Albertus Pradana

UX & UI Designer

Portfolio

About

Hi, I am Albert. I am a third-year student in Information Engineering Gadjah Mada University, Yogyakarta. My focus is on User Experience (UX) and Applied Human-Computer Interaction (HCI). I grew up in these fields specializing myself in spotting problems, solving problems and understanding users.

In my spare time, I actively participated in several competitions in the field of IT to improve my skills and experience. With my experience, I can make sure that I could deliver exactly what user really need while sticking on the project's goals and objective. Also, having various experience of IT-based competitions has taught me how to keep feeling stupid. Therefore I could always improve myself properly.

Skills

Used to work on various project:
- UI Design
- UX Design
- Slide Preparation
- Frond-End Web Developer

Using design software:
- Corel Draw
- Figma
- Adobe XD

Project:
Navettie 2019

NN
NAVETTIE

About

Navettie is a mobile application which aims to increase public awareness in the use of public transportation. Its features such as public transportation route guidance, supportive payment flows to various types of rewards will indirectly encourage an increase in the number of uses of public transportation. This is caused by a guarantee in terms of comfort and security that were not previously obtained by the users. We are currently working on this project as part of the UI/UX competition at Technofest 2019.
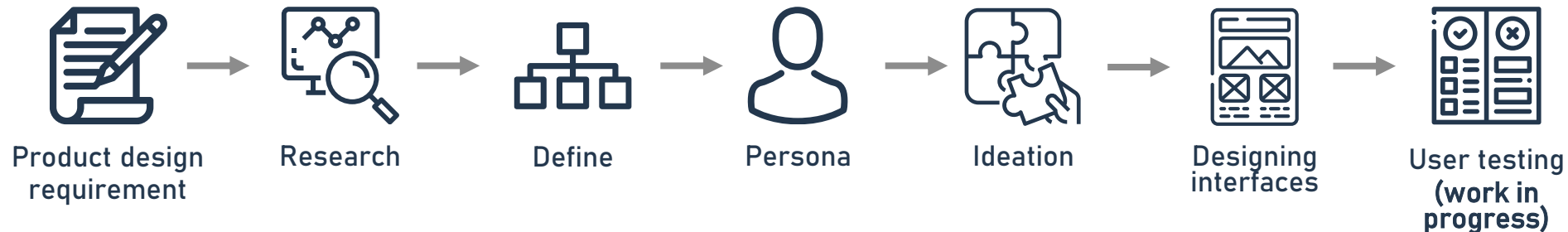
Challenge

The lack of safety and convenience guarantees in using public transportation in Jakarta is causing people's reluctance. Therefore we need a solution to provide assurance for encouraging people, so the number of public transportation uses increased.

My role

I was responsible for designing the high-filedity interfaces. My design based on the results of previous research to meet the conditions and needs of target user. Furthermore the interface I designed through two-phase, it's low-fidelity wireframes and high-fidelity mockups.

Process followed

Product design requirement → Research → Define → Persona → Ideation → Designing interfaces → User testing (work in progress)

Persona

27 tahun
Karyawan Startup
Jakarta

Personality

Introverted		Extroverted
Sensing		Intuition
Thinking		Feeling
Judging		Perceiving

Goals
- Mudah dalam melakukan pembayaran transportasi umum di Jakarta yang terintegrasi satu sama lain

Likes
- Metode pembayaran yang mudah
- Segala sesuatu yang simple

Dislikes
- Metode pembayaran yang menyusahkan

Brands
gopay OVO
Flazz

Henry Utomo
Karyawan Startup

bio Henry Utomo adalah karyawan startup di Jakarta. Henry selalu menggunakan transportasi umum di Jakarta karena menurutnya lebih simple jika dibandingkan harus menggunakan kendaraan pribadi. Henry terkadang sangat kesal karena terkadang lupa membawa atau mengisi saldo kartu flazz/emoney untuk melakukan pembayaran transportasi umum di Jakarta. Henry berharap ada aplikasi yang bisa membantunya untuk langsung melakukan scan pembayaran tanpa harus menggunakan kartu flazz/emoney.

23 tahun
Freshgraduate
Yogyakarta

Personality

Introverted		Extroverted
Sensing		Intuition
Thinking		Feeling
Judging		Perceiving

Goals
Ingin mengetahui rute transportasi umum di Jakarta
- Mendapat reminder pemberhentian transportasi umum

Likes
- Rute transportasi umum yang tidak membingungkan

Dislikes
Rute transportasi yang membingungkan

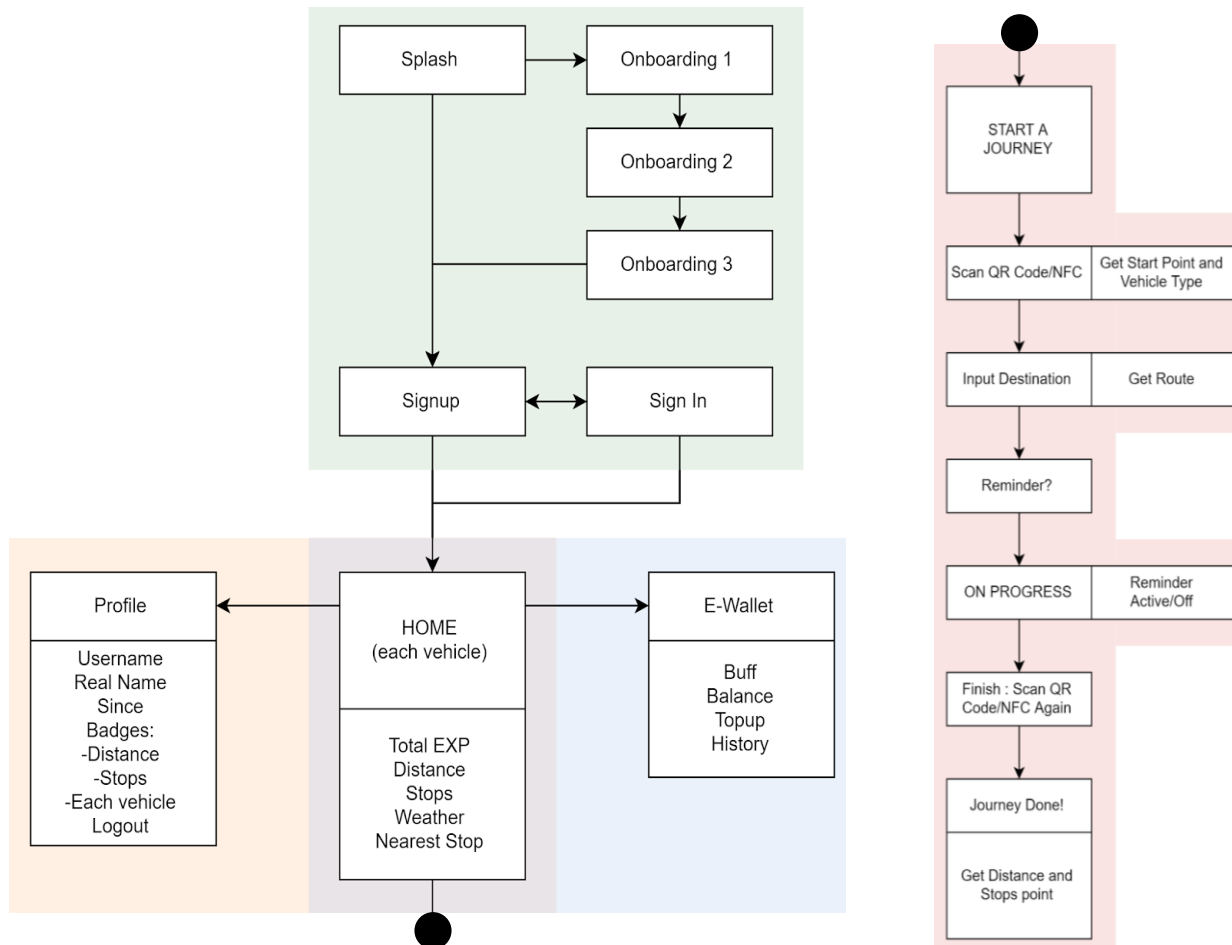**Brands**

Sita Rismawati
Freshgraduate

bio Sita Rismawati adalah freshgraduate dari salah satu universitas ternama di Yogyakarta. Saat ini dia baru saja diterima di salah satu perusahaan swasta yang ada di Jakarta. Sebagai pendatang baru, Sita saat ini masih belum familiar dengan rute transportasi umum yang ada di Jakarta, sehingga dia masih membutuhkan bantuan aplikasi sebagai panduan rute transportasi umum di Jakarta. Selain itu, Sita juga memerlukan sebuah reminder pemberhentian untuk memastikan Sita tidak salah halte atau stasiun pemberhentian.

The persona that we created is a crystallization of the characteristics of our respondents we got through interviews. Even though it is a fictional form, we still maintain our persona to be as realistic as possible with the existing real conditions. This persona help us to keep empathetic with our target users.

Our first persona is a start up employee, who often uses Jakarta's public transportation but has a forgetful nature, so sometimes he forgets to bring his payment card or forget to fill his balance. And our second persona is a fresh graduate, who just moved to Jakarta and is still unfamiliar with public transportation travel routes.
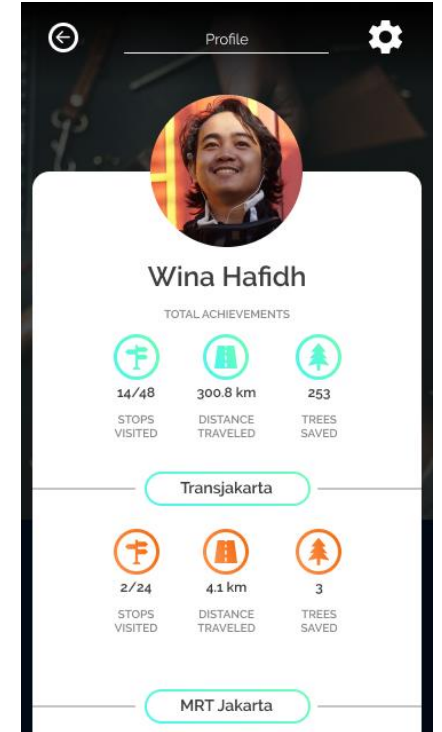
Project:
Navettie 2019

User flow

Login flow (green): Splash → Onboarding 1 → Onboarding 2 → Onboarding 3 → Signup ↔ Sign In → HOME

Home flow (purple): HOME (each vehicle) — Total EXP, Distance, Stops, Weather, Nearest Stop

Profile flow (light red): Profile — Username, Real Name, Since, Badges: -Distance, -Stops, -Each vehicle, Logout

E-Wallet flow (light blue): E-Wallet — Buff, Balance, Topup, History

Start a journey flow (red):
START A JOURNEY → Scan QR Code/NFC | Get Start Point and Vehicle Type → Input Destination | Get Route → Reminder? → ON PROGRESS | Reminder Active/Off → Finish : Scan QR Code/NFC Again → Journey Done! → Get Distance and Stops point
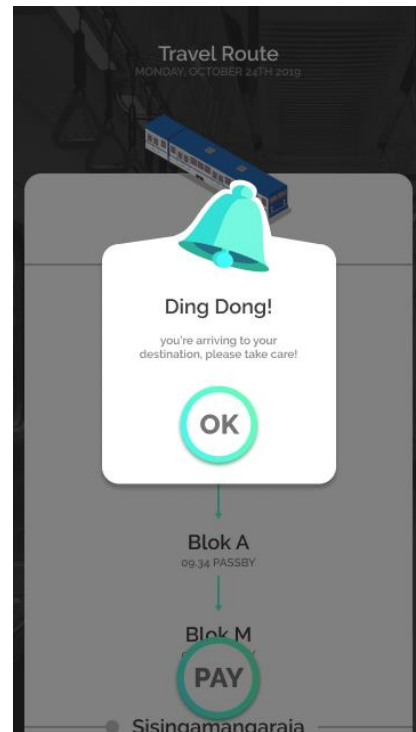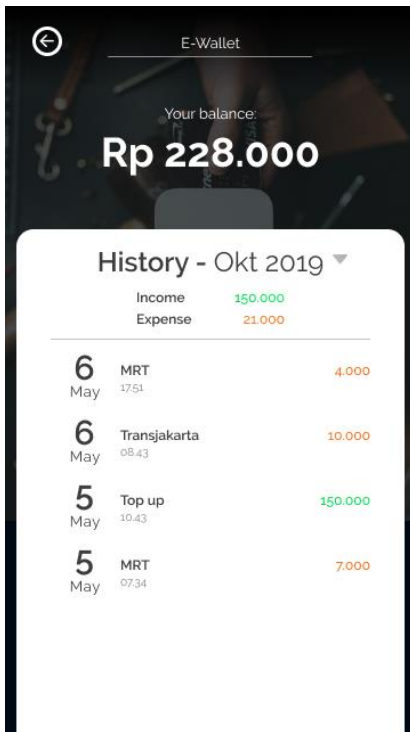
User flows we made are deliverables visualizing the complete path that users follow across the whole solution. This user flows helps our team to focus based on research.

There are 5 main flows in our application, namely login (blue), home (purple), profile (light red), and start a journey (red) and e-wallet (light blue).

Project:
Navettie 2019

High-fidelity mockups

Project:
HireMe! 2019

About

HireMe! is a mobile-based application that aims to bring together job seekers, especially students with job providers. We were doing this project as the final project of the Human and Computer Interaction course as well as our platform to practice the theories that we have obtained.
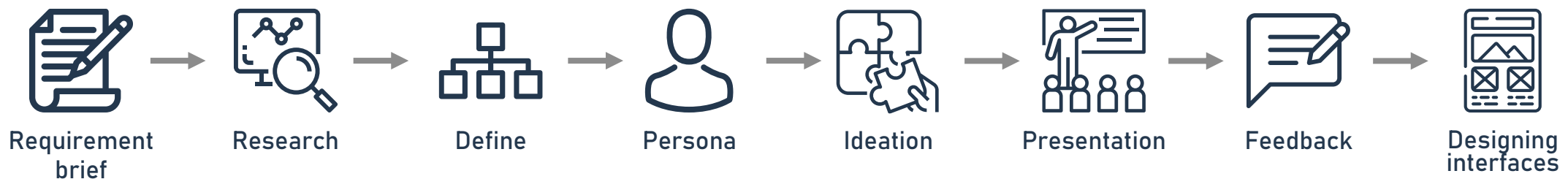
Challenge

There are difficulties for college students to find part-time jobs that they want. They need in-depth information in the part-time job vacancies, such as applicant requirements, salary estimates, job locations, work hours and hours, to contact the job provider.

My role

I was responsible for conducting user research and implementing it in the interface we made. Our user research was conducted using two primary research methods, namely online interviews and in-depth interviews. The interface we designed through two-phase, it's low-fidelity wireframes and high-fidelity mockups.

Process followed

Requirement brief → Research → Define → Persona → Ideation → Presentation → Feedback → Designing interfaces

Persona

Nasya Mira
Adventurer

22 y.o
Mahasiswi
Yogyakarta

Personality

Introverted ———————————— Extroverted

Sensing ———————————— Intuition

Thinking ———————————— Feeling

Judging ———————————— Perceiving

Goals
Mencari pendapatan tambahan

Likes
Belajar hal-hal baru
Bersosialisasi dengan orang lain

Dislikes
Tidak produktif

Brands
Medium

Nasya Mira
Adventurer

Friendly   Thoughful   Enthusiastic

"The most powerful factors in the world
are clear ideas in the minds of an
energetic person of good will."

Bio
Nasya Mira merupakan seorang Mahasiswi tahun ketiga di
salah satu universitas di Yogyakarta. Dalam waktu luangnya,
dia kadang mencari pekerjaan sambilan untuk menambah
uang sakunya.

The persona that we created is a crystallization of the characteristics of our respondents we got through interviews. Even though it is a fictional form, we still maintain our persona to be as realistic as possible with the existing real conditions. This persona help us to keep empathetic with our target users.

Our persona is a third-year college student. She wants to find extra money by looking for part-time work in between her busy life in college. In addition, she's also looking for opportunities to learn new things while at the same time socializing in her part-time job.

Project:
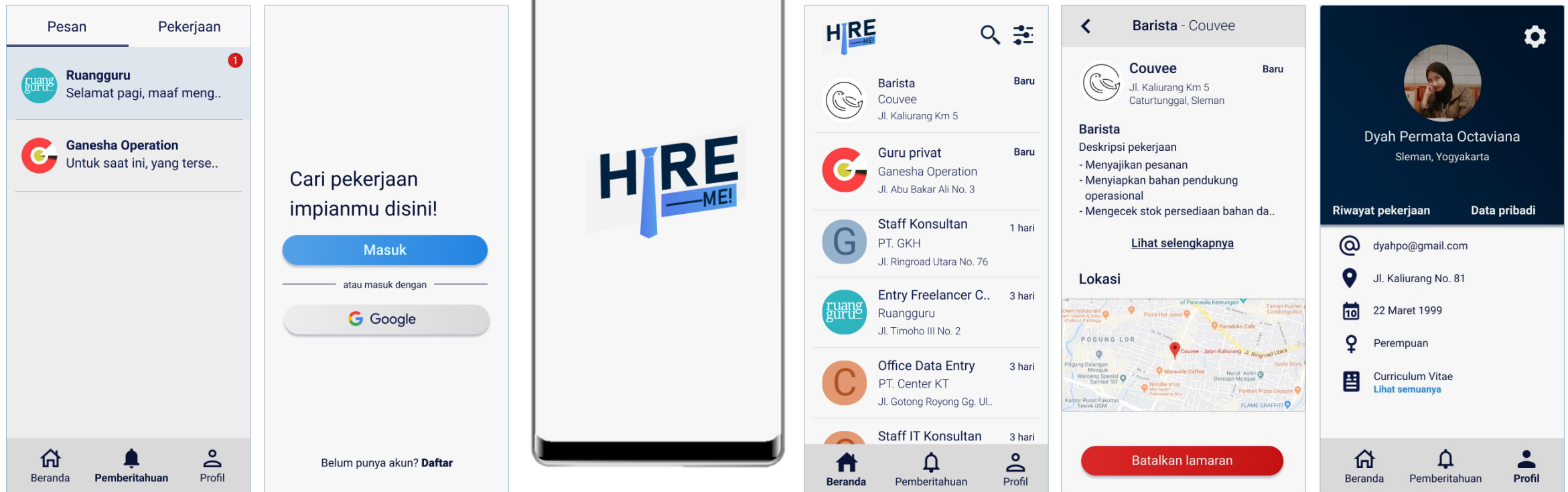# HireMe! 2019

User flow
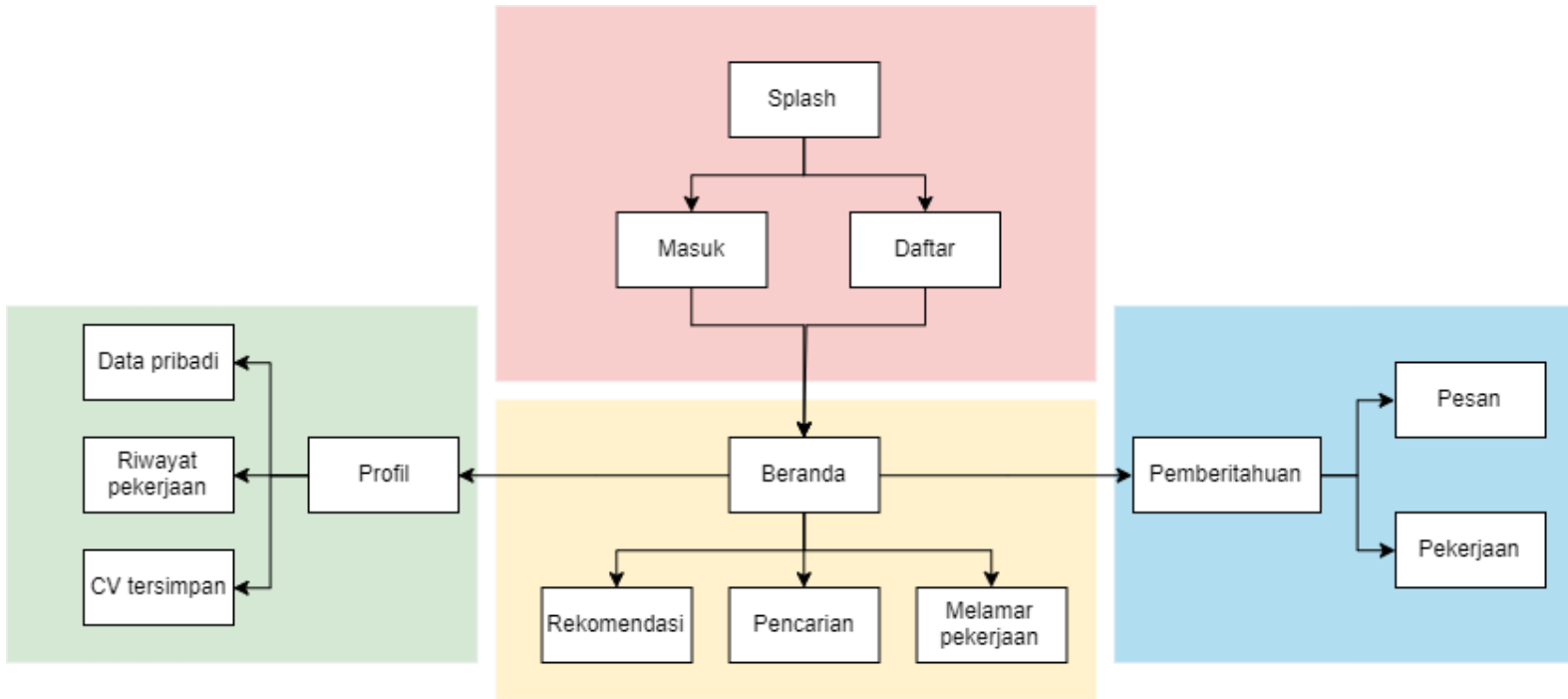
User flows we made are deliverables visualizing the complete path that users follow across the whole solution. This user flows helps our team to focus based on research.

There are 4 main flows in our application, namely login (red), home (orange), notifications (blue), and profiles (light blue).

Project:
Traventure 2019

About
Traventure is a mobile-based application that provides the best the best travel destination options and also providing other needs available around the destinations. We were working on this project as part of the UI/UX competition at Find IT! 2019.

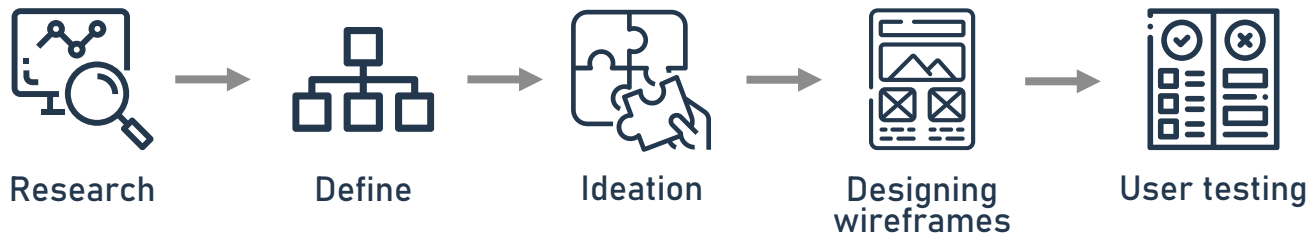**TRAVENTURE**
Travel for the future

Challenge
Completeness of information about a tourist destination will have an impact on the number of tourists, i.e. transportation, lodging and available promo. Unfortunately, aspects of ease of finding information and completeness of information are still not feasible.

My role
I was responsible for conducting user research and implementing it in the interface we made. Our user research was conducted using secondary research. The interface that we created is still in the form of low fidelity, since we did not reach the final stage.

Process followed

Research → Define → Ideation → Designing wireframes → User testing
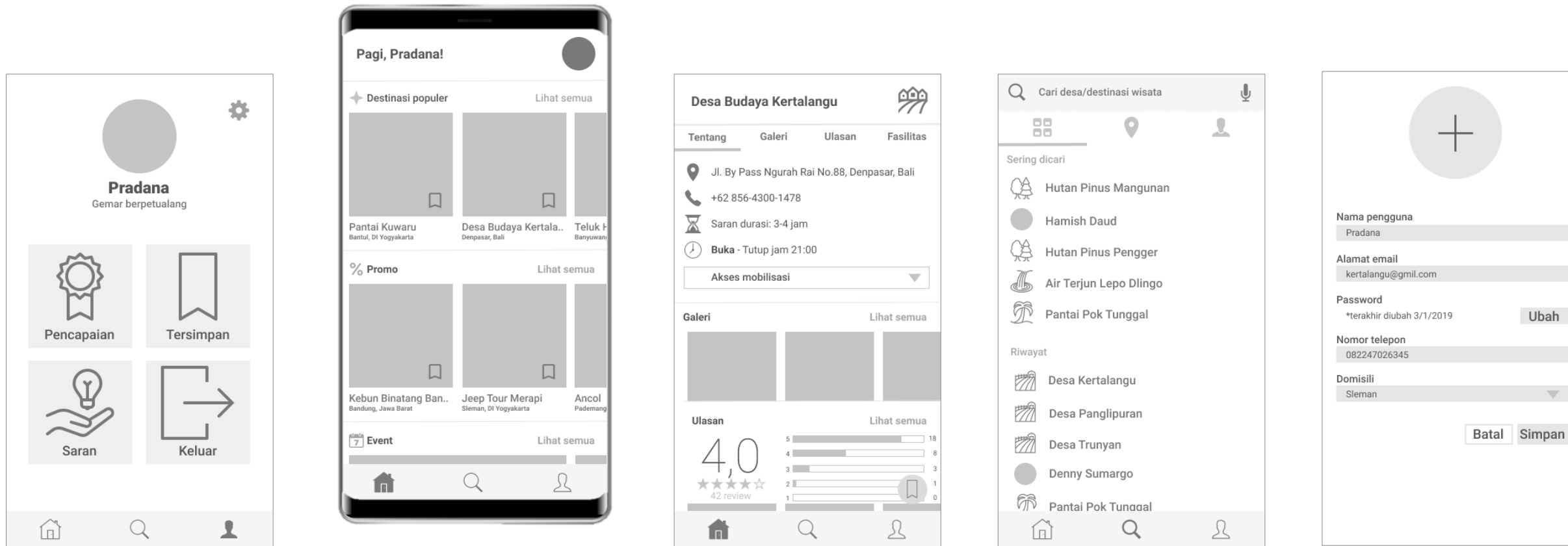
Traventure 2019

User flow
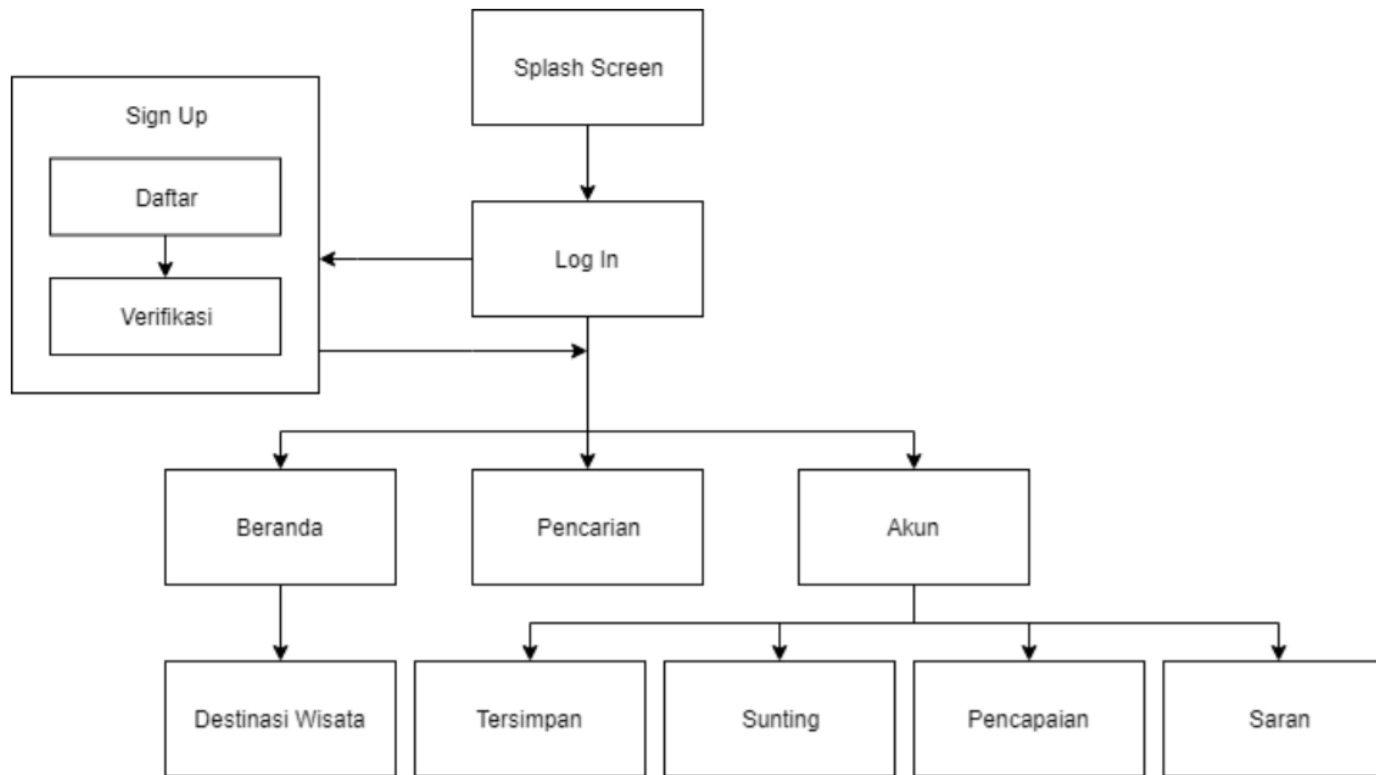
User flows we made are deliverables visualizing the complete path that users follow across the whole solution.

The insight captured in the research phase before was used to extract what target user's behavior and feeling based on their objectives. Then we grouped and those behaviors.

Project:
Traventure 2019

Low-fidelity wireframe

SUS test result

Responden	Tugas 1	Tugas 2	Tugas 3	Tugas 4
R1 (Michael)	🟨	🟩	🟩	🟩
R2 (Akmal)	🟨	🟩	🟨	🟩
R3 (Meilisa)	🟨	🟩	🟩	🟩
R4 (Rama)	🟩	🟩	🟩	🟩
R5 (Ridwan)	🟩	🟨	🟨	🟩

🟩 Mengerjakan dengan lancar

🟨 Mengerjakan dengan sedikit hambatan

🟥 Gagal mengerjakan

First task given is to access the tourist object page that has been previously marked from the MyJourney page. The second task asked respondents to write a review of a tourist attractions. Third task asked respondents as the tour manager to look at the statistics page of a tourist village. And the last task asked respondents to change the description of a tourist attraction

Based on quantitative data through the calculation of SUS method, it can be concluded that the convenience of Traventure's low-fidelity prototype is in sufficient category, with a value of 66.

It was found that the majority of respondents experienced obstacles in the first task (accessing the pages that have been marked via the MyJourney page). Generally, respondents with difficulties stated that the choice of the term 'MyJourney' was felt to be less representative, especially the appearance of writing onboarding that was too small.

Project:
# technocornerugm.com 2018-2019

About

Technocorner is a series of events held by KMTETI FT UGM. In 2019, it consists of 5 competitions: Electrical Engineering, IoT Development, Sumobot, Soccerbot, Machbot, and a National Seminar about Computer Vision.

Challenge

- Developing and updating technocorner's website
- Monitoring the requirements needed in according to the competition's detail

My role

I was responsible for developing website user interfaces for desktop and mobile version using Bootstrap, HTML5, CSS3 and JavaScript.
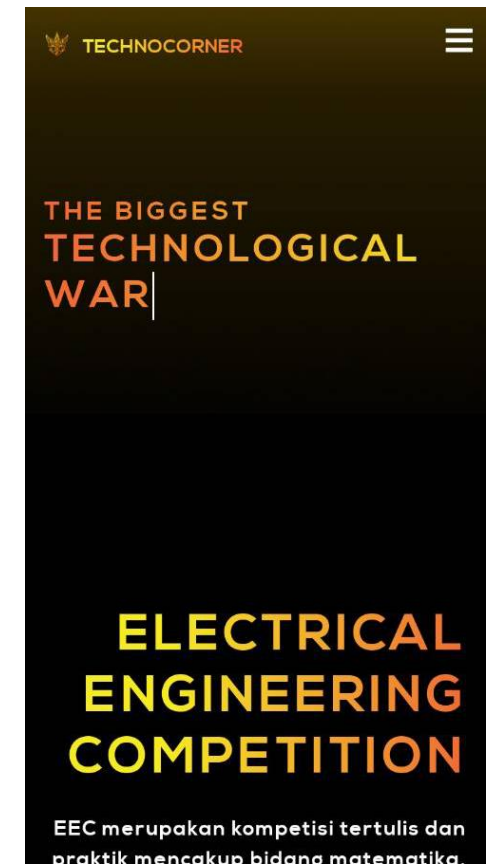
Thank you!

I really appreciate your time for viewing my portfolio

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in linkedin.com/in/albertuspradana