FITRIA KURNIASARI

UX DESIGN PORTFOLIO

SELECTED SAMPLES

ABOUT ME

UX DESIGN ENTHUSIAS

I am a former oil & gas engineer. Every time I used website or mobile apps which ease my life I always wonder about teams behind it and want to be a part of it.

Learning has no age bar. Never stop learning, because life never stops teaching (Anonymous, Pinterest).

SKILL

- Adobe XD
- Adobe PS
- Figma
- Heuristic Evaluation
- Data Visualization

- UX Research
- Micro Interaction
- Wireframe
- Prototype

CASES STUDIES

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

01 REDESIGN GOFOOD MOBILE APPS
I do user interview to empathize & define the problems before start ideate and prototype. I generate 4-5 pages that can be insert as additional flow in the apps.

02 DESIGN 4 PAGES OF TRAINING WEBSITE
The cases project is given with assumption the user is teacher who need to monitor his earning & courses from online teaching platform.

03 HEURISTIC EVALUATION REPORT
This heuristic evaluation is based on Jakob Nielsen Method for **improving Coursera's Discussion Forums.** This evaluation needed to pass online training "Introduction to UX by Michigan University"

REDESIGN GO-FOOD MOBILE APPS

COMPANY OVERVIEW

Go-Food is the largest single-market food deliver app in the world part of Go-jek. Go-jek was first Established in Indonesia on 2009 as a call center to connect consumers to currier delivery and two-wheeled ride-hailing services.

REDESIGN PROCESS

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

Empathize → Define → Ideate → Prototype → test
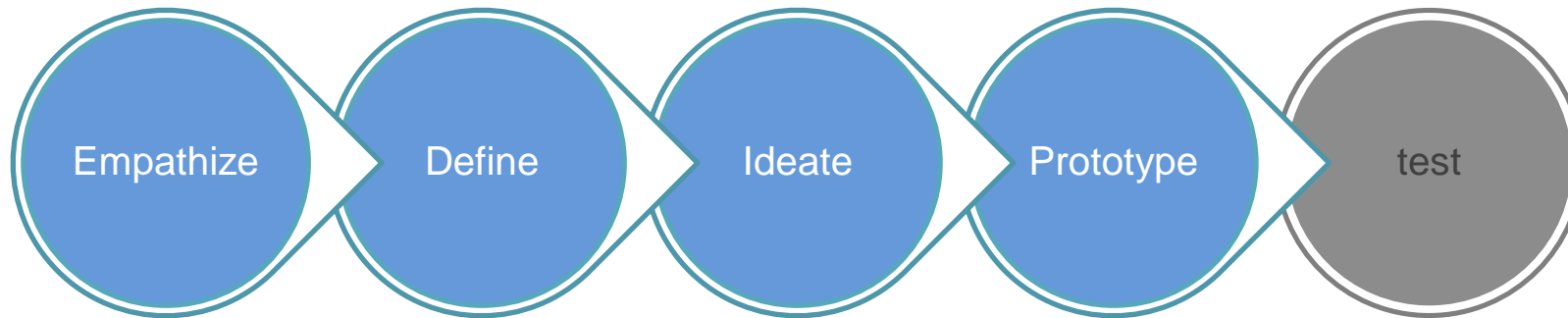
EMPATHIZE

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?
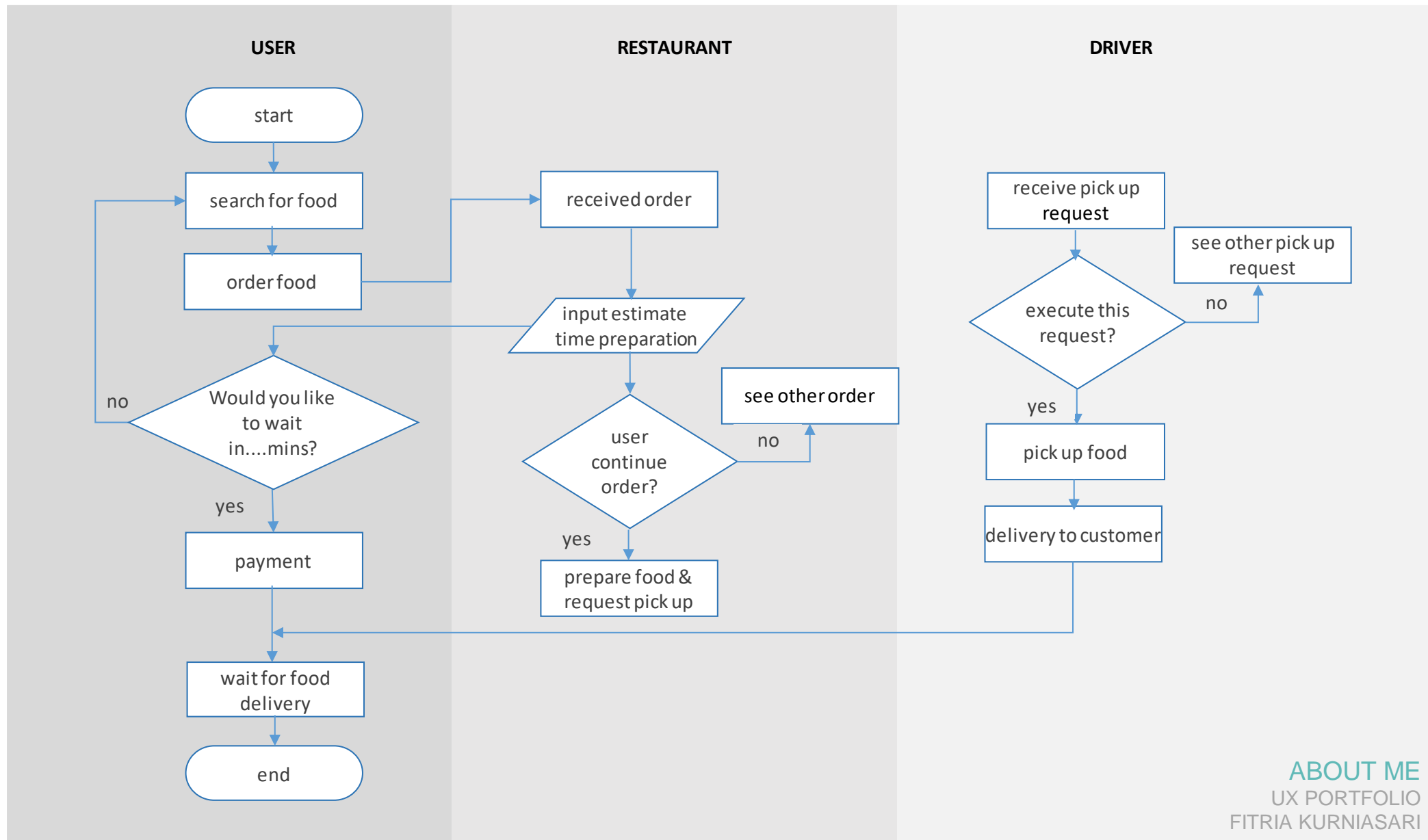- Are this app meeting your expectations?

EMPATHIZE

Think & Feel

- Stress about cancelation process
- Happy with free delivery
- Annoyed about menu with no pic
- Worried about prices increase
- Food should arrive soon

Hear?

- This is unicorn start up
- Open opportunity to seller
- People can find their favorite food
- Double check before click order
- A lot of promo

users

see?

- Easy to use
- Almost never crash
- Once you order, cannot cancel
- Everyone install this app

Say & Do

- "I hate to wait"
- "I imagine the food before order"
- "why I cannot cancel my order"
- "this app make my life easy"

- See new feature
- Ever cancel order via driver
- Search food via near me feature
- Using app at least one a week

Pain

- 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
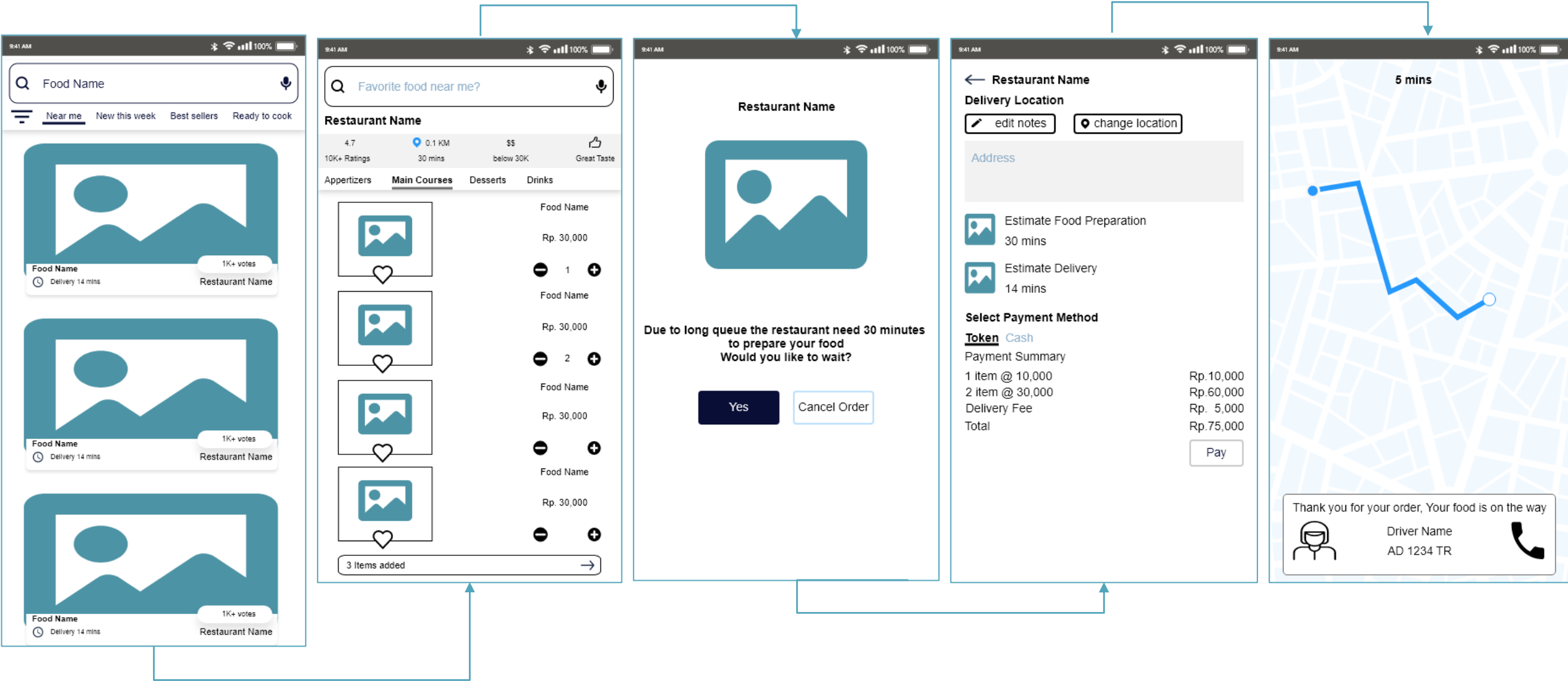- Cancelation via phone driver no longer available

Gain

User have right to know how long food will prepare before order. So if they think it will to long, they can choose another food/option.

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.
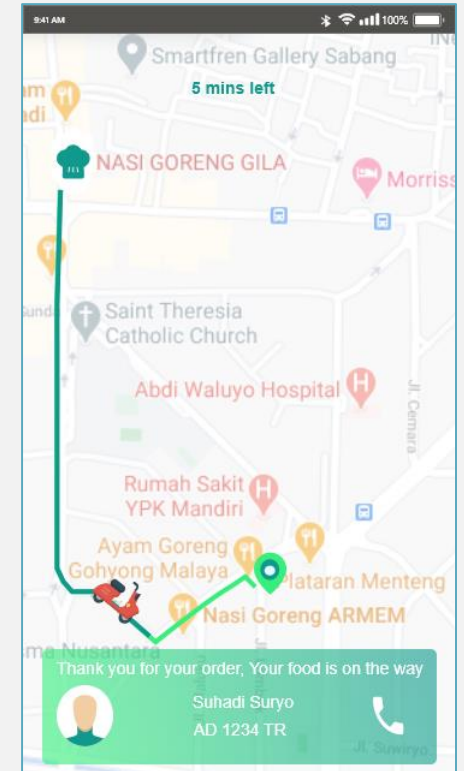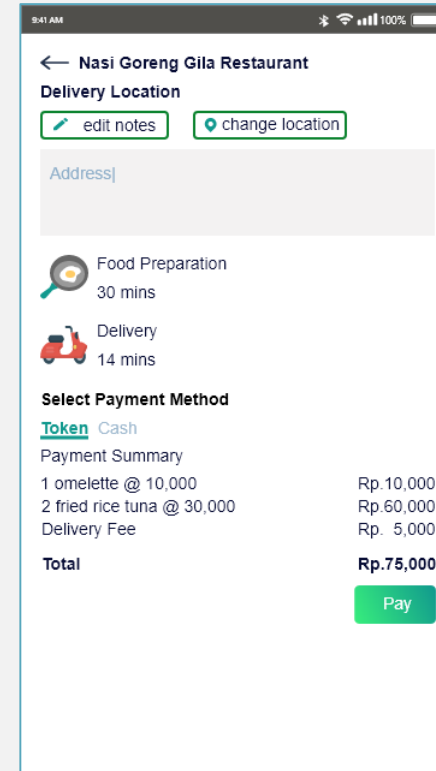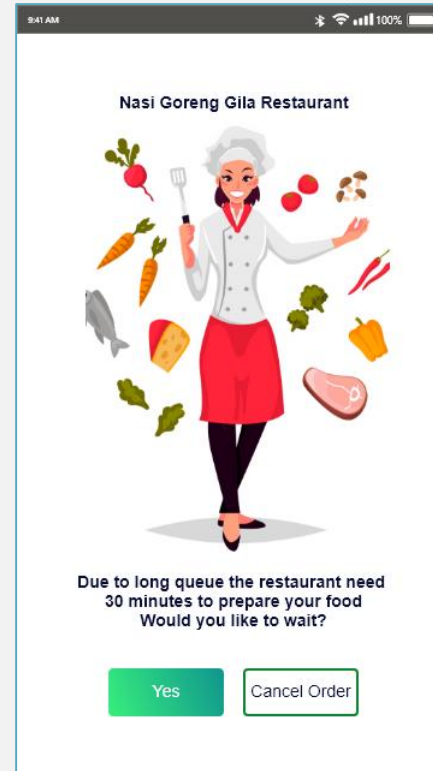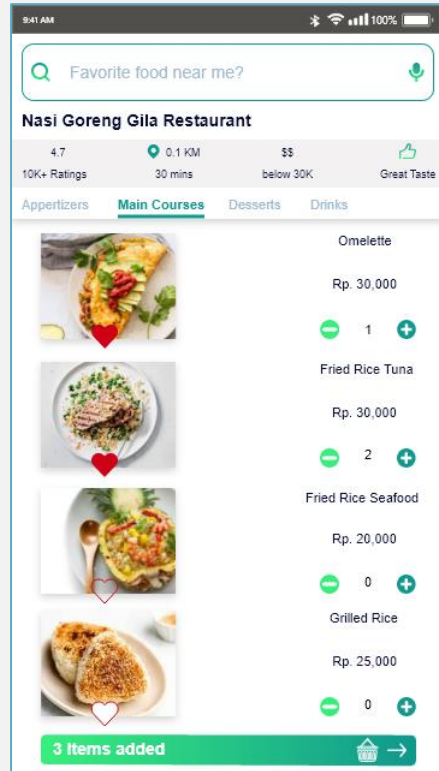 ✓ Users can cancel order if they think is not worth it to wait.

WORKFLOW

USER	RESTAURANT	DRIVER

USER
- start
- search for food
- order food
- Would you like to wait in....mins? — no → search for food / yes → payment
- payment
- wait for food delivery
- end

RESTAURANT
- received order
- input estimate time preparation
- user continue order? — no → see other order / yes → prepare food & request pick up
- see other order
- prepare food & request pick up

DRIVER
- receive pick up request
- execute this request? — no → see other pick up request / yes → pick up food
- see other pick up request
- pick up food
- delivery to customer

WIREFRAME

9:41 AM · 100%

🔍 Food Name 🎤

Near me · New this week · Best sellers · Ready to cook

Food Name
🕐 Delivery 14 mins · 1K+ votes · Restaurant Name

Food Name
🕐 Delivery 14 mins · 1K+ votes · Restaurant Name

Food Name
🕐 Delivery 14 mins · 1K+ votes · Restaurant Name

9:41 AM · 100%

🔍 Favorite food near me? 🎤

Restaurant Name

| 4.7 | 📍 0.1 KM | $$ | 👍 |
| 10K+ Ratings | 30 mins | below 30K | Great Taste |

Appertizers · **Main Courses** · Desserts · Drinks

Food Name — Rp. 30,000 — ⊖ 1 ⊕

Food Name — Rp. 30,000 — ⊖ 2 ⊕

Food Name — Rp. 30,000 — ⊖ ⊕

Food Name — Rp. 30,000 — ⊖ ⊕

3 Items added →

9:41 AM · 100%

Restaurant Name

Due to long queue the restaurant need 30 minutes to prepare your food Would you like to wait?

Yes | Cancel Order

9:41 AM · 100%

← **Restaurant Name**
Delivery Location

✏️ edit notes | 📍 change location

Address

🖼 Estimate Food Preparation
30 mins

🖼 Estimate Delivery
14 mins

Select Payment Method
Token Cash
Payment Summary

1 item @ 10,000	Rp.10,000
2 item @ 30,000	Rp.60,000
Delivery Fee	Rp. 5,000
Total	Rp.75,000

Pay

9:41 AM · 100%

5 mins

Thank you for your order, Your food is on the way

Driver Name
AD 1234 TR 📞

PROTOTYPE

Font

Heading 1 - 14pt Arial Bold

Heading 1 - 14pt Arial Normal

Heading 2 - 12pt Arial Normal

Heading 3 - 9pt Arial Normal

Colors

Icons

Sources

Iconfinder.com
cleanpng.com

DESIGN 4 PAGES OF TRAINING WEBSITE

UX BRIEF & PERSONA

Project Name
Online Training Platfrom (I named it my tutor)

Project Description
Develop software where trainer can uploaded content

Who is for?
Software trainers

Feature list (product requirements)
Easy onboarding
Instructor dashboard
Personalization screen

Competitors & Product Inspiration
Teachable, Udemy, Thinkific

Deliverables
Wireframes
High fidelity protopype

PETER
34 / SOFTWARE TRAINER / SAN FRANCISCO, CA

DESCRIPTION

Peter works as a technician & software trainer at Academy of Art University in San Francisco. Peter loves his work with students but can see the opportunity to reach more people through online video courses.

Peter has a young family and see's online video training to be a way he can earn a little extra passive income. Peter has a strong technical understanding of technology but doesn't have the time or resources to build his own website to sell his courses.

"I need an easy way to control my video tutorials to get the most value from them."

WIREFRAME
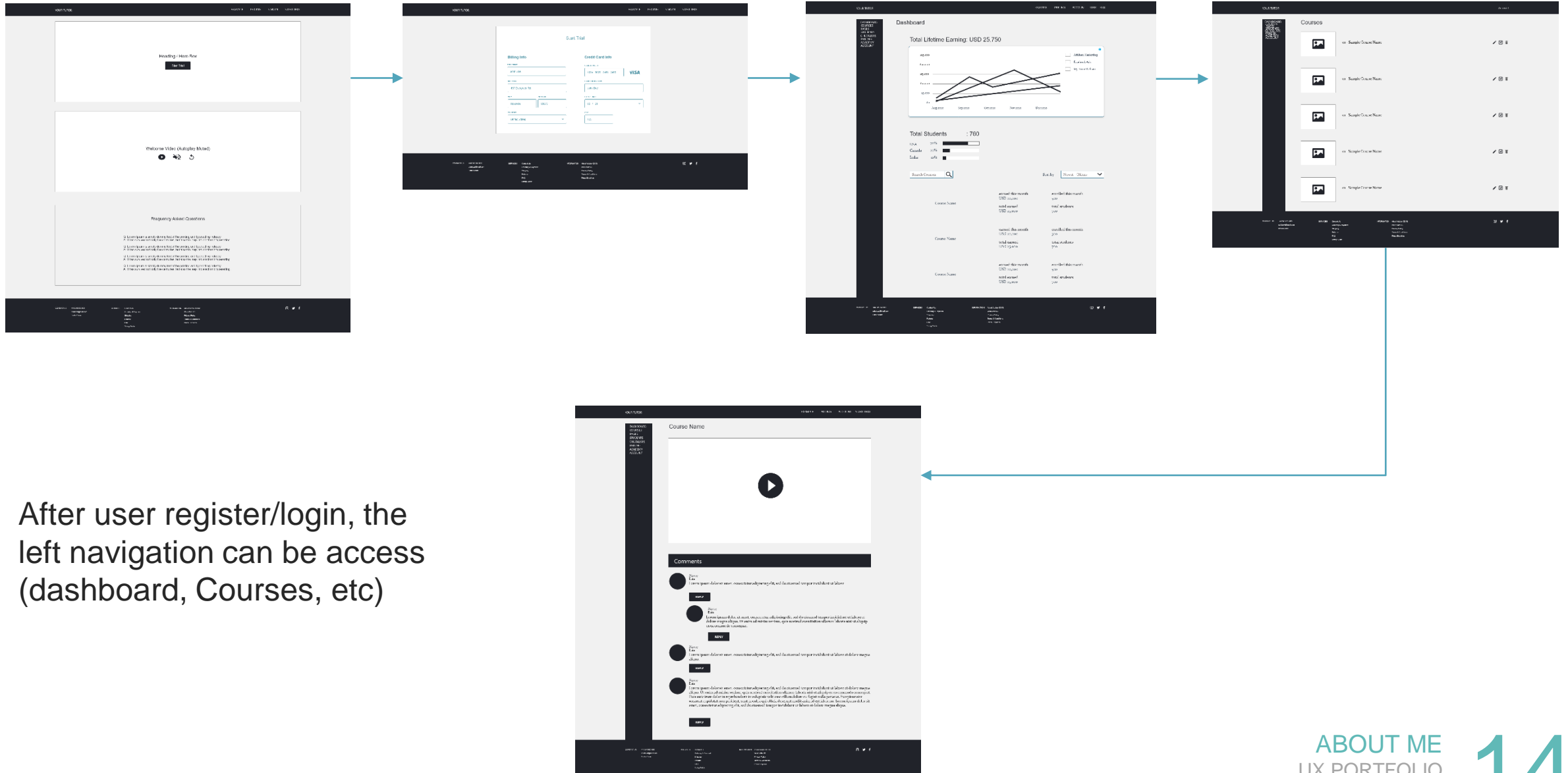
After user register/login, the
left navigation can be access
(dashboard, Courses, etc)

Fonts

Heading 1 - 40pt Arial
Heading 2 - 32pt Arial
Heading 3 - 24pt Arial

Body Copy - 20pt Cambria Regular
Body Copy - 20pt Cambria Bold
Body Copy - 20pt Cambria Italic
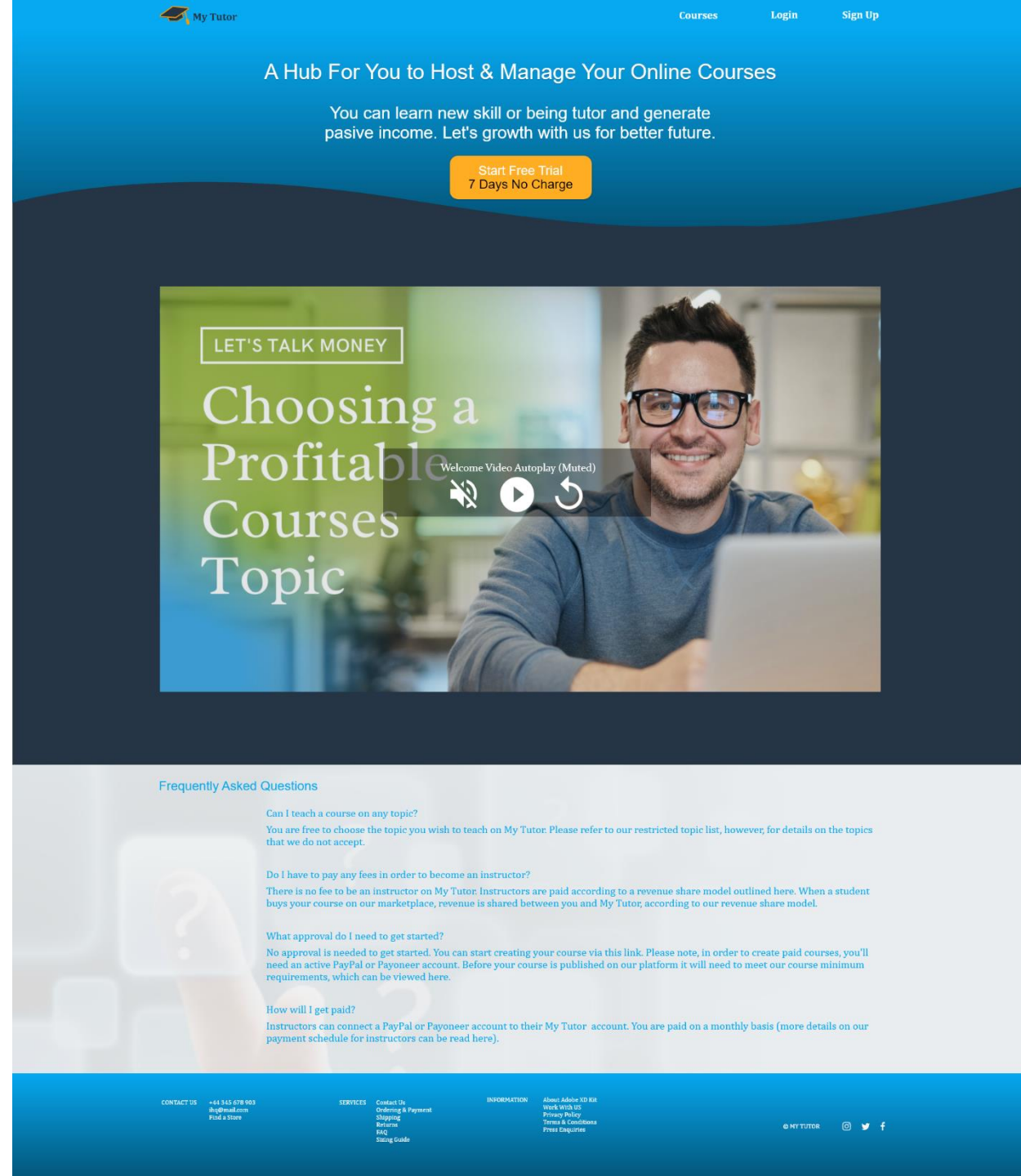Bottom Nav - 12pt Cambria Italic

Navigators

🎓 My Tutor   Login   Sign Up

CONTACT US   +44 345 678 903   SERVICES   Contact Us   INFORMATION   About Adobe XD Kit
              ihq@mail.com   Ordering & Payment   Work With US
              Find a Store   Shipping   Privacy Policy   © MY TUTOR   📷 🐦 f
                                                   Returns   Terms & Conditions
                                                   FAQ   Press Enquiries
                                                   Sizing Guide

Components

Colors

Icons & Logo

🎓 My Tutor   🔇   ▶   ↺

📷 🐦 f ✏ ☑ 🗑

PROTOTYPE

Homepage

A Hub For You to Host & Manage Your Online Courses

You can learn new skill or being tutor and generate
pasive income. Let's growth with us for better future.

Start Free Trial
7 Days No Charge

LET'S TALK MONEY

Choosing a Profitable Courses Topic

Welcome Video Autoplay (Muted)

Frequently Asked Questions

Can I teach a course on any topic?
You are free to choose the topic you wish to teach on My Tutor. Please refer to our restricted topic list, however, for details on the topics that we do not accept.

Do I have to pay any fees in order to become an instructor?
There is no fee to be an instructor on My Tutor. Instructors are paid according to a revenue share model outlined here. When a student buys your course on our marketplace, revenue is shared between you and My Tutor, according to our revenue share model.

What approval do I need to get started?
No approval is needed to get started. You can start creating your course via this link. Please note, in order to create paid courses, you'll need an active PayPal or Payoneer account. Before your course is published on our platform it will need to meet our course minimum requirements, which can be viewed here.

How will I get paid?
Instructors can connect a PayPal or Payoneer account to their My Tutor account. You are paid on a monthly basis (more details on our payment schedule for instructors can be read here).

CONTACT US   +44 345 678 903
ihj@mail.com
Find a Store

SERVICES   Contact Us
Ordering & Payment
Shipping
Returns
FAQ
Sizing Guide

INFORMATION   About Adobe XD Kit
Work With US
Privacy Policy
Terms & Conditions
Press Enquiries

© MY TUTOR

PROTOTYPE

The register page / login page is overlay on homepage

PROTOTYPE

Dashboard

PROTOTYPE

Courses page
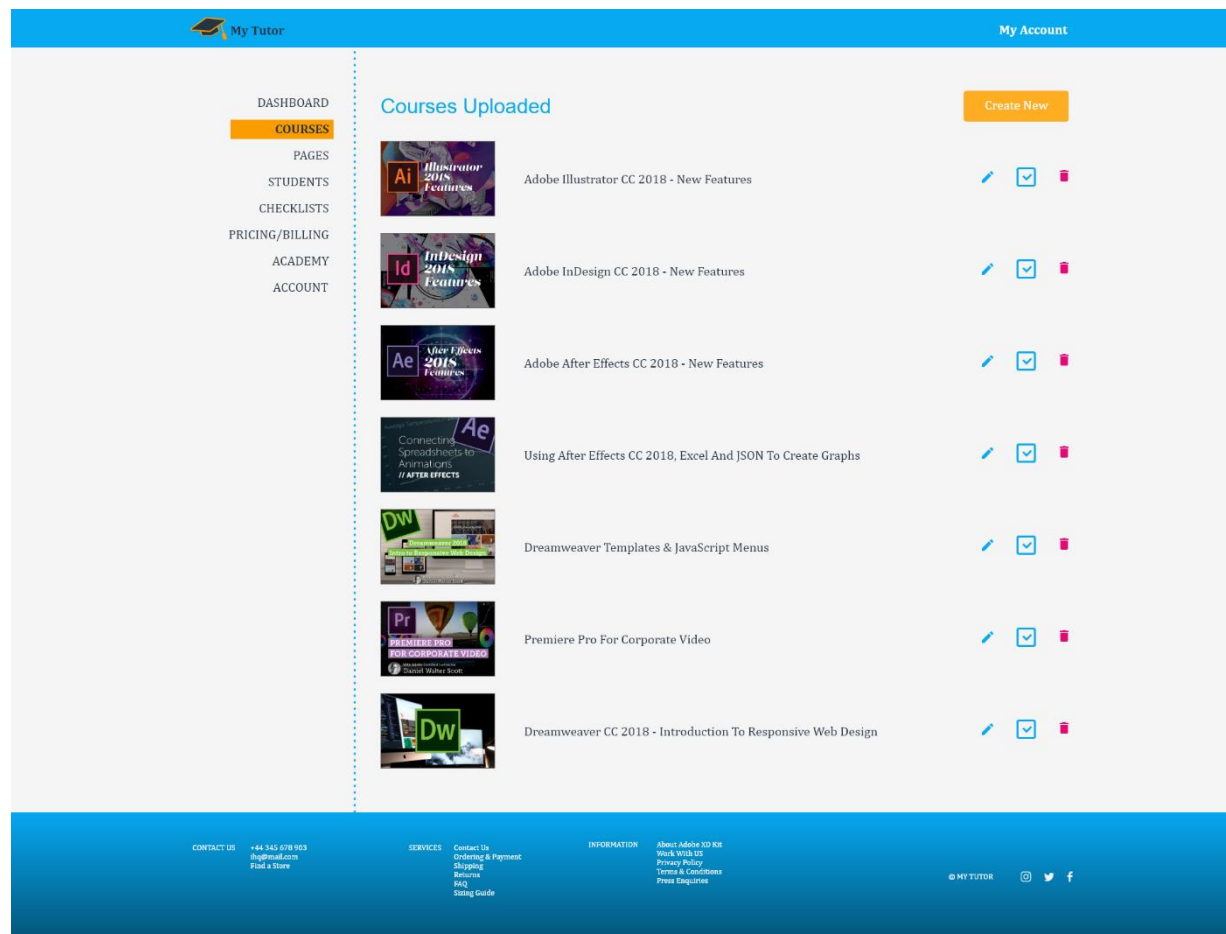
PROTOTYPE

Academy page (to see comments from students & play video that already uploaded
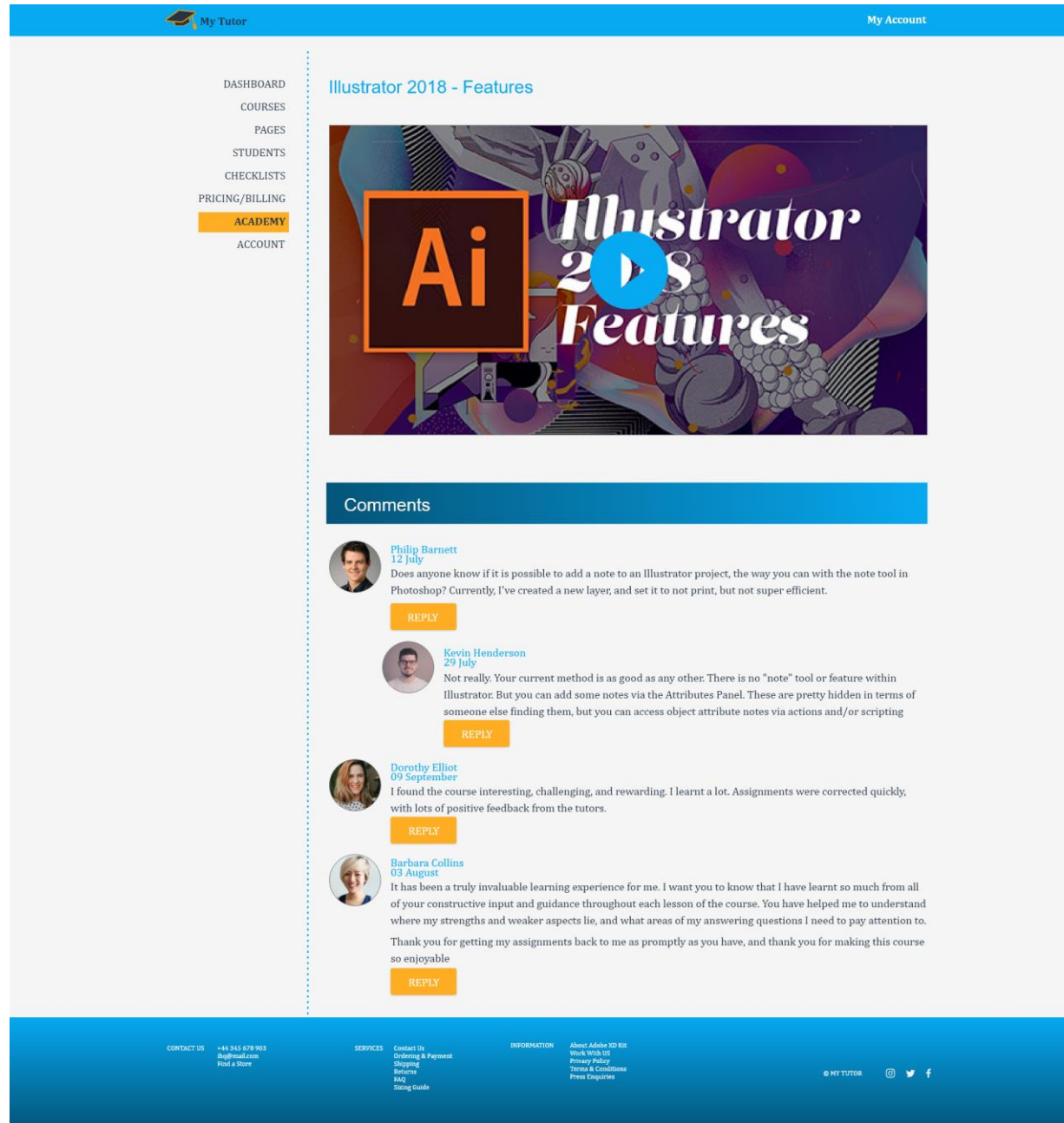
HEURISTIC EVALUATION REPORT

Improving Coursera's Discussion Forums

User Experience Research Report: Heuristic Evaluation

Executive Summary

Heuristics evaluation is a cheap, fast and easy to use usability engineering method designed by Jakob Nielsen in 1994 to find usability problems in user interface designs. These heuristics cover topics such as feedback, visibility, user control, user efficiency, help, error handling, error prevention and use of metaphors that match the real world. Each finding is given a severity rating:

1 = cosmetic problem

2 = minor usability problem

3 = major usability problem; important to fix

3 = usability catastrophe; imperative to fix

Introduction

Coursera is one of popular online learning platform. Users can taking university courses remotely, anywhere and anytime. It has lectures, assignments, and discussion forums. This report will focus on heuristic evaluation user experience discussion forums. Discussion forums is place where users interact with each other including course instructors.

Through heuristics evaluation, we hope to provide insights on how to improve the usability of Coursera and in doing so, improve the discuss experience for user so that the delivery of discussion is effective. In our study, we hope to answer the following questions:

- What heuristics are being violated?
- How are they violated and with what severity?
- What recommendations can we give for each violation?

Methods

Scope of the Evaluation

Forums is a place where users interact with each other including course instructors as well. This report will only focus on heuristic evaluation user experience discussion forums with major usability problem which important to fix with severity above 2/4 to give recommendations.

Heuristic Used

For this evaluation, we used the heuristics developed by Jakob Nielsen (1994) in the chapter "Heuristic Evaluation" in Usability Inspection Methods. Additional titles were added to the heuristics for clarification from "6 Tips for a Great Flex UX: Part 5" (Neil, n.d.):

1. FEEDBACK: Visibility of system status

2. METAPHOR: Match between system and the real world

3. NAVIGATION: User control and freedom

4. CONSISTENCY: Consistency and standards

5. PREVENTION: Error prevention

6. MEMORY: Recognition rather than recall

7. EFFICIENCY: Flexibility and efficiency of use

8. DESIGN: Aesthetic and minimalist design

9. RECOVERY: Help users recognize, diagnose, and recover from errors

10. HELP: Help and documentation

Finding and Recommendations

Key Findings

Finding 1: The system can't identify when someone post uncomplete link. There is no warning of uncomplete link and it still in the blue underline indicated that it is a link.

Severity: 3/4

Heuristic Violated: Error prevention

Recommendation: There should be no blue underline in uncomplete link or warning system added before users can actually post comments so the link can be corrected.
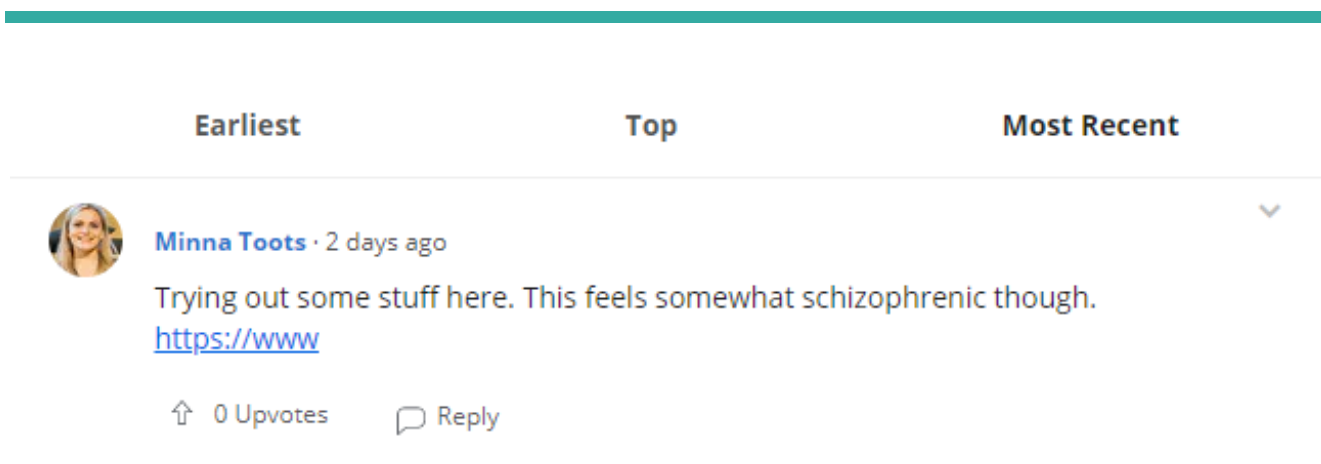
Figure 1. Uncomplete link

Finding 2: Edit can't be undone. User have right to undone the process.

Severity: 3/4

Heuristic Violated: User Control and Freedom

Recommendation: There should be undone button or a warning system that tell users their change can't be undone after they click submit. Users are only told that edits are permanent in the Help Center documentation - not anywhere in the Discussion Forums user interface.
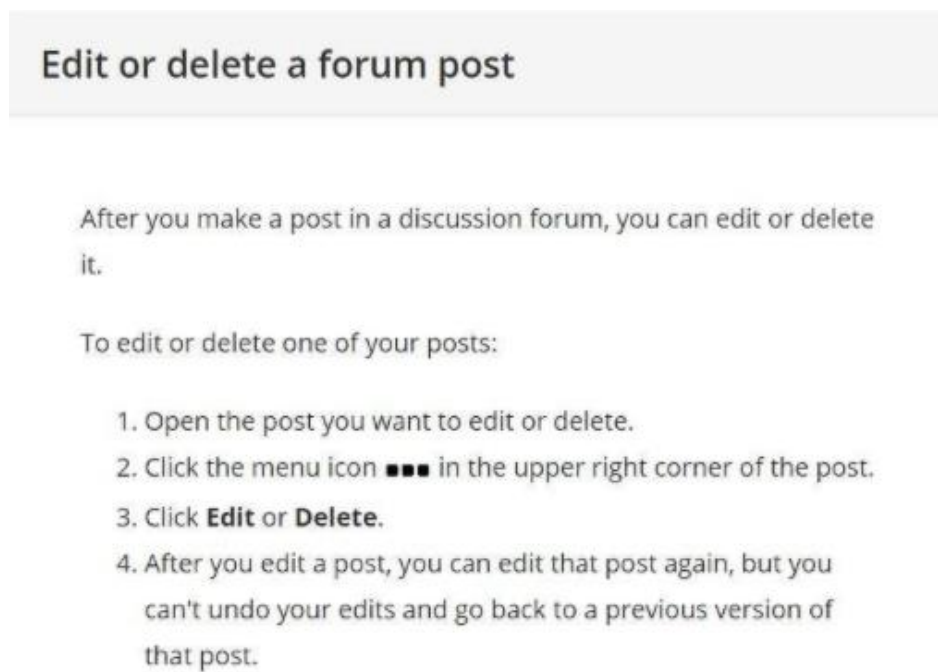

Figure 2. Policy edit or delete post

Finding 3: People can leave blank comment by just adding space. Maybe the person forget to type words and accidently click post.

Severity: 3/4

Heuristic Violated: Error prevention

Recommendation: There should be not allowed to put only spacing and warning system should be added.
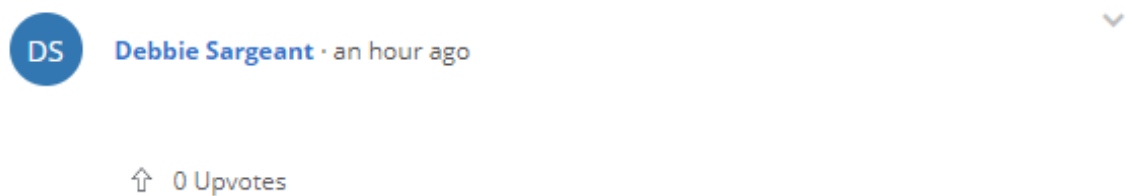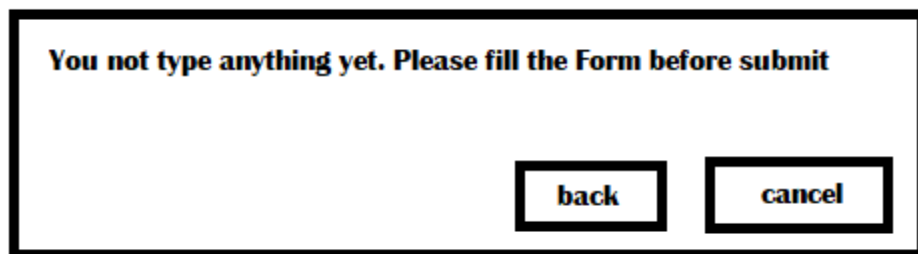

Figure 3. Blank comment

Figure 4. Additional warning system as recommendation

Finding 4: Users can't sort the "most helpful" reply for the question of discussion. There only earliest, top and most recent. So users have to read all replies to know which one is the most helpful for us.

Severity: 3/4

Heuristic Violated: Flexibility and efficiency of use

Recommendation: "most helpful" button should be added in sort list
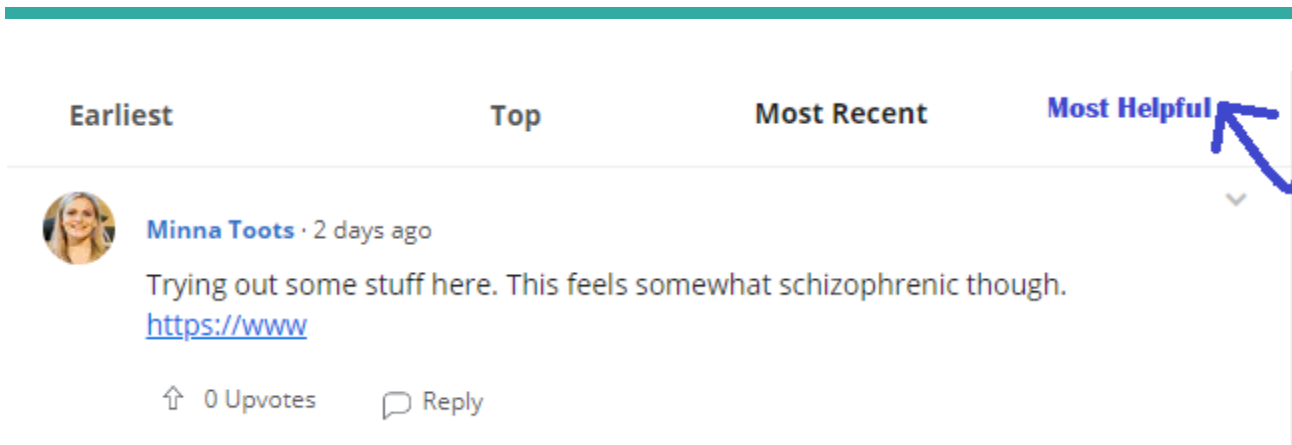
Figure 5. Flexibility and efficiency in sort list

Finding 5: The "up votes" button is unclear. Users up votes because the reply is helpful or the statement of the reply is something that need to answer the most.

Severity: 3/4

Heuristic Violated: Flexibility and efficiency of use, Match between system and the real world.

Recommendation: There should be additional button "find helpful". So people can click the button if the comment provide solution for them and remove the up votes button.
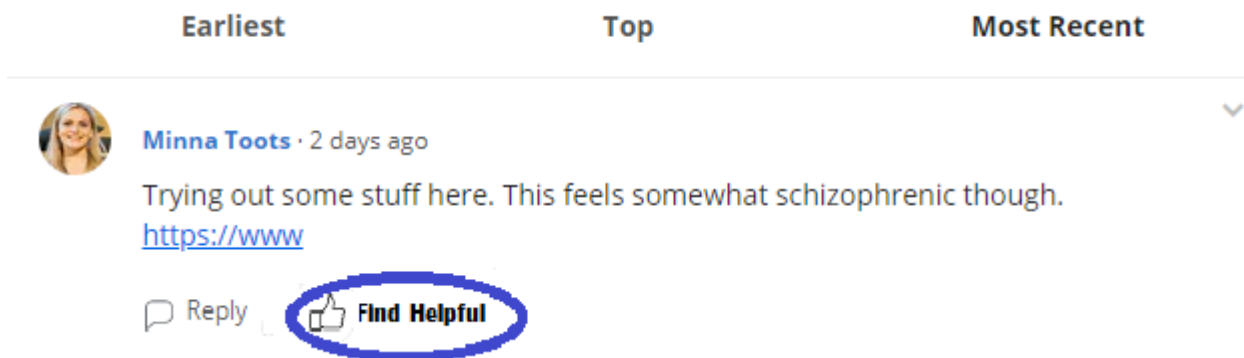

Figure 6. Make users easier to find which comment or reply that can provide solution

Summary Results and Conclusion

The heuristic evaluation of the coursera's discussion forums revealed that there were some issues in the design that are important to be fixed to enhance the user's experience. The following changes should be made for the next versions:

1. There should be no blue underlines in uncomplete link or warning system added before users can actually post comments so the link can be corrected.

2. There should be undone button or a warning system that tell users their change can't be undone after they click submit. Users are only told that edits are permanent in the Help Center documentation - not anywhere in the Discussion Forums user interface.
3. There should be not allowed to put only spacing in comment or submit blank comment and warning system should be added.
4. Most helpful" button should be added in sort list.
5. There should be additional button "find helpful". So people can click the button if the comment provide solution for them and remove the up votes button.

References

Neil, T. (n.d.). 6 Tips for a Great Flex UX: Part 5. Designing Web Interfaces. Retrieved from http://designingwebinterfaces.com/6tipsforagreatflexuxpart5

.Nielsen, J. (1994). Heuristic Evaluation. In J. Nielsen. & R. L. Mack (Eds.) Usability Inspection Methods. New York, NY: John Wiley & Sons.

Neilsen, J. (n.d.). 10 Heuristics for User Interface Design. Nielsen Norman Group. Retrieved from https://www.nngroup.com/articles/tenusabilityheuristics/

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