UI/UX Design

Portfolio

Albertus Pradana / 2023

Hello!

I’m Albert, a UI/UX designer who loves creating beautiful and meaningful products through design.

As an information engineering graduate, I am well-versed in code and software development. For me, design is not just about aesthetics, but also the value it brings, the research and data behind it, and its practicality for development.

Curriculum Vitae

Education

Information Engineering (2017-2021)
Universitas Gadjah Mada

Skills

- User research
- 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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Digitalizing vaccination processes to increase productivity and enhance user experience.

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

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POS system to support Pazel Group internal work and administrative processes

imuni Mobile App

2022 - Mobile app

Stakeholders: product manager & company C-level

Background:

imuni, a newborn startup offering home-service vaccination, currently operates manually through Google Workspace and WhatsApp (as an MVP).

The challenge is to create an effective digital platform for vaccination registration and information, starting from scratch, without existing digital benchmarks.

Objective:

Create an end-to-end vaccination registration and information platform to address inefficiencies in the current manual system. This platform will simplify the vaccination process, thereby enhancing overall user satisfaction.

How this project started?

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

Current pain points:

Re-registration concerns

Repeated form-filling was tedious; users 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?"
- "I've used imuni 6 times, why isn't there an option to use my vaccination record?"

Tricky scheduling

Scheduling issues caused frustration; users desired **clearer, more reliable appointment details**.

- "My preferred time often changes to match the doctor's availability. It would be better if I only get truly available slots."
- "Why wasn't I informed earlier that my area isn't covered by imuni services?"

Communicating difficulties

Multiple contact points were confusing; users 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?"
- "Each doctor has their own contact, it's tough to keep track every contacts."

Payment options

Users need for **more flexible payment options**, such as installment plans and e-wallets.

- "I wish there were more flexible payment plans, like I can split the payment with my credit card."
- "Why can't I use digital wallets? It would be so much easier!"

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 & our users

Current customer journey

Problem statement

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

Effect on our users:

1. **Inefficient processes**
   Users 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 users

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 into our user base.

Age

The majority of imuni's users are young mothers, aged 25-35, with one or two infants.

Traits

Typically well-educated and affluent professionals who highly value convenience and are tech-savvy. They are health-conscious and prioritize their children's well-being, often seeking out the latest and most effective health solutions.

Expectations

A user-friendly & trustworthy app that's reliable and provides accurate information.

Benchmarking on other competitors

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 of our majority users, 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

In this project, I'm digitalizing our business across web & mobile platforms. However, in this writing I'll focus on details of imuni's mobile app for users.

Results

Highlight 1: Streamlined vaccination registration

The existing method for vaccination registration (which using Google Forms) was requiring significant effort to fill out data and error-prone, leading to a negative user experience.

Our solution was to streamline the registration process by storing users' past data in simplified forms and automating form-filling for convenience.

User Flow

Design process

Vaccination registration

Wireframe

Hi-fi design

The vaccination registration feature is designed to streamline the user experience by dividing the process into 3 sections:

1. **Registrant information:**
   Collects essential details such as full name, gender, and WhatsApp number, which are used for invoicing.
2. **Patient information:**
   Gathers critical data about the patient: full name, gender, age, desired vaccine, allergies, and vaccination address. This ensures that all necessary logistical needs are prepared.
3. **Vaccination schedule**:
   Allows users to select their preferred date and time for vaccination, helping coordinate schedules effectively for both us and our users.

After filling out the vaccination registration data sections, users can submit their registration. This captures all necessary information and reduces the effort required (compared to existing methods).

Vaccination address setup

Wireframe

Hi-fi design (add new address)

Hi-fi design (choose existing address)

The vaccination address section is designed to simplify the process of selecting and adding addresses. Here's the breakdown:

1. **District selection:**
   It features a unique search mechanism where users only need to type 3 characters to search for their district. The system then displays a list of matching districts, making it quick and easy to select the desired location.
2. **Address information:**
   Users provide their full address (and any landmarks, if available) to help our doctors find their location easily. Alternatively, users can input our clinic's address if they prefer to get vaccinated there.
3. **Choose from existing address data**:
   Users can also select their previously saved address, making the process more efficient.

Patient's data setup

Wireframe

Hi-fi design (add new patient)

Hi-fi design (choose existing patient)

The patient's data setup section is designed to capture detailed vaccination data effortlessly:

1. **Detailed patient information:**
   For new patients, users are prompted to enter complete information, such as full name, gender, age, and any allergies, capturing all necessary medical details.
2. **Using existing patient data:**
   Users can select existing patient data and update vaccination details, eliminating the need to start from scratch (unlike with Google Forms).
3. **Vaccination details:**
   In the next step, users select the desired vaccination and are provided with up-to-date price information to help them make informed decisions.

This feature saves time and effort, allowing users to avoid filling out the form from scratch and simply update the vaccination details. These features ensure accurate data collection while enhancing the user experience.

Vaccination schedule

Wireframe

Hi-fi design

To select a vaccination schedule, users first choose their preferred date. The system displays available dates based on the selected district, ensuring that only feasible options are presented. After selecting the date, users can choose a specific time slot (from the available options).
This two-step process—first selecting the date, then the time—ensures that users have a clear and straightforward path to schedule their vaccination.

Results

Highlight 2: Improved communication (with a single communication channel)

Currently, users had to engage with 3 different representatives (consulting doctor, finance team, and vaccinating doctor), each with their own contact, which can be overwhelming.

By centralizing communication through an in-app chat, we ensure a better consultation experience with imuni's representatives.

User Flow

Design process

Communication channel (chat)

Wireframe

Hi-fi design

The chat feature is designed to simplify communication with imuni's team, where users previously had to interact with at least 3 contacts.
I designed a centralized chat platform with dedicated rooms for the doctor and finance team, providing a single, organized space for all communication needs and preventing overwhelm.

Results

Highlight 3: Flexible payment options

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

Our app will collaborate with a payment gateway provider, offering diverse payment options such as virtual accounts, credit cards, and paylater options, making the payment process more flexible.

User Flow

Design process

Payment

Wireframe

Hi-fi design

The payment feature is designed to address pain points during our MVP version services. Previously, users could only make payments via bank transfer, making the process inflexible and challenging, especially for those with high vaccination bills.

With the release of this app, we can now offer a variety of payment options by collaborating with a payment gateway. Users can choose from virtual accounts (VA), credit cards (CC), and paylater options. This flexibility makes the payment process more convenient, improving overall user experience.

Results

Highlight 4: Digital vaccination records

Previously, we used physical vaccination booklets and Google Sheets, which were impractical and vulnerable to damage, loss, and other issues.

Our app now allows users to save and access their vaccination history and upcoming vaccination schedule, ensuring worry-free and reliable record-keeping.

User Flow

Homepage → Record → Choose/add new patient → Personal medical record → Vaccination records

Design process

Vaccination records

Wireframe

Hi-fi design (for kids)

Hi-fi design (for adults)

The digital vaccination records feature solves the issues associated with physical booklets and Google Sheets. Storing data in the app ensures automatic updates and easy maintenance, eliminating concerns about damage or loss. This also allows our team to effortlessly revisit patient records.

1. **For kids:**
   - **Record page:**
     Displays vaccination completeness information based on the child's age.
   - **Vaccination schedule page:**
     Shows the patient's vaccination schedule and indicates whether the vaccine has been administered or not.
   - **Vaccination recap page:**
     Provides a summary of all vaccinations the patient has received.
2. **For adults information:**
   - **Record page:**
     Displays recommended vaccinations based on gender.
   - **Adult vaccination information page:**
     Includes information about the importance of adult vaccinations, highlighting the need for vaccinations that are often overlooked.
   - **Vaccination schedule page:**
     Shows suggested vaccinations and indicates whether the patient has received them.
   - **Vaccination recap page:**
     Provides a summary of all vaccinations the patient has received.

These features ensure accurate and reliable vaccination record-keeping in our app, enhancing the user experience and simplifying vaccination management for both users and our team.

Results

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

For children (who are 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 entire family's health needs.

User Flow

Design process

Children growth & development monitoring

Hi-fi design

(Growth monitoring)

(Development monitoring)

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.

Adults health monitoring

Hi-fi design

(BMI monitoring)

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 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

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

The 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 the homepage.

Additionally, the 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, the 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.

Site map

With the sitemap, we can estimate the effort needed to implement the entire system, especially the mobile app.

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**

   I learned effective interdisciplinary communication, especially about the value of diverse expertise collaboration.

2. **Alignment with developers**

   I gained insights into collaborating with the tech team, emphasizing the significance of aligning goals and perspectives to ensure project quality.

3. **Efficient customer journey**

   I learned how to design streamlined & flexible user flows, optimizing our customer journey for diverse scenarios.

Foodie

2021 - Website

Summary:

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.

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. **Emphatize**
   - 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	• Catering (1 batch/week) • Free consultation with nutritionist • Designed with diet program menu • Refund (if diet program didn't work)	• Options subscribe order • Provide large-quantities order and pre-order system • Provide catering for corporation	• Flexible order system • Provide realistic preview for each menu • Provide most popular menu in landing page
How to order	• Website	• Mobile app	• Website
Strengths	• Emphasize on their healthy menu • Detailed information about their menu	• Clear order flow • Appealing testimonials and their services' benefits on landing page	• Menus are appealing, on-point with the photos • Provide many options for order
Weaknesses	• Unclear CTA • Landing page is too focused on ads	• Can't place order on their website	• 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

GO FOOD

GrabFood

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 sekiranya ada alergi
- Tag catering & menu per 'genre' makanan
- Tag 'terfavorit'
- Custom menu
- bisa frozen
- ada program nya

Cluster 3 - User Trust

- Rate
- Review makanan
- Informasi foto & lokasi catering
- Emphasizes faktor kesehatannya
- certificated foods
- halal foods
- quality tester
- testimoni pelanggan
- share pendapat makanan
- makanan tidak cepat basi

Cluster 4 - Accessibility

- Kalender keagamaan & acara besar?
- Paket langganan
- Paket besar (4-5 porsi)
- pemesana mudah
- sistem langganan
- paket keluarga
- pesan bisa untuk perminggu, buan

Brainstorming & Clustering (cont.)

Cluster 5 - Warranty

- gaenak kembalikan
- telat refund
- Opsi refund (yg ketat)

Cluster 6 - Delivery

- Antar gratis
- bisa diantar keluar kota

Cluster 7 - Customer Care

- approach client
- Kontak sosmed pihak catering

Cluster 8 - Payment

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

Cluster 9 - 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

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

Low-fidelity

Menu description

Menu

Landing page

About us

Profile

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

Pesan sekarang →

Menu terlaris kami

Nutribox
Caesar Salad
Rp 22.000
Pesan

Nutribox
Bento Fried Chick...
Rp 10.500
Pesan

Nutribox
Protein Box
Rp 16.000
Pesan

Nutribox
Katsu Rice
Rp 17.000
Pesan

Tahukah kamu?

Manfaat Kacang Hijau

1. Menurunkan risiko penyakit jantung
2. Menurunkan kolesterol
3. Menurunkan tekanan darah
4. Memperkuat sistem kekebalan tubuh
5. Berpengaruh dalam mengobati penyakit hati
6. Berpotensi mencegah kanker

Sumber: hellosehat.com

Khasiat Bayam

1. Meredakan peradang
2. Meningkatkan sistem
3. Mencegah anemia
4. Menjaga kesehatan m
5. Menurunkan risiko per
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

Pesan 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

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

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 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:

This POS system acts as the central hub for Pazel Group's order management. It facilitates menu updates, inventory control, & sales tracking while ensuring seamless order processing & efficient inventory management. This comprehensive POS system plays a pivotal role in optimizing day-to-day operations & enhancing customer service. Additionally, it empowers the team with data-driven insights for informed decision-making.

Definition of Point of Sale (POS) system:

A system that accommodates the processing & recording of transactions between a company and their consumers, at the time in which goods and/or services are purchased

My Design Process

1. Research & define

I start by obtaining a clear project brief from Pazel Group and gather relevant data to identify challenges.

2. Ideate & design

Using the insights gathered, I brainstorm solutions and design proposals aligned with the project's goals.

3. Review & validation

Pazel Group reviews my proposals to ensure they meet expectations, and we assess the feasibility of development.

User Research

In-depth interview

- 2 respondents are cashiers
- 2 respondents are tenant managers
- 1 respondent is a Pazel Group Tech Lead

Objective

- To find out how Pazel Group has been working all this time
- To know stakeholder's motives from this project
- To understand respondents expectations of the POS system

Result

In the fast-paced FnB industry, staying organized, especially during peak hours, is critical. Long shifts for cashier staff using an inadequate application can increase the risk of human errors and lead to data inaccuracies.

Design Directions

By having a centralized database POS system, they can quickly assign the order to a customer, store data with minimal effort and they can optimize their business.

Therefore those who will be using this system are:

1. Cashier
2. Tenant manager
3. Tenant owner
4. Back office

Competitive Analysis

Objective

- To gain a deeper understanding on how the POS system works
- To find out strengths & weaknesses from our competitors
- To find out another design pattern and insight to design this product

Results

- The majority of POS systems only provide 2 apps: for cashiers and tenant owners
- POS system mainly focused on 2 things:
  - Needs of ordering and transactions (for cashier)
  - Tenant management (for tenant owner)

Product Specifications

1. **Cashier app (Android - tablet)**

   This application aims to help cashiers to handle customer orders and transactions.

2. **Tenant Manager app (Android - phone)**

   This application aims to help tenant managers to manage available menus and incoming orders.

3. **Tenant Owner app (Android - phone)**

   This application aims to enable tenant managers to view and analyze their tenant sales reports.

4. **Back-office web (website)**

   This website aims to manage Pazel Group internal data.

Design System

Color

1E7095

FDFCFF

333333

Font

Inter Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Inter Semi Bold

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Final Design

Cashier app (Android - tablet)

Final Design

Tenant Manager app (Android - phone)

Final Design

Tenant Owner app (Android - phone)

Final Design

Back Office web (website)

Thank you for your time

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