

Pazel Cloud

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

Role: UI/UX Designer (Freelance)

Stakeholders: team lead & company C-level

Summary:

Designed a comprehensive POS system for Pazel Group as the central hub for order management. The platform streamlines menu updates, inventory control, and sales tracking while ensuring seamless order processing. It not only optimizes daily operations and enhances customer service, but also equips the team with data-driven insights for smarter decision-making.

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 & define

I start by obtaining a clear project brief from Pazel Group and gather relevant data to identify challenges.



2. Ideate & design

Using the insights gathered, I brainstorm solutions and design proposals aligned with the project's goals.



3. Review & validation

Pazel Group reviews my proposals to ensure they meet expectations, and we assess the feasibility of development.

User Research

In-depth interview

- 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 the fast-paced FnB industry, staying organized, especially during peak hours, is critical. Long shifts for cashier staff using an inadequate application can increase the risk of human errors and lead to data inaccuracies.

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)

Product Specifications

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.

Design System

Color



Font

Inter
Semi Bold

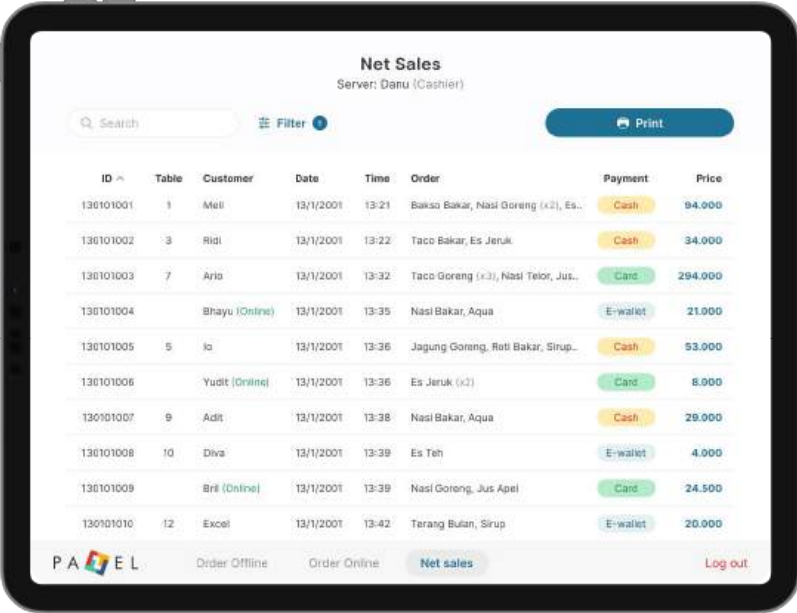
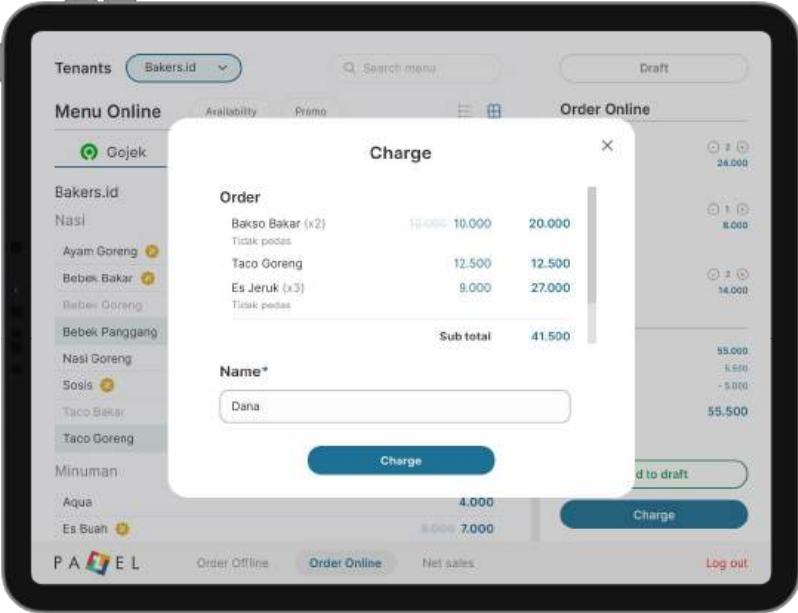
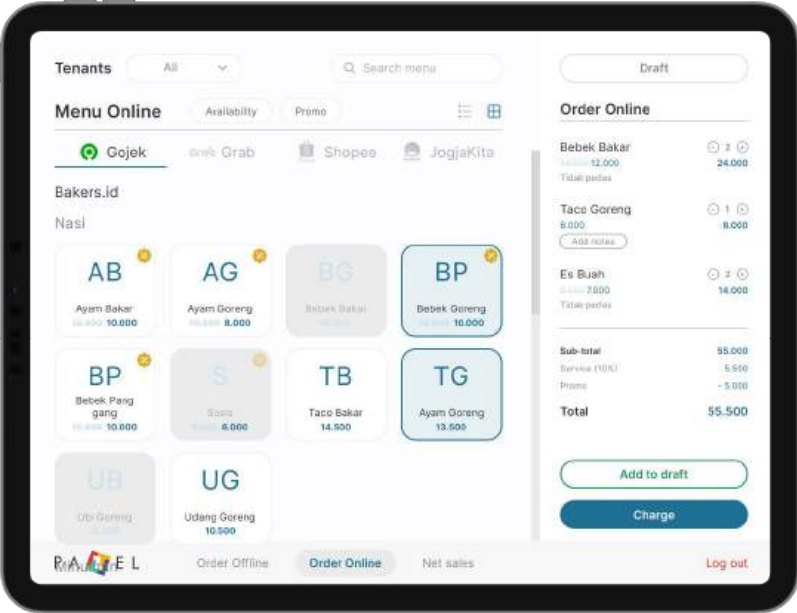
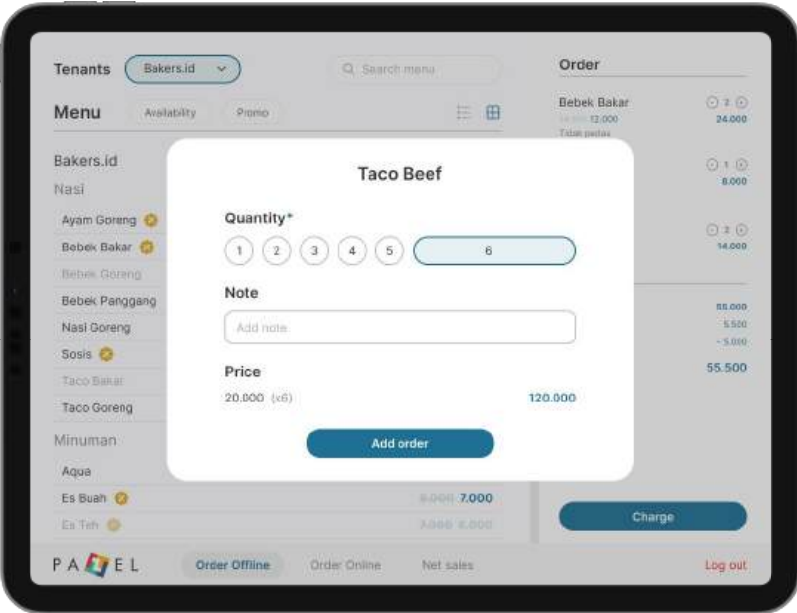
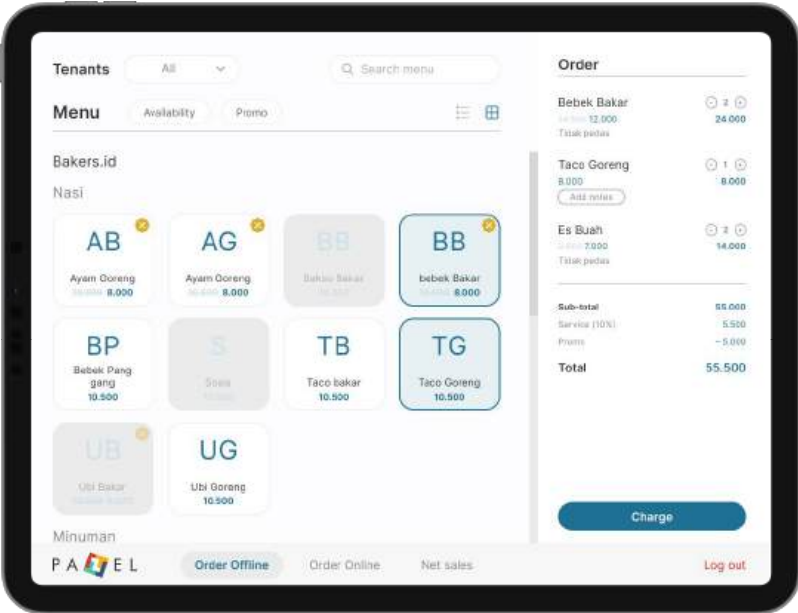
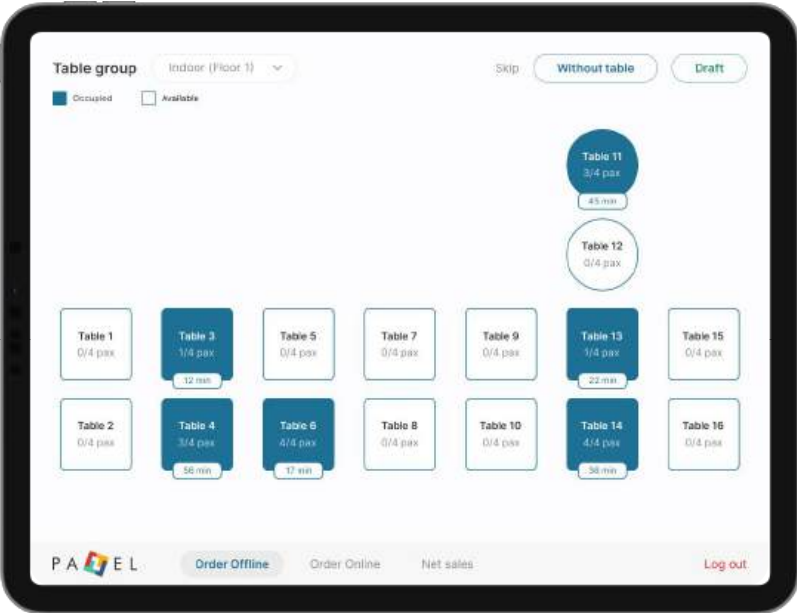
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1 2 3 4 5 6 7 8 9 0

Inter
Semi Bold

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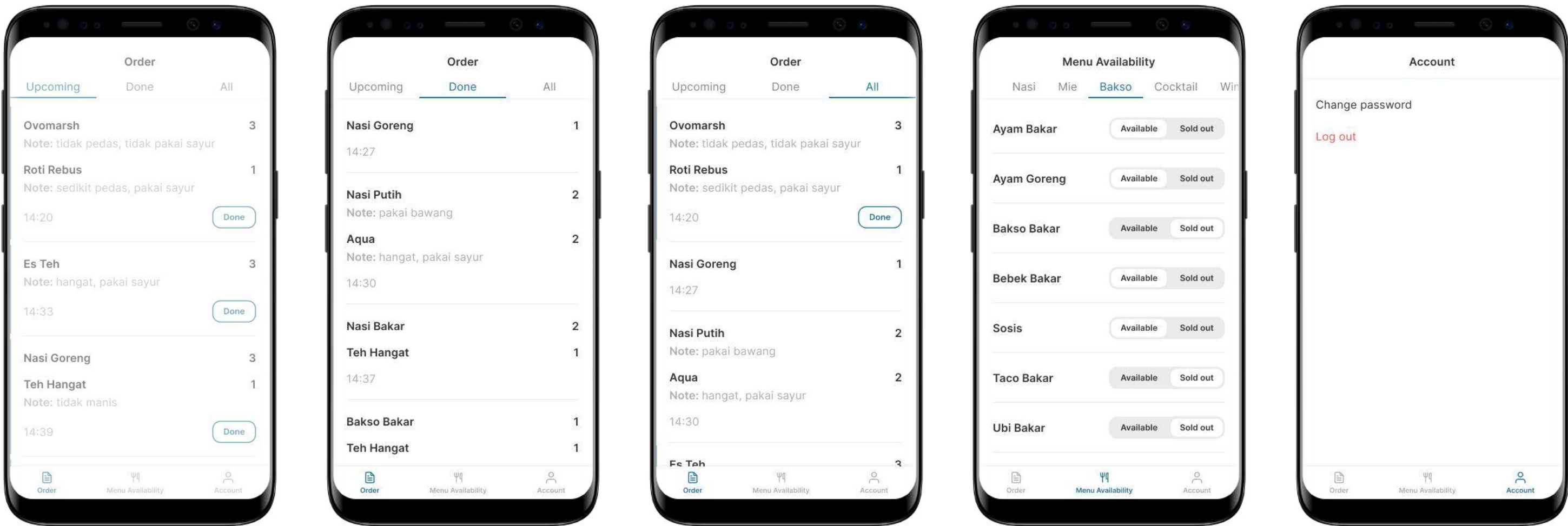
Final Design

Cashier app (Android - tablet)



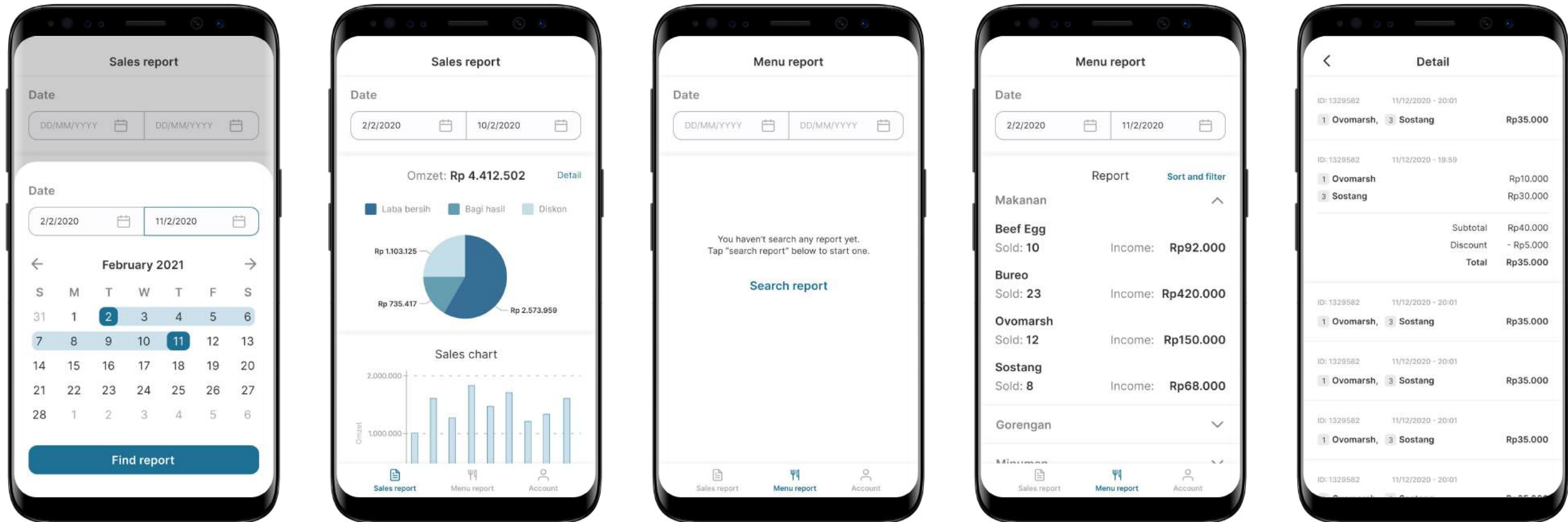
Final Design

Tenant Manager app (Android - phone)



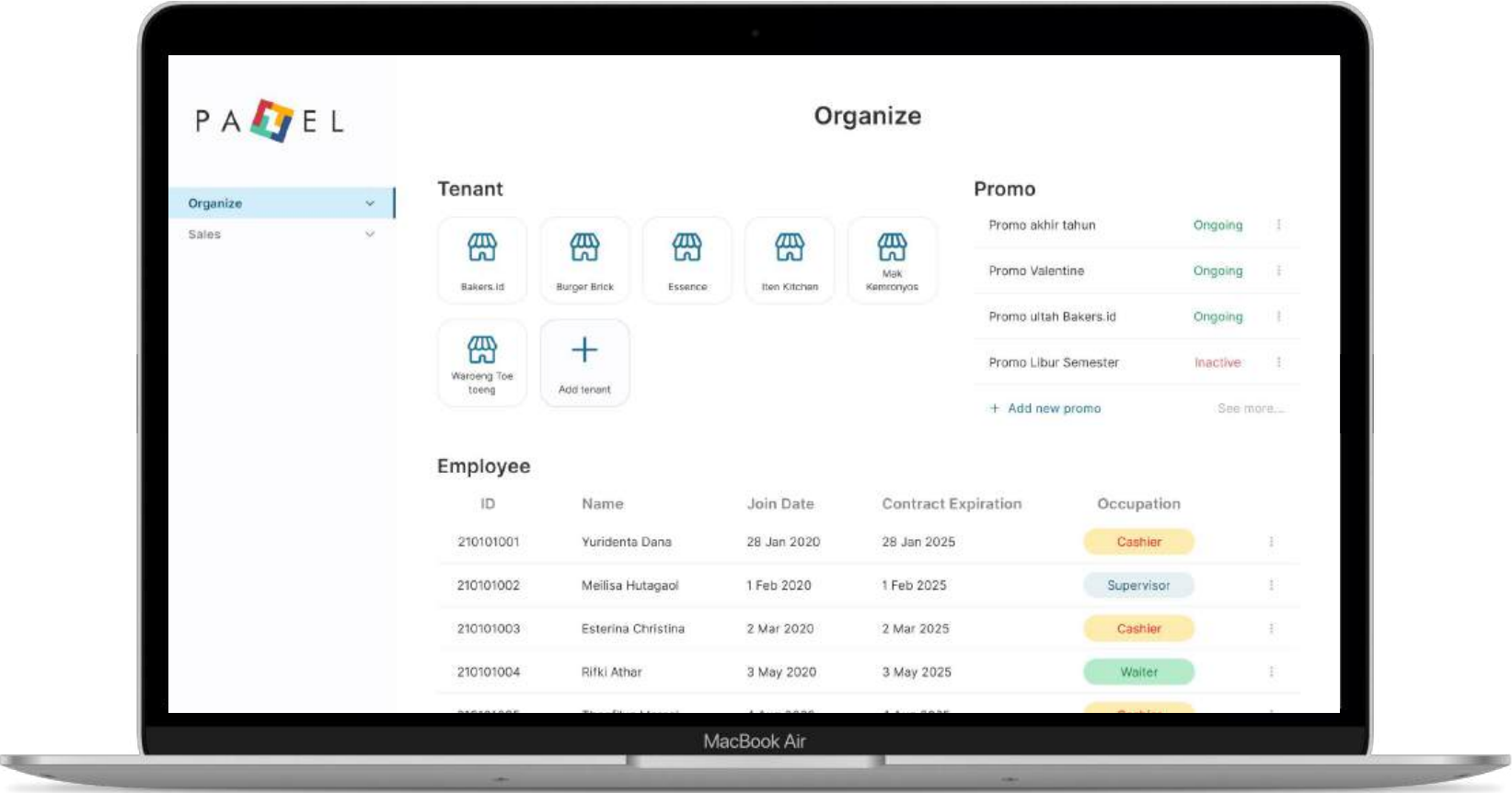
Final Design

Tenant Owner app (Android - phone)



Final Design

Back Office web (website)



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Promo

+ Add promo

ID	Promo Name	Promo Type	Time Period	Outlet	Promo Status
210101	Promo akhir tahun	Discount per menu	28 Jan 2020 - 12 Feb 2020	Burger Brick, Essenc...	Ongoing
210102	Promo Valentine	Buy 2 get 1	1 Feb 2020 - 14 Feb 2020	Essence, Mak Kemron...	Ongoing
210103	Promo ultah Bakers.id	Buy 3 get 1	3 Feb 2020 - 16 Feb 2020	Bakers.id	Ongoing
210104	Promo Valentine	Discount minimum orders	3 Feb 2020 - 12 Feb 2020	Bakers.id, Mak Kemr...	Ongoing
210105	Promo Libur Semester	Buy 3 get 1	1 Jan 2020 - 24 Jan 2020	Iten Kitchen	Inactive
210106	Loyalty Member	Discount minimum orders	3 Feb 2020 - no end date	Bakers.id, Mak Kemr...	Ongoing

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Tenant Report

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Tenant:

Period: -

Date	Net Profit	After Discount	After Service	After Tax	Revenue Share	Tenant	Owner	Owner Service
10 Jun 2020	449,000	449,000	449,000	493,900 + 44,900	388,100	80,820	80,820	
11 Jun 2020	168,000	168,000	168,000	184,800 + 16,800	137,760	30,240	30,240	
12 Jun 2020	1,318,000	728,000 + 590,000	728,000	800,800 + 72,800	1,079,120	236,880	236,880	
13 Jun 2020	1,288,000	644,000 + 644,000	644,000	708,400 + 64,400	1,055,160	231,840	231,840	
Total	3,221,000	1,889,000 + 1,332,000	1,889,000	2,187,900 + 189,100	2,841,220	579,780	579,780	

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Table

+ Add table

Fl. 1 Indoor

Fl. 2 Indoor

Fl. 2 Outdoor

+ Add table

Table 1 0/4 pax	Table 2 0/4 pax	Table 3 0/4 pax	Table 4 0/4 pax	Table 5 0/4 pax	Table 6 0/4 pax	Table 7 0/4 pax	Table 8 0/4 pax	Table 9 0/4 pax	Table 10 0/4 pax	Table 11 0/4 pax	Table 12 0/4 pax	Table 13 0/4 pax	Table 14 0/4 pax	Table 15 0/4 pax	Table 16 0/4 pax
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