

# Portfolio

**Albertus Pradana**  
UI/UX Designer

# Hi!



I am **Albertus Pradana**, a final year Information Engineering student at Gadjah Mada University.

I believe design should be easy and elegant, so that makes everyone's life easier and beautiful. I have a strong passion for science and technology, and currently seeking opportunities to improve my skills for continuous improvement.

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# Curicullum Vitae

## Education

2017 - 2021    Universitas Gadjah Mada  
                    Major: Information Engineering

## Skills

User research	Figma
Competitive analysis	Adobe XD
User flow & user journey	Adobe Illustrator
Wireframing	
Copywriting	
Prototyping	
Usability testing	

## Experiences

Jan - Apr 2021	UI/UX Designer Freelance at Pazel Responsible for designing Pazel Cloud, an internal information system to support Pazel's business operations
Jul - Oct 2020	UI/UX Designer Intern at Jakpat.id <ul style="list-style-type: none"><li>- Responsible for improving the user experience of Jakpat's authentication mechanism</li><li>- Redesigned landing page of Jakpat.id's website</li><li>- Contribute on ideation process and weekly discussion with developers, PM and other designers</li></ul>
Jan - Mar 2020	Front End Developer Intern at Synapsis.id <ul style="list-style-type: none"><li>- Develop Logistics Tracking Information System</li><li>- Maintained Synapsis.id's website</li></ul>

# Contents



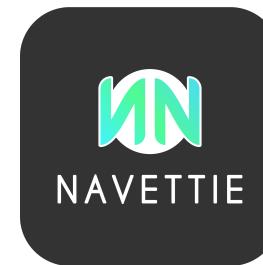
## Pazel Cloud

Created POS system to assist internal work and administrative processes



## Jakpat

Redesigned landing page to increase conversion rate

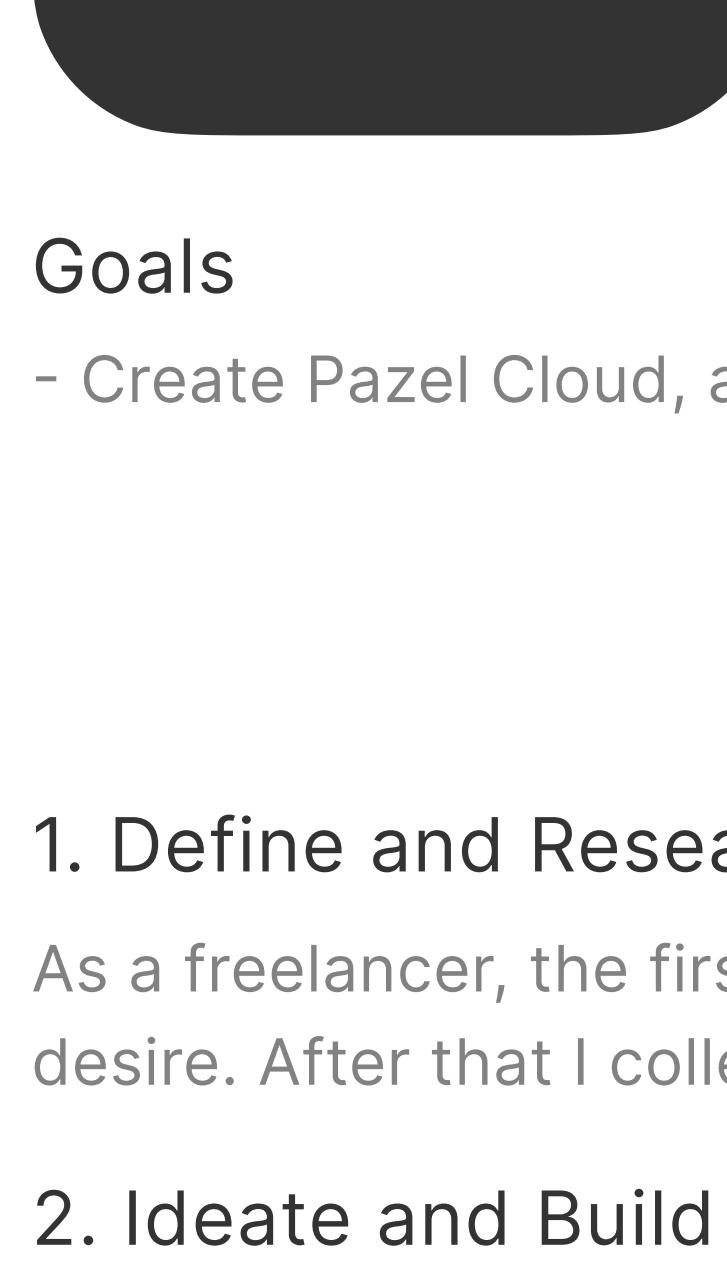


## Navettie

Created a mobile app to encourage people to use public transportation

# Pazel Cloud (2021)

"How can we bridge culinary brands with customers?"



## About Pazel Group

Pazel Group is a curated virtual kitchen in Yogyakarta. Their service core is to allow culinary brands to open outlets in strategic locations for an affordable price. With this way they can sell more food in a closer location and lower price without worrying extra costs. As for customers, they now have more culinary options in one place for lower price.

### Goals

- Create Pazel Cloud, all-in-one POS system to support Pazel Group business

## Design process

### 1. Define and Research

As a freelancer, the first stage of my work here is to get a complete brief about their desire. After that I collect the data from Pazel Group to understand the problem.

### 2. Ideate and Build

Look for solutions based on the problem, brief and the data I have collected. After that I designed solutions to be given to stakeholders (Pazel Group).

### 3. Review

The stakeholders will review my work to check whether it meets their expectations, needs and abilities in developing the applications.

## User research

User research conducted to operational division. My objective in this phase is to find out **their current needs, their motives and their expectations** of the POS system.

### Results

There will be about four applications to support this POS system. Those four applications are intended for cashiers, partner managers, partner owners and pazel management.

## Competitor analysis

Competitor analysis is conducted to gain a deeper understanding on how the POS system works. Therefore, the analysis was conducted on our direct and indirect competitors to find out their strengths and weaknesses, and to find other reliable evidence in designing product.

### Results

I found that majority of POS system applications only provide two applications (for cashier and tenant owner). Therefore the features they provide on average are more focused on the needs of ordering and transactions (for the cashier) and tenant management (for tenant owner).

## Project specifications

This POS system consists of four interconnected applications:

### 1. Tenant Manager app (Android - portrait)

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

### 2. Tenant Owner app (Android - portrait)

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

### 3. Cashier app (Android - landscape)

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

### 4. Backoffice app (website)

This application aims to manage Pazel's internal data.

## High-fidelity design

For now, applications that have been designed and ready to be developed are applications for managers and tenant owners

### Tenant Manager app

A row of five screenshots for the Tenant Manager app. From left to right: 1. Order screen showing a list of incoming orders for Ovomarsh. 2. Order screen showing a list of incoming orders for Nasi Goreng. 3. Order screen showing a list of incoming orders for Ovomarsh. 4. Menu Availability screen showing availability for various items like Ayam Bakar and Bakso Bakar. 5. Account screen showing basic account information and a log out button.

### Tenant Owner app

A row of five screenshots for the Tenant Owner app. From left to right: 1. Sales report showing a monthly breakdown of sales. 2. Sales report showing a detailed breakdown of sales by category. 3. Menu report showing a search interface. 4. Menu report showing a detailed breakdown of sales by menu item. 5. Detail screen showing a breakdown of sales for specific tables (Table 11, Table 12) with a total amount of Rp35.000.

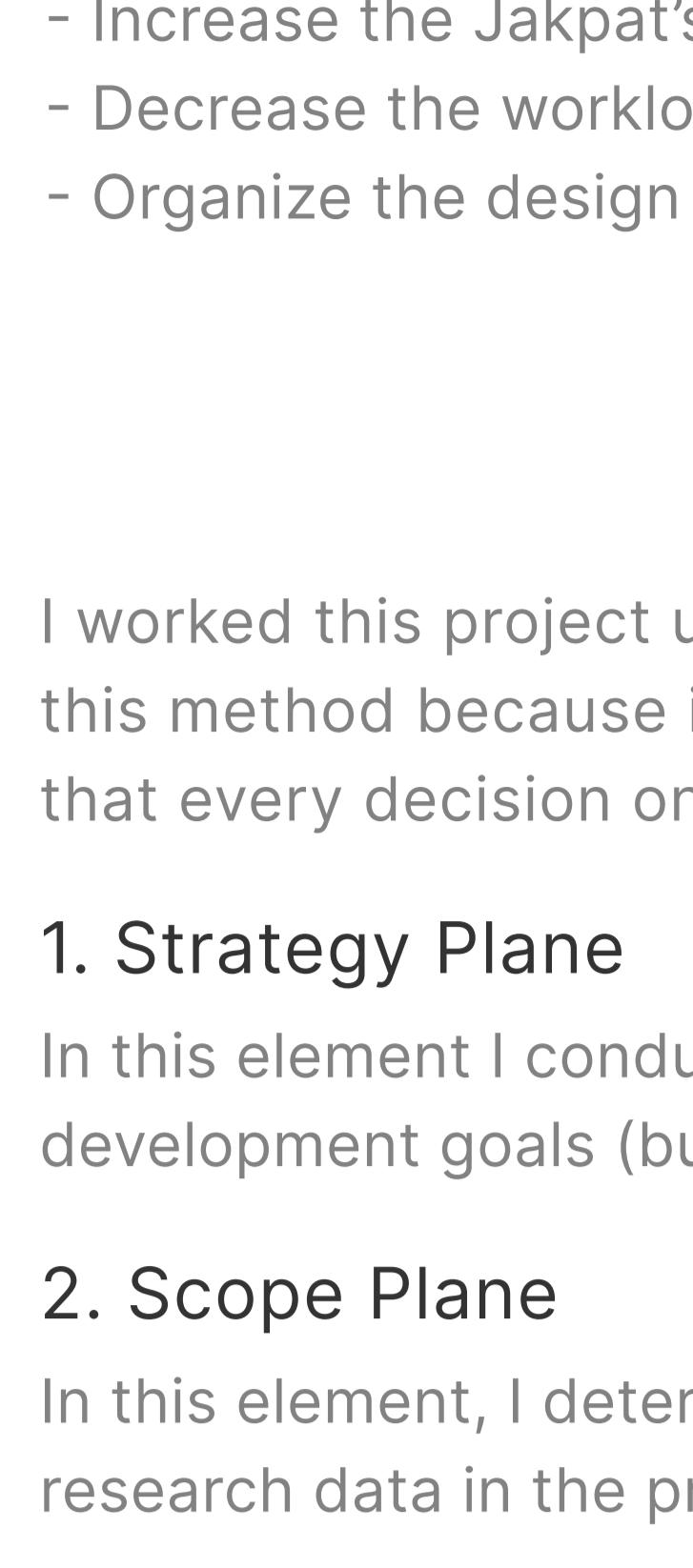
### Cashier app

A row of five screenshots for the Cashier app. From left to right: 1. Order screen showing a list of items for a customer named Bakers.id. 2. Order screen showing a list of items for a customer named Gojek. 3. Table group screen showing occupied and available tables. 4. Net Sales screen showing a table of sales data. 5. Order Online screen showing a list of items for delivery via Grab, Shopee, and JajaKita.

A row of five screenshots for the Backoffice app. From left to right: 1. Tenant Report screen showing a breakdown of sales by tenant. 2. Tenant Report screen showing a breakdown of sales by tenant. 3. Tenant Report screen showing a breakdown of sales by tenant. 4. Table screen showing a grid of tables with status indicators. 5. Table screen showing a grid of tables with status indicators.

# Jakpat Landing Page Redesign (2020)

"How can we improve our landing page to adjust with our users' needs?"



## Why?

There are quite number of features and information that isn't shown properly on Jakpat current landing page. Moreover, there are a lot of unnecessary elements that does not align with the user's goals.

As a result, the majority of customers directly contacted the Client Relationship division to create a new survey.

## Goals

- Increase the Jakpat's landing page conversion rate, especially for new customer
- Decrease the workload of Client Relationship division
- Organize the design of Jakpat landing page

## Design process

I worked this project using The Five Layer Model framework by JJ Garrett. I chose this method because it is based on the concept of User Centered Design (UCD) so that every decision on each element involves and considers the users.

### 1. Strategy Plane

In this element I conduct research to find out about user needs and project development goals (business goals).

### 2. Scope Plane

In this element, I determine the functional and content requirements based on the research data in the previous stage.

### 3. Structure Plane

In this element, I created information architecture (documentation about content and information grouping on this project).

### 4. Skeleton Plane

In this element I created a wireframe which will give a rough idea of the product interface.

### 5. Surface Plane

In this element I create a high-fidelity design (a detailed design that includes font, color, resolution, and others).

## User research

User research conducted to existing customer and Client Relationship division:

1. For the Client Relationship division, I conducted in-depth interviews with 4 respondents to find data about customer behaviors, difficulties and needs when making a survey.
2. For existing customer, I asked their experience about how do they create surveys and their difficulties.

## Results

I found that majority of customer do not understand about the procedures for making surveys (especially through our landing page). In addition, some existing customers are used to creating and ordering new surveys via email and WhatsApp.

## Competitor analysis

Competitor analysis is conducted to explore how competitors approach their potential customers through landing pages. This analysis is carried out on our direct and indirect competitors.

## Results

I find that most landing pages from survey and business consulting service providers provide a seamless onboarding experience. They have clear navigation to the available features, provide clear information and context above the fold, and attach an organized portfolio. Thus, they are able to introduce their products, portfolio and advantages better.

## Design directions

Based on the data that I have obtained, I can determine the expectations of this landing page improvement and the focus of its development. Therefore, I set the design direction for this project down to two major goals:

### 1. Organizing the contents on landing page

### 2. Streamlining the user's onboarding process (Decreasing learning curve for new user)

## Proposed solution

My solution is to redesign the landing page, which is divided into 3 focuses on certain parts:

### 1. Header

Provide clarity to our user, with:

1. Clear and organized navigation labels
2. Location indicators

### 2. Above the fold

Help user finish their jobs, with:

1. One prominent CTA (also another one on the top of the footer)
2. Few distractions
3. Headlines: states our value proposition
4. Use relevant image/illustration (according to our tagline)

### 3. Social proof

Convince users to use our services, with:

1. Clear & concise content (avoid zombie scrolling)
2. Inform the details of our solutions
3. Highlight the benefits from using our services

## Low-fidelity wireframes

The wireframe shows a top navigation bar with 'Logo', 'Services', 'Plans & Pricing', 'Contact Us', 'About Us', 'Log In', and 'Sign Up'. Below this is a large section titled 'Great market research start here' with a sub-section 'One survey platform for different needs' showing four mobile phone icons with 'Case studies' buttons. Further down is a section titled 'Why Jakpat?' with a sub-section 'Trusted by over 400 of Indonesia's leading companies' showing a grid of six company logos (BNI, kao, TIX ID, Dentsu, SHARP, BCG). At the bottom is a footer with links to 'Services', 'Plans & Pricing', 'About Us', 'Contact Us', and social media icons for Instagram, Twitter, Facebook, and LinkedIn.

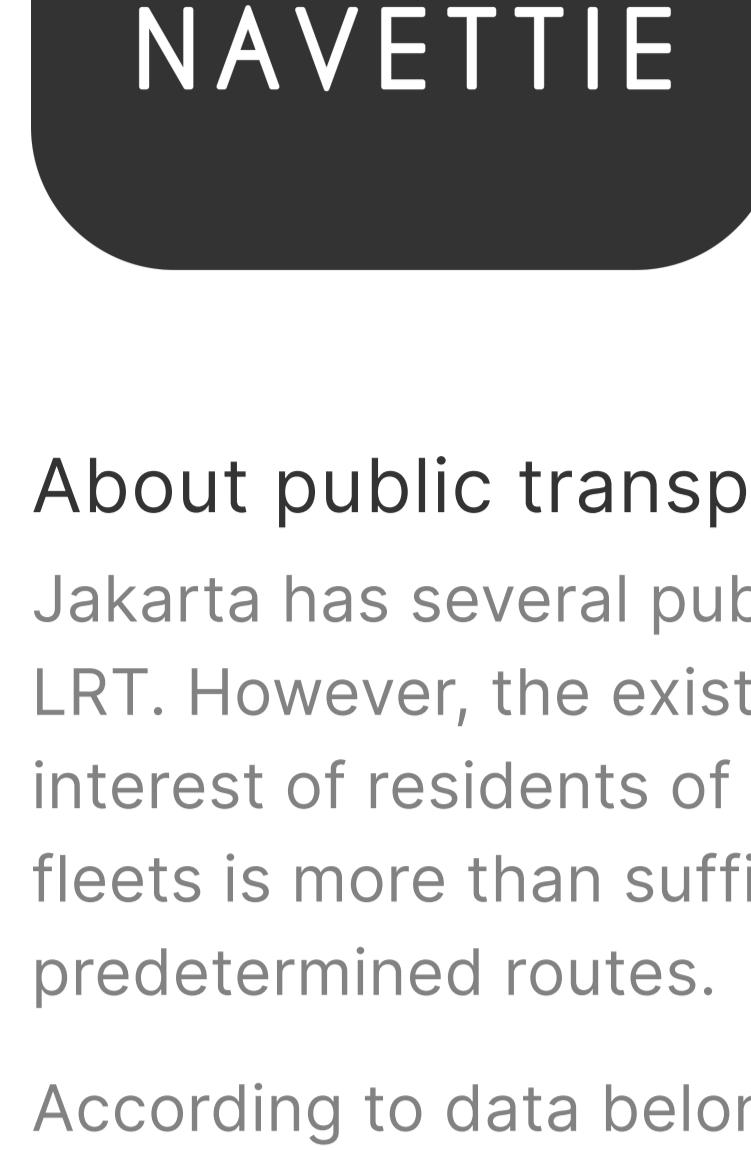
## Final result

The final design is a clean, modern landing page. It features a top navigation bar with 'Jakpat', 'Services', 'Plans & Pricing', 'Contact Us', 'About Us', 'Log In', and 'Sign Up'. Below this is a main section titled 'Get instant data for your business' with a sub-section 'One survey platform for your business' showing four service cards: 'Brand tracking', 'Market survey', 'Ad test and survey', and 'Product test', each with a 'Download study case' button. A callout box highlights features: 'Faster response with real-time result', 'Cheaper price', 'Easier process with pre-template', and 'More accurate result with valid responses'. At the bottom is a footer with links to 'Services', 'Plans & Pricing', 'About Us', 'Contact Us', and social media icons for Instagram, Twitter, Facebook, and LinkedIn.

A close-up view of the Jakpat landing page focusing on typography. It shows the Jakpat logo, a portrait of Fikri Tegar, and several font samples: '0066CC' (blue rounded rectangle), 'FDFDFD' (white rounded rectangle), '333333' (black rounded rectangle), '848484' (grey rounded rectangle), and the 'Aa' font sample for 'Lato'.

# Navettie (2019)

"How can we encourage people to form the habit of using public transportation?"



## Why?

Jakarta's air quality is one of the worst in Indonesia. According to data from airvisual.com, the air quality of Jakarta and its surroundings is in the **unhealthy category**. Massive use of private vehicles in Jakarta is the main actor in air pollution. Motorbikes contribute 44.53% of emissions in Jakarta, while private cars contribute 16.11% of emissions.

## About public transportation

Jakarta has several public transportation services, such as Transjakarta, MRT and LRT. However, the existence of this public transportation is still unable to attract the interest of residents of Jakarta and its surroundings, even though the number of fleets is more than sufficient, has a fixed schedule, and works according to predetermined routes.

According to data belonging to the Jabodetabek Transportation Management Agency (BPJT), the number of public transportation users in Jakarta and its surroundings in 2019 has only reached 8.8%. This figure has not been able to meet the target for the development of public transportation use in 2019 which is 40%.

## Goals

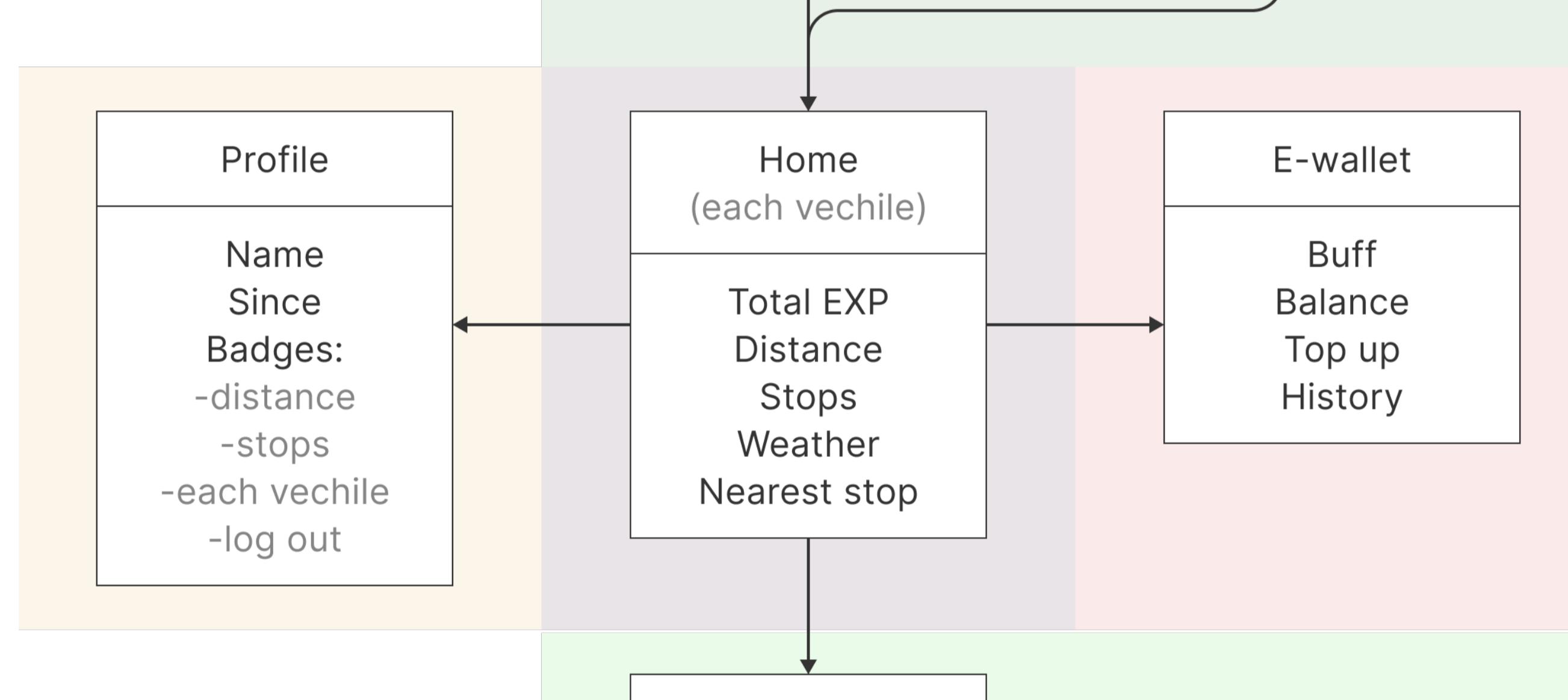
- Increase the use of public transportation
- Provide comfort guarantee when using public transportation

## User research

User research conducted by doing interview. The selected interviewees are students from Jakarta who were quite familiar with existing public transportation.

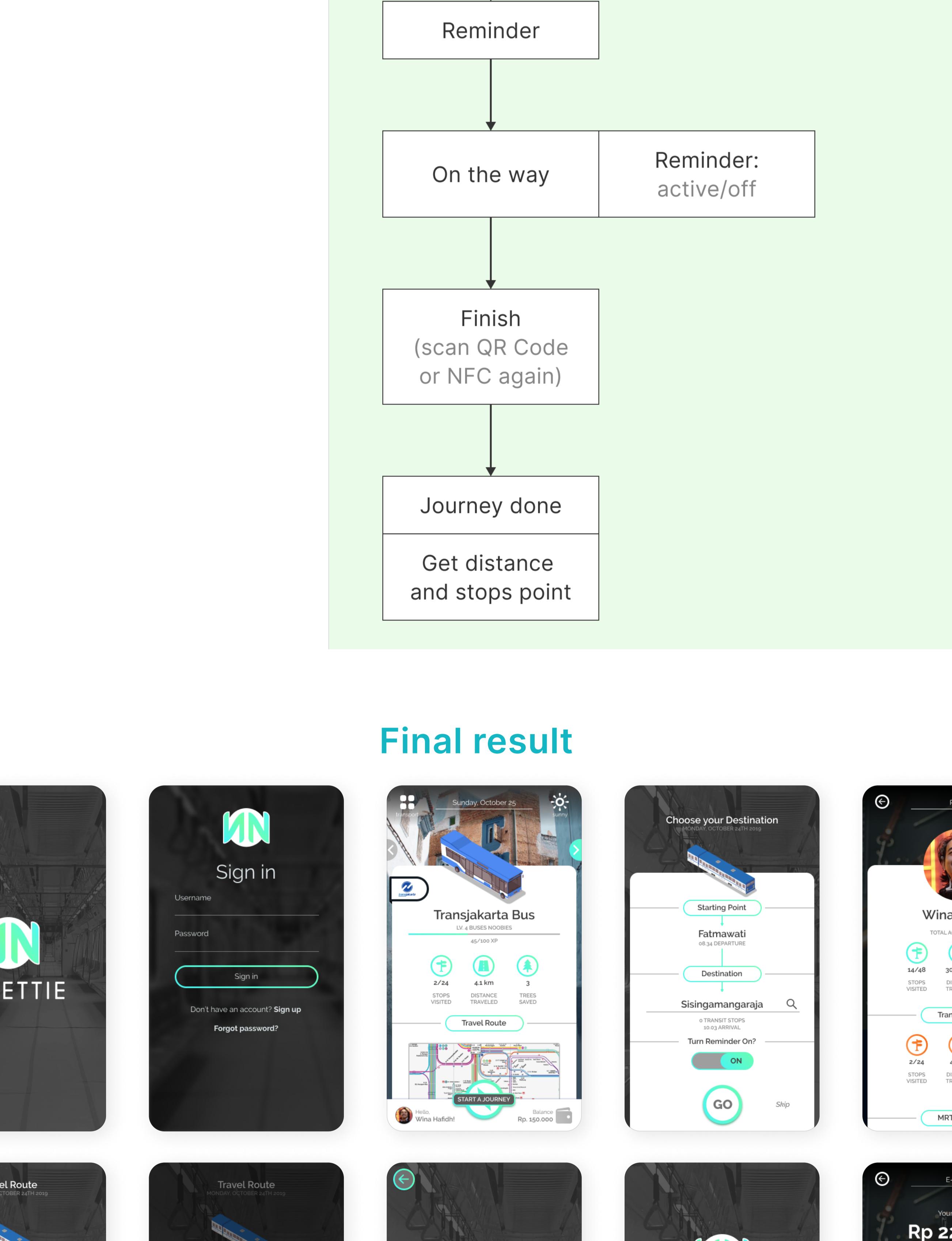
### User persona

The interviews conducted gave us insight into what difficulties users experience while using public transportation services. The user persona was created as a crystallization of the interview results, to help us integrate the main features of Navettie.

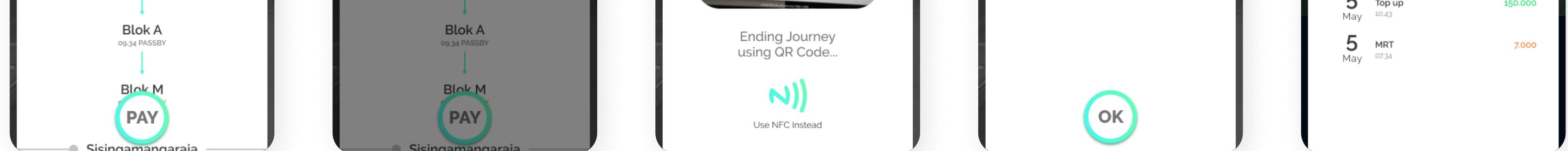


The first persona describes a group of users who live in Jakarta and who have worked for 2 years in Jakarta. The second persona describes a group of users who are newcomers in Jakarta, like fresh graduates.

## User flow



## Final result



# Thank you for your time

Looking forward to collaborate with you!

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