



Albertus Pradana

UI/UX Design Portfolio 2021

Hi!



I am **Albertus Pradana**, a fresh graduate from Information Engineering major at Gadjah Mada University.

I believe a design should be easy to use and elegant, so it could make everyone's life easier and more beautiful. I have a strong passion for science and technology, and I am currently seeking opportunities to improve my skills for continuous improvement.

For any inquiries, please contact pradanaalbertus@gmail.com.

Curriculum Vitae

Education

2017 - 2021 Universitas Gadjah Mada
Major: Information Engineering

Skills



Experiences

- Jan - Apr 2021 UI/UX Designer Freelance at Pazel Group
Responsible for designing Pazel Cloud, an internal POS system to support Pazel Group business
- Jul - Oct 2020 UI/UX Designer Intern at Jakpat
 - Responsible for improving the user experience of Jakpat authentication mechanism
 - Redesign landing page of Jakpat website
 - Contribute on ideation process and weekly discussion with developers, PM and other designers
- Jan - Mar 2020 Front End Developer Intern at Synapsis.id
 - Develop Logistics Tracking Information System
 - Maintain Synapsis.id website

Contents



Foodie

Design a catering website to help WFH mom in providing healthy food for their family



Pazel Group

Design a POS system to assist Pazel Group internal work and administrative processes



Jakpat

Redesign to organize the design of Jakpat landing page



Foodie

for Mini Project - Synergy Academy Batch 3

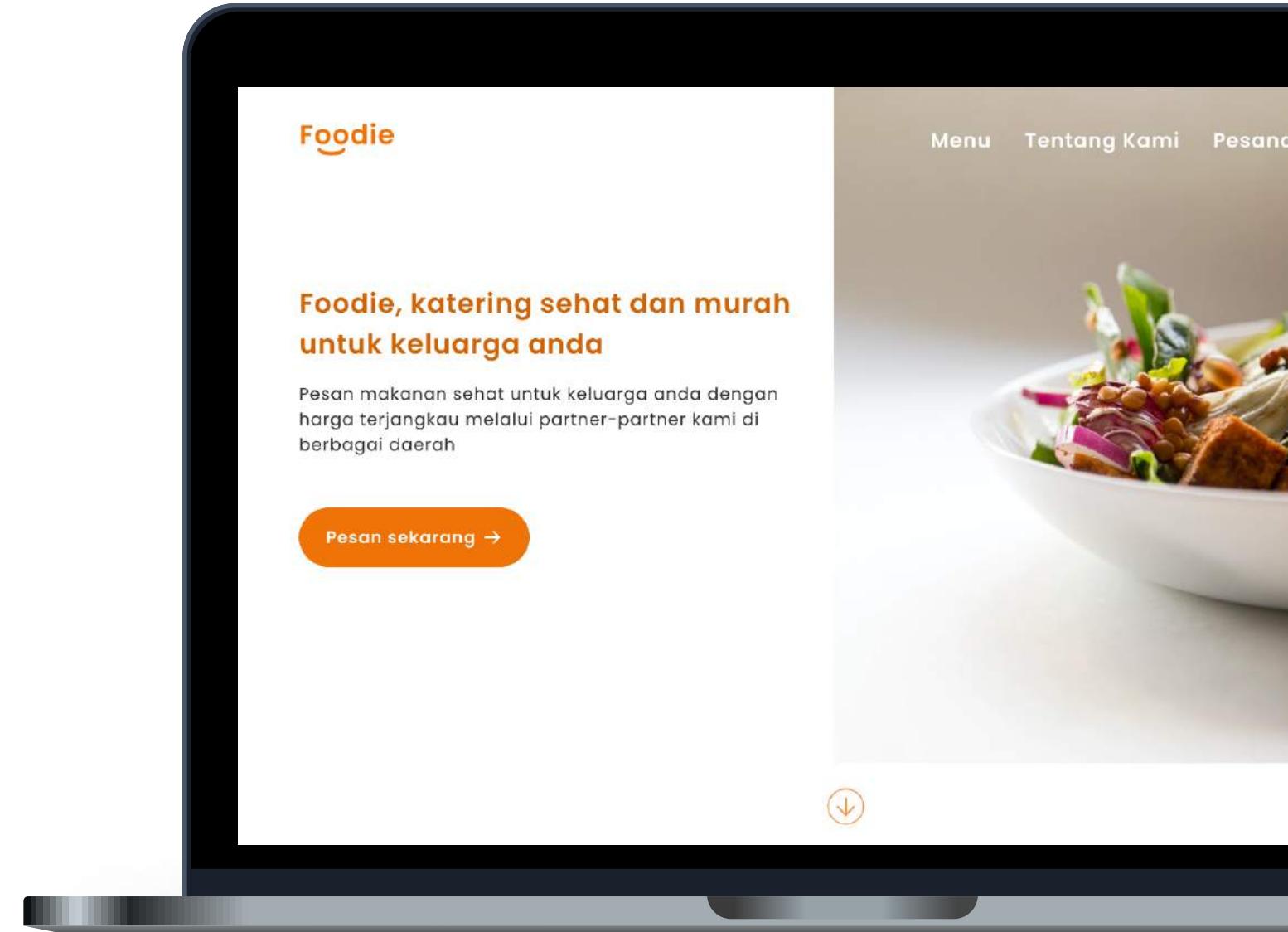
Date: 2021

Platform: web

Role: UI/UX Designer

Challenge:

1. Theme: help parents to be better in workload management doing both school from home and wfh.
2. Project duration: 2 weeks
3. Output: most viable product/MVP



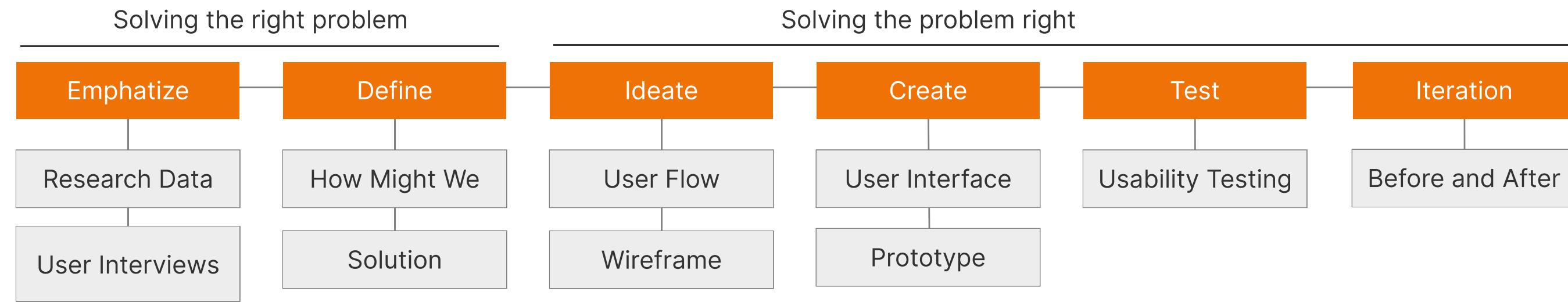
At the beginning of the work on the product, all groups were asked to determine the focus of their respective products.

We decided that our product will focus on:

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

*WFH moms: mothers who work from home during this pandemic

Design Process



Competitive Analysis

| Analysis \ Competitors | Yellow Fit | Kulina | Homade |
|------------------------|---|---|--|
| Status | Direct competitor | Direct competitor | Direct competitor |
| Key Products | Catering (batch system, 1 week 1 batch) | Orders can be made instantaneously or by subscribing | Flexible catering without subscription |
| | Free consultation with nutritionist | Facilitate ordering in large quantities or in the form of pre-order | Clear information about the form of the menu package that users will receive |
| | Their menu is designed with a diet program | Provide catering for companies | 'most popular menu of the week' section in landing page |
| | Refund (if the diet program doesn't work) | | |
| How to Order | Website | Mobile app | Website |
| Strengths | Emphasize that the provided menu is healthy | Clear order flow | Photos for provided menu are straight and presentable |
| | Detailed information on menu & its price | Appealing information about testimonials and benefits on the landing page | Provides flexibility to order |
| Weaknesses | Unclear Call-to-Action | Can't place an order on the website platform | Can't make a subscription order |
| | Landing page is too focused on advertising | | |

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

User Persona

Dewi



Demographics

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

Personality

Introvert — Extrovert
Thinking — Feeling
Sensing — Intuition
Judging — Preceiving

Goals

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

Frustrations

- 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
Fera
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 permringgu, 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)

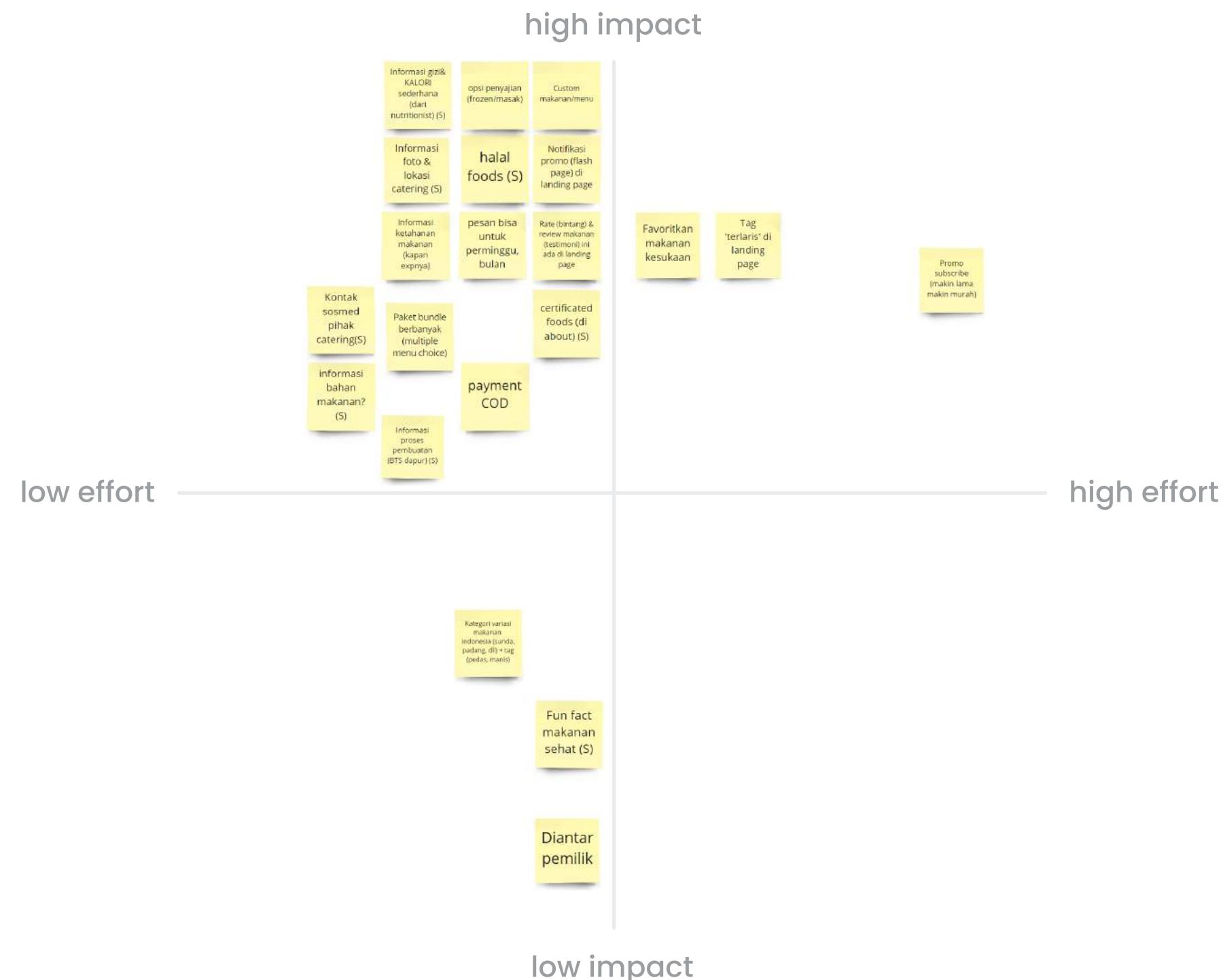
Cluster 9 - Fitur

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

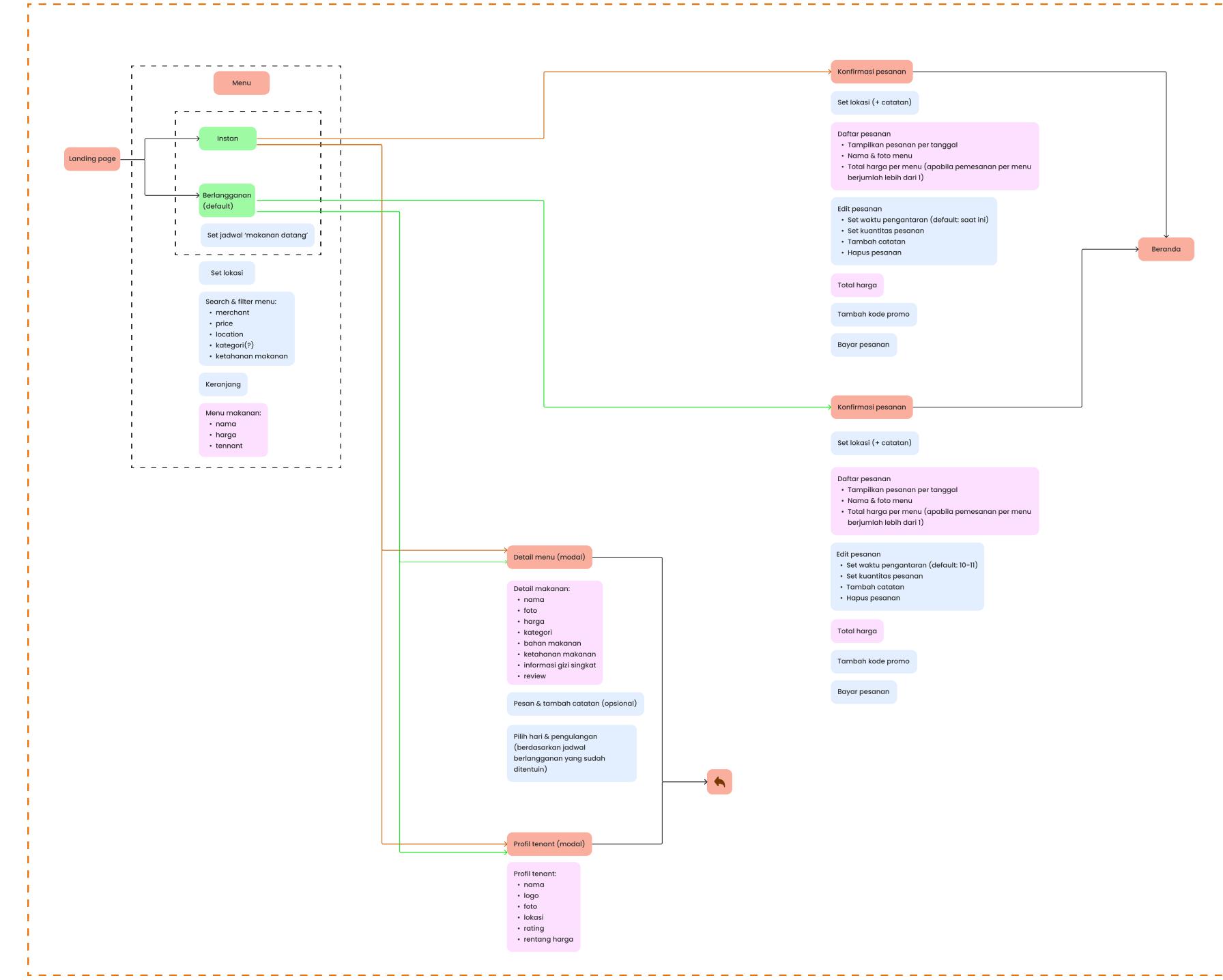
Cluster 10 - Informasi

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

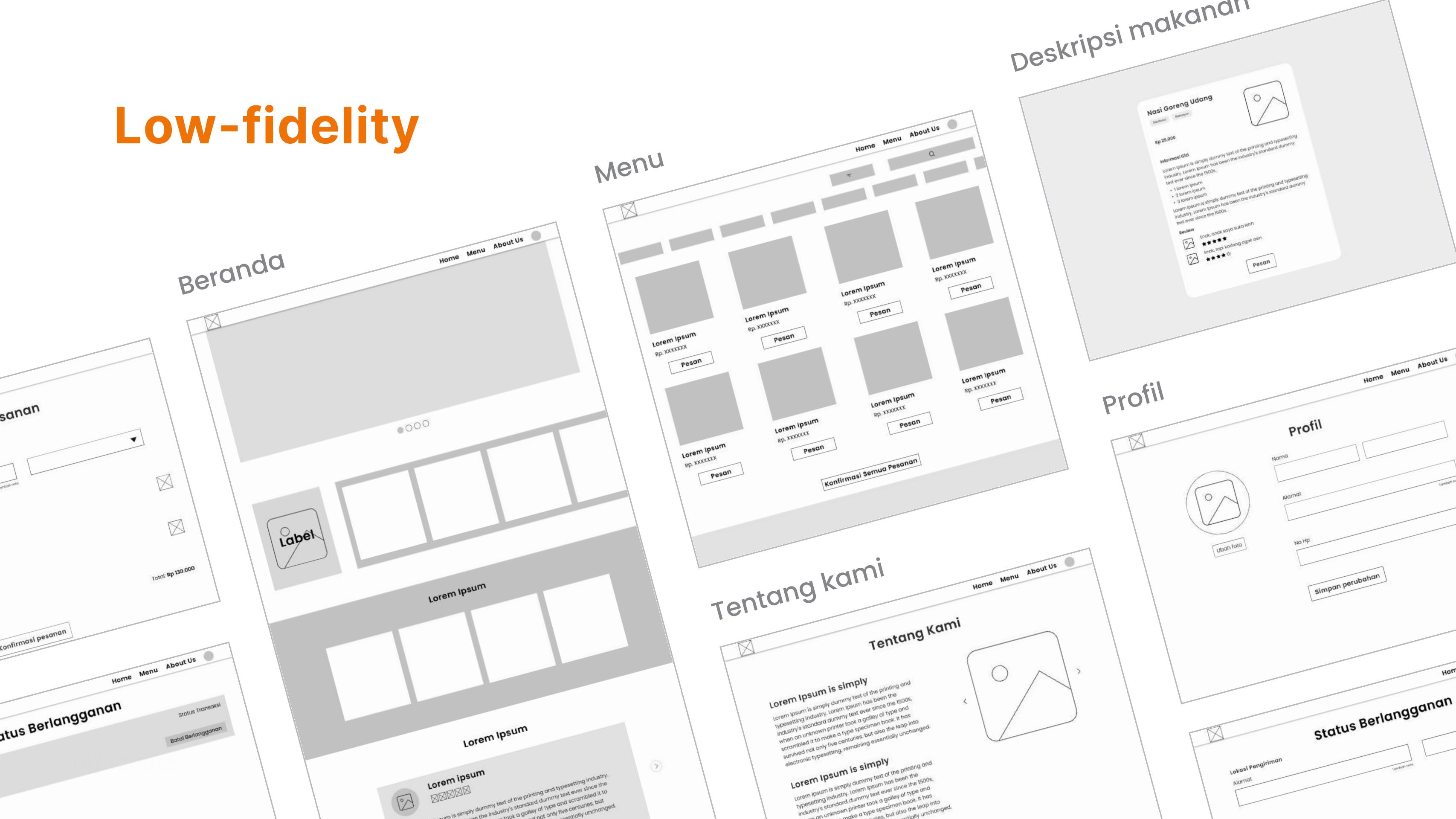
Action Priority Matrix



User Flow



Low-fidelity



Prototype

Click **here** to see the designs that have been implemented

Usability Testing

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

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

Iteration Landing Page

After

Interface improvements were made to give it a neat and fresh look.

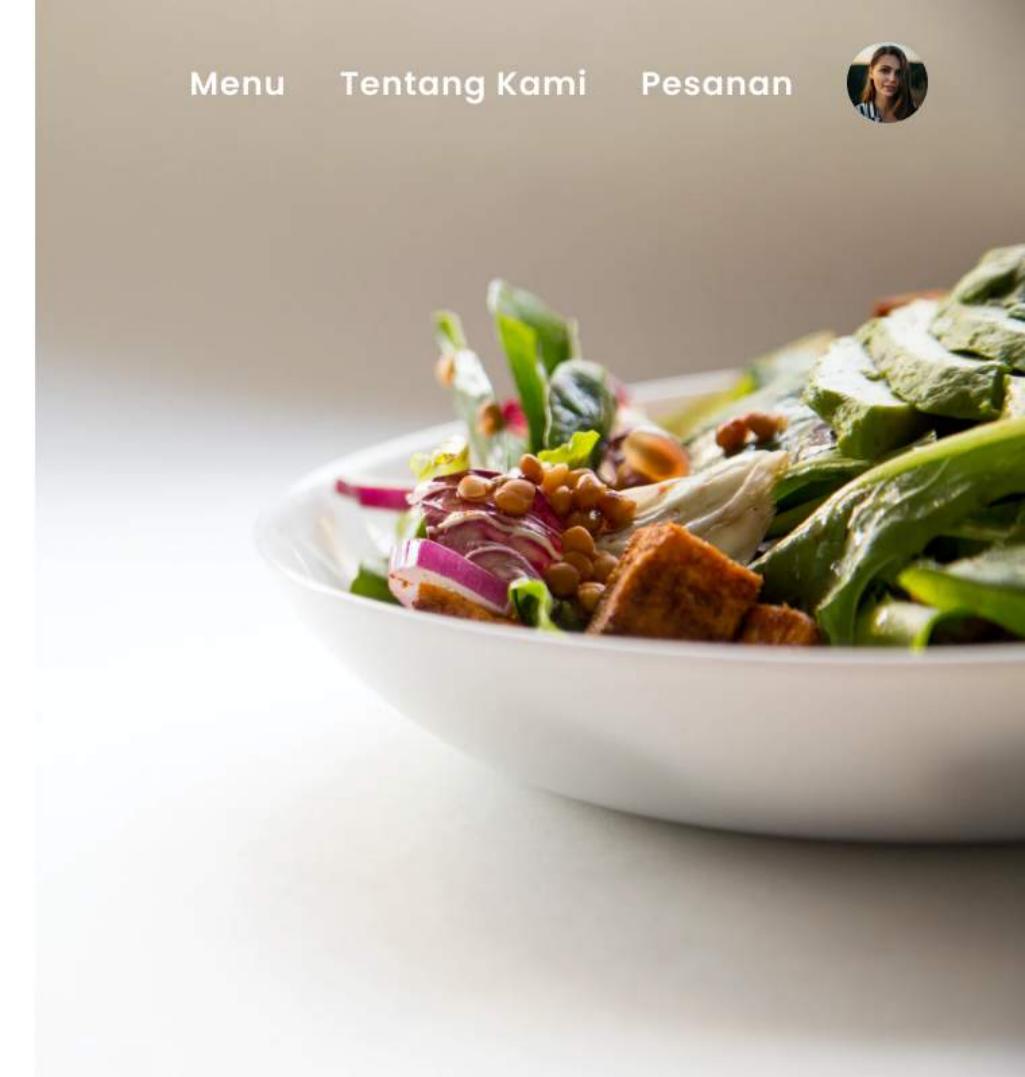
This landing page is the first page that users will see (especially for those who are new). Therefore I redesigned this page to make it more aesthetically pleasing and make sure the information is shown properly.



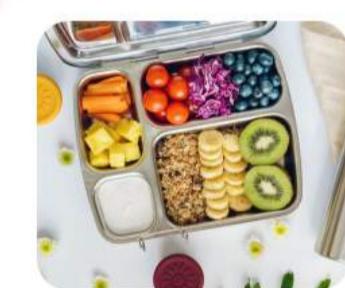
Foodie, katering sehat dan murah untuk keluarga anda

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

[Pesan 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

[Pesan](#)

[Pesan](#)

[Pesan](#)

[Pesan](#)

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!

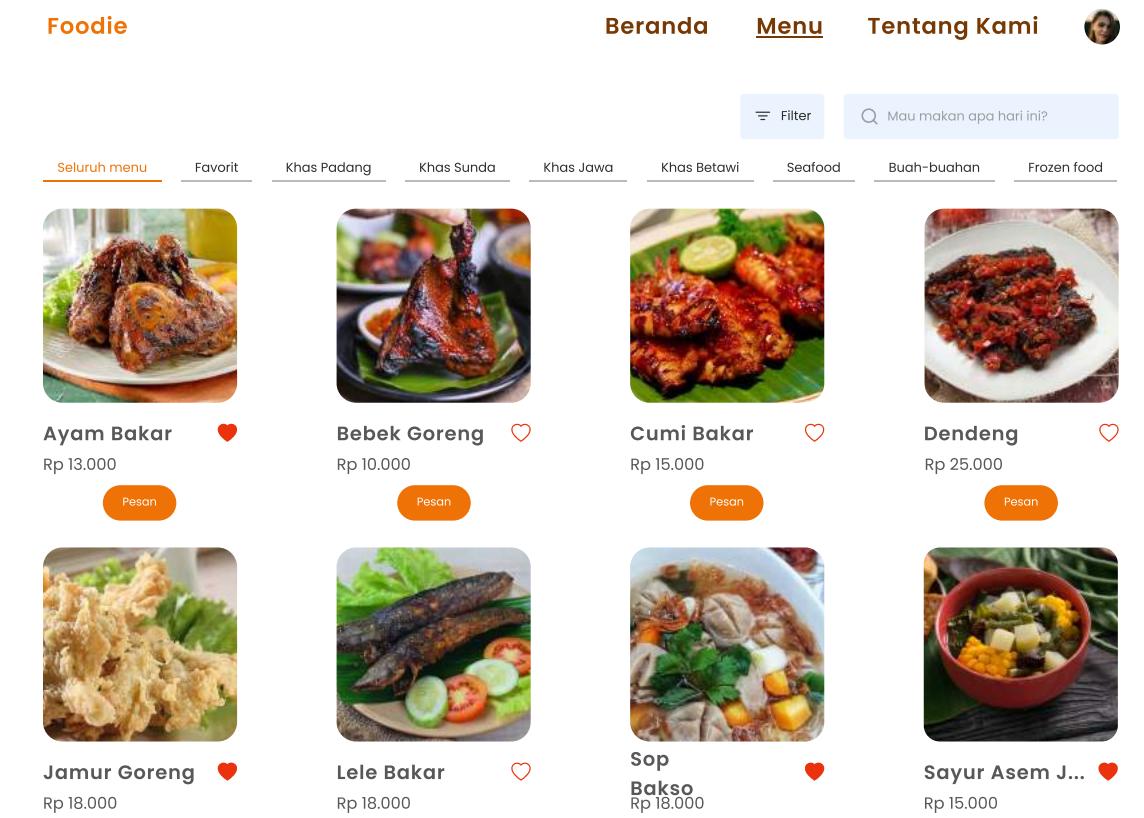
Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyehel kalo beli disini.



Mirza Putri, 53 th

[Pesan sekarang →](#)

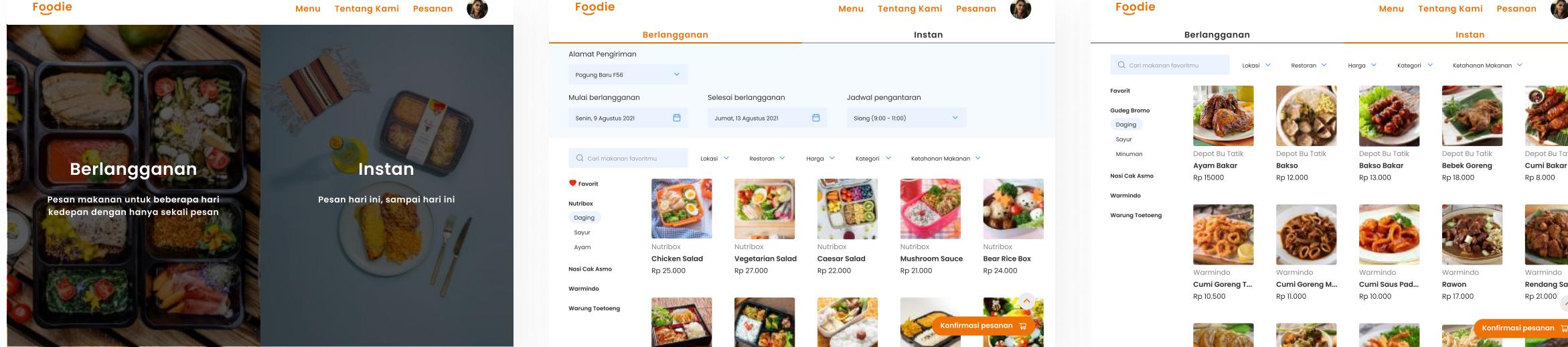
Iteration - Menu



Before

We tried to design this section so that the entire food menu can be displayed clearly. Therefore, this section must also be able to provide an efficient and enjoyable browsing experience.

Iteration - Menu (cont.)

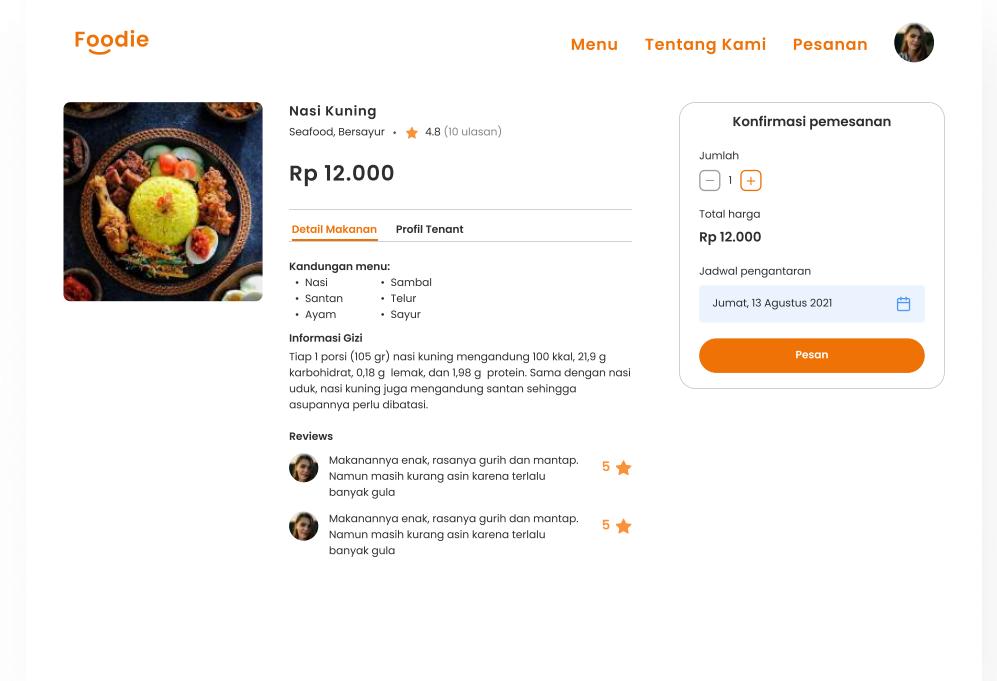
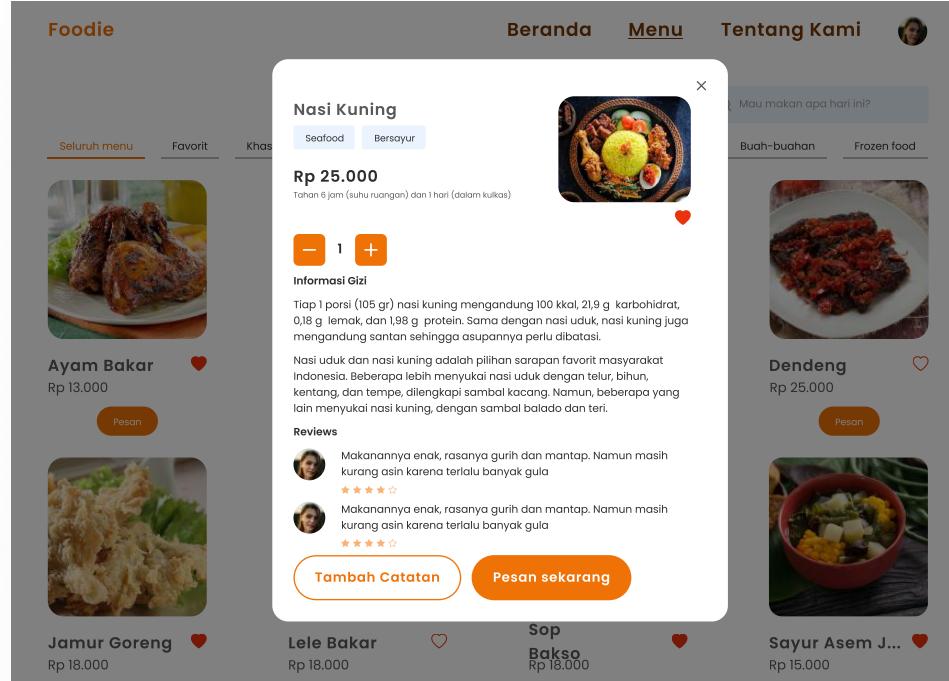


After

The value for our catering products is the concept of ordering by subscription. Our goal is to simplify and clarify the subscription order flow.

There are 2 main motivations of users in using our products: start subscribing to our caterer and place instant order. Therefore menu flow is divided into 2 major parts: instant and subscription menu ordering.

Iteration - Menu Description



Before

Our target users are career women who work from home and have children. Detailed information on each menu aims to provide a deeper explanation of each menu.

After

In this version we did open partnerships with partners that meet our criteria, so we can reach more customers in another city. Our solution is a menu detail page that's connected to merchant profile. This enables our customers to get information for a menu easier.

Iteration - Tenant Profile

The image shows a screenshot of the Foodie website. At the top, there is a navigation bar with 'Foodie' (highlighted in orange), 'Menu', 'Tentang Kami', 'Pesanan', and a user profile icon. Below the navigation, there is a large image of a dish labeled 'Nasi Kuning'. To its right, the dish name 'Nasi Kuning' is listed along with a description 'Seafood, Bersayur' and a rating of '4.8 (10 ulasan)'. The price 'Rp 12.000' is prominently displayed. Below this, there are tabs for 'Detail Makanan' and 'Profil Tenant', with 'Profil Tenant' being active. A sidebar for 'Dapur Aisyah' shows its logo, address 'Jl. Pogung Kidul No 5 Sinduadi, Sleman, Yogyakarta', rating '4.8 • \$\$\$ 10rb - 24rb', and a small image of the restaurant's interior. At the bottom, there are two review snippets: one from a user who gave 5 stars for cleanliness and safety, and another from a user who gave 4 stars for catering quality.

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

After

This page provides information about restaurants that serve those foods. This way our users will have confidence in ordering from our web.

Iteration - Order Confirmation

The screenshot shows the 'Detail Berlangganan' (Subscription Details) page of the Foodie app. At the top, there are navigation links: 'Foodie' (highlighted in orange), 'Beranda', 'Menu', 'Tentang Kami', and a user profile icon. Below the navigation, the title 'Detail Berlangganan' is displayed. On the left, there are sections for 'Lokasi Pengiriman' (Delivery Location) set to 'Perumahan Puri Sari Blok A-23' and 'Berlangganan' (Subscription) set to 'Setiap bulan (pada tanggal 18)'. The main area is titled 'Pesanan' (Orders) and lists two items:

| Pesanan | RP. 90.000 |
|--|------------|
| Nasi Kuning Rp. 30.000 x3 1 Porsi Jangan dikasih sambal ya karena gak kuat pedes wkwkwk | RP. 90.000 |
| Nasi Bakar Rp. 40.000 x1 ayamnya yang paha pokoknya | RP. 40.000 |

At the bottom, a red banner displays 'BELUM LUNAS' (NOT PAID) and 'Total Harga: Rp 130.000'. A blue button labeled 'Batal Berlangganan' (Cancel Subscription) is located at the bottom left.

Before

In the previous version, we incorporated subscription feature on this page.

Iteration - Order Confirmation (cont.)

The image displays two side-by-side screenshots of the Foodie app's order confirmation screen, illustrating a design iteration.

Before (Left): The page is titled "Konfirmasi Pesanan Instan". It features a "Kode promo" input field with placeholder "Masukkan kode promo". Below it is a "Konfirmasi pembayaran" section showing the breakdown of costs: Subtotal Rp 44.000, Pajak (10%) Rp 4.400, and a final Subtotal of Rp 48.400. A large orange "Pesan" button is at the bottom. The main content area shows two menu items: "Nasi Kuning" (Rp 12.000) and "Bakso Goreng" (Rp 16.000). Each item has quantity controls (- 1 +) and a "Tambah catatan" link. The total subtotal is listed as Rp 44.000.

After (Right): The page is titled "Konfirmasi Pesanan Berlangganan". It includes a "Kode promo" input field with placeholder "PertamaPesan - 50%". The "Konfirmasi pembayaran" section shows a breakdown with a promotional discount: Subtotal Rp 44.000, Promo (-50%) - Rp 22.000, Pajak (10%) Rp 4.400, and a final Subtotal of Rp 28.400. A large orange "Pesan" button is at the bottom. The main content area shows three menu items: "Nasi Kuning" (Rp 12.000) for Wednesday afternoon, "Nasi Kuning" (Rp 12.000) for Thursday morning, and "Nasi Kuning" (Rp 12.000) for Friday evening. Each item has quantity controls (- 1 +) and a "Tambah catatan" link. The total subtotal is listed as Rp 24.000.

After

In this version, we improved the order confirmation page to clear up information about the ordered menu, as well as to make it easier for users to understand the information in subscription order feature.

Takeaways

Challenge

Limited time to carry out the research process until iteration (only 2 weeks)

Bridging our user needs and developers

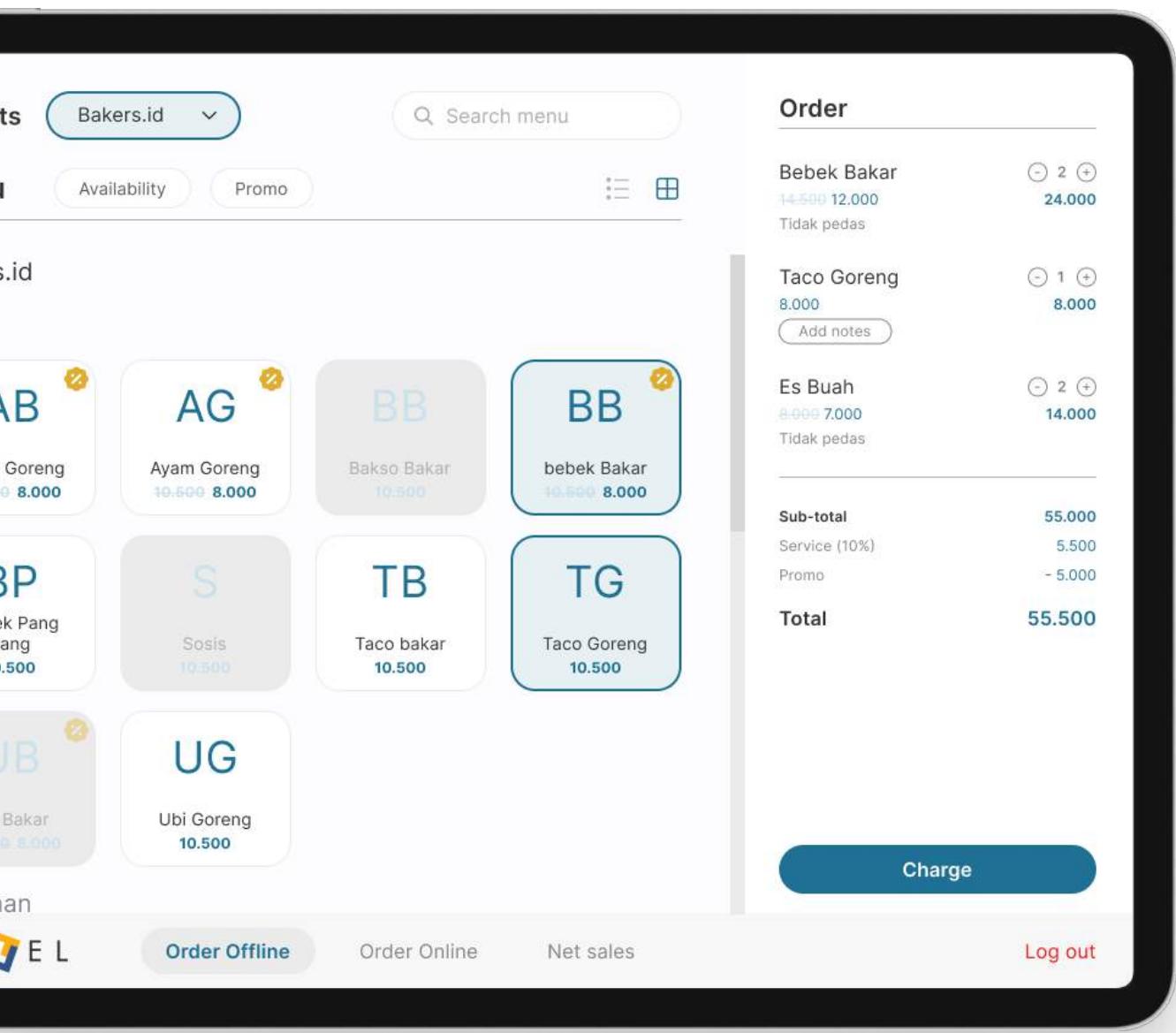
Even though catering saves time, users feel that the accumulated catering costs are more expensive

What we learn

Doing iteration process is important, especially after getting feedback from our user

Besides user insights, developers feedback is also crucial in this design process

We are not users, we should validate our ideas and design to our target users



Pazel Cloud

for Pazel Group

Date: 2021

Platform: web, mobile (tablet & phone)

Role: UI/UX Designer Freelance

Challenge:

Pazel Group is a new foodcourt in Yogyakarta. As a food and beverage (FnB) company, they will need a POS system to support their business. POS 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, the first stage of my work here is to get a complete brief about their desire. After that I collect the data from Pazel Group to understand the problem.

2. Ideate and Build

Look for solutions based on the problem, brief and the data I have collected. After that I designed solutions to be given to stakeholders (Pazel Group).

3. Review

The stakeholders will review my work to check whether or not it meets their expectations, needs and competence in developing those 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)

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

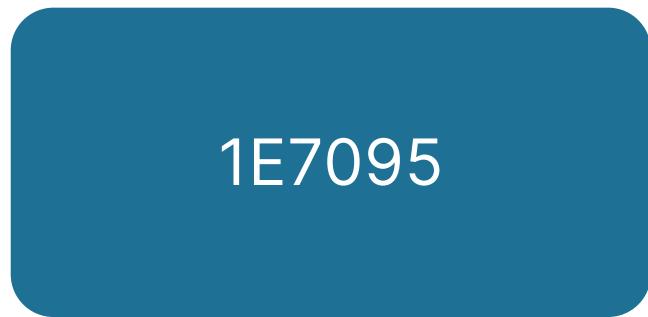
Back Office web (website)

This website aims to manage Pazel Group internal data.

Product Specifications

Design System

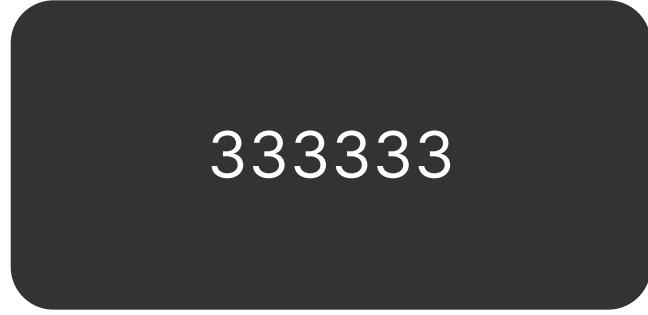
Color



1E7095



FDFCFF



333333

Font

Inter

A B C D E F G H I J K L M N

Semi Bold

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Inter

A B C D E F G H I J K L M N

Semi Bold

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

Final Design

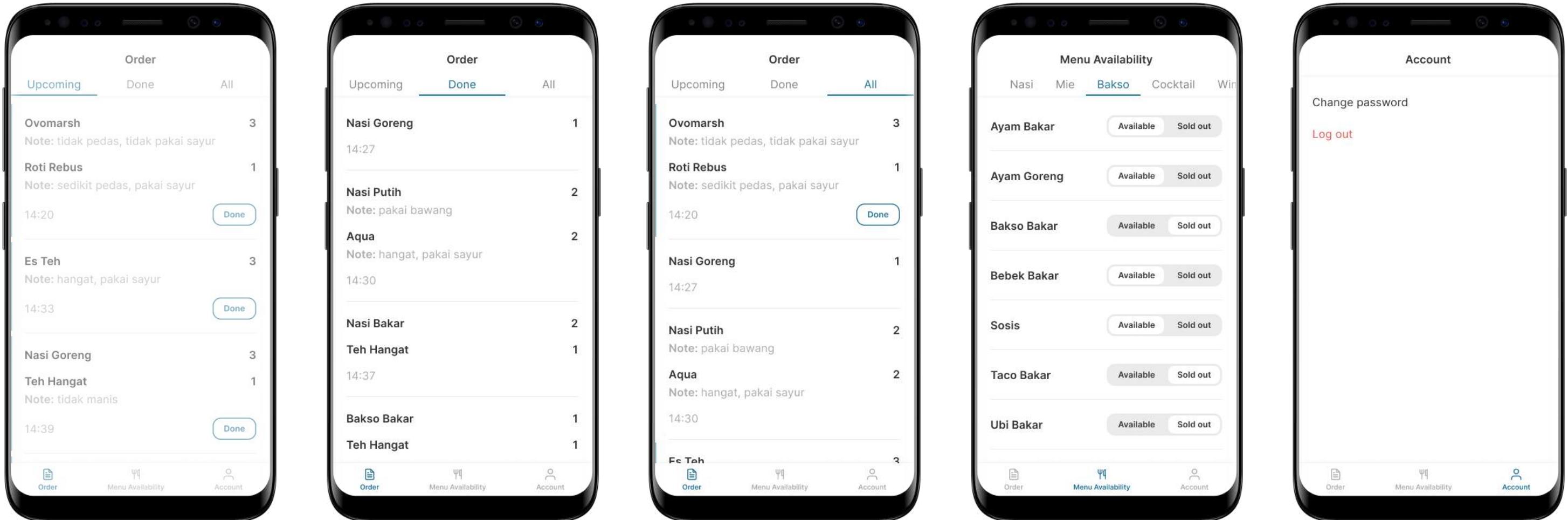
Cashier app (Android - tablet)

The images show the final design of the PAEEL Cashier app for Android tablets, featuring a clean, modern UI with a dark theme and light-colored cards.

- Table Management:** Shows a grid of tables (Table 1 to Table 16) with status indicators (Occupied or Available), current occupancy (0/4 pax), and wait times (e.g., 12 min). Buttons for "Skip", "Without table", and "Draft" are at the top.
- Order View:** Displays an order for "Bakers.id" with items like Bebek Bakar, Es Buah, and various tacos. It shows quantities, prices, and a total of 55.500. A "Charge" button is at the bottom.
- Order Creation:** A modal for "Taco Beef" shows item selection (Ayam Goreng, Bebek Bakar, etc.), quantity (6), note input, and price breakdown (Sub-total, Service, Promotions, Total).
- Online Delivery Integration:** Shows a "Menu Online" section for Gojek, Grab, Shopee, and JogjaKita. An "Order Online" section shows a charge for Bebek Bakar (24.000) and Es Buah (14.000), totaling 41.500. Buttons for "Add to draft" and "Charge" are present.
- Payment Processing:** A "Charge" modal for a "Bakso Bakar" order (24.000) shows a breakdown of charges (10.000, 20.000, 8.000) and a "Name*" field (Dana). Buttons for "Charge" and "Add to draft" are shown.
- Net Sales Report:** A detailed report titled "Net Sales" for server Danu (Cashier) on 13/1/2021. It lists 10 transactions with columns for ID, Table, Customer, Date, Time, Order, Payment, and Price. Examples include a cash payment of 94.000 for Bakso Bakar, Nasi Goreng, and Es Jeruk.

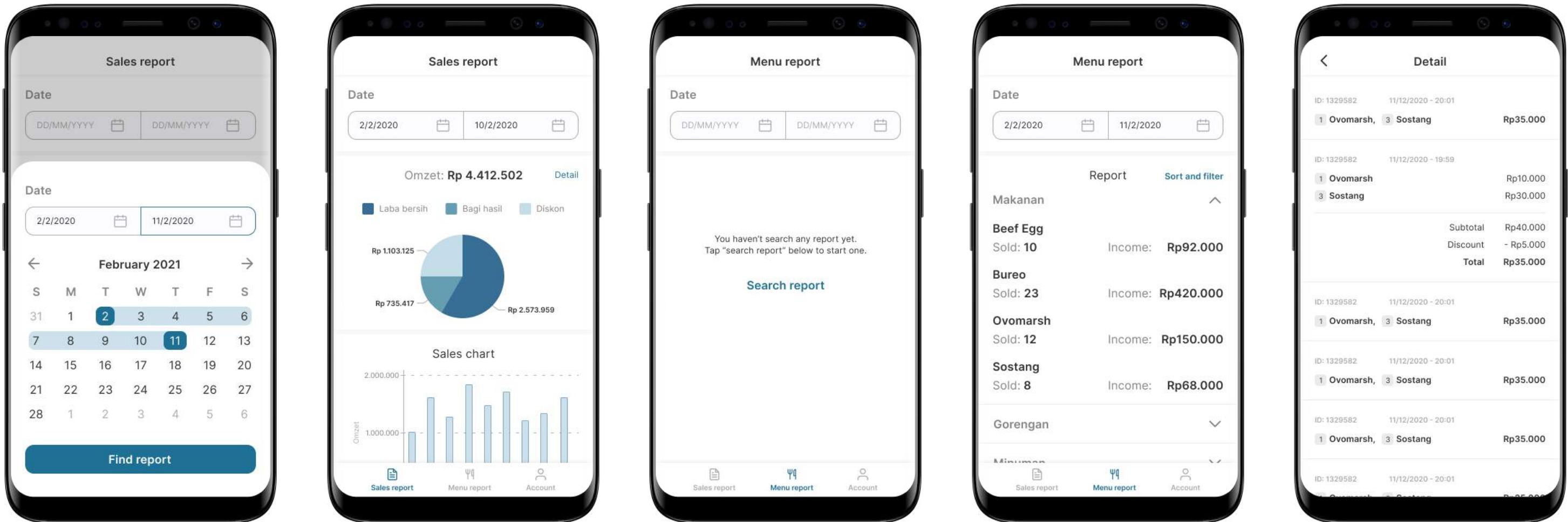
Final Design

Tenant Manager app (Android - phone)



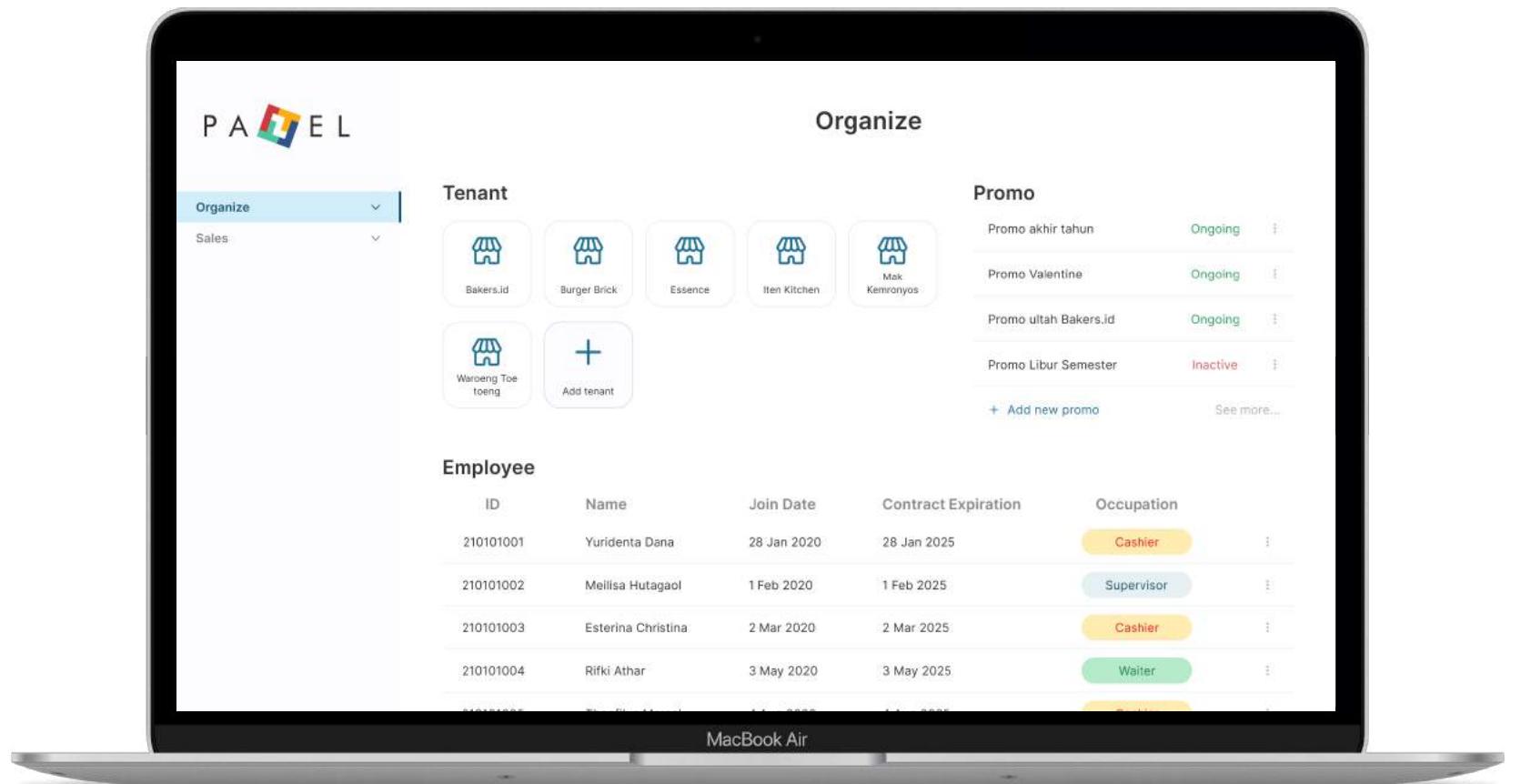
Final Design

Tenant Owner app (Android - phone)



Final Design

Back Office web (website)



| PAEL | | | | | | |
|----------|--------|-----------------------|-------------------------|---------------------------|--------------------------|--------------|
| Promo | | | | | | + Add promo |
| Organize | ID | Promo Name | Promo Type | Time Period | Outlet | Promo Status |
| Tenant | 210101 | Promo akhir tahun | Discount per menu | 28 Jan 2020 - 12 Feb 2020 | Burger Brick, Essence... | Ongoing |
| Promo | 210102 | Promo Valentine | Buy 2 get 1 | 1 Feb 2020 - 14 Feb 2020 | Essence, Mak Kemron... | Ongoing |
| Employee | 210103 | Promo ultah Bakers.id | Buy 3 get 1 | 3 Feb 2020 - 16 Feb 2020 | Bakers.id | Ongoing |
| Table | 210104 | Promo Valentine | Discount minimum orders | 3 Feb 2020 - 12 Feb 2020 | Bakers.id, Mak Kem... | Ongoing |
| Sales | 210105 | Promo Libur Semester | Buy 3 get 1 | 1 Jan 2020 - 24 Jan 2020 | Iten Kitchen | Inactive |
| | 210106 | Loyalty Member | Discount minimum orders | 3 Feb 2020 - no end date | Bakers.id, Mak Kem... | Ongoing |

| PAEL | | | | | | | | |
|---------------|---------|-------------------------|-------------|------------|----------------|---------------|-----------|---------------------------|
| Tenant Report | | | | | | | | |
| Organize | Tenant | Period | Date | Net Profit | After Discount | After Service | After Tax | Revenue Share |
| Sales | Ongoing | 21/02/2020 - 21/02/2020 | 10 Jun 2020 | 449,000 | 449,000 | 449,000 | 493,800 | 368,100 80,820 80,820 |
| | | | 11 Jun 2020 | 168,000 | 168,000 | 168,000 | 188,800 | 137,760 30,240 30,240 |
| | | | 12 Jun 2020 | 1,316,000 | 728,000 | 728,000 | 800,800 | 1,079,120 238,880 238,880 |
| | | | 13 Jun 2020 | 1,288,000 | 644,000 | 644,000 | 708,400 | 1,050,160 231,840 231,840 |
| | | | Total | 3,221,000 | 1,989,000 | 1,989,000 | 2,187,800 | 2,641,220 579,780 579,780 |
| | | | | -1,233,000 | -1,233,000 | -1,233,000 | -188,000 | |

| PAEL | | | | | |
|----------|--------------|--------------|---------------|---------------------|--|
| Table | | | | | |
| Organize | Fl. 1 Indoor | Fl. 2 Indoor | Fl. 2 Outdoor | + Add table | |
| Tenant | | | | Table 11 0/4 pax | |
| Promo | | | | Table 12 0/8 pax | |
| Employee | | | | Table 1 0/4 pax | |
| Table | | | | Table 3 0/4 pax | |
| Sales | | | | Table 5 0/4 pax | |
| | | | | Table 7 0/4 pax | |
| | | | | Table 9 0/4 pax | |
| | | | | Table 13 0/4 pax | |
| | | | | Table 15 0/4 pax | |
| | | | | Table 2 0/4 pax | |
| | | | | Table 4 0/4 pax | |
| | | | | Table 6 0/4 pax | |
| | | | | Table 8 0/4 pax | |
| | | | | Table 10 0/4 pax | |
| | | | | Table 14 0/4 pax | |
| | | | | Table 16 0/4 pax | |



Landing Page Redesign

for Jakpat

Date: 2020

Platform: web

Role: UI/UX Designer Intern

Challenge:

There are many features and information that isn't shown properly on Jakpat current landing page.

And also there are a lot of unnecessary elements that don't align with the user's goals. As a result, the majority of customers directly contact the Client Relationship division when creating a new survey.

A screenshot of the Jakpat landing page. At the top right are navigation links: Services, Plans & Pricing, Contact Us, and About. The main headline reads "Get instant data for your business". Below it, a subtext says "Get real-time insight from our mobile respondent in Indonesia". Two blue buttons are present: "Get started" and "Get quotation". A callout box highlights three benefits: "Faster response with real-time result" (with a stopwatch icon), "Cheaper price" (with a price tag icon), and "Easier process with pre-template" (with a heart icon). To the right of the main content area is a graphic of a map of Indonesia with several circular icons showing people using mobile devices across different regions.

The main goal of this project is to

Organize the design of Jakpat landing page

Benefits to be achieved:

- 1** Increase Jakpat landing page conversion rate,
especially for new customer
- 2** Reduce the workload of the Client Relationship
division (hereafter referred as CR division)
workload

My Design Process

I worked on this project using The Five Layer Model framework by JJ Garrett, a method based on the concept of User Centered Design (UCD). This way I can make sure that every decision on each element involves and takes consideration of the users.

1 Strategy plane

I conduct research to find out about user needs & project development goals (business goals).

2 Scope plane

I determine the functional and content requirements based on the research data in previous stage.

3 Structure plane

I created information architecture (documentation about content & information grouping on this project).

4 Skeleton plane

I created a wireframe which will give a rough idea of the product interface.

5 Surface plane

I created a high-fidelity design (final design that includes font, color, resolution, and others).

User Interview

In-depth interview

Conducted on 2 types of respondents :

- CR division (4 respondents)
- Existing customer (5 respondents)

Objective

- CR division: to find out about customer behaviors, their difficulties and needs when making a survey
- Existing customer: to find out their experience about how they create surveys and the difficulties

Result

A majority of customers do not understand about the procedures for making surveys (especially through our landing page). In addition, some existing customers are used to creating and ordering new surveys via email and WhatsApp.

Competitive Analysis

Objective

To explore how competitors (other companies that are also in the business consulting industry) approach their potential clients through landing pages

Results

Most of landing pages from survey and business consulting service providers provide a seamless onboarding experience. They gave clear navigation to the available features, provide clear information and context (at above the fold) and attach an organized portfolio. Therefore they are able to introduce their products and advantages better

Design Directions

Based on the data that I have obtained, I can determine the expectations of this landing page improvement and the focus of its development. Therefore, I set the design direction for this project down to 2 major goals:

- 1** Organizing the contents on landing page
- 2** Streamlining the user's onboarding process
(Decreasing learning curve for new user)

Proposed Solution

My solution is to redesign the landing page. This can be divided into 3 focuses on certain parts:

1

Header

Provide clarity to our user, with:

1. Clear and organized navigation labels
2. Location indicators

2

Above the fold

Help user finish their goals, with:

1. One prominent CTA (also another one on the top of footer)
2. Fewer distractions
3. Headlines that states our value proposition
4. Use relevant image/illustration (according to our tagline)

3

Structure plane

Convince users to use our services, with:

1. Clear & concise content (avoid zombie scrolling)
2. Inform the details of our solutions
3. Highlight the benefits from using our services

Low Fidelity Wireframe

Great market research start here

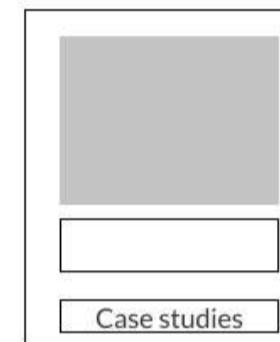
Get real time insight from our mobile respondent in Indonesia

[Get started](#)

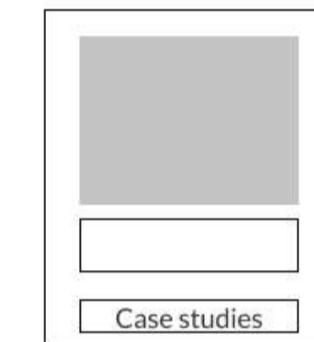
[Get quotation](#)



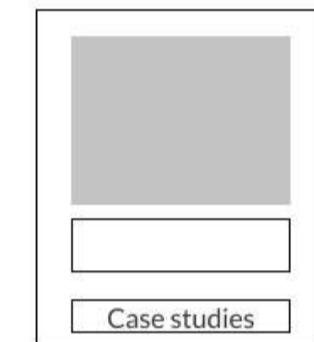
One survey platform for different needs



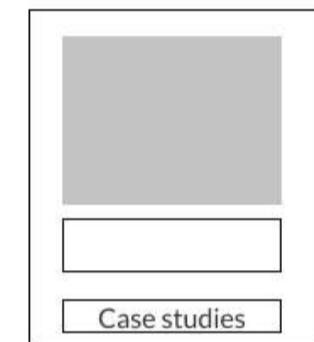
Case studies



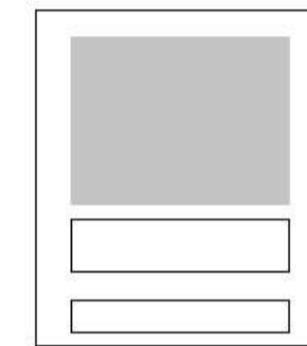
Case studies



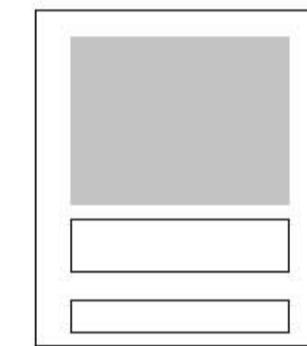
Case studies



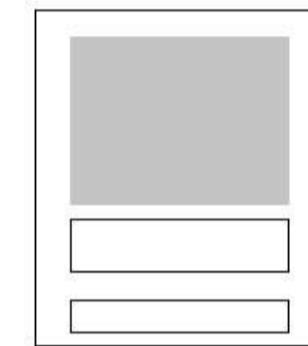
Case studies



Case studies



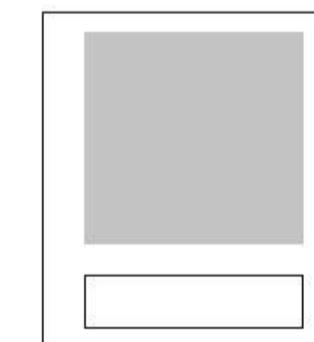
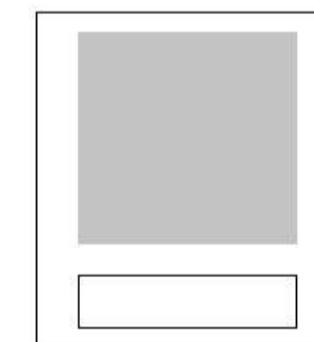
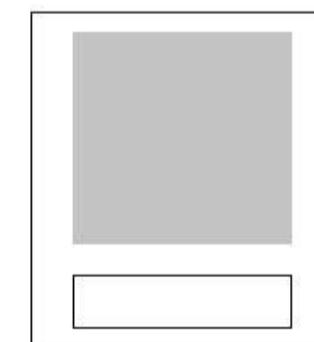
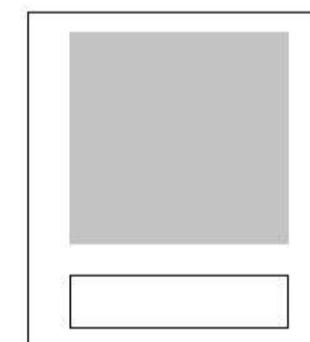
Case studies



Case studies

Why Jakpat?

Things that differentiate Jakpat from other survey services



Trusted by over 400 of Indonesia's leading companies



[Create your first survey](#)

or [get quotation](#) to calculate price

Services

- Products
- Tutorials
- Free trial
- Free report

Plans & Pricing

- Plans
- Pricing estimation
- For student

About

- About us
- FAQs
- Our respondents

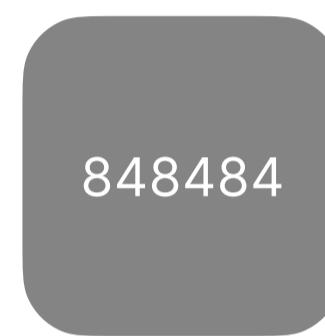
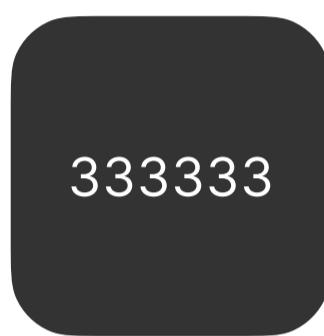
Contact Us

- Jl. Puri Gejayan Indah A12A
Condongcatur, Depok, Sleman, DI Yogyakarta, 55281
- +62 274 5015 293
- Klien: partner@jakakpendapat.net
- Responden: support@jakakpendapat.net



Final Design

Color



Typography

Aa

Lato

Get instant data for your business

Get real-time insight from our mobile respondent in Indonesia

[Get started](#)

[Get quotation](#)

- Faster response with real-time result
- Cheaper price
- Easier process with pre-template
- More accurate result with valid respondents

One survey platform for your business

Brand tracking

Get consumer insight about your brand health and performance biweekly/monthly.

[Download study case](#)

Market survey

Optimize your market before launch any product. Get feedback based on your consumer.

[Download study case](#)

Ad test and survey

Find your winning concept for your marketing campaign. Validate your ads and the others.

[Download study case](#)

Product test

Get consumer feedback for new ideas on your products, services, or features.

[Download study case](#)

Trusted by over 400 of Indonesia's leading companies

SHARP

"It was a good experience and satisfying to work with JAKPAT. They were very supportive, customer-oriented, fast response, and gave us excellent service. More importantly, they have a wide range of respondents that able to meet our request and survey criteria"

Fikri Tegar
Digital Banking Customer Experience Jenius

[Create your first survey](#)

or [get quotation](#) to calculate price

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Connect with Us



Thank you!

Looking forward to collaborate with you

bit.ly/CV_Albertus

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linkedin.com/in/albertuspradana