



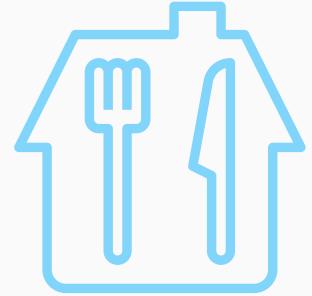
GOOGLE DESIGN CHALLENGE

Designed by Liang Chen

DESIGN EXERCISE

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.



No evaluation on
individual servers

1

EXPLORE PROBLEM SPACE

2

RESEARCH

3

IDEATION

4

SKETCHES & WIREFRAMES

5

VISUAL DESIGN

6

TEST

EXPLORE PROBLEM SPACE

BUILD A SYSTEM

The most challenge part is to build an ecosystem that every stakeholder would benefit from, not just an evaluating interface.

EXPLORE PROBLEM SPACE

FUNDAMENTAL PROBLEMS TO BE ANSWERED

WHO

WHO are the users?

WHY

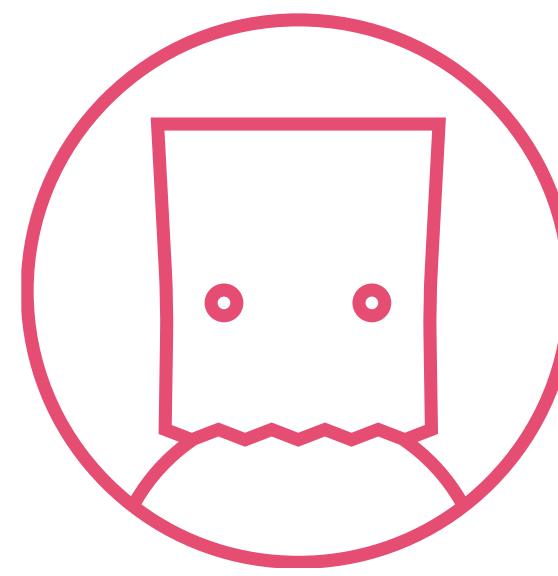
WHY they should use?

HOW

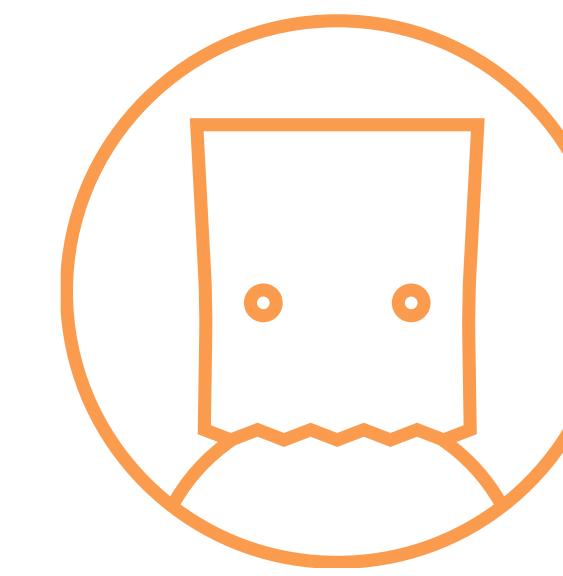
HOW do they use?

EXPLORE PROBLEM SPACE

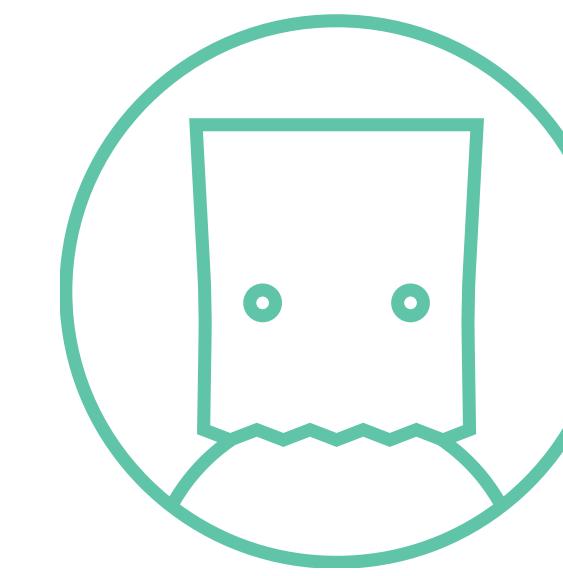
WHO ARE THE KEY STAKEHOLDERS



SERVER



DINER

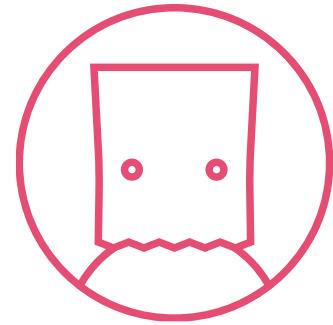


RESTAURANT OWNER

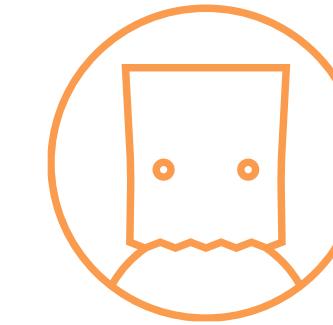
The servers, diners and restaurant owners are obviously the key stakeholders in this system. But why should they use this system and how do they use that, are the questions to be explored.

EXPLORE PROBLEM SPACE

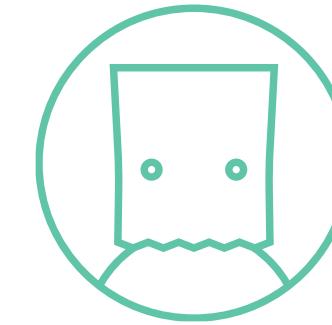
WHY SHOULD THEY USE, MAKE ASSUMPTIONS



SERVER



DINER



RESTAURANT OWNER

- Improve their work by feedbacks from diners, which also means more tips and more opportunities.
- Good rating is a solid proof of good work, which helps to secure new employment.

- Courtesy to give feedbacks on good services.
- Should be a simple action, won't take too much time and effort.

- Help to keep an eye on servers' work.
- A good way to evaluate their servers' work. .
- A platform to find good servers.

Next step is to do research to verify these assumptions.

RESEARCH

LEARN FROM THE KEY STAKEHOLDERS

To better understand the three key stakeholders and verify my assumptions, I implemented interviews with two servers, a restaurant owner and four diners. Also I designed a questionnaire for diners to learn their opinions on restaurant services.

Anyetsang's Little Tibet

I visited my friend's restaurant and interviewed him and the servers. And of course enjoyed their nice food.

(Ad for my friend)



RESEARCH

INTERVIEW WITH SERVERS

I interviewed two servers trying to understand their general experience, ways to improve their work and experience on job searching.

Some of the questions I prepared.

- Could you tell me about how did you serve your customers, like the general process?
- Have you received any comment/suggestion from customers?
- Where do you find server's job?
- What do you need to prepare for applying this job?
- How do you improve your work?
- What most important to you when you are choosing an employer?
- ...



RESEARCH

FINDINGS AND INSIGHTS

KEY FINDINGS

1. Complains are more common than positive feedbacks.
2. Some diners would leave notes on the receipts.
3. Better service brings more tips.
4. Learn job opportunities usually by word of mouth.
5. Maintaining a good relationship with regular customers is important.

INSIGHTS

1. Need to encourage diners to provide positive feedbacks.
2. Help servers to maintain good relationships with diners. Provide a way for them to respond to the feedbacks.
3. Provide more ways for servers to find new opportunities.



RESEARCH

INTERVIEW WITH DINERS

I interviewed four of my friends, mainly focusing on their dining experience related with the quality of services, experience of using rating apps like Yelp, Google Maps, etc.

Prepared questions:

- Would a server's service effect your evaluation for a restaurant?
- Will you be more willing to go to a restaurant because of good services?
- Could you tell me about one example of your good dining experience? One bad experience?
- Have you ever used rating apps like Yelp? If so, what are they?
- Have you ever made rate or comment with that app?
- Do you want to give suggestions to the server, under what situations?
- ...



RESEARCH

QUESTIONNAIRE FOR DINERS

Also I designed a questionnaire for diners focusing on the following aspects:

- To what extent does the wait staff's work effect the diner's dining experience:
 - See if this evaluating system would be valuable for the wait staff, restaurant owners and diners.
- Previous experience with servers:
 - Good / Bad experience, how to evaluate the experience, the motivations to evaluate.
- Experience of using similar evaluating apps like Yelp, Foursquare, Google Maps, etc.:
 - Could we borrow their prior evaluating experience?



Dining experience

This questionnaire is designed to find out a few things about your dining experience. Please answer the questions truthfully. There are no right or wrong answers. Thank you for your time!

How likely would a server's service effect your evaluation for a restaurant?

1	2	3	4	5		
very unlikely	<input type="radio"/>	very likely				

Does better service increase your willingness to go to the restaurant?

1	2	3	4	5		
very unlikely	<input type="radio"/>	very likely				

How likely would you like to provide suggestions to your server?

1	2	3	4	5		
very unlikely	<input type="radio"/>	very likely				

Have you used any evaluating app before? (If so, please select apps you used, or just skip.)

- Yelp
 Foursquare
 Review on Google Map
 Other: _____

Have you ever posted any comment/review on any app listed above?

- Yes
 No

Have you ever made friends with a server?

- Yes
 No
 I hope

In what occasion, you have the desire to evaluate your server?

Your answer _____

SUBMIT

Never submit passwords through Google Forms.

14 responses



SUMMARY

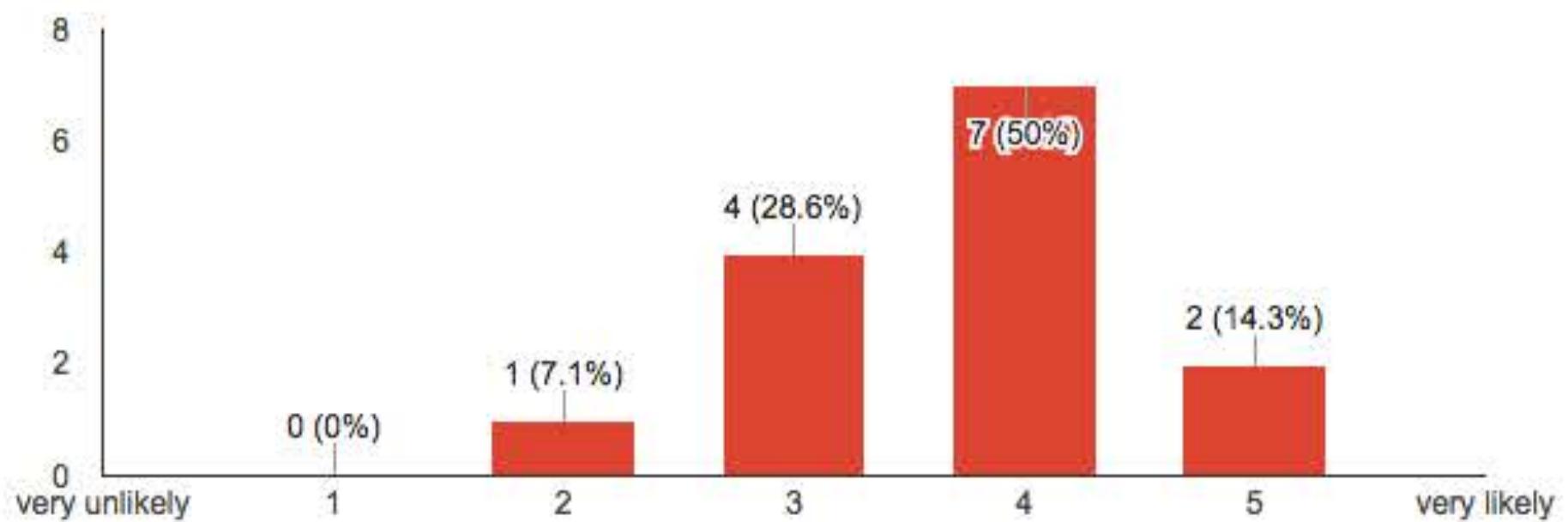
INDIVIDUAL

Accepting responses



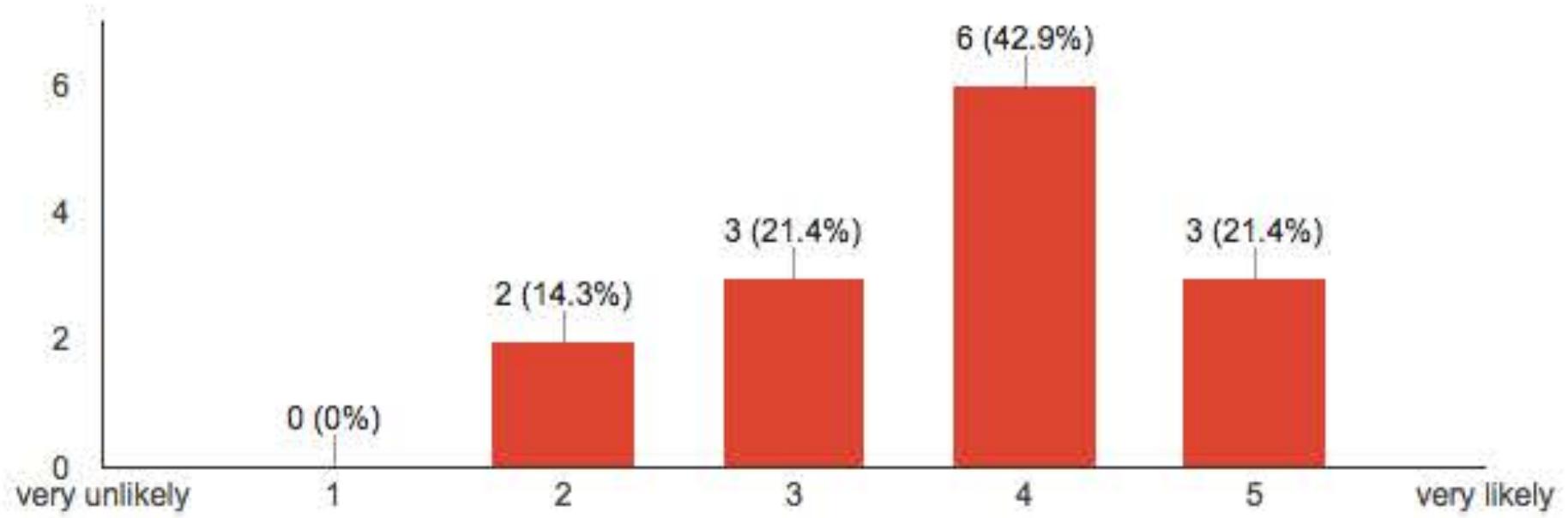
How likely would a server's service effect your evaluation for a restaurant?

(14 responses)

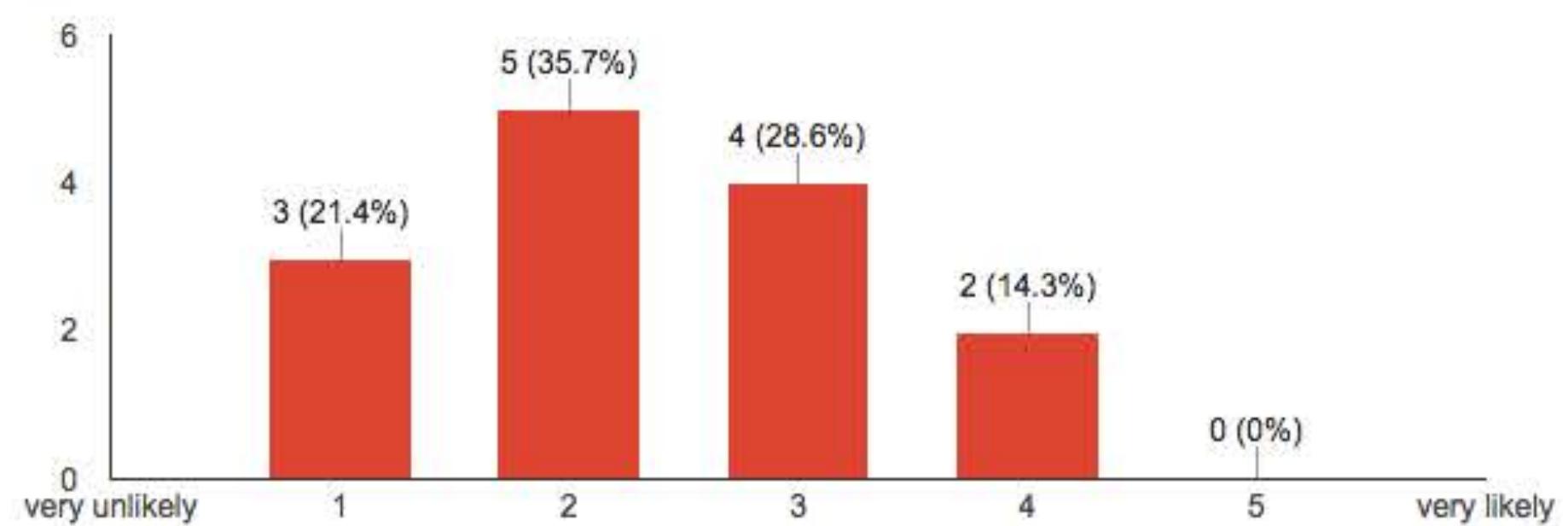


Does better service increase your willingness to go to the restaurant?

(14 responses)

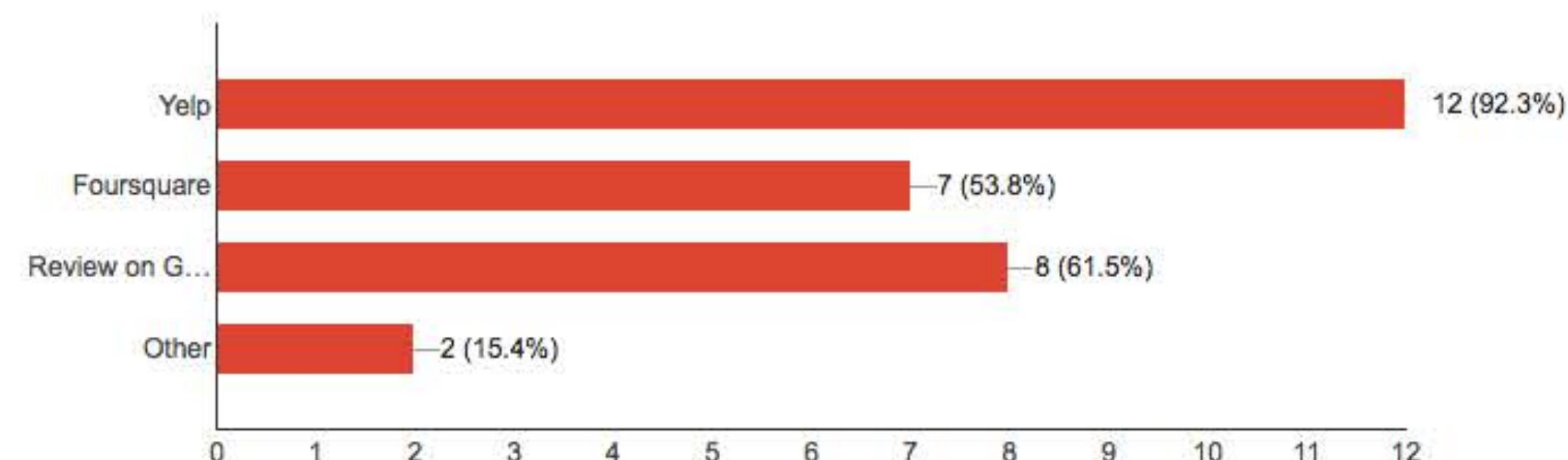


How likely would you like to provide suggestions to your server? (14 responses)



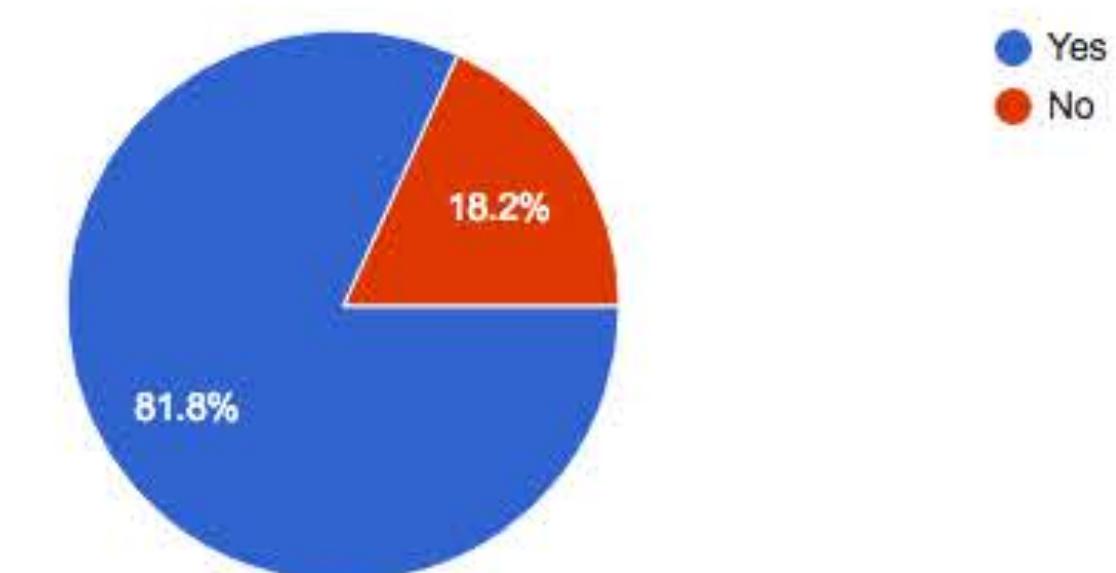
Have you used any evaluating app before? (If so, please select apps you used, or just skip.)

(13 responses)

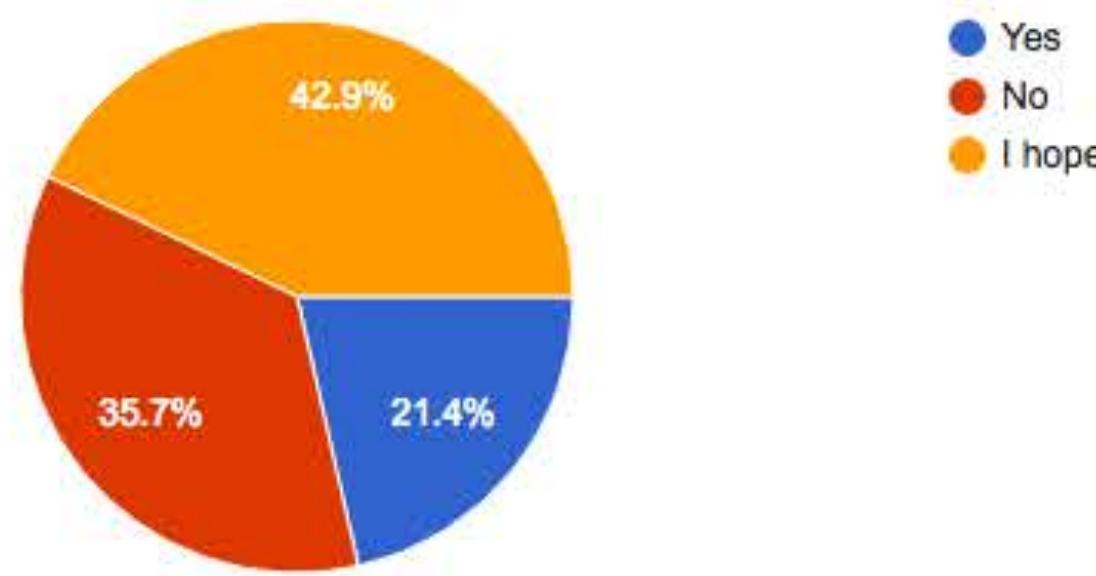


Have you ever posted any comment/review on any app listed above?

(11 responses)



Have you ever made friends with a server? (14 responses)



In what occasion, you have the desire to evaluate your server? (10 responses)

rarely. most of time, I evaluate the restaurant overall. Server might be one of the elements I mentioned

rarely. most of time, I evaluate the restaurant overall. Server might be one of the elements I mentioned

When they do a good job

Extremely happy or unhappy

I don't? Even the worst server ever is still getting my attention, respect, and a 20% tip. They have to deal with so much it's not worth it. I only see people complaining about staff on apps like that, never anything positive. :(

If they did poorly and I want to express my anger

They did surprisingly good or surprisingly bad.

Good service.

When the service is bad

The server is too bad, or is very friendly

RESEARCH

FINDINGS AND INSIGHTS

KEY FINDINGS

1. Good services increase diner's willingness to go to the restaurant.
2. Most diners won't actively give suggestions to the servers.
3. They do so only when the service is very good or bad.
4. Most diners are using rating apps.

INSIGHTS

1. Provide more motivations for the diners to give evaluations.
2. Be careful of bad reviews, but encourage positive feedbacks.
3. Make use of existing apps.



RESEARCH

INTERVIEW WITH THE RESTAURANT OWNER

I interviewed one restaurant owner to learn how he evaluates the servers, recruit new servers, get feedbacks, etc.

Prepared questions:

- How do you evaluate your servers' work?
- Do you think good servers would benefit your business?
- How do you recruit servers?
- What makes a good server?
- Would you be willing to pay more wage for a better performance server?
- ...



RESEARCH

FINDINGS AND INSIGHTS

KEY FINDINGS

1. "Servers are very very important", good servers will increase benefit.
2. Customers would complain to him about bad services.
3. Sometimes servers will also complain customers.
4. Post job advertisements on IU Classified and Craigslist.
5. Always have backup servers.
6. Take three days probation before decide to hire the server.
7. Maintain communication with nearby restaurants.

INSIGHTS

1. An overview of servers' work, get control of service quality.
2. Need a channel to collect feedbacks from diners.
3. A platform for finding good servers, especially in a hurry.
4. A place to exchange information with other restaurants.

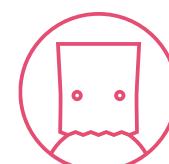


RESEARCH

SUMMARY

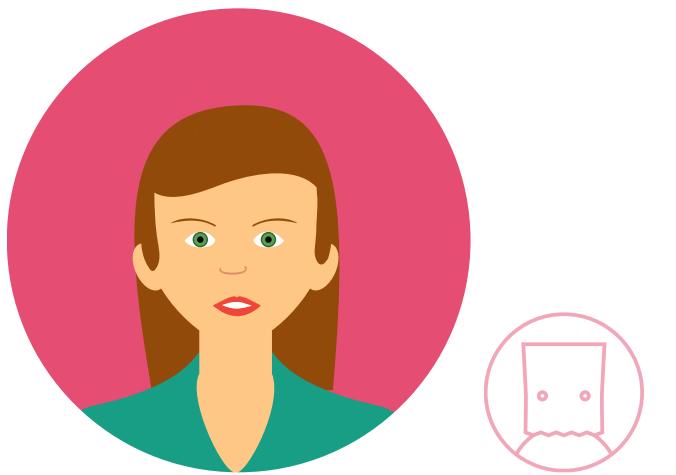
To summarize, based on the research, the diners need more motivations to give feedbacks, especially positive ones. In addition to improve their performance based on the feedbacks, it is also important to help the servers to maintain good relationships with customers and provide more ways for finding a new opportunity. The restaurant owners could benefit from having an overview of servers' performance and need a quick way to find good servers.

In general, after the research, I have got a better understanding of the experience of related stakeholders, an overview of what this system should be, and possible design directions to explore.



RESEARCH

PERSONALS



Nancy Franklin

20 | Female | Senior

Nancy is a junior in Indiana University. She studies business. She works three shifts a week in Anyetsang's Little Tibet restaurant as a server. This is her third job, and she loves to work here. She thinks this experience would help her in future.



Jason Rice

23 | Male | Master

Jason is a graduate student majoring in Informatics. The Anyetsang's Little Tibet restaurant is one of his favorites. He is a nice guy and always generous on tips for servers. He is kind of a Geek, uses lots of Apps, which of course includes Yelp and Google Maps. He likes to contribute his opinions and gives rates.



Robert Hall

32 | Male | Restaurant Owner

Robot is the owner of Anyetsang's Little Tibet restaurant. He took this restaurant from his uncle about 5 years ago. He is open to new things and has strong ambitions to bring the restaurant to the next level. He cares about his employee and alway be willing to help them.



THE VISION

BUILD POSITIVE CONNECTIONS AMONG THE DINERS,
SERVERS AND RESTAURANT OWNERS.

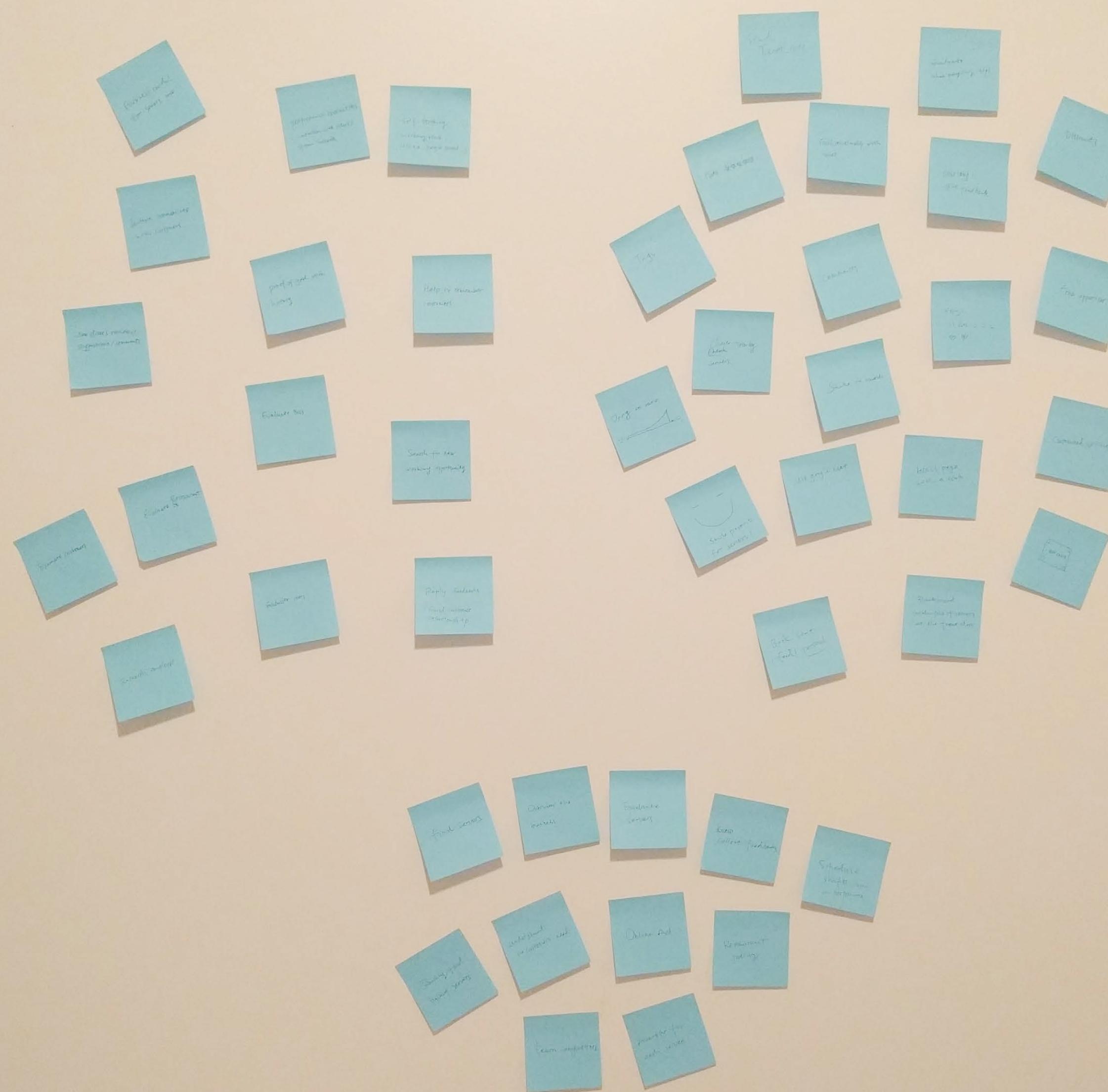
IDEATION

BRAINSTORMING + AFFINITY DIAGRAM

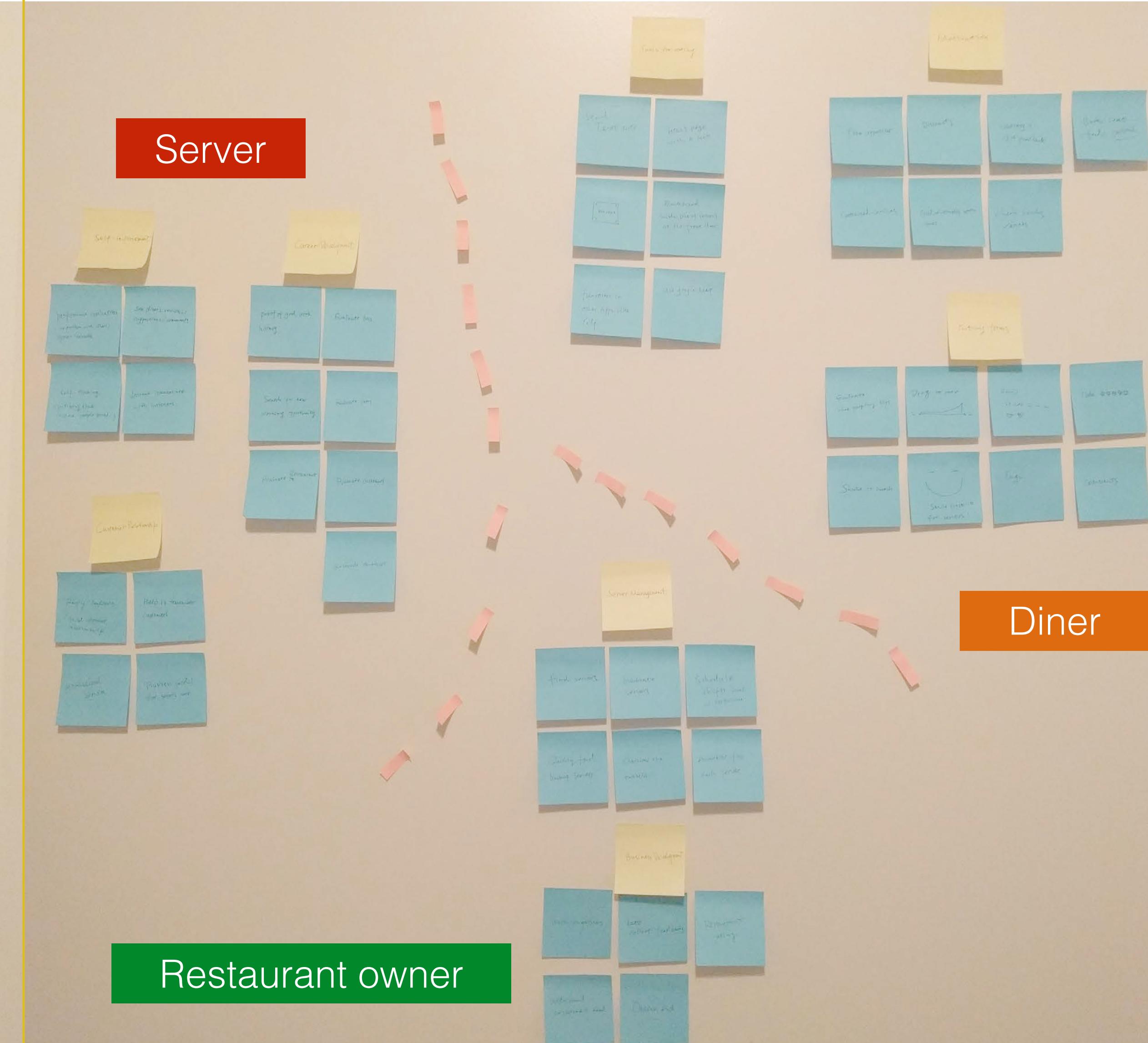
Having clear personals in mind, I began to do brainstorming on possible using scenarios, how could they play with this system, how could they interact with each other, elements of the system, etc.

And then I used affinity diagram to organize my thoughts.

Before



After





SERVER

Customer Relationship

- Reply feedbacks
- Provide personalized services
- Help to remember customers
- Have their own business cards

Career Development

- Proof of previous good work
- Search for new opportunities
- Evaluate peers/employers/customers
- Research future employers

Self-improvement

- Self-performance evaluation
- See diners' reviews/suggestions/comments
- Instant communicating with the diners
- Self-tracking, working time/tips/likes, etc.



DINER

Motivation

- Courtesy for being well served
- Free appetizer
- Discounts
- Personalized service
- Good relationship with servers

Tools for evaluating

- Using current app like Yelp, Google Map, etc.
- Send text
- QR code
- Link to html page with unique code
- Blackboard, smiling face post-it

Evaluating forms

- Rating stars
- Tags
- Emoji
- Drag to rate
- Comments
- Shake to match



RESTAURANT
OWNER

Server Management

- Evaluate servers
- Recruit servers
- Quickly find backup servers
- Schedule shifts

Business Development

- Oversee the business
- Collect feedbacks on servers
- Improve restaurant rating
- Online Ad.
- Learn competitors

IDEATION

OVERVIEW OF THE WHOLE SYSTEM/SERVICE

After finished the affinity diagram, I have a better understanding of what this system should looks like.

Spent some time to sort and re-organize all the information back and forth, I got an overview of this system, I named it the **Google Server Platform** (Maybe we could call it **GSP**).





Nancy Franklin
Server of Little Tibet restaurant

- Give feedbacks to servers

- Respond to comments
- Provide better services

- Check feedbacks
- Track self-performance
- Proof of good work experience
- Search for new opportunities

- Oversee servers' work
 - Collect feedbacks
 - Looking for new servers
 - Quickly find back up servers
 - Arrange shifts
- Looking for new employer
 - Learn new employer
 - Learn potential colleagues



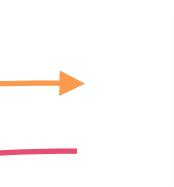
Jason Rice
A fan of Little Tibet restaurant



- The diner could also make comments in restaurant's page.
- The owner could also respond to that.

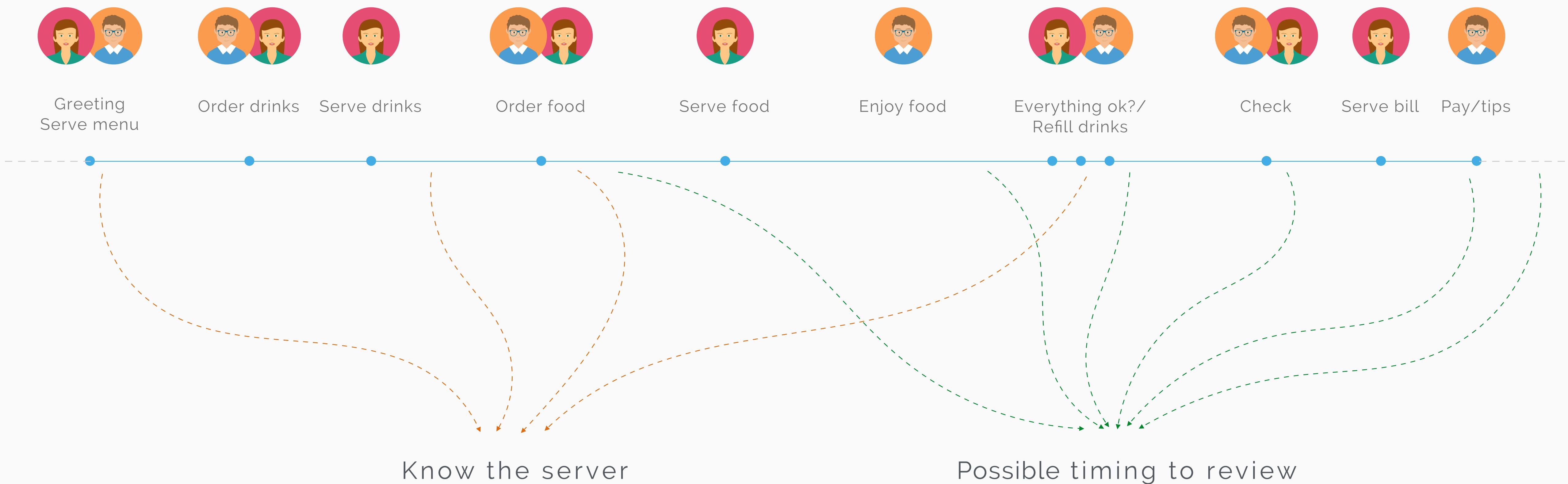


Robert Hall
Owner of Little Tibet restaurant



IDEATION

USER JOURNEY MAP



SKETCHES

GENERAL FLOW

- Invite diners to give feedbacks**
- Show QR code
 - Show link with an personal identification code



Server

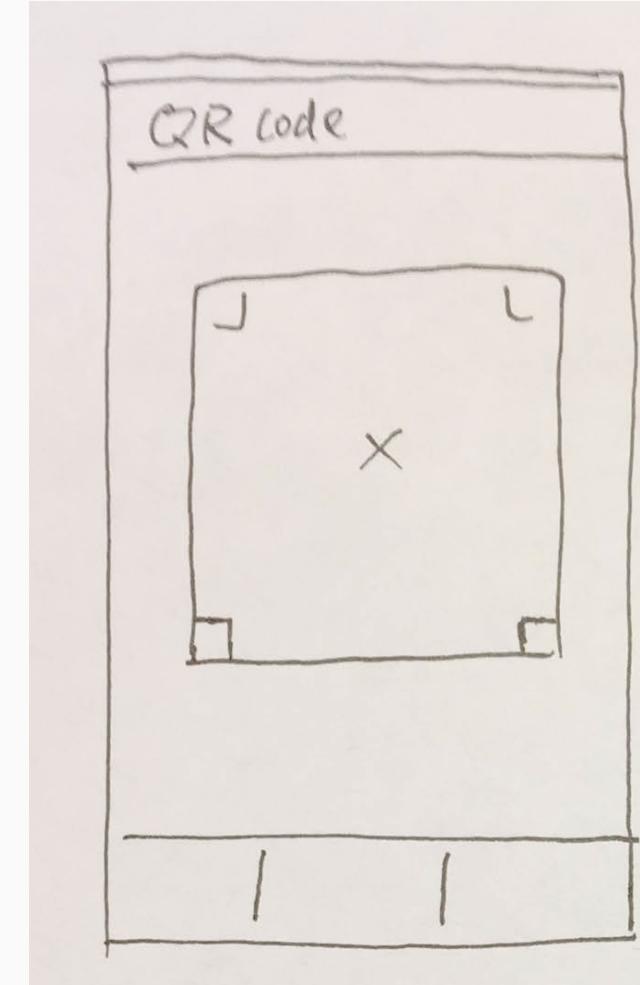


Diner

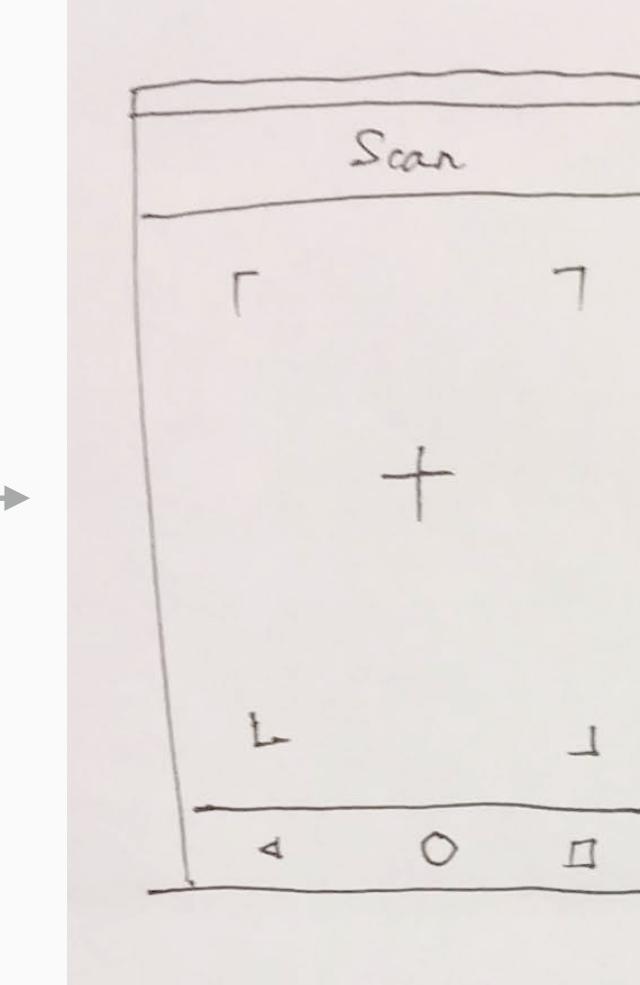
Access to evaluating page

- Access through QR code via phone
- Or through identification code via phone
- Or choose from server list

Method 1 - QR code



Server displays QR code



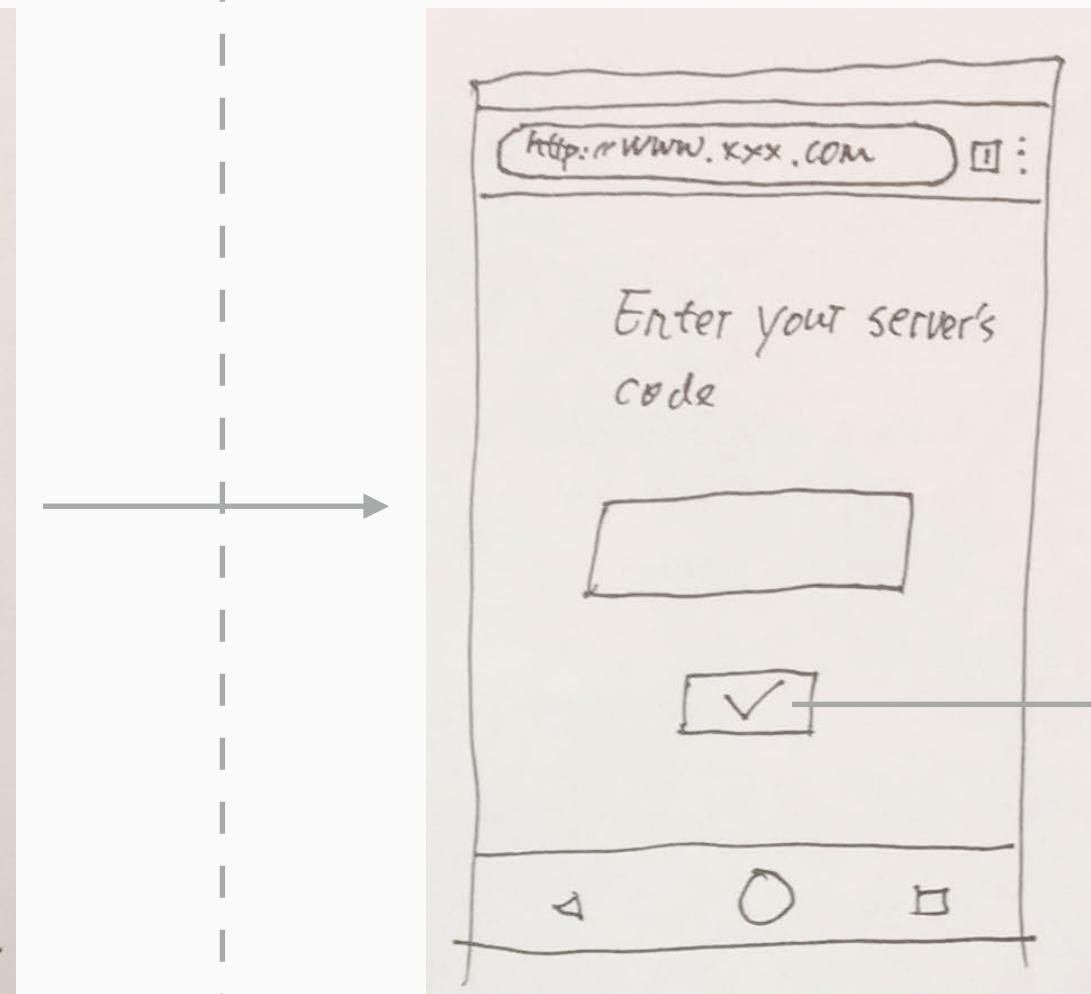
Evaluating page

The diner scans QR code , the browser would open and bring him to evaluating page.

Method 2 - identification code

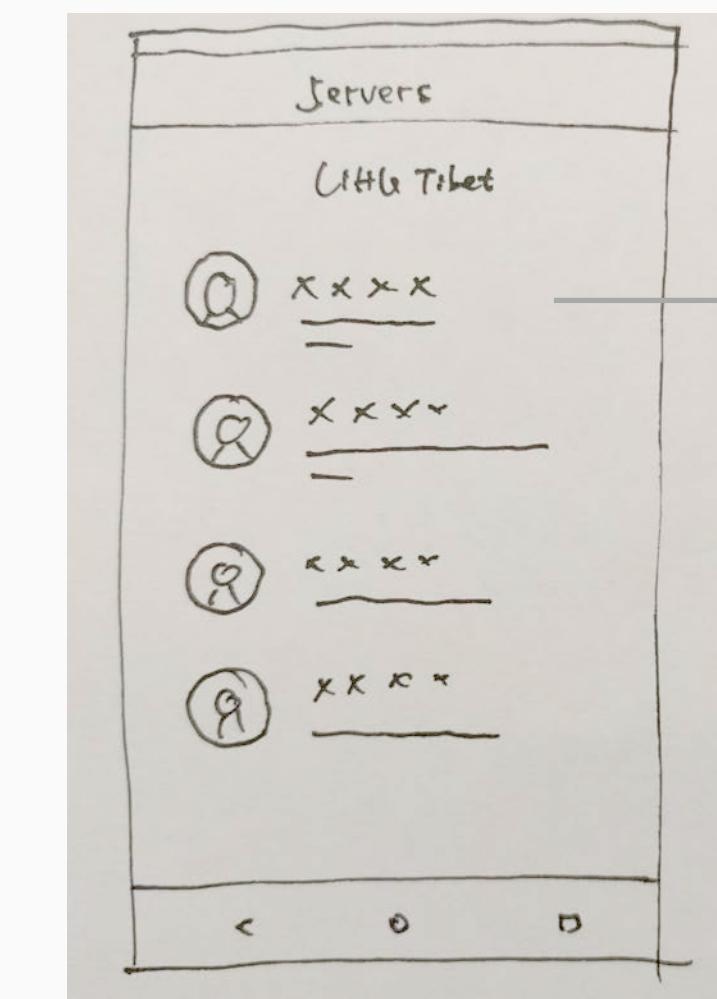


The server shows his/her unique identification code with a link.



Evaluating page

The diner could open the browser, go to the link page, enter the code, click done, and then jump to the evaluating page.



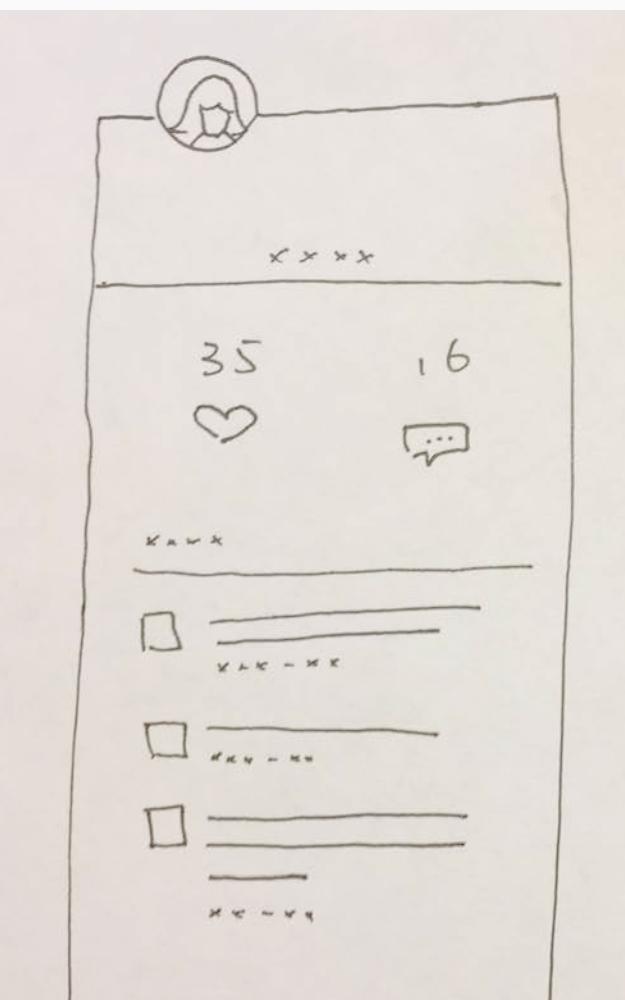
Evaluating page

Method 3 - Choose from waiters list

The diner could open our app, or through other rating apps like Yelp, and choose from the servers list.

Received feedbacks

- Get notification of new reviews
- Check reviews



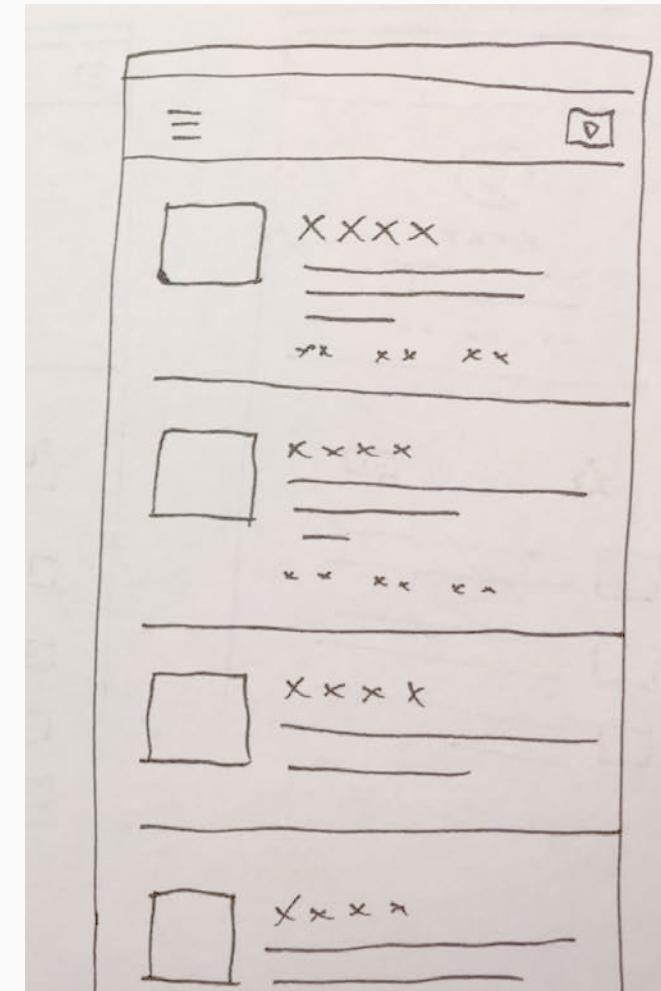
See all reviews in personal profile page.



Evaluate the sever, I will show iteration of this design later.

Seek new opportunity

- Check restaurant list
- See restaurant's profile
- Contact the restaurant owner

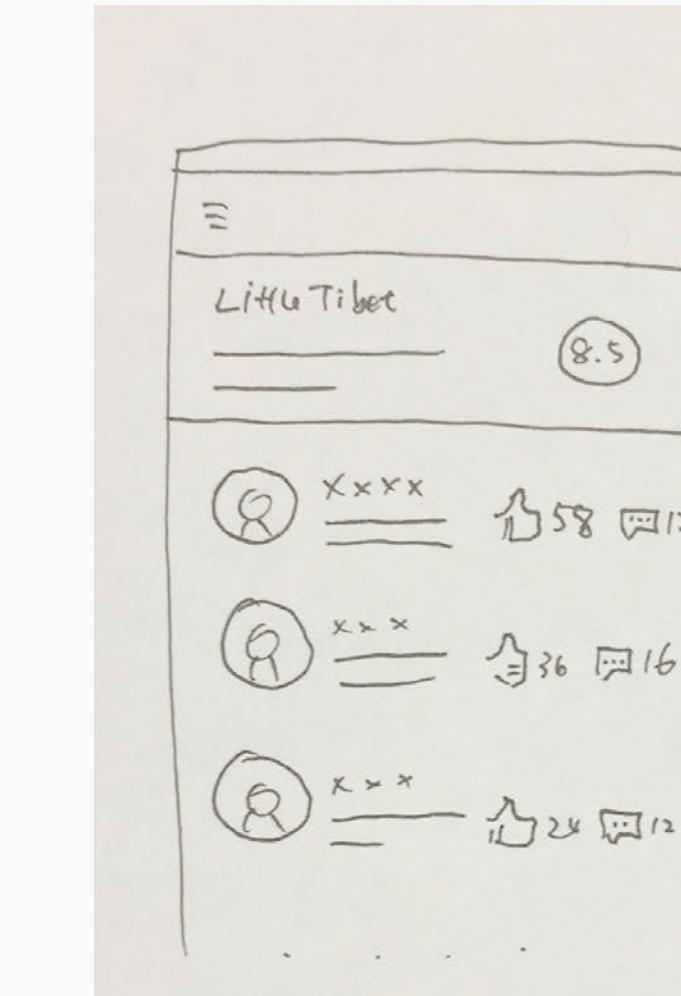


Check job openings of nearby restaurants. Click to see detail of the restaurant.



Oversee the business

- Check server's performance
- Collect diners' feedbacks
- Arrange servers' shift

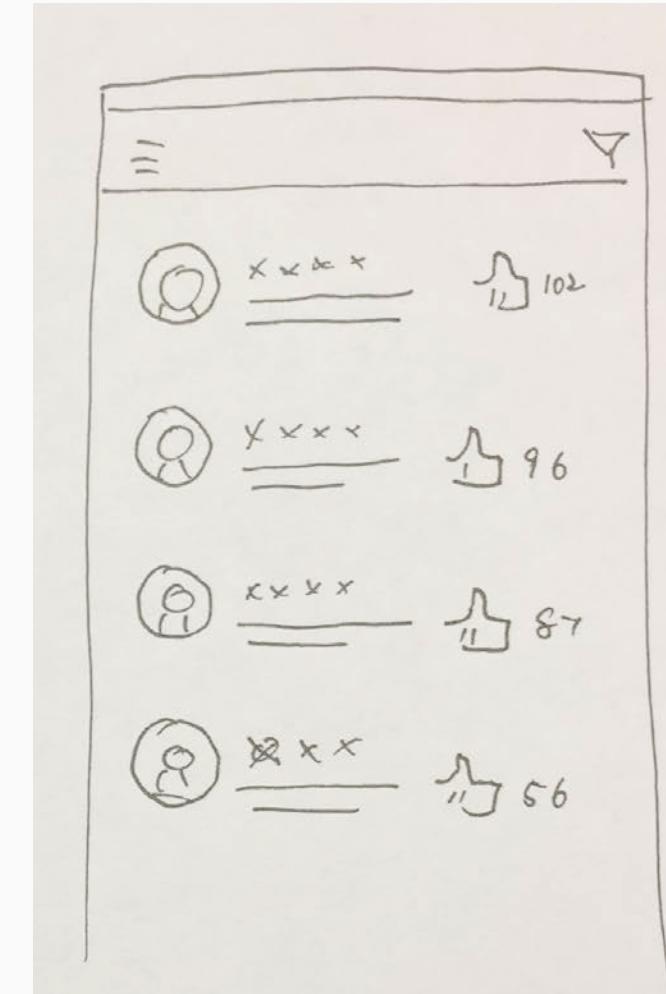


Restaurant's profile page, check all servers' reviews.
Click to see detail of server's profile.



Looking for new/back up servers

- Check available server list
- See their work history and rating
- Contact servers

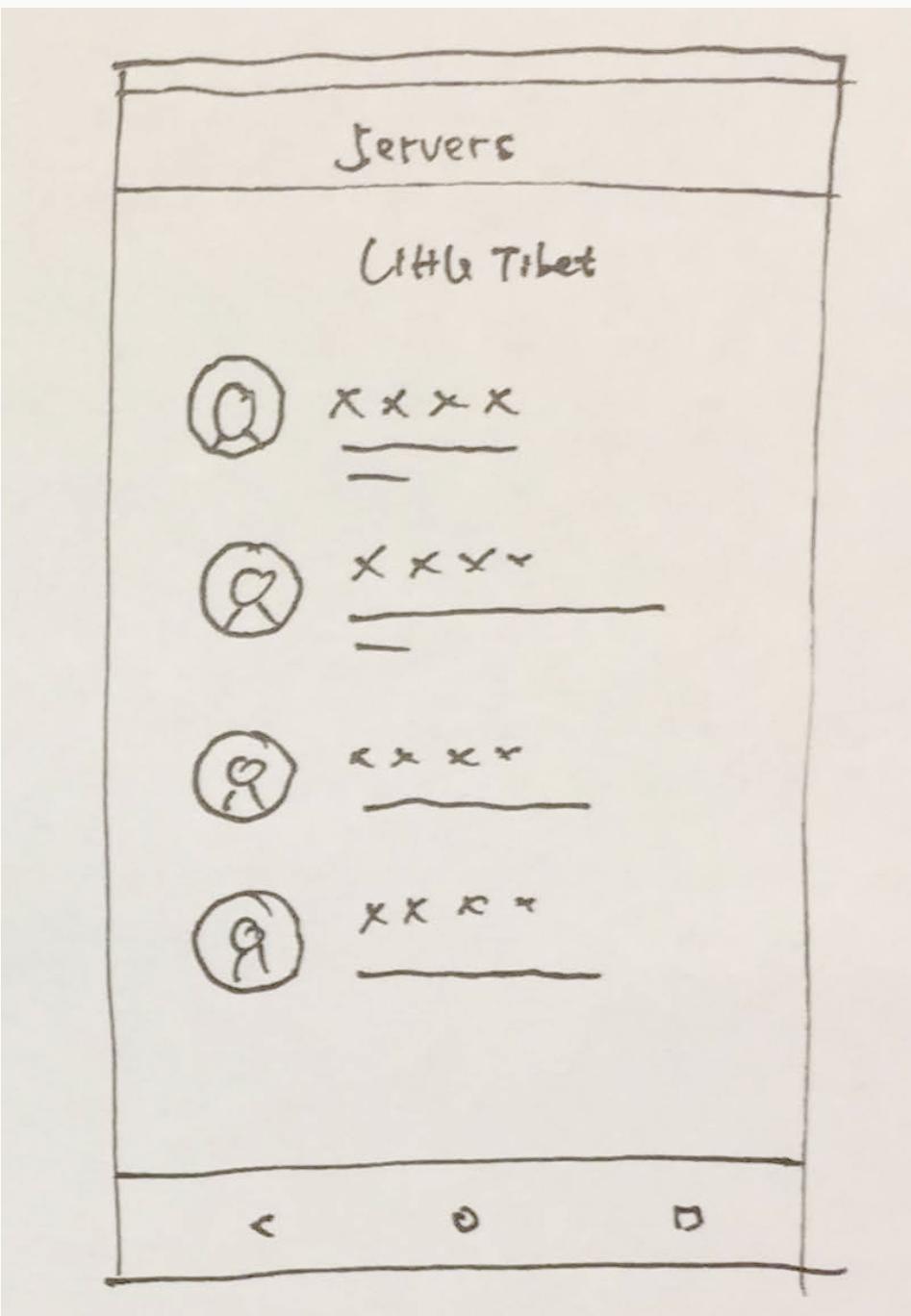


Check available servers nearby, choose the servers based on their reviews.

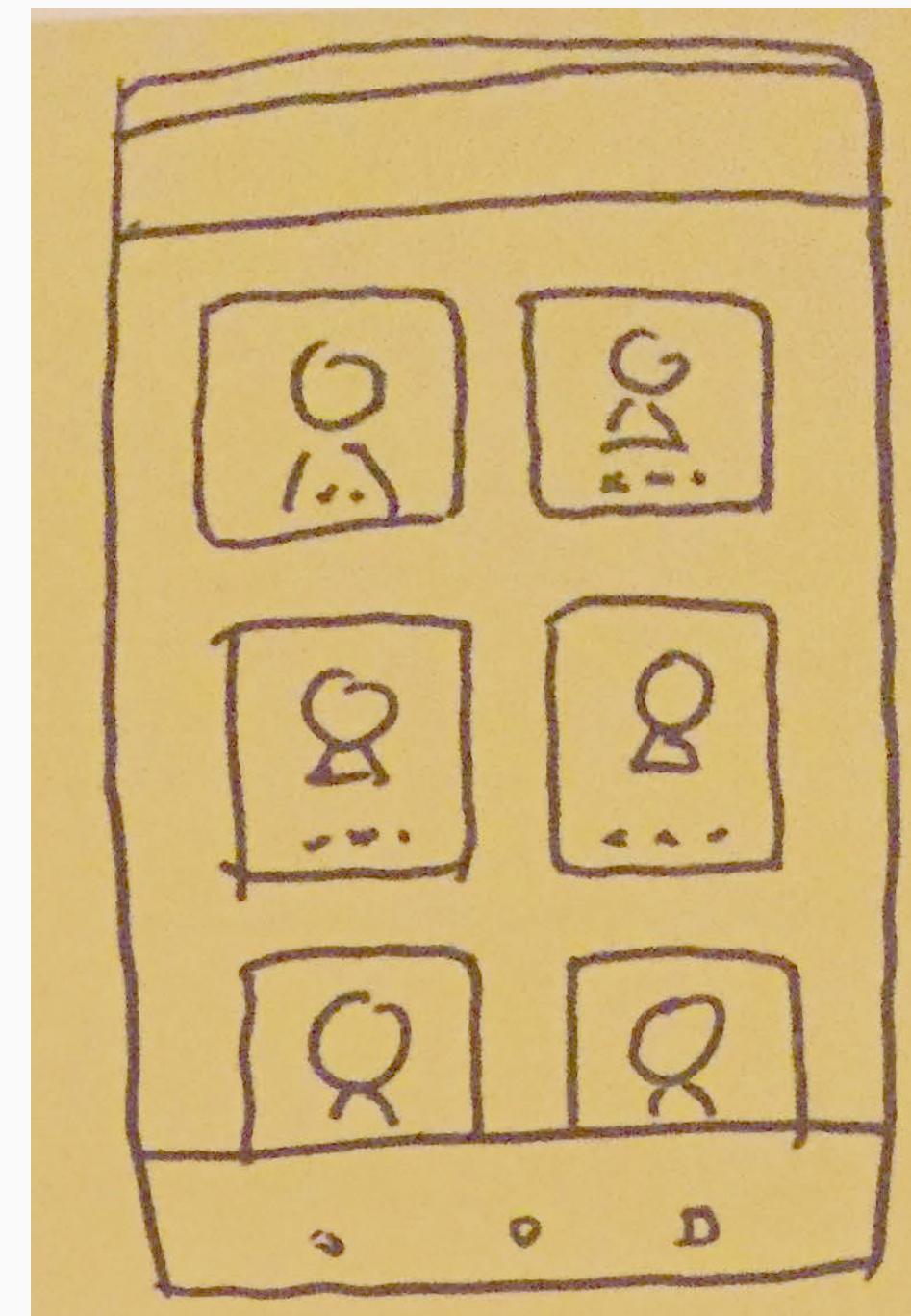
SKETCHES

SKETCHES ITERATION ON CORE PAGES

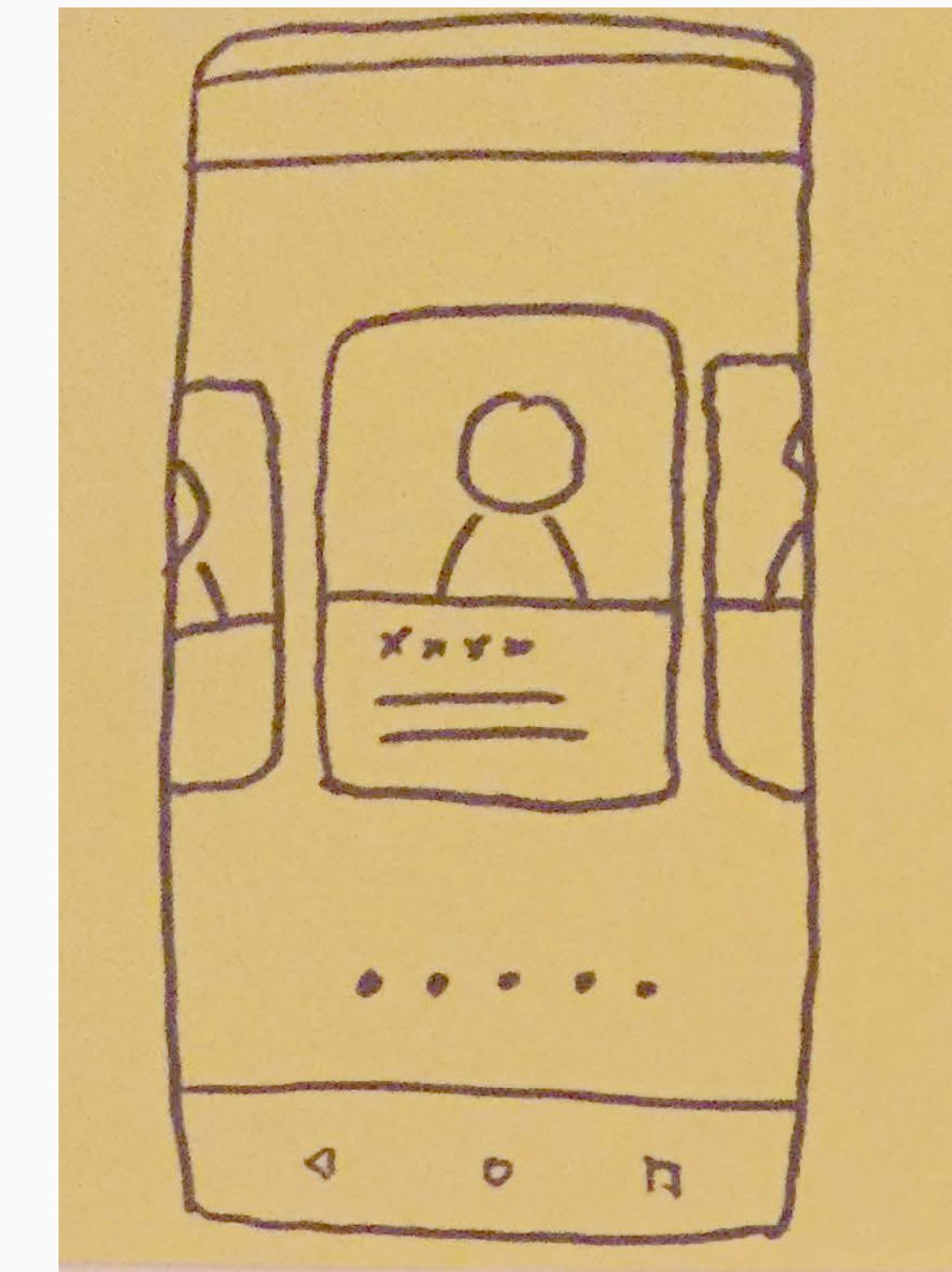
The diner selects the server



List



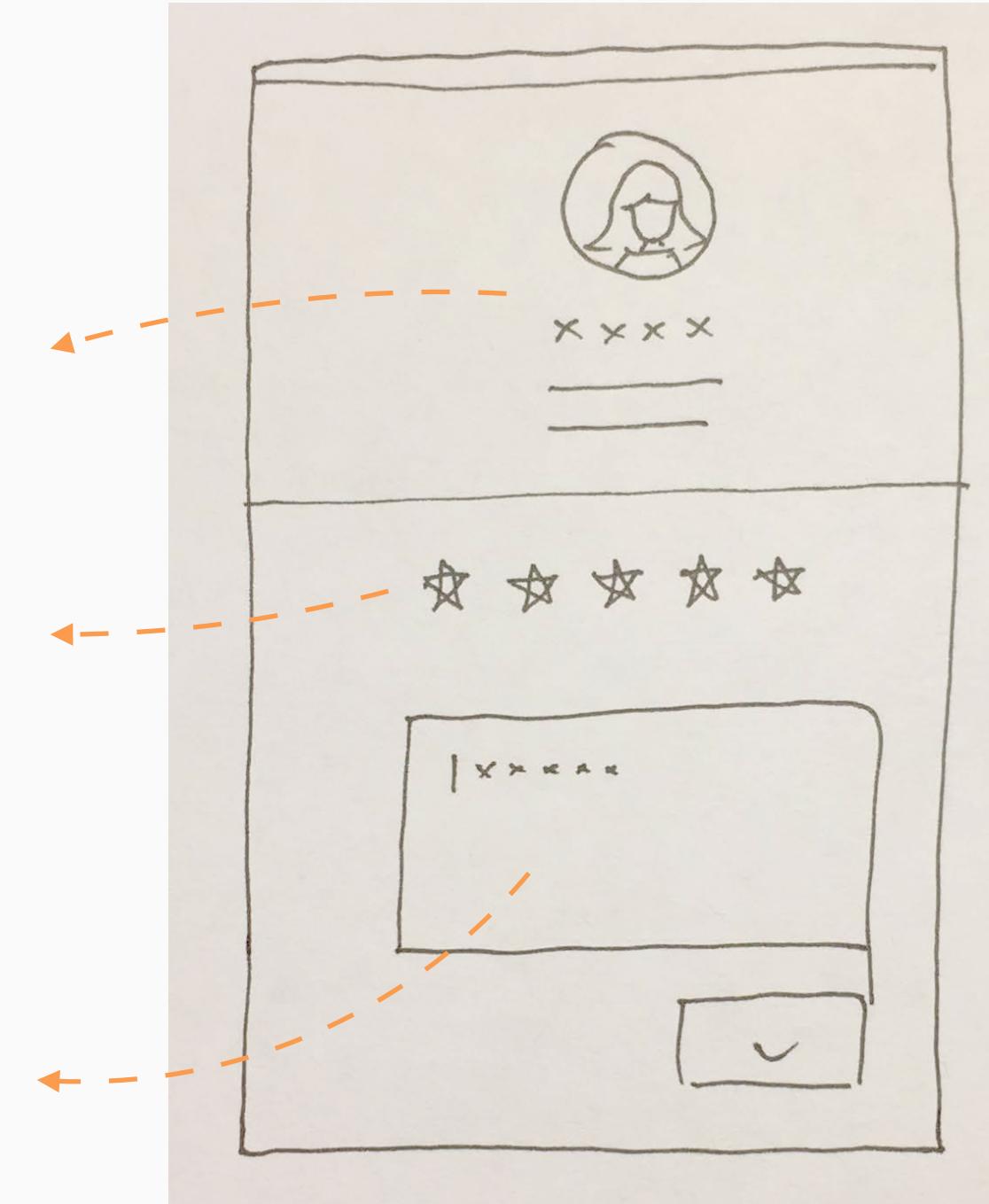
Grid



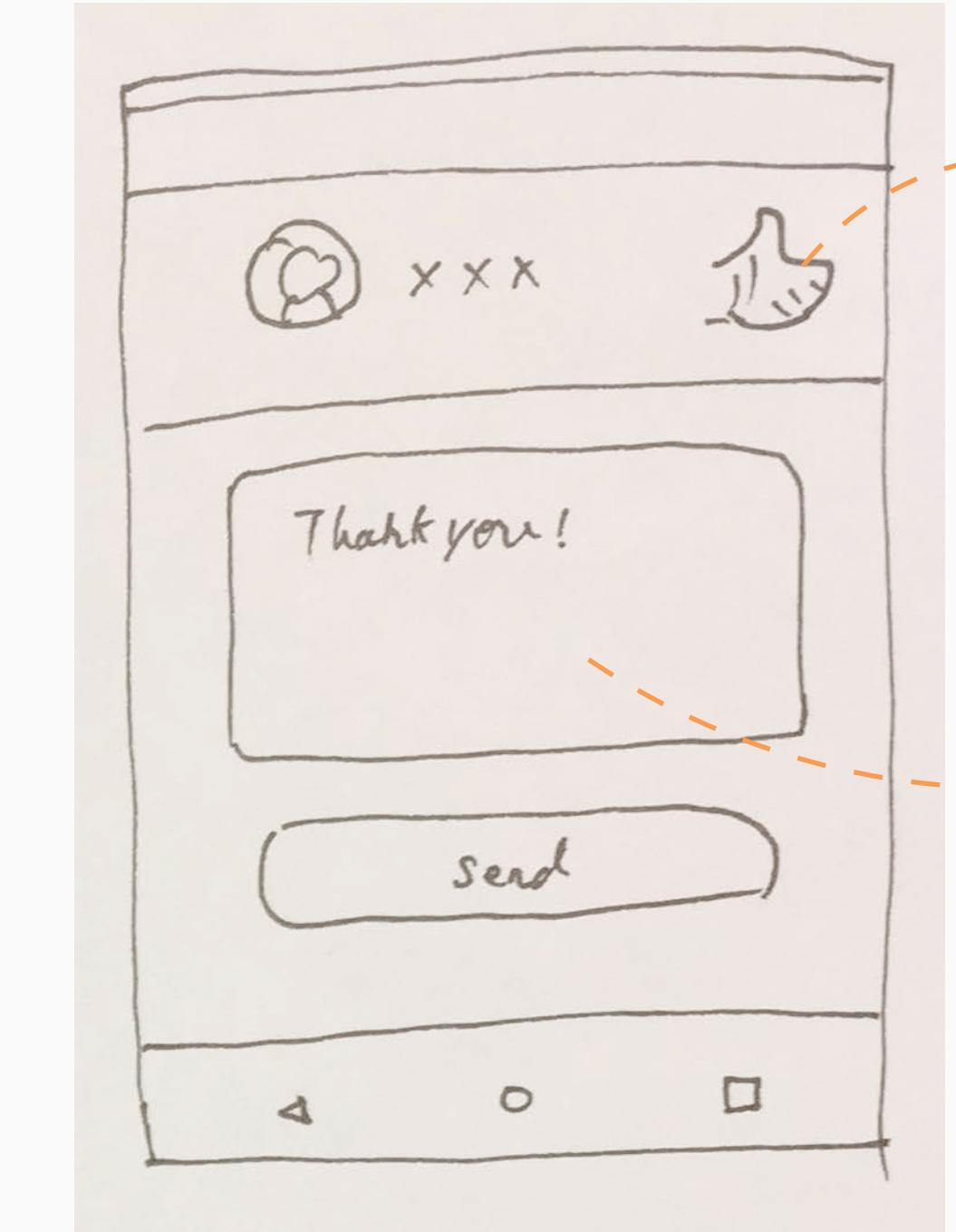
cards

Evaluating page

Server's basic information



Rating stars



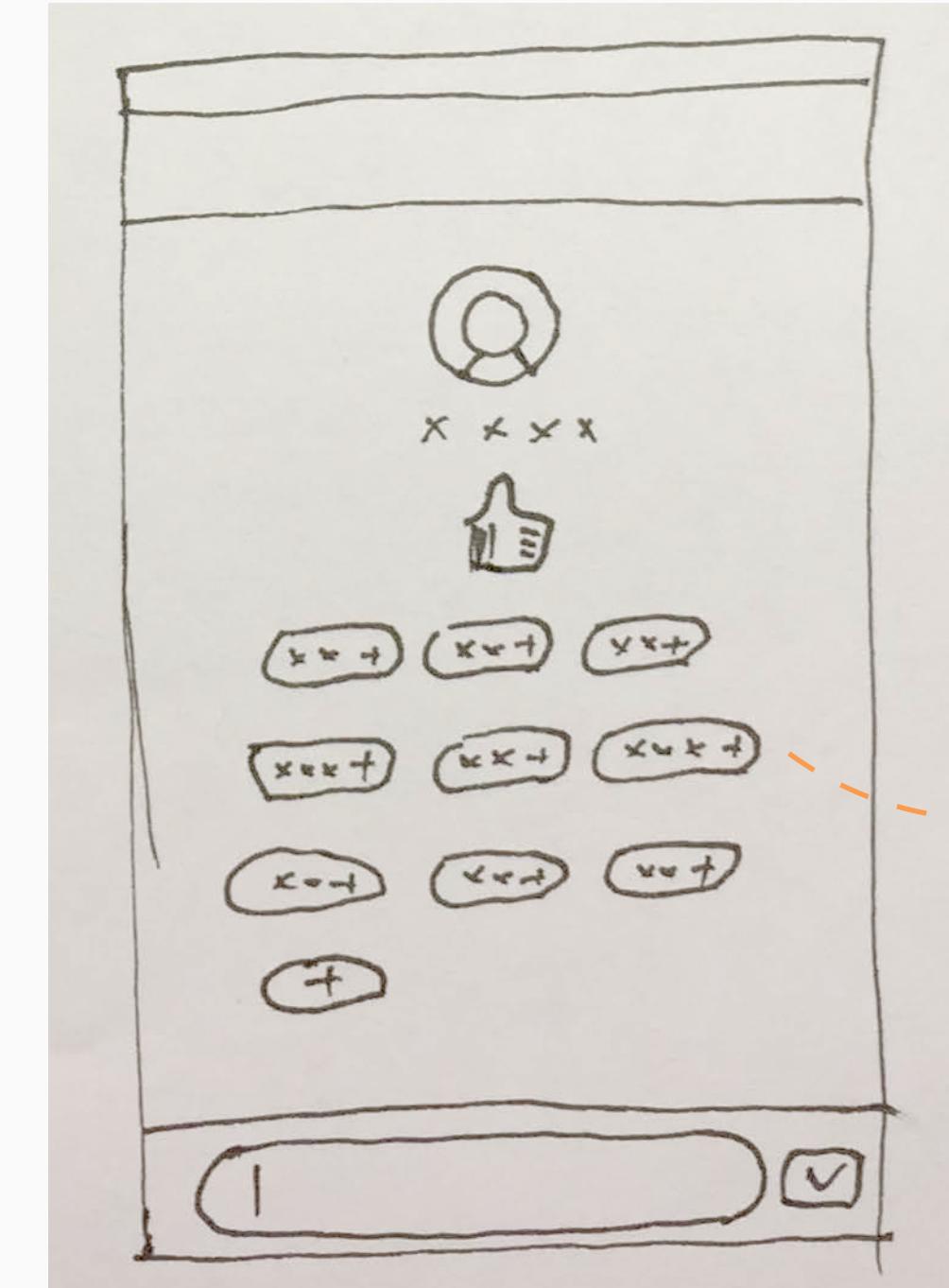
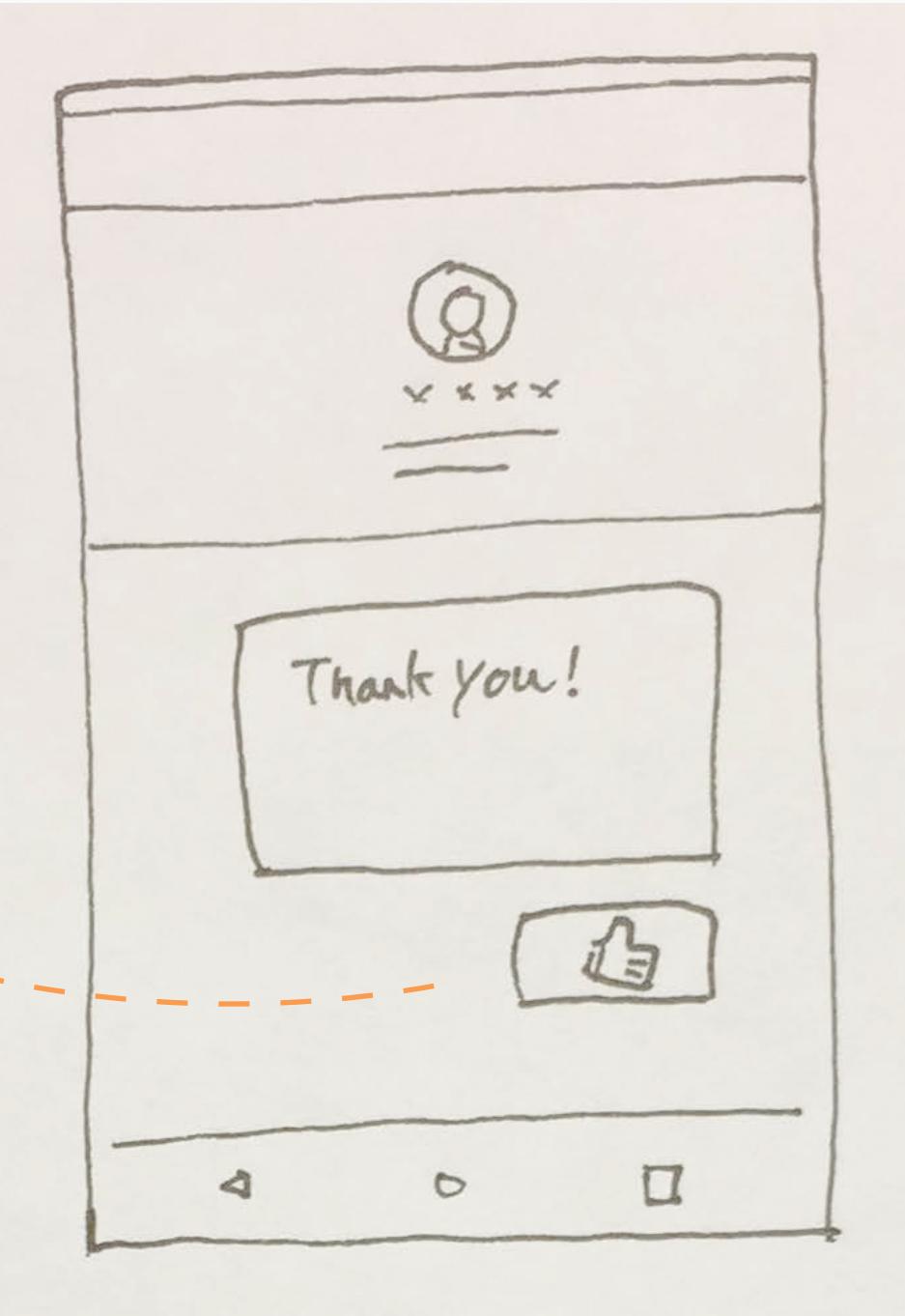
Make comments

Use thumb instead stars to avoid low ratings of servers.

Preset "Thank you!" or similar positive feedbacks, send by one click. Also the diners could write comments.

Evaluating page

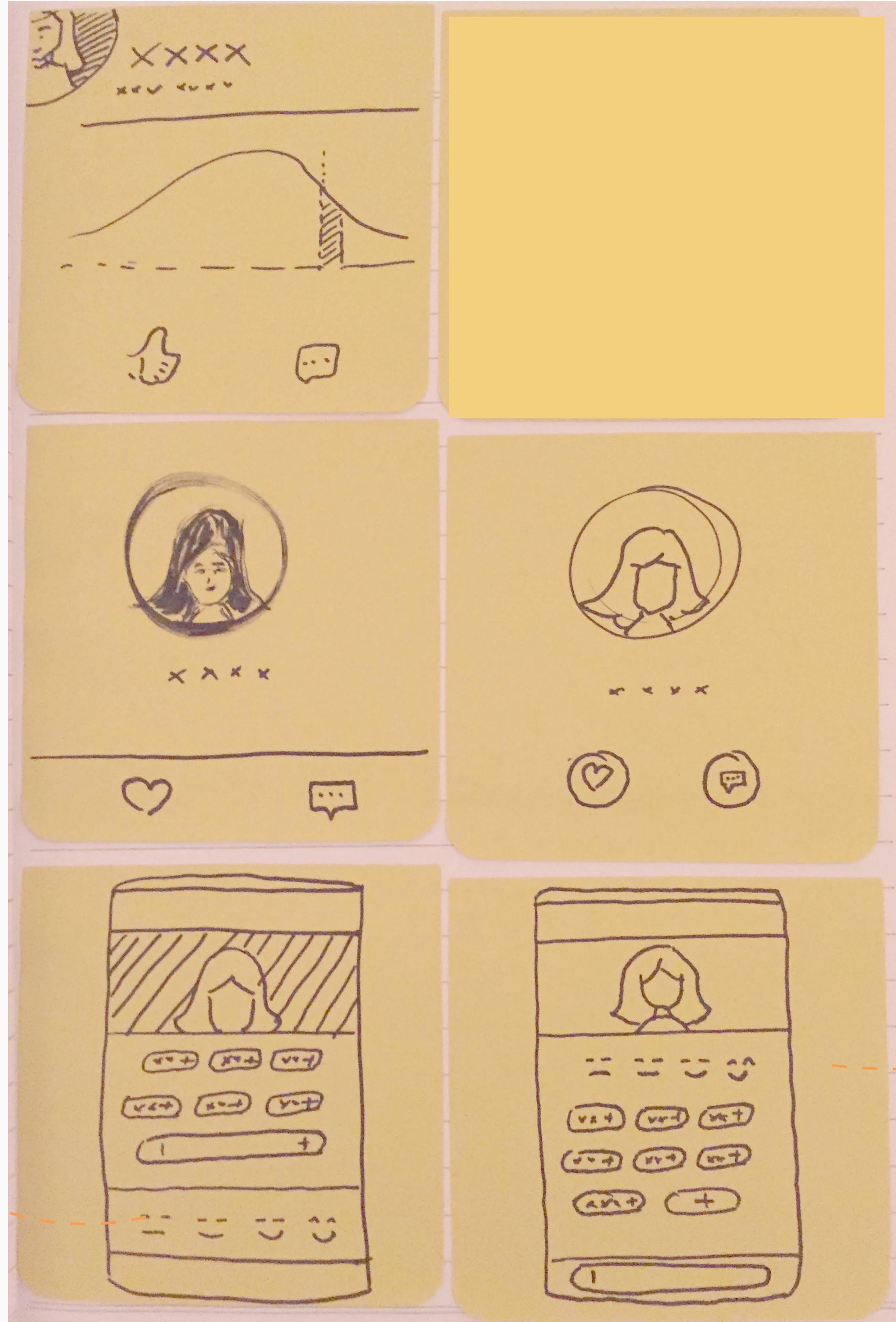
To save diners' effort,
combine thumb and preset
comments together. One
click, done!



Use preset tags, diners just
need to tap the one fits the
server. They could also add
tags.

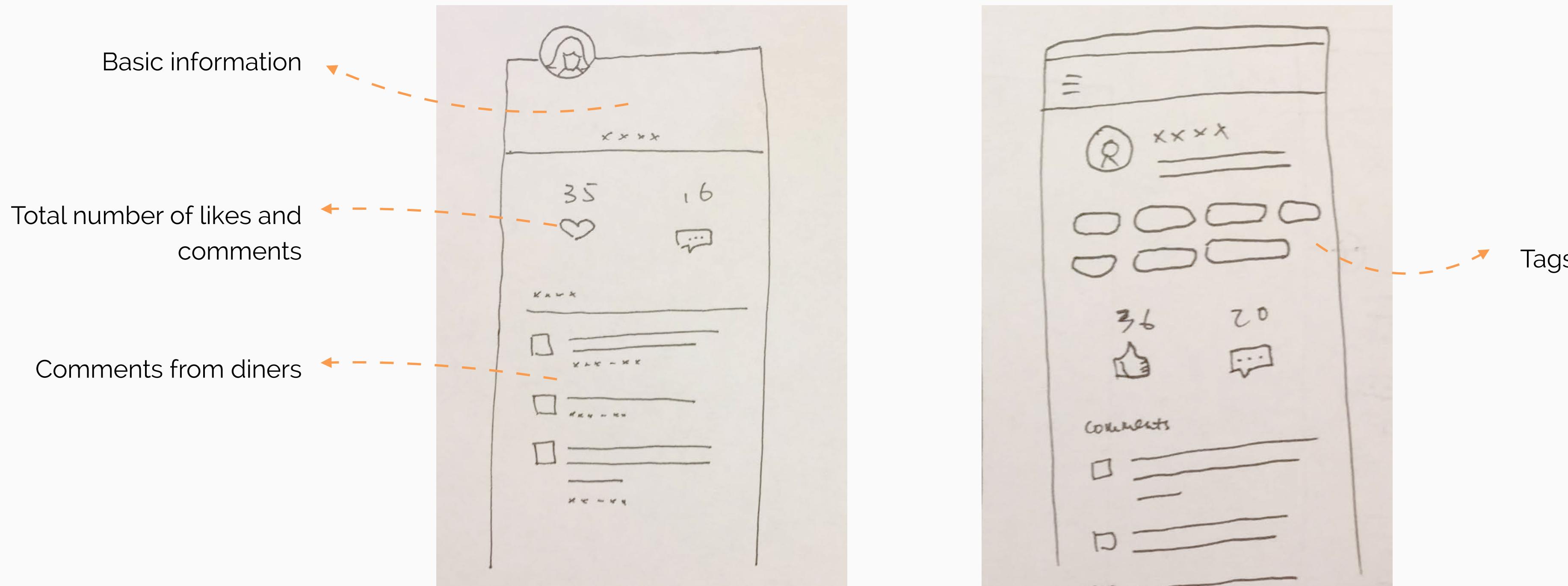
Evaluating page

Use emoji for quick reviewing.

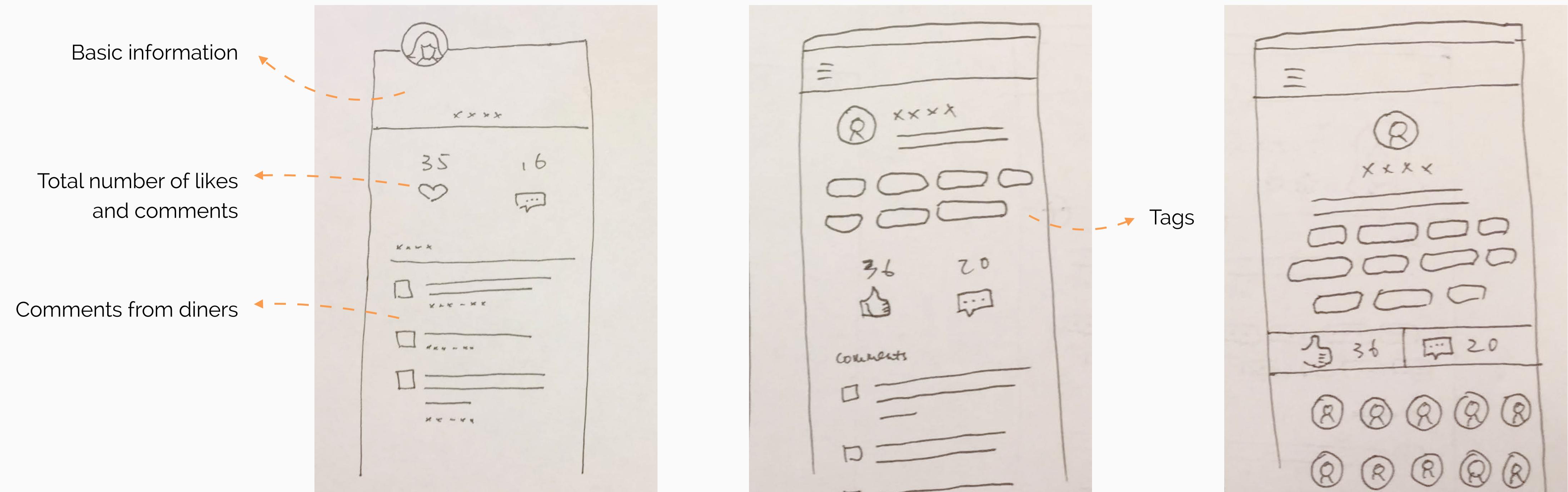


Use emoji for quick reviewing.

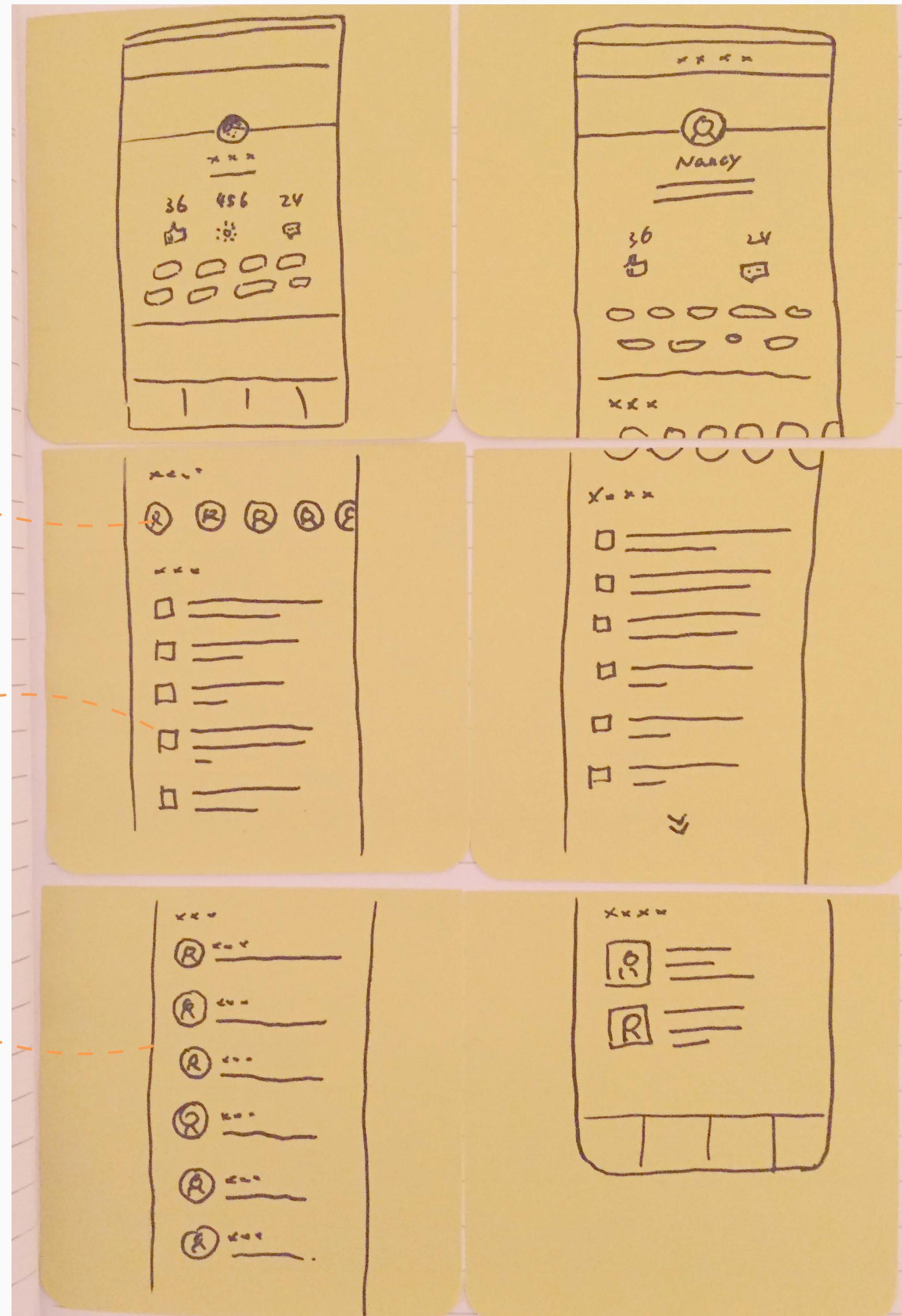
Server's profile page



Server's profile page



Server's profile page



The restaurant's owner checks all the servers' performance.

Basic information of this restaurant

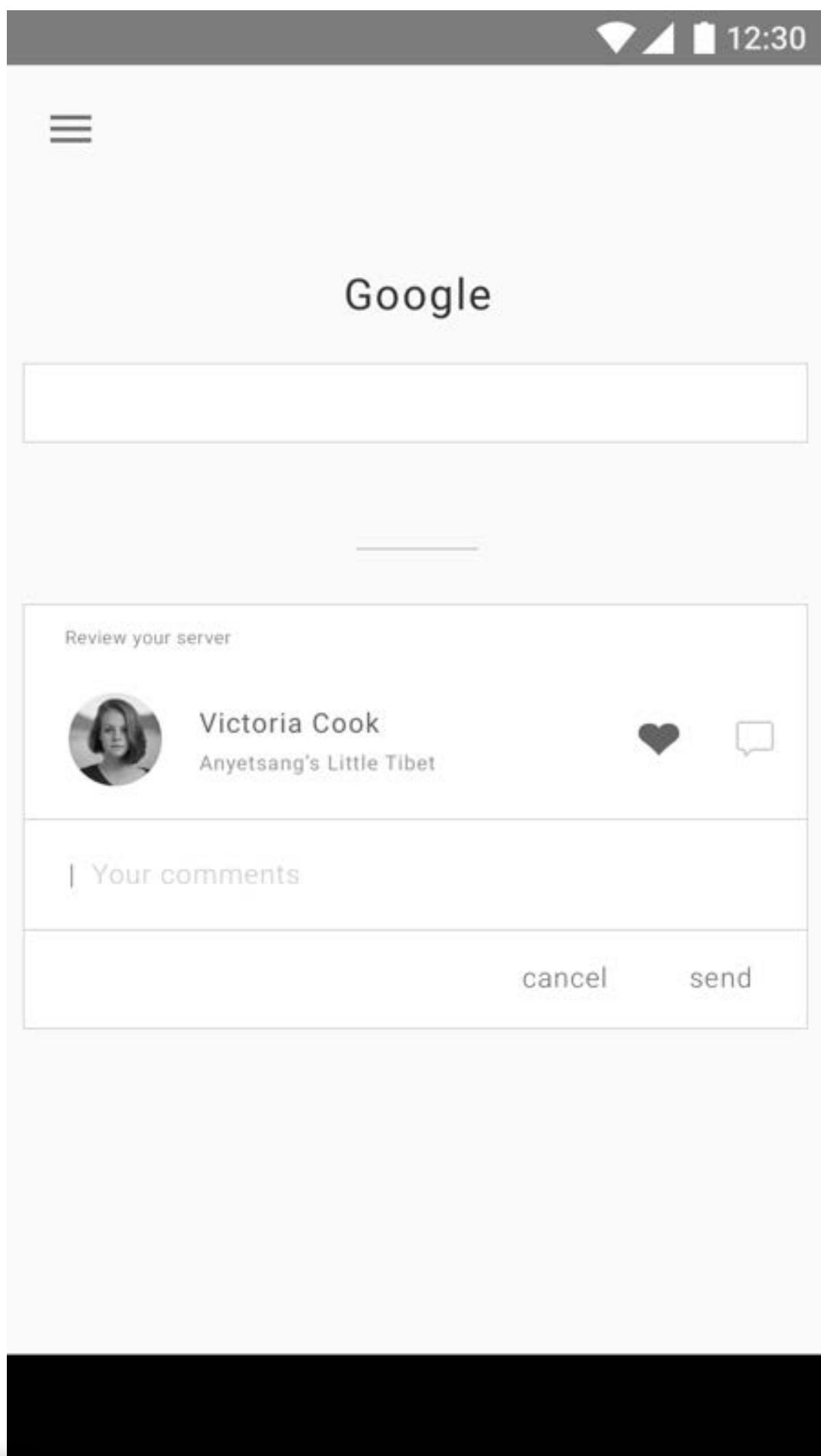
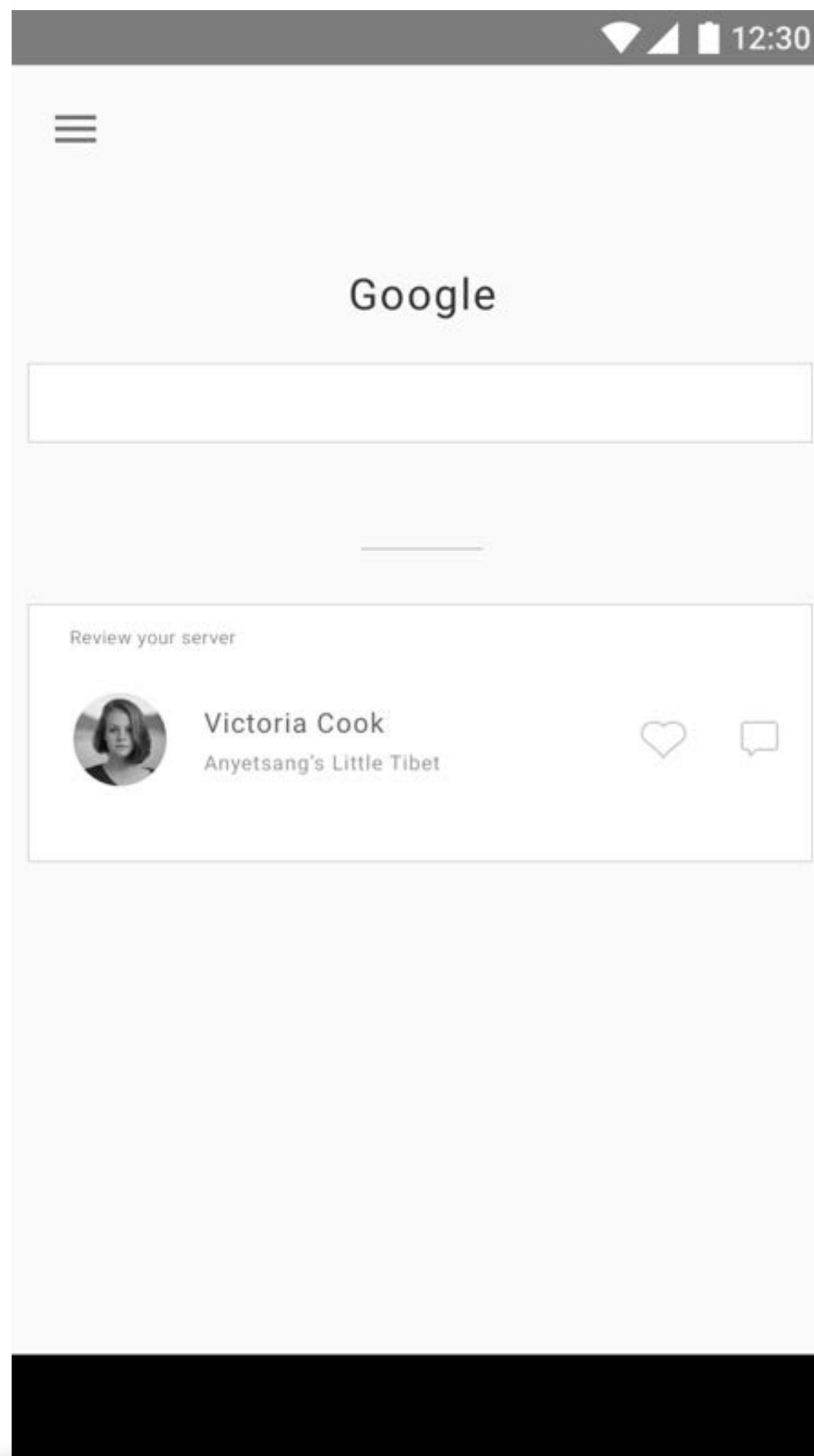
Servers list

Check available servers for quickly back up..

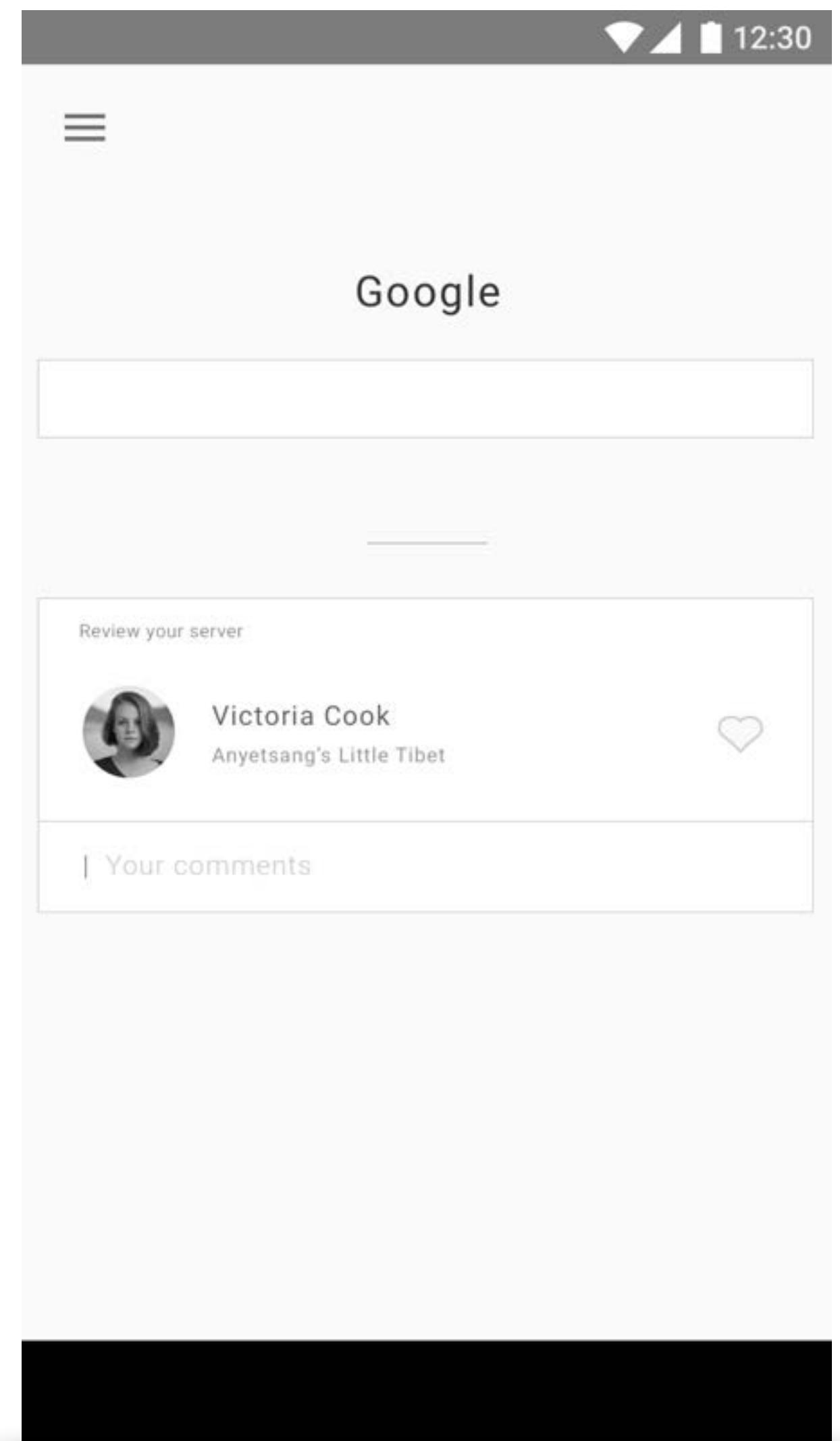
Screen	Content
1	Basic information of this restaurant Little Tibet (8.5) Servers list: Server 1: Available, Rating 58, Worked 58, Break 48, Off 36 Server 2: Available, Rating 48, Worked 36, Break 16, Off 24 Server 3: Available, Rating 36, Worked 24, Break 12, Off 12
2	Little Tibet (8.5) Detailed server stats: Server 1: Available, Rating 58, Worked 58, Break 48, Off 36 Server 2: Available, Rating 48, Worked 36, Break 16, Off 24 Server 3: Available, Rating 36, Worked 24, Break 12, Off 12
3	Available servers for quick back up: Server 1: Available, Rating 102, Worked 102, Break 96, Off 87 Server 2: Available, Rating 96, Worked 96, Break 87, Off 56

WIREFRAMES - REVIEW

Iteration 1

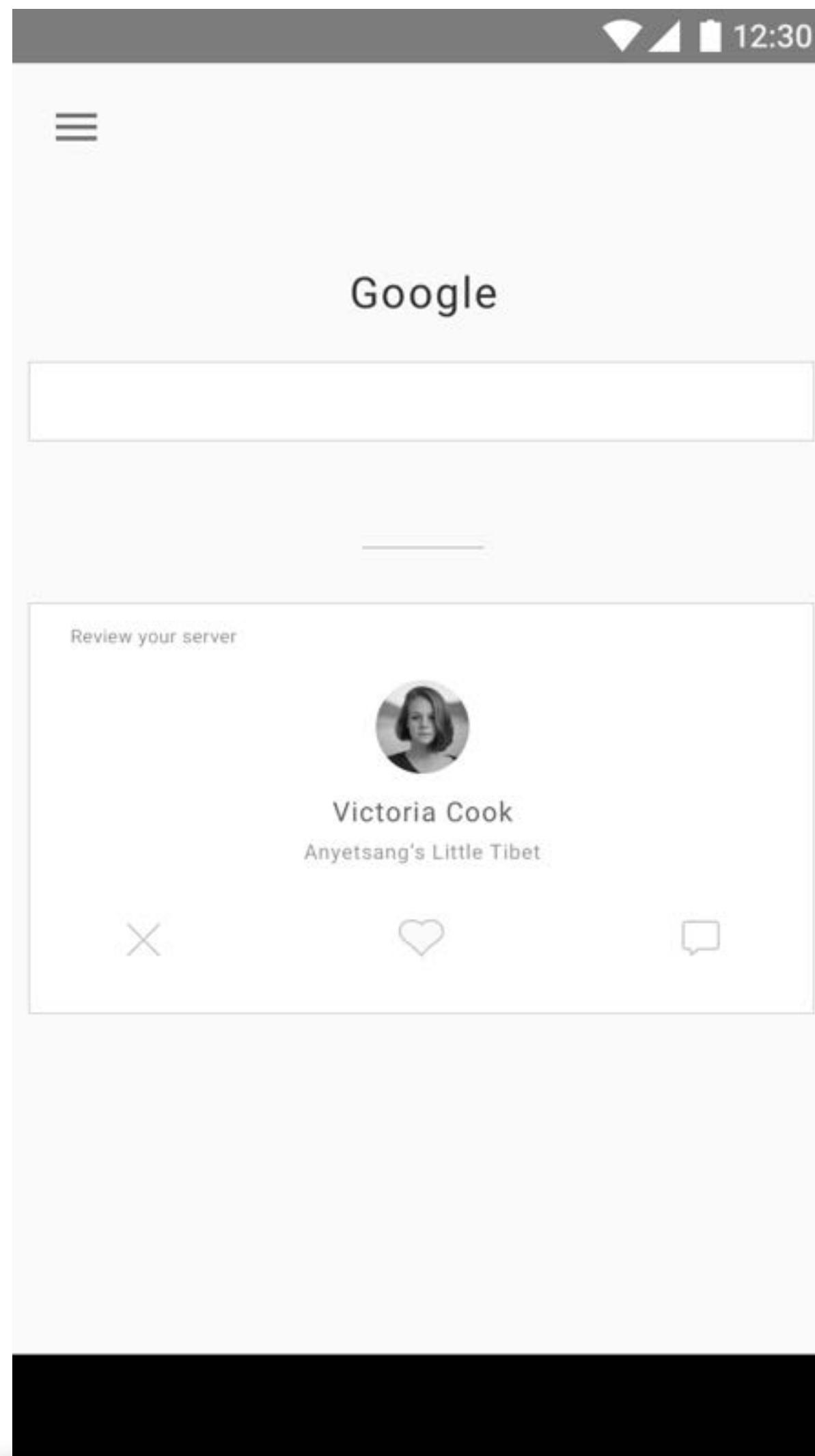


Iteration 2

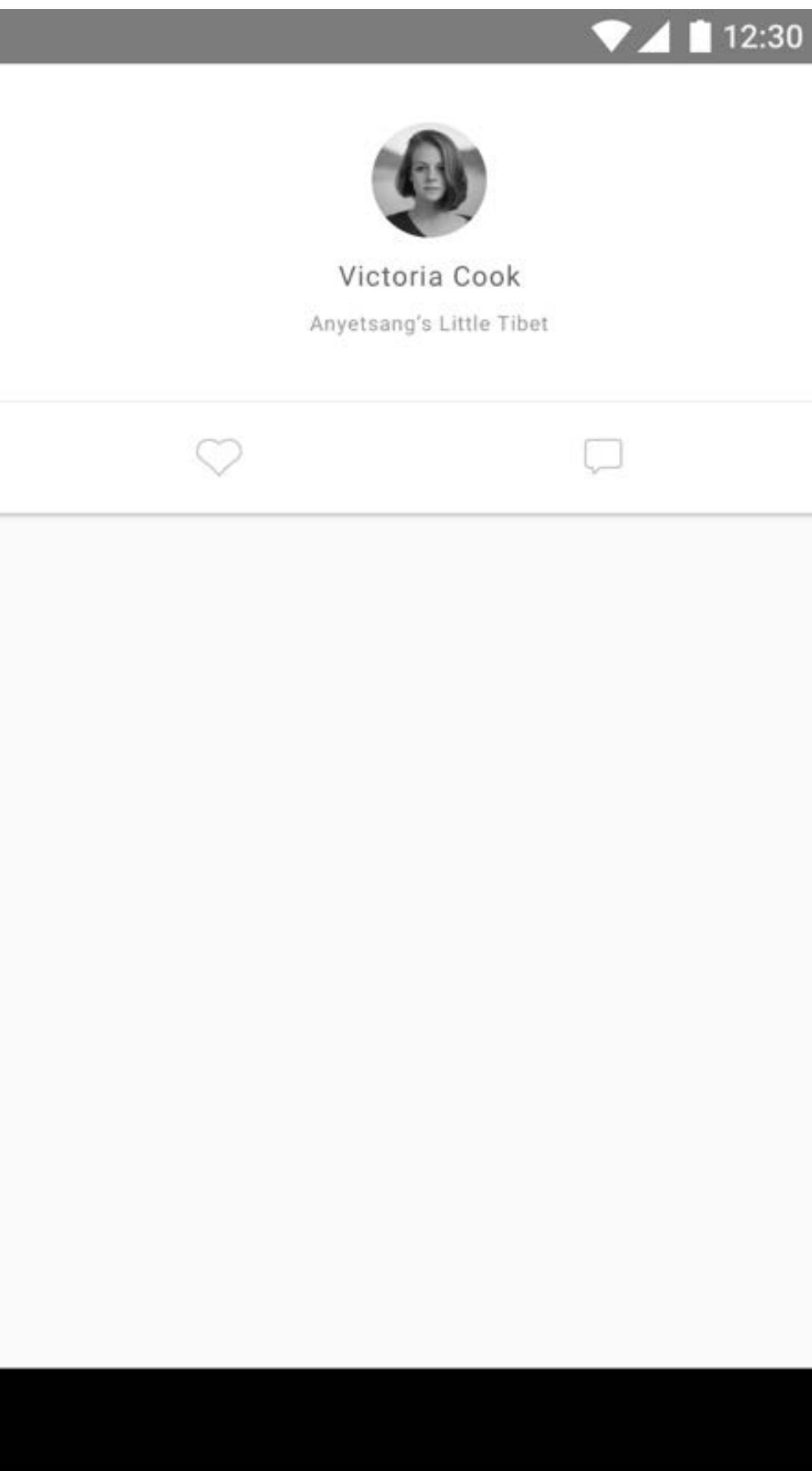


WIREFRAMES - REVIEW

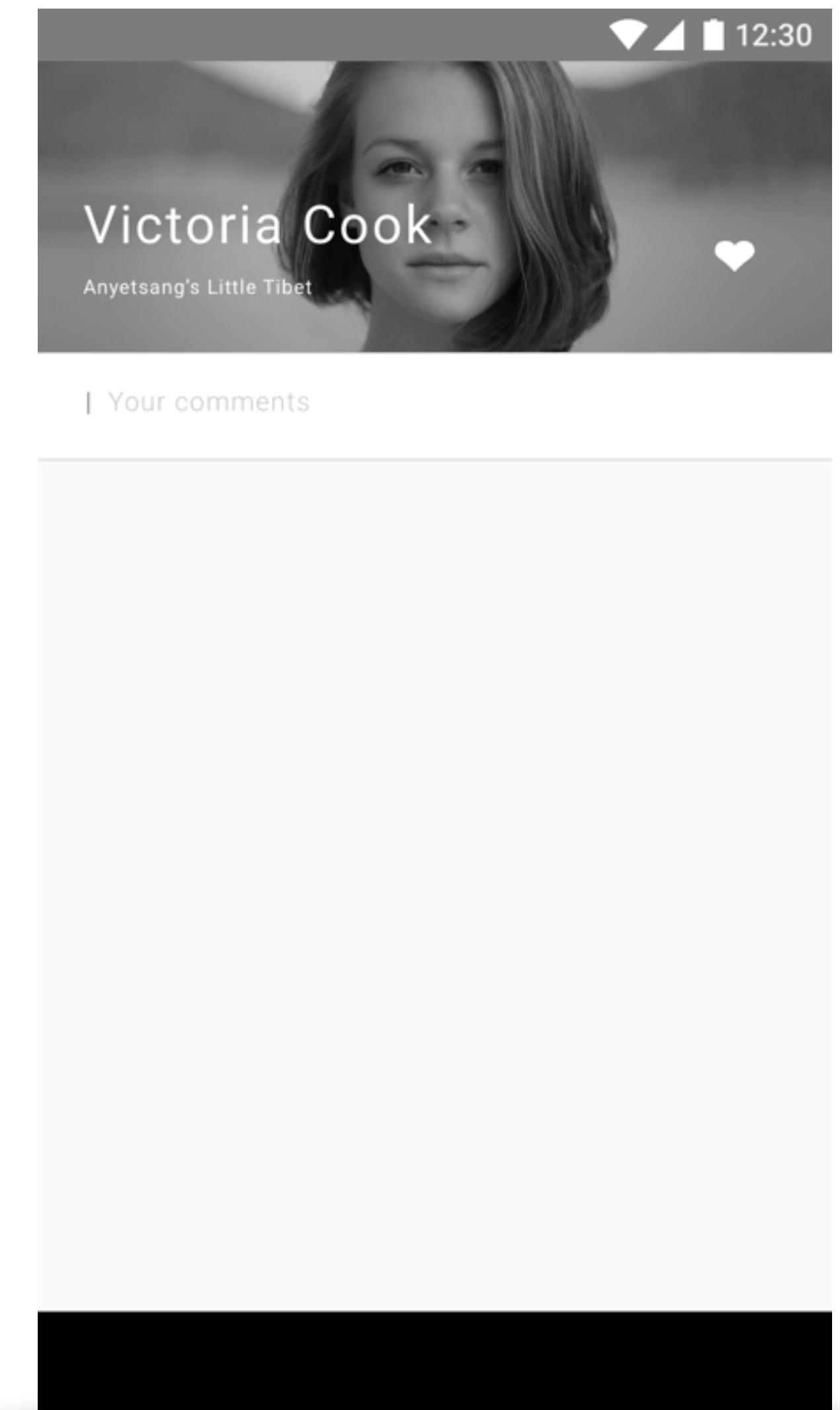
Iteration 3

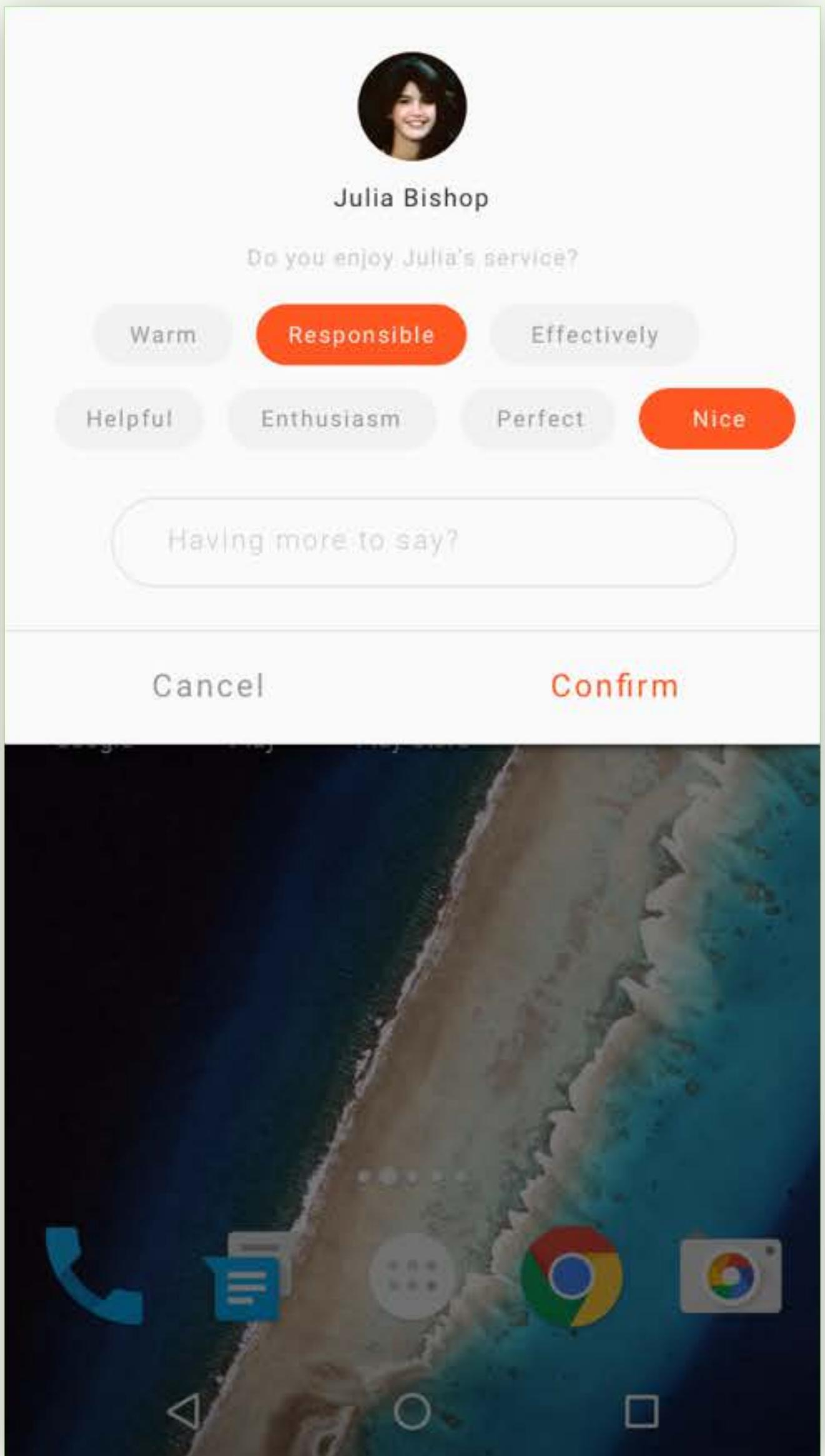


Iteration 4



Iteration 5





Evaluate your server quickly and easily on home screen!

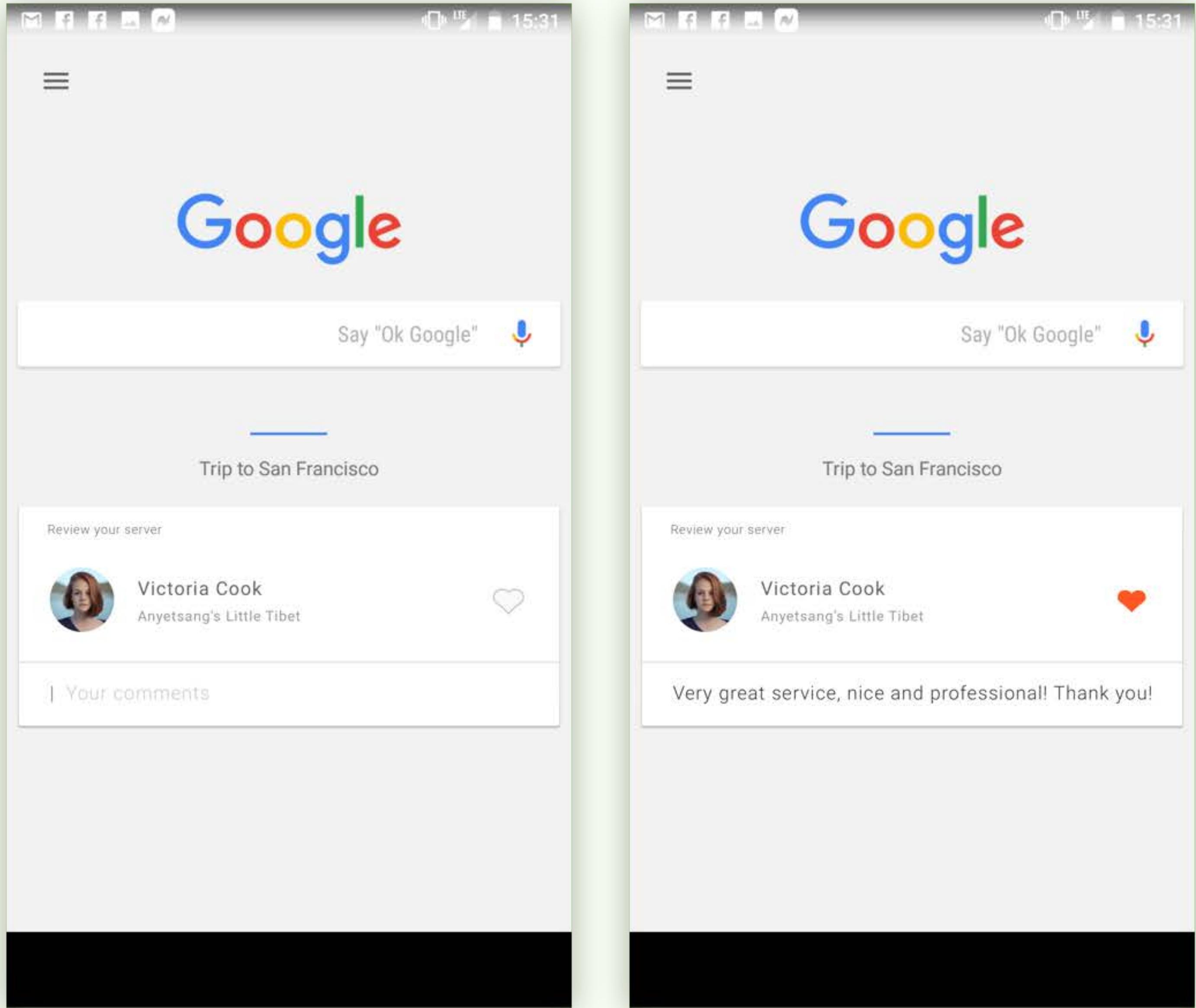
Enjoyed your food? Quickly review your server on your home screen!

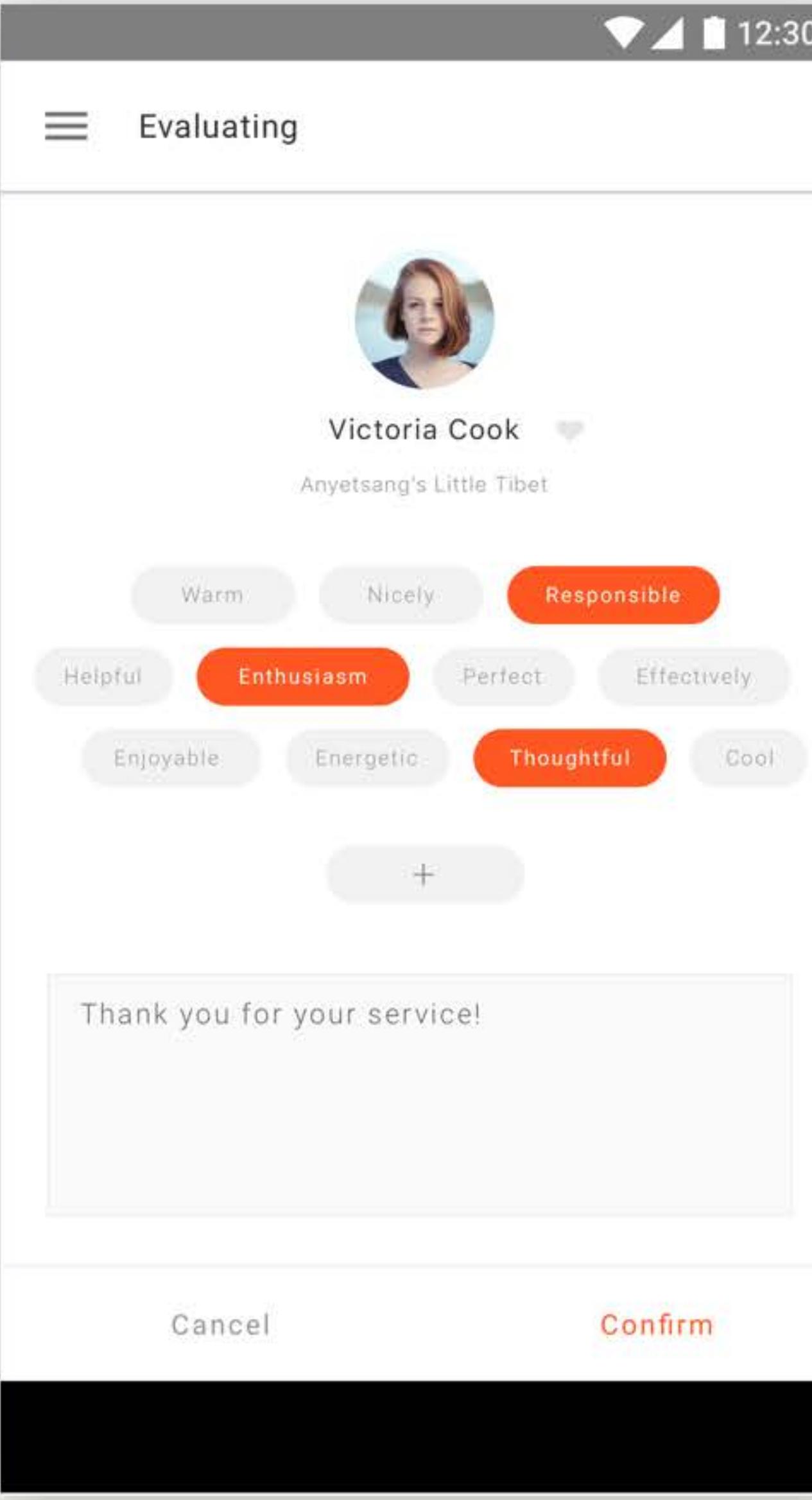
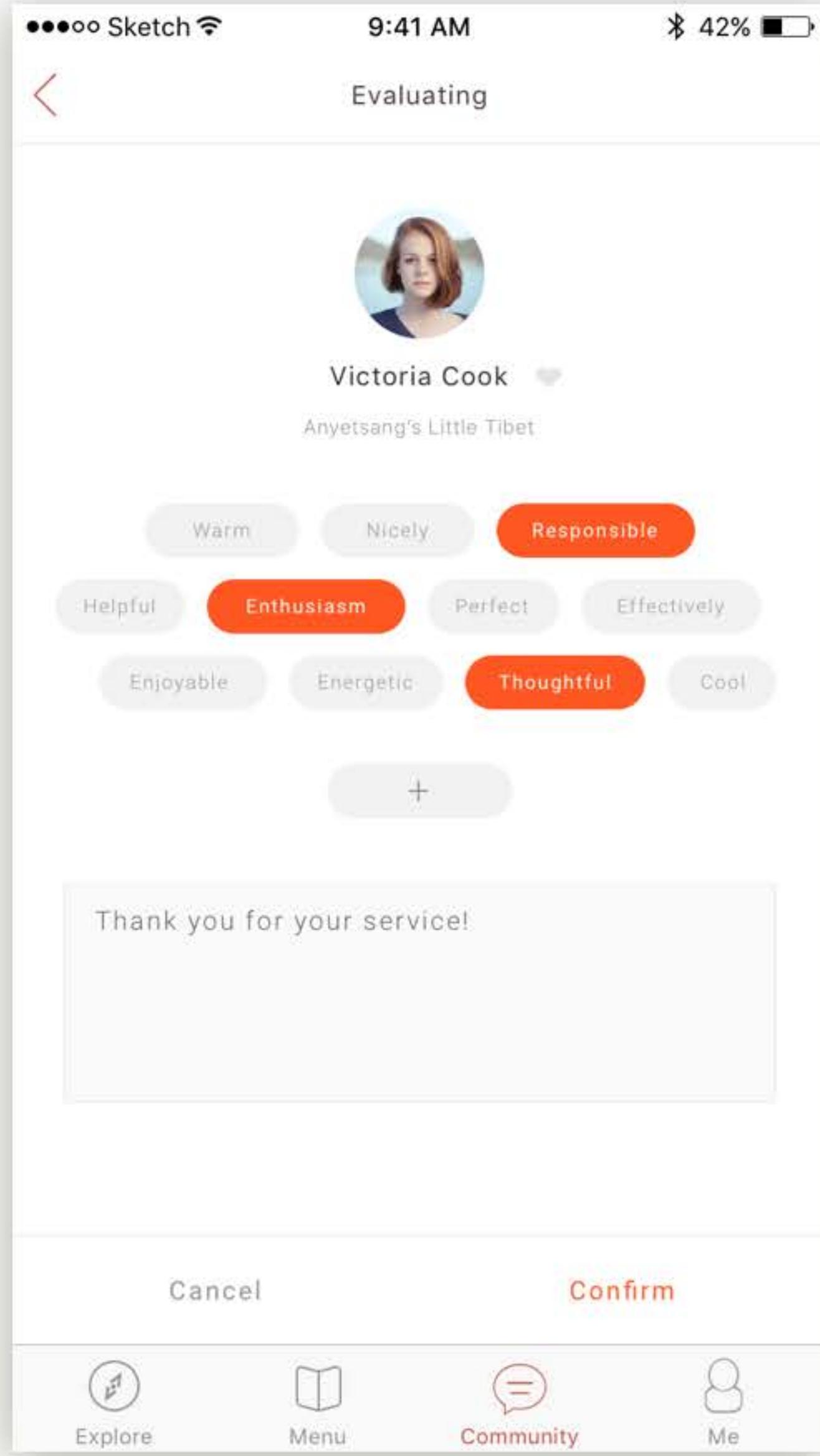




A quick review via Google Now card

Review could be as easy as one click and a few words.





Evaluate your server via other apps

Integrated into other rating apps, like Yelp and Taste, to have a better review experience and get benefits by giving reviews.



Server's Profile

The screenshot shows a mobile application interface for a server profile. At the top, there is a navigation bar with three horizontal lines on the left and the name "Victoria Cook" next to it. On the right side of the navigation bar are icons for signal strength, battery level, and the time "12:30". Below the navigation bar is a large rectangular image of a woman with short brown hair, identified as Victoria Cook, set against a background of colorful prayer flags hanging from a building. Underneath this image is a circular profile picture of the same woman. The name "Victoria Cook" is displayed in bold black text below the profile picture. Underneath the name is the text "Anyetsang's Little Tibet". To the left of the name is a red heart icon with the number "36" next to it, indicating the count of likes. To the right of the name is a speech bubble icon with the number "45" next to it, indicating the count of messages or reviews. Below these engagement metrics are four rows of personality traits listed in rounded white circles with orange outlines. The traits are: Warm, Nicely, Responsible; Helpful, Enthusiasm, Perfect, Effectively; Enjoyable, Energetic, Thoughtful, Cool. At the bottom of the screen, there is a light gray bar with the text "likes 36" on the left side.

Victoria Cook

Anyetsang's Little Tibet

36

45

Warm Nicely Responsible

Helpful Enthusiasm Perfect Effectively

Enjoyable Energetic Thoughtful Cool

likes 36



Comments



Crystal Bishop

The best server I ever meet, super nice and helpful!

30/9/2016



Cheryl Ortega

I like how Victoria smiles and being so engetic. She could enlightened my whole day.

24/9/2016

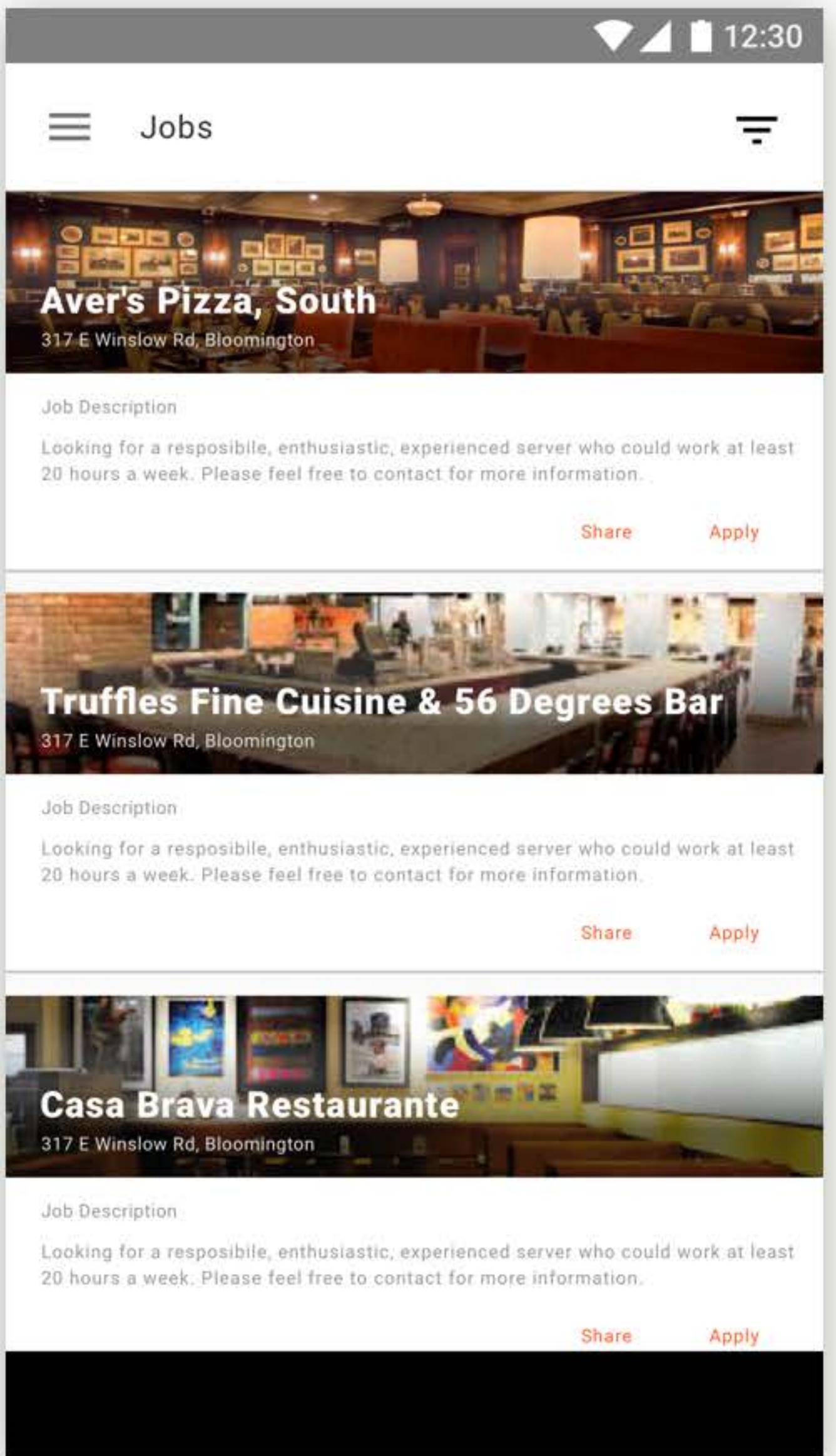


Teresa Payne

I am a regular customer here, mainly because Victoria's great work! Thank you!

22/9/2016





Find new job opportunities

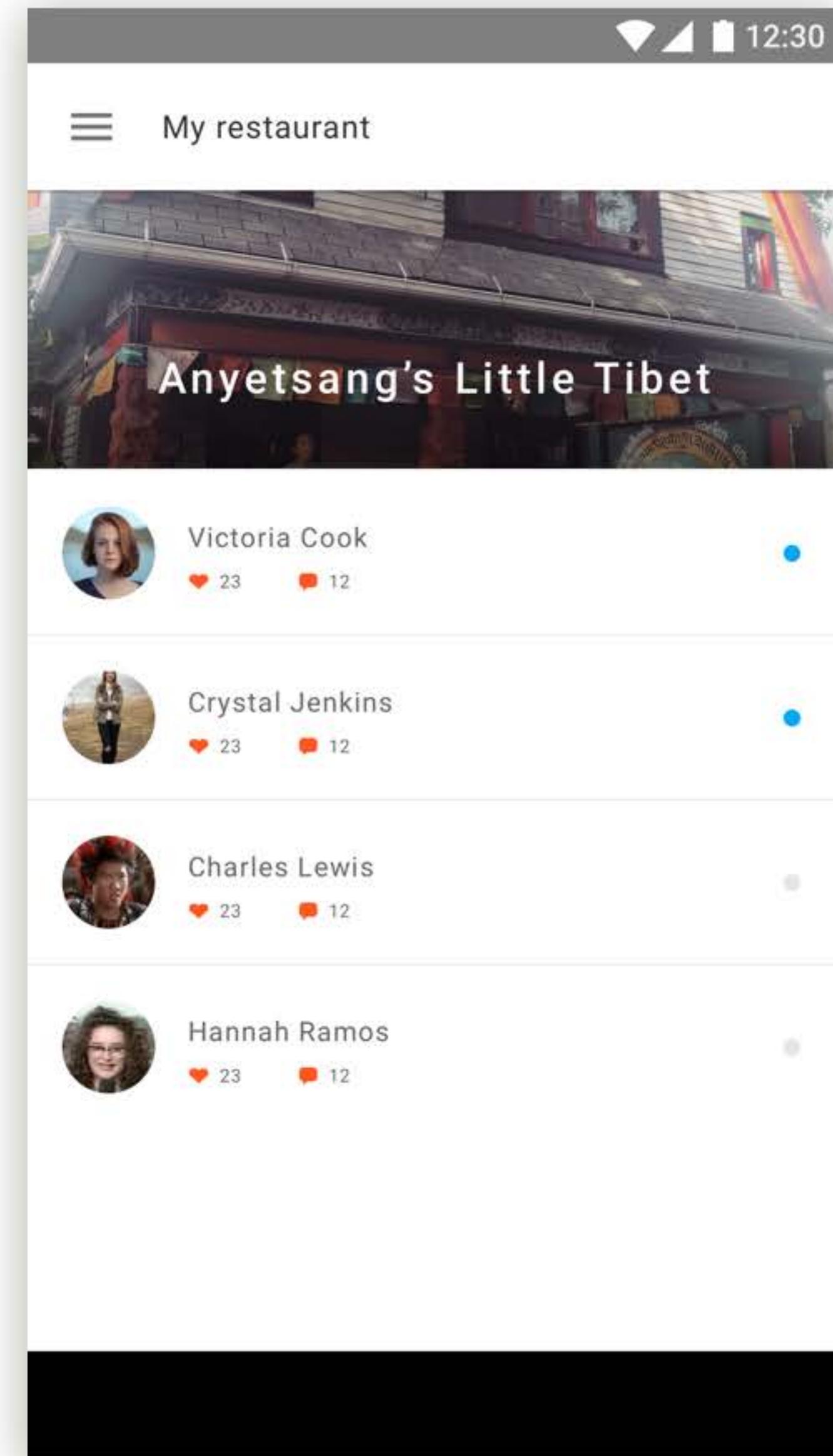
The servers could quickly check nearby job openings, easily share and apply.





Oversee servers' performance

See the servers' performance in real-time.



TEST

A QUICK TEST

Because of time constrain, I did not have enough time to have all the design tested. I opted a quick and dirty way, showed my sketches and a few final visual design to my friends to hear their feedbacks.

One important feedback is that the motivation for diners to give reviews seems still not enough. So I thought maybe I could introduce an encourage system to the diners, the more they review, the high level they are and will get more benefits like discounts, etc.

REFLECTION

Interface design for evaluate servers is not hard. The most difficult part is to design a ecosystem so they want to do so.

I spent lots of time doing research to build this system, and also did lots of sketches, interactions of the core pages design. Because of time constrain, I could not show visual design of all pages. If got enough time, I would try to work on improve the diners' willingness to give reviews.

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THANK YOU!

Estimated working time: 20 hours

Designed by Liang Chen