

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.

My goal for this project is to create an interface that is very simple and easy to use and do 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.

-A dissatisfied consumer will tell between 9 and 15 people about their experience. About 13% of dissatisfied customers tell more than 20 people.

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

Takeaway

I will design the pos system to be more personable to the user by addressing the customer directly by their name.

