Deliverabl

Design by

Devin Borden

Goal:

To design an efficient and easy-to-use wearable app for delivery/logisitcs companies to assist their drivers in managing their assigned vehicles and deliveries. Built as an IoT companion to connected delivery vehicle fleets.

Design Choices

- Andale Mono

- Thin, outline visuals and symbols

Why?

Priority 1: Clarity at a glance. Simplicity and practicality from a CX perspective place a priority on being able to see things instantaneously at a glance on a small screen.

Priority 2: Device Optimization. With most Apple Watches and modern smartwatches using AMOLED screens, utilizing as much black space preserves battery life, maximizing this to be able to be used all-day, paramount to making this a worthwile technology investment.

Integration

Utilizing the power of connected IoT and modern wireless networks, this app is designed to help drivers get their vehicle assignments, manage orders, and connect with the vehicle to create the most efficient way to secure products by taking advantage of location services.

UX & Efficiency

Design is centered around users being able to quickly initiate an issue report with their assigned vehicle or order, view all their deliveries & relevant information, and get traffic/vehicle information in 2 swipes or less when on the job.

The main concept is to make sure that drivers can have all necessary information at their wrist immediately, and be able to connect to base and quickly take account for issues; allowing for fast and efficient responses.

All Product
Design & UI/
UX by:

Designed through:

Devin Borden

The
Demski Group