

UI/UX Design

Portfolio

Albertus Pradana / 2022

Hi, I'm Albertus Pradana!



Hi, 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 also about the value it provides, the supporting data, and its feasibility for development.

Curriculum Vitae

Education

2017 - 2021 Information Engineering
Universitas Gadjah Mada

Skills

User Research

Multi-platform UI

Information Architecture

Icon design

Wireframing

Usability Testing

Copywriting

Figma

Miro

Adobe XD

Adobe Illustrator

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
- Jan - Mar 2020 Front-End Developer Intern Synapsis.id

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imuni Mobile App

After achieving product-market fit, Imuni needs to fulfill the potential of their MVP by transitioning it into a full-scale product.

Foodie

A catering service web to help working moms in providing healthy meals for their families.

UI Design Explorations

Selected design explorations.
View more on my [dribbble](#).



imuni Mobile App

2022 - Mobile app

Role: UI/UX Designer

Stakeholders: product manager & company C-level

TLDR:

imuni is the biggest vaccination service provider in Indonesia, focusing on home-service. To date, imuni provide their services using MVP on various platforms, which leads to inconvenience and a bad overall experience. After successfully achieving product-market fit, imuni decided to take a step further by developing a full-scale product that could overcome the limitations of its existing MVP.

05/ Overview

The screenshots illustrate the imuni mobile app's features:

- Vaccination Scheduling:** Shows a vaccination schedule for "Adhitama Ananda Putra" (6 months old). 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). A "Rekap Kelengkapan Vaksinasi" (Vaccination Record) button is also present.
- Health Monitoring:** Displays a summary for "Bayu Pratama Ananda" (adult, 29 years old). It includes a BMI calculator (Body Mass Index) showing a healthy result of 23.14, and growth charts for height and weight.
- Doctor Consultation:** Shows a message from "Dokter Konsultan Vaksinasi dr. Maria Christina" on February 18, 2022, confirming a vaccination appointment for "Anindya Ardhana".
- Home Screen:** Features a "Daftar vaksin" (Register Vaccination) button, a "Record" section, and a "Profile" section.
- Other Features:** Includes sections for "Layanan imuni" (Services), "Kelengkapan vaksinasi" (Vaccination Record), "Pertumbuhan" (Growth), and "Perkembangan" (Development).

Project background:

imuni is a vaccination service provider in Indonesia, focusing on home-service and corporate-service. Launched in 2020, imuni has become the largest on-site vaccination service provider in Indonesia, covering all major cities in Java and Bali and performing over 65,000 vaccinations for children and adults throughout 2021.

In 2022, imuni's management decided to improve their service experience by upgrading and digitalizing the whole system. The main objective of this development is to address the limitations and challenges that have emerged due to the use of an MVP system. As a result, imuni's patients are expected to receive better service, while the internal team, consisting of doctors and finance professionals, will be able to work more efficiently.

Note:

In this project I'm working on designing the whole system for various platform - mobile apps (hybrid) for users & web for internal use. For this portfolio I will limit this writing by just focusing on mobile platform for users.

imuni's services

In addition to on-site vaccination services, there are several other services that will be digitized & integrated within the app:

1 On-site vaccination

imuni's core service, which will be fully integrated within the app.

2 Next vaccination reminder

After vaccination, users can receive reminders for their next vaccination a few days prior to the approved schedule.

3 Child growth monitoring

After vaccinating, doctor will assess whether the child's growth and development are on track with their age.

4 Developmental record for children

Doctor can help record the child's growth and vaccination data in the child growth book.

5 Vaccination consultation with doctor

Instead chatting with a chatbot, patients can directly consult with doctors regarding vaccination.

- 1** Free online consultation
Free consultation with doctors to answer questions about vaccines, vaccination needs, and imuni's vaccination services.
- 2** Vaccination registration
Patient fills out the vaccination registration form online.
- 3** Confirmation **by doctor**
A doctor will confirm patient's vaccination needs through WhatsApp to ensure that the administered vaccine is suitable.
- 4** Payment
The patient settles the payment based on the given invoice from imuni finance.

Existing vaccination flow

5

Health screening **by doctor**

Vaccinating doctor conduct a health screening to assess the patient's health and confirm the vaccination location.

6

Vaccination **by doctor**

Doctor performs on-site vaccination for the patient, while also provides childhood developmental screening for children and health screenings for other family members.

7

Follow-up **by doctor**

The day after vaccination, the doctor will follow up on the patient's condition and gather feedback about the vaccination service.

Existing vaccination flow

About next vaccination reminder

After performing vaccination, doctor will provide information about patient's vaccination needs. If patient agrees, doctor can also provide reminders regarding their upcoming vaccinations.

A week prior to the next scheduled vaccination, doctor will remind the patient. If patient is willing to get another vaccination with imuni, they can sign up for next vaccination. If patient have any doubts, they can consult with the doctor beforehand.

Major and common problem is the tedious vaccination registration process, especially if there are many patients. In addition, doctors have to remind several patients every day, which further compounds the problem.

The problems

From	Problem	The reason	Impact
Patients	Difficulty in completing the vaccination registration.	Too many questions, which would be worse if there are many patients.	This time-consuming registration process deterred patients from making repeat orders.
	Too many WhatsApp numbers communicating with patients.	Each internal teams of imuni possess their own WhatsApp number, leading to min. 3 numbers contacting patient: doctor, vaccination doctor, and finance.	imuni's communication with patients causes overwhelming experience for some.
	Lack of integrated record regarding vaccination and child development.	Operating on MVP across different platforms results in a lack of proper transaction data storage for imuni.	Patients experience inconvenience as they must navigate between multiple apps.
	Lack of payment options.	For some individuals, the expensive cost of vaccination service might be too expensive.	This situation is hindering them from settling their payments in full (via bank transfer).
	Difficulties in analyzing data.	Since our data is not integrated yet, we have to input it manually before analysis.	
Management	Difficulties in choosing vaccination schedule for patients.	To choose a vaccination schedule, doctor must negotiate with patient regarding their availability with the doctor's available vaccination schedule.	This activity becomes inefficient (in terms of time and effort).

The problems

From	Problem	The reason	Impact
Patients	Difficulty in completing the vaccination registration.	This time-consuming process, where patients have to enter their details multiple times, has deterred many patients from making repeat orders.	This time-consuming registration process deterred patients from making repeat orders.
User	Too many WhatsApp numbers interacting with patients.	Each internal teams of imuni possess their own WhatsApp number, leading to confusion among patients regarding which contact to use for what purpose.	imuni's communication with patients causes overwhelming experience for some.
	Poor experience with administration, especially with registration, communication, and patient data.	Management Work tools are not ideal , which results in difficulties analyzing data & managing vaccination schedules	Inconvenience as they have to switch between multiple apps.
Management	Lack of payment options.	For some individuals, the expensive cost of vaccination service might be too expensive.	This situation is hindering them from settling their payments in full (via bank transfer).
	Difficulties in analyzing data.	Since our data is not integrated yet, we have to input it manually before analysis.	
	Difficulties in choosing vaccination schedule for patients.	To choose a vaccination schedule, doctor must negotiate with patient regarding their availability with the doctor's available vaccination schedule.	This activity becomes inefficient (in terms of time and effort).

Main problems

Benchmark of similar services

As we don't have a system, we decide to do a benchmark (or competitive analysis) of our direct competitors to get to know better about the current user behavior & their strengths.

Competitors	Features (and their strengths)				
	Vaccination registration	Vaccination info	Doctor consultation	Child-growth monitoring	Worth to note
Tentang Anak	✗	✓	✗	✓	<p>As a parenting app for monitoring pregnancy and child development, it provides:</p> <ul style="list-style-type: none">• Options for monitoring pregnancy.• Scheduled Q&A sessions with doctors.• Children growth and development monitoring.
PrimaKu	✓	✓	✓	✓	<p>This app focuses on helping parents in the early stages of their child, providing a digital child book with features such as:</p> <ul style="list-style-type: none">• Children growth and development tracking.• Children vaccination schedule (according to IDAI).• Self-health screening.• Health articles and childcare tips. <p>This app also offers a community forum (for discussion), options to choose a doctor for consultation, and vaccination registration at partner clinics or at home.</p>

User flow

1. Vaccination

After understanding the existing issues, we made updates to our vaccination flow.

1

Free online consultation

Users contact doctors in-app to do free-consultation about vaccination

2

Vaccination registration

User can save some data about patients and home addresses, making vaccination registration easier

3

Confirmation **by doctor**

Once doctor confirm patient's vaccination, they will send a vaccination plan draft to be confirmed by patient

4

Payment

Patients can make payments with various payment methods (from virtual accounts, credit cards to insurance) and contact finance through in-app chat

User flow

1. Vaccination (cont.)

- 5 Health screening **by doctor**
No change on this step because vaccinating doctors yet to have access to contacting patients in-app
- 6 Vaccination **by doctor**
No change on this step, doctor performs on-site vaccination as usual
- 7 Follow-up **by doctor**
Doctor will contact patient through in-app chat to do usual follow-up after vaccination

User flow

2. Next vaccination reminder

- 1 Vaccinating by doctor**
After vaccination, if patient is willing to be reminded of their upcoming vaccination, doctor will create a reminder that includes the schedule, patient, and their vaccine.
- 2 Confirm next vaccination reminder**
One week before upcoming vaccination, user will receive a reminder. If agreed, user can proceed the reminder.
- 3 Payment**
If user agrees, they can proceed the reminder by filling the address and preferred schedule. After that, they can proceed to the payment and continue the vaccination process as usual, without the need to repeat the registration process and directly contact the doctor.

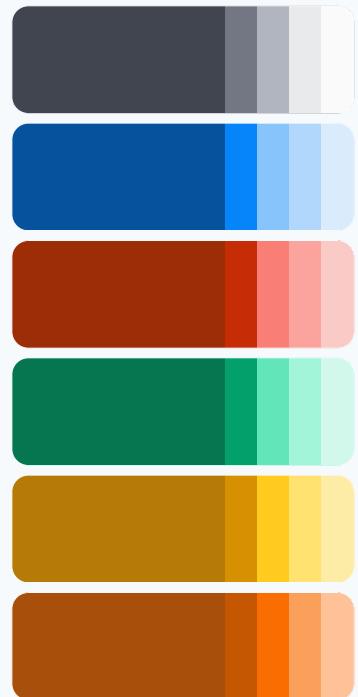
Information architecture

Outlining the architecture was a crucial step in providing the entire team a comprehensive view of the platform. This process also helped us estimate the necessary effort to implement the entire system (in this context, the mobile app).

See here

Design library

Colors



Typography

Heading 1 - 40pt Bold

Heading 2 - 32pt Bold

Body 1 - 18px Regular

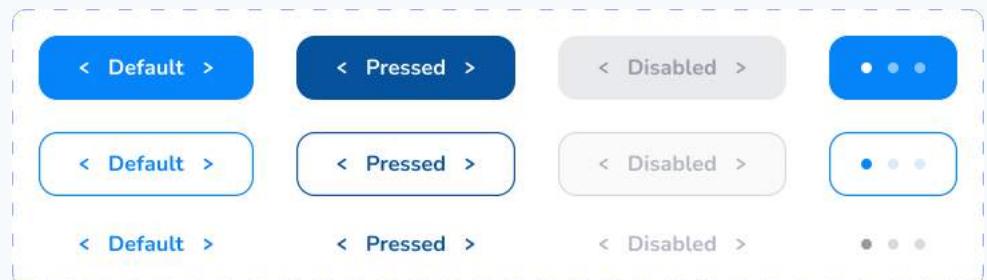
Body 2 - 16pt Regular

Body 3 - 14pt Regular

Body 4 - 12pt Regular

Body 5 - 10pt Regular

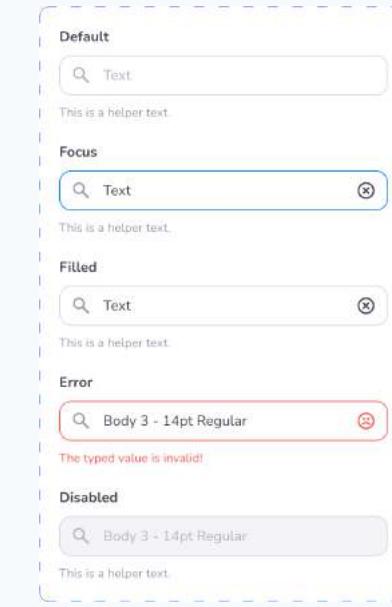
Buttons



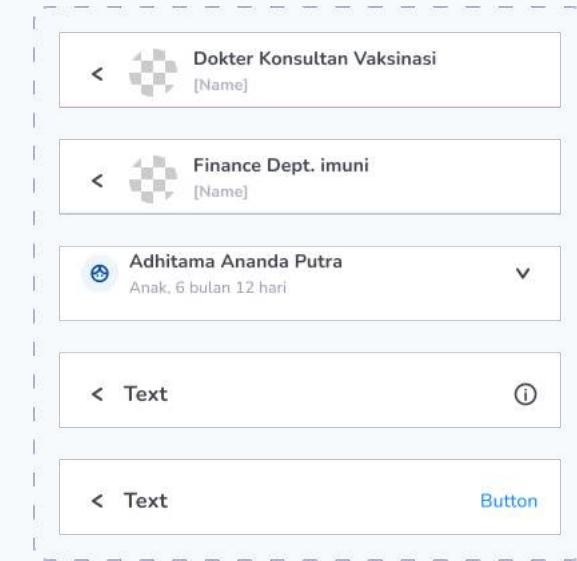
Bottom nav



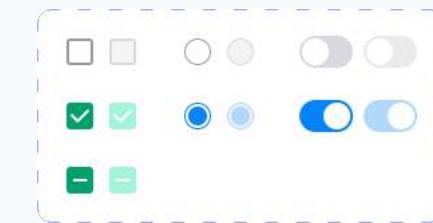
Forms



Top bar



Selection control



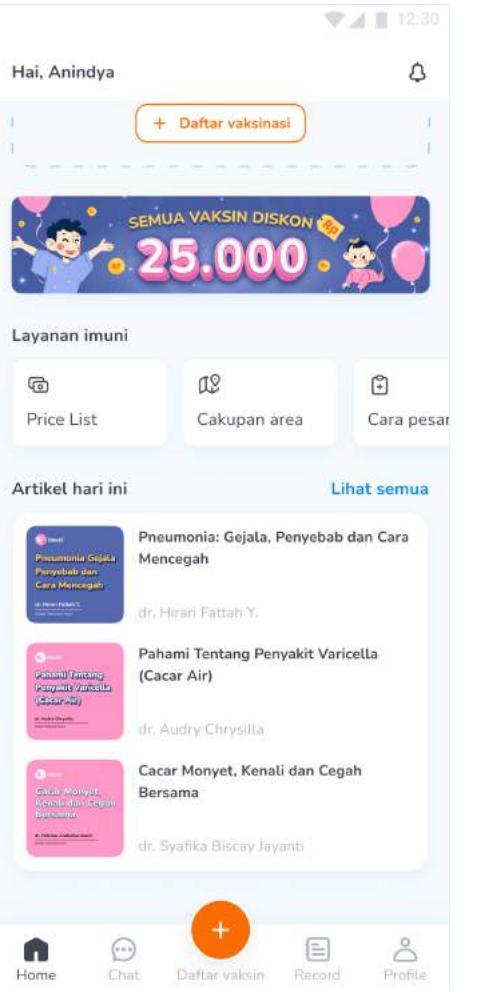
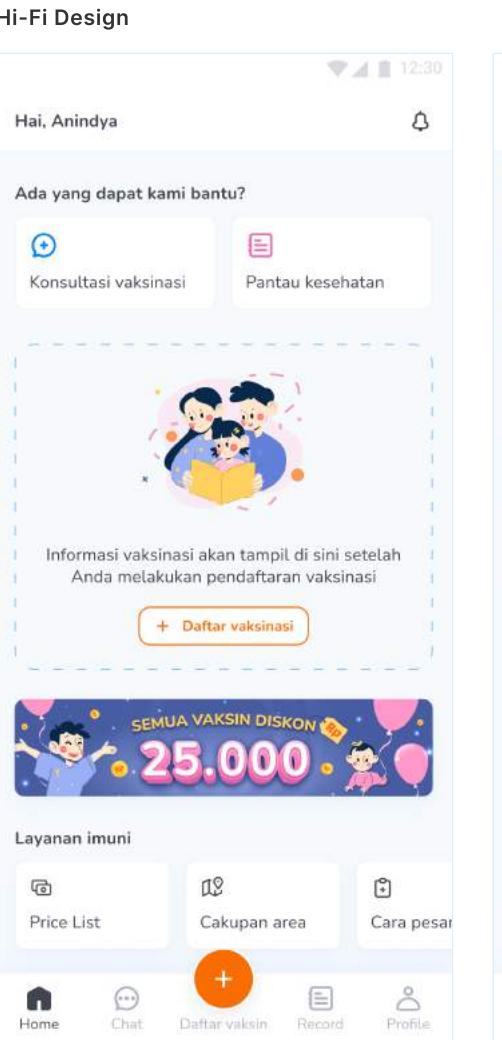
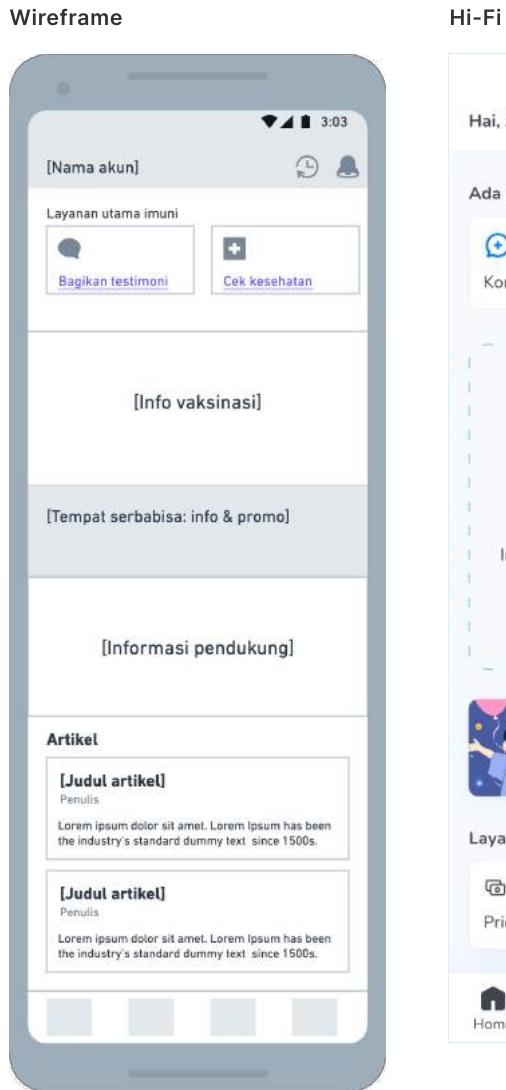
Label



Chip



Highlight



1. Homepage

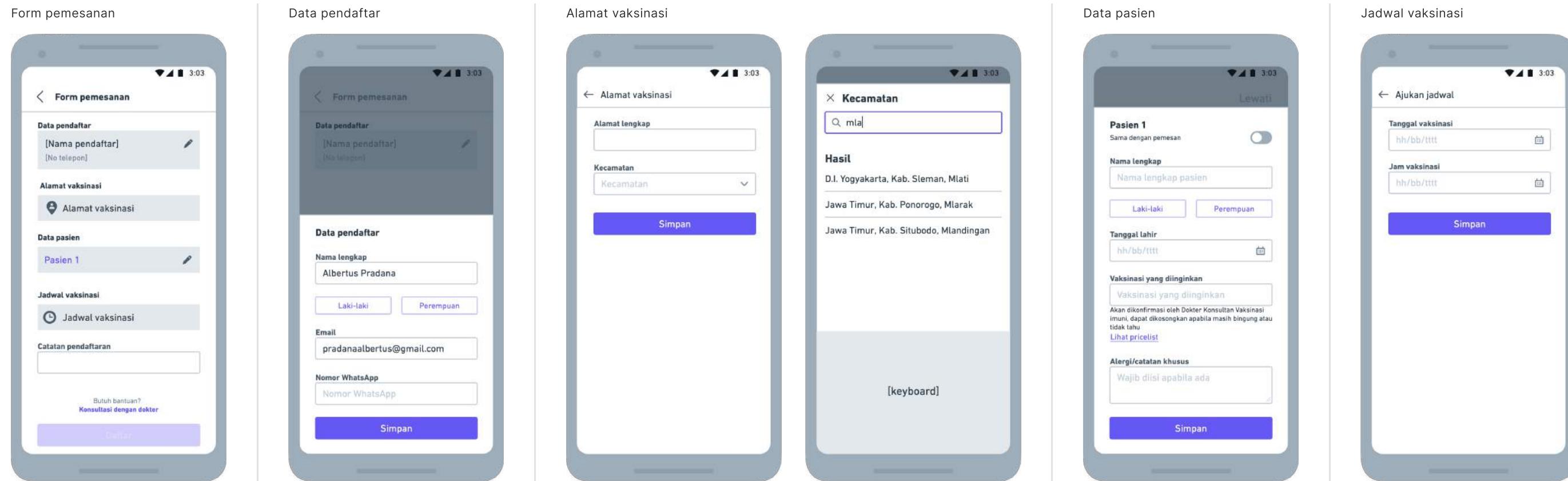
This page emphasizes imuni's main features, which are vaccination and consultation with doctors, while providing supporting information about imuni's services and articles to educate users about vaccination.

Highlight

2. Vaccination registration

Prior to receiving vaccination, every user is required to do vaccination registration and undergo assessment by a doctor. The whole vaccination registration process is designed to facilitate the process of filling in vaccination registration forms that require a lot of information.

Wireframe



2. Vaccination registration (cont.)

Hi-Fi Design

Pendaftaran vaksinasi - 1. Data pendaftar

Data pendaftar
Data pendaftar akan digunakan sebagai penerima invoice.
Nama lengkap
Anindya Ardhana
Laki-laki **Perempuan**
Nomor WhatsApp
0822 4817 2839
Pastikan nomor WhatsApp Anda aktif dan dapat dihubungi oleh Dokter Vaksinasi imuni.

Selanjutnya

Pendaftaran vaksinasi - 2. Data pasien

Alamat vaksinasi
Alamat vaksinasi: Taman Permata Residence Blok A No. 3, Kebayoran Baru, Jakarta Selatan, DKI Jakarta (Belok kiri pertama setelah Pos Satpam)
Daftar pasien
Pasien 1
Lebih dari 12 pasien? [Klik di sini](#)

Selanjutnya

Alamat vaksinasi

Kecamatan
Kecamatan: Kebayoran Baru, Jakarta Selatan, DKI Jakarta
Alamat lengkap
Alamat lengkap: Taman Permata Residence Blok A No. 3
Patokan lokasi (opsional)
Patokan lokasi (opsional): Belok kiri pertama setelah Pos Satpam
Apabila ingin melakukan vaksinasi di Klinik imuni Sunter, Jakarta Utara, tuliskan sebagai berikut:
Kecamatan:
Kecamatan: Klinik imuni Sunter
Alamat Lengkap:
Alamat Lengkap: Klinik imuni Sunter
Alamat Lengkap:
Alamat Lengkap: Klinik imuni Sunter

Simpan

Kecamatan
Kecamatan: Kebayoran Baru, Jakarta Selatan, DKI Jakarta
Alamat lengkap
Alamat lengkap: Taman Permata Residence Blok A No. 3
Patokan lokasi (opsional)
Patokan lokasi (opsional): Belok kiri pertama setelah Pos Satpam
Apabila ingin melakukan vaksinasi di Klinik imuni Sunter, Jakarta Utara, tuliskan sebagai berikut:
Kecamatan:
Kecamatan: Klinik imuni Sunter
Alamat Lengkap:
Alamat Lengkap: Klinik imuni Sunter
Alamat Lengkap:
Alamat Lengkap: Klinik imuni Sunter

Simpan

Cari alamat

Taman Permata Residence Blok A No. 3
Kebayoran Baru, Jakarta Selatan, DKI Jakarta
(Belok kiri pertama setelah Pos Satpam) ✓
Jl. Jengki, RT.3/RW.11, Kel. Kb. Pala
Makasar, Kota Jakarta Timur, DKI Jakarta (Rumah pagar hitam)
Perumahan Vila Monjali VM-4 RT 12/RW 37
Ngaglik, Kab. Sleman, D.I. Yogyakarta

Edit alamat

Pilih alamat

2. Vaccination registration (cont.)

Hi-Fi Design

Isi data pasien

Pasien 1

Data pasien — Vaksin yang diinginkan

Sama seperti pendaftar

Nama lengkap*
Adhitama Ananda Putra

Laki-laki Perempuan

Tanggal lahir*
2 Januari 2022

Alergi/catatan khusus

Selanjutnya

Pasien 1

Data pasien — Vaksin yang diinginkan

Vaksin yang diinginkan
Melengkapi vaksin anak 6 bulan

Dapat dikosongkan dulu jika belum yakin.

Price list Lihat

Jangan khawatir, pendaftaran vaksinasi Anda akan dikonfirmasi langsung oleh Dokter Konsultan Vaksinasi imuni 😊

Simpan

Pilih pasien

Pilih pasien 1 Tambah pasien

Cari pasien

Adhitama Ananda Putra (L)
Usia 6 bulan 12 hari
Catatan
Edit data pasien

Bayu Pratama Ananda (L)
Usia 29 tahun 10 bulan 26 hari
Catatan Alergi antibiotik
Edit data pasien

Pilih pasien

Pendaftaran vaksinasi - 3. Jadwal vaksinasi

Pendaftaran vaksinasi

Pendaftar Pasien Jadwal

Waktu vaksinasi
Waktu vaksinasi
12 September 2022 • 17:00 WIB

Catatan pendaftaran (opsional)
Catatan tambahan terkait pendaftaran vaksinasi, silakan dikosongkan jika tidak ada

Selanjutnya

Pendaftaran vaksinasi

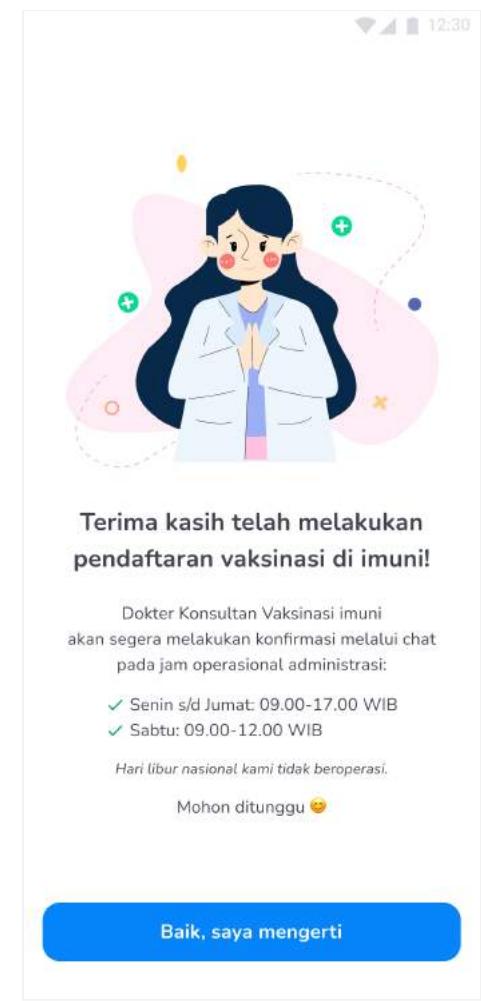
Pendaftar Pasien Jadwal

Waktu vaksinasi
Waktu vaksinasi
12 September 2022 • 17:00 WIB

Catatan pendaftaran (opsional)
Kalau bisa sama dr. Adiel lagi

Selanjutnya

Setelah pendaftaran vaksinasi



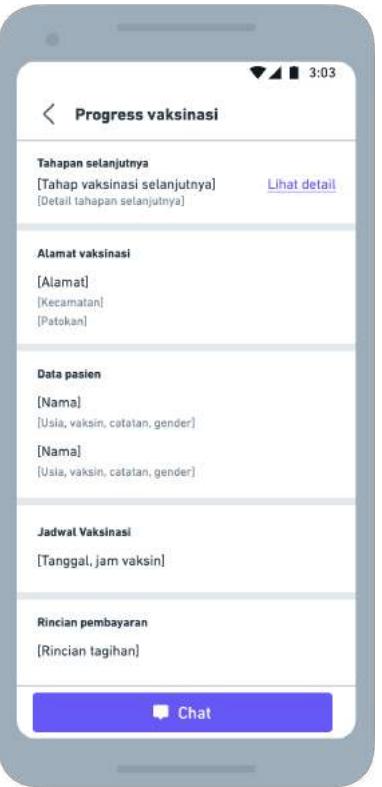
Highlight

3. Progress vaksinasi

This page provides information on the current vaccination status, patient data, vaccination address and schedule, as well as billing details.

Wireframe

Progress vaksinasi



Hi-Fi Design

Setelah pendaftaran



Sebelum melunasi pembayaran



Setelah melakukan pembayaran



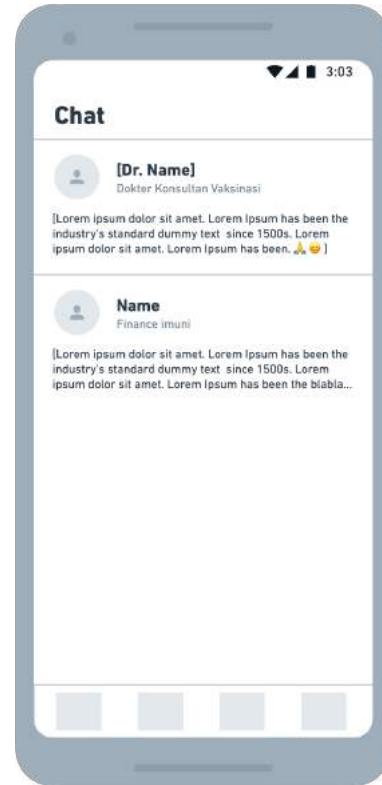
Highlight

4. Chat

In addition to consulting with doctors, the chat feature also allows users to confirm the proposed vaccination plan submitted by doctors after assessing the patient's condition and needs.

Wireframe

Chat



Hi-Fi Design

Chat



Konfirmasi vaksinasi



Highlight

5. Record

a. Growth and development for children

For pediatric patients, this section provides features for tracking vaccination completeness, child growth and development monitoring, as well as parenting tips.

Hi-Fi Design

The image displays four mobile application screens from the 'Record' section:

- Summary:** Shows a patient profile (Adhitama Ananda Putra, 6 months old) and sections for vaccination status, growth monitoring, and development. It includes a 'Tambah data pertumbuhan' (Add growth data) button.
- Kelengkapan vaksinasi:** Displays vaccination history (Hepatitis B ke-3, Polio ke-2, DTP ke-2, HIB ke-2) and a 'Lihat jadwal vaksinasi' (View vaccination schedule) button.
- Pertumbuhan:** Shows growth data (Berat: 8.5 kg, Tinggi: 68 cm, Lingkar kepala: 42 cm) and a 'Update data pertumbuhan' (Update growth data) button.
- Alamat vaksinasi:** A summary page for vaccination scheduling, showing completed and pending vaccinations (e.g., Hep B, Polio-0, BCG, DTP, Hib, PCV, Rotavirus, MR, Influenza, JE, Varicella, MMR, Hep A, Tifoid) with their respective dates and details.

a. Growth and development for children (cont.)

Hi-Fi Design

Informasi parenting



Data pertumbuhan



Riwayat pertumbuhan			
Berat	Tinggi	Lingkar kepala	
Umur pasien 6 bulan 12 hari	Pengukuran terakhir 3 Juli 2022		
+ Update data pertumbuhan			
Berat 8.5 kg	Normal		
Berat badan anak sesuai umur. Pantau ulang berat badan dan tinggi badan secara berkala.			
Grafik berat badan terhadap umur			
Berat (kg)			
20			
15			
10			
5			
0			
0 6 12 18 24 30 36 42 48 54 60	Umur (bulan)		
■ Data pertumbuhan pasien			

Data perkembangan

This screen shows developmental check results. It includes a summary table and a list of questions.

Hasil pemeriksaan:	Tidak sesuai umur
9/10	

Jadwalkan kunjungan ke dokter spesialis anak untuk pemeriksaan lebih lanjut.

Hasil jawaban anda:

- Bayi bisa mengangkat kepala mandiri hingga setinggi 45 derajat? **Tidak**
- Bayi bisa menggerakkan kepala dari kiri/kanan ke tengah? **Iya**
- Bayi bisa melihat dan menatap wajah anda? **Iya**
- Bayi bisa mengoceh spontan atau bereaksi dengan mengoceh? **Iya**
- Bayi suka tertawa keras? **Iya**
- Bayi bereaksi terkejut terhadap suara keras? **Iya**
- Bayi membela tersenyum ketika diajak bicara/tersenyum? **Iya**

Tidak **Iya**

Kembali ke pertanyaan sebelumnya

This screen shows a summary of the developmental check. It includes a summary table and a 'Selesai' button.

Hasil pemeriksaan:	Tidak sesuai umur
9/10	

Sesuai umur

Lihat hasil pemeriksaan

Hasil pemeriksaan:
9/10
Tidak sesuai umur

Jadwalkan kunjungan ke dokter spesialis anak untuk pemeriksaan lebih lanjut.

Hasil jawaban anda:

- Bayi bisa mengangkat kepala mandiri hingga setinggi 45 derajat? **Tidak**
- Bayi bisa menggerakkan kepala dari kiri/kanan ke tengah? **Iya**
- Bayi bisa melihat dan menatap wajah anda? **Iya**
- Bayi bisa mengoceh spontan atau bereaksi dengan mengoceh? **Iya**
- Bayi suka tertawa keras? **Iya**
- Bayi bereaksi terkejut terhadap suara keras? **Iya**
- Bayi membela tersenyum ketika diajak bicara/tersenyum? **Iya**

Selesai

This screen shows a history of developmental checks. It includes a summary table and a 'Lihat hasil pemeriksaan' button.

Tanggal	Hasil
21 Juli 2022 4 bulan 12 hari	Sesuai umur
21 Juni 2022 3 bulan 12 hari	Tidak sesuai umur

Lihat hasil pemeriksaan

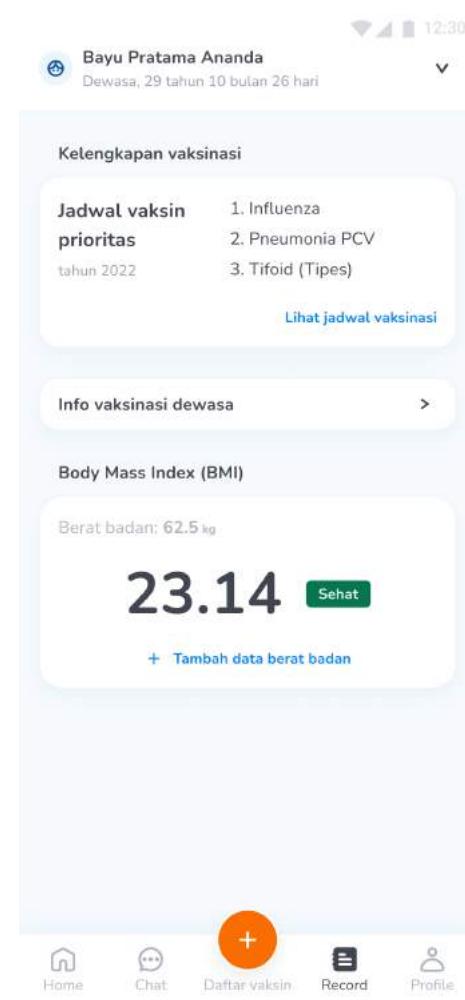
Highlight

b. Health monitoring for adults

For adults, this section aims to provide a general health check, by offering features for tracking adult vaccination completeness and checking BMI.

Hi-Fi Design

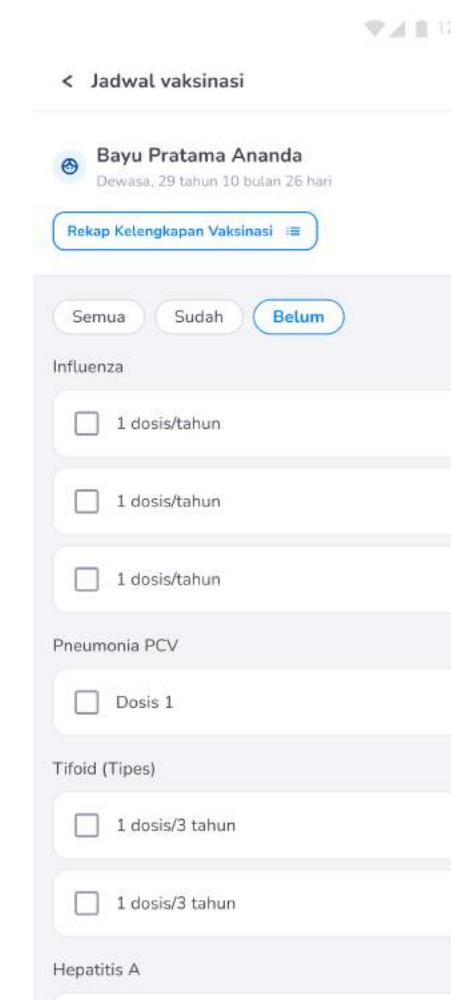
Summary



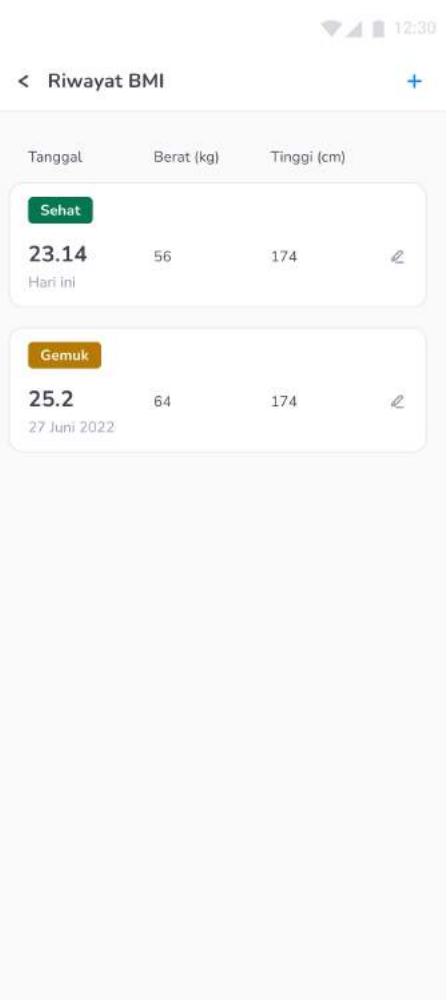
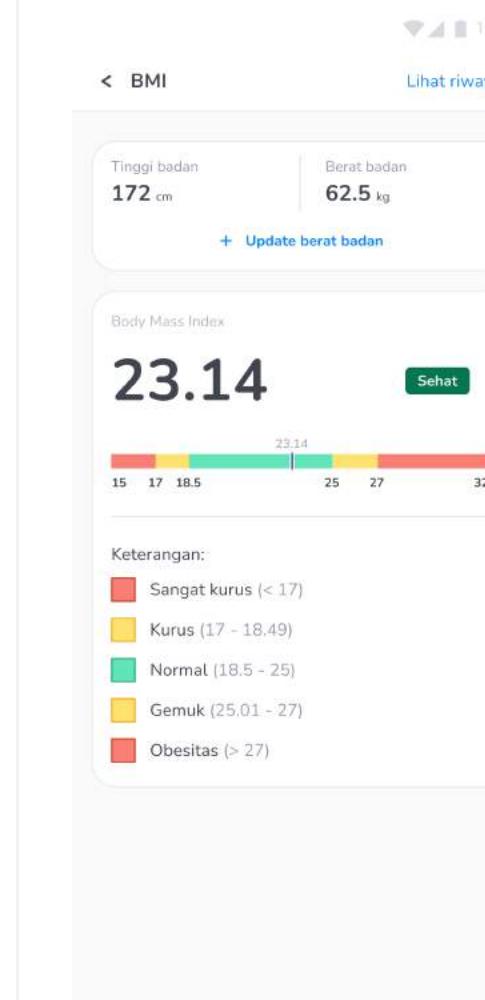
Info vaksinasi dewasa



Jadwal vaksinasi



Alamat vaksinasi



Reflection

This project was both an exciting and challenging experience for me. At first, I was a bit nervous due to my lack of prior knowledge and the zero tolerance for errors when it comes to vaccination (and health for general). However, I learned a lot by working with people from different backgrounds and specialties to create a reliable system for our users.

Communication and collaboration with stakeholders, particularly doctors, were essential to gaining valuable insights (especially regarding health-related matters) and to developing better ideas. It was also necessary to keep up with the tech team (PMs and engineers) to make sure everyone is on the same page so that our system can cover all of the use cases.

Through this project, I learned how to create flows that works for a lot of people and for different case, but still is both simple and flexible. Overall, I'm grateful for the opportunity to work on this project and looking forward to learn through other challenges.



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.

29/ Overview

The screenshot displays the Foodie website's interface. At the top, there are navigation links: 'Foodie' (highlighted in orange), 'Beranda', 'Menu', and 'Tentang Kami'. Below this, there are two main sections: 'Berlangganan' (Subscription) and 'Instan' (Instant). The 'Berlangganan' section features a grid of meal boxes labeled 'Berlangganan' and 'Pesan makanan untuk beberapa hari kedepan dengan hanya sekali pesan'. The 'Instan' section shows a meal on a plate with the text 'Pesan hari ini, sampai hari ini'. On the right side, there is a sidebar with a search bar ('Cari makanan favoritmu'), dropdown menus for 'Lokasi', 'Restoran', and 'Harga', and a 'Foodie' logo. Below the search bar, there are sections for 'Favorit' (listing Nutribox, Daging, Sayur, Ayam, Nasi Cak Asmo, Warmindo, Warung Toetoeng), 'Foodie, katering sehat dan murah untuk keluarga anda' (with a 'Pesan sekarang' button), and a large image of a salad. Further down, there are sections for 'Berlangganan' and 'Instan', each displaying a grid of meal options from various restaurants like Gudeg Bromo, Depot Bu Tatik, Ayam Bakar, Bakso, Bakso Bakar, Bebek Goreng, Cumi Bakar, Warmindo, and Wamindo. Each meal item includes a small image, name, price, and a 'Detail Makanan' link. The bottom of the page shows a 'Konfirmasi Pesanan Instan' (Instant Order Confirmation) section with a 'Konfirmasi pesanan' button.

This is a project for SYNRGY Academy, a bootcamp organized by Binar Academy and scholarship program from Bank Central Asia. 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**".

We believe that during this lockdown period, working moms are experiencing challenges in providing healthy meals for their families. 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.

We decided that our product will focus on:

Facilitating WFH moms in providing healthy food for their families.

Design Process

Solving the right problem:

- 1** Emphasize
 - User interview
 - Desk research
- 2** Define
 - Problem statement
- 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 \pm 1 hour, with a total of **5 participants**.

Participant criteria:

- *WFH mom* who has elementary to junior high school children
- They have used catering service
- Their children are doing school from home

Key points on our questions:

1. Behaviour
2. Pain
3. Gain
4. Motivations
5. Hope
6. Needs
7. Suggestion

Competitive Analysis

Analysis	Competitors	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

After understanding the insights and findings from our respondents, we found the root problem that need to be fixed:

Most WFH moms do not have much time to cook for her family.

**“How might we help WFH moms
to be able to provide healthy
food in the most convenient
manner for their families?”**

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

Brainstorming & Clustering

Cluster 1 - Promo

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

Cluster 2 - Menu

Custom makanan
Request resep
pilih makanan sesuai tujuan (goals)
opsi penyajian (mentah/masak)

Favoritkan makanan kesukaan
Menu anak (fleksibel)
opsi penggantian untuk makanan yg sekitarnya ada alergi
Tag catering & menu per 'genre' makanan

Tag 'terfavorit'
Custom menu
bisa frozen
ada program nya

Cluster 3 - User Trust

Rate
Review makanan
Informasi foto & lokasi catering
Emphasizes faktor kesehatannya

certificated foods
halal foods
quality tester
testimoni pelanggan

share pendapat makanan
makanan tidak cepat basi

Cluster 4 - Accessibility

Kalender keagamaan & acara besar?
Paket langganan
Paket besar (4-5 porsi)
pemesana mudah

sistem langganan
paket keluarga
pesan bisa untuk permriggu, buan

Brainstorming & Clustering (cont.)

Cluster 5 - Warranty

gaenak kembalikan
telat refund
Opsi refund (yg ketat)

Cluster 6 - Delivery

Antar gratis
bisa diantar keluar kota

Cluster 7 - Customer Care

approach client
Kontak sosmed pihak catering

Cluster 8 - Payment

gaenak kembalikan
Bayar belakangan
telat refund
payment COD/e-wallet
Opsi refund (yg ketat)

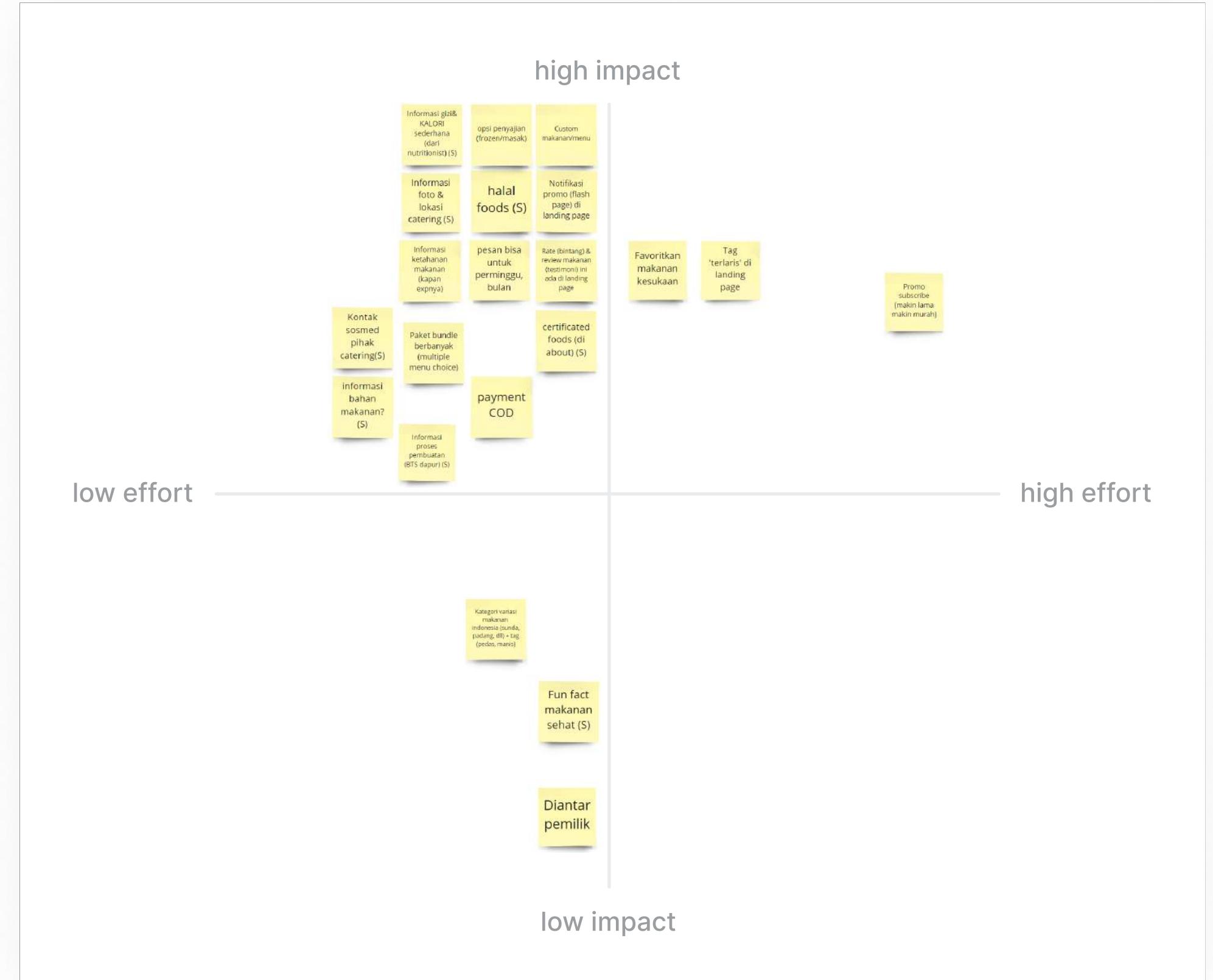
Cluster 9 - Feature

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

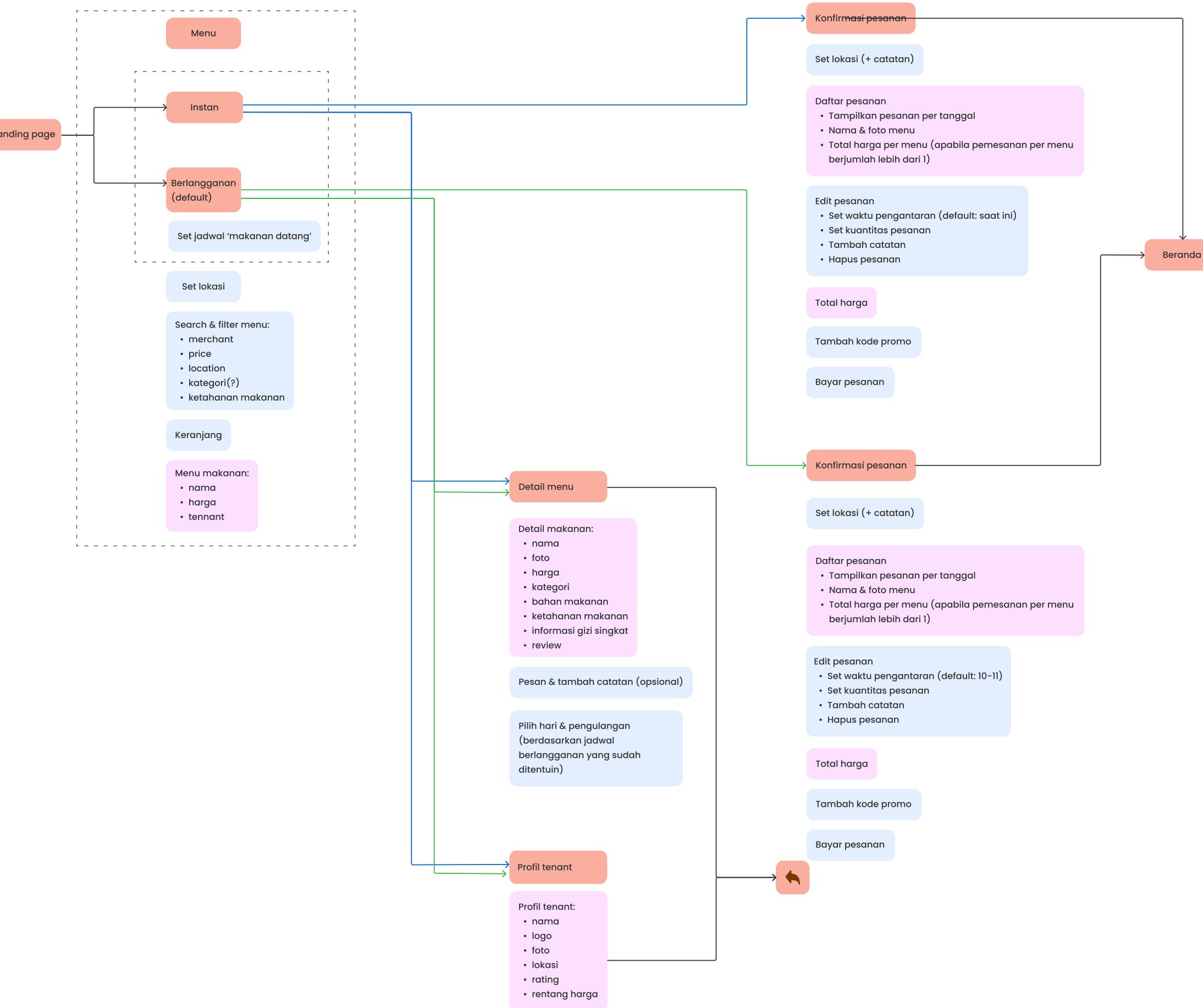
Cluster 10 - Menu's Information

alternatif harga & bahan (mahal-murah)
Informasi proses pembuatan
informasi bahan makanan?
Informasi gizi sederhana (dari nutritionist)
Informasi ketahanan makanan (kapan expnya)
point promo
makanan yang ada deskripsi kalori

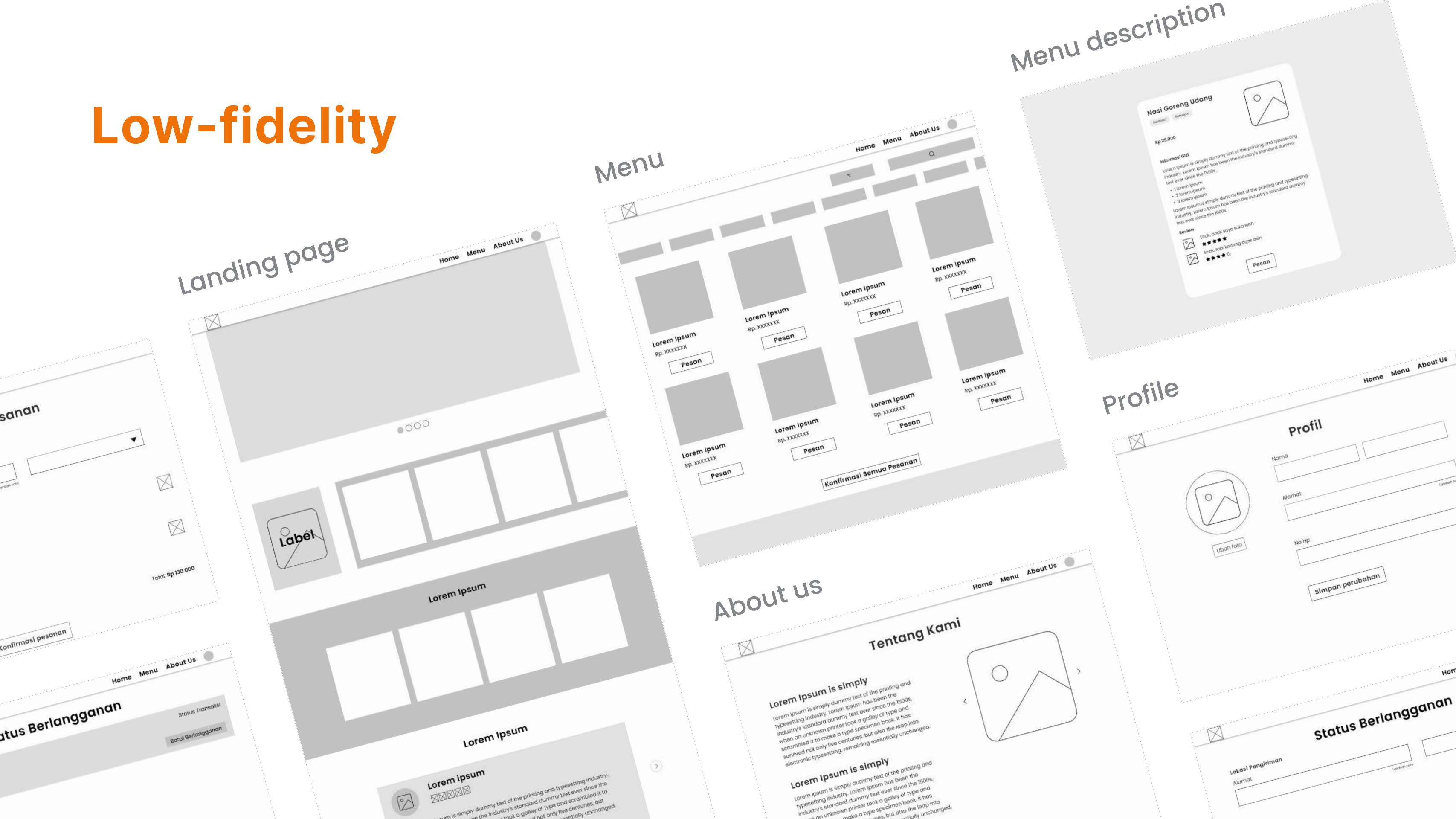
Action Priority Matrix



User Flow



Low-fidelity



Usability Testing

- Each test were conducted as remote moderated usability test
- Each testing runs for ± 45 minutes, with a total of **4 participants**.
- The testing participants criteria is still the same with interview participants criteria

Positive feedback:

Landing page (khususnya menu terlaris & testimoni) cukup membantu meyakinkan calon pelanggan

Bagian deskripsi makanan telah berhasil memberikan informasi secara detail

Seluruh konten di landing page sangat membantu mempercepat proses pemesanan (terutama rekomendasi)

Idenya sangat menarik & membantu para WFH mom

Menu sudah terorganisir dengan baik

Negative feedback:

Fitur unggulan (berlangganan) tidak ter-highlight dari keseluruhan produk

Fitur berlangganan masih belum jelas, terutama mengenai cara kerja fitur

Open partnership untuk memperluas jangkauan catering

Profil tenant sangat dibutuhkan untuk meningkatkan kepercayaan konsumen

Jadwal antar catering tidak fleksibel

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, 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!

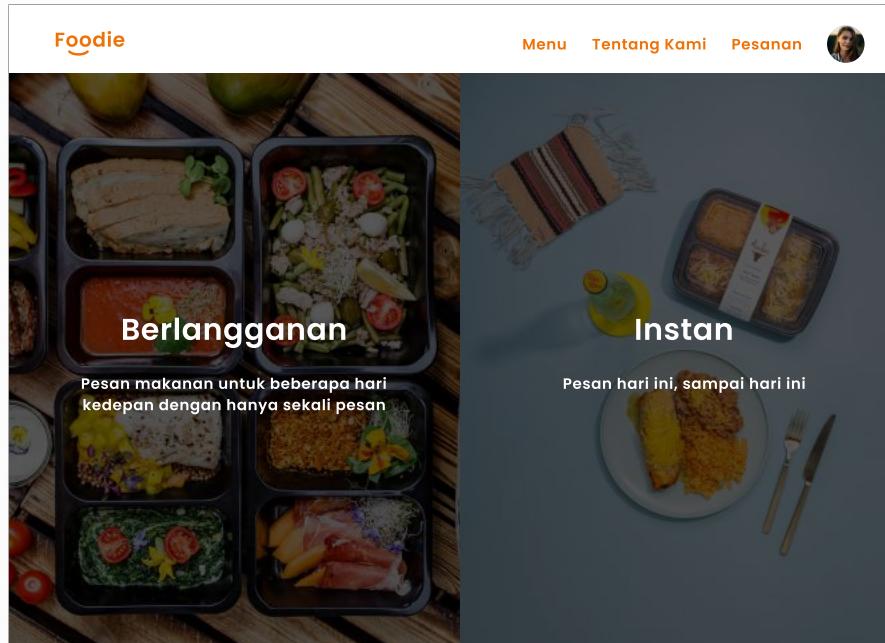
Foodie menyediakan pembelian makanan secara praktis! Saya bisa memesan instan maupun berlangganan sesuai kebutuhan kami! Ga nyesel kalo beli disini.



Mirza Putri, 53 th

[Pesanan sekarang →](#)

Key Points - Menu



A screenshot of the same website's instant ordering interface. It shows two tabs: 'Berlangganan' (Subscription) and 'Instan' (Instant). The 'Instan' tab is active, displaying a form for delivery address ('Alamat Pengiriman'), start date ('Mulai berlangganan'), end date ('Selesai berlangganan'), and delivery time ('Jadwal pengantaran'). Below this is a search bar ('Cari makanan favoritmu') and a grid of meal options from Nutribox, Nasi Cak Asmo, and Warmindo. At the bottom is a large orange 'Konfirmasi pesanan' (Confirm order) button.

A screenshot of the website's subscription menu section. It lists various food categories and their offerings. Under 'Favorit', there are sections for Gudeg Bromo (Daging), Nasi Cak Asmo (Ayam Bakar, Bakso Bakar), and Warmindo (Cumi Goreng T...). Under 'Berlangganan', there are sections for Nutribox (Chicken Salad, Vegetarian Salad, Caesar Salad, Mushroom Sauce, Bear Rice Box), Nasi Cak Asmo (Rp 25.000, Rp 27.000, Rp 22.000, Rp 21.000, Rp 24.000), and Warmindo (Cumi Saus Pad..., Rawon, Rendang Sapi). Each item has a small image and its price. An orange 'Konfirmasi pesanan' button is at the bottom.

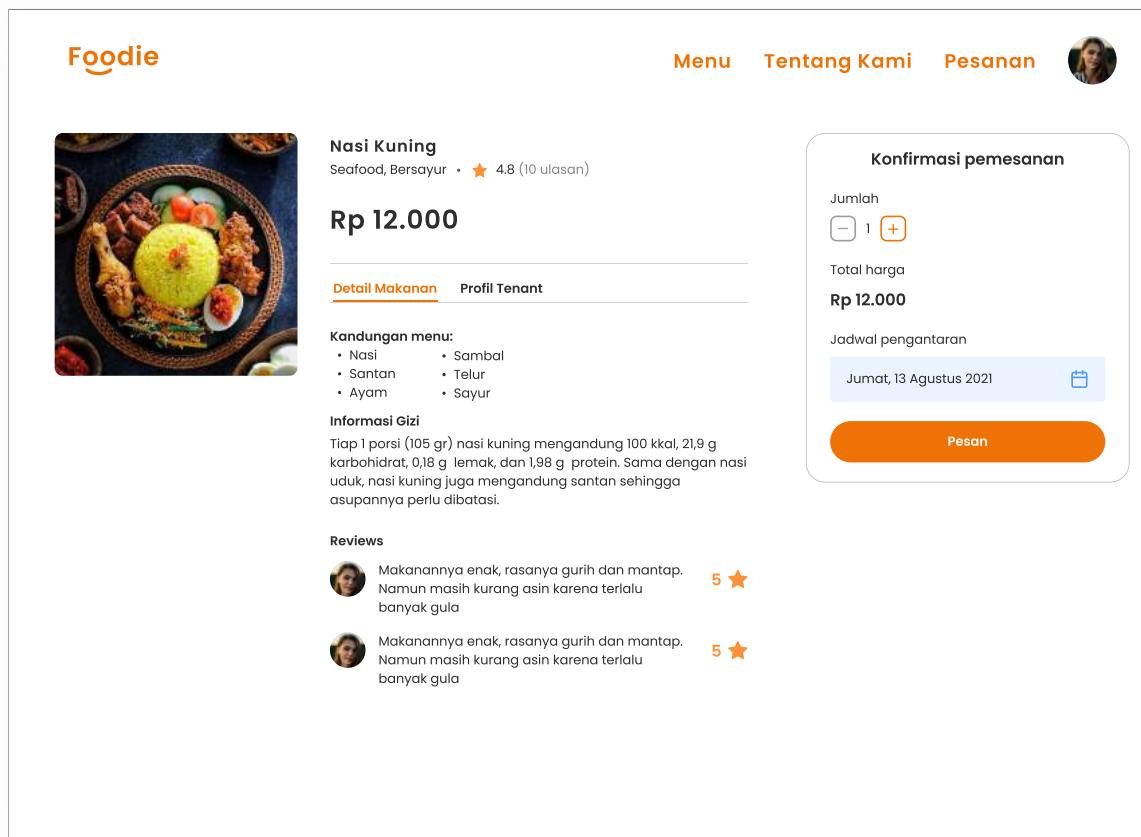
The main value of our catering web is the ability to order by subscription. Our goal is to make the subscription ordering process as simple and clear as possible.

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". A section titled "Kandungan menu:" lists the ingredients: Nasi, Sambal, Santan, Telur, Ayam, and Sayur. Another section, "Informasi Gizi", provides nutritional information: "Tiap 1 porsi (105 gr) nasi kuning mengandung 100 kcal, 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." Below this, there are two reviews, both with 5-star ratings.

The right screenshot shows a "Konfirmasi pemesanan" (Order Confirmation) screen. It displays the quantity "1", the total price "Rp 12.000", and the delivery schedule "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 header with the word "Foodie" and navigation links for "Menu", "Tentang Kami", and "Pesanan". On the right side of the header is a user profile picture. Below the header, there's a dish image of "Nasi Kuning" with a rating of 4.8 stars and a price of Rp 12.000. There are tabs for "Detail Makanan" and "Profil Tenant". The "Profil Tenant" tab is currently selected, showing the restaurant's logo, name "Dapur Aisyah", address "Jl. Pogung Kidul No 5 Sinduadi, Sleman, Yogyakarta", a 4.8 rating, and a price range of \$10rb - 24rb. Below this, there are images of the restaurant's interior and food preparation area. At the bottom, there are two review snippets with 5-star ratings.

Jadwal pengantaran

Diantar pada

Siang (9:00 - 11:00)

7:00 - 9:00

8:00 - 9:00

9:00 - 11:00

10:00 - 12:00

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
- Pesanan:**
 - Nasi Kuning (Rp 12.000)
 - Bakso Goreng (Rp 16.000, Catatan: Tidak pedas)
- Konfirmasi pembayaran:** Subtotal Rp 44.000, Pajak (10%) Rp 4.400, Total Rp 48.400
- Promo:** Kode promo (Masukkan kode promo)
- Button:** Pesan

Konfirmasi Pesanan Berlangganan (Right Screenshot):

- Alamat pengiriman:** Pogung Baru F56
- Pesanan Langganan:**
 - Rabu, 18 Agustus 2021 • Siang (9:00 - 11:00): Nasi Kuning (Rp 12.000)
 - Kamis, 19 Agustus 2021 • Pagi (7:00 - 9:00): Nasi Kuning (Rp 12.000)
 - Jumat, 20 Agustus 2021 • Malam (16:00 - 18:00): Nasi Kuning (Rp 12.000)
- Konfirmasi pembayaran:** Subtotal Rp 44.000, Promo (-50%) - Rp 22.000, Pajak (10%) Rp 4.400, Total Rp 26.400
- Promo:** Kode promo (PertamaPesan - 50%)
- Button:** Pesan

The aim of this page is to present the information in a clear and easy-to-understand format, particularly for users who are ordering menus with the subscription feature.

Takeaways

What did we learn?

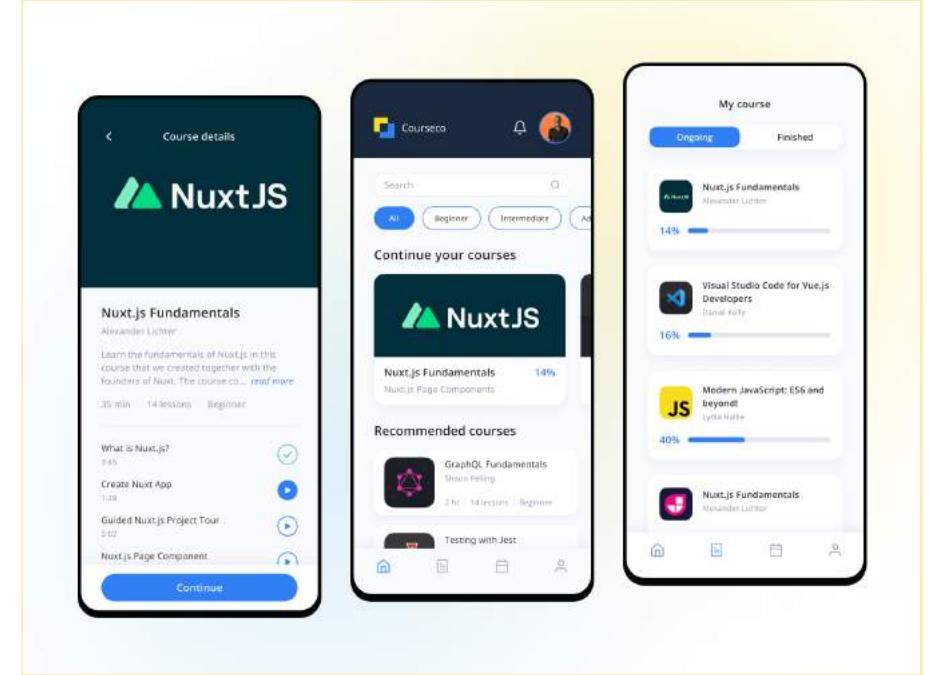
- 1 Using an iterative design process enables us to come up with better ideas and release best possible product that meet our users' need.
- 2 Developer reviews and feedback are crucial in testing and refining our solutions, in order to improve the quality of our product.
- 3 Challenging your ideas, solutions, and designs on a regular basis can help you uncover a multitude of previously unknown problems.

UI Design Explorations



Live score app

A real-time sports updates and live streaming service app.



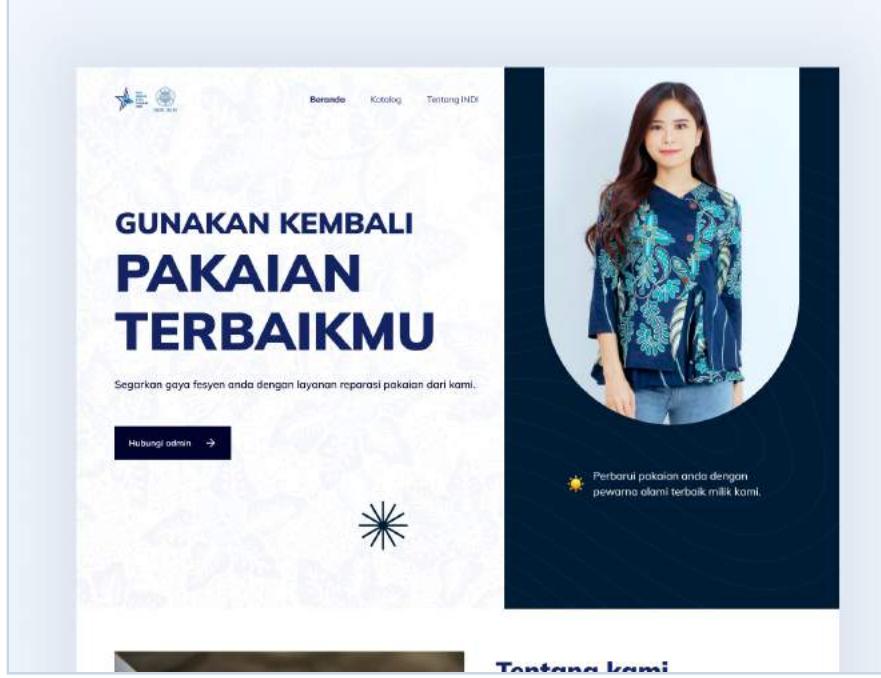
E-learning app

Meet Courseco, an online course mobile app with clean interface.



Music streaming app

A straightforward music app with essential features for daily use.

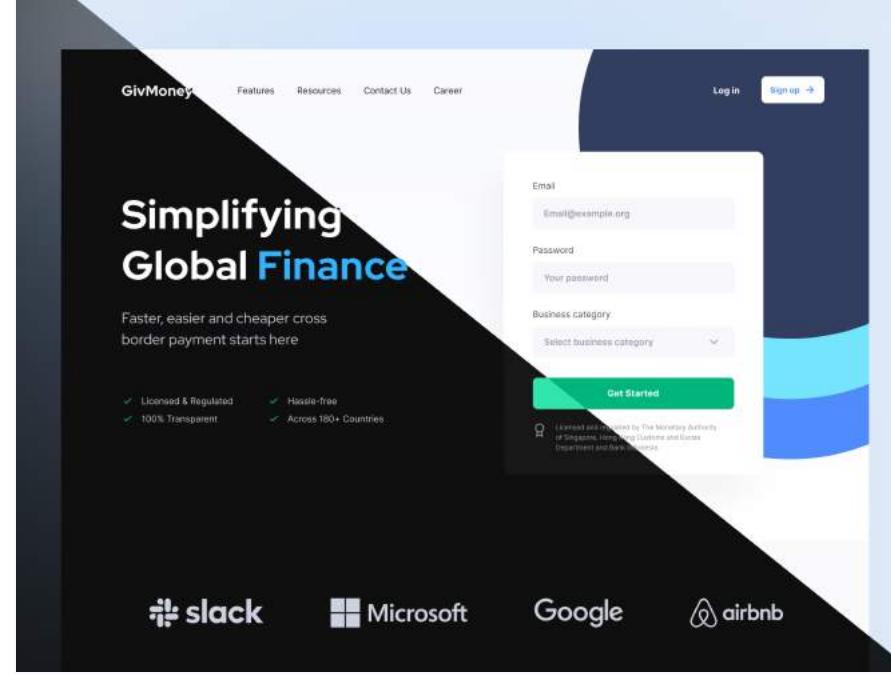


INDI - UGM

INDI is a community that focused on developing natural dyes to run the circular fashion movement.

This is a freelance project that includes a landing page and dashboard website.

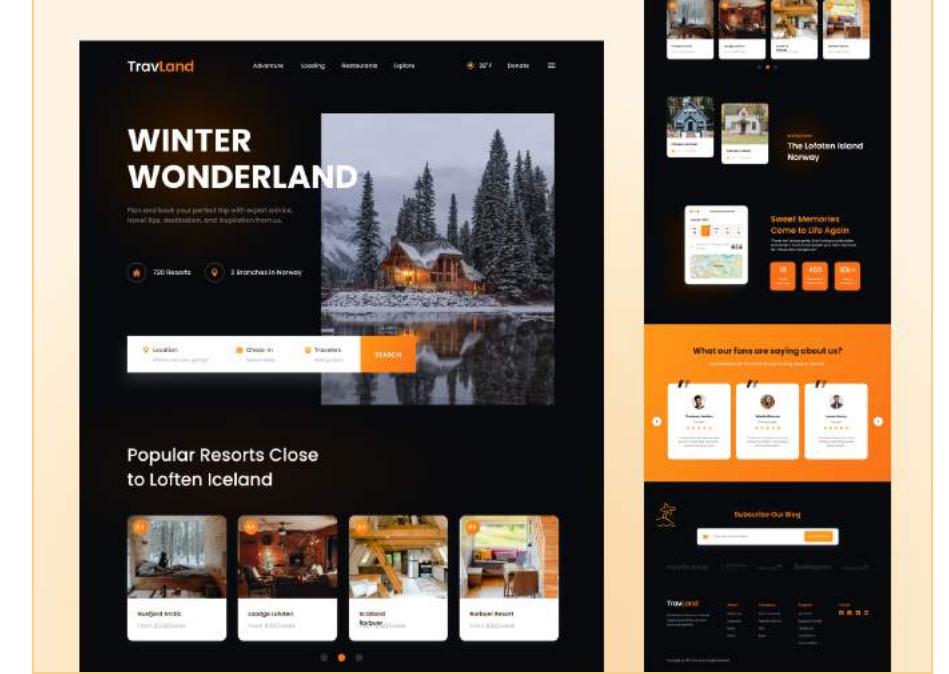
50/ Explorations



GivMoney

A fintech service landing page in dark and light mode.

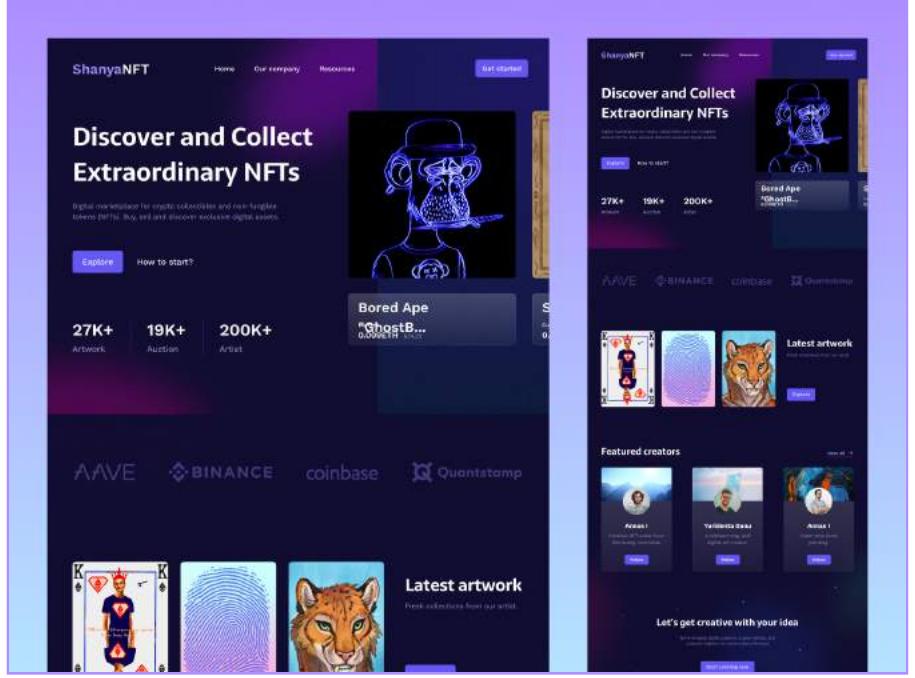
This UI design exploration is associated with BuildWith Angga



TravLand

A landing page for a travel company.

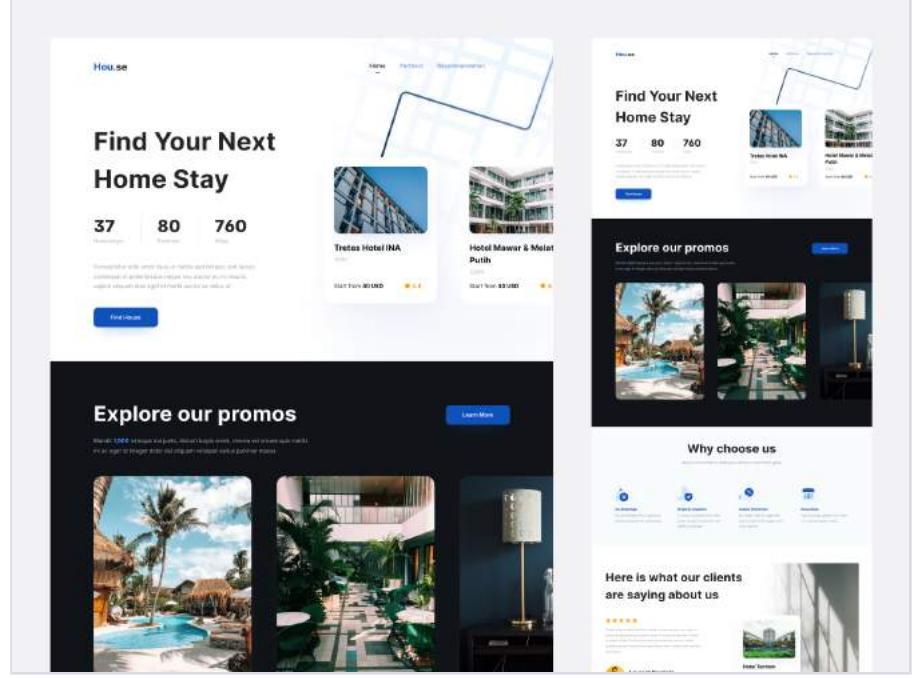
This UI design exploration is associated with BuildWith Angga



ShanyaNFT

A landing page for an NFT marketplace.

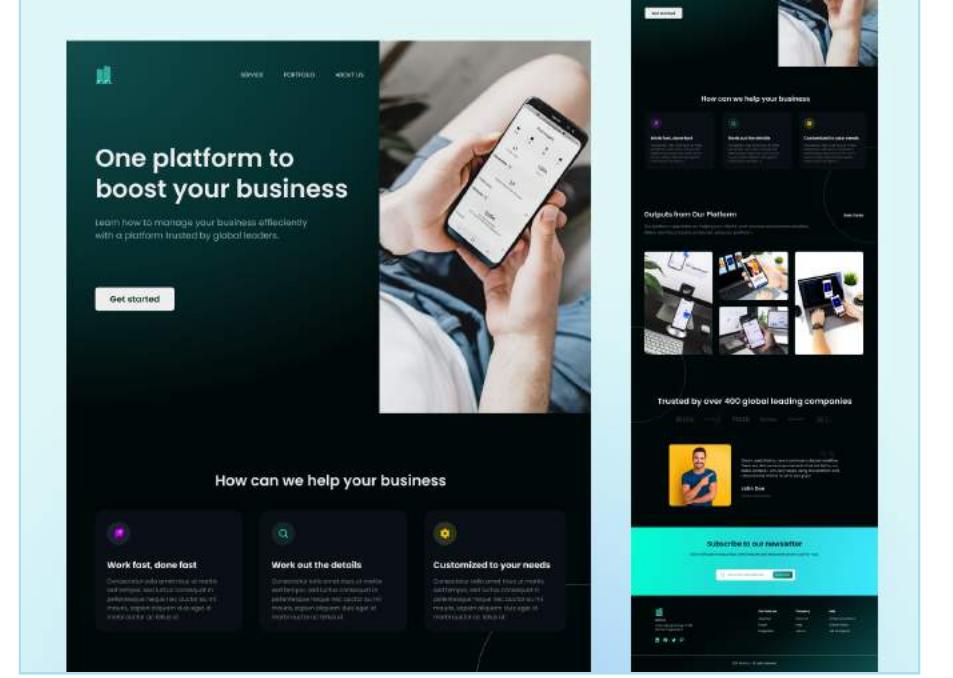
This UI design exploration is associated with BuildWith Angga



GivMoney

A landing page for a real estate corporation.

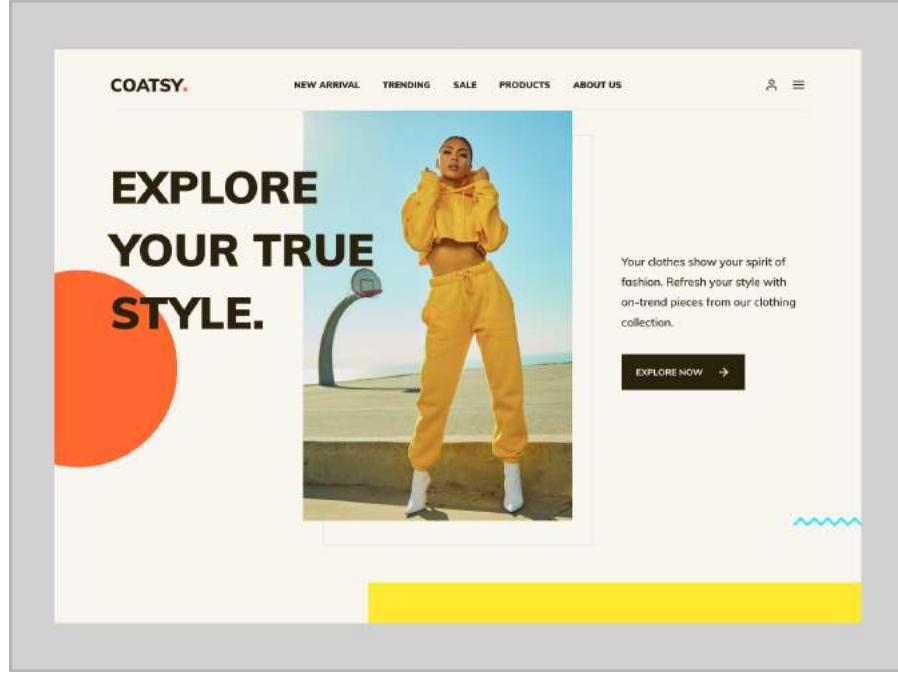
This UI design exploration is associated with BuildWith Angga



Work.ly

A landing page for a SaaS-based startup platform.

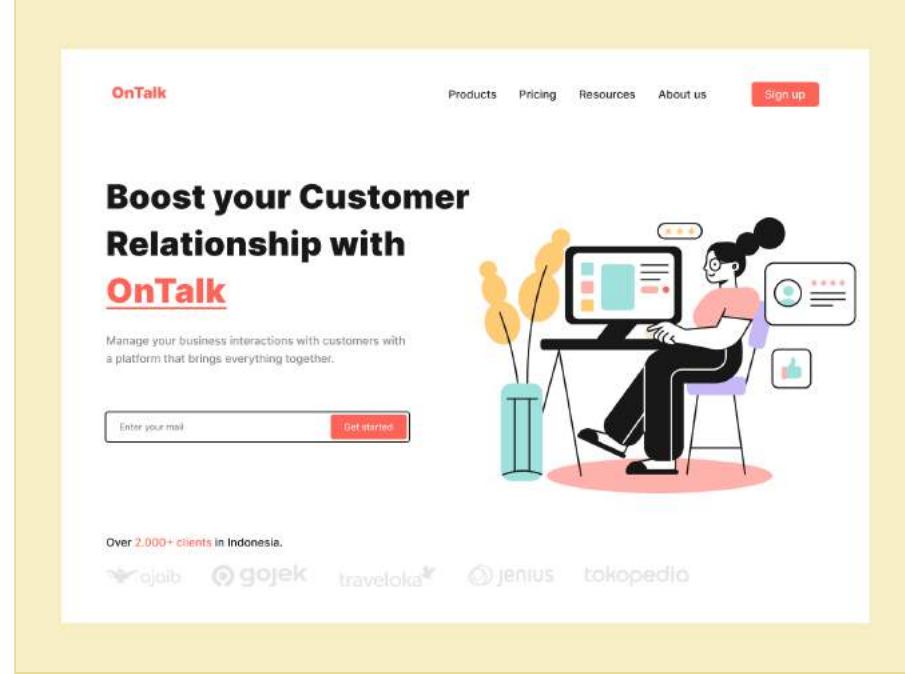
This UI design exploration is associated with BuildWith Angga



COATSY

A landing page for a funky and unique clothing brand.

This UI design exploration is associated with BuildWith Angga



OnTalk

A landing page for a SaaS-based customer service provider.

This UI design exploration is associated with BuildWith Angga



Pet.care

A landing page for an animal shelter.

This UI design exploration is associated with BuildWith Angga

Thank you for your time

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