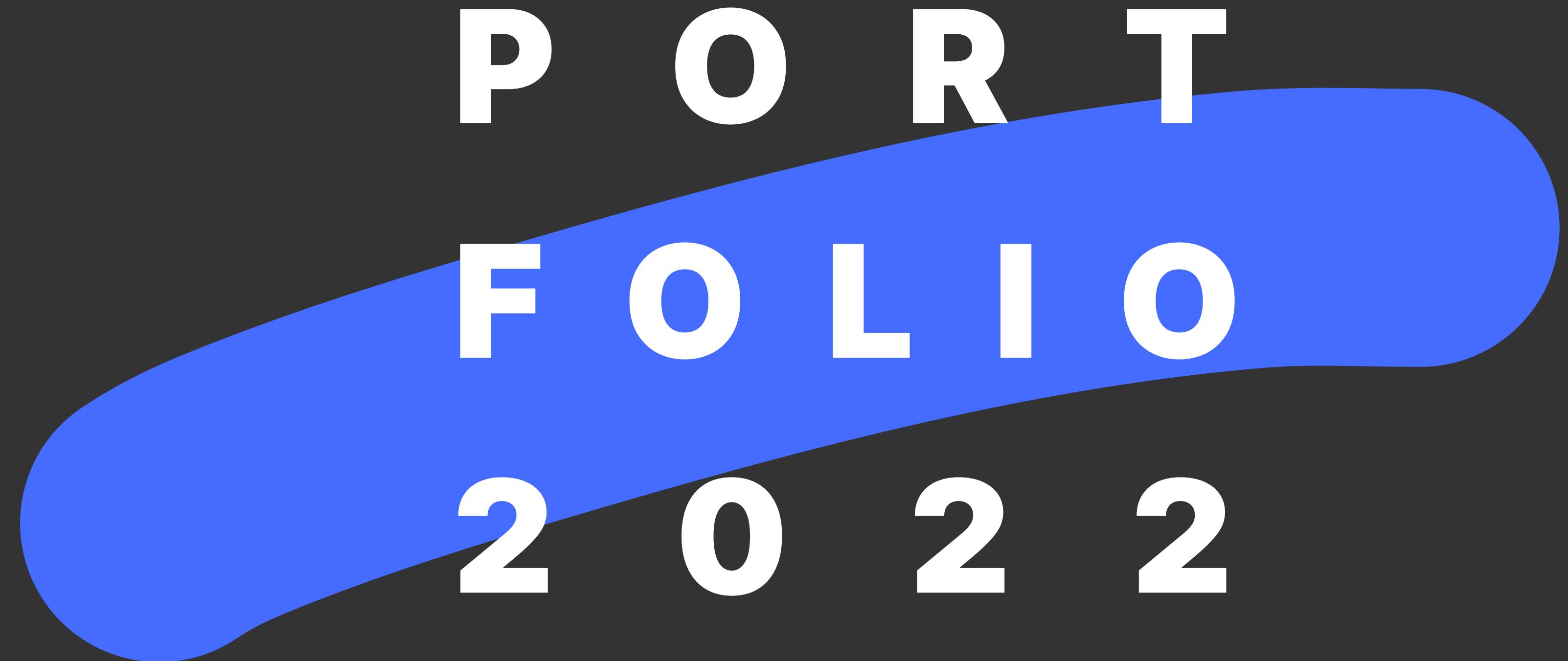


UI/UX Design



—Arip Irwansyah

Hi, I'm Arip Irwansyah!



I'm a student at Singaperbangsa Karawang University who has a deep interest in UI/UX Design. I attended the independent UI/UX Designer study program at Binar Academy for 5 months, to deepen my skills related to my interest in the UI/UX field.

I'm passionate about designing, whether it's problem-based designing to provide solutions to user needs or hands-on design without getting hung up on anything.

Curriculum Vitae

Education

2007 - 2013	SDN Wanakerta 1
2013 - 2016	SMPN 2 Telukjambe Barat
2016 - 2019	SMKN 1 Karawang Electrical Power Installation Engineering

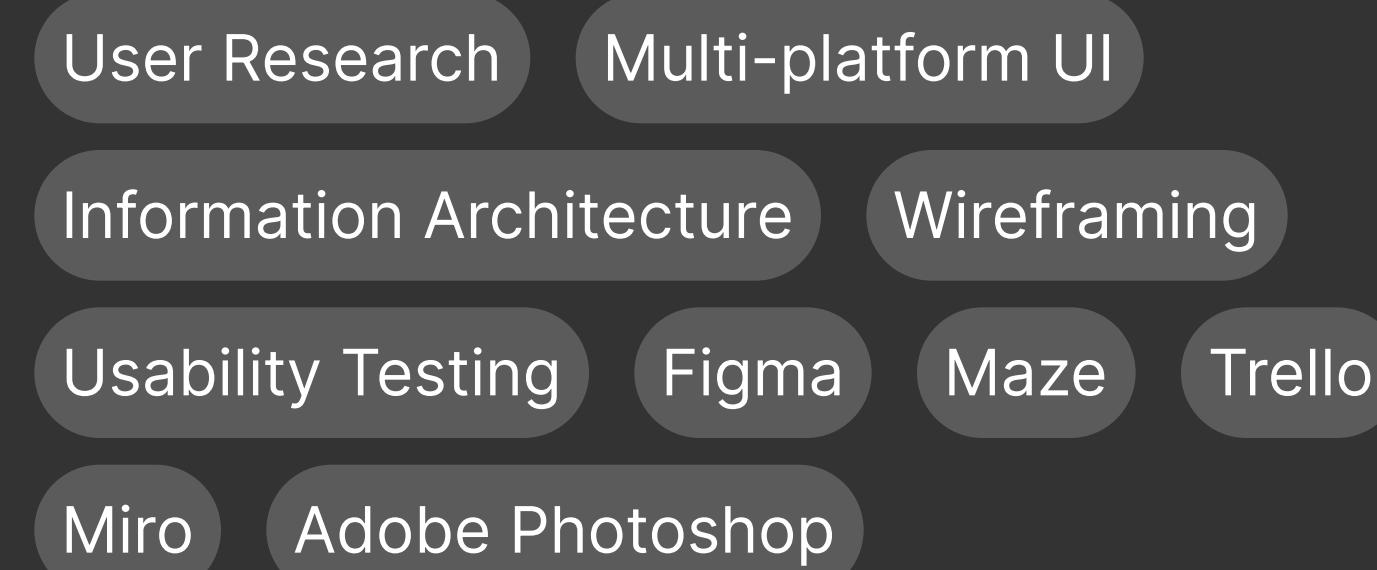
Experiences

Jul - Sep	Field Job Training
2017	PT. Mitsubishi Jaya Elevator & Escalator
Oct - Dec	Learn JAVA, SQL, HTML, & CSS Bootcamp
2020	Progate
2021	Public Relationship Division 13th Diesnatalis Fasilkom Unsika
Feb - Jul	UI / UX Designer Bootcamp
2022	Binar Academy

Contacts

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 aripirwnsyh69@gmail.com
 /aripirwansyah
 /aripirwansyah11
 /aripirwansyah
 aripirwnsyah

Skills



Achievement

Achievements at the Binar Academy bootcamp :

- **Best presentation** on the 2nd challenge on research to identify the effectiveness of Google Home in helping people with Alzheimer's in their daily activities.
- **Best content and presentation** on the 4th challenge about prototyping (moodboard, design system, prototype) in the Janji Raga application.
- **The best content** in challenge 8 about project management in project brief : Janji Raga coffee shop mobile app development project.

Contents

01

Janji Raga App

A mobile application to help people order coffee without the hassle and long queues

02

e-Campus Unsika

A website that helps provide information about academics at the Singaperbangsa Karawang University

03

Treaze

Mobile application that helps in financial services and content management for small businesses



Janji Raga

2022 - Mobile App

Role: UI/UX Designer

Tools: Figma, Maze, Zoom, Google Form

Janji Raga is a mobile application that helps customers in making transactions or ordering menus at the Janji Raga coffee shop. This application is made based on the problems that exist in the coffee shop, where there are many customers who make a lot of queues at the coffee shop.

This project is meant to complete the challenge at Binar Academy Bootcamp

05/ Janji Raga Overview

The screenshots illustrate the following features of the Janji Raga app:

- Home Screen:** Displays the Janji Raga logo and a "BOOK NOW" button.
- Table Booking:** Shows a grid of tables for booking.
- Payment method:** A dropdown menu for selecting payment methods.
- Order Screen:** Shows a table booking interface with icons for Home, Order, Save, and Profile.
- Search Menu:** A search bar with categories like Popular, Newest, and Recommended.
- Detail Order:** Shows a specific order for "Latte" (Rp. 32.000) for "Jocelyn George" with payment method "BCA".
- Menu List:** Lists items like Latte, Macchiato, Chai, Matcha latte, Lemon tea, and Strawberry.
- Pilih Metode Pembayaran:** A screen for selecting payment methods, including Transfer Virtual Account (Bank BNI, Bank BCA, Bank BRI), Transfer E-Wallet (DANA, OVO), and Cryptocurrency.
- Cryptocurrency:** A screen for selecting payment methods related to Cryptocurrency.

Design Process



Emphasize

- User Research



Define

- Problem Statement



Ideate

- Task Flow & Flow Chart
- Information Architecture
- Wireframe (Lo-Fi)



Prototype

- UI Design (Hi-Fi)
- Prototyping



Testing

- Usability Testing
- Design Iteration

Background

In this project, problem statements and case studies have been provided by the bootcamp party, therefore this project contains some data that uses hypotheses. The selected case study is "a small coffee shop that starts to have many customers due to the crowds of people who come sometimes creating long queues at the coffee shop".

Research Targets

- Someone who always comes back to that coffee shop
- Student/Freelancer
- Female/Male
- 21 - 25 years old

Here's the problem :

Coffee shop *customers* need a calm and relaxed atmosphere and order coffee effectively because of the large number of *customers* arriving who make long queues at the coffee shop.

**“How might we help coffee shop
customers to be able to provide
practicality in ordering or transacting
at the coffee shop”**

User persona

JOCELYN GEORGE

PROFILE

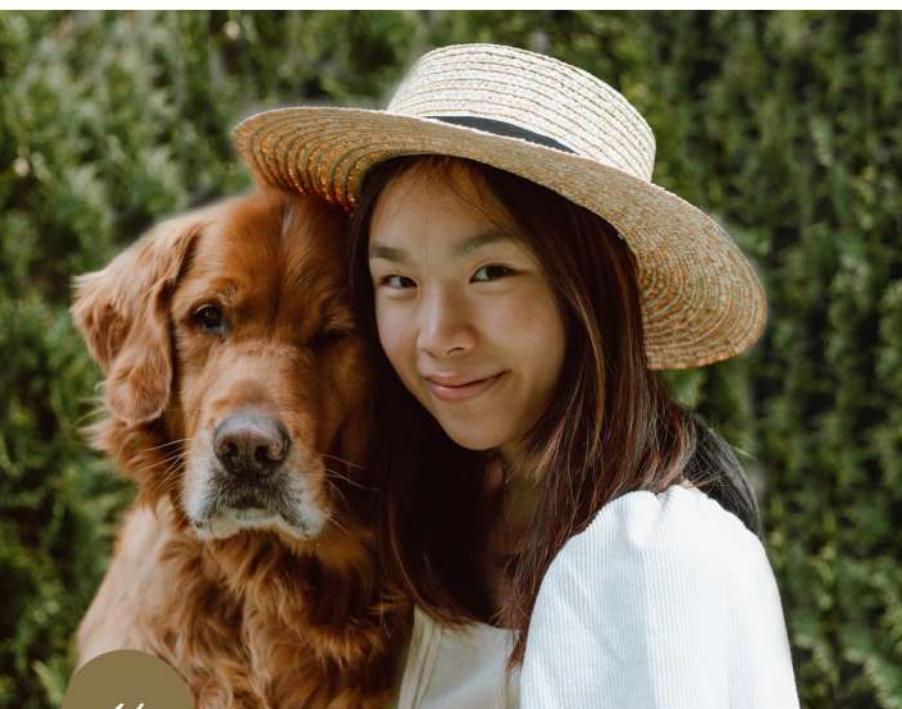
Jenis Kelamin : Perempuan

Umur : 20-22 Tahun

Pekerjaan : Mahasiswa, Freelance

Status : Single

Alamat : Indonesia



“Semua berawal dari sini, tentang sedap wangi aroma kopi yang temani sepi. Kalau benar praktis, apa aku boleh meminumnya dengan tangis?”

BIOGRAPHY

Jocelyn George adalah seorang mahasiswa yang menyukai kopi dan suka menghabiskan waktunya di Coffee Shop untuk mengerjakan tugasnya, baik sebagai mahasiswa maupun freelancer. Jocelyn datang ke Coffee Shop untuk meminum kopi sembari mencari inspirasi atau hanya sekedar untuk menenangkan diri.

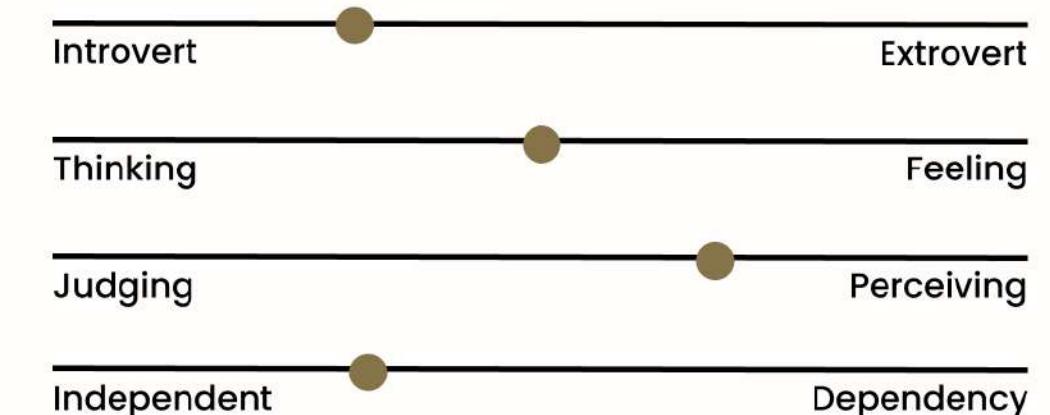
FRUSTRATIONS

- Coffee Shop yang sering didatangi selalu ramai
- Antrian untuk memesan kopi selalu panjang
- Metode pembayarannya belum banyak pilihan

GOALS

- Suasana yang tenang dan santai
- Memesan kopi dengan efektif
- Tidak perlu mengantre lama untuk memesan kopi

PERSONALITY



SOCIAL

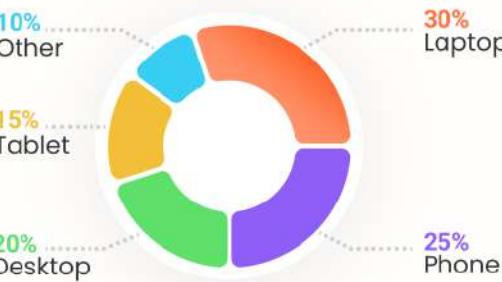
Top Networks



Usage



Usage Device



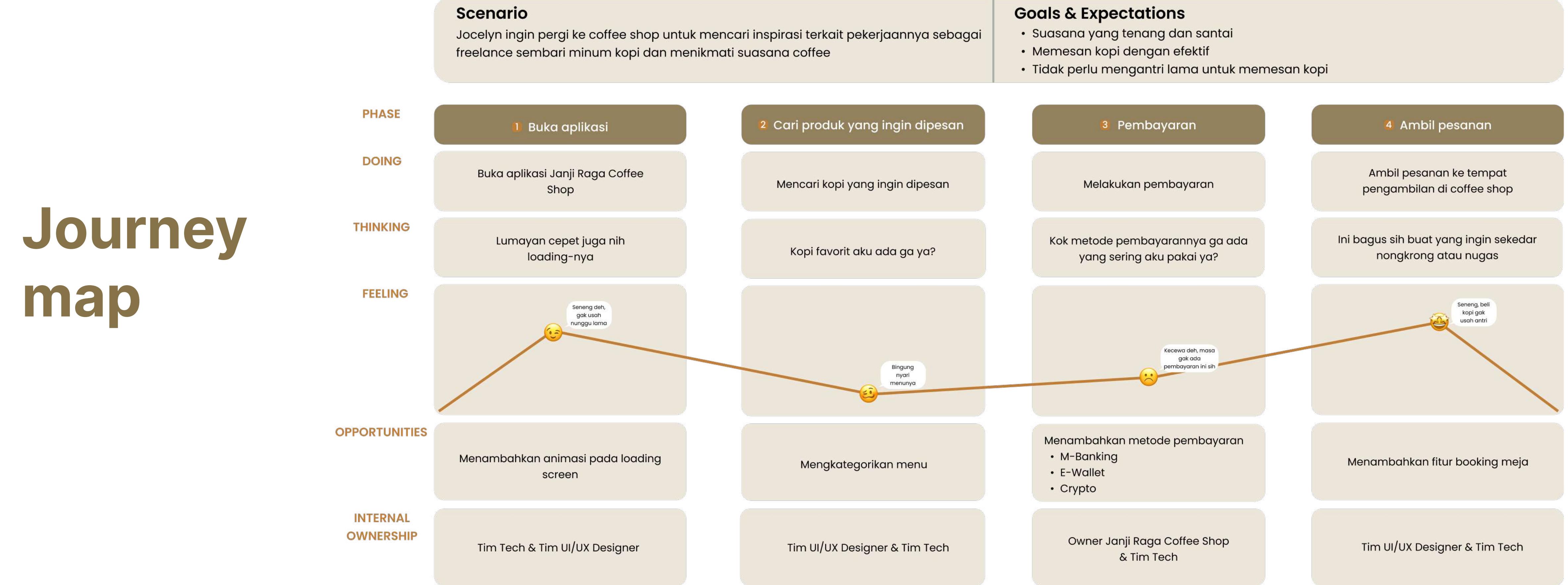
BRANDS



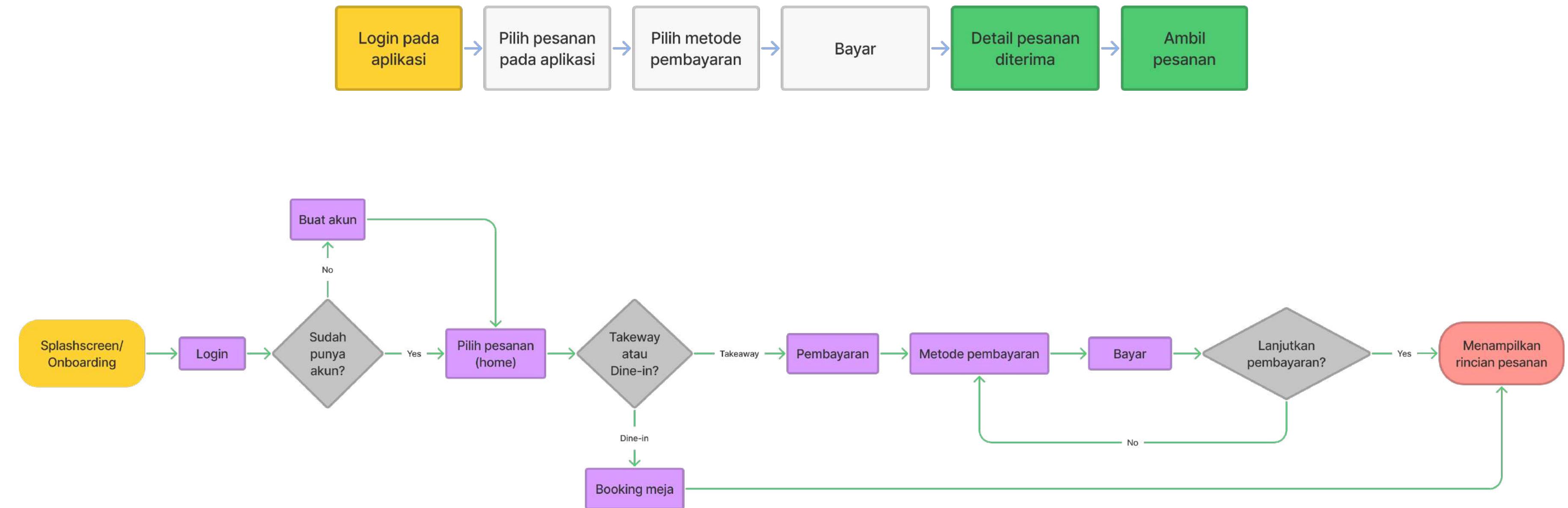
Journey map



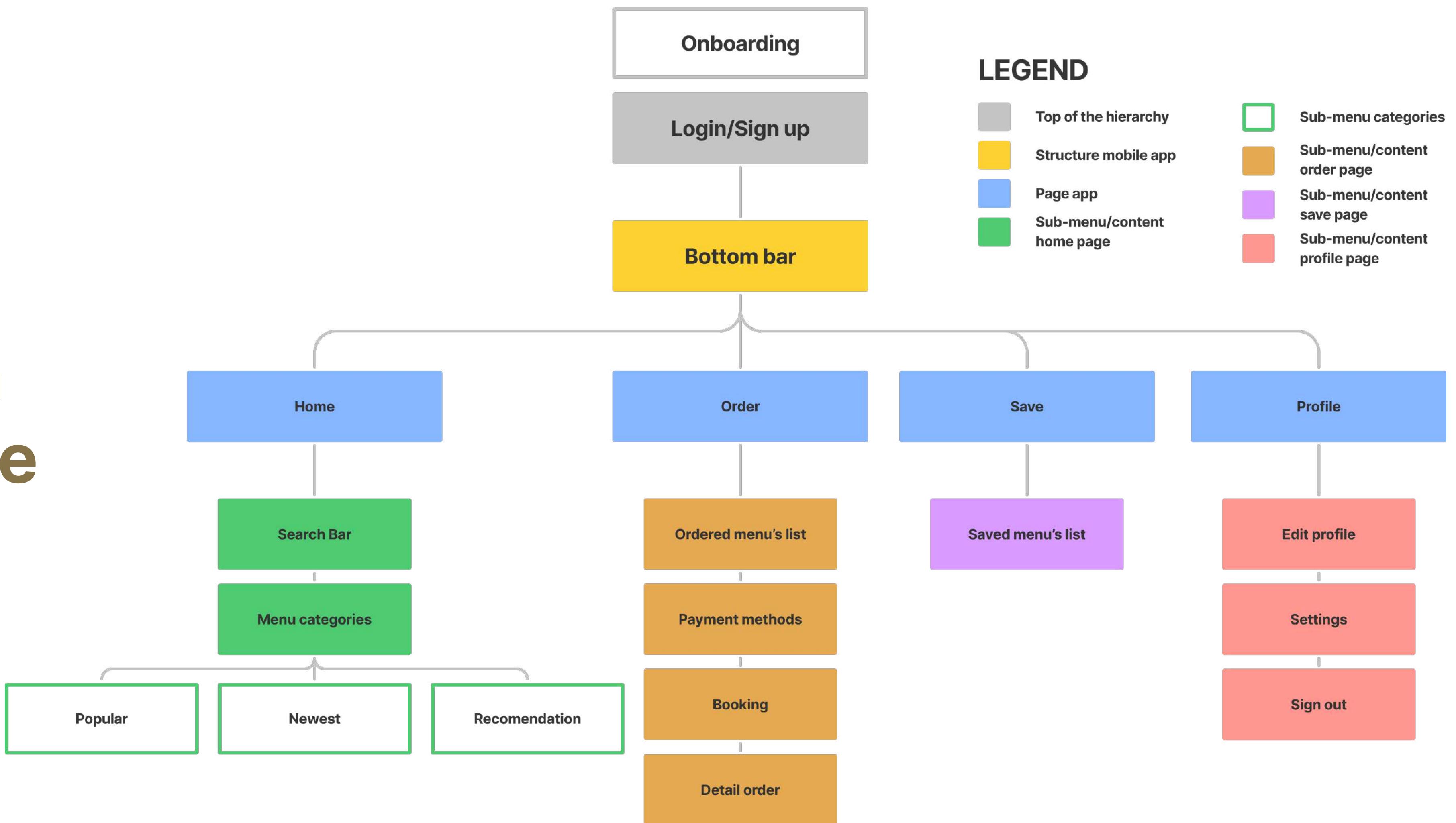
Jocelyn Journey Maps



Task Flow & Flow Chart



Information Architecture

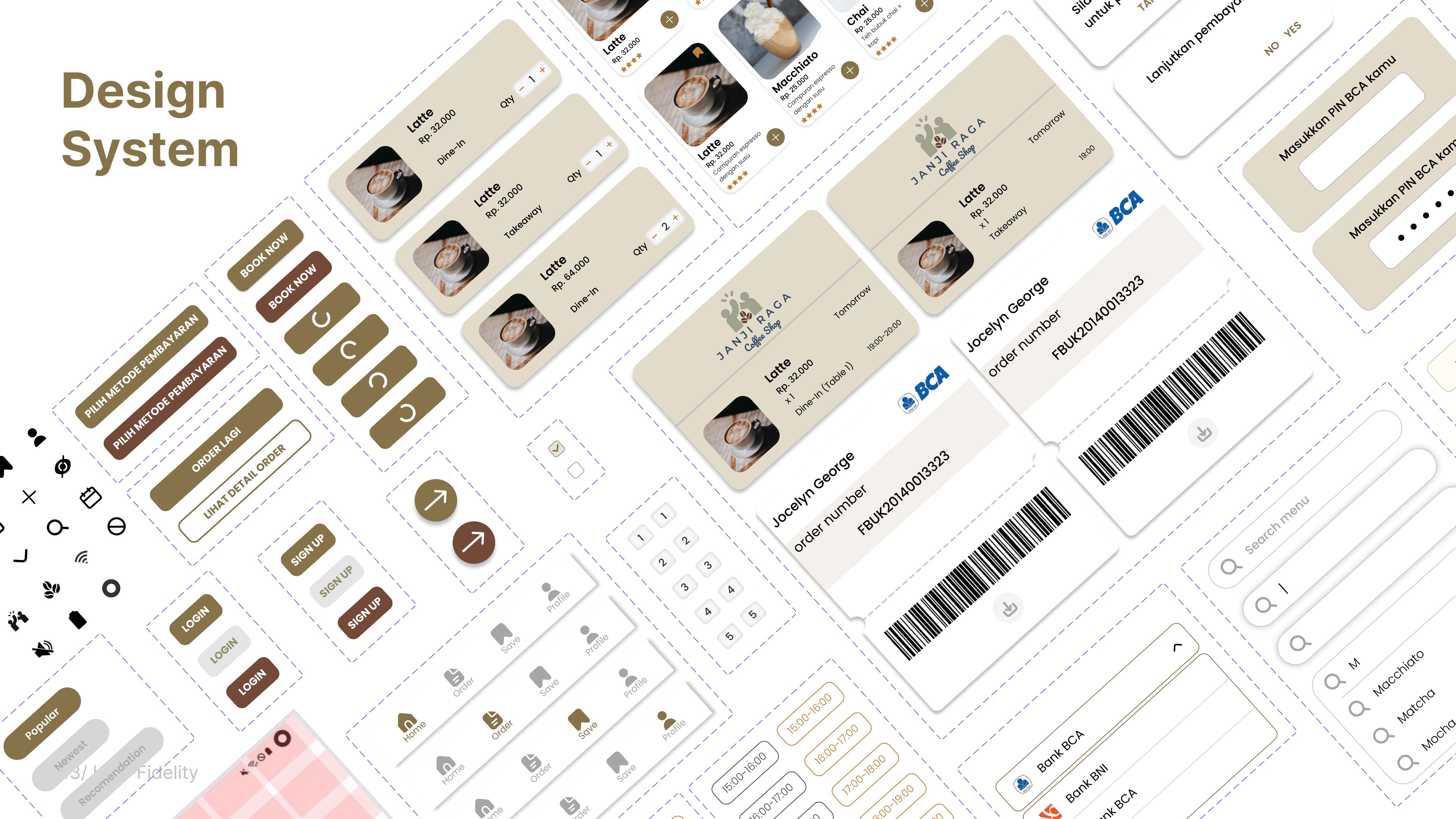


WIREFRAME

Low-Fidelity



Design System



Prototype

Click [here](#) to see the designs that have been implemented



Usability Testing

- Every usability test is done remotely
- Each test runs for \pm 20 minutes, with a total of **6 participants**
- The criteria for the test participants are still the same as the criteria for the research target

Positive feedback:

Easy to use, checkout is also easy

The scenario or plot is clear, so users can easily understand what is assigned, good color selection, and good contrast.

The UI is cool overall, the order details are cool. There is a barcode and a download icon too. The attractive booking feature is different from the others.

It's easier and more specific to search for menus.

There is a selection of days, hours, tables for booking and many choices for payment methods.

Many choices for payment methods, good order details have a barcode. Color is very representative of coffee.

Negative feedback:

At the time of onboarding the font size is not large enough so that the user has difficulty reading the text on the onboarding screen.

Confused about the day selection dropdown on the booking screen.

Difficulty with order quantity, confused about adding and subtracting order quantity.

The writing on the order details is not specific, it doesn't match the layout.

The color at the time of selection is not bold / fake and confusion when choosing the day on the booking screen.

Confused about the order quantity, because there are no plus-minus buttons and the color selection is sketchy at times.

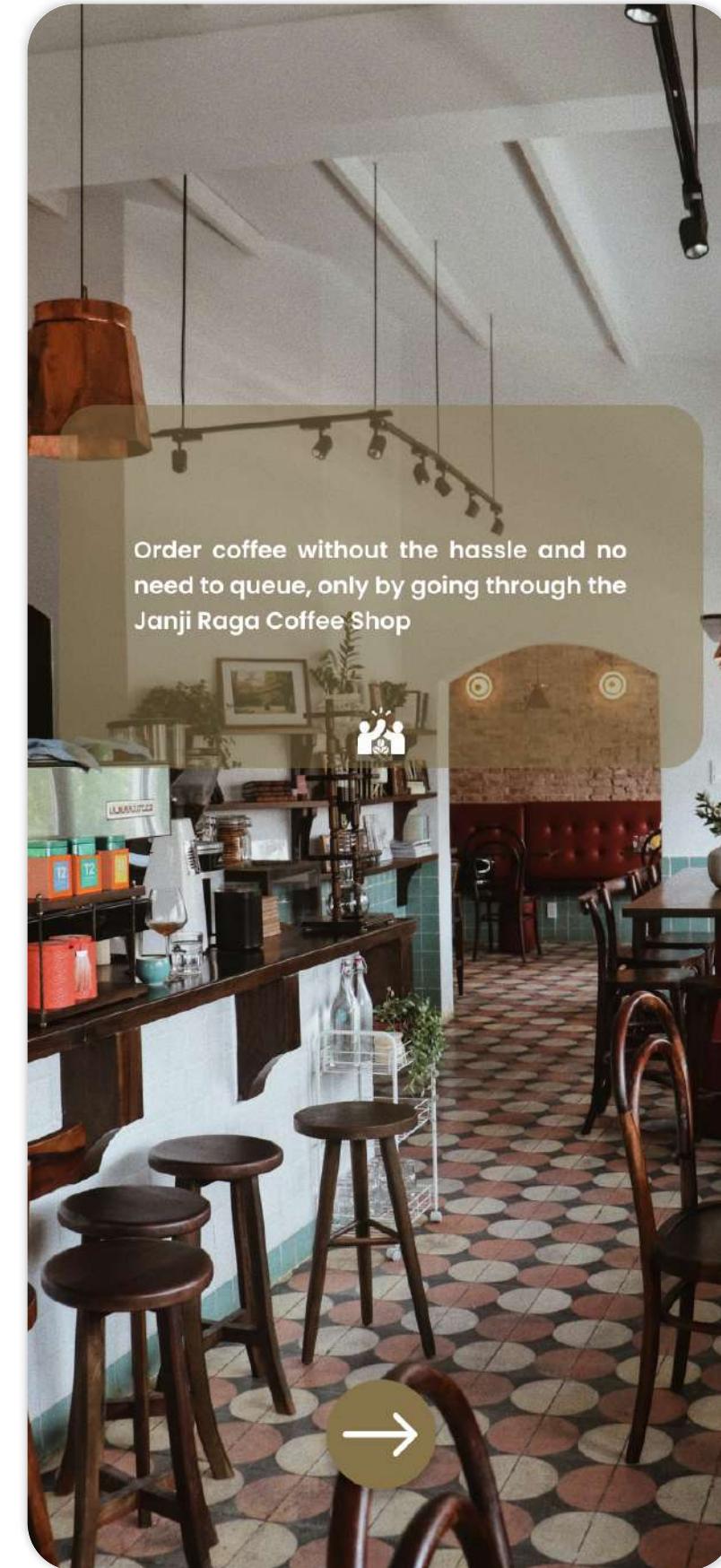
Iteration

Onboarding screen

After

Interface improvements are made to give it a neat and fresh look.

This onboarding screen is the first page the user will see. Therefore, I redesigned this screen to make it more aesthetic.



Iteration

Booking screen

After

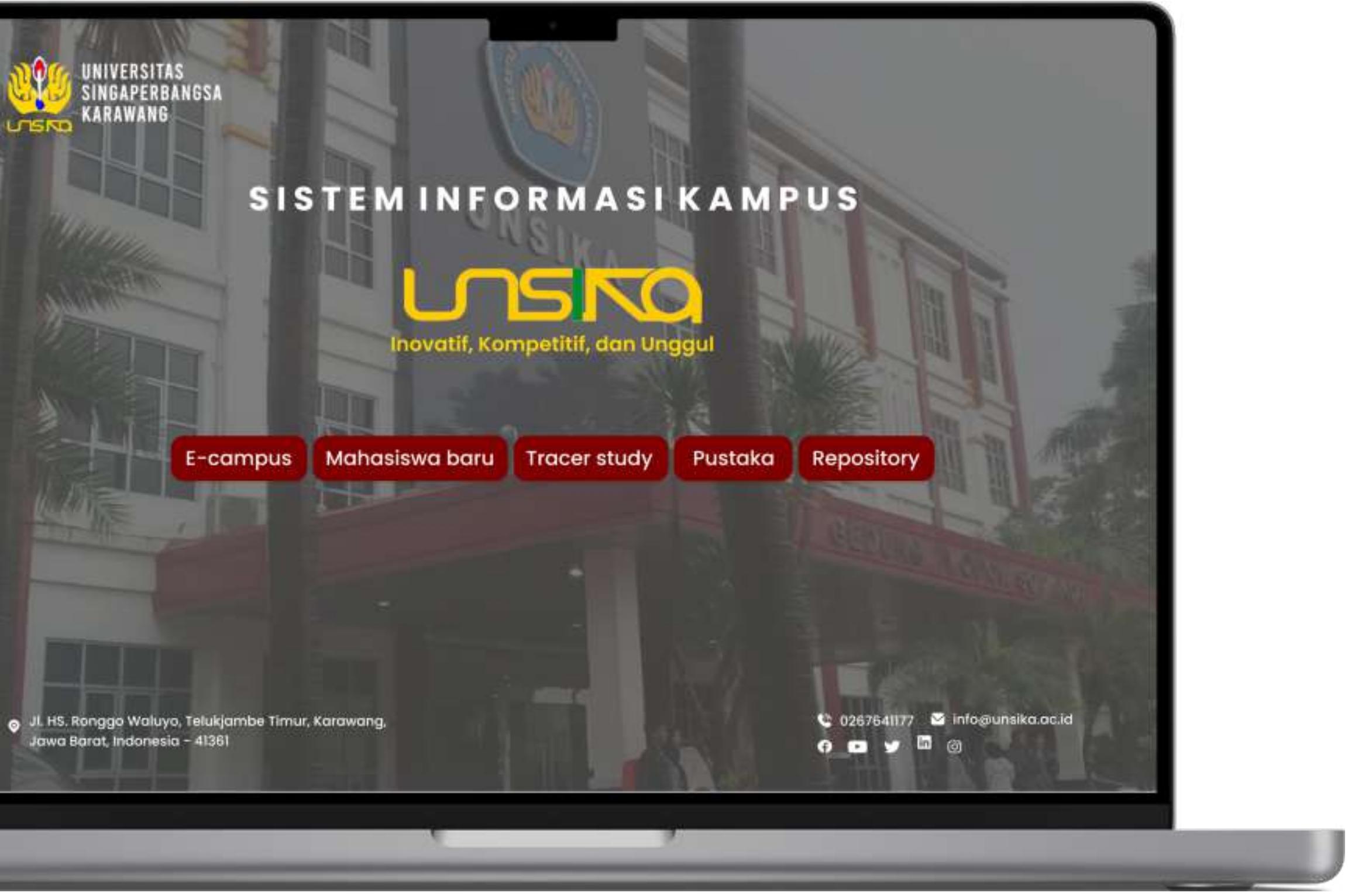
On the Booking screen I redesigned it to meet user needs. Because on this screen there is a lot of constructive negative feedback. I redesigned the time field with a more contrasting color, added a (+)(-) button to make it more aesthetic and work smoothly.



Takeaways

What did we learn?

- 1 Iterative design allows us to come up with better ideas and best product releases that meet user needs
- 2 Reviews and feedback are very important for developers in improving product quality
- 3 Frequently challenge ideas, solutions and designs to uncover many hidden problems



e-Campus Unsiaka

2022 - Website

Role: UI/UX Designer

Tools: Figma

e-Campus Unsiaka is a web-based application that helps the management/administration of academic activities. The management in question includes, among others, data collection (new students, lecturers, faculties, study programs, courses, curriculum, etc.), study scheduling, teaching and learning activities (lecture attendance/attendance, material provision, quizzes, UAS, UTS, etc.).), to data reporting.

This project is intended to complete the challenges at Binar Academy Bootcamp. The challenge in question is redesigning a product, application or website.

Pre-redesign

Research based on:

Self-assesment

In my opinion, there are many shortcomings on the UNSIKA e-Campus website. So that the user is not or less comfortable with me using the e-Campus. Like :

- Monotonous or unattractive appearance
- Confusing login page
- Inconsistent font size
- Some UX writing is not understood

External assesment

Based on the feedback obtained through the Facebook fanspage, it can be concluded that the UNSIKA e-Campus still has many shortcomings compared to its advantages. I used these feedbacks as a reference for redesigning the UNSIKA e-Campus.

From this research, several pain points were found to be used as a redesign reference, such as:

The layout of the writing on the landing page is messy

Image on low resolution landing page

Faint login button with background

There is no hide/unhide icon in the password field

The size of the text on the title is different

Icons are inconsistent and low resolution

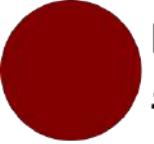
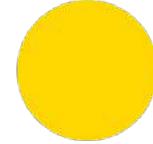
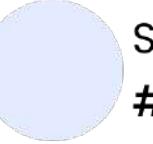
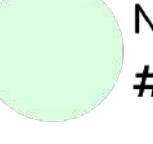
Inconsistent in the case of writing

There is whitespace on the home page

Room of Improvement

Change	Justification	Severity
Create a prominent and colorful login button	Vague buttons can confuse users, suggest making buttons that are colorful and stand out	HIGH
Added hide/unhide icon in the password field	The hide/unhide icon can be said to be very important, if there is no icon, the user can be confused when typing the password	HIGH
Make all elements consistent	Create UI guidelines first before designing so that all elements are consistent	MEDIUM
Setting the layout	Set the layout to balance so that there is no whitespace	MEDIUM
Added notification dialog after login	Added dialog to improve communication between system and user	MEDIUM
Smooth or rearrange text and font size accordingly	Messy text or writing tends to make the user uncomfortable	MEDIUM

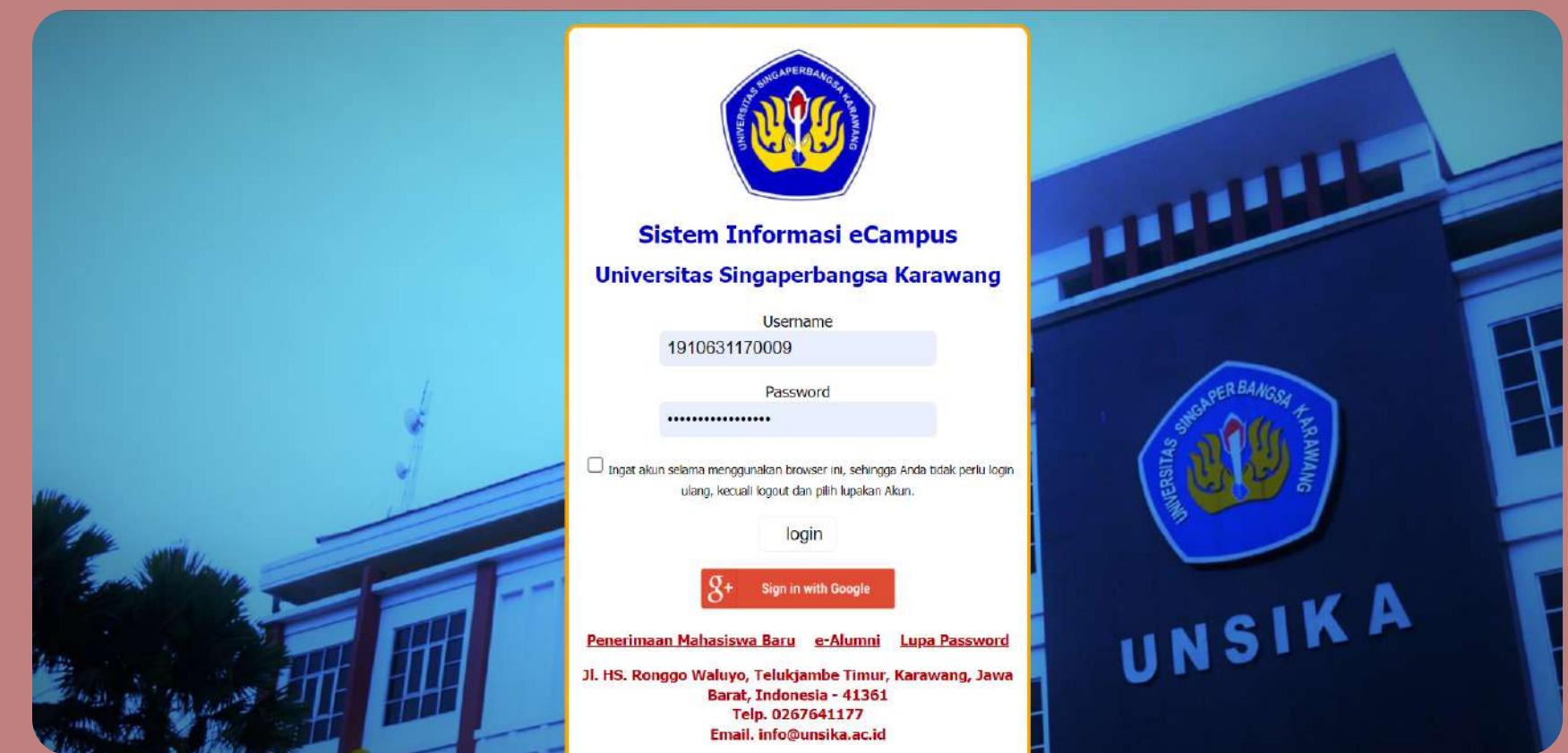
UI Guidelines

Colors			Text			
 Primary #800000	 Secondary #FFD700	 Secondary #E2EBFF		Heading	Poppins Bold	
 Dark Text #000000	 Oreo Text #2C2C2C	 Grey Text #909090		Sub-Heading	Poppins Semibold	
 Light Text #FFFFFF	 Icons Tosca #2C2C2C	 Notifications Green #D9FFDF		Body Text	Poppins Medium Lorem ipsum dolor sit amet, consectetur adipiscing elit ut aliquam, purus sit amet luctus venenatis, lectus magna fringilla urna, porttitor rhoncus dolor purus non enim praesent elementum facilisis leo, vel fringilla est ullamcorper eget nulla facilisi etiam dignissim diam quis enim lobortis scelerisque fermentum dui faucibus in ornare quam viverra	
Icons						
						
						
						
						

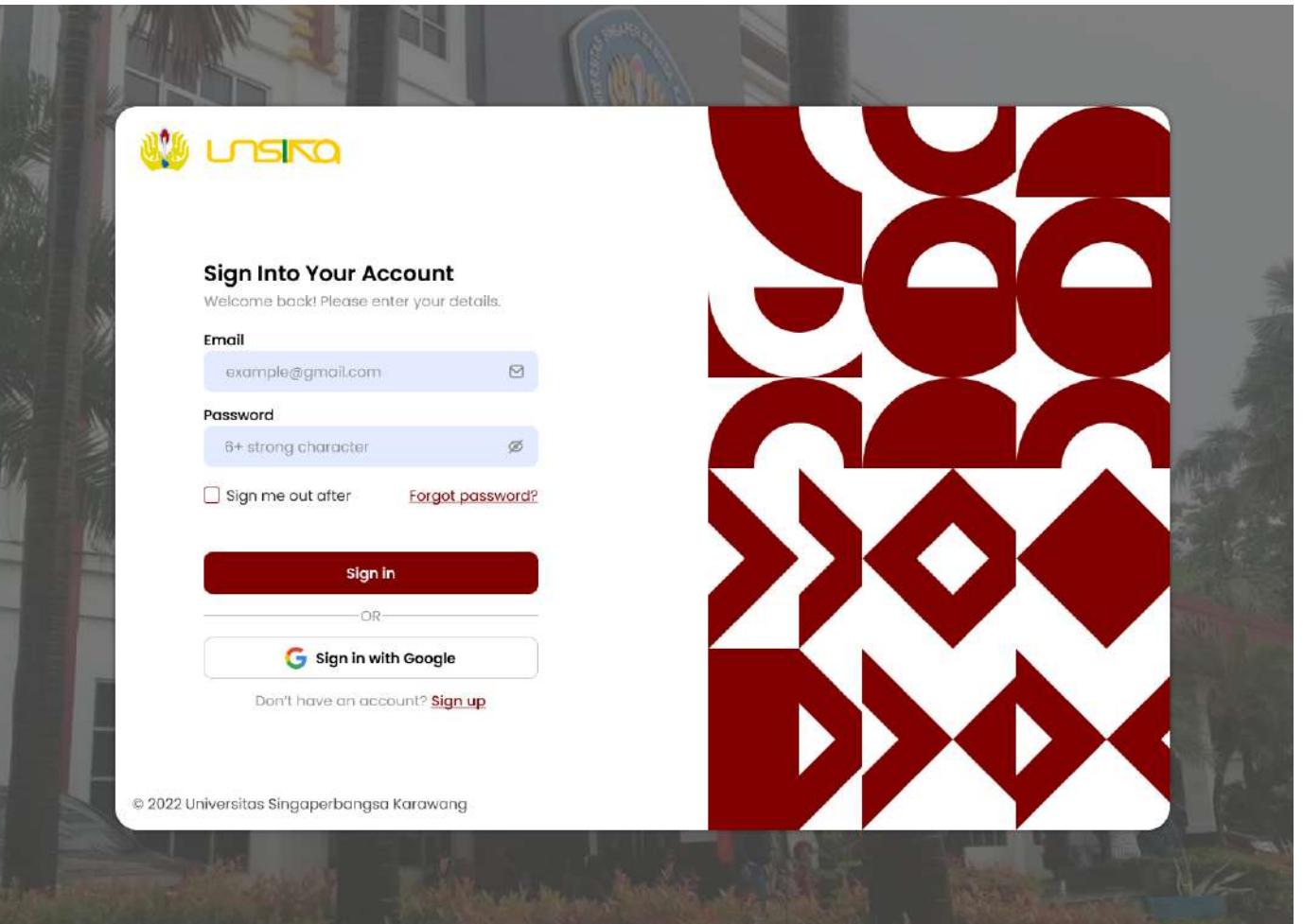
Before Redesign

Before

The Unsika e-Campus web looks stiff, monotonous like a template, the images are low resolution so they are not pleasing to the eye and there are some inappropriate buttons that can confuse users when using them.



After Redesign



After

The appearance of the website is more elegant, consistent colors highlight the identity of the campus, the information listed is also clearer than before.

On the login page too, the button was made prominent to let it know that it was clickable & added a hide/unhide icon in the password field

Prototype

Click [here](#) to see the designs that have been implemented



Treaze

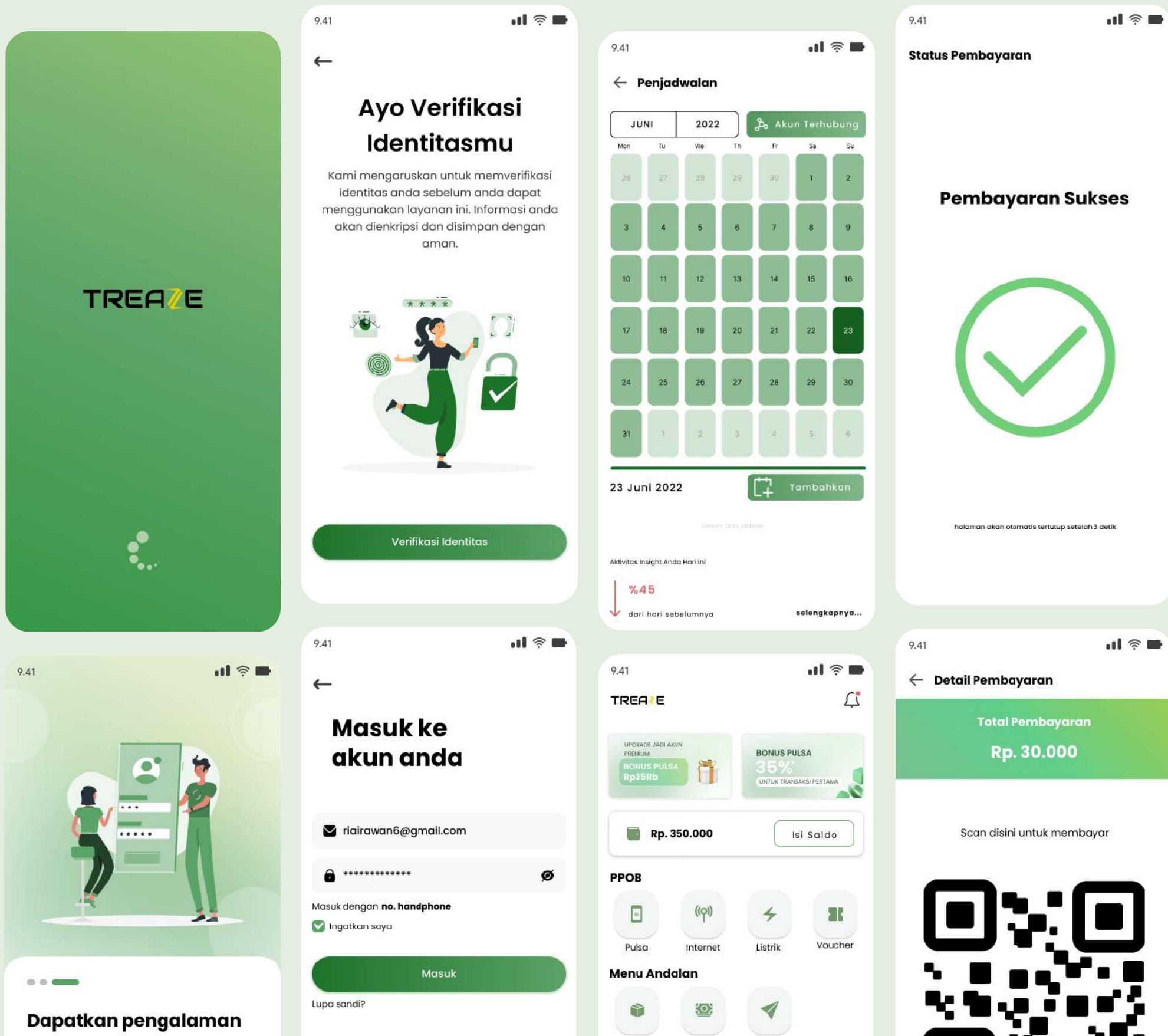
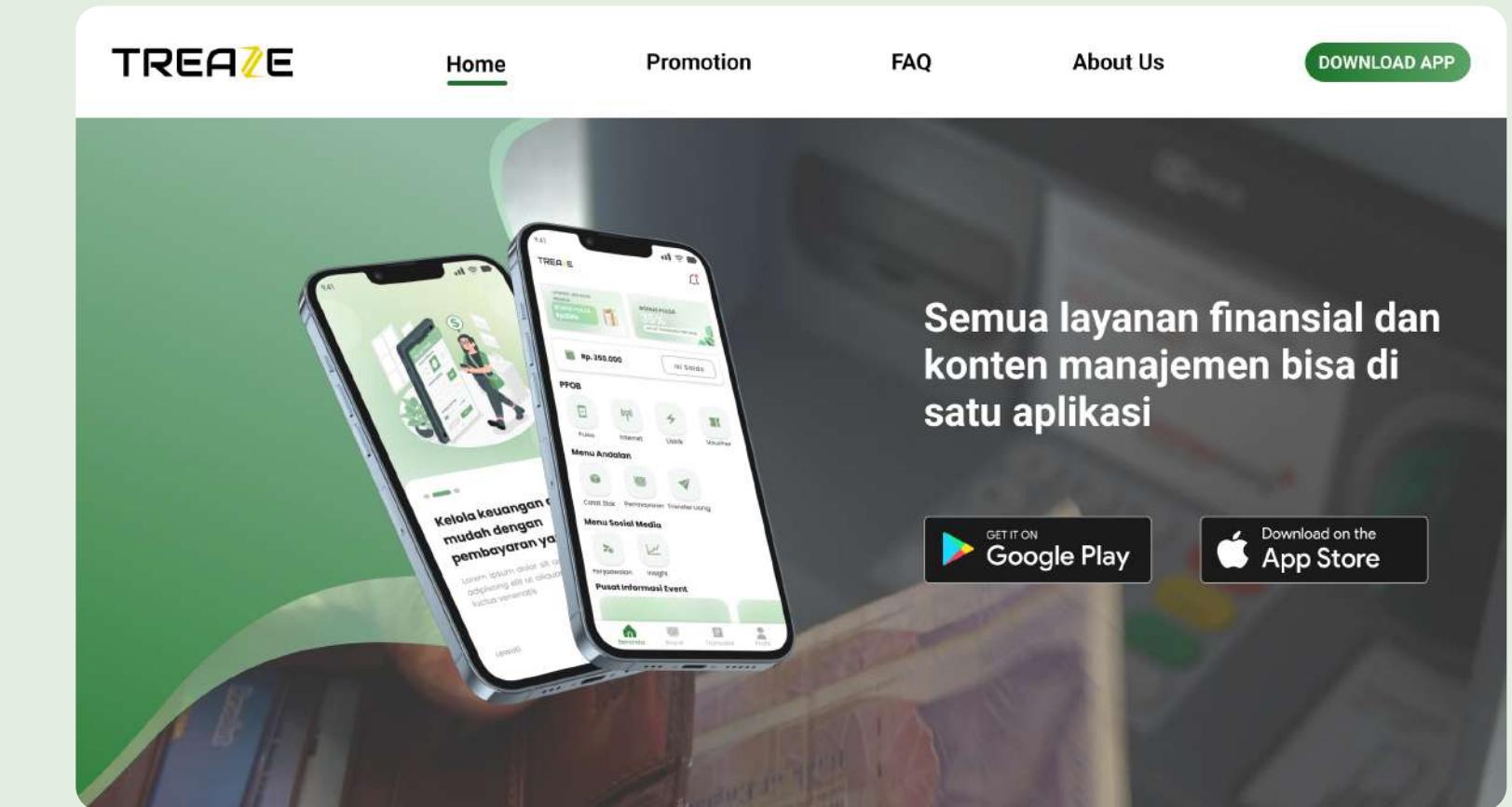
2022 - Multi-platform (Mobile App & Website)

Role: UI/UX Designer

Tools: Figma

Treaze is an all in one fintech application for the needs of online businesses and small businesses in managing stock records, payment gateways, product publications on social media and financial reports.

This project is intended to complete the final project at Binar Academy Bootcamp. This project is a joint project of the Product Management & UI/UX Design team.



Design Process

1. Research and Define

As a UI/UX Designer, my first job is to get a complete explanation of their financial needs. After that I collected data through surveys to understand the problem.

2. Ideate and Build

Find solutions based on the problem, brief and the data I collect. After that I designed some solutions to discuss with the team.

3. Testing

To get feedback from internal and external teams. This feedback will be used as a reference for design iterations, in terms of interface and experience.

Competitive Analysis

Objective

- To gain a deeper understanding of technology finance
- To find out the strengths & weaknesses of our competitors
- To find out the design patterns and other insights for designing this product

Result

- The majority of fintech use is more via smartphones than websites
- Fintech systems play a role in:
 - Provide a market for business actors
 - Become a tool for payment

Payment Gateway

1

So this feature is used to display multiple payment options and process payments made.

Manage Stock

2

This feature is used to make it easier to manage incoming and outgoing stock on the system

Post Scheduling

3

This feature is an automatic posting scheduling feature, where we can set the day and time according to our wishes. Then the posts that have been set will be posted automatically.

Financial Reports

4

This feature is a report feature for finance, where the contents include incoming and outgoing financial reports.

Feature Specifications

Brand Identity

Treaze is taken from the word treaser which means treasurer. Dan Treaze from the Romanian language which means awake. In this sense, user activities such as treasury in our application will be well maintained.



TREAZE

Font type : **Sans Serif**
Font name : **Audiowide**

The Sans Serif font type describes something universal, clean, modern, objective, and stable. Audiowide is a technology style font and a typeface consisting of rounded shapes. Audiowide a slightly more techno-futuristic font style but still neatly readable. So that everyone can accept it.



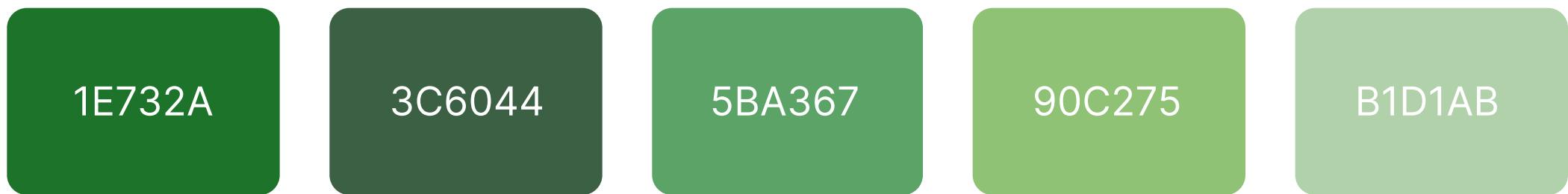
Z logo inspired by the exchange logo / exchange / back and forth arrow, which describes financial services / financial services in the TREAZE application.



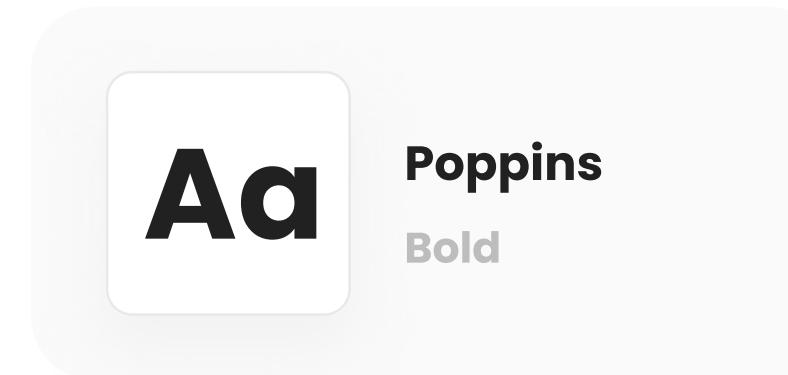
The philosophy of the yellow color gives the impression of glory, splendor, happiness, and optimism.

Design System

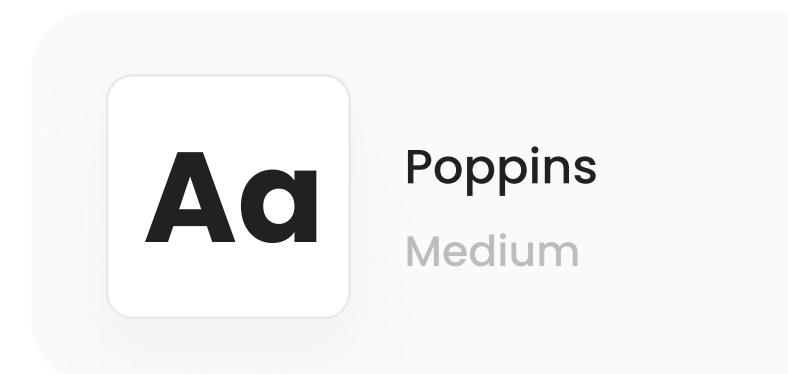
Color



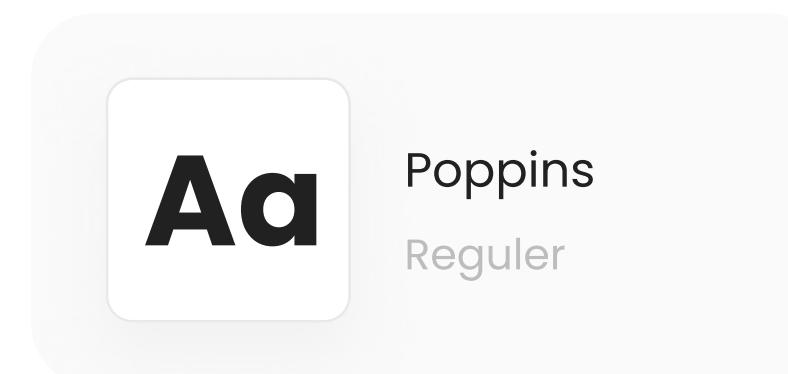
Font



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



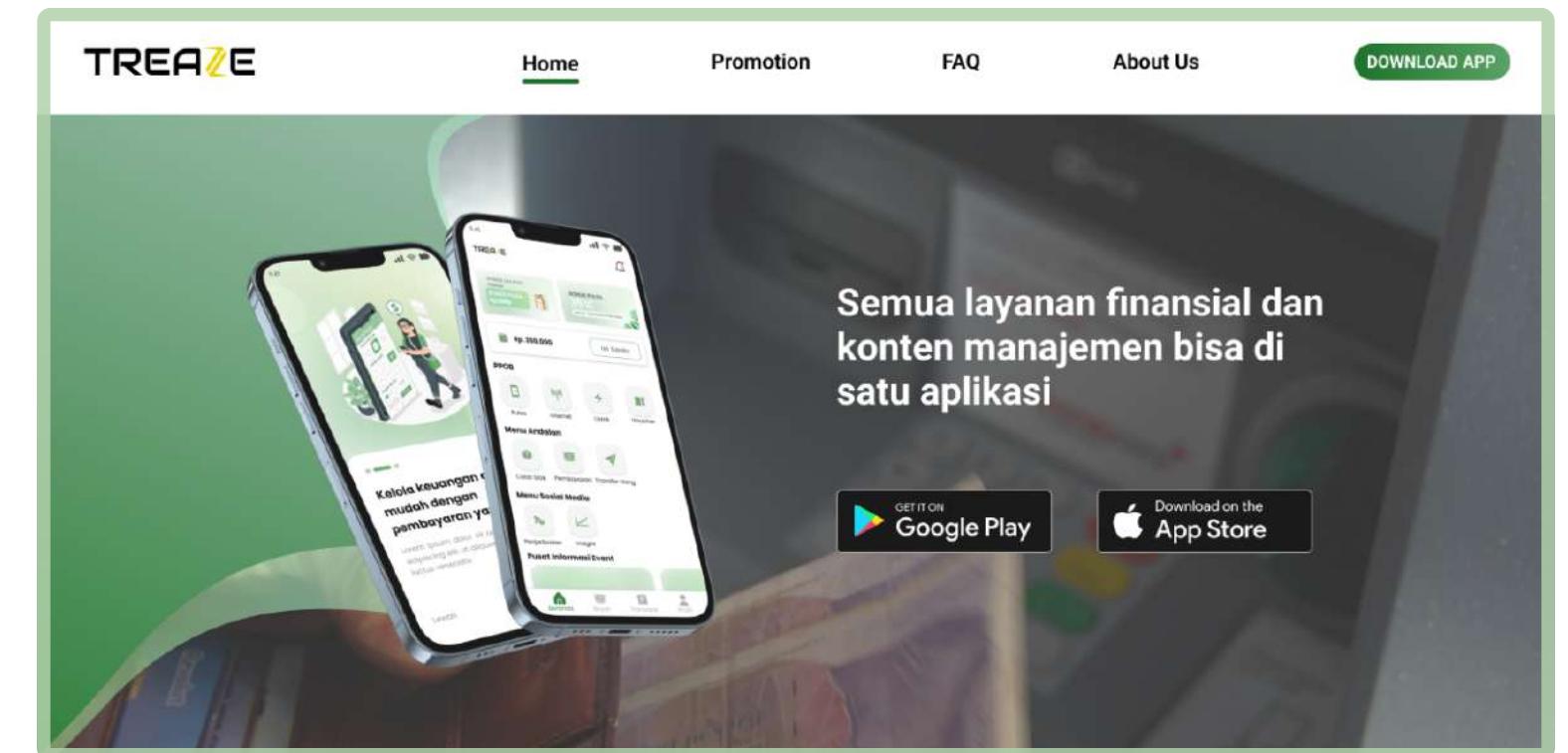
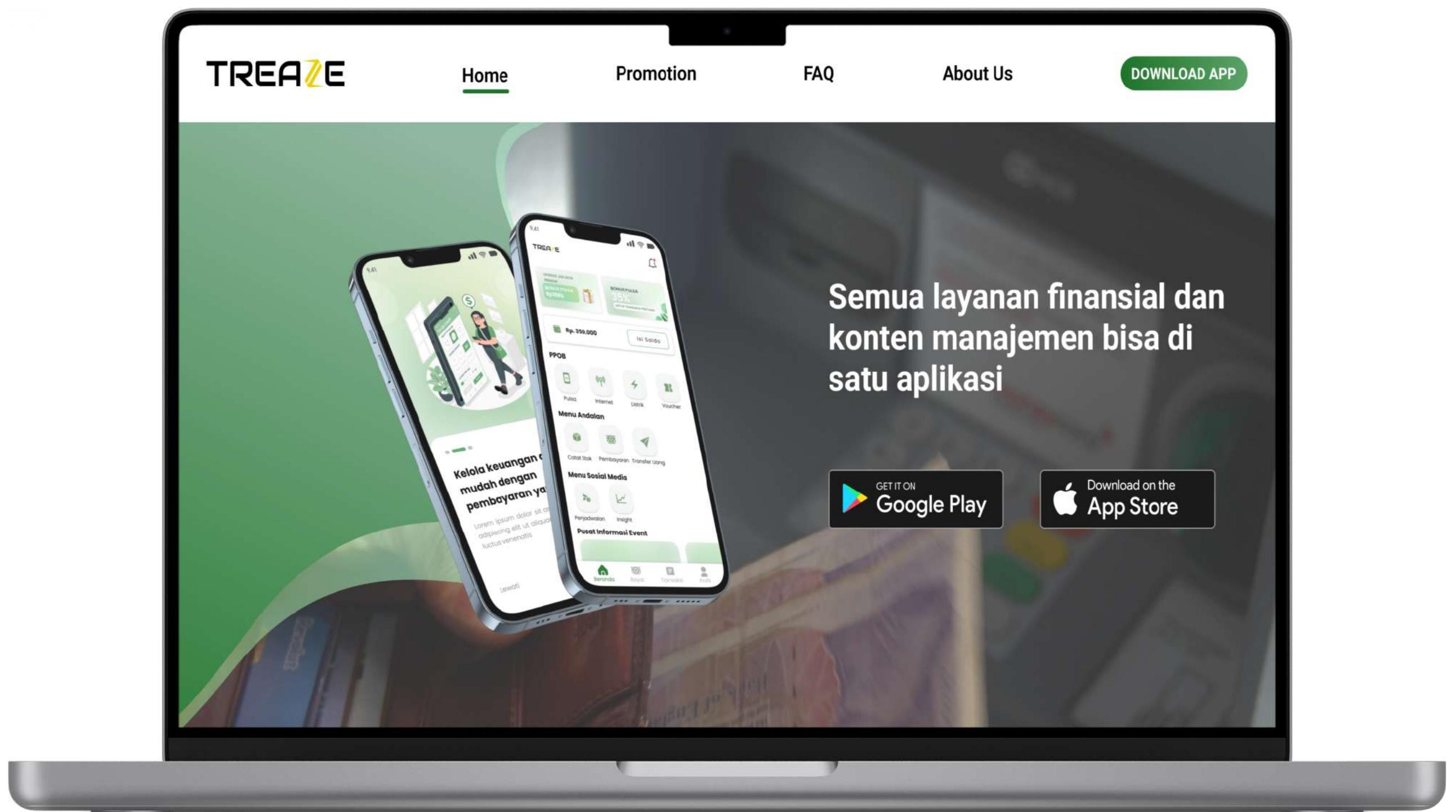
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0



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

Landing web



Promotion

UPGRADE JADI AKUN PREMIUM

BONUS PULSA Rp35Rb

Bayar Tagihan Listrik di Treaze CASHBACK HINGGA Rp150rb

*S&K Berlaku

Our Features

Pembayaran
Kemudahan terima pembayaran ini itu cuma dari satu aplikasi

Penjadwalan
Cukup dua sentuhan untuk publikasi produk di sosmed secara otomatis

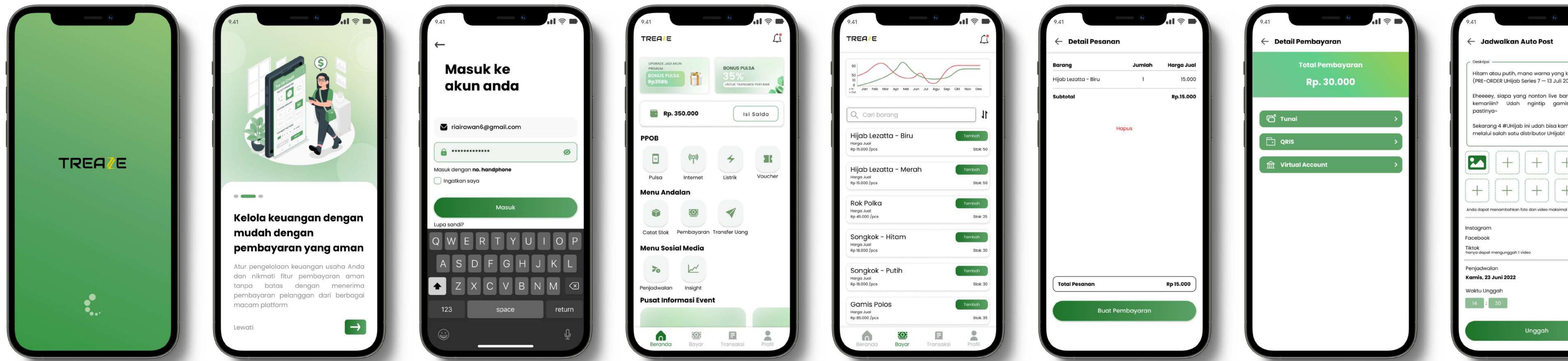
Pencatatan Keuangan
Catat alur uang usaha mu lalu cetak jadikan laporan keuangan usaha

Finance **Socmed**

PPOB → **TRANSFER** → **PEMBAYARAN** →

Final Design

Mobile App



Thank you for your time

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 aripirwnsyh69@gmail.com

 /aripirwansyah

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 aripirwnsyah