# 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 is currently seeking opportunities to improve my skills for continuous improvement.

For any inquiries, please contact pradanaalbertus@gmail.com.

# Curicullum 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

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

Jan - Mar 2020 Front End Developer Intern at Synapsis.id
- Develop Logistics Tracking Information System
- Maintain Synapsis.id website

# Contents


Foodie

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

Pazel Group

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

Jakpat

Redesign to organize the design of Jakpat landing page

# Foodie

for Mini Project - Synrgy Academy Batch 3

**Date:** 2021

**Platform:** web

**Role:** UI/UX Designer

**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 beginning of the work on the product, all groups were asked to determine the focus of their respective products.

We decided that our product will focus on:

**Facilitating *WFH moms** in providing healthy food for their families.**

*WFH moms: mothers who work from home during this pandemic

# 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 | Facilitate ordering in large quantities or in the form of pre-order | Clear information about the form of the menu package that users will receive |
| | Their menu is designed with a diet program | Provide catering for companies | 'most popular menu of the week' section in landing page |
| | Refund (if the diet program doesn't work) | | |
| **How to Order** | Website | Mobile app | Website |
| **Strengths** | Emphasize that the provided menu is healthy | Clear order flow | Photos for provided menu are straight and presentable |
| | Detailed information on menu & its price | Appealing information about testimonials and benefits on the landing page | Provides flexibility to order |
| **Weaknesses** | Unclear Call-to-Action | Can't place an order on the website platform | Can't make a subscription order |
| | Landing page is too focused on advertising | | |

# User Interview

Interviews were conducted via WhatsApp phone calls. Each interview runs for ± 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

# User Persona

## Dewi

### Demographics

**Age : 43**
**Work : Karyawan**
**Status : Menikah**
**Location : Jakarta**
**Character : Sibuk**

### Personality

Introvert — Extrovert

Thinking — Feeling

Sensing — Intuition

Judging — Preceiving

### 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

Fera

Achievement

Social

### Brand & Influencers

GO FOOD

GrabFood

### Preferred Channels

Online & Social media

Referral

# Brainstorming & Clustering

## Cluster 1 - Promo

- Notifikasi promo
- Promo subscribe (makin lama makin murah)
- Ajak teman dapat discount
- Notifikasi promo (bukan di message)

## Cluster 2 - Menu

- Custom makanan
- Request resep
- pilih makanan sesuai tujuan (goals)
- opsi penyajian (mentah/masak)
- Favoritkan makanan kesukaan
- Menu anak (fleksibel)
- Opsi penggantian untuk makanan yg sekiranya 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 perminggu, 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 - Fitur

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

## Cluster 10 - Informasi

- 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

Landing page
Menu
Instan
Berlangganan (default)
Set jadwal 'makanan datang'
Set lokasi
Search & filter menu:
• merchant
• price
• location
• kategori(?)
• ketahanan makanan
Keranjang
Menu makanan:
• nama
• harga
• tennant
Konfirmasi pesanan
Set lokasi (+ catatan)
Daftar pesanan
• Tampilkan pesanan per tanggal
• Nama & foto menu
• Total harga per menu (apabila pemesanan per menu berjumlah lebih dari 1)
Edit pesanan
• Set waktu pengantaran (default: saat ini)
• Set kuantitas pesanan
• Tambah catatan
• Hapus pesanan
Total harga
Tambah kode promo
Bayar pesanan
Beranda
Konfirmasi pesanan
Set lokasi (+ catatan)
Daftar pesanan
• Tampilkan pesanan per tanggal
• Nama & foto menu
• Total harga per menu (apabila pemesanan per menu berjumlah lebih dari 1)
Edit pesanan
• Set waktu pengantaran (default: 10-11)
• Set kuantitas pesanan
• Tambah catatan
• Hapus pesanan
Total harga
Tambah kode promo
Bayar pesanan
Detail menu (modal)
Detail makanan:
• nama
• foto
• harga
• kategori
• bahan makanan
• ketahanan makanan
• informasi gizi singkat
• review
Pesan & tambah catatan (opsional)
Pilih hari & pengulangan (berdasarkan jadwal berlangganan yang sudah ditentuin)
Profil tenant (modal)
Profil tenant:
• nama
• logo
• foto
• lokasi
• rating
• rentang harga

# Low-fidelity

# Prototype

Click **here** to see the designs that have been implemented

# Usability Testing

*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

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.

# 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

The value for our catering products is the concept of ordering by subscription. Our goal is to simplify and clarify the subscription order flow.

There are 2 main motivations of users in using our products: start subscribing to our caterer and place instant order. Therefore menu flow is divided into 2 major parts: instant and subscription menu ordering.

# 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

## 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

## Before

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

# **Iteration -** Order Confirmation (cont.)

## 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

## Challenge

Limited time to carry out the research process until iteration (only 2 weeks)

Bridging our user needs and developers

Even though catering saves time, users feel that the accumulated catering costs are more expensive

## What we learn

Doing iteration process is important, especially after getting feedback from our user

Besides user insights, developers feedback is also crucial in this design process

We are not users, we should validate our ideas and design to our target users

# Pazel Cloud

for Pazel Group

**Date:** 2021

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

**Role:** UI/UX Designer Freelance

**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)

# Product Specifications

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.

# 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)

# Landing Page Redesign

for Jakpat

**Date:** 2020

**Platform:** web

**Role:** UI/UX Designer Intern

**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.

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 is 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

# Final Design

## Color

| | |
|---|---|
| 0066CC | FDFDFD |
| 333333 | 848484 |

## Typography

Aa

Lato

# Thank you!

Looking forward to collaborate with you

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