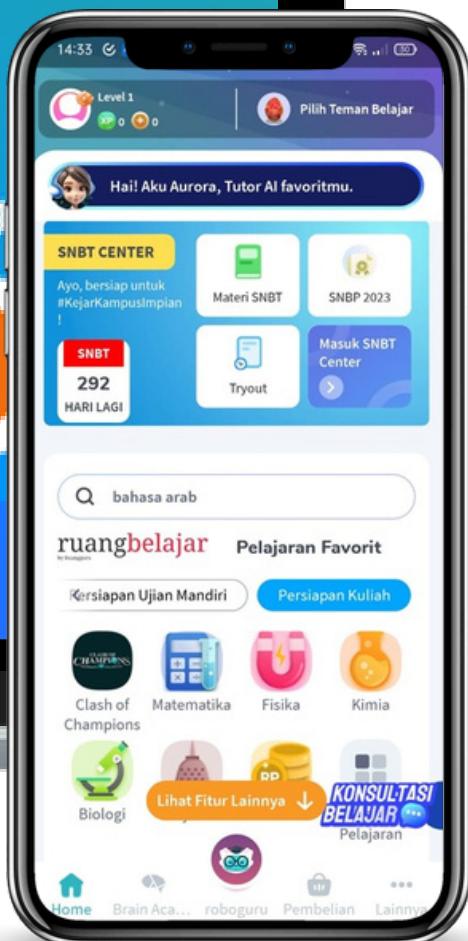
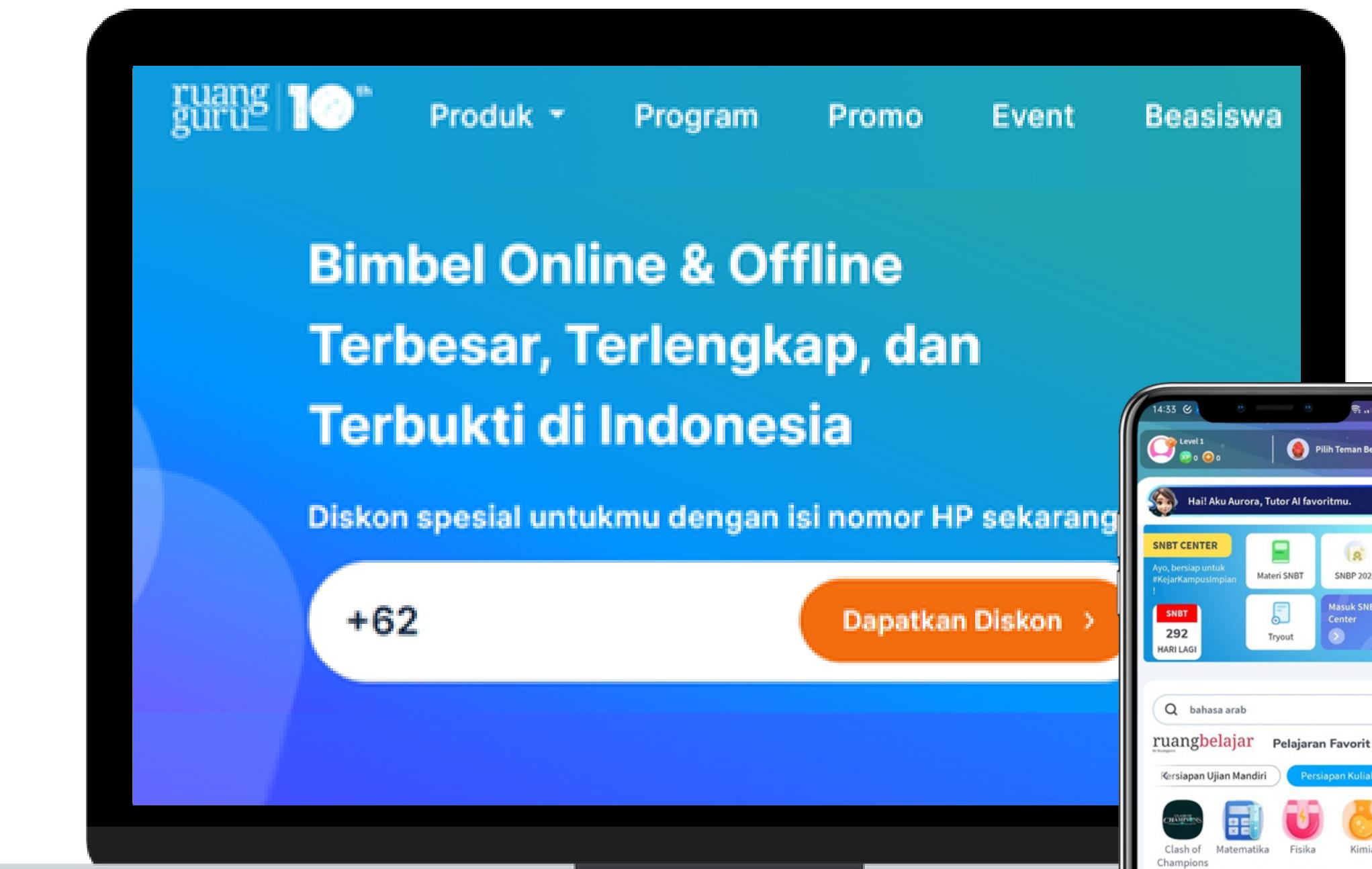


E-Learning 

RUANGGURU

PP UI/UX Design | Nasywa Ramadhani



OUTLINE

Design Thinking Process

Phase of Design Thinking

Platform Interface Evaluation

User Persona

Impact Effort
Prioritization Matrix

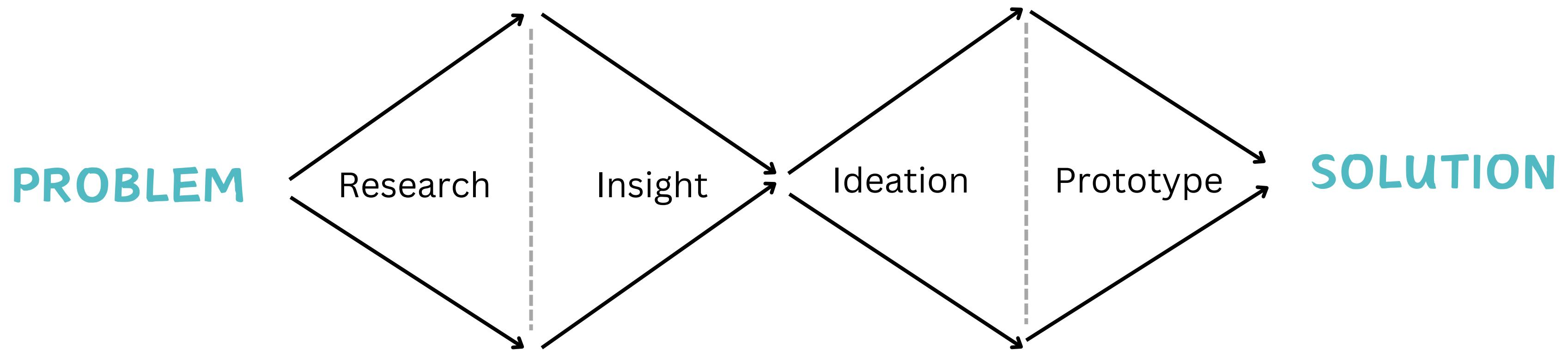
Low Fidelity Design

High Fidelity Design

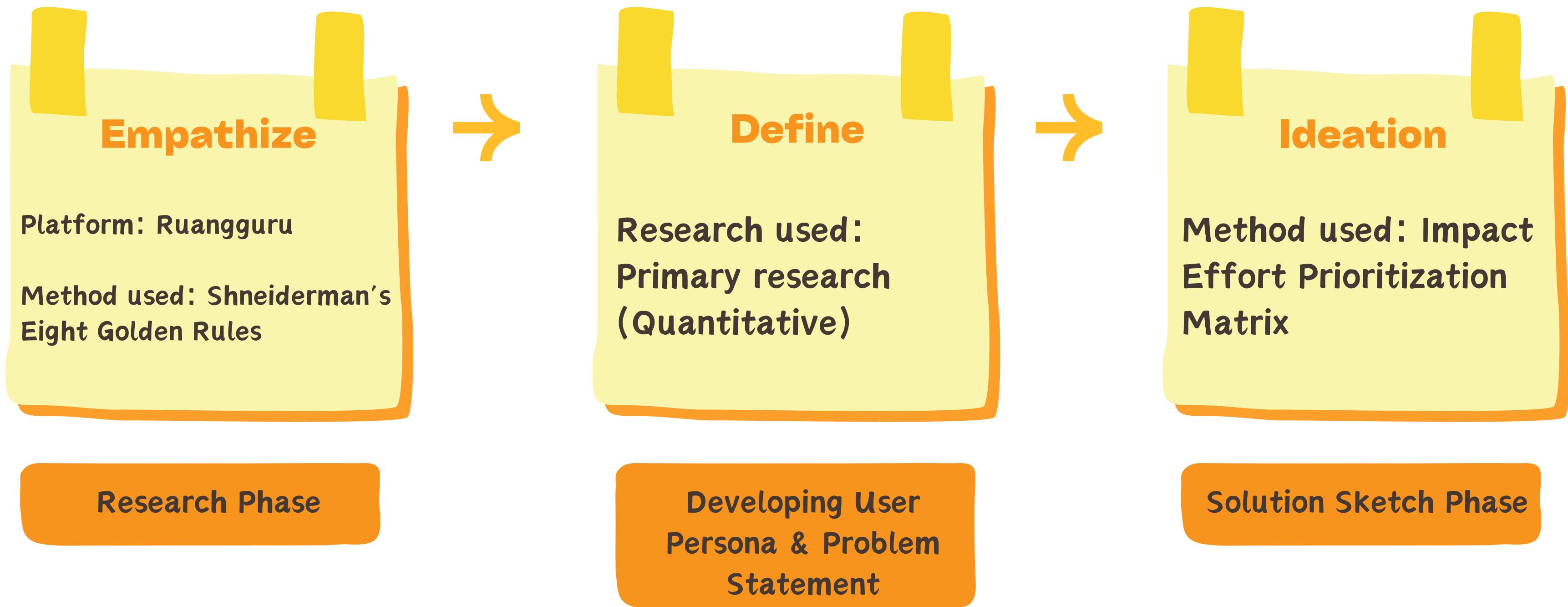
Prototype

User Testing

Design Thinking Process



Phase of Design Thinking



Ben Shneiderman's

Eight Golden Rules of Interface Design



Strive for **consistency**



Enable frequent users
to use **shortcuts**



Offer informative
feedback



Design dialog to yield
closure



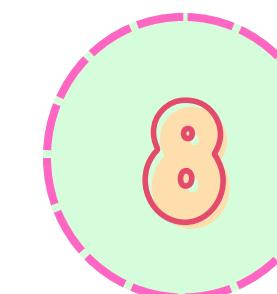
Offer simple **error handling**



Permit easy **reversal of
actions**



Support **internal locus of
control**

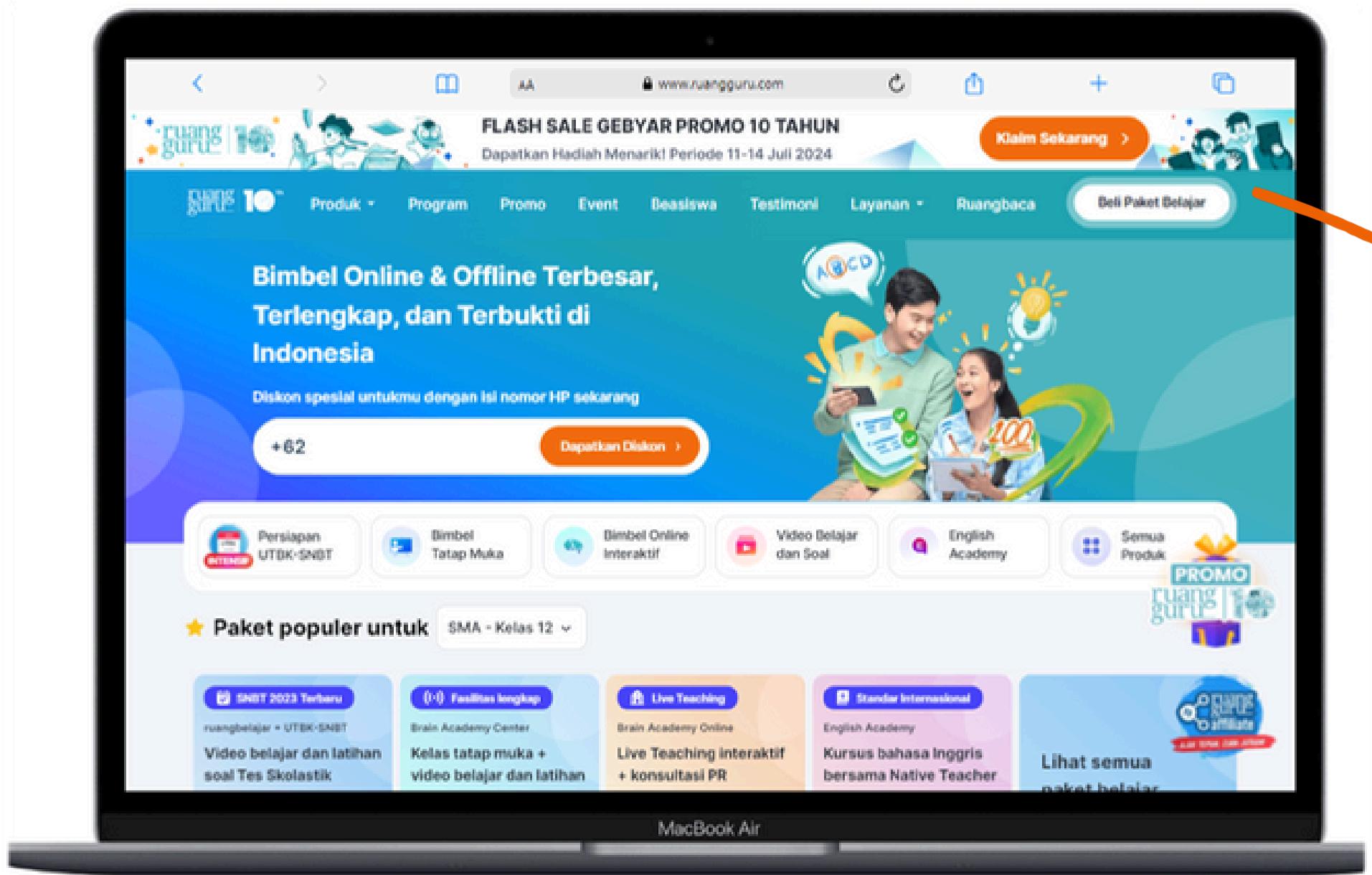


Reduce short-term **memory
load**

1

Platform Interface Evaluation

1



Strive for **consistency**

The layout of the pages is consistent throughout the website.

The main navigation menu is always located at the top of the page, and the content is organized in a clear and easy-to-follow way.



2

Platform Interface Evaluation



2

Enable frequent users
to use **shortcuts**

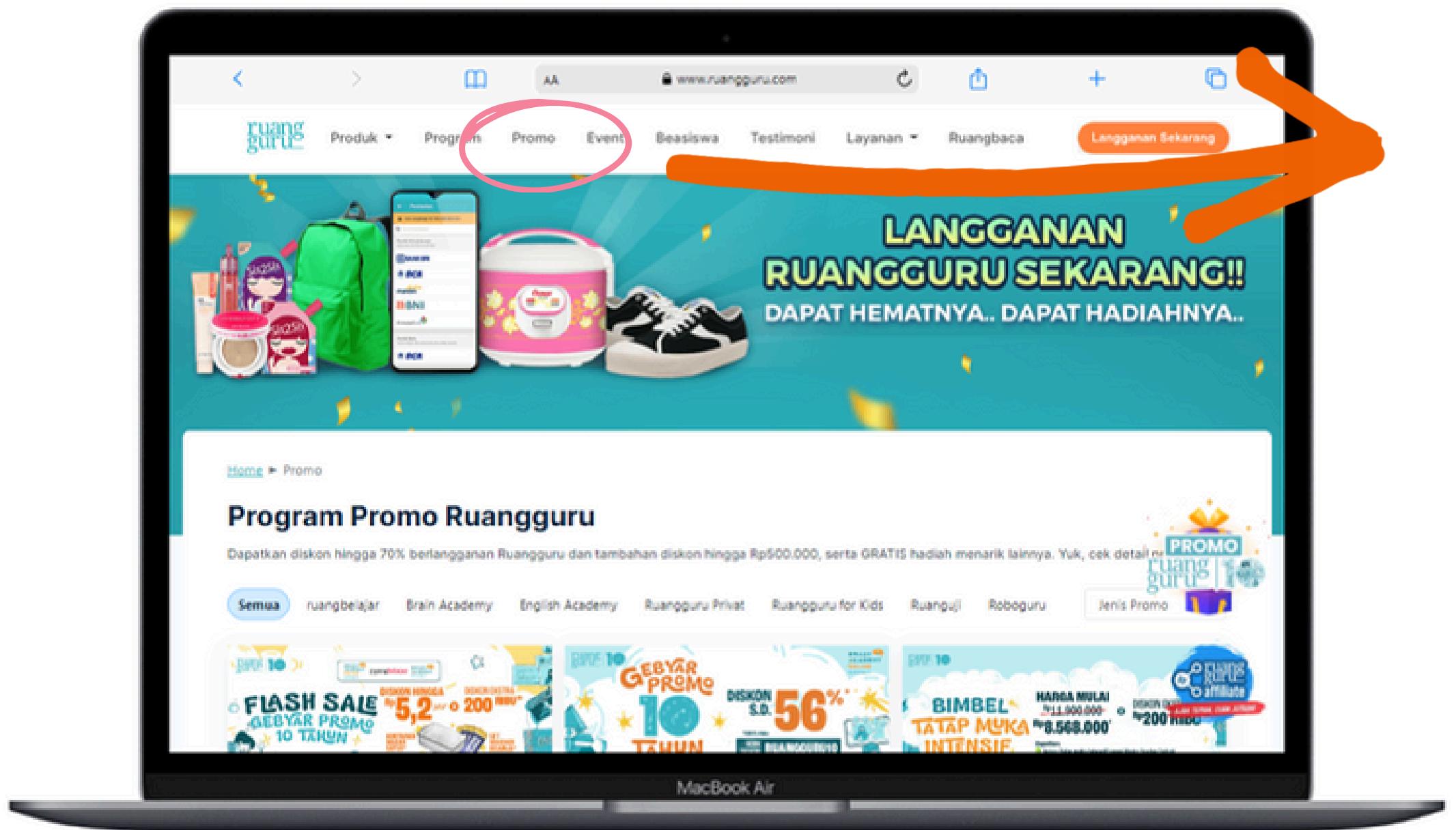
**Ruangguru does not enable
frequent users to use shortcuts.**

There are no keyboard
shortcuts.

3

Platform Interface Evaluation

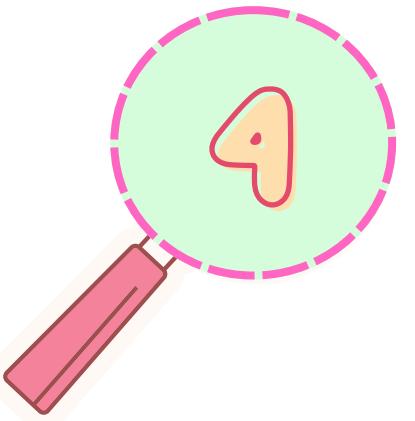
3



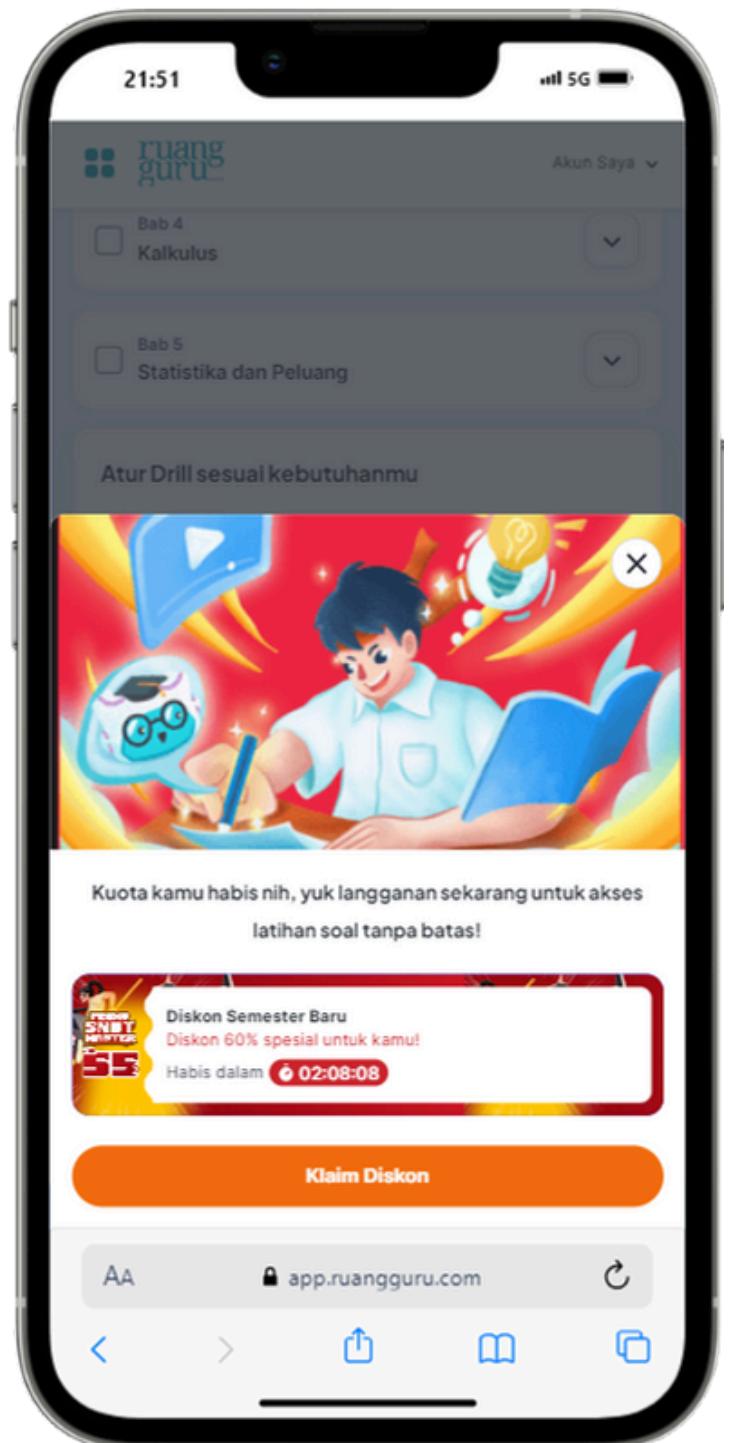
Offer informative feedback

Ruangguru features a prominent "Promo" tab prominently displayed on the homepage.

This tab offers informative feedback about limited-time promotional offers available on the platform.



Platform Interface Evaluation



Design dialog to yield closure

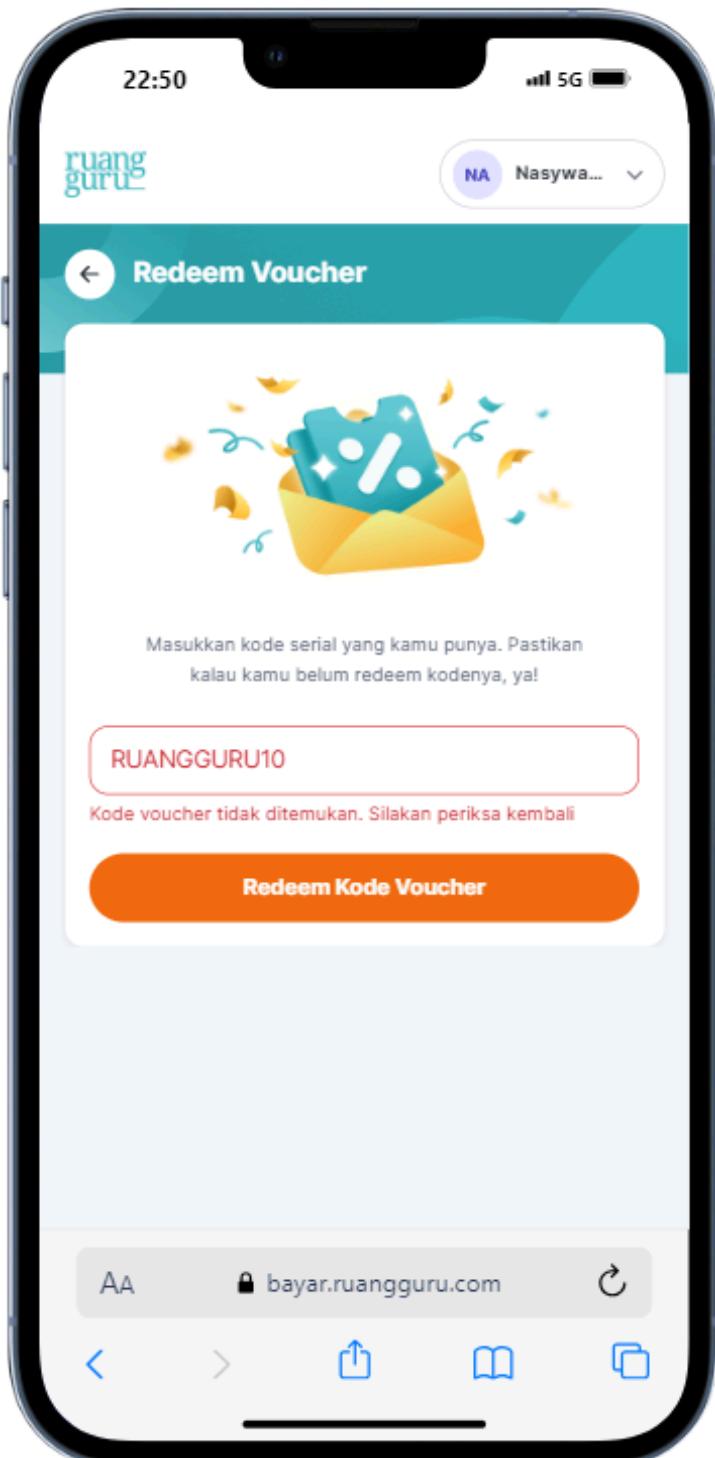
Ruangguru provides messages stating the results of the user's actions.

This message clearly informs the user about the consequence of their action.

5

Platform Interface Evaluation

5



Offer simple **error handling**

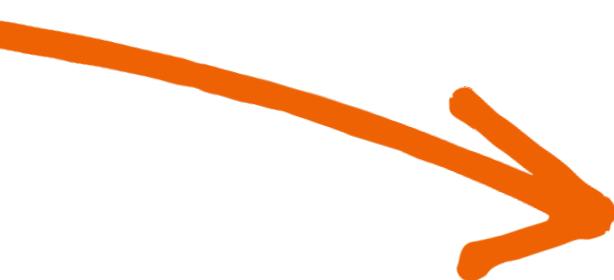
Ruangguru's website offers a "simple error handling" feature.

When an error occurs, such as entering an invalid voucher code, the website displays a clear and concise error message.

6

Platform Interface Evaluation

6



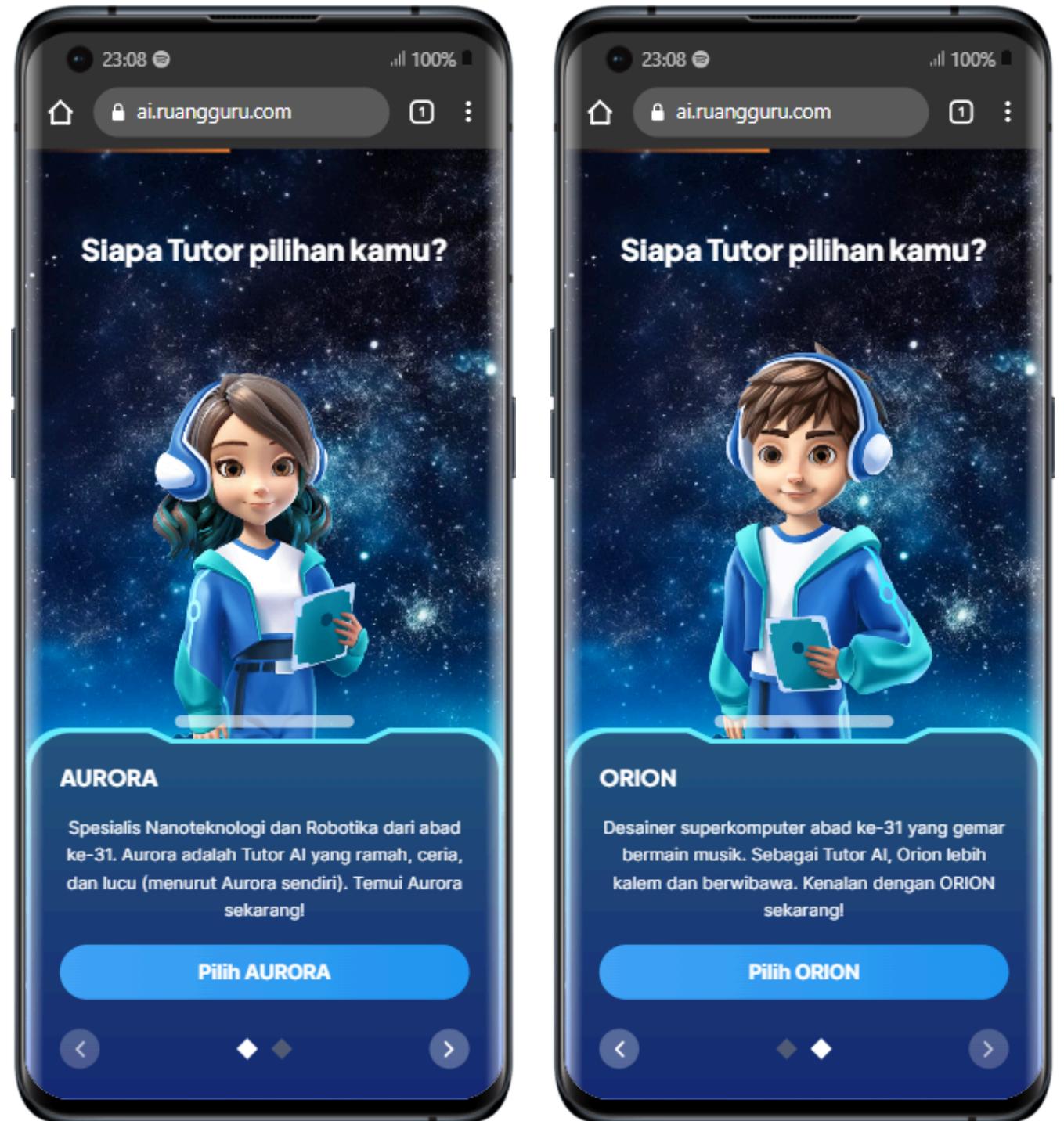
Permit easy
reversal of actions

Ruangguru have a feature that explicitly allows easy cancellation of actions.

This feature empowers users to navigate back to the starting point.



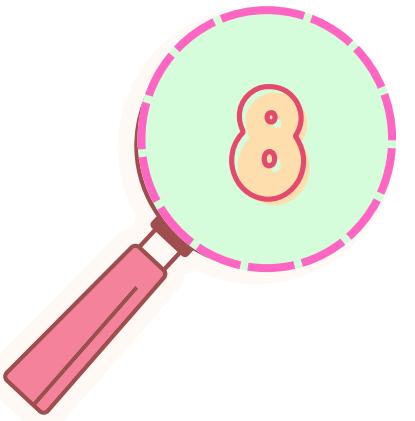
Platform Interface Evaluation



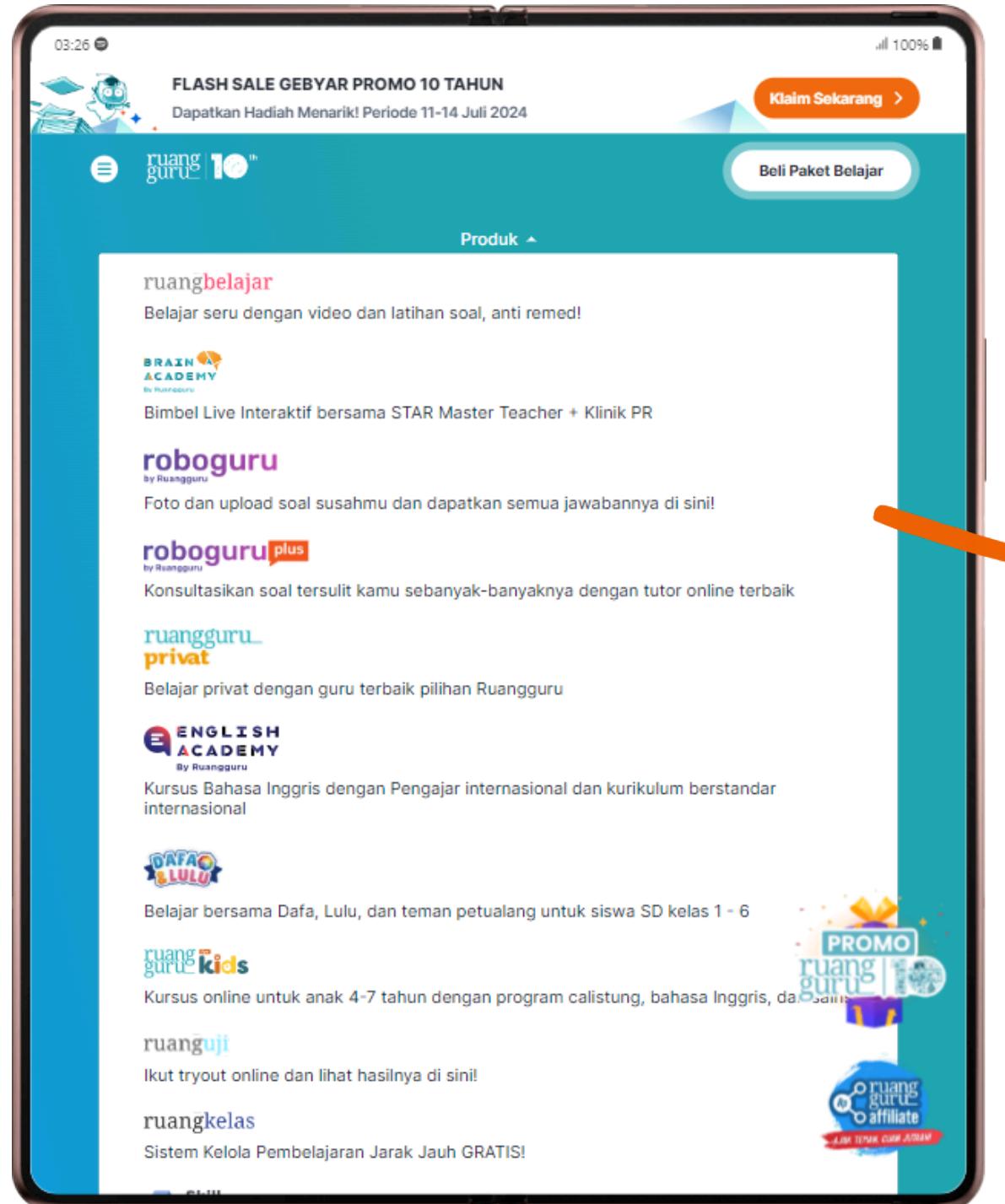
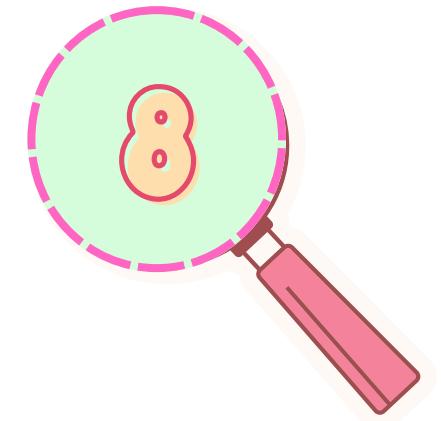
Support internal locus of control

Ruangguru gives users a sense of control.

Users can control how they choose AI characters to help them learn.



Platform Interface Evaluation



Reduce short-term
memory load

Ruangguru's home page implements the principles of Reduce short-term memory load well.

This makes the home page easy to use and helps users to find the information they are looking for quickly.

User Persona 1



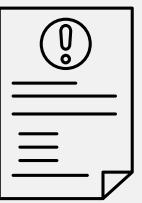
Davina Nayla

Key Attribute

Age: 23

Profession: Fresh Graduate from the University of Indonesia

Location: Jakarta, Indonesia



Problem Statement: When using Ruangguru, Davina Nayla wants to learn easily, but the platform is confusing.

Lifestyle / User Behavior

Confident

Interested in Self-Improvement

Goal-Oriented

Comfortable using Technology for Learning

Needs

Simple and Minimalist Design

Intuitive and Easy to Navigate Interface

Options for Adjusting Display Settings

User Customization of Appearance

Challenges / Pain Points

Not User-friendly

Difficult Navigation

Complex Features

Non-intuitive Design

Goals

Providing brief information about feature functions.

Creating a clean interface with a clear layout.

Users can choose the color theme, layout, and display style they like.

User Persona 2



Zafira Maisara

Key Attribute

Age: 25

Profession: Teacher

Location: Bandung, Indonesia



Problem Statement: Zafira Maisara wants to schedule her studies on Ruangguru, but the platform doesn't offer scheduling features.

Lifestyle / User Behavior

Love Learning

Tech Enthusiast

Currently Loves Animation

An Early Bird

Needs

Smart Scheduling Assistant

Time Management Tools

Gamification: Badge / Poin / Leaderboard

Live Chat Support

Challenges / Pain Points

Lack of Support for Scheduling Study Time

Lack of Recommendations for Optimal Study Time

Lack of Support for Live Chat

Goals

Provide scheduling features based on the user's time, priorities, and deadlines.

Provide recommendations for optimal study time based on the user's learning patterns.

Integrate a calendar directly with the learning content.

Allow users to manage their study time for each module.

Provide notifications to users according to their schedule.

Track achievements, points, and scores in each learning module.

Grant rewards that can be exchanged for points earned through learning.

Implement a live chat feature directly in the platform.

Impact Effort

Prioritization Matrix

What to do?

- Prioritizing High-Impact, Low-Effort Features.

What do we need?

- Small improvements that can be implemented quickly and have a positive impact.

High Impact / Low Effort

Simple and Minimalist Design

Time Management Tools

High Effort / High Impact

Intuitive and Easy to Navigate Interface

User Customization of Appearance

Smart Scheduling Assistant

Live Chat Support

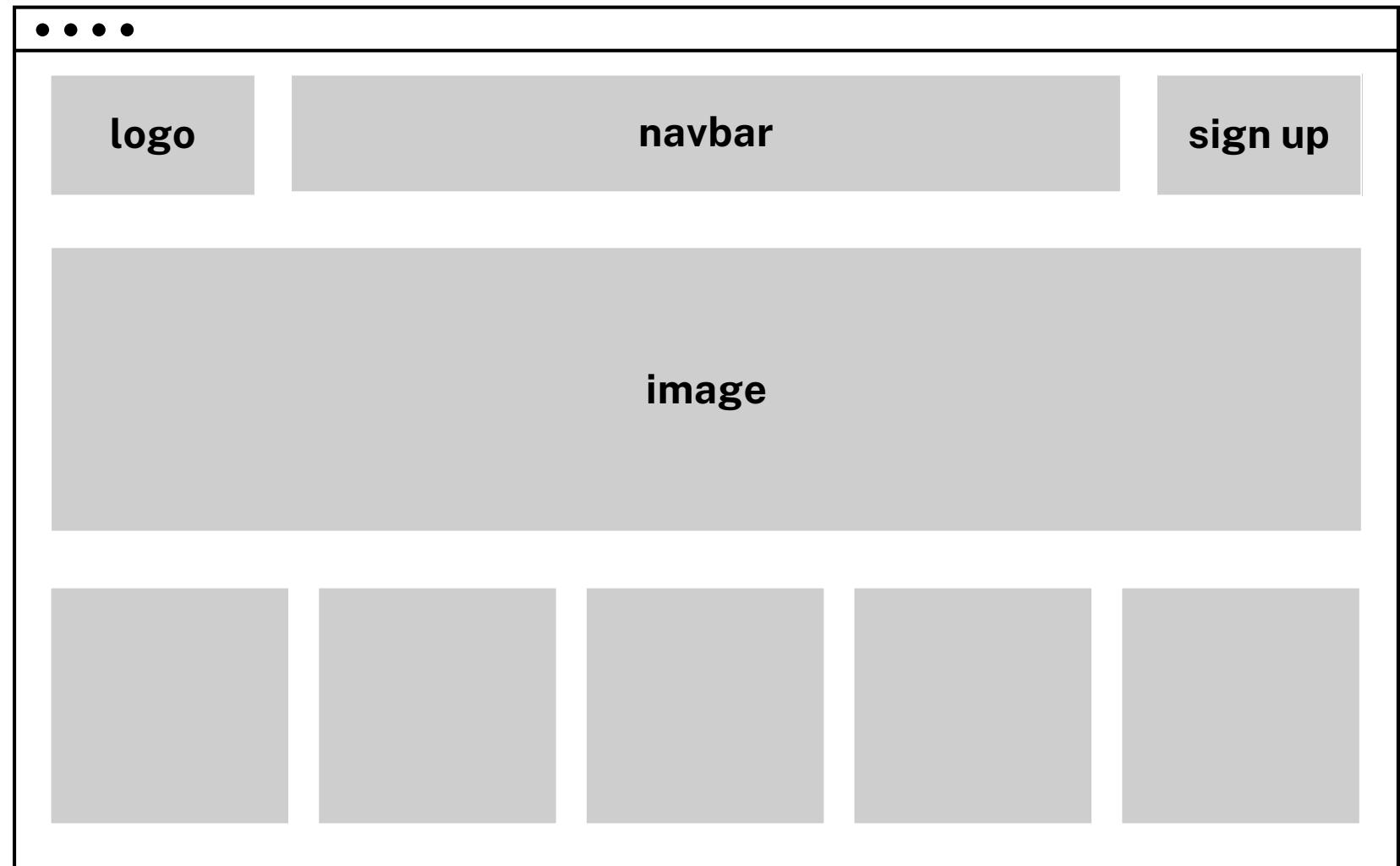
Low Impact / Low Effort

Options for Adjusting Display Settings

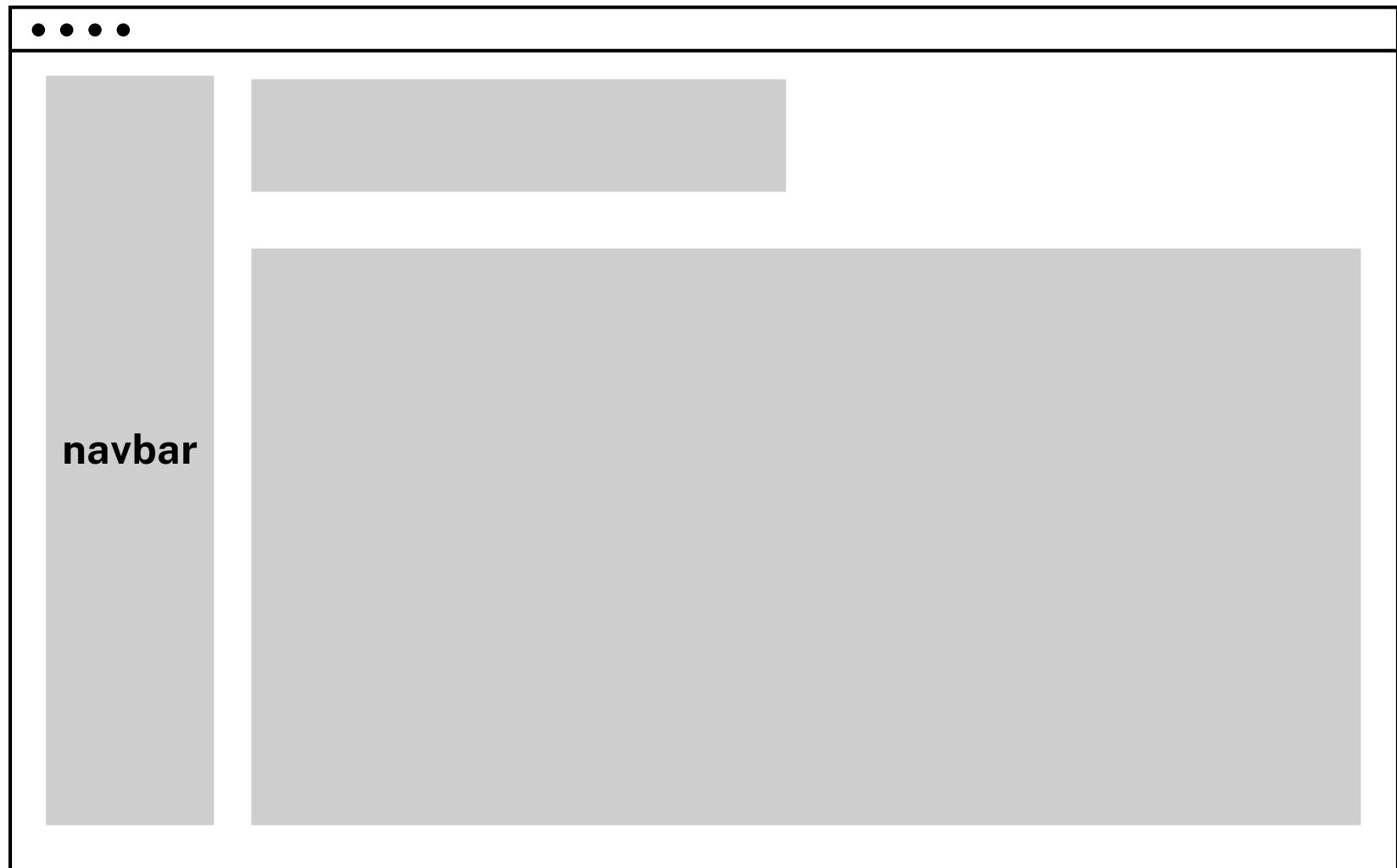
Gamification: Badge / Point / Leaderboard

High Effort / Low Impact

Low Fidelity Design

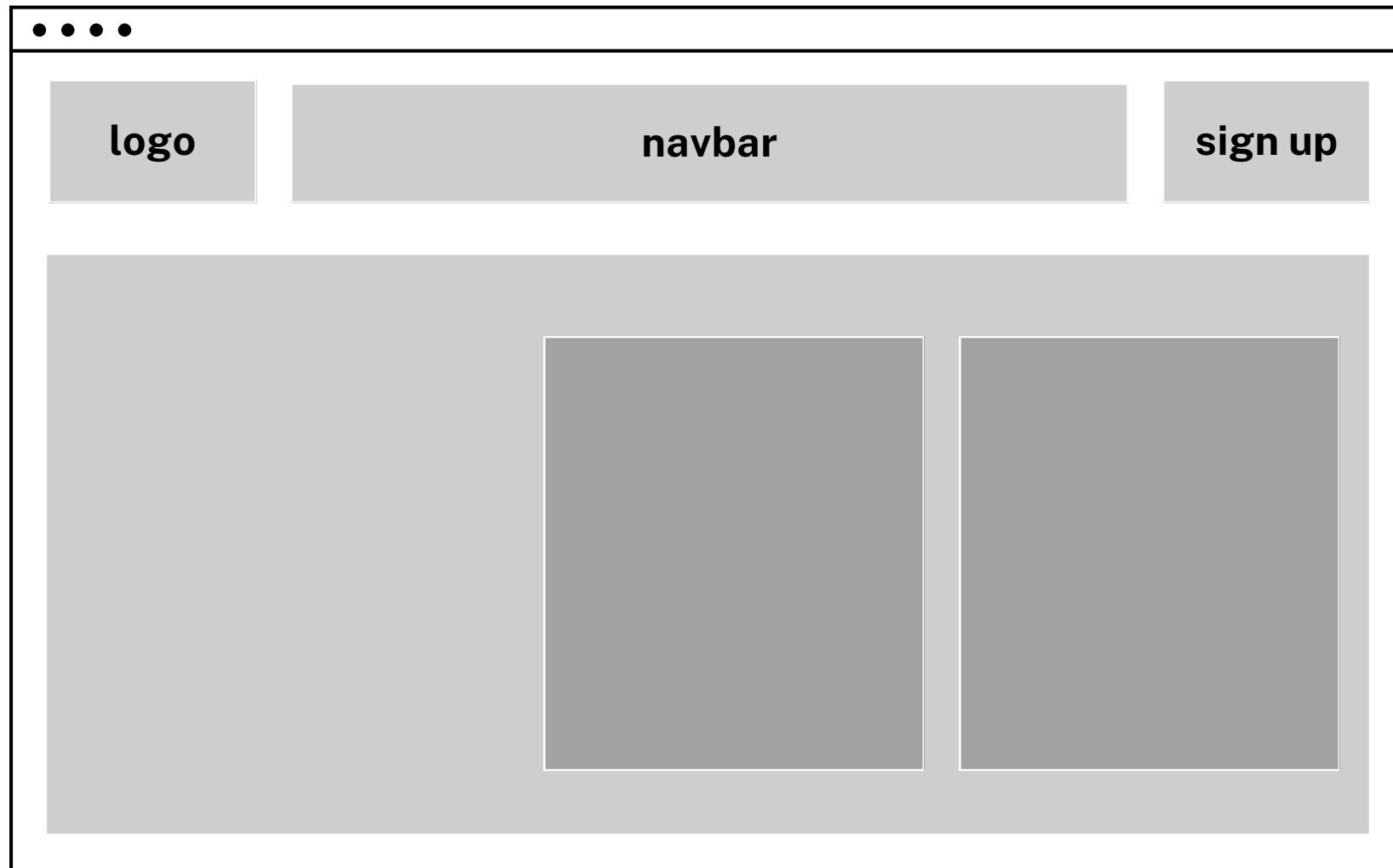


Home

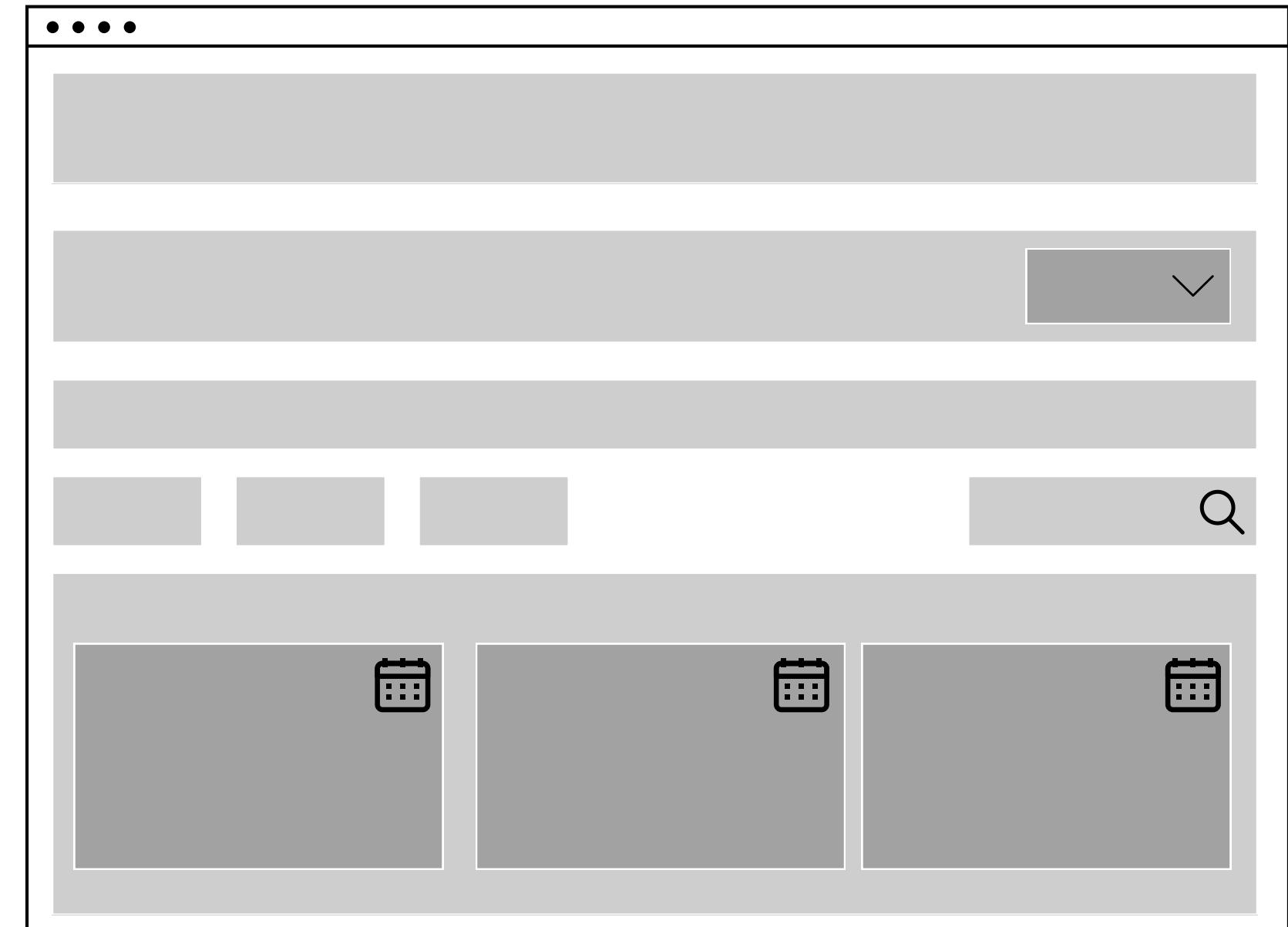


Study Goals

Low Fidelity Design



Ruang Belajar



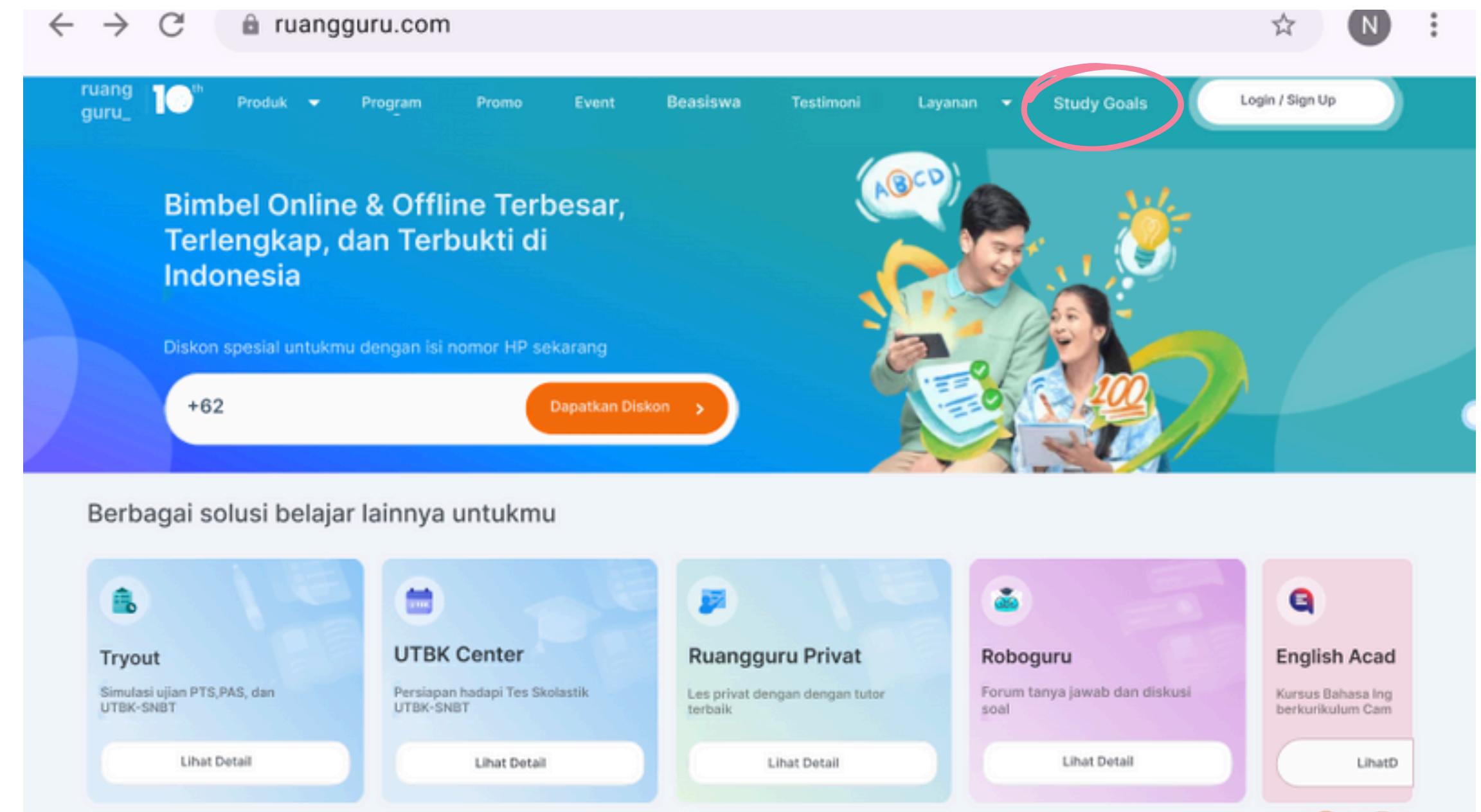
Bank Soal

High Fidelity Design

MASALAH 1: WEBSITE RUANGGURU MEMILIKI BANYAK FITUR YANG KOMPLEKS DAN TIDAK MUDAH DIPAHAMI OLEH PENGGUNA.

SOLUSI: MENYEDERHANAKAN ANTARMUKA WEBSITE RUANGGURU AGAR LEBIH MUDAH DINAVIGASI DAN DIPAHAMI OLEH PENGGUNA. HAL INI DAPAT DILAKUKAN DENGAN CARA:

- MEMINIMALIKAN JUMLAH FITUR YANG DITAMPILKAN DI HALAMAN UTAMA.
- MEMBAGIKAN FITUR KE DALAM KATEGORI YANG TERSTRUKTUR.

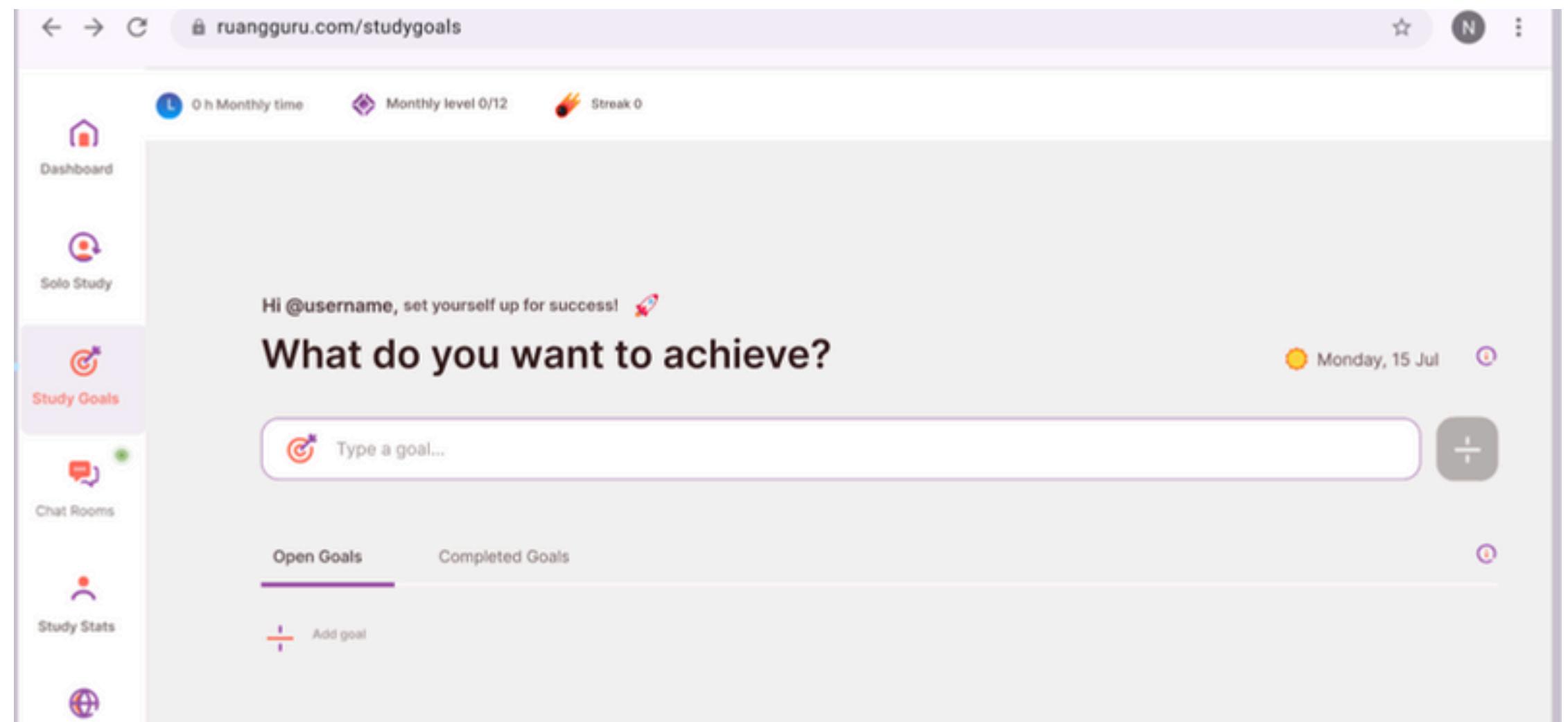


High Fidelity Design

MASALAH 2: WEBSITE RUANGGURU TIDAK MEMILIKI FITUR STUDY GOALS YANG MEMUNGKINKAN PENGGUNA UNTUK MENETAPKAN TUJUAN BELAJAR MEREKA.

SOLUSI: MENAMBAHKAN TAB STUDY GOALS KE WEBSITE RUANGGURU YANG MEMUNGKINKAN PENGGUNA UNTUK:

- MENETAPKAN TUJUAN BELAJAR JANGKA PENDEK DAN JANGKA PANJANG.
- MELACAK KEMAJUAN MEREKA TERHADAP TUJUAN MEREKA.
- MENERIMA MOTIVASI DAN DUKUNGAN UNTUK MENCAPAI TUJUAN MEREKA.



High Fidelity Design

MASALAH 3: WEBSITE RUANGGURU TIDAK MEMILIKI FITUR UNTUK MENJADWALKAN PEMBELAJARAN KE KALENDER.

SOLUSI: MENAMBAHKAN FITUR UNTUK MENJADWALKAN PEMBELAJARAN KE KALENDER.
FITUR INI MEMUNGKINKAN PENGGUNA UNTUK:

- MENJADWALKAN SESI BELAJAR
- MENAMBAHKAN PENGINGAT
- MENYESUAIKAN JADWAL

The screenshot shows a web interface for 'ruangbelajar' under 'Banksoal'. The path is Home > ruangbelajar > Banksoal > Kelas 12 Kurikulum Merdeka > Matematika. A sidebar on the right shows a dropdown menu for 'Matematika' and a search bar. The main content area displays three columns of assignments:

PAS Genap	PAS Genap 2 Matematika	PAS Genap 3 Matematika
PAS Genap 1 Matematika RTO-SHBRNKA 40 Soal Muat	PAS Genap 2 Matematika RTO-BR321V9 40 Soal Sedang	PAS Genap 3 Matematika RTO-BR432WK 20 Soal Sedang
2.8rb siswa telah mengerjakan Lihat Materi Pilih	470 siswa telah mengerjakan Lihat Materi Pilih	633 siswa telah mengerjakan Lihat Materi Pilih
PAS Genap 1 Matematika (KTSP)	PAS Genap 1 Matematika (KTSP)	PAS Genap 2 Matematika (KTSP)

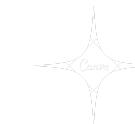
Prototype

Link Design File

FIGMA - HIGH FIDELITY DESIGN

Link Prototype

FIGMA - PROTOTYPE



User Testing 1

Tujuan

- Evaluasi Desain Sederhana dan Minimalis

Menilai apakah pengguna menemukan desain antarmuka yang sederhana dan minimalis, sehingga tidak mengganggu fokus mereka.

- Evaluasi Kemudahan Navigasi

Memastikan bahwa antarmuka mudah dinavigasi, dan pengguna dapat dengan cepat menemukan apa yang mereka cari tanpa kesulitan.



User Testing 1

Skenario

Tugas: Menilai antarmuka halaman utama.

Langkah-langkah:

- Buka halaman utama.
- Amati tata letak dan desain antarmuka.
- Berikan umpan balik mengenai kesederhanaan dan keminimalisan desain.



Nama	Umur	Jenis Kelamin	Pekerjaan Saat Ini	Rekomendasi
Rina Fauziah	29 tahun	P	Penulis Konten	Konsisten dalam penggunaan gaya desain di seluruh halaman utama, termasuk ukuran font, warna, dan ikonografi.
Kevin Wijaya	27 tahun	L	Peneliti	Perbaiki penempatan dan label navigasi untuk memastikan bahwa semua opsi penting mudah ditemukan.
Hadi Prasetyo	23 tahun	L	Pengusaha	Tinjau kembali elemen desain yang dianggap berlebihan atau membingungkan dan sederhanakan elemen-elemen tersebut.

User Testing Report 1

Prioritas Rekomendasi



Konsisten dalam penggunaan gaya desain di seluruh halaman utama, termasuk ukuran font, warna, dan ikonografi.



Perbaiki penempatan dan label navigasi untuk memastikan bahwa semua opsi penting mudah ditemukan.



Tinjau kembali elemen desain yang dianggap berlebihan atau membingungkan dan sederhanakan elemen-elemen tersebut.

User Testing 2

Tujuan

- Evaluasi Fitur Gamifikasi (Badge, Poin, Leaderboard)
Menilai apakah fitur gamifikasi seperti badge, poin, dan leaderboard meningkatkan keterlibatan dan motivasi pengguna.



User Testing 2

Skenario

Tugas: Menguji dan mengevaluasi fitur gamifikasi pada platform AjarIND.

Langkah-langkah:

- Selesaikan tugas yang melibatkan badge, poin, dan leaderboard.
- Berikan umpan balik mengenai kemudahan penggunaan dan motivasi yang dirasakan.
- Nilai apakah fitur ini meningkatkan keterlibatan dan motivasi belajar.



Nama	Umur	Jenis Kelamin	Pekerjaan Saat Ini	Rekomendasi
Andi Pratama	22 tahun	L	Mahasiswa IT	Tambahkan lebih banyak jenis badge untuk berbagai aktivitas.
Maria Santosa	30 tahun	P	Guru SD	Sesuaikan sistem poin agar lebih proporsional dengan tingkat kesulitan.
Budi Wijaya	27 tahun	L	Pegawai Swasta	Perbaiki tampilan leaderboard untuk mencakup lebih banyak aspek keberagaman aktivitas.
Linda Yuliana	32 tahun	P	Staf Administrasi	Tambahkan fitur feedback mengenai kemajuan dan pencapaian milestone.
Fajar Nugroho	29 tahun	L	Developer Web	Berikan badge untuk pencapaian musiman.

User Testing Report 2

Prioritas Rekomendasi



Sesuaikan sistem poin agar lebih proporsional dengan tingkat kesulitan.



Perbaiki tampilan leaderboard untuk mencakup lebih banyak aspek keberagaman aktivitas.



Tambahkan lebih banyak jenis badge untuk berbagai aktivitas.

Thank You