

TipTrack

A Mobile Tip Tracking App

UX Case Study | Justin Adame

Google UX Design Certificate | 2025

The Challenge

Bartenders earn inconsistent income from cash tips, credit card tips, and must tip-out support staff—yet most track earnings using memory, notes apps, or pen and paper. Without clear visibility into actual take-home pay, bartenders like Justin struggle to budget and often feel money disappears between shifts.

The Solution

TipTrack is a mobile-first app designed for speed and clarity. Bartenders can log complete shifts in under 30 seconds, automatically calculate tip-outs, visualize earnings patterns, and track their real income across multiple venues—helping them take control of their finances.

Project Details

Role: UX Designer

Duration: 4 weeks

Tools: Figma, Google Slides, User Interviews

Focus: Mobile app (iOS/Android)

Deliverables: User research, wireframes, high-fidelity prototype, usability testing

Problem Statement

USER

Justin

CHARACTERISTICS

Bartender working multiple shifts per week

NEEDS

A quick and accurate way to track cash tips, credit card tips, and tip-outs to support staff

BECAUSE

Without proper tracking, he loses sight of his actual take-home income and struggles to understand where his money goes, making it difficult to budget and save effectively

Meet Justin

JUSTIN | Age 28 | Bartender | Austin, TX

About

Works 4-5 shifts/week across two venues. Loves bartending but struggles to track inconsistent tip income and tip-outs accurately.



Goals

- ✓ Track tips in under 1 minute per shift
- ✓ See real earnings after tip-outs
- ✓ Identify most profitable shifts
- ✓ Build reliable income history for budgeting

Pain Points

- ✗ Forgets exact cash amounts after busy shifts
- ✗ Loses track of weekly tip-outs
- ✗ Uses unreliable tracking methods (notes, memory)
- ✗ Can't compare venue/day profitability
- ✗ Difficulty budgeting with variable income

Quote

"I make good money, but I honestly have no idea where it all goes. By the time I pay out the barback and get home, I can't remember what I actually made."

POINT 02

ACTIONS: Counting out cash to tip barback \$40, server \$30, busser \$20. Trying to remember total earnings.

THOUGHTS:

"Wait, how much did I actually make in cash versus credit card tips?"

EMOTIONS:

Confused, tired, rushed

PAIN POINTS:

- Already forgetting exact tip amounts
- Multiple people to tip out with different percentages
- No clear record of who got what

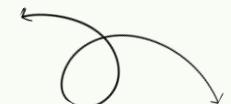
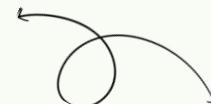
DURING SHIFT

END OF SHIFT

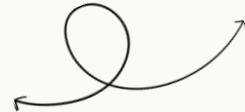
GETTING HOME

REVIEWING

BUDGETING



POINT 01



ACTIONS: Bartending busy Friday night shift, juggling cash and credit card tips

THOUGHTS:

"I'm making great tips tonight! I'll definitely remember how much I earned."

EMOTIONS:

Confident, focused on customers

PAIN POINTS:

- Too busy to track tips in real-time
- No system for recording amounts as they come in

POINT 03

ACTIONS: Opens notes app on phone to log the shift. Estimates amounts from memory.

THOUGHTS:

"I think it was around \$180 in cash... or was it \$200? And credit was maybe \$120?"

EMOTIONS:

Frustrated, uncertain, exhausted

PAIN POINTS:

- Using rough estimates instead of actual numbers
- Inconsistent tracking method (sometimes notes app, sometimes paper)
- Too tired to be accurate

POINT 05

ACTIONS: Looking at bank account and paycheck, trying to budget for rent and expenses.

THOUGHTS:

"I could've sworn I made more this month. How am I supposed to save?"

EMOTIONS:

Disappointed, powerless, anxious

PAIN POINTS:

- No reliable income history to reference
- Can't identify most profitable shifts or venues
- Impossible to budget with such uncertainty
- No way to verify paycheck accuracy

Current Solutions

ServerLife (Market Leader)

Complex interface with slow entry process.
Takes 2-3 minutes to log a shift with too many fields to fill.

TipSee (Analytics-Focused)

Great visual charts but requires extensive data entry. No quick-logging option for busy bartenders.

Just The Tips (Simple Tracker)

Fast entry but lacks tip-out tracking and multi-venue support. iOS only.

Pen & Paper (Most Common)

No automatic calculations, no insights, prone to errors and lost notes.

What's Missing

Existing solutions force bartenders to choose between speed or comprehensive tracking—but not both.

The Problem:

- Fast apps lack tip-out tracking and analytics
- Comprehensive apps require too much time
- Manual methods provide no insights
- No solution designed for bartenders' workflow

What Justin Needs:

- ✓ Under 30-second logging
- ✓ Automatic tip-out calculations
- ✓ Clear take-home income visibility
- ✓ Simple, focused interface

TipTrack's Solution

TipTrack is the first app designed specifically for bartender workflows, combining speed with comprehensive tracking.

Key Differentiators:

✓ 30-Second Logging

Pre-filled fields and smart defaults based on previous shifts

✓ Automatic Tip-Out Calculations

Instantly shows net take-home after tipping out support staff

✓ Visual Earnings Analytics

See patterns across shifts, venues, and days at a glance

✓ Bartender-First Design

Simple interface optimized for tired hands after long shifts

Screen 1
Dashboard



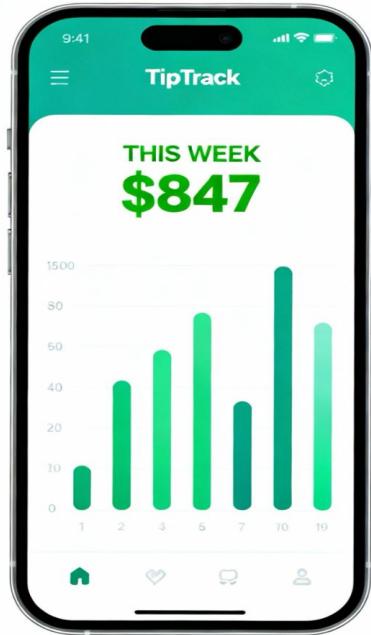
Screen 2
Add a Shift

A hand-drawn wireframe of a smartphone screen showing a form to add a shift. It includes fields for 'DATE' (with a dropdown arrow), 'VENUE' (with a dropdown arrow), 'CASH' (with a dropdown arrow), and 'CREDIT' (with a dropdown arrow). Below these fields is a total amount '\$180'.

Screen 3
Analytics



Early wireframes exploring TipTrack's core screens:
Dashboard for quick earnings overview,
Add Shift for 30-second logging with automatic tip-out calculations, and
Analytics for
identifying profitable patterns across shifts and venues.



The screen shows a form for logging a shift. It includes fields for "date", "venue", "hours", "cash", "credit", and a summary field labeled "credit" containing "\$185". At the bottom, a button says "YOUR TAKE-HOME \$185".



Refined designs with **TipTrack** branding, clean interface, and modern UI. The dashboard provides quick earnings overview, Add Shift enables 30-second logging with automatic calculations, and Analytics reveals earning patterns across time and venues.

Before Tiptrack

- ✗ Forgets exact tip amounts after busy shifts
- ✗ Loses track of weekly tip-outs
- ✗ Uses unreliable methods (notes apps, memory, pen & paper)
- ✗ Can't compare venue or day profitability
- ✗ Struggles to budget with uncertain income
- ✗ No visibility into actual take-home pay

With TipTrack

- ✓ Logs complete shifts in under 30 seconds
- ✓ Automatic tip-out calculations show real earnings
- ✓ Clear visibility into weekly and monthly totals
- ✓ Identifies most profitable shifts and venues instantly
- ✓ Builds reliable income history for budgeting
- ✓ Takes control of financial planning

Thank You!

Questions?

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