



Expert Panel Report

907-Group 30

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Executive Summary

In today's customer service landscape, particularly in the restaurant industry, providing a seamless experience from the moment a patron enters the establishment until they're ready to depart is paramount. To meet this demand, our team is developing a comprehensive restaurant management and customer interaction system, a web-based platform that offers a streamlined interface with reliable tools tailored for employees, managers, and customers alike. Our goal is to achieve desired outcomes while adhering to current WCAG standards, ensuring a high level of accessibility.

To better align our product with the needs of our users, it is crucial to gain a user-centric perspective on the design implemented thus far. This insight will guide us in adjusting our design philosophy and planning necessary changes. Through an expert panel study, we invited industry professionals to interact with our most recent working prototype and share their insights. The valuable feedback received highlighted areas for improvement and previously unconsidered perspectives.

One consistent theme was the need for enhanced user experience and intuitive navigation. While our interface was generally praised for its clarity, experts noted that certain high-priority interactions, such as customer checkout, could be more prominently featured and grouped together. Additionally, the menu board's visual appeal and accessibility could be improved by increasing text size and utilizing visuals more effectively, and also explaining how the points system works in a small description. Feedback from experts like this will allow us to further iterate our platform and maximize the user experience. We plan to take advantage of this feedback experience and tune our product from the recommendations.



Our platform is moving in the right direction as we are receiving important customer feedback and iterating our product based on these concerns. Our team iterates our product quickly demonstrating an efficient and hard-working team along with a product moving in the right direction to create strong value in the customer service landscape.

Expert Panelists

Panelist Name (May be Changed for Privacy)	Specific Area of Expertise	Responsible Team Member
Michelle Wan	Administrator Expert	Adam Teo
Quinn Bromley	Manager Expert	Chris Avila
Ryan Kafka	UI Design Expert	Gabriel Floreslovo
Aditya Nambi	Cashier Expert	Akshay Belhe
Jeff Smith	Backend Developer Expert	Aaron Mathews
Erica Rodriguez	Customer Expert	Margo Gongora

Expert Panel Findings

Navigation and Organization:

- Experts appreciated how easy it was to navigate through the UI such as item categories, trend reports, or management tabs. However, they desired more descriptions of how certain functions should work, such as the customer ordering points system and having certain descriptions for menu items that are not self-explanatory.
- Inconsistencies with the menu board component and going back to the landing page
- Experts found scrolling through the management tabs inconvenient as the information was too compact and hard to navigate.

Accessibility Issues:

- Experts with low vision experienced difficulties reading the menu board as it lacked high-contrast.
- Lack of descriptions and proper placements of signing in and points will lead those with a low technological literacy dealing with a hard time.



- Experts believe that the customer checkout button is not in a prominently featured interactable group and leads to a hard time for those who have a low technological literacy.

Overall Feedback and Clarity:

- Experts expressed confusion with profile management, and that displaying a person instead of google profile would be a lot more clear.
- Experts expressed the desire for customization for employees, and allowing the ability to alter the layout of the user interface.
- Experts expressed the need for notifications when an item price is updated after clicking on the submit button.
- Experts mentioned that the application tended to be slow at times and this could affect customer satisfaction.

Proposed Design Moves

High-level Design Move	Detailed Description	Justification
More user profile information	User profiles can include extra information besides name, e-mail, and Google profile picture. Extra information can include phone numbers and other contact fields.	This can allow managers to have more avenues to contact their employees for sudden changes in schedule, requesting extra hours, and important announcements.
Manage menu items in the manager view	Managers should be able to change the information of menu items such as price, name, inventory items, adding items, and putting items on sale.	This allows managers to have more control over the restaurant by putting seasonal items and changing items to be on sale based on the performance of the items.
Re-formatting customer rewards info	Adding a short explanation of how paying with points works and showing the points required to purchase different menu items. Additionally, the customer's points should be showcased in the same area where they sign in.	It is very important that our product can appeal to an audience who is not as technologically literate. Thus there should be as little scanning as possible, and more feedback on the interaction with the rewards system in order to make their experience easier.



Fleshing out the menu board	Reformatting the menu board to make better use of the space in the cards. The font size should be increased for accessibility, and there should be images to add some visual interest.	The menu board contains a lot of wasted space at the moment, and does not tell a story like the rest of the app's design. There are no points of emphasis nor guides to visual exploration. Adding cues will help engage the reader and make the board more readable.
More customer points system information	The customer points system can provide more information such as showing how many points each menu item has, and providing a description of how paying with points works.	This allows customers to be able to order more efficiently and take less time trying to navigate through the interface. Furthermore, this can decrease the technological literacy for customers as the interface becomes more engaging.
Optimizing for Speed	Consolidate small items into larger components if possible and reduce the amount of things that need to be rendered	This can allow for faster response times since less items are rendered and/or the items that are rendered are less intensive.
Menu Item search for ordering convenience	Implement a search bar functionality that allows users to quickly search for menu items by name, category, or other relevant keywords. The search bar should be prominently displayed on the menu or ordering screen, and the search results should update in real-time as the user types in the query.	A menu item search bar enhances efficiency by allowing quick access to desired items without extensive scrolling, improves user experience with an intuitive and accessible navigation method, and reduces ordering errors.



Appendix 1: Expert Panel Interview Data

Panelist Name	Interview Data (Questions and Responses, Observations)	Important Insights and Previously Unconsidered Perspectives
Ryan Kafka	<p>Expert's review of their interaction with MVP:</p> <ul style="list-style-type: none">• Seeing customer rewards update should not require a page refresh• Menu board visual space should be better utilized, text should be bigger to be more accessible• It is very clear where to go to get what you want• High-priority interaction like customer checkout should be more eye-catching and grouped with other interactables• There are certain feature bugs that make user experience more difficult• Simple interactions throughout which makes the experience seamless• Manager trends should have some sort of clickable date picker• Overall, the optimization of simplicity while offering all functionality has been met well• API's are efficient and do not overshadow core functionality• Helpful pop-ups are nice	<p>Expert's opinion on how well the MVP addresses the problem area:</p> <ul style="list-style-type: none">• The app's navigation is extremely intuitive, allowing someone with very little POS experience to understand the features of the app• The first impressions that the UI gives guide the user clearly• There are no mysterious interactions, everything is clearly labeled and functions as expected <p>What perspectives have been overlooked in the expert's opinion:</p> <ul style="list-style-type: none">• Those with bad eyesight or are less technologically literate, the customer checkout button is not in a prominently featured intractable group<ul style="list-style-type: none">○ It can get lost on people with less familiarity, which is still an important customer group• Menu board is not attractive enough, and text is not as big as it could be<ul style="list-style-type: none">○ The board lacks a lot of emphasis; it does not tell a story○ It does not guide exploration like the rest of the app○ Board could become useless if there's no



	<ul style="list-style-type: none">• Sleek appearance and streamlined flow	<p>pictures and someone can't even read the text</p> <ul style="list-style-type: none">• Customer checkout page could use a description of how paying with points works<ul style="list-style-type: none">◦ The less technologically literate may not intuitively understand the system• Customer rewards should not be on opposite sides of the page<ul style="list-style-type: none">◦ e.g, the sign in is on the top right, the welcome and points should be on the top right side as well◦ Will especially affect people with low technological literacy◦ Should show how many points an item costs to showcase the conversion
Michelle Wan	Expert's review of their interaction with MVP: <ul style="list-style-type: none">• It was pretty easy to navigate through and the labels were self-explanatory.• The lack of a save button when managing users was intimidating at first but the popup that showed after was good. Now that the popup was there, it felt much better to use.• The dropdown menu for user management was helpful.	Expert's opinion on how well the MVP addresses the problem area: <ul style="list-style-type: none">• It simplifies the overall organization of the users.• The layout is clean and intuitive and makes it easy for administrators to manage users.• It addresses the problem area well. What perspectives have been overlooked in the expert's opinion: <ul style="list-style-type: none">• A profile would make it more clear for the administrator to see it's a person instead of just the Google profile.
Jeff Smith	Expert's review of their interaction with MVP:	Expert's opinion on how well the MVP addresses the problem area:



	<ul style="list-style-type: none">• The UI is nice but it can come at a performance price.• The application can be slow at times especially with the menu images.• Pay with points is a very nice feature.• The buttons and text should be bigger.	<ul style="list-style-type: none">• It overall addresses the problem area very well.• Once the various parts of the website are loaded in, the website is generally fast and responsive• Larger fonts could be better and less components that are bigger could help with rendering <p>What perspectives have been overlooked in the expert's opinion:</p> <p>Scalability: If the website was ever used by multiple users from around the world, the speed would play a much larger factor. If it is already slow when used by 1 user, it would be extremely slow if deployed</p>
Quinn Bromley	<p>Expert's review of their interaction with MVP:</p> <ul style="list-style-type: none">• Easy to navigate and everything was self explanatory.• Functionality to add/delete menu items is missing• Inputting date strings is inconvenient (add a date picker)• Functionality to add/delete inventory items is missing.	<p>Expert's opinion on how well the MVP addresses the problem area:</p> <ul style="list-style-type: none">• It makes it simple for managers to understand.• It overall addresses the problem area very well.• The user interface is clear and concise, as well as not being cluttered. <p>What perspectives have been overlooked in the expert's opinion:</p> <ul style="list-style-type: none">• Modifying menu items and inventory items is essential for managers/employees and should be added.
Aditya Nambi	<p>Expert's review of their interaction with MVP:</p> <ul style="list-style-type: none">• The interface is clean and uncluttered, making it easy to navigate and find the necessary functions.	<p>Expert's opinion on how well the MVP addresses the problem area:</p> <ul style="list-style-type: none">• Focus on simplicity and efficiency is evident.



	<ul style="list-style-type: none">• The checkout process is straightforward, with clearly labeled buttons and a logical flow.• Points system is cool and unique addition for a smooth customer experience	<ul style="list-style-type: none">• Inclusion of essential features for the cashier make the user experience seamless. <p>What perspectives have been overlooked in the expert's opinion:</p> <ul style="list-style-type: none">• Customization: While the interface is clean, some cashiers may prefer the ability to customize the layout or hotkeys to better suit their personal preferences and workflow.
Erica Rodriguez	<p>Expert's review of their interaction with MVP:</p> <ul style="list-style-type: none">• Easy to navigate, customer view is intuitive• Functionality for recommending food based on weather could be better• Should allow for guest orders to be done, if possible• Likes the implementation of the cart• Lack of checkout button is a bit troublesome• Notifications are nice and provide ample feedback for customers• Could improve how allergen information is communicated• Could use more variety on menu items• Liked the external site link to Yelp• Might want to change placeholder text in rewards sign-up, as well as padding and margin	<p>Expert's opinion on how well the MVP addresses the problem area:</p> <ul style="list-style-type: none">• Simple for customers to use and figure out what to do without hand holding• Information is clear and allows for quick usage and navigation• Allows for many users to use the application, though not all, see below. <p>What perspectives have been overlooked in the expert's opinion:</p> <ul style="list-style-type: none">• Those with vision problems, due to the lack of a high-contrast UI.• Accessibility could be improved, but it is still functional



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CSCE 315: Programming Studio
Project 3 - Frontend Focus
