Driverge

A different route

An app that matches truck driver vacancies with available drivers in real time
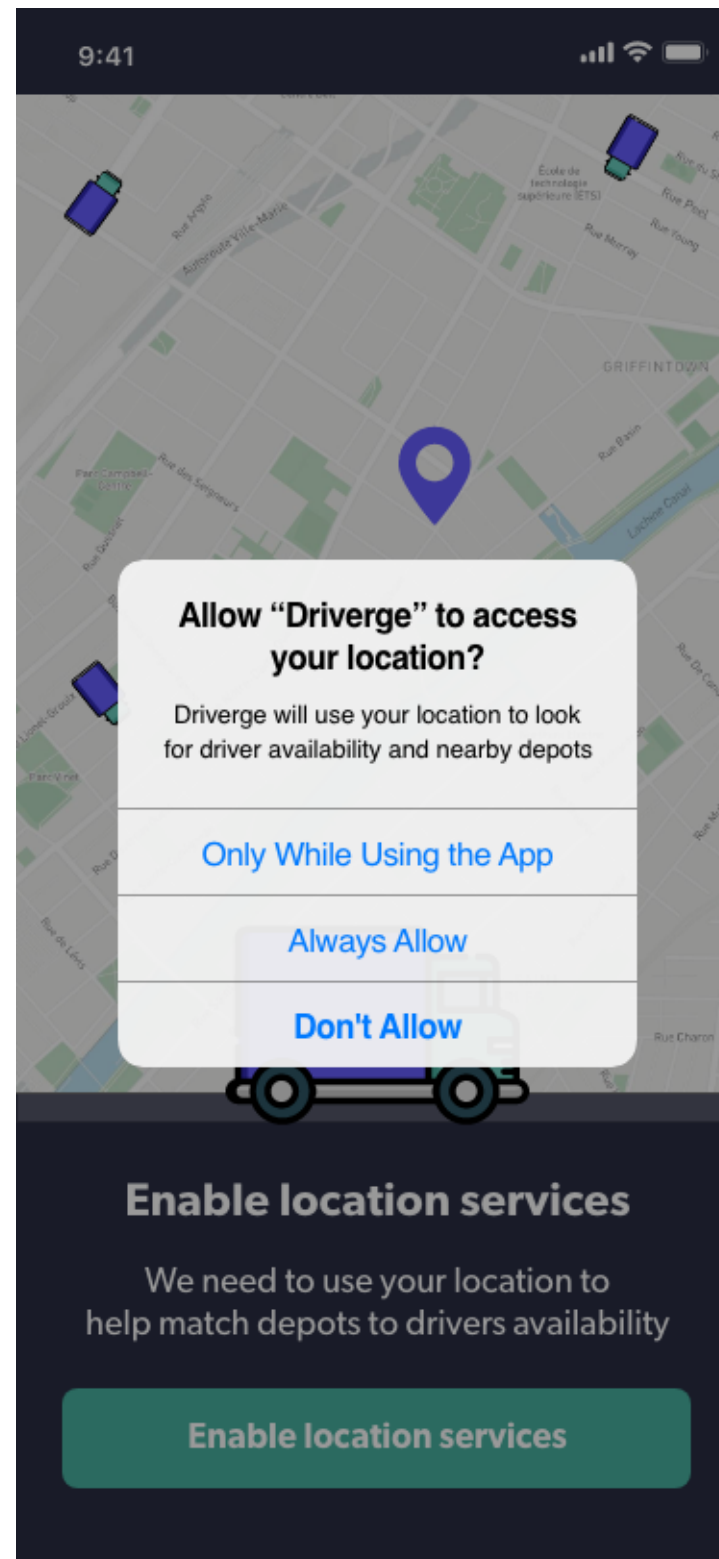
Document overview

We know from the research that some truck drivers are not that tech savvy. Some didn't even know their email address so I think we should to offer the user an option to sign in with facebook or google. In testing we can find out what the drivers preferred options are but for now we will show these two.

With the need for this app to be all about the users mobile phone functionality from location to contact details we wanted a 2-Step Verification process to make sure we have the users correct phone number.

Once a user puts in their phone number and presses the Next button a code will be sent to their phone for them to enter on the next screen.

If they don't get a code there is an option to get a new code resent.

I didn't want the app to be too complicated. Its easier to ask the 'who are you' question once you are in the app and your number verified.
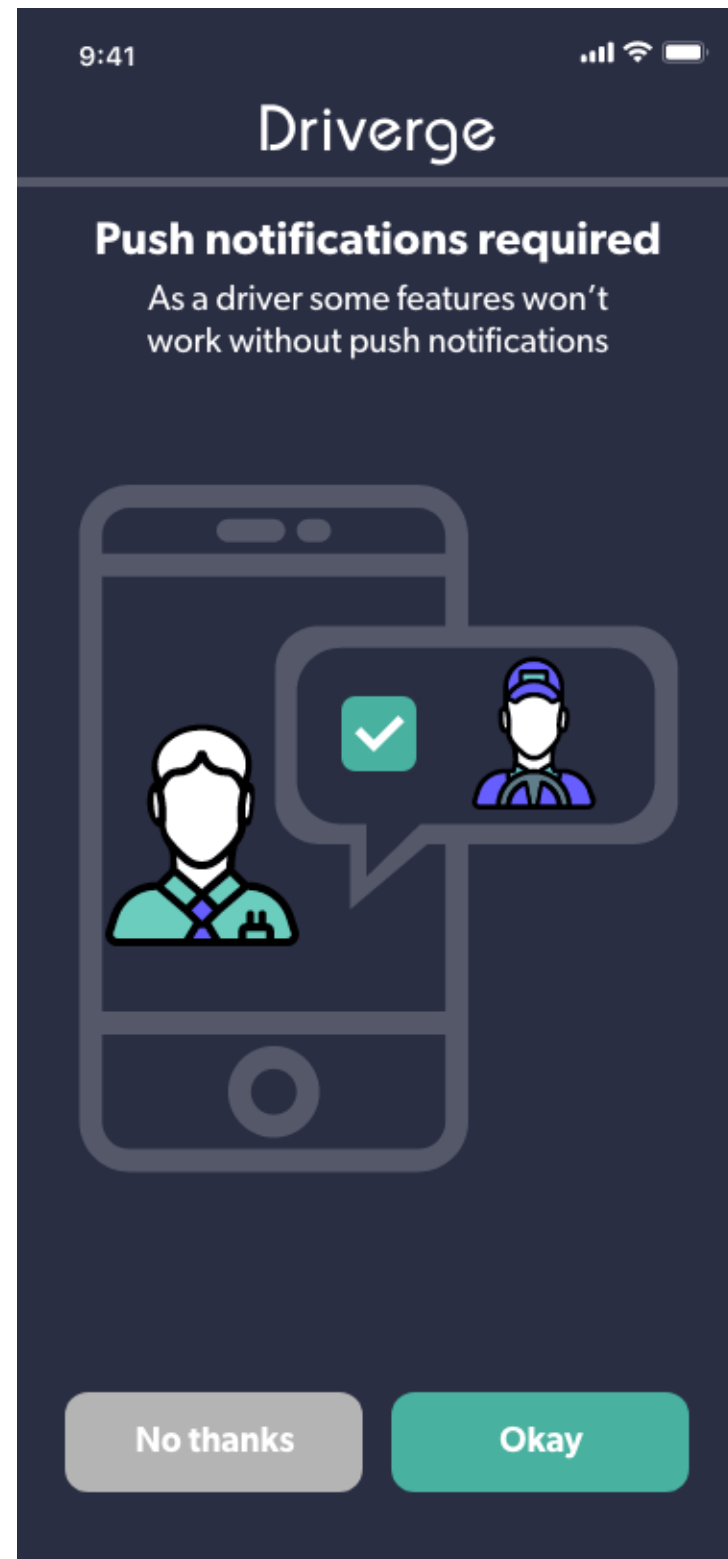
The answer to the 'who are you' question then determines which user journey you are taken on.

So after determining who you are we then need to know where you are. To do this we use the power of the mobile as a location device and ask the users permissions to use this.

Sometimes there is a reluctance to hand over the power to the device so this functionality needs to be explained carefully through testing to gauge how the users feel.

Also when advertising this app it needs to be explained that it is a location based app to make finding drivers/driving jobs easier so users should expect to be asked for this permission.

Once location permission has been confirmed we need to ask about push notifications. This is again a very much needed function to match real time drivers with fleet managers.

In the same way as location services messaging is needed we need to make sure that a user understands why we are asking them for push notifications.
The text on this screen is just place holder, let's talk to users to get the best idea about how to phrase this funtional need.
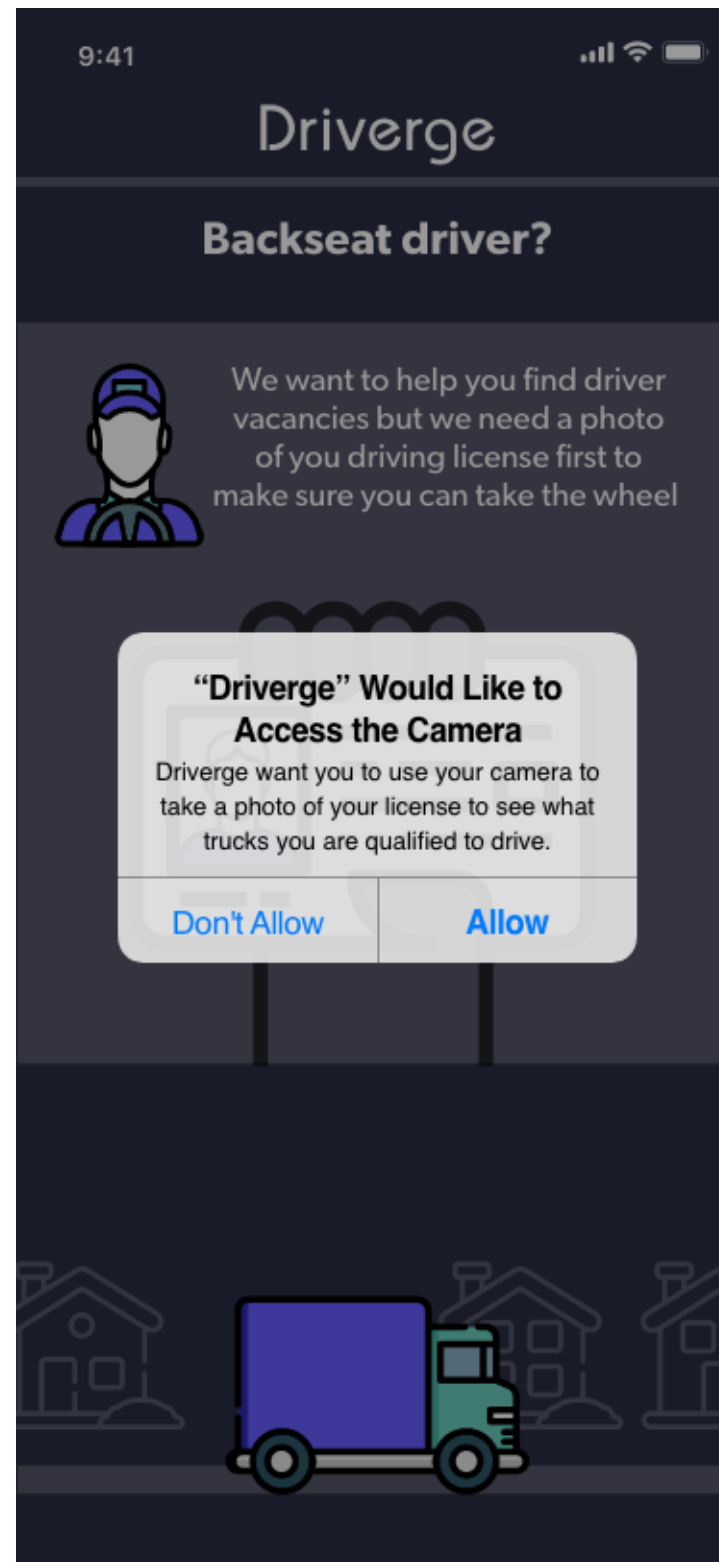
What to do you drive?

For the first roll out of this product we should concentrate on the larger C vehicle licenses. We know from the research that these are the vehicles that Fleet Managers struggle to find drivers for.

A very simple swapping of main brand colours with a tick shows the selection the driver makes.

As some drivers hold multiple licenses a confirm button is needed to continue the user journey.
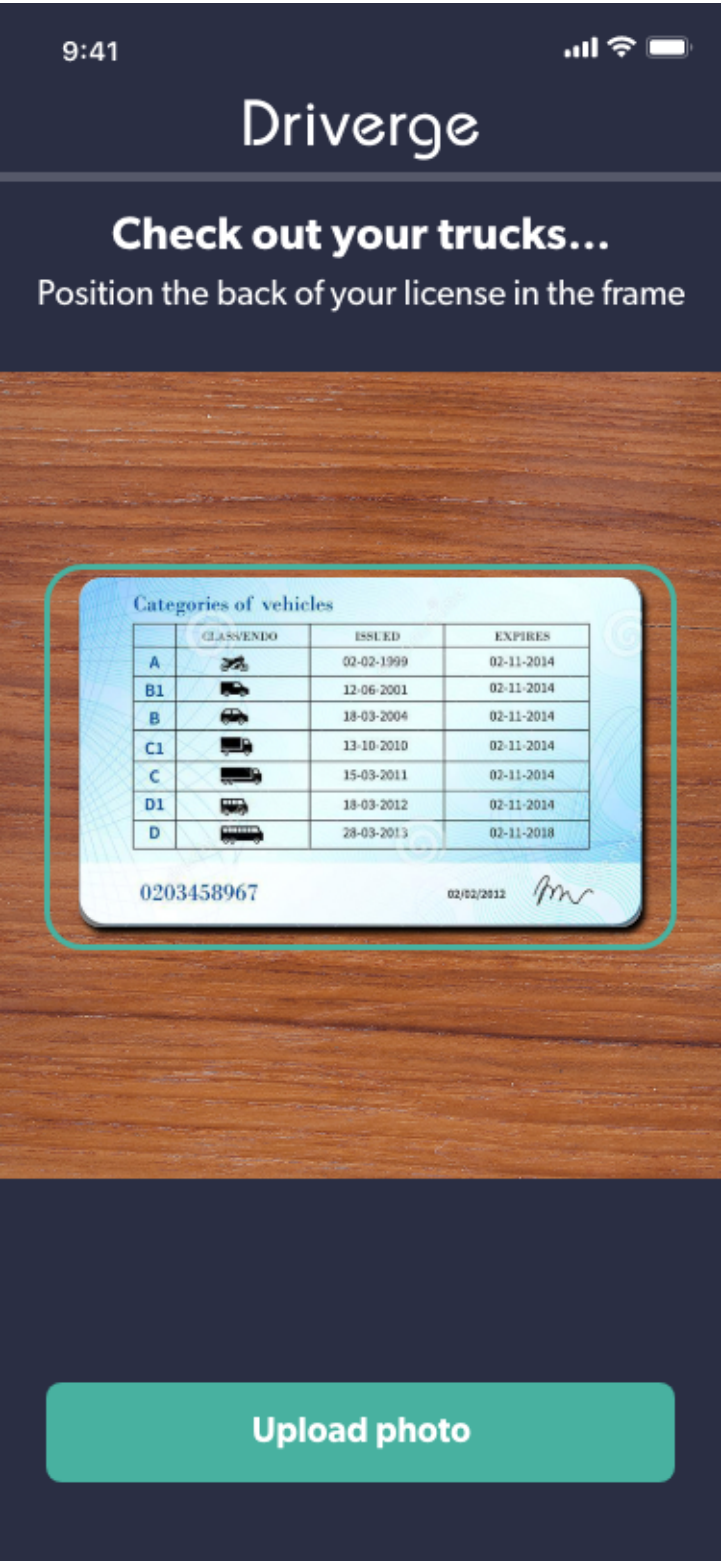
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This first user journey for a driver may seem like we are asking the user for a lot of permissions. This needs to be tested against a more generic, find a job, fill in lots of forms approach. I think again communication about why we ask this and the fact we are only going to ask this once is going to be very important in getting the user to sign up.

This clear messaging is going to be crucial in asking a user to take a photo of their driving license. We need to do this for a few reasons. We need to verify that they can actually drive what they say they can.
We also need to know if they can drive legally in the country of their location. The last reason is the fleet manager needs to know who this person is and to check the driver that turns up to his depot to drive the truck is the same person who they contacted through this app.

There will need to be some admin to do this verification but realistically this should be the only human involvement in this product that is needed. Everything from this point is on the fleet manager or driver to put in the details of jobs/their availability.

Again using the power of the mobile device we can ask the user for permission to use the camera to take a photo of their driving license.

9:41

Driverge

Looking good!

Position the front of your license in the frame

DRIVING LICENSE

ID: 012 345 678   CLASS C

Name
NAME SURNAME

Address   Date of birth
123 ANYWEa STREET   02/02/1985
CITY, 34567-890

Sex: M   Eyes: BRO   Ht: 6-00

Upload photo

9:41

Driverge

Check out your trucks…

Position the back of your license in the frame

Categories of vehicles

	CLASS/ENDO	ISSUED	EXPIRES
A		02-02-1999	02-11-2014
B1		12-06-2001	02-11-2014
B		18-03-2004	02-11-2014
C1		13-10-2010	02-11-2014
C		15-03-2011	02-11-2014
D1		18-03-2012	02-11-2014
D		28-03-2013	02-11-2018

0203458967   02/02/2012
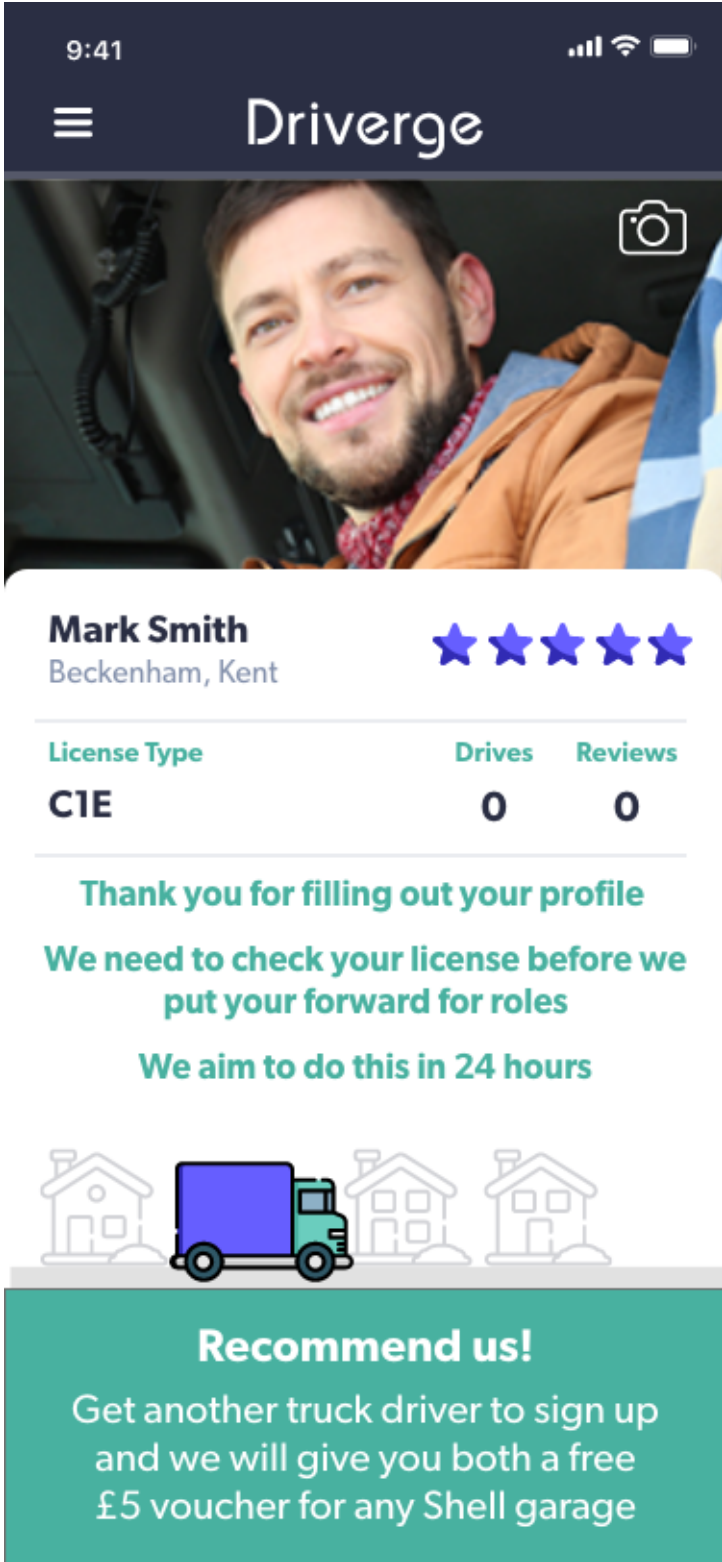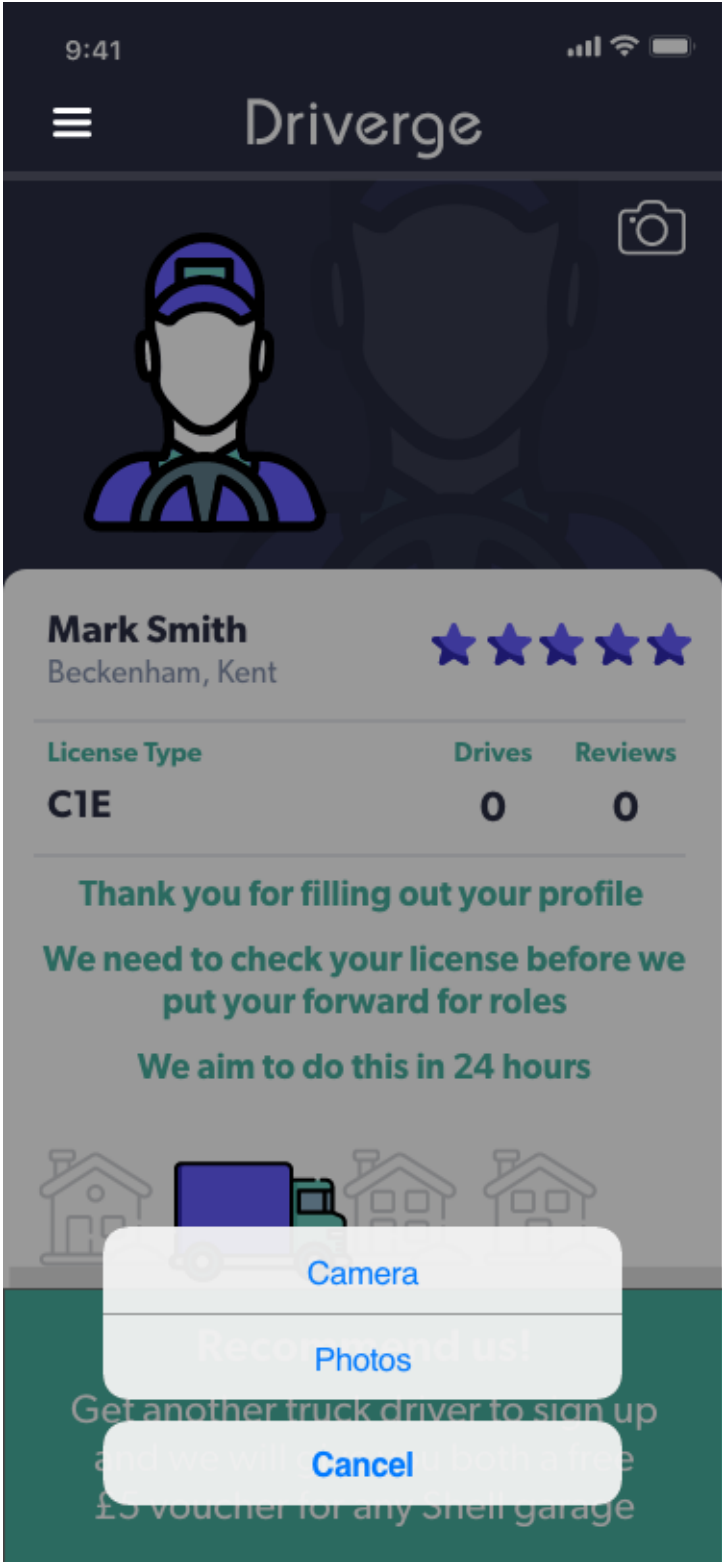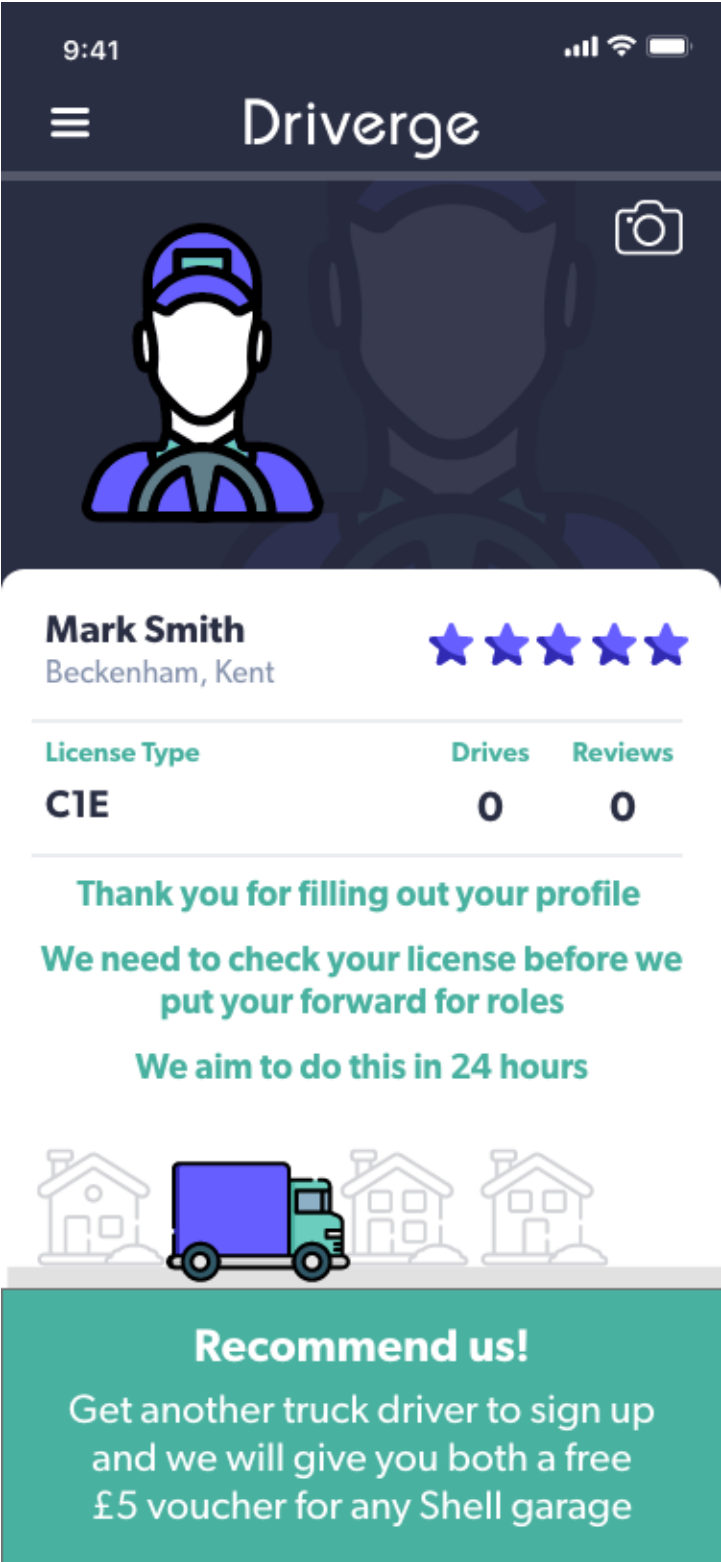
Upload photo

Once constent is received for the use of the camera we can use some more cheeky text (think Monzo bank) to help instruct the user about how to position the card in the app.

We would need both sides of the driving license so two messages are needed.

Missing screens needed - We may need a success message when the photo is uploaded correctly and we will also need an unsuccessful message if there is a problem with their WiFI or network connection.

Once a driver has sent their photos to us we need to create a profile page for that driver. This page can tell a user how long we think it will take to verify the licence and it needs to be created as the place the hiring fleet managers will see the details of each driver.

If the user has used a third party login we will know their name. If not we should allow them to input it. Where those fields sit will need some deeper thought but as a concept to test this app prefilling this is fine for now. We also know their location from earlier on so this can be shown too. However we need to work out the difference between where they are and where they live.
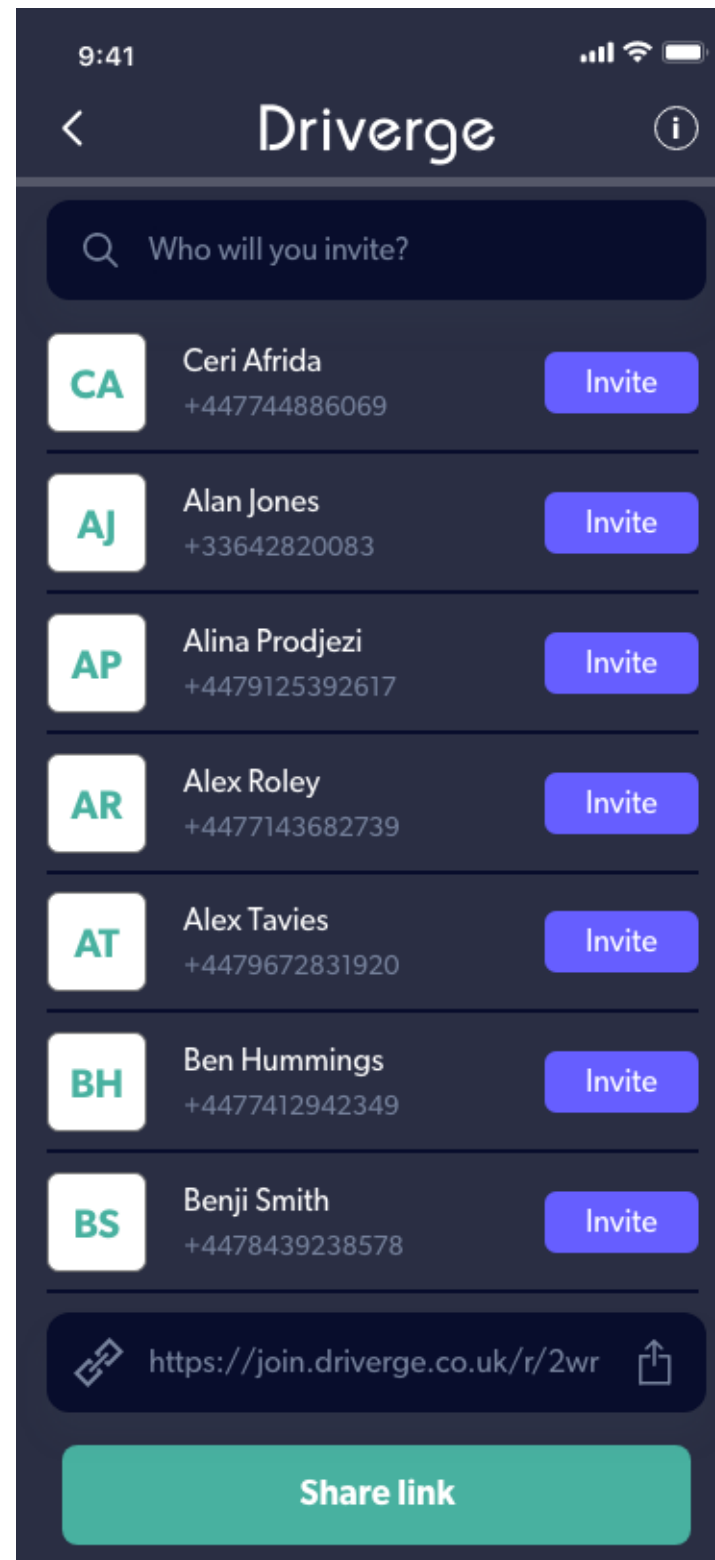
We do know what the driver has selected as his license type, this will need to be verifed but can be shown,

We should also look at some sort of rating system based on the drives they complete through this app.

A driver will be able to upload a photo as well to make their profile page more personal. A notificiation about accessing the camera or photos will be needed.

As the driver can't do a lot at this stage because they aren't verified we should look at a recommend us option here to get more drivers.
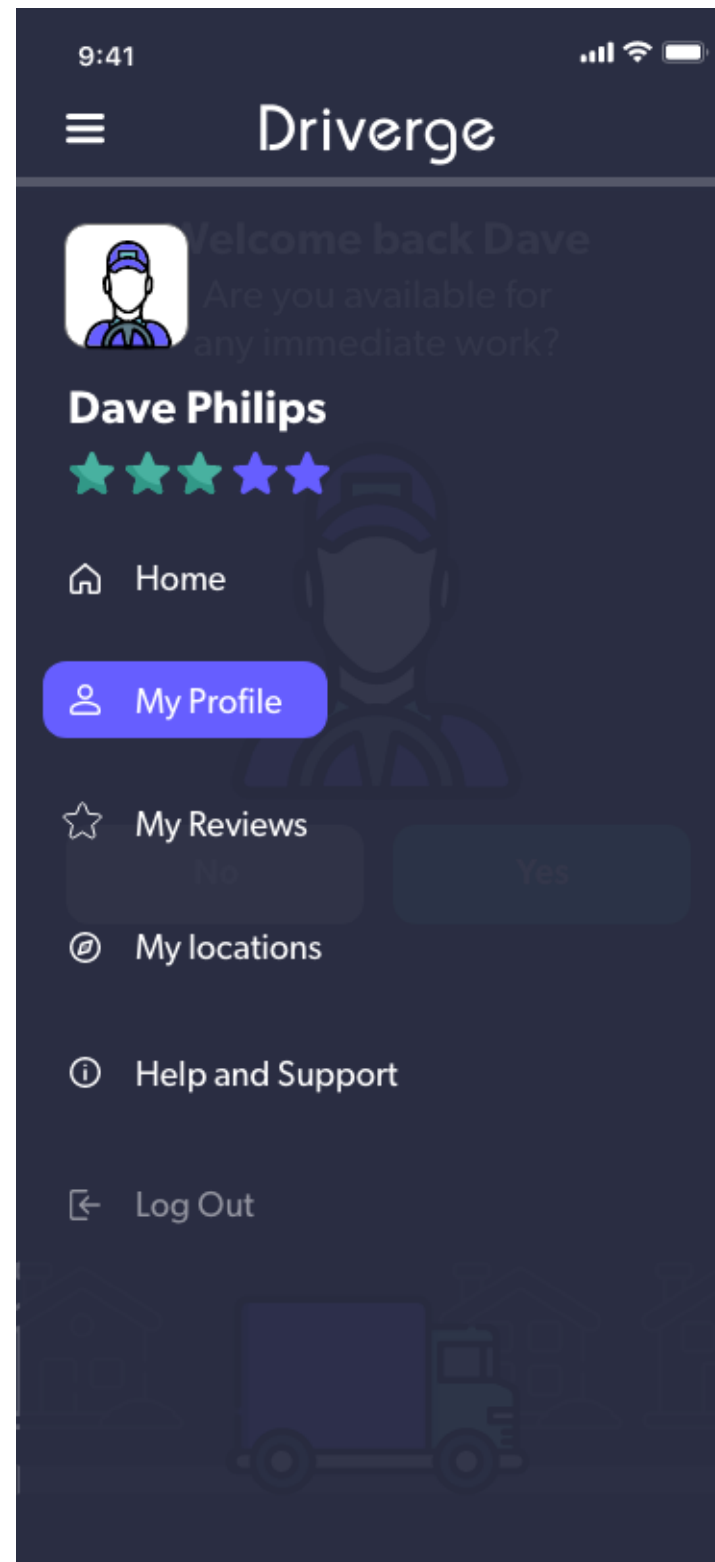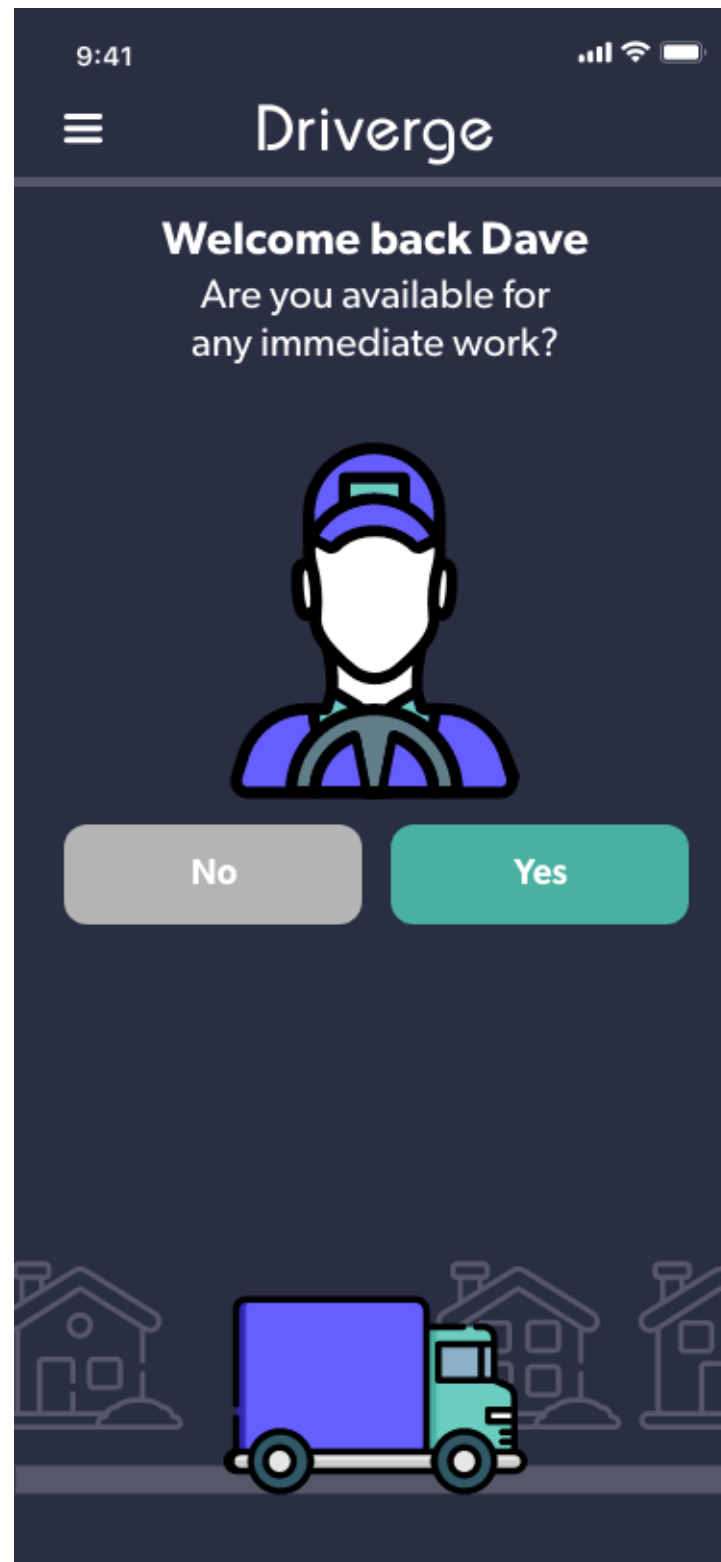
We need to work out how apps can access your contacts to send them invites. What are the legal implications and how would the ap actually do this?

Would we need to ask permission to access the contact details of the phone?

The design itself is quite simple, I think just getting a driver on to the app is enough for £5 Shell voucher. A simple 3 stage diagram shows this process.

Once a user selects 'Invite now' (depending upon legal guidance about how we access contacts) we should also offer the user the ability to share a bespoke URL link. Again using the phone we can access the apps that the user has so email, whatsapp, etc, etc. Some user testing would be great on this to make sure this is as successful as possible to cheaply advertise the app.
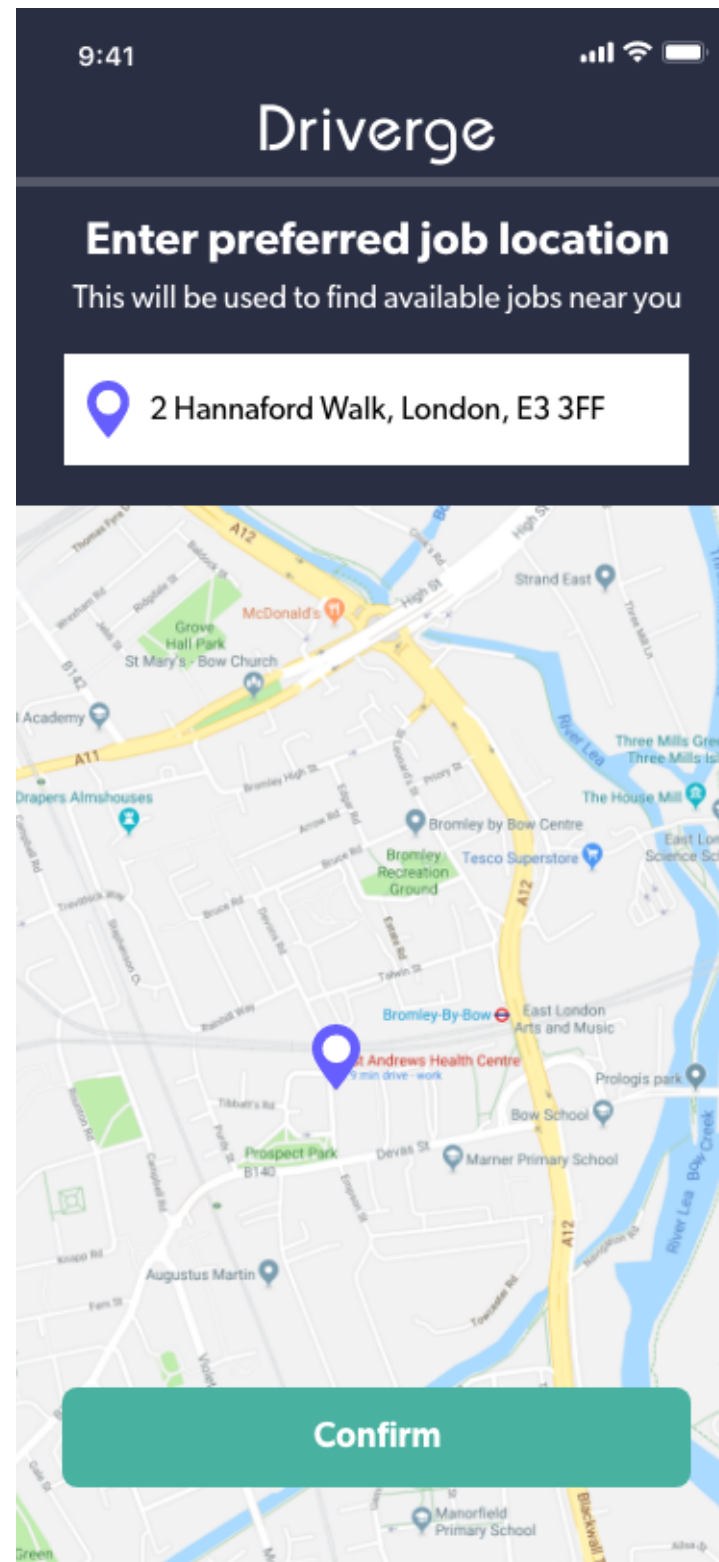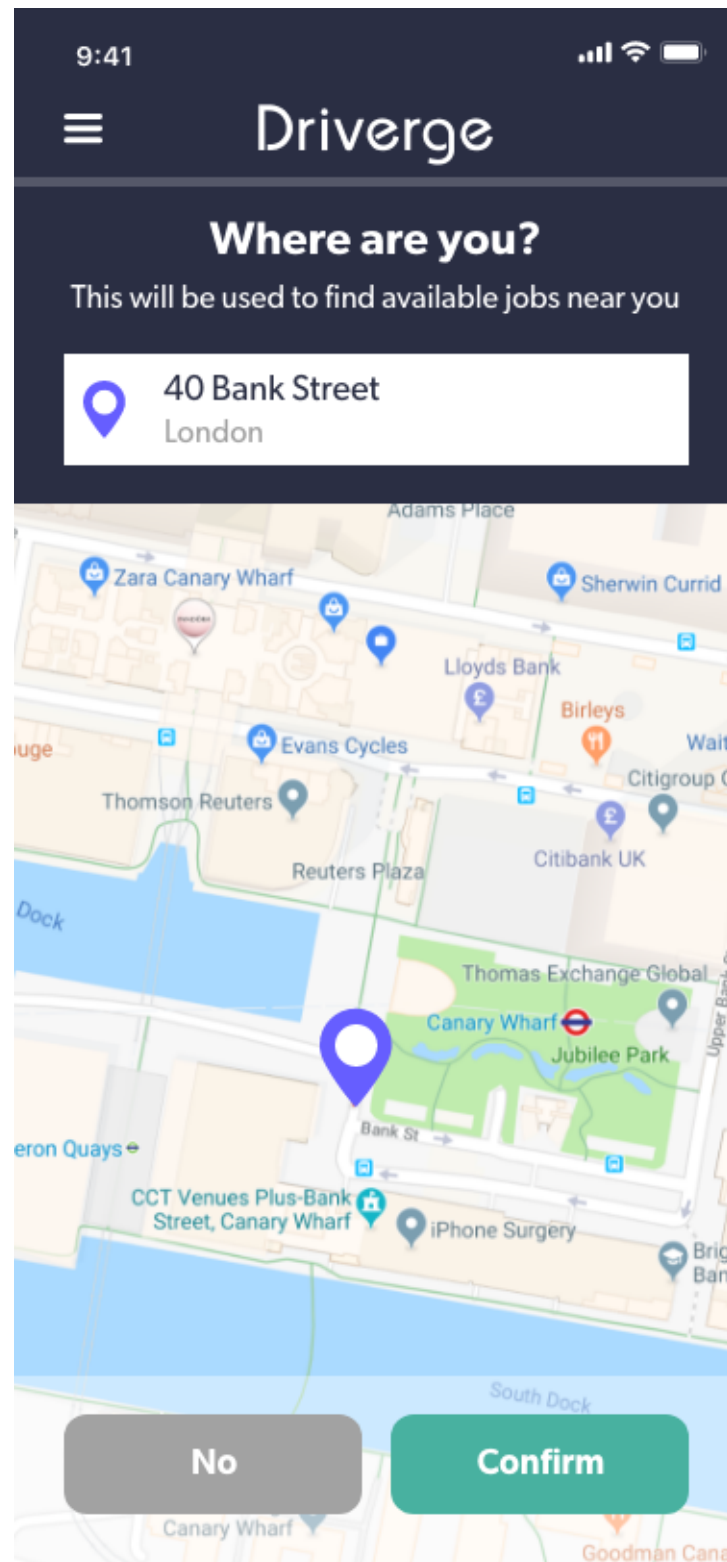
We want this app to be as easy as possible to use so some testing about the best way a driver selects and deselects their availability must be conducted.

Asking the question when the driver logs back in is probably the easiest. If a driver's status is already available the question should be reversed.

The menu should be quick links to the sections on a drivers profile page. If anything new has happened to those areas a notificiation roundel will be visible to the right of the menu item.
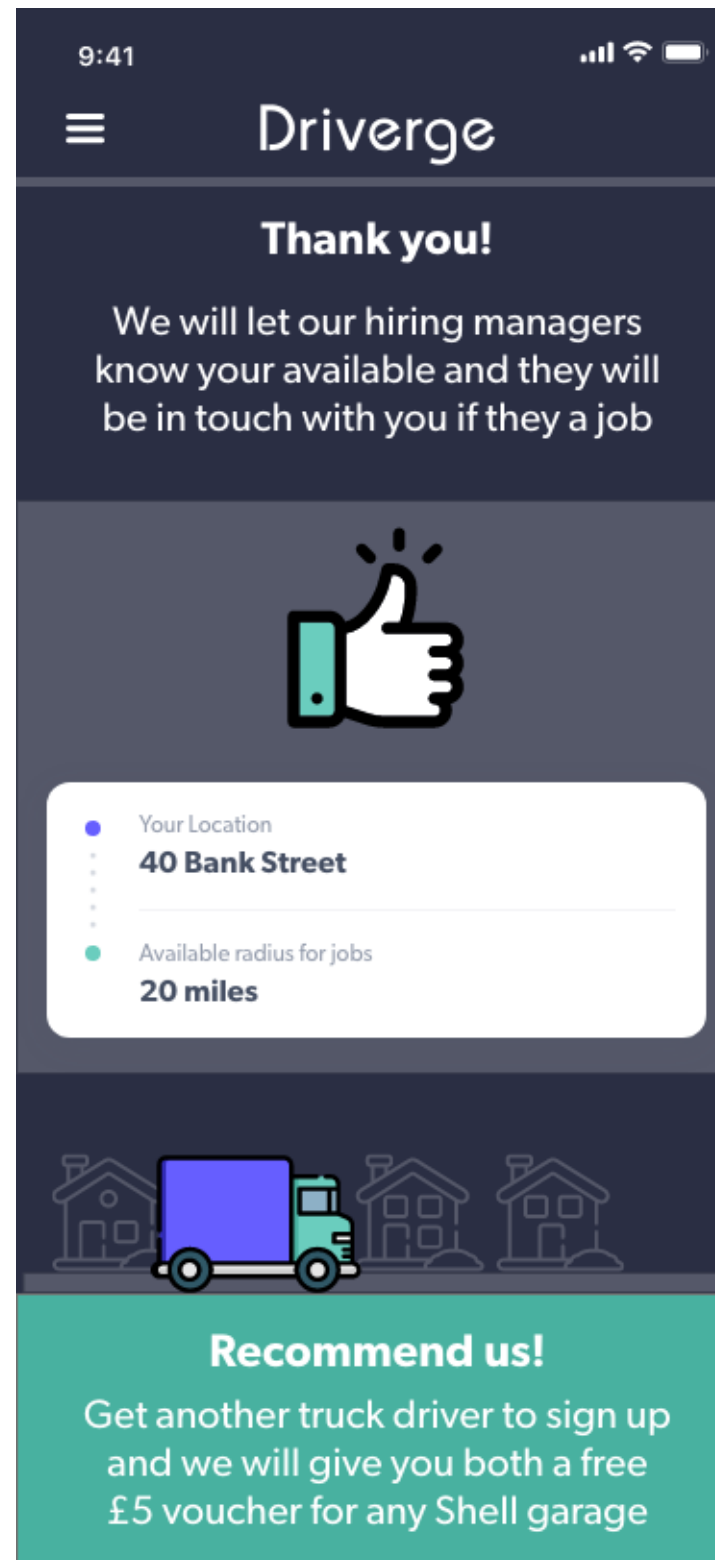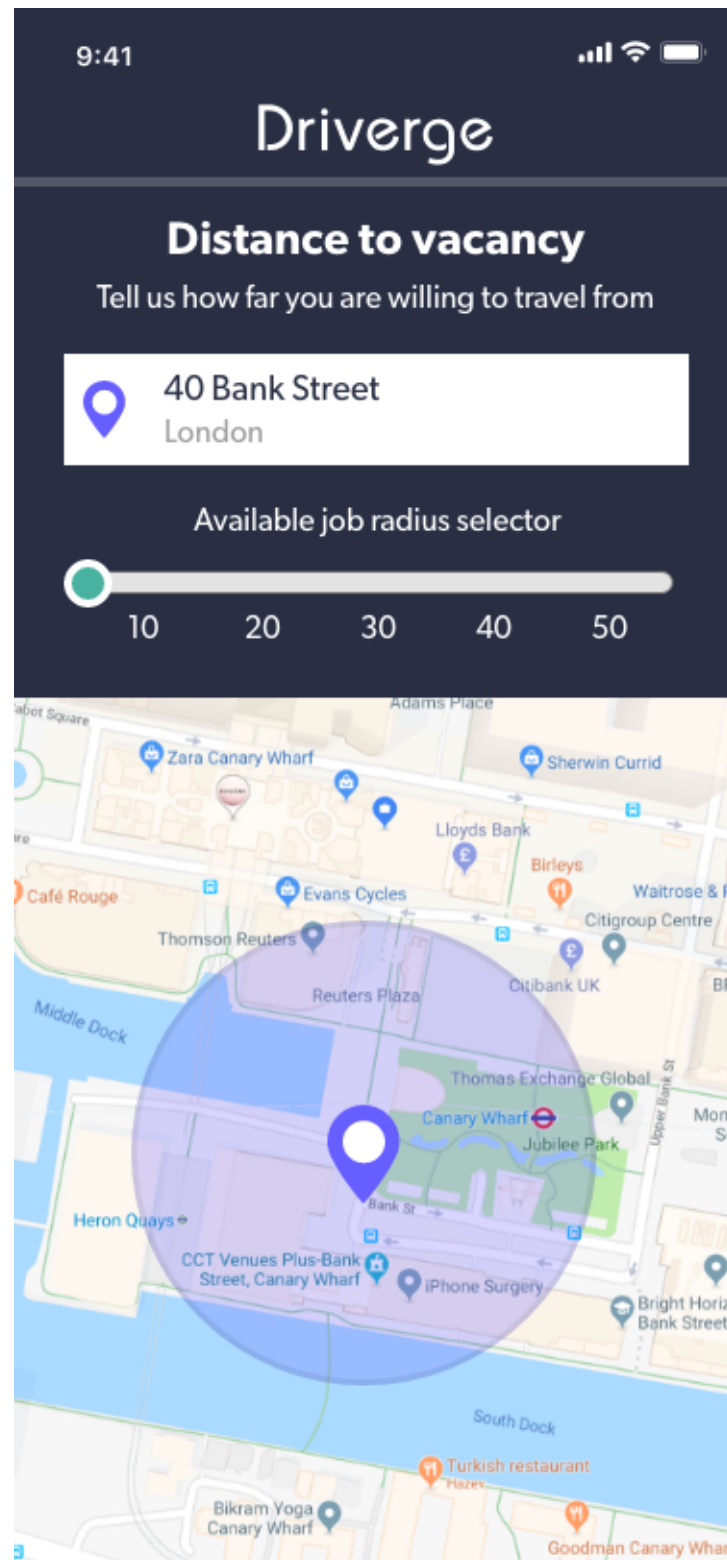
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If a driver selects that they are available we want to double check where they are. The driver should have accepted that the app can use the location services of the mobile so this should be easy.

The reason to repeat this is what we learnt from the research. Drivers may go for a job and be told they are no longer needed. Or they may be at the other end of the country and want to drive a truck back home and earn some more money. If they can instantly upload their location we should hopefully be able to get them a job.

So these two screens actually show the options the driver has. We can locate them where they currently are but they may be travelling somewhere else later and want to set their availability to that location.
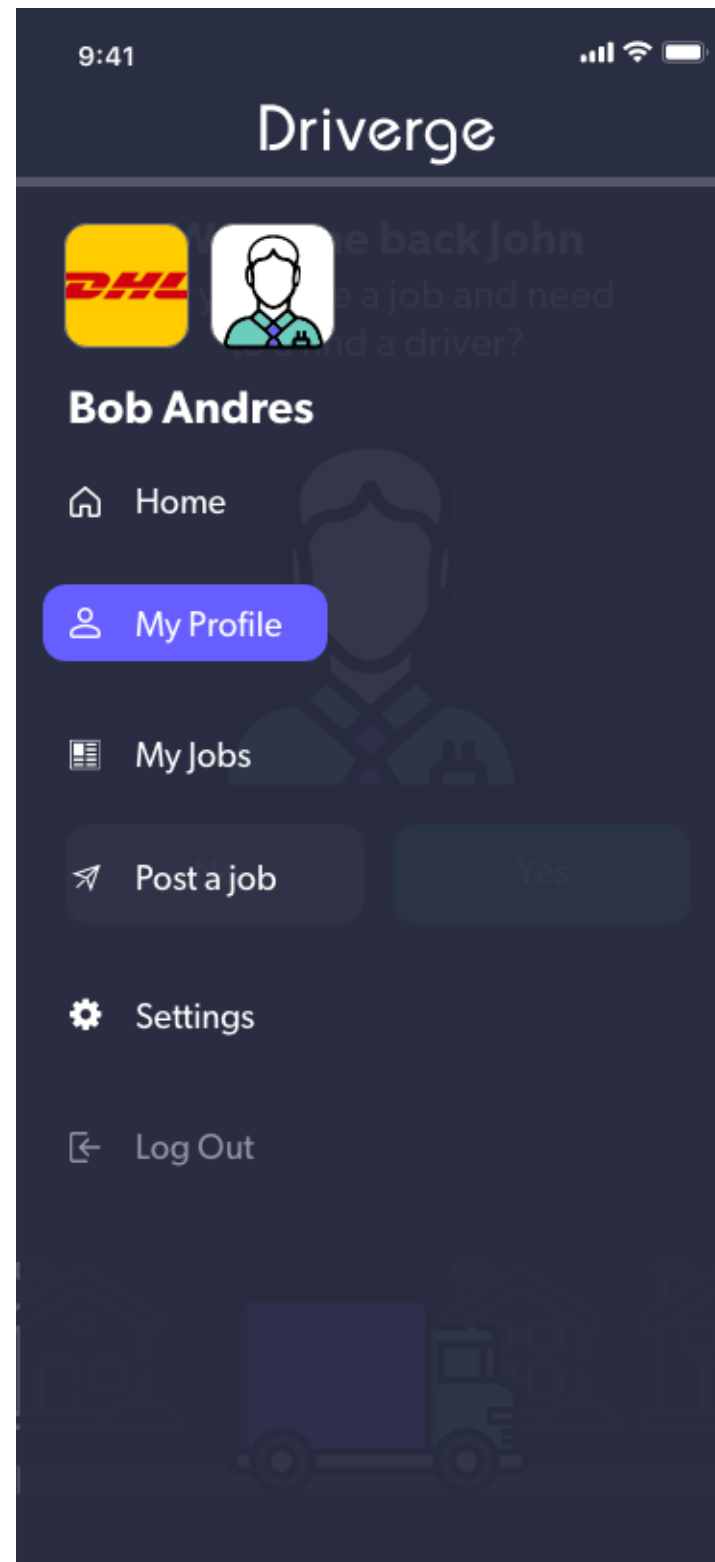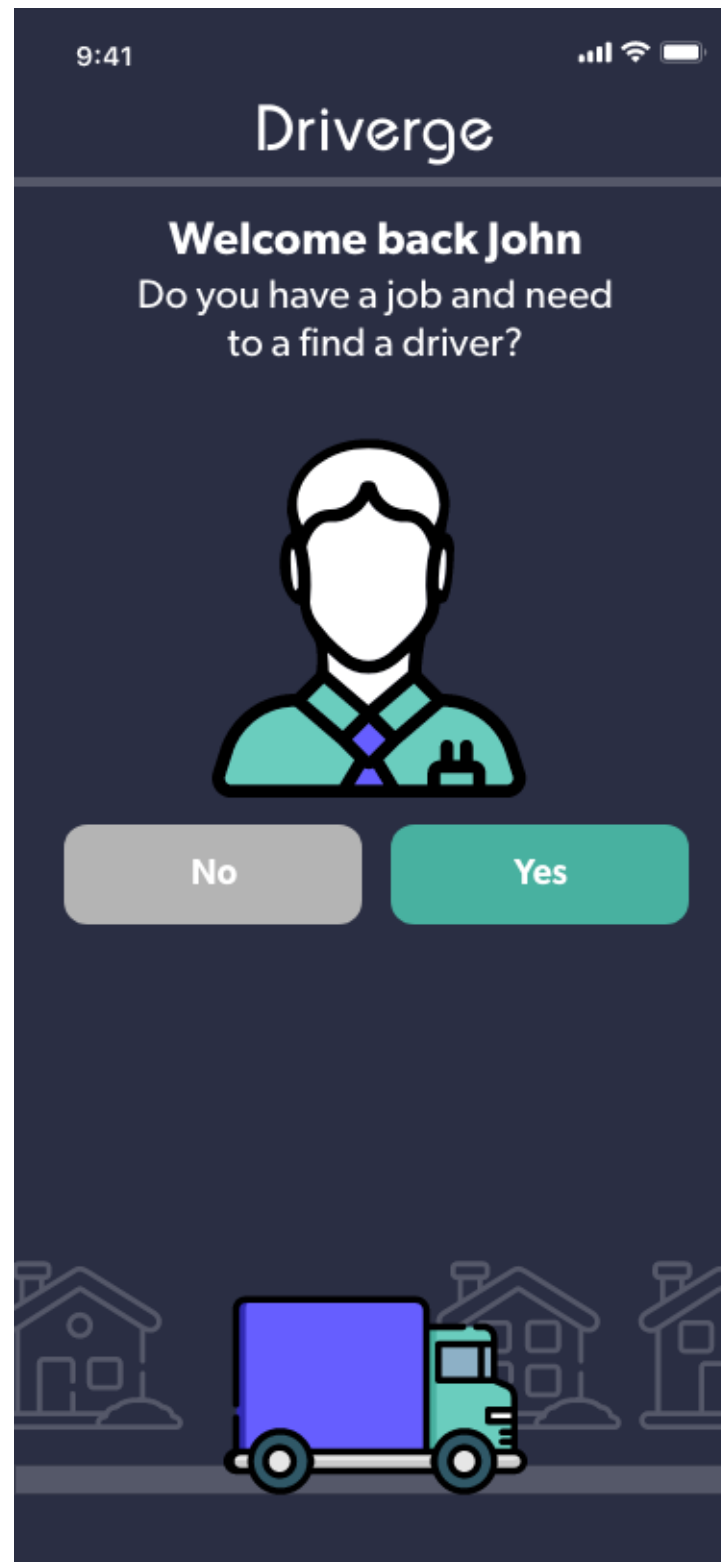
11

The final question we need to ask the driver about his availability is the distance s/he is willing to travel to a job. We will repeat the address shown and then offer a distance scale which will be reflected on the map showing the driver the distances.

Again we know from the research that the drivers want to be closer to home, they don't want to drive for an hour before an eight hour shift so this feature will be important to get right. Working out the right partner to fulfil this in maps will be key.

A confirmation screen showing the drivers preferences will be shown with a message telling them we will let the hiring managers know of their availability.

From a back end point of view we will have to work out the best way to collate this info and match it to the information we have in regards to the vacancies hiring managers have let us know about.
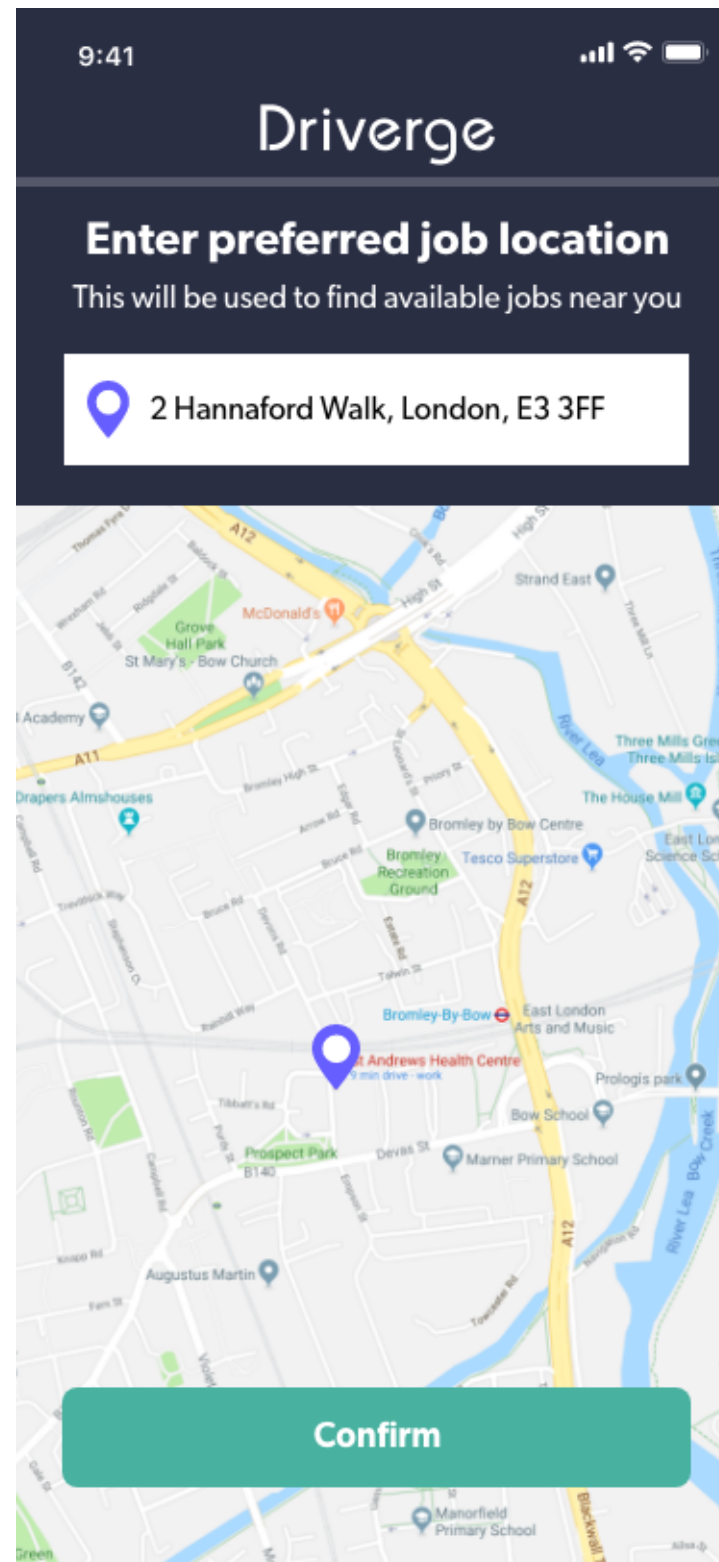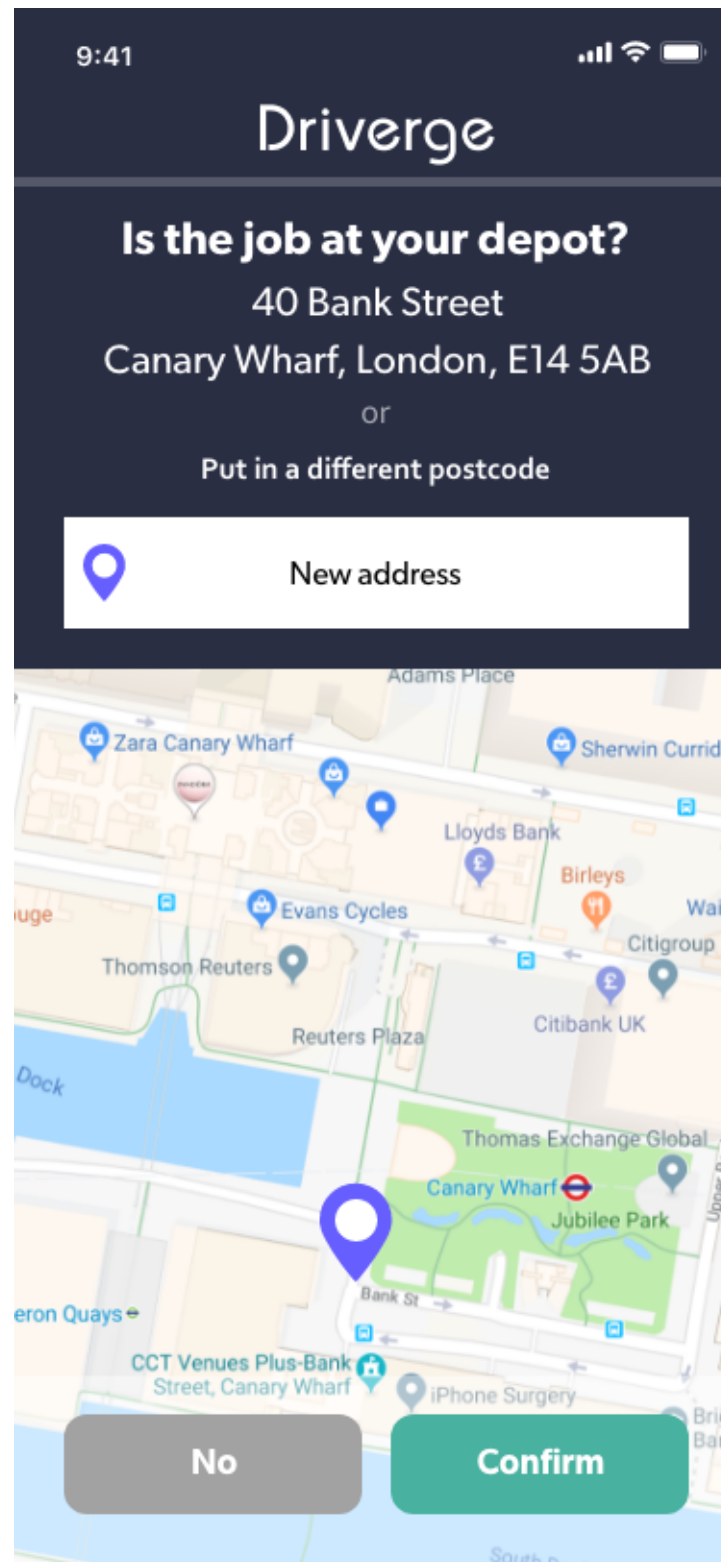
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Fleet manager onboarding will need looking at as we should get confirmation of who they work for. Mobile number confirmation and a photo of their driving license or some other ID doesn't tell us enough about their business.

We know from the research that the drivers like to know about the fleet managers and depot facilities. So if a manager works for DHL or Yodel, we would want to show this.

The Fleet Manager's menu would be different to the drivers as they have the ability to post jobs. The company logo may also be shown on this view.
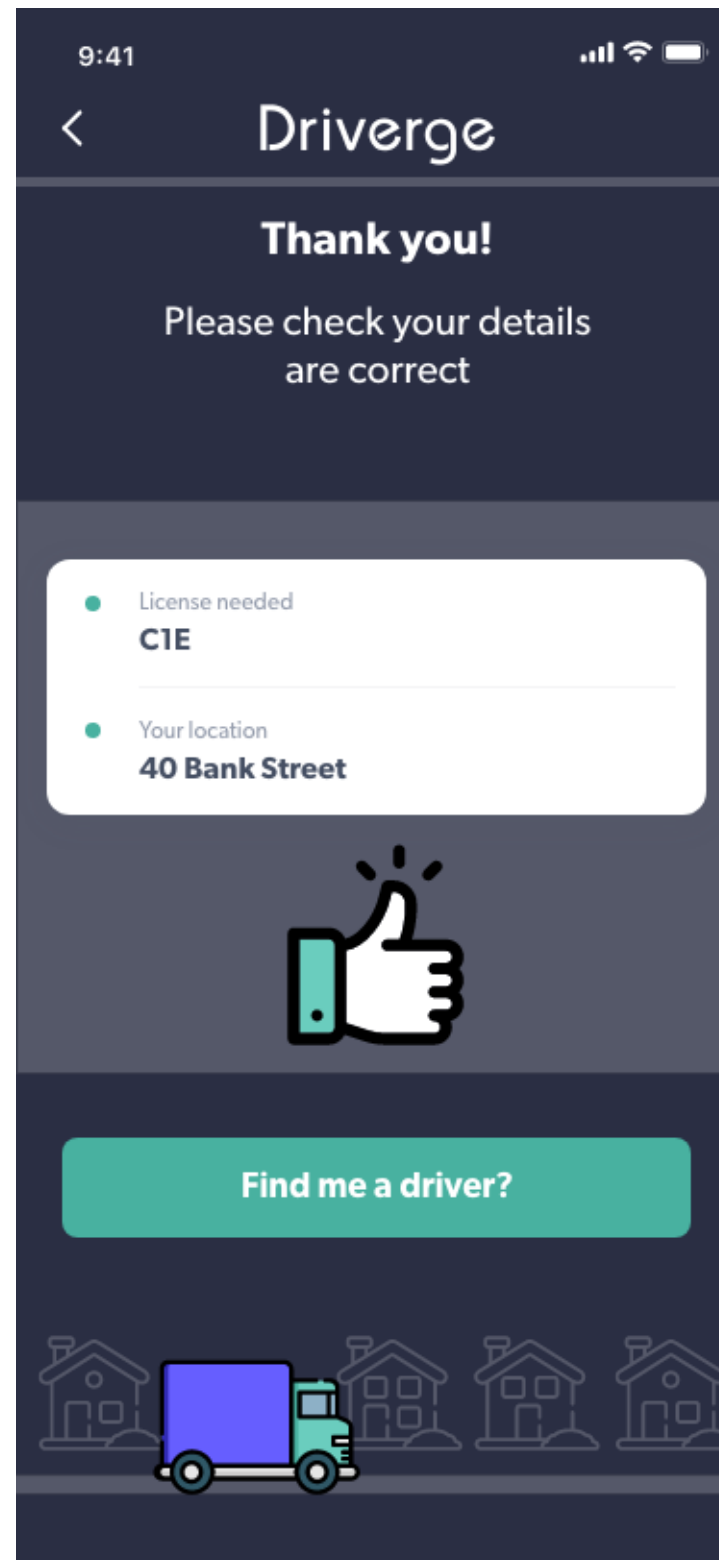
We should assume that a fleet manager's vacancy is at his depot however the research has shown that some companies make their fleet manager's run a few depots especially if they are covering sickness or the company is small.

So the first question is to confirm that the job is at the depot. If it is not the same functionality we give the driver to select a location should be given to the fleet manager to select a job vacancy location.
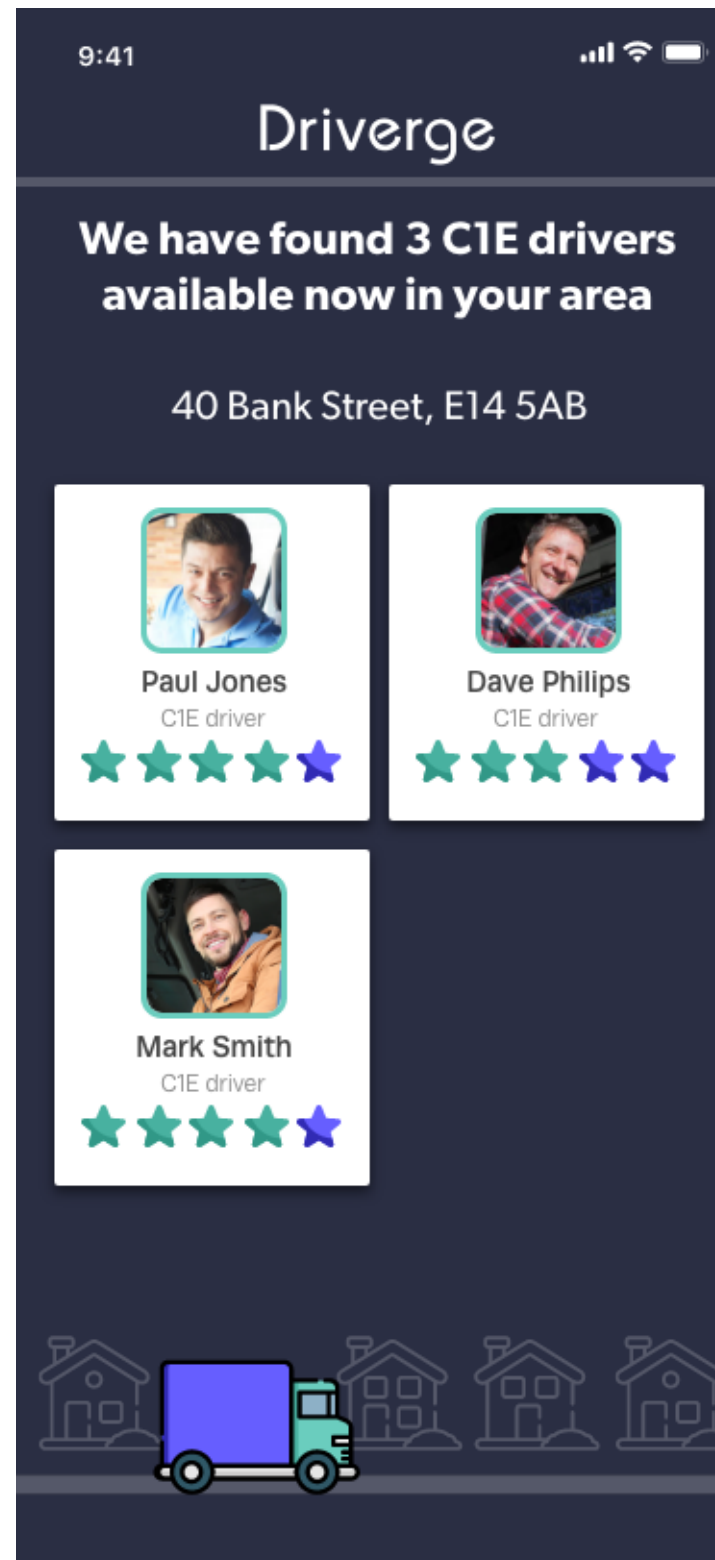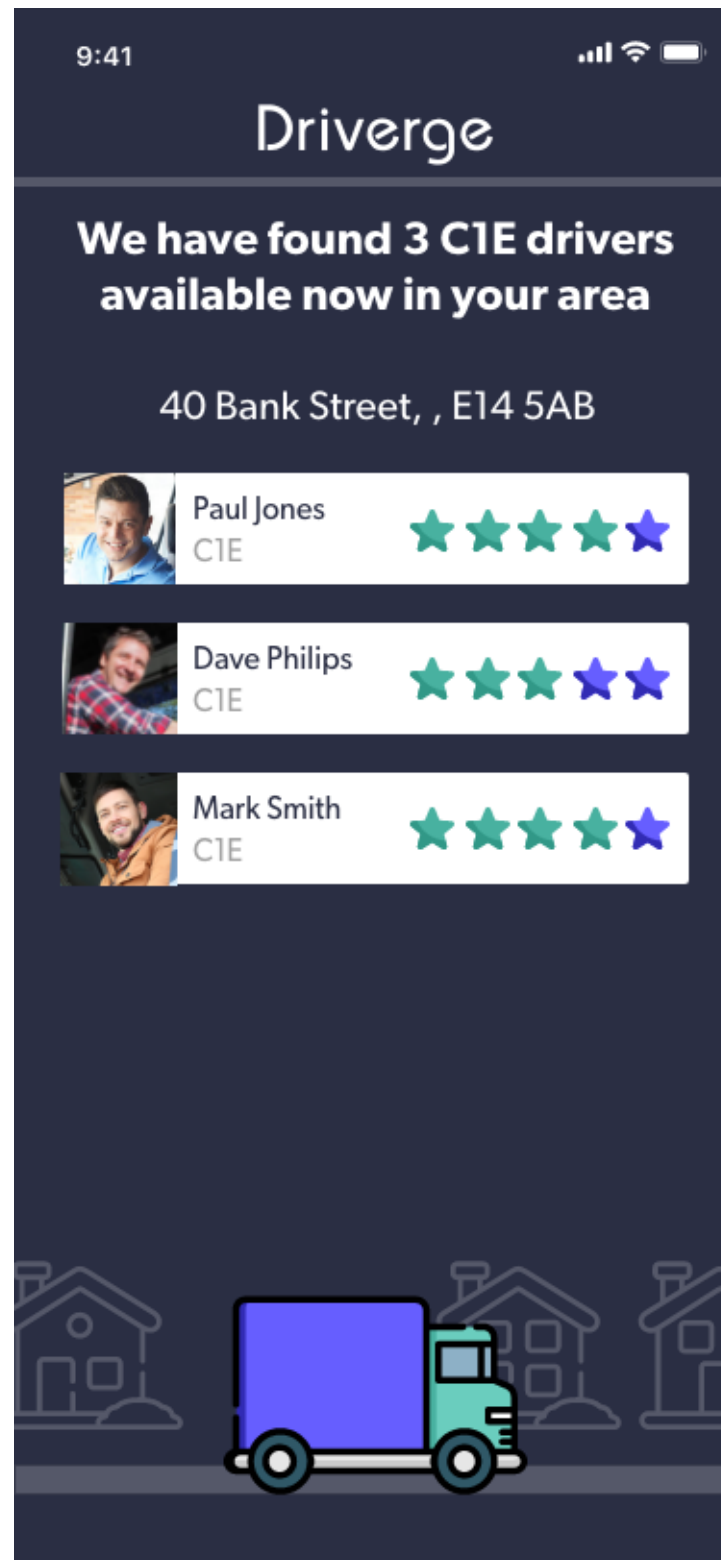
The same way we ask a driver what they can drive we need to ask a fleet manager what truck they need to be driven. The interface can be the same however the iconagraphy shows this is a part of the fleet manager user journey.

If a fleet manager has multiple vacancies they will need to repeat this. The full user journey will have to be worked out but for beta testing lets keep it to one vacancy per fleet manager.

Once a fleet manager has selected and confirmed the truck type they will be presented with a thank you screen showing the details and a cta 'Find me a driver'.

From a back end perspective we will have to work out how we can match these details to the driver database accurately and how long it takes to push results out.
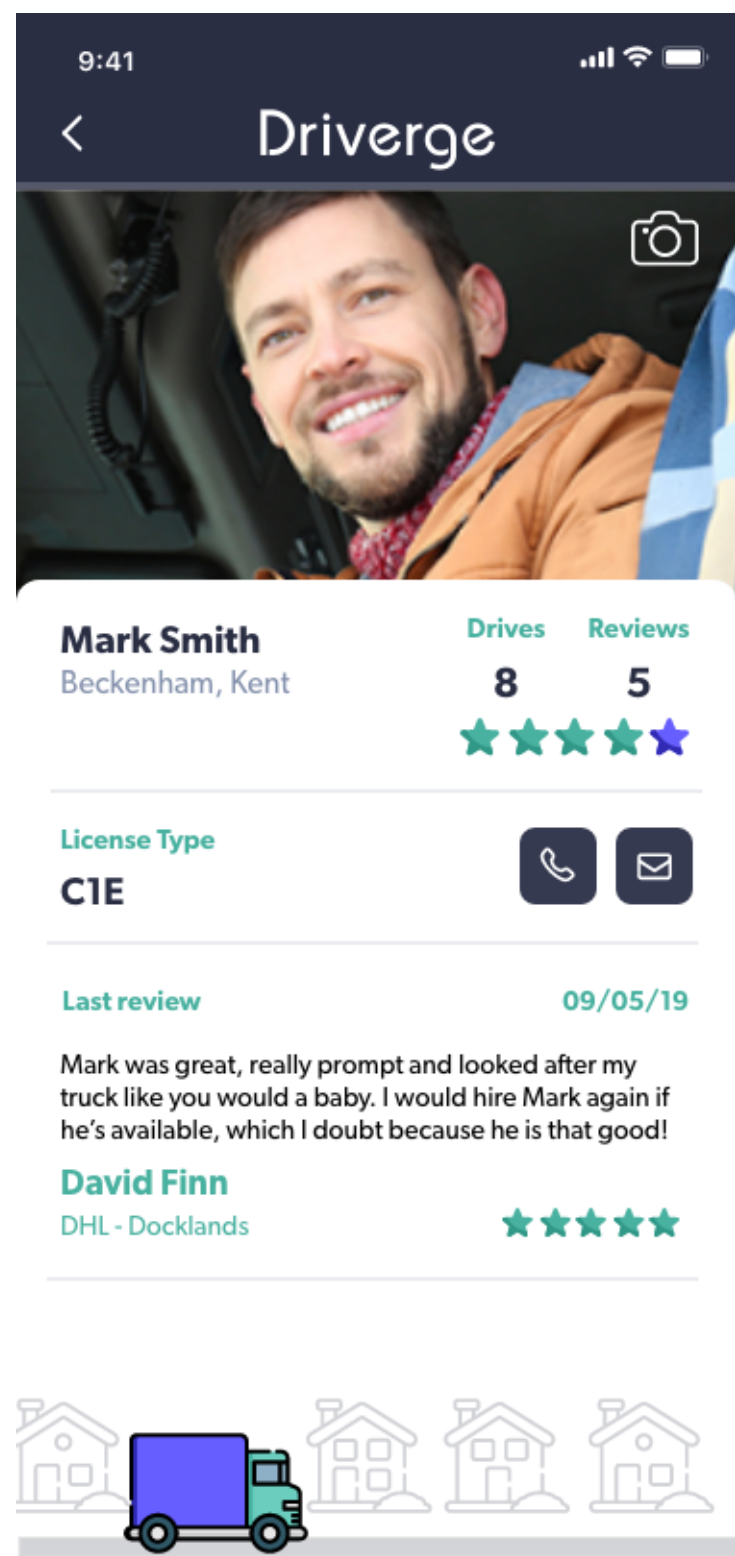
We have a few options for listing the drivings found to match the job vacancies. The larger tiles may be easier to use on smaller mobile devices and should be tested to see what the preference is.

Another option could be we give this a setting a manager could change, a list view or tile view.

The information on these panels match the profile pages they take you to so the photo and ratings will be the same. The license the driver holds should also be shown here.

How the order of this list is viewed will also need some testing as the ratings may all be the same. Some of the criteria for the listings may not be shown here but may be on the profile pages, so number of successful drives, number of ratings etc.

The main point of this app is speed to fill vacancies so as a service we don't want to be responsible for building a messaging service. So we again rely upon the mobile device and give the power to the fleet manager to get in touch with the drivers.

From the driver profile view via a fleet manager's user journey only (other drivers will not be able to see contact details of other drivers, we know they don't want to from the research) they will be able to call or send a message to the driver.

They will also be able to see the driver's rating, license type again and more importantly the number of drives he has had. We know this is important for a fleet manager as in the industry the same drivers get the same jobs because they do the job well.

The driver reviews will hopefully help reflect the good or bad job the drivers have previously done.

The design of this screen may need some revision if we find a lot of drivers can drive three or more different trucks as this may push the contact buttons out of position so the first design may be better with the cta 'Get in touch…'.