

Dasar pengenalan
UI UX design





Jadi apa itu UI? (*User Interface*)

Dalam istilah yang paling dasar, menyangkut semua hal yang bisa kamu lihat/sentuh



Jendela Kaca

Seprai Tencel Putih

Karpet Bulu Hijau

Meja Kayu



Oke, terus UX itu apa? (*User Experience*)

Berkaitan dengan sentimen pengguna ketika mereka menggunakan suatu produk/service



Angin sepoi-sepoi masuk ke ruangan

Kasur nyaman dan empuk

Akses mudah ke teras

"Wow, fancy banget nih kamar!"

UI UX Design Platform



Application



Website

- Operating System (OS)
- Gaming Console
- Automated Teller Machine (ATM)
- Television (TV)
- Camera
- Freezer/Refrigerator
- Cooker
- Washing Machine
- Media Player
- Mission Control
- Robot

UI UX Design Application (Customer)

The image displays three mobile phone screens showing the Jago application's user interface. The background is a solid yellow color.

Left Screen (Home Screen):

- Top bar: 9:41, signal strength, battery level.
- Welcome message: Good afternoon, Adam.
- App logo: Jago (yellow stylized 'J').
- User profile: Adam (blue icon).
- Notification bell icon.
- Search bar: Search contacts & bills.
- Plan Ahead:** A section showing three items:
 - Cipta Prata... Today (with mandiri logo)
 - Cipta Prata... In 2 days (with btpn logo)
 - Cipta Prata... in 5 Days (with btpn logo)
- See All** button.
- Shortcuts:** A grid of four items:
 - Main Pocket (Rp100.000.000)
 - Pay & Send
 - Request Money
 - Mobile & Data
- Edit** button.
- Bills** and **Top Up e-Wallet** buttons.
- Bottom navigation bar: Home, Pockets, Contacts, Cards, More.

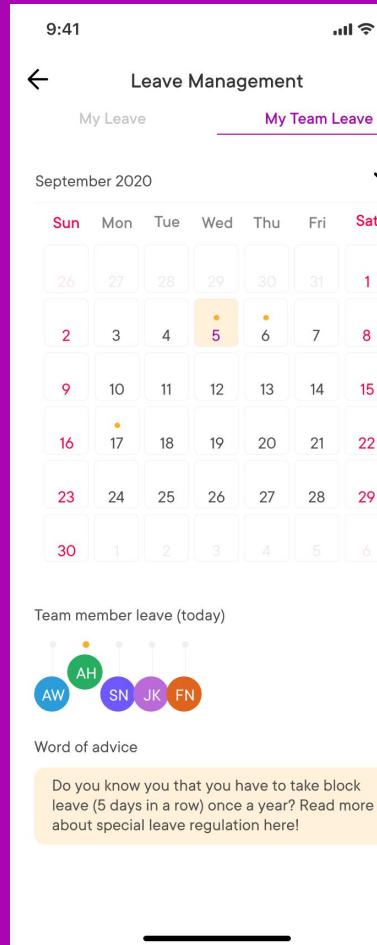
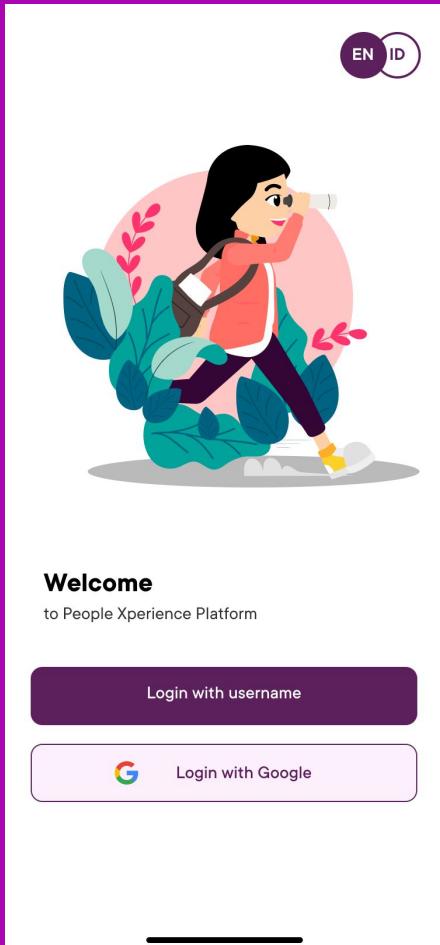
Middle Screen (Cards Screen):

- Section title: Cards.
- Information: Kartu Adam Sehari-hari.
- Card preview: A purple Visa card for Adam Appleseed, Main Pocket, Rp9.000.000.
- Bottom navigation bar: Home, Pockets, Contacts, Cards, More.

Right Screen (Contact Screen):

- Section title: Contact.
- Search bar: Search.
- Filter buttons: All, Favorites, Banks, e-Wallet.
- Contact list:
 - A: Adam (Jago + anthony)
 - B: Bernadett (Jago + bernadett)
 - C: Cipta (BCA + 654100020)
 - D: Devina (HSBC + 46611234 5678 9012)
 - F: Fadhel (GOPAY + 0856 7000 610)
 - K: Karina (6 Accounts)
 - K: Kevin de Bruyne (3 Accounts)
- Bottom navigation bar: Home, Pockets, Contacts, Cards.

UI UX Design Application (Internal)



UI UX Design

Web App

(Admin Portal)

Jago

Main Navigation

- User Dashboard
- Task List
- Request Log
- Customers
 - Customer Info
 - Prospect Customer
 - CDD
- EDD

Customer Due Diligence

Hello, Peggy!

Fri, 15 Jul 2022

Your review today 29	Speed (/task /hr) 22.5	Remaining Tasks 137	Start Review
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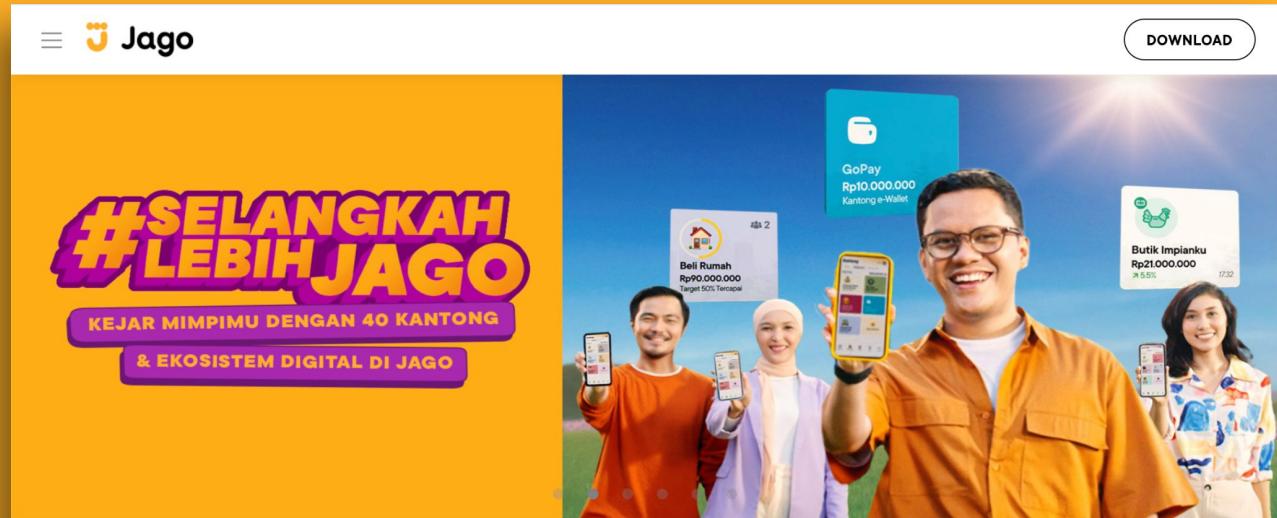
Your Review [Check Full Review History](#)

Ajeng Kurniawan Budiman	Suggest to approve
Banu Indarto	Suggest to reject
Budi Sanubari Bakti	Suggest to approve

Review Task Backlog

Customer ID	Customer Name	Aging	Verification Reasons	Current Agent
0123456789	Hailey Bennett	14 days 03 hours	DUK not passed	Agent A
0123456789	Nina Appleseed	75 days 10 hours	KYC not passed	Agent B
0123456789	Maria Budianti	105 days 18 hours	DUK not passed, KYC not passed	Agent C
0123456789	Jelty Jeine	135 days 18 hours	DUK not passed	
0123456789	Adam Orange	135 days 18 hours	DUK not passed	
0123456789	Bobby Pear	135 days 18 hours	KYC Not passed	

UI UX Design Website (Landing Page)



The screenshot shows the Jago mobile application interface. At the top, there's a navigation bar with tabs for "Semua", "Kantong saya", and "Dibagi ke Saya". The main screen displays a "Kantong" card with a balance of "Rp88.080.000". Below this are four categories: "Kantong Utama" (Rp5.000.000), "Jajan" (Rp80.000), "Renovasi Rumah" (Rp50.000.000), and "Jalan-Jalan" (Rp25.000.000). To the right, there's a section titled "Jago untuk Hari Ini" with the subtext "Nikmati hidup yang kamu mau, tanpa buang waktu untuk urusan keuangan yang gak perlu." Below this is a "Kantong" card with a note: "Buat Kantong untuk masing-masing kebutuhan, bikin pengaturan keuangan jadi lebih mudah." A "PELAJARI" button is in a pink box. At the bottom, there are three sections: "Kirim & Bayar", "Top up e-Wallet", and a "Tanya Jago via WhatsApp" button with a green WhatsApp icon.

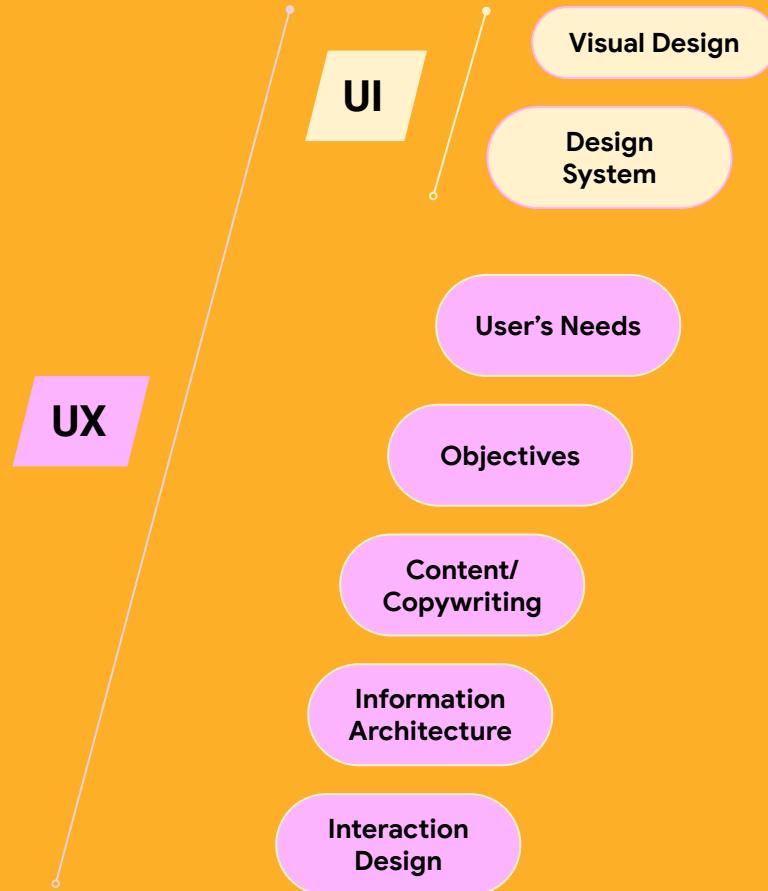
A bright, modern interior space featuring a large sofa, a small round table, and a large window overlooking a city skyline.

**UI memainkan peran yang sama
pentingnya dalam mendesain UX yang
menyenangkan**

In real life

The Industry's Definition

- UI menjawab pertanyaan “Mau membuat apa? Elemen visual (warna, font, layout) apa, dengan menggunakan tools apa?”
- UX menjawab pertanyaan “Masalah apa yang ingin diselesaikan? Bagaimana pengalaman yang diekspektasikan? Interaksi seperti apa?”



The ever-evolving UI UX field

Roadmap Keilmuan UI UX



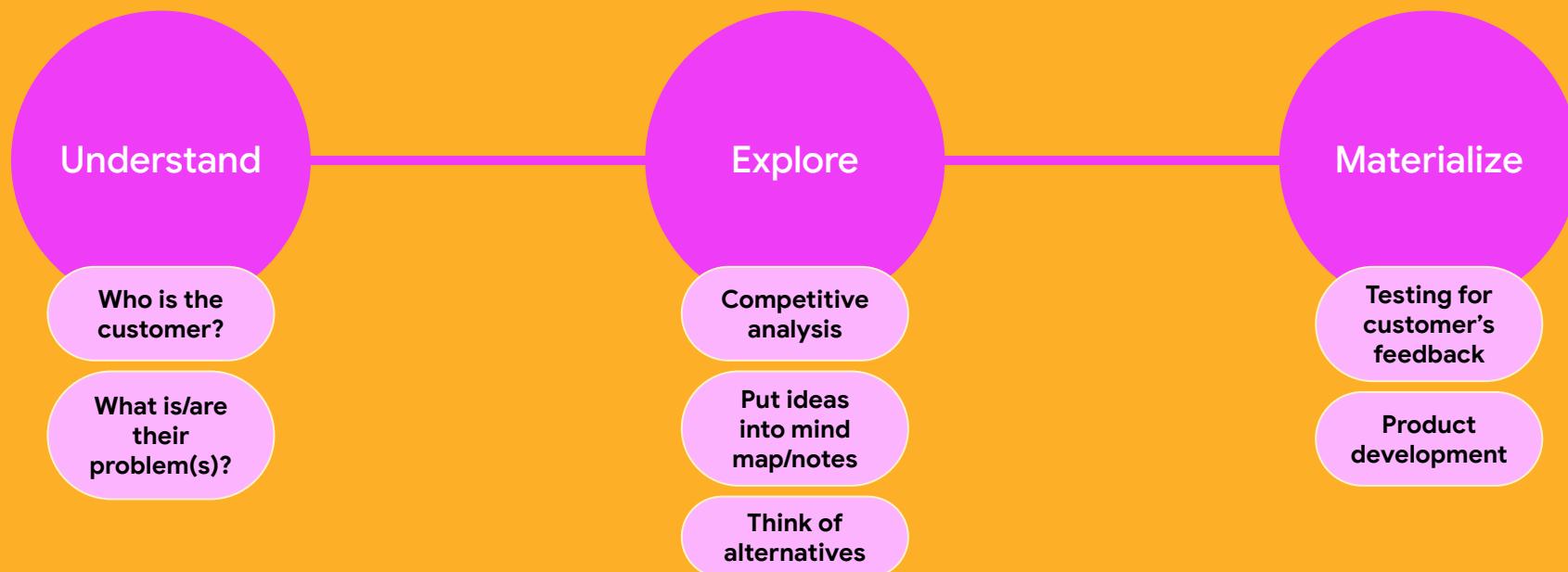
- Design Theory (Color, Typography, etc)
- Digital Psychology
- Product Design (Sprints, Design Thinking, etc)

- UI Design guidelines and principles
- Wireframe & Prototyping
- User Testing & Research
- Design System

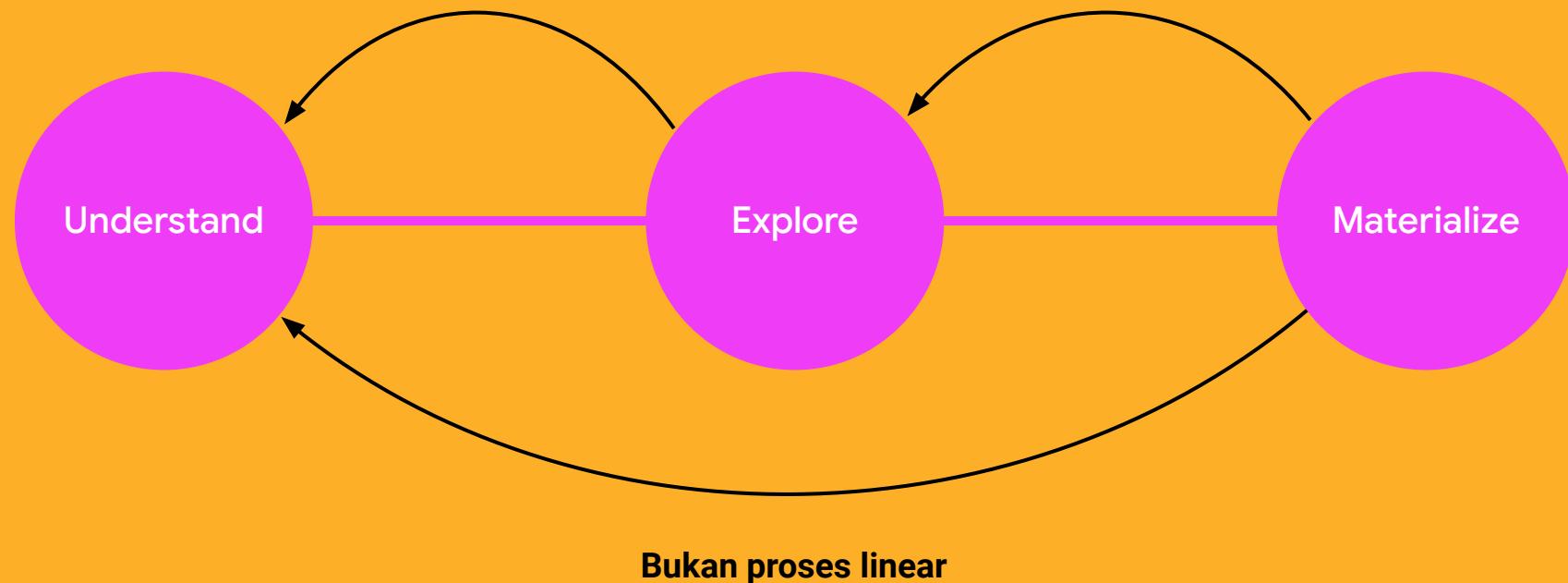
- Front-end development
- Product management
- No-code development

Penerapan
UI UX design

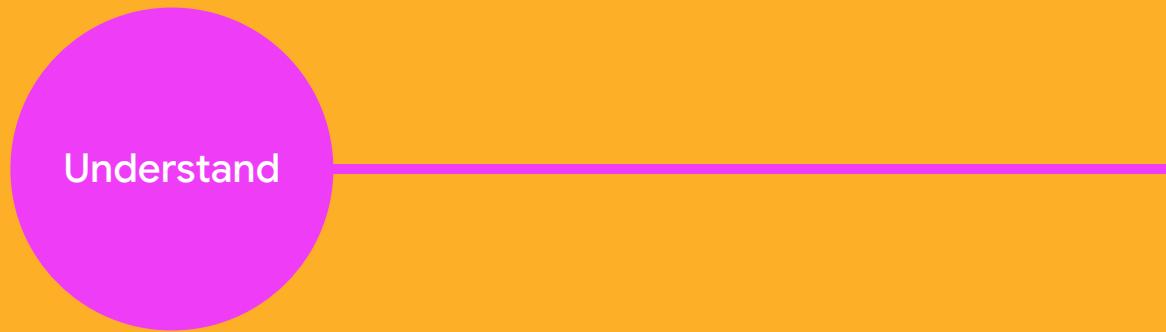
Cara membuat UI UX design



Cara membuat UI UX design



Cara membuat **UI UX design**



Understand your customer

- Melakukan *research* untuk mendapatkan informasi siapa target *customer*, apa yang mereka lakukan, katakan, pikirkan, dan rasakan.
- Berempati terhadap *customer*, lihat dari sudut pandang mereka, rasakan menjadi mereka (*put in their shoes*).
- Analisis hasil research, dan identifikasi dibagian mana yang menjadi kesulitan/masalah bagi customer dalam hidup mereka.
- Temukan pola (*pattern*) dari kesulitan/masalah tersebut dari berbagai macam customer.
- Buat persona, yang bisa menjadi perwakilan dari berbagai customer dengan pola yang ditemukan.



Contoh Persona



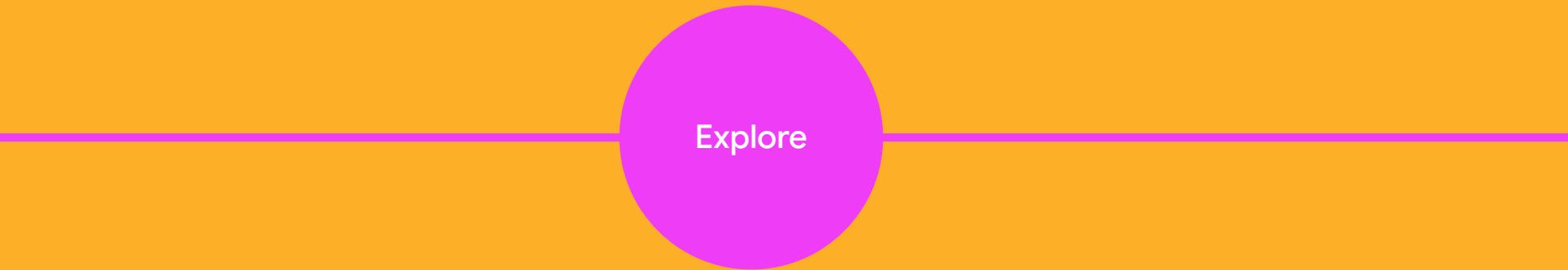
Nina adalah seorang marketing manager di Ruangguru berumur 35 tahun.

Dia berencana untuk merenovasikan apartemennya dalam 4 bulan kedepan. Sekarang dia sedang mencari cara untuk mendapatkan uang lebih, karena itu penting untuk menabung demi renovasi apartemennya.

Selain prioritas untuk mendesain apartemennya, dia juga ingin mendekorasikan apartemennya dengan furnitur paling trendy karena dia yang paling up-to-date di kalangan teman-temannya.

Umur	35 - 44	30%
Level pekerjaan	Manajer	14%
Industri Pekerjaan	Edukasi	9%
Life events (12 bulan kedepan)	Renovasi rumah	21%
Pernikahan	Single	14%
Hobby	Business & Finance	60%
Attitude	Di dalam lingkaran pertemanan aku selalu mengetahui trend/info terbaru	45%

Cara membuat **UI UX design**



Explore

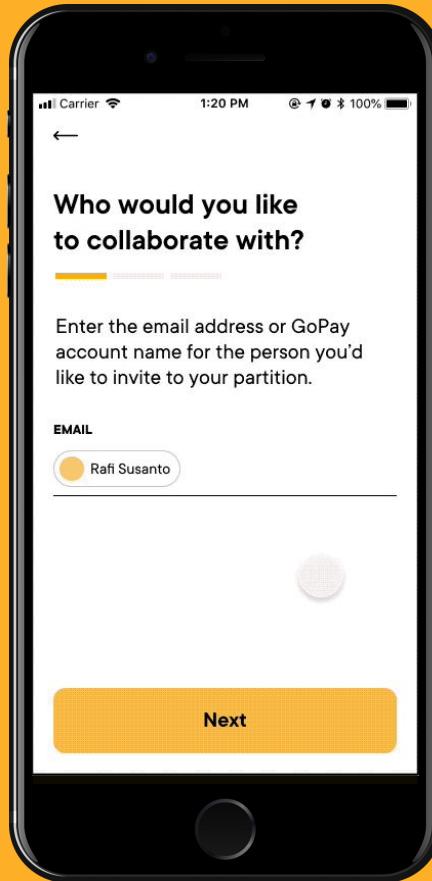
Explore your ideas, be crazy!

- Buat beberapa konsep desain berdasarkan kesulitan/masalah yang dialami customer.
- Visualisasikan dengan membuat wireframe, low-fidelity design, atau paragraf.
- Test dan kumpulkan feedback dari customer terhadap konsep tersebut untuk memastikan keinginan (*desirability*) untuk menggunakan, dan juga *authenticity* dari design



Contoh Konsep

“Sekarang hadir fitur dimana kamu bisa nabung bareng bersama teman/keluarga kamu. Hanya dengan mengundang mereka ke akun kamu, dan memberikan ijin untuk mengurus tabungan bersama, kamu bisa mencapai mimpi kamu bersama”



Competitive analysis is important

Showing 19 apps

Filters App Category Finance Or Search for filters (try Shopping)

App Categories

- Business
- Education
- Entertainment
- Finance
- Food & Drink
- Health & Fitness
- Lifestyle
- Medical
- Music
- Navigation
- News
- Photo & Video
- Productivity
- Reference
- Shopping
- Social Networking
- Sports
- Travel
- Utilities

Showing 19 apps

Finimize VERSION UPDATE
Smart daily investing insights

Wise
Money without borders

Robinhood
Crypto / Stocks, Options, ETFs

Revolut
Get more from your money

<https://mobbin.com/>

Construct your puzzles

- Pelajari *design components*.
 - Pastikan component menyuarakan pesan dari brand.
 - Kolaborasi dengan *software engineer* untuk mengimplementasikan *design components*.

⌚ March 25th

<>

Check the docs for getting every component API



Assigned to
Michael Scott

60%

The image shows the album cover for "Beside Myself" by Basement. It features a person sleeping peacefully on a large green tree branch against a dark, star-filled night sky. In the foreground, another person is seen from behind, looking up at the sleeping figure. The overall mood is serene and contemplative.

React TypeScript CSS

React JavaScript

Use the sx prop to add these

October 2022				
S	M	T	W	T
2	3	4	5	6
9	10	11	12	13
16	17	18	19	20
23	24	25	26	27
30	31			

A vertical scale with two blue dots at the 25°C and 50°C marks. The scale is labeled with these values.

Temperature
25°C
50°C

Fonts

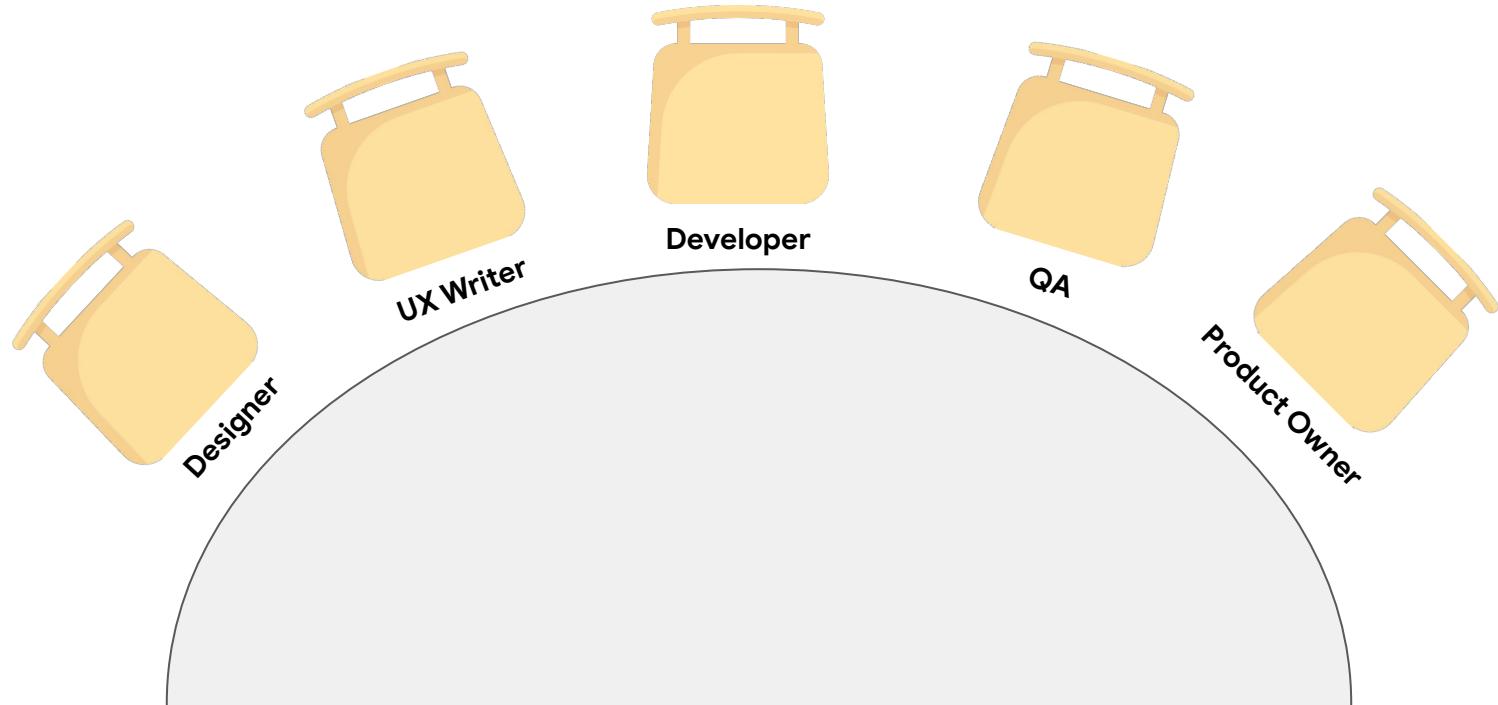
<https://m3.material.io/components>

Cara membuat **UI UX design**



Materialize

Sit together with your team!



Design Hand-off

- Lakukan workshop dimana kamu mempresentasikan flow design yang sudah kamu buat kepada team.
- Dapatkan feedback dari team (*technical*).
- Usability testing kepada customer terhadap produk yang di develop.



Selesai?

“Tidak secepat itu Ferguso”

MVP1

MVP2...X

New
Features

Roadmap

Improvement

New
Technology

New Vision

New
Partnership

New
Business
Model

New
Experience

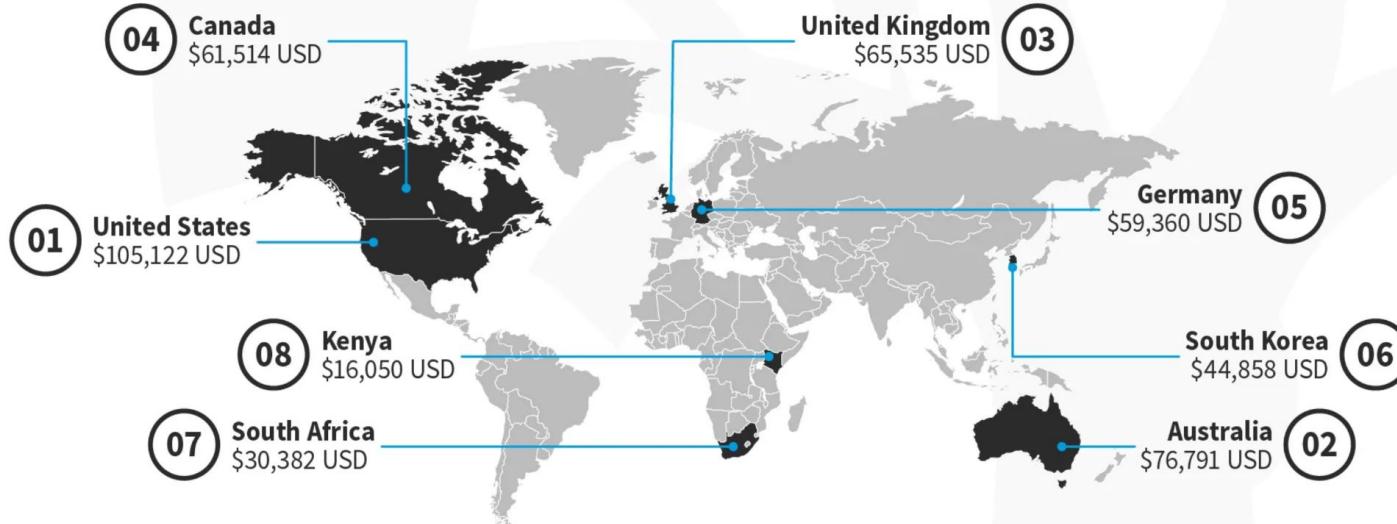
New Media



Apakah karir
UI UX designer
menjanjikan?



UX Designer Salaries Around the World



Interaction Design Foundation
interaction-design.org

Sources: glassdoor.com • indeed.com • salaryexplorer.com • statistica.com • bls.gov



Prospek Karir UI UX designer

Linkedin ranked UX design as one of

Top 5

In demand skills as of 2020



Glassdoor added it to their list of

Best 20

jobs to have in 2022 in UK and America

Linkedin search result for Product Designer:

896

Jobs found in Indonesia, 19 Oct. 2022

Forbes

ranked it the second-best
job for work-life balance.





Dari mana saya bisa
memulai karir saya sebagai
UI UX designer?



UI UX Designer:

Full-stack designer

- Merancang product untuk menjawab kebutuhan *user/pengguna*
- Terlibat dalam proses pembuatan *design (design thinking)*
- Berperan sebagai *UI Designer, Interaction Designer, dan Experience Designer*
- **Deliverables:** User persona, user journey map, problem statement, wireframe, high-fidelity design, prototyping, user testing, style guide dan *design system*.



2

Product Designer:

Full-Stack + Plan Product Roadmap

- Merancang *product* untuk menjawab kebutuhan *end user/pengguna*
- Terlibat dalam proses pembuatan *design* (*design thinking*)
- Berperan sebagai *UI Designer*, *Interaction Designer*, dan *Experience Designer*
- Merencanakan *Product Roadmap (vision)* bersama *Tech Lead*, *Product Owner* dan *stakeholders*
- ***Deliverables***: *Product roadmap*, *User persona*, *user journey map*, *problem statement*, *wireframe*, *high-fidelity design*, *prototyping*, *user testing*, *style guide* dan *design system*.



Visual/UI Designer:

Specialist in graphic

- Meng-convert *UX design* menjadi *visual* yang lebih menarik bagi pengguna
- Membuat dan me-manage *product icons, fonts, dan warna*
- Mengaplikasikan *branding guideline*
- **Deliverables:** *Prototype UI design, visual style guide, graphic library (design system: icons, illustration, image)*



UX Researcher:

Specialist in human psychology

- Meng-conduct research terkait kebutuhan dan masalah pengguna *product*
- Menganalisa data dan membuat sintesis untuk *proposal design product*
- Melakukan *test* dan evaluasi *improvement* secara berkala
- **Deliverables:** *user persona, user journey map, user stories, "how might we" statement, hasil evaluasi usability research (report).*



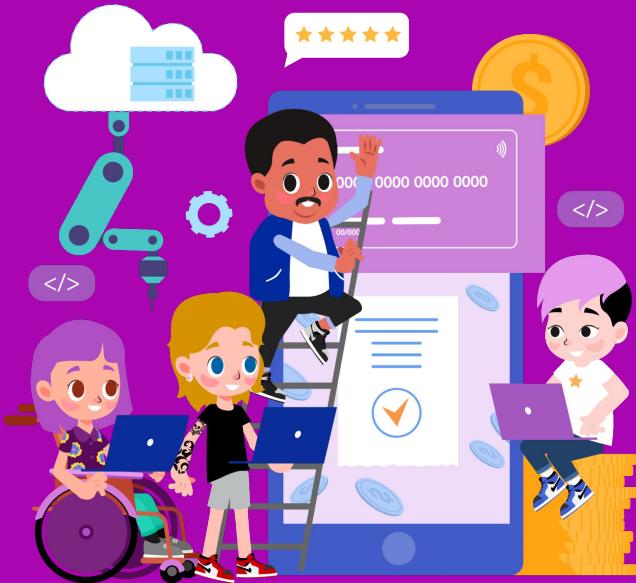
UX Copywriter:

Specialist in content strategies

- Membuat *copywriting UI* untuk kebutuhan pengguna
- Menjaga narasi dan expresi *tone bahasa* tetap pada jalur *brand UI* nya
- ***Deliverables:*** *copy, product language guideline*



Bagaimana jenjang karir **UI UX designer?**



Career Ladder UI UX designer



UI UX Designer

Senior UI UX Designer

Lead UI UX Designer / Managerial

Head of Design/VP/CoD



Tips & Trick

Membuat UI UX untuk pemula

10 Usability Heuristics for User Interface Design

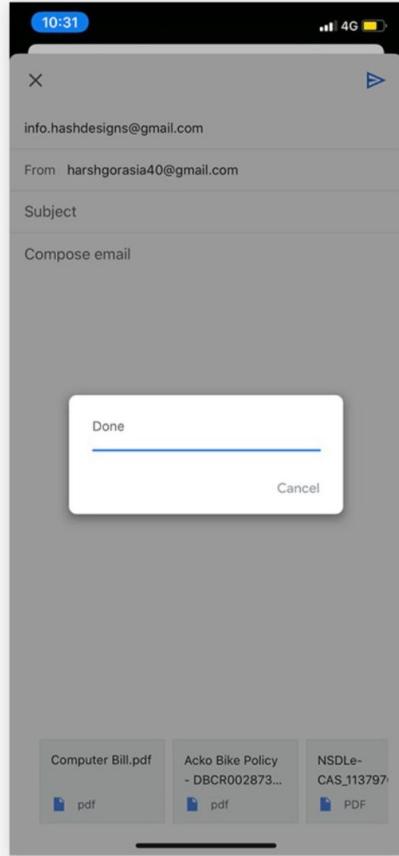
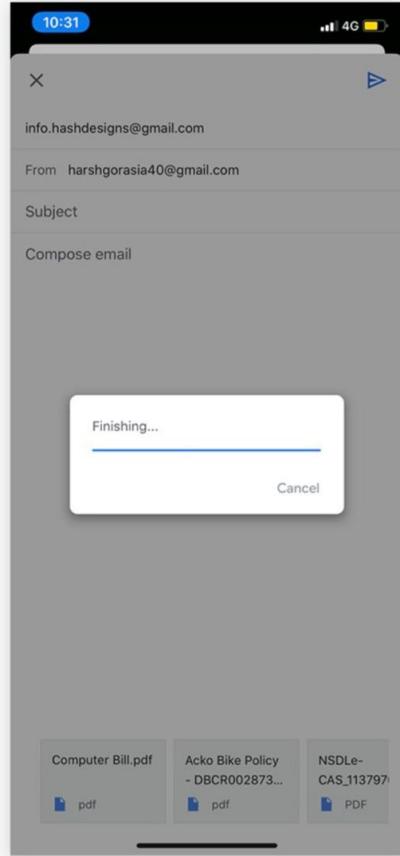
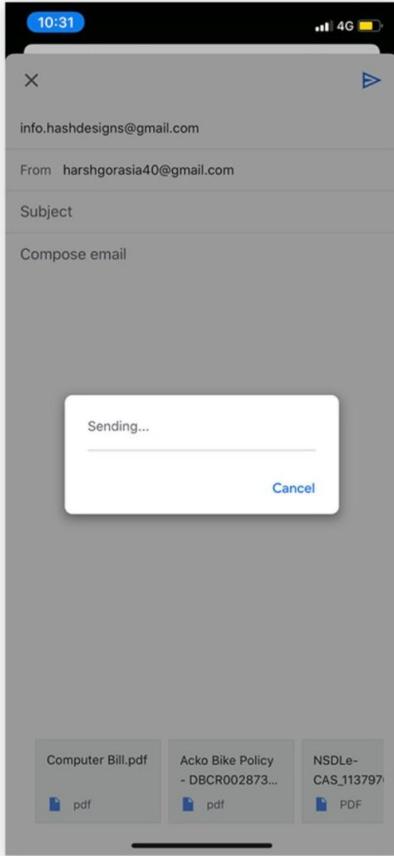
NN/g Nielsen Norman Group



#1 *Visibility*

System status dan next action





#2 Good design speaks user language

Gunakan konsep *design* dan bahasa yang dimengerti user



 back

#3 Undo

Berikan *user control*
Untuk kembali



#4 *Consistently standard*

Selalu konsisten terhadap *element UI*
dan biasa digunakan pada umumnya



#5 *Error preventing*

Cegah *user* melakukan kesalahan

Delivering To

Harsh Gorasia

HOME

[Change Address](#)

Choose Payment Method

CREDIT & DEBIT CARDS



4059-XXXXXXX-3292



WALLET

NET BANKING

UPI

CASH ON DELIVERY

Cash Collection Charges: Costs ₹ 25 Extra

Products

 Expected delivery:
29 August 2020

Order Summary

Total MRP (Inclusive of all taxes) ₹ 799

Shipping Charges FREE

Payable Amount ₹ 799

Final Amount ₹ 799

Card Number

4875 2545 2228 4878



Name On Card

Expiry Month (MM)

Expiry Year (YYYY)

CVV



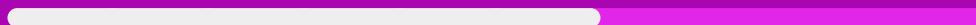
Last 3 digits printed on the back of your card.

 Securely save this card for faster payments.[PAY NOW](#)

This transaction you make is totally secure. We don't save your CVV number.

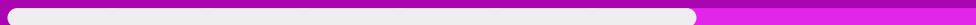
#6 *Recognition*

Berikan *user* kemudahan untuk
Mengingat kembali informasi



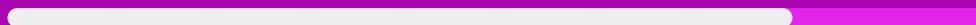
#7 *Shortcut*

Berikan *user* kemudahan untuk
Mempercepat penggunaan



#8 *Minimalist*

Berikan informasi yang relevan
dan esensial



#9 *Error Recovery*

Berikan petunjuk kesalahan yang jelas
dan berikan solusi



facebook

Log in to Facebook

Email address or phone number !

The email address or mobile number you entered isn't connected to an account. [Find your account and log in.](#)

Password

Log in

[Forgotten password?](#)

#10 *Documentation*

Jika diperlukan, berikan dokumentasi lengkap
Untuk membantu *user*

Mac iPad iPhone Watch TV Music Support  

iPhone User Guide [Communities](#) [Contact Support](#)

iPhone User Guide

Everything you need to know about iPhone

[Table of Contents !\[\]\(2aaf496ec9dc5cd7a03d320a4d358218_img.jpg\)](#)





Take your best shot

Use your iPhone to take great shots in any situation. From a candid photo to a studio-quality portrait—you can take them all with your iPhone camera.

[Learn how to take amazing photos and videos >](#)

Additional Tips and Trick

UI UX designer

1 Avoid designer's bias

2 Avoid assumptions

3 Connect with your user

4 Find their problems

5 Find design reference



SAMPLING BIAS

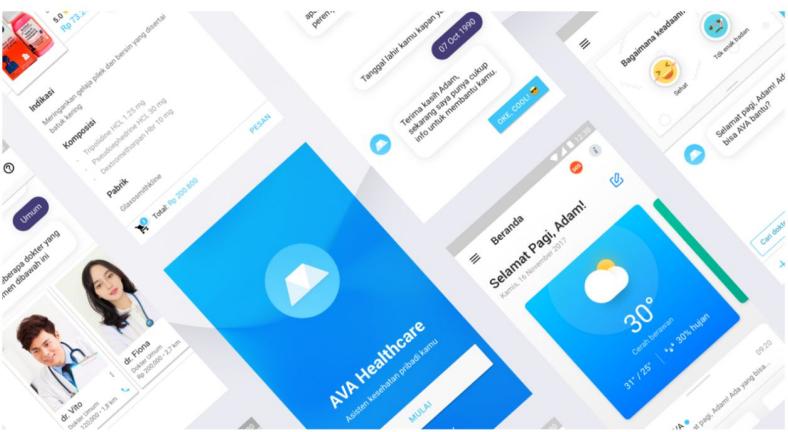


"WE RECEIVED 500 RESPONSES AND FOUND THAT PEOPLE LOVE RESPONDING TO SURVEYS"

sketchplanations

Additional Tips and Trick

6 Learn & make your own case study



Fadhel Adam
Jul 15, 2018 · 9 min read · Listen

Twitter Facebook LinkedIn Share More

Indikasi: Mengalami gejala sakit dan belum yang dialami
Komposisi: Hypotensin HCL 1.25 mg + Desmopressin HCl 10 mcg
Pabrik: GlaxoSmithKline Total Rp 250.000

Tanggal lahir kamu Lahir: 07 Oct 1999
Terima kasih Adam, setelah saya pulang info untuk mencuci kakiku.
DIREKSI

Beranda: Selamat Pagi, Adam!
Selamat pagi, Adam! Khamis, 16 November 2017
30° Central Business District
51° 25' • 30% hujan
09:00

UX/UI Case Study: Digital Disruption, Future of Healthcare and Wellness *

Some thoughts about how disruptive technology: Artificial Intelligence, intersect with the future of Healthcare and Wellness

<https://blog.prototyprr.io/ux-ui-case-study-digital-disruption-future-of-healthcare-and-wellness-dda149b6150d>



Thank You.

