

Challenge

Design an **automatic analysis system** for the **post office** that collects and analyse **customer's feedback**.



Overview

My team was assigned to investigate and identify the issues and the solutions of **automated feedback system** for Post office, to bring the best outcomes, I accomplished following processes.

Brand Research	Feedback Workflow - Current	Wireframing - Admin
Competitive and Comparative Analysis	Feedback System Analysis	Wireframing - Staffs
Analysis of Current Platforms	Prioritisation	Wireframing - Users
Customer Research	Cart Sort & Pin Up	High Fidelity Prototyping
Staff Research	Summary from Pin Ups	Iterative from User Testing
Personas	Sketches	Final Designs
		Outcome & Next Steps



Overview

Brand Research

5 top competitors in Australia were **AusPost, DHL, UPS, FedEx and TNT Express**. I've researched the history how they got started, what were their goals and number of employees.

Competitive and Comparative Analysis

I conducted in-depth research on those companies, their available post offices and available customer feedback methods

Analysis of Current Platforms

Studied how current platform works and analysed the functions. Pros and cons from existing platform.

Customer Research

Monitored how existing users interact with current feedback systems, there are **5 major ways** to send feedback to **Post office, email, letter, social network, talk in person, via website**.

Staff Research

I interviewed and got some feedback **from current staffs** at Post Office, understanding of their process of reflecting feedback from customers.

Personas

Created **3 different types** of staffs who will use automated feedback system based on the interviews at Post Office. It will be our starting point to develop a human focused design system for users.

Feedback Workflow - Current

Based on the personas, I wrote a diagram of how they interact with current system.

Feedback System Analysis

I analysed 6 competitors of current feedback system that are available online, I compared pros and cons of each platforms

Prioritisation

I listed up **31 potential new functions** can be added to existing platform and I prioritised them high, medium and low and add them into my schedule for both cases, full or budget developments.



Card Sort & Pin-Ups

I combined user feedback, staff feedback, feedback system analysis into one board to visualise what I need to include for “Automated feedback system”

Summary from Pin Ups

I created a summary of every user needs for this project from discovery of Card Sort and Pin Ups process.

Sketches

At early stage of visualising process, I am showing some example of my sketches on papers so that I can move on to wireframing process.

Wireframing - Admin

Wireframing the concept for Desktop and mobile Admin users formatted in figma so I can share the ideas with other stakeholders.

Wireframing - Staffs

Wireframing the concept for Desktop and mobile Staff users, formatted figma at the same time with Admin development as they are similar functions.

Wireframing - Users

Wireframing the concept for Desktop and Mobile users, this design will be a single platform and that works for any devices, i.g. QR code access, ipad feedback device, online etc.

High Fidelity Prototyping

3 main things I did in a process of High Fidelity Prototyping, **research the modern UI from mobbin, pick the most suitable UI module in figma, then create a high-fidelity mockup.**

Iterative from User Testing

After creating a working prototype, I collected **feedback from test users** commented on my designs.

Final Designs

Based on the feedback I received from user testing, I did the **extensive changes** to our design and re-package the mockup for client

Outcomes and Next Steps

I completed **full wireframing of how new automated feedback system works and high fidelity mockup in figma + documented a full design process**, I also added some improvements for next version of the Automated feedback system.



Brand Research

There are 5 major post offices in Australia,
AusPost, DHL, UPS, FedEx and TNT.



<https://www.auspost.com.au>
Australian Post Offices 4,330



<https://www.ups.com.au>
Founded in 1907 Washington USA



<https://www.tnt.com>
Founded in 2011,
Hoofddorp Netherlands



<https://www.dhl.com>
Founded in San Francisco USA
First Australian Post Office opened in Sydney in 1972



<https://www.fedex.com>
Founded in 1971, Tennessee USA

Brand Research



AusPost Post Office

How they got started:

"Australia Post's origins can be traced back to 1809, when **former convict Isaac Nichols was appointed as the nation's first postmaster and opened a post office in his house in George Street, Sydney.** Nichols was responsible for collecting the mail from newly arrived ships."

What were their goals:

"The principal function of Australia Post as per the APC Act is **to supply postal services within Australia and between Australia and places outside Australia.** While doing this, we will provide high-quality, efficient services to the community, and operate commercially and achieve a reasonable return on assets."

Number of employees **35,000**



DHL Post Office

How they got started:

"The company DHL **itself was founded in San Francisco, United States, in 1969** and expanded its service throughout the world by the late 1970s."

What were their goals:

"As a logistics company, we are the backbone of trading by **providing everything that needs to be delivered.** We not only deliver packages: we deliver prosperity, transport health, feed development and bring joy. Every day we connect people to improve their lives."

Number of employees **400,000**



Brand Research



UPS Post Office

How they got started:

"In 1907, two teenage entrepreneurs created what would become the world's largest package delivery service.

Starting in a Seattle basement with a \$100 loan, Claude Ryan and Jim Casey opened the American Messenger Company."

What were their goals:

"What We Seek to Achieve: **Grow our global business by serving the logistics needs of customers, offering excellence and value in all that we do.** Maintain a financially strong company-with broad employee ownership-that provides a long-term competitive return to our share owners."

Number of employees **534,000**



FedEx Post Office

How they got started:

"The company was **founded in Little Rock, Arkansas in 1971 as Federal Express Corporation by Frederick W. Smith, a graduate of Yale University.** He drew up the company's concept in a term paper at Yale, in which he called for a system specifically designed for urgent deliveries.?"

What were their goals:

"FedEx Corporation **will produce superior financial returns for its share owners by providing high value-added logistics, transportation and related business services through focused operating companies."**

Number of employees **850,000**



Brand Research



TNT Post Office

How they got started:

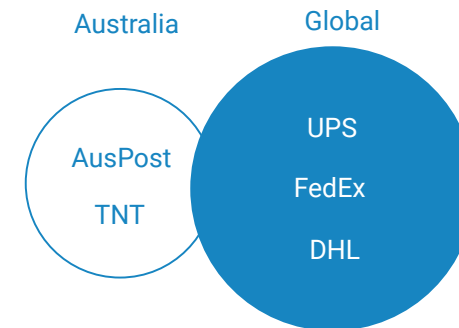
TNT, **originally Thomas Nationwide Transport, was founded in Sydney by Ken Thomas in 1946.** The company merged with Hungarian refugee Peter Abeles' transport company, Alltrans Group, in 1967. Alltrans was famously started with Sir Peter's two trucks dubbed Samson and Delilah.

What were their goals:

"We **make shipping easier by offering one supplier for all your transport needs, to save you time and cost.** That's one network, one point of contact and local expertise in more than 200 countries. Perhaps most importantly, we are a partner to rely on."

Number of employees **10,000**

Business Scale



No. of Employees



Competitive and Comparative Analysis

The method of how customers send feedback to those companies.

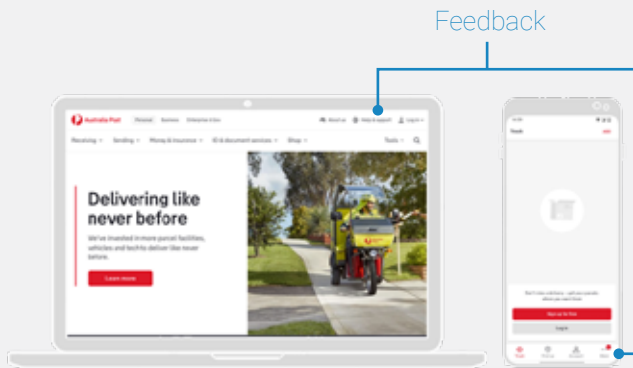


	Australia Post	DHL	UPS	FedEx	TNT
Globally recognised	●	●	●	●	●
Post Office Global	●	●	●	●	●
Post Office Australia	●	●	●	●	●
Feedback via Phone	●	●	●	●	●
Feedback via Email	●	●	●	●	●
Feedback via Letter	●				
Feedback via Social Network	●				
Feedback in Person	●	●	●	●	●
Feedback via Chatbot	●	●	●	●	●
Feedback via Mobile App	●	●	●	●	●
Rating Feedback		●			

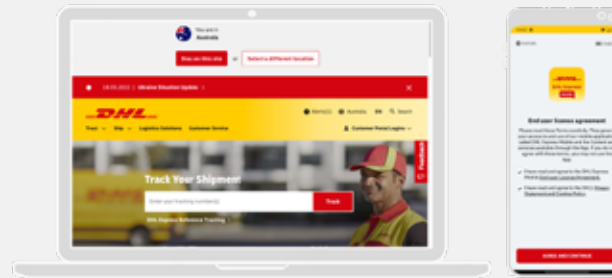


Analysis of Current Platforms

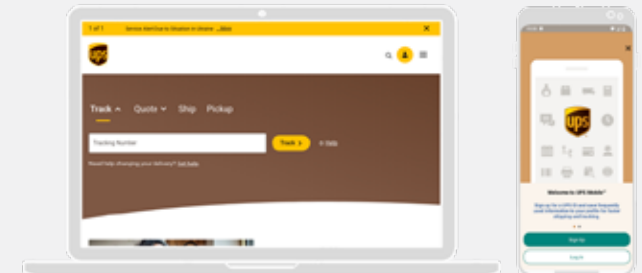
First Impressions of 5 competitors in Australia



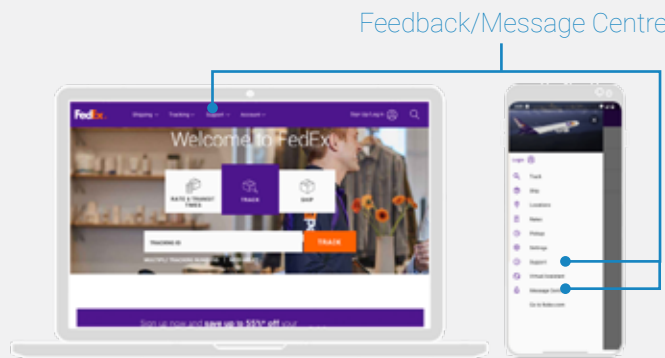
Easily found a tab "Help & Support" on both web-app and mobile app.



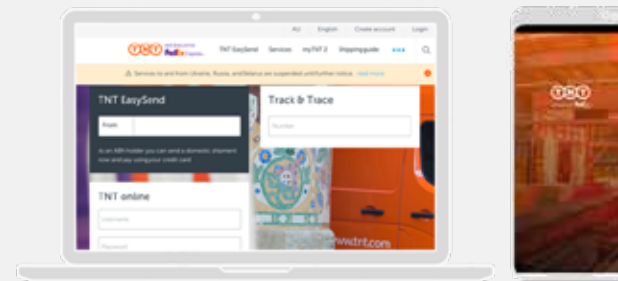
Feedback tab is not found at first landing page for web-app, "help & Support" tag was in menu for mobile-app



Easily found a tab "Help & Support" on web-app and for mobile app, it connects to web-app



Easily found a tab "Help & Support" on both web-app and mobile app.



Feedback system not found

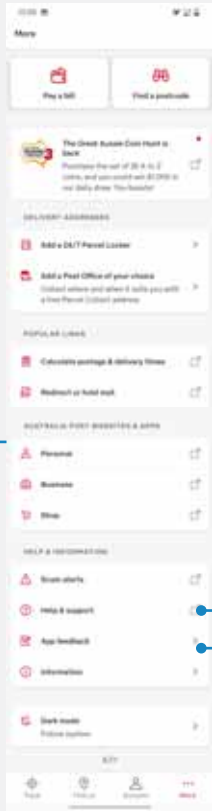


AusPost Insights - Mobile

Landing Page



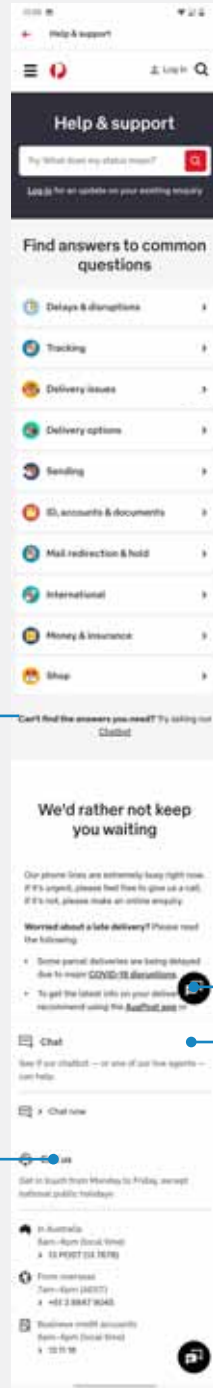
Customers Click "Menu" to open Menu to look for giving feedback option



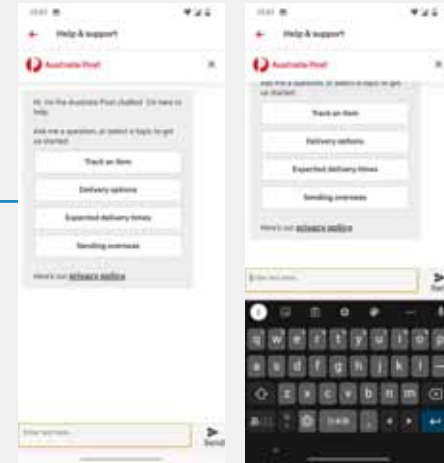
In menu it says "Help & Support" and "Add Feedback"

Chatbox icon appears as I scroll down, it also goes to chatbox

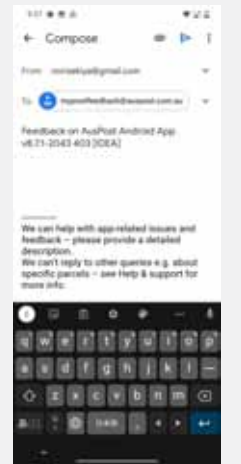
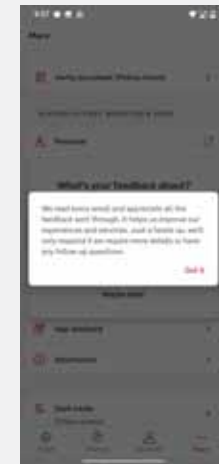
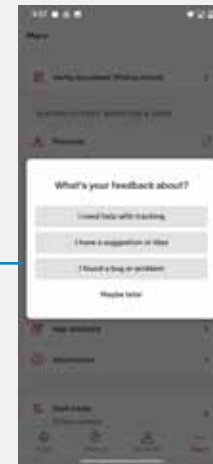
Call Feedback Audio File Recorded + Some notes from operators



At bottom, there are 2 options to leave feedback, Chat, Call options



When customer clicked "Chat Now" or Icon of chatbot, it goes to chatbot to give feedback [Chatbot Log \(Text\)](#)

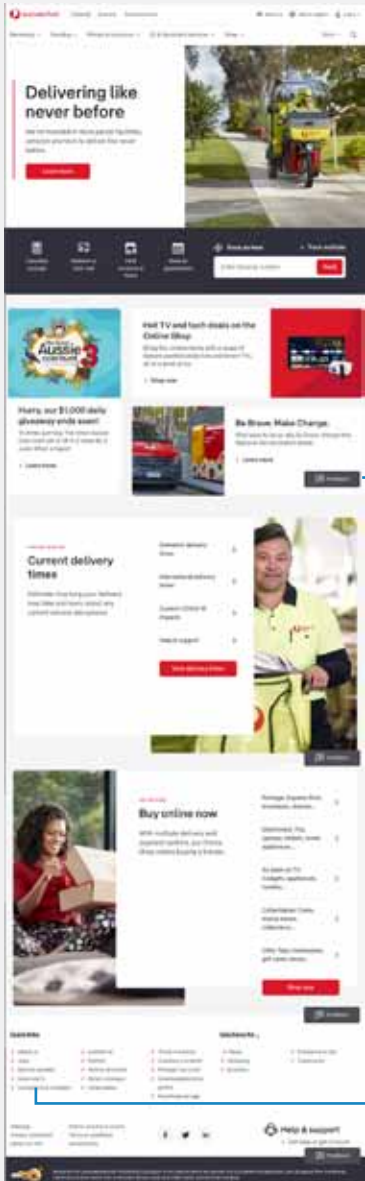


When customer clicked "App Feedback", it goes to email feedback option [Email Feedback \(Text\)](#)



AusPost Insights - Web

Landing Page

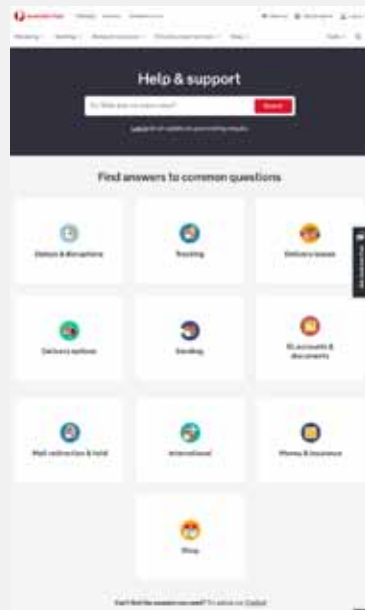


● Customers can comment on AusPost Website, [Text Feedback](#)

● Feedback Icon always appears at the bottom of the page

● ChatBox pops up here, giving some guidance to customers, [Chatbox log \(Text\) Feedback](#)

● Complaints & Feedback tag found here



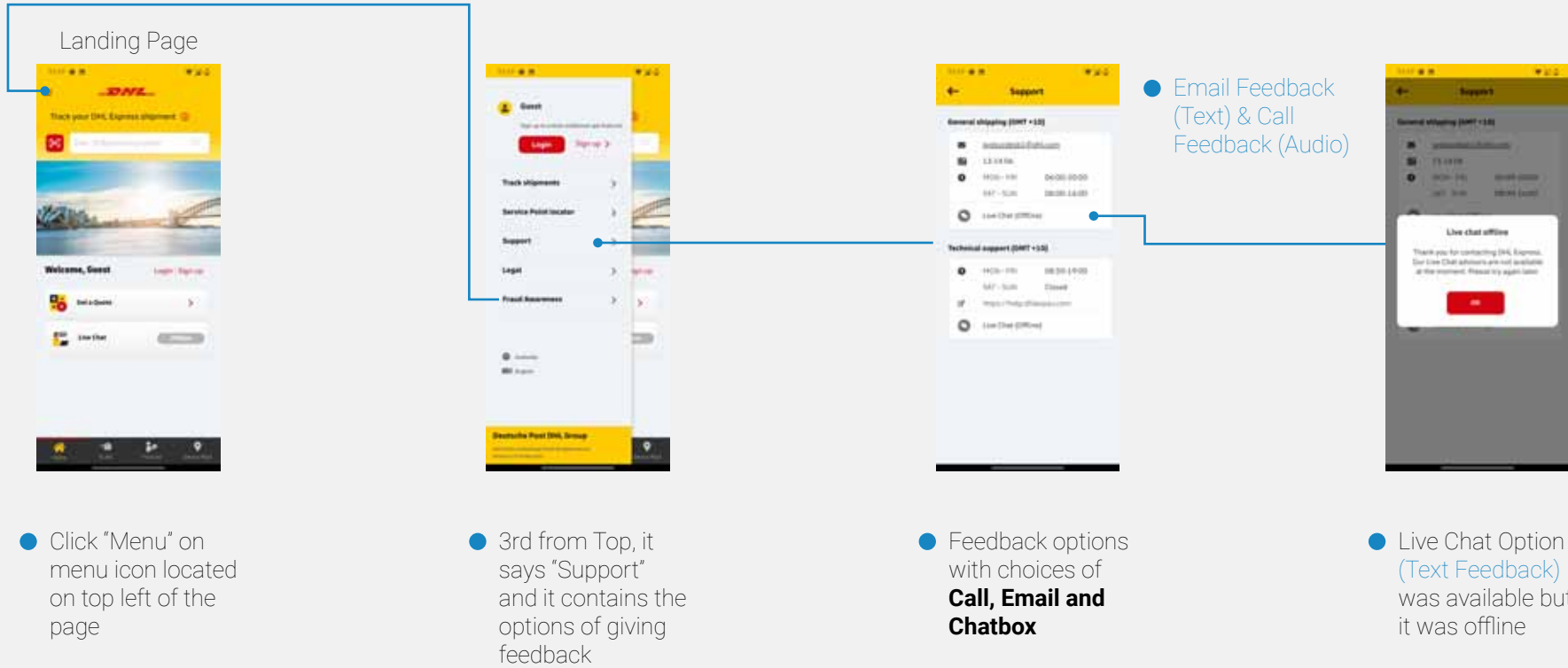
Under Complaints and feedback, I found 5 different methods to send feedback to AusPost, Online form, Social Media, Letter, Phone and Post Office.

- Chat History (Text) feedback from social network platforms.
- Physical Letters Feedback
- Audio File Recorded + Some notes from operators
- Video + Reports Feedback from Post Office

● Ask AusPost Found here



DHL Insights - Mobile



DHL Insights - Web

Landing Page



● Customer Supports tag is found here

● Call for audio feedback, Email for text feedback



● Click "Feedback" to give feedback to DHL



● Customers can choose between "Specific Feedback" and "Generic Feedback"



● Message "Click on the part of the page you would like to give feedback about", it allows me to click the page



● Customers gives feedback Between 1-5 stars. Rating Feedback



● Customers gives feedback Between 1-5 stars. Rating Feedback



Customer Research

I conducted a survey for customer research and I collected 5 responses from family and friends by phone/video chat

Q1 How often do you use “Post Office”?

Q2 If you want to give feedback to Post office, what will you do? In Person, Email, Chatbot, Online Form, Phone, Letter

Q3 Did you have any experience you had a good/bad experience at Post office but you didn’t give feedback?

If yes, please tell me why you didn’t give feedback

Q4 What do you expect Post office can do for you?

Q5 Do you have any comments on user experience for feedback system?



Customer Research

Q1 How often do you use "Post Office"?

"Once in a month"

by user 1 by phone / video survey

"Twice in a year"

by user 2 by phone / video survey

"Twice in a month"

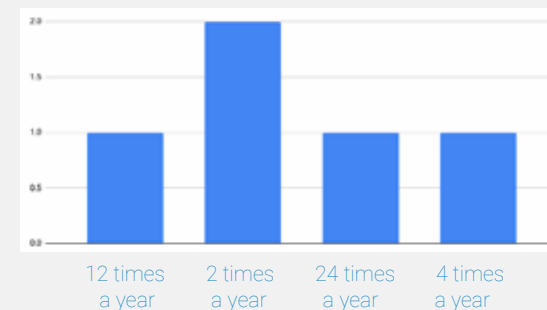
by user 3 by phone / video survey

"Once in 3 months"

by user 4 by phone / video survey

"Twice in a year"

by user 5 by phone / video survey



What I learnt?

Everyone goes to Post Office but numbers of visiting are varied

Customer Research

Q2 If you want to give feedback to Post office, what will you do?
In Person, Email, Chatbot, Online Form, Phone, Letter

“Email or In Person”

by user 1 by phone / video survey

“In Person / Phone”

by user 4 by phone / video survey

“Online Form or In Person”

by user 2 by phone / video survey

“Online Form or Email”

by user 5 by phone / video survey

“In Person”

by user 3 by phone / video survey



What I learnt?

Give feedback in person is the ideal way for most of people,
some people prefer to use online Form and email.

Customer Research

Q3 Did you have any experience you had a good/bad experience at Post office but you didn't give feedback? If yes, please tell me why you didn't give feedback

“Yes, One time I had a bad experience was the parcel was sent to me and I tried to collect from Post Office but it says “Westlakes”, however there were 2 Post Offices at Westlakes so I didn't know which office I needed to go, I went 2 Post Offices and last one I went was the correct office, I didn't want to give feedback because it bothers me.”

by user 1 by phone / video survey

“Yes, because It takes a time to give them a feedback, If I really have a fantastic feedback, I will tell in person who serviced me.”

by user 2 by phone / video survey

“Yes, They explained carefully, I didn't give feedback because I don't need to visit”

by user 3 by phone / video survey

“Yes, They were not kind enough when they are been asked for something outside of their departments”

by user 4 by phone / video survey

“No, I don't have any experience which makes me want to give feedback to them”

by user 5 by phone / video survey



What I learnt?

I realised most customers are happy with current system. They are not happy when they send a parcel outside of the country.



Customer Research

Q4 What do you expect Post office to do for you?

“Send/Receive parcel or letter, Passport Application, Simple Procedure, Clear Postage indication”

by user 1 by phone / video survey

“Show more easy for instructions, returning goods information for good sent oversea”

by user 4 by phone / video survey

“Recommend me the cheap/best delivery cost, Translated instructions”

by user 2 by phone / video survey

“All of the service Post Service will need to handle”

by user 5 by phone / video survey

“Make it easier to send something outside of country”

by user 3 by phone / video survey



What I learnt?

Customers are expecting staffs at Post Office to explain the process in details and expecting to handle all of delivery includes international goods.

Customer Research

Q5 Do you have any comments on user experience for feedback system?

“Yes, I’m not sure how our feedback are treated in the company and not clear on how those feedback are reflected to existing system, if there is a notice of what is achieved in office, I feel more satisfied and willing to give more feedback”

by user 1 by phone / video survey

“No, I don’t use feedback system at all”

by user 2 by phone / video survey

“Post office requires International Standard for instruction, I don’t know where the goods are”

by user 3 by phone / video survey

“Detailed information for shipping for international goods (I want to know where they are, more than how they delayed), Visualise the process of it”

by user 4 by phone / video survey

“Yes, I sometimes see “Rate us” feedback system at retail shop. I’m curious to know what is this for them.”

by user 5 by phone / video survey

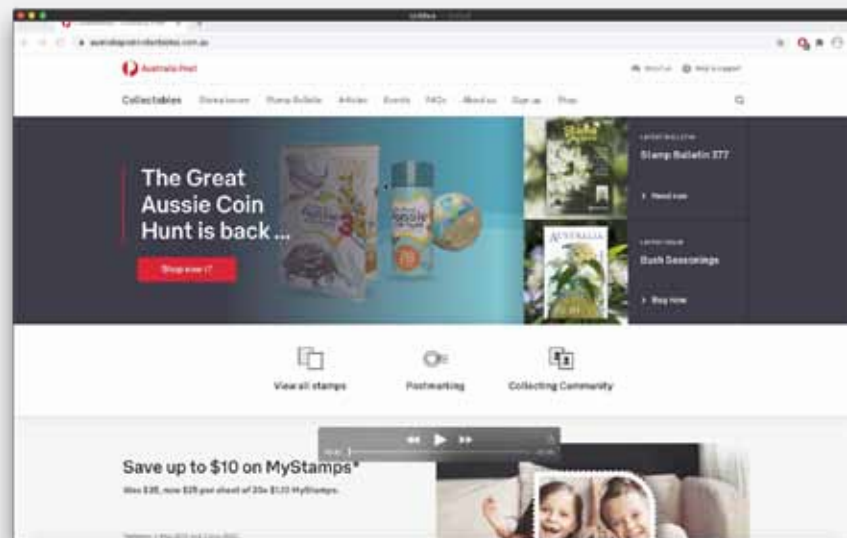


What I learnt?

Some customers pointing out that it is not clear enough to know how rating system reflects their service at Post Office.

Analysis of monitoring customer's interaction with existing AusPost feedback system - Web & Mobile App

2 videos shows the user flow of how customer interacted with current AusPost Web & Mobile App. Her mission was to give feedback to AusPost. Via Website, she spent 6 mins 30 seconds to look for the right method to give feedback but she failed this mission. Via App, she spent 55 seconds and the mission was successful.



<https://drive.google.com/file/d/1wUlhLSNK1azRaIDrAUK5I9vzfmnob0ts/view?usp=sharing>



<https://drive.google.com/file/d/1wUlhLSNK1azRaIDrAUK5I9vzfmnob0ts/view?usp=sharing>

Customer Research

Analysis of monitoring customer's interaction with existing feedback system - Web



00:00 She is instructed to give feedback via website.

00:06 She found "Help & Support" from top right, she believes I can send a message from here.

00:28 The page is still loading, she is a bit annoyed by its loading speed

00:38 She found "Chat now" icon, she thought she can message them from here

00:45 Chatbot loaded, she said it wasn't what she expected

00:54 She tried to find a way to send a message from chatbot



01:35 After a couple of interaction of chatbot, she gave up and start looked into other options



02:14 She decided to use "Search" tool to type "Feedback" to find a right page for her





02:40 She shocked there are 5144 results when she typed "Feedback"



02:49 She clicked the first link from 5144 results.



03:04 She found "Complete an online form" because she believe this is the one she needed but she decided to scroll down because they are more information at same page.

03:38 She then clicked "Late or missing item" link at bottom page

03:48 The page displayed was not what she expected, it asking her "tracking number"

04:14 She came back to "Complaints and feedback" page and decided to click "Complete an online form"

04:16 When she clicked "Complete an online form" it only scrolled down at same page

04:50 Now she found a topic "Not happy with the response?" and clicked the link of "Outside of PostPost Web page"



05:25 **Result: She gave up!**
Page loaded she realised she landed a different website and now she gave up on giving feedback



Customer Research

Analysis of monitoring customer's interaction with existing feedback system - Mobile App



00:00 The page was landed and she found "More" tag and clicked to find a tag to send feedback

00:05 She found "Help & Support" from "More" tag

00:11 She clicked "Help & Support" and the question "What's your feedback about?" pops up



00:17 From choices of "I need help with tracking", "I have a suggestion or idea", "I found a bug or problem" or "Maybe Later, she picked "I have a suggestion or idea"

00:21 The message "We will read your email" notice, so she knows it will be "Email" feedback

00:33 When she clicked "Got it" from a message above, then it opens "Email App" to send a message. The title was preset and she only need to send a content of the email



00:55 She started typing a message and it was a successful process to send feedback (This case suggestion) to AusPost



Staff Research

I conducted a survey for customer research and I collected 2 valued responses from staffs working at 4 Post Offices
(Interviewed on 6th/June)

Q1 How often do you receive feedback from customers?

Q2 When you do, How do you keep record of feedback from customers?

Q3 Do you share customer feedback from other Post Office or headquarter? If yes, how often you talk with them?

Q4 Do you use any feedback system in place?

Q5 What suggestions do you have to improve current feedback system?



Interviewed
Damien At
Tea Tree Plaza

Staff Research

Q1 How often do you receive feedback from customers?

“I receive feedback at daily basis”

by Sharon, interviewed by in person

**“I receive feedback at daily basis,
mostly receive feedback verbally
for both good and bad experiences”**

by Damien, interviewed by in person



What I learnt?

Every Staffs at Post Office receives feedback for both good and bad

Staff Research

Q2 When you do, How do you keep record of feedback from customers?

“I only share feedback verbally with my manager at Brahma Lodge Office”

by Sharon, interviewed by in person

“I keep feedback in digital format at office, I report them to headquarter fortnightly via email”

by Damien, interviewed by in person



What I learnt?

They share the feedback and report them to headquarter,
The staffs at Post office share them with their manager.

Staff Research

Q3 Do you share customer feedback from other Post Office or headquarter? If yes, how often you talk with them?

“No, I only talk with headquarter when there is a feedback challenge”

by Sharon, interviewed by in person



What is feedback challenge?

Feedback challenge is a challenge for customers who gave a great feedback to the headquarter using QR code at Post Office, they are entitled to win \$5000 AUD for every twice in a year.

*Having trouble finding the above numbers? Click [here](#)

Congratulations to the winner of the prize draw for January to March 2022: K Rae from Osborne Park WA. The next prize draw for \$5000 will take place on 29/06/22.

To view the terms and conditions please click [here](#).

Copied and pasted from www.auspot.com.au/myvisit

“Yes, we often report feedback and receive their report back every fortnightly, we also send feedback challenge when it is happening”

by Damien, interviewed by in person



What I learnt?

Some Post Office talk with headquarter frequently but some are not, it is not compulsory to report fortnightly. When there is a feedback challenge they talk with headquarter

Staff Research

Q4 Do you use any feedback system?

“No, I don’t use any feedback system at this moment”

by Sharon, interviewed by in person

“Yes, we keep a record at daily basis and send them to a headquarter all at once fortnightly via email”

by Damien, interviewed by in person



What I learnt?

There are public and private Post Offices, their feedback system are not the same, depends on the Post Office they treat Feedback differently

Staff Research

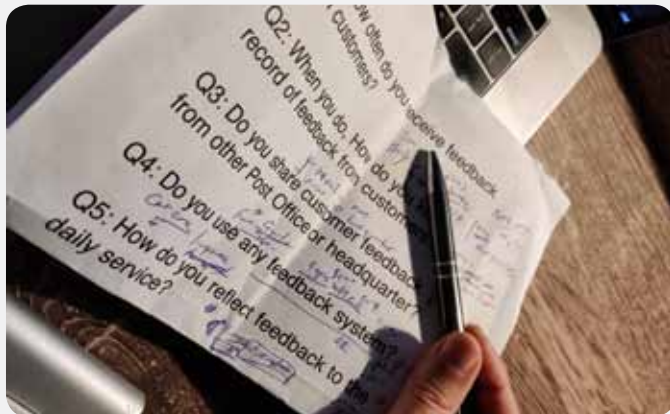
Q5 What suggestions do you have to improve current feedback system?

“No I don’t have one, I’m pretty happy with current feedback system”

by Sharon, interviewed by in person

“Yes, if there is a system exists and that makes all of us and customers all happy, we are more than happy to use it”

by Damien, interviewed by in person



Notes taken while interviewing by Nori 6th/June/2022



What I learnt?

Customising between Post Office is required when designing an automated feedback system for Post Office.

Personas

Created 3 different personas and they are potential users to interact with “Automated Feedback System” for Post Office in near future.



Name: Kathy Warren
Age: 38
Role: Full Time Staff at Post Office



Name: Robert Carlos
Age: 43
Role: Track Driver,



Name: Julian Smith
Age: 55
Role: Senior customer support advisor
at Head Quarter AusPost

Persona 1



Kathy Warren

Age: 38

Occupation: AusPost Staff
at Golden Grove Office

Relationship Status: Married

Residence: 3 Bedrooms in Gulview Heights

“I would love to use automated feedback system as long as it is intuitive and accurate”

Her daily routine is go to work at 7:30 am then start servicing at AusPost at Golden Grove, have a lunch at 1 pm, then go home at 5:30 pm. Due to a hard schedule, **she doesn't have enough time to deal feedback** she receive from customers. **She normally write notes on papers then send those feedback using normal online form.** Once she sent this, she doesn't know how those feedback are been treated.

Goal:

Automated feedback system needs to be intuitive and accurate

The system can handle feedback in busy working environment

Pain Points:

She doesn't want extra work while she is dealing with customers

She doesn't want to learn, the software needs to be able to use for beginner users too

What we can achieve:

Create an automated feedback that **is always easy to use and displaying accurate information** (Dynamic numbers and read data directly from central control)

Do User testing to make sure it is useful for staffs in AusPost.



Persona 2



Kathy Warren

Age 43

Occupation Truck Driver

Relationship Status: Single

Residence 2 Bedrooms in Valley View

“I use Post Office very often, I have some suggestions so it makes me easy to send parcels oversea”

He recently immigrated to Australia and found a job as a truck driver, he often use Post Office to send parcels to his relatives and family in Colombia. However he often **feels it is annoying to write same address, same person's name**, if there is a system to automating this process the officework will be more useful, I also want to know if they can offer me a deal with a print-ready label to send parcel every month.

Goal:

He wants to send suggestions but he doesn't want to use computer

He needs to see if my suggestion accepted or not and notify hi, he is more than happy to do user testing.

Pain Points:

He needs to write same address and same person every month, it annoys him

There is no monthly offers as I need to redo the same process every time.

What we can achieve:

Automated feedback system **handles all of valid feedback and notify customers who suggested this.**

Preset their receiver's address in system so he doesn't need to rewrite same information



Persona 3



Julian Smith

Age 55

Occupation Senior customer Support advisor

Relationship Status: Married

Residence 4 Bedrooms in Golden Grove

“Feedback is important, we will need to prioritise the tasks as we get a large number of suggestions”

She spend most of time on analysing the suggestions, claims and feedback from customer as well as the suggestions from Post offices, **dealing large amount of feedback makes her job harder to pick up only the valuable information.** If she has an automated feedback system in place and that makes her life easier she doesn't have any reasons why she doesn't use it.

Goal:

Automated feedback that can handle priority and importance

Create a system that can handle a large amount of feedback

Pain Points:

Dealing with large amount of feedback and difficult to judge which feedback are valuable

How to reflect those valuable feedback to individual Post Office

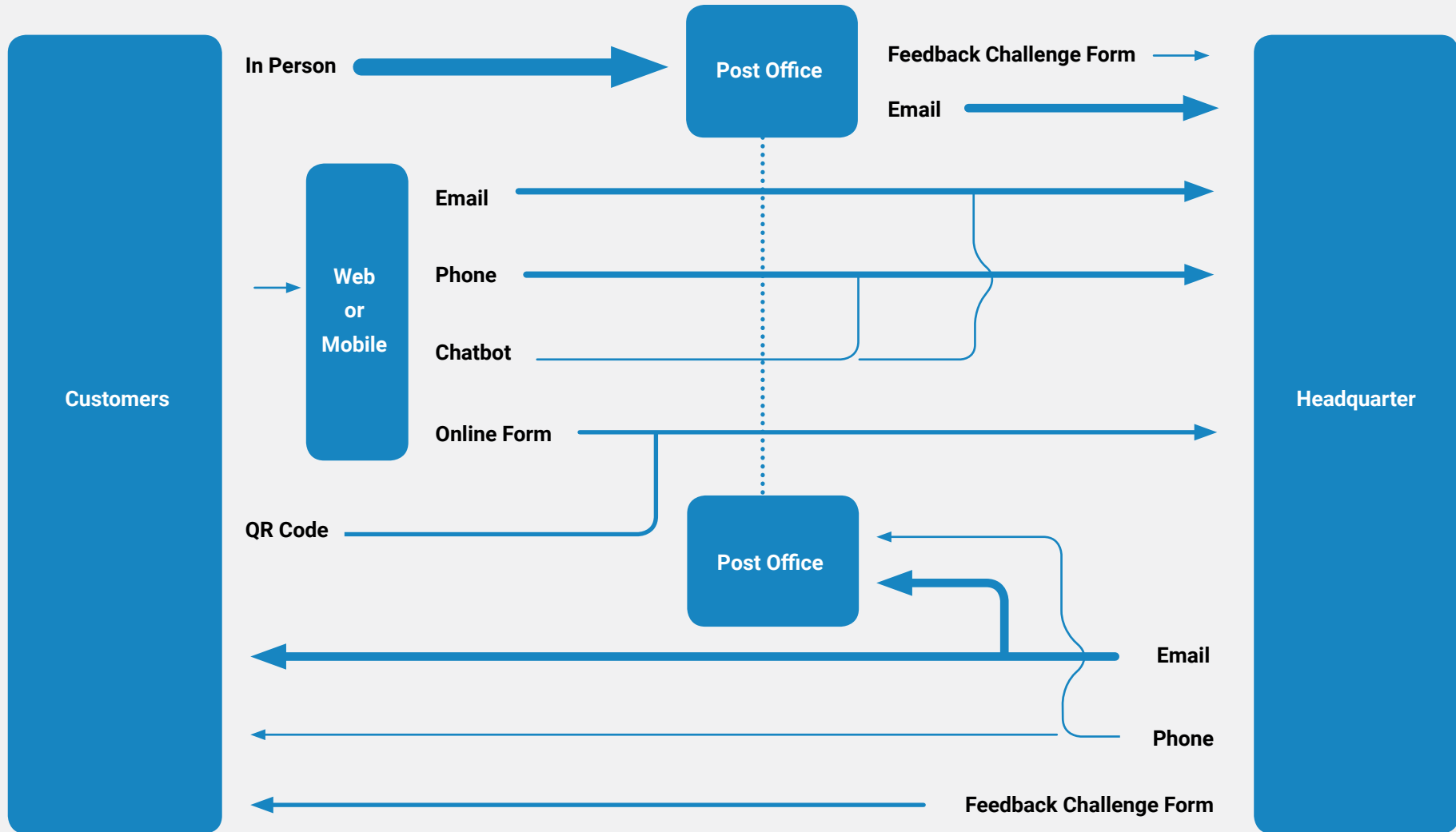
What we can achieve:

Automated feedback system to analysis and judge the priority of the tasks

Create a system to share decisions directly to individual Post Office quickly



Feedback Workflow -Current



Large traffics → Small Traffics →

Feedback System Analysis

I analysed 6 competitor's current feedback systems that are available online, I listed their pros and cons, I also listed elements for card sorting.



1 .Delighted

Key features include question piping, random sampling, and multi-channel collection..

- ✓ **Pros**
- User-friendly
- Good analytic
- Lots of integrations

- ✗ **Cons**
- Limited reporting
- Doesn't allow you to keep track of and organize feature requests easily

Keywords
rating, hash tag, channel, all, components, collection, purchase experience, response, dashboard, trend, people, settings



2 .AskNicely

Key features include live reports, real-time leader boards of service personnel scores, and automated responses.

- ✓ **Pros**
- Allows you to capture feedback on an ongoing basis or after specific events
- Allows you to track NPS (Net Promoter Score) by product, channel and segment
- Data is easily shared in reports and on dashboards

- ✗ **Cons**
- Doesn't allow you to customize NPS scoring
- Not great for providing an NPS at an account level
- The filters in analytic are limited and work only on predefined variables

Keywords
net promoter score, dashboard, minimum, maximum, growth rate



3 .Retently

Key features include audience segmentation, several integrations, and survey customisation.

- ✓ **Pros**
- It supports a number of messaging app, including Slack
- It enables you easily to A/B test subject lines, maximizing survey response rates
- It's easy to automate using workflows and webhooks

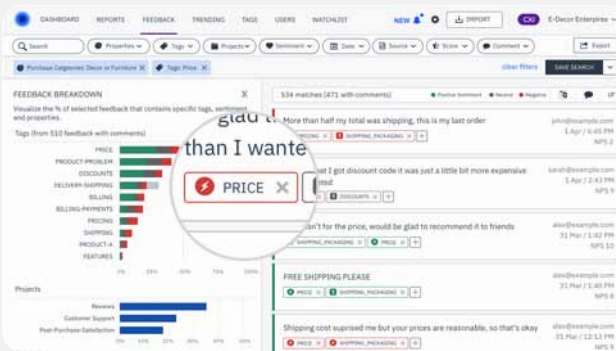
- ✗ **Cons**
- Not very versatile; can't use it to send other kinds of surveys
- Reporting is limited

Keywords
dashboard, analytic, audience, companies, outbox, messages, campaigns



Feedback System Analysis

Another 3 competitors listed here, with their pros and cons I summarised here.



4. InMoment

Key features include advanced data analysis and machine learning techniques, the ability to analyze customer sentiment in real time, and customisation of surveys.



Pros

- Allows customisation of timing of surveys and sampling
- Allows segmentation of customers with tags to draw more detailed insights
- It's simple and easy to use



Cons

- It's not easy to compare current data with previous data
- It's not easy to compare current data with previous data
- Limited records; not great for large numbers of results (over 1,500)

Keywords
Dashboard, Reports, Feedback, Trending, Tags, Users, Watchlist



5. SatisMeter

Key features include a number of native integrations, survey templates, and the ability to easily follow-up with unhappy users.



Pros

- You're billed based on number of surveys received, not sent
- Easy integration
- Great help desk



Cons

- Limited ability to tweak questions on surveys
- Limited survey management capabilities
- No workflows or automation available

Keywords
Surveys, Demo Surveys, Settings, Account, Help, Roadmap, Share, Filters,



6. Promoter.io

Key features include real-time text analytic, powerful analytic, and reporting.



Pros

- Allows you to use survey logic to send instant, delayed, or recurring surveys
- Supports surveys in 27 languages
- Enables audience segmentation for deeper insights



Cons

- Limited customisation of surveys
- Very limited campaigns on all plans except Enterprise
- Poor customer service

Keywords
integration, trend, follow up, follow up completed



Prioritisation

There are 31 tasks I need to go through for 3 users (Customers/Staffs/Headquarter), I prioritise them into high, medium and low tasks

Customers

High

1. The information in automated feedback system needs to be live and accurate
2. Website feedback system is very difficult to use for people don't use computers
3. The customers has choices of giving feedback via in person, phone, email, online form, Chatbot, social network.
4. Design for young, adults and elderly people

Medium

5. Notify customer when this feedback is validated, this customer is the person who sent a feedback
6. Some preset inputs will be nice
7. Dark mode and daytime mode

Low

8. More detailed information when they ship parcels to outside of country
9. Translations in different languages

Keep those tasks in mind

Staffs

High

10. The system needs to be intuitive no instruction is required
11. It is a large amount of feedback staffs receive, it is difficult to keep records in digital format
12. The system indicates Good or Bad feedback is nice
13. The system indicates High, Medium, Low priority is nice
14. Staffs report to the manager, manager report to headquarter
15. Customisation is required for every Post Office needs
16. Audio input for busy staffs to keep valuable feedback from customer

Medium

17. A system to report headquarter fortnightly
18. Staffs at post office uses feedback system for Feedback challenge
19. The system not making staffs busy but reduce their workloads
20. Create a system that works for small Post Office to large Post office

Low

21. Instruction of how to use Automated Feedback system required

Headquarters (Admin)

High

22. Keep all of the records of Video, Audio, Text in one location
23. 3 Different logins, Customers, Staffs and Headquarter (Admin)
24. Prioritisation is important
25. Display which Post office reported what feedback
26. Show all the important elements in one page for both mobile and web

Medium

27. Support tools for Def, blinds (Read out function)
28. Plug in API for third party uses
29. Automated report to both Post office, Headquarter is nice

Low

30. Showing details of the staffs reported
31. Showing details of the dates/locations reported

Focus on those tasks

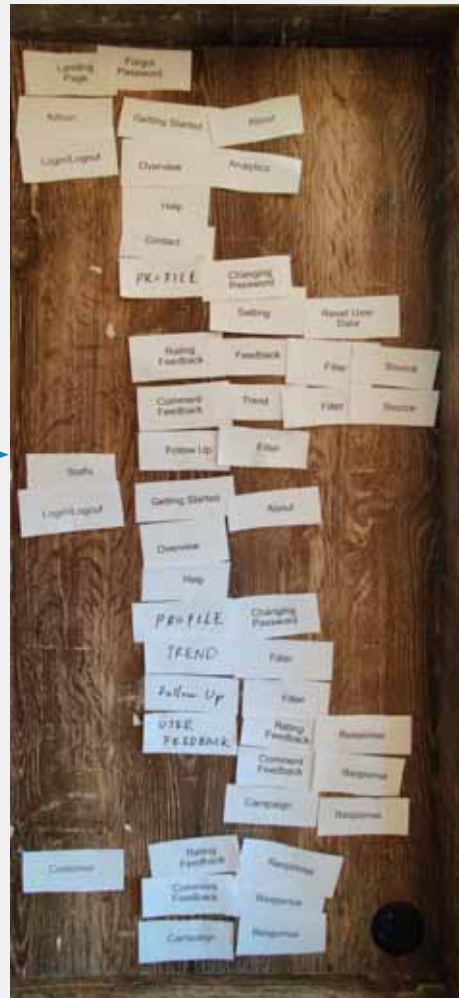


Card Sort

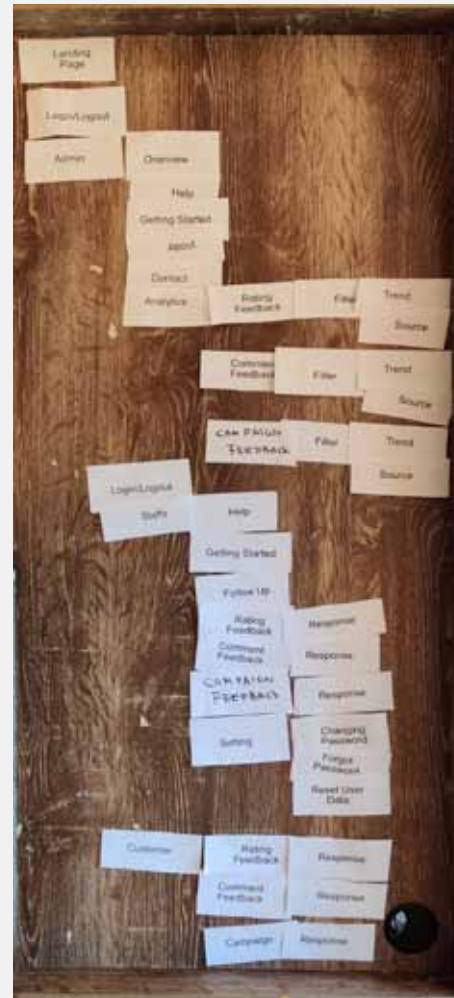
Here are 3 User Feedback from Card Sorting, requesting them to allocate the cards in an order they believe it should be. There are no right answers.



User 1



User 2

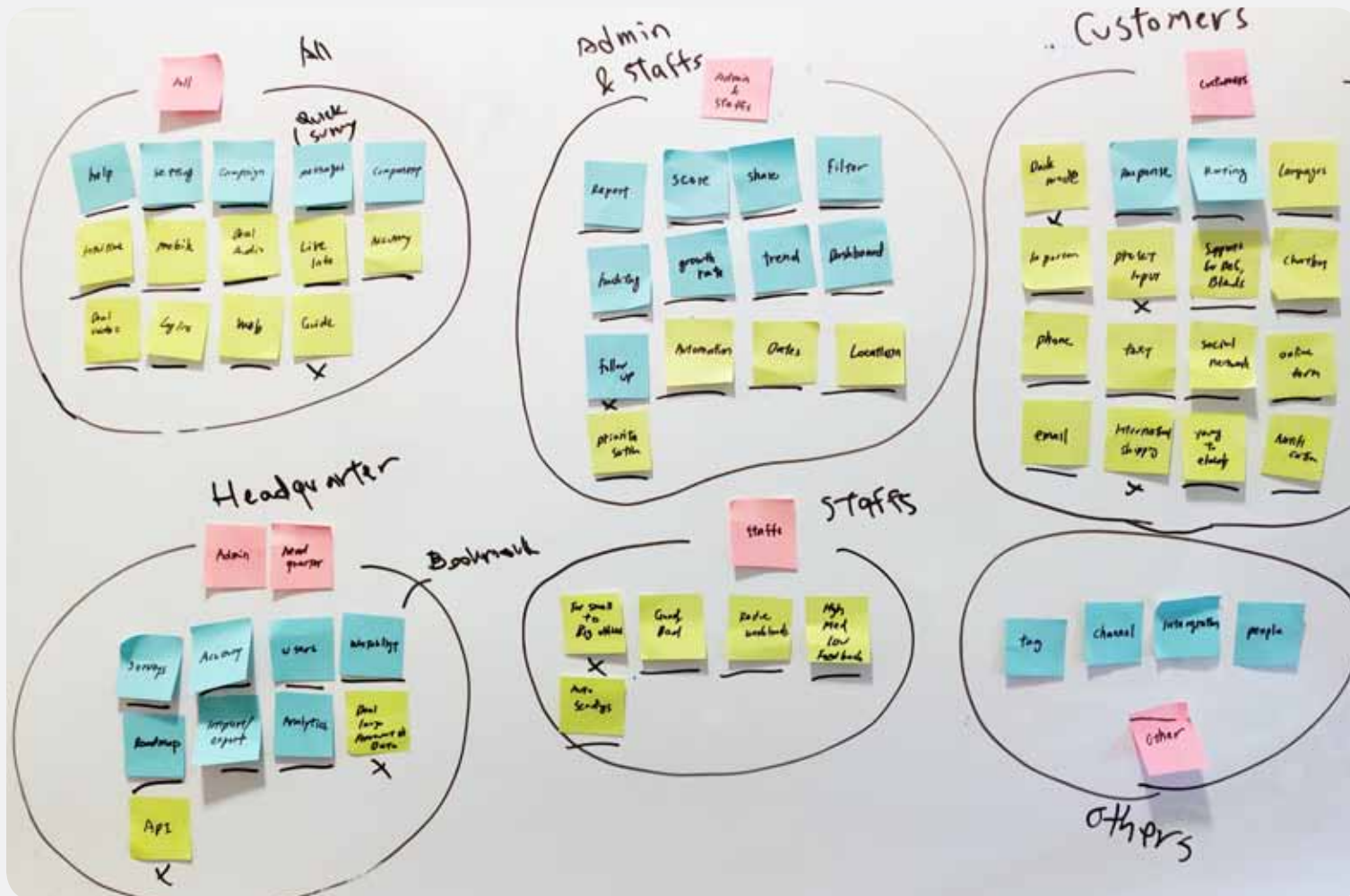


User 3



Pin Up

Combine User feedback, Staff feedback, Feedback system analysis into one board to visualise what I need to be included for “Automated Feedback System”



Summary from Pin up

After a card sorting and pin up, I created goals for 3 users, headquarter, staffs and customers.

Automated Feedback System

Headquarter

Headquarter login can handle **all of the data received/sent to Post Office, it displays up to date information, a weekly summary of comments / rating info** and it contains an automated fortnight summary sent to every Post Office, on dashboard, there are Home, Setting, Campaign, Messages, Components, Data/location of the Post Office, Guide, Report, Score, Share, Filter, Metatags, Growth Rate, Trend and Follow up functions, optimised for both mobile & web.

Staffs

Staffs login can handle **all the data received from Headquarter, feedback inputs from their Post Office**, it displays up to date feedback, summary of comments, on dashboard it contains Home, Setting, Messages, Guide, Report, Score, Share, Filter, Customisation from big to small Office, Good/Bad Comment inputs, High/Med/Low Priority inputs, Auto-Sending to Headquarter functions, optimised for both mobile & web.

Customers

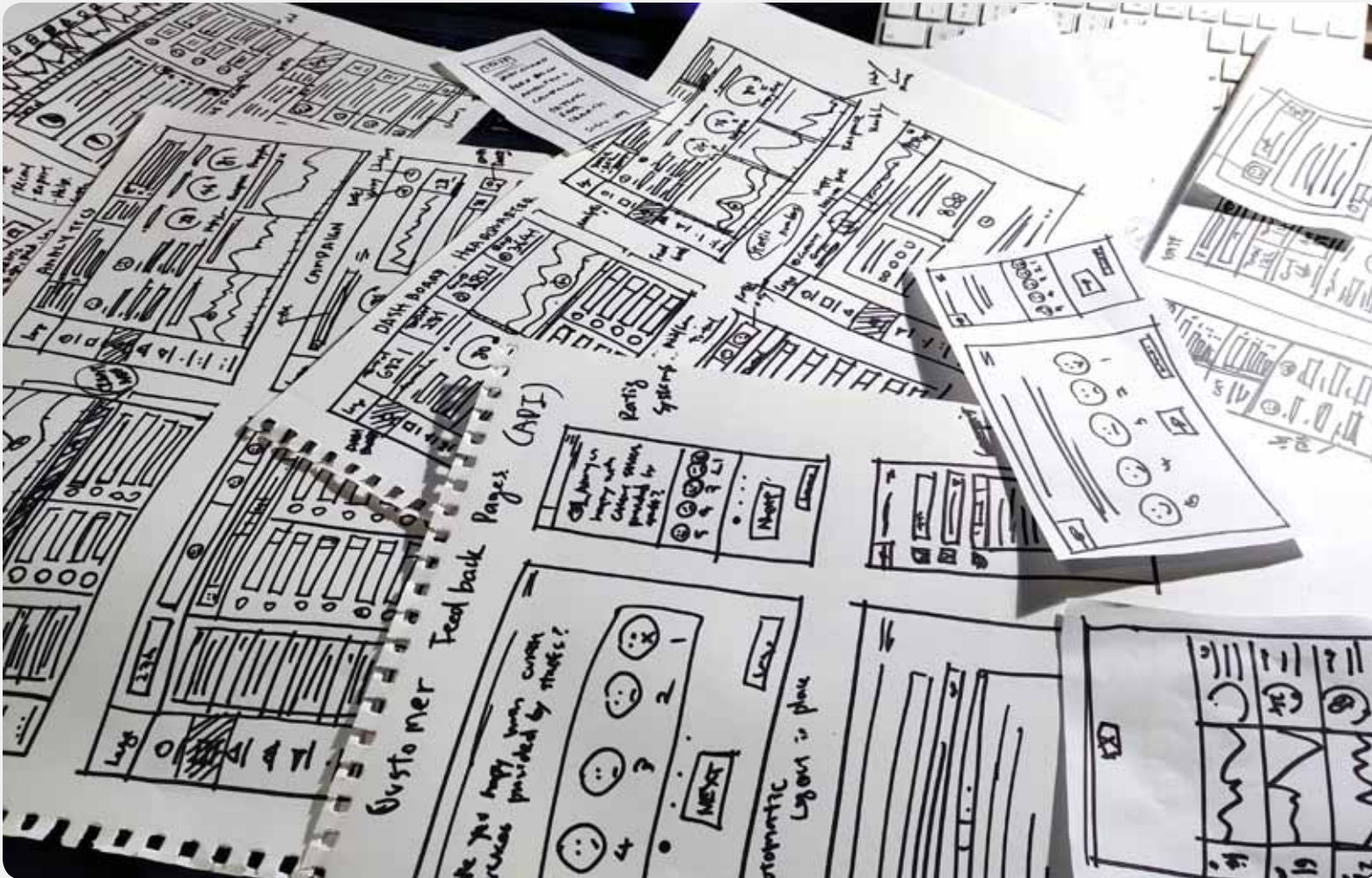
Customers login can handle **the inputs from customers, rating, comments for both good/bad, high/med/low inputs and thank you message**. On dashboard there are dark mode, Response, Comment input, Rating, Email, Language setting functions, optimised for both mobile & web.

Many customers do not click submit buttons, we miss a lot of high reviews, I want a system that can auto save and send to us - Damien (Manager at Post Office Tea Tree Plaza) !

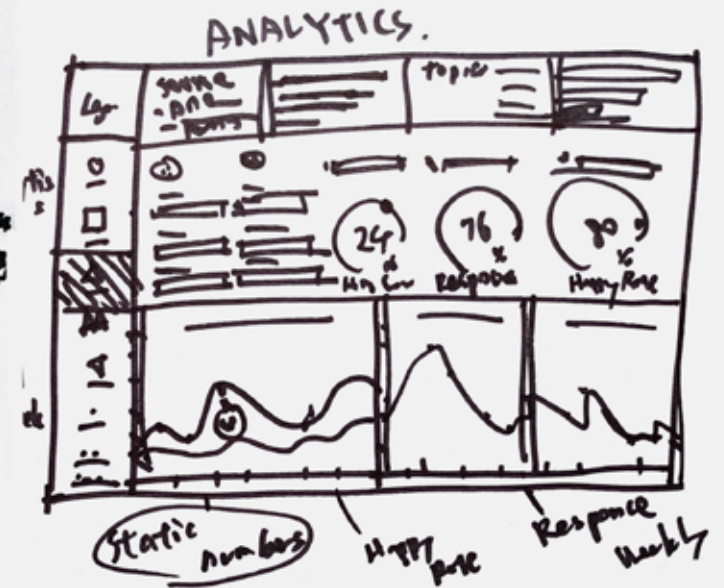
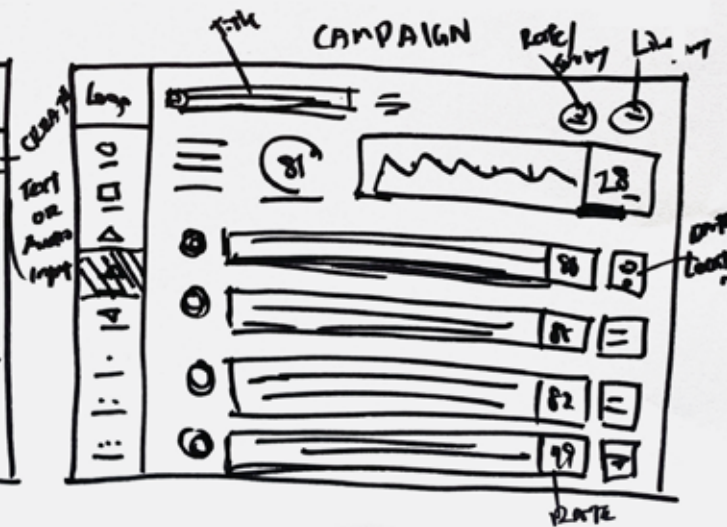
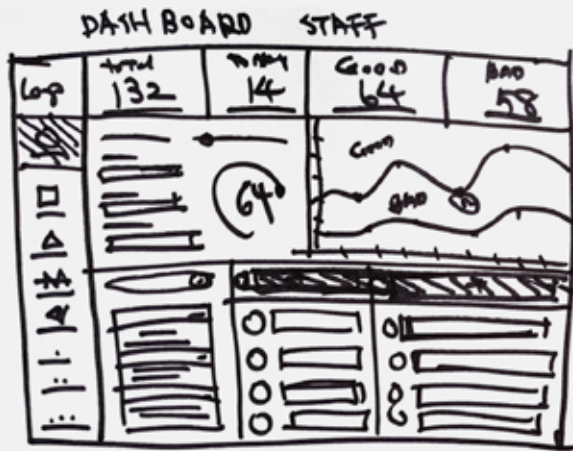


Sketches

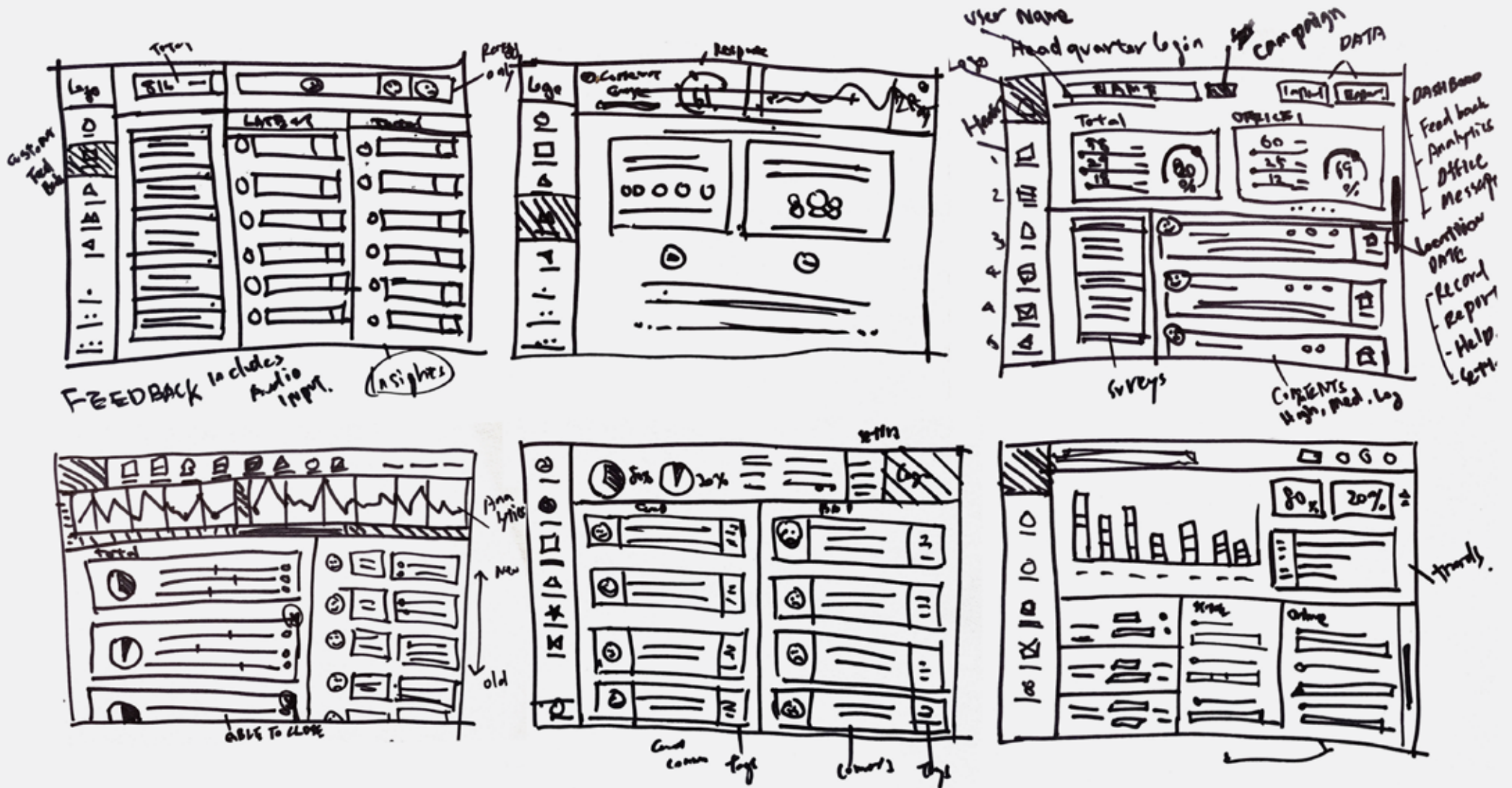
Hand-drawing process



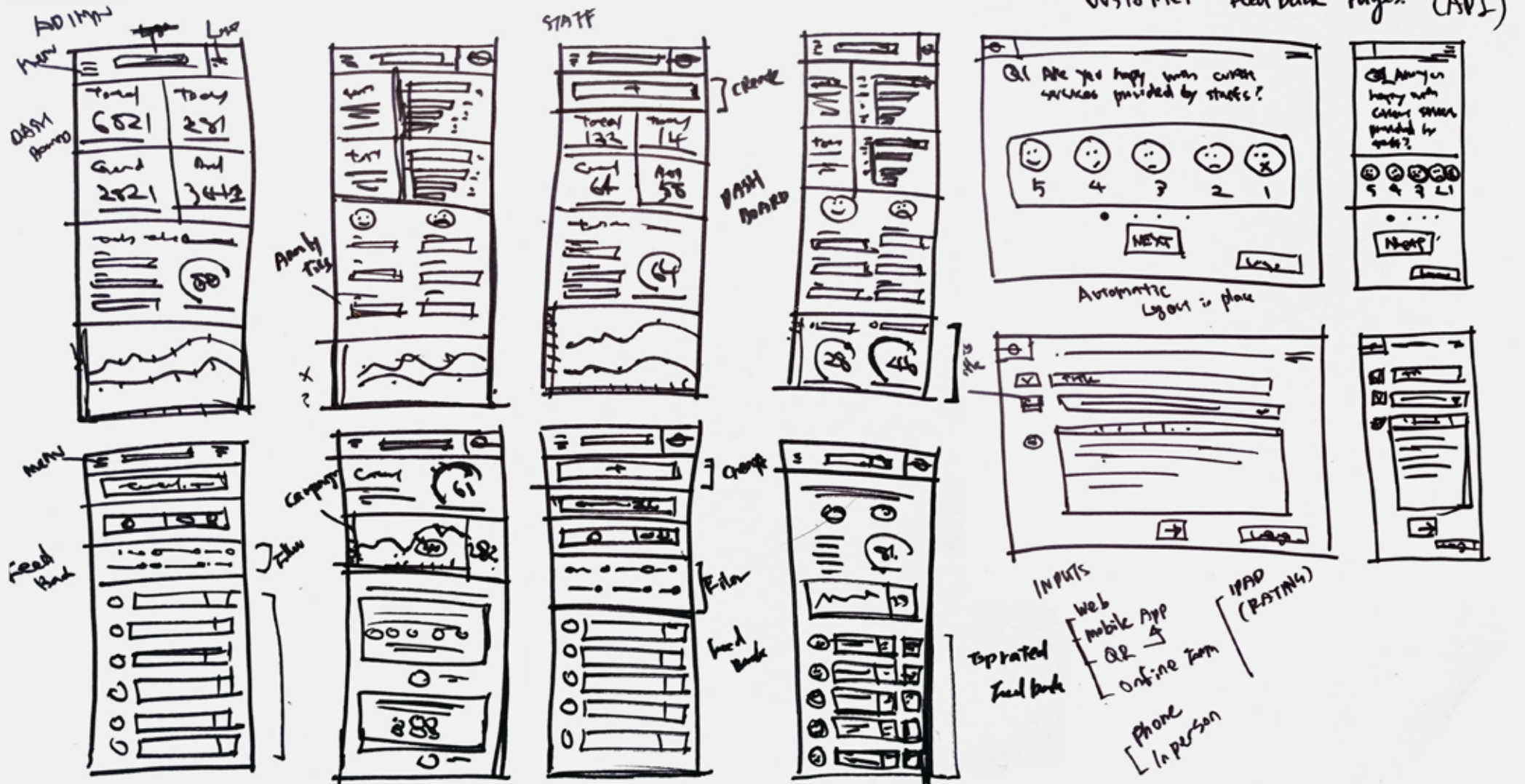
Sketches



Sketches



Sketches



Wireframing - Admin

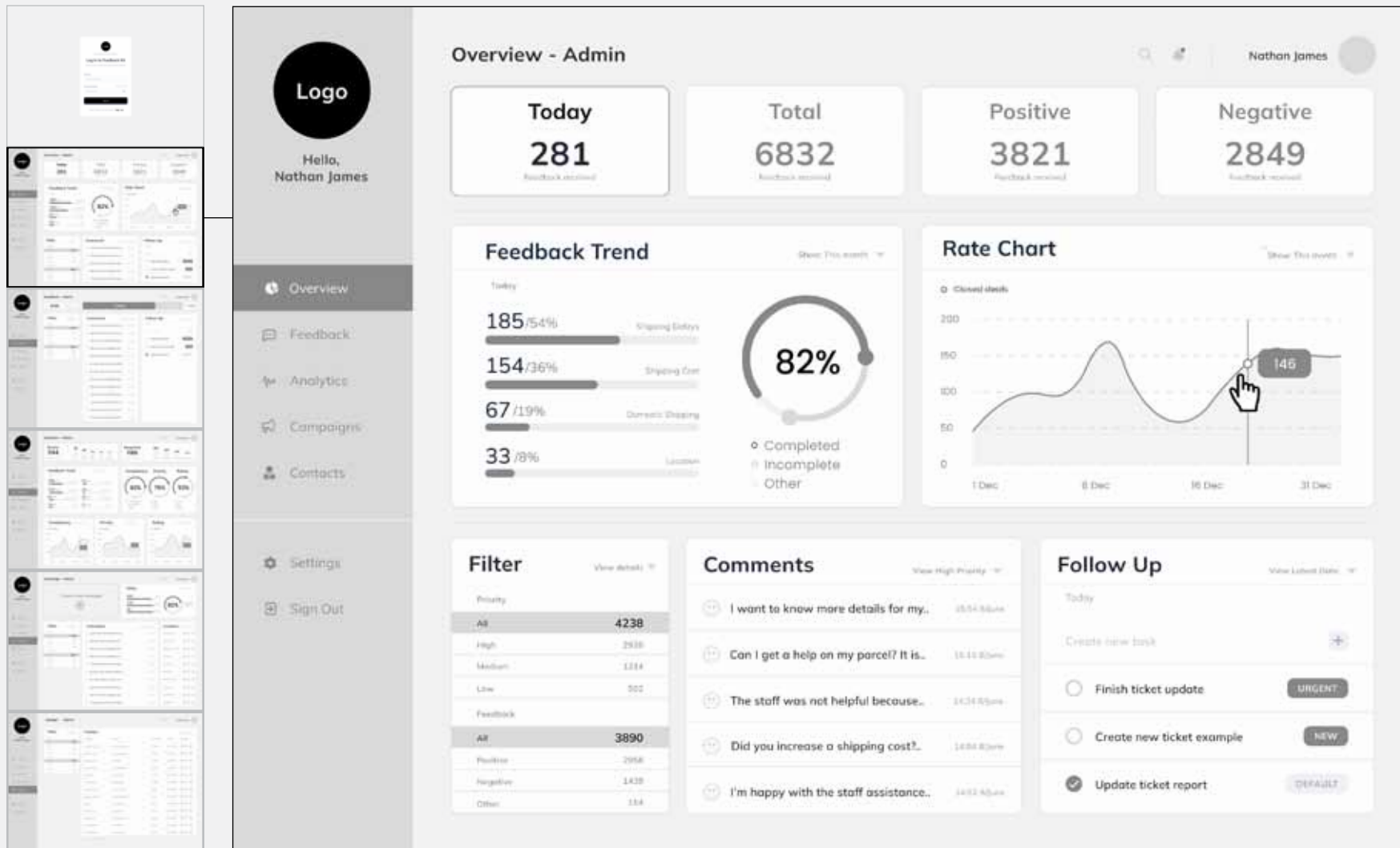
A login form wireframe for 'Duckduck Post Office'. It features a circular logo placeholder at the top, followed by the text 'Duckduck Post Office'. Below that is the title 'Log In to Post Feed' and the instruction 'Enter your email and password below'. The form includes two input fields: 'EMAIL' with the placeholder 'Email address' and 'PASSWORD' with the placeholder 'Password' and a 'Forgot password?' link. A black 'Log In' button is positioned below the fields. At the bottom, there is a link: 'Don't have an account? Sign up'.

Company
Logo and
Name goes
here

For login,
it requires
email and
password

Login Button,
Sign up
information

Wireframing - Admin



Top bar shows the rating feedback received from users

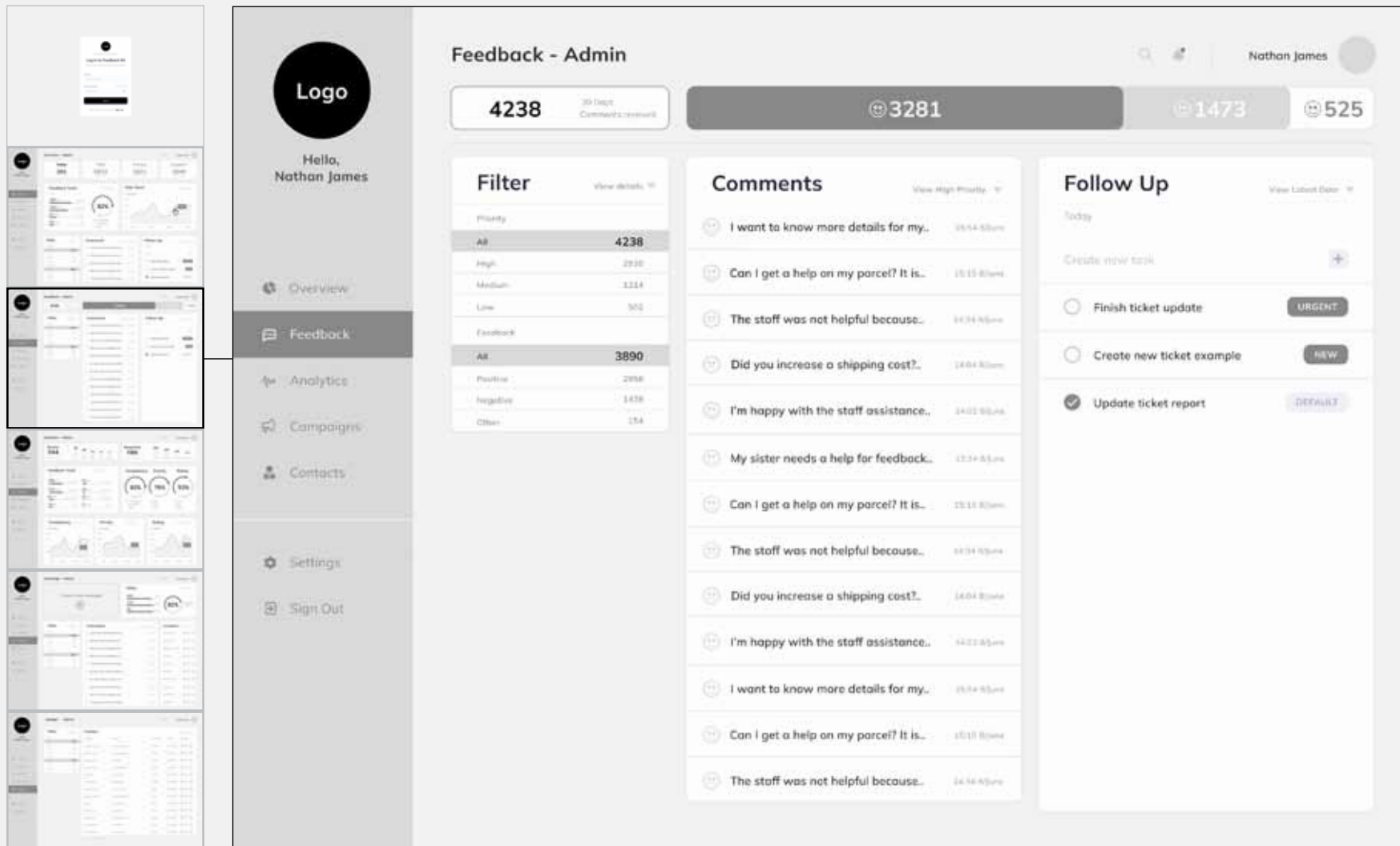
Middle bar shows the monthly charts from comments received from users

Bottom bar shows the specific comments, Admin can search by filtering the searching words

Left hand side shows menu



Wireframing - Admin



Total number of comments displayed here

Admin use filters narrow down the comments

Comments displayed here, the latest comment appeared by default

Admin use "follow up" function to bookmark a comment from left



Wireframing - Admin



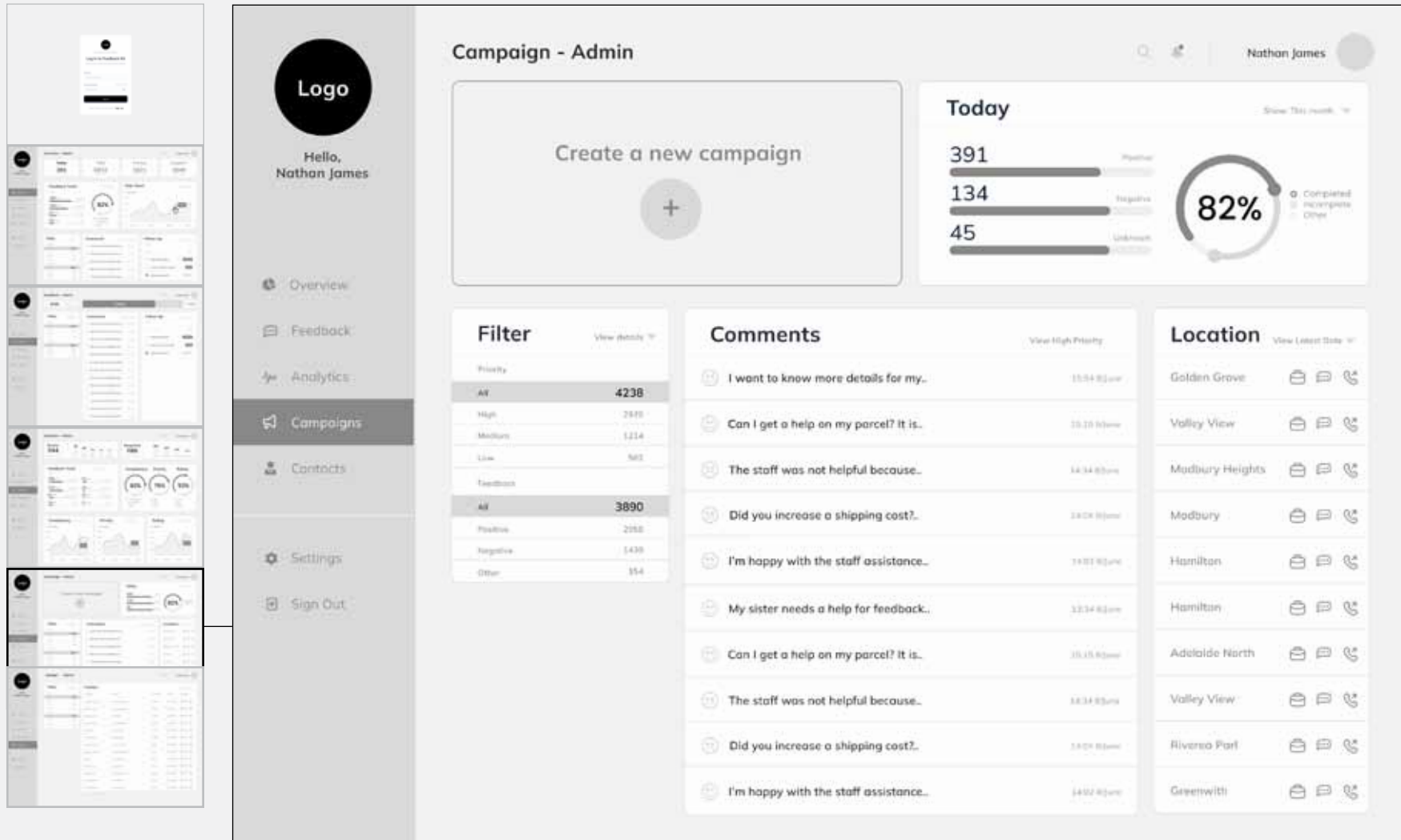
Statics of how users interact with platform

General information of feedbacks displayed here

Monthly chart of reactions from users displayed here

Wireframing - Admin

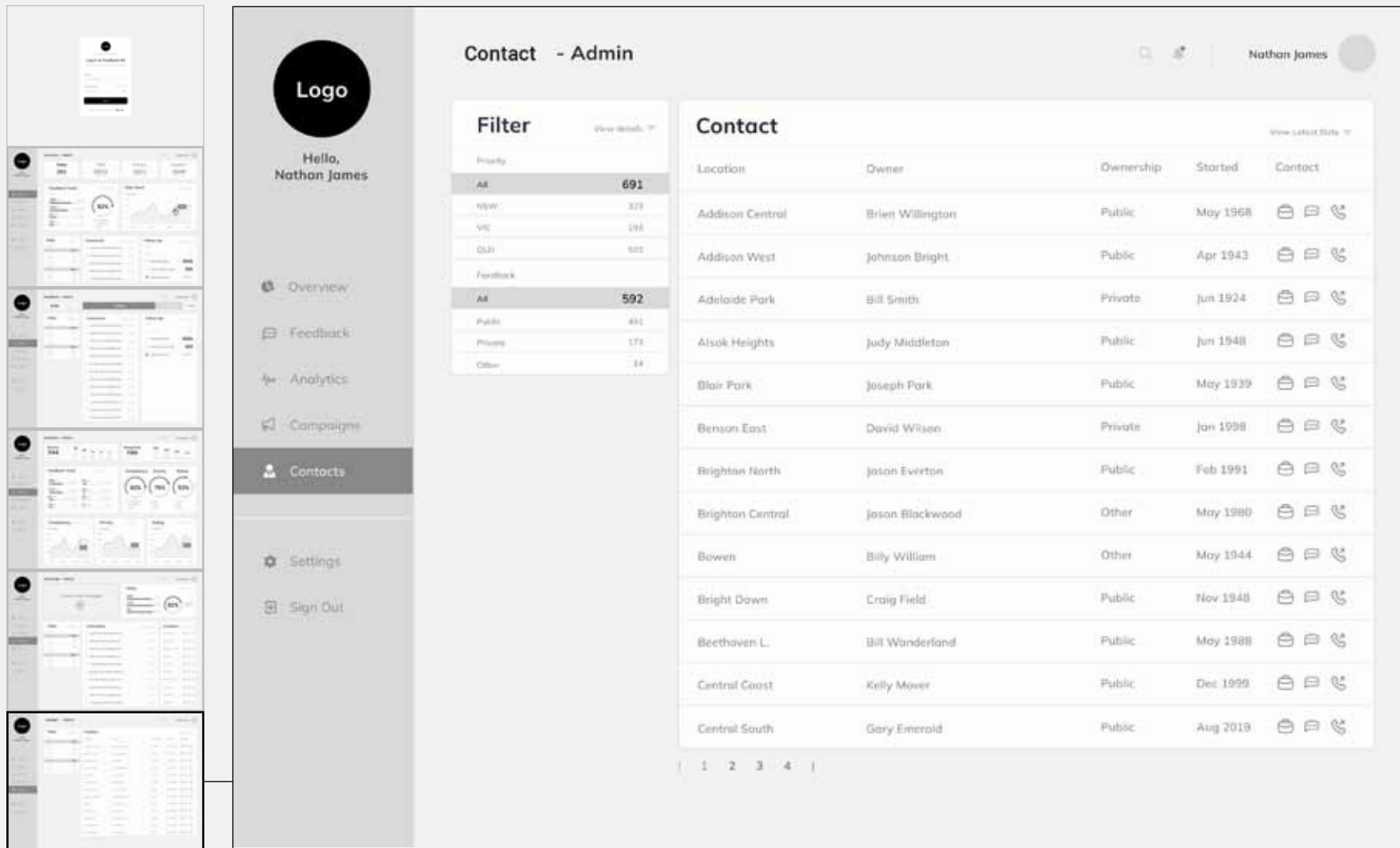
Admin creates a new campaign by clicking "+" button



This chart shows current campaign statics

Admin can check the comments from current campaigns, like \$5000 voucher campaign

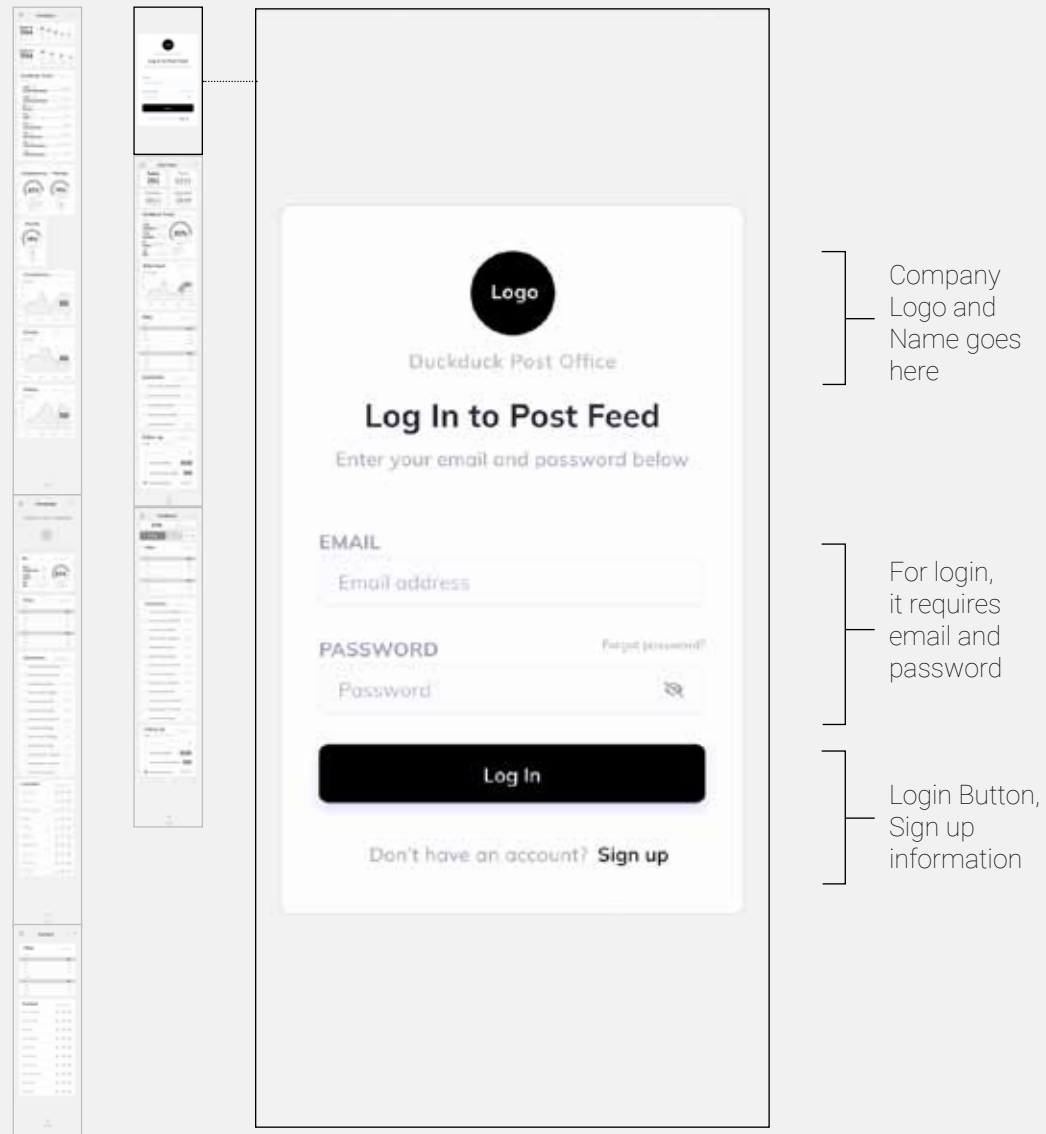
Wireframing - Admin



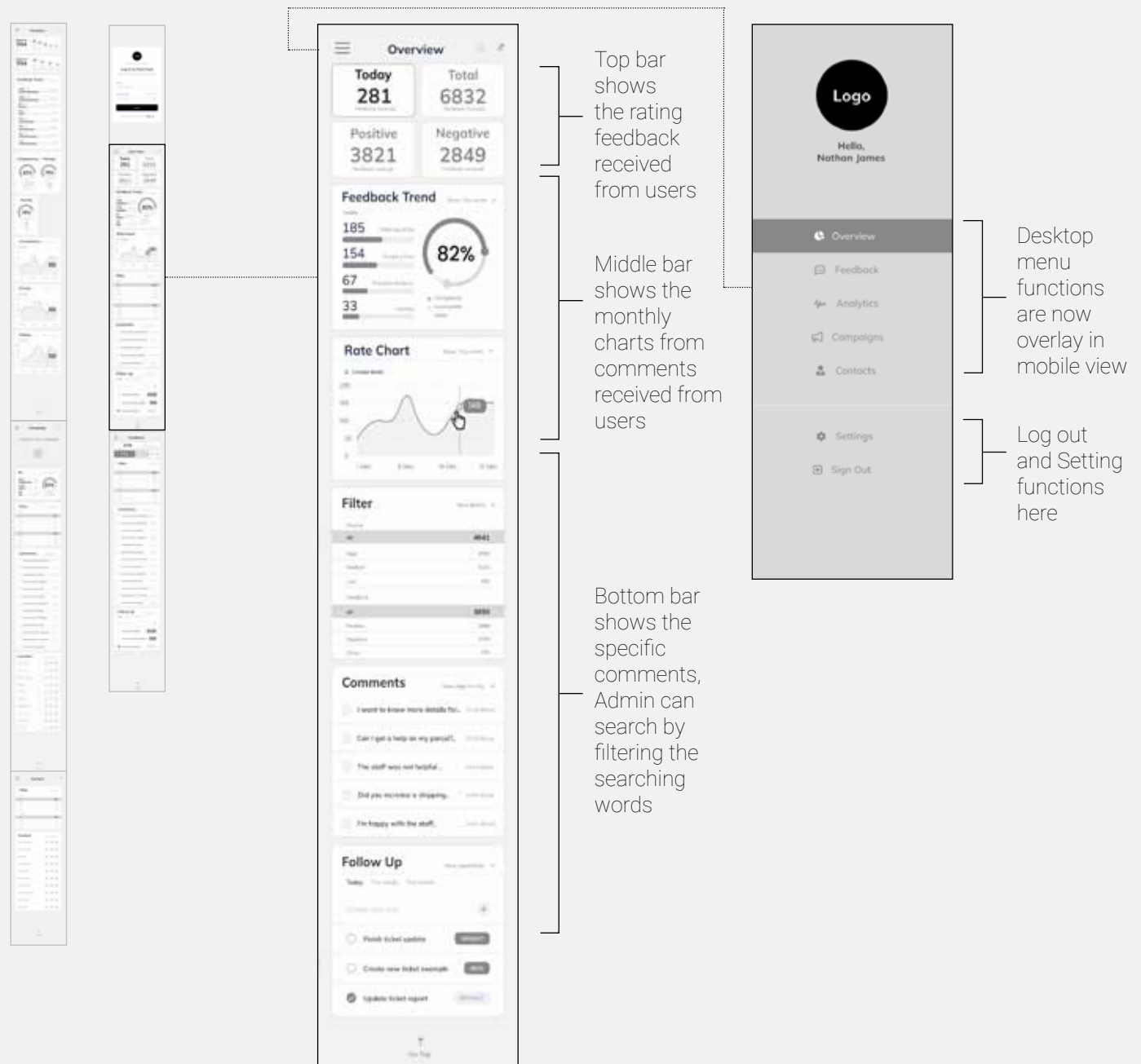
Admin use filters
narrow down the
contacts

All the contacts
displayed here

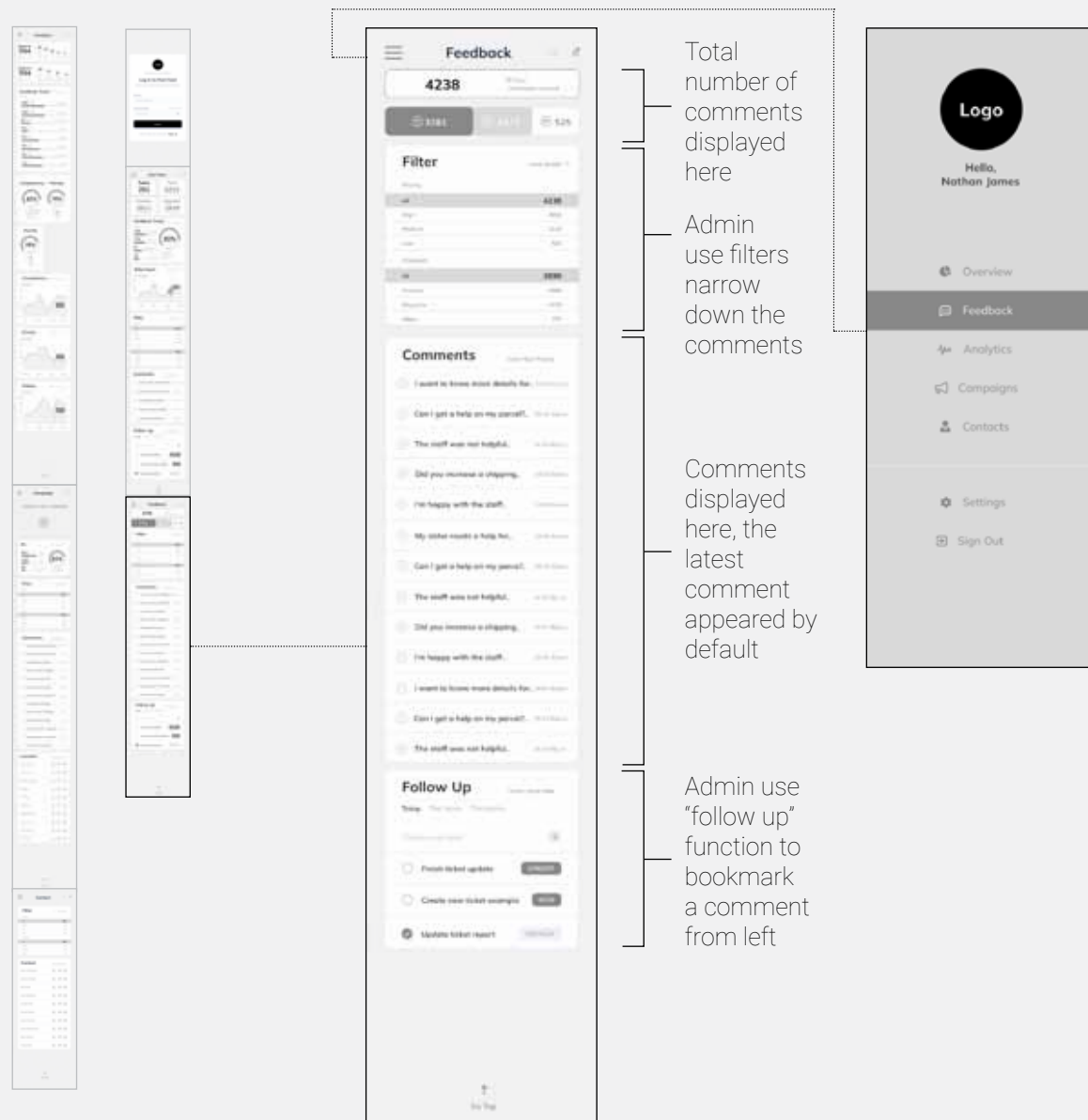
Wireframing - Admin



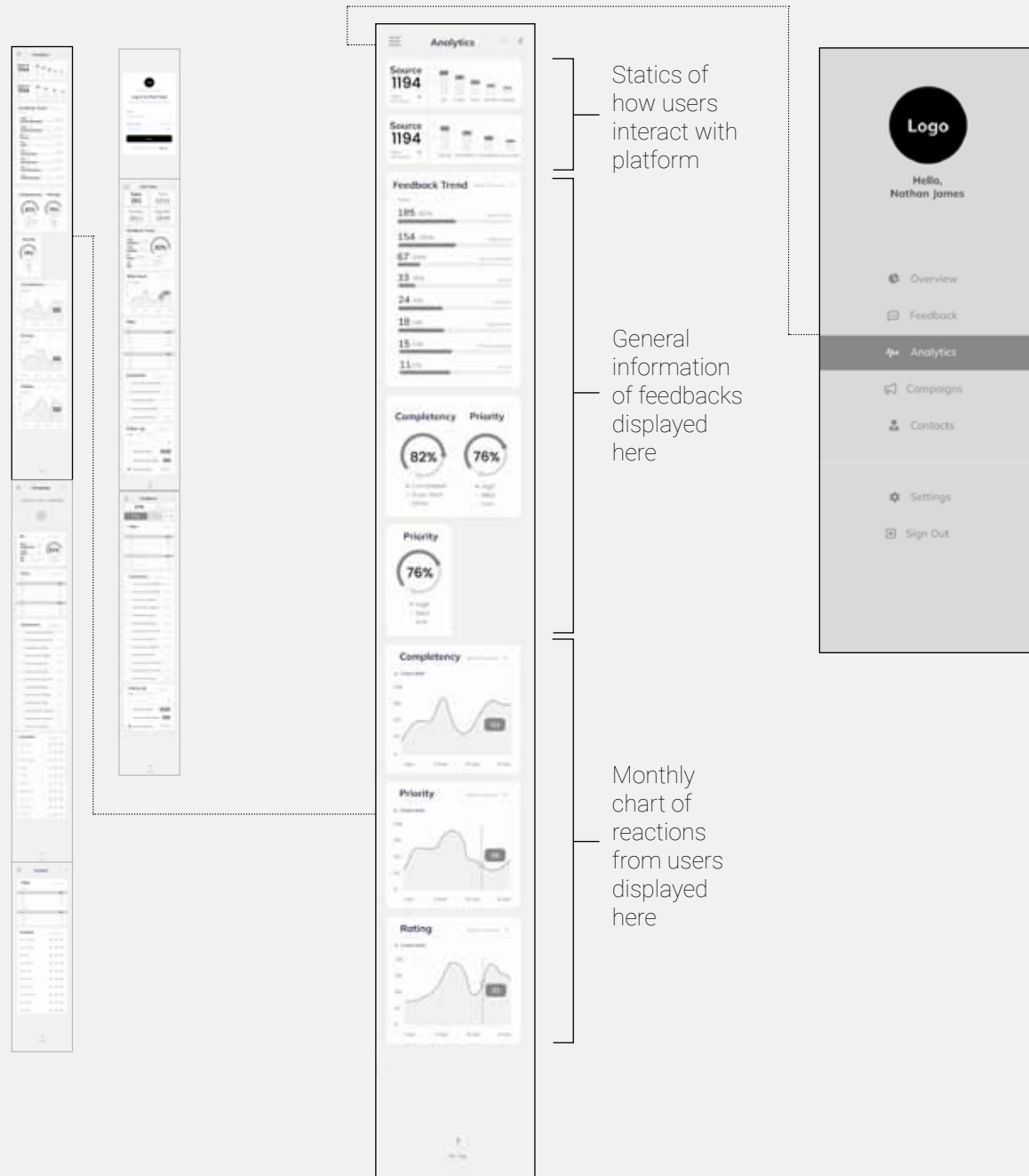
Wireframing - Admin



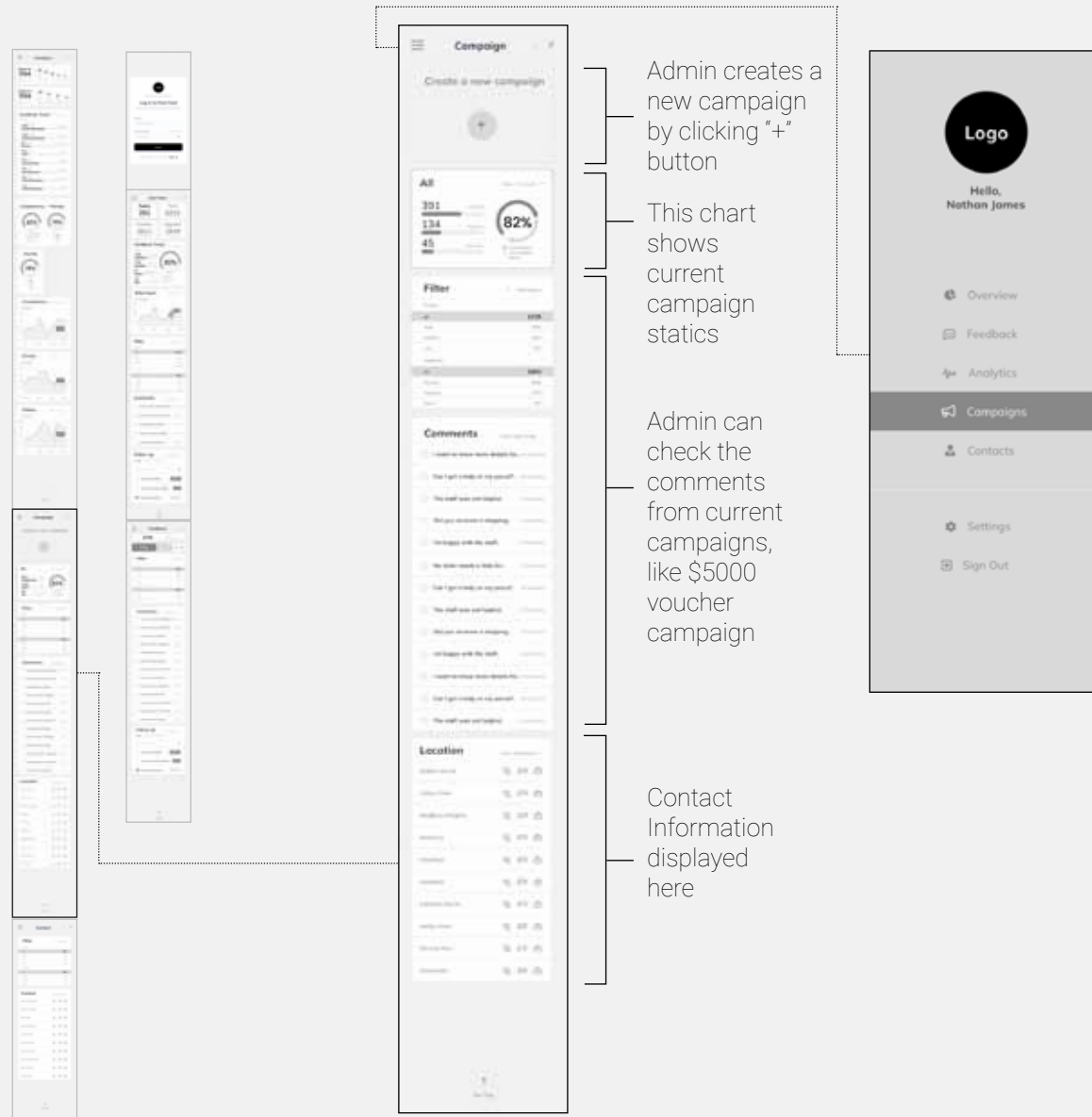
Wireframing - Admin



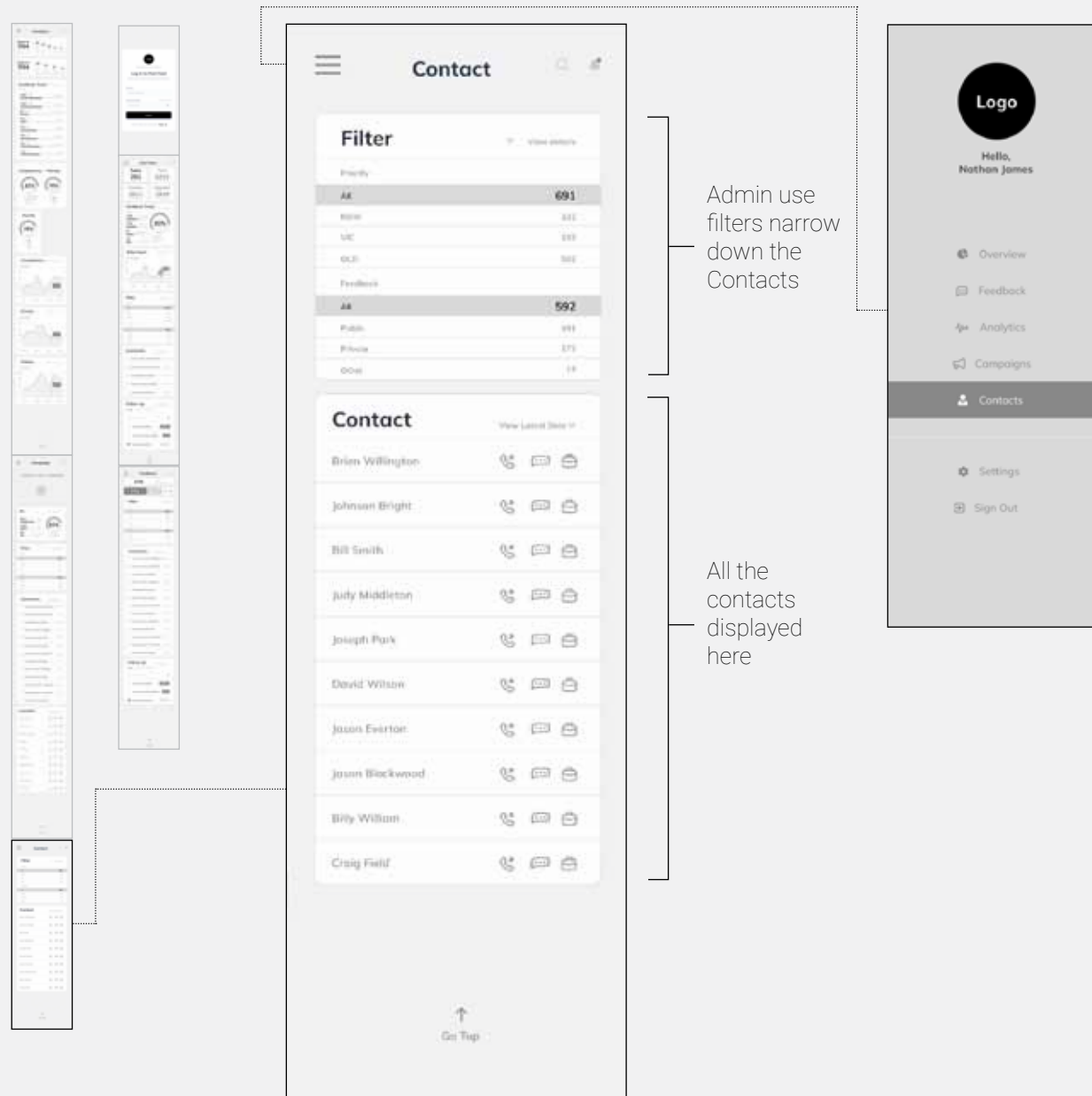
Wireframing - Admin



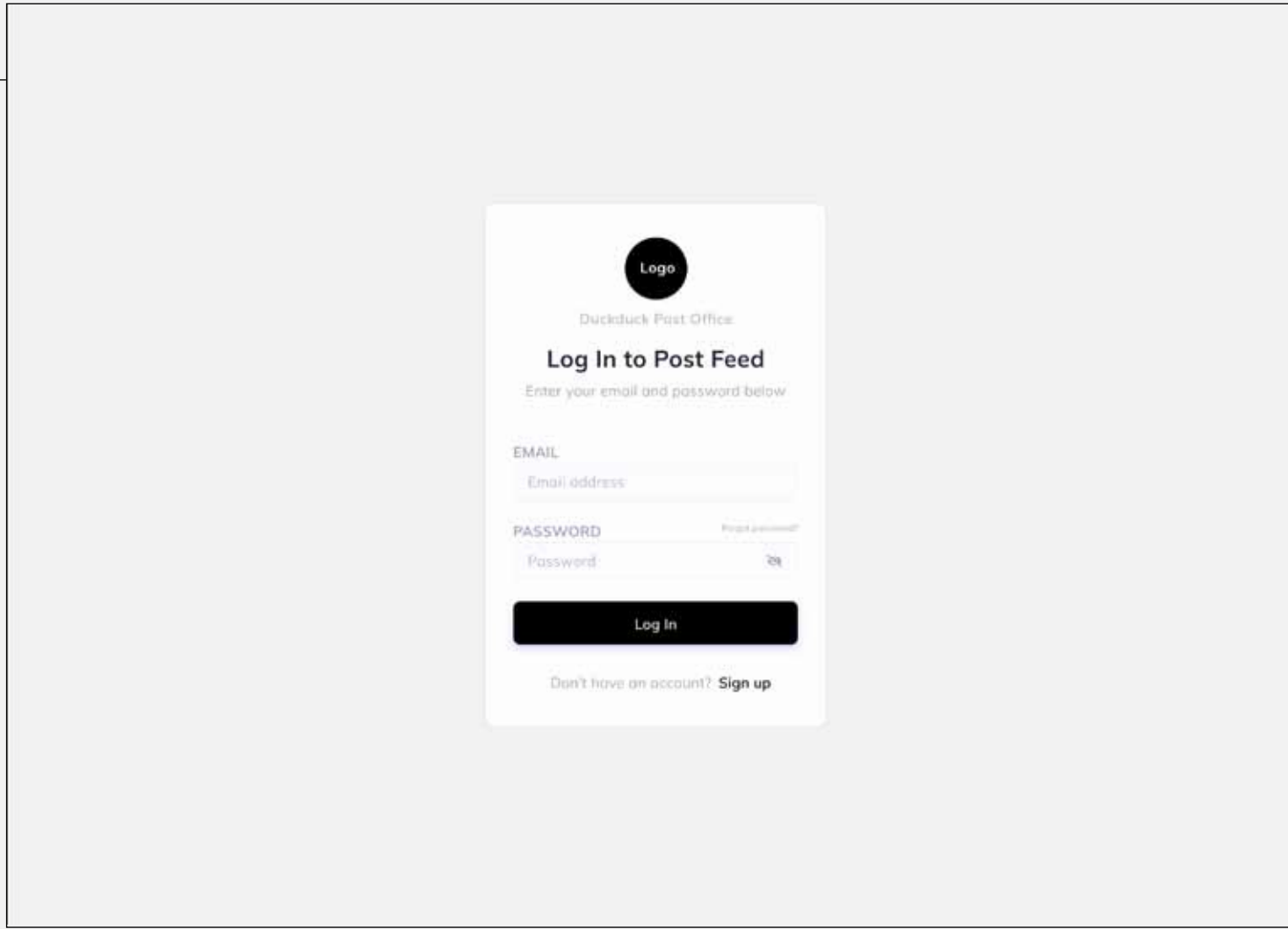
Wireframing - Admin



Wireframing - Admin



Wireframing - Staffs

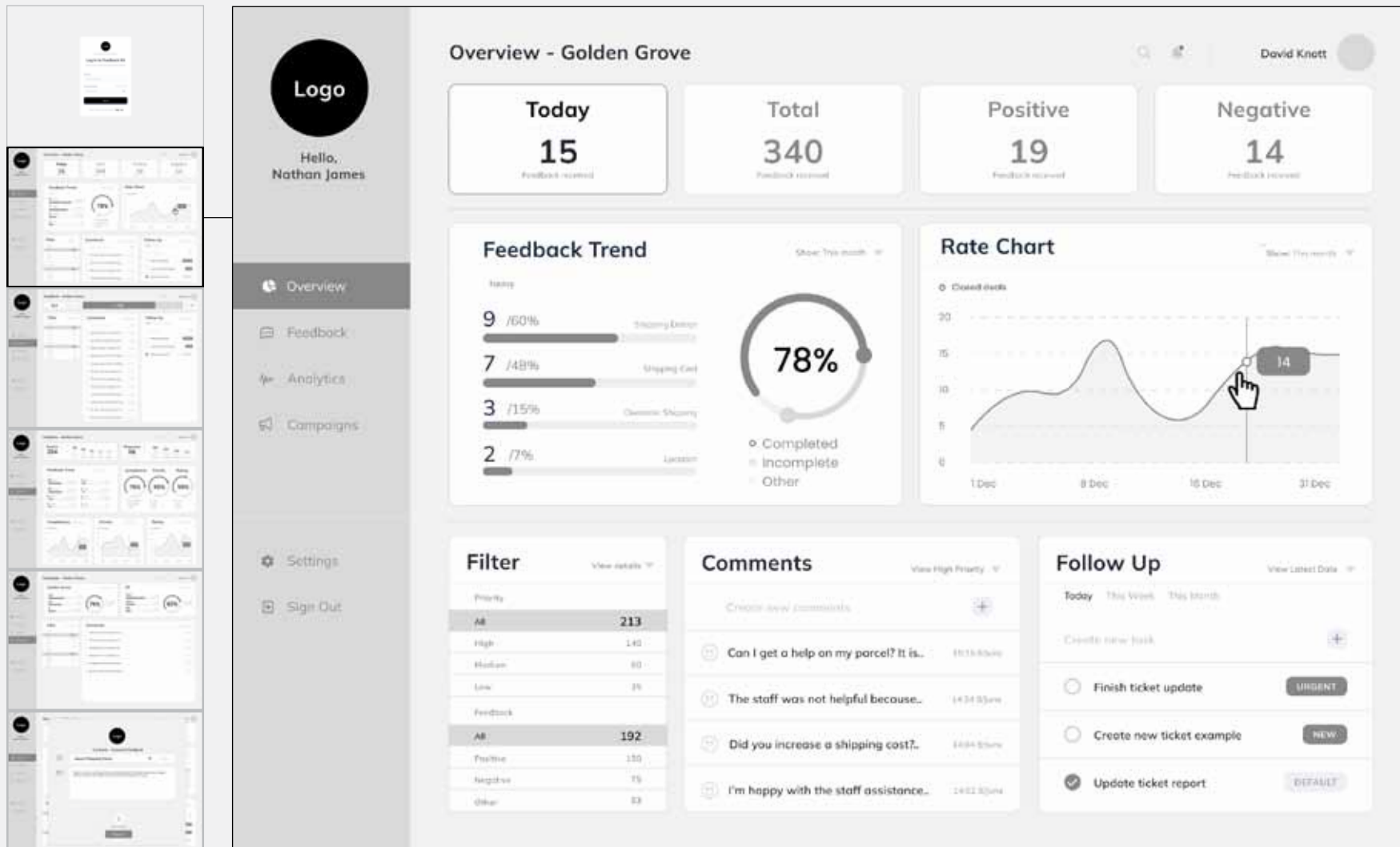


Company Logo and Name goes here, same login page between admin and staffs

For login, it requires email and password

Login Button, Sign up information

Wireframing - Staffs



Top bar shows the rating feedback received from users

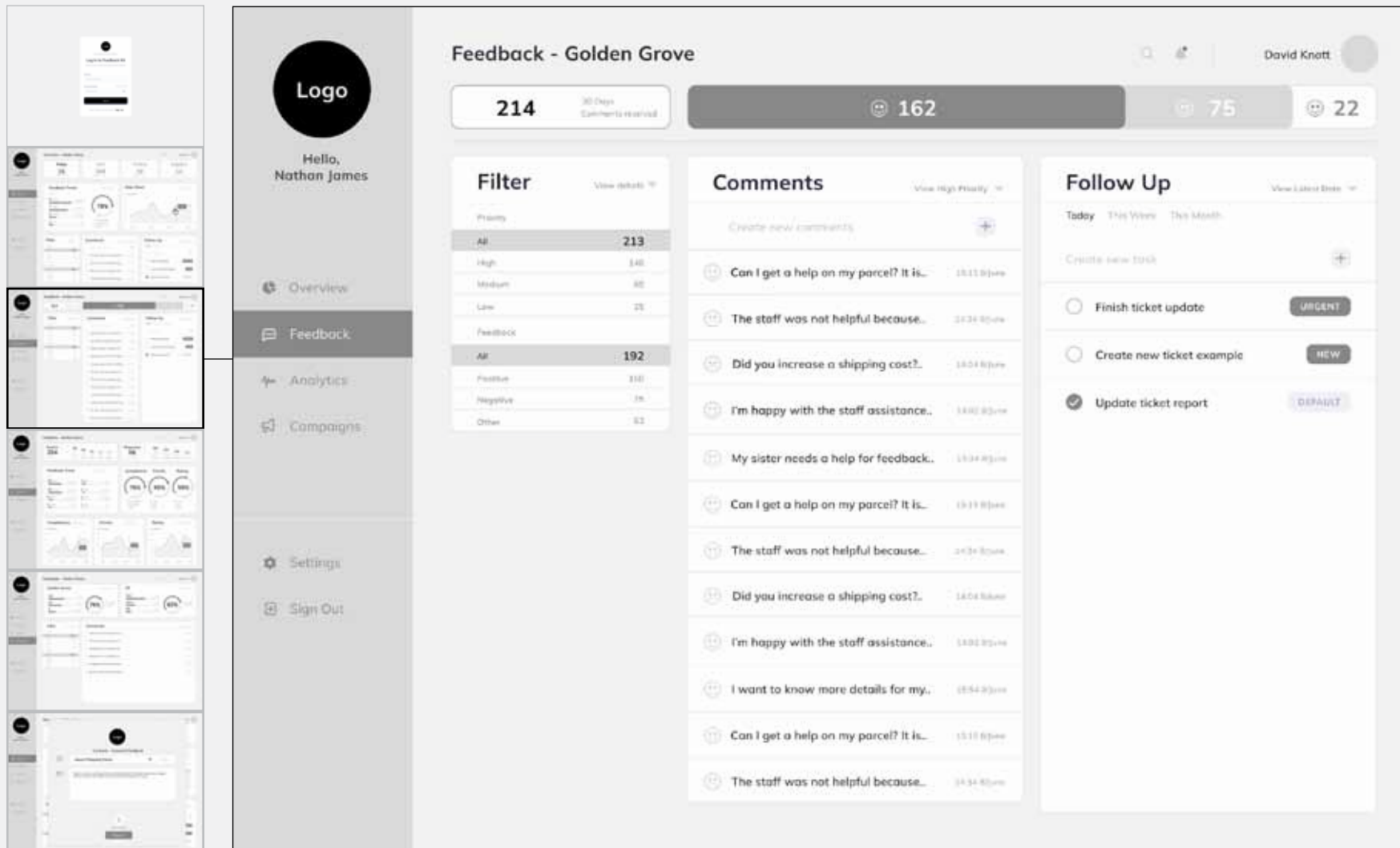
Middle bar shows the monthly charts from comments received from users

Bottom bar shows the specific comments, staffs can search by filtering the searching words

Left hand side shows menu, no contact feature for staff login



Wireframing - Staffs



Total number of comments displayed here

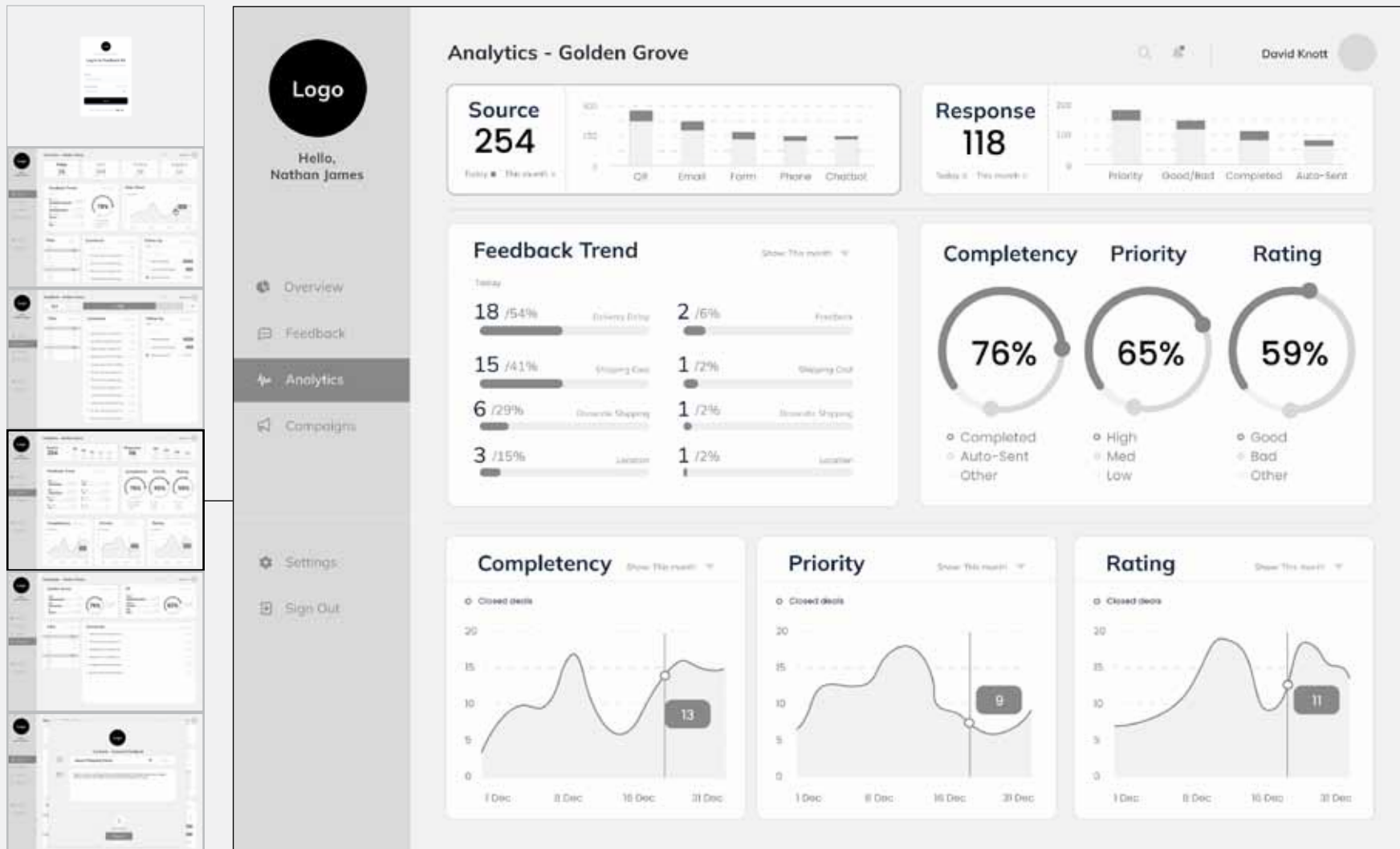
Staffs use filters narrow down the comments

Comments displayed here, the latest comment appeared by default

Staffs use "follow up" function to bookmark a comment from left



Wireframing - Staffs



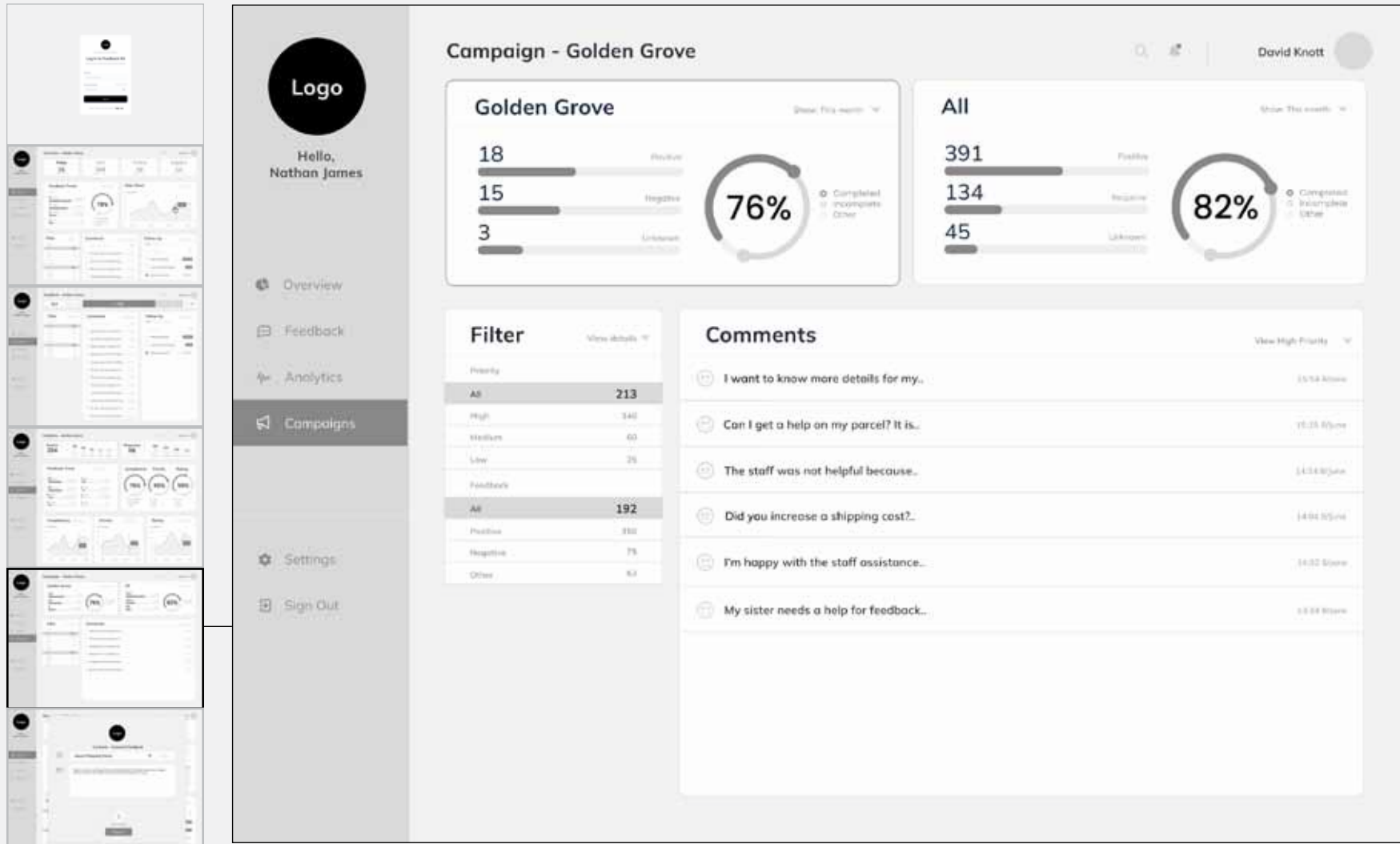
Statics of how users interact with platform

General information of feedbacks displayed here

Monthly chart of reactions from users displayed here

Wireframing - Staffs

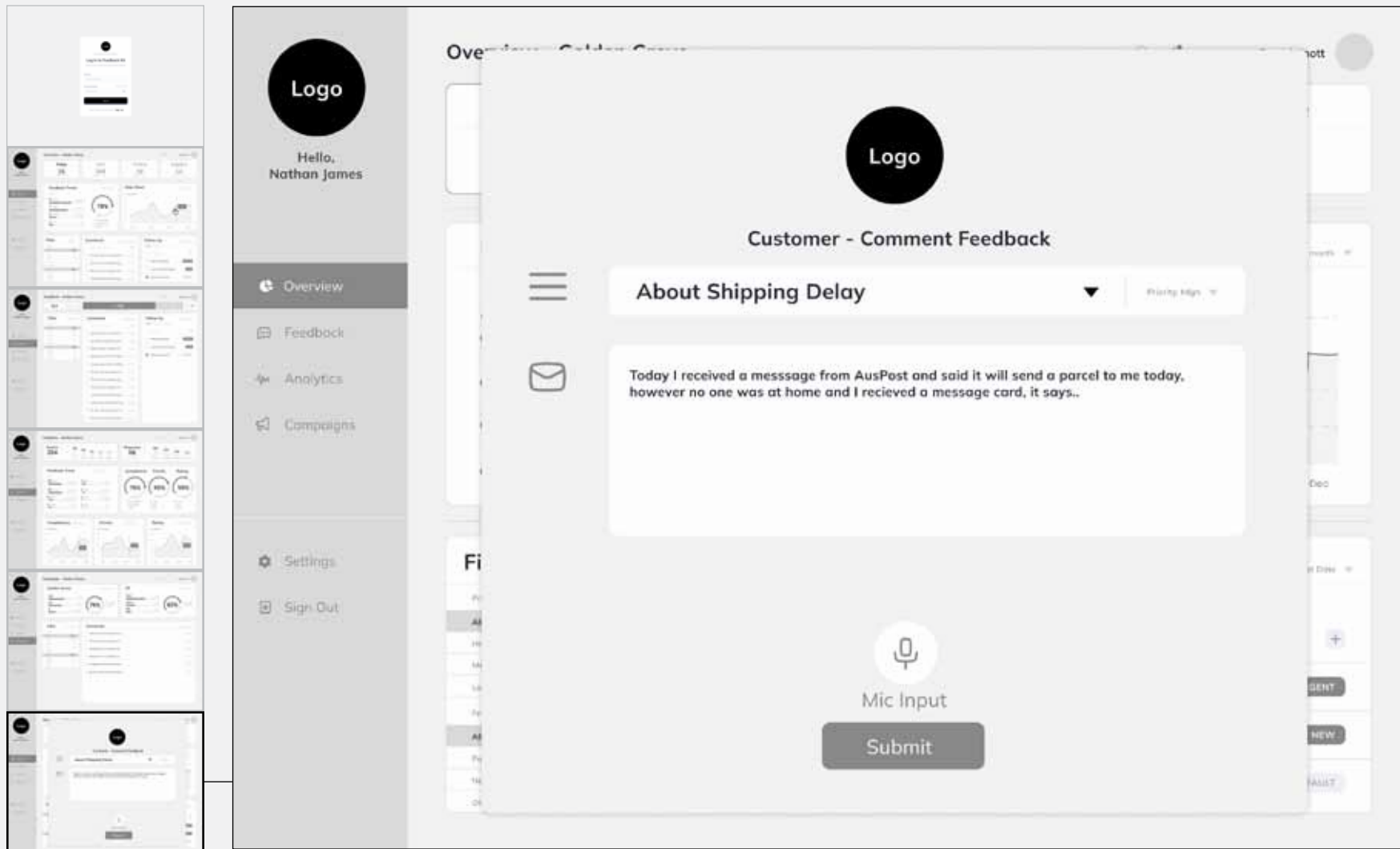
Admin creates a new campaign by clicking "+" button



This chart shows current campaign statics from admin

Staffs can check the comments from current campaigns, like \$5000 voucher campaign

Wireframing - Staffs

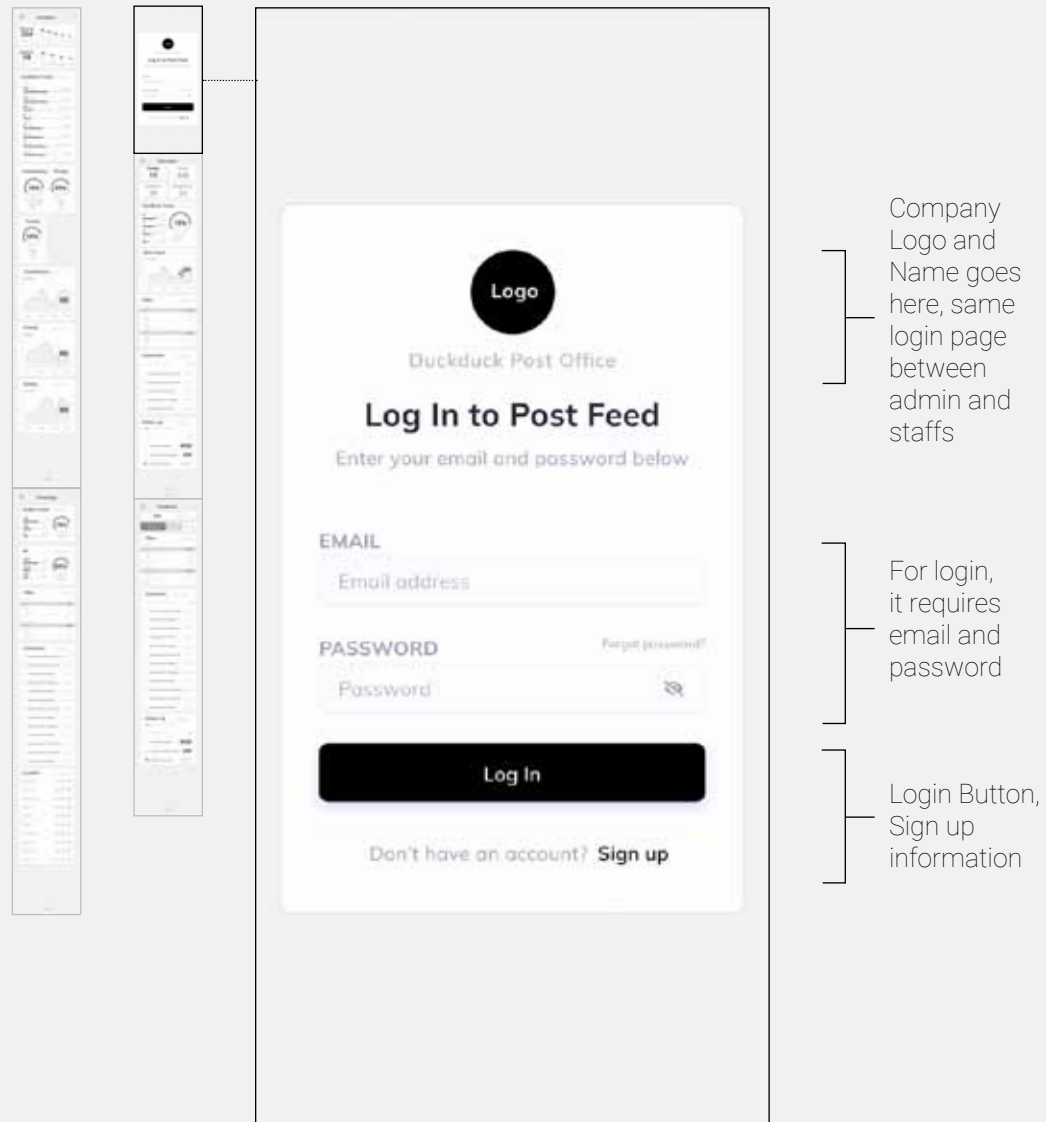


This show the category of available topics for sending feedback

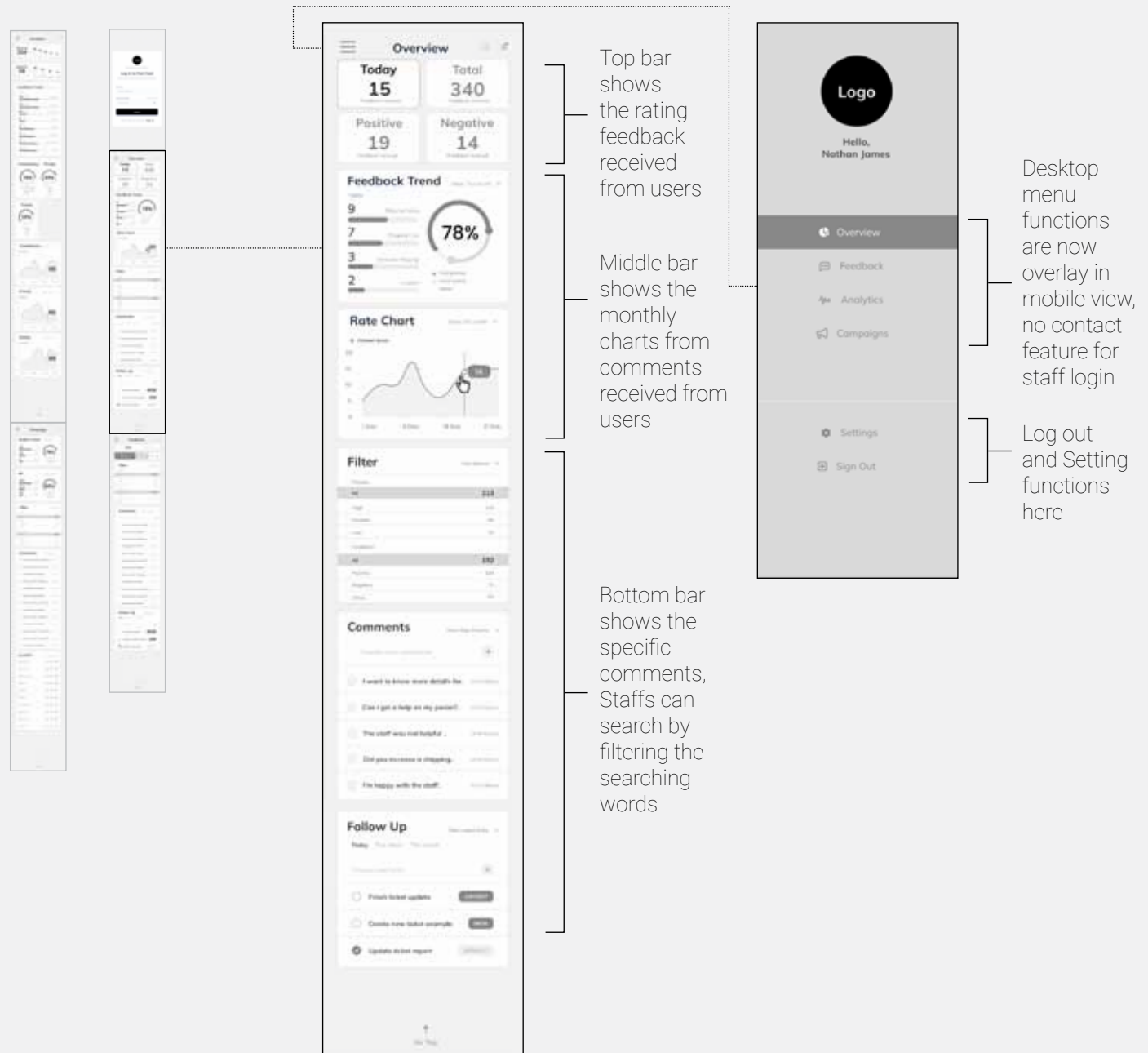
Users add the detailed description here

The users can use either texts or audio inputs and submit

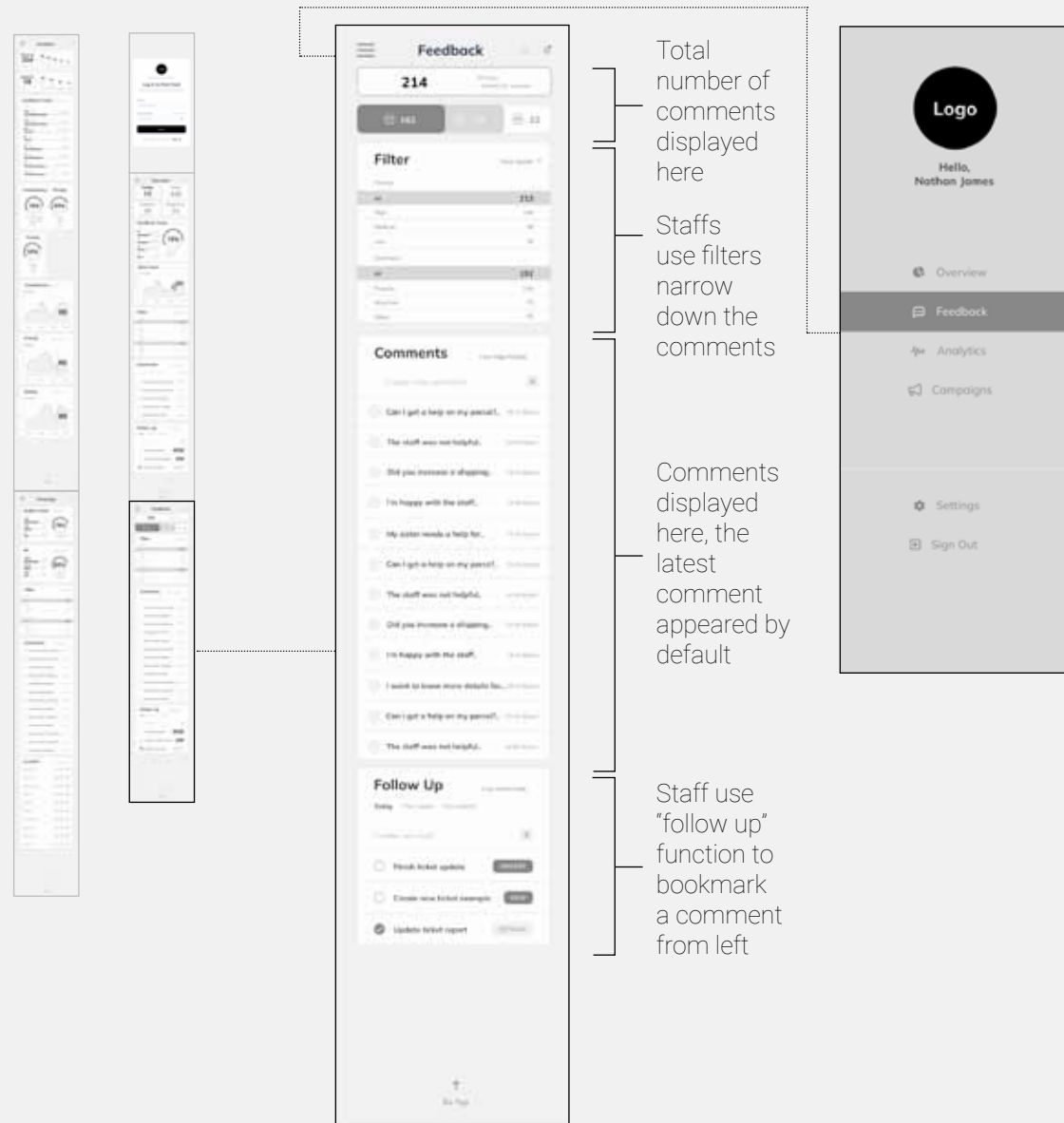
Wireframing - Staffs



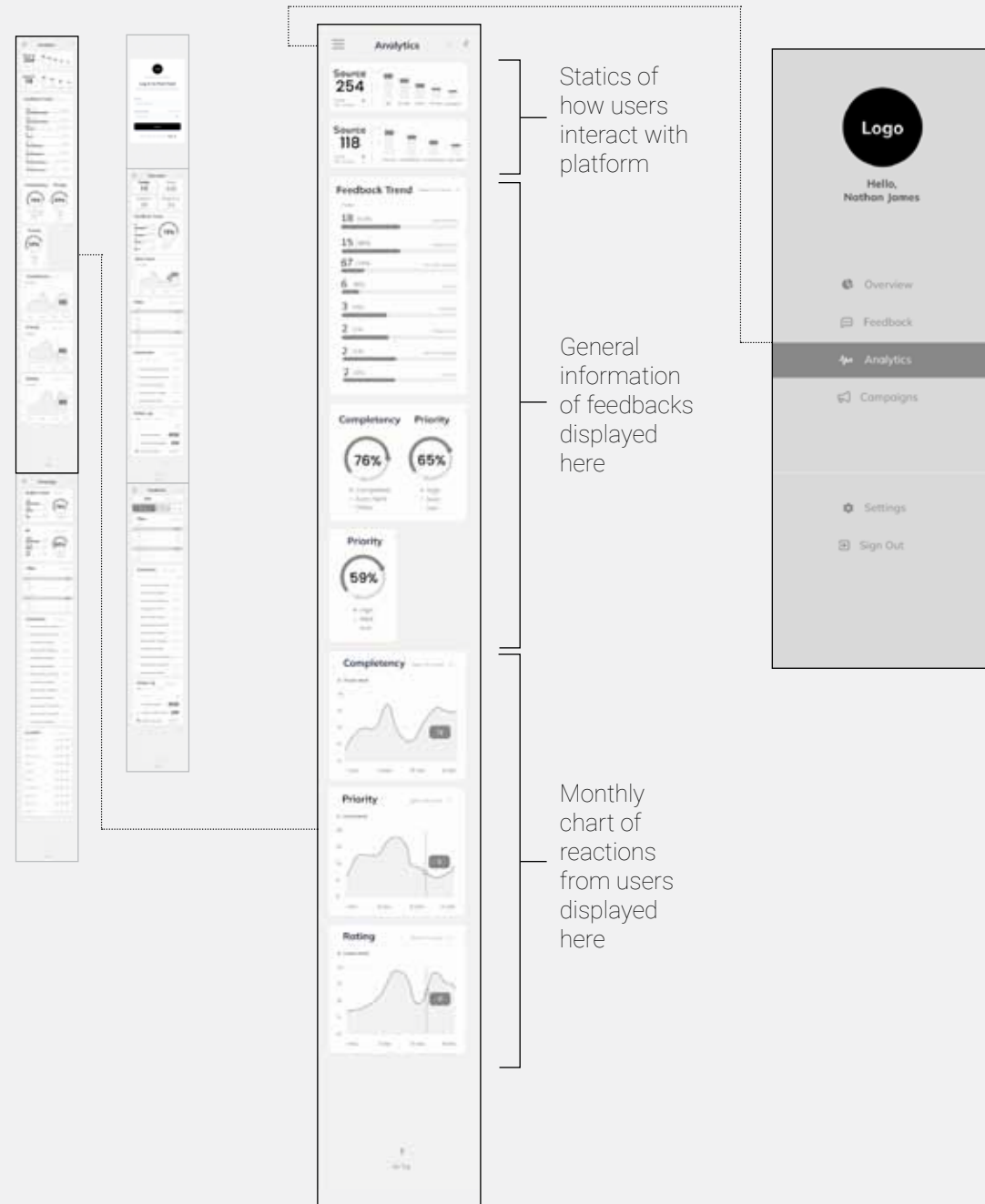
Wireframing - Staffs



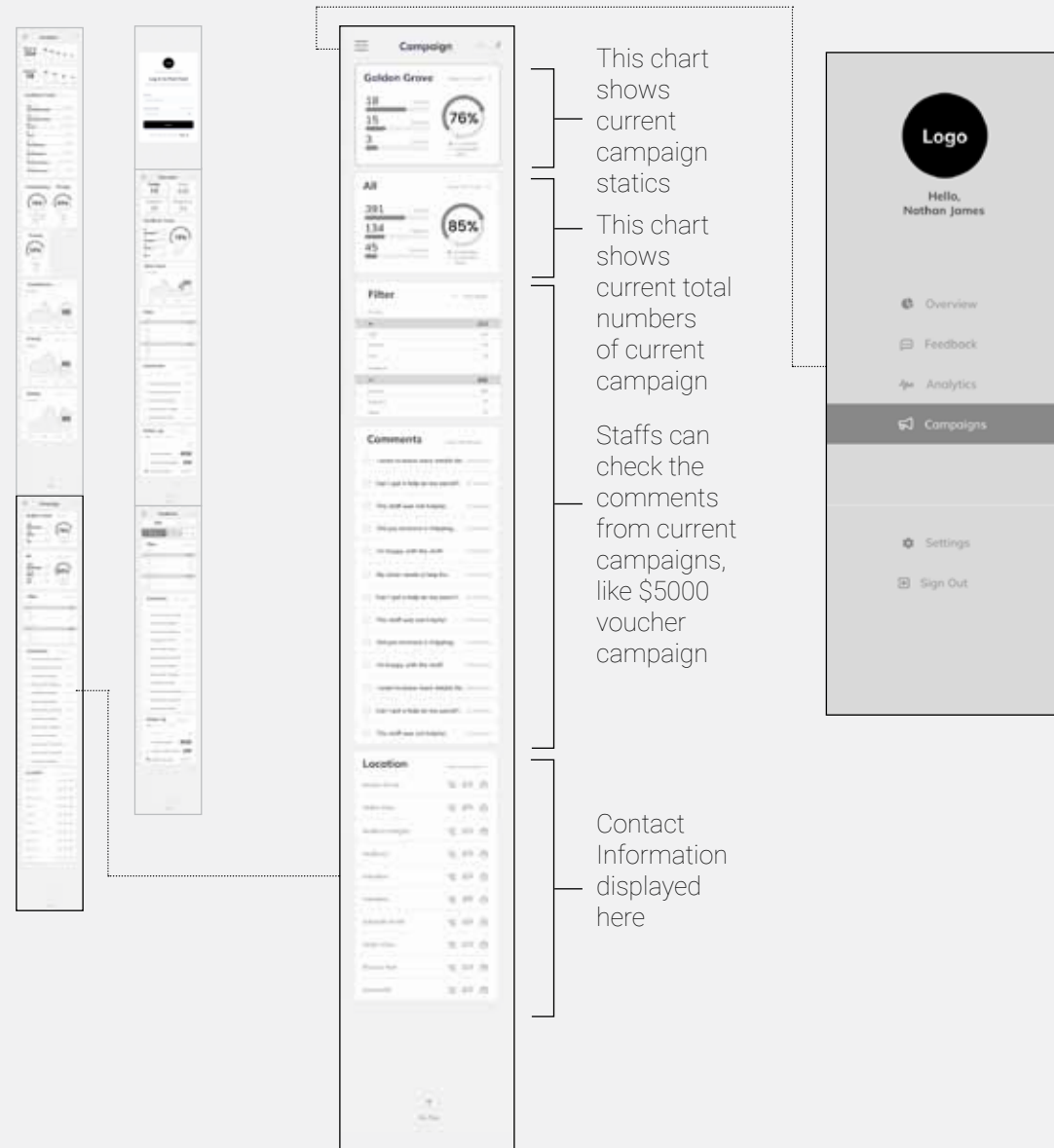
Wireframing - Staffs



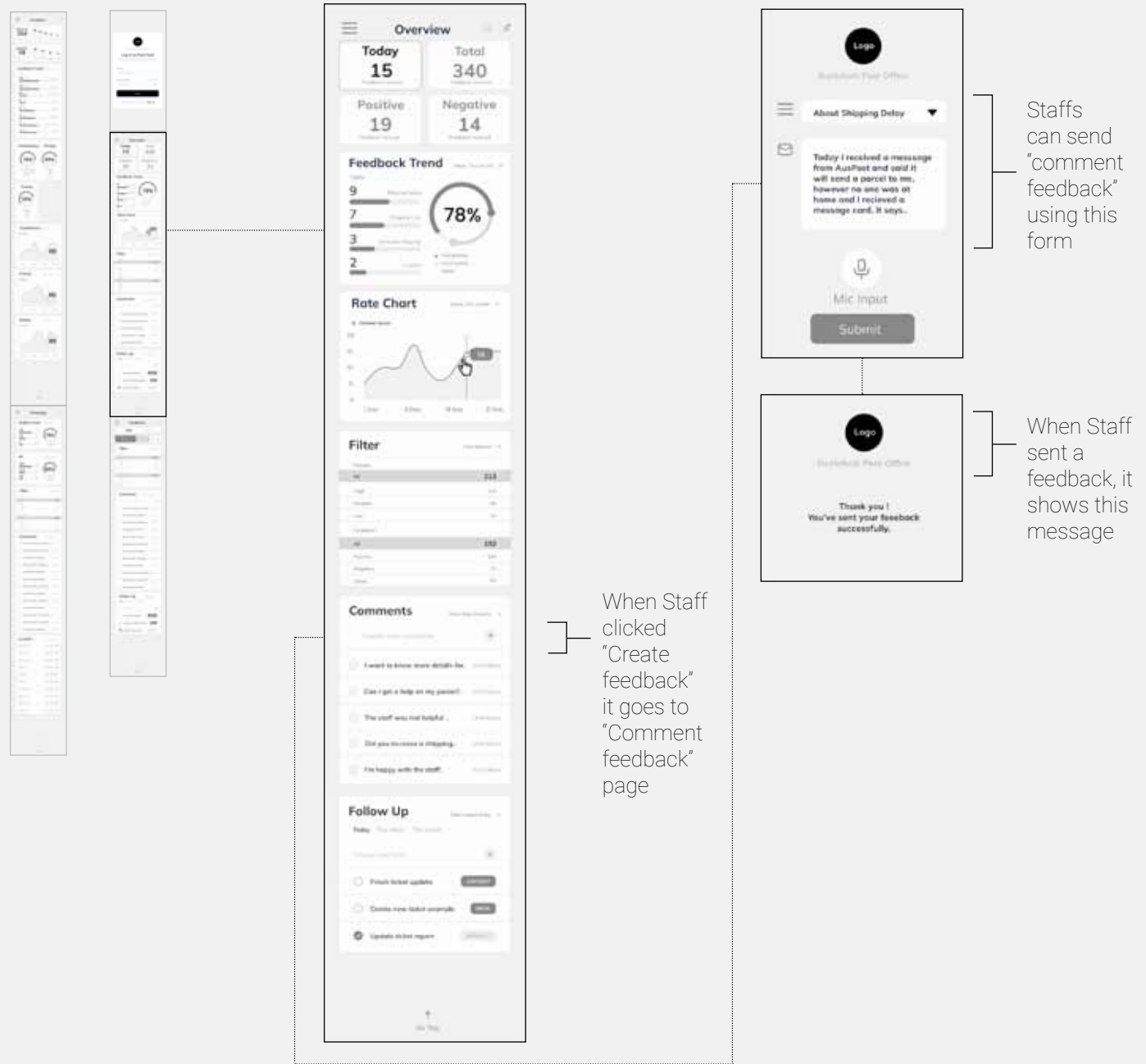
Wireframing - Staffs



Wireframing - Staffs



Wireframing - Staffs



Wireframing - Users



Logo

Customer - Rating Feedback

Q1 Are you happy with the current service provided by staffs?
Please click the smile icon which is the most close to your feedback

Excellent Good Normal Bad Very Bad

Next Mic Input

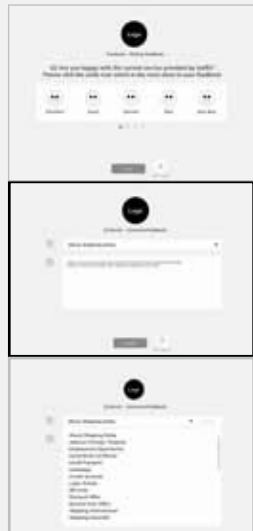
Company Logo and Name goes here

Here shows Customised questions

Rating system has a choice between excellent, good, normal, bad and very bad

Users have choices of text and audio inputs

Wireframing - Users



Logo

Customer - Comment Feedback

☰ About Shipping Delay ▼

✉ Today I received a message from AusPost and said it will send a parcel to me today, however no one was at home and I recieved a message card, it says..

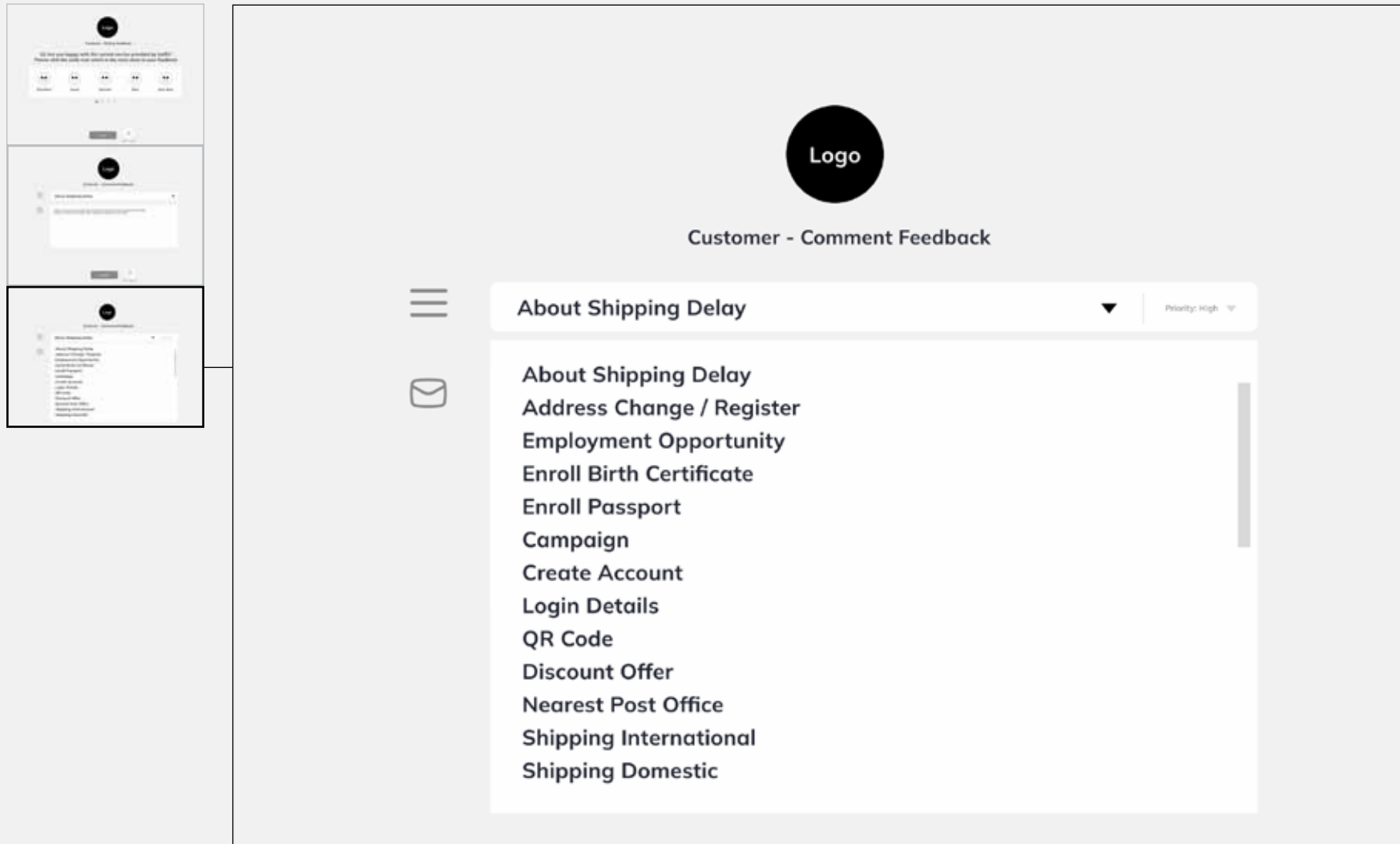
Submit Mic Input

Users can pick from preset topics

Users can add detailed comments here

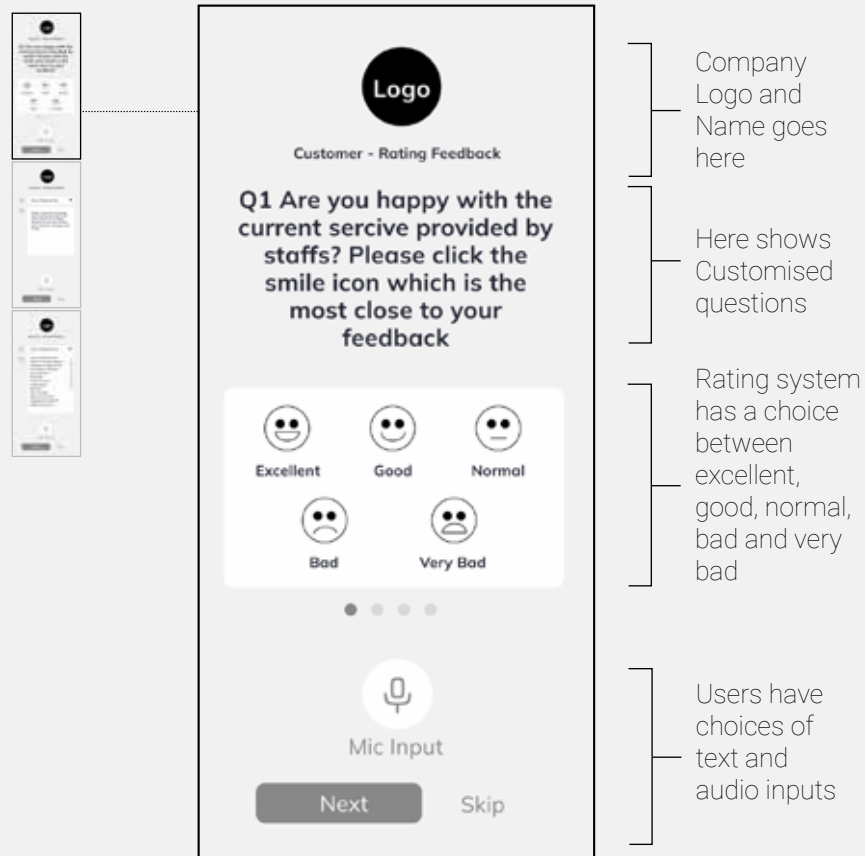
Users have choices of text and audio inputs

Wireframing - Users

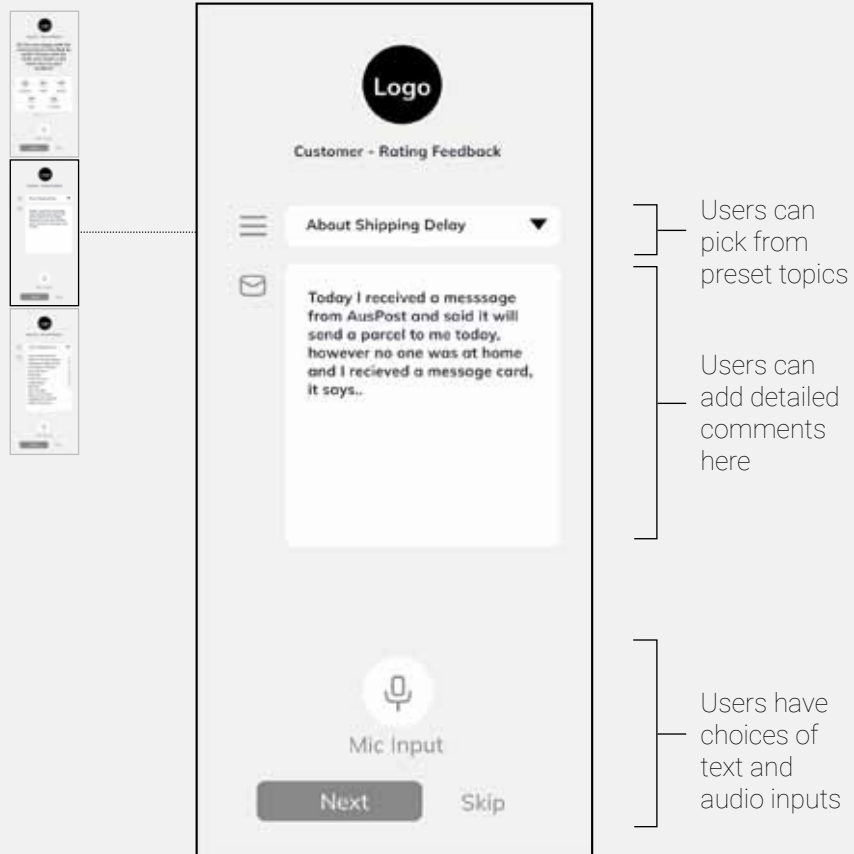


This is the example of preset topics, managed by admin

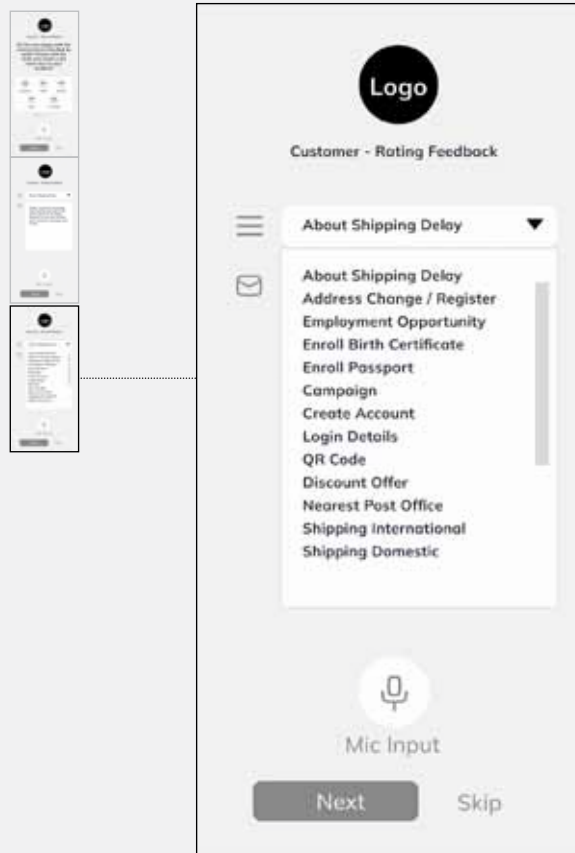
Wireframing - Staffs



Wireframing - Staffs



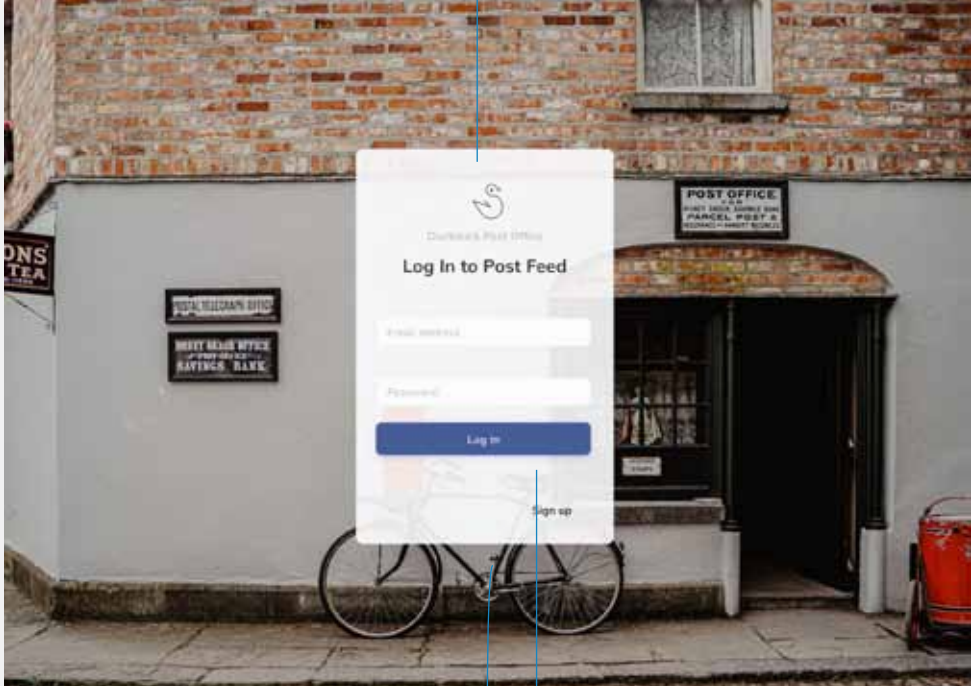
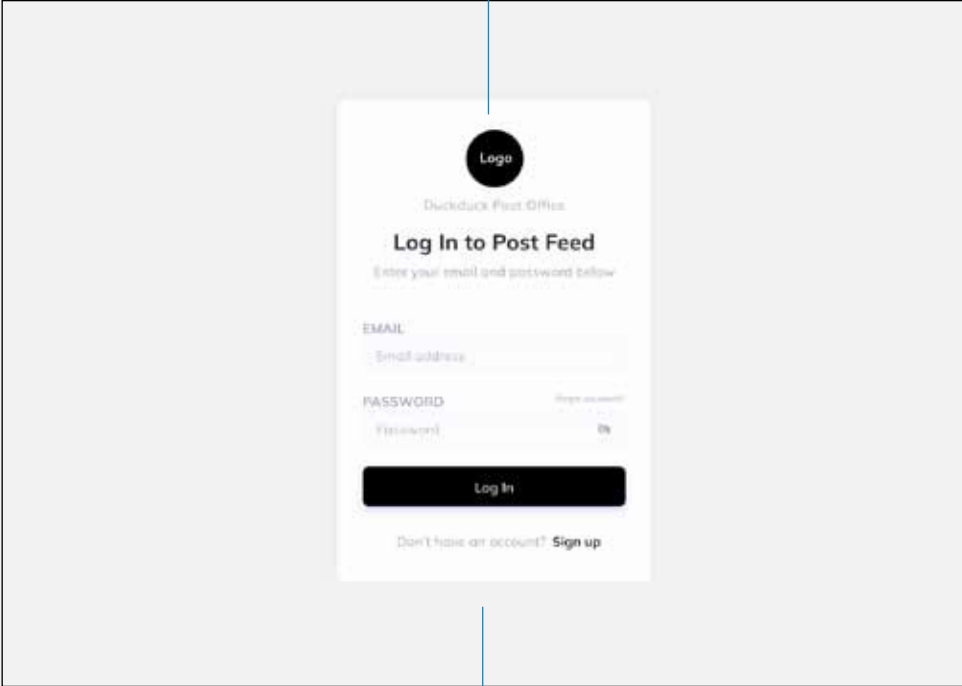
Wireframing - Staffs



This is the example of preset topics, managed by admin

High Fidelity Prototyping

Logo size slightly bigger,
background image added



Login box become smaller to
balance up the screen size

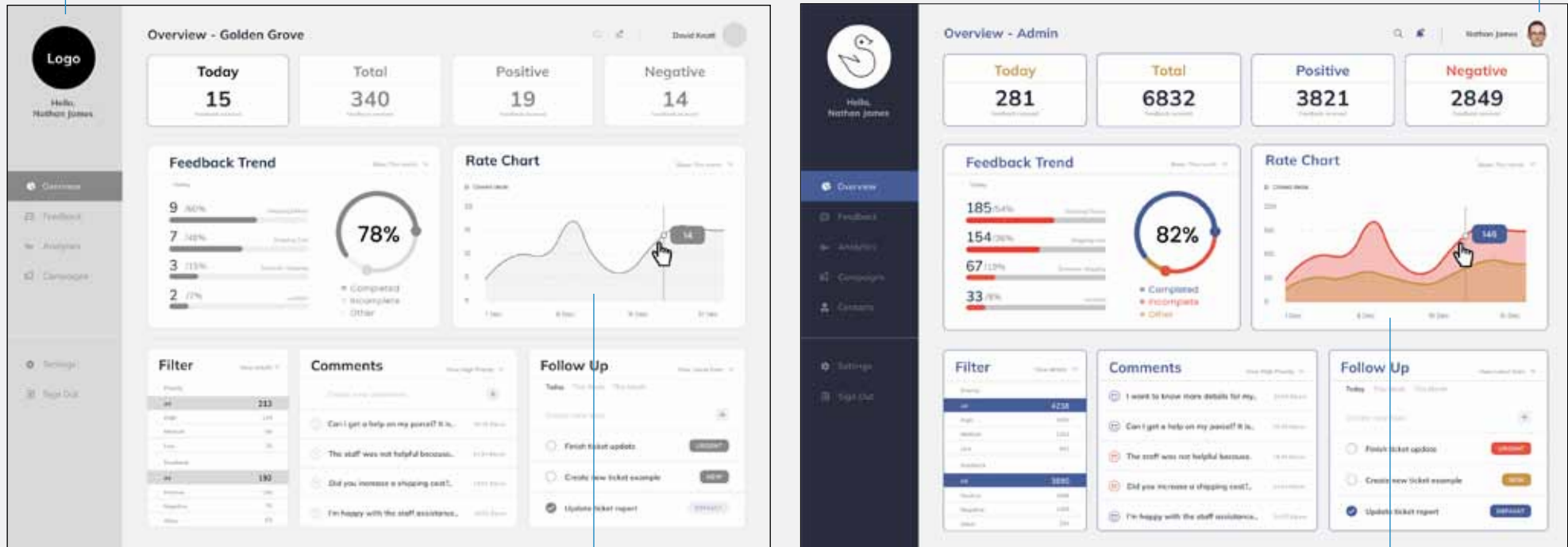
Post Feed identity colour used



High Fidelity Prototyping

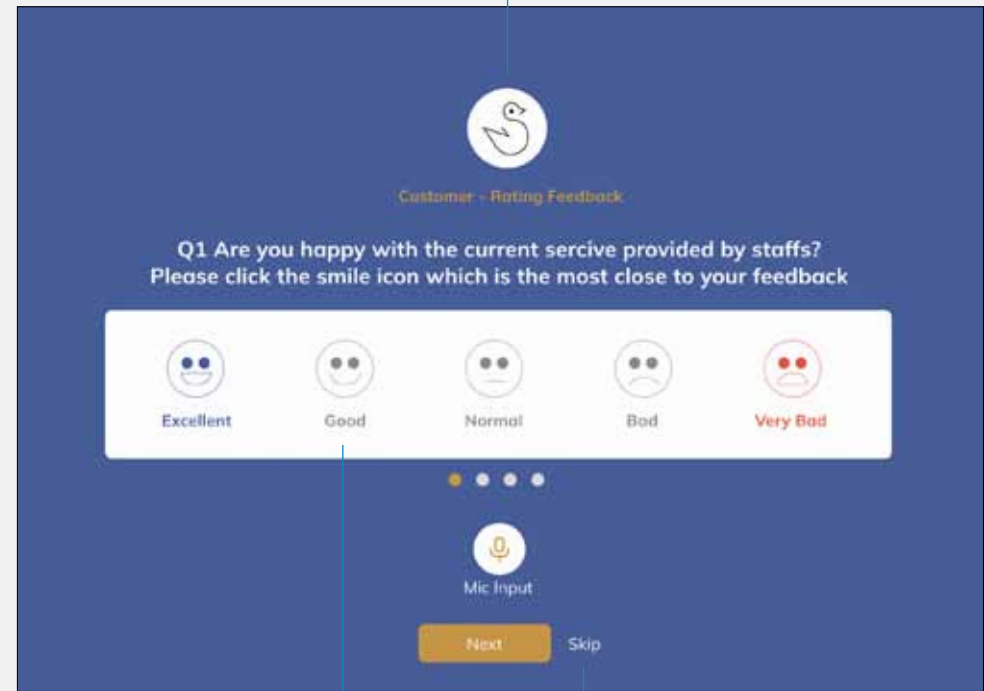
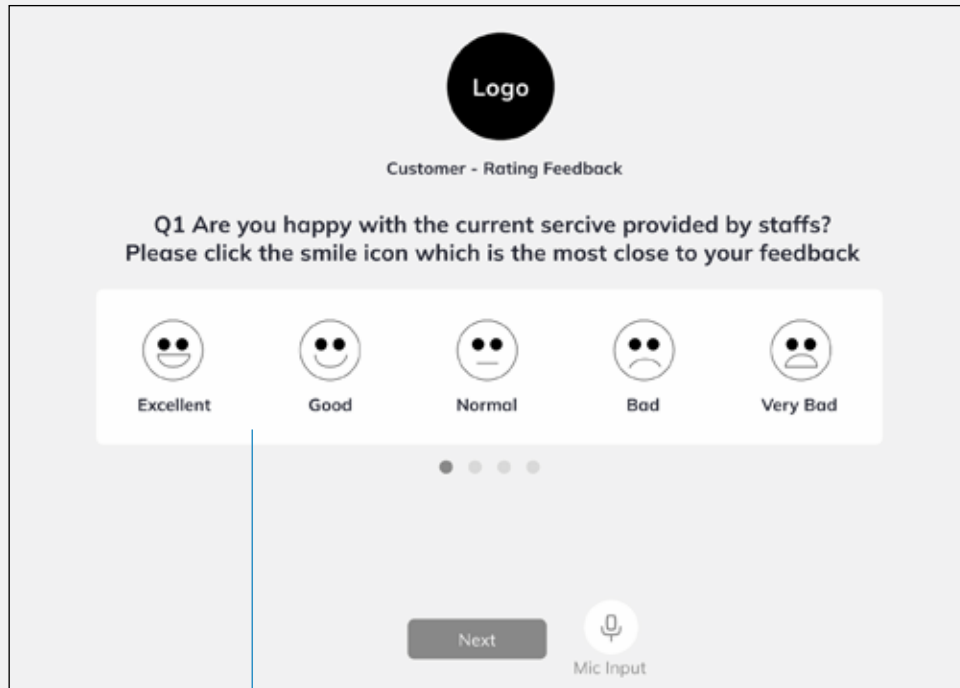
Logo size slightly bigger,
background image added

Profile Image
added here



Graphs added second chart,
showing both positive and
negative feedback

High Fidelity Prototyping

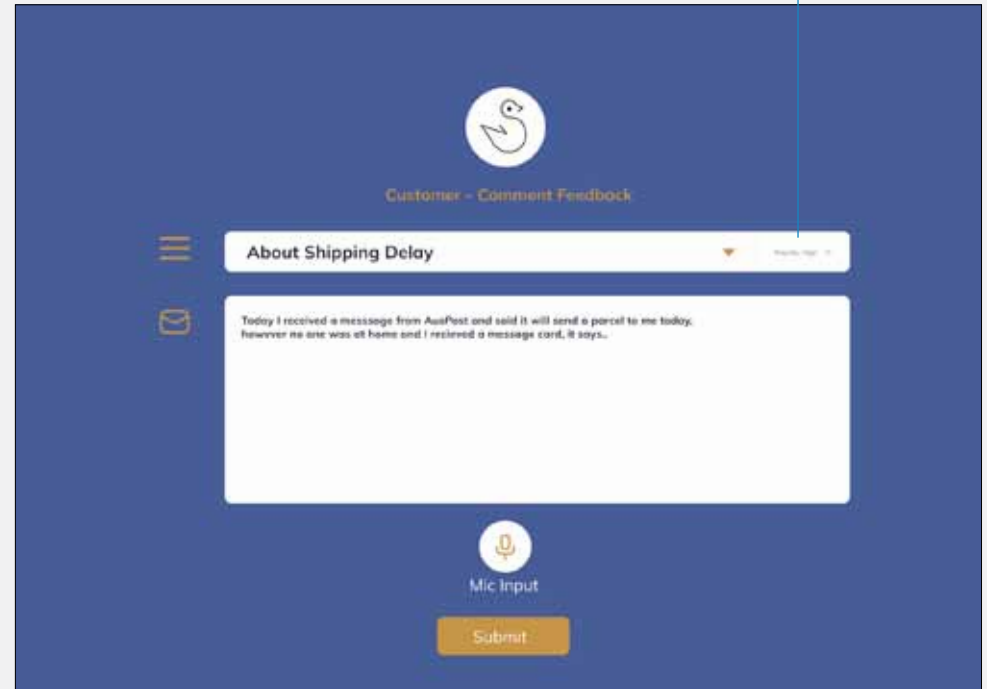
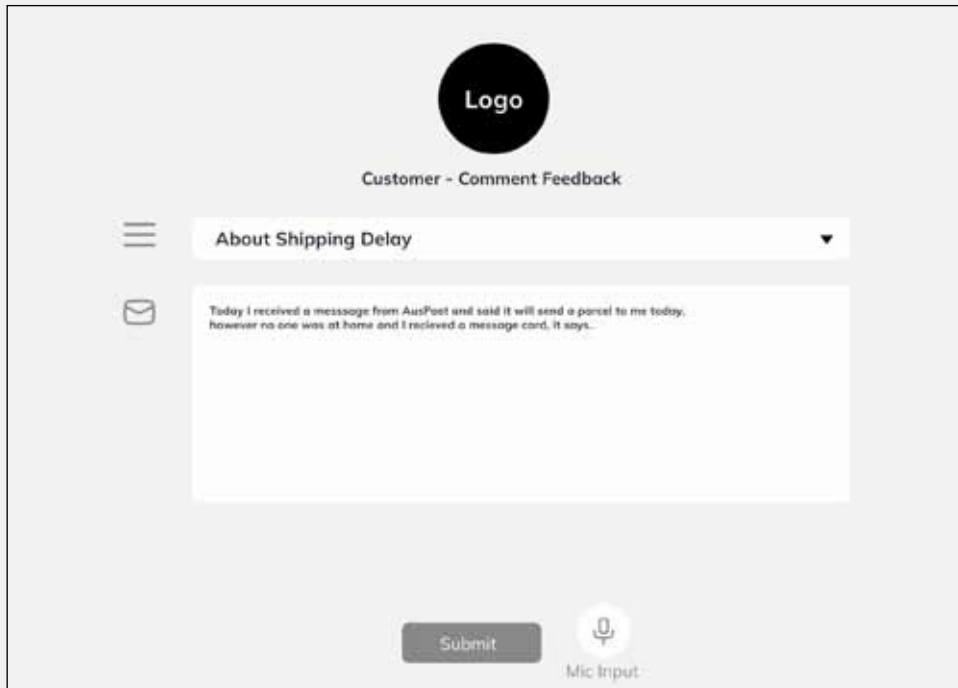


Layout adjusted, the feedback box placed in a middle of the page

skip button added here if users want to skip this page

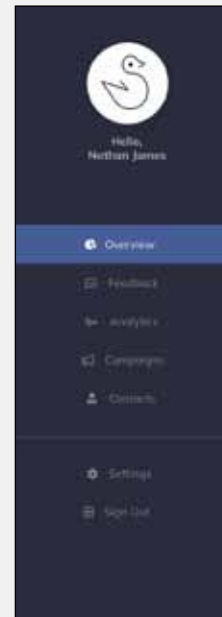
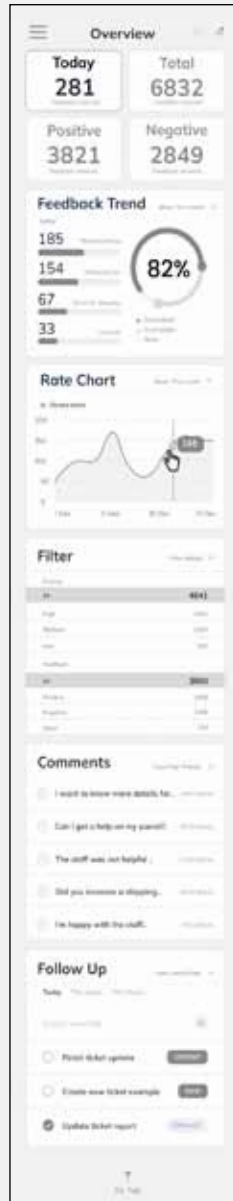
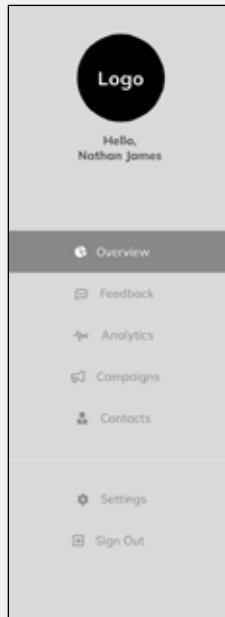
High Fidelity Prototyping

Priority added here, users can add priority between high, medium, low



Layout adjusted to make them look more balanced in the page

High Fidelity Prototyping



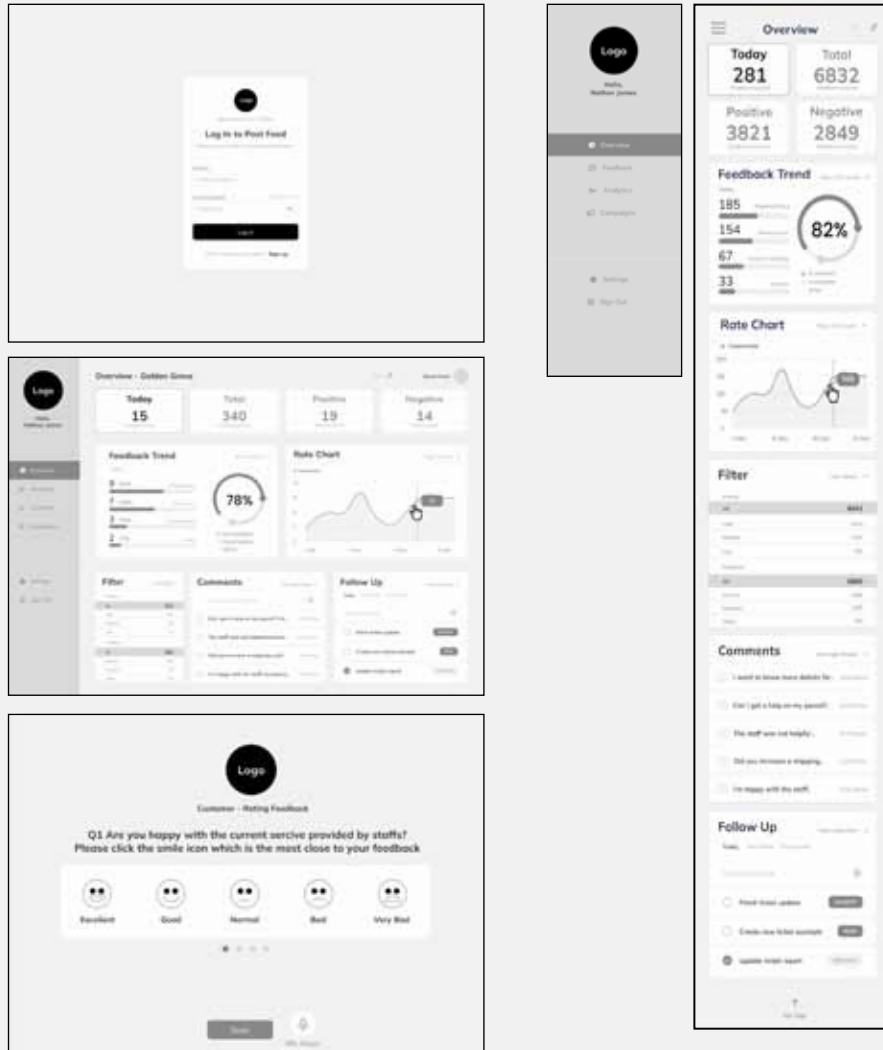
Graphs added second chart, showing both positive and negative feedback

Layout adjusted to make them look more balanced in the page

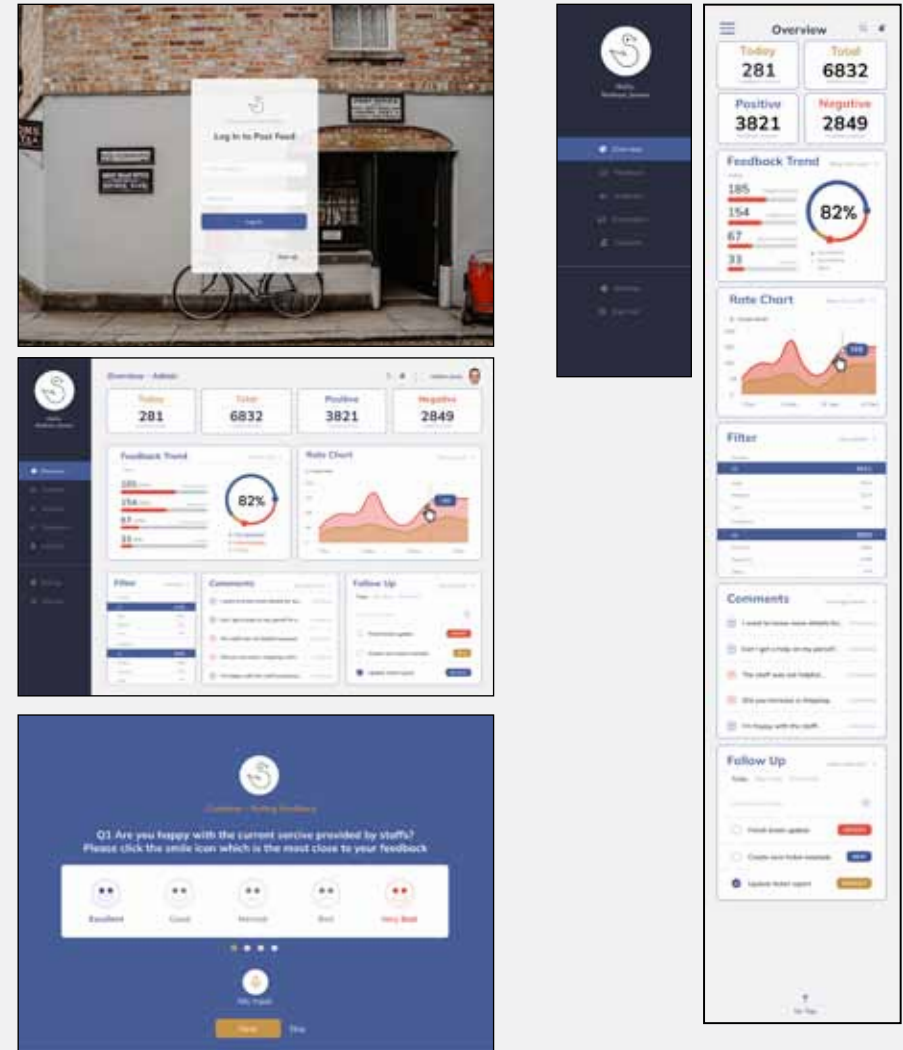


High Fidelity Prototyping

1st Iterations



2nd Iterations



Iterations from User Testing

After a persona user testing, I've discovered a few more improvements I can add before we launch the platform

Feedback from user testing (Persona)

Headquarter

- Not every admin needs all of the functions, they would like to customise what they want to see at dashboard, so **customisation** function like add/remove boxes is required for admin users and it needs to be placed easily.

Staffs

- We will need an **audio input** function for all of the pages, we will need a system more intuitive and useful, rather than spending a lot of time to study how to use it.

- If possible, add **simple mode**, most people require minimum functions to interact the system.

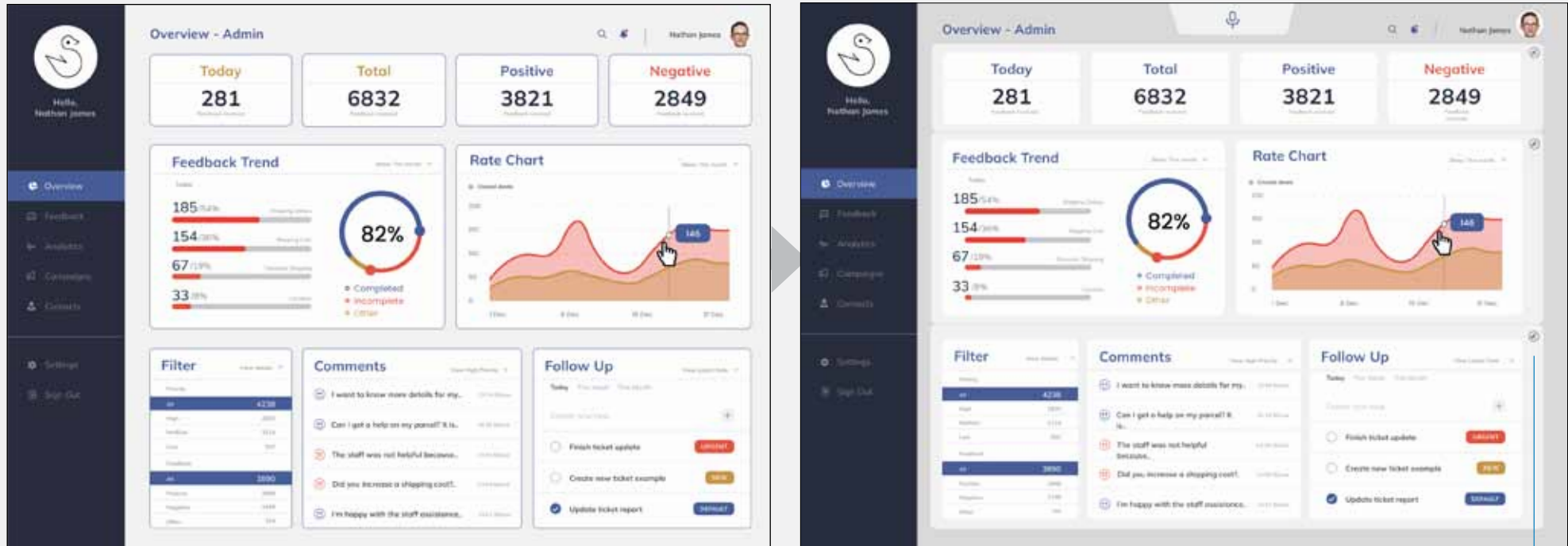
Customers

-As Australia is a multi-cultural country, we will need more **language change setting**. Mandarin, Spanish and French might be the 1st choice for the system.



Final Designs

Audio icon added here, staffs can simply use this to add comments to the system



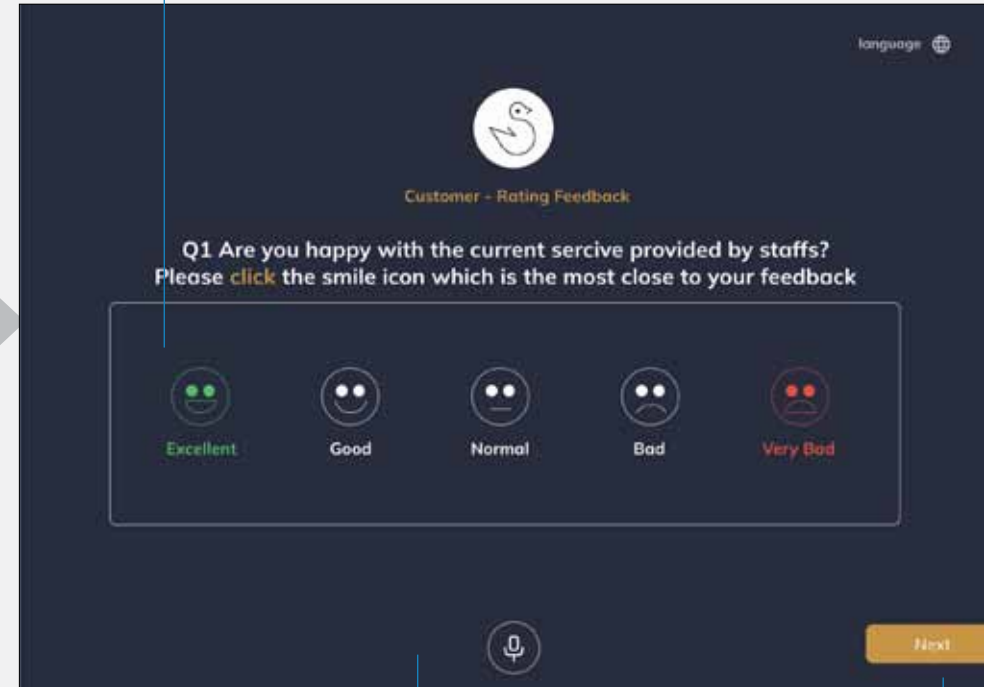
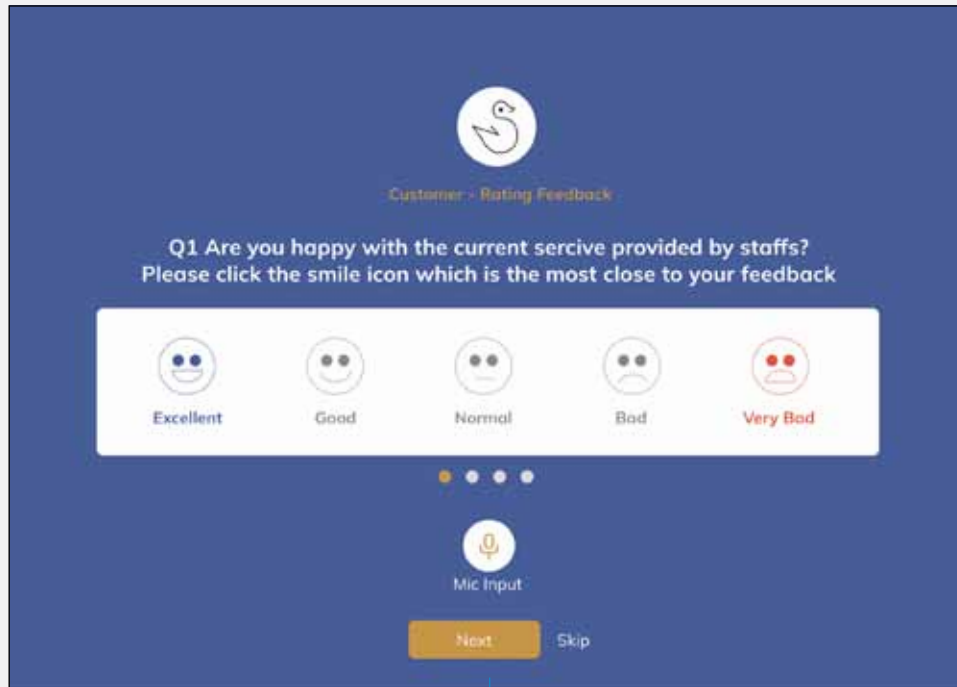
Colours adjusted to match the entire pages, this is the same colour schemes for admin and staff

Edit icon added here, this function allows admin or staff to delete or add new boxes to their menu

Final Designs

Changed "excellent" icon from blue to green to keep the universal icon colours

Audio icon added here, staffs can simply use this to add comments to the system



I changed darker colour for users for comfortable viewing

I moved this next button to the bottom right, so it is more intuitive

Outcome and Next Steps

I added some notes for next steps of this project here. I am still getting feedback from users at this moment to analyse what we can improve further.

I've learnt so much potentials of post feed and now it is currently in place for experimenting. With my 12 years of experience in UX designs, I've suggested following new features should be added to the future version of post feed.

Short-term goal

The design is currently work with server and it links to the multiple pages. (e.g. For Admin, overview, feedback, analytic and campaigns) now developer team says we should create a single platform that contains all of the page in one place for ease of maintain.

Search engine needs to be added for searching what admin and staff want.

Long-term goal

We discovered it sometimes becomes unstable to load the pages with no reason, if we could create a platform again, we will spend more time on stand-alone app to maintain the stability of the platform. Solution to the offline mode needs to be developed.



Outcome and Next Steps

Next Versions

Like I mentioned on a long term goal, it will be created as a stand alone app and handle all of the data individually offline and then add a button to reflect a live mode and switch to offline mode and it needs to be done seamlessly, it will be an app for mobile and desktop users with less frustration to the users who do not have access to the internet.

Cloud mode needs to be investigated for next version, currently it only works with live mode and central server, it always needs to be connected online.

AI integrations can be implemented in many places such as “search engine”, “help and support” pages. Those solutions are more popular in recent years.

Usability

Every pop up menus and the page navigations are appearing and disappearing instantly at this moment,

Further more detailed animation are required to improve the usability of the platform

