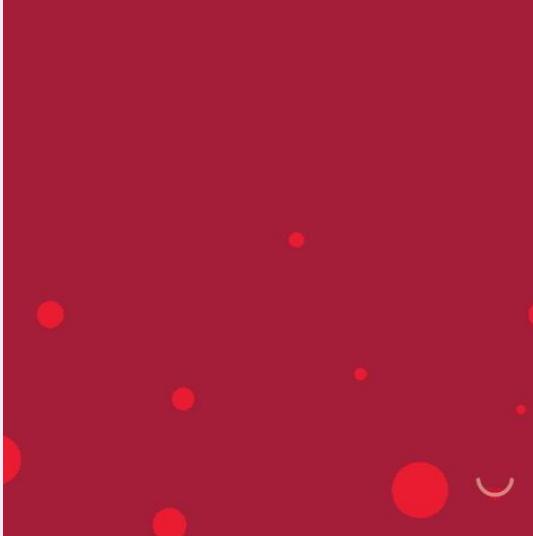


When Ecommerce Meets User Experience

Good eCommerce UX Gives Shoppers What They Want
Without Them Knowing It



Fahmy Habibullah
UX Designer @ Bukalapak



FUN FACTS ABOUT ME

a self-taught **UX designer** who has background **Telecommunication Engineering**. And yeah, i don't use **98%** of the stuff I learned in college. Also **ex-Frontend Engineer**.

dribbble.com/fahmyha

medium.com/@fahmyhabibullah

<https://www.linkedin.com/in/fahmyhaa/>

Di Bukalapak
ngerjain apa aja?

UX Designer harus bisa
ilustrasi atau
iconography?

Kan Apps nya udah jadi,
nganggur dong?

Kok disana gak ada UI
Designer?

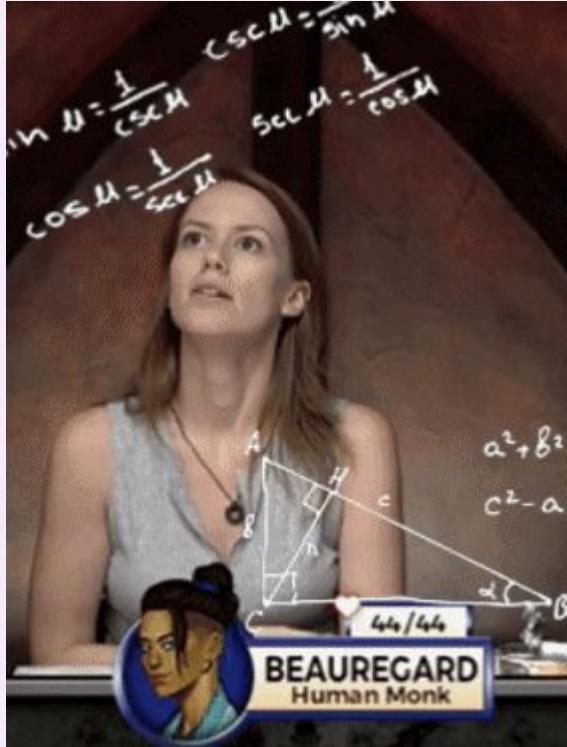
Gimana rasanya kerja
bareng UX Researcher?

Kenapa UX Designer nya
Bukalapak banyak bgt?
*sampe 50+

UX Designer harus bisa ngoding?

Mas skill apa aja yg harus aku siapkan biar
bisa masuk unicorn startup?





Lebih mudah jadi
Designer ketimbang
Programmer?

Ah masa wkwk..



DESIGNER

Kesalahannya **Relatif**



PROGRAMMER

Kesalahannya **Absolut**

What is UX?

Pemanasan dulu Yuk!

















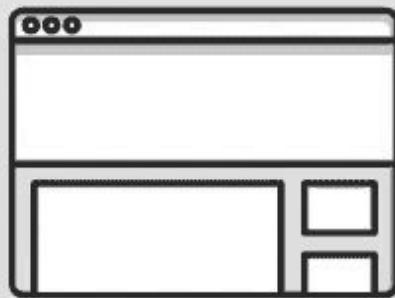
Simple Definition

User experience encompasses all aspects of the end-user's interaction with the company, its services, and its products (Nielsen & Norman, 2016).

In our context, that means it starts from when **user interact with our product** till finish

USER EXPERIENCE IS...

LOOK + FEEL + USABILITY

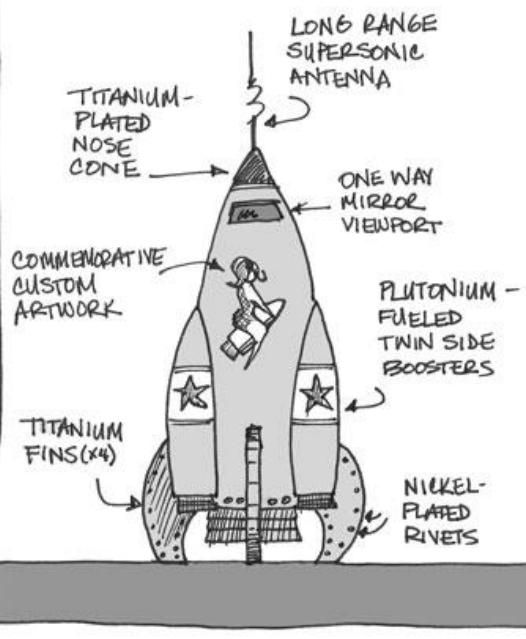


INTERACTION DESIGN
FOUNDATION

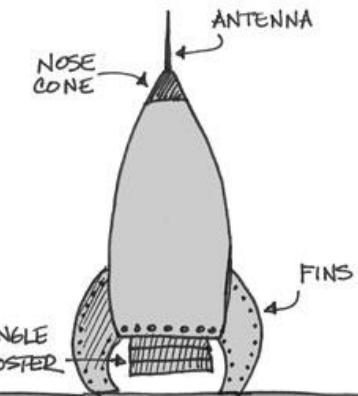
INTERACTION-DESIGN.ORG

THE UX DESIGNER PARADOX

WHAT WE DREAM
UP AT KICKOFF



WHAT WE SETTLE
FOR AT LAUNCH



WHAT THE
USER NEEDS



BONUS 2015

The Next Question...

Who Works
about UX?

UX
Research
er

The Dorky One

UX
Designer

The One-Pixel-Matter

UX
Writer

The Poetic Justice

RESEARCHERS & DESIGNERS ?

- Plan and conduct strategic and evaluative research such as usability testing, interview, and survey

- Share insights, opportunities, and recommendations

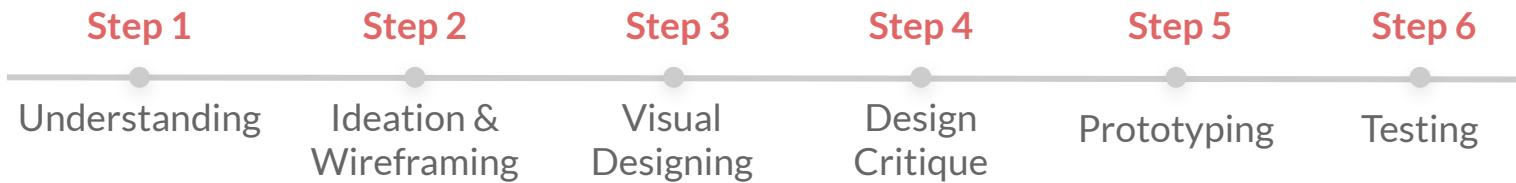
- Create design flow
- Create wireframe (low fidelity design) and high fidelity design
- Create design prototype

**IDENTIFY
OPPORTUNITIES
AND EVALUATE
PRODUCTS**

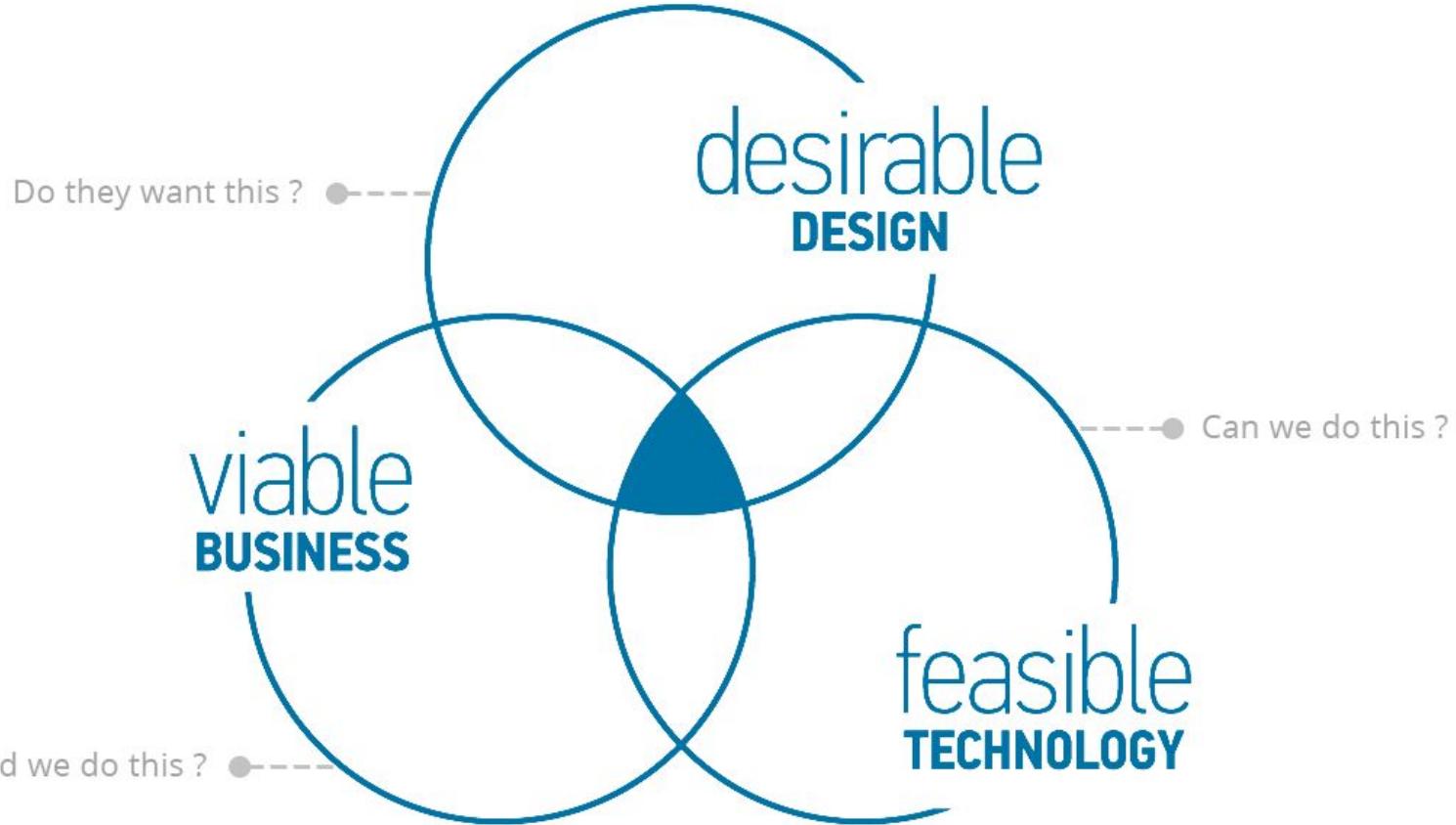
**FIND THE
DESIGN
SOLUTIONS**



About our design process



Ecommerce meets UX?





Rylan's
Deal

4 Elements You Need to Know

Guide to Design for E-commerce

Know your Users

Identifying different user types can help design teams ensure that they build usable and useful experiences for all shoppers.

Thinking about these types — or developing them into personas — while designing can help increase the overall usability of an e-commerce site.



Product Focused

Know exactly what they want

Browsers

Leisurely shoppers

Bargain Hunters

Promo & deals specialist

Researchers

Collecting information

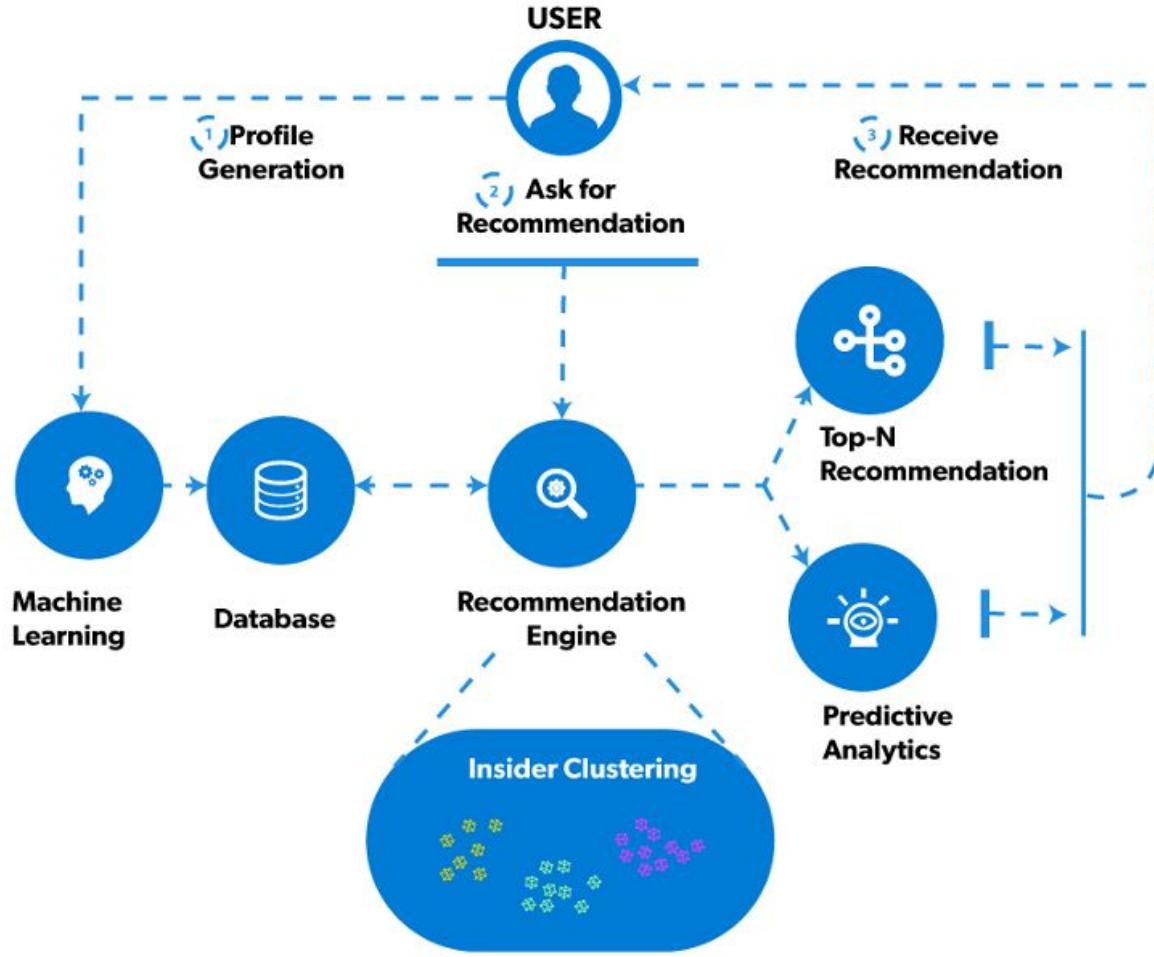


Personalization

eCommerce personalization means showing individualized offers, product recommendations, and other content to your visitors based on their previous actions, demographics, and other personal data.

Personalization ensures that your offers are relevant.





TELKOMSEL 4G
XL Axista

25% 10:29

Bukalapak



Rekomendasi



Karena Kamu Melihat
XABA rompi motor outride
parasut dacron hijau army



ROMPI PRIA ROMPI MOTOR
TEBAL PARASUT

Rp109,9rb

Rp99rb

ROMPI MOTOR FLECE

Rp89rb



jaket rompi taslan parasut

Rp150rb

ROMPI Parasut Jaket Rompi
Parasut Pria Vest Rompi M...

Rp65rb

Rp58,5rb

Home

Favorit

BukaMall

Transaksi

Akun

TELKOMSEL 4G
XL Axista

25% 10:32

Bukalapak



Karena di Keranjangmu Ada
Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pria - ...



Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...

Rp99rb

Rp94,1rb

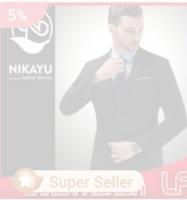
Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...

Rp85,8rb

Rp81,6rb

Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...

Rp70,2rb

Rp66,7rb

Blezer Pria - Jas Blezer - Jas
Pria - Blazer Pria - Blazer K...

Rp315rb

Rp299,3rb

Home

Favorit

BukaMall

Transaksi

Akun

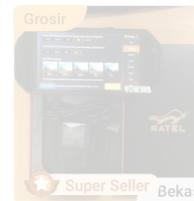
TELKOMSEL 4G
XL Axista

25% 10:29

Bukalapak



Barang Menarik di Kategori
Handphone



Grosir

Bekas



Smartphone Ratel Cell
128GB 6GB Ram Game Su...

Rp1,56jt



VYATTA FitMe Prime

Smartwatch ColorLCD - H...

Rp800rb

Rp208rb

Infinix Hot 7 Pro

Rp1,71jt



Lumin M3 plus Smart Band
Watch Xiaomi Mi Band 3 S...

Rp45rb



Home

Favorit

BukaMall

Transaksi

Akun

TELKOMSEL 4G
XL Axiata

25% 10:29



Rekomendasi

Karena Kamu Melihat
XABA rompi motor outride
parasut dacron hijau army



ROMPI PRIA ROMPI MOTOR
TEBAL PARASUT
Rp109,9rb Rp99rb

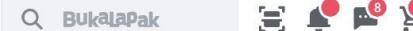


jaket rompi taslan parasut
Rp150rb

ROMPI Parasut Jaket Rompi
Parasut Pria Vest Rompi M...
Rp65rb Rp58,5rb

TELKOMSEL 4G
XL Axiata

25% 10:32



Karena di Keranjangmu Ada
Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pria -...



Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...
Rp99rb **Rp94,1rb**



Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...
Rp85,8rb **Rp81,6rb**



Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...
Rp70,2rb **Rp66,7rb**



Blezer Pria - Jas Blezer - Jas
Pria - Blazer Pria - Blazer K...
Rp315rb **Rp299,3rb**



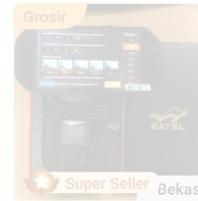
Home Favorit BukaMall Transaksi Akun

TELKOMSEL 4G
XL Axiata

25% 10:29



Barang Menarik di Kategori
Handphone



Grosir
Smartphone Ritel Cell
128GB 6GB Ram Game Su...
Rp1,56jt



VYATTA FitMe Prime
Smartwatch ColorLCD - H...
Rp800rb **Rp208rb**



Infinix Hot 7 Pro
Rp1,71jt



Lumin M3 plus Smart Band
Watch Xiaomi Mi Band 3 S...
Rp45rb



Home Favorit BukaMall Transaksi Akun

TELKOMSEL 4G
XL Axiata

25% 10:29



Rekomendasi



Karena Kamu Melihat
XABA rompi motor outride
parasut dacron hijau army



ROMPI PRIA ROMPI MOTOR
TEBAL PARASUT

Rp109,9rb



ROMPI MOTOR FLECE

Rp89rb



jaket rompi taslan parasut

Rp150rb

ROMPI Parasut Jaket Rompi
Parasut Pria Vest Rompi M...

Rp65rb

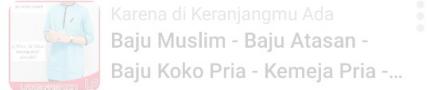
Rp58,5rb

TELKOMSEL 4G
XL Axiata

25% 10:32



Bukalapak



Karena di Keranjangmu Ada
Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pria - ...



Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...
Rp85rb



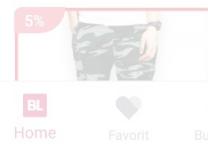
Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...
Rp85,8rb



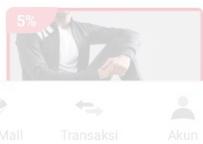
Baju Muslim - Baju Atasan -
Baju Koko Pria - Kemeja Pr...
Rp70,2rb



Blezer Pria - Jas Blezer - Jas
Pria - Blazer Pria - Blazer K...
Rp315rb



Home



Transaksi

Akun

TELKOMSEL 4G
XL Axiata

25% 10:29



Bukalapak



Barang Menarik di Kategori
Handphone



Grosir
Smartphone Ritel Cell
128GB 6GB Ram Game Su...
Rp1,56jt



VYATTA FitMe Prime
Smartwatch ColorLCD - H...
Rp800rb



Infinix Hot 7 Pro

Rp1,71jt



Lumin M3 plus Smart Band
Watch Xiaomi Mi Band 3 S...
Rp45rb



Home



Favorit



BukaMall



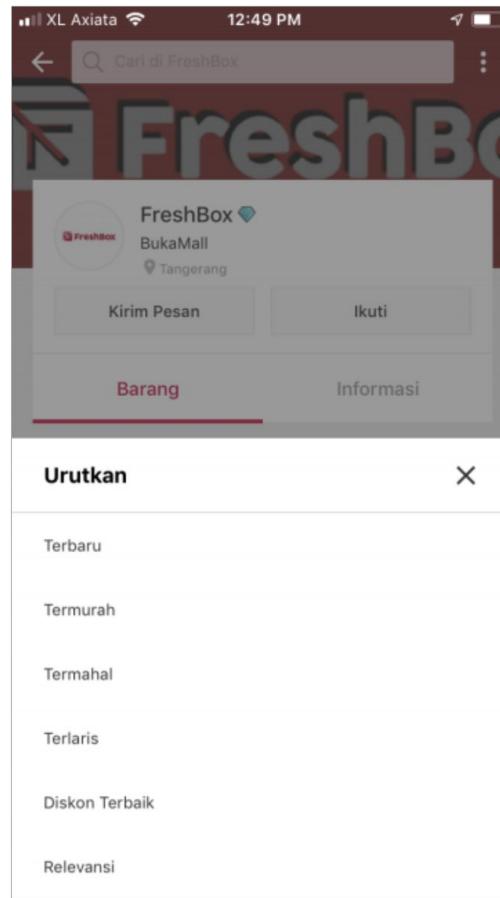
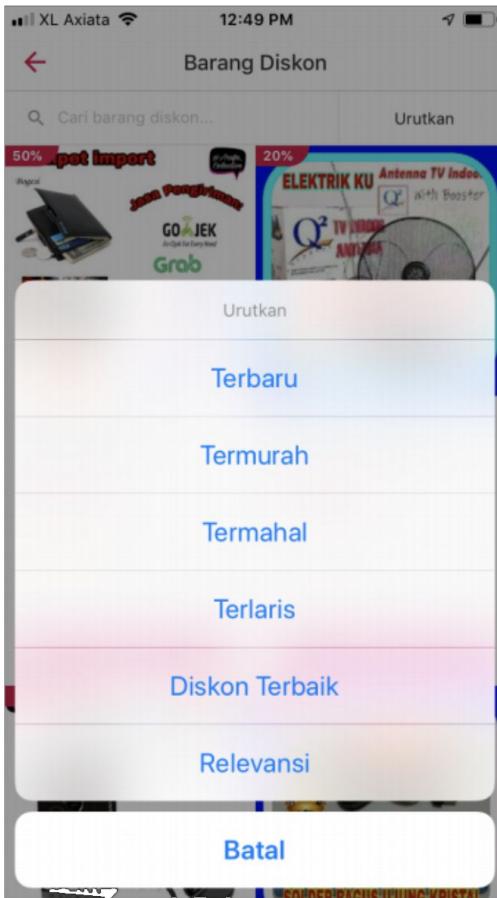
Transaksi

Akun

Inconsistency

Consistency in UI design is concerned with making sure elements in a user interface are uniform. They'll look and behave the same way. This helps constantly prove a user's assumptions about the user interface right, creating a sense of control, familiarity, and reliability.







X Urutkan

Rating Tertinggi

Diskon Terbesar

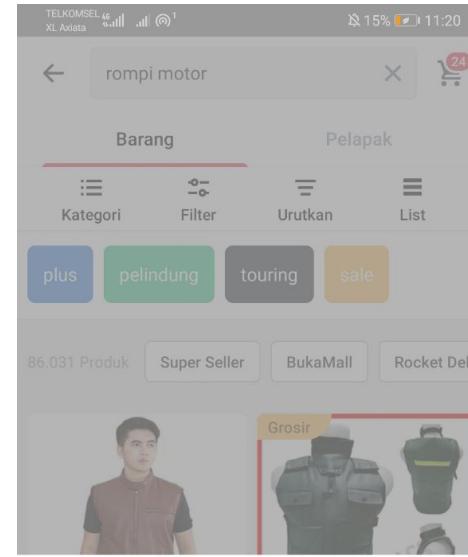
Terbaru

Termurah

Termahal

Terlaris

Relevansi



X Urutkan

Terbaru

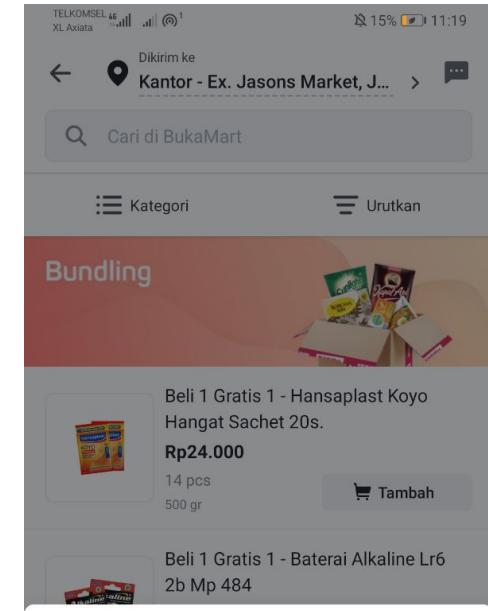
Termurah

Termahal

Terlaris

Rating Tertinggi

Diskon Terbesar



X Urutkan

Terbaru

Termurah

Termahal

Terlaris

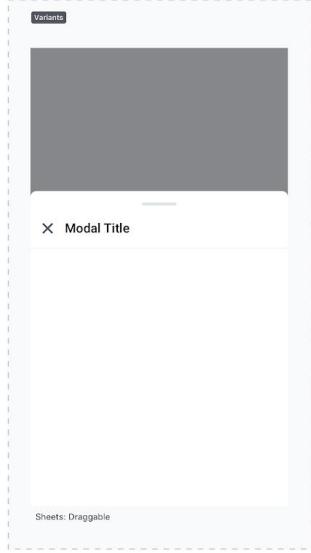
Diskon Terbaik



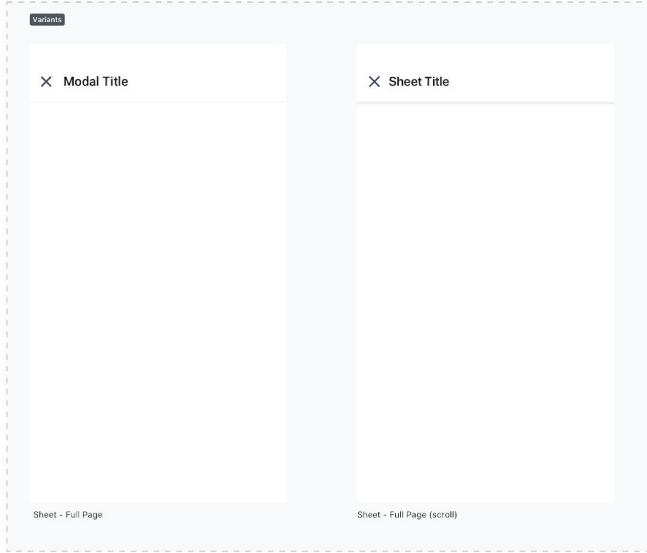
Relevansi

Sheets: Draggable

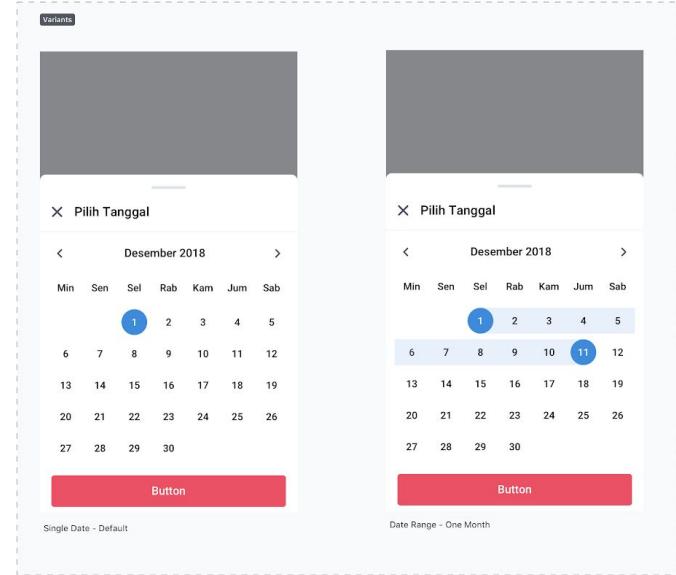
Use sheets when

**Sheets: Full page**

Use sheet full page when you want to display a long content that require the whole screen-height.

**Sheets > Content: Date range**

Sheets content can hold a lot of different layout. You can use this content layout, when you want to allow users to select a range of dates.



Navigation

What they need is a navigation system that gives them a sense of everything on offer and lets them move easily between product categories

Instead of cramming too many items into the same navigation bar, you can use sub-pages to avoid overwhelming your visitors.



Common Navigation Mistakes

Mistake #1: Non-Standard Style

The screenshot shows a website layout with several sections:

- Header:** Includes a search bar ("Search here") and a "Comments / Inquiries" section ("Type here").
- Left Sidebar:** Features a "YOUR CHOICE" section with colored dots, a "VIEW US FROM SPACE" image showing a building from an aerial perspective, and a "AND THE CLIENT SAYS" section with a testimonial from Helen Alfirevich.
- Main Content Area:** Contains a heading "Same budget. Better thinking. *Better results.*" followed by a paragraph of text. Below this is a horizontal navigation bar with four items: "OUR WORK", "OUR PROCESS", "OUR SERVICES", and "OUR RESULTS". The "OUR RESULTS" item is highlighted with a red border and a red arrow points to it from the text above.
- Bottom Left:** A "THAT'S RIGHT, WE BLOG" section with a post titled "Shopping in the customer's shoes" dated Mon, 17 Dec 2012 17:41:01 +0000. It includes "READ MORE" and "NEXT >" buttons.
- Bottom Right:** A "SOCIOGRAPHOTWEETOSPHERE" section with a tweet from "6 Things for Independent Agents to Worry About in 2013" dated 1/20/13 5:23:02 PM. It includes "READ MORE" and social sharing icons.
- Right Side:** A "IT'S PRONOUNCED" section with the text "The most integrated integrated marketing agency" followed by a "MORE" link and social sharing icons.

Mistake #2: Using Generic Labels

What we do Who we are Who we hire Where we work

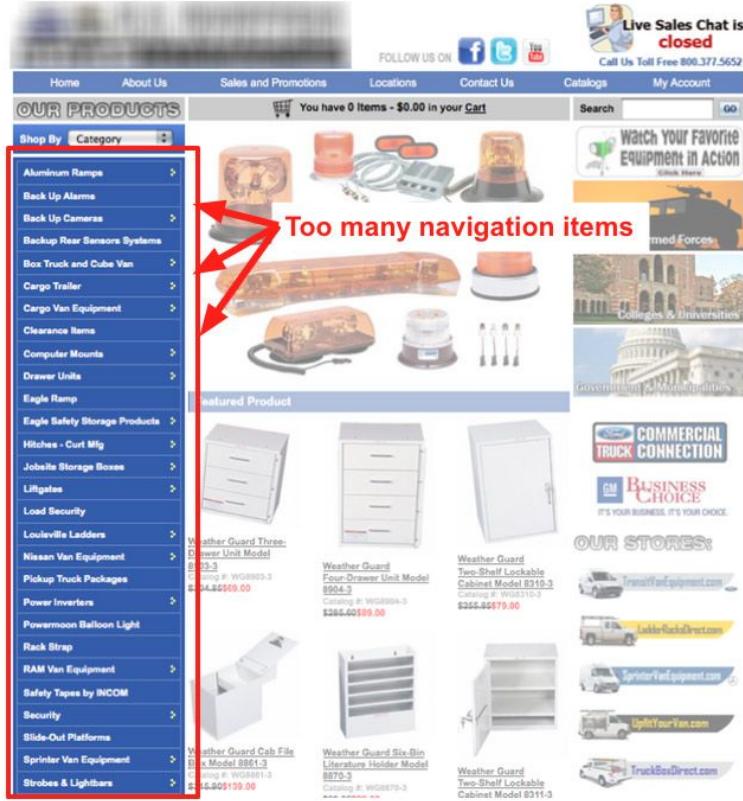
Bigger is Good.

Smart! Navigation labels are generic to every business

Sometimes bigger is better - like when it comes to sumo wrestlers, white sand beaches, and fireworks on the Fourth of July.

But bigger is not better when it comes to resolving complicated business disputes. Then, smarter is better. A smarter law firm makes its clients' goals its own and finds extraordinary ways of solving challenging problems. A smarter law firm staffs each case with a committed and driven team that

Mistake #3: Too many items in your navigation



Mistake #4: Cool User Interface :v



Good Navigation

Examples:

Bukalapak

Kategori

Aku mau belanja...

Rp369,4rb

25 6 6

E-Voucher & Tiket

E-Voucher & Tiket **BARU!**

Promo

Perawatan & Kecantikan >

Kesehatan >

Perlengkapan Bayi >

Fashion Wanita >

Fashion Pria >

Handphone >

Komputer >

Elektronik >

Kamera >

Hobi & Koleksi >

Olahraga >

Sepeda >

Fashion Anak >

Gosok Kode puluk 15

Lihat Selengkapnya

Komputer

Hardware >

Mini PC

Desktop

Laptop

Server

Printer >

Software Original

Scanner

Monitor

Aksesoris >

BukaMall

SanDisk	acer
ASUS	hp
MSI	V Verbatim
DELL	o OZONE
HD HGST	OMO
CORSAIR	BLAZZ
TREND LINK	ORICO
TOSHIBA	ePU
logitech	ELITE

Komunitas BukaReview BukaBantuan Super Seller

Hanya di Aplikasi

TIS ONGKIR

num transaksi

S&K berlaku

Lihat Semua Tag

PROMO PROMO

NikePlus



Join / Log In To NikePlus Account

Help



Indonesia



MEN

WOMEN

BOYS

GIRLS

CUSTOMISE

COLLECTIONS

SNKRS LAUNCH CALENDAR

Search

NEW RELEASES**SNKRS LAUNCH CALENDAR****NEW APPAREL****NIKE REACT****NIKELAB****SALE****SHOES**

Newest Sneakers

All Shoes

Lifestyle

Running

Basketball

Jordan

Football

Gym & Training

Skateboarding

Tennis

Cricket

Sandals & Flip Flops

Customise with Nike By You

CLOTHING

All Clothing

Tops & T-Shirts

Jerseys & Kits

Hoodies & Sweatshirts

Jackets & Gilets

Trousers & Tights

Tracksuits

Compression & Baselayer

Shorts

Caps

Socks

Bags & Backpacks

Accessories & Equipment

All Sale Shoes**All Sale Clothing****SHOP BY SPORT**

Running

Football

Basketball

Gym & Training

Skateboarding

Cricket

Tennis

Golf

SHOP BY BRAND

Nike Sportswear

NikeLab

Nike By You

Jordan

ACG

NBA

ICONS

React

Vapormax

Pegasus

Free

TELKOMSEL 4G
XL Axiata

4% 12:34

Bukalapak



BukaMart



Gratis Ongkir



Promo Rp 1



Barang Favorit

Spesial Untukmu

[Lihat Semua](#)

Menu Favorit



BukaNonton



DANA



BukaReksa



BukaEmas



Kupon

Listrik
Pascabayar

#Maudiputar



Lainnya

#MAUDIGARANSI



Home



Favorit



Bukamall



Transaksi



Akun

TELKOMSEL 4G
XL Axiata

31% 19:56

[Cari menu...](#)

Asuransi & Masyarakat

Pinjaman & Investasi

Asuransi

Lain

Pinjaman & Investasi



BukaEmas

Buka
Pembianya

BukaCicilan



BukaReksa



BukaMobil



BukaMotor



BukaModal

Kalkulator
Finansial

Asuransi



BukaAsuransi

Lainnya



BukaGrosir



BukaSend



BukaMart

BukaJual-
MobilPembeli
Prioritas

Mitra



BukaStruk



BayarNanti

TELKOMSEL 4G
XL Axiata

31% 19:56

[Pilih Kategori](#)E-Voucher &
TiketPerawatan &
Kecantikan

Kesehatan

Perlengkapan
BayiFashion
WanitaFashion
Pria

Handphone



Komputer



Elektronik



Kamera



Hobi & Koleksi



Olahraga



Sepeda



Fashion Anak

Rumah
Tangga

Food

Mobil, Part
dan Aksesoris

Motor

TELKOMSEL 4G
XL Axista 12:34

Bukalapak

8 24

BukaMart Gratis Ongkir Promo Rp 1 Barang Favorit

Spesial Untukmu Lihat Semua

#MAUDIGARANSI GRATIS ONGKIR Harapan rakyat bebas biaya kirim tanpa minimum transaksi

Menu Favorit

BukaNonton DANA BukaReksa BukaEmas

Kupon Listrik Pascabayar #Maudiputar Lainnya

#MAUDIGARANSI

BL Home Favorit BukaMall Transaksi Akun

TELKOMSEL 4G
XL Axista 9:56

Cari menu...

Sosial & Masyarakat Pinjaman & Investasi Asuransi Lain

Pinjaman & Investasi

BukaEmas BukaPembianya BukaCicilan BukaReksa

BukaMobil BukaMotor BukaModal Kalkulator Finansial

Asuransi

BukaAsuransi

Lainnya

BukaGrosir BukaSend BukaMart BukaJual-Mobil

Pembeli Prioritas Mitra BukaStruk BayarNanti

E-Voucher & Tiket Perawatan & Kecantikan Kesehatan

Perlengkapan Bayi Fashion Wanita Fashion Pria

Handphone Komputer Elektronik

Kamera Hobi & Koleksi Olahraga

Sepeda Fashion Anak Rumah Tangga

Food Mobil, Part dan Aksesoris Motor

TELKOMSEL 4G
XL Axiata

4% 12:34



Spesial Untukmu

Lihat Semua



Menu Favorit



#MAUDIGARANSI

TELKOMSEL 4G
XL Axiata

31% 9:56

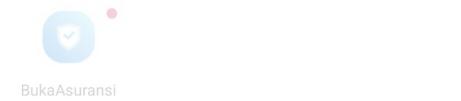


Asosiasi & Masyarakat Pinjaman & Investasi Asuransi Lain

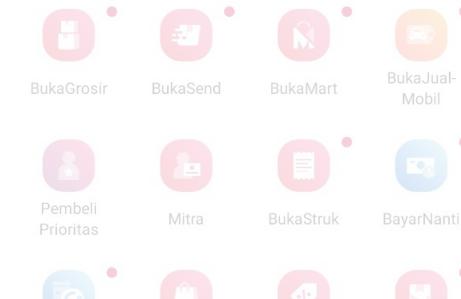
Pinjaman & Investasi



Asuransi



Lainnya

TELKOMSEL 4G
XL Axiata

31% 9:56



E-Voucher & Tiket



Perawatan & Kecantikan



Kesehatan

Perlengkapan Bayi



Fashion Wanita



Fashion Pria



Handphone



Komputer



Elektronik



Kamera



Hobi & Koleksi



Olahraga



Sepeda



Fashion Anak



Rumah Tangga



Food



Mobil, Part dan Aksesoris



Motor

Let our **Adventure** begin!

Thank You!



dribbble.com/fahmyha

medium.com/@fahmyhabibullah

<https://www.linkedin.com/in/fahmyhaa/>