UX/UI Design and Development for Betagro Lunch Community Application and Livestock Contract Payment System (LCPS) Phase 2

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BETAGRO

ABSTRACT

This project applies a user-centered UX/UI design approach to improve internal systems at Betagro Public Company Limited. It focuses on enhancing operational efficiency and user experience.

The Betagro Lunch Community Application was developed to address issues identified through user interviews, including limited meal options and long waiting times. The high-fidelity prototype achieved over 90% task completion rate and reduced ordering time by approximately 40–50%.
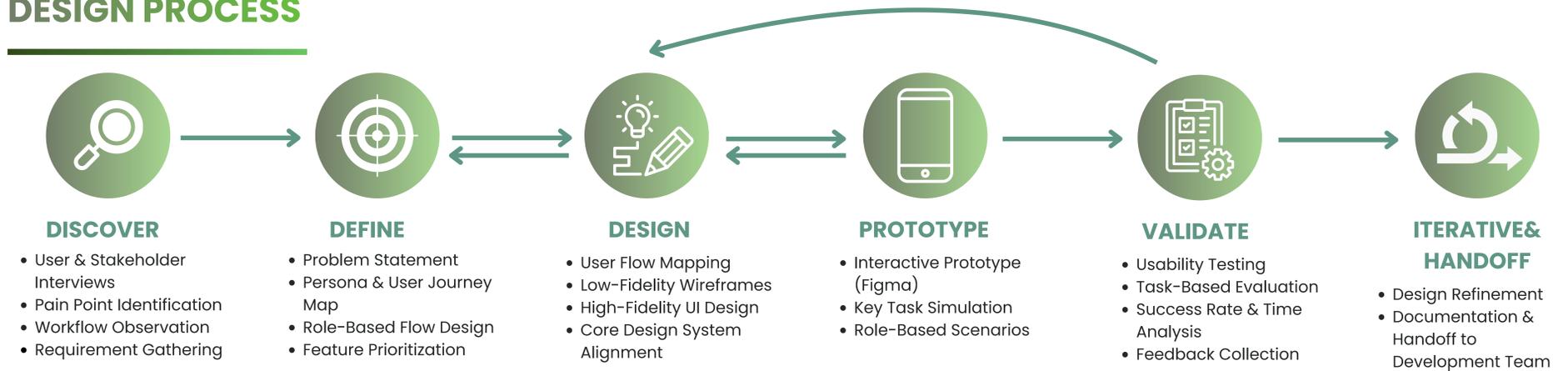
The Livestock Contract Payment System (LCPS) Phase 2 extends existing features by integrating workflow analysis, real-time calculations, and E-Sign functionality. Both projects were validated through usability testing before handover for development.

INTRODUCTION

Large organizations rely on internal digital systems to support operational workflows; however, inefficiencies often occur when system design does not align with actual user behavior and practical business needs.
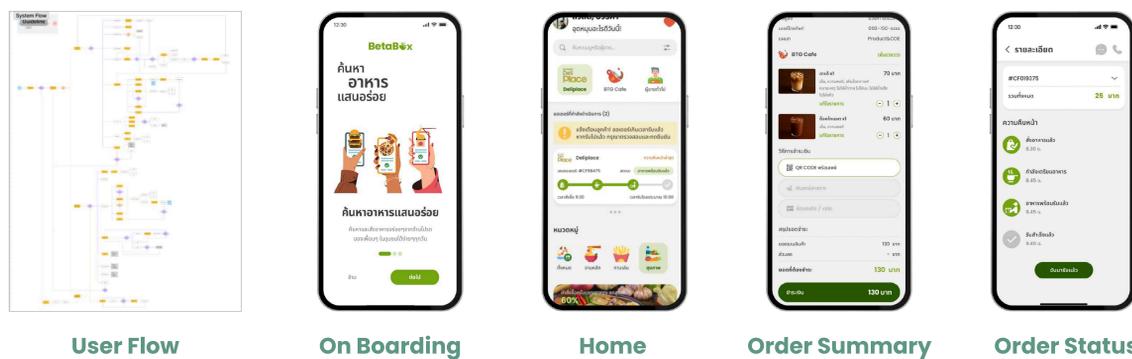
At Betagro Public Company Limited, employees experienced limited meal options and long waiting times during lunch breaks, while the livestock payment system required expansion from swine to poultry sectors. To address these challenges, this study applied the Design Thinking methodology to transform interview insights into validated digital solutions, introducing real-time calculations and E-Sign functionality to reduce manual errors, streamline processes, and improve overall operational efficiency within the organization.
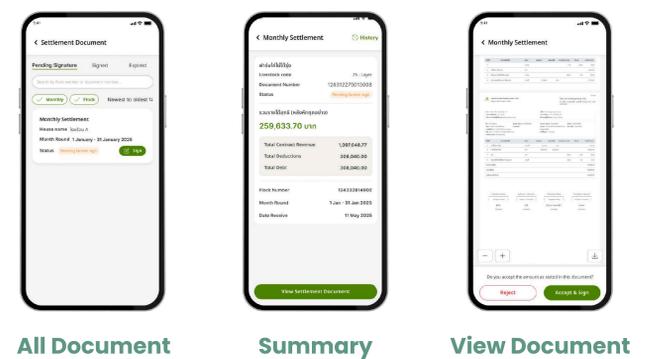
DESIGN PROCESS

DISCOVER
- User & Stakeholder Interviews
- Pain Point Identification
- Workflow Observation
- Requirement Gathering

DEFINE
- Problem Statement
- Persona & User Journey Map
- Role-Based Flow Design
- Feature Prioritization

DESIGN
- User Flow Mapping
- Low-Fidelity Wireframes
- High-Fidelity UI Design
- Core Design System Alignment

PROTOTYPE
- Interactive Prototype (Figma)
- Key Task Simulation
- Role-Based Scenarios

VALIDATE
- Usability Testing
- Task-Based Evaluation
- Success Rate & Time Analysis
- Feedback Collection

ITERATIVE & HANDOFF
- Design Refinement
- Documentation & Handoff to Development Team

PRELIMINARY DESIGN

BETAGRO LUNCH COMMUNITY APPLICATION

LCPS Ph.2 (E-SIGN)

| User Flow | On Boarding | Home | Order Summary | Order Status | All Document | Summary | View Document |

CONCLUSION

The preliminary design prototypes for the Betagro Lunch Community and LCPS Phase 2 have been evaluated through usability testing and validated to align with actual user workflows and business requirements. While both systems remain at the prototype stage, the findings demonstrate strong potential to improve efficiency, reduce process complexity, and enhance user experience prior to development implementation. This work establishes a solid foundation for full system deployment, post-launch performance evaluation, and continuous usability improvements to support long-term digital transformation within the organization.

TECHNOLOGY & TOOLS

REFERENCE

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