

CASE STUDY

UI/UX Design Sprint for a POS + Inventory Mgmt

Problem

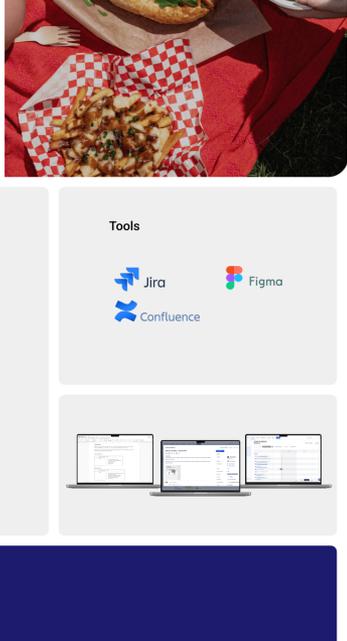
The requirements were for a solution allowing Merchants to perform quick transactions, update inventory, as well as the ability for admins to track sales analytics before and during the event. A post launch analytics report was also provided to Emirates outlining critical event data.

The Goal

- Spend 6-weeks designing and testing prototypes that gave users (Merchants) the ability to easily login and transact at a mobile softpos.
- JIRA Story Description: As an attendant, I want to be able to create an F&B or Merchandise order, so that a customer can purchase F&B or merchandise at an event.
- *Note: In a parallel sprint an alternate design team spent 8-weeks designing and testing a dashboard prototype that allowed festival administrators to configure products, manage inventory and monitor sales analytics during the event. My role in that parallel sprint mirrored this sprint.

Background Information

The Emirates Dubai 75 is a major event on the HSBC World Rugby Sevens Series circuit. The long-running Sevens tournament completed its 52nd edition in Dubai, and Emirates requested a pos and administrative application for the event.



My Role

As design leadership in a lean startup my role often consists of leading and contributing to the overall design of the project.

Defining, planning and reviewing the design sprint from UXR to handoff include Research, IA, Creating wireframes, Designing prototypes, playing decision maker around content, design concepts, and strategy informed by measurable data.

• Design Manager - Lead brainstorming workshops with stakeholders and designers to create a shared understanding of business and user needs, coordinated a design strategy leveraging a PRD provided by our PM team, and prioritized the design sprint backlog based on business goals

• UXR - lead planning, conduct research, organizing workshops with stakeholders to discuss findings, synthesize solutions and validate concepts.

• UI - Lead brainstorming workshops with stakeholders and designers to align aesthetic goals. Contribute to creating wireframes and clickable prototypes leveraging a multi brand design system and data synthesized by the UXR team.

Tools



The Process

The design thinking ideology asserts that a hands-on, user-centric approach to problem solving can lead to innovation, and innovation can lead to differentiation and a competitive advantage. This hands-on, user-centric approach is defined by the design thinking process and comprises 6 distinct phases, as defined and illustrated below.



1 Research

Goals

My team leveraged various research methodologies to gain a clear understanding of the industry and problems users' faced allowing us to collect data that would translate into actionable insights to be implemented in the applicative ui.

Research performed:



Pain Points



Employee User Personas

Age: 28-31
LOCATION: Dubai, UAE
EDUCATION: Primary school
OCCUPATION: F&B, Service industry, Student

Bio

Our primary users were merchants assigned to specific kiosks to perform transactions at the event. 75% of these transactions were food & beverage with the remaining 25% being merchandise transactions. These merchants are contracted staff with a range of experience using pos systems. They typically have no training on the device or application being used.

Frustrations

- Having to sift through tons of products to complete an order
- Complicated applications

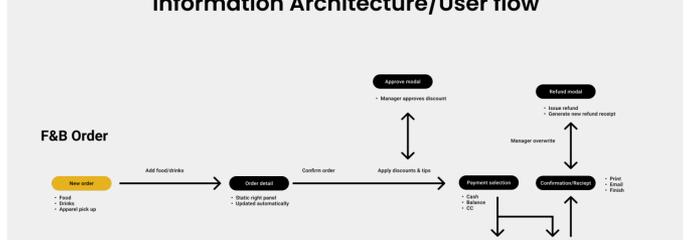
Motivations

Ease: ●●●●●
Speed: ●●●●●
Comfort: ●●●●●
Flexibility: ●●●●●

Preferred Medium

Phone: ●●●●●
Computer: ●●●●●

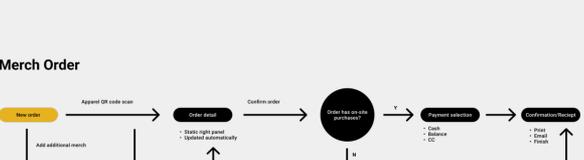
Competitive Audit



High Level User Journey

Action	Task 1	Task 2	Task 3	Task 4	Task 5
Tasks Lists	Order a fish & chips	Order an espresso and add an extra shot	Order a t-shirt	Fulfill an online t-shirt order	Pay with digital funds using the QR code
User Emotions	Happy	Frustrated	Happy	Happy	Neutral
Feelings Adjective	Confident	UnConfident	Very Confident	Confident	Somewhat Confident
Improvement Opportunities	Make customizations available (Emirates required no customizations)	Make the add-ons automatically populate when an item has eligible add-ons	Add kiosks for merchandise sales (Emirates required only two (2) merch kiosks), add more merchandise	Add kiosks for merchandise sales (Emirates required only two (2) merch kiosks)	Add automated scanners with food ready to go. Almost like a vending machine

Information Architecture/User flow



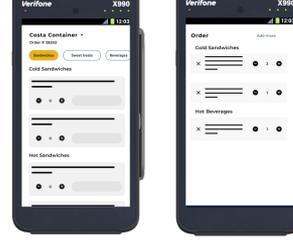
3 Design

The initial design process included:

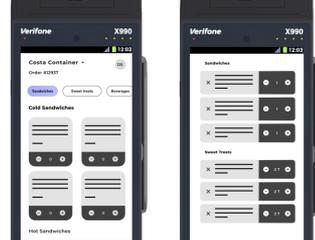
- Flow Diagram
- Defining Navigation
- Sketching

V1

✓ Emirates chose this lofi design



V2



V3



Usability Testings

Key Insights

- Users (Merchants) wanted the filtering options expanded
- Users (Merchants) preferred a clean delineation for products with add-ons
- Users (Merchants) would like to see "trendy" ui. (Due to Emirates requirements the addition of icons was as "trendy" as we were allowed to go.
- Users (Merchants) liked the ordering flow with 95% of testers stating they felt confident when using the interface.

Cross functional team sync

Our design team initiated a cross-functional team sync to review the UI of the D7 application by organizing a structured meeting with representatives from the development, product management, marketing, and customer support teams. During the session, we presented the latest UI prototypes, highlighting key features, user journey flows, and the rationale behind specific design decisions. Feedback was actively solicited from each department to understand how the design aligned with technical feasibility, product strategy, marketing goals, and support considerations. This collaborative approach facilitated an open exchange of ideas, revealing insights into how the UI could be optimized for better user engagement, technical simplicity, and alignment with business objectives. The meeting concluded with an action plan that incorporated the collective feedback, ensuring that subsequent iterations of the UI design would benefit from a holistic perspective grounded in cross-functional expertise.



Hifi Designs



Take Aways & Next Steps

- Lessons Learned**

Shipping a lean product involving transactions and transactional data has multiple security and usability issues. Design had to make adjustments to flows and the ui based on feedback with

 - Stakeholders wanted utility whereas merchants wanted more visualization and fun. The balance of finding the right in between for users and business goals is tough sometimes. In this sprint we did our best to accommodate merchant feedback but were ultimately at the mercy of Emirates stakeholder objectives. As a champion for the user I would've pushed back more on the utilitarian ui choice made in the multivariate test presented to Emirates.

- Next Steps**

Gather and extrapolate the 2022 event data and publish an analytics report to Emirates stakeholders and interested parties. Once completed and published, iteration sprints on the current application experience will commence.