Gratify

smarter tips

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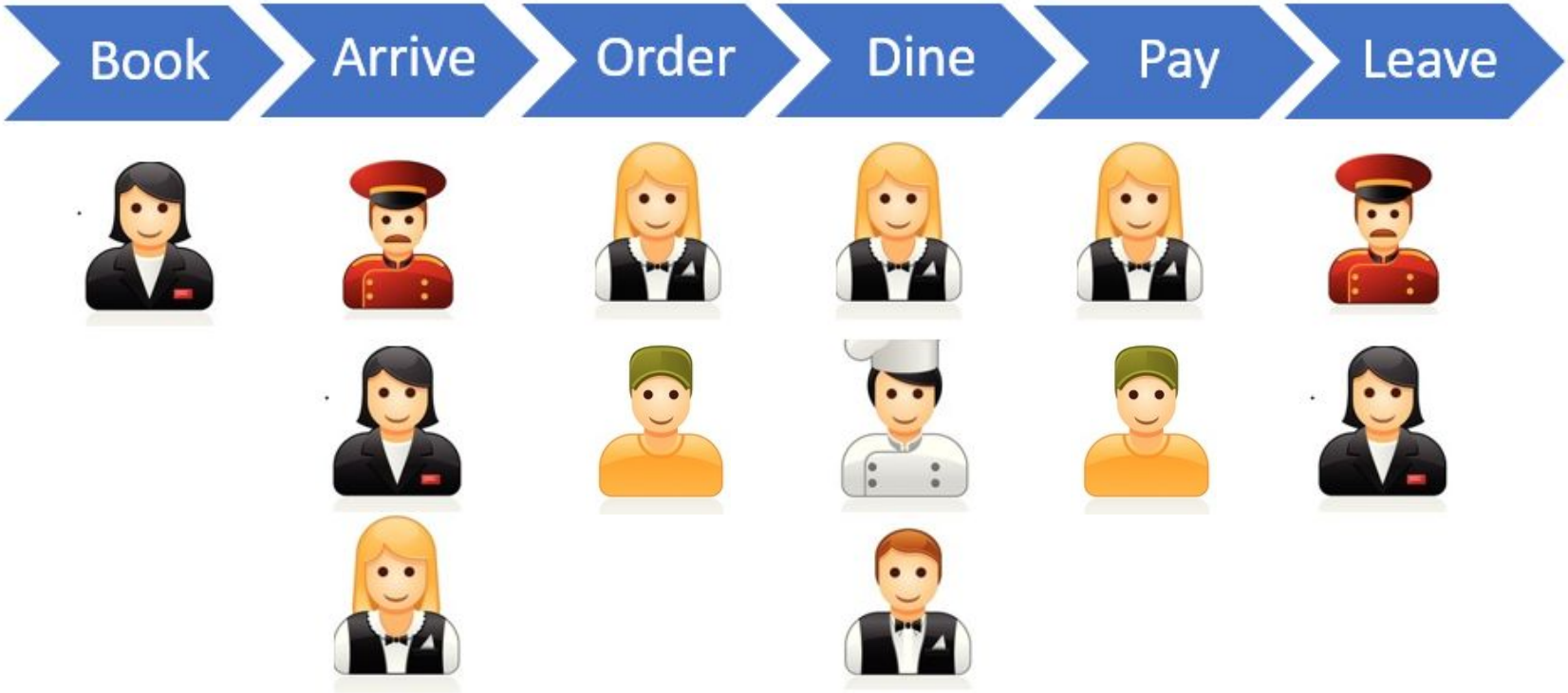
Behind every great dinner …



The Checkout

Front Of House -servers, bussers , bartenders

- “The restaurant suggests how we split”
- “It's nice to keep track of my tips”
- “I'm terrible with math”

Back Office - manager, owner etc ..

- “We try to make sure everyone got what they thought they should”
- “We have to track the tip splits because we’re liable for taxes”

Our approach

- Two Pronged - Front and Back office
- **Awareness**
  - Facebook Groups
  - Observations
  - App store Reviews
- Interviews
- Competitive Analysis
- Usability Tests

So today was a slow day and I was just cranky, then they whipped out new trays and it felt better than Christmas! New things at work are so exciting, even if it's just a new broom or TRAYS♡ hahah. Anyone else get totally stoked about new work things?

Our approach

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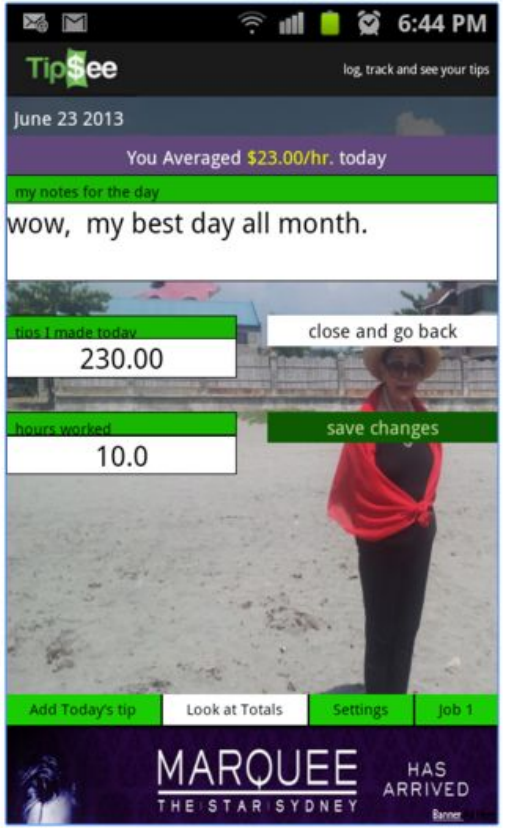


Methodologies

Hypothesis: With a user-centered design approach, we can streamline some of the inefficiencies of the restaurant checkout process

1. Interviews
    a. Confirm assumption that there are inefficiencies
    b. Gain empathy & understand workflow

2. Competitive Analysis
    a. Discover weakness and opportunities

3. Usability Tests
    a. Estimate ease of of basic interactions & workflow
    b. Gauge usefulness

Methods

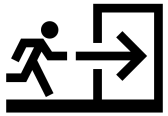
1. **Interviews**
2. Competitive Analysis
3. Usability Tests

Interviews - Recruiting

- Recruited server, bartender and back office staff for interviews
- Criteria: Worked in a full-service mid-to-upscale restaurant this year
- 7 interviews supplemented with 17 survey responses

Interviews - Servers & Bartenders

Mentally and physically fatigued at end of shift



Get off work ASAP

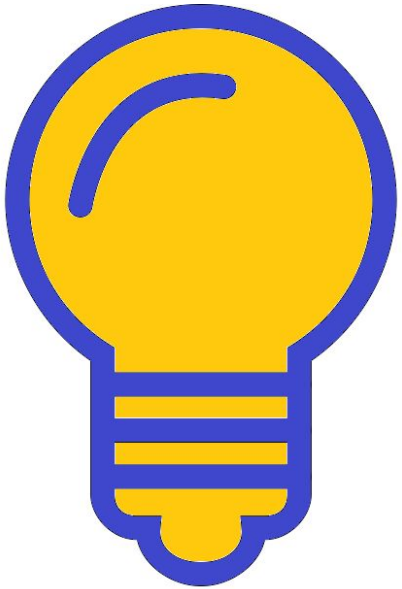
Some kept logs & notes

“You’re tired and you’ve been on your feet the whole time and you just wanna go home.”

Interviews - Informing Product Design

- Reduce calculations and cognitive load
- Keep the interactions minimal and simple
- Provide a basic dashboard and note-taking

Interviews - Lessons



Recruiting for interviews takes time, so start early & over-recruit

Do them in person, if possible - easier to pick up on nonverbal cues

Have backup options ahead of time

Methods

1. Interviews
2. **Competitive Analysis**
3. Usability Tests

Competitive Analysis

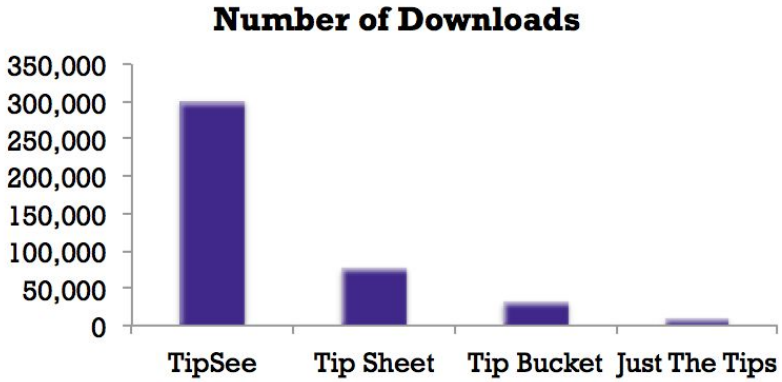
Sources

- Google App Store
- iTunes
- Facebook Groups
- Cognitive Walkthrough

Metrics

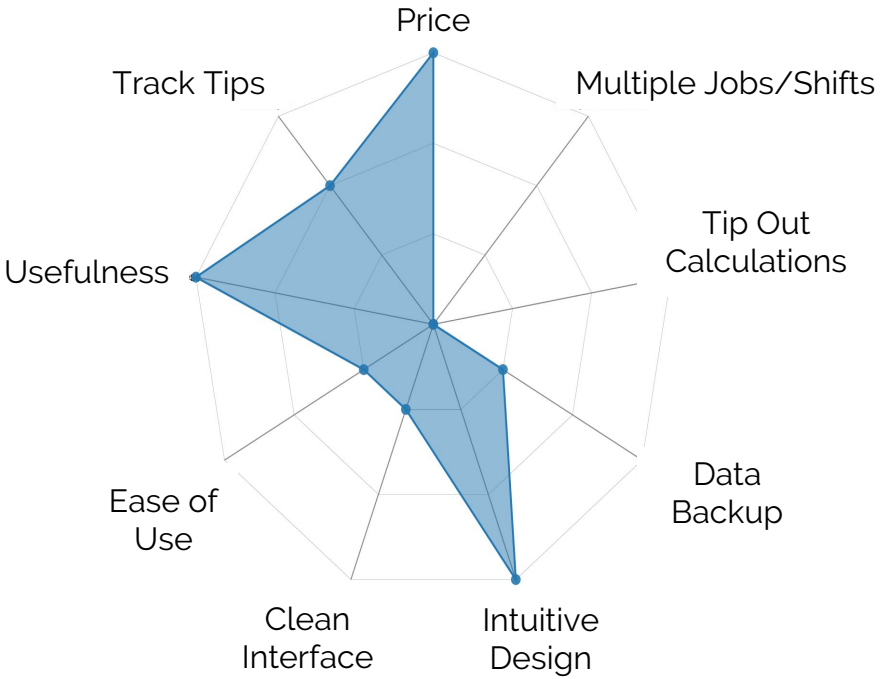
- Price
- Tip Summaries
- Usage Frequency
- Ease of Adding Tips
- Clean Interface
- Intuitiveness
- Back up Options
- Tip Out Calculations
- Track Multiple Jobs/Shifts

Competition

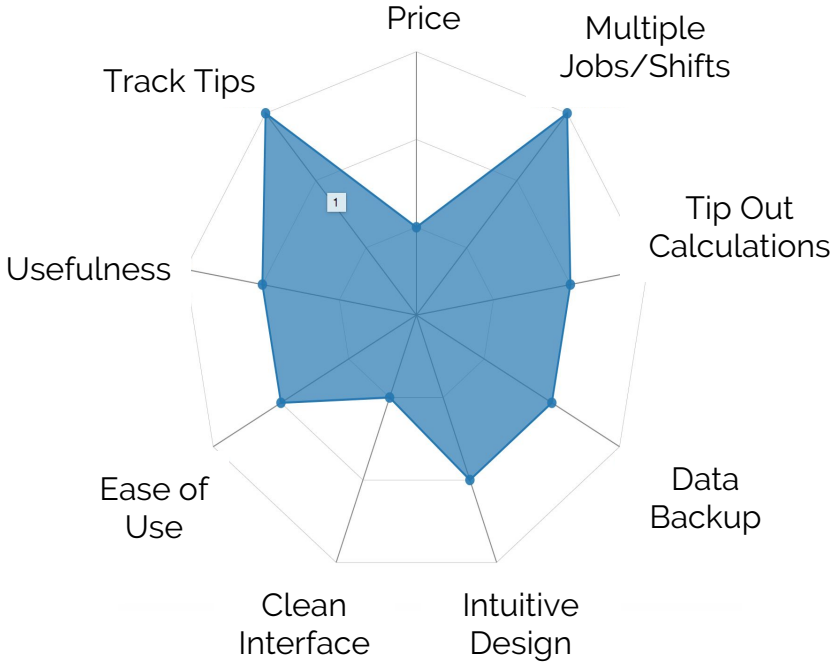


Competitive Analysis

TipSee

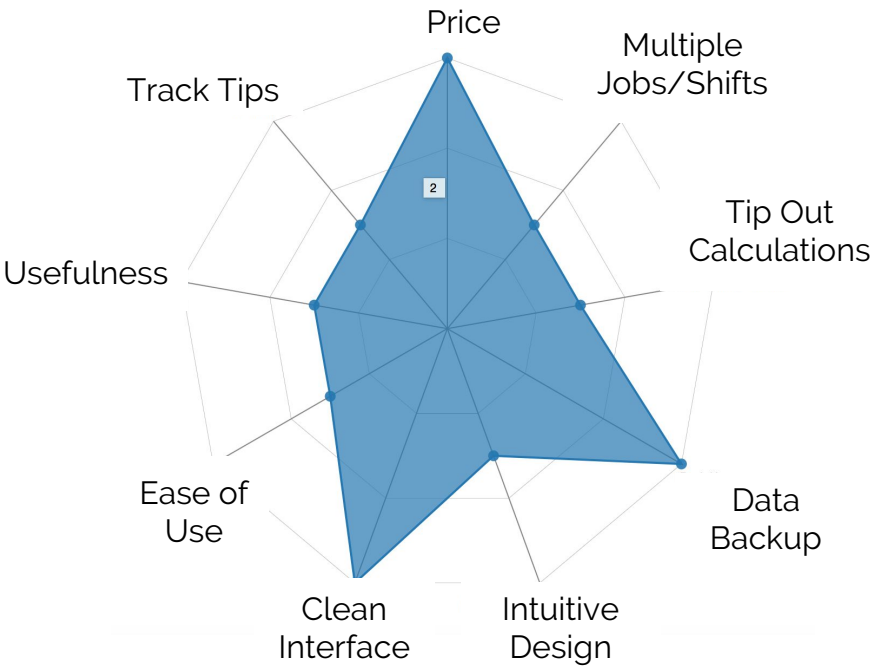


Tip Sheet

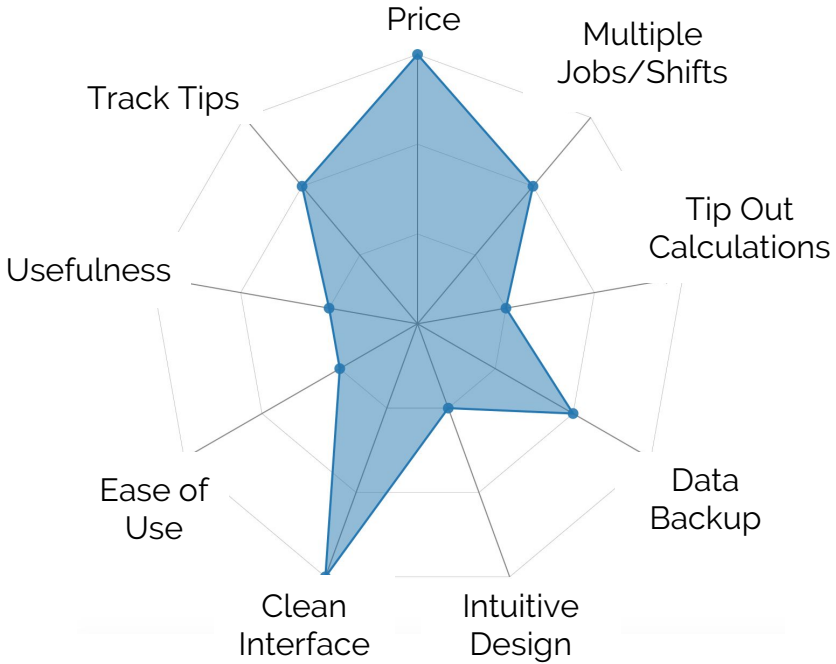


Competitive Analysis

Tip Bucket



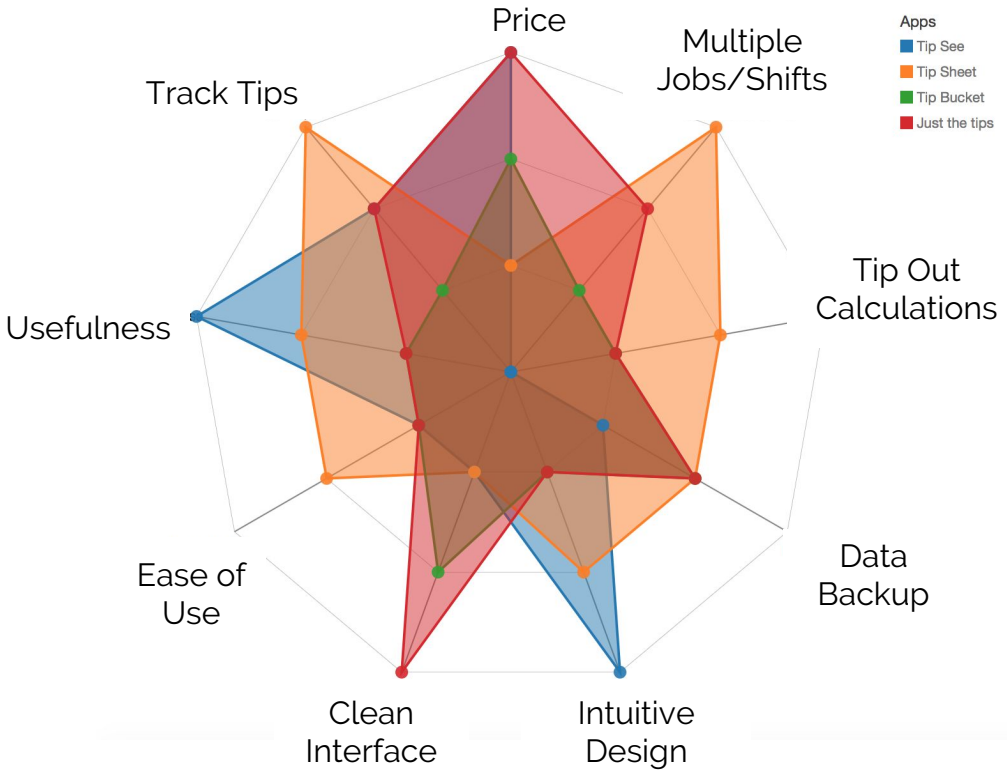
Just The Tips



Competitive Analysis

Key Findings

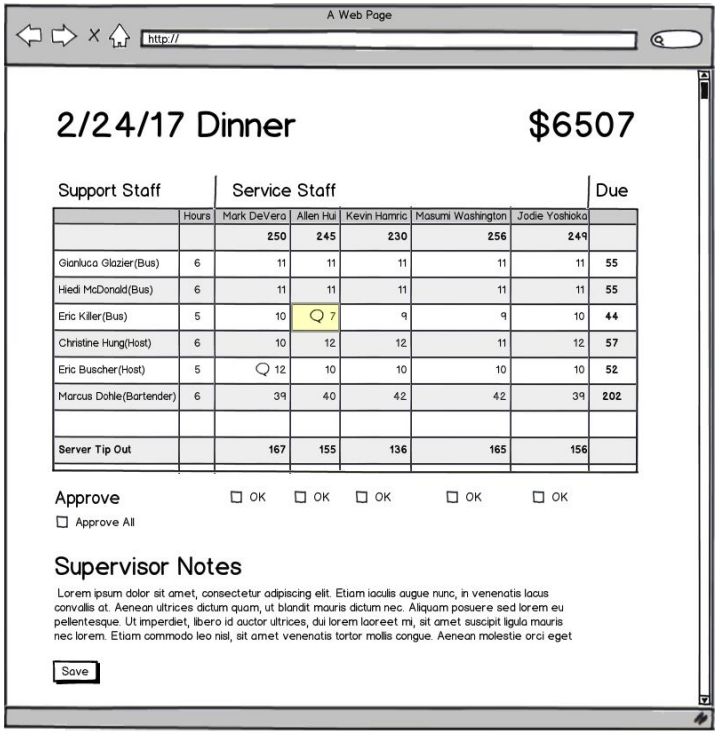
- No automated tip calculation
- Weak visual design and UX
- Numbers over charts
- An unmet need for backups
- Track multiple jobs and shifts

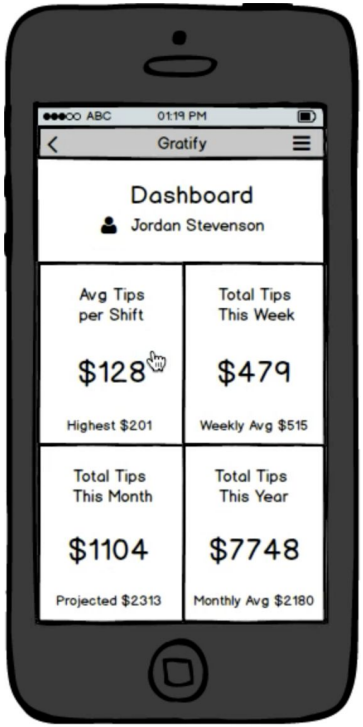


Methods

1. Interviews
2. Competitive Analysis
3. **Usability Tests**

Usability Tests - Prototyping





“Lo-fi” vs. “Hi-fi”

- Wanted to do both.
- Different types of feedback from each
- Balsamiq offered good solution

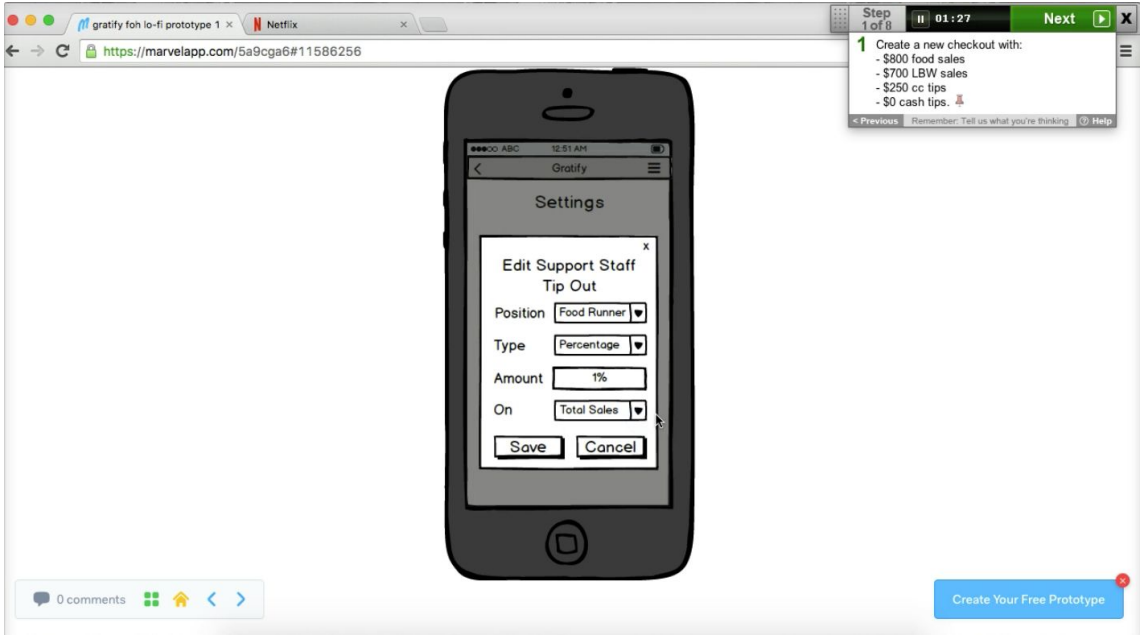
Back vs Front of House

- Did both (more on this later...)

Usability Tests - Prototyping

Users asked to go through eight small, related tasks

Usability Tests - Testing



UserTesting.com

- Tester screening

Validate.ly

- Direct sending. Hesitance. Likely bc it makes you download screen recorder.

Usability Tests - Testing

“Did that save it? I’m not sure. There’s no save button.”

Great for uncovering phrasing issues like this.

Also works for seeing **hesitancy**. E.g. people would *eventually* finish a task for which they had to make a change in Settings, but “Settings” would often be their *second* choice for where to begin the task.

Next Steps

Gratify - Next Prototype Iteration

- Our usability tests confirmed our product design choices
- Next up, hi-fi prototype and more usability testing
- Test note taking and multiple jobs
- Begin work on visual design

Gratify - Manager Insights

- Many combinations for how restaurants handle tips
- Managers thought they had a fairly efficient system already
- Most managers saw the value in having a digital record of tip outs

“Whether we’re distributing [tips] or they are, it’s a record of what’s transacting between the employees, which is something we’d be interested in knowing.”

Gratify - Business Strategy

- Take a bottom-up approach
- Start simple with server/bartender mobile app
- Continue research into manager web app
- Develop web app after rollout of server/bartender mobile app

Gratify

Thank you!

Questions?