KOTAKODE INTEGRATED FREELANCING PLATFORM PROPOSAL

International Design Challenge 2021

Proposed By Medokers Team

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A. Introduction

Kotakode is a community platform for Indonesian IT enthusiasts where programmers may study and exchange thoughts about the newest IT world to help the country's economic growth. Kotakode was established in 2020 and currently use a website as their primary platform.

Kotakode's first feature in the website is the gamified forum and blogging. Forum and blogging feature helps users to address various problems with coding and gain knowledge in IT knowledge. Nowadays, Kotakode is developing "Kotakode Jobs" to enhancing their service.

Along with technological advancements brought about by globalization, there are a number of issues surrounding Indonesia's digital transition. One of the issues is a lack of focus on the freelance community. According to data from the Badan Pusat Statistik (BPS), the number of freelancers in Indonesia now stands at 33.34 million in 2020. However, there are still just a few online platforms that facilitate the creation of forums or spaces for freelancers to advertise their skills.

Additionally, World Economic Forum states that 53% of freelancers believe that the freelance industry will prosper post-COVID-19. Thus, Indonesia's freelancer sector must likewise evolve in lockstep with the current situation. One of the ways is putting a greater emphasis on the freelance scene.

According to the statement above, we will create freelancing features for the Kotakode website. The freelancing platform will eventually be accessible to both freelancers and businesses in need of freelance assistance.

B. Theoretical Framework

I. The Fundamental of UI/UX

UI (User Interface) / UX (User Experience) defines a collection of principles, rules, and procedures for critically thinking about the design and usage of an interactive product (Garrett, 2010), map or otherwise. UI/UX is a rising profession in the geospatial industry and larger technology sector (Haklay, 2010), with UI/UX designers needing to connect with stakeholders and target consumers throughout big software engineering and web design projects.

UI and UX are not the same, distinguished in their focus on interfaces vs interactions. An interface is a tool, and for digital mapping this tool enables the user to modify maps and their underlying geographic information.

UI design is an iterative process that results in the successful implementation of an interactive tool, whereas UX design is an iterative process that results in a successful outcome with the interaction, as well as a productive and enjoyable process to get there. As a result, the terms UI/UX are sometimes flipped to UX/UI to stress the significance of creating the entire experience rather than simply the interface.

The most prevalent kinds of UI design are:

- Graphical user interfaces—these are the visual representations of buttons, menus, or control panels, essentially anything that a user would interact with. An example of this is your computer's desktop or your cell phone's interface.
- Voice-controlled interfaces—these are, as it sounds, interfaces that require speech to begin an action. These are getting increasingly fashionable these days. Some examples include Apple's Siri, Amazon's Alexa or Google's Bixby.
- Gesture-based interfaces—these are interfaces in which a user's movements impact the operation of a product. An example of this would be Virtual Reality gaming.

Several principles in User Interface:

- User familiarity
- Consistency
- Minimal surprise
- Recoverability
- User Guidance
- User Diversity

Seven factors influence User Experience:

- Useful
  - The product developed must have a use-value and have a purpose. If it does not have a purpose and use-value, it is impossible to compete with other items to gain the attention of people.
- Usable
  - This refers to the potential that consumers can utilize the product successfully and efficiently in attaining their aims.
- Findable
  - This relates to the concept that the product created should be easy to find and the information gained is easy to reach.
- Credible
  - This refers to the user's capacity to trust the provided product.
- Desirable
  - Desirable is expressed through the design in the form of branding, image, identity, aesthetics, and emotional design.
- Accessible
  - Accessibility is about product experiences that can be accessed by people with varied abilities.
- Valuable
  - A product that is created must have value. The value in question is the worth to those who develop it and also to the people who will utilize it. Without any value it is feasible that the product that has been created might end up failing.

II. User Flows

User flows are a visualization or flowchart of steps (interactions) a user needs to take to complete a specific task on a website or app. This is used to explain the path that the user takes when using a product from the entry point until the last interaction. It explains each step of user interaction in the application.

User flow has a few benefits and roles that certainly will be useful for the designer, such as :

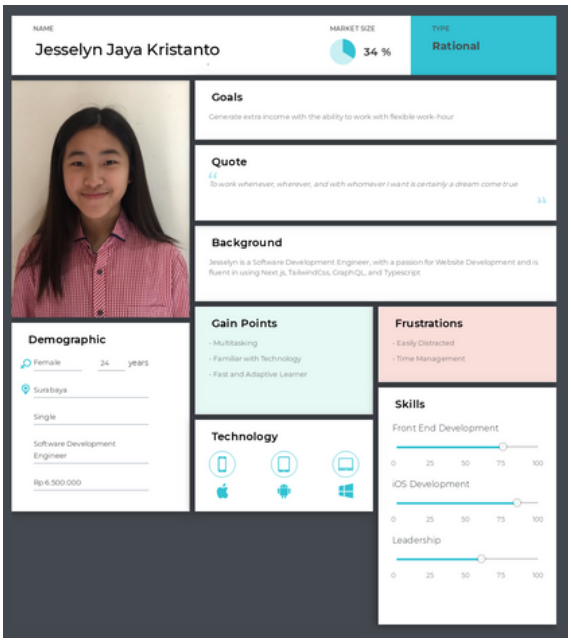
- Communication
  - User flow can be used as a communication tool because it could be used to communicate to other people about the flow of the UI.
- Documentation
  - By creating a user flow, the designer is able to document the flow of the application and to make it easier for future use.
- Decision Making
  - By understanding the flow of an application it will give designer new perspective of how the system work, thus will give new information that will be useful in design decision making.

We believes that creating an intuitive design for this project is certainly one of the vital points, and making sure that users are able to flow easily through the interface without any major problem will increase the likelihood of users enjoying the interface, this will create a pleasant experience for the user that will make them visit the website again, and ultimately to gain loyal customer and create income.

C. Deliverables

I. User Persona

Below are the user personas we have created. These user personas are the representation of goals based on the needs of a group of people when using the Freelancing platform from Kotakode.



We created two user personas that describe the two roles on the Kotakode freelancing platform. Jesselyn Jaya Kristanto as a freelancer who will offer services and also there is Yudha Putra as a client who will use freelancer services.

As a client, Yudha Putra hopes to meet high quality freelancers with many experiences who can help him complete his company's projects.

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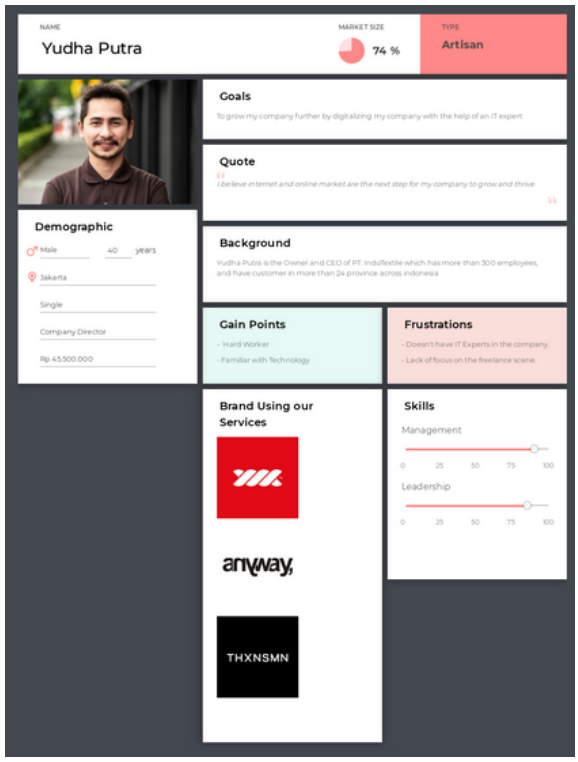


II. Proposed Solution

Based on the problems discussed above, we propose a solution to add the Freelancing menu on the Kotakode website. This feature will be integrated with the initial Kotakode website so that every user must have a Kotakode account first before registering for this freelancing feature.

When a user wants to use this Freelancing feature, they will be asked to choose their role, whether as freelancer or client. Then it takes some additional information needed in the process of forming their account. Once they have chosen a role as a freelancer, they will not be able to switch positions to become a client and vice versa.

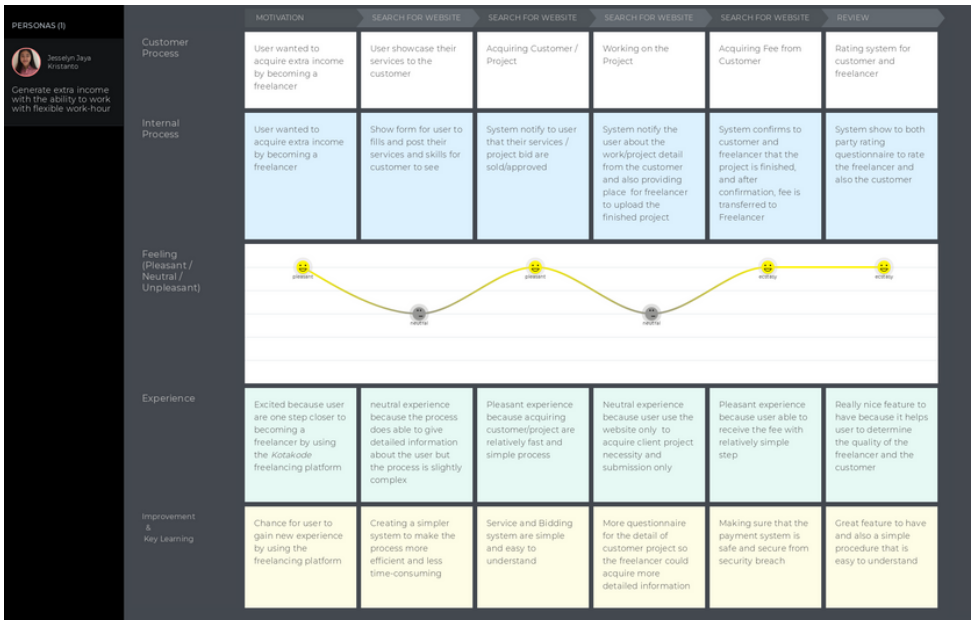
As a freelancer, the user will be given a place to sell its services like a marketplace. The user adds services they want to provide according to its preferences, including rates and processing times. In addition, freelancers can actively search for projects and make bids or offers if they are interested in working on projects posted by clients.

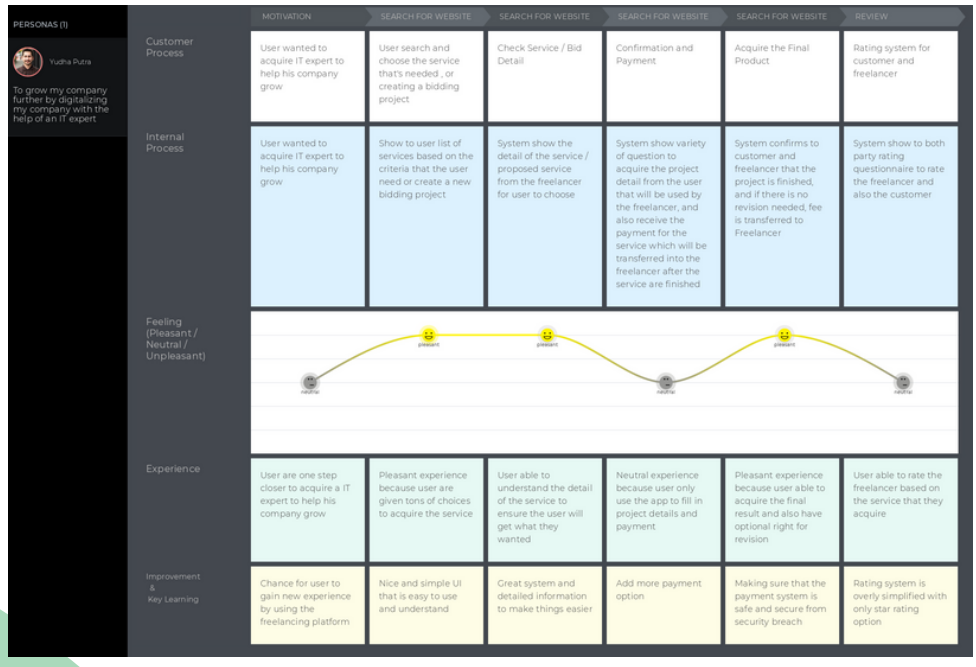
On the other hand, client can search for services provided by freelancers on the Services menu. They can find services that suit their needs, with a package plan that fits their budget. In addition, clients can also post projects if they want to hold a bidding for freelancers to compete in providing their offers. After the bidding time is over, the client is obliged to choose one of the most preferred freelancers to work on the project.

We also added an Info menu to the Freelancer account, which summarizes their professional information during their time as freelancers at Kotakode. In this menu, there will be ratings, reviews, executive summary, experience, CV, and a portfolio that clients can see when they click on a freelancer's profile. It will benefit both parties, where freelancers can easily build personal branding, and clients can measure the capabilities of freelancers.

III. User Journey

The following are the user journeys that we have created based on the needs of the two previous user personas, Jesselyn and Yudha. The user journey itself is a diagram that describes the step-by-step process of a user with a certain role to achieve an objective.





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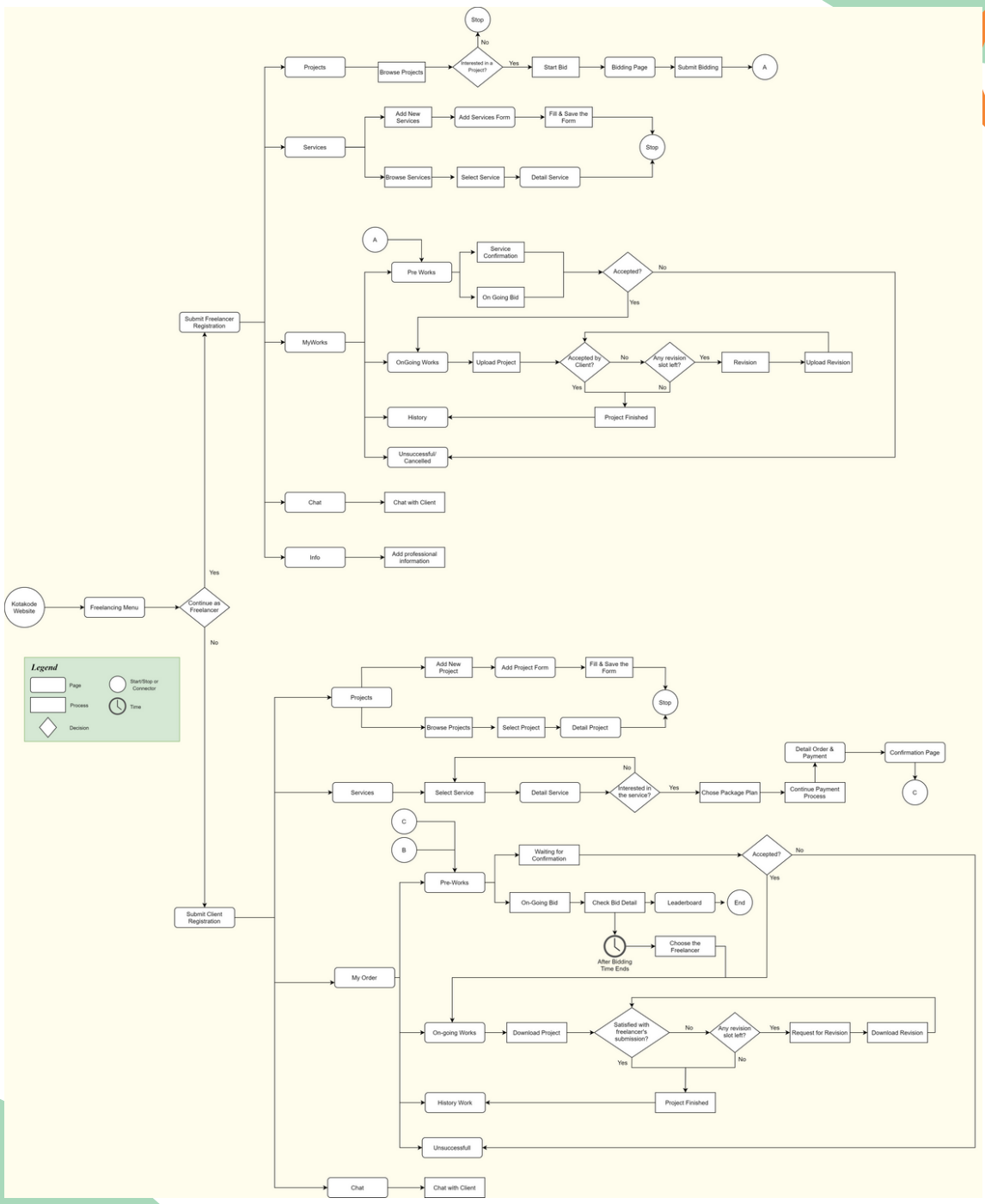
IV. User Flows

To outline how this freelancing platform works, we have created the following user flow. If it's not clear enough, we would kindly ask you to click the link provided below.



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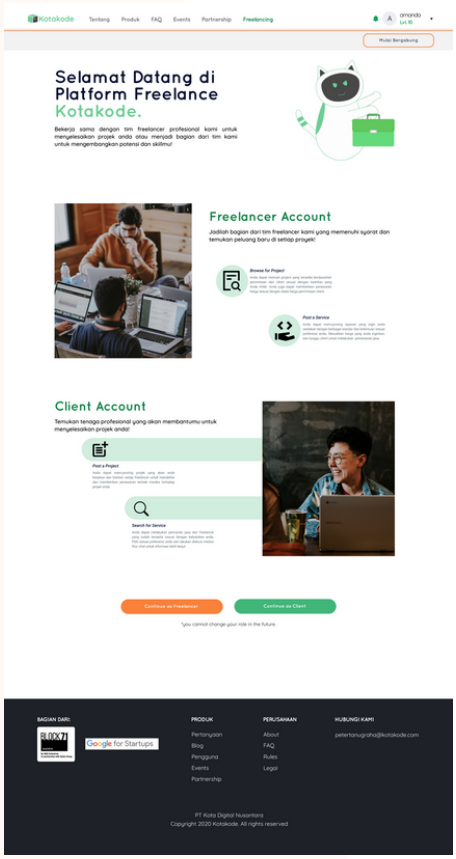
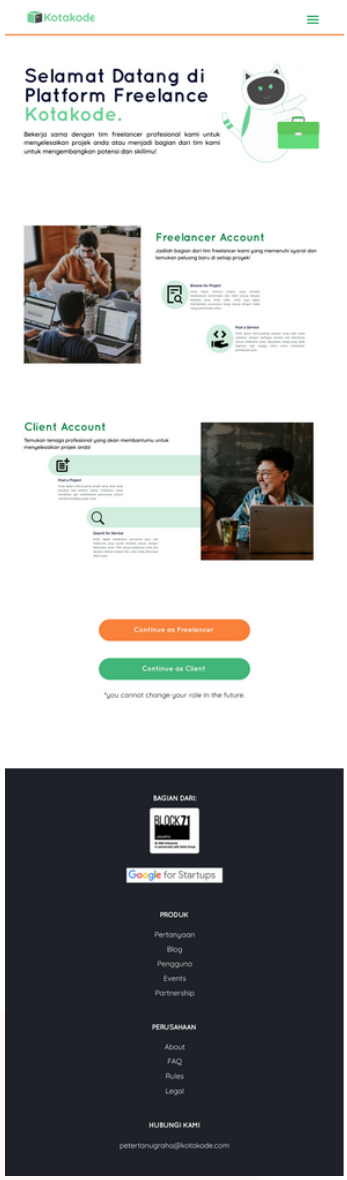
V. UI Design

Next, we will display the main pages of our UI design. Due to the limitations of many pages and file sizes, we will show UI designs on the main menus, in addition, we kindly ask the judges to click on the link that contains the prototype of the entire website design that we have created.

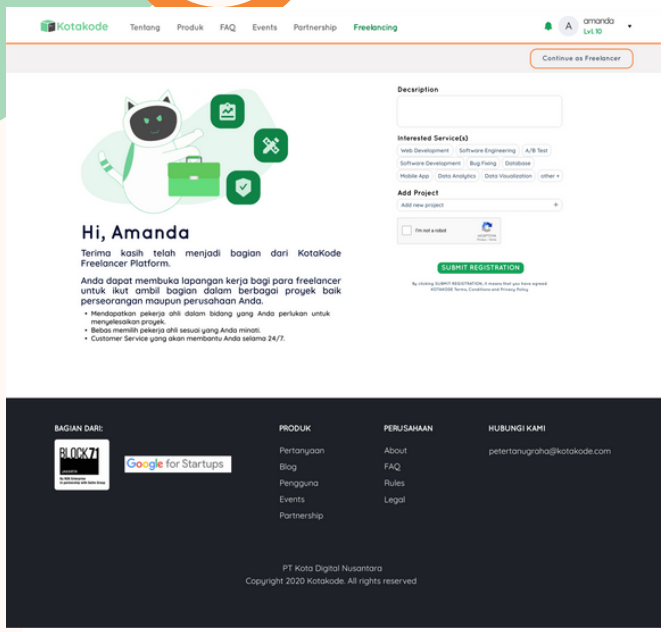
Click this link to see the whole prototype of the website.

use the option menu to see by ***width-scale down to fit the width.***





Next to this is the **Landing Page** design (the initial page when the user clicks the freelancing menu) that we have created. There are three designs, each showing the website when opened on a laptop, tablet, and mobile phone. These three designs were made to show the mobile-friendly features of this website.

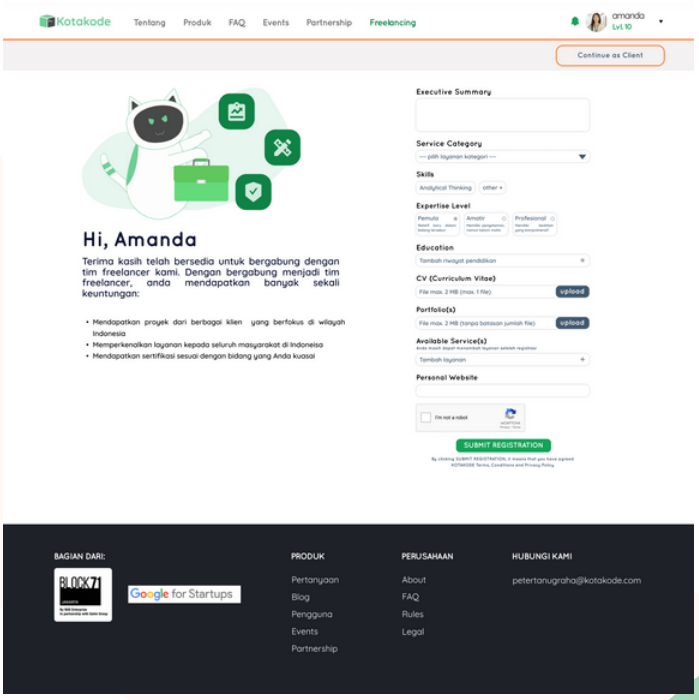


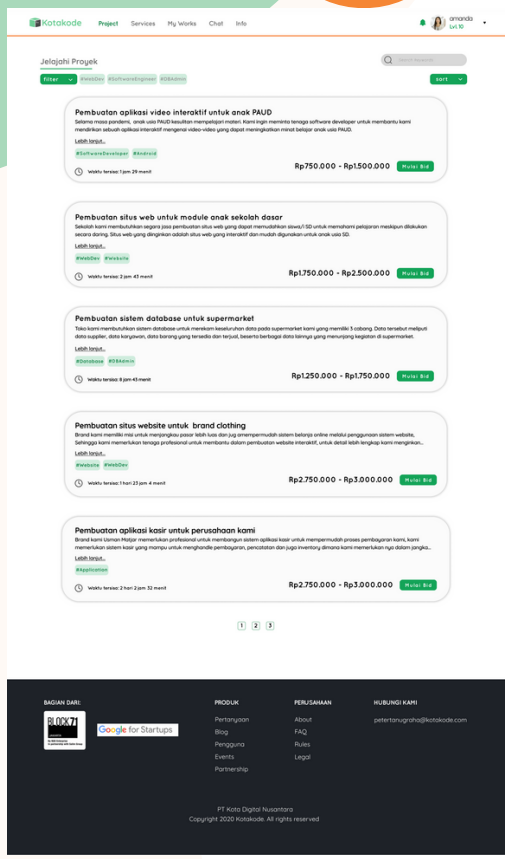
Freelancer Registration Page

In this page, freelancer fills in data about their professional info(s) and services they would like to provide. They also can attach personal website as additional information.

Client Registration Page

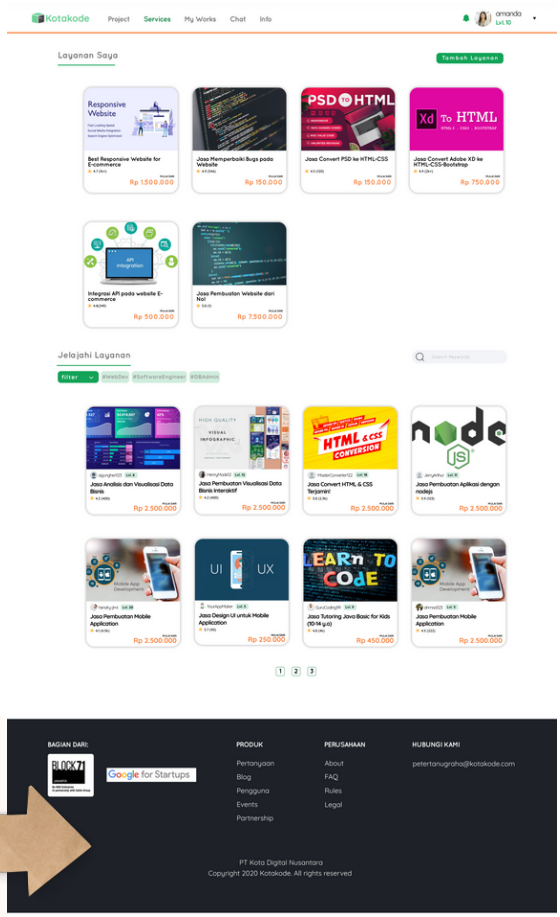
In this page client fills in data about their business description and service that they are currently interested in. They also can directly add new project if they already had it.





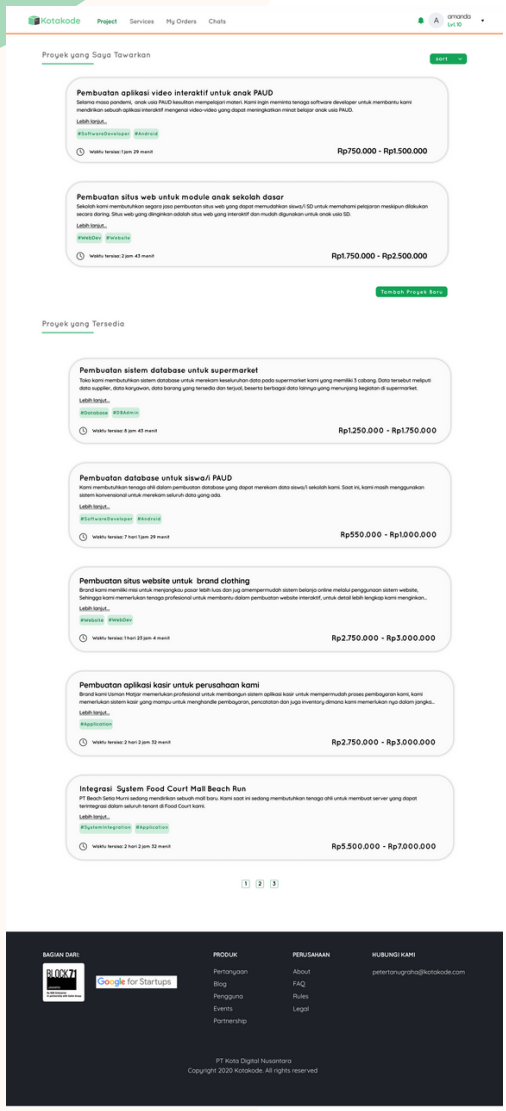
Projects Page (for Freelancer)

In this page, freelancer can browse all the available projects for them to participate by using a bidding system. They can use the filter feature to find projects according to their preferences.



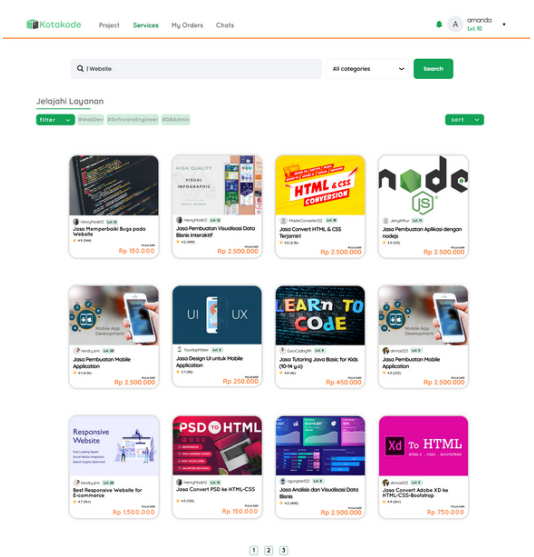
Services Page (for Freelancer)

In this page, freelance able to showcase their services, add new service, and also view other freelancer services. By looking at other freelancers' services, each freelancer could compete competitively



Projects Page (for Client)

In this page, client can see their current project and also add new projects. On the other hand, they also can observe all projects posted by other clients.

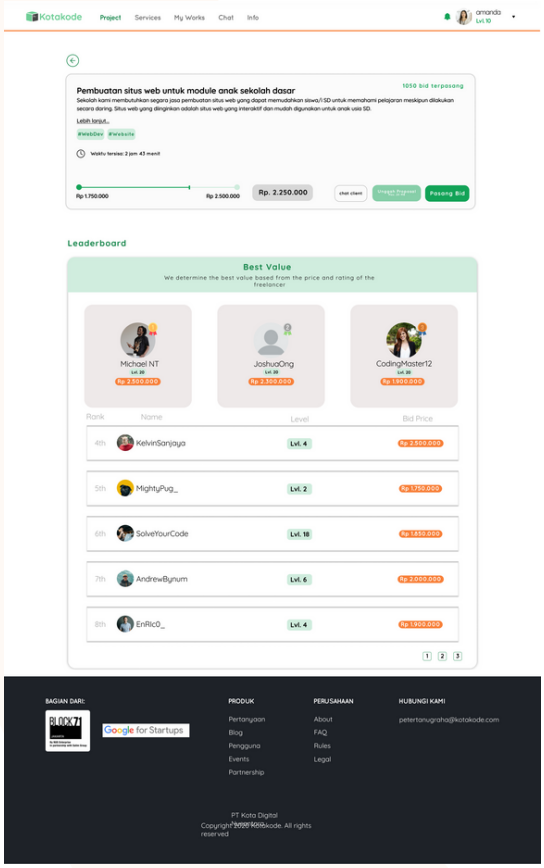


Services Page (for Client)

Client can freely browse any services provided by freelancers. They can also use the filter to find the services that suit their needs. When the client find the right service, they can directly click on the services, choose the package plan, and order the service.

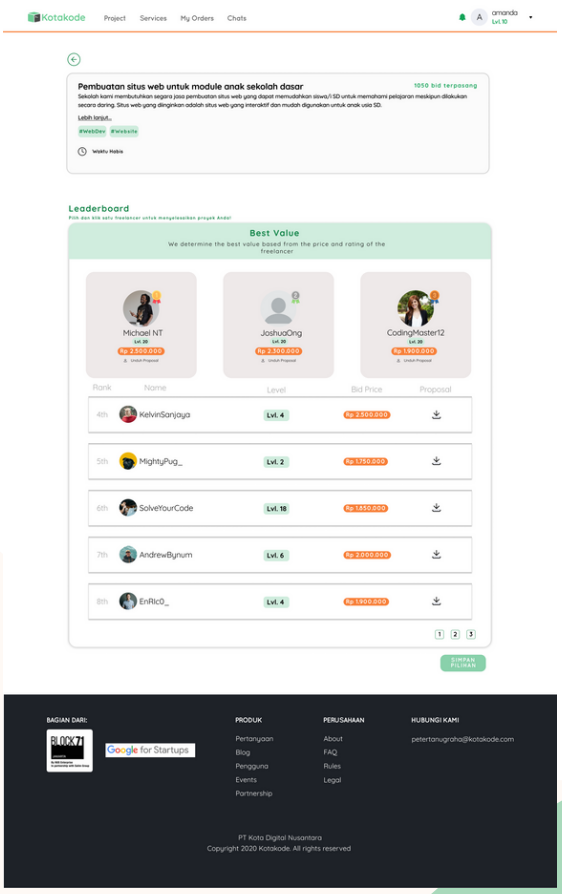
Bidding Regulations

Clients are able to post projects where freelancers could participate in the bidding, a freelancer could participate by bidding their price and submit their proposal. In the end, the client must choose one of the freelancers that best suits their preferences. Our system will help clients to choose the freelancer by adding a leaderboard where freelancers who participate will be ranked based on best value using AI technology to determine from the price offered, experiences on similar projects, and the rating of the freelancer. However, the final decision to choose the freelancer is entirely up to the clients.



Bidding Page (for Freelancer)

In this page, freelancer able to check the detail of the project, and participate in the bidding by submitting proposal and also the bidding price. freelancer could also see the current leaderboard.

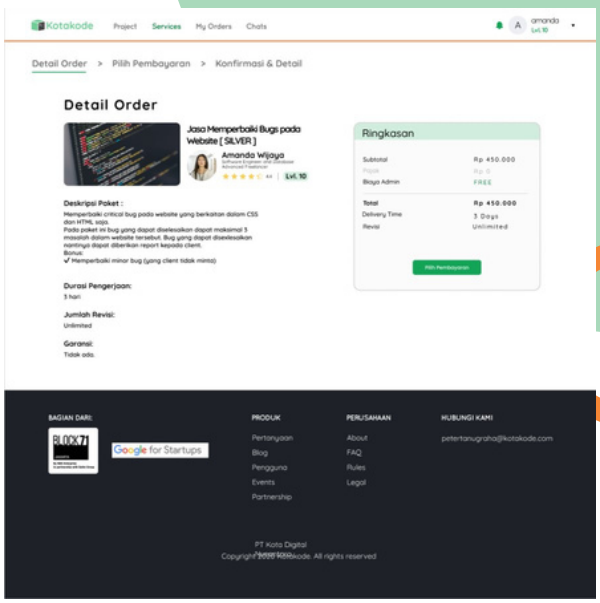


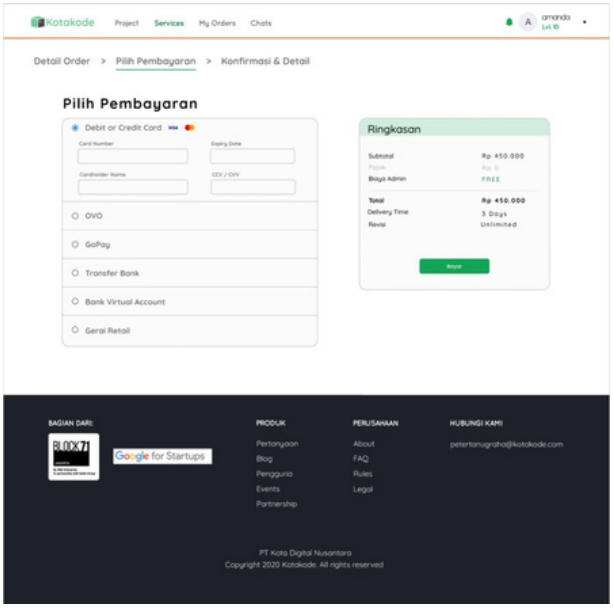
Bidding Page (for Client)

In this page, client able to check their project bidding result, check the leaderboard and eventually choose one freelancer to win the bid once the bidding process time is finished.

Detail Order Page

In this page, client will be able to double check the detailed information of the service they will purchase, which conclude the package plan, price, detailed feature, and also the description. After the client agree with the information, they could continue the payment process.



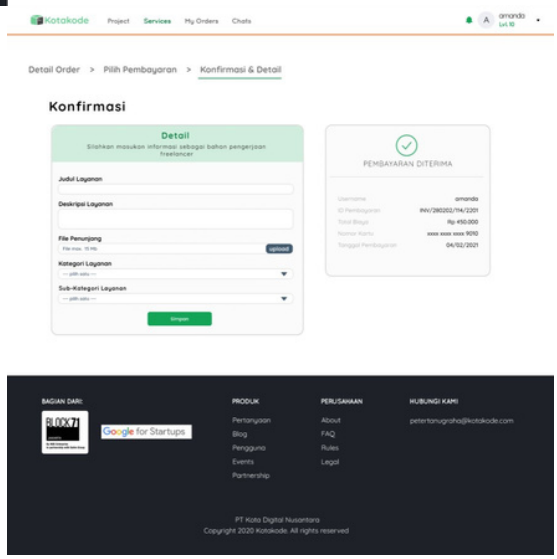


Payment Option Page

The client has the flexibility to choose what method they will use to pay for the transaction. As a basic rule, all payments will be held by Kotakode and will be given to the freelancer upon completion of the transaction. The transaction is done if the freelancer has submitted the service and the client has confirmed or passed the confirmation time limit.

Confirmation and Detail Page

Client will be able to check the payment confirmation receipt and also fills in the detail for the service, such as title of the service and detailed information. They also can upload files or any source for the freelancer to work on.



D. Summary

Based on the explanation of the problems above, we realized that the increasing number of freelancers must also be followed by a platform that can accommodate and take this opportunity. Therefore, we plan to create a freelancing platform on the Kotakode website, which is a tech-focused website, to develop the skills of tech-related freelancers and provide jobs for them.

We proposed a solution which is to make a new menu on the Kotakode website which is the "**Freelancing**" menu, where Kotakode users could use the menu and become Freelancer or Client. The registration itself will be so simple since the data is already integrated with the Kotakode website. Whereas as a freelancer, the user could post their services on the website, and also participate in projects by using the interactive bidding system. As a Client, the user could browse freelancer services and use their services with terms and agreements mentioned, and create some projects bidding, where the freelancer can bid their price and submit their proposal for the project. Later on, the client could choose their preferred freelancer based on the bid that they have submitted.

We believe that there are still many things that can be enhanced furthermore from this proposal. Therefore, we humbly welcome any input and suggestions from the judges. Thank you for the time.

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