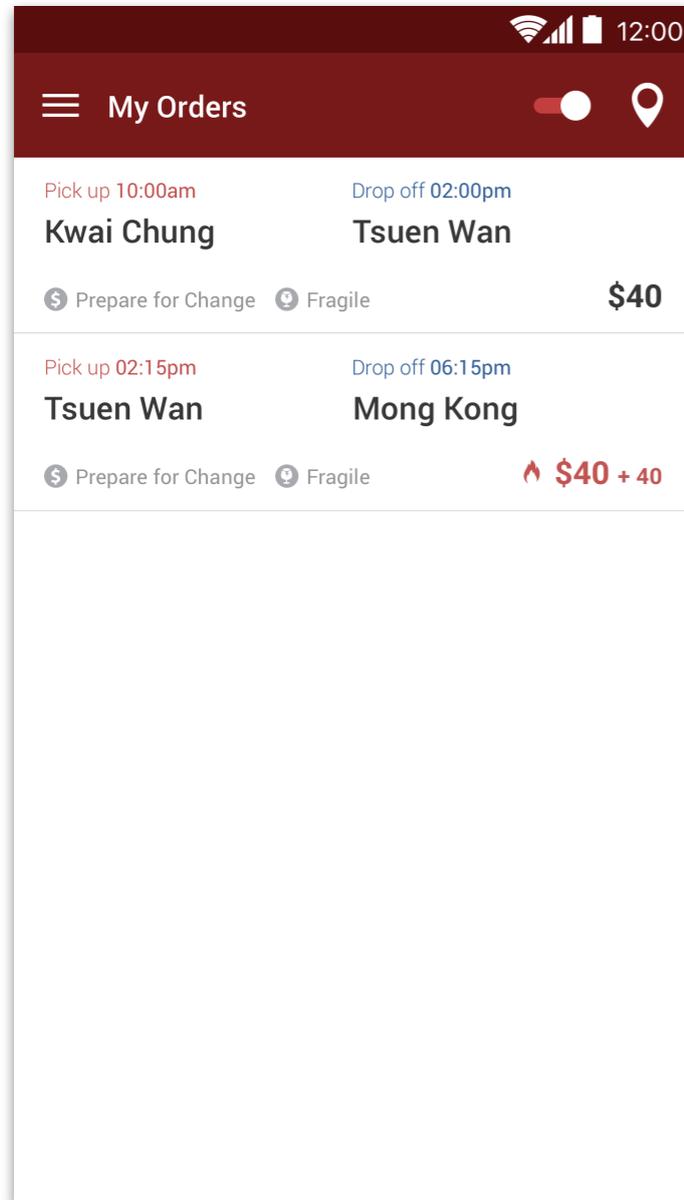
Another element we used was the card view. We restructured the content into cards by categories. The card view helped gather relevant content together into a coherent form, and helped users search for useful information.



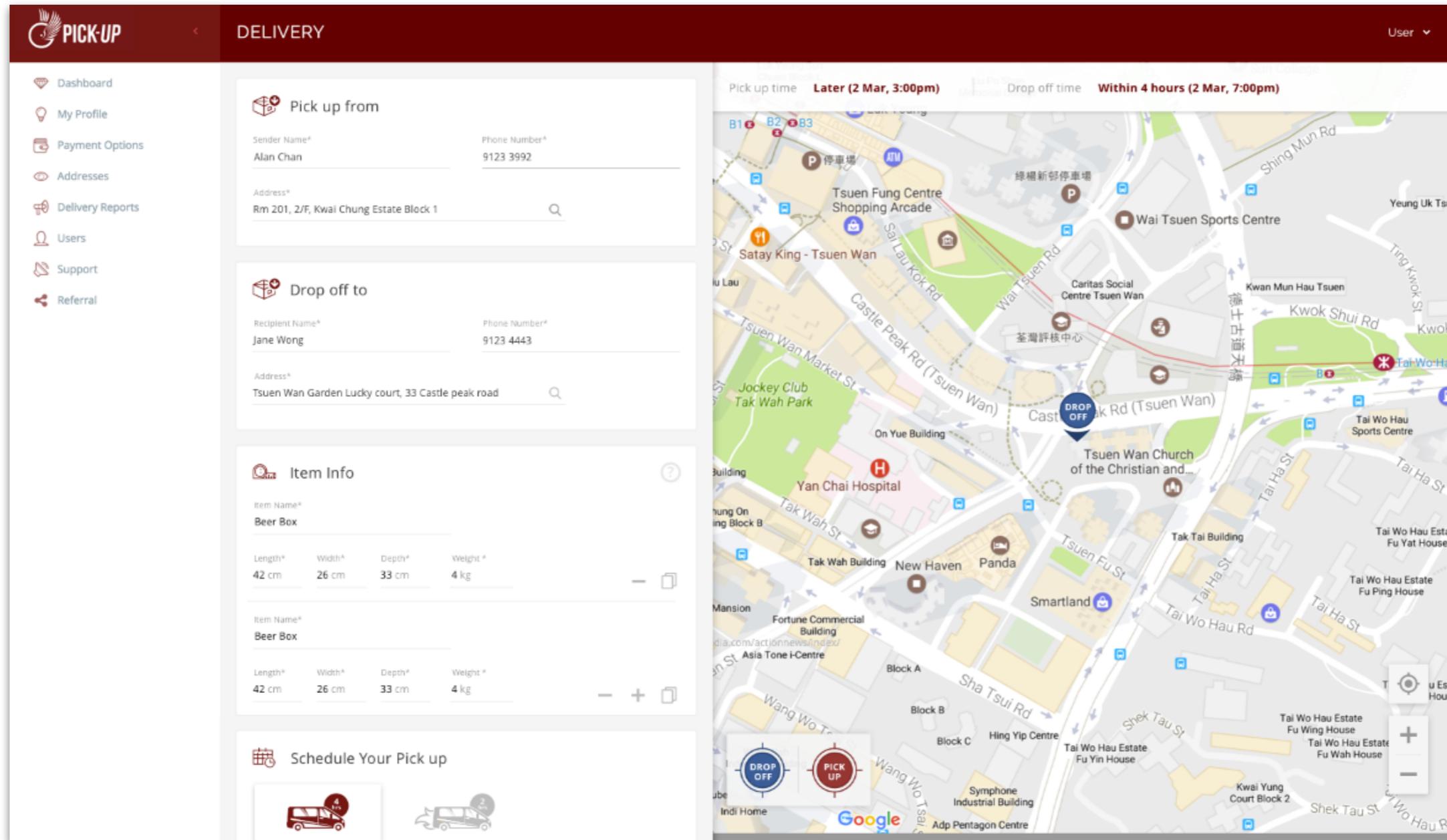
## Material design

Lastly, we followed the material design practices proposed by Google. By employing the material design, users could adapt to Pickup's platform easier since the new UI would be similar to other major apps they were using.

# The Product - Mobile App



# The Product - Web App



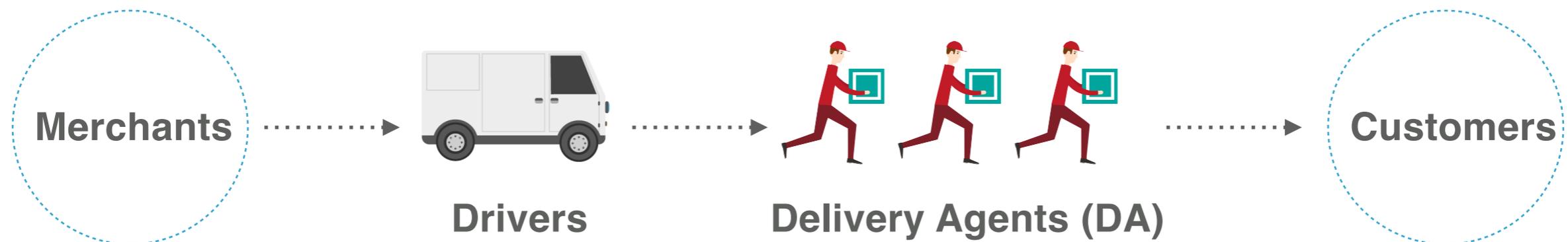
# Project Highlight - Bulk Orders

When we were researching Pickup's daily operation, we discovered that the app could perform better by helping the drivers and DA along the delivery process.

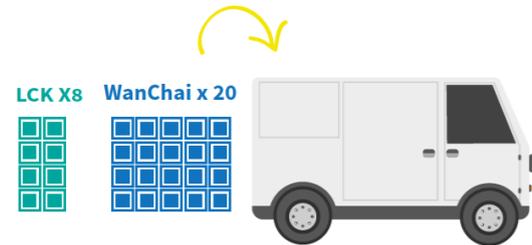
For example, we suggested Pickup to add the following functions to the bulk order flow:

- Instant in-app messaging between the drives and DA
- Push notification of driver location
- In-app inventory to manage item status

## Bulk order flow



# Bulk Orders - The Problems



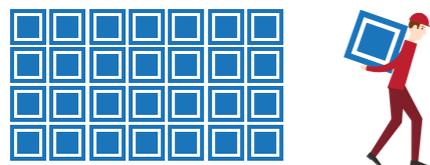
## Process efficiency

Drivers collected items from merchants in Ching Yi, which would be transferred to Wan Chai and Lai Chi Kok for delivery. **They only had a printed checklist** to ensure that they picked the right items. When the drivers arrived the Kowloon centre, they had to check items manually about which are going to drop-off.



## No communication channels

When drivers were finding parking space, the DA called and asked about the pick-up time and location. When drivers found the parking space, they had to **call the DA one by one** to inform the location.

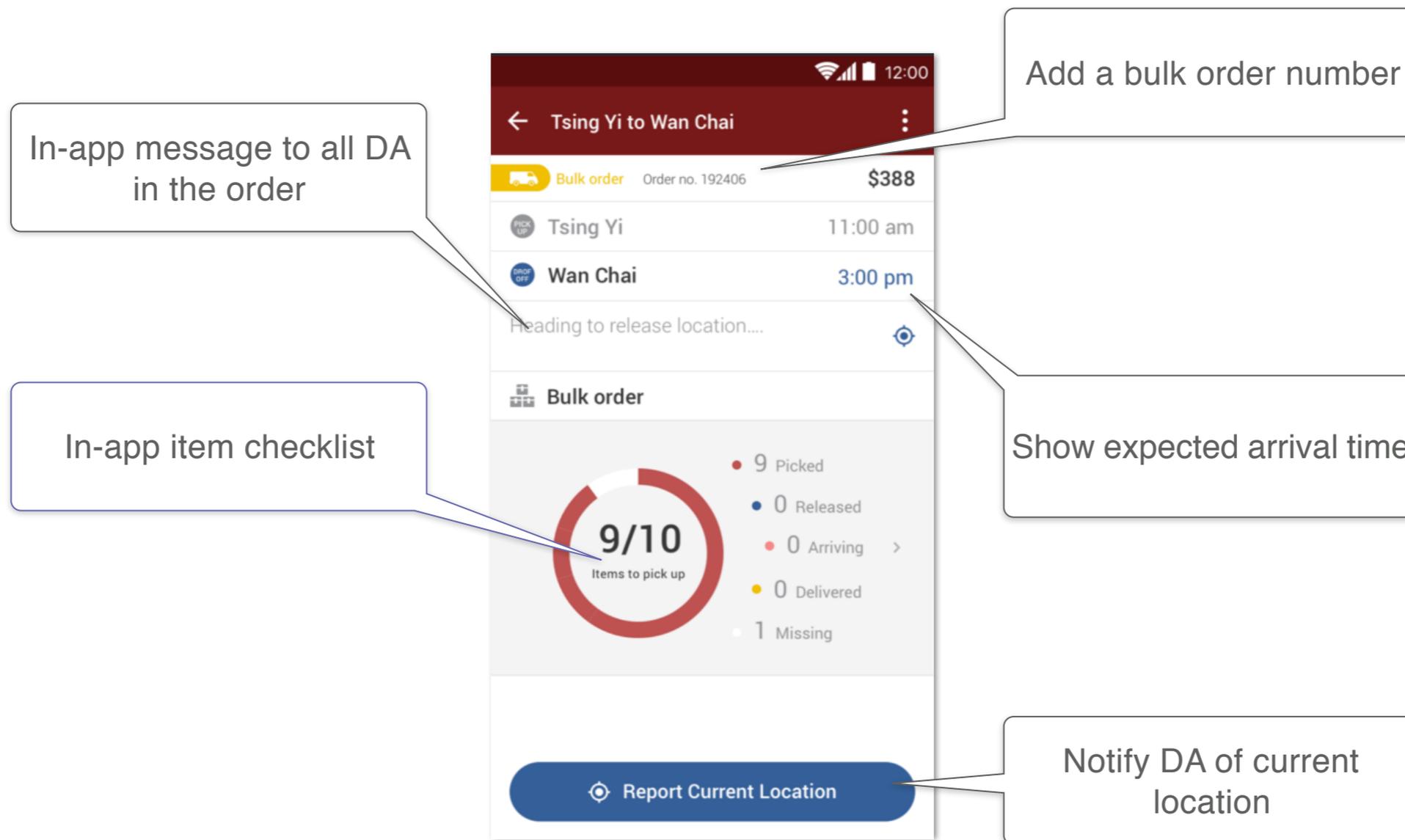


## Process security

Driver could not view DA information in the app, they recognised the DA mainly by asking the item details. The drivers could not track the delivery status in the app. Sometimes the DA might return items without prior notice, and the drivers had already gone.

# Bulk Orders - The Solutions

We suggested to add a bulk order page to enable the communication between the drivers and DA, and allows the drivers to manage the inventory efficiently.



## Choose Clarity As Your Software Developer



**Strong Project  
Management**



**Quality  
Products**



**Clear  
Communication**



**Experienced Team**

# Next Steps / Working Together



**Andrea Livotto**

andrea@clarityhk.com

(852) 6500 5798

We look forward to helping you reach your goals with our technology expertise.  
Please contact us with any additional questions.

<http://www.clarityhk.com/>

**Clarity**