



# **Albertus Pradana**

UI/UX Design Portfolio 2021



# Hi!

I am **Albertus Pradana**, a fresh graduate from Information Engineering major at Gadjah Mada University.

I believe a design should be easy to use and elegant, so it could make everyone's life easier and more beautiful. I have a strong passion for science and technology, and I am currently seeking opportunities to improve my skills for continuous improvement.

For any inquiries, please contact [pradanaalbertus@gmail.com](mailto:pradanaalbertus@gmail.com).

# Curriculum Vitae

## Education

2017 - 2021 Universitas Gadjah Mada  
Major: Information Engineering

## Skills

User Research

Multi-platform UI

Information Architecture

Icon & Illustration

Wireframing

Usability Testing

Copywriting

Figma

Miro

Adobe XD

Adobe Illustrator

## Experiences

Sep 2021 - present UI Designer Intern at BuildWith Angga  
- Responsible for designing BuildWith Angga internal projects  
- Responsible for designing website builder template for GetShayna (previously Elements by BWA)

Jan - Apr 2021 UI/UX Designer Freelance at Pazel Group

Responsible for designing Pazel Cloud, an internal POS system to support Pazel Group business

Jul - Oct 2020 UI/UX Designer Intern at Jakpat

- Responsible for improving the user experience of Jakpat authentication mechanism  
- Redesign landing page of Jakpat website  
- Contribute on ideation process and weekly discussion with developers, PM and other designers

# Contents



## Foodie

Design a catering website to help WFH mom in providing healthy food for their family



## Pazel Cloud

Design a POS system to support Pazel Group internal work and administrative processes



## Jakpat

Redesign to organize the design of Jakpat landing page



# Foodie

for Mini Project Challenge - SYNRGY Academy

**Date:** 2021

**Platform:** web

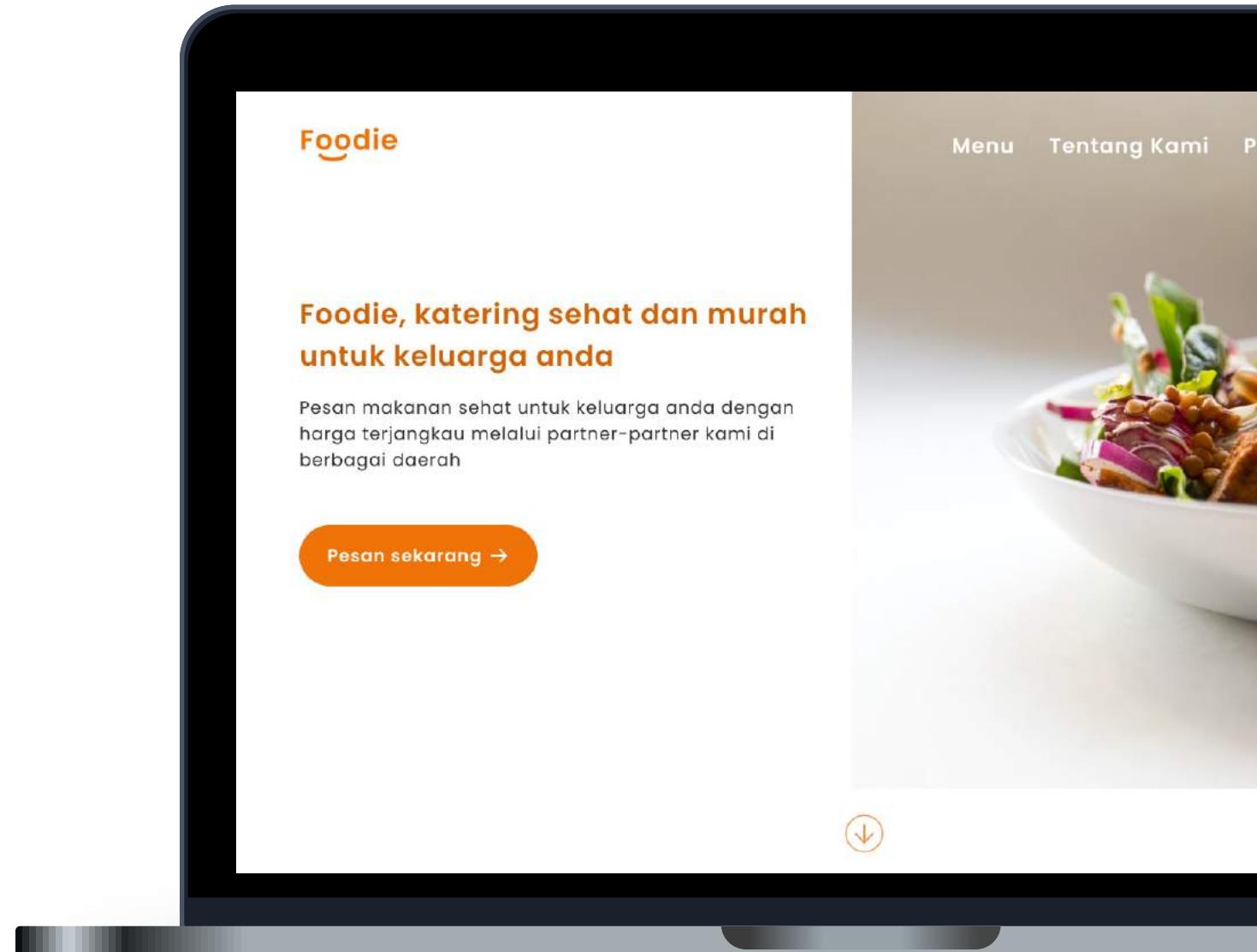
**Role:** UI/UX Designer

(as UI/UX Design Student of SYNRGY Academy)

**Tools:** Miro, Figma

## Challenge:

1. Theme: help parents to be better in workload management doing both school from home and wfh.
2. Project duration: 2 weeks
3. Output: most viable product/MVP



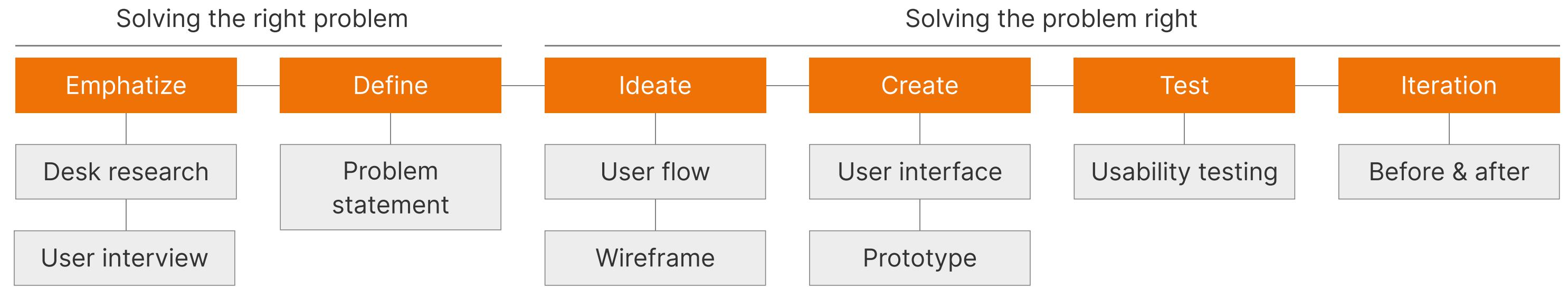
At the end of pre-bootcamp, students were challenged to create a website. The grand theme was about "help parents to be better in workload management doing both school and work from home".

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



# 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		Clear information about the form of the menu package that users will receive
	Their menu is designed with a diet program	Facilitate ordering in large quantities or in the form of pre-order	'most popular menu of the week' section in landing page
	Refund (if the diet program doesn't work)	Provide catering for companies	
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

Dewi



## Demographics

Age : 43

Work : Karyawan

Status : Menikah

Location : Jakarta

Character : Sibuk

## Personality



## 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

A horizontal slider with a dot positioned towards the left end.

Fear

A horizontal slider with a dot positioned towards the right end.

Achievement

A horizontal slider with a dot positioned towards the left end.

Social

A horizontal slider with a dot positioned towards the right end.

## Brand & Influencers



## Preferred Channels

Online & Social media

A horizontal slider with a dot positioned towards the left end.

Referral

A horizontal slider with a dot positioned towards the right end.

# 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)

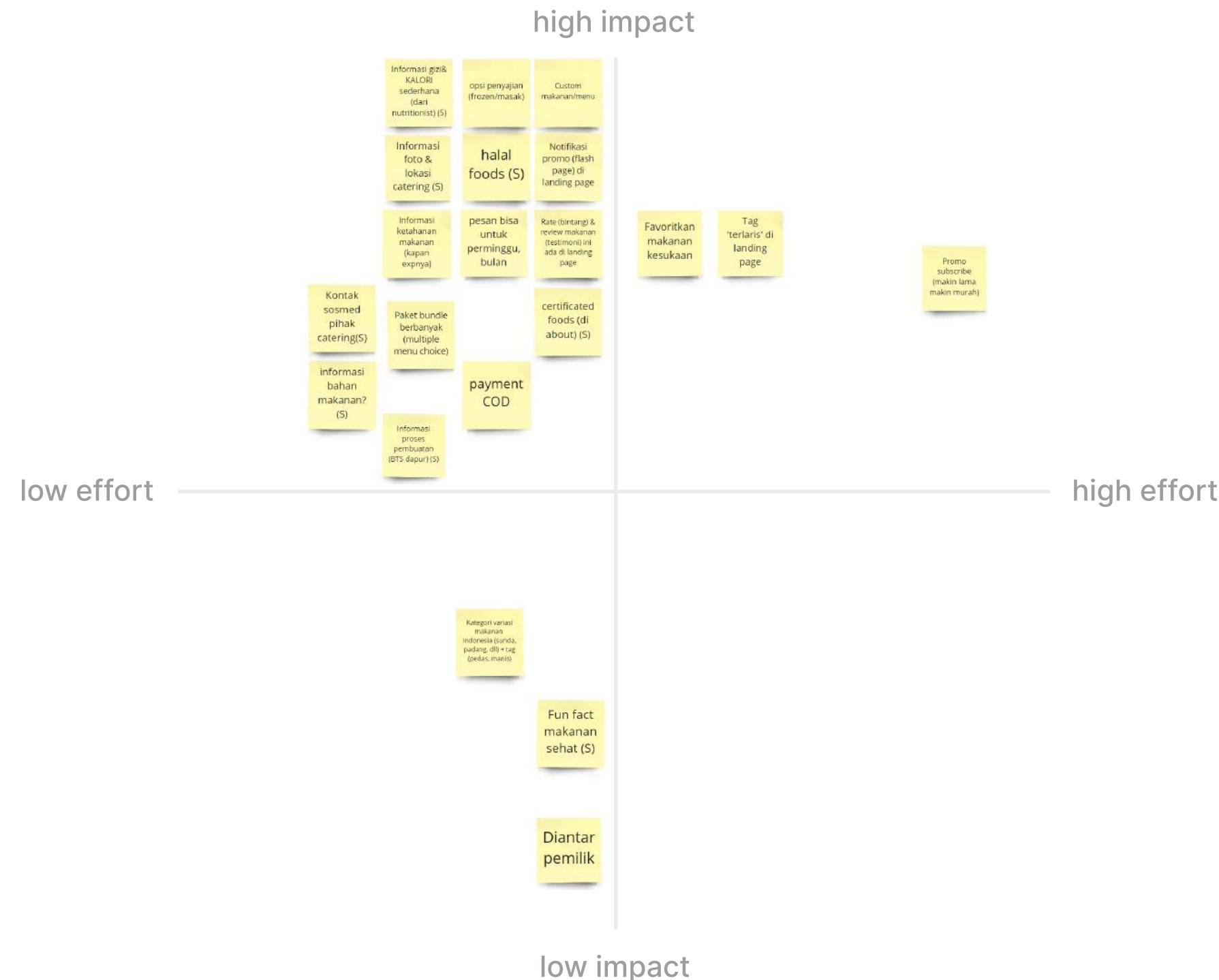
Cluster 9 - Feature

daily reminder?  
Fun fact makanan sehat  
Flow yg sederhana (mirip existing app order makanan)  
variasi makanan tradisional indonesia

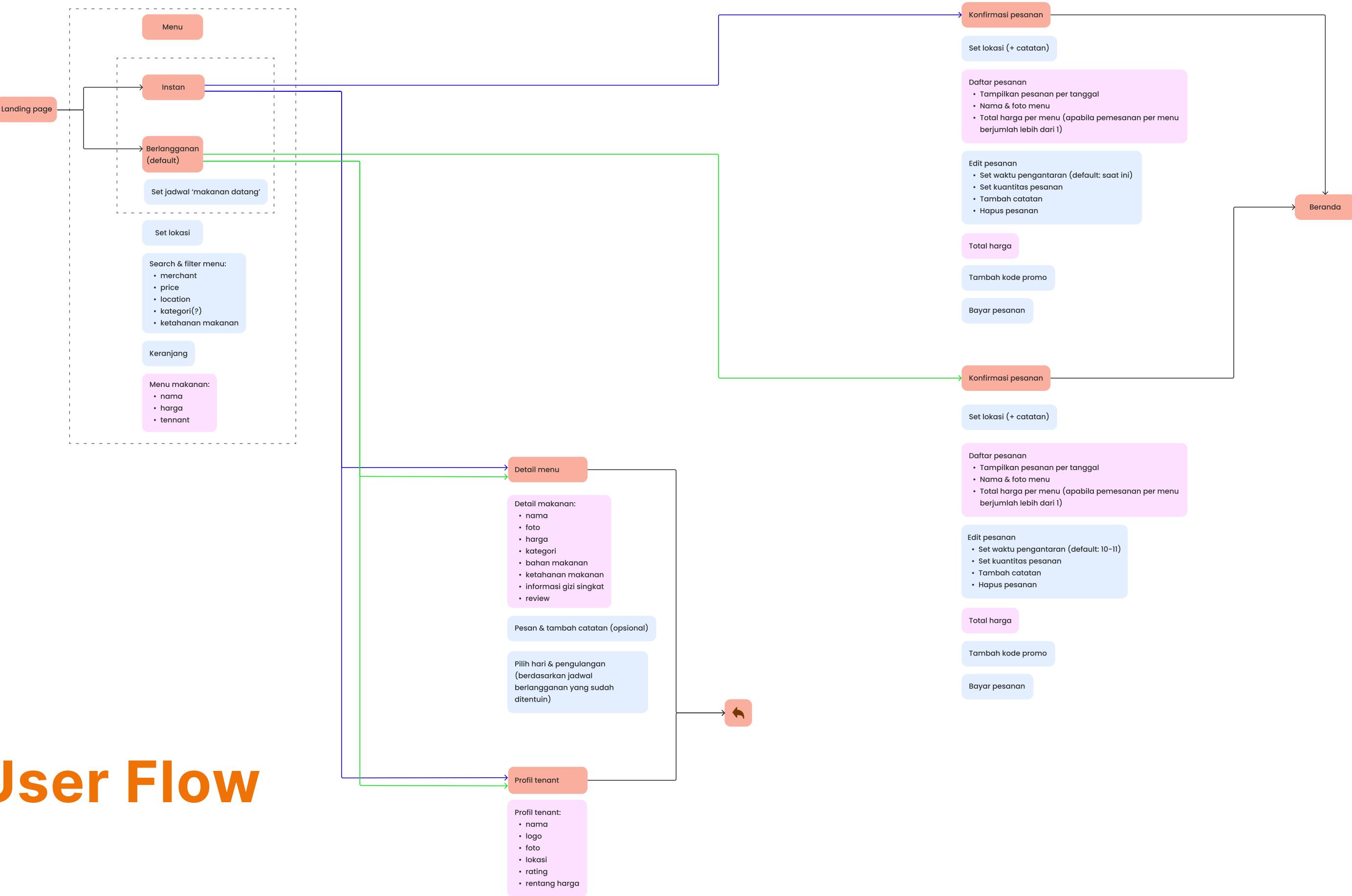
Cluster 10 - Menu's Information

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

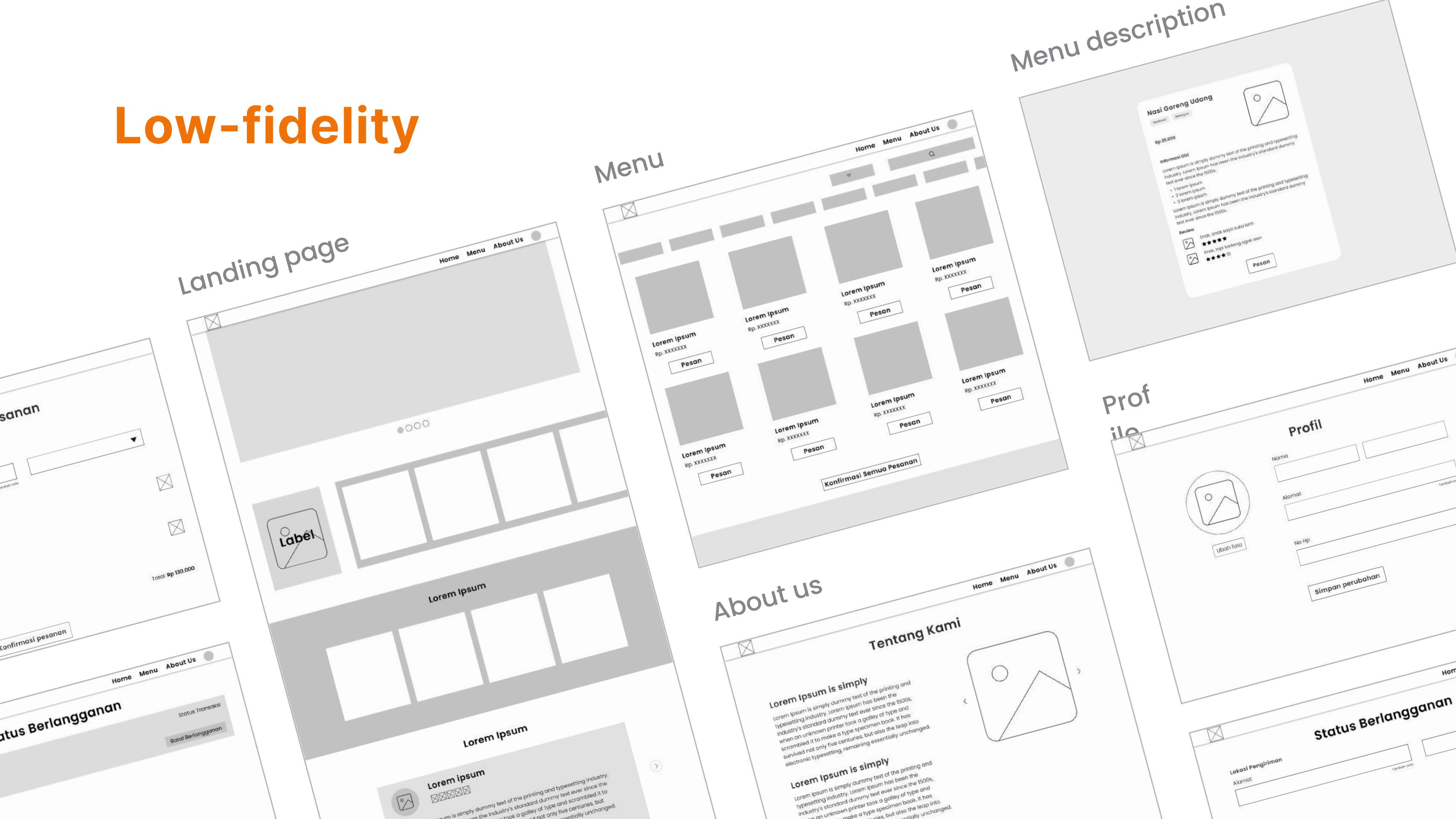
# Action Priority Matrix



# 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.

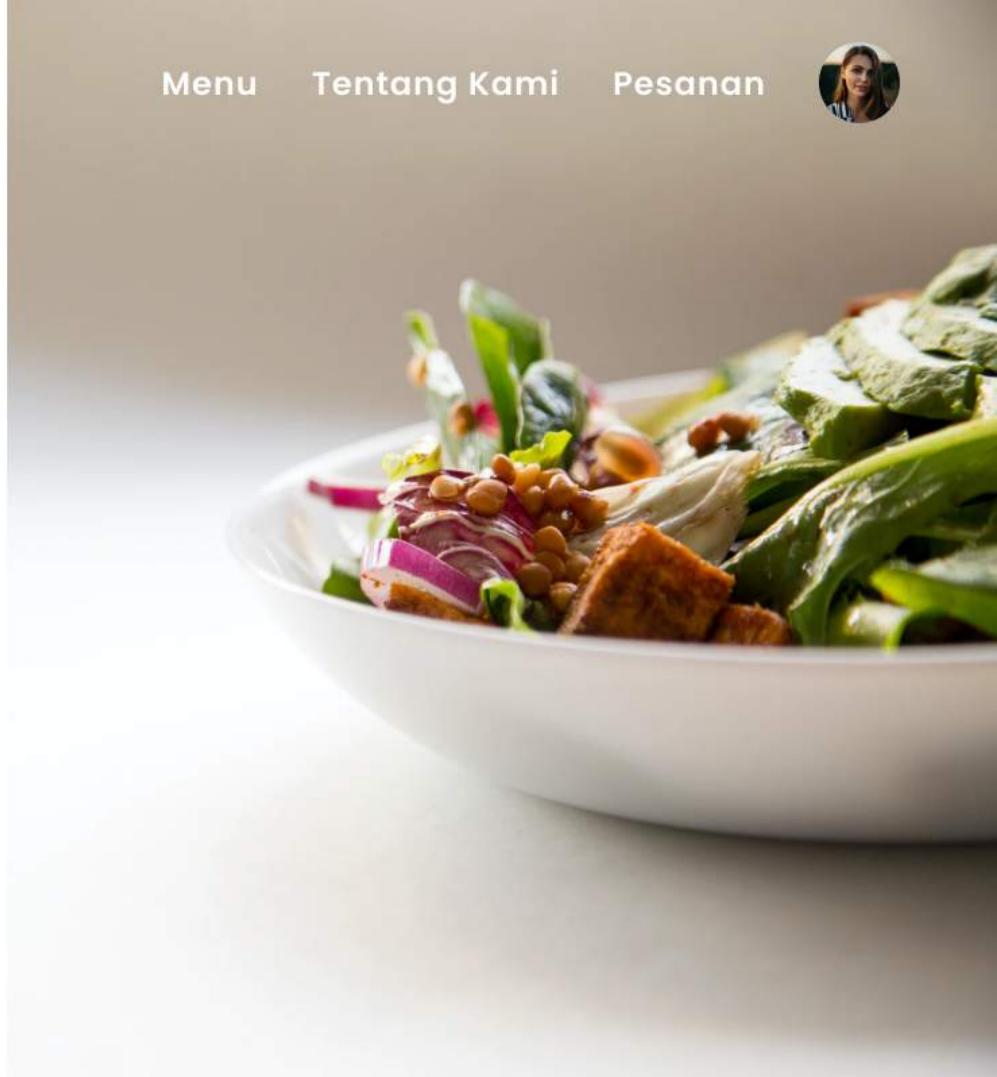
This landing page is the first page that users will see (especially for those who are new). Therefore I redesigned this page to make it more aesthetically pleasing and make sure the information is shown properly.



## Foodie, katering sehat dan murah untuk keluarga anda

Pesan makanan sehat untuk keluarga anda dengan harga terjangkau melalui partner-partner kami di berbagai daerah

[Pesan 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

[Pesan](#)

[Pesan](#)

[Pesan](#)

[Pesan](#)

## 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!

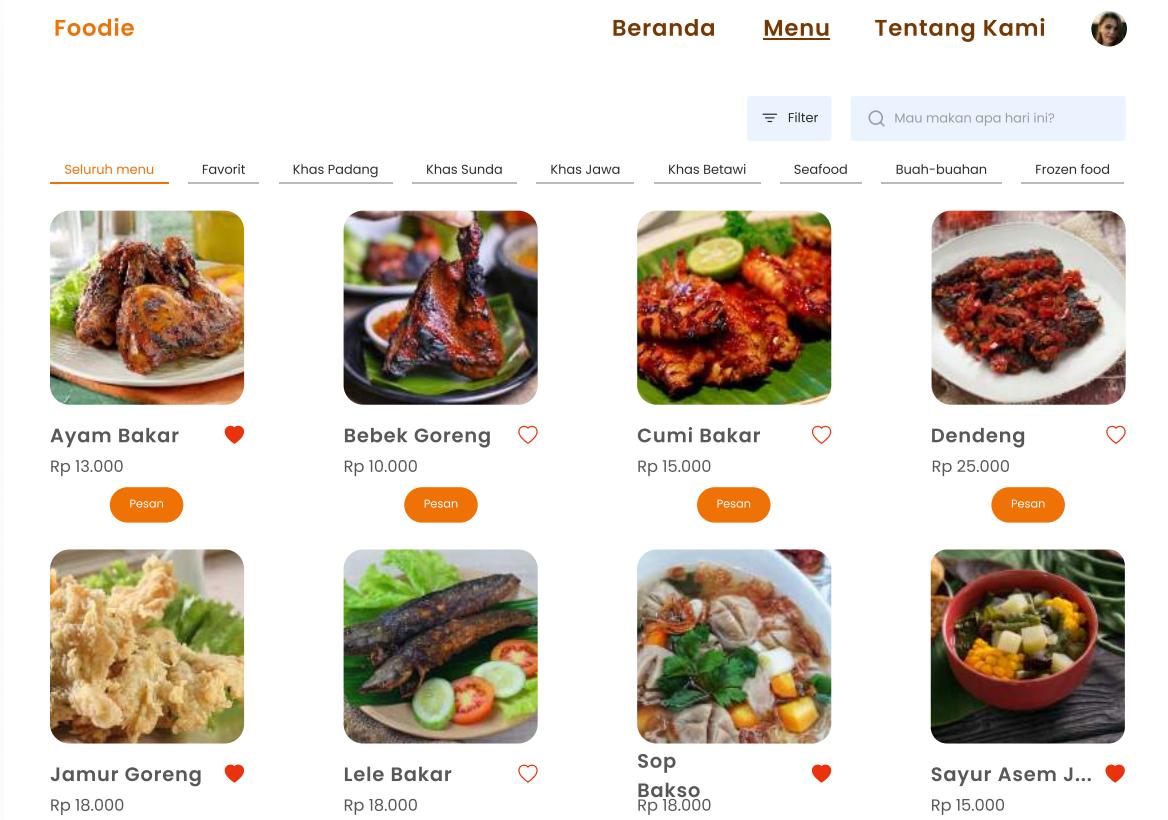
Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyehel kalo beli disini.



Mirza Putri, 53 th

[Pesan sekarang →](#)

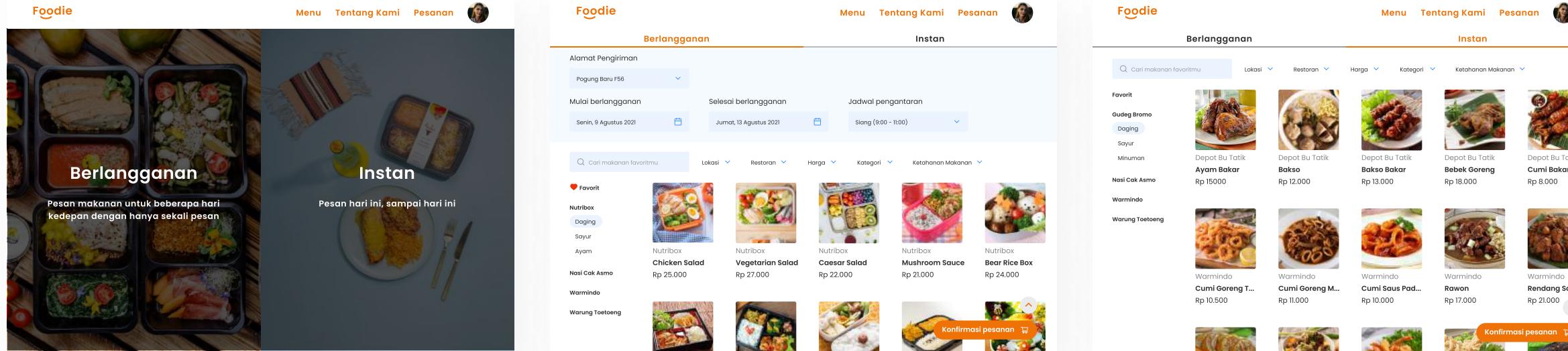
# Iteration - Menu



## 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

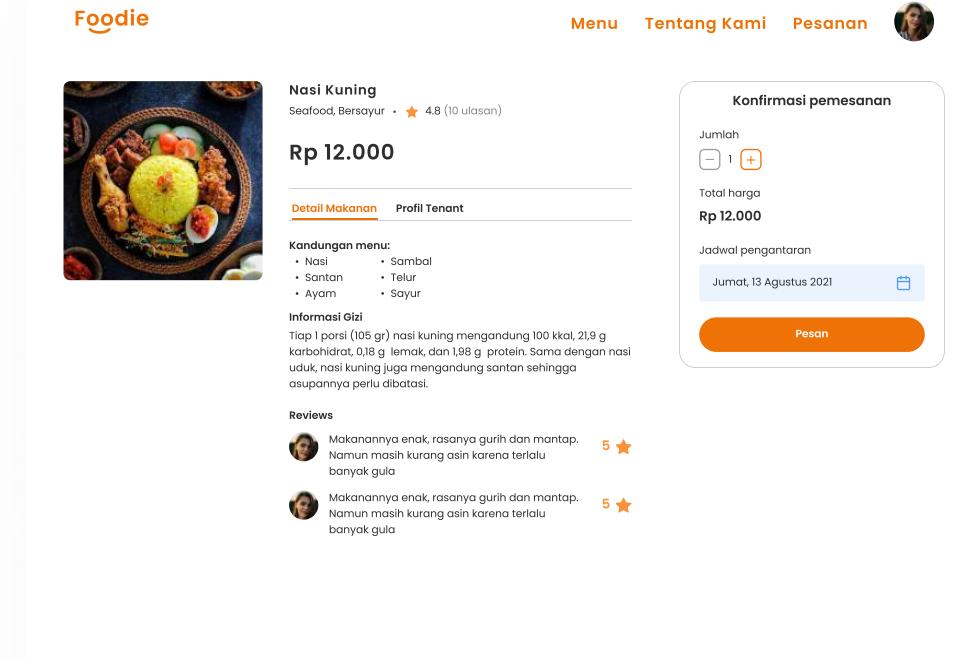
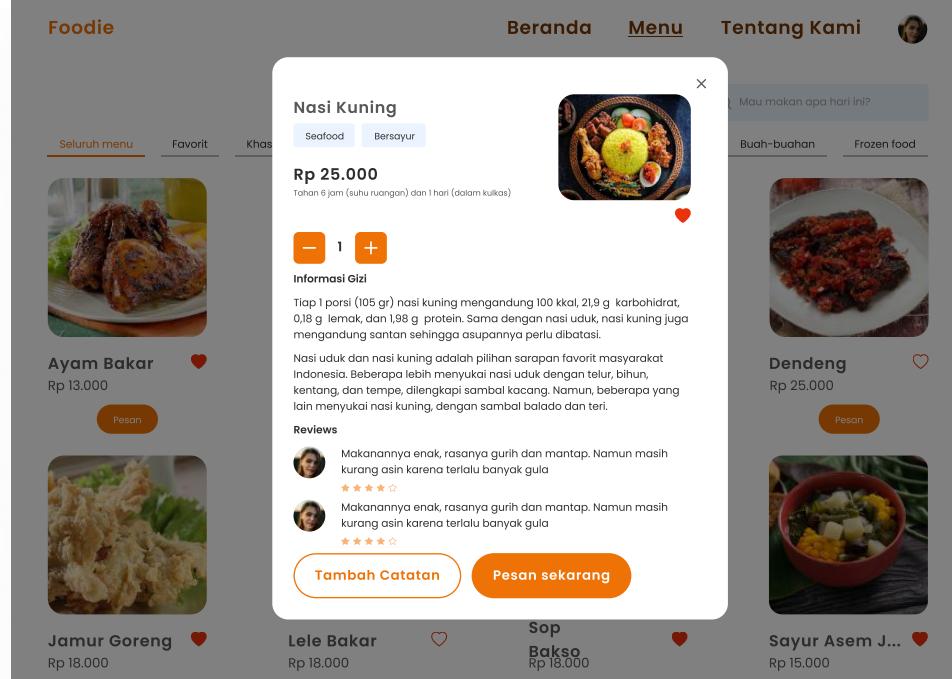
Our catering product's main value is the ordering by subscription. Our goal is to simplify the subscription order flow while constantly provide clarity.

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.

## 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' (highlighted in orange), 'Menu', 'Tentang Kami', 'Pesanan', and a user profile icon. 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 prominently displayed. Below this section, there are tabs for 'Detail Makanan' and 'Profil Tenant', with 'Profil Tenant' being the active tab. It shows the restaurant's logo ('Dapur Aisyah'), address ('Jl. Pogung Kidul No 5, Sinduadi, Sleman, Yogyakarta'), rating ('4.8 • \$\$\$ 10rb - 24rb'), and a snippet of their menu ('HALAL PRODUCT CERTIFIED'). On the right side of the page, a modal window titled 'Konfirmasi pemesanan' (Order Confirmation) is open, showing the quantity '1', total price 'Rp 12.000', delivery date 'Jumat, 13 Agustus 2021', and a 'Pesan' (Order) button. Below the modal, a section titled 'Jadwal pengantaran' (Delivery schedule) 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'. At the bottom left, there is a 'Reviews' section with two entries.

**Jadwal pengantaran**

Diantar pada

Siang (9:00 - 11:00)

7:00 - 9:00

8:00 - 9:00

9:00 - 11:00

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) set to 'Perumahan Puri Sari Blok A-23' and 'Berlangganan' (Subscription) set to 'Setiap bulan (pada tanggal 18)'. The main area is titled 'Pesanan' (Orders) and lists two items:

Pesanan	RP. 90.000
Nasi Kuning Rp. 30.000 x3 1 Porsi Jangan dikasih sambal ya karena gak kuat pedes wkwkwk	RP. 90.000
Nasi Bakar Rp. 40.000 x1 ayamnya yang paha pokoknya	RP. 40.000

At the bottom, a red banner displays 'BELUM LUNAS' (NOT PAID) and 'Total Harga: Rp 130.000'. A blue button labeled 'Batal Berlangganan' (Cancel Subscription) is located at the bottom left.

## Before

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

# Iteration - Order Confirmation (cont.)

The image shows two side-by-side screenshots of the Foodie app's order confirmation screen. Both screens feature a header with the 'Foodie' logo, navigation links ('Menu', 'Tentang Kami', '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.

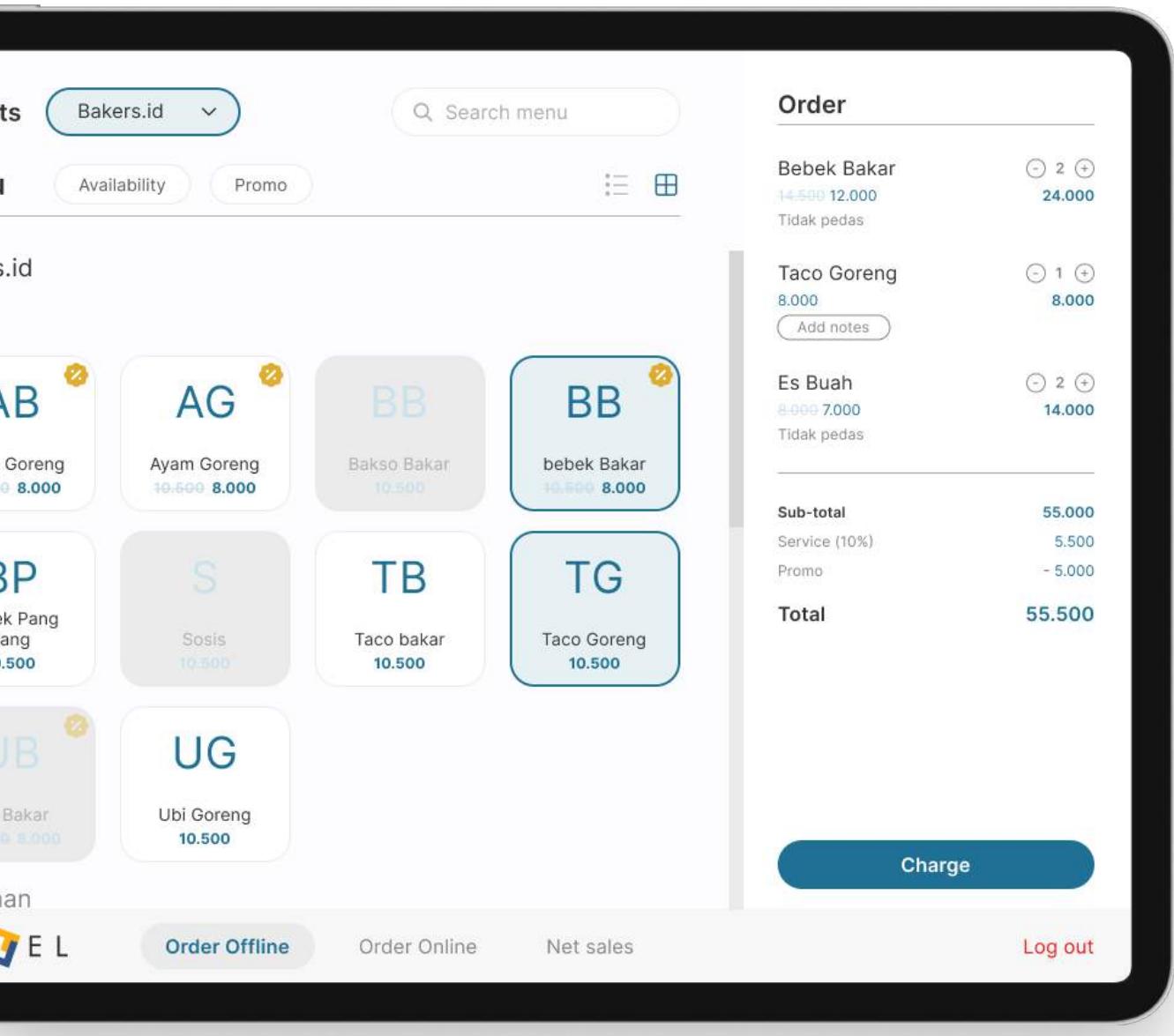
# Takeaways

What did we learn?

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

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

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



# Pazel Cloud

for Pazel Group

**Date:** 2021

**Platform:** web, mobile (tablet & phone)

**Role:** UI/UX Designer Freelance

**Tools:** Figma

## Challenge:

Pazel Group is a new foodcourt in Yogyakarta. As a food and beverage (FnB) company, they will need a POS system to support their business. POS 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, the first stage of my work here is to get a complete brief about their desire. After that I collect the data from Pazel Group to understand the problem.

## 2. Ideate and Build

Look for solutions based on the problem, brief and the data I have collected. After that I designed solutions to be given to stakeholders (Pazel Group).

## 3. Review

The stakeholders will review my work to check whether or not it meets their expectations, needs and competence in developing those 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**

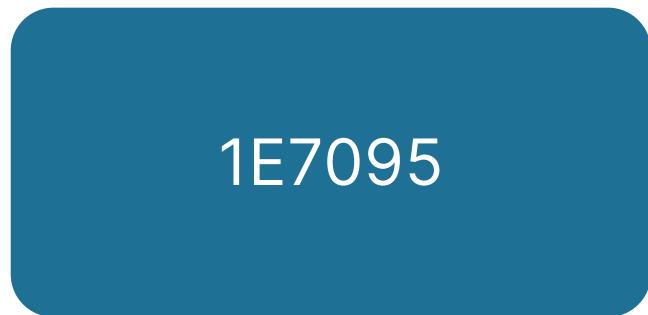
### Back Office web (website)

This website aims to manage Pazel Group internal data.

## Product Specifications

# Design System

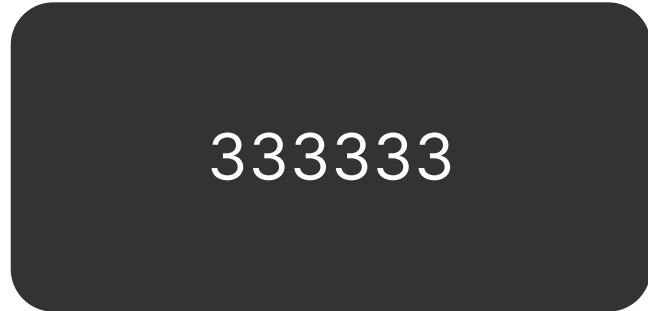
Color



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

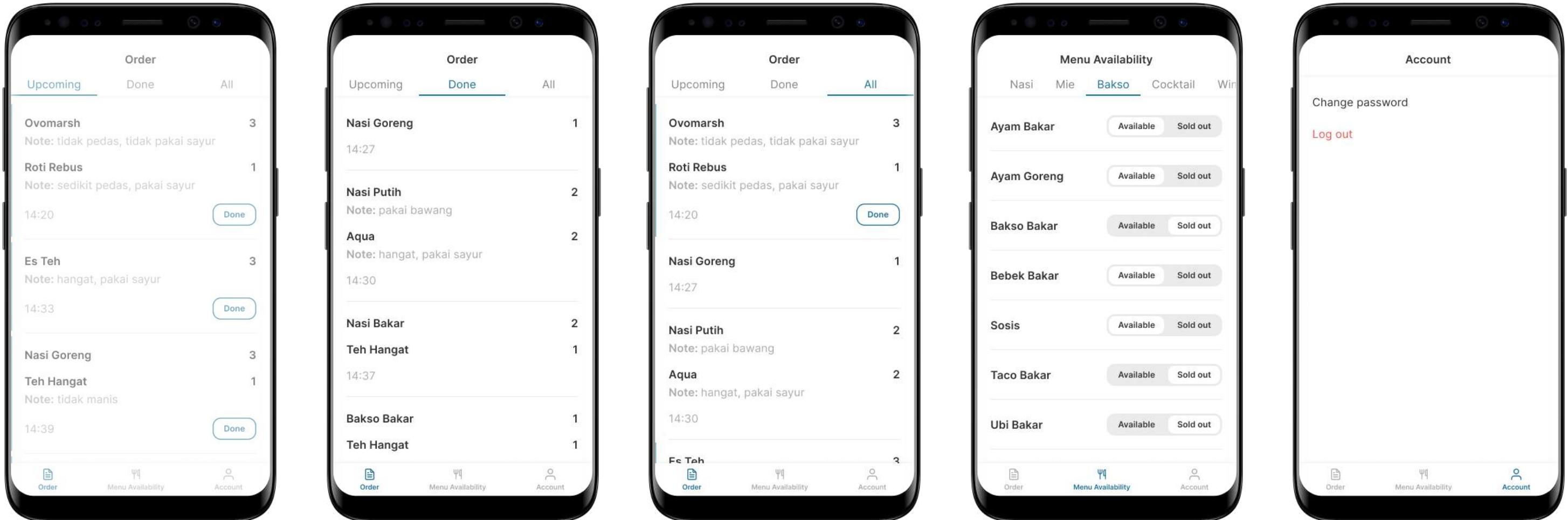
Cashier app (Android - tablet)

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: Bebek Bakar (2 pieces, 24.000), Taco Goreng (1 piece, 8.000), Es Buah (2 pieces, 14.000). A summary shows Sub-total: 55.000, Service (10%): 5.500, and Total: 55.500. A "Charge" button is at the bottom.
- Order Creation:** A modal for "Taco Beef" shows item selection (Ayam Goreng, Bebek Bakar, etc.), quantity (6), note input, and price breakdown (20.000 x 6 = 120.000). A "Charge" button is at the bottom.
- Online Ordering:** Shows a grid of menu items for "Bakers.id" and "Nasi" categories, including AB, AG, BB, BP, S, TB, TG, UB, and UG. An "Order Online" section shows a draft order for Bebek Bakar (2 pieces, 24.000), Taco Goreng (1 piece, 8.000), and Es Buah (2 pieces, 14.000), totaling 55.500. Buttons for "Add to draft" and "Charge" are at the bottom.
- Payment Screen:** A "Charge" modal shows an order for Bakso Bakar (2 pieces, 10.000), Taco Goreng (1 piece, 12.500), and Es Jeruk (3 pieces, 9.000), totaling 41.500. It includes a "Name\*" field (Dana), a "Charge" button, and a "Add to draft" button.
- Net Sales Report:** A table titled "Net Sales" lists 10 transactions from 13/1/2001 to 13/1/2001. Columns include ID, Table, Customer, Date, Time, Order, Payment, and Price. Examples include a transaction for Meli (Table 1) with a total of 94.000 (Payment: Cash).

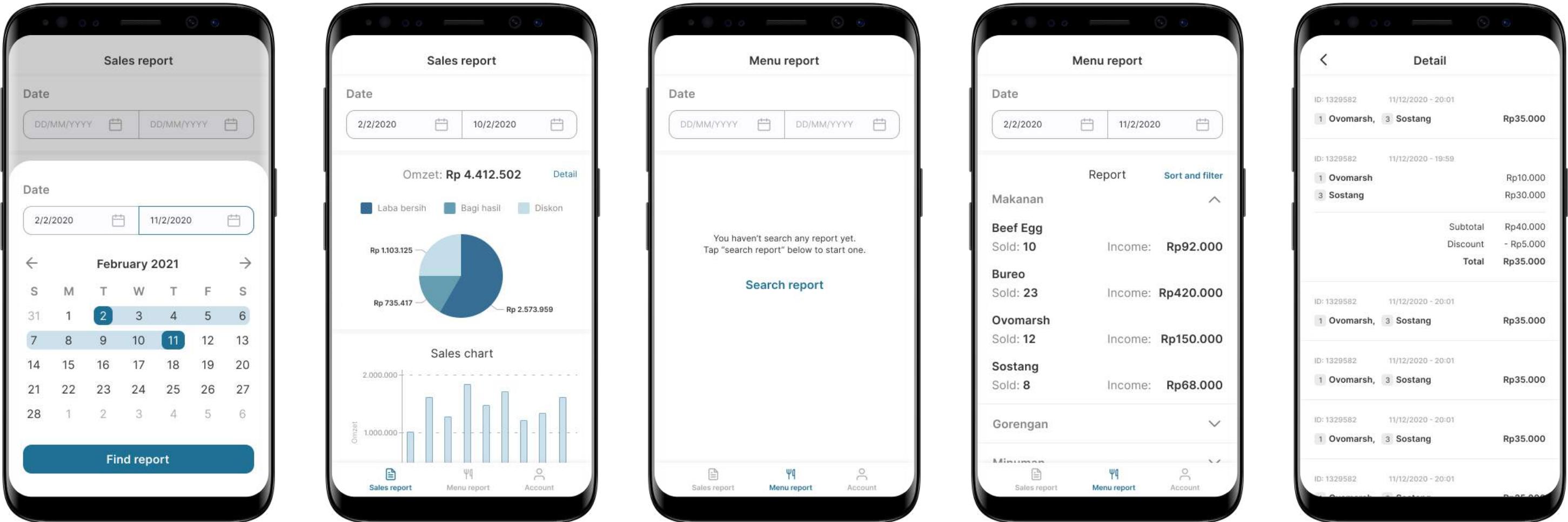
# Final Design

Tenant Manager app (Android - phone)



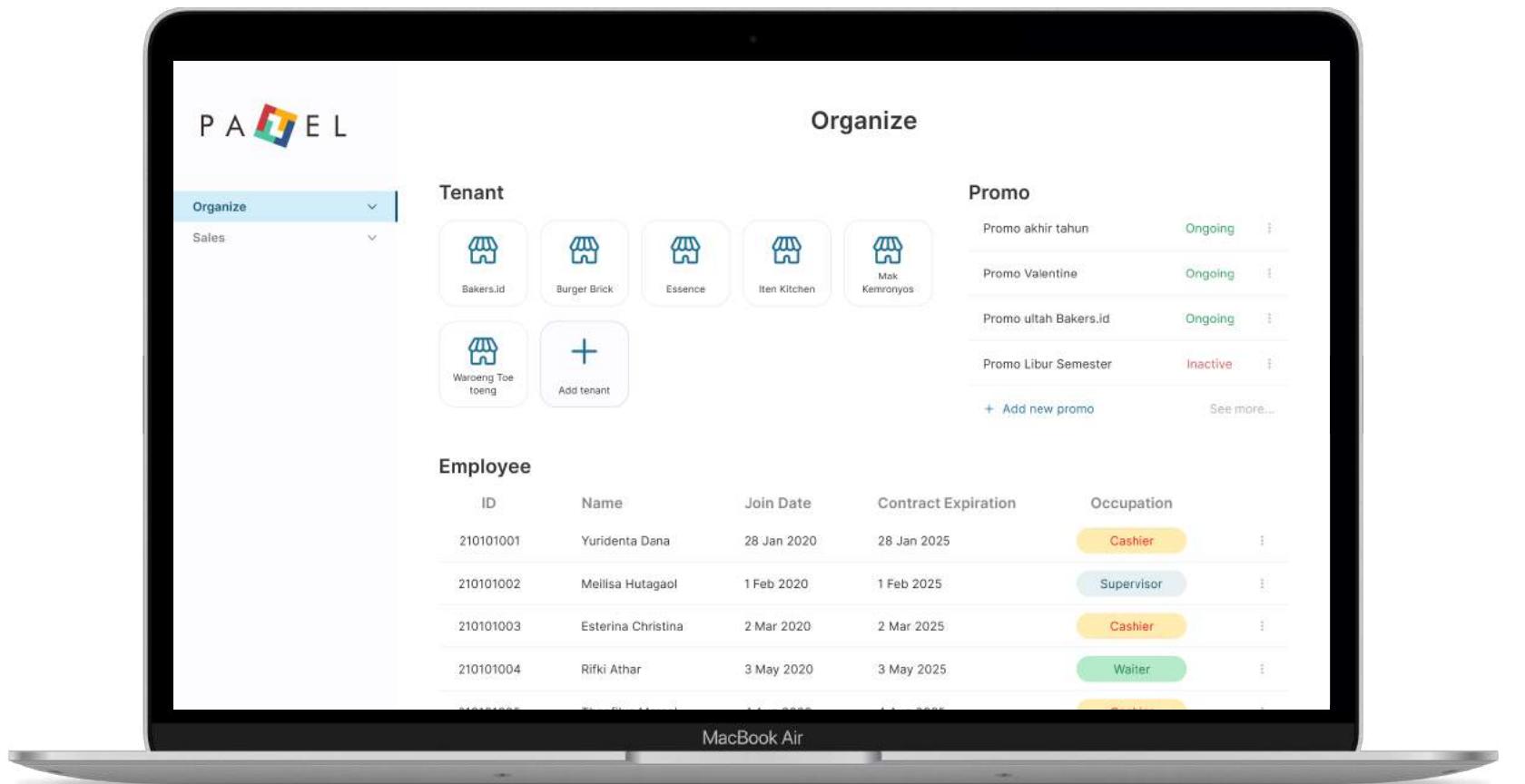
# Final Design

Tenant Owner app (Android - phone)



# Final Design

Back Office web (website)



PAEL						
		Promo	+ Add promo			
Organize	Tenant	Promo	Employee	Table	Sales	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									
Organize		Tenant	Period	Print report	Search	Filter	Revenue Share		
Sales		Tenant report	Date	Net Profit	After Discount	After Service	Tenant	Owner	Owner Service
		Menu report	10 Jun 2020	449,000	449,000	449,000	493,900	368,100	80,820
		Income report	11 Jun 2020	168,000	168,000	168,000	188,800	137,760	30,240
		Profit sharing	12 Jun 2020	1,316,000	728,000	728,000	800,800	1,079,120	238,880
			13 Jun 2020	1,288,000	644,000	644,000	708,400	1,050,160	231,840
			Total	3,221,000	1,989,000	1,989,000	2,187,900	2,641,220	579,780
				-1,233,000	-188,000	-188,000	-188,000	-188,000	-188,000

PAEL							
Table							
Organize		Fl. 1 Indoor	Fl. 2 Indoor	Fl. 2 Outdoor	+ Add table		
Tenant							
Sales		Table 11 0/4 pax	Table 12 0/8 pax	Table 11 0/4 pax	Table 1 0/4 pax	Table 3 0/4 pax	
		Table 11 0/4 pax	Table 12 0/8 pax	Table 11 0/4 pax	Table 5 0/4 pax	Table 7 0/4 pax	
		Table 11 0/4 pax	Table 12 0/8 pax	Table 11 0/4 pax	Table 9 0/4 pax	Table 13 0/4 pax	
		Table 11 0/4 pax	Table 12 0/8 pax	Table 11 0/4 pax	Table 15 0/4 pax	Table 16 0/4 pax	
		Table 11 0/4 pax	Table 12 0/8 pax	Table 11 0/4 pax	Table 8 0/4 pax	Table 10 0/4 pax	
		Table 11 0/4 pax	Table 12 0/8 pax	Table 11 0/4 pax	Table 14 0/4 pax	Table 16 0/4 pax	



# Landing Page Redesign

for Jakpat

**Date:** 2020

**Platform:** web

**Role:** UI/UX Designer Intern

**Tools:** Figma

## Challenge:

There are many features and information that isn't shown properly on Jakpat current landing page.

And also there are a lot of unnecessary elements that don't align with the user's goals. As a result, the majority of customers directly contact the Client Relationship division when creating a new survey.

A screenshot of the Jakpat landing page, displayed on a laptop screen. The page features a dark header with the Jakpat logo and navigation links for Services, Plans &amp; Pricing, Contact Us, and About. The main content area has a light blue background. It features a large headline "Get instant data for your business" followed by a subtext "Get real-time insight from our mobile respondent in Indonesia". Below this are two blue buttons: "Get started" and "Get quotation". At the bottom, there is a horizontal bar with icons and text: a stopwatch icon for "Faster response with real-time result", a price tag icon for "Cheaper price", a hand icon for "Easier process with pre-template", and a circular arrow icon for "More a". To the right of the main content, there is a graphic of a map of Indonesia with several circular icons representing different respondent groups.

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

I conduct research to find out about user needs & project development goals (business goals).

## 2 Scope plane

I determine the functional and content requirements based on the research data in previous stage.

## 3 Structure plane

I created information architecture (documentation about content & information grouping on this project).

## 4 Skeleton plane

I created a wireframe which will give a rough idea of the product interface.

## 5 Surface plane

I 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

A majority of customers do not understand about the procedures for making surveys (especially through our landing page). In addition, some existing customers are used to creating and ordering new surveys via email and WhatsApp.

# Competitive Analysis

## Objective

To explore how competitors (other companies that are also in the business consulting industry) approach their potential clients through landing pages

## Results

Most of landing pages from survey and business consulting service providers provide a seamless onboarding experience. They gave clear navigation to the available features, provide clear information and context (at above the fold) and attach 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

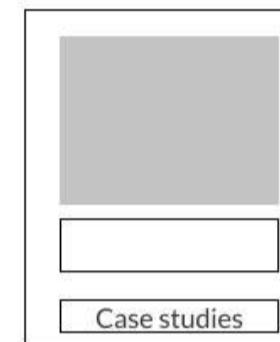
Get real time insight from our mobile respondent in Indonesia

[Get started](#)

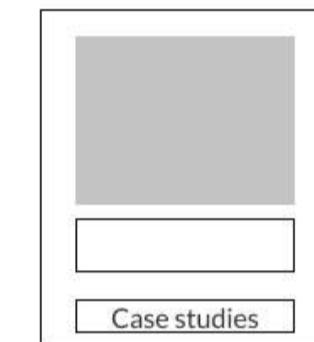
[Get quotation](#)



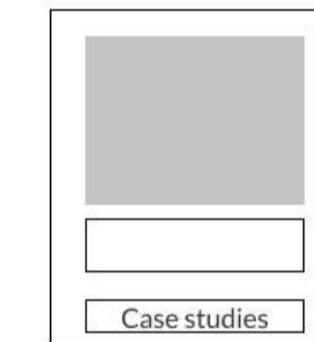
### One survey platform for different needs



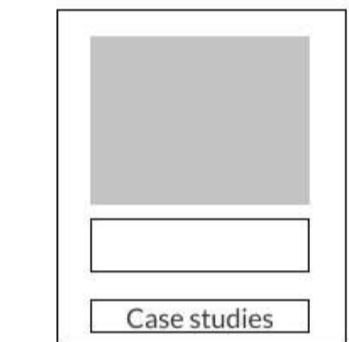
Case studies



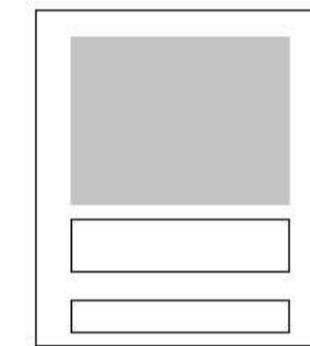
Case studies



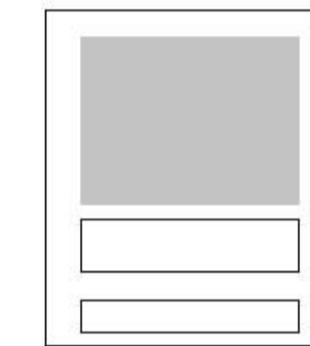
Case studies



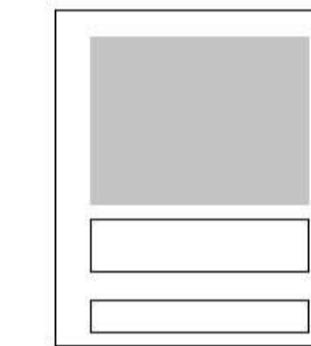
Case studies



Case studies



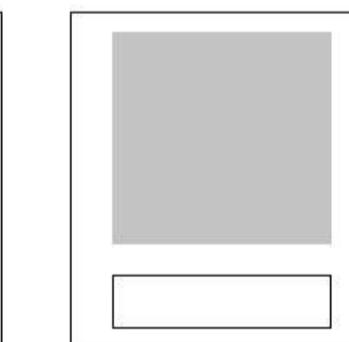
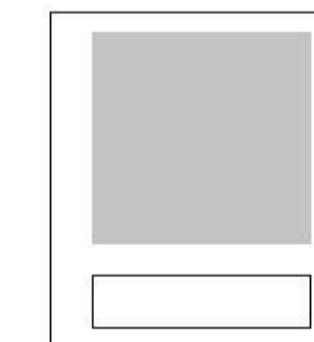
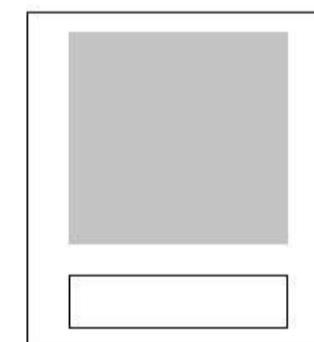
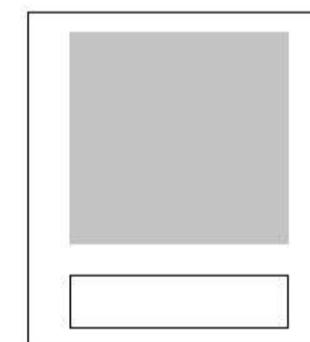
Case studies



Case studies

### Why Jakpat?

Things that differentiate Jakpat from other survey services



### Trusted by over 400 of Indonesia's leading companies



[Create your first survey](#)

or [get quotation](#) to calculate price

#### Services

- Products
- Tutorials
- Free trial
- Free report

#### Plans & Pricing

- Plans
- Pricing estimation
- For student

#### About

- About us
- FAQs
- Our respondents

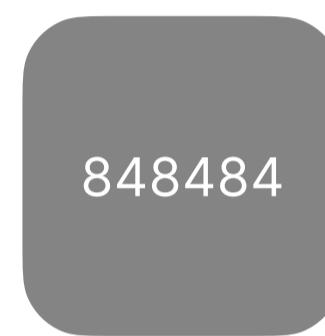
#### Contact Us

- Jl. Puri Gejayan Indah A12A  
Condongcatur, Depok, Sleman, DI Yogyakarta, 55281
- +62 274 5015 293
- Klien: [partner@jakakpendapat.net](mailto:partner@jakakpendapat.net)
- Responden: [support@jakakpendapat.net](mailto:support@jakakpendapat.net)



# Final Design

## Color



## Typography

Aa

Lato

## Get instant data for your business

Get real-time insight from our mobile respondent in Indonesia

[Get started](#)

[Get quotation](#)

- Faster response with real-time result
- Cheaper price
- Easier process with pre-template
- More accurate result with valid respondents

### One survey platform for your business

#### Brand tracking

Get consumer insight about your brand health and performance biweekly/monthly.

[Download study case](#)

#### Market survey

Optimize your market before launch any product. Get feedback based on your consumer.

[Download study case](#)

#### Ad test and survey

Find your winning concept for your marketing campaign. Validate your ads and the others.

[Download study case](#)

#### Product test

Get consumer feedback for new ideas on your products, services, or features.

[Download study case](#)

### Trusted by over 400 of Indonesia's leading companies

**SHARP**

"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

[Create your first survey](#)

or [get quotation](#) to calculate price

#### Services

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- Free report

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

#### Connect with Us



# Thank you!

Looking forward to collaborate with you

[bit.ly/CV\\_Albertus](https://bit.ly/CV_Albertus)

[pradanaalbertus@gmail.com](mailto:pradanaalbertus@gmail.com)

[linkedin.com/in/albertuspradana](https://linkedin.com/in/albertuspradana)