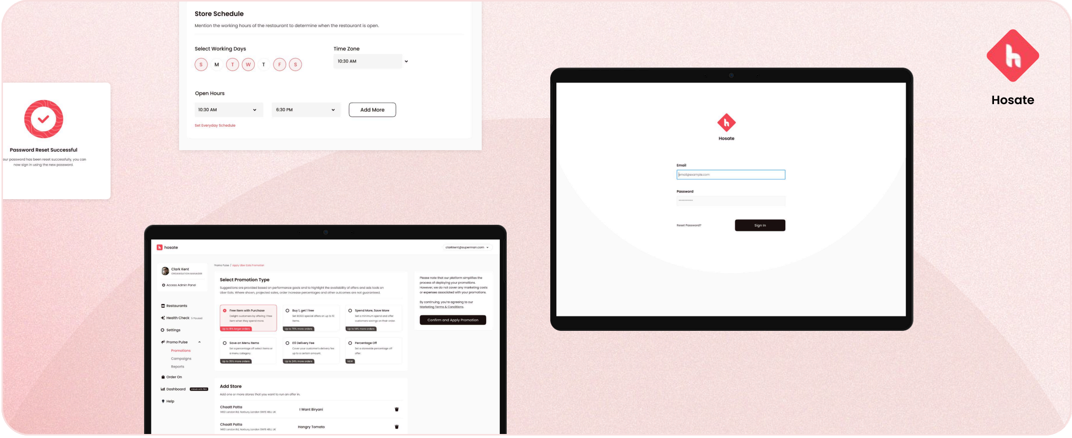
UI/UX Design

Hosate:
Designing Experience for Virtual Kitchen Businesses



Store Schedule

Mention the working hours of the restaurant to determine when the restaurant is open.

Select Working Days: S M T W T F S

Time Zone: 10:30 AM

Open Hours: 10:30 AM – 6:30 PM

Password Reset Successful

our password has been reset successfully, you can now sign in using the new password.

Select Promotion Type

Suggestions are provided based on performance goals and to highlight the availability of offers and ads tools on Uber Eats. Where shown, projected sales, order increase percentages and other outcomes are not guaranteed.

Free Item with Purchase: Delight customers by offering 1 free item when they spend more. (Up to 18% larger orders)

Buy 1, get 1 free: Set BOGO special offers on up to 10 items. (Up to 70% more orders)

Spend More, Save More: Set a minimum spend and offer customers savings on their order. (Up to 14% more orders)

Save on Menu Items: Set a percentage off select items or a menu category. (Up to 35% more orders)

£0 Delivery Fee: Cover your customer's delivery fee up to a certain amount. (Up to 24% more orders)

Percentage Off: Set a storewide percentage off offer. (NEW)

Please note that our platform simplifies the process of deploying your promotions. However, we do not cover any marketing costs or expenses associated with your promotions.

By continuing, you're agreeing to our Marketing Terms & Conditions.

Add Store

Add one or more stores that you want to run an offer in.

Chaatt Patta, 1460 London Rd, Norbury, London SW16 4BU, UK – I Want Biryani

Chaatt Patta, 1460 London Rd, Norbury, London SW16 4BU, UK – Hangry Tomato

PROBLEM STATEMENT

Hosate (Hospitality Saas Tech) is a web app for restaurants to manage and monitor all their online stores across associated delivery aggregators.

Restaurant businesses juggle through multiple platforms to keep their daily online businesses up and running, Hosate puts an end to it by offering an all in one platform capable of doing the day-to-day needs but also showing the path to growth.

What did I do?

- As a Visual Designer, I was a part of the Product Design Team of 'Hosate' (Hospitality SaaS Tech) starting March 2023. I worked alongside 2 Product Designers, 5 Backend Engineers and 4 Front End Developers.
- I was involved in the project in the initial phase of the problem from information gathering till the design and development phase.
- The project overall had severe time crunch, with releases scheduled once in every 4 weeks.

ACTIVITIES

UX Research, Feature Mapping, Visual Design, Prototyping

TOOLS:

Figma, Adobe Illustrator, Adobe Photoshop, Google Meet

Ps Ai

DURATION:

4 Weeks

So, how was Hosate Born?

Hosate started off as 'Geezy Foods', a tech built for in-house virtual kitchen brands, managed by the Customer Success Team. The idea behind finding 'hosate' was to cut off another popular (yet incapable) tool in the market which was bleeding money from the business.

This humble tool with basic feature was then turned into a SaaS product and was to be sold to over 200 restaurants by the end of 2023 across the world.

The platform is said to be released at 5 different organizations from 5 different countries including, France, UK, Australia, New Zealand and Singapore. It will be tested by friendly clients before the worldwide release.

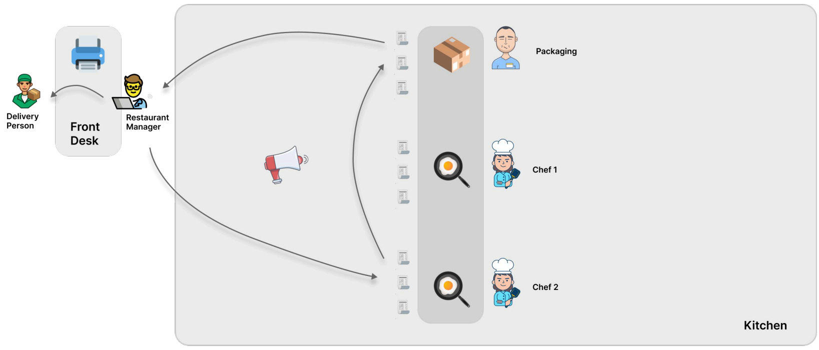
Product Goals

1. To solve for foundational and growth challenges faced by cloud kitchen based businesses by offering Order Management System, Marketing Management, Menu Management, Review Management and Reporting.
2. Hosate was not only envisioned to limit to offering a tech solution, but also on the way to discover opportunities and set up processes within the organization.
3. Data analytics and insights as a unique offering, standing out from other competitors available in the market.
4. Every tool of the product should be capable of being a stand alone product, to encourage modularity and offer freedom to its end customers while opting for the subscription based model.

Understanding The Functioning Of Virtual Kitchens

Conversing with a friendly potential customer, helped visualize the working of a real kitchen. Immersing in the genuine challenges and scenarios they routinely navigate, helped in understanding the realities of the culinary environment.

- **The front desk of a kitchen is generally managed by the Restaurant manager, the direct user of the App.**
- **They see all the order deatils that come in, print out the order (Kitchen Order Ticket) and pass it to the kitchen.**
- **They also handover the packaged items to the delivery partners.**
- **Once the KOT is passed on to the kitchen, the chefs start preparing the items and upon completion passed on for packaging. Packaging is done which also includes branding, it is then moved to the front desk for delivery.**



✦ What will Hosate bring to the table?

Hosate primarily targets the restaurant manager who is responsible for running multiple virtual brands in one kitchen. This meant, they are associated with multiple aggregators for delivery.

The design had to accommodate the nature of delivery platforms as well and also deliver a positive experience to the restaurant managers.

Restaurants Manager should be able to:

- **See the incoming orders**
- **See cancelled orders**
- **See the status of all orders**
- **Open and close the kitchen**
- **Set preparation time for all online stores**

DEFINE

Insights from Stakeholders

Initial rounds of interactions with the business and customer success team, brought attention to the key challenges the businesses were facing and needed immediate attention. These interactions were of qualitative nature with open ended questions.

During the interactions one points that came up repeatedly,

“I want to see all my stores in one place”

- Businesses need an aggregated view of all their stores. This may makes them feel more in control and is a means to effectively manage individual businesses.
- This gave insights into how the features should be designed, visibility should never be compromised. For every business functionality give an aggregated or summarized view.

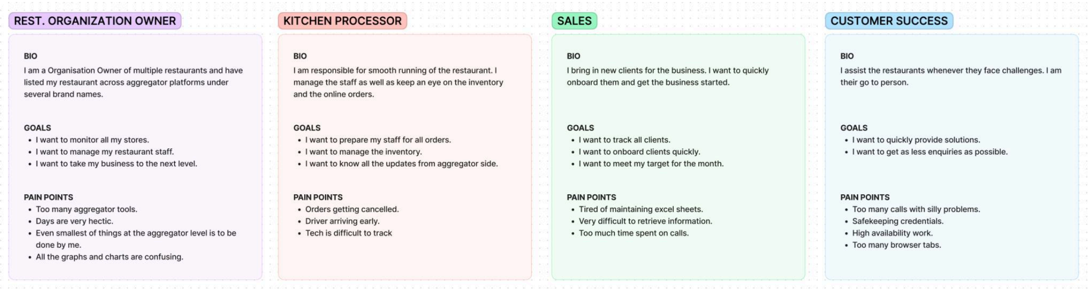
Points regarding the need for providing insightful data, which can help the business assess their performance and plan for the future, enhancing transparency by having and activity log were discussed.

However, prioritizing the features and their consequent order of releases were determined by the stakeholders as per business goals.

DEFINE

Lets look at the Users Involved

✦ **There were a lot of people involved in running the restaurant but not all were users.**



REST. ORGANIZATION OWNER

BIO

I am a Organisation Owner of multiple restaurants and have listed my restaurant across aggregator platforms under several brand names.

GOALS

- I want to monitor all my stores.
- I want to manage my restaurant staff.
- I want to take my business to the next level.

PAIN POINTS

- Too many aggregator tools.
- Days are very hectic.
- Even smallest of things at the aggregator level is to be done by me.
- All the graphs and charts are confusing.

KITCHEN PROCESSOR

BIO

I am responsible for smooth running of the restaurant. I manage the staff as well as keep an eye on the inventory and the online orders.

GOALS

- I want to prepare my staff for all orders.
- I want to manage the inventory.
- I want to know all the updates from aggregator side.

PAIN POINTS

- Orders getting cancelled.
- Driver arriving early.
- Tech is difficult to track

SALES

BIO

I bring in new clients for the business. I want to quickly onboard them and get the business started.

GOALS

- I want to track all clients.
- I want to onboard clients quickly.
- I want to meet my target for the month.

PAIN POINTS

- Tired of maintaining excel sheets.
- Very difficult to retrieve information.
- Too much time spent on calls.

CUSTOMER SUCCESS

BIO

I assist the restaurants whenever they face challenges. I am their go to person.

GOALS

- I want to quickly provide solutions.
- I want to get as less enquiries as possible.

PAIN POINTS

- Too many calls with silly problems.
- Safekeeping credentials.
- High availability work.
- Too many browser tabs.

Identifying the right set of users, was the first task. The Hosate experience starts at the time of onboarding, so there were other roles to be considered such as Sales and Support too.

- External users involved the Organization Manager, the business owner who may own one or many restaurant which are associated with multiple brands. And, Kitchen Processor who runs individual restaurants, with limited functions. Every restaurant has their own processes set in place. Major task was to identify the right personas.

- Internal use case was for managing user subscriptions and onboarding, for which the role of Sales was required. For day to day manual business backend tasks Support role was introduced.

Though new user personas may get added in the future as the requirement grows
but for MVP and initial releases, the product was built for Organization Manager
(External User) and Sales & Support roles for internal needs.

DEFINE

Competition

Tryotter.com is a software that helps restaurants to manage their online ordering and delivery services by providing a central platform to manage orders and deliveries from multiple platforms such as UberEats, Grubhub, DoorDash, etc. It also helps to streamline the process of delivering food to customers by providing real-time tracking and delivery status updates, inventory management and also helps to improve customer communication.

However, the software is not perfect and has its own issues, such as

- Platform is not always reliable as it experiences significant downtime, costing the business and loss of reputation due to order delays and cancellation.
- Sync issues. Changes made in the platform often does not reflect in the aggregator side.
- Non-friendly and rigid UX. Often requires a dedicated person to manage the software.
- Very expensive pricing for chains. Otter charges 69 Pounds per month per store.

DEFINE

Phase I

Solutionizing of the problem was done in phases. In the first phase, which was an MVP focused on giving growth features to Organization Managers, such as running promotions on aggregator platform, running google ad campaigns, handling restaurant onboarding etc.

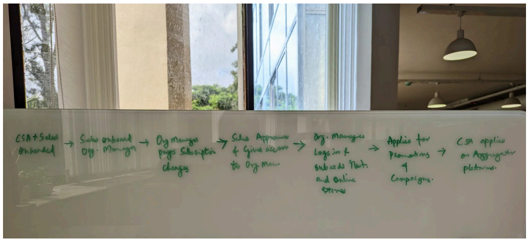
I handled the onboarding of the platform, setting up the visual language and worked on a specific section of adding restaurants and setting the store timings

DEFINE

Laying the Foundation

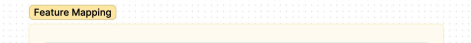
Though Promopulse was the major product feature of business relevance to be released in phase 1, there were other one time set up required to proceed. The foundation depended on how the restaurant business will be onboarded and the necessary information needed to link the business with aggregator platforms.

The first step therefore was mapping the onboarding journey. This involved multiple personas, such as the Restaurant Business/ Organization Owner, Hosate Sales Member, Hosate Finance Team.


CSA + Sales onboarded →
Sales onboard Org. Manager →
Org Manager pays Subscription charges →
Sales Approves & Gives access to Org. Man. →
Org. Manager Logs in & onboards Rest. and Online stores →
Applies for Promotions & Campaigns. →
CSA applies on Aggregator platforms.

DEVELOP

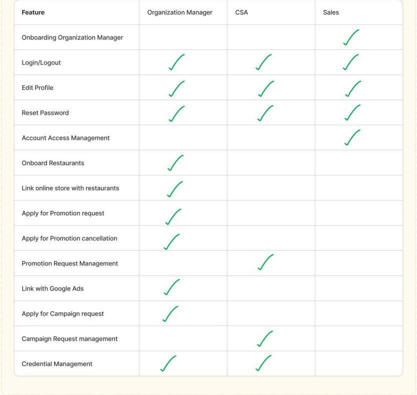
Feature Mapping



This stage involved discussions with Product Managers, Developers and

Stakeholders to shortlist the features from a pool and negotiating timelines of the deliverables.

It was discussed not to release all features at once. However the design timeline was decided to be 2 sprints, i.e, 4 weeks for all the listed features. The iterations after feedback was to be completed within the given timeline.



Feature	Organization Manager	CSA	Sales
Onboarding Organization Manager			✓
Login/Logout	✓	✓	✓
Edit Profile	✓	✓	✓
Reset Password	✓	✓	✓
Account Access Management			✓
Onboard Restaurants	✓		
Link online store with restaurants	✓		
Apply for Promotion request	✓		
Apply for Promotion cancellation	✓		
Promotion Request Management		✓	
Link with Google Ads	✓		
Apply for Campaign request	✓		
Campaign Request management		✓	
Credential Management	✓	✓	

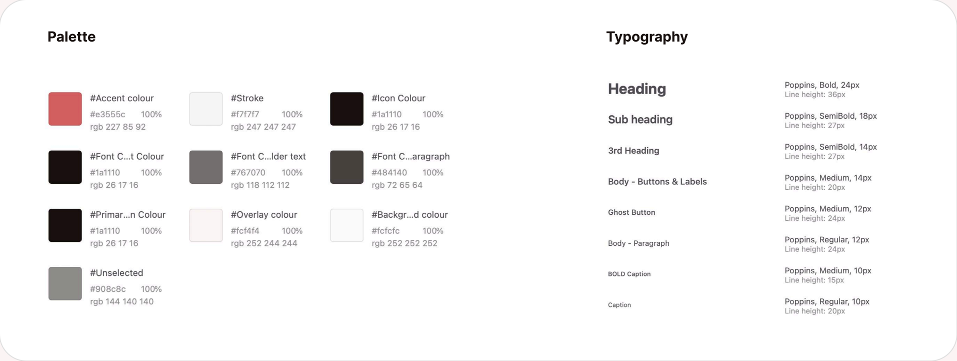
I was responsible for working on the Login Pages of the App and also linking the online stores with restaurants under the mentorship of two product designers.

Setting up the Visual Language

✦ **I was responsible for setting up the visual language and designing the interface along with the product team.**

Making the rough sketches gave some mental clarity on how the UI will look on screen, but still there were many elements that needed to be thought through.

I decided to proceed with the design on Figma, borrowing components from Atlassian Design System and modifying it for my specific needs as well as the brand guidelines. A styleguide was then set up, followed by the wireframes and prototype.



Palette

#Accent colour	#e3555c	100%	rgb 227 85 92
#Stroke	#f7f7f7	100%	rgb 247 247 247
#Icon Colour	#1a1110	100%	rgb 26 17 16
#Font C...t Colour	#1a1110	100%	rgb 26 17 16
#Font C...lder text	#767070	100%	rgb 118 112 112
#Font C...aragraph	#484140	100%	rgb 72 65 64
#Primar...n Colour	#1a1110	100%	rgb 26 17 16
#Overlay colour	#fcf4f4	100%	rgb 252 244 244
#Backgr...d colour	#fcfcfc	100%	rgb 252 252 252
#Unselected	#908c8c	100%	rgb 144 140 140

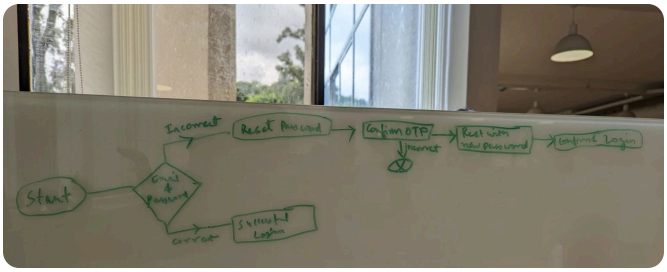
Typography

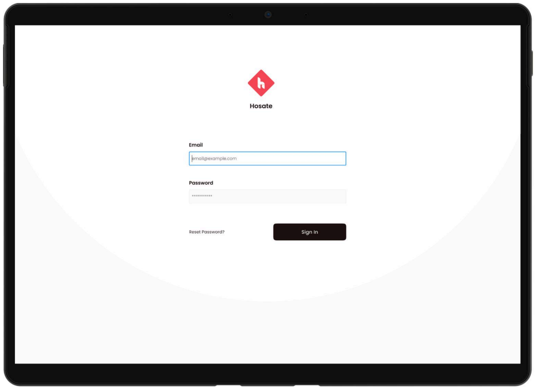
Heading	Poppins, Bold, 24px Line height: 36px
Sub heading	Poppins, SemiBold, 18px Line height: 27px
3rd Heading	Poppins, SemiBold, 14px Line height: 27px
Body - Buttons & Labels	Poppins, Medium, 14px Line height: 20px
Ghost Button	Poppins, Medium, 12px Line height: 24px
Body - Paragraph	Poppins, Regular, 12px Line height: 24px
BOLD Caption	Poppins, Medium, 10px Line height: 15px
Caption	Poppins, Regular, 10px Line height: 20px

PROTOTYPES

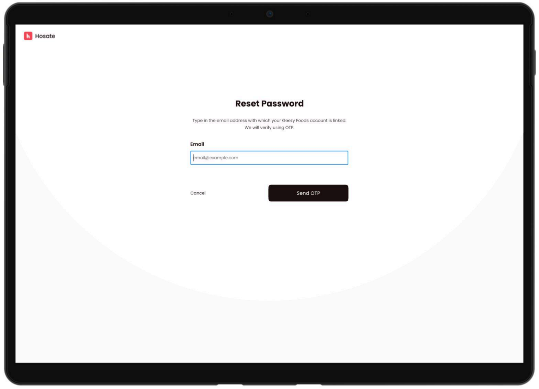
Onboarding

Login pages were built first as they were simple and straight forward. They were reusable UI common for multiple user personas.





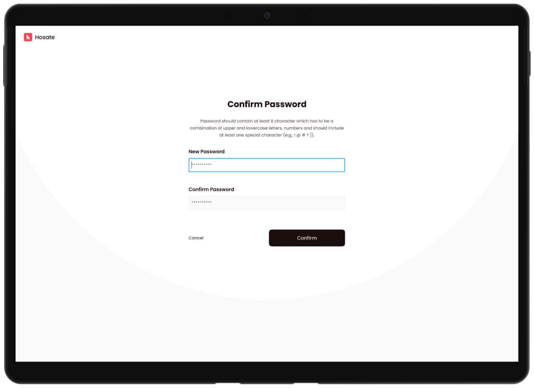
1 Login through Email ID and Password



Reset Password

Type in the email address with which your Geezy Foods account is linked. We will verify using OTP.

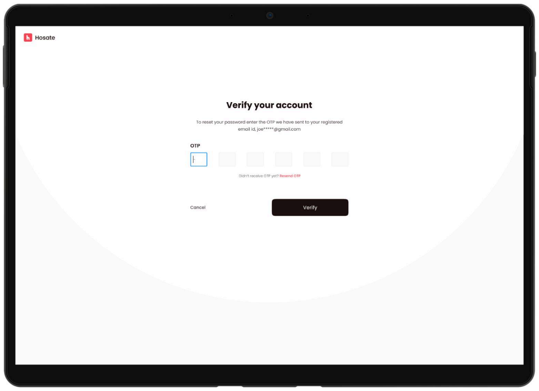
2 While clicking on 'Reset Password', the user can easily Login through Geezy Foods account and get verified to choose a new password



Confirm Password

Password should contain at least 8 character which has to be a combination of upper and lowercase letters, numbers and should include at least one special character (e.g., ! @ # ?]).

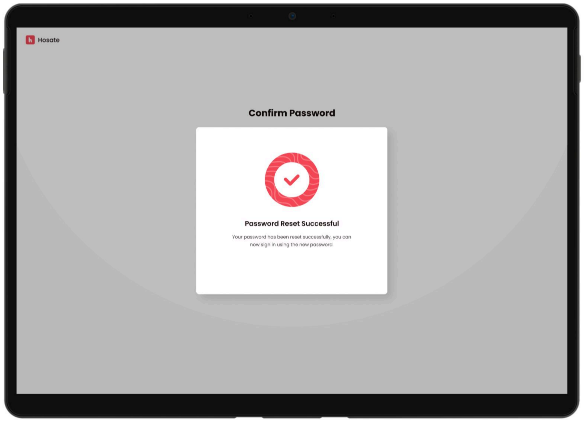
3 Setting up a new password after verification



Verify your account

To reset your password enter the OTP we have sent to your registered email id, joe*****@gmail.com

4 OTP Verification



Confirm Password

Password Reset Successful

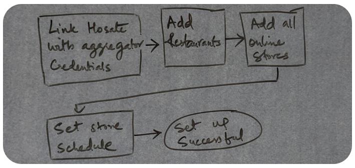
Your password has been reset successfully, you can now sign in using the new password.

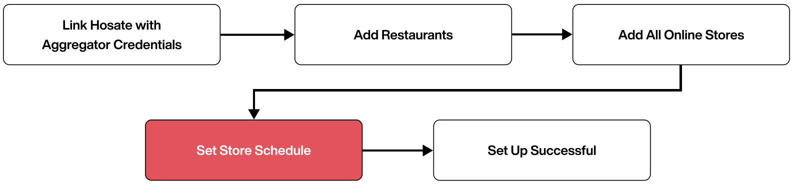
5 Password Reset Successful

SECTION DESIGN

Adding Restaurants & Setting the Store Timings

For the initial set up, the business was to be linked with the right aggregators. This required adding their restaurants, adding the online store details across aggregators and linking their account using credentials. Once the setup is done, they can access the Hosate features.

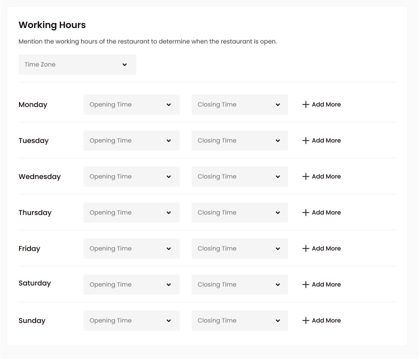




✦ Iterations...

The design iteration went back and forth in the testing phase. Internal users who resemble the persona of an actual organization manager participated in the testing phase. Finally the set of components and sections which passed the quality check were incorporated in the final design.

Iteration 1 (Before Usability Test)



Working Hours

Mention the working hours of the restaurant to determine when the restaurant is open.

Time Zone			
Monday	Opening Time	Closing Time	+ Add More
Tuesday	Opening Time	Closing Time	+ Add More
Wednesday	Opening Time	Closing Time	+ Add More
Thursday	Opening Time	Closing Time	+ Add More
Friday	Opening Time	Closing Time	+ Add More
Saturday	Opening Time	Closing Time	+ Add More
Sunday	Opening Time	Closing Time	+ Add More

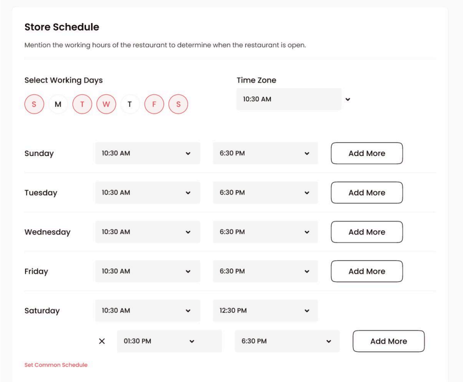
In the first iteration of the design, the interaction was kept very simple where users could simply select their timings. They could mention the exact work hours under add more button.

Drawback:

In case the restaurant is shut for a day of the week, they can simply not make any selection in the timing field.

While testing the prototype for usability they kept going back and forth trying to figure out how to shut the restaurant for a day of the week. And hence, a second iteration of the component was necessary.

Iteration 2 (After Usability Test)



Store Schedule

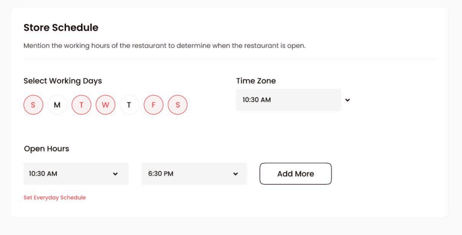
Mention the working hours of the restaurant to determine when the restaurant is open.

Select Working Days: S M T W T F S

Time Zone: 10:30 AM

Sunday	10:30 AM	6:30 PM	Add More
Tuesday	10:30 AM	6:30 PM	Add More
Wednesday	10:30 AM	6:30 PM	Add More
Friday	10:30 AM	6:30 PM	Add More
Saturday	10:30 AM	12:30 PM	
×	01:30 PM	6:30 PM	Add More

Set Common Schedule



Store Schedule

Mention the working hours of the restaurant to determine when the restaurant is open.

Select Working Days: S M T W T F S

Time Zone: 10:30 AM

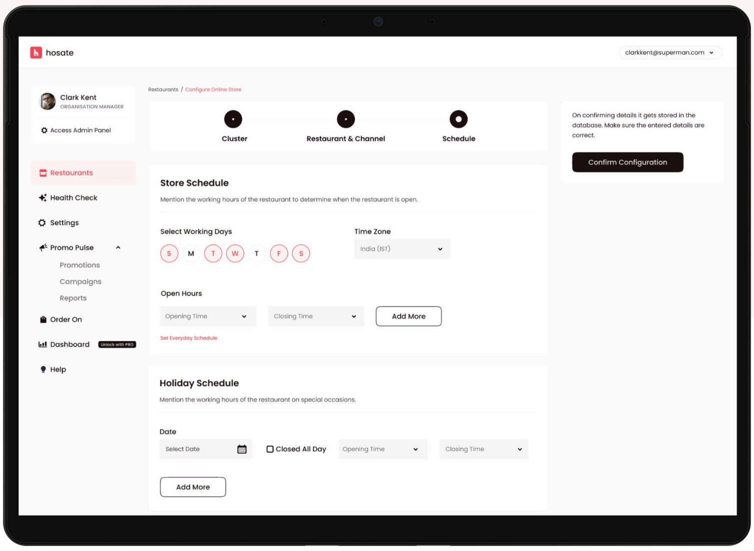
Open Hours: 10:30 AM – 6:30 PM Add More

Set Everyday Schedule

In the second iteration the agenda was to make working day selection more intuitive. Work day selection was explicitly asked to the user.

User showed an improved understanding in the second version of the design. They could navigate without any inputs at all. They were able to easily set a common schedule for everyday or for individual days. The A/B testing for the two components were then done with other participants and the second iteration performed better.

The second iteration of the tested component (more iterations were done for ideation but not tested with users) was patched onto the final version of the design.



On confirming details it gets stored in the database. Make sure the entered details are correct.

Store Schedule

Mention the working hours of the restaurant to determine when the restaurant is open.

Select Working Days

Time Zone: India (IST)

Open Hours: Opening Time | Closing Time

Holiday Schedule

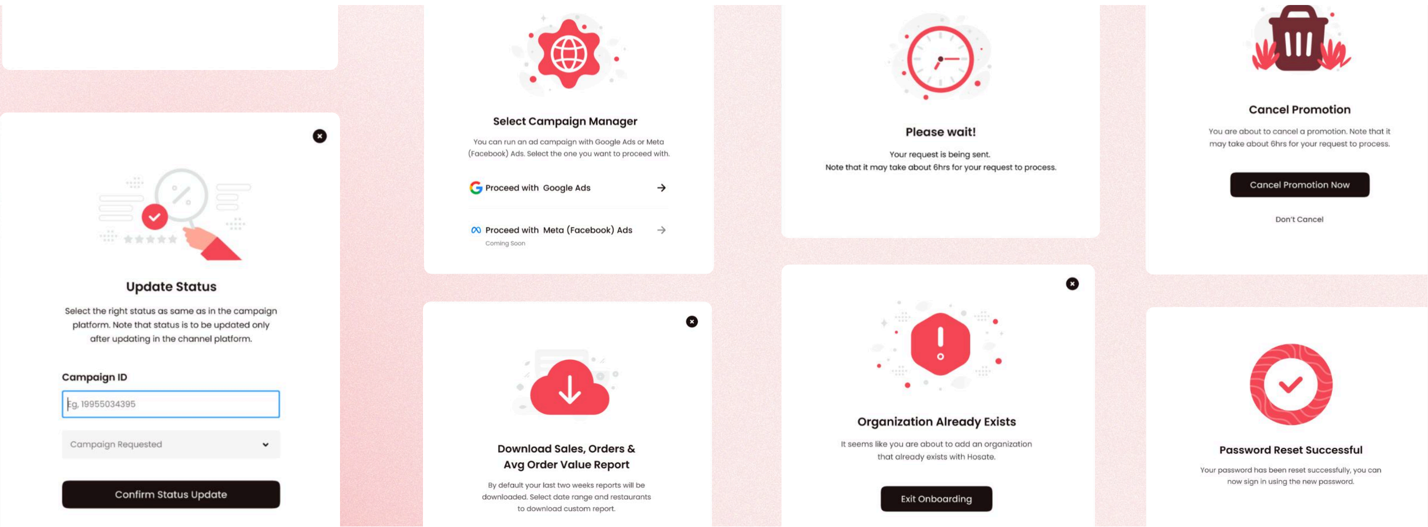
Mention the working hours of the restaurant on special occasions.

Date: Select Date | ☐ Closed All Day | Opening Time | Closing Time

✦ Key Learnings

Working in an organization with limited UX maturity comes with its own challenges. Deliverables are given more importance than the process, which lead to working within strict timelines making compromises and putting things in backlog.

However, working closely with the product and tech team provided valuable insights into the development process. I learned how to navigate stakeholder relationships, understood the product development lifecycle and collaborated effectively with team members while considering product constraints.



Update Status

Select the right status as same as in the campaign platform. Note that status is to be updated only after updating in the channel platform.

Campaign ID: Eg, 19955034395

Campaign Requested

Select Campaign Manager

You can run an ad campaign with Google Ads or Meta (Facebook) Ads. Select the one you want to proceed with.

Download Sales, Orders & Avg Order Value Report

By default your last two weeks reports will be downloaded. Select date range and restaurants to download custom report.

Please wait!

Your request is being sent.
Note that it may take about 6hrs for your request to process.

Organization Already Exists

It seems like you are about to add an organization that already exists with Hosate.

Cancel Promotion

You are about to cancel a promotion. Note that it may take about 6hrs for your request to process.

Password Reset Successful

Your password has been reset successfully, you can now sign in using the new password.

Thanks for Reading!