

UI/UX Design

Portfolio

Albertus Pradana / 2024

Hello!



I'm Albert, a UI/UX Designer based in Jakarta with 4+ years of experience across startups, agencies, and corporate projects. Currently at [Bank Rakyat Indonesia](#), I focus on designing solutions for Micro-Segmentation Loans in BRISpot.

For me, design is more than visuals, it's strategy, empathy, and problem-solving combined. With tools like Figma and Framer, I bring ideas to life with clarity and scalability. Outside of work, I'm constantly learning, exploring emerging technologies, and staying active at the gym to keep balance.

Curriculum Vitae

Education

Information Engineering (2017-2021)
Universitas Gadjah Mada

Skills

User research

Icon design

Multi-platform UI design

Wireframing

Usability testing

Copywriting

Experiences

Dec 2023 - present Product Designer
PT Bank Rakyat Indonesia

Jan 2022 - Nov 2023 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

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Contents

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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

2022 - Mobile app

Stakeholders: product manager & company C-level

Background:

imuni, a newborn startup in home-service vaccination, struggled with a manual registration process through Google Workspace and WhatsApp that often frustrated customers.

Objective:

My task was to design the company's very first digital ecosystem, an end-to-end vaccine registration and information platform that simplified the registration journey, ensured clear vaccination information, and transformed the experience into one that built trust and loyalty with customer

The image displays several screenshots of the imuni mobile application interface, illustrating its features for vaccination management and patient care.

- Vaccination Scheduling:** A screen titled "Jadwal vaksinasi" shows a vaccination record for "Adhitama Ananda Putra" (Age: 6 months 12 days) with a "Rekap Kelengkapan Vaksinasi" button. It lists completed vaccinations (Hepatitis B ke-1, Polio-0 (oral)) and scheduled ones (BCG, DTP ke-1, Hepatitis B ke-2, Polio ke-1). A "Selesai" button is at the bottom.
- Patient Profile:** A screen for "Hai, Anindya" shows "Ada yang dapat kami bantu?" with "Konsultasi vaksinasi" and "Pantau kesehatan" buttons. It features a cartoon illustration of a family and a "Daftar vaksinasi" button.
- Home Screen:** The main home screen for "Bayu Pratama Ananda" (Age: 29 years 10 months 26 days) includes sections for "Layanan imuni" (Private List, Cakupan area, Cara pesan), "Kelengkapan vaksinasi" (Vaccination schedule for 2022: Influenza, Pneumonia PCV, Tifoid (Tipis)), "Info vaksinasi dewasa", "Body Mass Index (BMI)" (23.14, Sehat), and a "Tambah data berat badan" button.
- Child Profile:** A screen for "Adhitama Ananda Putra" (Age: 6 months 12 days) shows "Kelengkapan vaksinasi" (Hepatitis B ke-3, Polio ke-2, DTP ke-2, Hib ke-2), "Pertumbuhan" (Height: 68 cm, Weight: 8.5 kg, Normal), and "Perkembangan" (Last update: 24 March 2022).
- Doctor Consultation:** A screen titled "Dokter Konsultan Vaksinasi" shows a message from "dr. Maria Christina" (Selamat pagi bu Anindya Ardhana) and a "Kami hendak melakukan konfirmasi vaksin" button.
- Feedback:** A feedback section shows responses to questions like "5. Bayi suka tertawa keras?" (ya), "6. Bayi bereaksi terkejut terhadap suara keras?" (ya), and "7. Bayi membalas tersenyum ketika diajak bicara/tersenyum?" (ya).

How this project started?

The project began after we recognised the need for a digital system to enhance service quality. Feedback from frontline doctors (who regularly interact with customers) highlighted the need for improvements at various touchpoints.

Current pain points:

Repeated re-registration

Repeated form-filling was tedious; customers wanted a system to track vaccination history for **smoother re-registration**.



“

It's tedious to fill out the forms every single time.
Don't you have a system to track our vaccination history?

Tricky scheduling process

Unclear scheduling mechanism caused dissatisfaction from our customers, highlighting the need for **clear, reliable appointment details**.



“

My preferred time often changes to match the doctor's availability.
It'd better if I only get truly available slots.

Struggling to communicate effectively

Multiple contact points were confusing; customers preferred a **single, unified communication channel**.



“

I get calls from multiple numbers.
This is confusing, isn't there a unified number for every department at imuni?

Limited payment options

Customers need **better payment flexibility**, like installment plans & e-wallet choices.



“

I wish there were more flexible payment plans,
like I can split the payment with my credit card.

How we operated our services

Since its inception in 2021, imuni has operated its vaccination services as a Minimum Viable Product (MVP) using a suite of digital tools to manage its processes.



For vaccination
registrations



To manage incoming
orders



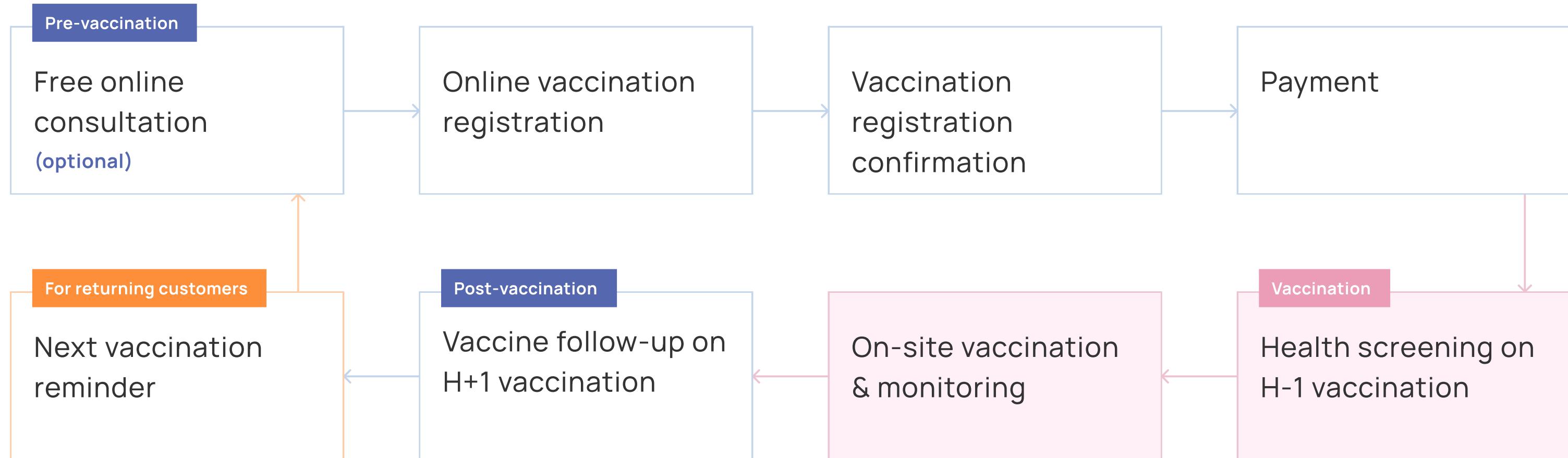
For coordinating
vaccination doctors'
schedules



As communication tools
between us & customers

Current customer journey

This is how the current journey works—returning customers have to re-enter all data in the vaccination registration spreadsheet as if they were new customers.



Problem statement

While our existing service operations have successfully provided value to our customers, they lacked the efficiency needed for our growing services, driving the need for digital transformation.

Effect on our customers:

1. Inefficient processes

Customers faced complicated journeys, particularly in:

- Registration
- Scheduling
- Payment.

2. Communication gaps

Ineffective interactions between patients and imuni's team due to too many contact points.

3. Improper data management

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

Effect on our team:

1. Data management issues

The absence of advanced features led to inefficient data management and analysis.

2. Scheduling issues

Google Calendar was inadequate for scheduling doctors, causing delays.

Characteristics of our customers

Due to time and budget constraints, I couldn't conduct research with our customers. Therefore, I gathered insights from imuni's executives and doctors for insights about our customers.



Age

Mostly young mothers, aged 25-35, with 1-2 infants

Traits

- Well-educated
- Affluent
- Tech-savvy
- Convenience-driven
- Health-conscious

Expectations

Reliable, user-friendly app providing accurate information

Benchmarking on other competitors

While no direct vaccination registration competitors existed at the time, I conducted benchmarking on indirect competitors to learn about industry standards & uncover further opportunities.



PrimaKu

PrimaKu acts as a digital child book with vaccination registration, partnering with the Indonesian Pediatric Society (IDAI) to provide quick and easy access to child health and development information.

Pros:

1. Intuitive and user-friendly design, offering a seamless experience.
2. Comprehensive information on child growth and development, efficiently organized for users.

Cons:

1. Users report delays and bugs when updating data, sometimes resulting in data loss, especially in growth and development tracking.
2. The app can be slow, making it unresponsive and difficult to use.

Vaccination registration	Vaccination information	In-app consultation with doctor	Child-growth monitoring
✗	✓	✗	✓



Tentang Anak

Tentang Anak offers pregnancy and child growth tracking, doctor Q&A, and health articles, serving as a comprehensive parenting guide for optimal child development.

Pros:

1. Provides extensive information for parenting, serving as an all-in-one tool.

Cons:

1. The UI can seem outdated and not very user-friendly.
2. Certain features may be too complex, requiring more expertise to use effectively.

Vaccination registration	Vaccination information	In-app consultation with doctor	Child-growth monitoring
✓	✓	✓	✓

Main features in our app

Considering the services we currently provide and the characteristics from most of our customers, we decided on the following new features for our app:



Streamlined vaccination registration



Improved communication
(single communication channel)



Flexible payment options



Digital vaccination records



Health Monitoring
(for both children and adults)

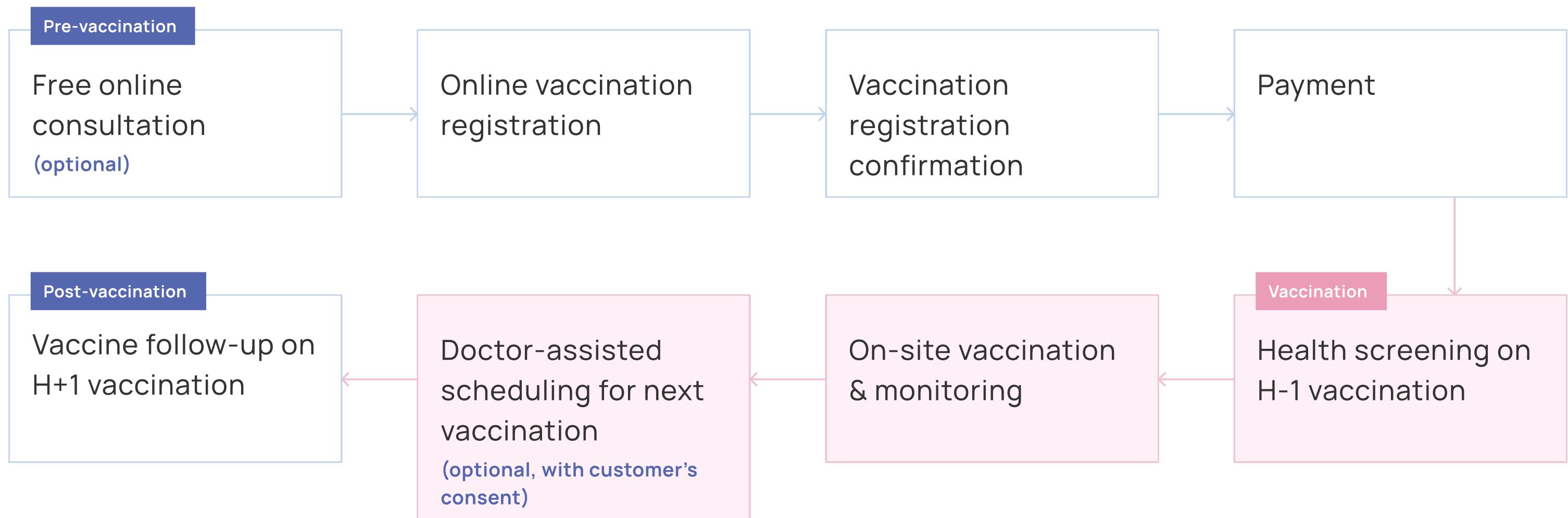


Streamlined next vaccination reminders

While the project spans both dashboard web and mobile platforms, this writing highlights the **end-to-end vaccine registration flow** on the imuni mobile app.

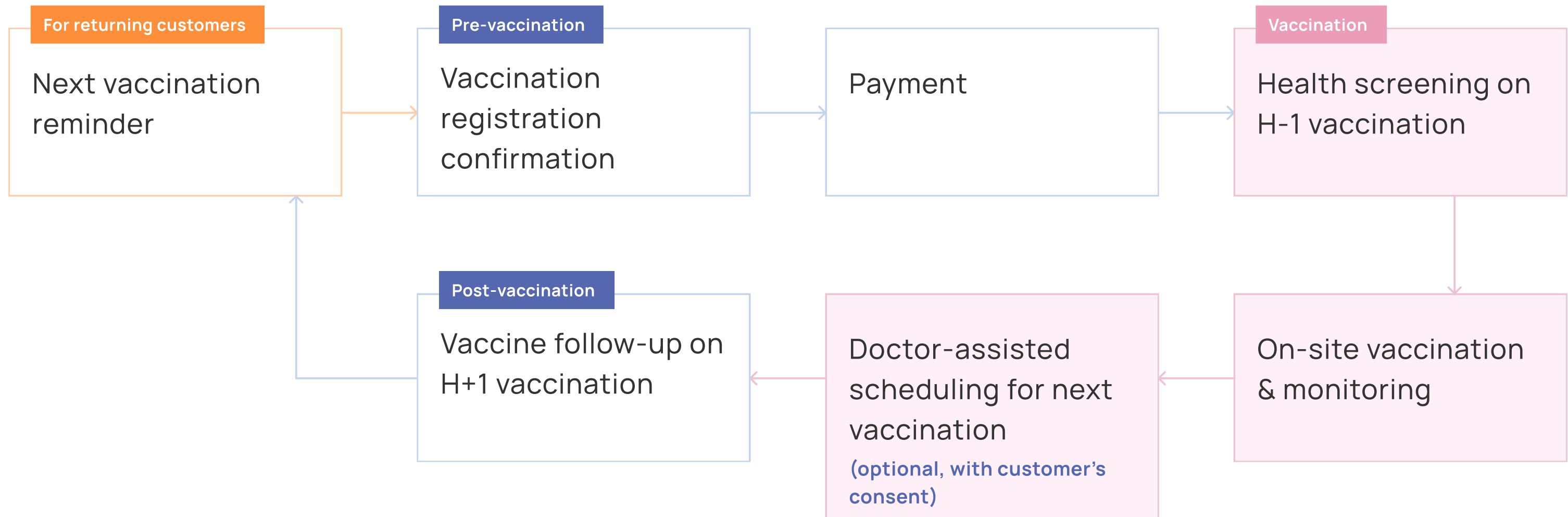
New customer journey

First-Time Customers



Returning Customers

For returning customers, this updated journey eliminates repetitive steps by allowing them to confirm their next vaccination (pre-scheduled by doctor with their consent) without needing to re-register.



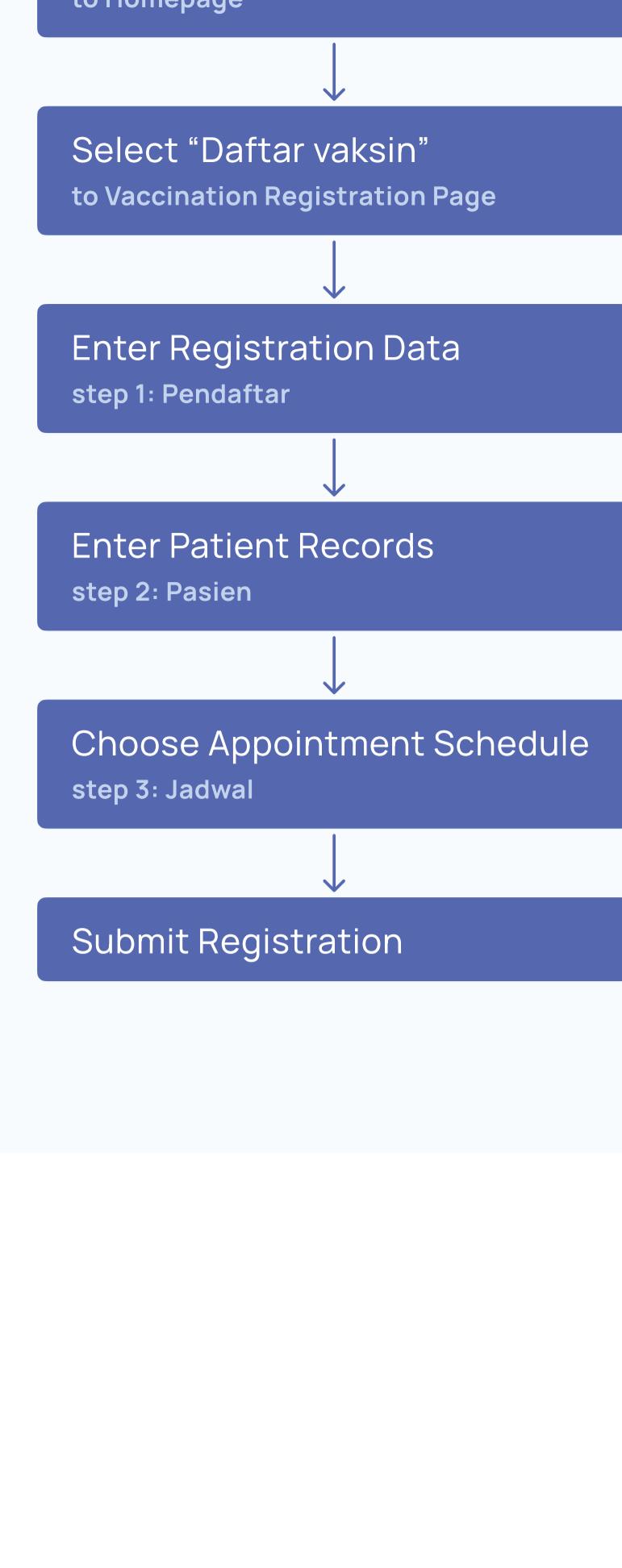
Results

Highlight 1: Optimized vaccination registration

The existing vaccination registration using Google Forms required substantial effort and often led to errors, resulting in negative user experiences.

We improved this by storing previous data and automating form completion to simplify the process.

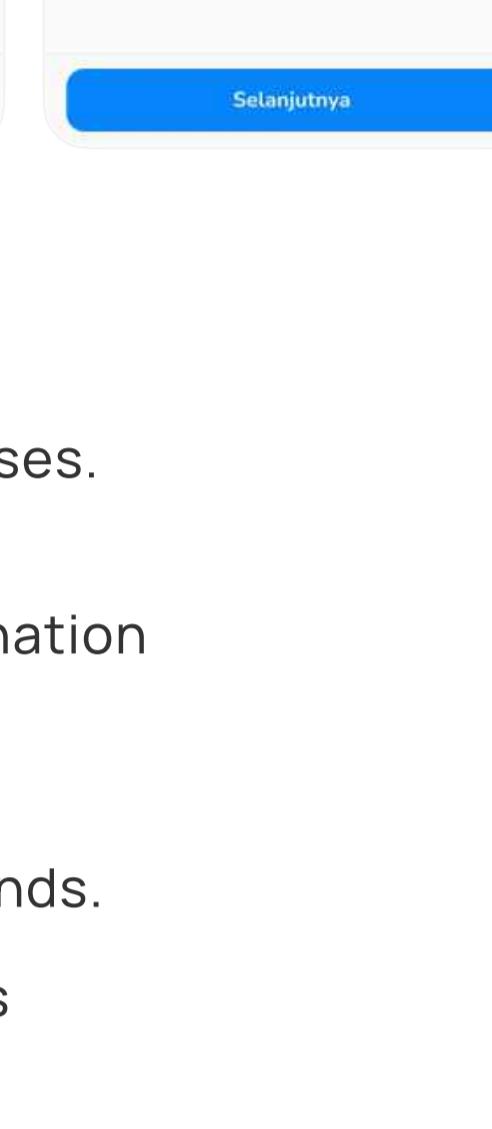
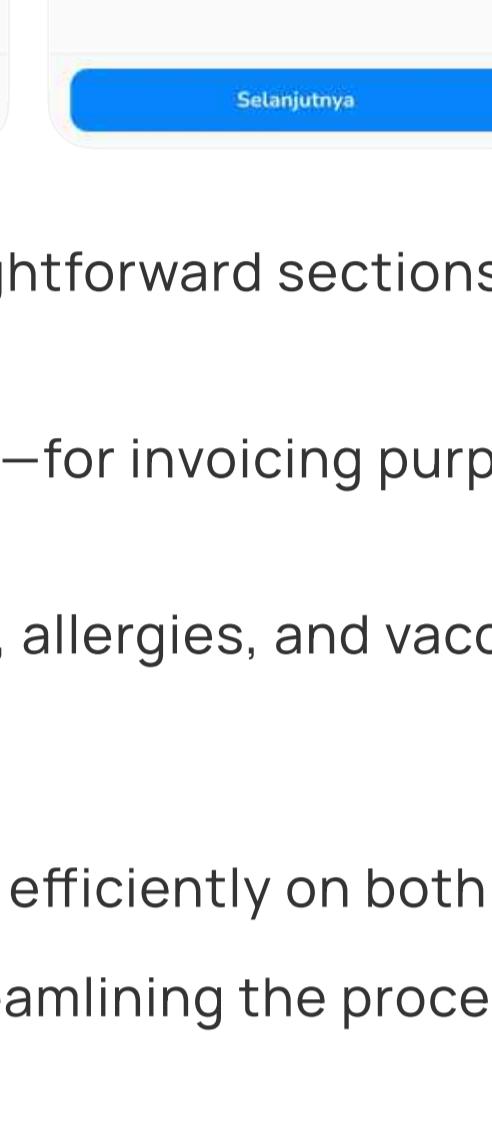
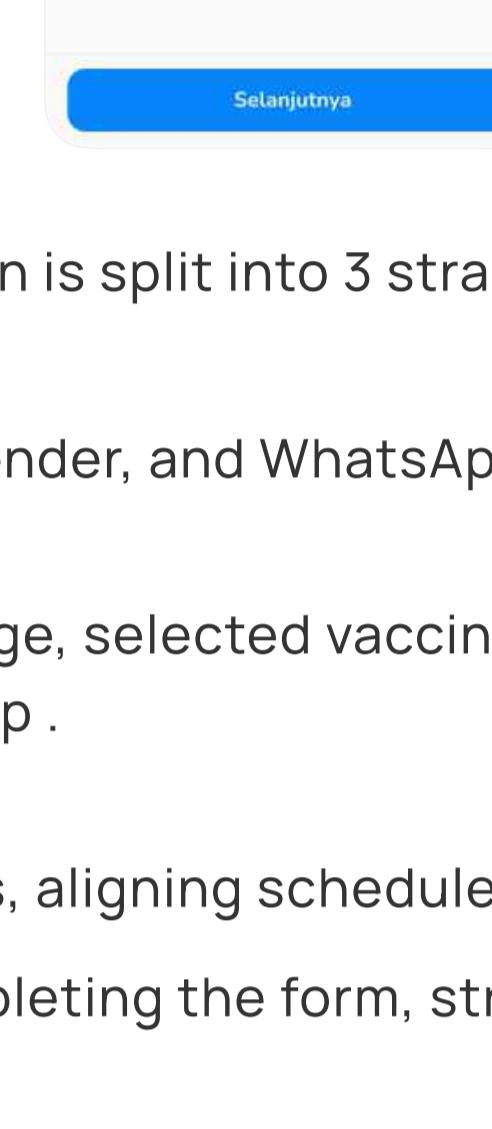
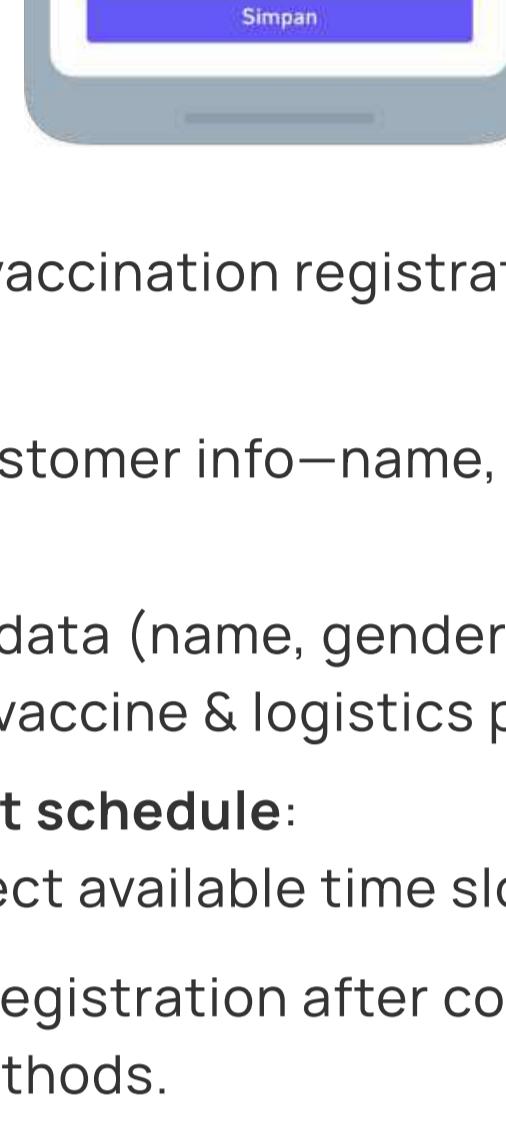
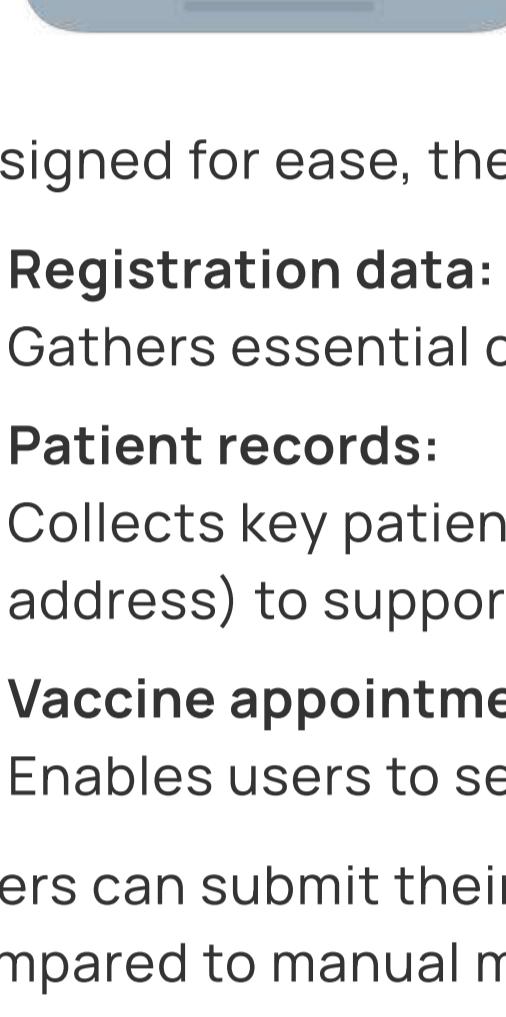
User Flow



Design process

1. Overview of Vaccination Registration

Wireframe



Designed for ease, the vaccination registration is split into 3 straightforward sections:

1. Registration data:

Gathers essential customer info—name, gender, and WhatsApp—for invoicing purposes.

2. Patient records:

Collects key patient data (name, gender, age, selected vaccine, allergies, and vaccination address) to support vaccine & logistics prep.

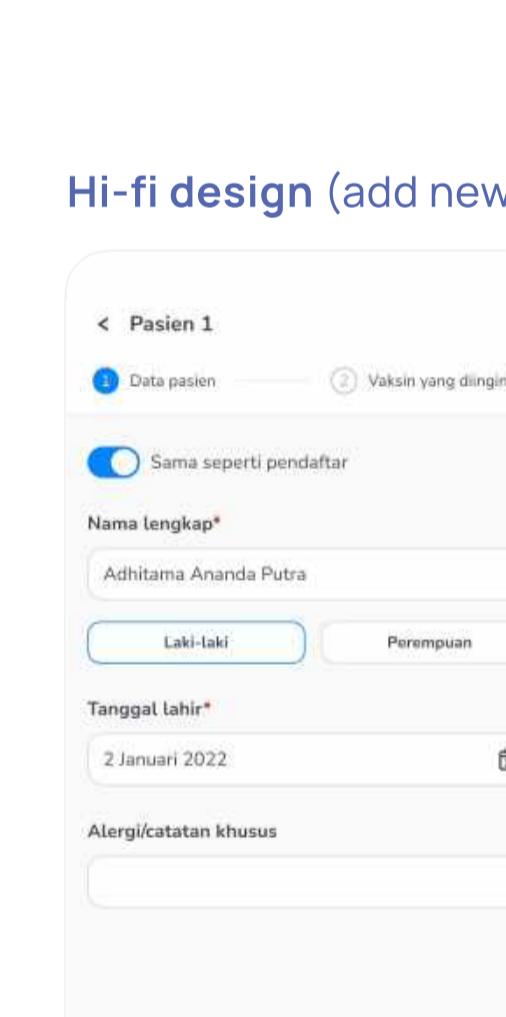
3. Vaccine appointment schedule:

Enables users to select available time slots, aligning schedules efficiently on both ends.

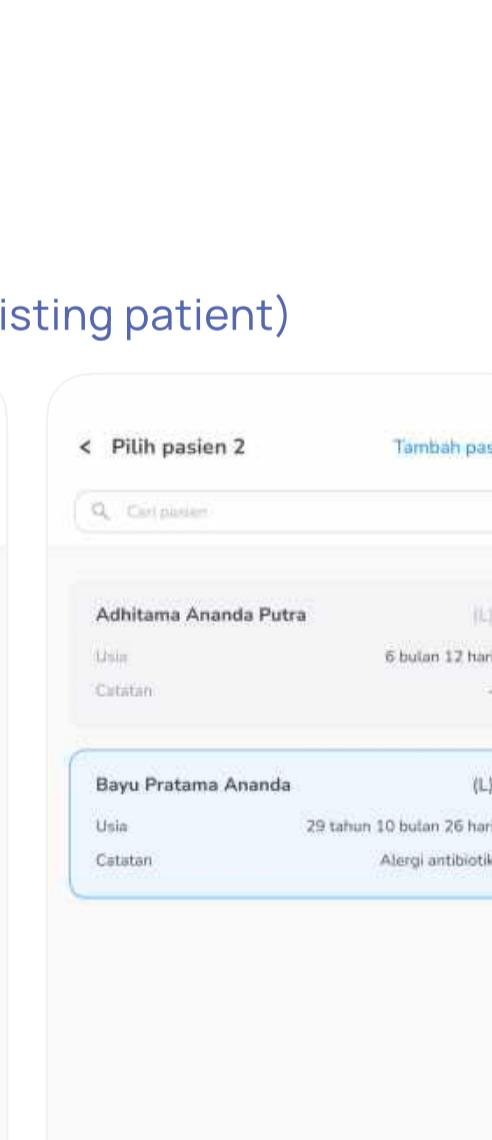
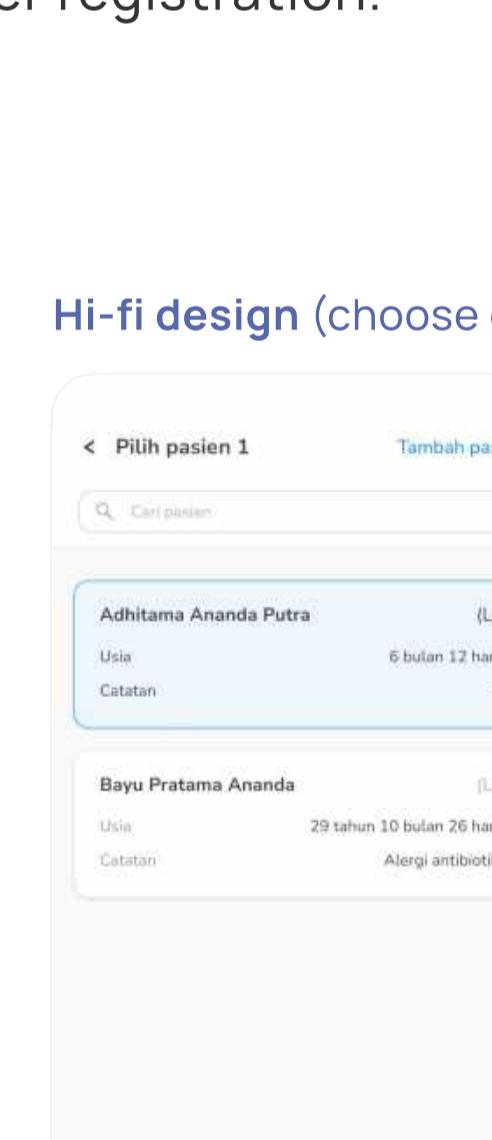
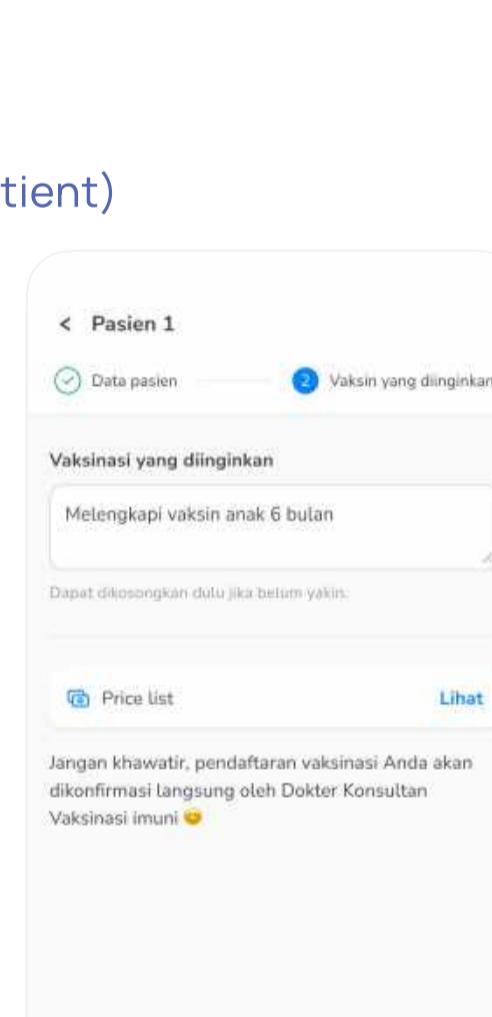
Users can submit their registration after completing the form, streamlining the process compared to manual methods.

2. Vaccination Address Details

Wireframe



Hi-fi design (add new address)



The vaccination address section simplifies location input through 3 key features:

1. District selection:

A smart search lets users type just 3 characters to quickly find and select their district.

2. Address input:

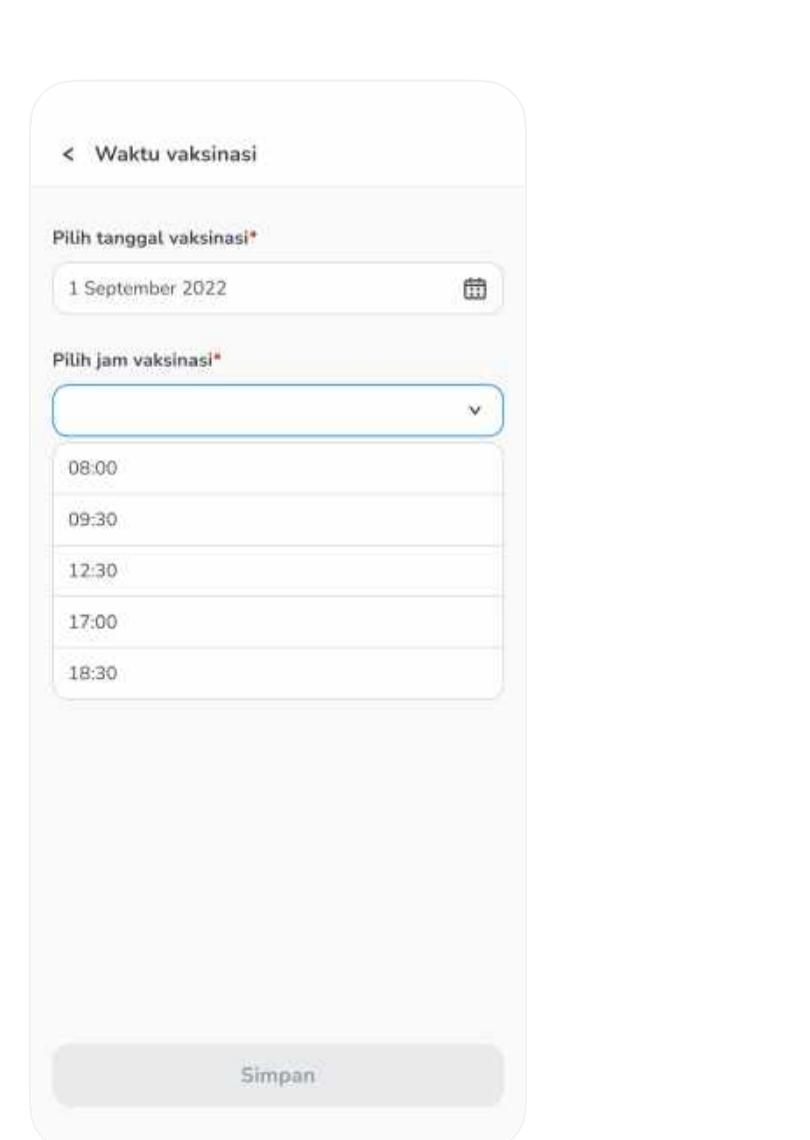
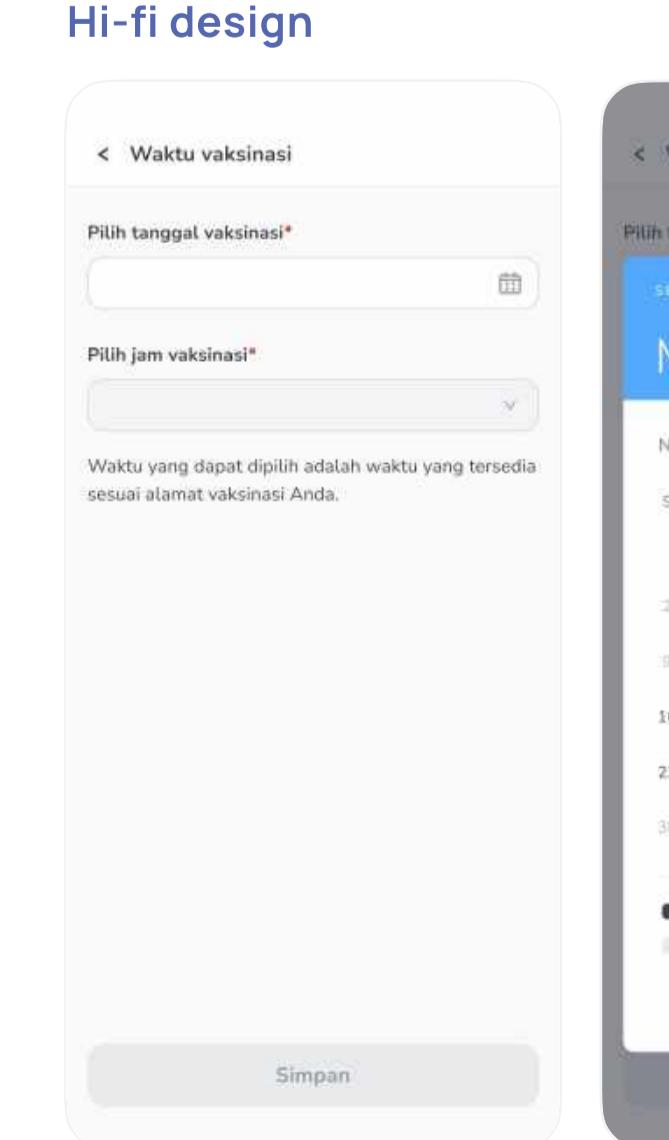
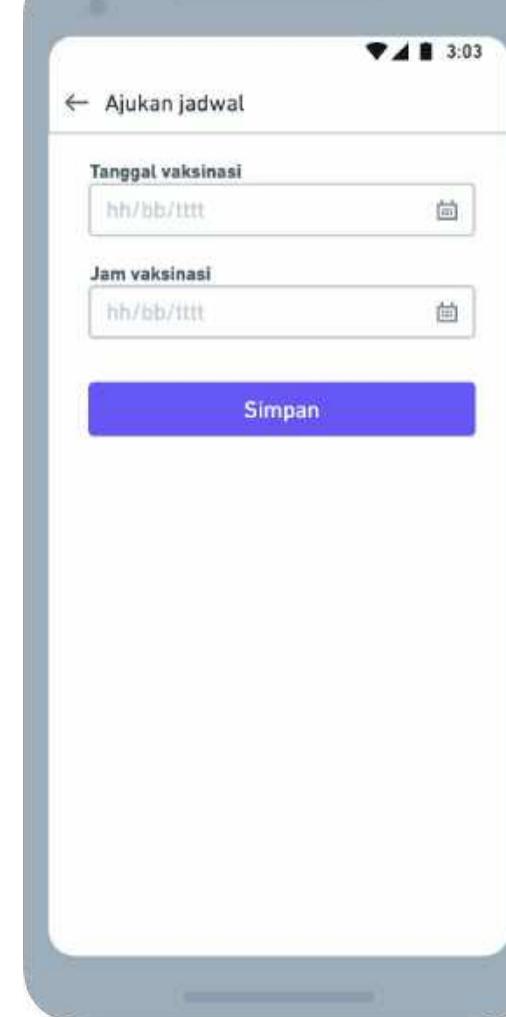
Users can enter their full address (and landmarks, if any) to help doctors locate them easily—or use our clinic's address if they prefer to visit us instead.

3. Saved addresses:

Users may also select from previously saved addresses for faster registration.

3. Patient Records

Wireframe



This section is built to streamline the input of vaccination-related patient data:

1. New patient entry:

Users enter full name, gender, age, and allergies—ensuring complete medical records.

2. Reuse existing data:

Returning users can select from saved patient profiles and update vaccination details—reducing repetitive work.

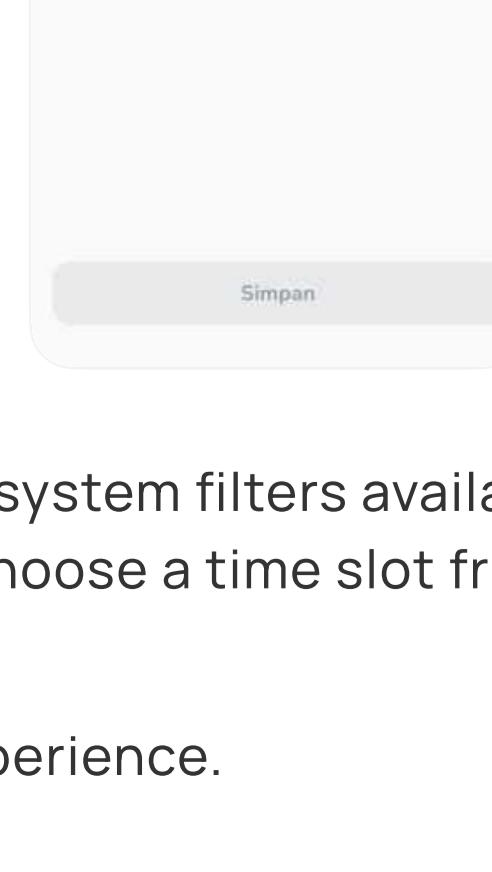
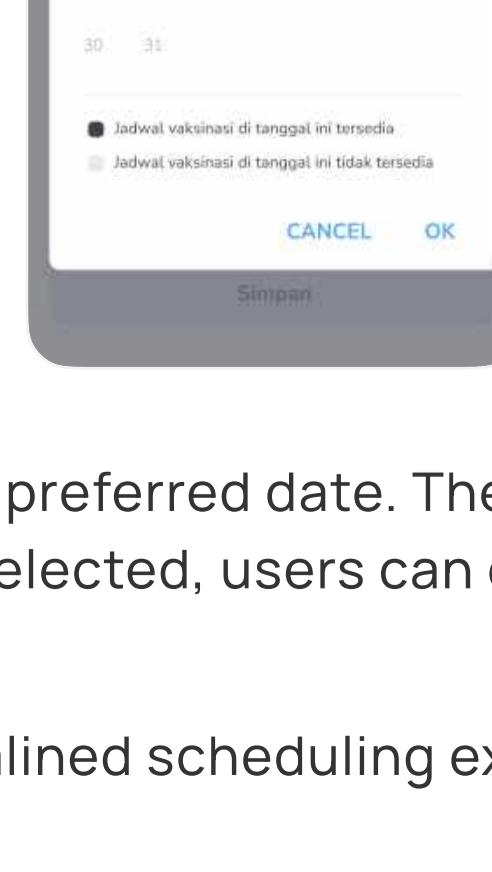
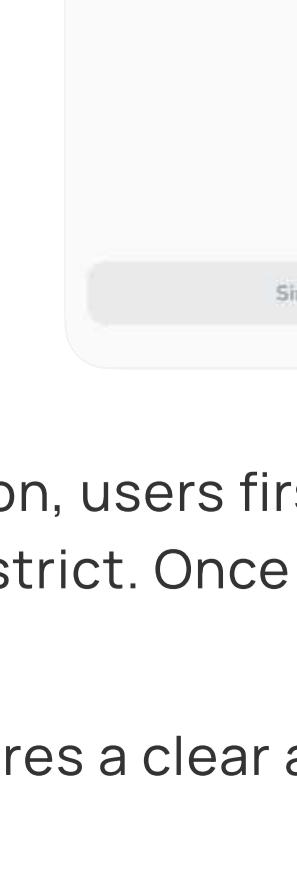
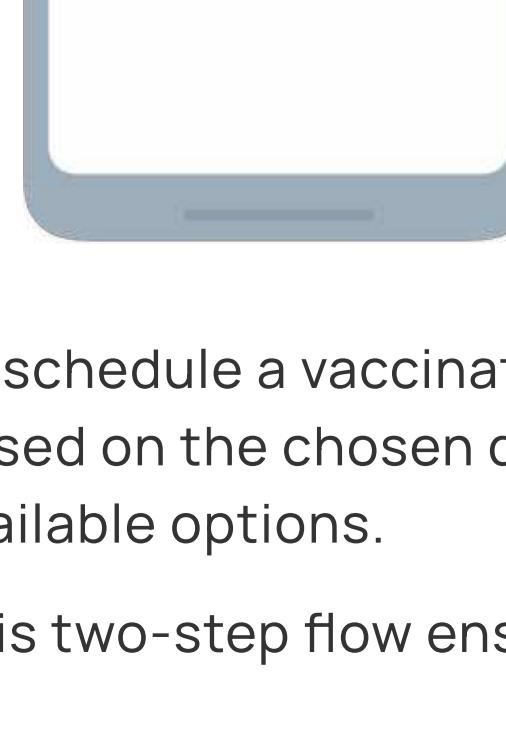
3. Vaccination selection:

Users can fill in their preferred vaccines or vaccination purposes. Updated pricing information is also displayed for transparency.

This setup ensures accurate data capture while saving time and enhancing overall usability.

4. Vaccine Appointment Schedule

Wireframe



To schedule a vaccination, users first select a preferred date. The system filters available dates based on the chosen district. Once a date is selected, users can choose a time slot from the available options.

This two-step flow ensures a clear and streamlined scheduling experience.

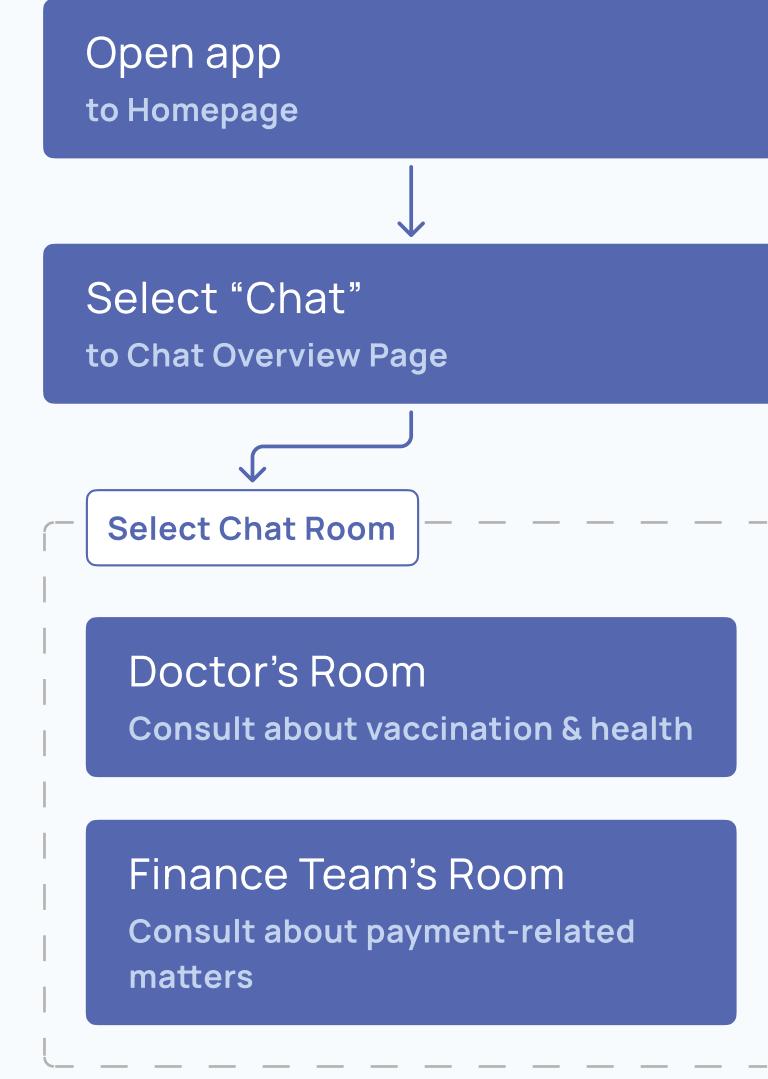
Results

Highlight 2: Improved communication through a single, unified channel

Previously, users had to coordinate with three separate contacts (consulting doctor, finance team, and vaccinating doctor) which complicated the process.

With centralized in-app chat, communication is now streamlined for a smoother consultation experience.

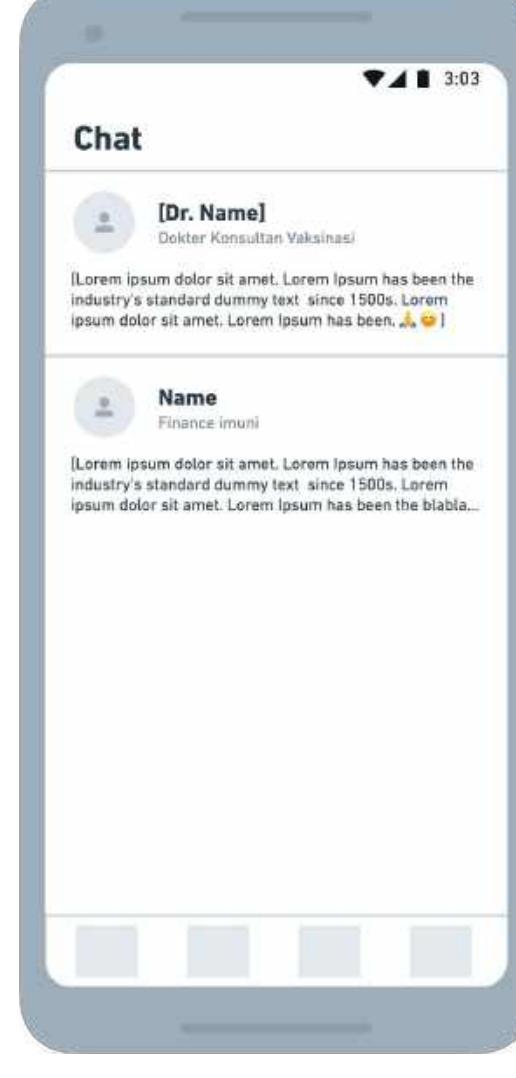
User Flow



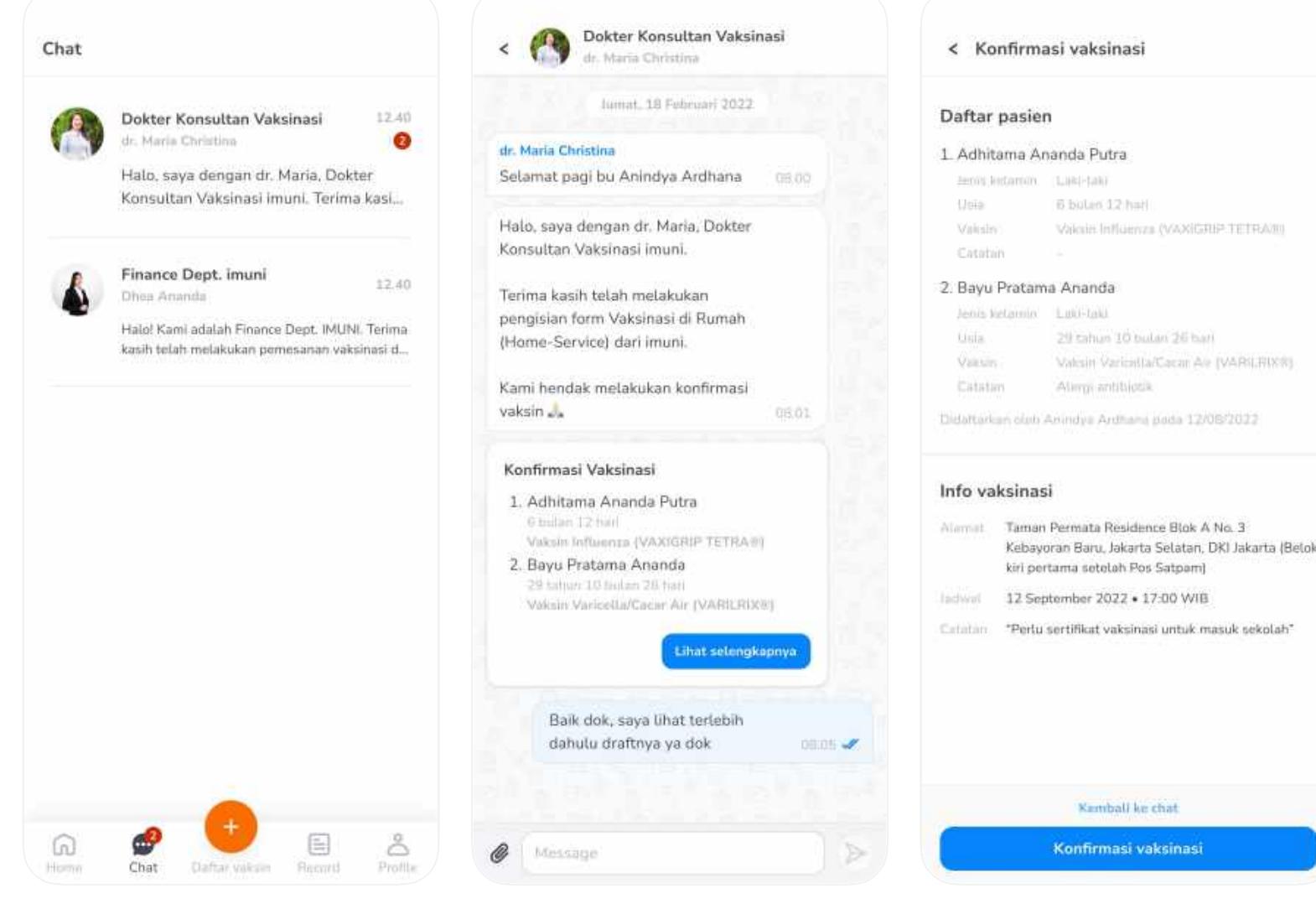
Design process

1. Centralized Chat Communication

Wireframe



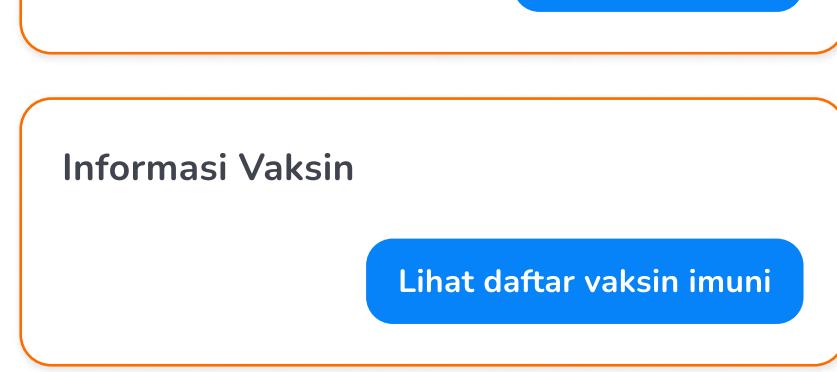
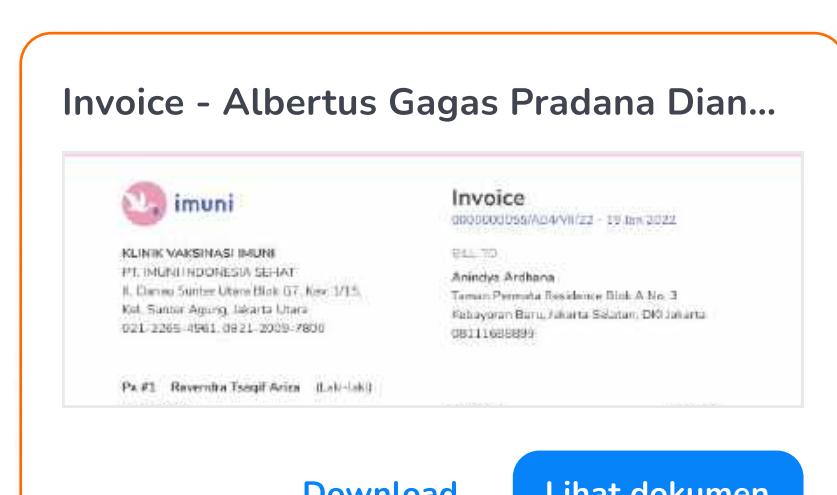
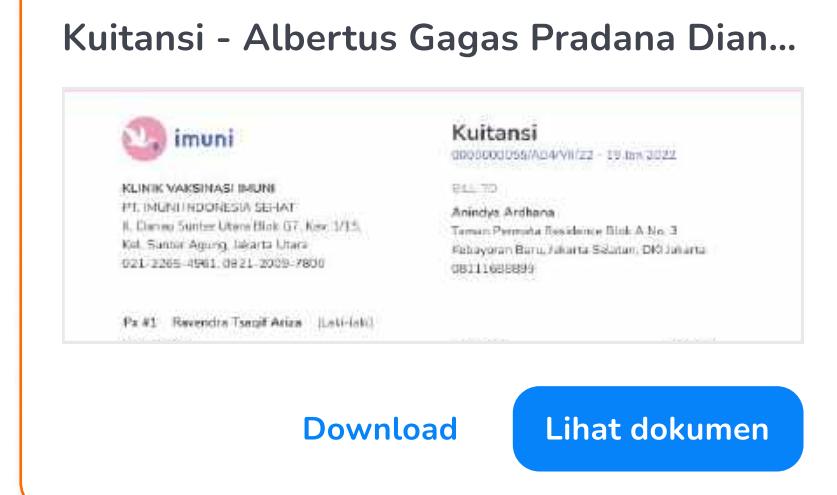
Hi-fi design



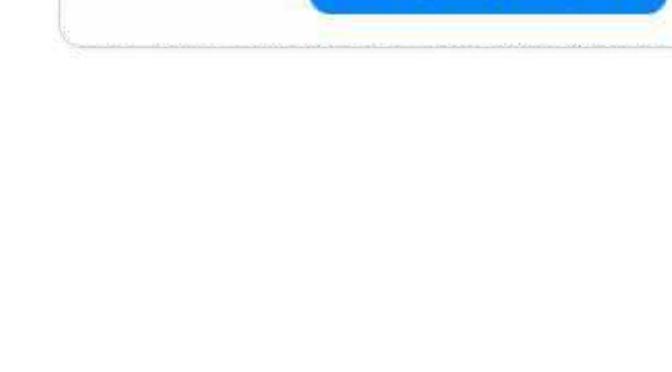
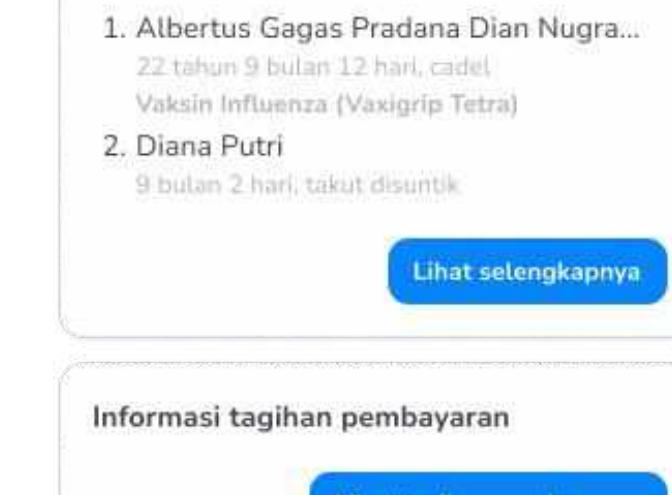
To eliminate fragmented communication, I created a unified chat feature with distinct rooms for medical and payment support. This ensures clarity, reduces user confusion, and consolidates all messaging in one place.

2. Dedicated Chat Bubbles Chat Communication

For Finance Team's Room



For Doctor's Room



Dedicated chat bubbles handle confirmations, vaccine info, and official documents like invoices and receipts, reducing miscommunication and keeping records aligned.

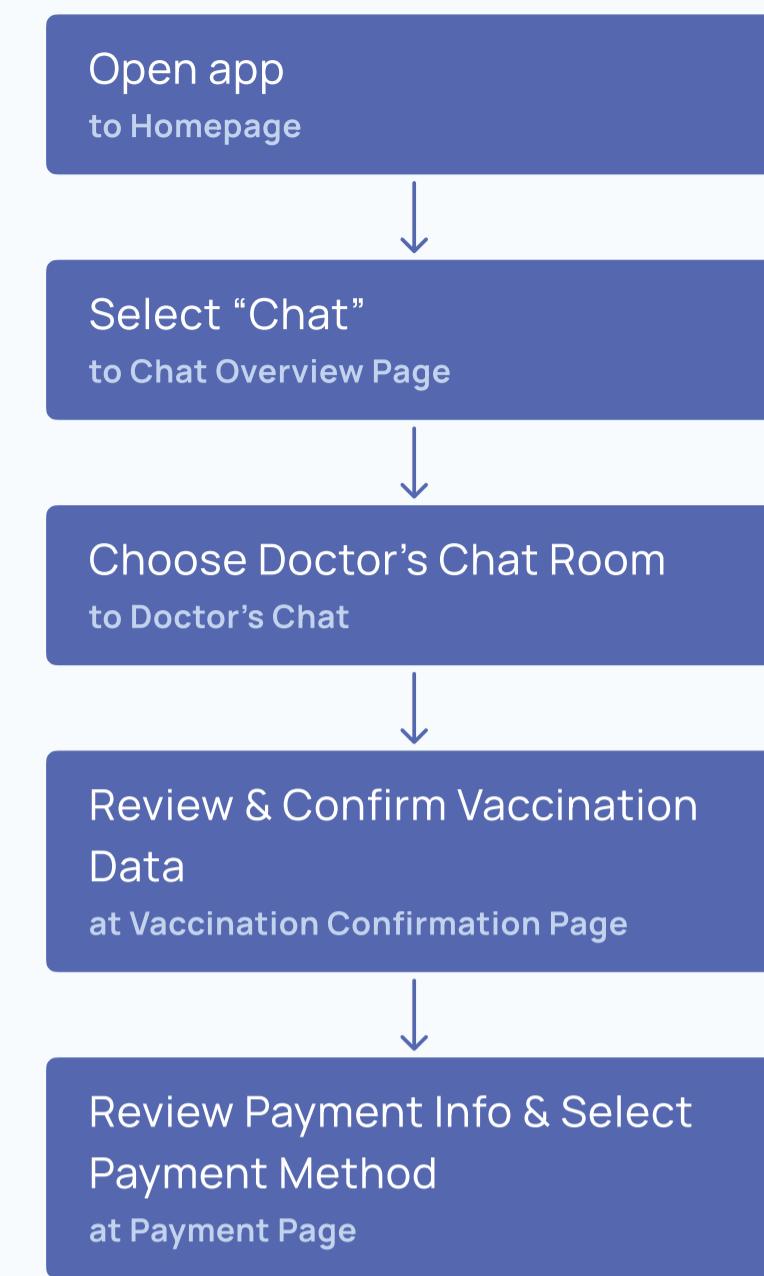
Results

Highlight 3: Designed a multi-method payment system

Previously, users had to manually transfer payments, making the process inconvenient.

By designing a flexible, multi-channel payment solution integrated with a payment gateway, users can now pay via virtual accounts, credit cards, or paylater—streamlining the process.

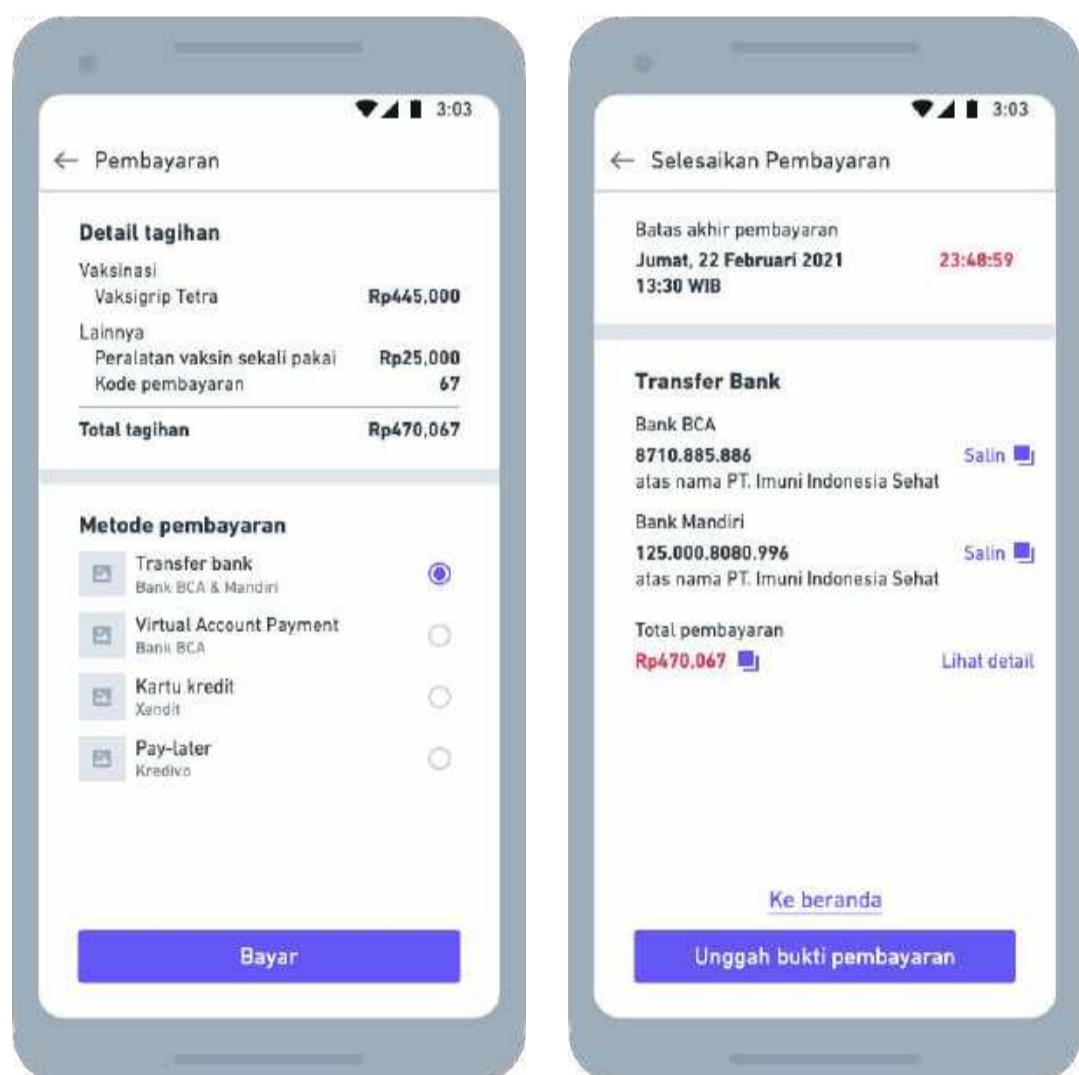
User Flow



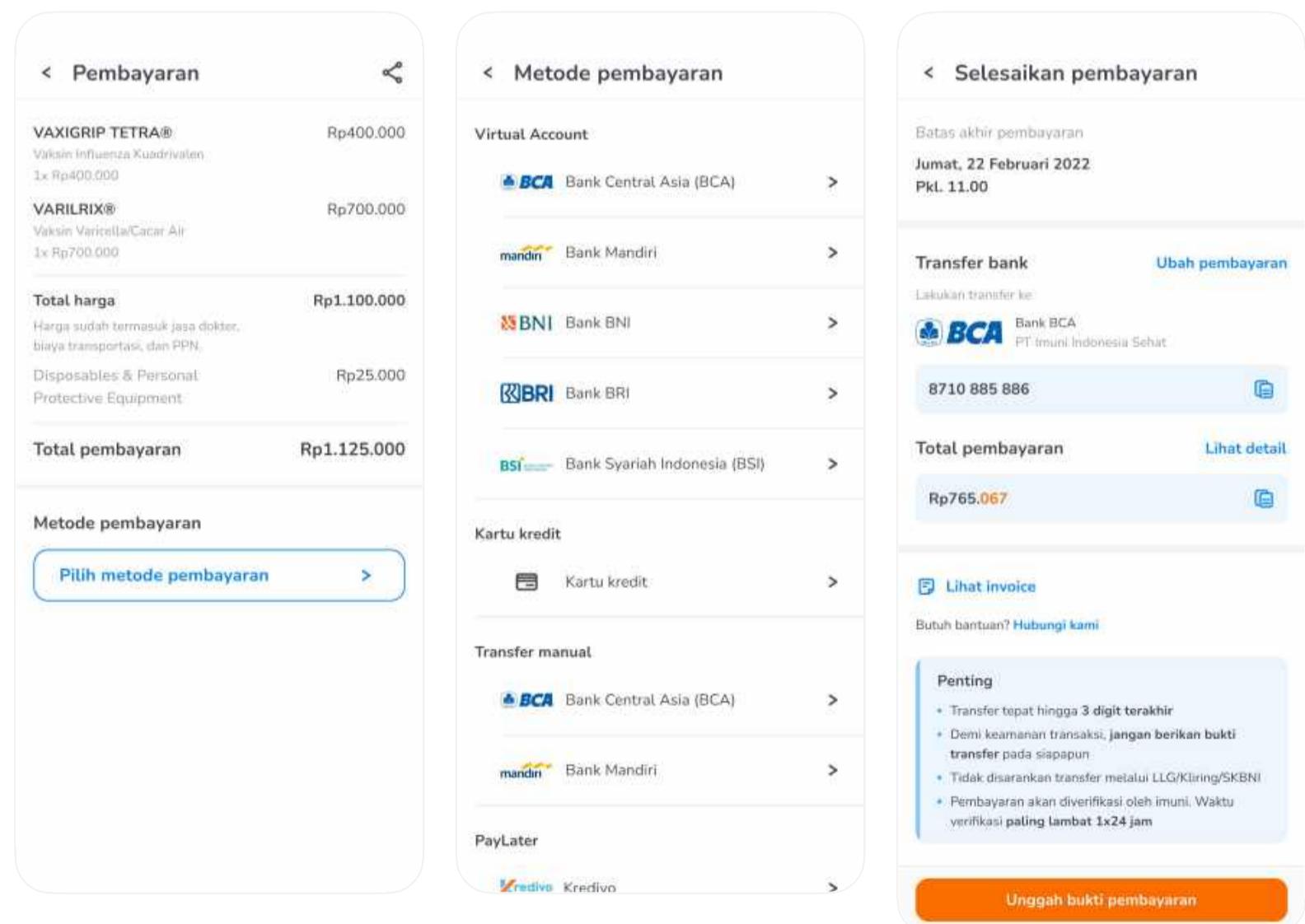
Design process

Payment

Wireframe



Hi-fi design



The payment feature addresses the inflexibility of manual bank transfers, which were inconvenient for users, especially with high vaccination bills.

The app now offers a variety of payment options through a payment gateway, including virtual accounts (VA), credit cards (CC), and paylater. This flexibility makes payments more convenient and user-friendly.

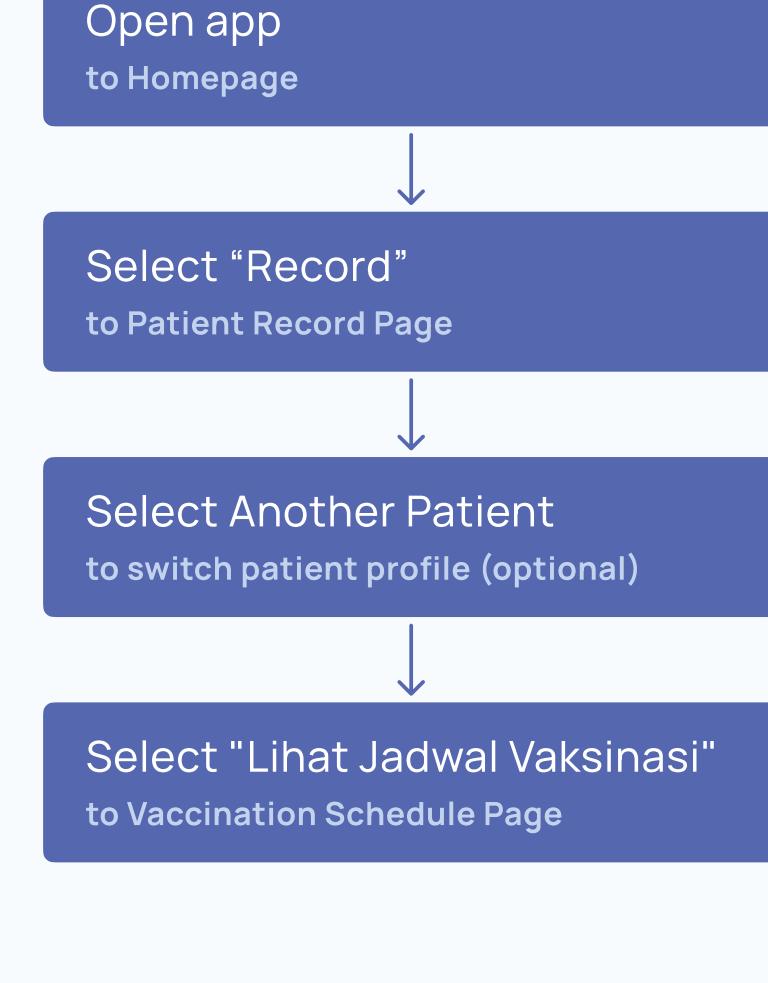
Results

Highlight 4: Digital vaccination records

The digital vaccination records feature addresses the impracticality and vulnerability of physical vaccination booklets and Google Sheets, which were prone to damage, loss, and other issues.

Storing data in the app ensures automatic updates and easy access for users, eliminating concerns about damage or loss. This also allows the imuni team, including doctors, to effortlessly revisit patient records, enhancing efficiency and reliability.

User Flow



Design process

Vaccination records

The digital vaccination records feature offers a more practical and reliable solution by storing data within the app. Here's how it addresses key issues:



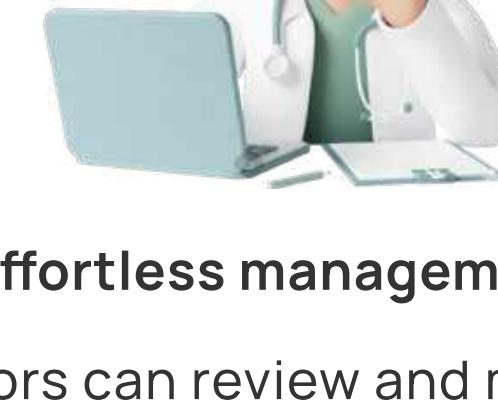
Automatic updates

Records update instantly after every vaccination.



Easy access

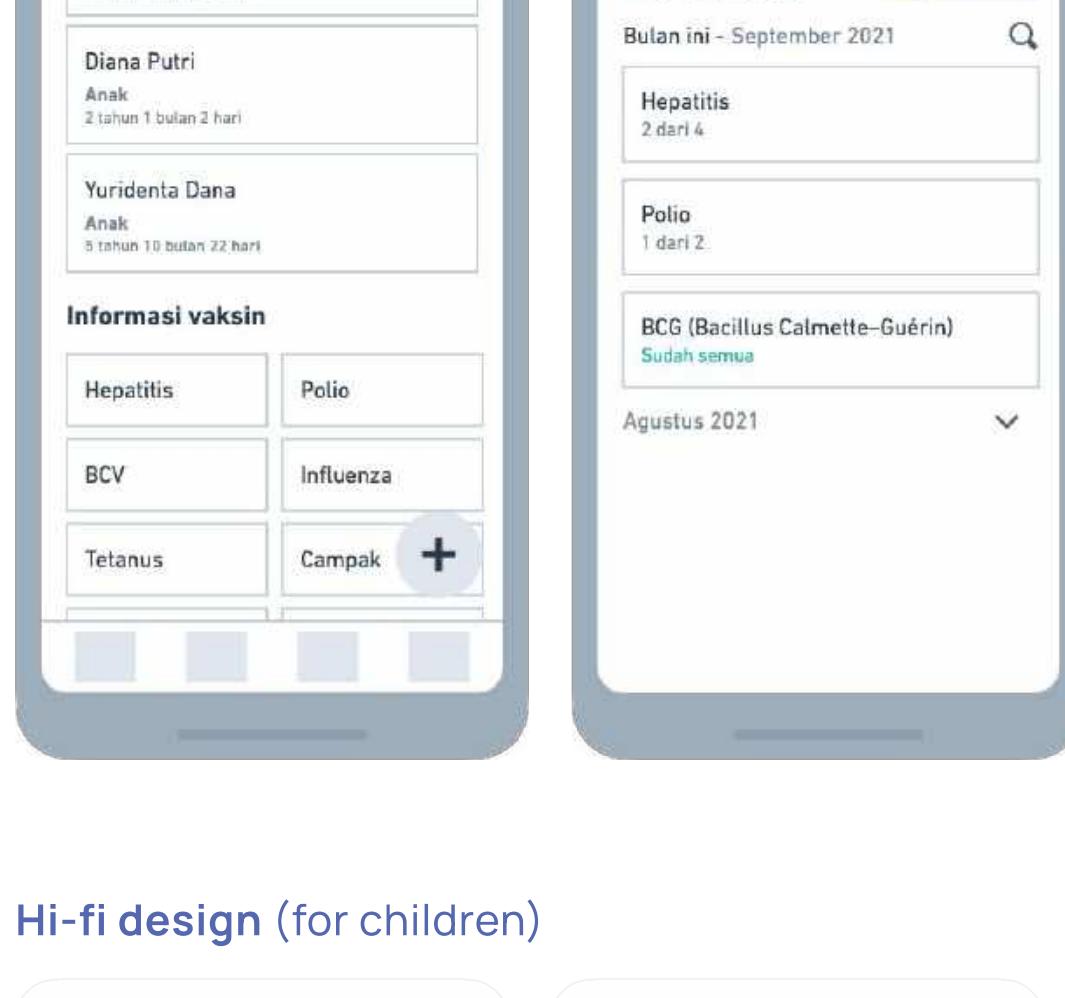
Vaccination history available anytime, worry-free.



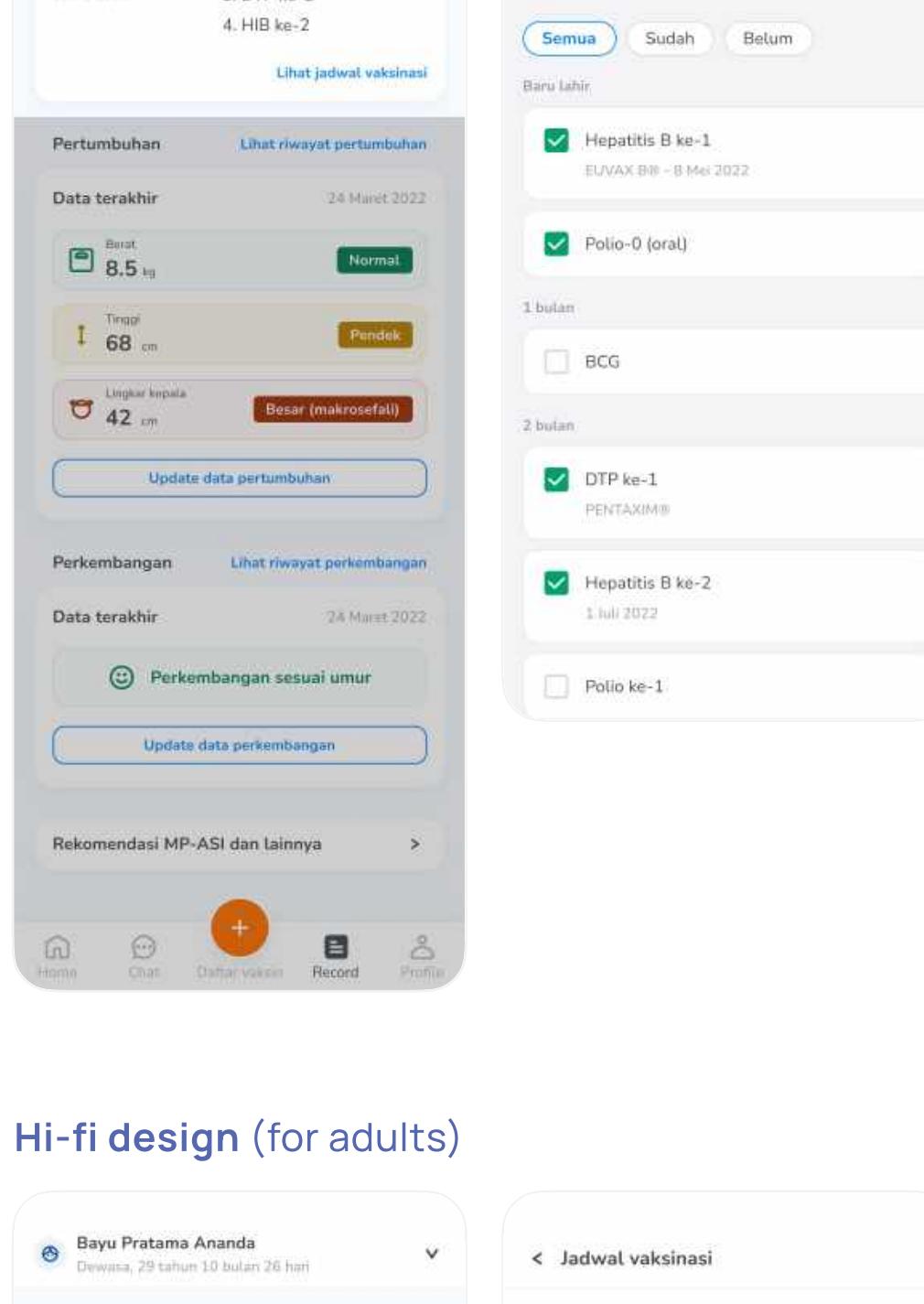
Effortless management

Doctors can review and manage records quickly.

Wireframe



Hi-fi design (for children)

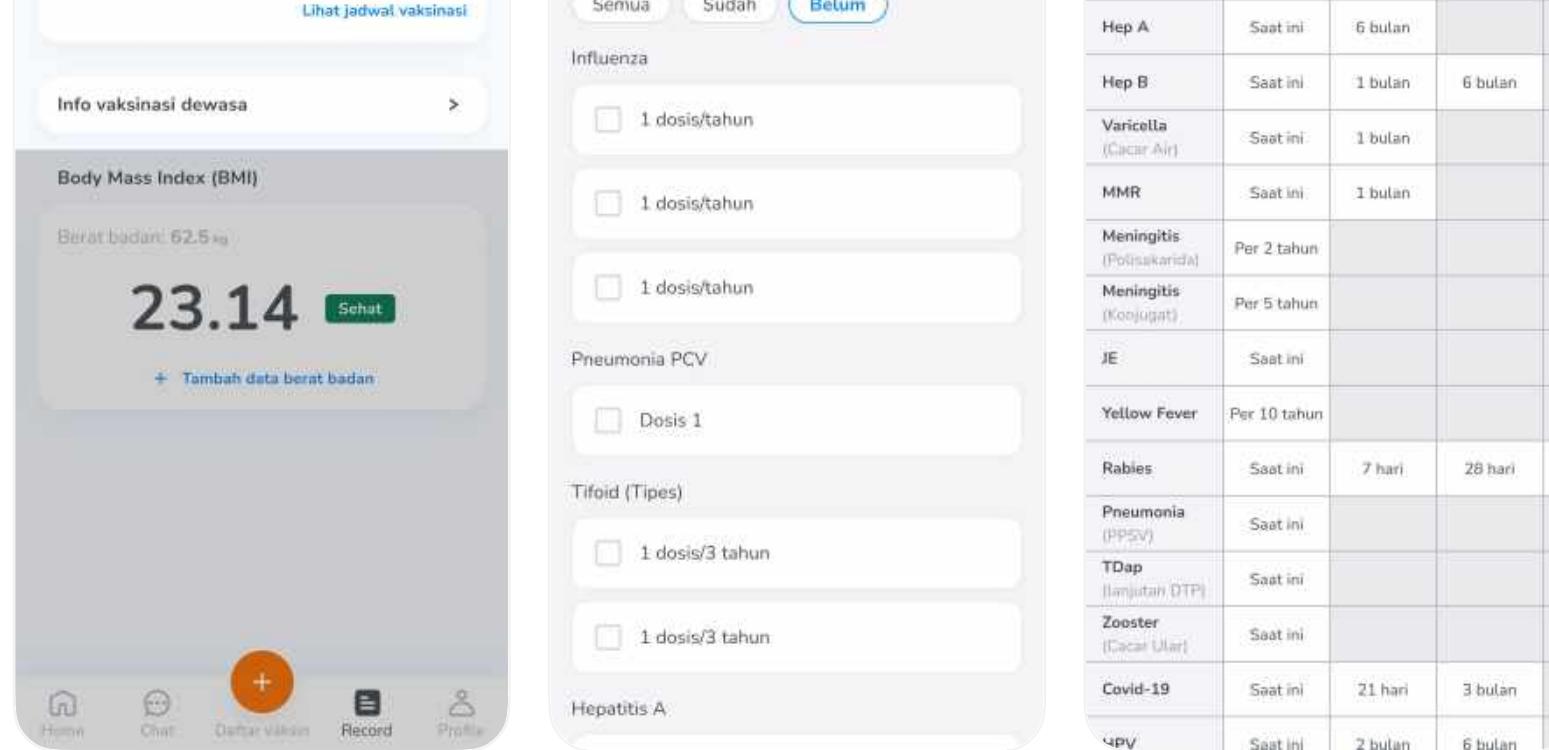


- Record page:** Displays information about required vaccinations based on the child's current age.

- Vaccination schedule page:** Shows the patient's vaccination schedule and indicates whether the vaccination has been administered.

- Vaccination summary page:** Provides a summary of all vaccinations received by the patient.

Hi-fi design (for adults)



- Record page:** Displays information about recommended vaccinations based on the patient's gender.

- Adult vaccination information page:** Shows recommended vaccinations and indicates whether the vaccination has been administered.

- Vaccination summary page:** Provides a summary of all vaccinations received by the patient.

These features collectively ensure a comprehensive and user-friendly digital vaccination record system, enhancing the overall experience for both users and the imuni team.

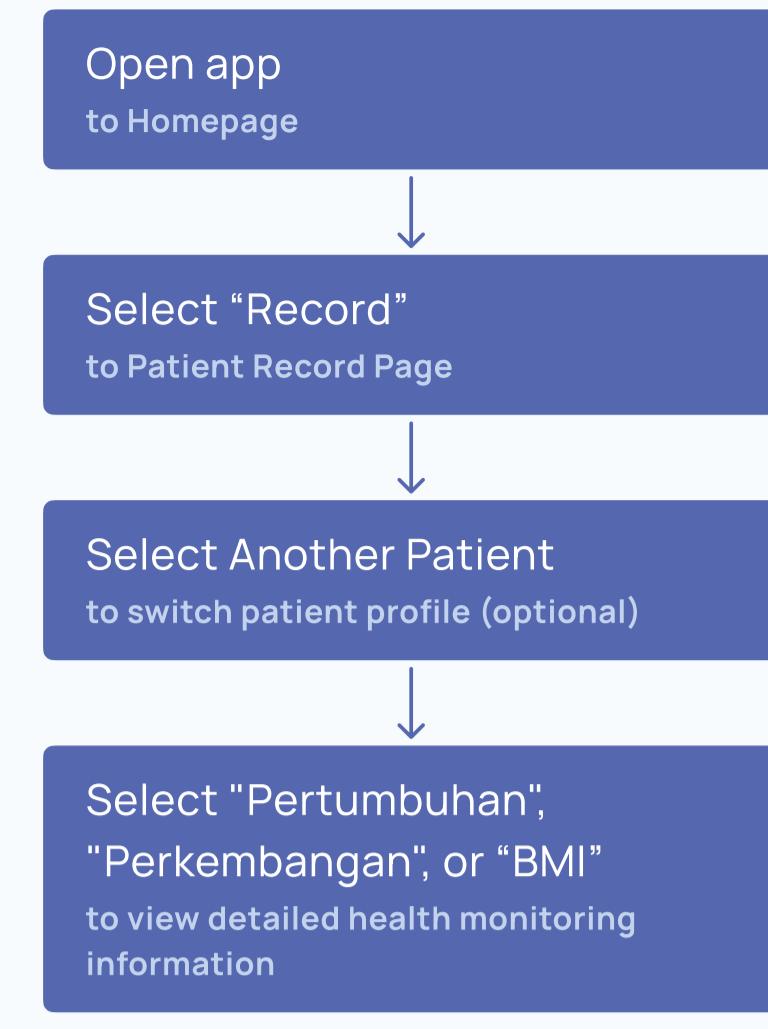
Results

Highlight 5: Health Monitoring (for both children and adults)

For children under 20 years old, this feature includes monitoring of vaccinations, growth, and development, with additional parenting tips.

For adults, it offers health check features, including tracking vaccination completeness and BMI self-monitoring, catering to the health needs of the entire family.

User Flow



Design process

Children growth & development monitoring

Hi-fi design

The screenshot shows the 'Growth monitoring' section of the app. It includes a summary of vaccinations (Adhitama Ananda Putra, 6 bulan 12 hari), current growth data (Berat: 8.5 kg, Tinggi: 68 cm, Lingkar kepala: 42 cm), and a graph of weight vs age. Below this is the 'Development monitoring' section, which asks questions about the child's motor skills and provides a 'Selesai' button.

As an additional value for our users, we have included a feature for monitoring the growth and development of children:

1. Growth monitoring:

Users can input data such as weight, height, and head circumference. This data is compared with standards from our doctors to determine if the child's growth is within the normal range for their age.

2. Development monitoring:

Users answer questions about their child's developmental milestones. The answers will determine if the child is achieving motor skills and developmental milestones appropriate for their age.

These features offer parents valuable insights into their child's growth and development, allowing them to monitor their child's health and seek immediate medical advice if necessary.

Development monitoring

The screenshot shows the 'Development monitoring' section. It displays a series of questions about a baby's motor skills (e.g., rolling over, sitting up) with 'Tidak' and 'Iya' buttons. At the bottom, there are 'Kembali ke pertanyaan sebelumnya' and 'Selesai' buttons.

Adults health monitoring

Hi-fi design

The screenshot shows the 'BMI monitoring' section. It includes a summary of vaccinations (Bayu Pratama Ananda, 23 tahun 10 bulan 26 hari), current BMI data (Berat badan: 62.5 kg, Tinggi badan: 172 cm), and a BMI chart. Below this is the 'Body Mass Index (BMI)' section, which shows a score of 23.14 (Normal) and a color-coded scale from Sangat kurus to Obesitas.

For adults, we have included a health monitoring feature focused on BMI (Body Mass Index) checks. Users can enter their weight and height to calculate their BMI and determine if they have an ideal weight based on their BMI score.

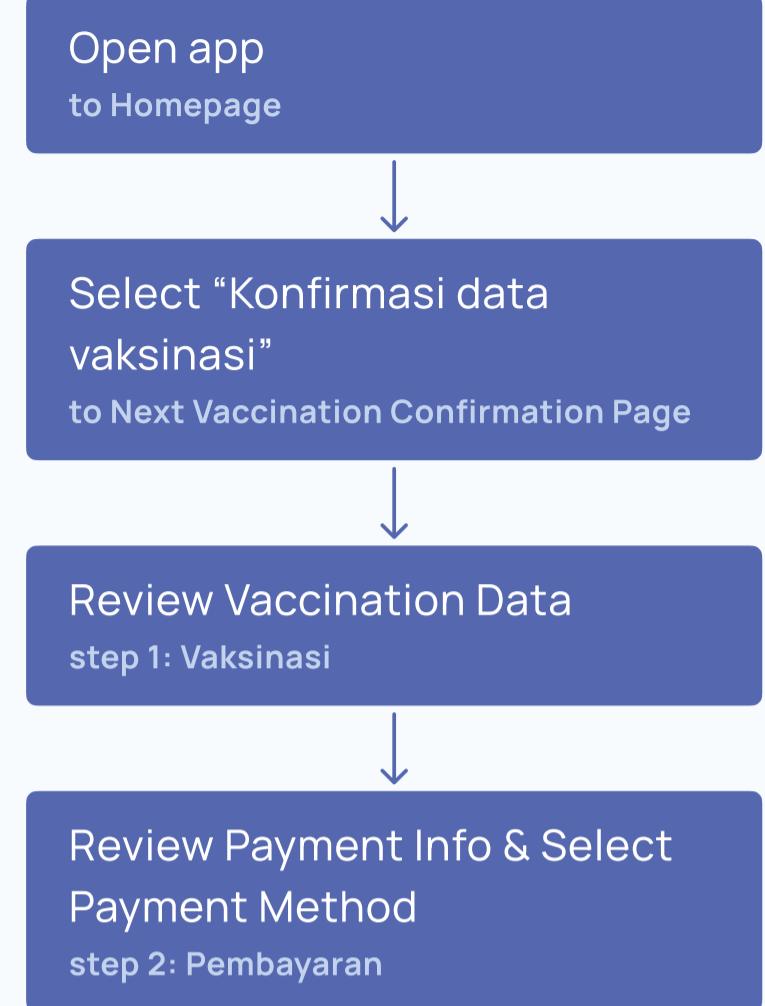
Results

Highlight 6: Streamlined next vaccination reminders

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

Our app's dedicated next vaccination reminder feature automates this process, allowing users to input details, review, and directly proceed with payments, significantly simplifying the process.

User Flow



Design process

Next vaccination reminders

Hi-fi design

The screenshots show the app's home screen, a list of patients, and a detailed vaccination confirmation page.

- Home Screen:** Shows a summary of vaccinations, a reminder for the next appointment (Senin, 4 September 2022), and a button to confirm vaccination.
- List of Patients:** Displays two patients: Adhitama Ananda Putra and Bayu Pratama Ananda, along with their vaccination details.
- Confirmation Page:** Shows a breakdown of costs for VAXIGRIP TETRA® and VARILRIX®, a total amount of Rp1.100.000, and payment options like BCA Virtual Account and Invoice. It also includes a note about confirming the payment method.

For each upcoming vaccination, the doctor inputs the details of the patients who need to be vaccinated and the specific vaccines required, based on the agreement made during the previous visit. This pre-filled information allows users to simply confirm the details: the registrant, vaccination address, and the schedule.

Once all the necessary information is confirmed and complete, users can review the data and proceed to payment. This design reduces the effort from users, ensuring a more efficient process for scheduling and confirming their next vaccination appointment.

Results

Highlight 7: Homepage

The homepage of the app is designed to highlight all user needs and display important information accessibly.

Design process

Homepage

Wireframe



Hi-fi design



Homepage allows users to easily access imuni's core services, such as vaccination consultations with doctors and patient health monitoring. Users can also view real-time updates on their vaccination process from our homepage.

Additionally, our homepage features the latest information about imuni, including available promotions. It also provides details about our various services, ensuring our users are aware of all their options. Finally, our homepage includes health-related articles.

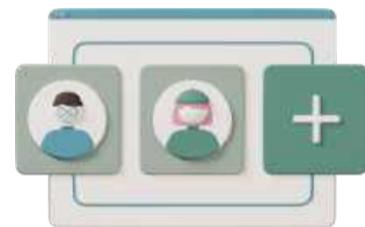
Achievement

Achieved 80% of our sales revenue through our new digital system

As a result of our innovative digital system (which consists of our user mobile app and dashboard), we were able to achieve 80% of revenue through digital channels.

Other impacts

Our initiative to create an integrated digital system, consisting of a mobile app for users and a back-office web for our team, has led to several significant impacts:



1. Better onboarding

Faster and more user-friendly new user registration, resulting in rapid growth of our users and orders.



2. Efficient order processing

Centralized vaccination records have reduced errors and data loss, making the order processing more efficient.



3. Scalability

Designed for our growing user base & order volume, this system able to accommodating our expanding operations.



4. Data-informed decision making

The system provides valuable insights, allowing us to make data-driven improvements in our services and user engagement strategies.

Things I've learned from this project



1. Interdisciplinary collaboration

Learned how to communicate effectively across disciplines and leverage diverse expertise to create stronger solutions.



2. Alignment with developers

Built mutual understanding with the tech team, aligning goals to ensure both quality and feasibility of the product.



3. Efficient customer journey

Designed streamlined and flexible user flows that improved usability across different customer scenarios.



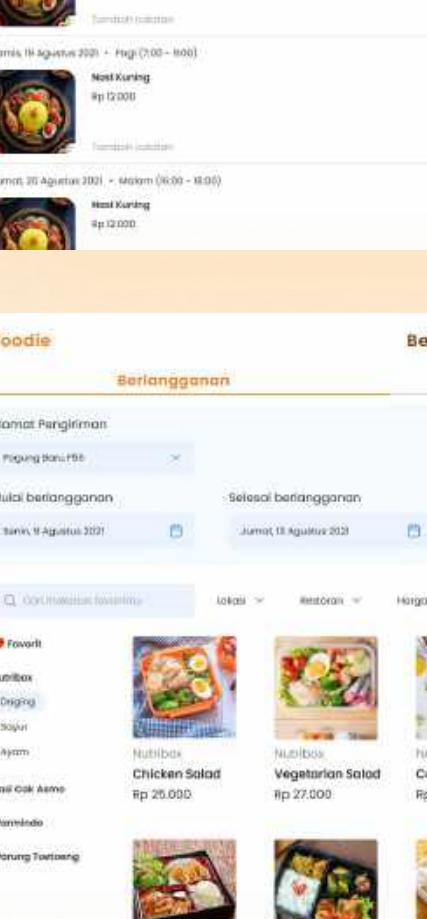
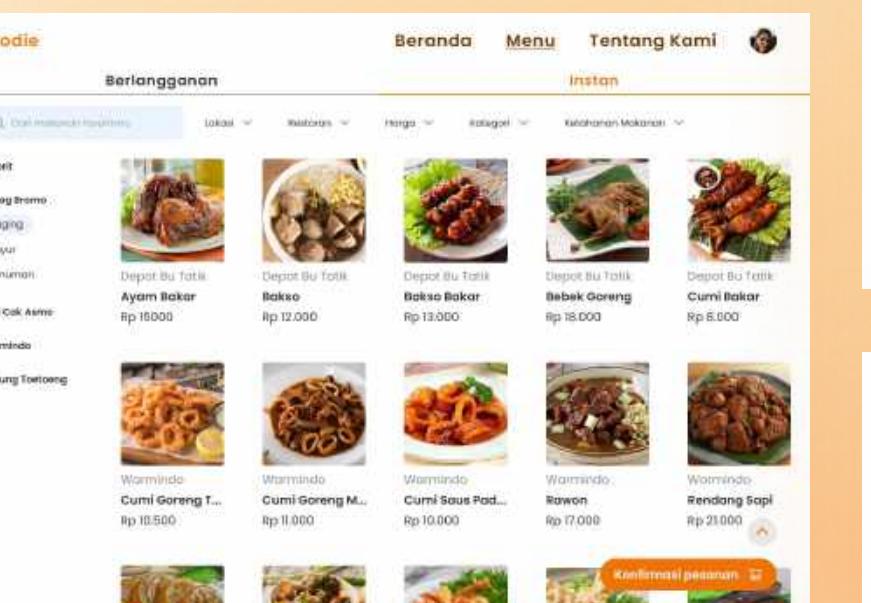
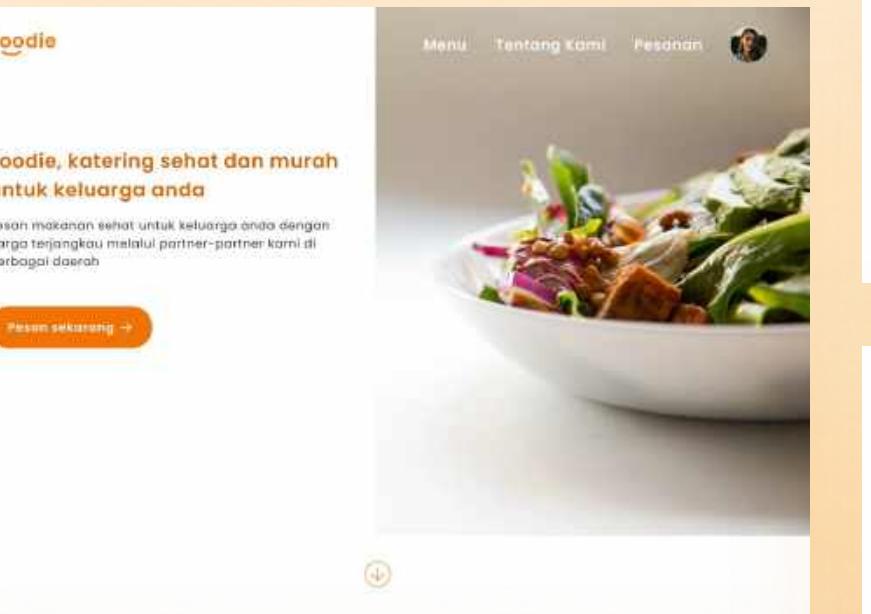
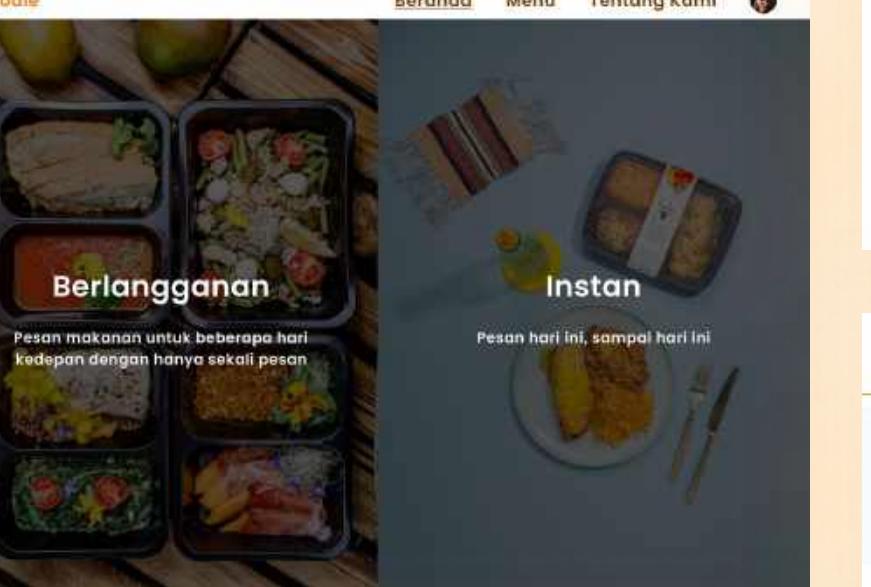
Foodie

2021 - Website

Summary:

For working moms during Covid-19, every day felt like a balancing act between office deadlines and preparing nutritious, varied meals at home. Many felt exhausted and overwhelmed, signaling the need for a service that could simplify meal preparation while staying flexible, cost-effective, and family-friendly.

This is a project for SYNRGY Academy bootcamp.



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

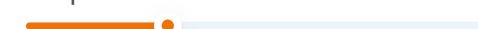
Frustations

- 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 

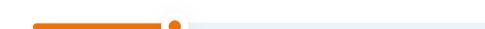
Achievement 

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



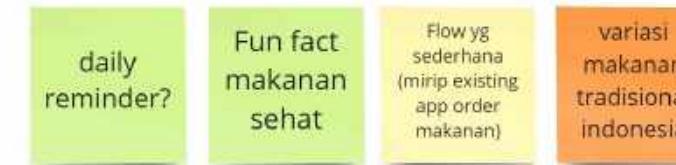
Cluster 7 - Customer Care



Cluster 8 - Payment



Cluster 9 - Feature



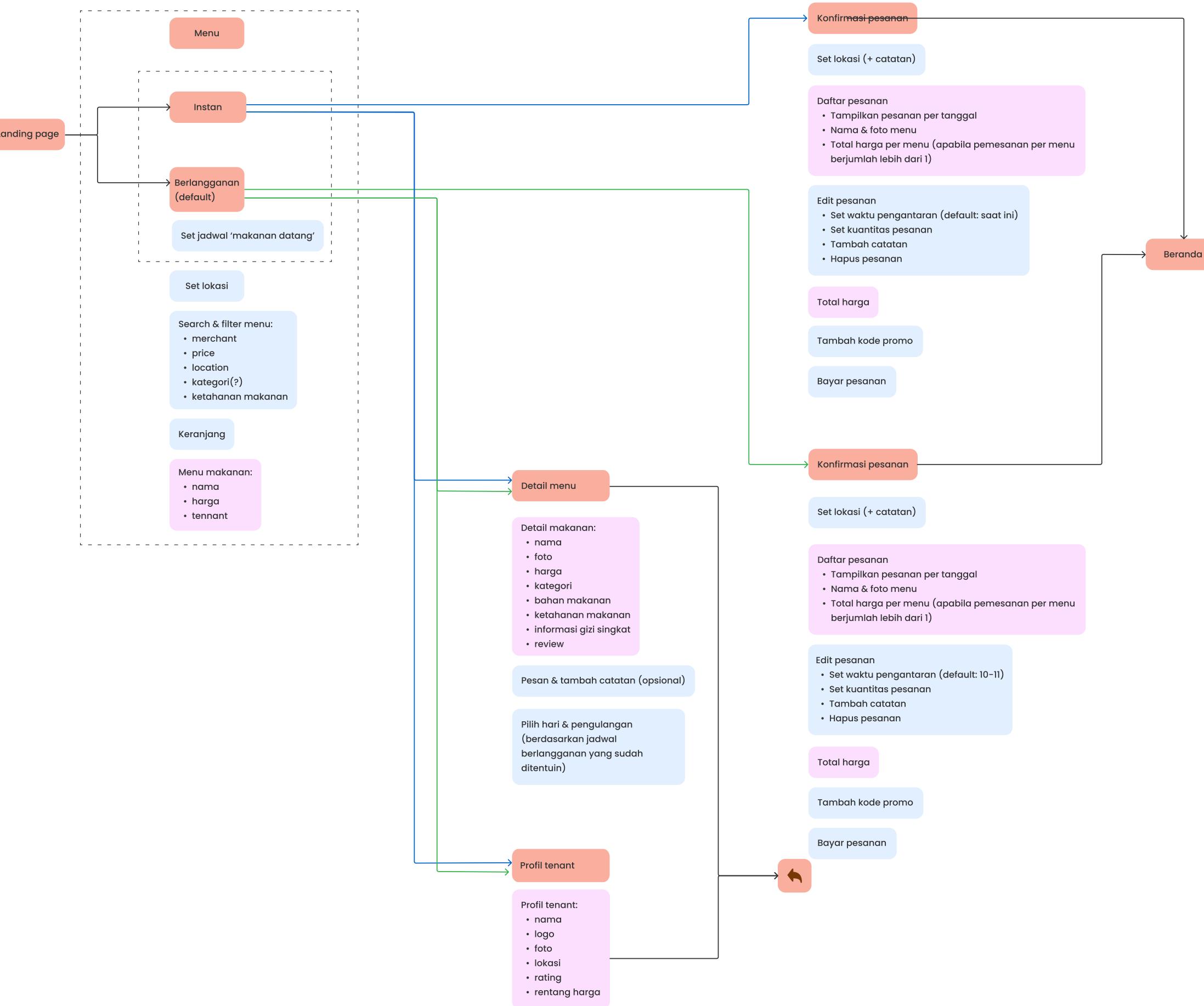
Cluster 10 - Menu's Information



Action Priority Matrix



User Flow



Low-fidelity

sanan

Konfirmasi pesanan

Status Berlangganan

Home Menu About Us
Status Berlangganan
Total Berlangganan

Landing page

Menu

About us

Tentang Kami

Profile

Menu description

Low-fidelity wireframes for a food delivery application. The screens include:

- Landing page:** Shows a placeholder image and a "Label" button.
- Menu:** Displays a grid of placeholder menu items with "Pesan" (Order) buttons.
- About us:** Contains two sections with placeholder text and a large image placeholder.
- Profile:** Includes fields for Name, Address, Phone Number, and a Photo section with "Ubah foto" (Change photo).
- Status Berlangganan:** Shows transaction status and total recurring amount.
- Menu description:** Provides details for a specific item, including reviews and a "Pesan" button.

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

 <p>Nutribox Caesar Salad Rp 22.000</p> <p>Pesanan</p>	 <p>Nutribox Bento Fried Chick... Rp 10.500</p> <p>Pesanan</p>	 <p>Nutribox Protein Box Rp 16.000</p> <p>Pesanan</p>	 <p>Nutribox Katsu Rice Rp 17.000</p> <p>Pesanan</p>	 <p>Nutribox Vegetarian Rp 18.000</p> <p>Pesanan</p>
--	--	---	--	--

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: aliodokter.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!

“ 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!

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



Maya Christanty, 48 th



Lina Alfiani, 57 th



Mirza Putri, 53 th

[Pesanan sekarang →](#)

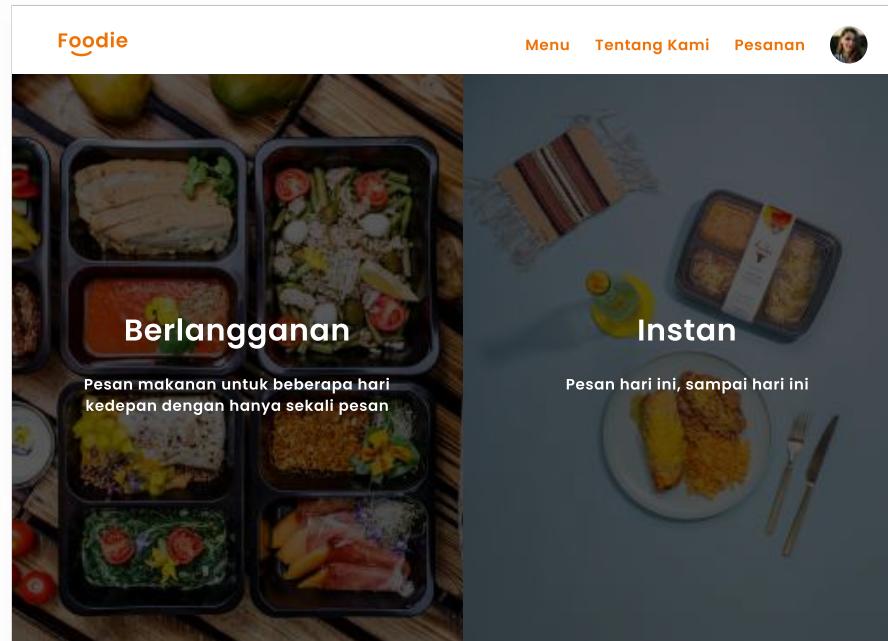
Foodie

Jalan GrafiKA No. 2
Mlati, Sleman, DI Yogyakarta
55284

Foodie@gmail.com
0274 246746

Key Points - Menu



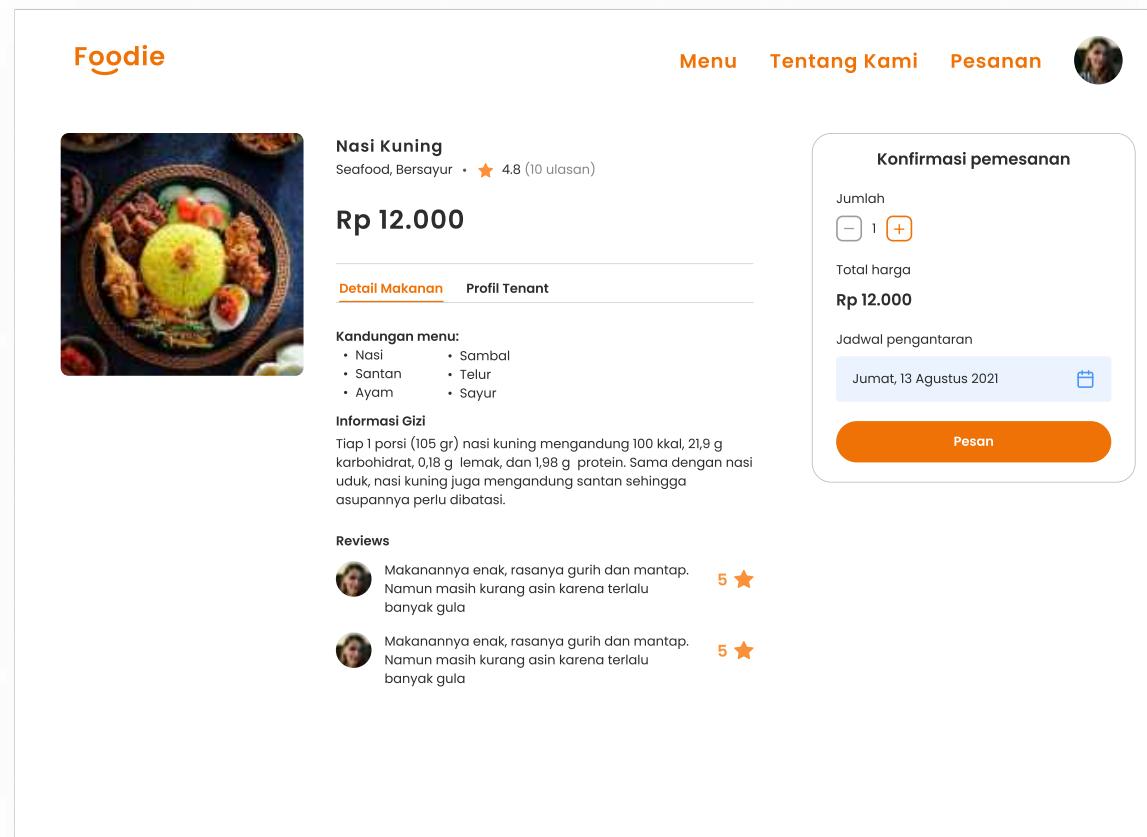
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

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 a screenshot of the Foodie mobile application. On the left, a detailed view of a dish called "Nasi Kuning" is displayed, featuring a yellow rice mound with various toppings. The dish is categorized as "Seafood, Bersayur" and has a rating of 4.8 (10 reviews). The price is listed as "Rp 12.000". Below the image, there are sections for "Kandungan menu" (list of ingredients) and "Informasi Gizi" (nutritional information). There are also two review snippets from users. On the right, a modal window titled "Konfirmasi pemesanan" (Order Confirmation) is shown, displaying the quantity "1", total price "Rp 12.000", delivery date "Jumat, 13 Agustus 2021", and a large orange "Pesan" (Order) button.

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' (orange), 'Menu' (white), 'Tentang Kami' (white), 'Pesanan' (white), and a user profile icon. Below the navigation, there's a large image of a dish labeled 'Nasi Kuning'. To its right, the dish name 'Nasi Kuning' is listed along with a star rating of 4.8 and 10 reviews. The price 'Rp 12.000' is prominently displayed. Below the dish image, there are two tabs: 'Detail Makanan' (selected) and 'Profil Tenant'. Under 'Profil Tenant', there's a section for 'Dapur Aisyah' with an icon, address 'Jl. Pogung Kidul No 5 Sinduadi, Sleman, Yogyakarta', a star rating of 4.8, and a price range '\$\$ \$ 10rb - 24rb'. There are also small images of food and a chef. At the bottom, there's a 'Reviews' section with two entries, each with a user icon, text, and a star rating (5★ and 4★). On the right side of the screen, a modal window titled 'Konfirmasi pemesanan' (Order Confirmation) is open. It shows a quantity of 1, a total price of 'Rp 12.000', the delivery schedule 'Jumat, 13 Agustus 2021', and a large orange 'Pesan' (Order) button. Below the modal, there's a section titled 'Jadwal pengantaran' (Delivery Schedule) with a dropdown menu set to 'Siang (9:00 - 11:00)' and a list of time intervals: 7:00 - 9:00, 8:00 - 9:00, 9:00 - 11:00, and 10:00 - 12:00.

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

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

Key Points - Order Confirmation

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

Konfirmasi Pesanan Instan (Left Screenshot):

- Header:** Foodie, Menu, Tentang Kami, Pesanan, User profile icon.
- Delivery Address:** Pogung Baru F56, + Tambah catatan.
- Promo:** Kode promo (Input field: Masukkan kode promo).
- Order Summary:**

Subtotal	Rp 44.000
Pajak (10%)	Rp 4.400
Subtotal	Rp 48.400
- Order Details:**
 - Nasi Kuning:** Rp 12.000, Quantity 1, + Tambah catatan.
 - Bakso Goreng:** Rp 16.000, Quantity 2, Catatan: Tidak pedas, + Tambah catatan.
- Total Subtotal:** Rp 44.000.
- Buttons:** Pesan (orange button).

Konfirmasi Pesanan Berlangganan (Right Screenshot):

- Header:** Foodie, Menu, Tentang Kami, Pesanan, User profile icon.
- Delivery Address:** Pogung Baru F56, + Tambah catatan.
- Promo:** Kode promo (Input field: PertamaPesan - 50%).
- Order Summary:**

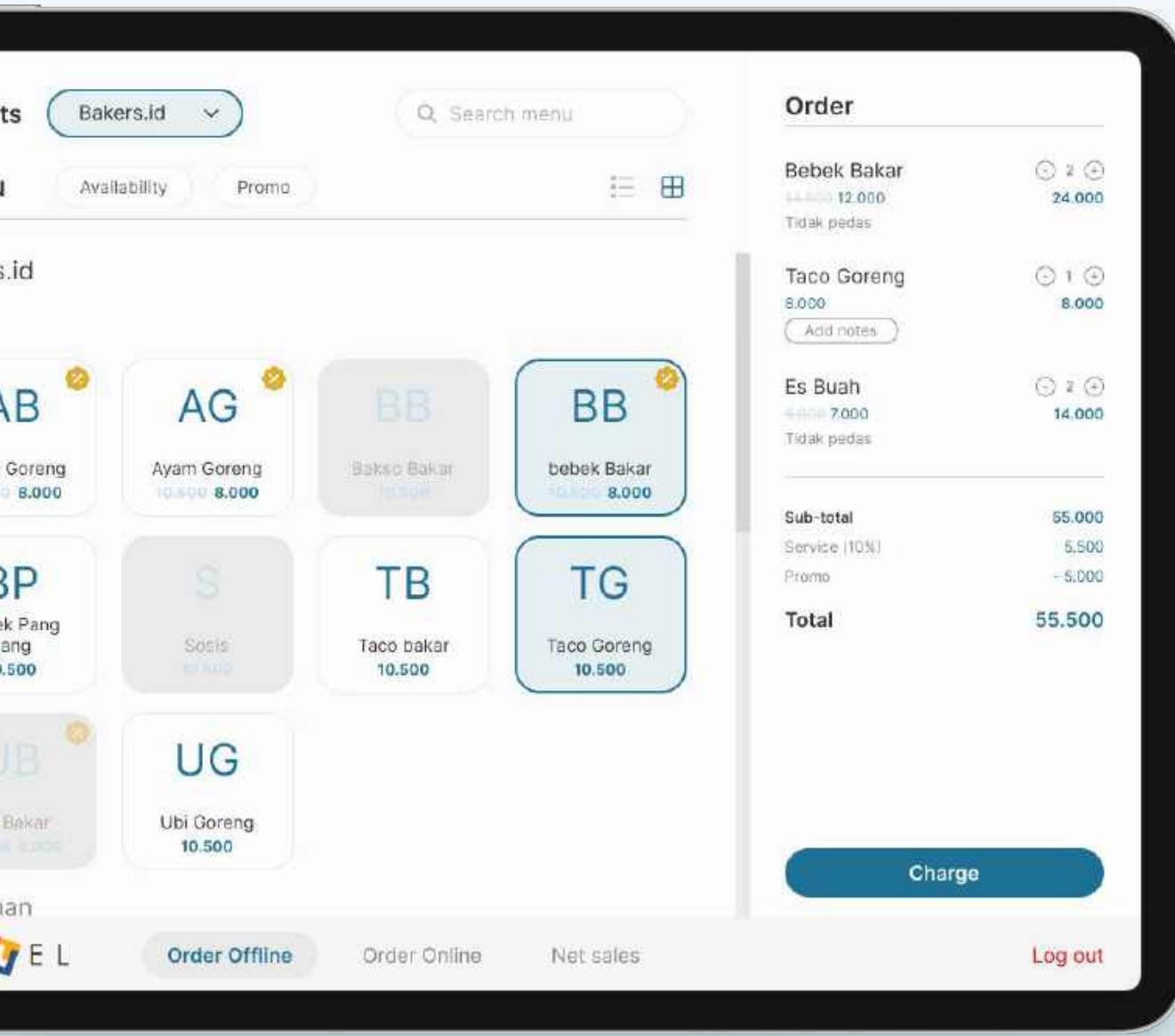
Subtotal	Rp 44.000
Promo (-50%)	- Rp 22.000
Pajak (10%)	Rp 4.400
Subtotal	Rp 26.400
- Order Details:**
 - Nasi Kuning:** Rp 12.000, Quantity 1, + Tambah catatan.
 - Nasi Kuning:** Rp 12.000, Quantity 2, + Tambah catatan.
 - Nasi Kuning:** Rp 12.000, Quantity 1, + Tambah catatan.
- Total Subtotal:** Rp 26.400.
- Buttons:** Pesan (orange button).

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

Summary:

Designed a comprehensive POS system for Pazel Group as the central hub for order management. The platform streamlines menu updates, inventory control, and sales tracking while ensuring seamless order processing. It not only optimizes daily operations and enhances customer service, but also equips the team with data-driven insights for smarter 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.

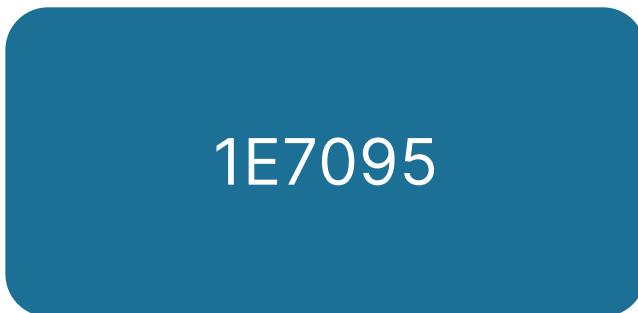
4 Back-office web (website)

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

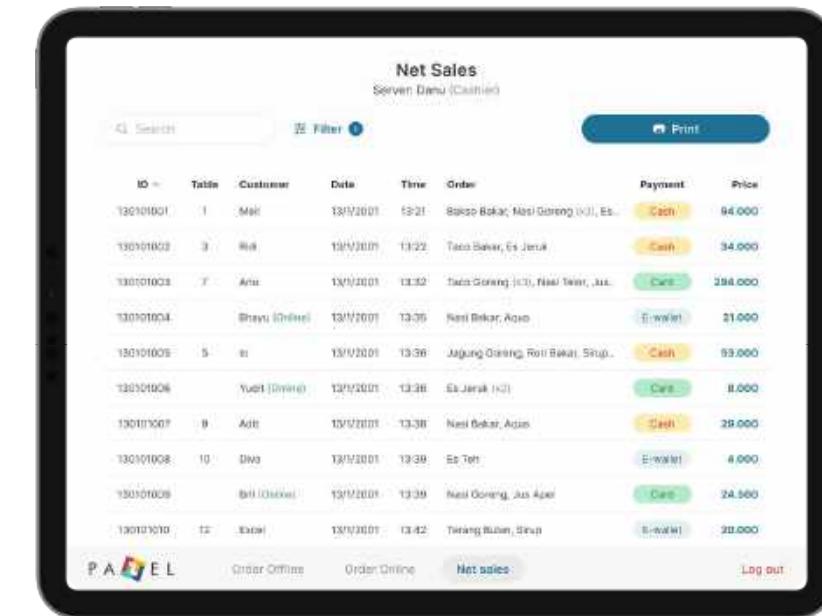
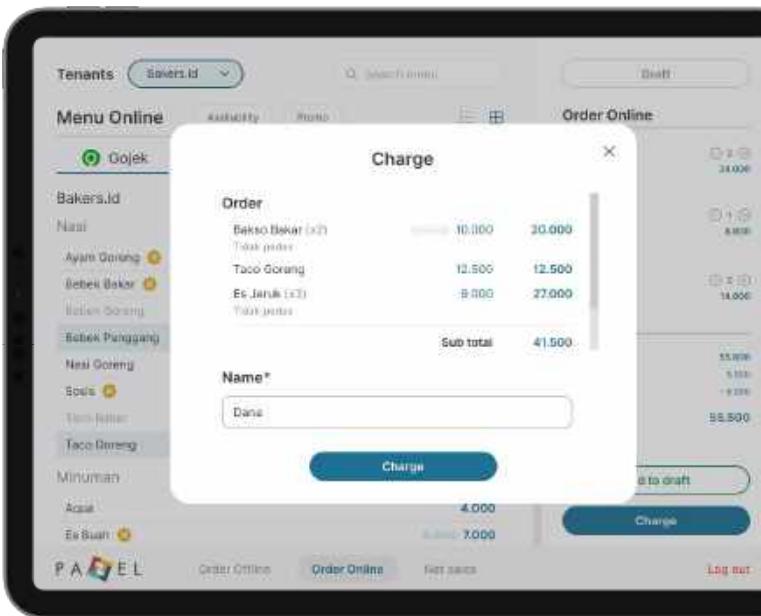
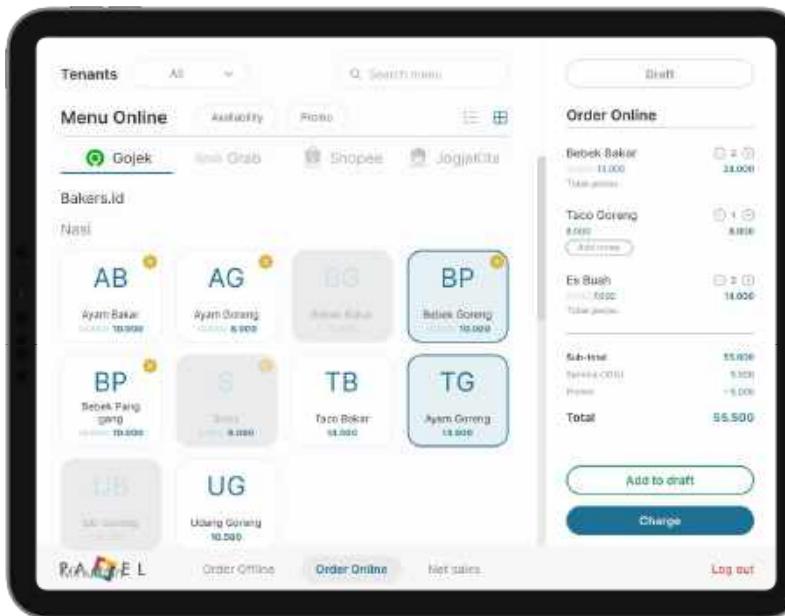
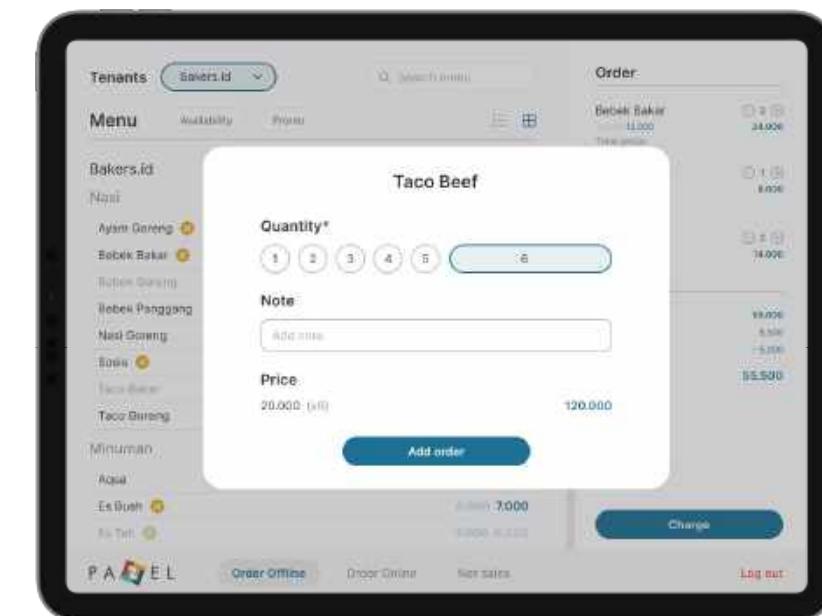
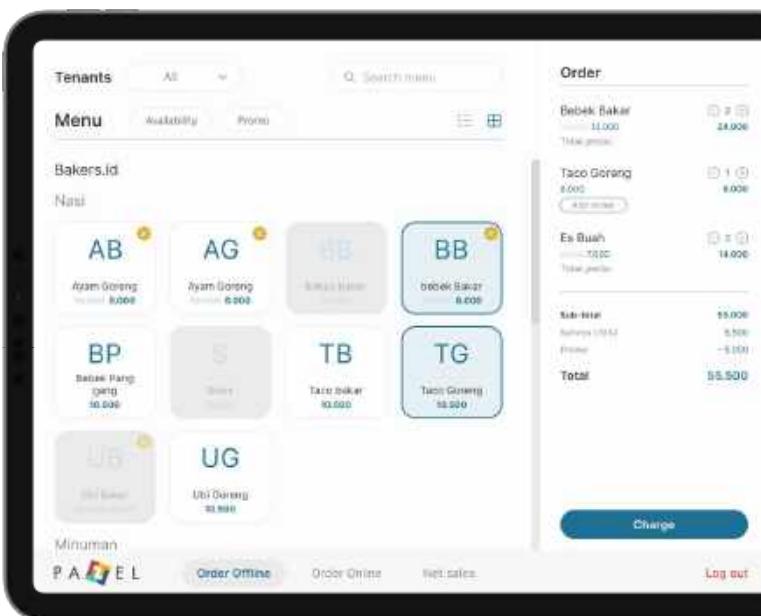
A B C D E F G H I J K L M N

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

1 2 3 4 5 6 7 8 9 0

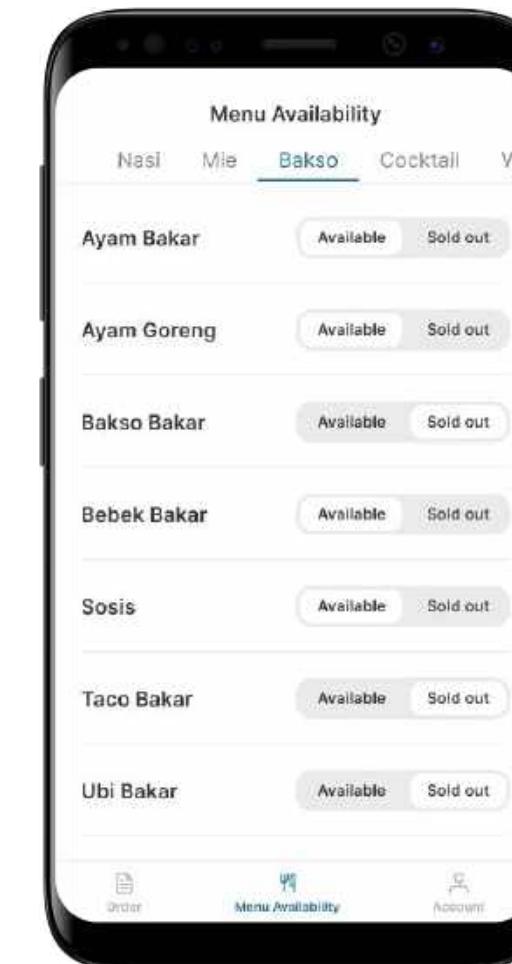
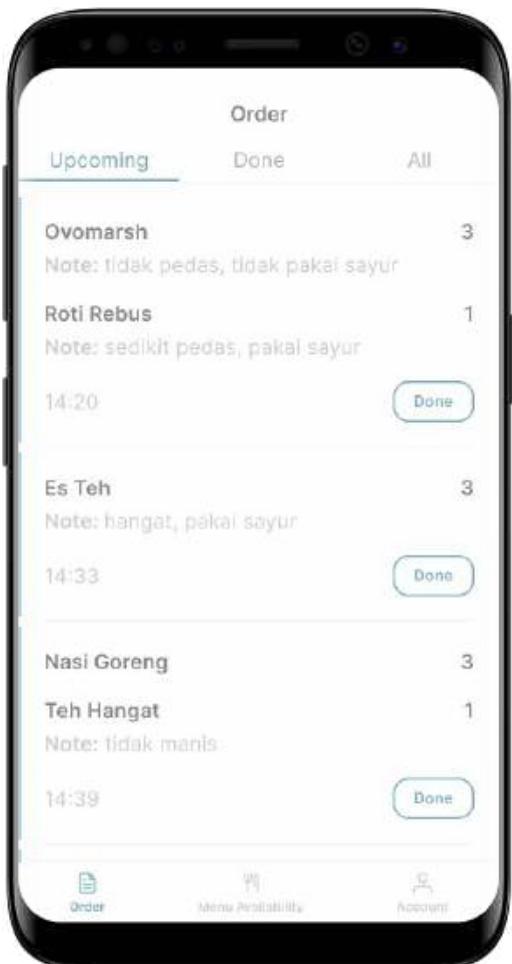
Final Design

Cashier app (Android - tablet)



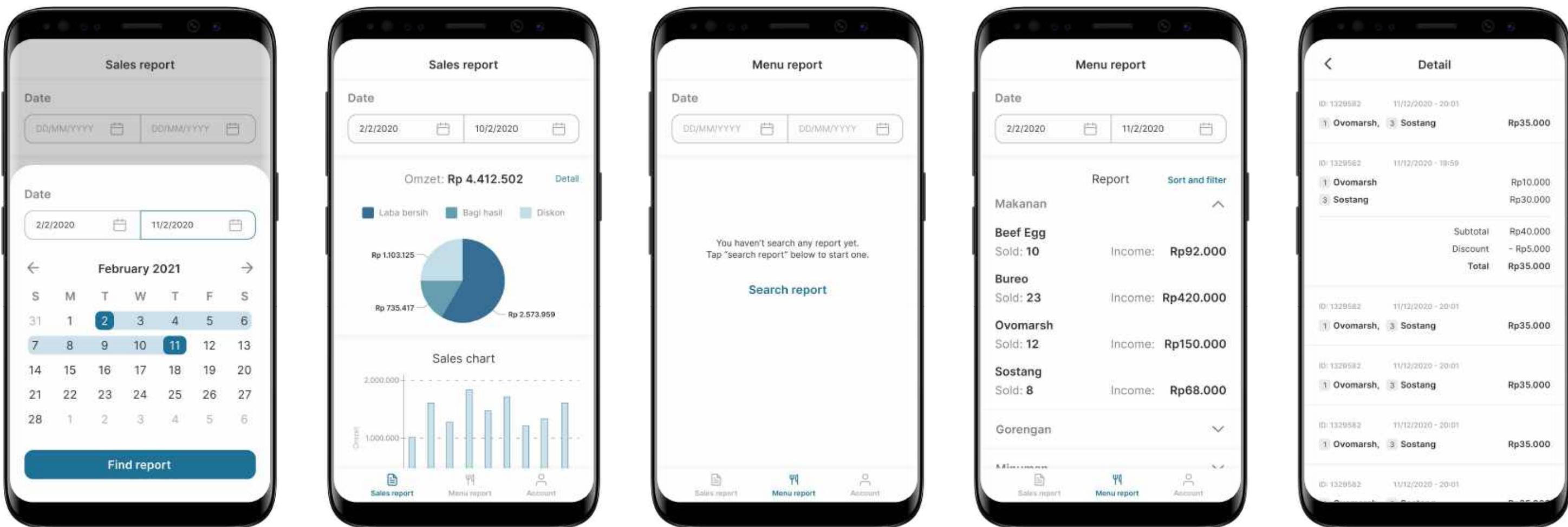
Final Design

Tenant Manager app (Android - phone)



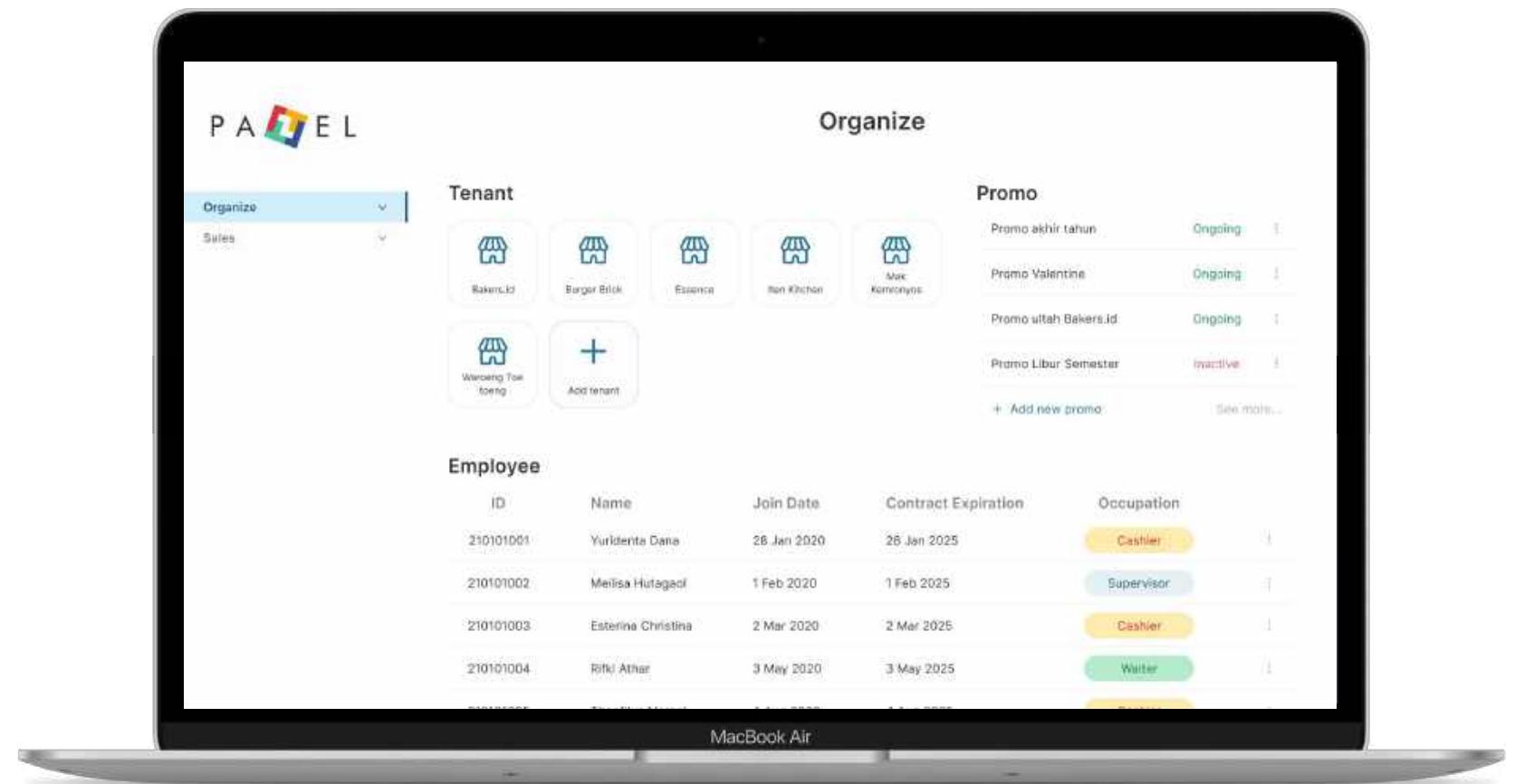
Final Design

Tenant Owner app (Android - phone)



Final Design

Back Office web (website)



PABEL						
	ID	Promo Name	Promo Type	Time Period	Outlet	Promo Status
Sales	210101	Promo akhir tahun	Buy 1 get 1	28 Jan 2020 - 12 Feb 2020	Burger Brick, Essenc...	Ongoing
Tenant	210102	Promo Valentine	Buy 2 get 1	1 Feb 2020 - 14 Feb 2020	Essence, Nek Kawayan...	Ongoing
Promo	210103	Promo ultah Bakers.id	Buy 3 get 1	3 Feb 2020 - 16 Feb 2020	Bakers.id	Ongoing
Employee	210104	Promo Valentine	Buy 2 get 1	8 Feb 2020 - 12 Feb 2020	Bakers.id, Ben Kitch...	Ongoing
Table	210105	Promo Libur Semester	Buy 3 get 1	11 Jan 2020 - 24 Jan 2020	Ben Kitchen	Inactive
Sales	210106	Loyalty Member	Buy 3 get 1	3 Feb 2020 - no end date	Bakers.id, Mac Komet...	Ongoing

PABEL									
Tenant Report									
Tenant	Segment	Period	Revenue	Net Profit	After Discount	After Service	After Tax	Tablet	Owner
Wiceng Tae foeng	Segment A	10 Jan 2020	440,000	440,000	440,000	440,000	409,800	368,160	80,820
Wiceng Tae foeng	Segment B	11 Jan 2020	160,000	160,000	160,000	160,000	154,010	132,780	30,240
Wiceng Tae foeng	Segment C	12 Jan 2020	1,316,000	1,316,000	1,316,000	1,316,000	1,286,000	1,078,120	236,880
Wiceng Tae foeng	Segment D	13 Jan 2020	1,246,000	1,246,000	1,246,000	1,246,000	1,214,000	1,052,160	231,840
	Total		3,221,000	1,989,000	1,989,000	1,989,000	1,888,000	1,681,220	579,780

PABEL									
Table									
	Fl. 1 Indoor	Fl. 2 Indoor	Fl. 2 Outdoor						
Organize				Table 11	0/0 free				
Tenant				Table 12	0/0 free				
Promo				Table 1	0/0 free	Table 3	0/0 free	Table 5	0/0 free
Employee				Table 7	0/0 free	Table 9	0/0 free	Table 11	0/0 free
Table				Table 2	0/0 free	Table 4	0/0 free	Table 6	0/0 free

Thank you for your time

Contact me at:

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