dark mode, voice commands, and streamlined navigation

UX & UI Case Study

designing a user-friendly and accessible load scheduling and trucking app for haulnow

PROJECT OVERVIEW

Maximizing Profitability and Flexibility

Haul Now is a free app designed for long haul truck drivers, which allows users to schedule their own loads, track their settlements, and set up new routes for possible. The app offers users the ability to maximize the profitability of their trucking business, while maintaining their freedom to work when they want and the flexibility to go where they want to. With Haul Now, drivers can easily find loads that fit their schedule and preferences, ensuring they can maximize their earnings while maintaining their independence. Additionally, the app offers a user-friendly interface for tracking settlements, as well as easy access to important documents and information about terminal locations.

Timeline

January 2023 -Mar 2023

My Role

Senior UX and UI Designer

The Scope of work

Research

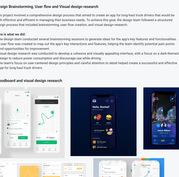
User Interviews

The research was conducted through a combination of surveys and in-depth interviews with long-haul truck drivers. A total of 5 participants were interviewed, ensuring a diverse perspective on the industry. The participants included Ms. Ang Kim Eng, Ms. Ng Guanru Cindy, Mr. Ang Kim Eng, and Mr. Ng Kim Eng, with ages ranging from 25 to 55 years old. The participants were asked to provide insights on online scoring and were also invited to participate in a 30-minute phone interview.

The survey and interview questions focused on the following areas:
- Pain points and challenges in managing loads, schedules, and finances
- Current methods used for managing settlements and finances
- Preferences and needs for a load scheduling and tracking app
- Attitudes towards mobile app usage while driving and their specific demographic information (age, gender, years of experience, etc.)

Examples of Survey and interview questions:
- What are the biggest pain points or challenges you face as a long-haul truck driver when it comes to load scheduling and tracking?
- How do you currently find and schedule loads, and what tools do you use for load tracking and financial management?
- What features would you find most helpful in a load scheduling and tracking app designed for truck drivers?
- How important is it to you to have the ability to schedule your own loads and maintain your independence and flexibility on the road?
- How often do you typically use mobile apps while driving, and what are your concerns around using apps while on the road?
- What are your preferences for app design and user interface, and what would make an app more user-friendly and efficient for you?

Persona



> Truck drivers struggle with inefficient load scheduling and tracking methods, leading to missed opportunities, longer delivery times, and reduced earnings. The goal of the Haul Now app is to address these pain points by providing a user-centered solution that enables drivers to schedule their own loads, track settlements, and maximize profitability while maintaining flexibility & safety on the road.

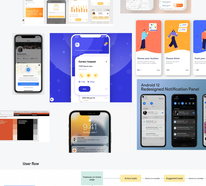
Design Brainstorming and Ideations

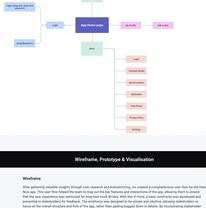
Design Brainstorming, User flow and Visual design research

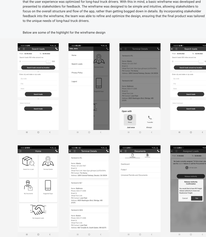
This project involved a comprehensive design process that aimed to create an app for long-haul truck drivers that would be easy to use and provide a seamless experience while on the road. The design process began with brainstorming and ideation to develop a design process that emphasized accessibility, user-friendliness, and visual design research.

Here is what we did:
The design process involved several brainstorming sessions to generate ideas for the app's key features and functionalities. A user flow was created to map out the app's key interactions and features, helping the team identify potential pain points and areas for improvement.
Visual design research was conducted to develop a cohesive and visually appealing interface, with a focus on a dark-themed design to reduce power consumption and discourage use while driving.
The design process also incorporated design principles and colorful attention to detail helped create a successful and effective app for long-haul truck drivers.

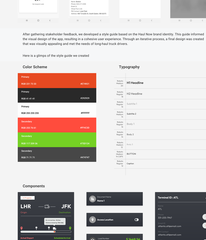
Moodboard and visual design research







User flow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