



# Hey Servers: Great servers around you, serve for you.

## 1. Wait Staff Reviews

While there are many ways to rate and review restaurants, these are not focused on evaluating individual servers. Design an experience where diners can submit positive comments and constructive suggestions for the wait staff, and servers can use this feedback to both improve and help to secure new employment. Provide a high-level flow and supporting wireframes.

## About Hey Server

It is a design experience exercise that apply for Google Interaction Designer position. The option I choose is Wait Staff Reviews.

Hey Server is a concept mobile experience that help diners to easily find the best wait staffs nearby, booking the wait staff they like. Giving and sharing diner's comments and suggestions towards the staff after finish this service.

## 1. Thinking Process

Display the project's design thinking process

## 2. User Research

Select research method based on time and manpower

## 3. Define the Problem

Point out the pain point, dig out the fundamental needs

## 4. Ideation and Brainstorm

Creative way to solve the problem

## 5. Prototyping

From sketches to the high-fidelity mockups

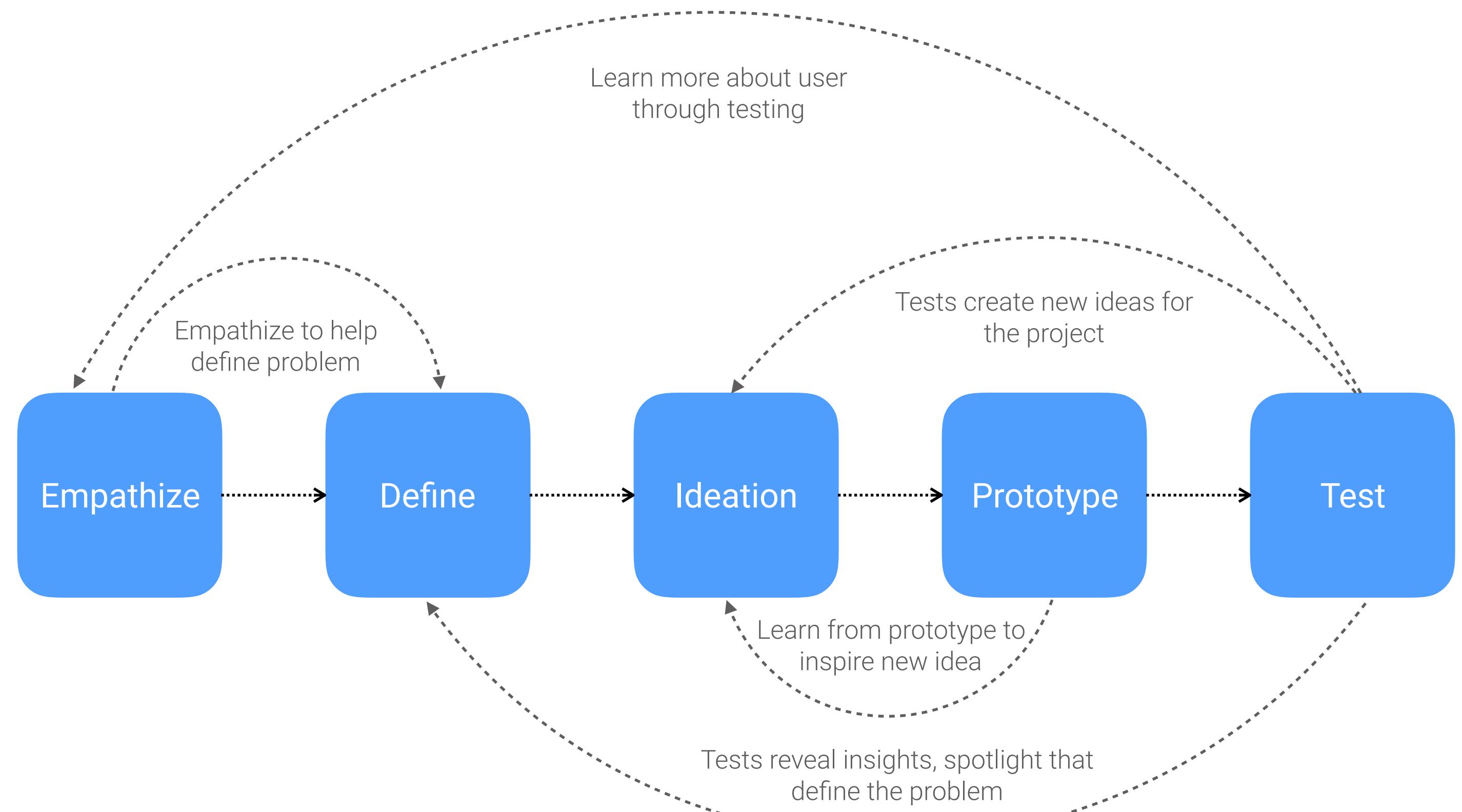
# 1. Thinking Process

When I got the exercise, I chose the option 1, Wait Staff Review. I renamed it to HeyServer, which denotes it's a daily micro-moment app.

For this purpose, as an UX / Interaction designer, I decided to work it out in design thinking methodology, which I always used in my daily work.

Furthermore, I did analysis on similar function rating apps, draw the mind-map, different drafts several times and adapt this non-linear process as the guide process to fulfill this exercise.

## Design Thinking Process



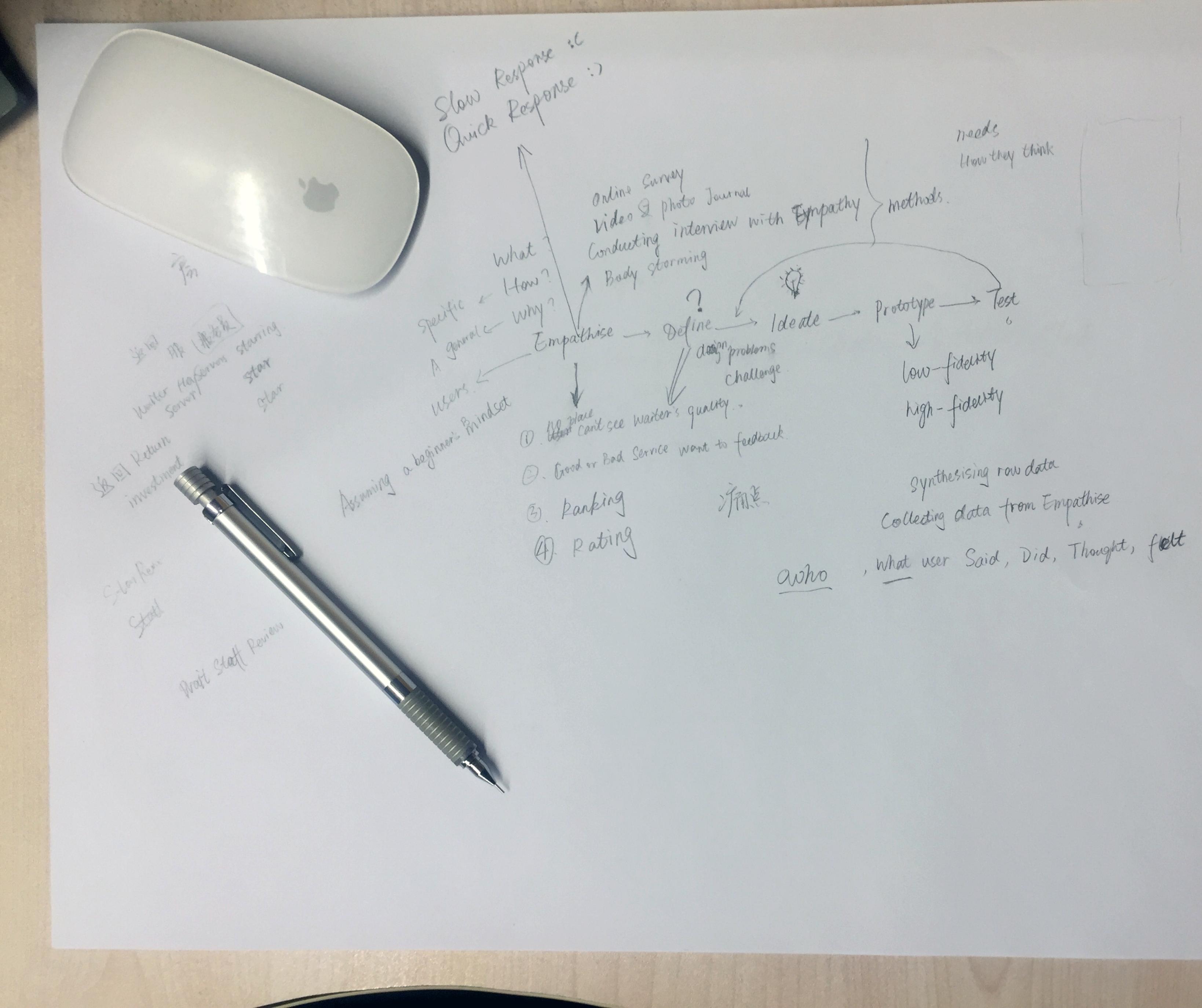
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Zhang, Lei(Alain)



# 2.

## User Research

User research is the starting point for a project. Research helps us learn about the users and their behavior, goals, motivations, and needs.

Due to the limited time and manpower condition, I'd like to choose the following methods as the initial methods to implement the user research:

- 2.1 Video & Photo Journal
- 2.2 Conducting interview with empathize
- 2.3 Bodystorming & Persona

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### 2.1 Video & Photo Journal

The best way to know your user is to live like your user. For this project wait staff review app, in order to know our user and scenario first, we UX designer take videos and photos as the journal in the restaurants when diners are ready to have dinner and when they checked out.



After we go back, we collect all those video and photo journals to summarize the frequently scenario, and write down this step reports.



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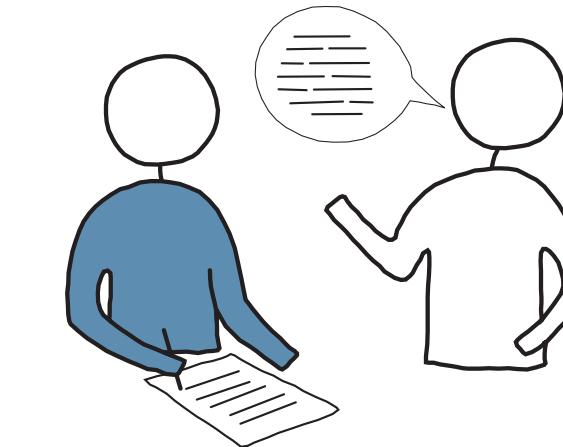
2.3 Bodystorming & Persona

### 2.2 Conducting interview with empathize

As we continue digging the demands from diners and waiters/waitresses, we designed a interview survey questions from the beginner mindset and talk with them to win their respect, then we conduct our interview with empathize.

Surveys Like:

- What kind of service make you feel comfortable?
- Why you'd like to give a thumb up to a server?
- Why you'd like to give a thumb down to a server?
- Will the server's attitude impact your diner experience?
- Would you like to pay tips for the server?
- Why you'd like to visit the the same staff, who serve for you next time?
- How's your emotion when you feel comfortable or not after the dinner?
- .....



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### 2.3 Bodystorming & Persona

We UX designer try to live in three kinds of personas from diner, waiter/waitress, hiring manager perspective. To act the bodystorming, which is the act of physically experiencing a situation in order to truly immerse UX designers in the users' environment.

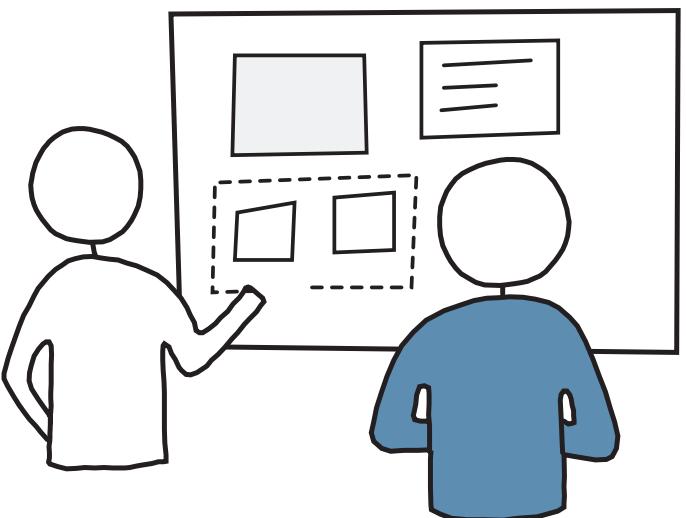
From one side, work in restaurants as the waiter/waitress staff to empathize their job in person and serve for the diner. In the second side, we take ourselves as the critical diner and moderate diner when we having our dine. In the third side, the manager try to send the invitation to the idea staff they like.

After these two kinds of personas bodystorming, we successfully collect the valuable information we need.



### 3.1 What user Said, Did, Thought, Felt

- Said (keywords): nice looking, smile face, quick response;
- Did (keywords): impatient, acceptable to the good advice;
- Thought (keywords): needs respectable, advisable response; find the better waiter nearby;
- Felt (keywords): felt sunshine when good service did; felt not good have the bad mood this day; need a place to express their thoughts towards the server.



3.

### Define the problem

A great definition of your problem statement will guide UX team's work and kick start the ideation process in the right direction.

- 3.1 What user Said , Did, Thought, Felt
- 3.2 Analysis and Synthesis
- 3.3 Define a problem statement and point out the pain point, dig out the fundamental demands

## 3.2 Analysis and Synthesis

From the information collected, we examined our target users deeply on their routines, their behaviors, their needs, when and where they need service.

- Our user's age range is between 23 - 45;
- Our users are educated people, white collar, golden collar;
- Male occupied 51% while female occupied 49%;



We figured out the following statistic:

- **70%** users are concerning about the waiter/waitress's service attitude;
- **60%** users are concerning about the server's professional guide to the dine;
- **93%** users felt nice service will bring nice mood;
- **90%** users want to thanks or comments to the servers;
- **89%** users want the constructive advice when they make order;
- **85%** users want to know the better server ranks around or nearby him;

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### 3.3 Define a problem statement and point out the pain point while dig out the fundamental demands

The real demands comes from the daily life. We UX designer empathized the user and did user research, we draw the following statements and the outputs.

**Problem statement:** People who wants to have a great dinner experience tends to know where can I find the better server and get the constructive advice from the staff, smiling service. After the service, people needs a place to express their thoughts toward this server. Manager need to find the idea staff they like.

According to the pain points, we interpret the result that the **fundament demands** is to find the suitable server nearby, and give thoughts or comments after finished their service. We set this fundament demands as our first and base iteration version to create a easy to use, nice usability products.

For the further thinking, the product should has two sides, one is diner side, the another is wait staff side. For the limited time and exercise purpose, this exercise only handle the needs from the diner side. Please kindly noted.

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# 4.

## Ideation and brainstorm

Ideation and brainstorm is an exciting process. The goal is to generate a large number of ideas that potentially inspire newer, better ideas – that the UX designer can then cut down into the best, most practical and innovative ones.

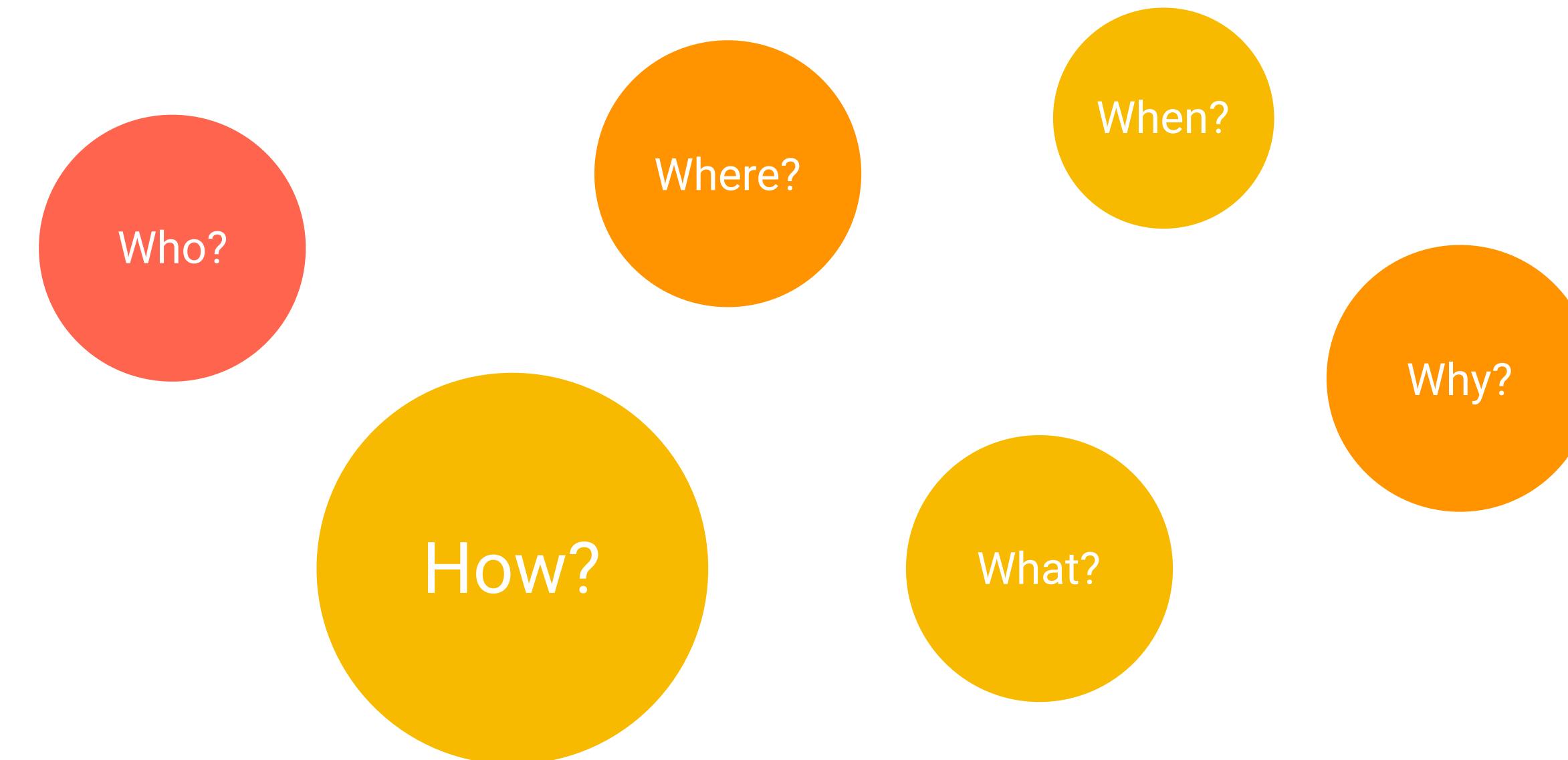
4.1 “How Might We” questions

4.2 Six Thinking Hats

4.3 Brainstorming

### 4.1 “How Might We” questions

- How might we make user quickly find the better servers around him?
- How might we enable user can see the valuable information about the server?
- How might we make each dinner experience enjoyable?



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### 4.2 Six Thinking Hats

- **Managing Blue** - What is the goal? From big picture;
  - Help user find the good server and post comments;
  - Listen to the constructive suggestion from good server;
- **Information White** - What information is available?
  - LBS, location based service;
  - Servers are willing to stand in the top of the ranks;
- **Emotions Red** - Reactions or emotional feeling;
  - People feel bad and frustrated when they met the bad service;
  - People feel great when they met the great service;
  - People tend to post their comments to show their emotion;
- **Discernment Black** - Realistic, conservative suggestion;
  - Server didn't have enough time to accept booking;
- **Optimistic response Yellow** - See the brighter, sunny side of situations;
  - Server are encourage to ask client rating their service;
  - Server are very care about their ranking;
  - Employer can have a great way to know server's reputation;
- **Creativity Green** - Thinks creatively, outside the box;
  - Use LBS function to find the nearby star server or staff;
  - Display the booking cycle to show the popularity of the server;
  - The fall back server have the channel to improve their service and know the feedback;

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## 4.3 Brainstorming



# 5.

## Prototyping

Prototypes are supposed to be quick and easy tests of design solutions.

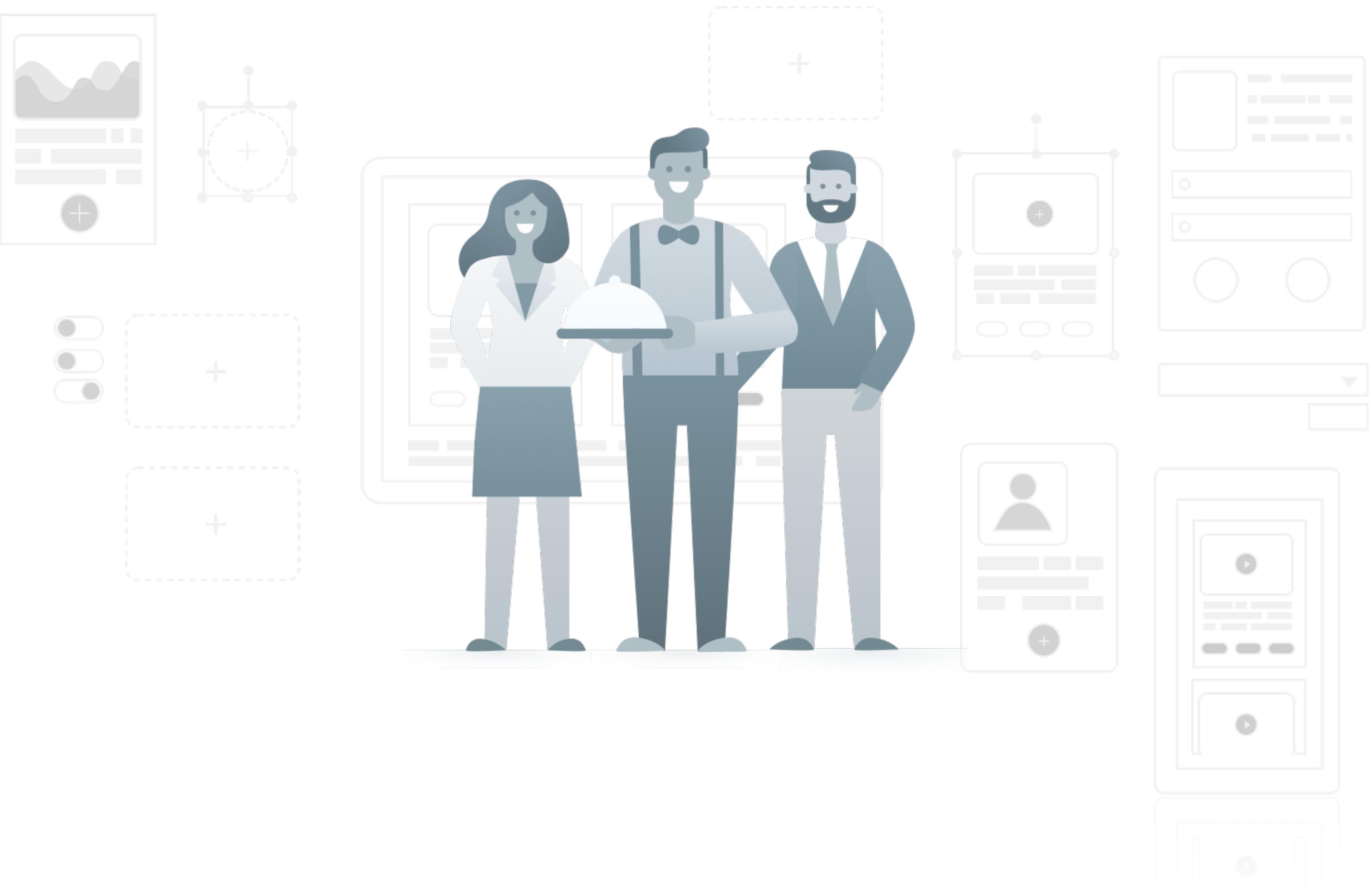
In Low-fidelity method, I choose the paper prototype to quickly draw my ideas and workflows in the grid paper. Due to the A4 page limited, I split the whole flow into 5 pages, each page has the unique page number, and each interface has it's number title, all of them are connected by the arrow line and interaction workflow.

In High-fidelity method, I defined the design style. Make it look and operate closer to the finished product later.

5.1 Low-fidelity (Paper Sketches, Wireframes)

5.2 High-fidelity Mockups

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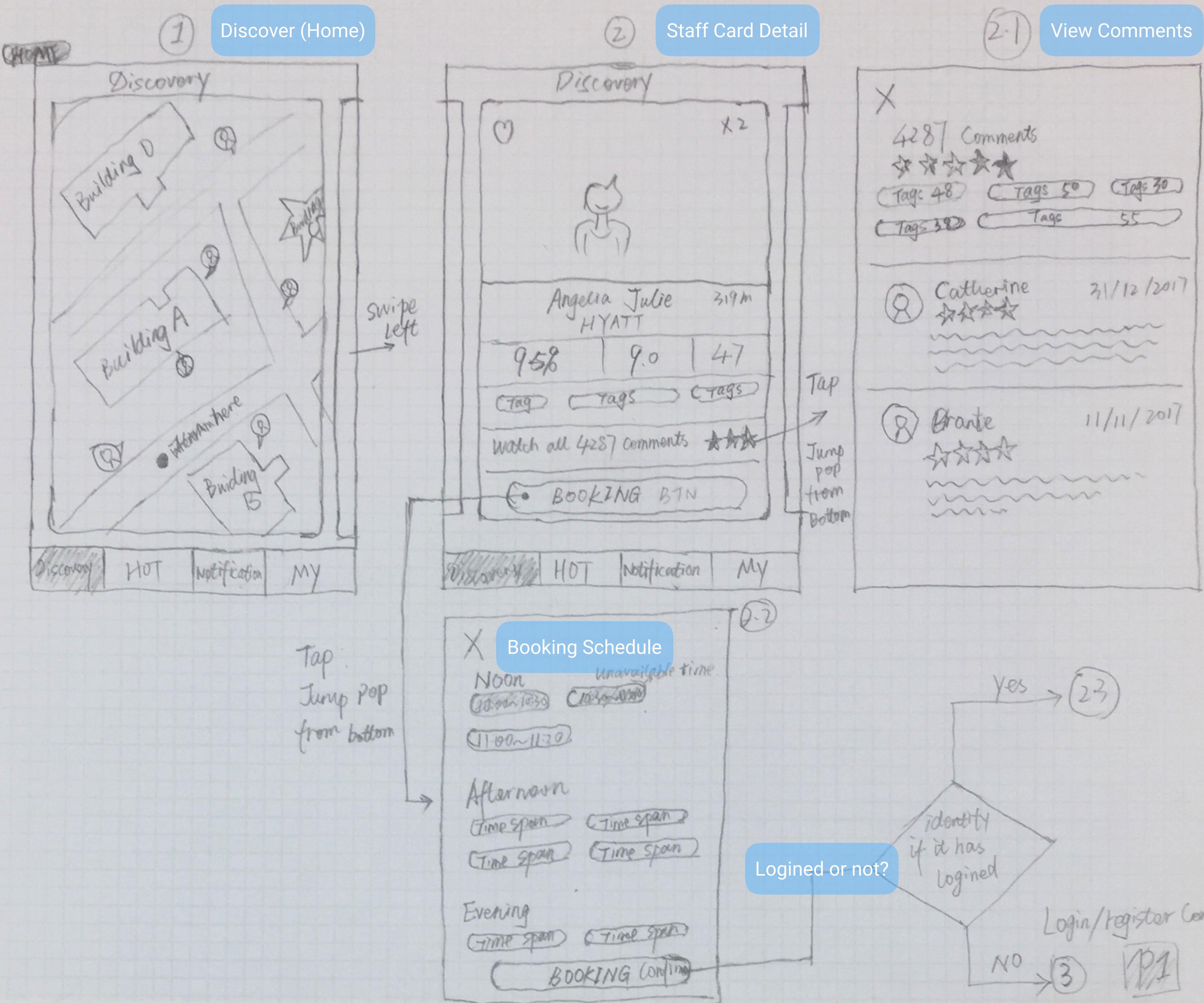
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Hey Server!

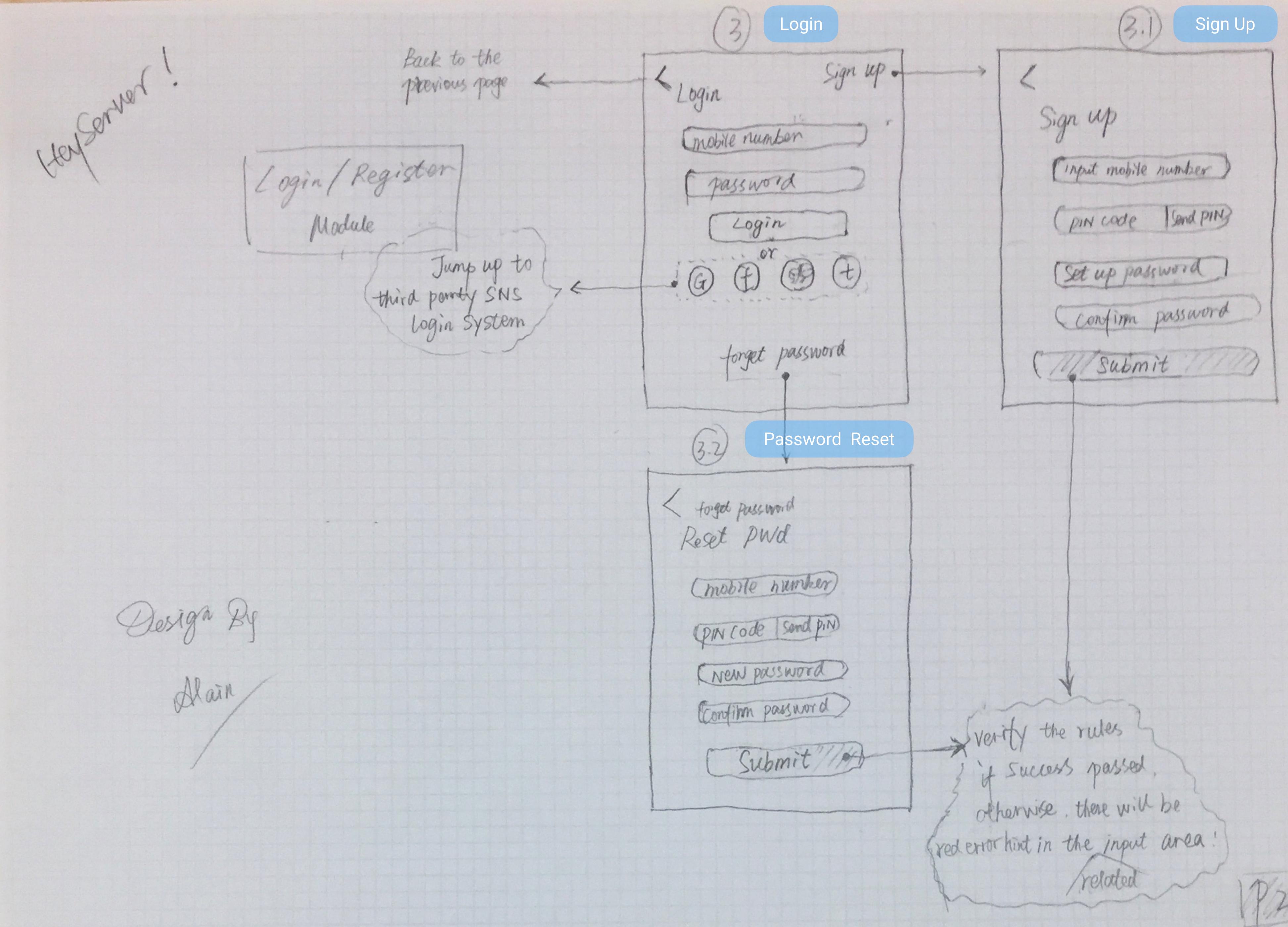
Design By  
Alain

Zhang, Lei(Alain)



# 5. Prototyping

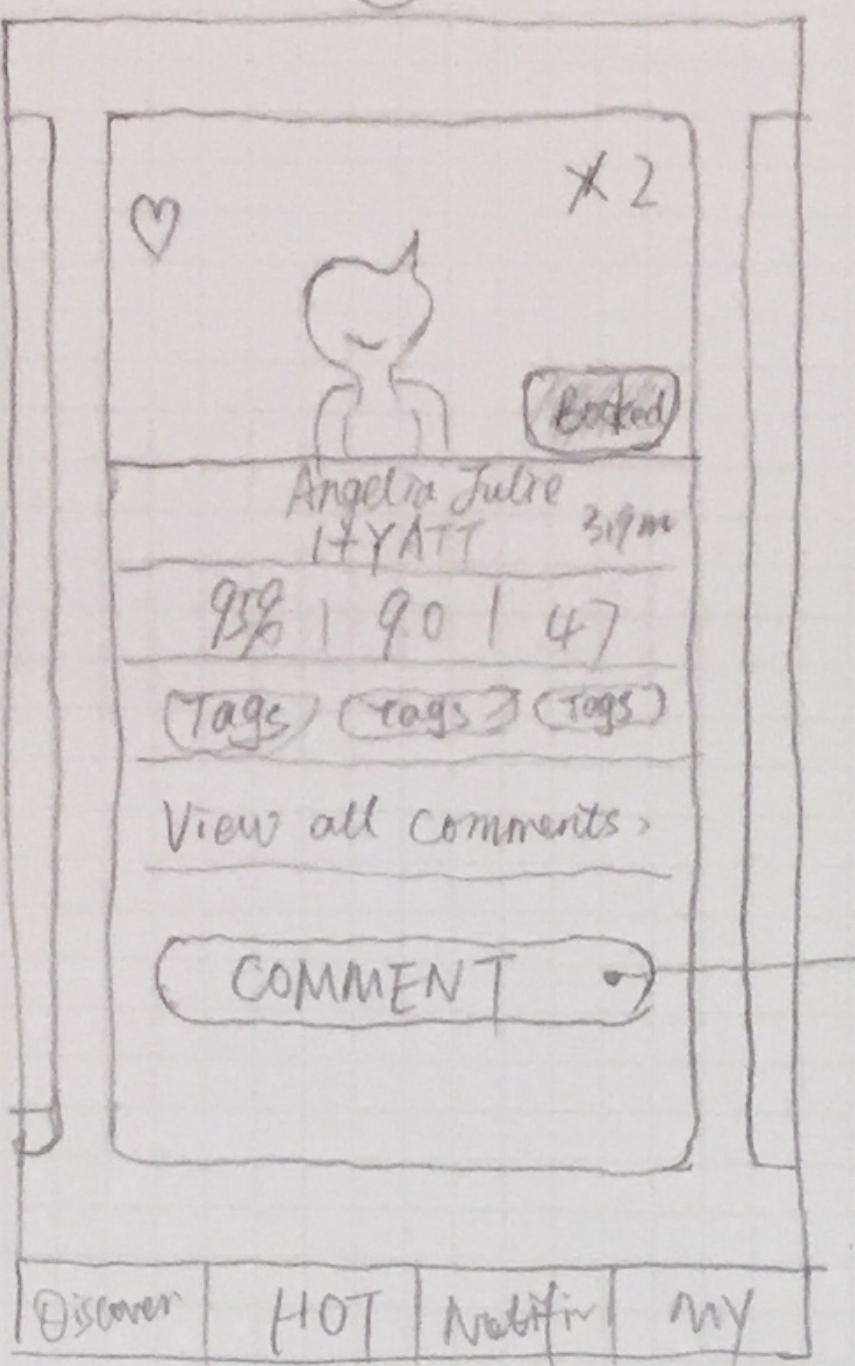
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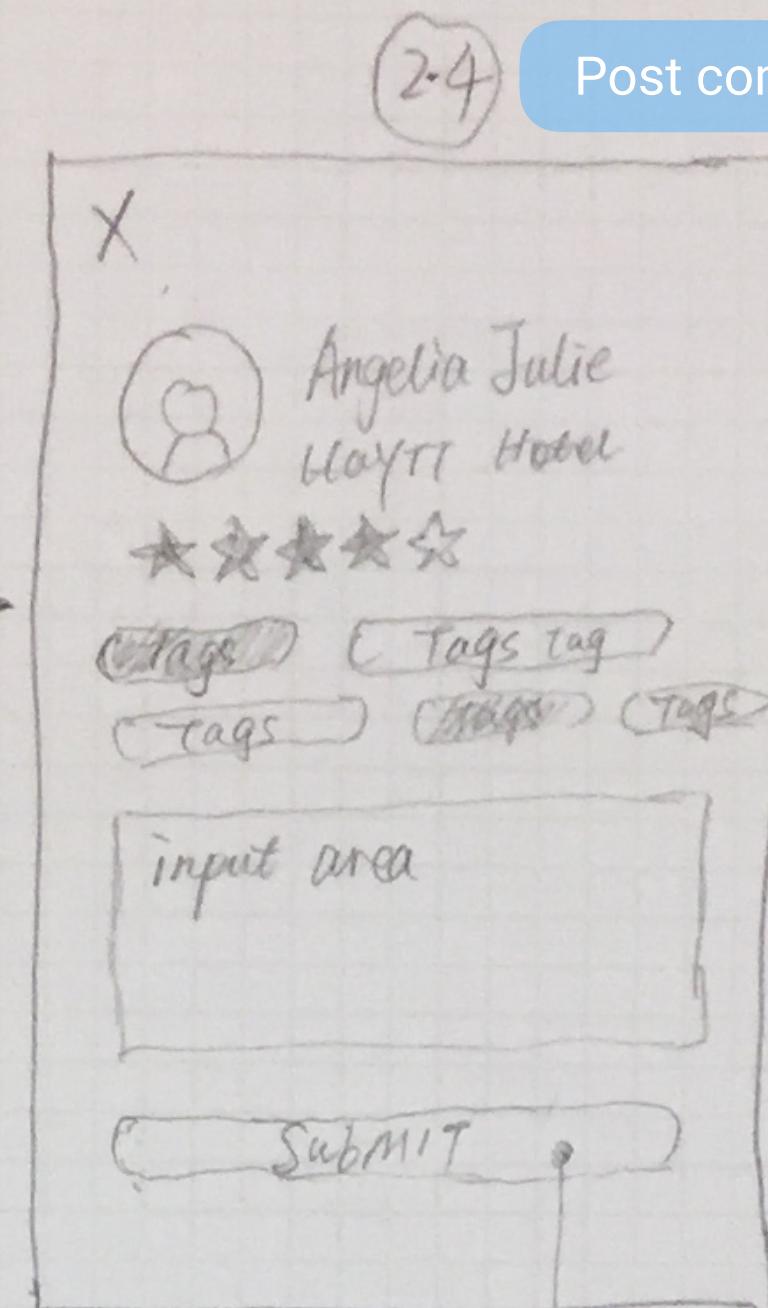
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Staff Card Detail - Status 2 - COMMENT button



(2.3)

Post comment



(2.4)

if comment button is available

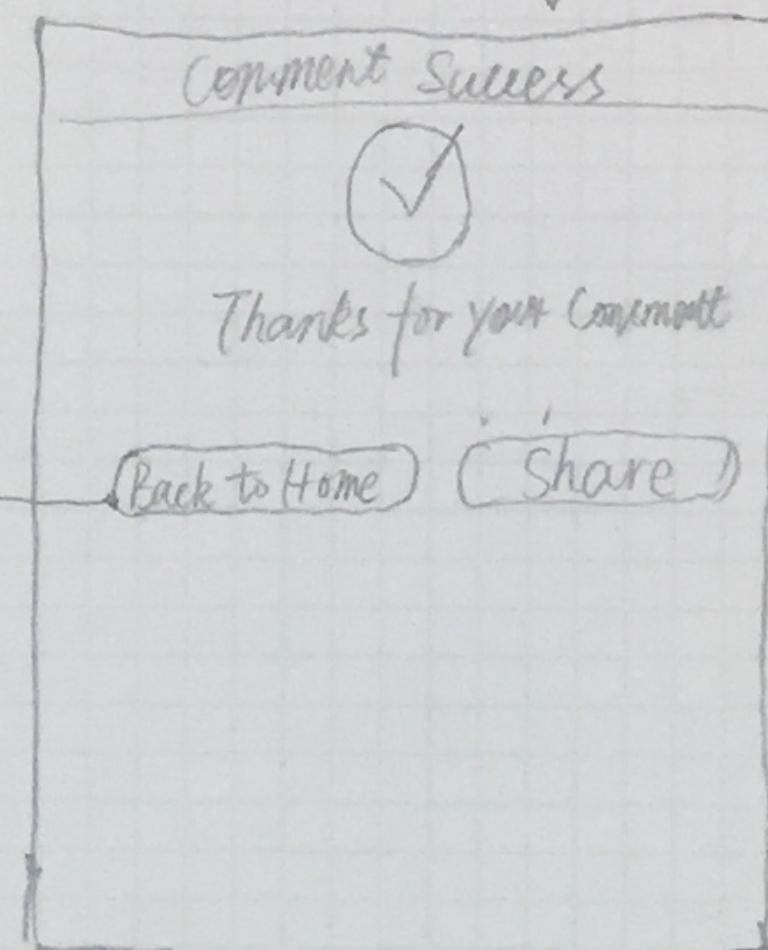
②.4 will pop up from bottom

if Business side

Click finish in his terminal, then the "Comment" button is available, otherwise, it's in grey, can't tap.

↓  
Comment Jumping Rules

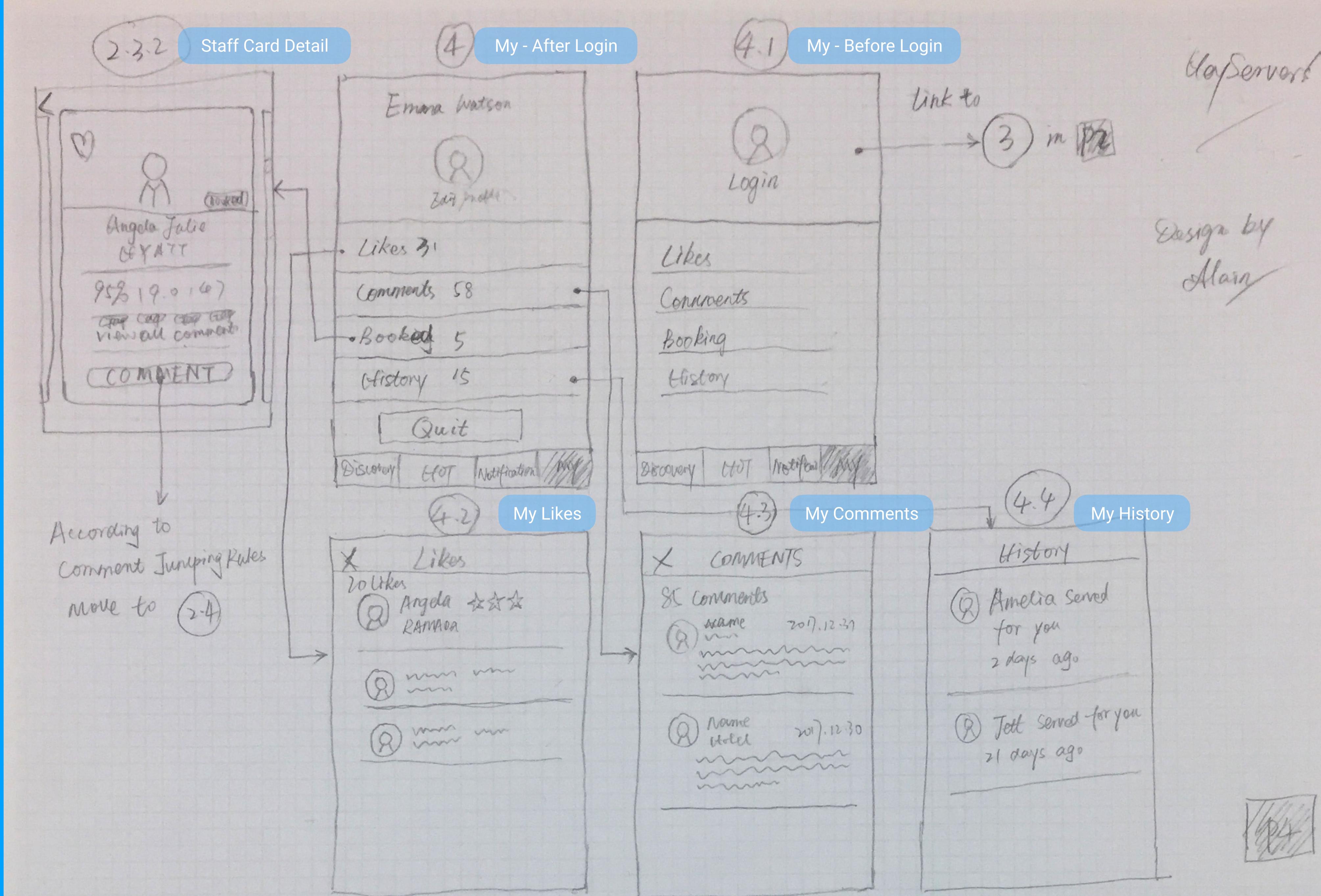
Comment Success



Back to  
①

# 5. Prototyping

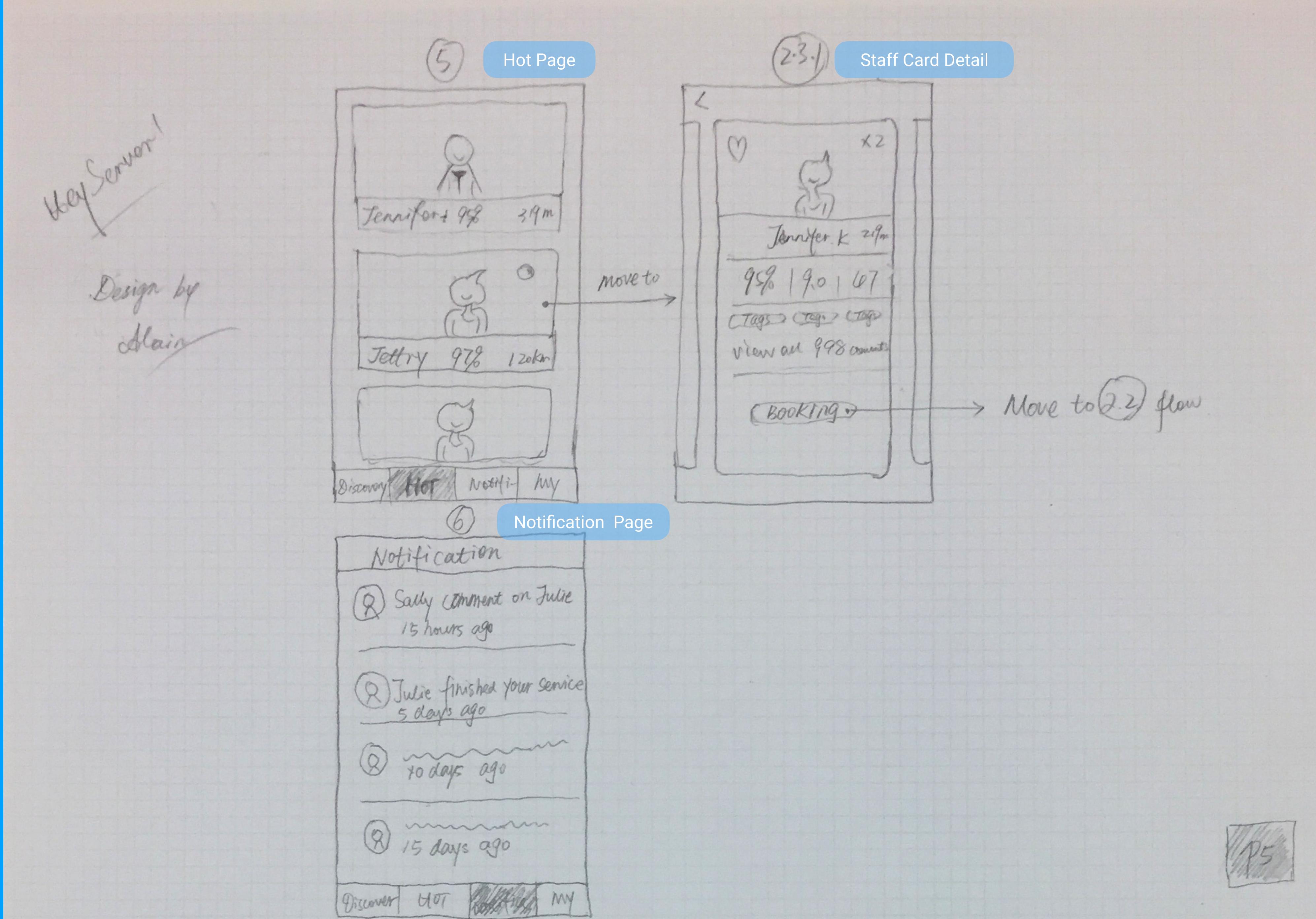
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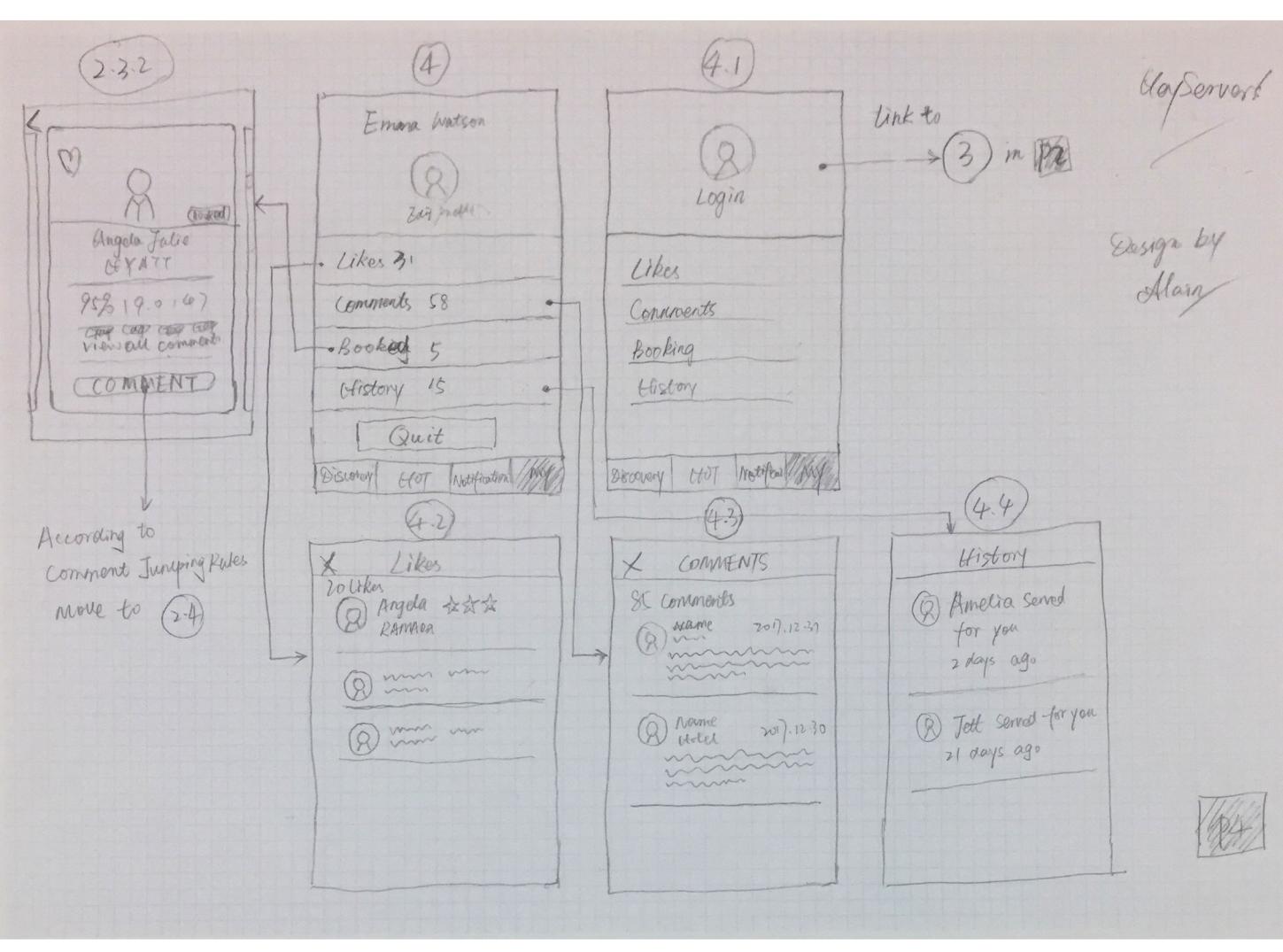
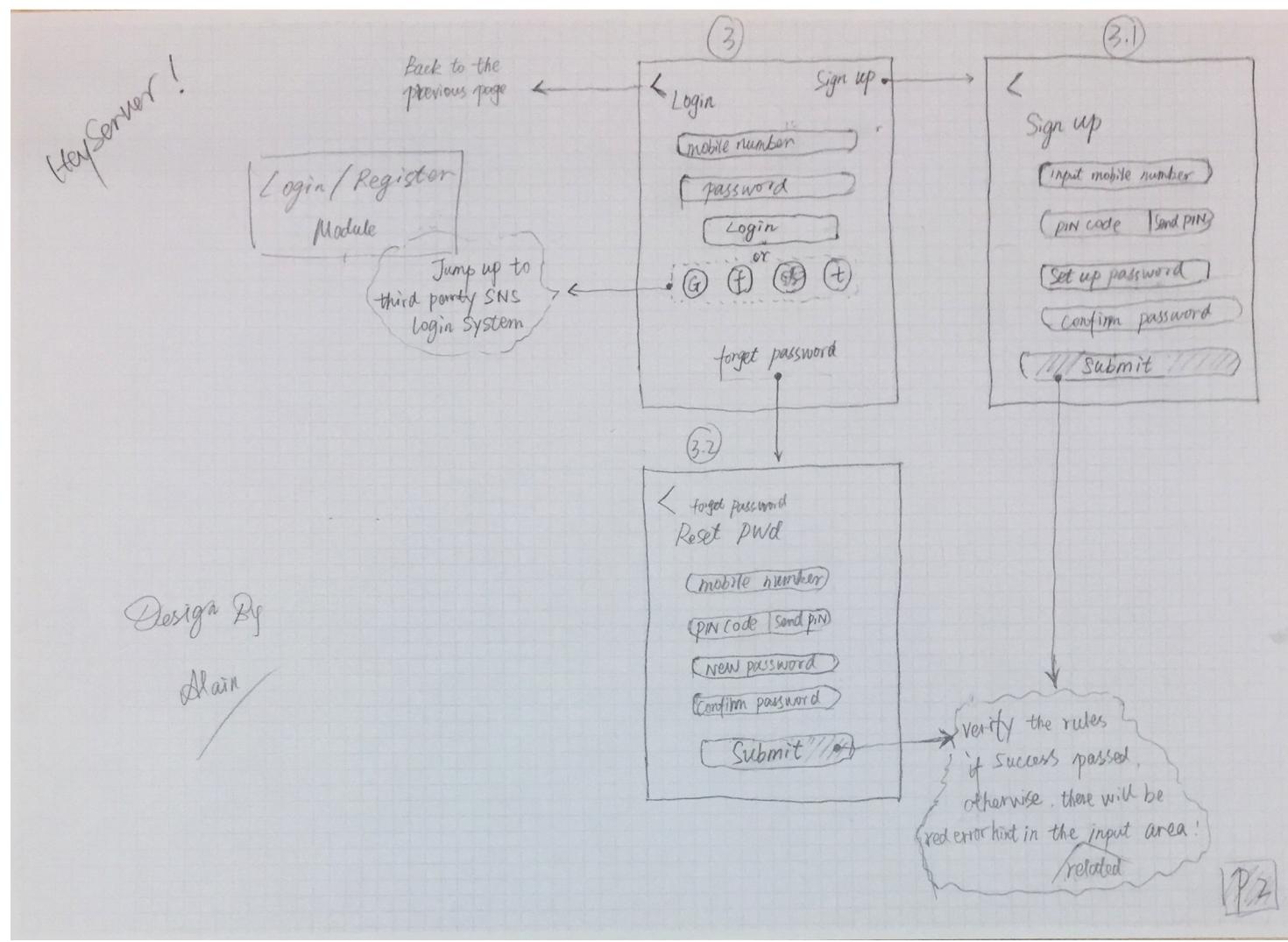
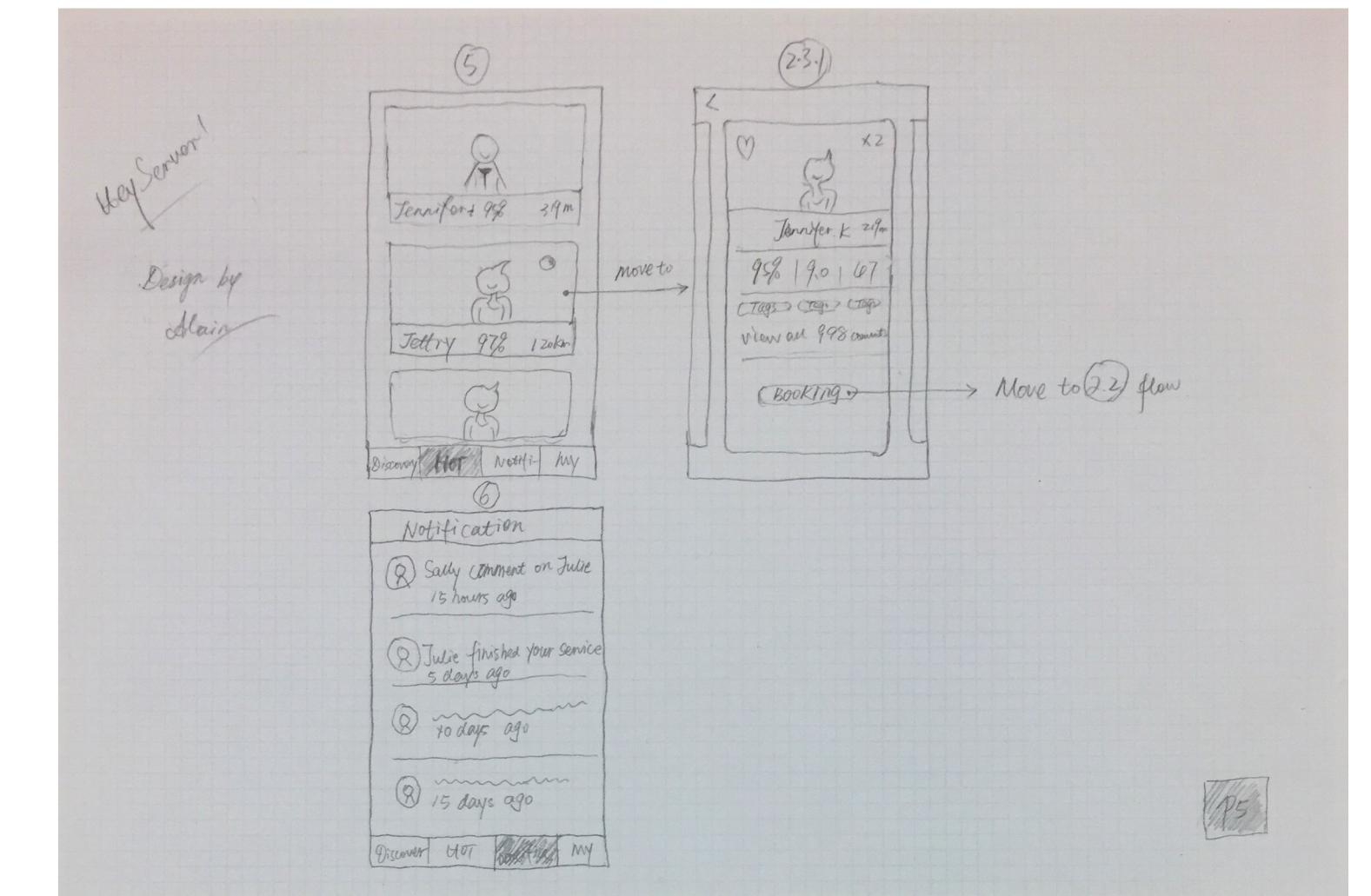
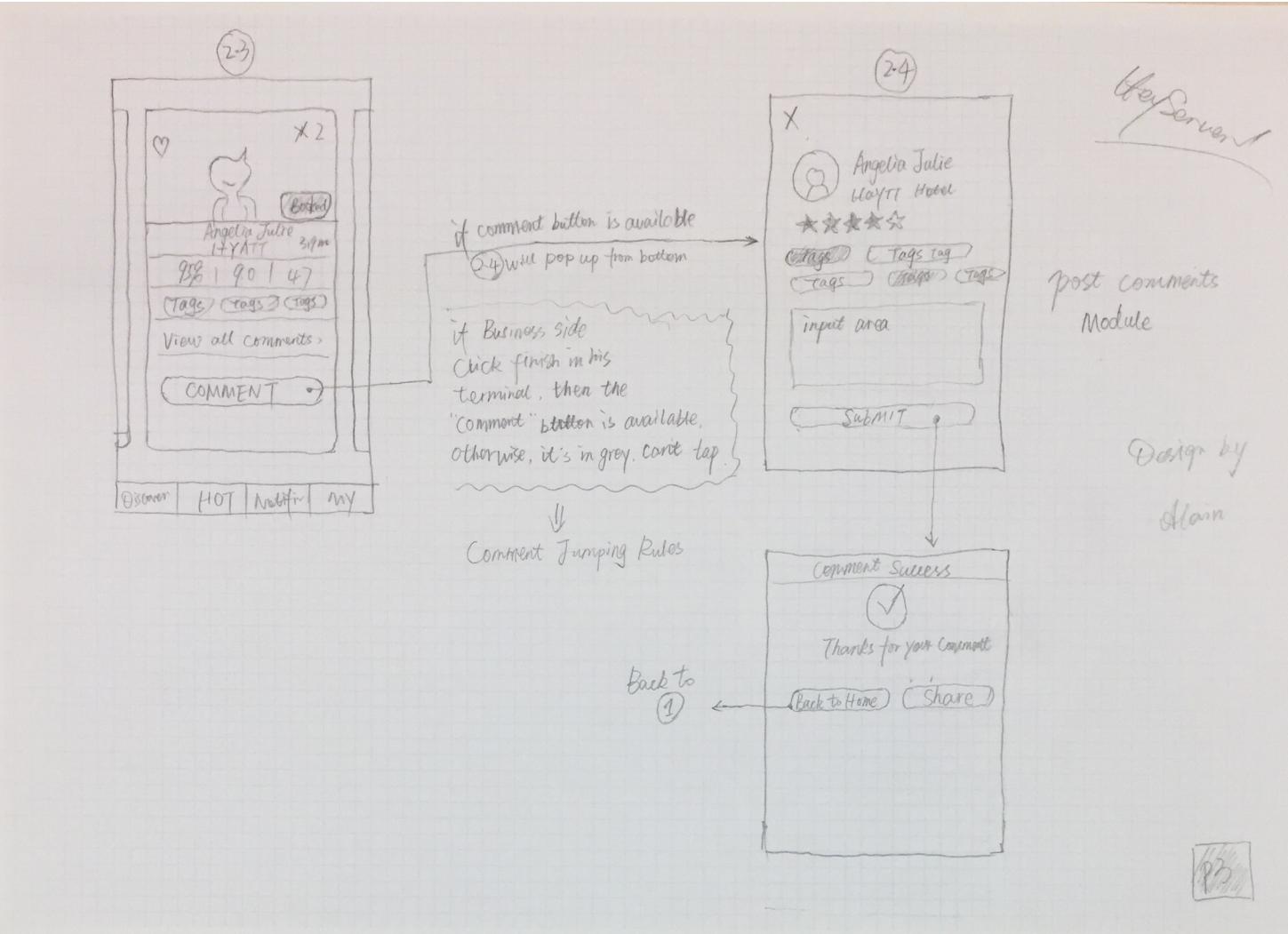
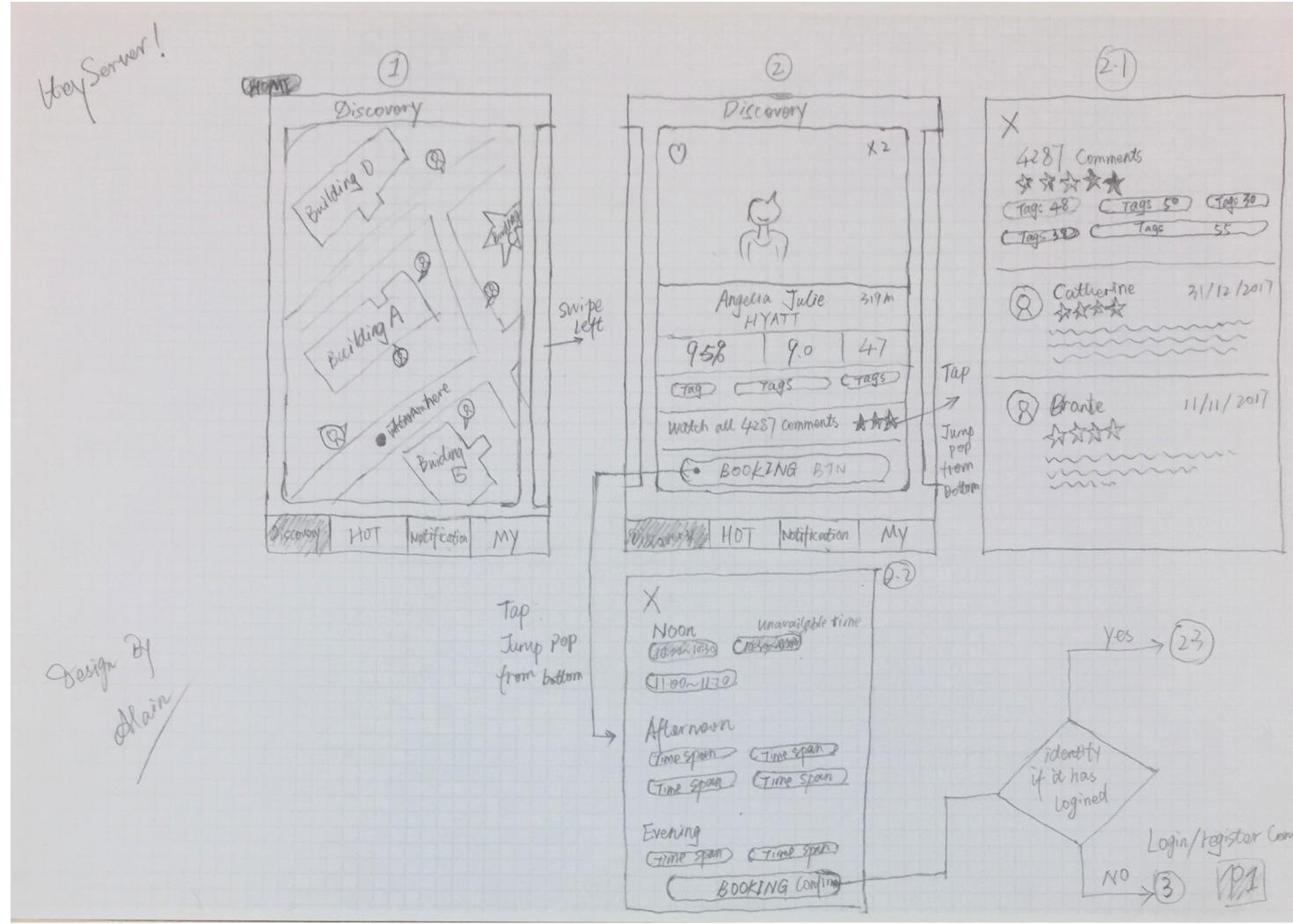
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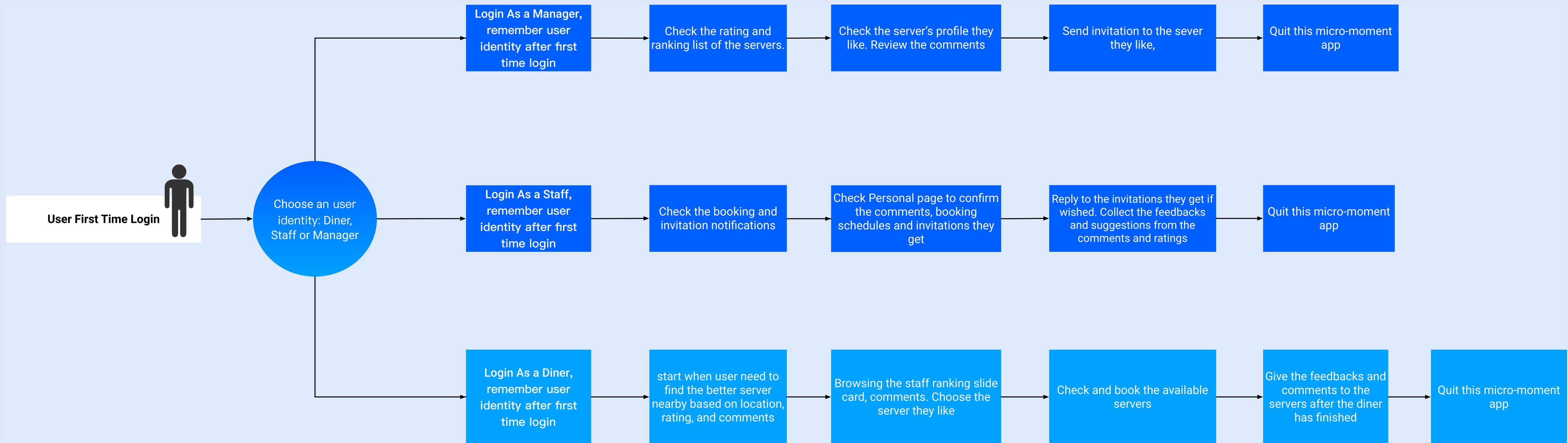


# Paper Sketches, Wireframe

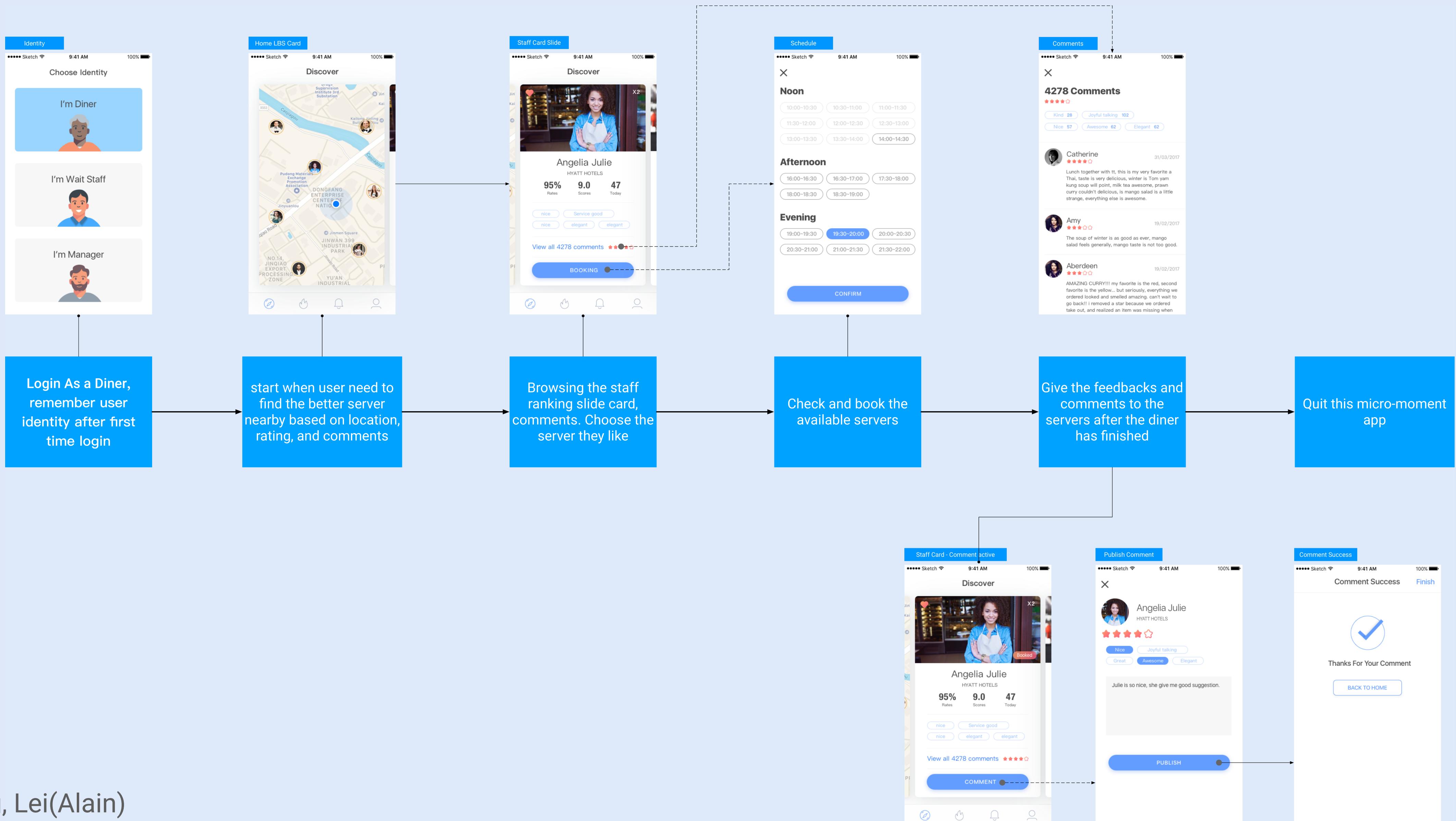


# Hey Server - General User Flow

A major factor affecting products conversions is user flow. It's the path a user follows through app to complete a task (post comments, send invitation, check notification, checking the rating list, etc). It's also called Hey Server user journey. It's designed in general purpose, ignore the login, register, etc parts.

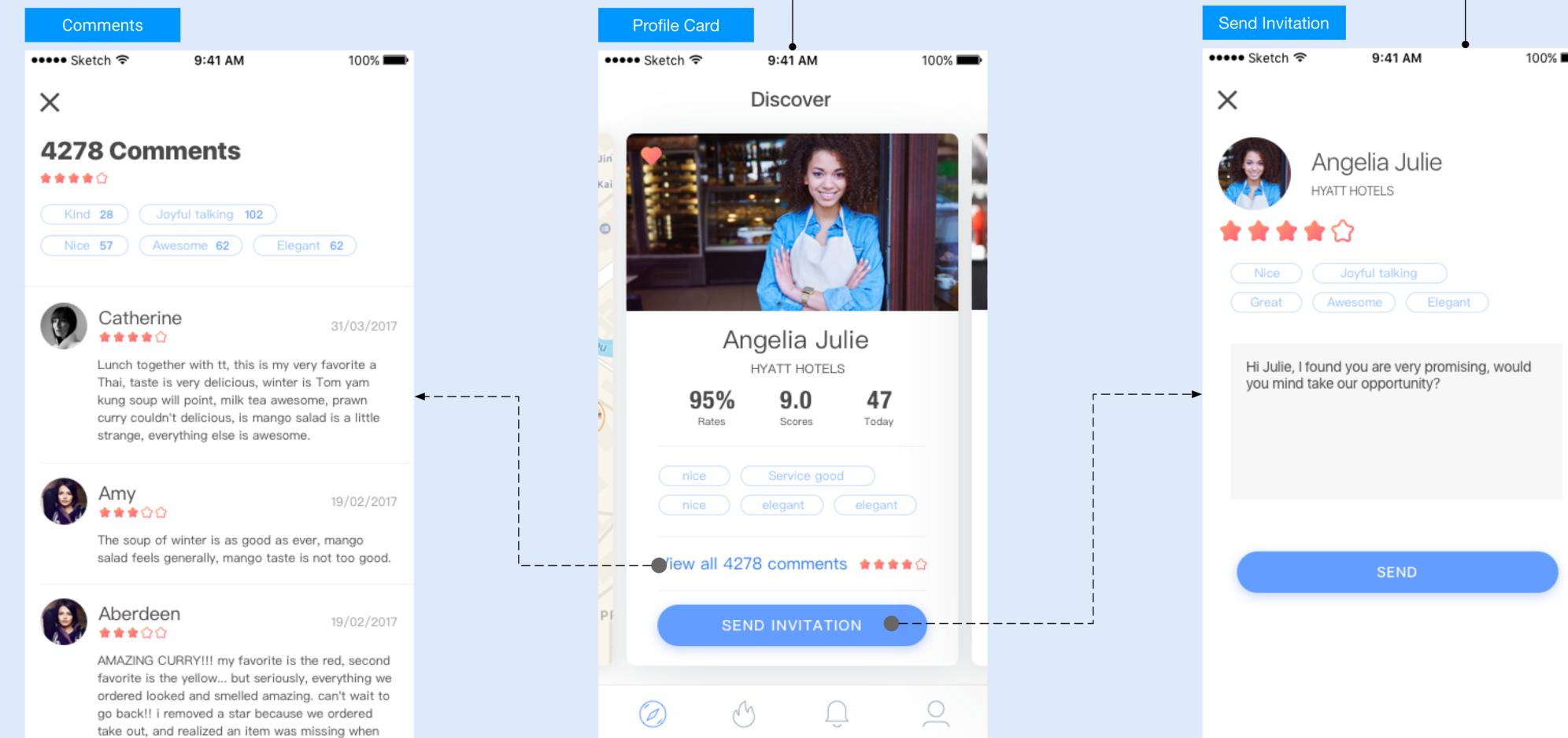
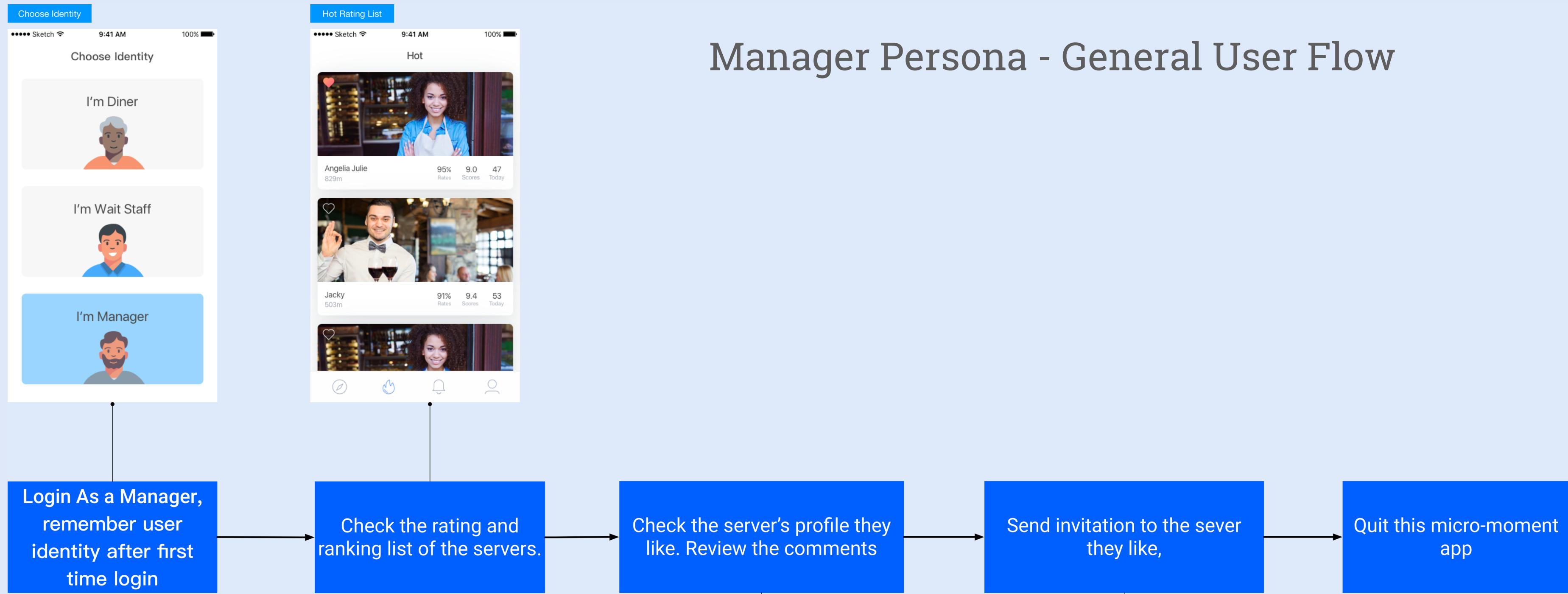


# Diner Persona - User Flow

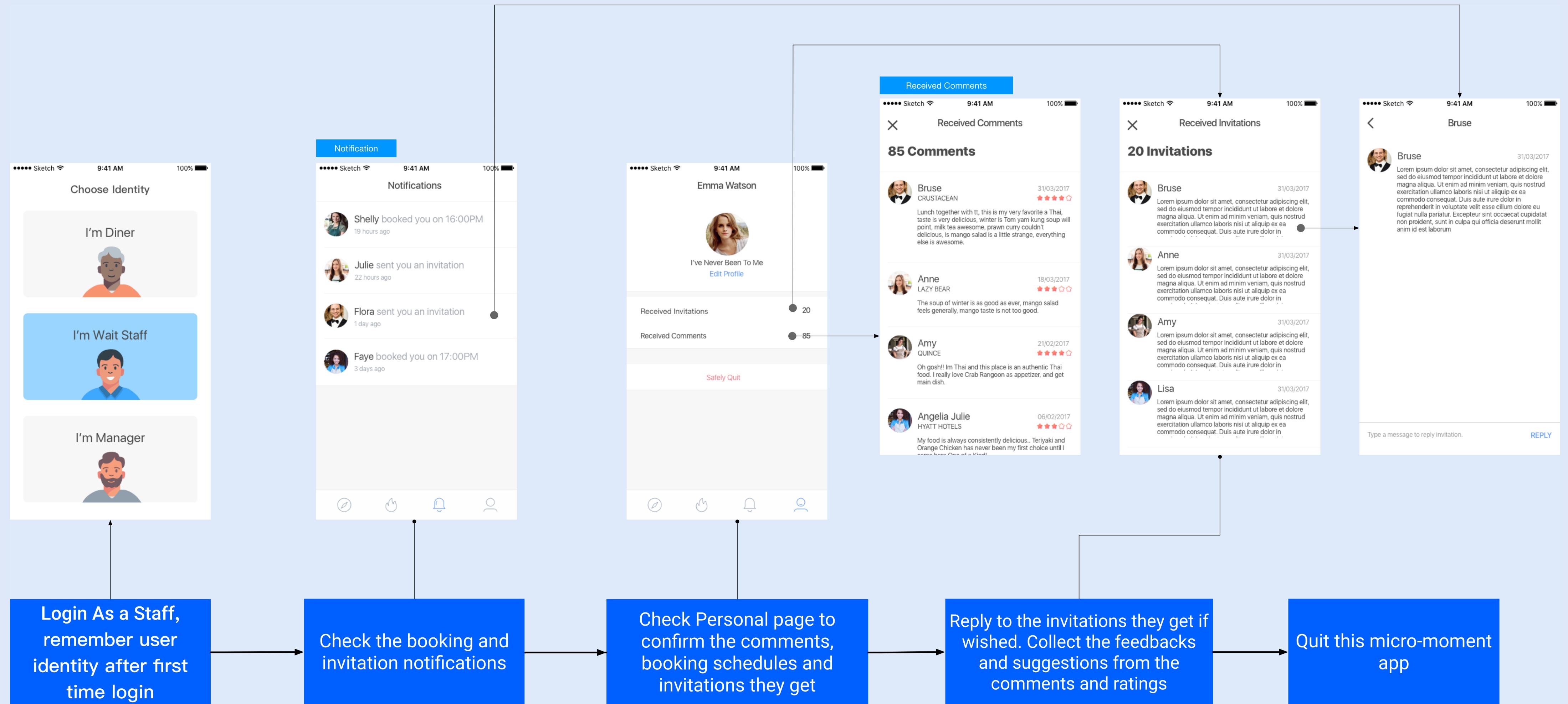


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# Manager Persona - General User Flow



# Wait Staff Persona - General User Flow



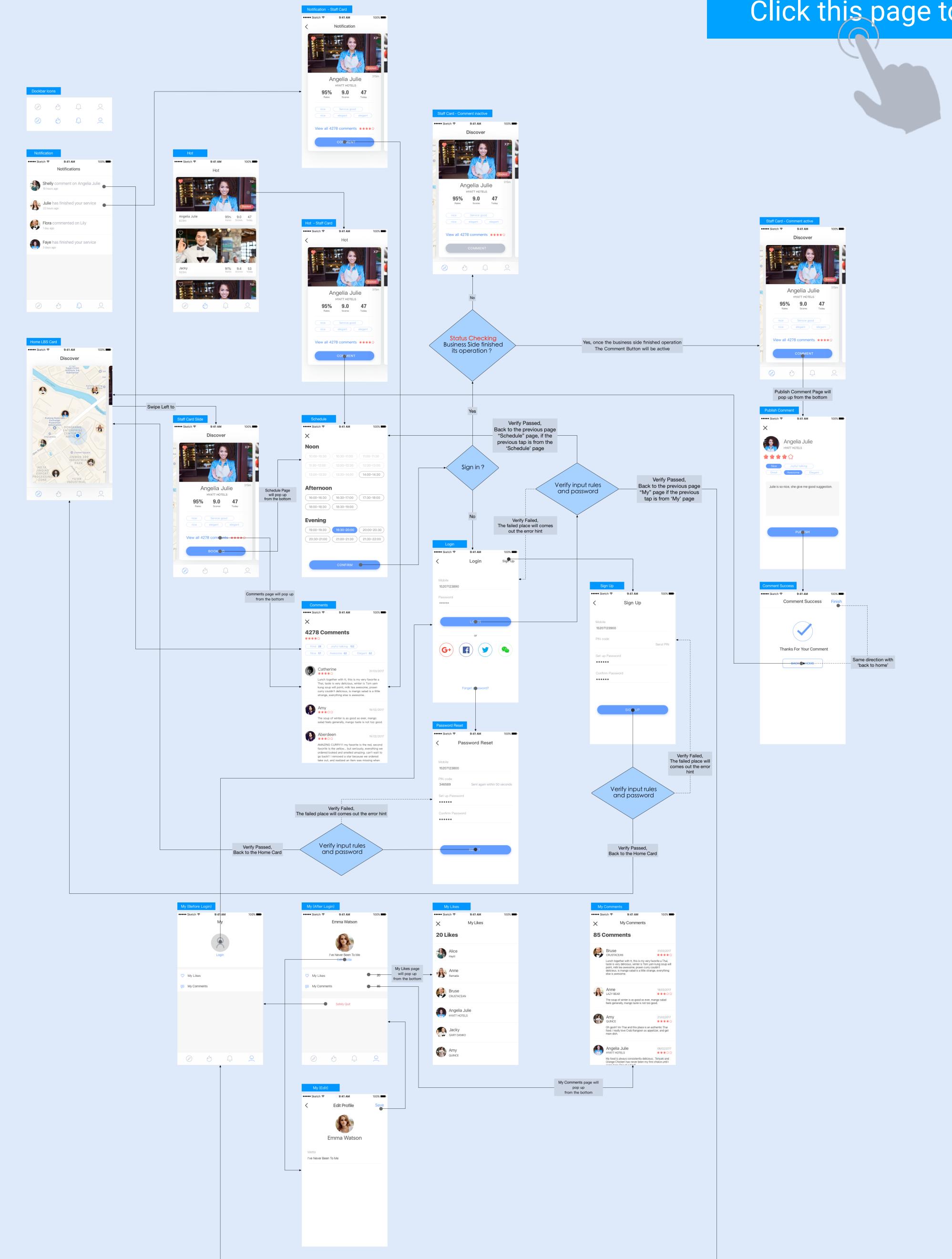
# 5. Prototyping

In High-fidelity method, user can testing involving high-fi prototypes will allow the evaluators to gather information with a high level of validity and applicability. The closer the prototype is to the finished product, the more confidence the design team will have in how people will respond to, interact with and perceive the design.

The right side is the interaction prototype only from the **Diner persona** perspective, it contains some logic UML, including login, register where needed. As for other personas: Staff, Manager, I only draw the user flow above to see the general idea.

To see the **High-definition** view, please just **click the current page**, the HD mockups will be open in a new tab in your browser. It's better to download directly. Thanks.

Zhang, Lei(Alain)



\* Please note:  
Click this page to view the HD mockups.



Created by Zhang, Lei(Alain)  
Omnigraffle  
2018-01

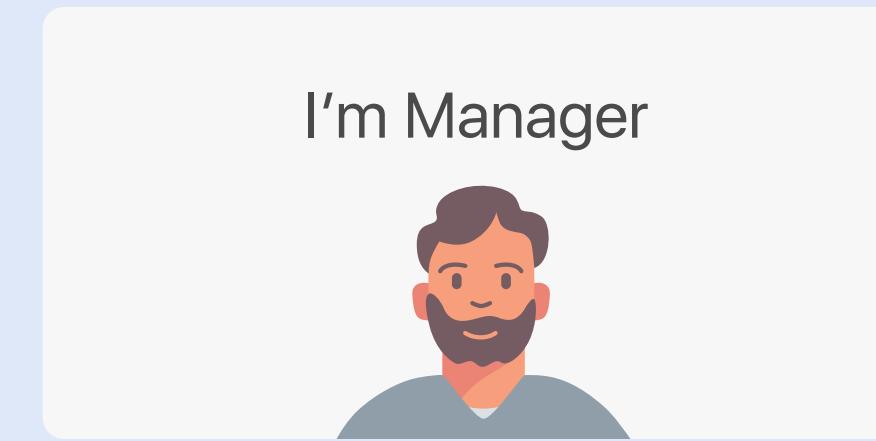
## Conclusion



I'm Diner



I'm Wait Staff



I'm Manager

For this exercise, it concludes the following demands after user research: 1, Diners can submit positive comments for the wait staff; 2, Servers can use these feedbacks to improve their work; 3, Managers can use these information to secure new employment; Based on these three demands, I attempt to design a completed mobile app product experience to solve those problems from three different personas.

The real comments or suggestions to the server will be earned when diners had experienced server's service, otherwise the comments might not real or trustful. Through my design thinking process, I certainly confirm that a good server should get more positive comments and rating stars, while on the other side, the manager can know who is their ideal wait staff. And the staff himself / herself can check the comments and get new invitation opportunities.

This exercise fully illustrated my thinking process and working steps. As a product designer, in order to make the product be more realistic, I tried to design some live demands like finding nearby good servers. As time is limited, some details could not be displayed. I believe this could be better in the future projects.

Thanks for your patience.  
Regards  
Sincerely,  
Alain

\* This exercise document is used for applying Interaction Designer in Google only.



# Thanks

Alain has served as a highly self-motivated Senior UX Design Expert and product design leadership roles in Global Fortune 500 corporations, Wanda Financial Group, Tencent, and State Street. He is passionate and committed to delivering top level user experience to the product that make user feel reliable and elegance.

Zhang, Lei(Alain)  
Mobile: (86) 152-0712-3890