

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

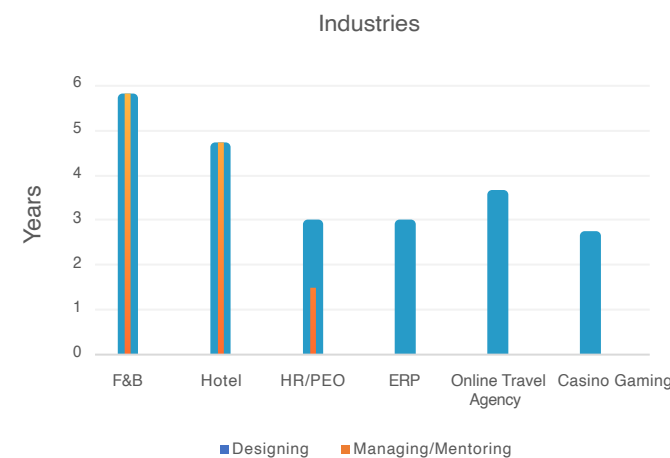
Mentoring Designers

89
Promoter

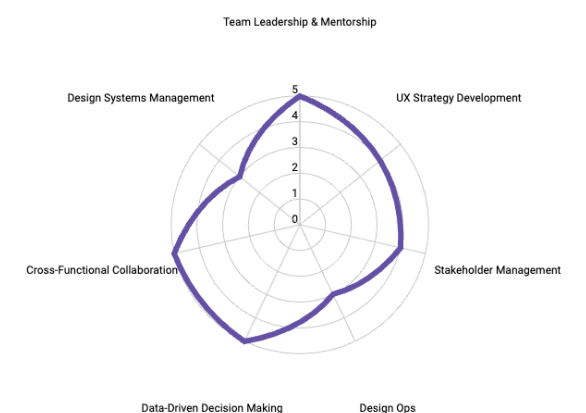
Leadership NPS Score 

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



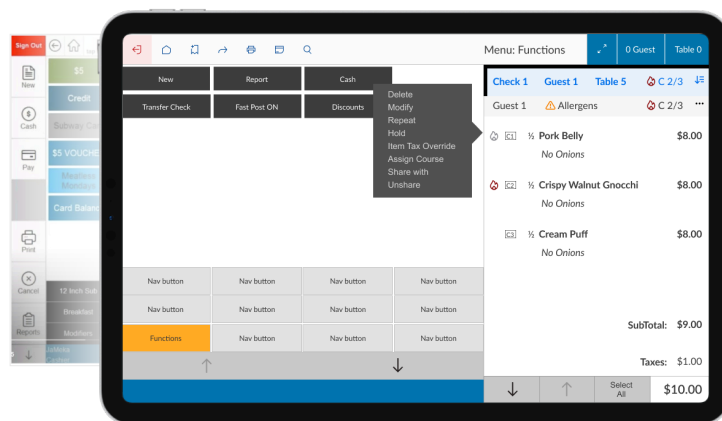
Mentored designers to increase UX visibility, influencing roadmaps in rigid environments.

Data Driven Innovation



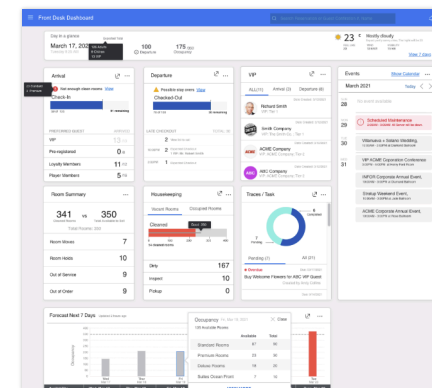
Conducted iterative user research and analytics to inform product direction.

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.

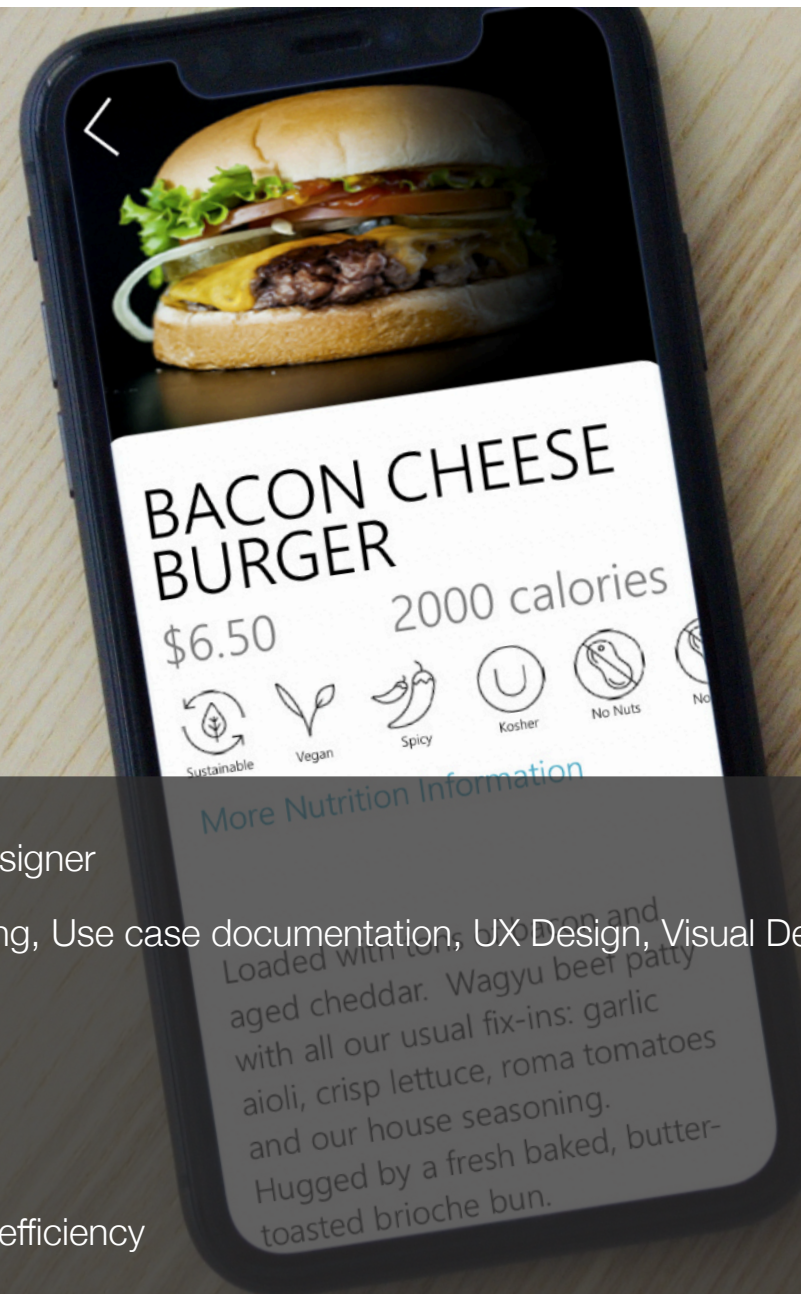
My Role: Innovation Evangelizer, PM, BA, UX Researcher, UX Designer

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

Limitations: Two 60 day hackathons

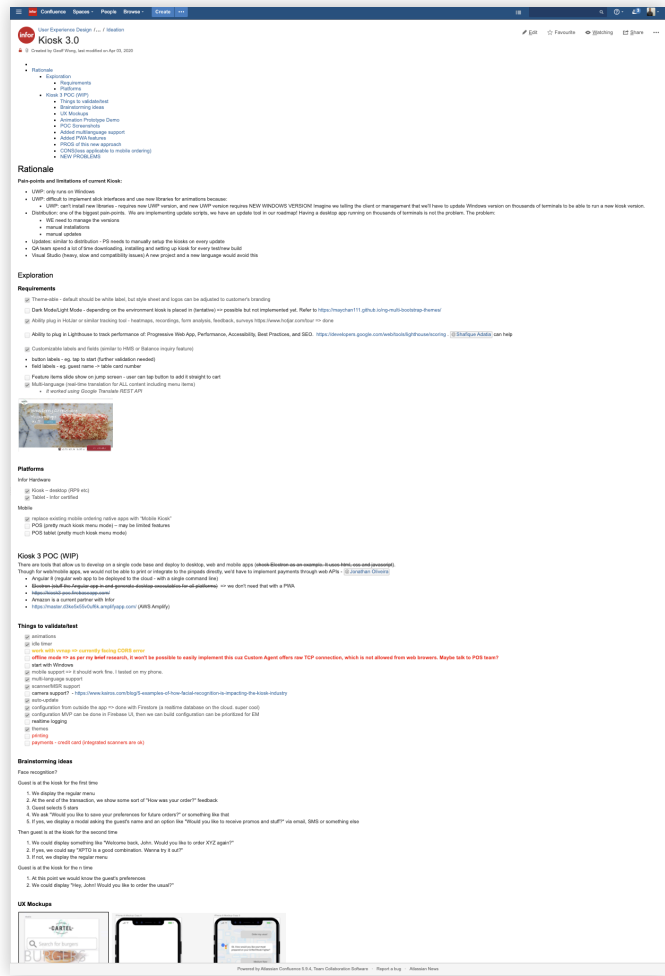
Outcome:

- 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.



Product Manager

OrderNow App Progressive Web App (2020)

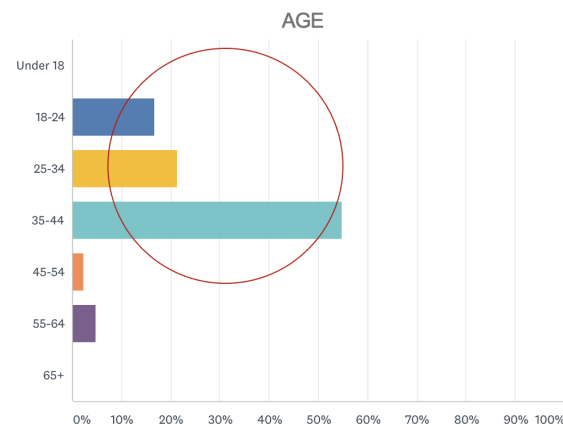
Market & User Research

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](#)



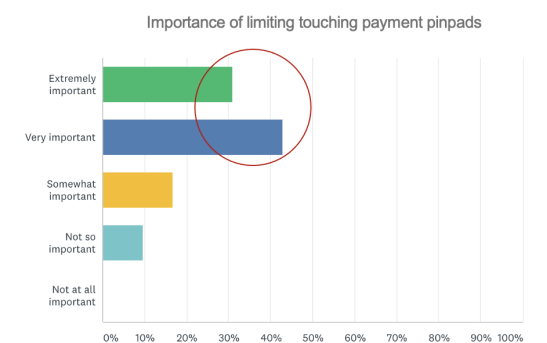
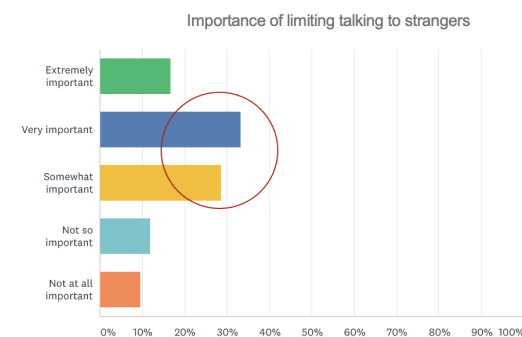
Tolerances during COVID-19 Pandemic

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

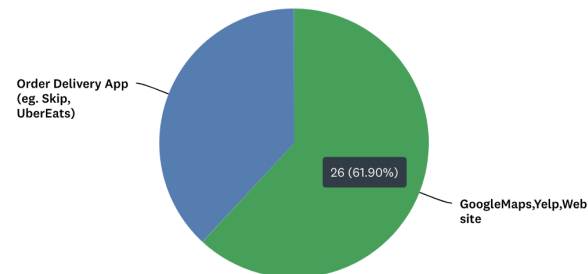


Food Delivery Apps don't have majority of market share

Usage of

GoogleMaps, Restaurant Websites and Yelp

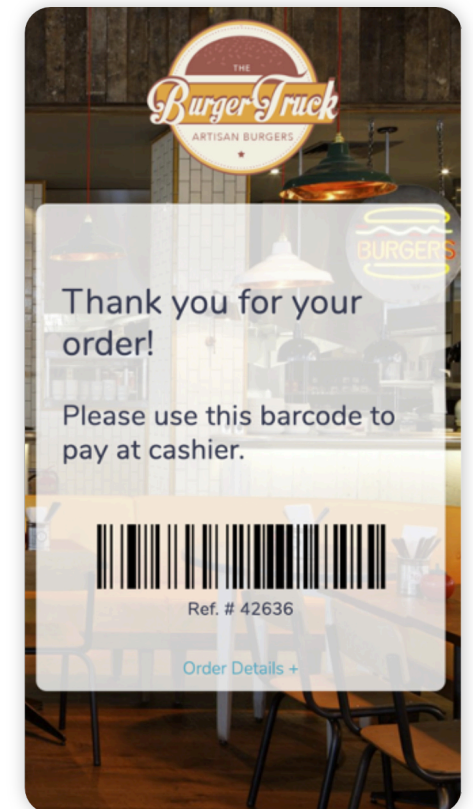
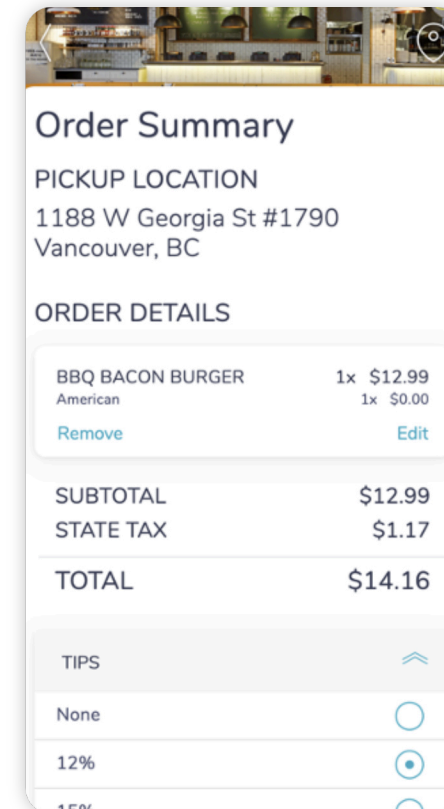
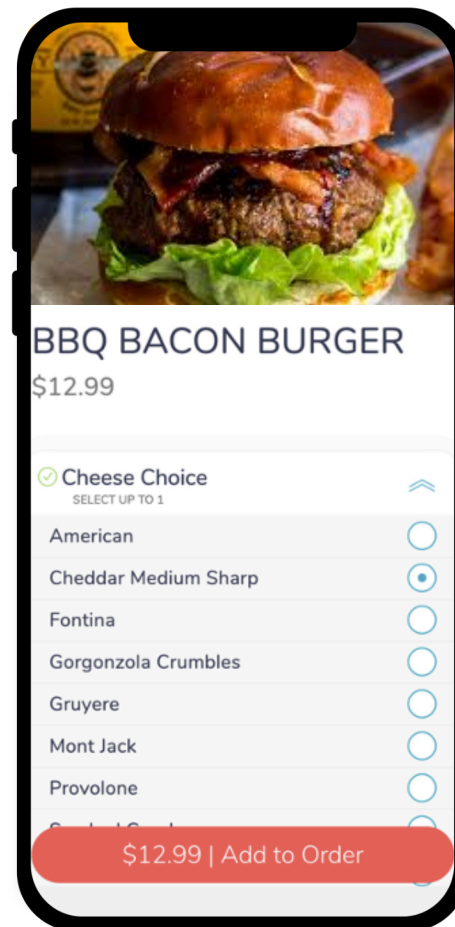
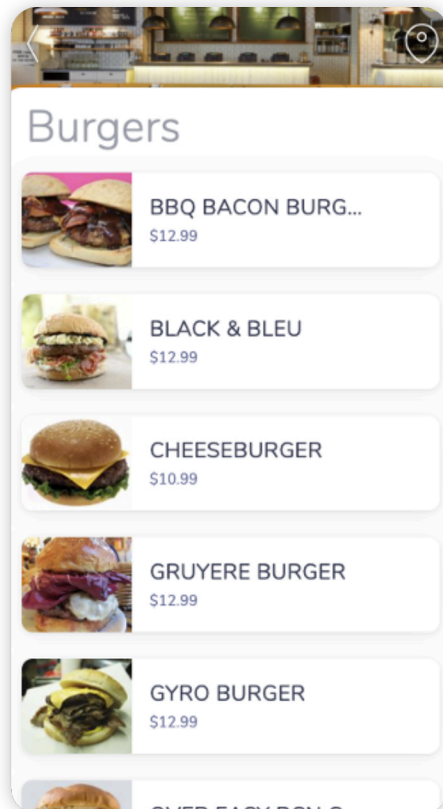
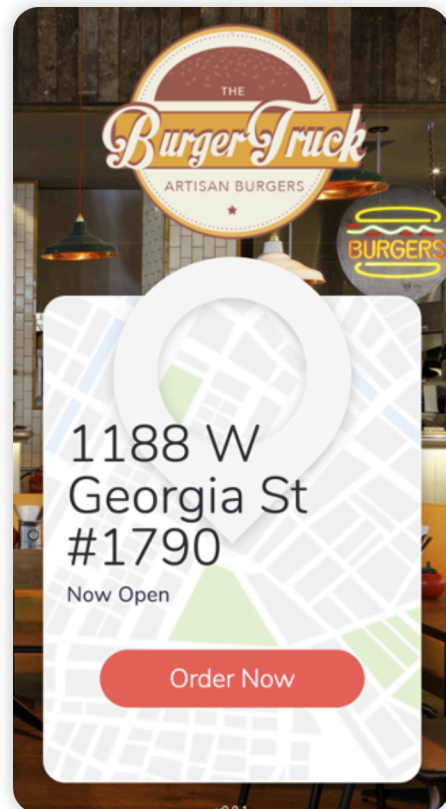
exceed Food Delivery Apps by 62%



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.

Team Success: ~~MVP~~ Achieved

MLP Minimum Lovable Product!

Net Promoter Score

40

Good

0+ Good
50+ Excellent
70+ World class

Leaders for comparison:

62
Adobe

66
Salesforce

56
Novell

Usability Score

93

A Grade, Excellent

Leaders for comparison:

88
Google

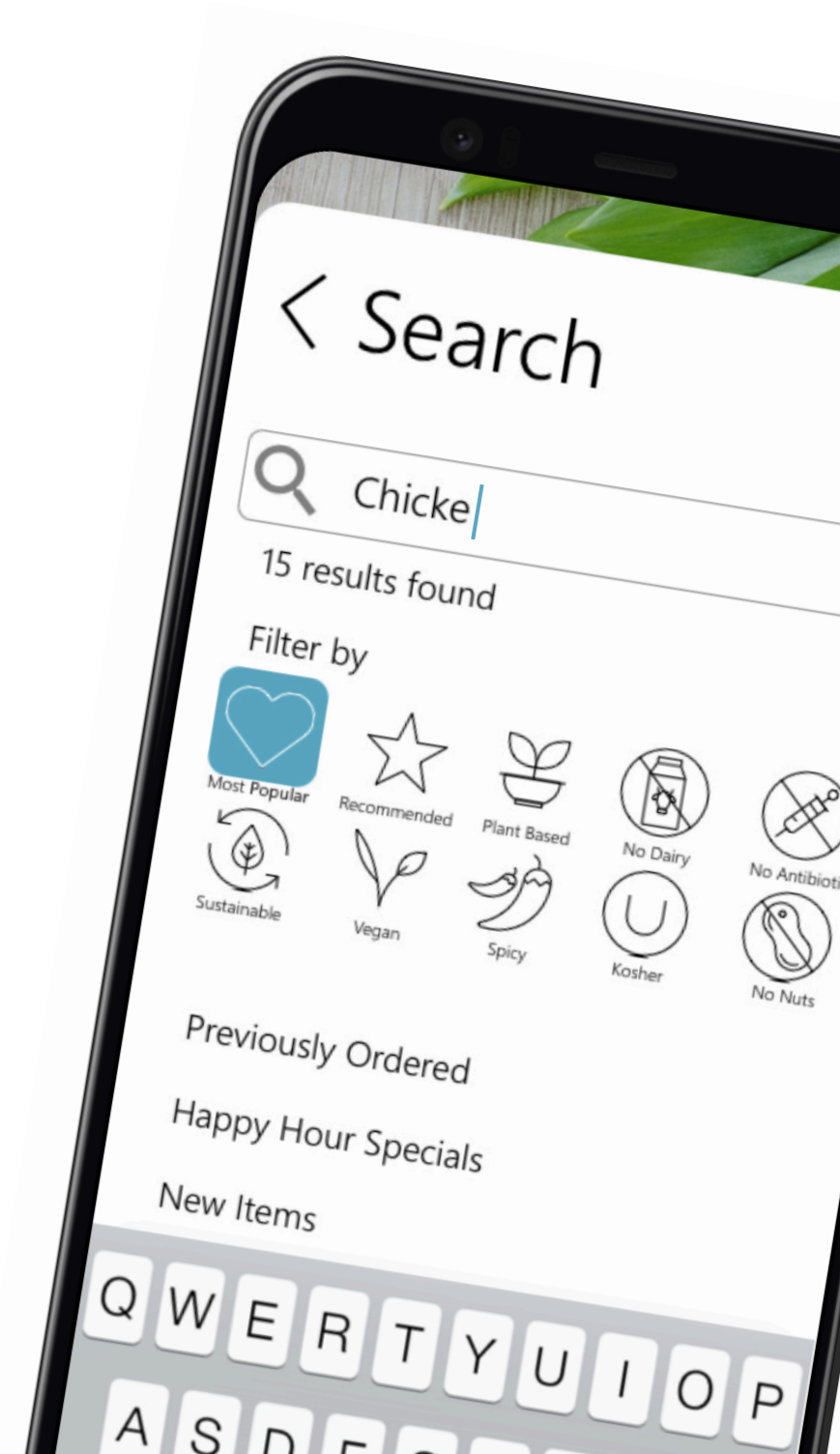
87
Slack

86
Mail

Marvel Annotated Mockups

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

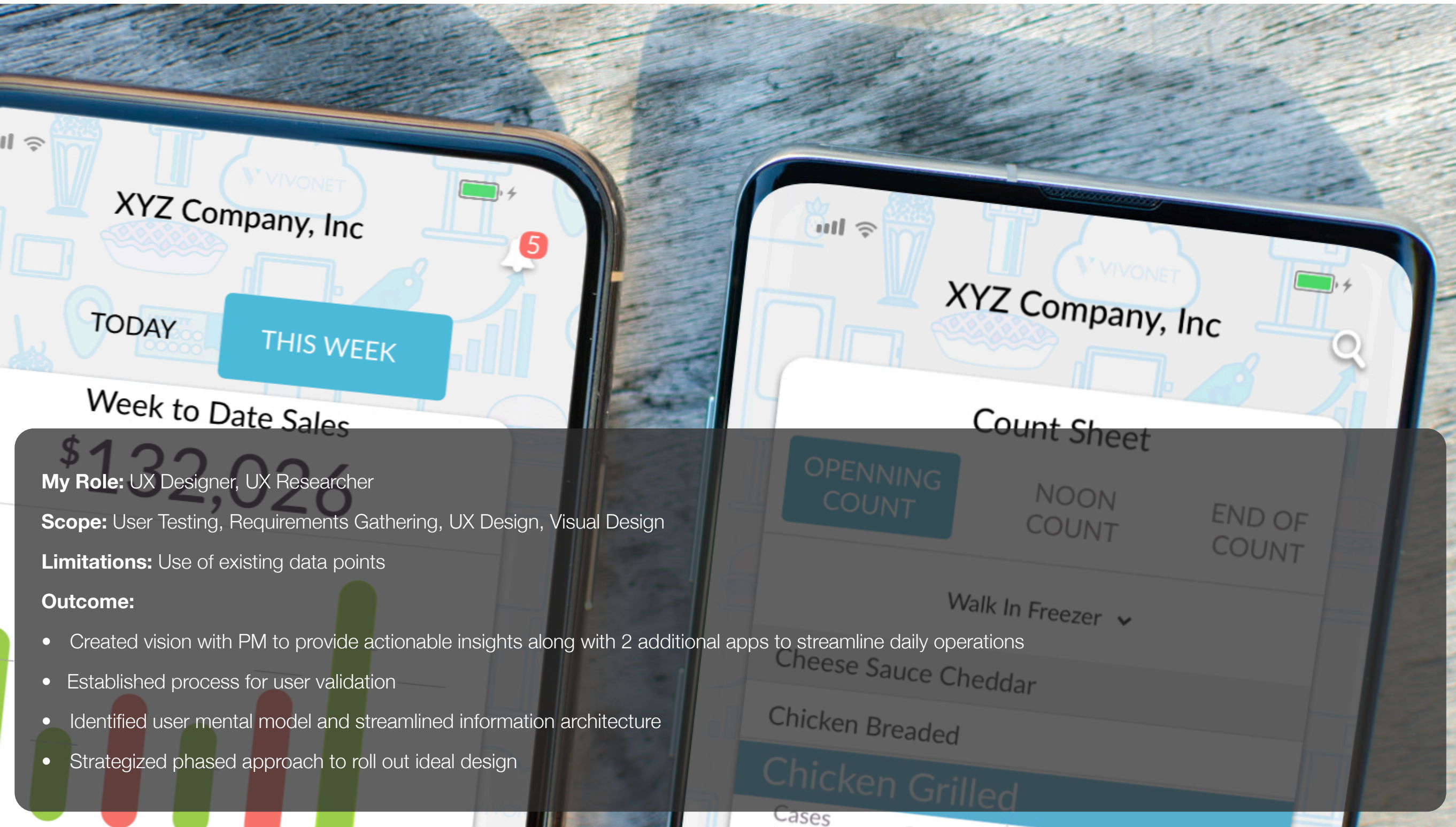
Navigate with arrow keys



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)

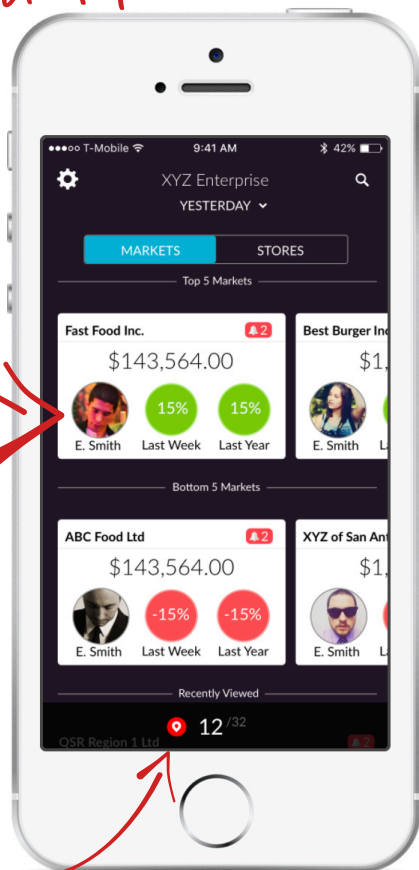


Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

Test Plan - Ver. 2.1

I primarily tested for Usefulness & Intuitiveness

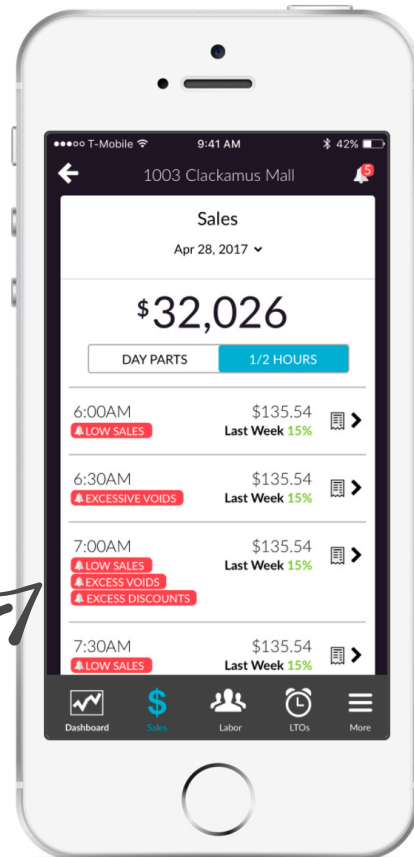
"there can be 2 managers per day"



New C-level Dashboard & Information Architecture

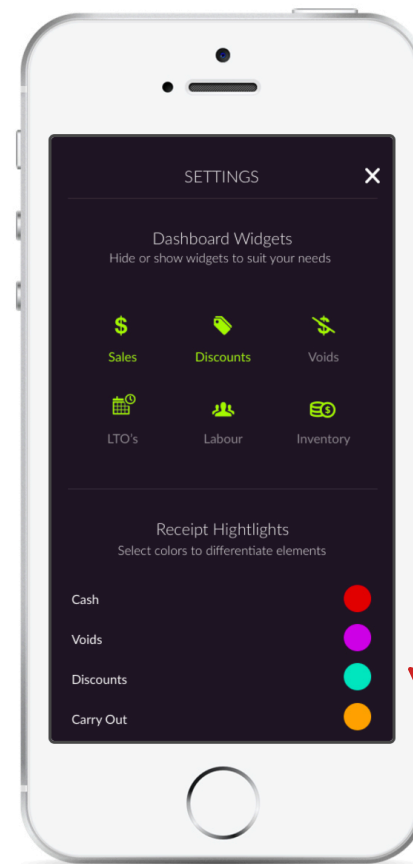
"what does it mean?"

✓ "I like the time increments"



New Hourly Sales UI

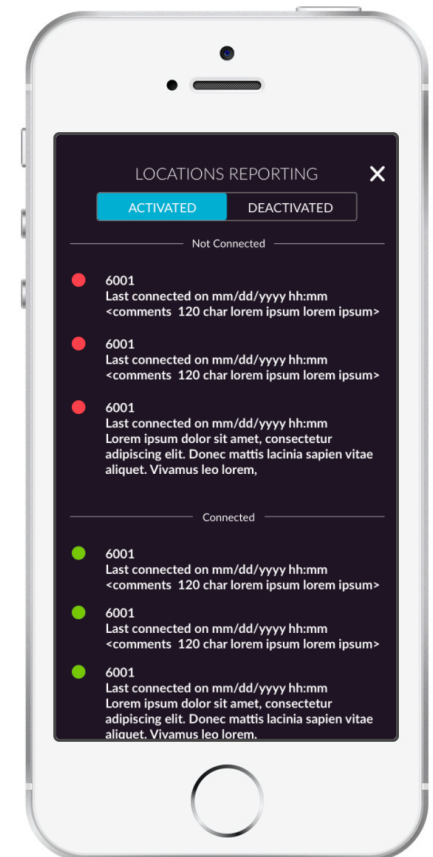
✓ "these are good to know"



New Settings UI

"I won't change colors"

✓ "helpful, so i can reset the hardware"



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

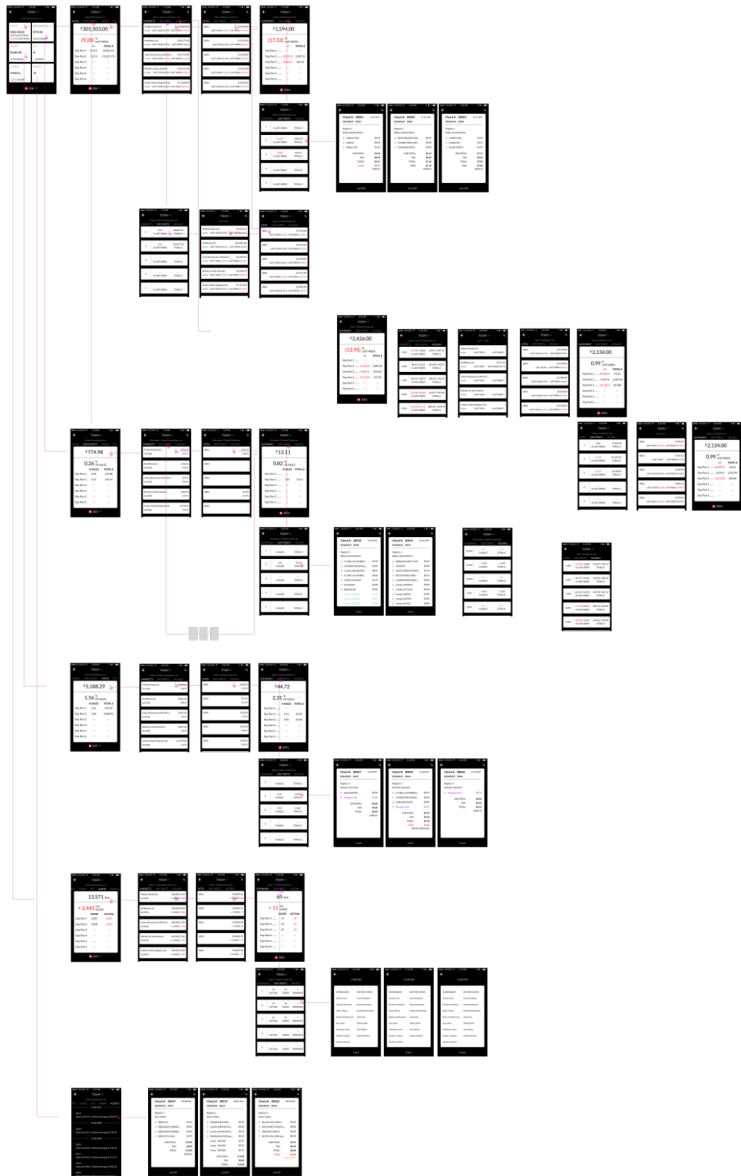


Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

Comparison

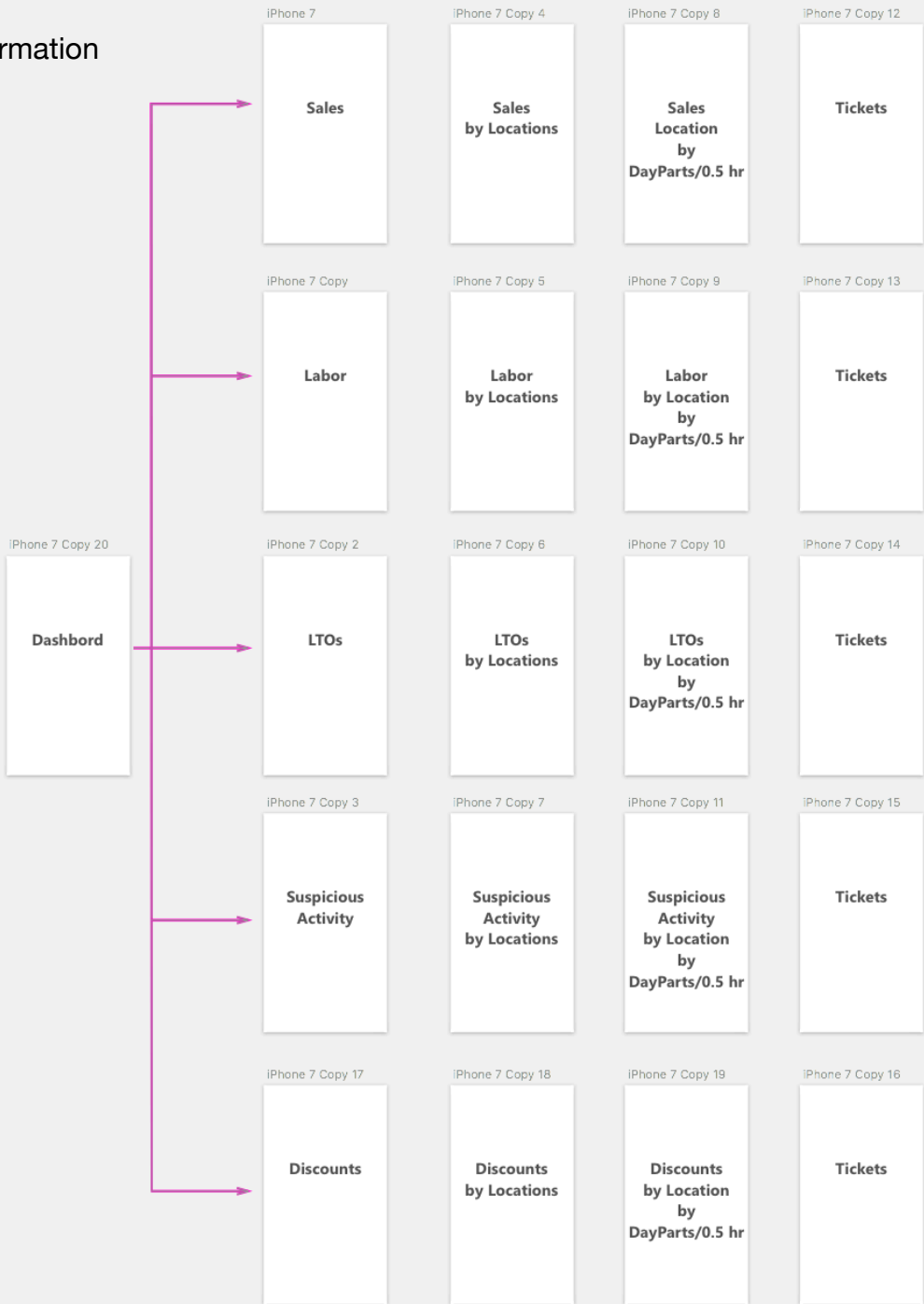
Before

Tedious Drill-downs



After

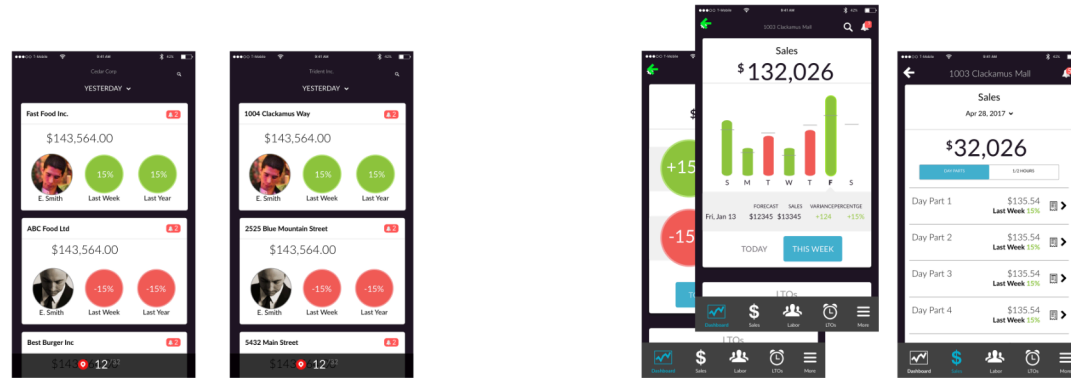
Optimized Information Architecture



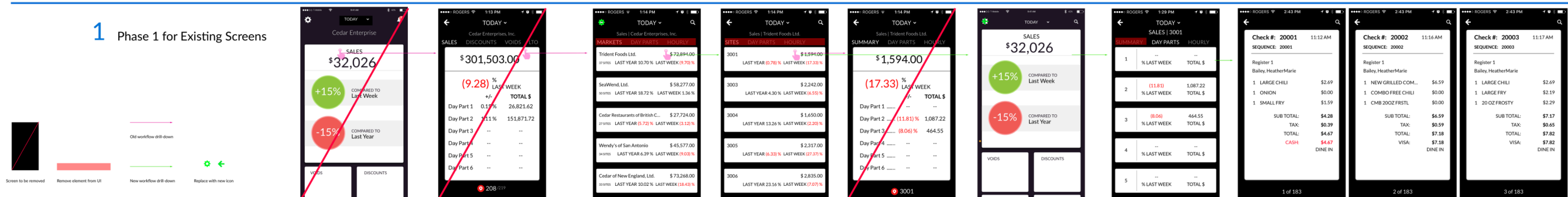
Vivonet Mobile Insights App iOS 10 & Android Nougat (2017)

Workflow Phasing Strategy

2 Phase 2 and onwards - Replacement Screens



1 Phase 1 for Existing Screens



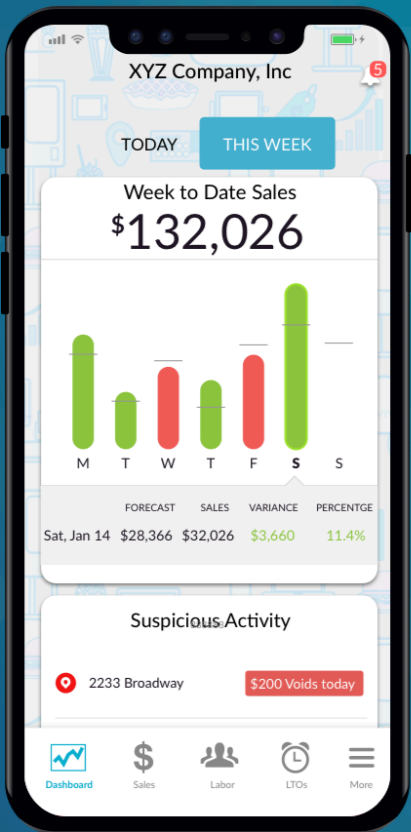
To preserve users' mental models,
workflow and UI changes were carefully refined

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

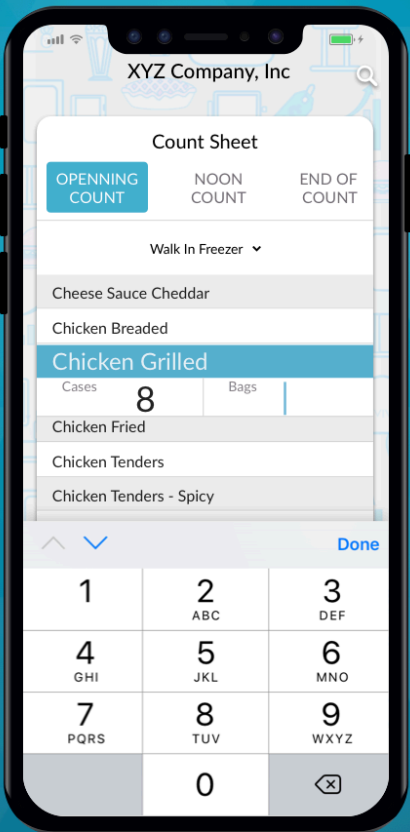
PM/UX Vision

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

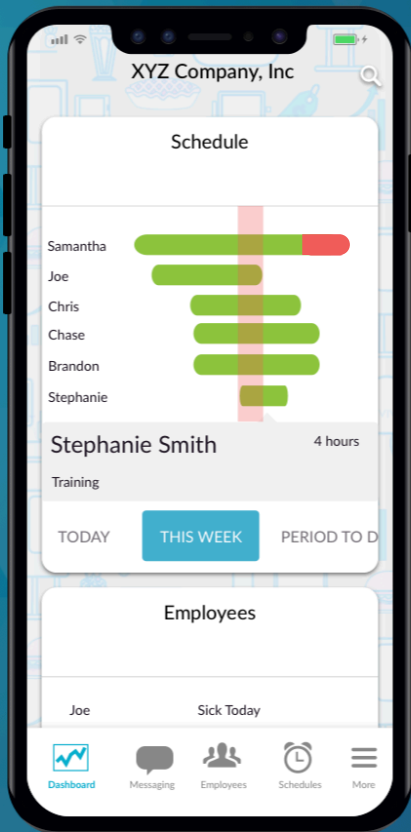
The Vivonet Vision for Mobile



Mobile Insights
Store Performance
Suspicious Activity
Misc. Sales
Alerts



Food App
Orders
Inventory
Prep Amounts
Forecast Adjustments



Labor App
Scheduling
Employee Managment
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

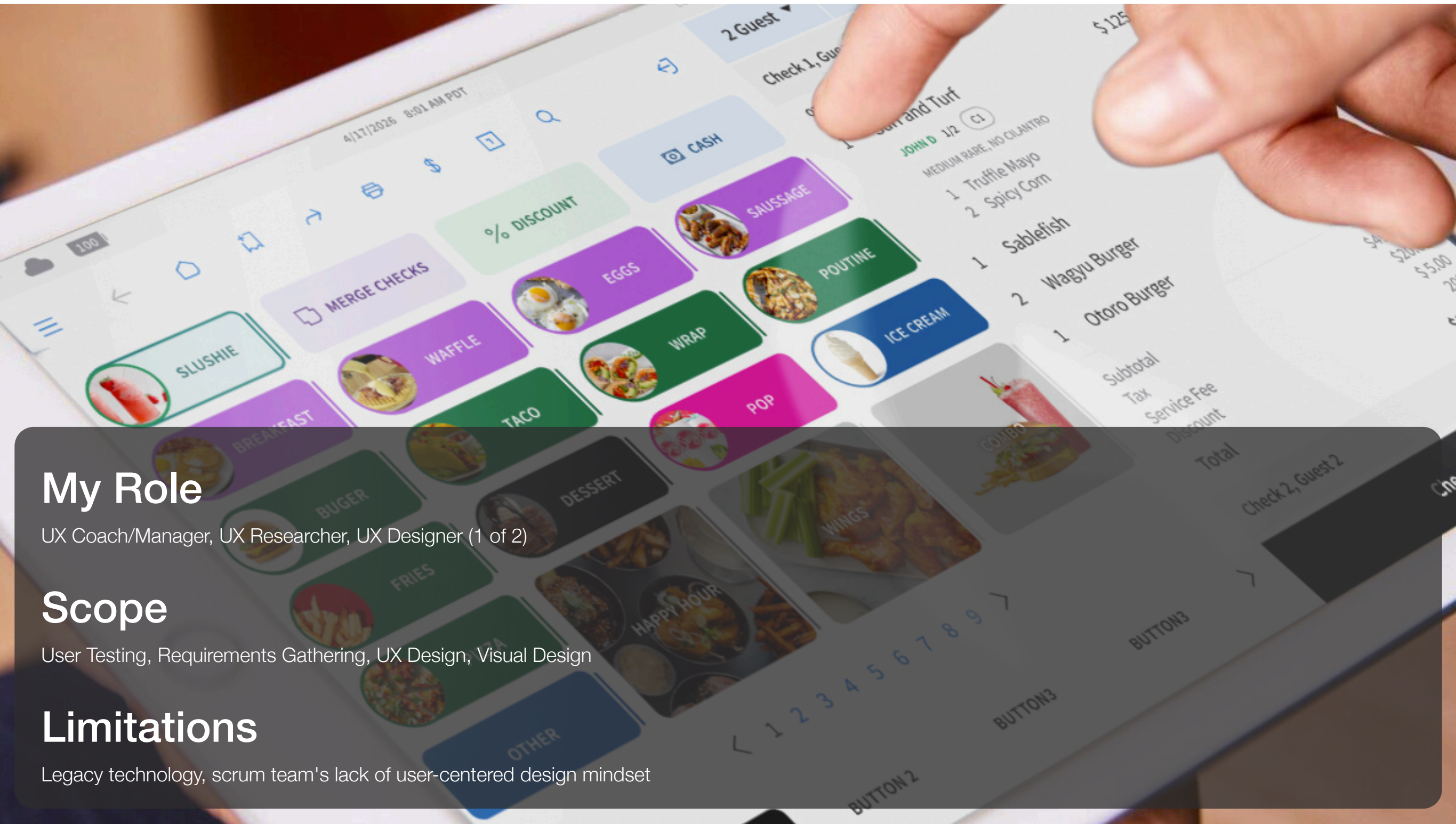
UX Coach/Manager, UX Researcher, UX Designer (1 of 2)

Scope

User Testing, Requirements Gathering, UX Design, Visual Design

Limitations

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

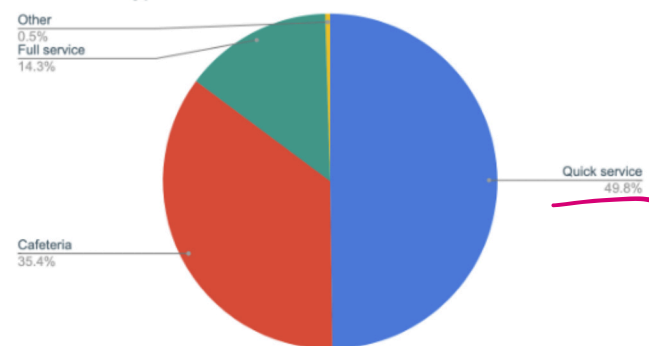


User Research & Customer Data

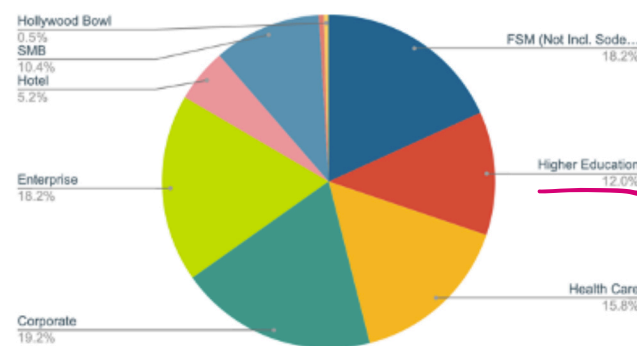
Who should we focus on?

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

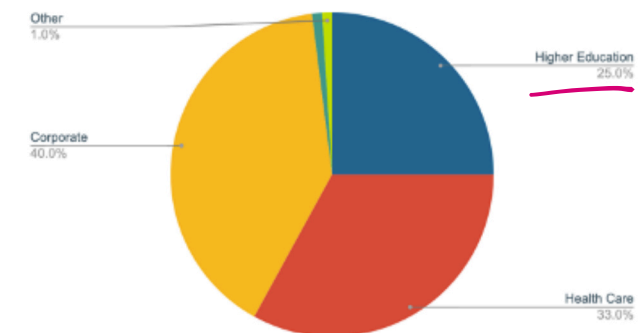
Customer Types



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

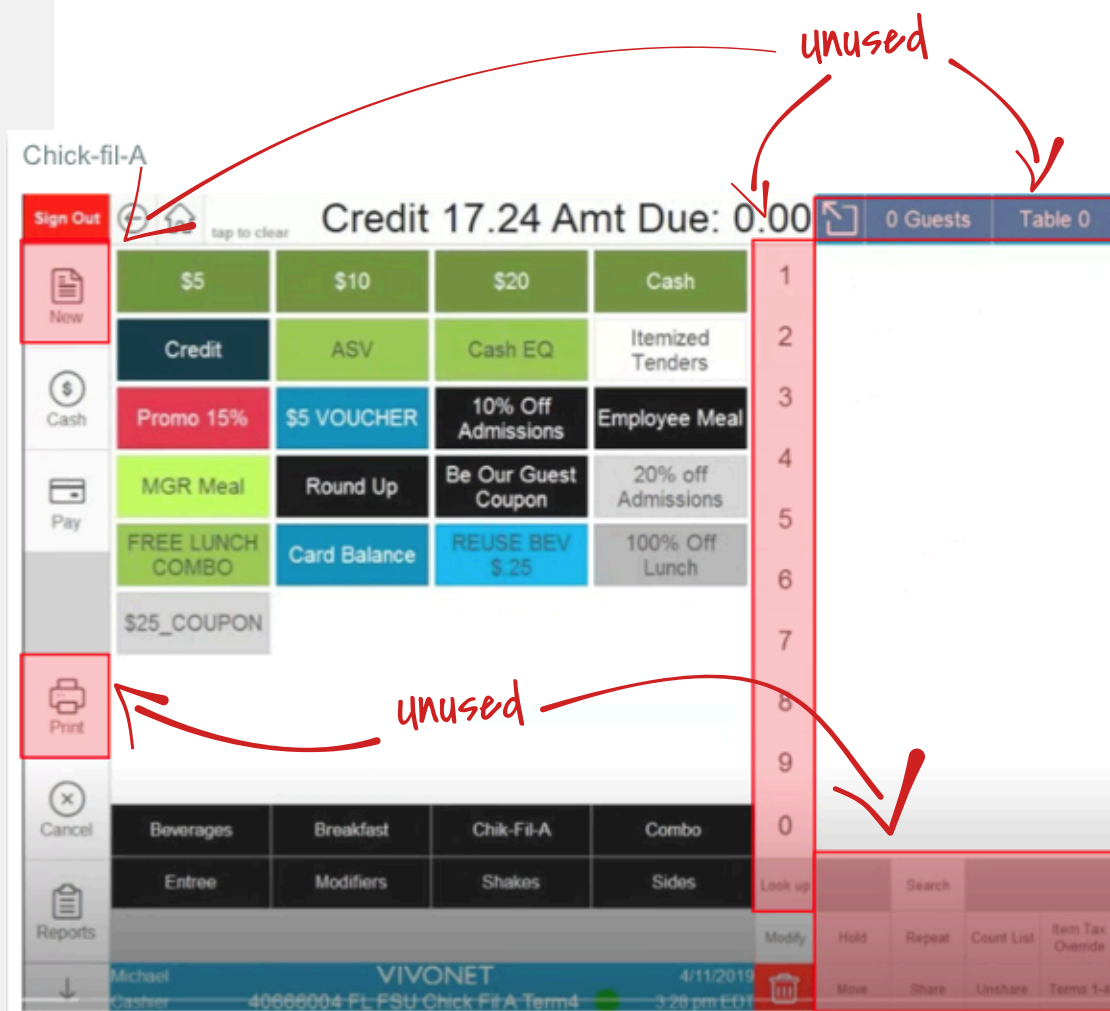
65

D Grade, Marginal

Ideal to be above 72
to be "Acceptable"

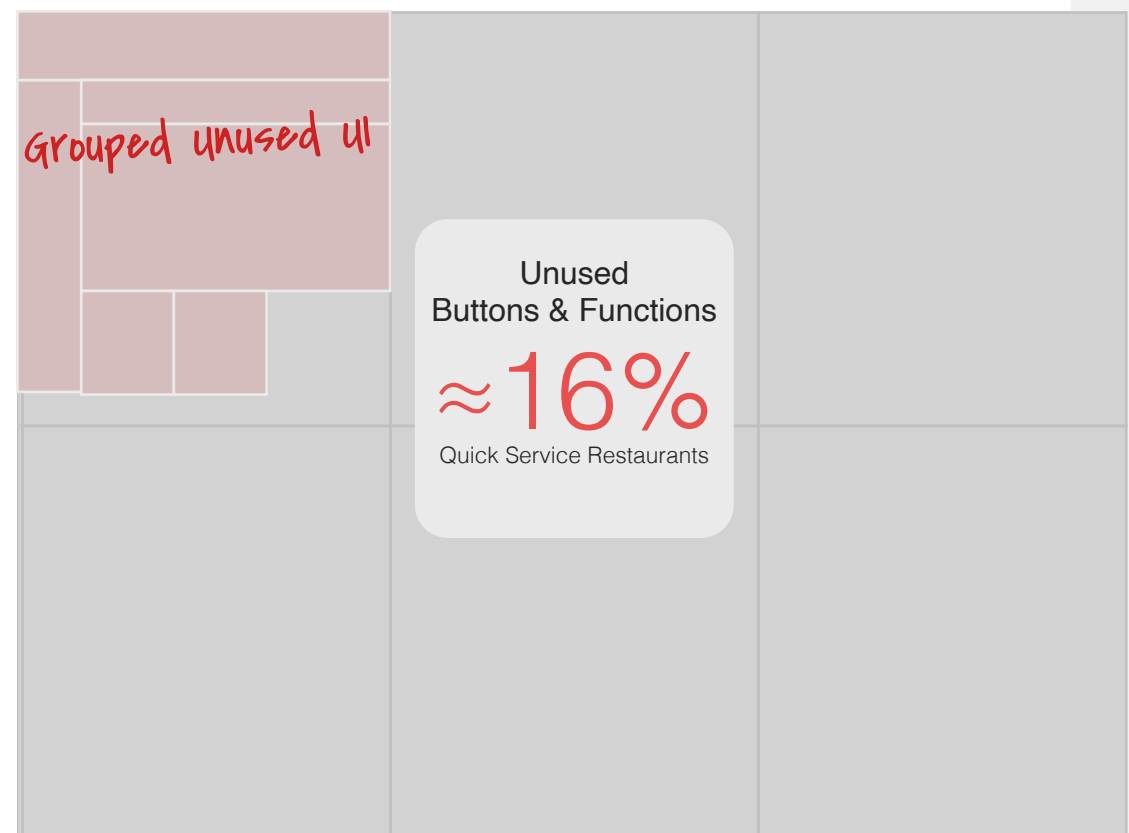
User Research Findings

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

Sign Out

←

🏠

tap to clear

Bb Cash Eq 4.94 Amt Due: 0.00

📄

0 Guests

Table 0

📄

New

💵

Cash

💳

Pay

🖨

Print

❌

Cancel

📋

Reports

⬇

\$5

Credit

Subway Card

\$5 VOUCHER

Meatless Mondays

Card Balance

\$10

ASV

Itemized Tenders

10% Off Admissions

Round Up

REUSE BEV \$.25

\$20

Cash EQ

Vouchers

Employee Meal

20% off Admissions

Cash

MM-Free 12inVeg Deli

Promo 15%

MGR Meal

FREE LUNCH COMBO

1

2

3

4

5

6

7

8

9

0

Look up

Search

Modify

Hold

Repeat

Count List

Item Tax Override

VIVONET

4/17/2019 1:00 pm EDT

🛑

Move

Share

Unshare

No Course

JaMeka

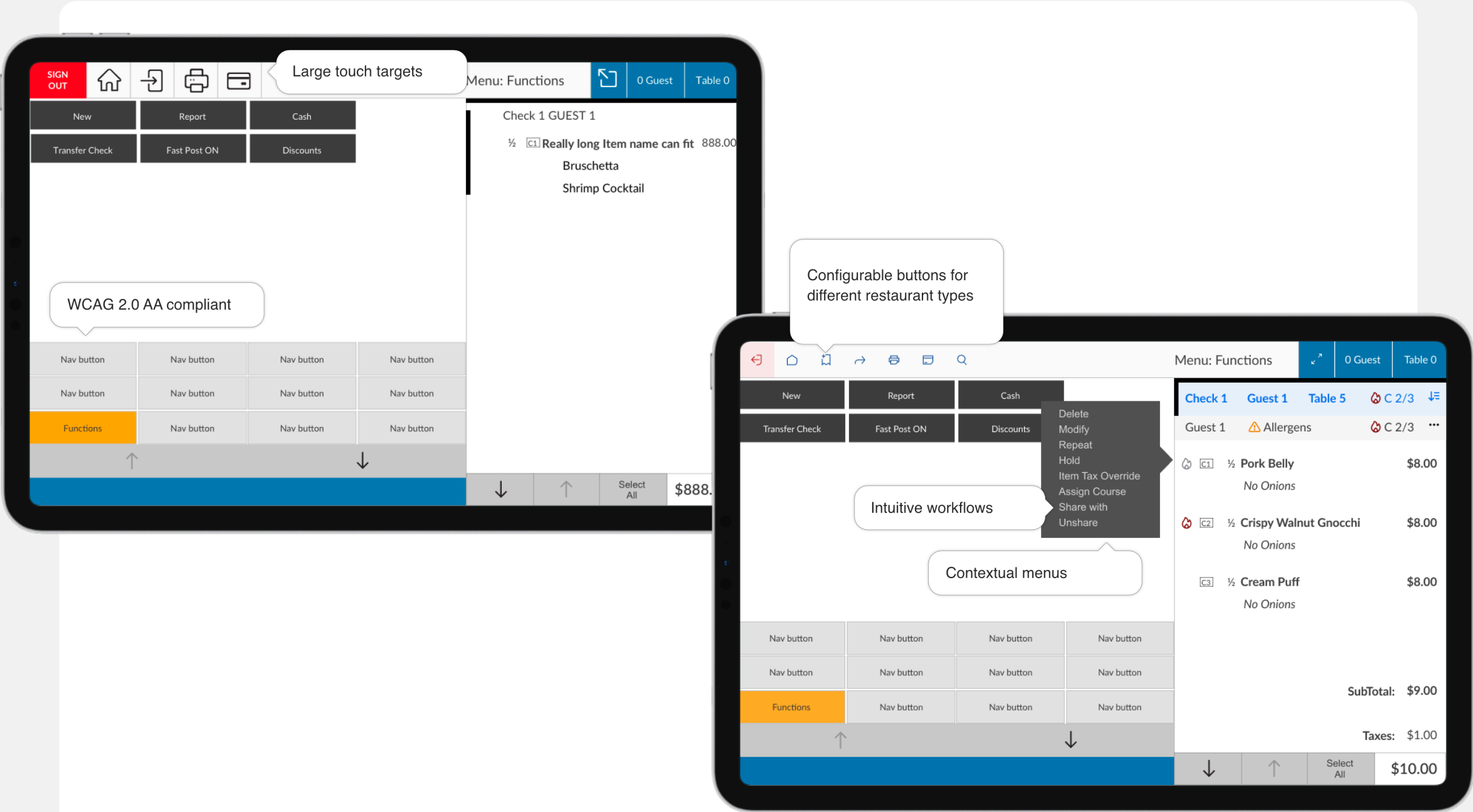
Cashier

40666024 FL FSU Subway Cafe 2

Sign Out							tap to clear				0 Guests		Table 0		
Print Close	Cashier Detail			Clock in Status		Employee Detail			1	Geoff, H		0	1.71		
Discount & Charge	Employee Summary Report			Menu Item Report		Open Checks			2	Geoff, H		0	0.98		
Override Price	Revenue Center Detail			Sales by Hour		Sales per Person per hour			3						
Get Prices	Serving Period Report			System Detail		System Discounts			4						
Merge Check	System Waste			Tips						5					
Move Check										6					
Transfer Check										7					
Print By Guest										8					
No Sale										9					
Keyword Lookup	On Printer			On Screen						0					
Keyword Inquiry	Bakery		Beverages		Breakfast		Candy								
Return	Cereal		Dairy		Deli		Dessert								
Waste	Entree		Frozen		Fryer		Grab And Go		Look up		Search				
Next Level										Modify	Hold	Repeat	Count List	Item Tax Override	
	Geoff Enterprise (HO)			INFOR Geoff's Coffee Shop			5/14/2019 3:31 pm PDT				Move	Share	Unshare	No Course	

Infor Point-of-Sale Delphi (2018)

Phase 1 - Usability Enhancements



Phase 2 - UI Redesign

COMBO

PIZZA

COMBO

COMBO

HOME

BUTTON 1

BUTTON 2

BUTTON 3

BUTTON 3

MERGE CHECKS

COLD DRINK

DESSERT

DESSERT

BUTTON 1

BUTTON 2

BUTTON 3

BUTTON 3

CASH

OTHER

HOT DRINK

DESSERT

BUTTON 1

BUTTON 2

BUTTON 3

BUTTON 3

Notification (16)

Order placed
The kitchen is preparing your order.

Failed to place the order
Please try again.

Order Transferred
Your order was transferred to another location.

Order placed
The kitchen is preparing your order.

Order placed
The kitchen is preparing your order.

Discount & Charge

Override Price

Get Prices

Merge Checks

Print by Guest

Print Close

Keyword Lookup

1

2

3

4

5

6

7

8

9

0

<

1

2

3

4

5

6

7

8

9

>

Home / Button Name1 / Sub Button Name

Check 1, Guest 1

QTY

ITEM NAME

1

Item Name one

ITEM NOTE LONG LONG LONG LONG LONG LONG LONG LONG

LONG LONG LONG LONG

\$ 5.00

2

Item add-on one

\$ 0.00

1

Item Name one

\$ 120.00

2

Item Name one

\$ 120.00

1

Item Name one

\$ 125.00

Subtotal

\$490.00

Tax

\$20.00

Service Fee

\$ 5.00

Discount

20%

Total

\$515.00

Checkout

Check 2, Guest 2

QTY

ITEM NAME

1

Item Name one

\$ 125.00

Subtotal

\$490.00

Tax

\$20.00

Service Fee

\$ 5.00

Discount

20%

Total

\$515.00

Checkout

38 Orders Ready

View All

STAFF NAME

NAME/TABLE/#

01:56 PM

14 ITEMS

PICK UP

STAFF NAME

NAME/TABLE/#

01:56 PM

14 ITEMS

PICK UP

STAFF NAME

NAME/TABLE/#

01:56 PM

14 ITEMS

PICK UP

STAFF NAME

NAME/TABLE/#

01:56 PM

14 ITEMS

PICK UP

Application Offline

THIS IS A TOAST MESSAGE.

02:10 PM

Large Order

THIS IS A TOAST MESSAGE.

02:10 PM

Success Message

THIS IS A TOAST MESSAGE.

02:10 PM

Orders

Ready (25)

In Progress (120)

Scheduled (14)

Completed (350)

Order #

Time

Status

Name

Price

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Unpaid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

Notification

System (25)

High Quantity (3)

Out of Stock (2)

4/17/2020 8:01 AM PDT (2)

Great! You're back online.

Payment can still be processed. Contact Infor Support if persists for 15 minutes.

Unable to connect with Infor Data Center.

Payment can still be processed. Contact Infor Support if persists for 15 minutes.

4/17/2020 7:59 AM PDT (5)

Unable to connect with Infor Data Center.

Payment can still be processed. Contact Infor Support if persists for 15 minutes.

Unable to connect with Infor Data Center.

Payment can still be processed. Contact Infor Support if persists for 15 minutes.

38 Orders Ready

View All

STAFF NAME

NAME/TABLE/#

01:56 PM

14 ITEMS

PICK UP

STAFF NAME

NAME/TABLE/#

01:56 PM

14 ITEMS

PICK UP

STAFF NAME

NAME/TABLE/#

01:56 PM

14 ITEMS

PICK UP

STAFF NAME

NAME/TABLE/#

01:56 PM

14 ITEMS

PICK UP

Application Offline

THIS IS A TOAST MESSAGE.

02:10 PM

Large Order

THIS IS A TOAST MESSAGE.

02:10 PM

Success Message

THIS IS A TOAST MESSAGE.

02:10 PM

Orders

Ready (25)

In Progress (120)

Scheduled (14)

Completed (350)

Order #

Time

Status

Name

Price

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Unpaid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

C12345

13:45

Paid

John Doe

\$ 50.00

Notification

System (25)

High Quantity (3)

Out of Stock (2)

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Unable to connect with Infor Data Center.

Payment can still be processed. Contact Infor Support if persists for 15 minutes.

Modern iconography

Accessible colour scheme

Enhanced notifications

Role focussed dashboard

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+

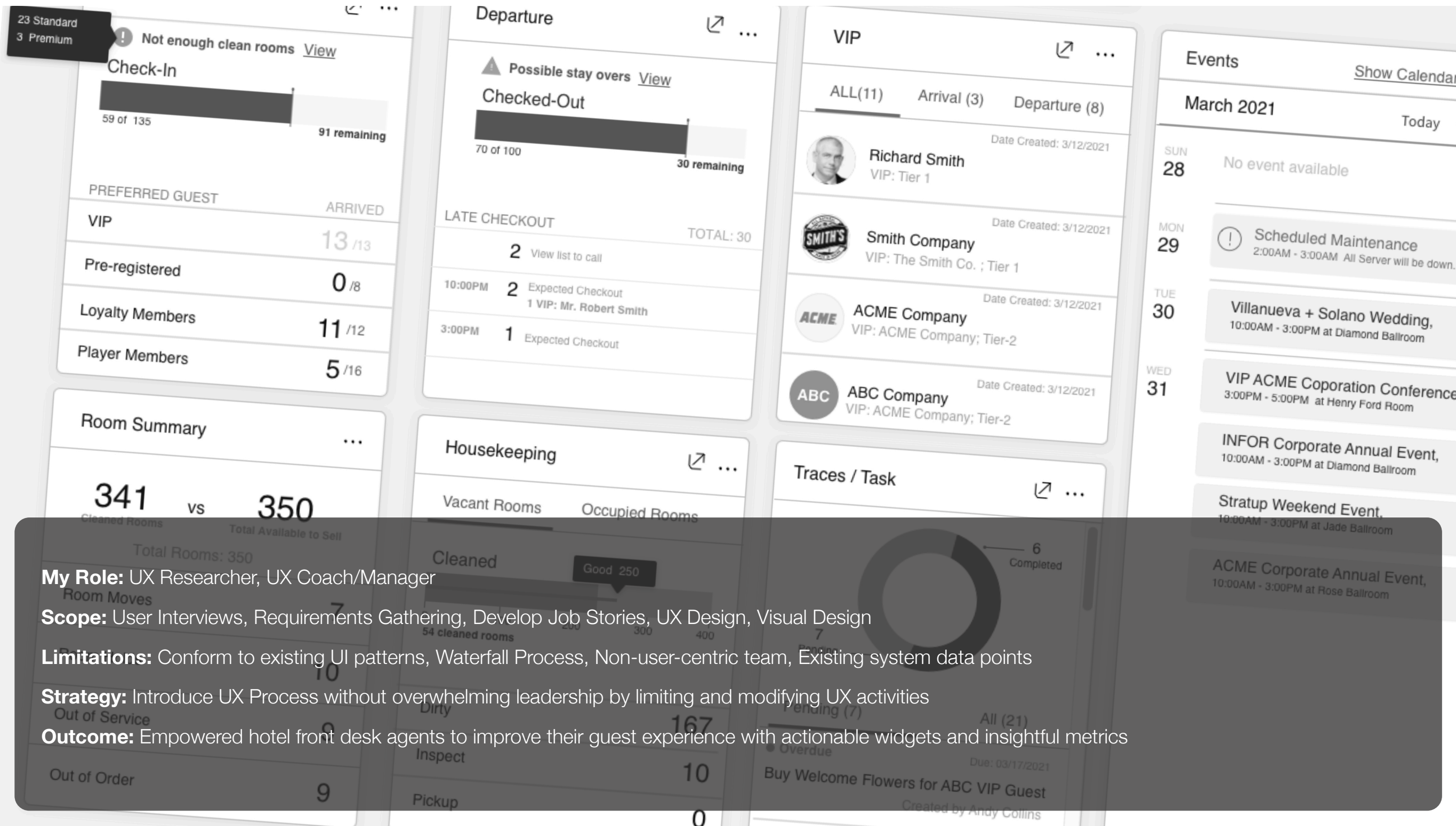
Installs

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.



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

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

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">• View checklist of tasks/traces for guests.• Follow up on other assignees who have task nearing the due date• Complete Traces assigned to me	<ul style="list-style-type: none">• Tasks are completed to provide an enhance experience to guest• Departments are aware of task• I complete my all my task on time	<ul style="list-style-type: none">• Be aware of the task I have and make sure to make the necessary arrangement ahead of the due date.• Make sure other departments with task nearing Due dates are aware of their pending task/ trace	<div><p>Traces / Task</p><p>7 Pending 6 Completed</p><p>8/18/2019</p><p>Buy Welcome Flowers for ABC VIP Guest</p><p>Created by Wendy Gosselin</p></div> <ul style="list-style-type: none">• Shows Traces and Task assigned to Front-Desk• Date shows Due Date.• Need to verify if we can connect to other systems to determine "Created by.." inf <p>NOT FOR PHASE 1</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">• Check rooms to be moved• look for rooms that guest will be moved.	<ul style="list-style-type: none">• Traces are created for moved Guest.• guest are the moved to correct room.	Room moves are completed and house keeping are called to clean the vacated room for next occupant.	<div><p>Default: Informational</p><p>Room Summary</p><p>341 vs 350</p><p>Room Moves: 7</p><p>Room Holds: 10</p><p>Out of Service: 9</p></div>

Front Desk Dashboard Ext.js (2021)

UX Design & Outcome

Net Promoter Score

33

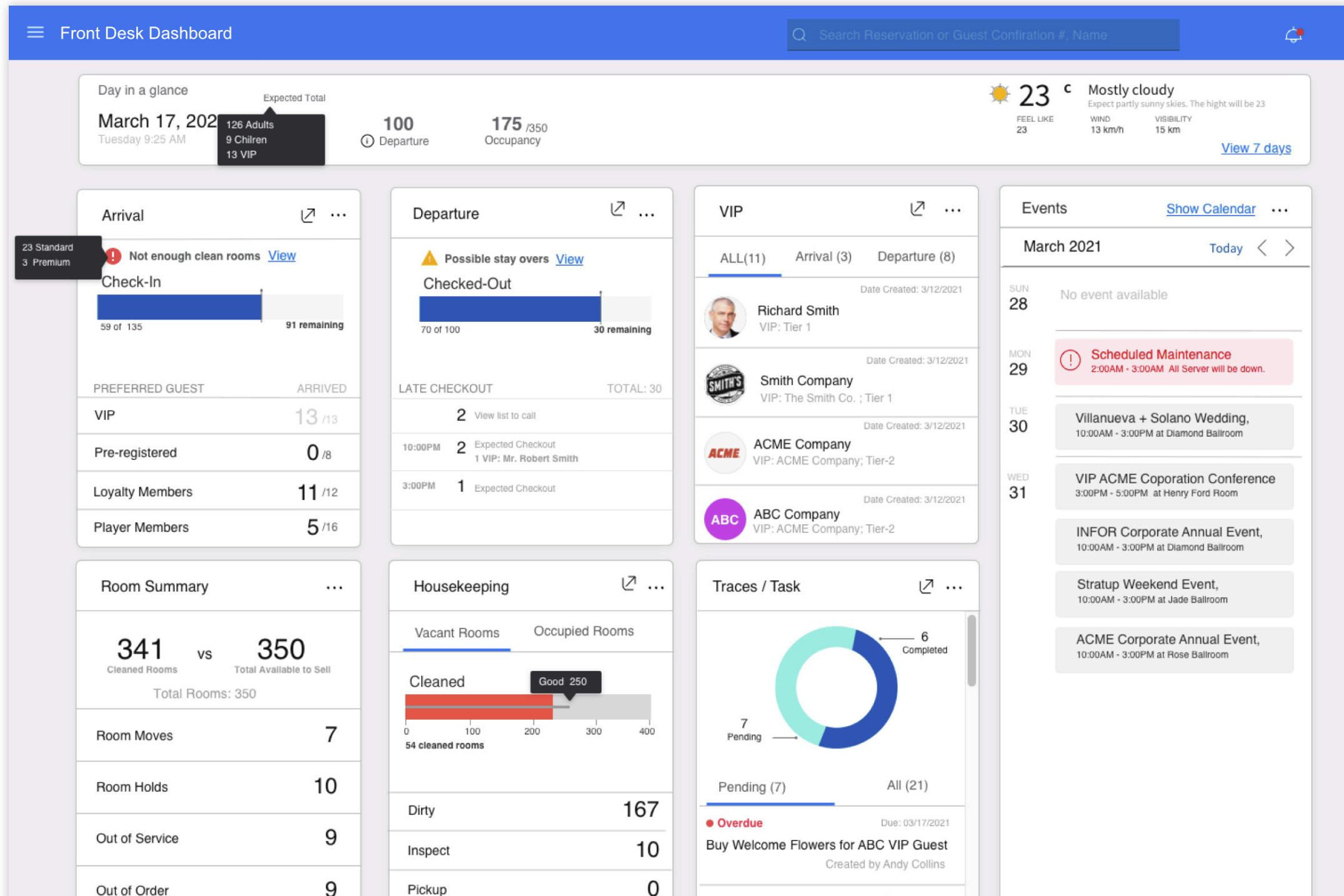
Good

0+ Good
50+ Excellent
70+ World class

Usability Score

78

A Grade, Excellent



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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