

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<br>imuni                 |
| Sep - Dec 2021     | UI Designer Intern<br>BuildWith Angga   |
| Jan - Apr 2021     | UI/UX Designer Freelance<br>Pazel Group |
| Jul - Oct 2020     | UI/UX Designer Intern<br>Jakpat         |

## Contacts

- ✉ pradanaalbertus@gmail.com  
LinkedIn /albertuspradana  
GitHub /AlbertusPradana  
Instagram ui.pradana

# Contents

01      02      03

## imuni Mobile App

imuni mobile app is developed based on the previous version, which used Google Workspace as an MVP.

## Foodie

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

## UI Design Explorations

Selected design explorations.  
View more on my [dribbble](#).



# 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.

The screenshots illustrate the imuni mobile app's features:

- Vaccination Scheduling:** Shows a vaccination schedule for "Adhitama Ananda Putra" (6 months old). It lists completed vaccinations (Hepatitis B ke-1, Polio-0 (oral)) and upcoming ones (BCG, DTP ke-1, Hepatitis B ke-2, Polio ke-1). A "Rekap Kelengkapan Vaksinasi" button is also present.
- Doctor Consultation:** A message from "Dokter Konsultan Vaksinasi dr. Maria Christina" dated February 18, 2022, at 08:00. It discusses vaccination details and asks for confirmation.
- Child Health Monitoring:** Includes sections for "Layanan imuni" (Price List, Coverage area, Search), "Kelengkapan vaksinasi" (Vaccination history), "Pertumbuhan" (Growth history), and "Perkembangan" (Development history).
- Home Screen:** Features a "SEMUA VAKSIN DISKON 25.000" banner, a BMI calculator showing a healthy result (23.14), and a "Terima kasih telah melakukan pendaftaran vaksinasi di imuni!" message.

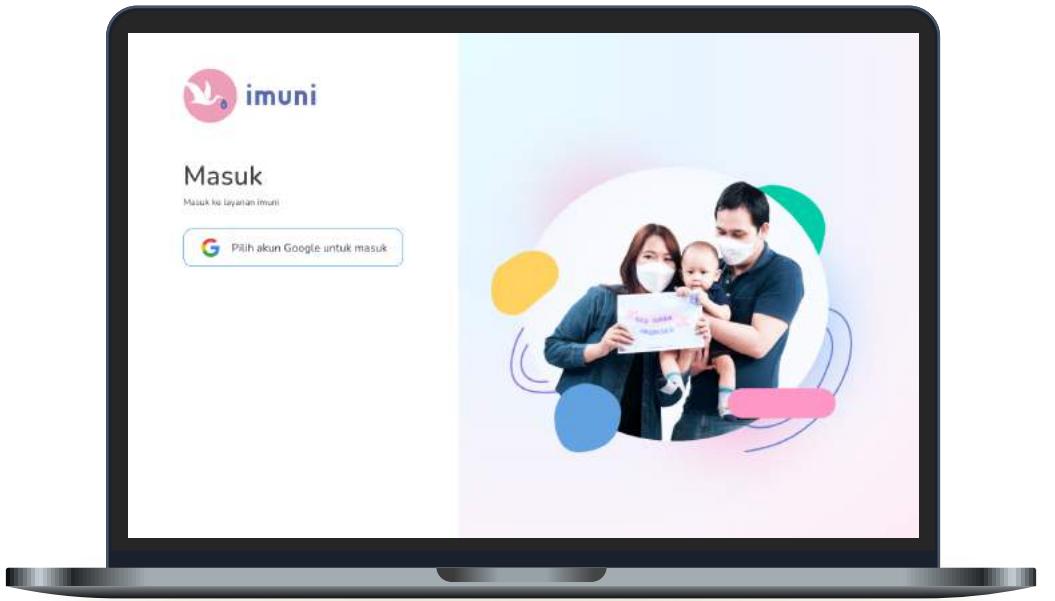
## Project background:

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



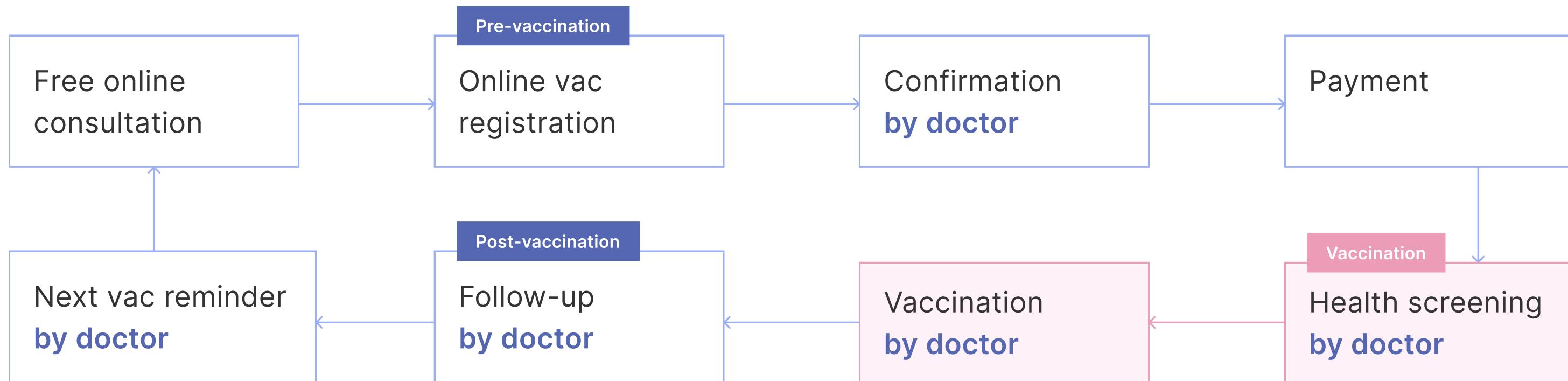
Developmental  
record for children



Vac consultation  
with doctor

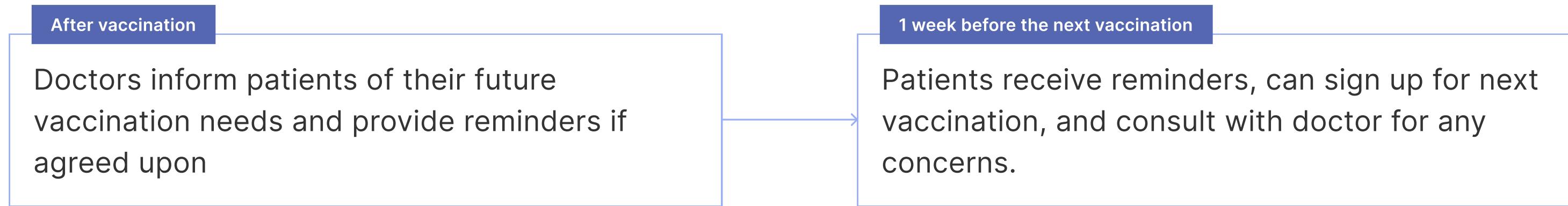
# Existing flow

## 1. Vaccination



# Existing flow

## 2. Next vaccination reminder



### Common problems:

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

## The problems

From	Problem	The reason	Impact
Patients	<b>Difficulty in completing the vaccination registration.</b>	Too many questions, which would be worse if there are many patients.	This time-consuming registration process deterred patients from making repeat orders.
	<b>Too many WhatsApp numbers communicating with patients.</b>	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.
	<b>Lack of integrated records regarding vaccination and child development.</b>	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.
	<b>Lack of payment options.</b>	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).
	<b>Difficulties in analyzing data.</b>	Since our data is not integrated yet, we have to input it manually before analysis.	
Management	<b>Difficulties in choosing vaccination schedule for patients.</b>	To choose a vaccination schedule, doctor must negotiate with patient regarding their availability with the doctor's available vaccination schedule.	This activity becomes inefficient (in terms of time and effort).

## The problems

From	Problem	The reason	Impact
Patients	Difficulty in completing the vaccination registration.	This time-consuming process, which requires patients to manually enter their details, has led to many patients giving up on the process.	This time-consuming registration process deterred patients from making repeat orders.
User	Too many WhatsApp numbers indicating with patients.	Each internal teams of imuni possess their own WhatsApp number, leading to confusion for patients: do they message the right person?	imuni's communication with patients causes an overwhelming experience for patients.
	Poor experience with administration, especially with registration, communication, and patient data.	MVP analysis: lack of payment options available on imuni.	Inconvenience as they have to switch between multiple apps.
Management	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).
	Difficulties in analyzing data.	Since our data is not integrated yet, we have to input it manually before analysis.	
	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.	This activity becomes inefficient (in terms of time and effort).

# Main problems

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	✗	✓	✗	✓	<p>As a parenting app for monitoring pregnancy and child development, it provides:</p> <ul style="list-style-type: none"><li>• Pregnancy development monitoring.</li><li>• Child's growth and development tracking.</li><li>• Scheduled Q&amp;A sessions with doctors.</li></ul>
PrimaKu	✓	✓	✓	✓	<p>Designed for parents with young children, this app offers a digital child book with features like:</p> <ul style="list-style-type: none"><li>• Child's growth &amp; development tracking.</li><li>• Vaccination scheduling (based on IDAI guidelines).</li><li>• Self-health screening.</li><li>• Health articles and childcare tips.</li></ul> <p>It also includes a community forum, doctor consultation options, and partner clinic or home vaccination registration.</p>

# 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.

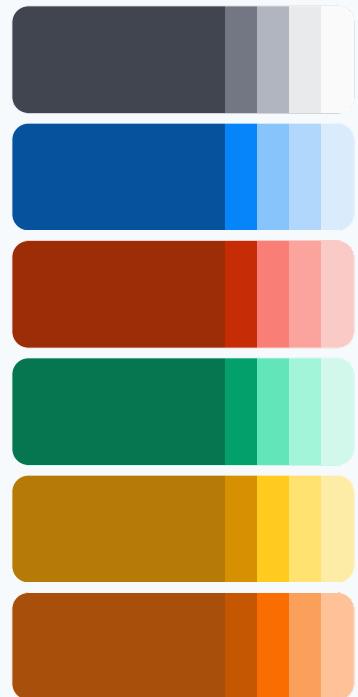
# Information architecture

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

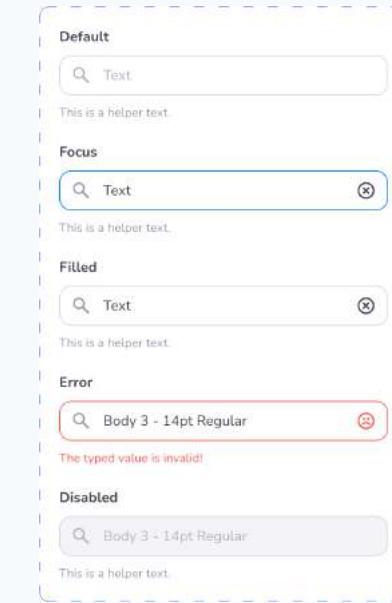
Body 2 - 16pt Regular

Body 3 - 14pt Regular

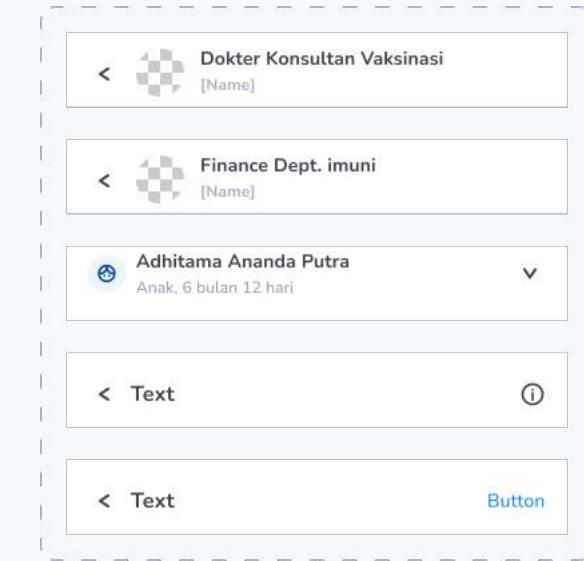
Body 4 - 12pt Regular

Body 5 - 10pt Regular

## Forms



## Top bar



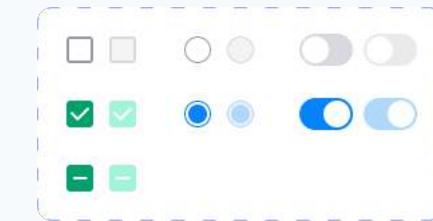
## Buttons



## Bottom nav



## Selection control



## Label



## Chip

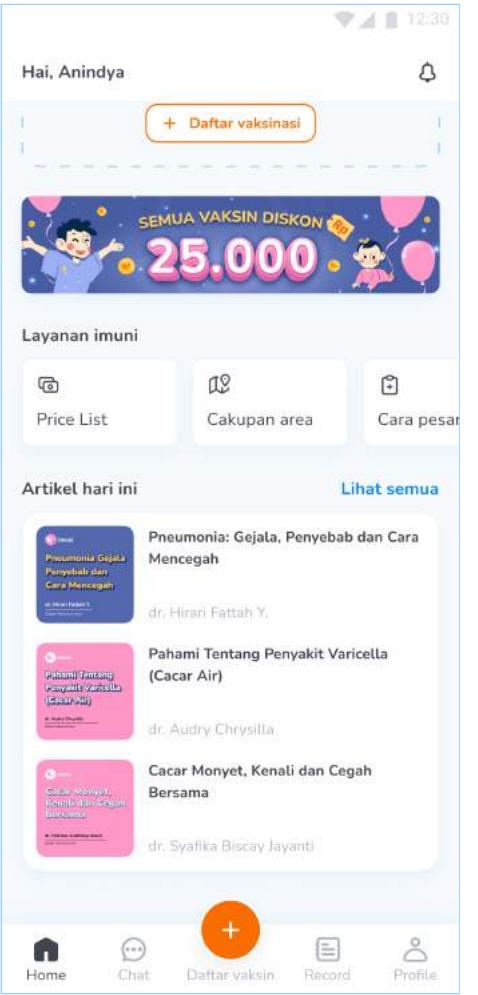


# Highlight

Wireframe



Hi-Fi Design



## 1. Homepage

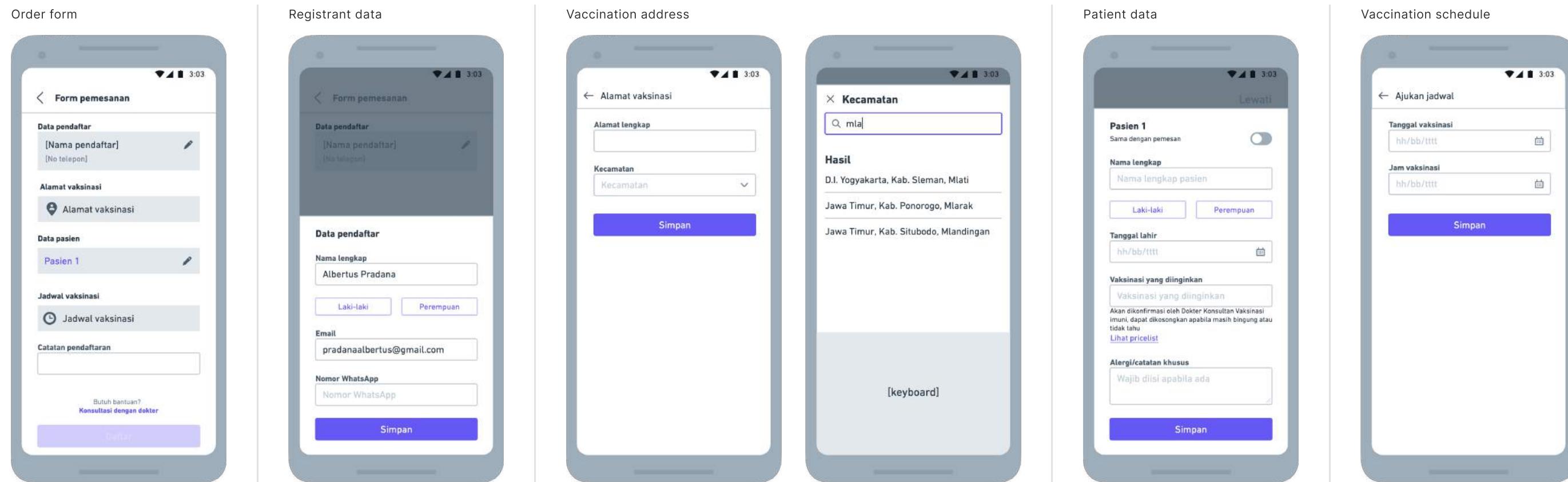
imuni's homepage highlights vaccination, doctor consultations, & educational articles on vaccinations, while also providing supporting information on imuni's services.

# 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



## 2. Vaccination registration (cont.)

### Hi-Fi Design

Vac registration - 1. Registrant data

This screen shows the first step of vaccination registration. It includes fields for 'Data pendaftar' (Registrant Data), 'Nama lengkap' (Full Name) with input 'Anindya Ardhana', gender selection between 'Laki-laki' and 'Perempuan' (Female, selected), 'Nomor WhatsApp' (WhatsApp Number) with input '0822 4817 2839', and a note about WhatsApp being active and connectable. A blue 'Selanjutnya' (Next) button is at the bottom.

Vac registration - 2. Patient data

This screen shows the second step of vaccination registration. It includes fields for 'Alamat vaksinasi' (Vaccination Address) with a link to 'Alamat vaksinasi', 'Daftar pasien' (Patient List) with input 'Pasien 1', and a note about adding more patients. A blue 'Selanjutnya' (Next) button is at the bottom.

This screen shows the third step of vaccination registration. It includes fields for 'Alamat vaksinasi' (Vaccination Address) with input 'Taman Permata Residence Blok A No. 3' and a note about its location; 'Daftar pasien' (Patient List) showing entries for 'Adhitama Ananda Putra' and 'Bayu Pratama Ananda'; and a note about adding more patients. A blue 'Selanjutnya' (Next) button is at the bottom.

Vaccination address

This screen shows the fourth step of vaccination registration. It includes fields for 'Kecamatan' (Neighborhood) with input 'Kebayoran Baru, Jakarta Selatan, DKI Jakarta', 'Alamat lengkap' (Full Address) with input 'Taman Permata Residence Blok A No. 3', 'Patokan lokasi (opsional)' (Optional Landmark) with input 'Belok kiri pertama setelah Pos Satpam', and notes about vaccination locations. A blue 'Simpan' (Save) button is at the bottom.

This screen shows the fifth step of vaccination registration. It includes fields for 'Kecamatan' (Neighborhood) with input 'Kebayoran Baru, Jakarta Selatan, DKI Jakarta', 'Alamat lengkap' (Full Address) with input 'Taman Permata Residence Blok A No. 3', 'Patokan lokasi (opsional)' (Optional Landmark) with input 'Belok kiri pertama setelah Pos Satpam', and notes about vaccination locations. A blue 'Simpan' (Save) button is at the bottom.

This screen shows the sixth step of vaccination registration. It includes a search bar 'Cari alamat' (Search address), a list of results with 'Taman Permata Residence Blok A No. 3' selected, and a note about its location. A blue 'Edit alamat' (Edit address) button is available. Below, there are other address options: 'Jl. Jengki, RT.3/RW.11, Kel. Kb. Pala' and 'Perumahan Vila Monjali VM-4 RT 12/RW 37'. A blue 'Pilih alamat' (Select address) button is at the bottom.

## 2. Vaccination registration (cont.)

### Hi-Fi Design

Fill in patient data

Selanjutnya

Simpan

Select patient

Pilih pasien

Vac registration - 3. Vaccination schedule

Selanjutnya

Selanjutnya

After vaccine registration



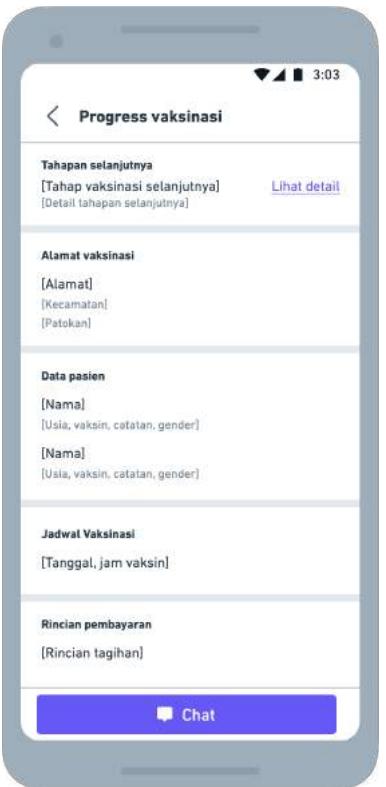
# Highlight

## 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



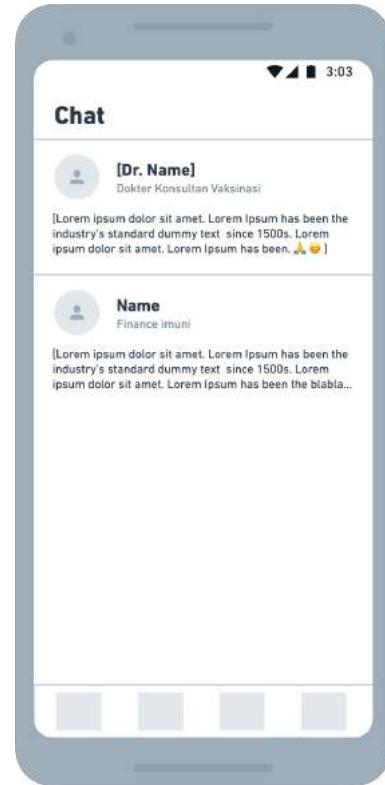
# Highlight

## 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

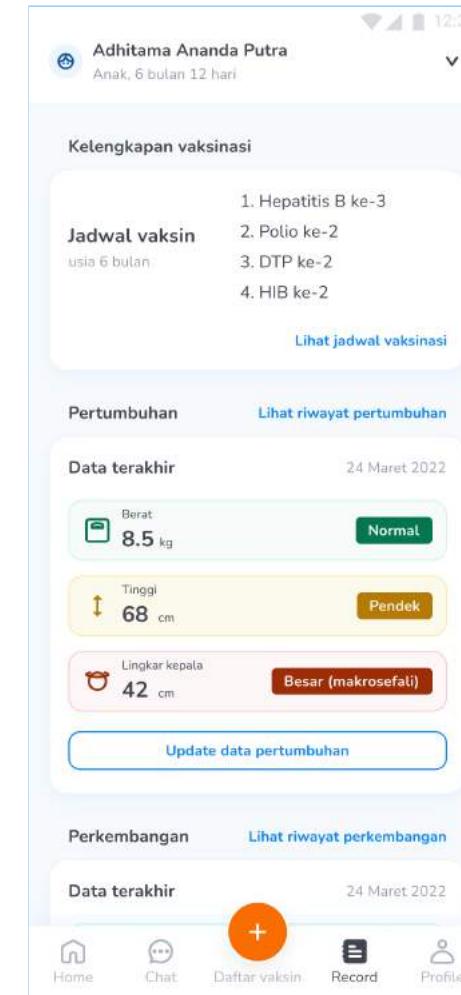
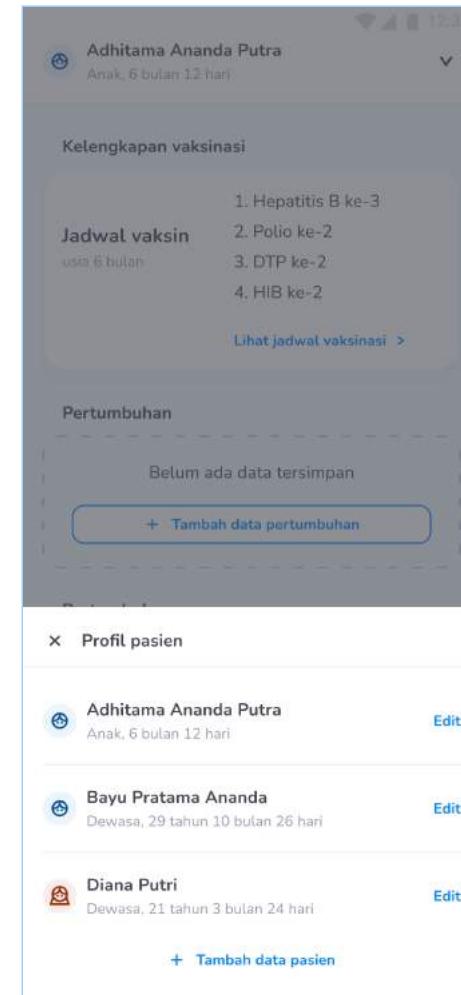
## 5. Record

### a. Growth and development for children

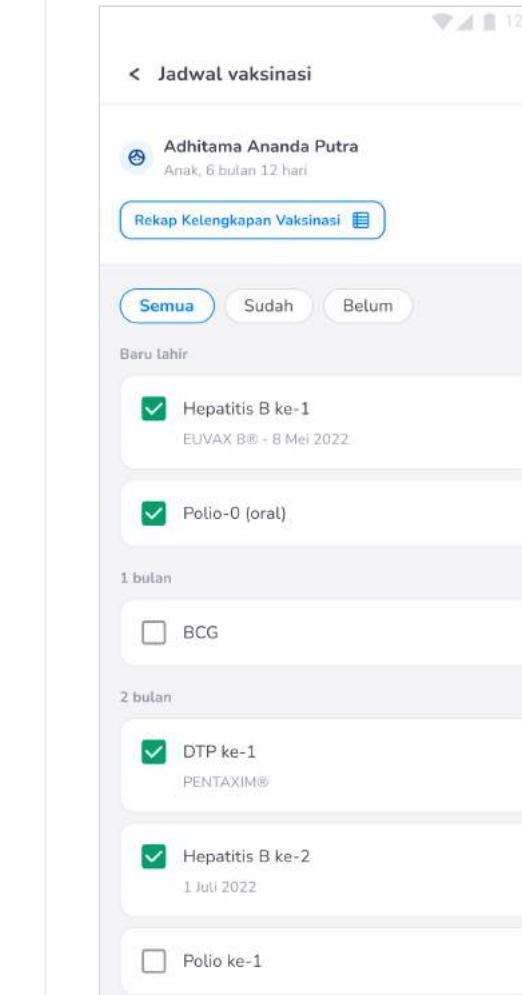
This section offers features for monitoring pediatric vaccination completion, child growth and development, and parenting tips.

#### Hi-Fi Design

##### Summary



##### Alamat vaksinasi



Vaksin	Dosis 1	Dosis 2	Dosis 3	Dosis 4
Hep B	✓ 8/5/22	✓ 1/7/22	3 bulan	4
Polio-0	✓			
BCG	⚠			
Polio	⚠	3 bulan	4 bulan	18
DTP	⚠	3 bulan	4 bulan	18
Hib	⚠	3 bulan	4 bulan	18
PCV	✓ 1/7/22	4 bulan	6 bulan	12
Rotavirus	⚠	4 bulan	6 bulan	
MR	9 bulan			
Influenza	6 bulan	7 bulan	24 bulan	3
JE	9 bulan	24 bulan		
Varicella	12 bulan	14 bulan		
MMR	18 bulan	5 tahun		
Hep A	12 bulan	18 bulan		
Tifoid	24 bulan	5 tahun	8 tahun	11

## a. Growth and development for children (cont.)

### Hi-Fi Design

Informasi parenting



Data pertumbuhan



Riwayat pertumbuhan			
Tanggal	Berat (kg)	Tinggi (cm)	Lingkar kepala (cm)
3 Jul 2022	8.5	68.3	43.5
6 bulan 12 hari	+ 2.7	+ 8.1	+ 4.3
26 Feb 2022	5.8	60.2	39.2
2 bulan 4 hari	+ 2.4	+ 8.1	+ 4.3
25 Des 2021	3.4	52.1	34.9
3 hari			

Data perkembangan

This screen shows developmental milestones. It includes a table of results and a line graph titled 'Grafik perkembangan' (Developmental milestones).

Hasil pemeriksaan	Tidak sesuai umur
9/10	

Jadwalkan kunjungan ke dokter spesialis anak untuk pemeriksaan lebih lanjut.

**Hasil jawaban anda**

- Bayi bisa mengangkat kepala mandiri hingga setinggi 45 derajat? **Tidak**
- Bayi bisa menggerakkan kepala dari kiri/kanan ke tengah? **Iya**
- Bayi bisa melihat dan menatap wajah anda? **Iya**
- Bayi bisa mengoceh spontan atau bereaksi dengan mengoceh? **Iya**
- Bayi suka tertawa keras? **Iya**
- Bayi bereaksi terkejut terhadap suara keras? **Iya**
- Bayi membela tersenyum ketika diajak bicara/tersenyum? **Iya**

Tidak

Iya

Kembali ke pertanyaan sebelumnya

This screen shows a summary of a developmental checkup. It includes a table of results and a button to view the full history.

Hasil pemeriksaan	Tidak sesuai umur
9/10	

Jadwalkan kunjungan ke dokter spesialis anak untuk pemeriksaan lebih lanjut.

**Hasil jawaban anda**

- Bayi bisa mengangkat kepala mandiri hingga setinggi 45 derajat? **Tidak**
- Bayi bisa menggerakkan kepala dari kiri/kanan ke tengah? **Iya**
- Bayi bisa melihat dan menatap wajah anda? **Iya**
- Bayi bisa mengoceh spontan atau bereaksi dengan mengoceh? **Iya**
- Bayi suka tertawa keras? **Iya**
- Bayi bereaksi terkejut terhadap suara keras? **Iya**
- Bayi membela tersenyum ketika diajak bicara/tersenyum? **Iya**

Selesai

This screen shows a summary of a developmental history. It includes a table of results and a button to view the full history.

Hasil pemeriksaan	Sesuai umur
21 Juli 2022 4 bulan 12 hari	

**Lihat hasil pemeriksaan**

Hasil pemeriksaan: **Sesuai umur**

21 Juni 2022  
3 bulan 12 hari

**Lihat hasil pemeriksaan**

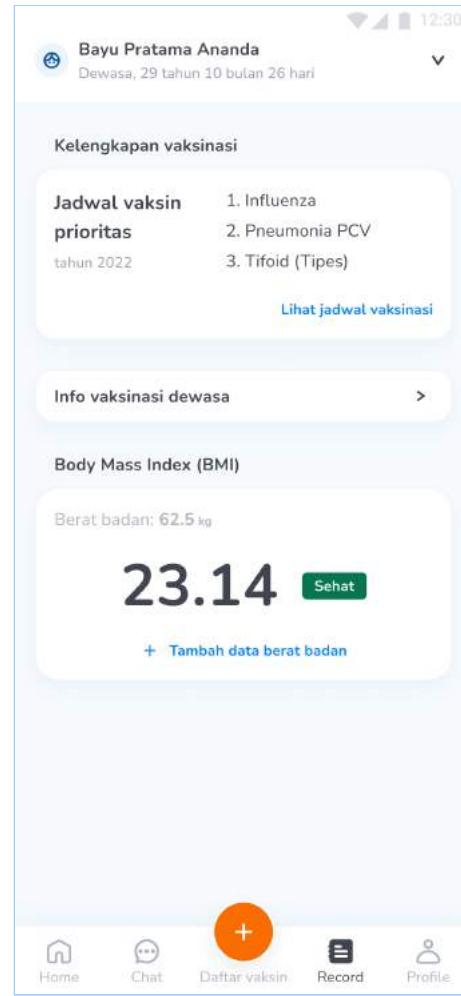
# Highlight

## b. Health monitoring for adults

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

### Hi-Fi Design

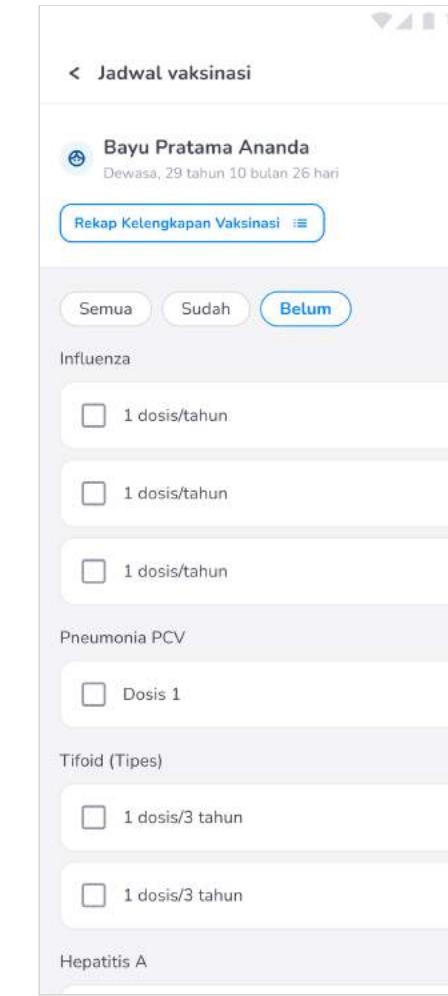
#### Summary



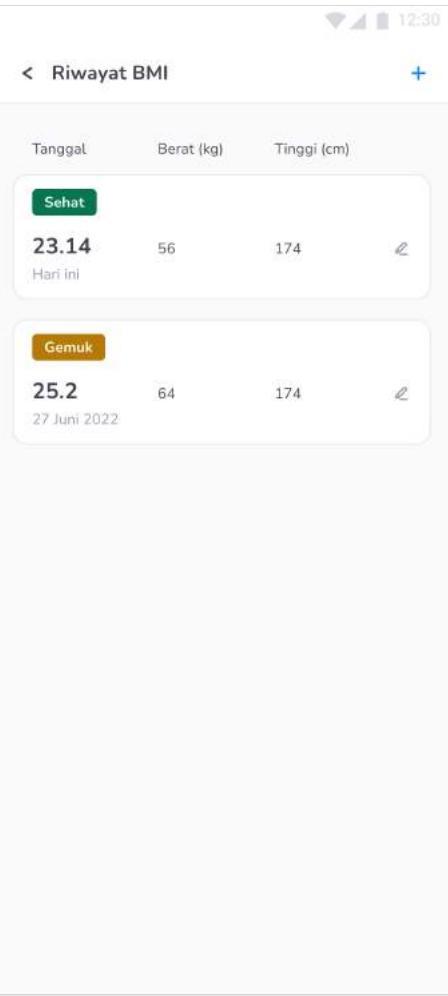
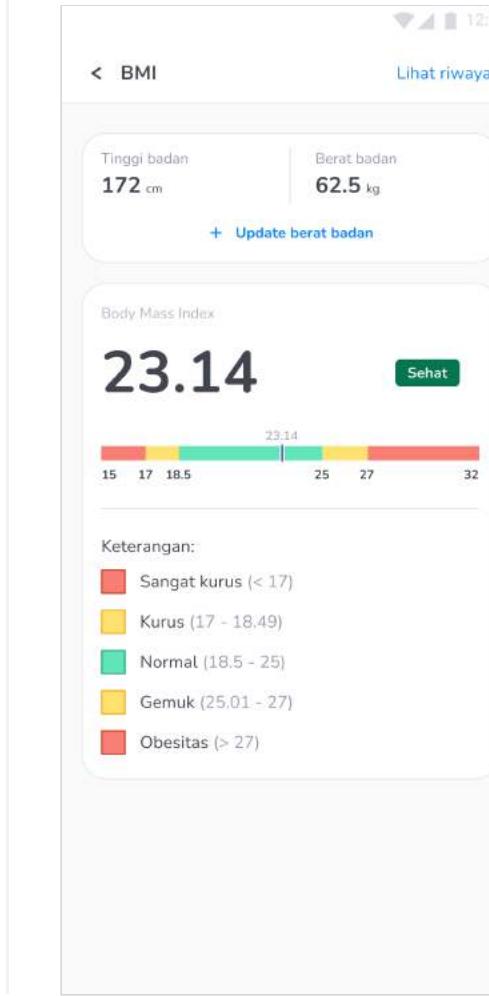
#### Info vaksinasi dewasa



#### Jadwal vaksinasi



#### 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.

29/ Overview

The screenshot displays the Foodie website interface. At the top, there's a navigation bar with links for 'Foodie', 'Beranda', 'Menu', and 'Tentang Kami'. Below the navigation, there are two main sections: 'Berlangganan' (Subscription) and 'Instan' (Instant). The 'Berlangganan' section shows several meal boxes with different food items. The 'Instan' section shows a meal on a plate with rice and meat. On the right side, there's a detailed view of a meal item called 'Nasi Kuning'. It includes a photo of the dish, its name, price (Rp 12.000), and a list of ingredients: Nasi, Sambal, Santan, Telur, Ayam, and Sayur. There are also reviews for the dish.

This is a project for SYNRGY Academy, a bootcamp organized by Binar Academy and scholarship program from Bank Central Asia. 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**".

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

We decided that our product will focus on:

**Facilitating WFH moms in providing healthy food for their families.**

# Design Process

## Solving the right problem:

- 1** Emphasize
  - User interview
  - Desk research
- 2** Define
  - Problem statement
- 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  $\pm$  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

Analysis	Competitors	Yellow fit	Kulina	Homade
Key products		<ul style="list-style-type: none"> <li>• Catering (1 batch/week)</li> <li>• Free consultation with nutritionist</li> <li>• Designed with diet program menu</li> <li>• Refund (if diet program didn't work)</li> </ul>	<ul style="list-style-type: none"> <li>• Options subscribe order</li> <li>• Provide large-quantities order and pre-order system</li> <li>• Provide catering for corporation</li> </ul>	<ul style="list-style-type: none"> <li>• Flexible order system</li> <li>• Provide realistic preview for each menu</li> <li>• Provide most popular menu in landing page</li> </ul>
How to order		<ul style="list-style-type: none"> <li>• Website</li> </ul>	<ul style="list-style-type: none"> <li>• Mobile app</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> </ul>
Strengths		<ul style="list-style-type: none"> <li>• Emphasize on their healthy menu</li> <li>• Detailed information about their menu</li> </ul>	<ul style="list-style-type: none"> <li>• Clear order flow</li> <li>• Appealing testimonials and their services' benefits on landing page</li> </ul>	<ul style="list-style-type: none"> <li>• Menus are appealing, on-point with the photos</li> <li>• Provide many options for order</li> </ul>
Weaknesses		<ul style="list-style-type: none"> <li>• Unclear CTA</li> <li>• Landing page is too focused on ads</li> </ul>	<ul style="list-style-type: none"> <li>• Can't place order on their website</li> </ul>	<ul style="list-style-type: none"> <li>• Can't make a subscription order</li> </ul>

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



## 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 sekitarnya 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 permriggu, 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

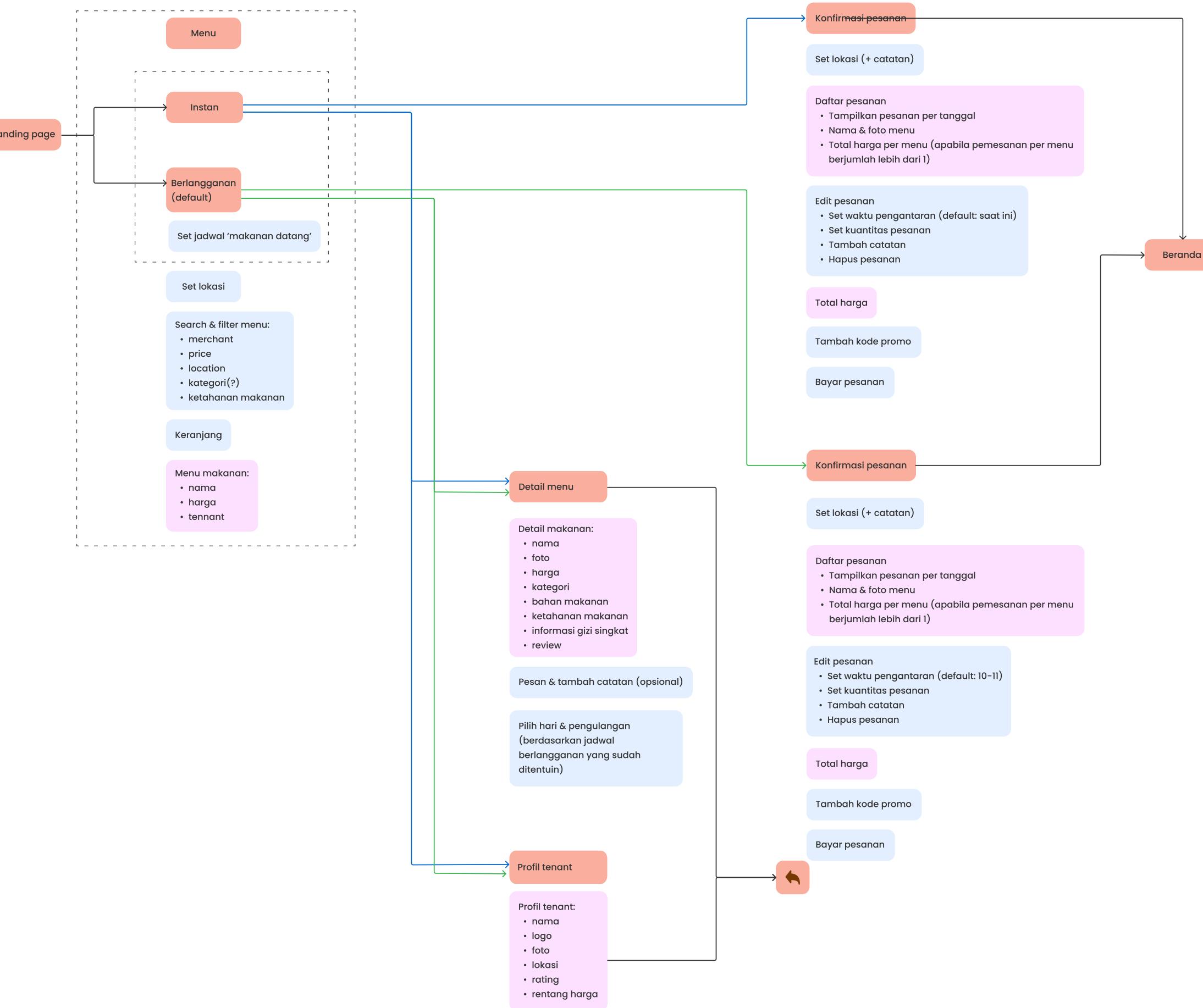
Cluster 10 - Menu's Information

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

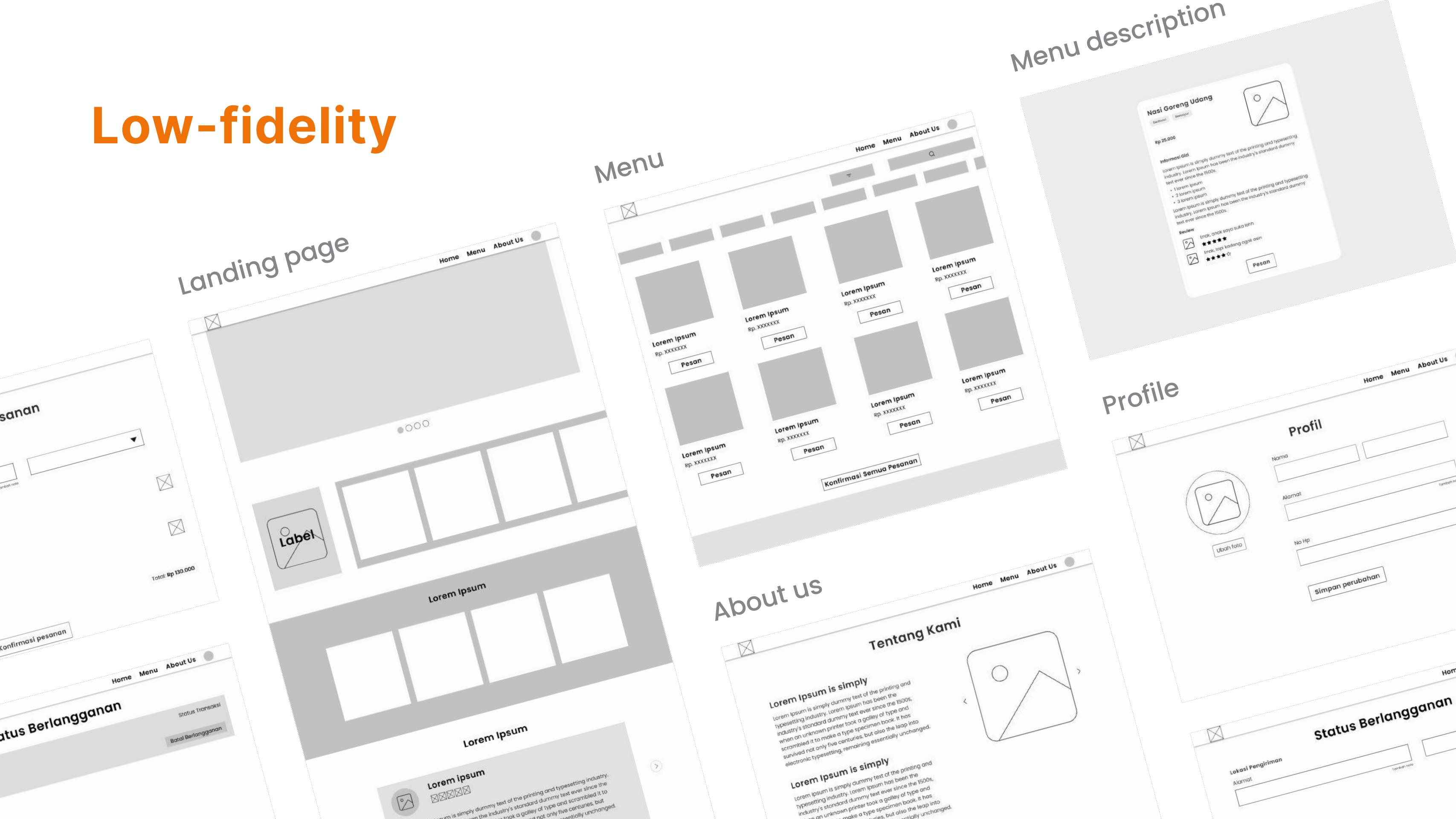
# Action Priority Matrix



# User Flow



# 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.



## Foodie, katering sehat dan murah untuk keluarga anda

Pesan makanan sehat untuk keluarga anda dengan harga terjangkau melalui partner-partner kami di berbagai daerah

[Pesanan sekarang →](#)



## Menu terlaris kami



Nutribox  
**Caesar Salad**  
Rp 22.000



Nutribox  
**Bento Fried Chick...**  
Rp 10.500



Nutribox  
**Protein Box**  
Rp 16.000



Nutribox  
**Katsu Rice**  
Rp 17.000

[Pesanan](#)

[Pesanan](#)

[Pesanan](#)

[Pesanan](#)

## Tahukah kamu?



### Manfaat Kacang Hijau

1. Menurunkan risiko penyakit jantung
2. Menurunkan kolesterol
3. Menurunkan tekanan darah
4. Memperkuat sistem kekebalan tubuh
5. Berpengaruh dalam mengobati penyakit hati
6. Berpotensi mencegah kanker

Sumber: hellosehat.com



### Khasiat Bayam

1. Meredakan peradangan
2. Meningkatkan sistem imunitas
3. Mencegah anemia
4. Menjaga kesehatan mata
5. Menurunkan risiko penyakit jantung
6. Mencegah kanker

Sumber: alodokter.com

## Apa kata pelanggan kami mengenai Foodie?

“

Sangat membantu saya saat pandemi!

Saya harus WFH dan tidak sempat menyiapkan makanan untuk keluarga. Dengan pelayanan ramah dan kualitas makanan terjamin, Foodie telah membantu saya. Terima kasih Foodie!



Maya Christanty, 48 th

“

Makanan enak tapi tetap sehat!

Anak-anak saya sangat suka setiap saya memesan makanan di Foodie. Katanya enak, padahal dia biasanya tidak suka sayur. Terima kasih telah membantu saya!



Lina Alfiani, 57 th

“

Memudahkan kami makan sehari-hari!

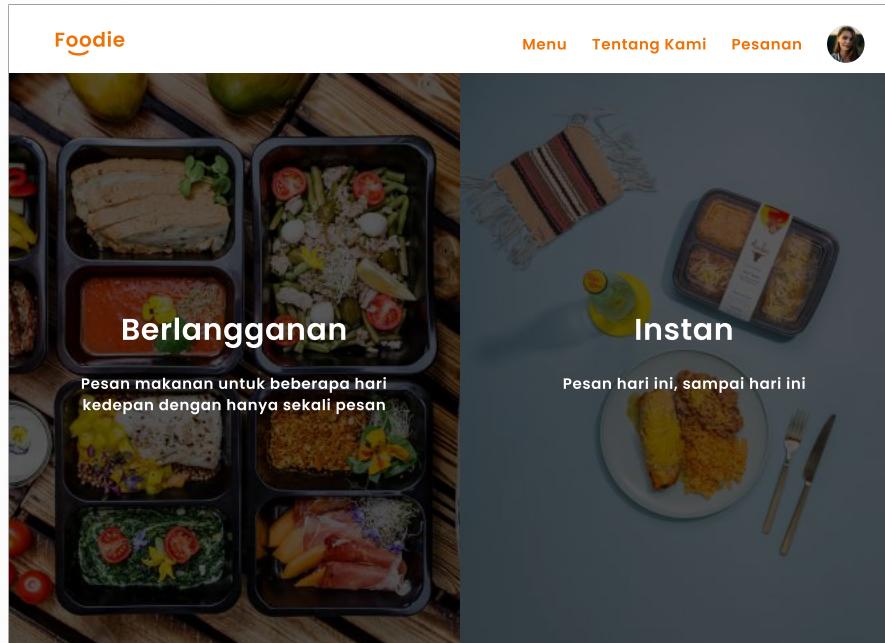
Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyehel kalo beli disini.



Mirza Putri, 53 th

[Pesanan sekarang →](#)

# Key Points - Menu



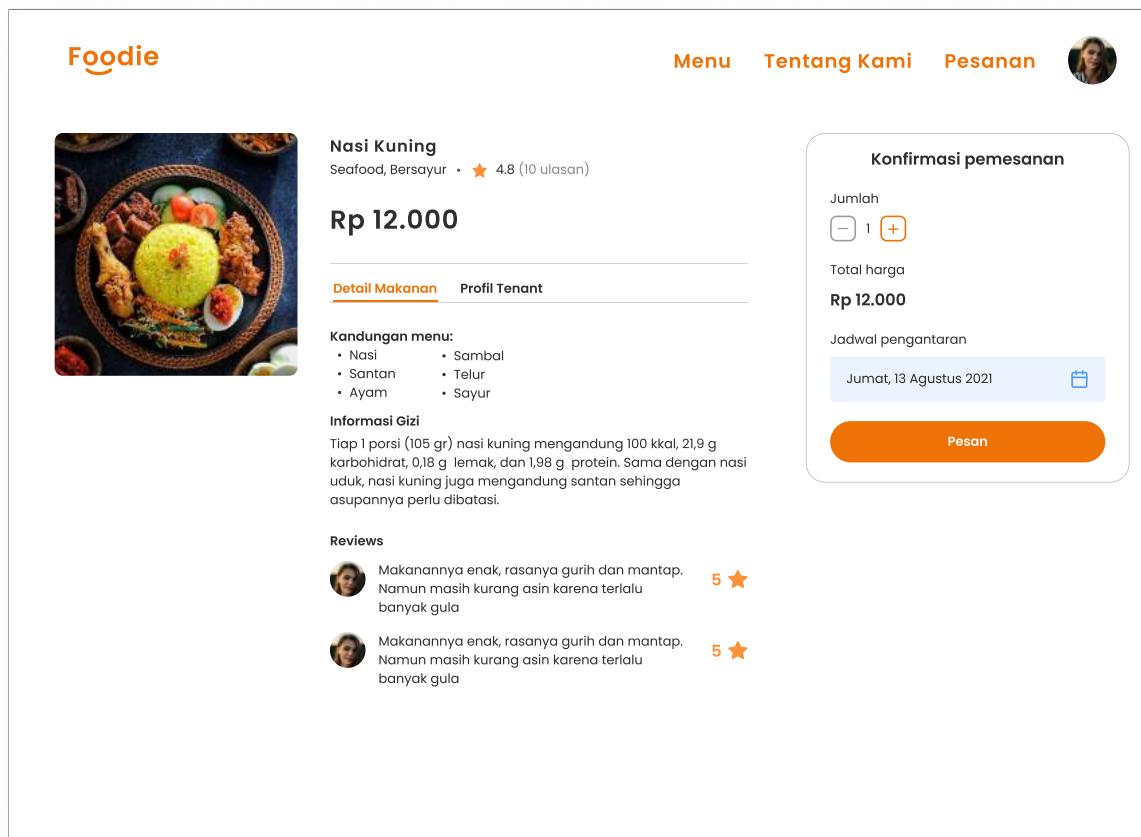
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

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



The image shows two screenshots of a mobile application called "Foodie". The left screenshot displays a menu item: "Nasi Kuning" (Seafood, Bersayur) with a rating of 4.8 (10 ulasan) and a price of Rp 12.000. It includes a thumbnail image of the dish, a list of ingredients (Nasi, Santan, Ayam; Sambal, Telur, Sayur), nutritional information (100 kcal, 21.9 g karbohidrat, 0.18 g lemak, 1.98 g protein), and two reviews. The right screenshot shows a "Konfirmasi pemesanan" (Order confirmation) screen with a quantity of 1, a total price of Rp 12.000, a delivery schedule for Jumat, 13 Agustus 2021, and a large orange "Pesan" (Order) button.

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

The screenshot shows a food delivery application interface. At the top, there's a header with the word "Foodie" and navigation links for "Menu", "Tentang Kami", and "Pesanan". On the right side of the header is a user profile picture. Below the header, there's a dish image of "Nasi Kuning" with a rating of 4.8 stars and a price of Rp 12.000. There are tabs for "Detail Makanan" and "Profil Tenant". The "Profil Tenant" tab is currently selected, showing the restaurant's logo, name "Dapur Aisyah", address "Jl. Pogung Kidul No 5 Sinduadi, Sleman, Yogyakarta", a 4.8 rating, and a price range of \$10rb - 24rb. Below this, there are images of the restaurant's interior and staff. At the bottom, there are two review snippets with 5-star ratings.

**Jadwal pengantaran**

Diantar pada

Siang (9:00 - 11:00)

7:00 - 9:00

8:00 - 9:00

9:00 - 11:00

10:00 - 12:00

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 image displays two side-by-side screenshots of the Foodie mobile application interface, illustrating the order confirmation process for different delivery types.

**Konfirmasi Pesanan Instan (Left Screenshot):**

- Alamat pengiriman:** Pogung Baru F56
- Pesanan:**
  - Nasi Kuning (Rp 12.000)
  - Bakso Goreng (Rp 16.000, Catatan: Tidak pedas)
- Konfirmasi pembayaran:** Subtotal Rp 44.000, Pajak (10%) Rp 4.400, Total Rp 48.400
- Promo:** Masukkan kode promo
- Button:** Pesan

**Konfirmasi Pesanan Berlangganan (Right Screenshot):**

- Alamat pengiriman:** Pogung Baru F56
- Pesanan Langganan:**
  - Rabu, 18 Agustus 2021 • Siang (9:00 - 11:00)  
Nasi Kuning (Rp 12.000)
  - Kamis, 19 Agustus 2021 • Pagi (7:00 - 9:00)  
Nasi Kuning (Rp 12.000)
  - Jumat, 20 Agustus 2021 • Malam (16:00 - 18:00)  
Nasi Kuning (Rp 12.000)
- Konfirmasi pembayaran:** Subtotal Rp 44.000, Promo (-50%) - Rp 22.000, Pajak (10%) Rp 4.400, Total Rp 26.400
- Promo:** PertamaPesan - 50%
- Button:** Pesan

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?

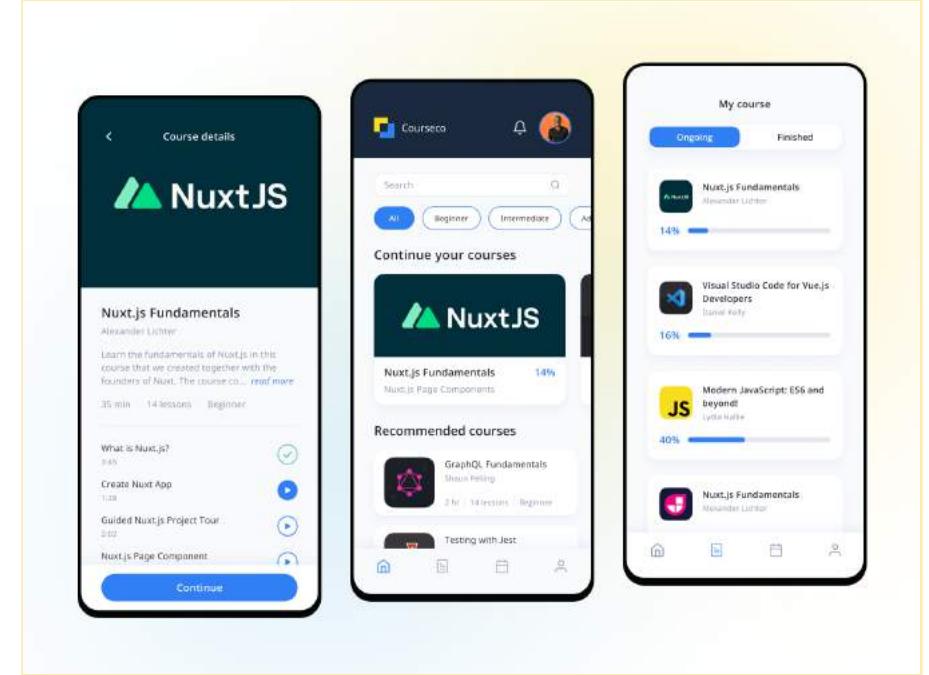
- 1 Using an iterative design process enables us to come up with better ideas and release best possible product that meet our users' need.
- 2 Developer reviews and feedback are crucial in testing and refining our solutions, in order to improve the quality of our product.
- 3 Challenging your ideas, solutions, and designs on a regular basis can help you uncover a multitude of previously unknown problems.

# UI Design Explorations



## Live score app

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



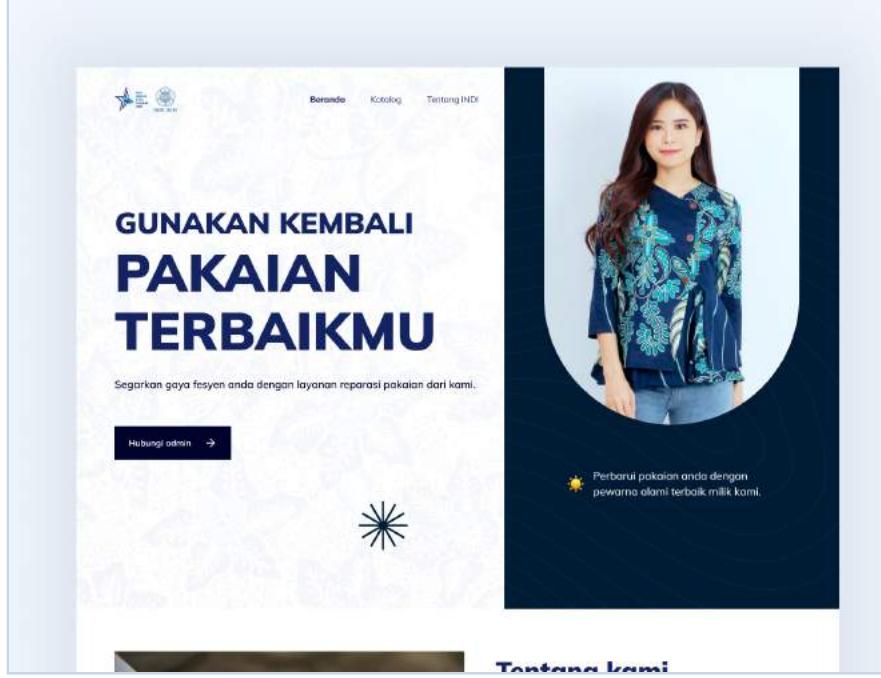
## E-learning app

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



## Music streaming app

A straightforward music app with essential features for daily use.

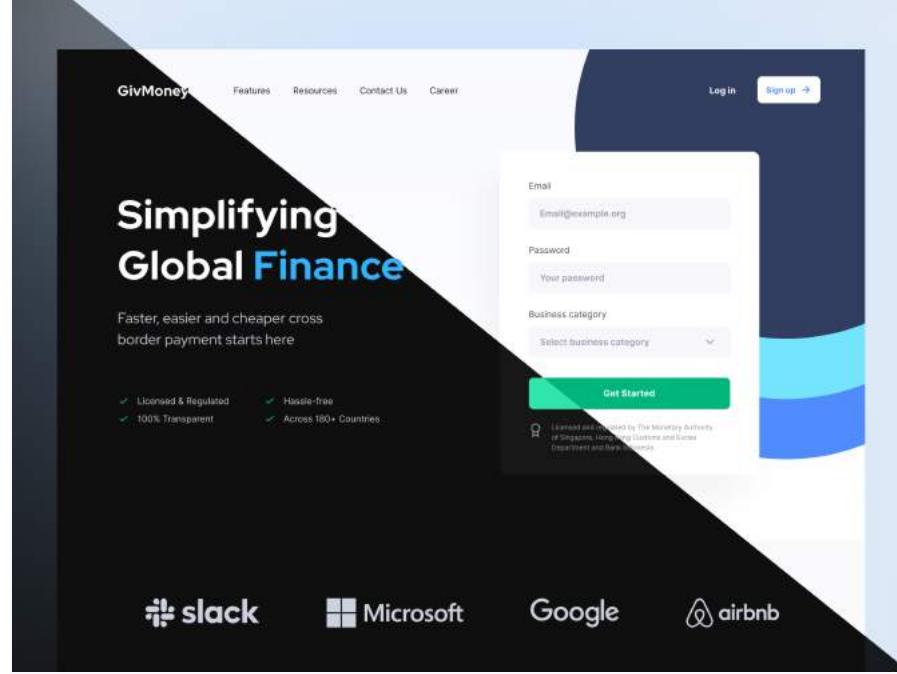


## INDI - UGM

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.

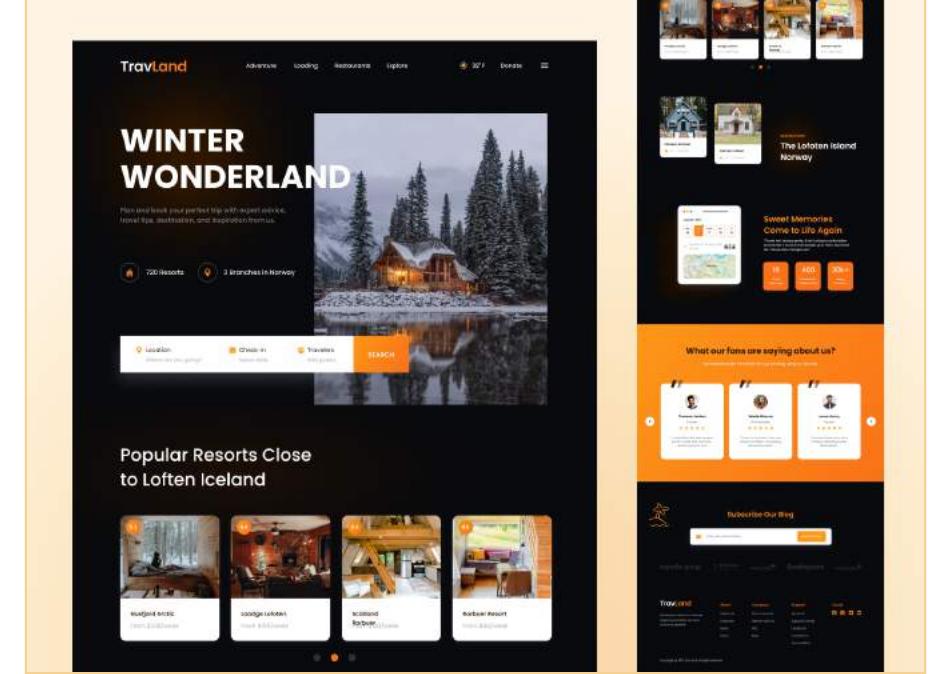
50/ Explorations



## GivMoney

A fintech service landing page in dark and light mode.

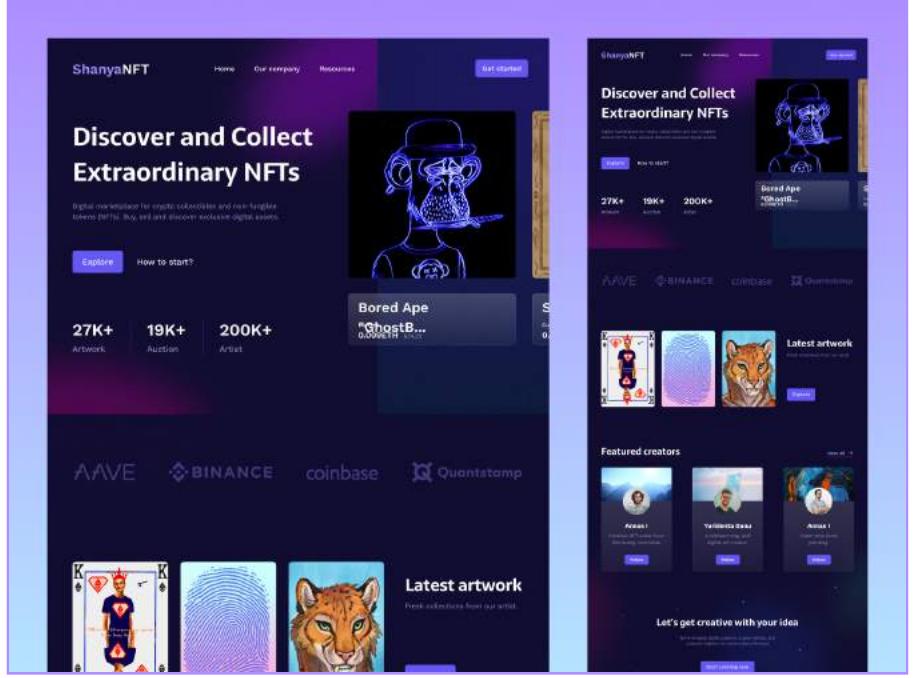
This UI design exploration is associated with BuildWith Angga



## TravLand

A landing page for a travel company.

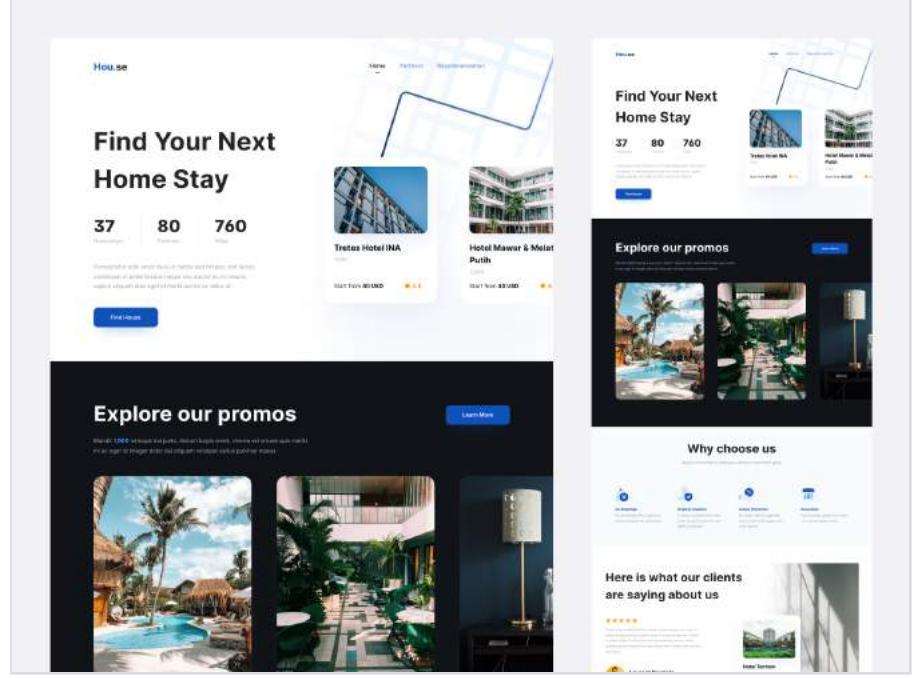
This UI design exploration is associated with BuildWith Angga



## ShanyaNFT

A landing page for an NFT marketplace.

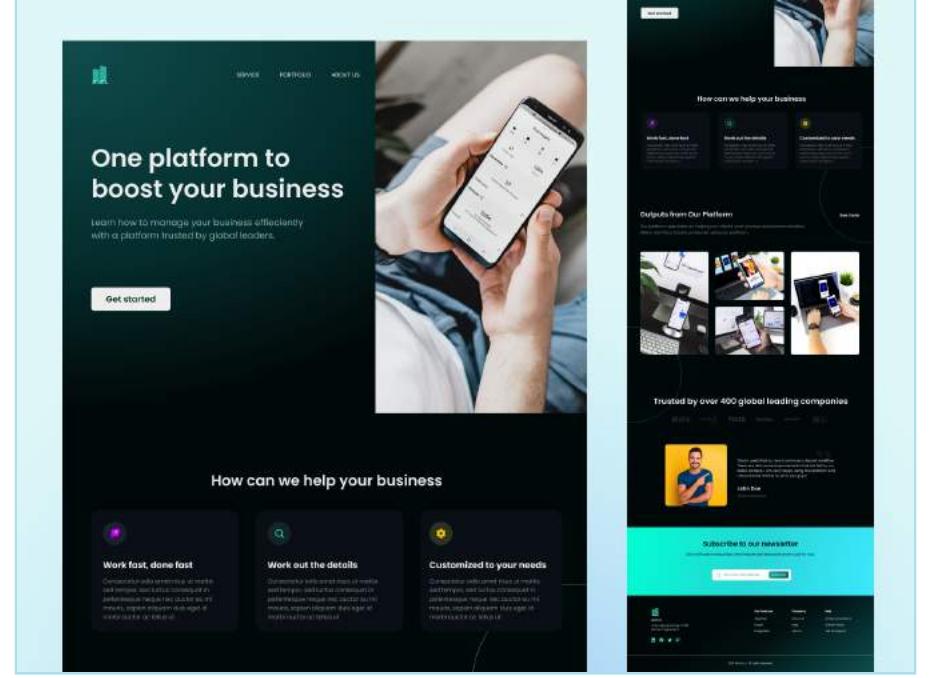
This UI design exploration is associated with BuildWith Angga



## GivMoney

A landing page for a real estate corporation.

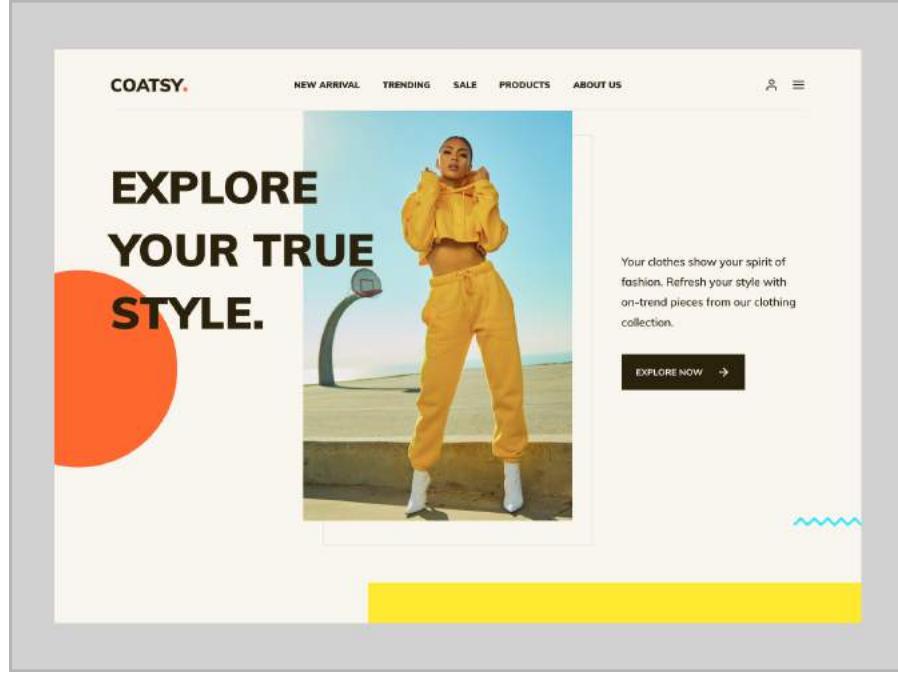
This UI design exploration is associated with BuildWith Angga



## Work.ly

A landing page for a SaaS-based startup platform.

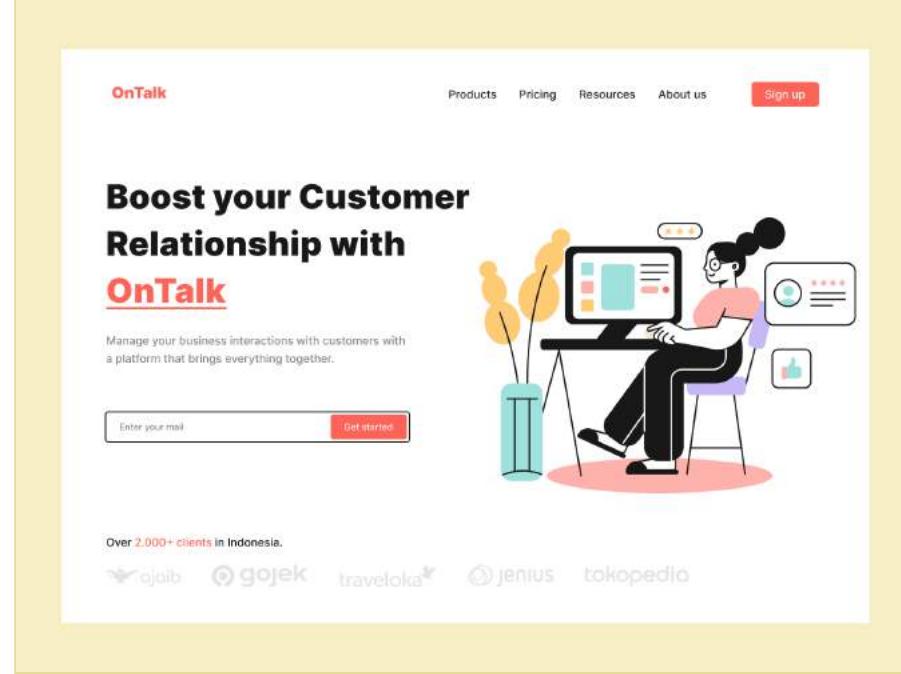
This UI design exploration is associated with BuildWith Angga



## 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:

✉ pradanaalbertus@gmail.com

LinkedIn /albertuspradana

GitHub /AlbertusPradana

Instagram ui.pradana