

LIANUP DESIGN CASE

MENGYU CAO (MC)



POS, PAYMENT, SOCIAL NETWORK

LianUp is dedicated to empowering restaurants by bringing the confluent power of POS, payment, and social network.

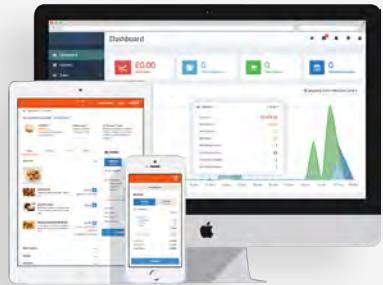


What is LianUp?

LianUp is a Boston based startup, dedicated to empowering restaurants by bringing the confluent power of POS, payment, and social network. The main products include POS, self-ordering Kiosk, and website/mobile app solutions for each restaurant. By providing these technologies, to help them run smarter, efficient, and cost less.



POS



ONLINE



MOBILE



PAYMENT

How I start to work with LianUp

I have been working with LianUp since November 2017 as a side project. The CEO of LianUp reached out to me via LinkedIn. We started with some small projects. Then I fully take care of all the design demands. I began with LianUp branding, to LianUp POS product, to LianUp website, to Kiosk.

LianUp team



Yun Yan

CEO & Developer



Mengyu Cao

Designer

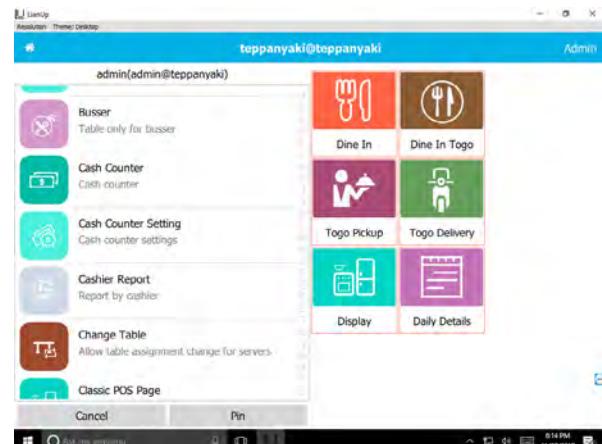
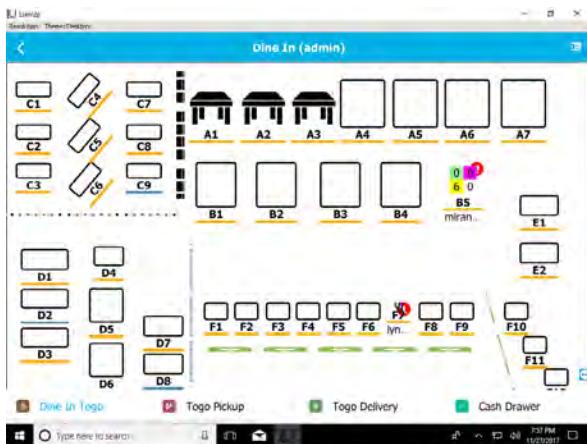


Two Partners & Restaurant Owners

Problems of the previous POS product

Sales provide feedbacks from potential customers (restaurant owners).

- The look& feel of the app is not completed.
 - Hard to sale because of lacking branding & design.

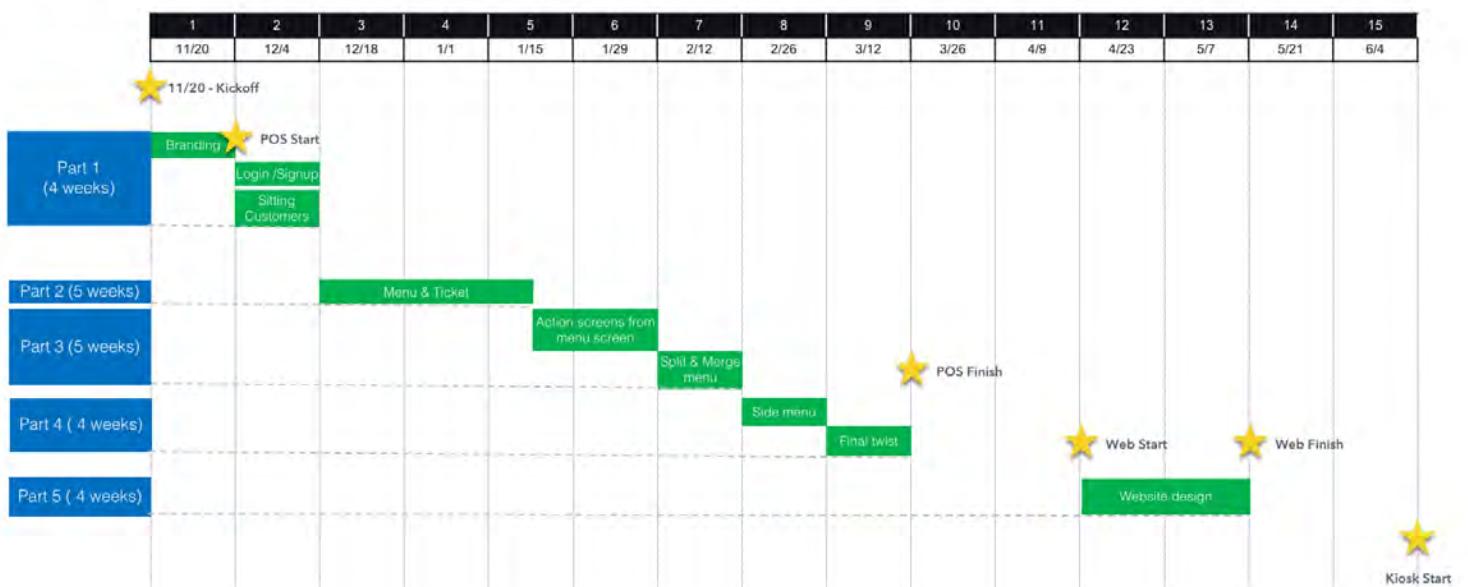


The goals of this project

- Clear branding
- Well designed products
- Easy/clear user experiences
- Drive the sales

Timeline

Timeline & Delivery



Tools & Communication

Branding Assets



Design



Communication

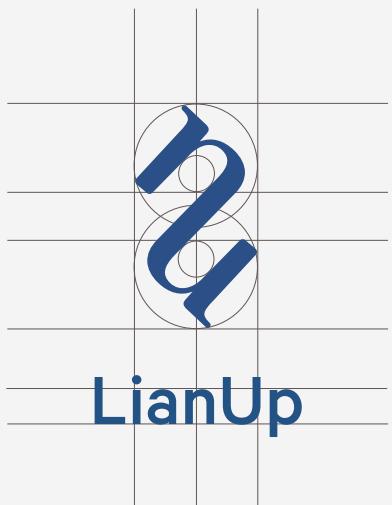


Goals & Process

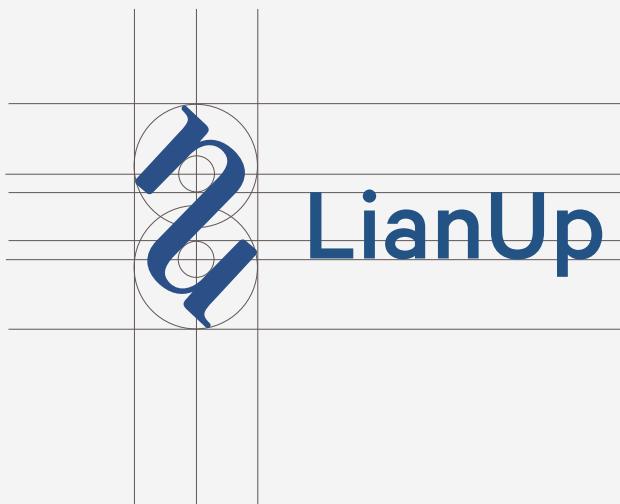


Branding

Logo



Use the letter 'n' from Lian and 'u' from Up. Link them together to a symmetry form to present the concept of 'Lian' (The pronunciation of 'Lian' means 'link' in Chinese.) It's also a flip form of the \$ sign.

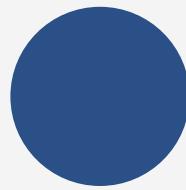




LianUp



Colors



#285086



#ffffff



The POS products are mainly for restaurant owners & staffs' using. It doesn't work directly with restaurant customers. So, we want our products present look & feel of trust, rational, and finance. The primary color is blue. We also have the orange for contrast. Light blue and dark blue for side support. The red and green for error and definite hints.



Color pallet



Font

Premium

Calibre Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () , . / < > ?

Calibre Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () , . / < > ?

Secondary

DIN Alternate

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () , . / < > ?

Website Design

The website for LianUp, a company providing POS, payment, and online solutions for restaurants, features a clean, modern design with a dark blue header and footer. The main navigation bar includes links for HOME, PRICE, SERVICES, CONTACT, NEWS & CASES, and CAREERS.

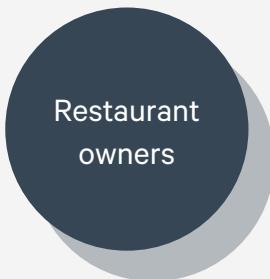
- Home Page:** Features a banner with the text "POS. PAYMENT. ONLINE" and a section titled "WE OFFER DEDICATED SOLUTIONS FOR ALL TYPES OF RESTAURANTS". It highlights four service categories: POS, ONLINE, MOBILE, and PAYMENT, each with a small image and a brief description.
- Services Page:** Shows a grid of icons representing various services: 24/7 Customer Care, Customer Training, Remote/installation, Free lifetime software service, Hardware worry free program, and Customization for your restaurant.
- Plans Page:** A section titled "Choose a plan that's right for you" displays four plan options with their respective prices (\$4900, \$19800, \$29000, and \$50000) and descriptions.
- Partnerships Page:** A section titled "LianUp reseller partnerships" featuring a map of Boston, MA, with several red dots indicating partnership locations.
- Join Us! Page:** A section titled "JOIN US!" with a "JOIN NOW" button, listing open positions such as Sales Agent, Sales Manager, Account Manager, and more.
- Other Pages:** Includes sections for "OUR MISSION", "OUR TEAM", "WHAT WE DO", "LOCATIONS", and "CAREERS".

POS Design

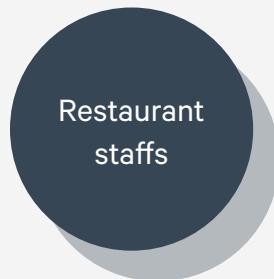
Audience

The primary audiences are restaurant owners and restaurant workers. While the restaurant owners will decide if get our service & products, the restaurant staffs will use the products on a daily bases.

User Scenario



Restaurant
owners



Restaurant
staffs

Physical

- 30-55
- own a restaurant in a scale that requires one or more POS machines

Physical

- 20-40
- energetic

Cognitive

- limitation on technologies
- make the most profits
- get orders as much as possible
- lower expenses
- make staff's work more accessible to complete more orders

Cognitive

- more knowledge & acceptance with technologies
- complete works fast with fewer mistakes
- make customers and the boss happy
- get paid & tips

Persona

Ben

A restaurant owner

Age: 52

Gender: male

Education: High School Degree

Pain point: 'I want to keep the expenses, but make more profits as much as possible.'



Jenna

A restaurant worker



Age: 20

Gender: female

Education: College student

Pain point: 'I want to complete more orders with fewer mistakes to get more tips, and I want to get paid correctly on time.'

User Narratives



Ben

The restaurant owner



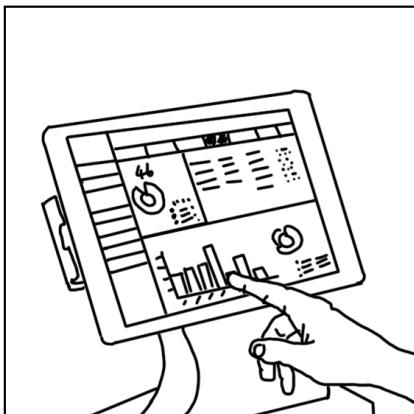
1. Monday morning, the owner Ben, goes to his restaurant.



2. He talks to the staffs with LianUp on the tablet to make sure everything is right, such as new menus and inventory.



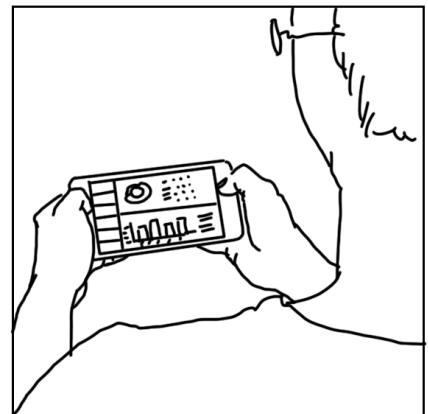
3. Ben opens LianUp POS & enters his pin code to get into his apps.



4. He checks out reports in the previous week, and he takes a look at the weekly income and expenses.



5. In the afternoon, he leaves the restaurant.



6. By the end of the day, he checks out the daily report on his phone with LianUp POS on mobiles.

Jenna

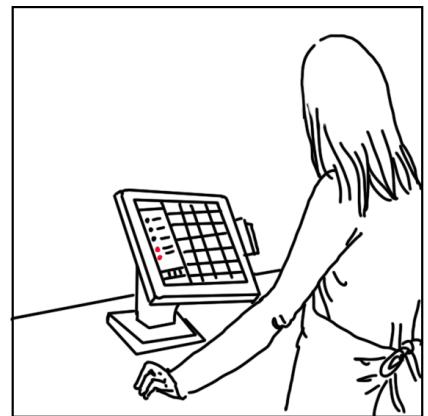
The restaurant staff



2. Staff Jenna goes to work in the morning. She enters LianUp POS with her pin code to start the working hours in the time card.



4. Two customers come in. She sits the customers by clicking the empty table on the POS and builds an order in the menus with the POS.



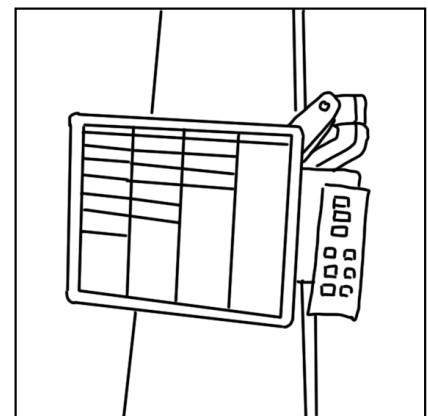
5. After the kitchen gets the food prepared, she notices the status change on the POS.



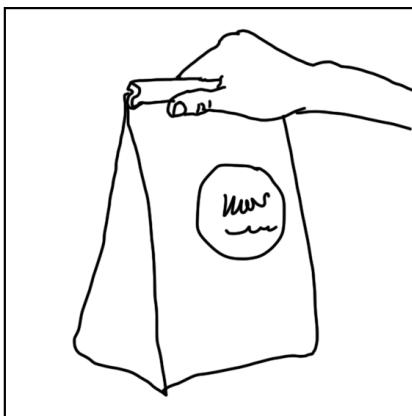
6. She serves the dishes to the customers.



7. She receives a phone call for order delivery. She creates the order.



8. The order is sent to the kitchen.



10. Finally, she hands the food to the signed deliverer.



11. By the end of the day, she checks out her tips on the POS and gets the cash.

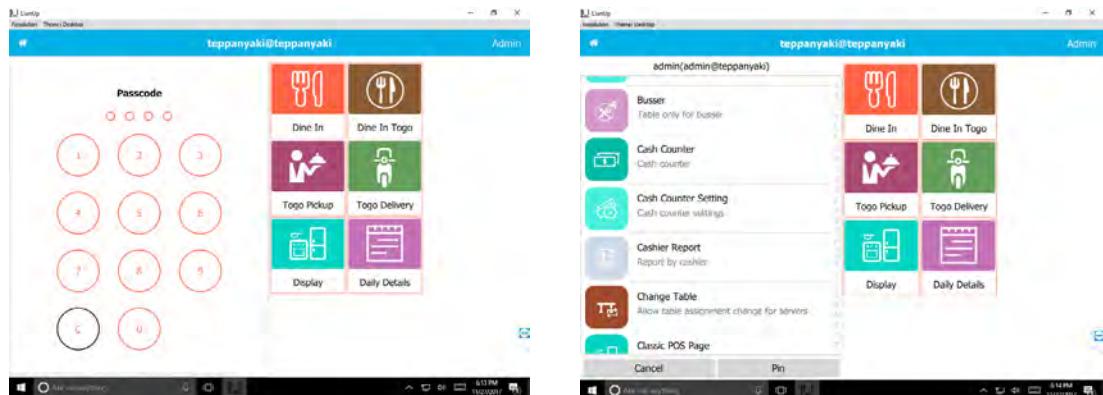


12. She ends her working hours, then she leaves.

Selected design sections & iterations

My Apps

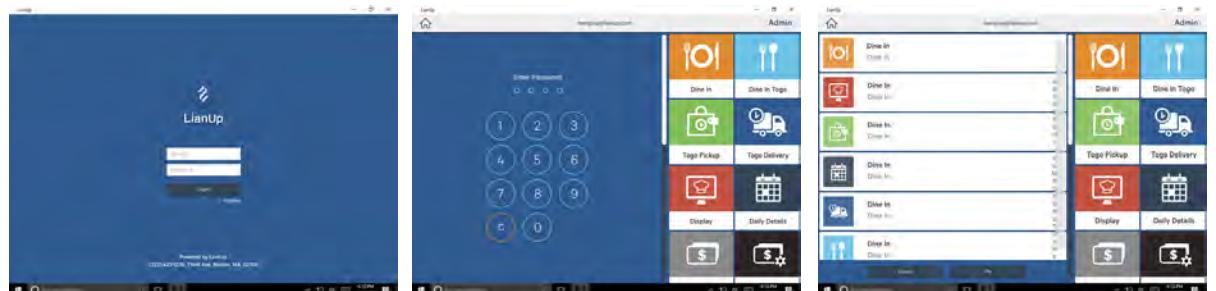
Previous version



Problems:

- Too plain, doesn't have a consistent look & feel.
- Too many colors.
- Not uniformed icons.

Design V1



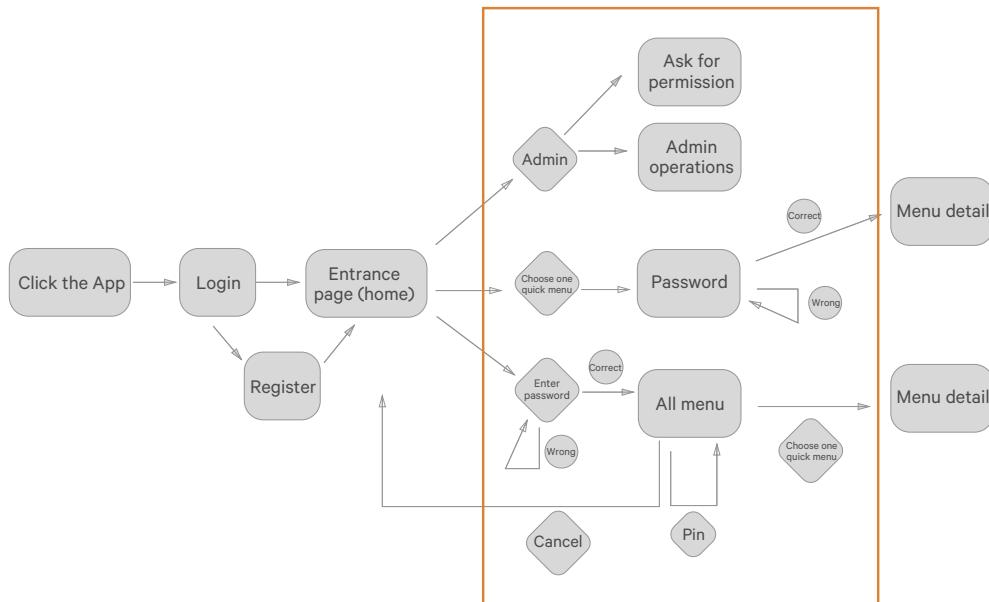
Changes:

- Almost same user flow and experience.
- Branding-style UI design.
- Detailed out experience/steps.

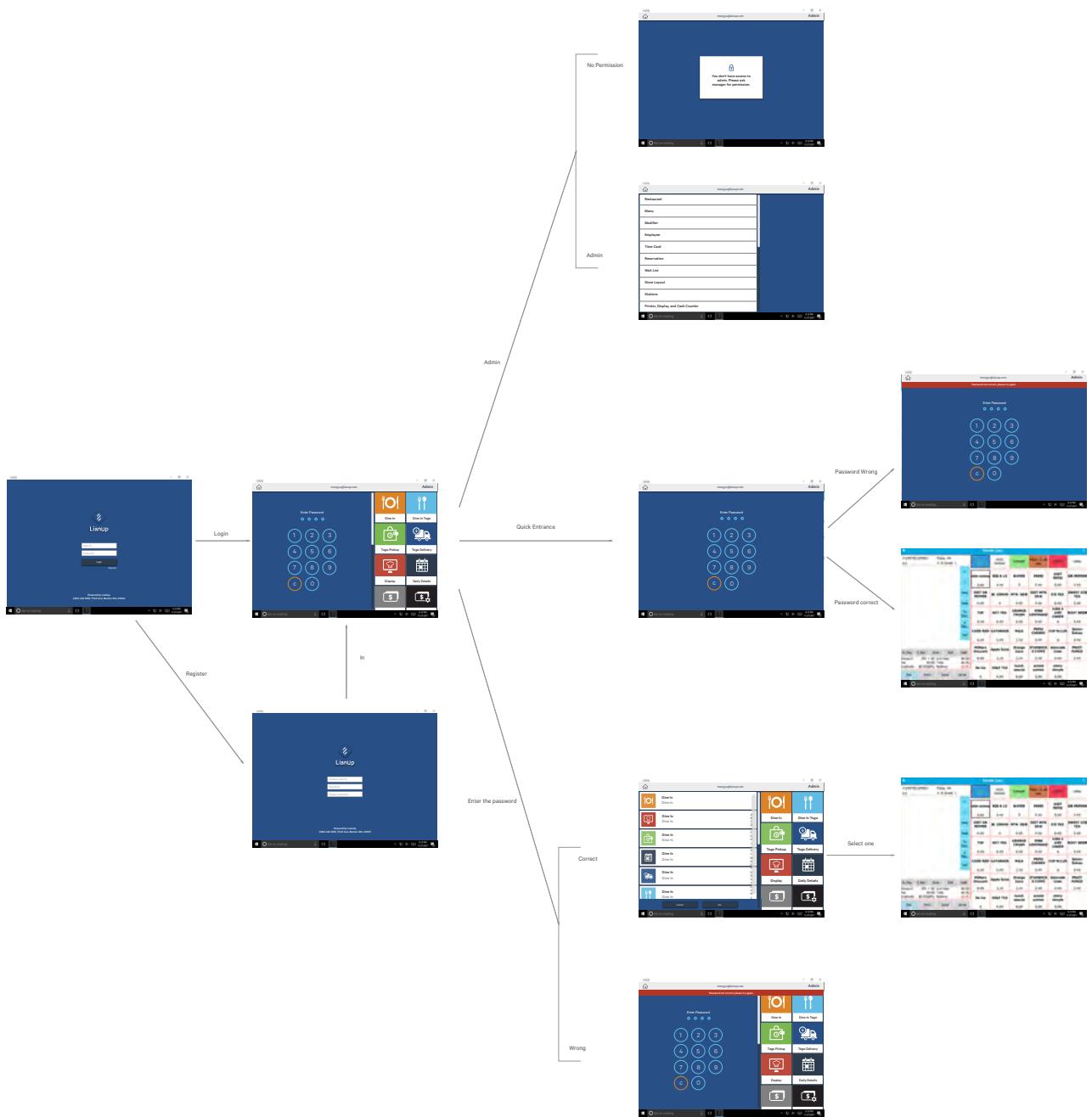
Problems:

- The entering points on quick access/identified apps/ admin are different from each other. That is confusing.
- Still too many colors. It's distracting.

Flow Chart



Design Flow



Design V2



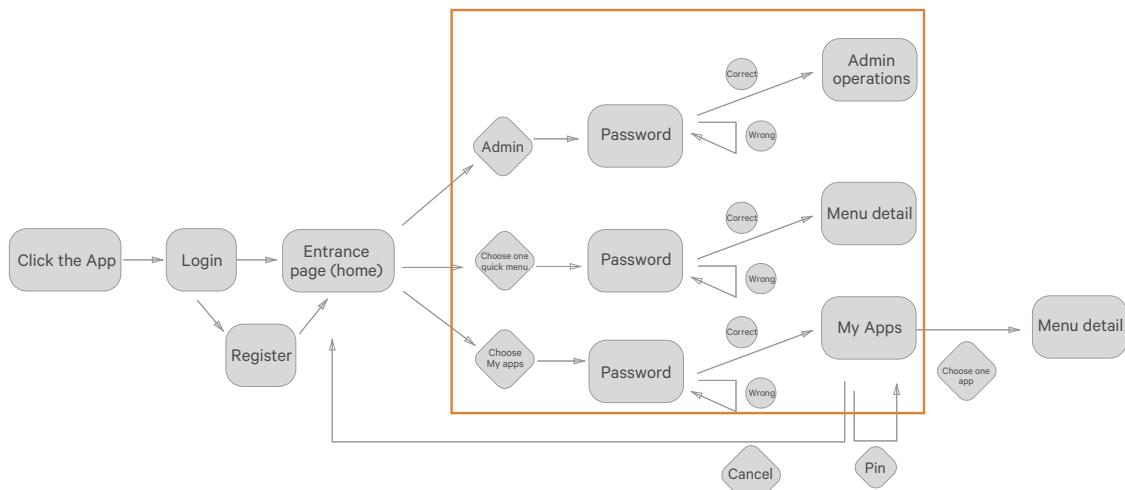
Changes:

- Add a 'My Apps' option, uniform the entering app steps (from quick access, entering my apps, and entering admin)
- More simple colors, less distracting.
- Delete the separated screen interface so that it can show twice the numbers of my apps than before.

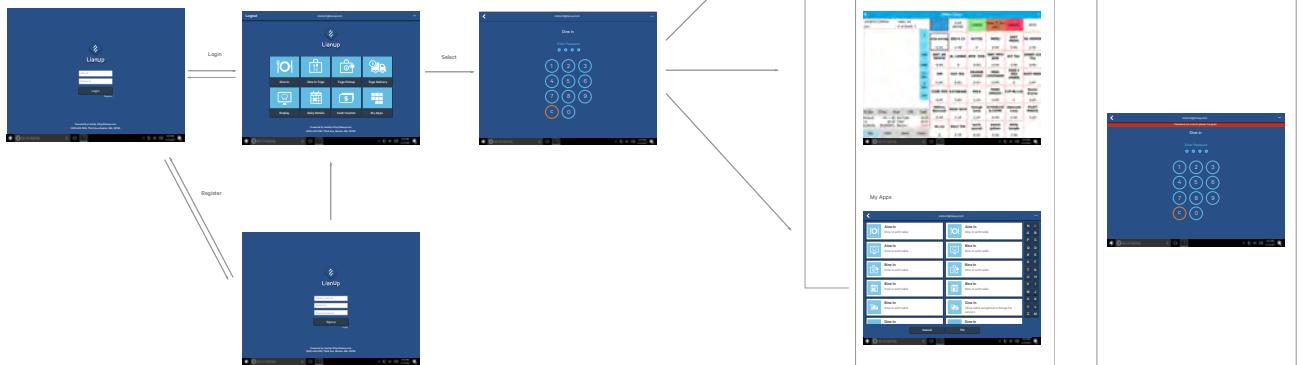
Problems:

- Users and sales provide feedback about too many apps shown in the My Apps section (92 Apps the most case). That is too overwhelming. It is pretty hard to find the specific one.

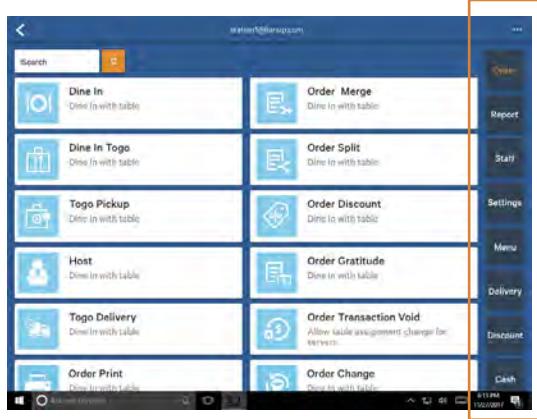
Flow Chart



Design Flow



Design V3



Changes:

- Add groups/category to divides my apps to small groups. That is clearer and easy for users to understand and find the specific app.
 - Replace the Alphabetical quick finding bar with a search bar.
- The groups/category works better than the Alphabetical quick finding bar. For example, apps that start with 'O' are over 20, which is still hard to find the one. Especially for new users with less knowledge, they have to read the description to get the specific app. However, for the groups/category, they can get an overview of this section first. And each group contains not more than 20 apps. Add a search bar for quick finding the app that user knows the name. It can also filter the apps with the same opening character.

Menu

Previous version

Problems:

- The ticket area and menu area are not separated clearly.
- Too many colors over the texts. That is hard to read.

Design V1

The screenshots illustrate the initial design of the POS system. The top two screens show the main ticket area with a grid of menu items and a separate list of modifiers. The bottom screen shows a detailed view of the modifier list, where users can select specific sub-items.

Changes:

- Separate ticket area and menu area.
- Branding-style UI design.
- Simplify & clear ticket items' categories and status to make it informational and easy to read at the same time.

Problems:

- The feedback shows that the pop out modifier is too slow.

Design V2

The screenshot illustrates the revised design for Design V2. The ticket area has been modified to group modifiers together, making them easier to manage and less confusing than in the previous version.

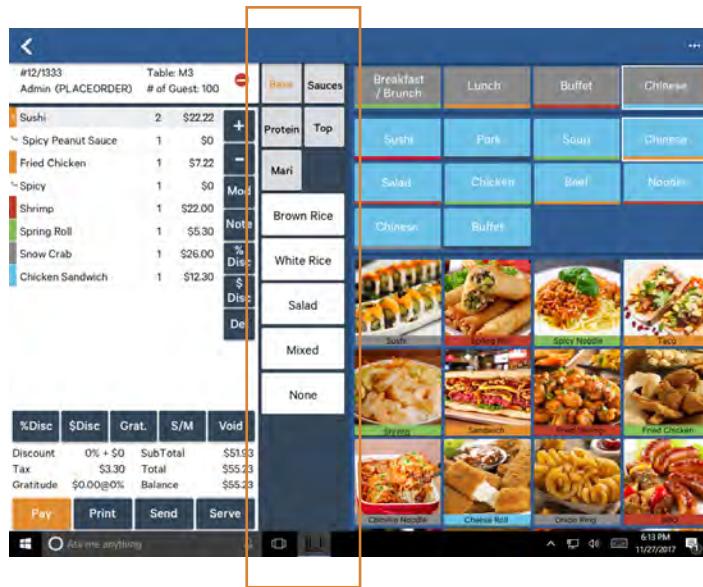
This screenshot shows an alternative grouping for the modifiers in Design V2, demonstrating how the layout can be adjusted to fit different needs while maintaining clarity.

Option 1 ✓

- Make the modifier easier to be grouped with the ticket. That won't confuse the menu part.
- More menus can be shown on the screen compared to option 2.

Option 2

- The modifier gets more space to show all the contents.
- However, it will small the menu space at the same time.



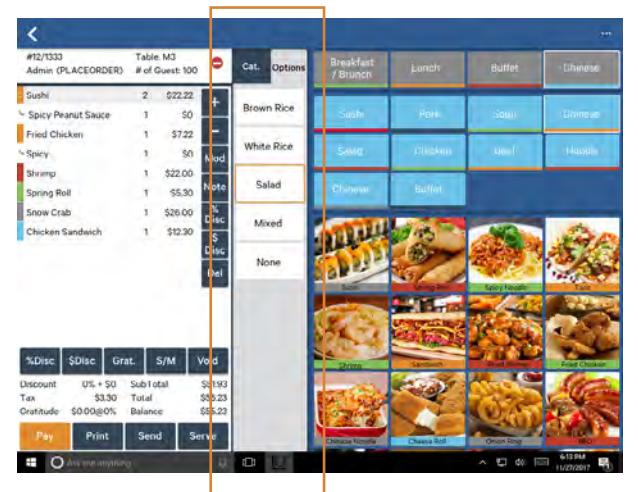
Changes:

-Add the modifiers on the main screen.

Problems:

-Space is limited. The contents of the modifier categories & options cannot be fully shown.

Design
V3



Changes:

-Add overlapped showing space to enlarge the modifiers showing area.

Menu

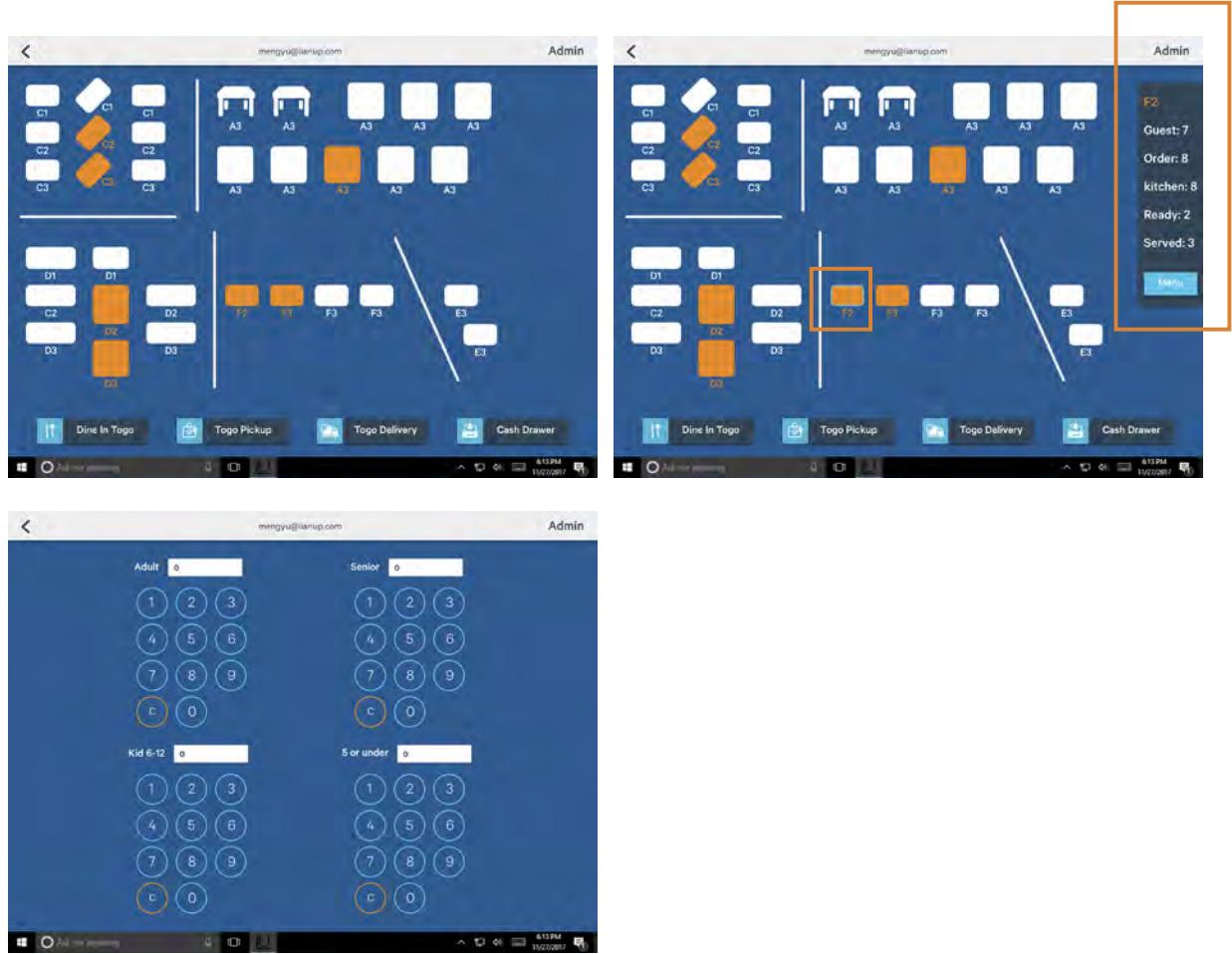
Previous version



Problems:

- The status and information on the occupied table are not readable.

Design V1



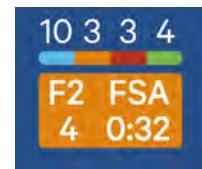
Design V2

Changes:

- Branding-style UI design.
- Replace showing all the information on the little square with an info bar on the side. When the user clicks one occupied table, the detailed info will be displayed on the right sidebar, includes table name, guest number, and four order status.

Problems::

- Click - Show is too slow. The staffs need a quick overview of all the info & status on all the occupied tables.



Changes:

- Show all the information on each occupied table. It includes the table name, guest number, the initial of the server, stayed time, and order status & numbers. Order status comprises total orders (the blue bar), orders that have sent to kitchen (the orange bar), orders that are ready to serve (the red bar, the most urgent action requires), served orders (the green bar).
- The guest number input bar.

Results

- Positive feedback from restaurants that we are working with.
- Make the collaboration with a credit card processor, and provide services and products to 10 restaurants that the credit card processor work with.

Next Steps



- Keep refining based on more feedbacks.
- There are many other sections in the POS system, such as report and settings, re-design the rest step by step.
- Need more experience on using the POS by myself to find problems and provide better solutions.
 - Need to talk to staff owners and staffs in person more often.
 - Need to do more user testing to observe instead of being given feedback.