

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
Occupation: Project Manager
Salary: \$120,000/year
Age: 23
Location: San Diego, CA

Hilary is a tech-savy 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
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.

Timeline

WK06

Flushed out Idea
Project Summary/Proposal
Research

WK07

Target Audience
Personas
Competitor's Analysis

WK08

Needed Technology
Assets

WK09

Timeline
Sketches
Design Documentation
MockUps

WK10

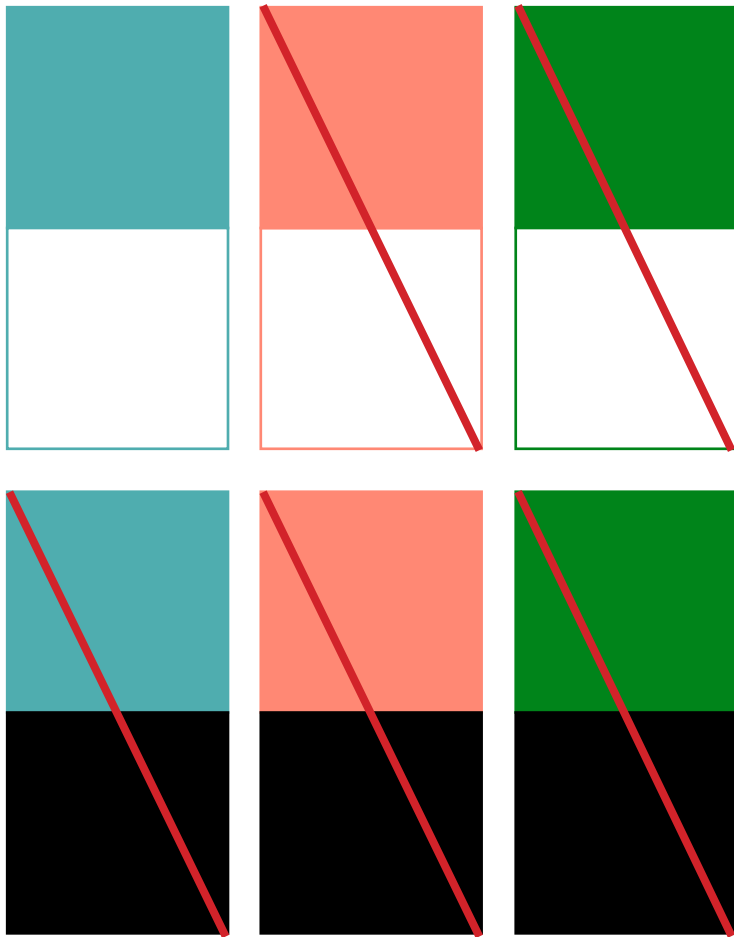
Partially-Working prototype
Usability Testing
SWOT Analysis

WK11

Finished Project

Design Documentation

This POS system will be designed with a flat, innovative and minimalistic. With that respect, I want to go with a two-color palette with one accent color and one neutral color, as well as pick a geometric font that has various weights.



flatpos
Futura PT

flatpos
Raleway

flatpos
Century Gothic

flatpos
Tw Cen MT

SWOT Analysis

Strengths

- Innovative Idea
- Flat, Easy-to-follow Designs
- Technology is already available
- Lack of tech-savvy barrier

Weakness'

- Idea needs further development
- Potential user error even with monitoring

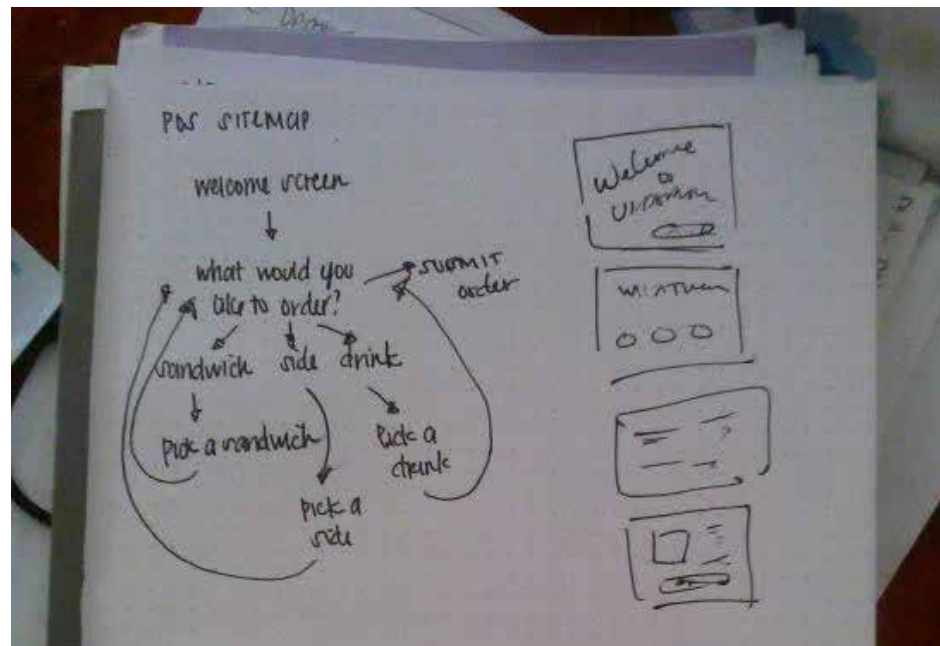
Opportunitites

- Could be useful in a fast-service restaurant
- Great way for customers to have a good, interactive user experience
- Prime example of robods and computers replacing employees
- Technology and standards are already in existance for self-checkout kiosks

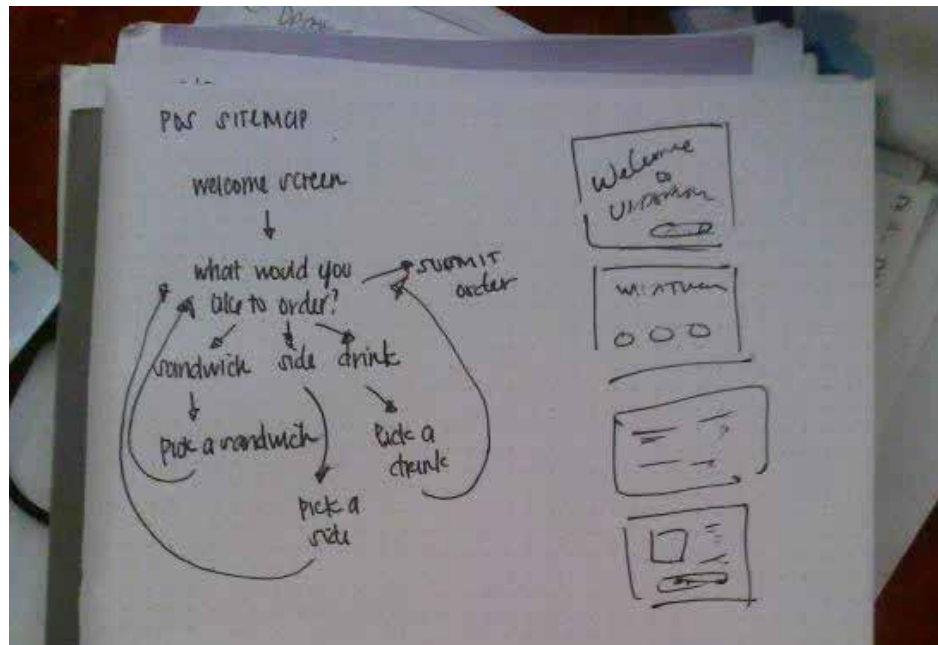
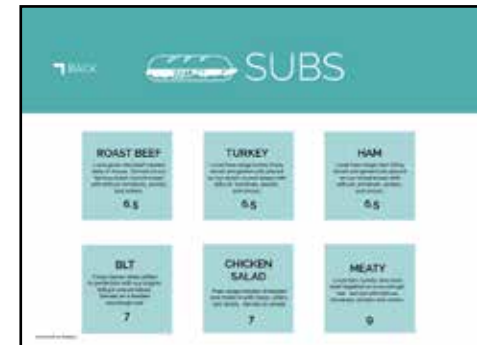
Threats

- Lack of human factor with these monitors
- Non-tech-savvy customers may find this irritating

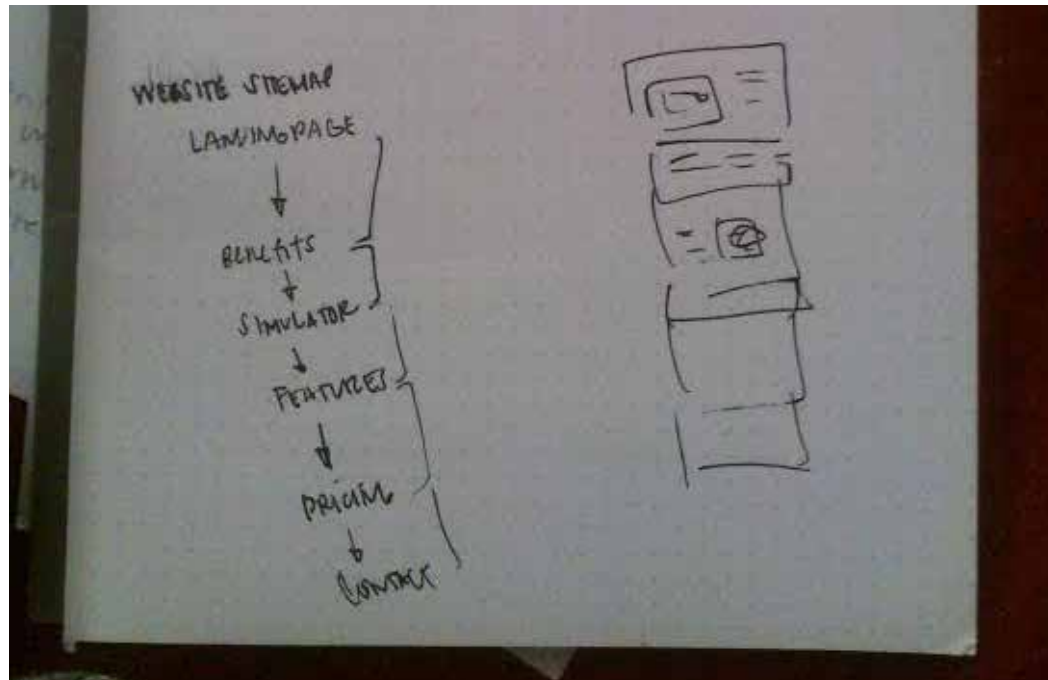
Wireframes V1



Wireframes V2



Wireframes (website)



Usability Testing for flatpos

Was it easy to find where to start the process of building a meal?

It was easy to find the start button, yes.

Once on the main screen, what do you think your next course of actions were?

My next course of action would be to select a sub a side or a drink.

The next screen shows you a list of already made sandwiches, would you prefer an already made sandwich or one that you can build yourself?

I don't mind premade sandwiches, but only if there is the option to change the ingredients that are currently inside of them.

If a user clicks on a sandwich, a description screen along with an "Add Sub" button shows up, is this step necessary?

I think it's cool, but i would want more in that pop up, like a picture of the sandwich, or even take the description out of the menu and just have it in that section.

Upon completion of the order, you must first review your order before you can send it, would you rather do something better?

I think that's a good feature to include.

How do you perceive this overall design?

It's super simple. It definitely stands by it's name of being a flat-designed POS system. Both designs read the same to me, so I really don't have a preference.

Usability Testing for flatpos

Was it easy to find where to start the process of building a meal?

YES.

Once on the main screen, what do you think your next course of actions were?

To either pick a sandwich, a side, or a drink.

The next screen shows you a list of already made sandwiches, would you prefer an already made sandwich or one that you can build yourself?

I would prefer to have one that was built on my own rather than select a premade sandwich. I don't like onions.

If a user clicks on a sandwich, a description screen along with an "Add Sub" button shows up, is this step necessary?

I think this is unnecessary because you can easily just place an add to cart button right under the sandwich description.. The only way that extra screen would be useful is if you include a photo of the sandwich.

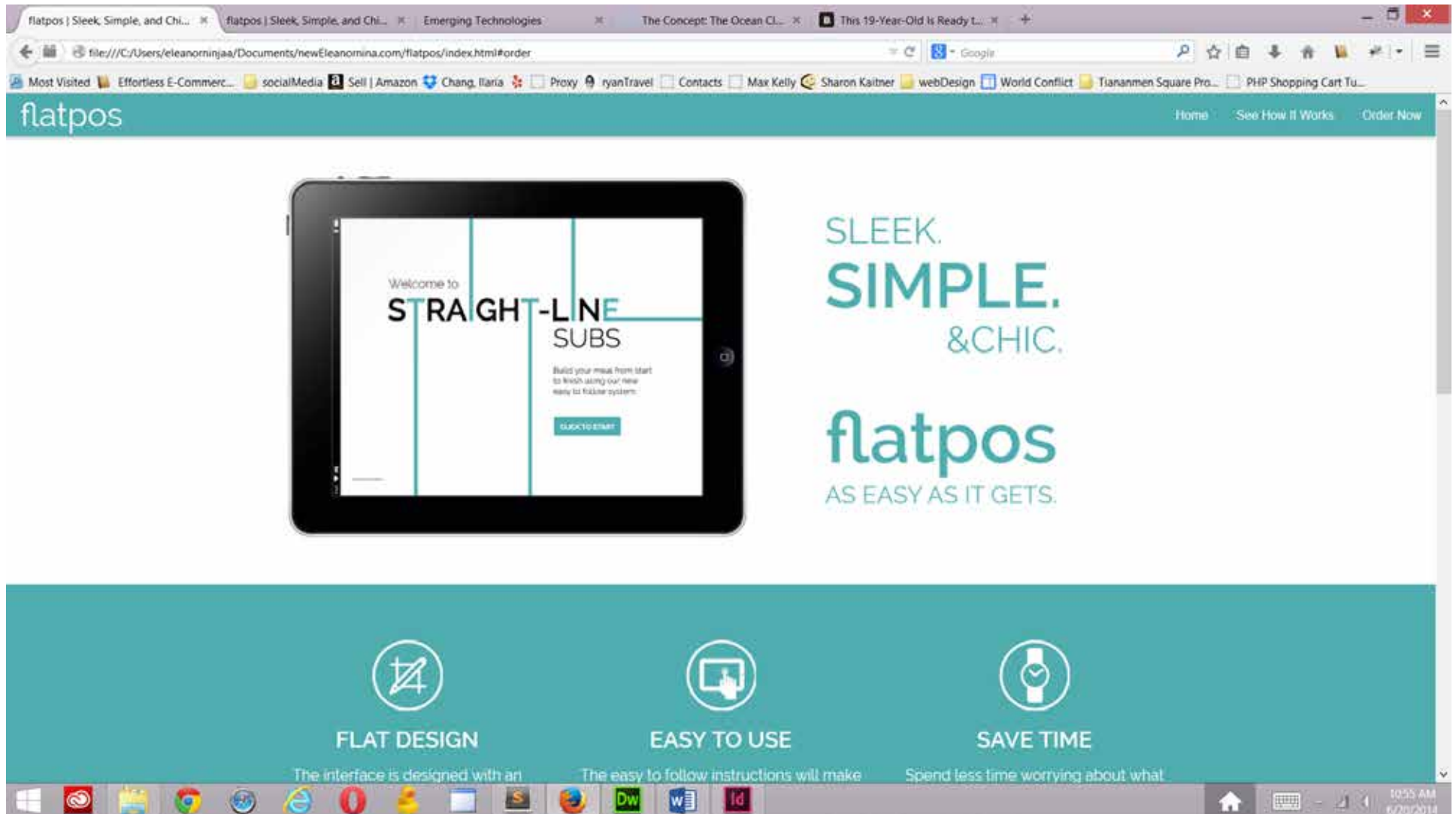
Upon completion of the order, you must first review your order before you can send it, would you rather do something better?

Yes,, that is very important to have.

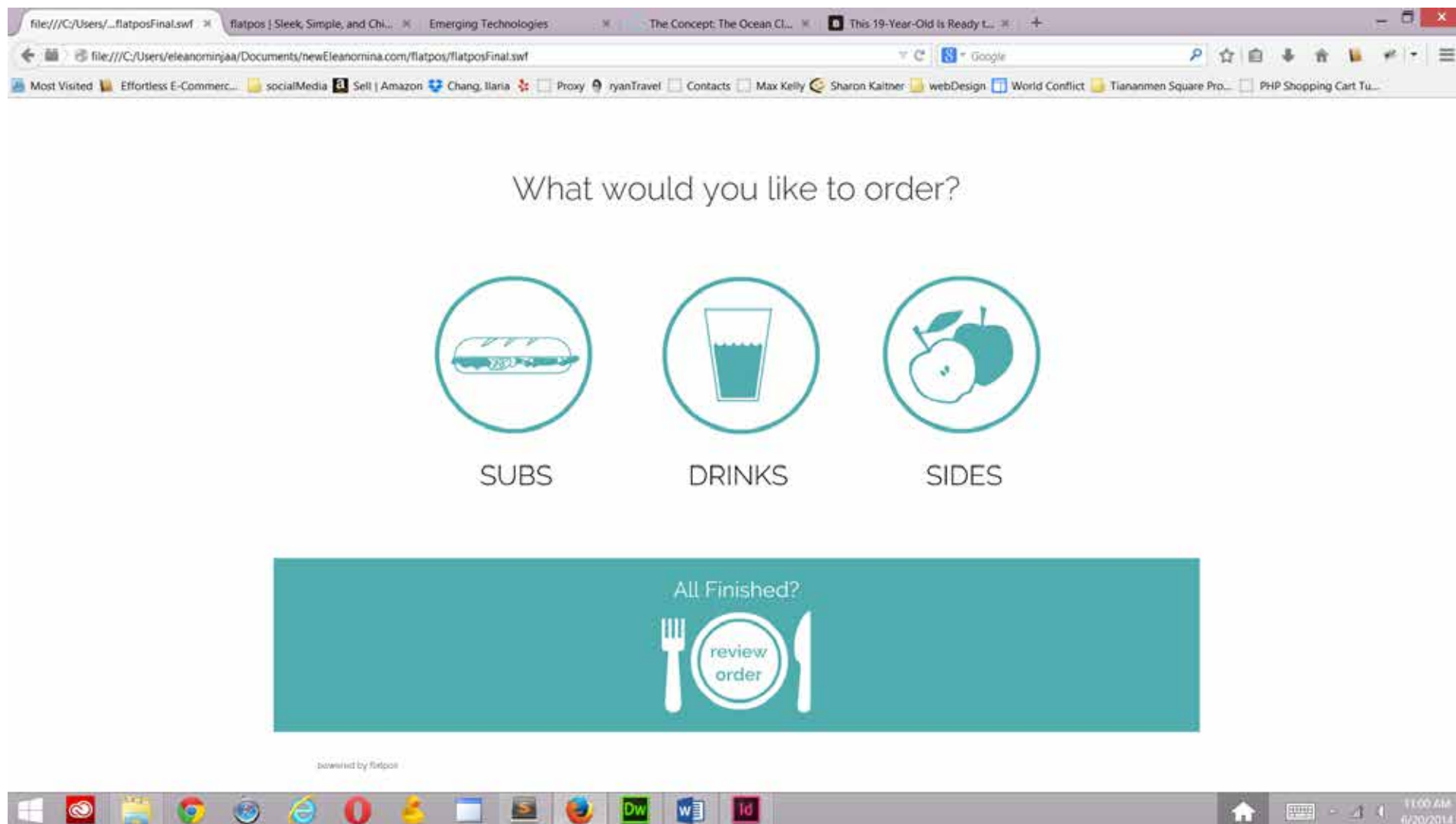
How do you perceive this overall design?

The two-tone look is modern and simple. I like the blue. I prefer the look of the circles over the rectangles, however.

Functional Website (eleanornina.com/flatpos)



Functional flatpos Interface



Usability Testing for Live Site

How do you perceive the overall design of the site?

- Simple, doesn't lose me.
- Easy, Simple
- Elegant, simple, modern, and easy on the eyes.
- Casual, great color combination

What did you think the site was advertising?

- Food
- Easy way to order sub sandwiches
- An app to build a sub sandwich
- Online food ordering

Did the navigation take you where you expected it to go?

- Yes
- The navigation is really easy to use and made me excited to see where each click would take me.

Was it easy to navigate through the demo?

- Yes
- At first I wasn't sure where to go but the more random clicks I made the more I understood where to go.

What would you do to make this site better?

- Select more than one option per screen on the interface.
- More content
- More demonstrations
- An introductory paragraph
- Visual to indicate that we're ordering food.

Additional Questions/Comments?

- Why use this technology versus a traditional POS system?
- We should be able to make more selections for our sandwiches
- Overall, it looks great and I would use this to order a sandwich.

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