

My Role

As a UI/UX designer, I make sure that my designs are well received by users, and can be implemented by developers.



UI Documentation

creation of ui documentation so that developers can code well.



Provide Assets

ensure Assets contained in the UI are usable and provide in multiple sizes.



User testing

User testing using UT and AB testing, so that the App can be well received by the user.



UI Audit

Perform UI audits. make sure nothing goes wrong when the App is made.



Flow Documentation

when the application is continued, it can be easily carried out.



Research

This process is made so that the requirements and problems obtained meet the target market.

Design Strategy

A design strategy shows the value your product and services will bring to people and describes this value to a goal. It also describes about the steps you will take to achieve the goal.

Intention

“ Creating an easy yet unique online platform for people who are searching for online goods to fulfill their needs. Give them an opportunity to share with the other friend when they finish using the app.

Intention to detail transaction

Target User

- “
 - a large Number of people, medium or small buyer age : 20-50 Yold
 - User are using Mobile platform

Personas

Tech Constraint

- “
 - Android mobile apps
 - OS Version Compatibility
 - Internet access or network issues

Constraint

General task

- “
 - Online Goods Catalog
 - Transaction History
 - multiple order
 - Order Summary
 - Shipping Progress
 - user satisfaction

Feature and Task

Success Factor

- “
 - Mobile Platform (Android)
 - Opportunity to place multiple order
 - See progress order until success
 - See progress order until success

Measurement



USER RESEARCH

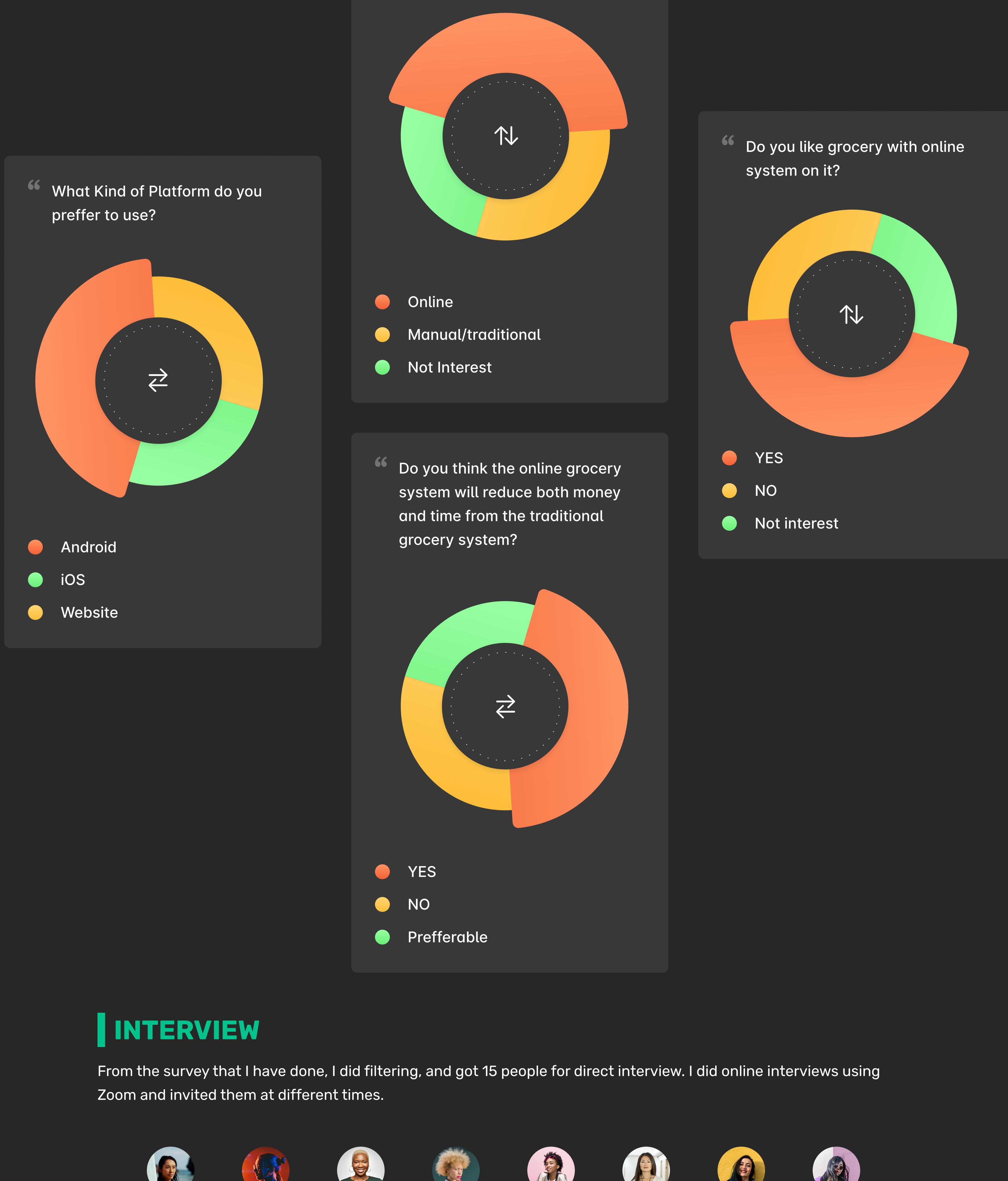
Research Plan

- Survey
- Interview
- Personas
- Empathy Map
- User Journey

User research is a process to find out the user point of view, their frustrations and their struggle to get their understanding. I have two used methods which contributed hugely in addition to my own findings.

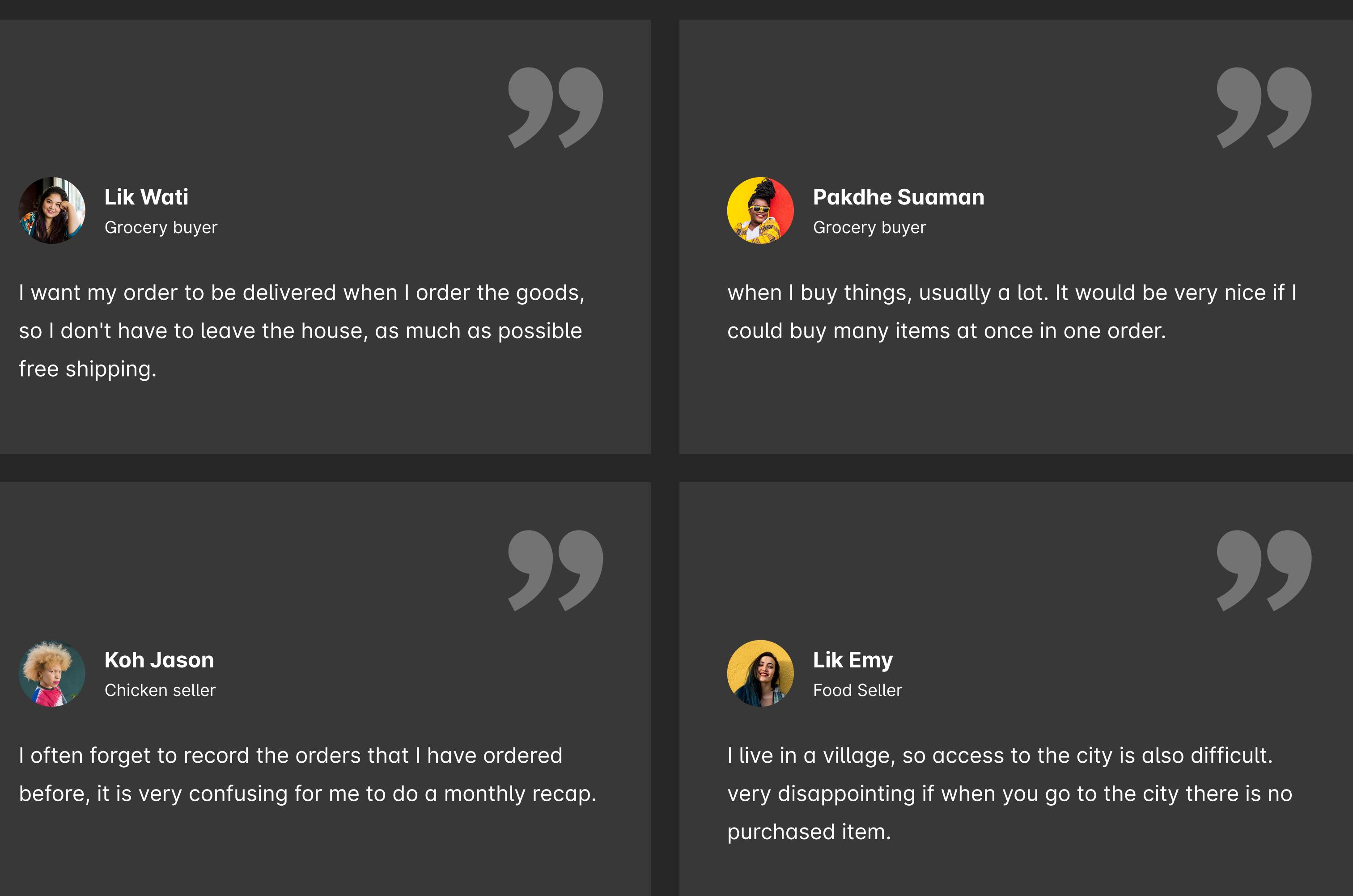
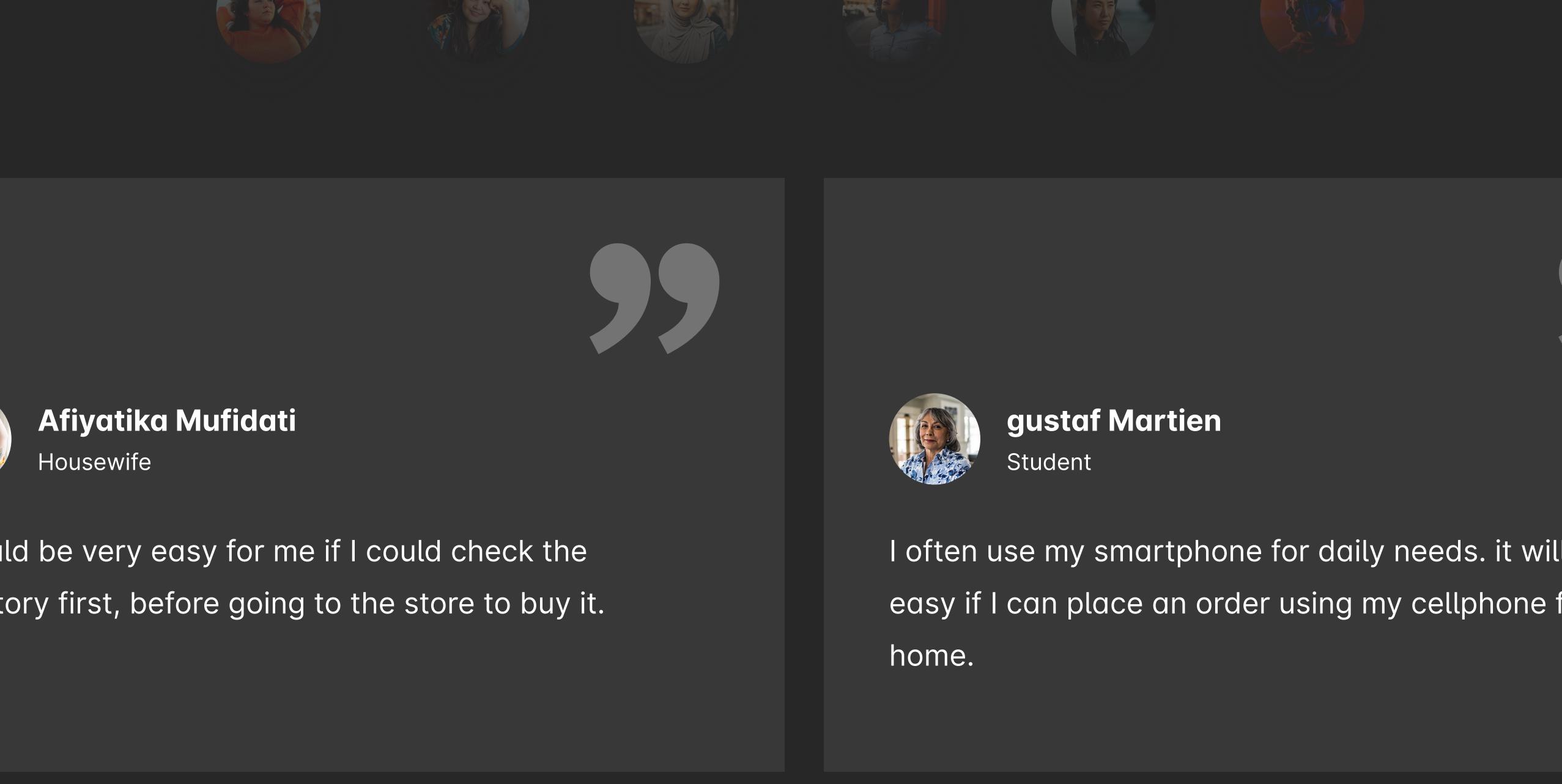
SURVEY

I did survey with **55 potential users** in combination with interviews from individual conversation to know their **views, experience** and to collect **quantitative and qualitative data**. The target audience were between the age 20-50 years old.



INTERVIEW

From the survey that I have done, I did filtering, and got 15 people for direct interview. I did online interviews using Zoom and invited them at different times.





Define

USER PERSONA



Full Name : David Lim Junior

Date of birth : Mei, 10 1994

Age : 28 Years old

Job : Food Seller

Location : Jakarta, Indonesia

Statement

I want a simple and easy order. that way I don't have to manually buy what I want.

About

He is hadrdworking, a Seller from a small village who likes to use his smartphone for his daily needs. David Lim is a person who has a high school education background. he often spends his time shopping at the market and selling the goods he bought in the market to resell in stalls around his house. lack of access and poor road conditions make him rarely go to the city to look for necessities.

Goals

- Make an order without any hassle.
- don't have to buy things manually in the city where he lives.
- buy a lot of goods at one time
- Get complete and clear order details.
- Can see the price of the item he wants to buy and its availability.

Point Take away

- User background
- Personality
- Goal
- Frustration

Personality

- Hardworking
- Smart
- Interested
- Thinking
- Agile
- Adapt

Frustrations

- Hassles, because you have to shop in the city every time.
- Often disappointed, because when hehas come to the town and the goods purchased are not there.
- prices fluctuate frequently so he is often short of cash when shopping.

Empathy Map

An empathy map is a collaborative visualization used to articulate what we know about a particular type of user. It helps to synthesize research data to better assist to understand how people make decisions.

What does he

Think & feel

is my money enough, when I don't know the price? what if the price goes up?

shopping in a city far away and the access is difficult.

what if I go there, the seller is off?

what if I have arrived to the market and the item I want to buy is not there?

Online grocery is an easily accessible platform and time saving.

Huge collection of goods on this platform.

can easily order goods and will be delivered by courier

can i get a receipt?

Promo and reward content are made it cheap

with online platform, we can order using smartphone without hassle

transparent price, quantity and transaction

What does he

Hear

He heard the online platform can be trusted because the payment is via cod.



What does he

See

progress shipping and order are clear enough

Lack of interactive bargaining in online platform

Search goods in grocery platform

Place order and waiting for shipping progress

what if I have arrived to the market and the item I want to buy is not there?

Download receipt and calculate it manually for transaction history

confirm manually to grocery admin if the shipping are late

What does he

Say and Do

Gain

- he wants to see the availability of the item and the price of the item.
- he wants to see the progress of the goods that have been ordered.
- he wants to get Receipt of order and proof of transaction.

Pain

- Disappointed that the prices of goods and supplies often fluctuate.
- can't bargain.
- can not see the delivery in detail and clearly.
- bad signal and low device.