UI/UX Design

Portfolio

Albertus Pradana / 2023

Hello!

I'm Albert, a UI/UX designer who loves creating beautiful and meaningful products through design.

As an information engineering graduate, I am well-versed in code and software development. For me, design is not just about aesthetics, but also the value it brings, the research and data behind it, and its practicality for development.

Curriculum Vitae

Education

2017 - 2021 Information Engineering
Universitas Gadjah Mada

Skills

User Research
Multi-platform UI
Icon design
Wireframing
Usability Testing
Copywriting

Experiences

Jan 2022 - Present UI/UX Designer
imuni

Sep - Dec 2021 UI Designer Intern
BuildWith Angga

Jan - Apr 2021 UI/UX Designer Freelance
Pazel Group

Jul - Oct 2020 UI/UX Designer Intern
Jakpat

Mar - Apr 2020 Front-End Dev Intern
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A mobile app from an integrated digital system, designed to improves company performance & productivity.

02 **Foodie**

A catering service web to help working moms in providing healthy meals for their families.

03 **Pazel Cloud**

POS system to support Pazel Group internal work and administrative processes

imuni Mobile App

2022 - Mobile app

Role: UI/UX Designer

Stakeholders: product manager & company C-level

TLDR:

imuni is a vaccination service provider in Indonesia, offering home and corporate vaccination services. Currently, their services are available through MVP on various Google Workspace apps, causing inconvenience and poor user experience. After achieving product-market fit, imuni decided to develop a full-scale product to overcome those limitations.

Project background:

imuni is a vaccination service provider in Indonesia, focusing on home-service and corporate-service.

Following successful market validation, imuni's management decided to create an integrated system that covers all aspects of their business operations:

imuni user app (mobile)

admin-side back-office (web)

There are 2 main objectives from stakeholders:

1. **Overcome limitations of the current system**
2. **Increasing efficiency for imuni’s team**

imuni’s services

These are imuni's services which will be digitized and integrated into the app:

On-site vaccination

Next vaccination reminder

Child growth monitoring

Developmental record for children

Vac consultation with doctor

Existing flow

1. Vaccination

Existing flow

2. Next vaccination reminder

After vaccination

Doctors inform patients of their future vaccination needs and provide reminders if agreed upon

1 week before the next vaccination

Patients receive reminders, can sign up for next vaccination, and consult with doctor for any concerns.

Common problems:

- Lengthy vaccination registration process, particularly for users with multiple patients.
- Doctors have the obligation to remind every patients for their upcoming vaccination schedule, causing burden.

The problems

From	Problem	The reason	Impact
Patients	**Difficulty in completing the vaccination registration.**	Too many questions, which would be worse if there are many patients.	This time-consuming registration process deterred patients from making repeat orders.
	Too many WhatsApp numbers communicating with patients.	Each internal teams of imuni possess their own WhatsApp number, leading to min. 3 numbers contacting patient: doctor, vaccination doctor, and finance.	imuni's communication with patients causes an overwhelming experience for some users.
	Lack of integrated records regarding vaccination and child development.	Operating on MVP across different platforms results in a lack of proper transaction data storage for imuni.	Patients experience inconvenience as they must navigate between multiple apps.
	Lack of payment options.	For some individuals, the expensive cost of vaccination service might be too expensive.	This situation is hindering them from settling their payments in full (via bank transfer).
Management	**Difficulties in analyzing data.**	Since our data is not integrated yet, we have to input it manually before analysis.	This activity becomes inefficient (in terms of time and effort).
	Difficulties in choosing vaccination schedule for patients.	To choose a vaccination schedule, doctor must negotiate with patient regarding their availability with the doctor's available vaccination schedule.	

The problems

Main problems

From	Problem	The reason	Impact
Patients	**Difficulty in completing the vaccination registration.**	[illegible]	This time-consuming registration process deterred patients from making repeat orders.
	Too many WhatsApp numbers [illegible]icating with patients.	Each internal teams of imuni possess their own WhatsApp number, lea[illegible]bers [illegible]tient: [illegible]	imuni's communication with patients causes an overwhelming experience for [illegible]
	[illegible]	[illegible]MVP a[illegible]k of p[illegible]uni.	[illegible]nvenience as they [illegible]ultiple apps.
	Lack of payment options.	For some individuals, the expensive cost of vaccination service might be too expensive.	This situation is hindering them from settling their payments in full (via bank transfer).
Management	**Difficulties in analyzing data.**	Since our data is not integrated yet, we have to input it manually before analysis.	This activity becomes inefficient (in terms of time and effort).
	Difficulties in choosing vaccination schedule for patients.	To choose a vaccination schedule, doctor must negotiate with patient regarding their availability with the doctor's available vaccination schedule.	

User

Poor experience with administration, especially with registration, communication, and patient data.

Management

Work tools are not ideal, which results in difficulties in analyzing data & managing vaccination schedules.

Benchmark of similar services

Since we don't have a system yet, we decide to do a benchmark (or competitive analysis) of our direct competitors to better understand current user behavior and their strengths.

Competitors	**Features** (and their strengths)				
	Vaccination registration	**Vaccination info**	**Doctor consultation**	**Child-growth monitoring**	**Worth to note**
Tentang Anak	❌	✅	❌	✅	As a parenting app for monitoring pregnancy and child development, it provides: • Pregnancy development monitoring. • Child's growth and development tracking. • Scheduled Q&A sessions with doctors.
PrimaKu	✅	✅	✅	✅	Designed for parents with young children, this app offers a digital child book with features like: • Child's growth & development tracking. • Vaccination scheduling (based on IDAI guidelines). • Self-health screening. • Health articles and childcare tips. It also includes a community forum, doctor consultation options, and partner clinic or home vaccination registration.

User flow

1. Vaccination

After understanding the existing issues, we made updates to our vaccination flow.

1. **Free online consultation**
   Users contact doctors in-app to do free-consultation about vaccination.

2. **Vaccination registration**
   User can save some data about patients and home addresses, making vaccination registration easier.

3. **Confirmation by doctor**
   Once doctor confirm patient's vaccination, they will send a vaccination plan draft to be confirmed by patient.

4. **Payment**
   Patients can make payments with various payment methods (from virtual accounts, credit cards to insurance) and contact finance through in-app chat.

User flow

1. Vaccination (cont.)

5 Health screening **by doctor**

No change on this step because vaccinating doctors yet to have access to contacting patients in-app.

6 Vaccination **by doctor**

No change in this step (doctor performs on-site vaccination as usual).

7 Follow-up **by doctor**

Doctor will contact patient through in-app chat to do usual follow-up after vaccination.

User flow

2. Next vaccination reminder

1. Vaccinating **by doctor**

   After vaccination, upon patient agreement, doctors will set a reminder for their next vaccination (including vaccine information).

2. Confirm next vaccination reminder

   Users receive a one-week reminder for their appointment and can confirm it. They can consult with the doctor if necessary.

3. Payment

   If the user agrees, they can confirm the reminder by:

   1. Providing their preferred schedule and address.
   2. Completing the payment.
   3. Continuing with the vaccination process.

   Without re-registering or contacting the doctor.

Information architecture

Outlining the architecture was a crucial step in providing the entire team with a comprehensive view of the platform. This process also helped us estimate the necessary effort to implement the entire system (in this context, the mobile app).

See here

Design library

Colors

Typography

Heading 1 - 40pt Bold

Heading 2 - 32pt Bold

Body 1 - 18px Regular

Body 2 - 16pt Regular

Body 3 - 14pt Regular

Body 4 - 12pt Regular

Body 5 - 10pt Regular

Forms

Top bar

Buttons

Bottom nav

Selection control

Label

Chip

Highlight

Wireframe

Hi-Fi Design

1. Homepage

imuni's homepage highlights vaccination, doctor consultations, & educational articles on vaccinations, while also providing supporting information on imuni's services.

Highlight

2. Vaccination registration

To receive a vaccination, users must register and undergo a doctor's assessment. The registration process is designed to simplify filling out the necessary forms, which require extensive information.

Wireframe

Order form

Registrant data

Vaccination address

Patient data

Vaccination schedule

2. Vaccination registration (cont.)

Hi-Fi Design

Vac registration - 1. Registrant data

Vac registration - 2. Patient data

Vaccination address

2. Vaccination registration (cont.)

Hi-Fi Design

Fill in patient data

Select patient

Vac registration - 3. Vaccination schedule

After vaccine registration

Highlight

3. Progress vaksinasi

This page displays vaccination status, patient data, address and schedule, and billing information.

Wireframe

Vaccination progress

Hi-Fi Design

After registration

Before payment

After payment

Highlight

4. Chat

Users can confirm vaccination plans proposed by doctors after assessment through the chat feature.

Wireframe

Chat

Hi-Fi Design

Chat

Vaccination confirmation

Highlight

5. Record

a. Growth and development for children

This section offers features for monitoring pediatric vaccination completion, child growth and development, and parenting tips.

Hi-Fi Design

Summary

Alamat vaksinasi

a. Growth and development for children (cont.)

Hi-Fi Design

Informasi parenting

Data pertumbuhan

Data perkembangan

Highlight

b. Health monitoring for adults

This section offers adult health check features, including tracking of vaccination completeness and BMI check.

Hi-Fi Design

Summary

Info vaksinasi dewasa

Jadwal vaksinasi

Vaksin	Dosis 1	Dosis 2	Dosis 3	D
Influenza	Per tahun	Per tahun	Per tahun	
Pneumonia (PCV)	Saat ini			
Tifoid	Per 3 tahun	Per 3 tahun		
Hep A	Saat ini	6 bulan		
Hep B	Saat ini	1 bulan	6 bulan	
Varicella (Cacar Air)	Saat ini	1 bulan		
MMR	Saat ini	1 bulan		
Meningitis (Polisakarida)	Per 2 tahun			
Meningitis (Konjugat)	Per 5 tahun			
JE	Saat ini			
Yellow Fever	Per 10 tahun			
Rabies	Saat ini	7 hari	28 hari	1
Pneumonia (PPSV)	Saat ini			
TDap (lanjutan DTP)	Saat ini			
Zooster (Cacar Ular)	Saat ini			
Covid-19	Saat ini	21 hari	3 bulan	
HPV	Saat ini	2 bulan	6 bulan	

Alamat vaksinasi

Reflection

This project was both an exciting and challenging experience for me. At first, I was a bit nervous due to my lack of prior knowledge and the zero tolerance for errors when it comes to vaccination (and health for general). However, I learned a lot by working with people from different backgrounds and specialties to create a reliable system for our users.

Communication and collaboration with stakeholders, particularly doctors, were essential to gaining valuable insights (especially regarding health-related matters) and to developing better ideas. It was also necessary to keep up with the tech team (PMs and engineers) to make sure everyone is on the same page so that our system can cover all of the use cases.

Through this project, I learned how to create flows that work for a lot of people and for different cases, but is still both simple and flexible. Overall, I'm grateful for the opportunity to work on this project and looking forward to learn through other challenges.

Foodie

2021 - Website

Role: UI/UX Designer

This is a project for SYNRGY Academy bootcamp.

TLDR:

During Covid-19 period, working moms are experiencing challenges in providing healthy meals. Preparing healthy and varied meals is not easy, just like finishing their office work. In short, they are overwhelmed. They need a help to prepare healthy meals in a flexible, cost-effective, and convenient manner for their families.

Project Overview

This is a project for SYNRGY Academy, a bootcamp organized by Binar Academy and scholarship program from BCA. We were challenged to create a website within 2 weeks.

The grand theme was about "help parents to be better in workload management doing both school and work from home"

What happened?

We believe that during this lockdown period, working moms are experiencing challenges in providing healthy meals for their families.

Why?

They have to put in extra effort to plan the meals they will serve, prepare them for their family, all while also completing their own office work.

→ In short, they are overloaded

Design Process

Solving the right problem:

1. Emphatize
   - User interview
   - Desk research
2. Define
   - Problem statement

Solving the right problem:

3. Ideate
   - User flow
   - Wireframe
4. Create
   - User interface design
   - Prototyping
5. Test
   - Usability testing
   - Design iteration

User Interview

- Interviews were conducted via WhatsApp phone calls.
- Each interview runs for ± 1 hour, with a total of **5 participants**.

Participant criteria:

- *WFH mom* who has elementary to junior high school children
- They have used catering service
- Their children are doing school from home

Key points on our questions:

1. Behaviour
2. Pain
3. Gain
4. Motivations
5. Hope
6. Needs
7. Suggestion

Competitive Analysis

Competitors / Analysis	Yellow fit	Kulina	Homade
Key products	• Catering (1 batch/week) • Free consultation with nutritionist • Designed with diet program menu • Refund (if diet program didn't work)	• Options subscribe order • Provide large-quantities order and pre-order system • Provide catering for corporation	• Flexible order system • Provide realistic preview for each menu • Provide most popular menu in landing page
How to order	• Website	• Mobile app	• Website
Strengths	• Emphasize on their healthy menu • Detailed information about their menu	• Clear order flow • Appealing testimonials and their services' benefits on landing page	• Menus are appealing, on-point with the photos • Provide many options for order
Weaknesses	• Unclear CTA • Landing page is too focused on ads	• Can't place order on their website	• Can't make a subscription order

After understanding the insights and findings from our respondents, we found the root problem that need to be fixed:

Most *WFH moms* do not have much time to cook for her family.

“How might we help *WFH moms* to be able to provide healthy food in the most convenient manner for their families?”

User Persona

Demographics

Age : 43
Work : Karyawan
Status : Menikah
Location : Jakarta
Character : Sibuk

Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Preceiving

Dewi

Goals

- Membuat user dari yang awalnya memilih membuat masakan sendiri dikesehariannya menjadi tertarik mengikuti program catering terjadwal

Frustations

- Anak yang memiliki keinginan berubah-ubah
- Membutuhkan makanan yang kualitasnya setara dengan masakannya
- Membutuhkan makanan yang harganya terjangkau

Bio

Dewi adalah seorang wanita karir memiliki anak yang sedang menempuh pendidikan pada tingkat SD-SMP. Namun karena pandemi, ia harus WFH dan anak dari ibu ini harus menjalankan sekolah secara daring. Meski tetap bekerja ia harus tetap menyiapkan makanan untuk anak dan keluarganya.

Motivation

Improvement

Fear

Achievement

Social

Brand & Influencers

GO FOOD

GrabFood

Preferred Channels

Online & Social media

Referral

Brainstorming & Clustering

Cluster 1 - Promo

- Notifikasi promo
- Promo subscribe (makin lama makin murah)
- Ajak teman dapat discount
- Notifikasi promo (bukan di message)

Cluster 2 - Menu

- Custom makanan
- Request resep
- pilih makanan sesuai tujuan (goals)
- opsi penyajian (mentah/masak)
- Favoritkan makanan kesukaan
- Menu anak (fleksibel)
- Opsi penggantian untuk makanan yg sekiranya ada alergi
- Tag catering & menu per 'genre' makanan
- Tag 'terfavorit'
- Custom menu
- bisa frozen
- ada program nya

Cluster 3 - User Trust

- Rate
- Review makanan
- Informasi foto & lokasi catering
- Emphasizes faktor kesehatannya
- certificated foods
- halal foods
- quality tester
- testimoni pelanggan
- share pendapat makanan
- makanan tidak cepat basi

Cluster 4 - Accessibility

- Kalender keagamaan & acara besar?
- Paket langganan
- Paket besar (4-5 porsi)
- pemesana mudah
- sistem langganan
- paket keluarga
- pesan bisa untuk perminggu, buan

Brainstorming & Clustering (cont.)

Cluster 5 - Warranty

- gaenak kembalikan
- telat refund
- Opsi refund (yg ketat)

Cluster 6 - Delivery

- Antar gratis
- bisa diantar keluar kota

Cluster 7 - Customer Care

- approach client
- Kontak sosmed pihak catering

Cluster 8 - Payment

- gaenak kembalikan
- Bayar belakangan
- telat refund
- payment COD/e-wallet
- Opsi refund (yg ketat)

Cluster 9 - Feature

- daily reminder?
- Fun fact makanan sehat
- Flow yg sederhana (mirip existing app order makanan)
- variasi makanan tradisional indonesia

Cluster 10 - Menu's Information

- alternatif harga & bahan (mahal-murah)
- Informasi proses pembuatan
- informasi bahan makanan?
- Informasi gizi sederhana (dari nutritionist)
- Informasi ketahanan makanan (kapan expnya)
- point promo
- makanan yang ada deskripsi kalori

Action Priority Matrix

User Flow

Menu
Landing page
Instan
Berlangganan (default)
Set jadwal 'makanan datang'
Set lokasi
Search & filter menu:
• merchant
• price
• location
• kategori(?)
• ketahanan makanan
Keranjang
Menu makanan:
• nama
• harga
• tennant
Konfirmasi pesanan
Set lokasi (+ catatan)
Daftar pesanan
• Tampilkan pesanan per tanggal
• Nama & foto menu
• Total harga per menu (apabila pemesanan per menu berjumlah lebih dari 1)
Edit pesanan
• Set waktu pengantaran (default: saat ini)
• Set kuantitas pesanan
• Tambah catatan
• Hapus pesanan
Total harga
Tambah kode promo
Bayar pesanan
Beranda
Konfirmasi pesanan
Set lokasi (+ catatan)
Daftar pesanan
• Tampilkan pesanan per tanggal
• Nama & foto menu
• Total harga per menu (apabila pemesanan per menu berjumlah lebih dari 1)
Edit pesanan
• Set waktu pengantaran (default: 10-11)
• Set kuantitas pesanan
• Tambah catatan
• Hapus pesanan
Total harga
Tambah kode promo
Bayar pesanan
Detail menu
Detail makanan:
• nama
• foto
• harga
• kategori
• bahan makanan
• ketahanan makanan
• informasi gizi singkat
• review
Pesan & tambah catatan (opsional)
Pilih hari & pengulangan (berdasarkan jadwal berlangganan yang sudah ditentuin)
Profil tenant
Profil tenant:
• nama
• logo
• foto
• lokasi
• rating
• rentang harga

Low-fidelity

Usability Testing

- Each test were conducted as remote moderated usability test
- Each testing runs for ± 45 minutes, with a total of **4 participants**.
- The testing participants criteria is still the same with interview participants criteria

Positive feedback:

Landing page (khususnya menu terlaris & testimoni) cukup membantu meyakinkan calon pelanggan

Bagian deskripsi makanan telah berhasil memberikan informasi secara detail

Seluruh konten di landing page sangat membantu mempercepat proses pemesanan (terutama rekomendasi)

Idenya sangat menarik & membantu para WFH mom

Menu sudah terorganisir dengan baik

Negative feedback:

Fitur unggulan (berlangganan) tidak ter-highlight dari keseluruhan produk

Fitur berlangganan masih belum jelas, terutama mengenai cara kerja fitur

Open partnership untuk memperluas jangkauan catering

Profil tenant sangat dibutuhkan untuk meningkatkan kepercayaan konsumen

Jadwal antar catering tidak fleksibel

Key Points
Landing Page

This landing page is the first page that users will see (especially for those who are new).

The purpose of this page is to effectively showcase the selling point through an attractive design.

Key Points - Menu

The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

There are 2 main reasons why users use our products:

- to start a subscription with our catering service
- to place an instant order

That’s why our menu is divided into 2 main sections: instant and subscription order menu.

Key Points - Menu Description

Our target users are career women who work from home and have children.

To improve our users' understanding of the menus and enable them to make informed choices, we created a menu detail page that is linked to the merchant profile. With this approach, our users will have an easier time accessing more information.

Key Points - Tenant Profile

This page provides information about restaurants that serve the foods our users are interested in.

With this information, our users will feel more at ease when ordering from our website.

Key Points - Order Confirmation

The aim of this page is to present the information in a clear and easy-to-understand format, particularly for users who are ordering menus with the subscription feature.

Takeaways

What did we learn?

1. Using an iterative design process enables us to come up with better ideas and release best possible product that meet our users' need.

2. Developer reviews and feedback are crucial in testing and refining our solutions, in order to improve the quality of our product.

3. Challenging your ideas, solutions, and designs on a regular basis can help you uncover a multitude of previously unknown problems.

Pazel Cloud

2021 - Multi-platform (website, tablet & phone)

Role: UI/UX Designer Freelance

Stakeholders: team lead & company C-level

Pazel Cloud is an internal POS system to support and optimize Pazel Group business. This system will help their data management, especially those related to transactions and inventory.

Definition of Point of Sale (POS) system:

A system that accommodates the processing & recording of transactions between a company and their consumers, at the time in which goods and/or services are purchased

My Design Process

1. Research and Define

As a freelancer, my first work is to get a complete brief about their needs. Afterwards I collect data from Pazel Group to understand the problems.

2. Ideate and Build

Look for solutions based on the problem, brief and the data I have collected. Afterwards I designed some solutions to be presented to stakeholders (Pazel Group).

3. Review

Stakeholders evaluate my work to ensure that I meets their expectations and needs. They also check their competencies for developing these applications.

User Research

In-depth interview

5 respondents from Pazel Group:

- 2 respondents are cashiers
- 2 respondents are tenant managers
- 1 respondent is a Pazel Group Tech Lead

Objective

- To find out how Pazel Group has been working all this time
- To know stakeholder's motives from this project
- To understand respondents expectations of the POS system

Result

In a fast-paced FnB business, it is crucial to remain organized, especially during the very busiest times. Customers never want to wait for too long to complete their purchase. In addition, the cashier staff works long shifts with an application that does not accommodate their needs, so the risk of human error is quite high. All of these conditions can lead to inaccurate data storage.

Design Directions

By having a centralized database POS system, they can quickly assign the order to a customer, store data with minimal effort and they can optimize their business.

Therefore those who will be using this system are:

1. Cashier
2. Tenant manager
3. Tenant owner
4. Back office

Competitive Analysis

Objective

- To gain a deeper understanding on how the POS system works
- To find out strengths & weaknesses from our competitors
- To find out another design pattern and insight to design this product

Results

- The majority of POS systems only provide 2 apps: for cashiers and tenant owners
- POS system mainly focused on 2 things:
  - Needs of ordering and transactions (for cashier)
  - Tenant management (for tenant owner)

Product Specifications

1. **Cashier app (Android - tablet)**
   This application aims to help cashiers to handle customer orders and transactions.

2. **Tenant Manager app (Android - phone)**
   This application aims to help tenant managers to manage available menus and incoming orders.

3. **Tenant Owner app (Android - phone)**
   This application aims to enable tenant managers to view and analyze their tenant sales reports.

4. **Back Office web (website)**
   This website aims to manage Pazel Group internal data.

Design System

Color

1E7095

FDFCFF

333333

Font

Inter Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Inter Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Final Design

Cashier app (Android - tablet)

Final Design

Tenant Manager app (Android - phone)

Final Design

Tenant Owner app (Android - phone)

Final Design

Back Office web (website)

In addition, UI Design Explorations

Live score app

A real-time sports updates and live streaming service app.

E-learning app

Meet Courseco, an online course mobile app with clean interface.

Music streaming app

A straightforward music app with essential features for daily use.

INDI - UGM

INDI is a community that focused on developing natural dyes to run the circular fashion movement.

This is a freelance project that includes a landing page and dashboard website.

GivMoney

A fintech service landing page in dark and light mode.

This UI design exploration is associated with BuildWith Angga

TravLand

A landing page for a travel company.

This UI design exploration is associated with BuildWith Angga

ShanyaNFT

A landing page for an NFT marketplace.

This UI design exploration is associated with BuildWith Angga

GivMoney

A landing page for a real estate corporation.

This UI design exploration is associated with BuildWith Angga

Work.ly

A landing page for a SaaS-based startup platform.

This UI design exploration is associated with BuildWith Angga

COATSY

A landing page for a funky and unique clothing brand.

This UI design exploration is associated with BuildWith Angga

OnTalk

A landing page for a SaaS-based customer service provider.

This UI design exploration is associated with BuildWith Angga

Pet.care

A landing page for an animal shelter.

This UI design exploration is associated with BuildWith Angga

Thank you for your time

Contact me at:

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