

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
imuni |
| Sep - Dec 2021 | UI Designer Intern
BuildWith Angga |
| Jan - Apr 2021 | UI/UX Designer Freelance
Pazel Group |
| Jul - Oct 2020 | UI/UX Designer Intern
Jakpat |
| Mar - Apr 2020 | Front-End Dev Intern
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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 various features of the imuni mobile app:

- Vaccination Scheduling:** Shows a vaccination schedule for "Adhitama Ananda Putra" (Anak, 6 bulan 12 hari). 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).
- Patient Record:** Displays a summary for "Hai, Anindya" with sections for "Konsultasi vaksinasi" and "Pantau kesehatan". It includes a promotional banner for "SEMUA VAKSIN DISKON 25.000".
- Home Screen:** Shows a dashboard for "Bayu Pratama Ananda" (Dewasa, 29 tahun 10 bulan 26 hari) with sections for "Kelengkapan vaksinasi", "Jadwal vaksin prioritas", "Info vaksinasi dewasa", "Body Mass Index (BMI)", and "Pertumbuhan".
- Growth Monitoring:** Shows a growth chart for "Adhitama Ananda Putra" (Anak, 6 bulan 12 hari) with data for weight (8.5 kg), height (68 cm), and head circumference (42 cm), along with a doctor illustration.



imuni

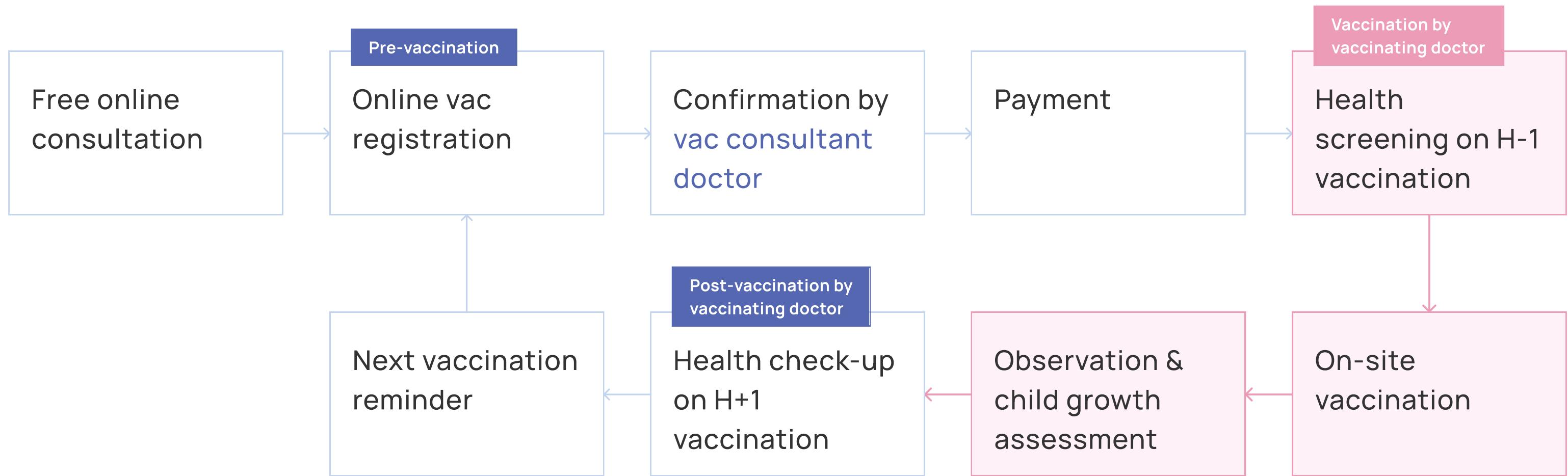
imuni is Indonesia's leading provider of home-service vaccination services.

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

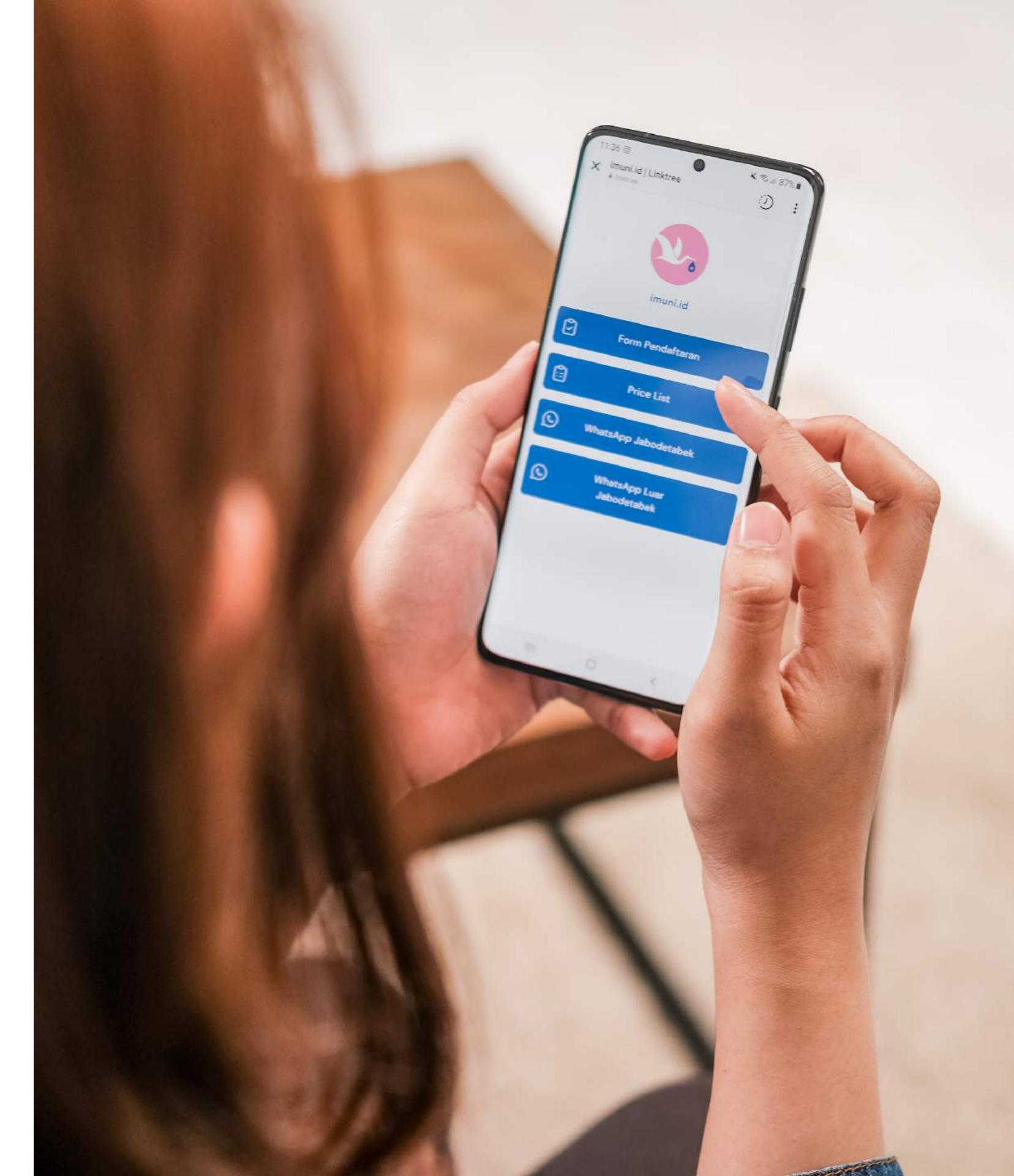
Complicated user journeys, especially for registration, doctor appointments & payment.

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 service blueprint to visualizing user engagement & their journey, highlighting potential areas of improvement.



Internal research

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



External research

Validating our assumptions & assessing competitors approach to plan our development priorities.

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.

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?"

Struggling with scheduling, they seek **clearer appointment details**.

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 smoother, efficient vaccination registration for **easy data access**.

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."

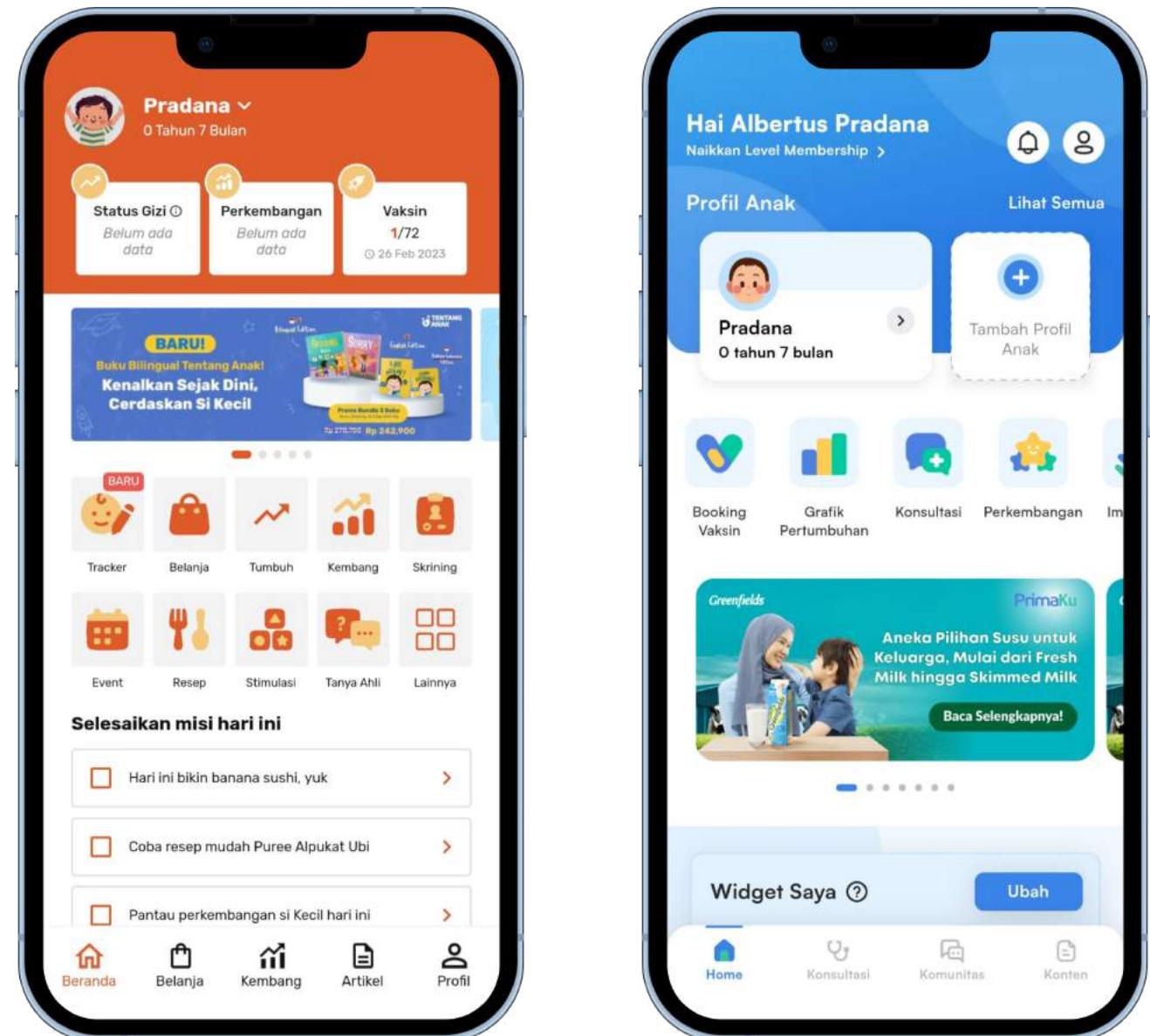
Preferring simplicity, they want **a single channel to contact all imuni representatives**.

What about our indirect competitors?

Tentang Anak prioritizes pregnancy, child growth, doctor Q&A, and health articles as a parenting guide.

Core services:

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



PrimaKu, designed for parents with infants, serves as a digital child book with 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



Vac records for
patients



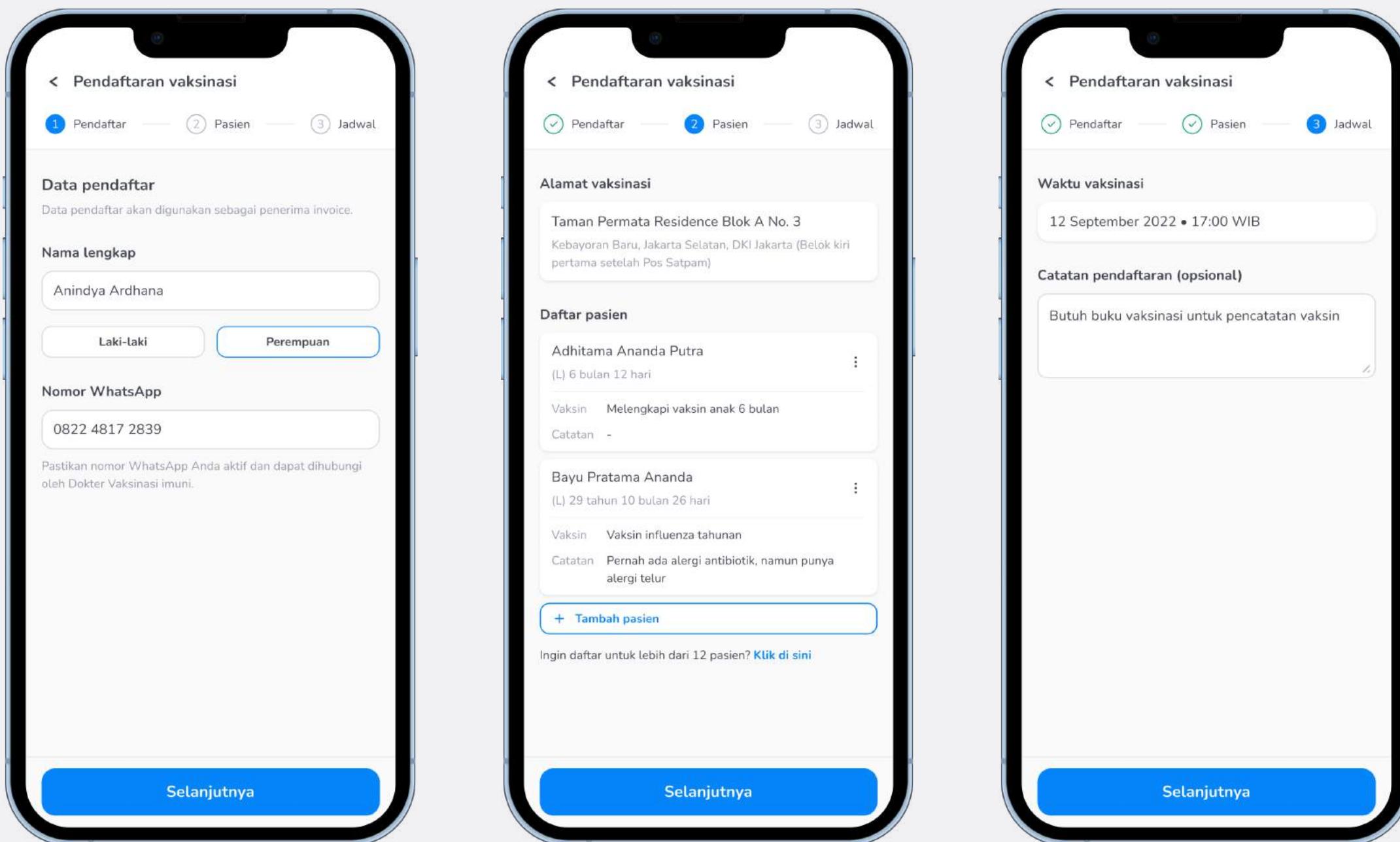
Streamlined next
vac reminders

Problem solving

Problem 1: Vaccination registration & scheduling

Vac registration on Google Forms is slow & prone to errors, resulting in inaccurate data & negative user experience.

Solution: The app streamlines vaccination registration by storing users' past data in simplified forms and automating form-filling for added convenience.

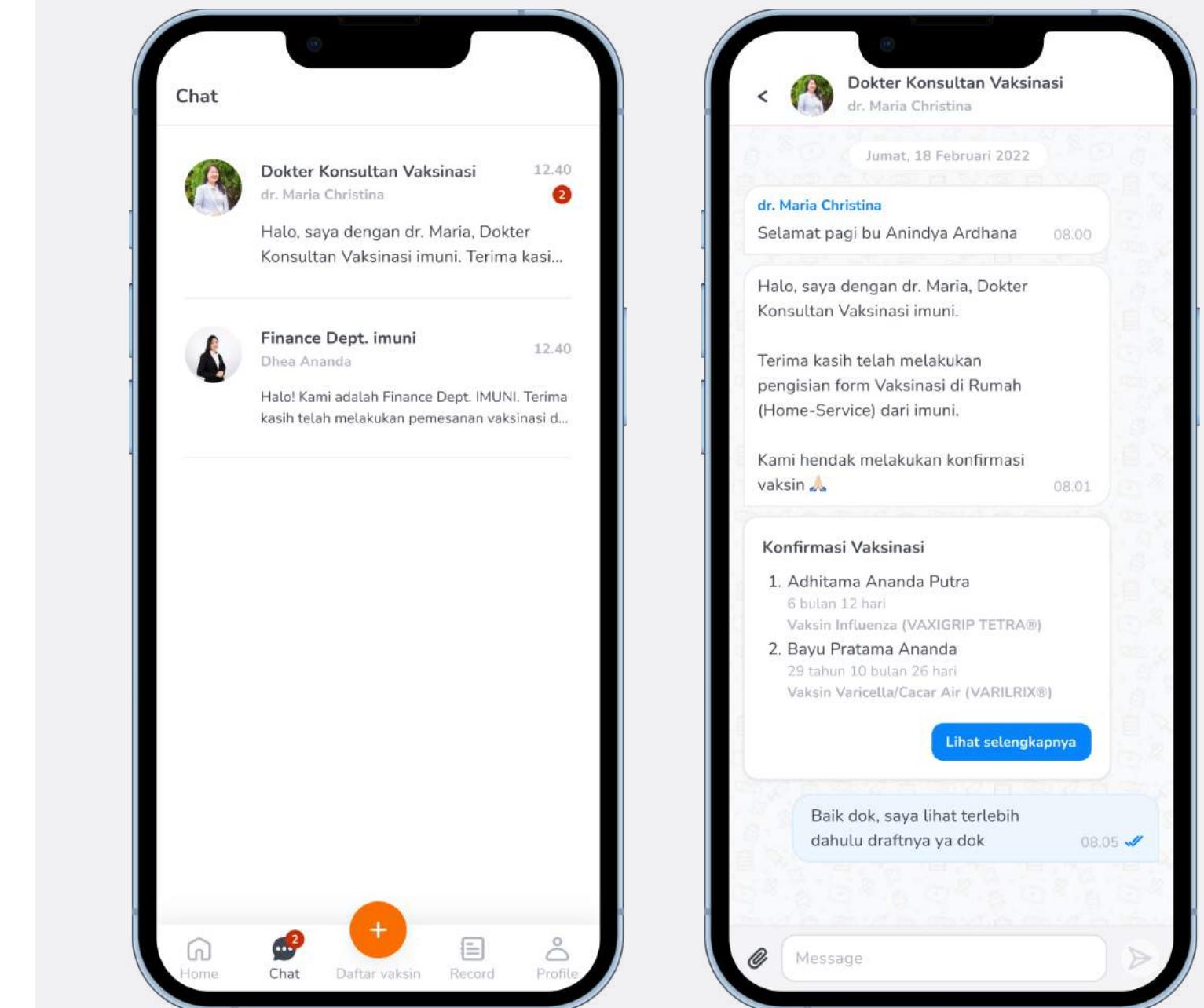


Problem solving

Problem 2: Improved communication with doctors & finance team

At imuni, users engage with 3 reps (each with their own contact), causing overwhelm for users.

Solution: By centralizing communication, the in-app chat ensures a streamlined chat experience with imuni reps during vaccination process.

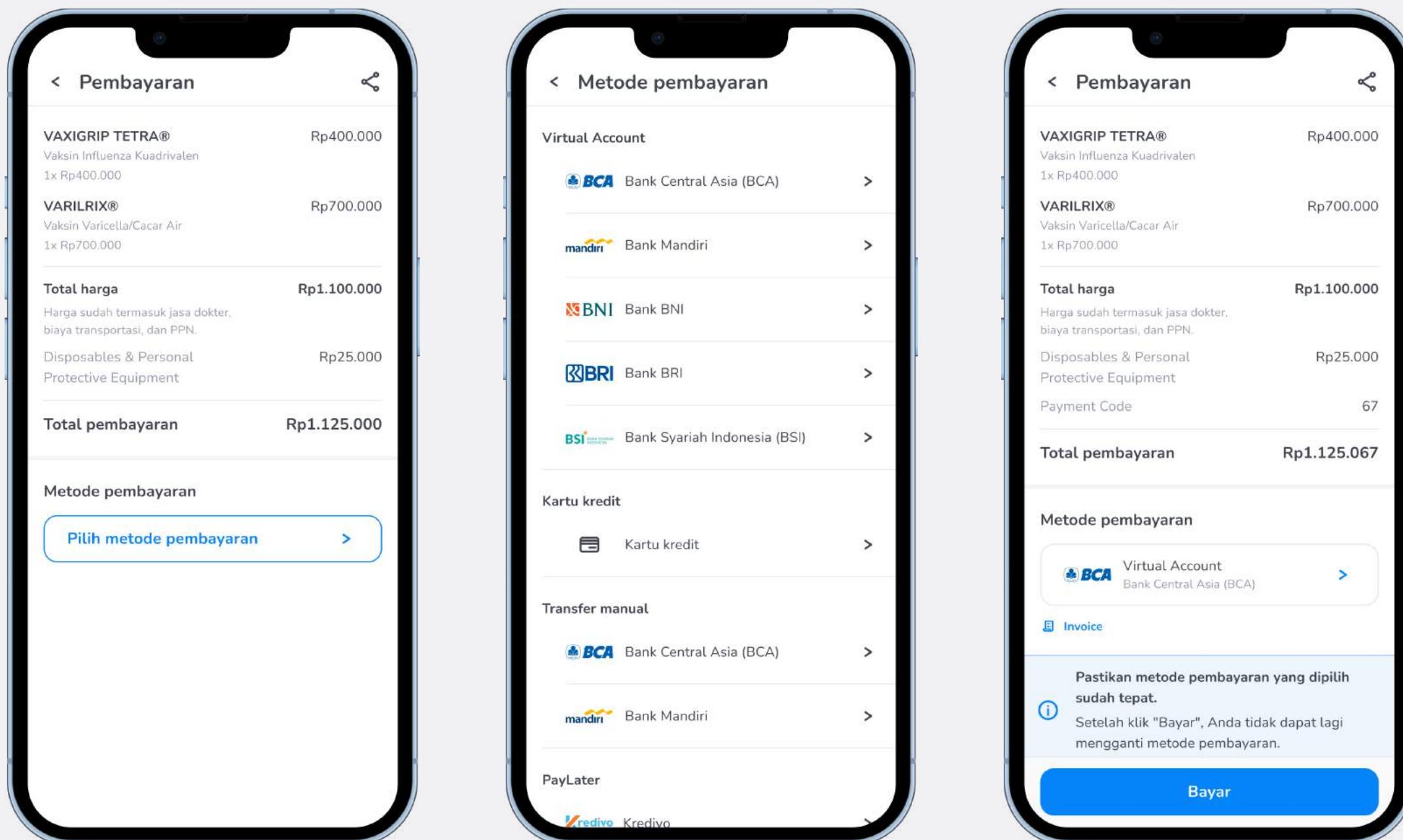


Problem solving

Problem 3: More flexible payments

Due to payments being handled manually, users must initiate a bank transfer to proceed with their vaccination progress.

Solution: The app enables collaboration with a payment gateway provider, offering diverse payment options like virtual accounts/VA, credit cards/CC, and paylater.

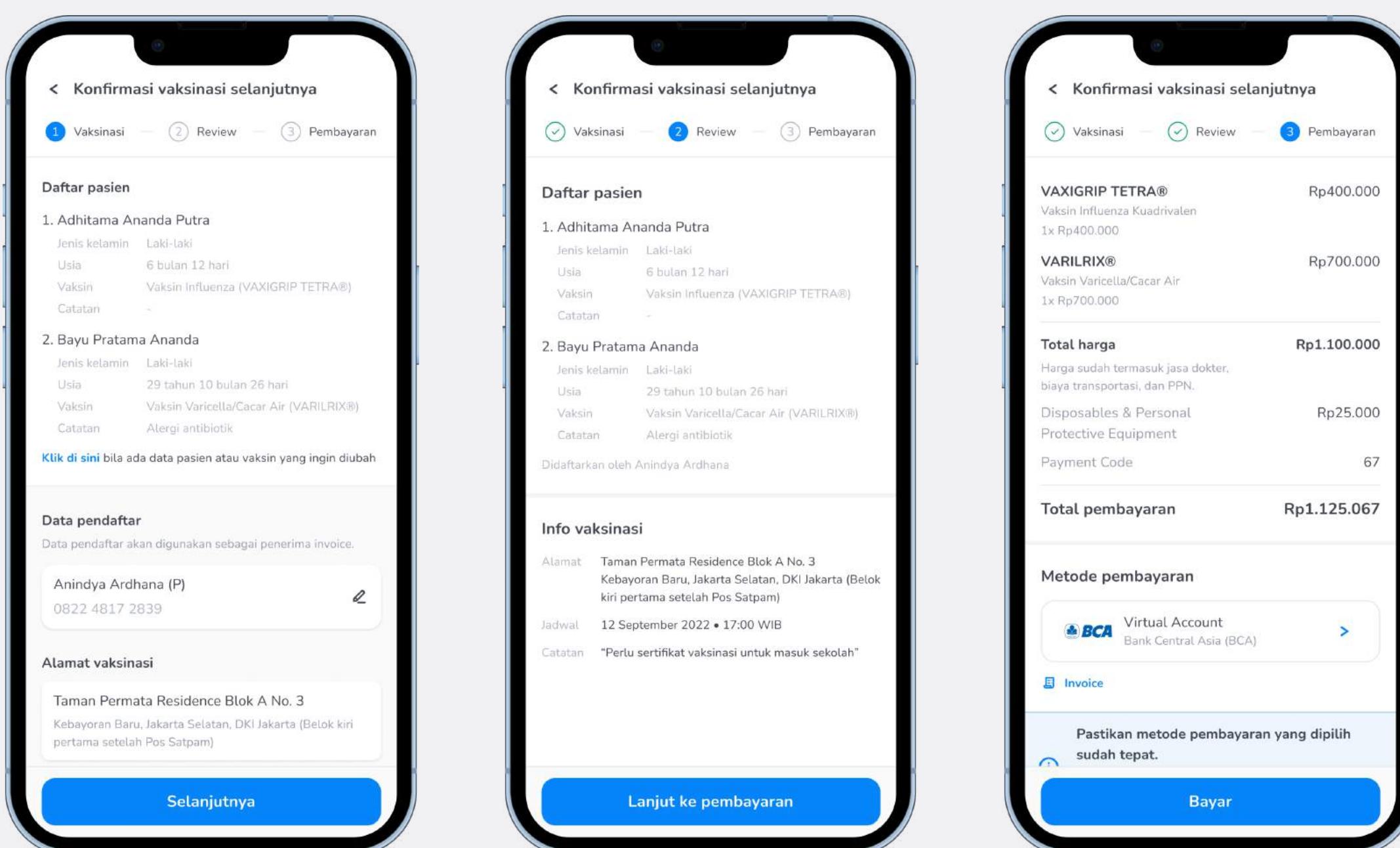


Problem solving

Problem 4: Streamlined next vaccination reminders for easier registration

Previously, we reminded users a week before their next vaccination, requiring manual re-registration for each patient, which was labor-intensive.

Solution: The dedicated app feature, next vaccination reminders, enables users to input details, review, and directly proceed with payments.

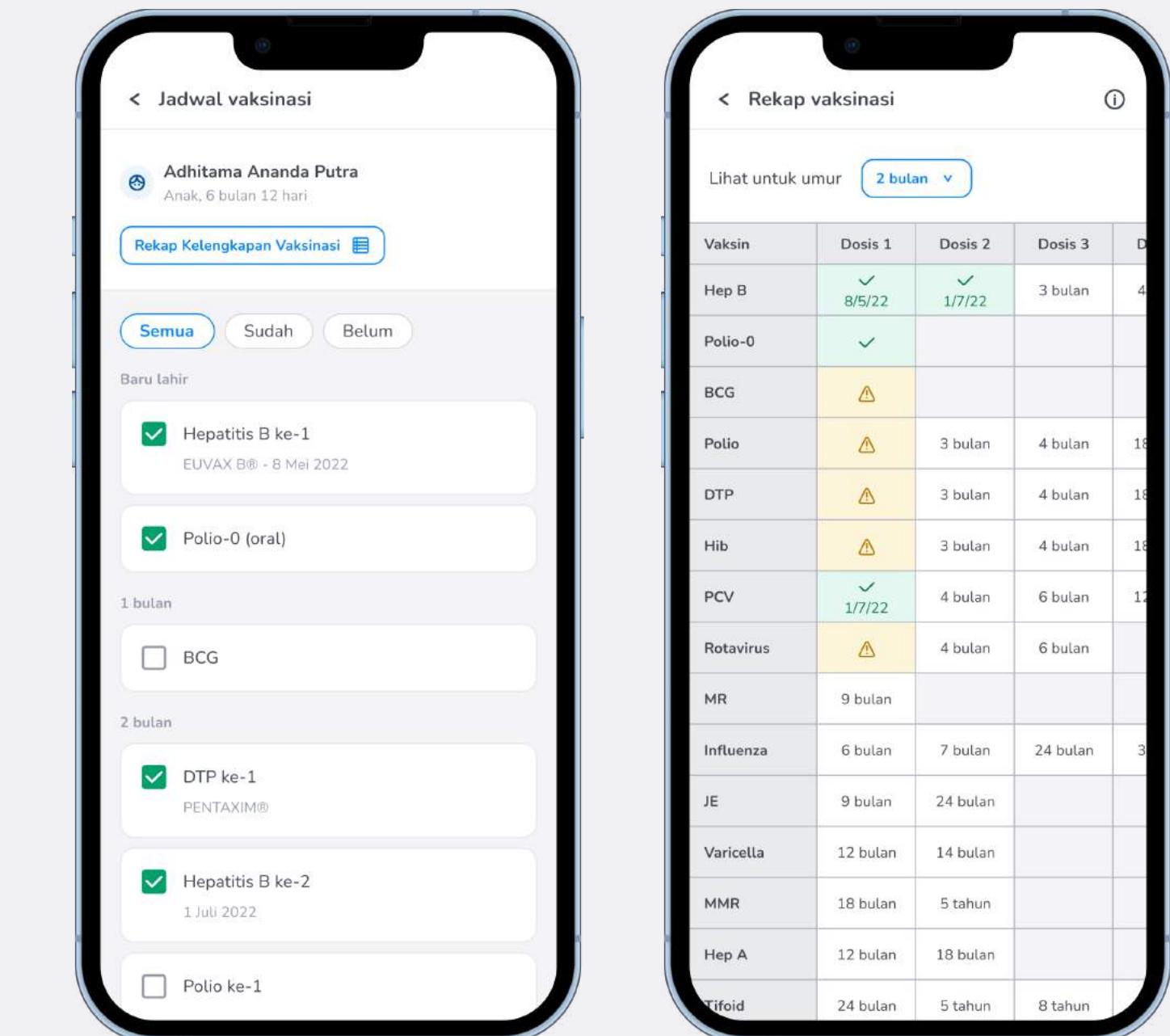


Problem solving

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.

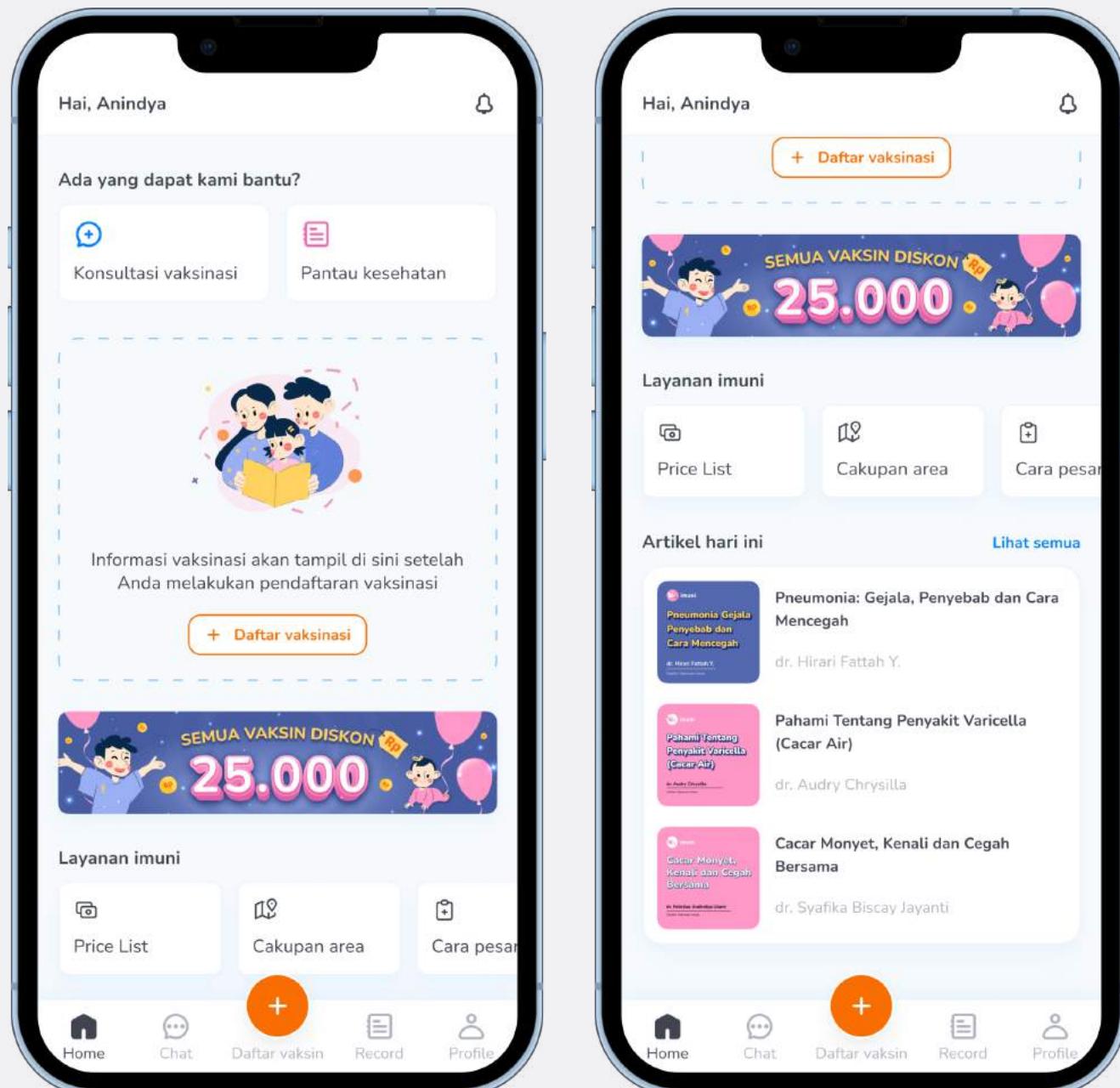
Solution: Through the app, users can access their vaccination history worry-free, as it's securely stored digitally on our server.



Others highlights

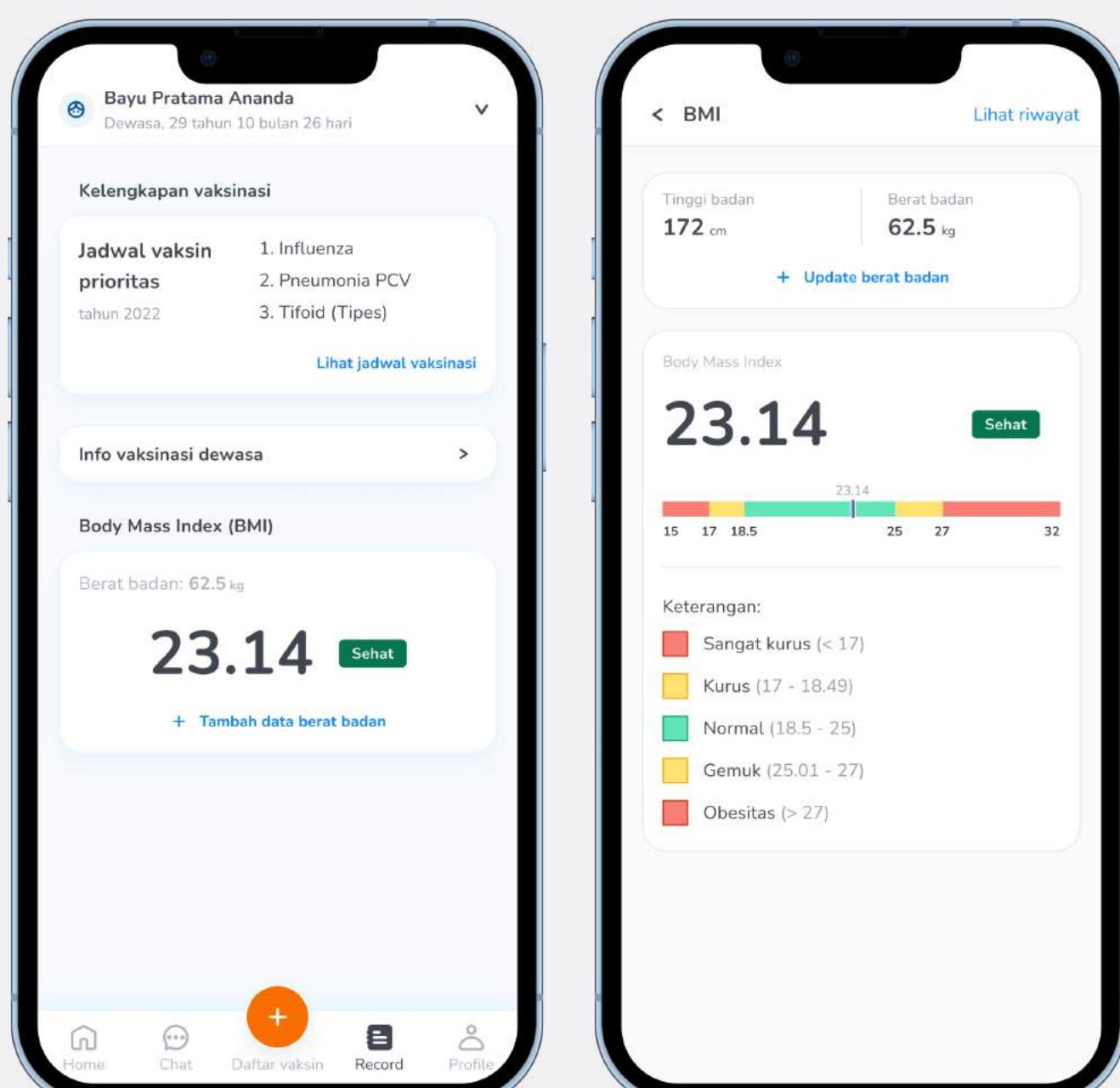
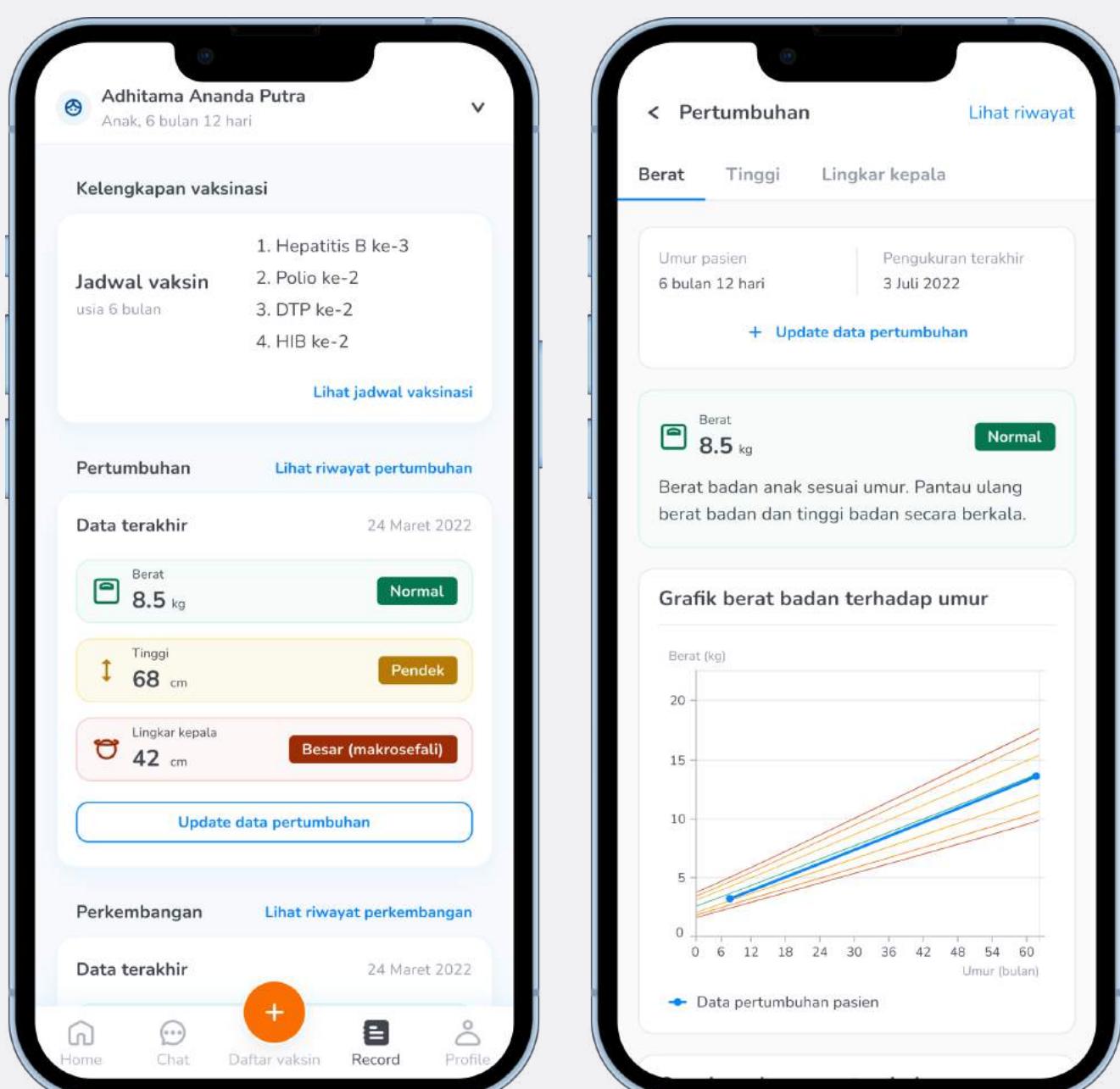
Homepage

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

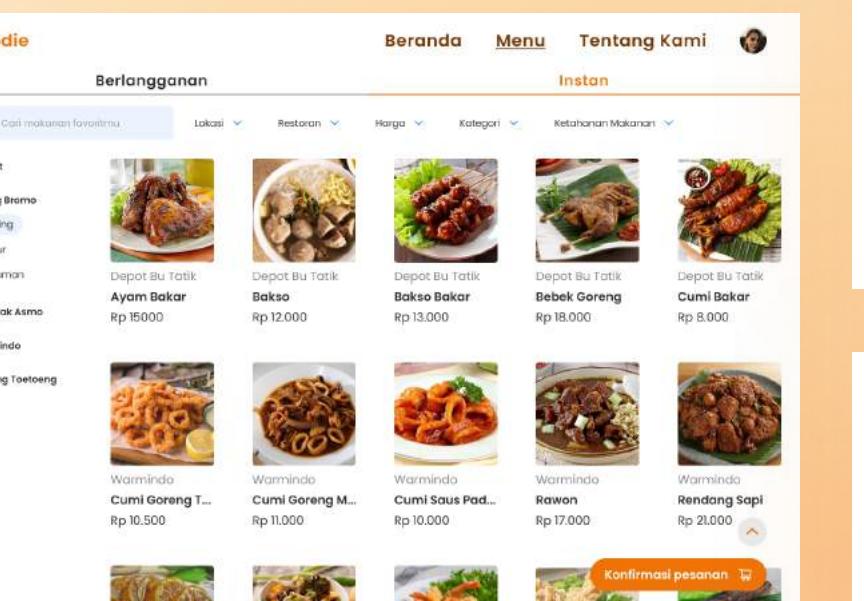
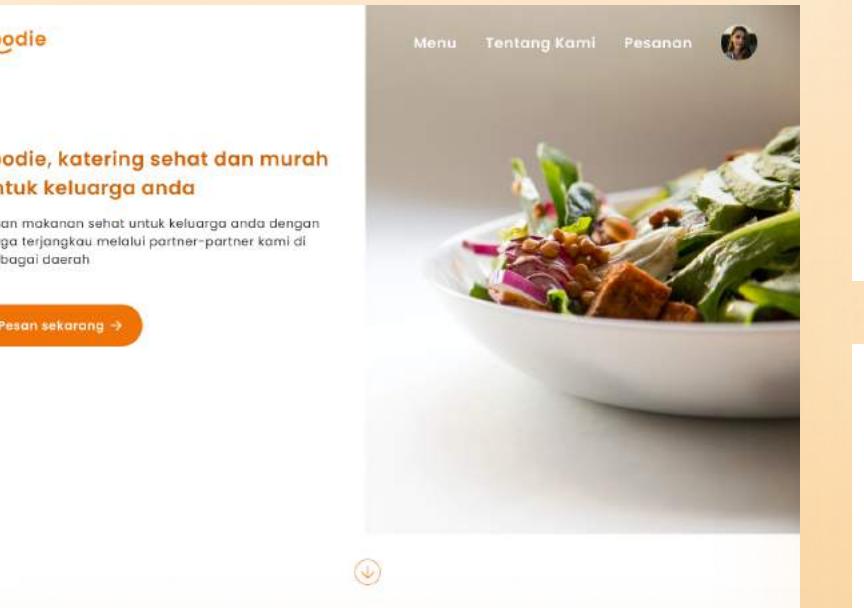
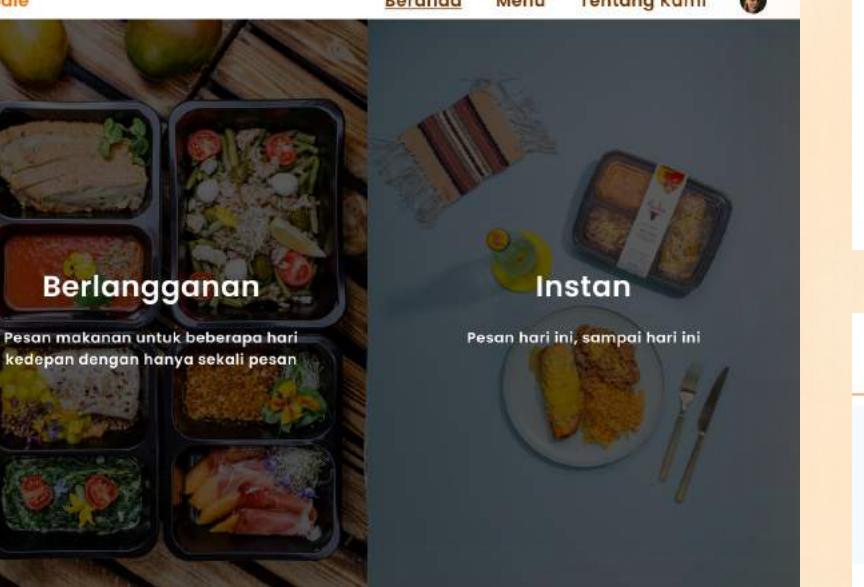
2021 - Website

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

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



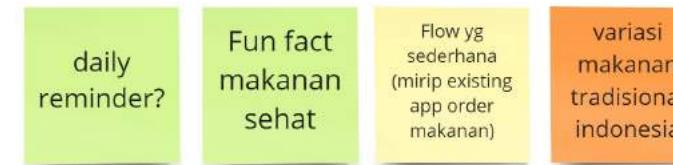
Cluster 7 - Customer Care



Cluster 8 - Payment



Cluster 9 - Feature



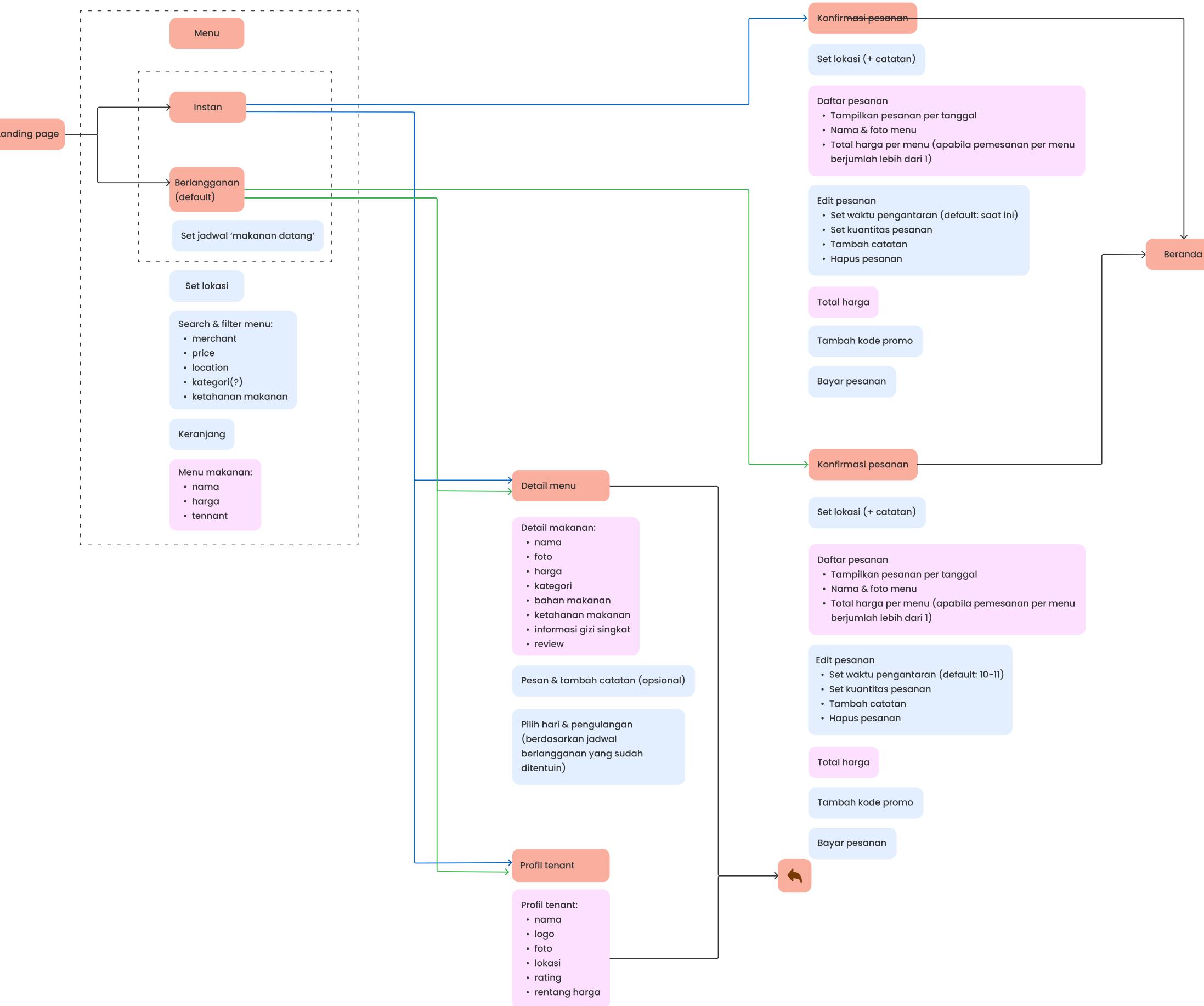
Cluster 10 - Menu's Information



Action Priority Matrix



User Flow



Low-fidelity

sanan

Konfirmasi pesanan

Landing page

Status Berlangganan

Home Menu About Us

Status Transaksi

Batal Berlangganan

Menu

About us

Tentang Kami

Lorem Ipsum is simply

lorem ipsum is simply dummy text of the printing and typesetting industry. lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. it has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

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Profile

Menu description

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.

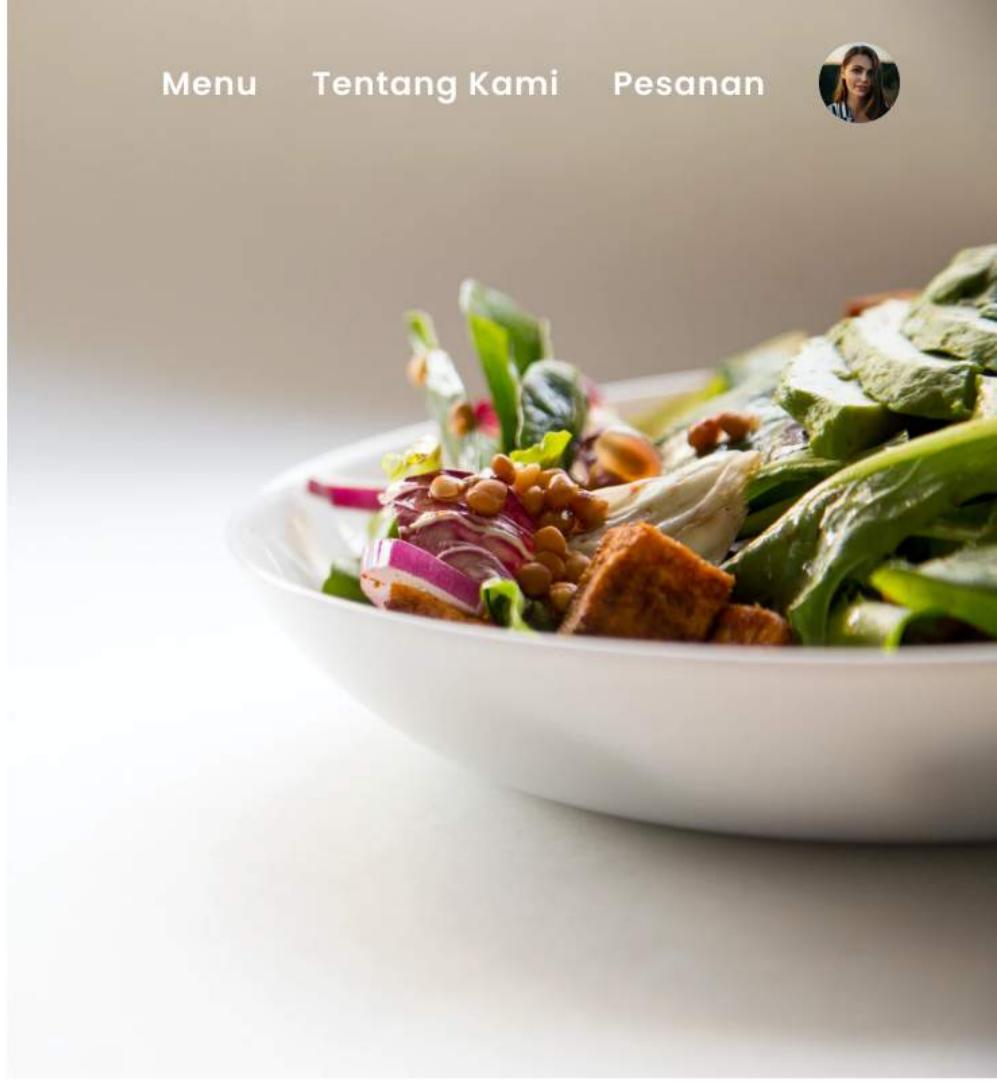
Key Points Landing Page

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

Menu Tentang Kami Pesanan



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 Caesar Salad Rp 22.000	 Nutribox Bento Fried Chick... Rp 10.500	 Nutribox Protein Box Rp 16.000	 Nutribox Katsu Rice Rp 17.000
Pesanan	Pesanan	Pesanan	Pesanan

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!

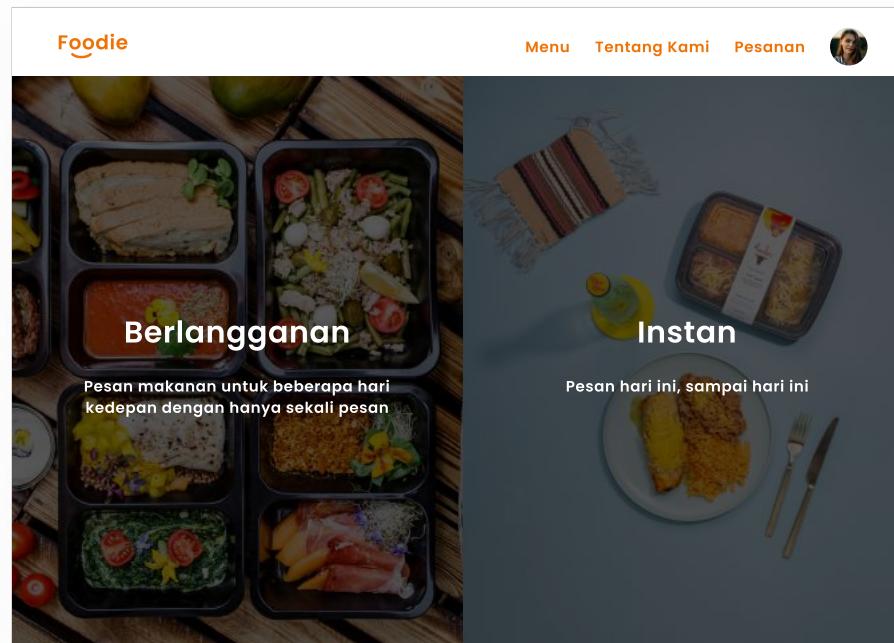
Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyehel kalo beli disini.



Mirza Putri, 53 th

[Pesanan sekarang →](#)

Key Points - Menu



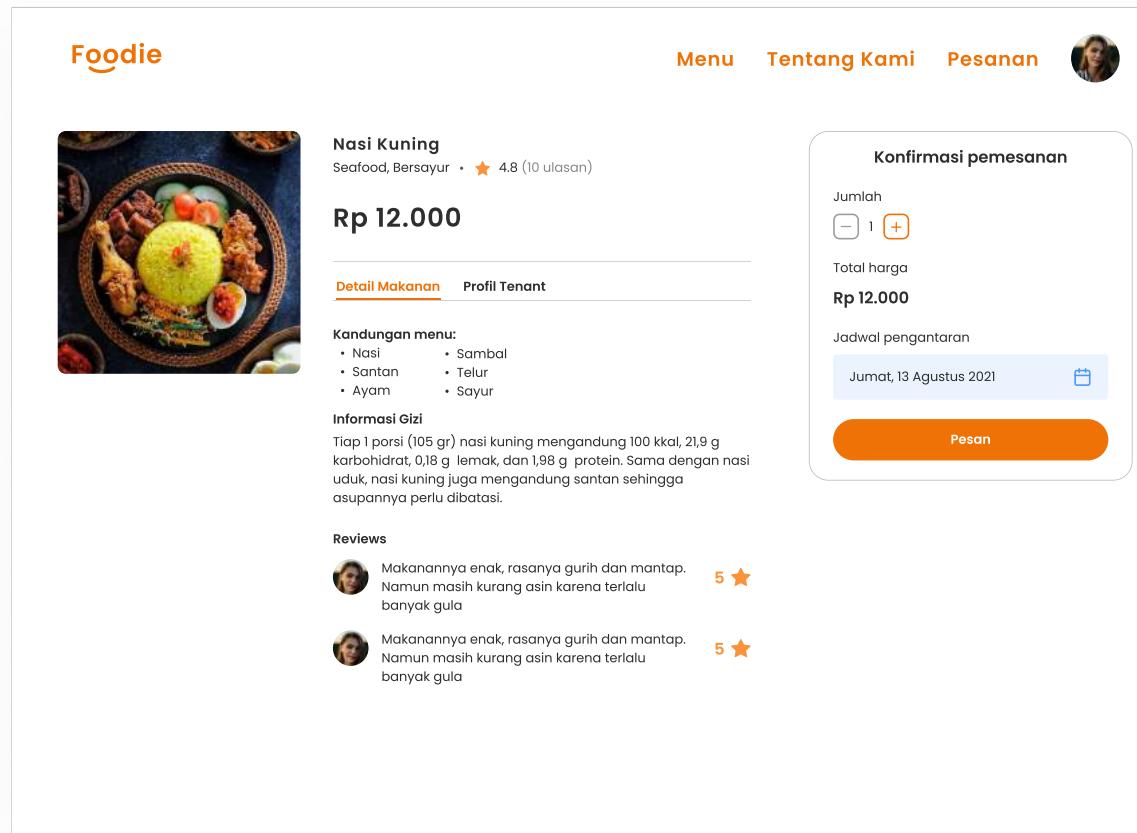
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

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 kkal, 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 shows 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, there's a section for a specific dish: 'Nasi Kuning' (Seafood, Bersayur) with a rating of 4.8 (10 ulasan) and a price of Rp 12.000. There are tabs for 'Detail Makanan' and 'Profil Tenant'. The 'Profil Tenant' tab is selected, 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 food. At the bottom, there are two reviews: one 5-star review from a user named 'Tempatnya bersih dan nyaman, tidak ragu kalaung makan disini' and another 4-star review from a user named 'Untuk catering tempatnya bagus dan terpercaya. Rekomended!'. To the right of the main content, there's a sidebar titled 'Jadwal pengantaran' (Delivery schedule) which lists delivery times: 7:00 - 9:00, 8:00 - 9:00, 9:00 - 11:00, and 10:00 - 12:00. A dropdown menu shows 'Siang (9:00 - 11:00)'.

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: -, Price: Rp 12.000)
 - Bakso Goreng:** Rp 16.000 (Quantity: 2, Add: +, Remove: -, Price: Rp 32.000, 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:**

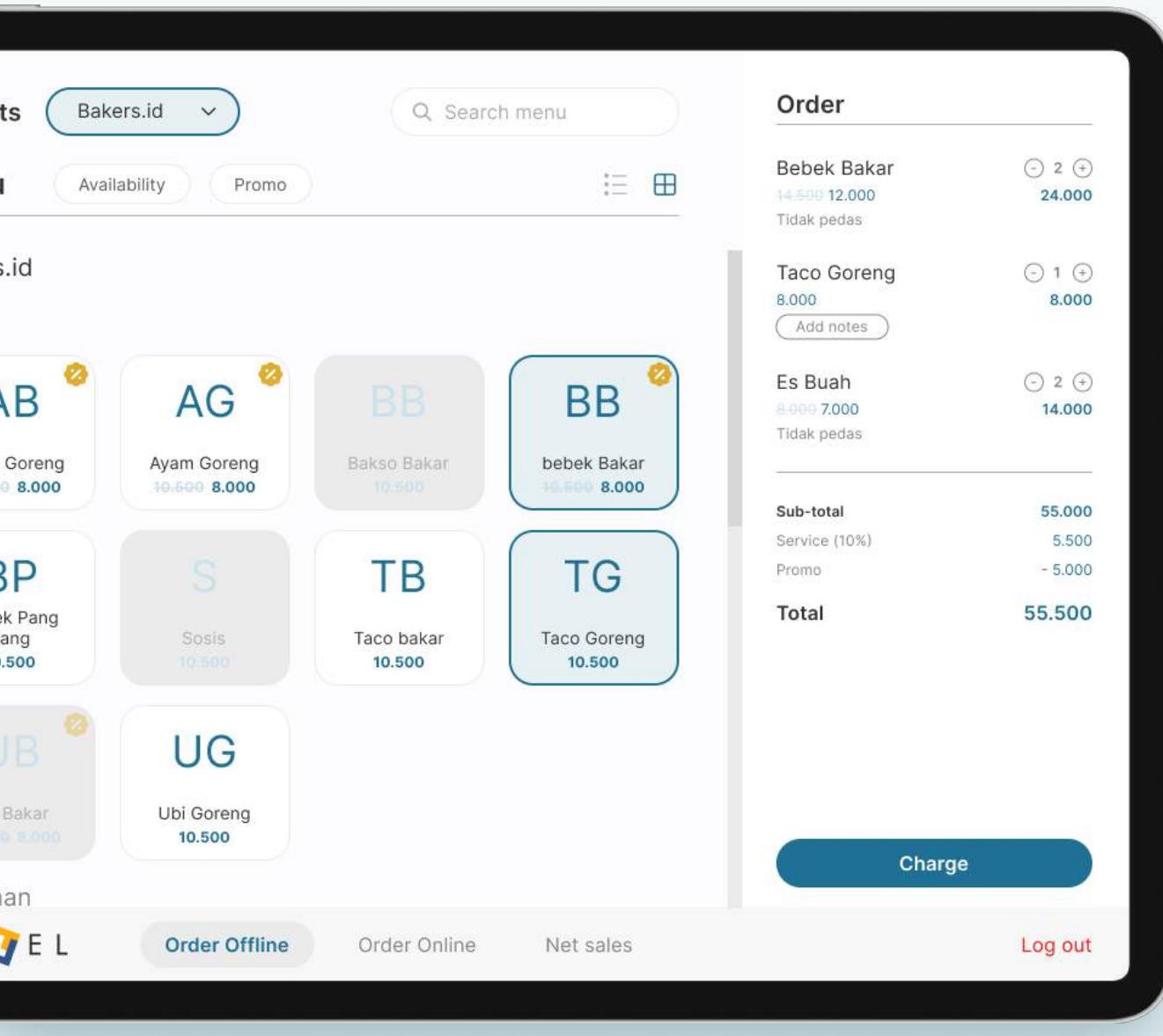
Subtotal	Rp 44.000
Promo (-50%)	- Rp 22.000
Pajak (10%)	Rp 4.400
Subtotal	Rp 26.400
- Pesanan Langganan:**
 - Rabu, 18 Agustus 2021 • Siang (9:00 - 11:00): Nasi Kuning (Rp 12.000, Quantity: 1, Add: +, Remove: -, Price: Rp 12.000)**
 - Kamis, 19 Agustus 2021 • Pagi (7:00 - 9:00): Nasi Kuning (Rp 12.000, Quantity: 2, Add: +, Remove: -, Price: Rp 24.000)**
 - Jumat, 20 Agustus 2021 • Malam (16:00 - 18:00): Nasi Kuning (Rp 12.000, Quantity: 1, Add: +, Remove: -, Price: Rp 12.000)**

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

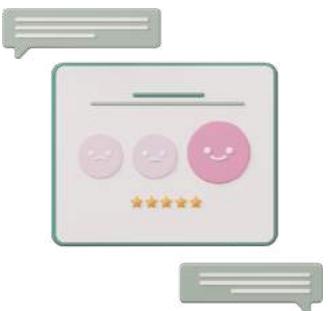
TLDR:

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.

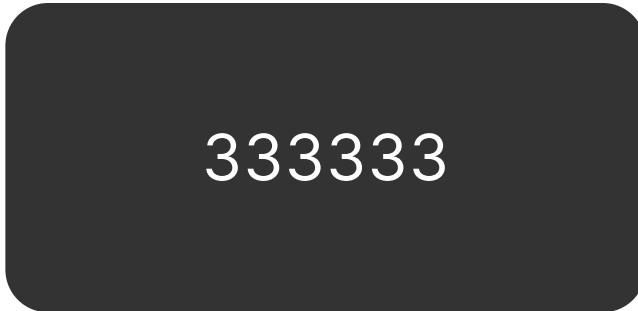
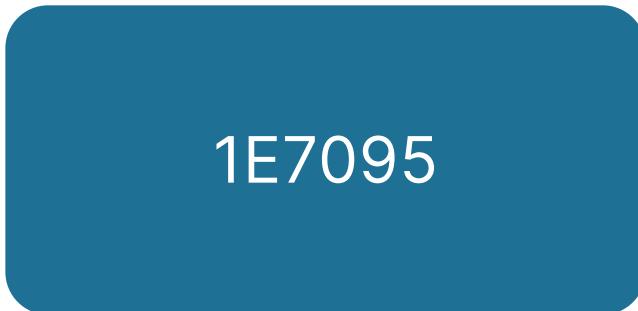
4 Back-office web (website)

This website aims to manage Pazel Group internal data.

Product Specifications

Design System

Color



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

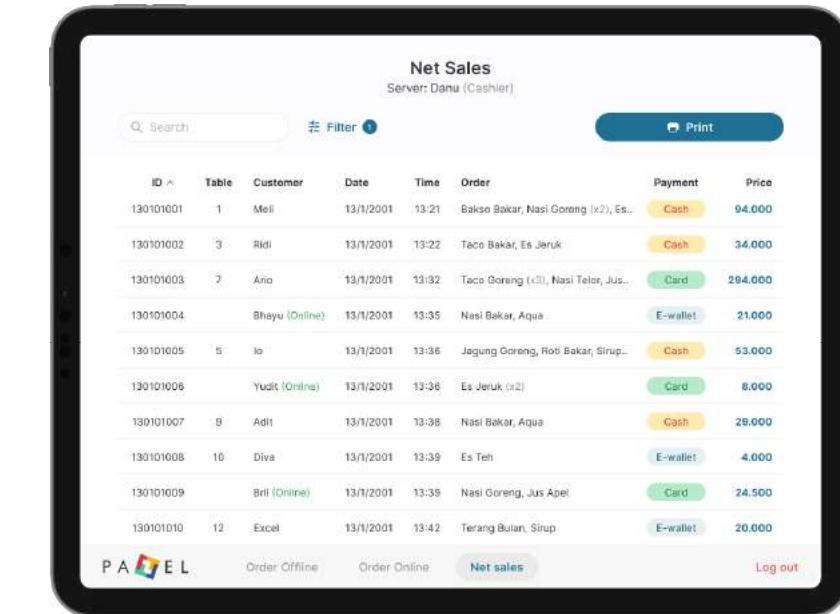
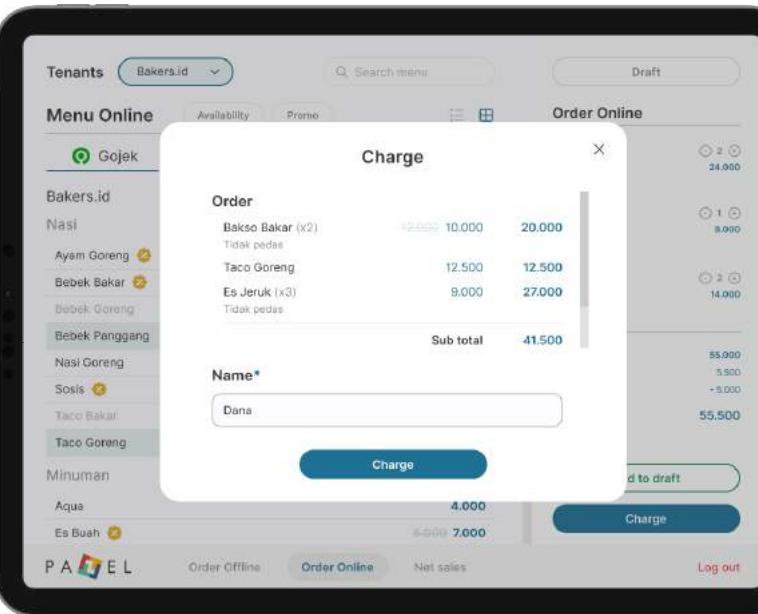
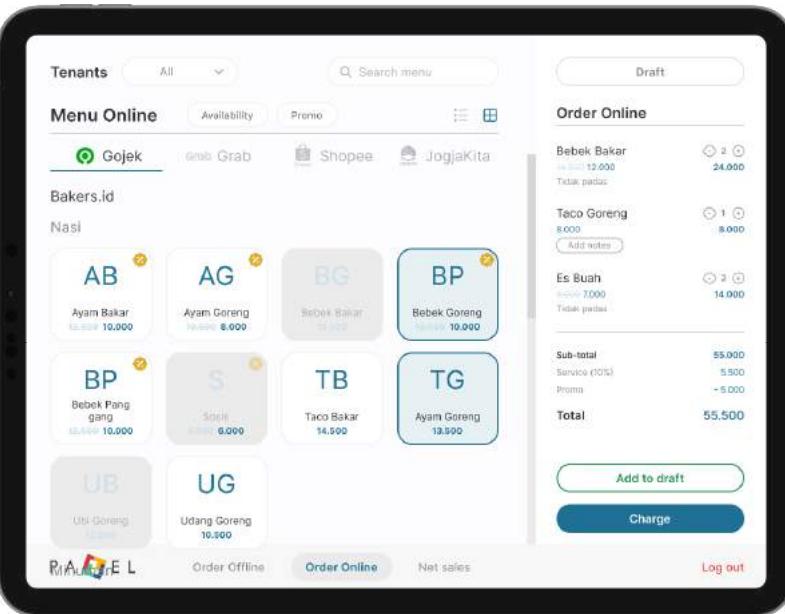
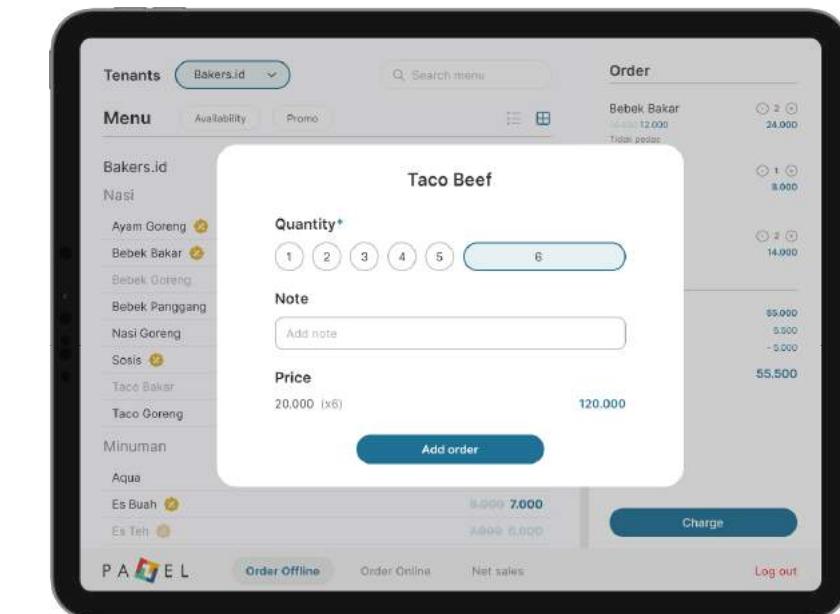
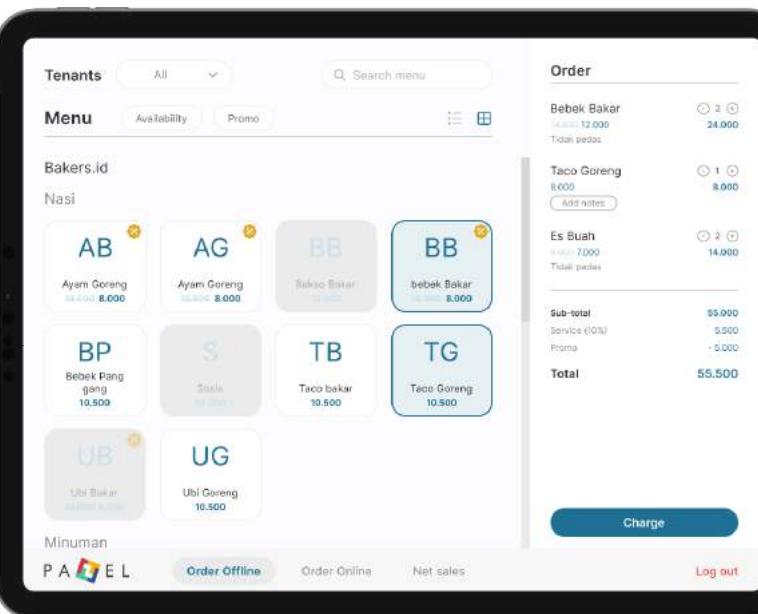
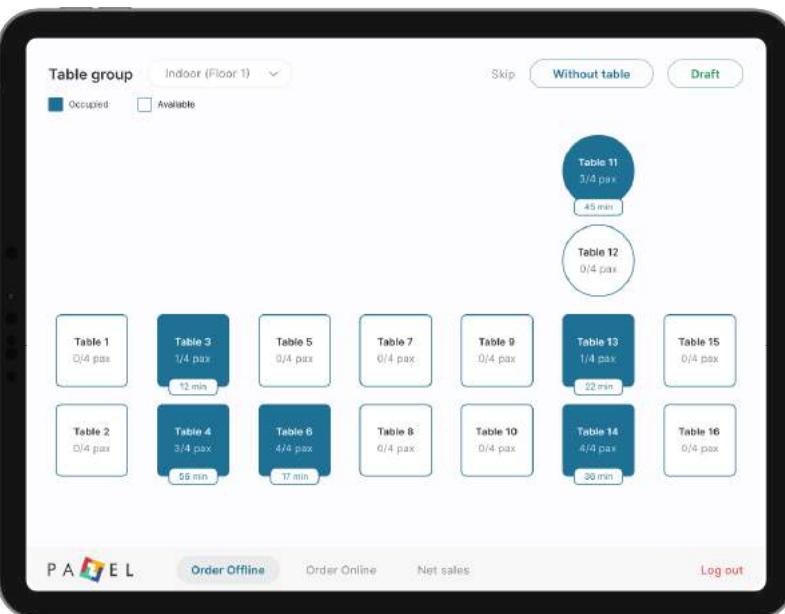
A B C D E F G H I J K L M N

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

1 2 3 4 5 6 7 8 9 0

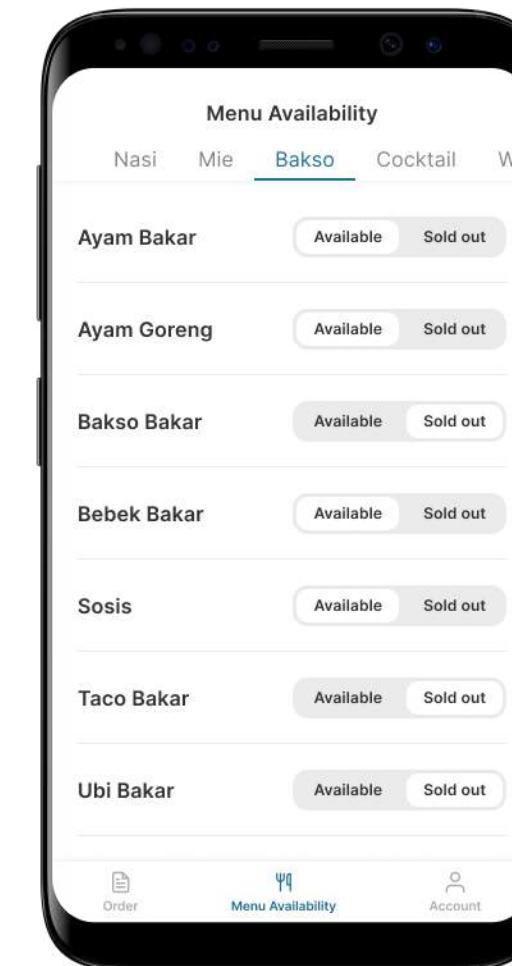
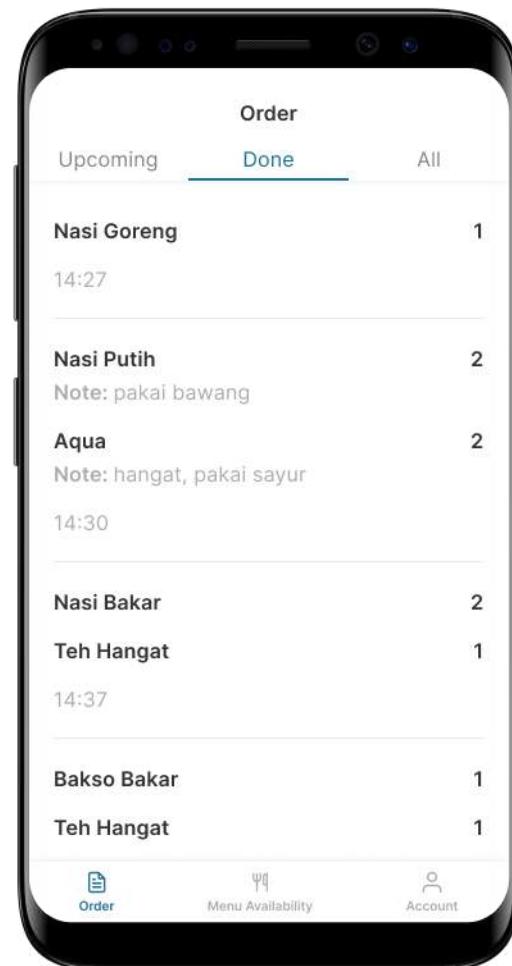
Final Design

Cashier app (Android - tablet)



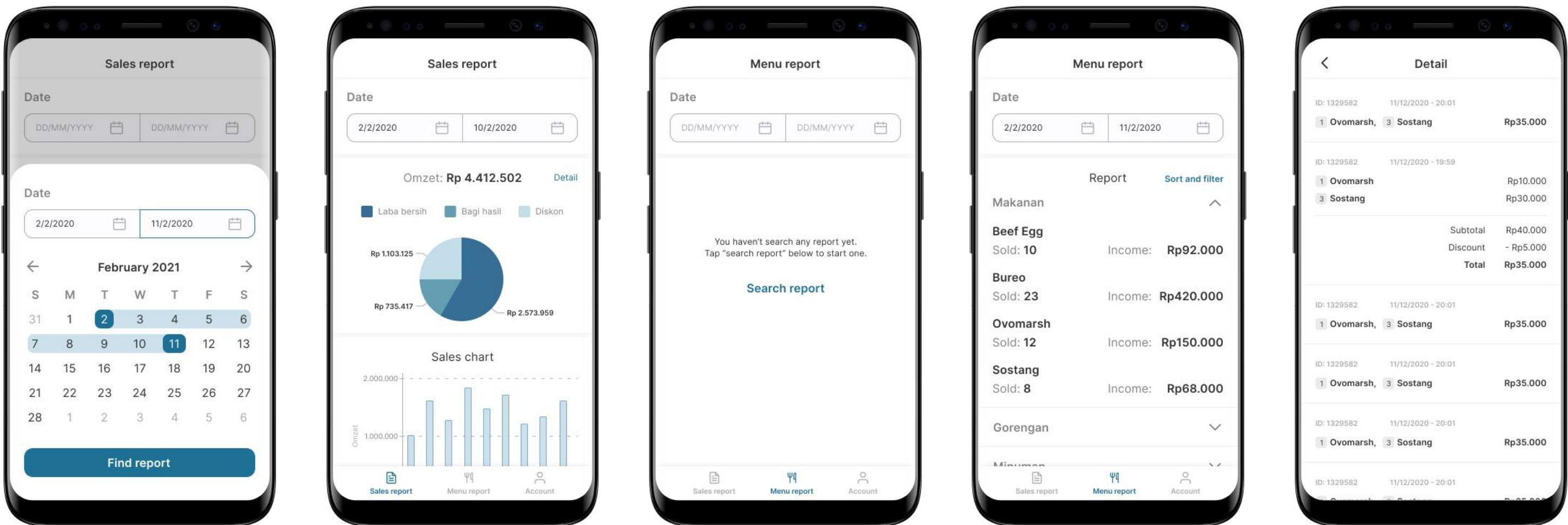
Final Design

Tenant Manager app (Android - phone)



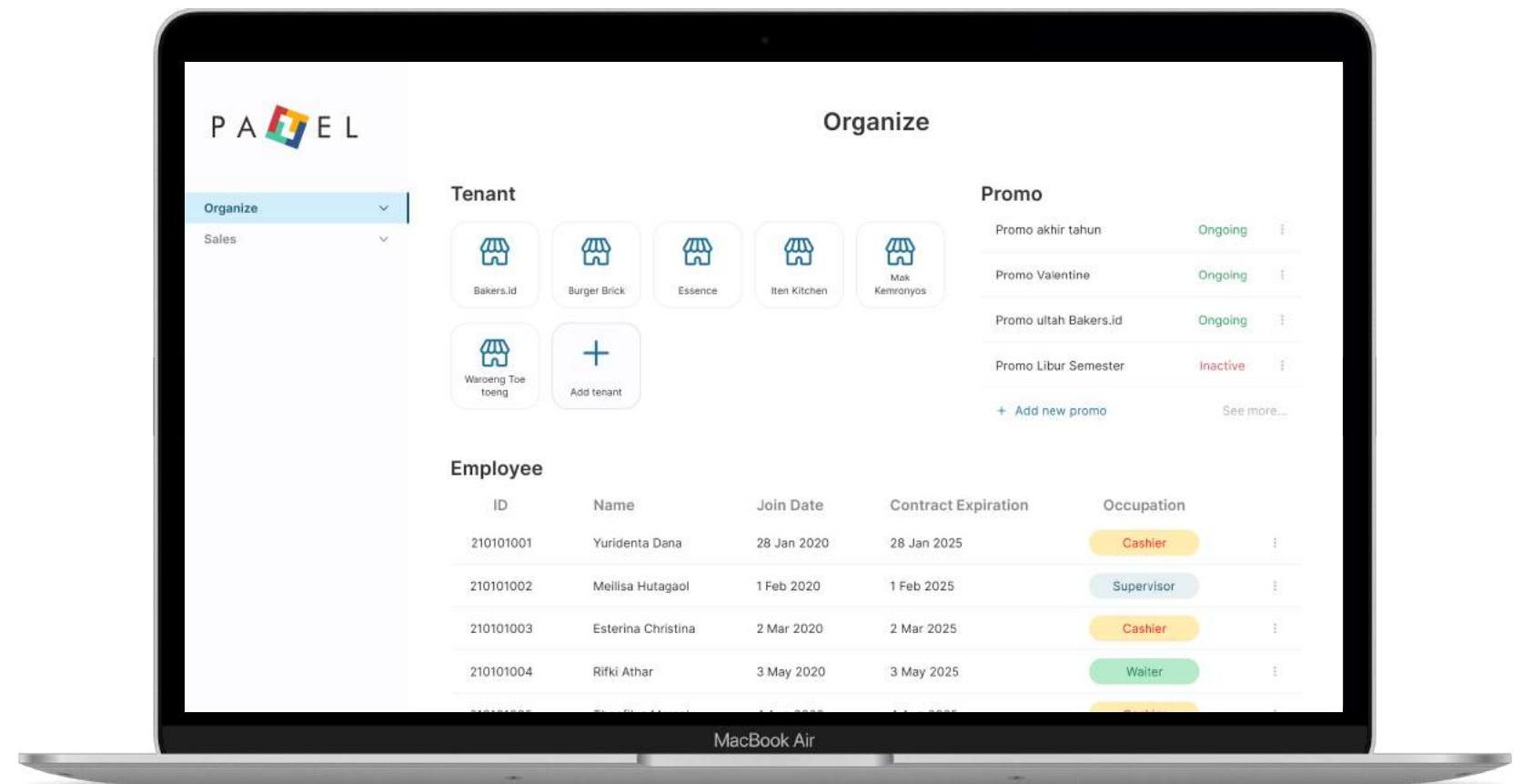
Final Design

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	[Edit]
210102	Promo Valentine	Buy 2 get 1	1 Feb 2020 - 14 Feb 2020	Essence, Mak Kemron...	Ongoing	[Edit]
210103	Promo ultah Bakers.id	Buy 3 get 1	3 Feb 2020 - 16 Feb 2020	Bakers.id	Ongoing	[Edit]
210104	Promo Valentine	Discount minimum orders	3 Feb 2020 - 12 Feb 2020	Bakers.id, Mak Kem...	Ongoing	[Edit]
210105	Promo Libur Semester	Buy 3 get 1	1 Jan 2020 - 24 Jan 2020	Iten Kitchen	Inactive	[Edit]
210106	Loyalty Member	Discount minimum orders	3 Feb 2020 - no end date	Bakers.id, Mak Kem...	Ongoing	[Edit]

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	F1.1 Indoor	F1.2 Indoor	F1.2 Outdoor	+ Add table		
Tenant						
Promo						
Employee						
Table	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
Sales	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
	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

Contact me at:

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