UX Design Task

Product Designer Interview Assignment

Duration	3–5 days (take-home)
Domain	Event & Catering Management
Focus Area	Financial Management & Profitability
Submission	Figma/PDF + 30-min presentation

Context

You are designing for **CaterPro**, a SaaS platform that helps event and catering companies manage their operations. The platform serves businesses that handle corporate events, weddings, private parties, and large-scale catering.

These businesses struggle with understanding which events are actually profitable. Revenue looks good on paper, but hidden costs like last-minute vendor charges, overtime labor, and equipment rentals often eat into margins. Owners and managers need visibility into real profitability—not just revenue.

The Problem

CaterPro wants to add a **Profitability & Commission Management** module. This module should help catering business owners:

- Understand profit margins at the event level, client level, and company level
- Track and calculate commissions for sales reps and event coordinators
- Identify which types of events, clients, or services are most (and least) profitable
- Make better pricing and staffing decisions based on historical data

Your Task

Design the core experience for this Profitability & Commission module. You have creative freedom on the specific flows and features, but your design should address these scenarios:

Scenario 1: Event Profitability View

The business owner wants to see how profitable a completed event was. They need to see revenue vs. all costs (labor, food, rentals, vendors, travel) and understand the final margin. Consider: How do you present complex financial data clearly? What comparisons or benchmarks might be useful?

Scenario 2: Commission Calculation & Tracking

CaterPro clients have different commission structures. Some examples: Sales rep gets 5% of event revenue. Event coordinator gets $150 flat fee per event + 2% bonus if client rates 4+ stars. Senior coordinators get higher rates than junior ones. Design how commissions are configured and how team members can see their earnings.

Scenario 3: Profitability Dashboard

The owner wants a dashboard view showing profitability trends and insights. They want to answer questions like: Which event types are most profitable? Which clients bring the best margins? Are we more profitable this quarter vs. last? How much did we pay in commissions this month?

Assumptions You Can Make

- CaterPro already has event booking, client management, and invoicing modules
- Cost data (labor hours, vendor invoices, rentals) is entered into the system
- Users are small-to-medium business owners and their operations managers
- This is a web application (desktop-first, responsive is a plus)

Deliverables

1. **Research Summary** — Overview of your research: What did you explore? What patterns or insights informed your design? What assumptions did you validate or challenge?

2. **Design Screens** — Mid-to-high fidelity screens covering the three scenarios. Prioritize clarity and depth over quantity.

3. **Design Rationale** — Explain your key design decisions. Why did you structure information this way? What tradeoffs did you consider? What alternatives did you explore?

4. **Presentation** (30 minutes) — Walk us through your process and final designs. We'll have 15 minutes for Q&A afterwards.

Presentation Guidelines

Your presentation should cover:

- **How you approached the problem** — What research did you do? How did you break down the problem?
- **Your design decisions** — Walk us through the key screens and explain your reasoning
- **Challenges and tradeoffs** — What was difficult? What alternatives did you consider?
- **What you'd do with more time** — How would you iterate or expand on this?

What We're Looking For

1. **Research & Discovery** — How you approach understanding a new domain
2. **Information Architecture** — How you structure complex financial data
3. **UX for Complexity** — How you simplify without oversimplifying
4. **Visual Design** — Clarity, hierarchy, and professional polish

5. **Communication** — How clearly you articulate your thinking

Notes

- You don't need to design every edge case—focus on the core experience

- We value thoughtful decisions over pixel-perfect polish

- Feel free to make reasonable assumptions—just document them

- If you have questions, use your best judgment and note your reasoning

Good luck! We're excited to see your approach.