Expert Panel Report

903-13

Aditya Biradar

Isaac Ambro

Karan Bhalla

Kelvin Su

Kunal Jain

Wyatt Cade

Executive Summary

Our project revolves around enhancing the user experience of our restaurant's website, focusing on both user experience and efficiency. Through insightful interviews conducted with our expert panelists – Kawhi Leonard, Zach Edey, Luka Goatcic, Tyrese Halliburton, LeFraud James, and Kyrie Irving – we have gained valuable insights into various aspects of our website's performance and usability. Smooth navigation emerges as a critical concern, with users facing challenges in switching between sections and encountering confusion with certain icons. Striking a balance between aesthetics and functionality across different devices is highlighted as essential, emphasizing the need for a visually appealing website that also functions smoothly. Moreover, customers express a strong desire for customization options, particularly in customizing orders to align with their dietary preferences or restrictions. Access to clear and comprehensive information, such as nutritional facts and allergen warnings, is deemed crucial for both customers and employees, underlining the importance of information accessibility. Streamlining integration between different sections of the website, such as connecting the kitchen with order management, is identified as a key area for improvement to enhance operational efficiency and workflow. Additionally, attention to backend features like login systems and translation tools is deemed equally important to ensure a seamless and efficient user experience overall.

In response to these findings, we propose several design moves to address usability issues and enhance user satisfaction. These moves include implementing toast notifications for cart interactions to provide user feedback, enhancing the visual appeal and functionality of the homepage through a front-end redesign, and improving cart functionality by indicating inactive menu items and blurring out the background when the cart is open. Furthermore, we plan to integrate detailed nutritional information into the frontend to empower users to make informed decisions and simplify icons on tabs for better user understanding. Streamlining the layout and features of the order management interface is also prioritized to improve usability and productivity for both employees and managers. In summary, our project aims to elevate the performance and user satisfaction of our restaurant's website by addressing usability issues identified by our expert panelists and implementing design enhancements and backend improvements accordingly.

Expert Panelists

Panelist Name (May be Changed for Privacy)	Specific Area of Expertise	Responsible Team Member
Kawhi Leonard	Restaurant Management	Isaac
Zach Edey	User Experience	Aditya
LeFraud James	Full-Stack Web Developer	Kunal
Tyrese Halliburton	Nutrition Science	Wyatt
Luka Goatcic	Efficiency of ordering in a POS system as cashier	Kelvin
Kyrie Irving	Front-End Customer Service	Karan

Expert Panel Findings

After talking with experts, we've gathered some important insights about how our website performs for customers and employees. Here's what we found:

1. **Smooth Navigation Matter:**
   - While users generally find our website easy to navigate, there were some noted challenges in switching between different sections. Additionally, certain icons were reported to be confusing, potentially hindering the overall user experience. Improving the clarity of navigation paths and iconography could enhance user satisfaction and streamline interactions.

2. **Balancing Looks and Functionality**
   - Users appreciate a visually appealing website that also functions smoothly across various devices. However, concerns were raised about crowded layouts and issues with responsiveness on smaller screens. Striking a balance between aesthetics and functionality is crucial to ensure an engaging and user-friendly experience across all devices.

3. **Customers Want Customization**
   - Personalization options, particularly in customizing orders, emerged as a significant desire among customers. This is especially important for individuals with specific dietary preferences or restrictions. Enhancing customization features can not only improve customer satisfaction but also cater to a broader range of preferences and needs.

4. **Information Accessibility is Key**
   - Access to clear and comprehensive information, such as nutrition facts and allergy notices, was highlighted as essential for both customers and employees. Providing transparent and easily accessible information empowers users to make informed decisions and ensures a safer and more inclusive experience for all.

5. **Improving Integration**
   - Streamlining the integration between different sections of the website, such as connecting the kitchen with order management, emerged as a key area for improvement. Enhancing these connections can improve operational efficiency and workflow, ultimately leading to a smoother and more cohesive user experience for employees.

6. **Enhancing Backend Features**
   - While frontend improvements are crucial, attention to backend features, such as login systems and translation tools, is equally important. Improving the functionality and usability of these behind-the-scenes features can contribute to a more seamless and efficient user experience overall.

For further information, see Appendix 1: Expert Panel Interview Data (pg. 5)

Proposed Design Moves

High-level Design Move	Detailed Description	Justification
Customer responsiveness	Add a toast notification for when users add to cart. Maybe also add one for when the transaction is processed	Some of the experts were still unsure when items were being added to the cart. In addition to this, they wanted peace of mind when they were charged. Right now, it just clears the cart without actually giving an idea that the transaction went through.
Front-end redesign	On the first page customers see, the weather, clock, and google auth take up too much space. They also just don't look that good right now. The carousel can also do with a bit of touch-ups as well, maybe some better fonts.	The experts thought that the front-end right now just doesn't look too visually appealing. This makes sense as we haven't been too focused on the design for our sprints. This last sprint mainly involves front-end design and making everything look better.
Cart View	The cart right now takes up a lot of space when it slides out. This is fine, however it can cover the rightmost menu item buttons, making them impossible to click. We plan on blurring out the page behind the slider, so that the customers know they need to close it before continuing to order.	The experts found it frustrating that they couldn't click on menu items while having the cart open. While they weren't necessarily annoyed at that specific task, they thought there should at least be some indication that the customer can't click on the menu item buttons when the slider is out.
Integrate detailed nutritional info into the fronted	Implement a frontend integration of detailed nutritional information, including calorie counts, allergen warnings, and ingredient lists for each menu item. This information will empower users to select items aligning with their dietary preferences.	Users lack access to essential nutritional and dietary information when browsing menu items, hindering their ability to make informed choices.
Tab intuitiveness	The icons on the tab can be	Some experts found some of the

	rather confusing for both the customer side and the employee side. We plan on finding better icons that make it clearer.	icons confusing, especially on the manager side of things.
Simplify the order management interface	Simplify the layout and streamline features of the order management interface. This involves optimizing the placement of controls, consolidating redundant features, and integrating tooltips for user guidance. These enhancements will improve usability and productivity for employees and managers.	The order management interface is cluttered and lacks intuitive controls, leading to user frustration and inefficiency.
Color contrast	Add more color contrast throughout the web application.	Currently, an expert believes that the pages with the current color scheme is a bit uniform and that everything can blend in too much so they believe there should be more contrast in the website to make it more obvious between different icons and the background.

Appendix 1: Expert Panel Interview Data

Panelist Name	Interview Data (Questions and Responses, Observations)	Important Insights and Previously Unconsidered Perspectives

Kawhi Leonard	**Observations:**
	● Place an order in the customer view
	  ○ Easy
	  ○ Still having a hard time seeing the order being added to cart
	  ○ Wish the nav bar scrolled with the screen
	● Menu board
	  ○ Spacing is different for each item
	● Place an order in the employee view
	  ○ For quantity, wish it deleted 1 when inputting quantity
	● Inventory panel
	  ○ Looks good
	  ○ Thought items were clicking
	● Menu items
	  ○ No comments
	● Inventory usage
	  ○ Font a little small
	● Menu item popularity
	  ○ Font a little small
	● Excess report
	  ○ No comments
	● Sales Report
	  ○ No comments
	● Restock Report
	  ○ No comments
		Time is money, so anything to make the interface more efficient is better. AKA, less switching back and forth between tabs.

- What sells together
  - Search by item
- Order management
  - Search by a particular day
- Kitchen
  - Looks good
- Navigation is a little confusing
- Weather
  - Looks good
- Google login
  - Doesn't know what it's for
  - Sign out button doesn't do anything
- Google translate
  - Looks good

Interview Notes:

Q: **Do you understand how the order management system works? Explain.**
A: Yes, it is similar to other POS systems, and anything that's different is easy to understand

Q: **How easy is it to fulfill/update the orders?**
A: Moderately easy

Q: **Are users able to easily identify how to add larger orders**
A: Yes

Q: **How tedious is it to switch through tabs to create the order**
A: Not tedious at all

	Q: **Do customers intuitively know how to add items to the cart** A: Yes Q: **What do they think about the cart interface? Explain.** A: Looks good, no complaints Q: **What can be done to create a better user experience on our website? This includes all types of users: cashiers, employees, and managers.** A: Nothing for customers. Nothing for employees. For managers, the connection between kitchen and order management could be made easier.	
Luka Goatcic	**Observations:** ● Customer Page 　○ Customer cart can interfere with ordering buttons 　○ Still kind of hard to see when items are getting added to the menu 　○ Menu board can have touch ups to look more visually appealing 　○ Nutrition page looks fine 　○ The weather, clock, and google sign in take up too much space currently 　○ When payment modal comes up on the home page, the clock	For the most part, the cashier page looks pretty good. Easy to use, and also simple to create large orders. On the customer side of things, it can still use more frontend touch-ups, which is already planned. There is an issue with the clock on the landing page showing up over the payment modal.

- appears above it
- Employee View
  - Placing an order is fine and intuitive
  - Maybe less switching of tabs, but it is still fine regardless
- Manager Features
  - Inventory and menu items manager looks fine, maybe touch-up if time but not a priority
  - Graphs should be larger with bigger axes names. Maybe can have different colors for bars
  - Order management is a really nice feature, just make detail button work in the kitchen
  - Reports that generate tables are fine, maybe format so it looks more visually appealing if wanted

Interview Notes:

Q: **Do you understand how to make a basic order as a cashier?**
A: Yes, it is as simple as just clicking menu items, and clicking charge

Q: **Do you think making large orders is difficult to do?**
A: No, not if it is only a few items with large quantities. If there are a lot of different items, it can be annoying with tabs, but I don't see an easy way to workaround. You can render them all on the same screen, but then it can be cluttered and you have to scroll around anyways

	Q: **Were able to determine that the quantity button is clickable to make larger orders?** A: Yes, it was pretty intuitive in my opinion Q: **Do you think the cashier needs a little notification when an item is being added to the order or when the transaction is finished?** A: No, although necessary for the customer, it will only clutter the cashier page. They should already know if it is working.	

Tyrese Halliburton	**Observations:**
	• Place an order in the customer view
	  ○ View is nice, but navigation feels restricted. For example, expert wishes that instead of having to navigate back to the main page first, they could get straight to the other food categories from Burgers.
	  ○ Finds that there is very little indication of whether clicking on menu items does anything.
	  ○ Expert noted a lack of vital nutritional/dietary information that would help them make informed
		As I've said multiple times already, you absolutely must include dietary information on your site. This information may not be completely necessary in your menu board, but it is vital for customers placing orders by themselves. I know that you all have considered this issue and plan to implement changes to address it in the future, but don't forget that this information is also important for employees as well. If customers have questions while ordering in-store, cashiers must be able to provide the necessary information regarding allergy notices, nutrition facts, and other details. Do not overlook this going forward, as I've seen this become an issue at other restaurants.

decisions about what
to order.
- Menu board
    - Thought the menu
      board was visually
      appealing, but again
      noted that
      nutrition/diet
      information was
      lacking.
- Place an order in the
  employee view
    - Placing an order felt
      simple and smooth.
- Inventory panel
    - Page content seemed
      cluttered, but it was
      clear what the
      features do.
- Menu items
    - Same as above.
- Inventory usage
    - Made sense
      immediately what this
      would be used for.
      Graph was somewhat
      difficult to read due to
      clutter.
- Menu item popularity
    - Same as above.
- Excess report
    - Not as intuitive as
      other reports. Would
      help if there were a
      description about
      what this report
      conveys.
- Sales Report
    - Clean, makes sense.

- Restock Report
  - Makes sense, but clicking "Fulfill Restock" seemed to not do anything.
- What sells together
  - Needs more description as to what this report does, although it made sense after generating it.
- Order management
  - Appealing view. Was easy to navigate.
- Kitchen
  - Same as above.
- Navigation
  - Navigation was smooth for the most part, but could be improved in the customer's portion of the site.
- Weather
  - Slow to appear on the page.
- Google login
  - Confusing. Logout doesn't seem to do anything, and once I've signed in, nothing seems to have changed.
- Google translate
  - Quick to translate and seemed to work well.

Interview Notes:

Q: With your specific background in nutrition in mind, what would you change about the experience of making an order as a customer? Explain the motivations behind your answer.

A: I really would've liked to have seen more dietary information while making an order. Maybe when clicking on an item, instead of immediately adding that to my cart, it would be nice to be presented with nutrition/allergy information. Also, if I were to make an order in the restaurant, the cashier wouldn't have any of that information available to them in their view either, so maybe they could have a small amount of information included on the button for each menu item so that they could inform the customer about anything they should be aware of.

Q: On a scale of 1 (extremely difficult) to 10 (very easy), how would you rate the experience of placing an order as a customer? Explain.

A: 7. Apart from some navigation problems and initial difficulty finding my cart, I thought the experience was quite simple.

Q: As a customer, would you recommend this site to others for making orders online from Rev's Grill? Why or why not?

A: Yes. Although I had some issues trying to place an order, I think that it was simple enough for most people

	to navigate without any assistance. However, I couldn't recommend it to everyone, as I think that individuals with allergy/dietary restrictions wouldn't be comfortable making choices about items without enough information to determine whether they comply with their diet.	

Zach Edey	**Observations:**
	● Place an order in the customer view
	    ○ Overall the page looks ok, There is a lot of white coloring for the whole page so maybe add a bit more color for more contrast
	    ○ Hard to navigate through without a dedicated back button
	    ○ The cart updates for the customer but maybe give a more obvious visual indication
	● Menu board
	    ○ The menu is functional in terms of giving information but it could use more aesthetics to be more appealing to a customer
	    ○ Adding some images would be nice for visual appeal
		Overall, the website could use a bit more work in terms of visual appeal. Currently, according to our expert, the website is a little too uniform in terms of color and could use different ones to create more of a striking contrast. Another note is the website could use a bit more responsiveness on different pages because right now it is not completely clear when something happens or doesn't happen on the site. The cart has good functionality but could be improved in terms of how quantities are added. The menu board needs improvement visually. The login needs some work because it is hard to tell if you are in the system or not. Overall the expert believes that the product needs some work but is headed in a good direction.

- Place an order in the employee view
    - This view is intuitive and is easy to use
    - Maybe add more color for a bit of contrast, currently, it is all just one color so it could use more contrast
- Inventory panel
    - Same as the previous view, maybe needs a bit more color to strike a better contrast
- Menu items
    - Same as the previous view, maybe needs a bit more color to strike a better contrast

- Inventory usage
    - Same as the previous view, this page does the intended functionality but maybe needs a bit more color for a better contrast
- Menu item popularity
    - Same as the previous view, this page does the intended functionality but maybe needs a bit more color for a better contrast

- o Font is a little small, could be bigger for better readability
- Excess report
  - o Same as earlier in terms of aesthetics
  - o Fix the word structure on the message
- Sales Report
  - o Add more color for contrast
  - o Add a total for total sales of all items

- Restock Report
  - o Same as previous items for aesthetics
  - o Add custom functionality for restock
- What sells together
  - o Same as previous items for aesthetics
- Order management
  - o More color contrast could help visually
- Kitchen
  - o Three dot button doesn't work
  - o Still might need more color for contrasting
  - o Navigation is a bit odd in terms of details
  - o Should have order id given when in order management from kitchen

- Weather

- - Is functional and does intended purpose
  - Google login
    - Is a little confusing whether you are logged-in or not
  - Google translate
    - Does intended functionality

Interview Notes:

Q: Do you understand how the order management system works? Explain.

A: Yes it is easy enough to understand how the system, it gives your manager a status on the order in terms of what items were ordered and what the status is.

Q: How easy is it to fulfill/update the orders?

A: Updating the order is easy enough, it might be a good idea to add a way to take input from a keyboard rather than having to tap the number pad

Q: Are users able to easily identify how to add larger orders as a customer?

A: yes it makes sense how to make larger orders as a customer from the cart but having to click the plus button so many times can be a tedious process so there should be an easier way to do it as a customer.

Q: How tedious is it to switch through tabs to create the order as a customer?

A: Currently it is a bit more of a tedious process, there is no

	dedicated back button between different pages so it makes it confusing to navigate. **Q: Do customers intuitively know how to add items to the cart?** A: Yes, it makes sense how to add items to this cart **Q: What do they think about the cart interface? Explain.** A: The cart interface is good however there needs to be a better indication of when an item is added to the cart. Some sort of visual effect could help with this **Q: What can be done to create a better user experience on our website? This includes all types of users: cashiers, employees, and managers.** A: In terms of the visual appearance, the site could use a bit more color and contrast because currently it is very one very uniform and everything seems to blend in a lot so it would be good to add more color so it is visually obvious that to see different buttons and icons.	
LeFraud James	**Observations:** ● Place an order in the customer view ○ The hero section (carousel) had messed up spacing on the page	The website needs more work in the responsiveness department, especially on the order page, where the right transaction panel takes up half or more of the screen when ordering. The usage of icons on the navbars is redundant and unclear at times, with the same icons being used for different buttons on the customer and employee views. The cart is

	- Weather/time information seems unnecessary - Menu board - Spacing was weird between each menu item - Not very engaging - Had to scroll on different screen sizes - Place an order in the employee view - Not responsive - looks bad on phone, especially the shopping cart/transactions panel. It takes up like 50% of the screen - Inventory panel - Not fully responsive - Menu items - Not responsive - Inventory usage - Not fully responsive - Menu item popularity - No comments - Excess report - No comments - Sales Report - No comments - Restock Report - No comments - What sells together - No comments - Order management - Very well implemented - Kitchen	ugly and needs to be better designed, but the functionality is all there (suggestion is to do a study of other restaurants ordering websites). Some features on the customer's end seem like unnecessary space, like time and weather- these should affect a recommender system for items instead of being constantly visible to the user. The menu board needs frontend work. The sign in needs to be moved to the navbar.

- ○ This feature seems like it should be something the employee has access to, not just the manager, since employees should be able to confirm order completion
- Navigation
  - ○ Icons don't make sense - why does the logo lead to the customer view from the employee view, but it doesn't do anything on the customer page. Why does the "person" icon lead to the employee/manager view AND the manager page when on the employee view? It needs to be clearer
- Weather
  - ○ Might not be necessary? Why would I need weather to order food
  - ○ Should maybe be a backend feature only, where it recommends different items based on time and weather
- Google login
  - ○ Sign out button doesn't do anything?

○ Why is it floating on the page and not in the navbar
● Google translate
  ○ The feature works really well but isn't very pretty
  ○ Can I translate the menu board too?

Interview Notes:

Q: Do you understand how the order management system works? Explain.
A: Yes, it pretty clearly offers me the ability to order as a customer or as an employee and the ability to access managerial features like reports.

Q: How easy is it to fulfill/update the orders?
A: Fulfilling an order is very easy and intuitive, it can just be a little harder on the eyes sometimes, especially on smaller screens. Updating the orders is a bit of work - maybe streamline that process somehow?

Q: Are users able to easily identify how to add larger orders?
A: Yes, it seems pretty clear to click on the quantity and edit it.

Q: How tedious is it to switch through tabs to create the order?
A: Not very tedious. Customers normally have to create orders with more navigation and the employee

	ordering system is very very straightforward. **Q: Do customers intuitively know how to add items to the cart?** A: Yes, since all you have to do is click on them. I like how the cart updates with the number of items each time an item is added! **Q: What do they think about the cart interface? Explain.** A: It looks kind of ugly, just from a design standpoint. It could be improved by making it take up more of the page height, having a better background color, and having it darken the background of the rest of the page when opened, since it doesn't currently have the necessary contrast. **Q: What can be done to create a better user experience on our website? This includes all types of users: cashiers, employees, and managers.** A: For customers, just fix the cart. For employees, adding in the kitchen feature to mark their orders as done? For managers, some sort of system administration system is required, with the ability to add, update, and delete permissions to make user accounts into employees or managers.	
Kyrie Irving	**Observations:** Customer View:	Customers want to be able to customize orders. With so many people having so many dietary restrictions, it is necessary to

1. Nice images which makes the customer want the food
2. Clock, translate, widgets take up too much space that takes the focus off the main items, i.e., the food
3. Can't take chicken off chicken salad (can't customize orders)
4. No space for special notes that the customer wants to input

Employee View
1. Easy to make orders; categories are well labeled and easy to navigate
2. Quantities can easily be changed for items
3. Can't customize orders or leave notes for the kitchen back staff
4. The features on the navigation bar can be a bit cluttered (maybe split it up in reports, order management and kitchen)
5. Want to be able to see what an order has from the kitchen interface itself and not click more buttons
6. The report pages can have a more uniform and simplistic look (search features, display information necessary)

Interview Notes:
Q: Do you understand how to make a basic order as a cashier?
Yes it is intuitive and easy. It took me a hot second on how to login though. I would assume that if I am a cashier, I would only be interacting with POS interface

Q: Do you think making large orders

have such features in place otherwise you stand to lose potential customers.

is difficult to do?
Not at all. I think both customers and employees can make large orders pretty easily. In fact, it is how most POS systems allow the users to make large orders

Q: How easy is it to fulfill/update the orders?
It is pretty easy to fulfill/update an order

Q: How tedious is it to switch through tabs to create the order
I think it is slightly tedious for the customers. However, you don't want to bombard the customer with a cluttered page even if it easy to use

Q: What can be done to create a better user experience on our website? This includes all types of users: cashiers, employees, and managers?
Being able to update orders. Sorting out the home page so that the focus of the customer is on the food items. Functionality so that employees can update orders. Being able to access the website from a mobile.