

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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Jakpat

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.

05/ Foodie Overview

The screenshot displays the Foodie website's homepage and several detailed pages. At the top, there are sections for 'Berlangganan' (Subscription) and 'Instan' (Instant delivery). Below these are detailed pages for specific meals like 'Nasi Kuning' and 'Cumi Goreng'. The 'Berlangganan' page features a large image of meal boxes and text about pre-ordering for multiple days. The 'Instan' page shows a meal on a plate with text about same-day delivery. Detailed pages for meals like 'Nasi Kuning' show images, descriptions, nutritional information, and reviews. The 'Berlangganan' page includes a delivery tracking section with dates from August 9 to August 13. The 'Instan' page includes a 'Konfirmasi pesanan' (Order confirmation) section.

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 Emphasize

- Desk research
- User interview

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

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:

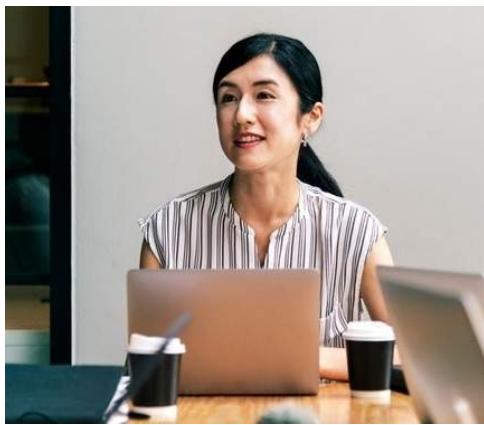
1. Behaviour
2. Pain
3. Gain
4. Motivations
5. Hope
6. Needs
7. Suggestion

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



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

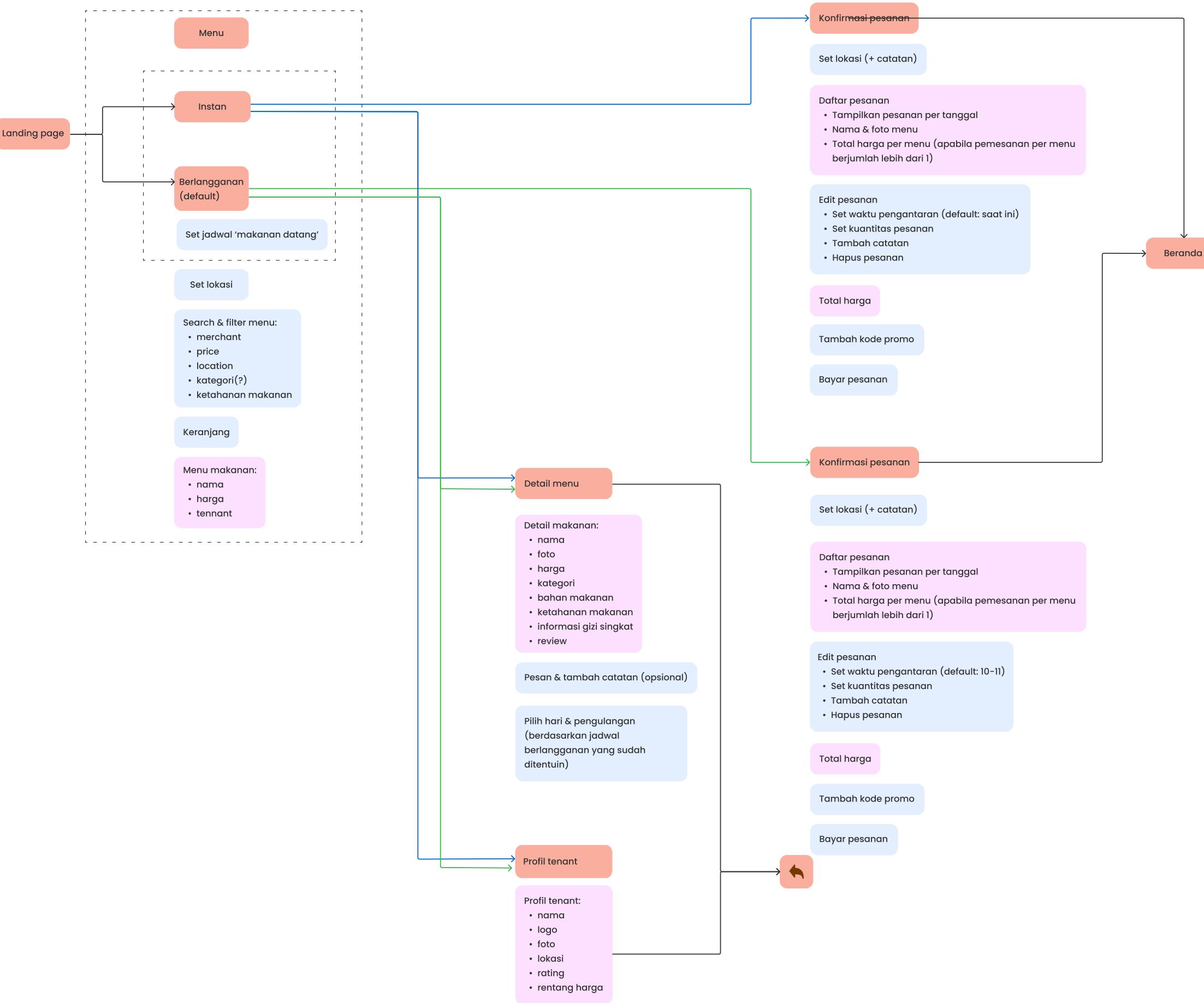
Cluster 10 - Menu's Information

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

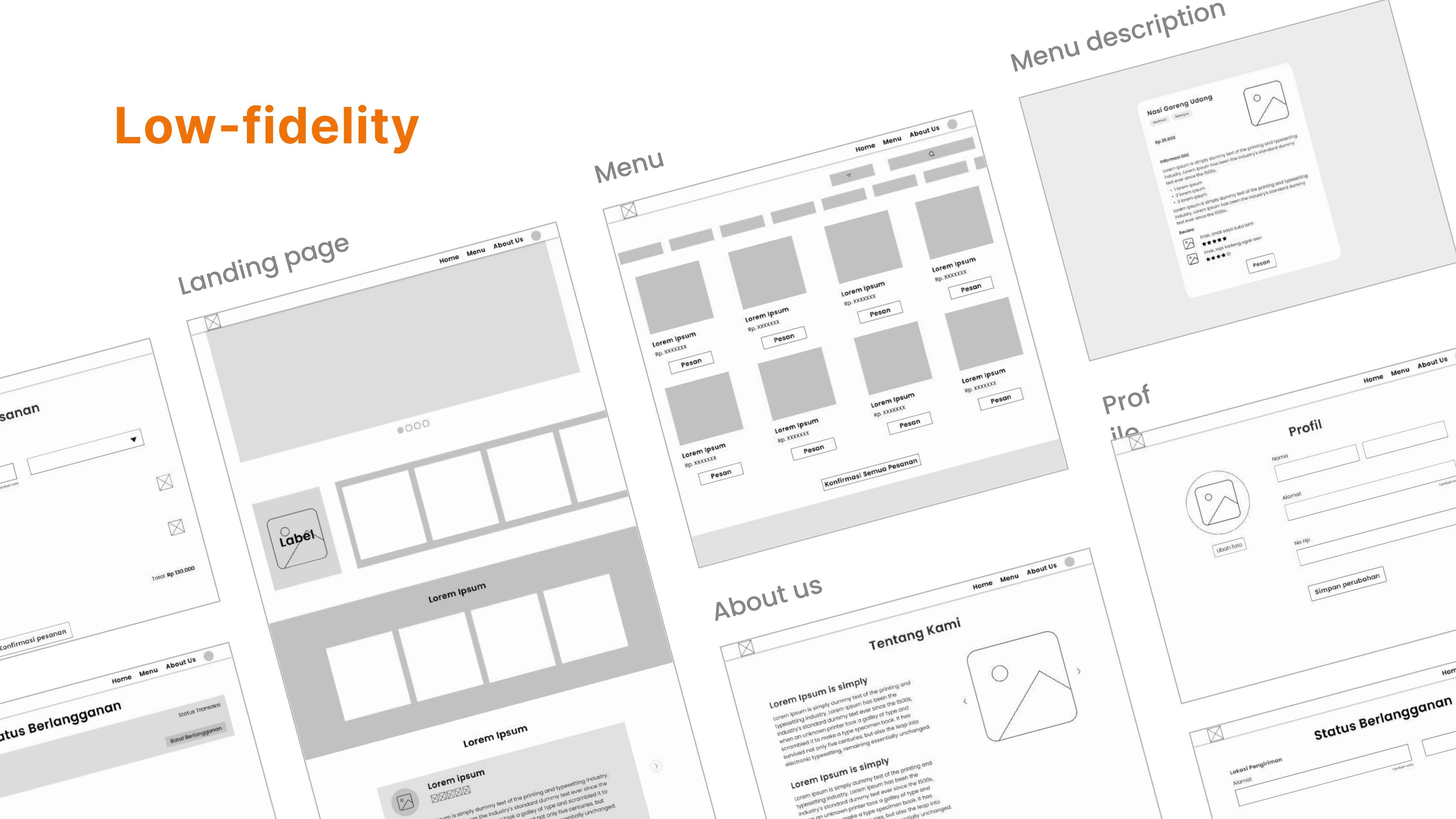
Action Priority Matrix



User Flow



Low-fidelity



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 \pm 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.

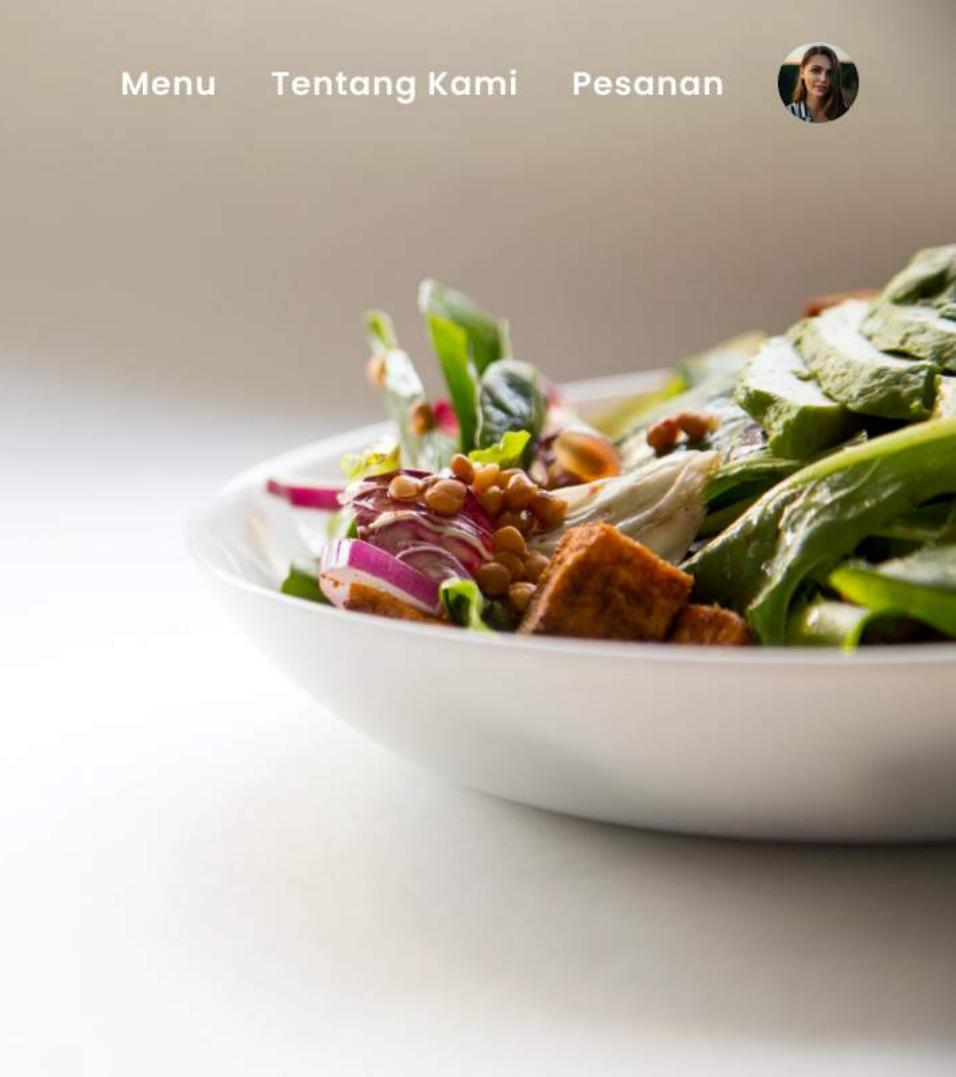
This landing page is the first page that users will see (especially for those who are new). Therefore I redesigned this page to make it more aesthetically pleasing and make sure the information is shown properly.



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!

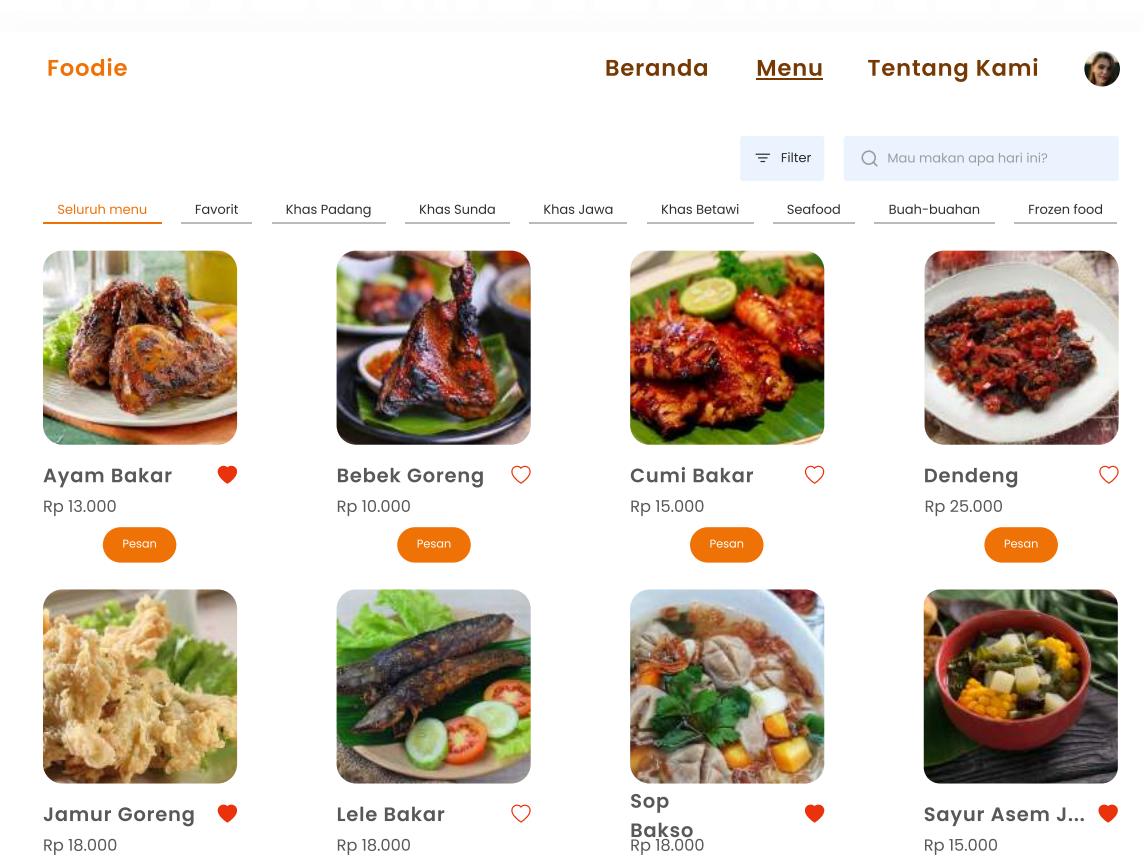
Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyehel kalo beli disini.



Mirza Putri, 53 th

[Pesanan sekarang →](#)

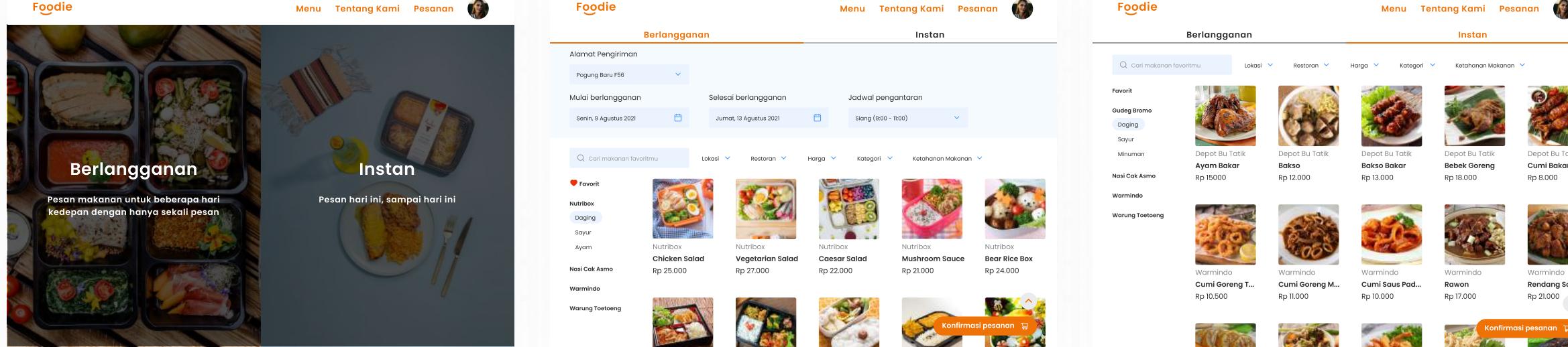
Iteration - Menu



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

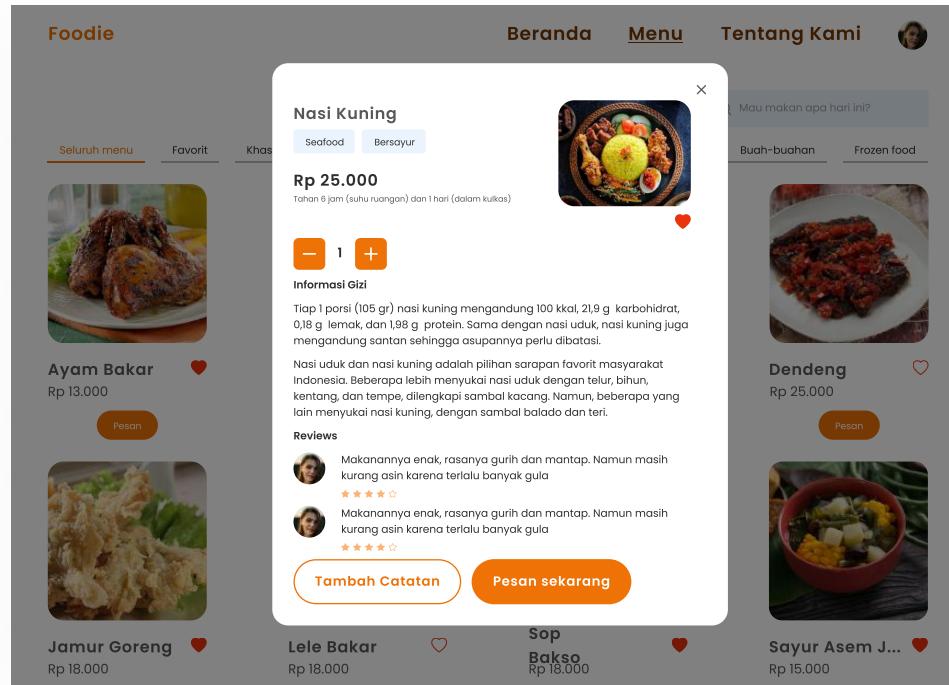
Our catering product's main value is the ordering by subscription. Our goal is to simplify the subscription order flow while constantly provide clarity.

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.

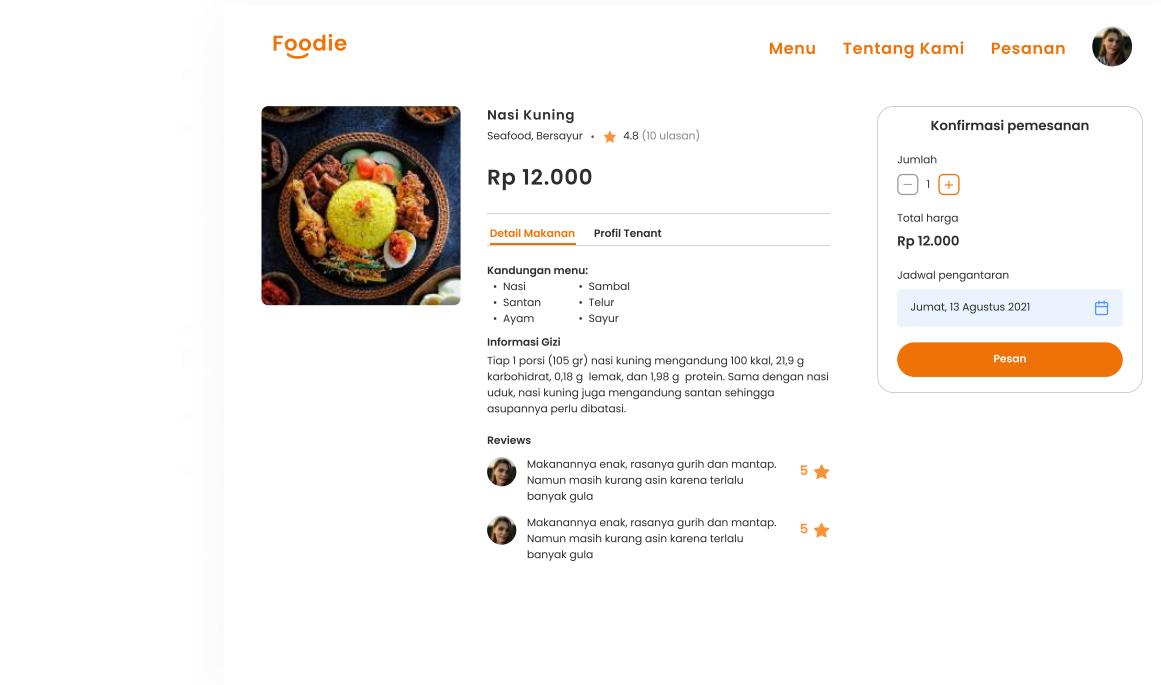
Iteration - Menu Description



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.

23/ Iteration



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' on the left and 'Menu', 'Tentang Kami', and 'Pesanan' on the right. A user profile icon is also present. Below the navigation, there is a large image of a dish labeled 'Nasi Kuning'. To the right of the image, the dish name 'Nasi Kuning' is listed along with its description 'Seafood, Bersayur' and a rating of '4.8 (10 ulasan)'. The price 'Rp 12.000' is displayed prominently. Below this, there are two tabs: 'Detail Makanan' and 'Profil Tenant'. The 'Profil Tenant' tab is selected, showing the tenant's logo (Dapur Aisyah), address ('Jl. Pogung Kidul No 5, Sinduadi, Sleman, Yogyakarta'), rating ('4.8 • \$\$\$ 10rb - 24rb'), and a small image of the restaurant's interior. To the right of the tenant profile, a modal window titled 'Konfirmasi pemesanan' (Order Confirmation) is open. It shows the quantity '1', total price 'Rp 12.000', delivery date 'Jumat, 13 Agustus 2021', and a large orange 'Pesan' (Order) button. On the far right, there is a section titled 'Jadwal pengantaran' (Delivery schedule) with a dropdown menu set to 'Siang (9:00 - 11:00)' and a list of delivery time slots: 7:00 - 9:00, 8:00 - 9:00, 9:00 - 11:00, and 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) and 'Pesanan' (Orders). The delivery location is set to 'Perumahan Puri Sari Blok A-23'. The order section lists two items: 'Nasi Kuning' (Rp. 30.000 x3) and 'Nasi Bakar' (Rp. 40.000 x1). Both items have descriptive notes below them. At the bottom, a red banner indicates 'BELUM LUNAS' (Not Paid) with a total price of 'Total Harga: Rp 130.000'. A blue button labeled 'Batal Berlangganan' (Cancel Subscription) is at the bottom right.

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. Both screens feature a header with the 'Foodie' logo, navigation links for 'Menu', 'Tentang Kami', and 'Pesanan', and a user profile icon.

Konfirmasi Pesanan Instan (Left Screen):

- 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 Screen):

- 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 28.400
- Promo:** PertamaPesan - 50%
- Button:** Pesan

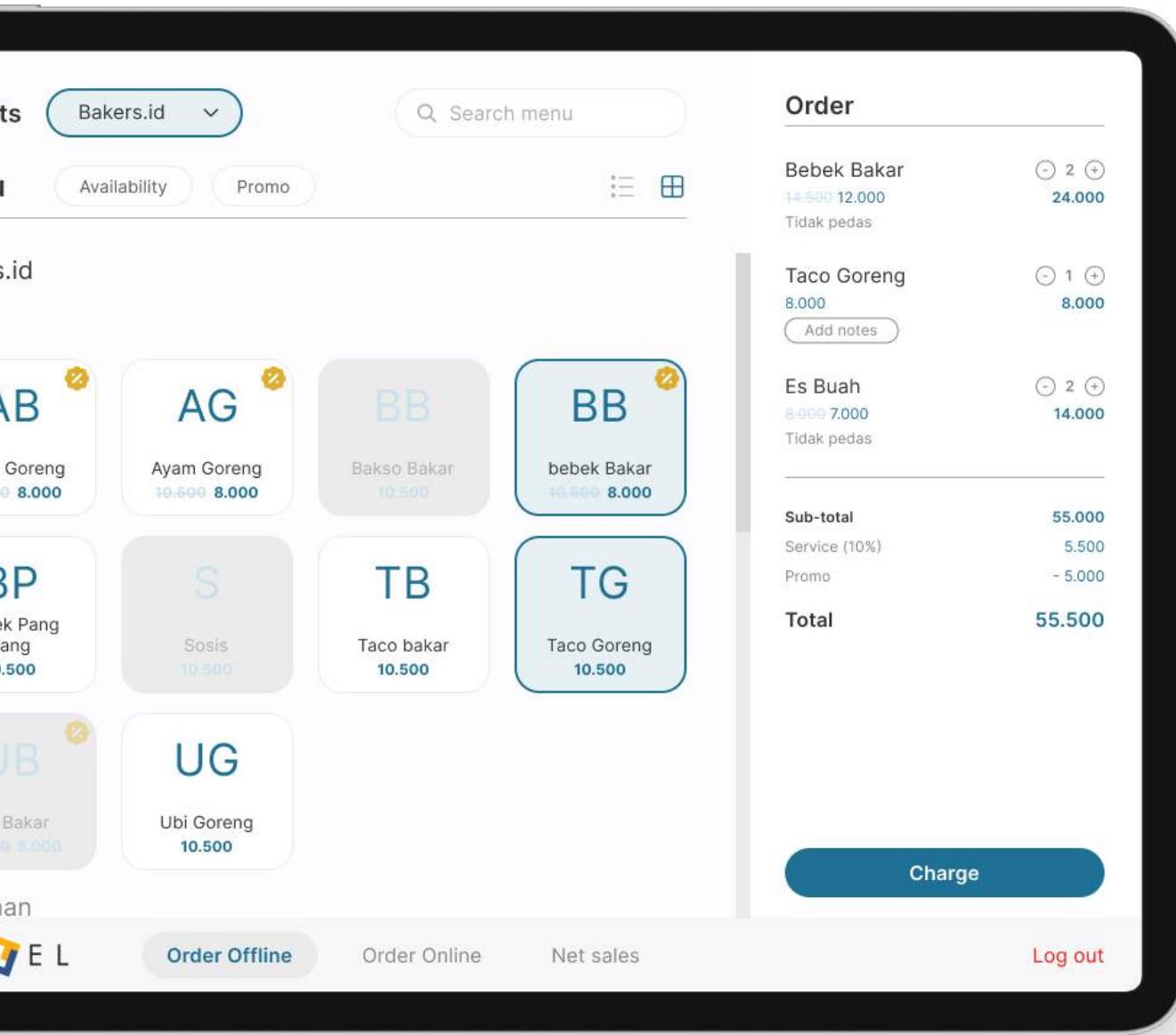
After

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)

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

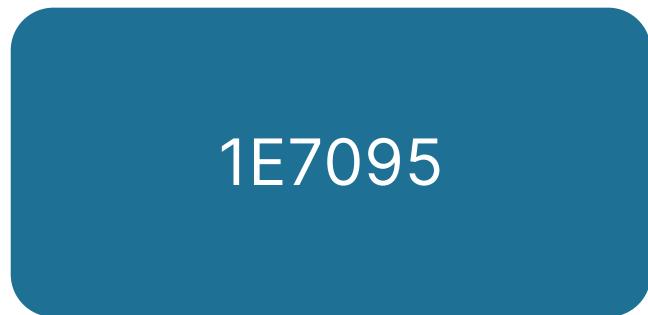
Back Office web (website)

This website aims to manage Pazel Group internal data.

Product Specifications

Design System

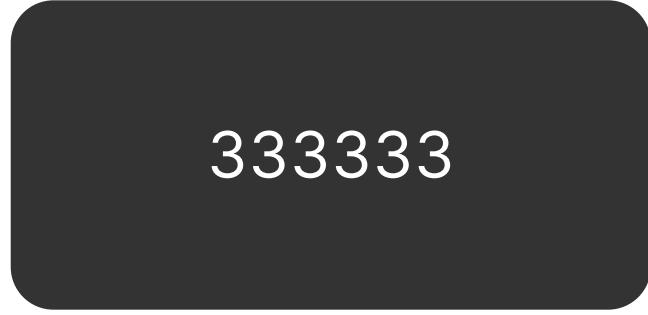
Color



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

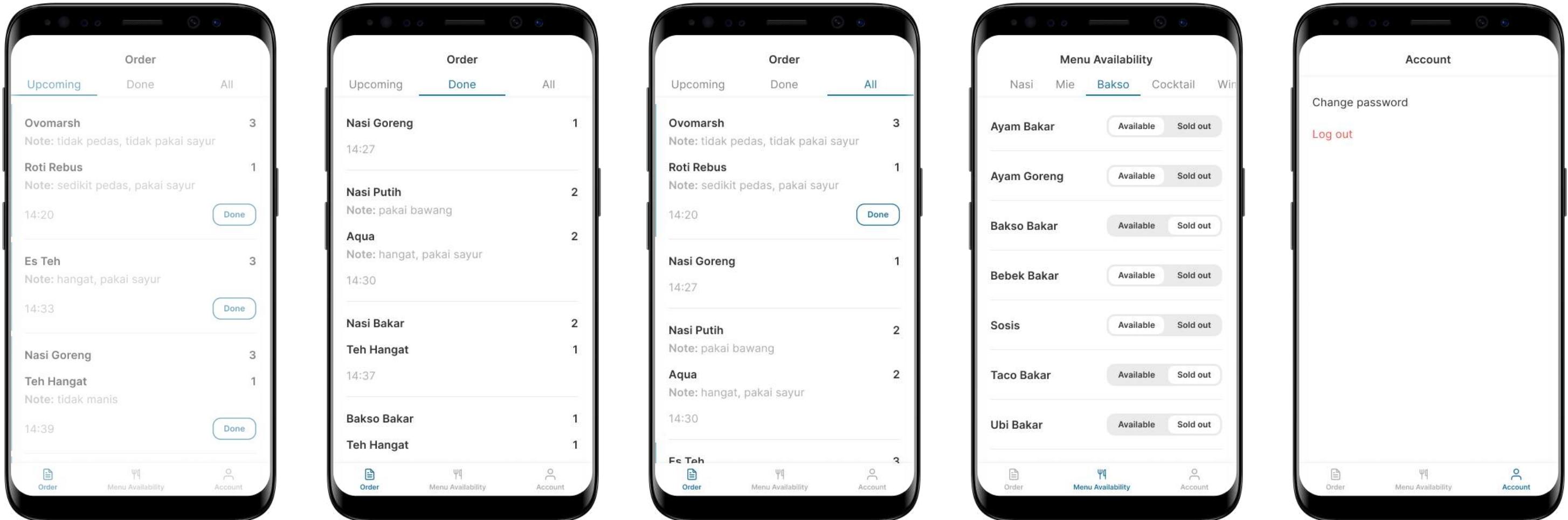
Cashier app (Android - tablet)

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. Buttons for "Charge" and "Add notes" are present.
- Order Creation:** A modal for "Taco Beef" shows a quantity selector (1-6), note input, and price breakdown (20.000 x 6 = 120.000). A "Charge" button is at the bottom right.
- Online Delivery Integration:** Shows a "Menu Online" section for "Bakers.id" with items from Gojek, Grab, Shopee, and JogjaKita. An "Order Online" section shows a completed order for "Bebek Bakar" and "Taco Goreng" with a total of 55.500. Buttons for "Add to draft" and "Charge" are shown.
- Payment Processing:** A "Charge" modal for an order shows the breakdown of charges (Sub-total, Service, Promotions) and a "Name*" field for payment method. Buttons for "Charge" and "Add to draft" are at the bottom.
- Net Sales Report:** A detailed report titled "Net Sales" for server "Danu (Cashier)" lists 10 transactions with columns for ID, Table, Customer, Date, Time, Order, Payment Method, and Price. Examples include a transaction for "Bakso Bakar, Nasi Goreng" paid via "Cash" for 94.000.

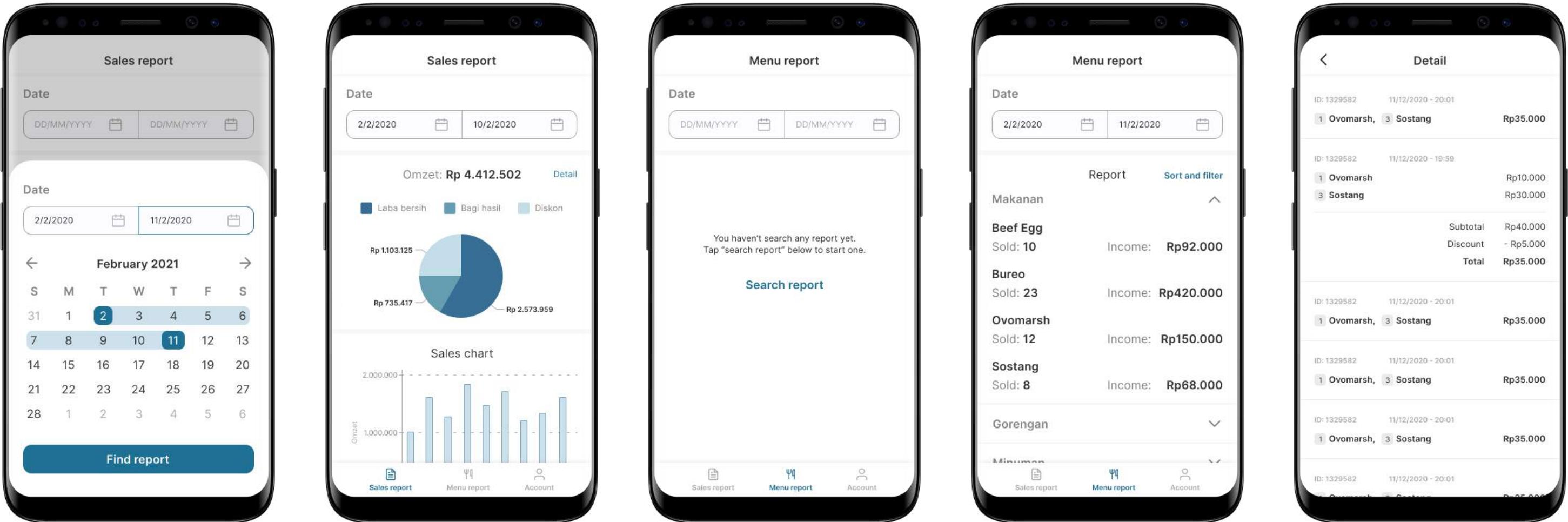
Final Design

Tenant Manager app (Android - phone)



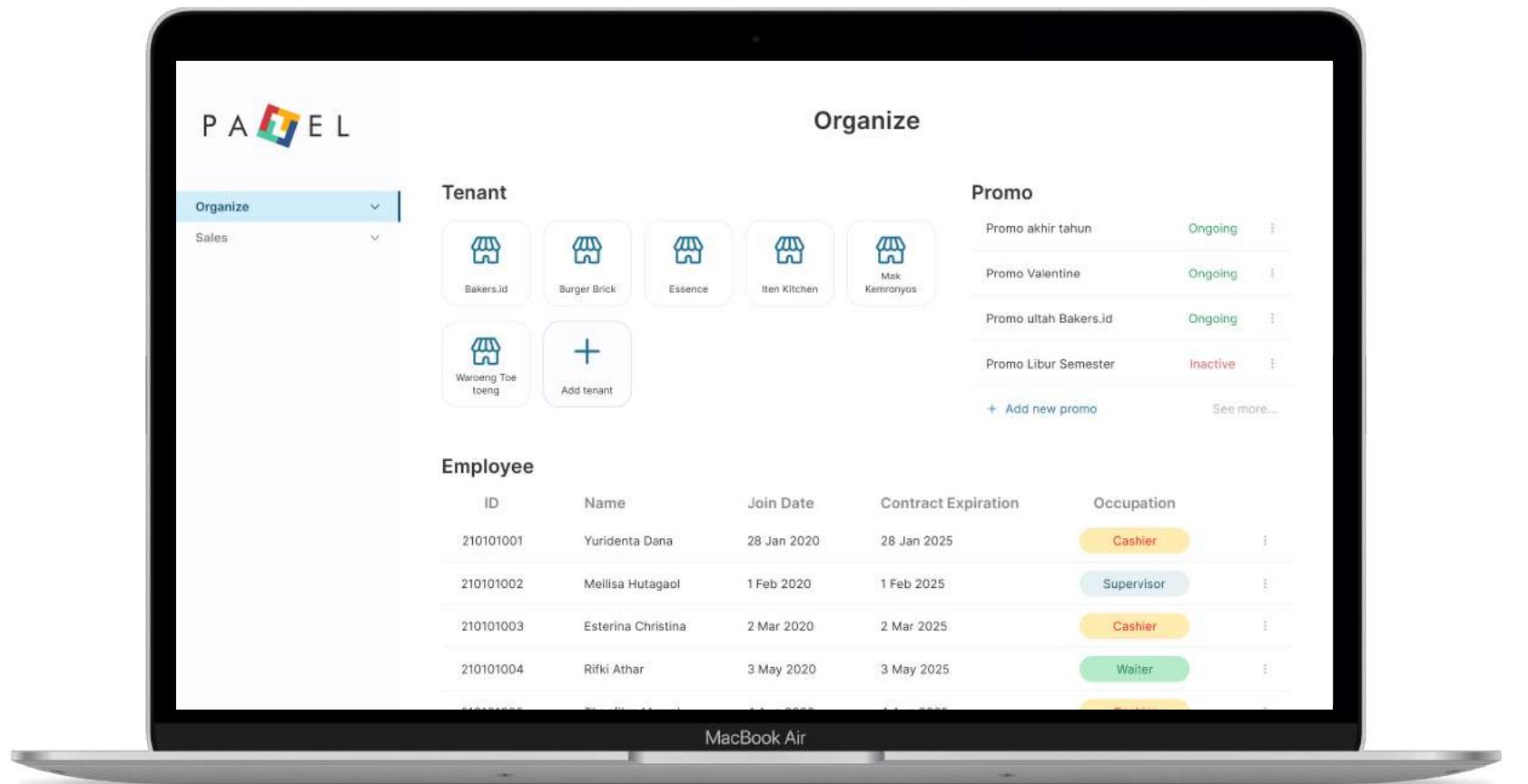
Final Design

Tenant Owner app (Android - phone)



Final Design

Back Office web (website)



PABEL						
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, Essenc...	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

PABEL								
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	493,900	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	2,187,900	2,641,220 579,780 579,780
				-1,233,000	-1,233,000	-1,233,000	-188,000	

PABEL					
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	



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.



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Get instant data for your business

Get real-time insight from our mobile respondent in Indonesia



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Faster response with real-time result

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Easier process with pre-template

More accurate result with valid respondents

One survey platform for your business



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TIX ID

Dentsu

SHARP

BCG



"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



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 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

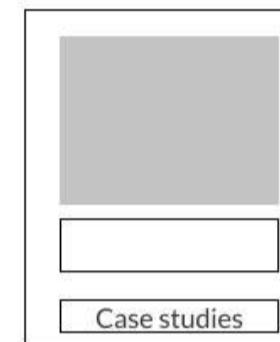
Get real time insight from our mobile respondent in Indonesia

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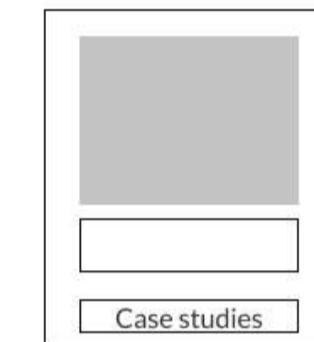
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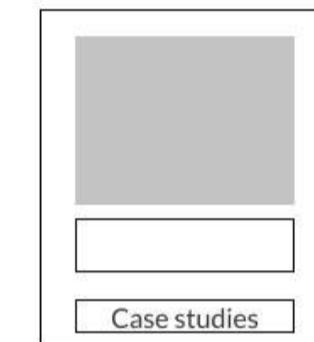
One survey platform for different needs



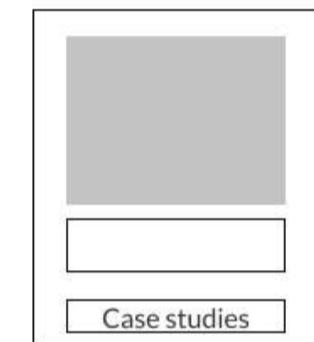
Case studies



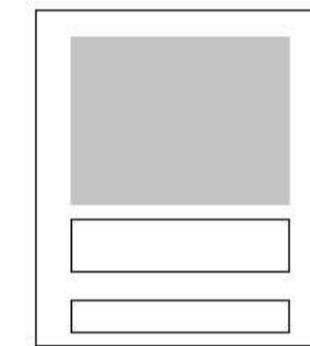
Case studies



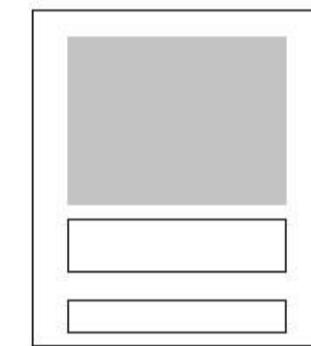
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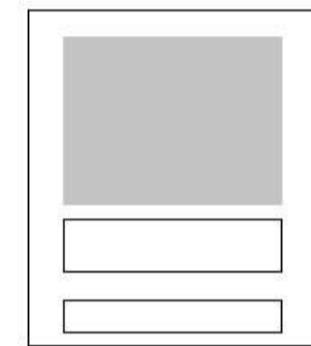
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Case studies



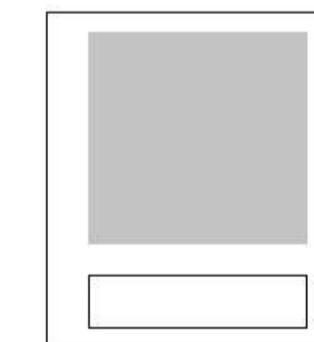
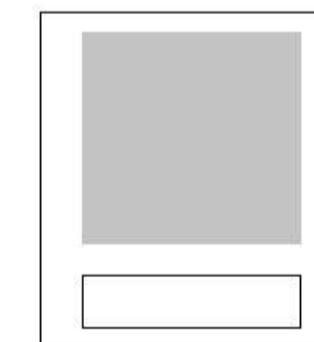
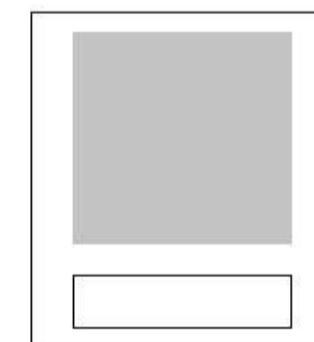
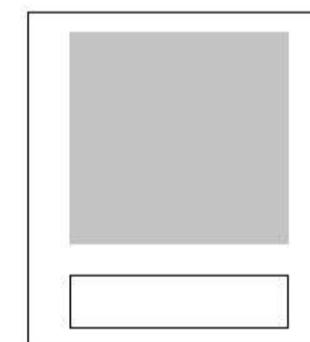
Case studies



Case studies

Why Jakpat?

Things that differentiate Jakpat from other survey services



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or [get quotation](#) to calculate price

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- About us
- FAQs
- Our respondents

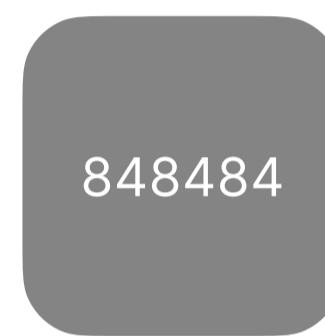
Contact Us

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- +62 274 5015 293
- Klien: partner@jakakpendapat.net
- Responden: support@jakakpendapat.net



Final Design

Color



Typography

Aa

Lato

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Connect with Us



Thank you for your time

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