

Route Management - Fleet Logic & Drive Logic

Tracker Case Study

Helène Wentworth, 5 September 2025



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01.



Introduction

Tracker | Fleet Logic

Introduction

This case study covers three key initiatives: the **design of new route management features for the Tracker Fleet Logic Web Application**, the **development of a brand-new mobile app, DriveLogic**, and **the creation of a design system for Fleet Logic**. While only a few new screens were added to Fleet Logic to support route planning and dispatch, DriveLogic was designed from the ground up to give drivers a dedicated tool for managing their routes on the go. In parallel, I also began creating a design system for Fleet Logic, since one did not previously exist, to establish consistency and scalability across future designs. Together, these enhancements aim to improve fleet efficiency and create a seamless experience across web and mobile.



02.

Project Overview

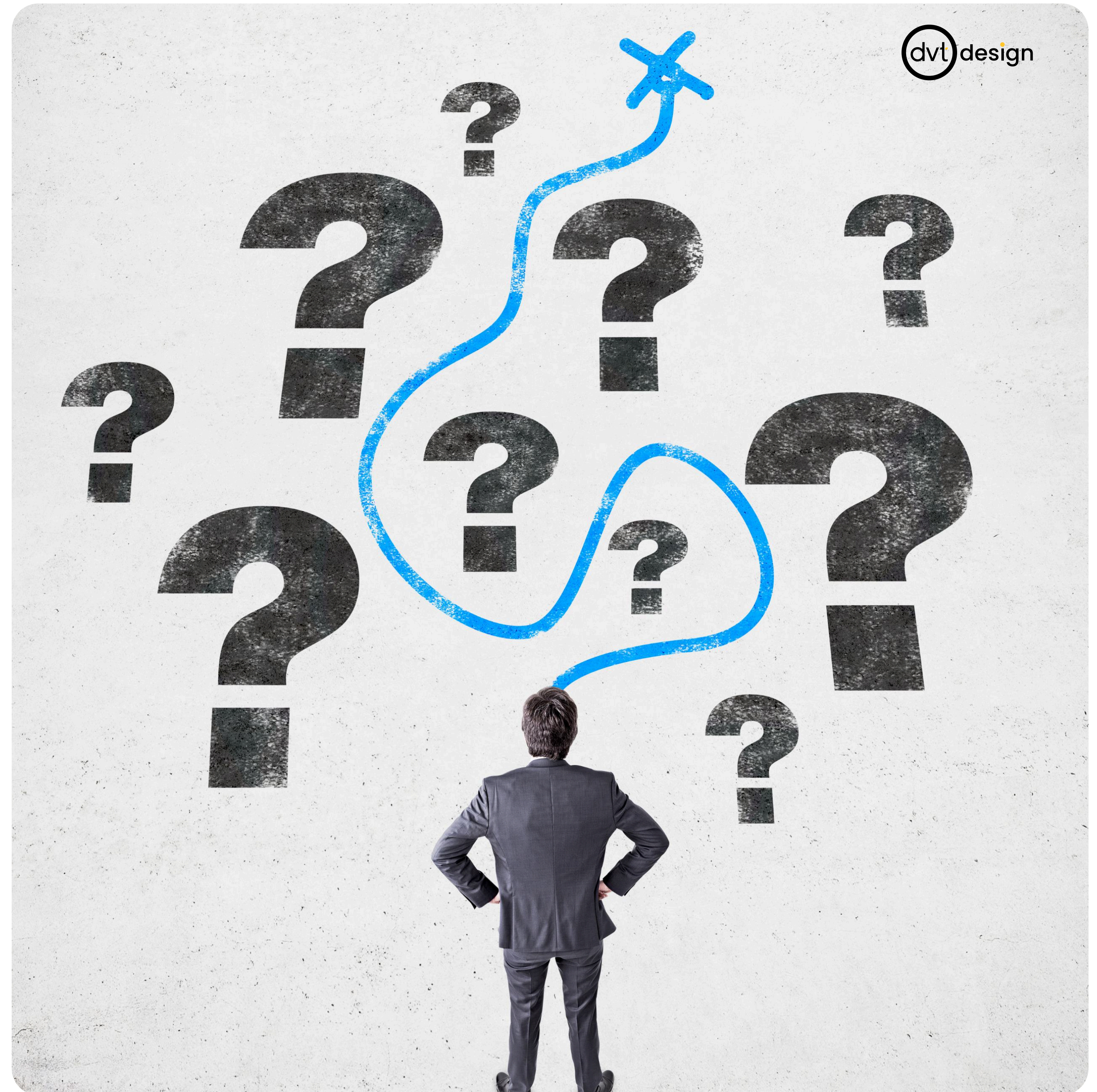
Tracker | Fleet Logic

Problem statement

Fleet managers lacked an integrated solution to plan, dispatch, and monitor routes effectively within the existing Tracker Fleet Logic Web Application. Additionally, drivers had no dedicated mobile tool to view and manage their assigned routes. This gap in functionality led to operational inefficiencies, communication challenges, and limited visibility across the fleet's day-to-day movements.

On top of this, Fleet Logic did not have a design system, making it difficult to maintain consistency, scalability, and efficiency across design and development efforts. This absence added friction when introducing new features and risked creating a fragmented user experience.

There was a need for a **seamless, connected** system to streamline route management for both dispatchers and drivers, supported by a design system to ensure consistency and long-term scalability.



My Role

UX/UI Designer responsibilities include:

- User Research
- Wireframing
- Prototyping
- Interaction Design
- Usability Testing
- Collaboration
- Iterative Design
- Documentation
- Icon design

Additional responsibilities:

- Designing Posters for Charity Events
- Organizing and Facilitating Charity Events



03.

Reasoning and Insights

Identified Challenges

- **Shift from Consumer to Fleet Context** – Designing for a new user type with different goals and workflows.
- **Adding Complexity Without Clutter** – Supporting advanced route management without overwhelming users.
- **Creating a Mobile Experience from Scratch** – Building DriveLogic as a dedicated driver app with no existing reference point.
- **Streamline User Flow** – Simplifying navigation and interactions for faster task completion.
- **Establishing a Design System** – Introducing a new design system for Fleet Logic to ensure consistency, scalability, and efficiency across future features.



Design Considerations

- **Brand Consistency** – Ensuring both Fleet Logic and DriveLogic reflect Tracker’s visual identity for a cohesive experience.
- **Accessibility and Inclusivity** – Designing interfaces that are usable and clear for all drivers and managers, regardless of context.
- **Feedback-Driven Improvements** – Iterating based on user insights, stakeholder input, and usability testing.
- **Seamless Integration** – Creating smooth interactions between the web and mobile platforms to support end-to-end route management.
- **Scalability for Future Updates** – Establishing a design system and flexible components to support new features without rework.



04.

Design Process

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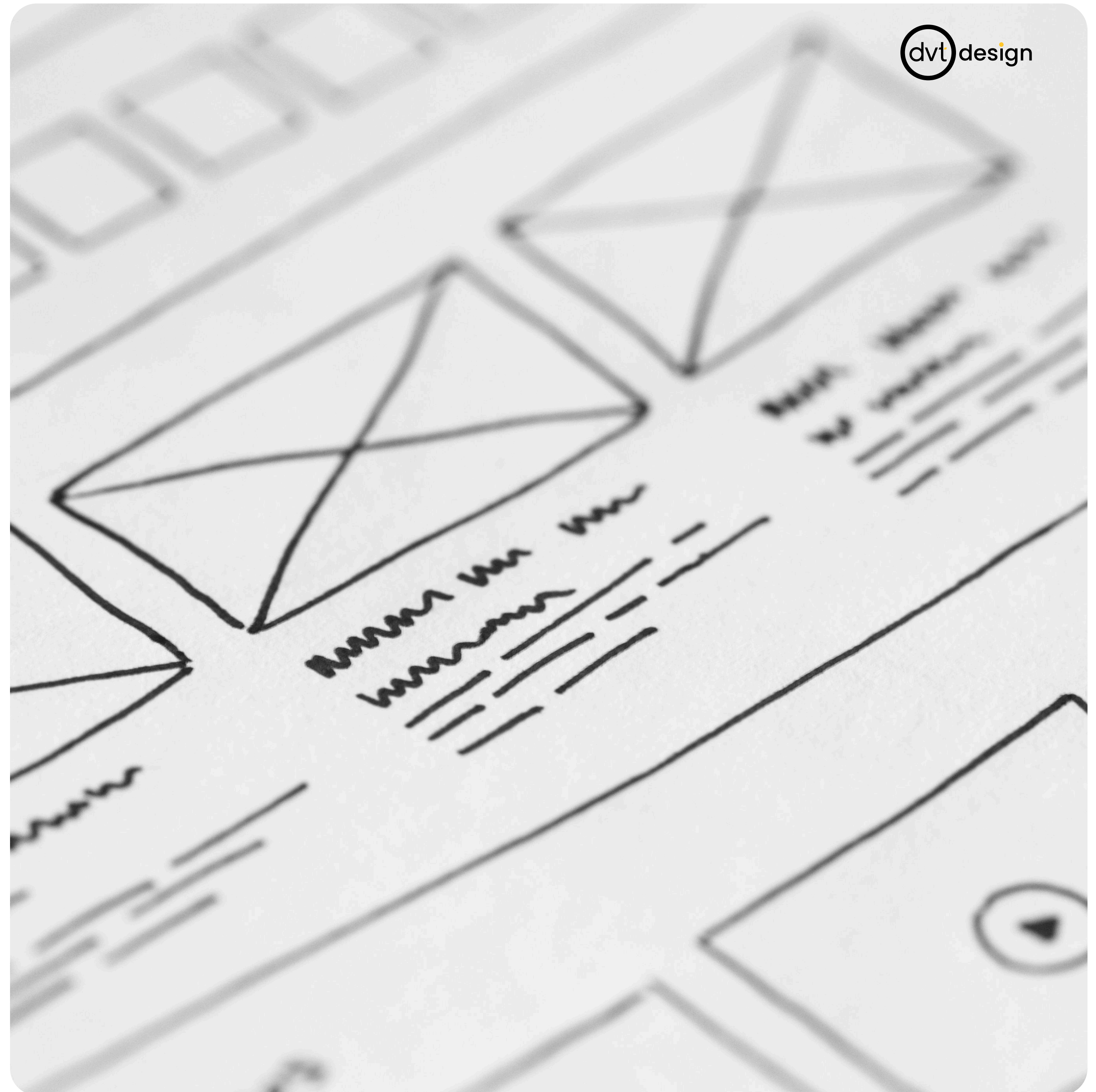
Discovery & Research

- Studied competitor fleet routing solutions for best practices.
- Identified goals: easy route planning for dispatchers and simple route updates for drivers.
- Balanced adding features without complicating the existing system.

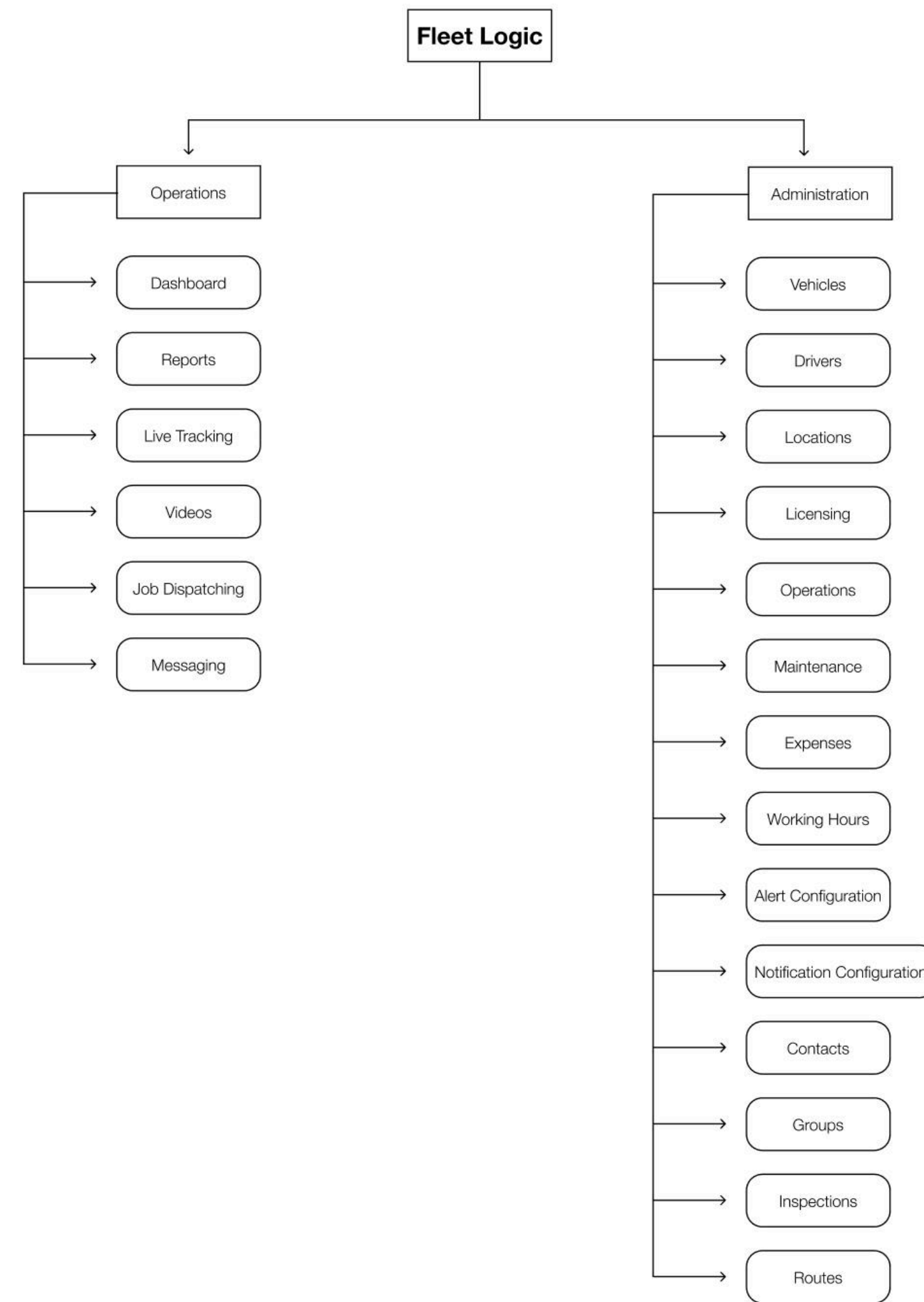


Wireframing & Prototyping

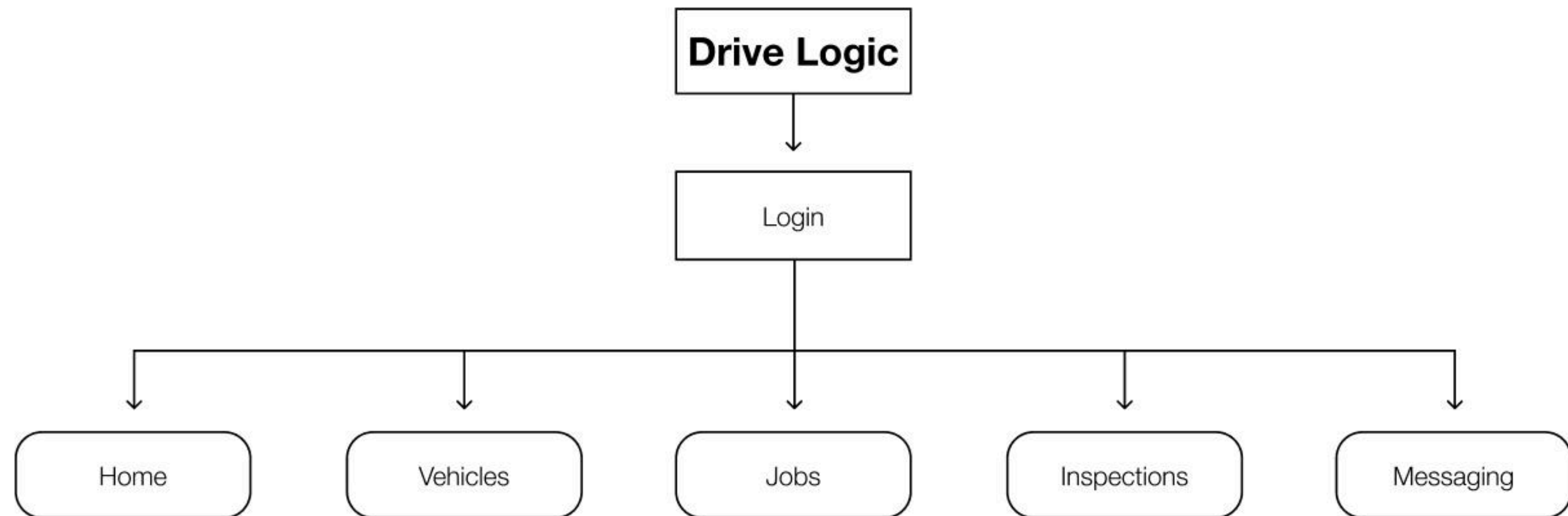
- Initial Wireframes for Feature Placement
- Prototyping for Internal Feedback
- Iterative Design Improvements
- High-Fidelity Prototypes
- Scenario Testing with Prototypes



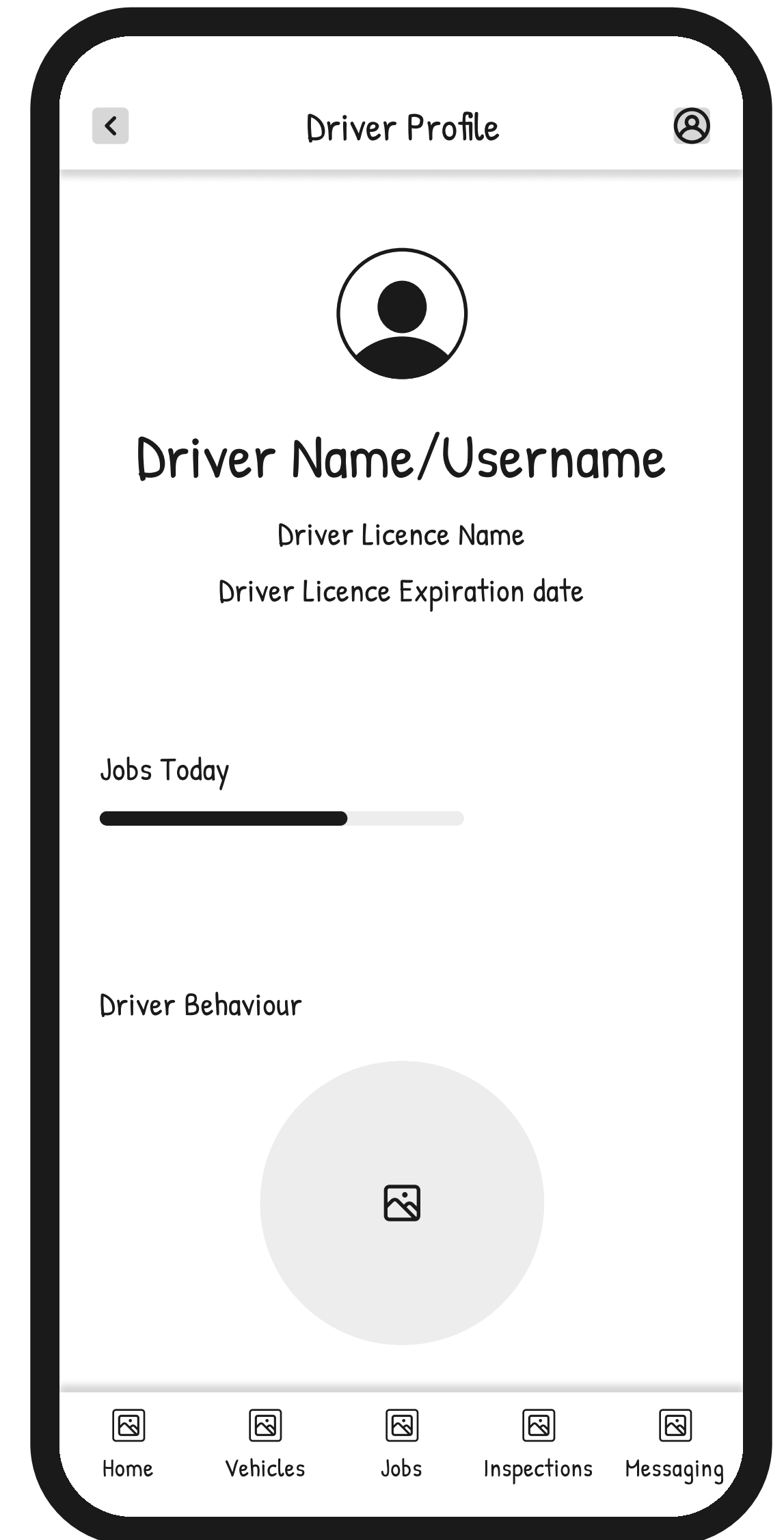
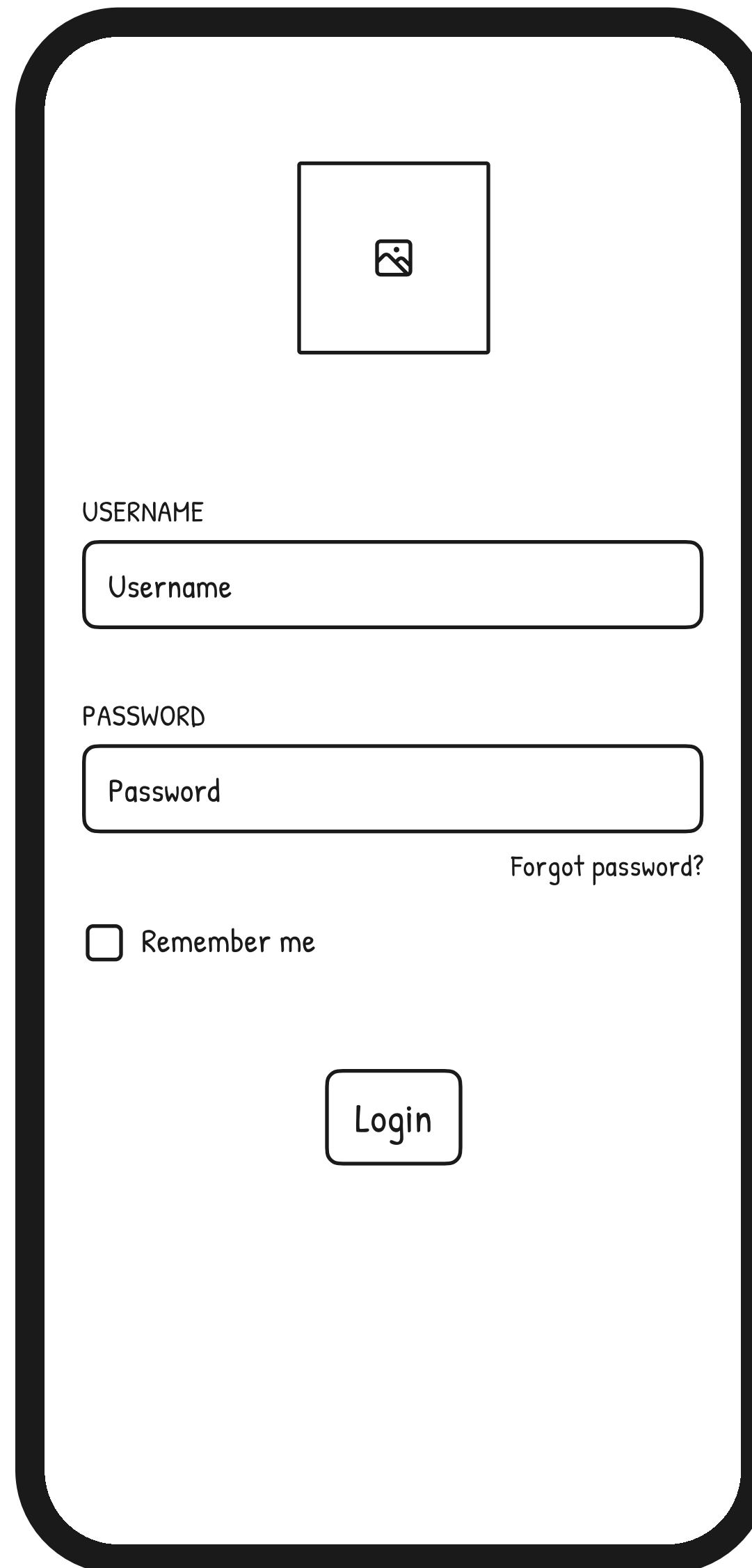
High-Level Sitemap - Fleet Logic



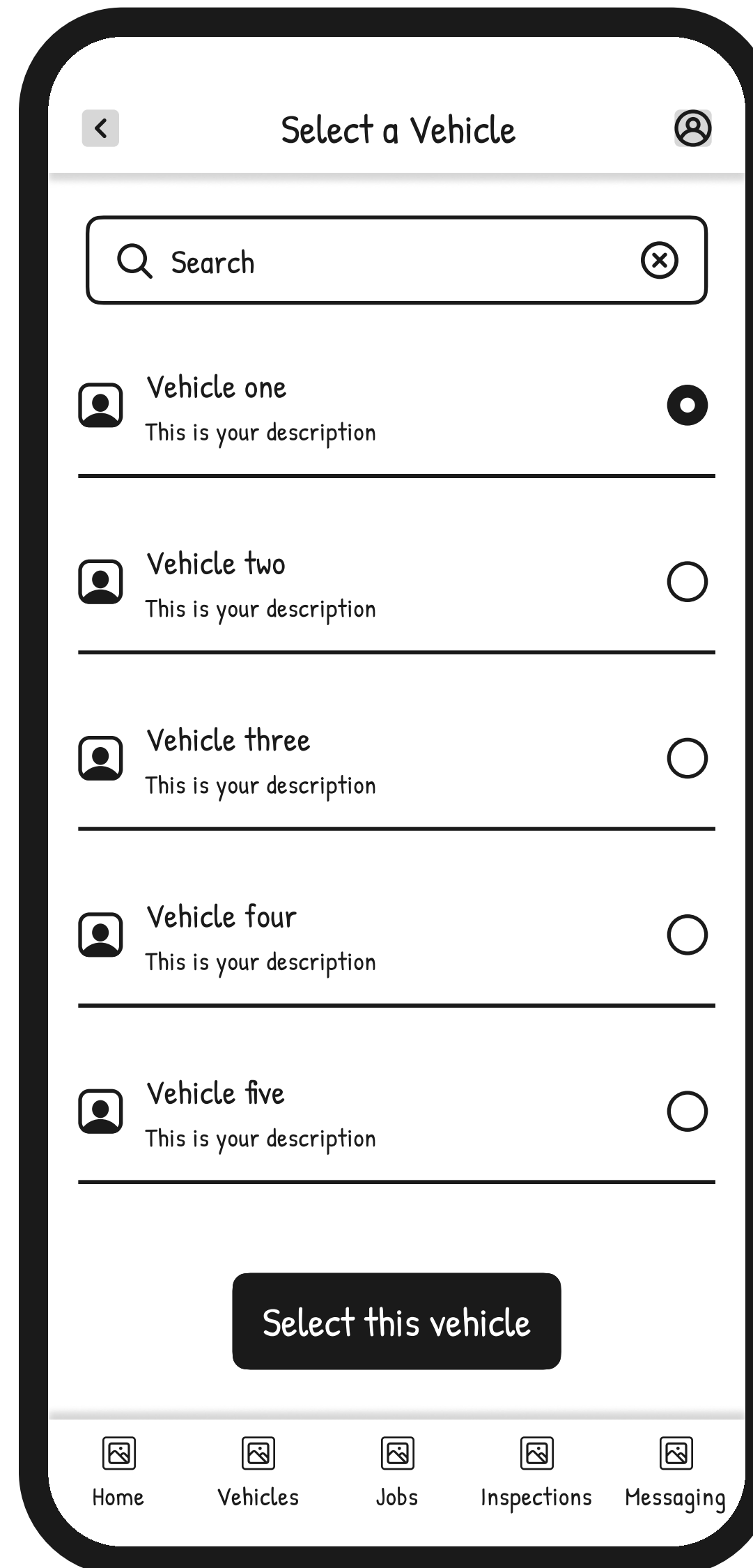
High-Level Sitemap - Drive Logic



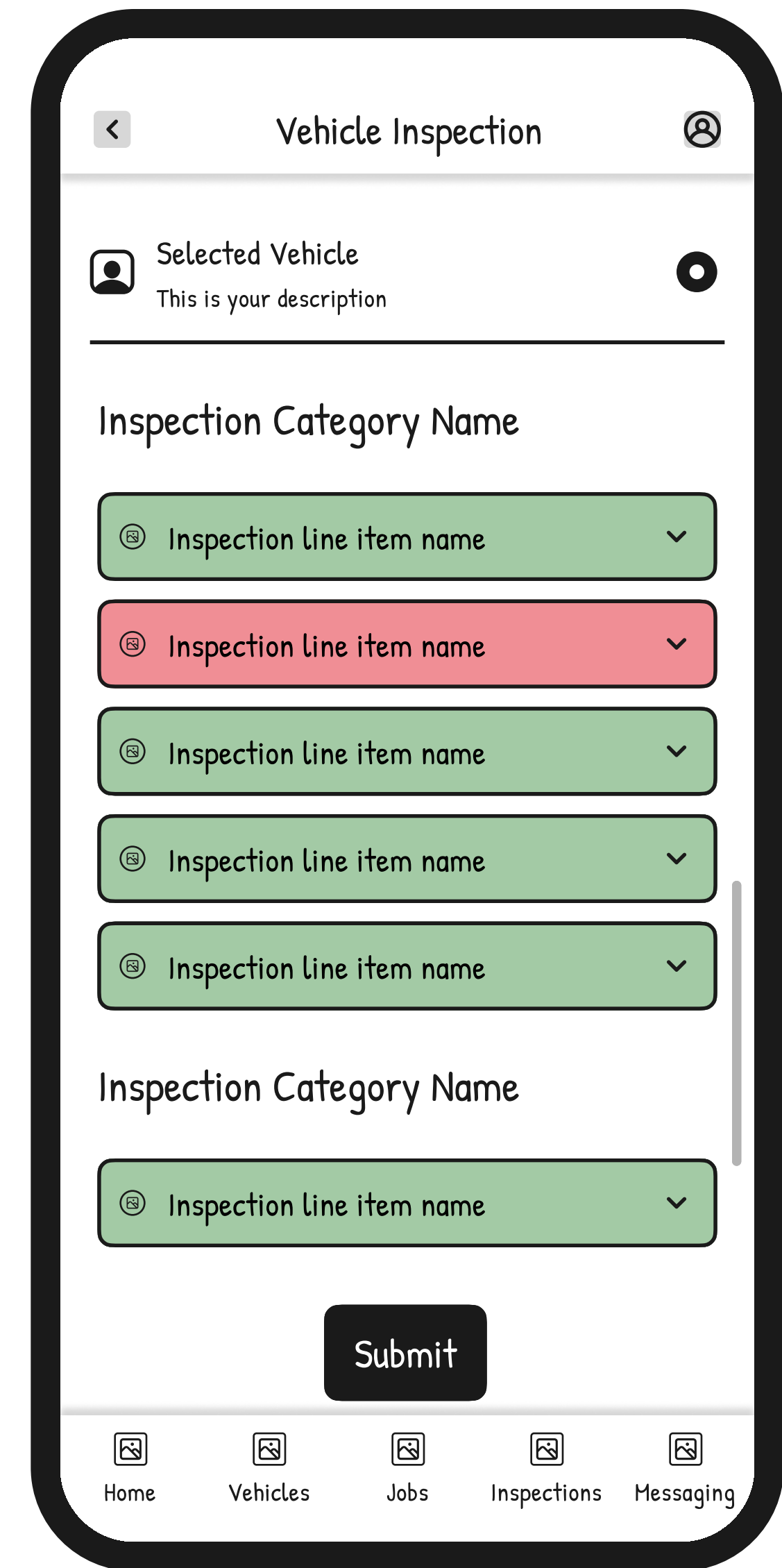
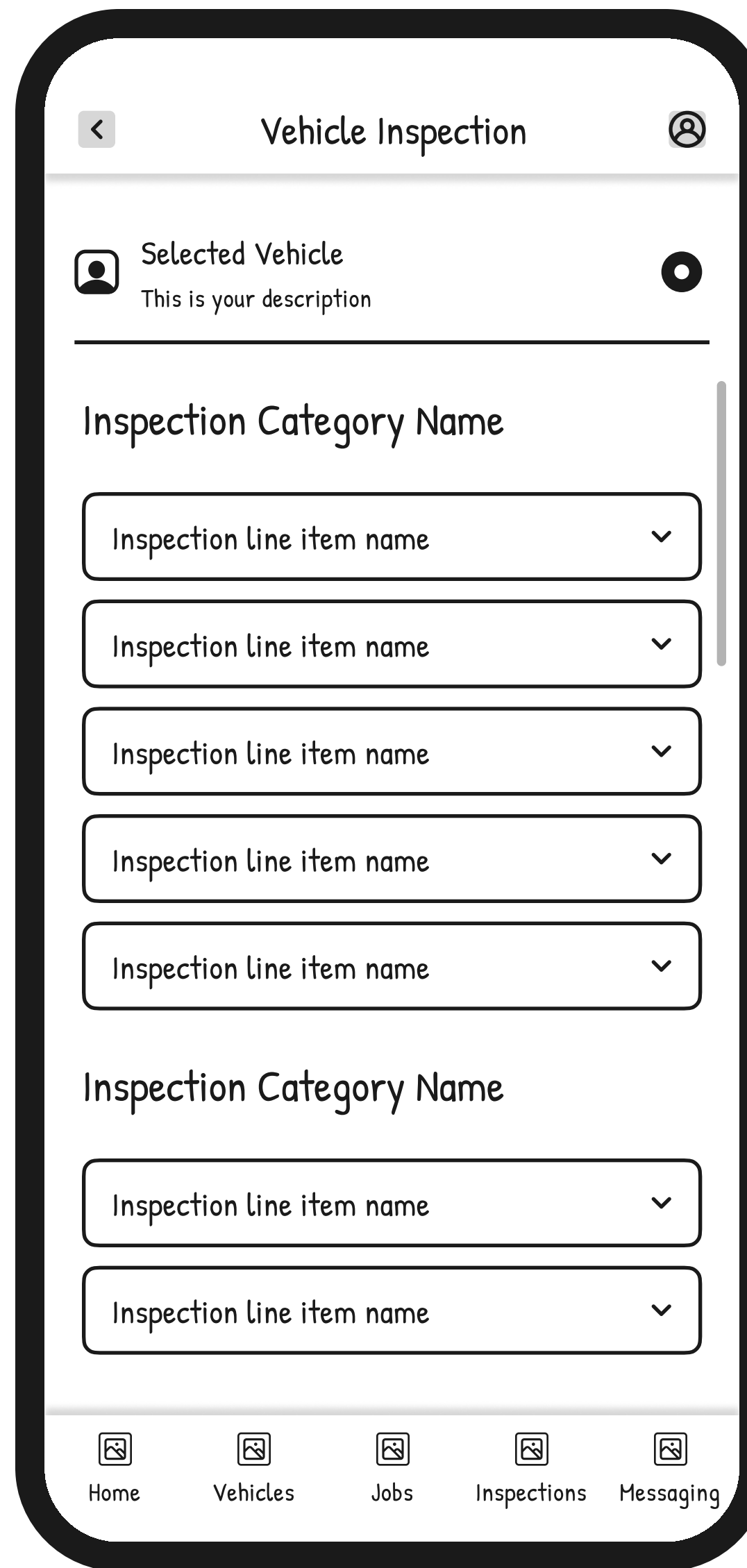
High-fidelity wireframes



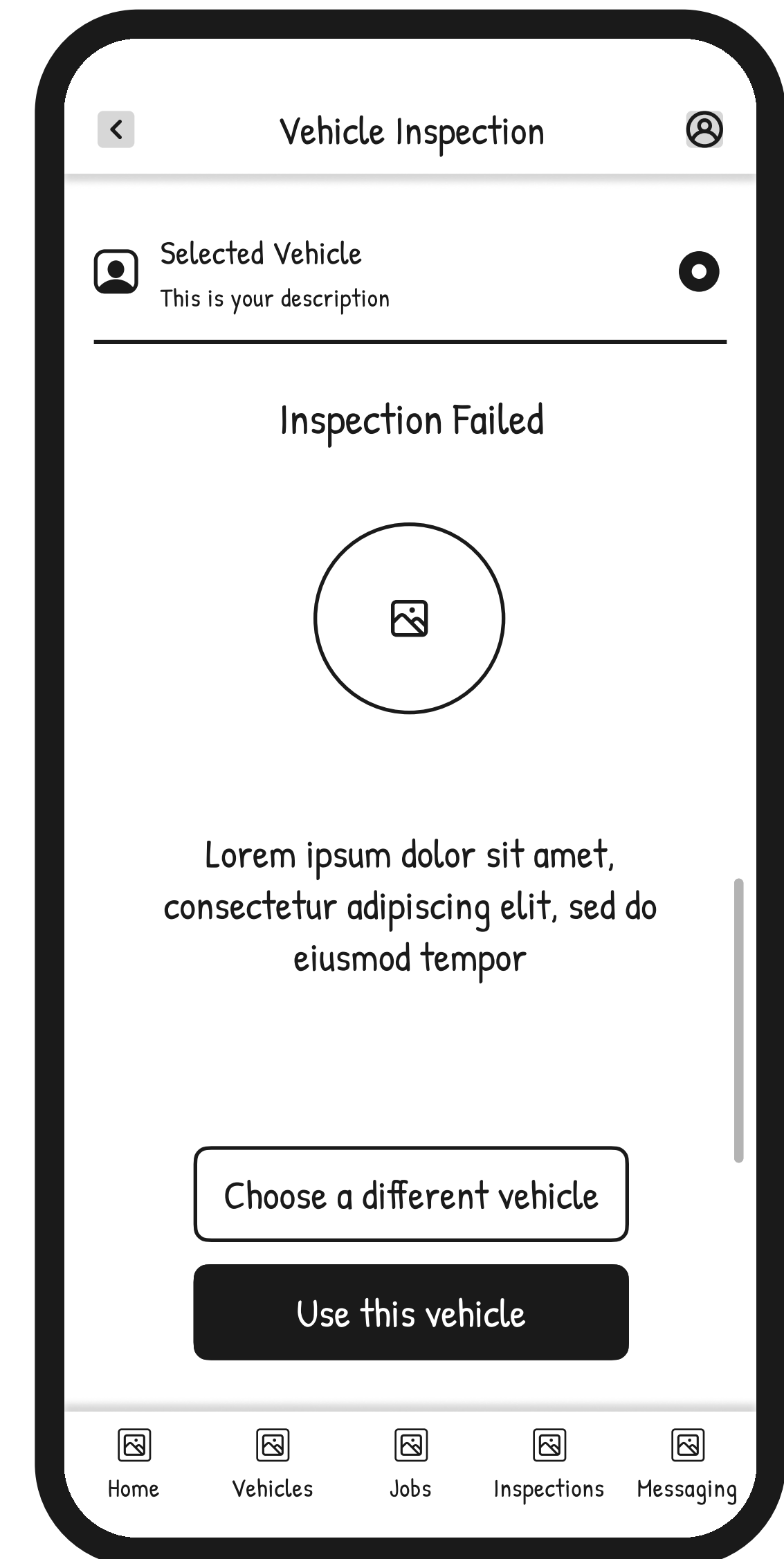
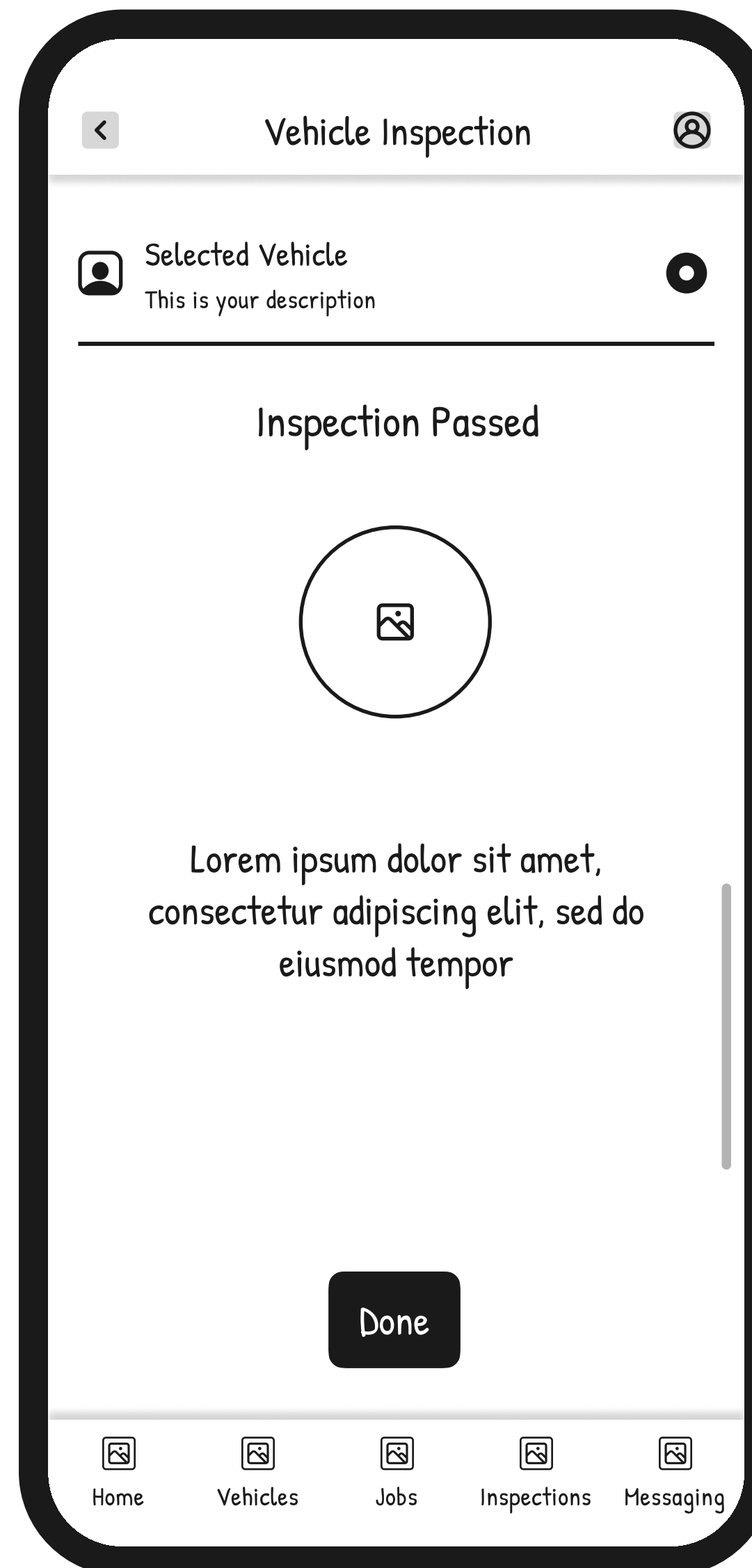
High-fidelity wireframes



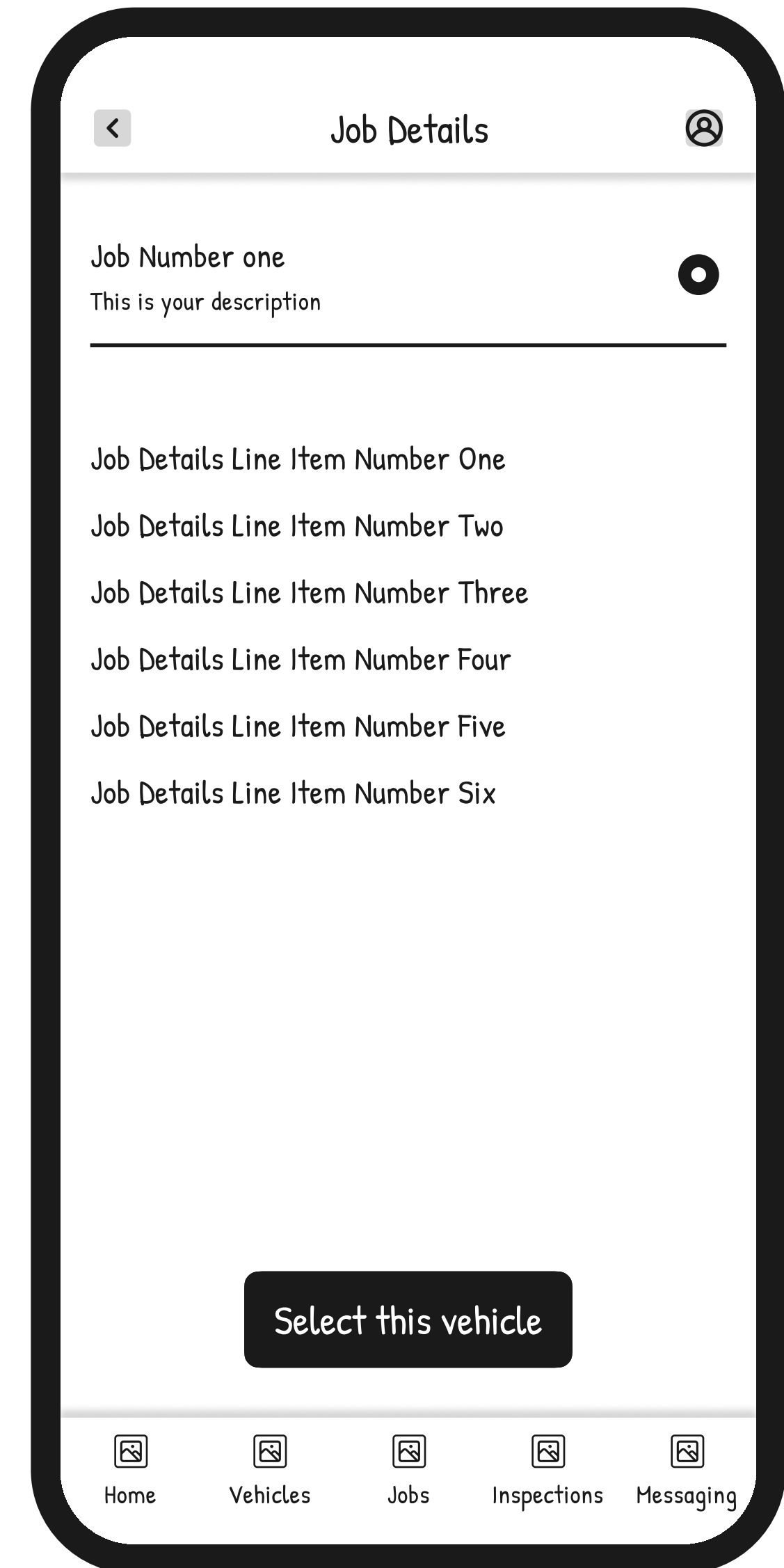
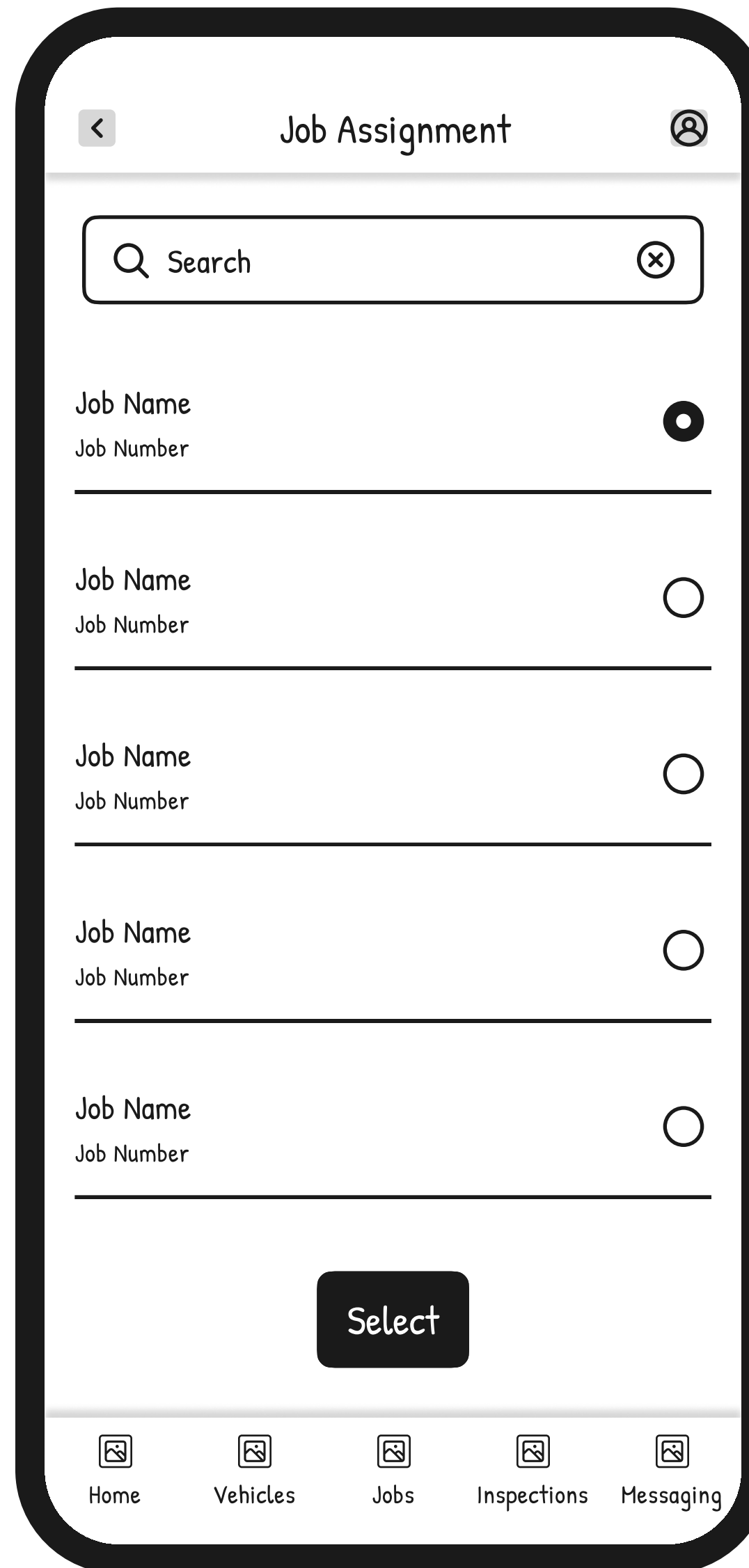
High-fidelity wireframes



High-fidelity wireframes



High-fidelity wireframes



Figma Prototypes



Design Iteration

The design process involved refining wireframes and prototypes based on internal feedback and project goals.

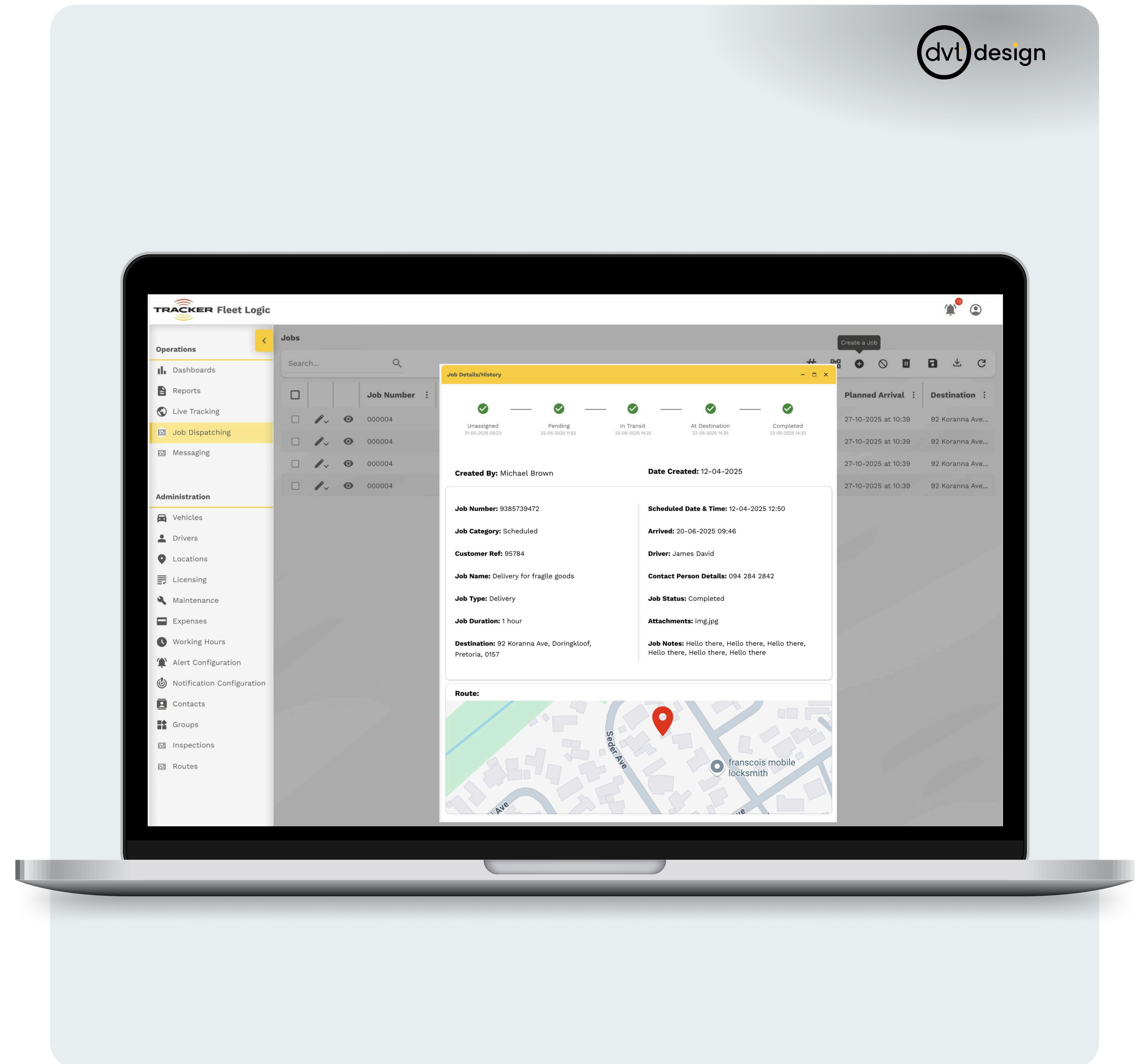
Iterations focused on developing the new project workflows for Fleet Logic and Drive Logic, with each revision enhancing usability while preserving the apps' core structure.

This approach ensured a smooth transition for users, maintaining familiarity while introducing new features to the existing Fleet Logic web application.



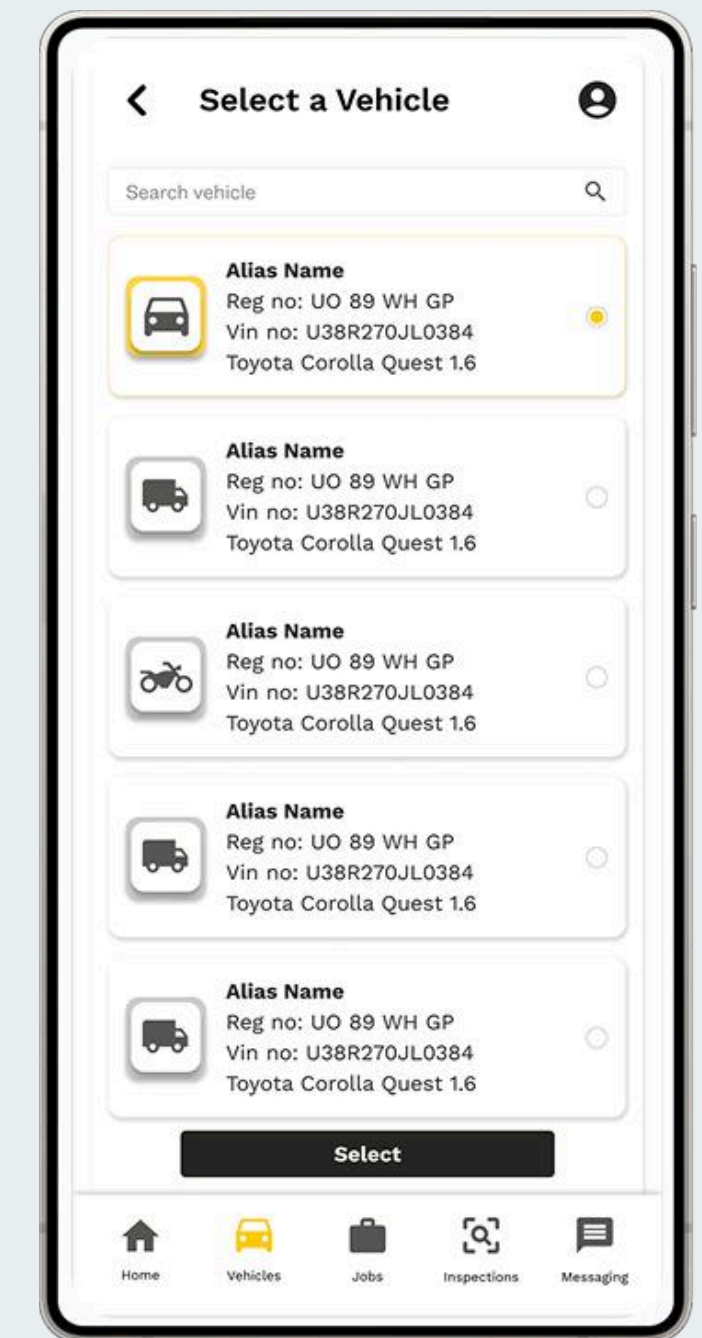
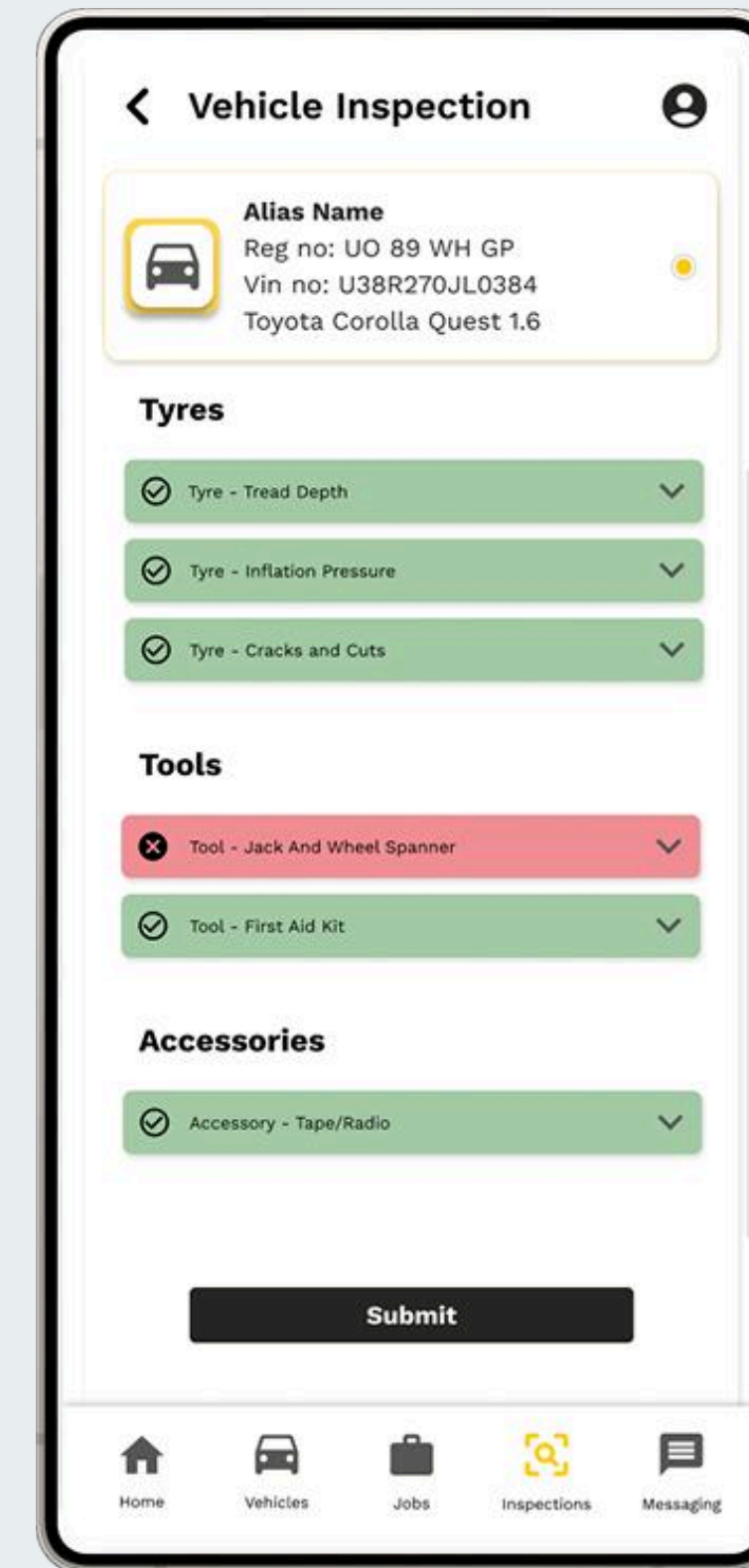
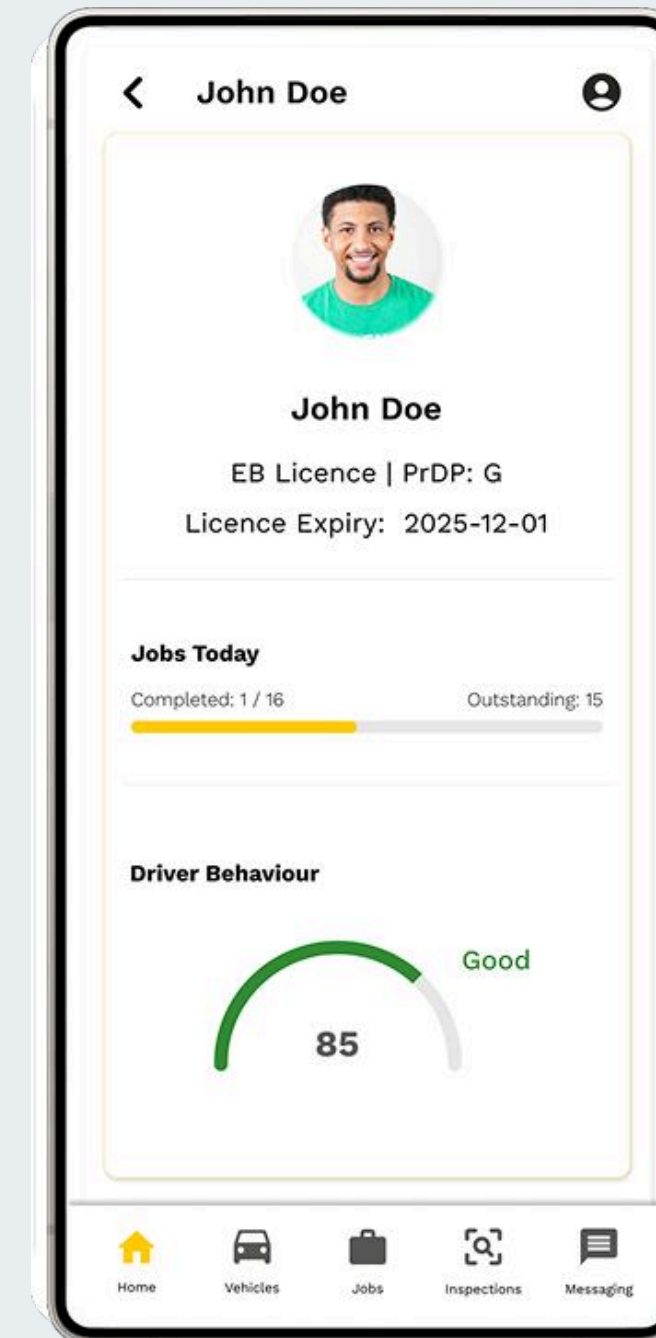
Final Design Implementation - Fleet Logic Route Management Features:

- The final implementation introduced new screens and interactions to support route planning, route adherence, and job dispatching.
- Visual hierarchy and clear timelines were incorporated to help fleet managers quickly understand assignments and priorities, improving efficiency and overall usability within the Fleet Logic web application.



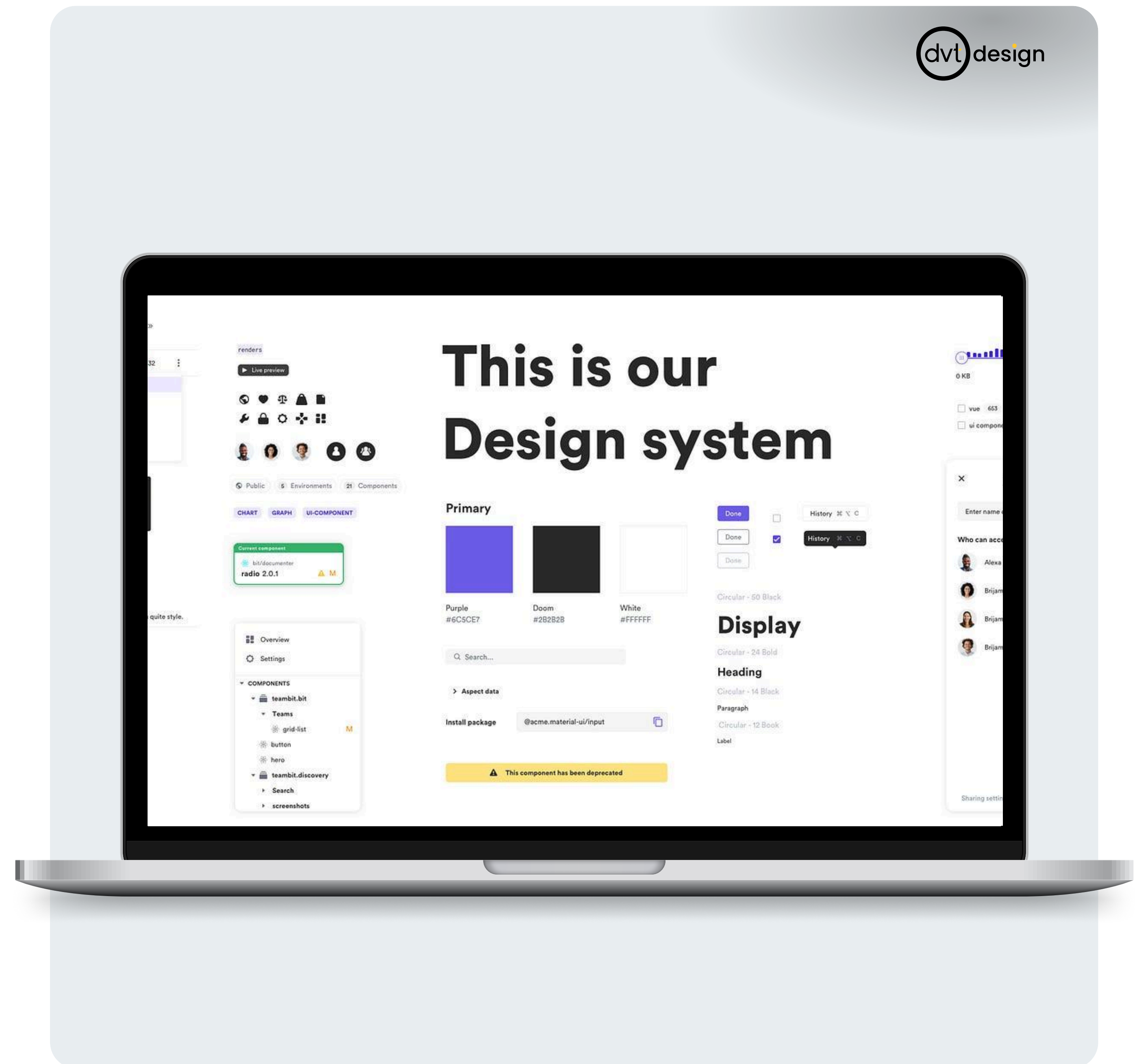
Final Design Implementation - DriveLogic Mobile App:

- For Drive Logic, the mobile app is still in the design phase and development has not yet started.
- I have created a fully native experience concept for drivers to manage routes on the go, focusing on usability in real-world conditions, including quick updates, glanceable information, and offline support.
- Feedback loops were designed to allow drivers to update route progress, report issues, and communicate with dispatch seamlessly, ensuring the app concept meets practical operational needs once development begins.



Fleet Logic Design System:

- For Fleet Logic, the web application is already developed, so I am focusing on creating a comprehensive design system to ensure consistency, scalability, and usability across the platform.
- This design system ensures that any future updates or features remain cohesive, accessible, and aligned with user and business needs, while also making it easier for developers to implement changes consistently.



05.

The Approach and Process

The Approach

User-Centered Design: Focused on the needs of both fleet managers and drivers through continuous stakeholder engagement.

Iterative Design: Created low-fidelity wireframes and prototypes to quickly test ideas and gather feedback.

Minimal UI Impact: Designed only a few new screens in Fleet Logic to add route management without disrupting existing workflows.

Consistency & Brand Alignment: Ensured designs aligned with Tracker's visual style and interaction patterns.

Collaboration: Worked closely with developers, product owners, and stakeholders for technical feasibility and prioritization.



06.

Impact and Outcomes

Improved Operational Efficiency

The new route management and dispatch features in Fleet Logic streamline planning processes, reducing the time fleet managers spend organising routes and assignments.



Enhanced Driver Experience

DriveLogic empowers drivers with a dedicated mobile tool for managing routes, tracking tasks, and providing real-time updates, improving their day-to-day workflow.



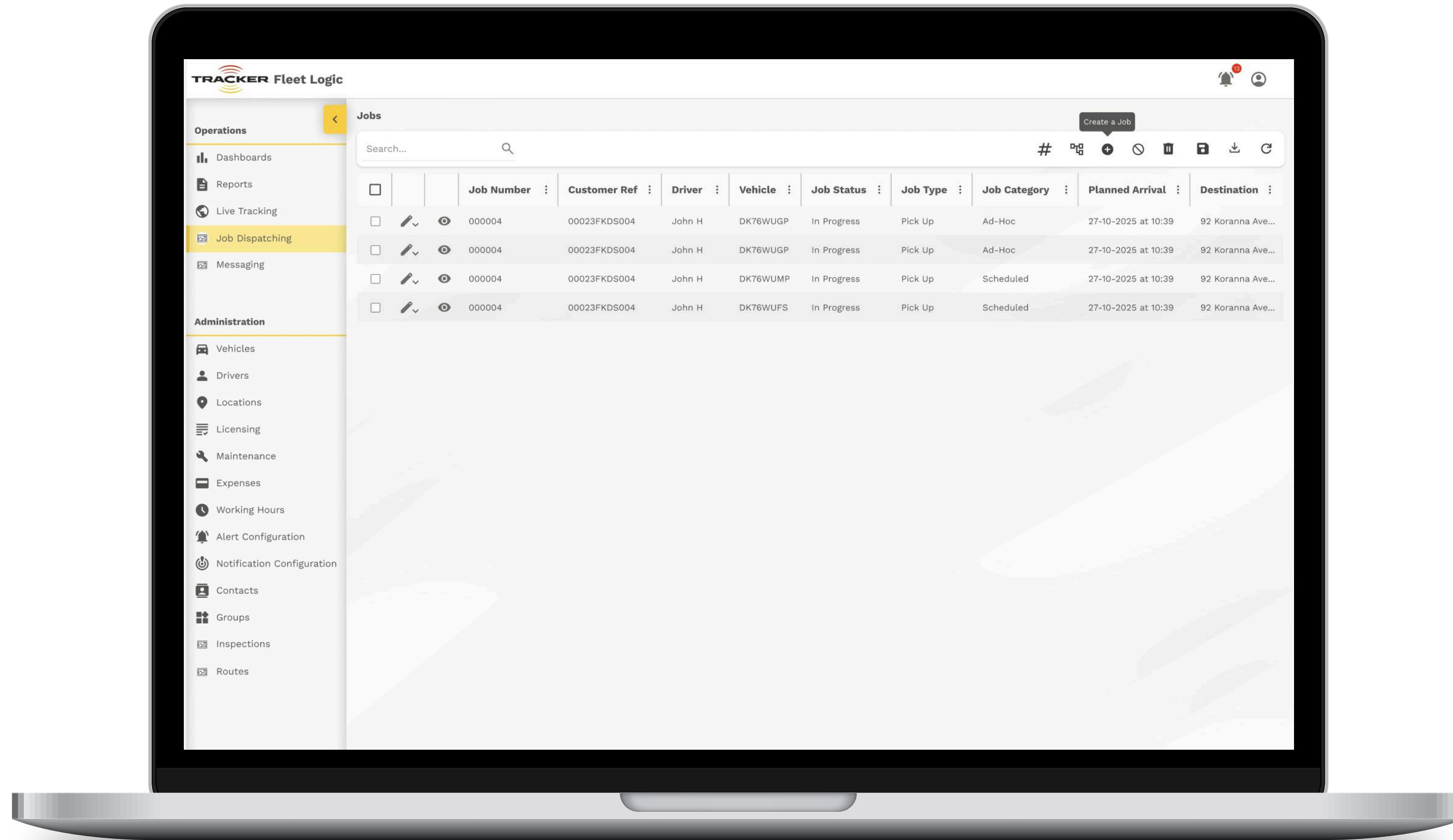
Consistency and Scalability

The introduction of a design system for Fleet Logic establishes a unified visual language, ensuring future updates are faster, more consistent, and easier to maintain.



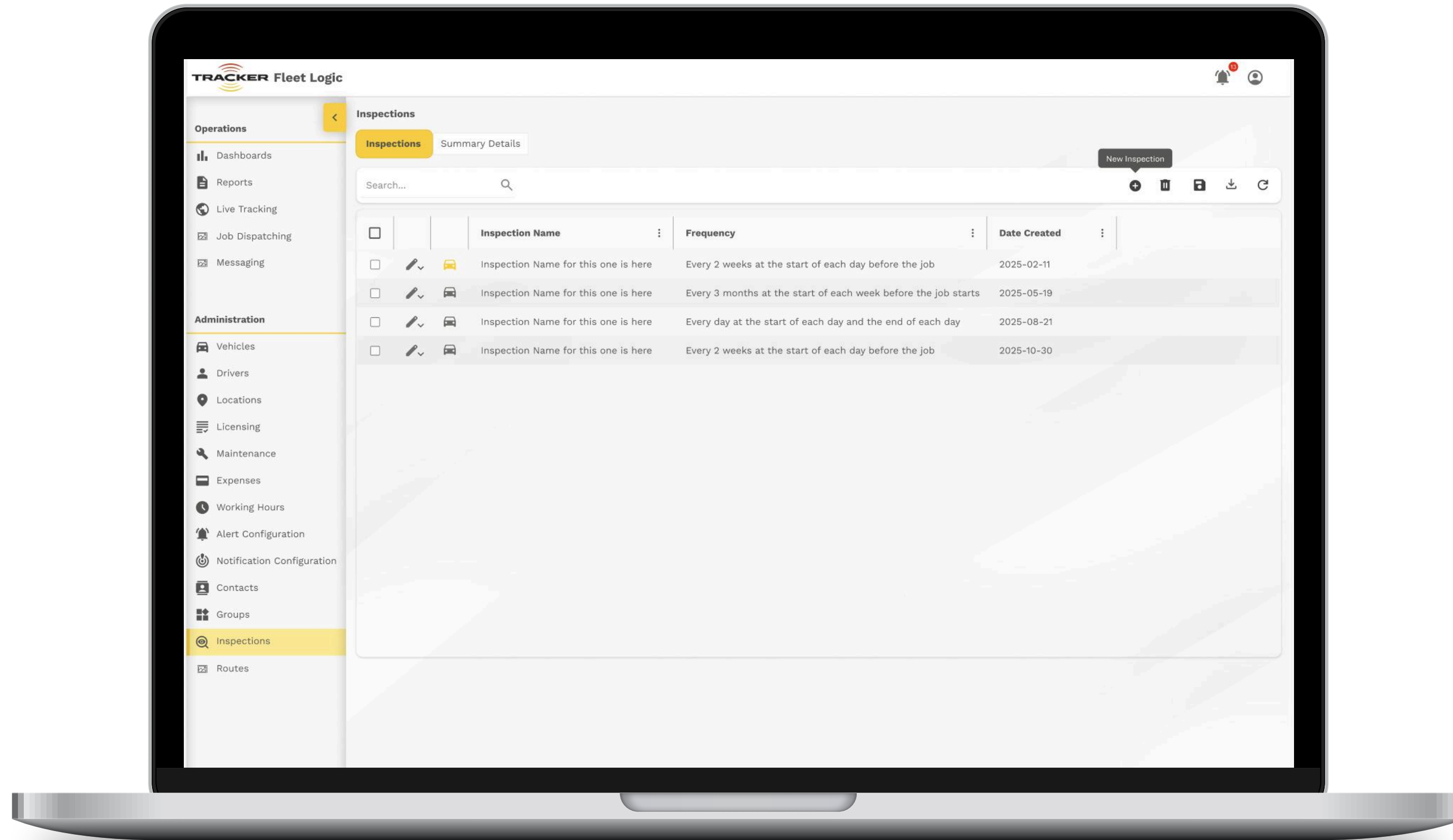
07.

Final Design Implementation



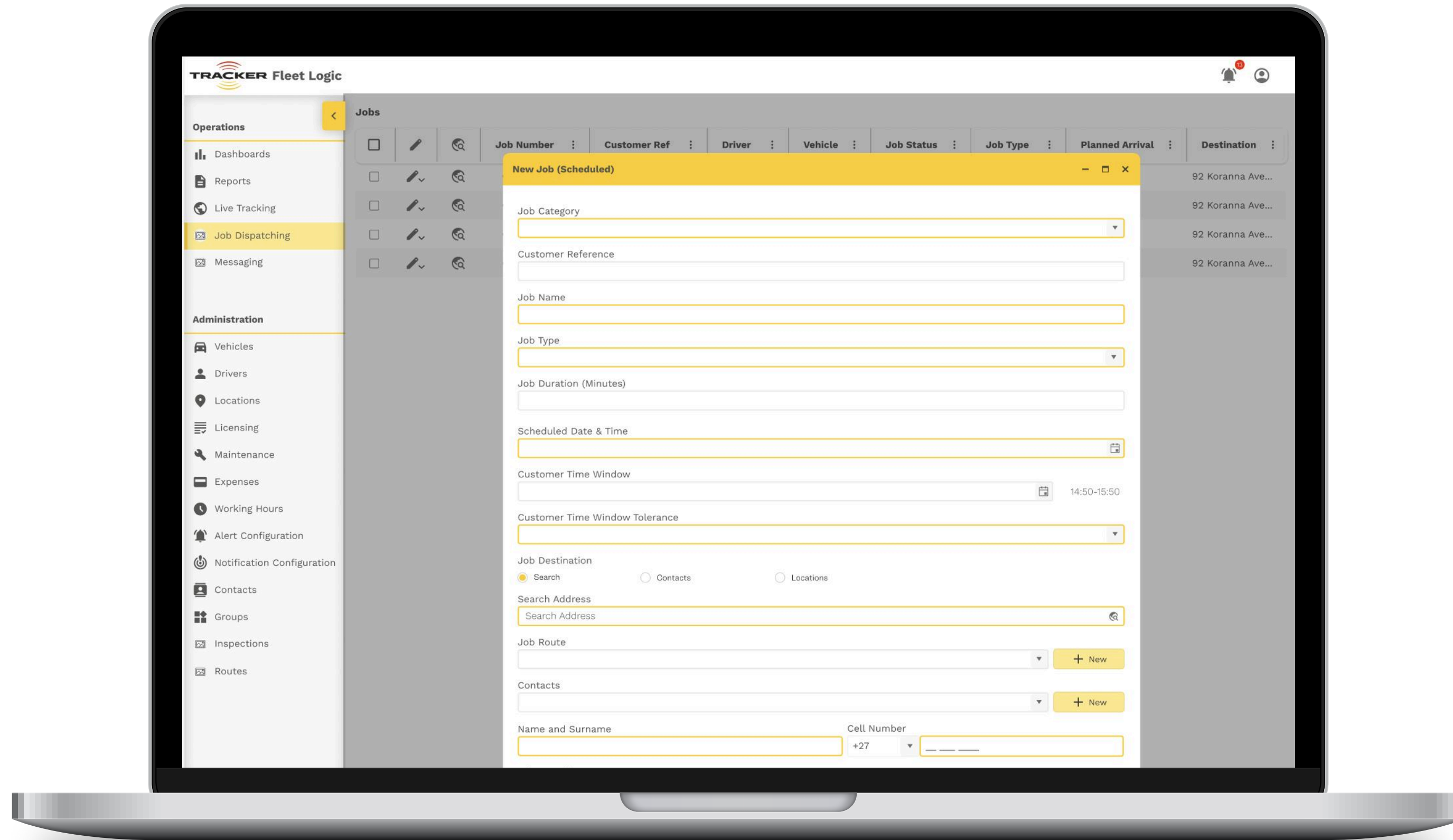
Job Dispatching - Desktop

The Job Dispatching screen enables managers to assign and schedule jobs with ease. It offers a clear view of vehicles, drivers, and job statuses, allowing quick allocation and real-time tracking for efficient fleet operations.



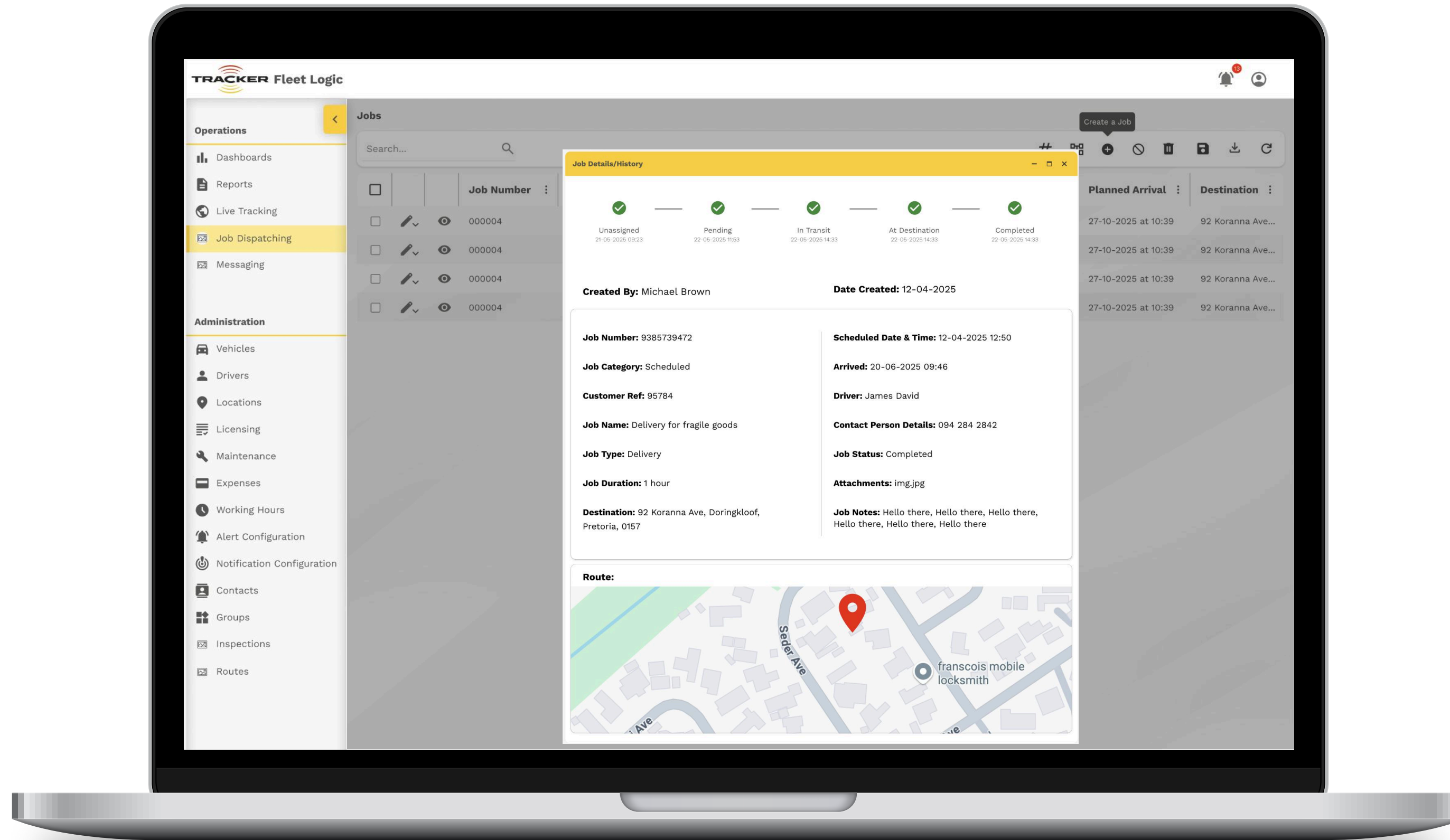
Inspections - Desktop

The Inspections screen provides a clear overview of vehicle inspection records, including dates, drivers, and status. Managers can filter, search, and track inspection history to ensure compliance and quickly identify vehicles requiring attention.



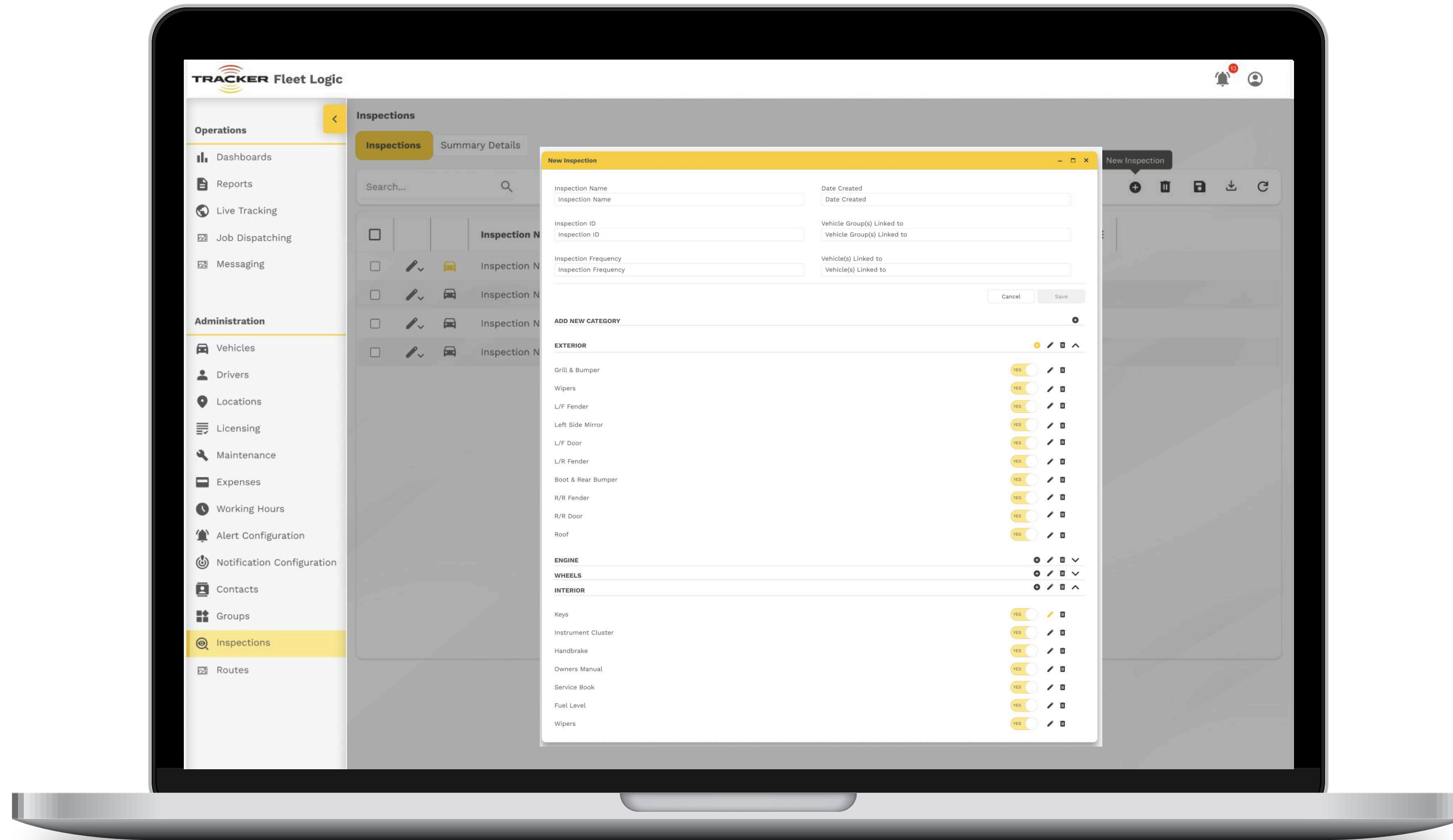
Create a New Scheduled Job – Desktop

The Create a New Scheduled Job screen allows managers to set up upcoming jobs by entering key details such as job name, location, time, driver, and vehicle. The interface streamlines scheduling with dropdown selections, date and time pickers, and priority settings, ensuring jobs are planned accurately and efficiently.



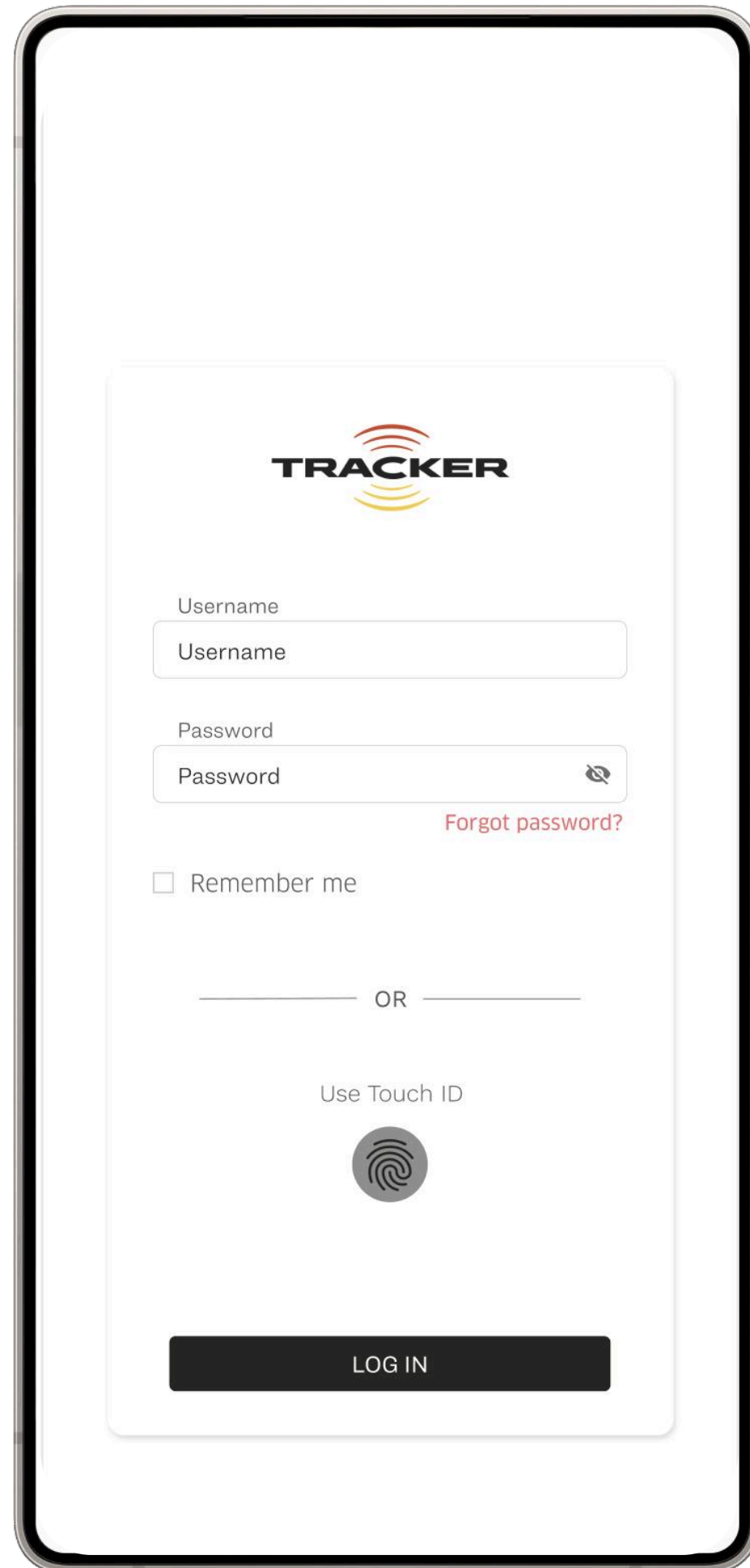
Job Details - Desktop

The Job Details screen provides a complete overview of an individual job, including assigned driver, vehicle, location, schedule, and status. A timeline view displays key milestones and updates, helping managers track progress from dispatch to completion. Managers can also edit, reassign, or monitor jobs directly from this screen.



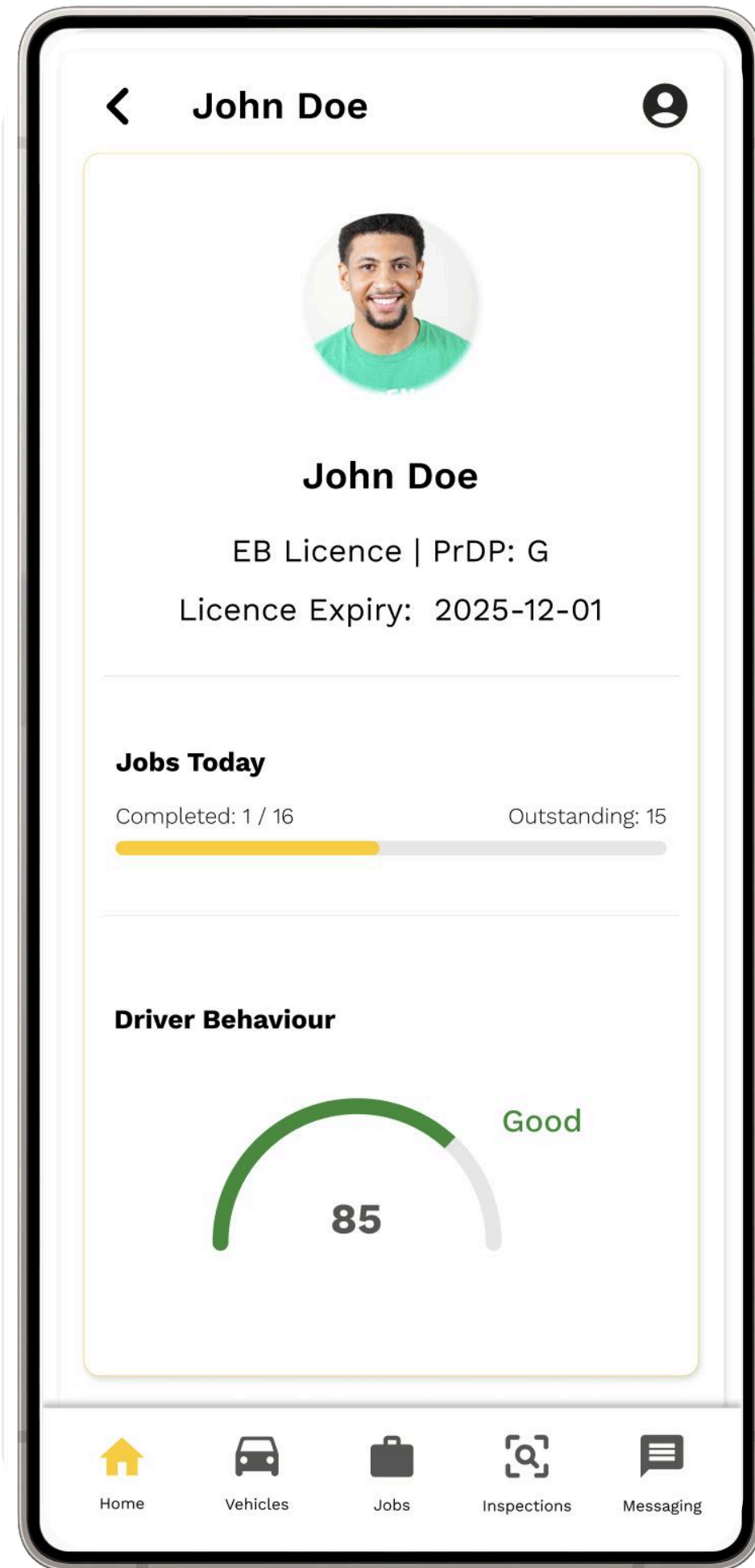
Vehicle Inspections - Desktop

The Vehicle Inspections screen enables managers to review and track inspection reports completed by drivers in the Drive Logic app. It provides a checklist overview, highlights issues, and keeps a history of inspections for compliance and maintenance planning.



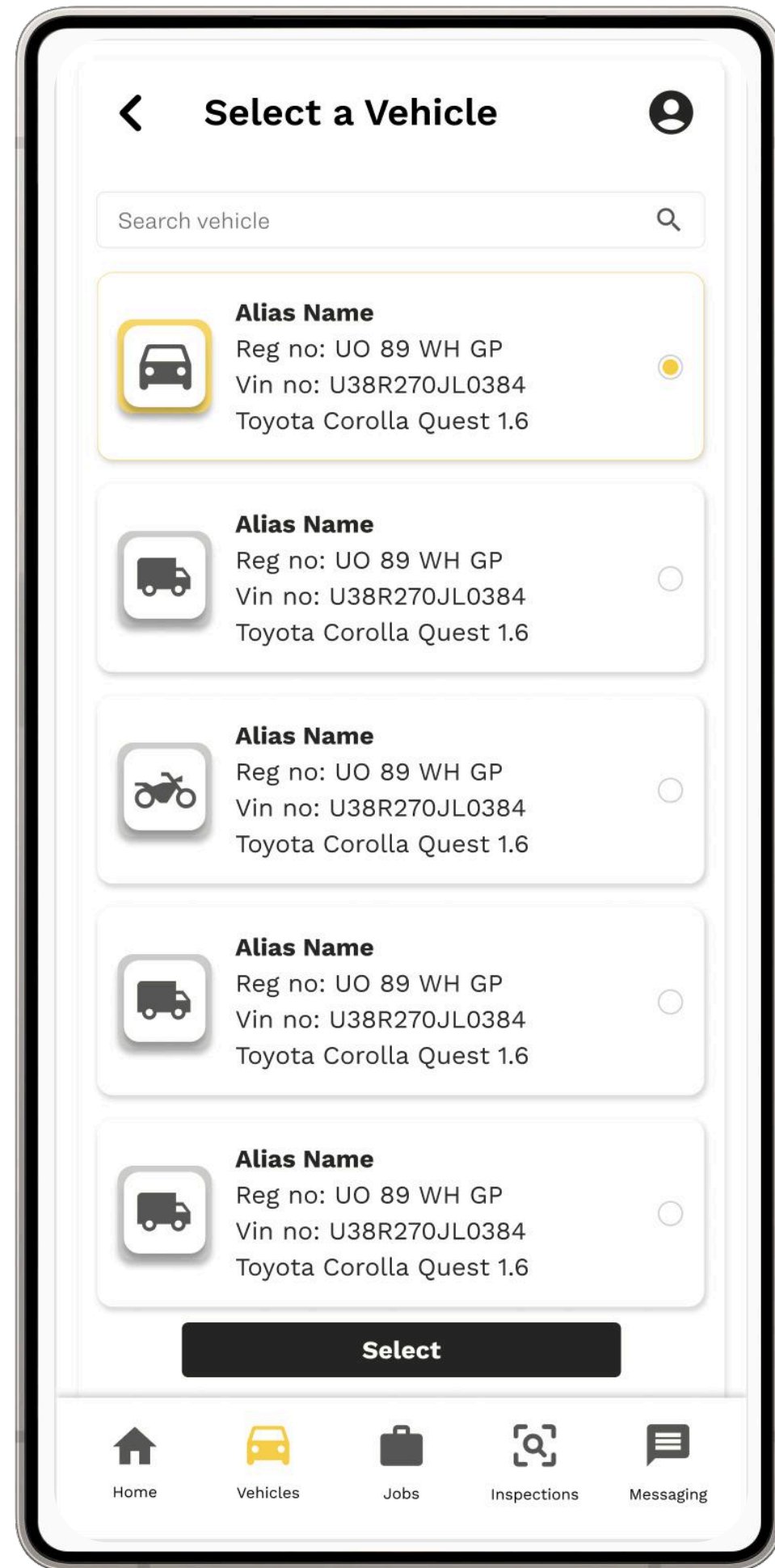
Login Screen - Mobile

The login screen provides drivers with secure access to the DriveLogic app, ensuring that only authorised users can view and manage route assignments.



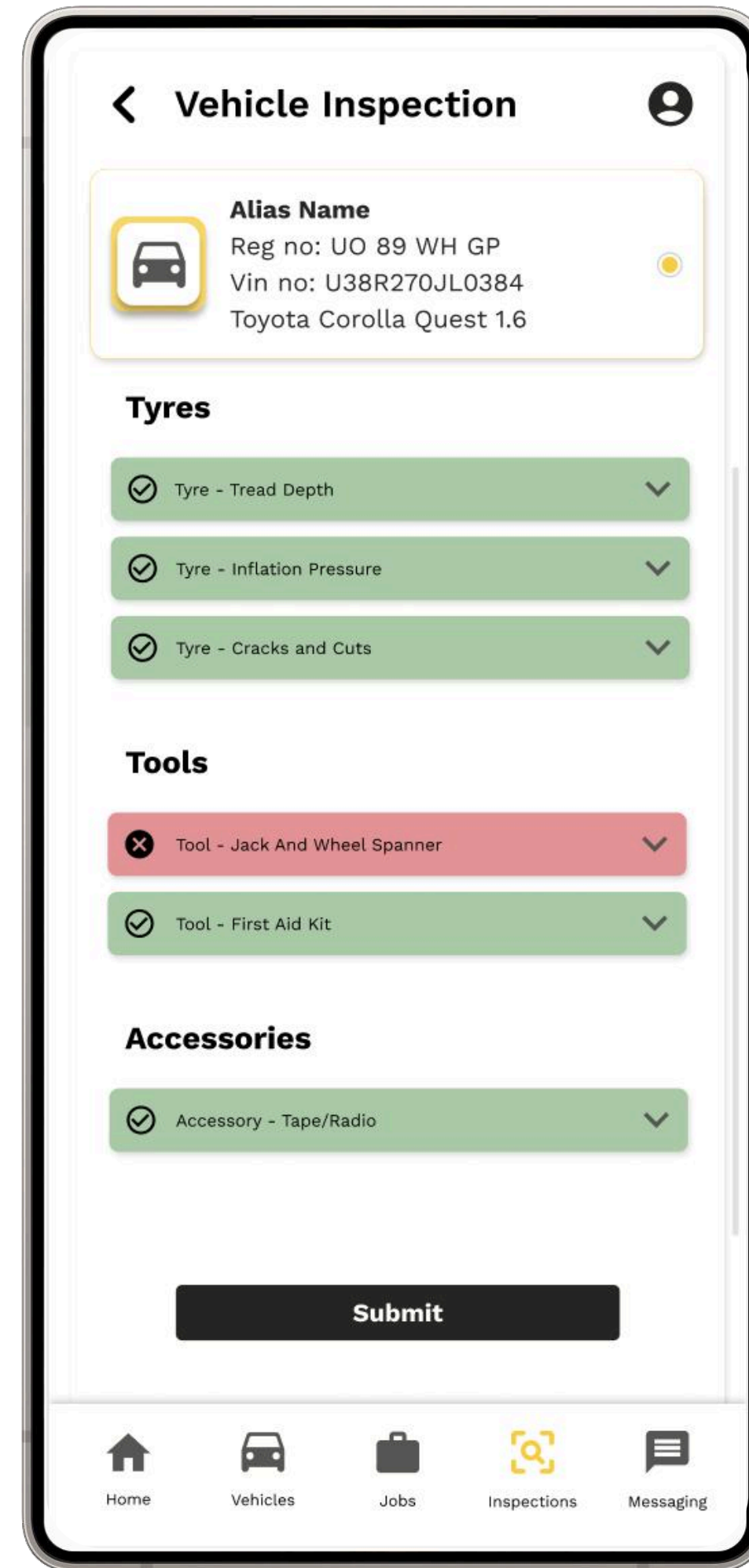
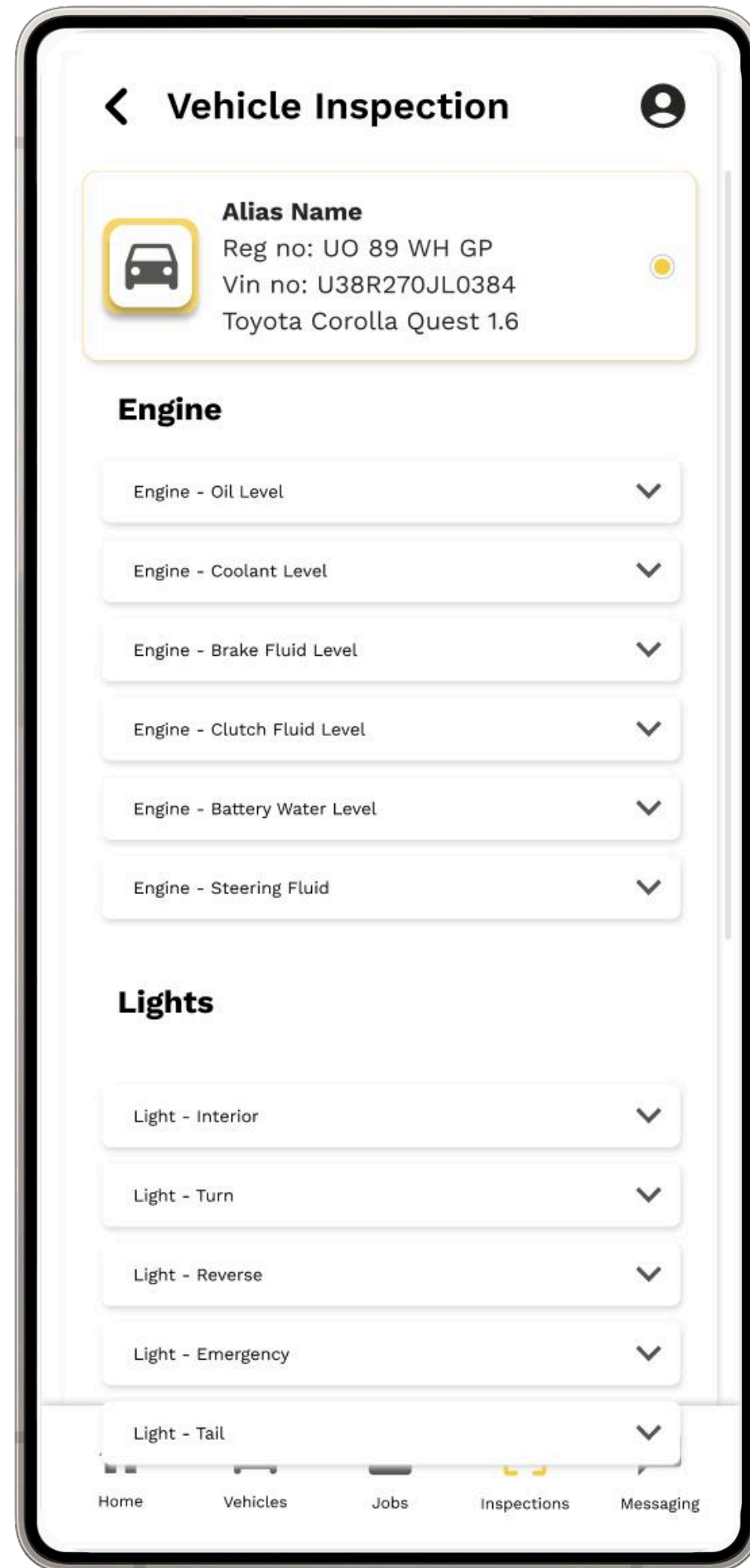
User Management/Driver Screen - Mobile

This screen gives the driver a quick overview of their personal details, job performance, and key information, helping them stay organised and informed.



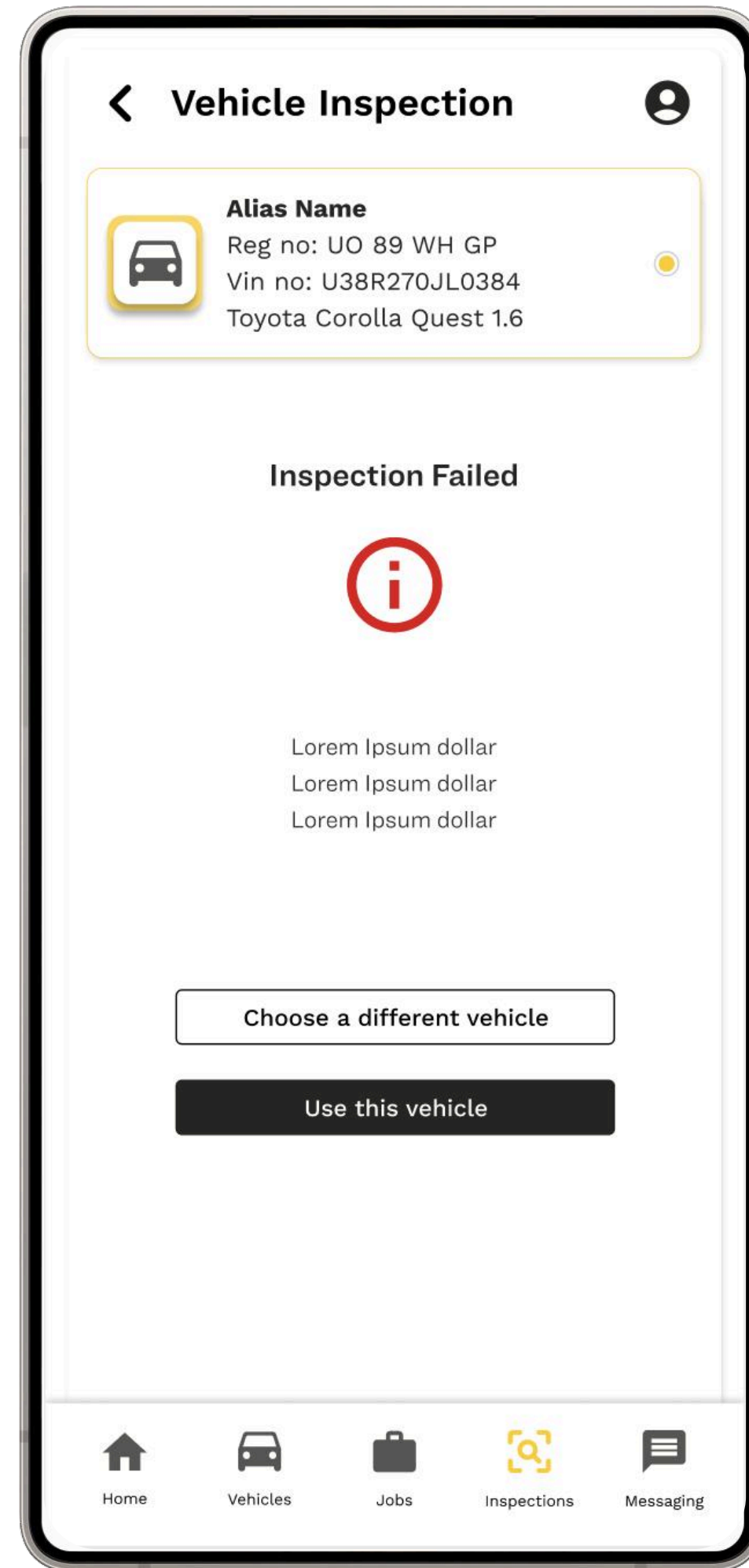
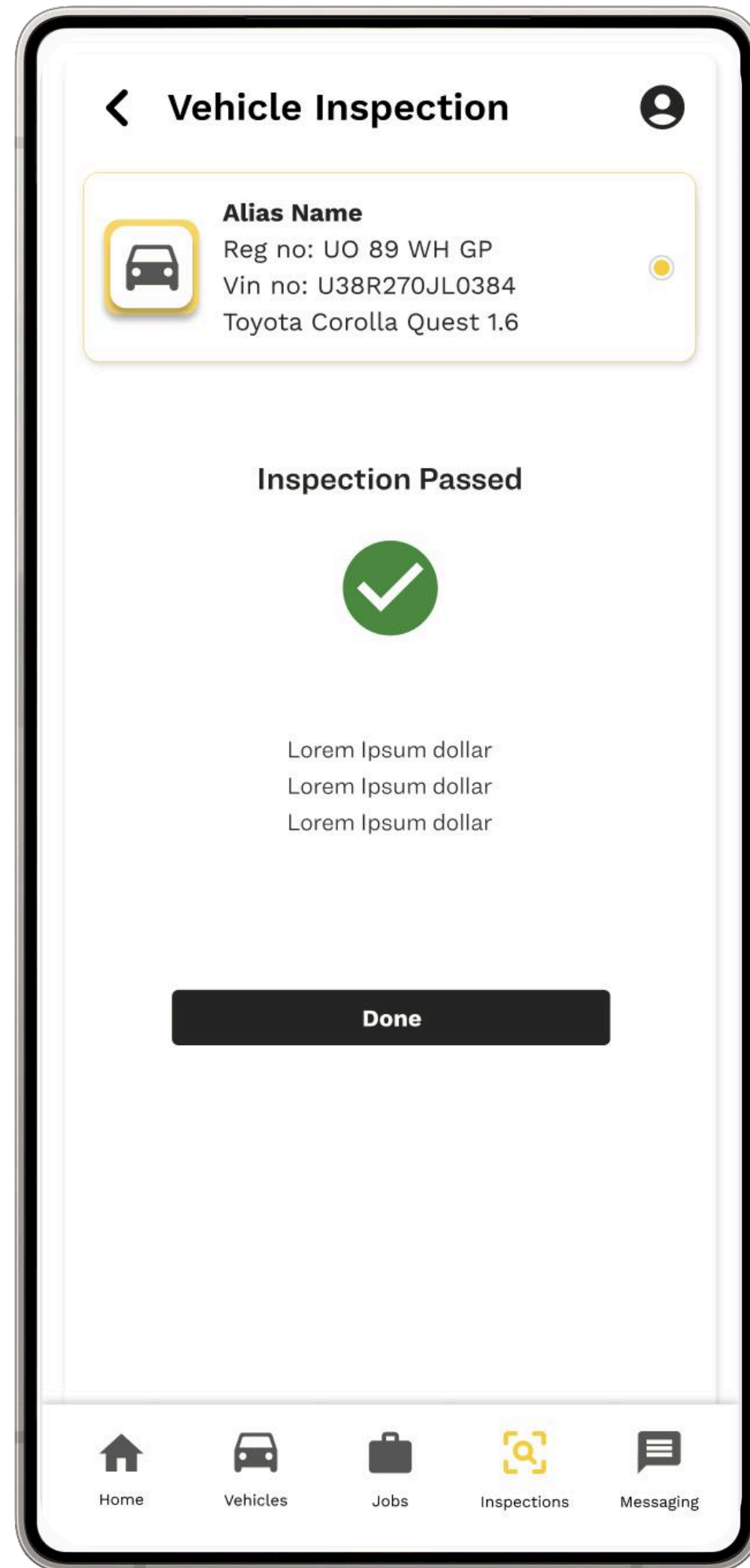
Vehicle Selection Screen - Mobile

This screen allows drivers to select the vehicle they will be operating before starting their assigned routes. It ensures accurate trip logging, route assignment, and accountability.



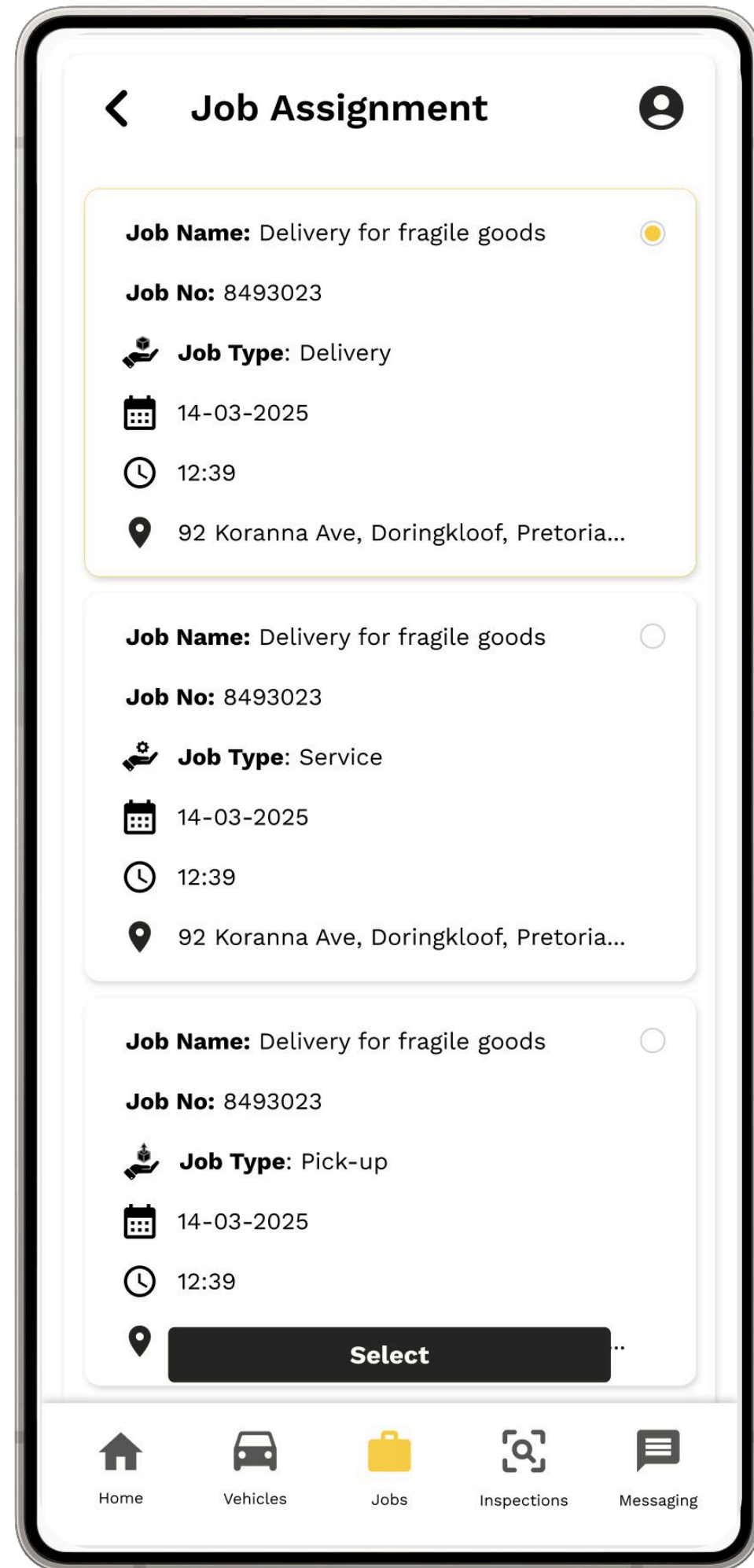
Vehicle Inspection Screen - Mobile

The vehicle inspection feature ensures roadworthiness and compliance. Unlike a fixed pre-trip check, inspections are configurable by the fleet manager, who decides when and how often they must be completed (e.g., daily, weekly, before specific routes, or after certain mileage).



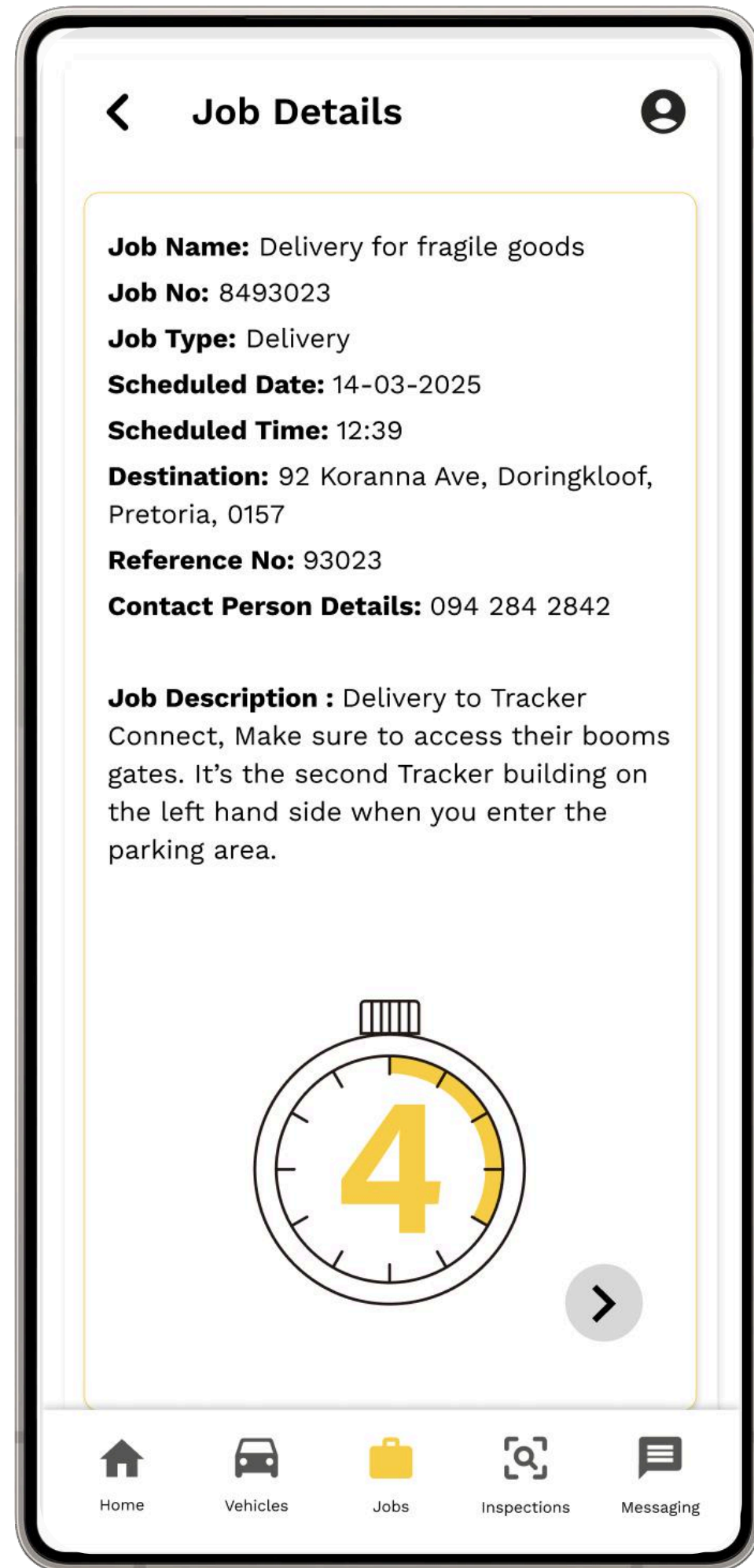
Vehicle Inspection Passed/Failed - Mobile

Once the inspection is submitted, the driver immediately sees whether the vehicle passed or failed. Regardless of the outcome, the driver can choose to proceed with the same vehicle or select another one, while the fleet manager still receives visibility of the inspection results.



Job Assignment Screen - Mobile

This screen displays a list of all the jobs assigned to the driver for the day. It acts as the driver's "to-do list," providing quick access to each job's essential details.



Job Details Screen - Mobile

When a driver taps on a job from their Job Assignment list, this screen provides comprehensive information about the job, including routes, instructions, and progress tracking.

Any Questions?

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Thank You!



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