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
- Figma
- Heuristic Evaluation
- Data Visualization
- Usability Test
- UX Research (Interview, Survey)

- UX Research
- Micro Interaction
- Wireframe
- Prototype
- A/B Testing
- Competitive Analysis

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 LUNCHEON APP, MEET YOUR PERSONAL COACH (Still on progress)
Sometimes we only want to talk to just one person but in depth in specific topics rather than with multiple people but still casual. It will accommodate user need by focusing conversation with one person. Someone can easily being ignore in group discussion.

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 REDESIGN GOFOOD MOBILE APP
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.

Luncheon App
Meet your personal Coach (Still on progress)

Design Problems

The problem with 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 in 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 need by focusing conversation with one person. Someone can easily being ignore in group discussion.

Target Users

The target audience are professional who want meet someone online based on their niche. So they can share knowledge but still casual like when we have conversation in coffee shop. Someone who want to have work balance, willing to develop community, and open minded but they hard to find new real people to hangout.

Research and Design Methods

For this project, survey are used for research method to know if there is a large market for this application. The survey conduct online with target audience are professional in the age 21 to 55 years old.

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:
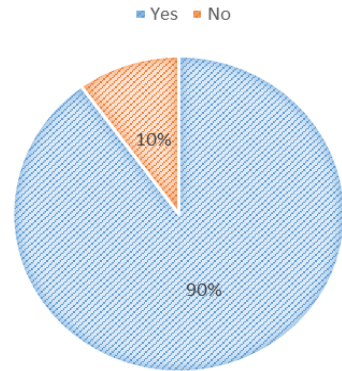
1. Strongly agree 2. Slightly agree 3. Netral 4. Slightly disagree 5. Strongly disagree

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
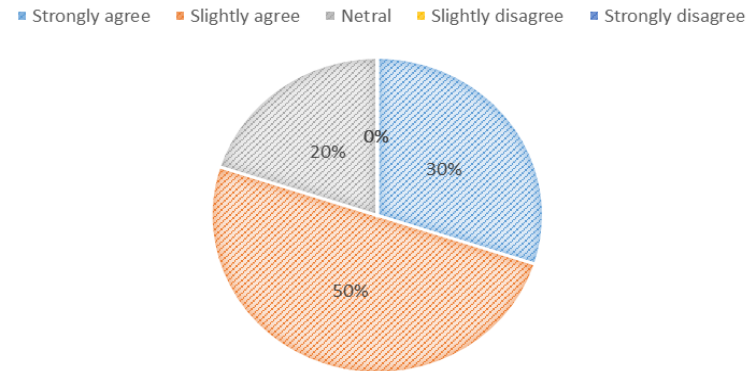i. I like to have a personal mentor/coach

User Needs Analysis

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

ARE YOU WORK FROM HOME?

Yes · No

10%
90%

COMMUNITY APP IS IMPORTANT

Strongly agree · Slightly agree · Netral · Slightly disagree · Strongly disagree

0%
20%
30%
50%

I LIKE TO HAVE A PERSONAL MENTOR/COACH

Strongly agree · Slightly agree · Netral · Slightly disagree · Strongly disagree

5% 5%
20%
25%
45%

I LIKE TO BE A PERSONAL MENTOR/COACH

Strongly agree · Slightly agree · Netral · Slightly disagree · Strongly disagree

5% 5%
10%
30%
50%

User Needs Analysis

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

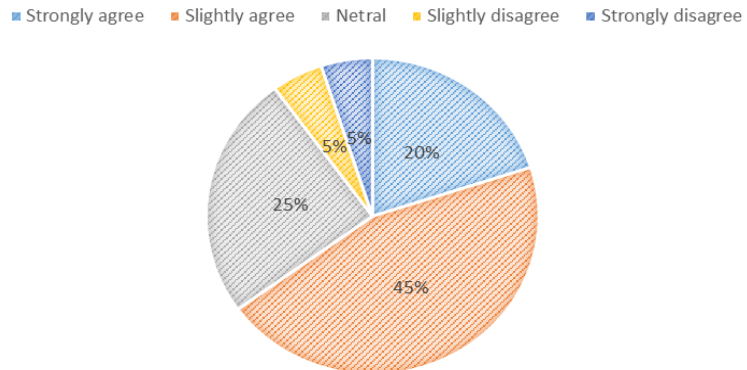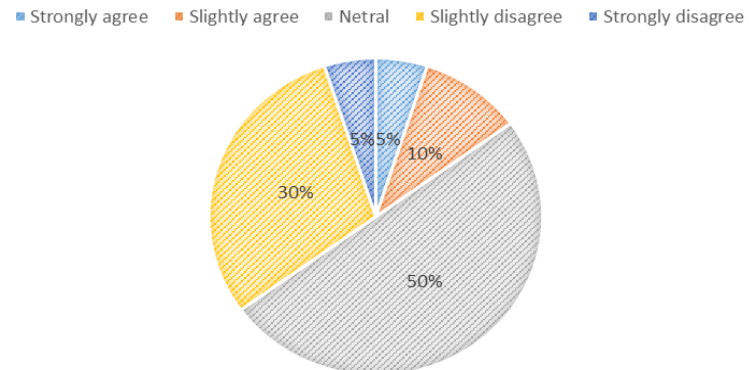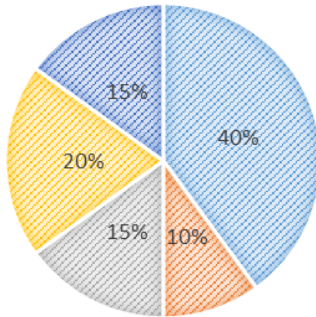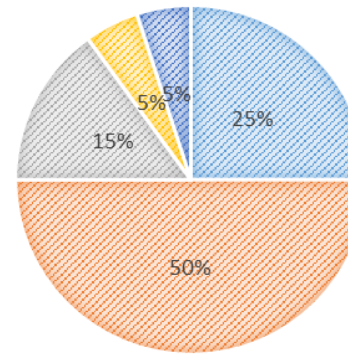I WANT TO HAVE LUNCH OR COFFEE BREAK CONVERSATION WITH SOMEONE ONLINE DISCUSS ABOUT MY HOBBY, BUSINESS OR PROFESSION

Strongly agree · Slightly agree · Netral · Slightly disagree · Strongly disagree

40% · 10% · 15% · 20% · 15%

TALK ONE ON ONE WITH EXPERT CAN MORE HELPFUL TO SOLVE PROBLEM RATHER THAN GROUP

Strongly agree · Slightly agree · Netral · Slightly disagree · Strongly disagree

25% · 50% · 15% · 5% · 5%

Persona & Scenario

Personas: Concretizing User Needs

Daniel

Motivators

- Senior level career
- Want to have work balance
- Willing to develope community
- Willing to gain and share knowledge
- Open minded

Demographics

Age : 35
Occupation : Product Manager
Location : Adelaide, Australia
Life Stage : Married, 1 Childern

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

Motivators

- Entry level career
- highly motivated to meet new people
- Want to improve skill
- Want to collaborate
- Open minded

Demographics

Age : 27
Occupation : Natgeo Writer
Location : Unknown
Life Stage : Single

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.

Competitive Analysis

There are so many well-known community application from group discussion like "meetup", "eventbrite", and the last hype right now is "clubhouse" to one on one conversation like "coffeeBreak". The community group discussion have a huge user. Almost everyday people join event online or offline across niches. But community group discussion does not offer one on one conversation or meet a personal coach or trainer.

In the other hand, there is application like "coffeeBreak", which unfortunately did not available in my home country, Indonesia, only offer one on one conversation. Based on my research this application did not offer group discussion yet and did not yet offer to meet personal coach. They only mention meet professional only that not mention any coaching opportunities. While in community application like whatsapp, user allowed to chat, video call within group or person but they cannot search the topic interest.

Luncheon is the combination of both, were people can have group discussion or talk one on one but also offering coaching opportunities in person. Someone who has coaching ability in specific area can offering his help and get paid. The discussion can be in chat message or video call.

Design Goal

The luncheon application were built to connect people based on their interest or hobby. With this app, users can be easily find & meet personal coach.

User can search activity, hobby, topic based on their need. User can join discussion group, can talk one on one with someone, and find or to be personal coach. Once they find activities which they want to join, they can send invitation to start conversation. The owner group, professional, or personal coach can received, approved, or rejected invitation, when the invitation were approved, they can start chat messaging or video call in specific time that were agreed upon each other. The text message were unlimited but for video call is limited to 30 minutes. Users can upgrade to premium to unlock unlimited video call duration and premium text emoji.

For the personal coach, they can started charge for services in the third meeting and it's based on mutual agreement between coach and mentee. The first meeting should be getting to know each other, the second meeting would be free course or free coaching. In the third meeting if the mentee want to continue coaching, they both can sit together and discuss about the fee and make their own term condition.

Prototype

In 7 April 2021, I still gather some design ideas in paper sketches before start wireframe. I would do usability test before create Hi-Fi. Why?
Simply because people will give good useful feedback in wireframe stage when there is no beautiful icon distract them.
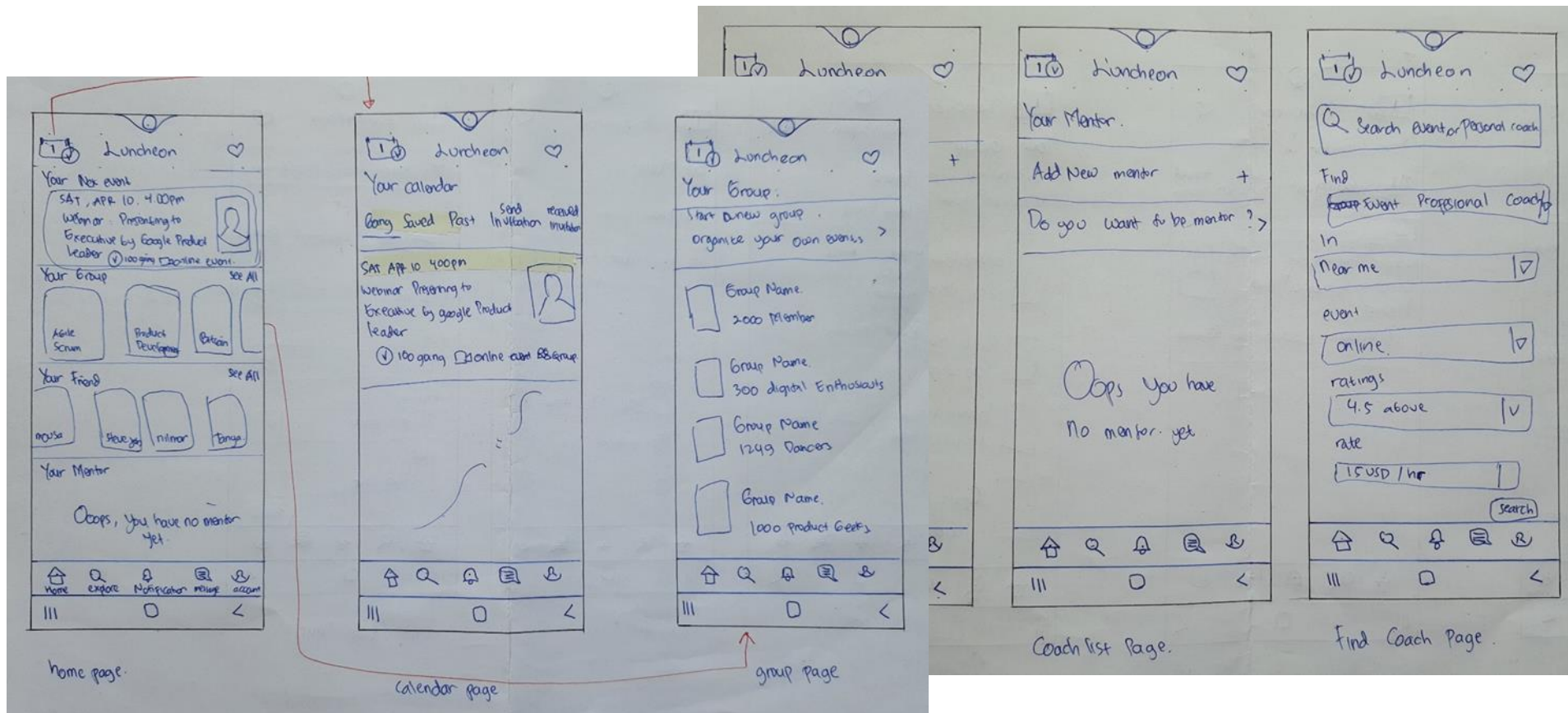
REIMAGINE AN AI-POWERED RECIPE ING REDIENT SUBSTITUTION UX

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. I Used comments that give 3 ratings on google play. Why? Because they might be more objective compare someone who give 2 or 1 ratings.

Empathize → Define → Ideate → Prototype → test
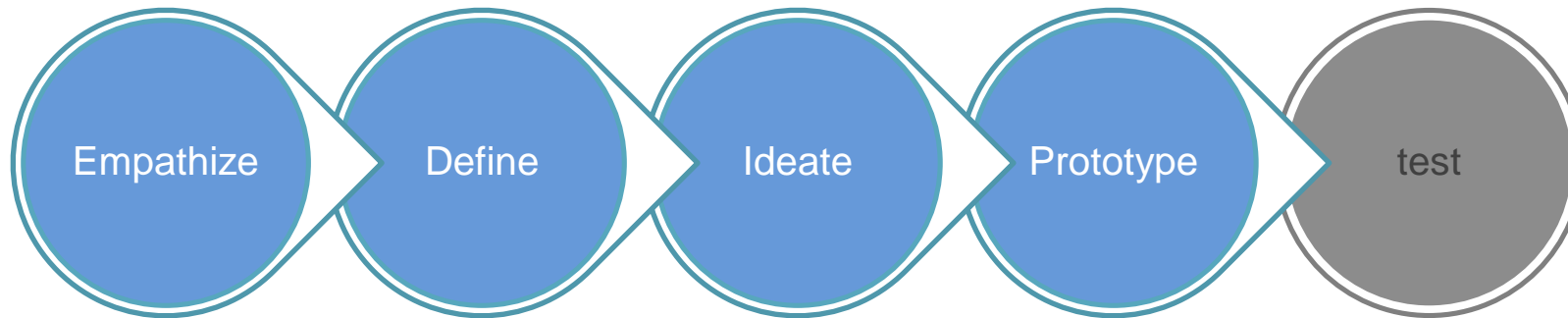
EMPATHIZE

Problems that cannot solved with UI/UX

Problems with programming & AI alghoritm

Problems with monetizing strategy

Problems that can be solved with UI/UX

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

Users unsatisfied with app aesthetic design

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bug and application errors

👍12
It's stock 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

👍9
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.

👍13
However, every time I scroll too far the app crashes without fail.

👍6
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.

👍0
When I did all the logging in it takes me off the app

👍13
I wish it would be easier to form the shopling 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.

👍0
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.

👍0
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.

👍0
The UI doesn't for my screen. Pixel XL. It's clipped at the bottom.

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problem with AI alghoritm

👍3
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.

👍12
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.

👍45
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 vegeterian"... 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.

👍5
The app is overall okay and good, but I wish there were more recipes from all sorts of country and regions.

👍0
I think that should let us use more recipies

👍1
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.

👍22
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.

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subscriptions to expensive

👍24
I don't mind paying, but the amout 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 :(

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additional feature for allergies

👍25
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

👍1
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

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convert measurements

👍4
There is no way to convert to metric measurements

👍3
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...

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

👍8
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

👍1
App is vegetarian, "emptying your fridge" is olny about veggies, which you shouldn't keep there anyway... No restriction to diets, can't choose from high protein/high fat/low carb

👍1
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

👍13
but no meat recipes, why? If the vegeterian diet setting was just an option and not forced on you

👍1
I know it's to promote veganism and all that, but having an option to add animal products would be great.

👍2
I really like the idea of this app, however even with vegan diet selected it will still bring up recipes using animal products.

---

bad apps design

👍5
seems OK, but why does it look like a broken website?

---

no flavour chart or food taste explanation

👍10
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.

USER PERSONA & SCENARIO

Personas: Concretizing User Needs

Daniella

Motivators

- 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 Childern

Constraints

- 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

- 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

- 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.
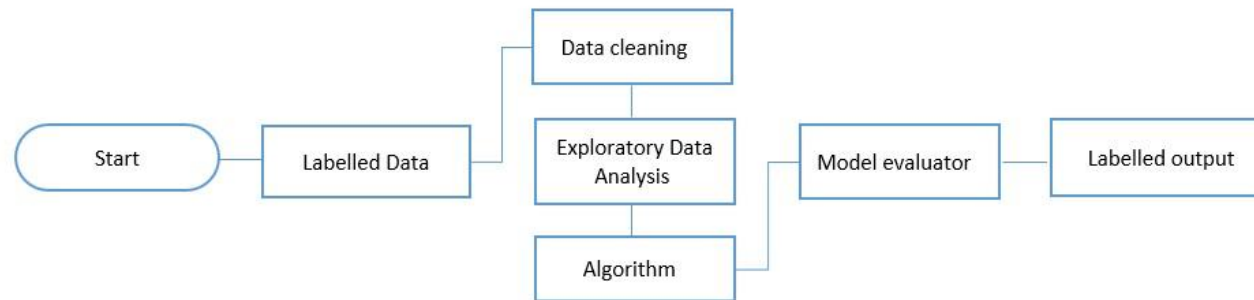
WORKFLOW
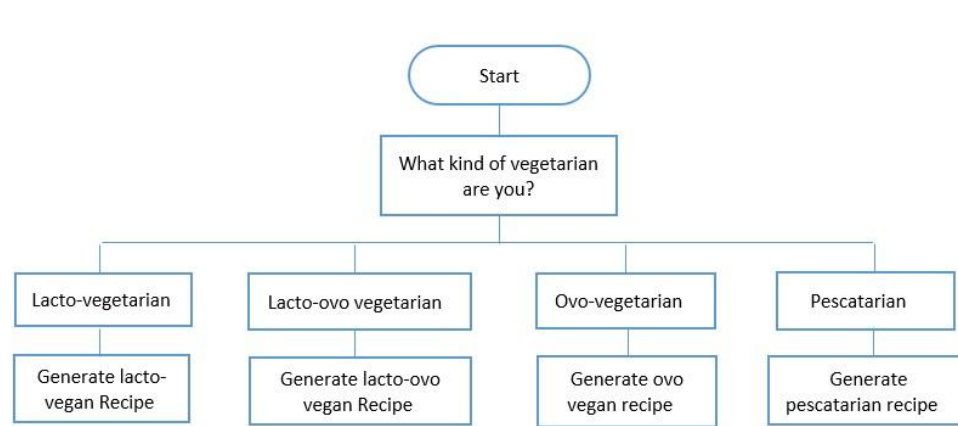
Concept no.1
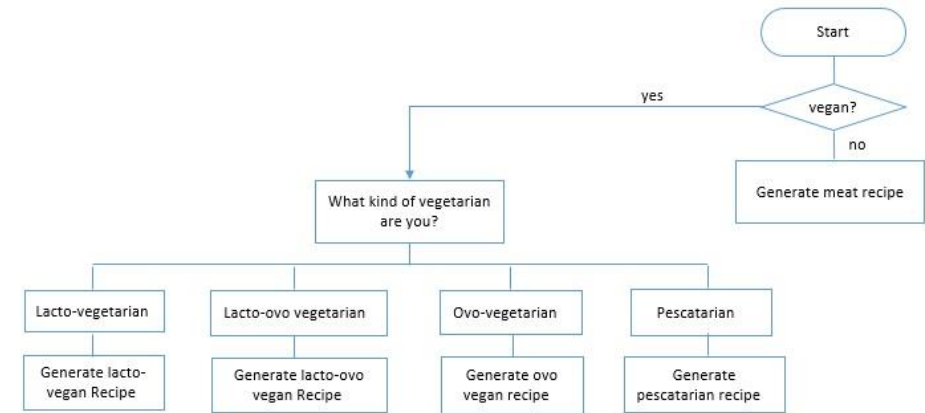
Concept no.2

AI recipe generated

HI-FI PROTOTYPE

Do you want to cook vegetarian food?

Nope, Give me some meat

Yes, I need more veggies

What kind of vegetarian are you?

Lacto Vegan

Ovo Vegan

Pescatarian

Vegan

What's your allergies?

I eat everything

Eggs   Peanuts

Salt   Gluten

Sugar   Dairy

POPULAR RECIPES

APPETIZERS   ENTREES   DESSERT

Avocado Egg Toasts

10mins   902   72

This Avocado Egg Toasts is a delicious, hot treat topped with a mash avocado and fresh egg and tomatoes. Ovo-vegan must try!

Avocado Egg Toasts

Avocado egg toasts is a classic american dish for ovo-vegetarian. Learn how to make the perfect avocado egg toasts to serve your family and friends. Check out What's Cooking America's award-winning Classic recipe and photo tutorial to help you make the perfect avocado egg toasts.

Ingredients

Avocado	1 pc
Whole grain bread	1 slice
Egg	1 pc
Tofu	1/4 cup

Black pepper	1/4 tsp
Hot sauce (optional)	3 tbsp

Preparation

Mash the avocado in a small bowl and season with salt and pepper.

Heat a small nonstick skillet over low heat, spray with oil and gently crack the egg into the skillet. Cover and cook to your liking.

Place mashed avocado over toast, top with egg, salt and pepper and hot sauce if desired!

Comments

TOM KLEIN   8.01.2021
This prime toasts was amazing!!!

SALLY PARKER   12.03.2021

Type your comment here...

Concept no.2

Design for Planet Jammer
By Fitria Kurniasari

USABILITY TEST

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

DESIGN THINKING

A FRAMEWORK FOR INNOVATION

EMPATHISE
What Is the problem?
Define the challenge &
explore the human context.

IDEATE
How do we solve It?
Brainstorm ideas good & bad,
don´t stop at the obvious.

CONTEXT

FORM

DEFINE
Why Is It important?
Research, observe, understand
& create a point of view.

TEST
Does It work?
Implement the product, show &
don´t tell, start to refine the product.

PROTOTYPE
How do we create It?
Start creating, experiment,
fail cheap & fast.

REDESIGN GO-FOOD MOBILE APPS

COMPANY OVERVIEW

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

REDESIGN PROCESS

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

| Empathize | Define | Ideate | Prototype | test |
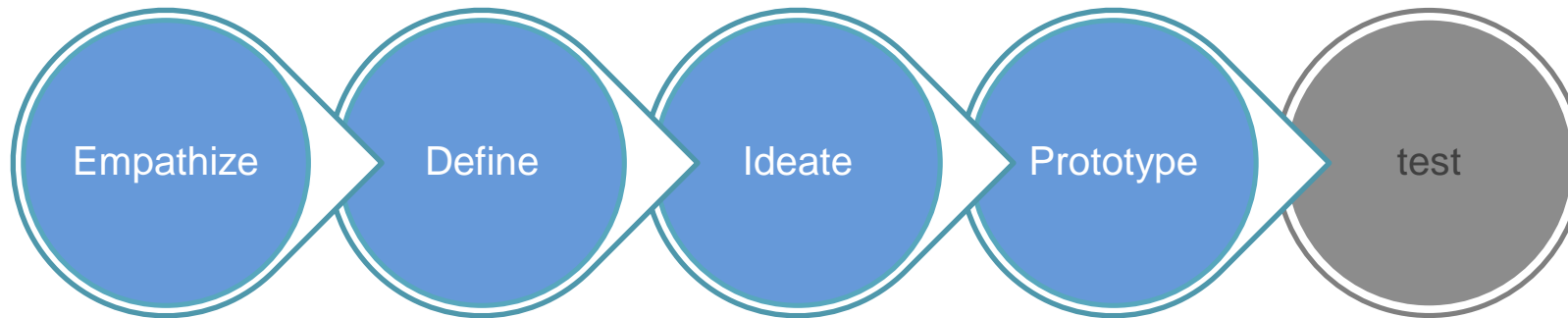
EMPATHIZE

Interview is conduct to get this information with 3 participants :
- participant 1 : female, 30 years old, career woman
- participant 2 : female, 35 years old, career woman
- participant 3 : male, 37 years old, freelancer

Core interview questions:
- Do you know about Go-Food? How often you used it?
- How satisfied are you with Go-Food?
- What make you satisfied or frustrated about this app?
- Would you recommend this app to a friend?
- If you could change one thing about this app what would it be?
- Which other options were you considering before using this services?
- Did Go-Food help you accomplish your goal?
- How would you feel if they did not offer this services?
- What's the primary reason for canceling your account?
- How can we be more helpful?
- Are this app meeting your expectations?

EMPATHIZE

Think & Feel

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

Hear?

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

see?

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

users

Say & Do

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

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

Pain

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

Gain

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

AFFINITY WALL

what make users frustated about the app

Time Food process & delivery unknown

P1 " I hate to wait"

P2 " I hate to wait in long period"

P1 obs : unhappy with time delivery

P2 obs : unhappy with time delivery

P1 obs : the time delivery no accurate

P2 obs : She doesn't know how long should wait

P1 obs : She doesn't know how long should wait

It hard to do cancellation in food order

P1 " I cannot cancel my food order"

P1" I do not know how to cancel order"

P2 " I cannot cancel my food order even via phone"

P2" I do not know how to cancel my order"

P2 obs : stress about cancelation process

P1 why I cannot cancel my order?

P1 " once you order you cannot cancel"

P1 " once you order you cannot cancel"

Some menu do not provide picture. Make it hard to imagine the food taste

P2 obs : annoyed with menu with no pictures

P2 obs : worried about the food taste

P2 obs : happy when the food taste is match with the imagination

P2 " I always imagine the food before order, the taste, the texture"

P1 " I hate when they not provide food picture"

P1 " I do not know how it taste until I order"

worried about food hygienic

P2 obs : worried about food hygienic

P2 " I have no idea how they process the food"

P2 Is the food hygienic?

P1" I do not know how they make the food"

P1 obs : worried about food hygienic

P1 is there any food inspection?

good feeadback and what make them satisfied

the app is easy to use

P1 " this app is cool"

P1 "this app is easy to use overall"

P2 "this app is easy to use"

P1 obs : the app almost never crash

easy to find food via near me / favorite

P1 obs : order food via favorite search

P2 obs : order food via near me

P2 obs : satisfied to find near me with highest ratings

P1" I like when I can find my favorite food"

P2 obs : satisfied when find her favorite food

users use app in everyday life and give feedback

P2 obs : use app almost every week

P2 obs : always give ratings on menu that already order

P2 obs : always give ratings on menu that already order

P2 " I always give feedback on menu via app"

P2 " I use the app every once week at least"

P2 " I give ratings 3 out 5 for this app"

P2 obs: happy to see new features

P1 obs : happy with food delivery

what users hear and see about the app

P1" this is a unicorn app"

P1" Iam happy someone make this app"

P1" Iam happy someone make this app"

P1 " everybody install the app"

users happy with promo & discounts

P1 obs : happy with promo

P2 obs: happy with discount

P1 " I like when there is a discount"

P2 " I am happy with all coupon provide"

DEFINE

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

IDEATE

- Users should know how long food will prepare by restaurants.
- Add options for users.

  ✓ Users can continue order and willing to wait the food.
  ✓ Users can cancel order if they think is not worth it to wait.

WORKFLOW

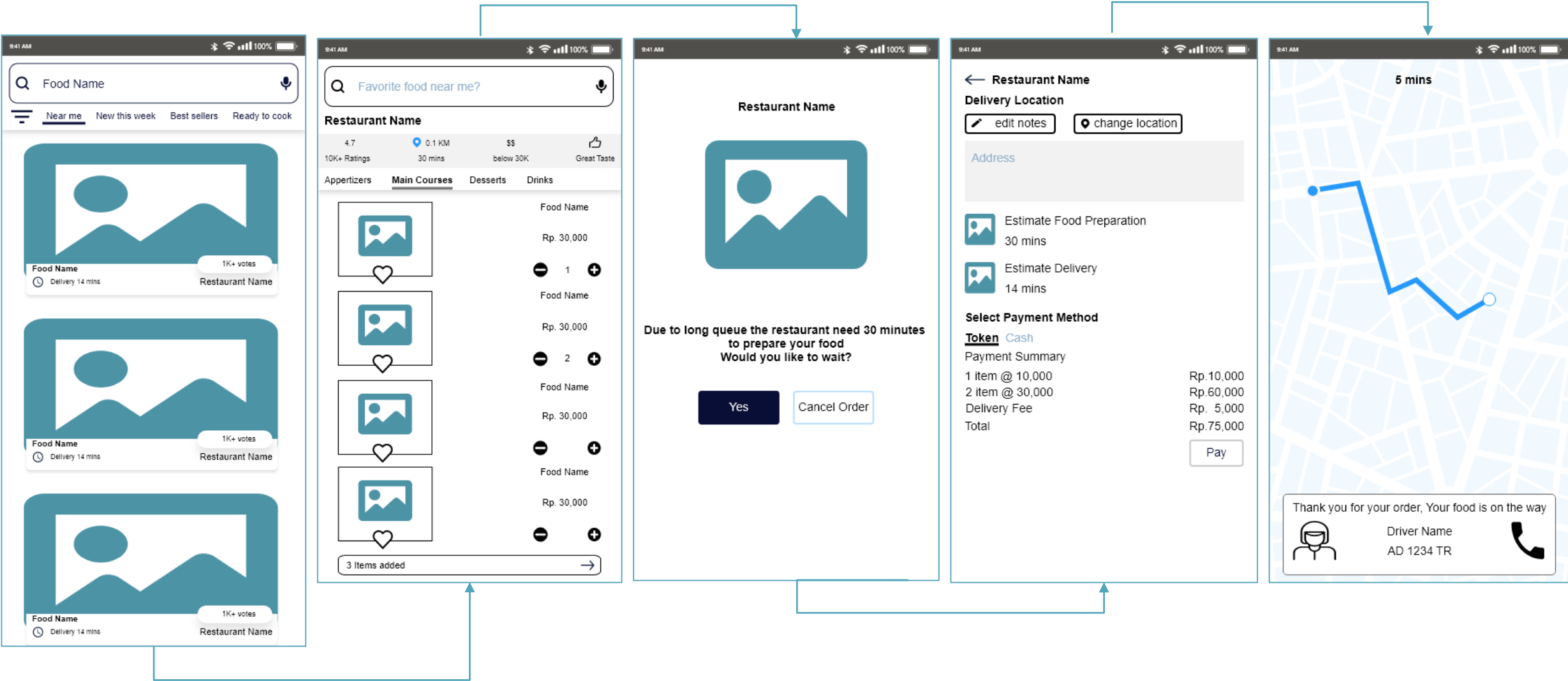| USER	RESTAURANT	DRIVER

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

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

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

WIREFRAME

Screen 1
Food Name

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

Food Name
1K+ votes
Delivery 14 mins
Restaurant Name

Food Name
1K+ votes
Delivery 14 mins
Restaurant Name

Food Name
1K+ votes
Delivery 14 mins
Restaurant Name

Screen 2
Favorite food near me?

Restaurant Name

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

Appertizers | **Main Courses** | Desserts | Drinks

Food Name
Rp. 30,000
− 1 +

Food Name
Rp. 30,000
− 2 +

Food Name
Rp. 30,000
− +

Food Name
Rp. 30,000
− +

3 Items added →

Screen 3
Restaurant Name

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

Yes | Cancel Order

Screen 4
← **Restaurant Name**
Delivery Location

✎ edit notes | 📍 change location

Address

Estimate Food Preparation
30 mins

Estimate Delivery
14 mins

Select Payment Method
Token Cash
Payment Summary

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

Pay

Screen 5
5 mins

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

Driver Name
AD 1234 TR
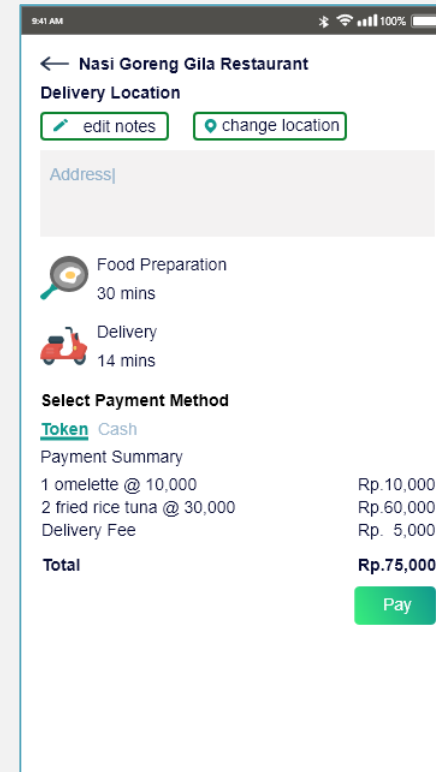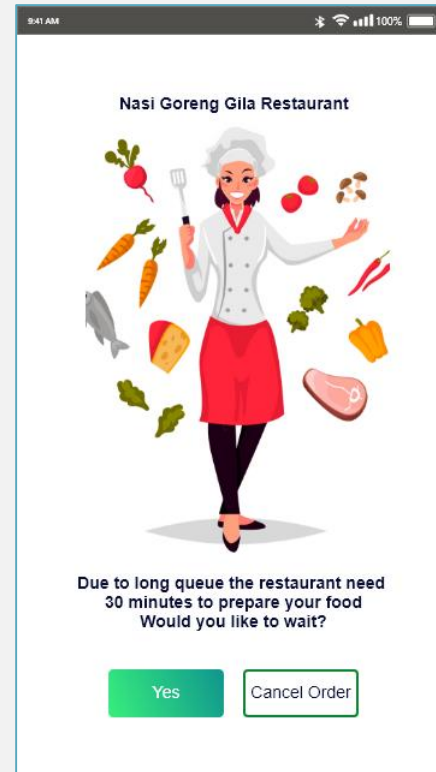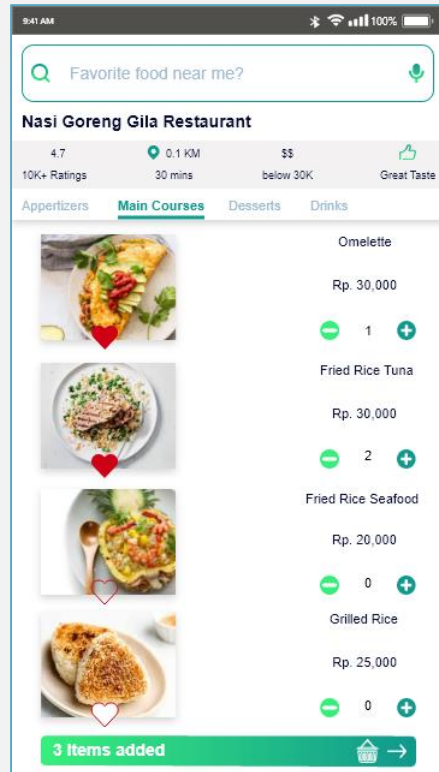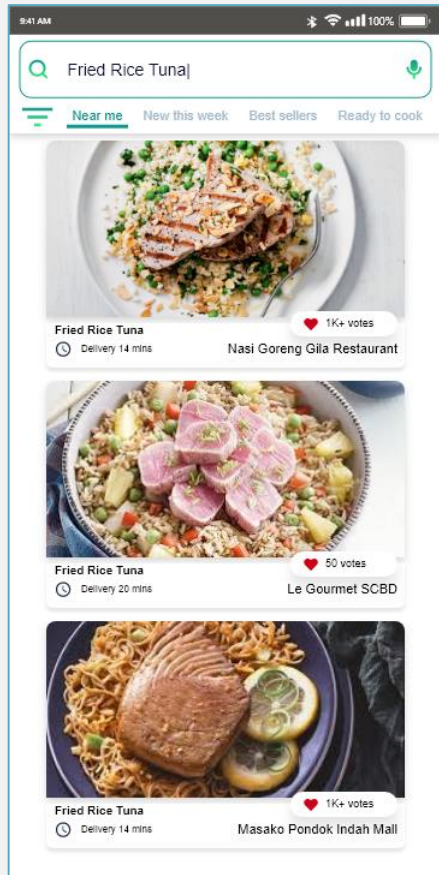
PROTOTYPE

Font

Heading 1 - 14pt Arial Bold

Heading 1 - 14pt Arial Normal

Heading 2 - 12pt Arial Normal

Heading 3 - 9pt Arial Normal

Colors

Icons

Sources

Iconfinder.com
cleanpng.com