

**Geoff Wong** UX Leader & Designer

Profile & Portfolio

# Profile



# Geoff Wong UX Leader & Designer

I am a **Senior UX Manager** and for over 8 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, so our internal and external stakeholders gain a better understanding of the needs to be met. In turn, we continue to produce positive outcomes such as achieving **NPS Scores from 40+** and **System Usability Scores as high as 93/100**.

19+  
Years

Design Experience

8+  
Years

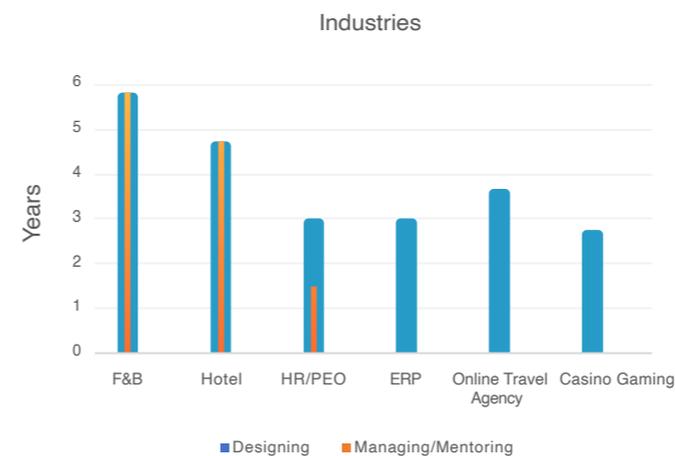
Mentoring Designers

89  
Promoter

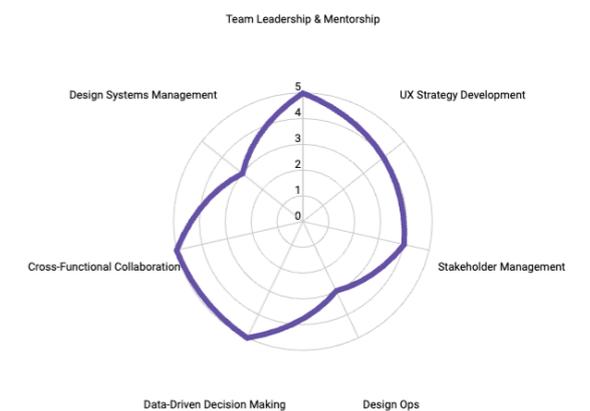
Leadership NPS Score 

Surveyed:  
9 individual contributors  
1 peer manager  
1 direct supervisor

## Design Experience



## Skills Matrix



License 1010285  
UX Management Specialty



- Winning Leadership
- Leading Effective Change



Design Thinking Course

# Portfolio

Delivering innovative solutions by meeting user needs and driving measurable outcomes

## Scalable & Malleable

My work is the result of adapting to challenges across different teams and constraints. Key areas include:

- Integrating UX practices to legacy development processes
- Defining UX scope based on roadmaps and timelines
- Elevating UX maturity across teams with varying adoption levels

## Elevating Designers



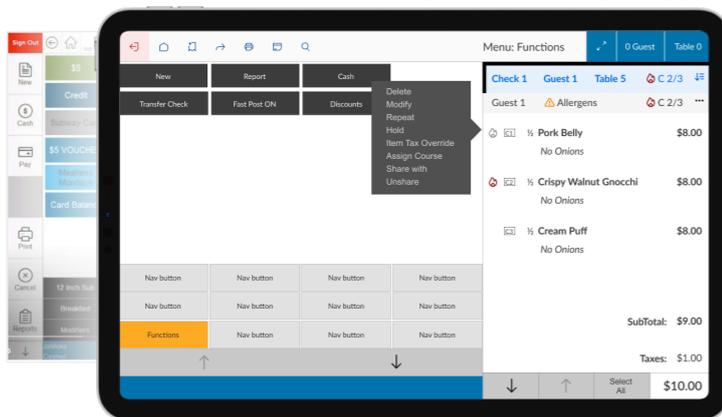
Mentored designers to increase UX visibility, influencing roadmaps in rigid environments.

## Data Driven Innovation



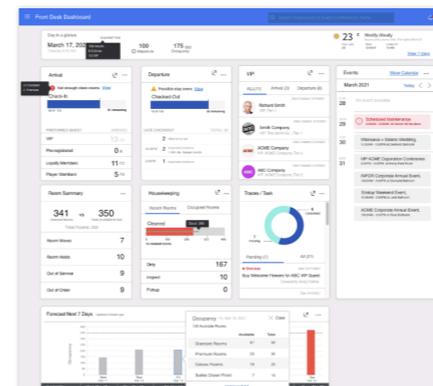
Conducted iterative user research and analytics to inform product direction.

## Transformative Design Practices



Empowered teams with user-driven frameworks, influencing short-term deliverables and long-term product vision.

## Optimizing Persona Workflow Efficiency



Designed meaningful solutions, including dashboards that empower hotel staff to deliver personalized guest experiences.

## 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

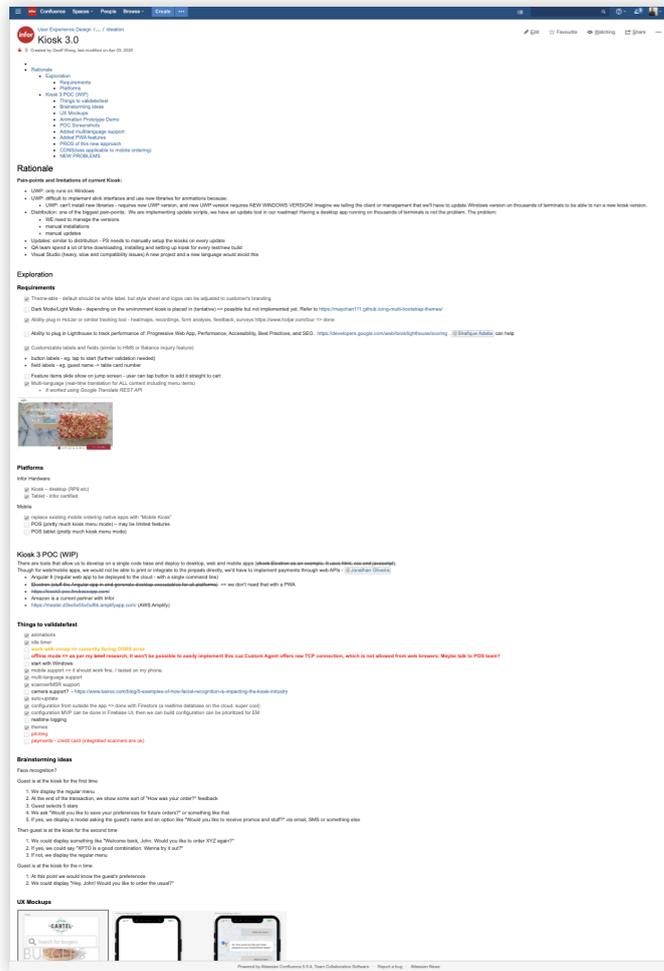
**Limitations:** Two 60 day hackathons

**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.



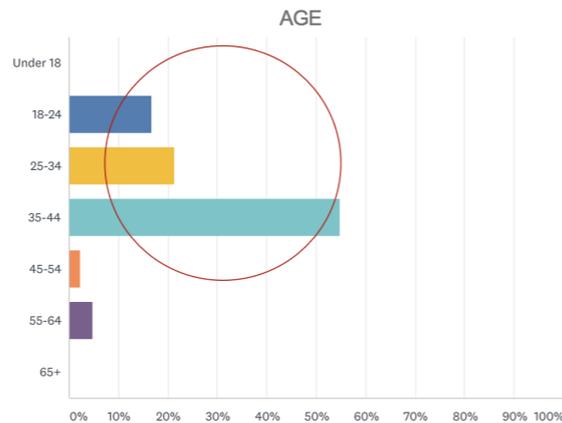
# Market & User Research

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



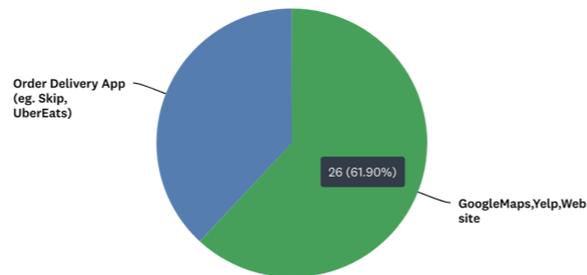
## Survey Respondents

- 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

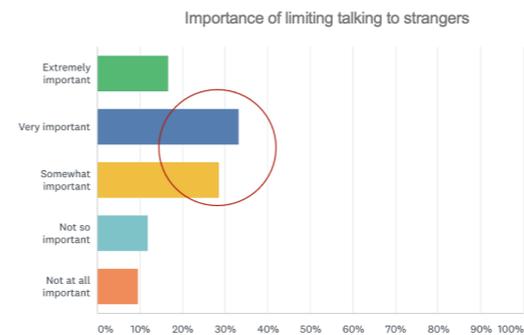
Usage of GoogleMaps, Restaurant Websites and Yelp exceed Food Delivery Apps by 62%



## Tolerances during COVID-19 Pandemic

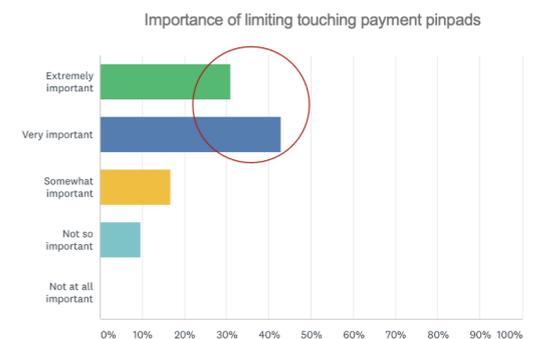
HUMAN TO HUMAN INTERACTION

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



PHYSICAL CONTACT WITH PINPADS

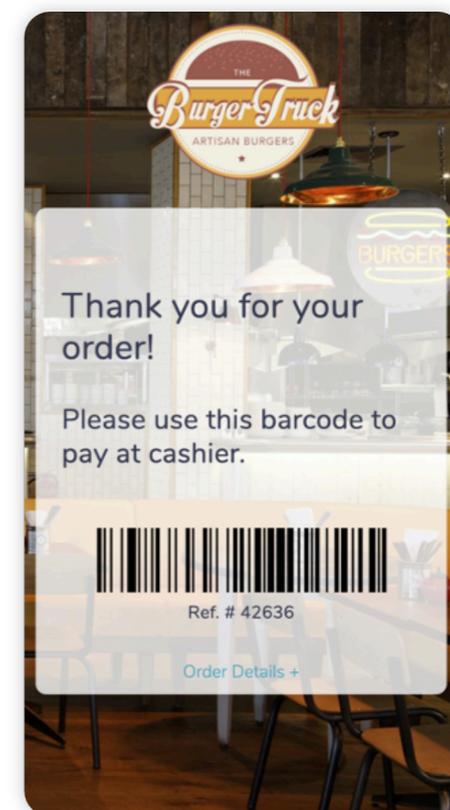
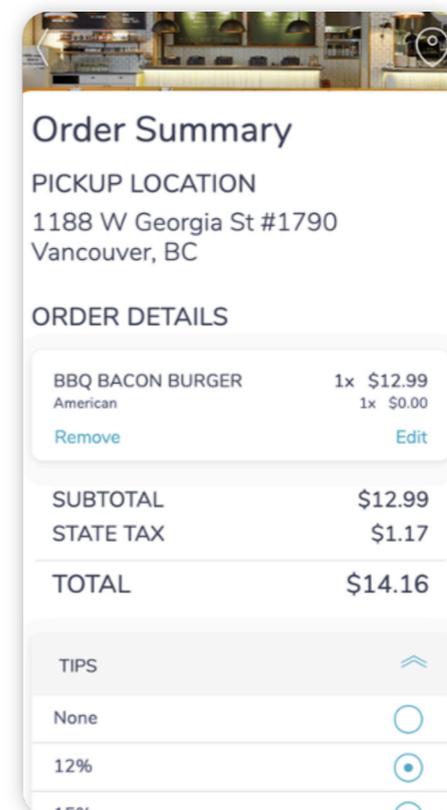
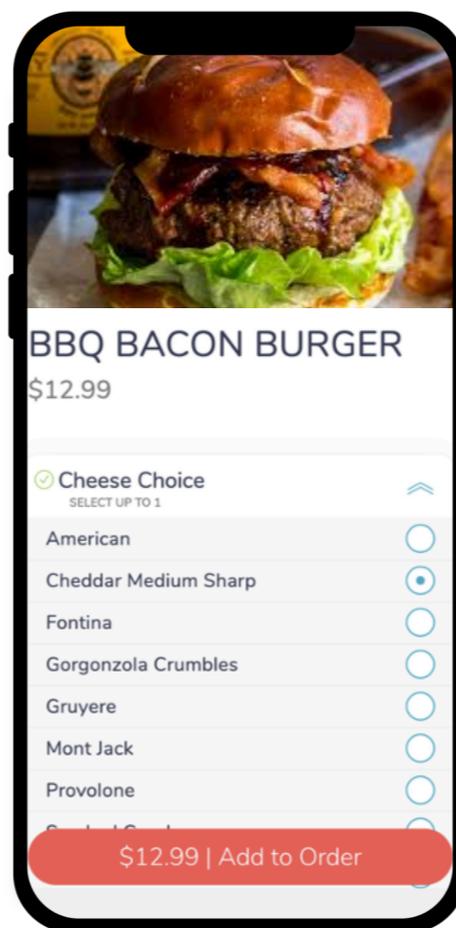
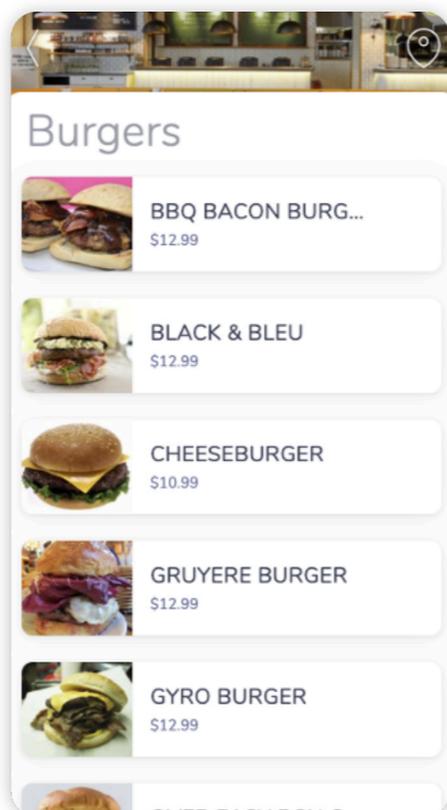
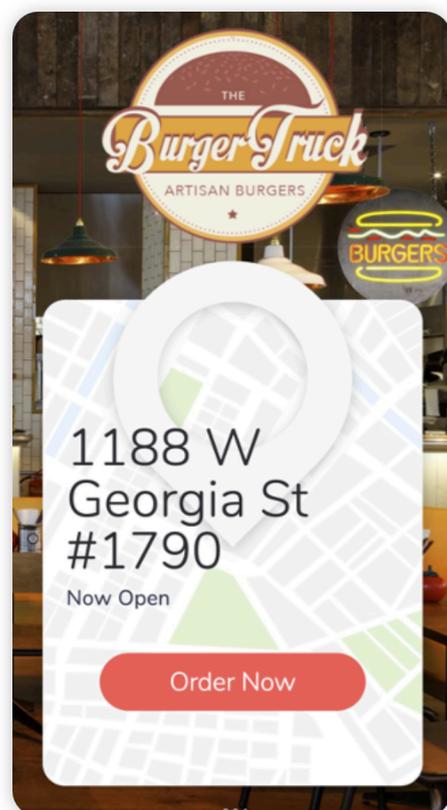
Users feel it is **Even More Important** to limit touching pinpads



OrderNow App Progressive Web App (2020)

# UX Design

Our B2B design system was too...*industrial* feeling



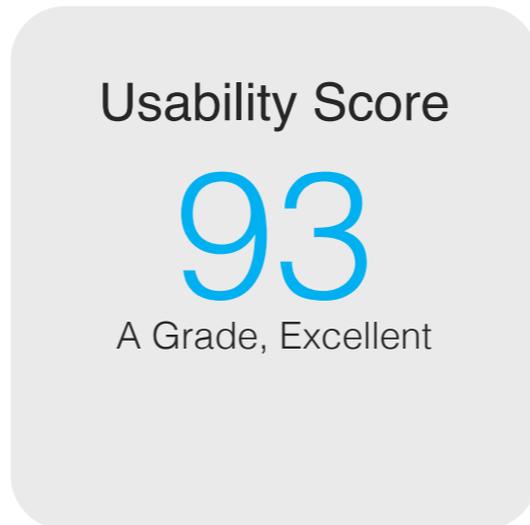
So we crafted new patterns that work as a white label default while remaining light and friendly.

MLP Minimum Lovable Product!

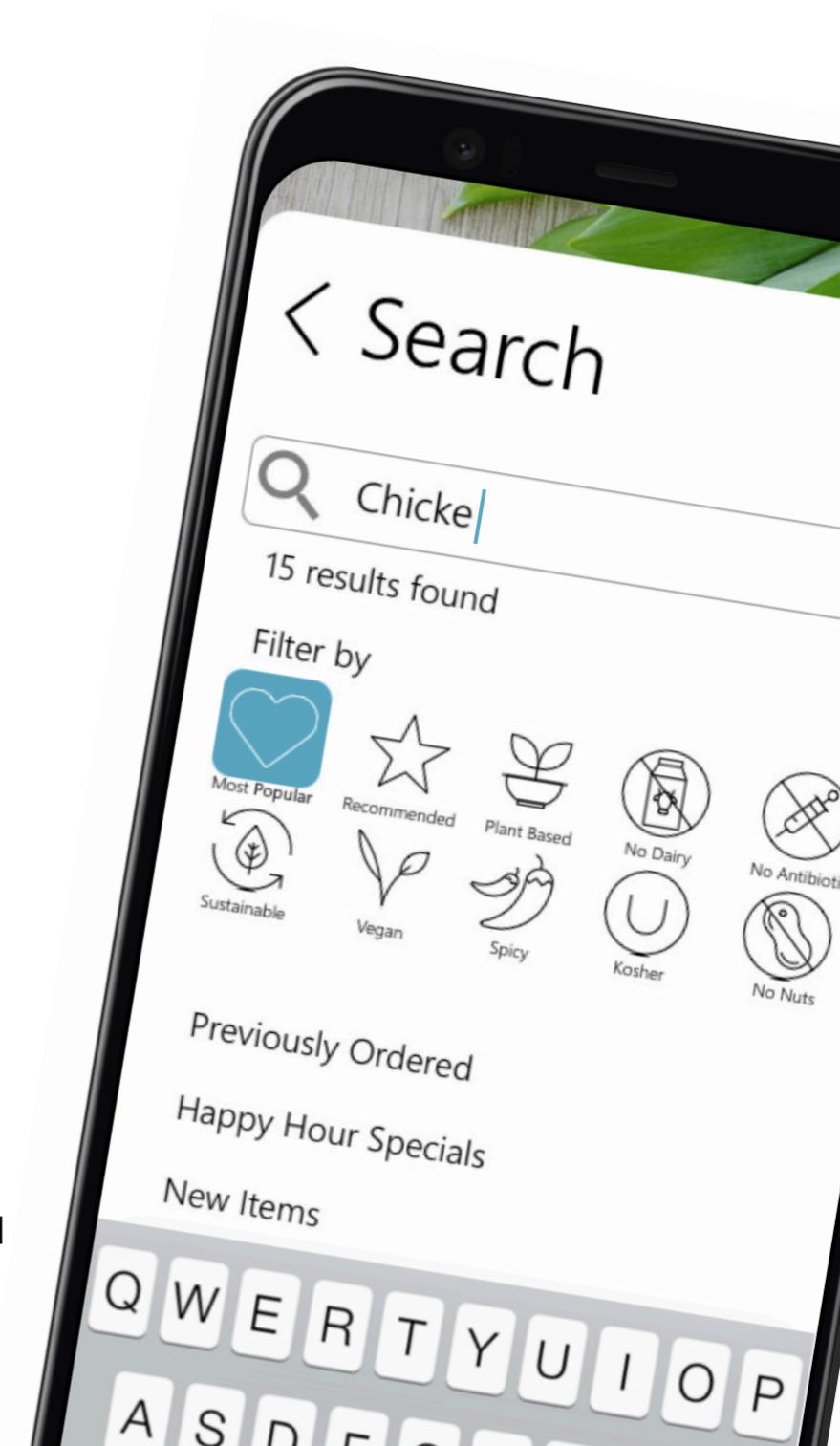
Team Success: ~~MVP~~ Achieved



Leaders for comparison: 62 Adobe, 66 Slack, 56 Novell



Leaders for comparison: 88 Google, 87 Amazon, 86 Microsoft



Marvel Annotated Mockups

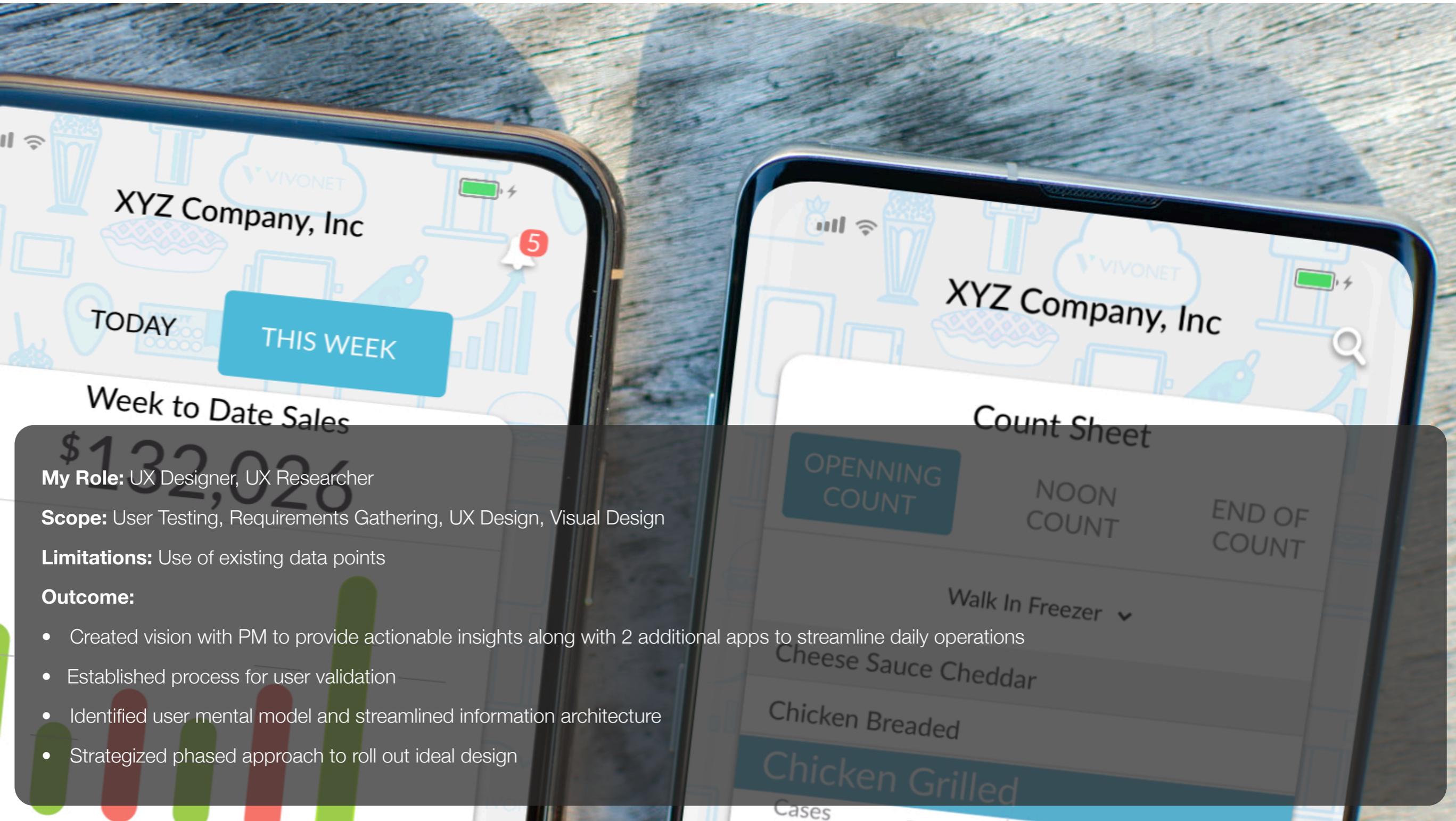
<https://marvelapp.com/prototype/b0g1855/screen/86955856>

Navigate with arrow keys

## 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. 1.0 Usability Study - Baseline

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



Net Promoter Score

43  
Good

0+ Good  
50+ Excellent  
70+ World class

Usability Score

65  
D Grade, Not Good

Ideal to be above 72  
to be "Acceptable"

## Ver. 2.1 Usability Study - Post Redesign

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



Net Promoter Score

50  
Excellent

0+ Good  
50+ Excellent  
70+ World class

Usability Score

84  
B Grade, Good

Ideal to be above 72  
to be "Acceptable"

## Ver. 2.1 Strategic Customer User Validation

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

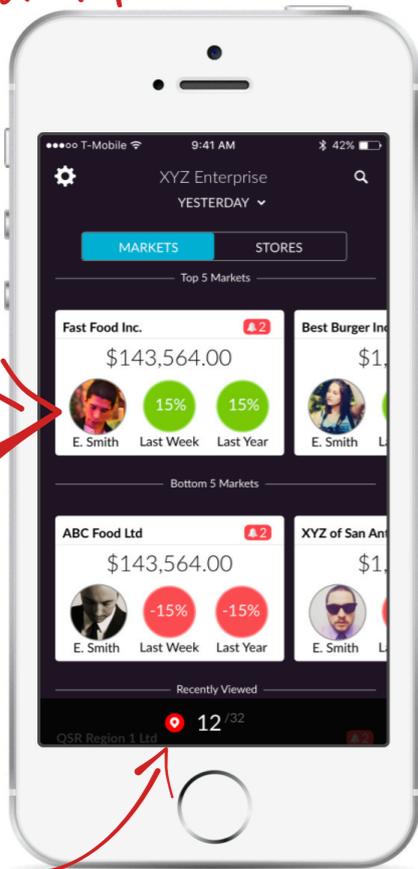


Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

# Test Plan - Ver. 2.1

I primarily tested for Usefulness & Intuitiveness

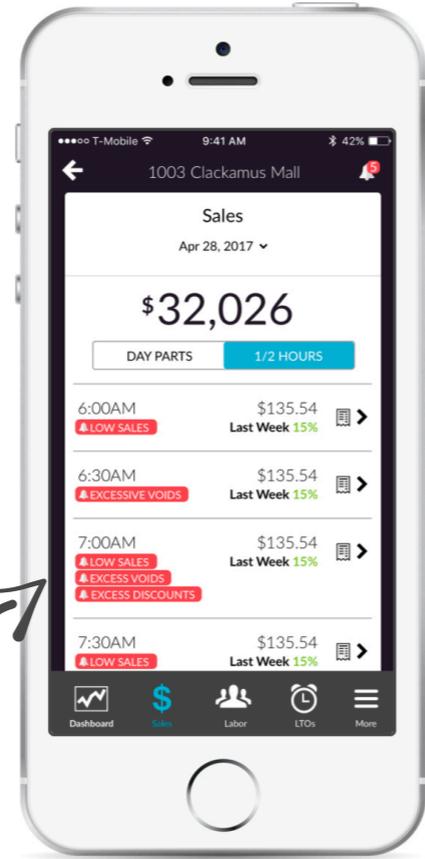
"there can be 2 managers per day"



New C-level Dashboard & Information Architecture

"what does it mean?"

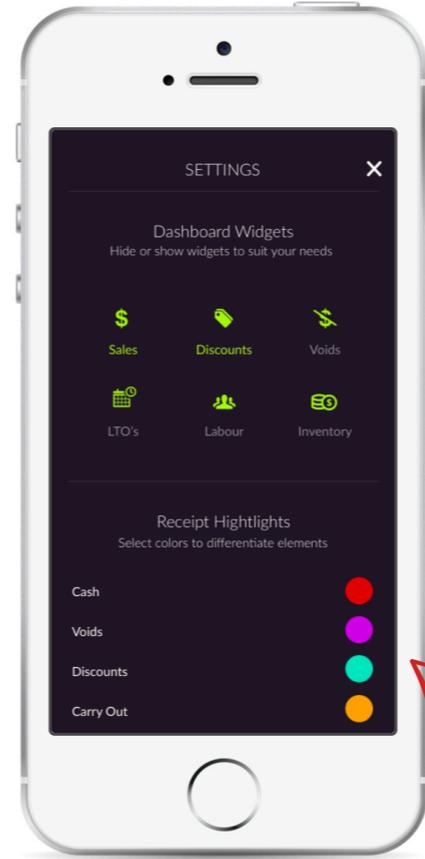
✓ "I like the time increments"



New Hourly Sales UI

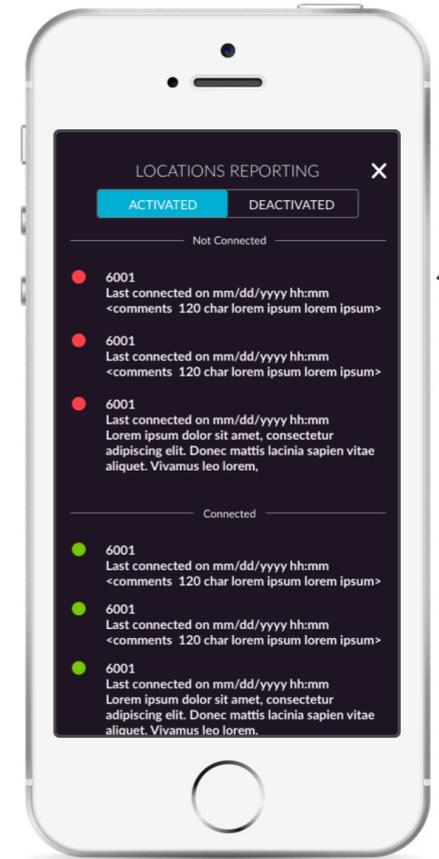
✓ "these are good to know"

✓ "helpful, so i can reset the hardware"



New Settings UI

"I won't change colors"



Locations Reporting

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

# Idea Testing

I tested concepts with target personas to see which resonated before further development



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

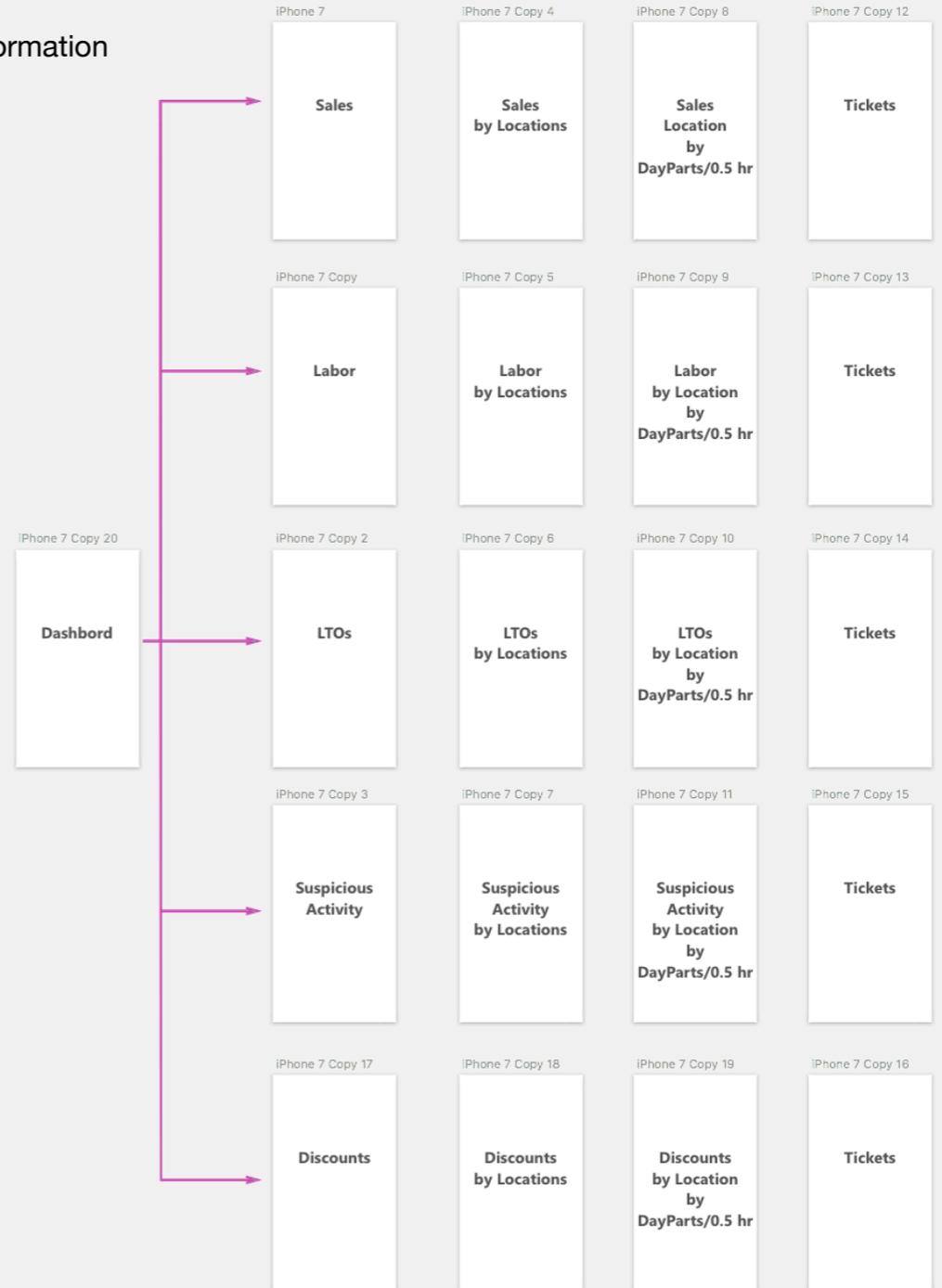
## Comparison Before

Tedious Drill-downs



## After

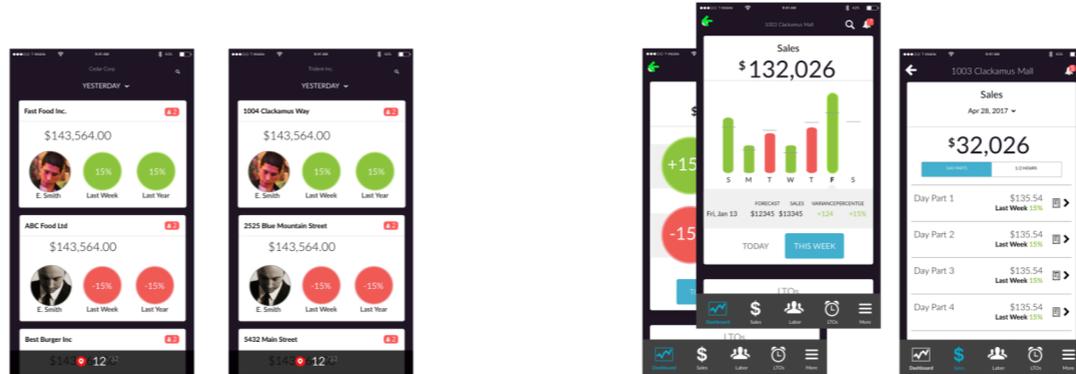
Optimized Information Architecture



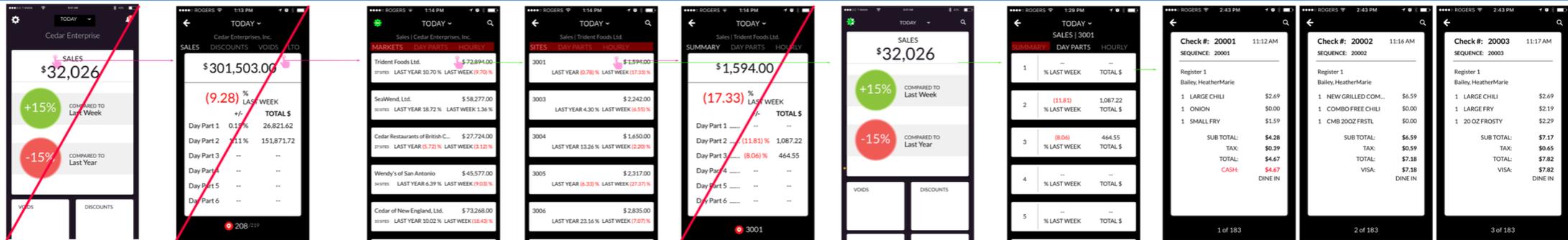
## Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

# Workflow Phasing Strategy

### 2 Phase 2 and onwards - Replacement Screens



### 1 Phase 1 for Existing Screens



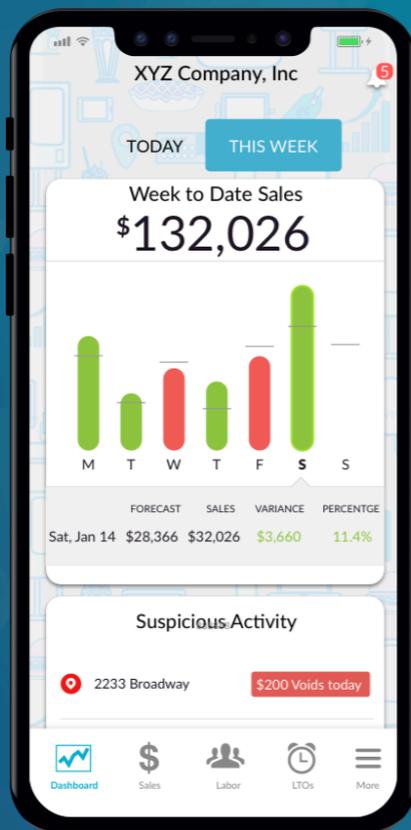
To preserve users' mental models, workflow and UI changes were carefully refined

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

# PM/UX Vision

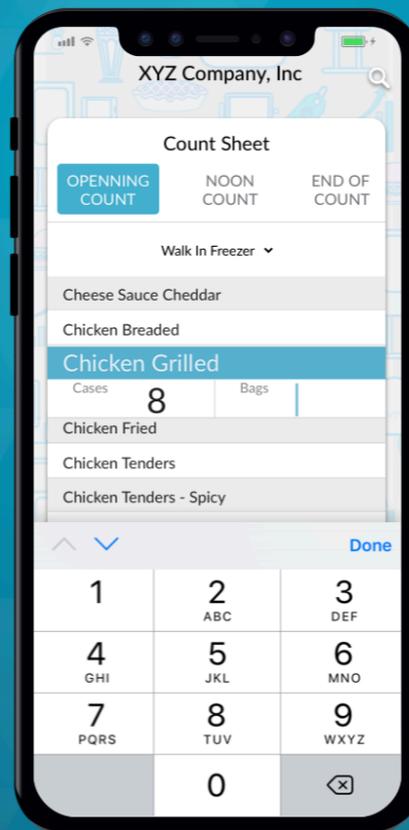
Based on Idea Testing findings, we determined that three separate apps best met users' additional needs

## The Vivonet Vision for Mobile



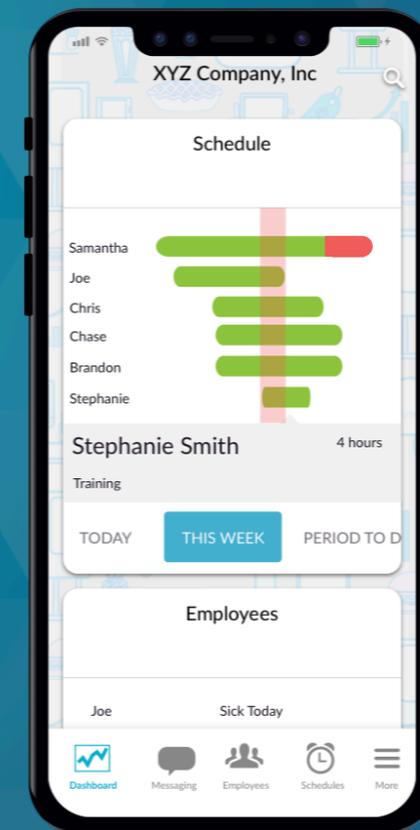
### Mobile Insights

Store Performance  
Suspicious Activity  
Misc. Sales  
Alerts



### Food App

Orders  
Inventory  
Prep Amounts  
Forecast Adjustments



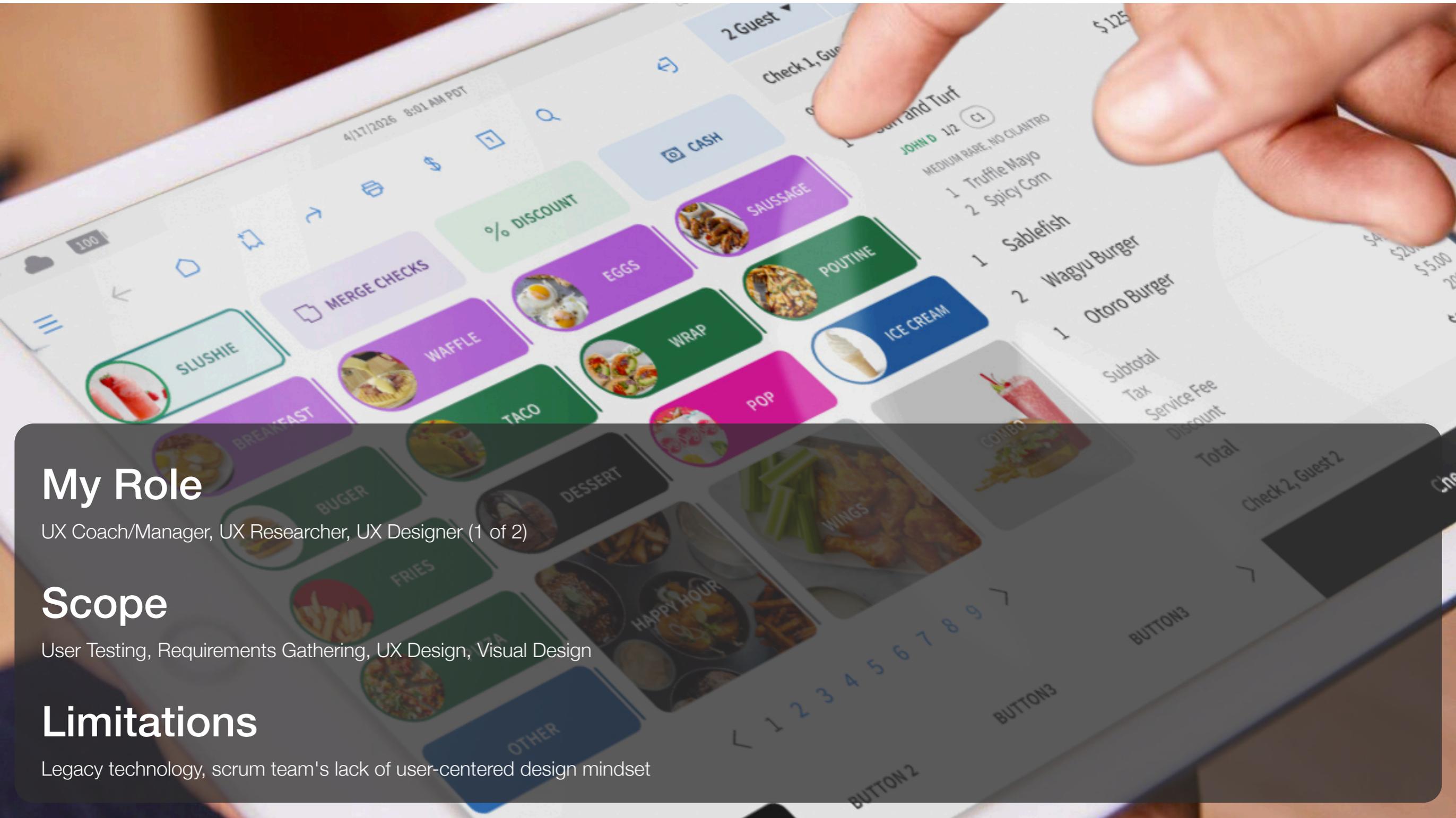
### Labor App

Scheduling  
Employee Management  
Messaging  
Forecast Adjustments

## Infor Point-of-Sale Delphi (2018)

# Overview

The Point-of-Sale application had been on the market for 10+ years without a user-centered process or mindset. The business's main focus was building the next up and coming solution but neglecting to uncover existing customer pain-points.



## My Role

UX Coach/Manager, UX Researcher, UX Designer (1 of 2)

## Scope

User Testing, Requirements Gathering, UX Design, Visual Design

## Limitations

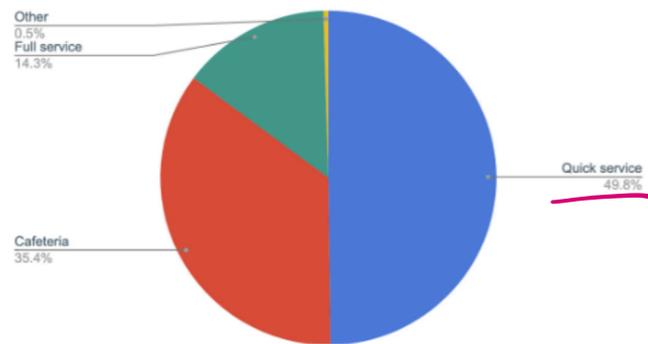
Legacy technology, scrum team's lack of user-centered design mindset

# User Research & Customer Data

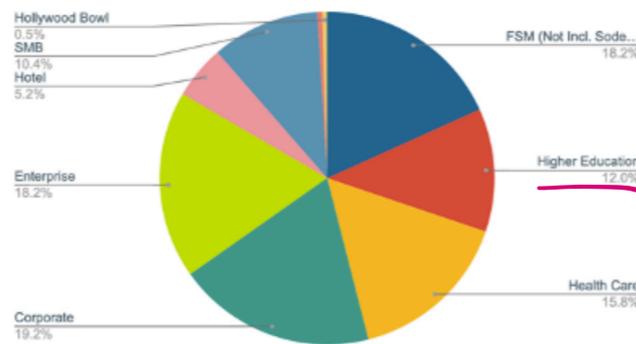
## Who should we focus on?

I teamed up with Solution Consultant Managers to define existing customer segments

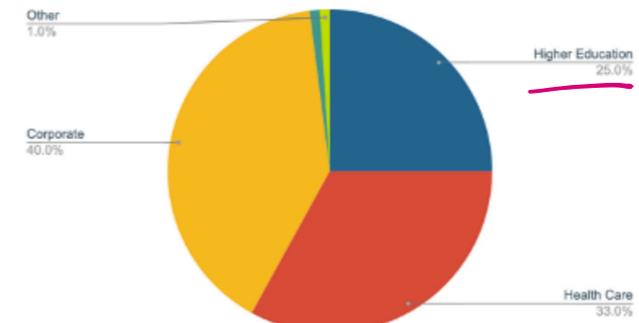
Customer Types



Overall Verticals



Sodexo Verticals



## What is our baseline?

I guided onsite user research with PM, BA and Designer

Net Promoter Score

-14

Detractor

0+ Good  
50+ Excellent  
70+ World class

Usability Score

65

D Grade, Marginal

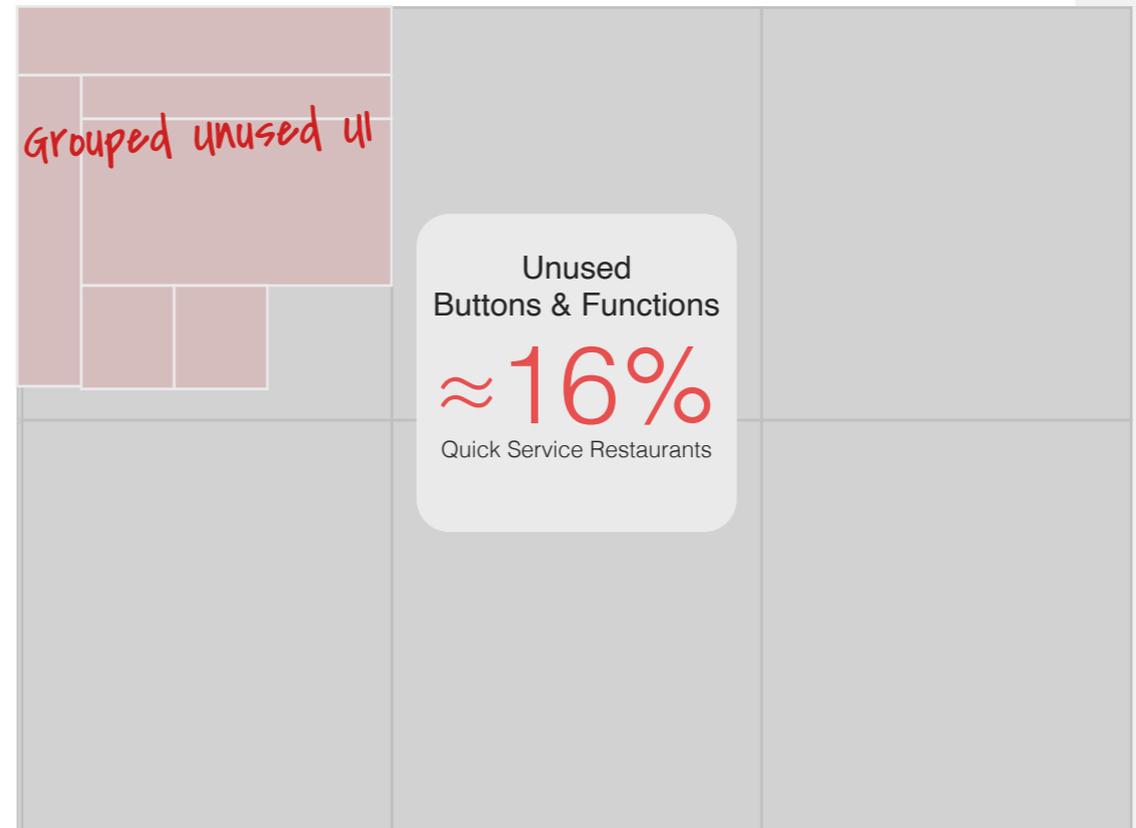
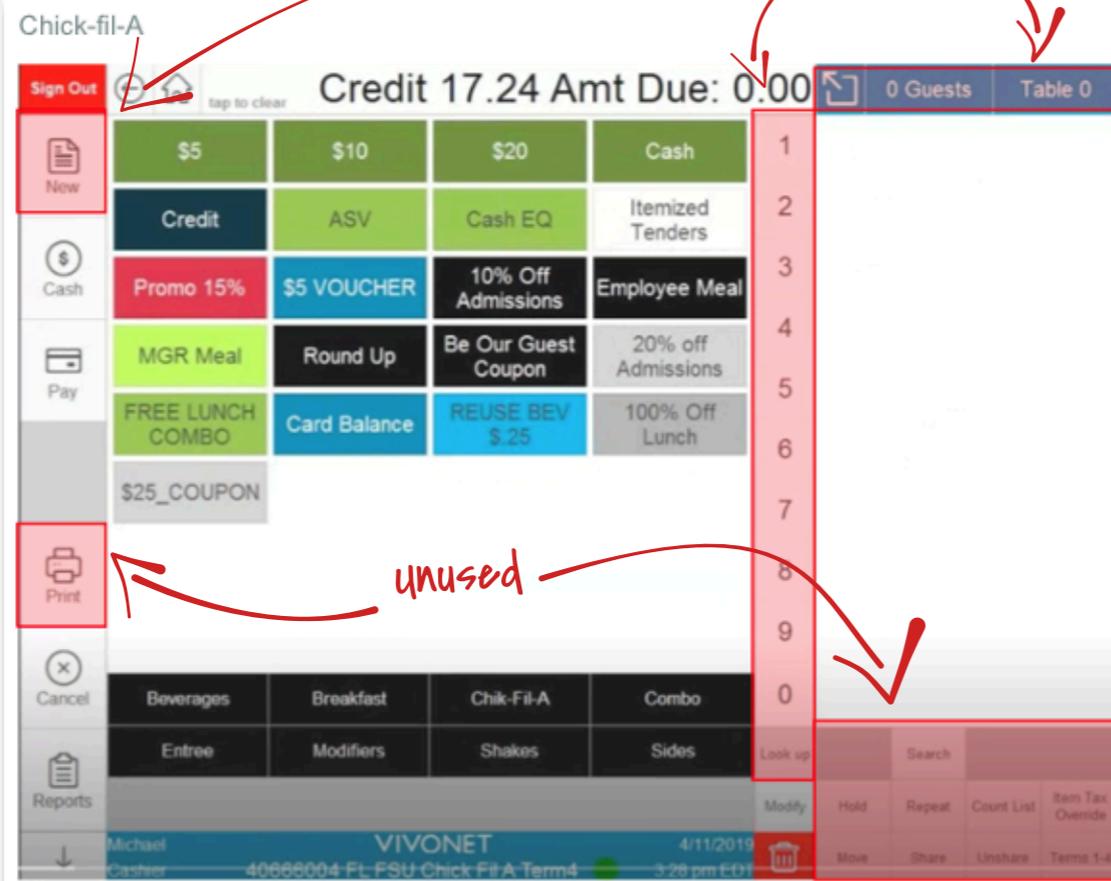
Ideal to be above 72  
to be "Acceptable"

# User Research Findings

We watched 219 transactions through remote sessions at Florida State U

## Pain-points

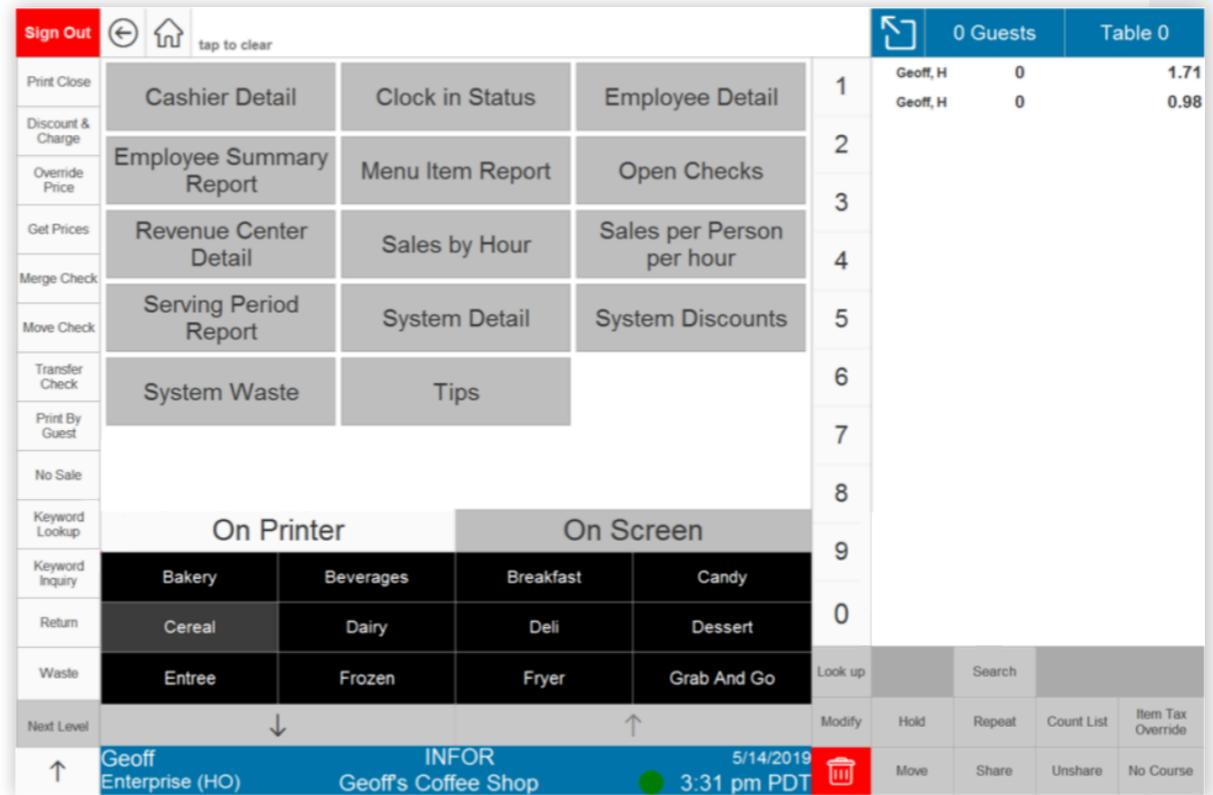
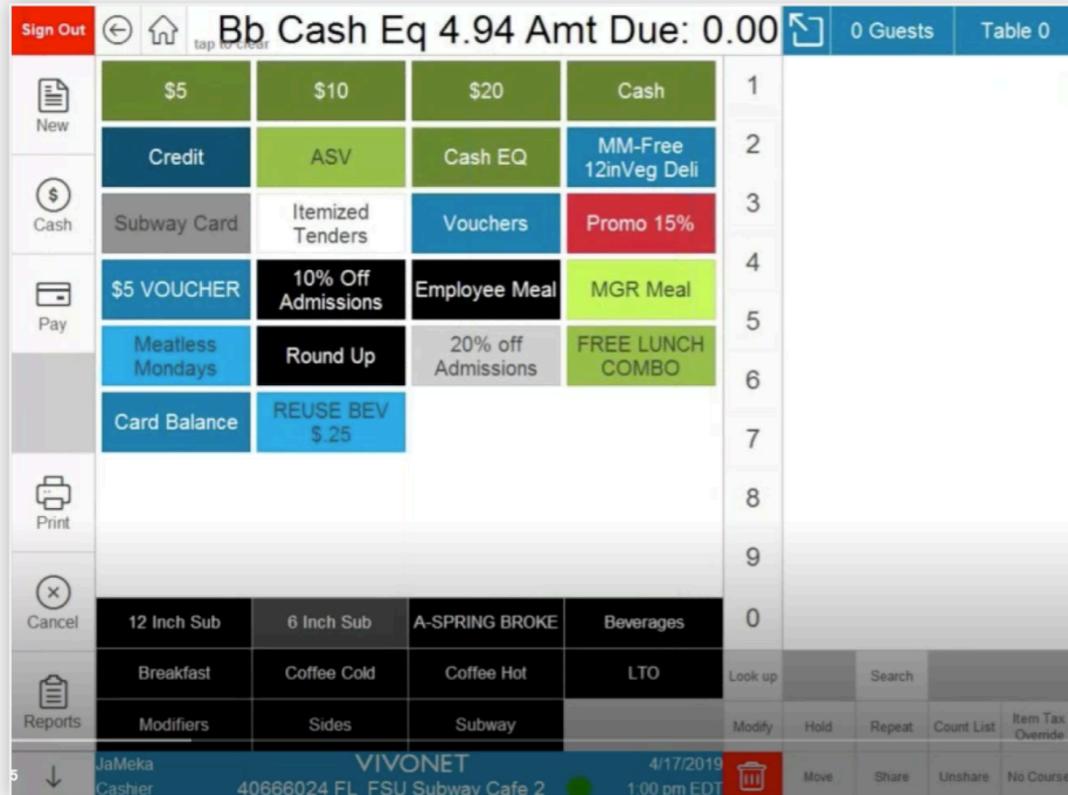
- Error Prone Typing
- Low Button Discoverability
- Workflows mismatching mental models



# UI Prior to Research

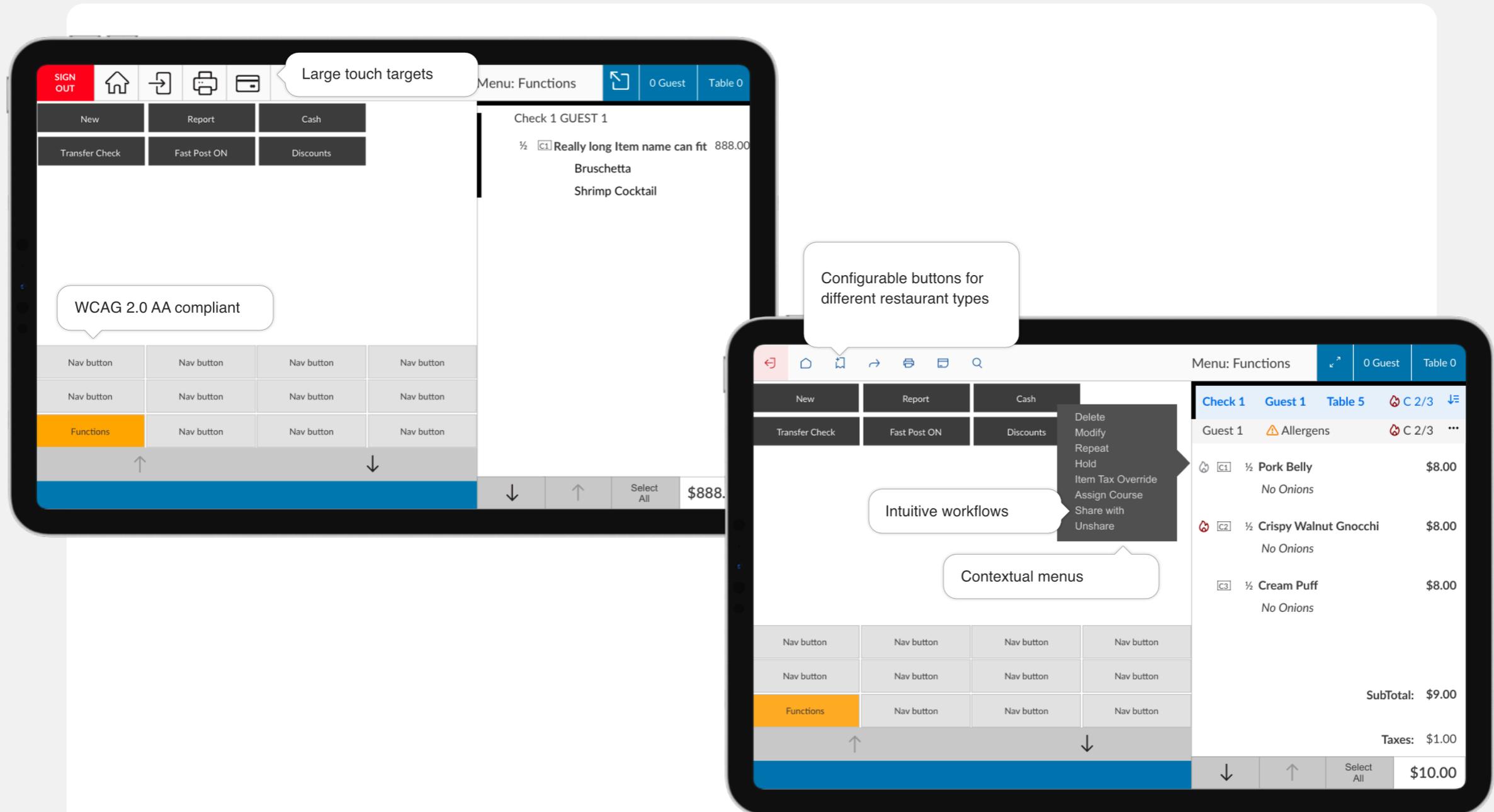


-Outdated  
-Busy  
-unintuitive



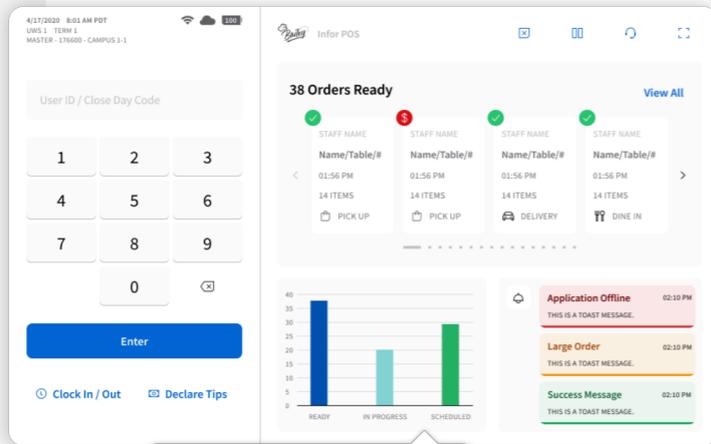
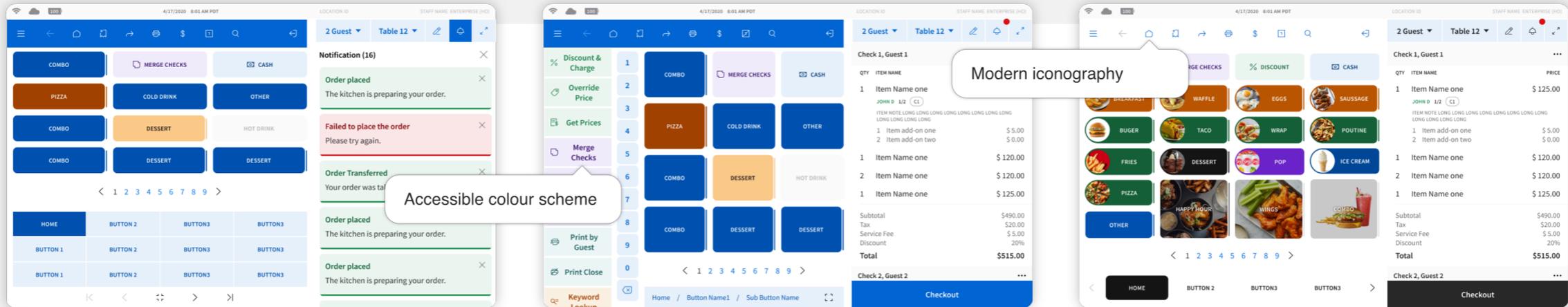
Infor Point-of-Sale Delphi (2018)

# Phase 1 - Usability Enhancements

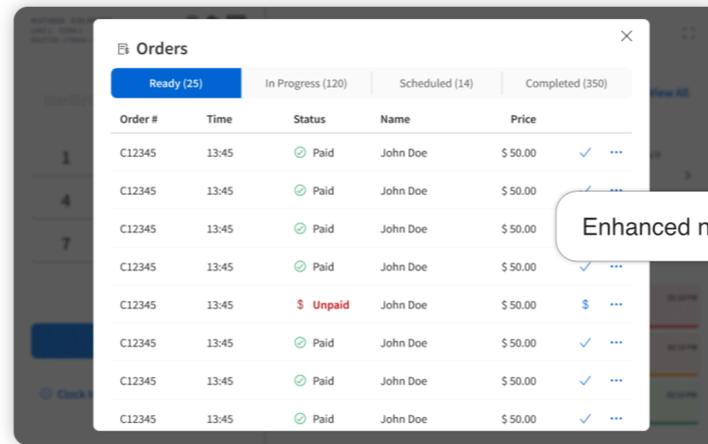


Infor Point-of-Sale Delphi (2018)

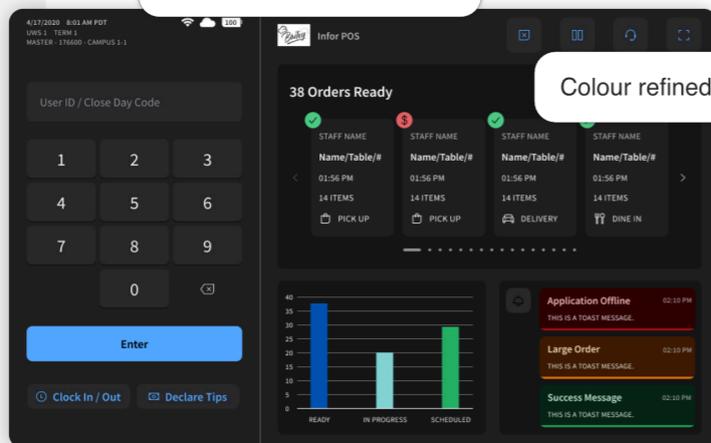
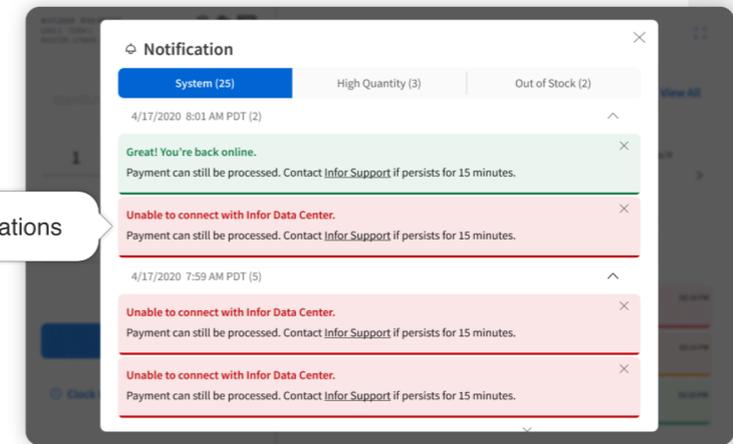
# Phase 2 - UI Redesign



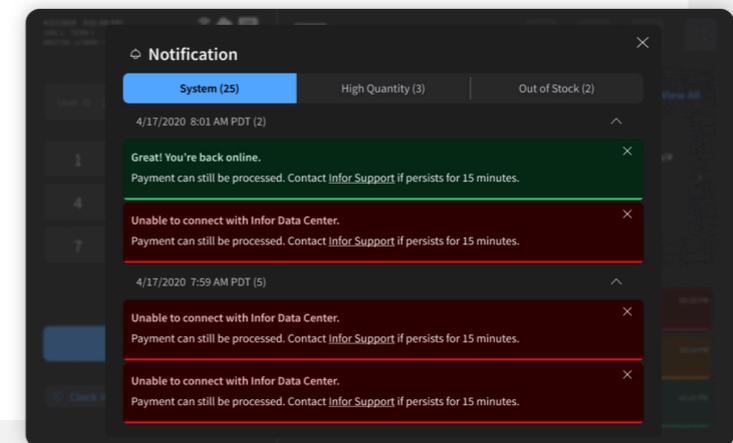
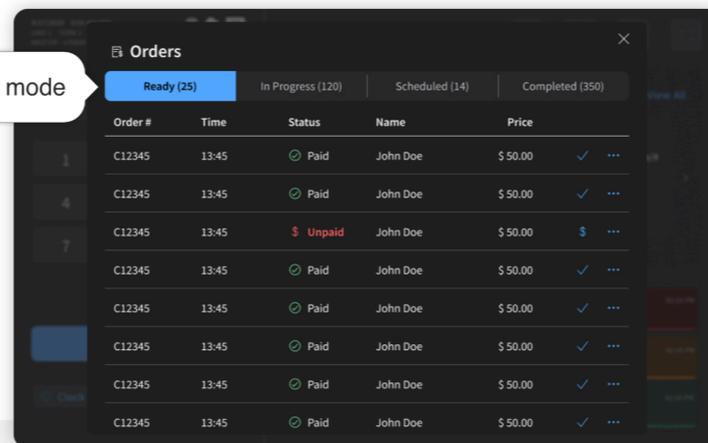
Role focused dashboard



Enhanced notifications



Colour refined Dark mode



Infor Point-of-Sale Delphi (2018)

# Outcome

\$1.5M

Deal

Mobile-Friendly Design

First major tablet deal closed

replacing **ORACLE** software

*and 1,084 units of hardware!*

Customers and Implementation Team are choosing the new design configurations for new installs

500+

Installs

Contextual Menus

100+

Installs

Hidden Function Buttons

70+

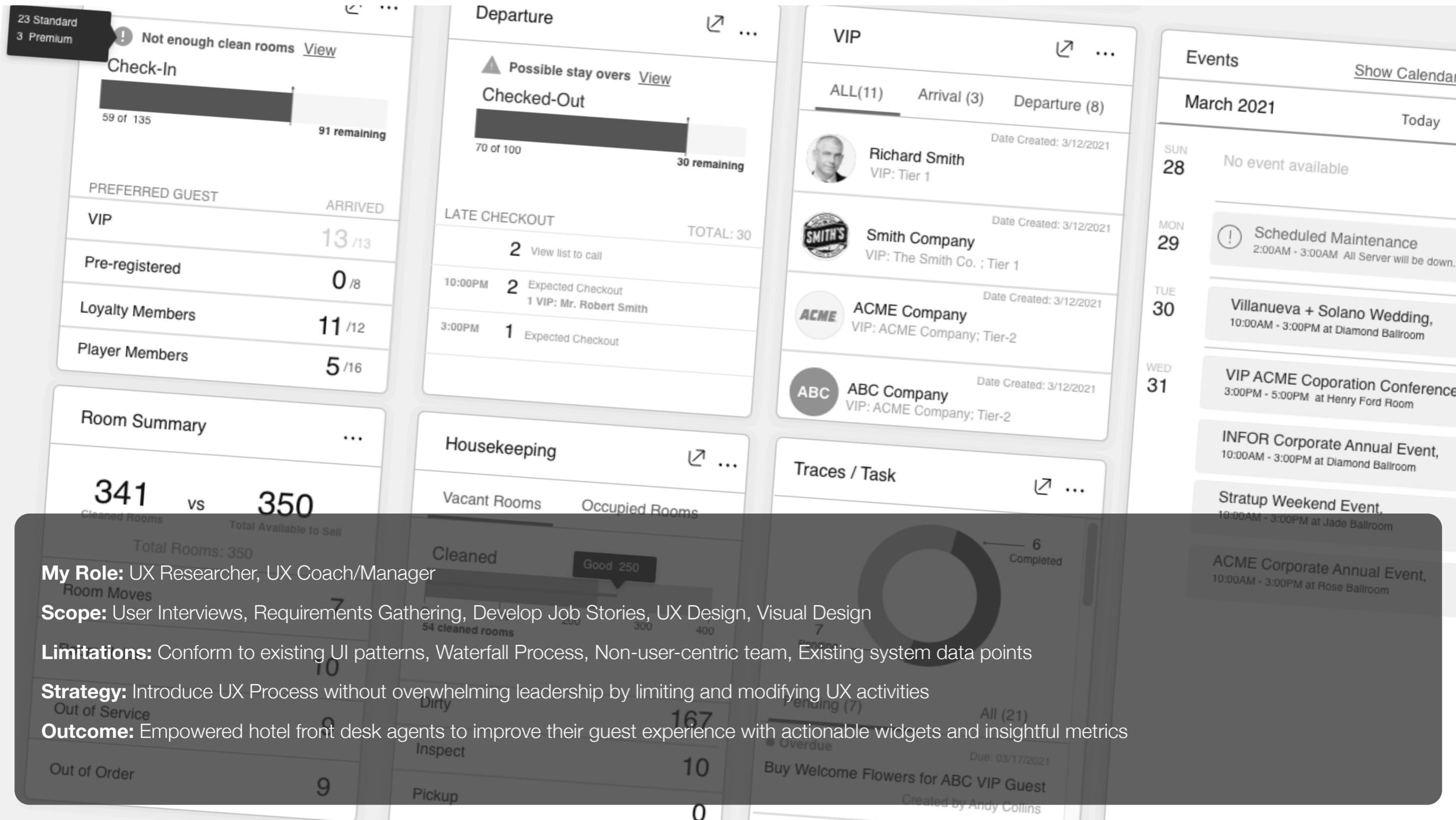
Installs

Hidden Number Buttons

## 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.



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

**Scope:** User Interviews, Requirements Gathering, Develop Job Stories, UX Design, Visual Design

**Limitations:** Conform to existing UI patterns, Waterfall Process, Non-user-centric team, Existing system data points

**Strategy:** Introduce UX Process without overwhelming leadership by limiting and modifying UX activities

**Outcome:** Empowered hotel front desk agents to improve their guest experience with actionable widgets and insightful metrics

Front Desk Dashboard Ext.js (2021)

# Job Stories

We introduced a bite-sized process to a team with low UX maturity

### 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>	<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> <p><b>NOT FOR PHASE 1</b></p>
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.	<p>Default: Informational</p>

Front Desk Dashboard Ext.js (2021)

# UX Design & Outcome

Net Promoter Score

## 33

Good

0+ Good  
50+ Excellent  
70+ World class

Usability Score

## 78

A Grade, Excellent

Front Desk Dashboard
Search Reservation or Guest Confirmation #, Name

Day in a glance

**March 17, 2021** Tuesday 9:25 AM

Expected Total  
 126 Adults  
 9 Children  
 13 VIP

**100** Departure

**175** /350 Occupancy

**23** °C **Mostly cloudy**

Expect partly sunny skies. The high will be 23

FEEL LIKE: 23 WIND: 13 km/h VISIBILITY: 15 km

[View 7 days](#)

**Arrival**

! Not enough clean rooms [View](#)

**Check-In**

59 of 135

91 remaining

PREFERRED GUEST	ARRIVED
VIP	13 /13
Pre-registered	0 /8
Loyalty Members	11 /12
Player Members	5 /16

**Departure**

! Possible stay overs [View](#)

**Checked-Out**

70 of 100

30 remaining

LATE CHECKOUT	TOTAL: 30
2	View list to call
10:00PM 2	Expected Checkout 1 VIP: Mr. Robert Smith
3:00PM 1	Expected Checkout

**VIP**

ALL(11) Arrival (3) Departure (8)

Date Created: 3/12/2021

**Richard Smith**

VIP: Tier 1

Date Created: 3/12/2021

**Smith Company**

VIP: The Smith Co. ; Tier 1

Date Created: 3/12/2021

**ACME Company**

VIP: ACME Company; Tier-2

Date Created: 3/12/2021

**ABC Company**

VIP: ACME Company; Tier-2

**Events** [Show Calendar](#)

March 2021 Today < >

SUN 28 No event available

MON 29 ! **Scheduled Maintenance**  
2:00AM - 3:00AM All Server will be down.

TUE 30 Villanueva + Solano Wedding,  
10:00AM - 3:00PM at Diamond Ballroom

WED 31 VIP ACME Coporation Conference  
3:00PM - 5:00PM at Henry Ford Room

INFOR Corporate Annual Event,  
10:00AM - 3:00PM at Diamond Ballroom

Stratup Weekend Event,  
10:00AM - 3:00PM at Jade Ballroom

ACME Corporate Annual Event,  
10:00AM - 3:00PM at Rose Ballroom

**Room Summary**

**341**

Cleaned Rooms

vs

**350**

Total Available to Sell

Total Rooms: 350

Room Moves	7
Room Holds	10
Out of Service	9
Out of Order	9

**Housekeeping**

Vacant Rooms

Occupied Rooms

**Cleaned**

54 cleaned rooms

**Good 250**

Dirty	167
Inspect	10
Pickup	0

**Traces / Task**

Pending (7) All (21)

• **Overdue** Due: 03/17/2021

Buy Welcome Flowers for ABC VIP Guest  
Created by Andy Collins

# More Case Studies



## GenAI UX Strategy

Product Suite Phased Design

Case study available through a virtual meeting



## UX Vision Buy-in with Executives

A Visual Story

Case study available through a virtual meeting



## Design Ops - Advancing UX Maturity with limited resource and funding

Work Breakdown Structure

Case study available through a virtual meeting



## Lets setup a call and chat further!

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