Obero

Progress Showcase

N. Biantoro | 21st April 2023

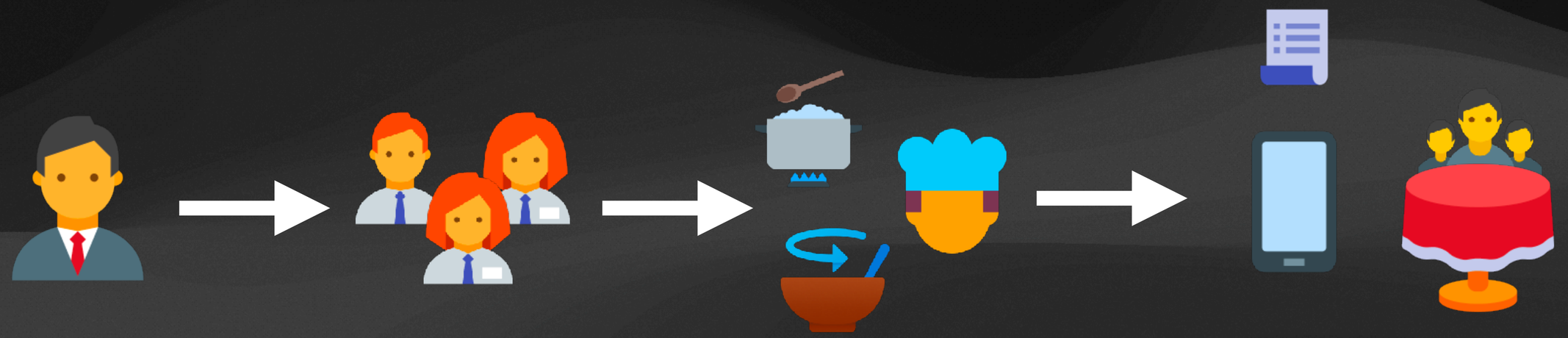
Company Background

Vision + Mission

To empower businesses with advanced AI-powered solutions that drive operational efficiency and improvements on decision-making, providing unparalleled value to clients and contributing to the growth of technology.

The Assignment

Objective



Vendor Admin CRM

Improved Management

Assist Restaurant Owners in store management

Merchant Management Platform

Better Resource Management

Efficient Day-to-Day Operations

Integrations with other POS

Ordering Application

Enhance In-store UX

Upselling Opportunities

The Assignment

Research Question

What factors can Obero's Platform be improved on to allow better usability and efficiency for managing restaurateurs & their in-store operations within the foodservice industry?

Progress

Progress Roadmap

Sprint 1

Sprint 2

Sprint 3

Sprint 4

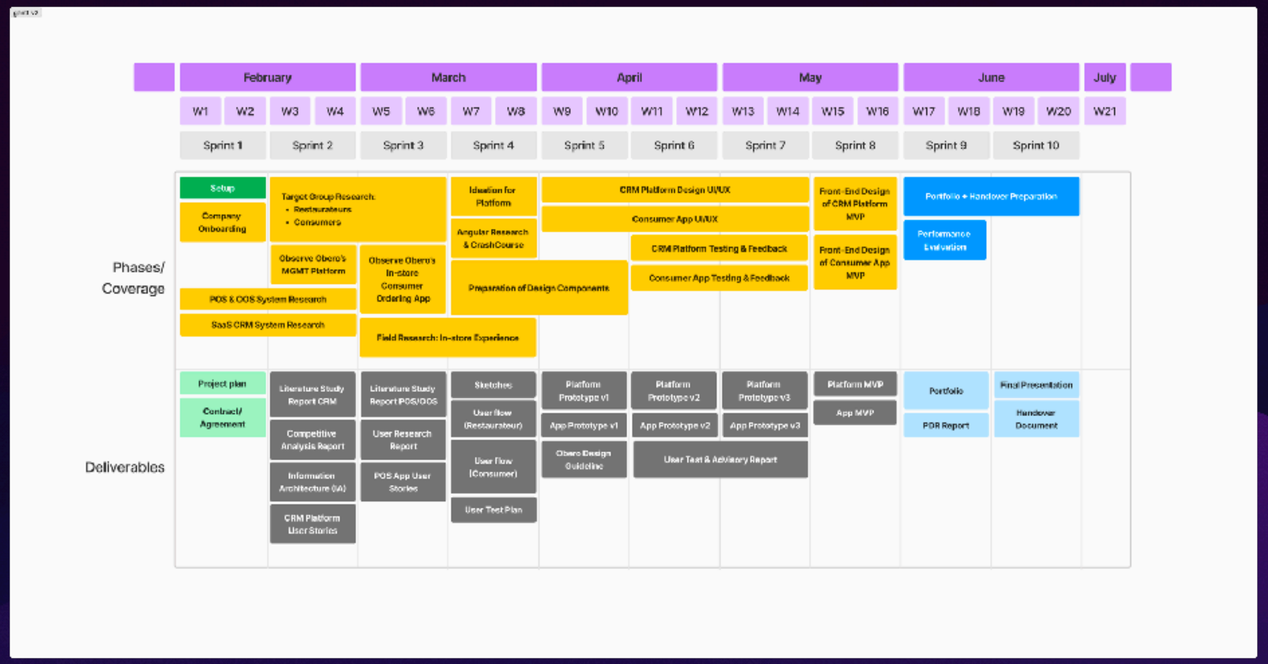
Sprint 5

Progress Roadmap

Sprint 1

Project planning

a. Workspace Environment
b. Company Onboarding
c. Scoping Research Questions
d. Gantt Chart



Sprint 2 Sprint 3 Sprint 4 Sprint 5

Progress Roadmap

Sprint 2

Discovery Phase

a. Literature Study
b. User Research
   - Identifying Target Audience
   - Online Survey
   - Expert Interviews
c. Brand evaluation + Redesign

CRM / POS / OOS

Vendor / Restaurateurs / Consumers

obero / obero

Sprint 3

Sprint 4

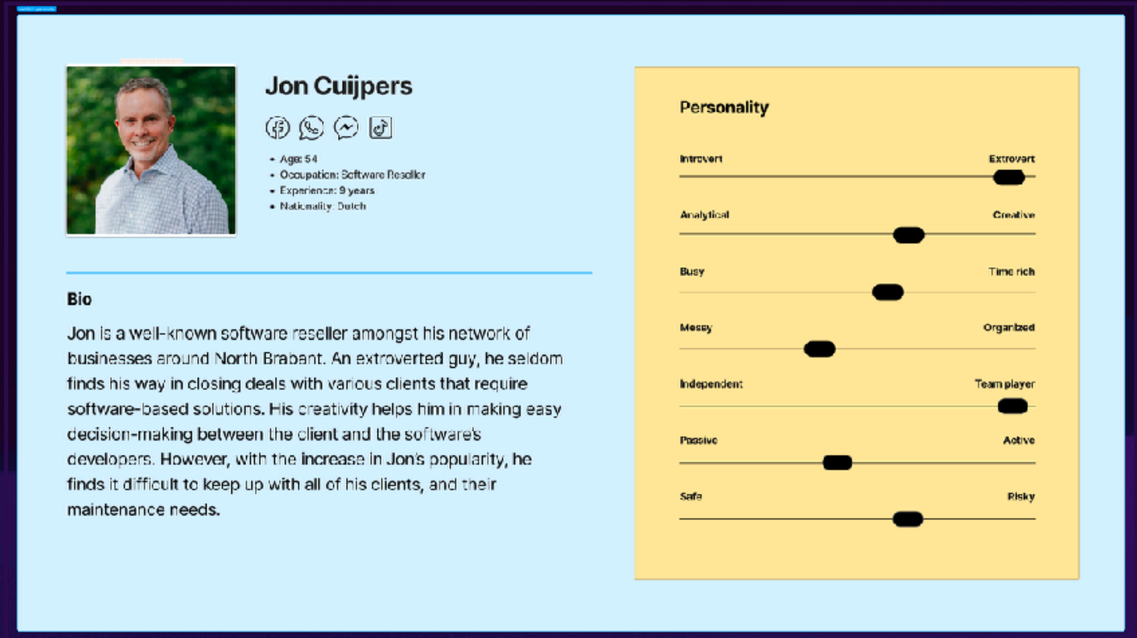
Sprint 5

Progress Roadmap

Sprint 3

Definition Phase

a. Survey Analysis
   - Creation of Personas + Empathy Map
b. Further User Research
   - Field Study
   - Competitor Analysis
c. Content Inventory + Information Architecture



Sprint 4

Sprint 5

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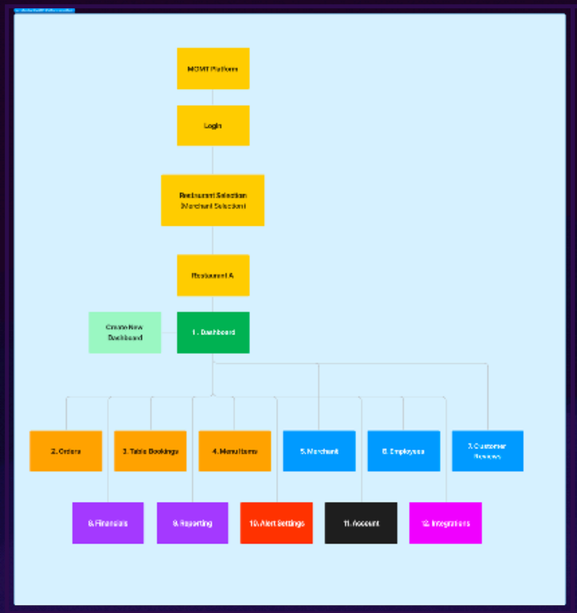

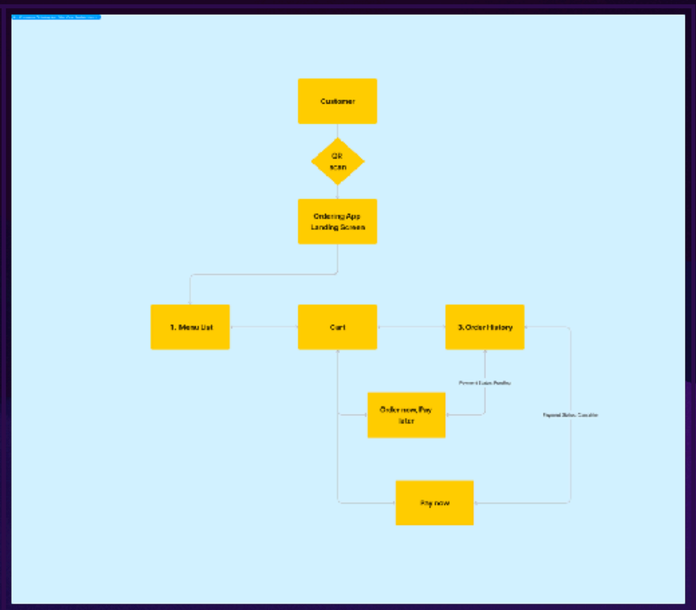

Sprint 4

Sprint 5

Progress Roadmap

Sprint 4

D2D (Define to Design) Phase

a. Scoping User Stories
   - Visualized via Task Flows
b. Sketching & Prototyping
   - v1 Management Platform
   - v1 Consumer Application

Sprint 5

Obero Team

Backlog | Analytics | + New Work Item | View as Board | Column Options | ...

Order	Work Item Type	Title	State	Effort	Busin...	Value Area	Tags
1	Epic	Restaurant Owners	New			Business	
	Feature	Omnichannel POS Management	New			Business	Design
	User Story	As a restaurateur, I want to utilize QR's for online or...	Closed			Business	
	User Story	As a restaurateur, I want to have an overview of my ...	Closed			Business	
	User Story	As a restaurateur, I want to see guest list in the rest...	Closed			Business	
	User Story	As a restaurateur, I want to be able to see my order...	Closed			Business	
	User Story	As a restaurateur, I want to manage all the tables av...	Closed			Business	
	User Story	As a restaurant owner, I want to login to my app	Closed			Business	
	User Story	As a restaurant owner, I want to manage my orders ...	New			Business	
	Feature	Merchant Management	New			Business	
	User Story	As a restaurateur, I want to be able to edit how my ...	Closed			Business	
	User Story	As a restaurateur, I want to see how satisfied my cu...	Closed			Business	
	User Story	As a restaurateur, i want to be notified certain chan...	Closed			Business	
	User Story	As a restaurateur, I want to be able to link socials of...	Closed			Business	
	User Story	As a restaurateur, i want to manage my merchant in...	Closed			Business	
	User Story	As a restaurant owner, I want to add new merchant,...	Closed			Business	
	Feature	Menu Management	New			Business	
	User Story	As a restaurateur, I want to manage my menu items ...	Closed			Business	
	User Story	As a restaurant owner, I want to add, edit and delet...	Closed			Business	
	Feature	Customer Benefits Mgmt	New			Business	
	Feature	IAM	New			Business	
	Feature	Financials	New			Business	

Progress Roadmap

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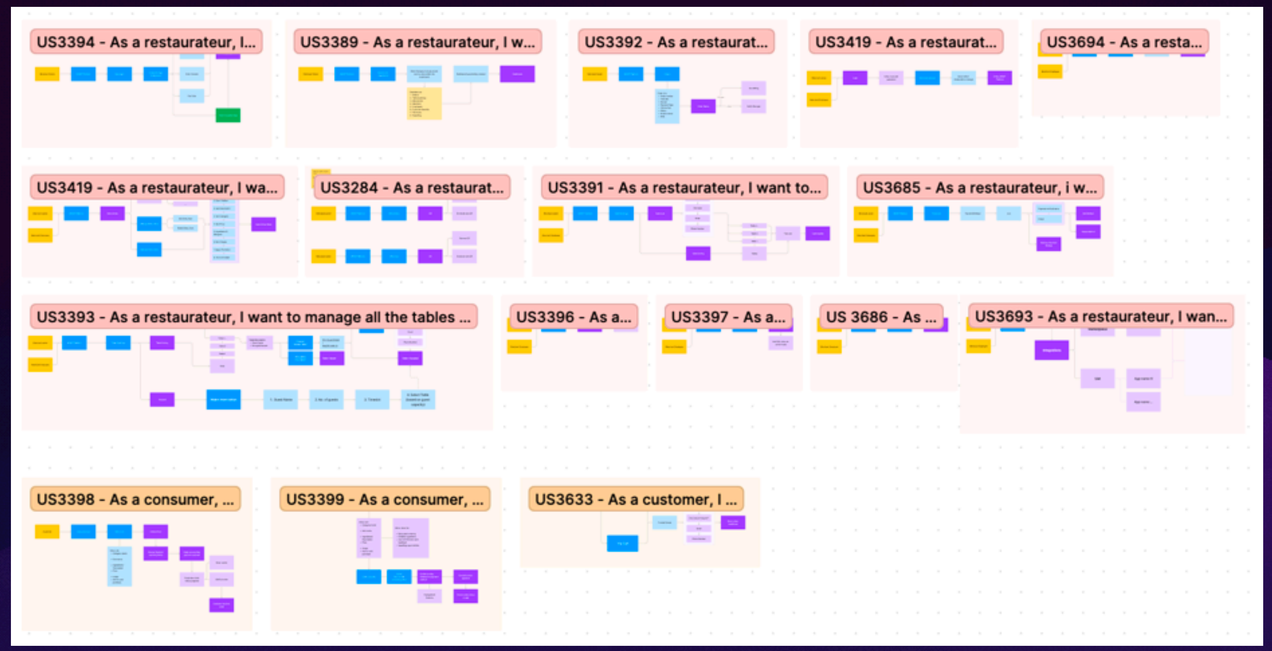

Sprint 5

Progress Roadmap

Sprint 4

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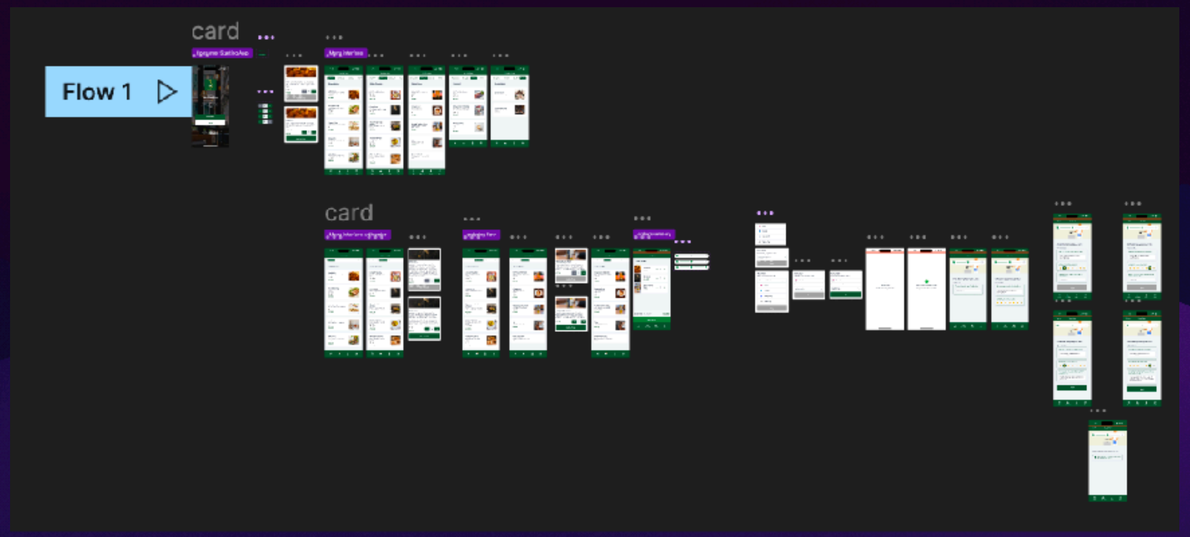


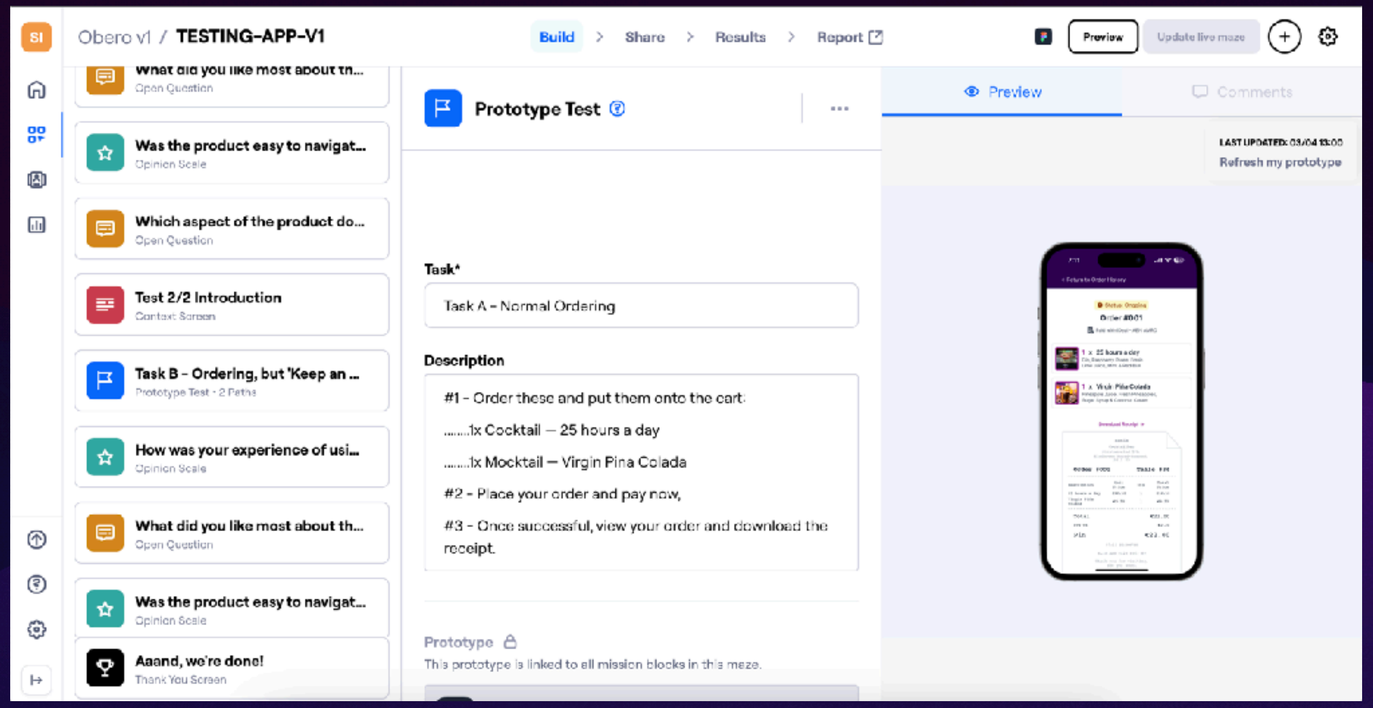
Sprint 5

Progress Roadmap

Sprint 5

Test & Iteration Phase

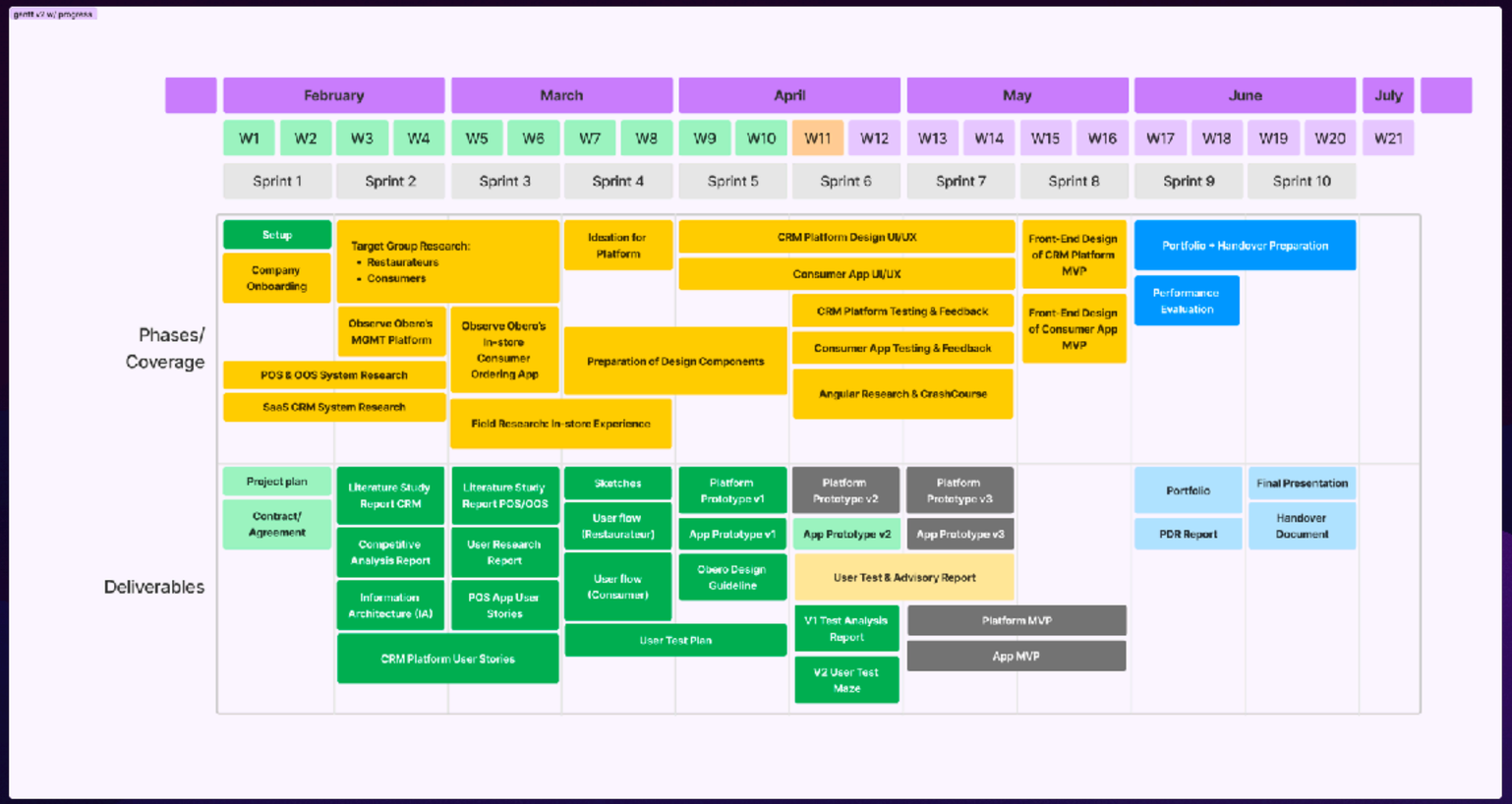
a. V1 User Testing
- Test plan
- Online Usability Testing
- Co-reflection
- Test Analysis



v1

Progress

Next Steps



v2 &

Thank You!

Questions?