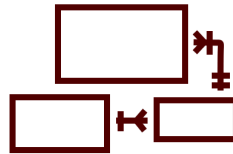# Expert Panel Report

TEAM 10
CPEN

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Sean Lee
Jonathan Moore

Executive Summary

Our project is a web app point of sale system for Rev's American Grill. It will include all the features users would expect out of a modern PoS system. It allows customers to place orders and customize their items. Managers will be able to manage supplies, menus, and employees. They will also be able to look at business reports to make decisions. Lastly, Employees will also be able to place orders for customers in a speedy manner. It also has additional accessibility features that makes the web page more usable for everyone.

As a part of the project cycle, we interviewed 6 experts to get their feedback and industry insights into our web page. The findings are reported in this document.

This report includes 3 parts:
Expert Panelist: The 6 experts in fields related to our products are introduced along with their expertise.
- 3 Experts in different fields of software development
- 1 Expert in business management
- 1 Expert in design
- 1 Expert in PoS systems

Expert Panel Findings: The findings from the interviews are listed in this section. A detailed table with full findings is also provided

Proposed Design Moves: From the gathered information. A meta analysis was synthesized and potential design moves are listed.
- Possible design choices to steer product development
- Justification for each design moves

Expert Panelists

Panelist Name (May be Changed for Privacy)	Specific Area of Expertise	Responsible Team Member
Jack	Point of service system	Sean Lee
Jeremy	Software Engineer	Jonathan Moore
Noah	Software Engineer	Zane Meikle
Eric	Design and software expert	Alexander Nuccitelli
Sizu	Business Management	Utsawb Lamichhane
Le	Web Development	Zhongyou Wu

Expert Panel Findings

The 6 experts had some shared insights and feedback that shows a prevailing theme, and all feedback is included in Appendix 1. The manager trends feature is highly praised by 4 out of 6 experts. One expert suggested a button shortcut to sort sales data by the current day for convenience. One larger issue we had during the panel was the exclusion of adding images to the item attributes from the manager edit/add item screen. Other than those suggestions, the web app as a whole was seen as easy and intuitive with minor gripes about how sign-in was accessed and the overall structure of the cart.

Detail findings can be found in Appendix 1

Proposed Design Moves

High-level Design Move	Detailed Description	Justification
Add Daily Sales Report	We need to add the ability to easily view all transactions that happened on a single day.	One of the users mentioned that as a business owner something like a daily sales report is viewed on the daily. The business needs to keep track of this as it is how taxes are filed.
Add dedicated login button	An "Employee login" button to the top menu bar.	The login button is very unintuitive to find for users. Every user had complained about difficulty finding a way to log in.
Changing the design of customer cart for greater usability	Change the buttons for "clear cart" and "checkout" to be side-by-side and bigger. We need to restrict the width of the content of the box to increase readability.	The buttons are too easy to misclick, and the text for the list of items/prices is too small (especially when the screen is really wide). So restricting the width of the customer's cart and slightly increasing text size would increase readability.
Adding images from the edit/add menu screen	There is no way to add or change the photos of the menu items from inside the manger screen.	This functionality doesn't currently exist and we should account for it in our final product.

Appendix 1: Expert Panel Interview Data

Questions:
1. Can a specific menu item be found easily?
2. Can food be ordered without any assistance?
3. Are the manager features easy to navigate and use?
4. Are the manager features helpful for running a point of sale system?
5. Is the website well laid out and intuitive to navigate?
6. Does the website look visually pleasing?
7. What was the most confusing or unintuitive part of your entire experience?

Panelist Name	Interview Data (Questions and Responses, Observations)	Important Insights and Previously Unconsidered Perspectives
Jack	Yes, finding a singular item is easier than other POS systems	Finding a singular item is very intuitive with the side options as a customer.
	Yes, food can be ordered without assistance from the cashier page.	When acting as an employee, the cashier page is easy to interact with.
	Yes, the manager features are very intuitive.	The manager features are very intuitive and easy to use. Some things could be adjusted but it was all preference.
	Yes, the point-of-sale system manager options are easy to use and very intuitive.	Finding trends for different things was easy to navigate.
	The website's layout is great.	The website's layout was very intuitive and finding different things was easy.
	Yes, the website is visually pleasing.	The website's overall style was visually pleasing.
	The weather api was a little confusing, but overall, he eventually figured it out.	The weather API was a little confusing but figuring it out was intuitive and easy to use.
Jeremy	Yes, the interface is intuitive.	He liked how the categories sorted the item types for usability.
	Yes	No other feedback, he was able to place an order very easily without guidance.
	Yes, it is easy to work with	Same feedback as the menu categories, using them felt intuitive.
	Having the ability to see what's currently in stock, what isn't, being able to see what's popular, etc. makes for a really good POS.	This goes to show how great the manager trends page is. The way it updates and includes information about what each trend means was helpful.
	I think so, but there are some points of improvements like making login easier to access,	Adding a sign-in button to the main Nav bar could work, but then customers would have to be given the ability to sign in. We

	adding a cashier button to the manager page just so you don't have to jump around as much.	could still do this and give a small discount to the customers that do, and then we can sign them out after payment.
	Needs a little more color to make the theme of the target establishment (like maroon accents)	This is pretty low priority, but changing the color of some items and text could go a long way
	The login button location wasn't very obvious, other than that the interface is good.	Same as before, but with some small tweaks, we could fix this.
Noah	Each food category is organized neatly into separate categories which are easy to navigate through. It is easy to find specific menu items and adding them to the cart is simple and quick.	Specific menu Items could be found easily.
	The ordering process is simple and navigating checkout is clear for any customer.	Food can be ordered without any assistance.
	The menu used to navigate through the manager functions are similar to the menu and are easy to use and navigate.	The manager features are easy to navigate and use.
	The graphics tools to show what is sold the most do a very good job of showing a manager sales trends. I also really like how there is a function that tracks what combinations of orders sell the best.	The manager features helpful for running a point of sale system
	Yes, I found it very easy to navigate through the website.	The website is well laid out and intuitive to navigate.
	I found my experience with the website to be very pleasing, as the layout of the website is very well organized.	The website is visually pleasing as it is well organized.
	The most confusing thing for me	It would be good if each item on the menu

	was the "build your own" burger option. It made me realize that for each menu item, the addition of a description could help clear confusion from customers.	had a description.
Eric	Yes, finding a menu item is easy especially due to the categories on the right, which are well laid out. It was slightly confusing seeing all the items before a category was selected when loading the website.	Having a default category selected upon loading the website would make categories more clear.
	Having the cart being something that comes out from the bottom is slightly confusing, and the text is small for no reason.	Perhaps making the cart just a little bigger would make more sense, especially because more stuff has to be added to the cart.
	It was very easy to navigate between different features. Having some of the buttons red was slightly confusing until he realized that those redirect to a new page.	A better way to show that buttons will redirect you is something that should be considered.
	Although this wasn't Eric's area of expertise, he did agree that all of these features were useful.	Our manager's features are sufficient.
	The website was very well laid out and everything flowed pretty well. It took him like a very little bit to realize that switching to manager view occurred at the top but that was a very minor thing.	Perhaps the buttons for switching between manager, cashier and customer view are confusing but I think this is a very minor issue.
	The website did look visually pleasing and has an overall good aesthetic. The dark green in dark mode does look a little weird on some pages however.	Checking the website fully in dark mode to make sure it looks good in dark mode as well is a good idea.
	The most confusing part of the website according to Eric was why some of the buttons on the	A better way to show that buttons will redirect you is something that should really be considered.

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	manager screen were red. It just made no sense until he clicked on them.	
SIzu	Yes, there were no problems here.	Main menu was intuitive
	No, the checkout button was not clear at first.	We should have a call to action onto the checkout button so that users can more easily locate it.
	Yes, there was no problem.	The current features that are implemented were very easy to use. The user blazed through them with no help.
	Not quite, there is no way to restock items/view items. A daily sales report would be nice.	We currently have no way of adding ingredients to the system, nor do we have a way to view current stock. She also recommended a daily sales report, which a lot of small businesses print out on the daily.
	Yes, it was easy to flow through most of the website without much thought.	Excluding the issue listed above, the rest of the webpage was easily navigated by the user. Though this can easily be attributed to this user's technological prowess.
	For the most part, yes. The checkout screen, the cart and the menu board are not as visually pleasing as the rest of the website.	These are 3 areas where we have not fully styled the pages, instead leaving them as MVP. Going forward we will need to give these components the UI polish.
	The ordering cart was the most unintuitive part of the entire page.	The cart does not style well, and opens from the bottom, leading to undesirable text stretch. We will need to fix this going forward.
Le	It could be found relatively easy.	No real insight.
	No, I couldn't order.	The ability to add things to cart was not available when he tested it.
	Yes, but we can't actually edit the menu yet. There's also no picture upload for items. Getting into the admin portal was pretty easy. I	A way to add new images for each item will be really helpful.

	couldn't click off the confirmation screen for deleting an item.	
	Yea, they cover all the basics.	No real insights.
	Yes. Buttons work.	The navigation was intuitive for him.
	Yes. It doesn't look professional but it's simple enough and minimalistic.	The web page had a good design and was easy to use and view.
	The categories, I was under the assumption that I could group multiple category filters together.	Some users would prefer a more detailed filter for food items on the menu page.