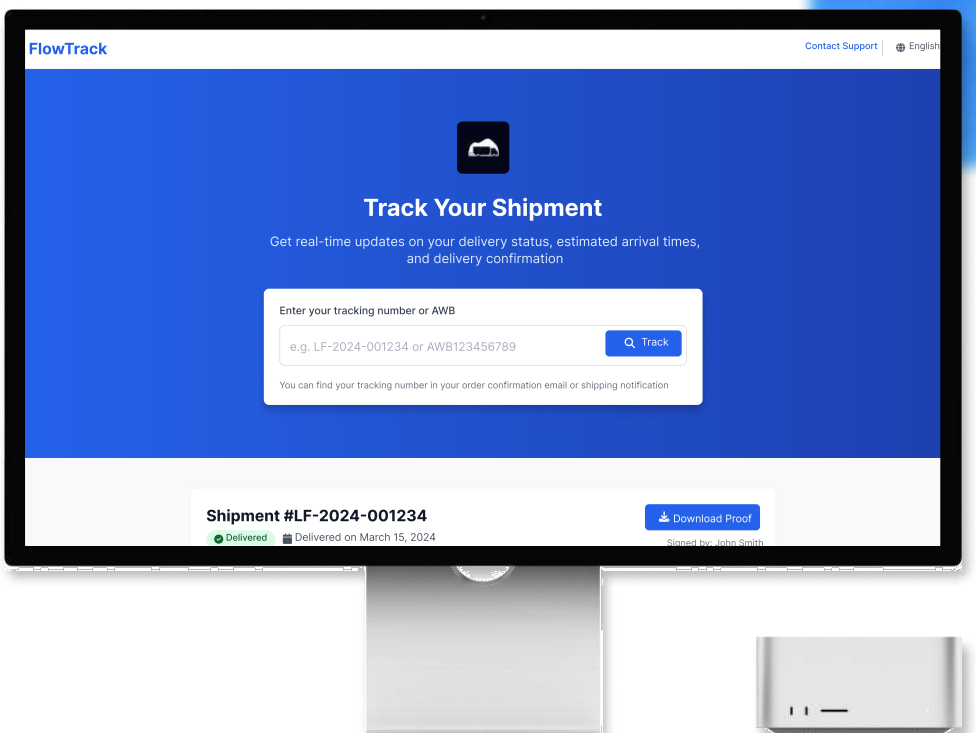
B2B • Web App • Operations

A UX Case Study

FlowTrack

Track shipments in real time with live maps, delay alerts, and clear updates. From pickup to delivery, manage everything in one simple dashboard for fewer delays and smoother supply chains.

Designed by Varun Design Hub



What “FlowTrack” is actually about

A SaaS platform that gives logistics teams real-time shipment visibility, delay alerts, and clear exception handling—all in one simple dashboard to reduce delays and build trust.

My Role

- UX Strategist
- Lead Product designer

My Responsibilities

- UX Research
- Product Design
- Ideation

Tools Used

Figma UI/UX Designing, Figma AI

FigJam

AI

Chat GPT, Google Stitch, Claud, Miro AI, Uizard, DALL-E

Challenge Overview

Logistics operations are messy, with scattered data across spreadsheets, multiple calls between drivers and ops teams, and no single view of shipments. This lack of real-time visibility leads to frequent delays, poor decision-making, extra costs, and frustrated clients.

Objective of the LendFlow App

Design a SaaS dashboard that provides one clear view of all shipments with live maps, delay alerts, and exception handling. Simplify communication, reduce manual follow-ups, and empower logistics teams to act faster, cut delays, improve efficiency, and build stronger client trust.

Discover

Define

Ideate

Design

User Research

I spoke with logistics managers, warehouse staff, and clients to understand their pain points in shipment tracking. Common themes included lack of real-time visibility, excessive manual follow-ups, and poor communication during delays.

Insights Notes

- **Visibility Gap:** Users constantly juggle spreadsheets, calls, and WhatsApp updates just to know where a shipment is.
- **Delay Blindness:** Delays are often discovered too late, leaving little time to inform clients or re-route shipments.
- **Communication Chaos:** Multiple teams (drivers, ops, clients) rely on fragmented tools, creating stress and misalignment.

Pain Points

- No real-time visibility of shipments
- Delays discovered too late
- Too many calls & manual follow-ups
- Scattered data across tools
- Clients lose trust due to poor updates

Target Audience

- **Logistics & Supply Chain Managers →** Need real-time visibility and quick decision-making.
- **Warehouse & Fleet Operators →** Want smoother coordination with drivers and inventory.
- **Business Owners / CEOs →** Care about reducing delays, costs, and improving client trust.
- **Clients / Shippers →** Expect transparent, on-time delivery

User Persona

Name: Michael Carter

Age: 42

Location: New York, US

Occupation: Operations Manager

Bio

Michael has 12+ years of experience managing shipments across India. He oversees a fleet of trucks and coordinates between drivers, warehouses, and clients. His daily struggle is balancing on-time delivery with client satisfaction.

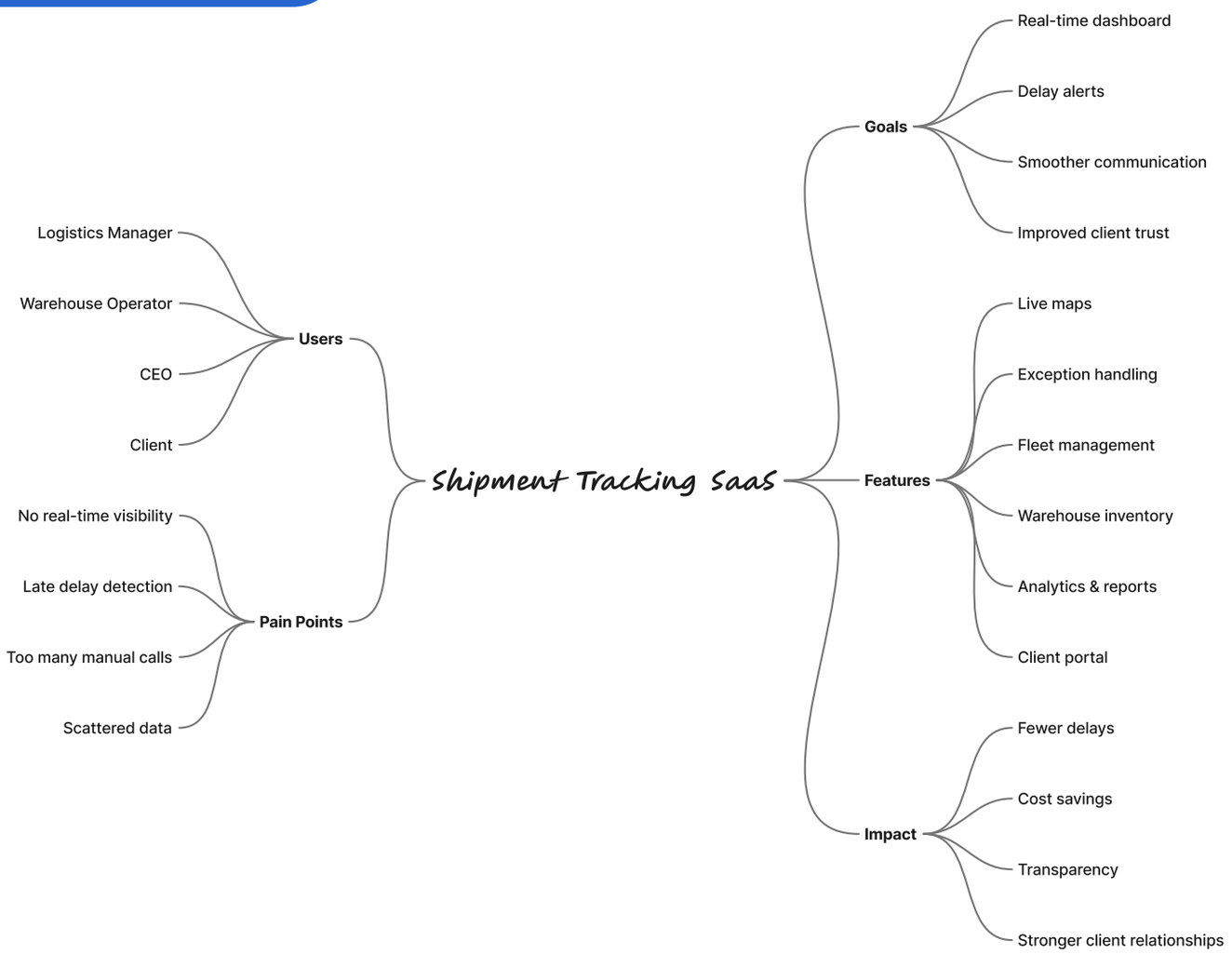
Pain Points

- No real-time visibility of shipments
- Too many manual calls with drivers/clients
- Delays often discovered too late
- Scattered data across spreadsheets and apps

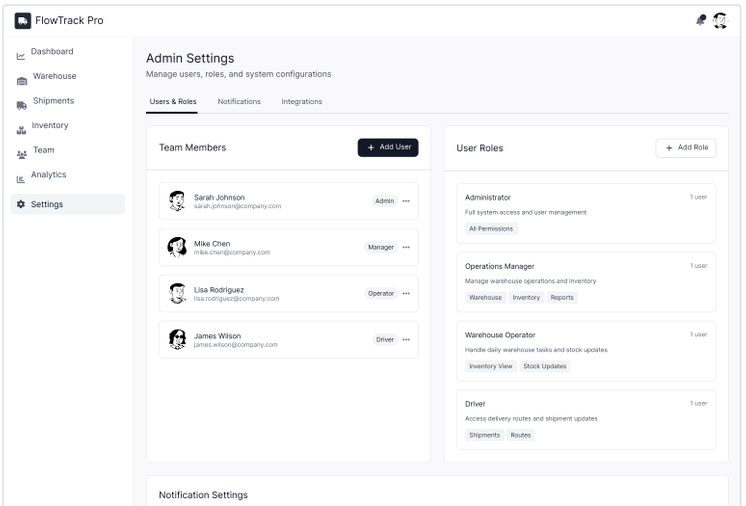
Goals

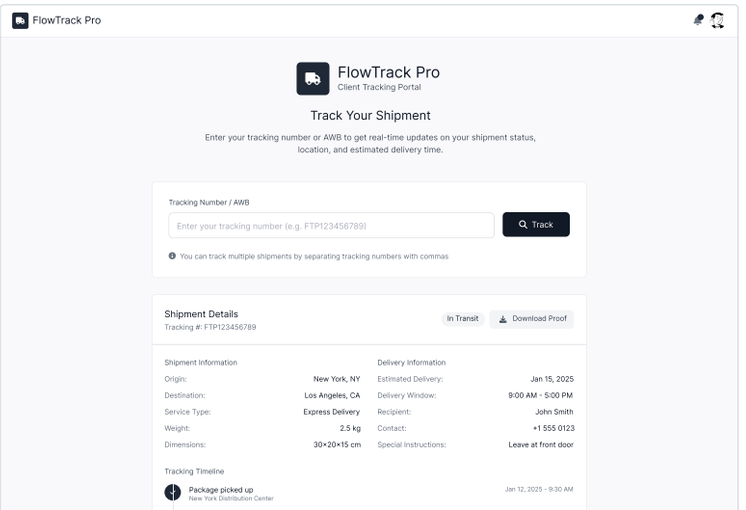
- Get one clear dashboard for all shipments
- Receive instant alerts for delays
- Improve delivery performance & client trust
- Reduce time spent on manual follow-ups

MIND MAPPING



Wireframes





Email Notifications

Low Stock Alerts
Get notified when inventory runs low

Shipment Updates
Delivery status and exceptions

Daily Reports
Summary of daily operations

SMS Notifications

Critical Alerts
System failures and urgent issues

Delivery Exceptions
Failed deliveries and delays

API Integrations

+ Add Integration

ERP System
SAP Integration
Sync inventory and orders with your ERP system
Connected | Configure

CRM System
Salesforce
Share customer data and order information
Connected | Configure

WhatsApp Alerts
Business API
Send delivery updates via WhatsApp
Not Connected | Setup

FlowTrack Pro

- Dashboard
- Warehouse
- Shipments
- Inventory
- Team
- Analytics

Warehouse Inventory

Real-time stock levels and warehouse operations

Export | + Add Item

Total Items	Low Stock Alerts	Inbound Shipments	Outbound Shipments
12,847	23	8	15
↑ +5.2% vs last month	↑ +3 items today	2 arriving today	6 shipped today

AI Insights

Updated 5 min ago

Stock Optimization
3 items predicted to run out within 5 days based on current consumption rates.
ELC-001 — 2 days
ELC-005 — 4 days
ELC-012 — 5 days

Demand Forecast
Expected 15% increase in electronics demand next week based on seasonal trends.
Recommend increasing safety stock by 20% for high-velocity items.

Space Utilization
Zone A is 92% full. Consider redistributing inventory to optimize picking efficiency.
Suggested: Move slow-moving items to Zone C

Warehouse Layout

Zone A | Zone B | Zone C

Shelf A1	Shelf A2	Shelf A3	Shelf A4
85% full	92% full	67% full	98% full

High Stock · Medium Stock · Low Stock · Empty

Recent Activity

- Inbound shipment received — Electronics - 250 units — 2 hours ago
- Low stock alert — SKU ELC-001 - 5 units left — 4 hours ago
- Outbound shipment — Order #12847 - 45 units — 6 hours ago
- Inventory sync completed — Zone A updated — 8 hours ago

Stock Levels

Search items...

Item	SKU	Location	Stock Level	Status	Last Updated
Wireless Headphones	ELC-001	A1-B2	5 / 500	Low Stock	2 hours ago
Laptop Chargers	ELC-002	A2-C1	450 / 500	In Stock	1 hour ago
USB Cables	ELC-003	A1-A3	150 / 300	Medium	3 hours ago

FlowTrack Pro

- Dashboard
- Warehouse
- Shipments
- Inventory
- Team
- Analytics

Analytics & Reports

Delivery performance insights and cost analysis

Export CSV | Export PDF | Filter

On-Time Delivery	Avg Delivery Cost	Delayed Shipments	Total Cost Impact
94.2%	$24.80	47	$8,450
↑ +2.1% vs last month	↓ -$1.20 vs last month	↓ -12 vs last month	Delay penalties

AI Insights

Last updated: 2 hours ago

Route Optimization
Route B shows 12% efficiency drop during 2-4 PM. Consider splitting deliveries or adjusting schedule.
Potential savings: $280/week

Weather Alert
Heavy rain predicted Thursday. Historical data shows 35% delay increase. Plan buffer time.
Risk level: Medium

Performance Trend
On-time delivery improved 8% this month. Vehicle maintenance schedule shows positive correlation.
Confidence: 89%

Delivery Performance Over Time

7D | 30D | 90D | 1Y

Performance Chart
On-time delivery trends and patterns

On-Time · Delayed · Failed

Jan 2025 - Present

Top Delay Reasons

Weather Conditions	28%
Traffic Delays	22%
Vehicle Issues	18%
Loading Delays	15%
Other	17%

Cost vs Delay Analysis

Scatter Plot Analysis
Cost impact vs delay duration

Avg Cost per Hour Delay	Max Delay Cost
$180	$2,400

Route Efficiency

Route A - Downtown (15 deliveries daily)	96.2% efficiency
Route B - Suburbs (22 deliveries daily)	89.7% efficiency
Route C - Industrial (8 deliveries daily)	92.1% efficiency
Route D - Express (12 deliveries daily)	98.5% efficiency

Recent Delivery Reports

Search reports...

Report Date	Route	Deliveries	On-Time %	Total Cost	Delay Cost	Actions
Jan 15, 2025	Route A	15	93.3%	$372	$45	
Jan 14, 2025	Route B	22	95.5%	$546	$24	
Jan 13, 2025	Route C	8	100%	$198	$0	

In transit to sorting facility — Chicago Hub — Jan 12, 2025 - 2:15 PM

Out for delivery — Los Angeles Local Facility — Jan 13, 2025 - 8:00 AM

Estimated delivery — 1234 Main St, Los Angeles, CA — Jan 15, 2025 - 2:00 PM

Current Location
Los Angeles Distribution Center - Package loaded for delivery

Delivery Documentation

Available after delivery

Digital Signature	Delivery Photo	Delivery Receipt
Proof of receipt	Package placement	Complete documentation

Need help with your shipment?

Call Support | Email Us | Live Chat

FlowTrack Pro

- Dashboard
- Warehouse
- Shipments
- Fleet
- Inventory
- Team
- Analytics

Fleet Management

Vehicle tracking, maintenance, and driver assignments

Export | + Add Vehicle

Total Vehicles	Maintenance Due	Fuel Efficiency	Active Routes
47	8	7.2	23
42 active • 5 maintenance	3 overdue • 5 scheduled	↑ +0.3 mpg vs last month	18 on-time • 5 delayed

Vehicle Fleet Status

All | Active | Maintenance

- FL-001 • Freightliner Cascadia — Driver: John Martinez — En Route — Next: Chicago, IL
- FL-002 • Peterbilt 579 — Driver: Sarah Chen — Loading — Warehouse A
- FL-003 • Volvo VNL — Driver: Mike Johnson — Maintenance — Due: 07/15/2025
- FL-004 • Kenworth T680 — Driver: Lisa Rodriguez — Delivered — Dallas, TX

Driver Assignments

- John Martinez — FL-001 • Active Route
- Sarah Chen — FL-002 • Loading
- Mike Johnson — FL-003 • Off Duty
- Lisa Rodriguez — FL-004 • Delivered
- David Kim — Unassigned

Fuel Usage Analytics

Fuel consumption chart

This Week	Last Week	Savings
2,340 gal	2,580 gal	-9.3%

AI Insights

Route Optimization
FL-001 could save 15% fuel by taking I-75 route instead of current path

Maintenance Alert
FL-003 brake pads predicted to need replacement in 2,500 miles

Performance Trend
Sarah Chen's driving efficiency improved 12% this month

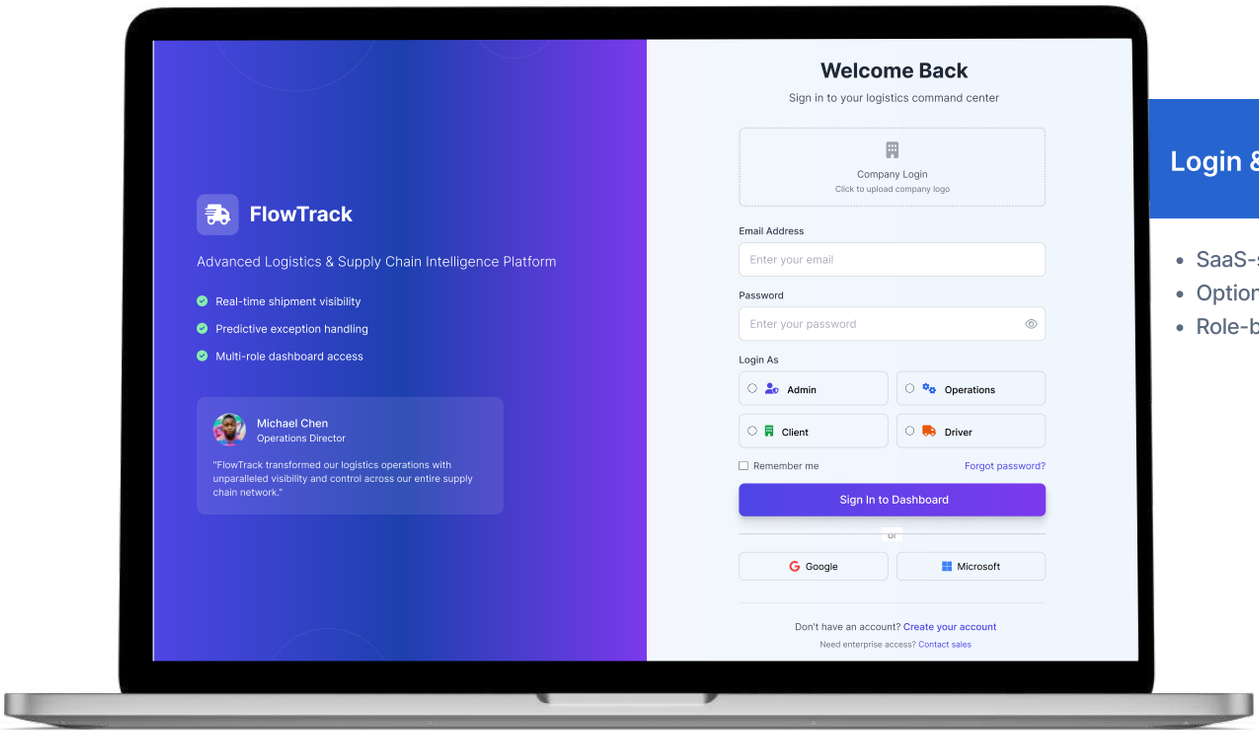
Delivery Prediction
FL-002 likely to arrive 30 min early based on current traffic

Vehicle Maintenance Schedule

Search vehicles...

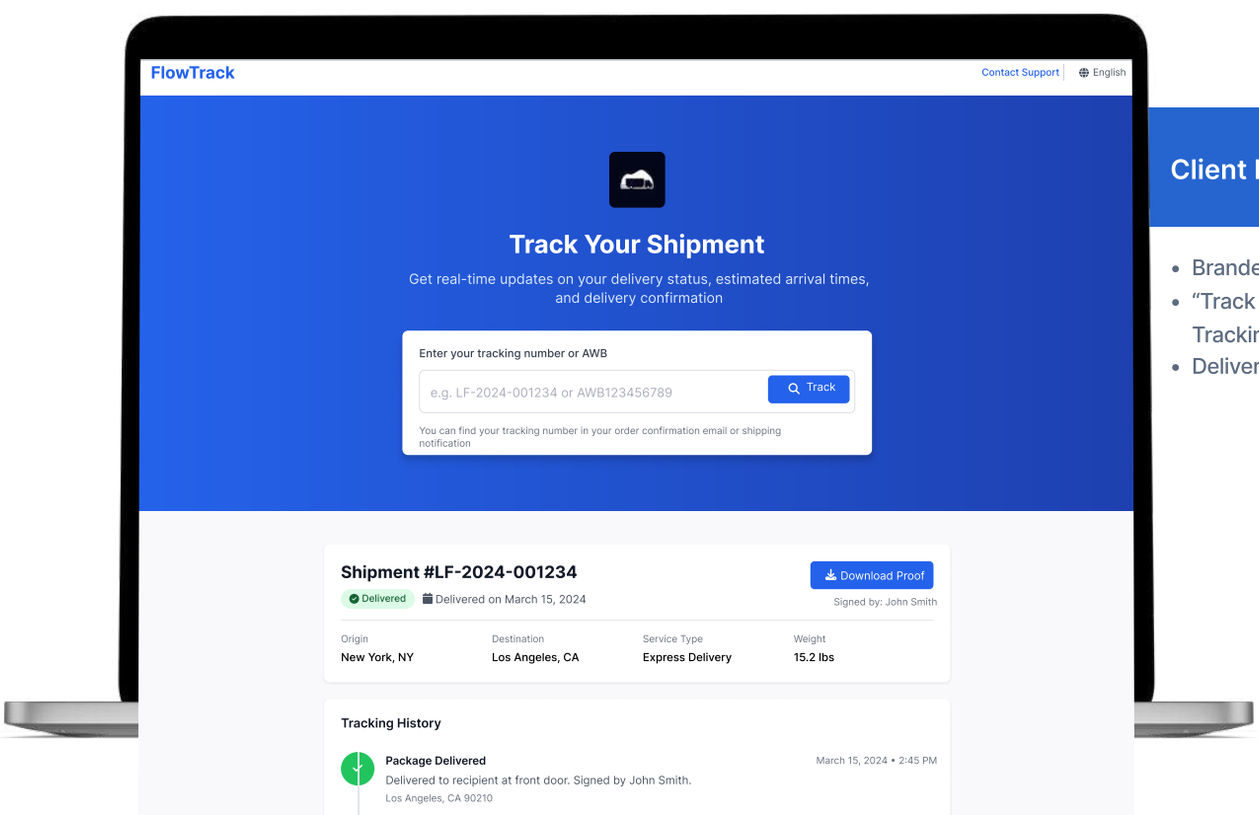
Vehicle	Driver	Last Service	Next Due	Mileage	Status

App HiFi Designs



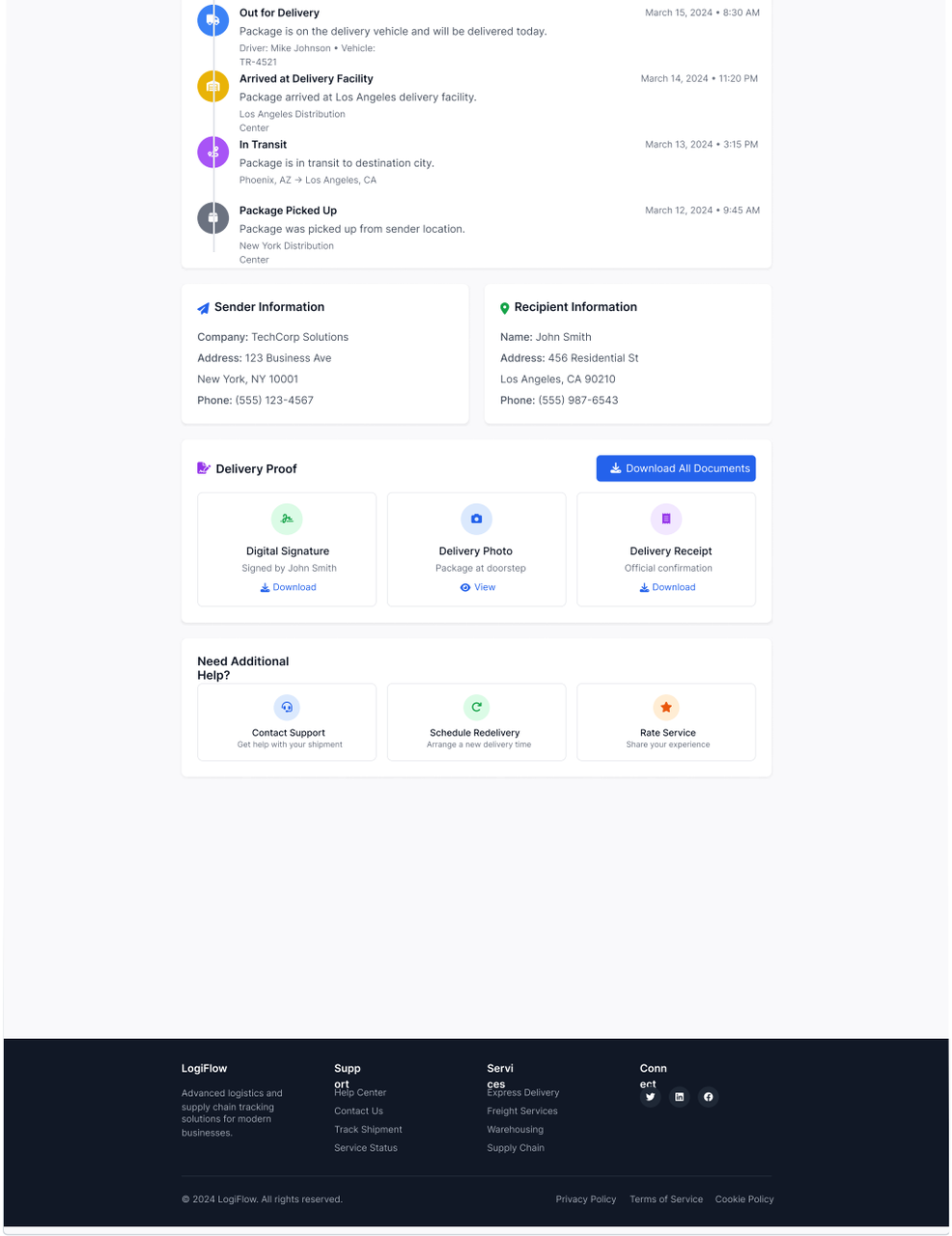
Login & Role-Based Access

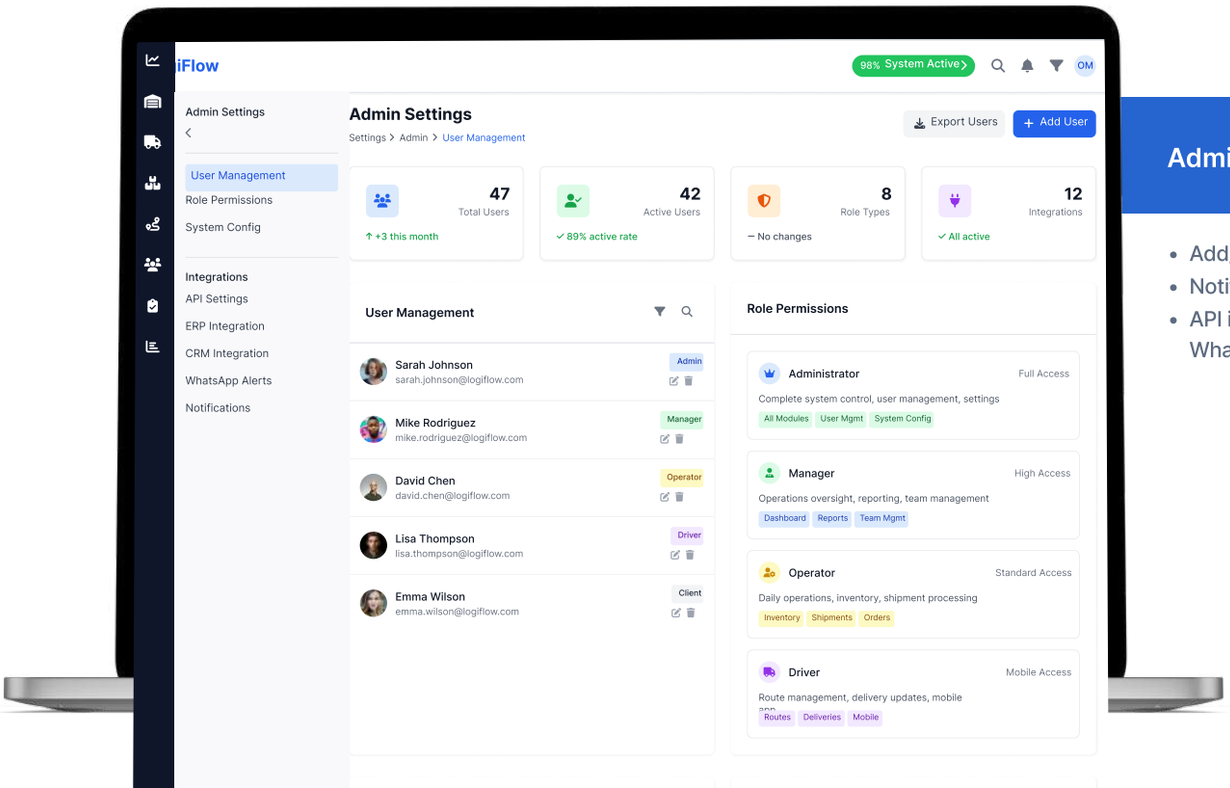
- SaaS-style modern login
- Option for company login (logo upload)
- Role-based (Admin, Ops, Client, Driver)



Client Portal (External View)

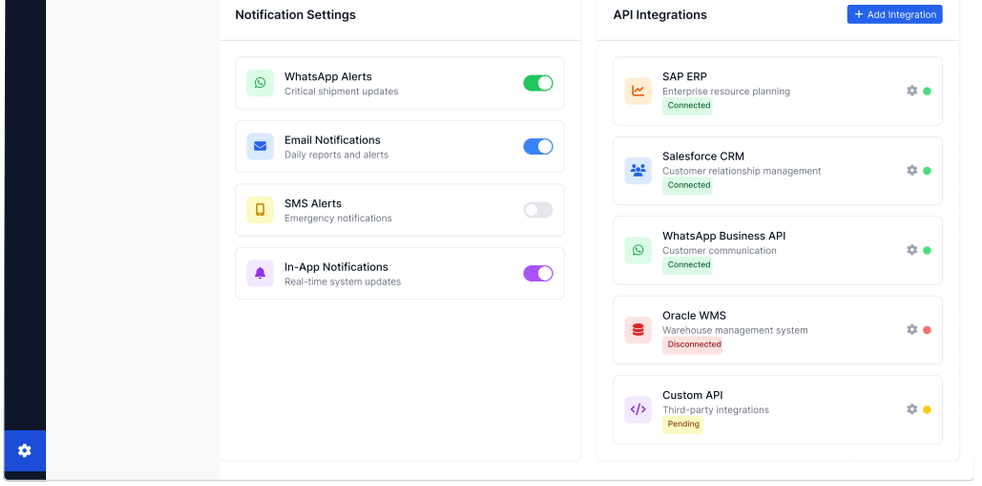
- Branded tracking page with client logo
- “Track my shipment” input (AWB/ Tracking ID)
- Delivery proof download

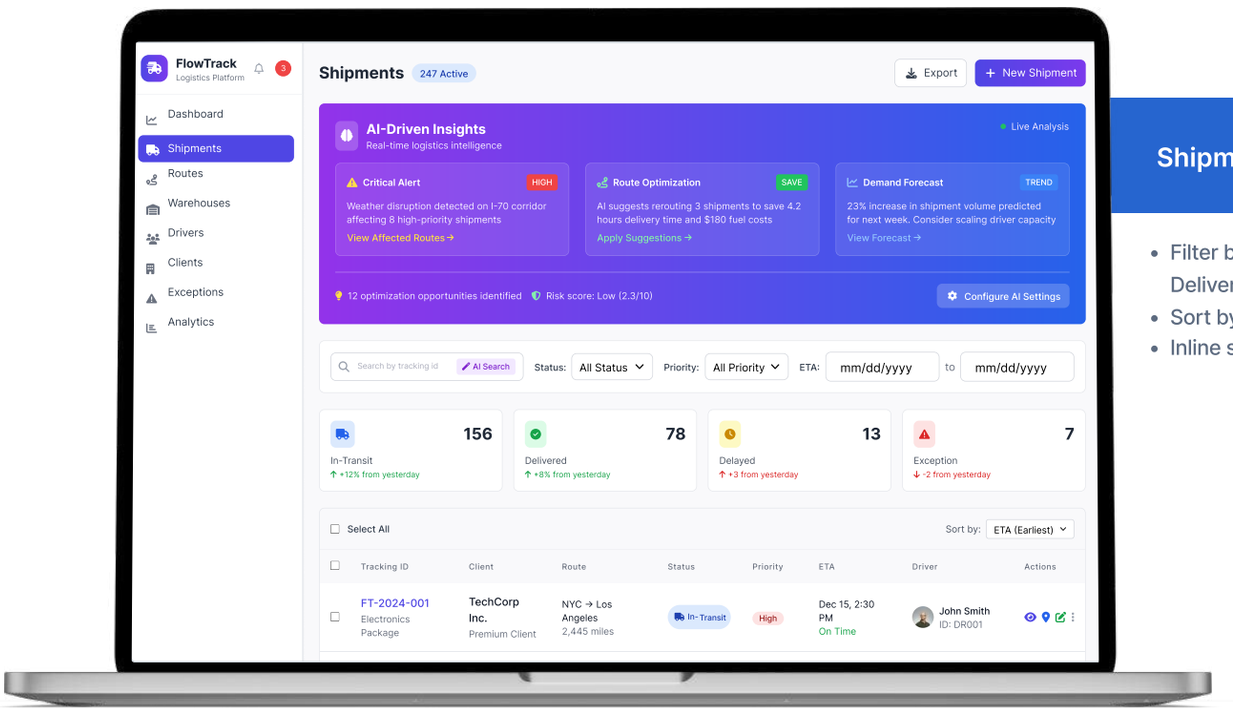




Admin Settings

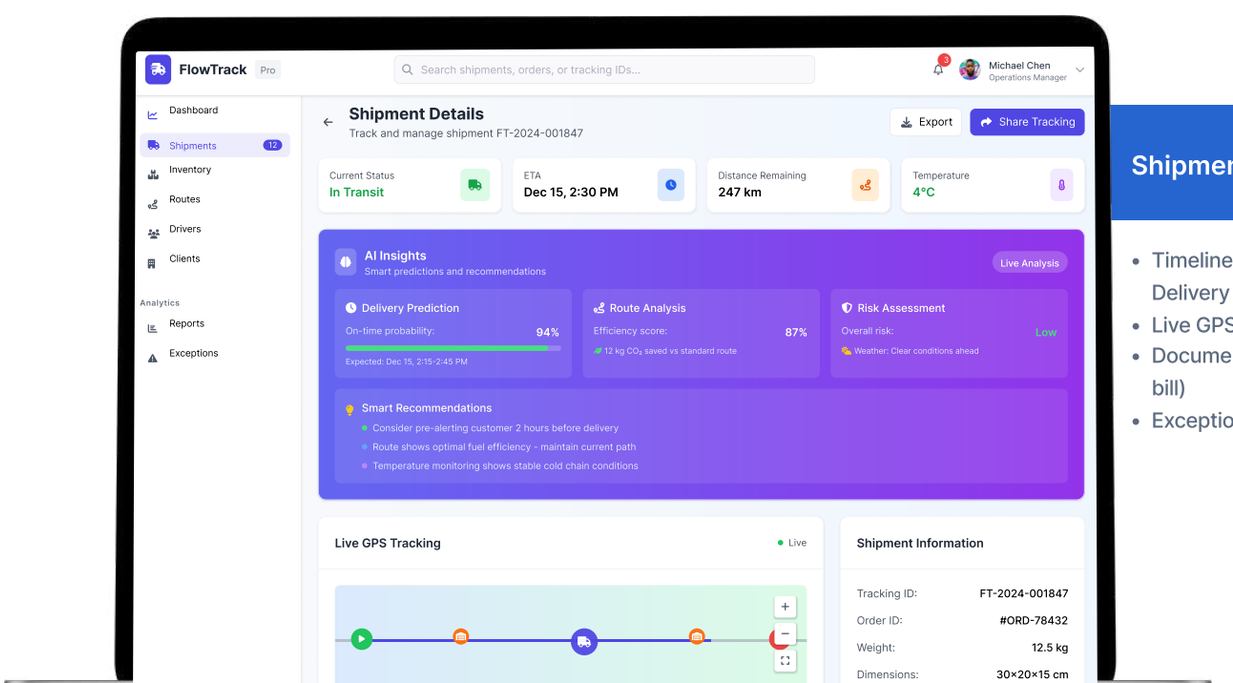
- Add/remove users & roles
- Notification settings
- API integrations (ERP, CRM, WhatsApp alerts)





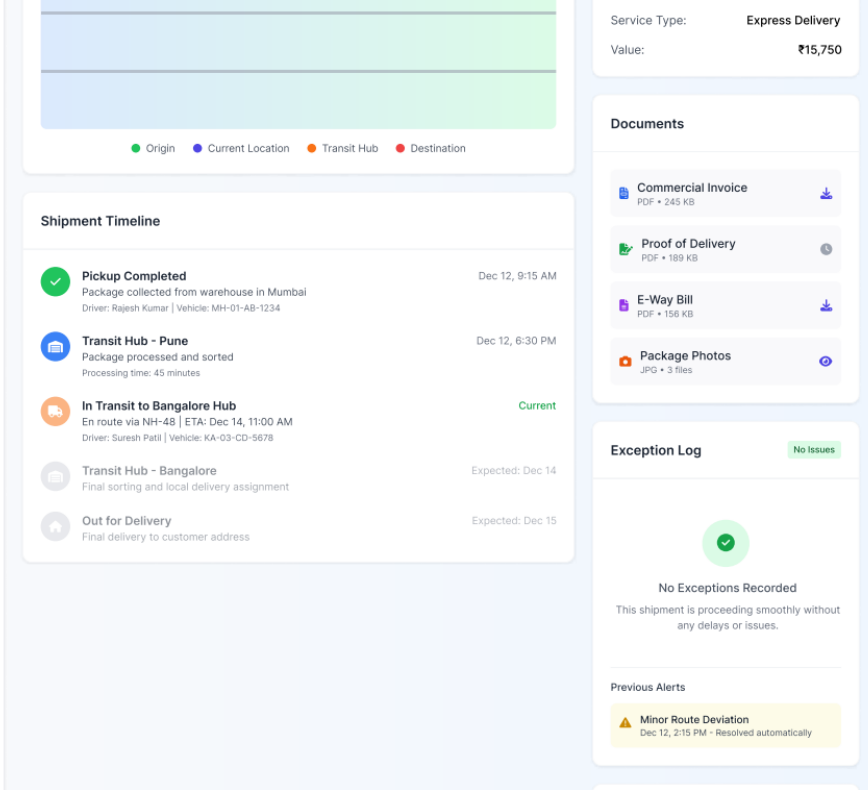
Shipment List View

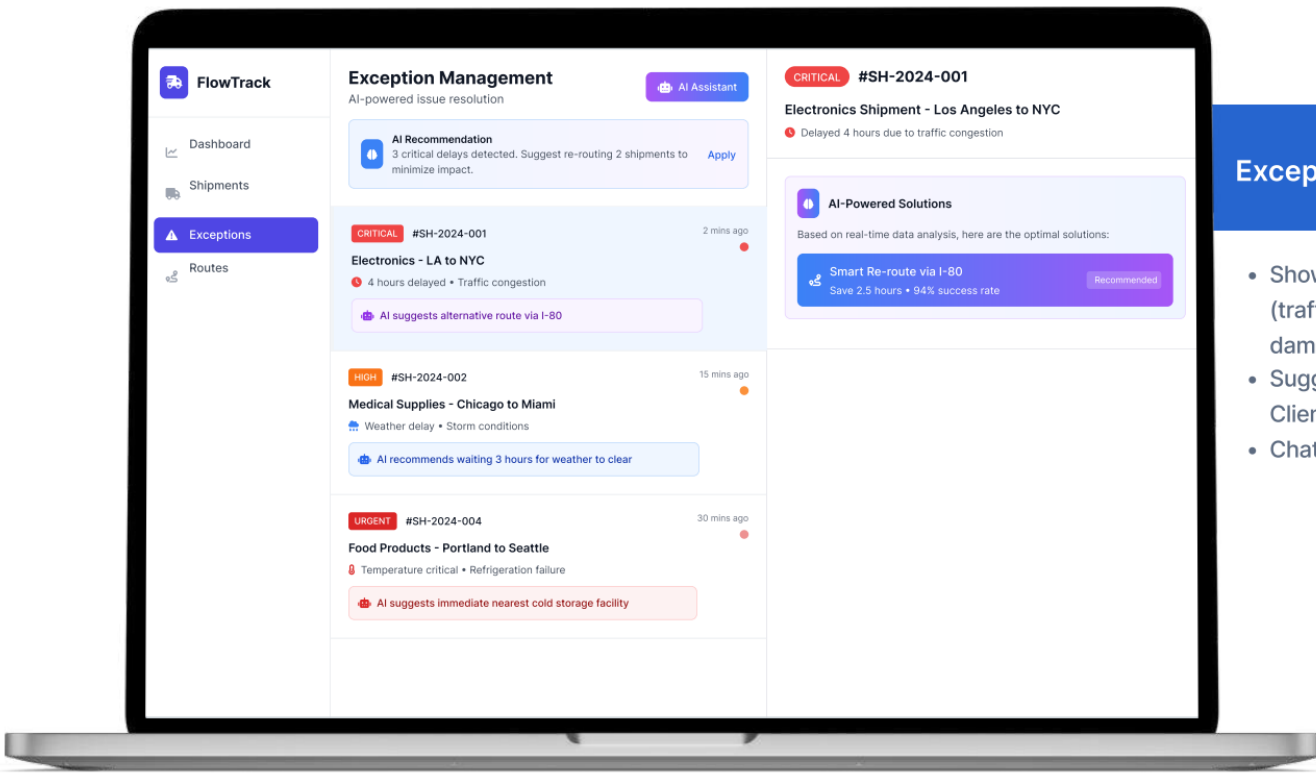
- Filter by status (In-Transit, Delivered, Delayed, Exception)
- Sort by ETA / Priority
- Inline status updates



Shipment Detail Page

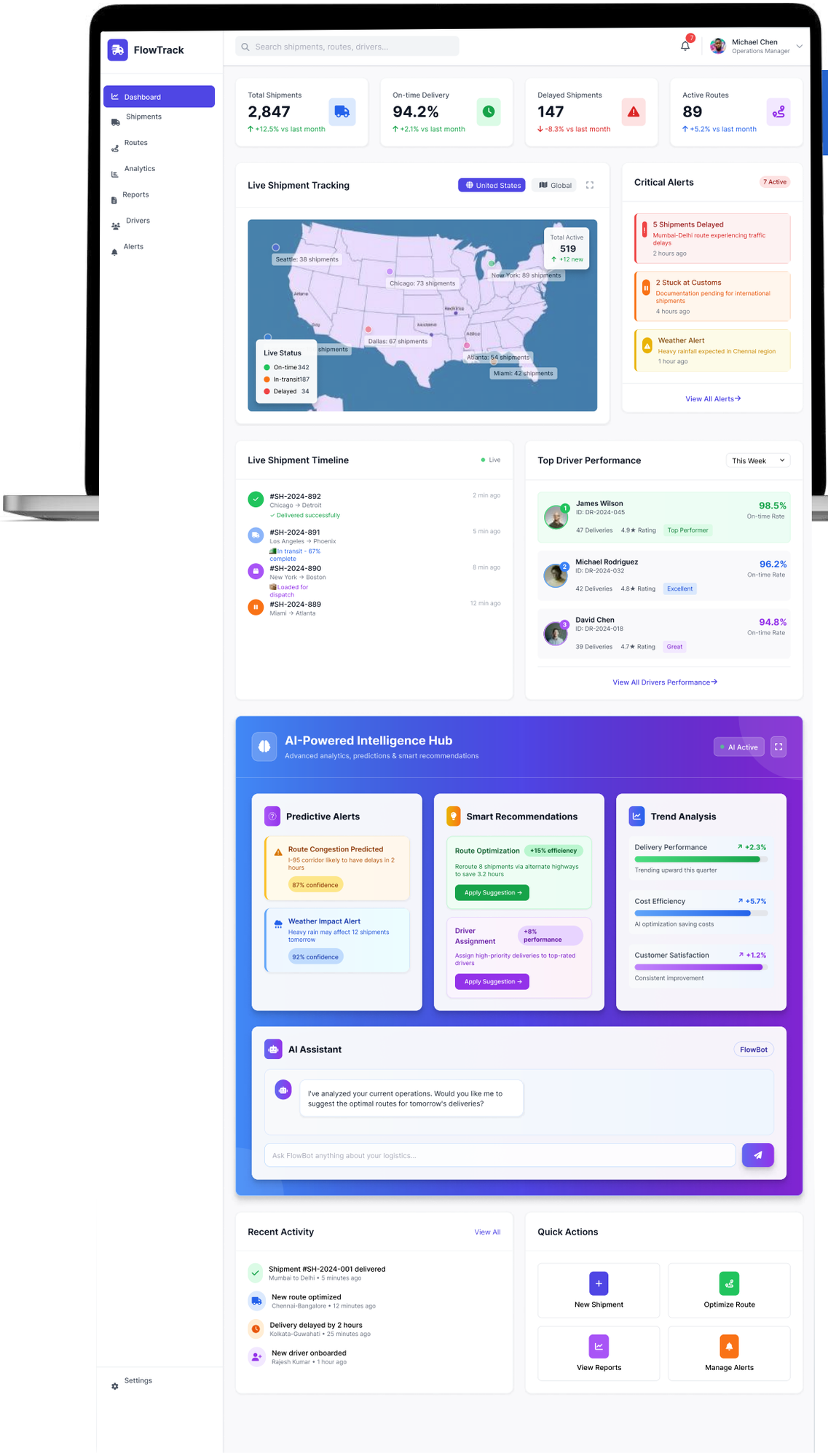
- Timeline: Pickup → Transit hubs → Delivery
- Live GPS map tracking
- Documents (invoice, POD, e-way bill)
- Exception log





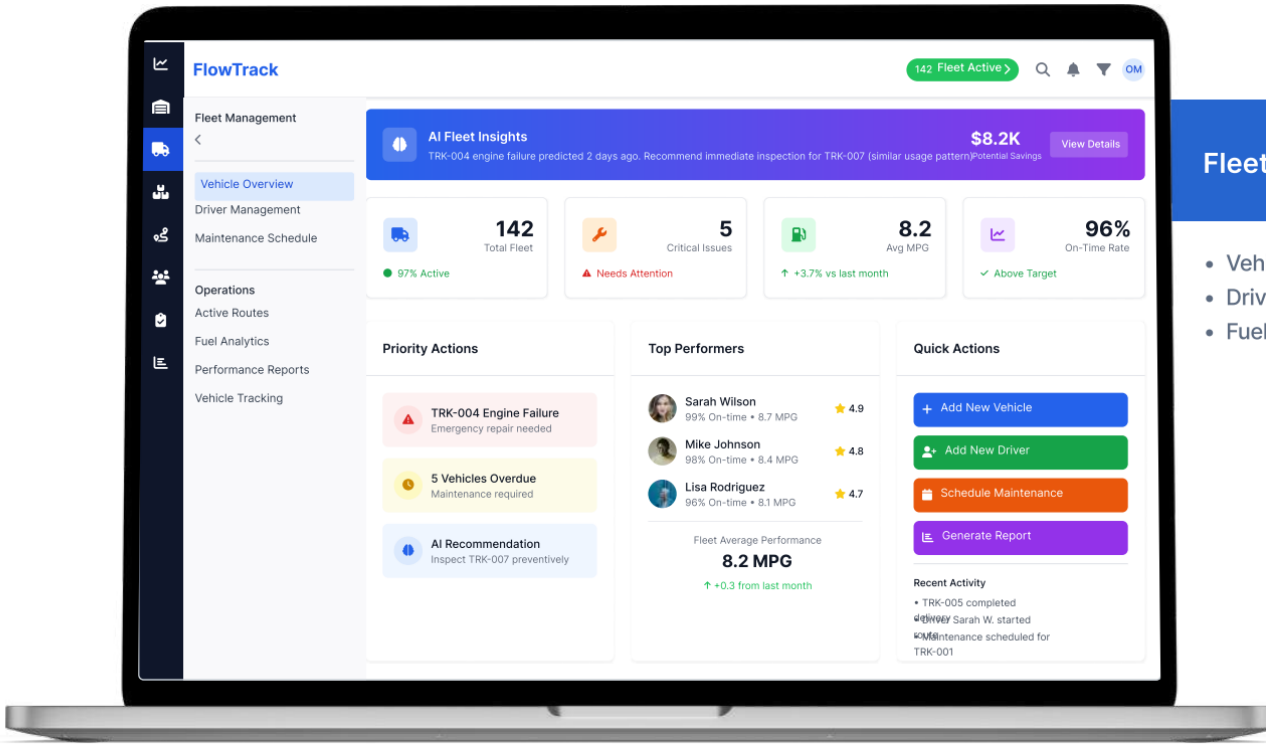
Exception Management Screen

- Show delayed shipments with reason (traffic, weather, customs hold, damaged goods)
- Suggested actions: Re-route, Notify Client, Escalate
- Chat/notes section for Ops team



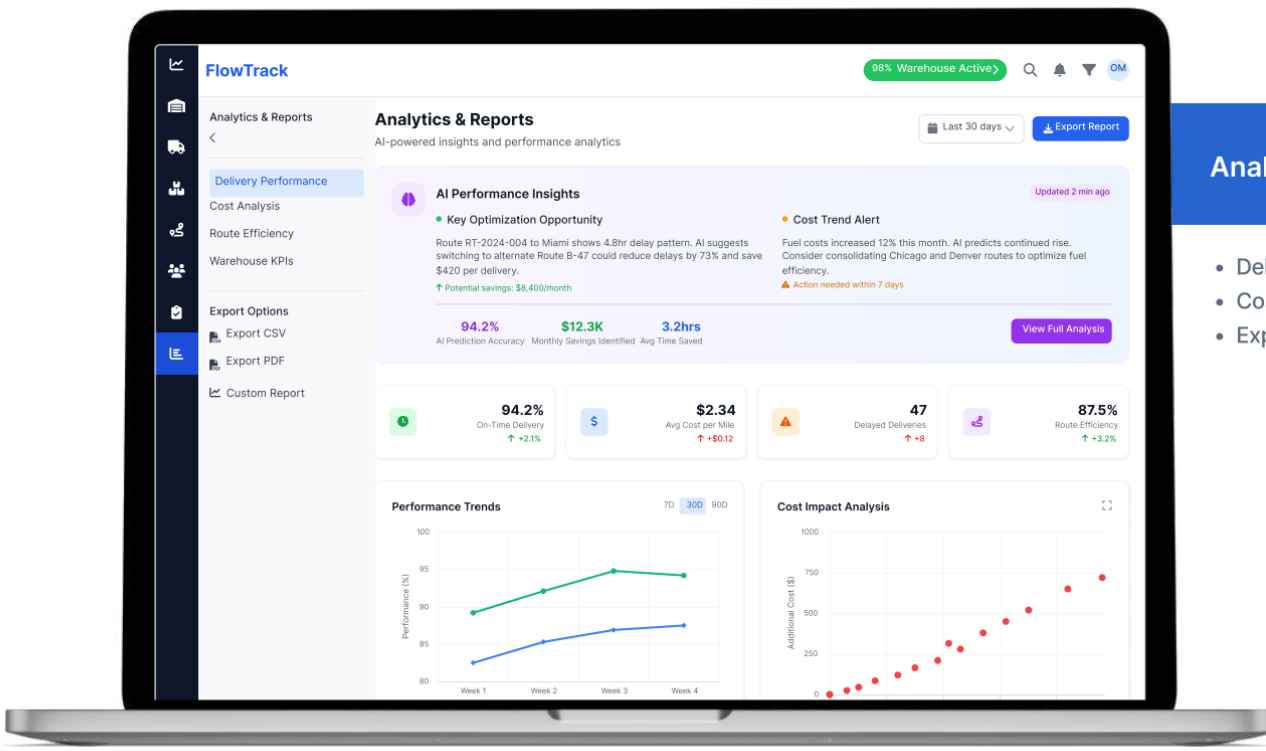
Dashboard (Ops Manager View)

- Quick KPIs: Total shipments, On-time %, Delayed shipments, Active routes
- World/India map with live shipment locations
- Alerts panel: "5 shipments delayed, 2 stuck at customs"



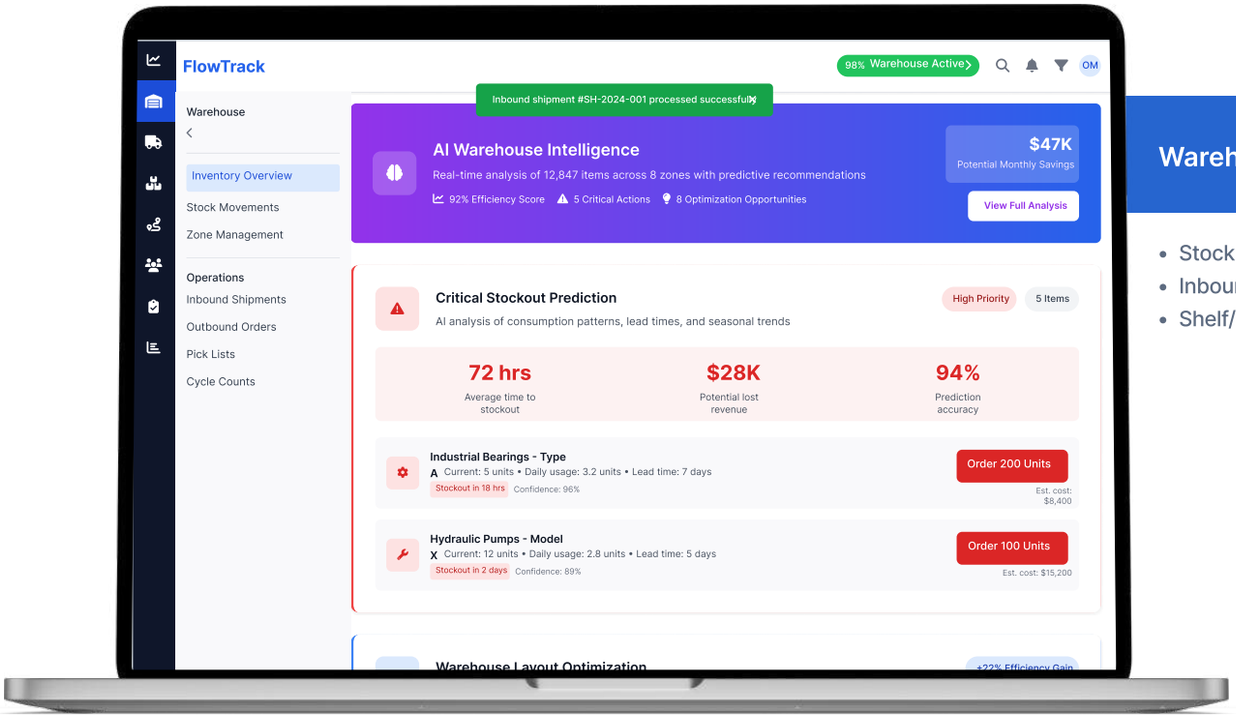
Fleet Management

- Vehicle list (with maintenance status)
- Driver assignment
- Fuel usage & performance analytics



Analytics & Reports

- Delivery performance over time
- Cost vs delay analysis
- Export as CSV/PDF



Warehouse Inventory View

- Stock levels (low/high indicators)
- Inbound/outbound shipments
- Shelf/zone visualization

Style Guide

Colors

1D4ED8

16A34A

#FFFFFF

9333EA

Typography

Aa Inter

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Aa Inria Serif

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Headings: Aa

Headings: Aa

Headings: Aa

Body: Regular

Body: Small

Thank You

Varun Design Hub