

# 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:**

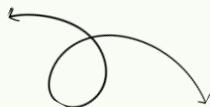
"Wait, how much did I actually make in cash versus credit card tips?"

**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



## POINT 04

**ACTIONS:** A few days later, scrolling through scattered notes trying to calculate weekly total.

**THOUGHTS:**

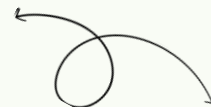
"Where did all my money go? I feel like I made more than this."

**EMOTIONS:**

😞 Stressed, overwhelmed, discouraged

**PAIN POINTS:**

- Can't see earning patterns across different days
- No visibility into actual take-home after tip-outs
- Difficult to compare weekend vs. weekday shifts



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



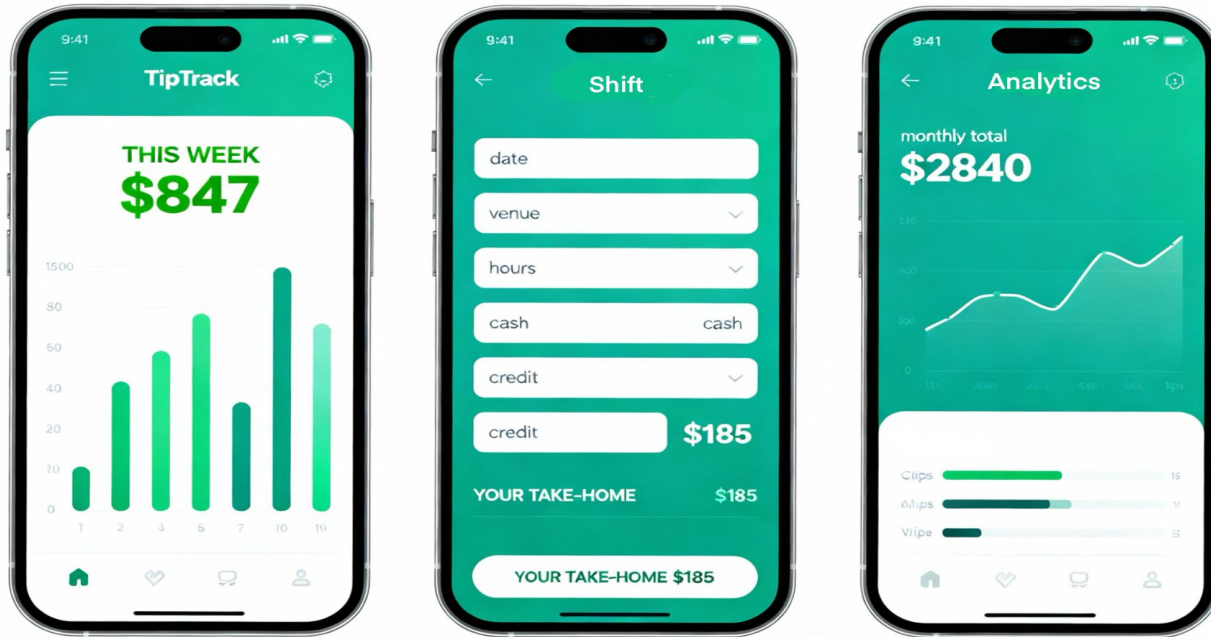
Screen 2  
Add a Shift



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.



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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