# 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**.
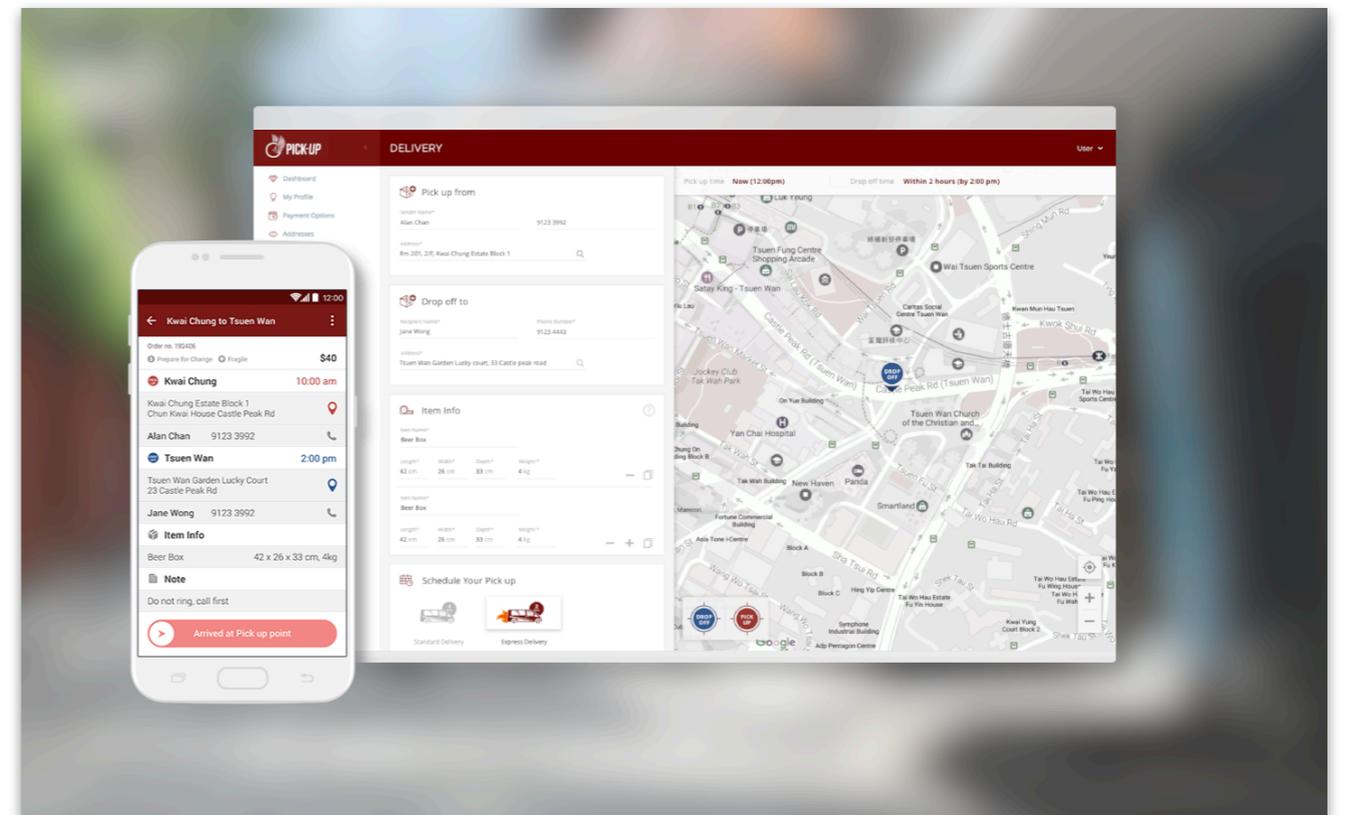
The Problems

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.

We Utilised UI Design Elements
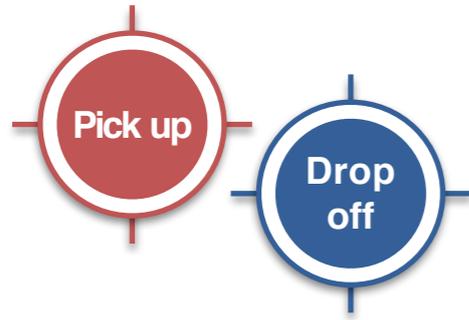
Colour consistency

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 Pickupp's platform easier since the new UI would be similar to other major apps they were using.

The Product - Mobile App
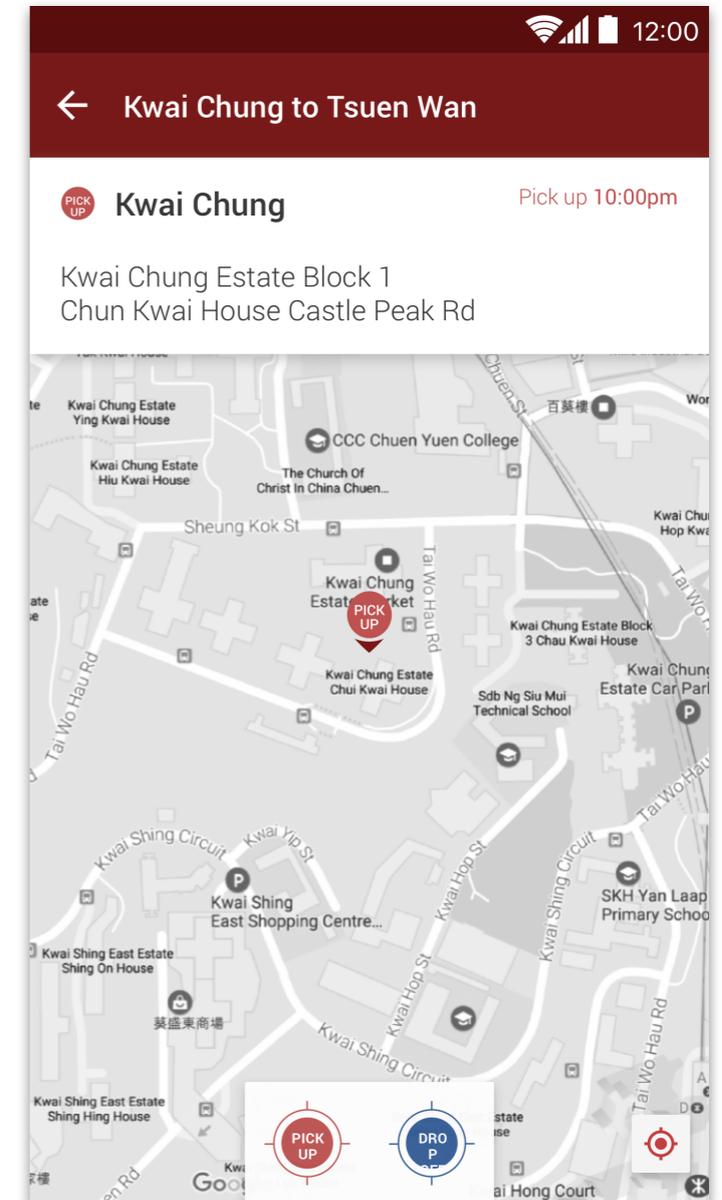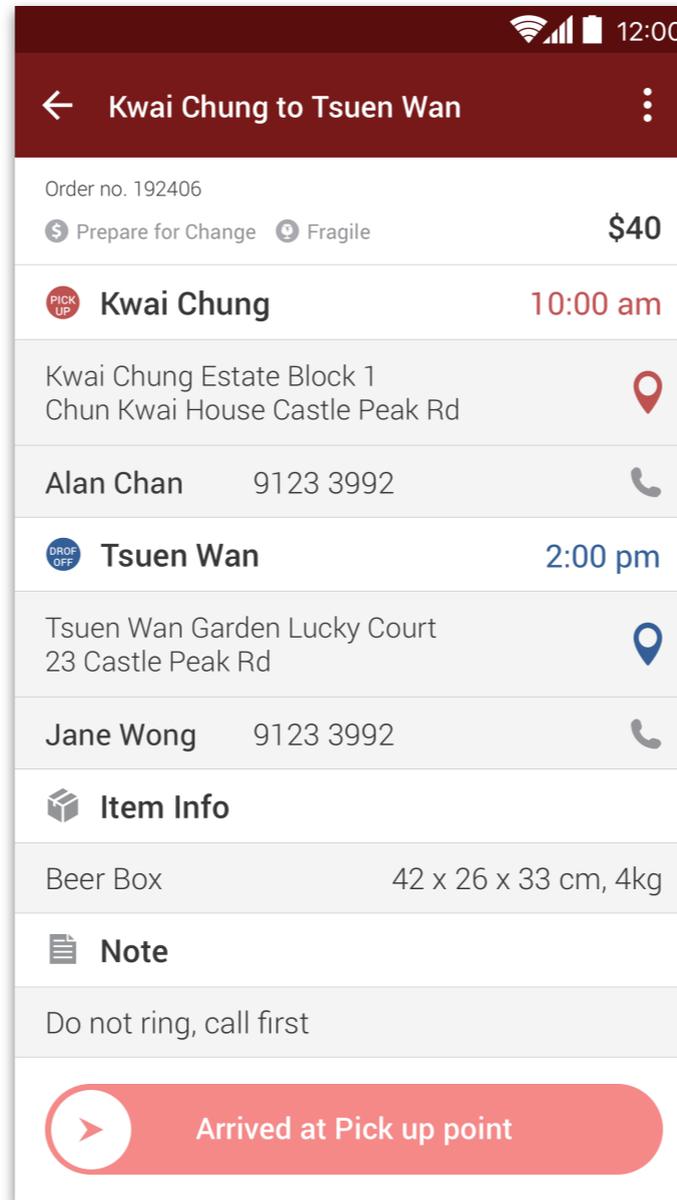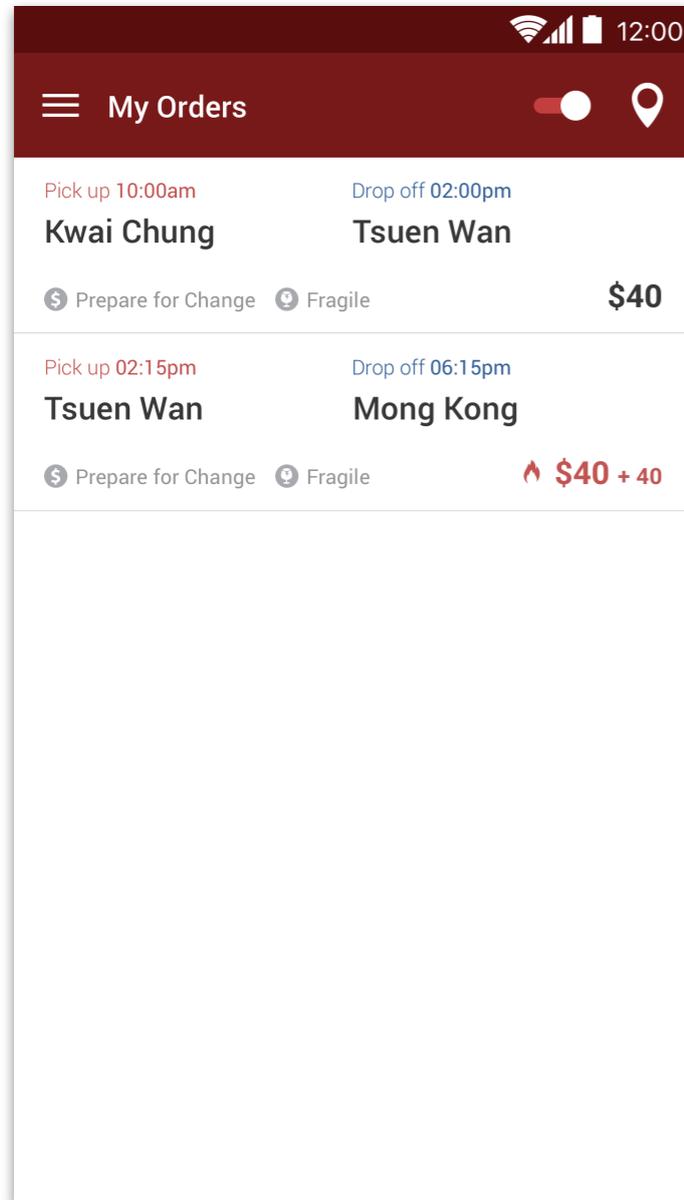
The Product - Web App
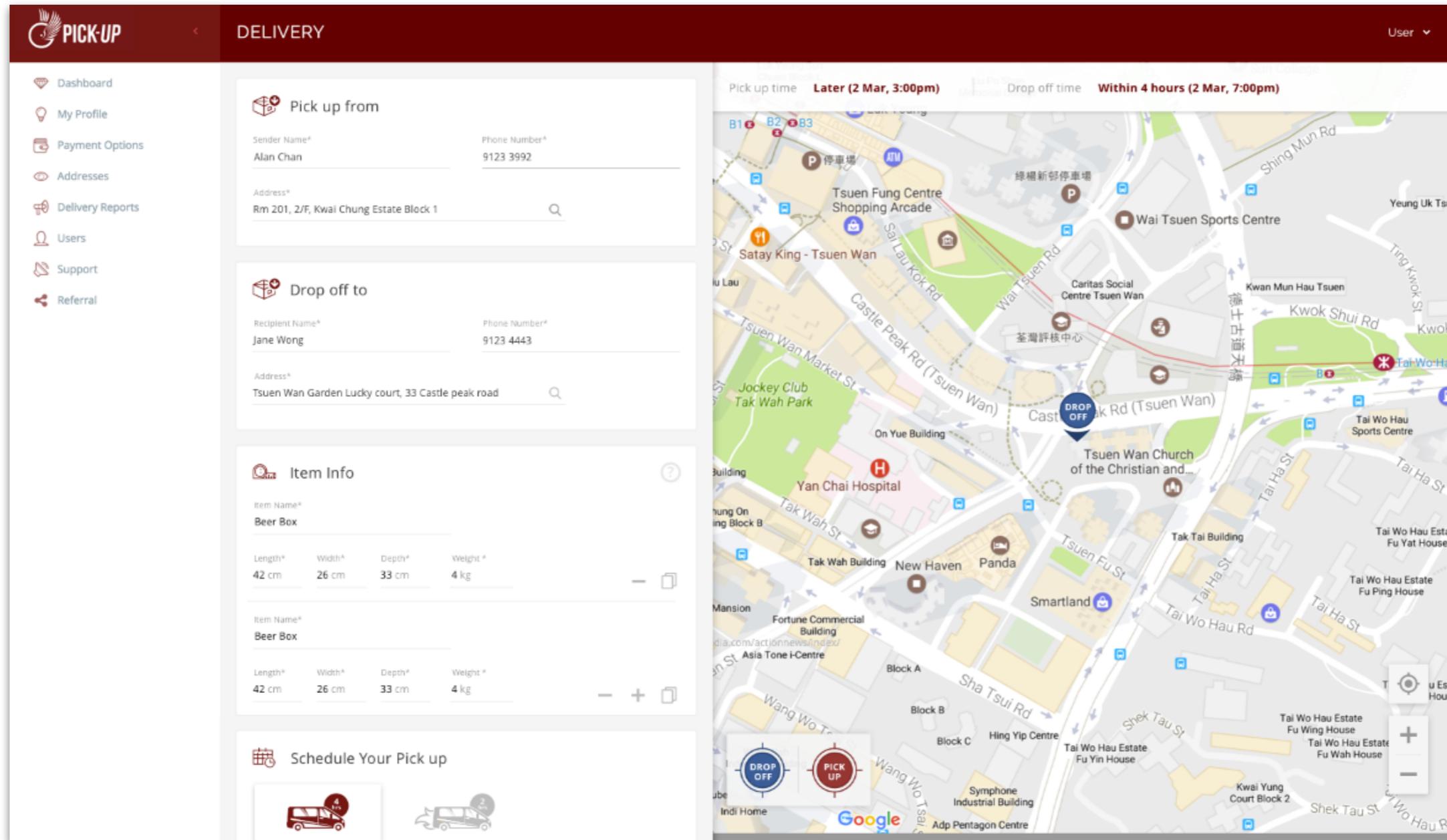
Project Highlight - Bulk Orders

When we were researching Pickupp'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 Pickupp 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

Merchants → **Drivers** → **Delivery Agents (DA)** → **Customers**
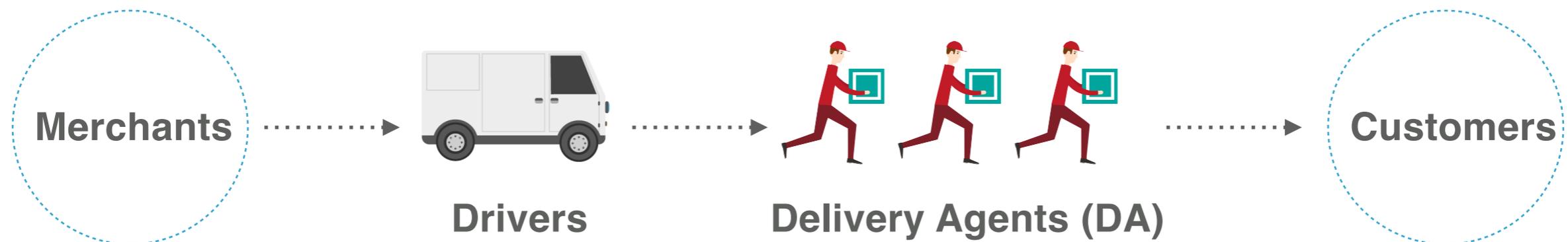
Bulk Orders - The Problems
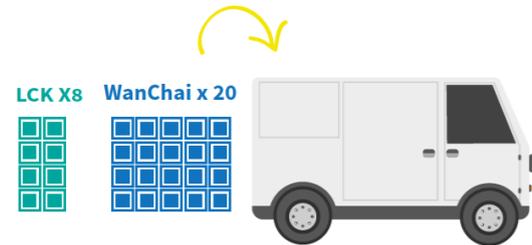
Process efficiency

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.
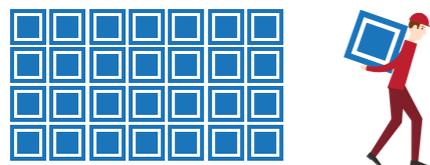
Process security

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.
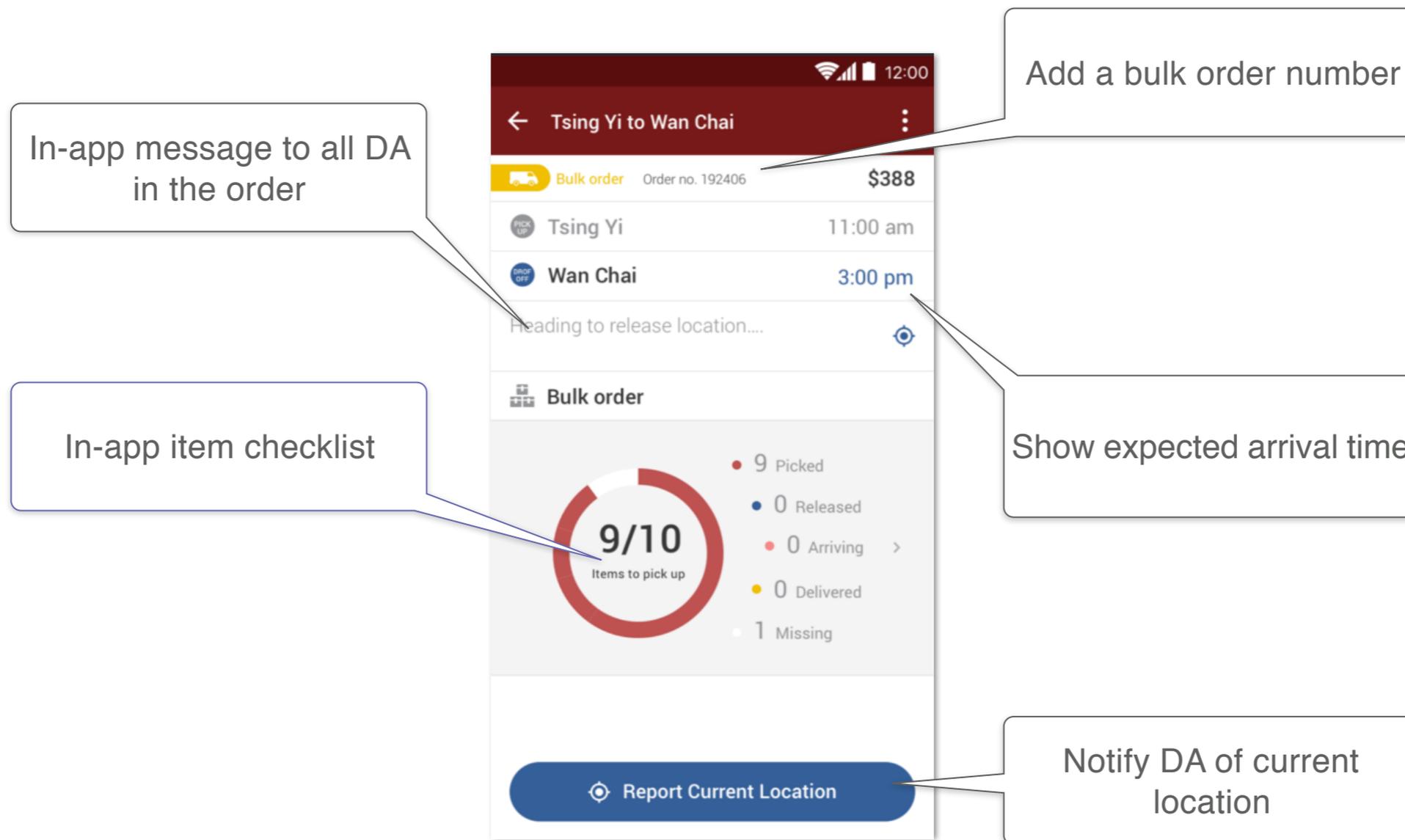
Add a bulk order number

In-app message to all DA in the order

Show expected arrival time

In-app item checklist

Notify DA of current location

Next Steps /
Working Together

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

http://www.clarityhk.com/

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