

This is a portfolio

ajeng about work, play, and everything i did

dhanindita

Yo, hello...
Ajeng here, follow me!



What's with this pdf portfolio leh?
Is it 1997 or what?



So, let's see....

I am a Product/UX Designer with a
bachelor degree in Informatics
Engineering. Graduated in 2018 and since
then I've been Working in a Consulting
Firm.

But apparently I am kinda lazy to
create some sort of portfolio website,
LOL. So ya, bear with me for a while ~

Enough for the chit-chat! What R U?! 😊

Ayya, ok ok....

Talking about my background, so I was a Data Scientist.

But I have no passion on doing it, instead i fell in love with UX when I learnt how difficult it is making people understand about my work.

Then I remember that **technology meant to be created by & for people.**

So I chose to represent both tech & people by **designing meaningful & humanized technology experiences for the people.**

You do realize how big my love is for the people right?



These are the list of things I do



Design Stuffs

User Data Gathering Design Blueprint
User Flows Persona Creation
Prototyping Low to High Fidelity Design
Concept Sketches Wireframing
Information Architecture
Design System & Style Guides Management

Other Stuffs

Web Development NLP
OOP Concept Computer Vision
Analytics Social Network Analysis
Basic Database Query

....And the tools I work with



Python
Django Framework
Microsoft Visio
HTML/CSS
PHP
Zeplin
QGIS
Figma
Premiere Pro
Photoshop
Basic PostgreSQL
Basic MySQL
Code Igniter Framework
Lightroom

And now, this is what I've been through

Work

- Accenture Indonesia
Tech Consulting Analyst (Mostly UX Designer Role)
Nov 2018 - Now
- Data Science Intern
Feb - Jul 2018
- PT. Medco E&P Indonesia
Web Developer Intern
Jan - Feb 2017
- PT. Inkomaro Indoproc Solusi
Web Developer Intern
Jul - Oct 2016

Education

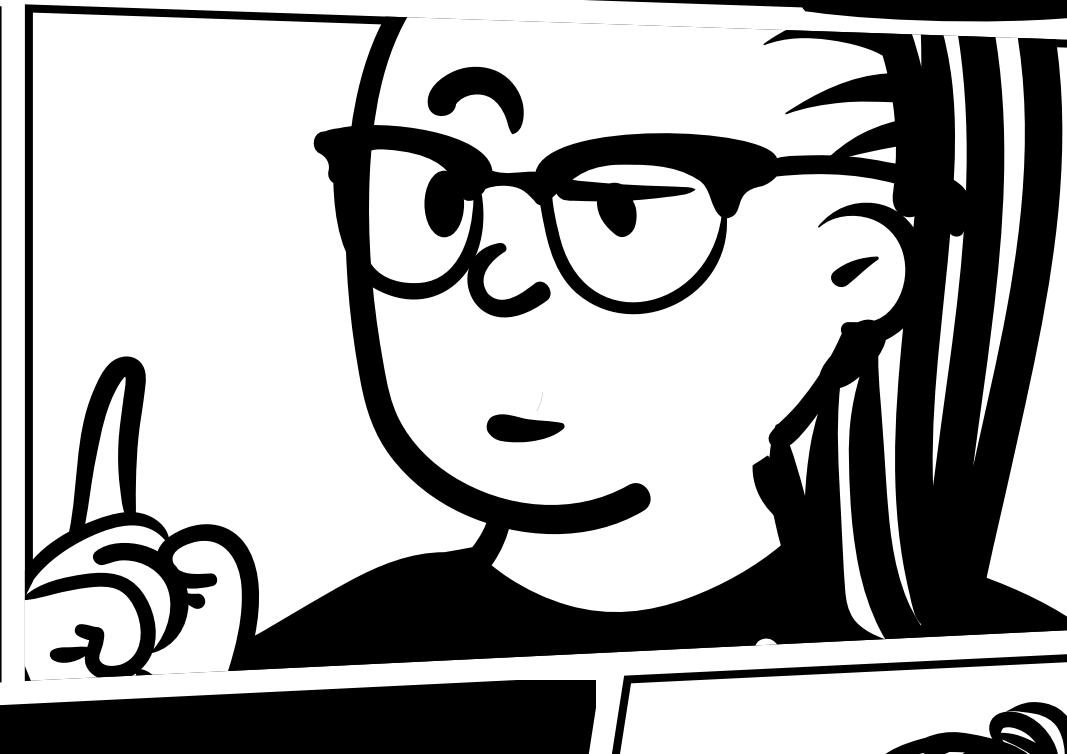
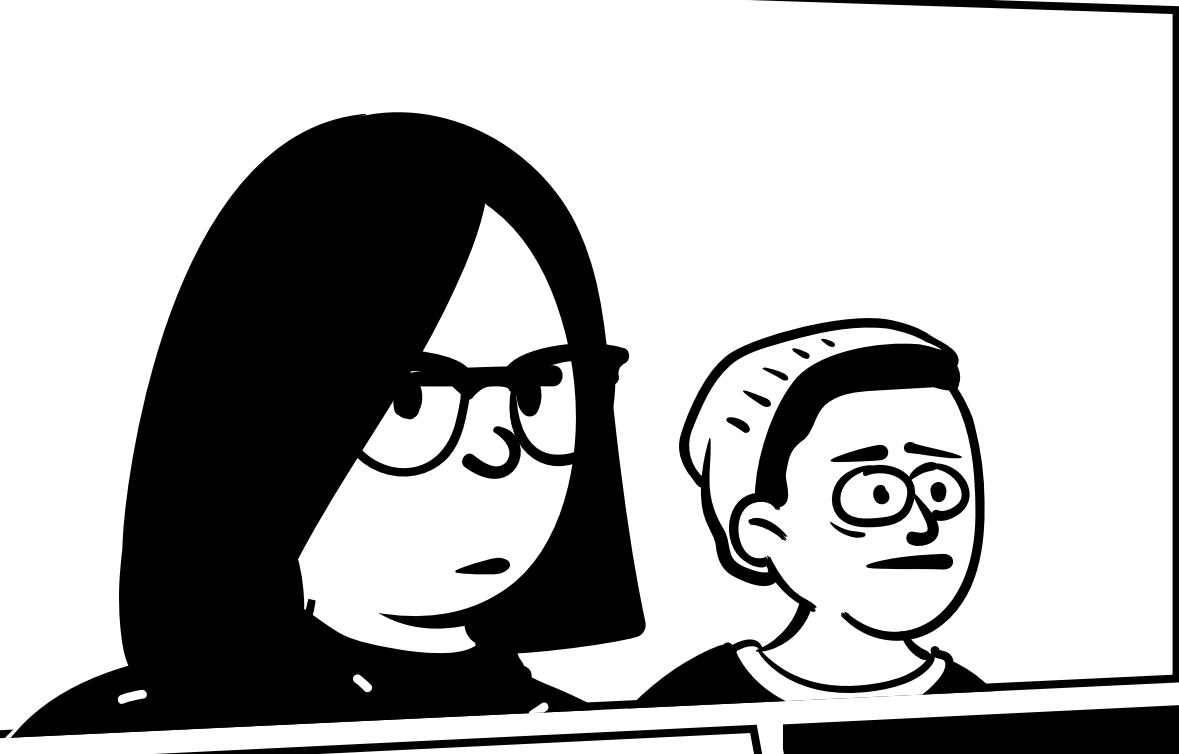
- Universitas Trisakti
Informatics Engineering
Bachelor Degree / 2014 - 2018
(GPA 3.95)





Now

Let's talk 'bout **serious design**



Case Studies

1

ZIGI Project09

Create the best employee experience to increase Accenture employee engagement

3

POKU20

Create a new loyalty platform as a point's pool from several loyalty program

2

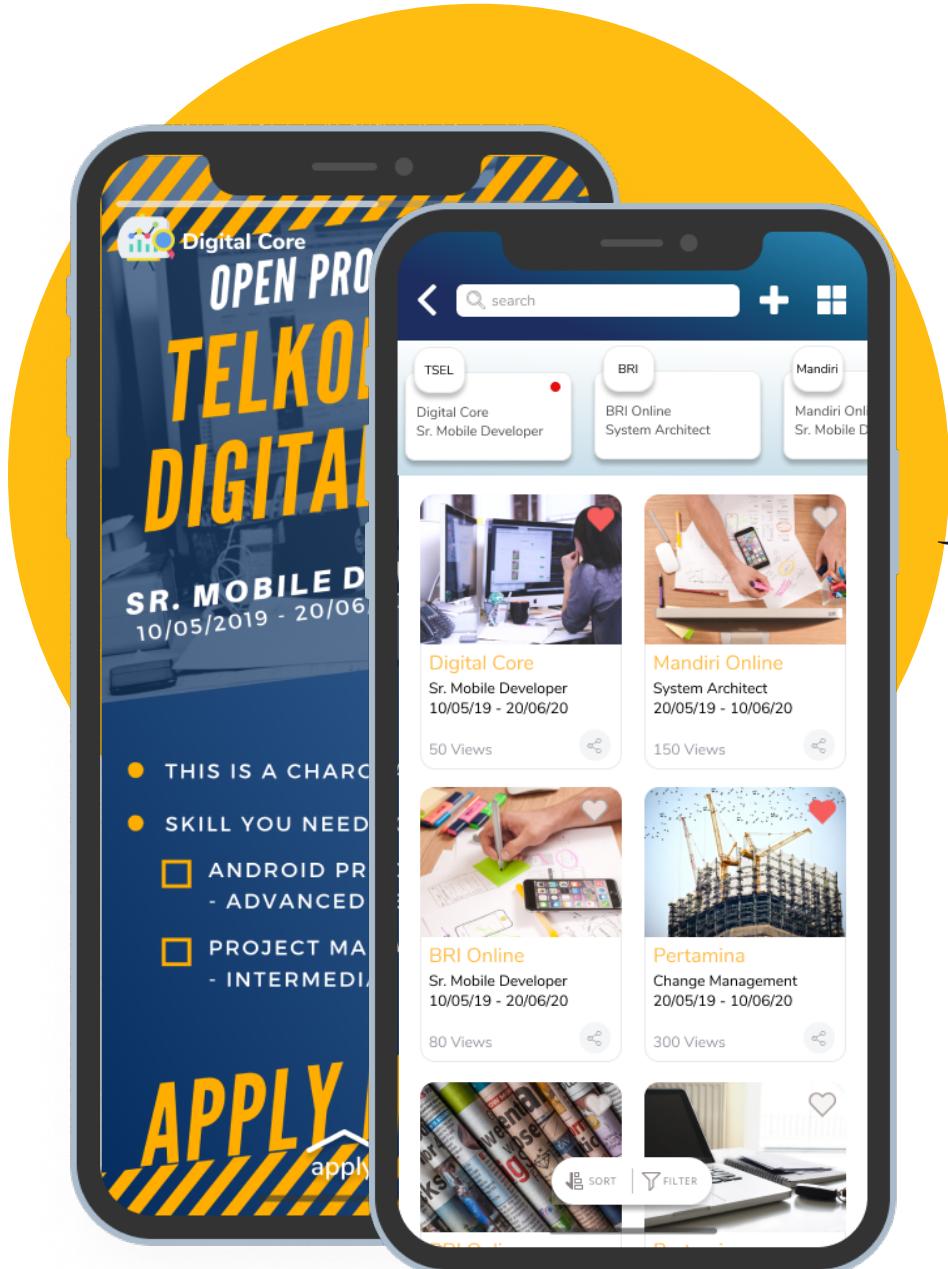
Forestry App15

Redesign interactive design tool to deliver forestry insights

Here are some of my past projects. Read all, pick one, whatever.



ZIGI Project - ME Xperience Competition



June - July 2019

when? →

goals →

★ Fun Fact! This is my first design project :D

A competition within Accenture to create the best Employee Experience through gamification as part of employee engagement. The goal of this competition is only to create mockups of the proposed solution.

On this project, I did:

- ★ User Research & Interview
- ★ Set Design Objectives
- ★ Wireframe Sketch & Design
- ★ Create Visual Design



The Challenges

Besides finding challenge from the competition goals - Which is to **increase employee engagement within Accenture**.

Me and my team of 3 did a **User Research and Interview** from several employees of different roles in Accenture. By creating some questionnaires, we held the interview virtually using Microsoft Teams call & chats.

Here are some insights that we got from the interviews, which then we conclude as our **key challenges** which hinder employee engagement.

"It's so hard finding project. I need a platform that can help me build network and find a new project when i am on the bench"



Sissy, The Analyst

"I got lost sometimes in tracking my counselee. A Career Counselor task will be aided if we have an easy platform to track their members"



John, The Career Counselor

"Available project needs to be more transparent so the project member selection process can be optimized. Sometimes it is hard finding resources with all the bureaucracy"



Rob, The Project Manager
ajeng dhanindita

Then we concluded
that from those
problems, our **Goal** on
this project is....



**"Enabling one click access to integrated
Accenture portals for employee development"**

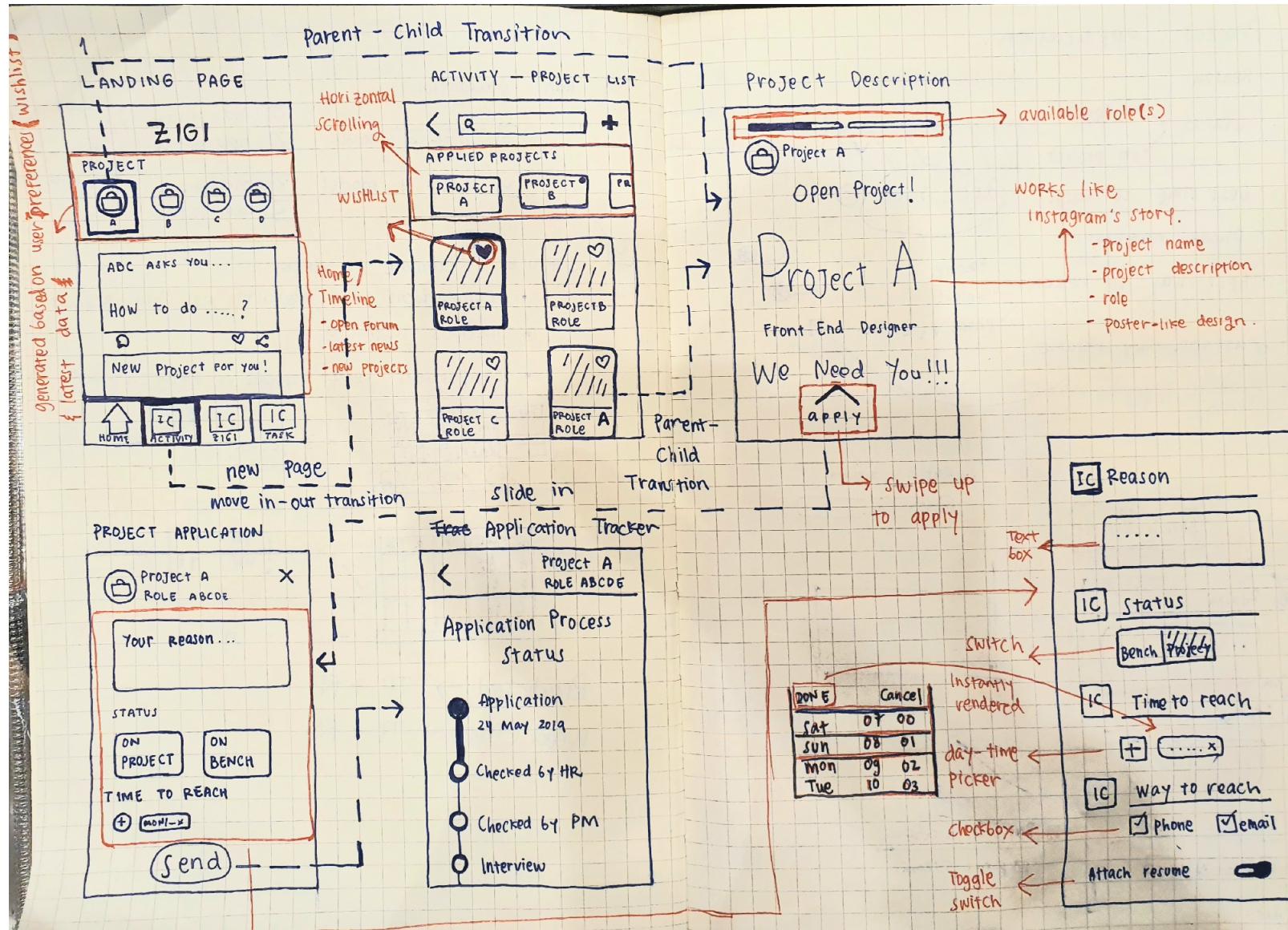
....And the idea of **ZIGI** was born

An integrated-functionality Mobile Platform
**That enables easy project task tracking,
monitoring, and projects recommendation for
Accenture employee**

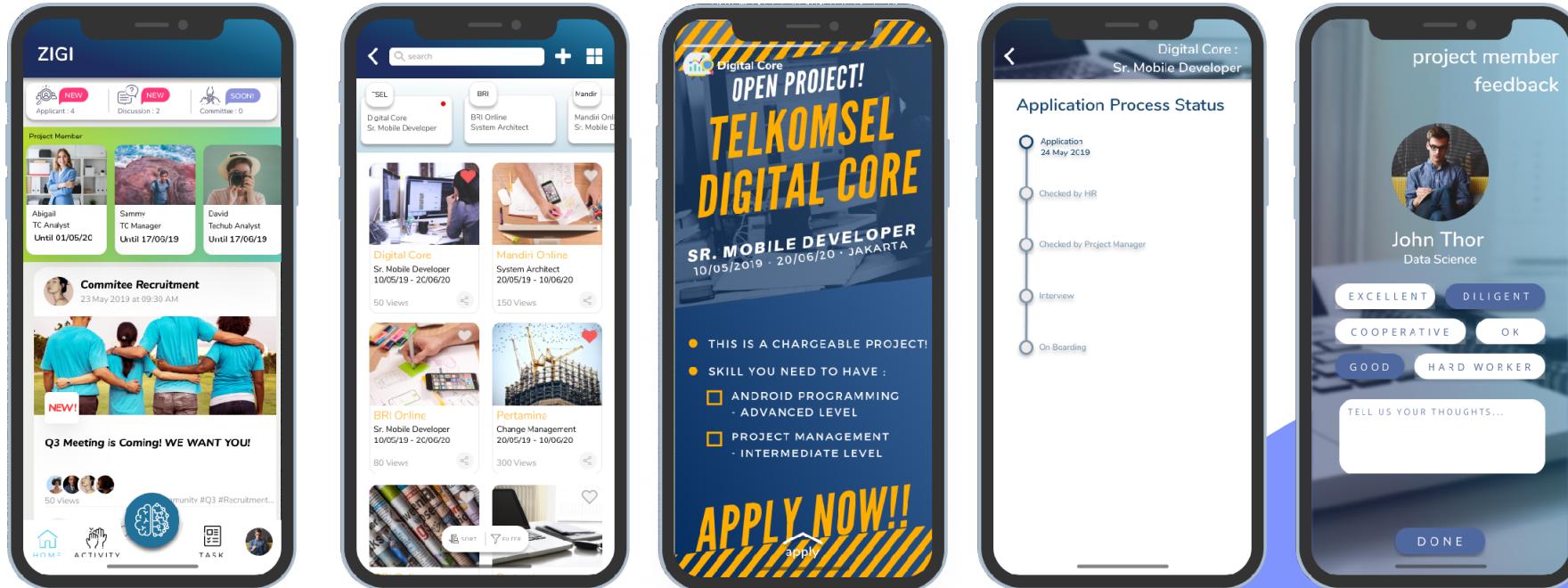
Which lead us to
ZIGI making everyone **HAPPY!**



The Sketches & Doodles!!!



The Visual Design



Our side-goal is also to make ZIGI looks less-corporate looking

So tracking work & task, browsing for a new project, checking-out counselee progress, or even seeking for some available resources for the new project can be **as easy as scrolling through social media!**

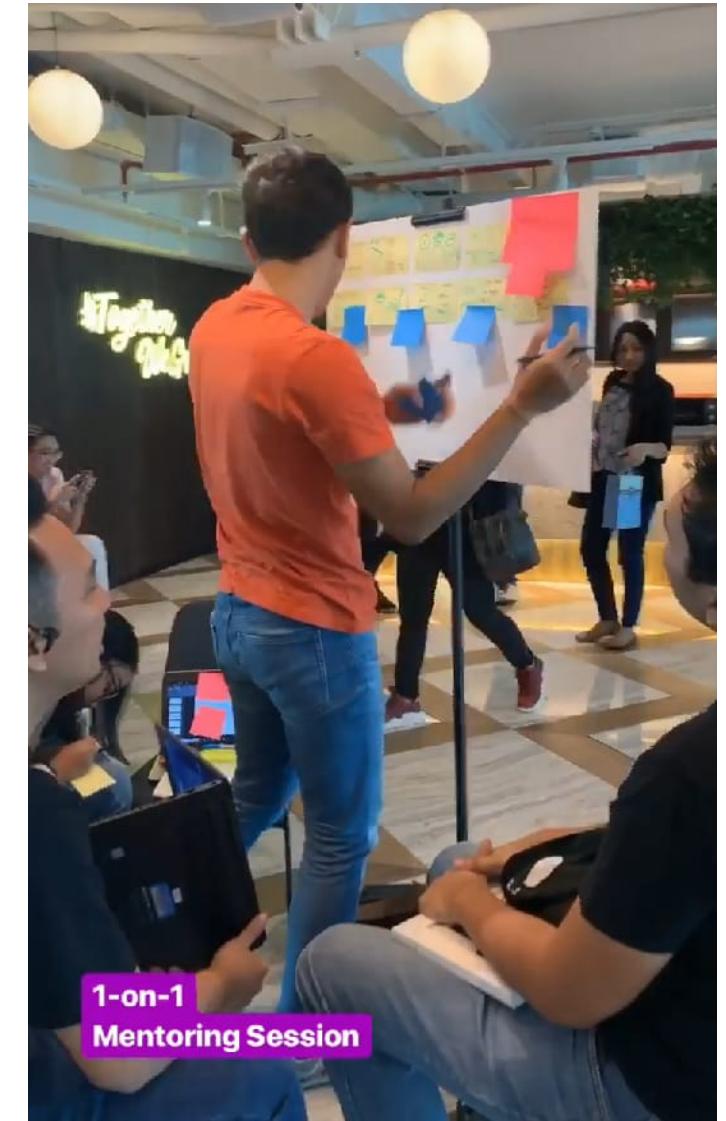
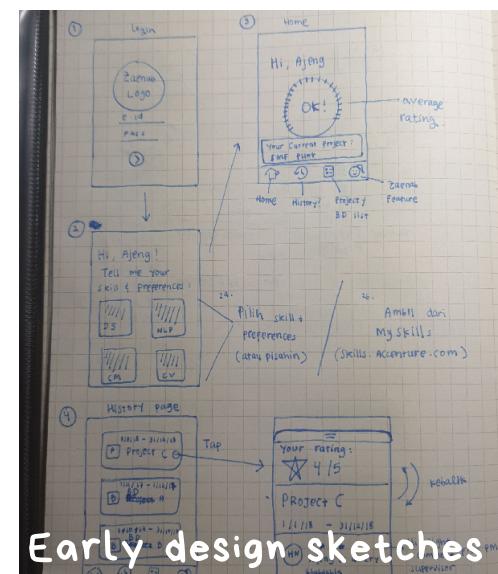
That is why I chosed to use an **Instagram-styled homepage** to make the company forums, project openings and counselee updates easier to read. And also used an **e-commerce catalog styled page** to show & track available projects within Accenture easier.

Few things that can be improved:

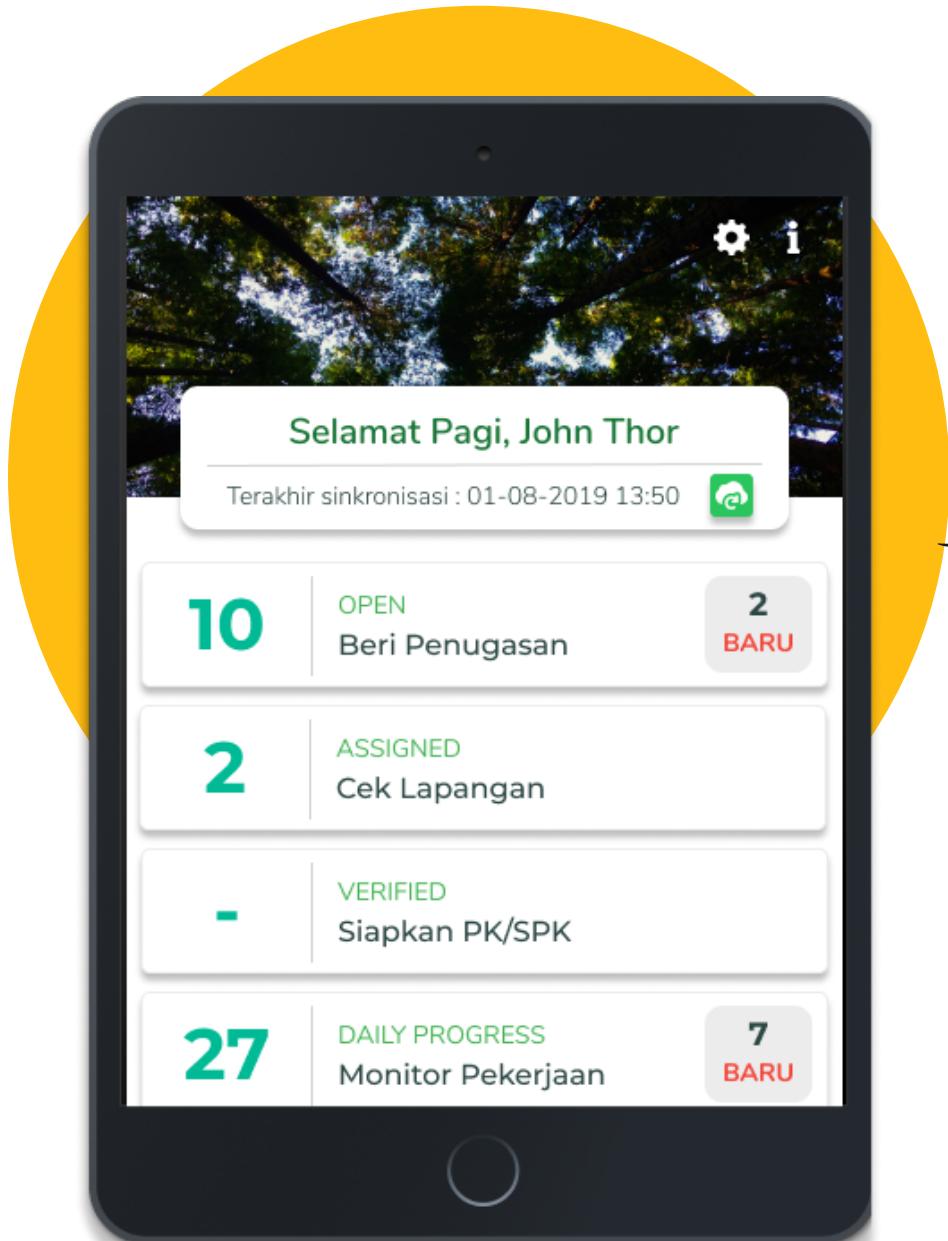
- ★ I realize I ignore margins & paddings
- ★ Colors CAN be improved
- ★ Dropshadow & effects a bit too much
- ★ Text visibility
- ★ The goal is to create a playful visual design, yet this is still somehow serious



Bloopers



Forestry Insight & Maintenance App



June - July 2019

when?

goals

Redesign interactive digital tools to deliver **forestry insights** and improve planning and plantation maintenance activities

On this project, I did:

- ★ Wireframe Sketch & Design
- ★ Create Visual Design
- ★ Copywritings in Bahasa



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The Back Story

This application was firstly made during a pilot project for a forestry management digitalization. Before this project, all forest management related activities in this company such as planning - planting - maintenance - assessment were done manually by the field worker with pen & paper.

So this project goal was to optimize this process by using Data Science and Digitalization using Dashboard Insight & Mobile Application. The mobile application itself were functioned as a platform to:

1. **Receive alert for issue** occur in the forest field
2. Field worker's **task assignment**
3. **Reporting** platform
4. Task **monitoring**

The pilot phase of this project has a very fast-paced and short timeline, which made the design was not really a big priority of the project. Few months later after the app was released, we had so many issues coming from the user - which is the forest field workers themselves who have **difficulties on understanding/using the app**, and decided to **went back to pen & paper**.

So when the project was scaled up, we decided to do big design changes on the mobile app.

The Challenges

By gathering the feedback from the field workers in the pilot phase of this project. We conclude that most issue came from the field workers are:

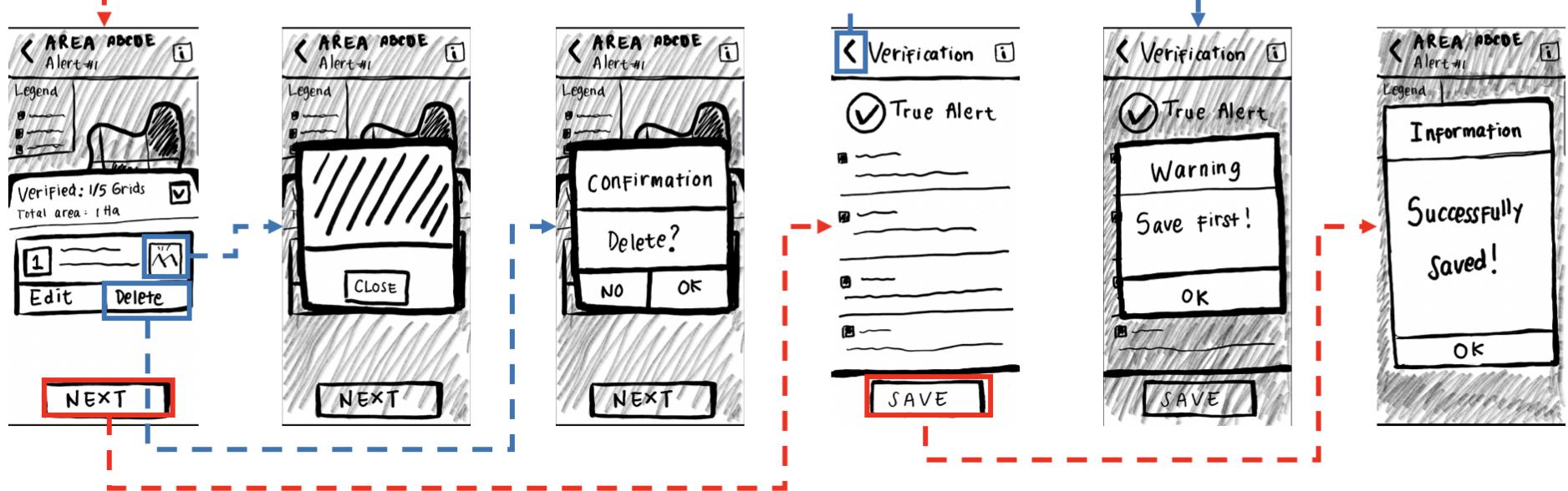
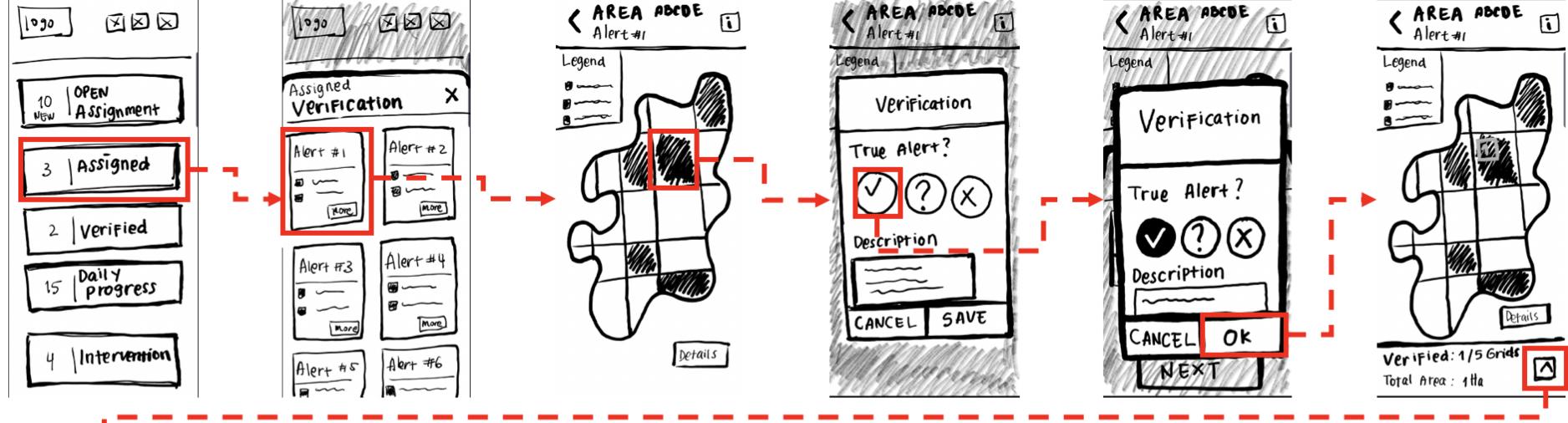
1. Existing design is **crowded and confusing**
2. **Text visibility** is low
3. **Language & terms** used are **unfamiliar** for the user
4. The user themselves are **not tech/gadget savvy**
5. The user do **not speak english**

From these issues, interface redesign & redoing the copywriting in Bahasa Indonesia is needed to overcome the field worker turning back to pen & paper instead of using this mobile application

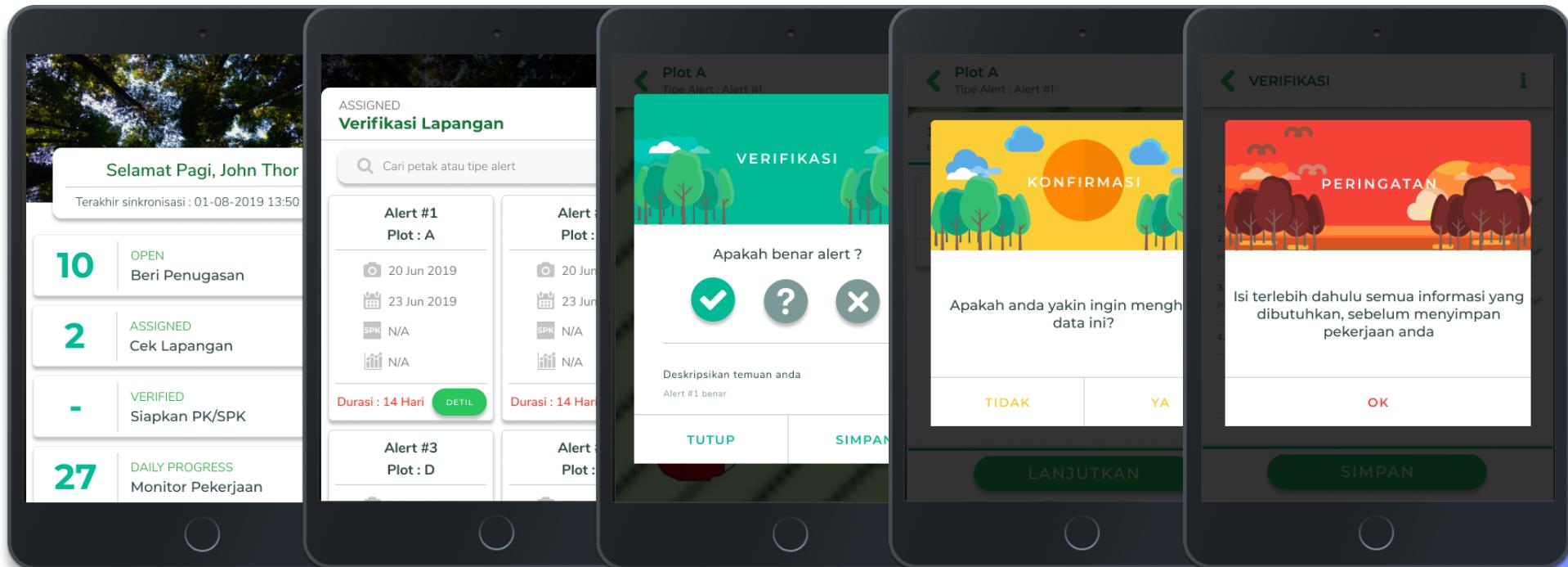


The Sketches & Doodles!!!

I sketched these on my phone while commuting.
Need to keep those ideas flowing, aight? ↗



The Visual Design



The goal is also to make this app **simple, easy to use, with a great text visibility**

I designed the app with **big sized components & fonts**, since this app will be used by the field worker of the forestry company, which are not really gadget and technology savvy. Even some of them are older people who need help in reading small texts & operating technology.

I also chose to use **Bahasa Indonesia** fully in the redesigned app because of the same reason - most of the workers did not speak English.

Few things that can be improved:

- ★ Color selection for some text & CTA can be improved to enhance the visibility
- ★ Consistency on the letter case
- ★ Consistency for the alignment
- ★ More clean looking shadow & visual design



POKU App - Loyalty Pooling Platform



March - June 2020

when?

Create a new loyalty platform as a point's pool from several loyalty program for Customers & Dashboard Insights for Loyalty Partner

goals

On this project, I did:

- ★ Help Conduct Design Thinking Session
- ★ Create Design Blueprint
- ★ Create Information Architecture
- ★ Wireframe Design (Mobile app & Dashboard)
- ★ Create Visual Design (Mobile app & Dashboard)
- ★ Create & Manage Style Guides



ajeng dhanindita

The Back Story

The main goal of this project is to create a **new, open loyalty ecosystem that will allow everyone to earn and redeem points from broad network of merchants.**

Our part here is to **connect** every **Indonesian Customers and the Merchants** from the big industries (telecommunication, petrol, fmkg, etc) to the micro businesses like mom stores/pop stores through this loyalty ecosystem and bring solution that is beneficial for everyone.

CUSTOMERS

CUSTOMER ACTIVITY SUMMARY

Legend: New Customer (Orange), Existing Customer (Red), Active Customer (Black)

Date	New Customer	Existing Customer	Active Customer
01 Mon	40	60	35
02 Tue	10	50	60
03 Wed	50	45	65
04 Thu	55	60	80
05 Fri	30	50	65
06 Sat	60	70	60
07 Sun	20	55	55
08 Mon	15	40	60
09 Tue	65	75	55
10 Wed	60	80	50
11 Thu	10	25	60
12 Fri	45	70	85

OVERVIEW

RETURNING CUSTOMER RATE: 75%

GENDER DISTRIBUTION: 60% Male, 40% Female

TIER DISTRIBUTION:

Tier	Percentage
PLATINUM	10%
GOLD	30%
SILVER	60%

CUSTOMERS LIST

Contact us for any help or suggestion!

Define the Persona & Challenges

Putri Amalia (Retailer)

- GOALS:** Building small but consistent rewards, Accumulate her points in one pool, Earn points, Receive personalized offers.
- PAIN POINTS:** Keeping Points, Complicated Loyalty programs, Slow signing up process, Different currency across different vendors.
- OPPORTUNITIES:** Multi-active user, Willing to make effort, Price awareness, Single Currency across different vendors, Personalized rewards.
- Digital Loyalty:** ★★★★☆
- Loyalty Shoppers:** ★★★★☆
- Affiliate Spenders:** ★★★★☆

Ridwan Salim (Retailer)

- GOALS:** Family first, Like making a good deal and purchases, Have good Customer Experience.
- PAIN POINTS:** Data Privacy Concerns, Does not realize what to do with loyalty cards in his wallet, Likes transparency.
- OPPORTUNITIES:** Big spending, Universal Loyalty, Own many loyalty cards in his wallet, Misleading promotions.
- Digital Loyalty:** ★★★★☆
- Loyalty Shoppers:** ★★★★☆
- Affiliate Spenders:** ★★★★☆

KFC USA Franchise (Food & Beverage)

- GOALS:** Increase Customer Satisfaction, Increase retention, Serve Quality, Brand Awareness.
- PAIN POINTS:** Data Privacy Concerns, Data Privacy Concerns, Data Privacy Concerns, Data Privacy Concerns.
- OPPORTUNITIES:** Track performance, Anonymity information, Marketing expenditure, Competition heavy industry.
- Digital Loyalty:** ★★★★☆
- Loyalty Shoppers:** ★★★★☆
- Affiliate Spenders:** ★★★★☆

Good Boba (Retailer)

- GOALS:** Attract more customers, Open more outlets, Keep quality high, Get honest feedback and recommendations.
- PAIN POINTS:** Small marketing budget, High cost of entry (part of aggregator and still has their own punch card), Accept Cash or E-Cash only.
- OPPORTUNITIES:** Customer Insights, Marketing optimized solutions, Sustainable product & ecofriendly.
- Digital Loyalty:** ★★★★☆
- Loyalty Shoppers:** ★★★★☆
- Affiliate Spenders:** ★★★★☆

#CHALLENGE	PUTRI AMALIA	RIDWAN SALIM	KFC	GOOD BOBA
How can we engage Putri Amalia to actively use the app in daily basis?		How can we attract Ridwan to join our loyalty program and actively use the program?	How can we help KFC to optimise their marketing expenditures?	How can we help Good Boba to shift into Telkomsel new loyalty ecosystem?
BONUS QUESTION In addition to customer engagement, how can telkomsel and partner benefits from the concept?		TIP Research showed that sometimes older customers feel like they are being abandoned by the program.	BONUS QUESTION How can we help KFC monitor their marketing effectiveness?	TIP Connect to the customers, by any means.
CHALLENGE PUTRI AMALIA		CHALLENGE Ridwan Salim	CHALLENGE KFC	CHALLENGE Good Boba
How might we utilize different rewards to motivate Putri Amalia to be more active in using the loyalty program?		How can we make it easy for Ridwan to fully understand his privileges as loyalty program member?	How can we help KFC to gain better and more insights on their customers?	How can we help good Boba manage their loyalty program effectively ?
TIP Research showed that younger customers like to have interactive campaigns or games to keep active and up-to-date.		TIP Research showed that it is easier for older customers to keep in track on the program by physical touch point (e.g. from the Cashier).	TIP Customers engagement can actually be measured. Enterprise/SMEs can use insight to develop new product or define marketing strategy.	TIP Not all loyalty SMEs having resource and capacity to manage loyalty program.

We partnered with another vendor to do the customer workshop & interview process. But after the interview, we summarize the customer key-points about loyalty program and based on that - we define the **Design Personas & Challenges** for both the customers & merchants.

We define the **customer personas** into **Millenials & Above 50**, and the **merchant personas** into **Big Company & Small Business**. Then, we determine the challenges by creating **"How Might We"** questions based on those personas.

Ideate Solutions by Design Thinking

We held a **Design Thinking Session** virtually using **MIRO & Zoom** to answer our challenges & define what features will our loyalty program should covers based on the defined personas. So we can actually create the best loyalty platform that will connects & profitable for both customers & merchants.

We split the participants into several teams to answer the challenges for each personas.

Team A

Challenge #1: "How can we engage Putri Amalia to actively use the app in daily basis?"
Bonus question: "How can Telkomsel and partner benefit from the concept?"

Team B

Challenge #1: "How can we attract Ridwan to join our loyalty program and actively use the program?"

Team C

Challenge #1: "How can we help KFC to optimize their marketing expenditures?"
Bonus question: "How can we help KFC monitor their marketing effectiveness?"

Team D

Challenge #1: "How can we help Good Boba to shift into Telkomsel New loyalty ecosystem?"
Bonus question: "How can we keep their old customer happy with the new program?"

The Solutions

By doing Design Thinking Session, we found out that to have an ultimate loyalty program - we need to have a **loyalty point pool platform** with features such as:

1. Having communal points for several loyalty program (Loyalty Points Pool)
2. Personalized & Gamified offer/program for customers
3. Transparent for customers

4. Easy to use service for merchants
5. Digitalized marketing for merchants
6. Data analytics & Insight dashboard for merchants

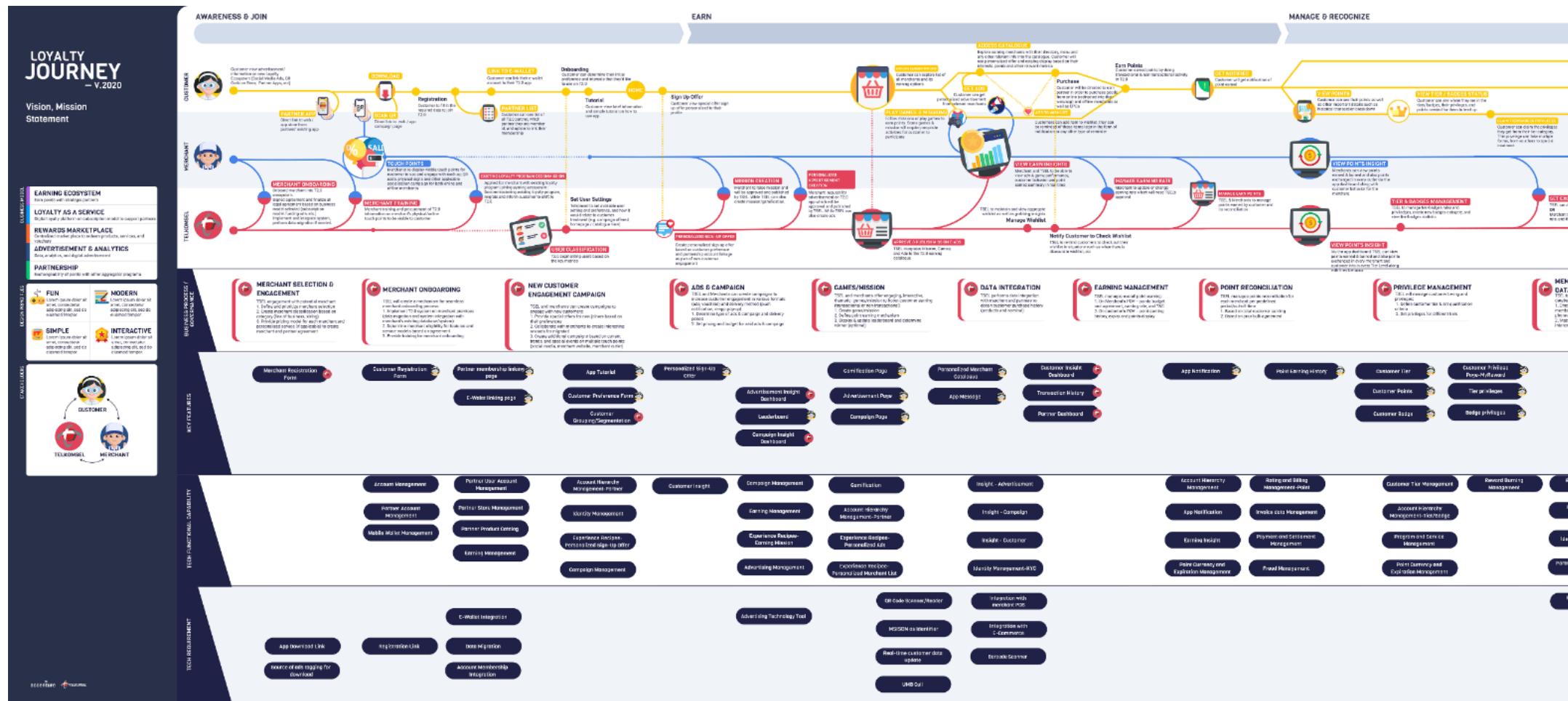
.... And many more

From these solutions, we decided to create:

1. **web-app** for the customer loyalty platform so it will be easy to access it everywhere
2. **insight dashboard** for the merchants to see the insight & analytics

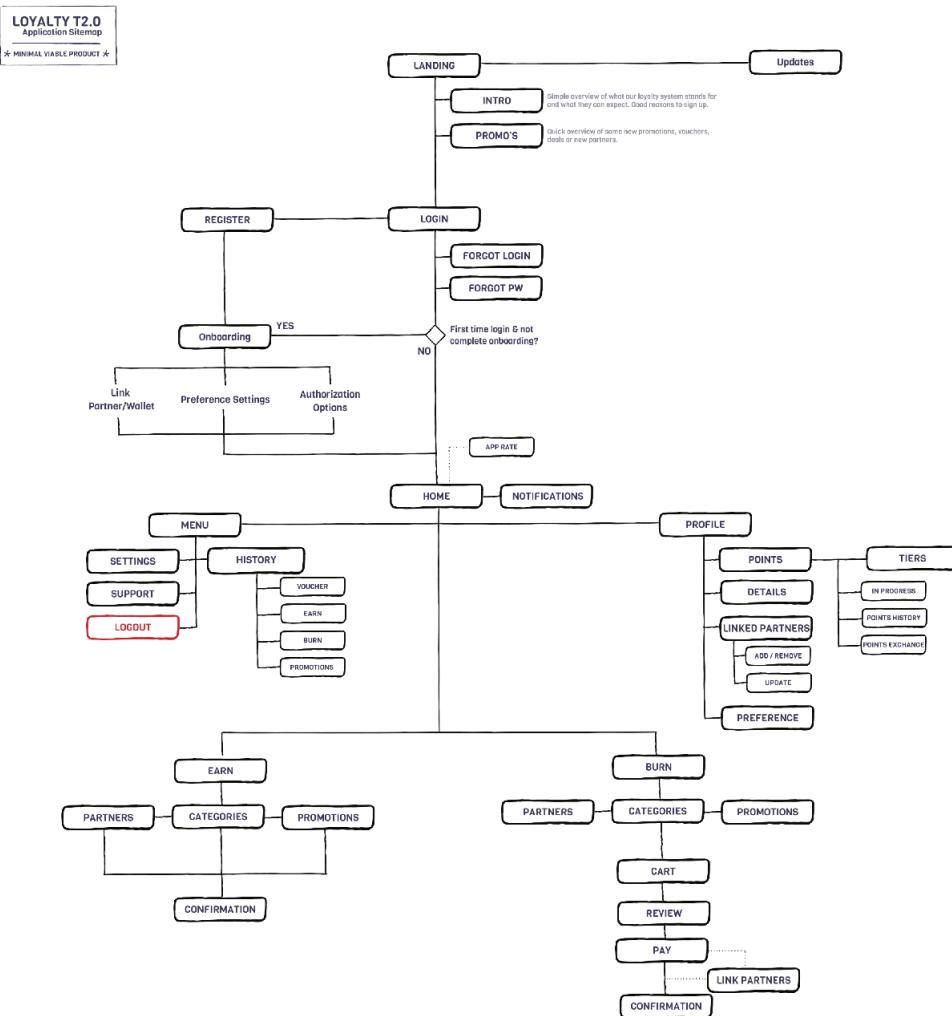


Summarize Features - Service Design Blueprint



Then we summarize all the solutions into a **Service Design Blueprint** using **Figma** to create a **master blueprint & roadmap** for our ultimate Loyalty Program. After that, we pick only the essential features & define the work scoping to create the first **MVP version** of our ultimate Loyalty Program.

Prioritize Features



After the scoping, we decided to create the **MVP** of our loyalty program that will cover atleast these features:

1. Customer **awareness & joining**
 2. Customer **loyalty points earning**
 3. Customer **loyalty points pool** from several merchant
 3. **Loyalty points redemption** (into voucher)
 4. Customer **Tiering**
 5. Customer **Support**

Based on the 5 main features, we created the **User Flow & Information Architecture** for both the customers' platform and merchants' platform.

The LO-FI Wireframe

Anthony Salim
Good Boba

- Dashboard
- My Catalogue
- History
- Customers
- Settings
- Support

My Customers

May 2020

TODAY 81 MALE 44% FEMALE 56% AVERAGE AGE 29

My Customers List

ID	NAME	CUSTOMER SINCE	STATUS
827112	Mohammed Gunawan	24 May 2020, 03:48PM	Active
827111	Alshah Salim	24 May 2020, 03:48PM	Active

Filter

Anthony Salim
Good Boba

- Dashboard
- My Catalogue
- History
- Customers
- Settings
- Support

+ Add New

TOTAL CUSTOMERS 7,128 ACTIVE PROMOTIONS 14

See more details

TOTAL VOUCHERS 7,000 VOUCHERS BURNED 625

See more details

TOTAL ADS ENGAGEMENT 3,000 ADS VIEWS 2,500

See more details

NEW CUSTOMERS

AVERAGE CUSTOMERS AGE 29

VOUCHER VARIETIES 50

See all customers and get better insights.

TODAY NEW CUSTOMERS 81

See customers that have joined your loyalty today

TOTAL ADS CLICKED 400

See most clicked ads

TOTAL BUY FROM ADS 125

See most favorite ads

VOUCHER REDEMPTION RATE 80.0%

See all your promotions that are currently active

Call for help Any suggestion? Let us know!

Get more out of your data

ALL CUSTOMERS 0.3 mil.

See all customers and get better insights.

Call for help +62 1234 5678

Any suggestion? Let us know!

12:22 1 Kembali Points & Tiers

Ms. Amira Gold Member

575 points to Platinum Member!

1425 of 2000 pts

102 102 0000 23124

Basic Gold Platinum

Current Level Your Benefits

- Benefit A Lorem ipsum dolor
- Benefit B Lorem ipsum dolor
- Benefit C Lorem ipsum dolor

9:41 LOGO You Have 43 Points

Hi, Amira! Gold Member See Partner Points icon

Promo Hari Ini

Crazy Deals

Rp 100.000,- Rp 49.999,- + 5 points

Voucher Populer

Katalog Earn

Selesai

yang terakhir...

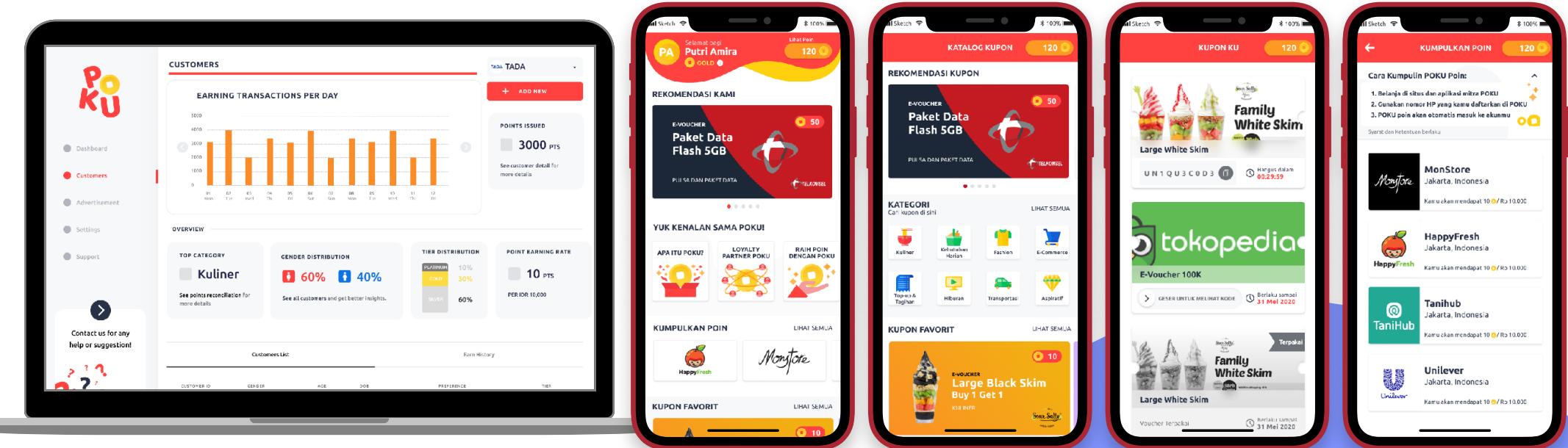
Kamu suka apa sih?

Kasih tau kami dong, pilih hal-hal yang kamu suka!

Kopi Fast food Alat masak Fashion Olahraga Gadget & Elektronik

Here, some low fidelity screens for the mobile web app and insight dashboard

The Visual Design



Actually...

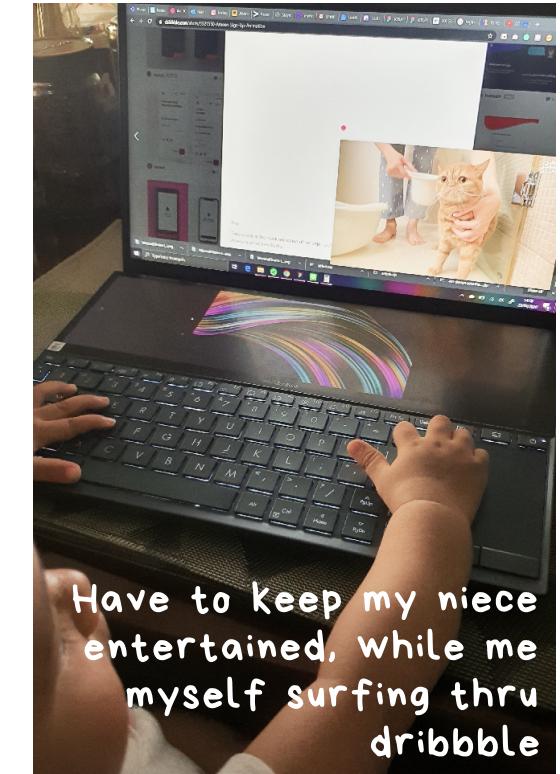
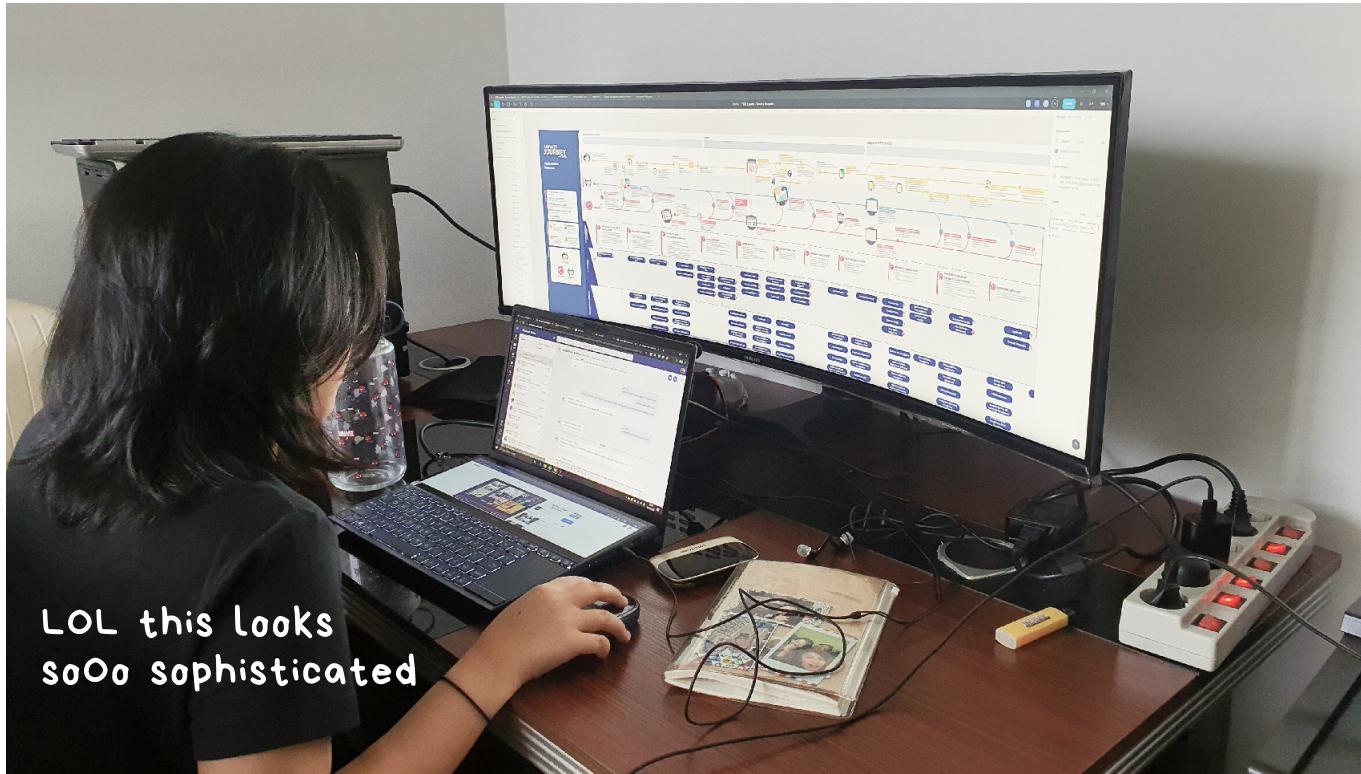
When we did the DTS, we also held a simple **Kahoot Session** to determine what **moodboard & visual design style/principles** we are going to have. And we came up with this Moodboard & Four Design Principles, which are:

- ★ **Fun:** Dynamic living experience for user
- ★ **Simple:** straightforward & not confusing
- ★ **Modern:** Using vibrant color schemes
- ★ **Interactive:** Conversational design that humanize interaction

Our MoodBoard



Bloopers



I fully worked from home throughout this project because of the COVID-19 thingy, i thought it would be fun to take some self-documentation. so ya... here some documentation of this tragedy :')

Wanna discuss more? Let's **connect!**



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Thanks for stopping by!



Thanks to
openpeeps.com and
@pablostanley for the
amazing illustrations!