

# FITRIA KURNIASARI

# UX DESIGN PORTFOLIO

SELECTED SAMPLES

# ABOUT ME

<https://linktr.ee/fitriakurniasari>

## UX DESIGN ENTHUSIAST

I used my experience in data analysis to help me grow in UX design and research. Every time I used website or mobile apps which ease my life I always wonder about the team behind it and want to be a part of it. A meaningful user experience can define the customer journey on website or mobile apps that make a business to success. Let me know how we can collaborate to grow.

## SKILL

- Adobe XD, Illustrator
- Figma
- Heuristic Evaluation
- Data Visualization
- Usability Test
- UX Research (Interview, Survey)
- UX Research
- Micro Interaction
- Wireframe
- Prototype
- A/B Testing
- Competitive Analysis

# 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.** 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. I have done survey and usability test on low prototype.
2. **REDESIGN NETFLIX VR TO IMPROVE BETTER USER EXPERIENCE.** This application got ratings 2 stars among 5,745 users on May 2021. That's mean there is something need to be fix on this application. Therefore, I used this case as my portfolio project. Usability test still ongoing (collect participants)
3. **REDESIGN GOFOOD MOBILE APP.** I do user interview to empathize & define the problems before start ideate and prototype.
4. **REIMAGINE AN AI-POWERED RECIPE INGREDIENT SUBSTITUTION UX.** Early data shows lower-than-expected user engagement with the current ingredient substitution experience.

# LUNCHEON APP: MEET YOUR PERSONAL COACH

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## 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

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

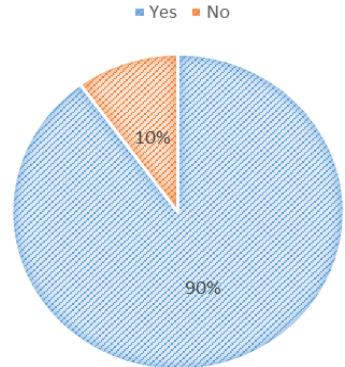
Answer following question below with:

- 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

# User Needs Analysis

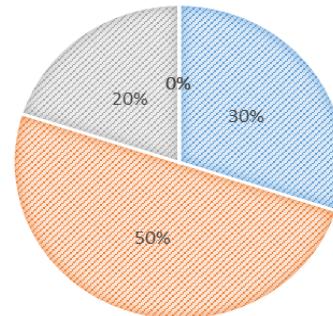
The survey data were gathered, now it's time for user need analysis. Some of the participants were the web developer, chef, musician, student, and author. The age range from 19 – 50 years old.

ARE YOU WORK FROM HOME?



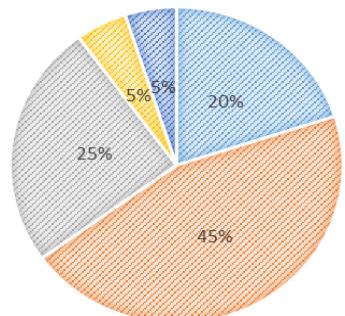
COMMUNITY APP IS IMPORTANT

Strongly agree   Slightly agree   Neutral   Slightly disagree   Strongly disagree



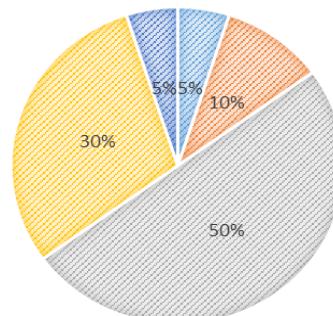
I LIKE TO HAVE A PERSONAL MENTOR/COACH

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

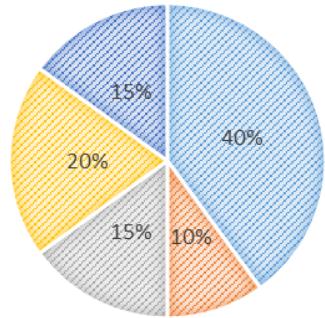


# User Needs Analysis

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.

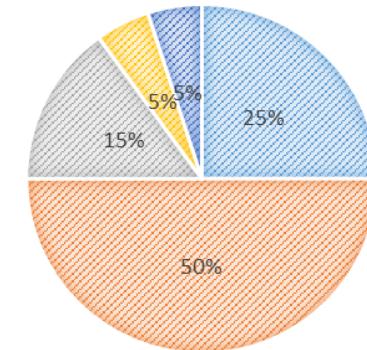
**I WANT TO HAVE LUNCH OR COFFEE BREAK CONVERSATION WITH SOMEONE ONLINE DISCUSS ABOUT MY HOBBY, BUSINESS OR PROFESSION**

■ Strongly agree ■ Slightly agree ■ Neutral ■ Slightly disagree ■ Strongly disagree



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

■ Strongly agree ■ Slightly agree ■ Neutral ■ Slightly disagree ■ Strongly disagree



# Persona & Scenario

**Daniel**



**Personas: Concretizing User Needs**

**Motivators**

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

**Demographics**

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

**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**

- 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

**Constraints**

- High mobility, travel a lot
- 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.

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# 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

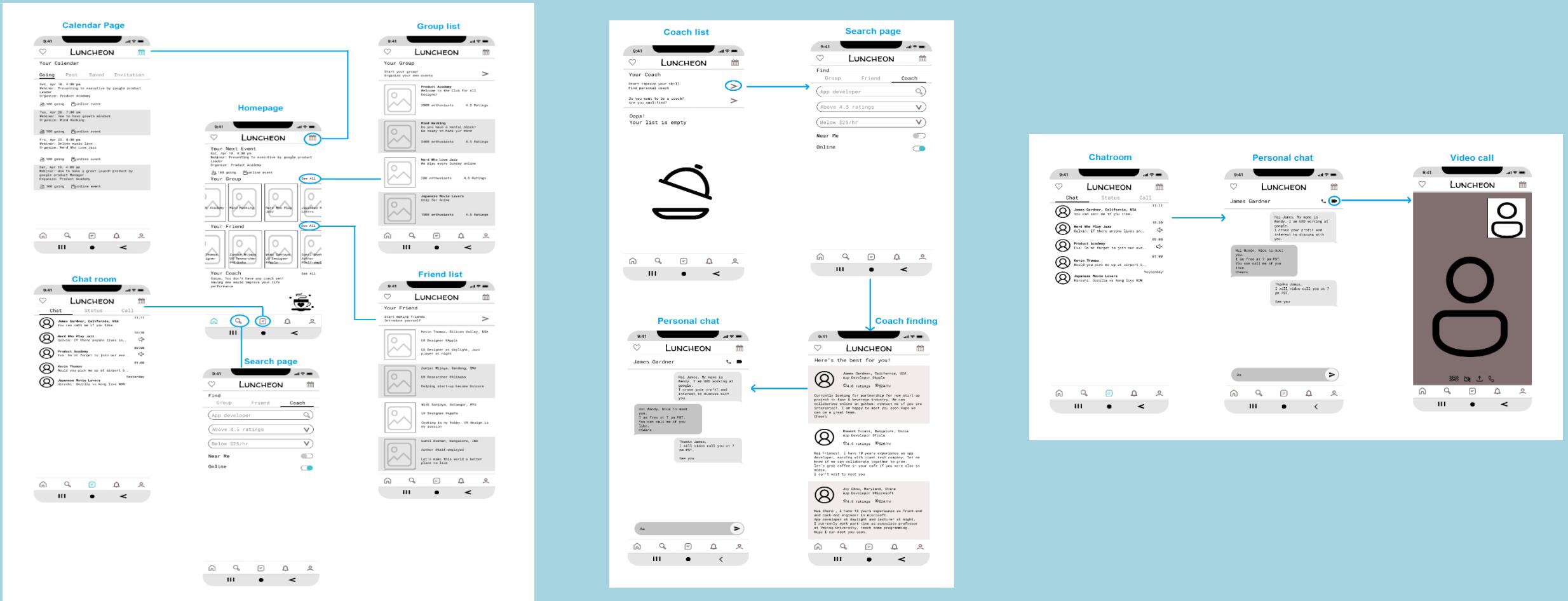
The luncheon application was built to connect people based on their interests or hobby. With this app, users can be easily found & meet the personal coach. Users can search activity, hobbies, topics based on their needs. User can join discussion group, can talk one on one with someone, and find or to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

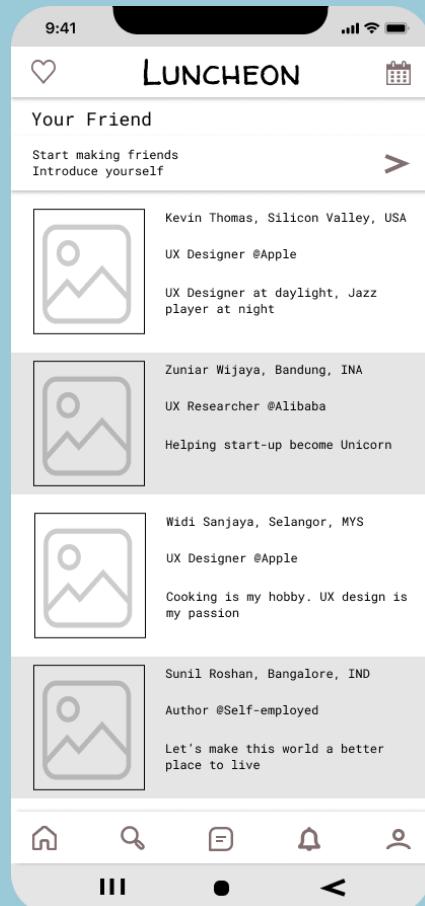
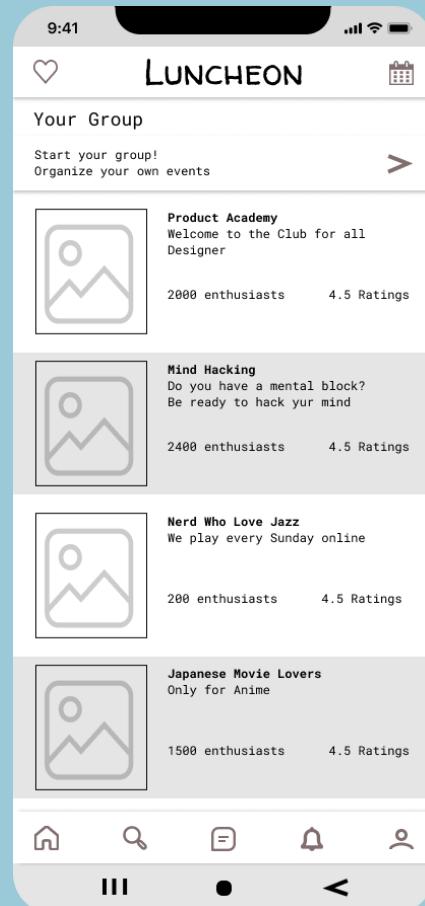
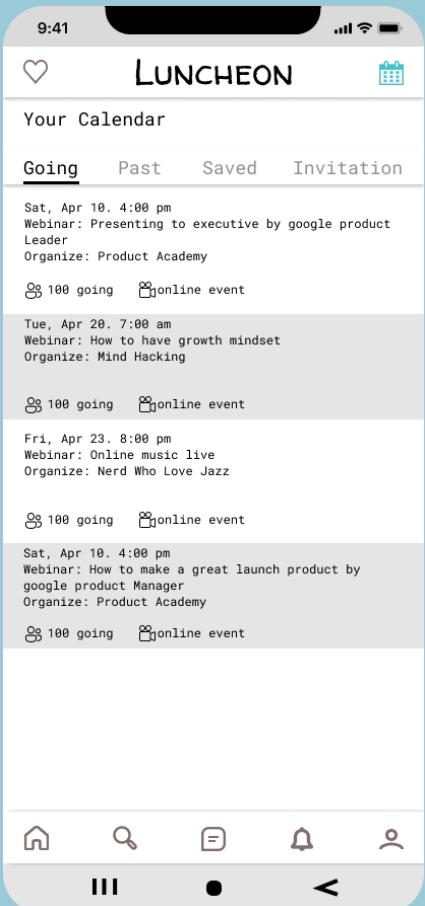
# Workflow



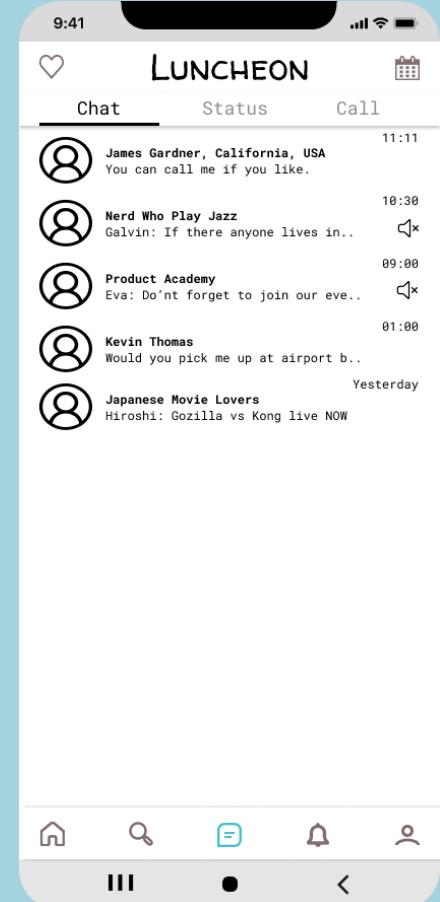
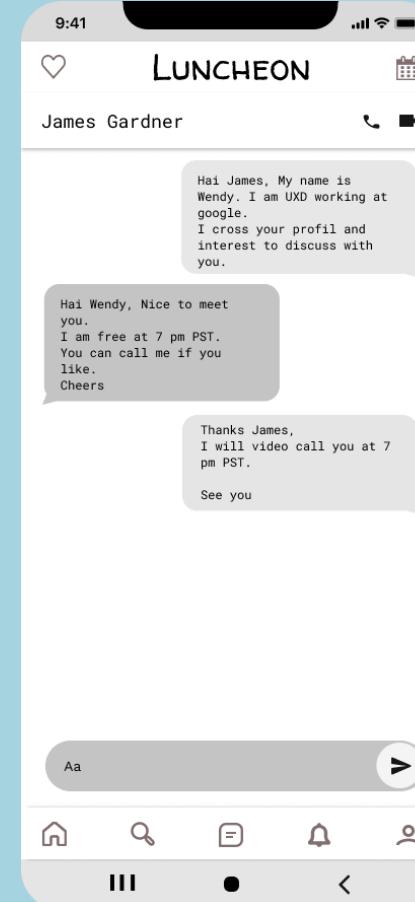
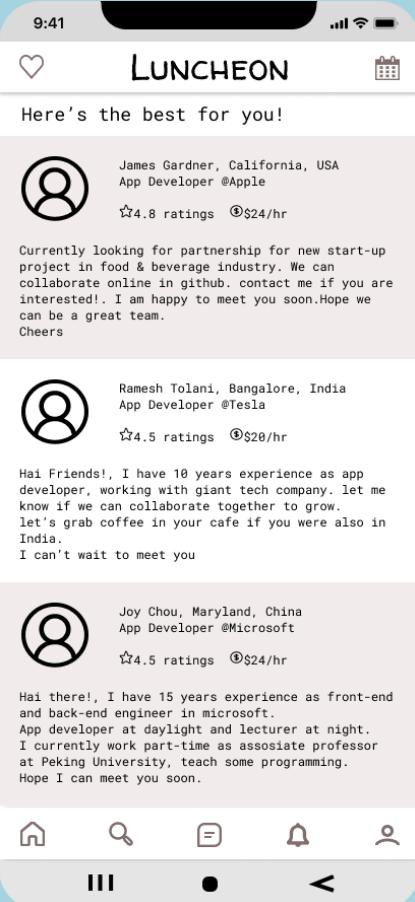
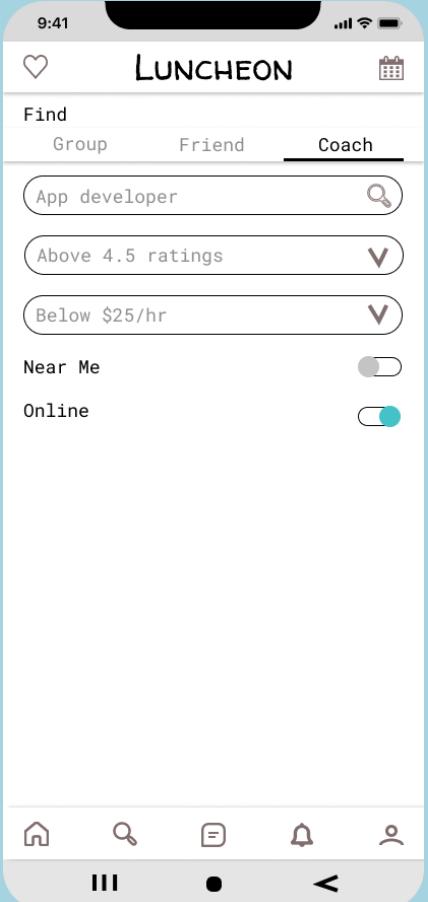
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# Wireframe



# Wireframe



# 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

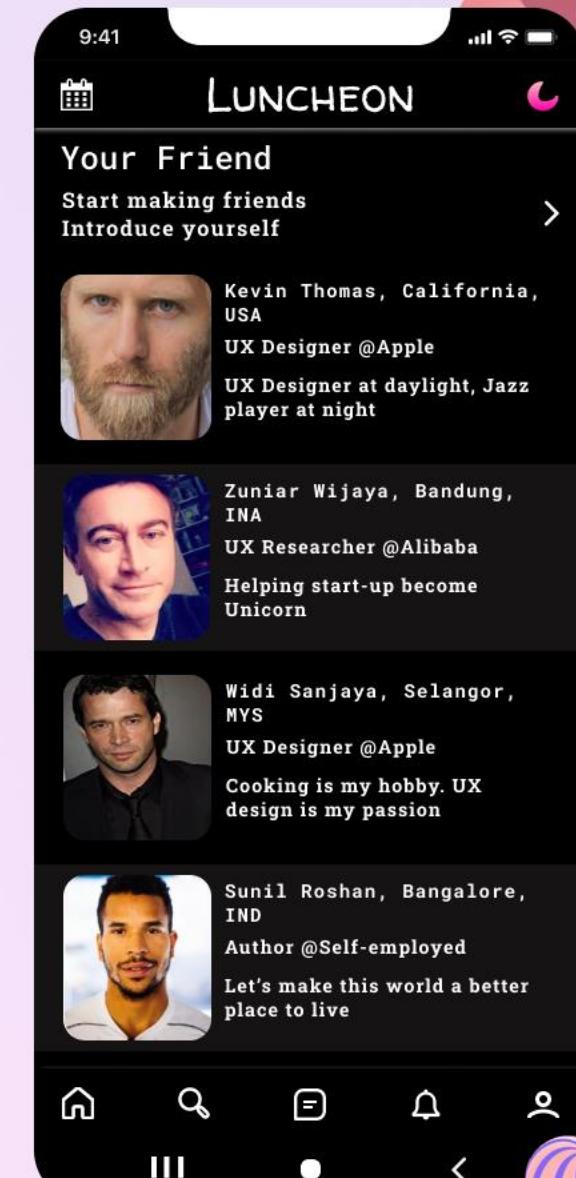
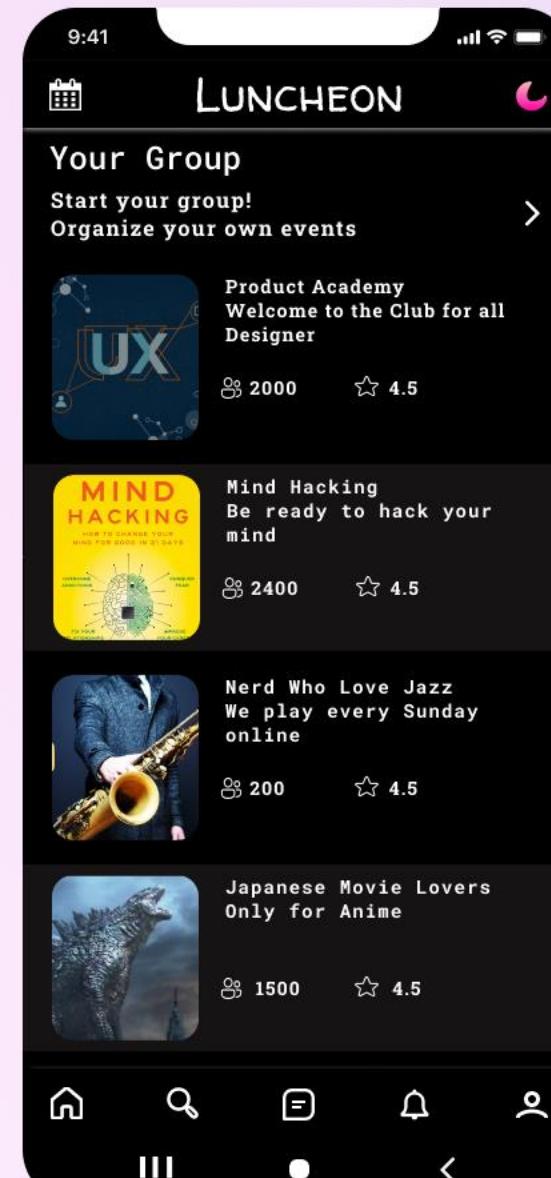
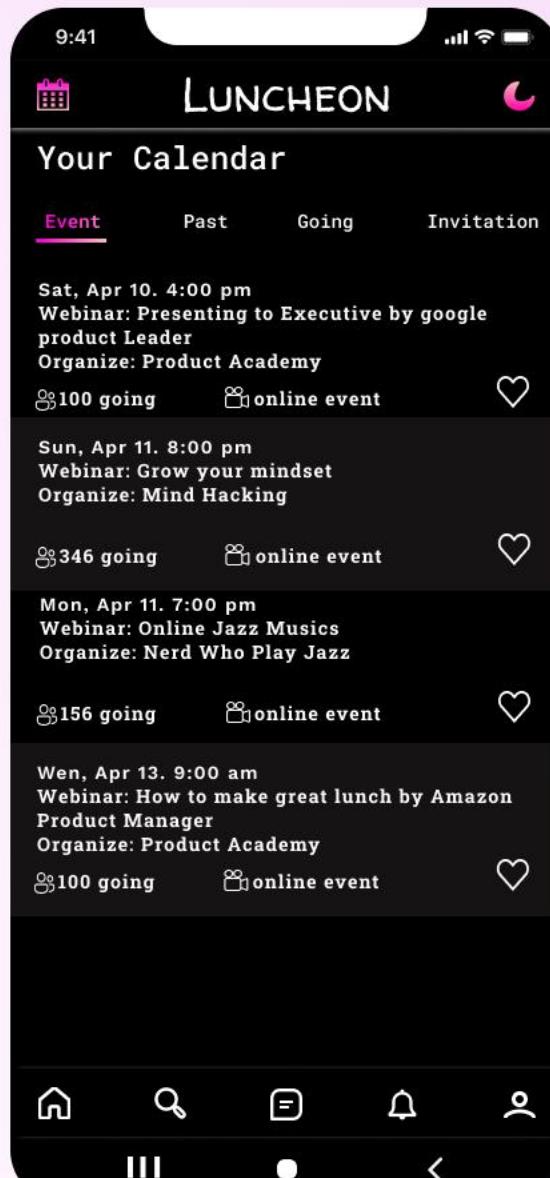
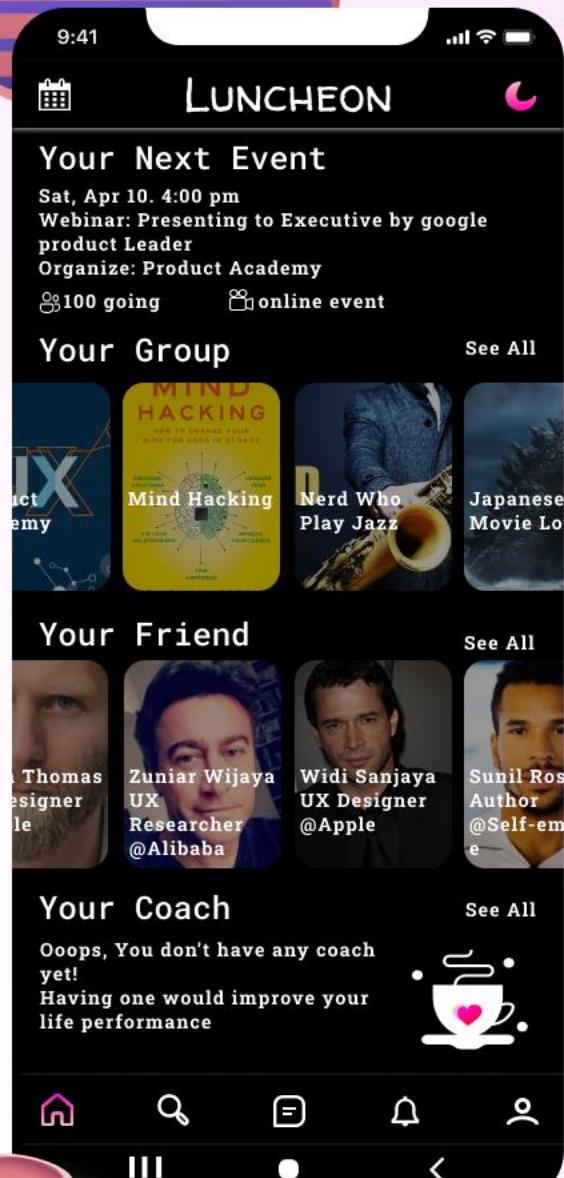
## Interview topics

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?

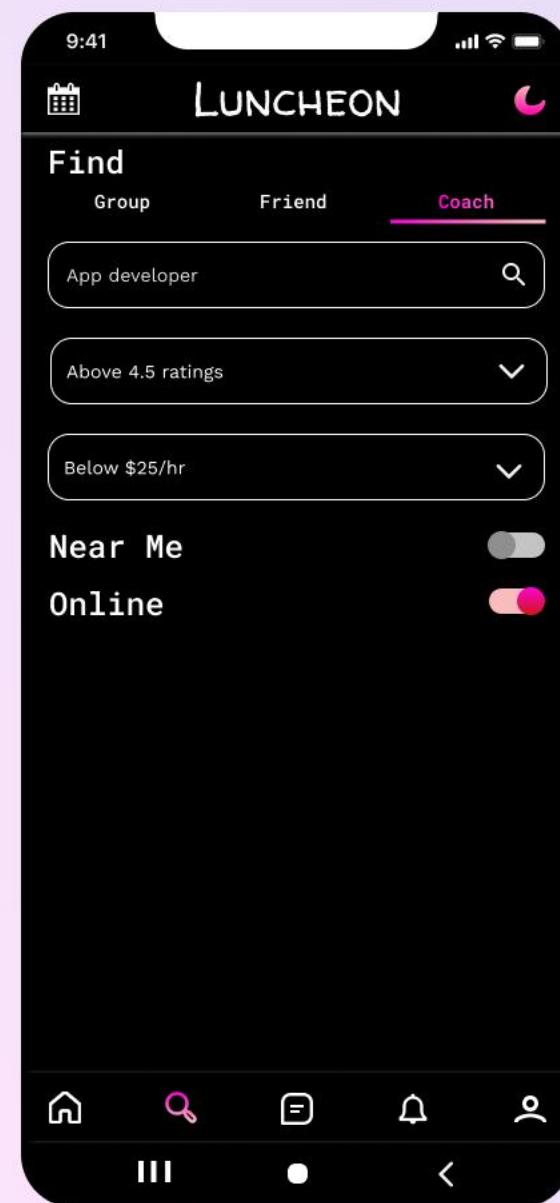
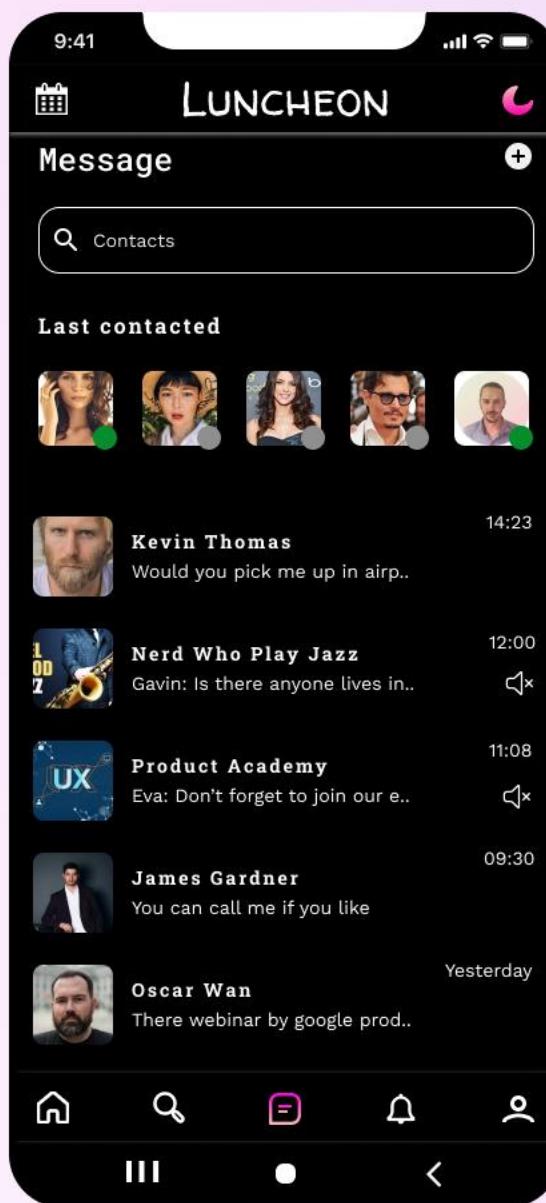
# Usability Test Finding

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.

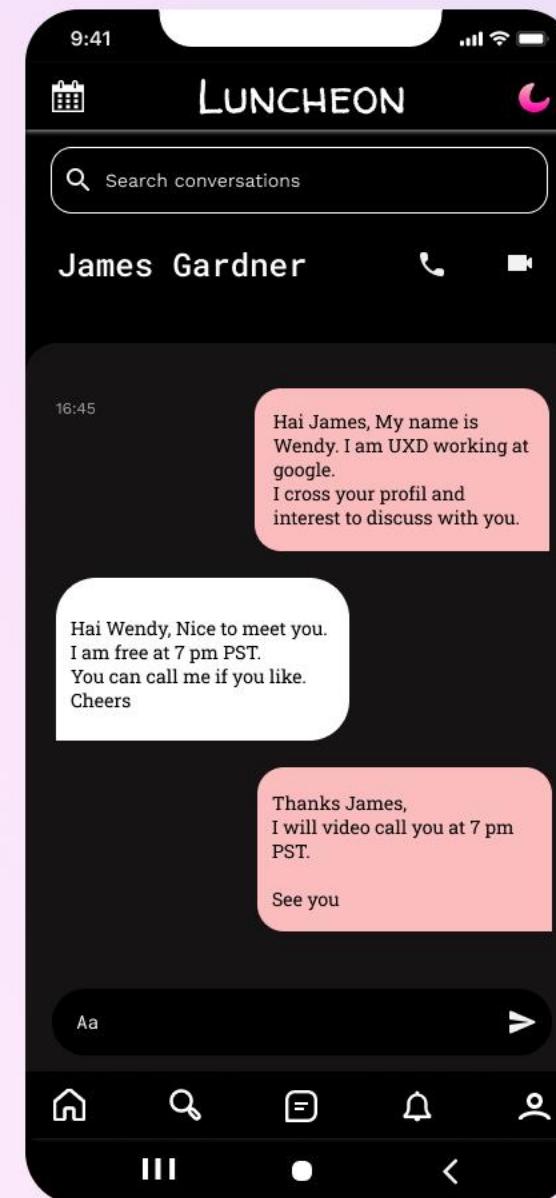
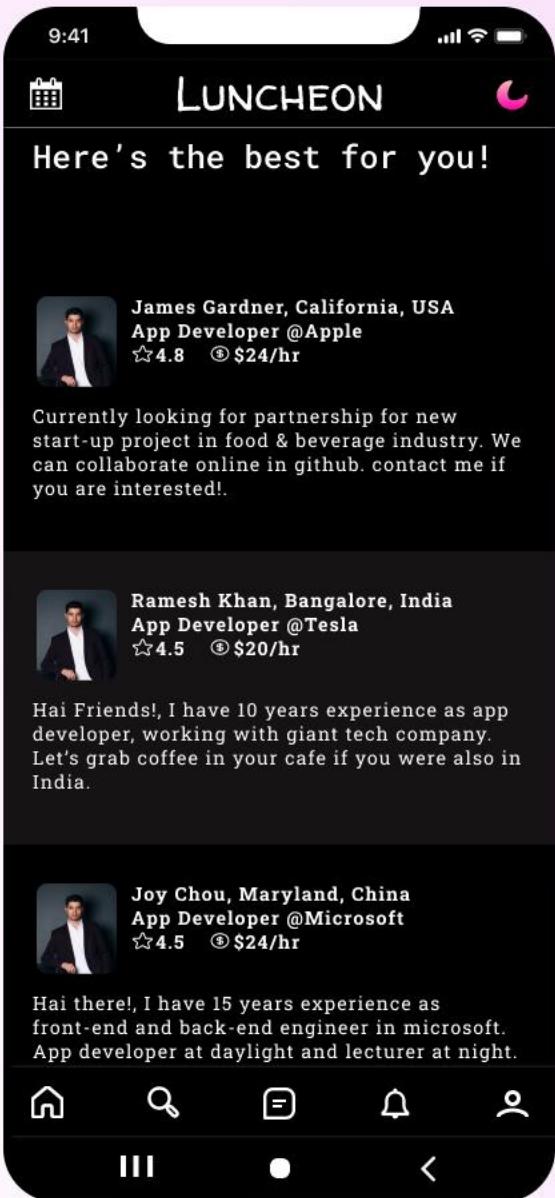
# Hi Fi Prototype Based on Finding Usability Test



# Hi Fi Prototype Based on Finding Usability Test



# Hi Fi Prototype Based on Finding Usability Test



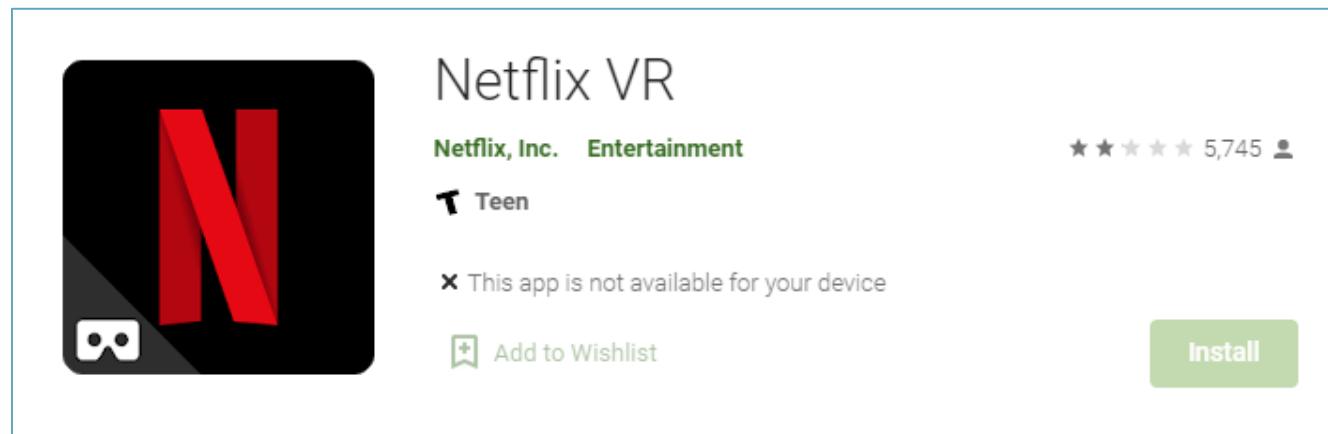
# REDESIGN NETFLIX VR TO IMPROVE BETTER USER EXPERIENCE

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# Problem Statement

Netflix VR is the virtual reality version of Netflix. This application got ratings 2 stars among 5,745 users on May 2021. That's mean there is something need to be fix on this application. Therefore, I used this case as my portfolio project.



# Empathize

I empathize users using reviews data on google play. The reviews data which being used is only reviews from rating 3 with more than 10 likes. Why?

Because user who give 3 rating usually gives objective review and if there is more than 10 likes mean a lot of people struggle with that.



| Define Problem   | Ideation   |
|--|--|
| user suggestion for improvement.   | At least one of the following problems below can be fix to increase user experience.   |
| user want to change room and have control in graphic settings.                 | Add theme room on Netflix app, so user can pick the one that they like or leave it as default setting.   |
| user want to be able to download movie, adjust brightness, adjust screen size. | <ul style="list-style-type: none"> <li>- Add download button, so user can watch movie offline. In example situation when the were on airplane with no internet connection they can still able to watch Netflix.</li> <li>- Add an option to zoom the screen in and out just like the YouTube VR app has.</li> <li>- Provide screen brightness adjustment.</li> </ul> |
| user want moveable screen.   | make the screen floating and movable so user don't have to be sitting up straight to watch something.  |

# Priority Matrix

| Easy & Important   | Difficult but Important   |
|--|---|
| <ul style="list-style-type: none"><li>- Add theme room on Netflix app, so user can pick the one that they like or leave it as default setting.</li><li>- Add an option to zoom the screen in and out just like the YouTube VR app has.</li><li>- Provide screen brightness adjustment.</li><li>- Add download button, so user can watch movie offline.</li></ul> |   |
| Easy & Less Important  | Difficult but Less Important  |
|  | <ul style="list-style-type: none"><li>- make the screen floating and movable so user don't have to be sitting up straight to watch something.</li></ul> |

# User Persona & Scenario

**Personas: Concretizing User Needs**

**Doni**



**Motivators**

- want to have new experience using VR
- Want to try new things
- want to watch movie at anytime anywhere especially during transit time
- want to be entertain after long work hours

**Demographics**

Age : 23  
Occupation : banker  
Location : indonesia  
Life Stage : single

**Constraints**

- Cannot watch movie anywhere due to lack of tool
- Screen is too small to watch movie using mobile phone
- feel Boring with current environment
- High technical literacy

Doni was on the airplane from Singapore back to Indonesia. He wants to feel entertain after has long meeting hours with the client. He then remembers having Netflix VR. He put the Oculus and start searching for the downloaded movies in Netflix VR. Now he can watch a movie offline on Netflix VR. He feels bored with the situation since he is inside an airplane, He then chooses a theater theme and starts feeling joy watching a movie on theater.

# Prototypes



# Prototypes



# REDESIGN GO-FOOD MOBILE APPS

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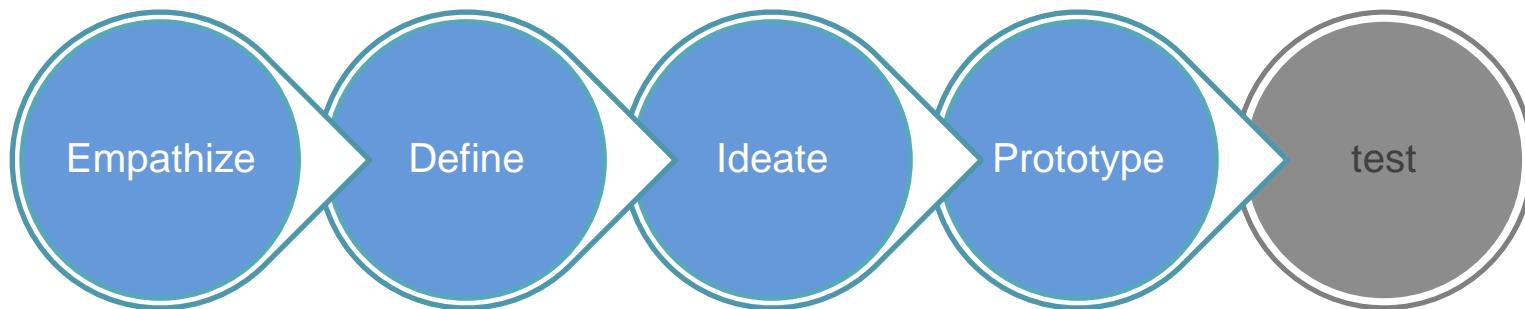
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# Design Problem

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

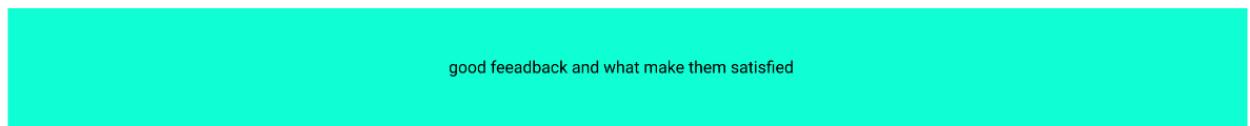
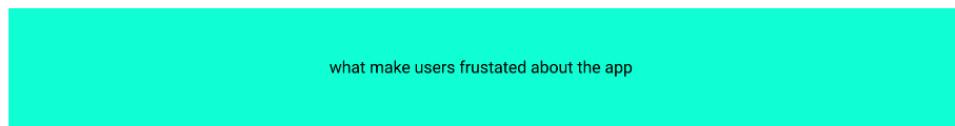
**Interview is conduct to get this information with 3 participants :**

- 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



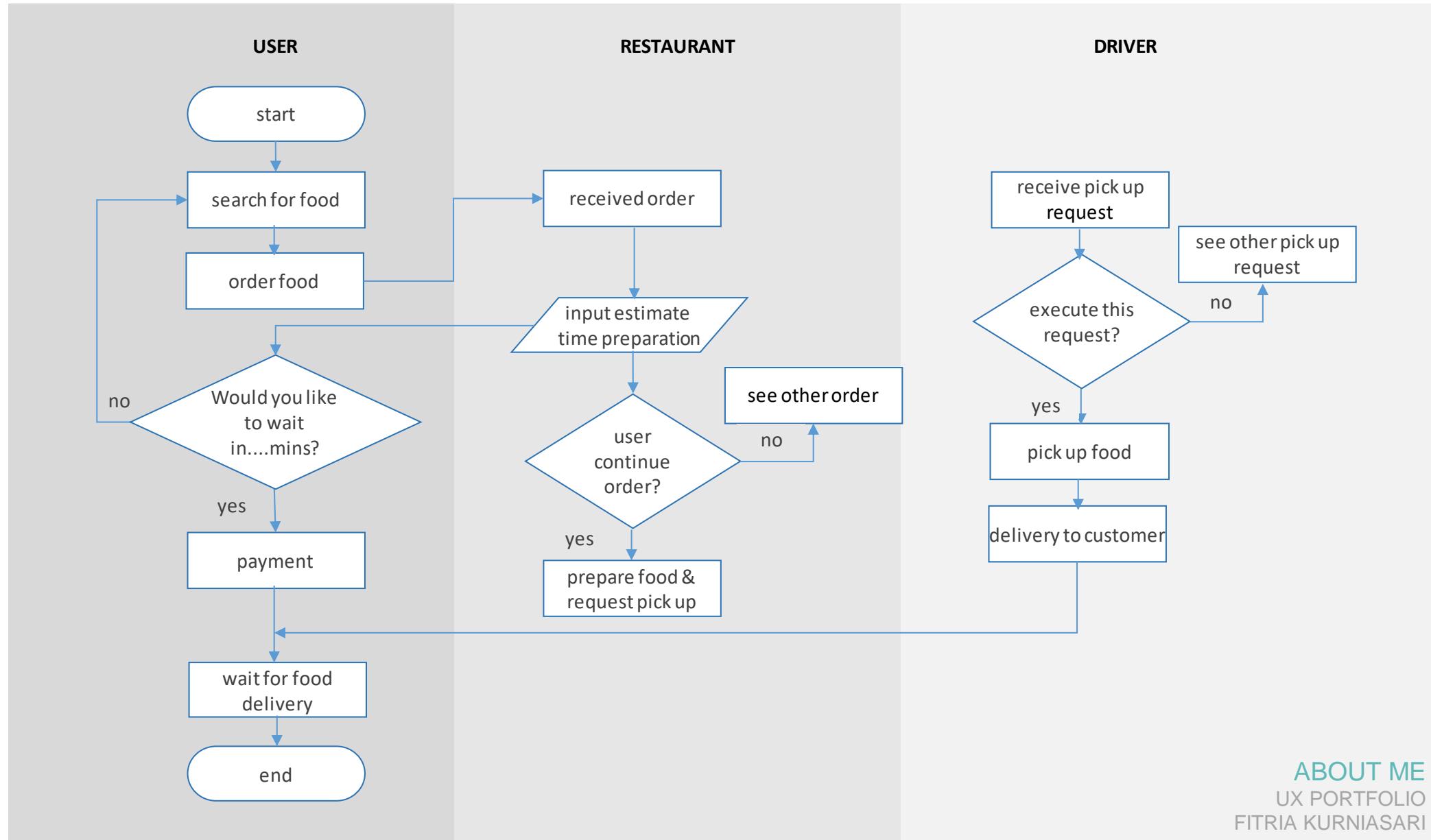
## Define

- 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

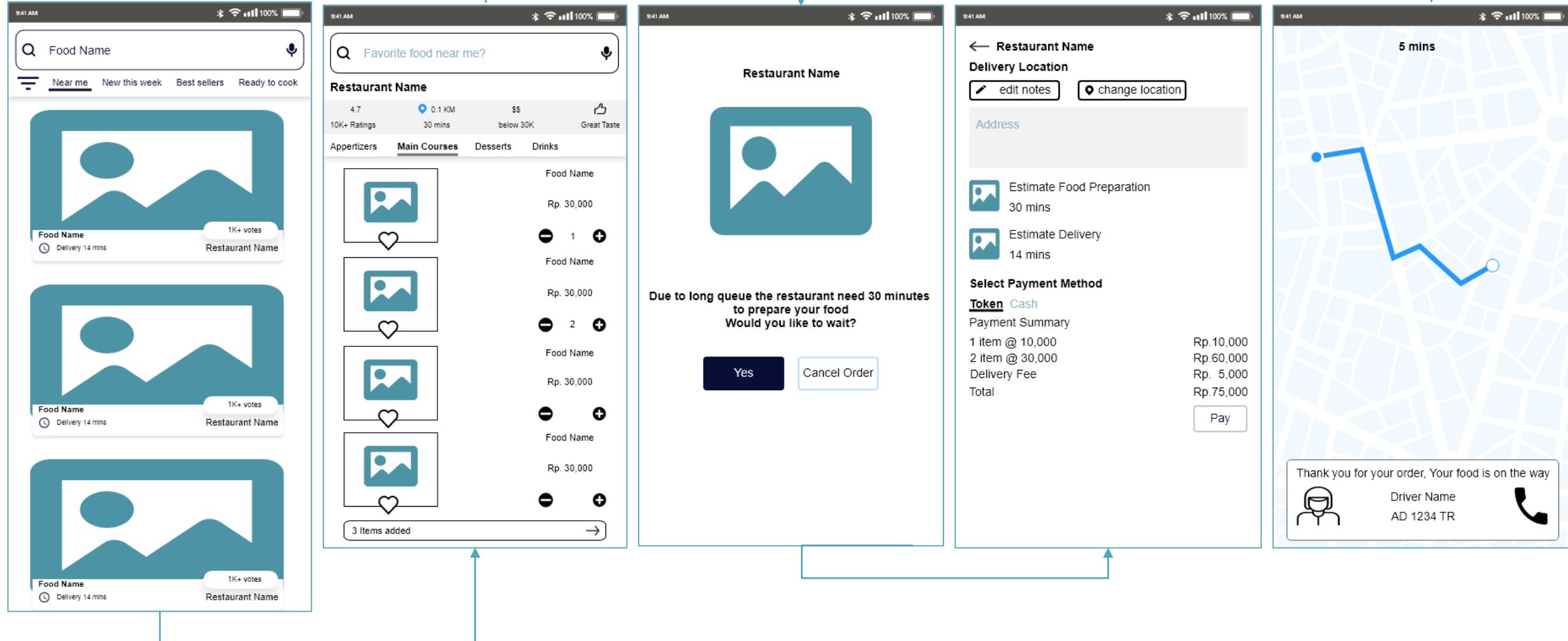
## Ideate

- 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.

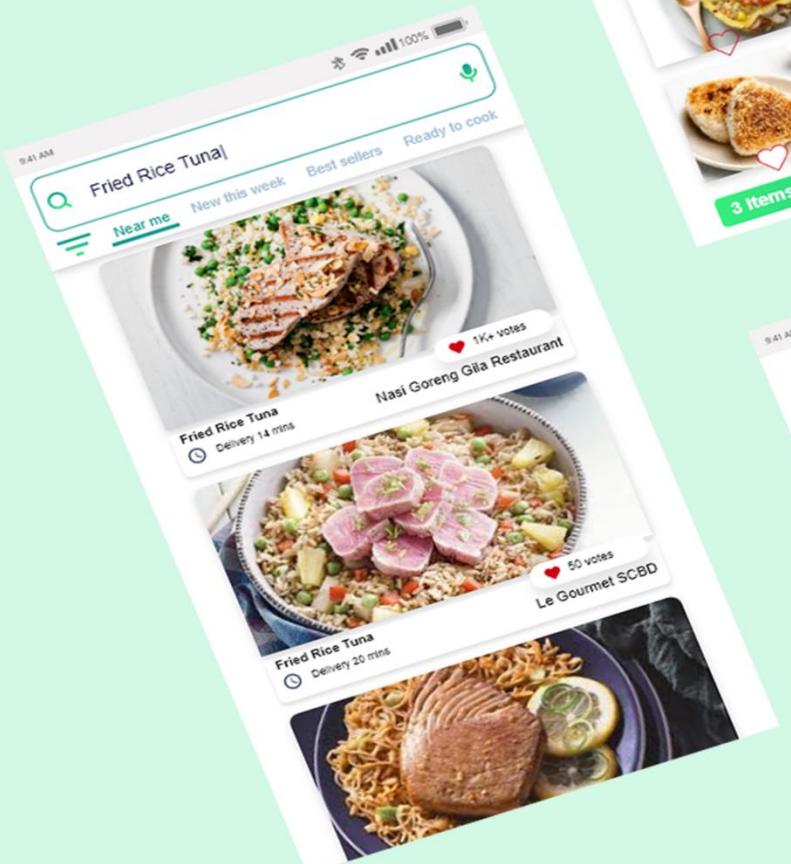
# Workflow



# Wireframe



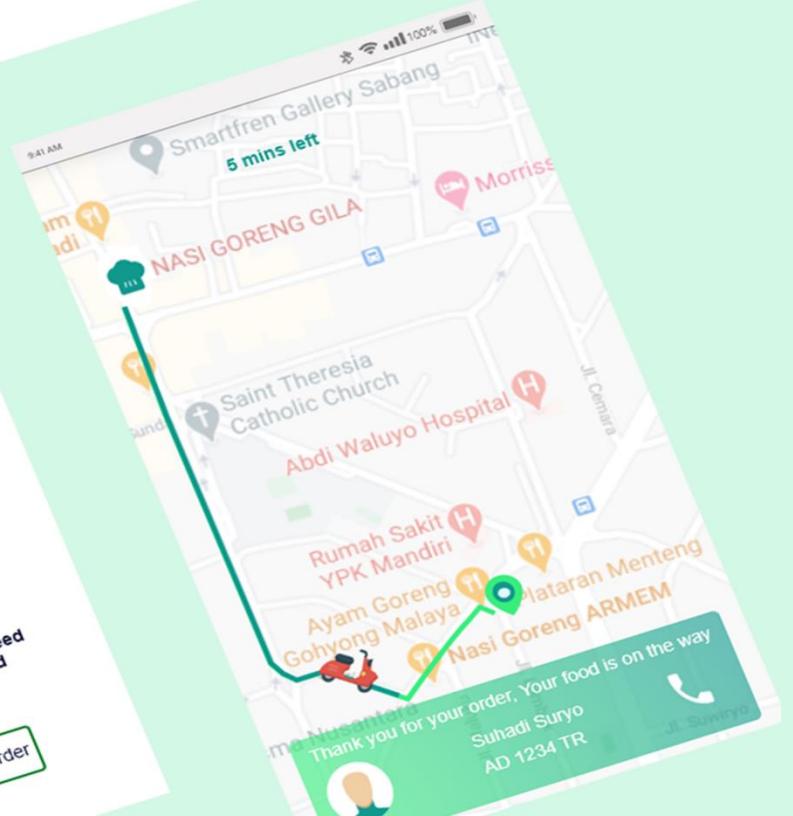
# Prototype



A detailed view of the "Nasi Goreng Gila Restaurant" page. It shows a rating of 4.7, 10K+ Ratings, a distance of 0.1 KM, a delivery time of 30 mins, a price range of \$5, and a "Great Taste" badge. The menu includes "Main Courses" like Omelette (Rp. 30.000), Fried Rice Tuna (Rp. 30.000), Fried Rice Seafood (Rp. 20.000), and Grilled Rice (Rp. 25.000). There are also "Appertizers" like Desserts and Drinks. A green banner at the bottom says "3 Items added".

A screen for selecting a delivery location. It shows a map with a red dot indicating the current location. Buttons for "edit notes" and "change" are at the top. A text input field for "Address" is below. To the right, there's a section for "Food Preparation" (30 mins) and "Delivery" (14 mins). A "Select Payment Method" section shows "Token Cash" selected. A "Payment Summary" lists 1 omelette @ 10.000, 2 fried rice tuna @ 30.000, and a Delivery Fee. The total amount is Rp.75,000. A green "Pay" button is at the bottom.

A screen showing a chef juggling ingredients. Text at the bottom reads: "Due to long queue the restaurant need 30 minutes to prepare your food. Would you like to wait?". Two buttons are at the bottom: "Yes" (green) and "Cancel Order" (white).



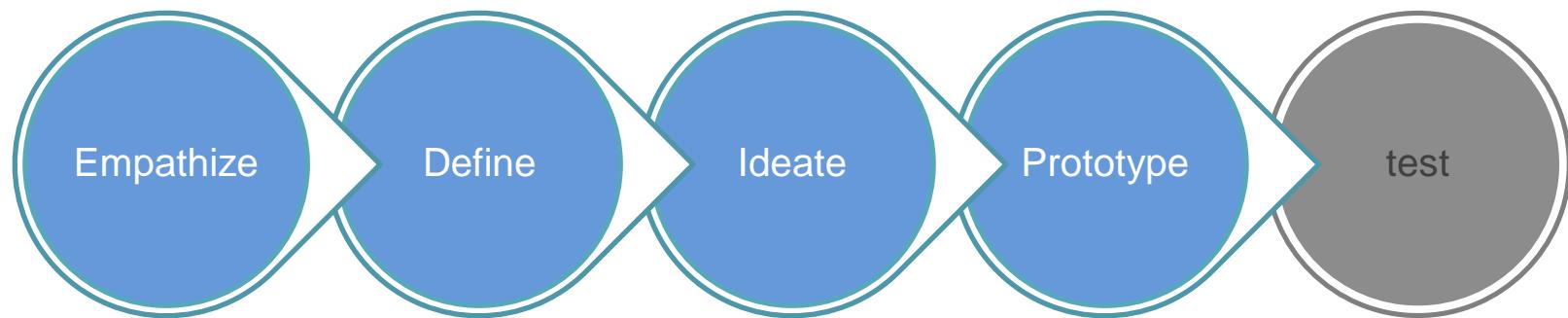
# REIMAGINE AN AI-POWERED RECIPE INGREDIENT SUBSTITUTION UX

# Design Problem

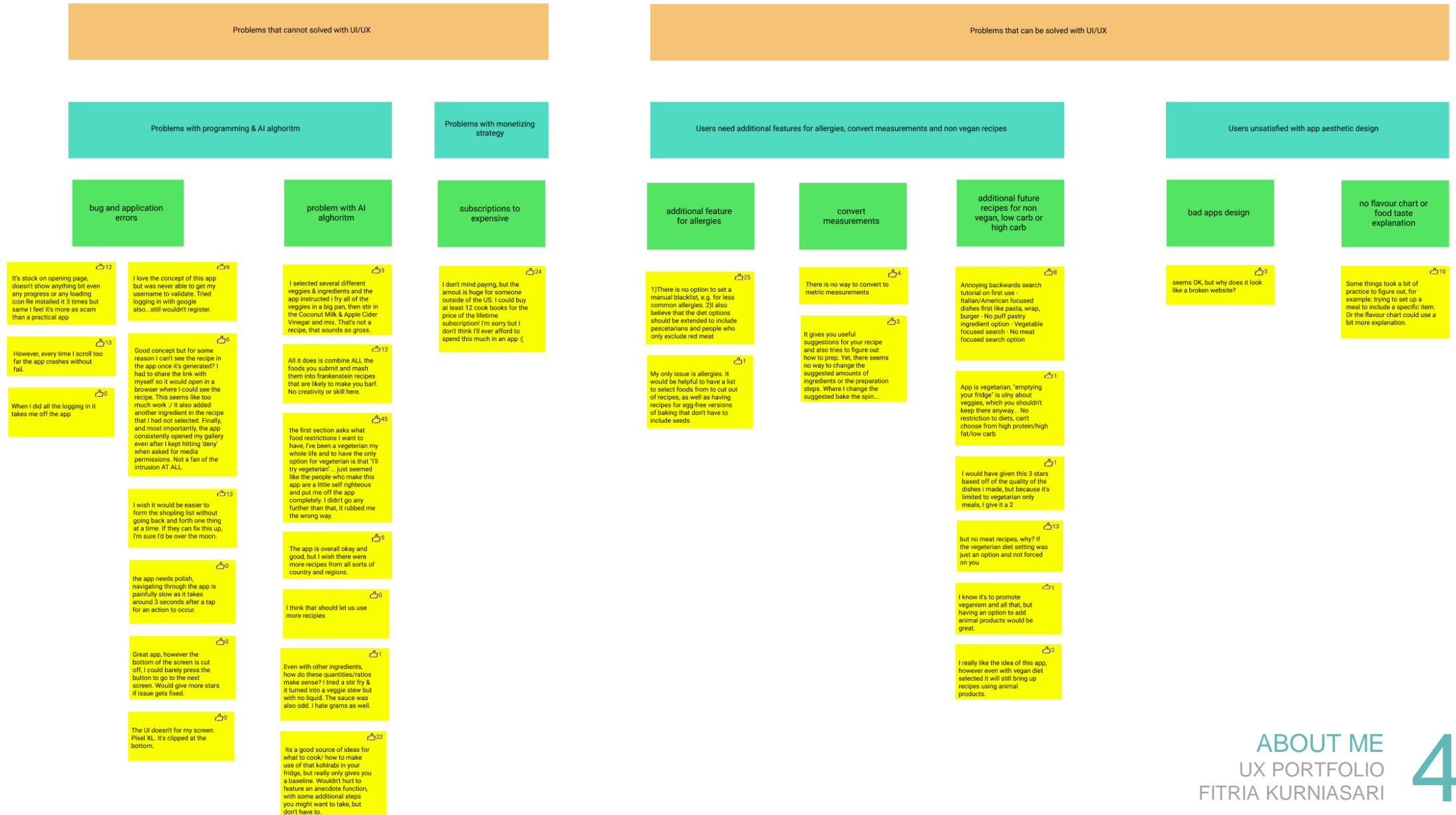
Plant Jammer, a vegetarian recipe creation app that combines AI in both unique and functional to substitute ingredients. Early data shows lower-than-expected user engagement with the current ingredient substitution experience. Increasing user engagement is important because it can be measured and leveraged to help Plant Jammer sell its solution.

# 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.



# Affinity Diagram



# User Persona & Scenario

**Daniella**



**Demographics**

Age : 40  
Occupation : Digital Nomad  
Location : Zurich, Switzerland  
Life Stage : Married, 2 Children

**Personas: Concretizing User Needs**

**Motivators**

- Mid level career
- Want to live healthy lifestyle
- Meat eater, but sometimes want to cook more veggies for families

**Constraints**

- Doesn't like strict vegetarian diet, sometimes eat fish and meat.
- High mobility, travel a lot
- Having allergies with peanuts
- Medium technical literacy

**Rajith Singh**



**Demographics**

Age : 25  
Occupation : PhD Student  
Location : Delft, Netherlands  
Life Stage : Single

**Motivators**

- Entry level career
- Willing to keep vegetarian lifestyle
- Want to improve cooking skill
- Need something practical and easy to maintain

**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 works 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 is very happy with the ingredient's substitution."*

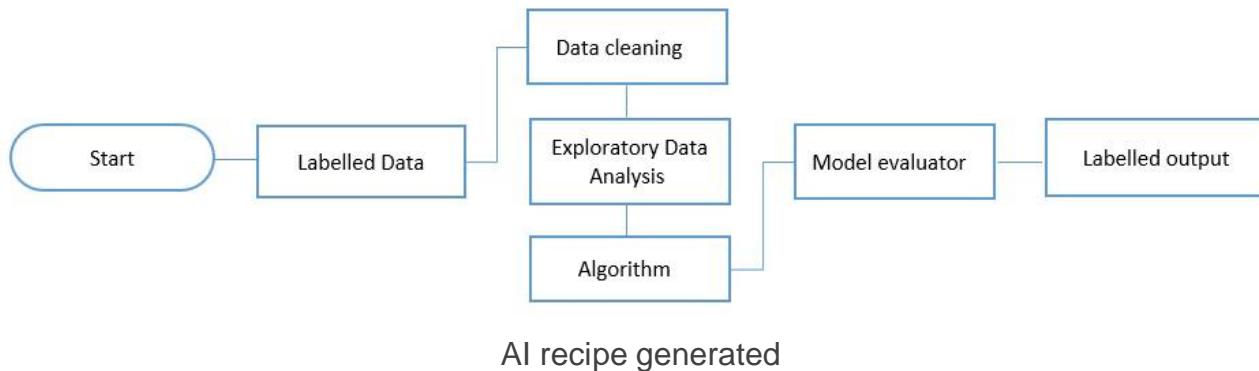
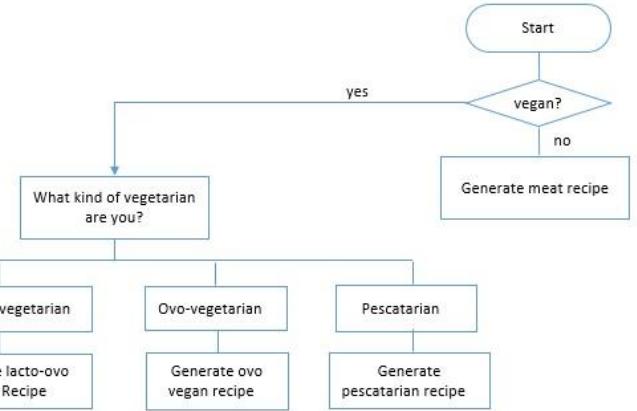
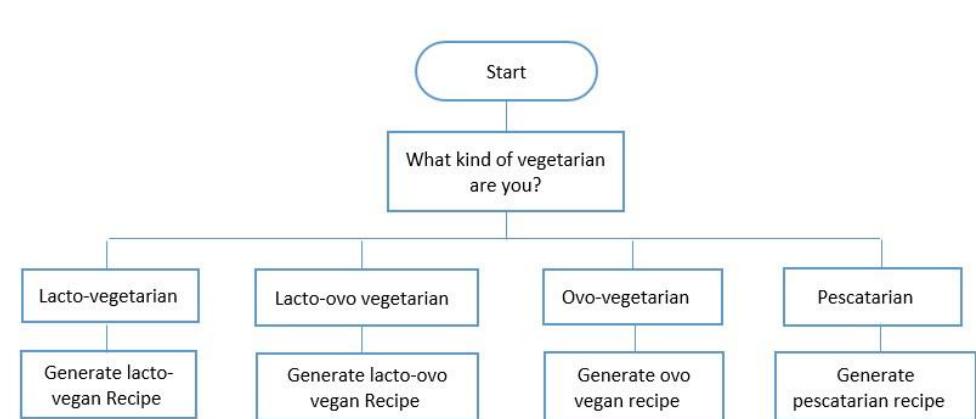
## Define

- 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



# Hi-fi Prototype

## Concept 1

What kind of vegetarian are you?

- Lacto Vegan
- Ovo Vegan
- Pescatarian
- Vegan



What's your allergies?

- I eat everything
- Eggs
- Salt
- Sugar
- Peanuts
- Gluten
- Dairy

POPULAR RECIPES

APPETIZERS    ENTREES    DESSERT



Breadsticks

★★★★★

30 mins    685    107

These breadsticks are so good, and pretty easy to make! They would make a GREAT side dish to your meal!

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!

POPULAR RECIPES

APPETIZERS    ENTREES    DESSERT



Strawberry Shortcake

★★★★★

5hr    950    2

This Strawberry Shortcake Poke Cake is a delicious, cool treat topped with a cream cheese and whipped cream frosting and all topped with fresh strawberries.



### 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 |
| Soy yogurt           | 1/4 cup |
| Cooking spray        | 2 tbsp  |
| Salt                 | 1/4 tsp |
| 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  
★★★★★  
*I was amazed at how little preparation this took. Just rub on the herbs and butter, let it sit for a while and you have an amazing piece of avocado toasts!*

Type your comment here... 

# Hi-fi Prototype

## Concept 2

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



★★★★★

Breadsticks

🕒 30 mins ❤ 685 🗞 107

These breadsticks are so good, and pretty easy to make! They would make a GREAT side dish to your meal!



★★★★★

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.

Pescatarian - Vegetarian



Ingredients

|                      |         |
|----------------------|---------|
| Avocado              | 1 pc    |
| Whole grain bread    | 1 slice |
| Salmon               | 1/4 lb  |
| Egg replacer powder  | 1/4 cup |
| Tofu                 | 1/4 cup |
| Soy yogurt           | 1/4 cup |
| Cooking spray        | 2 tbsp  |
| Salt                 | 1/4 tsp |
| 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!

POPULAR RECIPES

APPETIZERS ENTREES DESSERT

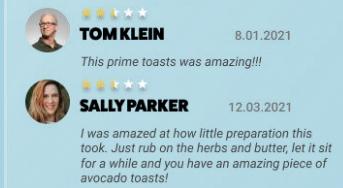


★★★★★

Strawberry Shortcake

🕒 5hr ❤ 950 🗞 2

This Strawberry Shortcake Poke Cake is a delicious, cool treat topped with a cream cheese and whipped cream frosting and all topped with fresh strawberries.



★★★★★

TOM KLEIN

8.01.2021

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★★★★★

SALLY PARKER

12.03.2021

I was amazed at how little preparation this took. Just rub on the herbs and butter, let it sit for a while and you have an amazing piece of avocado toasts!

Type your comment here...

# Usability Test

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

