Expert Panel Report

Team Reveille

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Executive Summary

Our team is developing and working on a new and improved web-focused point of sale (POS) application for the Rev's American Grill restaurant. This document details the findings and proposed design changes following an expert panel review completed during the overhaul of the POS system for Rev's American Grill. Several experts in different fields ranging from user experience to restaurant management to accessibility were given the opportunity to use a beta version of the new software and comment on the aspects pertaining to their field of specialty. This experience was guided by members of the development team who worked heavily on the various systems. A review of the findings found two main deficit areas in the beta version of the software presented to the experts. The first main deficit was in accessibility. The expert brought in to evaluate the product from an accessibility standpoint identified issues with the font size, contrast, and other items affecting users with low or no vision. The other main issue uncovered by the user experience/design experts had to do with the implementation of the cart, which is not obvious to first-time users. This is problematic as the entire order placement pipeline is dependent on the customers interacting frequently with this feature. Overall, only minor issues were uncovered by the panel of experts, many of which can be solved without too much development time.

Expert Panelists

Panelist Name (May be Changed for Privacy)	Specific Area of Expertise	Responsible Team Member
Emma Rose	Expert in user experience design and	Uzma Hamid

	accessibility	
Robert	Expert in determining the effectiveness of restaurant systems	Alex Do
Josh Clapp	Expert in ordering food from restaurants	Matthew Livesay
Alex Hanna	Expert with the use of restaurant systems and software development	Raphael Hanna
Shaz	Expert in optimization	Dhiraj Atmakuri
Stacey	Expert in point of sale systems	Easton Havemann
Amanda	Expert in point of sales analytics systems	Nathan Truong

Expert Panel Findings

Overall the study found the system to be intuitive, easy to use, and well designed. One issue we did uncover was with the navigation and use of the customer-facing order page. While items are laid out in a logical manner, this isn't communicated well to the customers, who might have trouble understanding the layout immediately. Another design issue with the customer order page is that the notion of the 'cart' which contains all items in the current order is not communicated clearly to the customer. It was also found that our system lacks some accessibility features that may be required by some users. There is also an issue with the manager page in which the purpose of the various reports isn't particularly clear.

Proposed Design Moves

High-level Design Move	Detailed Description	Justification
Fixed Header with Category Options	Make the header 2 with the category option, stay sticky, so that the user, while navigating through the application, will always see it. This will enable the user to view the rest of the menu without scrolling back up.	Emma highlighted the inconvenience of having no sticky header with a category option. With the implementation of this design move, we can make the navigation more effective and, therefore, provide a better user experience and make it easier for the user to explore menu items.
Accessibility Features	Implement accessibility features	Emma explained how accessibility is

	like resizable text function, high contrast mode, and keyboard navigation to boost usability with users having different requirements. These features will increase accessibility and ensure that all users can effectively interact with the application.	essential in the application during the discussion. Embedding these accessibility features will make the POS application user-friendly and more comprehensive to include multiple users, even in a more accessible way.
Improved Feedback Mechanisms	Introduce visual cues or notifications to immediately indicate when items are successfully added to the cart. This could be done using pop-ups or small animations.	Adding feedback, as identified by the expert panel, especially during the order confirmation step, will increase user confidence and make the ordering process smoother. This change fits within the objective of offering a seamless and intuitive interface to the users.
Manager Report Descriptions	Make a help button that will explain the significance of the current report that the manager is on. It will explain the inputs required, the purpose, and how to interpret the resulting tables/graphs generated.	Both Robert and Alex Hanna brought up the issue of the manager reports not being too particularly clear. As a result, it will be necessary to include a help button or explanation of the resulting tables/graphs to guarantee that the manager can correctly interpret the financials of Rev's Grill.

Appendix 1: Expert Panel Interview Data

Panelist Name	Interview Data (Questions and Responses, Observations)	Important Insights and Previously Unconsidered Perspectives
Robert	1. I was able to access the various pages of the website easily. The pages were easy to navigate and weren't too confusing. There is a clear distinction between what the customer should use to order and what the employee should use to access their corresponding pages. 2. I was able to generate and view the various reports without issues. The reports were easily generated without much difficulty. One improvement is that there could be restrictions on what dates are valid since some dates don't provide any output. If there is no data on specific dates like before the restaurant was created, the application should restrict you from inputting such dates. 3. The reports provided sufficient and useful information on examining the restaurant's financials. There were a lot of useful reports about the restaurant's sales, but there could be a description of what the report is about since it isn't initially clear what the data reveals. One issue is that there is a lot of scrolling involved in certain reports. This could be annoying for the manager to look through, so a search bar could be helpful. 4. I was able to login easily to access the various staff pages.	One important insight acquired is that it will be necessary to ensure that each report has a detailed description of what it provides to make the purpose clearer for the managers. Additionally, it is necessary that the dates in the manager pages only allow valid dates with data to prevent confusion. Additionally, it will be necessary to implement a feature that will only allow authorized users to access the employee pages.

	It was easy to determine how to log in as an employee and access the various employee pages. There could be a pin pad to prevent customers from trying to access the employee pages, however. 5. The appearance was consistent throughout the site, and it was aesthetically pleasing. The website layout was simple and looked nice to the eyes. The website has a modern and nice look to it. 6. What suggestions do you have for us to make the website better? Add a help button in the various reports that detail what the report is about. Otherwise, it's not really clear what the data is trying to present. Furthermore, it is necessary to implement some features to prevent unauthorized customers from trying to access the employee pages and potentially making malicious changes.	
Emma Rose	1. How would you rate the overall visual appeal and aesthetics of the POS application? The design is clean and visually appealing. I personally like the use of unique images for every menu item to make it more appetizing. However, there is always room to make it better and even more responsive. 2. Did you encounter any	<u>Visually Appealing and Attractive:</u> Emma Rose praised the very clean and attractive design of the POS application regarding unique images made for each menu item. She, however, mentioned that there's always room for improvement to show that she is serious about continuous improvement in the user interface. <u>Description of Menu Items:</u> Emma recognized most of the menu items, but she noted that descriptions were missing for some of them. This shows the need to provide additional information, especially for persons with dietary restrictions, and to ensure clarity, ensuring that everyone is

difficulties in understanding the menu items or their descriptions?

For the most part, menu items were clear and easy to understand but some descriptions were lacking. Additional details would be beneficial, especially for users with dietary restrictions or preferences.

3. Were you able to navigate the POS application easily?

Navigation was straightforward overall, but the lack of fixed header 2(with category options) made it slightly inconvenient.

4. How was your experience with the order confirmation process?

Overall the process was smooth and the visual cues greatly improve the user experience which your website seems to do. But the absence of feedback when adding items to the cart was a notable issue and getting a confirmation of what item was just added to the cart would make it more convenient.

5. What suggestions do you have for improving the accessibility of this application?

included.

Navigation: Emma recognized that the application navigation was straightforward, but she mentioned that the lack of a fixed header where the categories are visible makes the navigation a bit hard to use.

Order Confirmation Procedure: Emma recognized that the process for order confirmation was very easy, and the visual cues were appreciated. She, however, mentioned that the lack of an item added to the cart was a major issue, meaning that there needs to be confirmation that a particular product has been added to the cart.
View on Accessibility: Emma provided very important views on improving accessibility, believing that proper feedback mechanisms should be provided for users to have a confident belief in what they are doing. She also proposed for the ease of navigation and confirmation issue, as well as resizable text, high contrast mode, and keyboard navigation.

	A few suggestions: - Clear feedback mechanisms are helpful for user confidence. - Addressing navigation/confirmation issues such as visibility of header 2 with Category, can be essential for seamless user experience. - Adding a few more accessibility features such as a resizable text function, high contrast mode(if possible for users with low vision), and keyboard navigation(for users who face difficulty using a touchscreen or a mouse).	
Alex Hanna	1. What would you change about the frontend at first glance? - would say the picture on the login page feels somewhat out of place maybe it should follow the theme of the other pages - The manager pages also follow the theme but should stay consistent with the styling of the tables for example the start and end dates format 2. What are your first thoughts	For this interview, there were many insights. Most importantly, many bugs were noticed, including switching navigation tabs and calculation problems with the transactions page. Some tips were given about how to make the POS system look nicer, user-friendly, and have a consistent layout throughout the application.

on the order page?

- For the orders page the frontend is great at first glance everything follows the theme and categories, making it easy to find what you want
- would say the checkout sidebar looks nice but there is a problem that needs to be fixed for adding and removing items from the cart
- Minor detail when clicking on a category the page is not perfectly lined with the title

3. What do you think about the functionality and usability of the transactions page
    - would remove Apple Pay most places have cards and Apple Pay as the same thing maybe card/tap to pay. Also not considering Samsung pay
    - Adding and removing items causes a lot of problems in pricing
    - Buttons at the top left and right do not work
4. What are things you would change on the manager page?
    - The buttons that navigate to other pages get confusing when it replaces the one you click with the manager page
    - For some charts make it clear what its significance is

	- Charts seem all over the place not really organized
	5. What would you change overall?
	   - Work on making everything user-friendly
	   - Most importantly make sure edge cases work for the back end
	   - Keep testing and asking others for feedback when you add things	

Josh Clapp	1. What did you like about the ordering experience?
	   a. Search bar made it easy to find items he was looking for, while still maintaining the ability to browse the menu
	   b. Ability to edit quantities in the cart easily
	   c. Design made it clear what needed to be done to place an order, aside from the fact that the cart wasn't clear at first
	2. What did you dislike about the ordering experience?
	   a. Product photos didn't have consistent styling
	   b. Unclear when the item was added to the cart. The whole notion of the cart wasn't obvious at first.
	3. In your expert opinion, was
		The main piece of insight gained from this expert interview was the fact that the cart containing current items in the order was unclear at first. It would likely be difficult for new users to notice this and may lead to users not being able to complete the order, or needing help from a cashier to do so.

	the ordering process easier or harder than average? What were the main factors that influenced this opinion?
	
	    a. Slightly above average, mainly influenced by the multiple ways to use the ordering system (browse by category or search) and the ability to easily edit items in the order.
	
	4. What would you change to make this experience better?
	
	    a. Make it more clear when an item is added to the cart. Make it more clear that there is a cart to begin with.
	
	5. What specifically do you think could alleviate the friction with the cart that you brought up?
	
	    a. Two things could potentially solve this issue, making the cart icon flash when an item is added, or having the cart sidebar pop out automatically when an item is added.	

Stacey	1. How would you rate the overall visual appeal and aesthetics of the POS application? a. It was good. Simple and easy to navigate. The simplicity of the font and boxes made it seem a little basic, but it also made it	The primary insight gained from this interview was that the website design is very simple in essence and while this makes certain parts easier to use, it decreases the versatility of use. Additionally, it might be nice to include descriptions for the menu items for the customer order screen.

easier to navigate.
2. Did you encounter any difficulties in understanding the menu items or their descriptions?
   a. No, I had no problem understanding the menu items. The pictures were great and made me want to order the food. Additional text describing the menu item would be nice. For instance, including what goes on the burger would make the product more appealing.
3. Were you able to navigate the POS application easily?
   a. No difficulties. I was easily able to click on the order button and choose my cheeseburger, and it was easy to find the cart to view my order.
4. How was your experience on the order confirmation process?
   a. When I removed my items, it would update. When I went back to add the item I wanted, the cart added all of the items that I had previously selected back into the cart.
5. What suggestions do you have for improving the accessibility of this application?
   a. Making the menu

	item header shortcuts in a smaller font could make them all fit on the screen. I wanted to see the side items without scrolling to the bottom. I didn't notice the arrow. Also, putting boxes around or making the menu item header look like buttons or live links would encourage people to use them more.	
Shaz	1. I was able to access the various pages of the website easily. Yes, the layout was intuitive. 2. I was able to generate and view the various reports without issues. The reports worked well except for the graph of trends. 3. The reports provided sufficient and useful information on examining the restaurant's financials. They gave information on items ordered. It may be more helpful to have dollar amounts associated with that for financial stuff. 4. I was able to login easily to access the various staff pages. Yes, the login was not a problem. 5. The appearance was consistent throughout the site, and it was aesthetically pleasing.	From his feedback, it is clear that we need to optimize the order checkout page and make sure the functionality is top usable and easy especially when it comes to making changes to current items already in the order.

	The general feel was the same from page to page which was very nice 6. What suggestions do you have for us to make the website better? 　　The order confirmation page can be a little confusing. Maybe add some kind of button highlighting to confirm that you have selected a payment option before you place an order. The other bugs we ran into as well like the removing items from order not working.	
Amanda	1. I was able to access the various pages of the website easily. Yes, the website was easy to use and I was able to easily access the different pages. It would be easier with a homepage button. 2. I was able to generate and view the various reports without issues. Yes, I was able to generate and view the reports. I was able to change the dates and save my changes. 3. The reports provided sufficient and useful information on examining the restaurant's financials. Yes, although it was a bit annoying trying to access specific date ranges. 4. I was able to login easily to access the various staff pages. Yes, I was able to easily access the site 5. The appearance was consistent throughout the site, and it was	Based on Amanda's feedback, it was clear our website has an issue with usability. There are a lot of little things that just don't make sense such as not having any routing to go back to the home page. There is also the issue with how we have to manually add items one by one. Lastly, there was the issue of the manager pages being a little annoying to use when it comes to the date ranges.

	aesthetically pleasing.	
	Yes, the appearance was consistent and everything was easy to read and see	
	6. What suggestions do you have for us to make the website better?	
	The dates could have automatic formatting rather than having to type in slashes manually. There should be a home button. The ordering page should ask you how many of each item you want when you click on an item to add.	