

# FITRIA KURNIASARI

# UX DESIGN PORTFOLIO

SELECTED SAMPLES

# ABOUT ME

<https://www.fitriakurnia.com>

## 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.

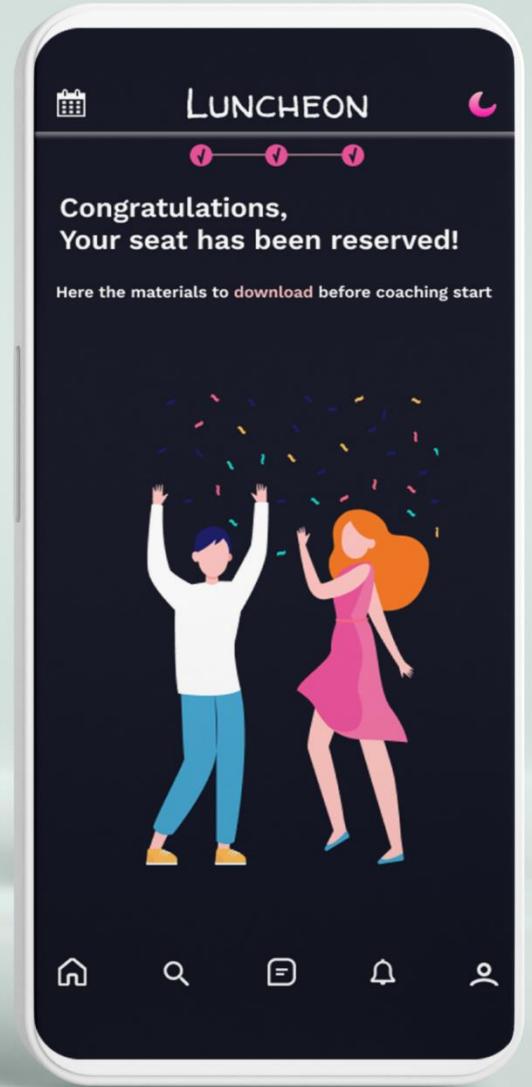
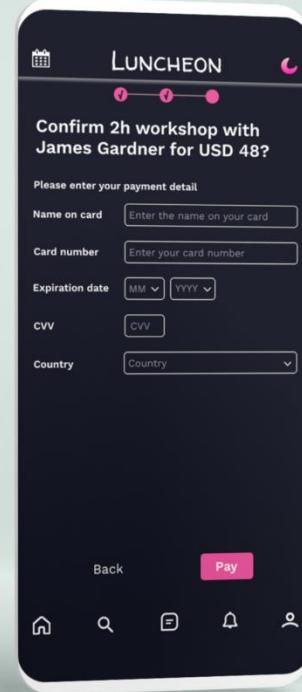
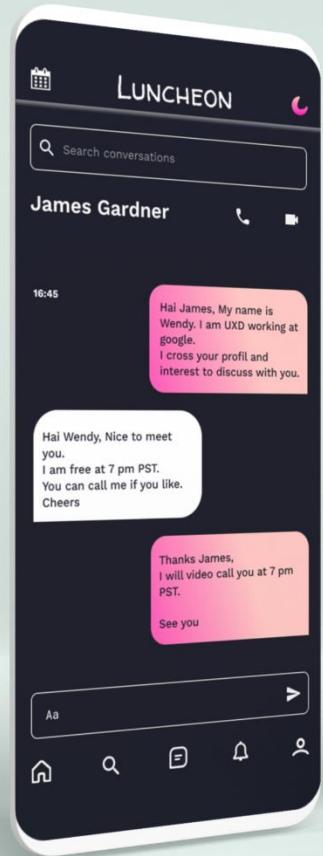
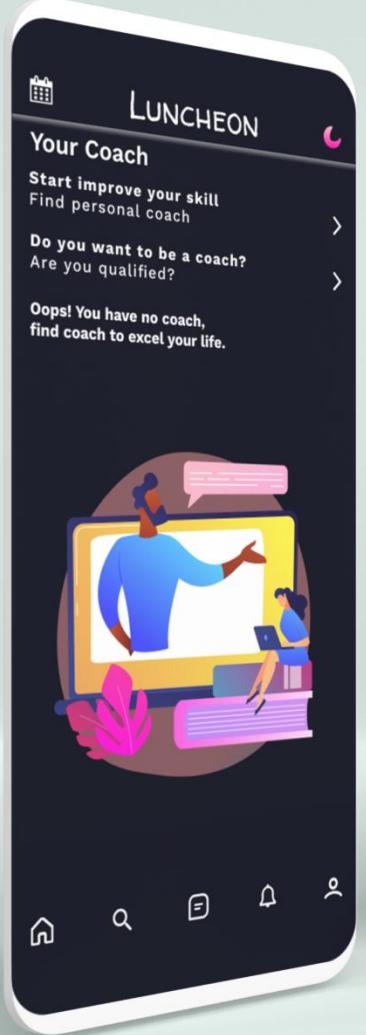
## SKILL

- Adobe XD, Illustrator
- Figma
- Heuristic Evaluation
- Data Visualization
- Usability Test
- UX Research
- 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 & interaction design.**
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

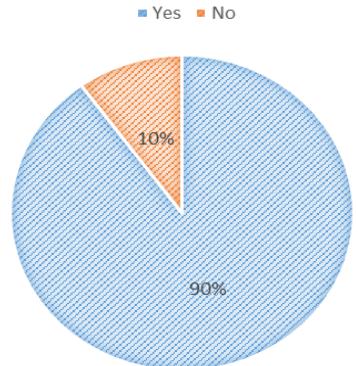
Answer following question below with:

- 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

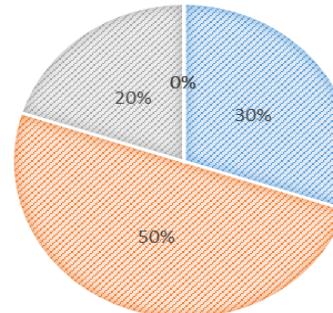
The survey data were gathered, now it's time for user need analysis. Some of the participants were the web developer, chef, musician, student, and author. The age range from 19 – 50 years old.

ARE YOU WORK FROM HOME?



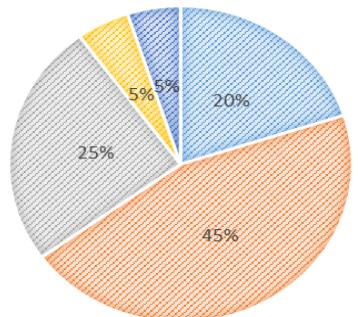
COMMUNITY APP IS IMPORTANT

Strongly agree   Slightly agree   Neutral   Slightly disagree   Strongly disagree



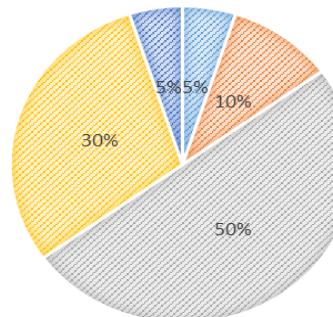
I LIKE TO HAVE A PERSONAL MENTOR/COACH

Strongly agree   Slightly agree   Neutral   Slightly disagree   Strongly disagree



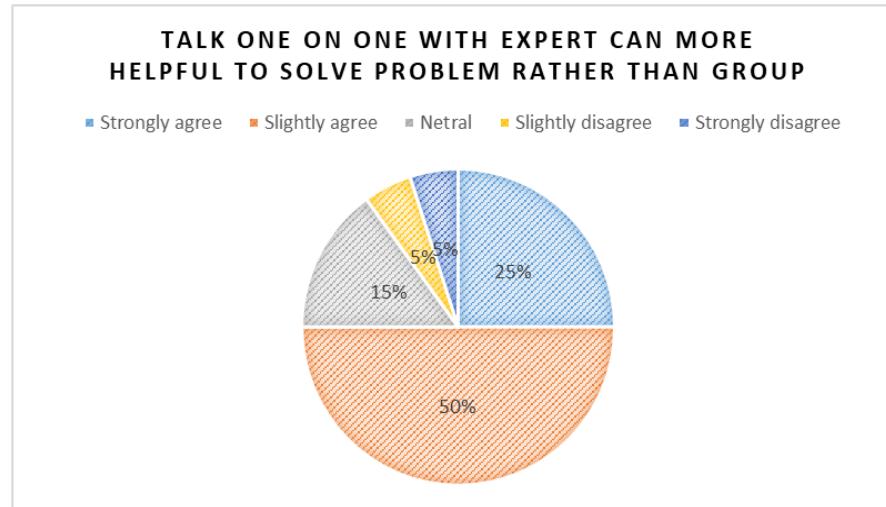
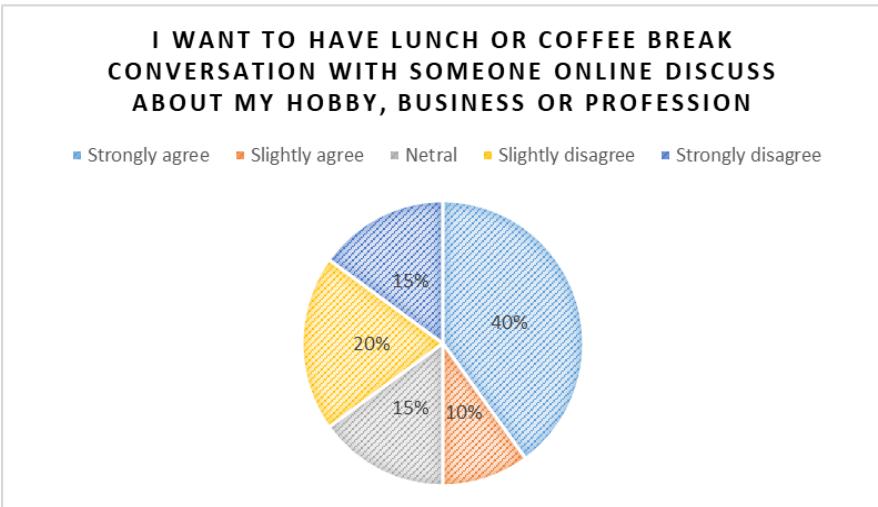
I LIKE TO BE A PERSONAL MENTOR/COACH

Strongly agree   Slightly agree   Neutral   Slightly disagree   Strongly disagree

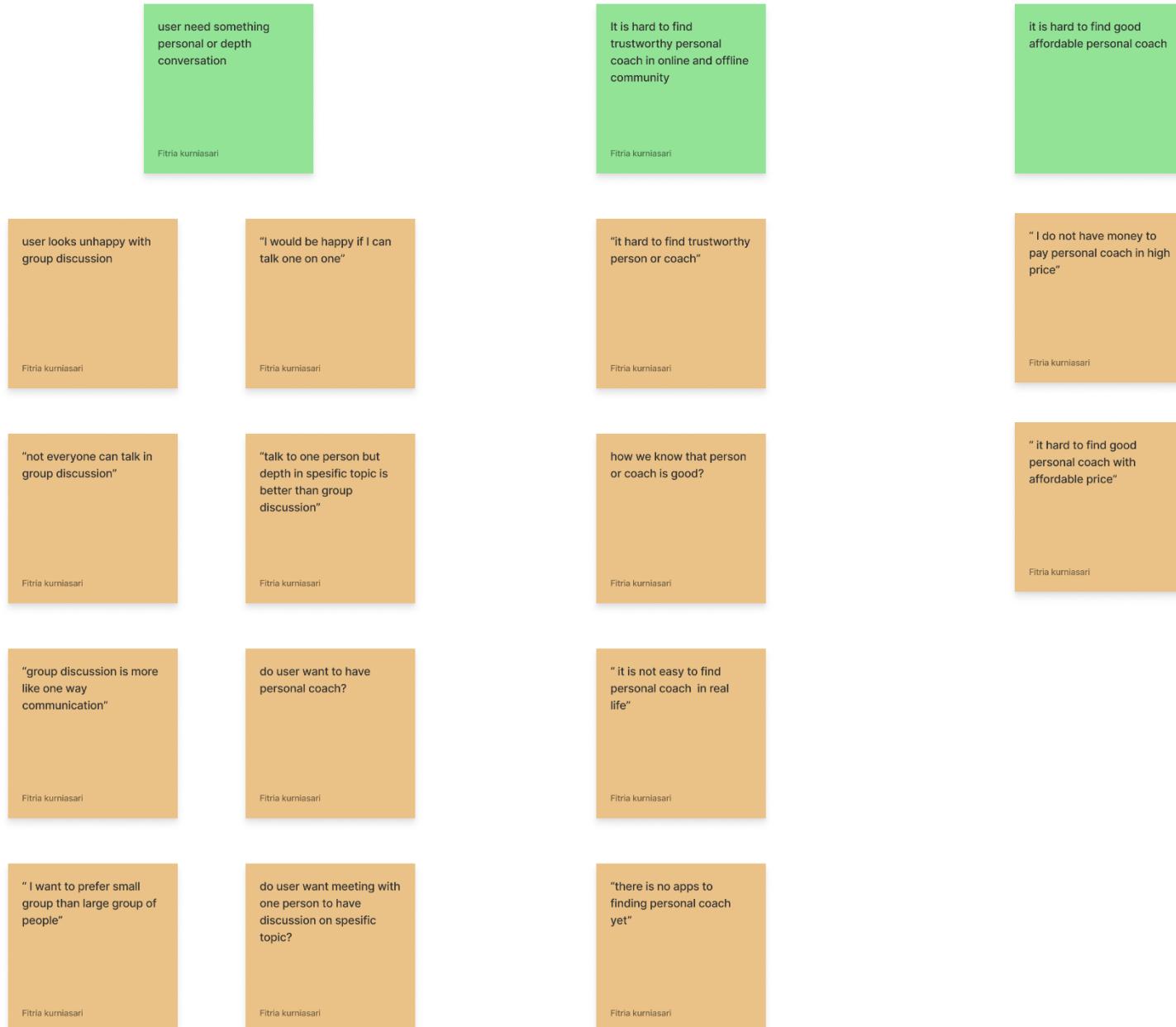


# Survey Results

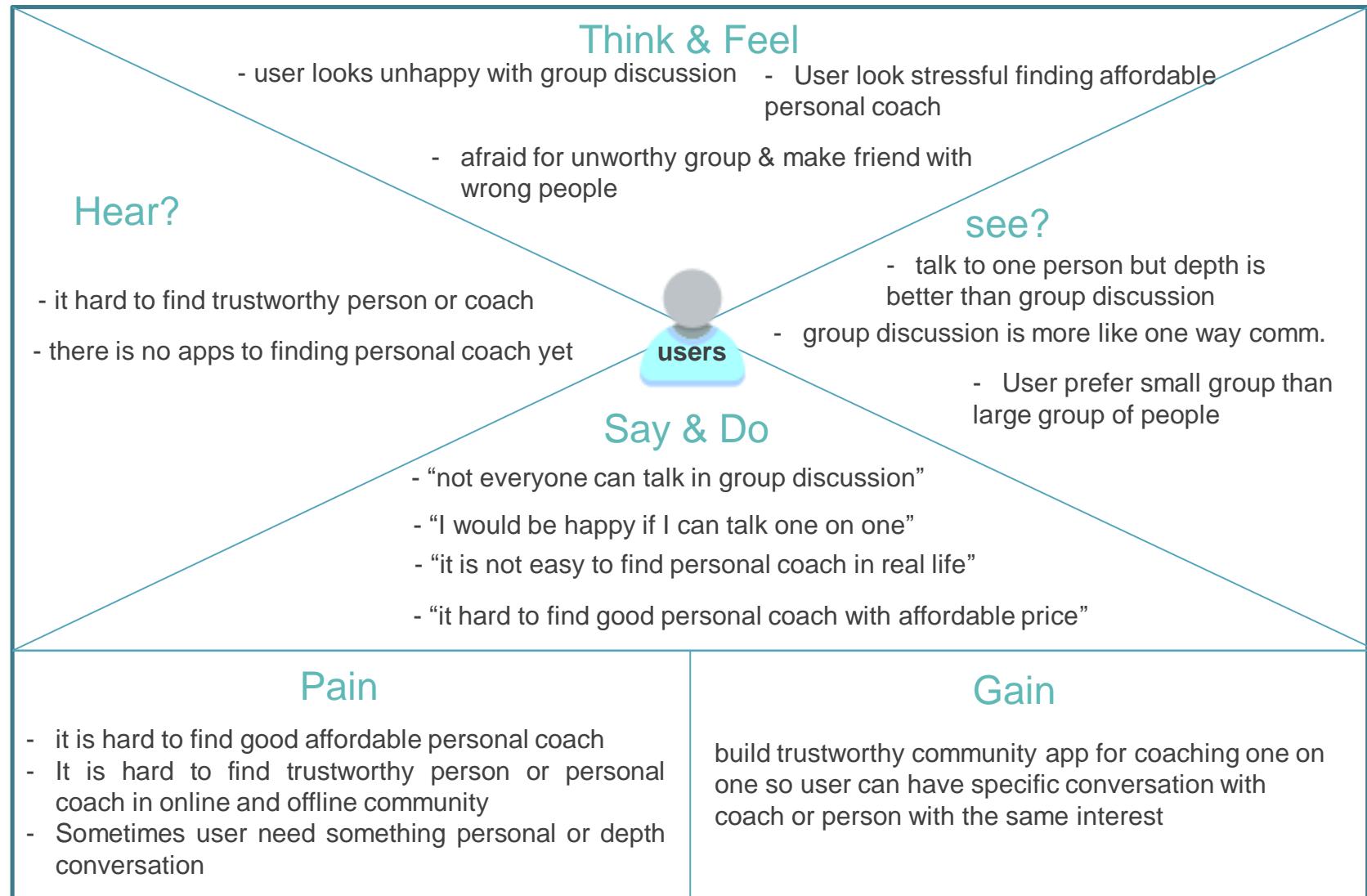
The survey data were gathered, now it's time for user need analysis. Some of the participants were the web developer, chef, musician, student, and author. The age range from 19 – 50 years old.



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

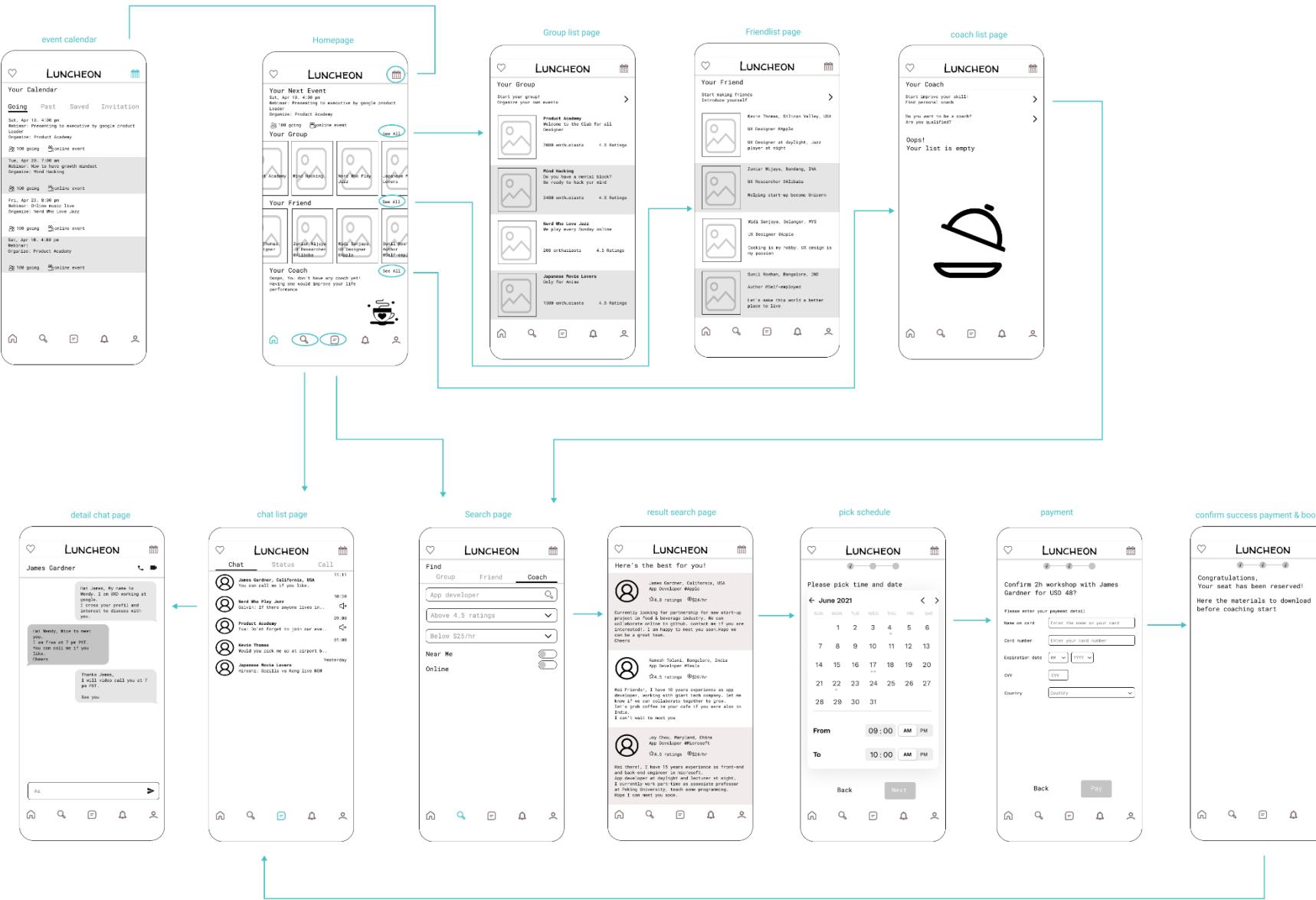
The luncheon application was built to connect people based on their interests or hobby. With this app, users can be easily found & meet the personal coach. Users can search activity, hobbies, topics based on their needs. User can join discussion group, can talk one on one with someone, and find or to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

# 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 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

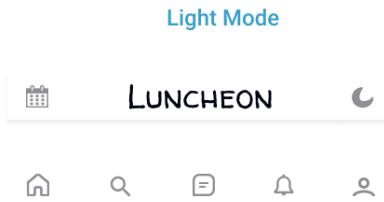
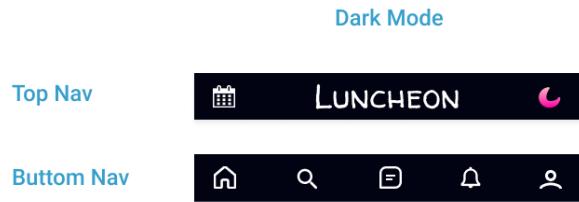
1. How often do you use community app?
2. Have you used a similar app before?
3. What make it useful or frustrated?
4. What did you think of the layout of the content?

# Usability Test Finding

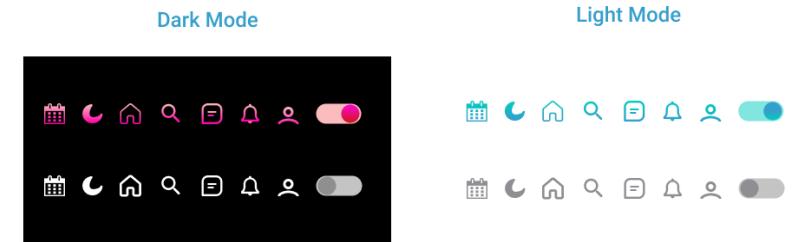
1. There is ambiguity on the calendar page between going event saved event and the heart symbol in the top navigation. Recommendation: change the going event as an available event, remove the heart symbol as like event to the right of the event list.
2. The SEO writing on your coach page was not eye-catching.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

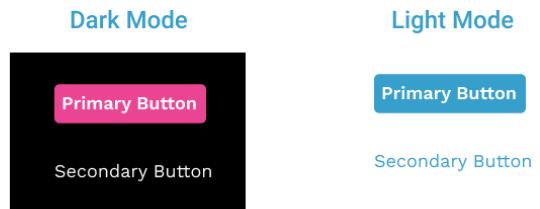
## Navigation



## Icon



## Button



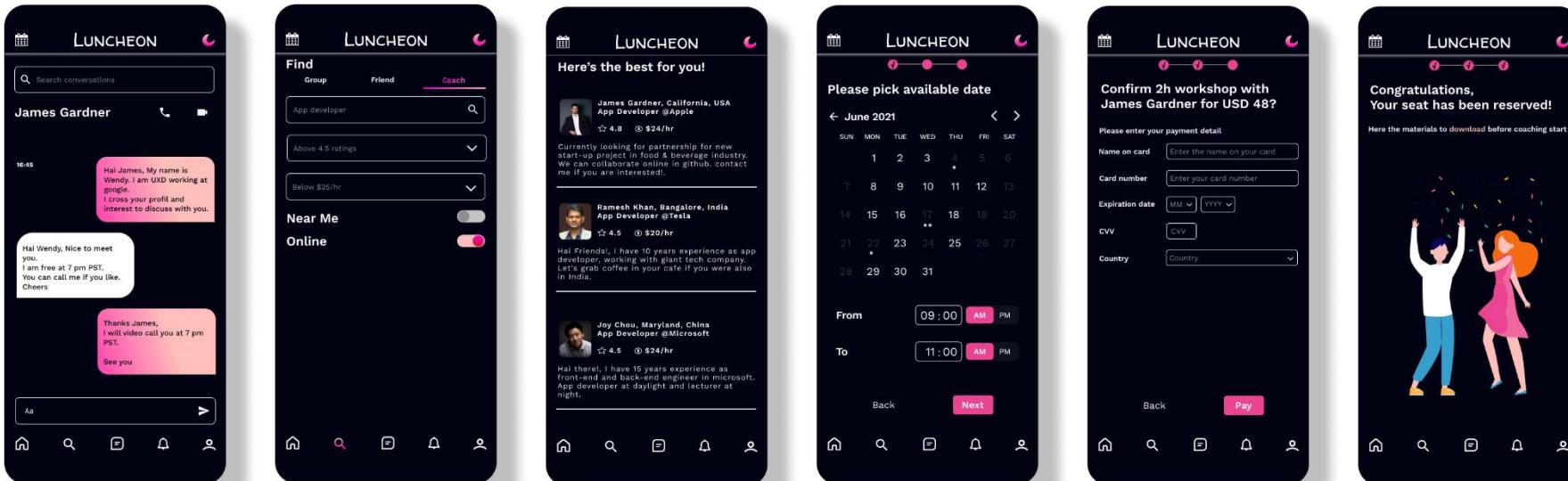
## Topography Style

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

## Colors



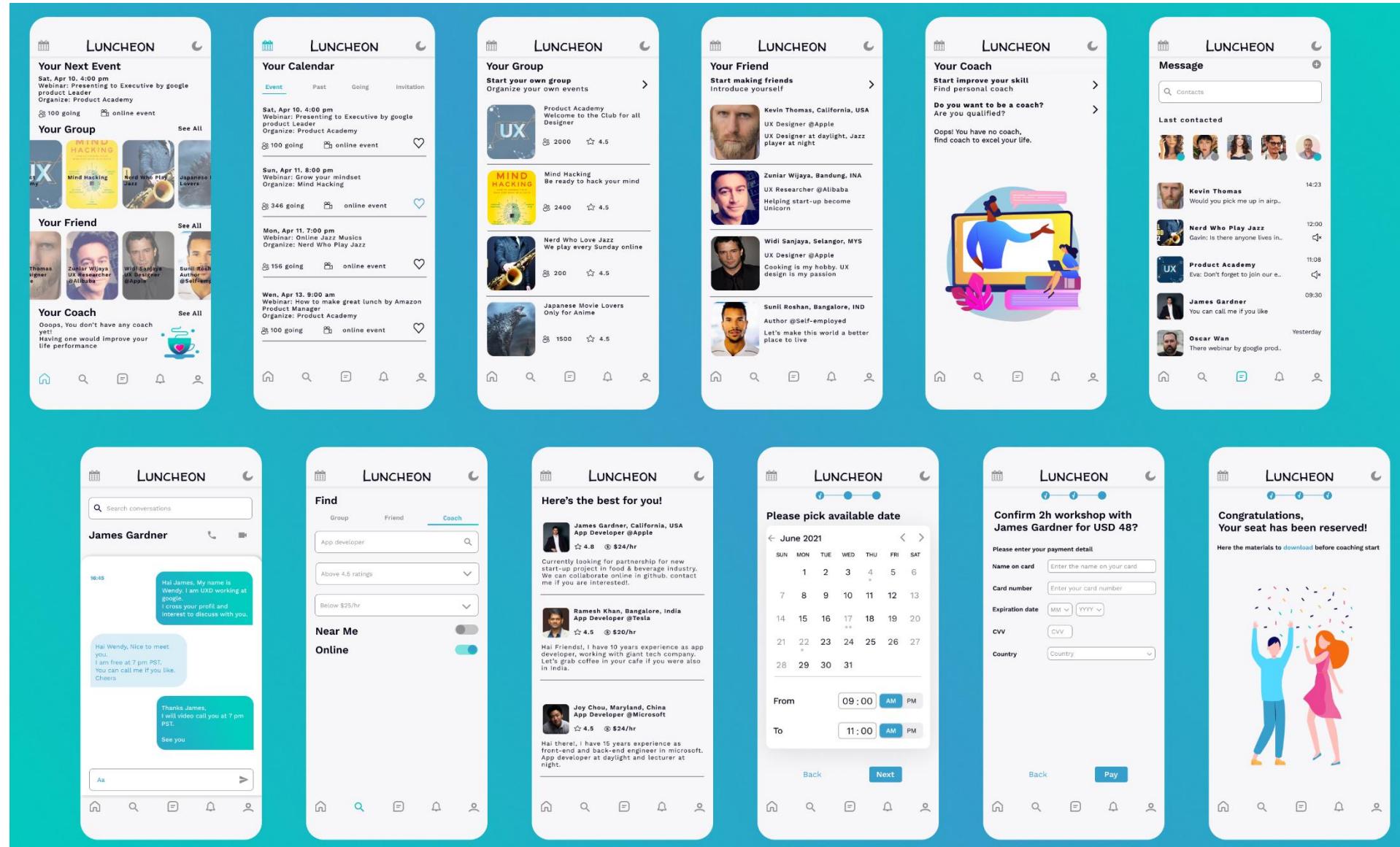
# High Fidelity – Dark Mode



ABOUT ME  
UX PORTFOLIO  
TRIA KURNIASARI

23

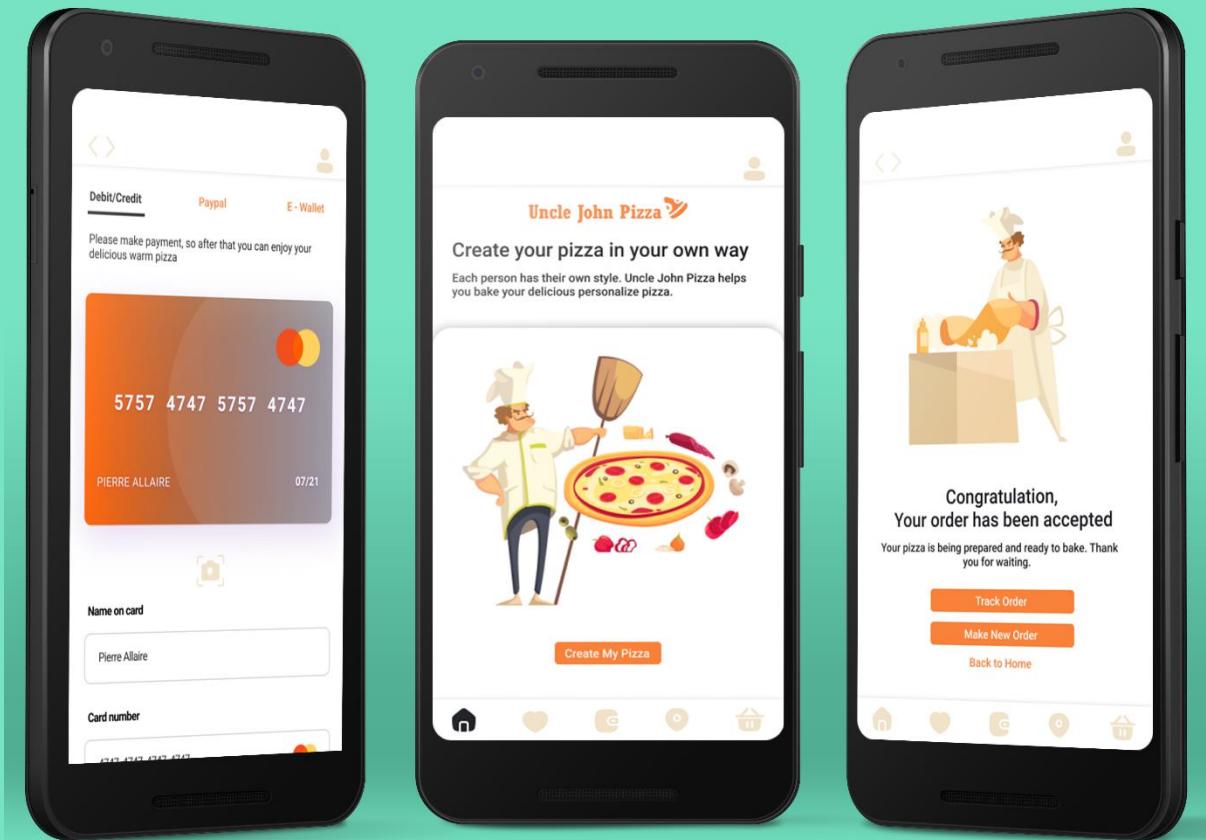
# High Fidelity – Light Mode



ABOUT ME  
UX PORTFOLIO  
FITRIA KURNIASARI

24

# UNCLE JOHN CUSTOMIZE PIZZA APP



ABOUT ME  
UX PORTFOLIO  
FITRIA KURNIASARI

25

# 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



### 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	 excited to find delicious pizza near by	 neutral	afraid that they cannot do customization or if the topping not available 	afraid being scam 	 excited to receive pizza
Pain Points		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
Solutions		Build pizza order app that offer whether user want to delivery, pick up or dine in	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	give payment options. write seo in page to convince him to do payment soon	add call feature

# Define Problems Solution

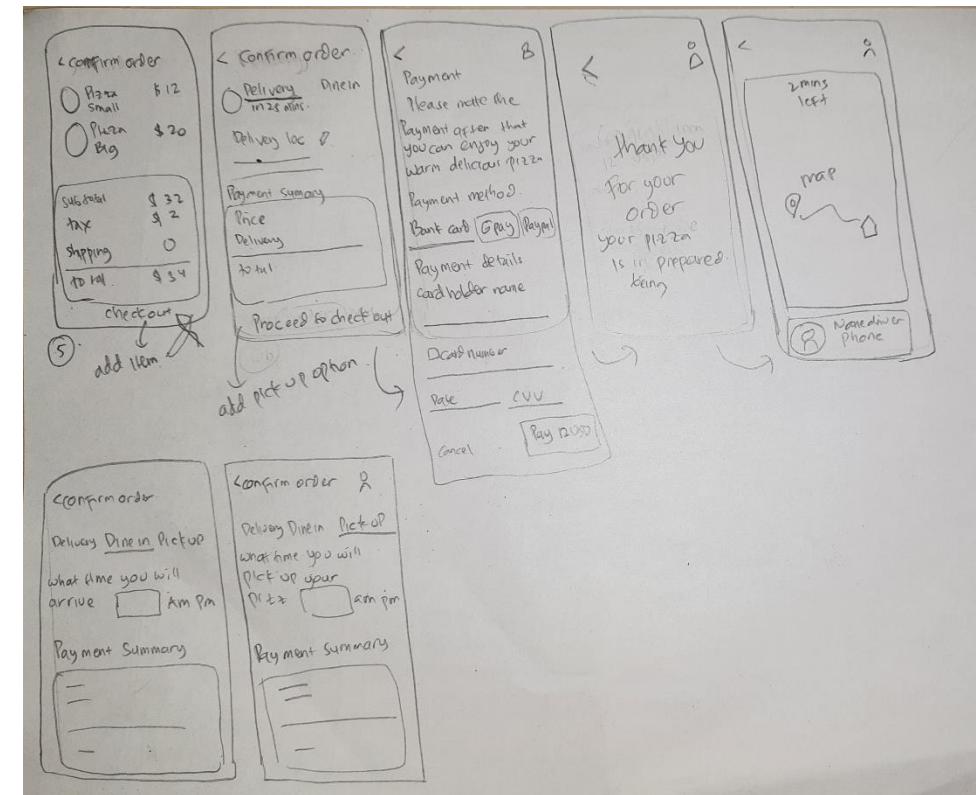
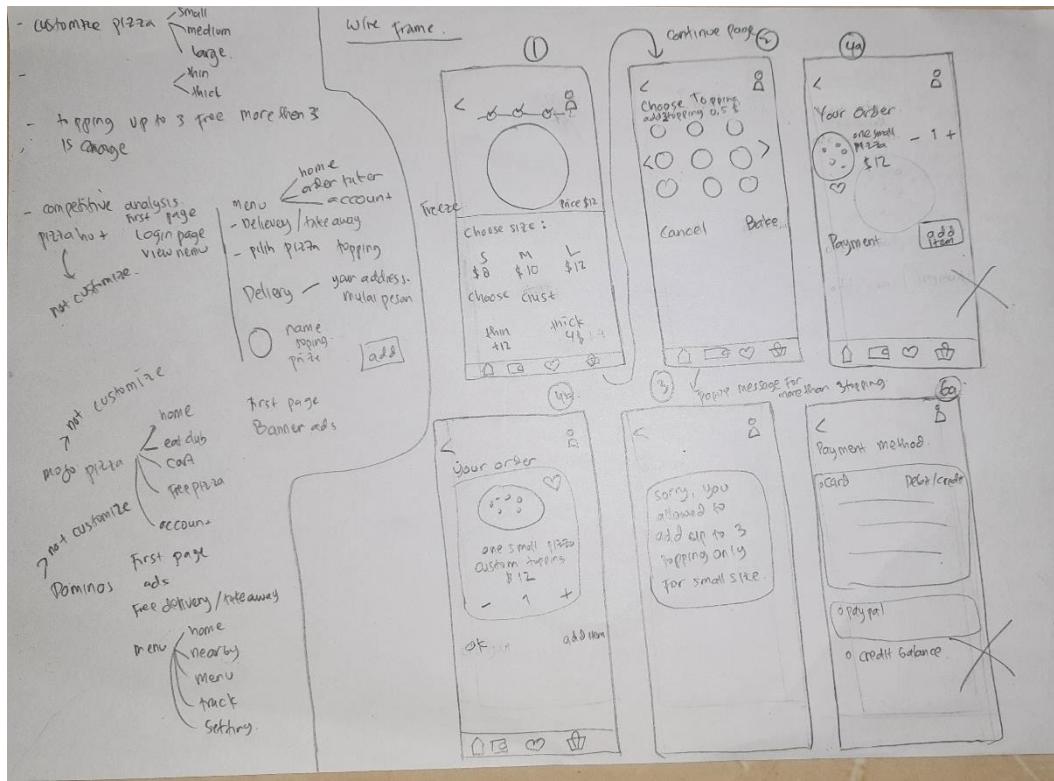
## Define Problems

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

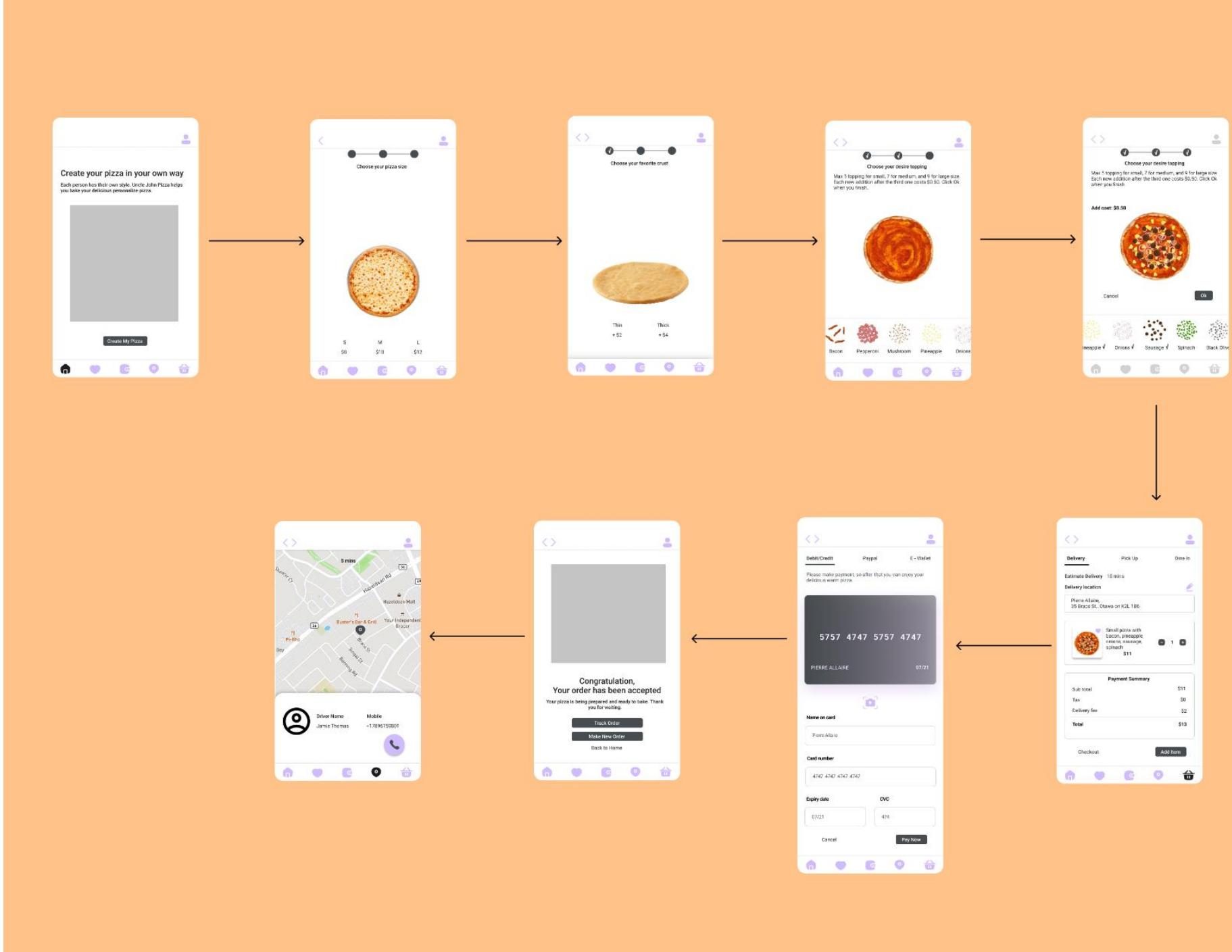
## Solutions

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.
- 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 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. Below this, there are four success metrics: Direct Success (75%, 3 testers), Indirect Success (25%, 1 tester), Give-up / Bounce (0%, 0 testers), and a note about unexpected paths. On the right, there's a table of test results with columns for ID, Tested At, Outcome, Duration, Misclicks, Misclick's P..., and Tester's Path. Four rows of data are shown, 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

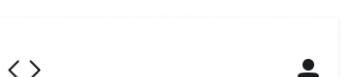
Heading 2 Roboto 12pt regular

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

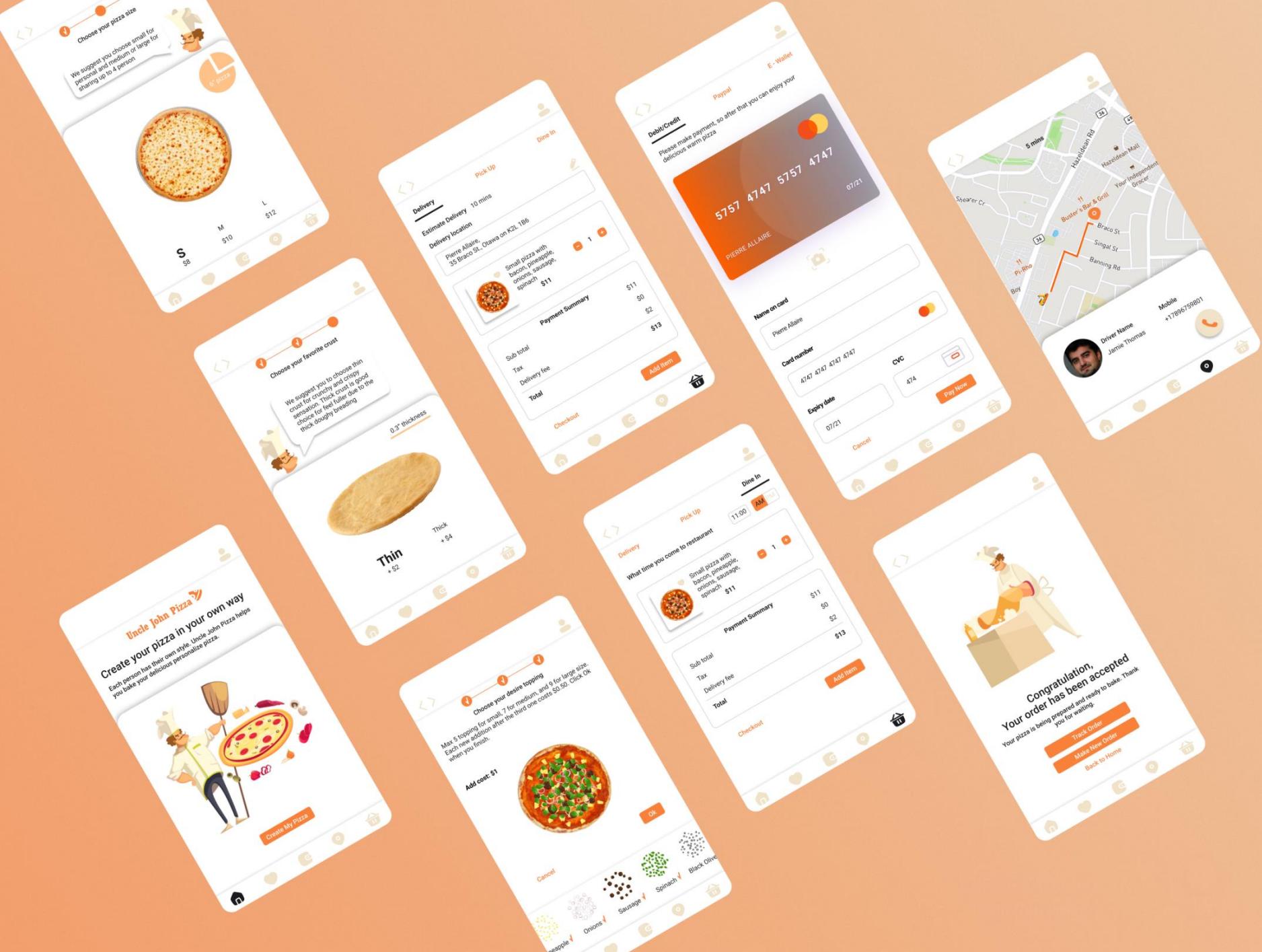
Call to Action

Secondary inactive

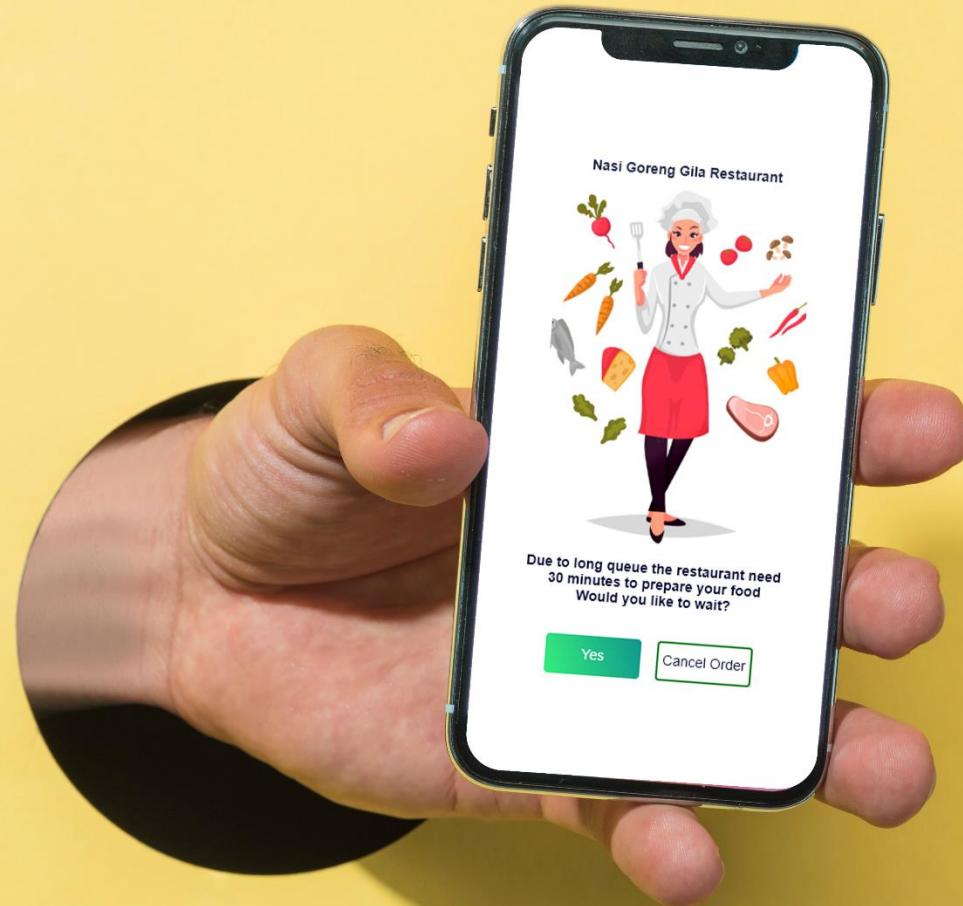
Cancel

# Hi-Fi Prototype

You can see  
the interaction  
design video  
in my dribble  
Account.  
Link on 2<sup>nd</sup> page



# REDESIGN GO-FOOD MOBILE APPS

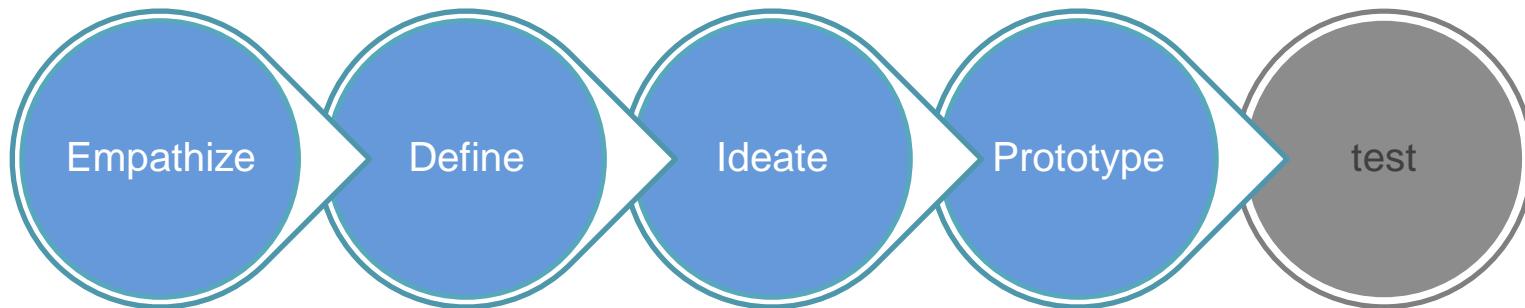


# Design Problem

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

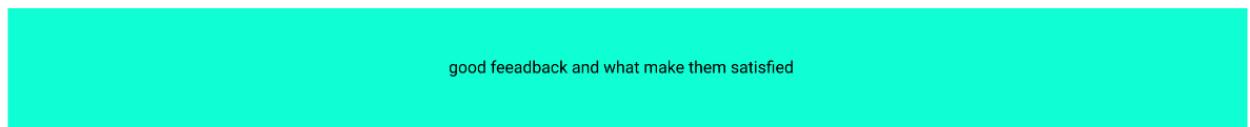
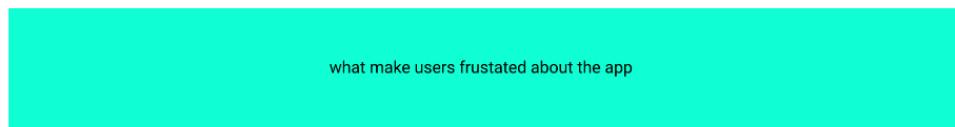
**Interview is conduct to get this information with 3 participants :**

- 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



# Empathize



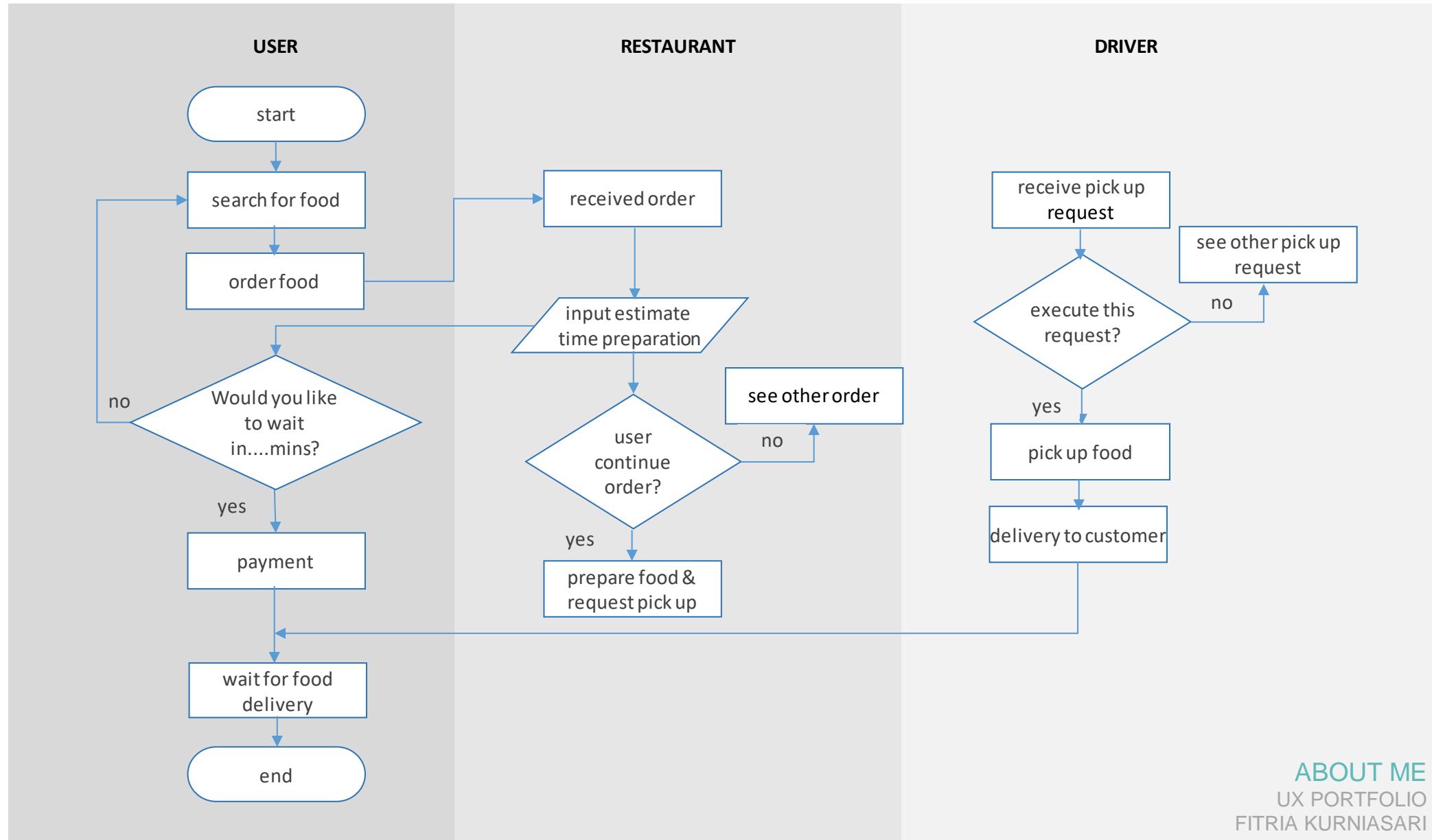
## Define

- 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



# Design Guide UI

## Topography

**Heading 1 - 14pt Arial Bold**

Heading 1 - 14pt Arial Normal

Heading 2 - 12pt Arial Normal

Heading 3 - 9pt Arial Normal

## Buttons

Primary Button

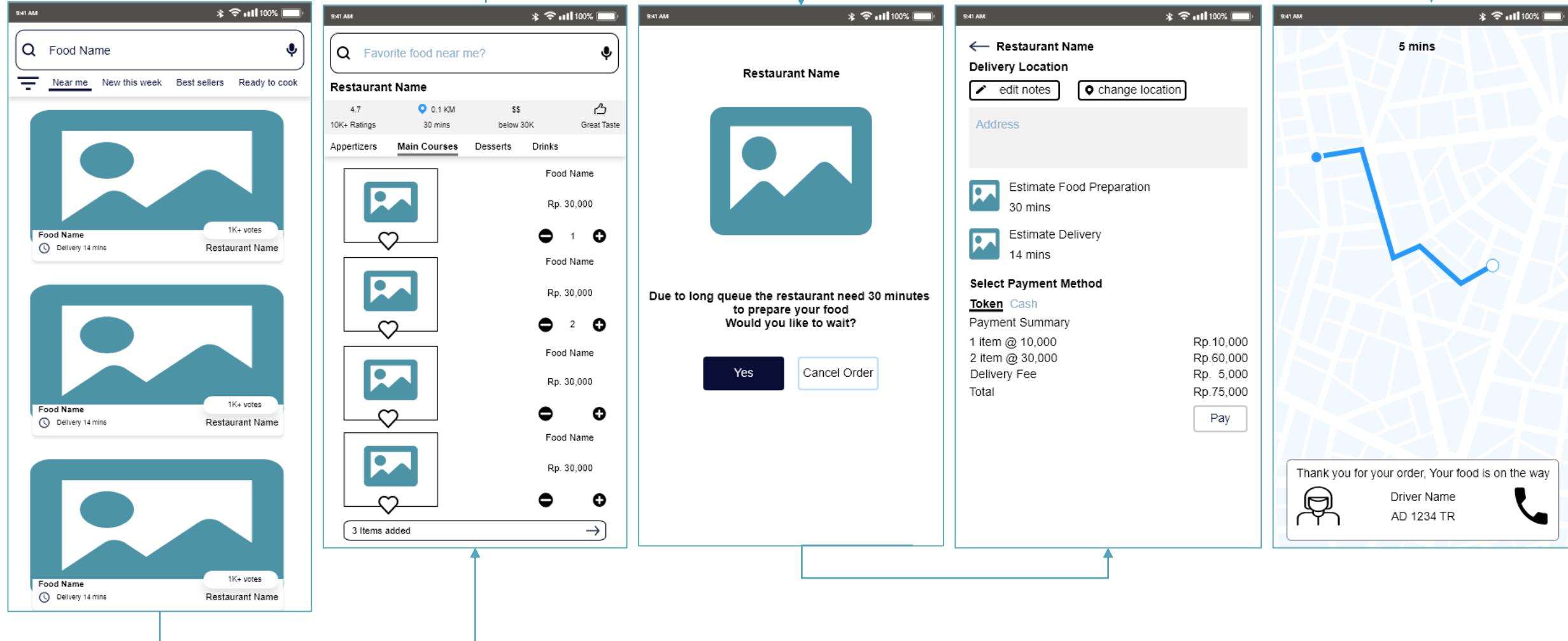
Secondary Button

📍 Secondary button/icon

## Colors



# Wireframe



# Hi-Fi Prototype

