

UI/UX Design

# Portfolio

Albertus Pradana / 2023

# Hello!



I'm Albert, a UI/UX designer who loves creating beautiful and meaningful products through design.

As an information engineering graduate, I am well-versed in code and software development. For me, design is not just about aesthetics, but also the value it brings, the research and data behind it, and its practicality for development.

# Curriculum Vitae

## Education

Information Engineering (2017-2021)  
Universitas Gadjah Mada

## Skills

User Research

Multi-platform UI

Icon design

Wireframing

Usability Testing

Copywriting

## Experiences

- |                    |                                         |
|--------------------|-----------------------------------------|
| Jan 2022 - present | UI/UX Designer<br>imuni                 |
| Sep - Dec 2021     | UI Designer Intern<br>BuildWith Angga   |
| Jan - Apr 2021     | UI/UX Designer Freelance<br>Pazel Group |
| Jul - Oct 2020     | UI/UX Designer Intern<br>Jakpat         |
| Mar - Apr 2020     | Front-End Dev Intern<br>synapsis.id     |

## Contacts

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## imuni Mobile App

Digitalizing vaccination processes to increase productivity and enhance user experience.

## Foodie

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

## Pazel Cloud

POS system to support Pazel Group internal work and administrative processes



# imuni Mobile App

2022 - Mobile app

**Role:** UI/UX Designer

**Stakeholders:** product manager & company C-level

**TLDR:**

imuni, Indonesia's leading vaccination provider, used Google Workspace tools to run their services. Though it met initial user needs & validated their business model, it led to some user experience challenges & inefficiencies.

To enhance user satisfaction, imuni is transitioning its manual vaccination process to a digital, integrated system. The project focuses on streamlining and automating processes to provide a seamless user experience.

The screenshots illustrate the imuni mobile application's features:

- Vaccination Scheduling:** Shows a vaccination schedule for "Adhitama Ananda Putra" (6 months old). It lists completed vaccinations (Hepatitis B ke-1, Polio-0 (oral)) and upcoming ones (BCG, DTP ke-1, Hepatitis B ke-2, Polio ke-1).
- Health Monitoring:** Displays a summary for "Bayu Pratama Ananda" (adult, 29 years old). It includes vaccination history (Influenza, Pneumonia PCV, Tifoid), BMI (Body Mass Index) of 23.14 (Healthy), and growth data (height 68 cm, head circumference 42 cm, weight 8.5 kg, normal).
- Doctor Consultation:** Shows a message from "Dokter Konsultan Vaksinasi dr. Maria Christina" on February 18, 2022, confirming a vaccination appointment for "Anindya Ardhana".
- Other Features:** Includes sections for "Layanan imuni" (services like Price List, Coverage area, Search), "Daftar vaksin" (register vaccination), "Record" (vaccination history), and "Profile".



**imuni**

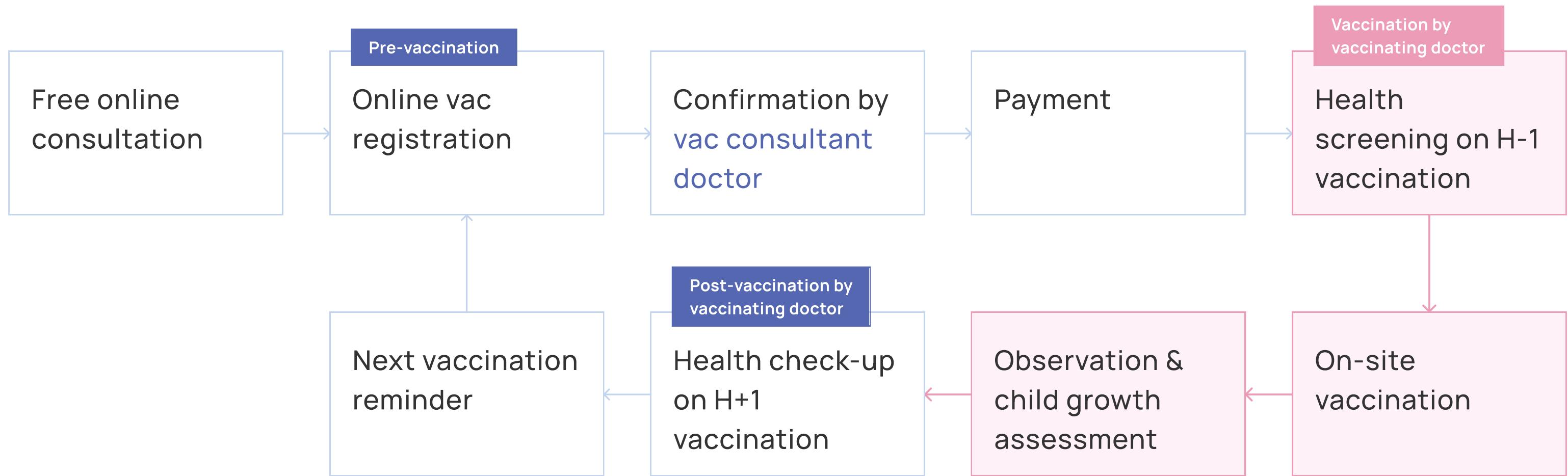
imuni is Indonesia's leading provider of home-service vaccination services.

Our services are designed to offer more convenient vaccination experience at a more affordable price, with each step [supervised by specialized doctors](#).

With an unwavering commitment to care, safety, & professionalism, our patients can trust they're always in the hands of experts.



# How our current vaccination journey look like?



# The problems

Through 2021, imuni operated its vaccination service as an MVP, utilizing Google Workspace such as:



For vaccination  
registrations



To manage incoming  
orders



For coordinating vac  
doctors' schedules



As communication tools  
between us & our users

→ While these tools met our initial needs,  
they lacked efficiency for our growing  
services.

👤 This MVP approach affected our users negatively, resulting in:

**1. Inefficient processes**

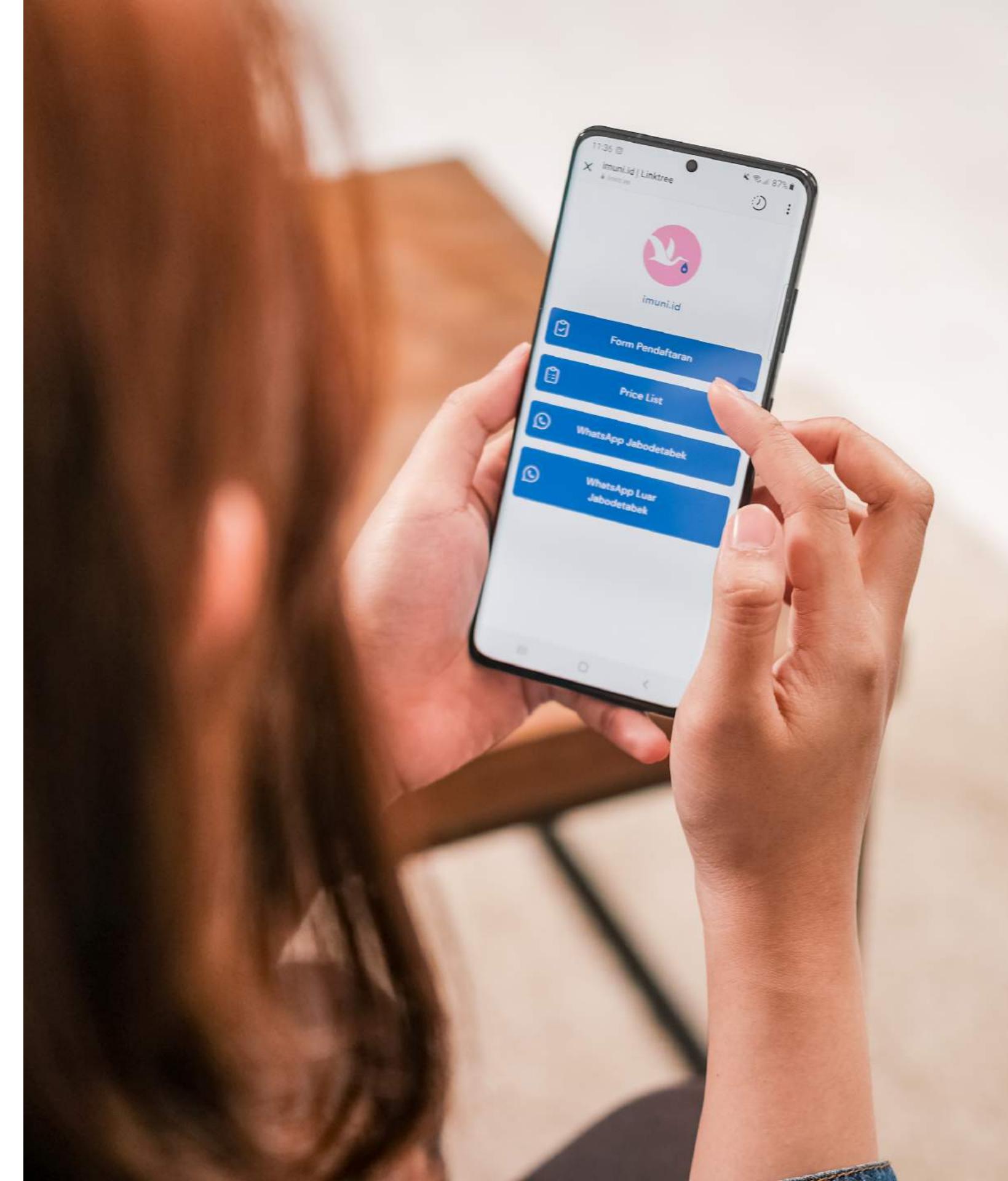
Complicated user journeys, especially for registration, doctor appointments & payment.

**2. Communication gaps**

Ineffective interactions between patients & imuni's team.

**3. Improper data management**

Lack of integrated records regarding patient's vaccination & child development.





Our team also encountered some challenges, such as:

**1. Data management issues**

Lack of advanced features led to inefficient data management & analysis.

**2. Scheduling issues**

Google Calendar wasn't efficient for appointing doctor schedules, resulting in delays.

**3. Operational limitations**

These tools weren't aligned with imuni's specific service needs.

With imuni's business model validated & our user needs identified, we're transitioning to a digital system tailored for our expanding demands.

My key objectives on this project:

- 1. Address current workflow constraints**
- 2. Enhance imuni's operational efficiency**

In this project, I'm digitalizing our business across web & mobile platforms. However, I'll focus on details about [users vaccination registration](#) for mobile app.

# Design process

## Research & requirement gathering

To efficiently learn about the current scenario, I used these methods:



### Business analysis

Developing a service blueprint that visualized user engagement & their journey, highlighting potential areas of improvement.



### External research

Validating our assumptions, gathering user feedback & assessing competitors approach to plan our development priorities.



### Internal research

Engaging with management & medical team to align objectives, ensuring a holistic understanding from healthcare professionals.

# What are characteristics of our users?



Most of our patients are children under five, with many being infants.



But, it's **their mothers** who engage with us, diligently tracking vaccination schedules to ensure their kids' well-being.



## Age

Majority of our users are popmoms/young mothers, aged 25-35 with 1-2 infants.

## Traits

Typically well-educated, affluent professionals valuing convenience & tech-savvy.

## Expectations

A user-friendly & trustworthy app that's reliable and provides accurate information.

# What do our users feel?

## Payment options

- "I wish there were more flexible payment plans, like I can split the payment with my credit card ."
- "Why can't I use digital wallets? It would be so much easier!"

They are looking for diverse & flexible payment options, especially for high-cost vaccinations.

## Re-registration concerns

- "It's tedious to fill out the forms every single time. Don't you have a system to track our vaccination history?"
- "I've used imuni 6 times, why isn't there an option to use my vaccination record?"

They need a more streamlined vaccination registration process which allows them to use their past records.

## Scheduling hassles

- "My preferred time often changes to match the doctor's availability. It would be better if I only get truly available slots."
- "Why wasn't I informed earlier that my area isn't covered by imuni services?"

They find scheduling difficult & seek clearer information about available appointment schedules in their area.

## Communicating difficulties

- "I get calls from multiple numbers. This is confusing, isn't there a unified number for every department at imuni?"
- "Each doctor has their own contact, it's tough to keep track every contacts."

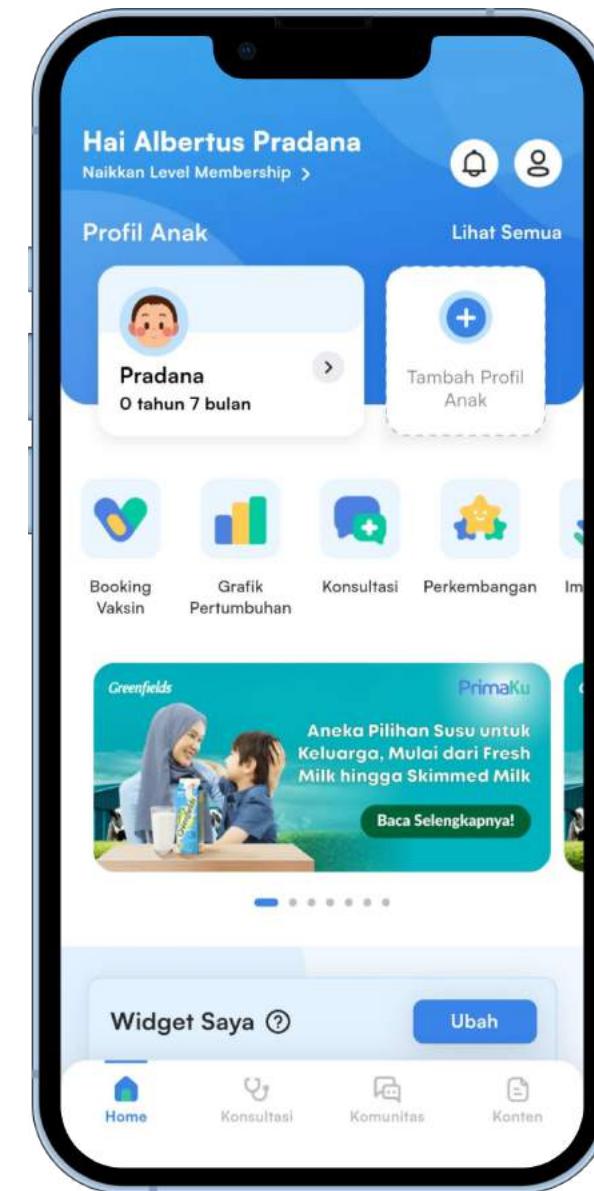
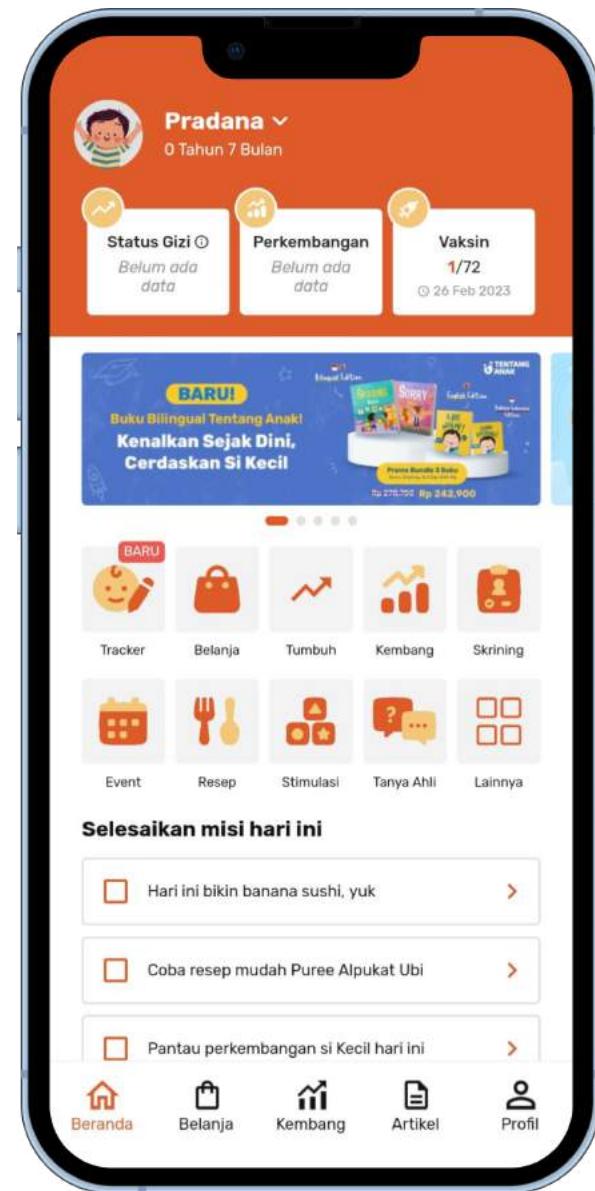
They prefer a simplified communication method, enabling them to contact all imuni's contact through a single number or channel.

# What about our indirect competitors?

As a comprehensive parenting guide, it emphasizes on pregnancy and child-growth monitoring, with doctor QnA sessions & health articles.

## Core services:

- Vac information
- Articles
- Child-growth monitoring
- Doctor Q&A sessions



PrimaKu, tailored for parents with infants, functions as a digital child book with features for vaccination registration.

## Core services:

- Vac information
- Vac registration
- Self-health screening
- Forums
- Doctor consultation
- Articles
- Child-growth monitoring

# New customer journey in our app

There haven't been significant changes to our well-established customer journey. However, as we transitioned from manual to automated systems, we've made some minor adjustments:



Streamlined vac  
registration



Improved  
communication



More flexible  
payments



Streamlined next  
vac reminders



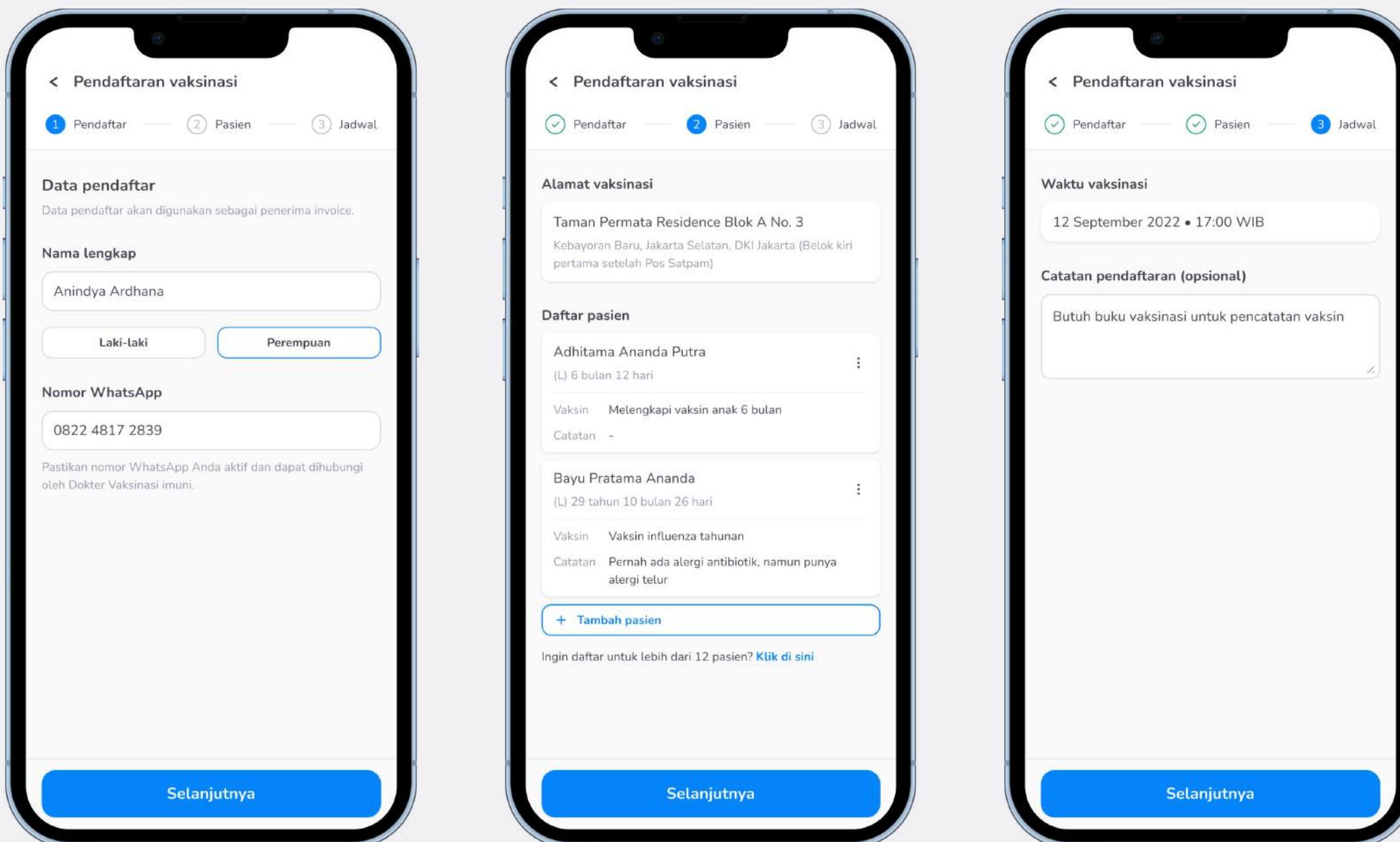
Vac records for  
patients

# Problem solving

## Problem 1: Vaccination registration & scheduling

Vac registration process through Google Forms is time-consuming and error-prone due to extensive data entry. This leads to inaccurate data & poor user experience.

**Solution:** The app makes vac registration a snap. It offers simplified forms that stores users' previous data, with some automation on form-filling for added convenience.

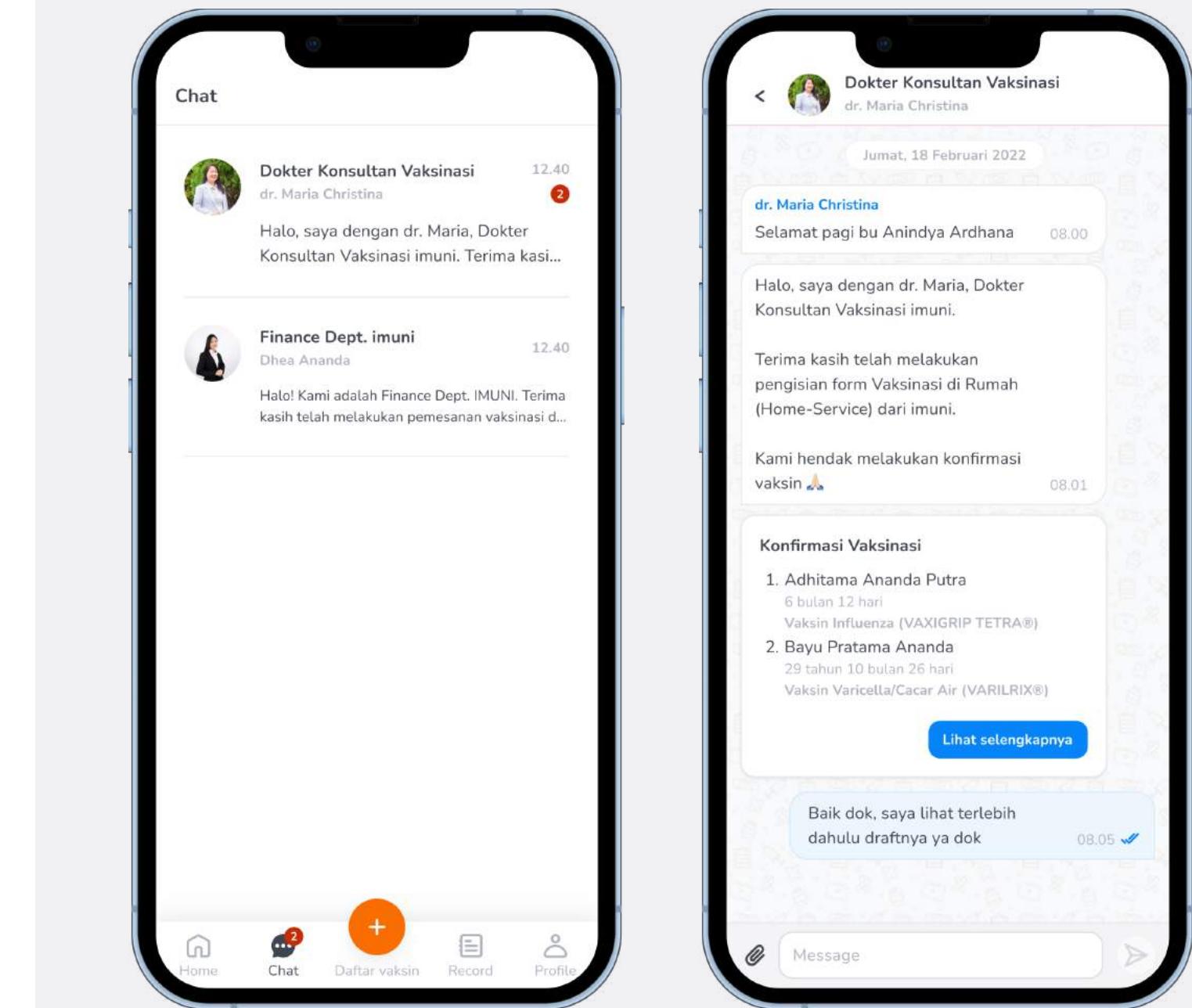


# Problem solving

## Problem 2: Improved communication with doctors & finance

Vac process at imuni requires users to interact with at least 3 different imuni representatives, each with their own contact number. This can be overwhelming for users.

**Solution:** With in-app chat, users can conveniently communicate with imuni reps, eliminating scattered nature of using WhatsApp & ensures more streamlined communication experience.

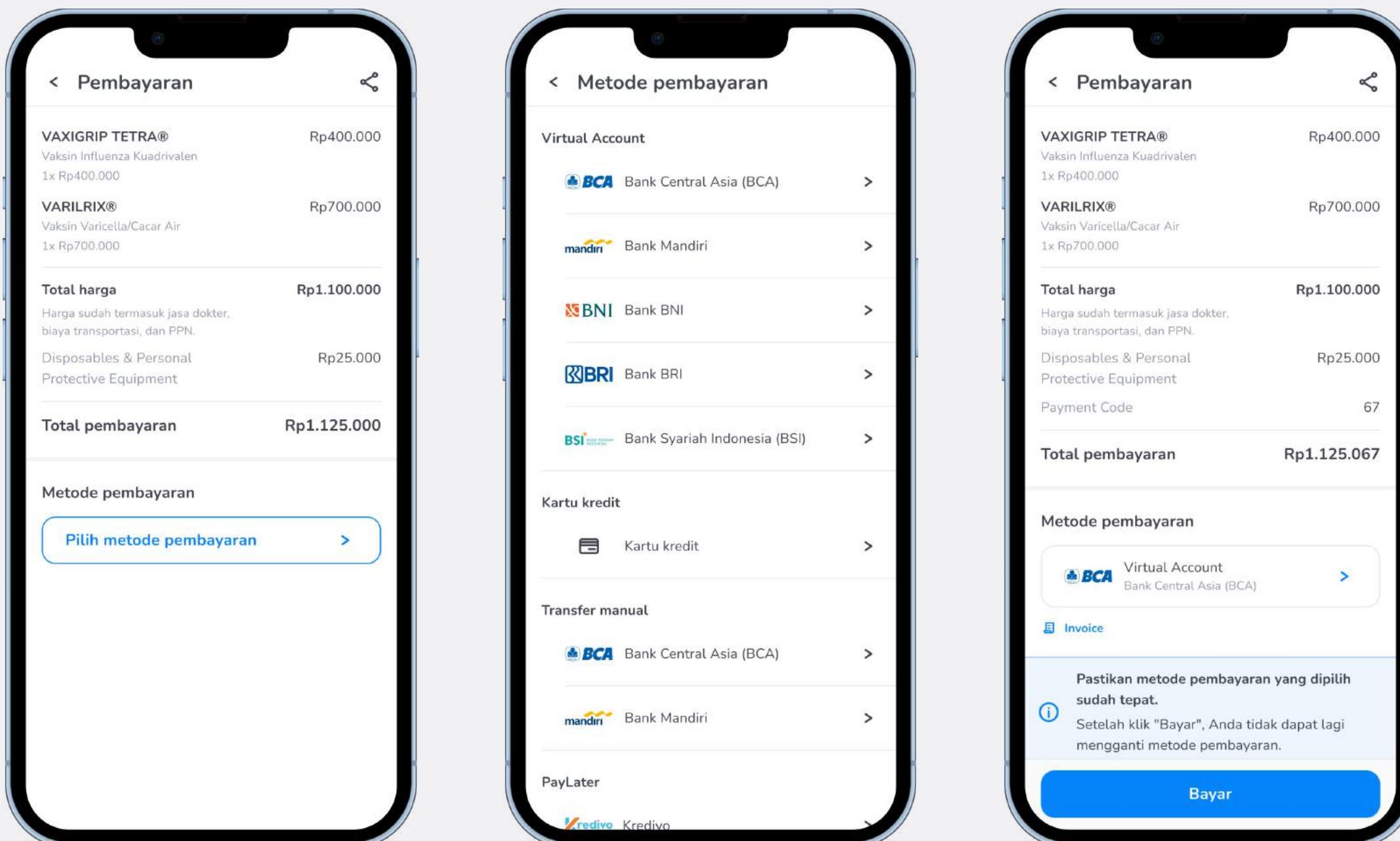


# Problem solving

## Problem 3: More flexible payments

Since payments are still managed manually, users must make a bank transfer to proceed with their vaccination progress.

**Solution:** The app allows us to partner with payment gateway provider for various payment options such as virtual accounts (VA), credit cards (CC), & Paylater.

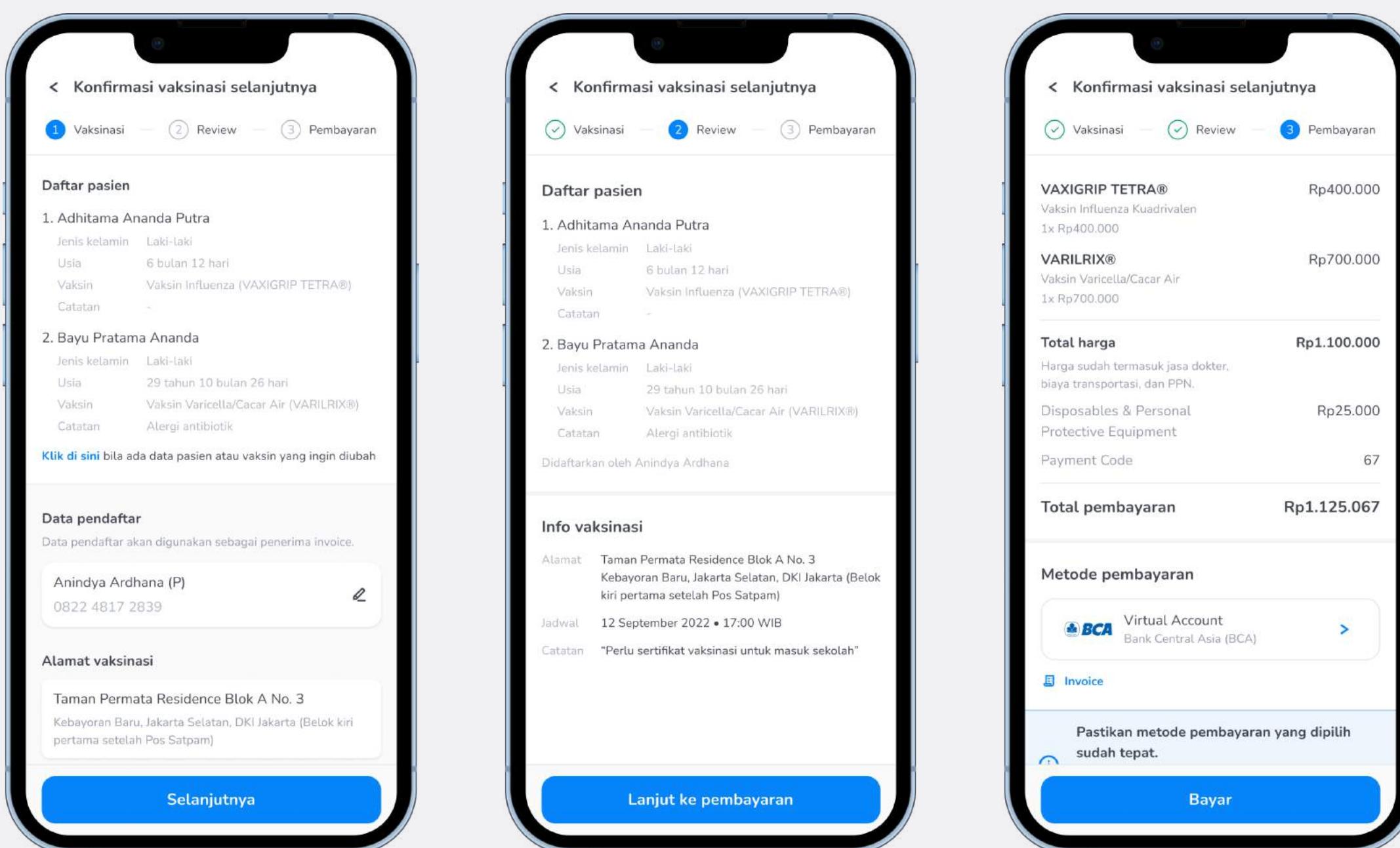


# Problem solving

## Problem 4: Streamlined next vaccination reminders for easier registration

Previously, we reminded users about their next vaccination 7 days in advance. Users had to manually re-register through registration for each patient, which was quite labor-intensive.

**Solution:** Our app now has a dedicated feature for next vaccination reminders. Users just need to fill in any missing details, review them, & make the payment directly.



# Problem solving

## Problem 5: Better vaccination records for patients

Previously, we used physical vaccination booklets and Google Sheets for patient records, but these methods were impractical & vulnerable to damage, moisture, loss, and more.

**Solution:** Through the app, users can access their vaccination history worry-free, as it's securely stored digitally on our server.

The image displays two screenshots of a mobile application interface for managing vaccination records.

**Screenshot 1: Jadwal vaksinasi (Vaccination Schedule)**

This screen shows a vaccination schedule for a child named Adhitama Ananda Putra, aged 6 months and 12 days. It includes a summary section titled "Rekap Kelengkapan Vaksinasi" and three filter buttons: "Semua" (All), "Sudah" (Completed), and "Belum" (Not Yet). The main area is divided into sections for different age groups: "Baru lahir" (Newborn), "1 bulan", "2 bulan", and "3 bulan". Each section lists vaccinations with checkboxes indicating completion status and details like vaccine name and date. For example, under "1 bulan", Hepatitis B ke-1 is marked as completed (checked) on 8/5/22, while BCG is marked as not yet done (unchecked).

**Screenshot 2: Rekap vaksinasi (Vaccination Summary)**

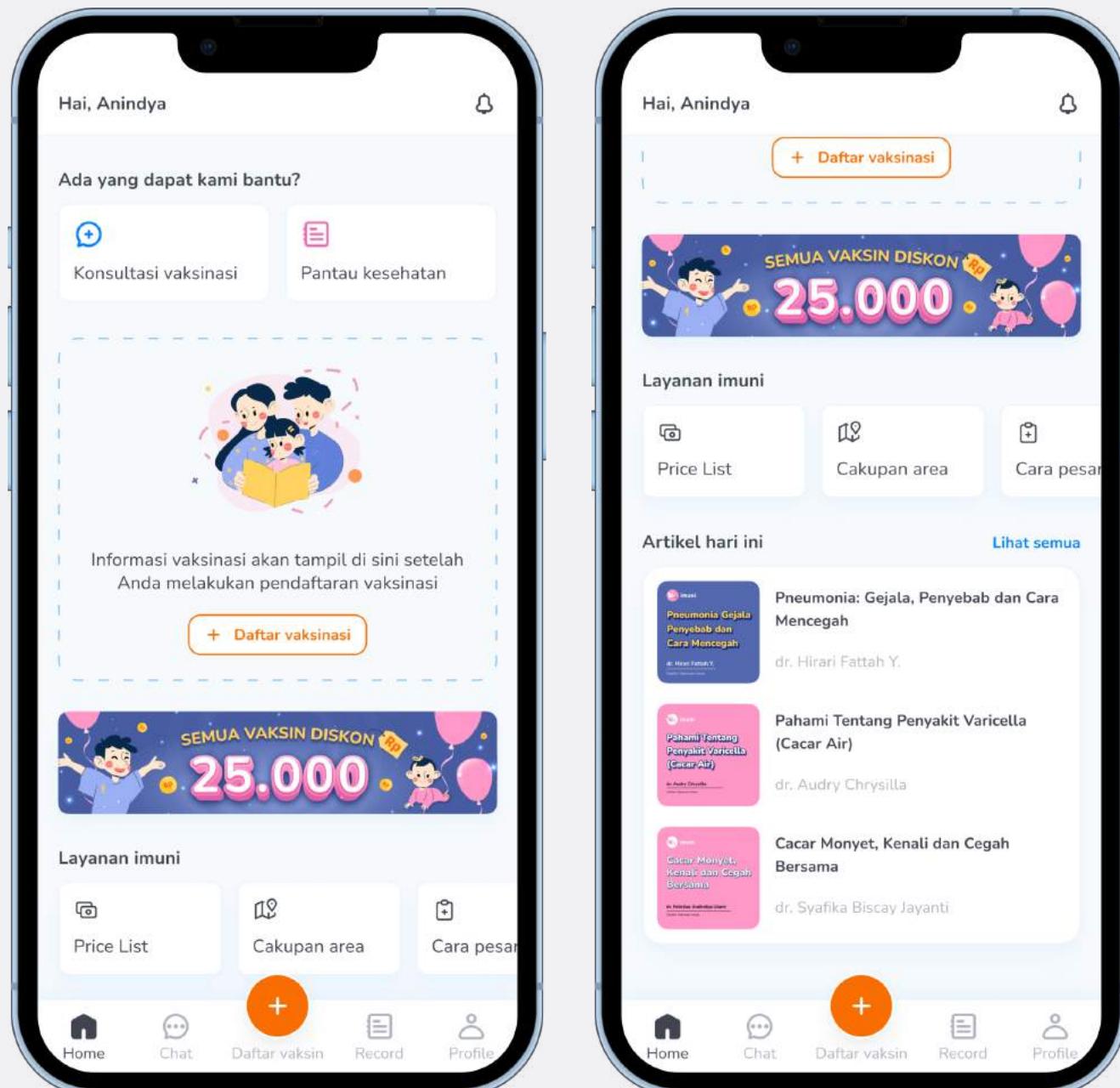
This screen provides a detailed summary of all vaccinations given to the child. It features a header "Lihat untuk umur" with a dropdown set to "2 bulan". The table lists vaccinations by type, showing the date of each dose. A legend indicates completion status: green checkmark for completed, yellow warning sign for not yet done, and blue question mark for unknown. The table includes columns for vaccine name, first dose date, second dose date, third dose date, and age at each dose.

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

# Others highlights

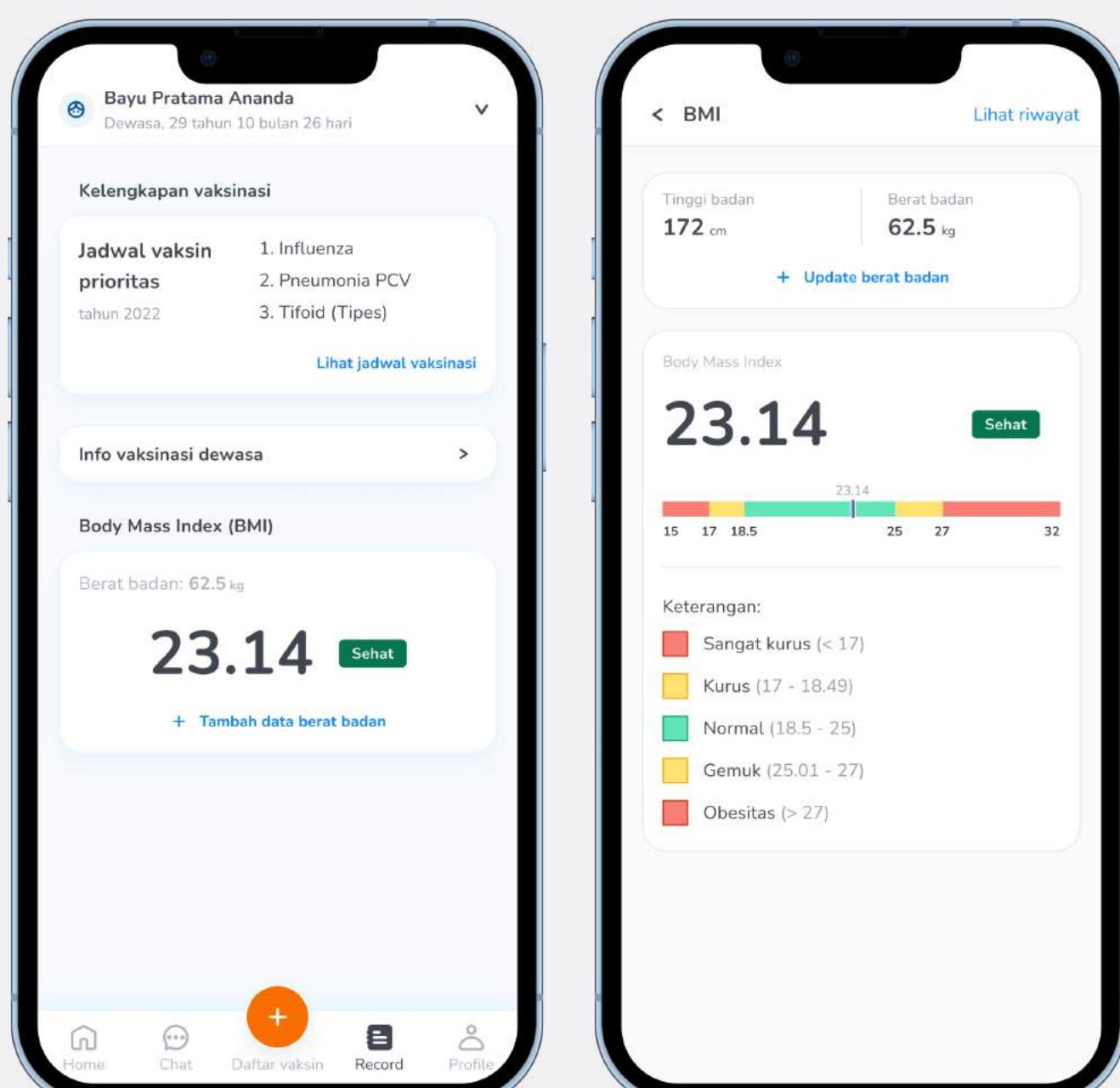
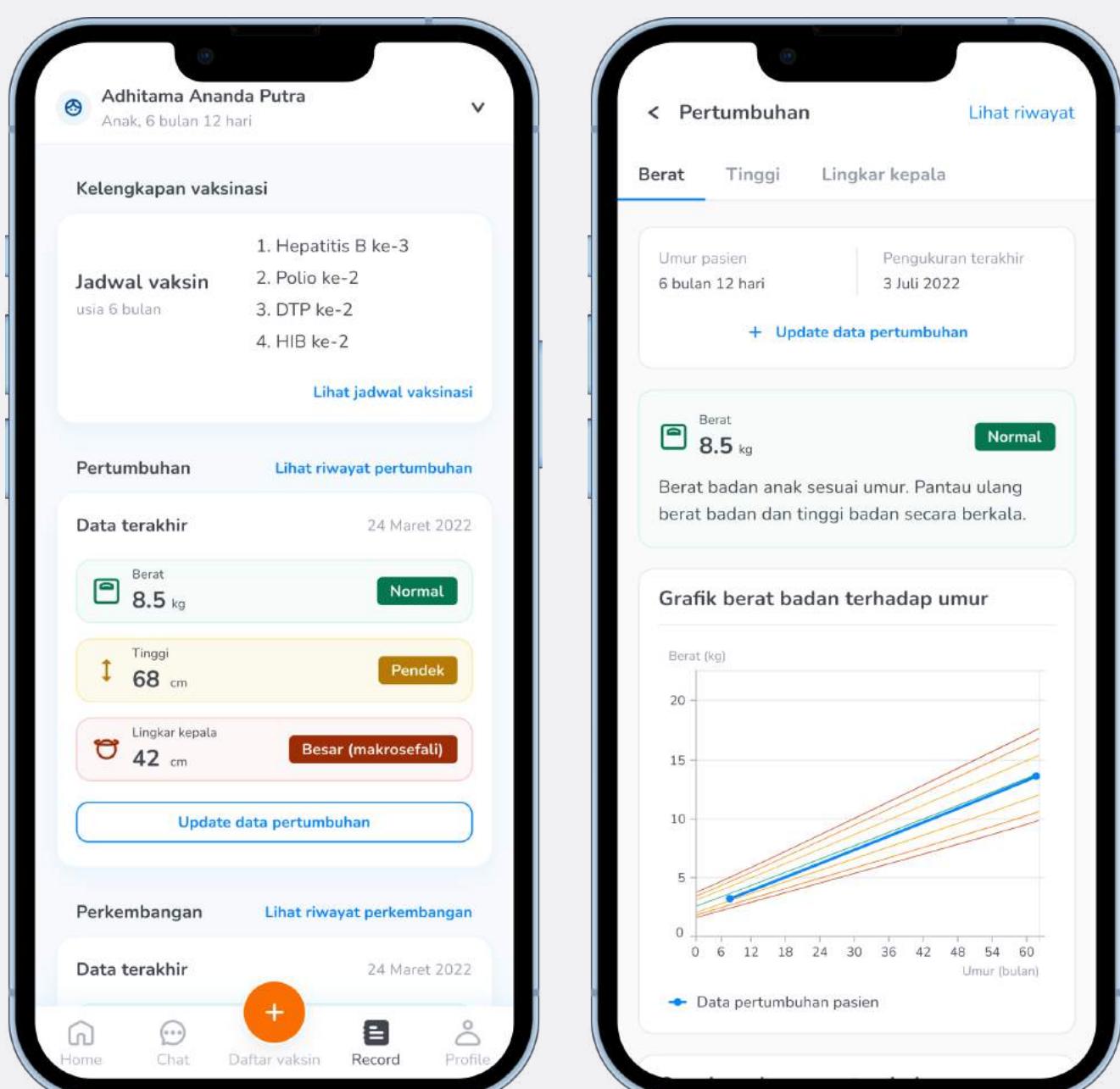
## Homepage

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



## Growth & development monitoring for children

This section offers features for monitoring child vaccinations, growth, & development, with some additional parenting tips.



## Health monitoring for adults

This section offers adult health check features, including tracking of vaccination completeness & BMI self monitoring.

# Conclusion

The conclusions and impacts of our initiative to create an integrated digital system, consisting of a mobile app for users and a back-office web for our team, are as follows:



## 1. Enhanced productivity

Streamlined order processing, managing 80% of our orders in real-time.



## 2. Better onboarding

Faster and user-friendly new user registration, leading to rapid growth of our users & orders.



## 3. Efficient order processing

Centralized vaccination records, reducing errors & data loss.



## 4. Scalability

Designed for our growing user base & order volume, provides to support our expanding operations efficiently.



## 5. Data-informed decision making

Provides valuable insights for improvements in our service & user engagement strategies.

# Things I've learned from this project

## 1. Interdisciplinary collaboration

I learned effective interdisciplinary communication, especially about the value of diverse expertise collaboration.

## 2. Alignment with developers

I gained insights into collaborating with the tech team, emphasizing the significance of aligning goals and perspectives to ensure project quality.

## 3. Efficient customer journey

I learned how to design streamlined & flexible user flows, optimizing our customer journey for diverse scenarios.



# Foodie

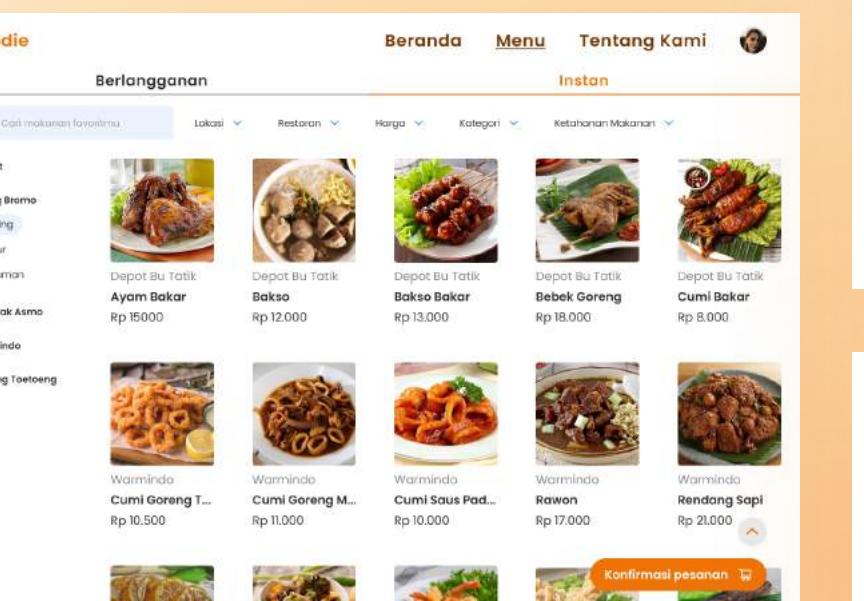
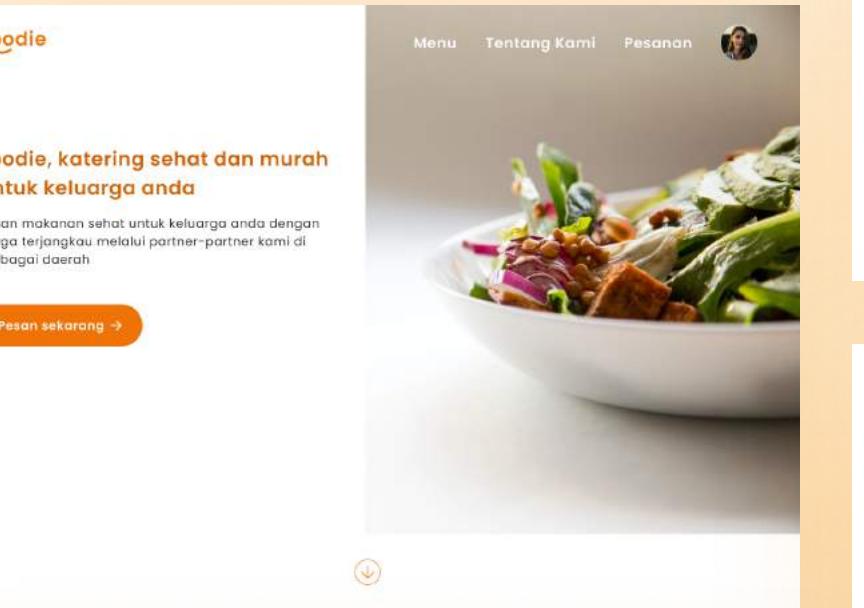
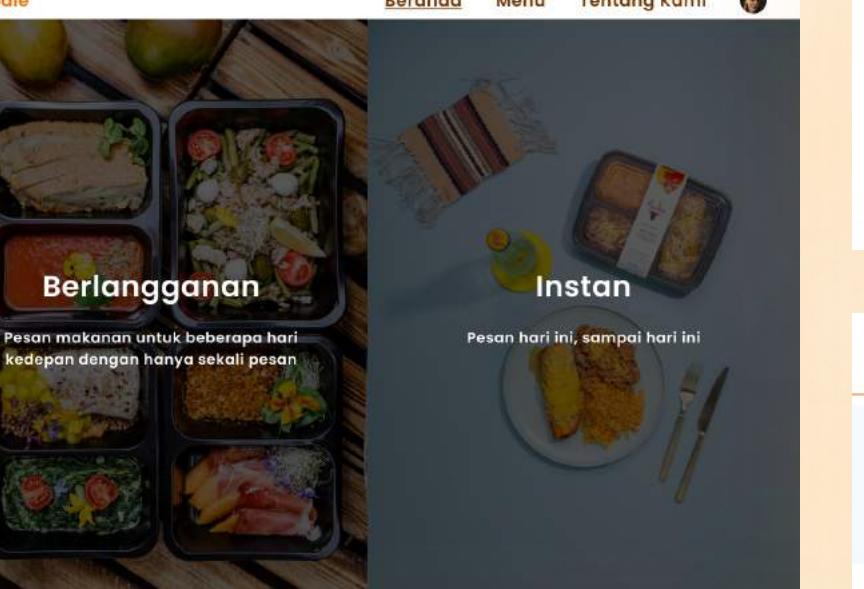
2021 - Website

**Role:** UI/UX Designer

This is a project for SYNRGY Academy bootcamp.

**TLDR:**

During Covid-19 period, working moms are experiencing challenges in providing healthy meals. Preparing healthy and varied meals is not easy, just like finishing their office work. In short, they are overwhelmed. They need a help to prepare healthy meals in a flexible, cost-effective, and convenient manner for their families.



# Project overview

This is a project for SYNRGY Academy, a bootcamp organized by Binar Academy and scholarship program from BCA. We were challenged to create a website within 2 weeks.

The grand theme was about:

**Help parents to be better in workload management doing both school and work from home**

# What happened?

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

## Why?

They have to put in extra effort to plan the meals they will serve, prepare them for their family, all while also completing their own office work.

→ In short, they are overloaded



# Design Process

Solving the right problem:

**1 Emphasize**

- 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 total 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

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

The root problem based on our findings:

**Most WFH moms do  
not have much time to  
cook for her family.**

# 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

“How might we help WFH moms  
to be able to provide healthy  
food in the most convenient  
manner for their families?”

# 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



## Cluster 6 - Delivery



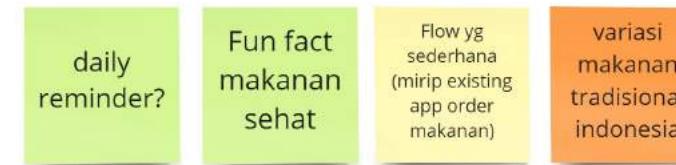
## Cluster 7 - Customer Care



## Cluster 8 - Payment



## Cluster 9 - Feature



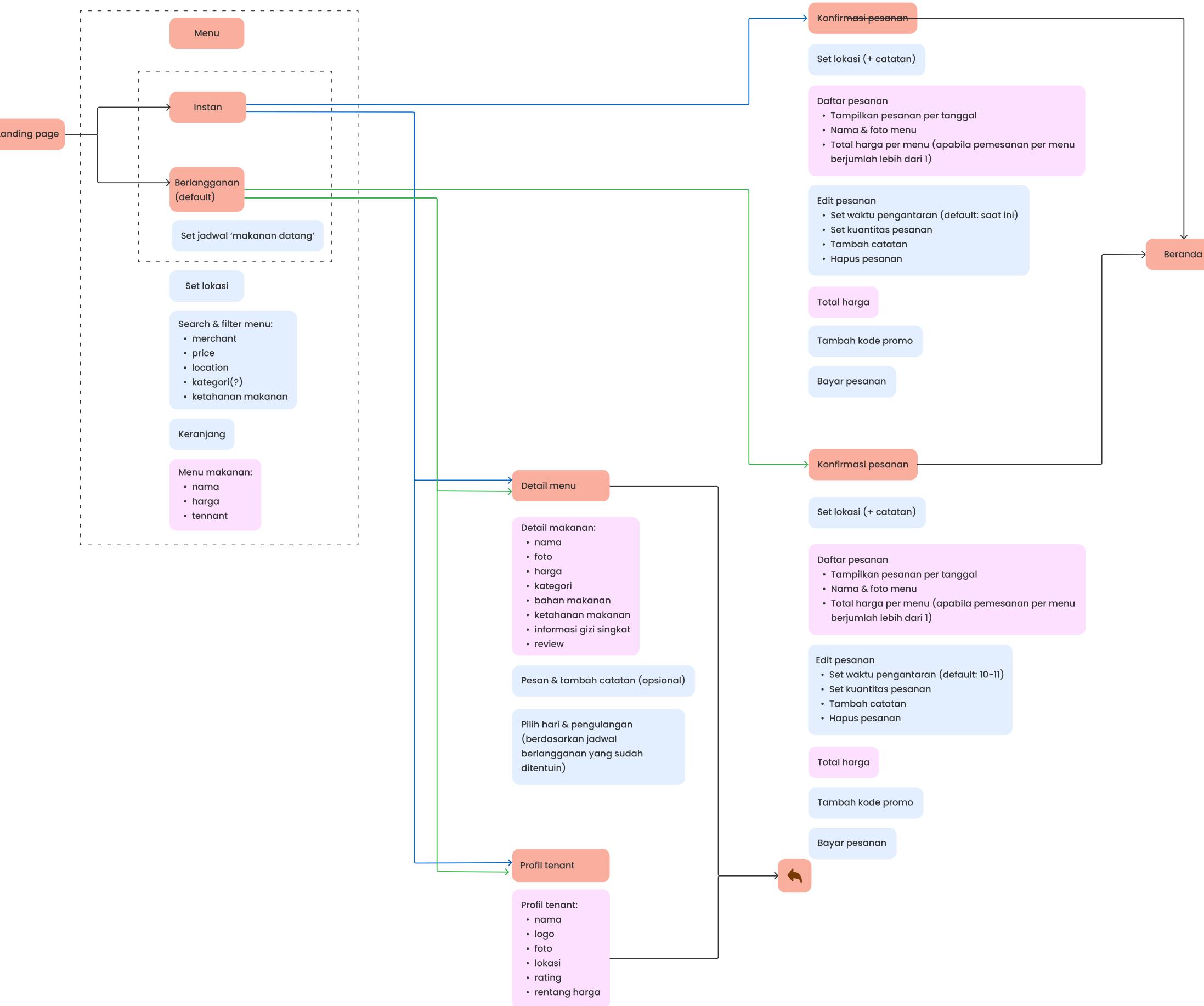
## Cluster 10 - Menu's Information



# Action Priority Matrix



# User Flow



# Low-fidelity

sanan

Konfirmasi pesanan

Landing page

Menu

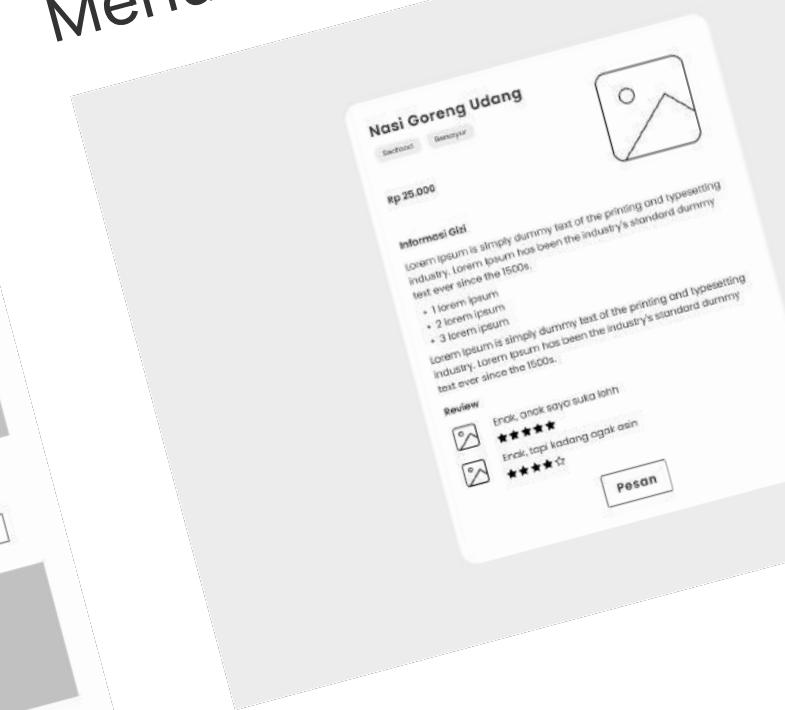
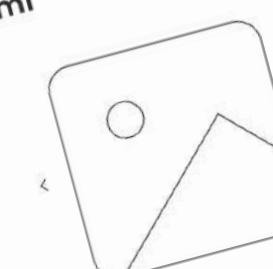
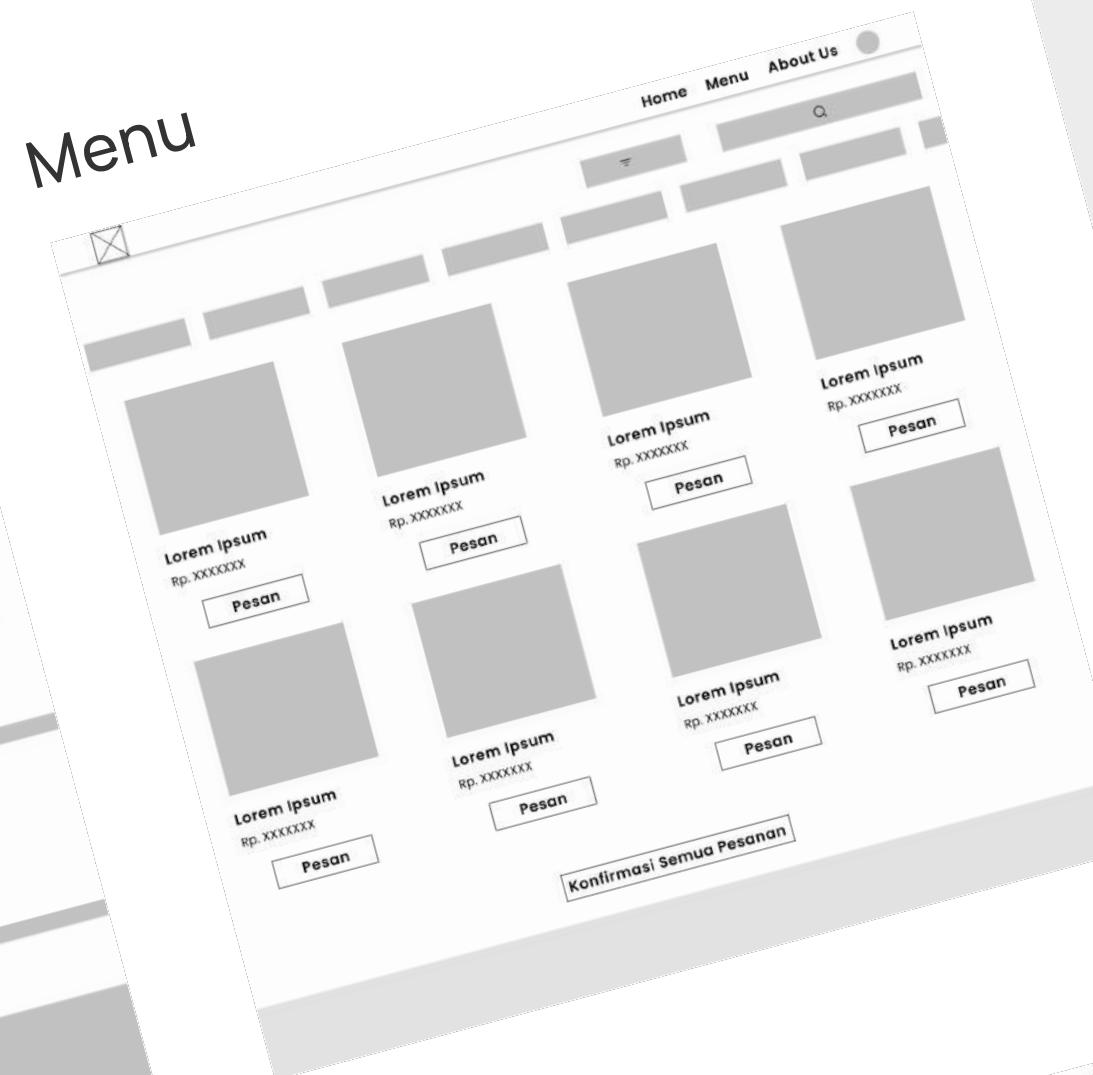
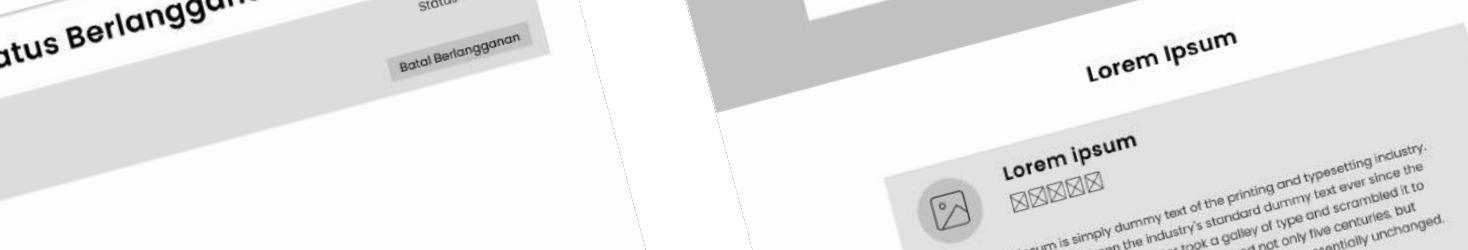
About us

Tentang Kami

Profile

Menu description

Status Berlangganan



# User Interview

- Each test were conducted as remote moderated usability test
- Each testing runs for ± 45 minutes, with total **4 participants**
- Participants criteria is still the same with interview participants criteria

## 👍 Positive feedback

### 1. Effective landing page

The top-selling items and testimonials on the landing page are convincing.

### 2. Detailed food descriptions

The food descriptions provide thorough information.

### 3. Optimized for food ordering

Speeds up the ordering process, especially with the recommendations & well-organized menu.

### 4. Attractive idea

The concept seems appealing & beneficial for WFH moms.

## 👎 Negative feedback

### 1. Highlight & clarify key feature

The key feature (subscription) needs better visibility & clearer explanations about how it works.

### 2. Expand catering reach

We should open for catering expansion opportunities, such as open partnerships.

### 3. Improve tenant profiles

Detailed tenant profiles are crucial for building consumer trust.

### 4. Increase flexibility of catering schedule

The catering schedule selection process should be more flexible & user-friendly.

# Key Points Landing Page

This landing page is the first page that users will see (especially for those who are new).

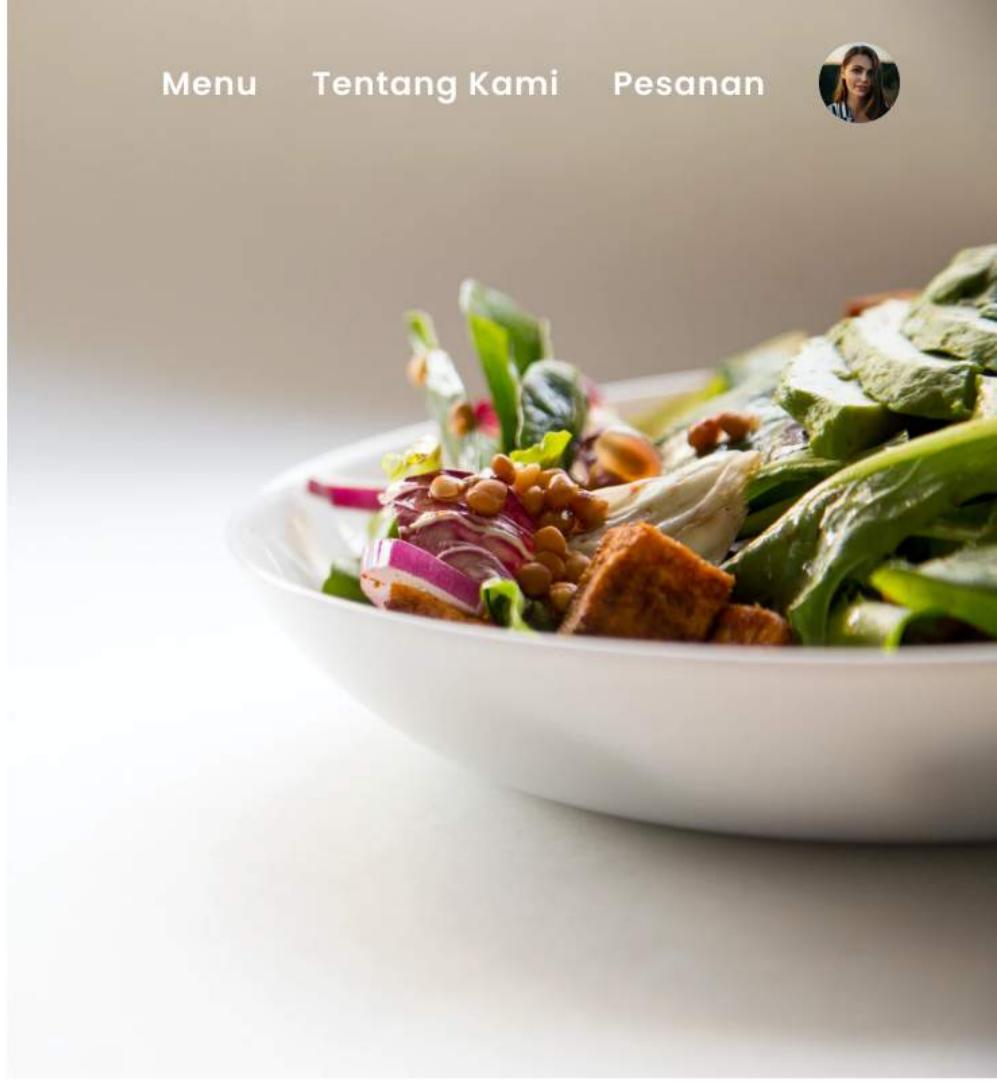
The purpose of this page is to effectively showcase the selling point through an attractive design.

**Foodie**

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 <b>Caesar Salad</b> Rp 22.000	 Nutribox <b>Bento Fried Chick...</b> Rp 10.500	 Nutribox <b>Protein Box</b> Rp 16.000	 Nutribox <b>Katsu Rice</b> Rp 17.000
<a href="#">Pesanan</a>	<a href="#">Pesanan</a>	<a href="#">Pesanan</a>	<a href="#">Pesanan</a>

### 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



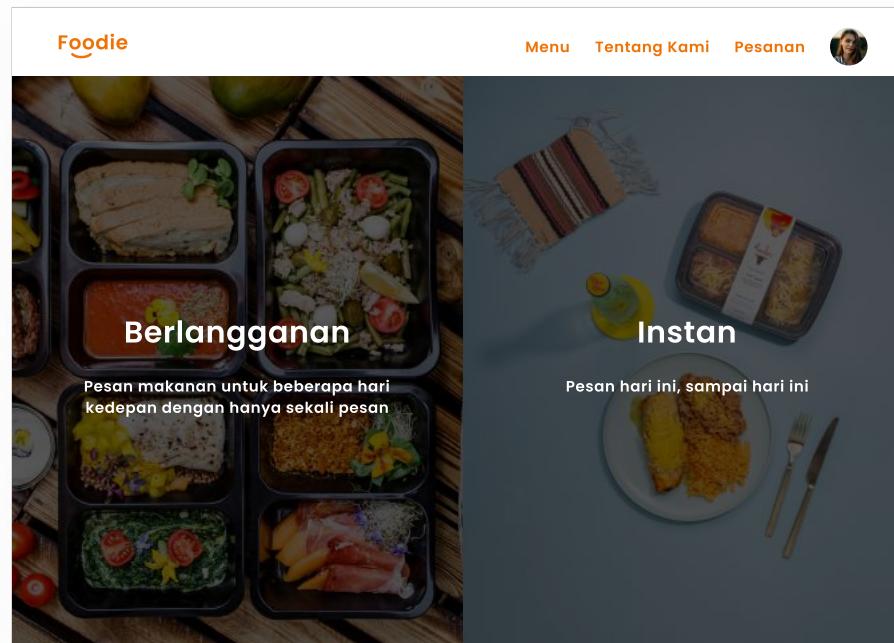
“ Memudahkan kami makan sehari-hari! Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyesel kalo beli disini.

Mirza Putri, 53 th



[Pesanan sekarang →](#)

# Key Points - Menu



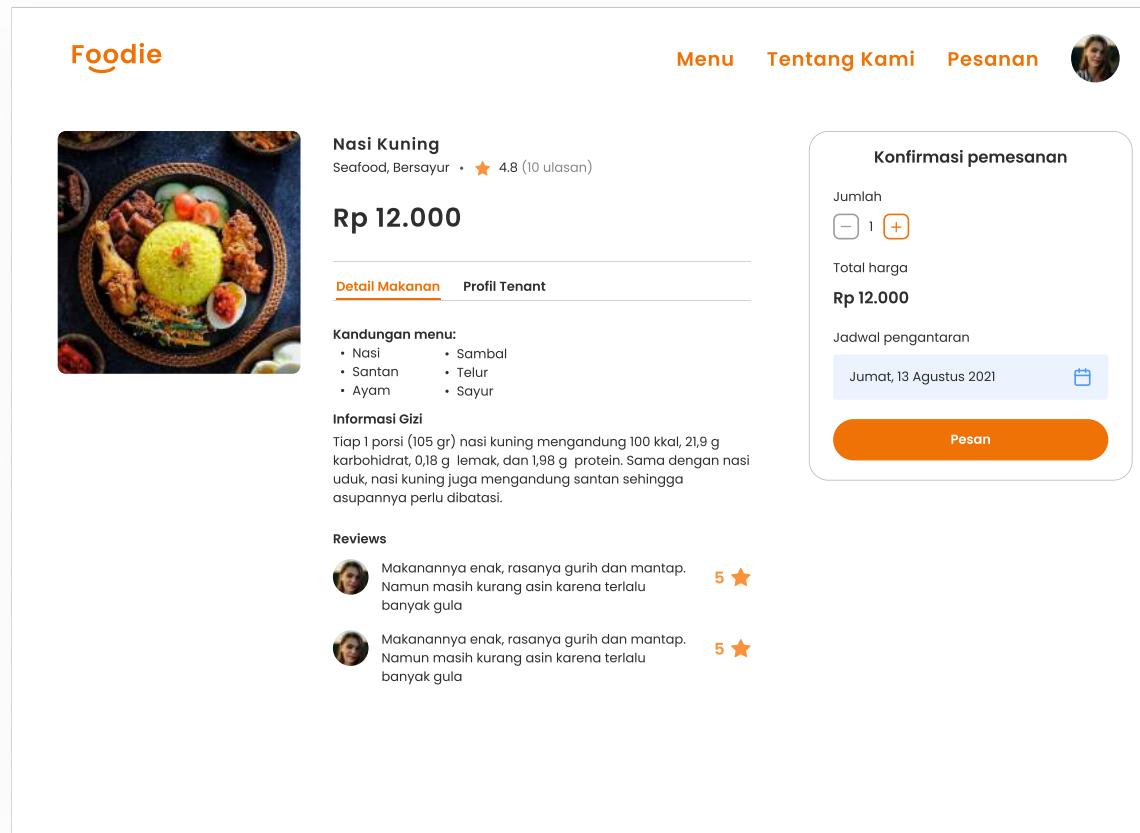
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

There are 2 main reasons why users use our products:

- to start a subscription with our catering service
- to place an instant order

That's why our menu is divided into 2 main sections: instant and subscription order menu.

# Key Points - Menu Description



The image shows two screenshots of a mobile application called "Foodie". The left screenshot displays a menu item for "Nasi Kuning" from a merchant named "Seafood, Bersayur". The item is priced at "Rp 12.000". Below the price, there are links for "Detail Makanan" and "Profil Tenant". The "Kandungan menu:" section lists ingredients: Nasi, Santan, Ayam, Sambal, Telur, and Sayur. The "Informasi Gizi" section provides nutritional information: "Tiap 1 porsi (105 gr) nasi kuning mengandung 100 kcal, 21,9 g karbohidrat, 0,18 g lemak, dan 1,98 g protein. Sama dengan nasi uduk, nasi kuning juga mengandung santan sehingga asupannya perlu dibatasi." The right screenshot shows a "Konfirmasi pemesanan" (Order Confirmation) screen. It shows a quantity of "1", a total price of "Rp 12.000", and a delivery schedule of "Jumat, 13 Agustus 2021". There is a large orange "Pesan" (Order) button at the bottom.

Our target users are career women who work from home and have children.

To improve our users' understanding of the menus and enable them to make informed choices, we created a menu detail page that is linked to the merchant profile. With this approach, our users will have an easier time accessing more information.

# Key Points - Tenant Profile

The screenshot displays a food delivery application interface. At the top, there's 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, a dish image of 'Nasi Kuning' is shown with a rating of 4.8 and 10 reviews. The price is listed as 'Rp 12.000'. There are tabs for 'Detail Makanan' and 'Profil Tenant'. The 'Profil Tenant' tab is active, showing the restaurant's logo ('Dapur Aisyah'), address ('Jl. Pogung Kidul No 5, Sinduadi, Sleman, Yogyakarta'), rating ('4.8'), and price range ('\$ \$ 10rb - 24rb'). Below this, there are images of the restaurant's interior and staff. A 'Reviews' section shows two entries with 5-star ratings. To the right, a 'Konfirmasi pemesanan' (Order Confirmation) box is open, showing a quantity of 1, a total price of 'Rp 12.000', the delivery date ('Jumat, 13 Agustus 2021'), and a large orange 'Pesan' (Order) button. On the far right, a 'Jadwal pengantaran' (Delivery Schedule) panel lists delivery times: 'Siang (9:00 - 11:00)', '7:00 - 9:00', '8:00 - 9:00', '9:00 - 11:00', and '10:00 - 12:00'.

This page provides information about restaurants that serve the foods our users are interested in.

With this information, our users will feel more at ease when ordering from our website.

# Key Points - Order Confirmation

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

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

- Alamat pengiriman:** Pogung Baru F56
- Promo:** Kode promo (Input field: Masukkan kode promo)
- Konfirmasi pembayaran:**

Subtotal	Rp 44.000
Pajak (10%)	Rp 4.400
Subtotal	Rp 48.400
- Pesanan:**
  - Nasi Kuning:** Rp 12.000 (Quantity: 1, Add: +, Remove: -)
  - Bakso Goreng:** Rp 16.000 (Quantity: 2, Add: +, Remove: -, Note: Catatan: Tidak pedas)
- Total Subtotal:** Rp 44.000

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

- Alamat pengiriman:** Pogung Baru F56
- Promo:** Kode promo (Input field: PertamaPesan - 50%)
- Konfirmasi pembayaran:**

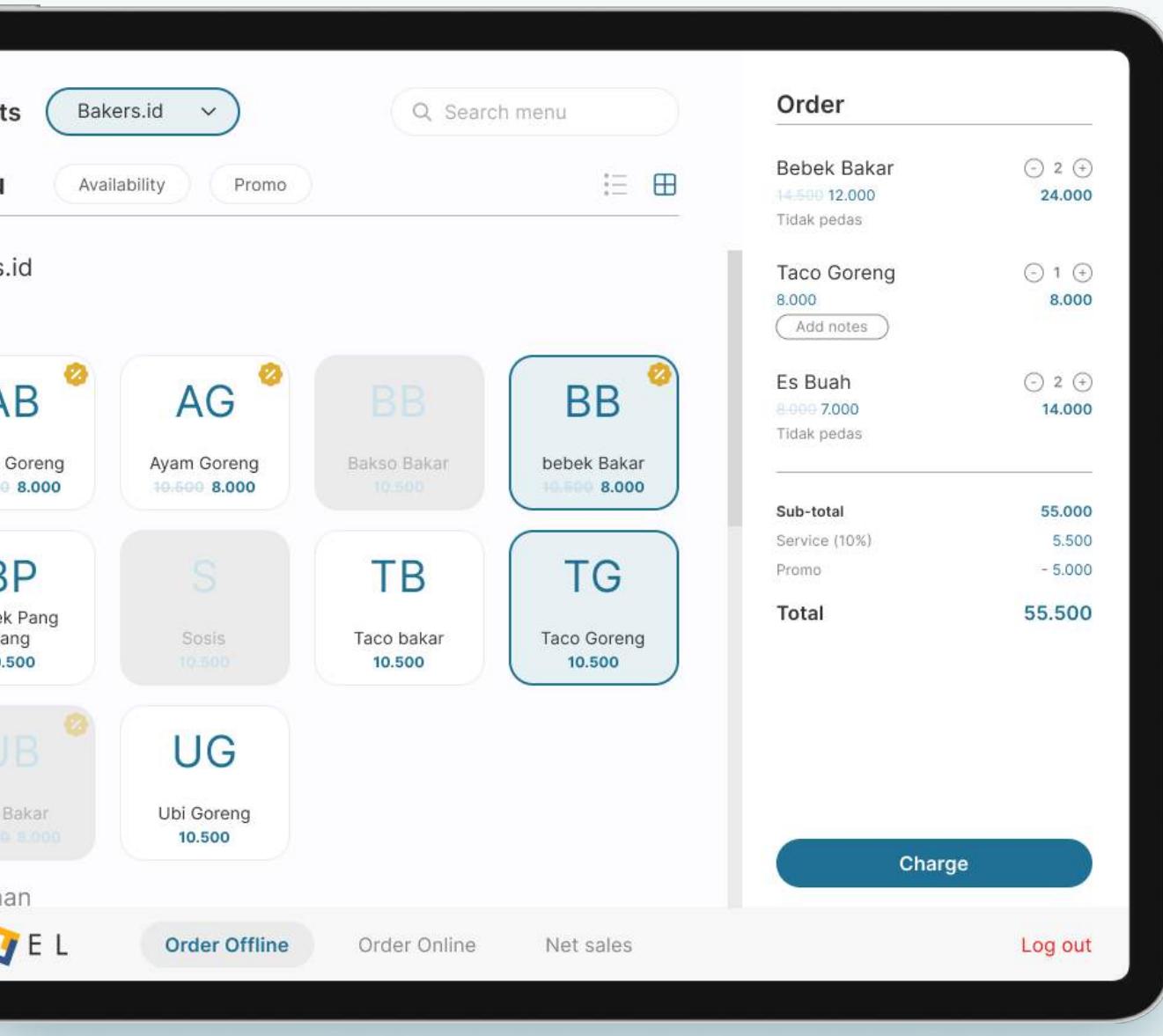
Subtotal	Rp 44.000
Promo (-50%)	- Rp 22.000
Pajak (10%)	Rp 4.400
Subtotal	Rp 26.400
- Pesanan Langganan:**
  - Rabu, 18 Agustus 2021 • Siang (9:00 - 11:00): Nasi Kuning (Rp 12.000, Quantity: 1, Add: +, Remove: -)**
  - Kamis, 19 Agustus 2021 • Pagi (7:00 - 9:00): Nasi Kuning (Rp 12.000, Quantity: 2, Add: +, Remove: -, Note: Catatan: Tidak pedas)**
  - Jumat, 20 Agustus 2021 • Malam (16:00 - 18:00): Nasi Kuning (Rp 12.000, Quantity: 1, Add: +, Remove: -)**
- Total Subtotal:** Rp 26.400

The aim of this page is to present the information in a clear & easy-to-understand format, particularly for users who are ordering menus with the subscription feature.

# Takeaways

## What did we learn?

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



# Pazel Cloud

2021 - Multi-platform (web, tablet & phone)

**Role:** UI/UX Designer Freelance

**Stakeholders:** team lead & company C-level

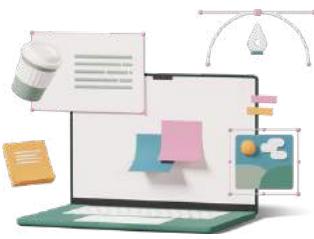
**TLDR:**

This POS system acts as the central hub for Pazel Group's order management. It facilitates menu updates, inventory control, & sales tracking while ensuring seamless order processing & efficient inventory management. This comprehensive POS system plays a pivotal role in optimizing day-to-day operations & enhancing customer service. Additionally, it empowers the team with data-driven insights for informed decision-making.

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 & define

I start by obtaining a clear project brief from Pazel Group and gather relevant data to identify challenges.

## 2. Ideate & design

Using the insights gathered, I brainstorm solutions and design proposals aligned with the project's goals.

## 3. Review & validation

Pazel Group reviews my proposals to ensure they meet expectations, and we assess the feasibility of development.

# User Research

## In-depth interview

- 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 the fast-paced FnB industry, staying organized, especially during peak hours, is critical. Long shifts for cashier staff using an inadequate application can increase the risk of human errors and lead to data inaccuracies.

# 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

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

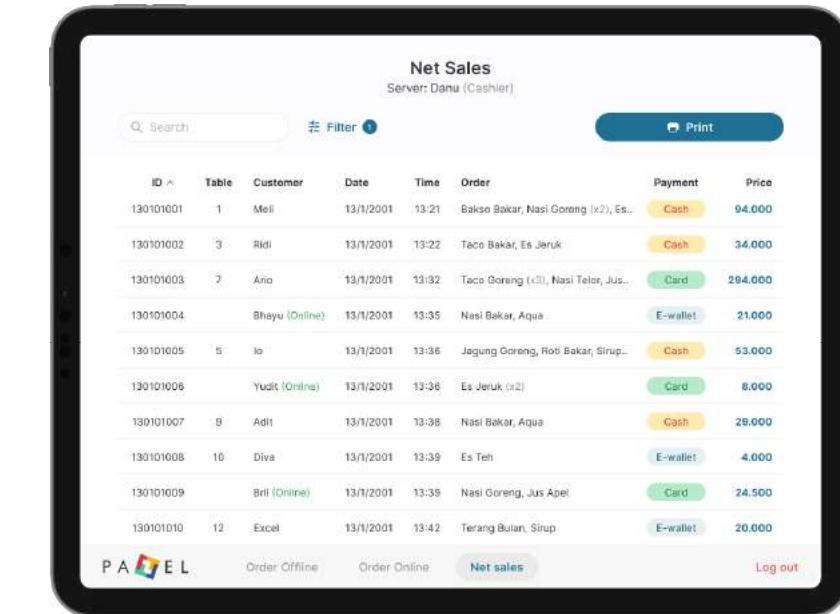
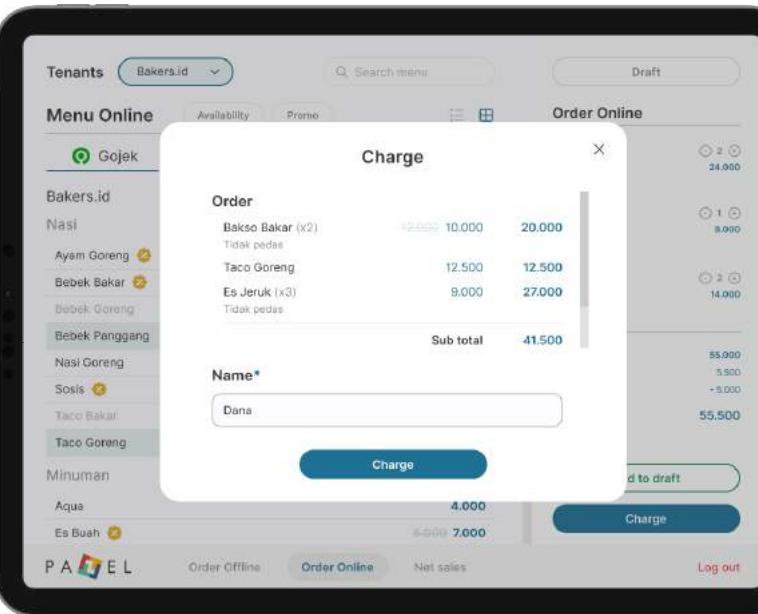
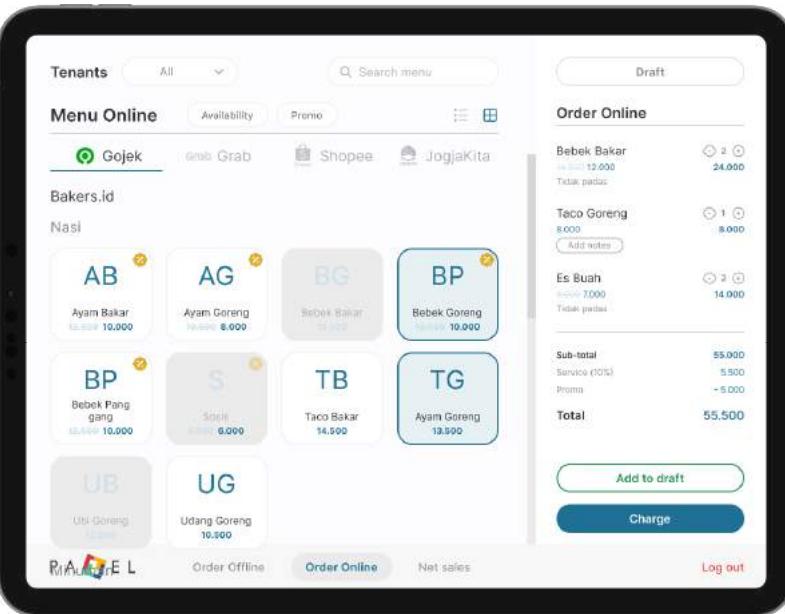
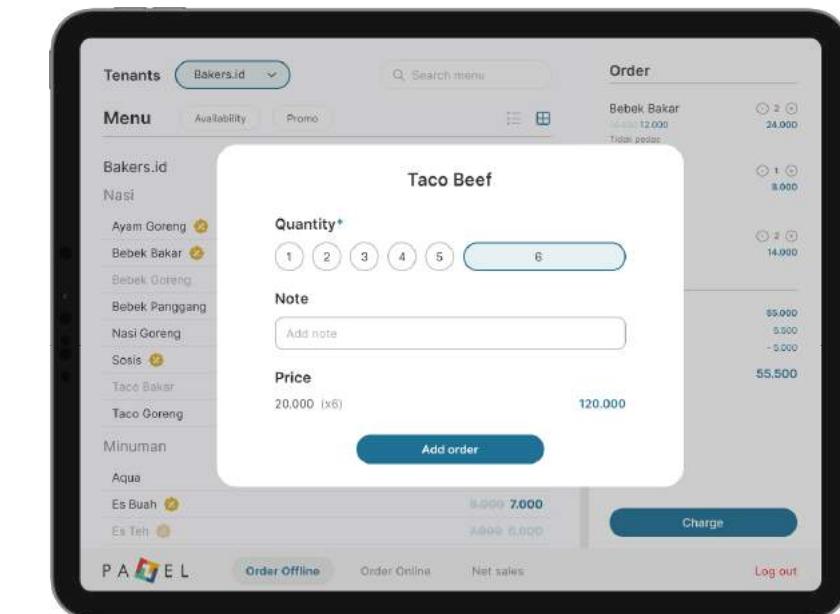
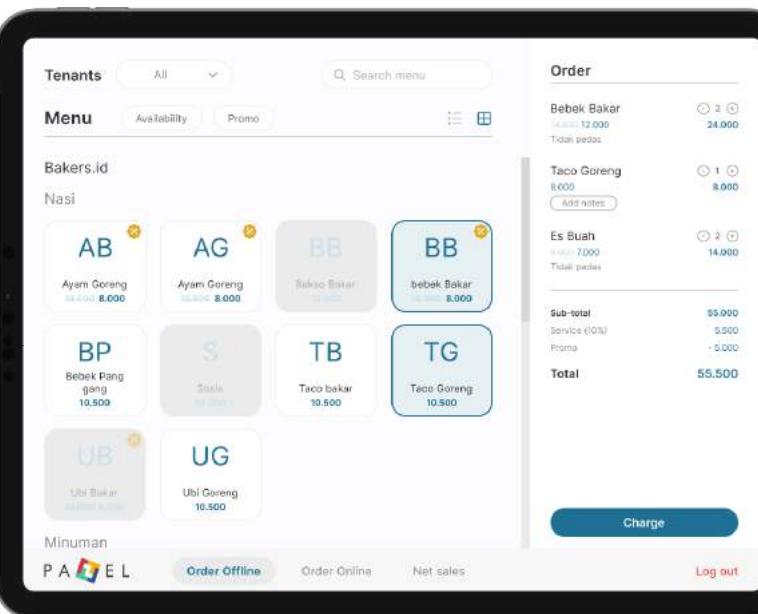
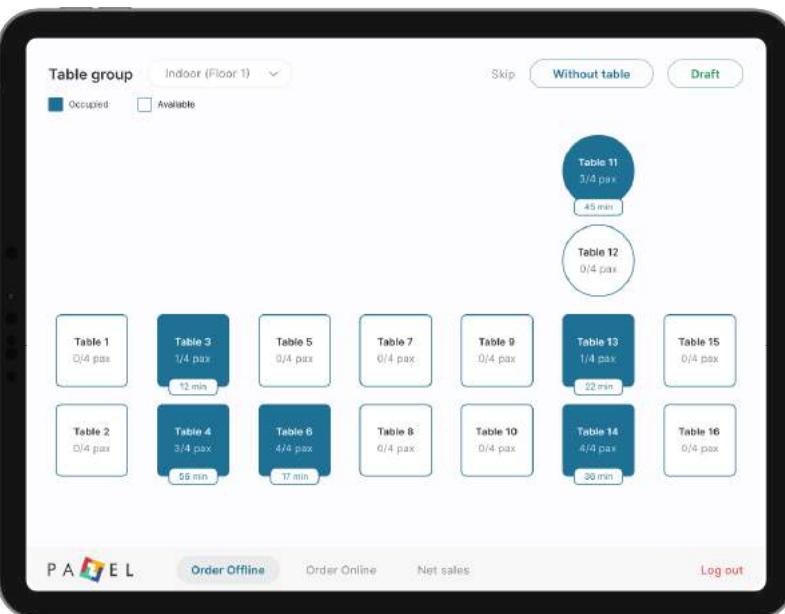
A B C D E F G H I J K L M N

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

1 2 3 4 5 6 7 8 9 0

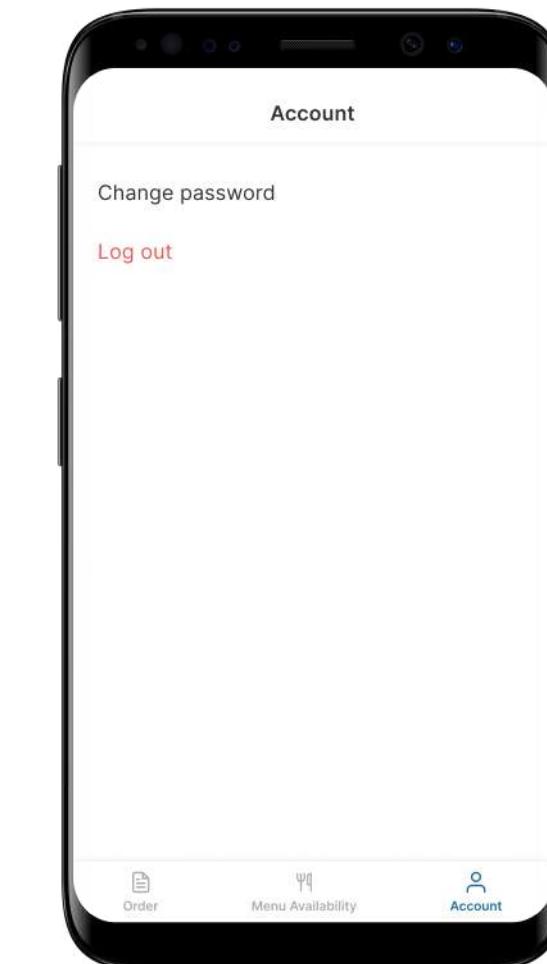
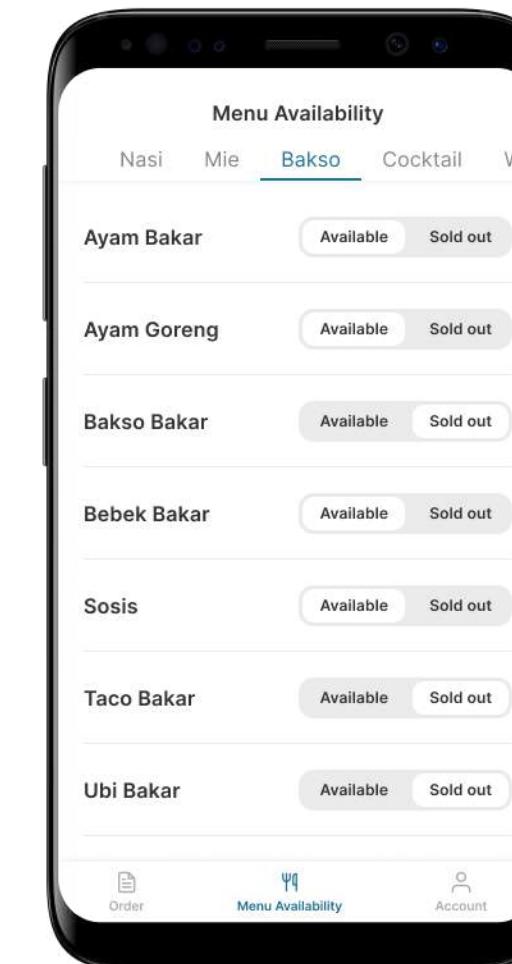
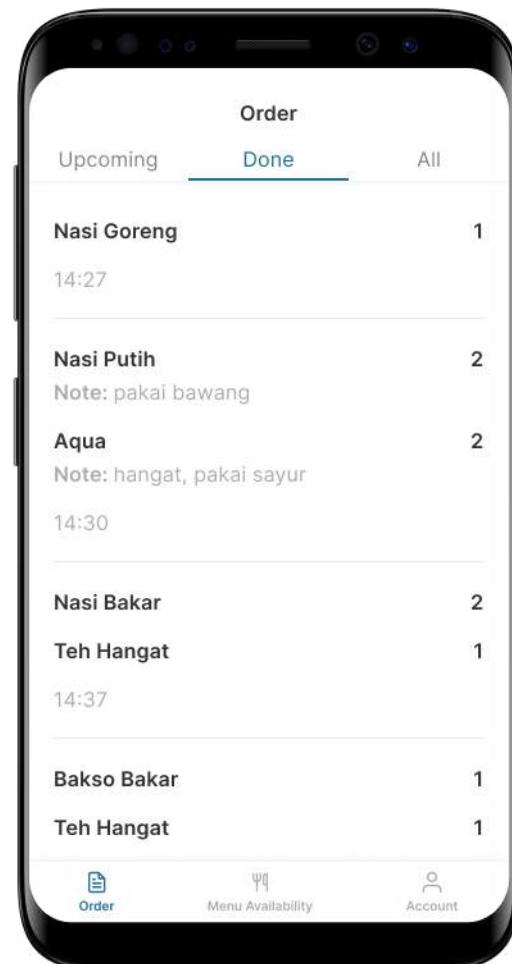
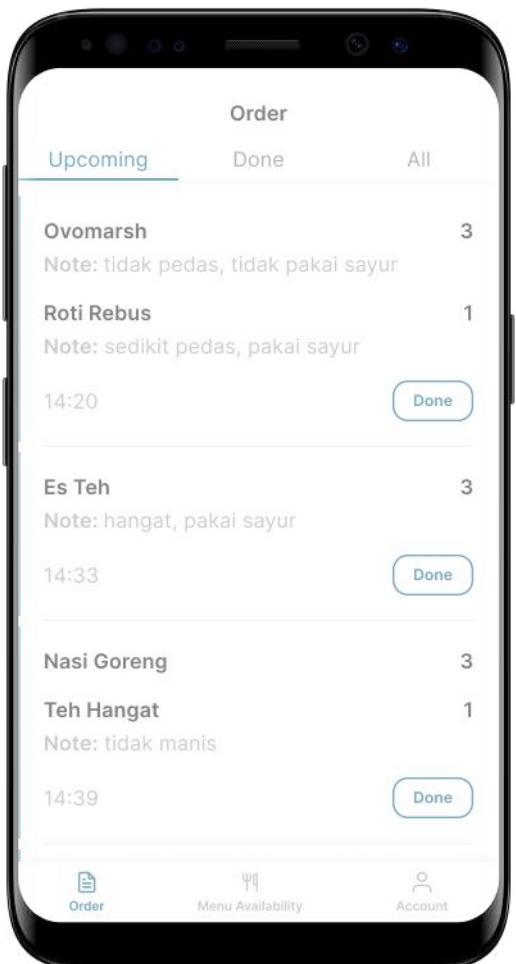
# Final Design

## Cashier app (Android - tablet)



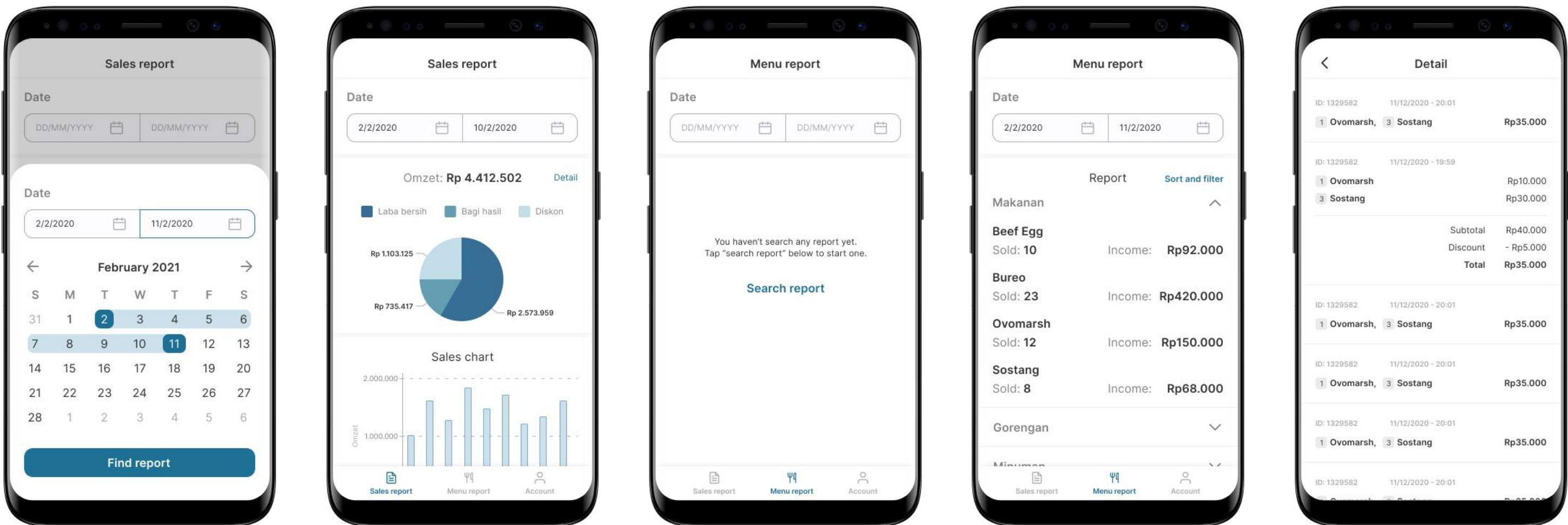
# Final Design

## Tenant Manager app (Android - phone)



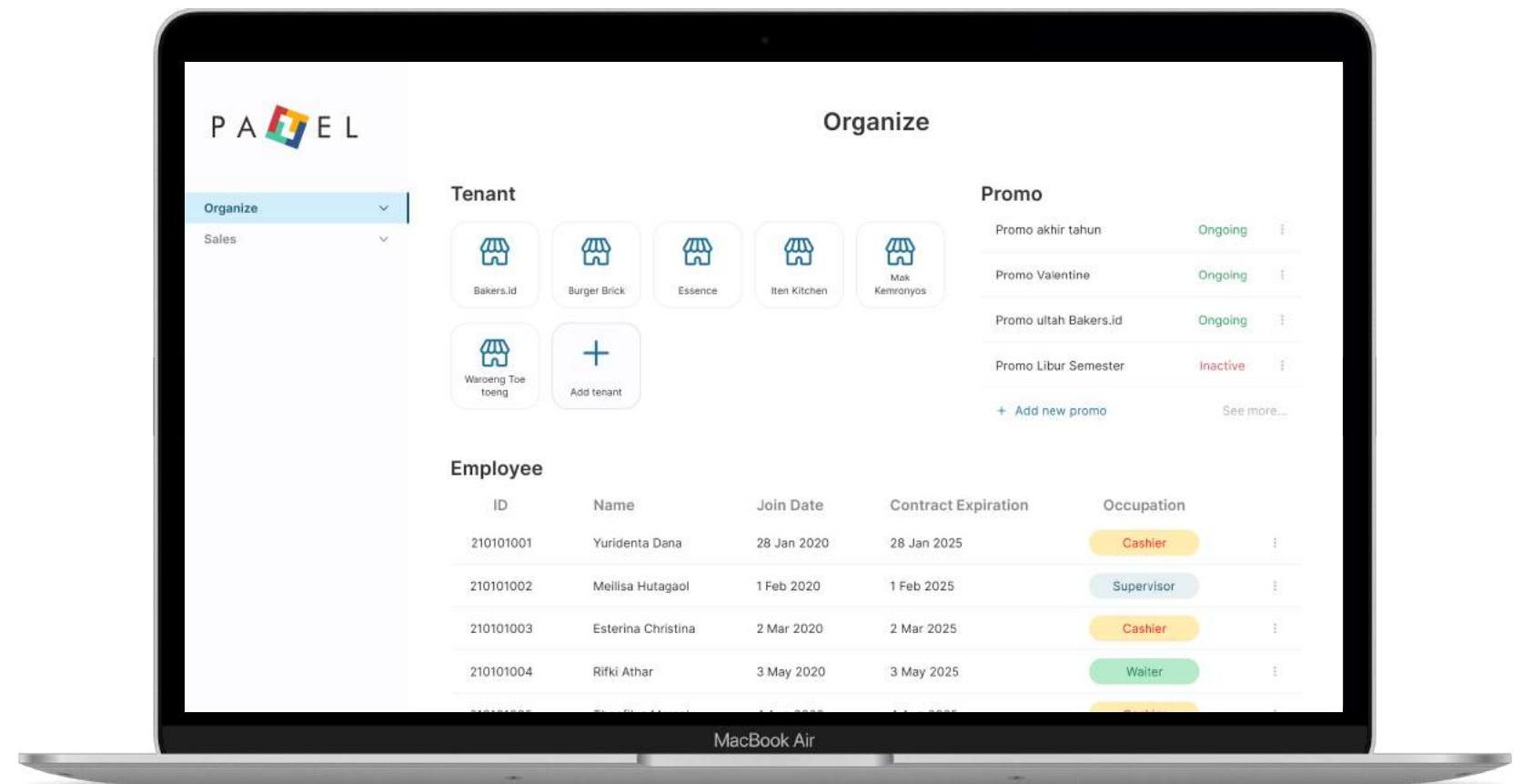
# Final Design

# Tenant Owner app (Android - phone)



# Final Design

## Back Office web (website)



PAEL						
Promo						
ID	Promo Name	Promo Type	Time Period	Outlet	Promo Status	
210101	Promo akhir tahun	Discount per menu	28 Jan 2020 - 12 Feb 2020	Burger Brick, Essenc...	Ongoing	
210102	Promo Valentine	Buy 2 get 1	1 Feb 2020 - 14 Feb 2020	Essence, Mak Kemron...	Ongoing	
210103	Promo ultah Bakers.id	Buy 3 get 1	3 Feb 2020 - 16 Feb 2020	Bakers.id	Ongoing	
210104	Promo Valentine	Discount minimum orders	3 Feb 2020 - 12 Feb 2020	Bakers.id, Mak Kem...	Ongoing	
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								
Tenant	Ongoing	Period	21/02/2020	21/03/2020	Search	Filter	Revenue Share	Owner Service
Date	Net Profit	After Discount	After Service	After Tax	Tenant	Owner	Owner Service	
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	184,800	137,760	30,240	30,240	
12 Jun 2020	1,316,000	728,000	728,000	800,800	1,079,120	236,880	236,880	
13 Jun 2020	1,288,000	644,000	644,000	708,400	1,056,160	231,840	231,840	
Total	3,221,000	1,988,000 - 1,232,000	1,988,000	2,187,900 - 105,800	2,641,220	579,780	579,780	

PAEL						
Table						
Organize	Fl. 1 Indoor	Fl. 2 Indoor	Fl. 2 Outdoor			
Tenant						
Promo						
Employee	Table 1 0/4 pax	Table 3 0/4 pax	Table 5 0/4 pax	Table 7 0/4 pax	Table 9 0/4 pax	Table 13 0/4 pax
Table	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
Sales	Table 11 0/4 pax	Table 12 0/4 pax	Table 13 0/4 pax	Table 14 0/4 pax	Table 15 0/4 pax	Table 16 0/4 pax

# Thank you for your time

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