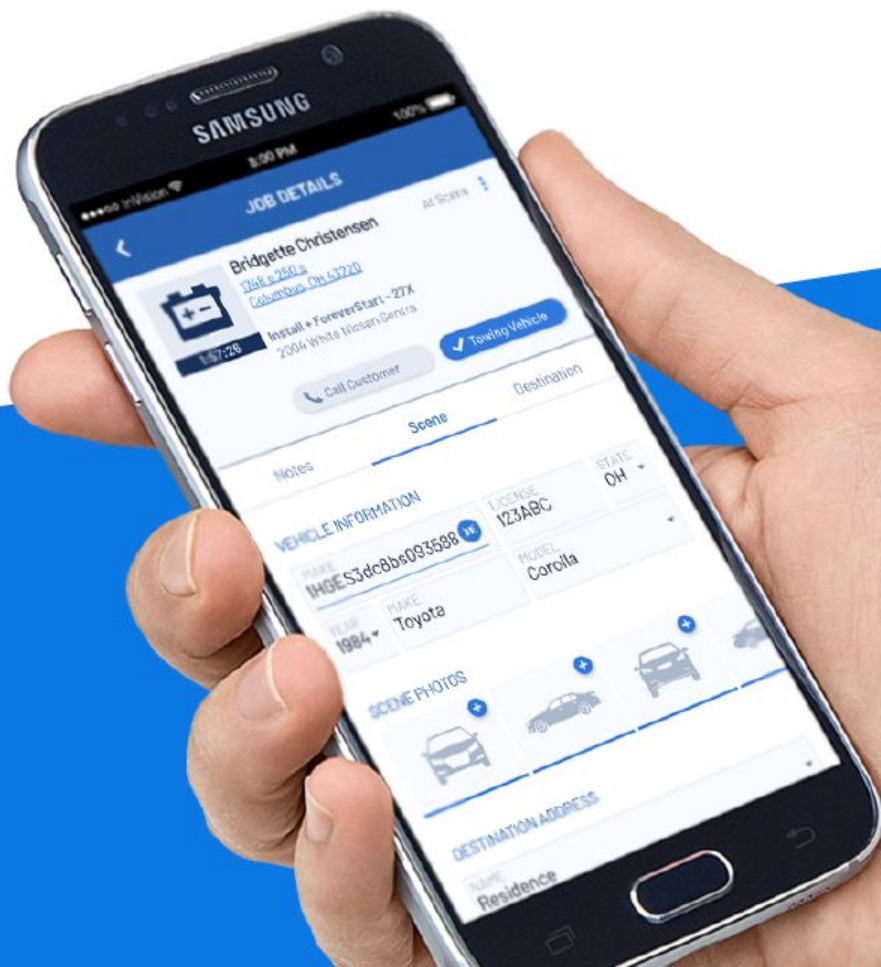




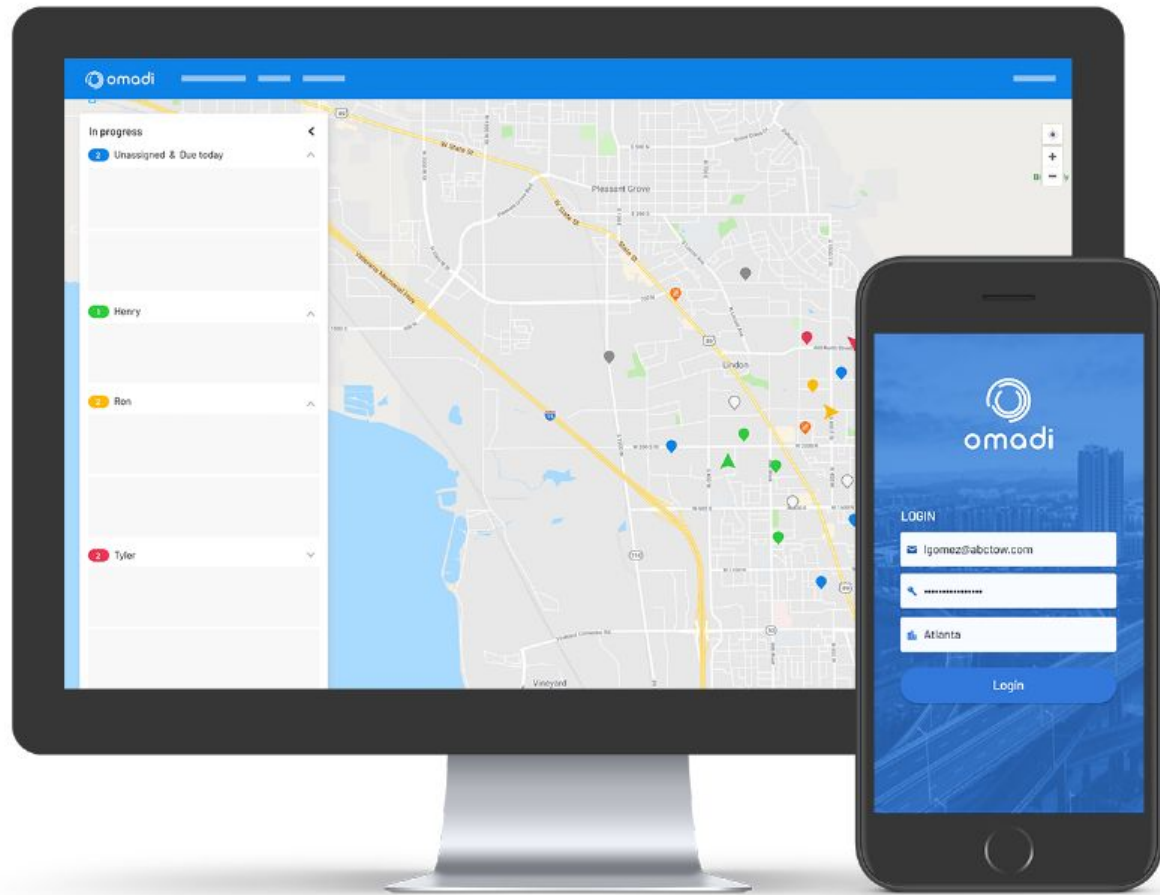
Join the paperless revolution,
reach more people.



Bethany Larsen
UX Designer

Two users

1. Driver
2. Dispatcher



The problem

- Scalable
- Efficient
- Maintainable

The image displays two screenshots of a dispatch management system. The top screenshot shows the 'Setup' page, which includes sections for 'Data Management' (Manage Reports, Manage Dashboards, Alerts, Mass Imports, Document & Email Templates, Custom Pages, Multi-Faceted Views, Integrations) and 'CRM Organization' (Customer Entry, My Organization, Home, Settings, Contact Agent Pages). The bottom screenshot shows the 'Dispatch Dashboard' with a navigation menu (Home, Dashboard, Dispatch, Reports, View, Tracking, Fleet, Customers, Motorclub, Transport, Tow Tickets, More) and a 'SUPPORT' button. The dashboard is divided into three main sections: 'Unassigned' (listing battery services with dates and times), 'Primary' (listing drivers with their current battery service counts), and a map of the United States showing service locations. The footer includes 'Onadi, Inc. © 2018', 'Privacy Policy', 'Terms of Service', and 'Your Company'.

Research

Product strategy

User research

Visual research

Omadi Dispatch | Mental Model

April 24, 2018

This is a comprehensive list of what a dispatcher would do when using Omadi. It is based on a series of interviews with dispatchers. Based on our user research, we have identified the following:

Dispatching

View new job

How does it look like a new job?
How long is it going to last?

Choose to accept or decline job

What does it look like?
Is it a good job?
Why does it look like that?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Choose who to dispatch to

What does it look like?
Who is the best person to dispatch to?
Why is it the best person to dispatch to?
Why is it the best person to dispatch to?
Why is it the best person to dispatch to?

Job status

What does it look like?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Job information

What does it look like?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Dispatch job

How does it look like?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Rapid dispatching

Manual dispatching (10-50 jobs a day)

How does it look like?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Auto dispatching (50+ jobs a day)

How does it look like?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Management

Drivers

How does it look like?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Dispatchers

How does it look like?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Reports

How does it look like?
Why is it a good job?
Why is it a bad job?
Why is it a good job?
Why is it a bad job?

Omadi Dispatch

Vision and Roadmap

Vision

THE VISION

Enable a large amount of Omadi ISPs to receive jobs and feel confident working with Omadi software to get jobs done.

PRODUCT

Desktop software to:
Enable dispatchers to dispatch jobs to drivers

TARGET GROUP

ISPs who want to receive roadside service type jobs.

NEEDS

Dispatcher needs to be able to dispatch jobs to drivers
Dispatcher needs to feel in control of dispatching

BUSINESS GOALS

- _____
- _____
- _____
- _____
- _____

Roadmap

Plastic skateboard | June, 2018

Genuine skateboard | August 1, 2018

GOALS

ISP can dispatch jobs to drivers
ISP dispatches more effectively

JOBS TO BE DONE

Show jobs

- ISP sees jobs' address (Home Depot and customer), ETA window, install or delivery, unique identifier, vehicle info
- ISP sees jobs sorted by time they come in
- ISP doesn't see completed jobs

Dispatch jobs

- ISP sees their driver's names
- ISP assigns and reassigns jobs to drivers
- ISP sees the jobs assigned to each driver

Manage users

- Support adds a user (dispatcher or driver) name, email, password, role, company
- Support sees users in software
- Support edits users
- Support deletes users

Log in

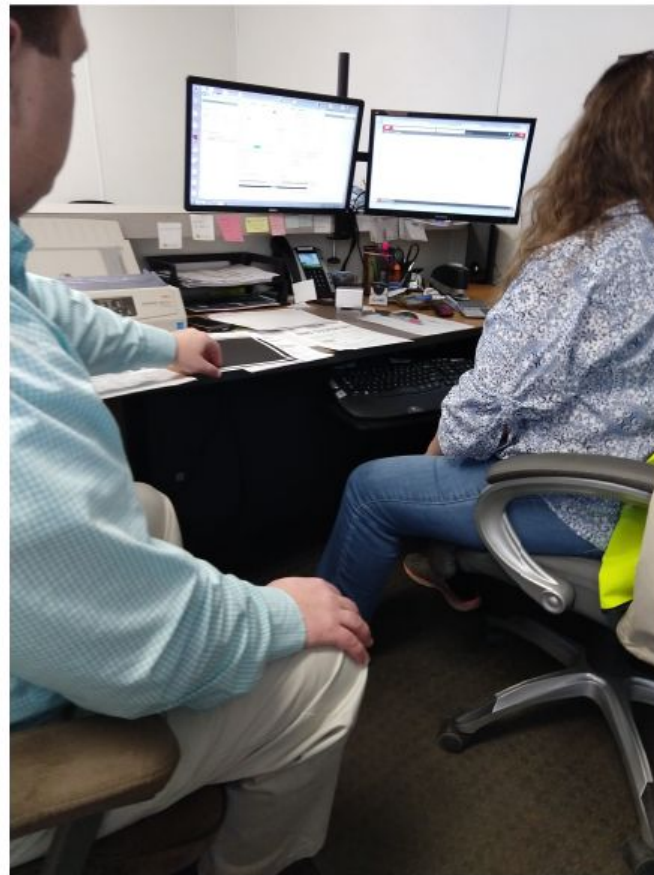
- ISP can log in (their company)

Research

Product strategy

User research

Visual research

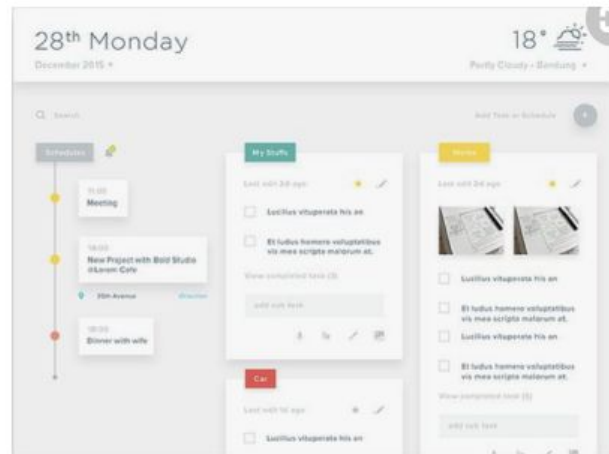
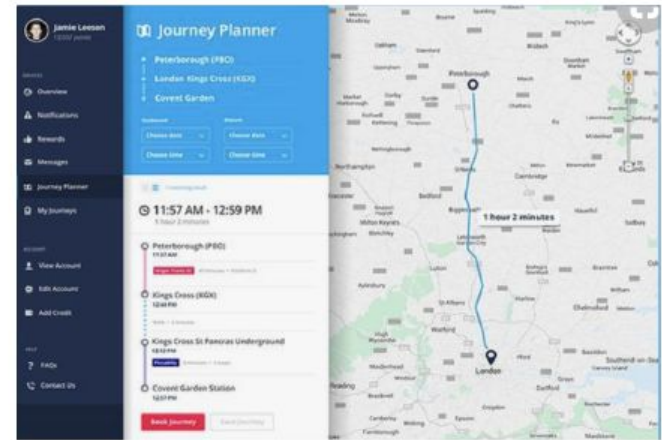
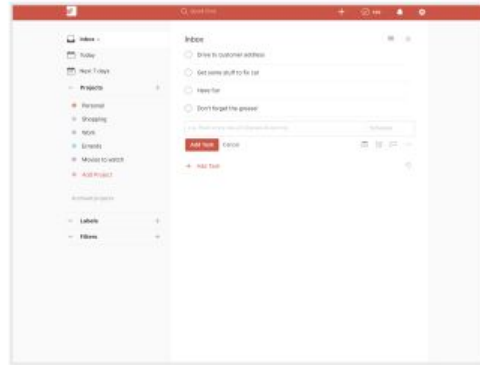


Research

Product strategy

User research

Visual research



A screenshot of a Sales CRM application interface showing a list of deals. The table has columns for Name, Amount, Lead Type, Stage, Date deal closed, Month deal closed, and # of leads. The deals are listed in descending order of amount.

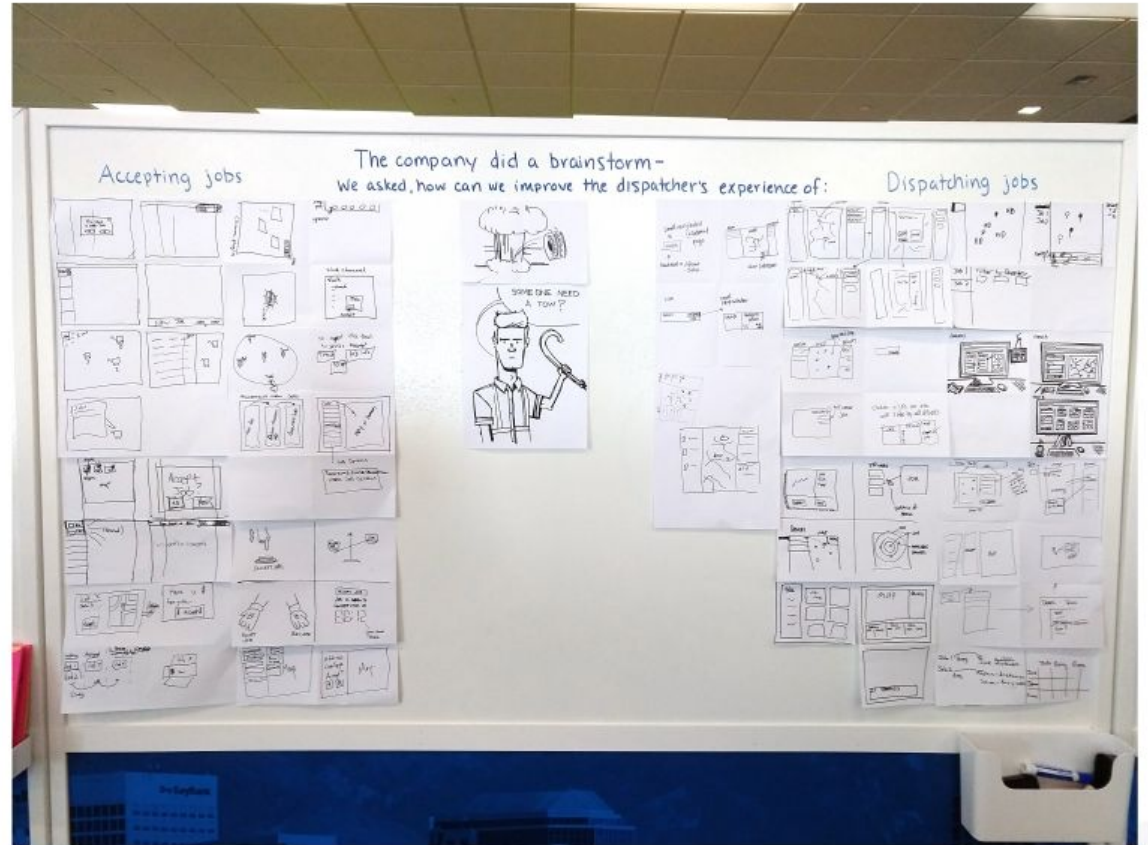
Name	Amount	Lead Type	Stage	Date deal closed	Month deal closed	# of leads
1. FredBaker	\$85,000	Trade Show	Closed - Win	6/2/2017	Jan	
2. Zepherus	\$66,000	Word of Mouth	Closed - Win	7/12/2017	Jul	
3. gear.ly	\$225,000	Trade Show	Analysis/Value Proposition			
4. Brellie	\$70,000	Word of Mouth	Closed - Win	7/26/2017	Jul	
5. Suwara	\$45,000	Word of Mouth	Closed - Loss			
6. Handcrafted Mediclity	\$12,000	Advertisement	Closed - Win	7/13/2017	Jul	
7. Objectively Edible	\$13,000	Word of Mouth	Closed - Win	8/16/2017	Aug	
8. CinemaLus	\$100,000	Advertisement	Analysis/Value Proposition			
9. Brellie	\$95,000	Word of Mouth	Analysis/Value Proposition			
10. Egkbit	\$24,000	Trade Show	Closed - Win	8/16/2017	Aug	
11. Faridus us	\$40,000	Advertisement	Closed - Win	7/19/2017	Jul	
12. FredBaker	\$22,000	Advertisement	Closed - Win	6/2/2017	Jan	
13. Dreneddy	\$18,000	Word of Mouth	Closed - Win	6/24/2017	Aug	
14. Quisdy	\$150,000	Word of Mouth	Closed - Loss			
15. Zeasora	\$90,000	Word of Mouth	Closed - Win	8/16/2017	Aug	
21 records	410 \$85,905					

User testing

Collaborating

Prototyping

Usability testing



User testing

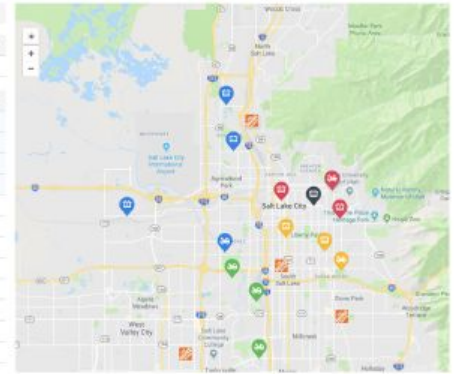
Collaborating

Prototyping

Usability testing



Dispatch to	Vehicle	Driver	Status	
Pending				
Accept	2016 Toyota Camry	857016	15:05	
Due today (15)				
2016 Toyota Camry	857016	09:00	Accepted	
2008 Nissan Rogue	857016	09:30	Accepted	
2017 Toyota Camry	857016	09:30	Accepted	
2008 Nissan Rogue	857016	09:30	Accepted	
Tyler	2007 Honda Accord	857016	09:00	Accepted
Tyler	2011 Subaru Outback	857016	15:05	Dispatched
Tyler	2008 Nissan Rogue	857016	16:00	Dispatched
Henry	2008 Nissan Rogue	857016	09:30	Dispatched
Henry	2007 Honda Accord	857016	11:00	Dispatched
Henry	2008 Nissan Rogue	857016	11:00	Dispatched
Ron	2014 Subaru Forester	857016	11:00	Dispatched
Ron	2007 Honda Accord	857016	13:05	Dispatched
Ron	2008 Nissan Rogue	857016	16:00	Dispatched

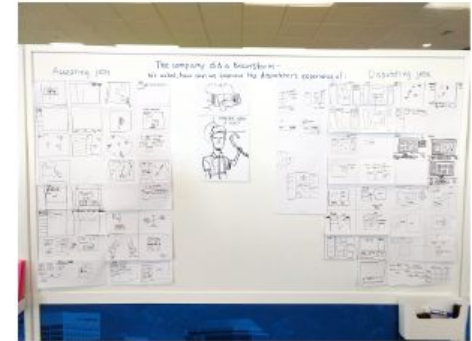
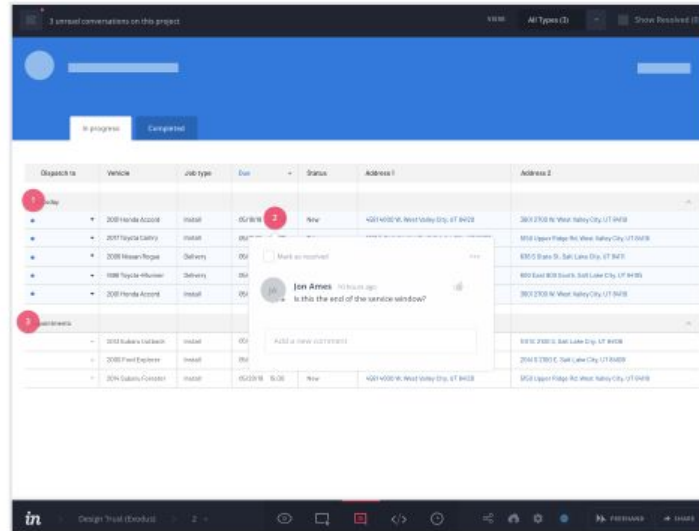


User testing

Collaborating

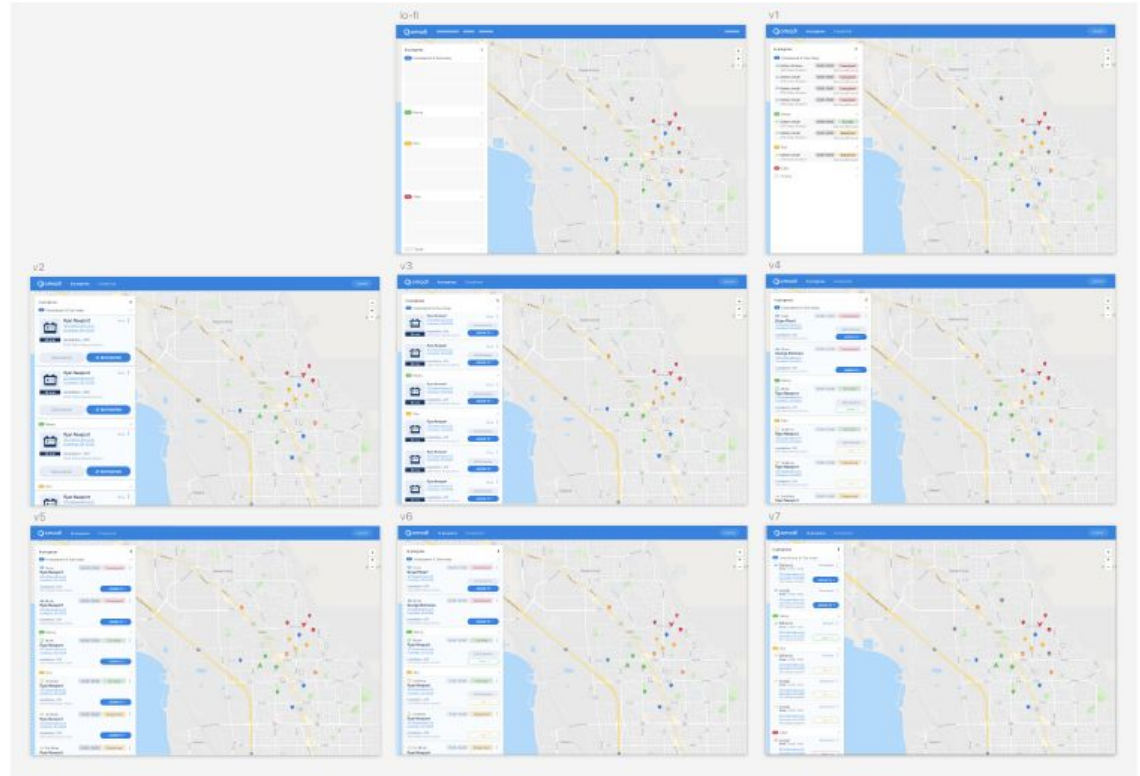
Prototyping

Usability testing



High Fidelity

- What information?
- When to display?
- How to display?
- Is this best for the user?



Lessons learned

Tell a story

Shared understanding

Feedback possibilities

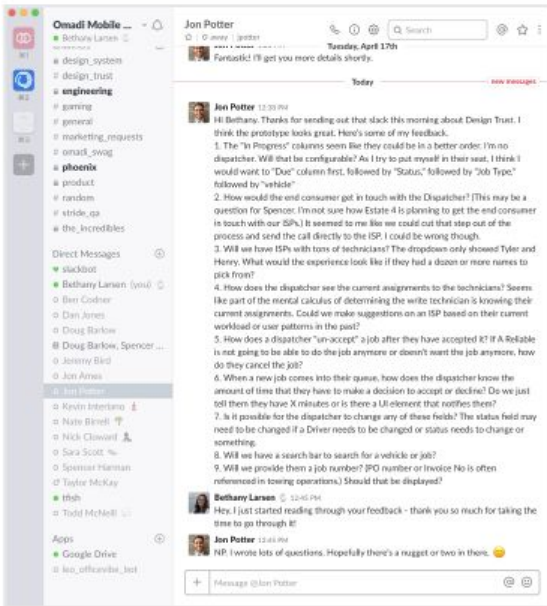


Lessons learned

Tell a story

Shared understanding

Feedback possibilities



Mon 21	Tue 22	Wed 23
		Stay at DoubleTree by Hilton Hotel Ch...
This week's focus: 9am		
Design Sync, 8:30am	Design Sync, 8:30am	Design Sync, 8:30am
Phoenix Standup, 9:30am	Weekly Product M, 9:30am, Green Office, omadi HQ	Sprint Planning - Team Phoenix Standup, 9:15 - 10:30am Phoenix Standup, omadi HQ 6-Lewis & Clark (10) Hosted by Bethany
	Sprint Planning 10:30am, Omadi HQ 6-Lewis & Clark (1)	
Lunch 12 - 1pm	Lunch 12 - 1pm	Lunch 12 - 1pm
Code Battery/Trust Status Meetings 1pm, Bridge: 650-479-3200 Access		Pizza Show 12 - 1pm
Bethany One-on-One 2pm, Omadi HQ 6-Lewis & Clark (10) [

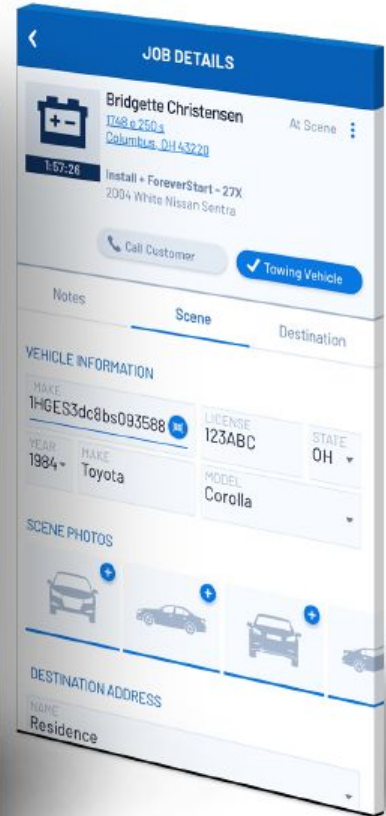
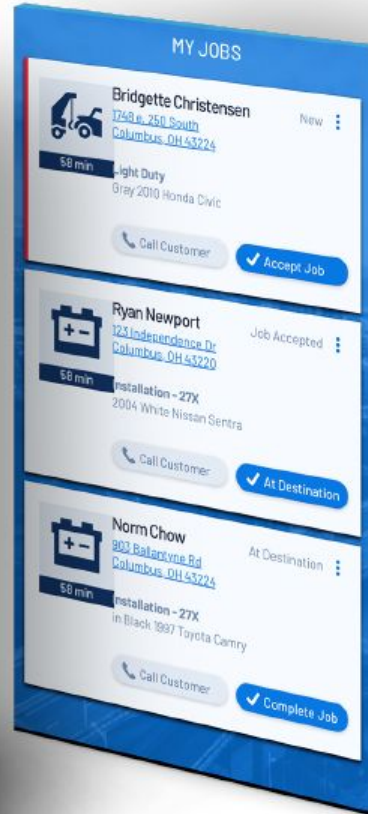
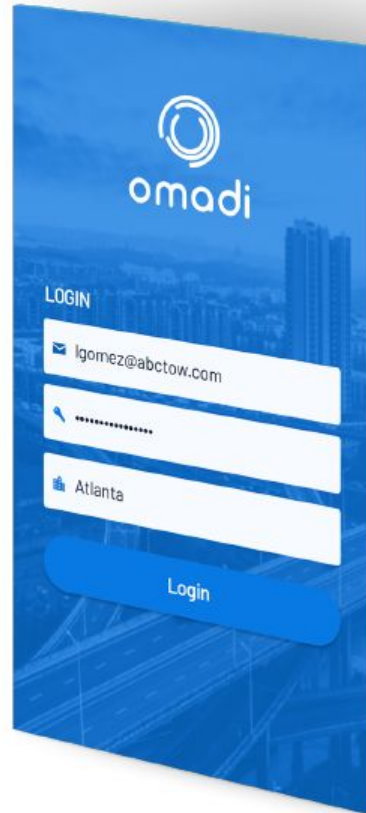


Final designs

as of now.

Driver | Mobile

Dispatcher | Desktop

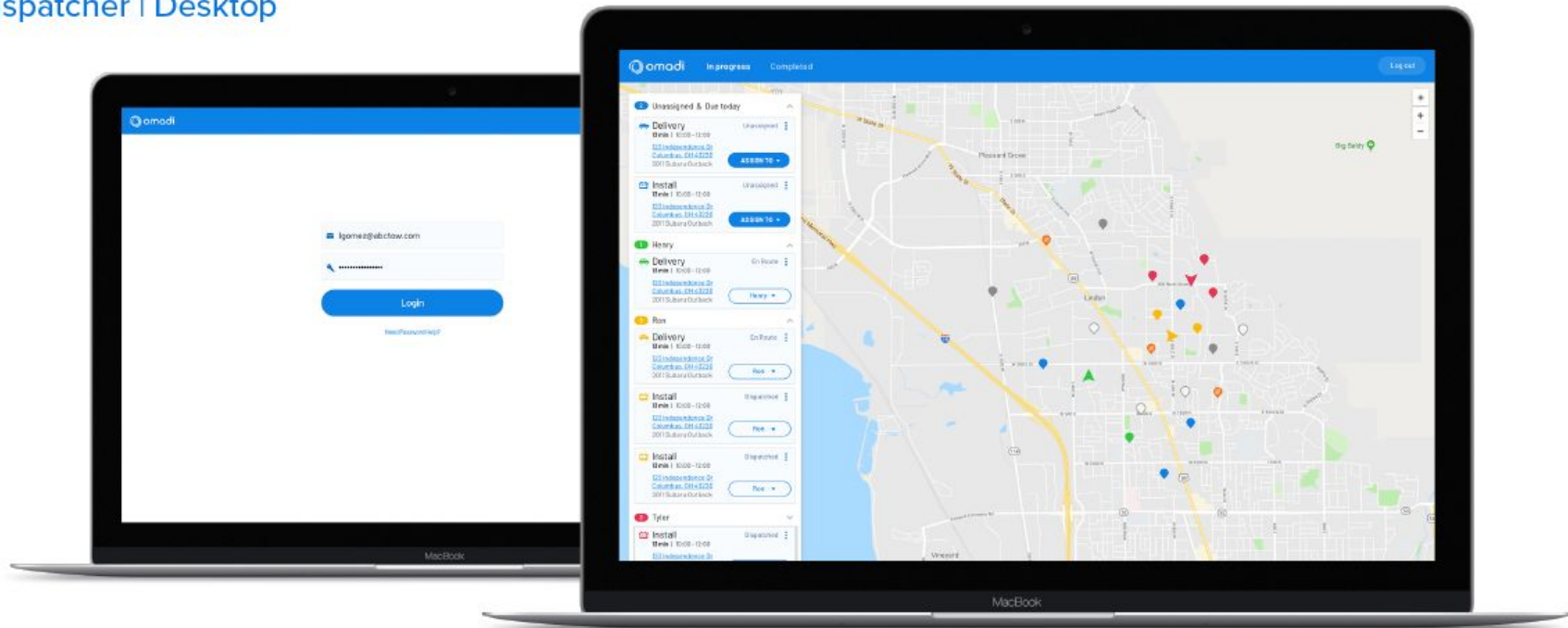


Final designs

as of now.

Driver | Mobile

Dispatcher | Desktop



Thank you.

Bethany Larsen
UX Designer

