

Peter Bartsch

UX Case Studies

- 1. Global Tracking**
- 2. The Gogo Tip Test**
- 3. Finding Driver Utility**

A handwritten signature in black ink, appearing to be 'PB', located at the bottom center of the slide.

Global Tracking

FourKites

GLOBAL TRACKING



FourKites redefines supply chain management for global organizations.

The Ask:

Multi-modal logistic tracking is complicated. Truck loads have different realities than containers on ships at sea, as do rail cars. Each reality brings different data points. Feedback was we were not showing the right data, and not enough data on the screens. I was dispatched to solve the problem.

My Role:

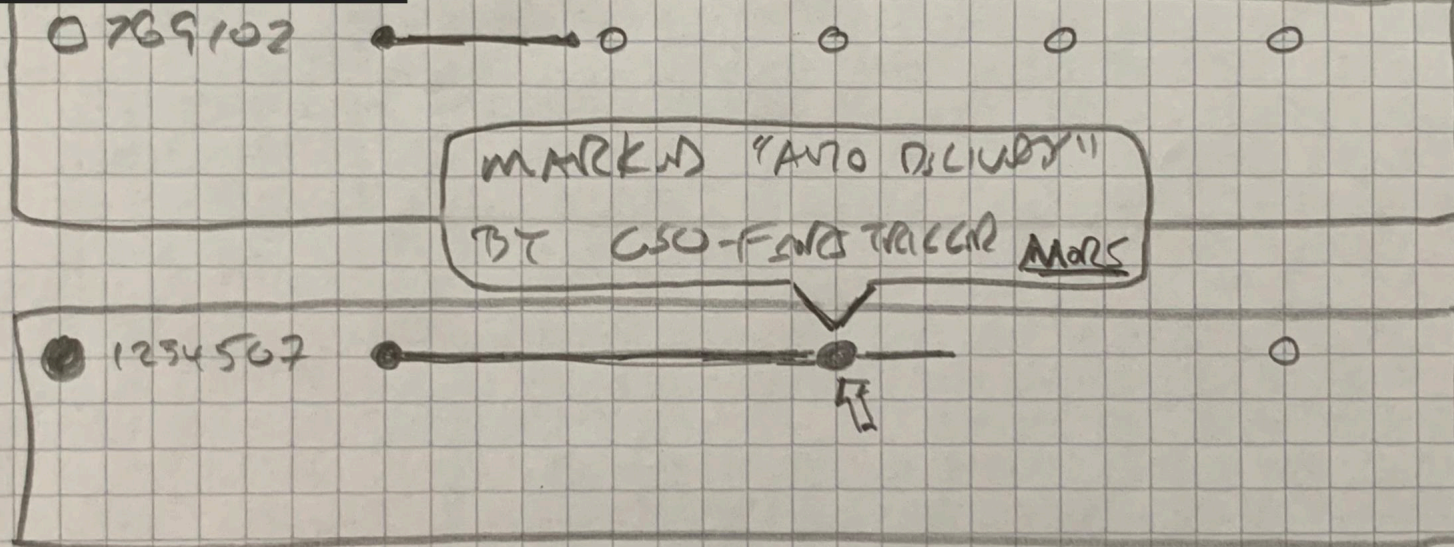
Lead UX Architect

Approach:

On-site User Interviews with actual users, in their actual workspaces to best understand the use case, iterate prototypes with their feedback.



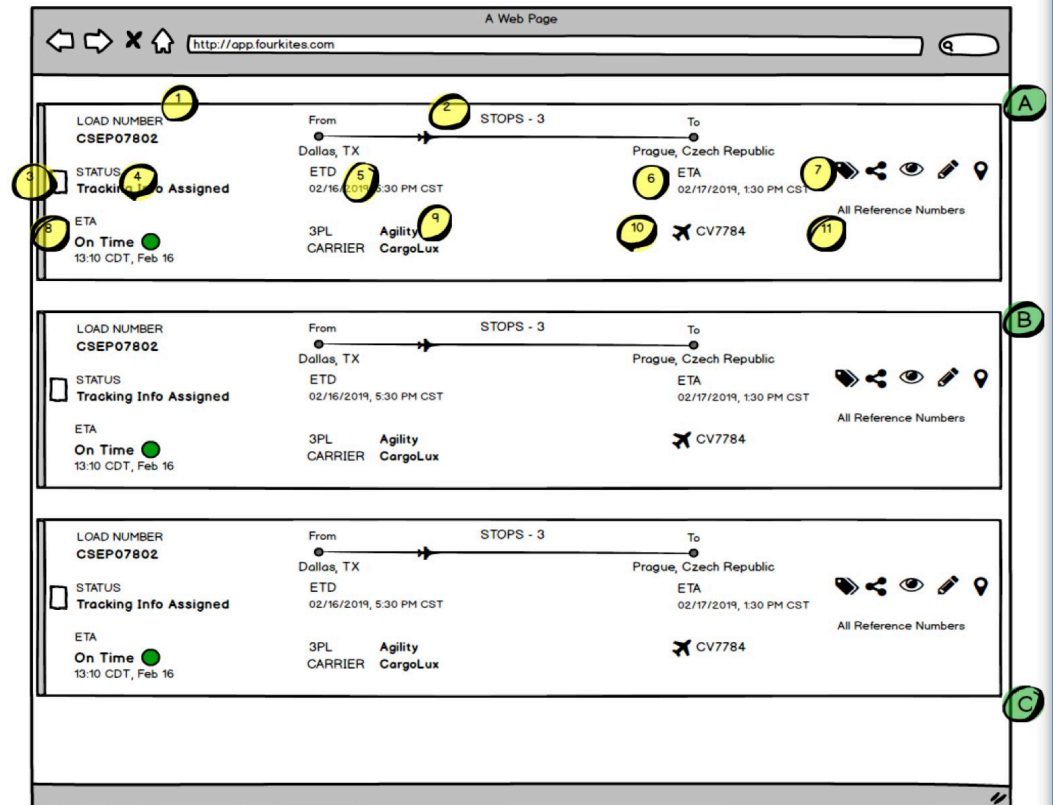
OVERVIEW



The initial version of FourKites tracking platform only integrated and shows the most basic load information. As the platform added modes of transit and large enterprises as customer the deficiencies were evident to all.

PROBLEM

As a load transits across modes and stakeholders in its global journey, each mode and user had different required data points. Too many. And sometimes the same data had different labels per origin.



CONTEXT

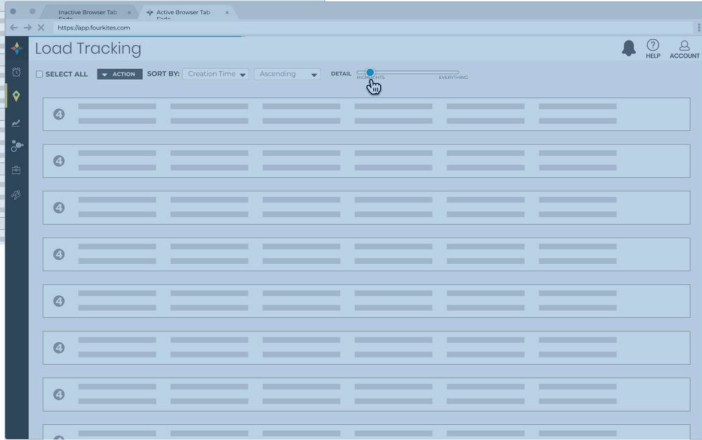
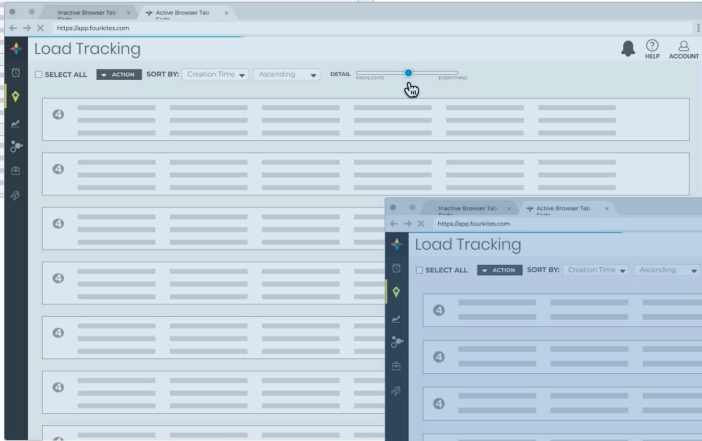
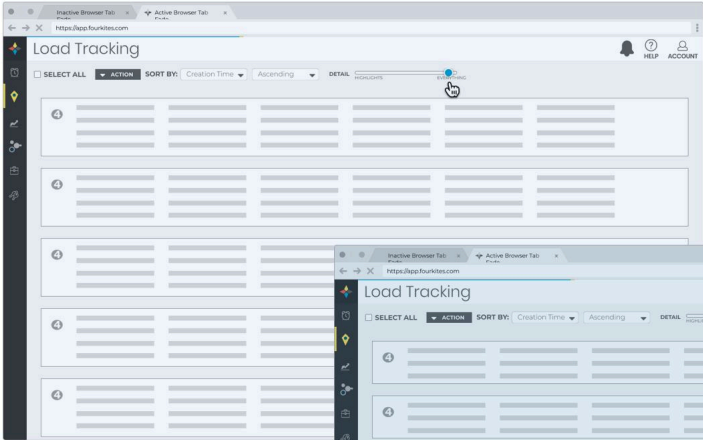


“Track & Tracers” the core users, are like detectives as they piece together each puzzle related to the questions they are hired to ask; “Where is shipment #123?”

They needed all the data they could find to answer

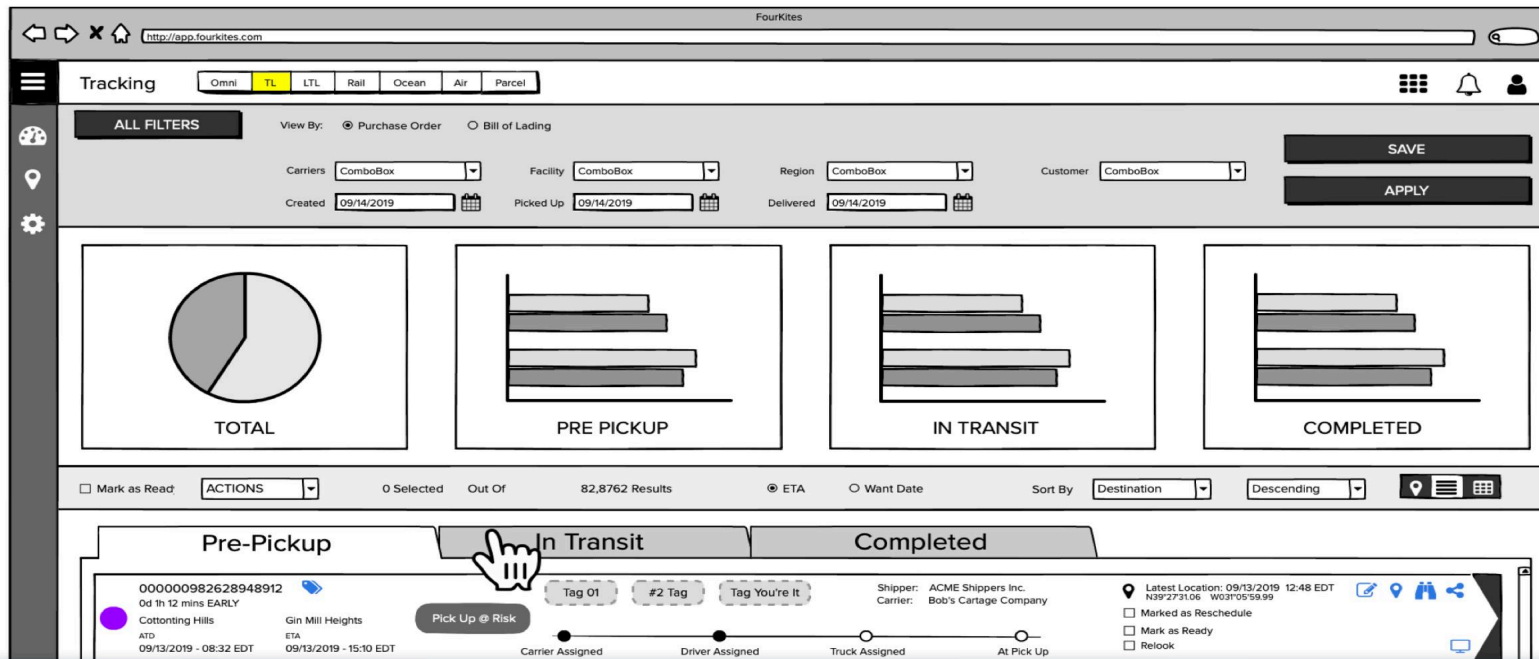
REQUIREMENTS

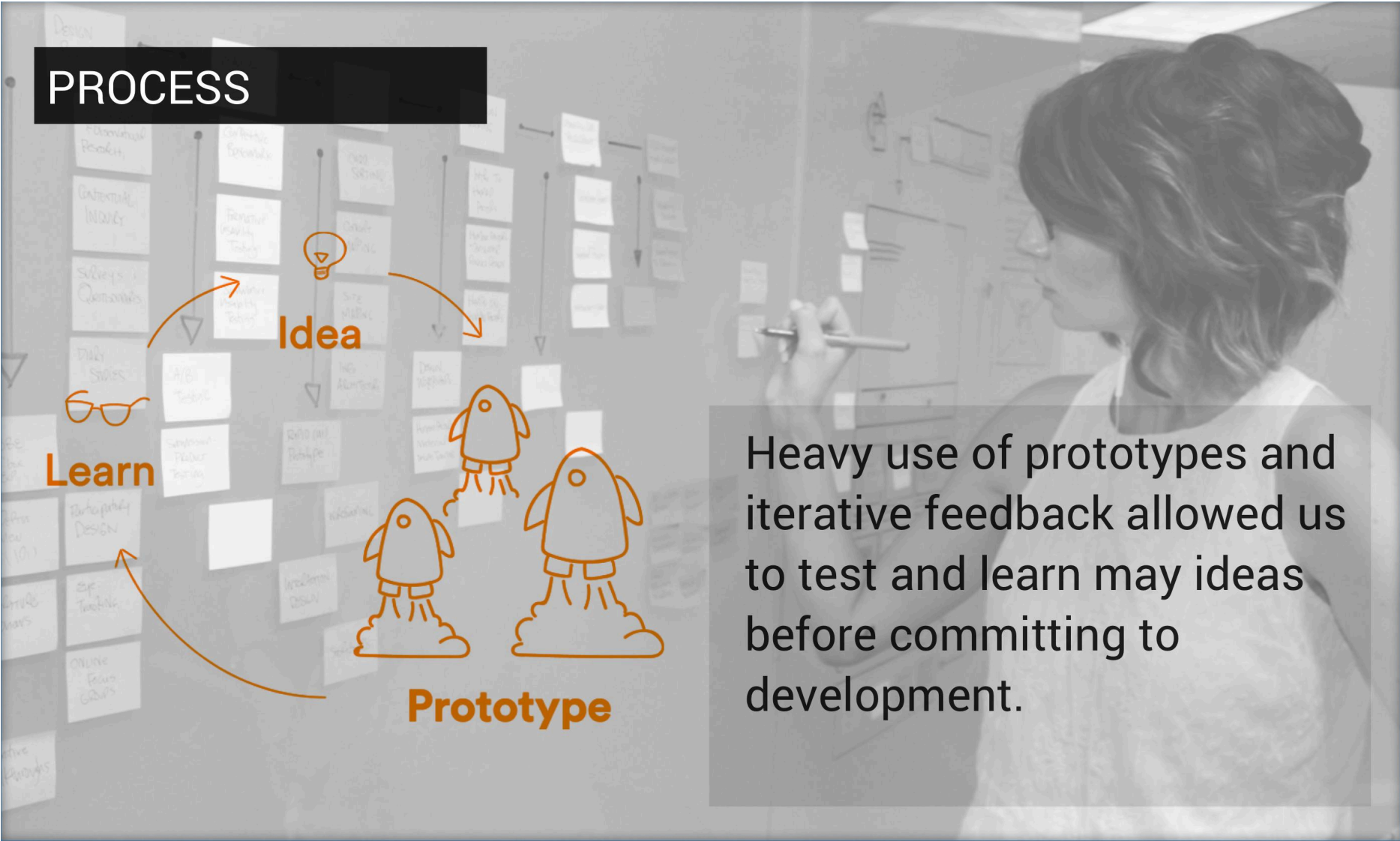
Dynamic data density is required. Showing just the right amount of data per the context of the user, and mode of transit.



CONSTRAINTS

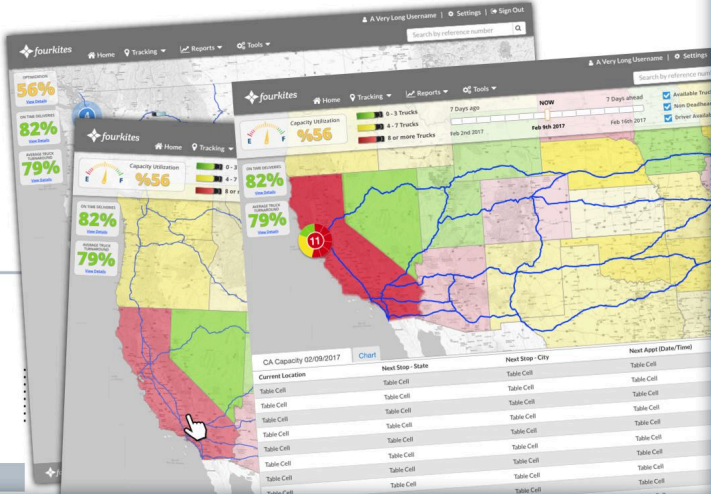
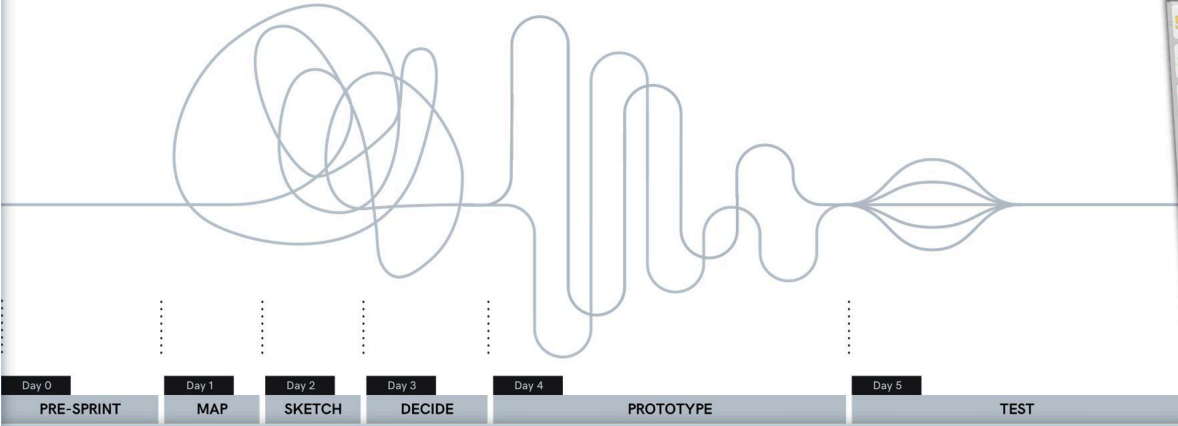
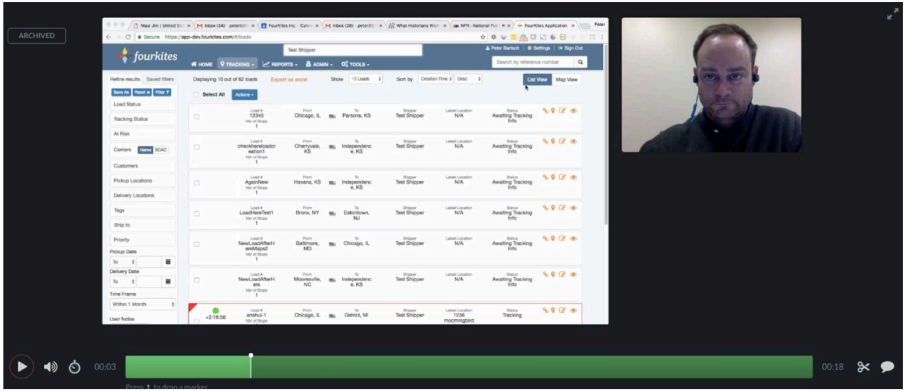
Track & Tracers were not the only user. And even they wanted an overview dashboard, and the ability to groups loads in transit by criteria like ETA





PROCESS

After deployment we kept testing with lookback.io and Pendo.io to keep the conversation going



The screenshot displays the 'Ocean Tracking' interface. At the top, there are navigation tabs for 'Risks', 'Status', 'Events', 'Tracking ID', 'Location', and 'Drayage'. A search bar and date range (10/21/2018 to 10/24/2018) are also present. A large 'RESULTS' overlay is positioned in the top left. The main content area shows a list of shipping containers, each with a detailed view including a route map, status (e.g., 'Delayed'), and various data points like 'ATD', 'ETA', and 'LATEST LOCATION'. The interface is clean and modern, with a dark blue sidebar on the left containing navigation icons.

RESULTS

Shenzhen, CN **Seattle, US**
ATD 10/27/18 - 12:30 PM ETA 10/29/18 - 9:00 AM
Delayed (Latest Event Goes Here) 10/12/2018 04:22 CDT
2018/10/27 AX45 HS2 SA Undertow CARRIER Supper Logistics HK SHIPPER ABC Shipper International
LATEST LOCATION 10/12/2018 04:22 CDT N39°27'31.06 W031°05'59.99

Los Angeles, US **Shenzhen, CN**
ATD 10/27/18 - 12:30 PM ETA 10/29/18 - 9:00 AM
Delayed (Latest Event Goes Here) 10/12/2018 04:22 CDT
2018/10/27 AX45 HS2 SA Kara Star CARRIER Supper Logistics HK SHIPPER ABC Shipper International
LATEST LOCATION 10/12/2018 04:22 CDT N39°27'31.06 W031°05'59.99

Rotterdam, NL **Los Angeles, US**
ETD
Delayed (Latest Event Goes Here) 10/12/2018 04:22 CDT
2018/10/27 AX45 HS2 SA Sunsama CARRIER Supper Logistics HK SHIPPER ABC Shipper International
LATEST LOCATION 10/12/2018 04:22 CDT N39°27'31.06 W031°05'59.99

Dubai, AE **Rotterdam, NL**
ATD 10/27/18 - 12:30 PM ETA 10/29/18 - 9:00 AM
Delayed (Latest Event Goes Here) 10/12/2018 04:22 CDT
2018/10/27 AX45 HS2 SA Kimikomo CARRIER Supper Logistics HK SHIPPER ABC Shipper International
CUSTOMS HIGH PRIORITY SHIPMENT
LATEST LOCATION 10/12/2018 04:22 CDT N39°27'31.06 W031°05'59.99

Busan, KR **Dubai, AE**
ATD 10/27/18 - 12:30 PM ETA 10/29/18 - 9:00 AM
Delayed (Latest Event Goes Here) 10/12/2018 04:22 CDT
2018/10/27 AX45 HS2 SA Kimikomo CARRIER Supper Logistics HK SHIPPER ABC Shipper International
LATEST LOCATION 10/12/2018 04:22 CDT N39°27'31.06 W031°05'59.99

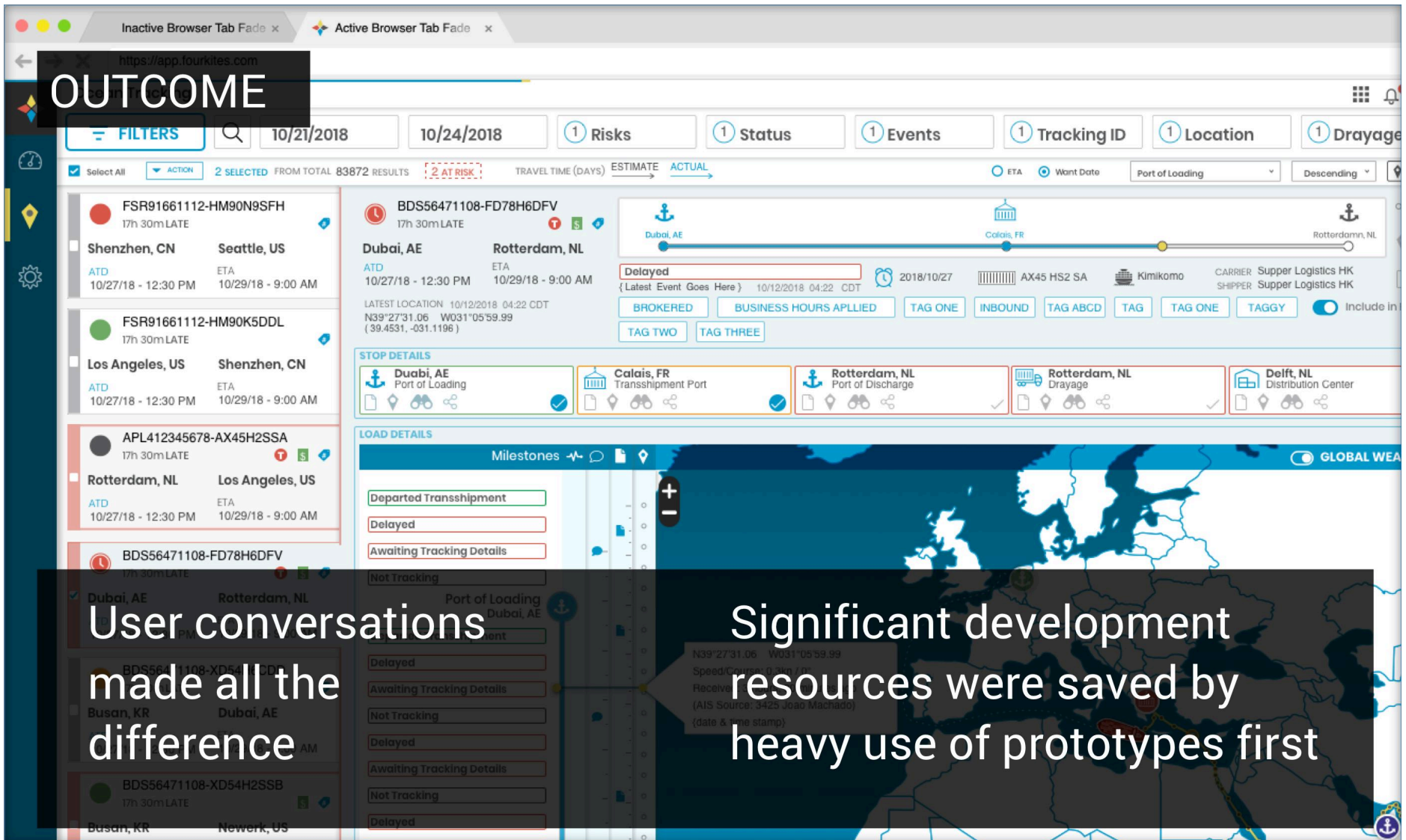
Busan, KR **Newark, US**
ATD 10/27/18 - 12:30 PM ETA 10/29/18 - 9:00 AM
Delayed (Latest Event Goes Here) 10/12/2018 04:22 CDT
2018/10/27 AX45 HS2 SA Kimikomo CARRIER Supper Logistics HK SHIPPER ABC Shipper International
LATEST LOCATION 10/12/2018 04:22 CDT N39°27'31.06 W031°05'59.99

Busan, KR **Newark, US**
ATD 10/27/18 - 12:30 PM ETA 10/29/18 - 9:00 AM
Delayed (Latest Event Goes Here) 10/12/2018 04:22 CDT
2018/10/27 AX45 HS2 SA Kimikomo CARRIER Supper Logistics HK SHIPPER ABC Shipper International
LATEST LOCATION 10/12/2018 04:22 CDT N39°27'31.06 W031°05'59.99

Simplified version of a load card in the collapsed view, expanded to show voluminous details about the load in transit, with data density bespoke per user type and need.

© FourKites, Inc. Some Rights Reserved. RESULTS 1

OUTCOME



The Gogo Tip Test

Gogo Inflight Wifi

The Gogo Tip Test



Gogo Inc. is a provider of in-flight broadband Internet services

The Ask:

The existing design on the interface was receiving complaints as they were difficult to understand during the WiFi on-boarding process.

My Role:

Product Manager Innovation and Signature Services

Approach:

Analyze the existing experience, discover the user pain points and create solutions to then test and validate.

OVERVIEW

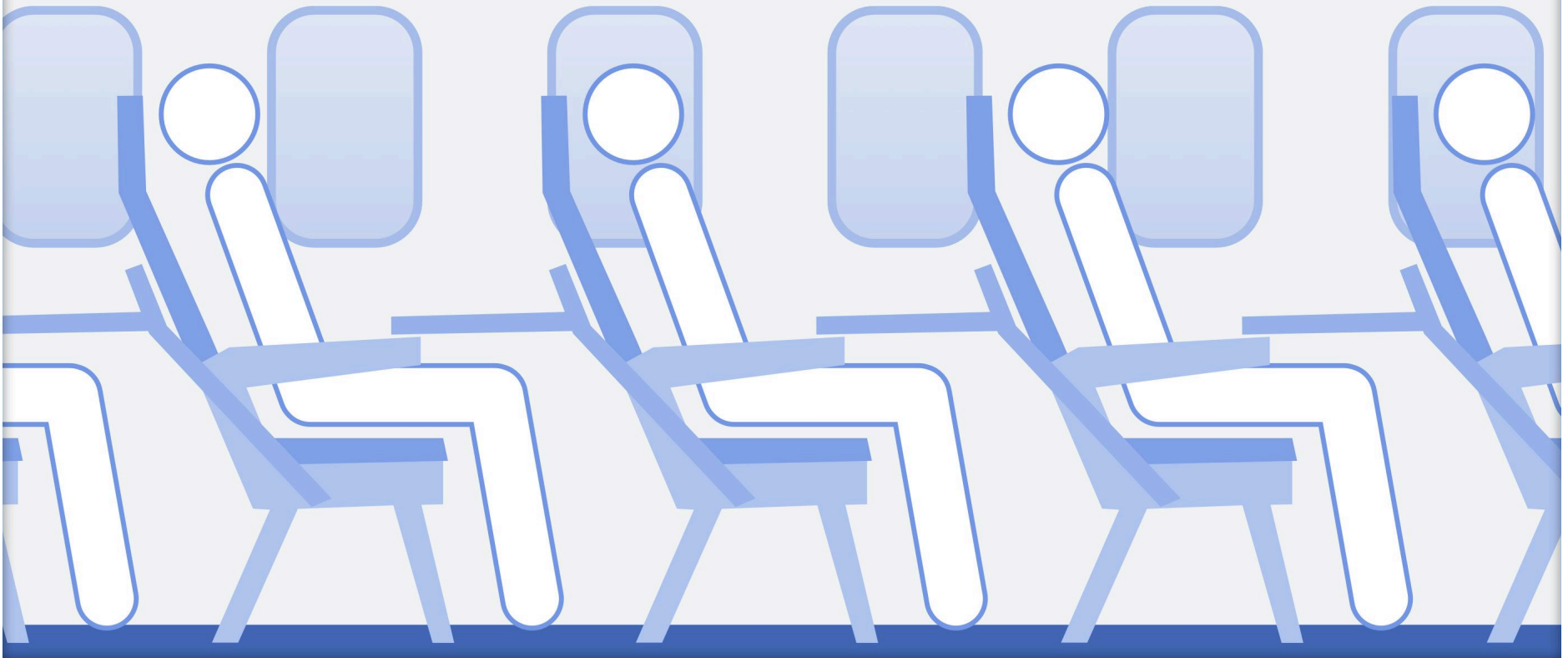


Gogo was the first commercial inflight WiFi service provider. When possible, passengers could access the Internet on their laptop or mobile device.



PROBLEM

An airplane cabin is a challenging environment, changing lighting and screens viewed from unusual angles



CONTEXT



Ideally the cabin lights are on and passengers are upright and active. Seat-back trays allow for laptops to be opened, but light from the windows can make it hard to view low contrast content.

REQUIREMENTS

A stylized illustration of airplane seats in shades of blue. The seats are arranged in rows, with each seat having a white headrest and a blue backrest. The seats are set against a light blue background with rounded rectangular shapes representing windows or panels.

The on-boarding sales funnel to the in flight WiFi service would need to be seen in a wide variety of lighting conditions. Customers were missing information and getting frustrated.

CONSTRAINTS

A dark, stylized illustration of an airplane cabin interior. The seats are arranged in rows, and the overall color palette is dark with some highlights on the seat backs and armrests. The text is overlaid on this background.

Solving the problem for the Gogo sales funnel would also solve the issue for Gogo's content partners, since ad impressions were suffering from the same problem.

The Gogo Tip Test

Gogo Inflight Wifi

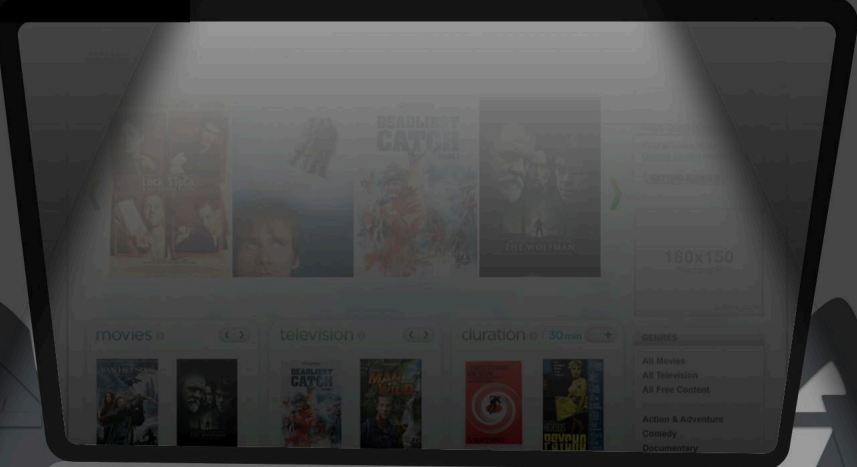
Peter Bartsch / Professional Portfolio / UX Case Studies

PROCESS



A modeled interior of a commercial airplane for testing was actually something Gogo had, but the partner's designers did not have easy access to it.

PROCESS



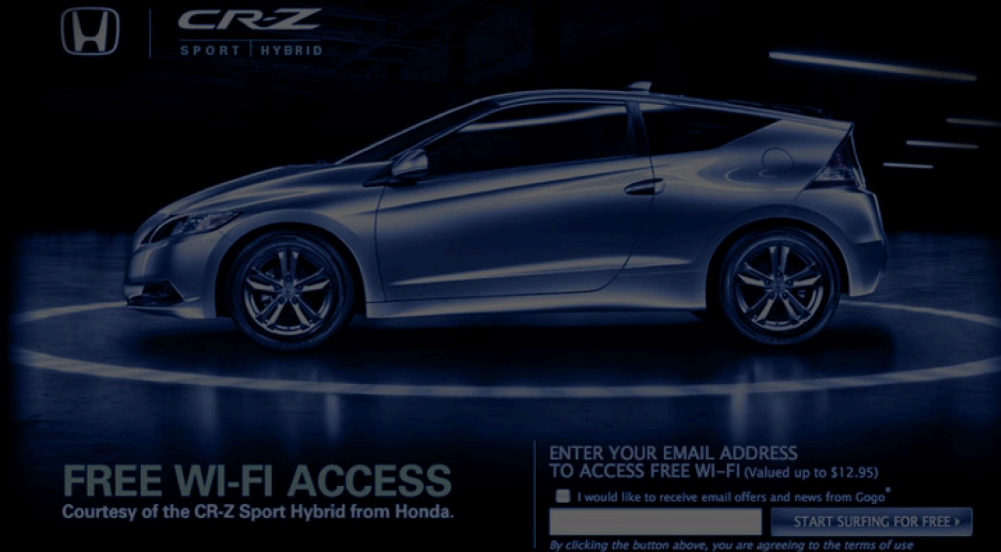
While in the model interior
I realize we could mimic
the issue very easily, from
anywhere.

RESULTS

**Just view a proposed design on a
older, cheap laptop and tilt the screen
down towards the keyboard.**

**If the content lost contrast at this
angle there was a problem.**

LESSONS LEARNED



Identifying a problem took being in the actual conditions, but being able to replicate the issues anywhere on the ground became a very valuable tool. We called it the Gogo Tip Test.

OUTCOME

Updating the Gogo guidelines for inflight ads and sponsorships reduced churn on costly revisions before the ad run.

Media that passed the “Gogo Tip Test” performed better too! Because more users saw them clearly in all the varied view angles and trying environments that make an airplane cabin.

Finding Driver Utility

Fourkites

FINDING DRIVER UTILITY



FourKites redefines supply chain management for global organizations.

The Ask:

FourKites app CarrierLink, meant to supply the platform with up to date truck load locations, was not finding traction in the marketplace

My Role:

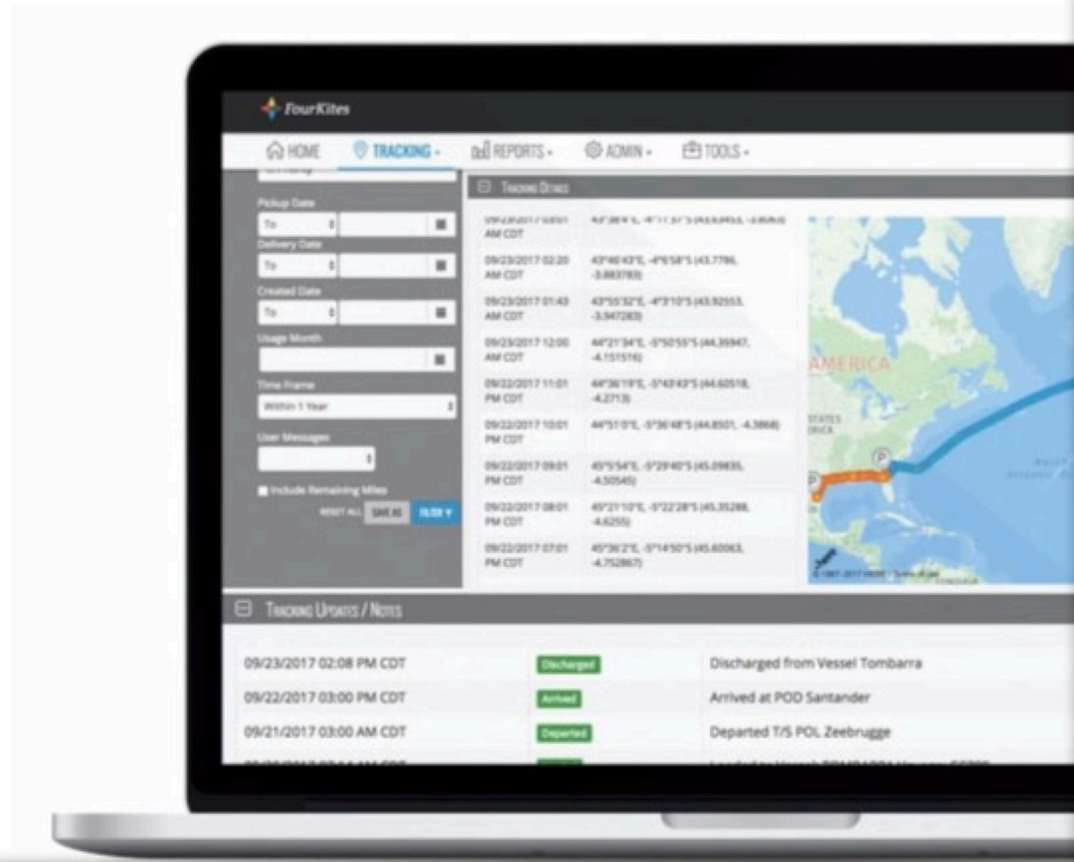
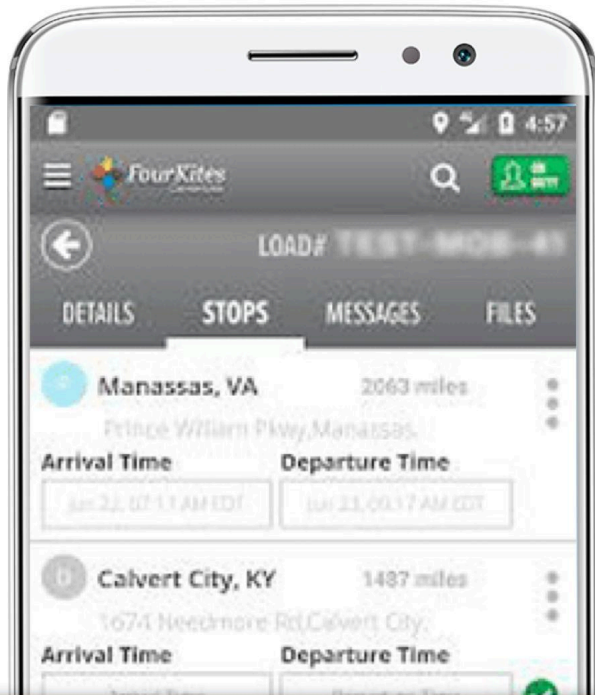
Lead UX Architecture

Approach:

Analyze the existing experience, discover the user pain points and create alternative solutions.

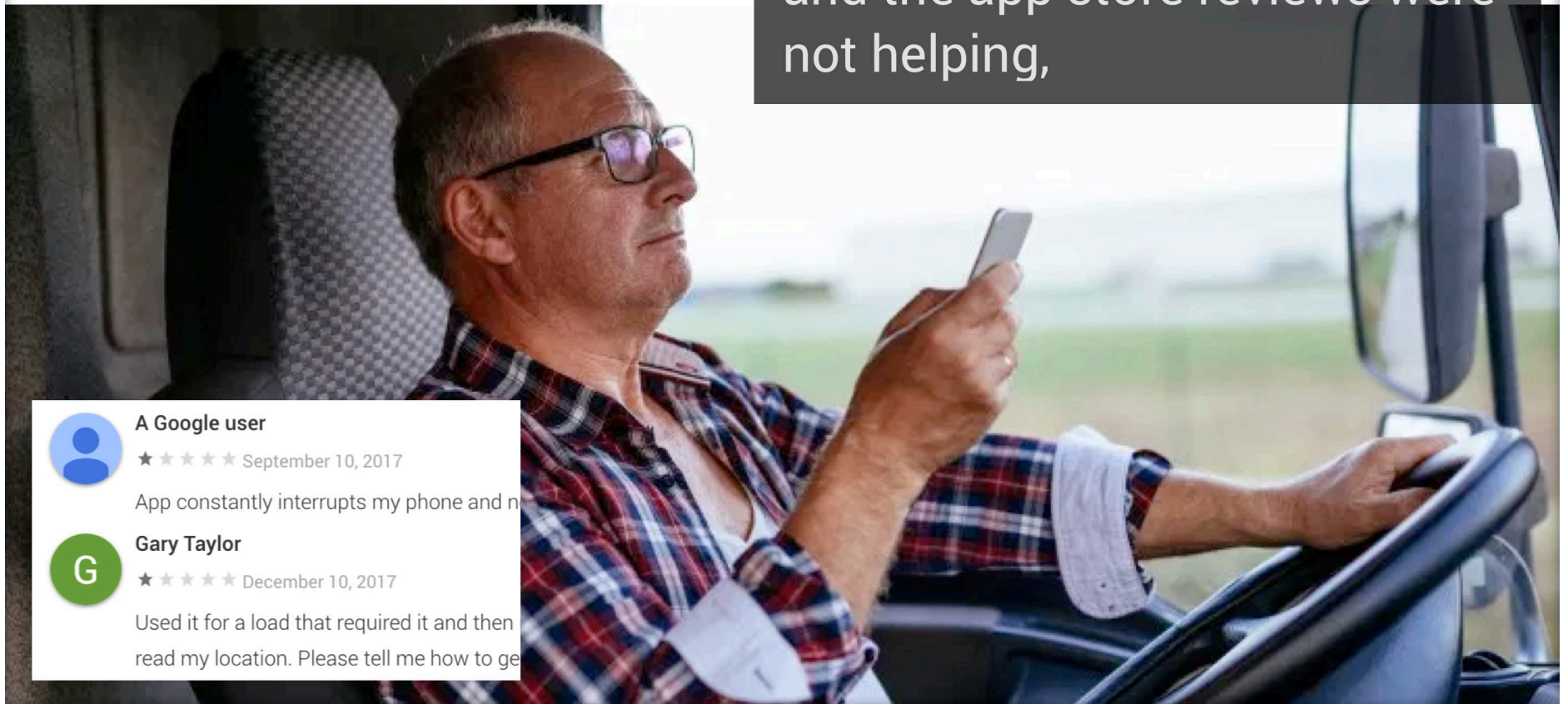
OVERVIEW

The FourKites CarrierLink app tracks a driver's via GPS, creating better ETA's.



PROBLEM

But Driver's were hesitant to use the app in its early versions, and the app store reviews were not helping,



A Google user

★★★★★ September 10, 2017

App constantly interrupts my phone and n



Gary Taylor

★★★★★ December 10, 2017


Used it for a load that required it and then read my location. Please tell me how to ge



CONTEXT

A Driver's attention is limited in a demanding and dangerous environment. Getting to ride along, and experience the actual context was eye-opening

CONTEXT



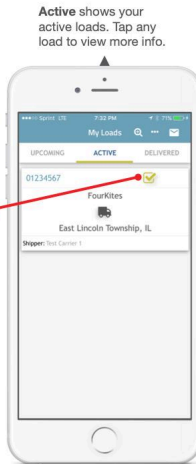
Even when not behind the wheel, the job is demanding. Driver's didn't see the value in using CarrerLink because it gave them no value in return. It was seen as just more work

REQUIREMENTS

More Tools

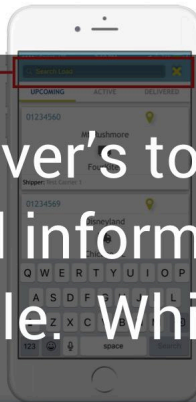
Manually Mark As Delivered (not recommended)

Tap to manually mark a load as delivered using your current location. Use this only if the load is not automatically marked as delivered when you leave the delivery area.



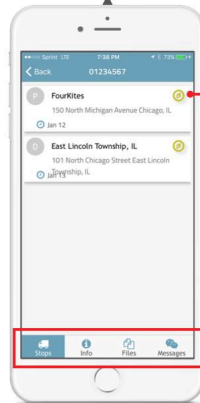
Search

Tap to open the search bar. Enter the full BOL number of any recent or active load and tap to search. Tap to tap to the search bar.



Active shows your active loads. Tap any load to view more info.

When you tap a load, you can see its Stops and other details.



Get Directions

Tap to get directions to any stop.

Load Details

Tap to see each stop, view the BOL number and other load info, and see files and messages from dispatch.



HOW TO USE CARRIERLINK

Toggle On-Off Duty / Messages
Swipe to mark yourself as on-duty or off-duty. Caution: when you are off-duty, you will not be marked as delivered.

Single Icon (Optional)

In addition to CarrierLink's automatic tracking updates,

HOW TO USE CARRIERLINK

Main Menu

Search / Toggle On-Off Duty / Messages

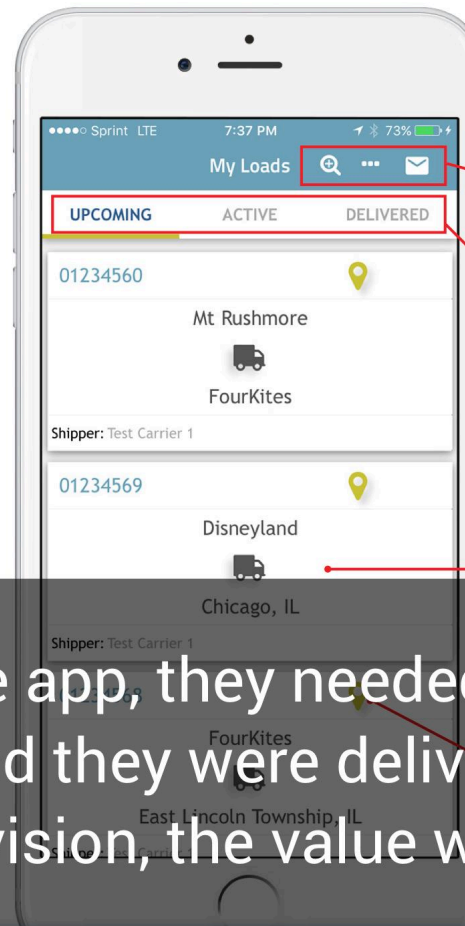
Tap to search for a load (magnifying glass), mark yourself as on- or off-duty (three dots), or view/send messages to dispatch (envelope).

Load Navigation

Tap to view your upcoming, active, and delivered loads.

View Load Details

Tap anywhere on a load to view more details, including a list of stops, messages, and other info.



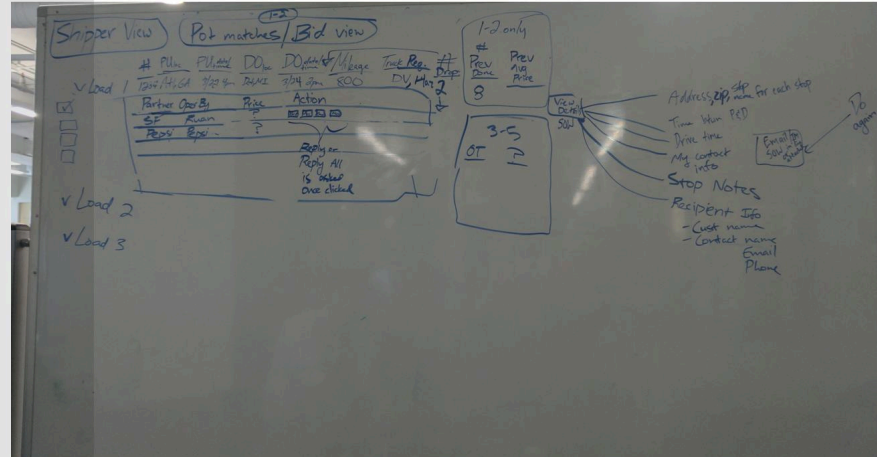
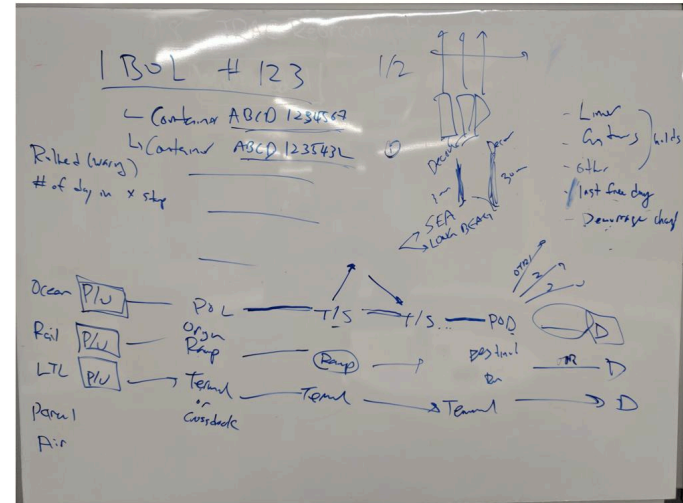
Get Directions

Tap to get directions from your current location to the next stop on this load.

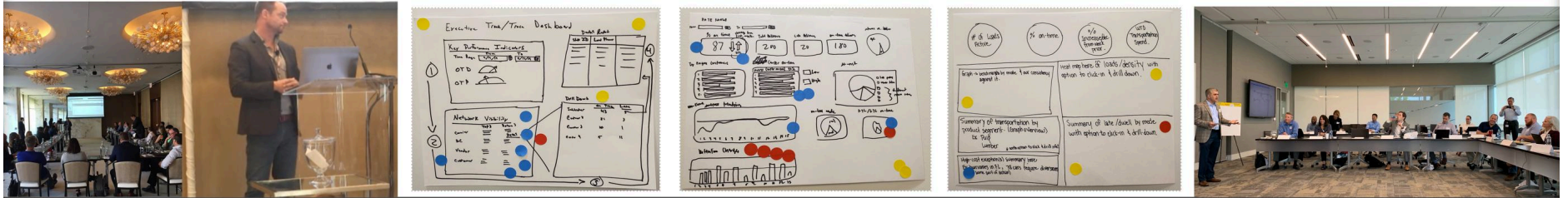
For Driver's to find utility with the app, they needed as much related information about the load they were delivering as possible. While not the original vision, the value was apparent

CONSTRAINTS

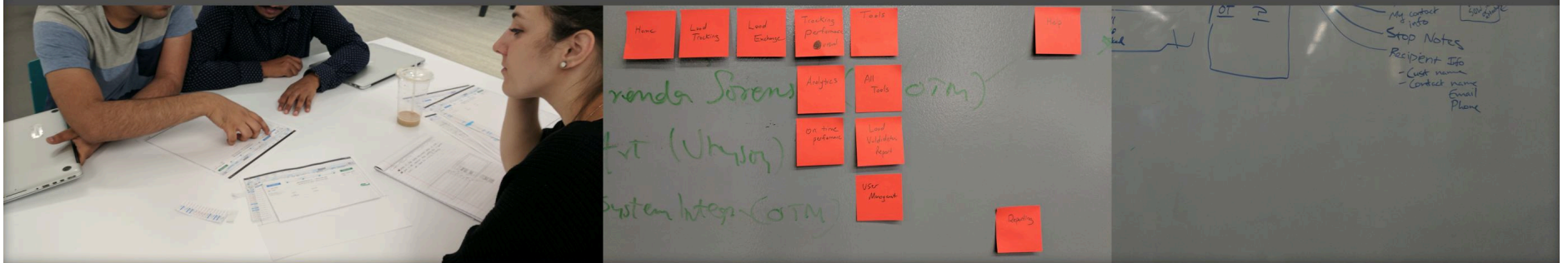
Getting the information Driver needed was going to be a challenge. Meetings gave way to plans and partnerships and FourKites was able to integrate more and more of the required data to the platform



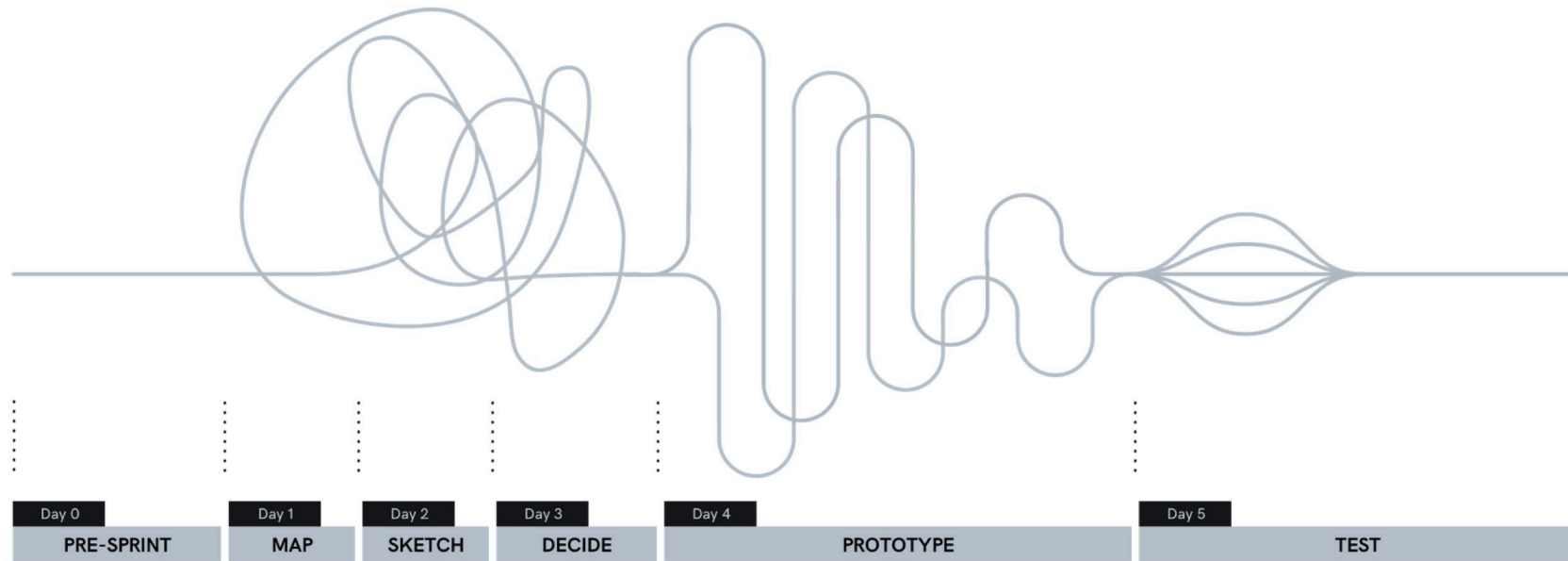
PROCESS



Soliciting feedback on Prototypes from Product Owners and Stakeholders alike, we had identified Solutions and started Development. Releases were measured and tracked, a list of what brought value was emerging

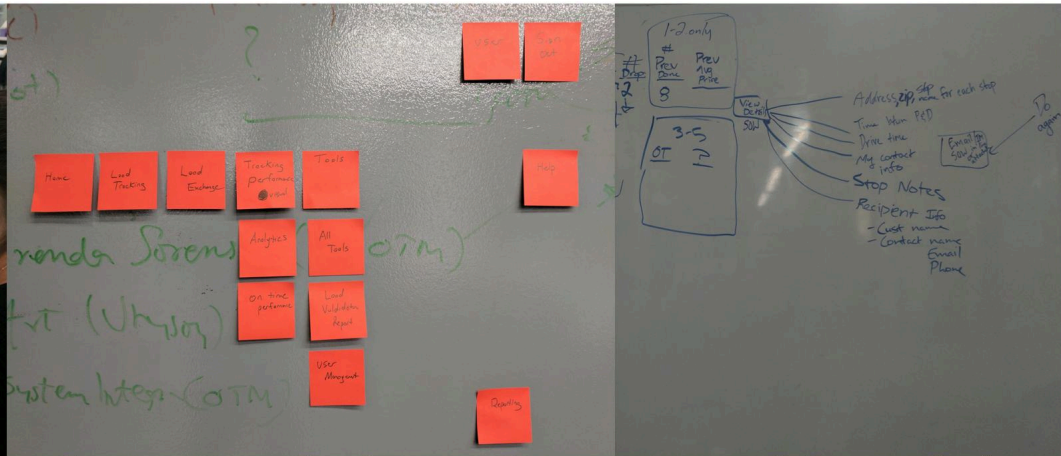


PROCESS



Design Sprints became Epics and Program Interval plans. With each release, CarrierLink added Driver utility. Incrementally making it more and more useful.

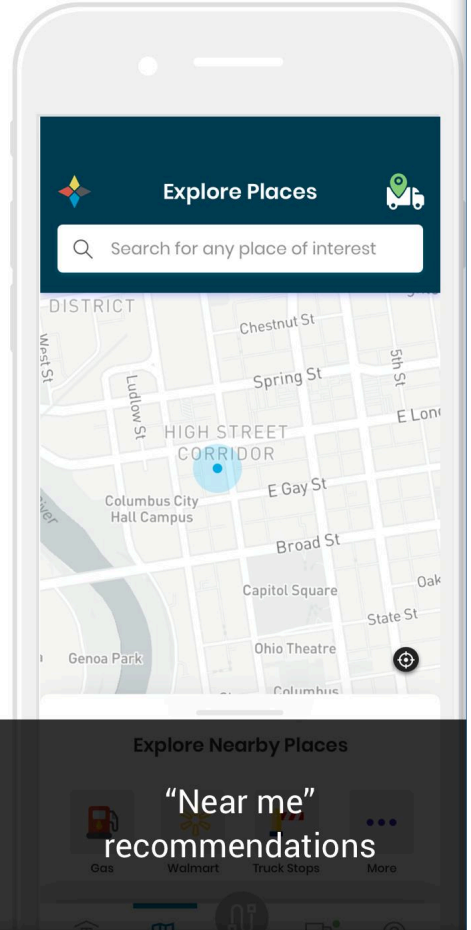
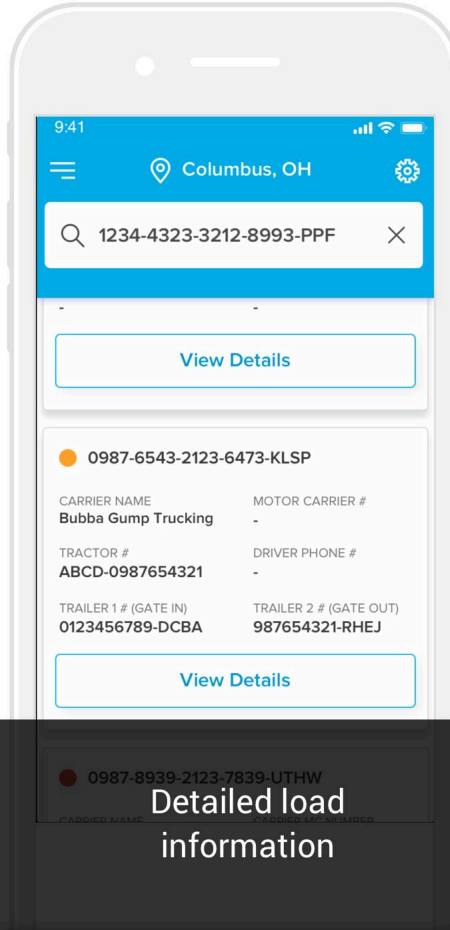
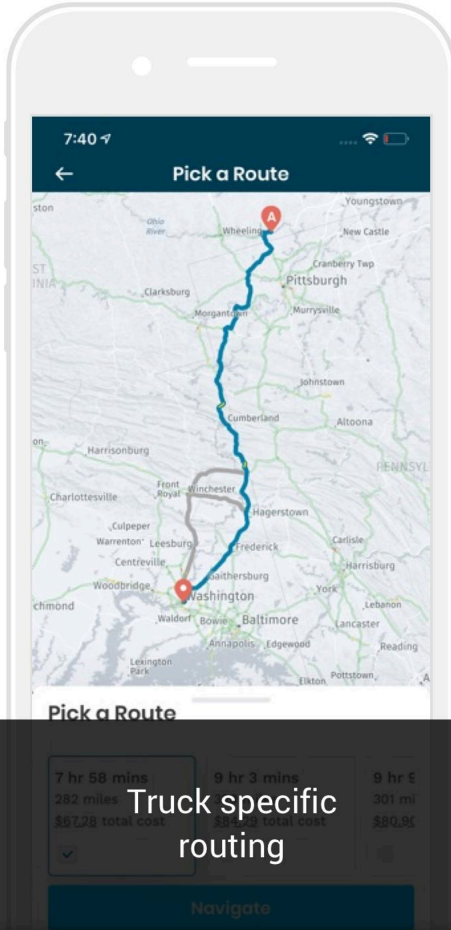
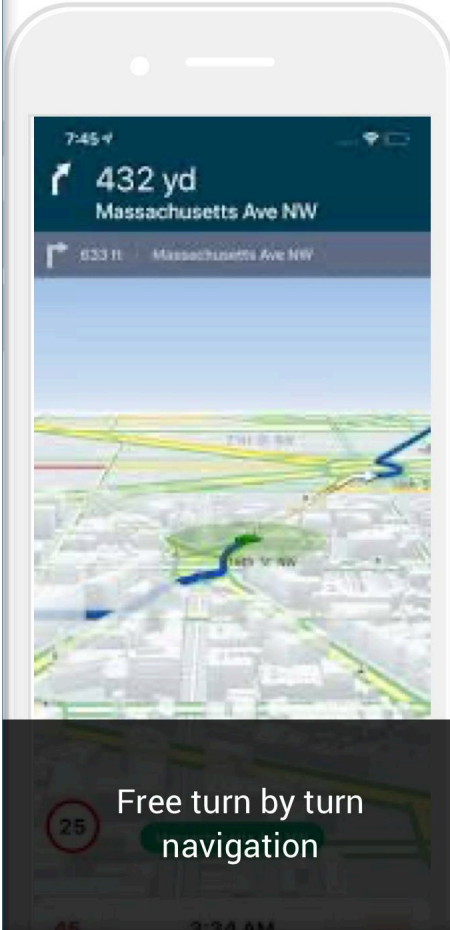
PROCESS



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Findin
FourKit

RESULTS

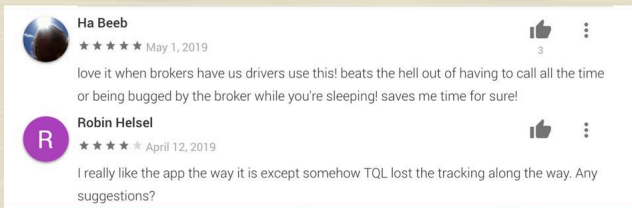


Finding Driver Utility

FourKites

OUTCOME

Downloads of the app, and positive reviews of CarrierLink increased year of year, 3 years in a row as Driver's found value with the FourKites platform, the willingly contributed, Creating a virtuous feedback cycle of data integrity.



LOCATION	SCAC	EQUIP #	REF #	DWELL
DOCK - 001	JBHT	1772412	1717724121	07:45
DOCK - 002	JBHT	1772412	T-47724195	01:07
DOCK - 003	JBHT	1772412	T-47724195	01:07
DOCK - 004	JBHT	1772412	T-47724195	01:07
DOCK - 005	JBHT	1772412	T-47724195	01:07
DOCK - 006	JBHT	1772412	T-47724195	01:07
DOCK - 007	JBHT	1772412	T-47724195	01:07

Proof by Signature

Companion Apps for better data

Going off duty?
Changing the duty status will mean that all tasks assigned to you will move to open pool. Are you sure you want to end your shift?
Yes Skip



LESSONS LEARNED

Sometimes the original vision of an app's value takes you on a long and winding road to features you never intended to build. Success might be waiting to even give you a ride if you'll listen.