

flatpos

innovative interface for pos systems

# Proposal

For my project I want to develop a POS system for customers at an innovative, quick-service restaurant.

The flow of a potential user would be similar to that of a customer utilizing a self-checkout at a grocery store or pharmacy; the user will walk up to a monitor, pick whatever they would like within their meal, and then receive a ticket for themselves and the same ticket will be sent virtually to the kitchen.

The interface will be easy to use and designed well so there would be little confusion going through the ordering process. As with any self-checkout stand, there will be an employee nearby to help anyone in need.

**Objective:** My goal for this project is to create an interface that is very simple and easy to use. This will also ensure that the guest is getting exactly what they ordered by eliminating the factor of server error or miscommunication.

## Research

-Customers are only addressed by their name 21% of the time.

-38% of customers say personalization goes into a happy customer experience.

-Even in a negative economy, customer experience is a high priority for consumers, with 60% often or always paying more for a better experience.

(<https://www.helpscout.net/resources/75-customer-service-facts-quotes-statistics/>)

## From Employees:

- "At first, the new POS systems are difficult to use, food is in the wrong sections and it's confusing to navigate too."

- "It's easy for me to make a mistake because the buttons are so close together."

- "It'll just take some getting used to, I have some relative idea as far as where the food is supposed to be, but the names of the food are odd like I know a half order of the lamb shanks are called 1/2 Shanks, but then you call the full order Lamb Shanks? They used to be called Full Shanks, it just makes it a little more confusing."

(Employees at Elephant Bar Restaurant)

# Target Audience

My target audience is anyone between the ages of 18-25. I want to design for this target market because they are the typical "trend setter" age group. The system would go viral if these young teenagers feel that it is designed for them, younger individuals would be able to use the system within minutes (thanks to the technology boom) and anyone older would be able to learn just as quickly or have an assistant help if they don't understand/don't want to deal with the computer.



## Personas

Hilary Shank (left)  
Occupation: Project Manager  
Salary: \$120,000/year  
Age: 23  
Location: San Diego, CA

Hilary is a tech-savvy 23 year old woman from San Diego California. She enjoys her work, but enjoys her work even more with food by her side. She is comfortable with technology and isn't afraid of trying anything new.



Megan Wolf (right)  
Occupation: Stay at home mom  
Salary: \$0/year  
Age: 19  
Location: Lodi, CA

Megan is a young stay at home mom with one newborn child. She spends a lot of her time out at the park walking with her newborn daughter. She isn't too familiar with technology, but she can learn if she sets her mind to it.



# Target Competitors

## NCR SelfServ Checkout

NCR SelfServ features a large 15" display with a barcode scanner, a touchscreen with large buttons, and a money station that accepts cash and cards

This example is useful in understanding what needs this system has already considered for the user. The large buttons, easy to follow instructions, and design all play into the user's experience.



## AccuPOS

AccuPOS is a Point of Sale system that is ranked highest among other systems (9.7/10). This system is mostly used by restaurant employees and has a lot of other back end functionality with correlating with accounting services, server scheduling and other things I really don't need for flatpos, but the organization of items on the pos system is what I'll be taking as inspiration.

## Technology Needed

For this project, I will be developing the POS system in Adobe Flash Professional, using JavaScript and ActionScript. The website to promote the pos system will be built using HTML, CSS, PHP, and Javascript.