

## Introduction

### ***Value Proposition***

Democratizing service worker wage information

### ***Problem***

Ensuring decent living wages is crucial to economic and environmental sustainability. Workers within the service industry are underpaid and over-reliant on unreliable tips for a living wage

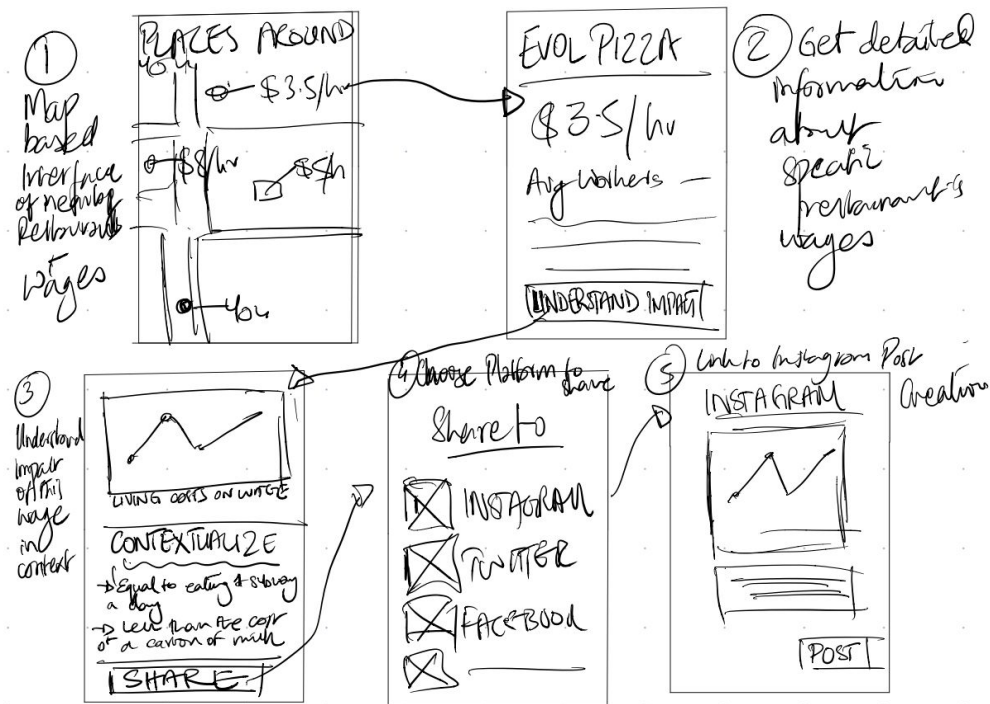
### ***Solution***

A platform for service workers to make their wage information publicly available to inform consumer decisions and incentivize better wage practices

## Initial Sketches

## Top 2 Sketches

### Map-Based Mobile App



Map shows restaurants around your location with their wages prominently labelled

<u>Pros</u>	<u>Cons</u>
Easy to look for restaurants near you	Non-intent-based: Harder to find exact restaurant you're looking for
Familiarity with existing design patterns on widely used platforms such as Airbnb, etc.	It's frictionful to download a mobile app
Non-intent-based: Exploring across restaurants is easy by simply swiping around	Data dashboards on a mobile interface result in a cluttered interface
Easier to contextualize wages by location since it's correlated with cost of living and hence wages.	

## 'Search-Engine' Web App

Home
Share Wages
Analyze Wages

WageBase

Restaurant:

Location:

LEADERBOARD


HIGHEST \$
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

LOWEST \$
1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

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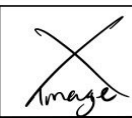
Home

Search Results



Address: \_\_\_\_\_  
Info: \_\_\_\_\_

Wages  
Cashier: \$5.50  
Waiter: \$3.50  
VIEW DETAIL

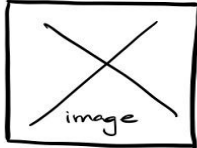


Address: \_\_\_\_\_  
Info: \_\_\_\_\_

Wages  
Cashier: \$8.50  
Waiter: \$7

---

Back
WageBase



Address: \_\_\_\_\_

ROLE	VERIFIED	AMOUNT
Waiter	✓ 2019	\$8.5/hr ①
Cashier	✓ 2020	\$3.50/hr ①
_____	_____	_____

Search for restaurants and view information about the top results

Pros	Cons
Intent-based: Easy to find the exact restaurant you are looking for	Intent-based: Harder to explore data across restaurants
Web interface is more spacious and hence better suited for data dashboards	More info can result in information overload
Websites are easily accessible and weblinks are easily shareable	Less casual

More flexibility wrt information we can show

## Selected Interface Design

### Rationale

We ultimately were a lot more excited about building the 'Search-Engine' webapp and ended up moving forward with it. We wanted to keep the friction to access information low - a web link can be accessed with a click while an app involves a sometimes time-consuming installation flow. Besides, we wanted to build an optimized data visualization which would be easier due to the increased space afforded by web UIs as opposed to constrained mobile UIs

### Task Flows

Simple Task: Find information about a restaurant's wages

Home Share Wages Analyze Wages

WageBase

Restaurant:  
Pizza Pizza X

Location:  
Houston, TX - TX

LEADERBOARD

HIGHEST \$ LOWEST \$

1. 1. 2. 2. 3. 3.

1. Search for restaurant on home page

2. Select restaurant from search results

Home Pizza Pizza X Houston, TX

Search Results

Image X Pizza Pizza  
Address: \_\_\_\_\_  
Info: \_\_\_\_\_  
Wages  
Cashier: \$5.50  
Waiter: \$8.50  
VIEW DETAIL

Image X Pizza Hut  
Address: \_\_\_\_\_  
Info: \_\_\_\_\_  
Wages  
Cashier: \$8.50  
Waiter: \$8

3. View wage details of restaurant

Back WageBase

Pizza Pizza

Address: \_\_\_\_\_

Share Wages Analyze Wages

image X

Bookmark

ROLE	VERIFIED	AMOUNT
Waiter	✓ 2019	\$8.50/hr ①
Cashier	✓ 2020	\$3.50/hr ①

*.Moderate Task: Share information about a restaurant's wages as a service staff member*

Home Share Wages Analyze Wages

WageBase

Restaurant:  
Pizza Pizza

Location:  
Houston, TX - TX

LEADERBOARD

HIGHEST \$

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

LOWEST \$

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

1. Click Share Wages from home page

Home Search for restaurants Houston, TX

Share Wages

1 Choose Restaurant

Name  
Pizza Pizza

Location  
Houston, TX

Next

Map

2. Choose restaurant for which you wish to share wages

Home Search for restaurants Houston, TX

Share Wages

2 Provide Wage Information

Wages  
\$ 8.5 /hr

Comments

Submit

Map

3. Provide wage information and submit

*Complex Task: Understand how a specific wage shapes worker lifestyles*

Home Share Wages Analyze Wages

WageBase

Restaurant:  
Pizza Pizza

Location:  
Houston, TX - TX

LEADERBOARD

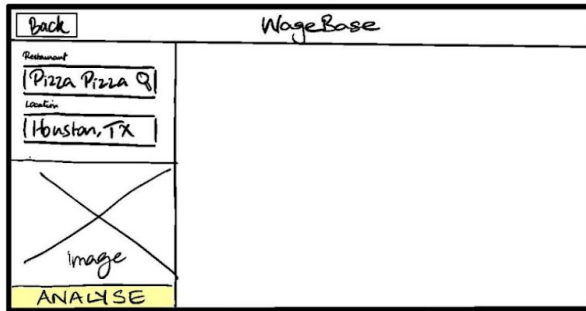
HIGHEST \$

1. \_\_\_\_\_  
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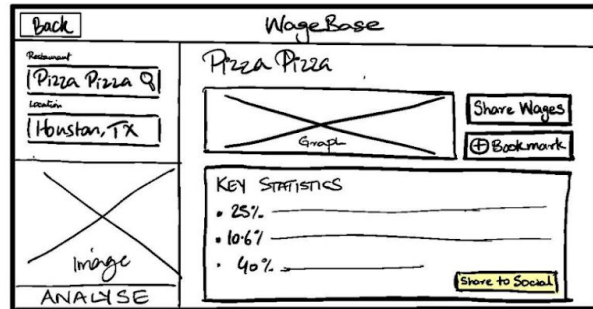
LOWEST \$

1. \_\_\_\_\_  
2. \_\_\_\_\_  
3. \_\_\_\_\_

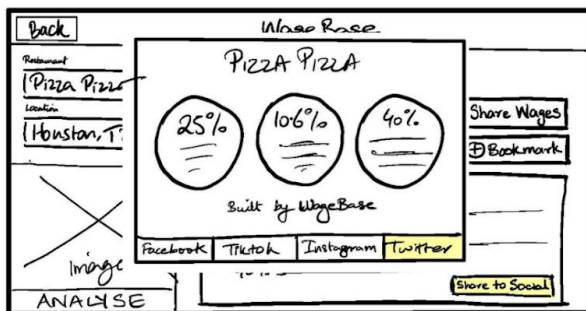
1. Click Analyze Wages from home page



2. Choose restaurant for which you wish to analyze wages



3. View interactive visualized information and statistics about wage lifestyles.

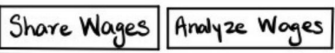


4. Can Share on Social Media

## Prototype

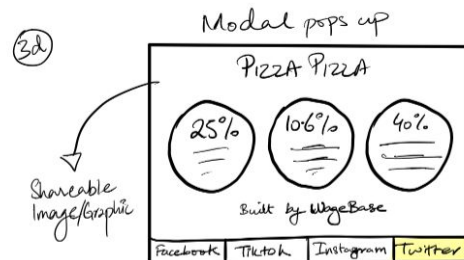
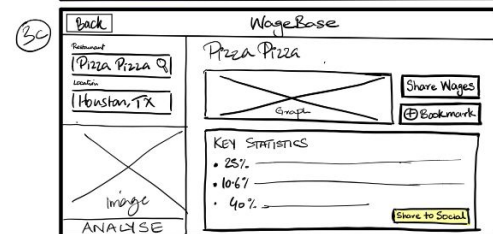
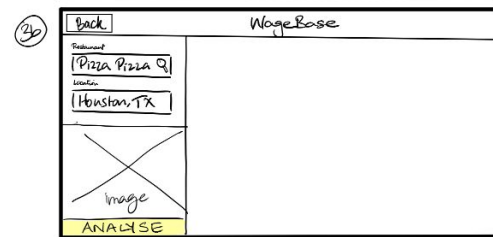
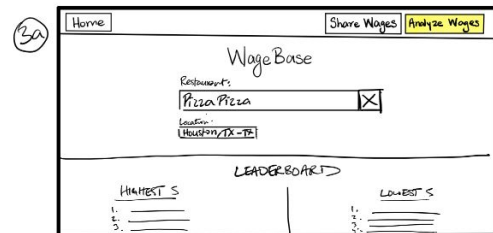
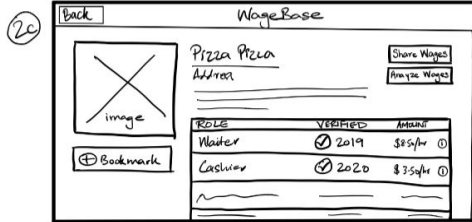
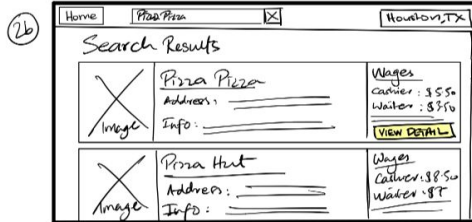
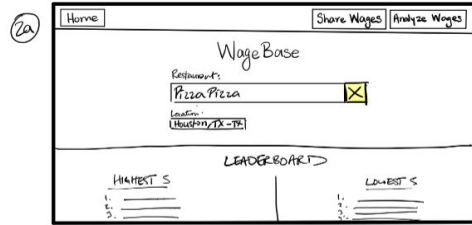
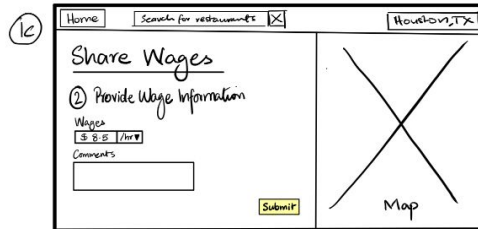
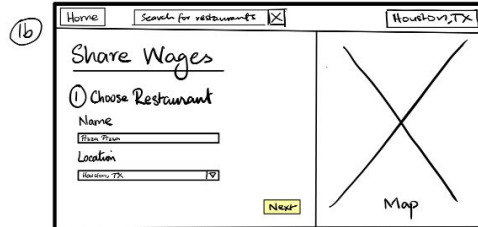
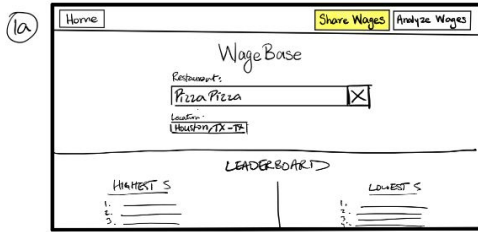
We built a [lo-fi prototype](#) using [MarvelApp](#) - uploaded our sketches and linked them up to create the different flows. This allowed for efficient testing over video calls. Key interface elements are detailed below. All of them rely on touch inputs to move across screens.

### Key Interface Elements

Interface Element	Purpose
"Share Wages" & "Analyse Wages" Button at top right of home screen 	Service workers can go to the screens which allows them to upload their wages. Consumers can go to the screen which allows them to analyse wages of a restaurant
Search Button	Leads user to screen which displays search results

<div><div>Pizza Pizza</div><div>X</div></div>																
<div>Home Button</div> <div>Home</div>	Leads user back to home screen															
<div>Search Result Card</div> <div><div><div>Image</div><div>Pizza Pizza</div><div>Address: _____</div><div>Info: _____</div></div><div><div>Wages</div><div>Cashier: \$5.50</div><div>Waiter: \$8.50</div><div>VIEW DETAILS</div></div></div>	Displays overview of restaurant wage info															
<div>View Details Button</div> <div>VIEW DETAIL</div>	Leads user to more information on restaurant displayed in the search result card															
<div>⊕ Bookmark</div>	Allows consumers to bookmark restaurants to refer to them later															
<div>Wage Information List</div> <div><table><thead><tr><th>ROLE</th><th>VERIFIED</th><th>Amount</th></tr></thead><tbody><tr><td>Waiter</td><td>✓ 2019</td><td>\$8.5/hr ①</td></tr><tr><td>Cashier</td><td>✓ 2020</td><td>\$3.5/hr ①</td></tr><tr><td>_____</td><td>_____</td><td>_____</td></tr><tr><td>_____</td><td>_____</td><td>_____</td></tr></tbody></table></div>	ROLE	VERIFIED	Amount	Waiter	✓ 2019	\$8.5/hr ①	Cashier	✓ 2020	\$3.5/hr ①	_____	_____	_____	_____	_____	_____	Presented list of uploaded wages to consumers for more detailed analysis
ROLE	VERIFIED	Amount														
Waiter	✓ 2019	\$8.5/hr ①														
Cashier	✓ 2020	\$3.5/hr ①														
_____	_____	_____														
_____	_____	_____														
<div>Key Statistics Card</div> <div><div>KEY STATISTICS</div><div><div>• 25% _____</div><div>• 10.6% _____</div><div>• 40% _____</div></div><div>Share to Social</div></div>	Presents Key Statistics of a particular restaurant. Shareable.															
<div>Social Share Modal</div> <div>Modal pops up</div> <div><div>Pizza Pizza</div><div><div>25%</div><div>10.6%</div><div>40%</div></div><div>Built by WageBase</div><div><div>Facebook</div><div>TikTok</div><div>Instagram</div><div>Twitter</div></div></div>	Modal which allows one to share key statistics (presented in a graphic) to social media.															

# Entire Prototype System





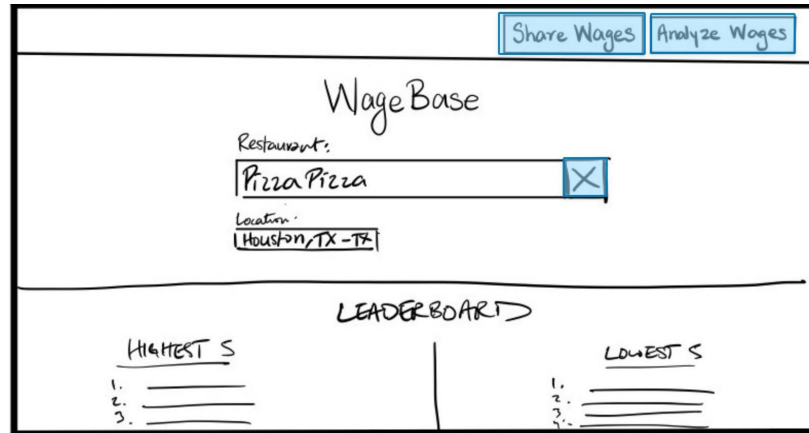
## Testing Methodology

### Participants:

- Our prime target audience are average restaurant goers and employees at restaurants. Michael is a current employee at a small restaurant in Las Vegas. We wanted to get his input on using the product. One of our teammates knew him from high school and compensation was a ramen lunch.
- Our next participant was a college student from a different school. We wanted to see how a demographic from a price sensitive perspective would react to the product. This student was both socially conscious of the wage crisis and economically limited. An ideal situation to see if we could sway individuals who were on the fence but financially constrained. One of our teammates knew them prior and no compensation was given.
- Our final participant was from an international perspective, someone who also worked in a japanese restaurant in the past. We chose this person to see how people would think in places that already had fair wages and tipping wasn't customary. The hope would be to provide more wage transparency for economic empowerment and see if our idea could fare well internationally as well. This person was contacted by a team member through a mutual friend and was not compensated.

### Environment

- These tasks were performed via zoom interviews. We had participants share their screen and interact with the paper prototype set up on Marvel.



Made with *Marvel*

## Marvel Paper UI Environment

### Tasks

- Find information about a restaurant's wages
- Share information about a restaurant's wages as a service staff member
- Understand how a specific wage shapes worker lifestyles
- Create digestible graphics of data analysis
- Share the graphics

### Procedure

We gave each participant a brief overview of our idea and then outlined tasks for them to complete in the same order listed in the tasks section. During each interview we monitored their actions during the process via screen share and noted questions and complications. Afterwards we noted if they were successful in completing the tasks and asked for final feedback.

### Test Measures

- Successes
  - All participants were able to perform all 3 tasks successfully.
  - The majority of the tasks were found to be very straightforward and took very little time
  - No errors were made in accomplishing the tasks
- Issues
  - Points that generated questions on how to continue
  - Wrong maneuvers
  - Frustration points

### Team Member Roles

- Computer: Girish
- Recorder: Andy
- Greeter + Facilitator: Saljuk

## Results

- Positives:
  - All participants were able to perform all 3 tasks successfully
  - The majority of the tasks were found to be very straightforward and took very little time
  - No errors were made in accomplishing the tasks
  - Felt the process made sense for each task to do
  - "Oh I would use this!" - seemed excited by the platform idea
  - "I dig the social media integration"
  - All participants felt this would influence their decision making
- Negatives
  - One participant was not sure if they had successfully shared wages -- no feedback
  - Even though all tasks were eventually performed successfully, 2 participants hesitated when confronted with search results page -- clutter
  - Some confusion between 'Share' button for wages and 'Share' button for uploading graphics to social media
  - "This seems too easy" - on the ease with which wages were shared. Displayed lack of trust
  - Worry about potential false information spread
  - "I want these graphs to be more prominent" - on the analyze wages task

## Discussion

Through our interviews we feel confident that our tasks accurately accomplish our goals of wage transparency as well as our UI being able to help users successfully navigate the process. All our participants were able to accomplish the outlined tasks and liked that the app presented the data in easily digestible mediums. Most were very excited by the graphical representations of wage data and felt it made the information more compelling. In the future this is a point we will continue to develop on.

In regards to the UI while it overall allows users to accomplish everything, it still has some shortcomings that result in user confusions. Firstly we realize the importance of clean space at the landing page so users can focus on a single task. Also some text was a bit misleading such as share, which can be interpreted as both sharing wages to the platform and sharing wage info to social media which operate in two completely different flows. From this we plan to optimize the landing page to include more clear space and allow the user to focus on a specific task at hand. The interface will also try to use colors and different wording in order to reduce confusion between flows. We feel confident that this can reduce the amount of friction users experience.

The interviews also brought up important questions about data reliability to consider. While we initially plan to require images of pay stubs to verify claims, such measures might lead to privacy concerns and fall short of reaching verification needs. Competing restaurants could forge pay stubs and submit it to our platform to tarnish their reputations. This will be an important issue to continue to consider as we design to ensure an accurate and safe platform.

Due to not requiring actual pay stubs and real wage info with an interview, we are unable to evaluate the potential virality of our platform's data graphic generation and if the sharing process will be able to generate enough traction to create pressure. While we do want to create individual change, we are hoping the graphical representations can also work to influence beyond users of our platform.