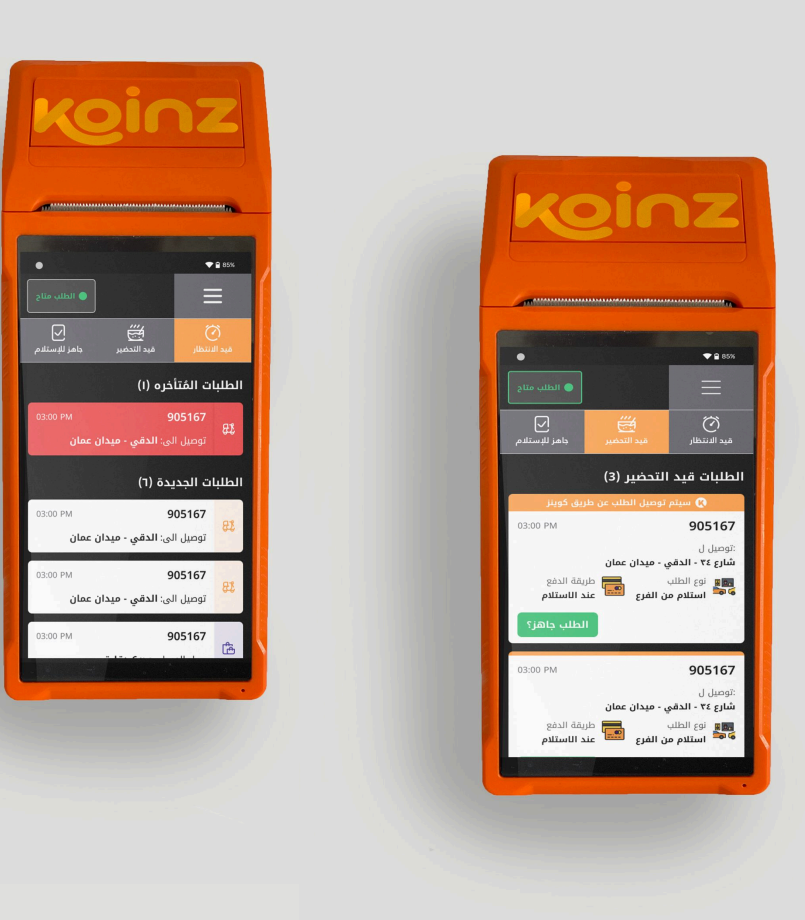
Koinz

# Koinz Cashier App

## UX Case Study

**Team:** CEO, 1 Product Manager, and 1 Product designer.
**My Role:** Product designer.
**My tasks:** UX research, Competitive analysis, Empathy mapping, User flow, UI mockup.



## Overview:

There are many **aggregator tablets** in restaurants today, so Koinz App decided to **switch** to **android POS.**

## Problem:

After one of our product managers traveled to **Saudi Arabia** to interview users and merchants, we came to **two important realizations:**

1. Restaurants have **too many tablets** that using them can be **challenging.**
2. Restaurants claim that the **Android POS is better** because it has a **better battery,** is **louder,** and is **easier to use and carry.**

How to redesign the **cashier app** for **Android POS** to give the cashier a seamless experience while using new technology**?**

### Here are the stages I did:

**Stage 1 — Understanding User (Research & Analytics)**

1. Desk research
2. Interview and Observation
3. Empathy Map

**Stage 2 — Revised Experience**

1. HMW
2. Suggested solutions
3. User Flow

**Stage 3 — Design and Prototype**

1. Design

**Stage 4 — Evaluate**

1. Usability Testing
2. Back to Stage 2

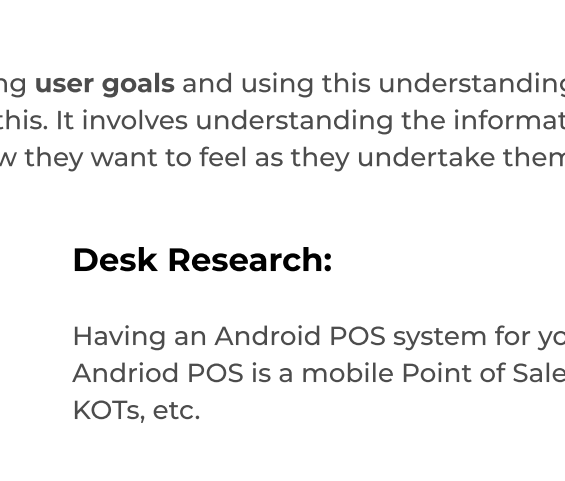
## Understanding:

Understanding **user goals** and using this understanding to influence design decisions is essential for this. It involves understanding the information users need for performing their tasks and how they want to feel as they undertake them.

### Desk Research:

Having an Android POS system for your restaurant is as important as having a well-equipped kitchen. Android POS is a mobile Point of Sale system, that takes care of table reservations, taking orders, printing KOTs, etc.

**Traditional methods:**

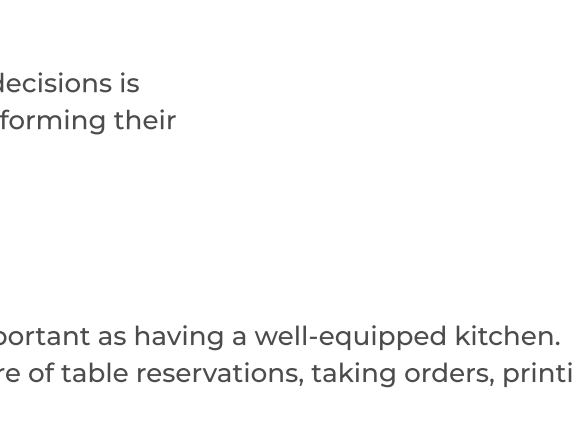


- Waiter **note down** your orders.
- Take it to the counter and punch it in the **main POS system** that's stationery.
- Waiter head to the kitchen to **vocally shout** out the orders to the chef and place KOTs.
- chefs then have to **communicate back** to the waiters for taking the dish from the kitchen to the customer's table.

While all of this is happening your customer is patiently (or impatiently) waiting at the table. And let's face it, nobody likes to wait especially for food.

This was an everyday scene in traditional restaurants with their huge traditional POS systems. We've surely come a long way since then.

**Android POS benefits:**



With the coming of mobile POS systems at restaurants, the scene has taken a 180° turn. With an Android POS tablet, you have the liberty of **moving around** the restaurant as and when required. Graduating from traditional POS systems to a tablet POS system has its own benefits.

- **No restriction** on movement
- **Automated menu** suggestions that help servers upsell
- **Easy Integration**
- **Time is money**
- Less wait time equals **speedy sales**
- Minimum wastage and **smooth tracking**
- **Accurate data** and reports
- No room for mindless/careless errors
- Building fresh customers and retaining existing ones
- Customize your restaurant POS and **increase efficiency**
- **Save money** on commissions
- Streamlined work means **happy staff** and **pleased customers**

### Interview:

I conducted **four interviews** with different restaurants which are; **Secondcup, Macdonalds, KFC, and TBS (The Bakery Shop).**

**Interview goal:** In order to learn more about their cashier apps and how they work. Additionally, to clarify for me what the cashier's needs are and what frustrations they experience

**Interview strategy:**

1. Learn more about our **contributor.**
2. What can **improved** for the cashier's needs?

**Interview Objectives:**

What problems do they face when using the cashier app? → How do they deal with these issues? → What issues do they face during rush hour? → What is the most efficient way of solving these issus? → Placing order and observe the whole experience.

### Task: (Placing an order and observe the whole experience.)

**Restaurants using Talabat's POS**

Order Talabat's pickup service to test its functionality and the cashier app.

**Restaurants using their internal POS**

Order and test the functionality of the cashier app.

**1. What types of issues do you experience while using your cashier app?**

- items is unavailable.
- Network.
- if the customer wants to redo his order, we have to make a refund.
- The customer has to sign the refund paper then the customer can make a new order.

**2. How are these problems fixed?**

- Tells the customer that the items is unavailable and give him/her other options to choose from.
- To refund his order.
- **Call the support.**

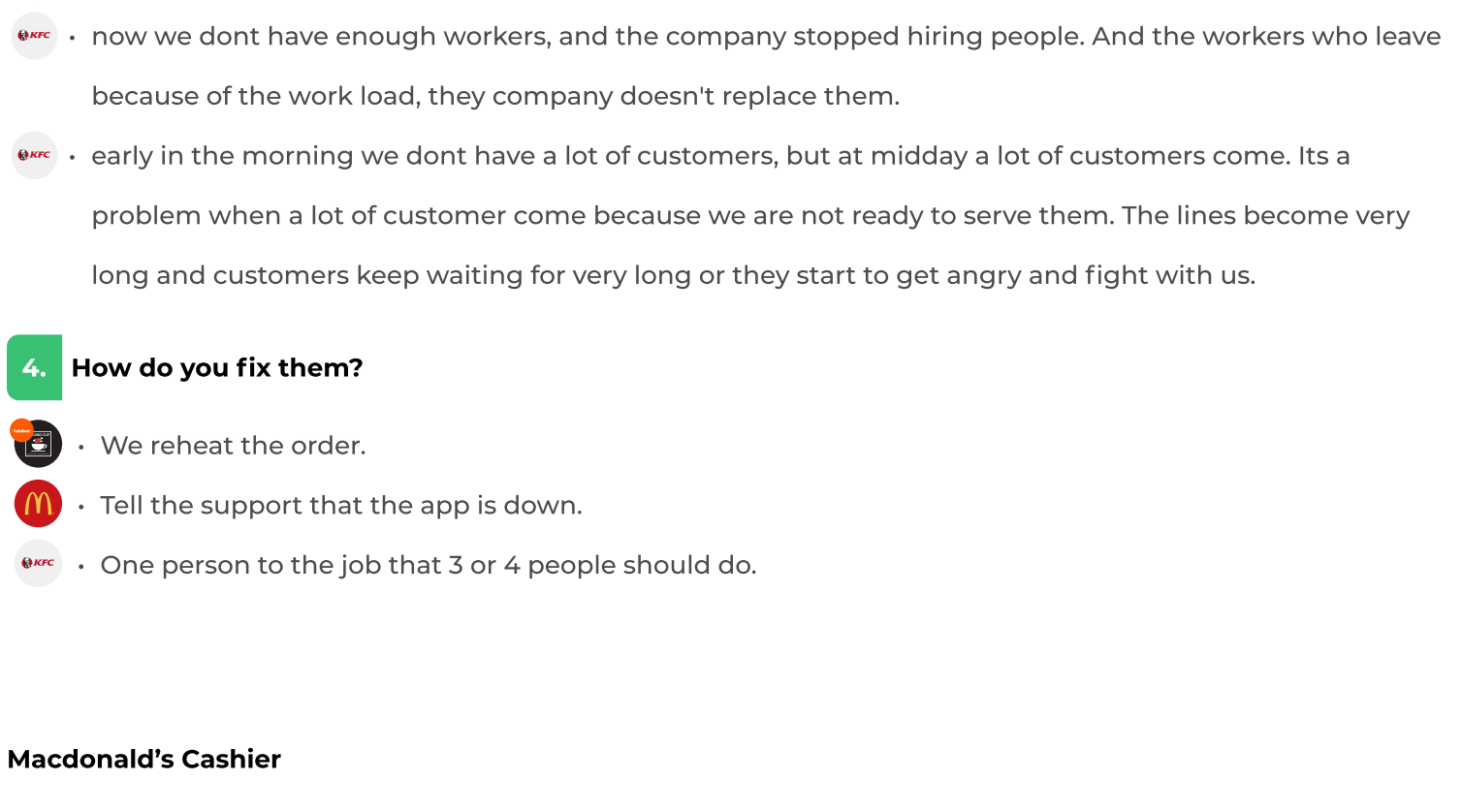
**3. What kinds of issues do you encounter during rush hours?**

- Problem with the support.
- Problems with the delivery-man. sometimes they show-up late.
- we face almost no problems and we then open the two cashiers we have.
- Maybe a network problem.
- sometimes the app dont work (mac' app), so we dont take orders from the app.
- when the app fails to work, the customers then **pay without the app's offers.**
- now we dont have enough workers, and the company stopped hiring people. And the workers who leave because of the work load, they company doesn't replace them.
- early in the morning we dont have a lot of customers, but at midday a lot of customers come. Its a problem when a lot of customer come because we are not ready to serve them. The lines become very long and customers keep waiting for very long or they start to get angry and fight with us.

**4. How do you fix them?**

- We reheat the order.
- Tell the support that the app is down.
- One person to the job that 3 or 4 people should do.

**Macdonald's Cashier**



I wanted to learn more about **Talabat's cashier app** since it was our main **competitor** and I was interested in finding out more about their cashier app. I conducted another **interview** with **TBS** and **SecondCup** in order to **examine** Talabat's cashier app.

talabat

**1. What types of issues do you experience while using your cashier app?**

- No prblems.
- Network

**2. Do you have a problem because every food aggregator has its own device?**

- no only talabat has its **own device**, the reset are on the **same system.**

**3. Talabat has two devices for delivery and pickup or only on for both?**

- only **one** for both.

**4. If the order was sent back with the deliveryman, who then has to pay for it? (talabat or the restaurant)**

- their is a contract between talabat and the restaurants they work with that states that they pay for it together.

**Insights:**

- They still use the tablet.
- If secondcup has sometimes unavailable(20-30), then talabat puts them busy on the app and no one can order from them.
- Restaurant can put themselves **busy**, if they have low stock or in a rush.
- They can rate the delivery man.
- Delivery is from talabat.
- Using talabat's new **android cashier.**
- Waited till i arrived to prepare the order.
- Talabat's cashier app was the only one beside their cashier. The reset was on a device inside, and someone's job was to accept and mange the orders on it.

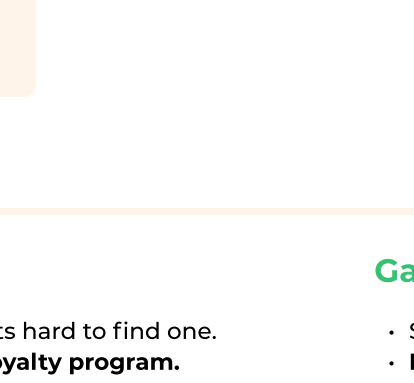
**Empathy Map**

**Think and Feel?**

- Am I nice to the customers?
- When does the shift ends
- Dont delay customers
- Need to be faster
- Reach my target
- Impress my manager

**See?**

- Customers
- Order & items
- Scan the restaurant
- too crowded



**Hear?**

- A lot of orders
- Items availability
- Comments from the manager

**Say and Do?**

- Taking the order
- Telling his colleagues the order
- Chatting with his colleagues
- Answer the customer's questions
- Ask customers if they want an extra item

**Pain**

- We have two to three menus, its hard to find one.
- Hard to manage restaurant's **loyalty program.**
- There are many **aggregator tablets** in restaurants.
- It's difficult to track the orders during **rush hour.**

**Gain**

- Search product easier.
- **Easy access** to loyalty program.
- **Fast queue.**
- Easier way to taker orders.

### HMW:

After a discussion with the team I identified **four** main points to solve for:

1. **How might we** avoid distractions caused by different tablets?
2. **How might we** manage the loyalty program in the cashier app?
3. **How might we** improve the process to make it easier so that the cashier can accept more orders?
4. **How might we** track all orders?
5. **How might we** avoid problems with customers for missing items?

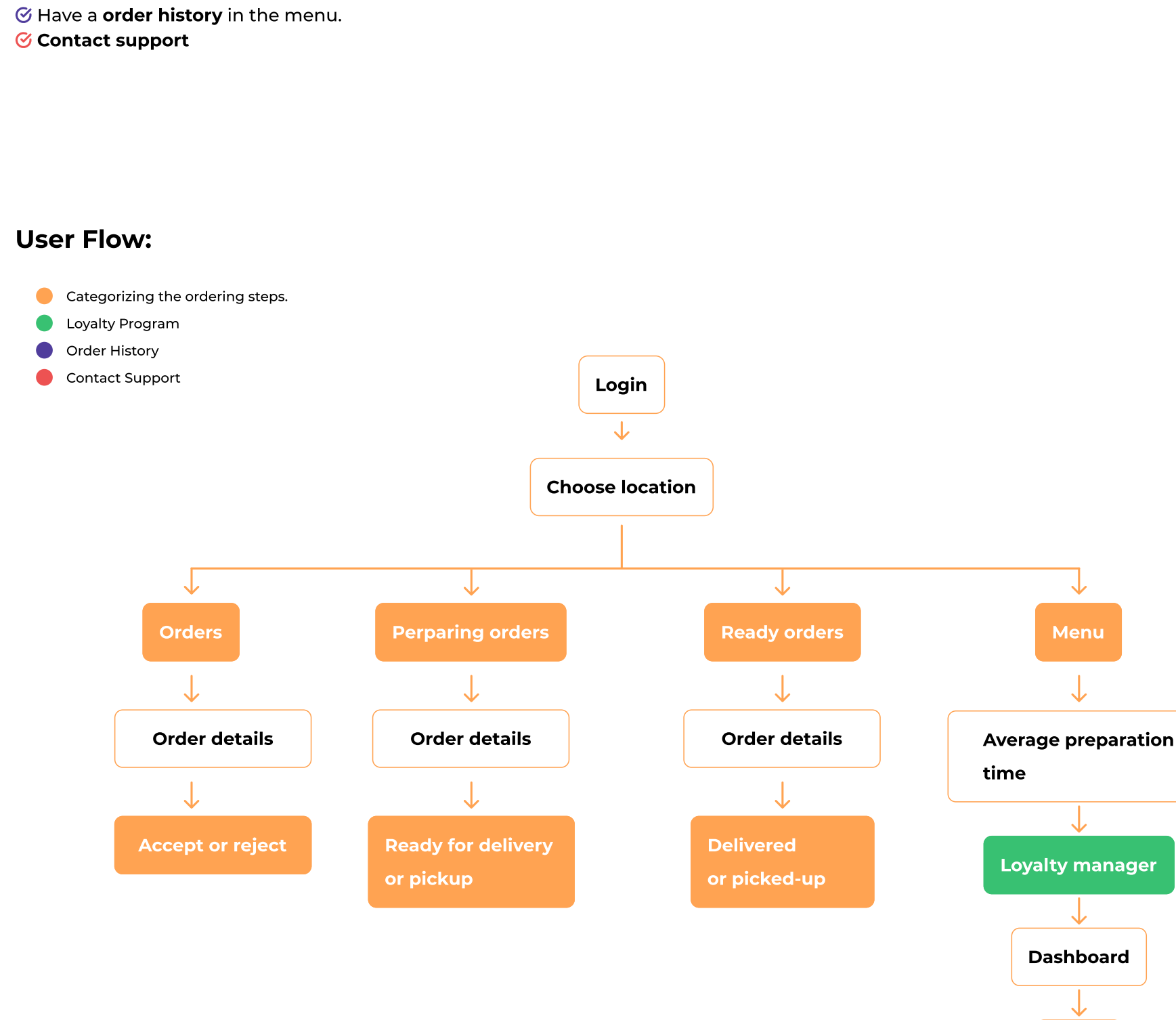
### Suggested solutions:

1. Start using **android POS** instead of tablets.
2. Make the loyalty program **visible** and **accessible** in the cashier app.
3. Design an **easier flow** for the cashier app.
4. Design an easier **order accepting** experience.
5. Put the orders in a visible place.
6. Easy way to **track** the orders.
7. Have all orders over in **one place** so the cashier can view them easily.
8. Have all completed orders in one place.
9. Add an option indicating whether the item is **available or not.**
10. **Contact support**

After analysis teh interviews I came out with a **couple of solutions** that I am going to work on, which are:

- ✓ **Use POS** instead of tablet, and design for the android POS.
- ✓ Make the cashier app more straight forward.
- ✓ Accept order with **one step.**
- ✓ Cashier can mark an item as unavailable or available.
- ✓ **Categorize** the order depending on what step they are in. (New order, order preparing, and order is pickedup)
- ✓ Make a place for the **loyalty program** in the menu.
- ✓ Have a **order history** in the menu.
- ✓ **Contact support**

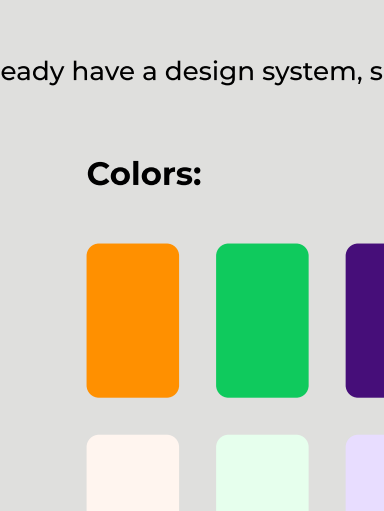
### User Flow:



### Visual system:

Since we already have a design system, so I had to stick with the colors and icons we use.

**Colors:**



**Typography:**

**Noto Kufi Arabic:**

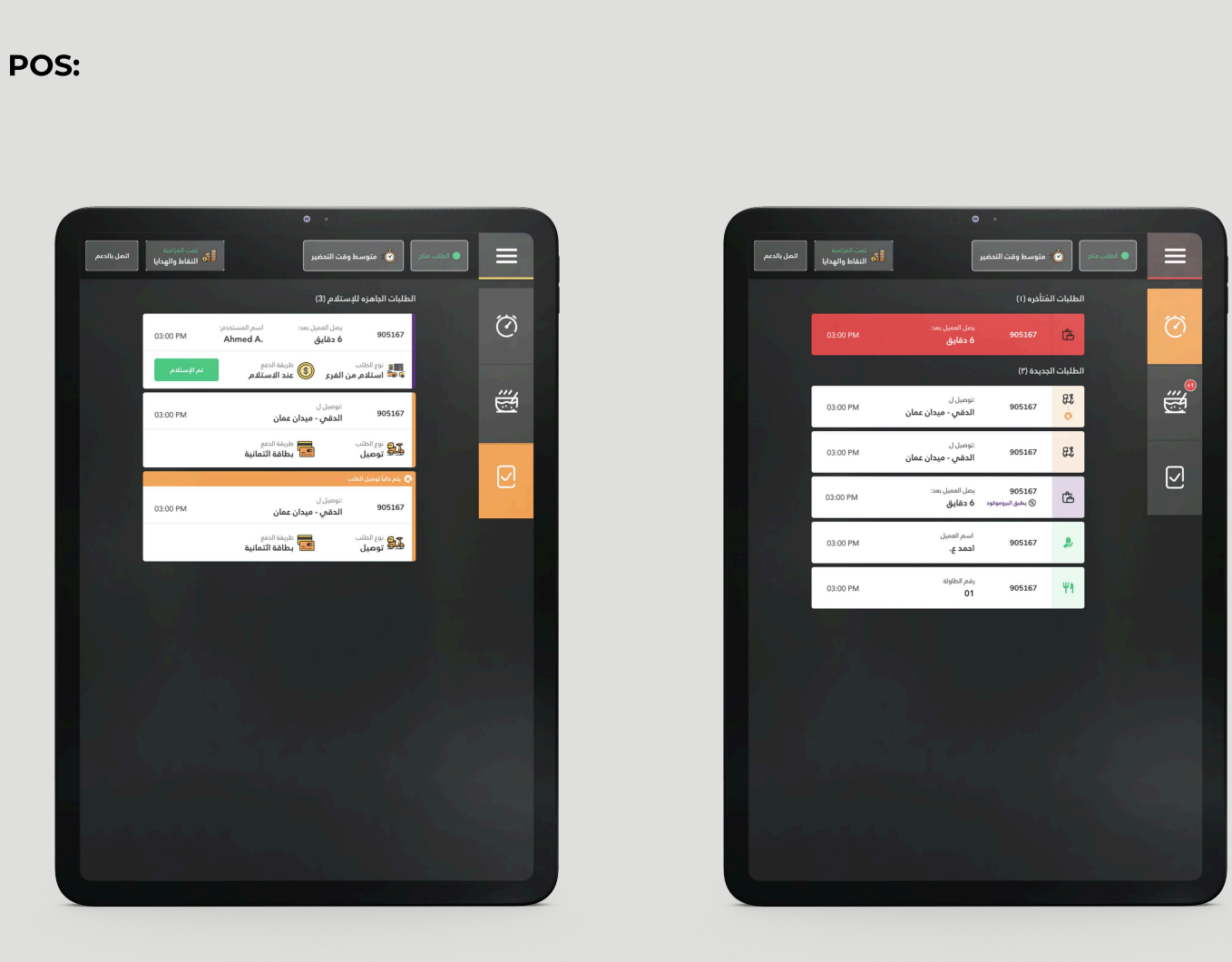
أ ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن هـ و ي

**Noto Sans:**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

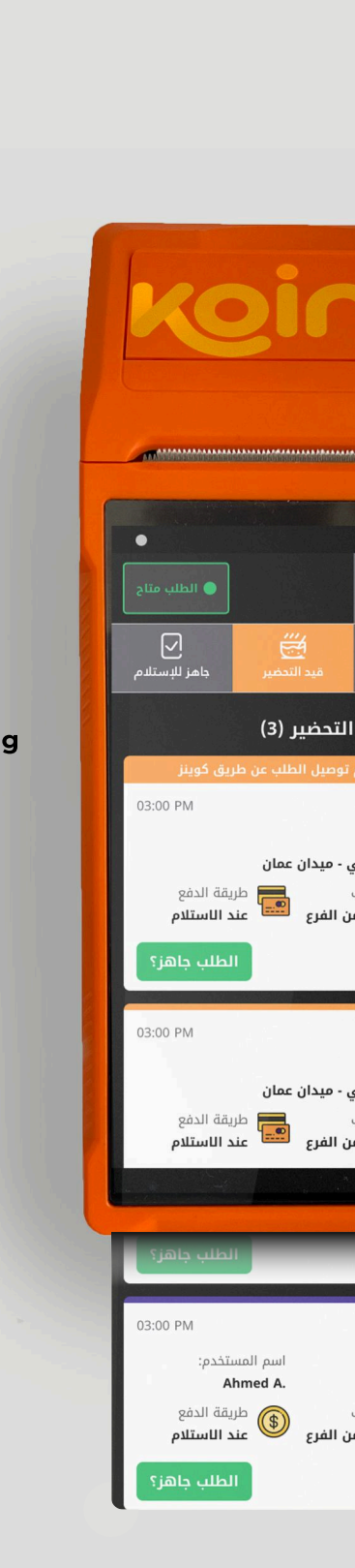
**Icons:**

**Before Android POS:**

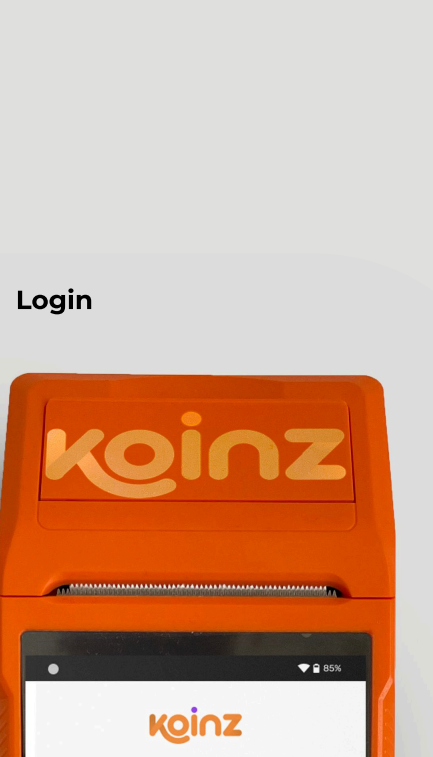


**Final Outcome POS:**

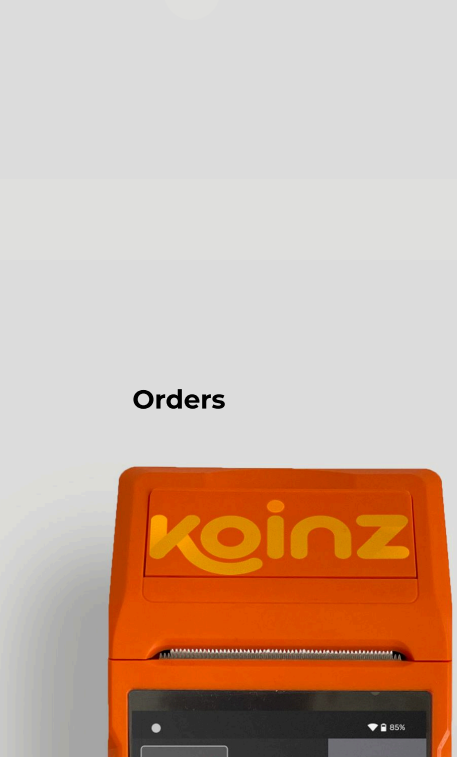
Order preparing



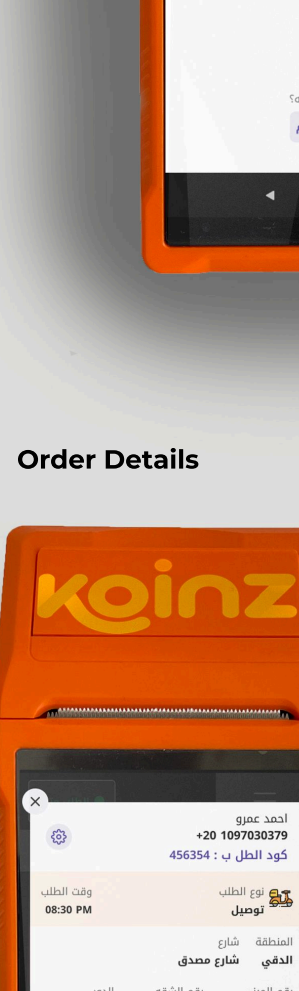
Login



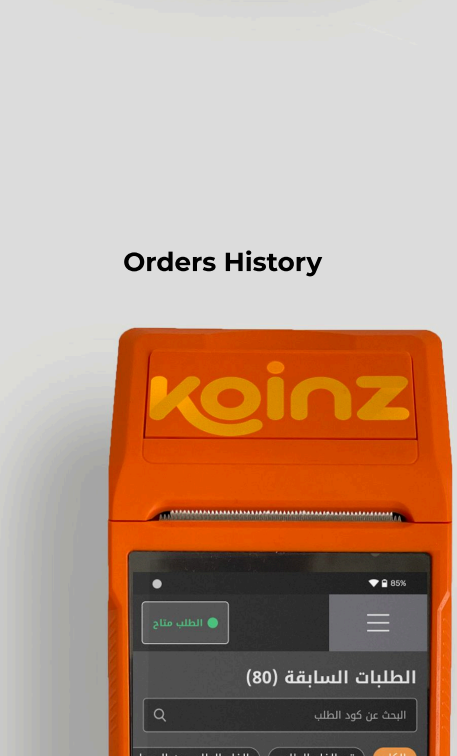
Orders



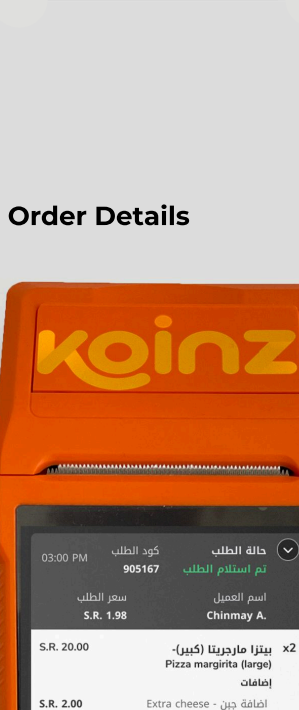
Order Details



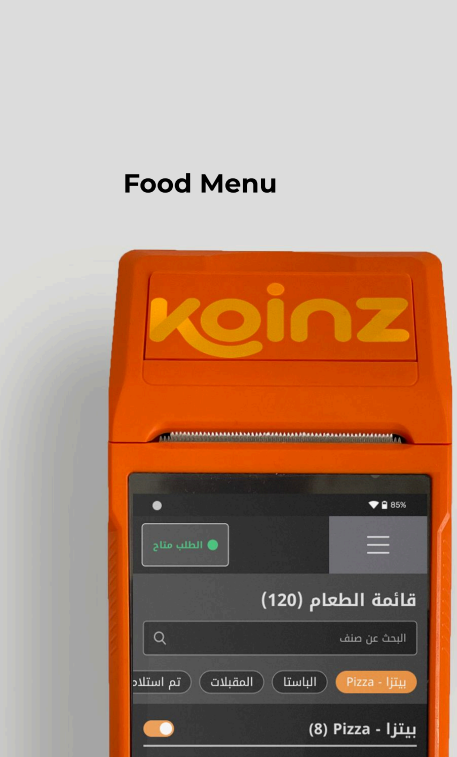
Orders History

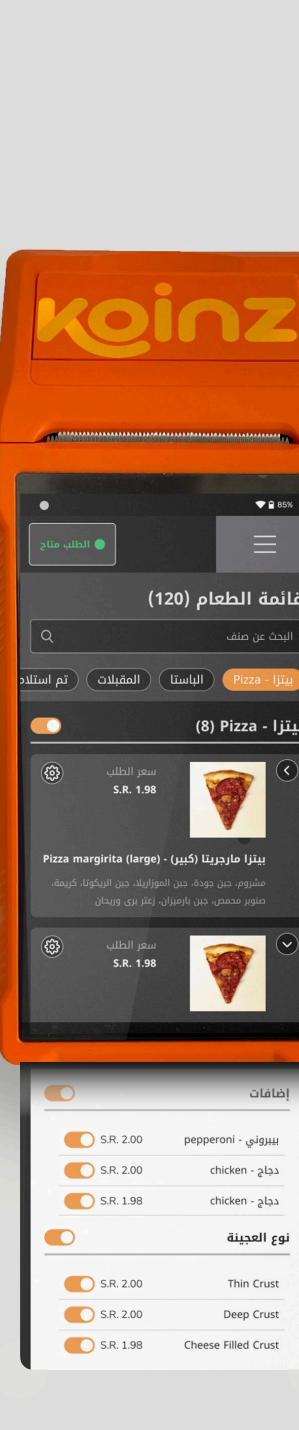


Order Details

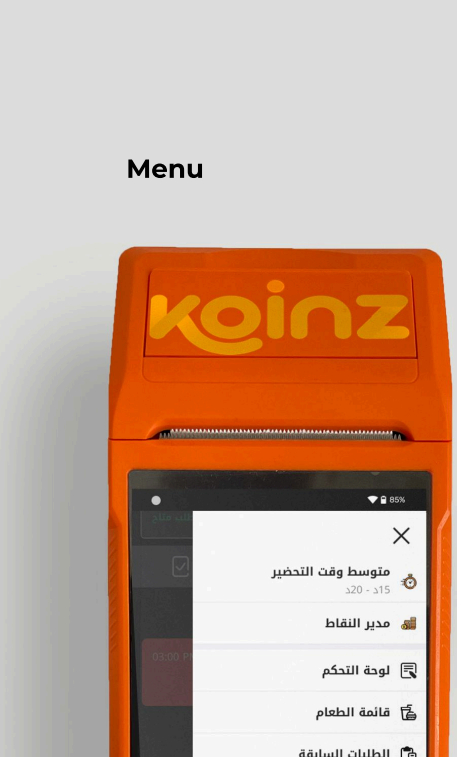


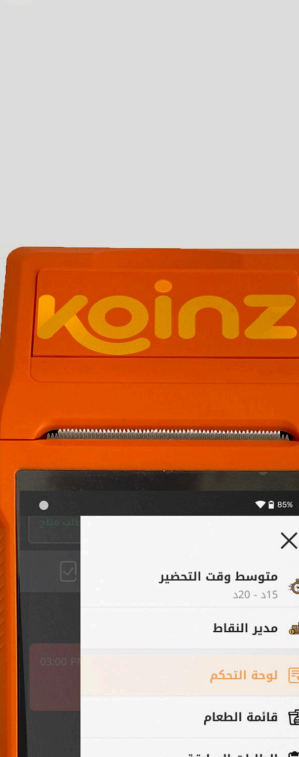
Food Menu



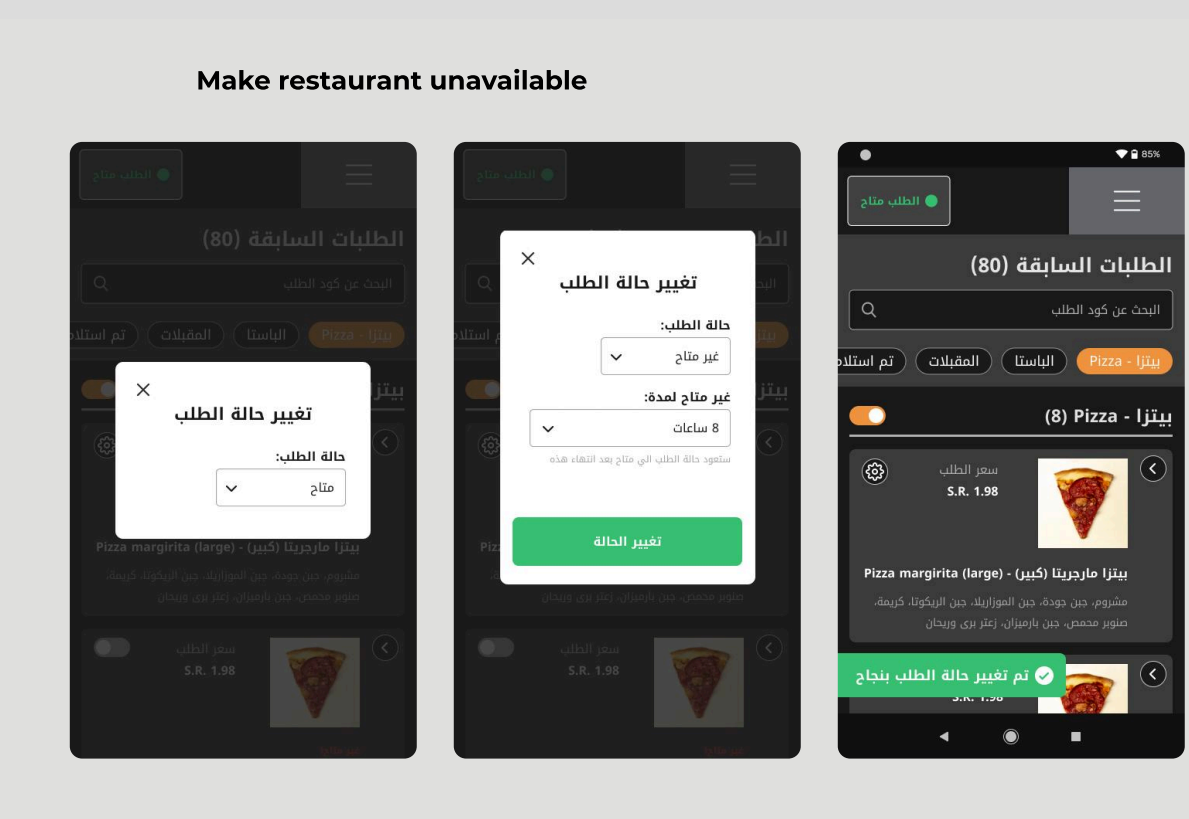


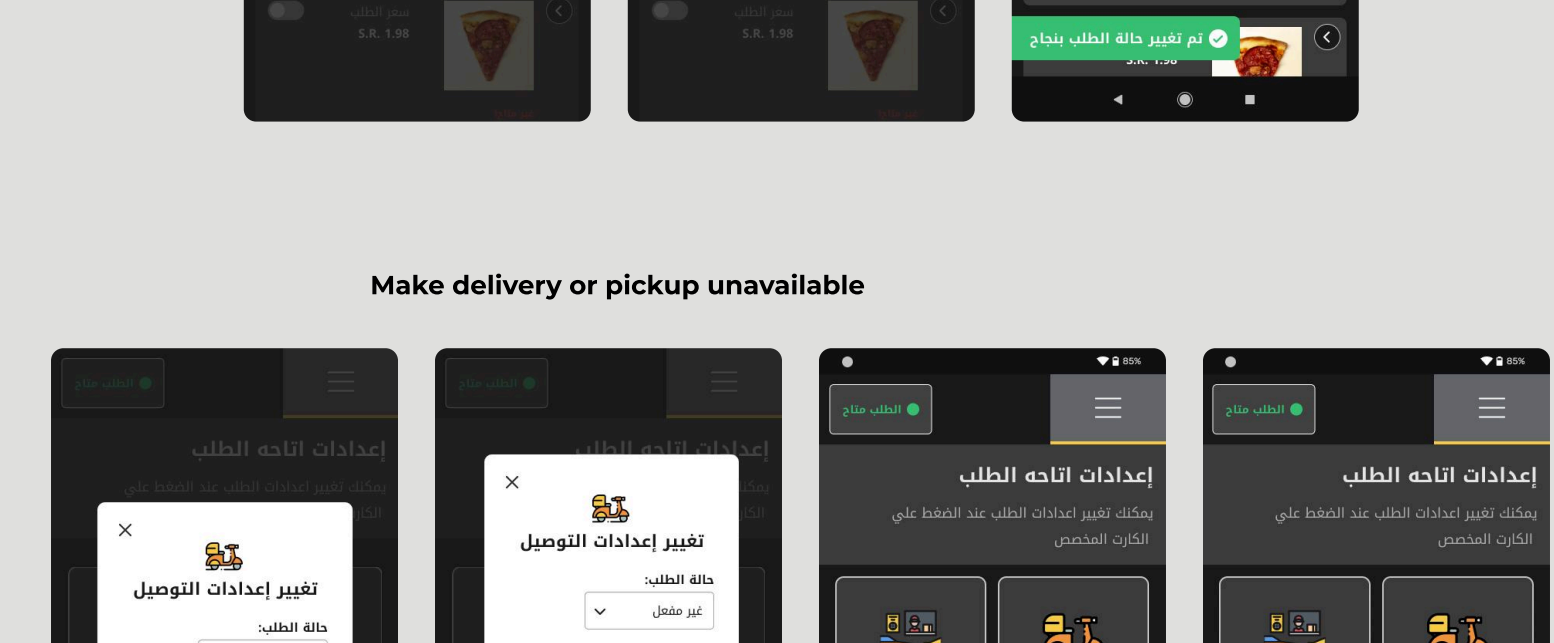
Menu





Make restaurant unavailable



Make delivery or pickup unavailable