

Customer Journey

Throughout the development of our product we used the designmethod „customer journey“, which focuses on the users interaction with an already existing product. To analyse the faults of the existing application, two test are conducted.

The first test is based on the reactions of an unexperienced user, who has never used the application, whereas the second tester is an experienced user (who has previously worked/interacted with the product in question).

By using this method, designers can gain valuable insights on how the user interacts with the application. Through these observations errors/problems and shortcomings of the existing product can be found and optimized. A good preparation is necessary for the correct execution

Customer Journey

Procedure

We give our test subjects, an expert and an inexperienced user, five tasks which they are supposed to solve. While the participant tries to solve the task, thoughts should be spoken aloud and emotions should be shown openly.

The process is recorded and used to analyse the existing software.

Tested product

The product in question is the NCR Orderman.

Since we're also working in the catering industry, we get access to the device through acquaintances and are allowed to examine and test it more closely.

Tasks

1. Log In
2. Add a sweet spritzer and a small-sized coke on table 6
3. Guest on table 6 complains. The spritzer is sour. Cancel the spritzer and add a new one
4. The guests are switching over to another table. Book over from table 6 to 12
5. The guests would like to pay.



Customer Journey - First Use



Demographic details

Paul Volz, 22
male, unmarried
living in Schwäbisch Gmünd

Profession, Tasks & Goals

Student in Schwäbisch Gmünd
barkeeper

Skills, Knowledge level

Order- and Payment Process,
and any resulting
Problems are known

Motivation

Likes to be around people,
likes to mix cocktails

Expectations & Wishes

values good user experience,
and Comprehensibility

Quote

„I think the job is more rewarding
when you have a digital mobile
support like the Orderman. But the
system has to be understandable.“

Test Subject 1

We make an appointment with our first
tester, Paul Volz to perform the ordering
process with the Orderman. We take a
notepad and a camera with us on the
agreed date to document the process.

Customer Journey - First Use

STAGES	Log In	Add a sweet spritzer and a small-sized coke on table 6								The guest complains: The spritzer is sour. Cancel the spritzer and add a new one
ACTION	Logs into the system as waiter 1 without effort	Selects table 6	Takes a look at the user interface for a few seconds	Taps spritzer in open wines in orders, selected	Taps on the selected spritzer and thereby removing the selection	discovers „add information“ under functions	Typing „sweet“	>Selects „AfG“ >chooses small-sized Coke >confirms order	Goes to table 6, marks spritzer, functions, delete, give explanation	Orders spritzer again with additional text > forgets to select the object first
MINDSET	„That was easy“	„Öhhh häää“ „Aaahh“								„Yo mama, no line was selected..., Bullsh** dude“
EMOTIONS			lifts his eyebrows strongly, seems to be overwhelmed	insecure						Slightly hopeless laughing, leans head on hand

Customer Journey - First Use

STAGES		The guests are switching over to another table. Book over from table 6 to 12				The customers want to pay		
ACTION	Selects spritzer, Funktions, Add info, „Sweet!!!“, confirm	discovers transfer function >tableview >functions >transfer	Taps on transfer >error message	Accidentally selects table 6	>functions >transfer >selects table 12	selects table 12, goes to functions und finds nothing.	Goes to "Payment"	Confirms the payment - receives receipt
MINDSET	„Gibts Ausrufezeichen? Aahh hier“	„Aaahh, nice!“	Energetic: „No object was selected. Great.“	„This is so tiny, how am I supposed to see this?“ (Means the selection)		„Well, this is fu**ed“	„Alright, thats 6 bucks then“	
EMOTIONS		laughs about the task, shakes his head incomprehension		slightly annoyed, impatient				

Customer Journey - First Use

Interviewer: Celine Maya

To gain additional information that is not recorded during the test run, we asked our subject about his feelings during his „journey“.

How well do you think you got along with the device given you used it for the first time?

relatively well for the first time, but it wasn't that easy.

What were your difficulties?

You can't really tell when something is selected because only a tiny green bar appears. The whole thing's a little too small for my big hands.

How did you feel while using the Orderman?

A lot of times I thought, „What the hell?“ I was often annoyed, because many important functions, which are used often are sometimes hidden.

How would you change the Software?

Bigger buttons, more logic and an useful overview.

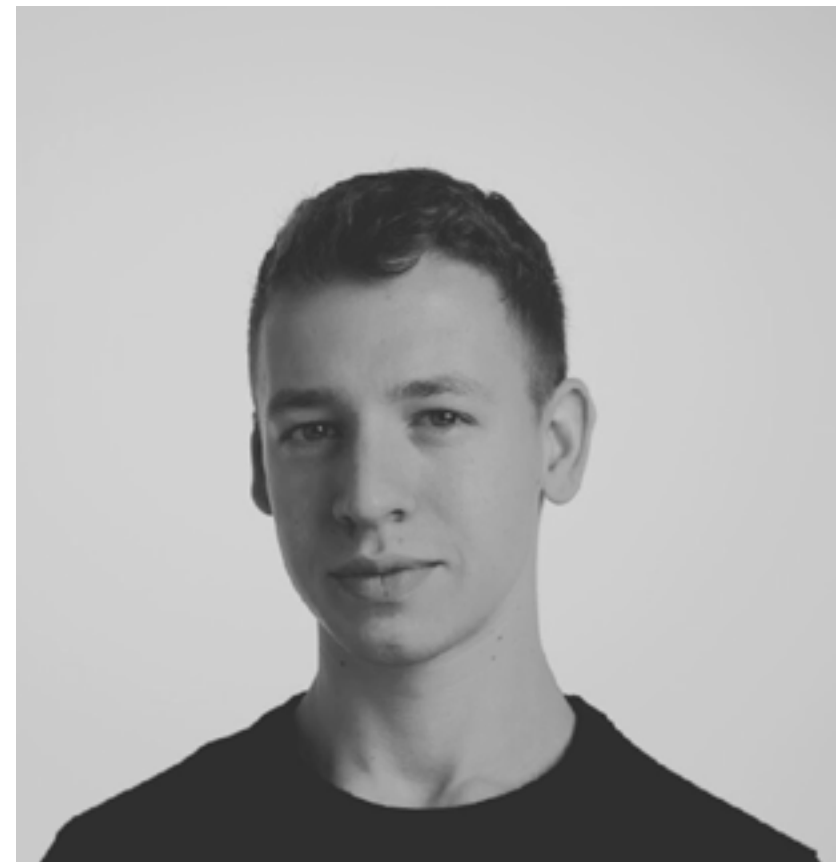
When you look at the screen, would you be able to tell at glance what the buttons do?

Definetely not, there are at least five items which I don't understand by only seeing them. Many elements appear unnecessarily several times on the same screen and take a lot of space.

What did you like about the Software?

I can imagine that if you use it more often, the product is decent to work with. You could really simplify things a bit. To be honest, I didn't really like using it.

Customer Journey - Advanced



Demographic details

Lukas Drews, 23
male, unmarried
lives in Göppingen

Profession, Tasks & Goals

Student in Schwäbisch Gmünd
Employee in Catering Service
work on the side to earn some
extra pocket money.

Skills, Experiences

Interested in technology
Passionate waiter
Uses the Orderman at work

Motivation

Friday nights with his friends,
Get rich or die tryin

Expectations & Wishes

The Orderman is supposed to
simplify and support the work
process. Therefore the usability
should be as simple as possible.

Quote

I like to work in the gastronomy
industry and the Orderman is
really helpful. I could not imagine
working without it.

Test Subject 2

Our second tester is my project partner Lukas
Drews. He already has work experience with
handhelds and is a regular user of the
Orderman (unlike our first subject).

Therefore he already knows the basic functions
of the device. Nevertheless, he is supposed to
solve the same tasks as Paul, allowing us to
directly compare the results.

Customer Journey - Advanced

STAGES	Log In		Add a sweet spritzer and a small-sized coke on table 6	The guest complains: The spritzer is sour. Cancel the spritzer and add a new one	The guests are switching over to another table. Book over from table 6 to 12					
ACTION	Logs into the system as waiter 1 without effort	Uses the Add-Information Function to order a sweet spritzer and the coke.	Takes a look at the user interface for a few seconds	Searches the transfer function	Searches in menu Orders > Favorites > "..."; doesn't know what "... " stands for	Goes to the table overview > under functions	Tableview > "..."	Back to functions > transfer	Attempts to drag and drop „Rebook“ to table 6 > Error message	Goes to table 6 and marks the orders. Tables > Functions > Rebook > Error message
MINDSET			„Söss“ :D	„Is everything fine, Lukas?“ „Hmm...nope.“	„I have no idea how to transfer the order“	„Funny enough, I never had to rebook anything.“		„Transfer. Table 6. F*ck“	„Do I have to drag & drop it?“	„There was no Object selected“ ... “Bummer.“
EMOTIONS			amused	irritated			hopeful	amused about his failure	annoyed, desperate	takes a deep breath and runs his hands over his face

Customer Journey - Advanced

STAGES				The customers want to pay		
ACTION	Deletes the tag	Goes back to table view, holds down table 6 and makes a swipe gesture > table 6 is selected	discovers transfer function >Tableview >Functions >Transfer	Functions > Transfer > Select table	Goes to <>, splitting the bill, chooses drinks, goes to payment view > Receipt > print Receipt > finished	Repeats the process for the remaining Orders
MINDSET	„Thats just embarassing.“	„Whooooaaah... I just had to swipe“	„Aaahh, nice!“	„Haaa, there’s your table 12! Ta-daaa“	„easy“	
EMOTIONS	laughs			relieved		

Feedback

„Actually, I think I’m getting the most out of the device. However, the testing has shown me that I can still learn a lot. For example, when I had to transfer tables. I never had to do that before. I had stumbled over this function several times, but I didn’t know I had to mark the table first, and I didn’t really understand how it worked. In real life I would probably would have asked my service manager or solved the situation in a different way. Nevertheless, this takes away the feeling of security and can be embarrassing in front of the customers.“