Pazel Cloud

2021 - Multi-platform (web, tablet & phone)

Role: UI/UX Designer Freelance

Stakeholders: team lead & company C-level

TLDR:

This POS system acts as the central hub for Pazel Group's order management. It facilitates menu updates, inventory control, & sales tracking while ensuring seamless order processing & efficient inventory management. This comprehensive POS system plays a pivotal role in optimizing day-to-day operations & enhancing customer service. Additionally, it empowers the team with data-driven insights for informed decision-making.

Definition of Point of Sale (POS) system:

A system that accommodates the processing & recording of transactions between a company and their consumers, at the time in which goods and/or services are purchased
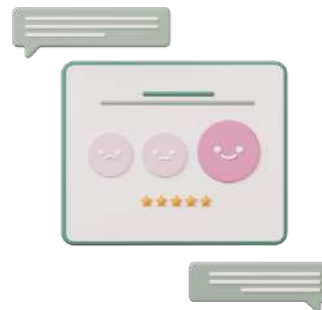
My Design Process

1. Research & define

I start by obtaining a clear project brief from Pazel Group and gather relevant data to identify challenges.

2. Ideate & design

Using the insights gathered, I brainstorm solutions and design proposals aligned with the project's goals.

3. Review & validation

Pazel Group reviews my proposals to ensure they meet expectations, and we assess the feasibility of development.

User Research

In-depth interview

- 2 respondents are cashiers
- 2 respondents are tenant managers
- 1 respondent is a Pazel Group Tech Lead

Objective

- To find out how Pazel Group has been working all this time
- To know stakeholder's motives from this project
- To understand respondents expectations of the POS system

Result

In the fast-paced FnB industry, staying organized, especially during peak hours, is critical. Long shifts for cashier staff using an inadequate application can increase the risk of human errors and lead to data inaccuracies.

Design Directions

By having a centralized database POS system, they can quickly assign the order to a customer, store data with minimal effort and they can optimize their business.

Therefore those who will be using this system are:

1 Cashier

2 Tenant manager

3 Tenant owner

4 Back office

Competitive Analysis

Objective

- To gain a deeper understanding on how the POS system works
- To find out strengths & weaknesses from our competitors
- To find out another design pattern and insight to design this product

Results

- The majority of POS systems only provide 2 apps: for cashiers and tenant owners
- POS system mainly focused on 2 things:
  - Needs of ordering and transactions (for cashier)
  - Tenant management (for tenant owner)

1 **Cashier app (Android - tablet)**

This application aims to help cashiers to handle customer orders and transactions.

2 **Tenant Manager app (Android - phone)**

This application aims to help tenant managers to manage available menus and incoming orders.

3 **Tenant Owner app (Android - phone)**

This application aims to enable tenant managers to view and analyze their tenant sales reports.

4 **Back-office web (website)**

This website aims to manage Pazel Group internal data.

Product Specifications

Design System

Color

1E7095

FDFCFF

333333
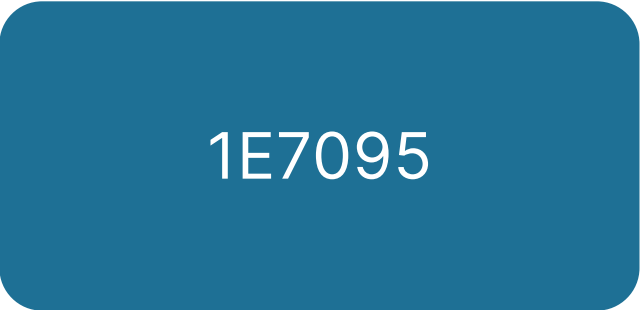
Font

Inter
Semi Bold

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0**

Inter
Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Final Design

Cashier app (Android - tablet)
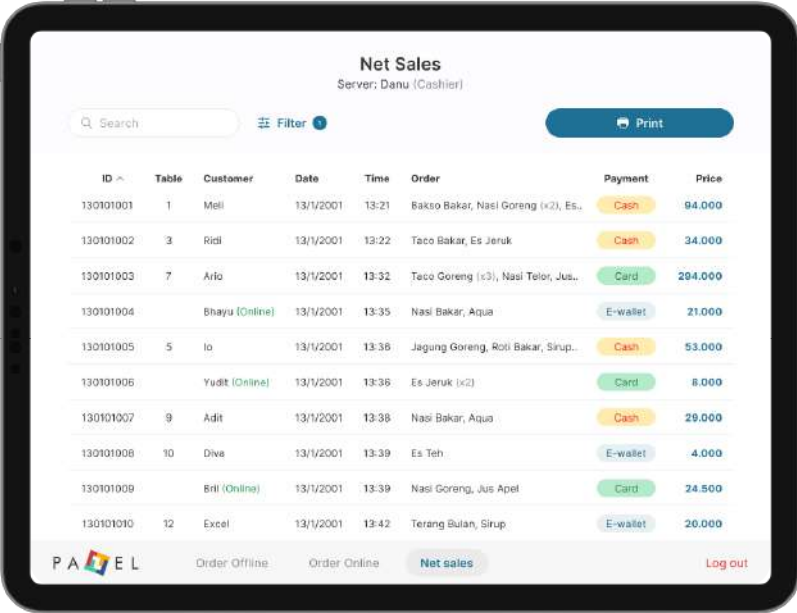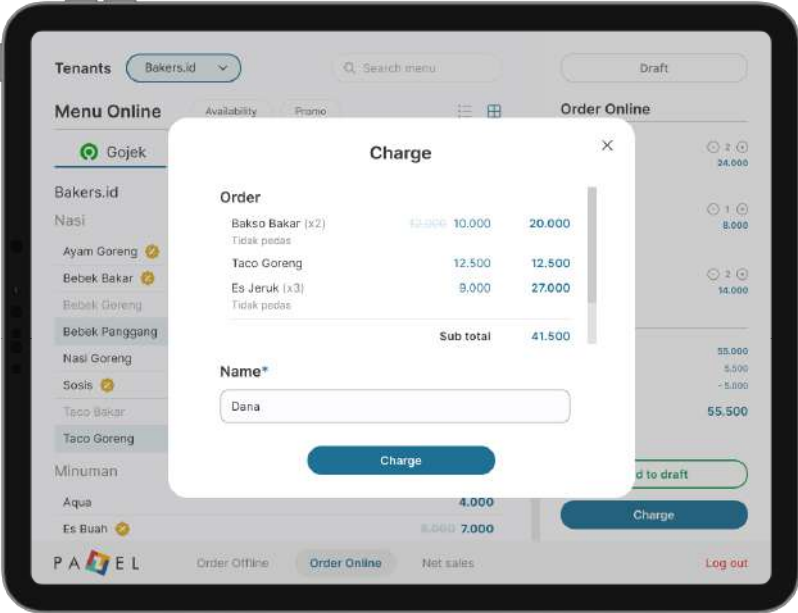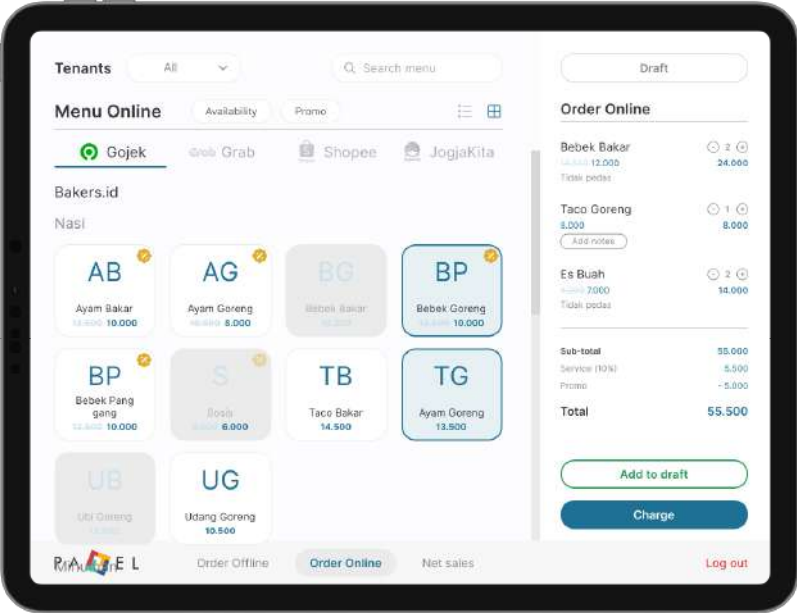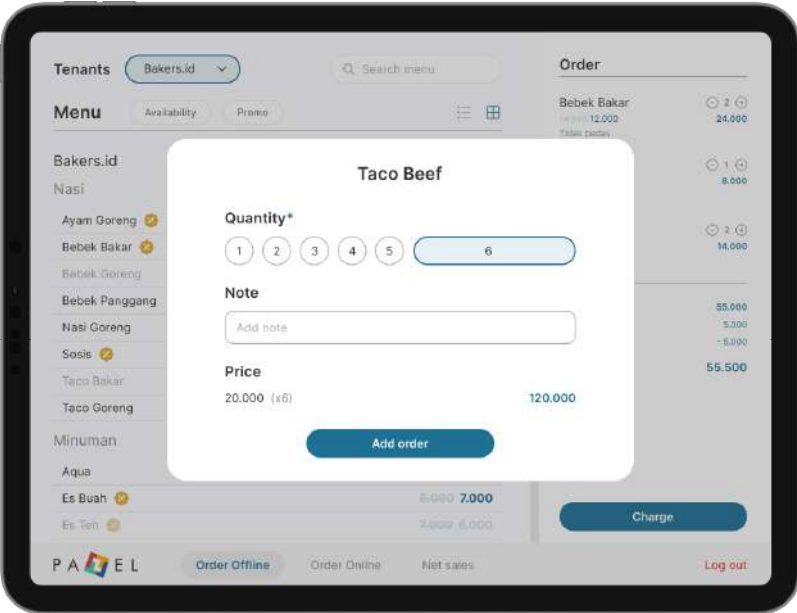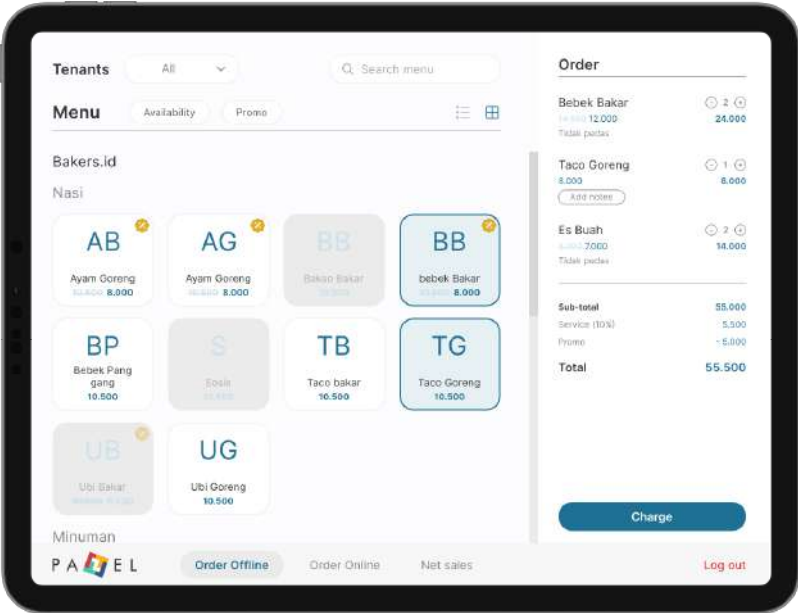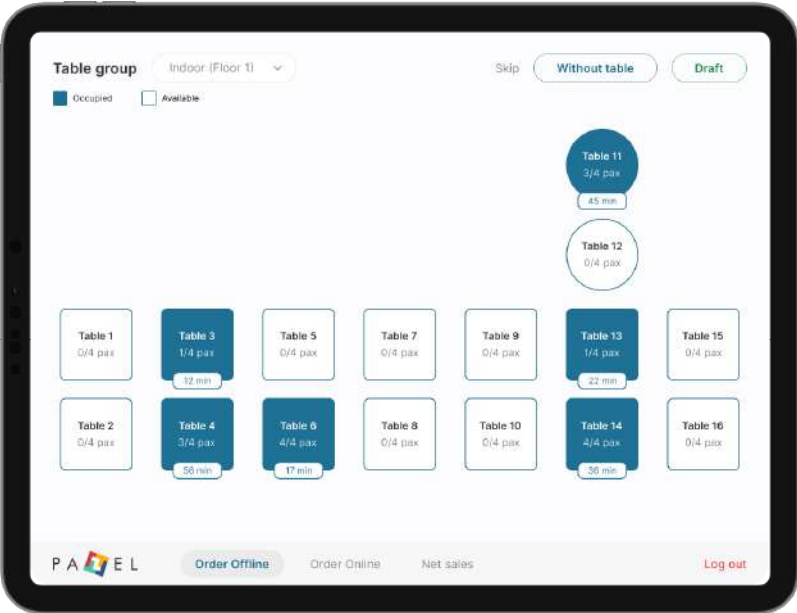
Final Design

Tenant Manager app (Android - phone)
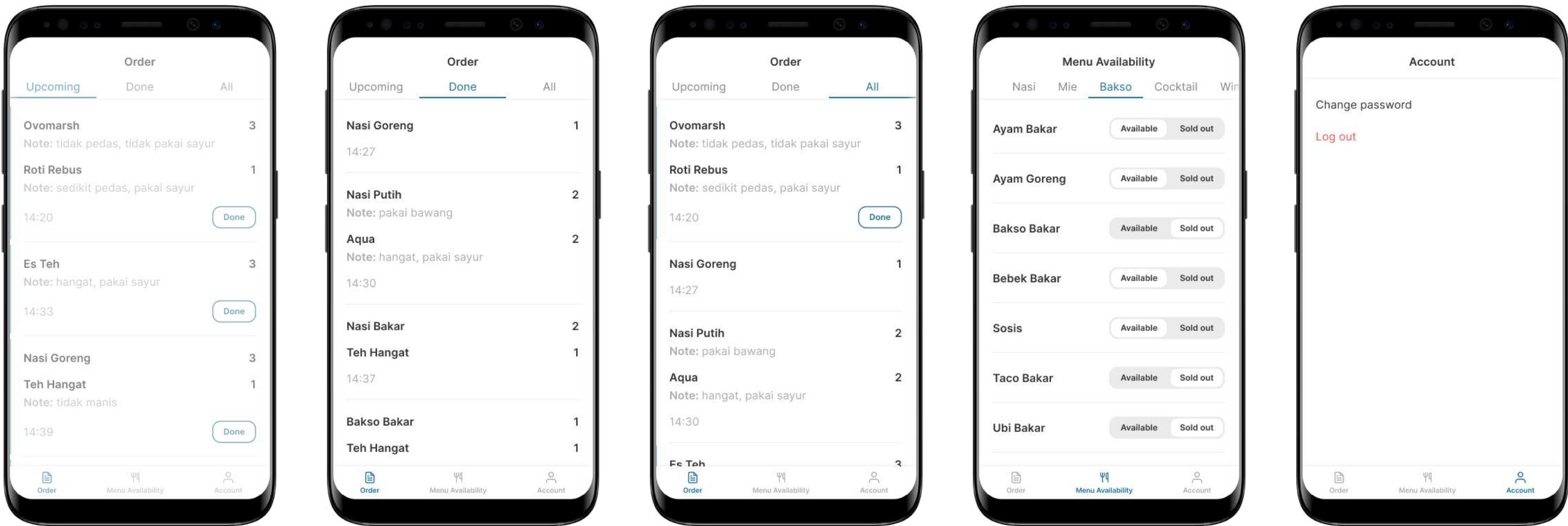
Final Design

Tenant Owner app (Android - phone)
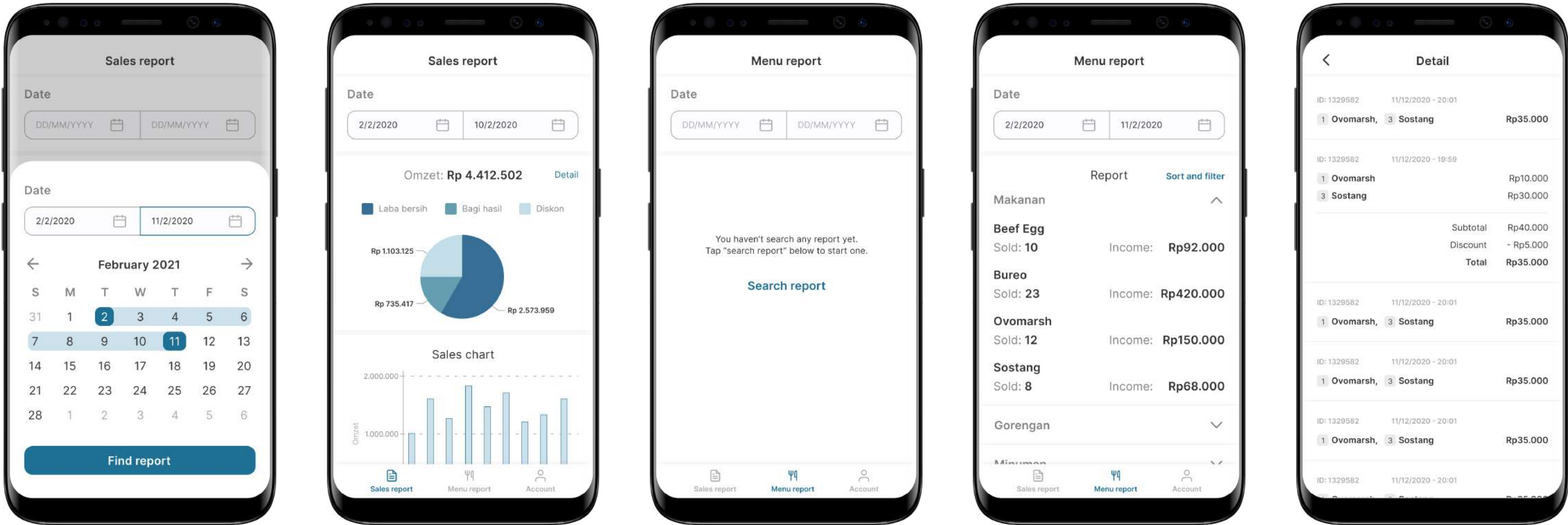
Final Design

Back Office web (website)