Trucked in

Meeting your shipping needs

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How The Story Begins…

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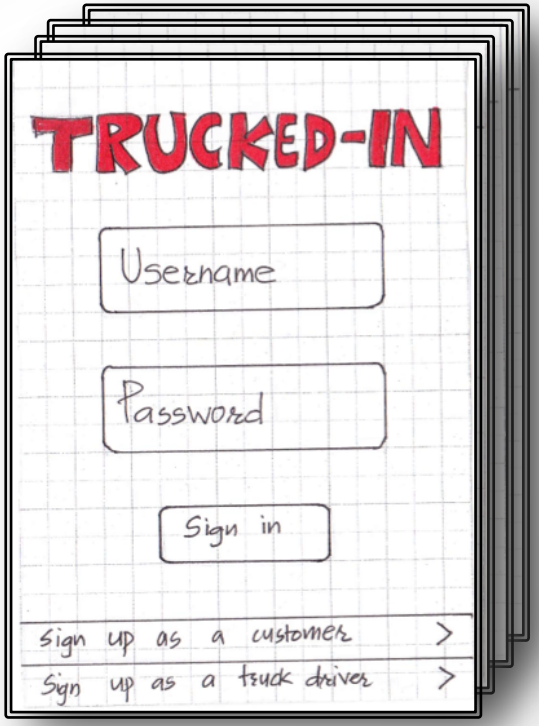
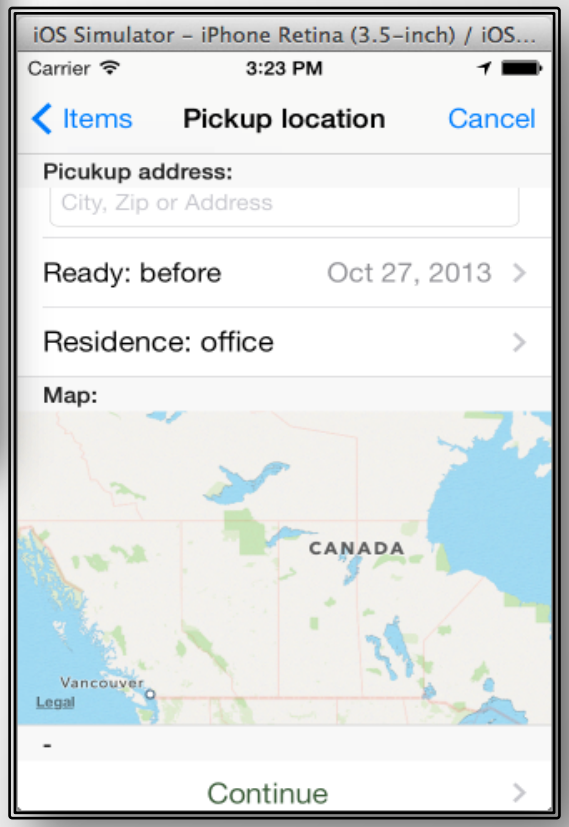
- Survey says!
  - 50% enjoyed their moving experience
  - 25% used independent truck drivers
  - 0% used (or had even heard of) UShip
- How about those truck drivers?
  - Great advertisement possibility
  - All-in-one solution

The Fork In The Road

- Web or Mobile?
- Le Papier!
- Well, that kind of worked
- Java…
- iOS!

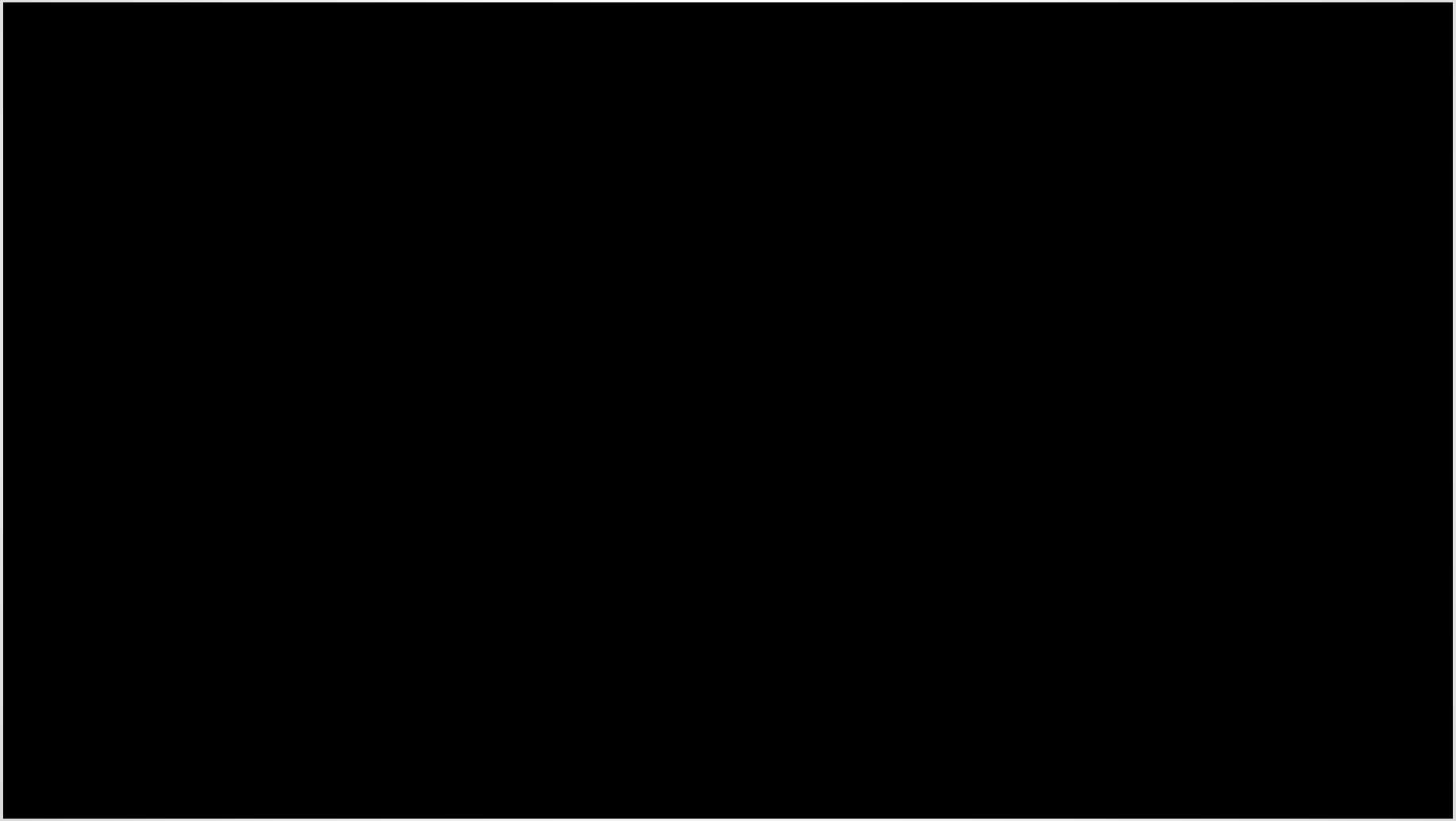




Stop Talking,
Show Me Something Cool!

- But first, evaluation goals
  - User: Adding shipment
  - User: Tracking shipment
  - Trucker: Placing bids
  - Trucker: Acknowledging feedback

The Super Cool App

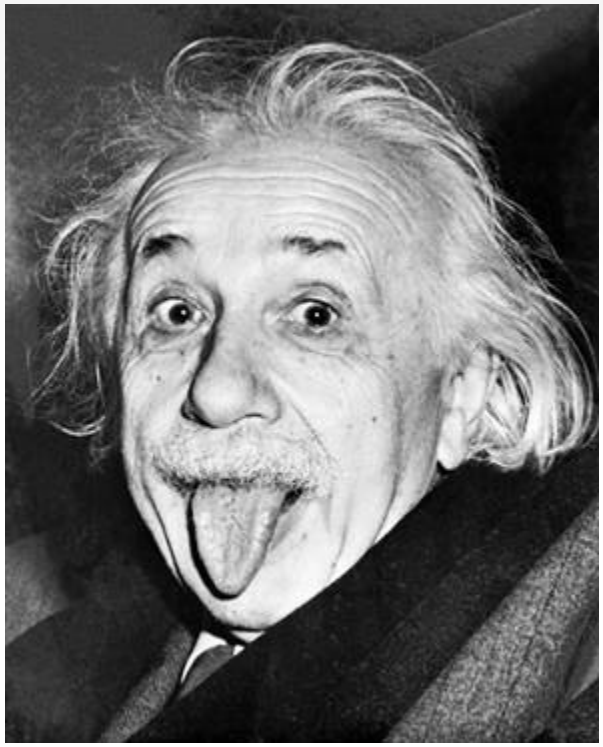


Well, That Worked

- Users
  - Flow
  - Visuals
  - Tracking
  - Feedback
- Truckers
  - Profiles
  - Tracking
  - Feedback
- Buttons
- Access
- Tabs
- Confirmation

Back To The Future

- Success! But needs some more work.
  - Additional features and integration.
- Eye opening as a designer.
- User centered design is important!



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