

Stage	User Actions & Needs	Pain Points	Strategic UX Interventions	Outcomes & Impact
Discovery	Franchise owners and managers rely on in-house manual logs and desktop systems to track inventory and place orders.	Strictly in-store process, frequent errors, and inefficient workflows.	Combed through existing research material and conducted targeted interviews to uncover operational constraints and user frustrations.	Identified core inefficiencies and aligned design goals with real-world franchise needs.
Definition	Stakeholders express need for a unified, remote-friendly solution to streamline operations.	Fragmented vision for digital transformation and minimal prior research.	Synthesized findings into actionable insights and presented stakeholder reports.	Created shared understanding and strategic alignment across business units.
Design	Users require fast, intuitive access to inventory and ordering tools on any device.	Poor accessibility, unclear navigation, and inconsistent UI patterns.	Architected a mobile-first UX framework with clear flows and responsive layouts.	Delivered wireframes and prototypes that prioritized speed, clarity, and usability.
Development	Engineering teams begin building the application based on design assets.	Risk of rework due to stakeholder misalignment or unclear requirements.	Provided detailed design documentation and collaborated closely to ensure fidelity.	Accelerated development and reduced iteration cycles.
Validation	Franchisees and store managers test the prototype in real-world scenarios.	Need for intuitive workflows and minimal training.	Facilitated usability testing and refined flows based on feedback.	Improved user efficiency and confidence in the new system.
Delivery	Application deployed across franchise locations.	Need for scalability and future enhancements.	Established UX foundation and design system for ongoing improvements.	Enabled long-term scalability and operational consistency.