

FITRIA KURNIASARI

UX DESIGN PORTFOLIO

SELECTED SAMPLES

ABOUT ME

<https://linktr.ee/fitriakurniasari>

UX DESIGN & RESEARCH ENTHUSIAST

A meaningful user experience can define the customer journey on website or mobile apps that make a business to success. Design is not only it should look good but also how it works & it should also have good content for problem solving. Let me know how we can collaborate to grow.

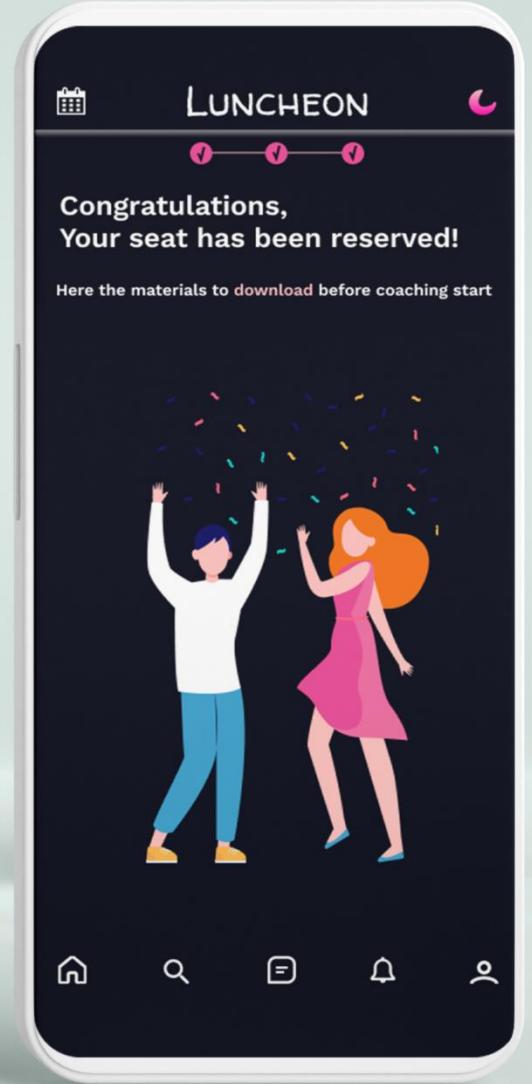
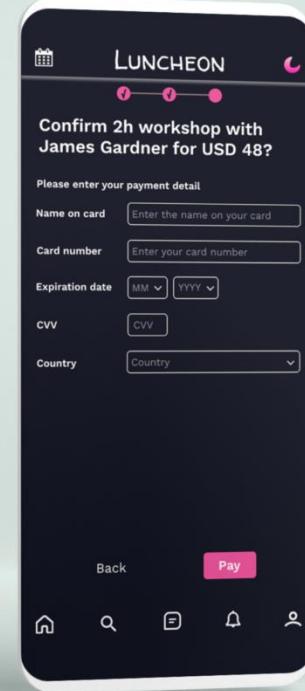
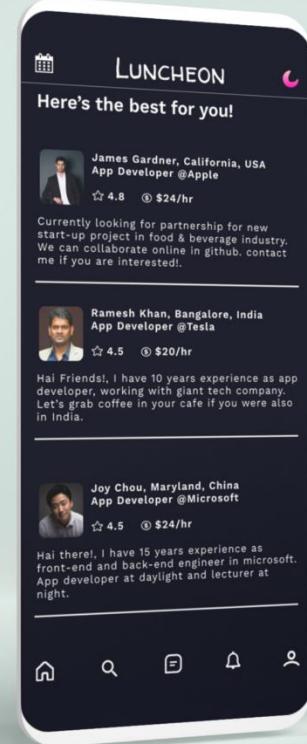
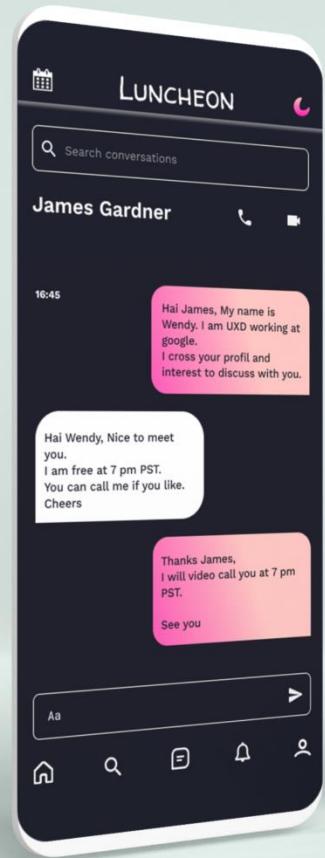
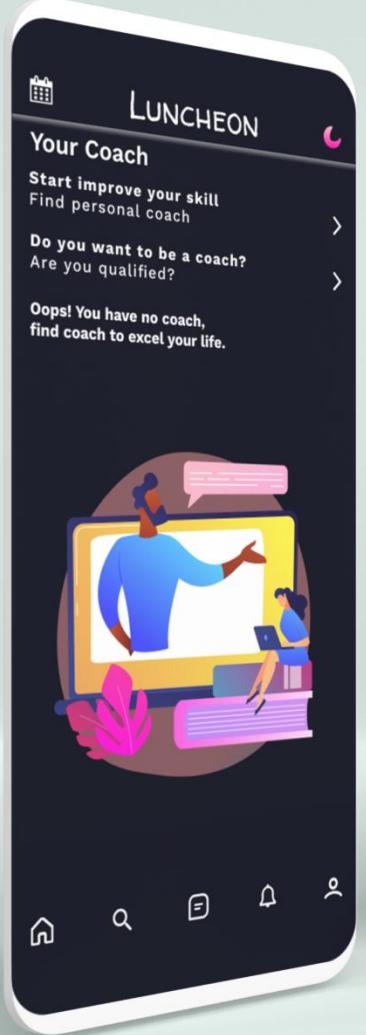
SKILL

- Adobe XD, Illustrator
- Figma
- Heuristic Evaluation
- Data Visualization
- Usability Test
- UX Research
- Wordpress
- 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. **UNCLE JOHN CUSTOMIZE PIZZA APP.** Its Canadian pizza restaurant, when customer can build their own preference pizza, the size, crust & topping. **Include usability test & micro-interaction design.**
3. **PROPERTY DISCOVERY.** Not just property finding but completed with booking schedule & credit application also



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.

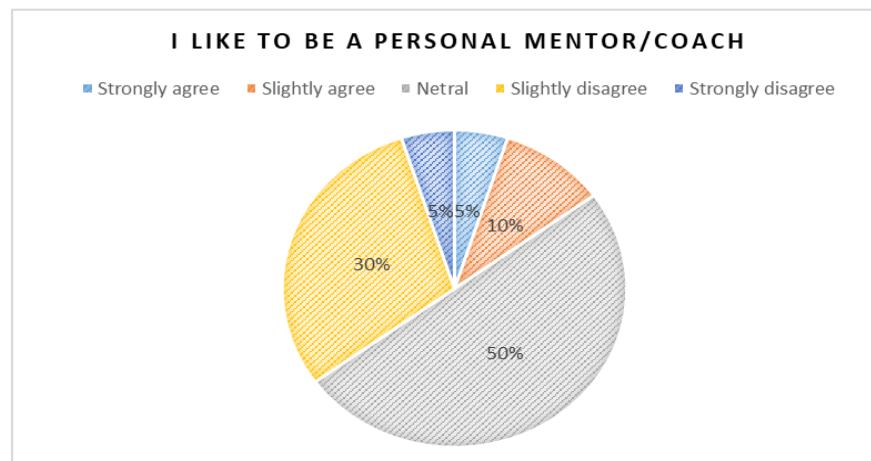
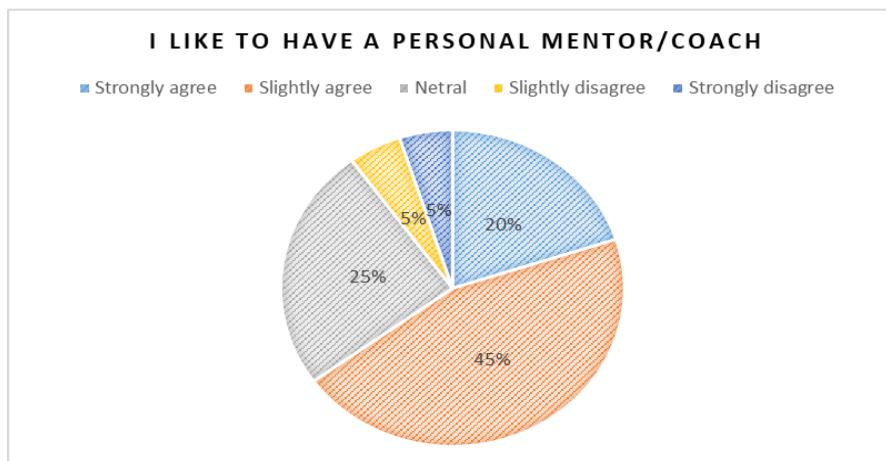
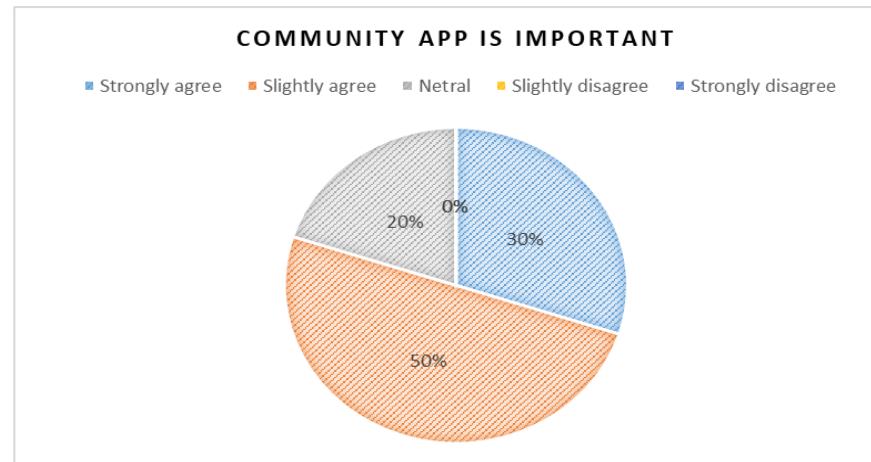
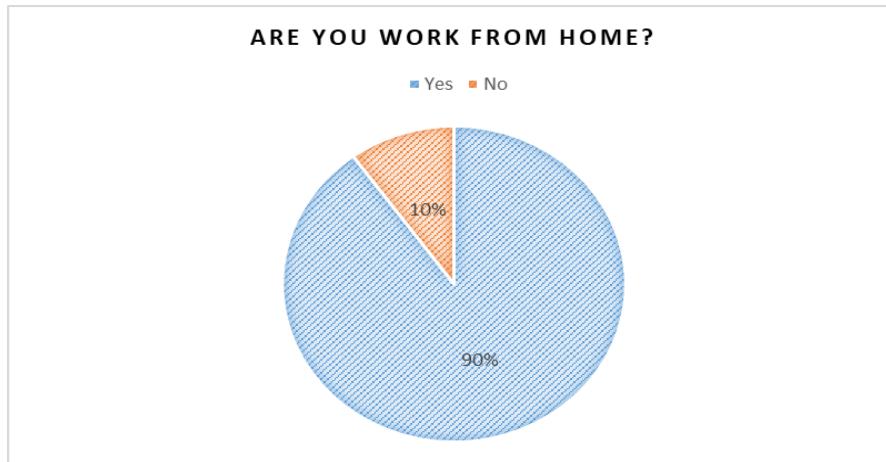
- a. How old are you? _____
- b. What gender are you? Female/Male
- c. What is your profession? _____
- d. Are you work from home? Yes/No

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

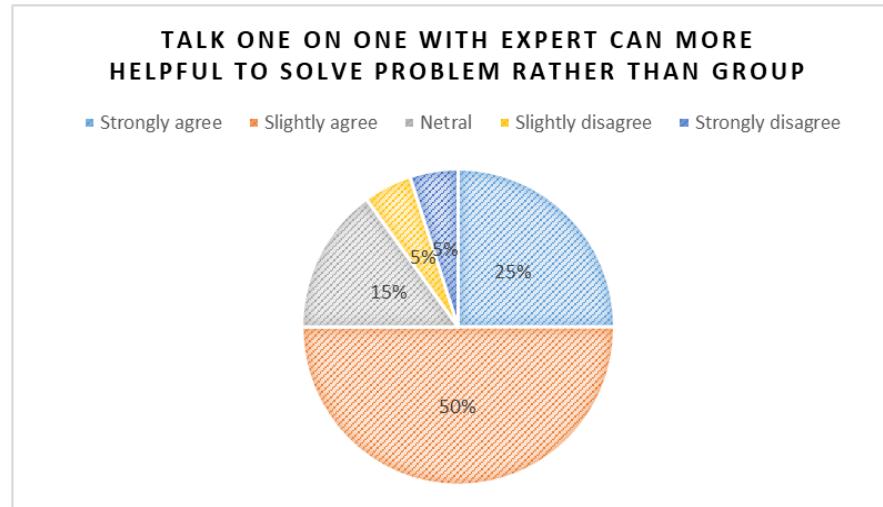
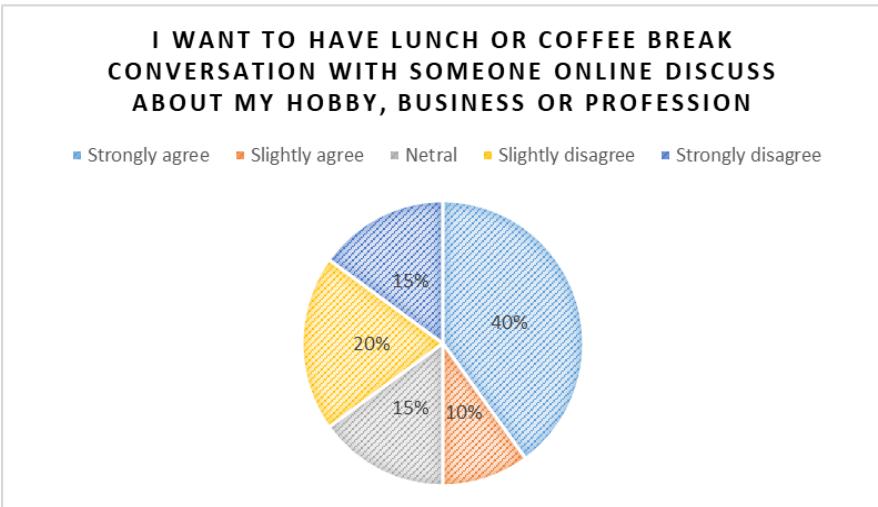
Survey Results

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.

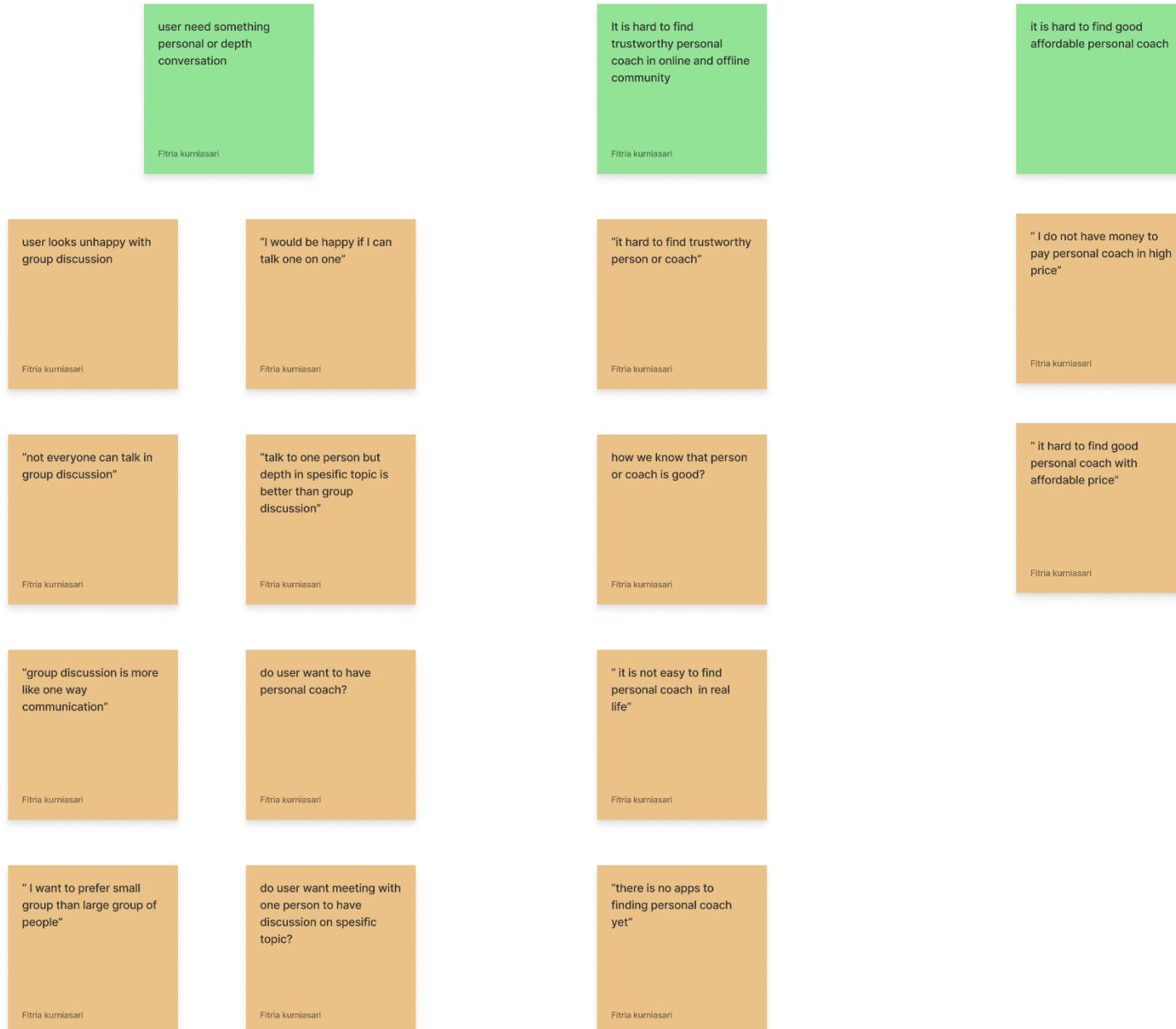


Survey Results

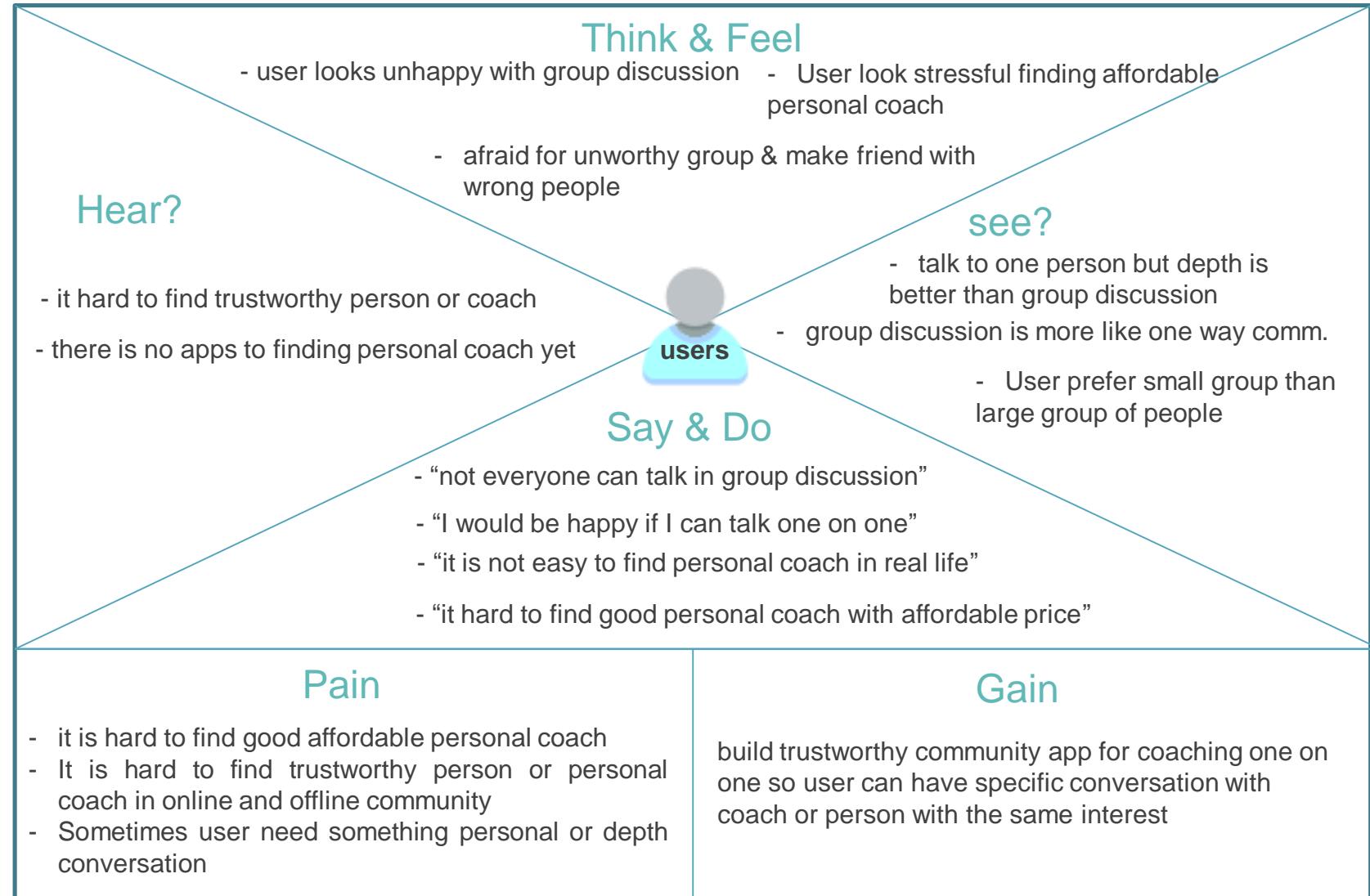
The survey data were gathered, now it's time for user need analysis. Some of the participants were the web developer, chef, musician, student, and author. The age range from 19 – 50 years old.



Affinity Wall from Interview



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

Personas: Concretizing User Needs	
 Daniel	Motivators <ul style="list-style-type: none">- Senior level career- Want to have work balance- Willing to develop community- Willing to gain and share knowledge- Open minded Constraints <ul style="list-style-type: none">- Doesn't like dating application cause he wants to meet professional only- Digital nomad, work from home- Hard to find new real people to hangout- High technical literacy
 Safitri	Motivators <ul style="list-style-type: none">- Entry level career- Highly motivated to meet new people- Want to improve skill- Want to collaborate- Open minded Constraints <ul style="list-style-type: none">- High mobility, travel a lot- Digital nomad, work while travelling- Medium technical literacy
Demographics Age : 35 Occupation : Product Manager Location : Adelaide, Australia Life Stage : Married, 1 Childern	
Demographics Age : 27 Occupation : Natgeo Writer Location : Unknown Life Stage : Single	

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

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.

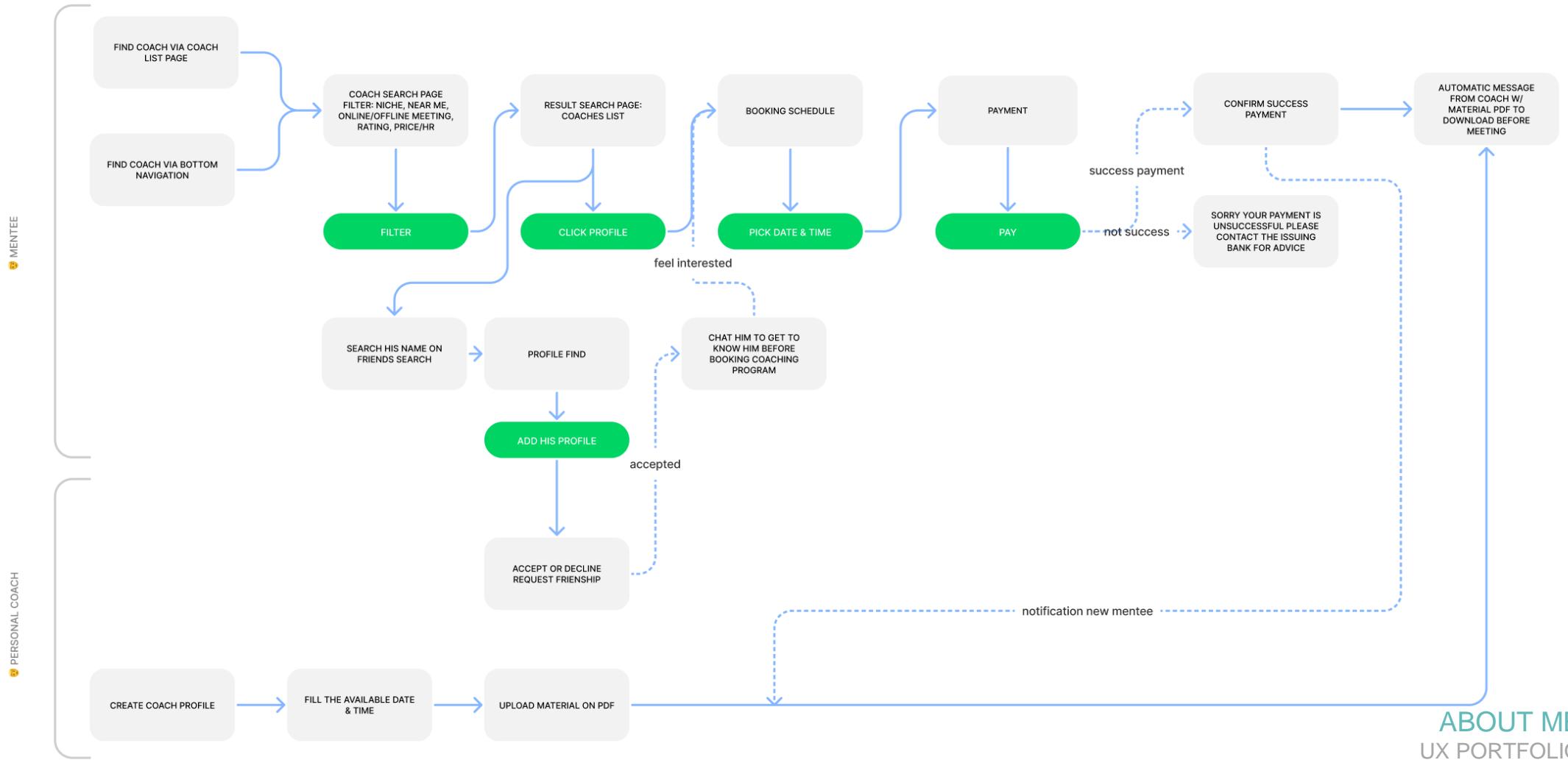
Once they find activities which they want to join, they can send an invitation to start a conversation. The owner group, professional, or personal coach can receive, approved, or rejected an invitation, when the invitation was approved, they can start chat messaging or video call at a specific time that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

Low and High Prototype

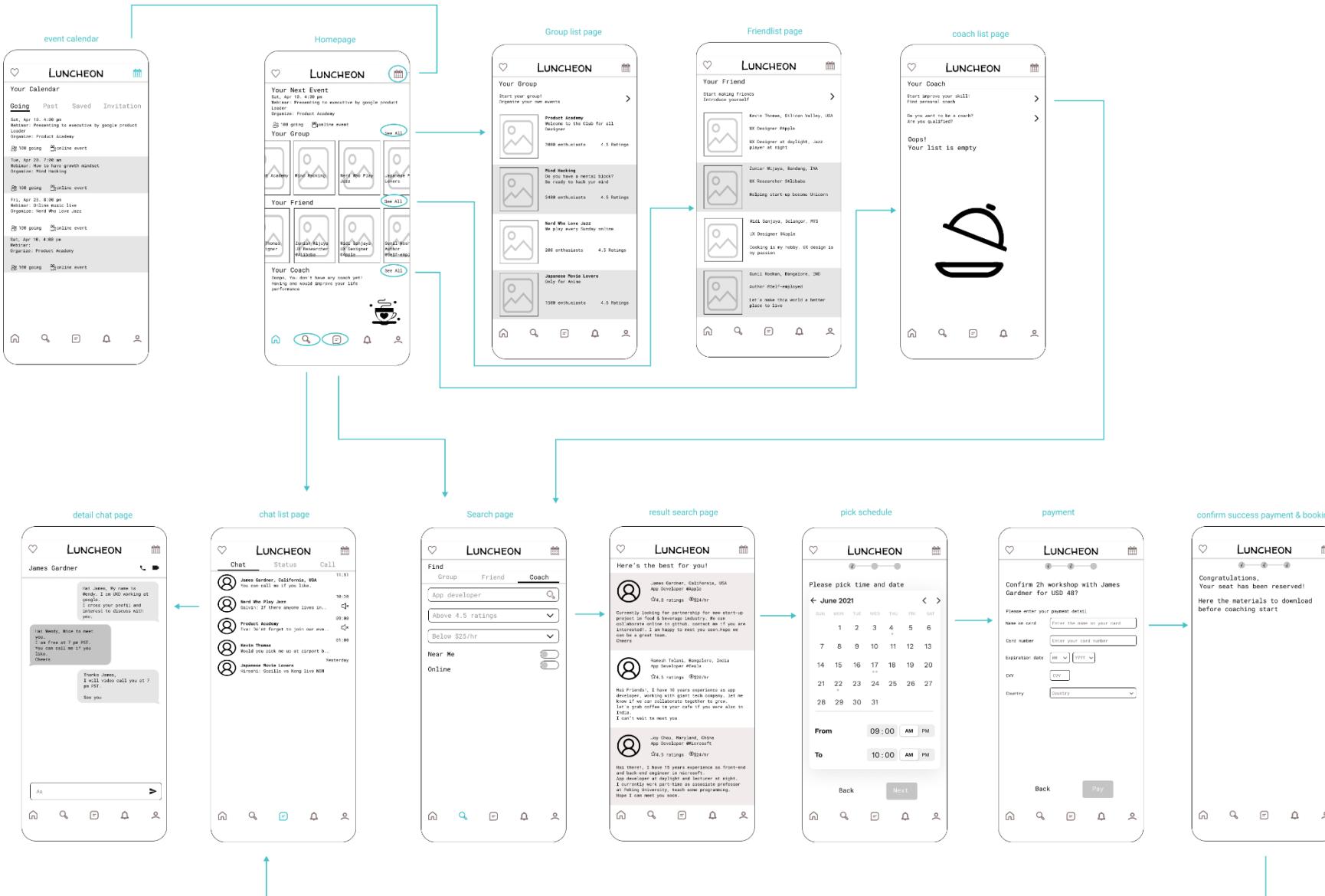
I gather some design ideas in paper sketches before starting the wireframe. I have done a usability test before creating Hi-Fi. Why? Visually pleasing design can mask usability problems and prevent issues from being discovered during usability testing.

User flow

Luncheon (Personal Coach Booking Section)



User happy flow scenario



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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 is 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

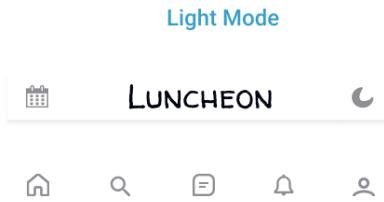
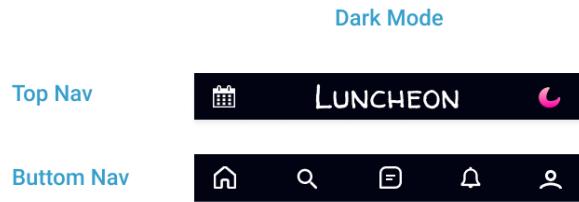
1. How often do you use community app?
2. Have you used a similar app before?
3. What make it useful or frustrated?
4. What did you think of the layout of the content?

Usability Test Finding

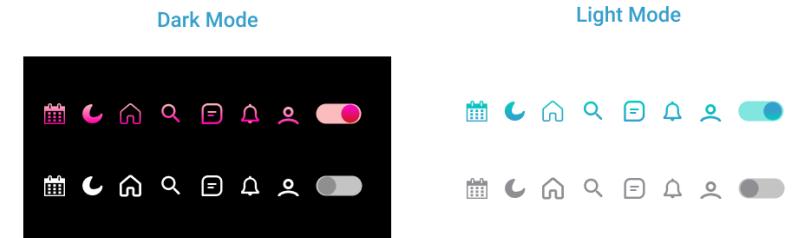
1. There is ambiguity on the calendar page between going event saved event and the heart symbol in the top navigation. Recommendation: change the going event as an available event, remove the heart symbol as like event to the right of the event list.
2. The SEO writing on your coach page was not eye-catching. 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.

Design System

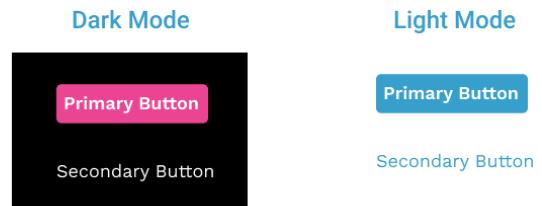
Navigation



Icon



Button



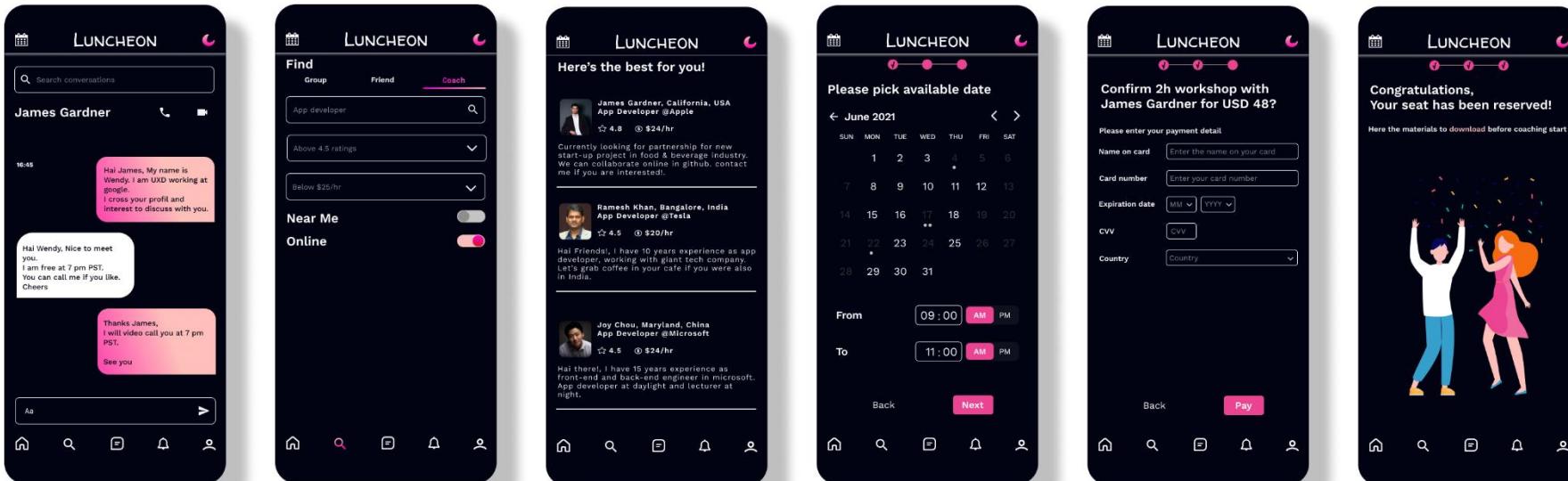
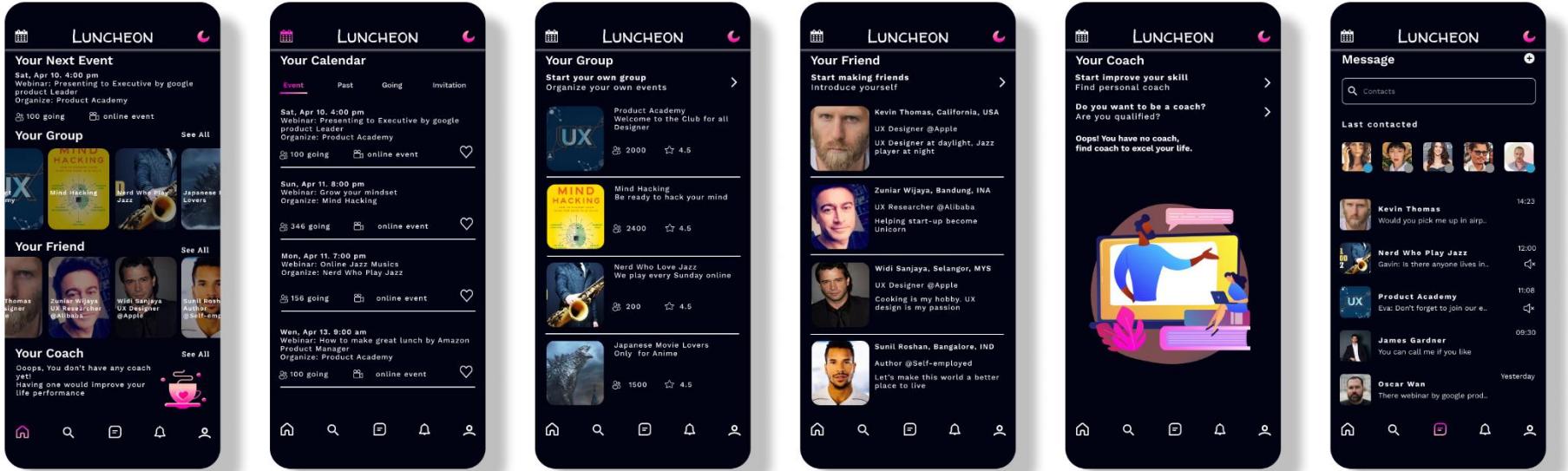
Topography Style

Work Sans Semibold 24pt
Work Sans Semibold 16pt
Work Sans Bold 14pt
Work Sans Medium 14pt
Work Sans Regular 14pt

Colors



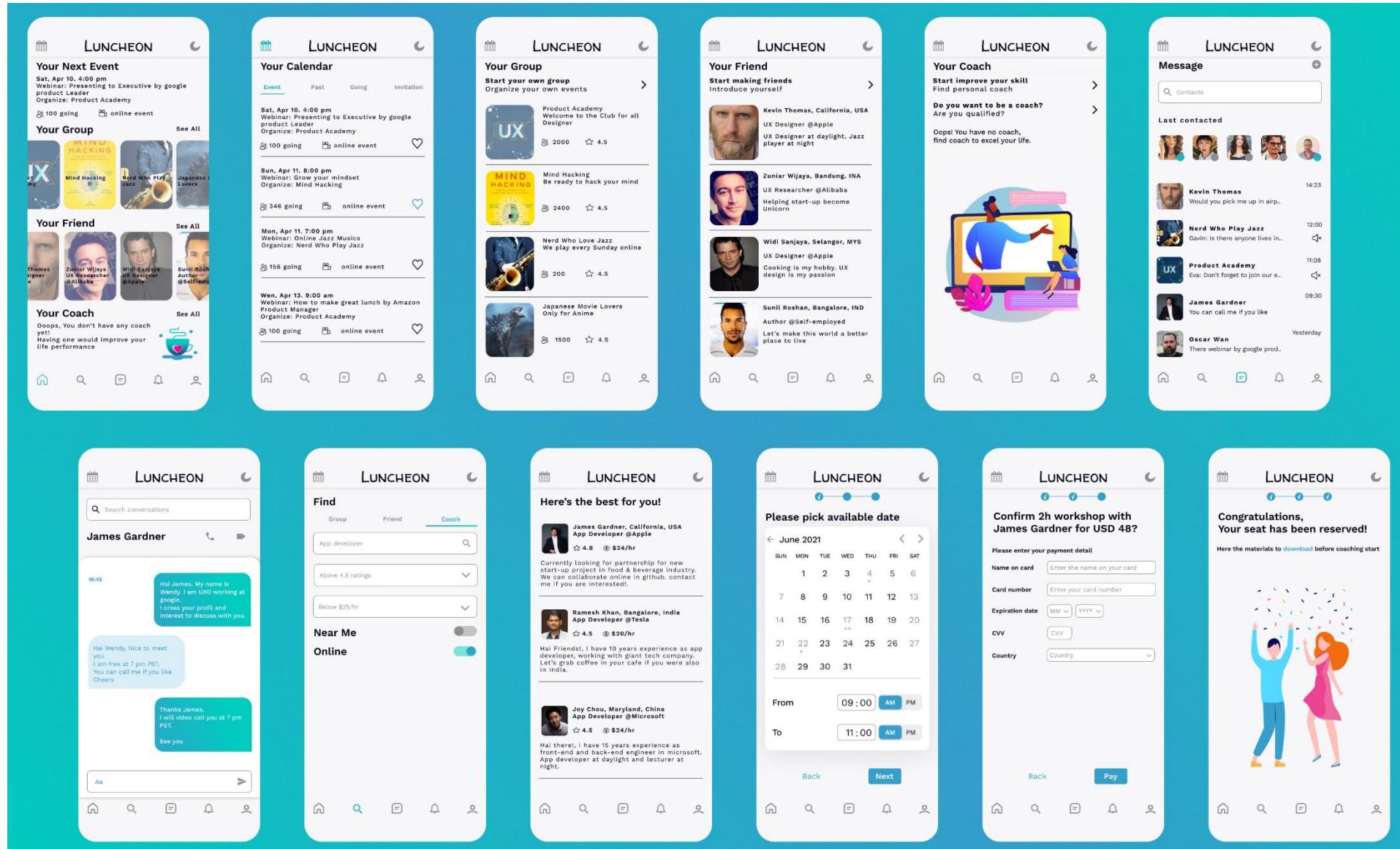
High Fidelity – Dark Mode



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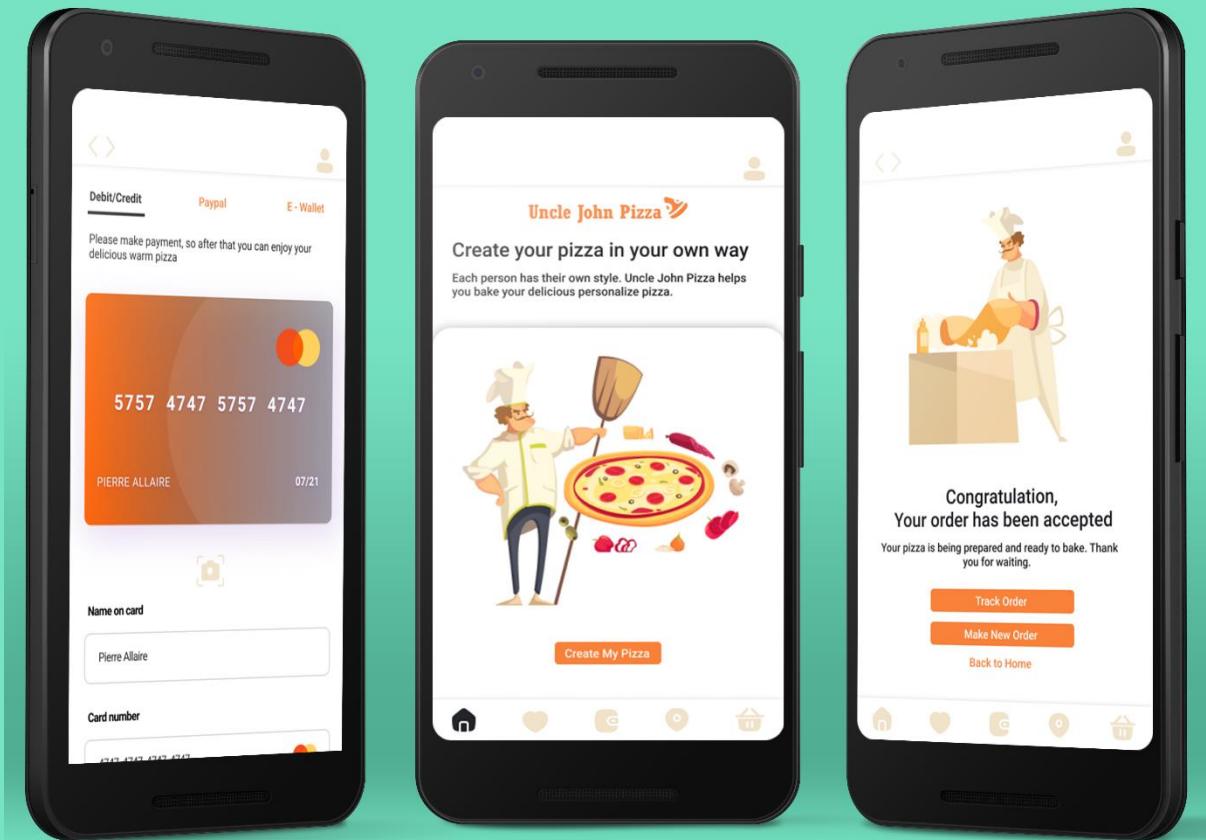
High Fidelity – Light Mode



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UNCLE JOHN CUSTOMIZE PIZZA APP



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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.

Research Methods

Persona

Pierre Allaire



Demographics

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

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

Constraints

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

Research Methods

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	Feel hungry Pizza lover Search pizza to dine in, pick up or delivery viaonline	browsing on website compare several pizza restaurant based on review install pizza order app sometimes want pick up, delivery, or dine in (depend with situation)	search available size pizza search available crust search available toppong	seeing their current money seeing payment option	want to track their order after pay
Touchpoints	banner ad / landing page social media account Apps	Google play/ apple store review/ rate app sign up / login	find available pizza size find available crust & topping	Payment option fill the debit/credit/paypal form	Payment option video call voice call text message
Emotions			afraid that they cannot do customization or if the topping not available	afraid being scam	
Pain Points	excited to find delicious pizza near by	neutral			excited to receive pizza
Solutions	Build pizza order app that offer whether user want to delivery, pick up or dine in	find trustworthy app find trustworthy restaurant	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 visualization their pizza with their chosen topping. (look delicious or not)	need to find secure payment and ability to choose payment options	need tools to easy coomunicate with delivery man

Define Problems Solution

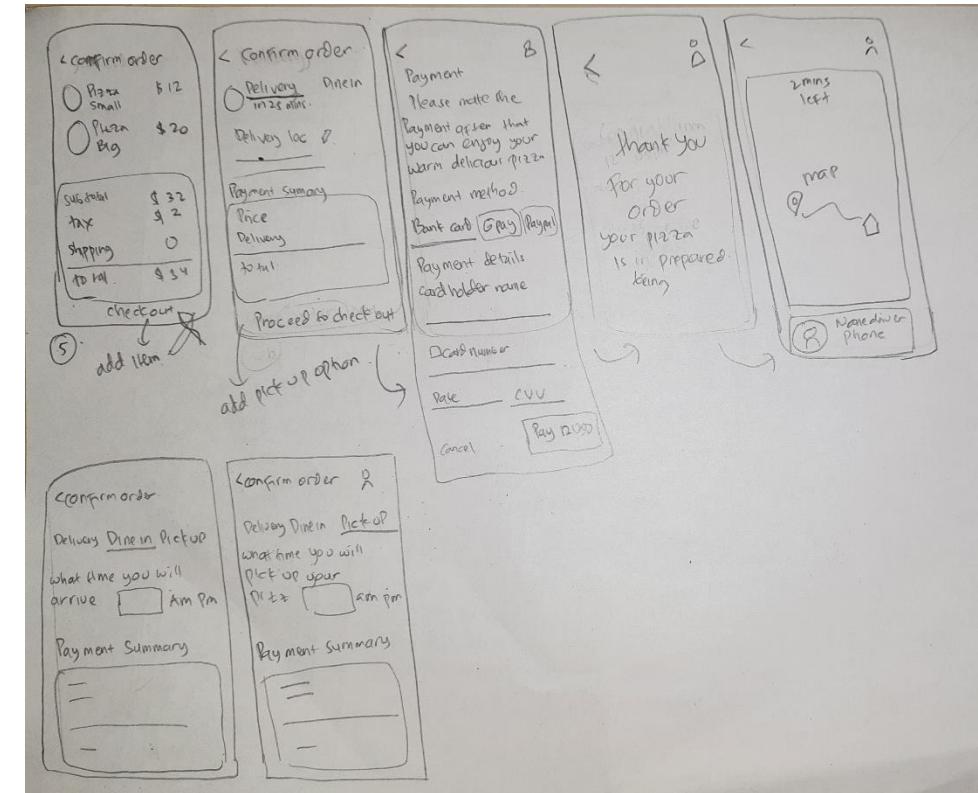
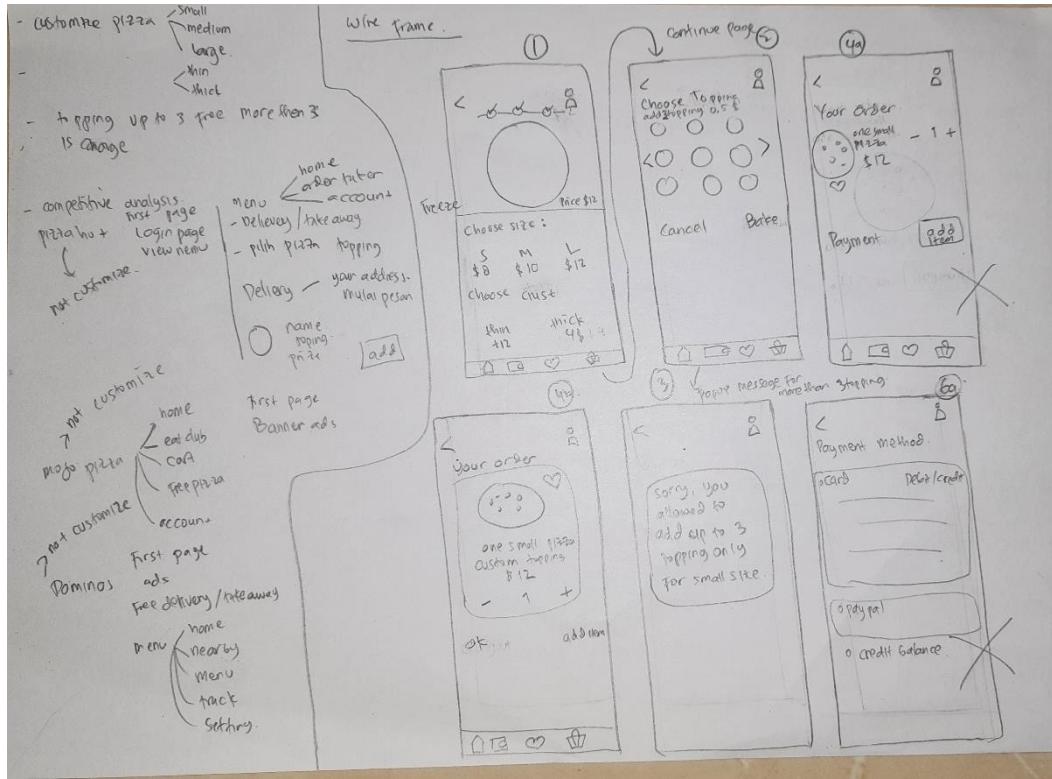
Define Problems

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

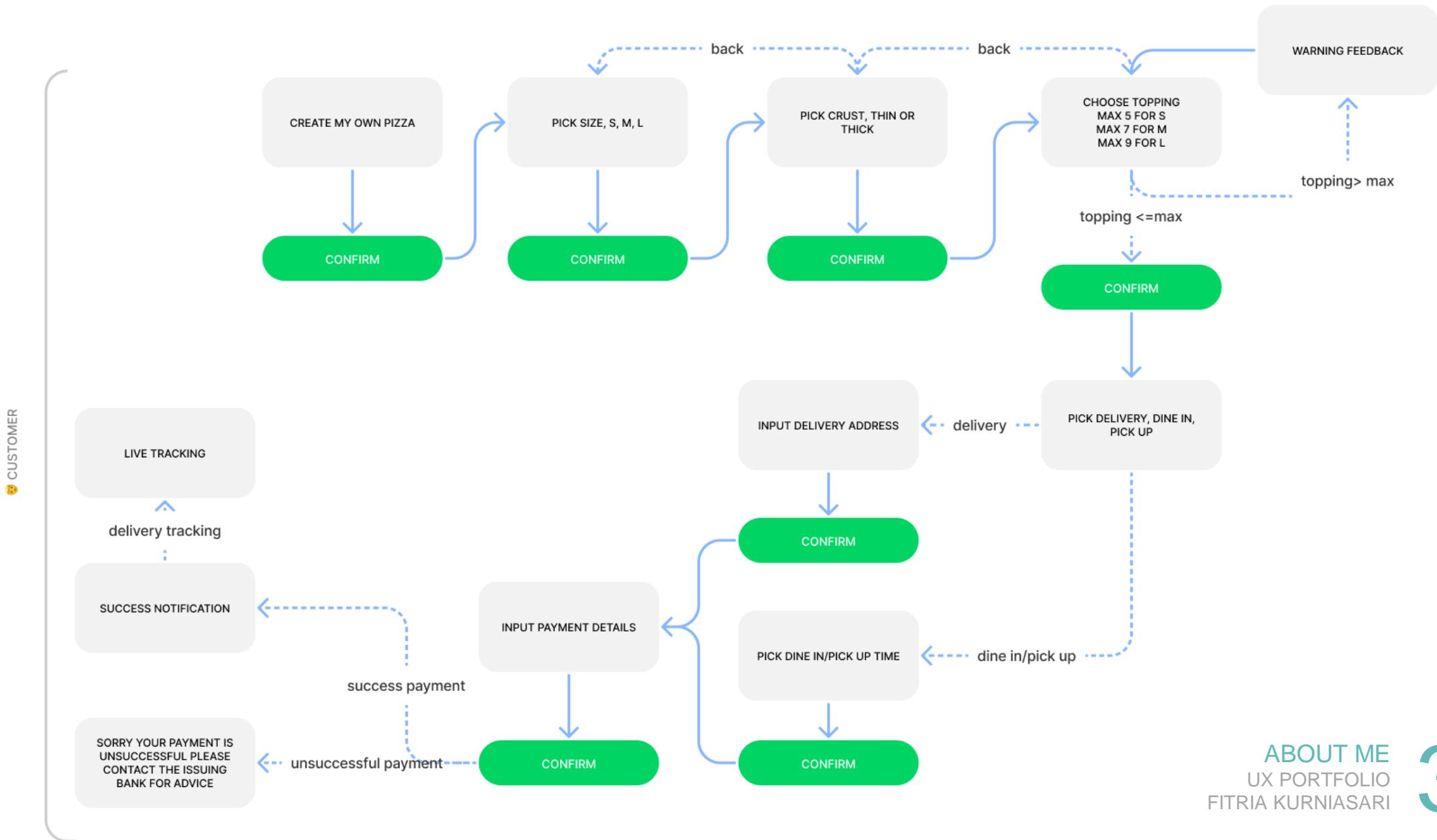
Solutions

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

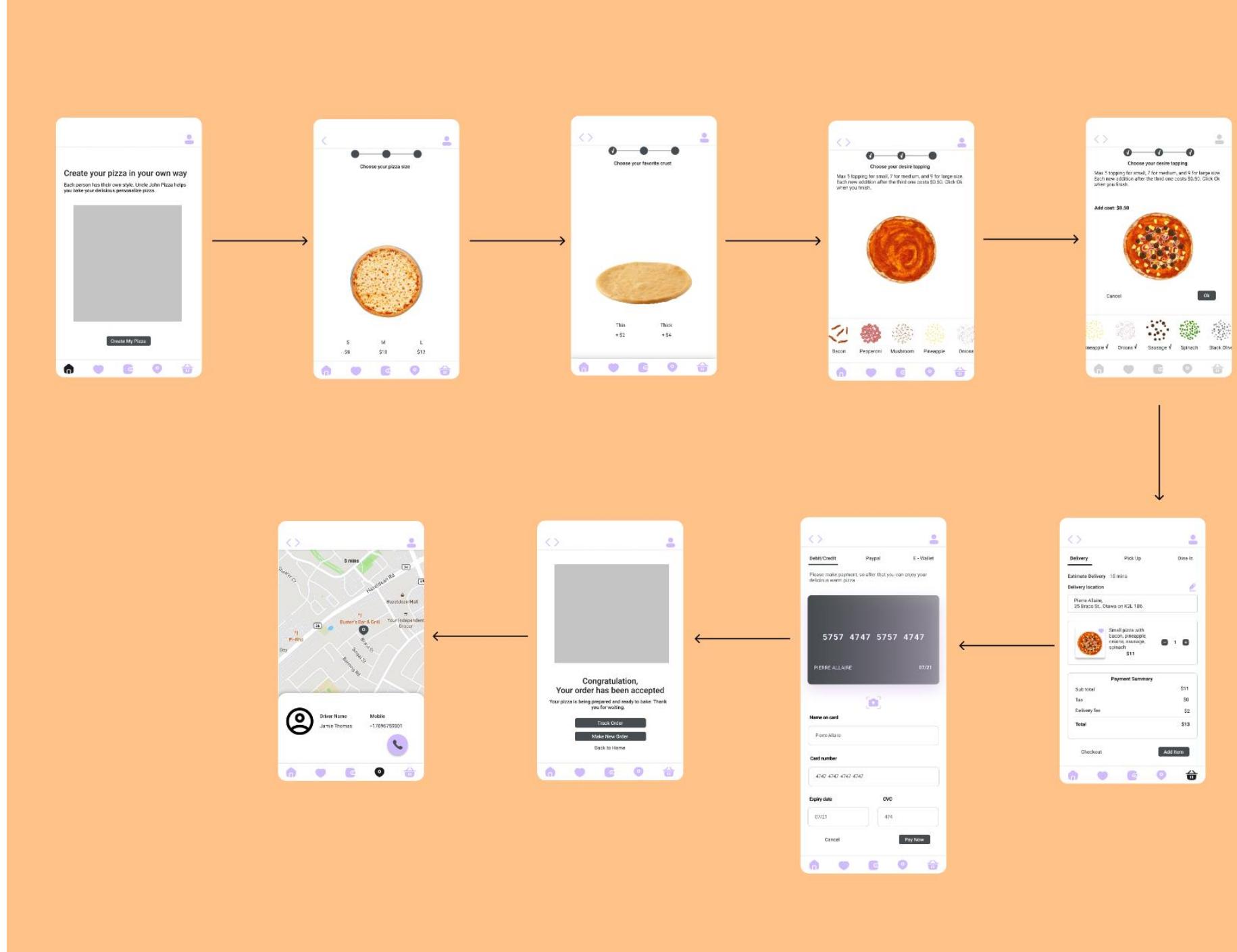
Sketches



User flow



Wireframe & User happy Flow scenario



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.
- Add warning feedback when topping reach maximum

The screenshot shows a user interface for a remote unmoderated usability test. On the left, there's a mission summary titled "Choose your custom pizza" with a mission icon. It includes a dropdown menu "MISSION RESULTS AGGREGATED BY TESTER PATHS". Below it is a list of steps: 1. choose large L size, 2. then pick thin-crust, 3. go back & modify your option to thick-crust, and 4. later choose topping: pepperoni, bacon, then pineapple. At the bottom, there are four performance metrics: Direct Success (75%, 3 testers), Indirect Success (25%, 1 tester), Give-up / Bounce (0%, 0 testers), and a summary section with three small icons. On the right, there's a detailed test log table with columns: ID, TESTED AT, OUTCOME, DURATION, MISCLICKS, MISCLICK'S P..., and TESTER'S PATH. The log contains four entries, each with a small thumbnail of the tester's path through the pizza configuration options.

ID	TESTED AT	OUTCOME	DURATION	MISCLICKS	MISCLICK'S P...	TESTER'S PATH
45108007	2021/07/20 14:30	Direct	17.90s	0	0	
45107228	2021/07/20 14:43	Direct	17.49s	0	0	
45110864	2021/07/20 14:40	Direct	26.90s	0	0	
45111037	2021/07/20 14:50	Indirect	71.95s	3	2	

Design System

Colors

#1A1C20

#F9813A

#FFC288

#F0E3CA

#D2D2D2

Icons

Active



Hovering



Inactive



Typography

Heading 1 Roboto regular 20pt

Heading 2 Roboto 12pt regular

Heading 3 Roboto 12pt regular

Heading 4 Roboto 8pt regular

Logo & Navigation

Uncle John Pizza



Buttons

primary

Call to Action

Hovering

Call to Action

Secondary active

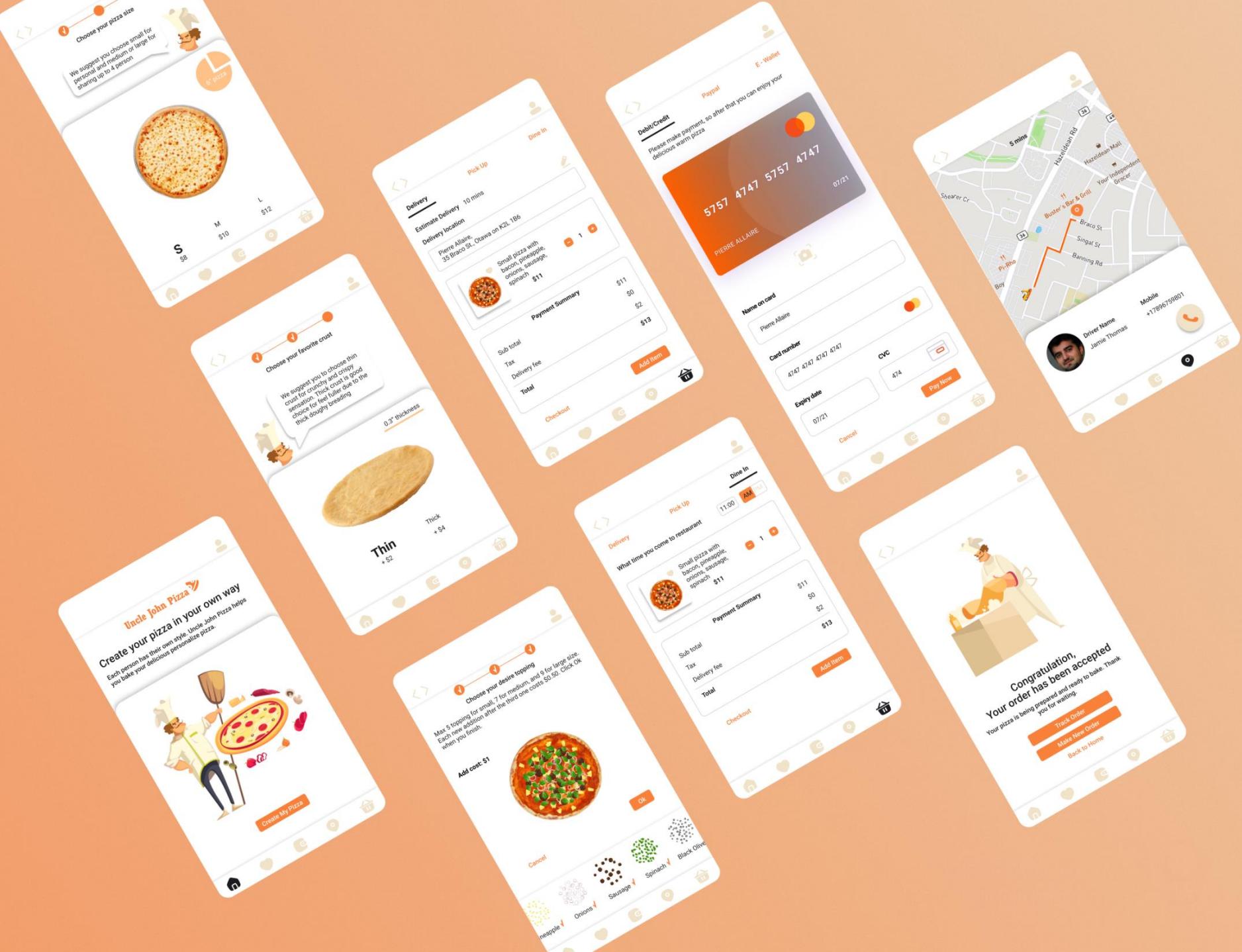
Call to Action

Secondary inactive

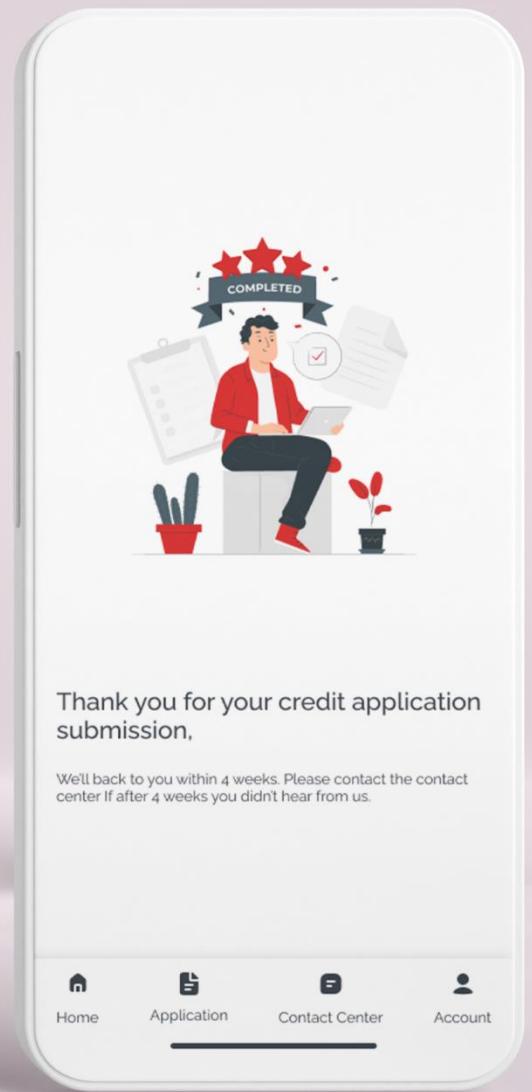
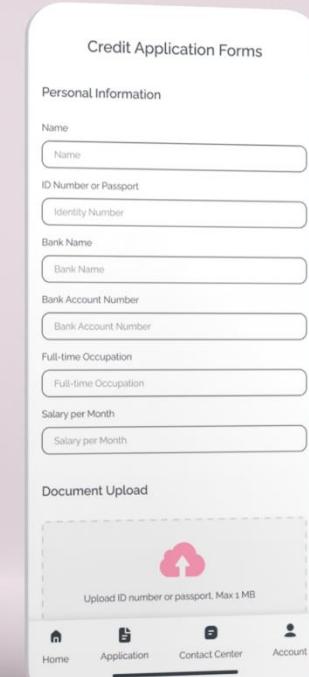
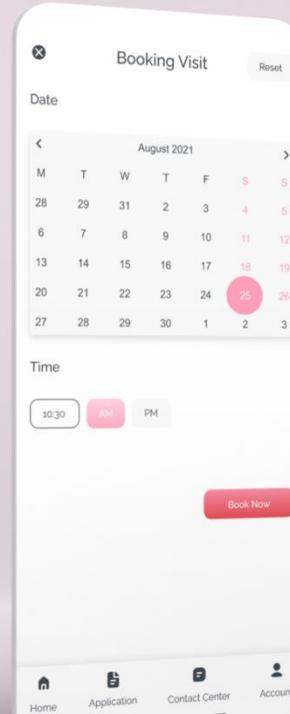
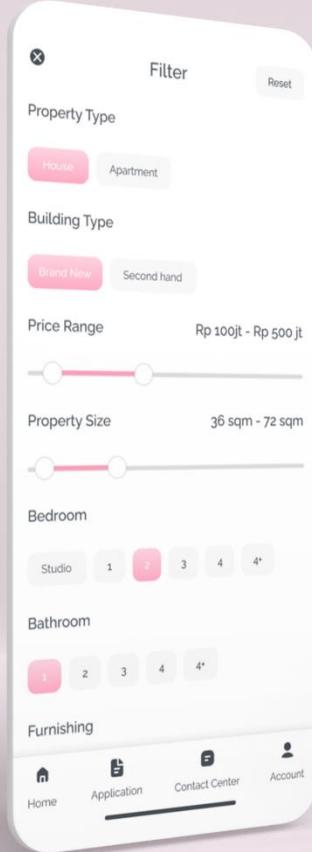
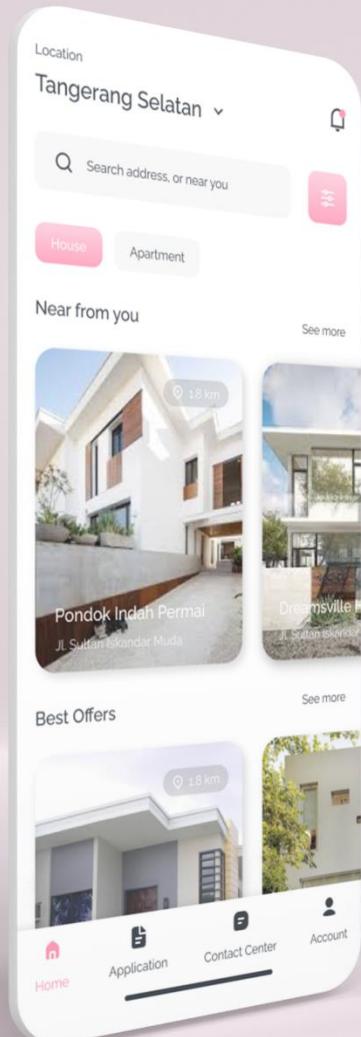
Cancel

Hi-Fi Prototype

You can see
the micro
Interaction video
in my dribble
Account.
Link on 2nd page



Property discovery & Mortgage simulation



Case Study

Problem Statement	Urban young couple in their 20s are getting married. Soon, they will be looking for house properties that suit their needs
Desired Outcome	Find housing property assets that suits their needs in urban areas.
Scope	Property discovery, installment simulation journey.

Summary

Arif is young millennial in his 20's, he just got married. He & his wife want to search for there dream house. Arif google it. He found an Home Credit App. He seem very happy since it has filter feature. So the couple start thinking what house or apartment they want to buy, the location, range price, the area size, number of bedroom & bathroom. The filter all those stuff. They are very happy because they can found house that they dream about. Now, they want to see the house condition in detail. They look at description & picture, then they booking for visit the house next week.

After visited they house, they run mortgage simulation to know how much they should paid. They budget seem reasonable then 10 days later they click get loan button and start submit all document online. The app give notification that home credit already received all the document & will get them back within 4 weeks whether is accepted or rejected. Now the couple are very happy because everything very easy only using app, start from discovery until mortgage installation payment.

Research Methods – User Persona

Persona

Arief Laksono



Motivators

- Want to live in his dream house
- Happy to find house based on criteria
- Have stable income, want to have credit loan
- Want something ease to schedule & manage

Demographics

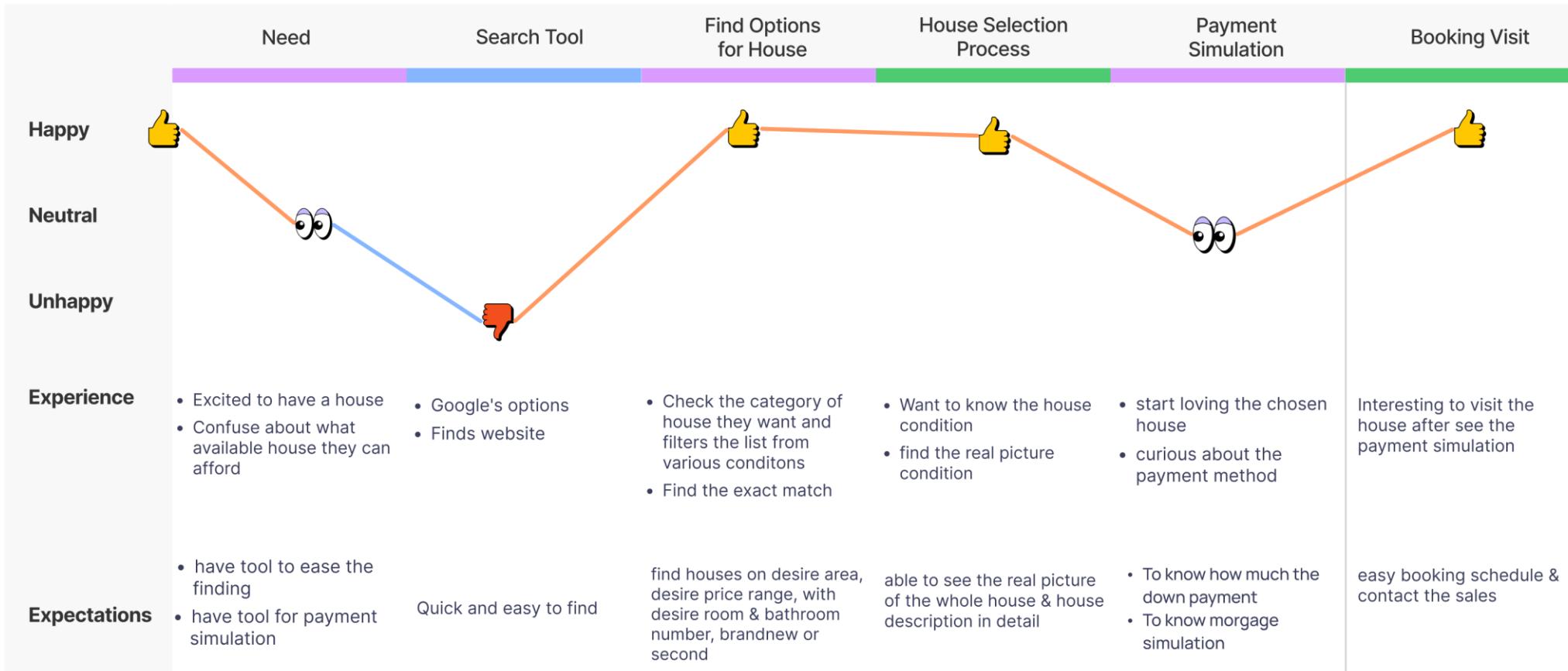
Age: 25
Occupation: Developer
Location: Jakarta
Life Stage: Married

Constraints

- Hard to find trustworthy developer
- Doesn't have time go around town looking for house to buy
- Doesn't have time to go to bank to apply credit
- High technical literacy

Research Methods – User's Journey Map

User's Journey Map



Define Problems More Depth

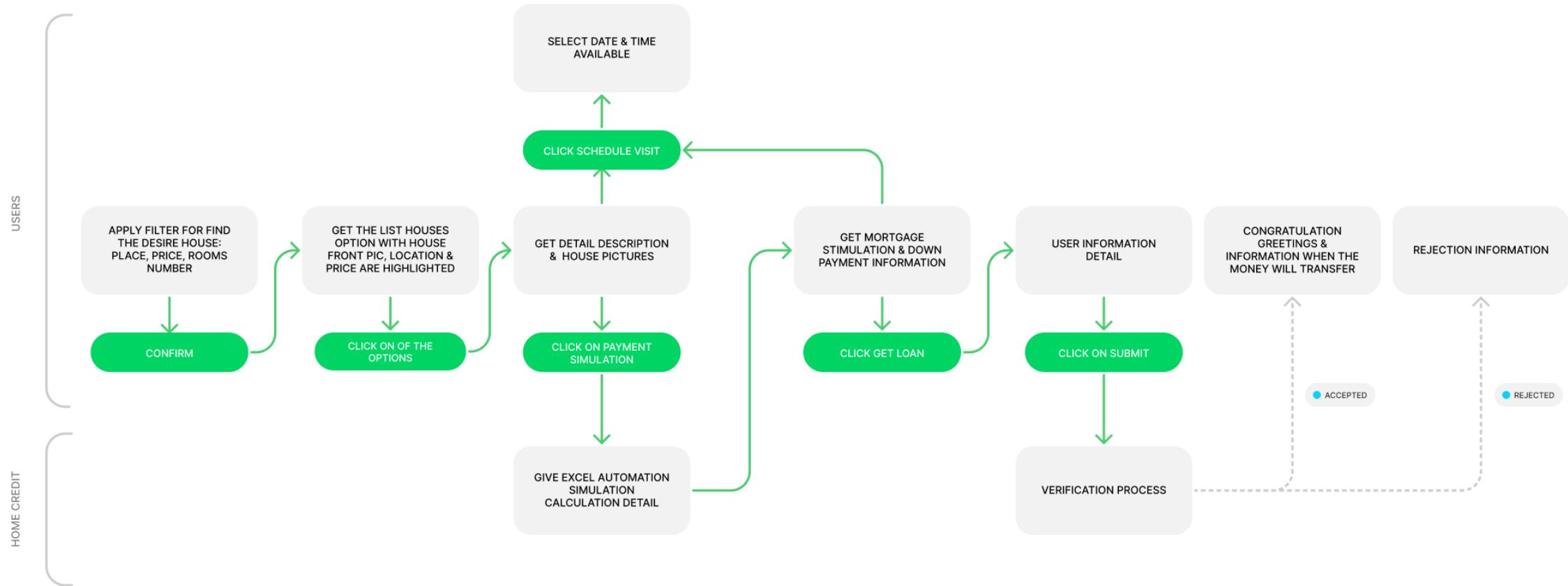
- Want to find houses on desire area, desire price range, with desire room & bathroom number, brand new or second.
- Want to know the house condition.
- To know how much the down payment & mortgage simulation.
- Want to easily booking schedule & contact the sales.

Ideation

- Add feature filter for house or apartment, area, price range, room & bathroom number, brand new or second.
- Add detail description on each house & real picture.
- Add mortgage simulation.
- Add automatic booking using date & time picker on calendar.

User Flow

User Flow



Low Fidelity Prototype

The image displays a low-fidelity prototype of a real estate mobile application interface, consisting of five screens:

- Search Screen:** Shows a location dropdown set to "Tangerang Selatan". Below it is a search bar with placeholder text "Search address, or near you". Buttons for "House" and "Apartment" are present. A "Near from you" section shows two property cards: "Dreamsville House" and "Dreamsville H". A "Best Offers" section is also visible. Bottom navigation includes "Home", "Application", "Contact Center", and "Account".
- Filter Screen:** A modal titled "Filter" allows users to refine their search. It includes sections for "Property Type" (House, Apartment), "Building Type" (Brand New, Second hand), "Price Range" (Rp 100jt - Rp 500 jt), "Property Size" (36 sqm - 72 sqm), "Bedroom" (Studio, 1, 2, 3, 4, 4+), "Bathroom" (1, 2, 3, 4, 4+), and "Furnishing" (Furnished, Unfurnished). A "Show Properties" button is at the bottom.
- Filter Results Screen:** Shows a list of filtered properties. The first item is a house in "Tenjo Permai, Tangerang Selatan" for Rp. 399.000.000, described as "36 sqm, Unfurnished, 2 bedrooms, 1 bathroom". The second item is another house in the same location for Rp. 499.000.000, described as "72 sqm, Unfurnished". Both items have "Home", "Application", "Contact Center", and "Account" buttons at the bottom.
- Property Detail Screen:** Displays a property listing for "Tenjo Permai" in "Jl. Tenjo, Tangerang Selatan". The listing includes "2 Bedroom" and "1 Bathroom". Below the listing is a "Description" section with a "Show More" link, developer information for "Sinarmas Land", and a "Gallery" section with five thumbnail images. A "Payment Simulation" button is at the bottom.
- Booking Visit Screen:** A calendar for August 2021 shows the date "25" highlighted. Below the calendar are time selection buttons for "10:30 AM" and "PM". A "Book Now" button is located at the bottom right.

Low Fidelity Prototype

Payment Simulation

Mortgage Calculator [Download Excel](#)

House Price	Rp. 499.000.000
Down Payment	Rp. 199.000.000
Mortgage Amount	Rp. 300.000.000
Mortgage Term (Years)	10
Fix Interest Rate (%)	7.5
Floating Interest Rate (%)	12

Answer

You will pay Rp. 2.500.000 for the first 5 years and Rp. 6.000.000 for the next 5 years with assumption floating rate is 12%.

[Clear](#) [Calculate](#)

[Get Loan Now](#)

[Home](#) [Application](#) [Contact Center](#) [Account](#)

Credit Application Forms

Personal Information

Name

ID Number or Passport

Bank Name

Bank Account Number

Full-time Occupation

Salary per Month

Document Upload

Upload ID number or passport, Max 1 MB

Upload copy of ID House Owner, Max 1 MB

Upload copy of house certificate, Max 1 MB

Upload Salary Slip, Max 1 MB

[Cancel](#) [Submit](#)

[Home](#) [Application](#) [Contact Center](#) [Account](#)

Thank you for your credit application submission.
We'll back to you within 4 weeks.

[Home](#) [Application](#) [Contact Center](#) [Account](#)

Congratulation your application have been approved.
For detail payment installation you can see it on application page on the bottom menu.

[Home](#) [Application](#) [Contact Center](#) [Account](#)

Design System

Colors



Typography

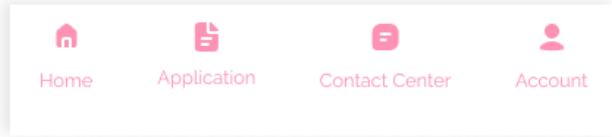
raleway medium 21.38

raleway medium 17.1

raleway regular 12.83

Component

Active



Inactive/default



Call to Action

Active Button

Secondary button

Inactive/Default button

Text Input Field

input field

High Fidelity Prototype

Location
Tangerang Selatan

Search address, or near you

House Apartment

Near from you

Pondok Indah Permai Jl. Sultan Iskandar Muda

Dreamsville Jl. Sultan Iskandar

See more

Best Offers

See more

Home Application Contact Center Account

Filter

Reset

Property Type
House Apartment

Building Type
Brand New Second hand

Price Range Rp 100jt - Rp 500 jt

Property Size 36 sqm - 72 sqm

Bedroom Studio 1 2 3 4 4+

Bathroom 1 2 3 4 4+

Furnishing Furnished Unfurnished

Show Properties

Home Application Contact Center Account

Tangerang Selatan, Tangerang

Filter House 2 Bedrooms 1 Bathrooms

Filter Results

Rp. 399,000,000

Terjo Permai, Tangerang Selatan

36 sqm, Unfurnished

2 bedrooms 1 bathroom

Rp. 499,000,000

Terjo Permai, Tangerang Selatan

72 sqm, Unfurnished

Sinarmas Land Developer

Gallery

Payment Simulation

Booking Visit

Date

August 2021

M	T	W	T	F	S	S
28	29	31	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

Time

10:30 AM PM

Book Now

Home Application Contact Center Account

Home Application Contact Center Account

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High Fidelity Prototype

Payment Simulation

Mortgage Calculator Download Excel

House Price

Down Payment

Mortgage Amount

Mortgage Term (Years)

Fix Interest Rate (%)

Floating Interest Rate (%)

Answer

You will pay Rp.2.500.000 for the first 5 years and Rp.600.000 for the next 5 years with assumption floating rate is 12%.

Clear Calculate

Get Loan Now

Home Application Contact Center Account

Credit Application Forms

Personal Information

Name

ID Number or Passport

Bank Name

Bank Account Number

Full-time Occupation

Salary per Month

Document Upload

Upload ID number or passport. Max 1 MB

Upload copy of ID House Owner. Max 1 MB

Upload copy of house certificate. Max 1 MB

Upload Salary Slip. Max 1 MB

Cancel Submit

Home Application Contact Center Account



Thank you for your credit application submission.

We'll back to you within 4 weeks. Please contact the contact center if after 4 weeks you didn't hear from us.

Home Application Contact Center Account



Congratulation your application have been approved,

For detail payment installation you can see it on application page on the bottom menu.

Home Application Contact Center Account

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Future Suggestion

Usability Testing using think aloud method or remote unmoderated using maze.com need to be added just like other projects above to improve design quality.