

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. Include usability test.
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.
3. **UNCLE JOHN CUSTOMIZE PIZZA APP.** Its Canadian pizza restaurant, when customer can build their own preference pizza, the size, crust & topping. **Include usability test & interaction design.**

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

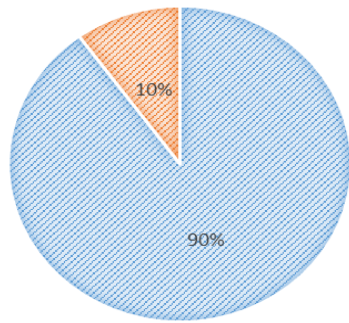
- a. Community app is important
- b. I want to develop my community
- c. It hard to find someone real in social media
- d. I want to have lunch or coffee break conversation with someone online discuss about my hobby, business or profession
- e. I like to talk one on one rather than multiple group
- f. 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.

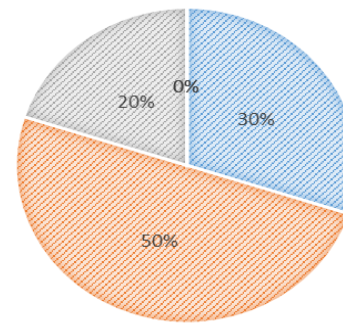
ARE YOU WORK FROM HOME?

■ Yes ■ No



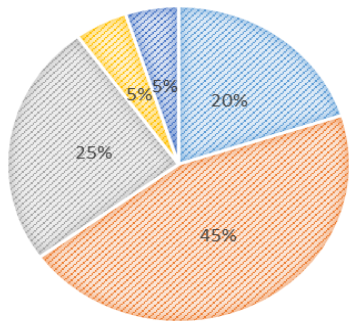
COMMUNITY APP IS IMPORTANT

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



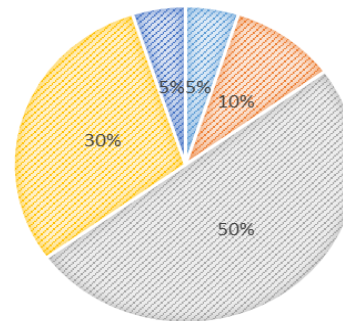
I LIKE TO HAVE A PERSONAL MENTOR/COACH

■ 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

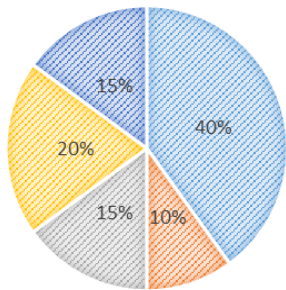


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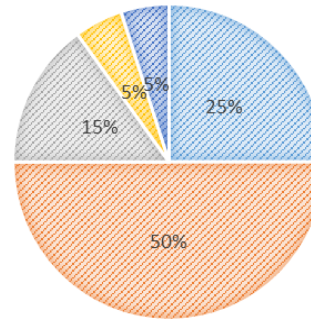
I WANT TO HAVE LUNCH OR COFFEE BREAK CONVERSATION WITH SOMEONE ONLINE DISCUSS ABOUT MY HOBBY, BUSINESS OR PROFESSION

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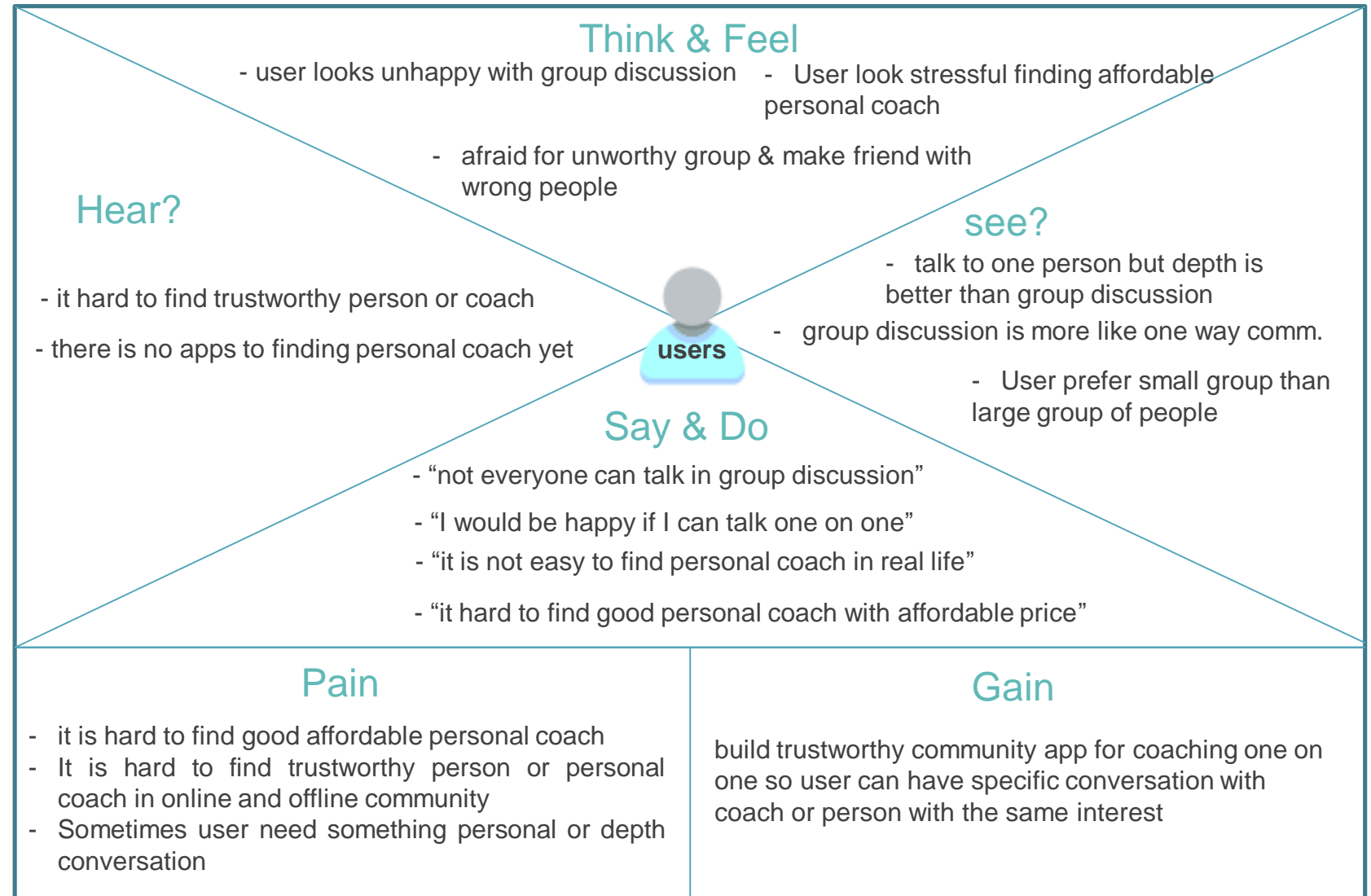
do user want meeting with
one person to have
discussion on spesific
topic?

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"there is no apps to
finding personal coach
yet"

Fitria kurniasari

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

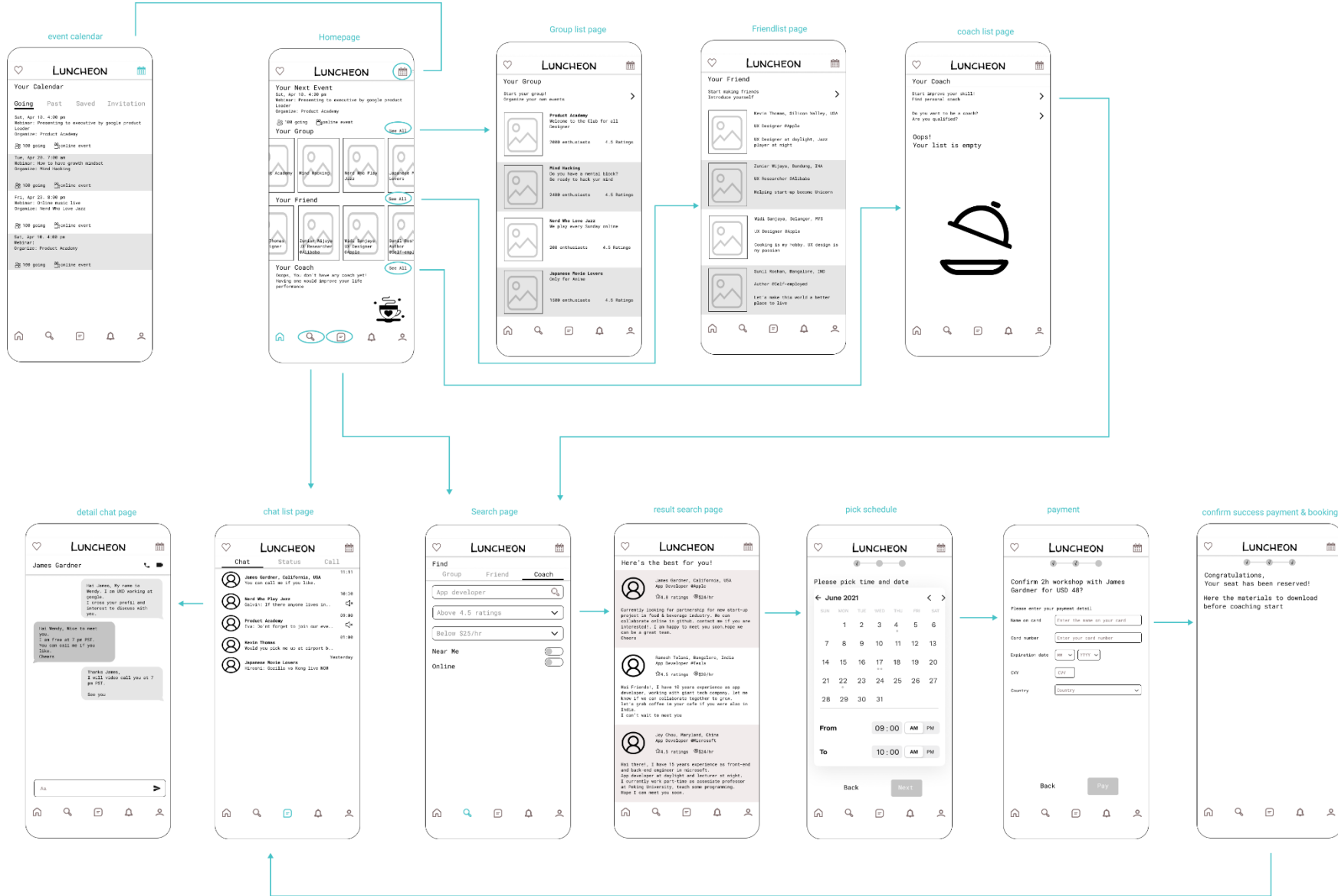
The luncheon application was built to connect people based on their interests or hobby. With this app, users can be easily found & meet the personal coach. Users can search activity, hobbies, topics based on their needs. User can join discussion group, can talk one on one with someone, and find or to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

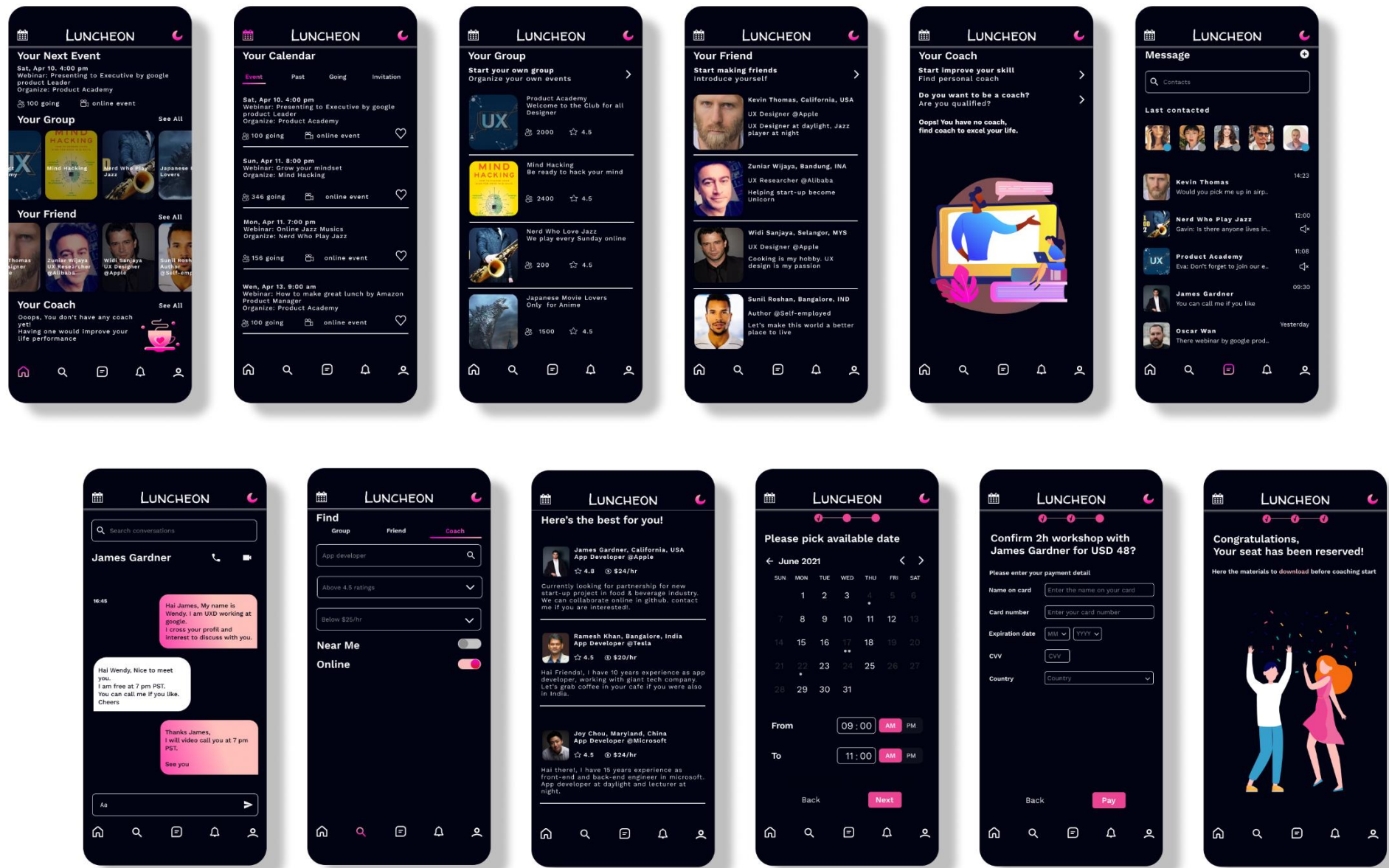
Interview topics

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?

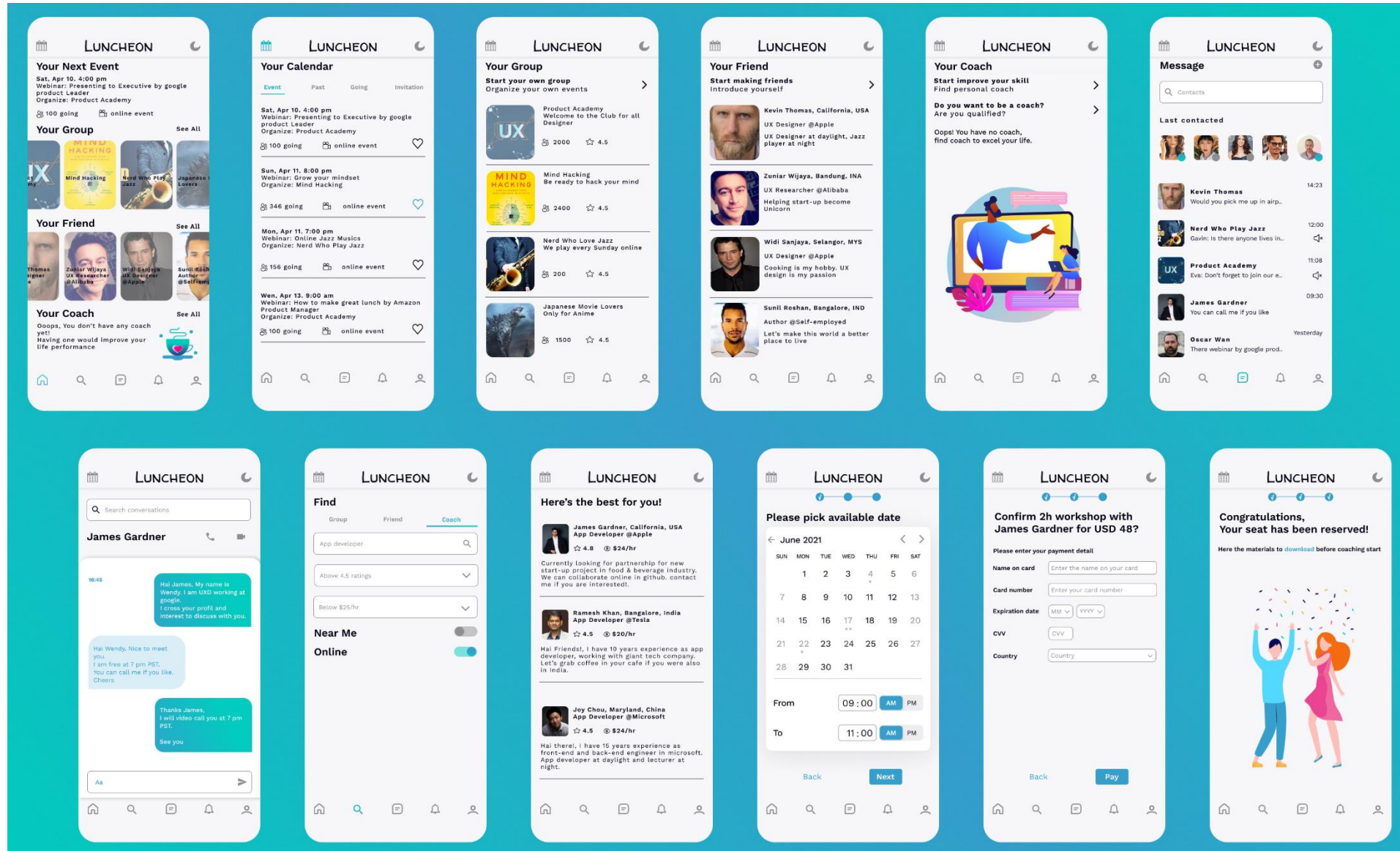
Usability Test Finding

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



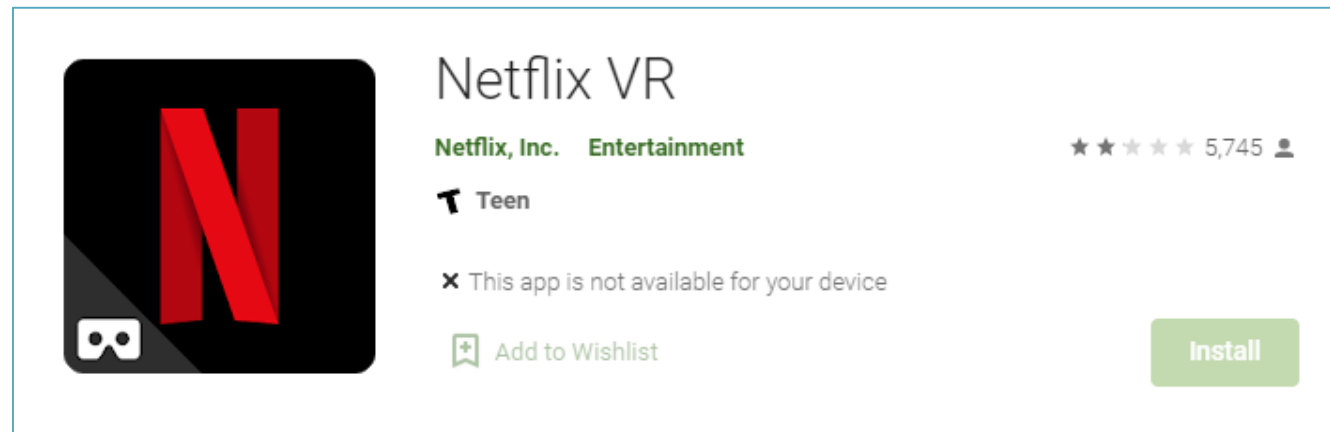
High Fidelity – Light Mode



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



UNCLE JOHN CUSTOMIZE PIZZA APP

Problems

Uncle John Pizzas is a traditional Canadian pizzeria that is already well-established within their small town for many years. Customers can create and build their own pizza according to their liking and preferences. The majority of these people are long-time customers of their pizzeria so the business has been quite stable.

But when the pandemic happened, revenues drastically dropped. Unless they adapt their business to the digital age and try to appeal to the millennials, it would be difficult to bounce back from this loss.

The duration time to create is app is 7 days only.

Research Methods

Persona

Pierre Allaire



Motivators

- love to order delivery food online
- Pizza lover
- Want to eat pizza with a lot of variant choice of topping
- Sometimes dine in, or pick up order and eat with friends at home

Demographics

Age: 32
Occupation: Product Manager
Location: Ottawa, Canada
Life Stage: In relationship

Constraints

- do not have time to learn and bake homemade pizza at home
- Want something customize
- High technical literacy

Scenario






Pierre on the way on his apartment after meeting with friend. Davina, his girlfriend called him, asked him if he could pick the pizza she ordered in Uncle John Restaurant. Pierre refused because he had to take U-turn to Uncle John Restaurant. So Pierre said he the one who will order the pizza and delivery at apartment. their option for small, medium, and large size.

He choose the small size due to he will only eat with his girlfriend who unfortunately on diet. He choose thin crust because he almost feel fuller right now but want to taste pizza. He choose topping bacon, pineapple, onions, sausage, spinach, then black olive but the app give him warning feedback that he can only choose max 5 topping for small size. so he not pick the black olive then continue to confirm order. He choose delivery, write his apartment address and proceed checkout.

He take a shot to his card debit and the apps fill the form information itself. He click pay now button to pay.

after arrived the pizza is not deliver yet. so he open the app again that click tracker order than call the delivery man. Finally he feel so happy that the pizza is arrive. Now is time to eat.

Research Methods

	Awareness	Order Pizza	Customization	Payment	Delivery
User Actions	<p>Feel hungry</p> <p>Pizza lover</p> <p>Search pizza to dine in, pick up or delivery viaonline</p>	<p>browsing on website</p> <p>compare several pizza restaurant based on review</p> <p>install pizza order app</p> <p>sometimes want pick up, delivery, or dine in (depend with situation)</p>	<p>search available size pizza</p> <p>search available crust</p> <p>search available topping</p>	<p>seeing their current money</p> <p>seeing payment option</p>	<p>want to track their order after pay</p>
Touchpoints	<p>banner ad / landing page</p> <p>social media account</p> <p>Apps</p>	<p>Google play/ apple store</p> <p>review/ rate app</p> <p>sign up / login</p>	<p>find available pizza size</p> <p>find available crust & topping</p>	<p>Payment option</p> <p>fill the debit/credit/paypal form</p>	<p>Payment option</p> <p>video call</p> <p>voice call</p> <p>text message</p>
Emotions	 <p>excited to find delicious pizza near by</p>	 <p>neutral</p>	<p>afraid that they cannot do customization or if the topping not available</p> 	<p>afraid being scam</p> 	 <p>excited to receive pizza</p>
Pain Points		<p>find trustworthy app</p> <p>find trustworthy restaurant</p>	<p>need to find size & crust based on their current need. example want to eat alone or share. want to feel fuller or eat something crunchy</p> <p>visualization their pizza with their chosen topping. (look delicious or not)</p>	<p>need to find secure payment and ability to choose payment options</p>	<p>need tools to easy communicate with delivery man</p>
Solutions		<p>Build pizza order app that offer whether user want to delivery, pick up or dine in</p>	<p>build pizza order apps that not just give option but also suggestion what should user pick based on their current situation. also can visualize the pizza with their chosen topping</p>	<p>give payment options. write seo in page to convince him to do payment soon</p>	<p>add call feature</p>

Define Problems Solution

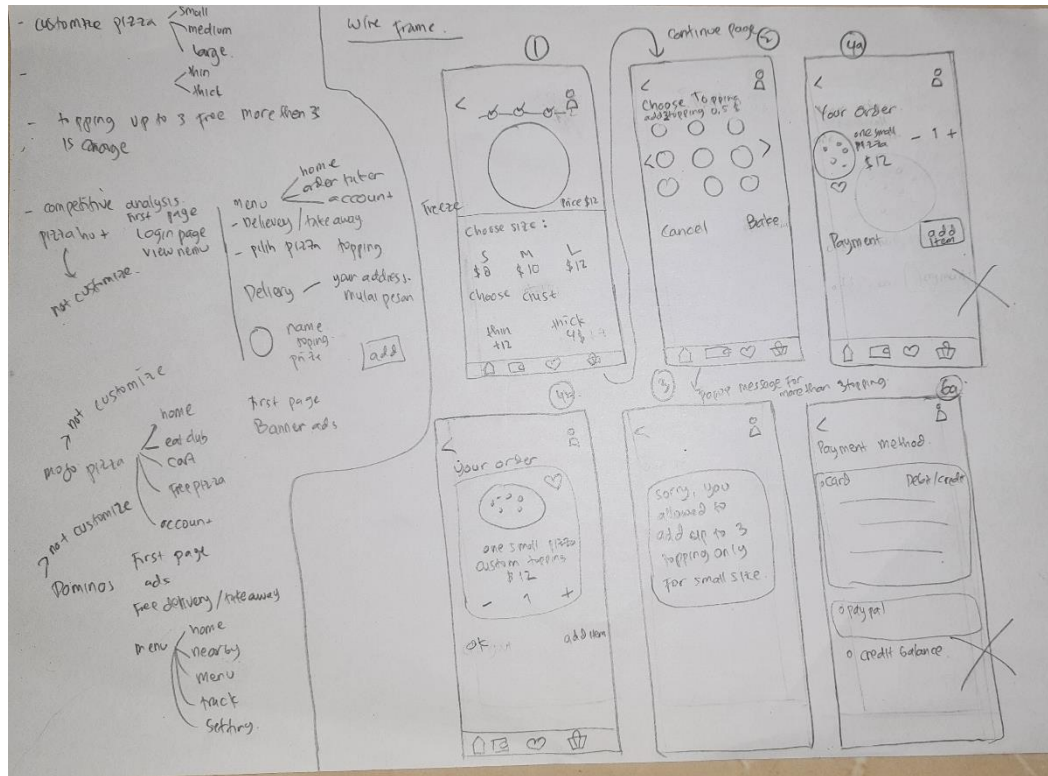
Define Problems

1. User sometimes take a lot of time to choose the option for pizza size, crust, and topping
2. User want to see visualization about how the pizza might look like with their chosen topping
3. User want to have flexible option whether they want to delivery, pick up or dine in
4. user want to have payment options
5. user want to have ability to track order & make a call to delivery man

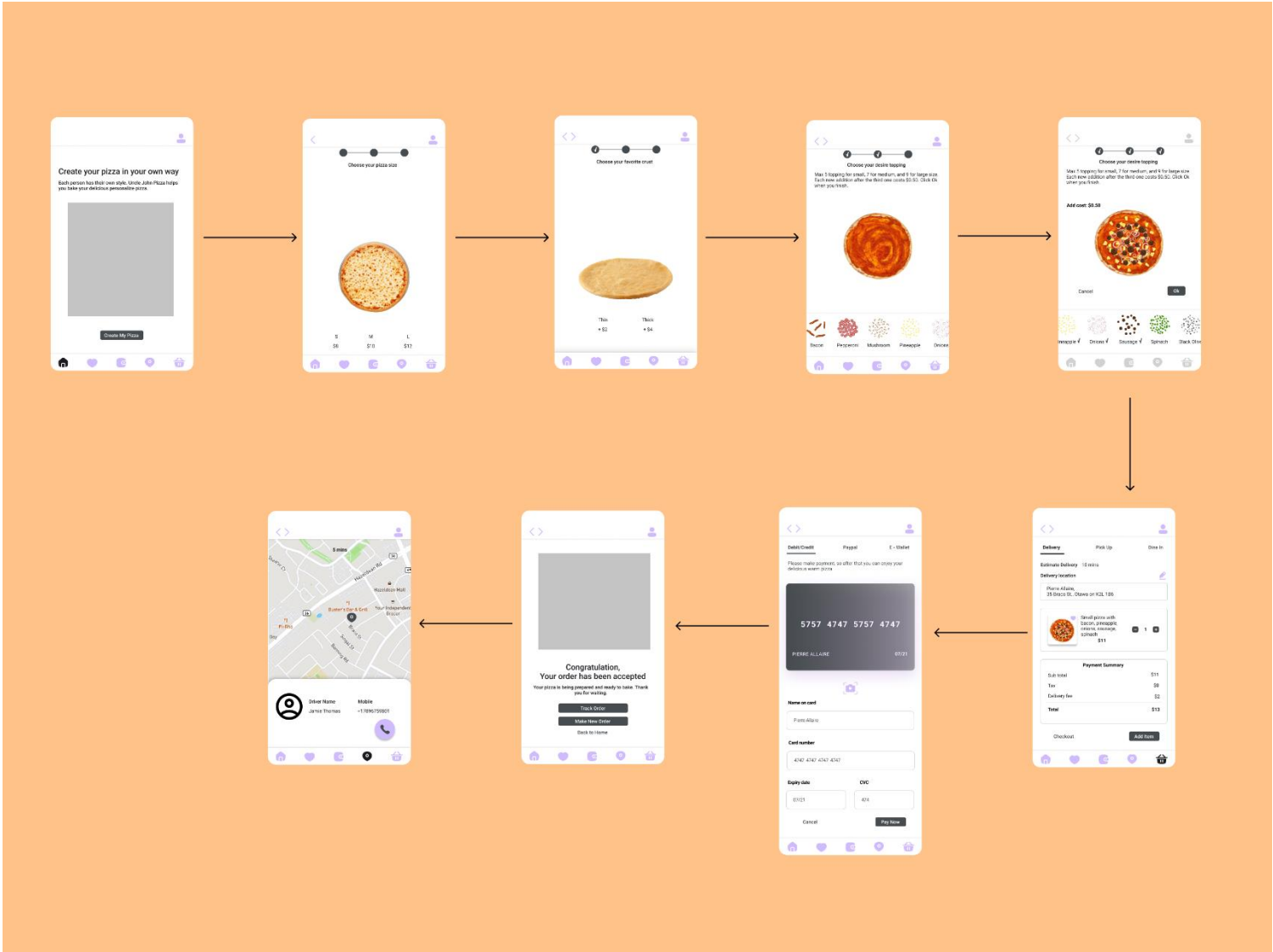
Solutions

1. Add suggest about pizza size, crust, and topping, so user will not blank.
2. Add visualization about how the pizza might look like with their chosen topping
3. Add options whether they want to delivery, pick up or dine in
4. Add payment options
5. Add tracking order & call feature

Sketches

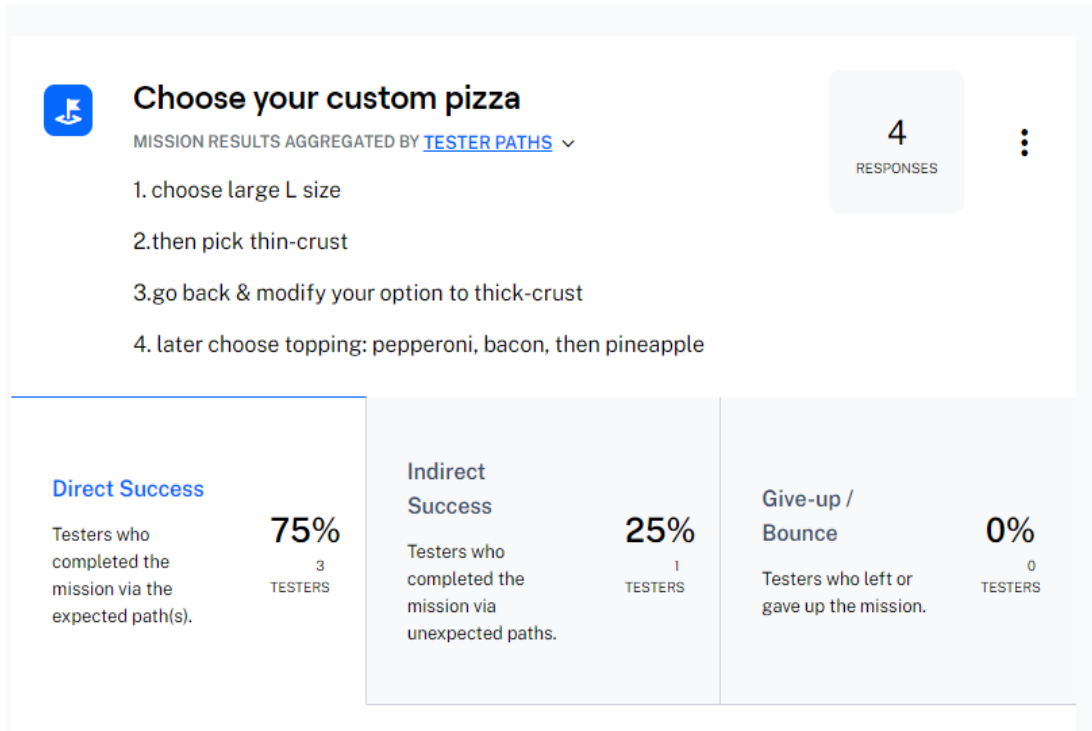


Wireframe & User Flow



Usability Test – Remote Unmoderated Testing

Usability test was done remote unmoderated with maze, as the result from usability test the next button after pick pizza size option, after pick crust was remove so user will direct to next page without click next.



ID	TESTED AT	OUTCOME	DURATION	MISCLICKS	MISCLICK'S P...	TESTER'S PATH
45108007	2021/07/20 14:36	Direct	17.90s	0	0	
45107228	2021/07/20 14:43	Direct	17.49s	0	0	
45110864	2021/07/20 14:46	Direct	26.90s	0	0	
45111037	2021/07/20 14:50	Indirect	71.95s	3	2	

Design System

Typography

Heading 1 Roboto regular 20pt

Heading 2 Roboto 12pt regular

Heading 3 Roboto 12pt regular

Heading 4 Roboto 8pt regular

Component Element

Uncle John Pizza

<>

Icons

Active

Hovering

Inactive

<

>

<

>

<

>

Buttons

primary

Hovering

secondary active

secondary inactive

Call to Action

Call to Action

Call to Action

Cancel

Colors

#1A1C20

#F9813A

#FFC288

#F0E3CA

#D2D2D2

IT ME

UX PORTFOLIO

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39

Hi-Fi Prototype

You can see
the interaction
design video
in my dribbble
Account.
Link on 2nd page

