



Expert Panel Report

Digital Dawg Pack



Ethan Woods
Quinn Bromley
Chance Hughes
Jacob Kuruvilla
Kaghan Odom
Hayden O' Keefe

Executive Summary

As we are nearing the beginning of Sprint 3 in the development of our Rev's American Grill, we have the possibility to get input from a panel of experts we could interview. These experts range from Engineers with many years of experience to those with many years working through a Point of Service application. Their insight provided us with potential flaws, shortcomings, and issues that could arise. Apart from the negatives, we were given key takeaways from the things we have done well and could proceed with implementing. When reviewing potential recommendations from our panel, we see a few common themes, namely: Navigation, Functionality, and Design. These three categories are very broad but also provide a lot of insight as to what could be implemented. A better navigation system would allow all users to benefit from being able to get to and from where they need it. Higher functionality in our application could range from allowing quantity and topping changes during ordering, to allowing managers to have better control over the products and



inventory they reside over. Lastly, a better design would allow our site to be more accessible to not only customers but everyone. There was a common response that our site was maroon-heavy, which is very true. A change in contrast could up the user experience and provide accessibility solutions to those with lesser eyesight. These changes will allow our application experience for all users to move in a positive direction. Consumers would have more control over their order, alongside a better navigation and viewing experience to pair. Employee controls would be streamlined and manager functions would be improved. This would allow for a more robust management and cashier system, which would improve employee productivity and usability. These changes will drive our work heading into Sprint 3, as we prepare for the final release of our application.

Expert Panelists

Panelist Name (May be Changed for Privacy)	Specific Area of Expertise	Responsible Team Member
Colton Cobbs	3+ years experience using POS and inventory management systems	Chance Hughes
Alex Do	Amatuer Full-stack Developer	Kaghan Odom
Eddie Volk	5+ years experience in POS systems, namely HEB	Ethan Woods
Joshua Millett	Platform Engineer 17+ years of experience	Hayden O'Keefe
Mike Waggoner	Manager of a restaurant and familiar with POS and inventory systems.	Quinn Bromley
Paul Kachi	Software engineer manager	Jacob Kuruvilla

Expert Panel Findings

The largest prevailing theme we recognized in our user studies was our lack of intuitive navigation on the customer page. Multiple people recognized the issue that we had with our customer page and noticed that it was difficult to navigate through. We also had people comment on our manager page, mostly about how we are missing some functionality that would be beneficial to a restaurant manager. It was brought to our attention that we cannot make anything temporarily unavailable and that our manager functions could have a more intuitive design in the way they are implemented.



Proposed Design Moves

High-level Design Move	Detailed Description	Justification
Simplify the layout	Reduce clutter and make it easier to navigate. Create less buttons per page, and more pages.	With less buttons on the page, the customer faces less decision fatigue. This will also help them order faster as they will have to purposely click to a page knowing what they are looking for.
Advanced Manager Functions	<p>Add a temporary unavailable feature, allow the managers to mark items as unavailable. Or automatically mark unavailable if stock decreases.</p> <p>Advanced reporting tools such as intuitive and highly filterable graphs, for the product usage chart.</p>	This will allow for accurate information of ordering. And can reduce bottlenecks at times of ordering, especially during busy hours. Instead of having an employee notify customers they are out of stock the pos system does it automatically.



Appendix 1: Expert Panel Interview Data

Panelist Name	Interview Data (Questions and Responses, Observations)	Important Insights and Previously Unconsidered Perspectives
Colton Cobbs	<p>The page displays are consistent and pleasant. Disagree</p> <p>The pages are accessible to people of different abilities and backgrounds. Disagree</p> <p>The features implemented work as expected without additional information. Agree</p> <p>The separation of pages and features helps the overall experience remain consistent and guides user interaction. Agree</p> <p>The information displayed on each page is helpful without clutter or confusion. Neutral</p> <p>What additions/changes would you consider?</p> <p>The cashier page needs combo options in the form of either extra buttons or an additional option when choosing an item off the menu. The shakes could also be combined into one button with the flavor being an extra input like the combo. Adding combo numbers on the POS would help the cashier know what the customer wants when ordering in-person.</p> <p>The menu is not very appealing and needs additional text descriptions to be closer to the one currently in use at Rev's. The products table needs to be updated so the names displayed match the intended names for customers to use.</p> <p>The customer page looks nice and could potentially work as the POS for</p>	<p>The customer page has to look nice for the public to see, but that doesn't mean the cashier page has to be ugly instead. Since there is a lot of overlap in functionality of both pages the customer page could be reused. The small menu makes it easier to navigate even with some filler unnecessary for cashiers.</p>



	the cashier as well to reduce the workload. Both pages need quantity and delete options without canceling the whole order.	
Alex Do	<p>The page displays are consistent and pleasant. Agree</p> <p>The pages are accessible to people of different abilities and backgrounds. Disagree</p> <p>The features implemented work as expected without additional information. Agree</p> <p>The separation of pages and features helps the overall experience remain consistent and guides user interaction. Agree</p> <p>The information displayed on each page is helpful without clutter or confusion. Neutral</p> <p>What changes can be made to add more features that increase efficiency and make a cleaner user experience?</p> <p>Add sorting options to manager features, home button hard to read, display price on cashier page, section off buttons for different menu types, stack items using number rather than duplicate text, delete items without canceling order, add default pics, make pages more symmetrical, borders/boxes for order tickets, logos and fanfare missing</p>	I had thought that we were displaying an ideal amount of instructions and labels to make use straightforward, but Mr. Do did not seem satisfied. We should consider adding more instructions and pop-ups or reactive text so the user feels like the system is doing more.
Eddie Volk	<p>The page displays are consistent and pleasant. Agree</p> <p>The pages are accessible to people of</p>	<p>Important Insights: Customer and Consumer navigation could be improved and streamlined</p>



	<p>different abilities and backgrounds. Disagree</p> <p>The features implemented work as expected without additional information. Agree</p> <p>The separation of pages and features helps the overall experience remain consistent and guides user interaction. Agree</p> <p>The information displayed on each page is helpful without clutter or confusion. Agree</p> <p>What do you think about the Design? The design is overall very simple. I do not get lost when trying to navigate around the website. A lack of back buttons is apparent though.</p> <p>What could be added in to help with the cashier side of things? Something that could be added is checking features. Say someone wants alcohol, you have to ID them first. Verification like that is necessary as a cashier.</p> <p>What could be added in to help with the consumer side of things? Maybe a more visible menu so I could see all the items. For ordering, it would be nice to take options off a burger or delete an item from my checkout. The confirmation page is pretty bland too.</p>	<p>Customer ordering system needs specialization to menu items</p> <p>Cashier page could use age verification if needed at all</p> <p>Accessibility features could be implemented better</p> <p>Menu page could have a better look and feel</p> <p>Manager functions need a better design</p> <p>Previously Unconsidered Perspectives: A form of verification could be added to protect certain items as a cashier.</p> <p>Navigation is of utmost importance when making a website. Users who can't navigate are users who can't use your site</p> <p>Specialization in orders need to accommodate those who have allergies or need specific foods</p>
Mike Waggoner	<p>The page displays are consistent and pleasant. Strongly agree</p> <p>The pages are accessible to people of different abilities and backgrounds. Slightly disagree</p> <p>The features implemented work as expected without additional information. Agree</p> <p>The separation of pages and features</p>	<p>I think making an item temporarily unavailable is a good idea, because the alternative is to ensure nobody accidentally orders it or just removes it from our database which is not a big deal, it would be simpler just to make it unavailable to order.</p> <p>I think we also need to implement a better</p>



	<p>helps the overall experience remain consistent and guides user interaction. Strongly Agree</p> <p>The information displayed on each page is helpful without clutter or confusion. Strongly Agree</p> <p>The manager page could use functionality to make items temporarily unavailable if the restaurant is out of an inventory item.</p> <p>The cashier page could have a deals tab where limited-time deals are available for example half-off burgers on Tuesday nights or something of that sort.</p> <p>The overall system needs a better home page\ landing page to navigate things</p>	<p>landing page as it is we have a solid number of pages but not a solid way to connect all of them.</p>
Joshua Millett	<p>The page displays are consistent and pleasant. Disagree. The pages match a specific color theme of being maroon. The alignment of objects on the page are not consistent with the page. Additionally, button sizes and format aren't consistent. Lacking aesthetic consideration. Pages should be in a one page format, there should be no need to have to scroll for more buttons. If there needs to be, there needs to have an indication of there being more information below.</p> <p>The pages are accessible to people of different abilities and backgrounds. Disagree. Has functionality of people using a keyboard. However, it does not have a functionality to be able to make it contrast. Additionally, having a way to change the language.</p>	<p>More customization of the customer page needs to be added. Customers oftentimes want the ability to be able to change what they are ordering. There should be more value meal options that are suggested on the page. This clears the empty space and allows for further functionality for the page. The page should include descriptions of what is on the meal and how many calories are on the meal and when added to the cart it adds calories together.</p> <p>For the manager page the manager page should try to avoid scrolling and be less zoomed in and having more options on the page.</p> <p>The menu board seems inconsistent with the rest of the web application. The colors chosen are not contrasted. For people with unclear vision and the board being</p>



	<p>The features implemented work as expected without additional information. Agree. The functionality of what has been implemented does work as intended. Tested all buttons and other functional options and they did what was expected. Some functionality may not be clear in some cases.</p> <p>The separation of pages and features helps the overall experience remain consistent and guides user interaction. Disagree. This is because there is no navigation between pages so it is unclear what page the user is on. The separation makes it seem like they are completely different from one another due to the pages having different styles. The functionality of the pages make it clear how it corresponds to other pages however.</p> <p>The information displayed on each page is helpful without clutter or confusion. Neutral. On some pages the information is evenly distributed so it is clear and helpful. Other pages have the information too crammed and could benefit from ordering the information in another way.</p> <p>What do you think about the Design? The design still needs work given that the user interface has aspects where it seems that the website is outdated. With the disorganization of different pages and it not being consistent it leaves users confused and results in the user spending more time trying to figure out aspects of the website. The website having a focus in the</p>	<p>shown from far away it might not be visible. Also the user should be drawn to the menu board being incentivized to want to order an item.</p> <p>The cashier page should try to stay on one page for efficiency. The buttons should be categorized and colorcoded. The aesthetic should match more with the other pages.</p>
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	<p>backend could benefit from further implementation of front end elements.</p> <p>What could be added to the customer page?</p> <p>The buttons for ordering are inconsistent and seem to match the length of the title. The panels should be bigger to include more information about the item. There is no way to make a meal option, instead currently each item needs to be selected individually. The page seems to have blank space where more features could be potentially added.</p>	
	<p>The page displays are consistent and pleasant. Slightly disagree. The aesthetic of the web app can be improved, however, the simplicity and intuition of the app is more important. So far the app looks almost on its way to having a simple intuitive layout.</p> <p>The pages are accessible to people of different abilities and backgrounds. Disagree. Color blindness api needs to be implemented, as well as keyboard shortcuts, as well as large buttons for users with unstable hands.</p> <p>The features implemented work as expected without additional information. Agree. All of the features currently work properly. Although there are minor inconsistencies within the code the functionality is just fine.</p>	<p>The aesthetic of the web app for our tech stack mainly relies on css/bootstrap. Both of these technologies are cumbersome and require trial and error as well as years of experience. We have decided to prioritize other features first and hopefully touch up the web app towards the end.</p> <p>There are multiple apis out there that can help make your website adaptive to these requirements, although making them work can be a pain.</p> <p>Continually test as you implement features along the way. This has brought me the most success thus far.</p> <p>Separation of pages does not need to be overworked, pages can be easily made, it is in fact harder to fit everything on one page instead of making multiple pages.</p>



	<p>The separation of pages and features helps the overall experience remain consistent and guides user interaction. Slightly agree. The separation of pages is acceptable for the first iteration, however, will need much more work and intuitive design.</p> <p>The information displayed on each page is helpful without clutter or confusion.</p> <p>Partially Disagree. Most pages are clean and simple, besides the manager page.</p> <p>What additions/changes would you consider?</p> <p>Including a landing page to properly channel customers, vs employees, vs managers, vs administrators.</p>	<p>For the manager/cashier page it is ok if the ordering system is cluttered because we are trying to optimize speed for cashiers to order. Therefore, having things on the same page will increase efficiency.</p> <p>The landing page is a good addition which will help the professionalism as well as the overall look and feel of the web app. I should create a landing page that will channel users of different roles appropriately.</p>
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