

FITRIA KURNIASARI

UX DESIGN PORTFOLIO

SELECTED SAMPLES

ABOUT ME

<https://linktr.ee/fitriakurniasari>

UX DESIGN & RESEARCH ENTHUSIAST

I used my experience in data analysis to help me grow in UX design and research. Every time I used website or mobile apps which ease my life I always wonder about the team behind it and want to be a part of it. A meaningful user experience can define the customer journey on website or mobile apps that make a business to success. Let me know how we can collaborate to grow.

SKILL

- Adobe XD, Illustrator
- Figma
- Heuristic Evaluation
- Data Visualization
- Usability Test
- UX Research
- Micro Interaction
- Wireframe
- Prototype
- A/B Testing
- Competitive Analysis
- Basic HTML & CSS

CASES STUDIES

I have several cases. This is a selection of my most recent & relevant user experience design projects.

1. **LUNCHEON APP, MEET YOUR PERSONAL COACH.** As inspired by the old days when someone has lunch or coffee break while talking about their business. Sometimes we only want to talk to just one person but in-depth on specific topics rather than with multiple people due to someone can easily be ignored in a group discussion. You can also find personal coach here. I have done survey, interview and usability test on low prototype.
2. **REDESIGN NETFLIX VR TO IMPROVE BETTER USER EXPERIENCE.** This application got ratings 2 stars among 5,745 users on May 2021. That's mean there is something need to be fix on this application. Therefore, I used this case as my portfolio project. Usability test still ongoing (collect participants)
3. **REDESIGN GOFOOD MOBILE APP.** I do user interview to empathize & define the problems before start ideate and prototype.

LUNCHEON APP: MEET YOUR PERSONAL COACH

Problem Statement

The problem with the most application are they not offer something personal or depth conversation within two people but mostly in group discussion. Sometimes we only want to talk to just one person but in-depth on specific topics rather than with multiple people but still casual. The question is why we need one on one conversation? Because it will accommodate user needs by focusing on a conversation with one person. Someone can easily be ignored in a group discussion.

Target Users

This application is called luncheon as inspired by the old days when someone has lunch or coffee break while talking about their business.

The target audience is professionals who want to meet someone online based on their niche. So they can share knowledge but still casual like when we have a conversation in the coffee shop. Someone who wants to have a work balance, willing to develop community, and open-minded but they hard to find new real people to hang out with.

Research and Design Methods

For this project, a survey is used as a research method to know if there is a large market for this application. The survey conducts online with the target audience are professionals age 21 to 55 years old. User interviews should be added in the future research.

- a. How old are you? _____
- b. What gender are you? Female/Male
- c. What is your profession? _____
- d. Are you work from home? Yes/No

Answer following question below with:

1. Strongly agree 2. Slightly agree 3. Neutral 4. Slightly disagree 5. Strongly disagree

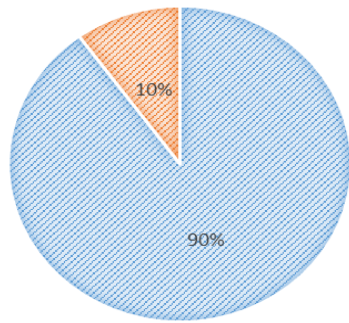
- a. Community app is important
- b. I want to develop my community
- c. It hard to find someone real in social media
- d. I want to have lunch or coffee break conversation with someone online discuss about my hobby, business or profession
- e. I like to talk one on one rather than multiple group
- f. Talk one on one with expert can have more insight rather than group
- g. Talk one on one with expert can more helpful to solve problem rather than group
- h. I like to be a personal mentor/coach
- i. I like to have a personal mentor/coach

Survey Results

The survey data were gathered, now it's time for user need analysis. Some of the participants were the web developer, chef, musician, student, and author. The age range from 19 – 50 years old.

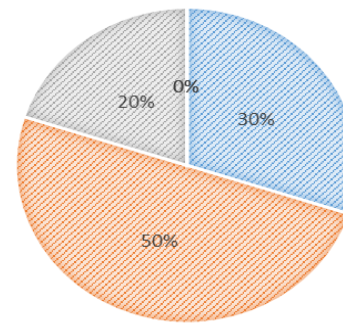
ARE YOU WORK FROM HOME?

■ Yes ■ No



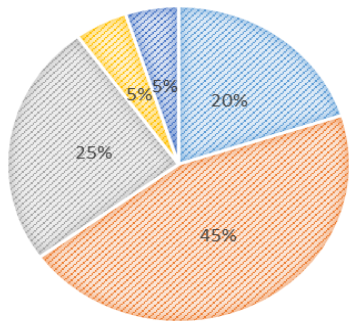
COMMUNITY APP IS IMPORTANT

■ Strongly agree ■ Slightly agree ■ Netral ■ Slightly disagree ■ Strongly disagree



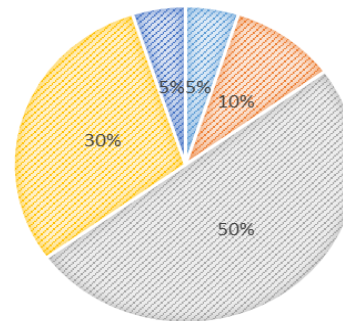
I LIKE TO HAVE A PERSONAL MENTOR/COACH

■ Strongly agree ■ Slightly agree ■ Netral ■ Slightly disagree ■ Strongly disagree



I LIKE TO BE A PERSONAL MENTOR/COACH

■ Strongly agree ■ Slightly agree ■ Netral ■ Slightly disagree ■ Strongly disagree

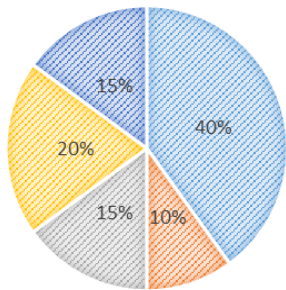


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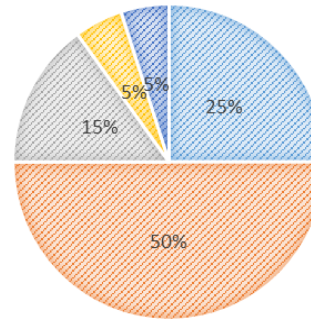
I WANT TO HAVE LUNCH OR COFFEE BREAK CONVERSATION WITH SOMEONE ONLINE DISCUSS ABOUT MY HOBBY, BUSINESS OR PROFESSION

■ Strongly agree ■ Slightly agree ■ Netral ■ Slightly disagree ■ Strongly disagree



TALK ONE ON ONE WITH EXPERT CAN MORE HELPFUL TO SOLVE PROBLEM RATHER THAN GROUP

■ Strongly agree ■ Slightly agree ■ Netral ■ Slightly disagree ■ Strongly disagree



Affinity Wall from Interview

user need something
personal or depth
conversation

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It is hard to find
trustworthy personal
coach in online and offline
community

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it is hard to find good
affordable personal coach

user looks unhappy with
group discussion

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"I would be happy if I can
talk one on one"

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"it hard to find trustworthy
person or coach"

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" I do not have money to
pay personal coach in high
price"

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"not everyone can talk in
group discussion"

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"talk to one person but
depth in spesific topic is
better than group
discussion"

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how we know that person
or coach is good?

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" it hard to find good
personal coach with
affordable price"

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"group discussion is more
like one way
communication"

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do user want to have
personal coach?

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" it is not easy to find
personal coach in real
life"

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" I want to prefer small
group than large group of
people"

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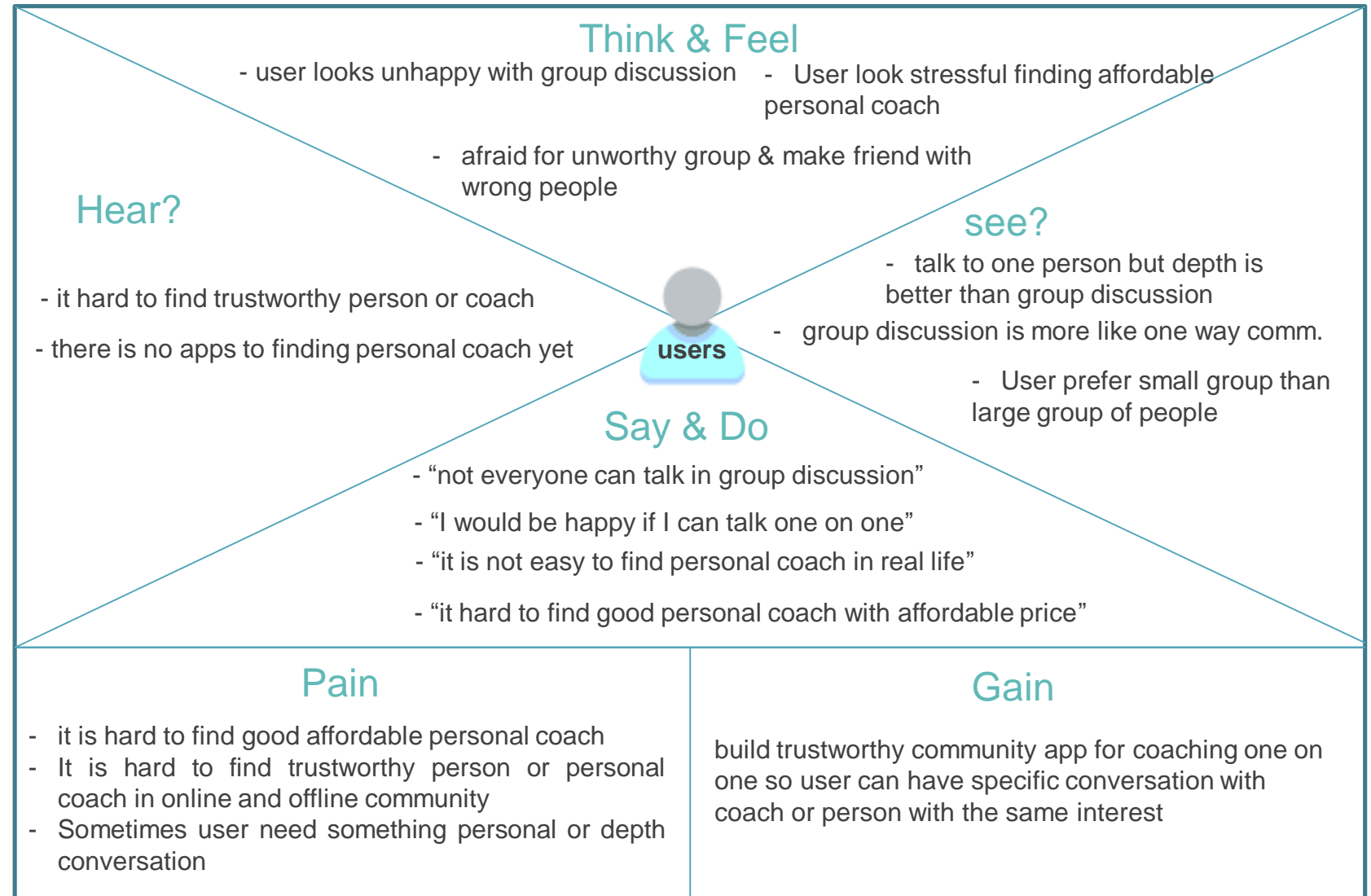
do user want meeting with
one person to have
discussion on spesific
topic?

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"there is no apps to
finding personal coach
yet"

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Empathize Map



Define Problems

- it is hard to find good affordable personal coach.
- It is hard to find trustworthy person or personal coach in online and offline community.
- Sometimes we only want to talk to just one person but in-depth on specific topics rather than with multiple people but still casual.
- the most application are they not offer something personal or depth conversation within two people but mostly in group discussion.

Ideation Priority

Easy & Important

Add friend list not just group list

Difficult but Important

Add personal coaching features in community app

Add text message, video call, voice call feature so user can talk with one person

Easy & Less Important

Difficult but Less Important

Persona & Scenario

Daniel



Demographics

Age : 35
Occupation : Product Manager
Location : Adelaide, Australia
Life Stage : Married, 1 Childern

Personas: Concretizing User Needs

Motivators

- Senior level career
- Want to have work balance
- Willing to develop community
- Willing to gain and share knowledge
- Open minded

Constraints

- Doesn't like dating application cause he want to meet profesional only
- Digital settler, work from home
- Hard to find new real people to hangout
- High technical literacy

Safitri



Demographics

Age : 27
Occupation : Natgeo Writer
Location : Unknown
Life Stage : Single

Motivators






- Entry level career
- highly motivated to meet new people
- Want to improve skill
- Want to collaborate
- Open minded

Constraints

- High mobility, travel alot
- Digital nomad, work while travelling
- Medium technical literacy

Safitri works at Natgeo as a content writer. She's a digital nomad, working while traveling around the world. Time has shown almost the lunch hour. She wants to have meaningful small talk with someone about content writing while eating her lunch. She opens the luncheon app, she searches available person to virtual talk then she finds Daniel, the product manager in Adelaide who interest in content writing. Safitri sent an invitation to him. Daniel who was just finished his job at 5 pm at his time is excited about the invitation. Now the two often have a good conversation for 30 minutes.

User Journey Map

	Awareness	Consideration	Niche Finding	Search Coach	Coaching
User Actions	searching best personal coach online ask friend for coach recommendation ask friend for the best community to growth	browsing on website about personal coaching compare several community app install community app	search for group discussion search for friend with same hobby or profession search for friend with same hobby or profession	searching for personal coach apply filter on price, rating, niche	read information provided choose desire personal coach contact personal coach
Touchpoints	banner ad / landing page social media account	Google play/ apple store Community app review/ rate app sign up / login	find group / see all group find friend/ see all friend	searching page filter features searching result page personal coach information detail	contact information video call voice call text message
Emotions	 excited to find community & personal coach	 neutral	 afraid for unworthy group afraid make friend with wrong people	 afraid being scam	 excited to start conversation
Pain Points		find trustworthy app find trustworthy community find trustworthy coach	need to find relevan group to growth need to find good friend	need to find trustworthy personal coach with good price	need tools to easy coomunicate
Solutions		build trustworthy community app for coaching one on one	build community app were people can find niche group and friends based on what they interest (example hobbies or profession)	add detail information, rating and price in personal coach information	add features: video call text message voice call

Competitive Analysis

Services	Meet up	CoffeeBreak	Whatsapp	Luncheon
Group list	✓	✗	✓	✓
Friend list	✗	✓	✓	✓
Search niche	✓	✓	✗	✓
One on one meeting	✗	✓	✗	✓
Search personal coach	✗	✓	✗	✓
Available in Indonesia	✓	✗	✓	✓

Design Goal

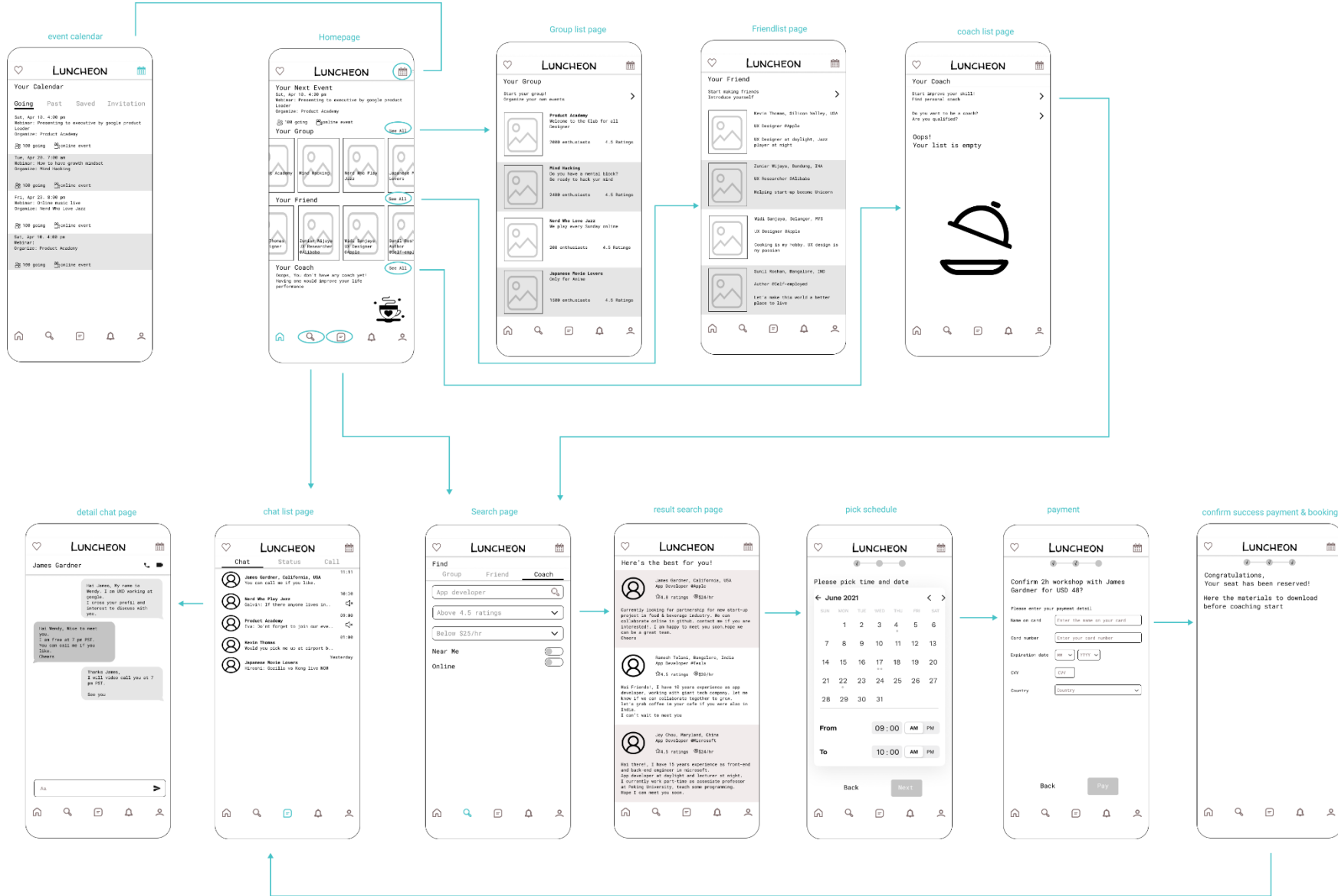
The luncheon application was built to connect people based on their interests or hobby. With this app, users can be easily found & meet the personal coach. Users can search activity, hobbies, topics based on their needs. User can join discussion group, can talk one on one with someone, and find or to be a personal coach.

Once they find activities which they want to join, they can send an invitation to start a conversation. The owner group, professional, or personal coach can receive, approved, or rejected an invitation, when the invitation was approved, they can start chat messaging or video call at a specific time that was agreed.

Low and High Prototype

I gather some design ideas in paper sketches before starting the wireframe. I have done a usability test before creating Hi-Fi. Why? Visually pleasing design can mask usability problems and prevent issues from being discovered during usability testing.

Workflow



Usability Test

Goal

The goal of the usability test is to identify any usability problems, collect qualitative and quantitative data and determine the participant's satisfaction with the product. To run an effective usability test, a solid test plan is needed to develop, recruit participants, and then analyze and report your findings. In this test, users are expected to be able to see their current coach list, search for a new coach, and have a conversation with them via message or video call smoothly.

Participants

In this test, 2 participants were recruited. Ideally it should be 5 to 7. Why?. Because Majority of usability problems can be found with only 5 - 7 people.

No	Participants	Relations	Position	Age
1	P.1	Friend	Yoga teacher	33
2	P.2	Friend	Supply chain manager	36

Usability Test

Process

All the test were conduct in person. The session were recorded on screen computer and several tasks were given to participants to complete.

1. Find the personal coach list that you have.
2. Find the coach with app developer background with 4.5 ratings, below \$25/hr, near me location, and offline meeting.
3. Assumption you interest with James Gardner, chat him then video call him.

Questionnaires

Answer the following questions with:

Strongly disagree b. Slightly disagree c. Neutral d. Slightly agree e. Strongly agree

1. I think I will use the app frequently
2. I found the app unnecessary complex
3. I found the system easy to used
4. I thought there was inconsistency in this app
5. I thought the app is cumbersome to used

Usability Test

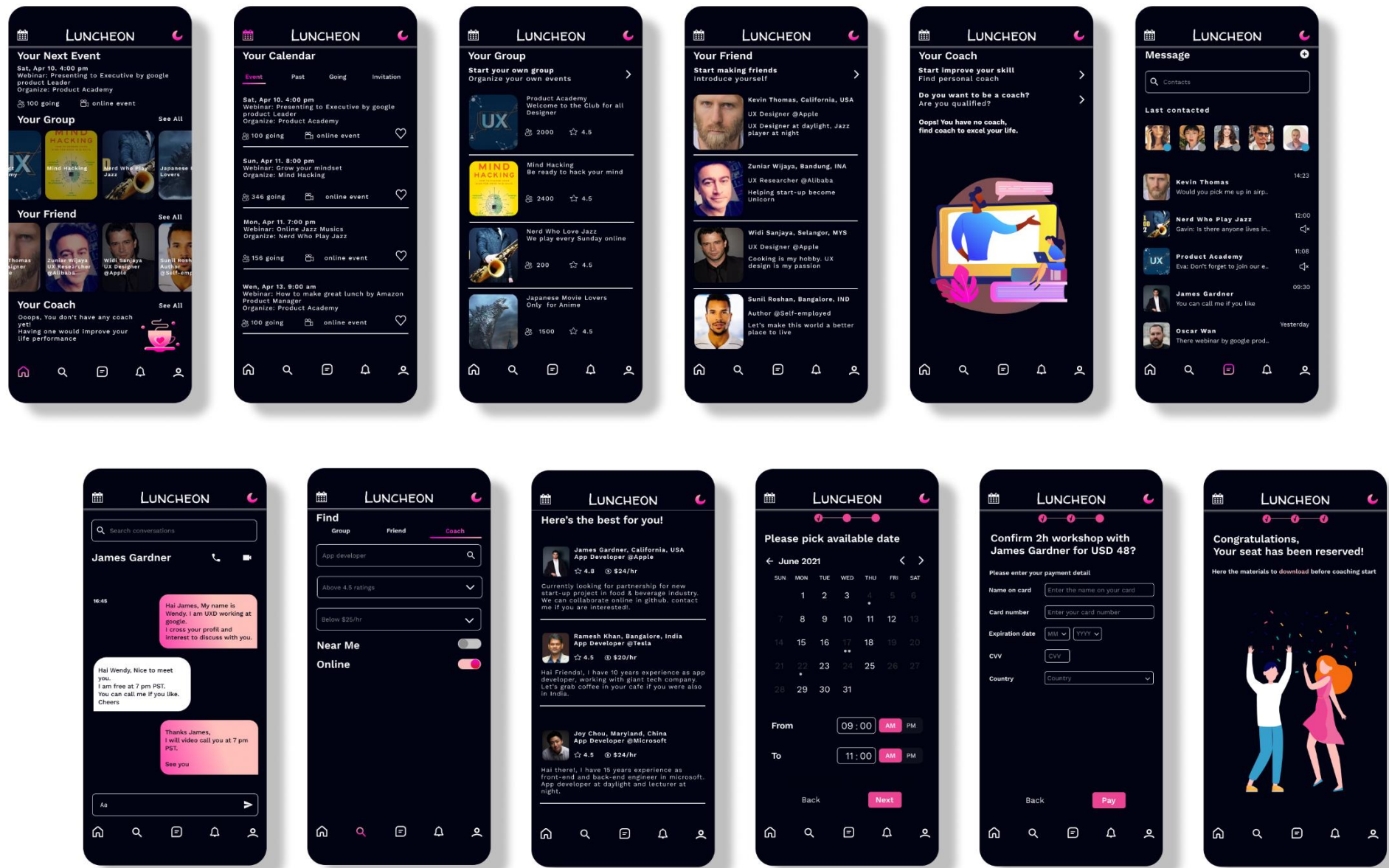
Interview topics

1. How often do you use community app?
2. Have you used a similar app before?
3. What make it useful or frustrated?
4. What did you think of the layout of the content?

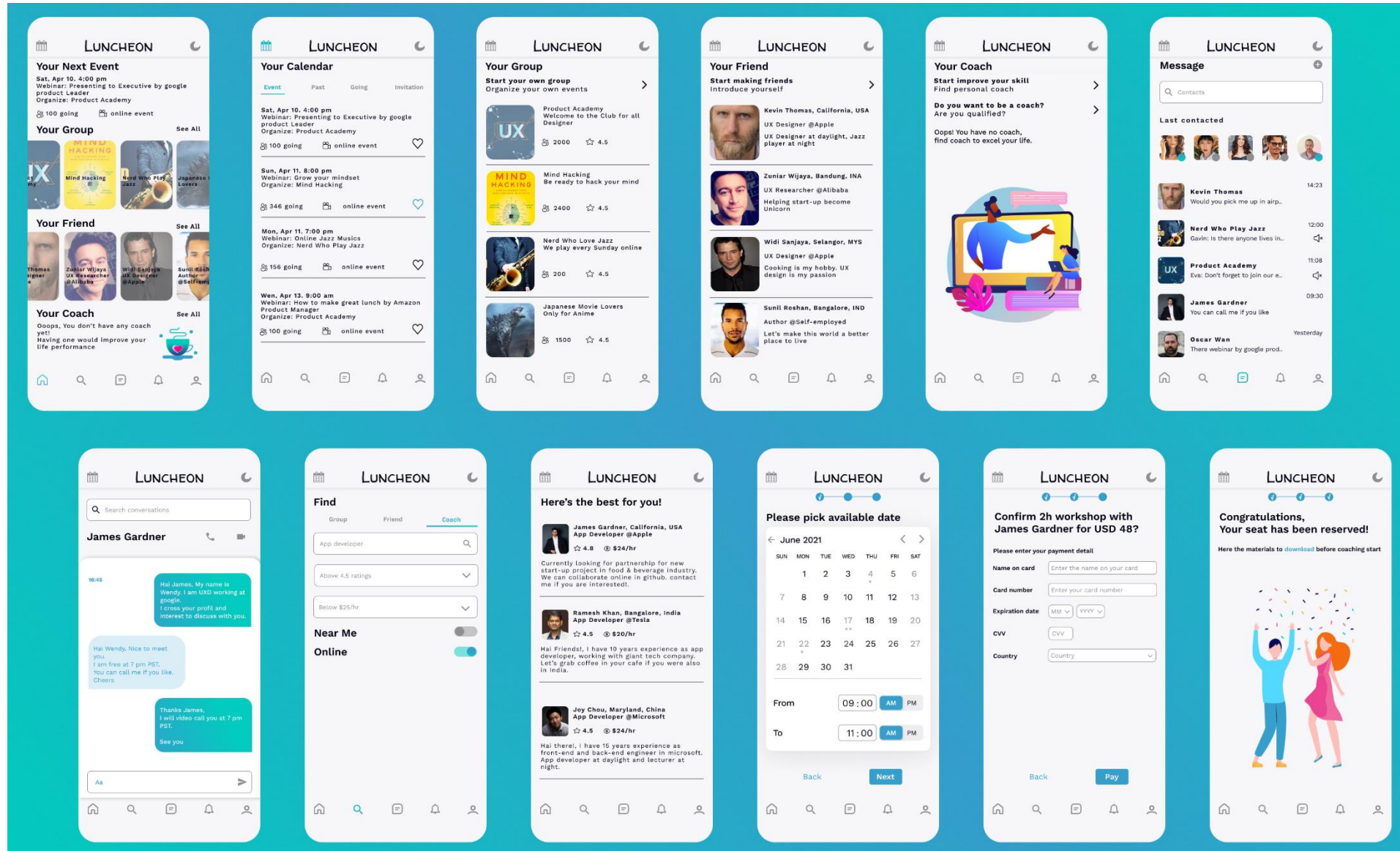
Usability Test Finding

1. There is ambiguity on the calendar page between going event saved event and the heart symbol in the top navigation. Recommendation: change the going event as an available event, remove the heart symbol as like event to the right of the event list.
2. The SEO writing on your coach page was not eye-catching. Recommendation: change the words might change the user's experience.
3. There is no button to convert from dark mode to light mode. It not user friendly due to not everyone comfort with dark mode.

High Fidelity – Dark Mode



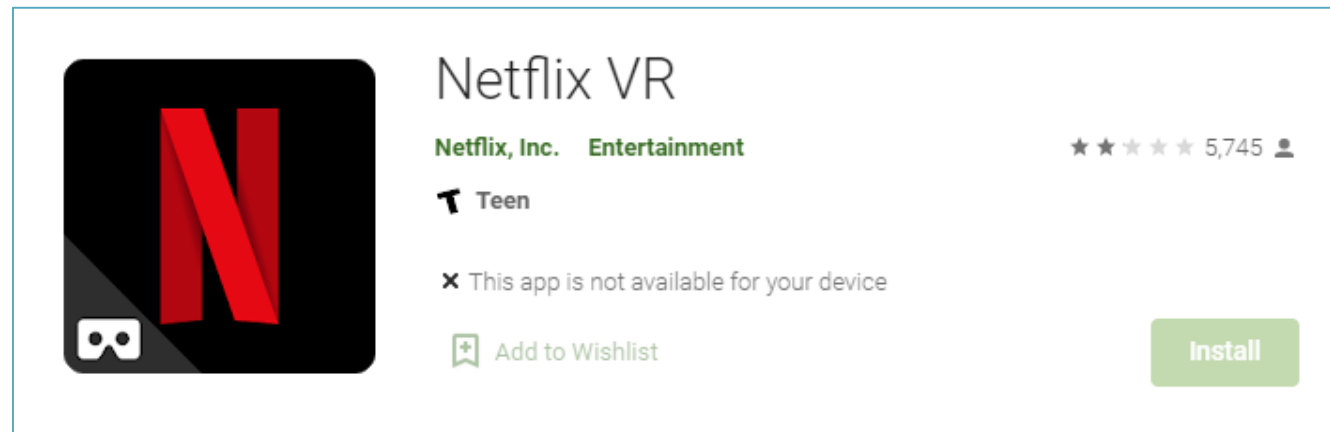
High Fidelity – Light Mode



REDESIGN NETFLIX VR TO IMPROVE BETTER USER EXPERIENCE

Problem Statement

Netflix VR is the virtual reality version of Netflix. This application got ratings 2 stars among 5,745 users on May 2021. That's mean there is something need to be fix on this application. Therefore, I used this case as my portfolio project.



Empathize

I empathize users using reviews data on google play. The reviews data which being used is only reviews from rating 3 with more than 10 likes. Why?

Because user who give 3 rating usually gives objective review and if there is more than 10 likes mean a lot of people struggle with that.



Define Problem	Ideation
user suggestion for improvement.	At least one of the following problems below can be fix to in crease user experience.
user want to change room and have control in graphic settings.	Add theme room on Netflix app, so user can pick the one that they like or leave it as default setting.
user want to be able to download movie, adjust brightness, adjust screen size.	<ul style="list-style-type: none"> - Add download button, so user can watch movie offline. In example situation when the were on airplane with no internet connection they can still able to watch Netflix. - Add an option to zoom the screen in and out just like the YouTube VR app has. - Provide screen brightness adjustment.
user want moveable screen.	make the screen floating and movable so user don't have to be sitting up straight to watch something.

Priority Matrix

Easy & Important

- Add theme room on Netflix app, so user can pick the one that they like or leave it as default setting.
- Add an option to zoom the screen in and out just like the YouTube VR app has.
- Provide screen brightness adjustment.
- Add download button, so user can watch movie offline.

Difficult but Important


Easy & Less Important

Difficult but Less Important

- make the screen floating and movable so user don't have to be sitting up straight to watch something.

User Persona & Scenario

Doni



Personas: Concretizing User Needs

Motivators

- want to have new experience using VR
- Want to try new things
- want to watch movie at anytime anywhere especially during transit time
- want to be intertain after long work hours

Demographics

Age : 23
Occupation : banker
Location : indonesia
Life Stage : single

Constraints

- Cannot watch movie anywhere due to lack of tool
- Screen is too small to watch movie using mobile phone
- feel Boring with current enviroment
- High technical literacy

Doni was on the airplane from Singapore back to Indonesia. He wants to feel entertain after has long meeting hours with the client. He then remembers having Netflix VR. He put the Oculus and start searching for the downloaded movies in Netflix VR. Now he can watch a movie offline on Netflix VR. He feels bored with the situation since he is inside an airplane, He then chooses a theater theme and starts feeling joy watching a movie on theater.

Prototypes



Prototypes



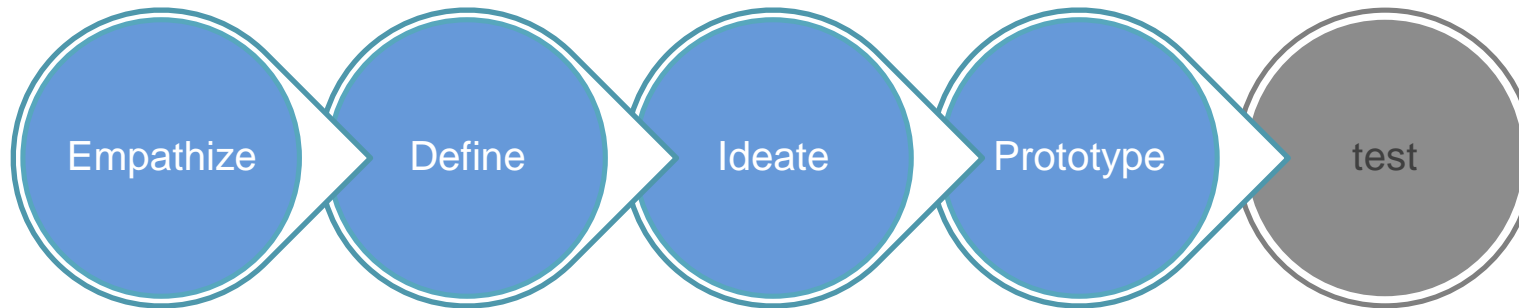
REDESIGN GO-FOOD MOBILE APPS

Design Problem

Go-Food is the largest single-market food delivery app in the world part of Go-Jek. I found sometimes unsatisfied order good even though the driver delivers services very good.

Redesign Process

The process is not include test. It would be better if testing were also conduct.



Emphasize

Interview is conduct to get this information with 3 participants :

- participant 1 : female, 30 years old, career woman
- participant 2 : female, 35 years old, career woman
- participant 3 : male, 37 years old, freelancer

Core interview questions:

- Do you know about Go-Food? How often you used it?
- How satisfied are you with Go-Food?
- What make you satisfied or frustrated about this app?
- Would you recommend this app to a friend?
- If you could change one thing about this app what would it be?
- Which other options were you considering before using this services?
- Did Go-Food help you accomplish your goal?
- How would you feel if they did not offer this services?
- What's the primary reason for canceling your account?
- How can we be more helpful?
- Are this app meeting your expectations?

Affinity Wall

what make users frustated about the app

good feeadback and what make them satisfied

Time Food process & delivery unknown	It hard to do cancellation in food order	Some menu do not provide picture. Make it hard to imagine the food taste	worried about food hygienic	the app is easy to use	easy to find food via near me / favorite	users use app in everyday life and give feedback	what users hear and see about the app	users happy with promo & discounts
P1 " I hate to wait"	P1 " I cannot cancel my food order"	P2 obs : annoyed with menu with no pictures	P2 obs : worried about food hygienic	P1 " this app is cool"	P1 obs : order food via favorite search	P2 obs : use app almost every week	P1" this is a unicorn app"	P1 obs : happy with promo
P2 " I hate to wait in long period"	P1" I do not know how to cancel order"	P2 obs : worried about the food taste	P2 " I have no idea how they process the food"	P1 "this app is easy to use overall"	P2 obs : order food via near me	P2 obs : always give ratings on menu that already order	P1" Iam happy someone make this app"	P2 obs: happy with discount
P1 obs : unhappy with time delivery	P2 " I cannot cancel my food order even via phone"	P2 obs : happy when the food taste is match with the imagination	P2 Is the food hygienic?	P2 "this app is easy to use"	P2 obs : satisfied to find near me with highest ratings	P2 obs : always give ratings on menu that already order	P1" Iam happy someone make this app"	P1 " I like when there is a discount"
P2 obs : unhappy with time delivery	P2" I do not know how to cancel my order"	P2 " I always imagine the food before order, the taste, the texture"	P1" I do not know how they make the food"	P1 obs : the app almost never crash	P1" I like when I can find my favorite food"	P2 " I always give feedback on menu via app"	P1 " everybody install the app"	P2 " I am happy with all coupon provide"
P1 obs : the time delivery no accurate	P2 obs : stress about cancelation process		P1 obs : worried about food hygienic		P2 obs : satisfied when find her favorite food			
P2 obs : She doesn't know how long should wait	P1 why I cannot cancel my order?	P1 " I hate when they not provide food picture"	P1 is there any food inspection?			P2 " I use the app every once week at least"		
P1 obs : She doesn't know how long should wait	P1 " once you order you cannot cancel"	P1 " I do not know how it taste until I order"				P2 " I give ratings 3 out 5 for this app"		
	P1 " once you order you cannot cancel"					P2 obs: happy to see new features		
						P1 obs : happy with food delivery		

Empathize



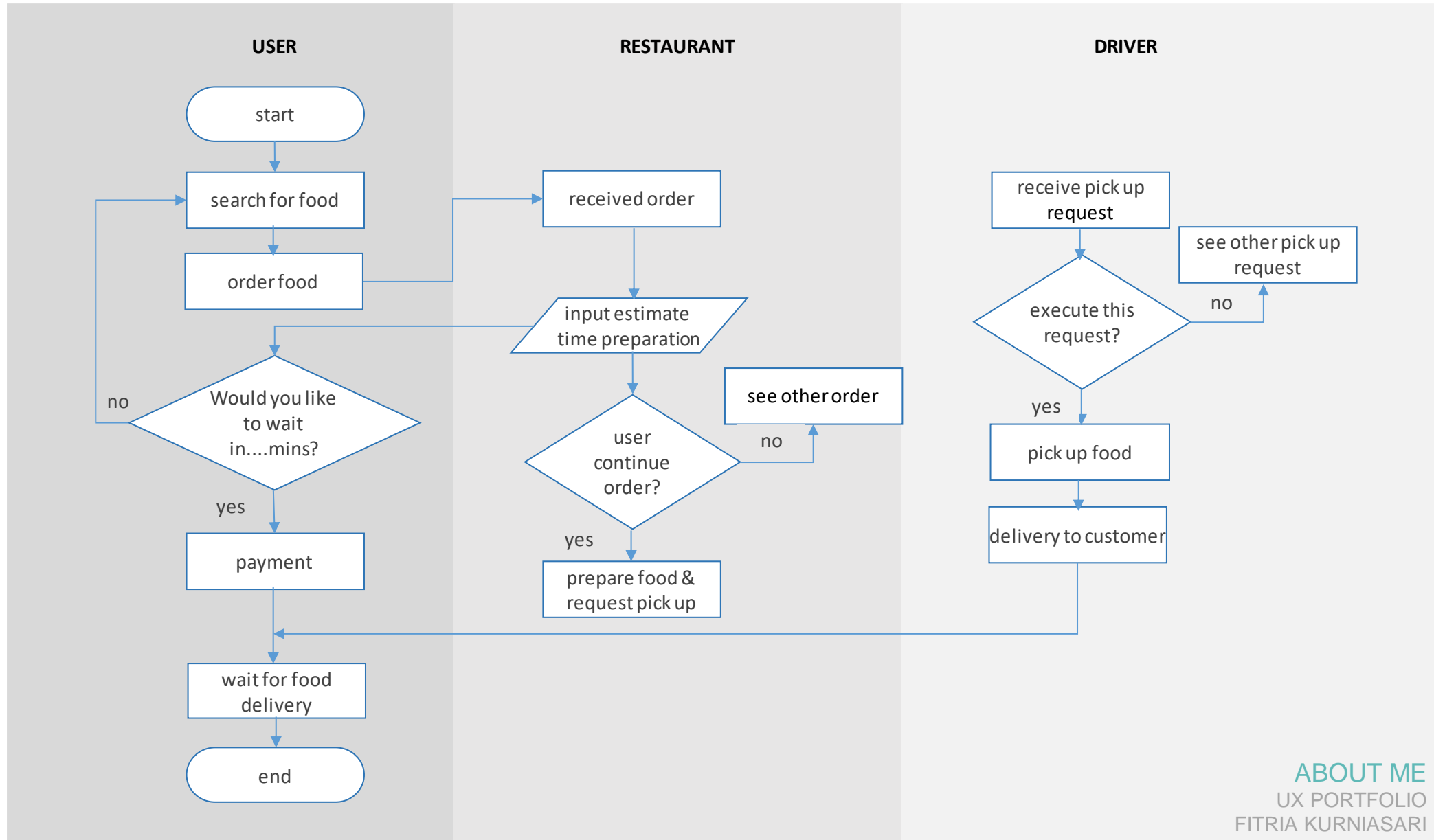
Define

- Once user click order it can't cancel. So if the food need extra time to prepare due to long queue, they cannot cancel and just wait.
- User have no idea how long food is prepare until order
- Cancelation via phone driver no longer available

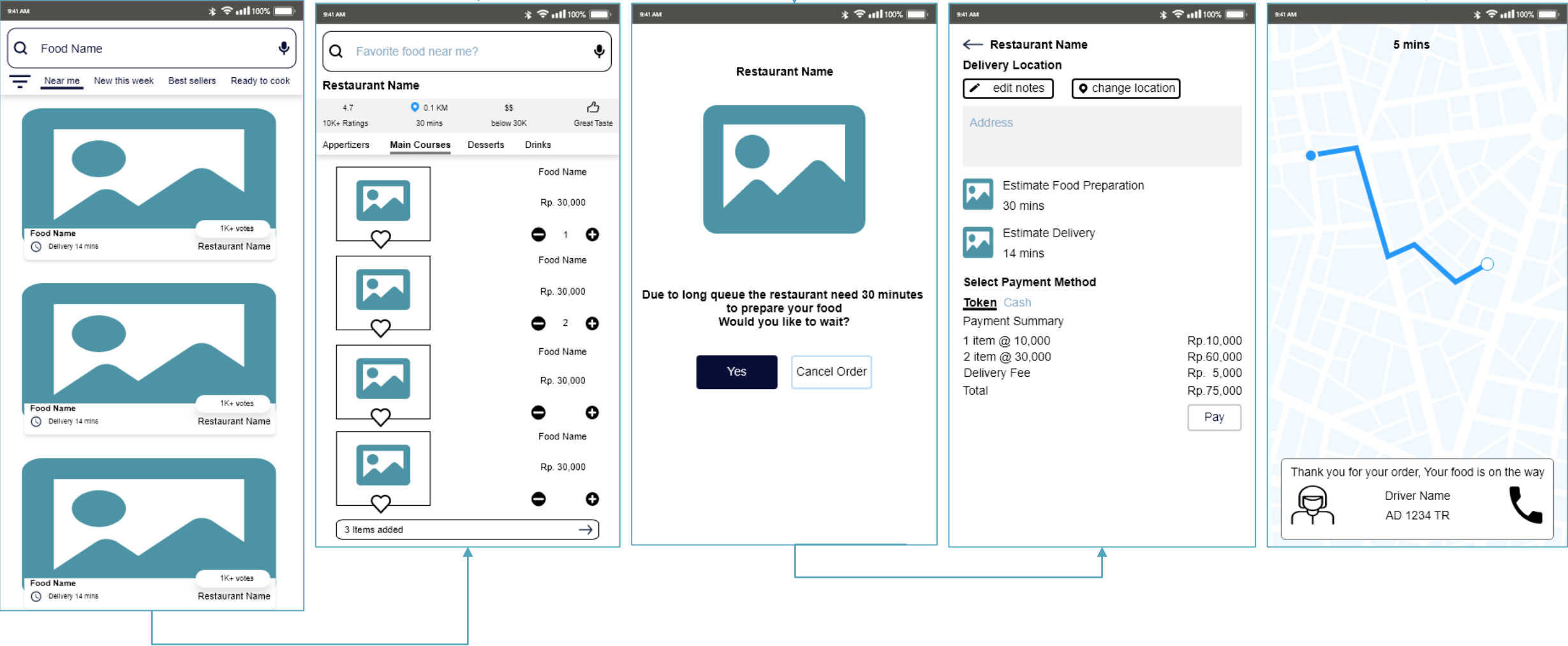
Ideate

- Users should know how long food will prepare by restaurants.
- Add options for users.
 - ✓ Users can continue order and willing to wait the food.
 - ✓ Users can cancel order if they think is not worth it to wait.

Workflow



Wireframe



Prototype

