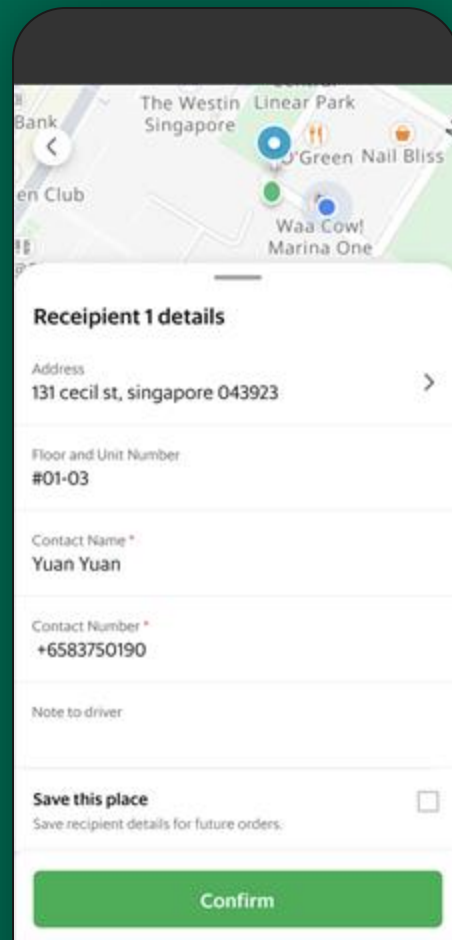


Grab Express | Customer app

Easy Booking



The screenshot shows a mobile application interface. At the top, a map displays a location in Singapore with several markers. Below the map is a white card titled "Recipient 1 details". The card contains the following fields:

- Address:** 131 Cecil St, Singapore 043923
- Floor and Unit Number:** #01-03
- Contact Name *:** Yuan Yuan
- Contact Number *:** +6583750190
- Note to driver:** (empty text area)
- Save this place:** A checkbox that is currently unchecked, with the text "Save recipient details for future orders." below it.

At the bottom of the card is a large green button labeled "Confirm".

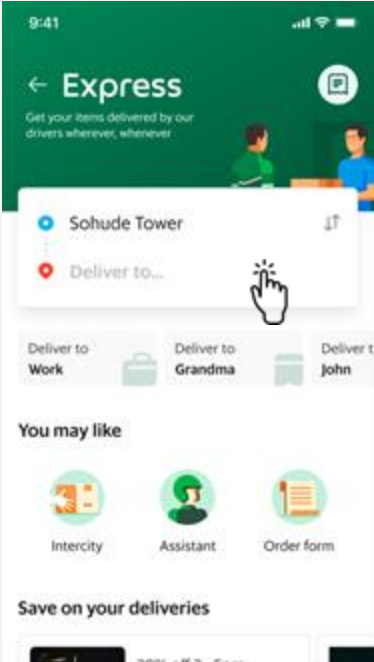
Design Yuan Yuan

Chapter 1

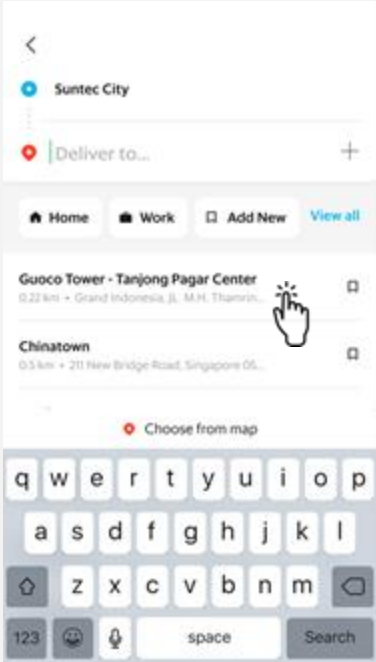
Background

BACKGROUND

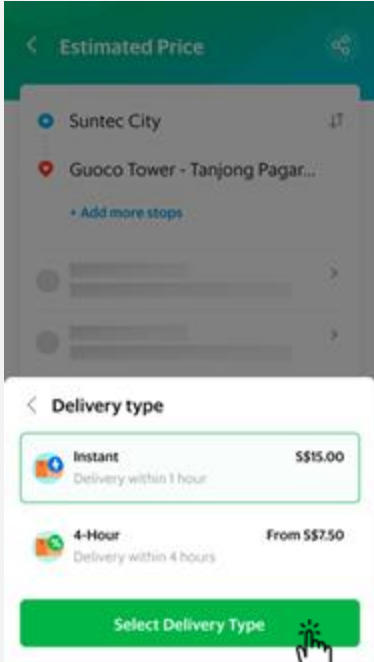
Current pre-booking flow (1/2)



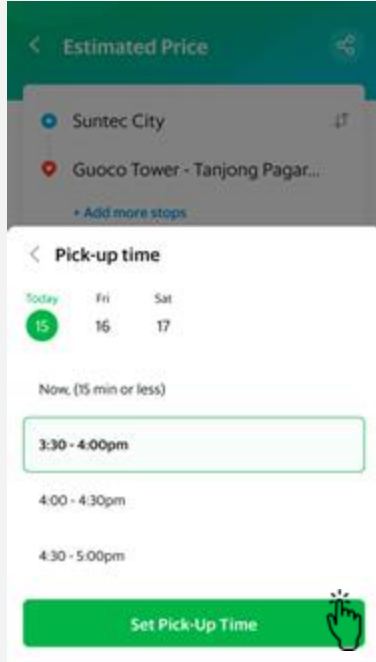
Express Home



POI search



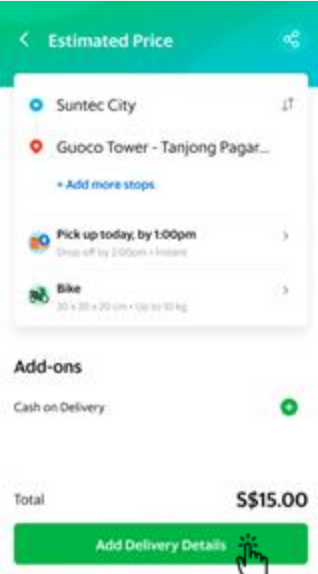
Delivery type



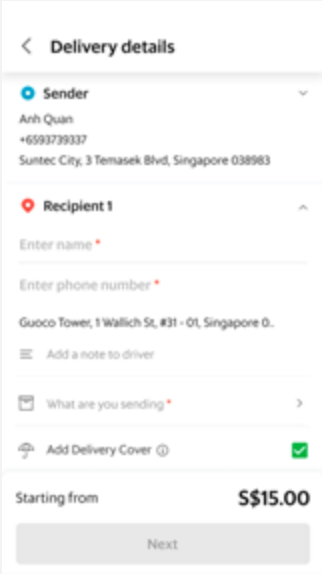
Pick-up time

BACKGROUND

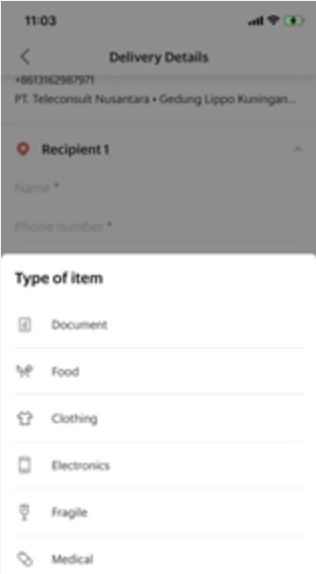
Current pre-booking flow (2/2)



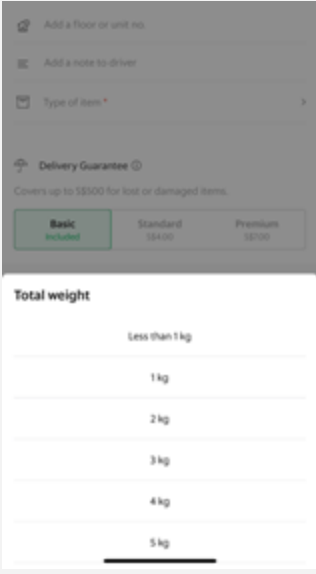
Estimated price



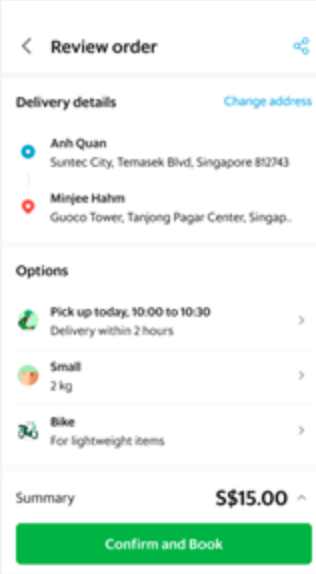
Delivery details
Recipient details



Delivery details
Item category



Delivery details
Total weight



Review order

BACKGROUND

What's on a user's mind? 🙄

Booking

The form is so long...

So many things need to be filled in the delivery details...

Editing

Why the recipient address and details are separated?

I need to edit the recipient details but I need go to 2 places to change them. Aren't they same?

Booking

How can I find my address easier?

There are many roads with similar names, how can I double check so I put in the correct address?



Delivery details

Sender

Anh Quan
+6593739337
Suntec City, 3 Temasek Blvd, Singapore 038963

Recipient 1

Enter name *

Enter phone number *

Guoco Tower, 1 Wallich St, #31-01, Singapore D.

Add location note

Add delivery instruction

What are you sending >

Add Delivery Cover
Up to 5,000,000d coverage for lost or damaged items.

Review Delivery

Delivery details [Change address](#)

Yuan
Home • 32 Mount Vernon Road, Singapore, 368056

yuan yuan
Work • 3 Media Close, Singapore, 138498

Pick up now (30 min or less)
Drop-off by 12:34 • Instant

Total weight
Less than 1 kg

Bike
32 x 25 x 12 cm, 4kg

Payment details

SGD 5.34

Use Offers to get discounts

Personal

Prepare your parcel now!
It may take up to 15 mins for us to find you a driver for instant, and up to 1 hour for 4 Hours, please be patient and do not cancel once booked.

Total **\$20.30**

[Book a Delivery](#)

BACKGROUND

What's on a driver mind? 🙄

Deciding

Sometimes upon arrival I see the item is too bulky...

I will only know the actual size of parcel upon pick-up, sometimes the item is bulky but I have to send it since I spend a lot of time on this order already.



? Hypothesis

Hypothesis 1

Allocating vehicle type according to **item size and weight** **reduce users' mental load** to make a booking and **reduce chance of Dax handling heavier or larger parcels** that exceeds their capability.

Hypothesis 2

Adding a map component to recipient details helps user to self reference the accuracy of POI selection

Hypothesis 3

Helping users to manage recipient details related to POI at one page can help **reduce the confusion and frustration of jumping to different places to change information**



Target customers



New and casual users

Ad hoc, only when there's an emergency



Frequent users

At least 50 orders a month
Social Sellers or Corporate users

What do our users need?

User feedbacks based on NPS, Grabout interviews and prototype testing results



User-centric information

Users prefer user-centric approach:
E.g. ask what kind of parcel users need to send, not let them choose from what service we provide



Lesser free input fields

Users prefer multiple choices option to open questions



Bite-sized information

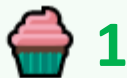
Users prefer bite-sized information rather than a long form to fill in.



Cheaper options, of course

Users prefer see the accurate estimated price as early as possible, they like the promo entry prominence.

Cupcakes



Pax: Deciding

Which vehicle type should I choose from?

GrabBike is the cheapest but I'm sending something fragile... Is it safe to use Bike? Oh wait, got size limit also?

Pax: Booking

Why so many things to fill?

I just want to get the parcel sent and why so many details need to fill?

Hypothesis 1

Allocating vehicle type according to **item size and weight** reduce users' mental load to make a booking and **reduce chance of Dax handling heavier or larger parcels** that exceeds their capability.

New changes

- Introduce users the **bottom sheet of size & delivery instructions**
- Reducing the length of review page



Editing

Why the recipient address and details are separated?

I need to edit the recipient details but I need go to 2 places to change them. Aren't they same?

Hypothesis 2

Helping users to manage recipient details related to POI at one page can help **reduce the confusion and frustration of jumping to different places to change information**

- Moving recipient details **closer** to recipient address
- Adding a **map component** on the details
- if user want to check price first, we take the user to estimated fare page with the cheapest option



Dax: Deciding

I don't know what exactly am I picking up! Should I take this job?

I will only know the actual size of parcel upon pick-up, sometimes the item is bulky but I have to send it since I spend a lot of time on this order already.

Hypothesis 3

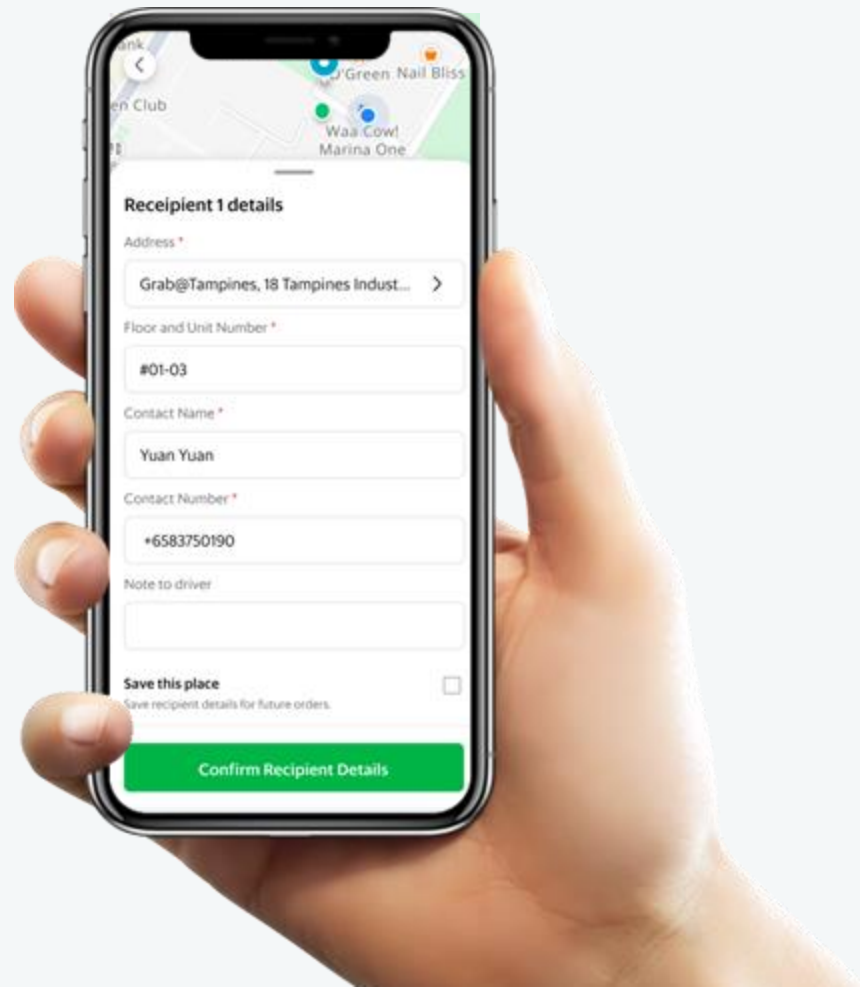
Taking a photo of large and extra large size items and sharing it with driver **reduce DAX cancellation upon pickup**.

- **Nudge pax to take a photo** if they are sending L/XL items, the photo will be send to DAX to increase DAX awareness about the delivery item and instructions

Chapter 2

Design

Scan this or try interact with the Prototype



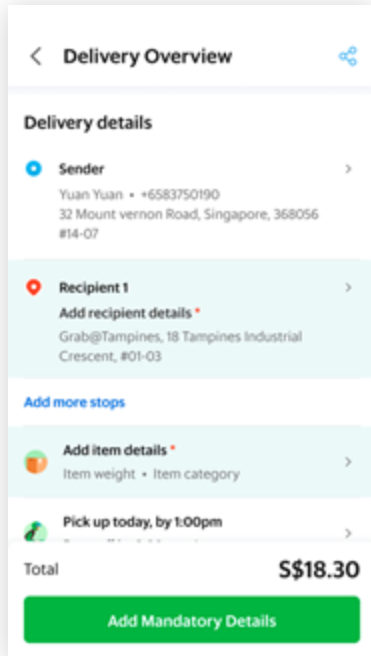
Improvements summary

DESIGN WALKTHROUGH

Design Solution summary

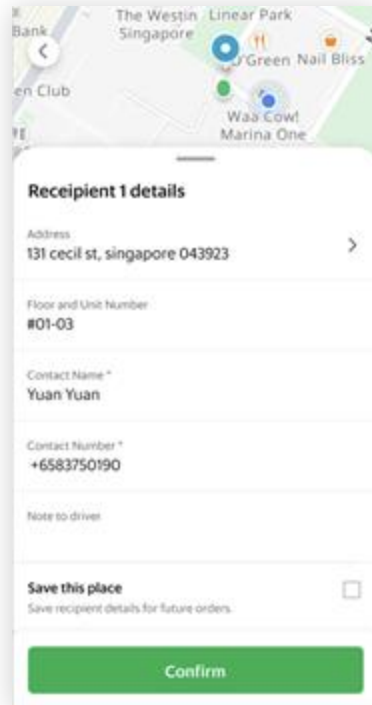
1. Long form issue

Combined Delivery details form and review delivery into Overview



2. Recipient POI and details separated issue

Combined recipient POI and details into one step



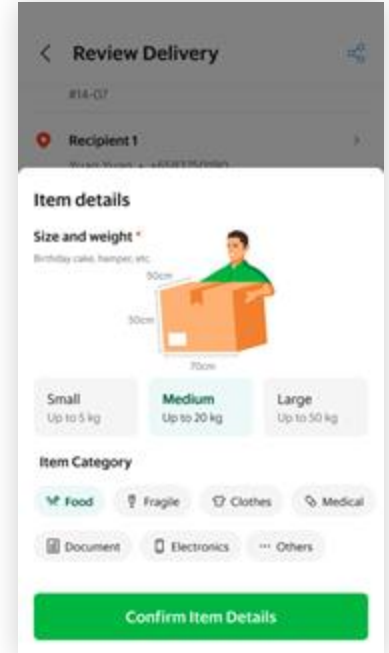
3. No map preview issue

Added map view in the details



4. No item size issue

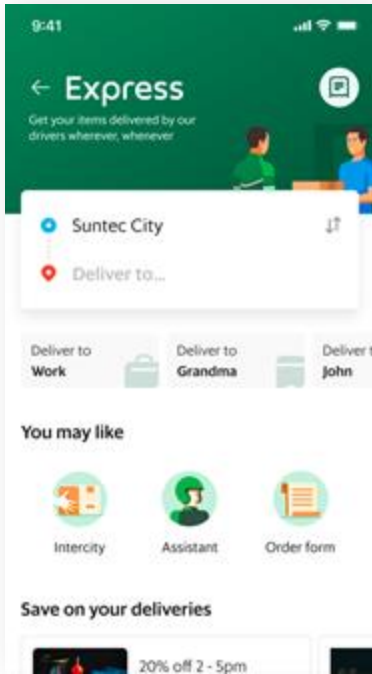
- Improved item details collection



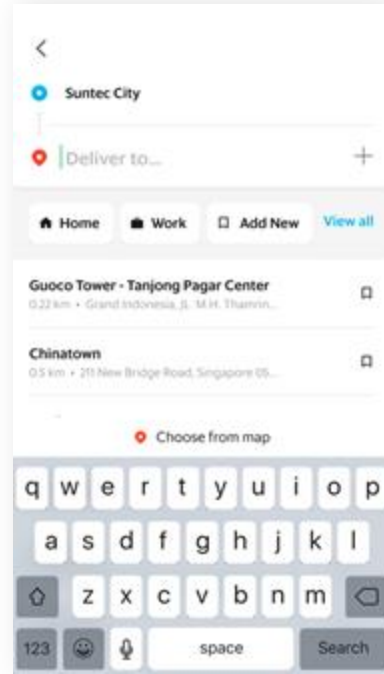
Deliver to a new place

DESIGN WALKTHROUGH

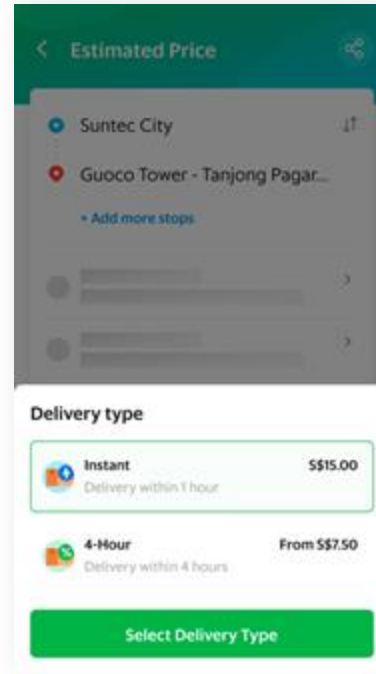
Make a booking to a new place (1/3)



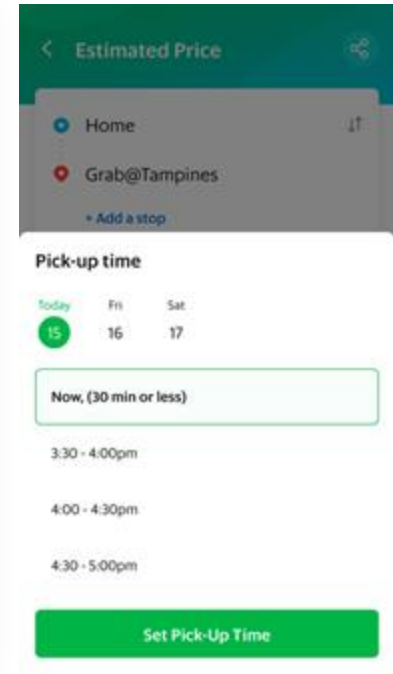
User taps on "Deliver to" for a new location (unsaved)



User searches for an address



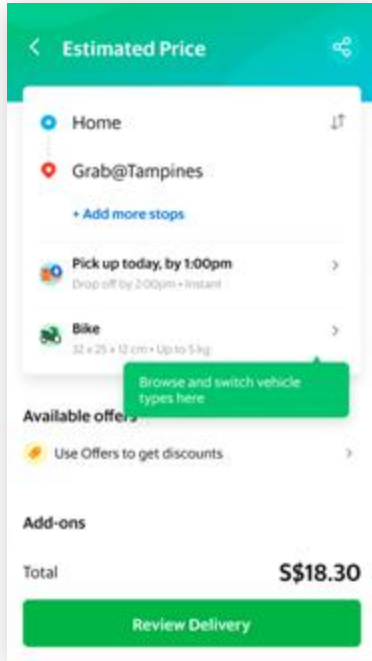
Next user chooses Delivery Type



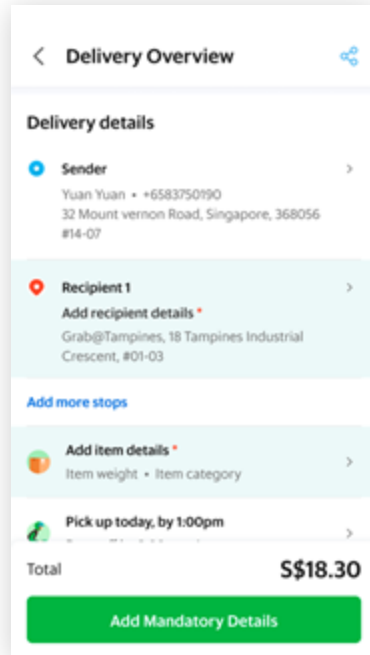
Next user chooses Pick-up Time

DESIGN WALKTHROUGH

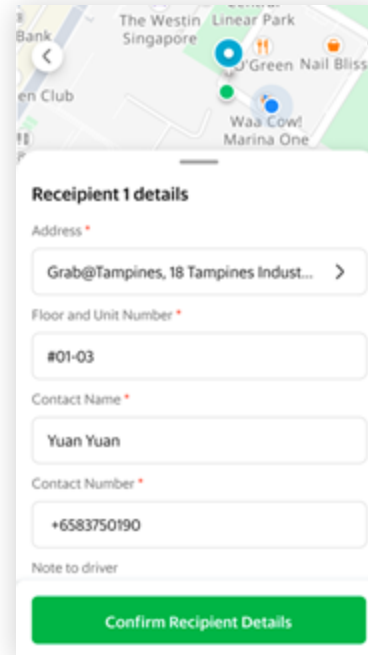
Make a booking to a new place (2/3)



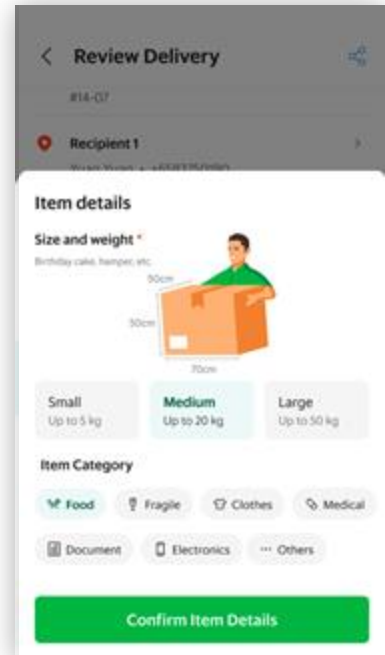
User views estimated price



User reviews delivery and adds missing details



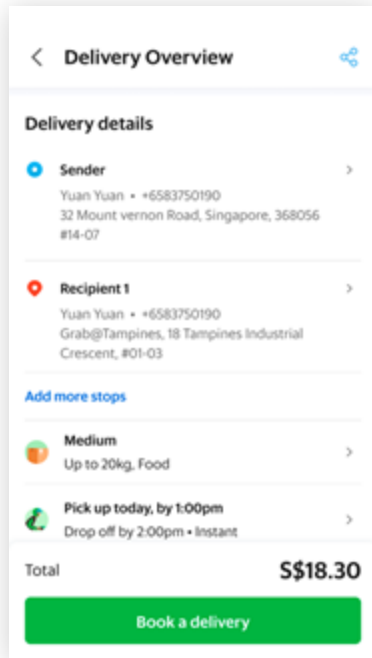
Next user fill in recipient details
([Tap on map change POI on a map](#))



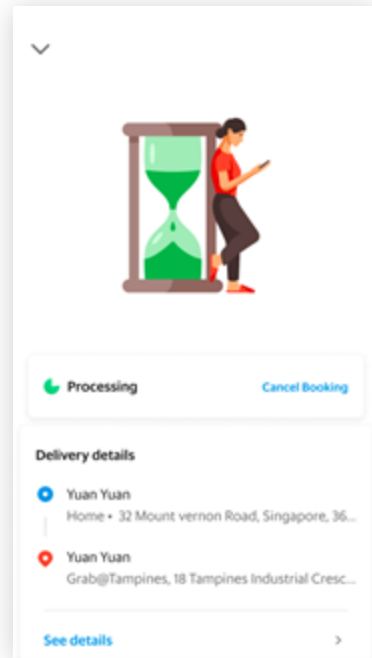
Next user chooses item weight and category

DESIGN WALKTHROUGH

Make a booking to a new place (3/3)



User reviews delivery and book

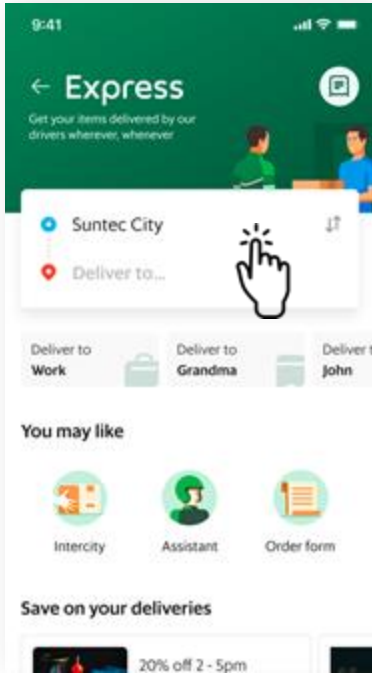


In Transit

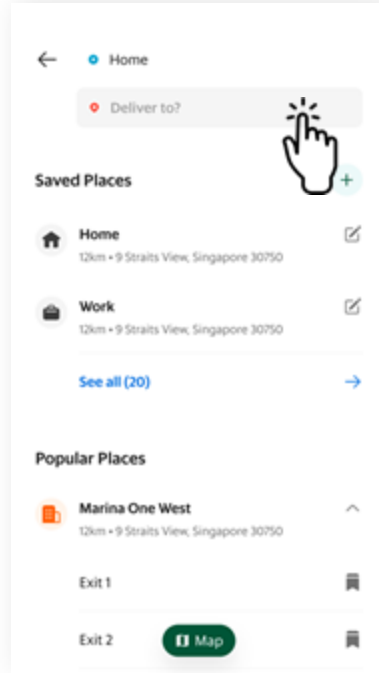
Deliver to a saved place

DESIGN WALKTHROUGH

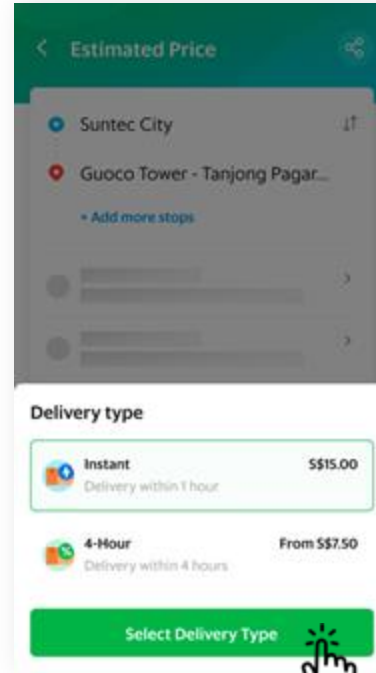
Make a booking to a saved place (1/2)



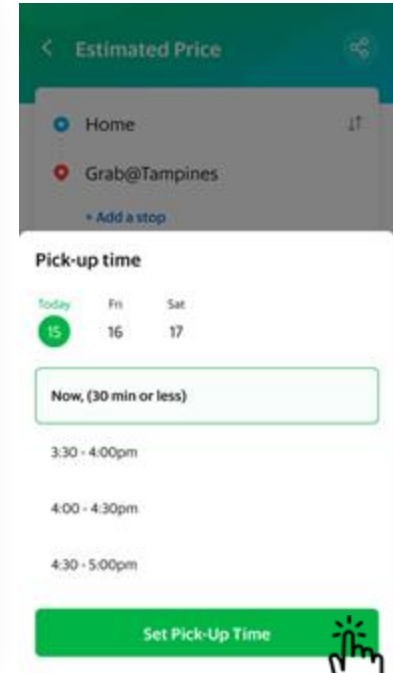
User taps on "Deliver to" for a new location (unsaved)



User searches for an address



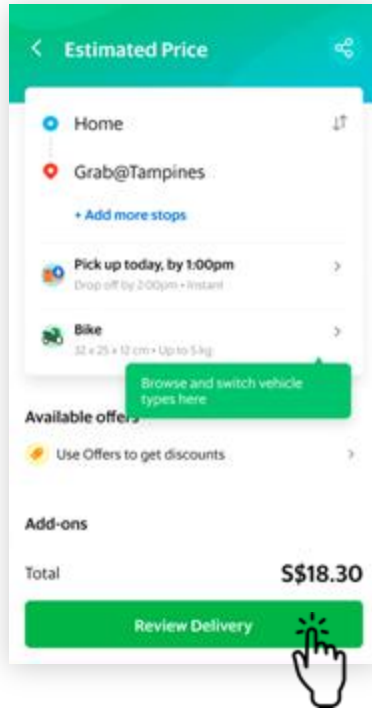
Next user chooses Delivery Type



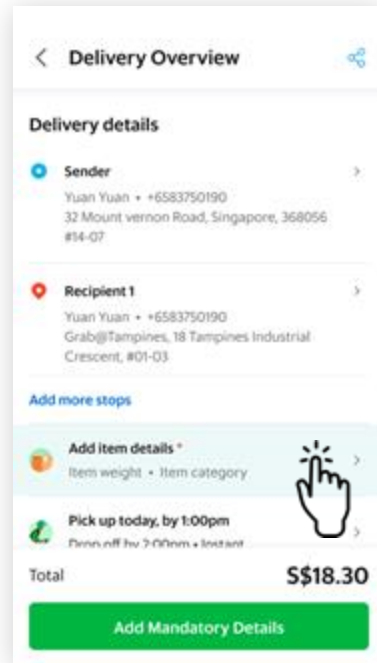
Next user chooses Pick-up Time

DESIGN WALKTHROUGH

Make a booking to a saved place (2/2)

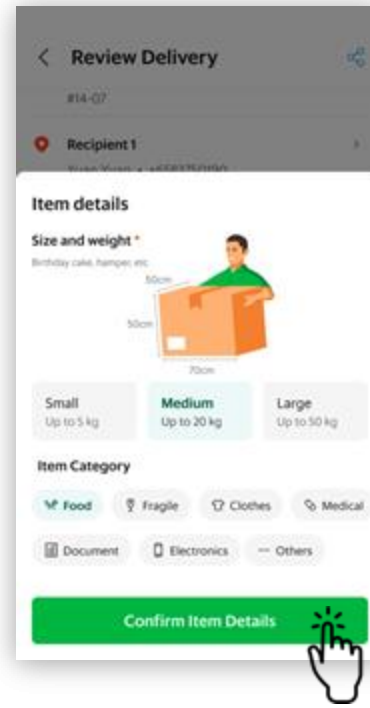


User views estimated price

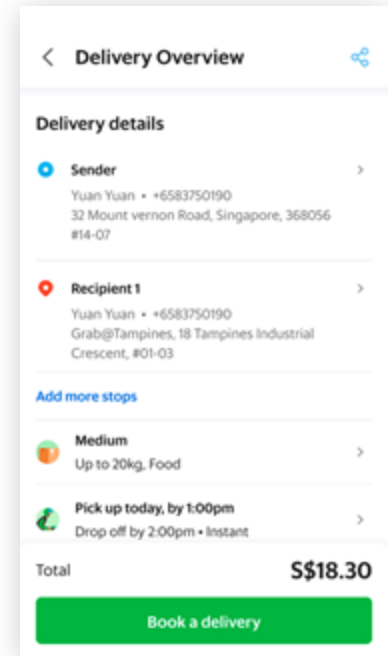


User reviews delivery and adds missing details

The recipient details are prefilled



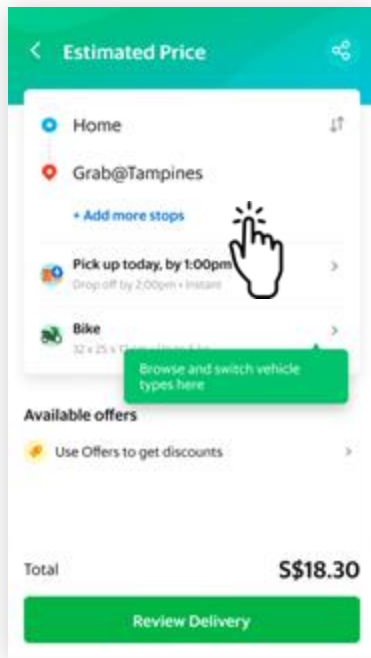
Next user fill in item details



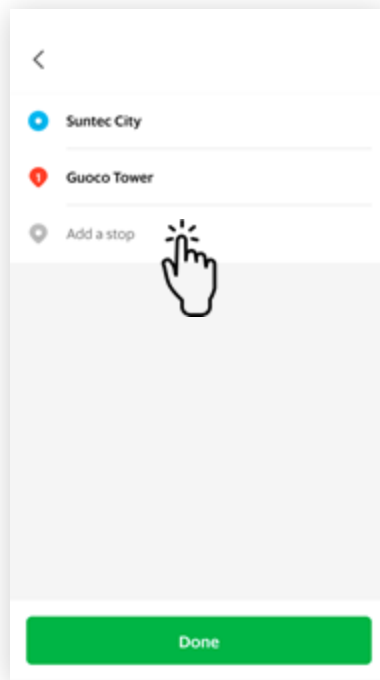
User reviews delivery and book

Multi stops delivery

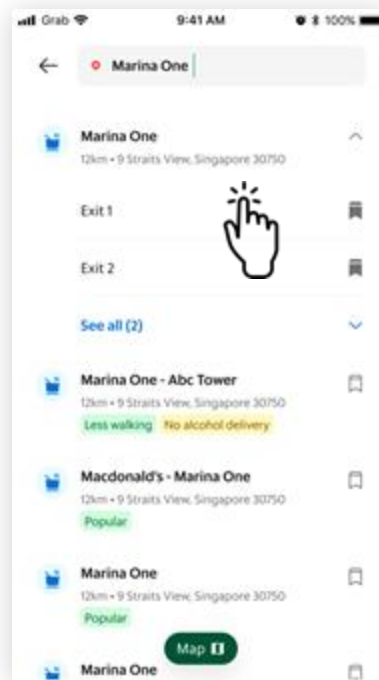
3 New recipients booking flow (1/4)



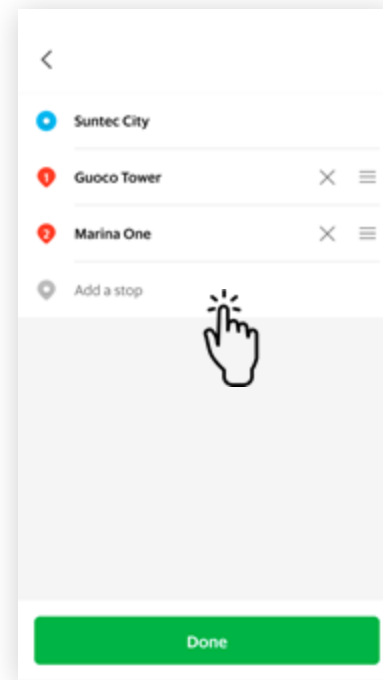
User taps on “Add more stops” button



User taps on “Add a stop” button

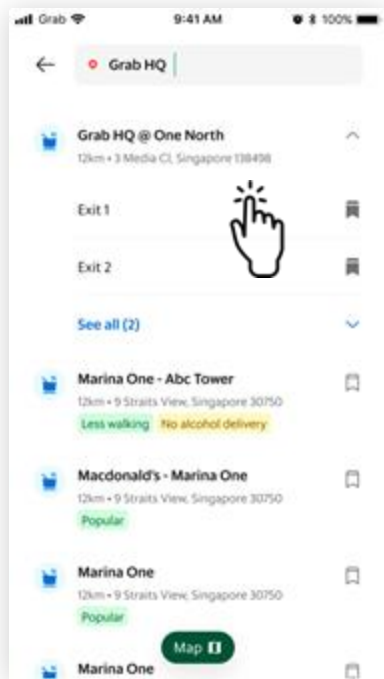


User chooses the search result

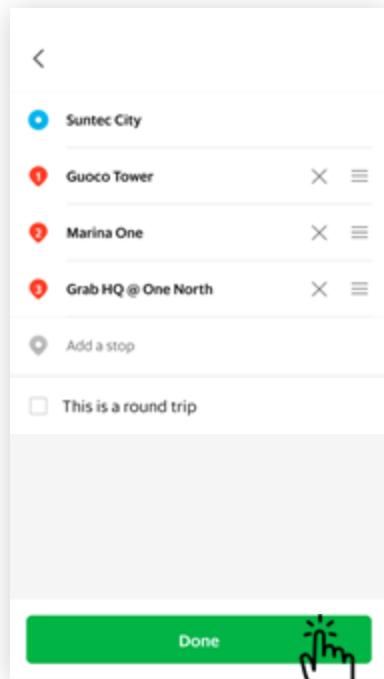


User taps on “Add a stop” button

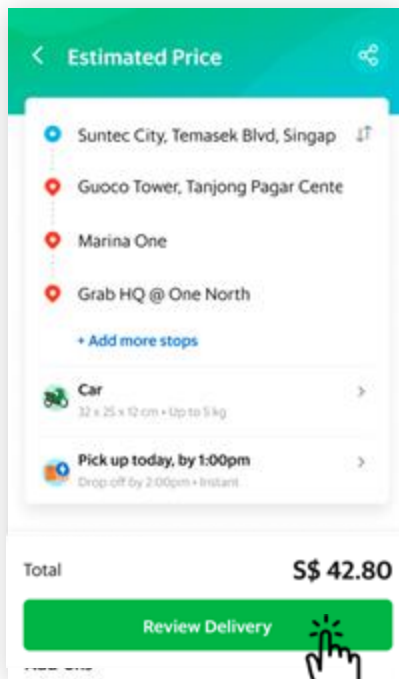
3 New recipients booking flow (2/4)



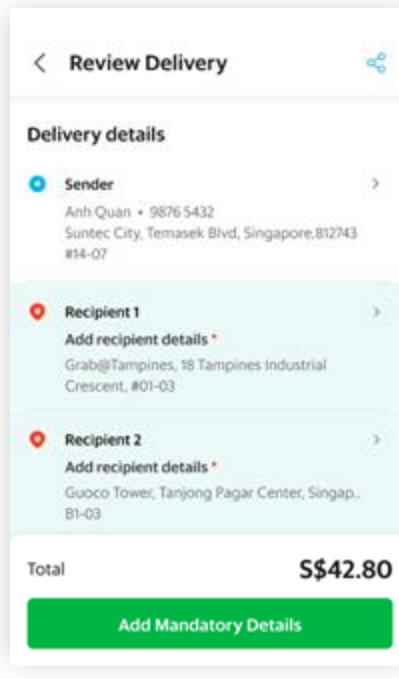
User chooses the search result



User taps on "Add a stop" button



User views estimated price



User reviews delivery and adds missing details

3 New recipients booking flow (3/4)

Recipient 1 details

Address *

Grab@Tampines, 18 Tampines Indust... >

Floor and Unit Number *

#01-03

Contact Name *

Yuan Yuan

Contact Number *

+6583750190

Note to driver

Save this place
Save recipient details for future orders.

Confirm Recipient Details

User fill in recipient 1 details

Recipient 2 details

Address *

131 Cecil St, Singapore 043923 >

Floor and Unit Number *

#B1-04

Contact Name *

Sufyan

Contact Number *

96201051

Note to driver

Knock on door

Save this place
Save recipient details for future orders.

Confirm Recipient Details

User fill in recipient 2 details

Recipient 3 details

Address *

131 Cecil St, Singapore 043923 >

Floor and Unit Number *

#B1-04

Contact Name *

Sufyan

Contact Number *

96201051

Note to driver

Knock on door

Save this place
Save recipient details for future orders.

Confirm Recipient Details

User fill in recipient 3 details

Review Delivery

#14-07

Recipient 1

Item details

Size and weight *

Birthday cake, hamper, etc.

50cm

50cm

70cm

Small
Up to 5 kg

Medium
Up to 20 kg

Large
Up to 50 kg

Item Category

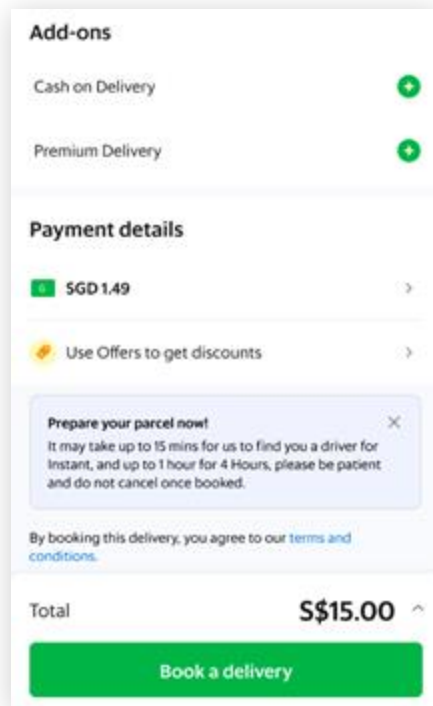
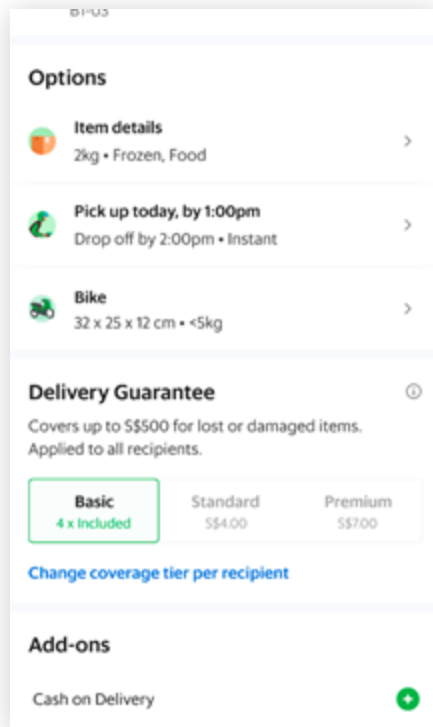
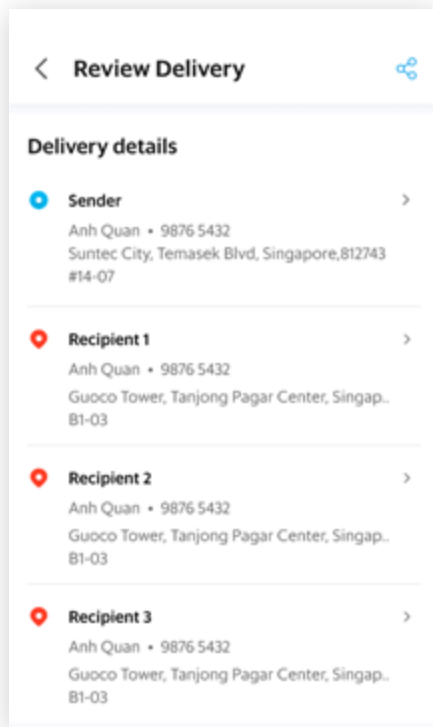
Food Fragile Clothes Medical

Document Electronics ... Others

Confirm Item Details

User fill in item details

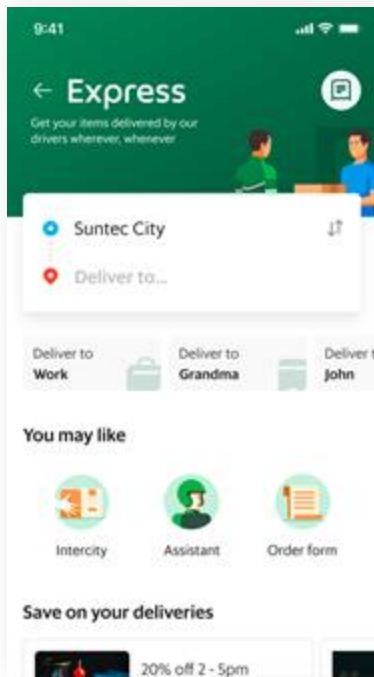
3 New recipients booking flow (4/4)



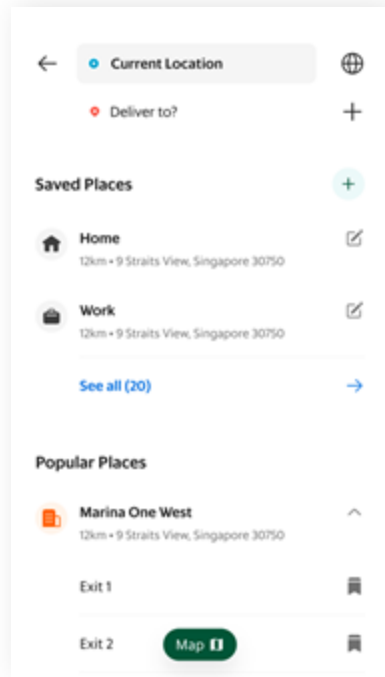
User is recipient

User is recipient

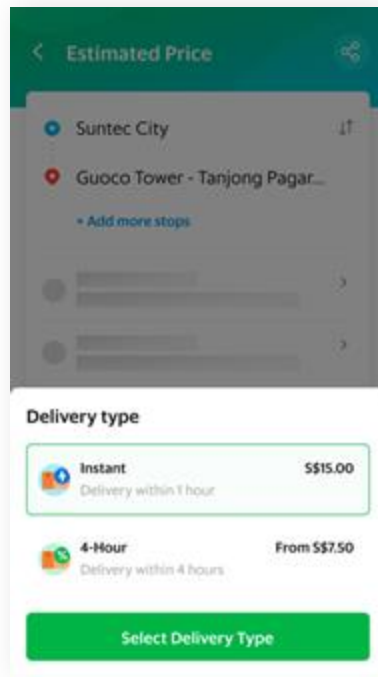
Make a booking to a saved place (1/2)



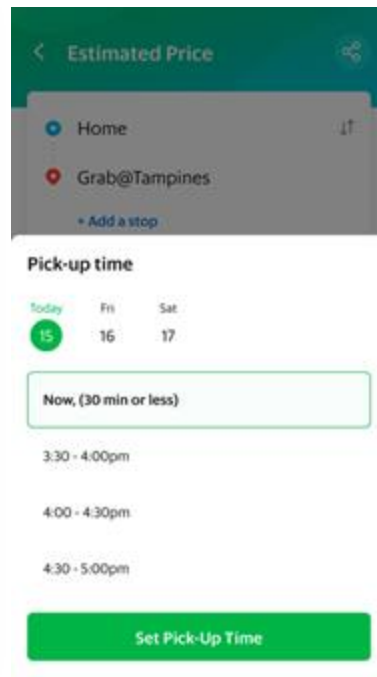
User taps on sender POI for a new location (unsaved)



User searches for an address



Next user chooses Delivery Type



Next user chooses Pick-up Time

Recipient details

DESIGN WALKTHROUGH

Recipient details

Receipt 2 details

Address *

131 Cecil St, Singapore 043923 >

Floor and Unit Number *

#B1-04

Contact Name *

Sufyan

Contact Number *

96201051

Note to driver

Knock on door

Save this place

Save recipient details for future orders.

Confirm Recipient Details

Tap on map area of the recipient details form
(or swipe down the form)



Opens the map feature, move the map around to change POI

Receipt 1 details

Address *

Grab@Tampines, 18 Tampines Indust... >

Floor and Unit Number *

#01-03

Contact Name *

Yuan Yuan

Contact Number *

+6583750190

Note to driver

Confirm Recipient Details

Slide to the end

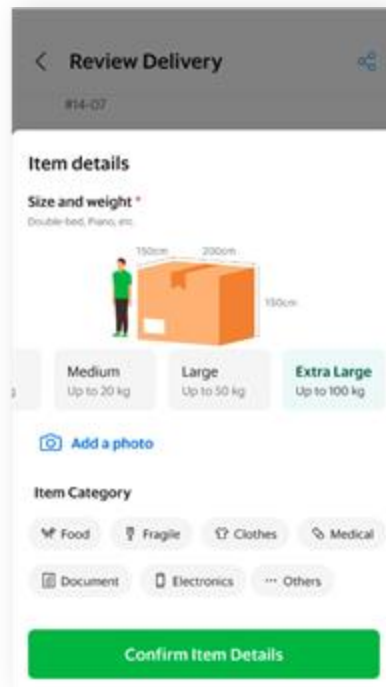
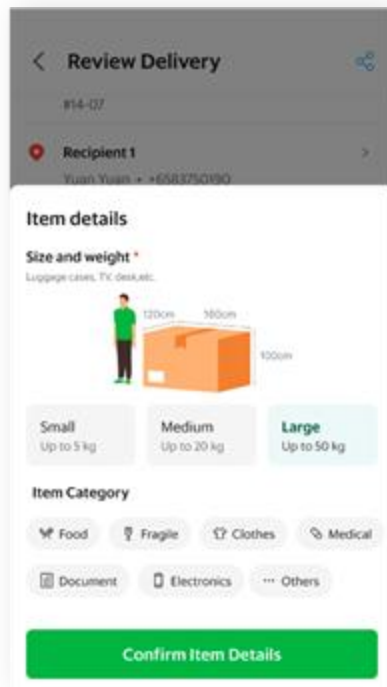
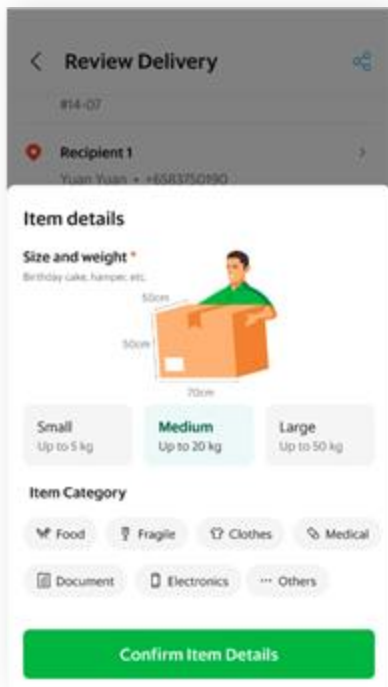
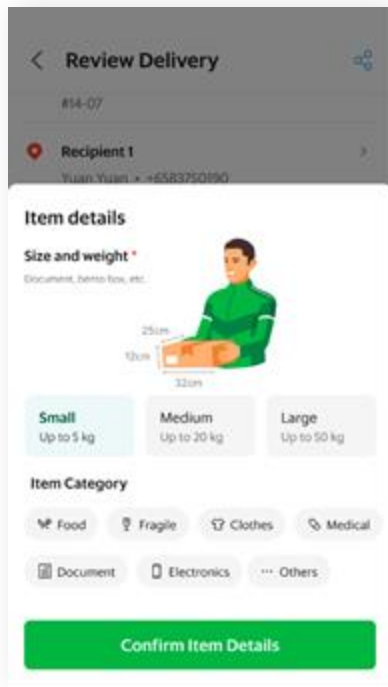
Minimum map size:
375 x 148px

Scrollable

Item details

User is recipient

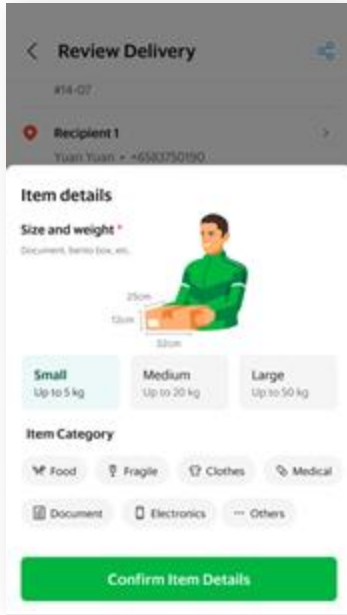
Item Size and Weight, Category



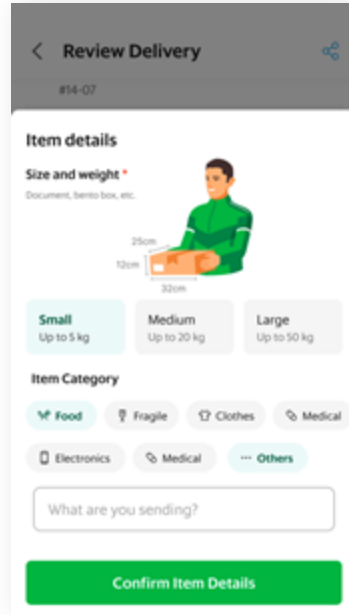
Item size and weight is mandatory
Item category is

Item Category

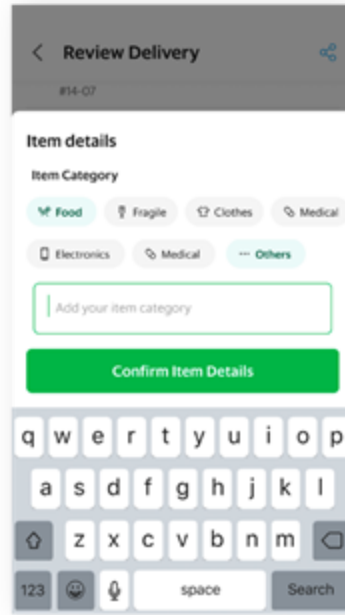
Optional selection or editing item category



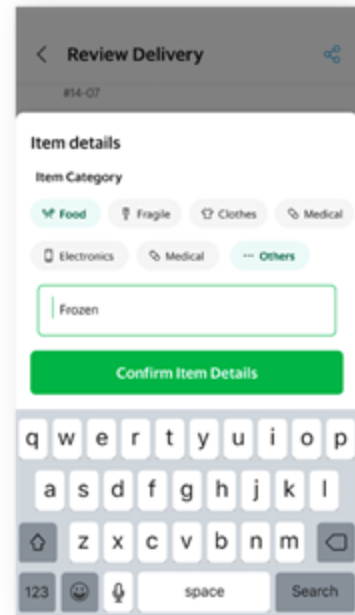
Item Category - default
Multiple choices
Optional for user



Item Category
If user choose others, allow user to input the customised category.



Others field
Keyboard

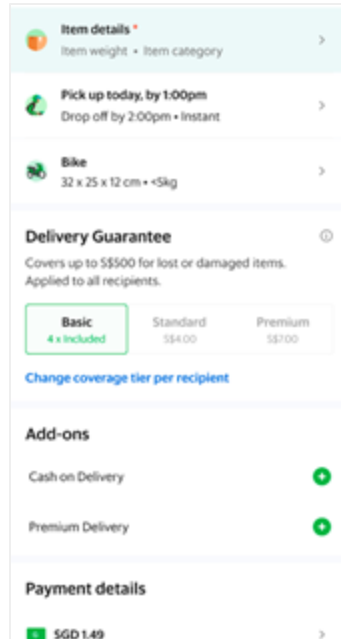


Others field
example

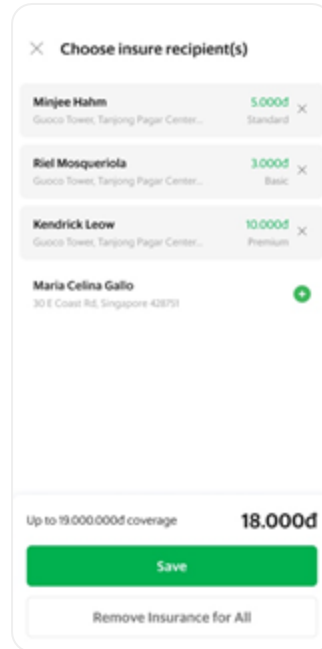
Delivery Guarantee

Variant B - Review delivery screen version

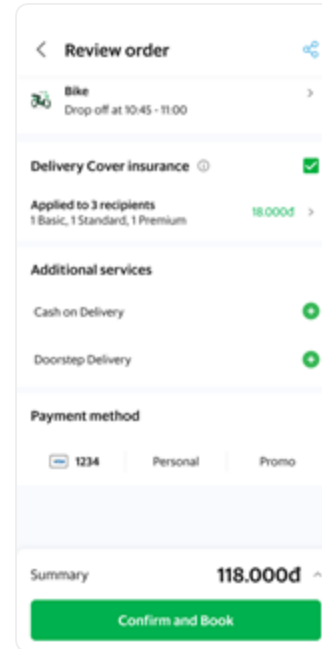
Review order



Tap edit for individual recipient

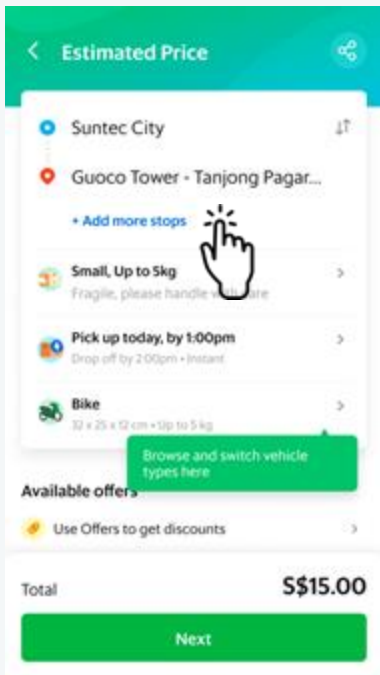


Edit plans and tap "Save"

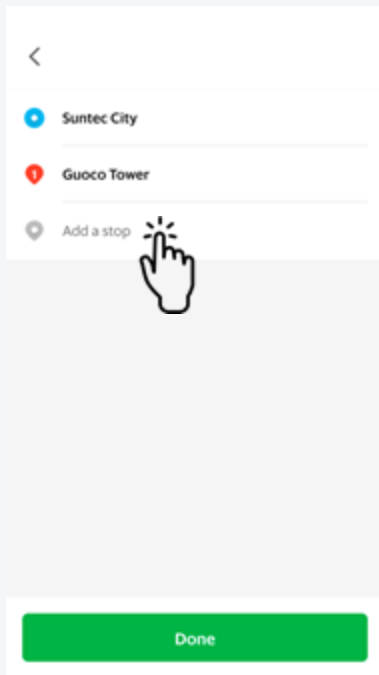


Multi stops delivery

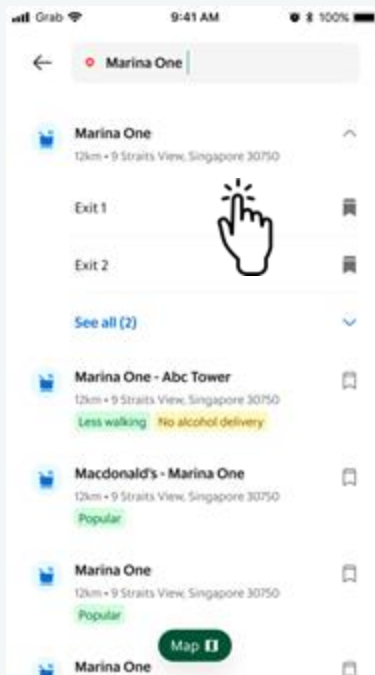
Cupcake #1 - MSD flow (1/3)



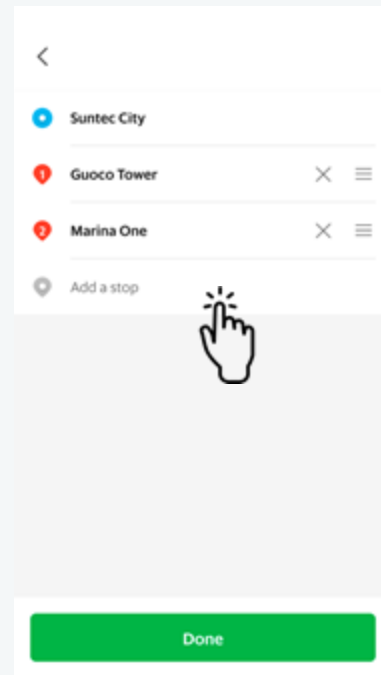
Estimated price
Cupcake 1 new design



Multiple stops
No change

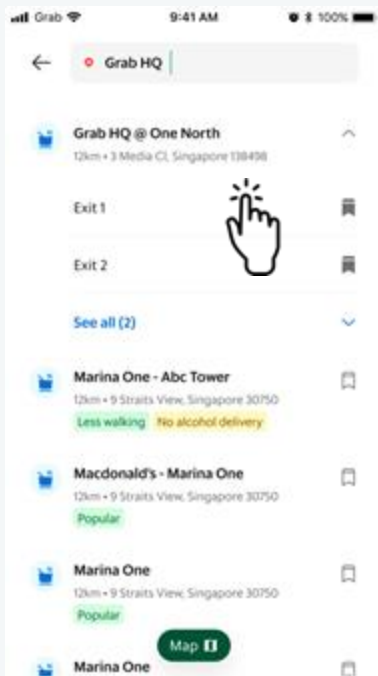


POI search
No change

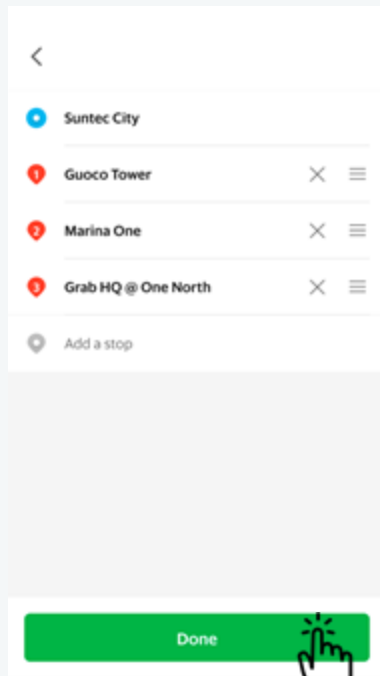


Multiple stops
No change

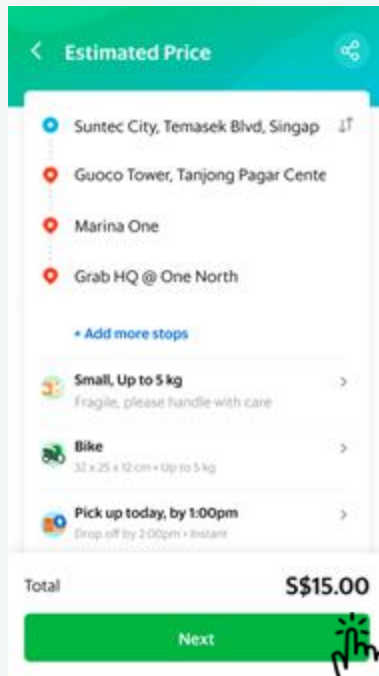
Cupcake #1 - MSD flow (2/3)



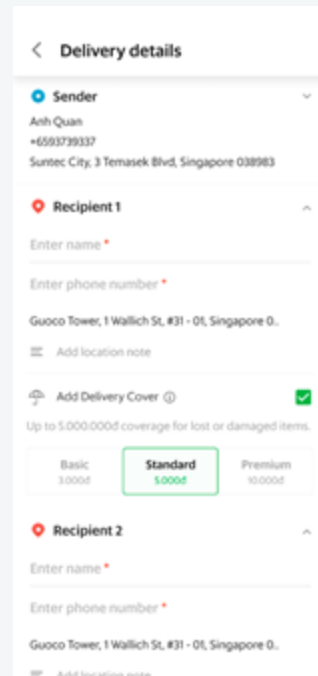
POI search
No change



Multiple stops
No change

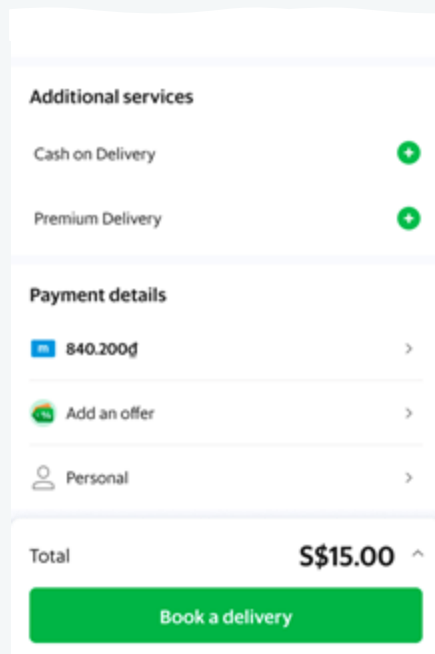
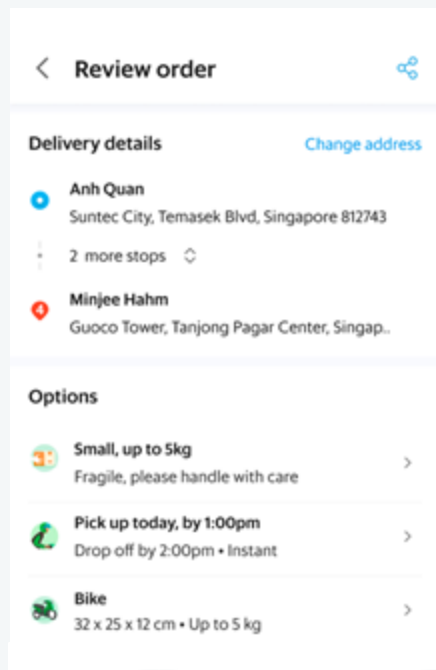


Estimated price
New cupcake 1 design



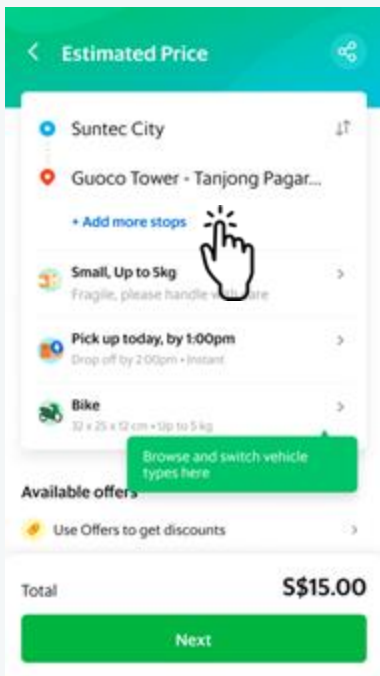
Delivery details
No change

Cupcake #1 - MSD flow (3/3)

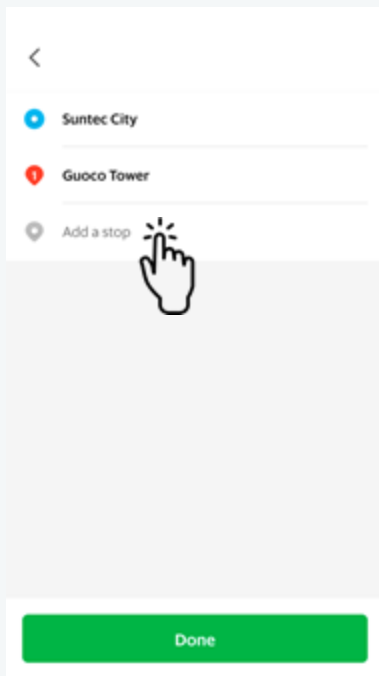


MULTI STOPS DELIVERY

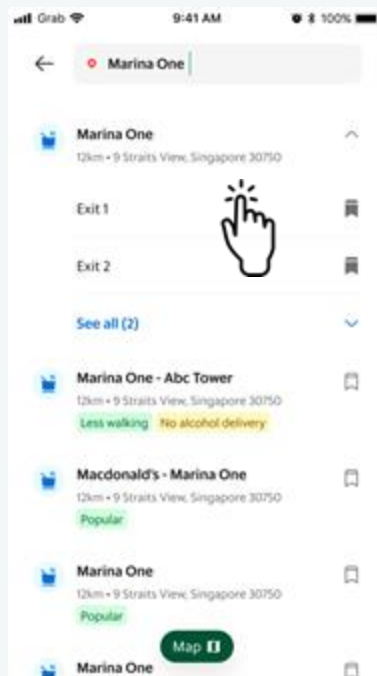
Cupcake #2 - MSD flow (1/3)



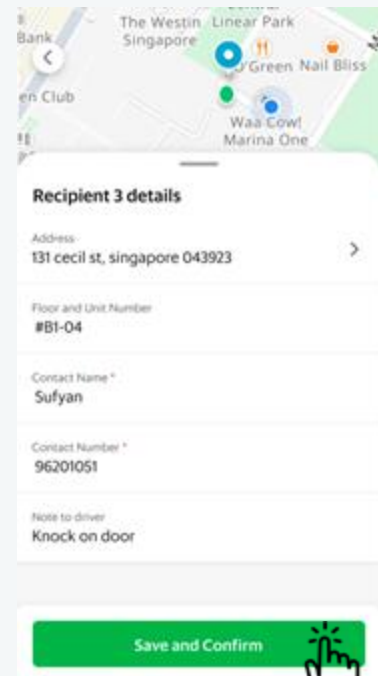
Estimated price
Cupcake 1 new design



Multiple stops
No change

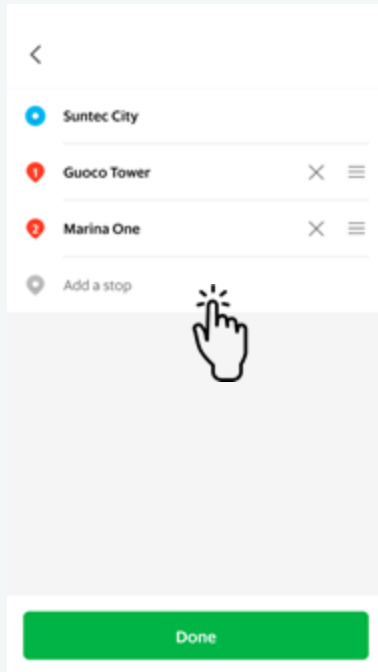


POI search
No change

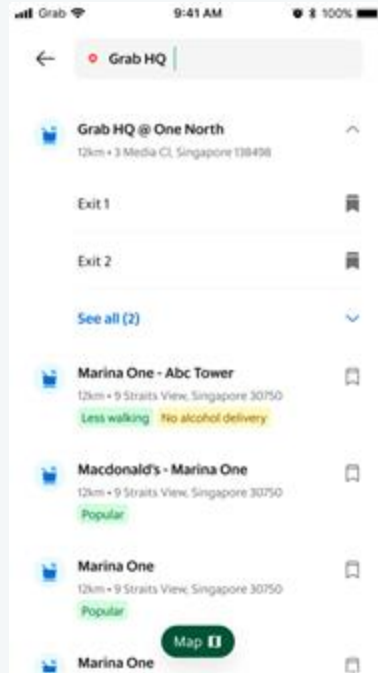


Recipient 2 details
Estimated price - recipient

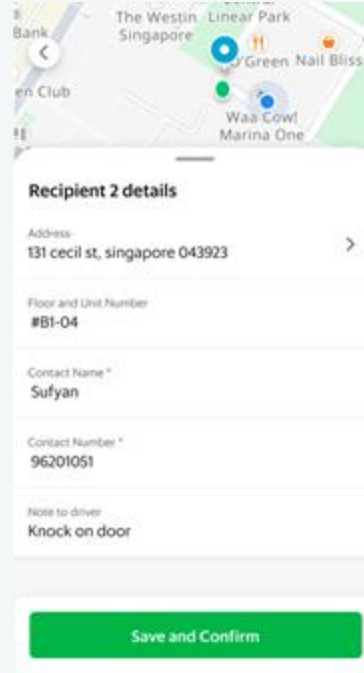
Cupcake #2 - MSD flow (2/3)



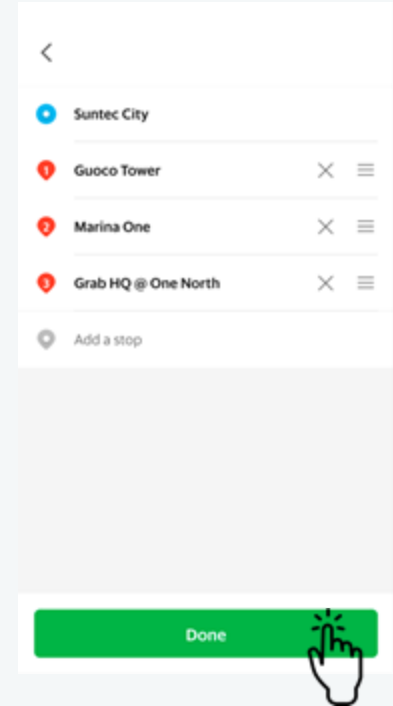
POI list
No change



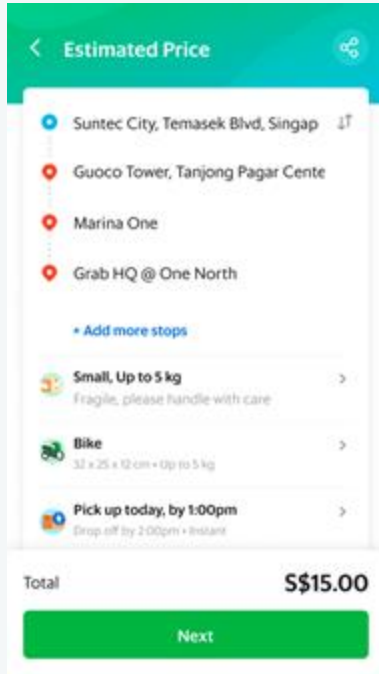
POI search
No change



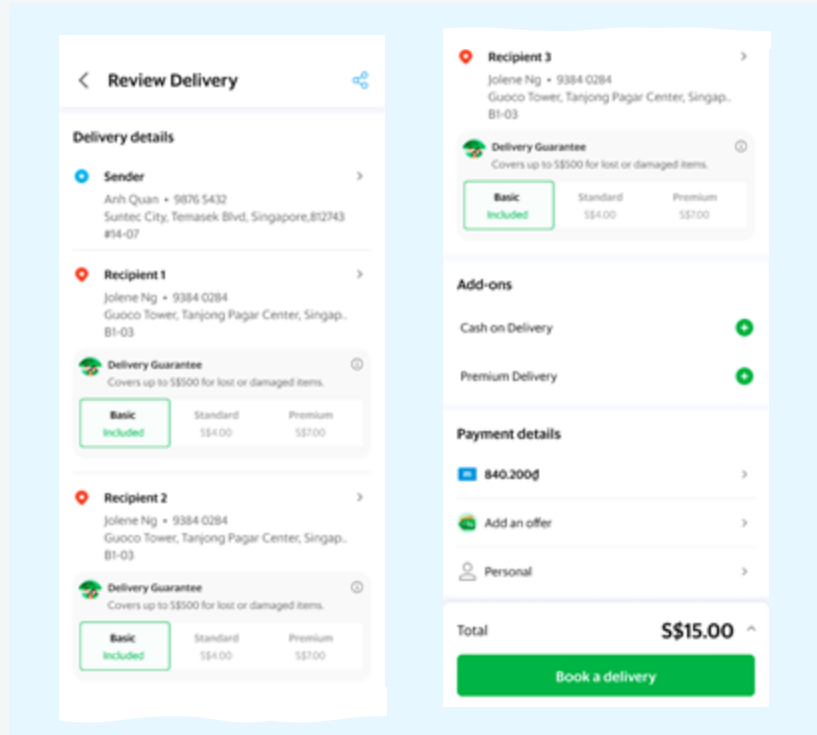
Recipient 2 details
Estimated price - recipient 1 - 3



Cupcake #2 - MSD flow (3/3)



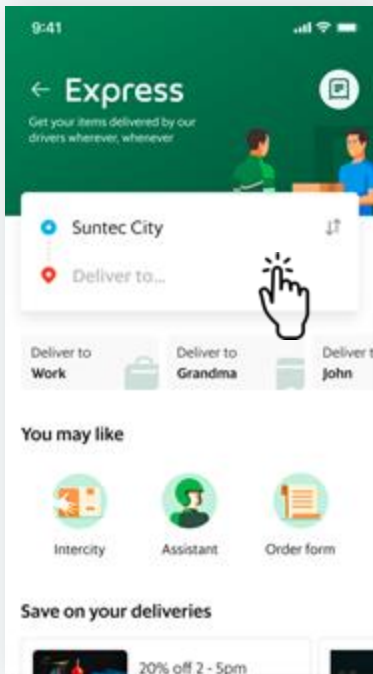
Estimated price
New cupcake 1 design



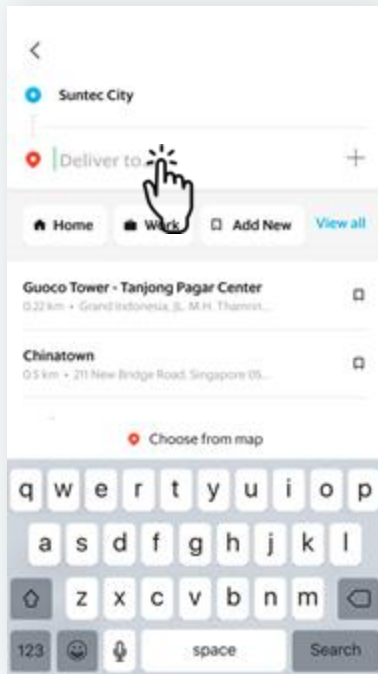
Review delivery -long screen
New cupcake 2 design

Appendix

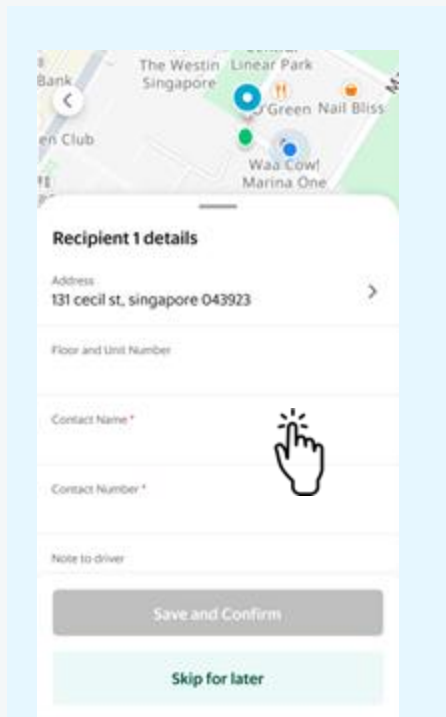
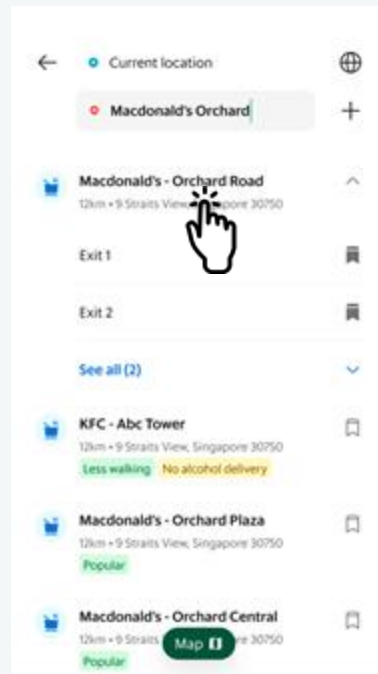
Cupcake #2 - Recipient details with map (1/3)



Express Home
No change



POI search
No change



Recipient 1 details
Separate the recipients details from the delivery details form

Cupcake #2 - Recipient details with map (2/3)



Recipient 1 details

Address
131 Cecil St, Singapore 043923

Floor and Unit Number
#B1-04

Contact Name *
Sufyan

Contact Number *
96201051

Save and Confirm

Skip for later

Recipient 1 details
Filling the recipient details



Item details

Size and weight *

Document, Bento Box, etc.



Small
Up to 5 kg

Medium
Up to 20 kg

Large
Up to 30 kg

Delivery instruction

Handle with care

Hold it upward

Add special instructions

Confirm Item Details

Item details
Design from cupcake 1



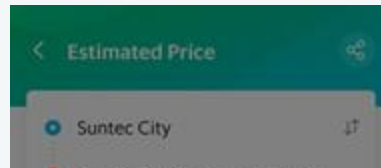
Delivery type

Instant
Delivery within 1 hour
\$515.00

4-Hour
Delivery within 4 hours
From \$57.50

Select Delivery Type

Delivery type
No change



Pick-up time

Today 15
Fri 16
Sat 17

Now (15 min or less)

3:30 - 4:00pm

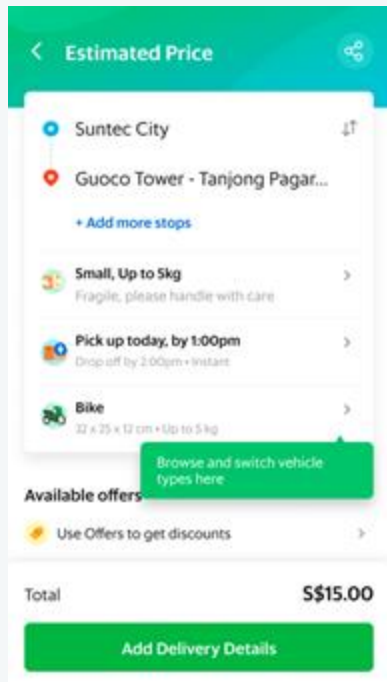
4:00 - 4:30pm

4:30 - 5:00pm

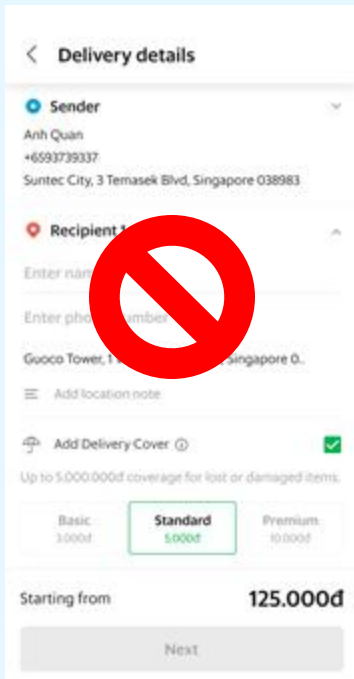
Set Pick-Up Time

Pick-up time
No change

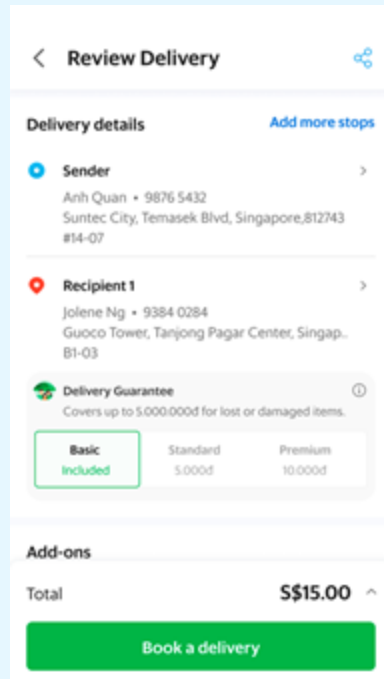
Cupcake #2 - Recipient details with map (3/3)



Estimated price
Design from cupcake 1

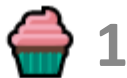


No more Delivery details
Removed 1 step, yay!



Review delivery
Update design of sender and recipients, insurance widget

Cupcakes



Pax: Deciding

Which vehicle type should I choose from?

GrabBike is the cheapest but I'm sending something fragile... Is it safe to use Bike? Oh wait, got size limit also?

Pax: Booking

Why so many things to fill?

I just want to get the parcel sent and why so many details need to fill?

Hypothesis 1

Allocating vehicle type according to **item size and weight** reduce users' mental load to make a booking and **reduce chance of Dax handling heavier or larger parcels** that exceeds their capability.

New changes

- Introduce users the **bottom sheet of size & delivery instructions**
- Reducing the length of review page



Editing

Why the recipient address and details are separated?

I need to edit the recipient details but I need go to 2 places to change them. Aren't they same?

Hypothesis 2

Helping users to manage recipient details related to POI at one page can help **reduce the confusion and frustration of jumping to different places to change information**

- Moving recipient details **closer** to recipient address
- Adding a **map component** on the details
- if user want to check price first, we take the user to estimated fare page with the cheapest option



Dax: Deciding

I don't know what exactly am I picking up! Should I take this job?

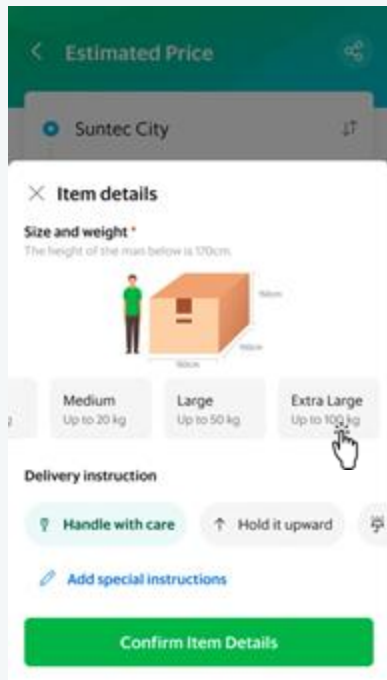
I will only know the actual size of parcel upon pick-up, sometimes the item is bulky but I have to send it since I spend a lot of time on this order already.

Hypothesis 3

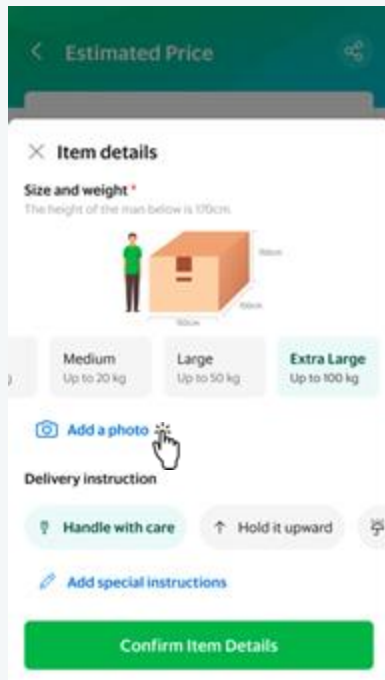
Taking a photo of large and extra large size items and sharing it with driver **reduce DAX cancellation upon pickup**.

- **Nudge pax to take a photo** if they are sending L/XL items, the photo will be send to DAX to increase DAX awareness about the delivery item and instructions

Cupcake #3 - Parcel photo taking (1/2)



Item details
Cupcake 1 design



Item details
Cupcake 1 design - Add a photo feature appears

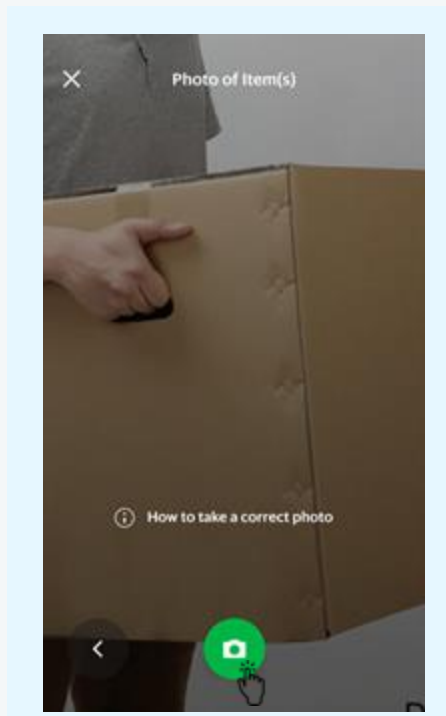
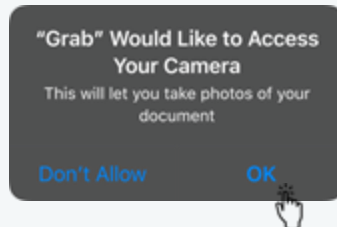


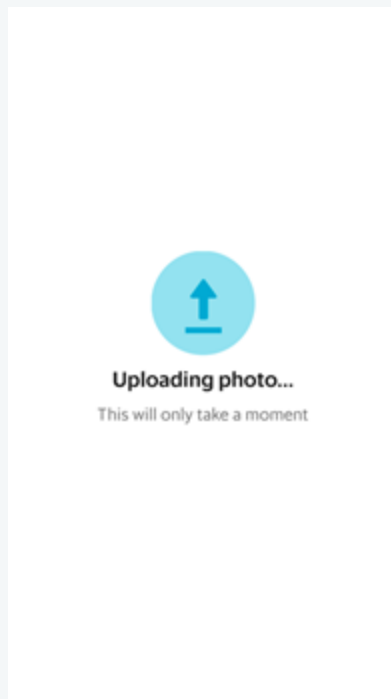
Photo taking
Parcel photo taking

🧁 Cupcake #3 - Parcel photo taking (2/2)

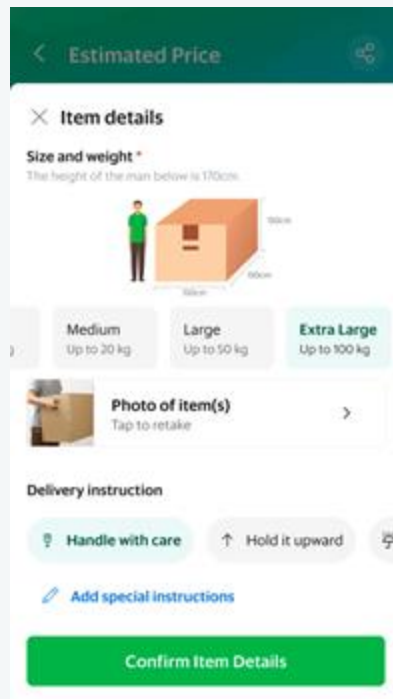


Photo taken

Nudge user to make sure all the items are in frame.



Uploading photo



Item details

Cupcake 1 design - Add a photo feature appears

GE Easy Booking | User Testing:

Interviewers: Yuan Yuan(SG), Dwane Chin(SG), Wahyuni Humaedi (ID), Yuling Sun(CN)

Interviewees: Cici, Dian, Kevin, Echa (4 ID Grabbers who use GrabExpress)

Duration: 40 mins - 1 hour / session

Prototype link: [ID option 1](#) | [ID option 2](#)

UT notes: [Discussion notes](#)

Key findings:

1. Pain points of production:

- POI is always inaccurate
- Hard to tell which is sender and recipient
- Delivery form is long and users tend to skip the grey text fields.

2. 3 out of 4 users prefer option 2 because:

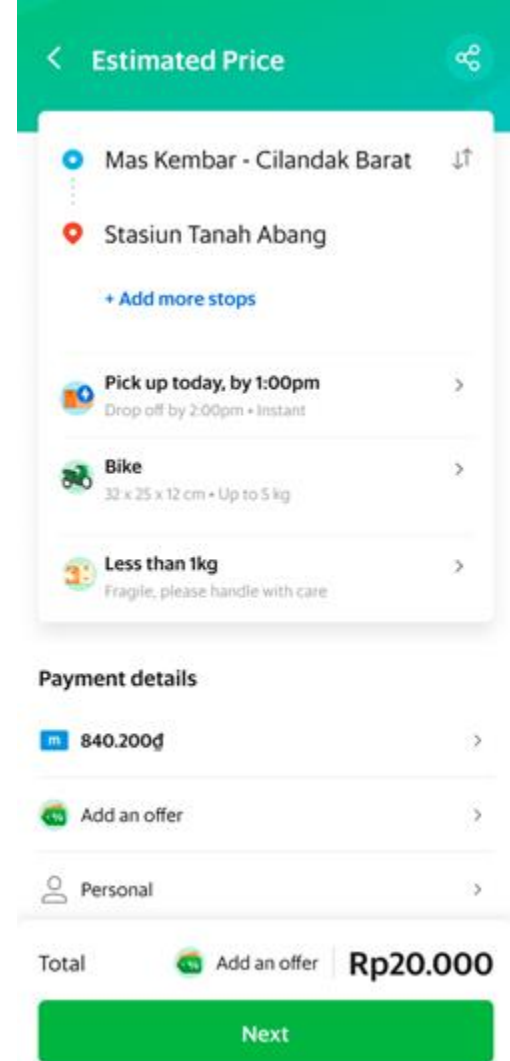
- Option 2 information is presented in a bite sized form, easier to fill comparing with a long form.
- Lesser free text fields, likes to choose the options upfront.
- Option 1 - not much difference from the production. Delivery form is still relatively long.

3. What works:

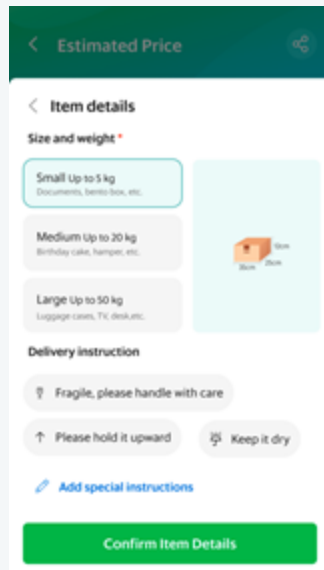
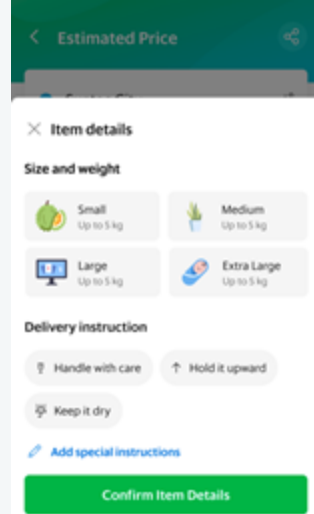
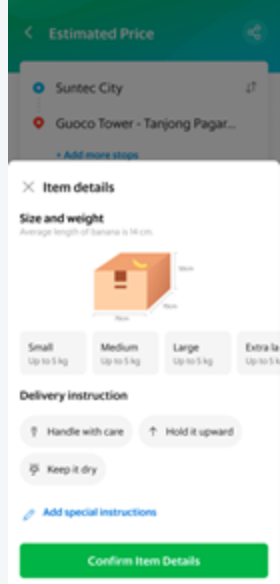
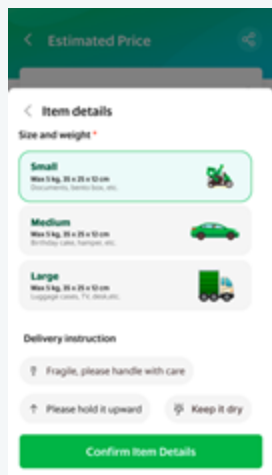
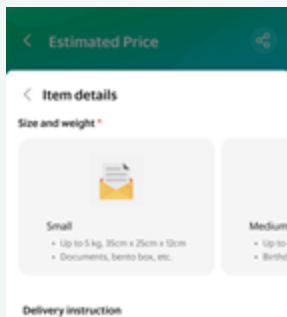
- Combining location note and delivery instructions into 1 field - note to driver
 - Concern: driver may miss the note to driver
- Like the preset messages notes to driver.
 - Concern: in the prototype there's only preset delivery instructions, we should include location notes too.
- Like the new promo entry point on the bottom bar.

4. What doesn't work:

- Concerns on removing the category - users are worried about driver need the category information.
- Booking reviews - edit recipient address only, can't edit name and contact number



Design Jam!



• About

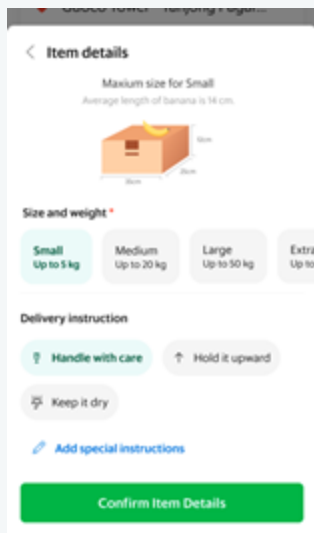
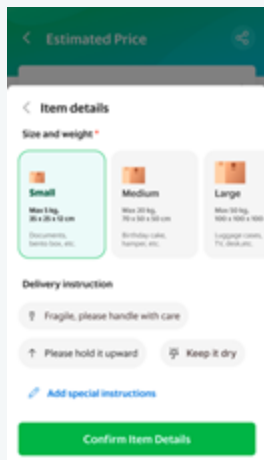
"Banana for Scale" is an expression indicating that a banana has been placed in the frame of a photograph to reveal the true-to-life size of another object on display in relative scale.

• Origin

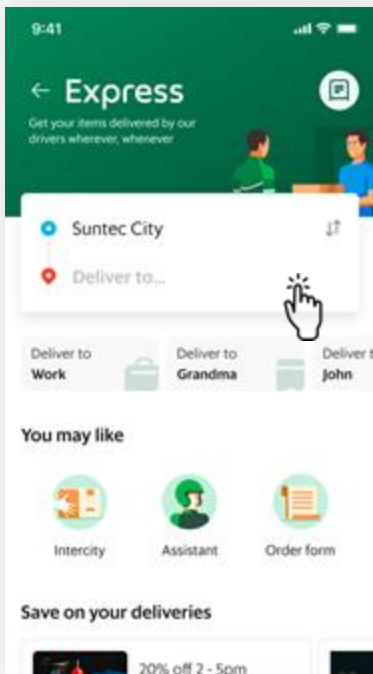
On March 20th, 2013, a photo of a banana placed against a TV set was posted on the blog Rocktopdesign™ with a description explaining the TV was for sale.

"I don't know how big the screen is, we're moving and I can't find the tape measure. But I do have a banana. For scale. Oh wait, my husband says it's 13inches. Oh well, I'll leave the banana for interest. Please be interested."

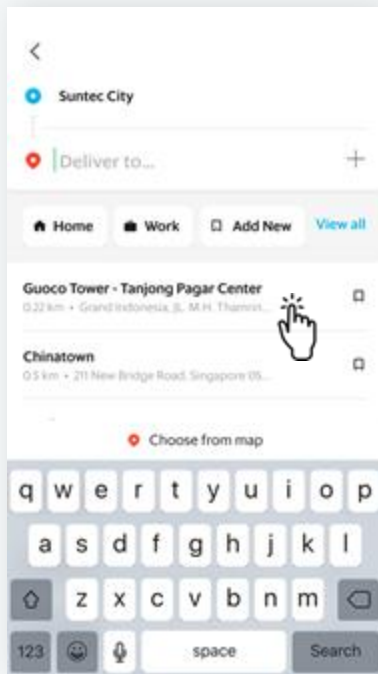
dry



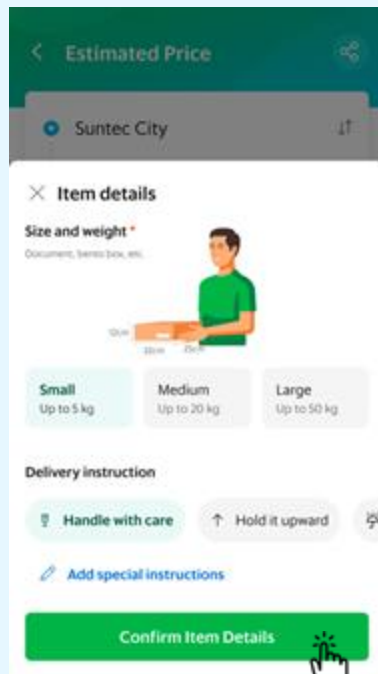
Cupcake #1 - Size & instruction UI (1/2)



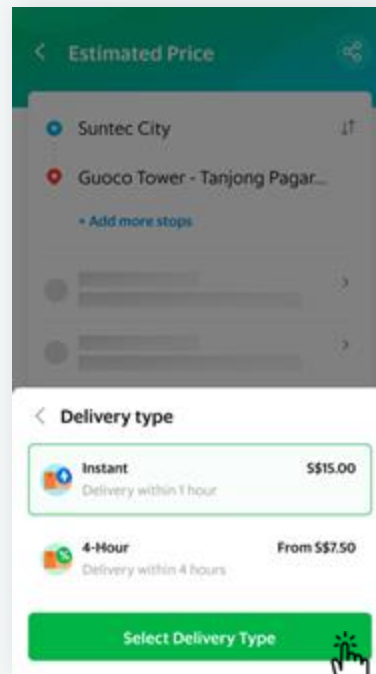
Express Home
No change



POI search
No change

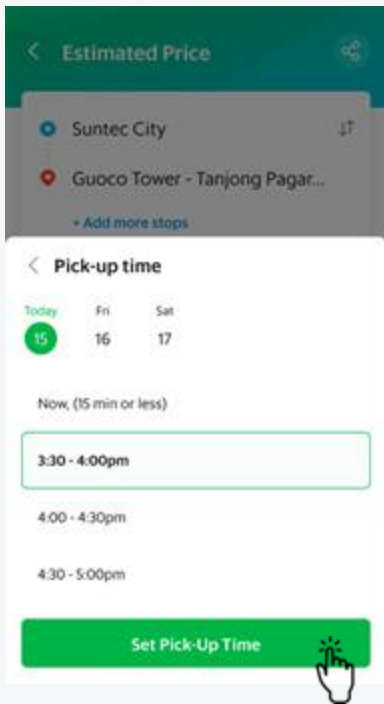


Instead of choosing vehicle type, user will see this item details bottom sheet. We will allocate vehicle type for user according to the size and weight.

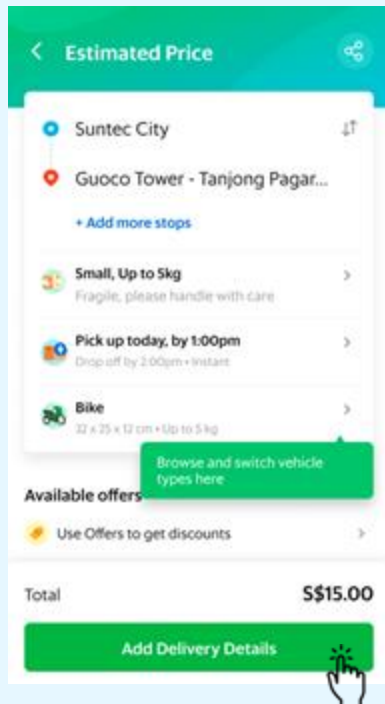


Delivery type
No change

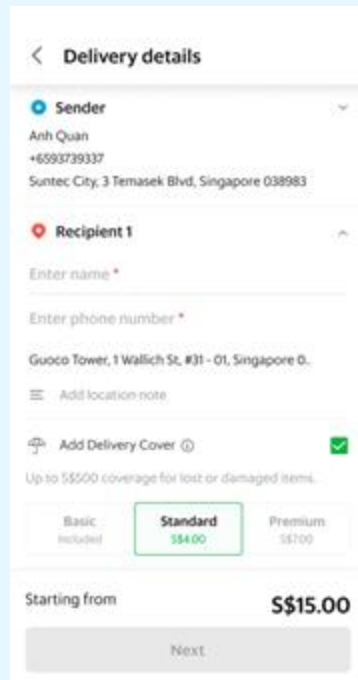
Cupcake #1 - Size & instruction UI (2/2)



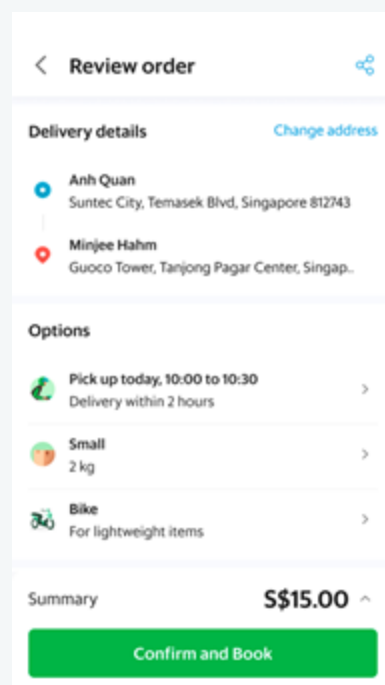
Pick-up time
No change



Estimated price
Added item size and weight, delivery instructions



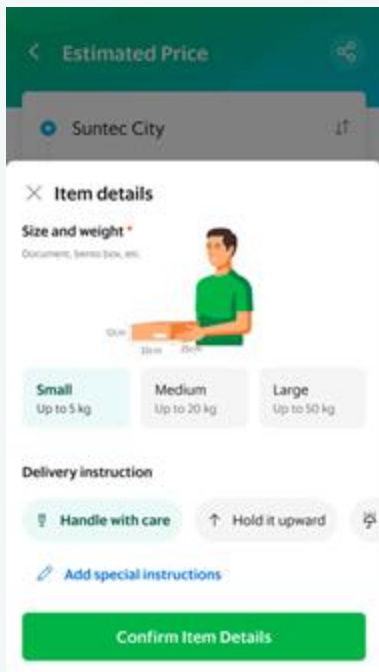
Delivery details
Removed item category, item weight and note to driver.



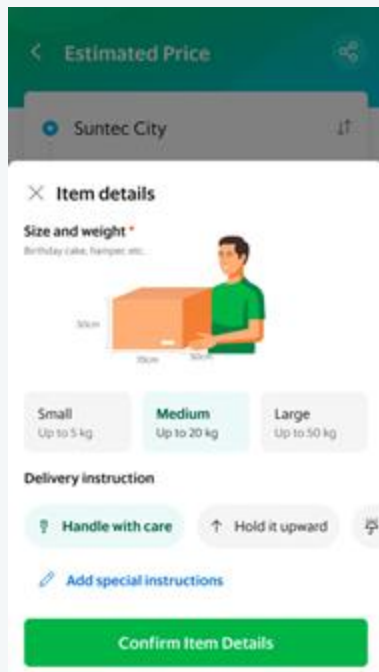
Review order
No change

Cupcake #1 - Item details in different size - with human reference

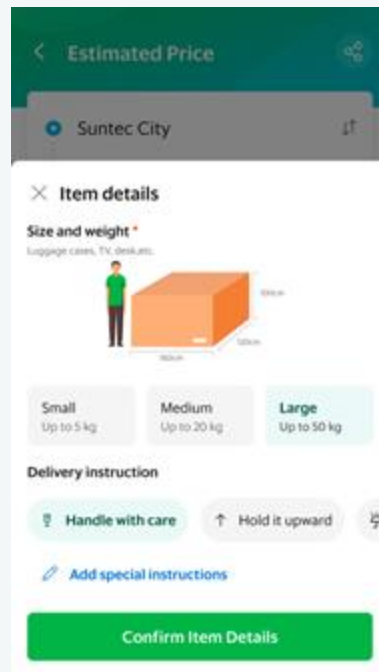
If the concept works, the illustration team will help on the final work.



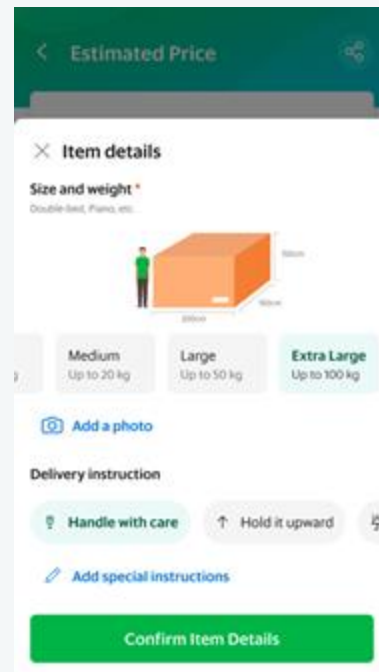
Small
Banana for scale



Medium
Watermelon for scale



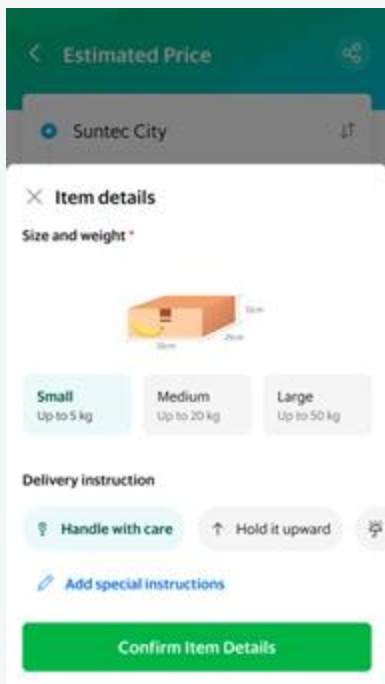
Large
Human for scale



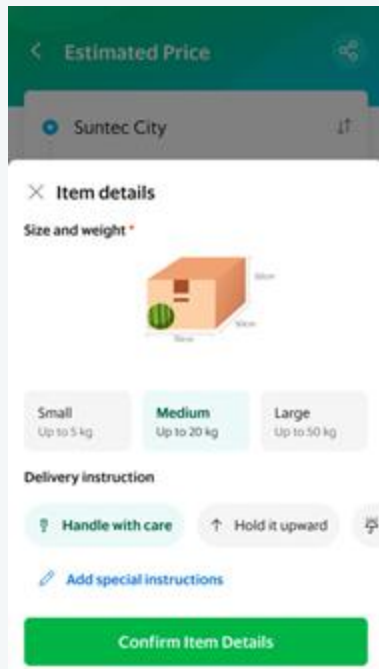
Extra Large (Future)
Human for scale

Cupcake #1 - Item details in different size

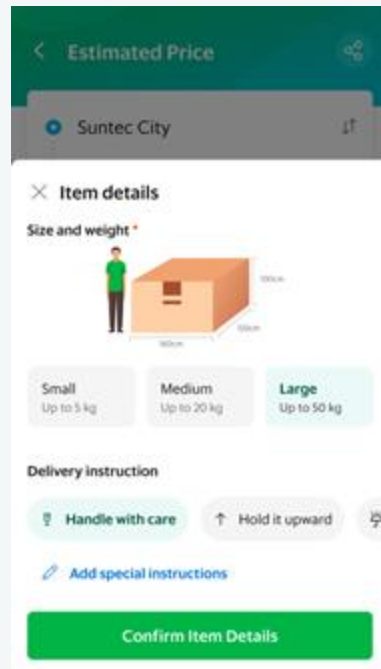
If the concept works, the illustration team will help on the final work.



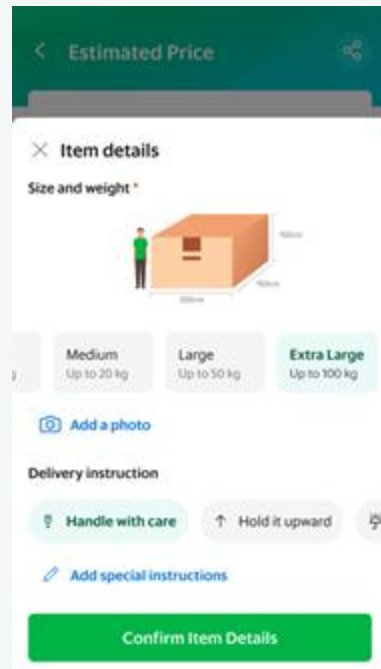
Small
Banana for scale



Medium
Watermelon for scale



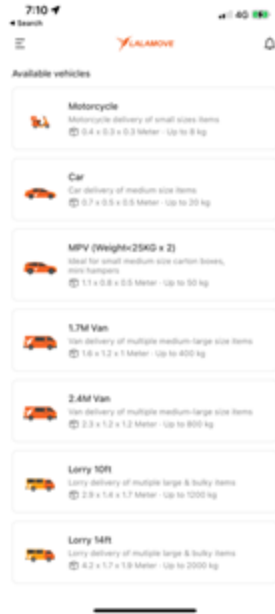
Large
Human for scale



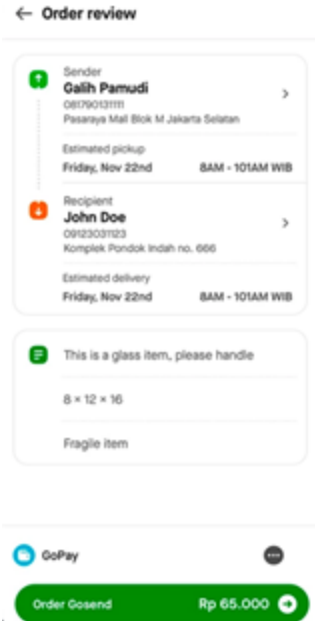
Extra Large (Future)
Human for scale

Competitor Research

How are different components of info being presented? -Item size and weight



Lalamove



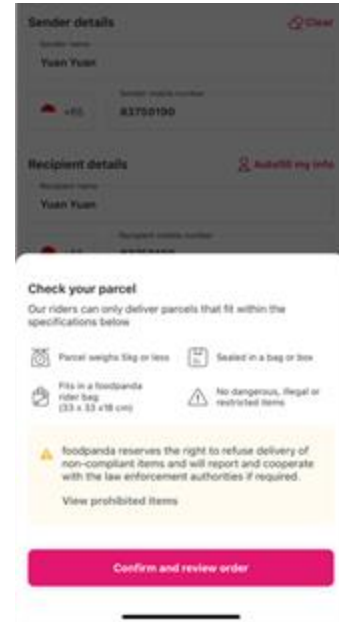
Gosend



Pickup



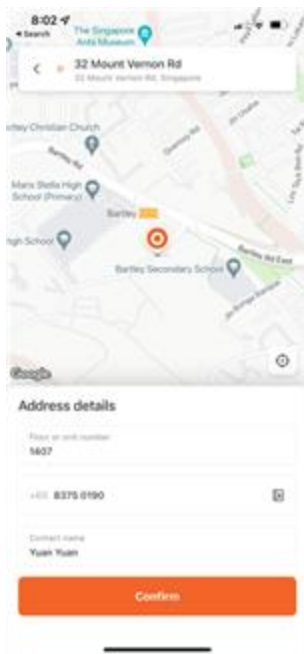
Meituan



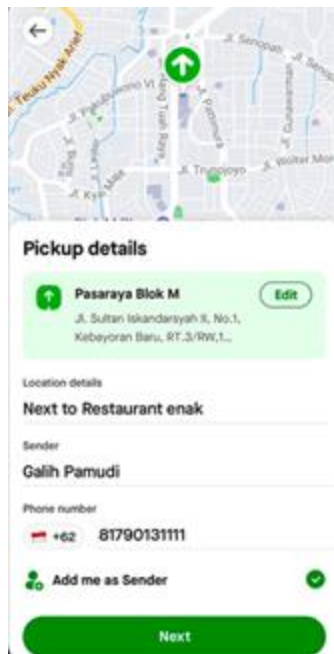
Pandago

Competitor Research

How are different components of info being presented? - Sender/Recipient details



Lalamove



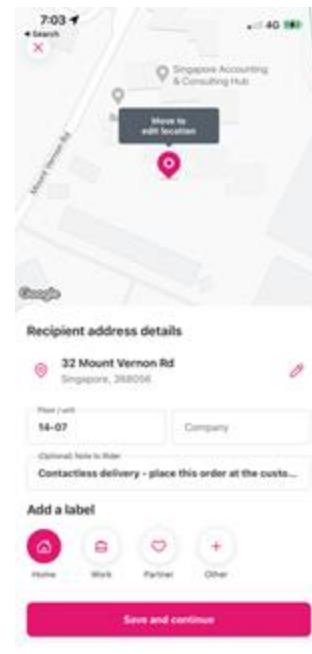
Gosend



Shansong



Meituan



Pandago