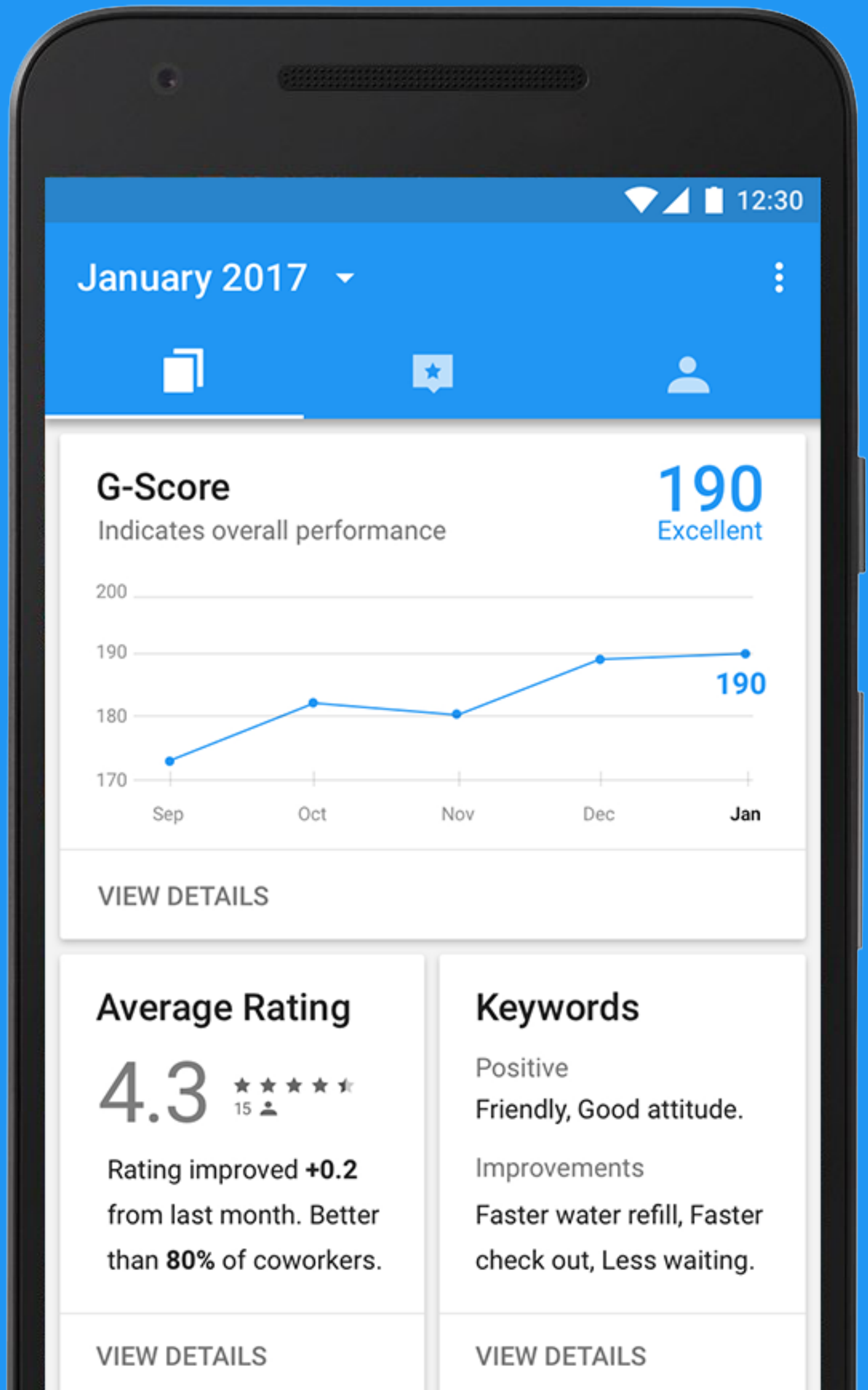
Design Exercise

Colin Chen



January 2017

G-Score

Indicates overall performance

190

Excellent

VIEW DETAILS

Average Rating

4.3 ★★★★★ 15

Rating improved **+0.2** from last month. Better than **80%** of coworkers.

VIEW DETAILS

Keywords

Positive

Friendly, Good attitude.

Improvements

Faster water refill, Faster check out, Less waiting.

VIEW DETAILS

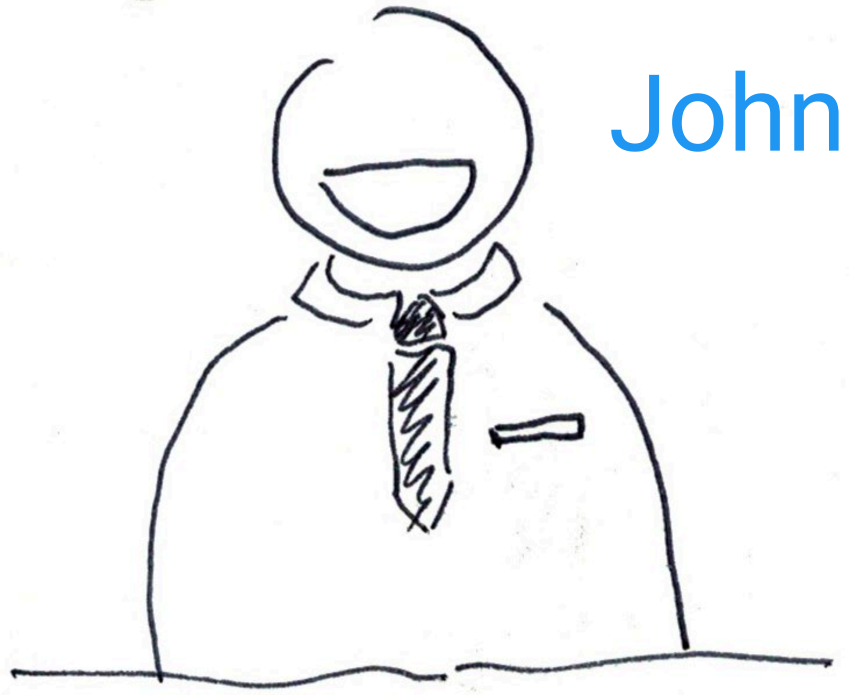
Exercise Brief

Wait Staff Review

While there are many ways to rate and review restaurants, they are not focused on evaluating individual servers. Design an experience where diners can submit positive comments and constructive suggestions for the wait staff, and servers can use this feedback to both improve and help to secure new employment. Provide a high-level flow and supporting wire frames.

1. Research

Who am I targeting?



John

Waiters are my primary target. They use this app to check / improve their services. Waiters at sit-in restaurants are my primary emphasis because the quality of their service has direct impact on them (eg. tips).

Andy

Customers are also important because they are providing the data for the waiters to see. I believe tech-savvy customers that uses some forms of rating app are who I would be interested in.

Tom

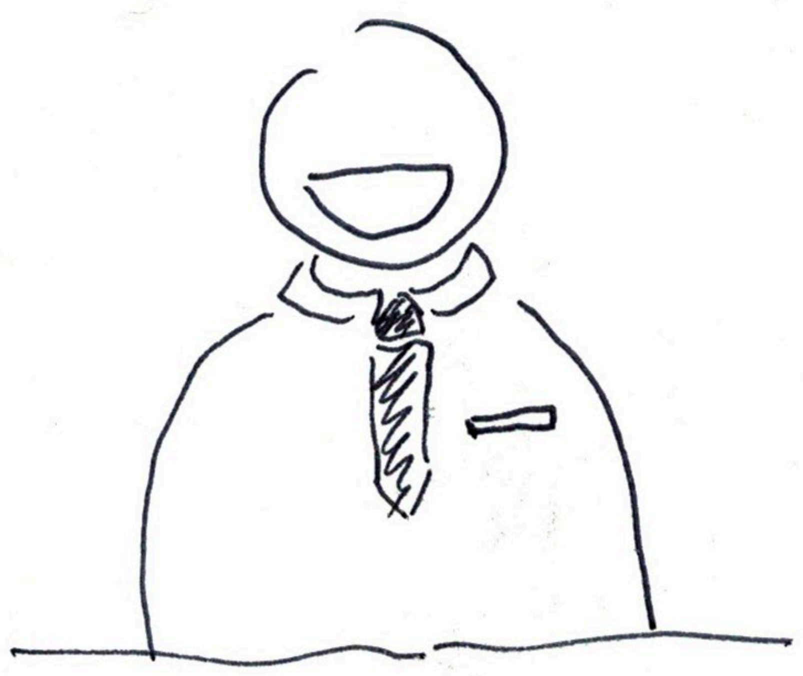
Lastly, business owners are also important. They would be using this app to screen their future employees. The target population would also be sit-in restaurant owners.

Interviewing waiters

I decided to walk around Ann Arbor just going into random restaurants and doing some ad-lib interviews with some general questions that I wanted to answer, to get a better understanding of their concerns and their needs. I interviewed 5 waiters/waitresses at 5 different restaurants for 10 minutes each. The questions I asked were:

1. Think about the last time you received a very positive or negative feedback from a customer, can you tell me a little bit about that? How did this experience make you feel? What did you do?
2. Relating back to the experience you just described about, how would you feel about an application that lets the customers rate and provide feedback about your services?
3. How long have you been in the waiting industry? What are you career plans? How do you think information from this app can help you in your future employment?

Findings and insights



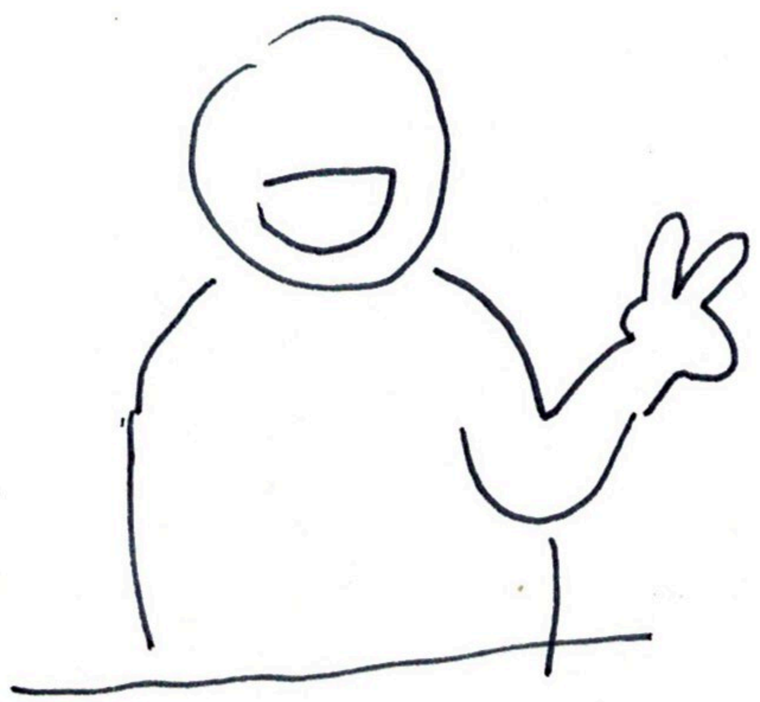
Findings	Description
One bad review might have big impact.	“If I had not many total reviews, my score could be really affected by just one 1-star review.”
It’s hard to improve when you already have a low score.	“If your average is low, then it’s impossible to get back up because you’ll need a lot of high scores.”
Ill-purposed reviews from competitors could be problematic.	“What if John from another restaurant just wants to give me really low scores?”
Waiters want to present their best self to future employers as well as protect their own privacy.	“I want to use the quotes from customers as my recommendation. So my next boss doesn’t focus on the review that happened where I had a really bad day.”

Interviewing customers

Due to the constraint on time and resources, I talked to some of my friends who match the characteristics of my target population. However, in a formal research, I would definitely avoid convenient sampling. I talked to 5 of my friends on the phone for about 10 minutes each to ask the following questions.

1. Think about the last time you rated a restaurant on an app like Yelp. Why did you decide to rate it?
2. Think about the other times that you didn't rate a restaurant after you ate, why was that? What were some reasons that caused that?
3. Recall a time when you were frustrated at your waiter, why was that? How did you deal with it?

Findings and insights



Findings	Description
Customers mostly rate when they have very good/bad feedback due to effort required by submitting a rating.	“You have to go onto Yelp, find the restaurant and write a review. Why would I even do that unless I had a really good or bad service?”
Customers feel they have no way to complain about their waiter other than giving them low tips.	“Sometime I had really bad service but I still had to give them tips, because you just have to. At least give me another way to let them know without making me look bad.”
Waiting is a common problem with waiters in the restaurant (for water, check etc.)	“When the restaurant is busy, it takes forever for them to come to you.”

Business owners

Due to the constraint on time and resources, I did not talk to any business owners and only empathized with what the business owners would have felt. I would definitely have talked to business owners if I were to design this application in a corporate setting with more time and resource. Below are a few design decisions I made based on some online search.

1. Business owners want a comprehensive understanding of their own employees in order to evaluate their performance.
2. Business owners want to know about the abilities and history of their future employees.

2. Ideation

Standing on Google’s shoulder

Google already has its own ecosystem. What I needed to do is not only designing new stuff, but also to build on whatever is already part of Google. Therefore, I wanted to design something that can seamlessly integrate into Google’s ecosystem. Google Review and Android Pay were the two apps that I considered integrating into my design on the customer’s end, because it is always harder to get the users to download a new app. But adding new features onto something they already have and use can really expand the user population and make sure the function starts with a large user base.

I finally chose Android pay because using Google Review would be like Yelp, still only people that are passionate (positively or negatively) about their service would use. However, with Android Pay, the review process can be tweaked and added to become a natural part of payment process.

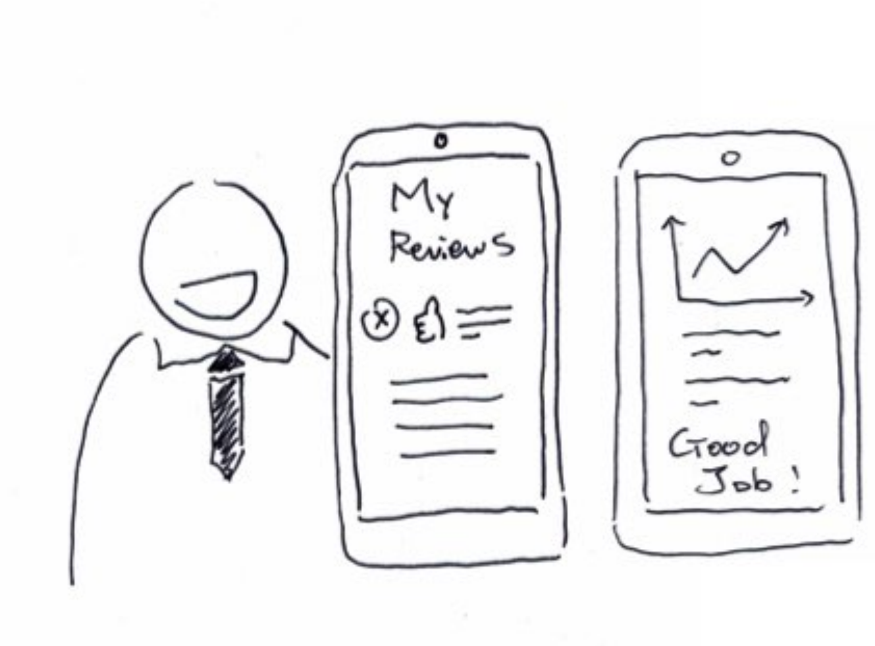
What’s the story?

Andy’s waiter John brings him his bill.

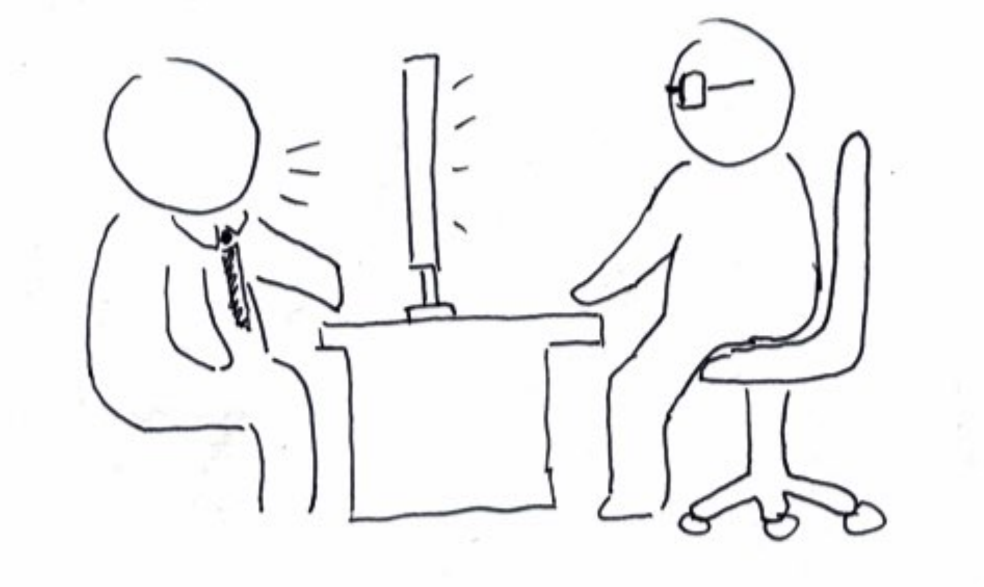
Andy scans the QR code on his phone.

Andy pays for his bill and wrote a review.

John sees his review and improves his service.

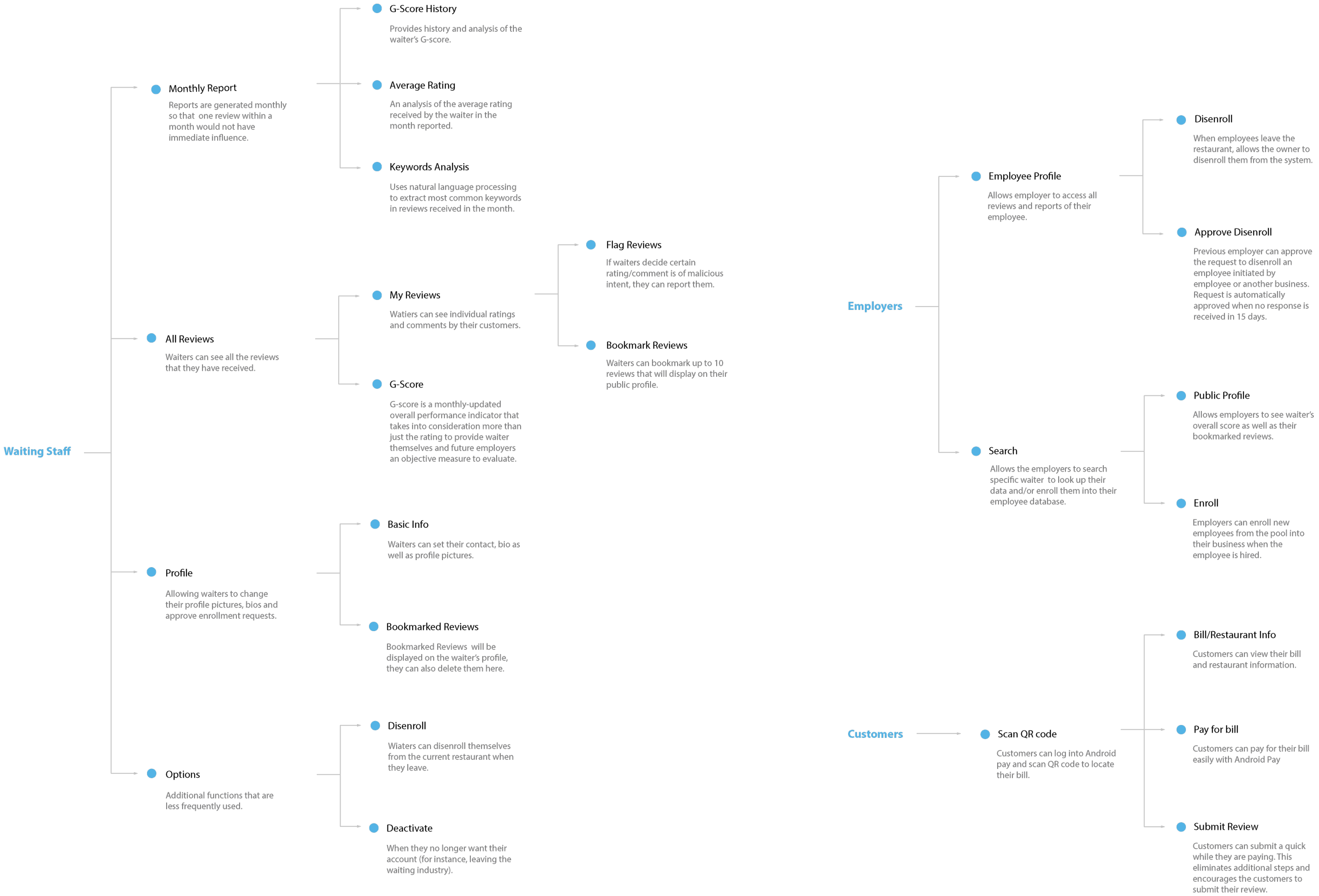


John shows his interviewer Tom his star record.



Information architecture and features

Having all the pain points summarized, I started to think about what conceptual features I should design and how I can use each feature to solve the pain points that I discovered. It served as a guideline for my design and wireframe.



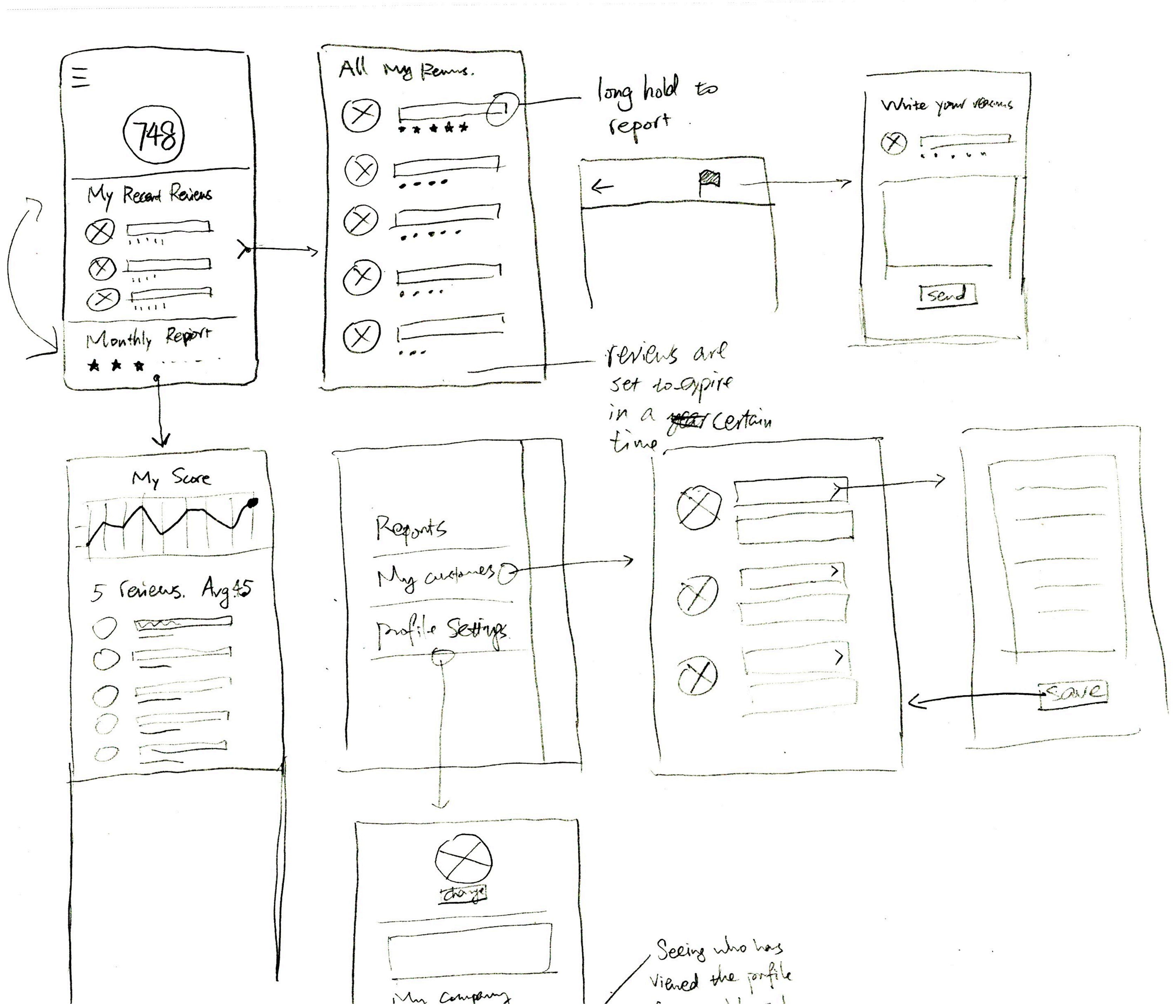
- Waiting Staff
  - Monthly Report
    Reports are generated monthly so that one review within a month would not have immediate influence.
    - G-Score History
      Provides history and analysis of the waiter's G-score.
    - Average Rating
      An analysis of the average rating received by the waiter in the month reported.
    - Keywords Analysis
      Uses natural language processing to extract most common keywords in reviews received in the month.
  - All Reviews
    Waiters can see all the reviews that they have received.
    - My Reviews
      Watiers can see individual ratings and comments by their customers.
      - Flag Reviews
        If waiters decide certain rating/comment is of malicious intent, they can report them.
      - Bookmark Reviews
        Waiters can bookmark up to 10 reviews that will display on their public profile.
    - G-Score
      G-score is a monthly-updated overall performance indicator that takes into consideration more than just the rating to provide waiter themselves and future employers an objective measure to evaluate.
  - Profile
    Allowing waiters to change their profile pictures, bios and approve enrollment requests.
    - Basic Info
      Waiters can set their contact, bio as well as profile pictures.
    - Bookmarked Reviews
      Bookmarked Reviews will be displayed on the waiter's profile, they can also delete them here.
  - Options
    Additional functions that are less frequently used.
    - Disenroll
      Wiaters can disenroll themselves from the current restaurant when they leave.
    - Deactivate
      When they no longer want their account (for instance, leaving the waiting industry).

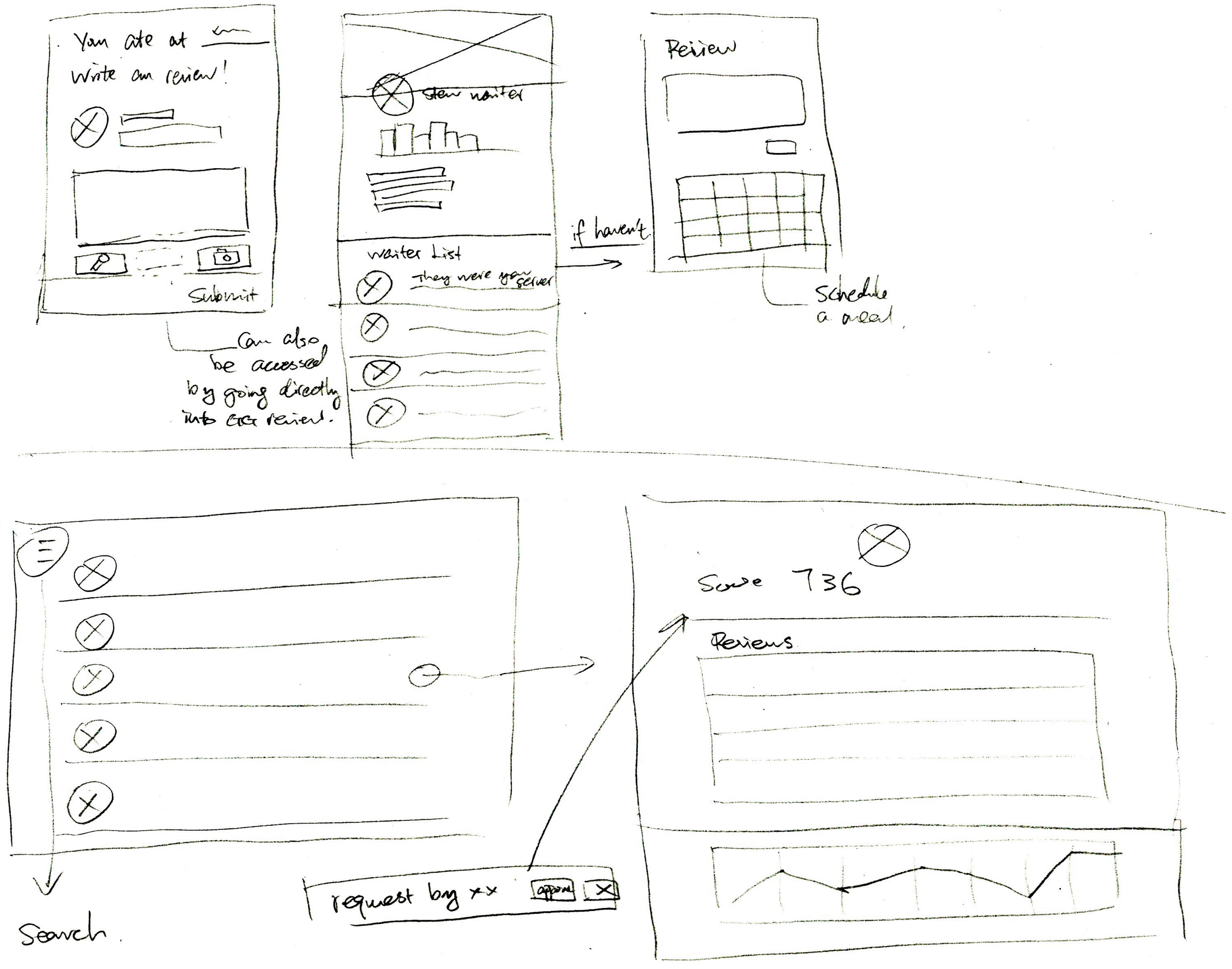
- Employers
  - Employee Profile
    Allows employer to access all reviews and reports of their employee.
    - Disenroll
      When employees leave the restaurant, allows the owner to disenroll them from the system.
    - Approve Disenroll
      Previous employer can approve the request to disenroll an employee initiated by employee or another business. Request is automatically approved when no response is received in 15 days.
  - Search
    Allows the employers to search specific waiter to look up their data and/or enroll them into their employee database.
    - Public Profile
      Allows employers to see waiter's overall score as well as their bookmarked reviews.
    - Enroll
      Employers can enroll new employees from the pool into their business when the employee is hired.

- Customers
  - Scan QR code
    Customers can log into Android pay and scan QR code to locate their bill.
    - Bill/Restaurant Info
      Customers can view their bill and restaurant information.
    - Pay for bill
      Customers can pay for their bill easily with Android Pay
    - Submit Review
      Customers can submit a quick while they are paying. This eliminates additional steps and encourages the customers to submit their review.

Sketching time!

I spent 20 minutes to produce some initial sketches for my final design. I try to first pour out everything I thought and later discard the bad ideas and focus on the good ideas.

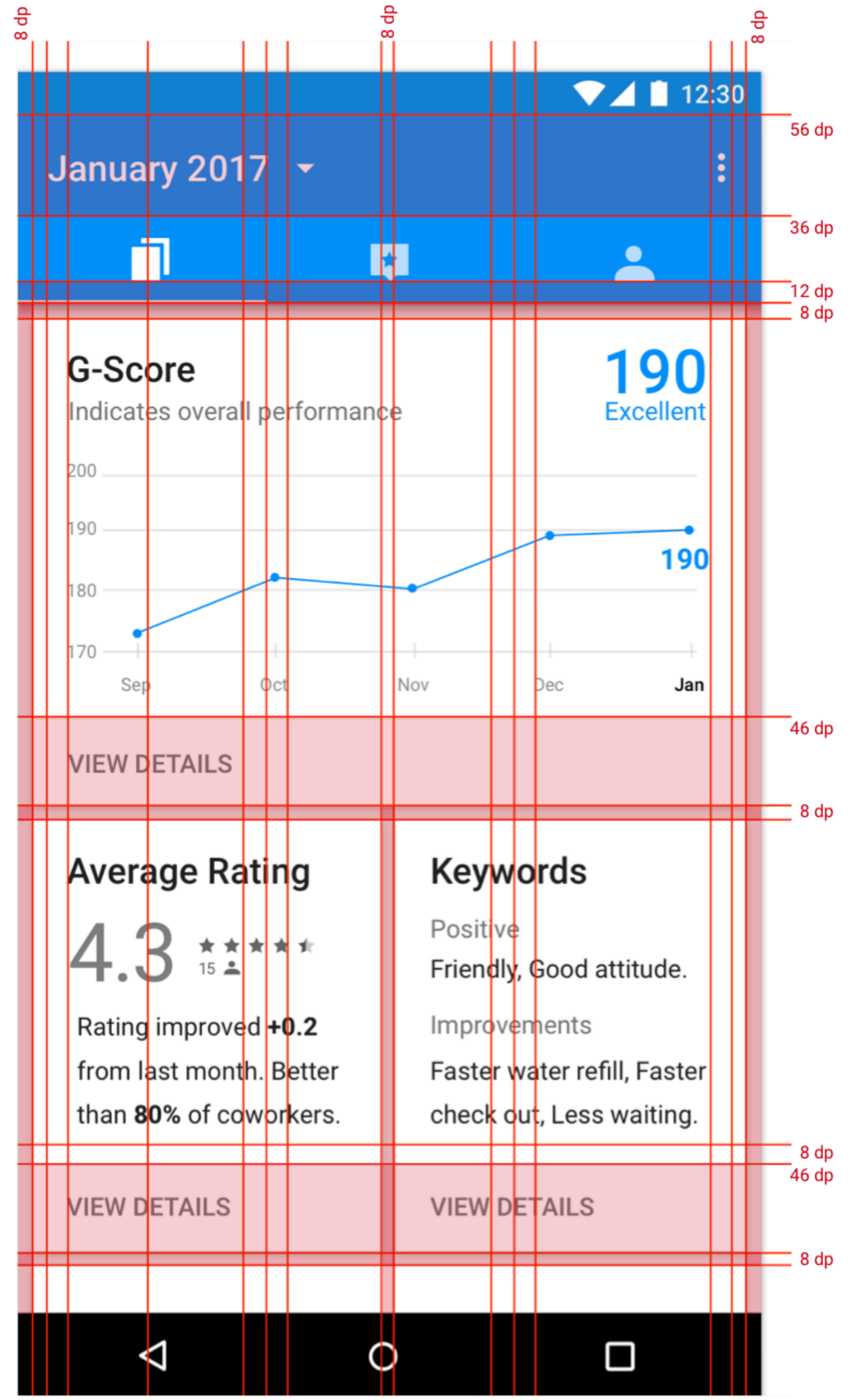




3. Design

Keeping it Gooooogley

To keep the design as Android and Google as possible, I consulted the material design guidelines so that the application would fit into the Google family.



Indicates overall performance

Rating improved **+0.2** from last month. Better than **80%** of coworkers.

Positive

Friendly, Good attitude.

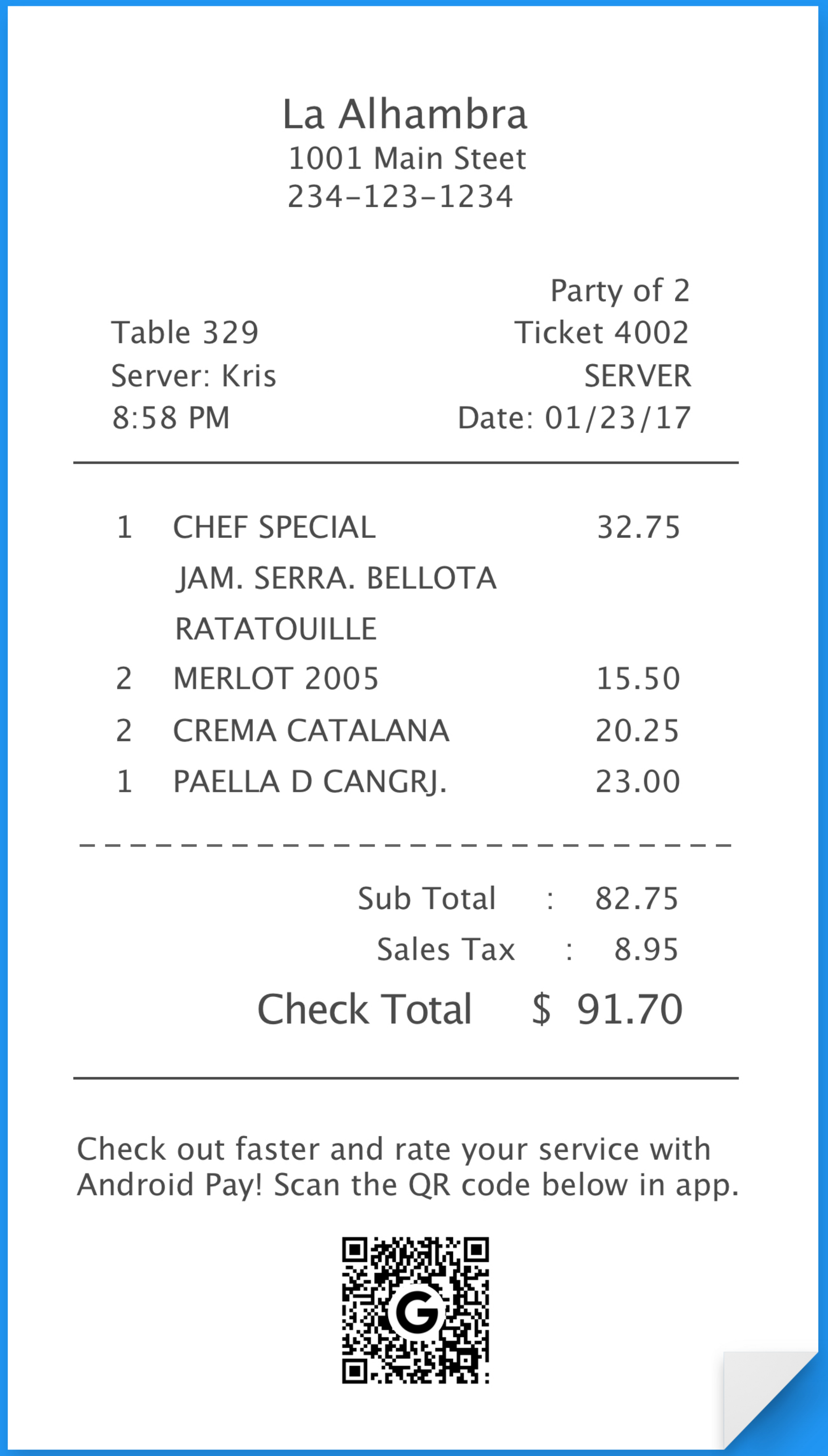
Improvements

Faster water refill, Faster check out, Less waiting.

3.1.1 Design For Customers

Android Pay Integration

A QR code is provided at the bottom of every bill that the user can scan to pay their bill and rate their waiter.



La Alhambra
1001 Main Steet
234-123-1234

Party of 2

Table 329
Ticket 4002
Server: Kris
SERVER
8:58 PM
Date: 01/23/17

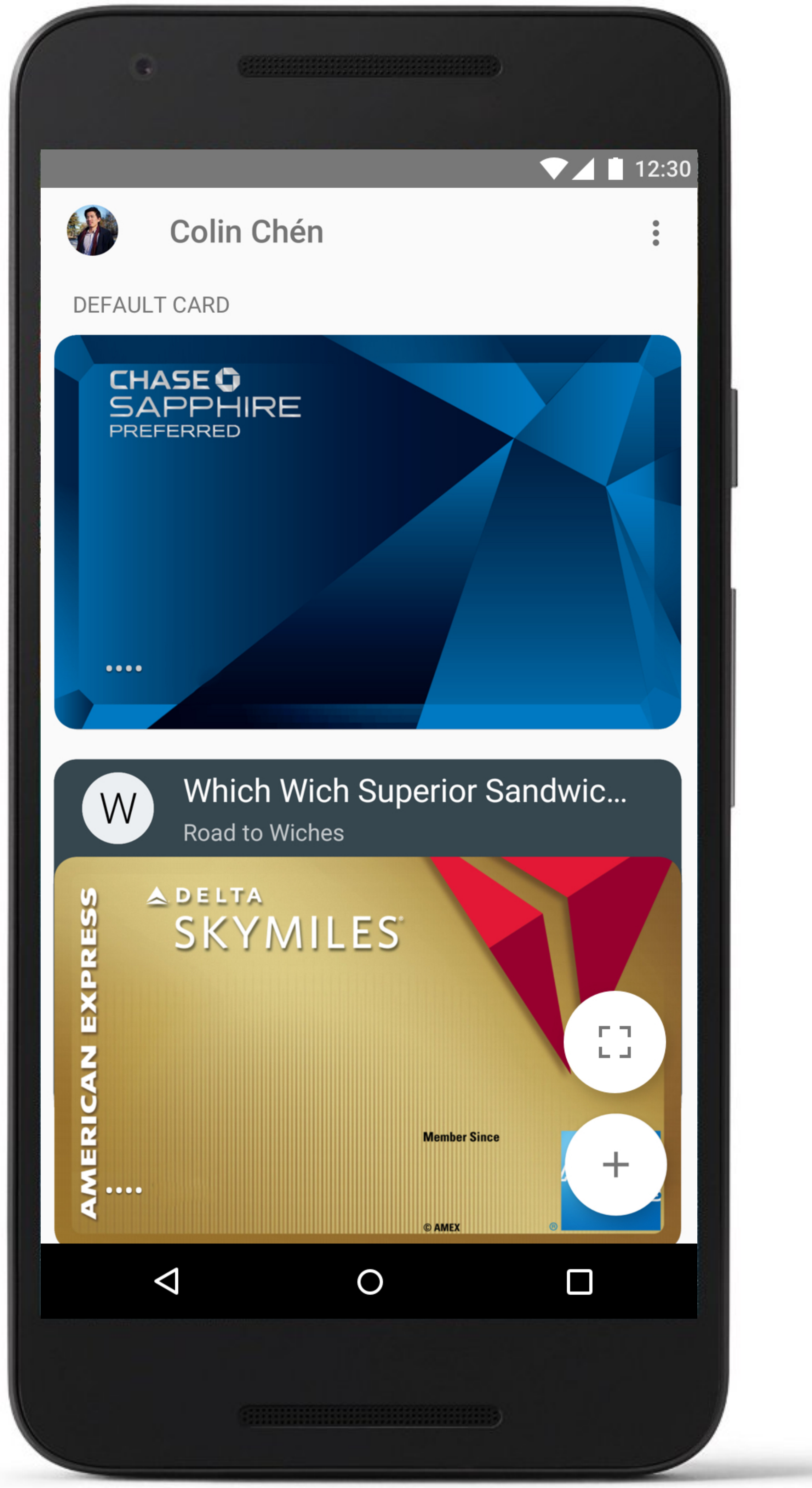
1	CHEF SPECIAL JAM. SERRA. BELLOTA RATATOUILLE	32.75
2	MERLOT 2005	15.50
2	CREMA CATALANA	20.25
1	PAELLA D CANGRJ.	23.00

Sub Total : 82.75
Sales Tax : 8.95
Check Total $ 91.70

Check out faster and rate your service with Android Pay! Scan the QR code below in app.

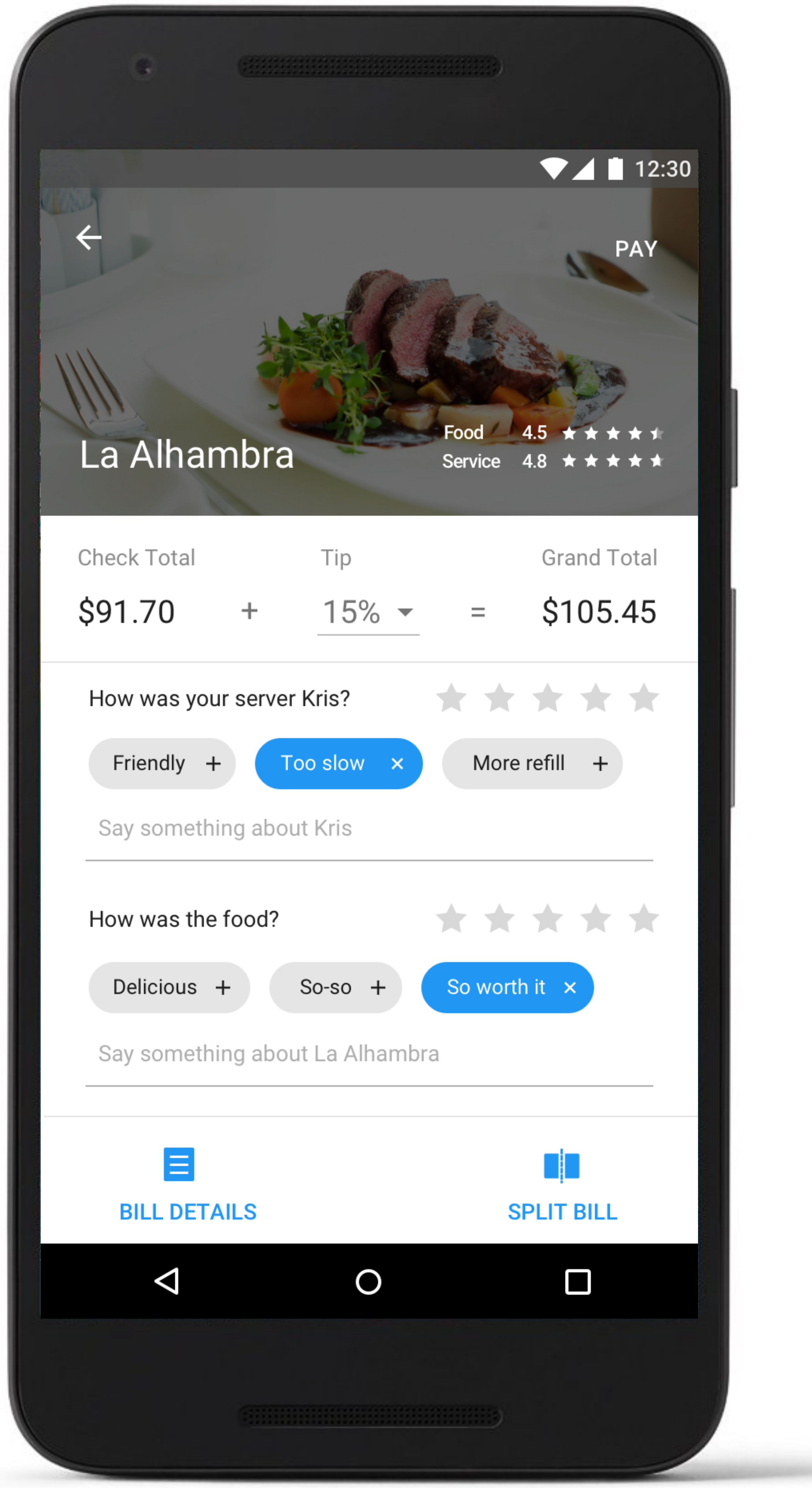
Android Pay Integration

A scan button ⛶ is added to the right of the original Android Pay. The customer can open their Android pay, scan the barcode and get to pay their bill and review their waiters.



Android Pay Integration

Customers can split their bill so there’s no need to ask and wait for the waiter. Tips are also calculated in percentage. Customers can also use Keywords to rate their food and server with just a few clicks.



12:30

La Alhambra

Food 4.5 ★★★★★
Service 4.8 ★★★★★

Check Total $91.70 + Tip 15% = Grand Total $105.45

How was your server Kris? ☆☆☆☆☆

Friendly + | Too slow × | More refill +

Say something about Kris

How was the food? ☆☆☆☆☆

Delicious + | So-so + | So worth it ×

Say something about La Alhambra

Feature Detail: Android Pay Integration

Pain points I am trying to solve

Customer: Customers mostly rate when they have very good/bad feedback due to effort required by submitting a rating.

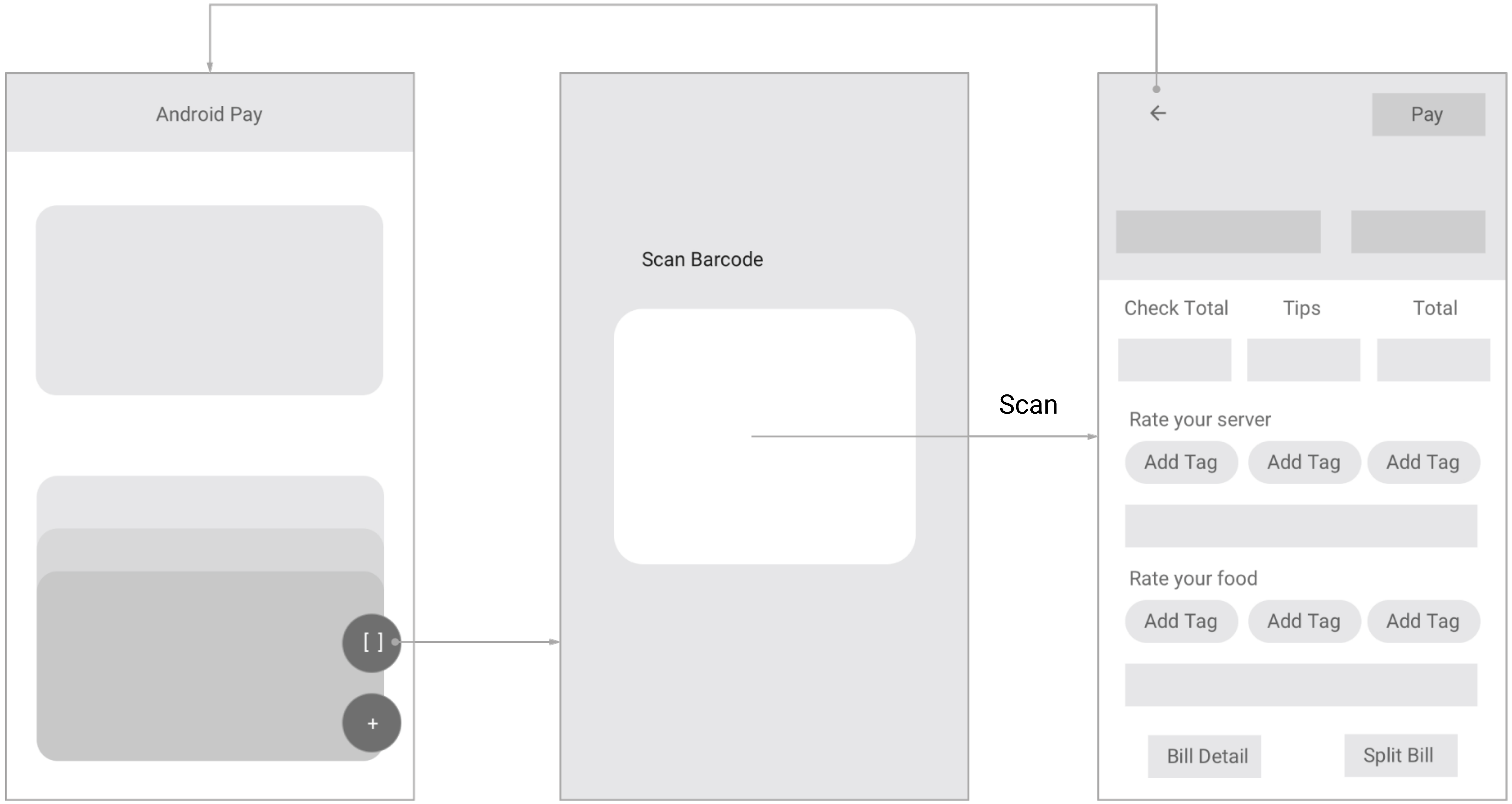
Customer: Waiting is a common problem with waiters in the restaurant (for water, check etc.)

Waiters: Ill-purposed reviews from competitors could be problematic.

How does it work?

Customers are given a QR code on their bill. They can scan it through Android Pay to pay their bill, split the bill however they want, and write a review if they'd like to.

In an app like yelp, the effort of finding the restaurant and then writing a review takes too much effort. By integrating it with Android Pay, it creates a seamless scan-review-pay cycle. The users can get their bill right after they finish ordering and won't have to wait for their waiter to come back and ask them to sign the bill again. Also, since the customers will be reviewing with Android Pay, it prevents fraudulent reviews.

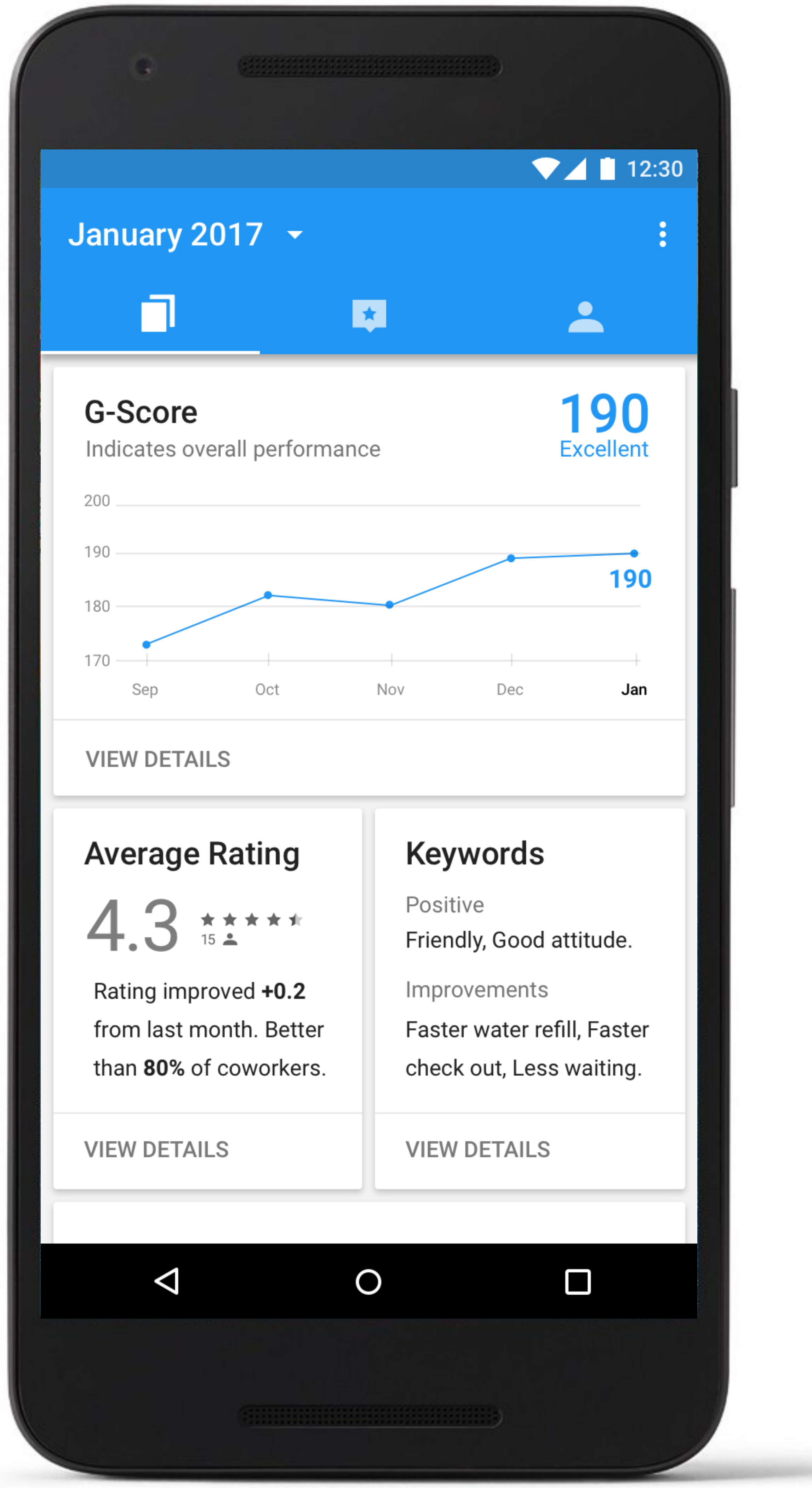


Keywords makes the rating process faster.

3.1.2 Design For Waiters

Sample Screen: Monthly Review

A summary of G-score, keywords and average ratings are provided monthly to the waiter so they know how they have improved in the month and how to continue their effort in improving their service.



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Feature Detail: G-score

Pain points I want to solve

Waiters: One bad review might have big impact.

Waiters: It's hard to improve when you already have a low score.

What is G-score?

G-score is a monthly-updated score that takes into consideration more than just the average of all the review ratings. G-score encourages the waiter and the employer to focus on improvement and the bigger picture.

For instance, if a waiter had a monthly average score of 3, and for the next month they worked really hard and improved to a monthly average of 4, their G-score will have a significant increase. Or, if a waiter had two 1-star reviews out of 10 reviews, it will not have a significant impact on their G-score. G-score varies between 100-200 so when looking at the score, it is easier to distinguish it from the traditional 5/10/100 point scale. So as long as the waiter takes their review seriously and works to improve, they will have a great score.

Feature Detail: Keywords

Pain points I want to solve

Customer: Customers mostly rate when they have very good/bad feedback due to effort required by submitting a rating.

Business Owner: Business owners want to know about the abilities and history of their future employees.

How does it work?

Keywords are tags that provide the customer quick access to reviewing the waiter. It provides more than just a star rating while only requiring a few clicks.

When a waiter has no review, their keywords are generated randomly by the system. When they do have reviews, the keywords are generated from either old keywords, or processing their written-in reviews received and extracting similar words. It provides the customer with a shortcut to rate their waiter. It also provides the future employers with a quick way to understand their future employee.

Feature Detail: Flag Review

Pain points I want to solve

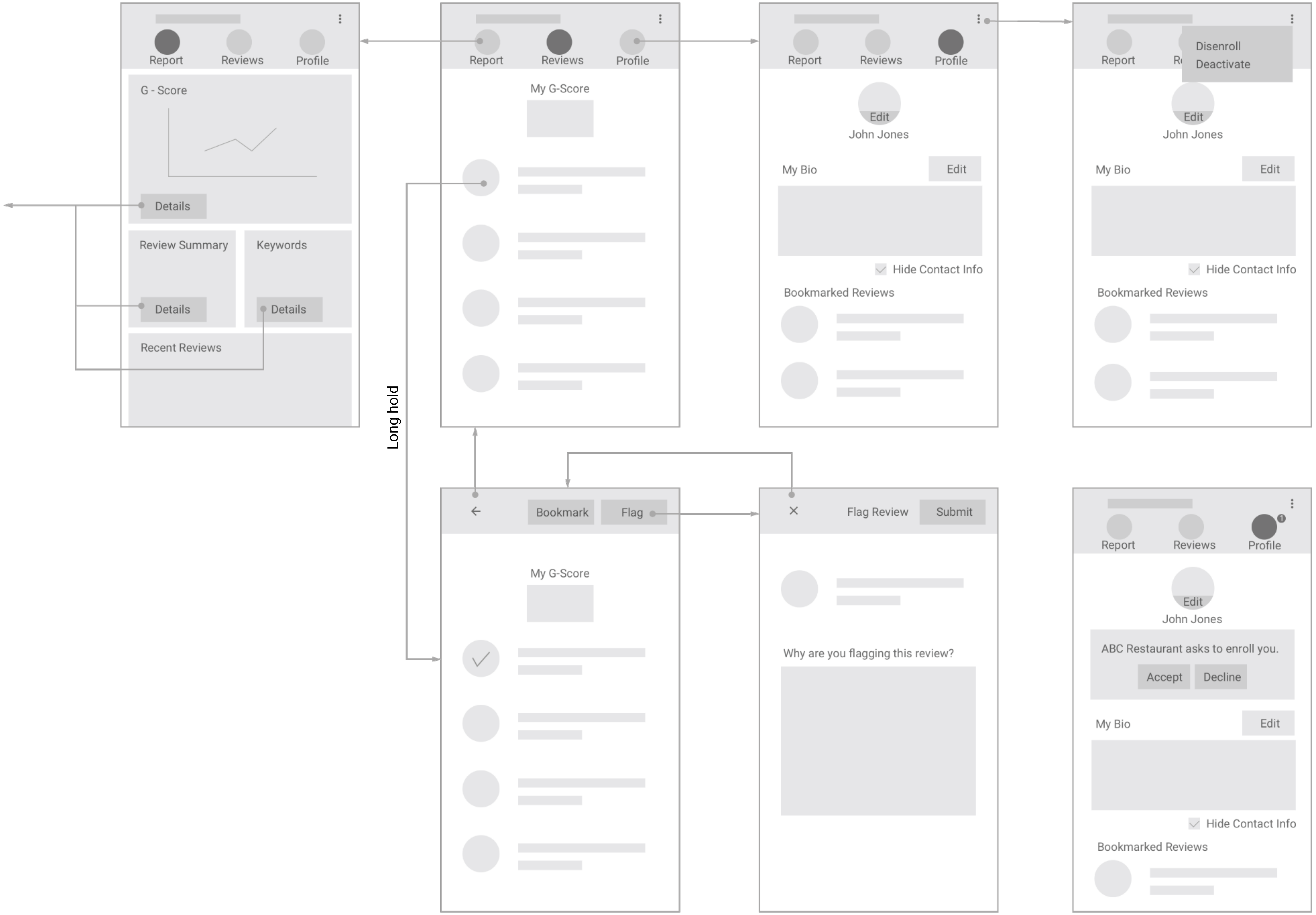
Waiters: One bad review might have big impact.

Waiters: Ill-purposed reviews from competitors could be problematic.

How does it work?

If the review is a personal attack or anything that is non-professional and biased, the waiter can flag the review to be evaluated. Once it is considered to be offensive or ill-purposed, it will be permanently removed from their pool of review so their score cannot be influenced.

Users can see details of analysis on their report and more statistics on how they are doing, such as the changes of review score in the past months, reasons that affected their G-score.



Users can check the box to hide their contact info in their public profile. Otherwise, it will allow potential employers to contact them through their public profile.

When employers ask to enroll the user, they can see a bubble telling them they have a new request and decide to accept or decline the request.

3.1.3 Design For Business Owners

Feature Detail: Public and Private Profiles

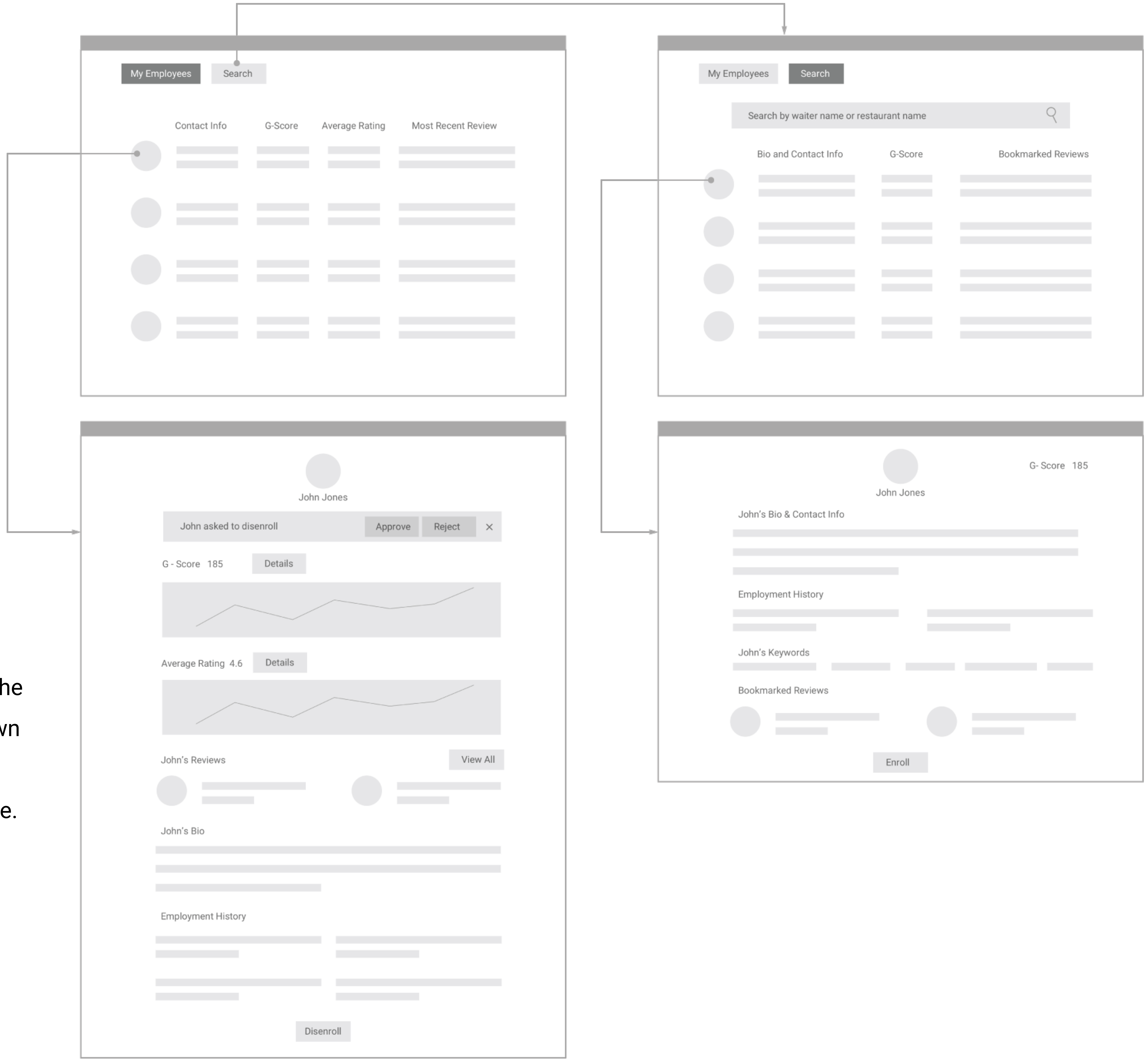
Pain points I am trying to solve

Waiters: Waiters want to present their best self to future employers as well as protect their own privacy.

How does it work?

All the reviews received by the waiter can only be viewed by the waiter and the current employer to protect their privacy and not to influence the opinion of new customers. Customers will not be able to see the waiter’s rating.

This aims to prevent situation such as “I don’t want this person to serve me because they only have 3 stars.” Only the average review of all the waiters at a restaurant is displayed to the customer, which can be seen on Google Review as a separate “service” review score. However, the waiters can bookmark up to 10 reviews to use like a “recommendation” on their public profile. These reviews can be viewed by their future employers.



Employers can search for waiters at other restaurants and contact them for possible opportunities if the waiter decides to make their contact information public.

Public profile is displayed to future employers where they can take a quick look at the keywords and bookmarked reviews to discover the waiter's personality and service.

Private profile is displayed to the employer where all the information the current employer can see on their own app can be seen by the current employer to review their performance.

Thank you!