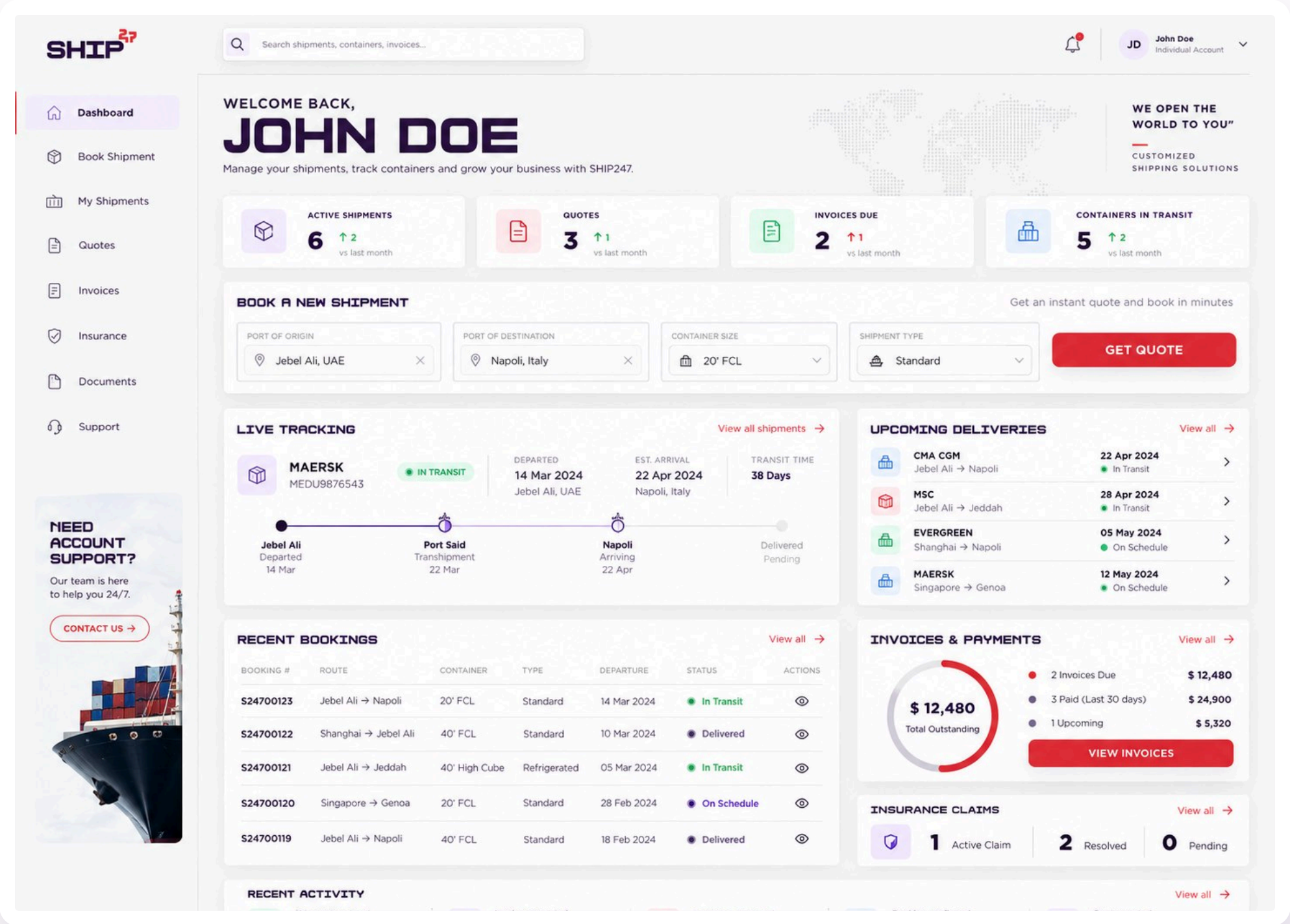


DIGITAL FREIGHT BOOKING & OPERATIONS

WE OPEN THE WORLD TO YOU.

Designing a connected global shipping experience — from searching container rates to booking, payment, live tracking, invoicing and insurance.



CLIENT PORTAL · ILLUSTRATIVE DASHBOARD CONCEPT

- GLOBAL LOGISTICS
- END-TO-END PRODUCT DESIGN
- WEB PLATFORM + ADMIN PORTAL
- API-DRIVEN EXPERIENCE

PROJECT	ROLE	EXPERIENCE	SCOPE
SHIP247	UX / UI & Product Design	Public site + Customer + Admin	Research framing → UI System

One booking journey. Many shipping providers.

A platform concept connecting shipment discovery, price comparison, service selection, payment, documentation, live milestones and post-booking support.

Freight shipping is complex. Booking it should not be.

A product-design case study for a platform that helps people and businesses explore international shipping options and manage container bookings from one place.

INDUSTRY

FreightTech

International shipping, container logistics and digital commerce.

PLATFORMS

3 touchpoints

Public booking website, customer workspace and operations admin.

AUDIENCE

B2B + individuals

Importers, exporters, freight buyers and logistics operators.

MY SCOPE

End-to-end

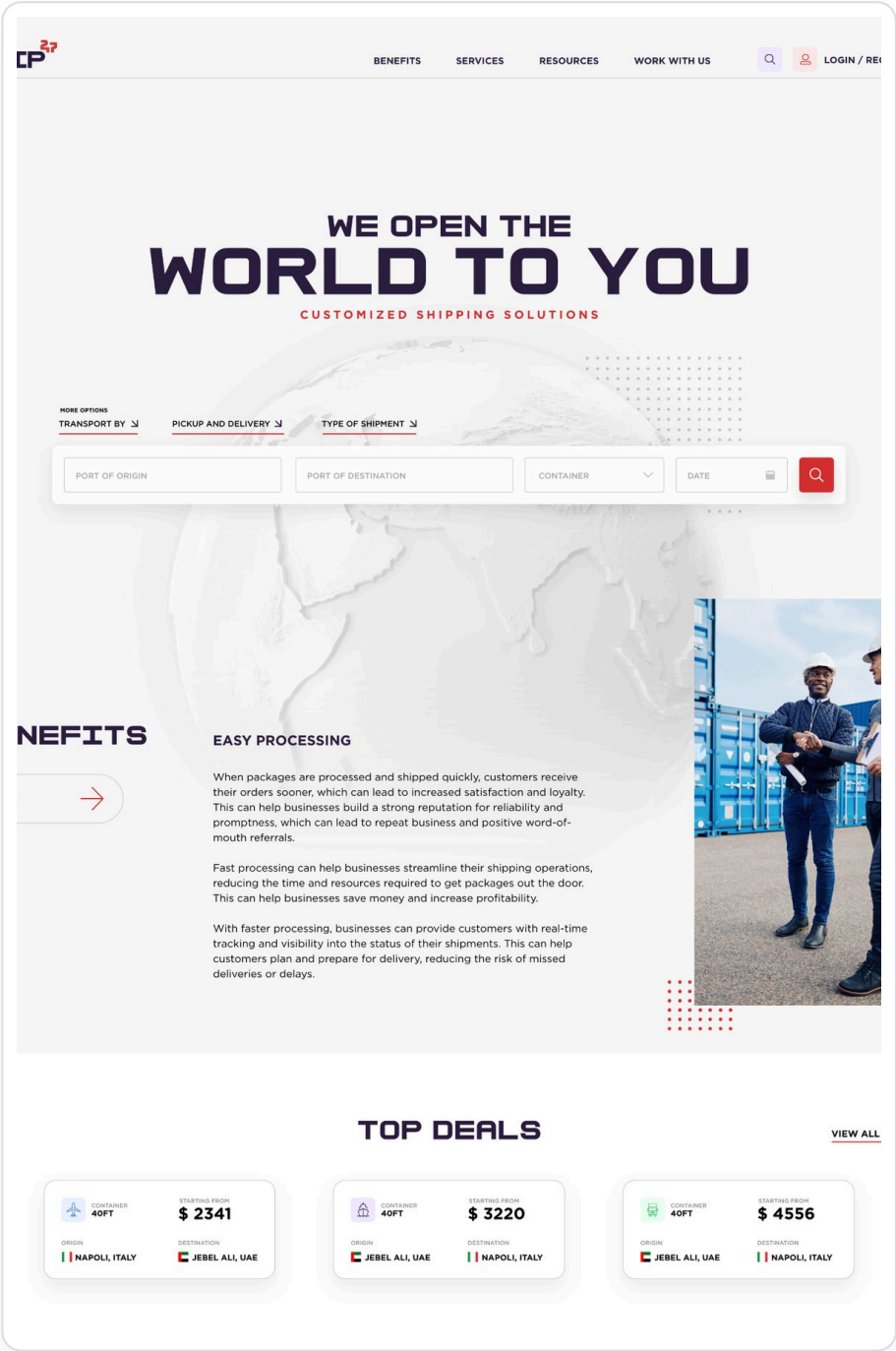
User journeys, information architecture, wireframes, UI and admin workflows.

The product idea

Booking a container across borders often requires interacting with different carriers, schedules, freight charges, ports and operational teams. SHIP247 was envisioned as a single place where users can search by origin, destination, equipment and date, compare available options and continue all the way through post-booking service.

My design responsibility covered the customer-facing discovery and booking journey, customer self-service dashboards, operational administration, payment and invoice journeys, insurance claims, container status and carrier/port information structures.

A booking interface is only the beginning. The real product needs to support the full shipment lifecycle.



ORIGINAL WEB DESIGN · SHIP247 LANDING EXPERIENCE

Discovery Search and compare routes	Transaction Book, add services, pay	Operations Track, document, resolve	Data Ports, carriers, inventory, rates
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One shipment. Too many disconnected steps.

The friction was not limited to rate search: customers also needed reliable information, transparent decisions, clear payment steps and visibility after booking.

BEFORE / DISCONNECTED EXPERIENCE

01 Fragmented rates

Customers may compare carriers and shipping schedules across multiple sources.

02 Unclear total cost

Freight, port charges and optional services can be difficult to understand together.

03 Repeated handoffs

Booking details, documents, payments and follow-ups can live in different channels.

04 Low shipment visibility

Status updates and exceptions can be hard to trace once a container is moving.

AFTER / CONNECTED SHIP247 EXPERIENCE

01 Unified search

Search routes, dates and equipment from one consistent entry point.

02 Comparable options

Present relevant shipping alternatives, transit times and price structure.

03 Guided checkout

Handle add-ons, shipment details, payment and confirmation in sequence.

04 Self-service operations

Provide tracking milestones, invoices, documents and claims in one workspace.

DESIGN QUESTION

How might we turn a high-consideration international freight process into a clear, trustworthy, end-to-end digital journey?

Why this matters to users

Freight decisions require accuracy and confidence. A user should understand which route they selected, what is included in its price, what comes next, and where their shipment stands.

Why this matters to operations

Carrier data, port records, booking status, container availability, billing and exception handling must remain consistent across customer and admin experiences.

Different people. One connected shipment.

The system serves customers making shipment decisions and internal teams supporting those decisions through fulfillment and exceptions.

01

Individual shipper

Goal Find a reliable route, understand the cost and complete a shipment without specialized industry knowledge.

Needs Guided inputs, understandable terminology, clear checkout and visible next steps.

02

Business / importer

Goal Compare shipping options and manage repeat shipments and related documentation efficiently.

Needs Filtering, quote details, booking history, invoices, container tracking and account access.

03

Operations administrator

Goal Keep quotes, reservations, provider integrations, container records and exceptions under control.

Needs Status visibility, manageable data tables, alerts, operational logs and permissions.

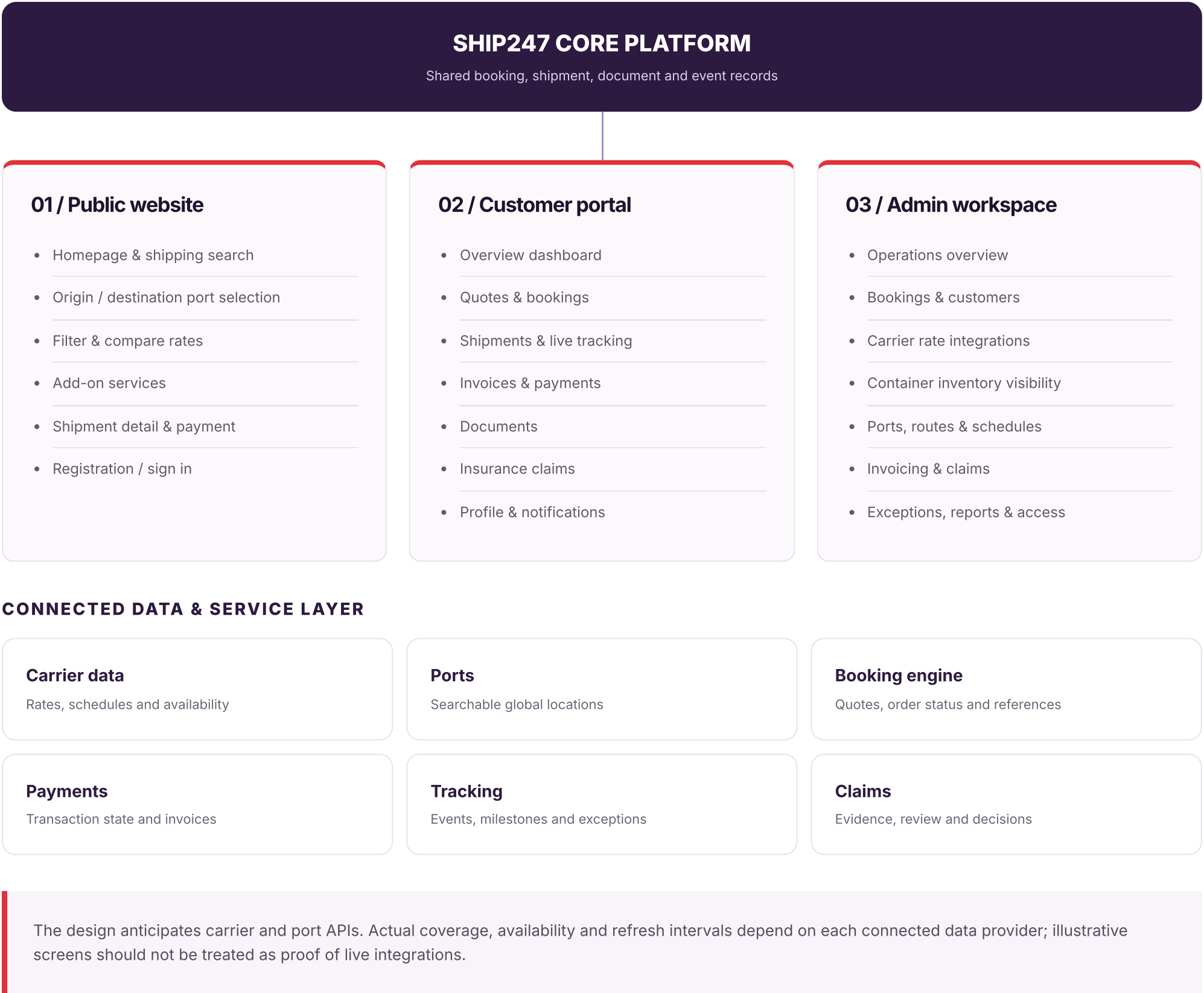
Experience map: what each persona is trying to achieve

STAGE	CUSTOMER QUESTION	PLATFORM RESPONSE
Discover	Can you ship my container on this route?	Port search, dates, equipment and service options.
Evaluate	Which route and carrier fit my requirements?	Rate cards, filters, schedules and included charges.
Commit	What exactly am I paying for?	Transparent price breakdown and structured checkout.
Manage	Where is my shipment and what do I need to do?	Milestones, documents, invoices and exceptions.
Resolve	What happens if something goes wrong?	Support, insurance claim submission and claim status.

Design principle: The public booking flow optimizes comprehension and conversion; the customer portal optimizes self-service and confidence; the admin portal optimizes oversight and issue resolution.

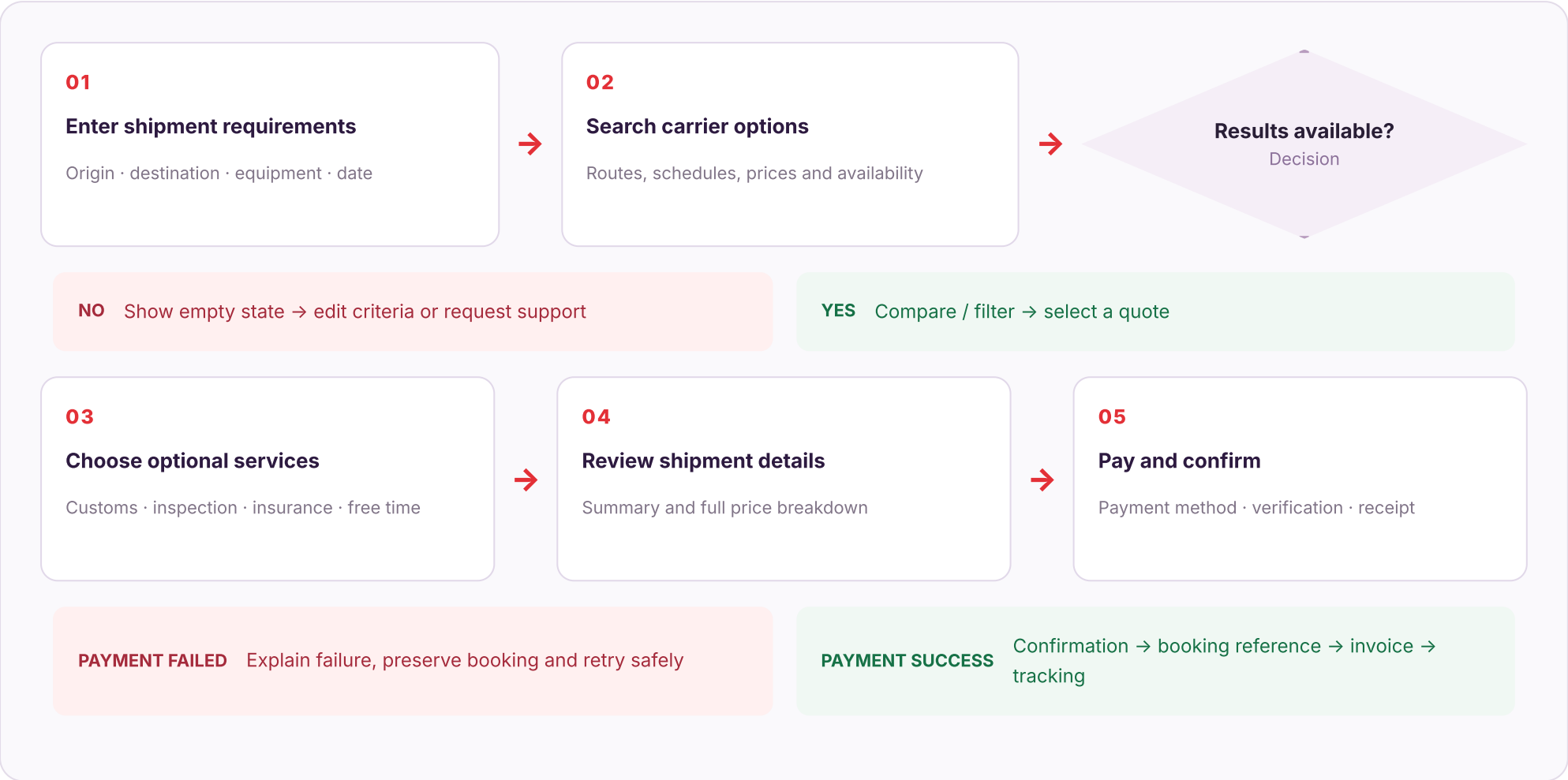
Three surfaces. One shipment data model.

The experience was organized around three user environments with different permissions but consistent booking, shipment and document records.

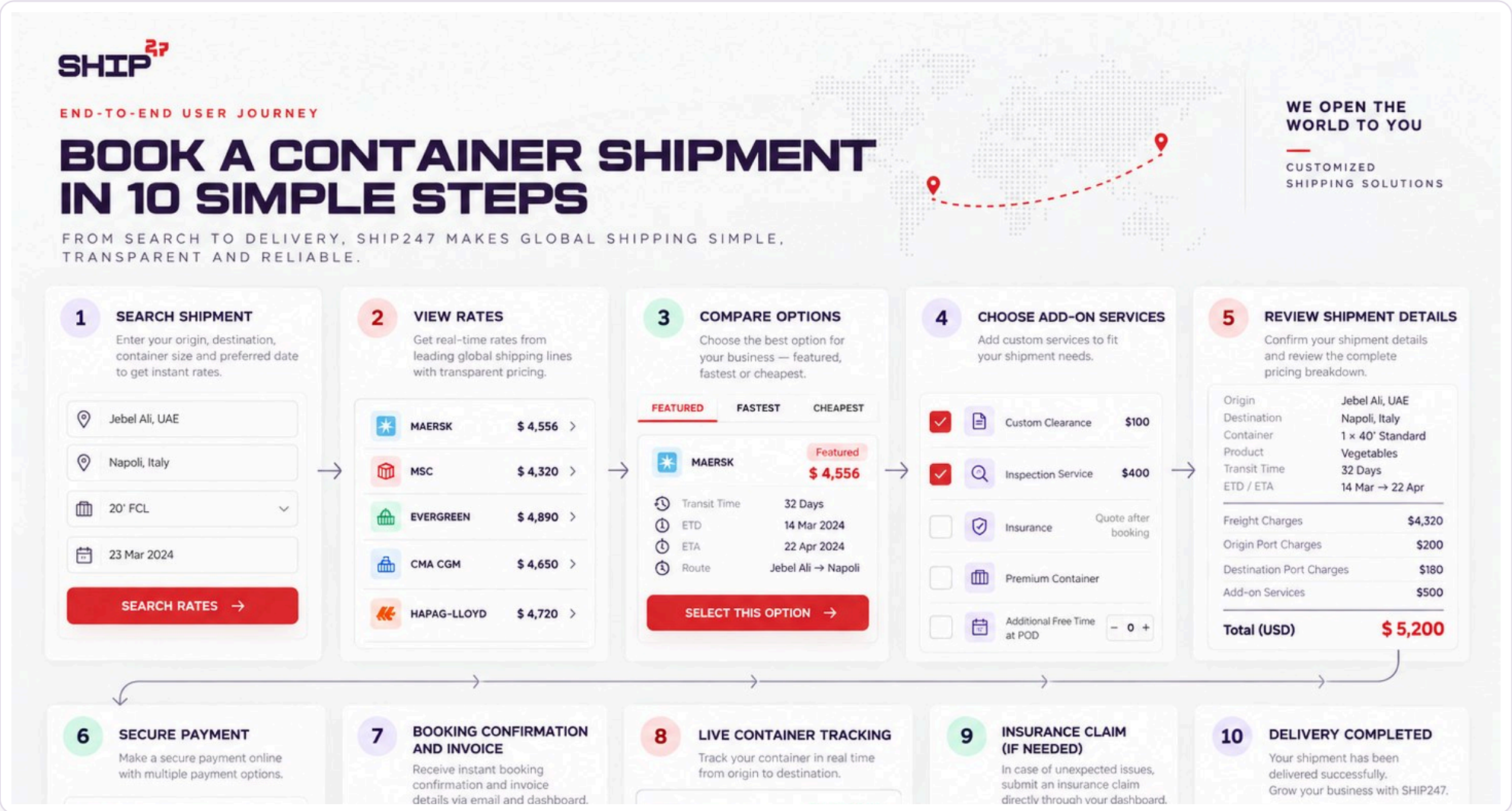


From a route search to a confirmed booking.

The booking journey reduces uncertainty by presenting decisions in the order a customer needs to make them, including recovery states when an option is unavailable or payment fails.



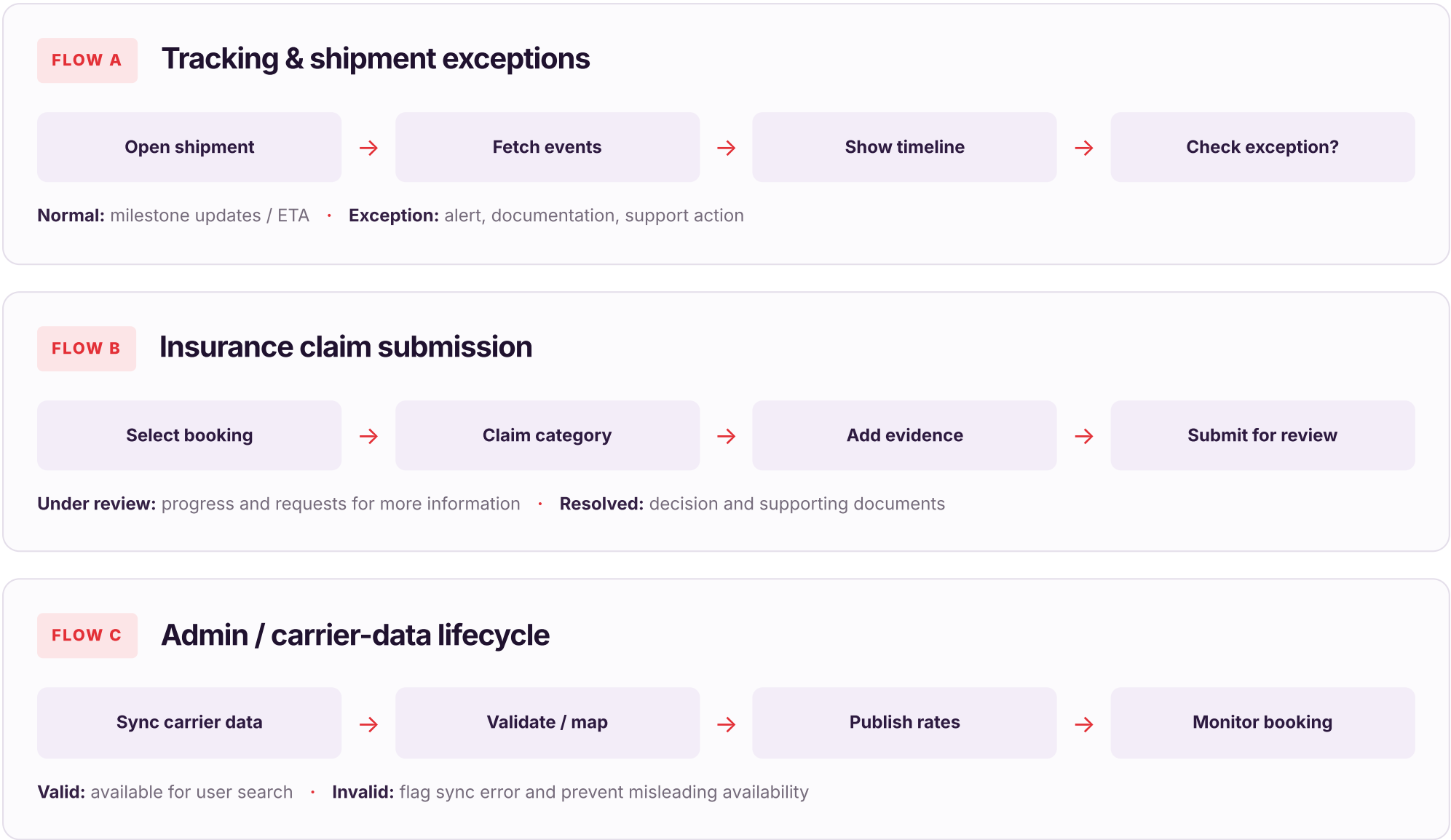
Progressive disclosure keeps the user focused: search first, compare next, configure the shipment, then commit with full cost visibility.



ILLUSTRATIVE JOURNEY MAP · SEARCH → COMPARE → BOOK → TRACK → RESOLVE

Booking is a milestone, not the finish line.

Three supporting flows were designed to provide continuity after checkout and to enable operational staff to manage records without manual handoffs.



UX RULES BUILT INTO THE FLOWS

- ↗

Status language
Separate quote, booked, in transit, delivered and exception states; do not collapse them.
- ↗

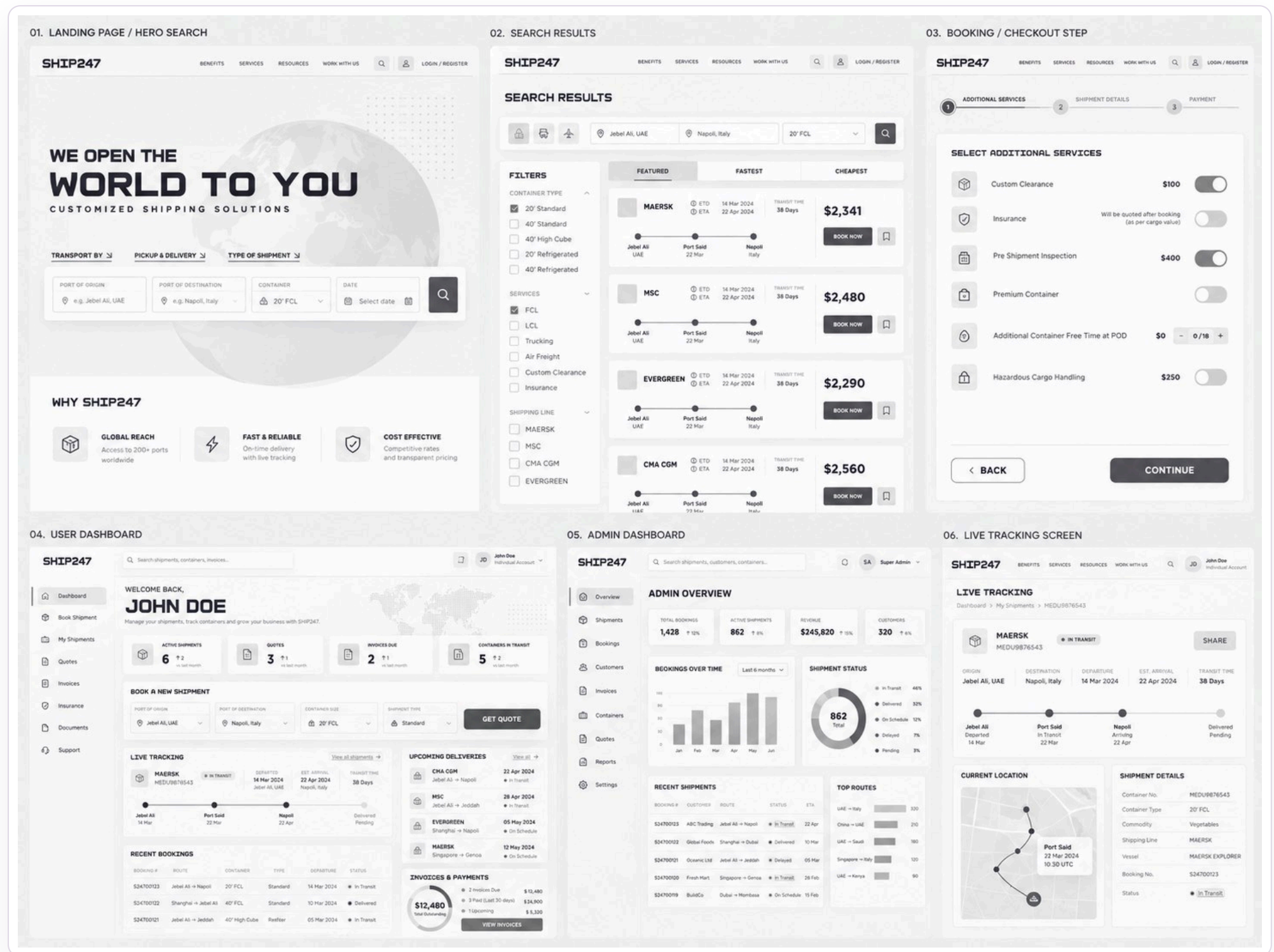
Recovery paths
Retain user input across errors and provide specific next steps rather than generic failures.
- ↗

Traceability
Attach milestones, invoices and claims to the same booking or shipment reference.
- ↗

Role security
Customers see their own records, while admin actions remain permission-scoped.

Structure before visual polish.

The grayscale stage explored hierarchy and spacing across public discovery, booking, customer workspaces and admin operations.



GRAYSCALE WIREFRAMES · SEARCH / RESULTS / CHECKOUT / CUSTOMER DASHBOARD / ADMIN DASHBOARD / TRACKING

01 — Find

Prominent search fields, service filters and route data help users identify available options.

02 — Compare

Search filters, rate cards and expandable details support informed price and transit-time comparison.

03 — Book

A stepper exposes selected services, shipment details, cost breakdown and checkout actions.

04 — Manage

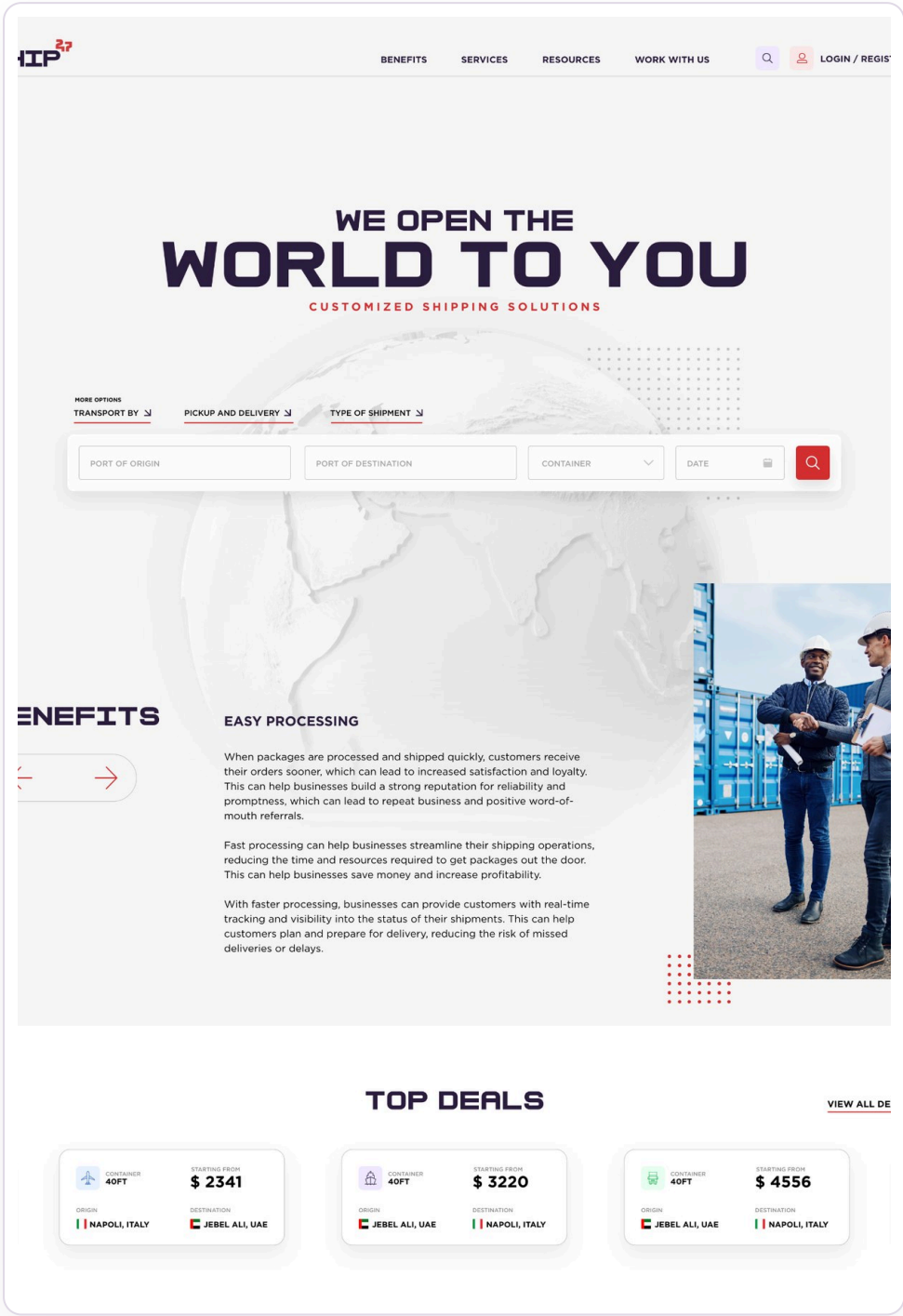
Dashboard cards, tables and milestone timelines prioritize active shipment status and exceptions.

Wireframe decision

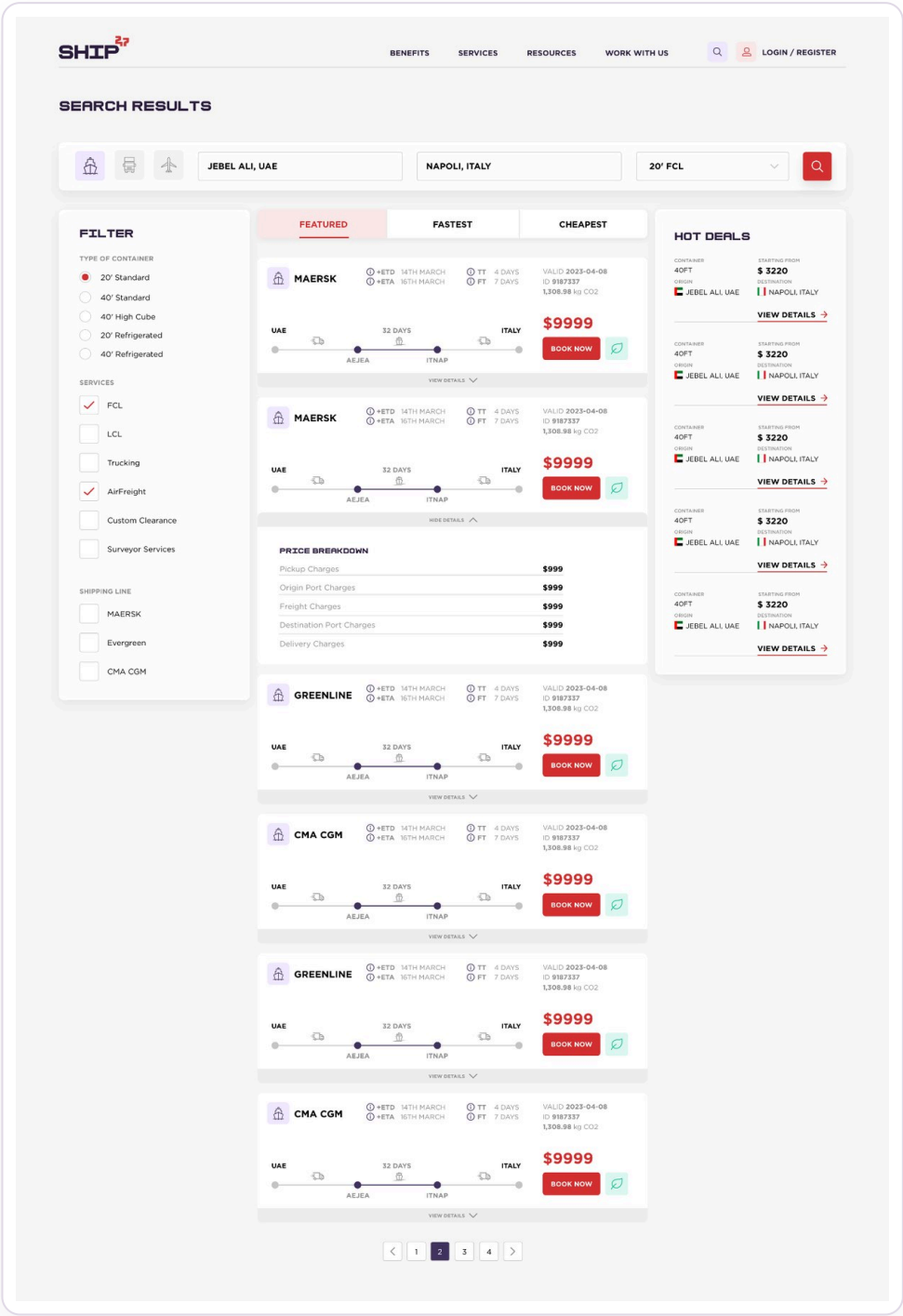
Keep the primary action visually persistent, separate filters from results, and make shipping status visible without forcing users into the details page.

The customer journey starts with a clear search.

Your provided SHIP247 designs establish the public-facing visual language: spacious white canvas, deep purple typography, precise red CTAs and minimal form styling.



01 · LANDING PAGE — HERO SEARCH, BENEFITS, FEATURED DEALS



02 · RESULTS — FILTERS, RATE OPTIONS, TRANSIT INFO

Clear entry point

Search inputs translate complex shipping requests into a short and familiar form.

Decision-friendly results

Filters and featured / fastest / cheapest sorting help users assess their trade-offs.

Consistent conversion

Red calls to action anchor the decision moments throughout the journey.

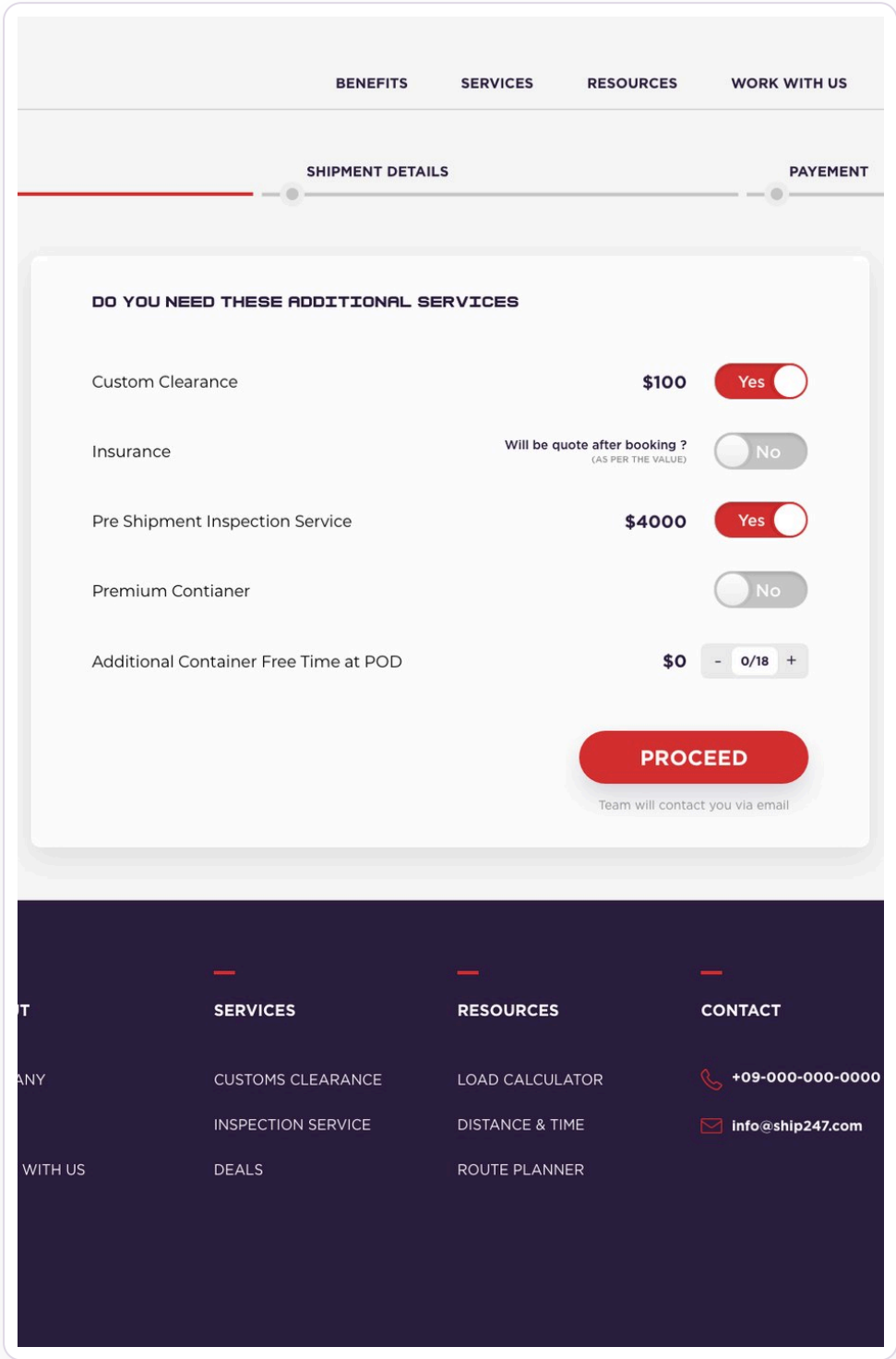
The screenshot shows the SHIP247 sign-up screen. It features a "SIGNUP" heading with the subtext "GET ACCESS TO CUSTOM DASHBOARD". Below this is a form with fields for "First Name", "Last Name", "Email", "Password", and "Confirm Password". There is also a "Select an account type" dropdown with options for "Individual" and "Company". A "SIGNUP" button is at the bottom right. The text "ORIGINAL SIGN-UP SCREEN" is at the bottom left.

Account creation

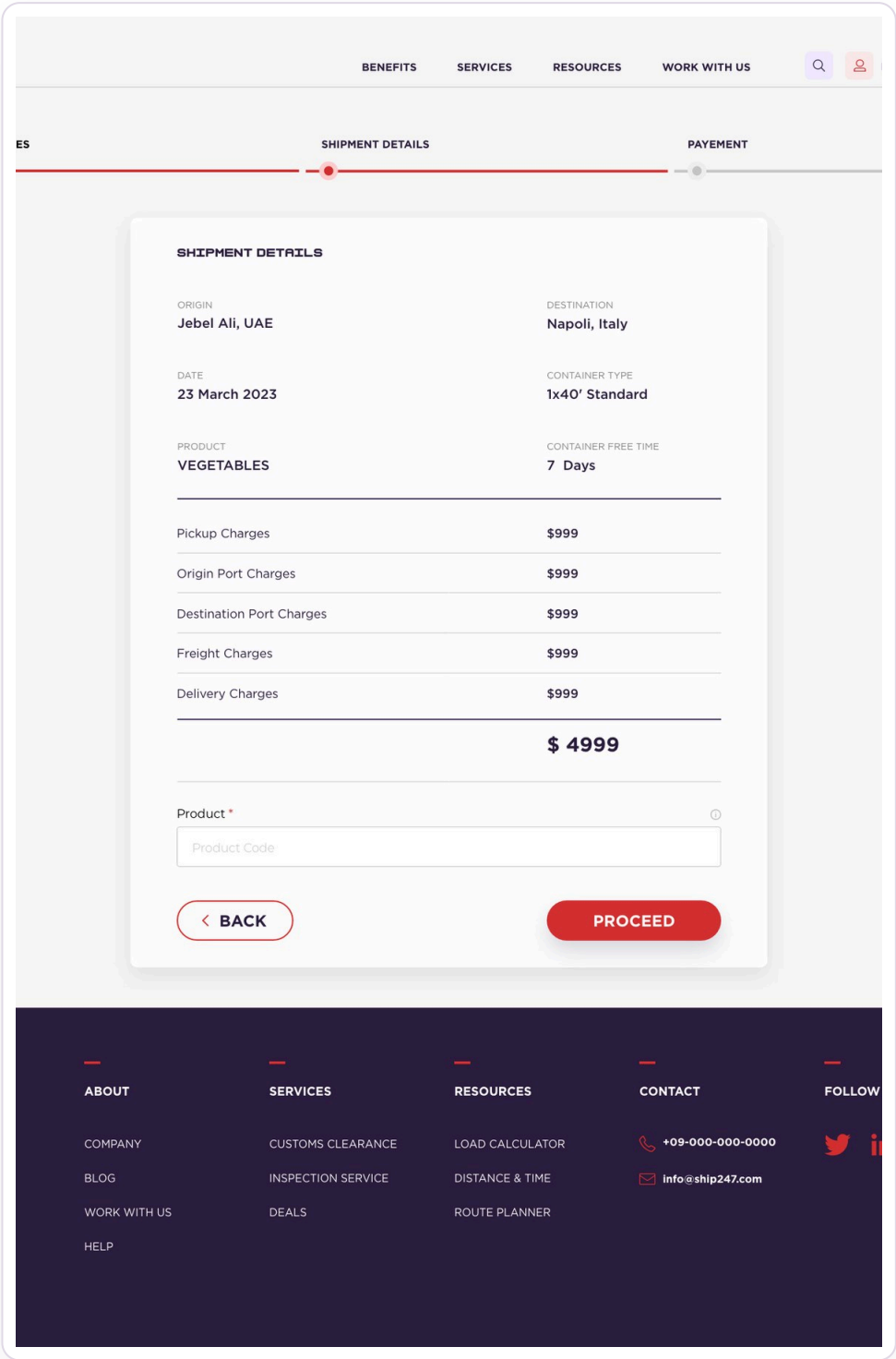
An individual or company account bridges public booking with ongoing customer self-service and booking history.

Break complex booking into smaller commitments.

Add-on selection and shipment review were treated as decision stages, not one long form. Each step has a clear purpose and an understandable next action.



03 · OPTIONAL SERVICES — ADD-ONS, INSURANCE AND FREE TIME



04 · SHIPMENT DETAILS — TRANSPARENT PRICE BREAKDOWN

STEP 01

Configure

Choose only the services relevant to the shipment, with cost and availability guidance.

STEP 02

Verify

Review origin, destination, dates, equipment, cargo and line-item charges before payment.

STEP 03

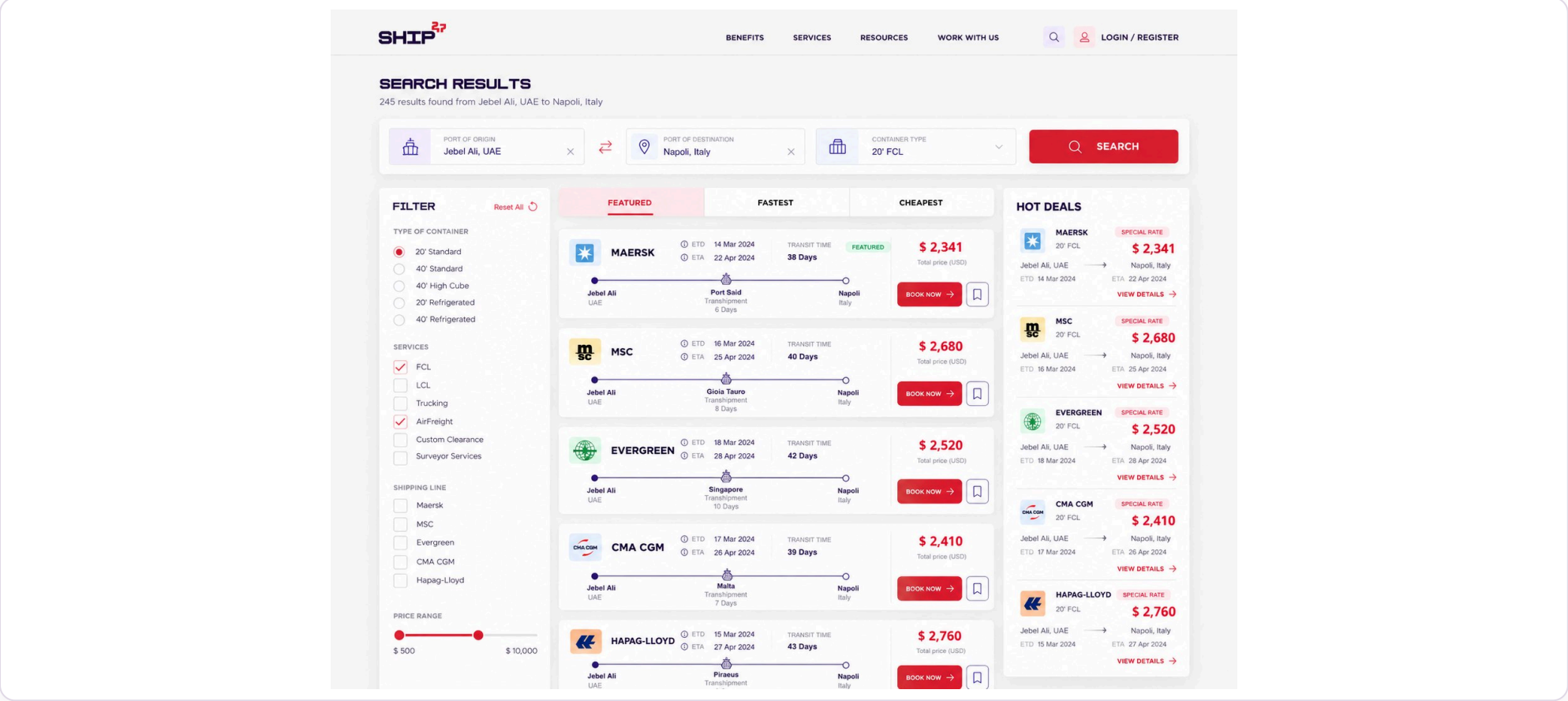
Complete

Move to a secure payment step and retain a clear confirmation reference and invoice.

The interface should never require customers to guess whether an add-on is included, optional or priced after booking.

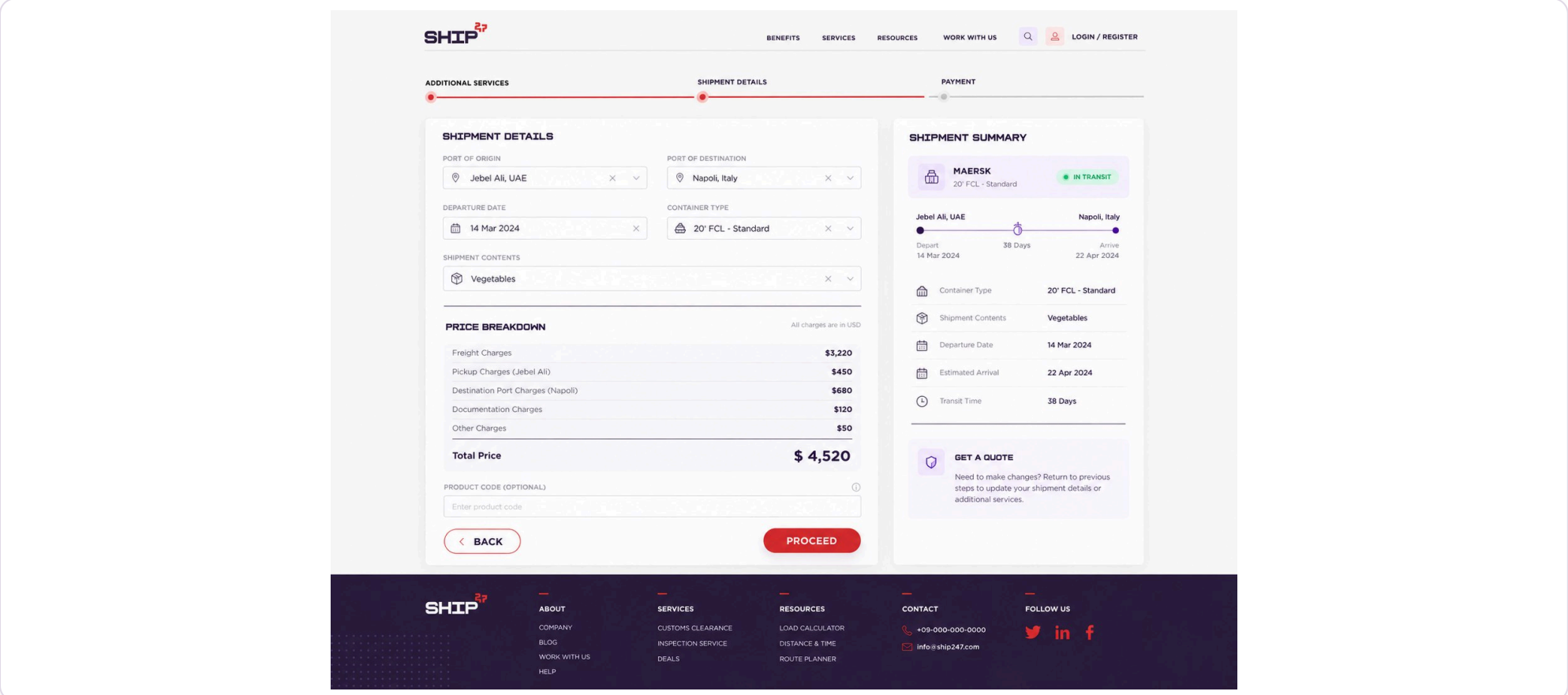
Comparison and checkout, designed as one system.

The following concepts extend your original website language to a consistent search-results and checkout experience. Sample values and carrier names are illustrative.



SEARCH RESULTS CONCEPT · CARRIER COMPARISON AND FILTERS

Search & compare Route and equipment filters, price emphasis, line-level details, transit time and a direct booking action.

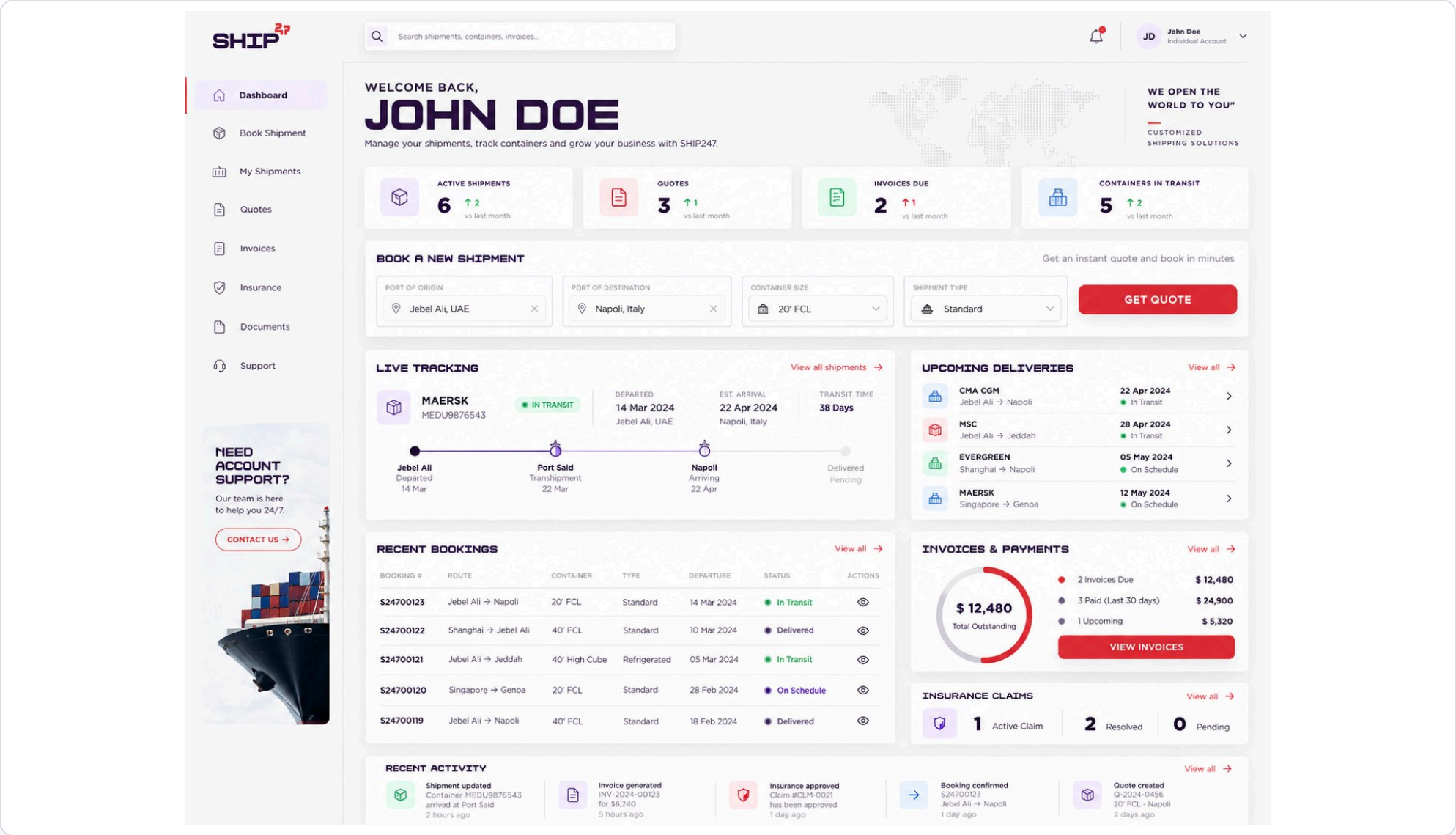


CHECKOUT CONCEPT · PRICE BREAKDOWN AND SHIPMENT SUMMARY

Review & proceed One final source of truth for charges and shipment details before proceeding to payment.

Give customers control after they book.

The customer workspace brings active shipments, quote activity, outstanding invoices, booking history and insurance status into a single overview.



CUSTOMER DASHBOARD CONCEPT · BOOKINGS, LIVE STATUS, INVOICES, CLAIMS

At-a-glance confidence

Active shipments and invoices appear as scan-friendly summary cards.

Actionable progress

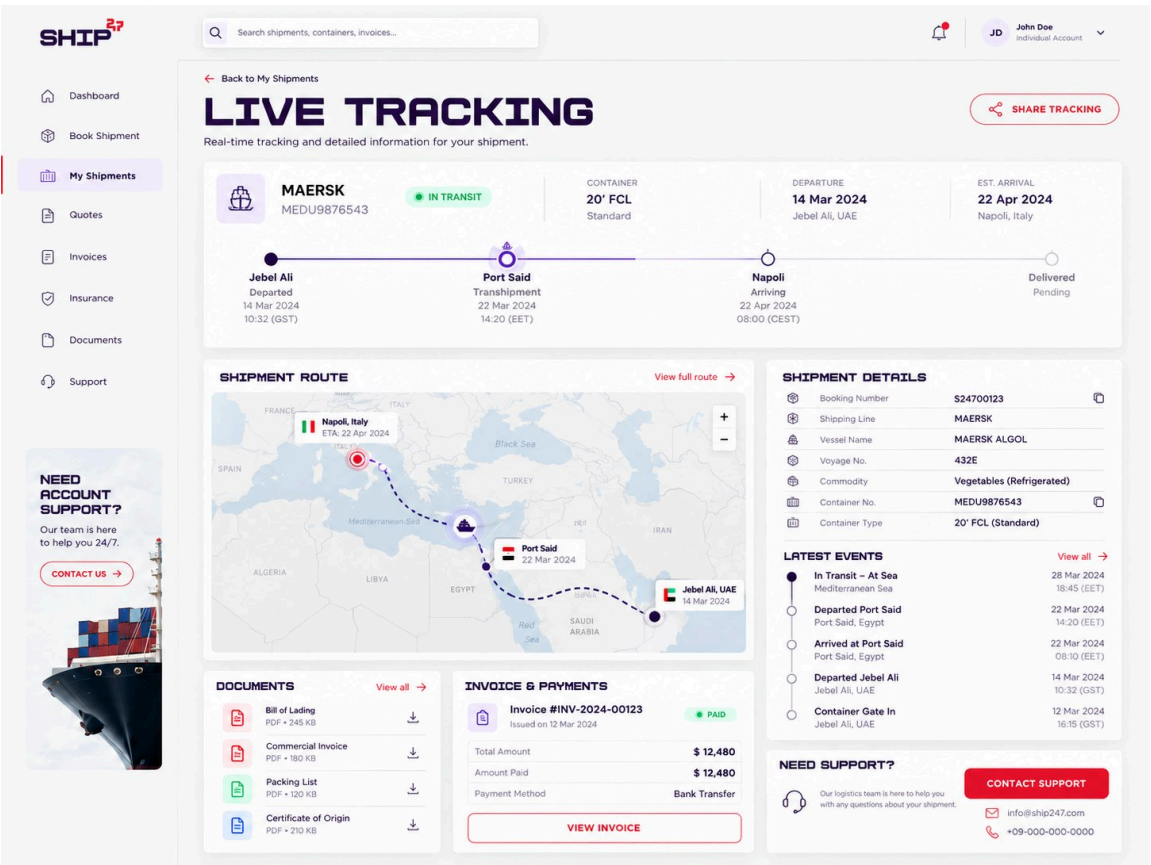
Users can jump from a shipment preview into its full route and milestone history.

Self-service continuity

Invoices, support, insurance and documents stay attached to the customer account.

Visibility belongs to the full shipment lifecycle.

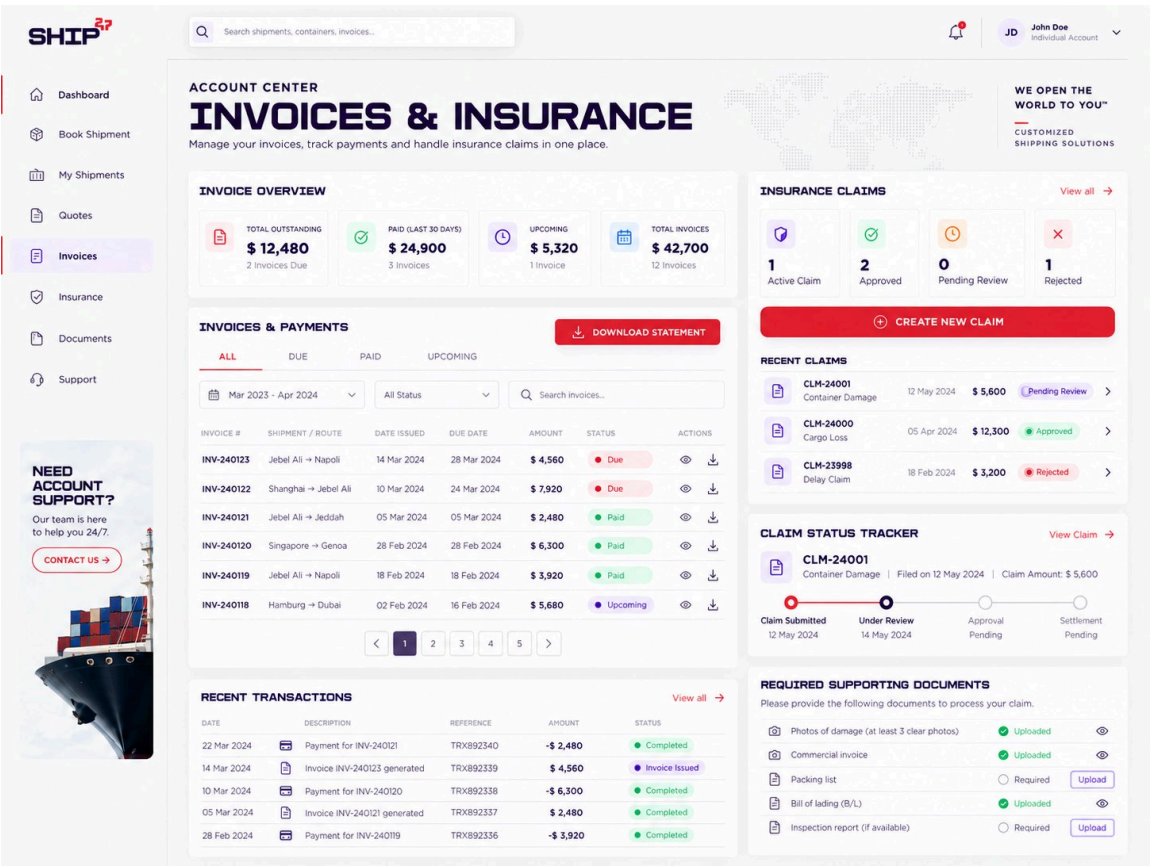
The design connects container events with documents, payment information and exception handling rather than treating each one as a separate product.



LIVE TRACKING CONCEPT · MILESTONES, ROUTE MAP, DOCUMENTS

Live tracking

Show a clear timeline, last reported event, estimated arrival and shipment identifiers. Freshness depends on the tracking feed.



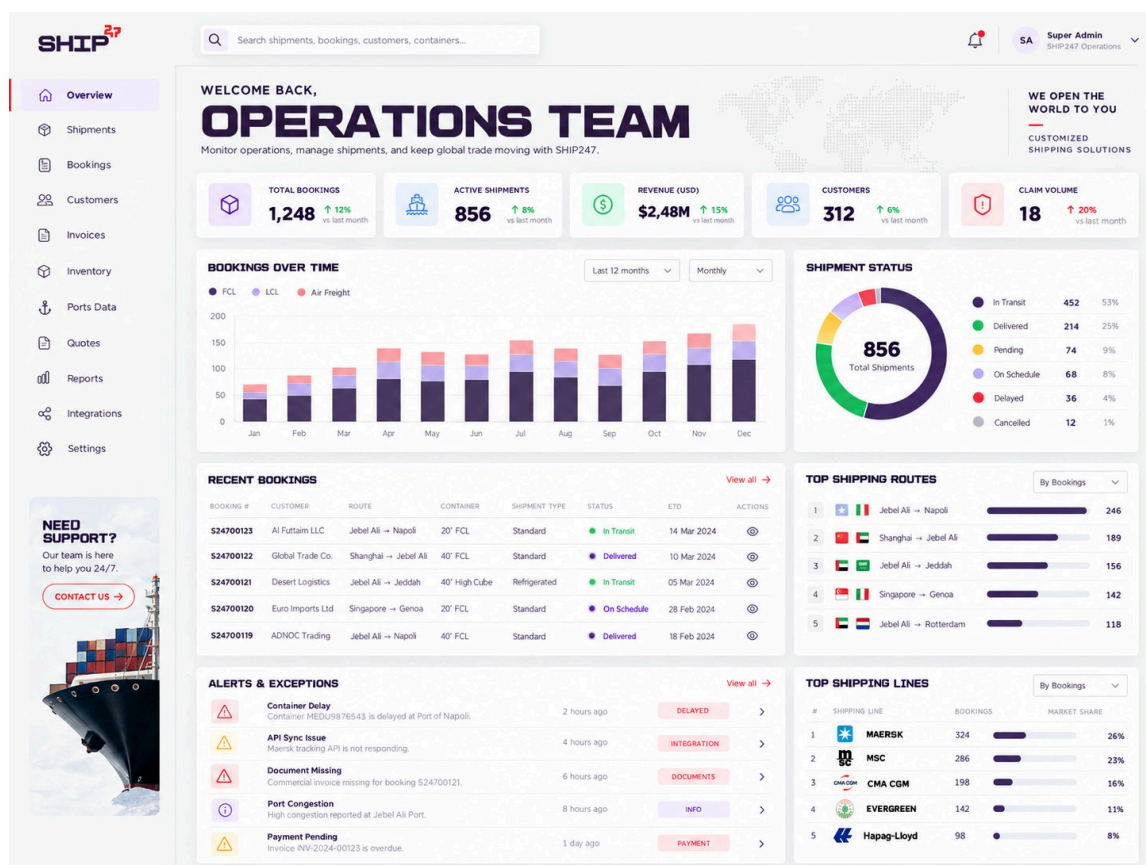
INVOICES & INSURANCE CONCEPT · PAYMENTS, CLAIMS, REQUIRED EVIDENCE

Financial and claims workspace

Organize due invoices, transaction history, claim progress and required supporting documents in one place.

Turn shipment volume into manageable operations.

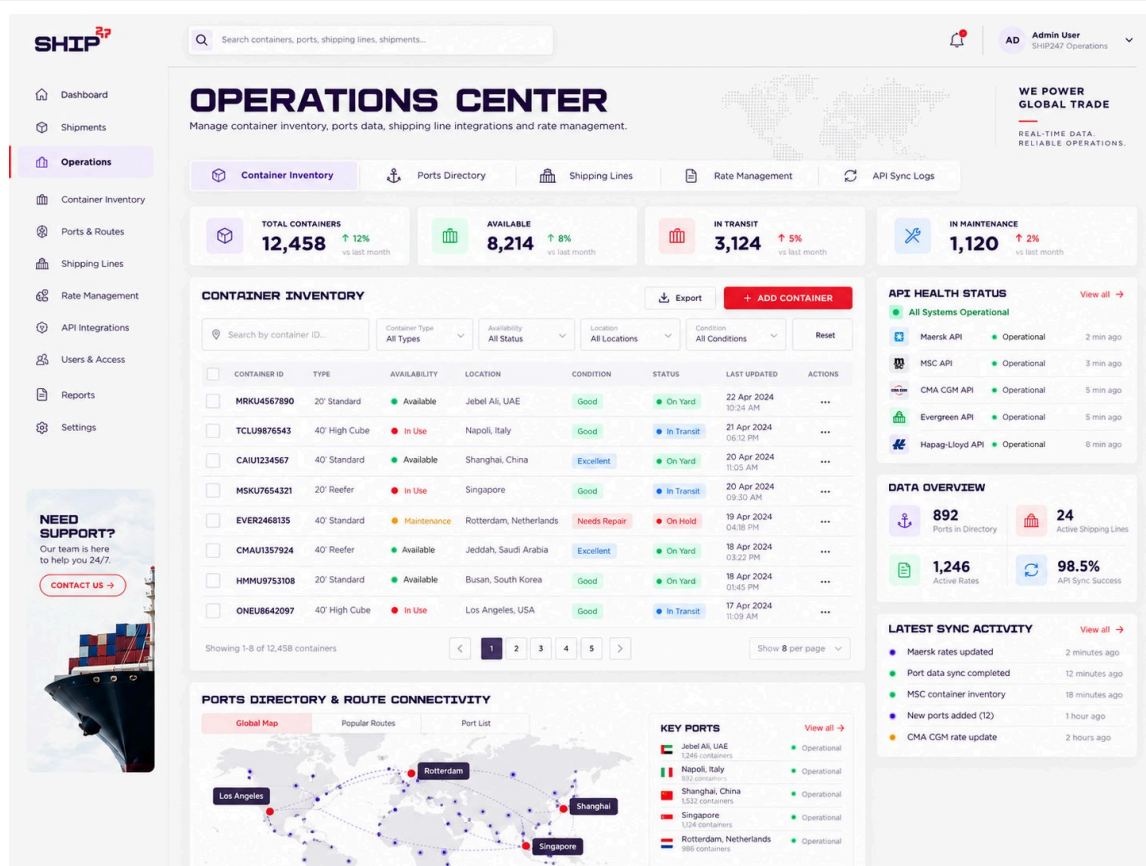
The admin interface was designed for oversight, reliable data management and intervention when shipments, integrations or payments need attention.



ADMIN OVERVIEW · BOOKINGS, SHIPMENT STATUS, ROUTES AND EXCEPTIONS

Operations overview

Booking status, alerts, shipping line activity and operational workload, with permission-based actions.



OPERATIONS CENTER · CONTAINER INVENTORY, PORTS DIRECTORY AND API STATUS

Provider data and inventory

Records for container availability, carrier integrations, ports and rate management need sync status, filters and traceable updates.

A distinctive brand built for a demanding workflow.

SHIP247 uses an intentionally restrained surface with confident dark purple typography, red action accents and clear operational feedback.

TYPOGRAPHY / GOOGLE FONTS

Aa

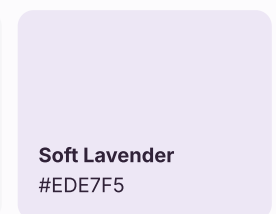
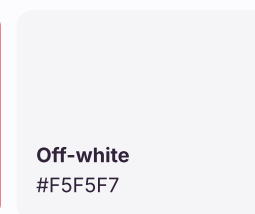
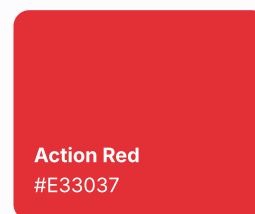
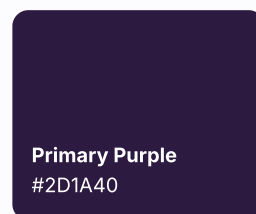
Oxanium

Headlines / display labels

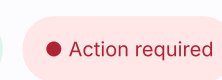
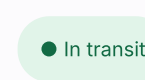
Inter

Interface text, long-form content and data tables

BRAND TOKENS



BUTTONS & FEEDBACK



WHAT THE DESIGN ENABLES

Greater clarity at every decision point.

The design creates a connected path across discovery, rate comparison, add-on configuration, checkout and customer self-service, with a corresponding operations model for administrative users.

No verified conversion, operational-efficiency or revenue metrics are claimed in this case study.

WHAT I LEARNED

Logistics UX is primarily about trust.

Designing beyond booking requires careful attention to data freshness, price transparency, user roles, documents and exception states. Visual simplicity only works when the underlying workflow remains accurate and traceable.

Next validation: search success, quote comprehension, checkout errors, shipment tracking accuracy and insurance-claim completion.

SHIP²⁷

Making global shipping feel connected.

UX strategy · Information architecture · User flows · Wireframes · Interface design