

SHIFT 4

LBM UX Research Results

January 2022

Overview

As a part of the LBM Next project it was decided to conduct user interviews to determine where we should focus our efforts as a team. Understanding how users interact with the software is imperative to determine the direction we need to take it. A small group of us conducted a few interviews with both LBM users, primarily restaurant owners as well as a technician who handles installation and customer support.

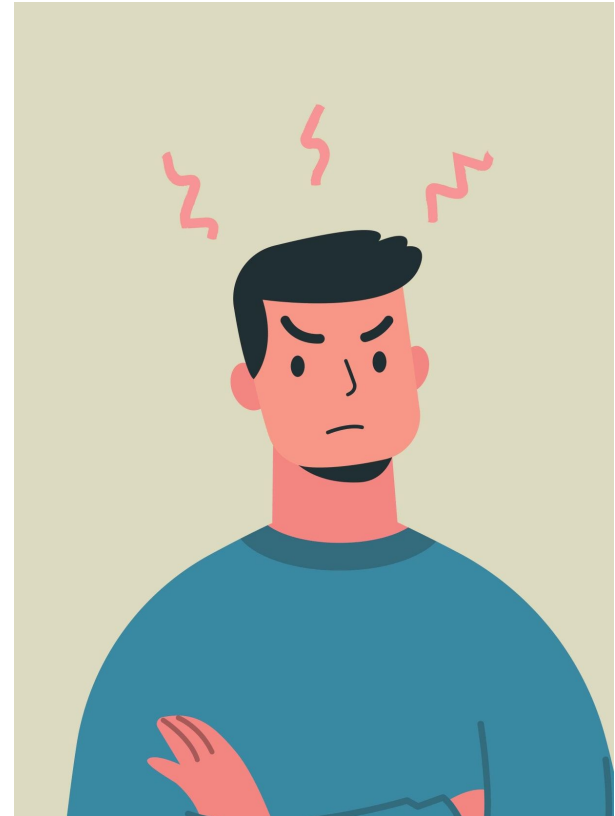
Unfortunately, the overall results were less than positive. All participants (restaurant owners) were unhappy with the current state of LBM.

On the positive side, the owners pointed to Matt Madden as a hero. They all felt as though he has gone above and beyond to try to make their experience as positive as possible. The owners also appreciated being interviewed as they are hopeful these discussions will lead to overall improvements.



Some of the Issues We Encountered:

- Customer Support is difficult to work with
- Payroll creates errors and issues
- Scheduling is difficult to use
- Menus take too much time to create and don't transfer from other systems
- Reports lack customization
- Too many issues with online ordering platforms
 - Doordash
 - Grubhub
 - UberEats
- Constant bugs
- No live data



JP's Family Restaurant

Nasir Ahmadi was interviewed:

- Nasir is a 35 year immigrant from Afghanistan
- Had to take over restaurant to save an investment
- Marketing, sales, business background
- Learned business “on the fly.”
- Had LBM for less than a year

[Interview Notes](#)

[Video Interview](#)

Canton Bistro

Jason & his sister were interviewed:

- Been involved for 2 years.
- Family has been involved in hospitality for 15 years and has 2 restaurants (only 1 with LBM, they dropped it due to too many issues)
- Had LBM for 6-8 months

[Interview Notes](#)

[Video Interview](#)

Bread & Circuses Bistro

Wife and husband owners were interviewed:

- They've had the restaurant for 13 years
- They've had LBM for 2 months

[Interview Notes](#)

[Video Interview](#)

Drew Strickland

Drew is one of the top installers who travels across California setting up restaurants and doing initial training for new users. This interview was done as a free form conversation and wasn't very structured. Drew spoke on HarborTouch POS. Most questions were follow ups to information presented.

[Interview Notes](#)

[Video Interview](#)



We put together a list of questions to help us determine basic information about the users as well as specific questions to discover how they use LBM. We then reached out to customers through Matt Madden who handles customer support to schedule interviews. All the interviews are recorded with the users permission. Sometimes there were multiple people conducting the interviews and we all tried to stick to a script but at the same time allowed ourselves to go in free form directions based on user statements.

Post interview we went back to re-listened to everything and then filled out interview sheets with all the findings.



Issues: Customer Support

A consistent theme throughout the interviews were issues with customer support. Unfortunately, all the users have run into issues where they required customer support help. While some experiences have proven positive, every user has a story about being on the phone from 30 minutes to nearly 2 hours after closing trying to resolve an issue.

Specific circumstances:

- Doordash had to cancel orders and shut them down because of a POS problem they detected, it cost him \$100 in food. He then could not close the order HarborTouch POS. Had to spend over 30 minutes on the phone with tech support and ended having to take a \$35 loss.
- Has to use VIP tech support because regular support doesn't know what they are talking about
 - Tech support is not well trained
 - When they call, support wants owner's SS#, so stupid.
- Had to spend 6 hours trying fix a problem with closing from handheld device

Solutions

- Improve initial user training
- Create interactive tutorials and online videos as resources so user can "self serve."
- Set up a user forum where they can discuss issues and have support monitor to observe trends that need to be addressed.
- Find new ways to verify accounts other than an owner's social security number

Issues: Clocking In & Out & Payroll

All three restaurants had issues with time tracking and payroll. These features seem to be difficult to use and time consuming to the point some of the users no longer use LBM features to help them. Instead, as with JP's Restaurant he has to use multiple third party systems to handle these issues costing him additional money.

Specific circumstances:

- Our system is not good for tracking clock in/clock out
- Our system doesn't follow California labor laws
- Has to use multiple systems to handle payroll (clock in/out, tips, etc)
- No live data, especially on clock in/out
- 10 hours to do payroll every week
- Can't have different pay rates for different people at the same position
- Has to create different categories or jobs for different pay-rates
- Can cost up to 20% in errors
- Hours are inconsistent and user has to manually update hours

Solutions

- Remove the payroll & time tracking features altogether, team up with a third party vendor (ie APD) that specializes in these areas and charge a few extra dollars a month for implementation.

OR

- Completely overhaul the entire time tracking and payroll system to fix all bugs.
- Add better "break" functionality
- Follow state labor laws and add them to the system to stay within compliance

Issues: Reports

The reports are one of the most important and potentially powerful tools LBM has to offer. Unfortunately, we are falling short of customer expectations and needs. All three restaurants had issues with the reporting areas.

Specific circumstances:

- Report writing, sales reports need to be more customizable for dates. Report system only allows specific date frames.
- Reports are NOT user friendly, no customization
 - Can't see the info they need
 - Too many issues with required inputs and poor outputs
- Lack ability to see live tickets
- Better analytics (who sold most of specific item by server)

Solutions

- Update the reporting filters to make them customizable
- Live synch LBM with HarborTouch POS
- Add additional analytics
- Create report templates
- Save previous reports

Issues: Additional Issues

During the interviews there were several additional issues that came up. While smaller they still require attention. Possibly the most important would be bugs. Every user complained about encountering weird issues on a regular basis. They felt as though things are rushed out and not even tested.

Additional Concerns:

- Skytab is not user friendly for servers, it prints too small and the screen is too small.
- Ability to see ticket information based on who opened and closed it. Entire “lifecycle” of a ticket
- Need to get more advanced with what the industry is requiring. One service he really wanted was the QR ordering, it doesn’t work well at all. Every time a customer orders their ticket has to be closed. It’s very frustrating to customers.
- Fix glitches, too many errors
- Ordering gift cards was a nightmare
- Wants ability to manual overrides on tickets if there are issues.
- Wants a monthly breakdown of day to day sales
- Huge undertaking to install menus, should simplify transitioning from 1 POS to LBM
- Scheduling wasn’t good, can’t filter employees
- There is an issue if an employee is both a server and a host, if they log in as a server they have higher permissions, if they log in as a host they have less permissions. It’s frustrating employees cannot maintain permissions across logins.
- Virtual Terminal
 - Search does not work well
 - Doesn’t search by invoice # or invoice ID even though the hint text says it does
 - Needs improved filtering
 - Needs to include tips in the option

Conclusion

In conclusion, LBM has not been well received. All three owners said the individual support of Matt Madden and the hope of improvements is why they stay. When they were asked whether they would feel comfortable recommending LBM to others they replied:

- *No, not at this time. Only reason he's staying with us is he was promised improvements are on the way and doesn't want to deal with the idea of doing a different system.*
- *No, there are better options out there. The bugs and the questions are the issues. If they had to do it over again, probably not*

I recommend listening to videos, you will get the sense of the customer frustrations. LBM has the potential to be a powerful competitor in the market if we listen to customers and focus on fixing “glitches” which are more important than the “bells and whistles.”

