



GrecoTrack

Restaurant Sales Management App



UX Program Exploration Project

CASE STUDY



OVERVIEW



GrecoTrack is a tablet-based restaurant sales management app concept designed to help a restaurant's operations team improve in its sales tracking, reporting, and operational visibility. The project focused on simplifying complex restaurant workflows into a more intuitive and centralized digital experience for managers and staff.

Role - Lead UX Designer & Researcher

Timeline - October 2025 – March 2026

Responsibilities - User research, personas, user flows, wireframing, prototyping, and interface design



Problem

Restaurant teams often rely on disconnected systems, manual data entry, spreadsheets, and paper logs to manage sales and operational reporting. These fragmented workflows can create delays, errors, and difficulty accessing clear performance insights in fast-paced environments.

The goal of GrecoTrack was to explore how a centralized dashboard experience could simplify reporting, improve visibility into restaurant performance, and support faster decision-making.

RESEARCH/INSIGHTS

Insights for this project were informed through observing common workflow challenges in restaurant environments, reviewing operational pain points, and drawing from my own previous experience working in the service industry.

KEY INSIGHTS

- Restaurant teams often switch between multiple disconnected systems
- Reporting processes can be repetitive and time-consuming
- Existing dashboards may present information in confusing or overly technical ways
- Some staff members have lower confidence using digital tools, making clarity and ease-of-use especially important



Persona: Elena



Problem Statement

Elena is a restaurant manager who needs an intuitive, centralized sales dashboard because manually compiling and interpreting sales data takes too much time and delays important daily decisions.

Scenario

At the start of her shift, Elena reviews previous days sales and inventory performance. Using GrecoTrack, she can quickly access key data in one place, helping her make informed decisions and prepare the restaurant for the day ahead.

Pain Point Highlights

- Disconnected Systems
- Time-Consuming Reporting
- Poor Data Visualization
- Low Tech Confidence Among Staff



User Journey Map

Goal: Find an efficient way to manage and track restaurant sales that give her clear insights and saves time on daily reporting.

My Observation: It was interesting to see that as I mapped out the user journey, while the feeling adjectives the user may have during the process had intense, anxious moments, the improvement opportunities gave a clear way for a less overwhelming solution.

ACTION	Log In and View Dashboard	Review Daily Sales Overview	Tap Into Detailed Sales Categories	Receive Automated Notifications	Generate & share Reports	Track Progress Over Time
TASK LIST	A.Find and select App B.Input Login C. View Dashboard	A.Review Dashboard details B.Find Sales Section C.Review Daily Sales Overview	A.View Daily Sales Categories B.Find detailed category needed C.Select detailed category	A.View Notifications B. Identify Sales alerts C. Resolve Alert issues (missing entries, drops in sales etc.)	A.Navigate to sales reports B.Identify report download and/or sharing C. Print and Share report with team and/or owner	A.Find charts showing trends B.View weekly and monthly trends C. Take note of important trends D. Make necessary Managerial adjustments based on findings
FEELING ADJECTIVE	- Confused - Satisfied	- Alert - Glad	- Alert - Intimidated - Hopeful	- Overwhelmed - Alert - Relieved	- Relieved - Glad - Satisfied	- Hopeful - Anxious - Satisfied
IMPROVEMENT OPPORTUNITIES	-Better wayfinding -Minimalistic Dashboard	-Better wayfinding -Color distinct sections	-Keep details minimal at first glance, expanded view option -Color code level/type of alert	-Sound and email alerts go off as additional immediate alert	-Better access to reports	-Note-taking sections to recall thoughts on chart insights

Process

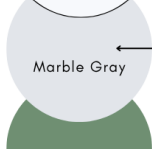
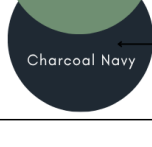
The design process focused on translating operational pain points into a clearer, more accessible dashboard experience. I explored multiple wireframe concepts, mapped user flows, and iterated on layouts that prioritized visibility, ease of navigation, and fast access to key information.



Process Highlights

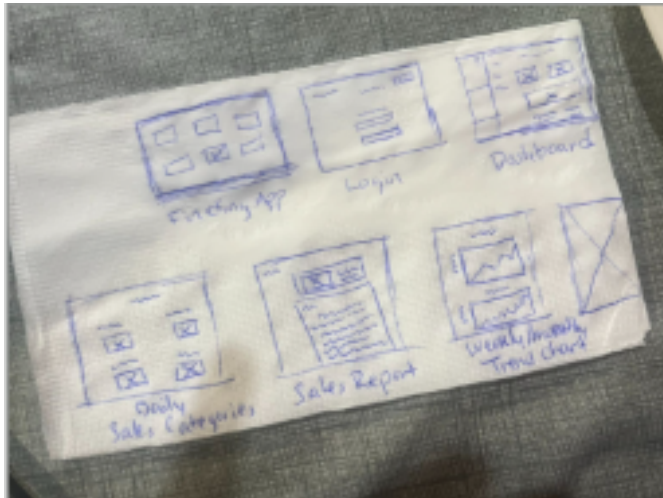
- Created paper wireframes to rapidly explore dashboard layouts
- Developed digital wireframes prioritizing hierarchy and usability
- Designed low-fidelity user flows to test navigation structure
- Built higher-fidelity interface concepts for tablet-based interaction

I selected a color palette and font styles to create the brand language and visuals, seen in the brand kit below.

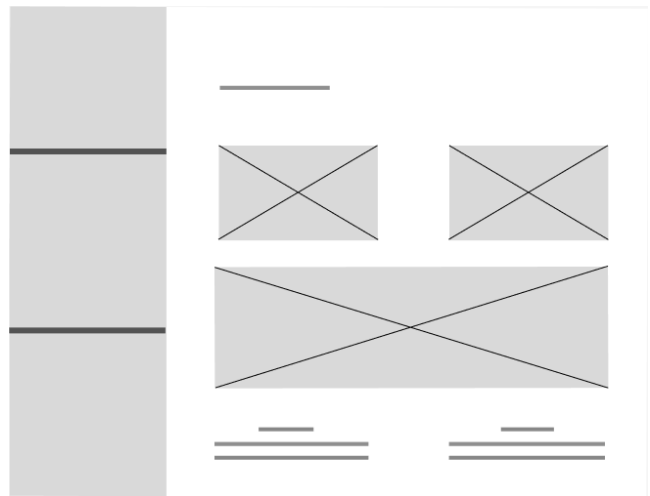
Brand Kit Reference		GRECOTRACK APP	
		Color Palette	
Typography Inter LA LUXES SERIF POPPINS OPEN SANS			 #1F6AE1
			 #F7F9FC
			 #E2E5EA
			 #6F8F72
			 #1F2933
Clarity, Trust, and Mediterranean Calm		@stoureaux	



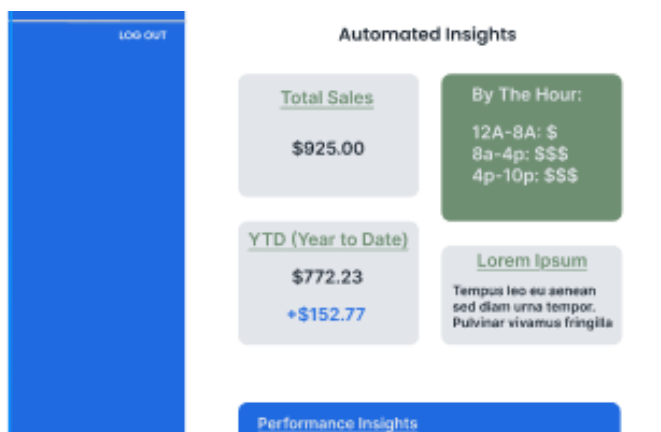
Paper Wireframe Sketch



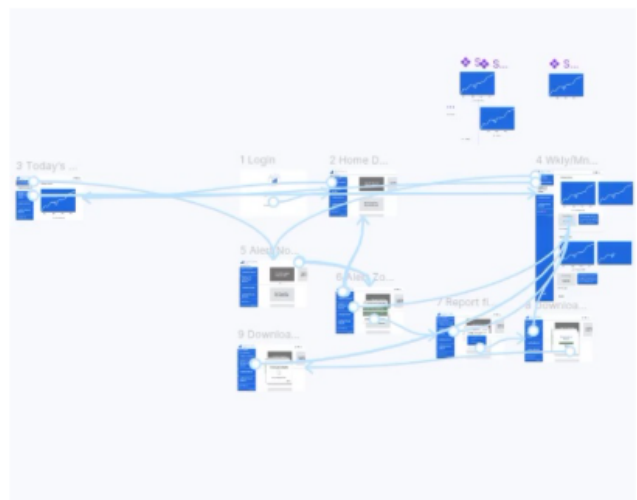
Low-Fidelity Digital Wireframe



Mid-Fidelity Digital Wireframe



Mid-Fidelity Prototype





Key Decisions

Several design decisions were guided by the need to reduce cognitive load and support fast-paced restaurant workflows.

Key Decisions

- Prioritized visual hierarchy to help users quickly identify important sales information
- Used simplified dashboard sections and clear labeling to improve scanability
- Designed larger touch targets and tablet-friendly layouts to support usability in active work environments
- Focused on visual data representation through charts and summaries to make performance trends easier to interpret
- Chose a tablet-based experience after observing large-screen devices commonly used in restaurant operations during my own service industry experience

Outcome

GrecoTrack explored how a centralized sales management experience could reduce friction in restaurant reporting workflows and improve access to operational insights. The project strengthened my ability to move through the UX process from research and problem definition through wireframing and interface design.

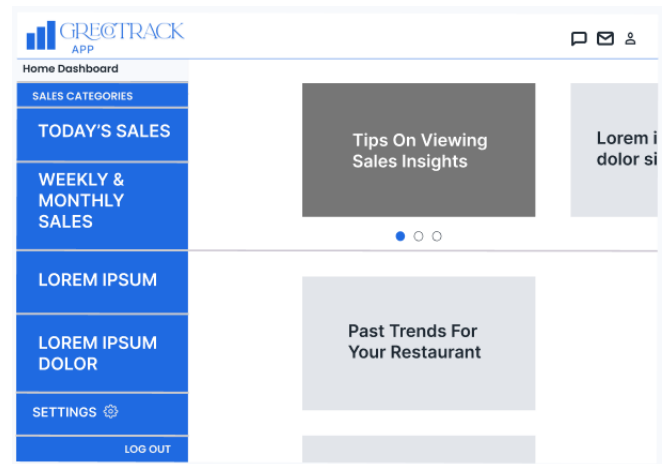
The final concept emphasized clarity, accessibility, and efficient navigation for busy restaurant teams.



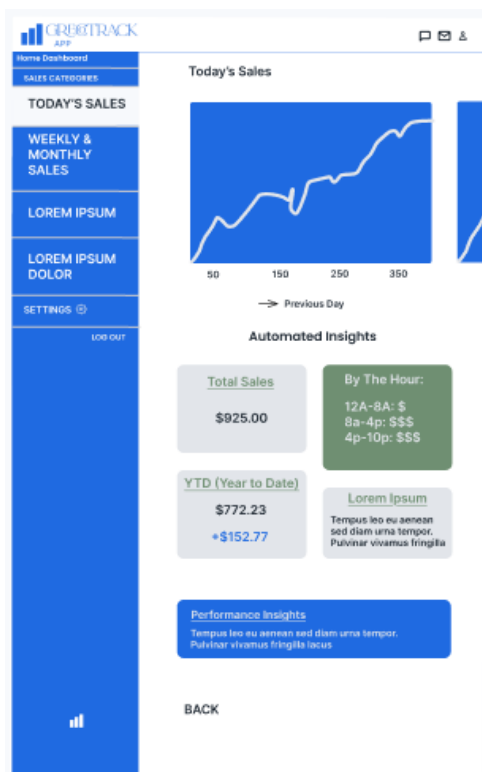
An Early Look at the *GrecoTrack App* Prototype

The login screen features the GrecoTrack App logo at the top, which includes the text "ALL SALES MANAGEMENT". Below the logo is a login form with fields for "User" and "Password". There are "Sign in" and "Register" buttons, and a link for "Forgot password?".

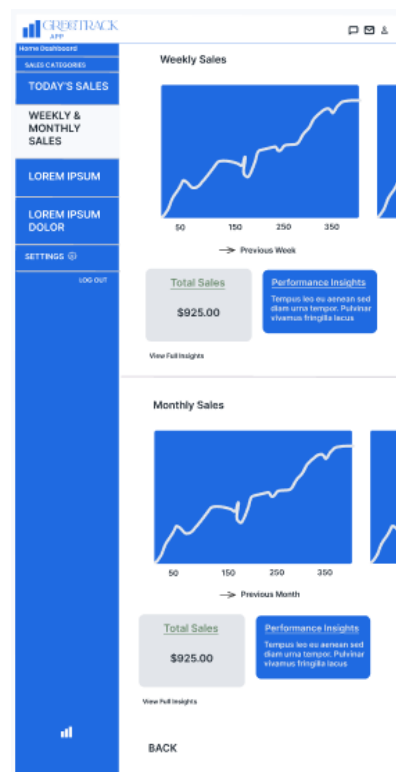
Login Screen



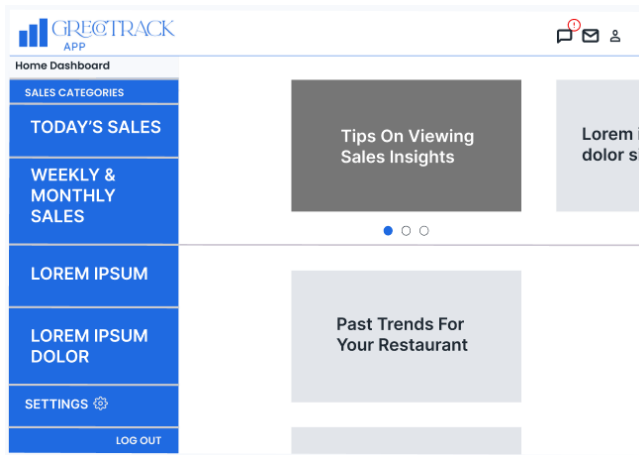
'Homepage' Page



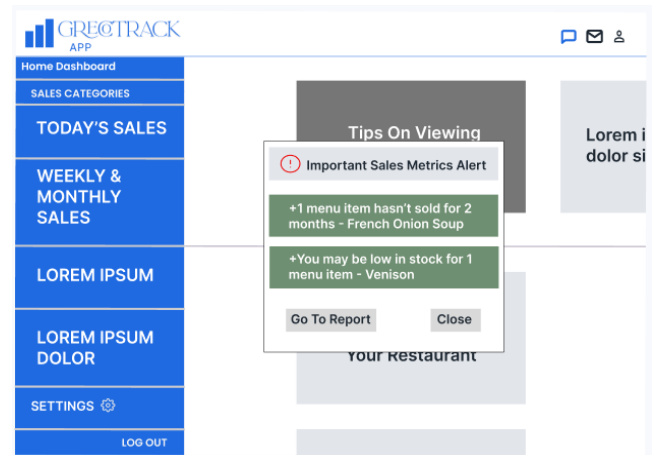
Today's Sales Page



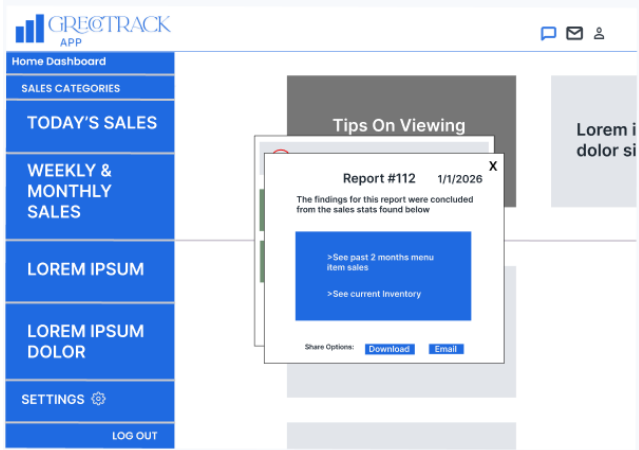
Weekly & Monthly Sales Page



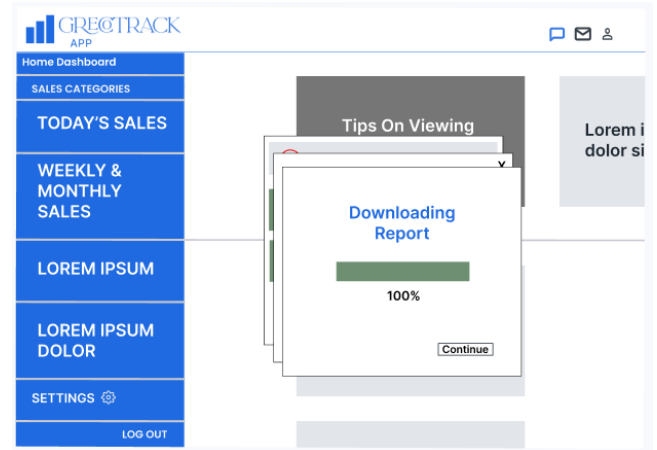
Notification Alert Page



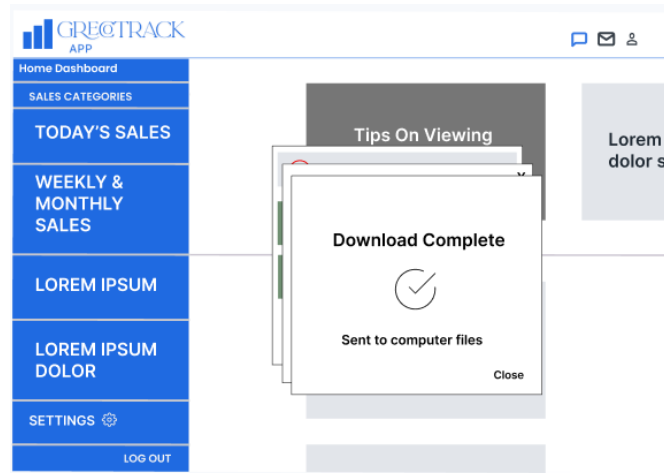
Alert Pop-Up Screen



Report Details Screen



Report Downloading Screen



Download Complete Screen

Reflection

This project helped me strengthen my understanding of UX workflows while gaining deeper experience designing in Figma and thinking through operational user needs. It also reinforced the importance of designing for clarity, accessibility, and real-world usability — especially in environments where users need quick access to information.

If continuing the project, I would:

- conduct formal usability testing
- refine interaction patterns
- further simplify reporting workflows
- expand accessibility considerations through additional user feedback