Pazel Cloud

2021 - Multi-platform (website, tablet & phone)

Role: UI/UX Designer Freelance

Stakeholders: team lead & company C-level

Pazel Cloud is an internal POS system to support and optimize Pazel Group business. This system will help their data management, especially those related to transactions and inventory.

PA**Z**EL

Tablet mockup

Bakers.id

Q Search menu

Availability   Promo

s.id

AB

AG
Ayam Goreng
10.500 8.000

BB
Bakso Bakar
10.500

BB
bebek Bakar
10.500 8.000

Goreng
8.000

BP

TB
Taco bakar
10.500

TG
Taco Goreng
10.500

k Pang
ang
.500

S
Sosis
10.500

UB

Bakar
8.000

UG
Ubi Goreng
10.500

Order

Bebek Bakar   ⊖ 2 ⊕
14.500 12.000   24.000
Tidak pedas

Taco Goreng   ⊖ 1 ⊕
8.000   8.000
(Add notes)

Es Buah   ⊖ 2 ⊕
8.000 7.000   14.000
Tidak pedas

Sub-total   55.000
Service (10%)   5.500
Promo   - 5.000

Total   55.500

Charge

Order Offline   Order Online   Net sales   Log out

Definition of Point of Sale (POS) system:

A system that accommodates the processing & recording of transactions between a company and their consumers, at the time in which goods and/or services are purchased

My Design Process

1. Research and Define

As a freelancer, my first work is to get a complete brief about their needs. Afterwards I collect data from Pazel Group to understand the problems.

2. Ideate and Build

Look for solutions based on the problem, brief and the data I have collected. Afterwards I designed some solutions to be presented to stakeholders (Pazel Group).

3. Review

Stakeholders evaluate my work to ensure that I meets their expectations and needs. They also check their competencies for developing these applications.

User Research

In-depth interview

5 respondents from Pazel Group:
- 2 respondents are cashiers
- 2 respondents are tenant managers
- 1 respondent is a Pazel Group Tech Lead

Objective

- To find out how Pazel Group has been working all this time
- To know stakeholder's motives from this project
- To understand respondents expectations of the POS system

Result

In a fast-paced FnB business, it is crucial to remain organized, especially during the very busiest times. Customers never want to wait for too long to complete their purchase. In addition, the cashier staff works long shifts with an application that does not accommodate their needs, so the risk of human error is quite high. All of these conditions can lead to inaccurate data storage.

Design Directions

By having a centralized database POS system, they can quickly assign the order to a customer, store data with minimal effort and they can optimize their business.

Therefore those who will be using this system are:

1 Cashier

2 Tenant manager

3 Tenant owner

4 Back office

Competitive Analysis

Objective

- To gain a deeper understanding on how the POS system works
- To find out strengths & weaknesses from our competitors
- To find out another design pattern and insight to design this product

Results

- The majority of POS systems only provide 2 apps: for cashiers and tenant owners
- POS system mainly focused on 2 things:
 - Needs of ordering and transactions (for cashier)
  - Tenant management (for tenant owner)

1 Cashier app (Android - tablet)

This application aims to help cashiers to handle customer orders and transactions.

2 Tenant Manager app (Android - phone)

This application aims to help tenant managers to manage available menus and incoming orders.

3 Tenant Owner app (Android - phone)

This application aims to enable tenant managers to view and analyze their tenant sales reports.

4 Back Office web (website)

This website aims to manage Pazel Group internal data.

Product Specifications

Design System

Color

1E7095

FDFCFF

333333
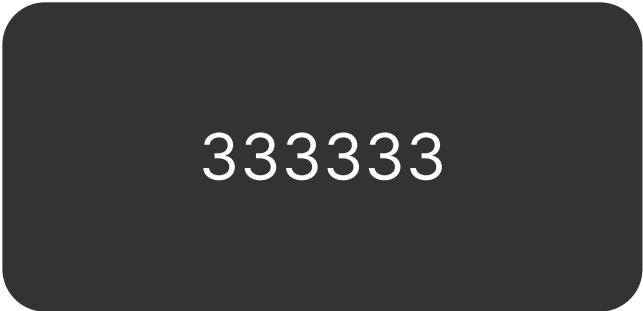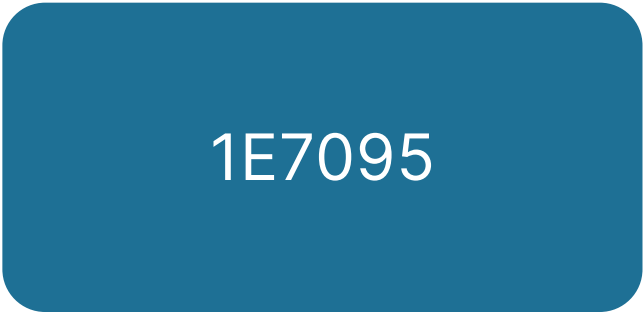
Font

Inter
Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Inter
Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Final Design

Cashier app (Android - tablet)
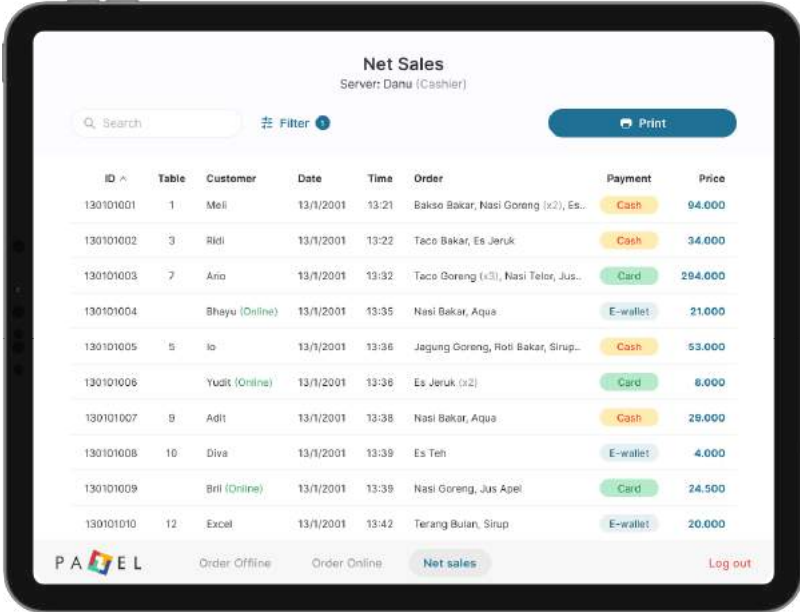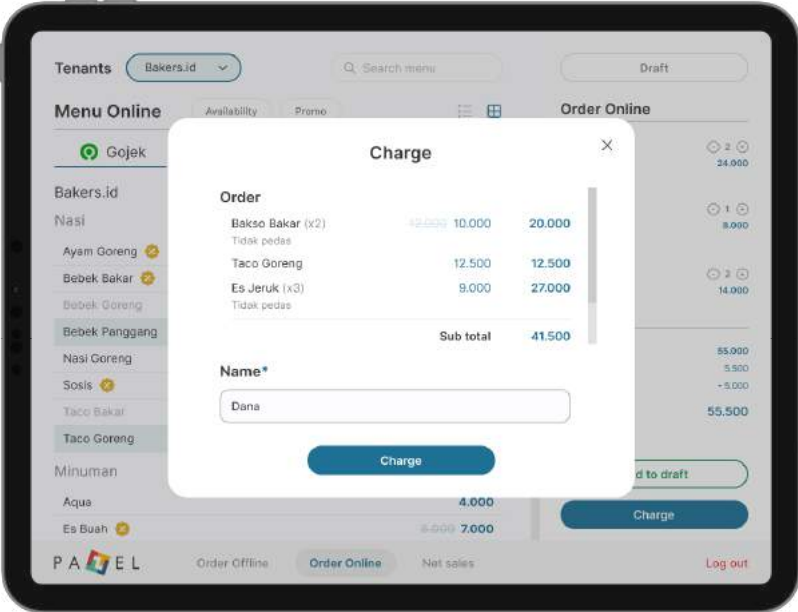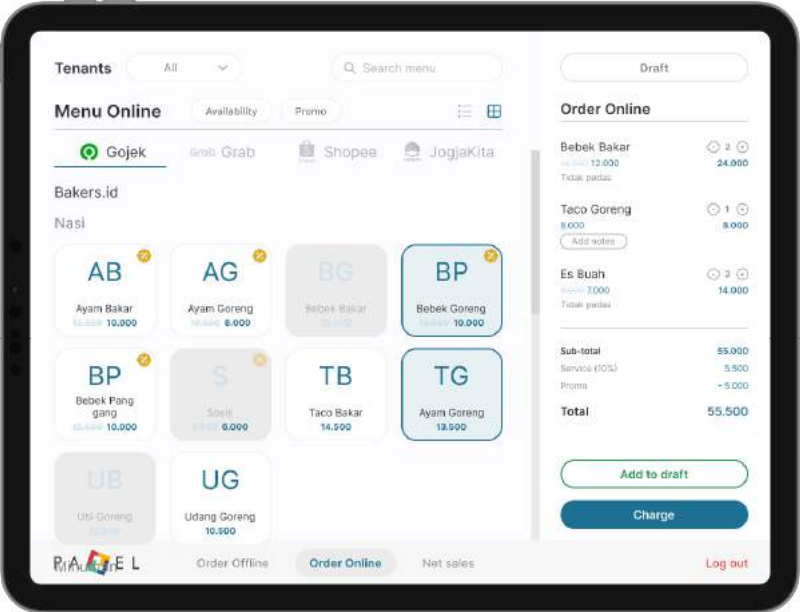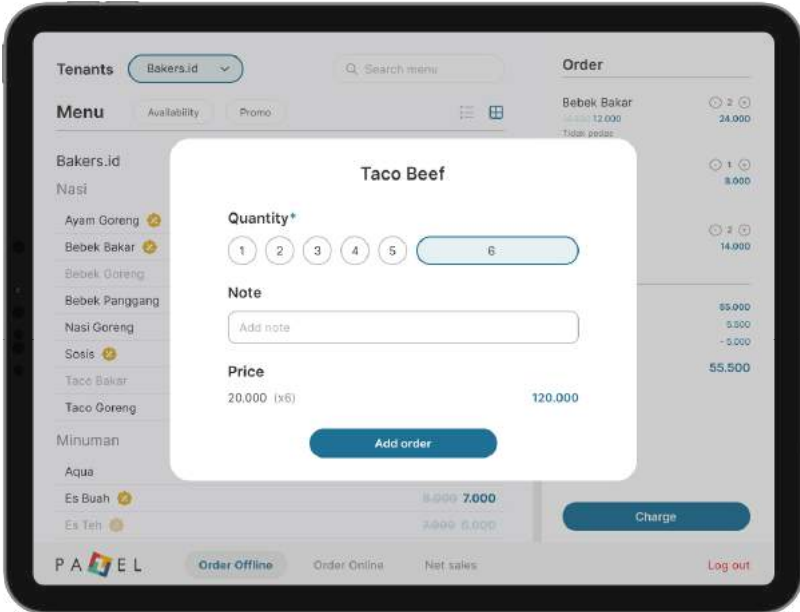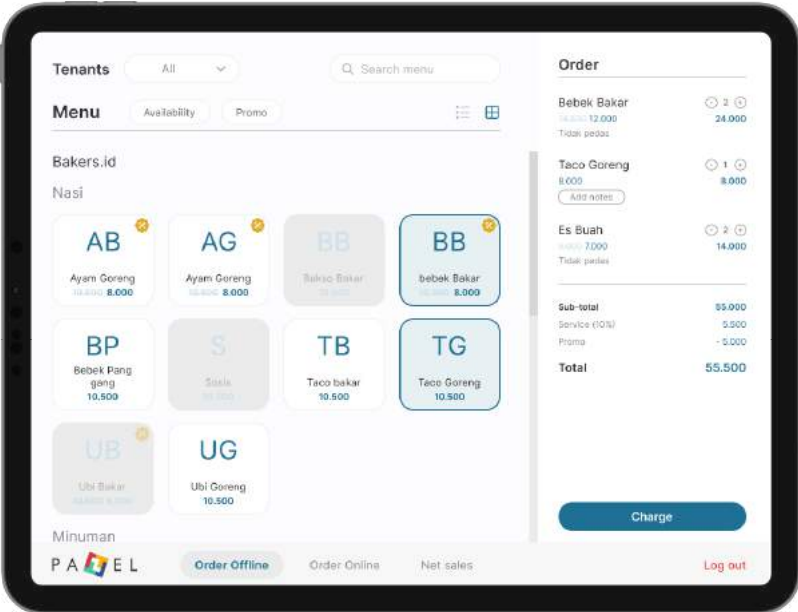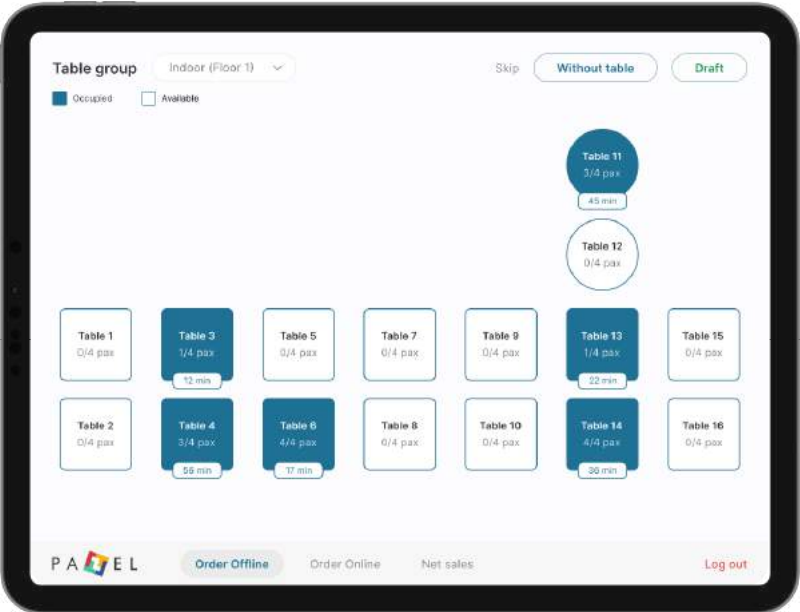
Final Design

Tenant Manager app (Android - phone)
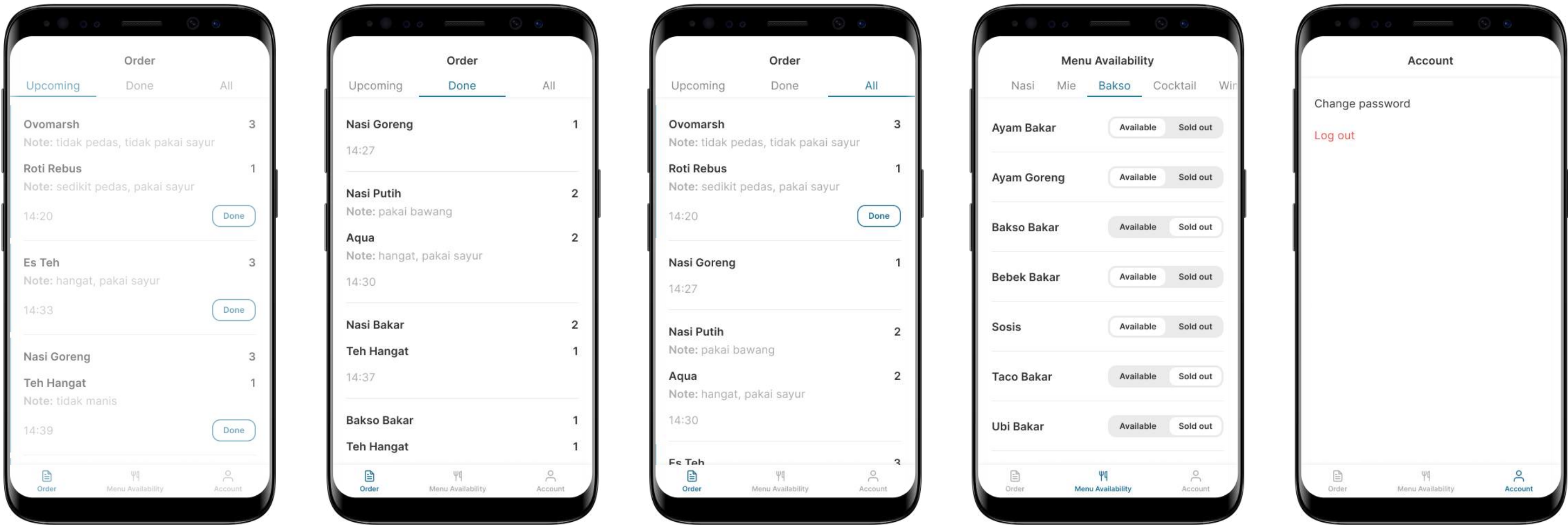
Final Design

Tenant Owner app (Android - phone)
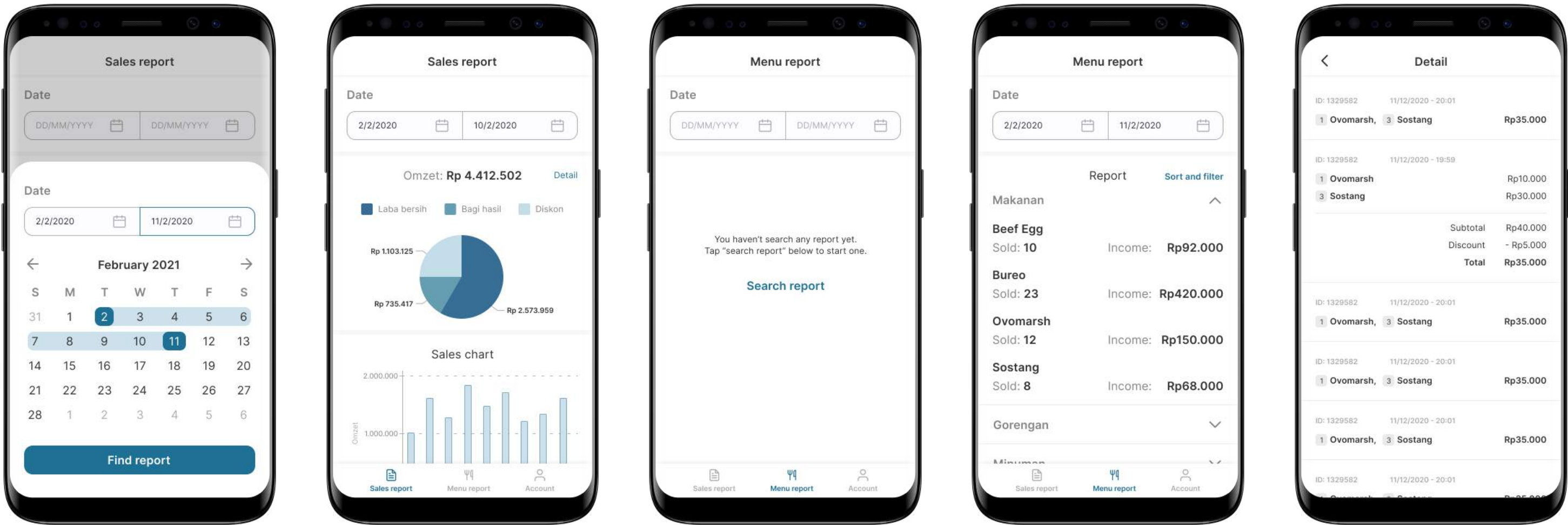
Final Design

Back Office web (website)