LBM UX Review

Overall LBM is not difficult to use, however there are several issues that when addressed can make it a better overall experience. As a new user with little introduction I was able to navigate through the application and figure out most of the processes on my own. Most suggestions can be considered adding a "fresh coat of paint" while other ones will fundamentally change how LBM is used.

Below is a high level overview of my assessment, to see a very detailed version click here.

Overview

- **Location** context is a little confusing. I couldn't find a "global" view of all my locations. If I create something for one location does it carry over to other locations? If not this causes me to have to do extra work.
  - The locations screen should allow for editing information.
  - I could not find where to add an additional location, even the Profile area only allows the user to delete locations, not add or edit.
  - The location switcher is hidden in plain sight and easy to miss.
- **Navigation** is easy to use, but it is inconvenient. If I click on a screen in the lower section of the navigation my overall screen is scrolled down and I have to scroll back up to see my data.
- **Form Fields** are confusing, they feel like data tables and it is not clear they are meant to enter information. The dropdowns appear disabled.
- **Adding Data** such as menu items, taxes, employees, etc there is no bulk add option. The user is required to add one item at a time.
  - In most instances there are no step by step processes. In the menu section, it appears that every item belongs to a department, yet the navigation implies adding an item before a department is the actual process. If a user adds multiple items before they have set up departments the user then has to go back, add departments and then individually edit every item to its correct department. This scenario can be applied to taxes and employees as well.
  - There is no ability to add subsets "on the fly." In the above menu scenario, if in the department dropdown a user had the option to "+ Add Department" and a modal popped up with the department options it would address the issues.

- **Dashboard** was possibly the second most frustrating section of LBM. This is where users would go to get an overall view of how their business is doing. However, other than tile location there is no real hierarchy.
    - There is no location vs business context. As a user it is not clear which location I am looking at. Also, as an owner of multiple locations I don't seem to have the ability to look at my business as a whole. Adding a location toggle would be nice.
    - There is no real hierarchy, as a user I cannot change the tile size, graph type (I might want a pie chart) or background color. By changing size, color, etc it would allow me to emphasize data more clearly that as a user would want to see.
    - Adding new tiles is cumbersome. Currently a user has to scroll through a list of tiles, select one and then scroll to the bottom of the page to find it, move the tile to its new home and then make changes if they are allowed. I want to select a tile, set it up and then drag & drop it to the part of the dashboard that I want it to reside.
    - Allowing a user to name their tiles is important. A user can have multiple batch or deposit reports, but there isn't any way to distinguish between them other than the data they produce.
    - I understand the need to advertise features and the dashboard, however it would be frustrating as a user to set up a dashboard and then see an ad appear (if that is how it works) which would then change my layout. It is also frustrating that the only way to remove an ad is to click layout, scroll to the tile, click the trash can, scroll back to the top, click layout and get out of the edit mode. Either changing the ads to a modal allowing a user to opt out once or adding an "X" to the tile allowing the user to remove it quicker would be beneficial.
- **Online Ordering** is fundamentally different from the rest of the app and breaks multiple patterns.
    - The user can only set up one restaurant at a time.
    - Closures is a confusing screen with a terrible use of space. On the left is a "list" of closures that look like giant buttons and on the right are the details. It would make more sense to create a table with the details in it so a user can see everything at once, include a delete button in the table and add editing capabilities like every other section of the application. That would be cleaner and more consistent with the current patterns. Lastly, the + is easily lost and that's how a user adds a new closure.

There are more suggestions to go through however, what is presented here are the most important to discuss and making changes that address these issues will dramatically improve LBM's user experience.