RW-PINTAR

Sector : Website Database, Blog, Chat

Challenge : Creating a website for residents of Batu Ceper, Central Jakarta to digitize data, discussion forums, and blogs for traders there.

My Role : Product Designer, UX/UI Designer

Project Time : 4 weeks (before handoff to development)

Overview

RWPINTAR is a database website for storing data and letters belonging to residents of Batu Ceper, Central Jakarta, not only that, this website also has several features including RW complaint services, discussion forums, and also blogs for traders there.

This is a Human Computer Interaction course assignment that I made in semester 3. This project helped me to deepen my UX and Visual Design skills.

Background

Humans are social creatures, because almost every day humans interact with other humans. These interactions lead to a tendency to make communication media directly or through communication tools. Seeing this, humans are increasingly skilled at creating a communication tool such as a gadget with the aim of facilitating communication between humans. Gadgets are communication tools that have many functions and different features.

Gadgets themselves have become a necessity in communication in the 21st century. In addition to being a communication tool between humans, gadgets are also often used in information storage media such as photos, videos, files and others.
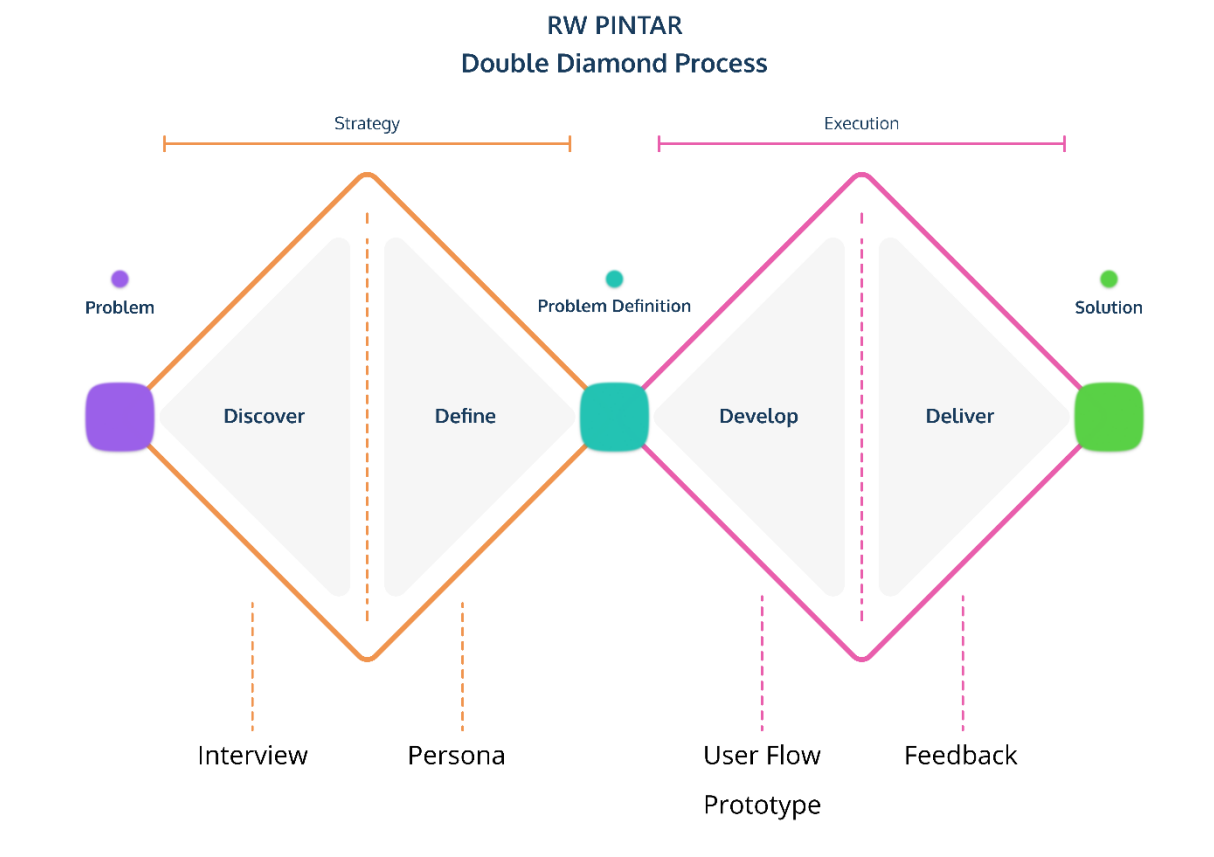
I along with a team of 3 people (including myself) searched for what problems were around our neighborhood, starting from interviewing local residents, filtering data, and analyzing what solutions could be used to solve this problem, and finally an idea was created, namely RWPINTAR.

My team consists of 3 people, 1 person as team leader, 1 more as engineer and I play the role of designing product, UX and UI strategies in the team. Some of what I did when I was at NOMADS are as follows:

 • **Provide product ideas**

I worked with team members to come up with a vision and strategy for RWPINTAR, in the process we conducted several interviews, created user diagrams, personas and finally a visual design.

UX Method

RW PINTAR
Double Diamond Process

In this project, we use the Design Process method by means of the double diamond process, we think this method is suitable for the steps we will take in the future and we also think that double diamond is very free to take the event car that has been provided in each part.

Discover - Ideation

Every family must have valuable letters and documents, whether it's a family card, birth certificate, ID card, etc., those are all valuable letters and documents that must be stored and guarded so that they are not damaged. From here we found the problem that if one day the document is lost, it will be difficult to take care of it again. Therefore, we have the idea to create a digital platform for data storage of securities and other important documents.

Discover - Interview

Before we executed the idea, we conducted interviews with several residents of Batu Ceper. This interview was conducted so that we can ensure that what we feel is supported by the existing facts, this is explained by the residents of Batu Ceper themselves.

Define - User Persona

Based on the interviews we did, we chose 2 people who represented the residents of Batu Ceper, namely youth and active residents. We were lucky to get samples from our closest friends and neighborhood.

Persona 1 : Efendi Audi

Efendi Audi

AGE	34
EDUCATION	SMA
STATUS	Single
OCCUPATION	CEO of Karang Taruna RW 01
LOCATION	Jakarta
TECH LITERTE	Mid

> "Just because you're correct doesn't mean you're right"

Personality

Introvert   Chubby   Fun!

Bio

He currenlty lives in Jakarta. He is currently single and now he work as bariesta.

Core needs

- UMKM memiliki ruang untuk branding
- Data warga yang disimpan secara digital
- Wadah untuk kerja sama dan diskusi

Frustrations

- Sulit untuk mengadukan keluhan kepada RW
- Warga selalu ribet mengurus berkas dan surat surat

Brands

facebook   YouTube   Instagram

Payment medium

Cash/Cheque

Platform

Website   Mobile App

Persona 2 : Mochammad Fauzan

Mochammad Fauzan

AGE	18
EDUCATION	SMK
STATUS	Single
OCCUPATION	Citizen
LOCATION	Jakarta
TECH LITERTE	Mid

> "Kesuksesan seseorang selalu berawal dari mimpi. Jika begitu adanya, marilah kita tidur."

Personality

Hard Worker   Fun!   Smart

Bio

Fauzan, an ambitious person in terms of kindness. He gave many services to the environment. He graduated from high school, and continued to work

Core needs

- Harus ada ruang diskusi di lingkungan Batu Ceper
- Warga dimudahkan jika ada data digital

Frustrations

- Sulit untuk mengadukan keluhan kepada RW
- Warga selalu ribet mengurus berkas dan surat surat
- Transparansi Baksos yang masih buram

Brands

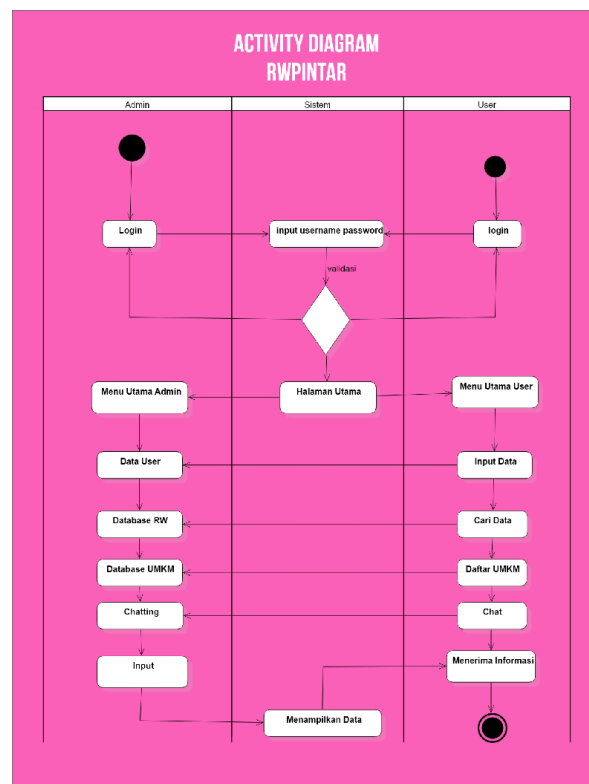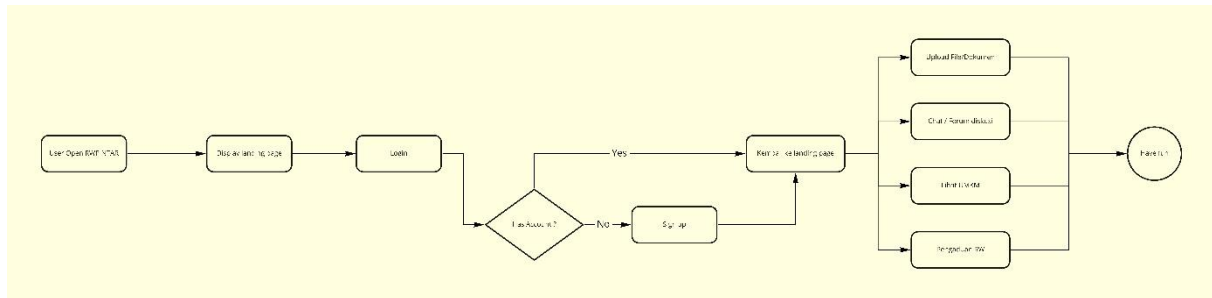facebook   YouTube   Instagram

Payment medium

Cash/Cheque

**Platform**

Website   Mobile App

Develop – User Flow

Next we create a user flow to make it easier for us when we will create a visual design, user flow is very helpful in terms of designing in the early stages of development, the flow from beginning to end is described there, it can contain user and admin activities.


Develop - Prototype

Making prototype schemes that have been made so that users can understand and interact directly with the website, we aim at this at the same time to get feedback from users. The prototype also helps us to present the mockup to the engineer.

After getting enough feedback, we can find out where the location needs to be improved and reprocessed, then we go back to testing the user, and so on until we get the best results
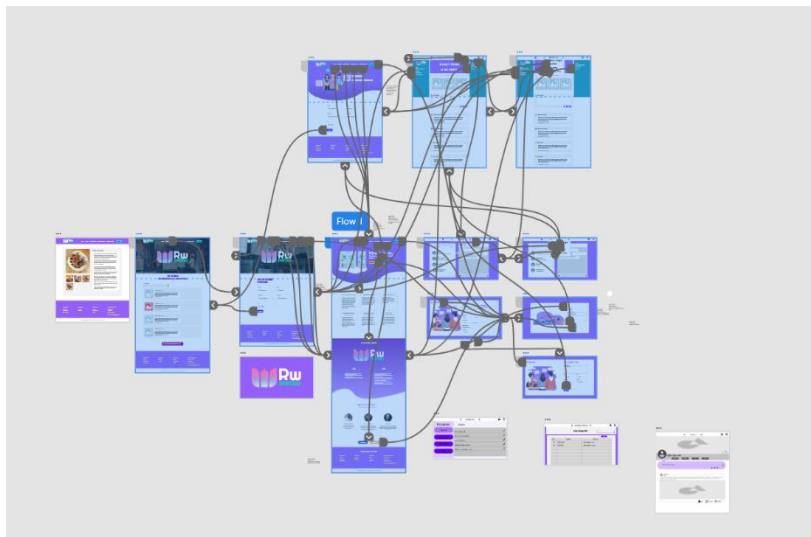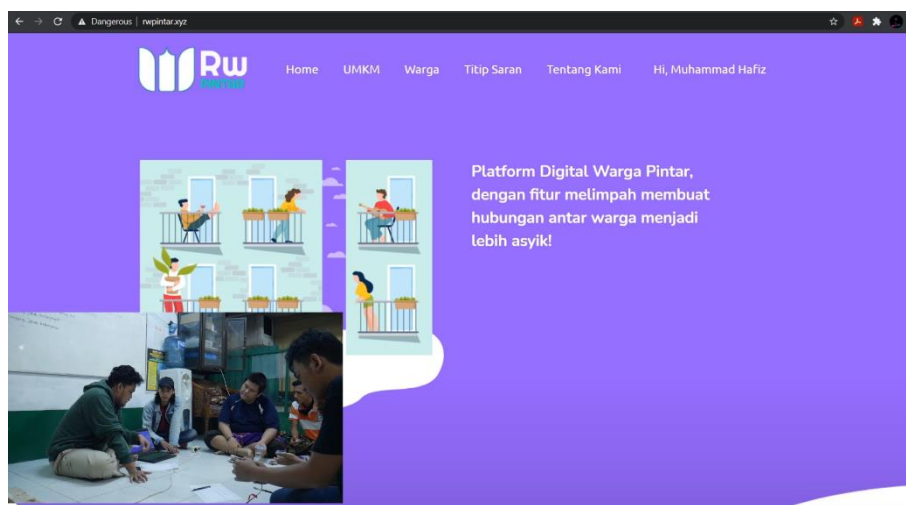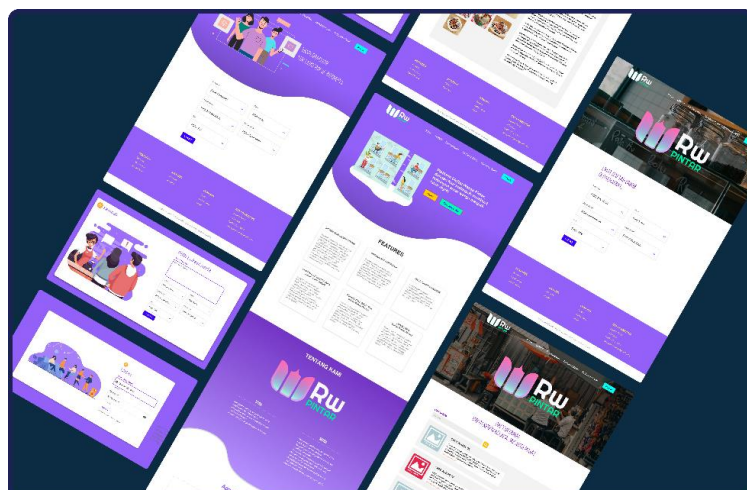
Validating the designs

With the existing concept, as well as some references that I took from various sources, we are finally at the design visualization stage, this design is responsive on various devices, so it can be opened anywhere and anytime.

Results and takeaways

During the UX process, I collaborated with many parties, including the engineer team, Ridho, and also the team leader who I could ask if I needed anything from this project, I am happy to be collaborating with local residents and I hope this project can help with problems which exists. Thank You! Xixixi..