



Gratify

smarter tips

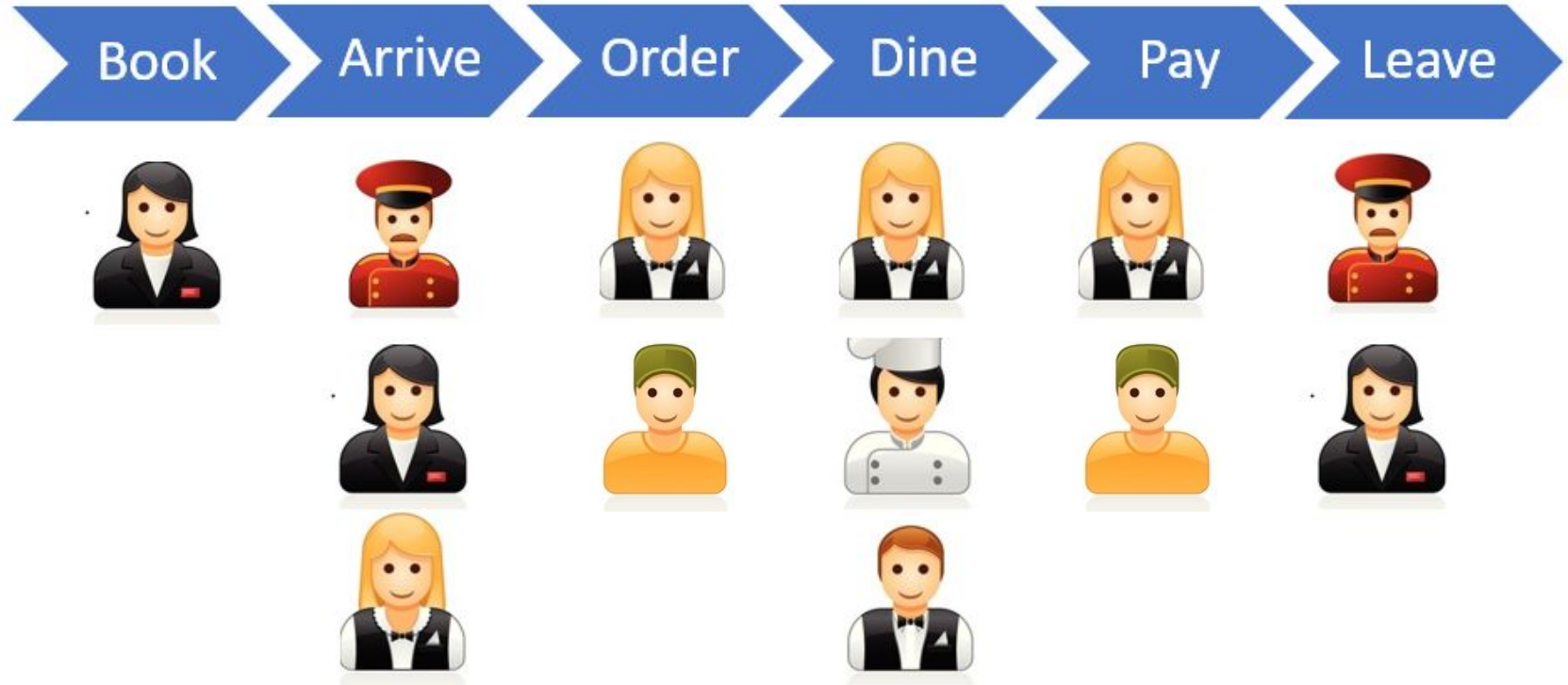
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alex jones

aditya mishra

richa prajapati

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

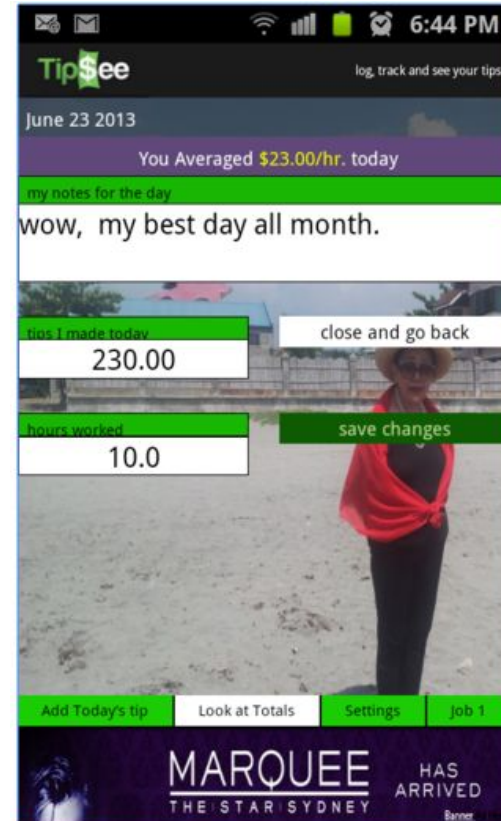
- Two Pronged - Front and Back office
- **Awareness**
 - Facebook Groups
 - Observations
 - App store Reviews
- Interviews
- Competitive Analysis
- Usability Tests

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

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



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

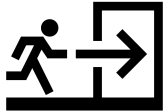
- Recruited server, bartender and back office staff for interviews
- Criteria: Worked in a full-service mid-to-upscale restaurant this year
- 7 interviews supplemented with 17 survey responses



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

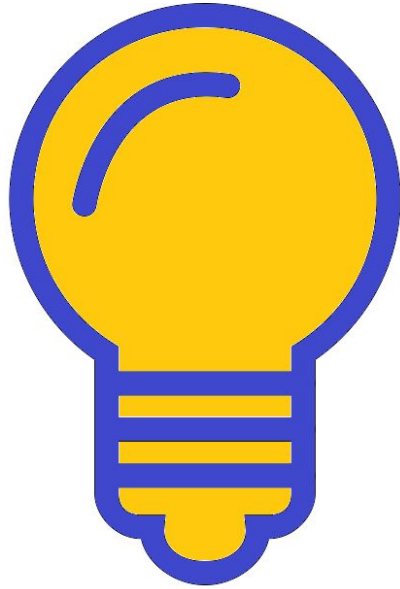


Keep the interactions minimal and simple



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

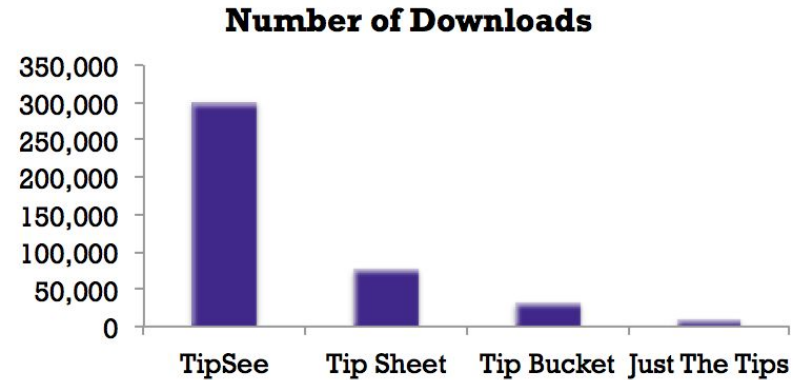
Sources

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

Metrics

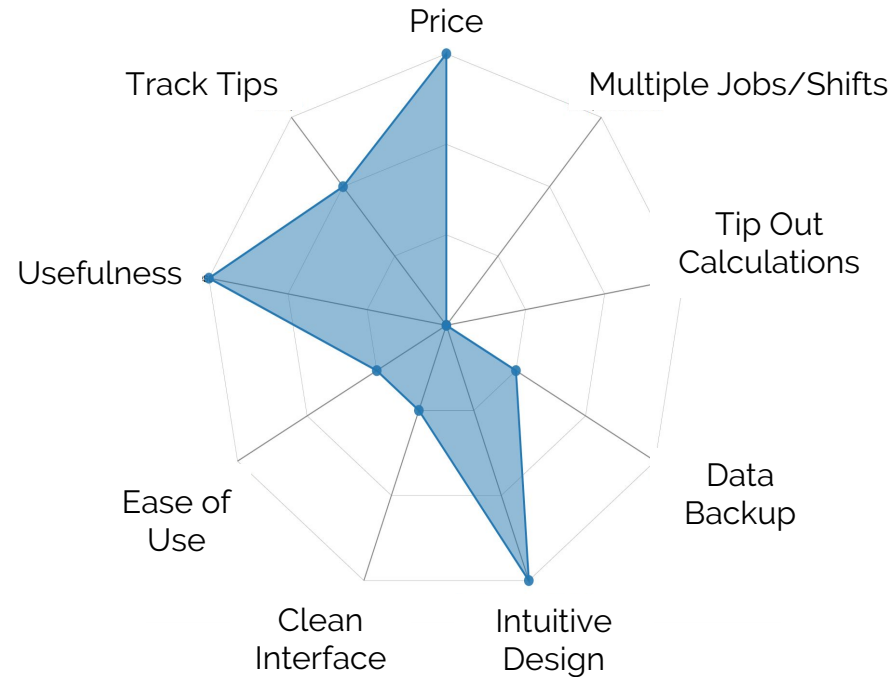
- Price
- Tip Summaries
- Usage Frequency
- Ease of Adding Tips
- Clean Interface
- Intuitiveness
- Back up Options
- Tip Out Calculations
- Track Multiple Jobs/Shifts

Competition

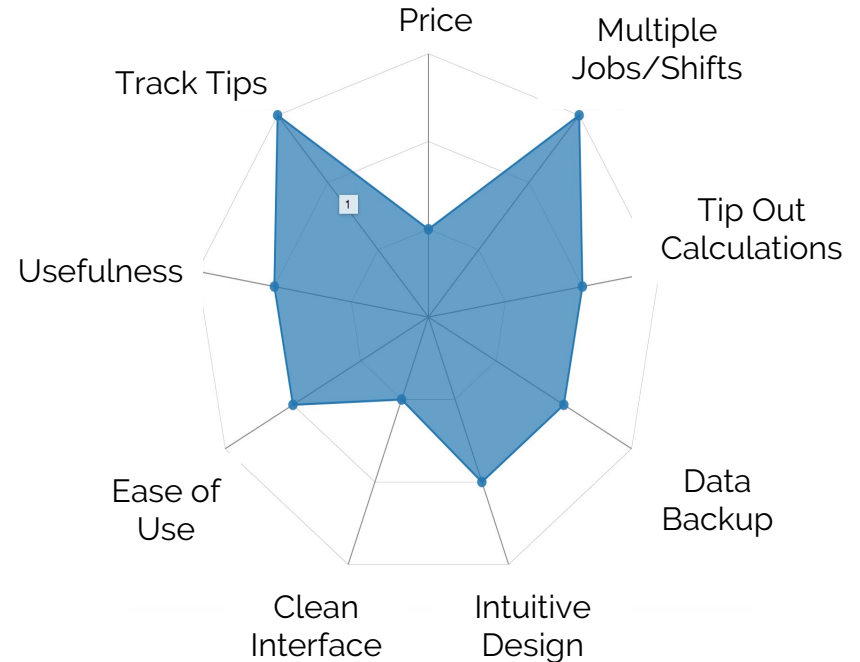


Competitive Analysis

TipSee

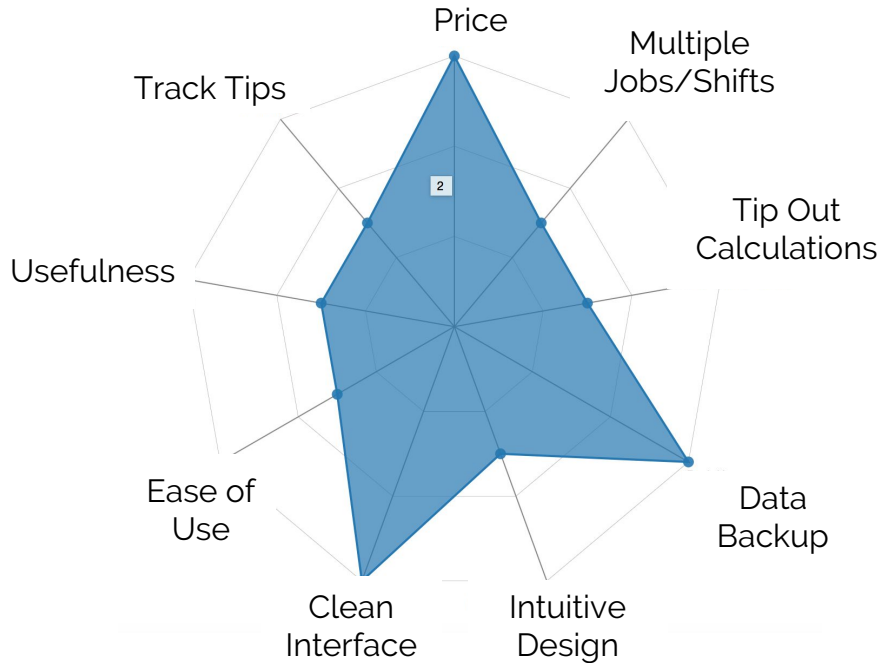


Tip Sheet

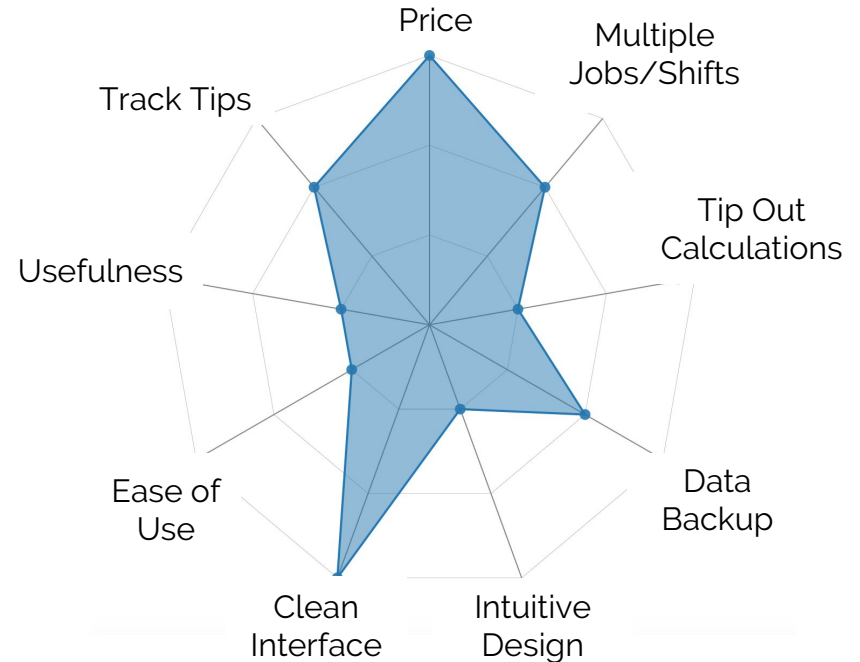


Competitive Analysis

Tip Bucket



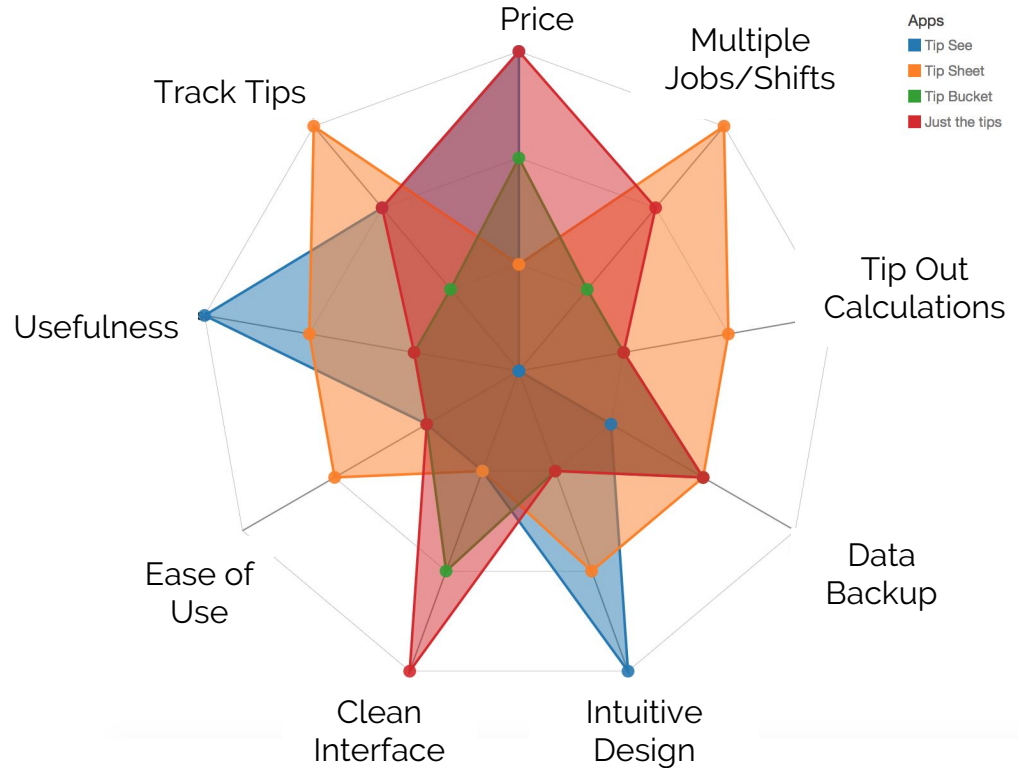
Just The Tips



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

A Web Page

2/24/17 Dinner \$6507

Support Staff	Service Staff	Due					
	Hours	Mark DeVera	Allen Hui	Kevin Hamric	Masumi Washington	Jodie Yoshoka	
		250	245	230	256	249	
Gianluca Glazier(Bus)	6	11	11	11	11	11	55
Hedi McDonald(Bus)	6	11	11	11	11	11	55
Eric Kiler(Bus)	5	10	7	9	9	10	44
Christine Hung(Host)	6	10	12	12	11	12	57
Eric Buscher(Host)	5	12	10	10	10	10	52
Marcus Dohle(Bartender)	6	39	40	42	42	39	202
Server Tip Out		167	155	136	165	156	

Approve ☐ OK ☐ OK ☐ OK ☐ OK ☐ OK

☐ Approve All

Supervisor Notes

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam iaculis augue nunc, in venenatis lacus convallis at. Aenean ultrices dictum quam, ut blandit mauris dictum nec. Aliquam posuere sed lorem eu pellentesque. Ut imperdiet, libero id auctor ultrices, du lorem laoreet mi, sit amet suscipit ligula mauris nec lorem. Etiam commodo leo nisl, sit amet venenatis tortor mollis congue. Aenean molestie orci eget

Save

01:19 PM

Gratify

Dashboard

Jordan Stevenson

Avg Tips per Shift	Total Tips This Week
\$128	\$479
Highest \$201	Weekly Avg \$515
Total Tips This Month	Total Tips This Year
\$1104	\$7748
Projected \$2313	Monthly Avg \$2180

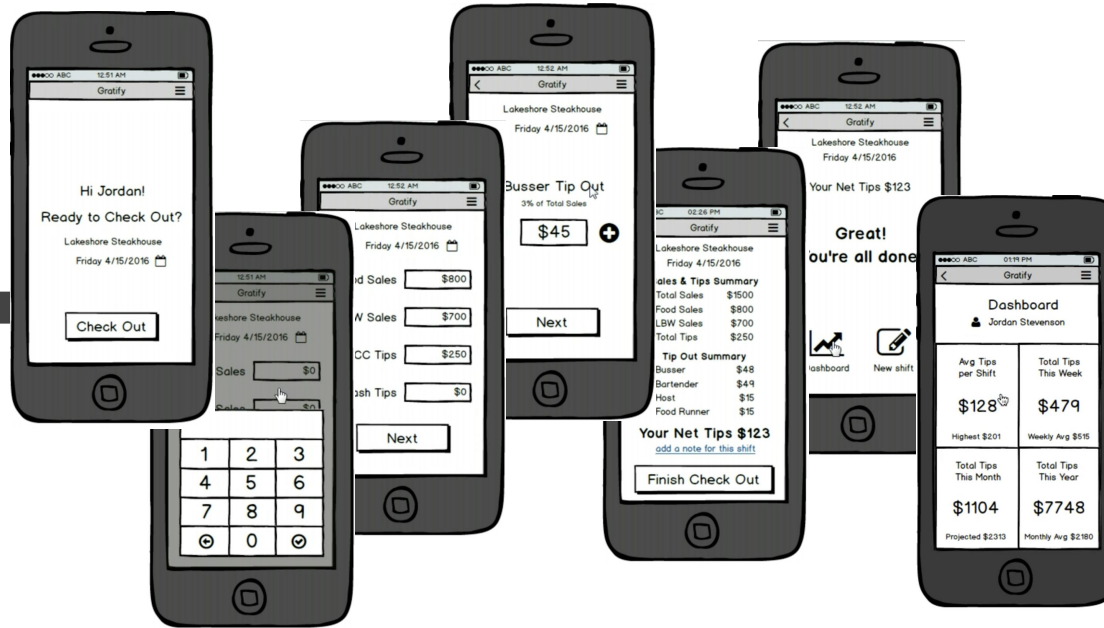
“Lo-fi” vs. “Hi-fi”

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

Back vs Front of House

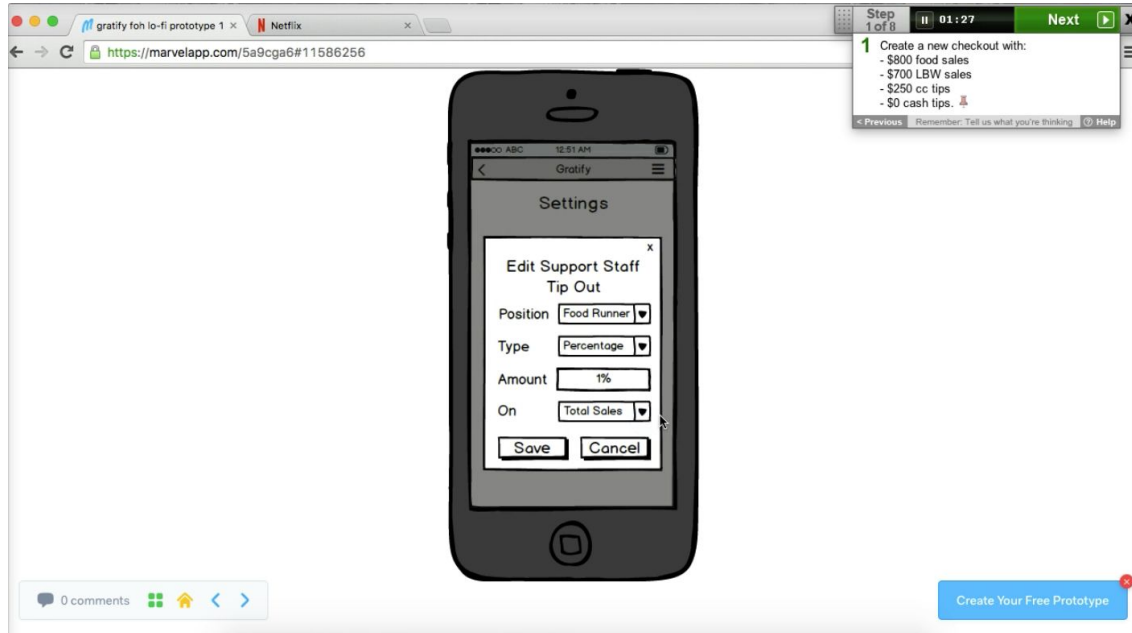
- Did both (more on this later...)

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?