Project Title

VR Food Study

The aim of this project was to redesign the POS website for ABCD Company to improve their operations. The new functionality should increase the number of POS users, reduce the time spent on management and backend features, which affected user engagement and hindered sales process.

Our POS system simplifies sales processes with intuitive, easy-to-use interfaces, ensuring quick and accurate transactions. It also offers robust valuable insights with real-time reporting and analytics. Monitor sales trends, track inventory, and make data-driven decisions to boost profitability.

1.- Project Overview

Duration

Nov 2023 to Aug 2024

Tools

Figma

Team Role

- Conducting interviews
- Contribute on Empathy & Affinity Mapping
- Designing wireframe in Figma

Problem Statement

- Inefficient Transaction Processes
- Lack of Real-Time Insights
- Inventory Management Challenges
- Limited Scalability
- Security Concerns
- Poor Customer Engagement
- Inadequate Support and Training

Goal

- Our primary goal is to streamline and simplify the transaction process.
- We aim to provide a POS system that makes sales transactions fast, accurate, and efficient, reducing checkout times and minimizing errors to enhance the customer experience.

2.- Process of Design Thinking

Empathize

Background

In designing a POS website, it's crucial to understand the diverse needs of its users, cashiers, store managers, and IT staff. The system must accommodate high transaction volumes, requires a fast, intuitive interface that minimizes errors and reduces customer wait times, while ensure seamless integration with inventory and sales data, inventory management, and seamless integration with other systems for efficient operations.

Positives & Strength

- 30 websites often feature a clean, easy-to-navigate interface that allows users, even those with minimal technical expertise, to quickly learn and operate the system.
- POS systems typically update inventory levels in real-time as sales are made, helping businesses keep track of stock and avoid over-selling.
- POS websites often provide comprehensive sales reports, enabling businesses to analyze trends, monitor performance, and make informed decisions.
- POS websites often include strong security measures to protect sensitive customer information and payment information.

Competitors

www.abcd.com,
www.abcd.com,
www.abcd.com,
www.abcd.com,

Negatives, Weakness & Threats

- There may also be costs associated with training staff to use the system effectively.
- While many POS systems are user-friendly, some can be complex, particularly those with advanced features and customizations. This can lead to a steep learning curve for employees.
- Many modern POS systems are cloud-based, which means they rely heavily on a stable internet connection. If the internet goes down, it can disrupt operations, leading to potential loss of sales and customer dissatisfaction.

User Research

User research for a front of Sale (POS) website is essential to understand how different stakeholders interact with the system and to identify areas for improvement. The research typically involves gathering insights from various users such as business owners, cashiers, managers, and customers.

Survey

Participant 01
Age 31 - 40

- How usually speaking is the website? Is the design modern and professional?
- Does the website adapt well to different screen sizes, such as mobile devices?
- Are there clear support options and resources available for troubleshooting issues?
- Is the information about the POS system detailed and easy to understand?
- Does the website clearly communicate the security measures in place to protect customer data?
- Does the website give a professional and trustworthy impression?

Interview

Participant 01
Age 31 - 40

- How do you ensure that a POS website is user-friendly for both merchants and customers?
- What challenges do you anticipate in developing or managing a POS website, and how would you address them?
- How do you ensure the reliability and uptime of a POS system, especially in high-traffic environments?
- Can you provide examples of how you used user testing or feedback to improve a POS design?
- Can you describe a successful campaign you led to promote a POS system?

Analysis

Analyzing a POS (Point of Sale) website involves evaluating various aspects to determine its effectiveness, usability, and overall quality. Examine the website's visual design. Is it modern, clean, and professional? Assess the use of color schemes, typography, and imagery.

Analysis Points

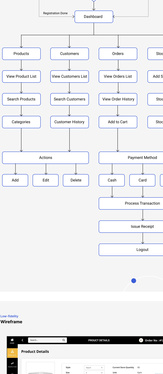
- Evaluate how easy it is to navigate through the website. Are menus intuitive and well-organized?
- Test the website on different devices (desktop, tablet, mobile) and screen sizes.
- Evaluate the depth and clarity of the information provided about the POS system.
- Analyze the availability of educational resources, such as tutorials, FAQs, and guides.
- Assess whether the website provides details on how customizable the POS system is?
- Check if the website provides a comparison with competitors, outlines the benefits of the pricing structure.

Future Requirements

- Develop seamless integration with popular third-party services, such as e-commerce platforms, social media, and in-store systems, ensuring comprehensive data management across all touchpoints.
- Implement advanced security measures like biometric authentication, AI-driven threat detection, and end-to-end encryption to protect sensitive data and transactions.

3.- Wireframing User Journey

User Flows



4.- Low Fidelity

Wireframe

5.- Usability Testing

Usability testing of a POS (Point of Sale) website is crucial to ensure that it is easy to navigate and functions effectively for users. Determine how long it takes for users to complete common tasks and whether the process can be streamlined. Usability testing ensures the POS website is practical, intuitive, and efficient to help you run a smooth environment.

Members - 6

Age 27 - 55

Goal

- Ultimately, the goal is to optimize the website to make it user-friendly, efficient, and robust for real-world operations.
- Evaluate how quickly and accurately users can perform tasks such as processing sales, managing inventory, or generating reports.
- Understand how satisfied users are with the interface and their overall experience, particularly in a fast-paced environment.

Tools

Figma

Task

- Processing a Sale
- Managing Inventory
- Handling Returns/Exchanges
- Generating Sales Reports
- Handling Multiple Payment Methods
- Customer Information Management

Findings

The findings of a usability test for a POS website will be based on how users interact with the system during the test. These findings typically fall into various categories such as efficiency, satisfaction, error rates, and feature functionality.

- Users may find the interface cluttered or confusing, struggling to locate critical features like product search, inventory management, or transaction options.
- Users may find it takes too long to process sales, apply discounts, or handle returns, especially if multiple screens are involved.
- Users may encounter frustration with the system's design, navigation complexity, or lack of helpful features like real-time inventory updates or a customer loyalty program.
- The system might make it easy to look up customer details or apply loyalty rewards, leading to positive feedback from users.

Result

The results of a POS (Point of Sale) website usability test typically include a summary of key insights gained from the test, as well as actionable recommendations for improvements.

6.- Design System

Style Guide

Typography

Primary Font
Sans-family: Roboto'

STYLE	WEIGHT	SIZE	HEIGHT	SAMPLE
H1	800	72px	1.0	The quick brown fox
H2	800	64px	1.0	The quick brown fox
H3	700	48px	1.0	The quick brown fox
H4	700	36px	1.0	The quick brown fox
H5	600	24px	1.0	The quick brown fox
H6	600	18px	1.0	The quick brown fox
strong	400	16px	1.0	The quick brown fox
p	400	16px	1.0	The quick brown fox
CTA	400	16px	1.0	The quick brown fox

Colors

#3B0D07
rgb(59,13,7,0)
	#F2F0A4
	rgb(242,240,4,0)
		#000
		rgb(0,0,0)

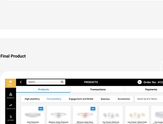
Buttons

Primary CTA	Secondary CTA	Hover CTA	
Plain CTA	Active CTA	Inactive CTA	

Hyperlink

Primary Link | Secondary Link | Hover CTA

Checkbox, Switch and Radio Buttons

Checked	Unchecked	Disabled

7.- Final Product