Albertus Pradana / UI/UX Designer / Portfolio

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UI Designer

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Background

Jakarta's air quality is one of the worst in Indonesia. One reason is the massive use of private vehicles. This condition is exacerbated by the traffic jams that occur almost every day at some point. In fact, Jakarta has several public transportation services, such as Transjakarta, MRT and LRT. Lack of guarantees of comfort when using public transportation is one of the main factors causing public reluctance.

Jakarta's air pollution

Interviews

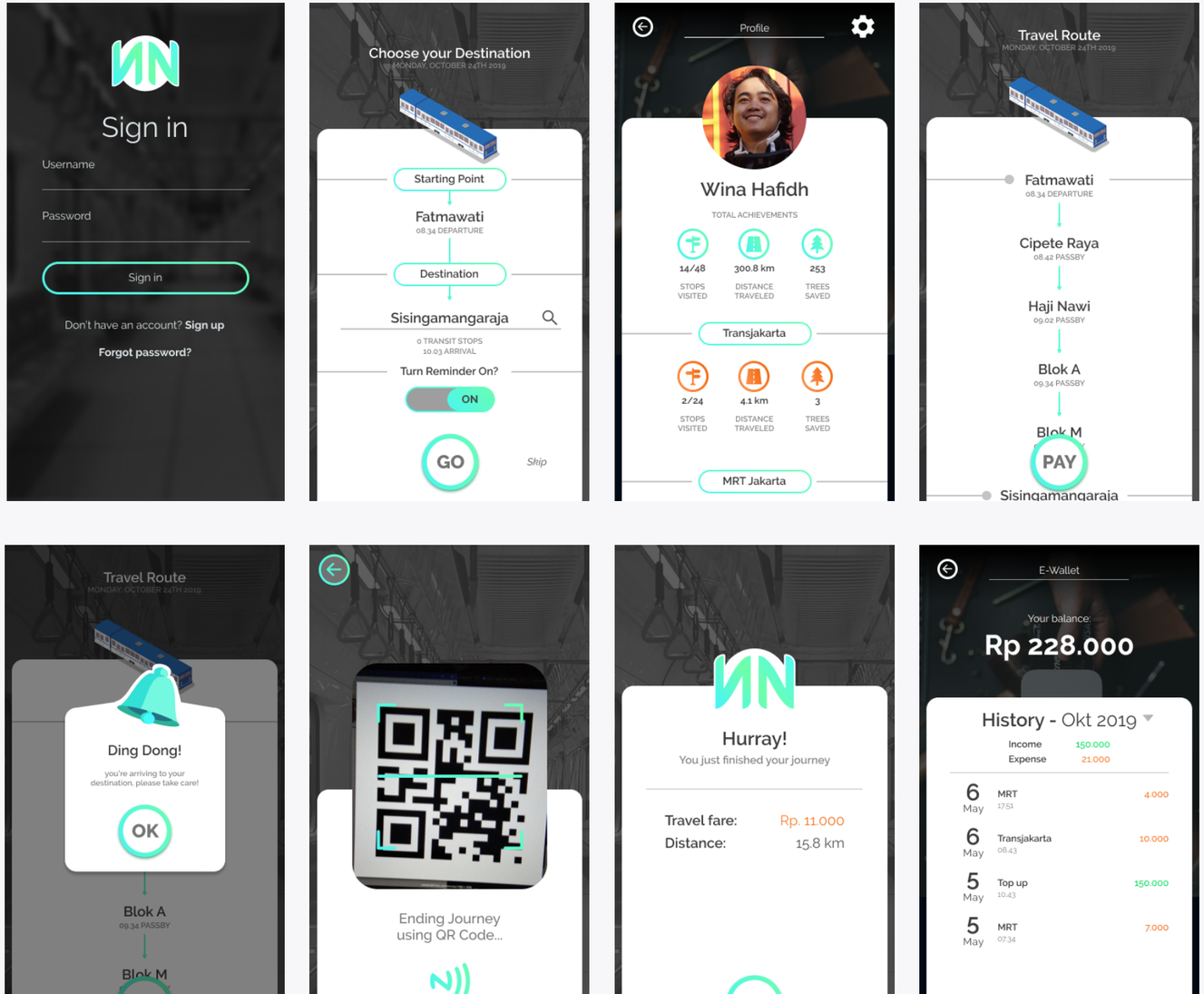
Conducting interviews is very important in gathering information, to help us to understand more deeply about the real situation. Therefore, the interviews we conducted focused on interviewees from Jakarta who were quite familiar with existing public transportation.

Understanding the Potential Users

The persona that we made was the crystallization of the characteristics of our respondents we obtained through interviews. This persona helps us identify relevant stakeholders and their abilities, which helps us to remain empathetic with our target users.

Our first persona is a startup employee, who is familiar with Jakarta's public transportation but is forgetful, so sometimes he forgets to bring his payment card or forget to fill his balance. Our second persona is a fresh graduate, who just moved to Jakarta and still unfamiliar with public transportation travel routes.

High-Fidelity Detailed Designs



Takeaways

- Perspective-taking helps you to understand multiple opinions.
- Connecting the dots is important.
- Practices make you better.

HireMe!

My role

UX Researcher, UI Designer

Practices

User Interview, Visual Design, Prototyping

Tools

Figma

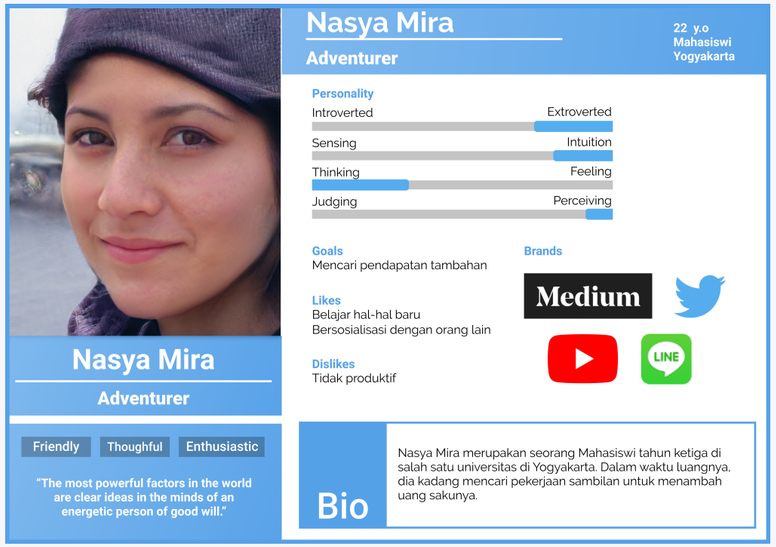
Background

There are quite a lot of difficulty for students to find part-time jobs they want. Though they need in-depth information about part-time job vacancies, such as applicant requirements, salary estimates, job locations, hours and hours of work, to contact the job provider.

Interviews

In this case, we focus on students' experiences in looking for part-time work. Our questions revolve around their methods and habits of finding information, the difficulties they experience and what form of information they usually seek.

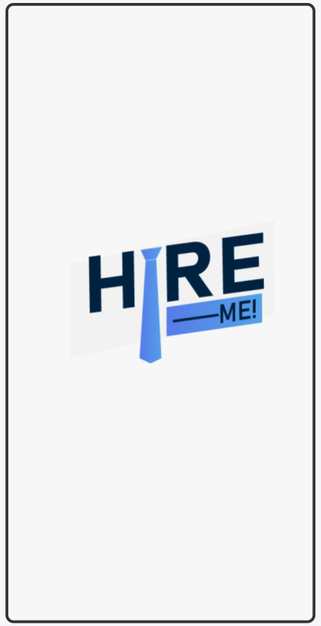
Understanding the Potential Users

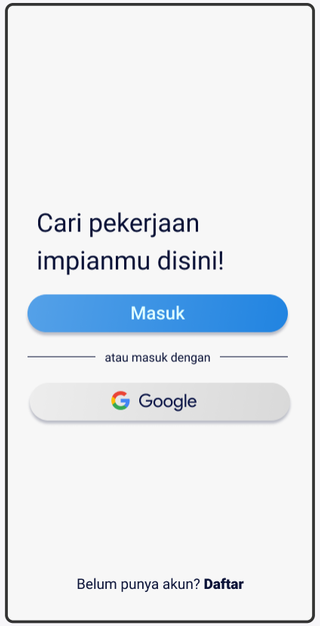


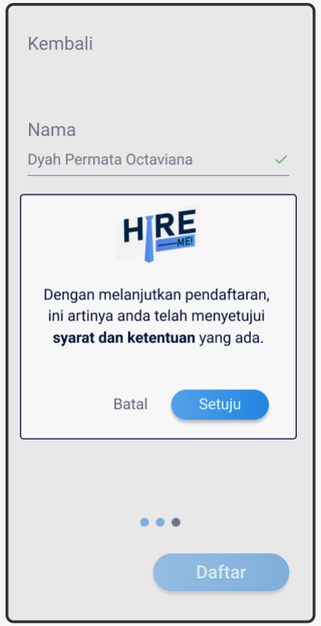
Through our conversations and observations during interviews, we were able to create personas to help us empathize with our potential users.

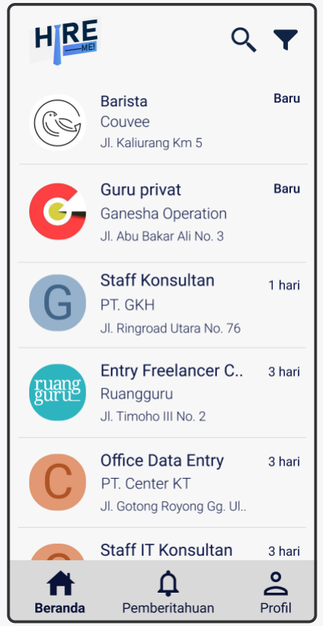
Our persona is a third-year student who wants to earn extra income between his studies. Therefore she wants to find opportunities for part-time work, as well as to add connections and learn new things.

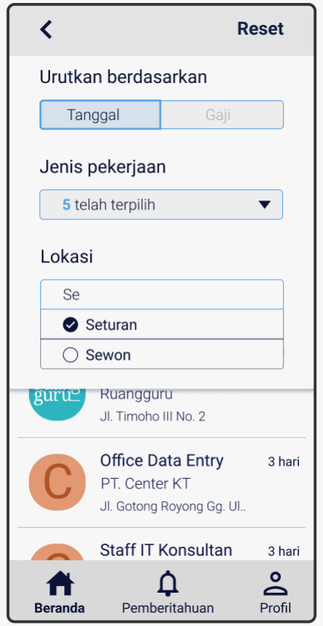
High-Fidelity Detailed Designs

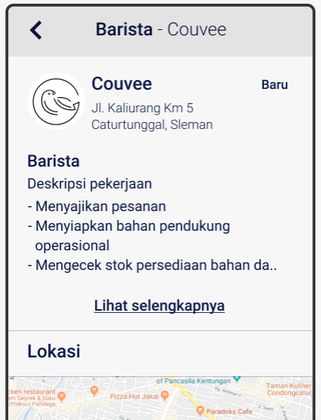


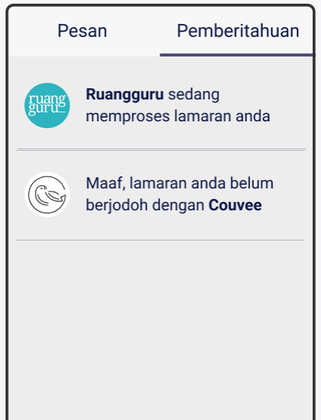


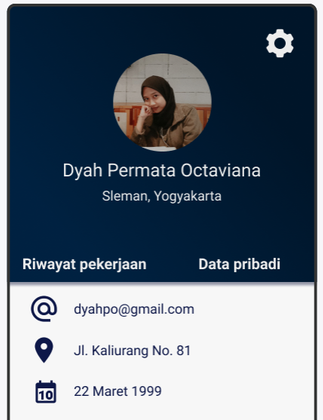


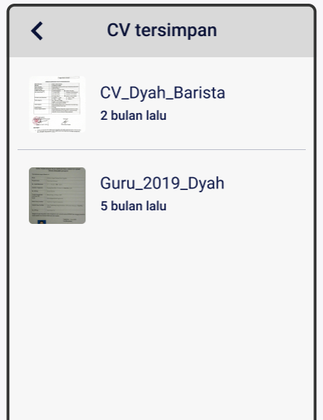












Takeaways

- Broader scope means more challenges.
- Knowing how to ask questions and how to listen well is crucial in interview.
- Persona helps us to remain empathetic to users

Thank you

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