runerra

User Experience Recommendations

Prepared by Kristofer Kathmann

Where Are You Going?

Search for nearby places or pick from your Favorites and Recent Runs

Search Nearby Places

Favorites

♥ **Qdoba Mexican Eats**
825 Washington Ave SE #103, Minneapolis, MN

♥ **Mikes Pizza Ranch**
720 Washington Ave SE, Minneapolis,

Recent Runs

♡ **Benny's Bagels**
800 Washington Ave SE, Minneapolis, MN

♡ **Phil's Imported Puff Pastries**
800 Washington Ave SE, Minneapolis, MN

♡ **Ashley's Apples**
825 Washington Ave SE #103, Minneapolis, MN

♥ **Mikes Pizza Ranch**
720 Washington Ave SE, Minneapolis,

♡ **Bharat's Coffee Lab**
800 Washington Ave SE, Minneapolis, MN

Welcome to Runerra
swipe to learn more

Get Started

By joining Runerra, you agree to our
Terms of Service Privacy Policy

What's Runerra?

Runerra is a community marketplace that connects those already at the store with people nearby who need something. Individuals can share their location or errand with others in their communities in order to digitize the "I'm at the store, do you need anything?" conversation. Those who need groceries or other items can request them and avoid delivery fees by jumping on an existing run.

Runerra's vision is to challenge the traditional delivery model while encouraging individuals to form new friendships, strengthening connections within communities, and empowering local business to connect with new and loyal patrons.

What's the Problem?

The Runerra team determined that roadblocks to adoption and continued use of the app existed, but weren't certain how to remove them.

Our design team was employed to investigate how the user experience could be improved.

Research was conducted that informed the development of several new features. Those feature recommendations are outlined in this report.

Methods Used

Competitor Audit: Several competing and comparable apps were evaluated to gain familiarity with the problem space and possible features.

Directed Storytelling: App stakeholders were interviewed to glean insights into strengths and weaknesses of the app.

User Journey Maps: The Buyer and Runner journey maps in this report were developed as living documents to guide the design process.

Feature Cards: Approximately 75 new features were rapidly prototyped by the design team and evaluated for feasibility and value.

Kano Analysis: A final selection of 11 features were selected for evaluation by Kano analysis.

Prototyping: Five winning features were developed into the high-fidelity wireframes shown in this report.

Rrunerra User Journey Map

V 1.0

PERSONA

Buyer

- Lives with roommates/family
- Usually under 30
- Focused personality
- May primarily walk or bike

SCENARIO

Debbie is hard at work studying for finals. She needs a few grocery items to get through the next few days. She doesn't have a car, so she's hoping someone can take her to the store, or pick up a few things for her.

USER GOALS

- Obtain foodstuffs to make it through finals.
- Ask a friend to help her get them.
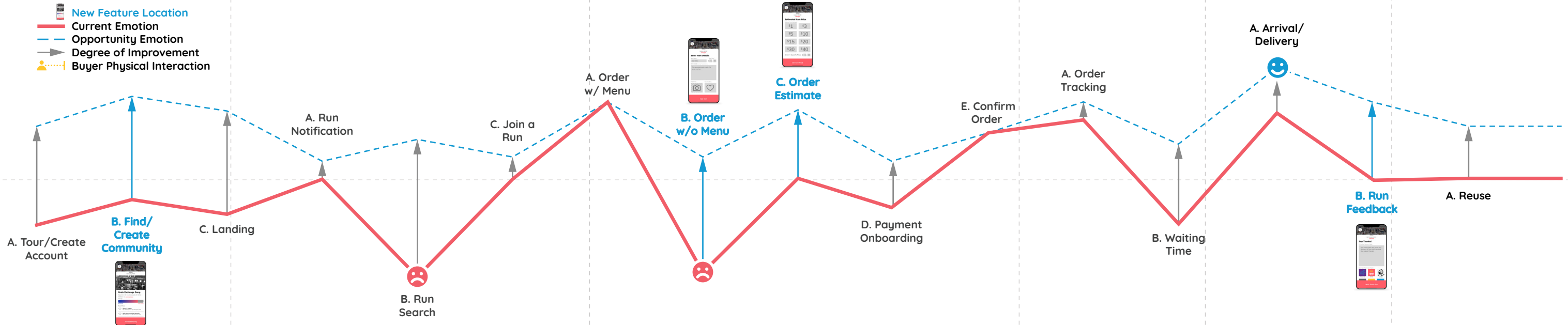- Not spend too much time planning.
- "Saving money is always nice."

| ONBOARDING | RUN DISCOVERY | ORDER | WAITING | DELIVERY | REUSE |

Legend:
- New Feature Location
- Current Emotion
- Opportunity Emotion
- Degree of Improvement
- Buyer Physical Interaction

Emotion scale: Positive / Neutral / Negative

Journey points:
- A. Tour/Create Account
- B. Find/Create Community
- C. Landing
- A. Run Notification
- B. Run Search
- C. Join a Run
- A. Order w/ Menu
- B. Order w/o Menu
- C. Order Estimate
- D. Payment Onboarding
- E. Confirm Order
- A. Order Tracking
- B. Waiting Time
- A. Arrival/Delivery
- B. Run Feedback
- A. Reuse

ONBOARDING

Task. **Pain Point** | Opportunity

A. Not sure what app's purpose is. Create more effective language and visuals to clarify app functionality.

B. Buyer not confident about selecting correct community. New community profiles feature increases confidence.

C. Slightly confusing landing screen layout. Use more standard UI conventions.

RUN DISCOVERY

Task. **Pain Point** Opportunity

- **B.** When no runs are occurring, user may get frustrated. Encourage users to make runs more often. Encourage users to make their own run.

- **B.** Runs to places the user is not interested in. Include a feature to indicate buyer's favorite places, so runners can make the best run choice.

ORDER

Task. **Pain Point** Opportunity

- **B.** When ordering without a menu, the Buyer may have trouble recalling what items to order. New item details feature improves item recall with a favorites setting.

C. Price uncertainty. New price selection feature reduces price granularity and makes picking an estimated price much faster.

WAITING

Task. **Pain Point** | Opportunity

B. User uncertain of wait time. Explore ways to integrate estimated wait times based on distance.

DELIVERY

Task. Opportunity

A. Utilize delivery arrival emotional high to thank the buyer for using the app.

B. New feature allows Buyers to thank Runners after order delivery.

REUSE

Task. Opportunity

A. Reward the buyer with future deals or gamification points to encourage reuse.

Runerra — User Journey Map

V 1.0

PERSONA

Store Runner

- Lives with roommates/family
- Usually under 30
- Altruistic personality
- Owns a vehicle

SCENARIO

Samantha is going out on her day off to purchase some groceries. She is helpful and has the forethought to check with her roommates to see if they need anything from the store. She uses the Runerra app to facilitate this process.

USER GOALS

- Let roommates know she's headed out soon.
- Find out what they want her to pickup.
- Check a shopping list at the store.
- Deliver the items and get paid back.
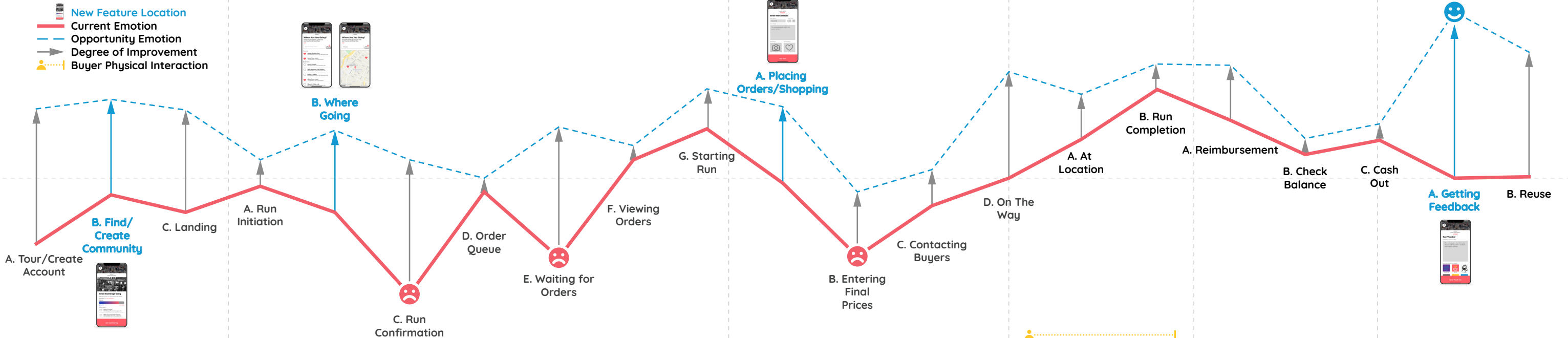- Get deals and rewards from the app.

Legend
- New Feature Location
- Current Emotion
- Opportunity Emotion
- Degree of Improvement
- Buyer Physical Interaction

Emotion axis: Positive / Neutral / Negative

ONBOARDING

Journey points:
- A. Tour/Create Account
- B. Find/Create Community
- C. Landing

Task. Pain Point | Opportunity

A. **Not sure what app's purpose is.** Create more effective language and visuals to clarify app functionality.

B. **Buyer not confident about selecting correct community. New community profiles feature increases confidence.**

C. **Slightly confusing landing screen layout.** Use more standard UI conventions.

LIST RUN

Journey points:
- A. Run Initiation
- B. Where Going
- C. Run Confirmation
- D. Order Queue
- E. Waiting for Orders
- F. Viewing Orders
- G. Starting Run

Task. Pain Point | Opportunity

B. **Selecting a run location is slow and cumbersome. New favorite locations and map view feature increases clarity and speed.**

- C. **Bank details required too early in process.** User trust is not yet established, so move this later in the process, or make it optional.

- E. **Waiting for orders; uncertainty.** Create a order countdown or tracker based on departure time for runners and buyers to make sure they respond in a certain amount of time.

- E. **Not sure how many people were notified.** Show the user the number of people in the group that were notified.

G. **User may not be sure how to get to location.** Provide a map link so the user can get directions.

G. Consider auto-activating based on gps location change.

AT THE STORE

Journey points:
- A. Placing Orders/Shopping
- B. Entering Final Prices
- C. Contacting Buyers

Task. Pain Point | Opportunity

A. **Buyer not confident they are purchasing the correct item. New item details feature reduces confusion.**

- B. **Entering prices is tedious.** Explore ways to make it easier.

- C. **Contacting buyers is hidden.** If there's a problem with the order, it's not easy to let the buyer know.

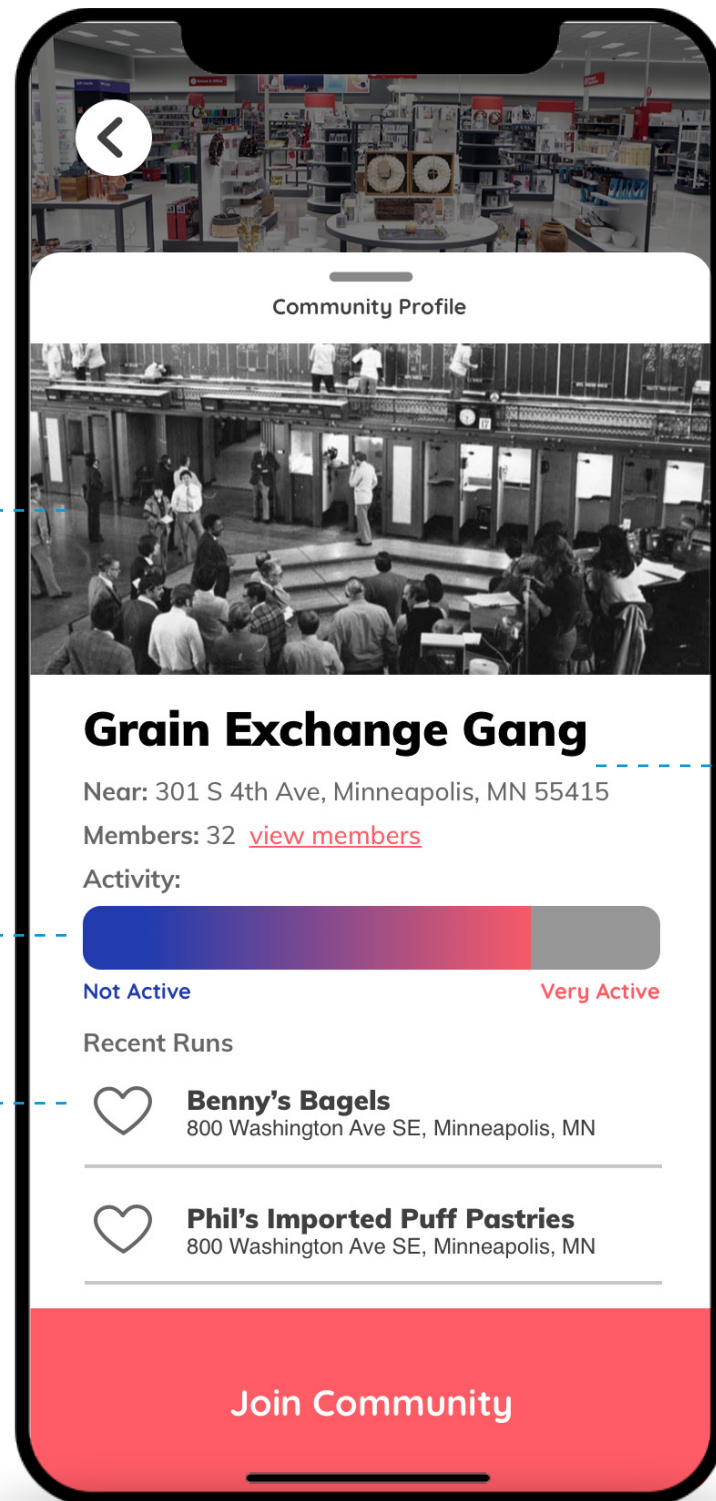- D. **"On the way" button easy to miss.** Consider auto-activating based on gps location change.

DELIVER

Journey points:
- A. At Location
- B. Run Completion
- D. On The Way

T. Opportunity

A. Consider auto-activating based on gps location change.

PAYMENT

Journey points:
- A. Reimbursement
- B. Check Balance
- C. Cash Out

T. Opportunity

A. Consider fully utilizing the completion card at the user's emotional high point to show important information to the runner (total earnings, points, rewards, deals, app tips, etc).

REUSE

Journey points:
- A. Getting Feedback
- B. Reuse

T. Opportunity

A. **New thank you note/award feature improves Runner morale.**

B. Explore ways to reward the user for using the app again.

1.

2.

3.

4.

Community Profile

Grain Exchange Gang

Near: 301 S 4th Ave, Minneapolis, MN 55415

Members: 32 view members

Activity:

Not Active | Very Active

Recent Runs

♡ **Benny's Bagels**
800 Washington Ave SE, Minneapolis, MN

♡ **Phil's Imported Puff Pastries**
800 Washington Ave SE, Minneapolis, MN

Join Community

Increased Community Confidence

JOURNEY PHASE: ONBOARDING

DEVELOPMENT BUDGET: M (28 HOURS)

SCENARIO: Community profiles would show a more detailed view of a community you intend to join. The profile would show you how many members are in the community, who they are, an activity meter and a few recent restaurants or stores that community members have made runs to.

1. The community can upload a cover photo to show the place, personality or members of the community.

2. Communities can set their own name to reflect the community context.

3. An activity meter shows potential members what communities are worth joining.

4. Recent runs are shown, showing potential members where the community likes to go.

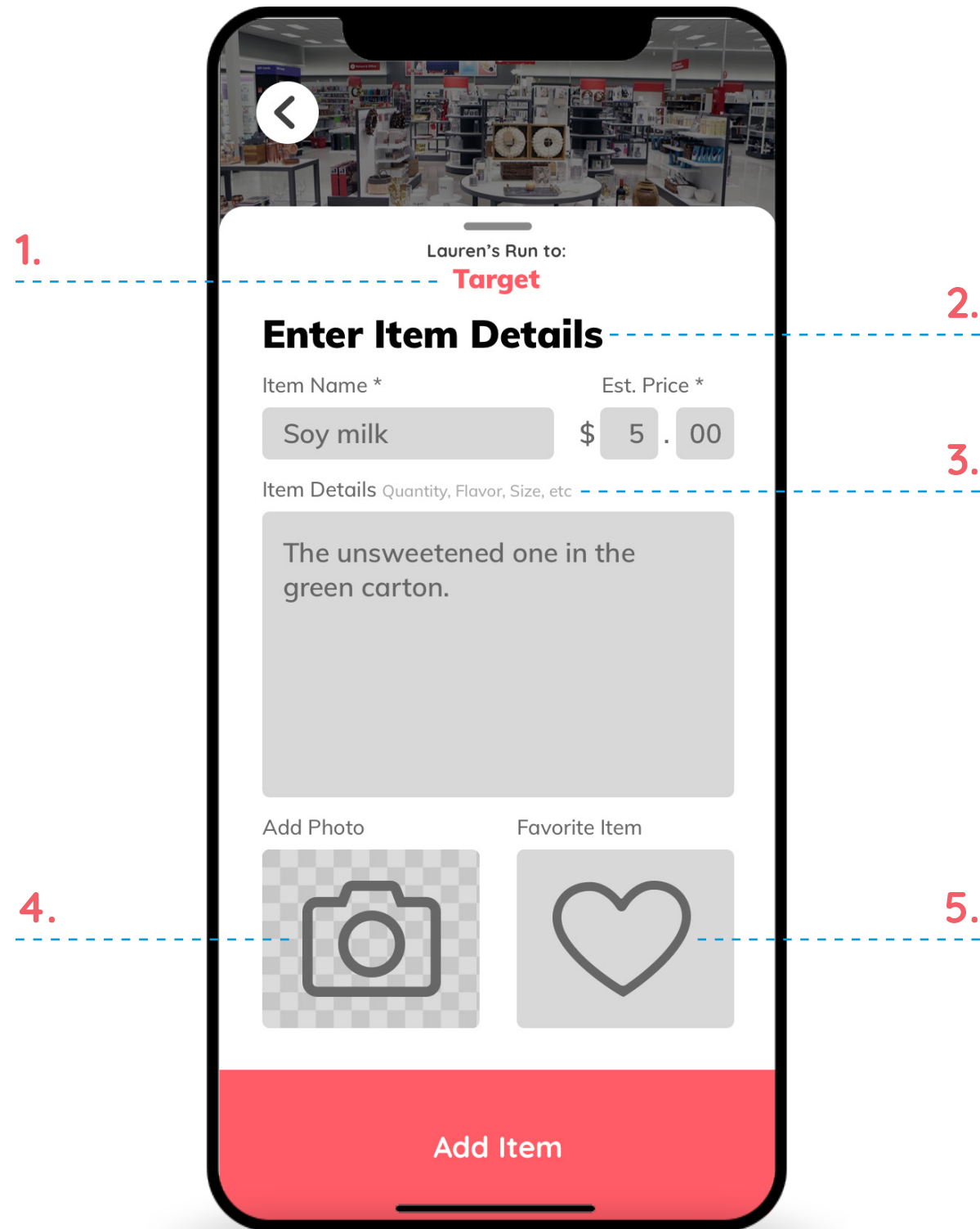# Faster and Easier Setting of Run Destination

JOURNEY PHASE: LIST RUN

DEVELOPMENT BUDGET: M (28 HOURS)

SCENARIO: When a user starts a run, in addition to text search, they can select from "Favorites" and "Recent Runs" lists, or use a searchable map view to make finding and selecting the desired destination easier.
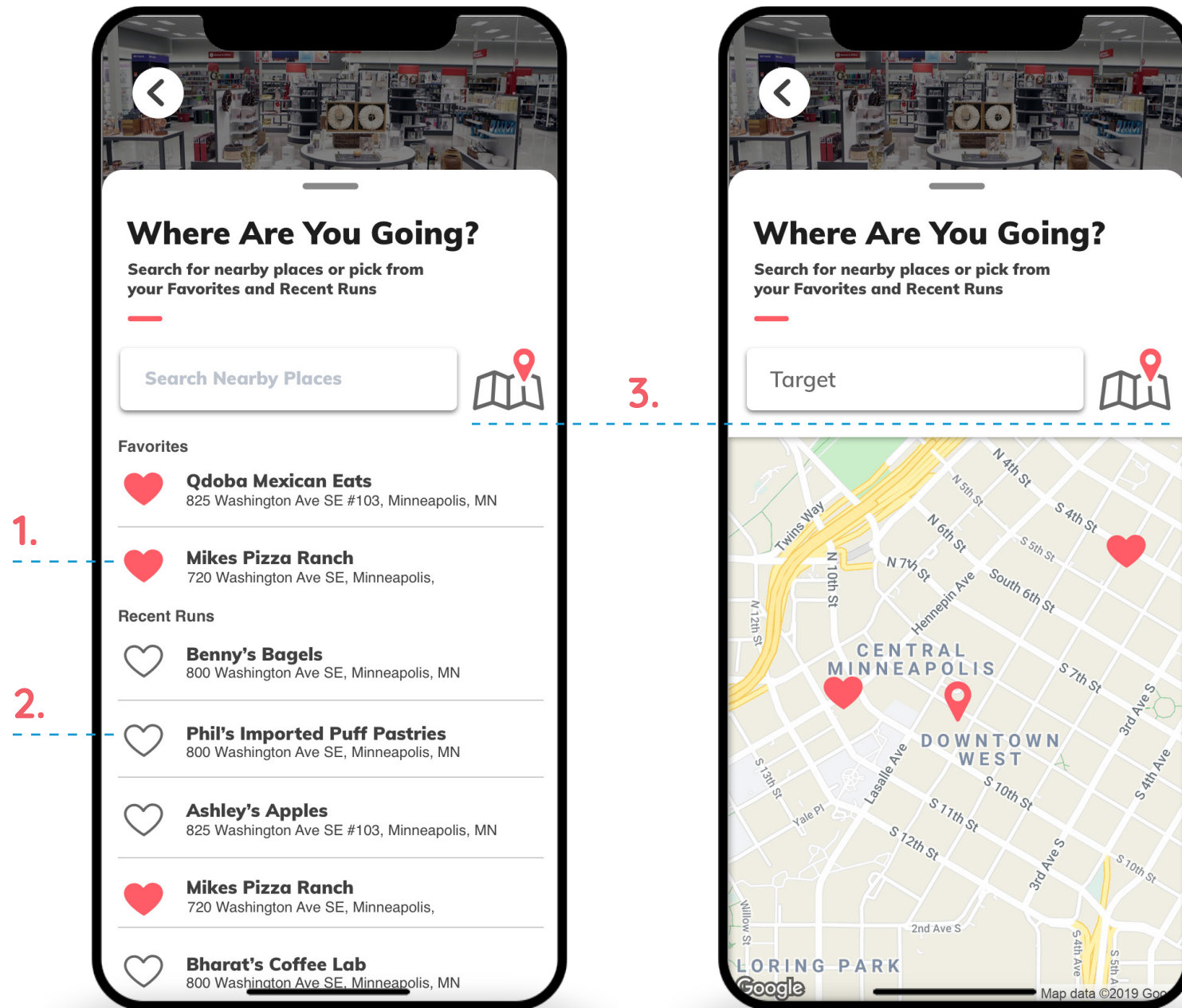
1. The location search screen features favorite locations for easy recognition.

2. Recent runs are also listed, enabling the Runner to recognize a location visited most recently. These locations can be saved as favorites by clicking the heart icon.

3. When a location is entered, a list of possible locations nearby is presented. Alternatively, when the map button is pressed, those nearby locations and favorites are shown on a map.

Screen 1

Where Are You Going?
Search for nearby places or pick from your Favorites and Recent Runs

Search Nearby Places

Favorites

♥ **Qdoba Mexican Eats**
825 Washington Ave SE #103, Minneapolis, MN

♥ **Mikes Pizza Ranch**
720 Washington Ave SE, Minneapolis,

Recent Runs

♡ **Benny's Bagels**
800 Washington Ave SE, Minneapolis, MN

♡ **Phil's Imported Puff Pastries**
800 Washington Ave SE, Minneapolis, MN

♡ **Ashley's Apples**
825 Washington Ave SE #103, Minneapolis, MN

♥ **Mikes Pizza Ranch**
720 Washington Ave SE, Minneapolis,

♡ **Bharat's Coffee Lab**
800 Washington Ave SE, Minneapolis, MN

Screen 2

Where Are You Going?
Search for nearby places or pick from your Favorites and Recent Runs

Target

1.
2.
3.
4.
5.

Lauren's Run to:
Target

Enter Item Details

Item Name *
Soy milk

Est. Price *
$ 5 . 00

Item Details Quantity, Flavor, Size, etc

The unsweetened one in the green carton.

Add Photo

Favorite Item

Add Item

Increased Item Clarity for Runner

JOURNEY PHASE: ORDER/AT THE STORE

DEVELOPMENT BUDGET: L (76 HOURS)

SCENARIO: You have a very specific type of soy milk you need and just ran out. You can take a photo of the product and define how many of the item you're requesting to let the Runner know exactly what it is you need without confusion or second-guessing. You can also favorite an item which saves you from having to re-enter all this information again in the future.

1. Clearly indicates the run location so the Buyer recalls to what establishment they are adding items.

2. A clear headline clearly indicates the purpose of the card.

3. Suggestions for what to enter in the description field to help the Runner purchase the correct item.

4. The ability to take a photo of the desired item helps the runner purchase the correct item.

5. The ability to add the item as a saved favorite allows the Buyer to quickly reenter items for future runs.

runerra Feature Recommendations


Faster Item Price Setting

JOURNEY PHASE: ORDER

DEVELOPMENT BUDGET: S (10 HOURS)

SCENARIO: When setting the order spend limit for a requested item, users can quickly select from preset denominations. This reduces the time necessary to enter an item price. Since the system relies on reimbursement, this system is appropriate.

This system could also be used to set the Buyer's overall estimated run budget.

1. Clearly indicates the run location so the Buyer recalls to what establishment they are adding items.

2. A clear headline clearly indicates the purpose of the card.

3. Several commonly accepted price estimate buttons make entering an item price quick.

4. The option to set a specific item price is available when needed.
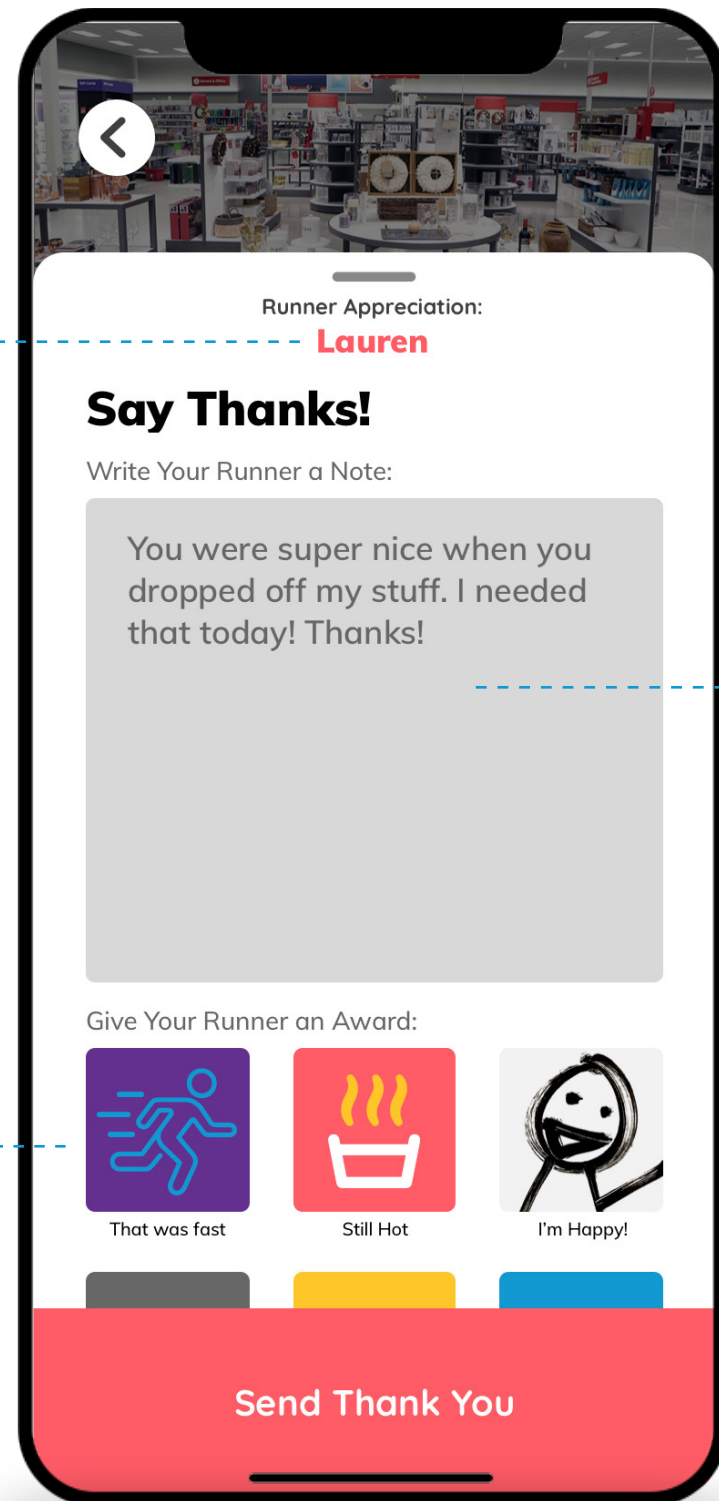
Improved Runner Morale

JOURNEY PHASE: DELIVERY/REUSE

DEVELOPMENT BUDGET: M (28 HOURS)

SCENARIO: You've been super busy at work and your coworker just did you a huge favor by picking up some much needed toothpaste on their lunch break. You want to show your appreciation by sending a note of appreciation and/or award to your runner.

1. The Runner's name is displayed, so the Buyer is confident that appreciation is sent to the correct person.

2. A generous text entry field lets the Buyer enter a note of appreciation to the Runner.

3. The Buyer can also give the Runner an award, selected from a list.

1.

2.

3.

Runner Appreciation:
Lauren

Say Thanks!

Write Your Runner a Note:

You were super nice when you dropped off my stuff. I needed that today! Thanks!

Give Your Runner an Award:

That was fast

Still Hot

I'm Happy!

Send Thank You