

GRADUATION-INTERNSHIP PORTFOLIO BACHELOR-ICT

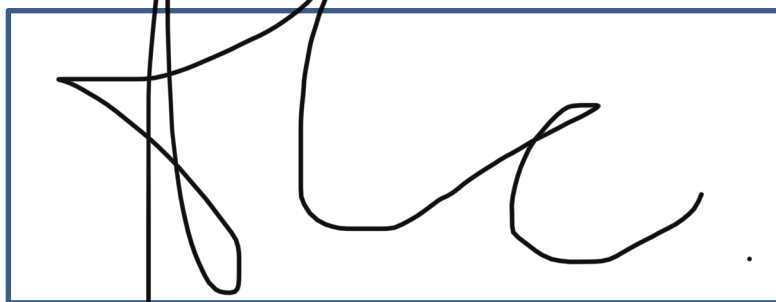
FONTYS UNIVERSITY OF APPLIED SCIENCES

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project period: (from – till)	Feb 6 2023 – Jul 7 2023
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Final portfolio:	
Title:	Redesigning the UI/UX of Obero's Management Platform & Customer Application to allow better usability and efficiency.
Date:	Jun 13 2023

Approved and signed by the company mentor:

Date: **12-06-2023**

Signature:



The Assignment

Obero is a Dutch software company specializing in IT Services & Consultancy, providing Software as a Service (SaaS) solutions for online ordering and delivery. Founded in 2020 by Alexander Clemencia, Izahir Clemencia, and Mohamed Dahou, the company aims to improve business customer experiences by offering in-ordering solutions for enhanced sales efficiency. The company is headquartered in the Netherlands and currently employs 17 people.

Obero offers a management platform for managing subscribers and businesses in the food service industry. This platform has features to help Obero communicate and assist restaurateurs in managing their food service operations, including a module for creating digital menus, ordering systems and customer care. However, the current platform requires high technical knowledge for a person to operate, leading to slow troubleshooting in-between subscribers. Hence, Obero is shifting focus toward a partner-relationship model where the intermediaries (vendors) can offer an online food ordering system through Software as a Service (SaaS) as a bridge between Obero and restaurant owners to solve that issue. With this new relationship model, vendors can offer Value Added Services (VAS) under their brand, incorporating Obero's management platform with functionalities that offer an online ordering system and using it to manage their affiliated restaurant owners without requiring huge investments.

Apart from the vendors and restaurant owners, Obero aims to improve the in-store experience for customers. This can be achieved by conducting field research on current pain points and opportunities within food service locations, eventually helping to implement the platform's redesign and develop new features and tools to support the in-store experience. Obero should provide a comprehensive solution combining the best online and in-store customer experiences so that vendors can offer the best value from their services.

Hence, the objective of this assignment is to improve the user experience (UX) of Obero's Customer Relations Management (CRM) Platform for vendors and in-store operations for restaurateurs and consumers so that an improved management and ordering platform as a Progressive Web App can be delivered by the end of the internship period (July 2023).

Description of The Process and The Results

Planning

The project was conducted using the Agile Scrum work method, combined with Double Diamond as the primary method for the design process, and finally, incorporating the DOT framework as the research strategy, spanning into a total estimate of ten two-week sprints.

Results

The project was praised and accepted generally by the involved stakeholders, taking account of the many explorations that were gone through to prioritize and realize the essential features needed for Obero's solution. Some expectations were deviated due to time limitations and size of the project (implementation of MVP). However, it does not affect the significant aspect of research to discover and define the pain points and needs for the solution.

Discovery — Preliminary Research

The results of the project bear fruit in professional products and deliverables that explain the context of **Software as a Service (SaaS)** systems incorporated within a **customer-oriented** level, as well as competitors that specialize in providing these services, mainly in a platform-based interface. For research on in-store operations, customers' experiences are observed and analyzed via **online surveys** to find a commonality between customers' wants and needs when visiting a restaurant. A study on various **Point of Sales (POS) systems** was also conducted and eventually resulted in a surprising finding of conjoined ideologies between CRM and SaaS. An **expert interview with vendors** was also conducted to observe and identify vendors' motivations for selling a product and what methods they use to maintain customer loyalty and care.

Define — Prioritizing & Shaping the Solution

After numerous discussions with the company's technical advisor and lead developer, this heavy research finally resulted in **the prioritization of features** only relevant to Obero's use case and customer-oriented portfolios. This could not be done without also the knowledge gained from conducting **a content inventory** of Obero's old platform, listing all available used and unusable features. From there, they are listed via MOSCOW and transformed as **user stories**, all combined to create a new and proper **Information Architecture**.

Development — Prototype Design & Iterations

After understanding the general architecture and its features, **prototypes** are designed from the user stories with regards to **Tailwind CSS styling**, as an acceptance criteria. These prototypes underwent three iterations: one informal iteration involving internal parties via **co-reflection** and **focus group peer review** and two formal iterations conducted via **controlled**

usability testing. Tools used are **Figma** for prototyping and flow creations, **Maze** and **Useberry** for initializing usability testing.

Deliver — Targeted MVP & Angular Implementation

After the development phase is completed, the prototype's most recent version is taken as the base model for a **Minimum Viable Product (MVP)**, which is given to the development team for building. The MVP design consists of the Information Architecture and features and designed prototypes relevant to the use case of Obero's client, Remix. A **website redesign** was also made to enhance the presence of the company, combined with the knowledge gathered for **utilizing Angular** and acknowledging it as a viable framework for Obero.

Evaluation

The culmination of these four phases enables Obero to expand and converge multiple interaction points within their new partner-relationship model (Obero <—> vendor <—> restaurateur), as well as identifying pain points and opportunities for one of Obero's close client (restaurant <—> customer). Visualizing its current infrastructure and prototype interfaces with user-based evidence can serve as a consideration and starting point for the development team to build whenever needed. Furthermore, as prepared, all of these solutions can be easily accessed via the Figma team environment, where assets and components have been grouped, identified and prepared so that it is development-friendly.

Reflection

Working at Obero has allowed me to immerse myself in a dynamic work environment, conducting fast-paced research and discussions with associates at a high iteration level. Earlier stages are more challenging as there was no proper onboarding between colleagues, with the challenge continuing until it reaches the later stages of development. Due to a focused client, deeper research on various restaurants could not be conducted, which may result in lesser focused findings that would generate better coverage for the platform's use case. The initial plan for implementing the MVP was also changed due to time limitations and the amount of research that was taken, which shifted focus towards a more 'blueprint' building of the design components and architecture.

As an ICT Media Design, I feel at ease knowing that my expertise in the field of UI/UX could prove to be beneficial for Obero, learning that the company have learned some valuable inputs from myself. I also liked the fact that they kept in touch with old interns who have worked in previous years, not only keeping the options open for any opportunities, but to also value the effort and work that they've accomplished. I wish the best for the team and hope to cross paths in future endeavours.

Proof of Learning Outcomes

Learning Outcome 1 - Professional Duties

I've managed to present and deliver various professional products that are shown throughout the entirety of the phases within the project: Reports on user research, competitive analysis, literature studies, user testing results and finally the advice document, all detailing the methodologies, processes and results that are gathered according to each topic. These products are also checked at every stage by stakeholders, and especially finalized by the company mentor. The professional products are also used to further progress through the phases, resulting in more deliverables such as information architectures, heuristic evaluation, user stories and prototype designs.

Learning Outcome 2 - Situation Orientation

Having a project that lies under the UI/UX field, I am familiar with research that permeates around the design-thinking process, only that I am challenging myself to use Double Diamond, as the method seemed to be more effective for evaluation and concept-based scenarios. Combined with the Agile Scrum, one that I am fully aware of, I am able to create and conduct sessions to generate discussions, arguments and decision-makings based on the deliverables I create. Internal stakeholders from business-marketing and data analyst would come together and discuss future strategies, both from exposition schemes and the overall platform's infrastructure. Getting acquainted with the front-end developers also benefit in understanding their work methods, heavily relying on the designs created within the Figma environment. Research are mostly done using existing and conventional methods, but it is an entirely new experience conducting it within the foodservice and CRM sector.

Learning Outcome 3 - Future-Oriented Organization

I have obtained an in-depth information regarding the context of the company via interviews and early-on preparations before the start of the project. I have made sure that the company listed all their necessary requirements, with prioritization in mind to garner a strong and successfully-executed assignment. Both the project proposal and planning have underwent multiple iterations to ensure that the quality and promises made will be delivered justly. There were requirements that are 'side-missions' so to speak, which have found a way to made it as one of the many deliverables created for this project.

Learning Outcome 4 - Investigative Problem Solving

The problem has been identified and addressed thoroughly within the earlier phases of discovery and definition, obtaining answers via research methods derived from the DOT framework in parallel with Double Diamond and Agile Scrum. Research questions were raised and answered, each by adapting to the usages of Discovery, Definition, Develop and eventual Deliver. The results of deliverables can be seen within [professional products], and explanation of the processes can be seen at each research question within [research questions].

Learning Outcome 5 - Personal Leadership

The entirety of this internship assignment practically screams independence on my work methods and approach to every research question, expecting nothing but results at the end of every sprint. I've managed to handle all deliverables alongside its inputs and feedbacks from various stakeholders. Especially through the final stages of delivery (post-testing) where interactions with front-end team are more apparent, as well as demands for another sessions rose from the vendors, in order to realize this solution to the market. All these circumstances have allowed me to reflect on my performance as a UI/UX designer and researcher, but also opening some thoughts and opportunities in the role of advisories / managers. I've managed to construct a healthy relationship with my superiors, and I respect the value that they've given towards their employees, myself included.

Learning Outcome 6 - Targeted Interaction

This project involves a lot of different entities throughout every phase, that are dependent of one another for the future deployment of Obero. It allows me to communicate with data analysts and technical advisors of the previous platform, address issues from the heuristic evaluation, and suggest a card sorting session to validate the features that are going to be prioritized upon. Design validations from stakeholders and associates are taken into an iterative process, where user inputs and feedbacks are used to evaluate the marketing strategies for vendors, eventually selecting which features to start with implementation for the development team. Requirements are met, and the interactions that are done with the restaurant owner of Remix proved to be an effective basis for the future testing and development of the platform and app.