

LAPORAN TUGAS PROJEK

DESAIN UI/UX



Mata Kuliah : Desain UI/UX

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Penjelasan Kasus

Seorang pemuda kerap kali tertimpa musibah dikala ia sedang melakukan perjalanan. Entah itu kebocoran ban, ada kerusakan pada mesin, atau yang lainnya. Hal tersebut sangat membuat kesusahan dan repot, belum lagi jika tidak menemukan tempat untuk mengatasi permasalahan yang dialami. Kemudian pemuda ini berinovasi untuk membuat sesuatu yang dapat membantunya, serta orang lain yang mengalami hal serupa. Datanglah ia kepada temannya yang merupakan seorang developer dan menyampaikan inovasinya tersebut.

Fitur – fitur yang ingin dia inginkan adalah :

1. User dapat memesan pelayanan untuk memperbaiki kendaraannya.
2. User dapat mengetahui informasi tentang tempat yang akan dituju.
3. User dapat memesan antrian melalui aplikasi.
4. Aplikasi menawarkan promo terhadap penggunaanya.

User Persona

- Owner Aspal Mulus Company (StartUp)



The image shows a user persona card for Kokoh Suhandyo, an Indonesian entrepreneur. On the left is a photograph of a man with dark hair, wearing a white button-down shirt and dark trousers, with his hands on his hips. To the right of the photo is a white card with black text. The card contains the following information:

- KOKOH SUHANDYO**
OWNER OF ASPAL MULUS COMPANY
- Quote:** "Don't tell anyone, but I'm a ninja."
- Demographics:**
 - AGE : 37
 - LOCATION : Tangerang
 - STATUS : Married
- Description:** Kokoh Suhandoyo is an Indonesian entrepreneur. He is the founder of Aspal Mulus, an Indonesian technology company with a leading transportation business.
- GOALS:**
 - Grow his company to be bigger.
 - Increase company profit.
 - Improving business quality.
- FRUSTATION:**
 - Hiring somebody and didn't realize he had a criminal record.
 - Firing a best employees.
 - Dealing with difficult clients.

- Software Designer



ELIZA NASUTION
SOFTWARE DEVELOPER

“ Even the Joker is jealous of my smile.”

AGE : 23
LOCATION : Bekasi
STATUS : Single

Eliza Nasution is a senior business analyst at Aspal Mulus. Previously, she had held the position of system analyst in banking, and as a PHP developer.


GOALS

- Better time management.
- Good problem-solving and analytical skills.

FRUSTATION

- The current software we operate in is outdated
- Keeps working at home after leaving office.

- Owner Tambal Ban



YUNEDY
OWNER OF NAMBAL BANG

“ Happiness is a new car.”

AGE : 41
LOCATION : Demak
STATUS : Married

Yunedy is an owner of 'Nambal Bang'. He has difficulty getting customer because of his non-strategic location.

GOALS

- Increase the total income of Nambal Bang.
- Grow his business to be bigger

FRUSTATION

- Losing the best employees
- Overpaying for equipment and tools

- Owner Bengkel



OMARRUDIN
OWNER OF LANCAR BANTER GARAGE

“ Too busy to be upset.

AGE : 39
LOCATION : Surabaya
STATUS : -

Omarrudin is a mechanic and the owner of Lancar Banter Garage. He is very proud the success of Lancar Banter Garage.

GOALS

- Sustainable growth.
- Reaching the right customers.
- Improve the quality of his business.

FRUSTATION

- Not be able to keep existing customers.
- Customer complaints are up.

- Owner Carwash



BAMBANG XUXILO
OWNER OF XUXIBERXIH CARWASH

“ I'm on energy-saving mode.

AGE : 36
LOCATION : Semarang
STATUS : Married

He's an owner of a pretty big car wash in Semarang. Even though his car wash business is already quite famous, he still wants to expand his business.


GOALS

- Grow his business to be bigger
- Maintaining a productive and positive employee environment improves retention.

FRUSTATION

- Employee morale is low.
- Having quality issues
-

- Pegawai Tambal Ban



CARLINE
EMPLOYEES OF NAMBAL BANG

“ A pleasure to stalk you. ”

AGE : 20
LOCATION : Demak
STATUS : Single

Carline was born on January 11, 2002 in Demak. She had to work to support her family's needs. She is a hard worker.


GOALS

- Not have to worry about her finances.
- Strong interpersonal and client service skills.
- Help many people.

FRUSTATION

- Too much work.
- Disappointing customers

- Pegawai Bengkel



VURREL AMARTYO
EMPLOYEES OF LANCAR BANTER GARAGE

“ All I need is coffee and money. ”

AGE : 28
LOCATION : Kediri
STATUS : Married

Vurrel is a graduate of Automotive Engineering at SMK Karangpanas. He is one of the best employees in Lancar Banter Garage

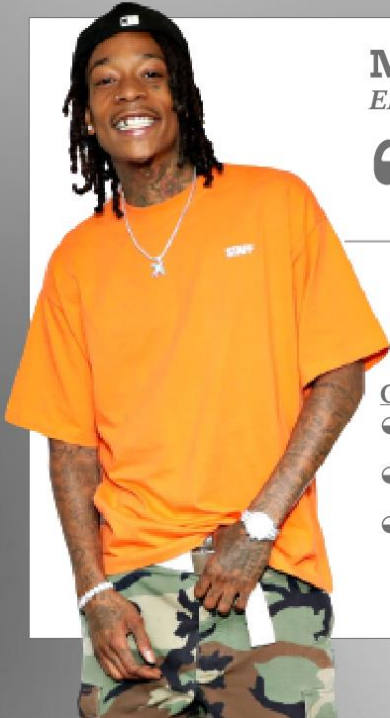
GOALS

- Fully functional in the workplace.
- Work faster and better.
- Useful for his family.

FRUSTATION

- Missing client deadlines.
- Not being able to pay his bills.

- Pegawai Carwash



MAMAD DASUNAD
EMPLOYEES OF XUXIBERXIH CARWASH

“Someone stole my motivation.”

AGE : 21
LOCATION : Surabaya
STATUS : -

Hi I am Mamad Dasunad. I began work at a young age at Mcdonalds as a office boy 2015 from then I have moved up in jobs making more money.

GOALS

- Improve his performance
- Ability to work long shifts.
- Be more productive.

FRUSTATION

- Tired of long shifts.

- User



PARK KAR MIN
DRIVER (CUSTOMER)

“Wait. How did I get here?”

AGE : 24
LOCATION : Semarang
STATUS : Married

Hardworking driver with expertise providing excellent transportation services. Engaging and pleasant personality with safe and accident-free driving record.


GOALS

- Find the nearest tire repairs quickly
- There is something that can help his work.
- Driving safely.

FRUSTATION

- Difficulty finding the nearest tire repairs.
- Lost a lot of time to wash the car.

- User



SITTY SUHARTY

CO-FOUNDER OF C&T (CUSTOMER)

“ Sassy, classy with a touch of badassy **”**

AGE : 24
LOCATION : Solo
STATUS : Single

Sitty is co-founder of C&T a clothing retail company. She works full-time and sometimes has trouble with her car when she is on the way.

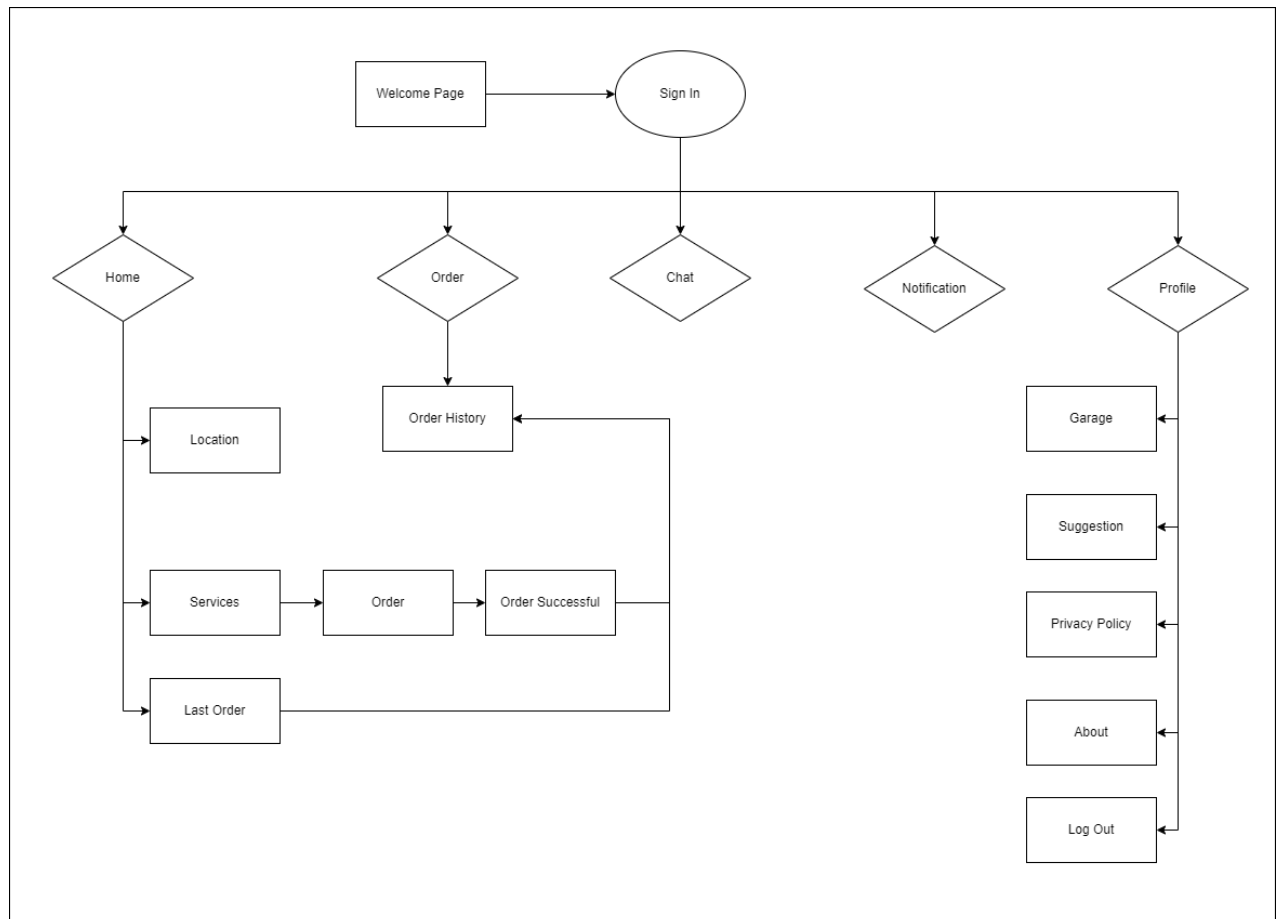
GOALS

- Can find a solution to her problem.
- Better time management.

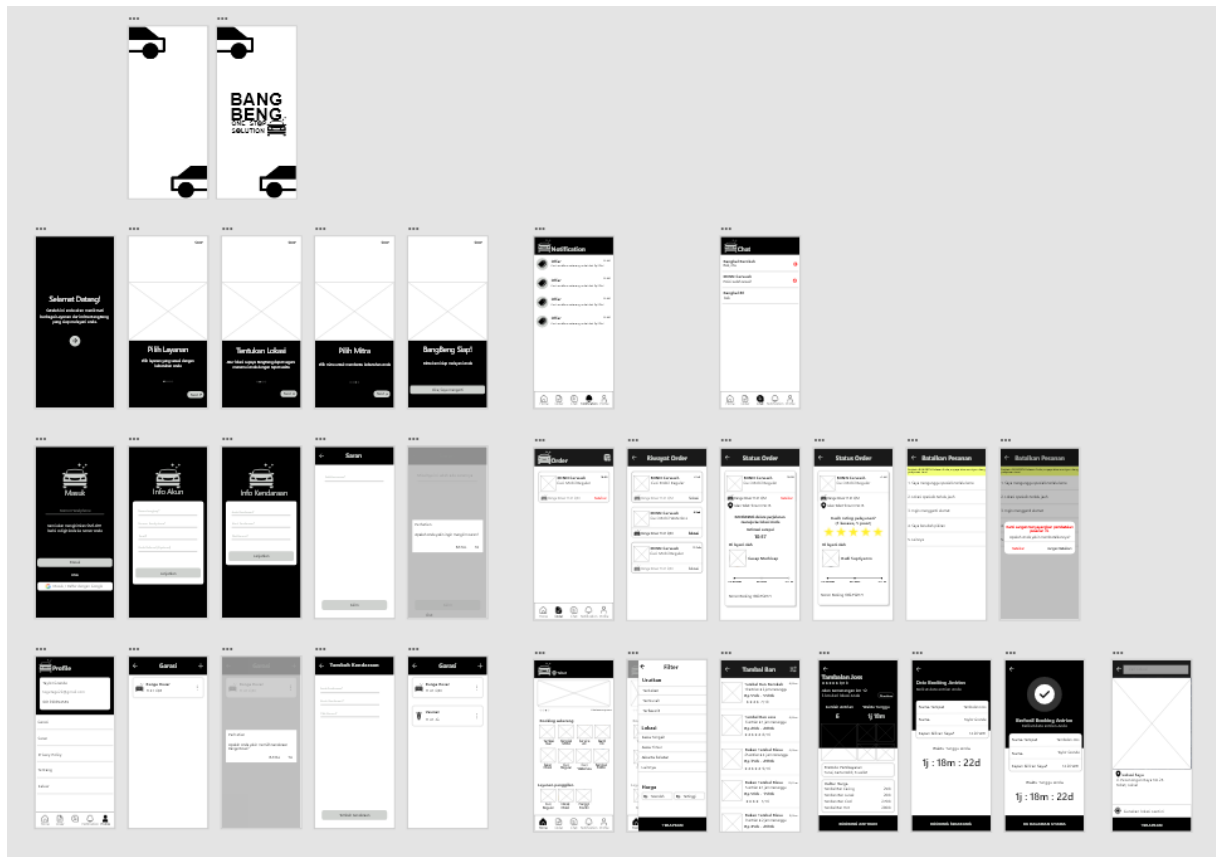
FRUSTATION

- Spend way too much time in meetings.
- Works full time so doesn't have much time.
- Difficulty finding the nearest tire repairs.

Information Architecture



Wireframe



Prototype

