Empireload
A logistics app redesign

Empireload serves as an advanced logistics platform, providing drivers with instantaneous access to freight opportunities featuring premium and exclusive pricing.

By Matin Rashidi

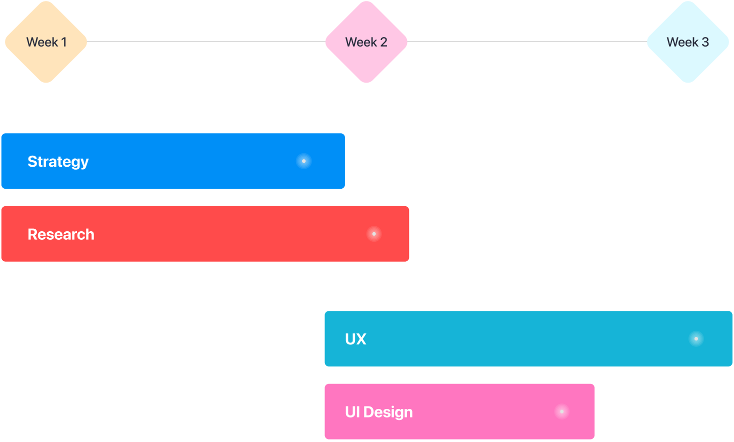
Description

This platform facilitates drivers in discovering freight opportunities for transportation across various locations within the United States. Additionally, drivers have the capability to submit bids with their own rates for the available trips listed on the load board.

Why did I start this project?

I initiated this project based on insights gathered from my colleagues' experiences. The previous application presented significant challenges, resulting in frequent errors by both drivers and dispatchers. Additionally, the visual aesthetics of the app were not well-received. In response, I undertook a comprehensive redesign, incorporating new features to enhance the overall user experience.

Project timeline



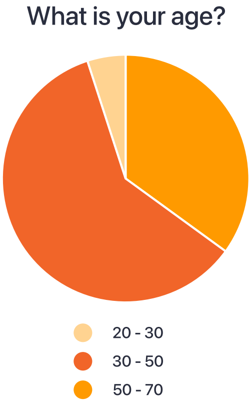
Problem Statement & Challenges

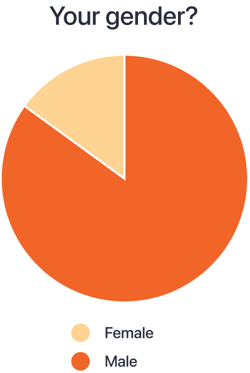
Problems	Solutions
Difficult to get a load with that matches driver's van.	Optimize van load matching for drivers.
Difficult to find reliable load based on and packages.	Improve load reliability using package details.
Unsecured advance payment.	Secure advance payments for loads.
Budget idea & planning.	Enhance budgeting ideas and planning.
Healthy & safety concern.	Address health and safety concerns.
Insufficient local information.	Enhance local information availability.
The visual design of the old app was deemed unappealing.	Redesign the visual design of the app for appeal.

Response of Qualitative &

Quantitative Research

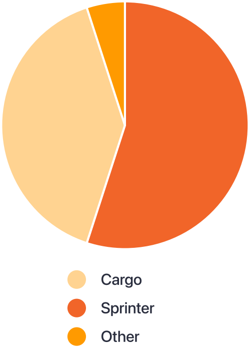
User research is dedicated to comprehending user behaviors, needs, and motivations through observation techniques, task analysis, and various feedback methodologies. In my study, I employed two distinct research methods: Qualitative and Quantitative analysis. For qualitative analysis, I conducted interviews with 10 individuals involved in hauling to gain insights into the challenges they encounter during load booking. Additionally, for quantitative analysis, a survey was administered to a sample of 50 participants.

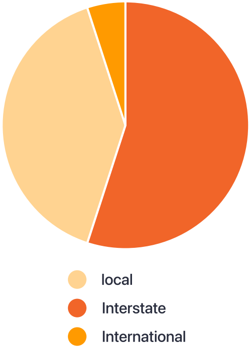

What is your age?


Your gender?

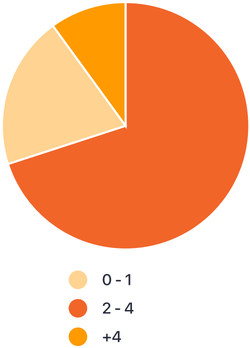
What is your van type?

Where do you usually haul loads to?

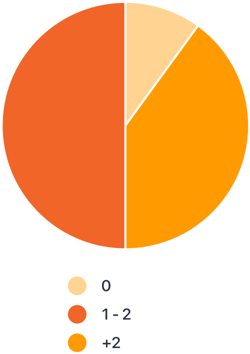




What is the average number of loads you receive in a typical week?



What is the average number of load cancellations you encounter in a typical week?



User Persona

Goals

- Optimize load matching
- secure reliable hauls
- ensure prompt payments
- enhance overall route planning efficiency

Frustration

- Difficult to convince friends & family
- Price fluctuations due to location & demand
- Not enough load filtering
- Inefficient tracking
- Difficulty in securing well-paying loads.
- Inconsistent load availability.
- Lack of real-time updates on load status.

Kevin

Age: 49
Status: Married
Occupation: Driver
Location: Dallas, TX

Meet Kevin, an experienced sprinter van driver known for his efficiency and precision in navigating the roads. With a commitment to optimizing load management, Kevin is a trusted professional, ensuring timely and reliable deliveries in the fast-paced world of transportation.

Personality

- Friendly
- Punctual
- Responsible

Influences

- Friends
- Online & social media
- Online advertise

Technology

- Mobile Apps
- Android
- Social network

Empathy Map

Gains

- New experience
- New skills about work

Seeing

- Companies posting on social media
- Vans in public

Pains

- Unplanned trip
- Can not easily get local information
- Trusted agency

Hearing

- Friends advising me
- Various freight & packages
- Safety advice

Doing and saying

- Connection with dispatcher and tracking team
- Activate tracking application
- Shop equipment for the load

Thinking

- How to save money
- How to get more loads
- Deciding where to go

User Flow

Logo screen

Login / Register

- OTP
- Forgot Password
- Social Signup

Load Board

- Browse loads
- Filter

Browse Loads

- Bid on a load
- Get a load

Current load

- Tracking
- Details
- Addresses

Tracking

- Manual update
- Directions (Map)

Delivered loads

- Load History

Profile

- Billing info
- Account details
- Settings

Account details

- Online Status
- Information
- ID
- Vehicle info

Conversations

- Dispatchers list

Settings

- Legal info
- Privac
- Device setting
- Notifications

Loads
Chicago → Anywhere
Stackable
Dock Level
Hazmat
Stackable
1 Stop - 298 miles

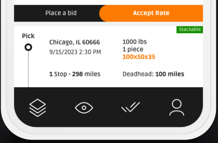
Pick
Chicago, IL 60666
9/15/2023 2:30 PM
1000 lbs
1 piece
100x50x35
1 Stop - 396 miles
Deadhead: 40 miles
Chicago, IL 60666
9/15/2023 2:30 PM
$ 400
Drop
Place a bid
Accept Rate

Hazmat
Pick
Chicago, IL 60666
9/15/2023 2:30 PM
1000 lbs
1 piece
100x50x35
1 Stop - 1524 miles
Deadhead: 100 miles
Chicago, IL 60666
9/15/2023 2:30 PM
$ 1,200
Drop

Loads
Chicago → Anywhere

Location Updated 1 min ago
Delivery fee
$ 1,200

Pick	Drop
836 PATTON DR SUITE 201 TOWER A Chicago, IL 60666	836 PATTON DR SUITE 201 TOWER A Chicago, IL 60666



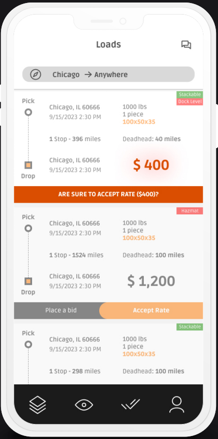
Pick

Chicago, IL 60666
9/15/2023 2:30 PM

1000 lbs
1 piece
100x50x35

1 Stop - **298** miles

Deadhead: **100 miles**



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Chicago, IL 60666
9/15/2023 2:30 PM

$ 400

Drop

ARE SURE TO ACCEPT RATE ($400)?

Pick

Chicago, IL 60666
9/15/2023 2:30 PM

1000 lbs
1 piece
100x50x35

1 Stop - **1524** miles

Deadhead: **100 miles**

Chicago, IL 60666
9/15/2023 2:30 PM

$ 1,200

Drop

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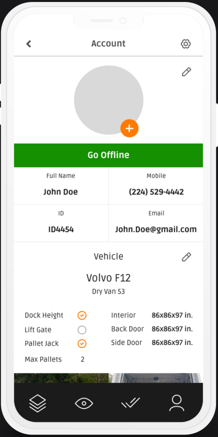


Account

Go Offline

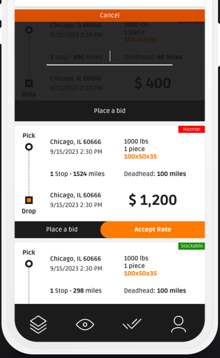
Full Name	Mobile
John Doe	(224) 529-4442

ID	Email
ID4454	John.Doe@gmail.com

Vehicle

Volvo F12
Dry Van 53

Dock Height	☑	Interior	86x86x97 in.
Lift Gate	○	Back Door	86x86x97 in.
Pallet Jack	☑	Side Door	86x86x97 in.
Max Pallets	2		



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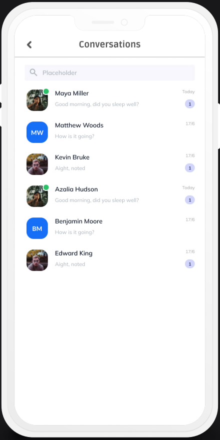
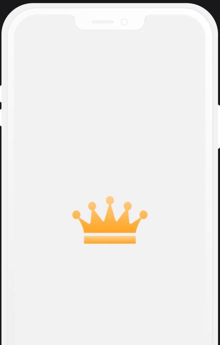
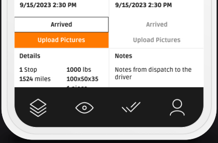


Conversations

Name	Message	Time	Unread
Maya Miller	Good morning, did you sleep well?	Today	1
Matthew Woods	How is it going?	17/6	
Kevin Bruke	Aight, noted	17/6	1
Azalia Hudson	Good morning, did you sleep well?	Today	1
Benjamin Moore	How is it going?	17/6	
Edward King	Aight, noted	17/6	1





9/15/2023 2:30 PM	9/15/2023 2:30 PM
Arrived	Arrived
Upload Pictures	Upload Pictures

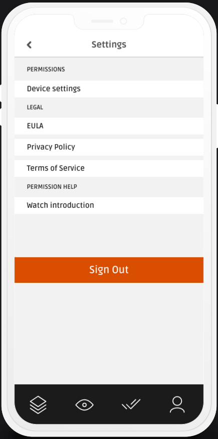
Details

1 Stop
1524 miles

1000 lbs
100x50x35

Notes

Notes from dispatch to the driver



Settings

PERMISSIONS

Device settings

LEGAL

EULA

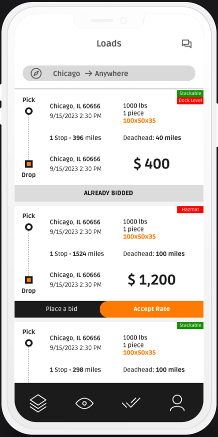
Privacy Policy

Terms of Service

PERMISSION HELP

Watch introduction

Sign Out



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Chicago, IL 60666
9/15/2023 2:30 PM

$ 400

Drop

ALREADY BIDDED

Pick

Chicago, IL 60666
9/15/2023 2:30 PM

1000 lbs
1 piece
100x50x35

1 Stop - **1524** miles

Deadhead: **100 miles**

Chicago, IL 60666
9/15/2023 2:30 PM

$ 1,200

Drop

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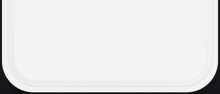

Appreciate your support!

I would love to hear your valuable feedback. Please feel free to share your thoughts in the comments section.

**For inquiries regarding your project,
please reach out to me.**