DPD GROUP
Your DPD App UX Review

9th March 2017

UX Audit

Private & Confidential

EXECUTIVE SUMMARY

The following is a UX (user experience) review of the Your DPD mobile app in its current state. The review received input from 2 separate UX designers with the focus being on the iOS platform using the test parcel data that was available to us.

To provide context to the current UX solution, this was developed a year ago based on information and requirements provided by the project stakeholders. Aside from a brief informal user testing session during the development phase, the app's user experience remains untested on the end users.

The focus of the review centres on areas where there is room for improvement.

Recommendations have also been made without concern for the underlying business logic or architectural constraints which may limit feasibility. A few of these solutions were initially suggested but deemed incongruent with current business logic/technical infrastructure, however, for the best user experience possible, we should always build around the user.

A key principle of the UX design discipline is to continually evolve and improve products (websites, apps & software) through continual iterations based on measuring, concepting, testing and validating proposed improvements (marginal gains). This is the only way to offer and retain market leading experiences for users and it is our hope that some of these recommendations get factored into the App's development roadmap.

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FINDINGS & RECOMMENDATIONS
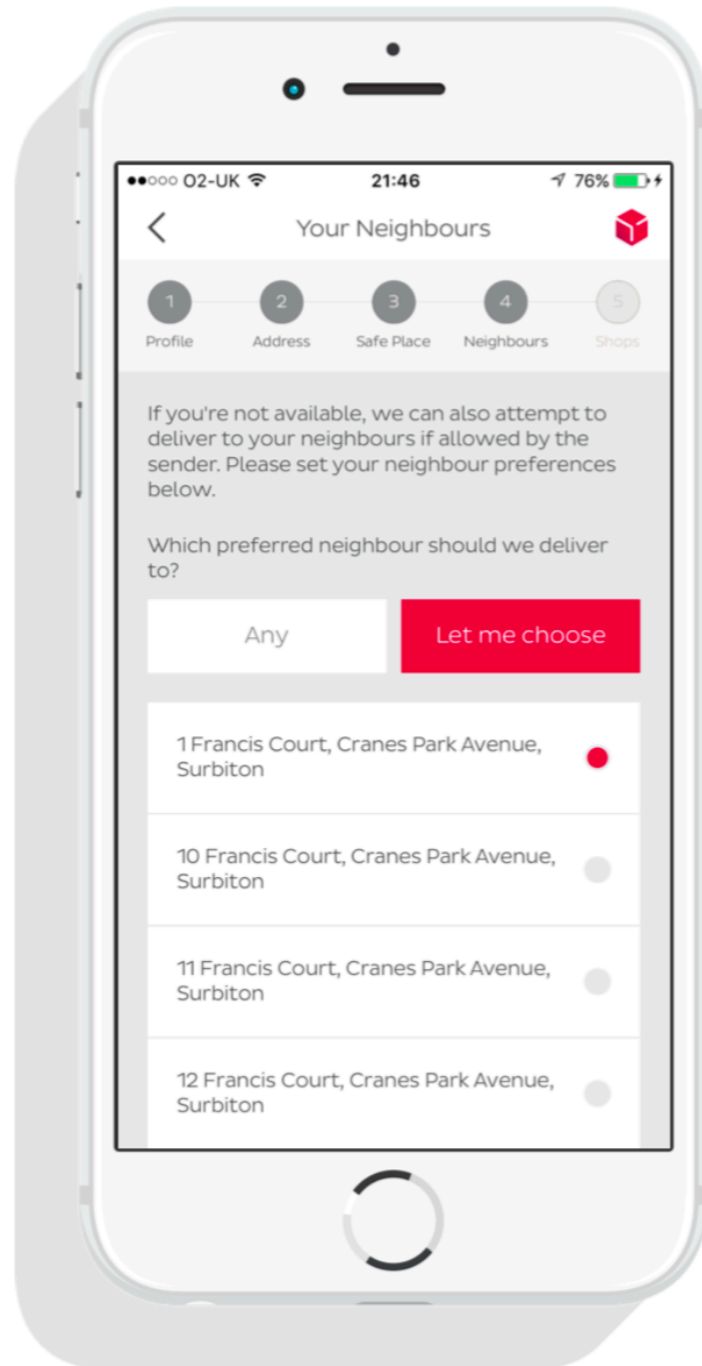
LIMITED SELECTION OF NEIGHBOURS

When specifying which neighbour you'd like to avoid or have a parcel delivered to, you are limited to just 1 neighbour. Users interested in this will undoubtedly want to select more than 1 neighbour.

Recommendation:
Swap the radio buttons for a checkbox that allows a user to specify multiple 'preferred neighbours' or 'neighbours to avoid'.
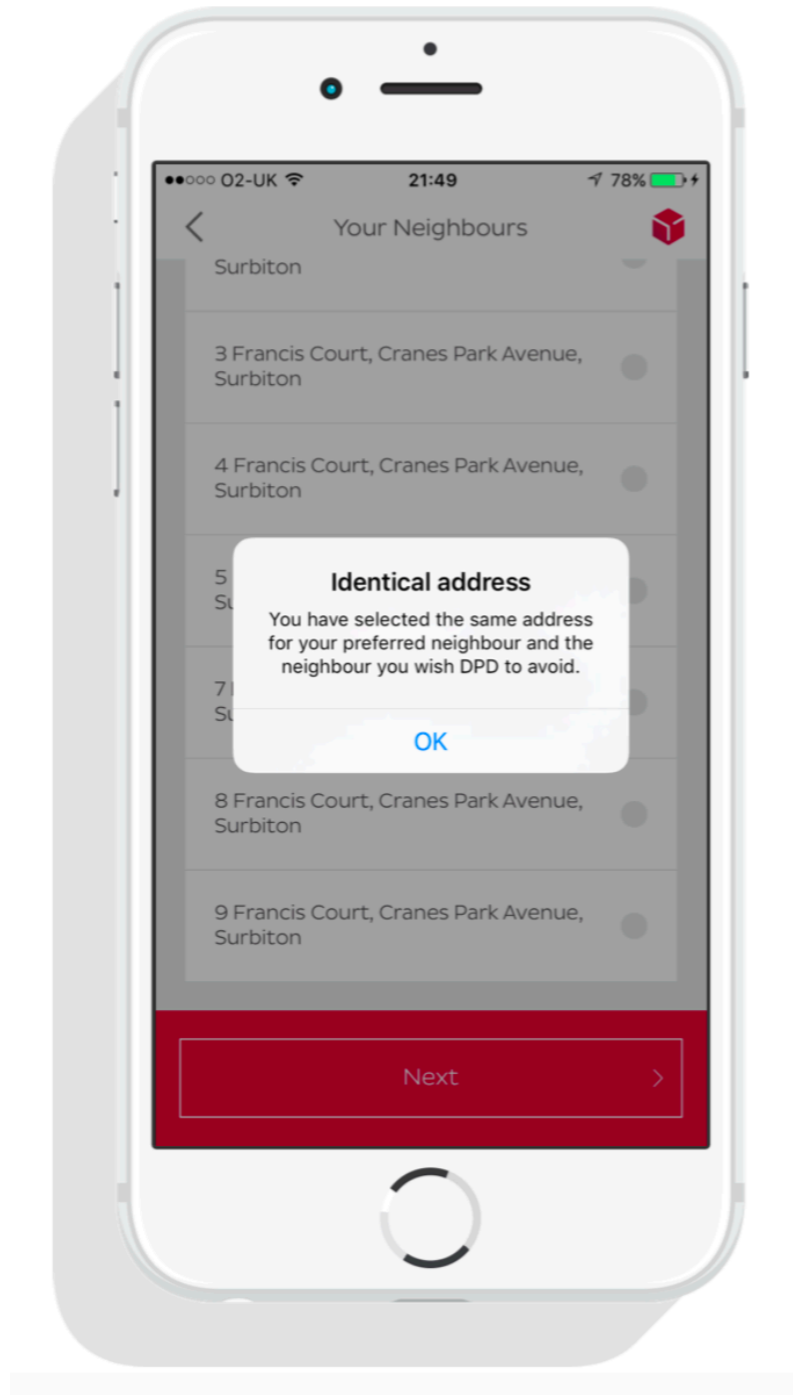
REMOVE IMPOSSIBLE OPTIONS

An instance where this occurs is where you've selected a preferred neighbour. That same neighbour is then still available in the list of neighbours to avoid. Fortunately the app checks for this conflict and displays an error

Recommendation:
Dynamically hide or remove neighbours from the relevant section depending on the user's input so that we remove preventable validation errors.
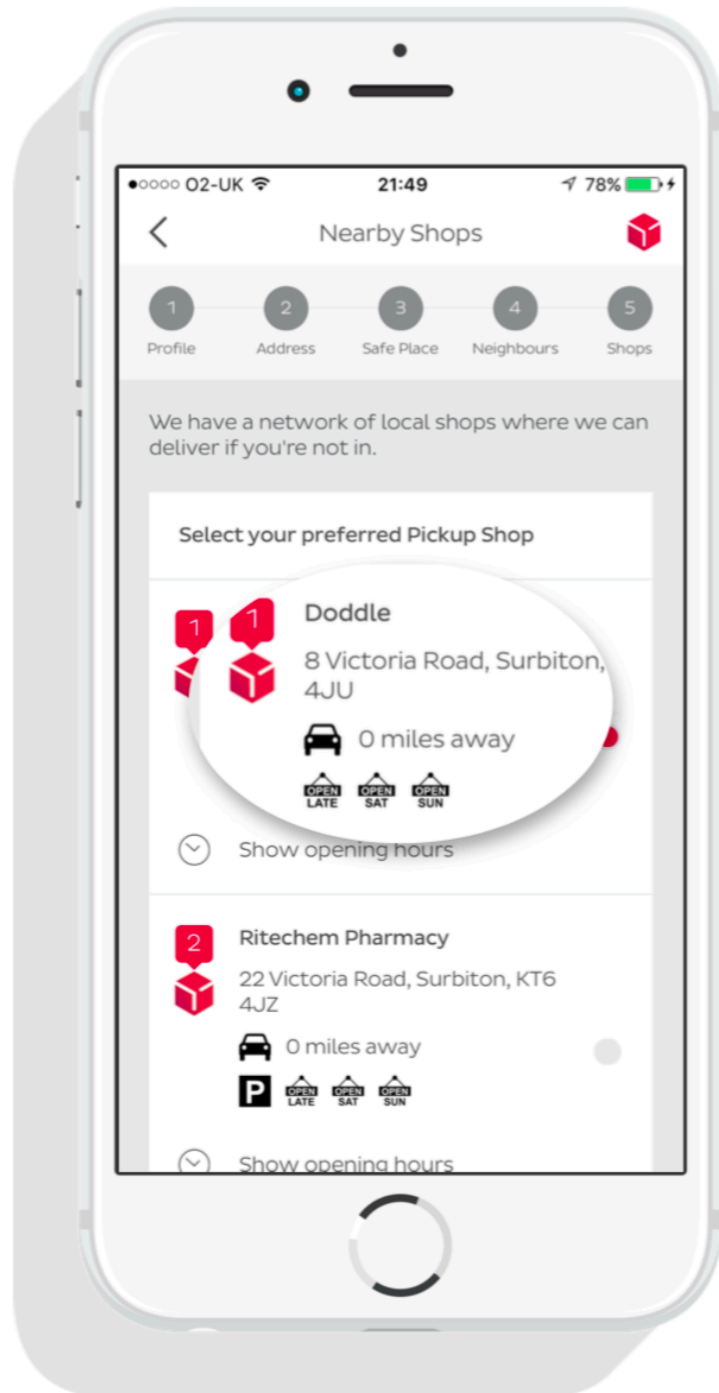
LOCATIONS SHOWN AS '0' MILES AWAY

There are instances where Pickup shops (and presumably depots) are being listed as 0 miles away if their location is within 1 mile of the user's delivery address. Although technically correct, we should provide better data than this.

Recommendation:
Display distances that are under a mile with a decimal point e.g., '0.6 miles away' to provide more meaningful data to the user.
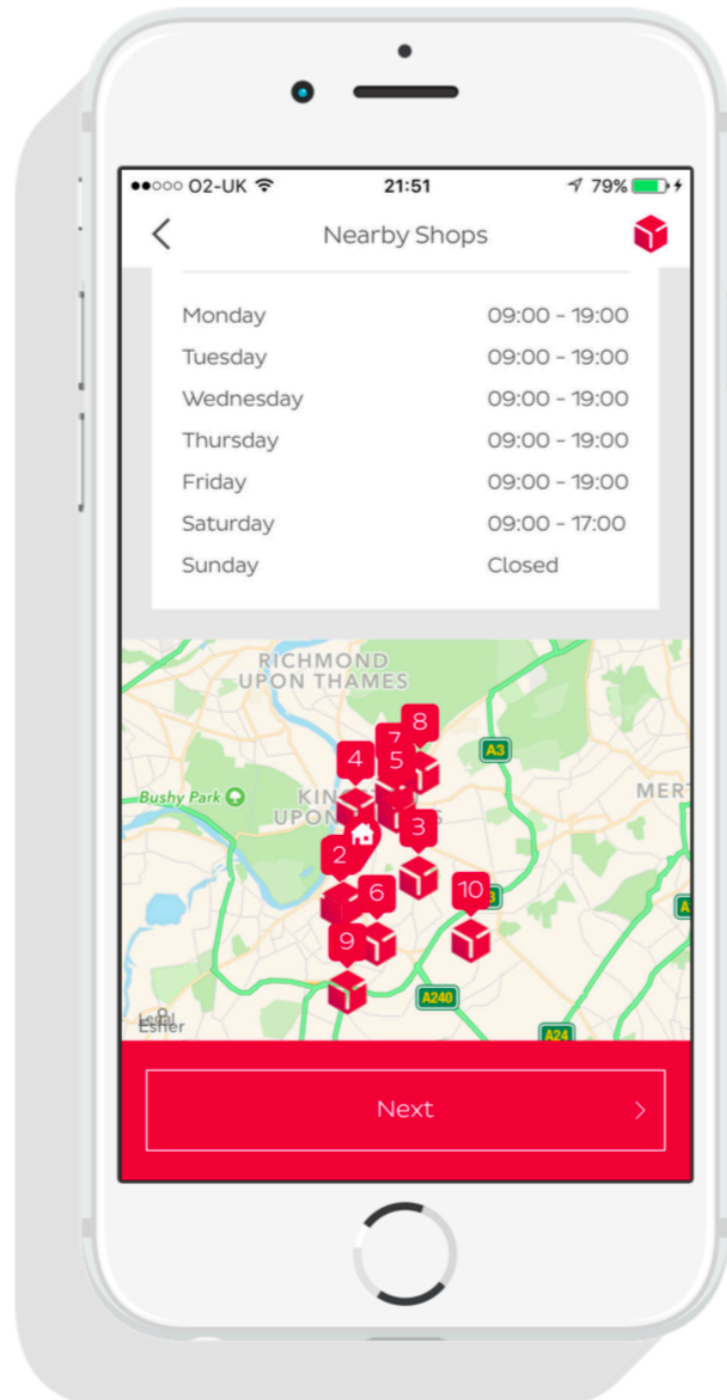
MAPS COULD BE BETTER USED

The zoom level and position of maps implemented across the app is decided by the app. This is good for providing an initial view, however it would be nice to give the user some control over the map zoom/pan.

Recommendation:

There are some common issues with providing zoomable maps within views that scroll (e.g., scrolling a map instead of the screen),

however to make the maps more useful to the user, we'd recommend exploring ways of launching an interactive view of each map - possibly through a modal window.
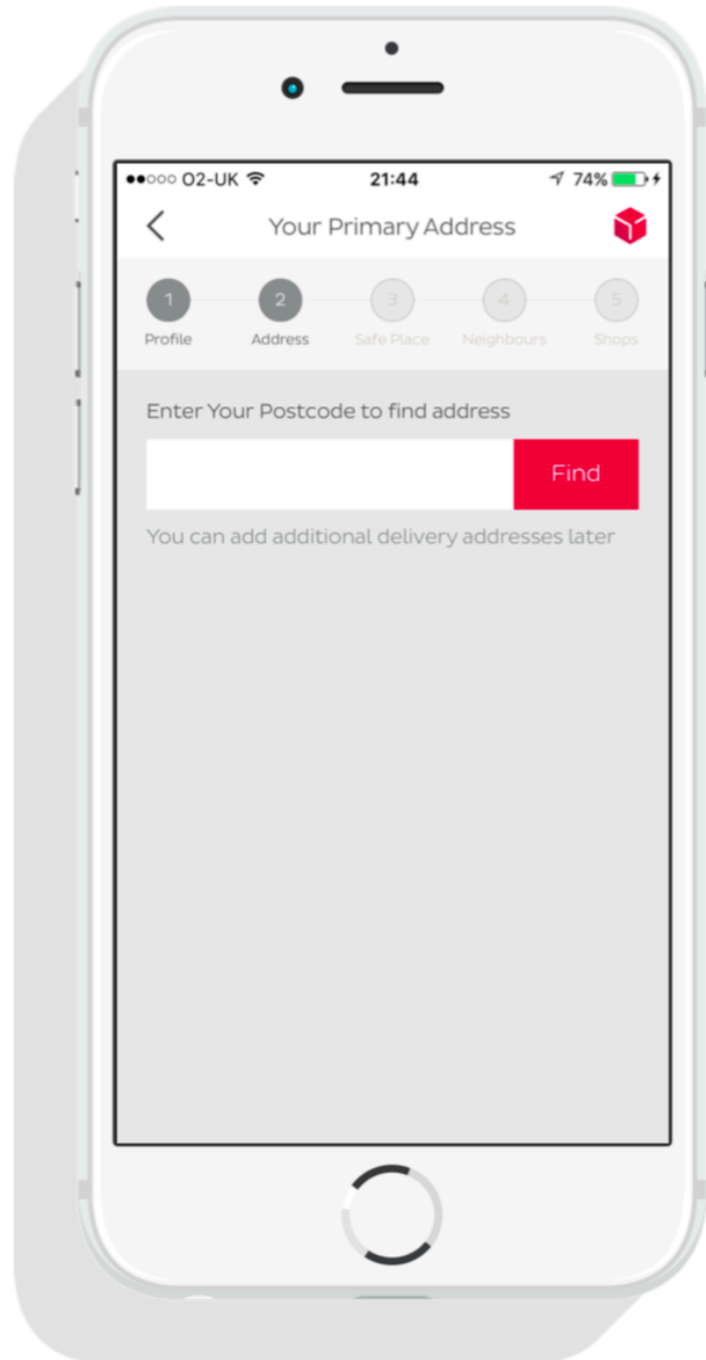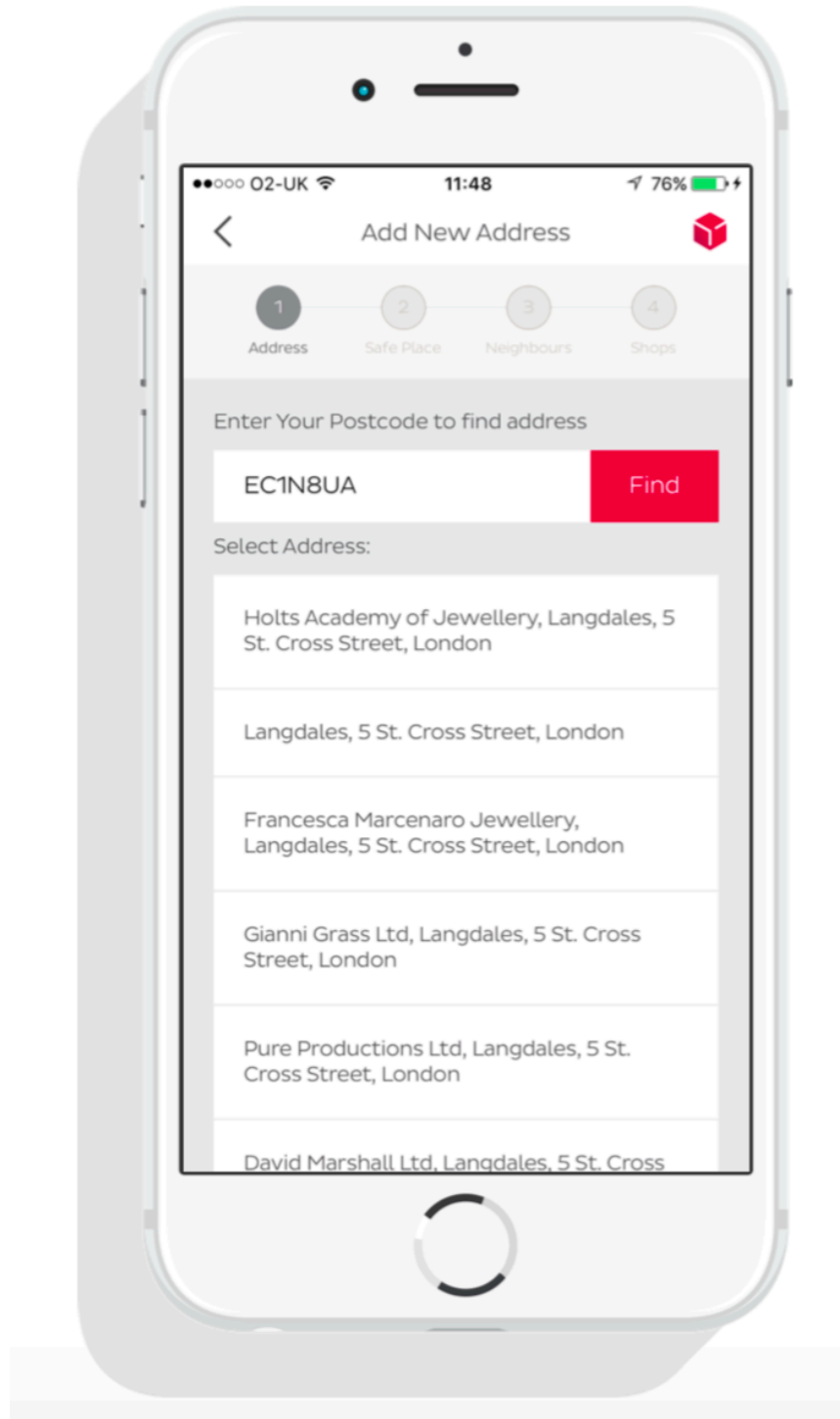
ADDRESS LOOKUP NOT DYNAMIC

Users have come to expect address input fields that can be auto- predicted based on any number of address criteria (postcode, street, town, etc). The app's address look-up feels a little dated in this respect.

Recommendation:

Implement services that allow for predictive address look-up functionality within the app.
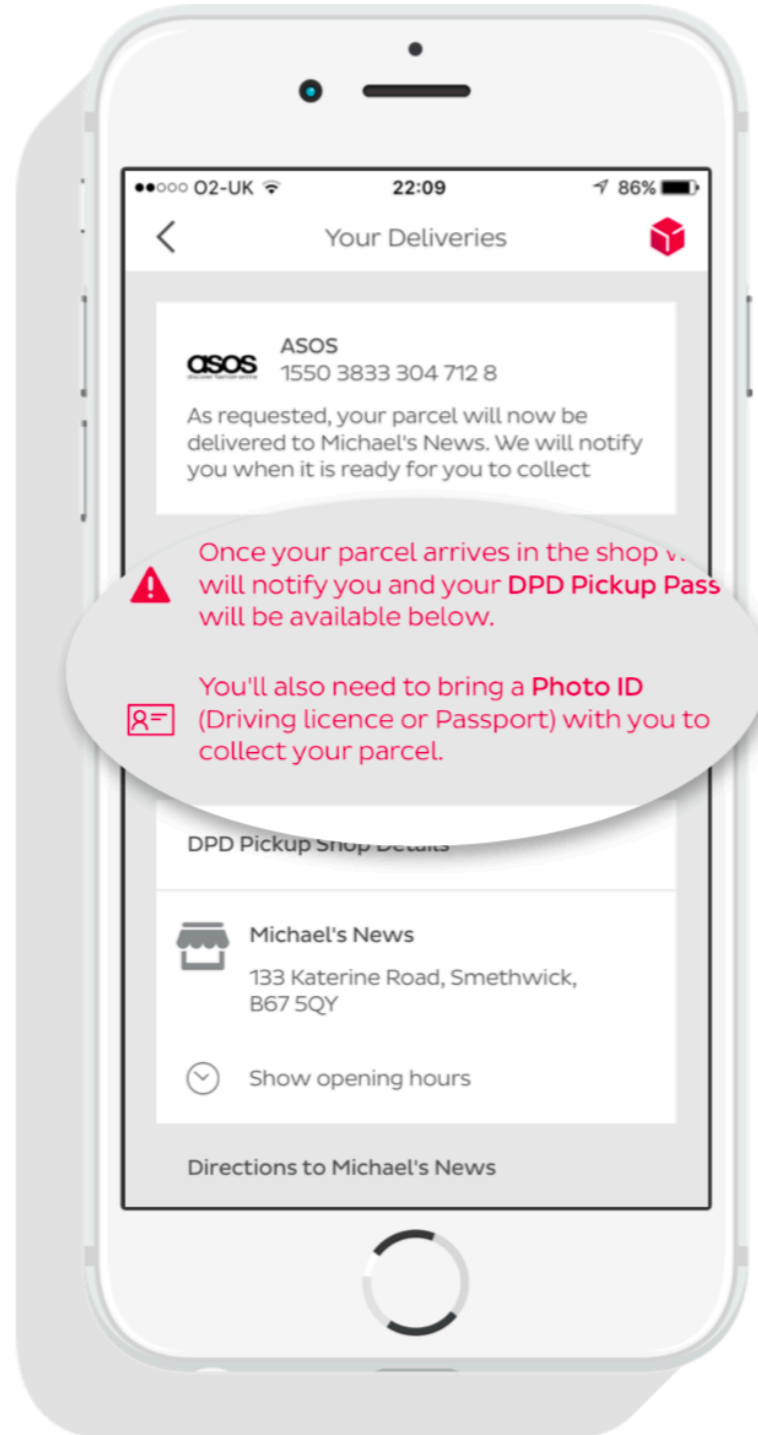
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SOME ADDRESSES NOT FOUND

Having entered our office postcode, our actual office building is not available from the list of returned addresses.

Recommendation:
Ensure the data returns all addresses for a given postcode or give users the option to manually input their address if not found in the list returned by DPD.
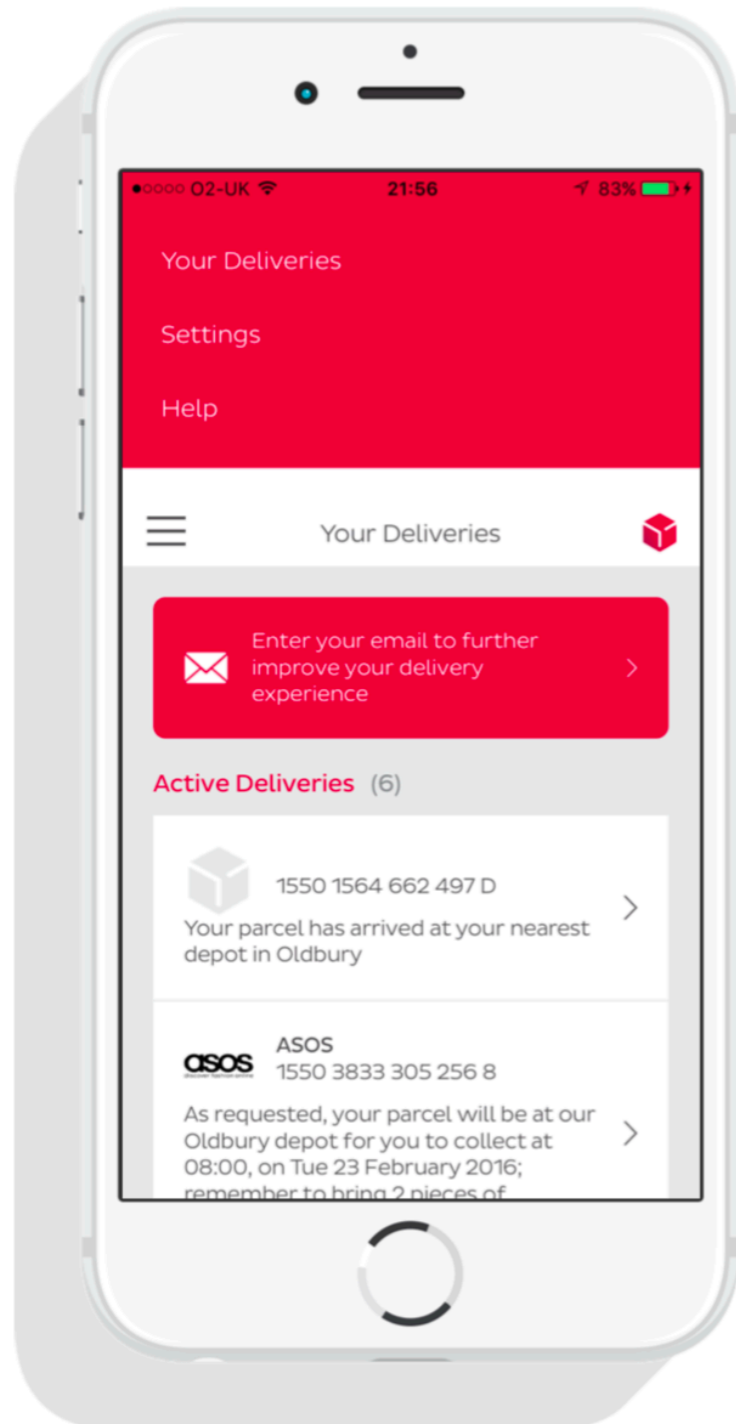
APP IS VERY VERBOSE

There are many views within the app where the copy could be much more concise or implied through instructional, navigational or label copy.

Recommendation:
Review and edit the copy on each screen so that we're not overwhelming the user with superfluous text.

CONSIDER REPLACING HAMBURGER MENU

There has been a lot of debate in the UX community around the use of so-called hamburger menu icons. Recent studies of major apps (e.g. Facebook) have indicated improved usability within the app when the menu items are exposed to the user.

Recommendation:
In a future update, consider replacing the hamburger menu with a permanent primary navigation for the 3 main app areas - Your Deliveries, Settings and Help.

MAJOR ⚠️⚠️⚠️
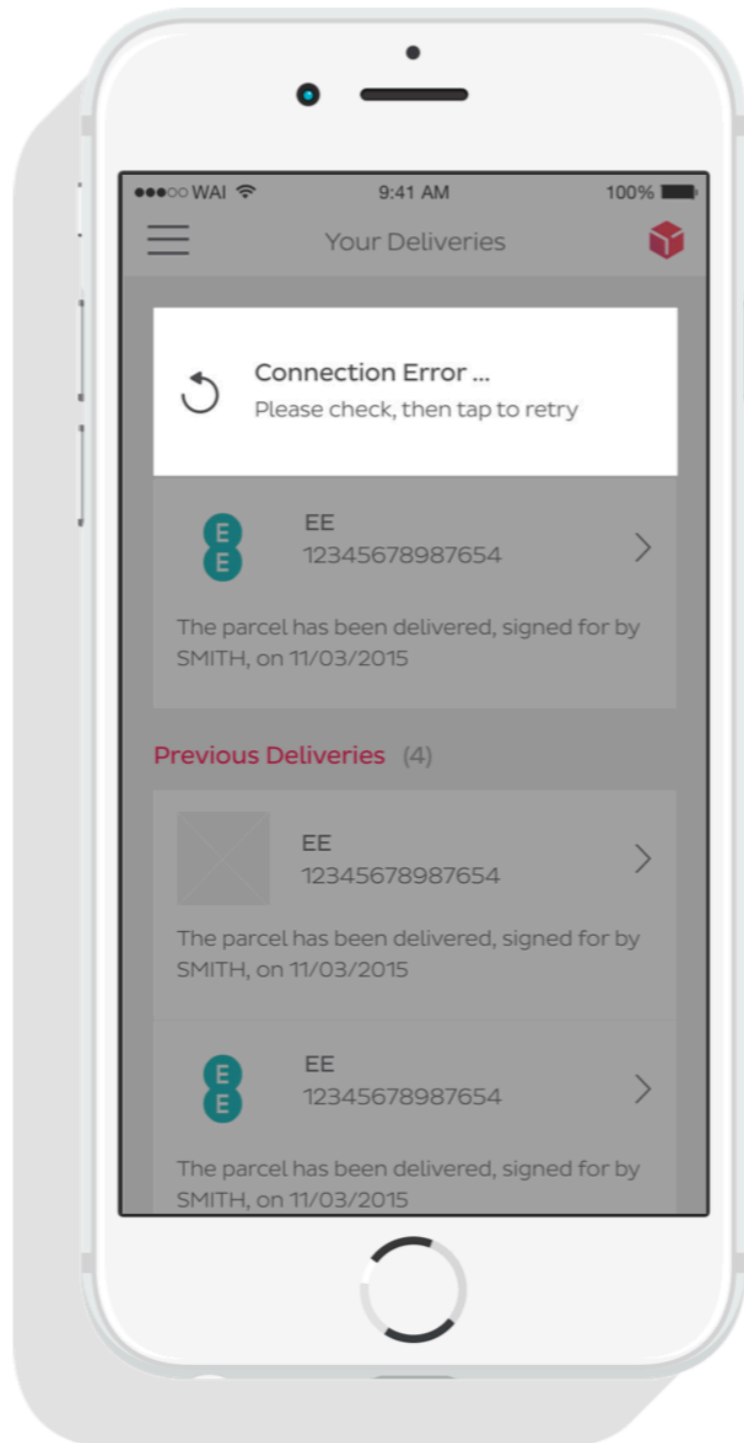
USERS ARE NOT NOTIFIED WHEN THERE IS NO CONNECTIVITY

Disabling mobile data connection when in app results in no parcel details being displayed. Launching the app without any mobile data connection prevents the app from starting up.

Recommendation:
Display a clear error message such as the one illustrated on the left. This should be displayed after approx 10 seconds of there being no response from the server. This message should be displayed globally across the app in the event of a poor connection, including the loading & coach screens.
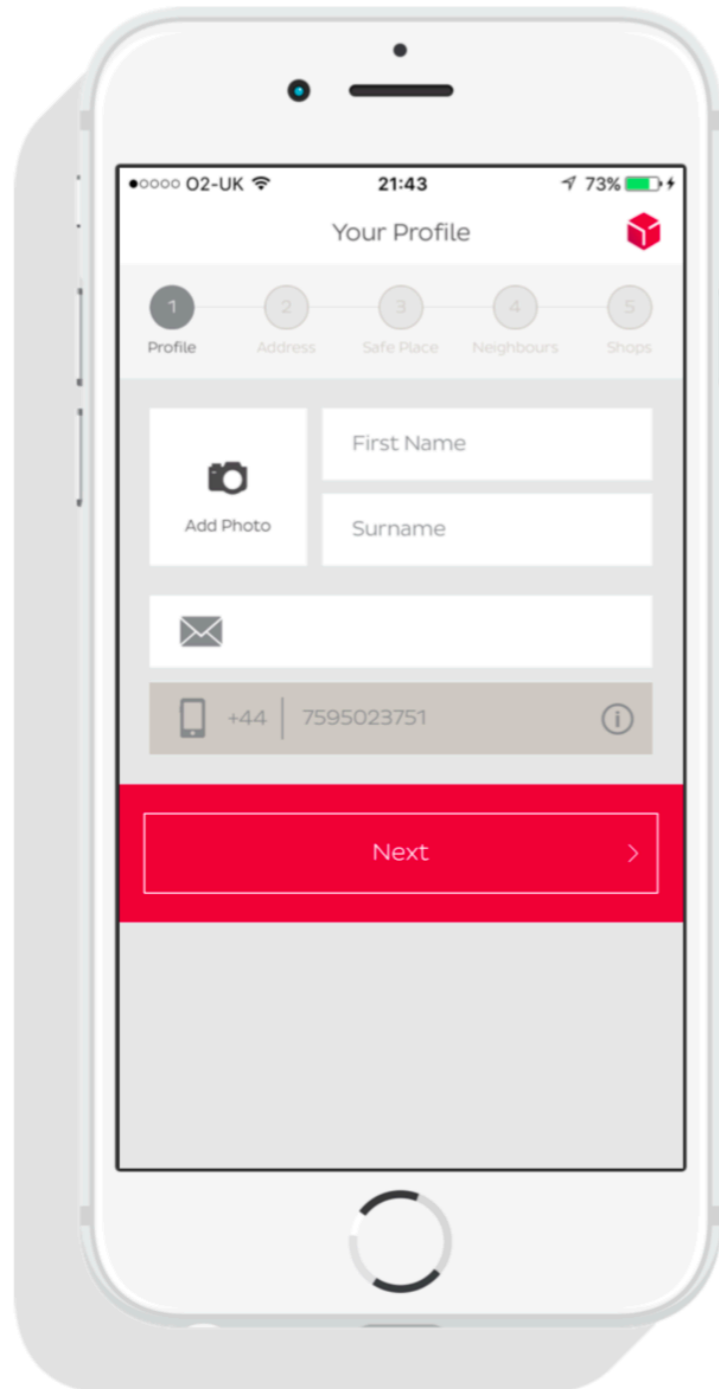
POTENTIAL TO SPEED-UP SIGN-UP WITH SOCIAL LOGIN

By allowing users to sign up via Facebook, we'll be able to capture name, email, photo & potentially mobile number at once.

Recommendation:

No clear recommendation here - it's an option for consideration. Having brand association with Facebook might not be ideal particularly around data and privacy concerns.
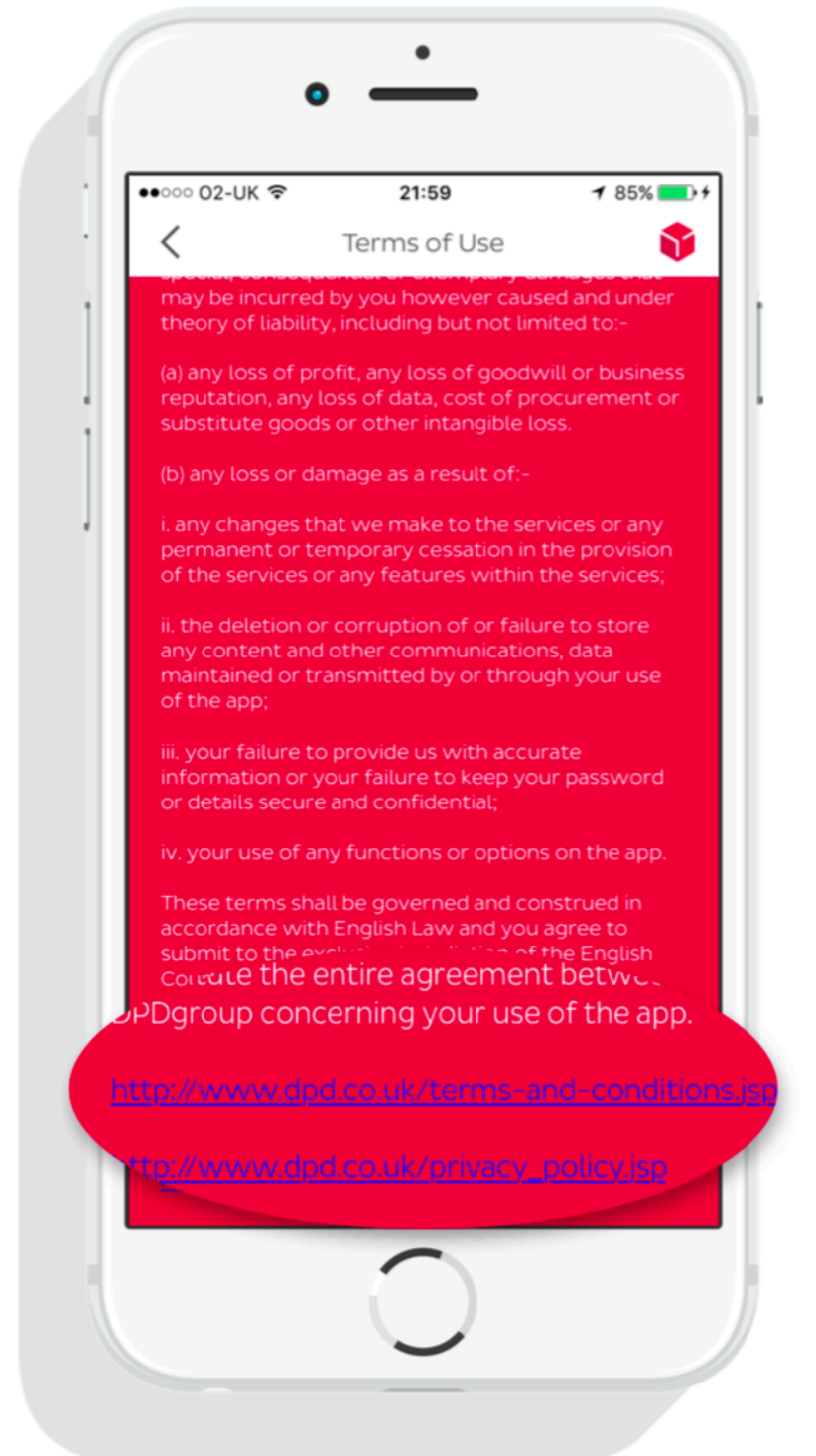
MINOR ⚠ POTENTIAL FEATURE
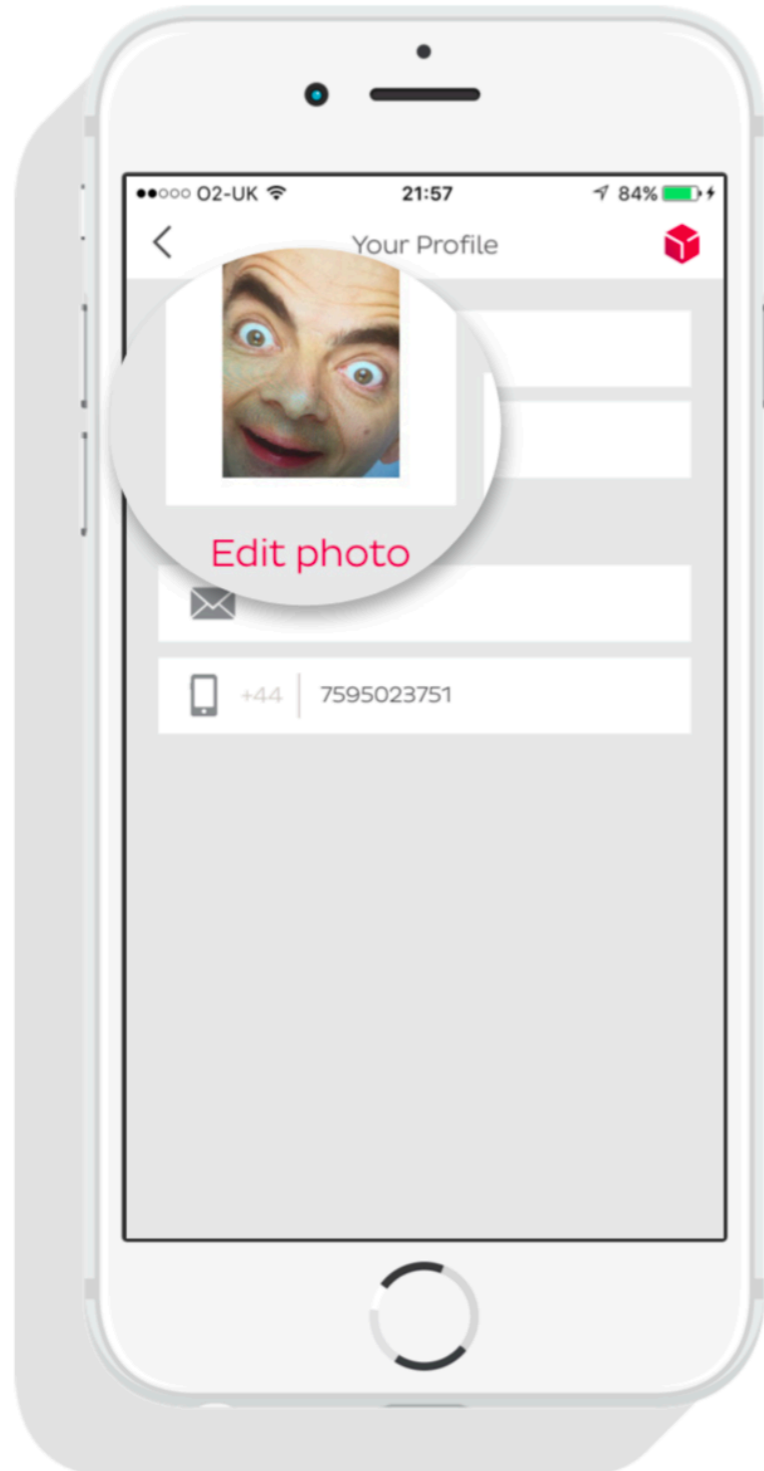
LIMITED CONTROL OF PHOTOS

User is able to upload and change their photos. It would be nice in future if users had the ability to crop and even delete their profile & safe place photos.

Recommendation:
Consider giving users the ability to move, zoom and crop their profile and safe place photos as well as remove them completely if required.

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LINKS TURN BLUE ONCE TAPPED

There are 2 web links at the bottom of the terms of use screen. These turn blue once tapped to indicate that they've been visited. The default blue for the visited link is difficult to read on the red background due to poor colour contrast.

Recommendation:
Either keep the colour of visited links as white or change the colour of the Ts&Cs page to white background and black text (with blue visited state for the links).
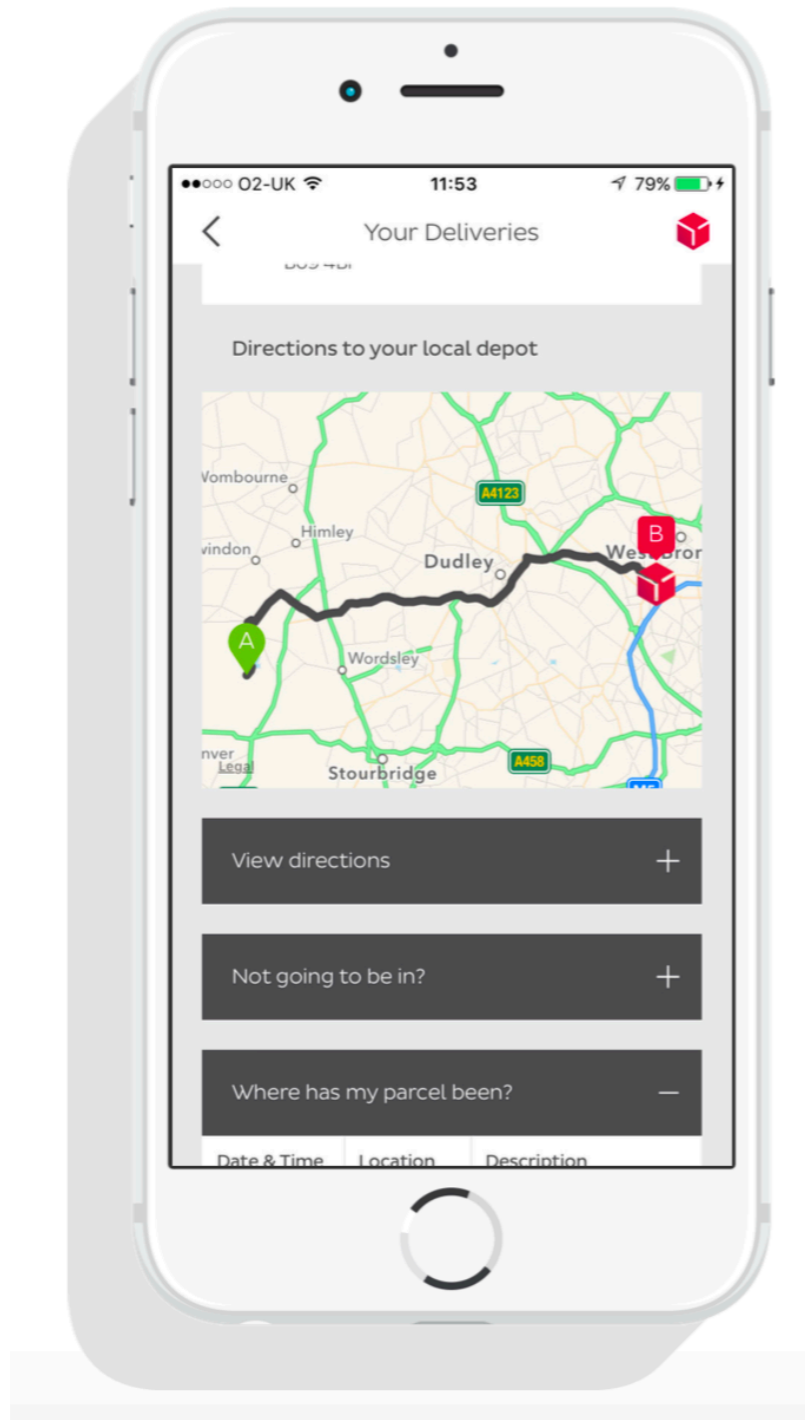
ACCORDION EXPANSION NOT ALWAYS OBVIOUS

When the user taps to expand the "Where has my parcel been?" accordion, it's not always obvious that content has been revealed due to it's default position just above the bottom of the viewport.

Recommendation:
When this particular accordion is expanded, auto-scroll a portion of the content up into view so that it's obvious to the user that content has now been revealed.

ONBOARDING PROCESS
CAN BE IMPROVED

The limited user testing we conducted during the development phase indicated confusion around the double verification of mobile & email. From this insight we've been able to concept a better sign-up process with fewer barriers to completion. We'd recommend this be prototyped and tested prior to implementation in order to validate the solution. This solution forces the user to verify via SMS initially, captures their email (without verification at first) and then once signed up and in the app, requests that they verify the email. It also separates the steps across more screens so that it's less overwhelming for the user.
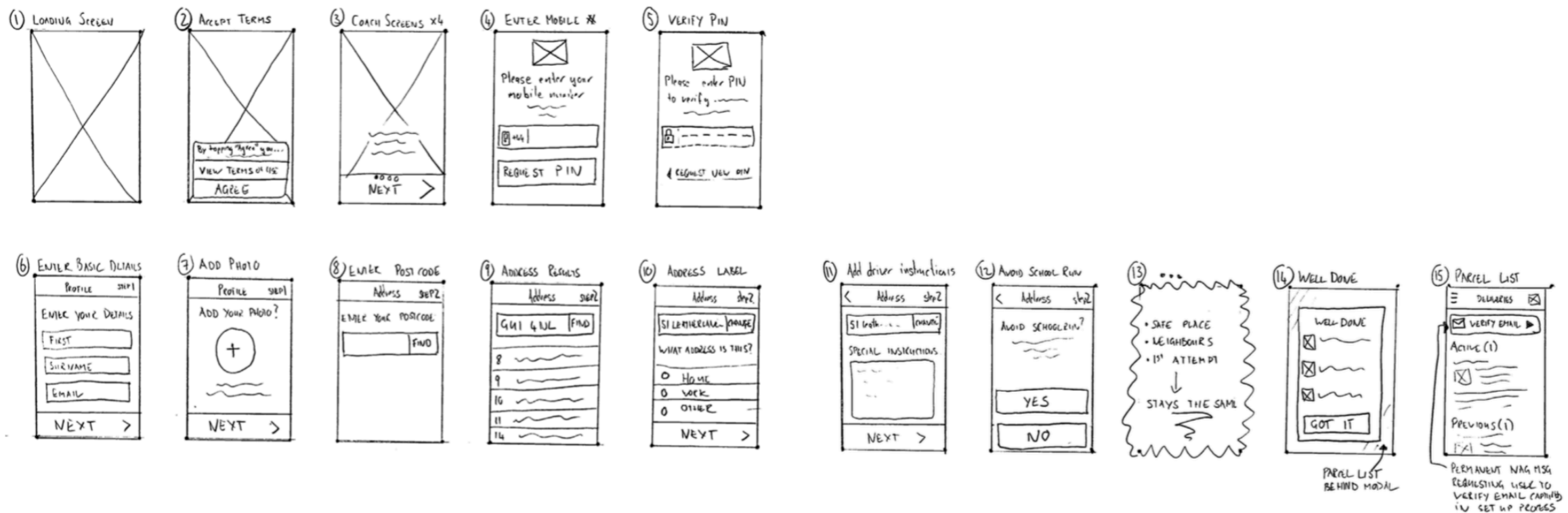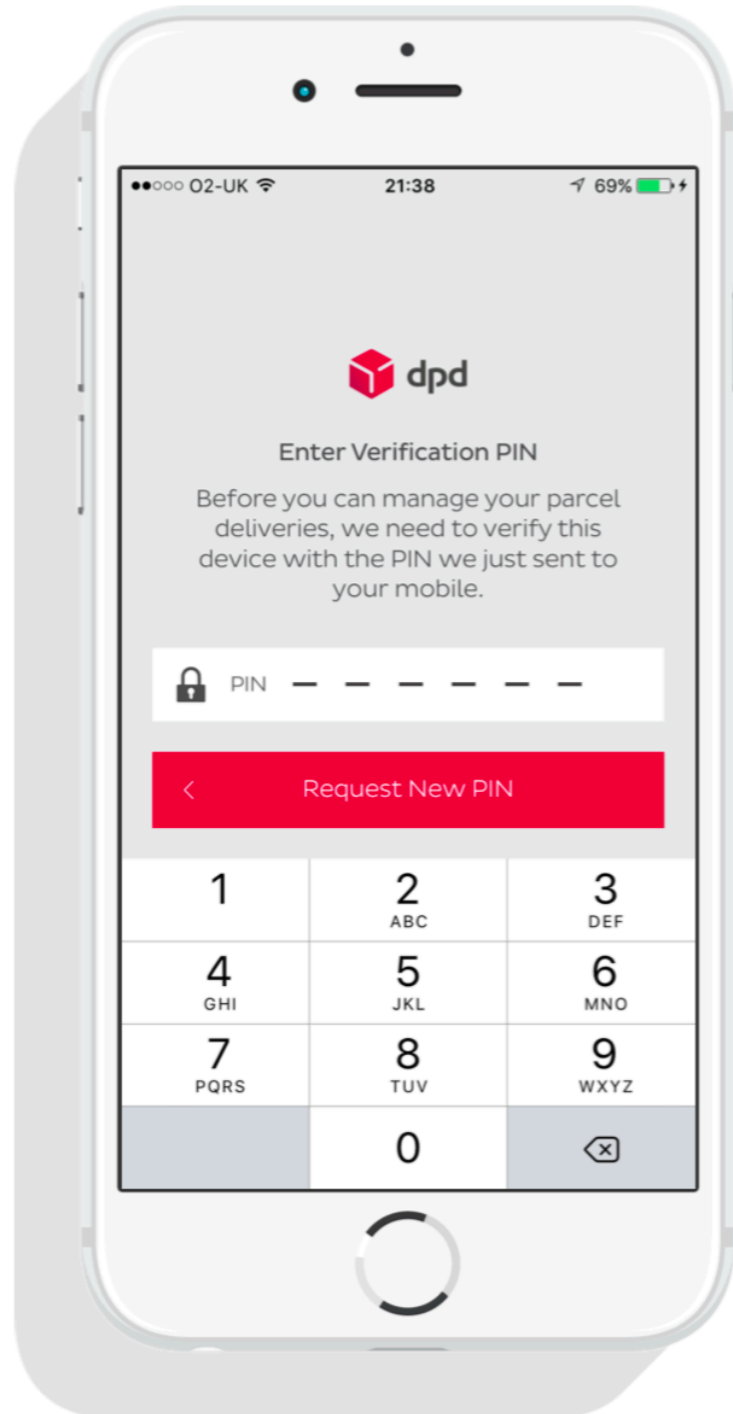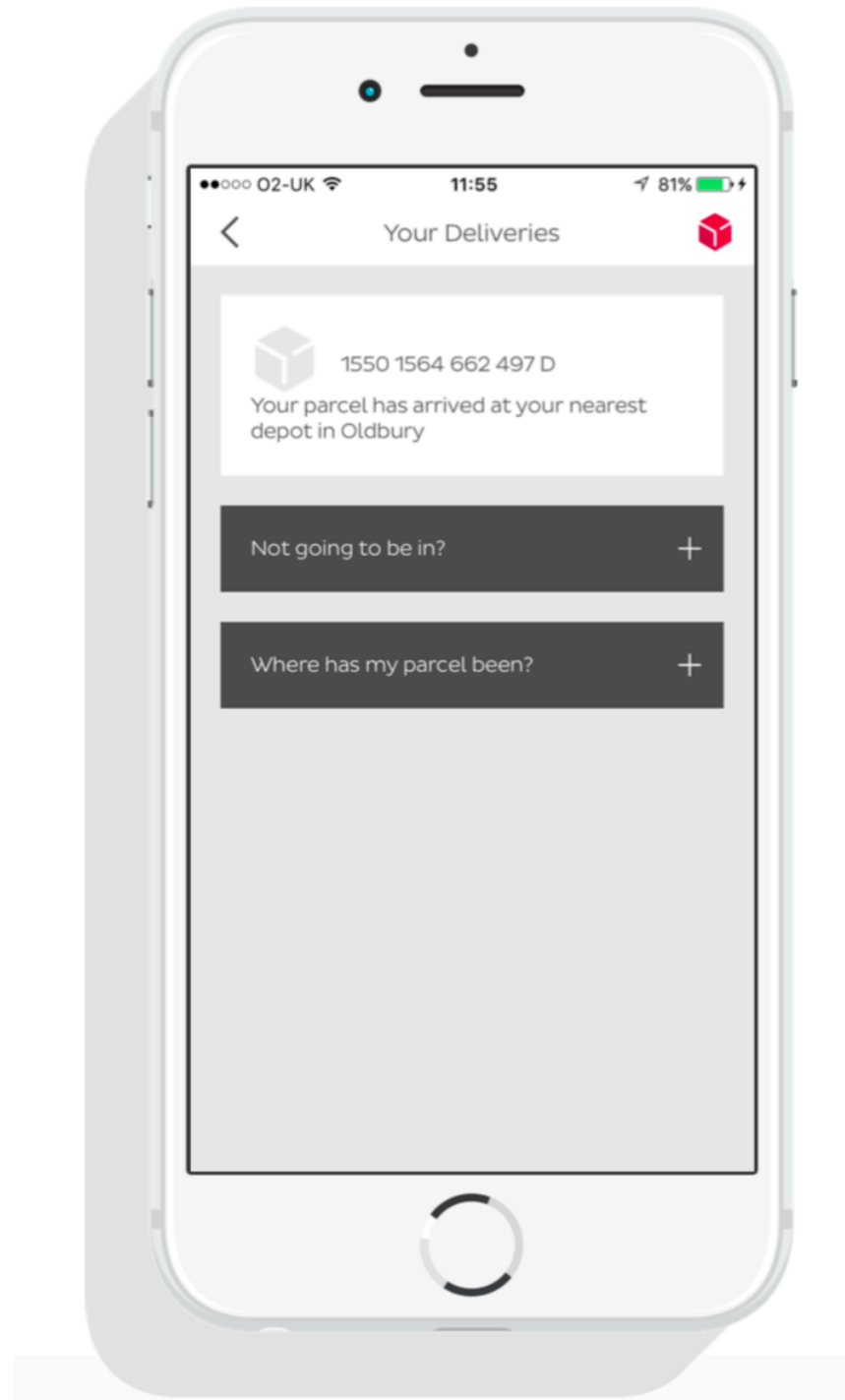
CHANGE STYLING OF REQUEST PIN BUTTON

This has been mistaken for a 'Submit' button on the PIN entry screen by some users. As the form auto-submits, it doesn't result in a negative experience, but it should be changed anyway for improved clarity.

Recommendation:
To resolve this, we should change the style from a button to that of a text link.

IN-FLIGHT ACTIONS HIDDEN BY DEFAULT

The rationale behind the use of accordions was to reduce content within the view so as to not overwhelm the user. Seeing the app in use and with real data, we're of the opinion now that it would likely be more beneficial to the user to reveal these important actions by default.

Recommendation:
Change the 'Not going to be in?' accordion so that it is in an expanded state by default.

FINDINGS & RECOMMENDATIONS

POTENTIAL FEATURE
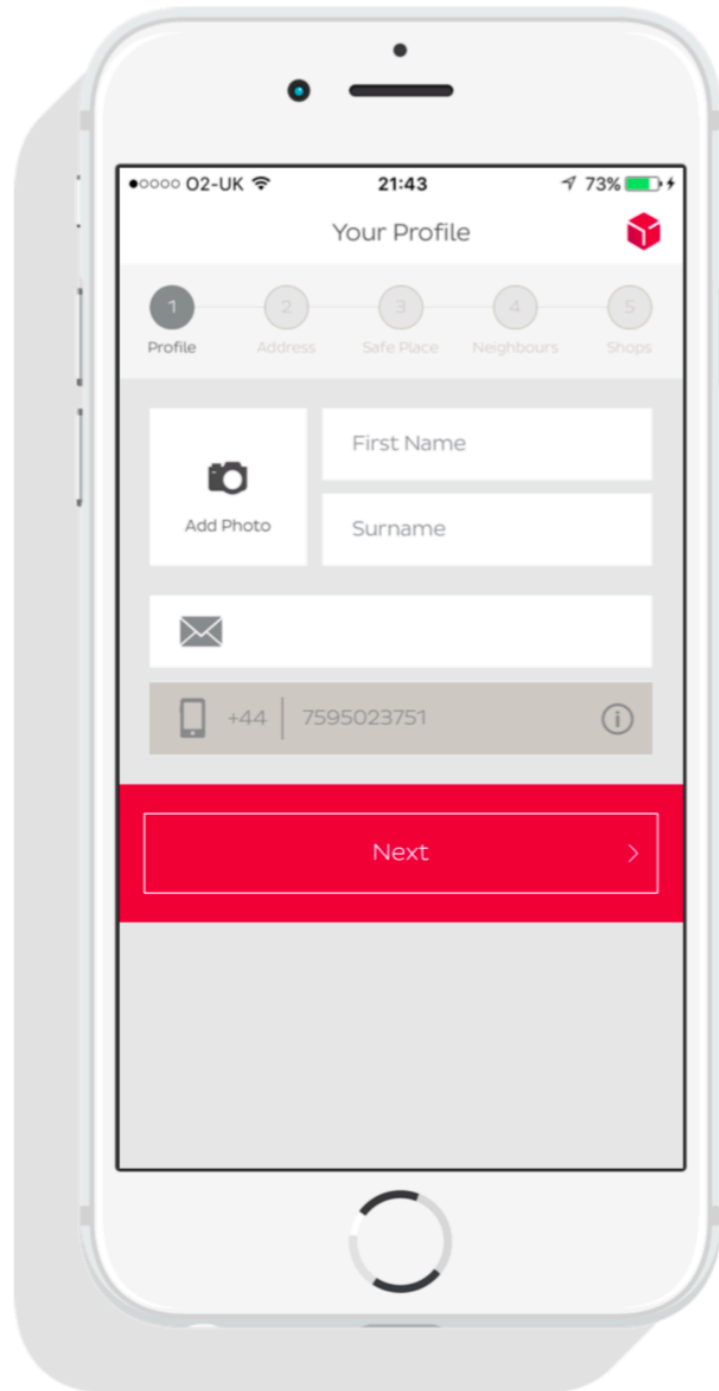
MAKE SET-UP WIZARD MORE VISUAL

The setup process uses rows and radio buttons for selections. This is fine, but to further enhance the overall user experience we could eventually swap these out for visual tiles or cards.

Recommendation:

A card-based solution could potentially display icons and labels on individual white squares that each represent options like 'Home', 'Work' and 'Other'. These cards would need active states to indicate what has been selected.
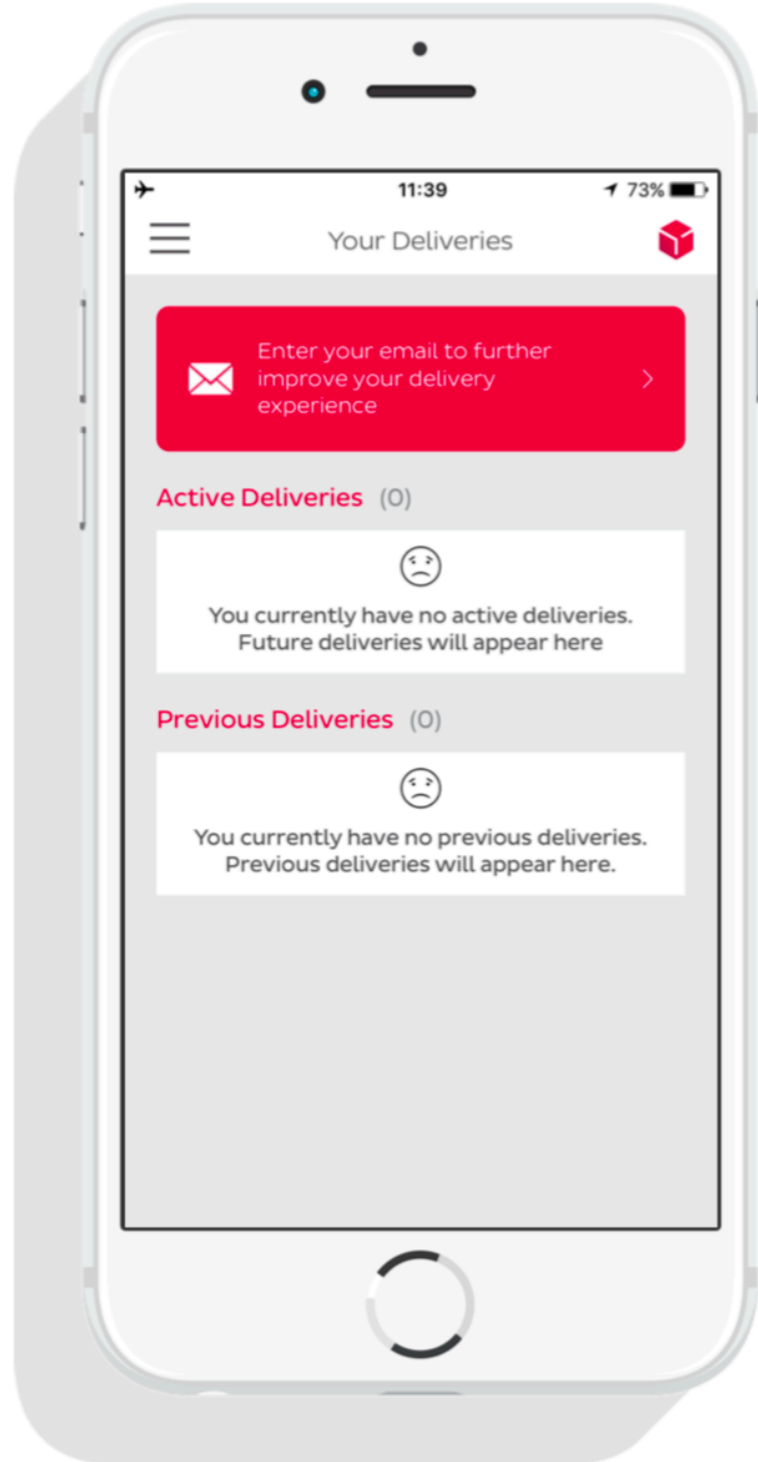
MAKE USE OF DPD CUBE ICON

This device was included for branding purposes, however we've noticed that some users will tap it - indicating that they have mistaken this for a menu or button of some sort.

Recommendation:
We could make this a functional part of the app and use it to alert the user to various things such as prompting them to verify their email etc. It would be a nice unobtrusive way of providing an in-app notification centre.
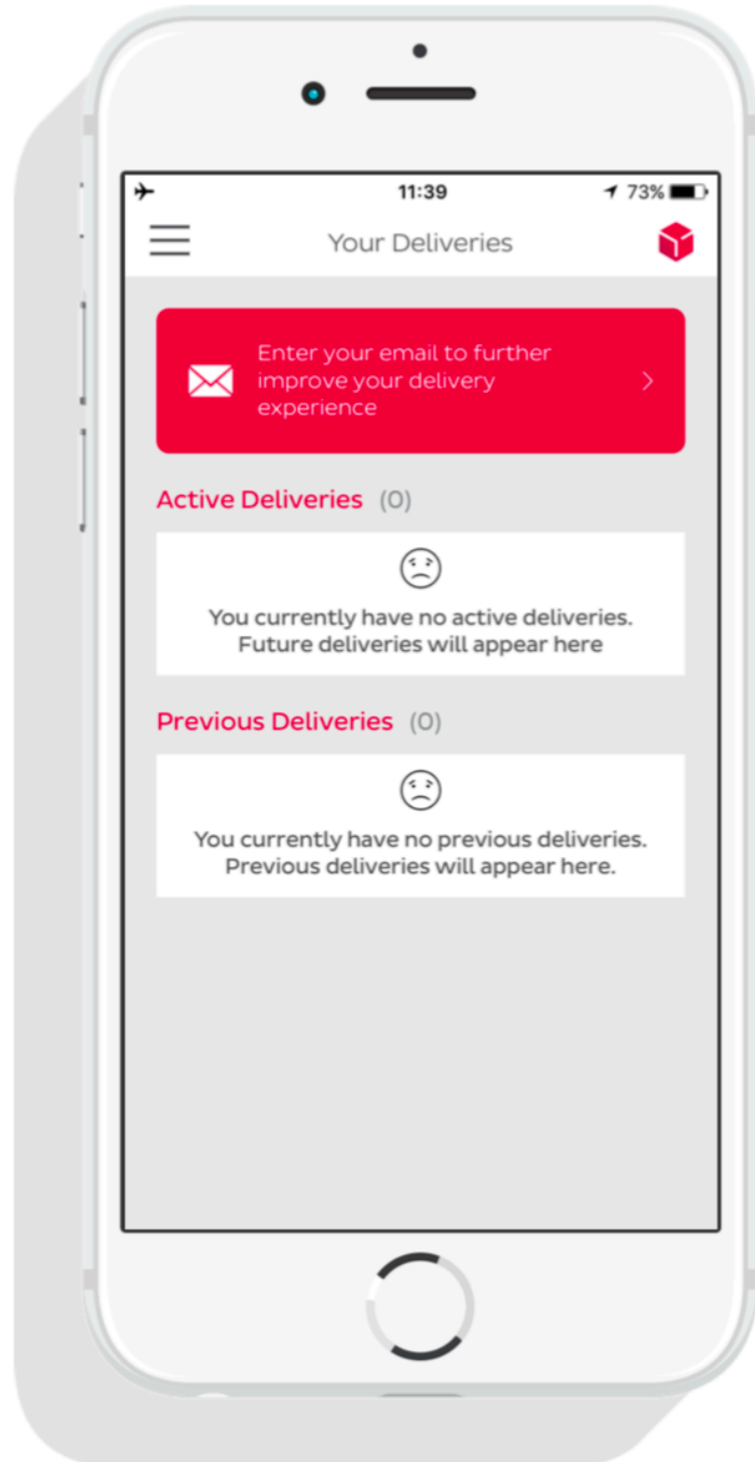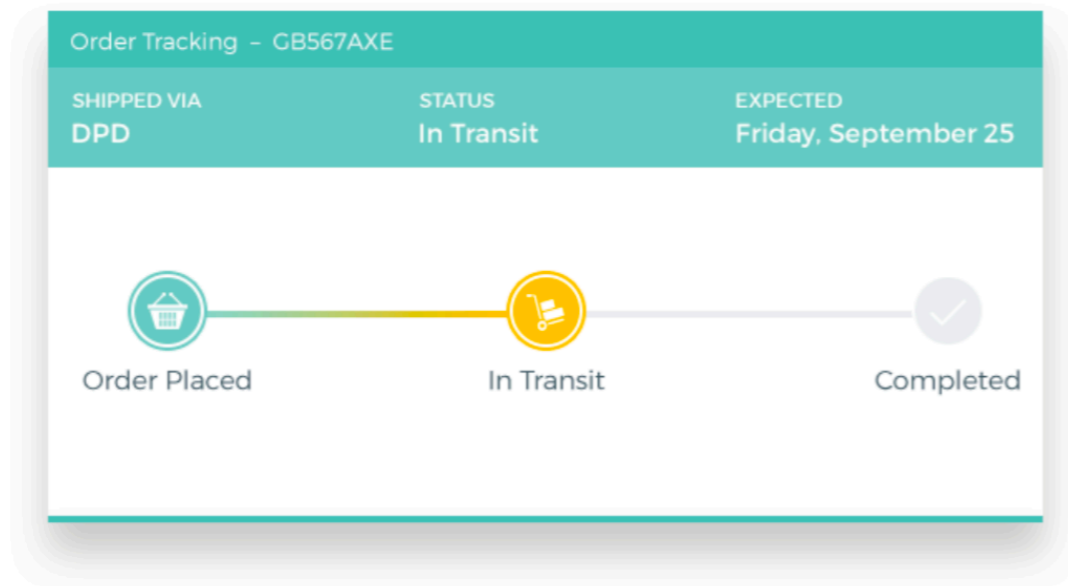
TAB THE MAPS

There are numerous screens where parcel details, parcel status, collection addresses, maps, directions, action and parcel events are displayed in one view. This has the potential to overwhelm some users, particularly on screens that are quite verbose.

Recommendation:
We could minimise this by tabbing the address view and map view of e.g., shop or depot locations so that users only see that info if they decide to view it. This could be worked up as part of a solution previously mentioned around making the maps interactive.

POTENTIAL FEATURE

Order Tracking – GB567AXE

SHIPPED VIA	STATUS	EXPECTED
DPD	In Transit	Friday, September 25

Order Placed — In Transit — Completed

ADD PARCEL PROGRESS INDICATOR

A nice feature to consider for future would be a visual progress indicator of a parcel's status so that a user can instantly see where their parcel is in the process and what's still to come.

CONCLUSION

REPORT CONCLUSION

We've described a number of improvements and potential features for future consideration that we expect will result in an improved user experience.

In particular we feel the app can be made more visual, more concise and provide better data to users (e.g., distances, matched addresses, confirmation of number that PIN was sent to, connection error messages).

The biggest change is likely to be around the on-boarding process and we'd highly recommend that any solutions are designed, prototyped and tested on real end users before they are implemented into the app.

We appreciate there are a number of business and technical limitations to implementing some of the features (e.g. dynamic address lookup). If offering the best user experience is your goal, then we recommend you look at addressing some of these infrastructure limitations,

We are aware that potential bad app reviews are a concern. There will always be negative reviews, but there are certain things you can do to mitigate these. For instance, have a development roadmap so that new versions of the app can be released at regular intervals to replace any negative reviews. Each of these releases should improve the app in some way. Continual improvement and evolution of the app will be the key to a successful app.

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