

UI/UX DESIGN DIGITAL MARKETING PUBLIC RELATION

fidelia's ui/ux portfolio

Hello!

MY NAME IS FIDELA TERTIA ALFINO



Education

UNIVERSITAS SRIWIJAYA

Information System
GPA : 4.00

2023 - PRESENT

SMA PLUS NEGERI 17 PALEMBANG

Math and Science Program
Final Score : 88.79

Experience

● TECHNOLOGY-BASED ENTREPRENEURSHIP PROJECT PRESENT

- Designed a website UI for an online shop to enhance user engagement.
- Developed a "try-on" filter feature to improve user experience and decision-making during online shopping.
- Applied design thinking methodologies to address user needs effectively.
- Collaborated with a multidisciplinary team to ensure seamless implementation of design solutions.

Organization

HIMPUNAN MAHASISWA JURUSAN SISTEM INFORMASI

Public Relation Staff Division

MEDIA SISTEM INFORMASI (MEDIASI)

Digital Branding Staff Division

Tool Skills



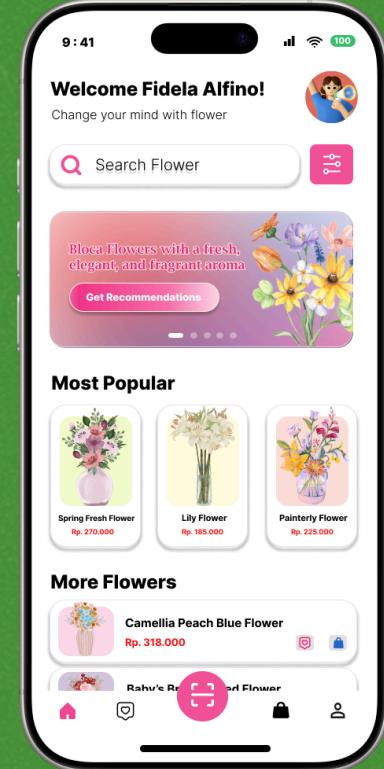
Hard Skills



Soft Skills

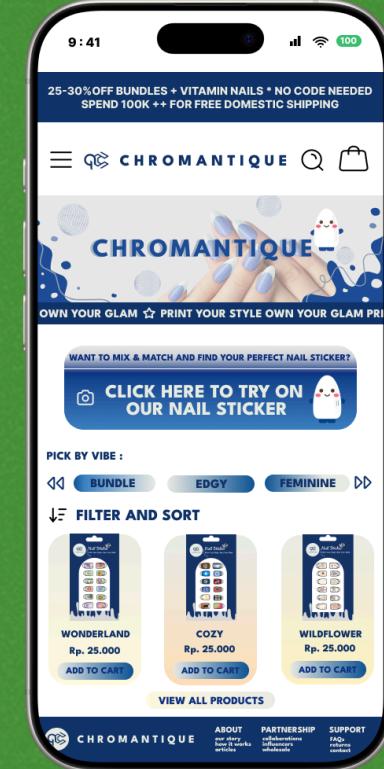


My Project



UI/UX MOBILE DESIGN

Creating intuitive and visually appealing interfaces for mobile applications to enhance user experience and engagement



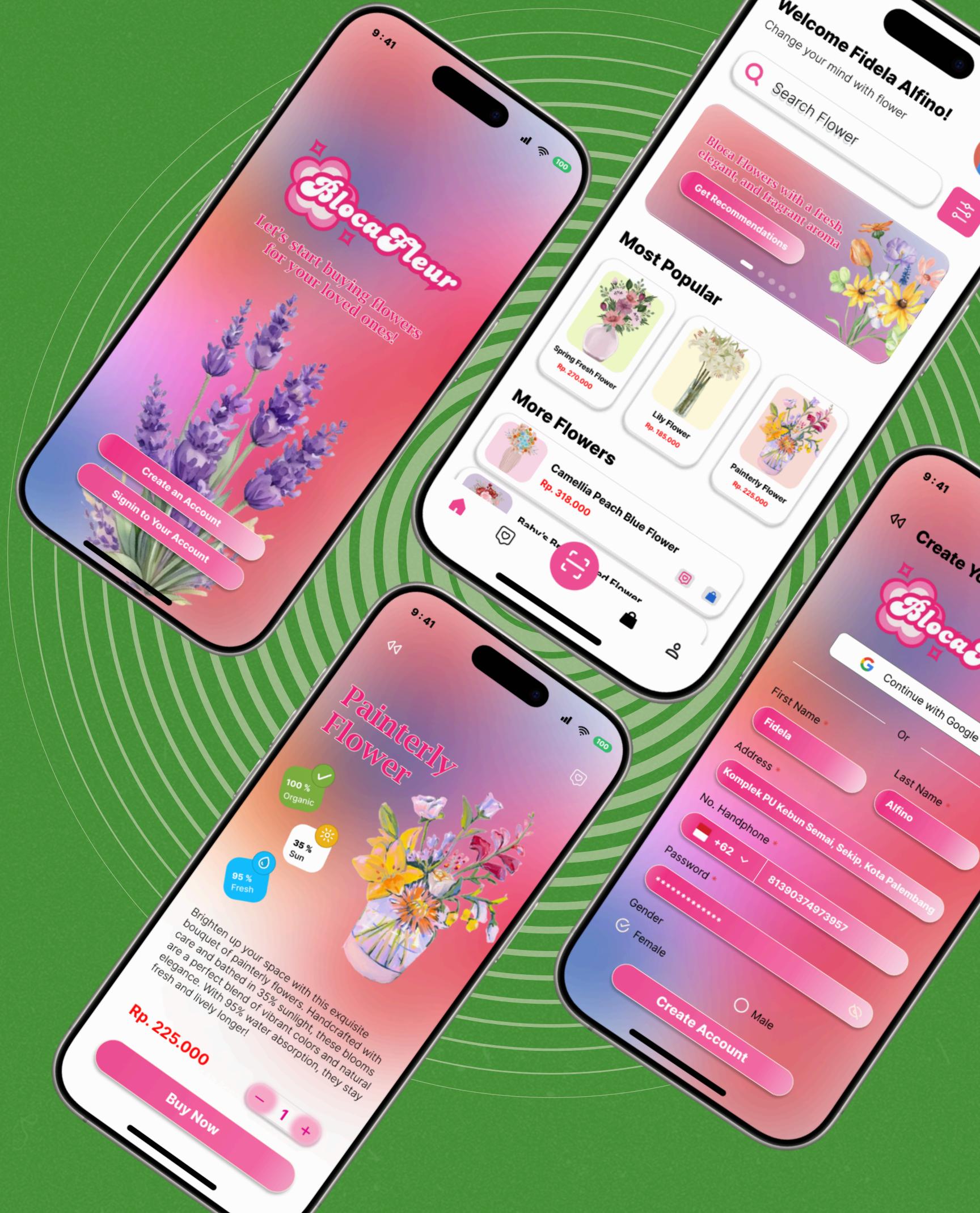
UI/UX WEBSITE DESIGN

Designed a website UI and a "try-on" filter feature for an online shop, enhancing user engagement and experience. Applied design thinking to address user needs effectively and collaborated with a multidisciplinary team to ensure seamless implementation of design solutions.

PERSONAL PROJECT

BlocaFleur Flower Shop

BlocaFleur is a modern mobile application that redefines flower shopping with a seamless and visually appealing experience. Designed with a sleek pink-themed interface, the app allows users to browse curated flower arrangements, learn detailed information about each bouquet, and enjoy fast same-day delivery exclusively handled by Bloca Delivery within Palembang. Tailored for urban individuals seeking convenience, BlocaFleur addresses users' goals of finding the perfect flowers quickly while overcoming frustrations like limited delivery options and ensuring prompt, reliable service. By combining user-centric design with vibrant aesthetics, the app inspires and motivates users to make their special moments unforgettable.



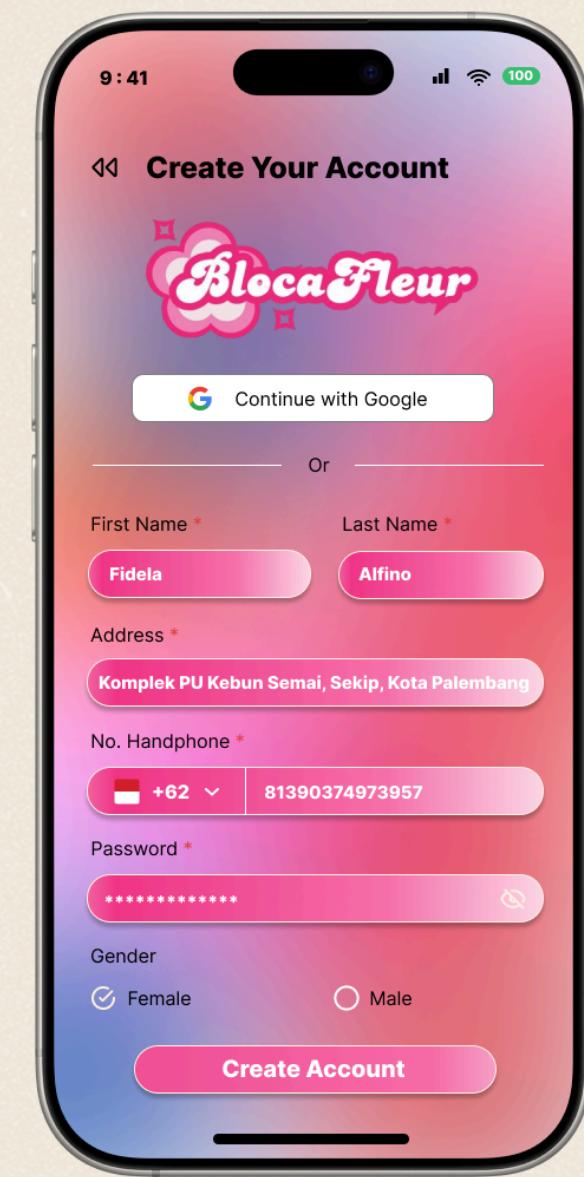


Welcome Screen

THE WELCOME SCREEN FEATURES OUR ELEGANT LOGO, REFLECTING THE BEAUTY AND CHARM OF OUR PLATFORM. BELOW THE LOGO, YOU'LL FIND TWO CLEAR OPTIONS:

1. CREATE AN ACCOUNT - FOR NEW USERS READY TO EXPLORE BLOCAFLEUR.
2. SIGN IN TO YOUR ACCOUNT - FOR RETURNING USERS TO QUICKLY ACCESS THEIR PERSONALIZED EXPERIENCE.

THIS SIMPLE AND MODERN LAYOUT ENSURES AN INTUITIVE START TO YOUR JOURNEY WITH BLOCAFLEUR.

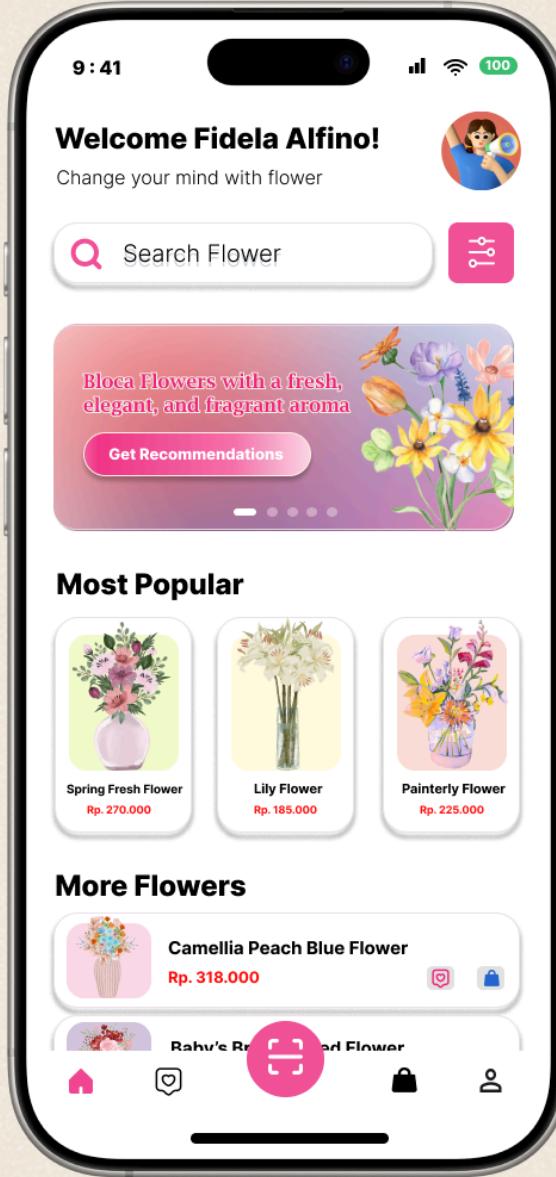


Create Your Account

ON THE CREATE YOUR ACCOUNT SCREEN, USERS CAN CHOOSE BETWEEN TWO REGISTRATION OPTIONS:

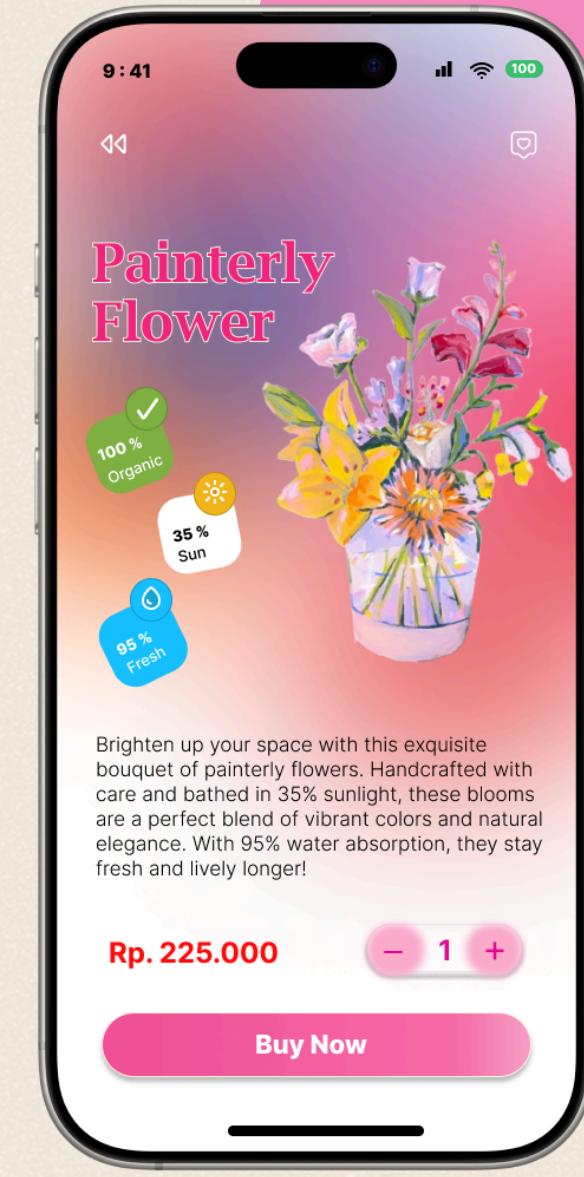
1. SIGN UP WITH GOOGLE - A QUICK AND SEAMLESS WAY TO CREATE AN ACCOUNT.
2. SIGN UP MANUALLY - FOR USERS WHO PREFER ENTERING THEIR DETAILS DIRECTLY.

FOR MANUAL REGISTRATION, USERS ARE PROMPTED TO FILL IN THEIR NAME, ADDRESS, PHONE NUMBER, GENDER, AND PASSWORD TO COMPLETE THE ACCOUNT CREATION PROCESS. THE SCREEN IS DESIGNED TO BE USER-FRIENDLY, ENSURING A SMOOTH START TO YOUR BLOCAFLEUR EXPERIENCE.



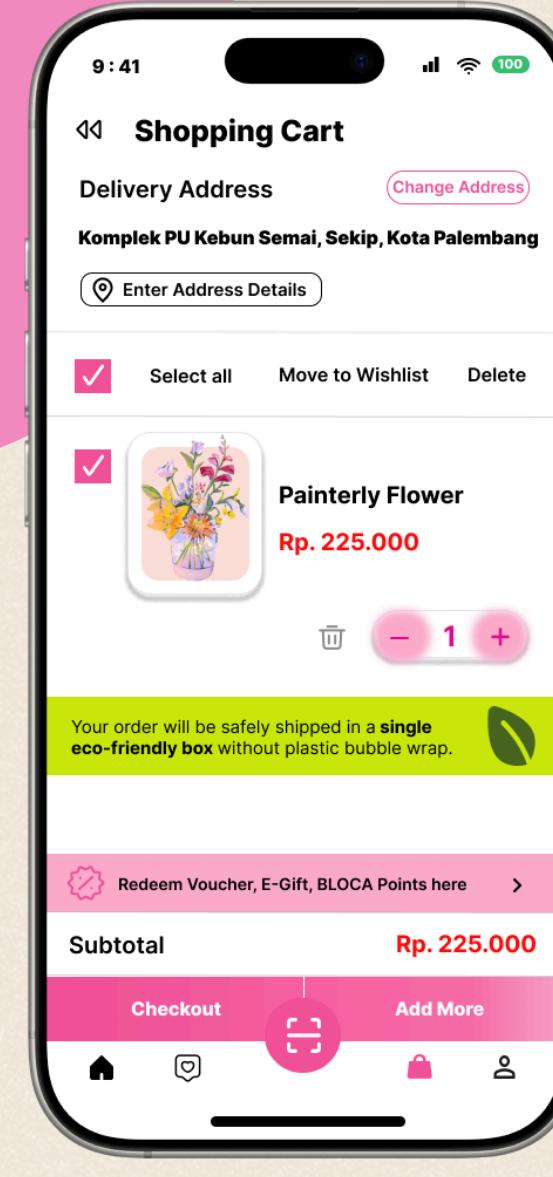
Home Screen

AFTER CREATING AN ACCOUNT, USERS LAND ON THE HOME SCREEN THE HEART OF THE BLOCAFLEUR EXPERIENCE. THEY CAN SEARCH FOR FLOWERS OR BROWSE CURATED SECTIONS LIKE MOST POPULAR. EACH FLOWER IS DISPLAYED WITH ITS NAME AND PRICE, ENSURING A SMOOTH AND ENJOYABLE SHOPPING EXPERIENCE.



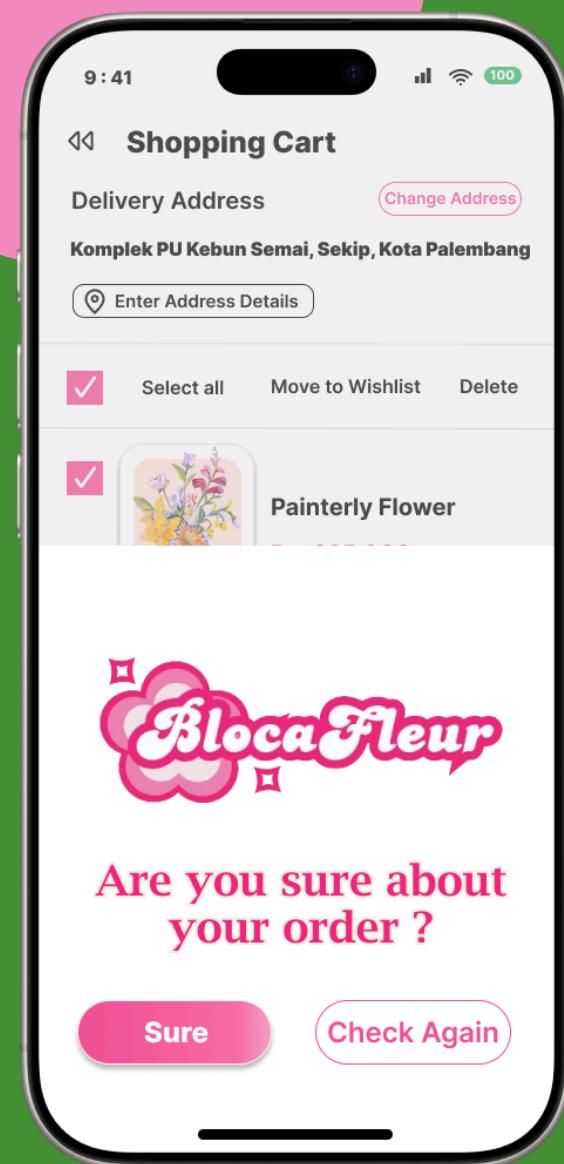
Floral Details

WHEN YOU CLICK ON A FLOWER, YOU'LL BE TAKEN TO ITS DETAIL PAGE, SHOWCASING A FULL DESCRIPTION AND BEAUTIFUL IMAGERY OF THE FLOWER. HERE, YOU CAN LEARN MORE ABOUT ITS FEATURES AND QUALITIES. IF YOU WISH TO PURCHASE, SIMPLY CLICK THE "BUY NOW" BUTTON FOR A FAST CHECKOUT. YOU CAN ALSO ADD THE FLOWER TO YOUR FAVORITES BY CLICKING THE "LIKE" BUTTON TO SAVE IT FOR LATER.



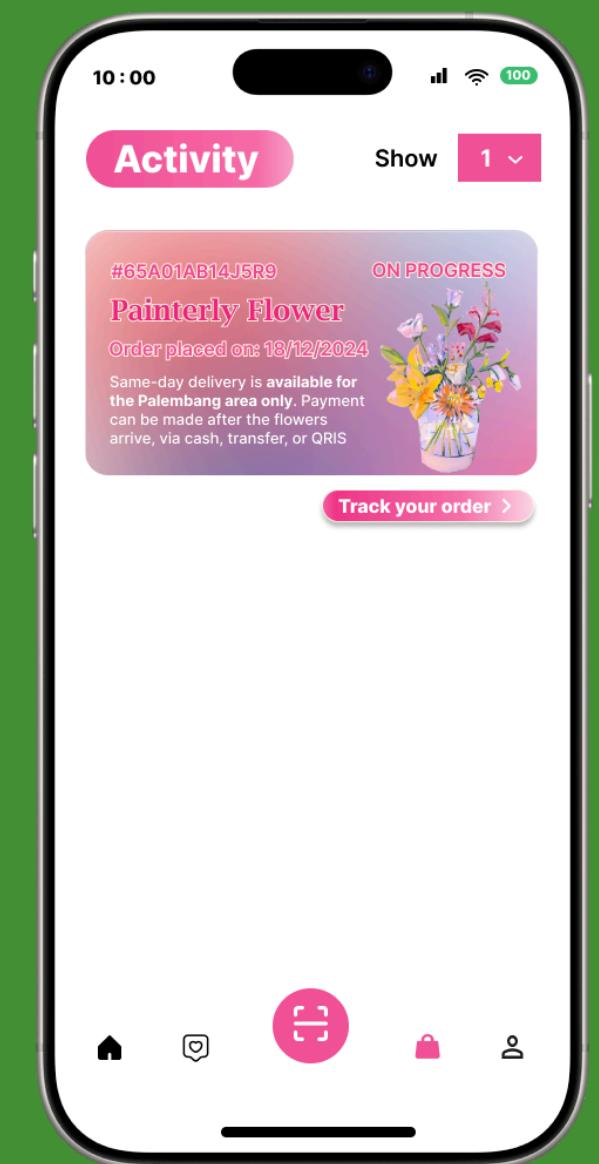
Shopping Cart

AFTER CLICKING "BUY NOW", YOU'LL BE DIRECTED TO THE SHOPPING CART SCREEN, WHERE YOUR SAVED ADDRESS IS AUTOMATICALLY DISPLAYED. YOU CAN UPDATE YOUR ADDRESS IF NEEDED. HERE, YOU CAN REVIEW THE FLOWERS IN YOUR CART, REMOVE OR UNCHECK ANY ITEMS THAT NO LONGER SUIT YOUR PREFERENCES. ONCE YOU'RE READY, THE SUBTOTAL WILL BE SHOWN, AND YOU CAN CHOOSE TO EITHER CHECKOUT OR ADD MORE TO CONTINUE SHOPPING AND EXPLORE MORE FLOWERS.



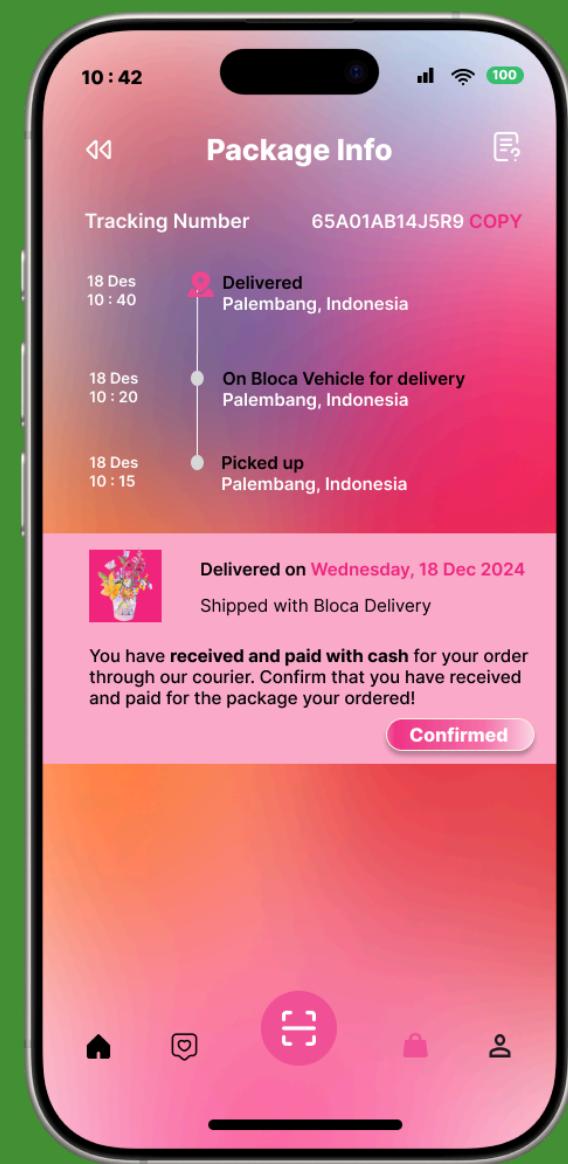
Checkout Confirmation

UPON CLICKING CHECKOUT, A CHECKOUT CONFIRMATION SCREEN WILL APPEAR, ASKING IF YOU'RE SURE ABOUT YOUR ORDER. YOU'LL HAVE TWO OPTIONS: "SURE" TO PROCEED WITH THE PURCHASE, OR "CHECK AGAIN" TO REVIEW YOUR ORDER ONE LAST TIME BEFORE FINALIZING.



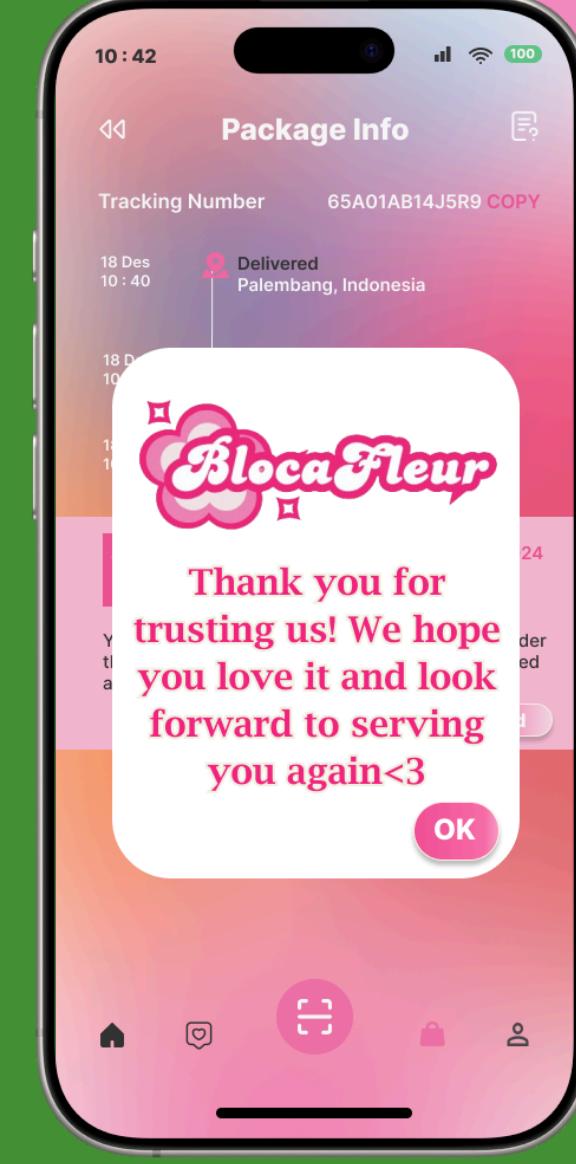
Activity Screen

AFTER CONFIRMING YOUR ORDER, YOU'LL BE TAKEN TO THE ACTIVITY SCREEN, WHERE YOU CAN VIEW YOUR ORDER DETAILS, INCLUDING THE ORDER DATE, ORDER NUMBER, AND STATUS. YOU CAN ALSO CLICK "TRACK YOUR ORDER" TO FOLLOW THE DELIVERY PROGRESS IN REAL TIME.



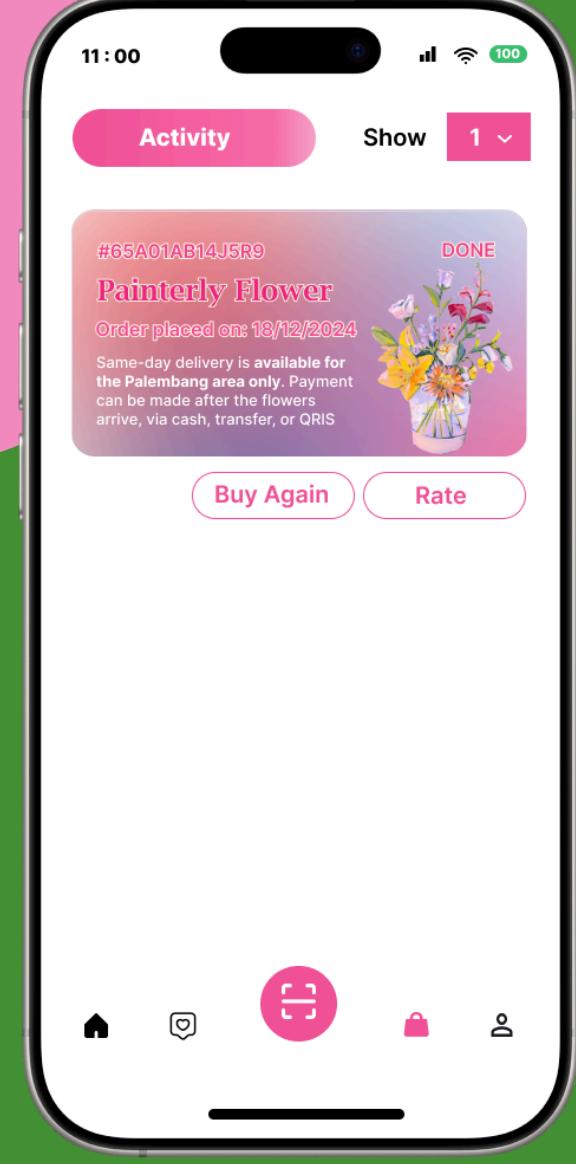
Package Info

YOU'LL BE DIRECTED TO THE PACKAGE INFO SCREEN, WHERE YOU CAN SEE YOUR ORDER NUMBER, STATUS, AND REAL-TIME DELIVERY UPDATES. ONCE YOUR ORDER ARRIVES, A NOTIFICATION WILL CONFIRM DELIVERY, ALONG WITH AN IMAGE OF THE FLOWERS. AN AUTOMATED MESSAGE WILL CONFIRM THAT YOU'VE RECEIVED AND PAID FOR THE ORDER VIA BLOCA DELIVERY. FINALLY, YOU CAN CLICK "CONFIRMED" TO VERIFY THAT YOU'VE RECEIVED THE FLOWERS.



Thankyou Notification

AFTER CLICKING "CONFIRMED", A THANK YOU NOTIFICATION WILL POP UP, EXPRESSING BLOCAFLEUR'S GRATITUDE FOR YOUR TRUST AND SUPPORT. THE MESSAGE WILL ALSO CONVEY THE HOPE THAT YOU ENJOYED THE EXPERIENCE AND WILL ORDER AGAIN. YOU CAN THEN CLICK "OK" TO FINISH THE PROCESS.

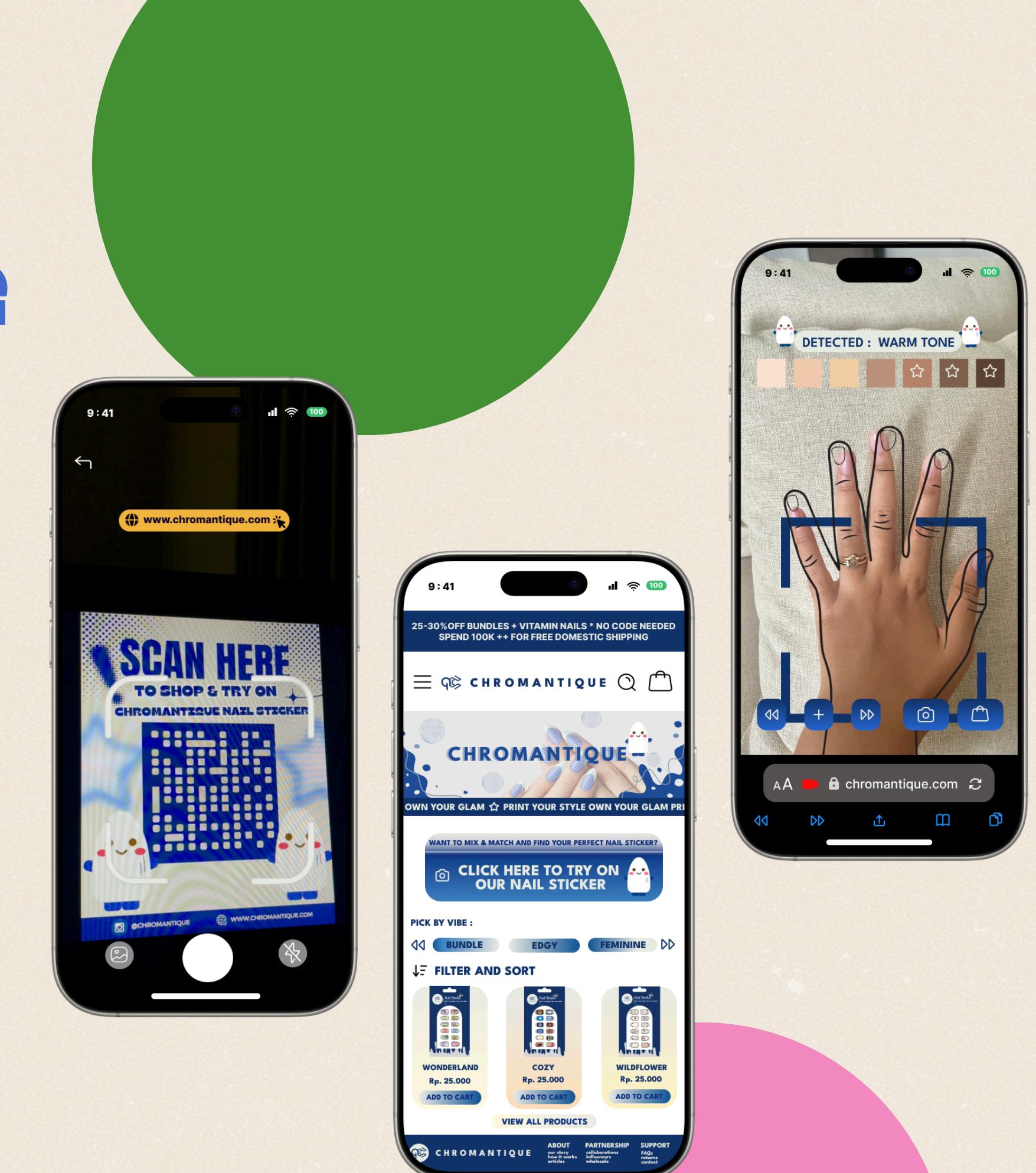


Activity Screen

AFTER CLICKING "OK", YOU'LL RETURN TO THE ACTIVITY SCREEN, WHERE YOUR ORDER STATUS WILL SHOW AS "DONE". YOU'LL HAVE TWO OPTIONS: "BUY AGAIN" TO BROWSE AND SHOP MORE, OR "RATE" TO LEAVE FEEDBACK.

Chromantique Website and Try On Filter

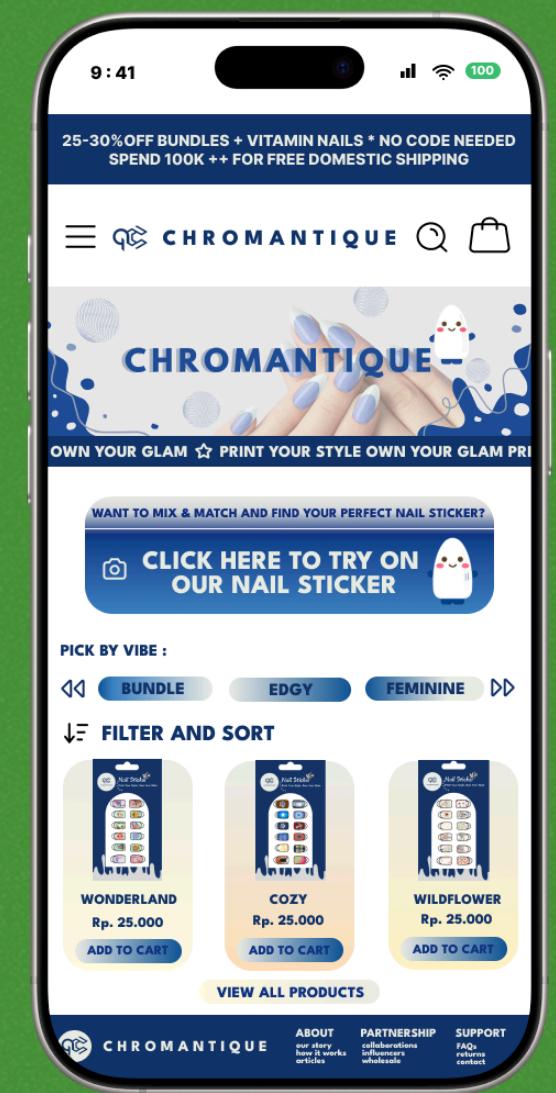
Chromantique is a sleek, user-friendly website that redefines shopping for nail stickers with its innovative features. Users can browse designs by style and vibe, while the Try-On Filter uses their phone camera to analyze skin tone and recommend matching colors. This allows users to preview stickers on their hands, making confident choices easy. Designed for individuals seeking personalization and convenience, Chromantique addresses goals like finding the perfect fit, motivations for effortless style, and frustrations with guesswork. With seamless navigation and direct checkout integration, the website ensures a smooth and enjoyable shopping experience.





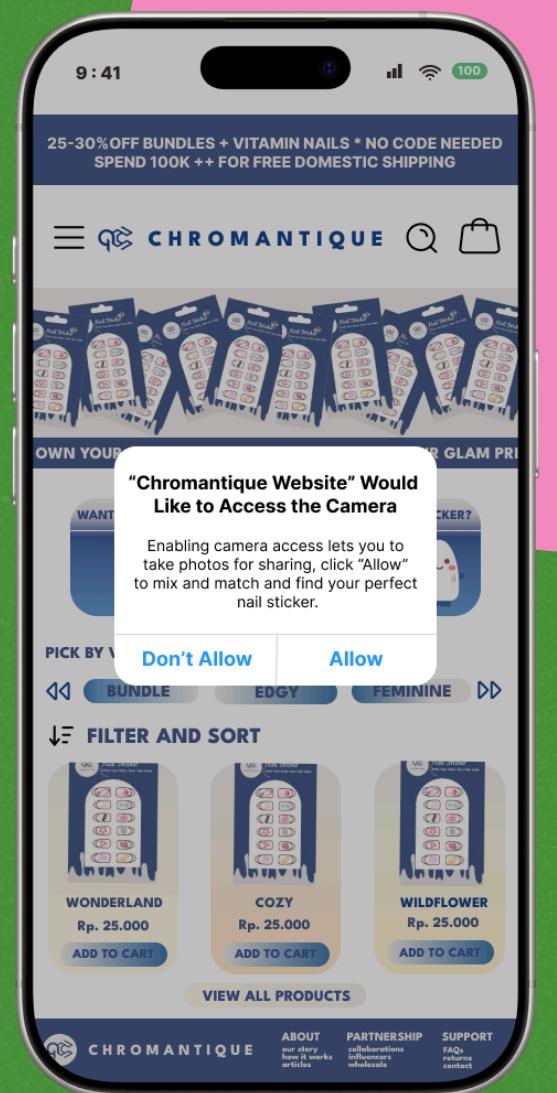
Scan the Barcode

USERS SCAN A BARCODE TO ACCESS THE CHROMANTIQUE HOMEPAGE.



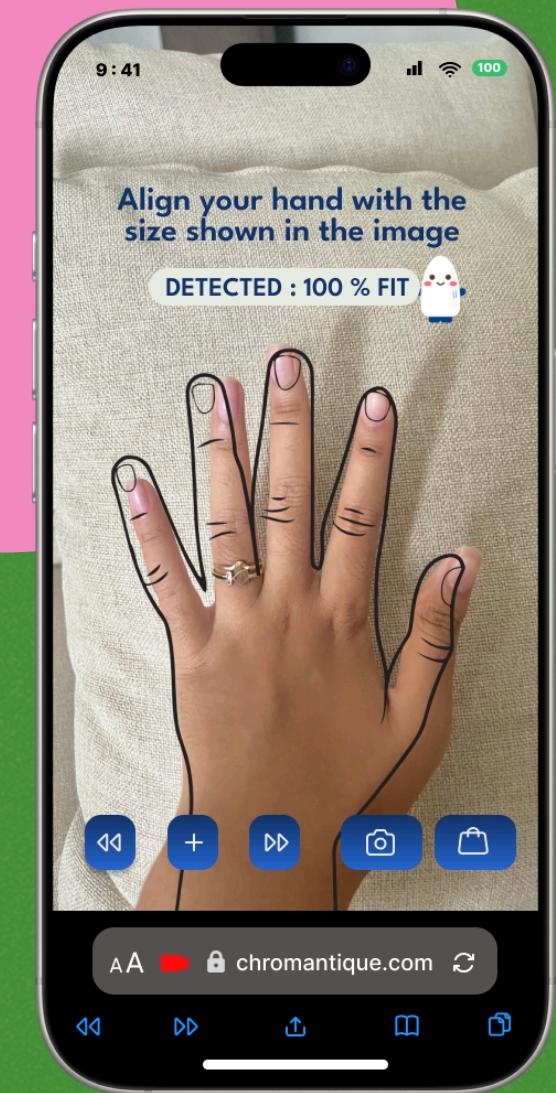
Chromantique Homepage

ON THE HOMEPAGE, USERS CAN BROWSE A VARIETY OF READY-TO-USE NAIL STICKERS OR EXPLORE CUSTOM OPTIONS. A DEDICATED BUTTON ALLOWS USERS TO TRY THE VIRTUAL NAIL STICKER TRY-ON FEATURE DIRECTLY FROM THE HOMEPAGE FOR AN INTERACTIVE EXPERIENCE.



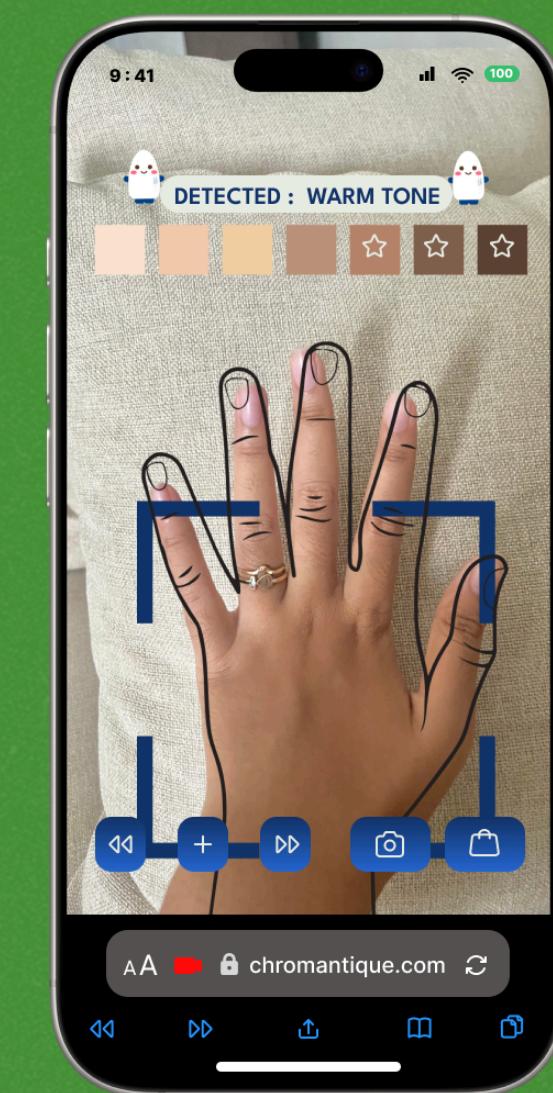
Camera Permission Notification

THE WEBSITE REQUESTS PERMISSION TO ACCESS THE USER'S CAMERA.



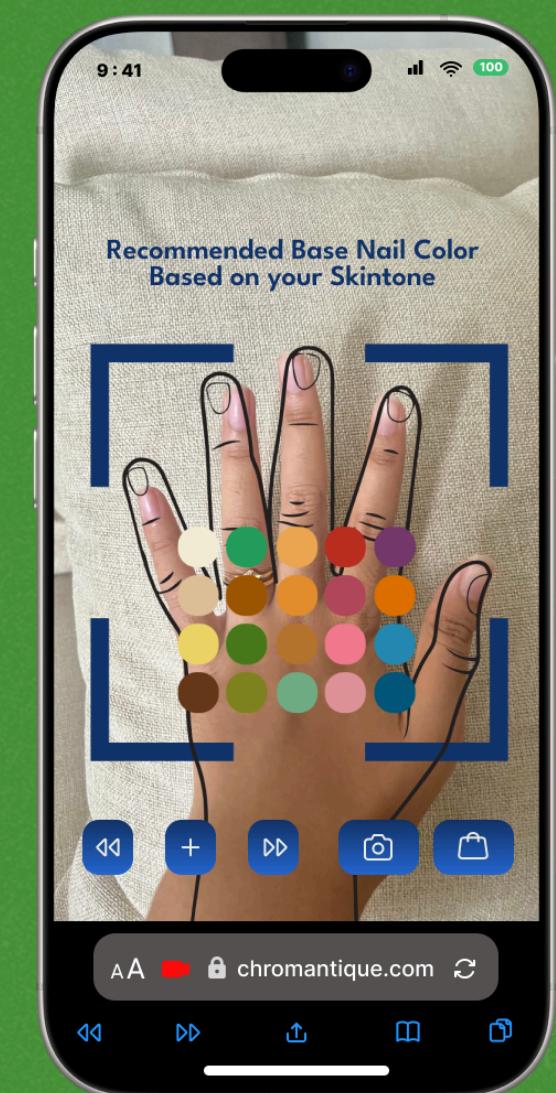
Adjust Hand Size with the On-Screen Pattern

USERS ALIGN THEIR HAND WITH THE PATTERN DISPLAYED ON THE SCREEN FOR SIZE MEASUREMENT.



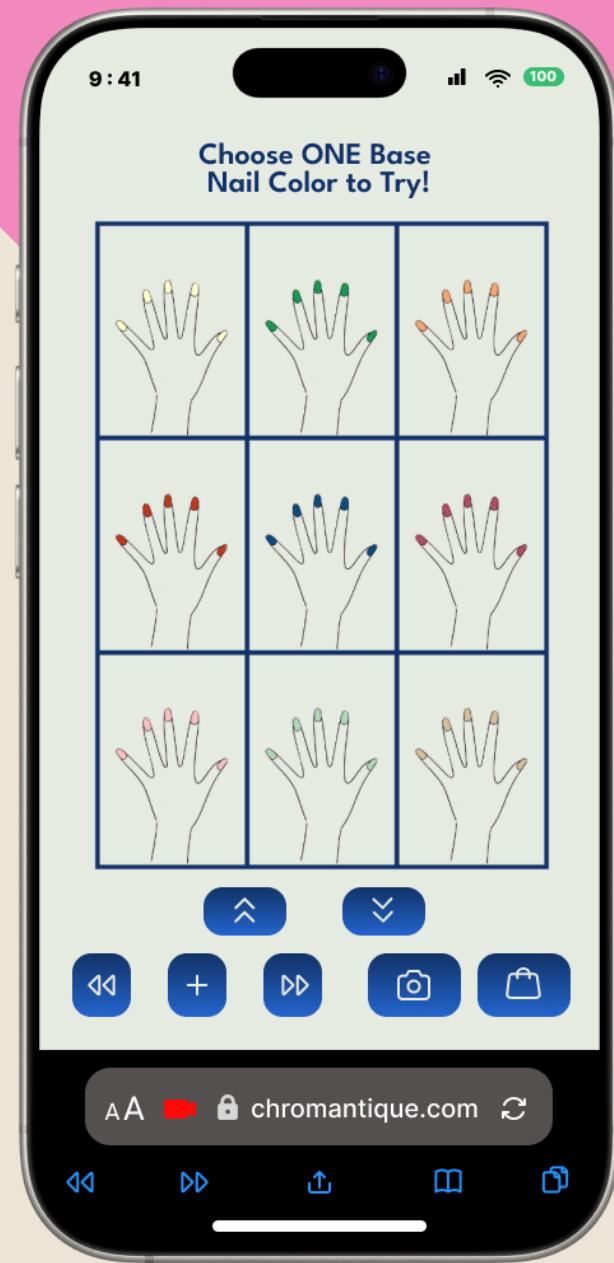
Detect Skin Tone

THE WEBSITE ANALYZES THE USER'S SKIN TONE USING THE CAMERA.



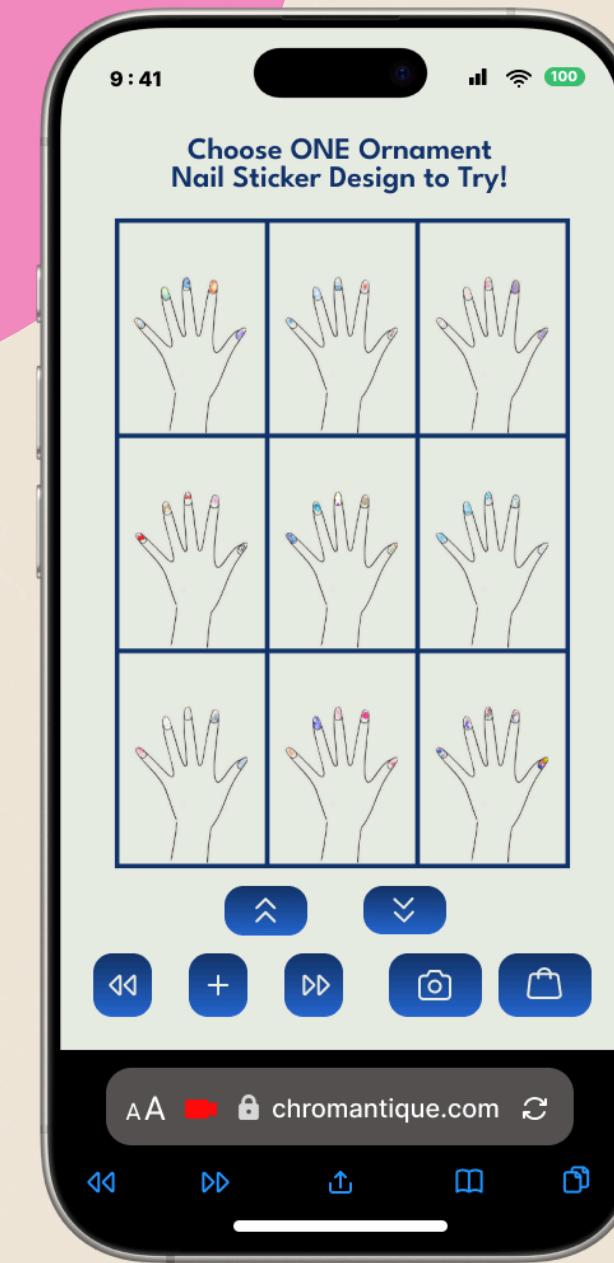
Provide Color Recommendations Based on Skin Tone

THE SYSTEM SUGGESTS NAIL STICKER COLORS THAT COMPLEMENT THE USER'S SKIN TONE.



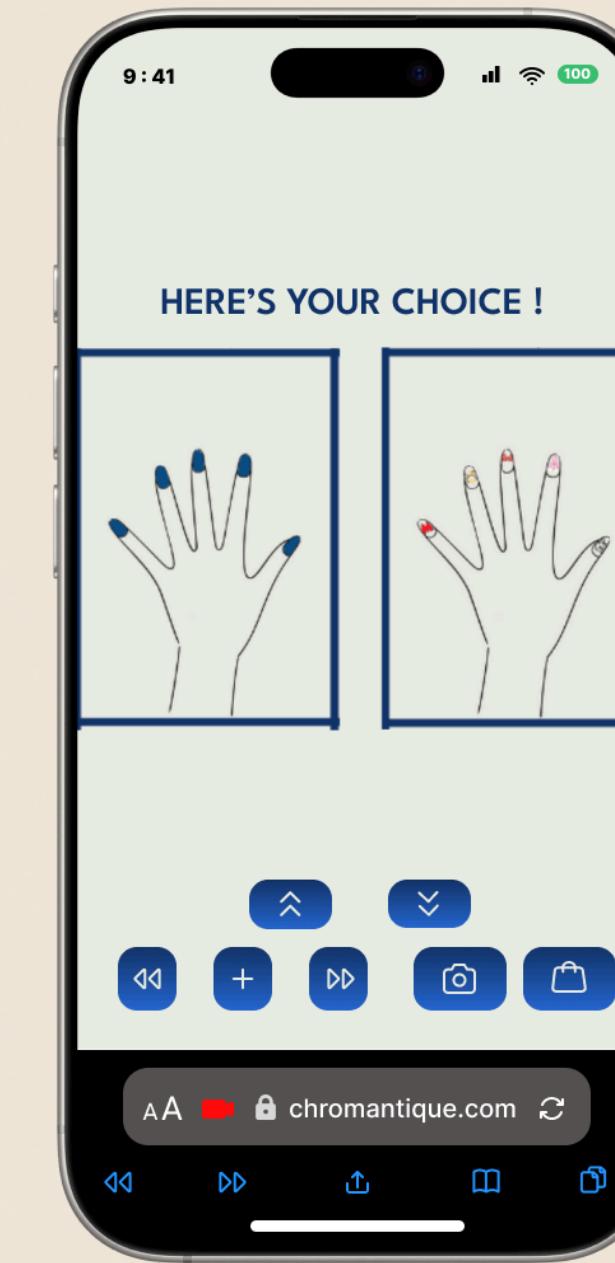
Recommended Color Options

USERS CAN CHOOSE FROM THE RECOMMENDED COLOR OPTIONS.



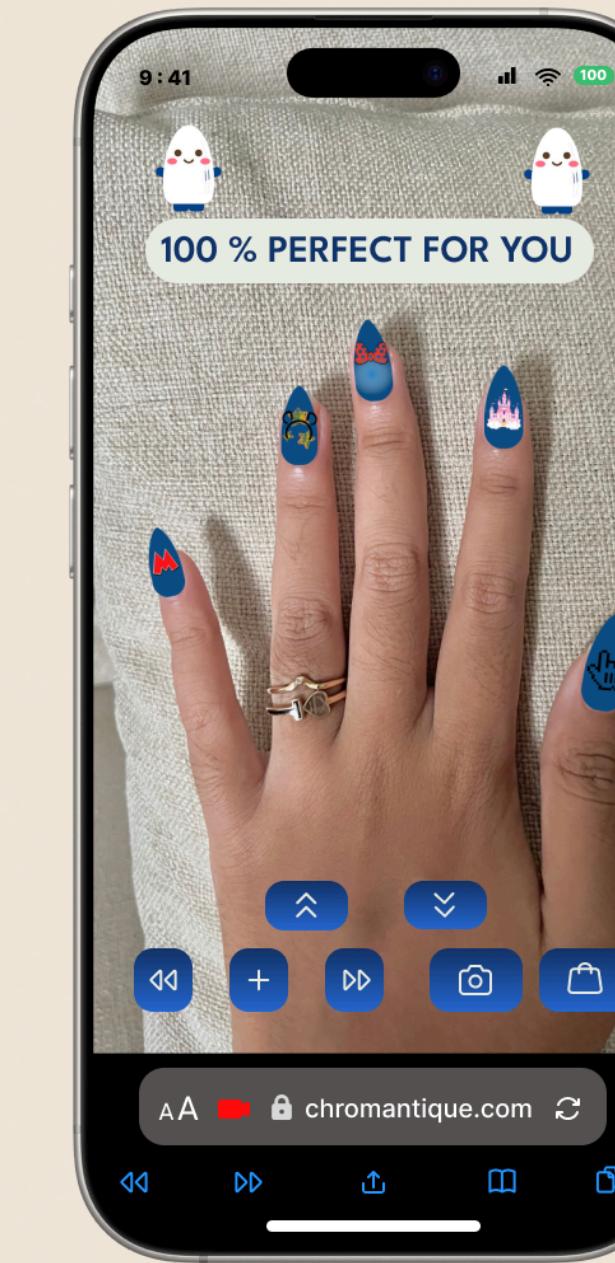
Display Multiple Design Choices

THE WEBSITE PRESENTS A CURATED SELECTION OF NAIL STICKER DESIGNS FOR USERS TO EXPLORE.



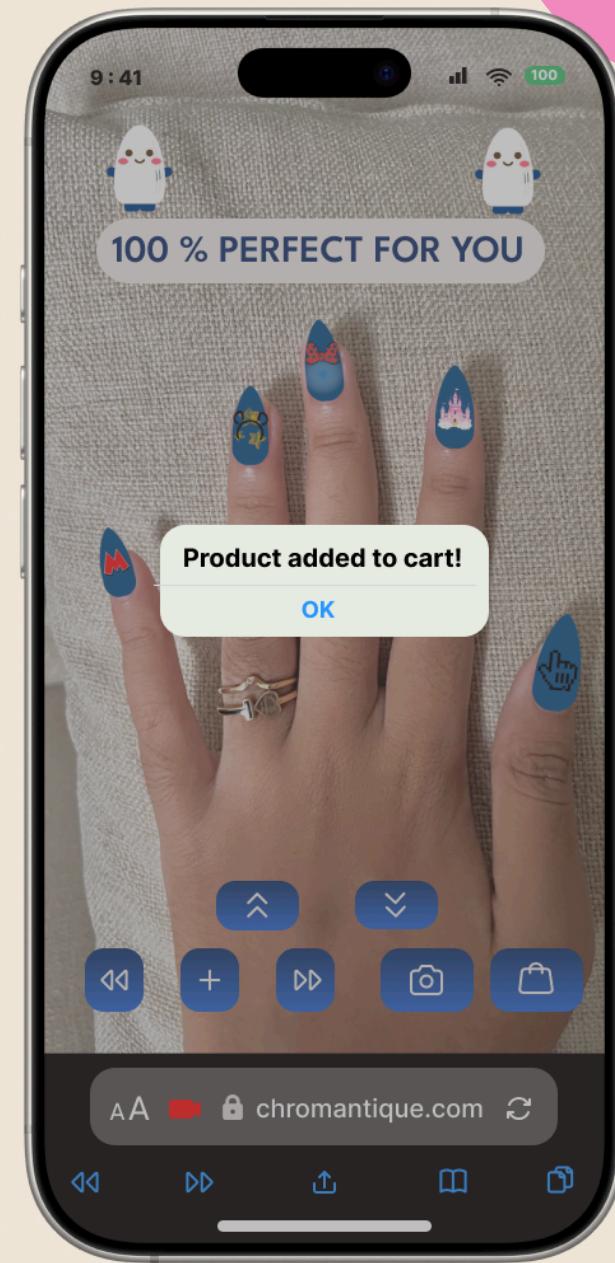
Confirm Custom Design Choices

USERS REVIEW AND CONFIRM THEIR SELECTED COLORS AND DESIGNS.



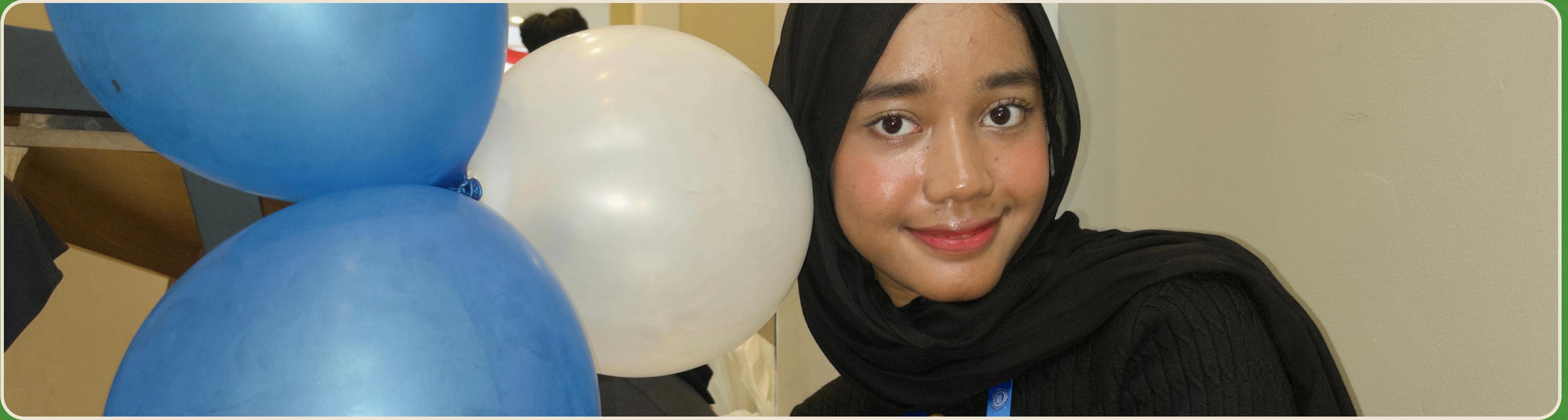
Virtual Nail Sticker Try-On

USERS CAN VIRTUALLY TRY ON THEIR SELECTED NAIL STICKERS TO VISUALIZE THE FINAL LOOK.



Add Product to Cart

ONCE SATISFIED, THE CUSTOMIZED OR READY-MADE PRODUCT IS ADDED TO THE SHOPPING CART.



Let's Learn Together and
Create Something Great !

THANK YOU <3