

NINJACART ASSIGNMENT

Product Finiti Weekly Challenge – 3

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GOAL



Help Drivers in Last Mile Logistics (LML) to deliver on time with less operational frictions.



Help Organization to get real time data for central monitoring

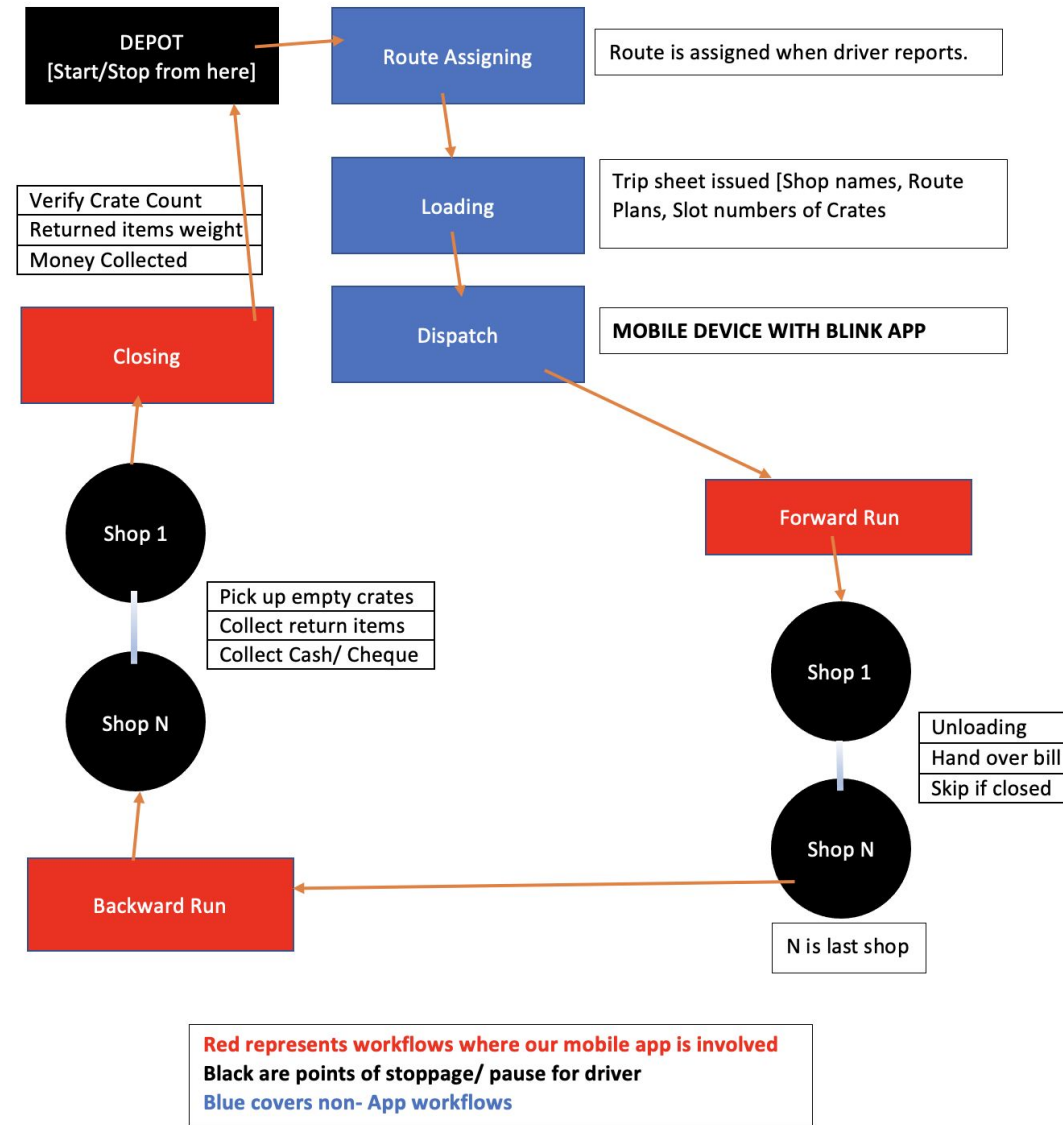
ASSUMPTIONS

- Driver will be given android phones [Low Cost] with car charging, a SIM with data pack and network coverage in that area.
- On boarding training is given to driver first time on how to use the app.
- Tasks such as entering routes for driver, delivery plan, shop details, etc. to be taken care by Backend Team.
- For return policy, we have assumed only one SKU, so Weight is the only constraint with returning items.
- In case of Cash payment, we have assumed customer paid exact change, otherwise managed by Credits.
- We 're focusing only on Mobile app part, we assumed a simple dashboard on web from Admin side to see the Driver data.

USER PERSONA

- Drivers who age between 18 – 50 years
- Level of Education is High School / Basic Education OR below
- Understands Mobile and internet, uses it for their basic needs

USER JOURNEY



PROBLEMS

FORWARD RUN

- Carry Printed sheet to keep track of Shop Names, Route Plans, Slot Numbers and Crates.
- Navigating between next Stops manually on Google Map or by memory.
- Manually handling Bill to each shopkeeper.
- In case shop is closed, no prior notification leading to Trip delays. Similarly, no notification to next arriving Shop.

BACKWARD RUN

- Keeping track of Crate count returned manually along with Cash/ Credit management.
- Manage Return items weight and balance etc. on the shop.

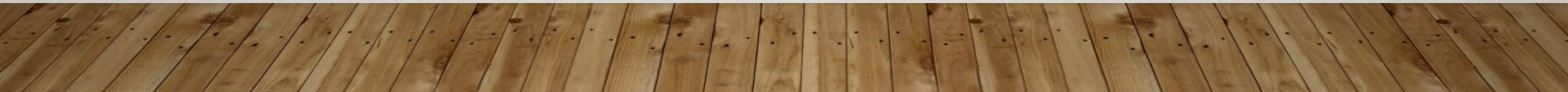
CLOSING

- Help in verifying crate count, returned item weight and collected money, submit credit records.
- Track Penalty of any missing Crate.

CONSIDERATIONS

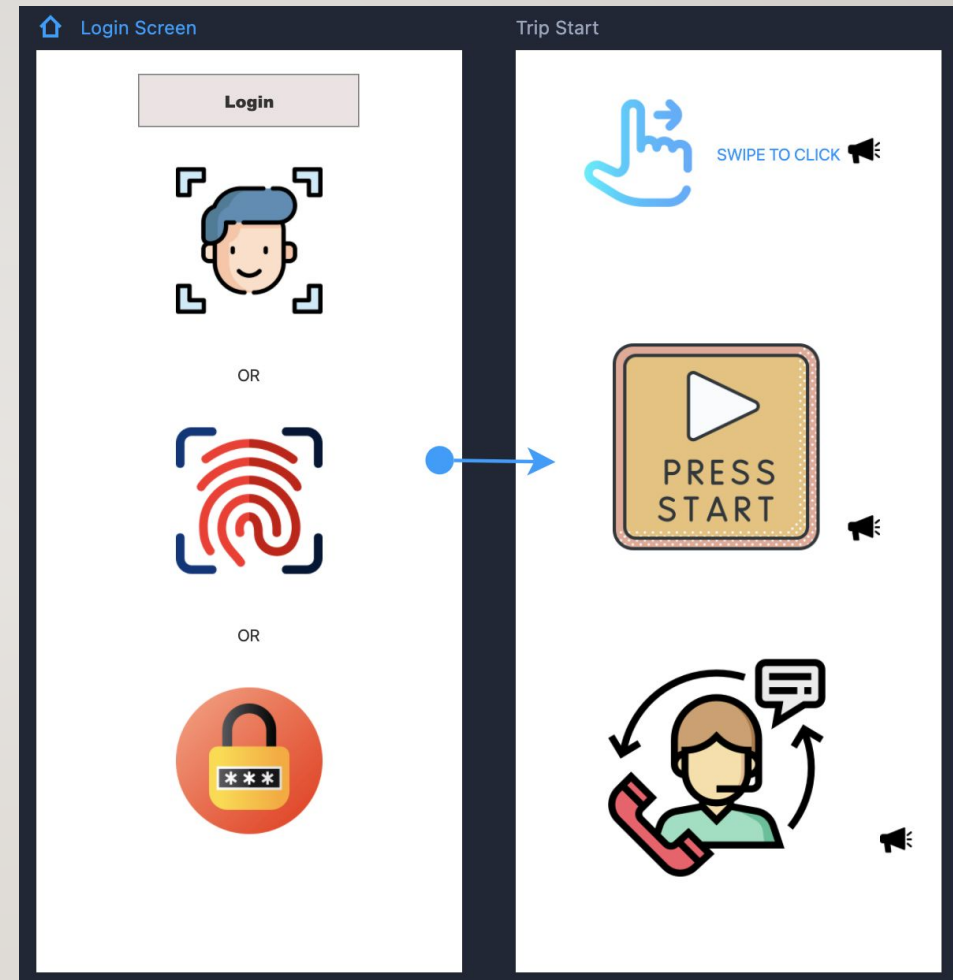
- The UI/ UX shall be intuitive with Less text and more use of icons to help less educated User.
- Action buttons can be made sliding than simple Press to reduce Tapping by mistake.
- Voice buttons to hear the large text areas.
- Use of colors like Red/ Green for Positive and Negative actions.

FEATURE	BENEFITS	EFFORT	IMPACT	PRIORITY
Forward Run				
Easy Login with Start/ End Journey Options	D	Medium	High	Phase 1
Map showing Next Stop, remaining distance and time, option to call shopkeeper	D + S	High	High	Phase 1
Auto Loaded Shop name, Route Plans, Slot numbers, & Crates	D	Medium	High	Phase 1
Notifications to next Stop Shopkeeper when the driver leaves from Previous Stops with all delivery details in Forward Run	S	Low	High	Phase 1
Auto Generated Bill to User by SMS/ Email	S	Low	High	Phase 1
Automated Voice Calls to the shopkeeper owners with option to confirm 1 or press 2 in case of shop closed	S	Medium	Medium	Phase 2
Ratings Management of Drivers as well as Shopkeepers	D + S + O	Medium	Low	Phase 2
Backward Run				
Notifications to next Stop Shopkeeper when the driver is returning back for crate collection	S	Low	High	Phase 1
Auto Regenerated Bill for Returned items - deducting the amount payable	S	Low	High	Phase 1
Closing				
While closing, show a summary of crates collected, cash collected, and penalty (if any).	D+O	Medium	High	Phase 1
SMS at end of the journey to the Driver to show the trip summary for record keeping	D+O	Medium	Medium	Phase 2
Whatsapp Chat bot for Shopkeepers to update returns, orders etc to Company	S	High	Medium	Phase 2
Overall				
Redefining the App experience in native langugae	D	High	Medium	Phase 2
Offline Support	D+O	High	Medium	Phase 2
Gamification to reward performing Drivers in terms of timings and ratings	D+O+S	High	Medium	
D- Driver, S - Shopkeeper, O - Organisation				



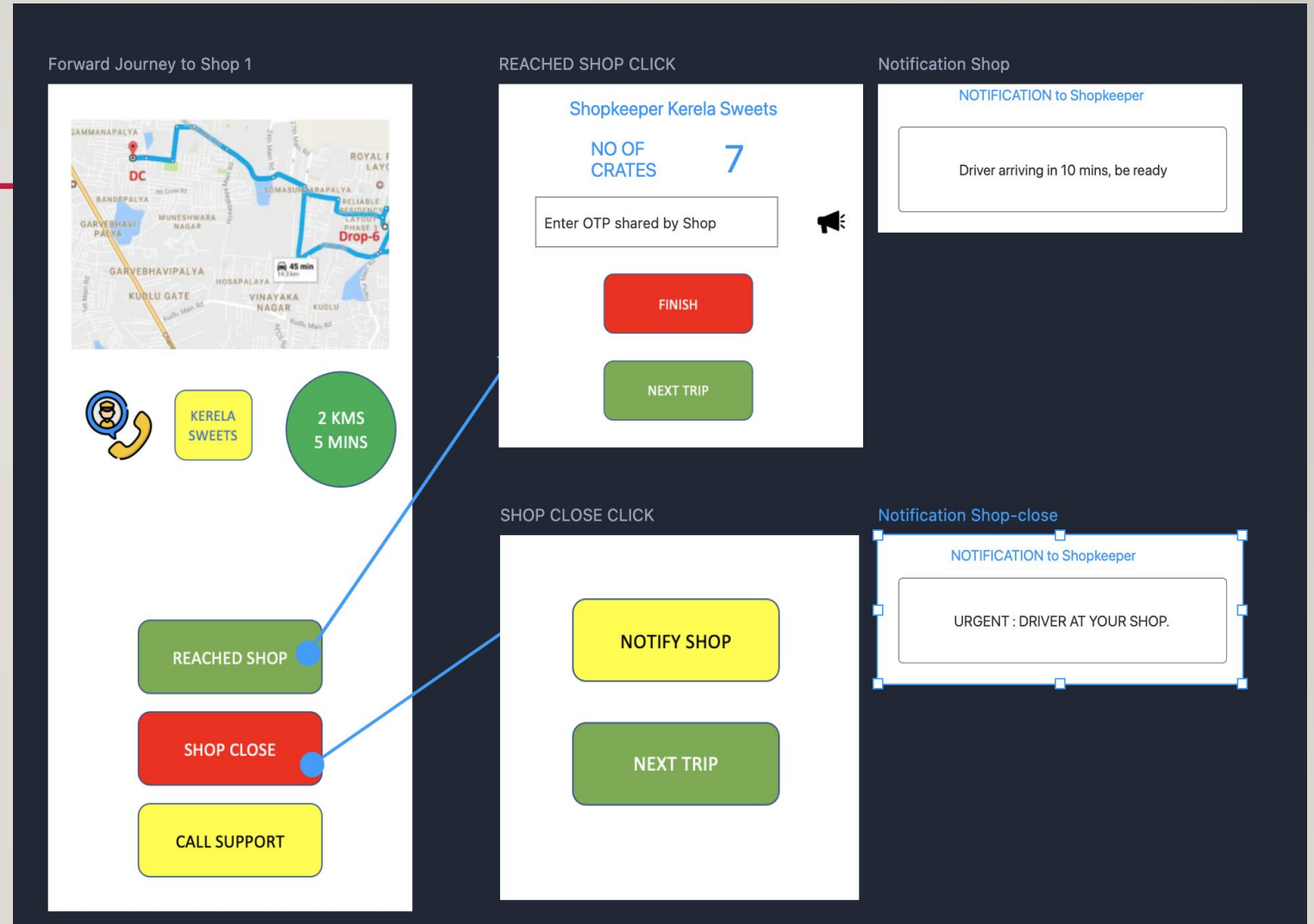
START JOURNEY

- Easy to Sign in for Driver via Fingerprint OR Face recognition OR Pin.
- Next Screen will have simple swipe button to start or Call Support Team
- There is speaker icon next to every item to hear what the buttons mean



FORWARD JOURNEY

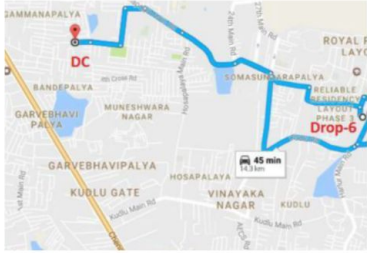
- Real time shop details, with easy options to Call shop, deliver, or cancel and move ahead.
- OTP from Shop, bill sent via SMS and Email.
- Shop keeper receives notifications in case of arriving driver in advance



BACKWARD JOURNEY

- Driver enters OTP, collects amount displayed, no of crates and leaves if no return item.
- Driver checks weight of return item and exact amount before leaving.
- In case of shop closed, he notifies the company and shop.

Backward Journey to Shop N



45 min
14.3 km

RAJ SHOP

12 KMS
5 MIN

REACHED SHOP

SHOP CLOSE

CALL SUPPORT

REACHED SHOP - NO RETURN

Shopkeeper Kerela Sweets

NO OF CRATES 7

Enter OTP shared by Shop

Total Amount - 1000 Rs

FINISH

NEXT TRIP

REACHED SHOP - RETURN ITEMS

Shopkeeper Kerela Sweets

NO OF CRATES 7

Enter OTP shared by Shop

Total Amount - 400 Rs

Return Item - 20 KG

FINISH

NEXT TRIP

Notification Shop

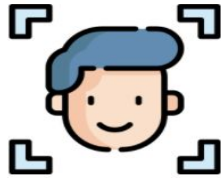
NOTIFICATION to Shopkeeper

Driver arriving be ready with payment/ crate

CLOSING JOURNEY

- Summary Shown to Driver. Driver can Sign off by Swiping Button, he receives SMS for details

CLOSING JOURNEY



RAJESH DRIVER, TRIP DURATION : 1 hour

TOTAL CASH : 5000 Rs

TOTAL CRATES : 50

MISSING CRATE : 2 , PENALTY : 100

SIGN OFF

ADMIN DASHBOARD

- All data collected from Mobile App, option to collect cash and mark Verified.
- All missing and return items
- See list of all Drivers and their summary, total Collections with option to sort them by date/ time etc.

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THANK YOU