

FITRIA KURNIASARI

UX DESIGN PORTFOLIO

SELECTED SAMPLES

ABOUT ME

<https://linktr.ee/fitriakurniasari>

UX DESIGN ENTHUSIAST

I am a former Oil & Gas Engineer who fall in love with UX design. 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 together to grow.

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 REIMAGINE AN AI-POWERED RECIPE INGREDIENT SUBSTITUTION UX

Early data shows lower-than-expected user engagement with the current ingredient substitution experience. Increasing user engagement is important because it can be measured and leveraged to help Plant Jammer sell its solution.

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"

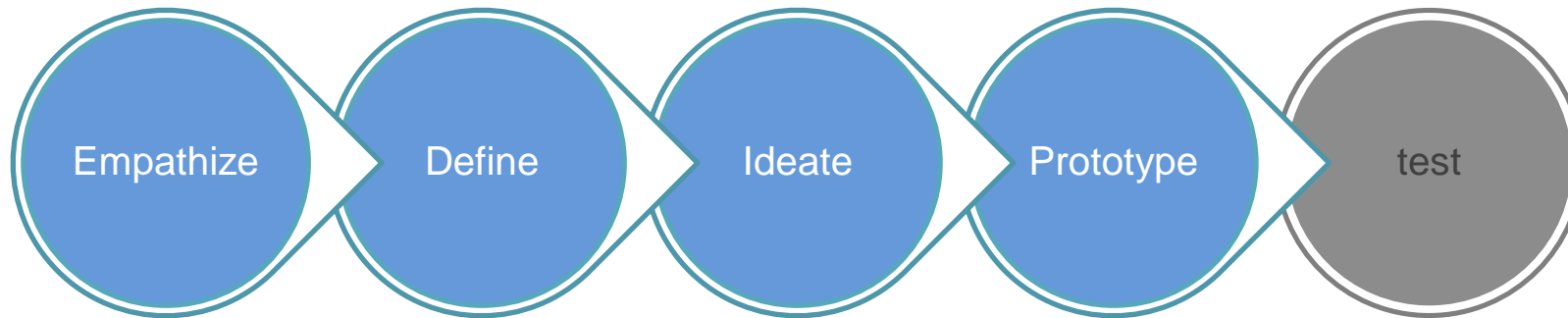
REDESIGN GO-FOOD MOBILE APPS

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

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



AFFINITY WALL

what make users frustated about the app

good feeadback and what make them satisfied

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

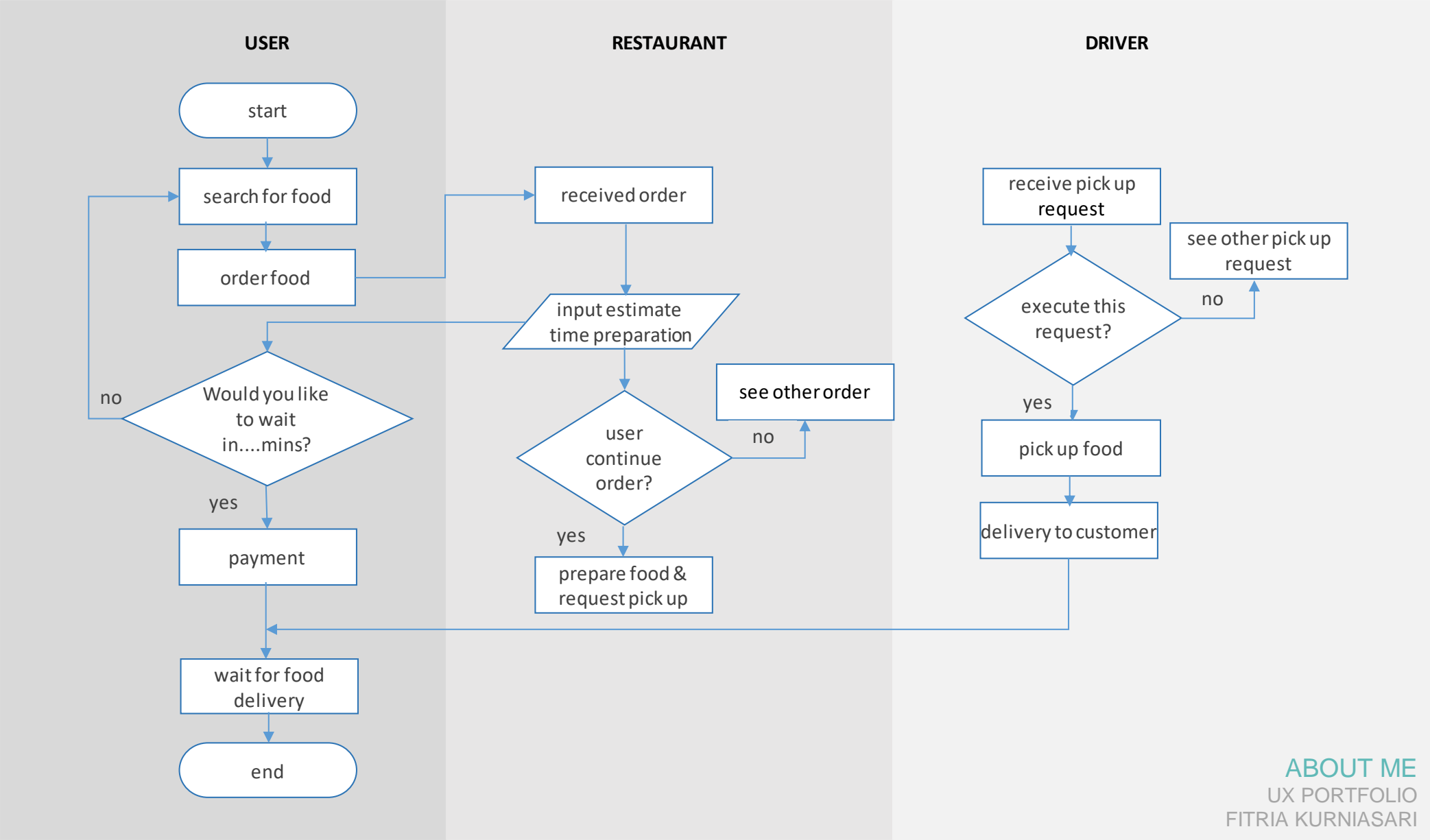
DEFINE

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

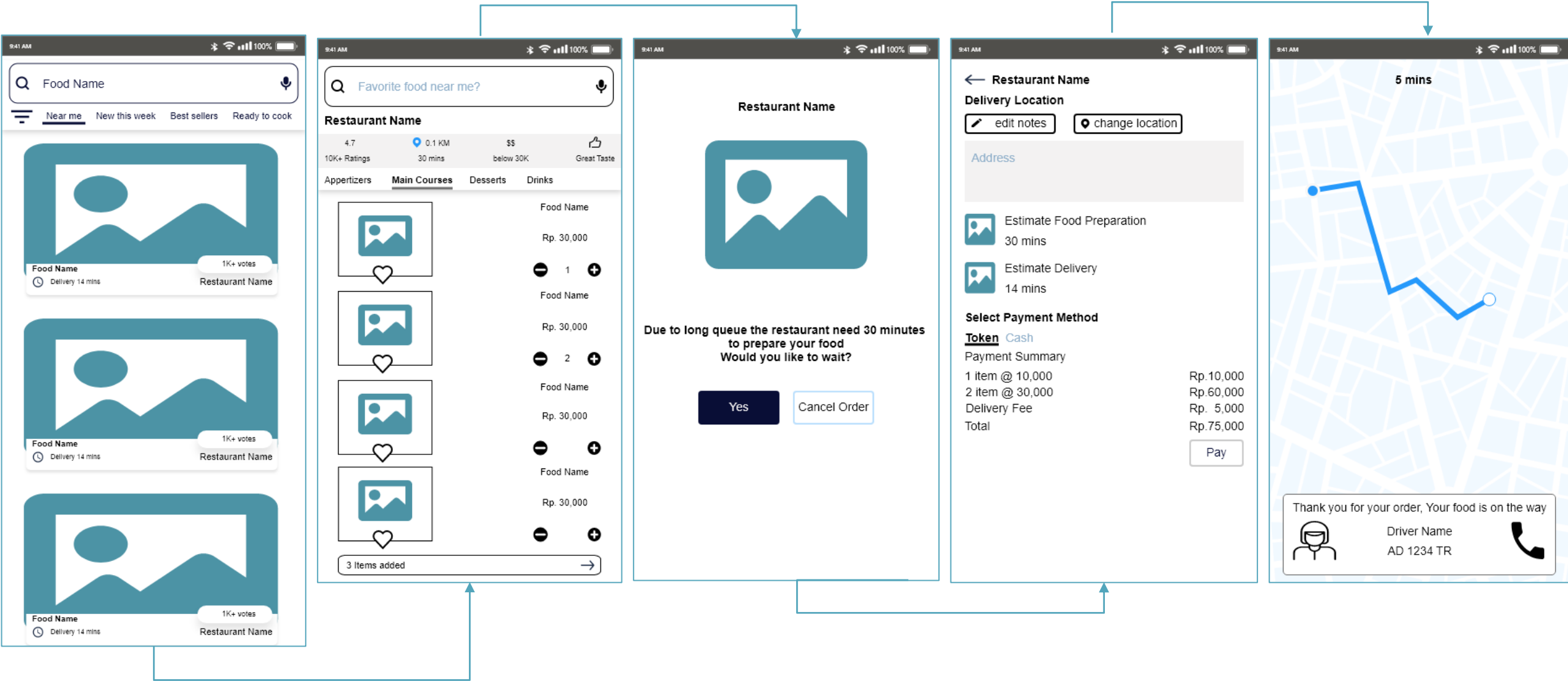
IDEATE

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

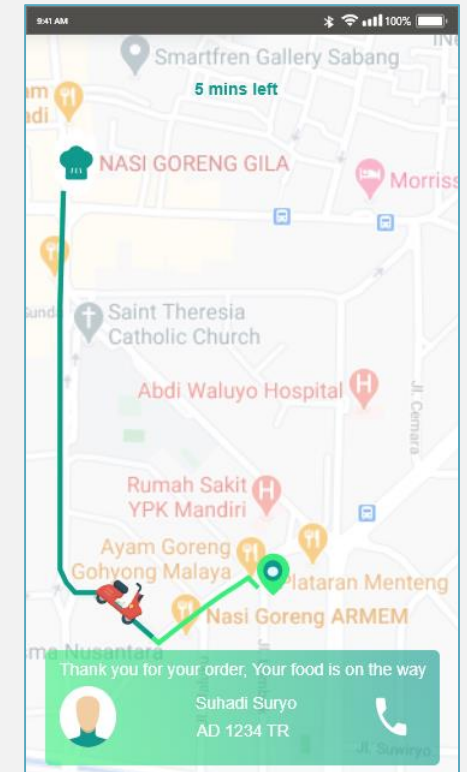
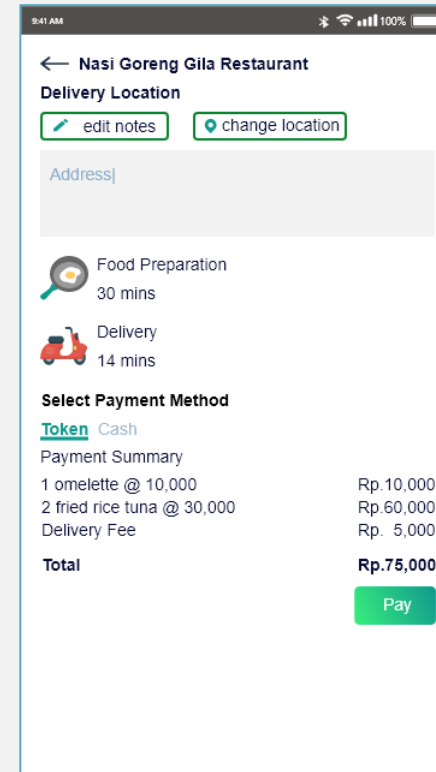
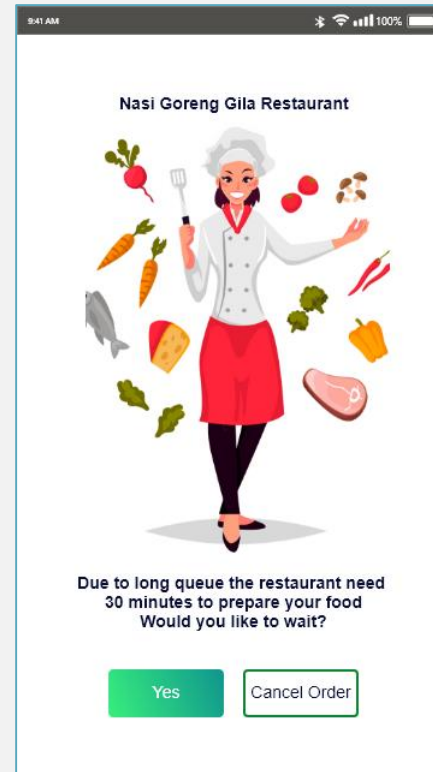
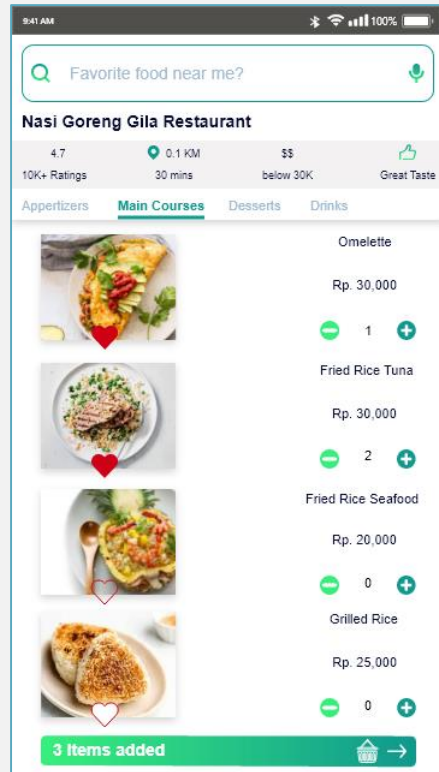
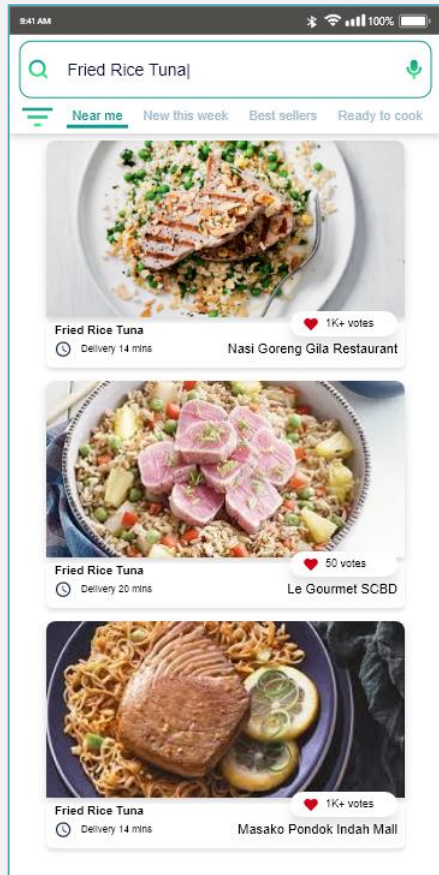
WORKFLOW



WIREFRAME



PROTOTYPE



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

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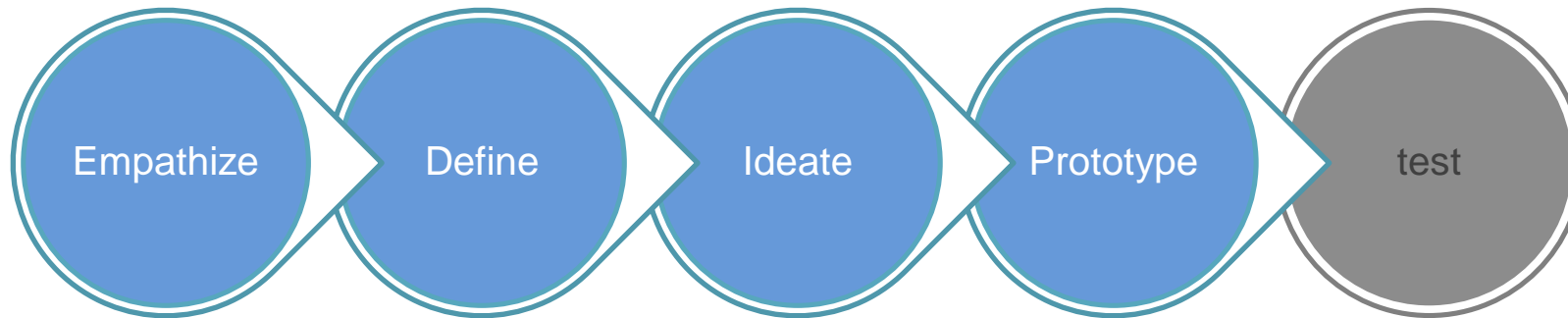
DESIGN 4 PAGES OF TRAINING WEBSITE

COMPANY OVERVIEW

Plant Jammer, a vegetarian recipe creation app that combines AI in both unique and functional to substitute ingredients. The app is also promoted AI to create a recipe from the ingredients that we have on our fridge. It promotes healthy eating, learning in the kitchen, and reducing food waste. This four-year-old Danish start-up got a 4 million euro investment in its AI algorithm and platform.

REDESIGN PROCESS

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



EMPATHIZE

Problems that cannot solved with UI/UX

Problems with programming & AI alghoritm

bug and application errors

It's stuck on opening page, doesn't show anything bit even any progress or any loading icon Re installed it 3 times but same I feel it's more as scam than a practical app

However, every time I scroll too far the app crashes without fail.

When I did all the logging in it takes me off the app

I love the concept of this app but was never able to get my username to validate. Tried logging in with google also...still wouldn't register.

Good concept but for some reason I can't see the recipe in the app once it's generated? I had to share the link with myself so it would open in a browser where I could see the recipe. This seems like too much work. / It also added another ingredient in the recipe that I had not selected. Finally, and most importantly, the app consistently opened my gallery even after I kept hitting 'deny' when asked for media permissions. Not a fan of the intrusion AT ALL.

I wish it would be easier to form the shopping list without going back and forth one thing at a time. If they can fix this up, I'm sure I'd be over the moon.

the app needs polish, navigating through the app is painfully slow as it takes around 3 seconds after a tap for an action to occur.

Great app, however the bottom of the screen is cut off, I could barely press the button to go to the next screen. Would give more stars if issue gets fixed.

The UI doesn't for my screen. Pixel XL. It's clipped at the bottom.

problem with AI alghoritm

I selected several different veggies & ingredients and the app instructed I fry all of the veggies in a big pan, then stir in the Coconut Milk & Apple Cider Vinegar and mix. That's not a recipe, that sounds so gross.

All it does is combine ALL the foods you submit and mash them into frankenstein recipes that are likely to make you barf. No creativity or skill here.

the first section asks what food restrictions I want to have. I've been a vegetarian my whole life and to have the only option for vegetarian is that "I'll try vegetarian"... just seemed like the people who make this app are a little self righteous and put me off the app completely. I didn't go any further than that, it rubbed me the wrong way.

The app is overall okay and good, but I wish there were more recipes from all sorts of country and regions.

I think that should let us use more recipes

Even with other ingredients, how do these quantities/ratios make sense? I tried a stir fry & it turned into a veggie stew but with no liquid. The sauce was also odd. I hate grams as well.

Its a good source of ideas for what to cook/ how to make use of that kohlrabi in your fridge, but really only gives you a baseline. Wouldn't hurt to feature an anecdote function, with some additional steps you might want to take, but don't have to.

Problems with monetizing strategy

subscriptions too expensive

I don't mind paying, but the amount is huge for someone outside of the US. I could buy at least 12 cook books for the price of the lifetime subscription! I'm sorry but I don't think I'll ever afford to spend this much in an app.

Problems that can be solved with UI/UX

Users need additional features for allergies, convert measurements and non vegan recipes

additional feature for allergies

1) There is no option to set a manual blacklist, e.g. for less common allergies. 2) I also believe that the diet options should be extended to include pescetarians and people who only exclude red meat

My only issue is allergies. It would be helpful to have a list to select foods from to cut out of recipes, as well as having recipes for egg-free versions of baking that don't have to include seeds

convert measurements

There is no way to convert to metric measurements

It gives you useful suggestions for your recipe and also tries to figure out how to prep. Yet, there seems no way to change the suggested amounts of ingredients or the preparation steps. Where I change the suggested bake the spin...

additional future recipes for non vegan, low carb or high carb

Annoying backwards search tutorial on first use - Italian/American focused dishes first like pasta, wrap, burger - No puff pastry ingredient option - Vegetable focused search - No meat focused search option

App is vegetarian, "emptying your fridge" is only about veggies, which you shouldn't keep there anyway... No restriction to diets, can't choose from high protein/high fat/low carb

I would have given this 3 stars based off of the quality of the dishes I made, but because it's limited to vegetarian only meals, I give it a 2

but no meat recipes, why? If the vegetarian diet setting was just an option and not forced on you

I know it's to promote veganism and all that, but having an option to add animal products would be great.

I really like the idea of this app, however even with vegan diet selected it will still bring up recipes using animal products.

Users unsatisfied with app aesthetic design

bad apps design

seems OK, but why does it look like a broken website?



no flavour chart or food taste explanation

Some things took a bit of practice to figure out, for example: trying to set up a meal to include a specific item. Or the flavour chart could use a bit more explanation.

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USER PERSONA & SCENARIO

Personas: Concretizing User Needs	
Daniella 	Motivators <ul style="list-style-type: none">- Mid level career- Want to live healthy lifestyle- Meat eater, but sometimes want to cook more veggies for families
Demographics Age : 40 Occupation : Digital Nomad Location : Zurich, Switzerland Life Stage : Married, 2 Children	Constraints <ul style="list-style-type: none">- Doesn't like strict vegetarian diet, sometimes eat fish and meat.- High mobility, travel alot- Having allergies with peanuts- Medium technical literacy
Rajith Singh 	Motivators <ul style="list-style-type: none">- Entry level career- Willing to keep vegetarian lifestyle- Want to improve cooking skill- Need something practical and easy to maintain
Demographics Age : 25 Occupation : PhD Student Location : Delft, Netherlands Life Stage : Single	Constraints <ul style="list-style-type: none">- Consider as strict vegan, doesn't eat meat, fish, egg, and diary products.- Need something quick and easy- High technical literacy

"As a digital nomad, Daniella work from home with multiple clients overseas. Today is Sunday, time to shopping raw foods to cook at home for next week. She is having digestive problems and the doctor suggested her to eat more veggies. But Daniella is not a vegetarian, she's a meat-eater. So she opens Plant Jammer Application to find the recipe. She clicks the button "do you want to cook some veggies" then inputs her allergies. She finds the avocado egg toasts recipe looks tempting but she wants to reduce egg consumption in her diet. She's choosing the option "pescatarian vegan". The recipe changes and can be substituted with salmon, tofu, or soy yogurt. She very happy with the ingredient's substitution."

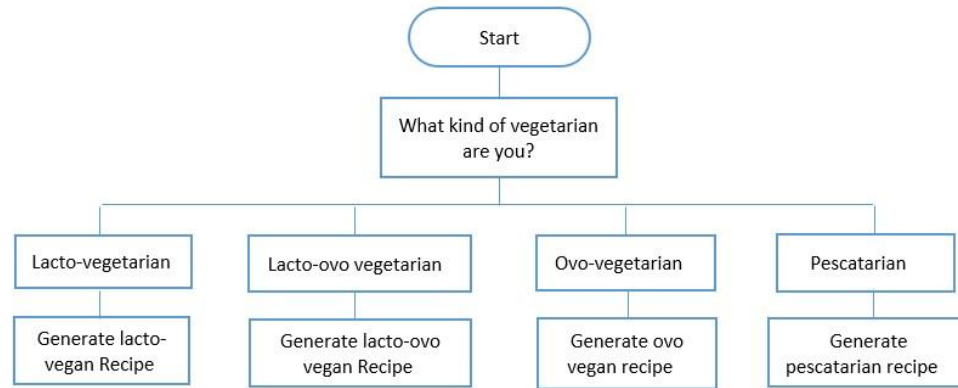
DEFINE

- Based on the affinity diagram, it was found that the app for some users consider as a strict vegetarian app while there are four types of vegetarian
- Not all users were always eating vegetarian food, some of them want to include meat in their consumption occasionally, so they give the app 3 out of 5 ratings.
- Some of the users also mention that the app looks less aesthetic.
- The measurement also confusing for some users.

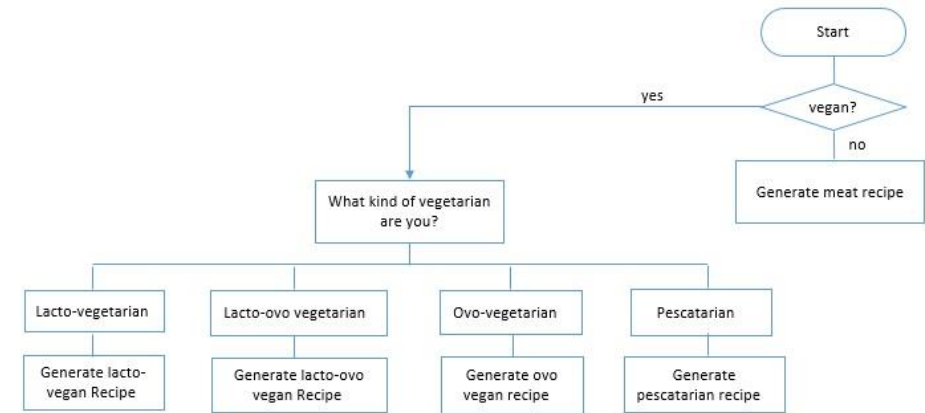
IDEATE

- Due to Plant Jammer is a vegetarian app, additional types of vegetarian are needed (Concept no.1).
- If Plant Jammer wants to take a look at the non-vegetarian niche, the additional meat recipe can be included (Concept no.2).
- Aesthetic design is an important factor.
- A measuring cup, teaspoon, and tablespoon are common kitchen utility which everyone has. For suggestion, better we use measurement in cup, teaspoon, and tablespoon rather than ml or grams unless it cannot be measure using those tools.

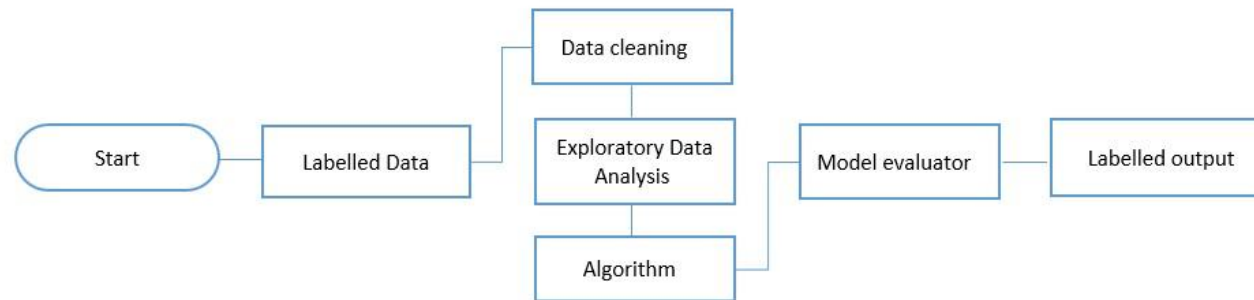
WORKFLOW



Concept no.1



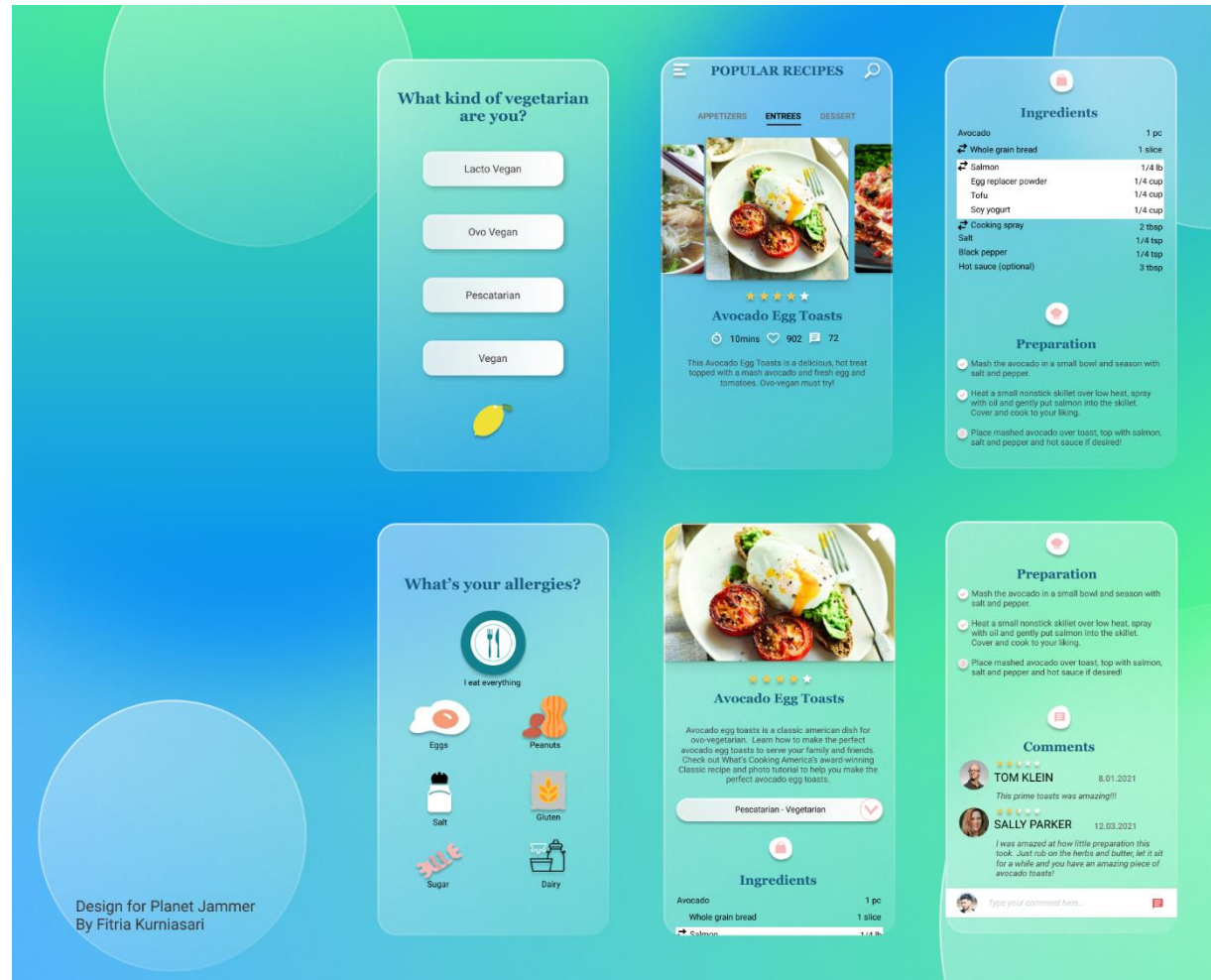
Concept no.2



AI recipe generated

HI FI PROTOTYPES

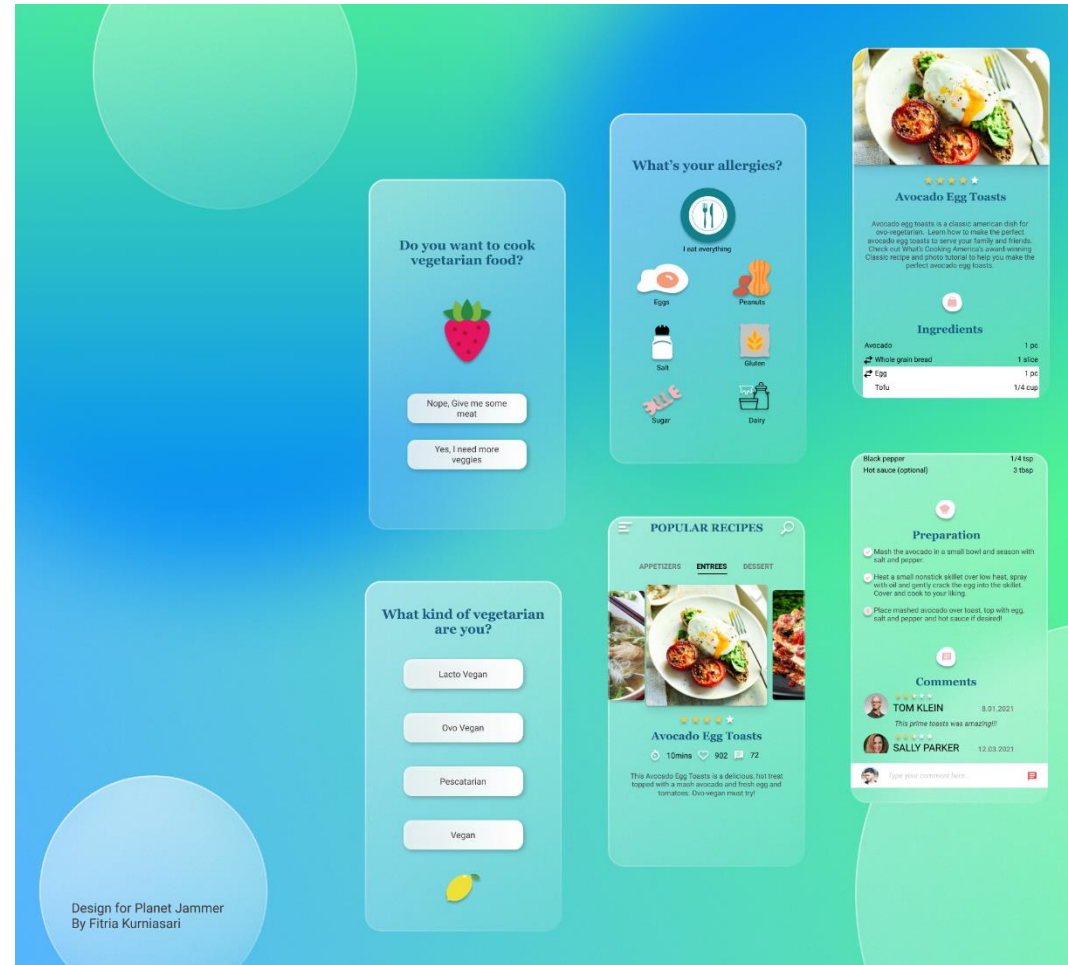
Hi-fi prototypes generate after paper sketches and wireframe



Concept no.1

HI FI PROTOTYPES

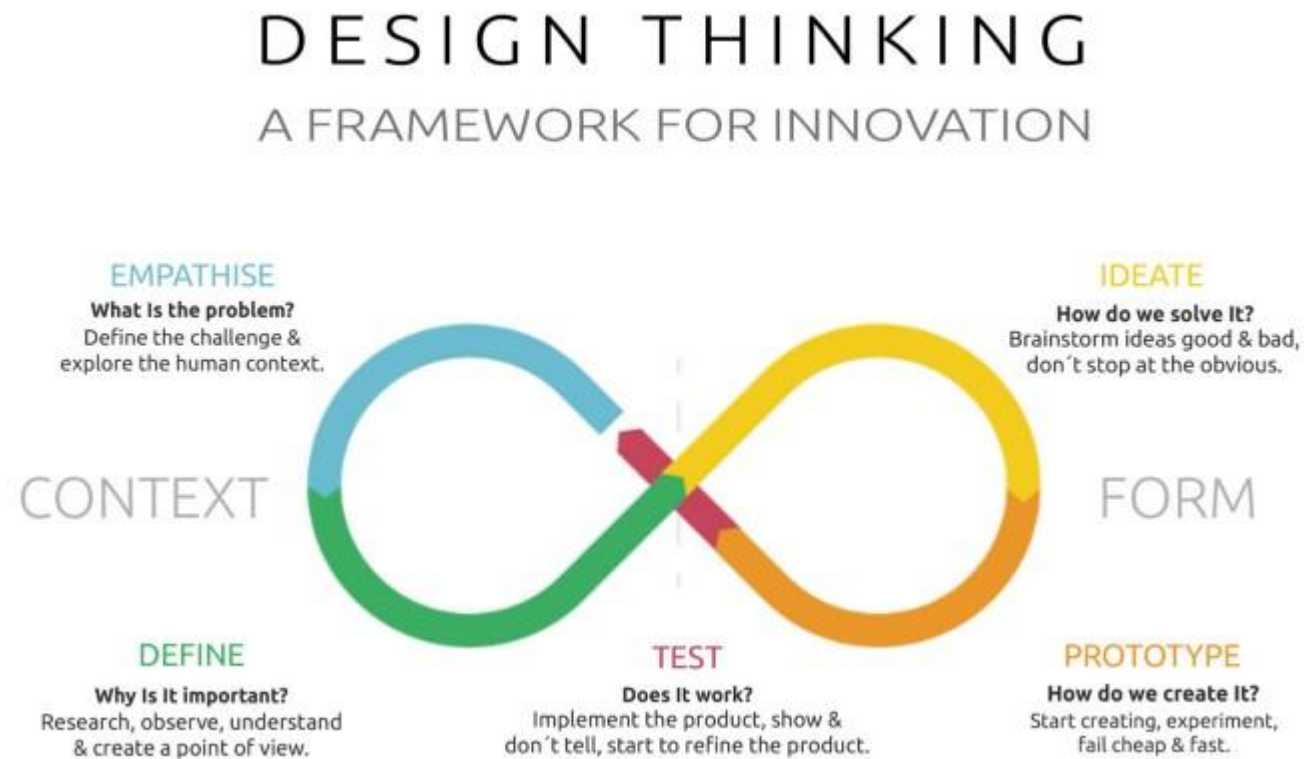
Hi-fi prototypes generate after paper sketches and wireframe



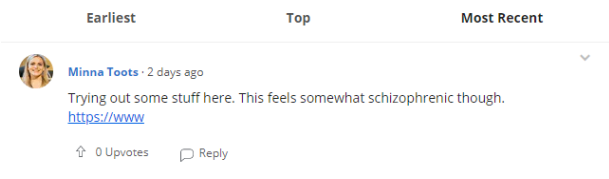
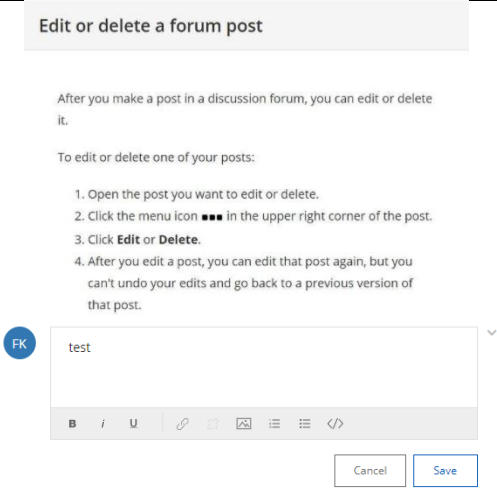

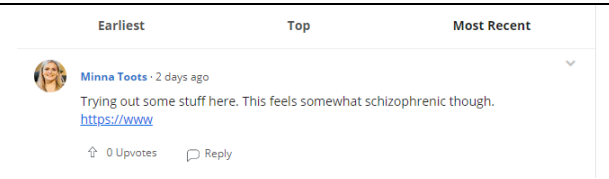
Concept no.2

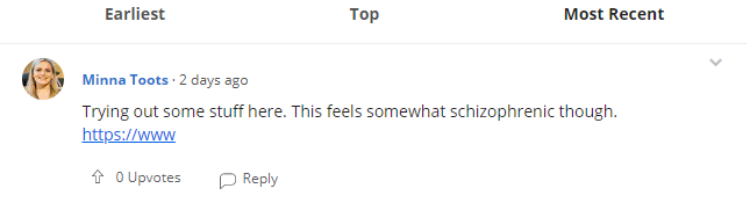
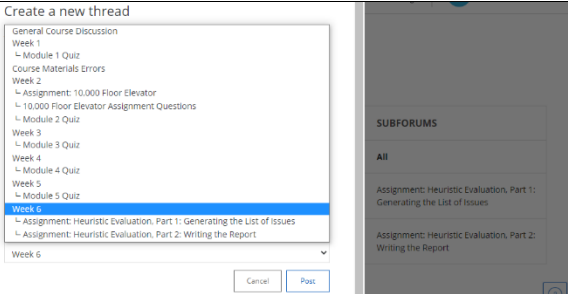
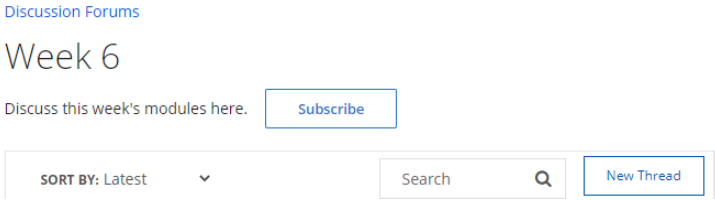
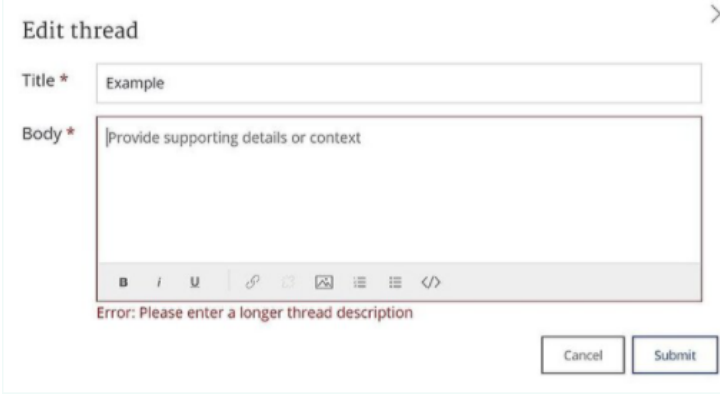
USABILITY TEST

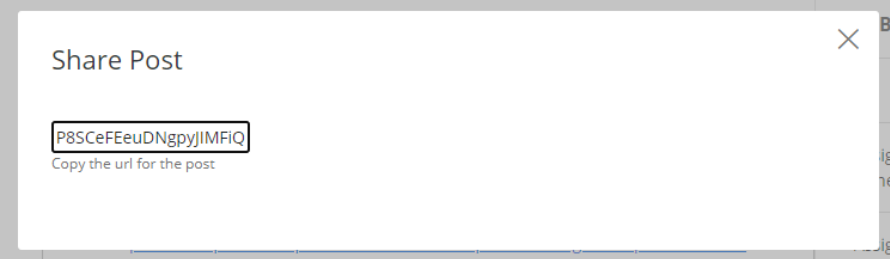
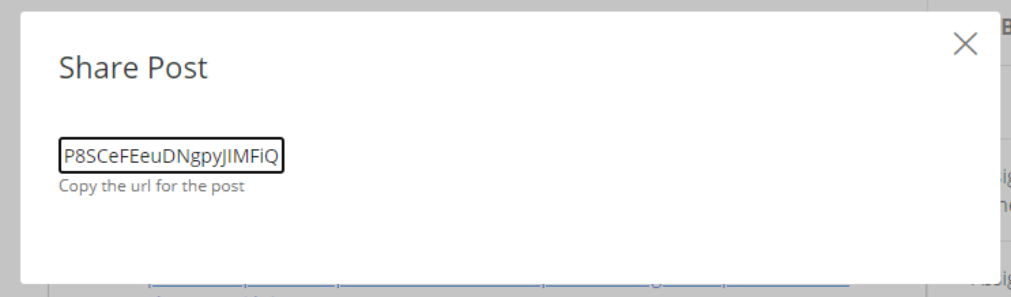
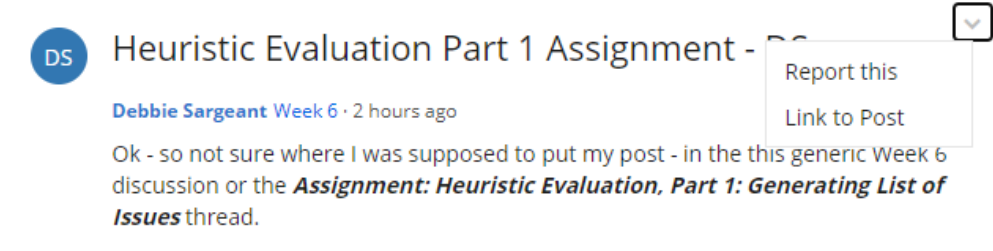
A test is needed to get feedback received from this phase to redefine some of the problems and continue iterating the designs.



COURSERA'S DISCUSSION FORUMS HEURISTIC EVALUATION REPORT

No.	Description	System Location	Heuristic Violated	Severity
1	 <p>The system can't identify uncomplete link when someone post (https://www). There is no warning of uncomplete link and it still in the blue underline indicated that it is a link.</p>	Reply forum screen	Error prevention	3/4
2	 <p>Edit can't be undone. User have right to undone the process.</p>	Discussion forum screen	User Control and Freedom	3/4
3	 <p>People can leave blank comment by just adding space. Maybe the person forget to type words and accidently click post. There should be not allowed to only put spacing.</p>	Reply forum screen	Error prevention	3/4
4	 <p>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.</p>	Reply forum screen	Flexibility and efficiency of use	3/4

5	 <p>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. There should be additional button “find helpful”. So people can click the button if the comment provide solution for them.</p>	Reply forum screen	Flexibility and efficiency of use	3/4
6	 <p>There is so many forum options to choose when users want to post thread, while the thread page itself only focus in certain week. The pop up is too long and can be hard to remember. So the pop up should focus on sub forum week 6 since users are in the page week 6.</p>	Create new thread on user week 6 screen	Recognition rather than recall	2/4
7	 <p>It difficult to jump in another weeks, there is no option to jump to another weeks. There should be additional links for it.</p>	Discussion forum screen	Flexibility and efficiency of use	2/4
8	 <p>Using different words (“Body” v. “thread description”) to describe the same field may confuse users. Consistency should be apply to make it easier.</p>	New thread screen	Consistency and standards	2/4

9	 <p>There is no “copy” url button to share the post, users have copy paste manually by select all the url text. Users can’t tell what their options are copy the link or share directly.</p>	Share post screen	Visibility of system status	2/4
10	 <p>There is no share button available, users have copy paste manually. There should be two button copy and share.</p>	Share post screen	Visibility of system status	2/4
11	 <p>Users can’t highlighted the post that find helpful. The option only report and link to post. Highlighted is important to make it easier to find.</p>	Discuss forum screen	Flexibility and efficiency of use	2/4