# **LBM UX Review**

# Summary and Introduction

Overall LBM is not too 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. Many of my suggestions can be considered adding a "fresh coat of paint" while other ones will fundamentally change how LBM is set up.

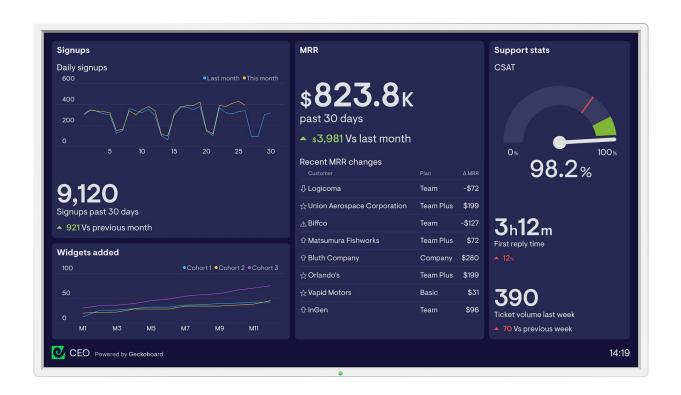
The next page starts a series of high level bullet points after which I go through LBM section by section and try to address what needs to be changed.

### **Primary Bullet Points**

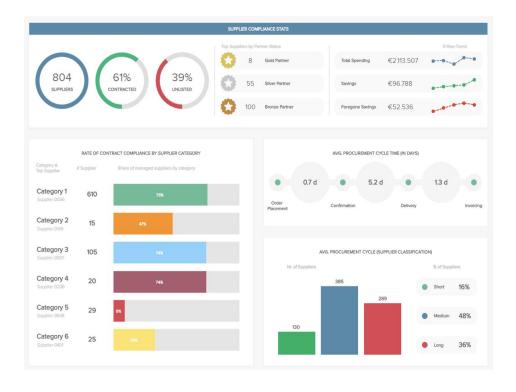
- **Location:** The location context is a little confusing. I couldn't find a "global" view of all my locations. It seems as if I create something for one location that it does not carry over to other locations causing me to have to do extra work.
  - The locations screen should allow for editing information.
  - o 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.
- **Navigation:** The 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.
- **Form Fields:** The form fields are confusing, they feel like data tables and it is not clear they are meant to enter information. Especially the dropdowns appear as if they are disabled.
- Adding Data: When adding menu items, taxes, employees, etc there is no bulk add option. The
  user is required to add one item at a time.
  - o 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:** The dashboard was possibly the second most frustrating section of LBM. This is where users would go to get an overall view of their business is doing, however other than tile location there is no real hierarchy. I will discuss more in the dashboard section, but below are some concerns mixed with ideas that can improve the experience.
  - 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 it 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 it.
  - 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 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.

**Dashboard Example:** I will show a series of dashboard example to address different thoughts from the previous screen. This screen is used to show how different font sizes and graph styles help place emphasis on the areas the user needs to see quickly.



**Dashboard Example:** This example demonstrates again how multiple graph types and tile sizes can be beneficial in displaying data. It appears as the top of the dashboard is displaying a summary, this would be a nice addition allowing the user to catch a glance and then move on to additional details if they choose.



**Dashboard Example:** In this example notice how the income statement on the right takes the same vertical spacing as OPEX and Earnings. It is an efficient use of space. This allows the user to scan more data quicker without having to scroll compared to the LBM set up where everything is the same size.



# **Detailed Review**

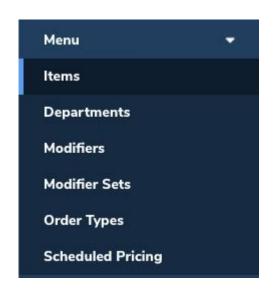
# Navigation

While the navigation is easy to use it is inconvenient the user has to scroll all the way to the bottom to see everything. Also, the page scroll controls the navigation scroll, the two should be independent of each other.



# Navigation

The side menu expandables are redundant and don't actually save users any clicks as a user has to expand the menu to see the same options as the tabs on the top of the page. If a user expands everything it can become overwhelming.





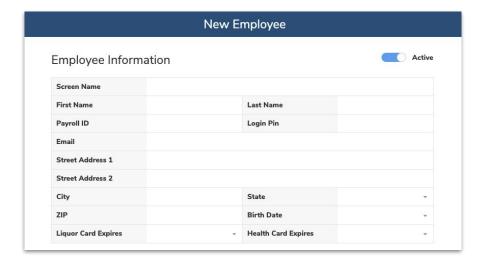
### **Location Switcher**

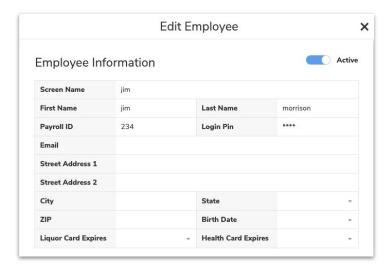
The location switcher blends in and I only noticed it by accident. Also, in the navigation all the links are white whereas the words "Change Location" are in blue.



### Add New vs Edit

It is strangely inconsistent to see a new screen for "Add New" while a flyout appears for "Edit." Even though they contain the same information it might make sense to choose a single pattern addressing both situations.



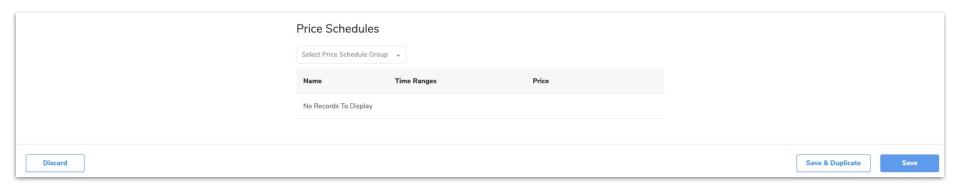


## Form Fields in Set Up

It is not clear these are form fields. They look like a vertical table. The down arrows (Department) looks like it is disabled.



## Set Up Save Buttons



- The buttons feel disconnected from the rest of the content.
- Having them far left and right creates possible "mouse fatigue."
- Perhaps aligning them under the tables or forms would help

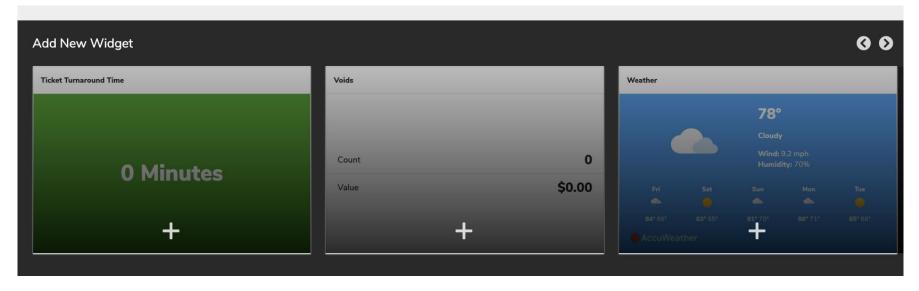
### Dashboard

The dashboard allows for very little customization. There doesn't appear to be any way for a user to change colors, graph sizes, etc.

The "Add New Widget" feature is difficult to use and confusing. Also, it is not clear that "Layout" is where a user goes to either edit or add to the dashboard.

Lastly, on my dashboard I have the first tile advertising "Skytab." I can't find any way to get rid of the advertisement and I can't find anywhere to add it. This can make the user annoyed they always see it.

## Layout/Add New Widget



- When adding a new Widget it's not clear where it ends up.
- The arrows move the widgets back and forth but there is no context where the user is in the widget list, some sort of indicator would help (4/5).
- There is no obvious exit from this mode (layout works but it might not be clear).

# Layout/Add New Widget

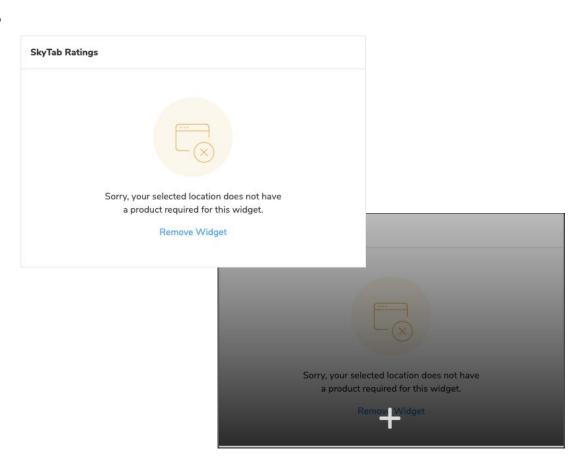


While in edit mode, the user should be able to use drag & drop like in display mode instead of having to use arrows and keep clicking if they want to move something.

Referring to the previous screen about the ads, I only recently discovered the trash can for the skytab delete.

# Unavailable Widgets

If a widget is unavailable it should not be displayed, nor should it be a part of the widget set up.

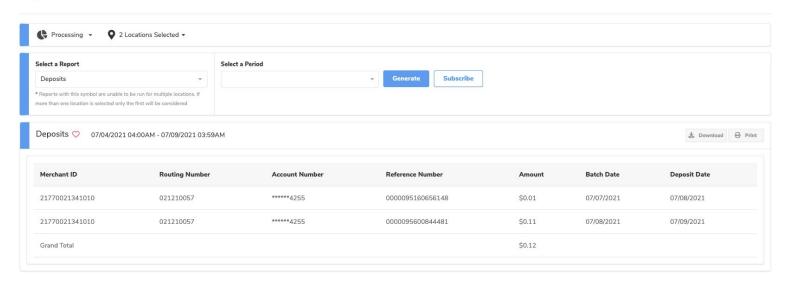


### Reports

Overall the reports were pretty easy to use and run. It might be helpful to add Steps 1,2,3, etc to make the process a little easier.

### Reports

#### Reports



- Download/Print look disabled
- What is the purpose of the blue bar?
- There isn't a "flow," adding steps 1,2,3 etc would be helpful.

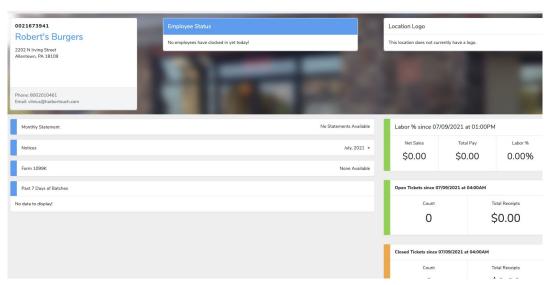
### **Location Overview**

The design feels like the data was "thrown" together without any real grouping of information. I would recommend creating more of a dashboard look.

- There doesn't appear to be anywhere in this area to edit the data
- In my notices there was a notification saying prices would increase, this was buried in an expandable table that then required me to click on a different month and only then did I see a notification. Notices should be more "noticeable."

### **Location Overview**

#### Location Overview



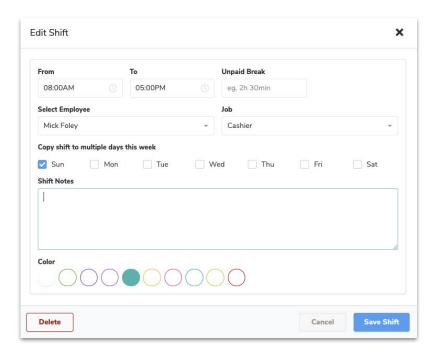
- Where can I view a different location on the screen?
- Where can I set up a location?
- Maybe some of the dashboard tiles would be good: weather, deposits, sales, etc
- Missing ability to configure page (dashboard)

# Employee Schedule

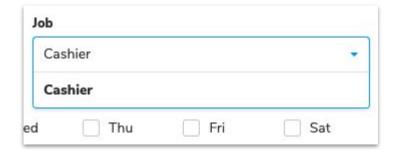
Overall this area is mostly good, my concerns over the next few pages can be considered "nitpicky."

### Employee Schedule

The color choices outlines should be a little thicker as they can be hard to see.

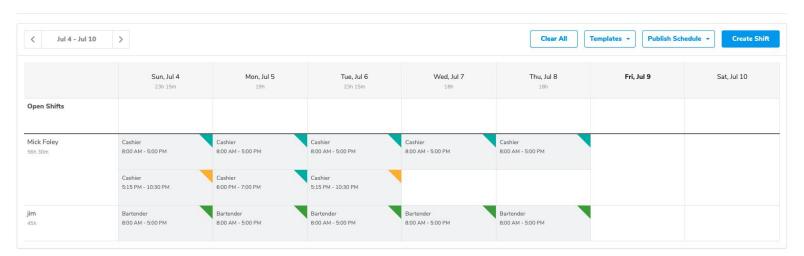


Allow the user to add a job to an employee "on the fly."



## Employee Schedule

#### **Employee Schedule**

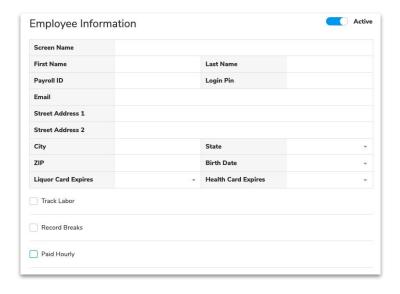


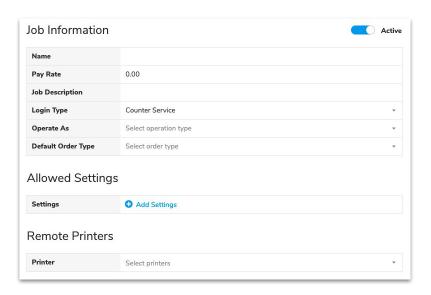
Viewing the schedule can be a little difficult. There should be some form of spacing between the different employees and multi shift days. Is this the right gray to use? It's very similar to the gray in the table columns.

Should there be an overtime warning when someone is scheduled to work overtime hours?

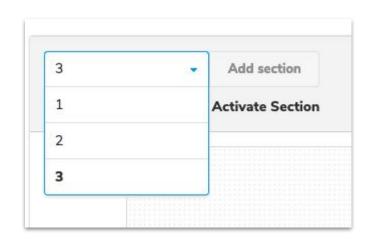
### Manage Employees

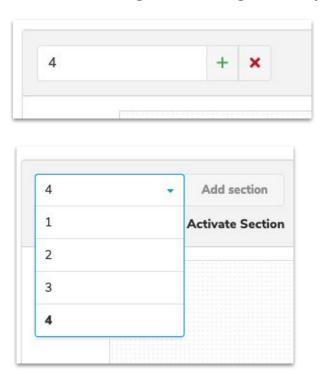
- It would be nice if the user could add multiple employees or jobs at the same time instead of clicking "Save" then "Add New."
- It would also be beneficial if they could upload a spreadsheet or attach to an API (perhaps ADP) to make it easier to bulk add employees.
- Lastly, filtering by location would be beneficial



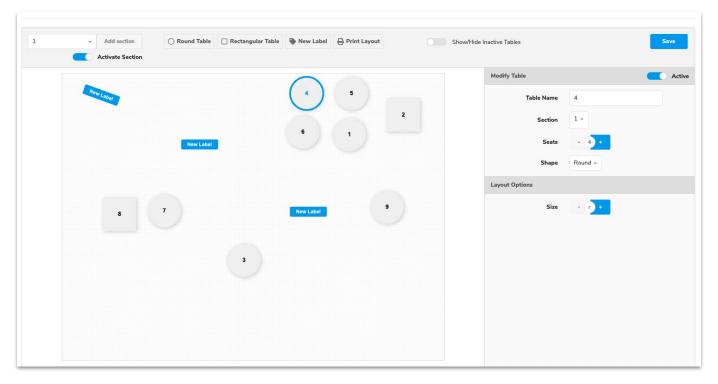


I really struggled with this area, especially the "Add Section." It is extremely difficult to recognize the only way out of "Add Section" is clicking the "+" sign after you've a section.

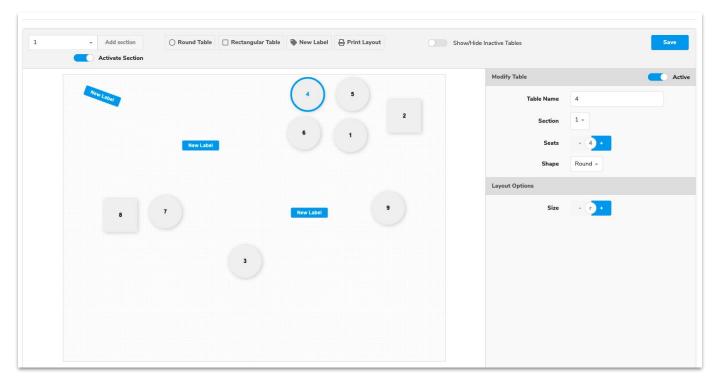




A user should be able to edit the table names or labels inside the icon, not just on the right settings area.



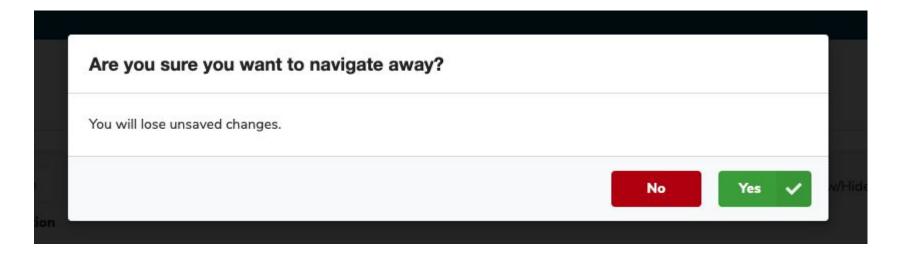
There is no overall view. I could not find a way to see how the different sections look together in a consolidated view.



The gray buttons on a gray background do not stand out and in some cases might feel as though they are inactive.



The use of red and green buttons feels strange here. It's almost as if the user is being encouraged to move on without saving changes by the use of the green on yes.



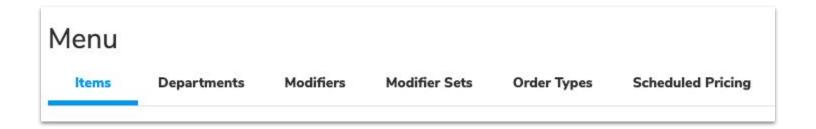
### Menu Items

Adding Menu items is both an easy yet extremely tedious process. The user can only enter one item at a time. They can't do any "on the fly" additions while adding things. There isn't a step by step hierarchy in adding items, for example all the departments should be added before any menu items otherwise all the menu items will be added and the user have edit every one to make sure they end up in the right department.

It would make sense to have an excel file they can download, fill out and then re-upload and populate the entire section.

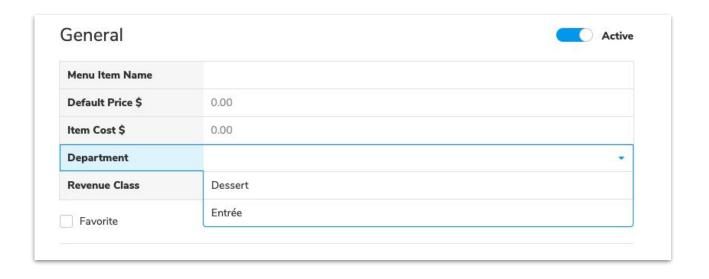
### Menu Items

The order of the menu structure implies the Items get added first. However, the items should be added last because all of the other options are choices that are made in the Items area and if all the items are added the user will then have to go back and edit every single item. A step by step wizard would be beneficial.



### Menu Items

When adding a menu item there should be "Add Department" in the department dropdown allowing the user to add as they go. The easy way to do this would be launching a modal. This applies to everything including accounting, modifiers, price schedules, etc.

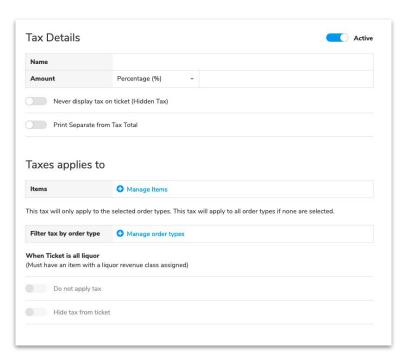


### **Taxes**

Taxes, like the Menu Items area, could use a step by step wizard. It appears as though Taxes is the first and most important option as everything builds from that. If a user would add more than 10 taxes then an excel or google sheets option would be nice.

### **Taxes**

Adding taxes should allow the user to add multiple taxes at the same time. Adding an "Add Another" button at the bottom would allow a user to "batch" add, save time and clicks. This applies to the entire Taxes section.



#### **Taxes**

I probably sound like a broken record, but having an "Add on the fly" feature would be very important. It allows the user to add everything at once and improves accuracy instead of forcing them to go back & forth between sections.

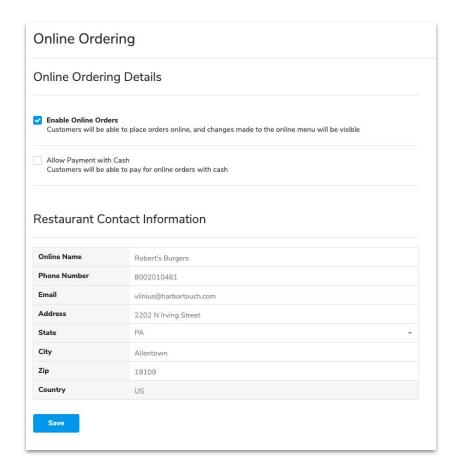
#### **Assign Taxes**



I found online ordering to be a bit weird, it doesn't "feel" like the rest of the system.

If a user can only set up one restaurant at a time that is a terrible experience. The system should allow them to set up multiple restaurants and include a way for the ordering user to select the correct restaurant.

Also, it appears as if this section is always in edit mode, that breaks patterns.



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.

sures	+	Edit Test		
Test	C	<b>Description</b> Creating a closure will prevent c <b>Closure Name</b>	online order placement during the	defined day/time range. Closures will override your Online Ordering availability setting  Message
2		Test		Online Ordering is closed. We apologize for the inconvenience.
	F	From 07/14/2021	12:00AM	
	т	07/15/2021	12:00AM	

Online Menu creation is difficult to assess as the preview area isn't working. I'm assuming that is critical to see what you're doing. I do have a few thoughts:

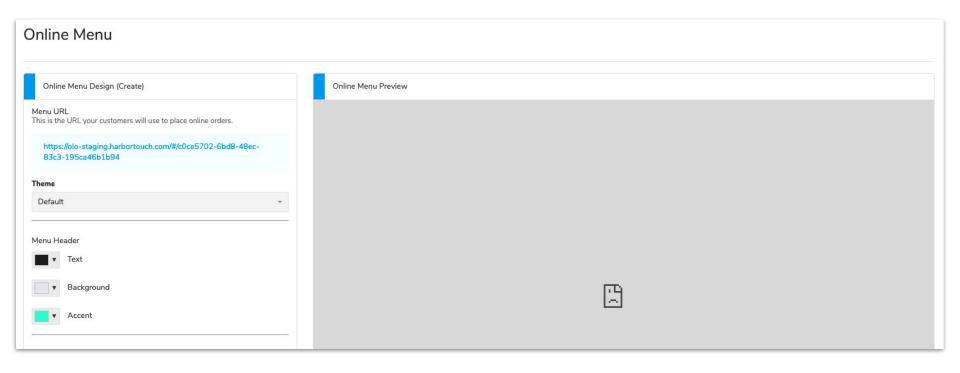
- The URL is dominating and takes up too much space
- The design elements should have their own internal scroll, as a user scrolls down the page the preview moves and they will lose context as they make their choices.
- My preview is broken, but the messaging is bad. The message should never say "refused to connect." It should stay positive and give a reason why there's an issue as well as a link to report it or a link for customer support.



Example of menu options going too far down while not displaying the preview.



Example of URL taking WAY too much space.



Reservation set up is both easy yet viewing reservations is a bit confusing. I'll explain in a different screen.

Using the calendar feature is very annoying. If a user clicks on a reservation instead showing a quick view of the reservation the user is taken back to Reservations tab away from the calendar. If they want to do more work in the calendar they constantly have to navigate back and forth.

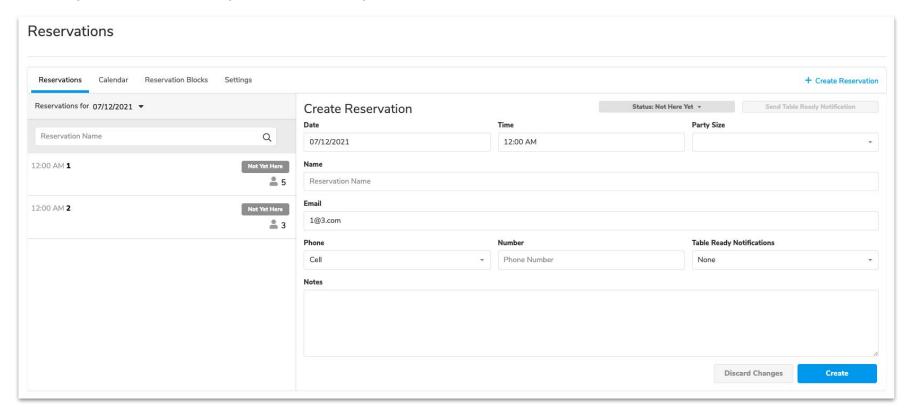
All other areas of the application have an expandable sub menu on the left menu, this one doesn't, that breaks patterns.

I didn't have time to examine the reservation blocks and the Settings are fairly straight forward.

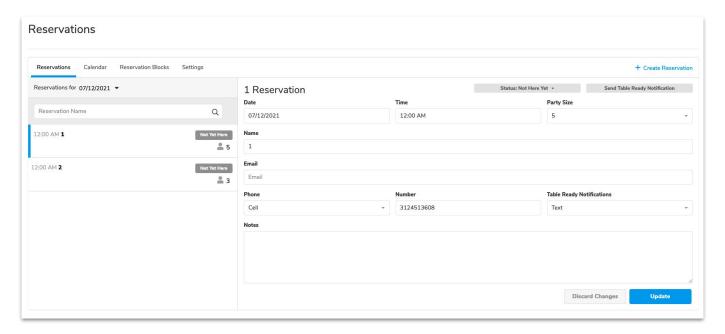
If there are existing reservations the "Create Reservation" screen is a little confusing.

- The status and Table Ready notification buttons shouldn't be there as they wouldn't serve any function during set up. Removing them will help distinguish between the the different modes.
- Create reservation being at the top during the creation process is confusing. If clicked it does nothing. It also doesn't make it clear the user is in the creation process.
- Seeing the list on the left is also confusing. The "on state" is only shown by placing a blue bar on the left and it's easy to miss.
- This set up breaks all the existing patterns.

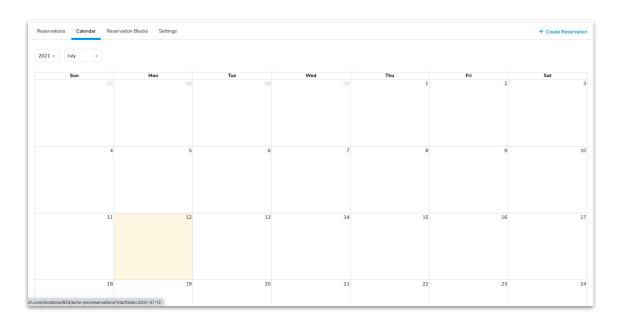
Example of all issues pointed out in previous screen.



The reservations list is not super obvious. The on state is just a blue bar on the left, it is very easy to miss. Also, the reservation is in "constant edit mode" making the Update button the dominant button on the screen. This make + Create Reservation button easier to miss. This button also breaks patterns as most button are either blue or have a blue outline.

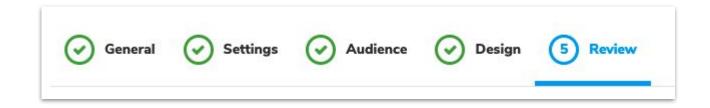


The calendar is confusing. Earlier when I was running my tests I would create reservations and they appeared in the calendar. I left the reservation area and came back without changing any settings, now when I create reservations they no longer appear in the calendar and I can't figure out why.



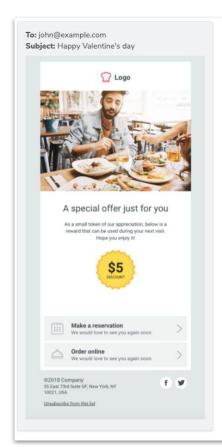
# Customer Engagement

Nitpicking: User can't click the steps to move backward in the process.



### Customer Engagement

Nitpicking: I thought the area on the right was meant to be editable, not a description of the chosen campaign.



#### Encourage your lapsed customers to return

Use this template to bring customers that have not been at your place for a while back.

Message is sent based on criteria that you are selecting.

## Customer Engagement

It would be ideal if in the settings area a user could log into an api connected to their account instead of trying to figure out their social media urls.

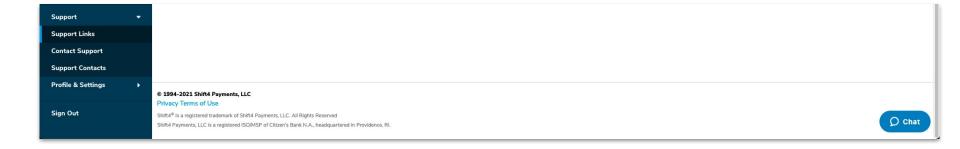


## Reputation, Social & Marketplace

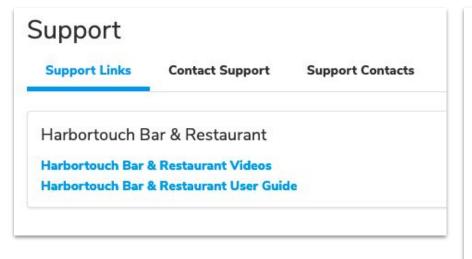
Reputation and Social: I didn't want to lose the landing pages so I did not explore them.

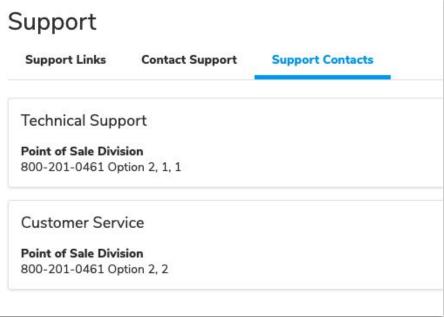
Marketplace: I require a tour to analyze it correctly.

It is rather annoying the only way to get to the support section is to scroll down to the bottom, but when the user clicks on the link they then need to scroll back to the top.

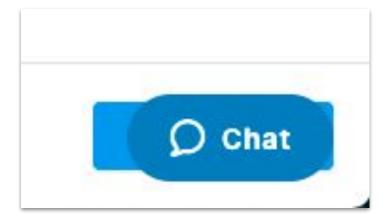


Support Links and Support Contacts can and should be combined into a single page.





In the Support section the chat button covers the Save button in the Create Ticket area.



I recommend changing the name to Support Tickets as it will be more accurate.

