

# Geoff Wong UX Leader & Designer

Profile & Portfolio

# Profile



## Geoff Wong UX Leader & Designer

I am a **Senior UX Manager** and for over 4 years have been **fostering a culture of innovation**. First by creating a safe environment for the design team to thrive. Then by introducing a **user-centered mindset** and practicing the **Design Thinking** process, our internal and external stakeholders gain a better understanding of the needs to be met. In turn, we continue to product positive outcomes such as achieving **NPS Scores from 40+** and **System Usability Scores as high as 93/100**.


19+  
Years

Design Experience

8+  
Years

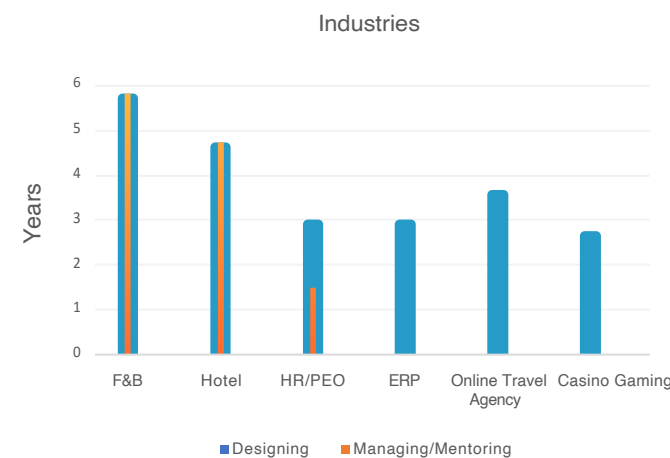
Mentoring Designers

89  
Promoter

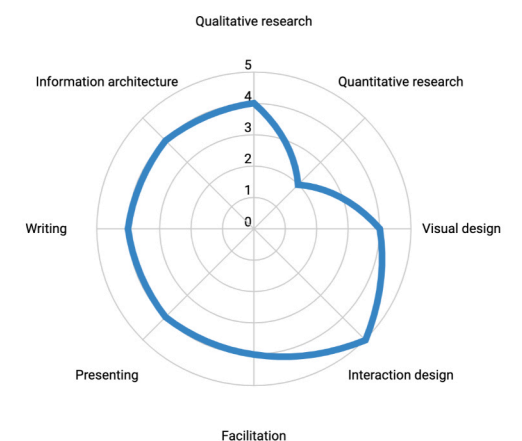
Leadership NPS Score 

Surveyed:  
9 individual contributors  
1 peer manager  
1 supervisor

### Design Experience



### Skills Matrix



License 1010285  
UX Management Specialty



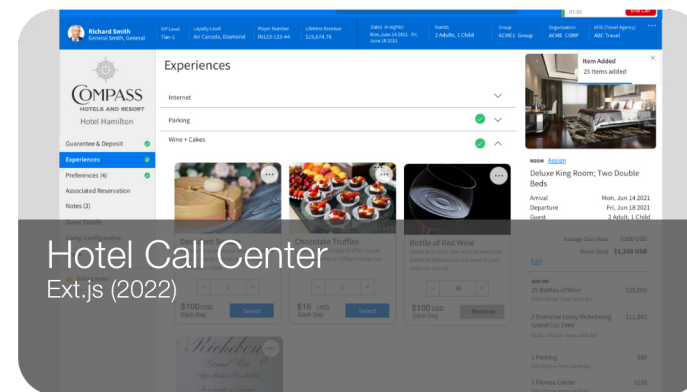
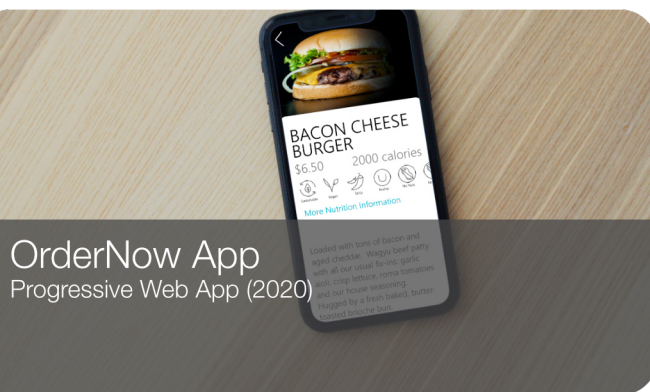
- Winning Leadership
- Leading Effective Change



Design Thinking Course

# Geoff Wong UX Leader & Designer

## Portfolio





## OrderNow App Progressive Web App (2020)

# Overview

Market changes calls for a contactless solution as restaurant patrons are apprehensive with ordering food amidst COVID-19 pandemic. Through user research, I shared how users adapted to COVID restrictions. This resulted in convincing PM leadership that a much-needed mobile ordering solution will sustain beyond COVID and deepen the Infor POS footprint across all market segments.

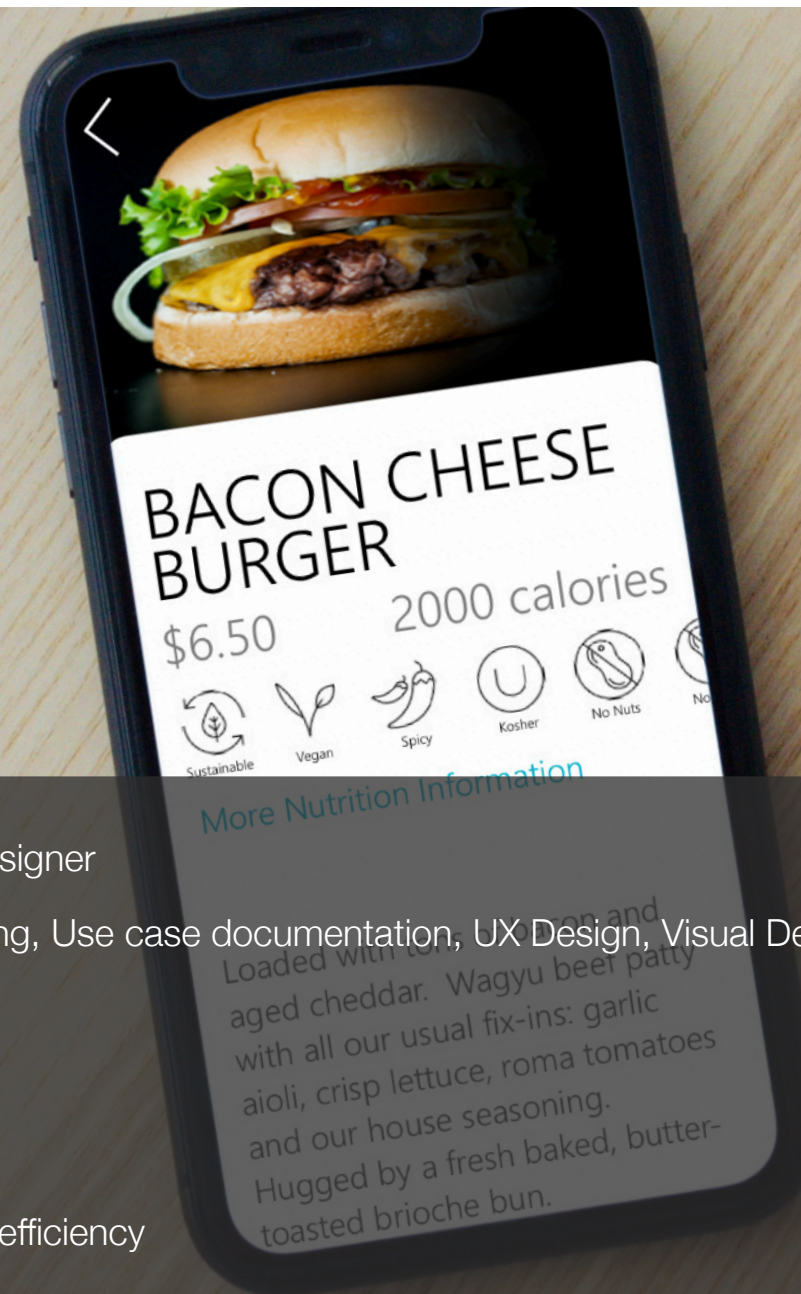
**My Role:** Innovation Evangelizer, PM, BA, UX Researcher, UX Designer

**Scope:** Market Research, User Research, Requirements Gathering, Use case documentation, UX Design, Visual Design

**Limitations:** Two 60 day hackathons

**Outcome:**

- Net new Progressive Web App, Net new Admin Portal
- Utilize existing menu and brand configurations for onboarding efficiency
- First deal worth \$162,540.00 TCV
- Inspired a culture of collaborative innovation
- NPS score of 40 and SUS(Usability) score of 93/100





## OrderNow App Progressive Web App (2020)

# Initial Challenge



Our pitch was too technology focused

### Rationale

### Exploration

- Requirements
- Platforms

### Kiosk 3 POC (WIP)

- Things to validate/test
- Brainstorming ideas
- UX Mockups
- Animation Prototype Demo
- POC Screenshots
- Added multi-language support
- Added Progressive Web App features
- PROS of this new approach
- CONS(less applicable to mobile ordering)
- NEW PROBLEMS

Looks like a good idea but we don't have any team to build it.



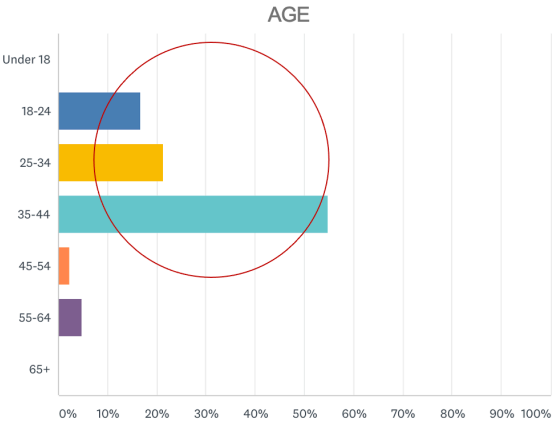
Product Manager

# Market & User Research

Seems viable after all. Please run a hackathon to build me an MVP!

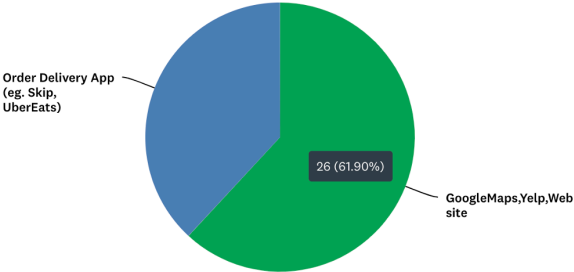
## Survey Respondents

- 42 Respondents
- Insights are heavily based on Gen Z, Millennials and Gen X
- Millennials (age 24-39) are largest spenders of Food Dollars on Eating Out -Forbes [Source](#)



## Food Delivery Apps don't have majority of market share

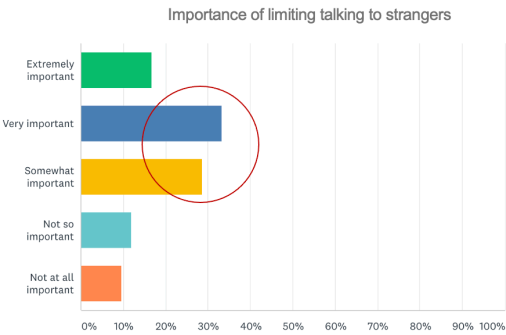
Usage of  
GoogleMaps, Restaurant Websites and Yelp  
exceed Food Delivery Apps by 62%



## Tolerances during COVID-19 Pandemic

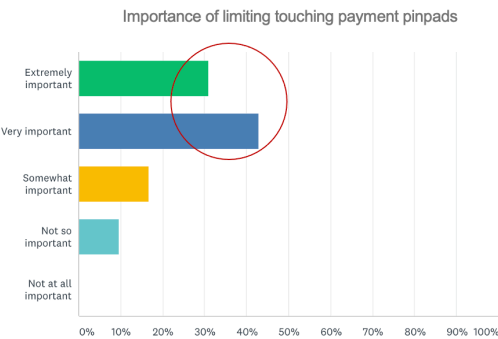
HUMAN TO HUMAN INTERACTION

Users feel it is **Very Important** to limit contact with restaurant staff



PHYSICAL CONTACT WITH PINPADS

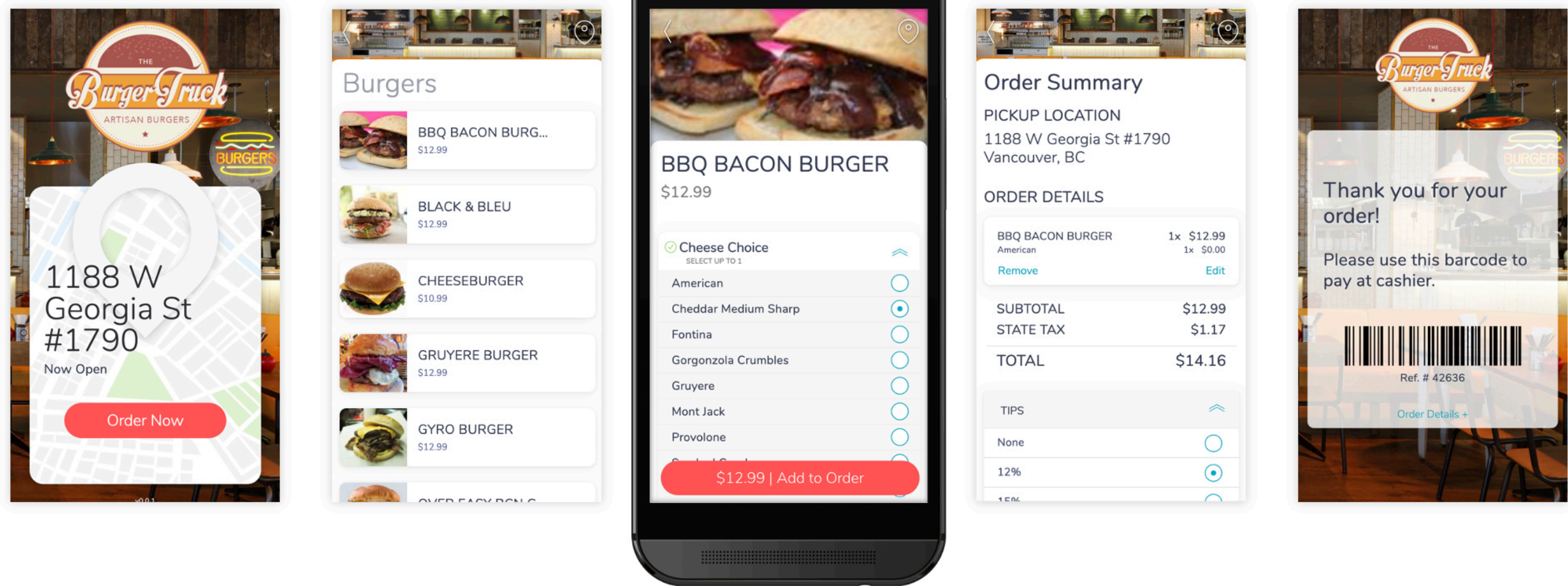
Users feel it is **Even More Important** to limit touching pinpads





OrderNow App Progressive Web App (2020)

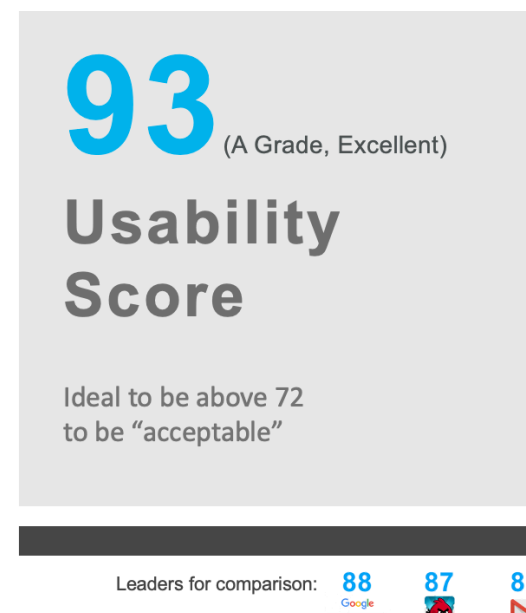
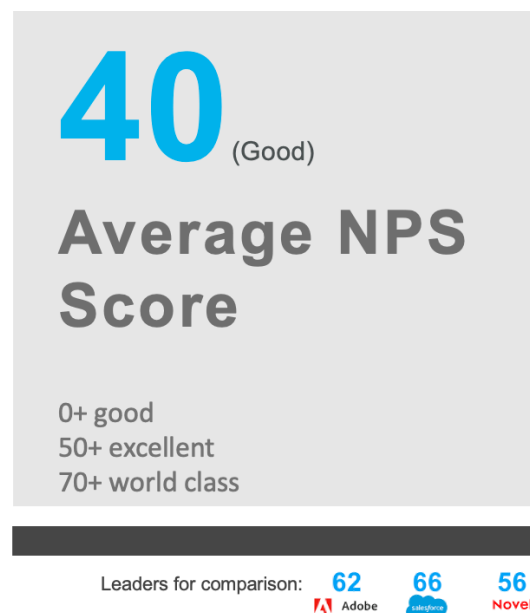
UX Design



MLP Minimum Lovable Product!

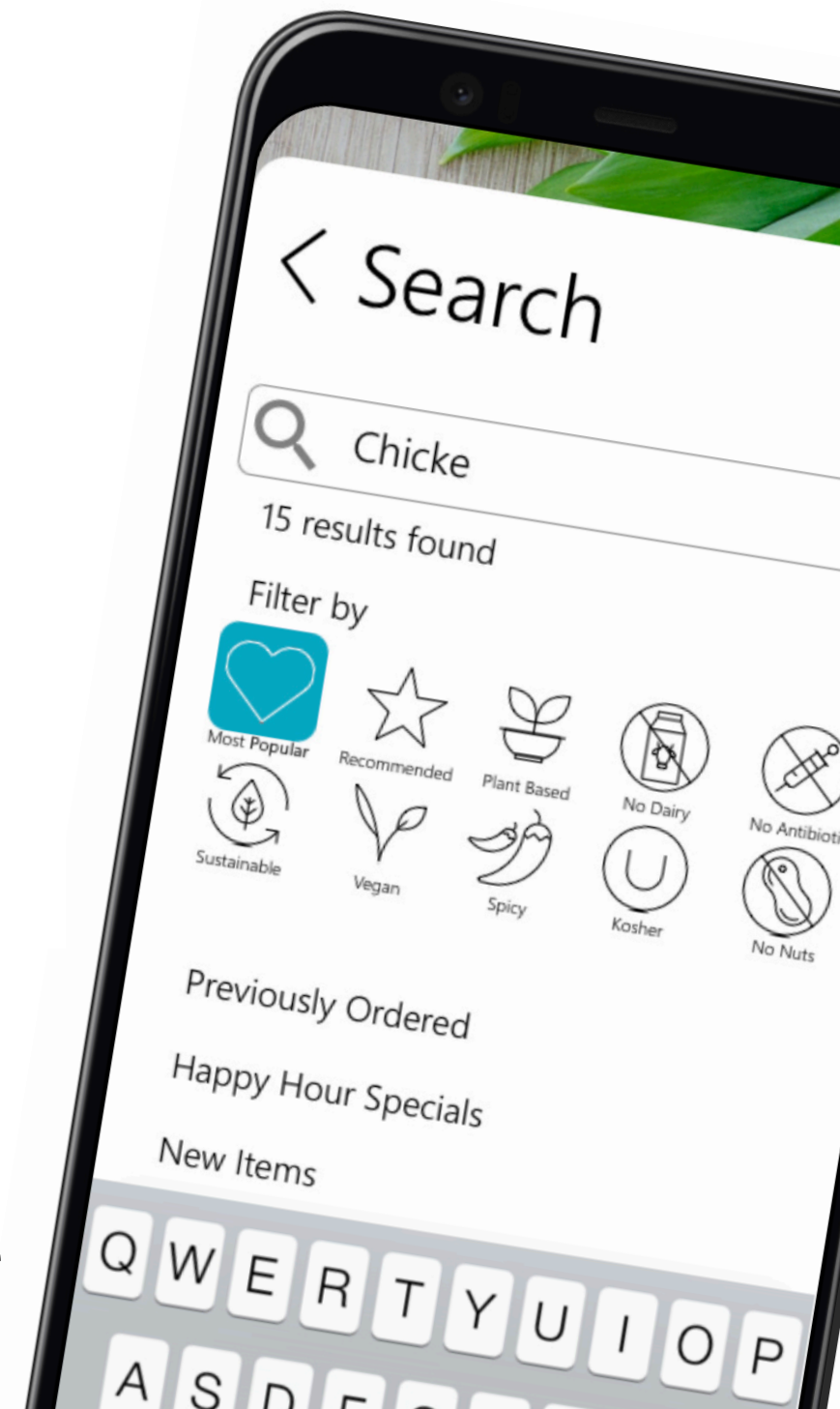
Team Success: ~~MVP~~ Achieved

## Net Promoter and Usability Scores



marvel Prototype

<https://marvelapp.com/prototype/b0g1855/screen/86955856>

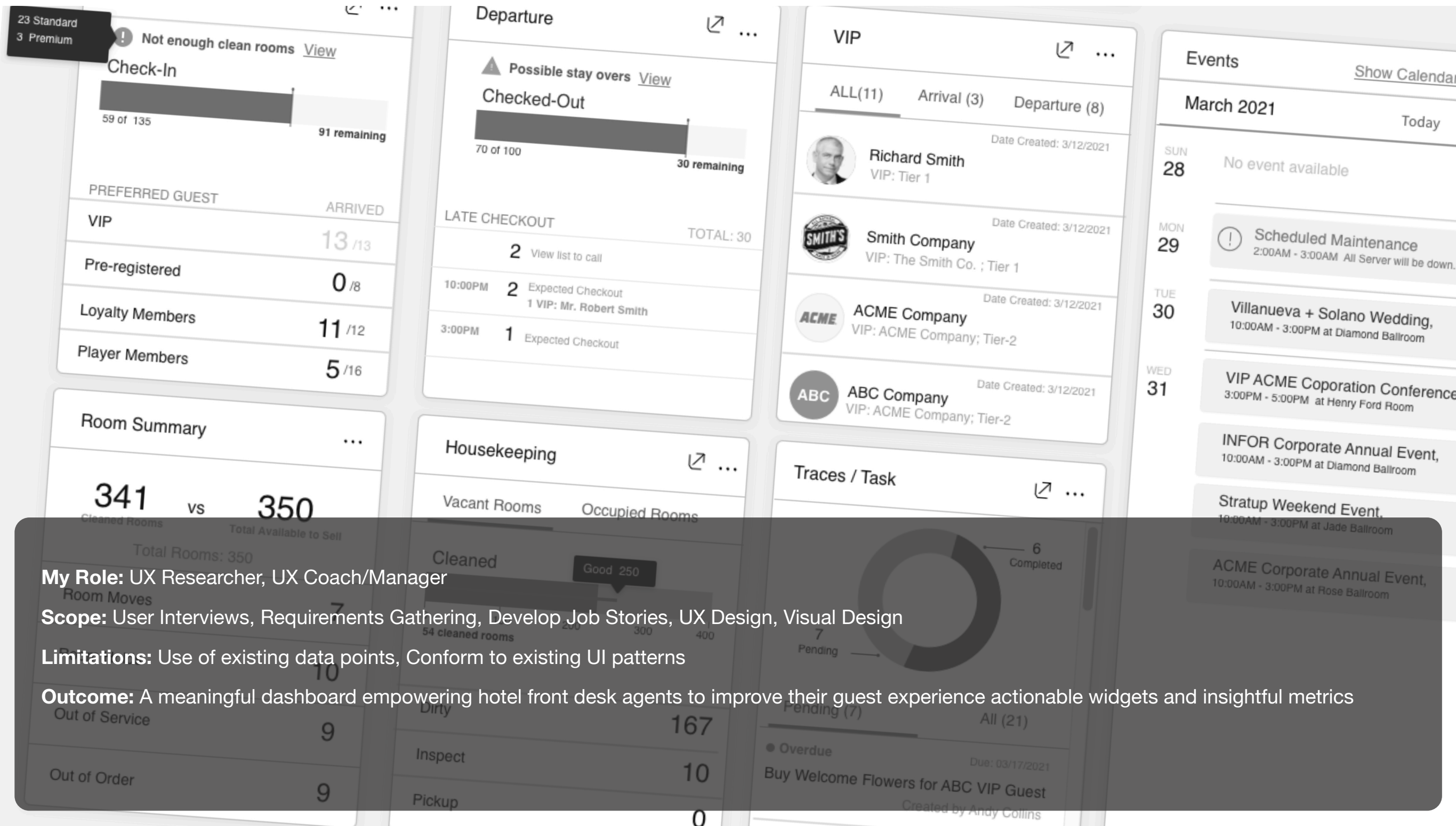




## Front Desk Dashboard Ext.js (2021)

# Overview

As other product teams learned of the success of the OrderNow app, headcount for my team increased to give our hotel software UX support. The UX team introduced a process to better narrate the requirements, in turn providing a more refined design outcome. The dashboard empowers hotel front desk staff to efficiently deliver an improved and personalized guest experience.



Front Desk Dashboard

Ext.js (2021)

Job Stories

HMS Dashboards - Front Desk

Created by Geoff Wong, last modified just a moment ago

	<b>Who is Asking ?</b> <input type="checkbox"/> Client <input checked="" type="checkbox"/> Product Strategic	Infor GM, Infor VP
	<b>Who will be the consumer of the request – User</b>	Front Desk Manager Front Desk Staff( EU and NA) ?
	<b>Why is it being Asked – Issue</b>	
	<b>What is being Asked – Business Requirement (Fix)</b>	

Big Picture

Provide insights to front desk staff to efficiently provide an improved personalized guest experience.

General

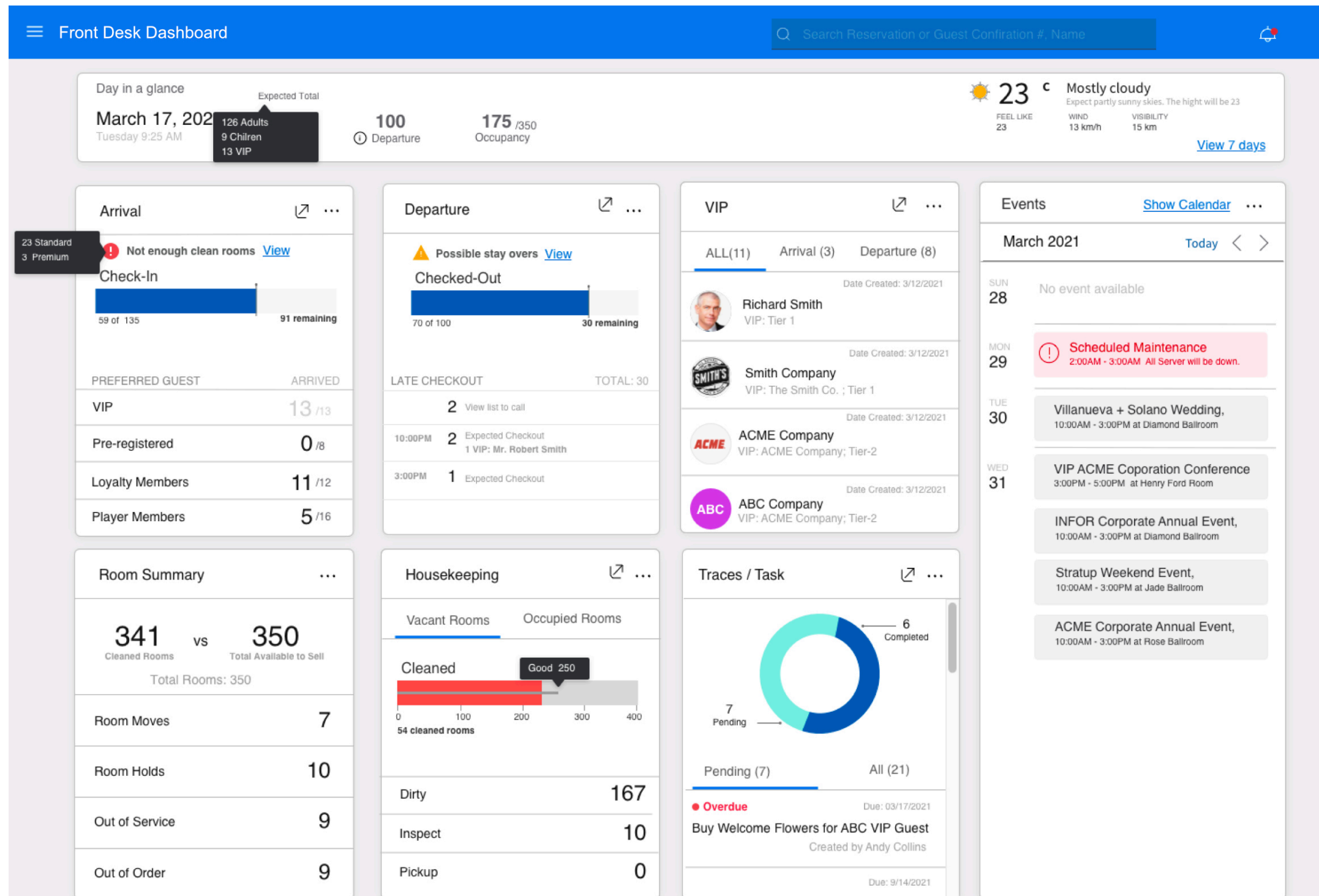
- Widgets with Story✓
- Stay 360 style
- Load Async
- Add few KPI on tool bar✓
- Show numbers in K or M
- Show zero numbers.
- Traces widget that can complete traces
- VIPs arriving Widget – Names not just number✓
- Short cut widgets✓
- Bar rate widget for 7 days✓
- Clicking would open Guest stay with arrival date and rate auto populated
- Availability for 7 days✓
- Room Type Availability Widget ✓1/2
- Ability to select a room type
- Ability to select a date
- Leasing Widget
- AR Widget
- Social Widget
- GM dashboard flashy that can be presented to execs
- Graphs, Pie Chart
- Promotions for the week
- Interface status

Priority	Ask	Role	Vertical	Story	Current Experience - Work Around	Problem to Solve	Systematic UX Outcome	Design
	My Task/Traces Widgets	Front Desk	All Hotels	"When I am on my shift, I want to make sure all traces due today are completed and ensure departments are aware of their task so that I can provide an enhance experience to guest that will help the hotel brand"	<ul style="list-style-type: none"><li>• View checklist of tasks/traces for guests.</li><li>• Follow up on other assignees who have task nearing the due date</li><li>• Complete Traces assigned to me</li></ul>	<ul style="list-style-type: none"><li>• Tasks are completed to provide an enhance experience to guest</li><li>• Departments are aware of task</li><li>• I complete my all my task on time</li></ul>	<ul style="list-style-type: none"><li>• Be aware of the task I have and make sure to make the necessary arrangement ahead of the due date.</li><li>• Make sure other departments with task nearing Due dates are aware of their pending task/ trace</li></ul>	<div><div>Traces / Task</div><div><div><div><div></div><div>7 Pending</div></div><div><div></div><div>6 Completed</div></div></div><div>All (21)</div><div>Buy Welcome Flowers for ABC VIP Guest</div><div>Created by Wong Geofine</div></div><div><ul style="list-style-type: none"><li>• Shows Traces and Task assigned to Front-Desk</li><li>• Date shows Due Date.</li><li>• Need to verify if we can connect to other systems to determine "Created by.." Inf</li></ul><div>NOT FOR PHASE 1</div></div></div>
P1	Room Moves	Front Desk	All Hotels	"When a guest arrived late for check-in, I want to make sure that the guest will be moved the next day to original booked rooms with complementary hotel item, so that the guest will have a good experience with the hotel and improve hotel brand/experience"	<ul style="list-style-type: none"><li>• Check rooms to be moved</li><li>• look for rooms that guest will be moved.</li></ul>	<ul style="list-style-type: none"><li>• Traces are created for moved Guest.</li><li>• guest are the moved to correct room.</li></ul>	Room moves are completed and house keeping are called to clean the vacated room for next occupant.	<div><div>Room Summary</div><div><div>341</div><div>Room Sold</div></div><div>vs</div><div><div>350</div><div>Total Available to Sell</div></div><div>Total Rooms: 368</div><div><div>Room Moves</div><div>7</div></div><div><div>Room Holds</div><div>10</div></div><div><div>Out of Service</div><div>9</div></div></div> <div>Default: Informational</div>



## Front Desk Dashboard Ext.js (2021)

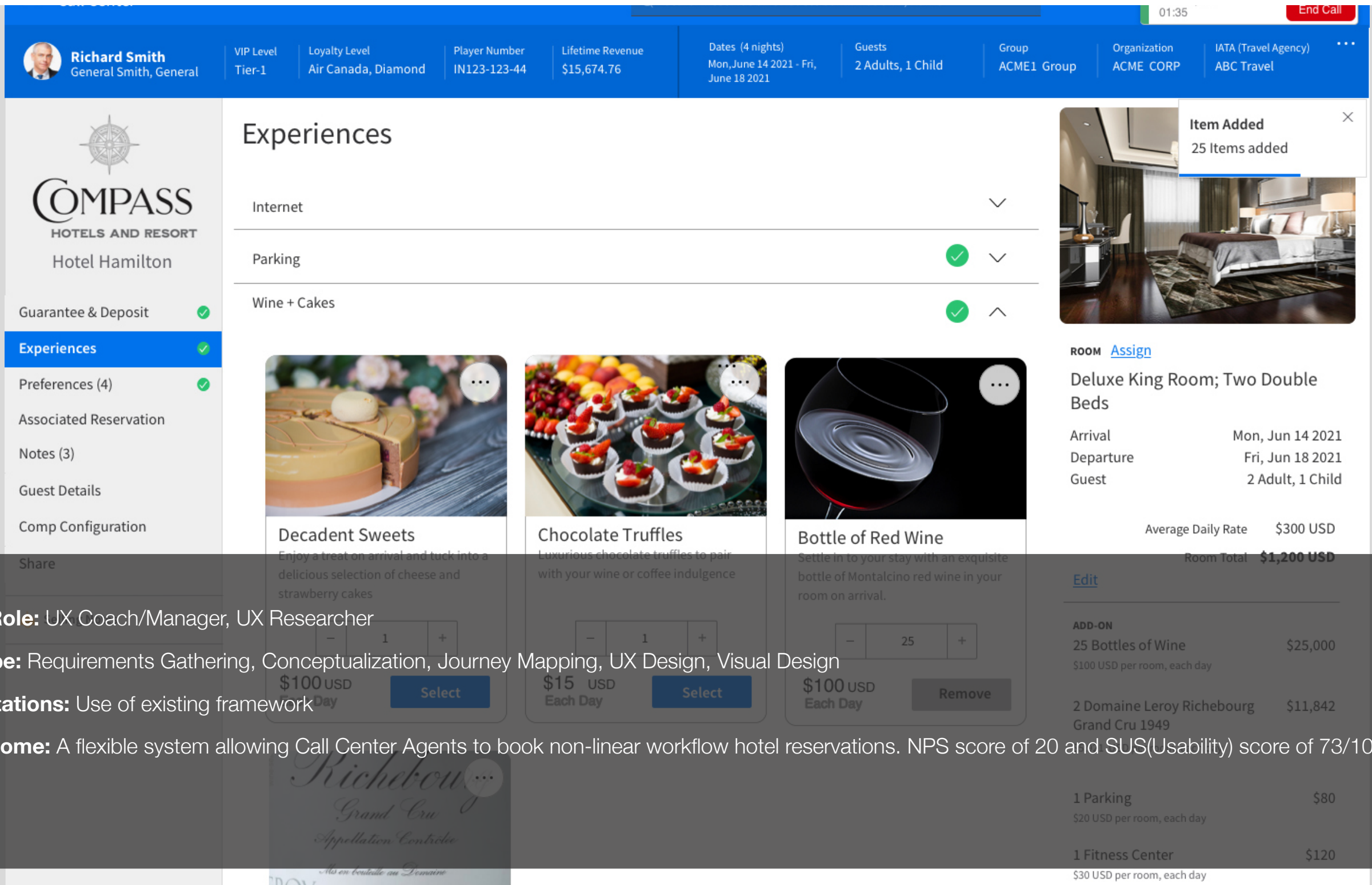
# UX Design



# Hotel Call Center Ext.js (2022)

# Overview

A new module was required by PM. The UX team led with a user-focused approach, defining personas, and journey maps prior to proposing design. Amid, VP of Development's decisions harming micro interactions, I coached our designer to guide the team through user workflow and propose a UX-driven alternative. The Development team embraced this insightful design approach.



## My Role: UX Coach/Manager, UX Researcher

**Scope:** Requirements Gathering, Conceptualization, Journey Mapping, UX Design, Visual Design

**Limitations:** Use of existing framework

**Outcome:** A flexible system allowing Call Center Agents to book non-linear workflow hotel reservations. NPS score of 20 and SUS(Usability) score of 73/100



Hotel Call Center Ext.js (2022)

Persona + Journey Maps



Coleen

“Efficiency, timely and quality responses, maximizing revenue for the hotel

USER PERSONA

Call Center Agent

Gender, Age: Female, 35  
General Education: Highschool  
Domain expertise: Highly skilled, Expert  
General Computer Experience: Medium

Domain expertise: Highly skilled, Expert  
General Computer Experience: Medium  
Environment: Cubicle Desk  
Device: Large monitor 24in" + Telephone System

- Coleen is a call center agent for a well-known luxury hotel for the past 11 years.
- She enjoys reading about fun travel facts around the property and activities that guest can enjoy in the location.
- She enjoys perks she gets when the company sent her to selected hotel to experience the property
- She answered inquiries between emails and phone calls if there is a high backlog for emails.
- She values efficiency and quality by ensuring that she adhere to the Property standard and get high marks on scoring.sheet.

Tasks and goals

Activities user needs to accomplish in the application

- Answer inquiries
- Search for availabilities
- Select a room
- Add additional details (notes, request, dinner reservation, travel details etc.)
- Wrap-up

Pain points

Challenges encountered using the call application as well as in their current job workflow

- No accurate visibility of availabilities (not sync with PMS)
- Property information card is not available or incomplete
- No transparency in price (average daily rate, total rate with tax etc.)
- Finding the room with guest requirements
- Connecting room inquiries

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ANITA Call Center Agent

Journey Map

Current

TOUCHPOINTS

FEELINGS

THOUGHTS

OPPORTUNITIES

OBJECTIVES, GOALS & PLANNING

VENUE SCOUTING

VENUE REVIEW

LOGISTICS

VENUE COMMIT

EVENT

POST - EVENT

Objectives, Goals & Planning

Venue Scouting

Venue Review

Logistics

Venue Commit

Event

Post-Event

Objectives, Goals & Planning

Venue Scouting

Venue Review

Logistics

Venue Commit

Event

Post-Event

Objectives, Goals & Planning

Venue Scouting

Venue Review

Logistics

Venue Commit

Event

Post-Event

ANITA Call Center Agent

Journey Map

Future

TOUCHPOINTS

FEELINGS

THOUGHTS

OPPORTUNITIES

OBJECTIVES, GOALS & PLANNING

VENUE SCOUTING

VENUE REVIEW

LOGISTICS

VENUE COMMIT

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Objectives, Goals & Planning

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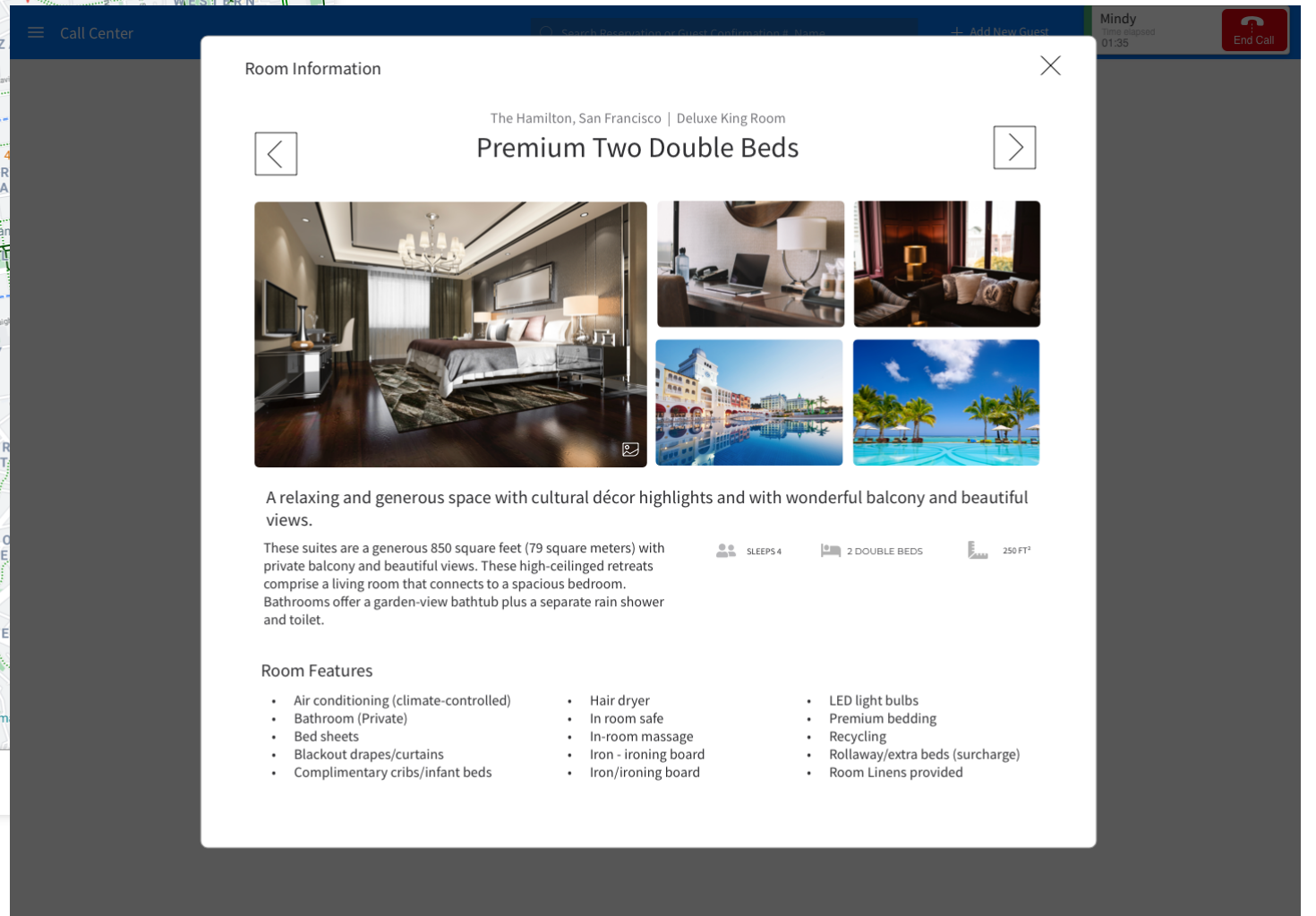
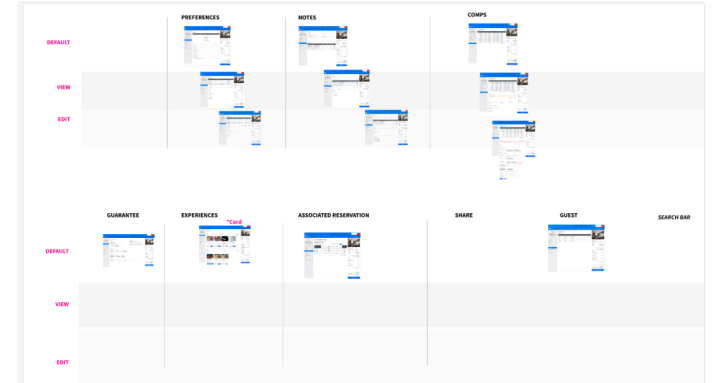
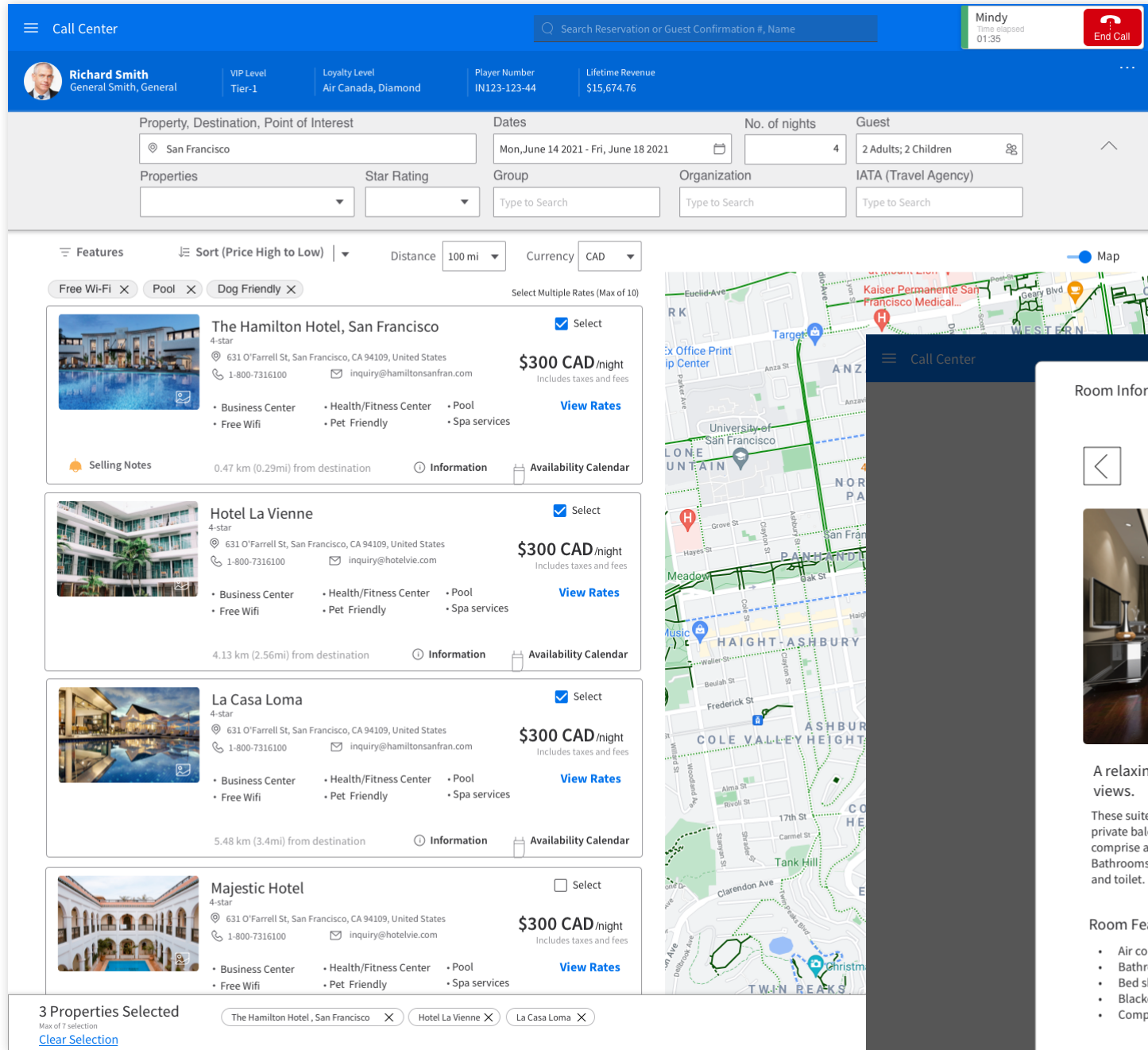
Venue Commit

Event

Post-Event

## Hotel Call Center Ext.js (2022)

# UX Design

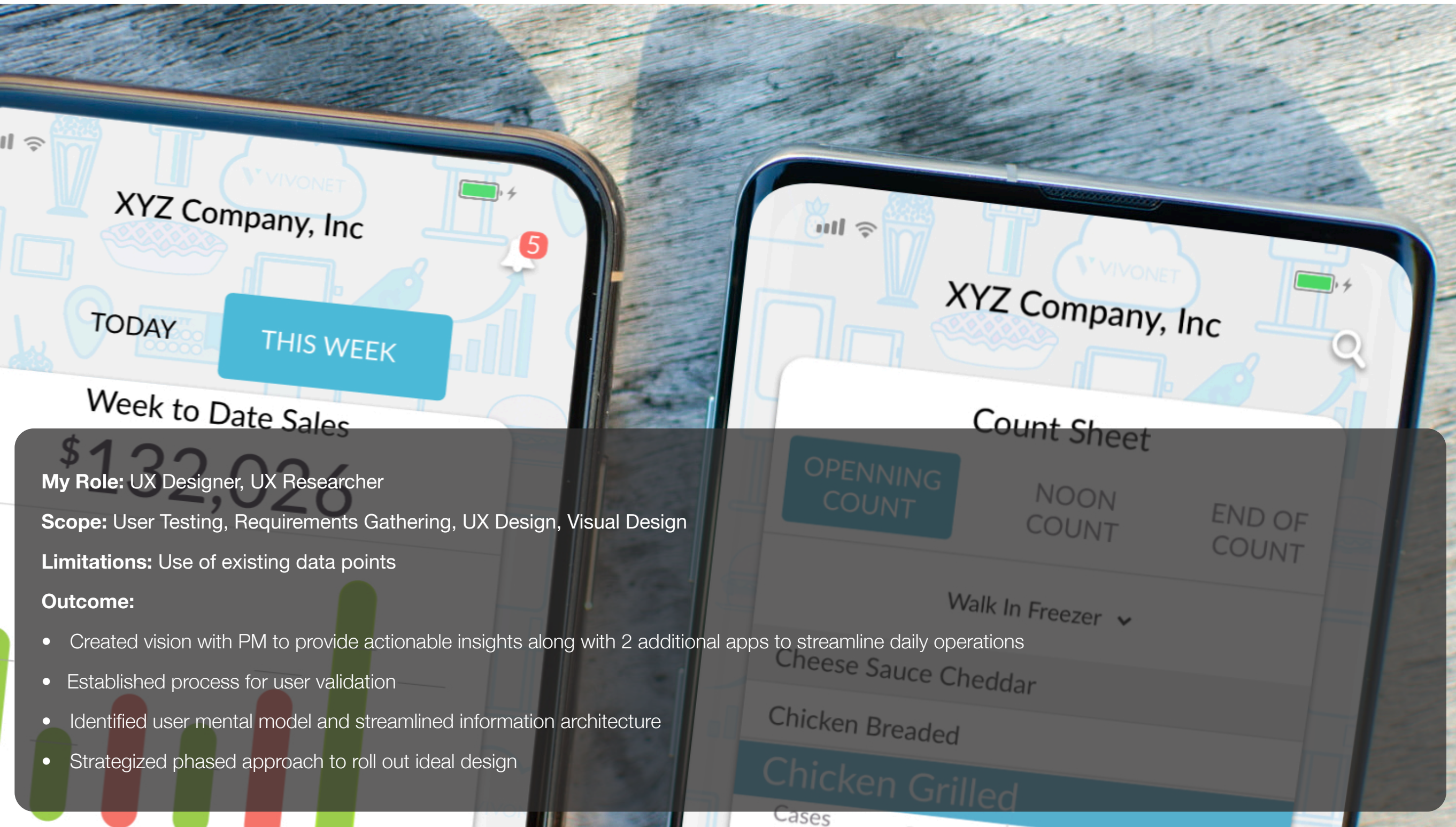




## Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

# Overview

By orchestrating UX-led customer engagement – site visits, user testing and idea testing – we gained insights shaping initial design and a forward-looking PM/UX Vision for a suite of mobile apps. "Mobile Insights" empowered fast-food operators with real-time regional and store-level data on Sales, Labor, Discount, and Voids, fostering operational adjustments for bottom-line growth.



**My Role:** UX Designer, UX Researcher

**Scope:** User Testing, Requirements Gathering, UX Design, Visual Design

**Limitations:** Use of existing data points

### Outcome:

- Created vision with PM to provide actionable insights along with 2 additional apps to streamline daily operations
- Established process for user validation
- Identified user mental model and streamlined information architecture
- Strategized phased approach to roll out ideal design

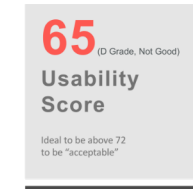
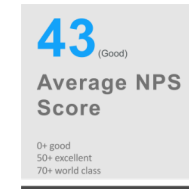


## Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

# Validation

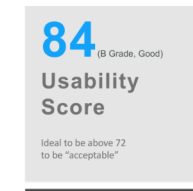
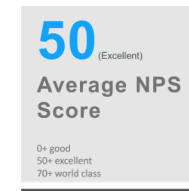
### Ver. 2.0 Usability Study-Baseline

Personas: fast-food managers(4), franchise owners(2), CFO(1)



### Ver. 2.1 Usability Study

Personas: managers(4), district manager(1), admin(1)



### Ver. 2.1 Strategic Customer User Validation

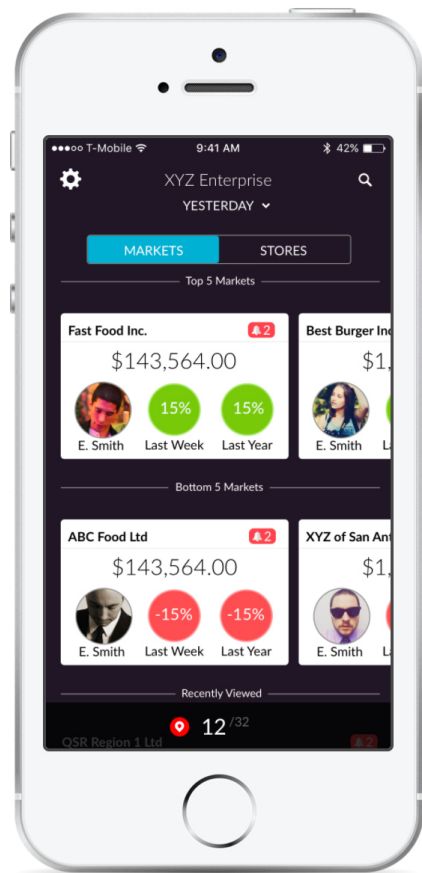
Personas: Sodexo district manager(2), university cafeteria manager(3), cafe manager(1), fast-food manager(1)



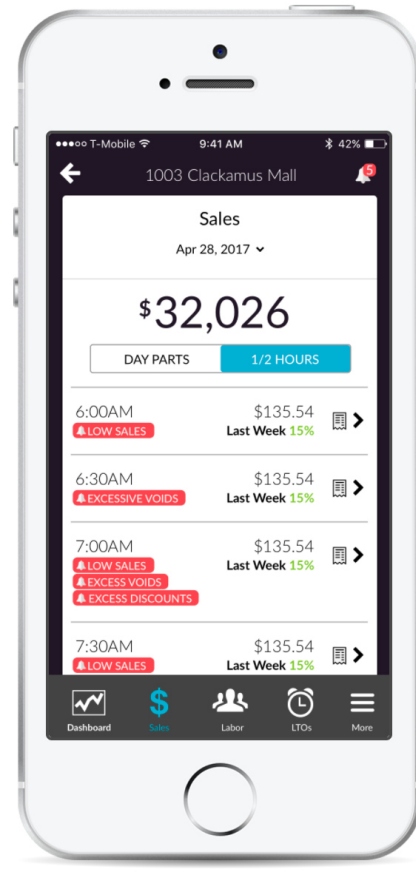
## Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

# Test Plan - Ver. 2.1

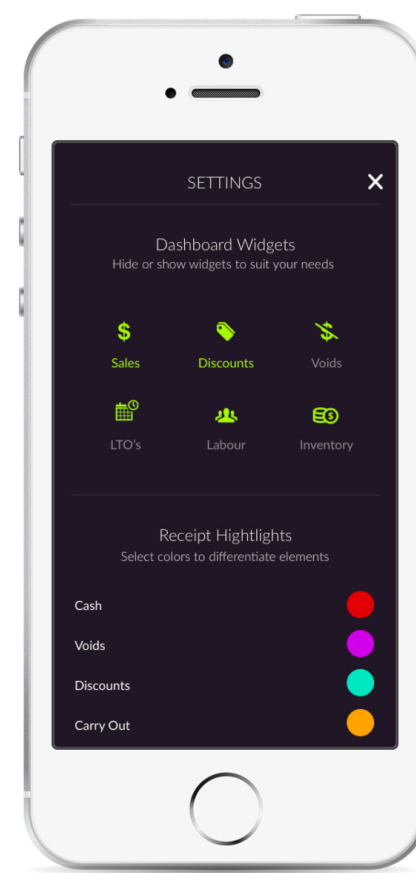
## Sections Covered



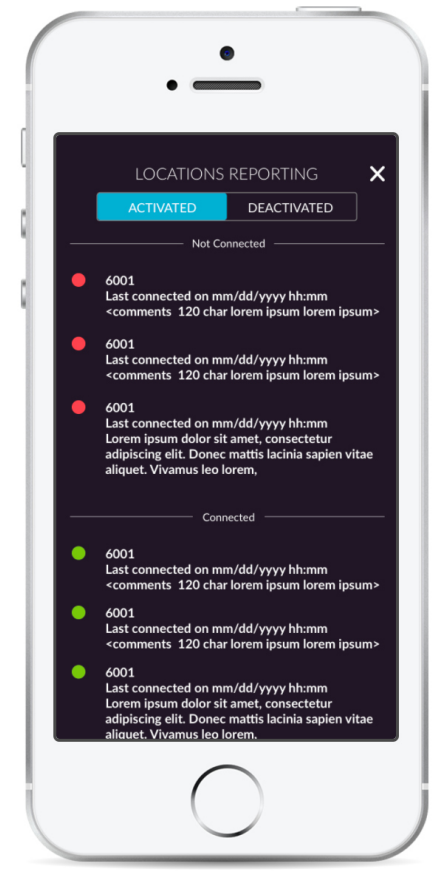
New C-level Dashboard  
& Information Architecture



New Hourly Sales UI



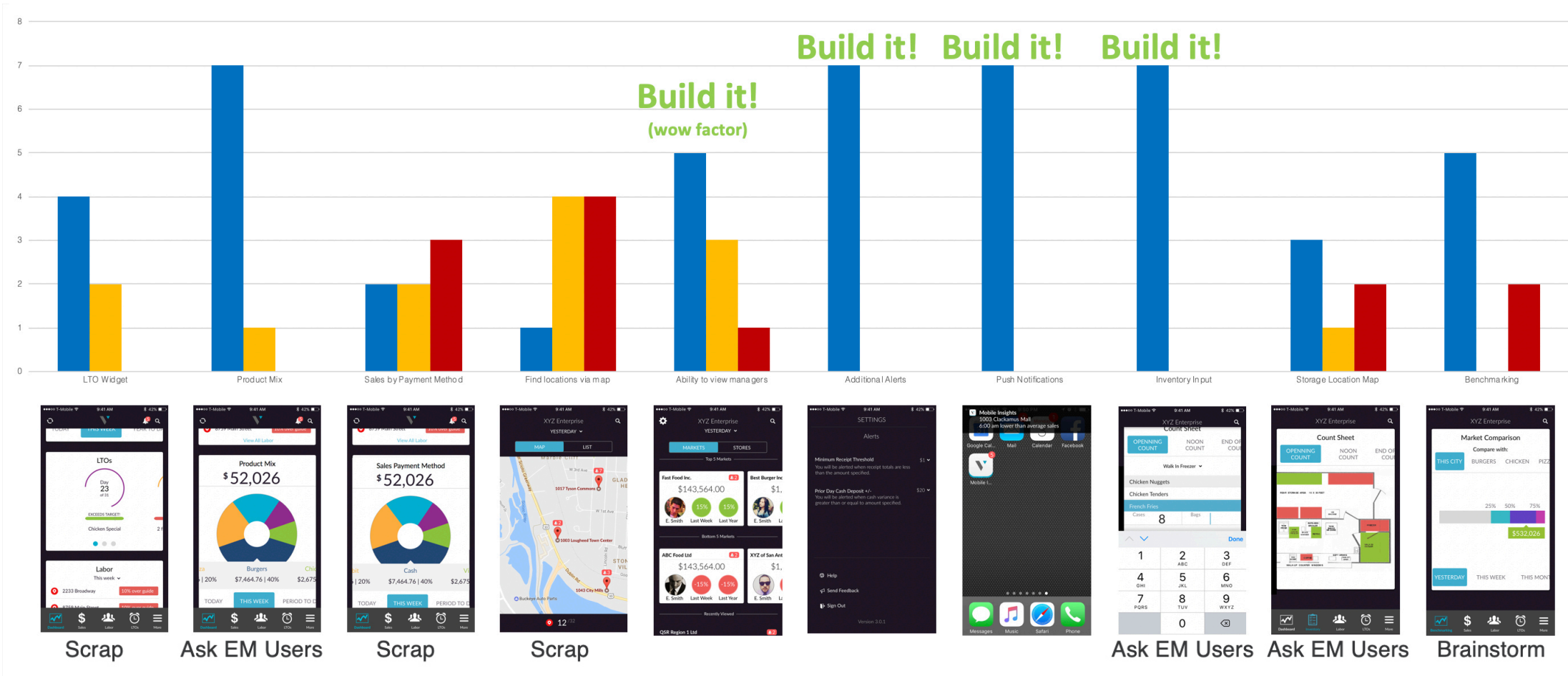
New Settings UI



Locations Reporting

Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

Idea Testing



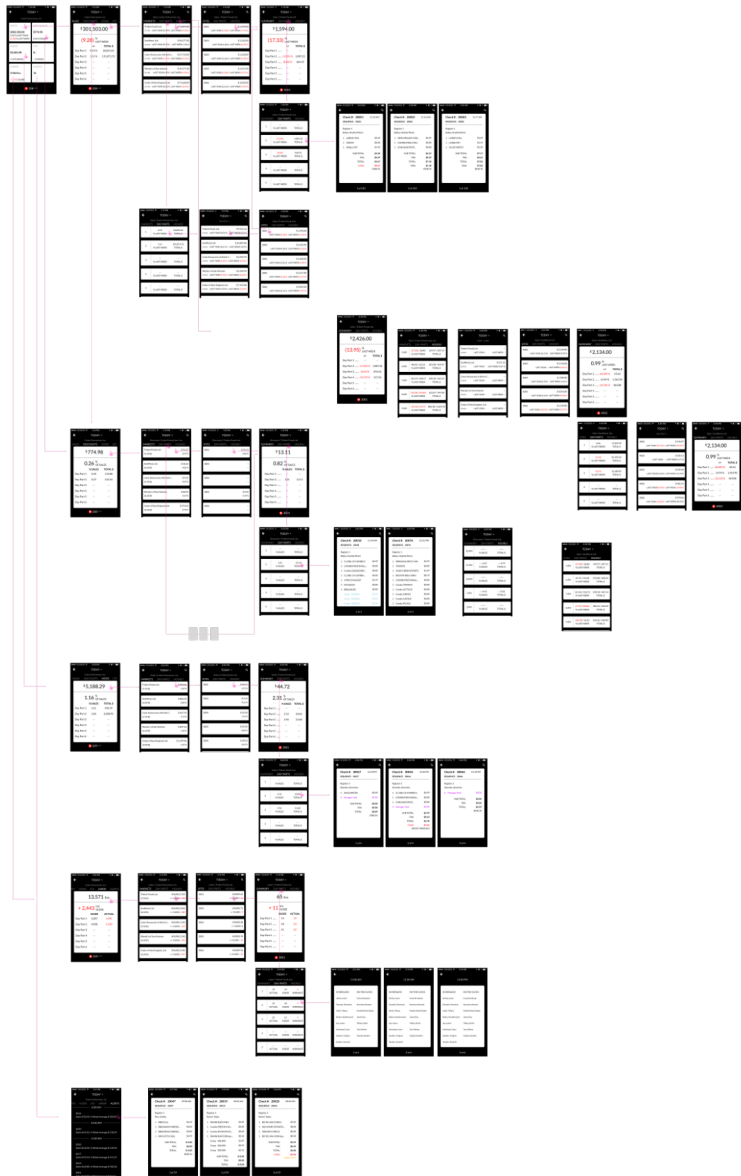


Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

Comparison

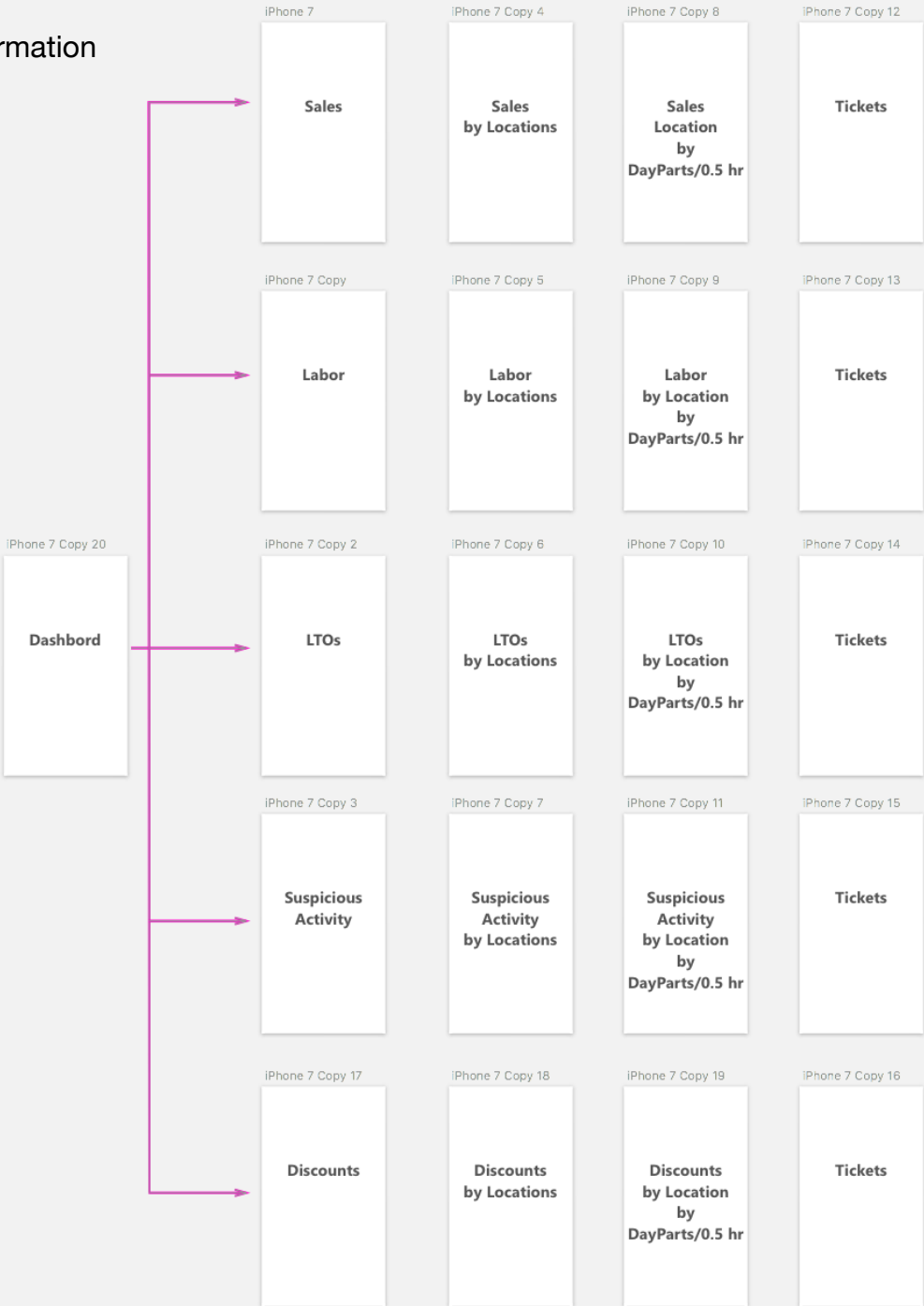
Before

Tedious Drill-downs



After

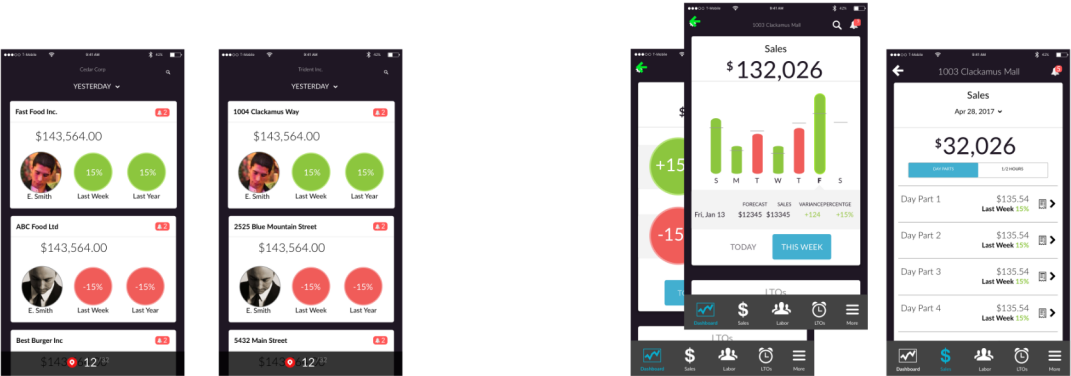
Optimized Information Architecture



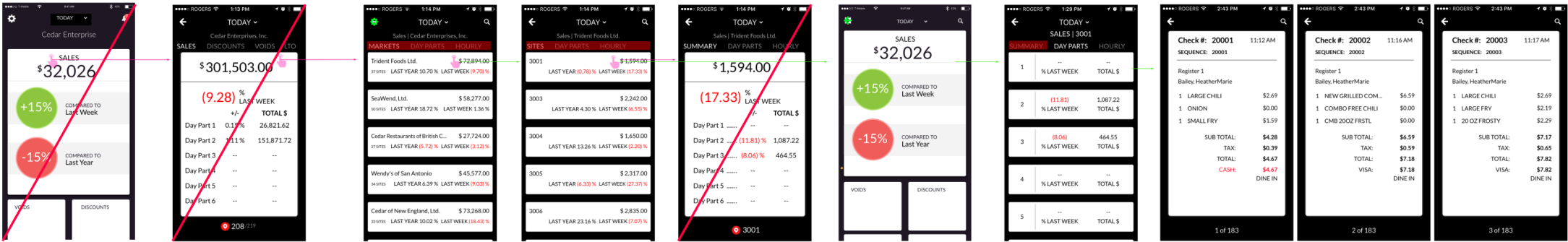
Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

Workflow Phasing Strategy

2 Phase 2 and onwards - Replacement Screens



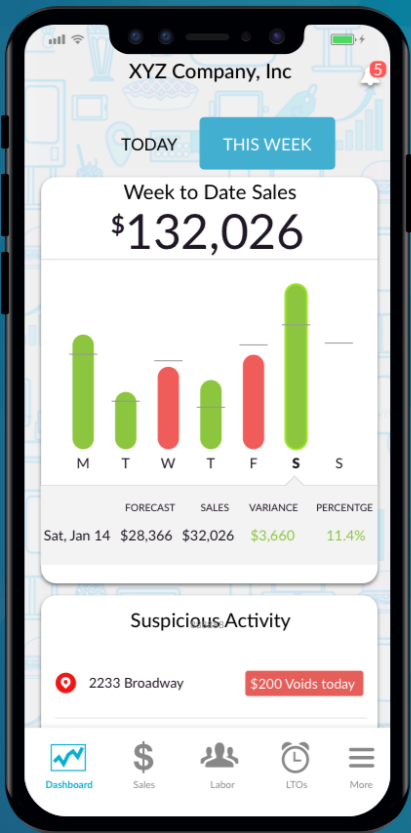
1 Phase 1 for Existing Screens



Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

PM/UX Vision  
based on findings

The Vivonet Vision for Mobile



Mobile Insights

- Store Performance
- Suspicious Activity
- Misc. Sales
- Alerts

XYZ Company, Inc.

Count Sheet

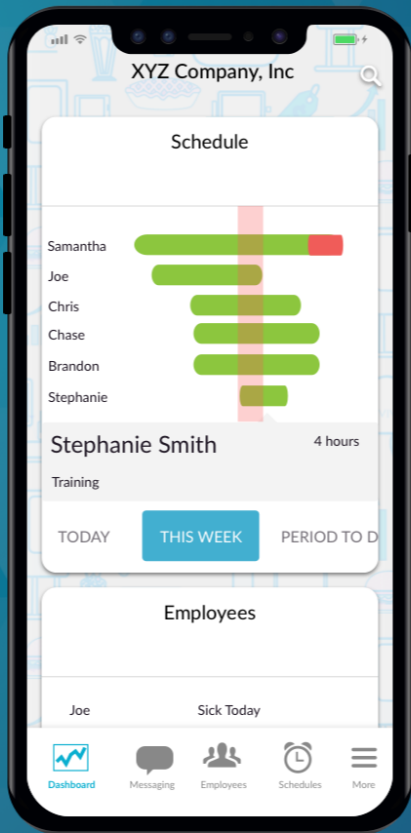
OPENNING COUNT	NOON COUNT	END OF COUNT
Walk In Freezer		
Cheese Sauce Cheddar		
Chicken Breaded		
Chicken Grilled		
Cases	8	Bags
Chicken Fried		
Chicken Tenders		
Chicken Tenders - Spicy		

Done

1 2 3  
4 5 6  
7 8 9  
0

Food App

- Orders
- Inventory
- Prep Amounts
- Forecast Adjustments



Labor App

- Scheduling
- Employee Managment
- Messaging
- Forecast Adjustments