

Carrier 360

Lifecycle-Driven Mobile UX for a Revenue-Critical Logistics Marketplace

Prepared by Mark Young

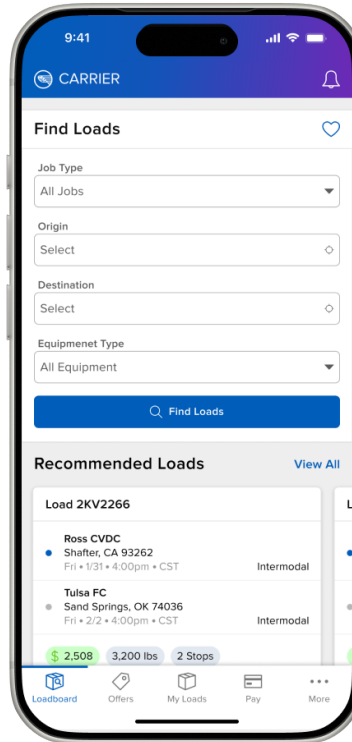
Overview

Carrier 360 is J.B. Hunt's core mobile marketplace connecting shippers and carriers across North America.

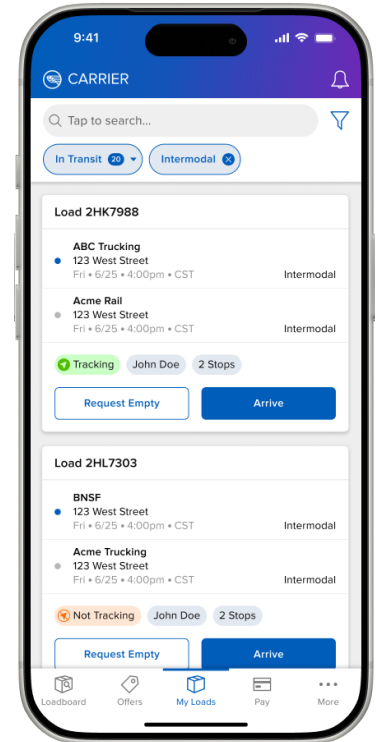
It serves as the primary operational tool for tens of thousands of drivers handling real-time load discovery, booking, execution, and payment. Supporting 175,000+ carriers and high-volume daily usage, the app demands fast, reliable decision-making in demanding on-the-road conditions.

As Senior UX Designer leading mobile product design, I evolved the experience to reduce friction in high-density workflows.

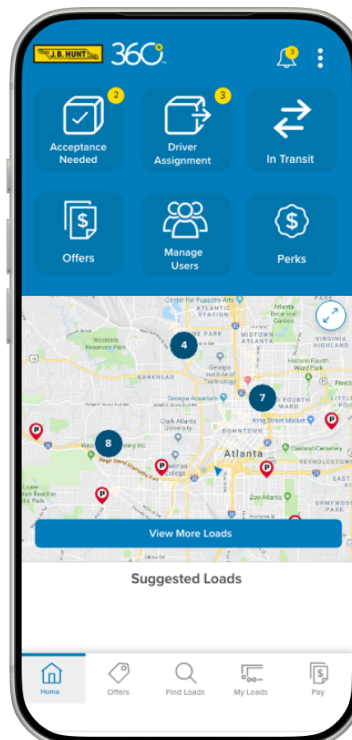
Moving the load board from secondary navigation to the primary home screen aligned the experience to the user's core intent: finding and evaluating loads.



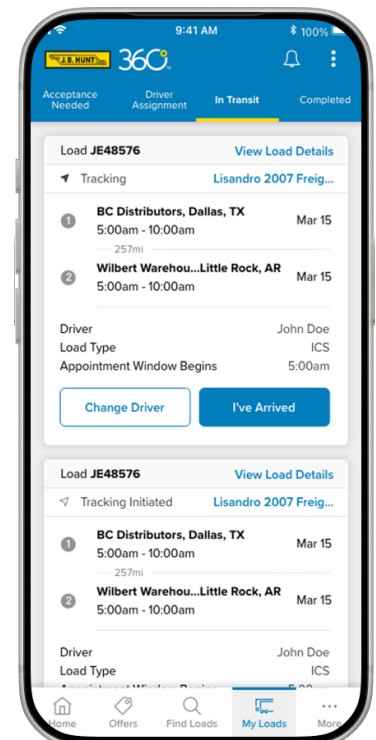
New Load Board



New Load Cards & Filtering



Old Load Board

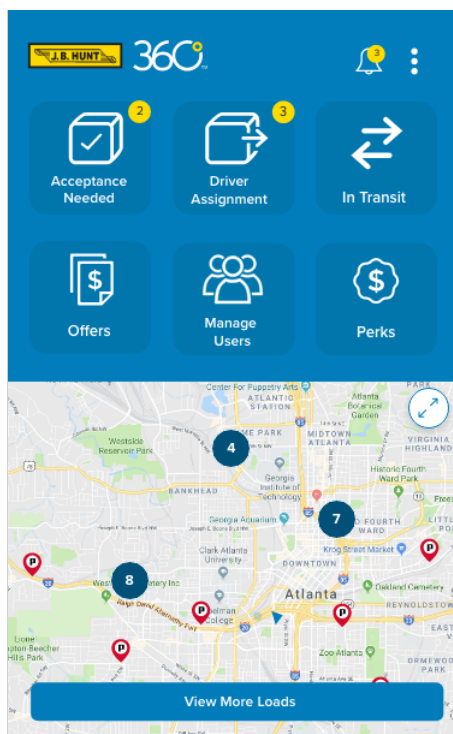


Old Load Cards & Tabs

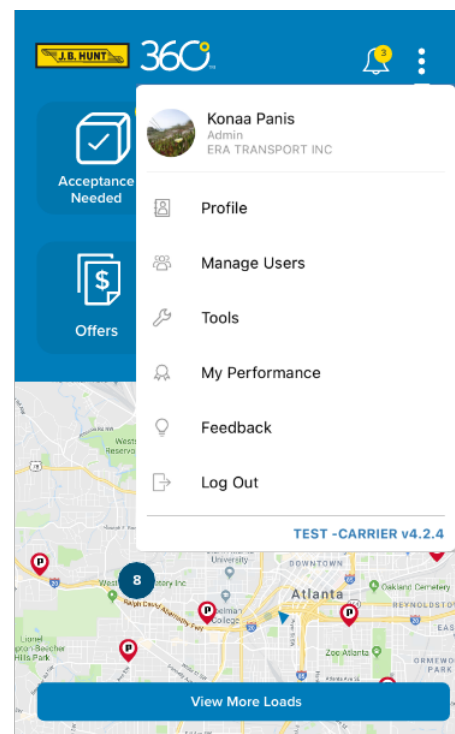
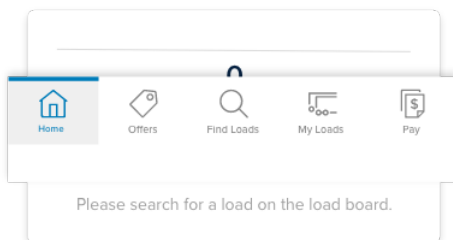
Problem

Organic growth led to fragmented information architecture and inconsistent patterns. Drivers navigated multiple screens to track a load's full lifecycle (discovery – booking – execution – payment), increasing cognitive load during time-sensitive decisions.

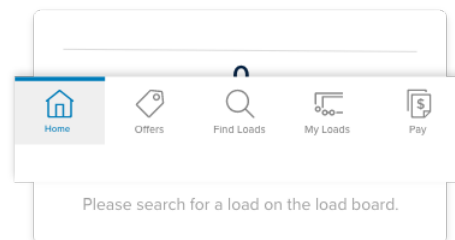
The load board's primary discovery surface lacked effective filtering and prioritization, slowing relevant load identification. Additionally, the load board was buried behind navigation, creating unnecessary friction in accessing the platform's core revenue-generating functionality.



Suggested Loads



Suggested Loads



Old Flow: Home – Menu – Load Board – Filters – Results

New Flow: Load Board (direct access)

With nearly a dozen primary menu options and redundancies, cognitive overload obscured the signals users needed to make fast decisions.

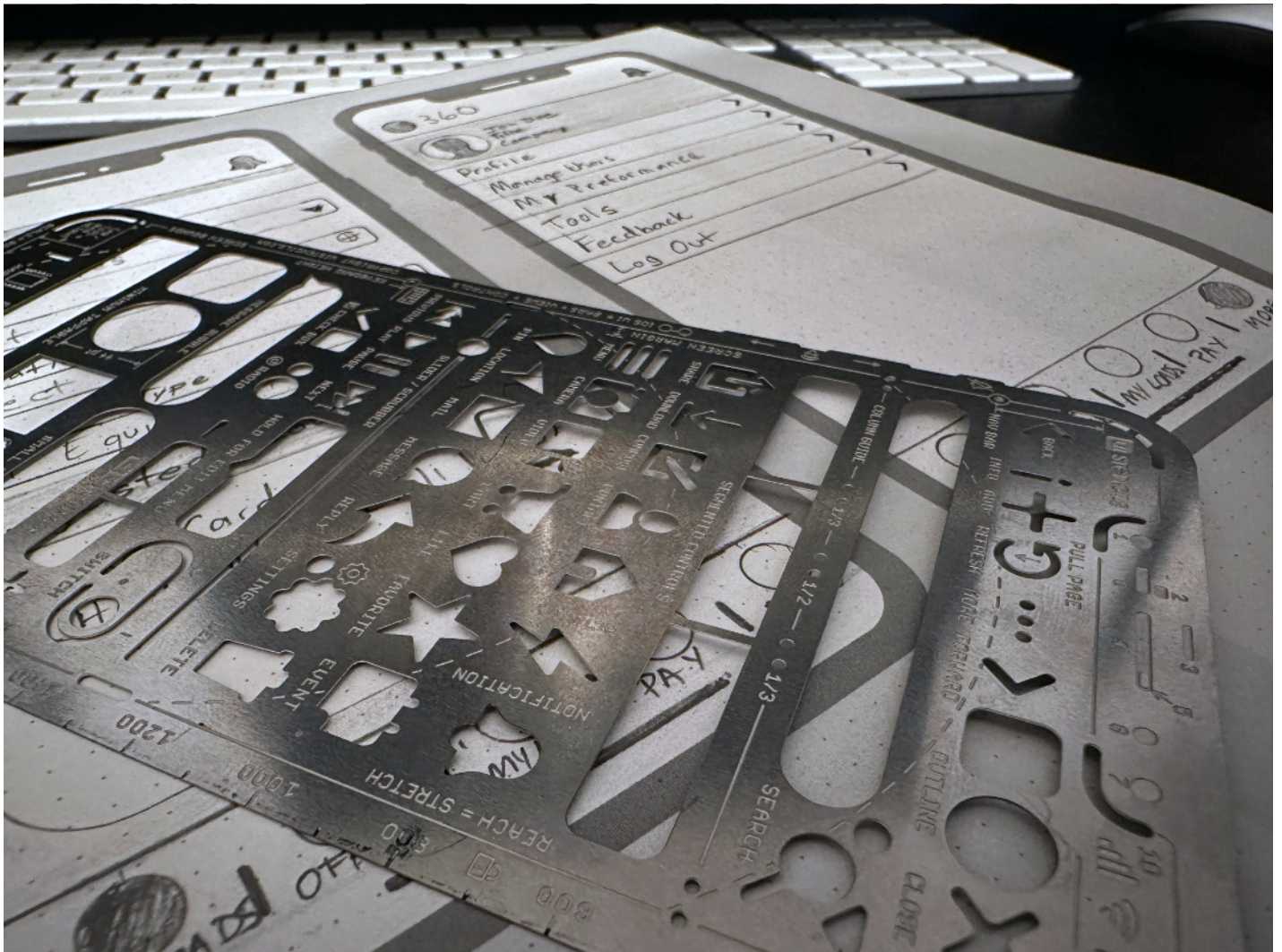
Approach

A key product decision was repositioning the load board as the primary home screen experience. Previously, drivers had to navigate into load discovery, adding steps before reaching the most important surface. Elevating the load board eliminated that overhead and aligned the app directly with user intent: quickly finding and evaluating loads.

I then mapped the complete load lifecycle and restructured around four key stages:

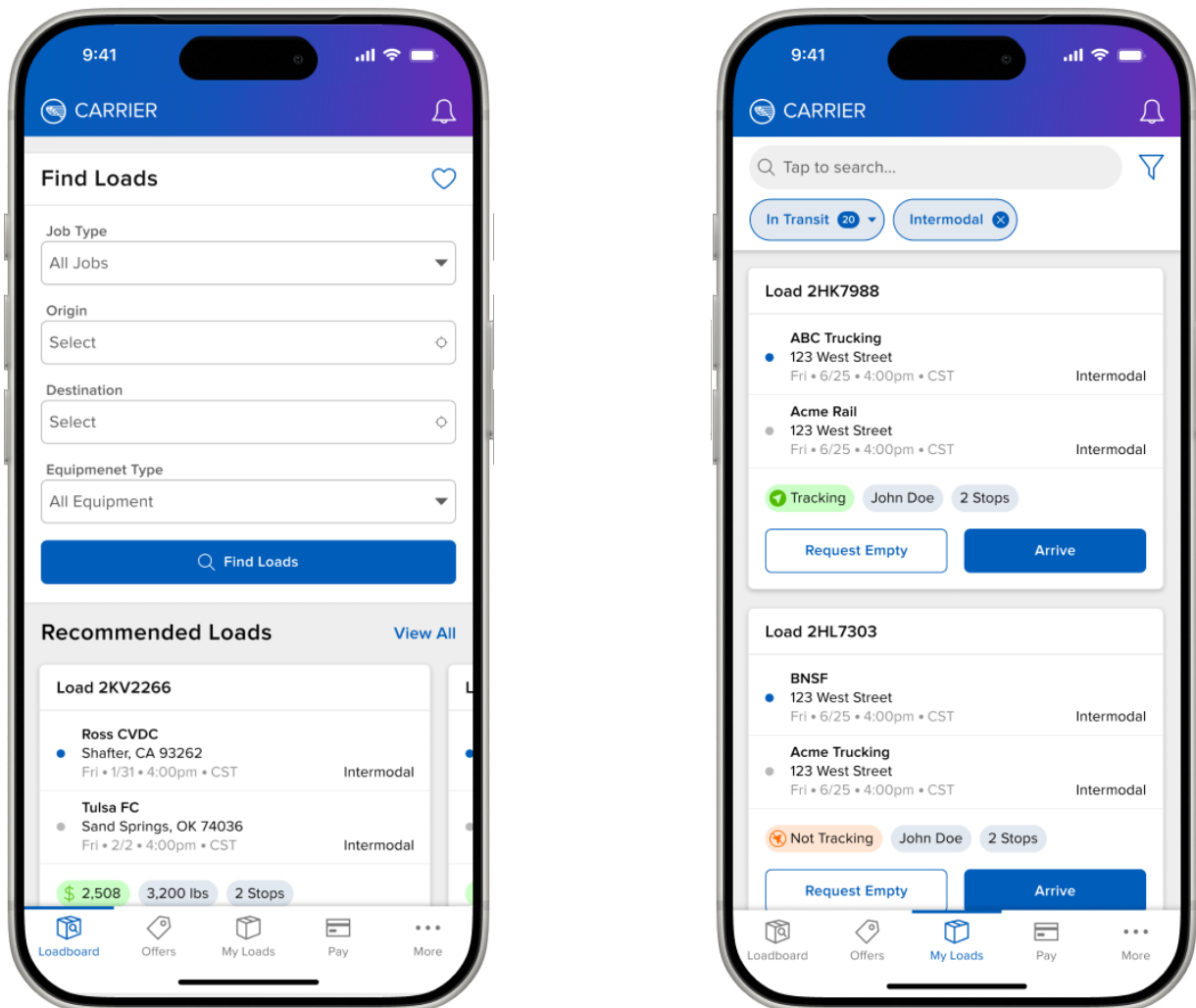
- Load discovery
- Booking & confirmation
- Shipment execution
- Delivery & payment

This informed a redesigned load card architecture that surfaced contextual, stage-relevant information upfront. Concurrently, I redesigned the search and filtering system on the load board for better operational matching (location, timing, route constraints). All changes rolled out incrementally to align with engineering timelines and executive roadmap priorities.



Outcome

The lifecycle-based load cards delivered clearer workflow visibility, enabling faster status comprehension and decision-making. The enhanced search/filtering accelerated discovery on the platform's primary revenue-generating surface. Repositioning the load board as the home screen further reduced navigation overhead and improved operational efficiency across a massive-scale platform without disrupting stability.



My Role

- Led mobile UX for Carrier 360 as Senior UX Designer
- Repositioned the load board as the primary home screen to eliminate navigation friction
- Re-architected lifecycle-informed load cards to reduce cognitive load
- Designed scalable search/filtering architecture for faster, relevant load matching
- Collaborated with product and engineering on incremental delivery aligned to executive priorities