UI/UX Design

Portfolio

Albertus Pradana / 2022

Hi, I’m Albertus Pradana!

I’m a fresh graduate from Information Engineering at Universitas Gadjah Mada and UI/UX Designer Freelance.

I can work well in a team, have good communication and care about details. I have a strong will to develop my career in UI/UX Design. With some work experience I already have, I am optimistic I can make some impacts in my workplace.

Curriculum Vitae

Education

2017 - 2021 Information Engineering
Universitas Gadjah Mada

Skills

User Research
Multi-platform UI
Information Architecture
Icon design
Wireframing
Usability Testing
Copywriting
Figma
Miro
Adobe XD
Adobe Illustrator

Experiences

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

Jan - Mar 2020 Front-End Developer Intern
Synapsis.id

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Landing page redesign service website to organize the content and information

Foodie

2021 - Website

Role: UI/UX Designer

Tools: Miro, Figma

Foodie is a catering service website to help WFH moms (amidst their daily lives as career women) in providing healthy food for their families.

This project was meant for Mini Project Challenge at SYNRGY Academy bootcamp.

At the end of pre-bootcamp, students were challenged to create a website. The grand theme was about "help parents to be better in workload management doing both school and work from home".

Our team thinks that in this WFH period, providing healthy foods for the family becomes a challenge for working moms. They have to spend more time thinking about more menus and cooking, while at the same time they have to complete 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. 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

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		

Here’s the problem:

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 foods for their families in a practical way”

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
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
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

Low-fidelity

Prototype

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

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

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.

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

Our catering product's main value is the ordering by subscription. Our goal is to simplify the subscription order flow while constantly provide clarity.

There are 2 main motivations of users in using our products:

- start subscribing to our caterer
- place instant order.

So our menu is divided into 2 major parts: instant and subscription menu order.

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

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

Before

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

Iteration - Order Confirmation (cont.)

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

What did we learn?

1. Iterative design allow us to generate better ideas and release best possible product that meet our users’ need

2. Developers reviews and feedback are essentials to challenge our solutions and improve product quality

3. Frequently challenge your ideas, solutions, and designs to uncover many hidden issues

Pazel Cloud

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

Role: UI/UX Designer Freelance

Tools: Figma

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)

Jakpat Landing Page

2020 - Website

Role: UI/UX Designer Intern

Tools: Figma

Jakpat is a market research consultant that can connect clients (mainly marketers) to Jakpat mobile respondents to get insights from them quickly.

This project is about how I redesign Jakpat landing page to provide seamless onboarding experience to their clients.

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**
   Conducted research to find out about user needs & project development goals (business goals).

2. **Scope plane**
   Determined the functional and content requirements based on the research data in previous stage.

3. **Structure plane**
   Created information architecture (documentation about content & information grouping on this project).

4. **Skeleton plane**
   Created a wireframe which will give a rough idea of the product interface.

5. **Surface plane**
   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

Most customers don’t understand the procedures for making surveys (especially through our landing page). Also, some existing customers are used to creating and ordering new surveys via email and WhatsApp.

Competitive Analysis

Objective

To explore how competitors (especially those in consulting businesses) reach potential clients through landing pages.

Results

Most of landing pages from survey and business consulting service providers offer a seamless onboarding experience. They provided clear navigation through the available features, information and context (at hero section) and attached 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 is 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

Final Design

Color

0066CC	FDFDFD
333333	848484

Typography

Aa

Lato

Thank you for your time

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