

first,

# Hello There!

My Name is Rihan Rizaldy Wibowo. I defined myself as a creative, curious, hardworking and detailed person.

I always looking for professional collaboration with various fields and voracious of seeking new opportunities.



## Rihan Rizaldy Wibowo

UI/UX Design Student at  
Purwadhika Startup School

Greater Jakarta Area, Indonesia

Rihan

Email [rihanrw@gmail.com](mailto:rihanrw@gmail.com)

Phone [+62 87 727 129 734](tel:+6287727129734)

### Interest

- # ui/ux design
- # ux research
- # architecture
- # 3d modelling

### Skillset

- # adobe xd, figma
- # photoshop, illustrator
- # autocad, sketchup, vray

### Langanges

- # indonesian, english, french

## Experience



### UI/UX Design Student

Purwadhika Startup School

Nov 2019 - Present

Tangerang, Indonesia

Job Connector UX Design Scholarship Awardee from Thirty Days of Lunch and Purwadhika Startup School.



### Junior Architect

PT. Bentara Karya Mandiri

Jan 2019 - Oct 2019

Greater Jakarta Area, Indonesia

Took part at supervise Singapore International School PIK library renovation project, also supervise Permata Hijau Shophouse renovation project. Designing a hotel project at Tebet.



### Intern

Andy Rahman Architect

May 2018 - Aug 2018

Surabaya Area, Indonesia

Intern as an assistant architect for Omah Boto Project in Sidoarjo, Jawa Timur, Indonesia.

## Education



### Institut Teknologi Bandung (ITB)

Bachelor of Architecture - B.Arch. 3.41

2014-2018

Activities and Societies: IMA Gunadharma ITB, LSS ITB



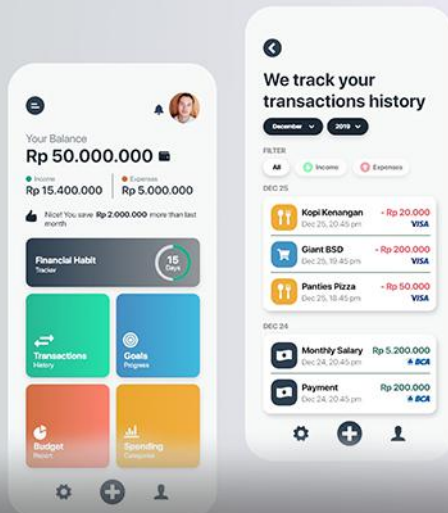
# table of **Content**

Rihan

This portfolio captures several selected project that reflect my study on interaction design.

# UI/UX

From idea to prototype, featured some selected works of product design with different study cases



**Financian:** Personal Financial Planner App



**Parkin:** Smart Parking App



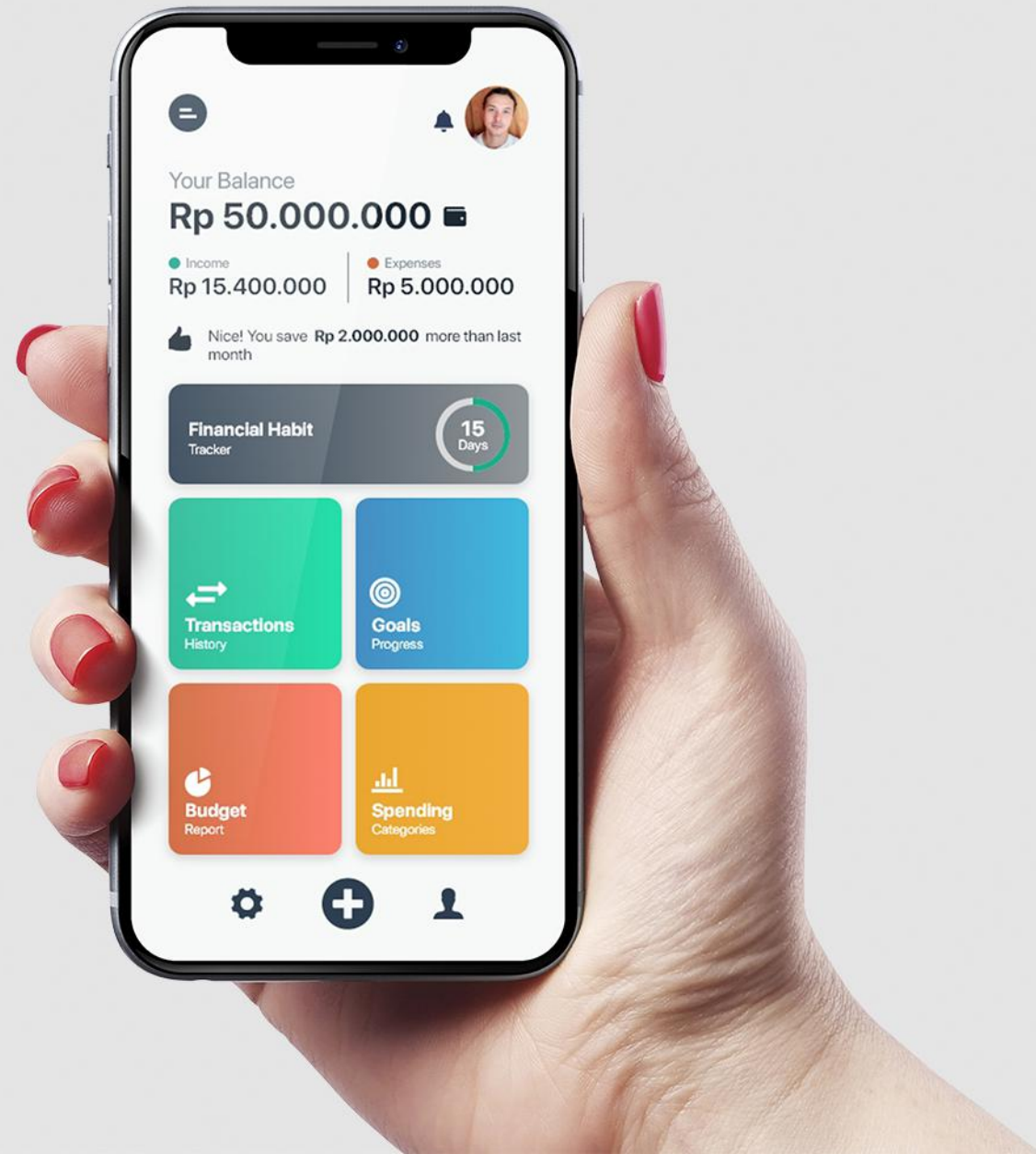
**Others:** UI Design Exporation

personal financial planner app

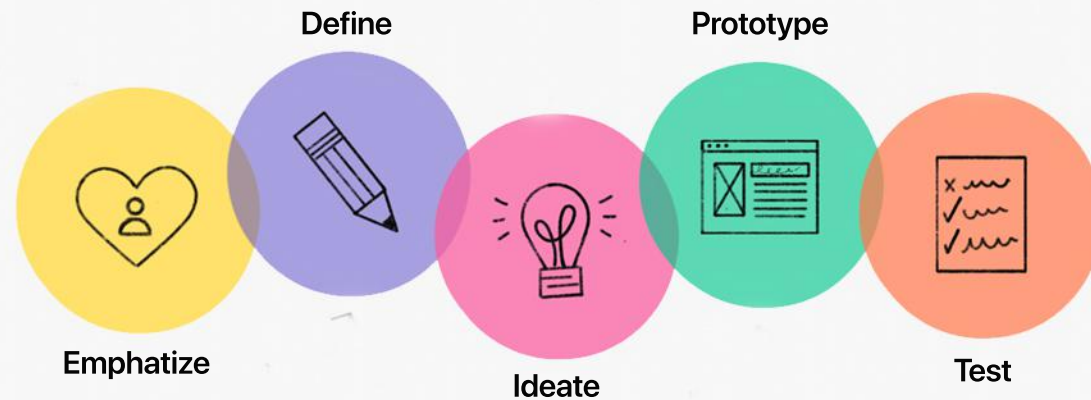
# Financial

The idea behind this app is to make younger generation tend to manage their finance well. Also I hope this app can help user to track their expenses, create monthly budgeting, and help them create a financial habit.

personal project  
2019



## Process



To understand the whole project, I started structuring my process to design this app by following the design thinking approach, without the final process that contain testing and validation.

## Online Research

Otoritas Jasa Keuangan (OJK) declared, only 12.6 percent of Indonesian people have done financial planning. This is considered to prove that Indonesian people's financial planning awareness is still minimal.

### - CNN Indonesia

Some think that managing their finance not important and said it can be done off the top of their head, a lot of people have problems with track their financial habit and some don't prioritize it as they feel lazy or said that don't have time.

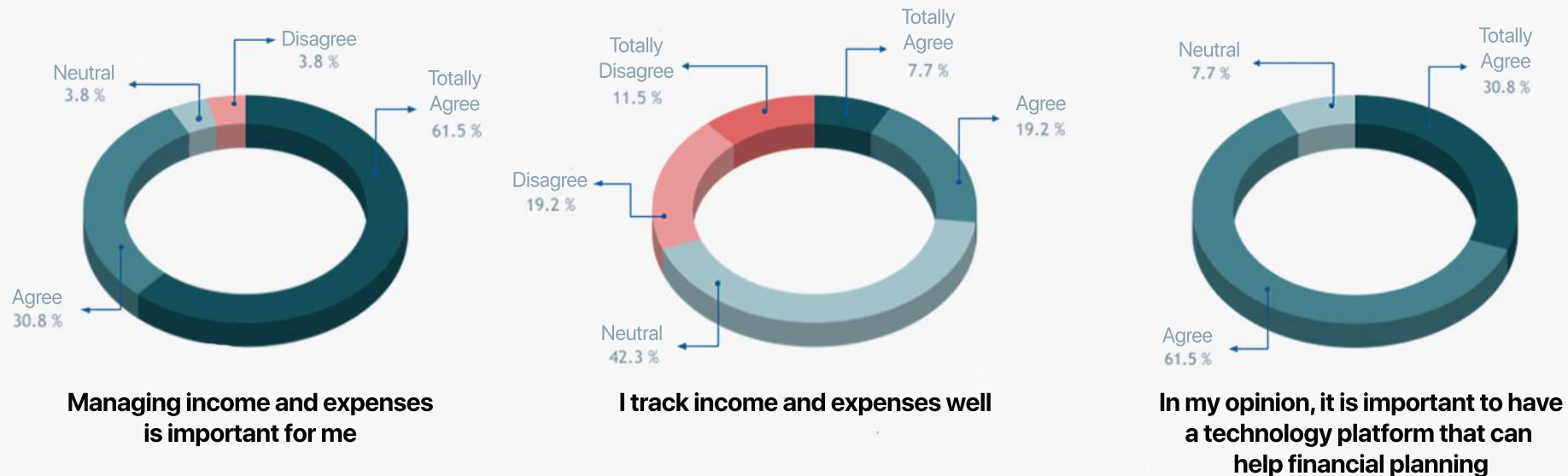
The average of Indonesian people spend almost 5.5 hours on their phone, so the mobile platform approach must be suitable for most of Indonesian citizens. The major pain points of not doing financial tracking are discipline and lack of financial education.

### - Kompas



## Interview

The methodology used in this interview is to spread online questionnaires containing **10 multiple choice questions for quantitative research** and **5 essay questions for qualitative research**.



A large amount of respondent (61.5 %) from **the total of 26 people** totally agree that managing income and expenses is important for them while only 3.8 % who disagree. That confirm managing cashflow must be an important things in one person finance.

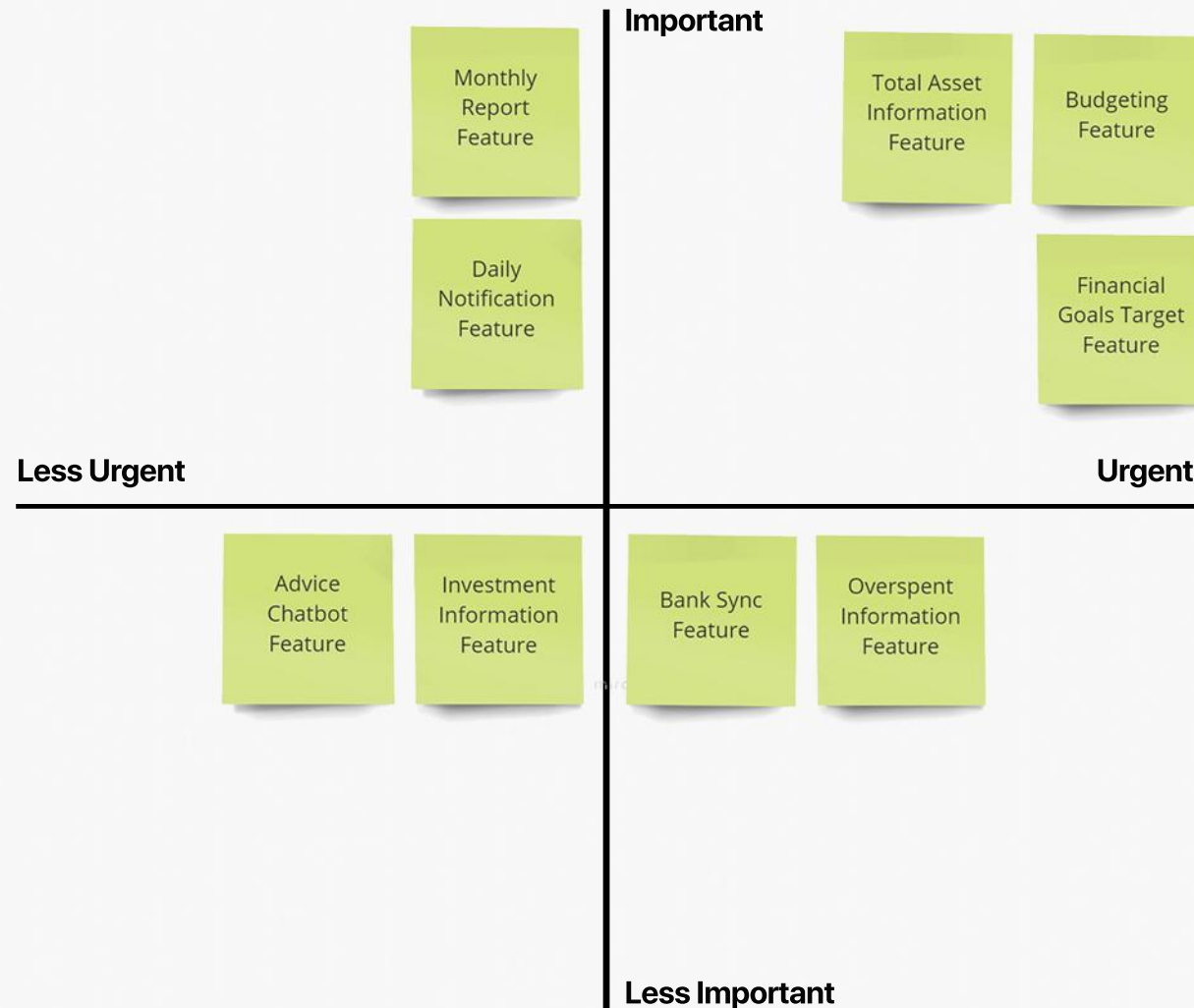
In the other hand, only 7.7 % from the respondent totally agree that they track their income and expenses well, while 9.2 % respondent who disagree and 11.5 % who totally disagree reflect that most of the respondent find it hard to track their income and expenses.

No respondent disagrees that it is important to have a technology that can help one's financial planning. It confirm that there must be a technology to help people track and record their cashflow and help them reach their financial dream in the future.



## Action Point

After interview data from quantitative and qualitative research are collected, several action points that found can be applied for the design of this financial planning app.



## User Persona



**Putri, 21**

College Student at  
Bina Nusantara University

Greater Jakarta Area, Indonesia

### Bio

Putri is a college student who lives alone far from her home. She spend her money on foods, hangout with friends, and pay for room rent in Jakarta. She is starting to learn about financial planning.

### Frustrations

- # Overspent on monthly basis
- # Cannot control expenses
- # Lazy to track cashflow
- # Hard to save money

### Goals

Want to know cashflow on monthly basis and can save money for her vacation dreams.

## Competitor Research

I searched for several apps related to finances, budgeting and saving habit building and I end up with more than 10 apps. After that, I filtered the ones that have at least more than 4 stars rating on Google Playstore that have almost the same idea and can be used in Indonesia, and I found 3 apps that they could be the direct competitors to this product.

	 Money Lover	 OY! Indonesia	 Wallet
Record expense and Income	✓	✓	✓
Expense and Income report	✓	✓	✓
Financial goals feature	✓	✗	✓
Budgeting feature	✓	✗	✓
Sync to banks in Indonesia	✗	✓	✗
Group sharing feature	✗	✗	✓
Realtime asset information	✓	✓	✓

Wallet has the most features compared than the other two, but it doesn't has a sync features with a lot of banks in Indonesia. Only OY! Indonesia who has this feature. But there must be improvement to add habit tracker feature that doesn't appear on these three apps.

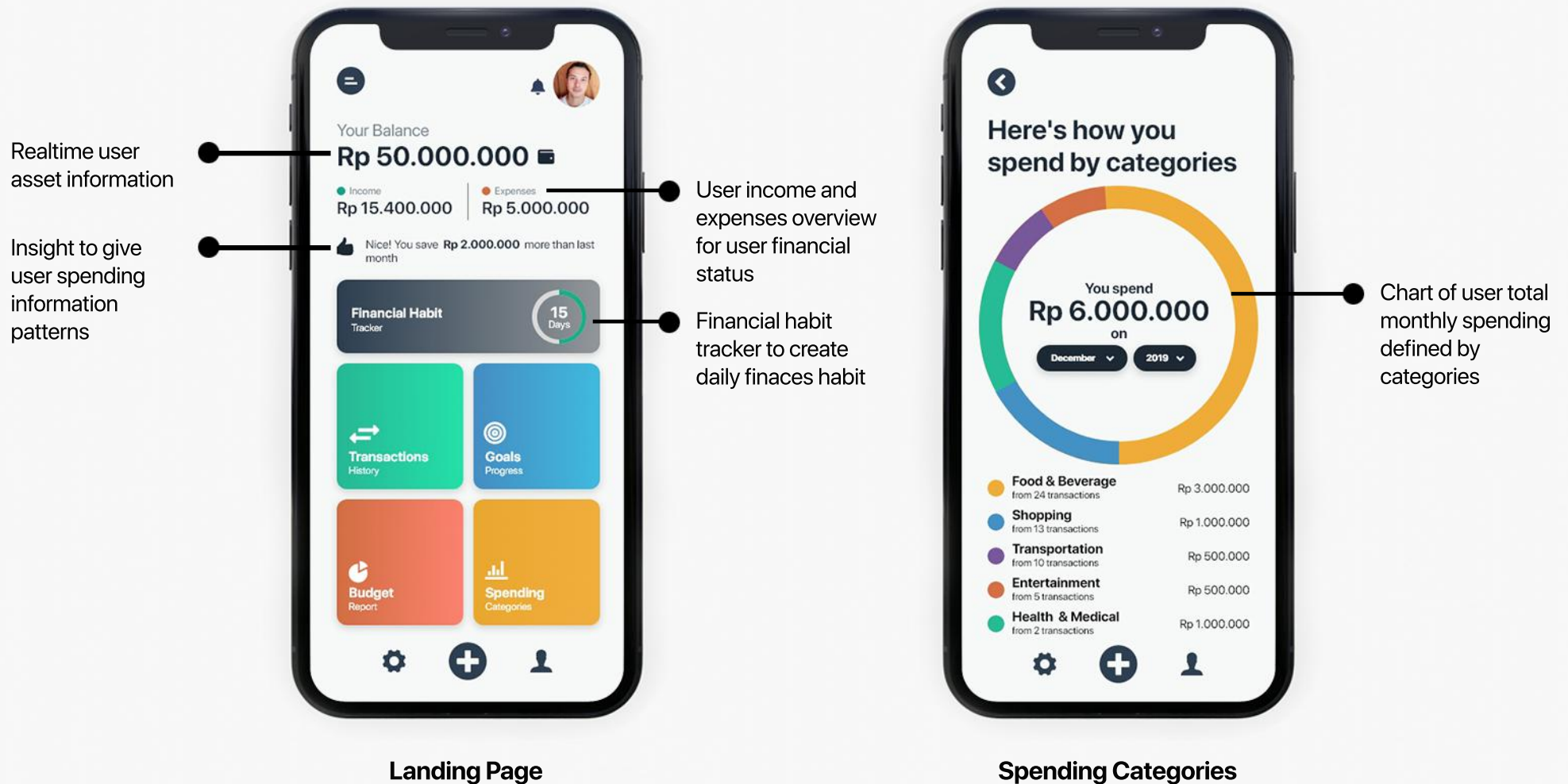
## Sketch

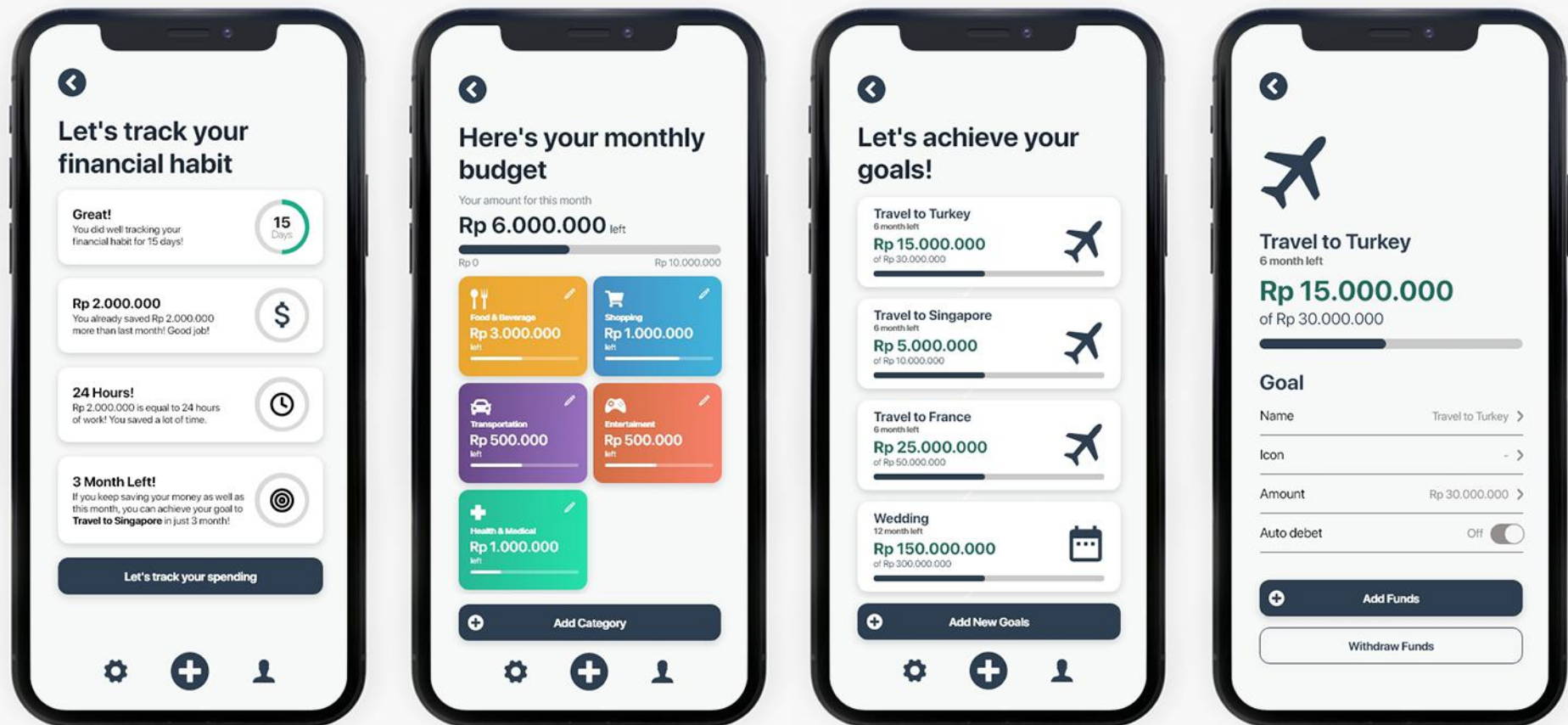
I did a few quick sketches to help me organize my thoughts and to outline the app.



## Wireframe and Prototype

The app should be simple and easy to use and understand. Also, encouraging to build financial habits. I tried to focus on features related to solving some of the major problem from the research.





Financial Habit Tracker

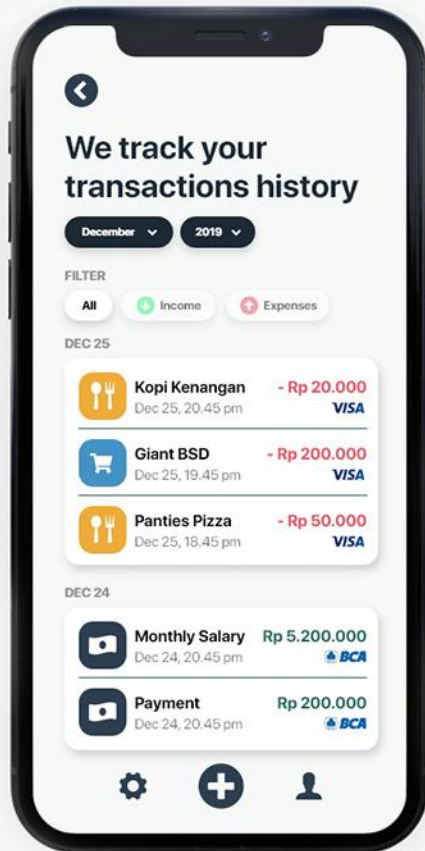
Monthly Budgeting

Financial Goals

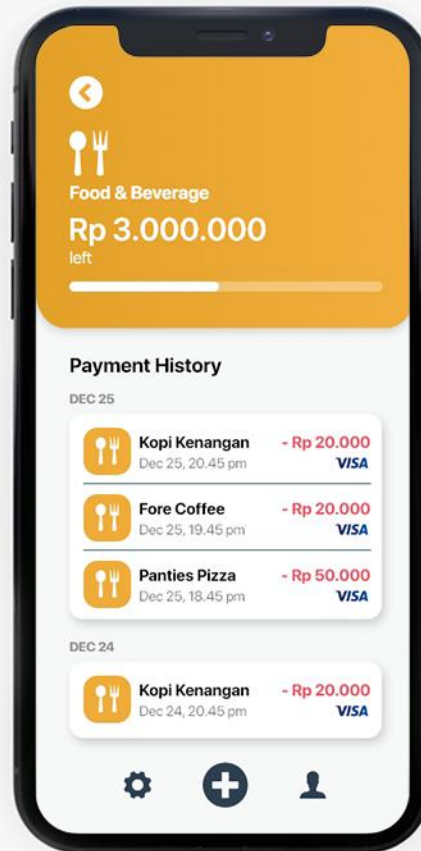
Goals Detail

To create financial habit, people must understand how their financial pattern converted to hours of work. Other than that, monthly budgeting feature can help user to limit their expenses depends on various categories. Beside that, track user financial goals are easier since there are given information about how much time left to achieve that goal. User financial goals can be customised until monthly auto-debet from user bank account automatically.

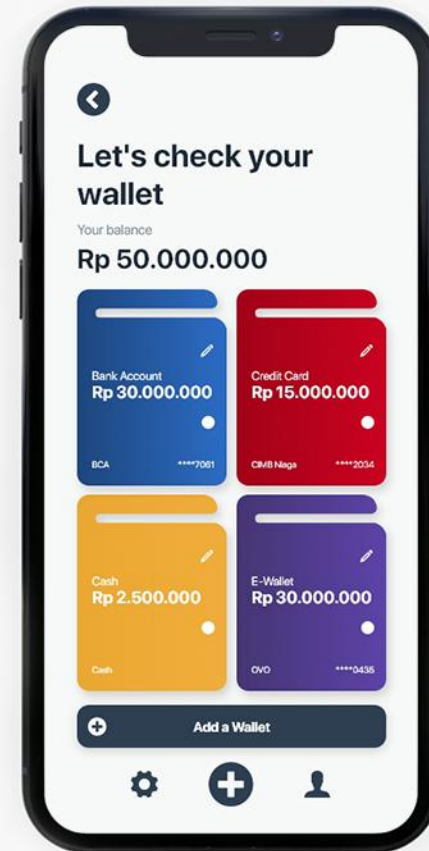
One of the most important thing in financial planning is how to track your transactions. This app can easily track your expenses automatically from your bank account and define it into various categories. Each categories has budgeting dan transaction history detail, it makes user easier to define how much they spend on each categories. Beside that, this app also features multiple wallet to make your finance more organized.



Financial Habit Tracker



Monthly Budgeting



Wallet Page

## Reflections

Since this is my first time designing a digital product, I learn so much that there are a lot of steps to design a digital product. I learn about research, prototyping, and the most important is define solutions for problems. Still, I think it must be important to validate my proposal with usability testing.

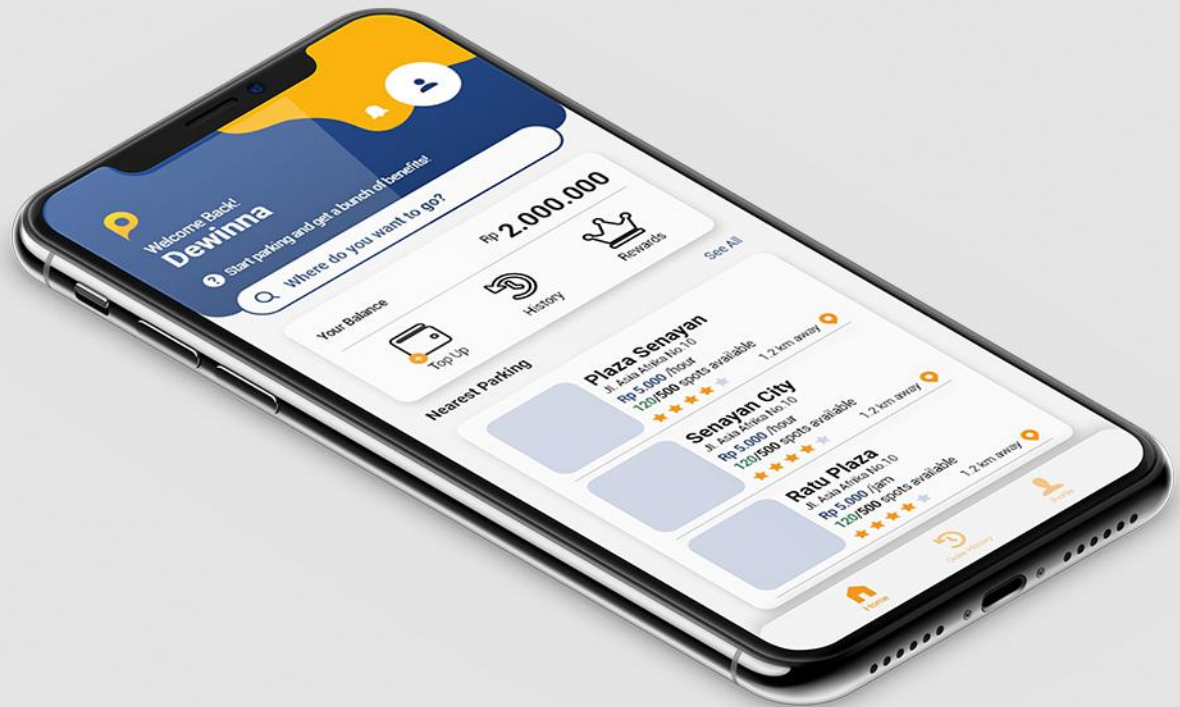


## smart parking app

# Parkin

The idea behind this app is to make easier parking experience. Park your car easily, and save time happily. Pay seamlessly with multiple payment methods

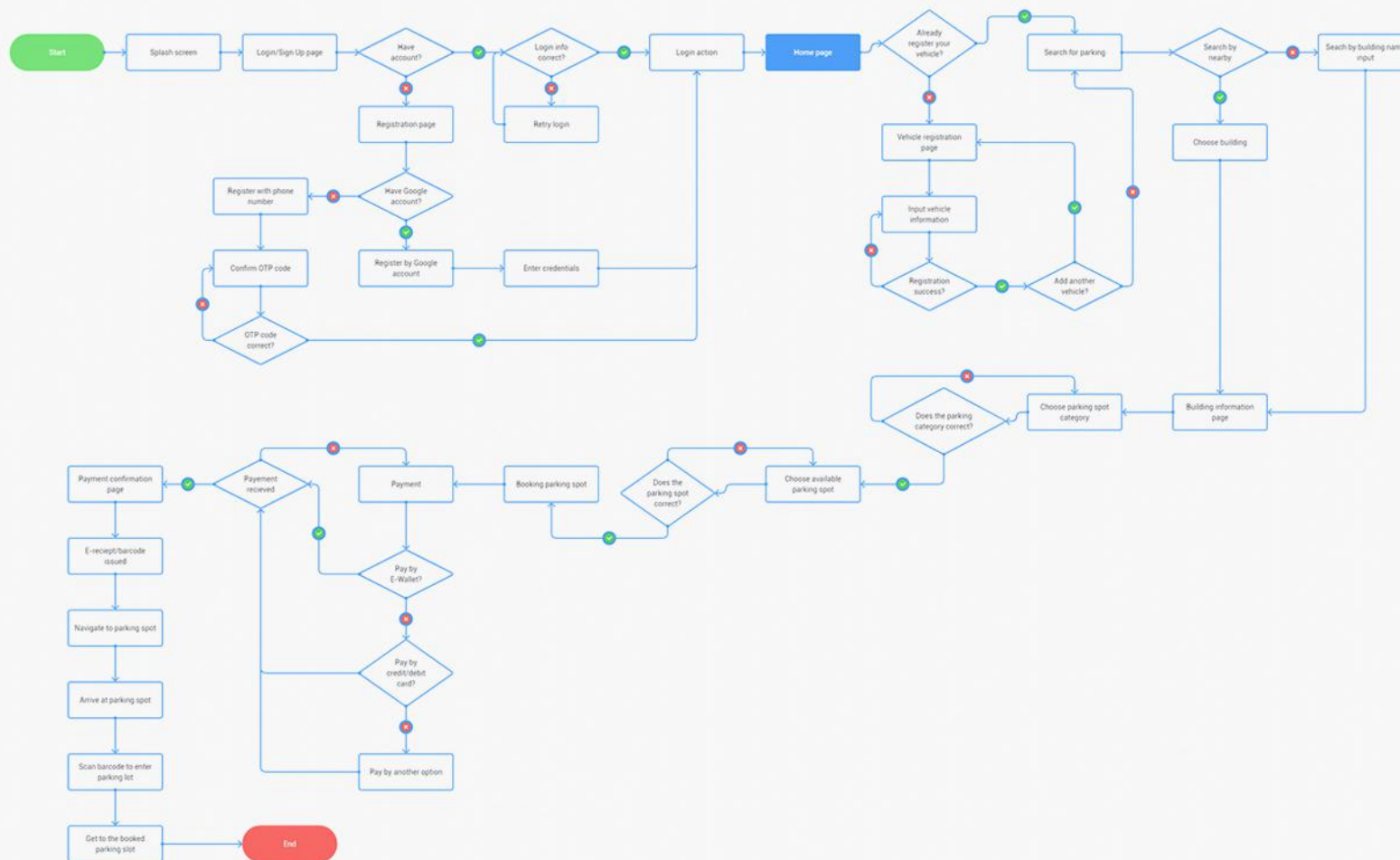
team: dewinna, arlin , m. fachry, m. asep, arnold, utami  
2019



## My Role

As a team project, during the course of this project work was shared with all members. I have the opportunity to define user flow for the apps, summarizing the results of the user persona, also create a design system for designing the whole apps. I also design the landing page and splash screen. In the end, I also took part in usability testing with the user. The workflow of the team project is different from a personal project since it has a lot of discussions to perfected the product.

## User Flow



## User Persona



**Hendra, 30**

Founder and CEO at  
PT. Sepatuku

Greater Jakarta Area, Indonesia

### Bio

Hendra is the founder of a local company that sells shoes. Hendra goes everywhere by car because it can be used at any time to meet with clients and business mentors.

### Frustrations

- # Often confused while navigating in unconventional parking lot layouts.
- # Sometimes late for meeting if the parking lot conditions are very full.

### Goals

Quickly get a parking space at any spot in the parking building, so can easily meet with business colleagues.

## Design System

The need for Design Systems goes hand in hand with the need for scale, efficiency, and consistency in Design. Instead of repeatedly building similar components from scratch, Design Systems enable our team to reuse components that already created and thereby increase efficiency.

### Font Guide

Font Size

Large Title

Title 1

Title 2

Title 3

Headline

Body

Caption 1

Caption 2

Content

Content 3

Placeholder

Paragraph Style

Excepteur sint occaecat cupidatat non proident.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est eopksio laborum.

### Button Guide

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

Button

### Icons Guide

Active Icons with Text

Home Profile Settings

Inactive Icons with Text

Home Profile Settings

Other Active Icons

Home Profile Settings

Other Inactive Icons

Home Profile Settings

Other UI Elements

Select

Search Location

### Cards



Location

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.

★★★★★



Location

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim.

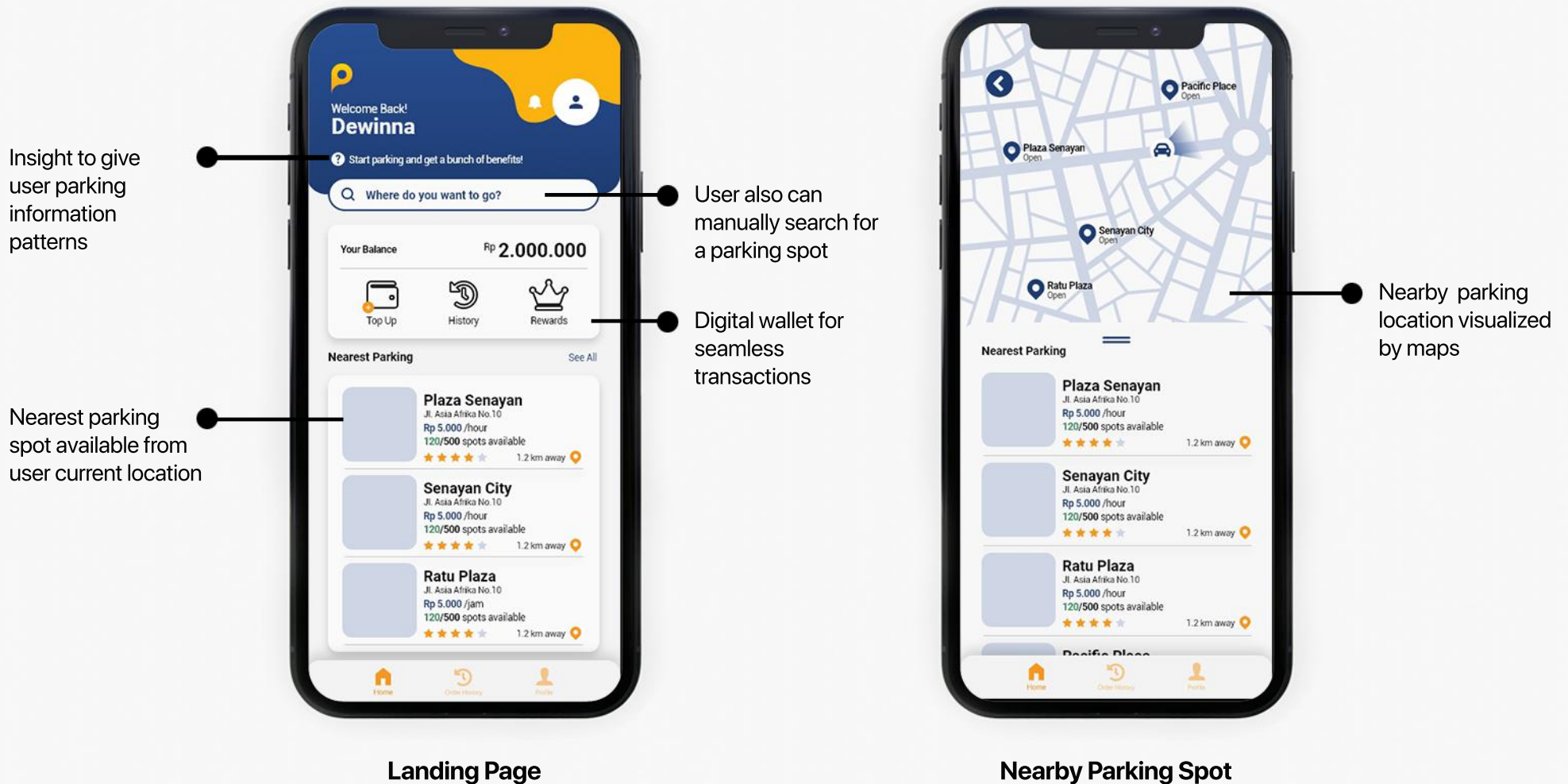
### Other Elements





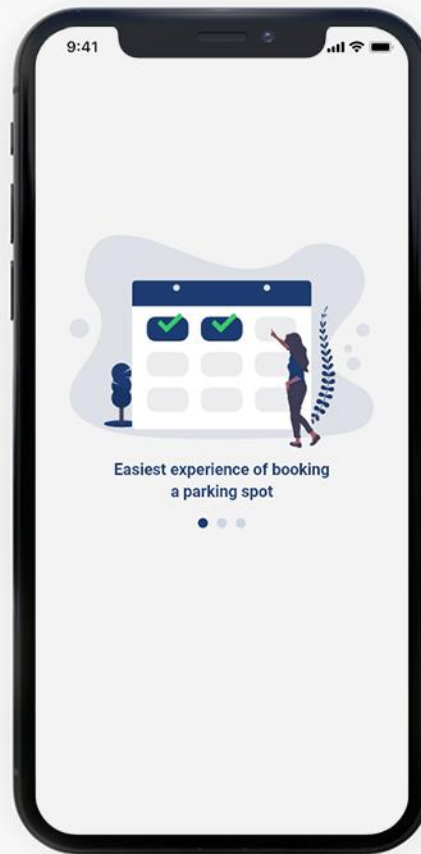
## Wireframe and Prototype

The app should be simple and easy to use and understand. Also, help user to find their preferable parking spot easily. Digital wallet feature also help user to create seamless transactions experience.

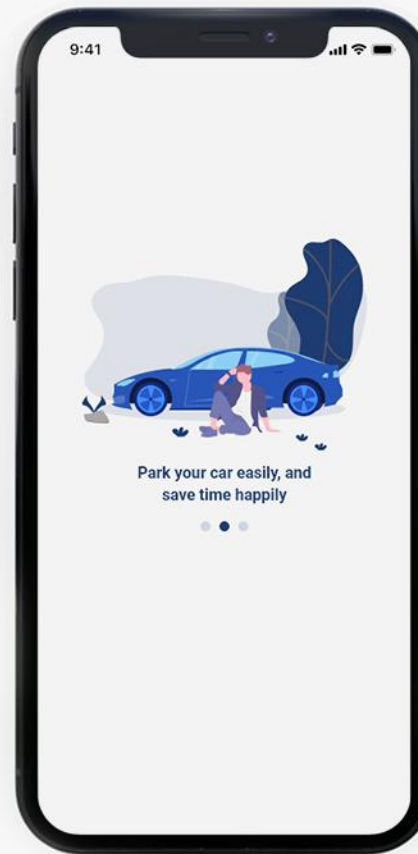




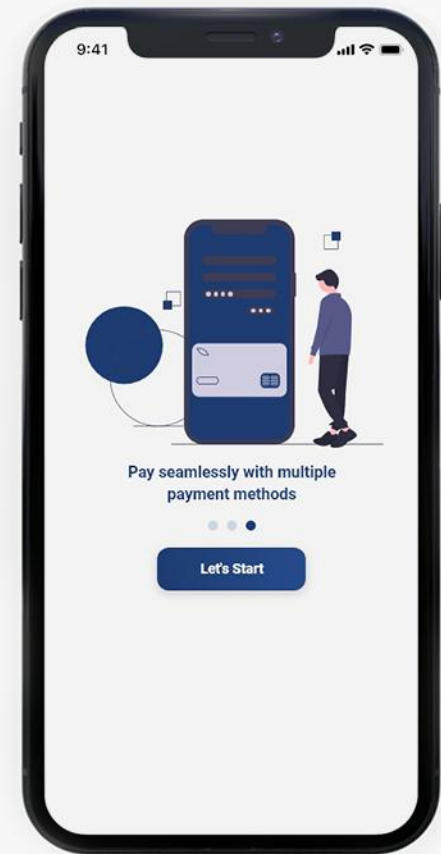
**Splash Screen**



**Onboarding 1**



**Onboarding 2**



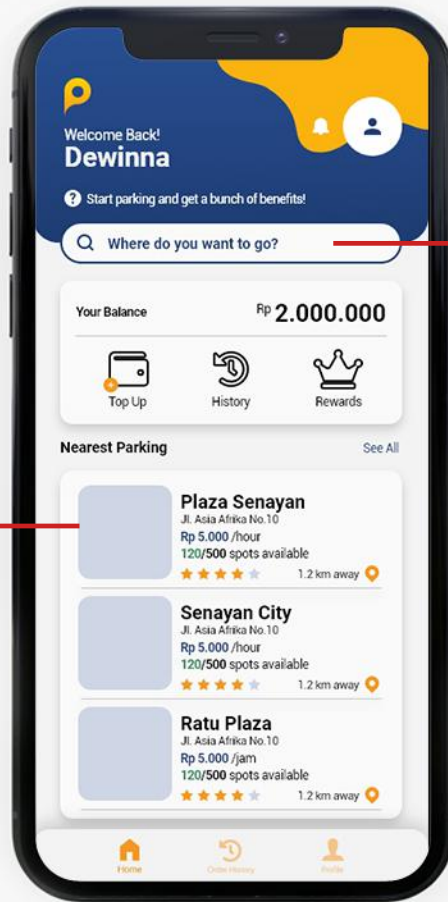
**Onboarding 3**

Onboarding is one of the most critical phases in an app user's journey. Since onboarding is primarily the first point of contact and therefore is essential for making a great first impression. As a result, it is important to make this process as simple and seamless as possible. These onboarding pages demonstrates the benefits or value the user will get from this app.

## Usability Testing

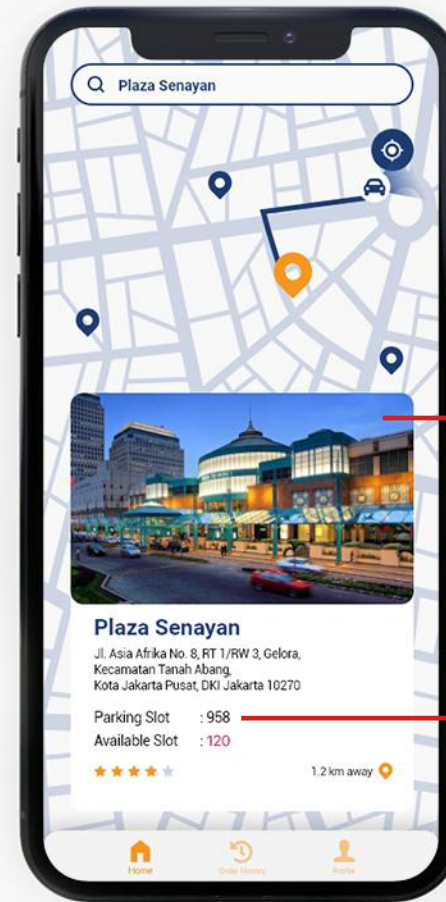
Our team conduct a usability testing on January 10th 2020. I responsible to check usability of this app prototype with Deni Dwi Arta, UX Design Lecturer at Purwadhika Coding School as the user. The task given was to book a parking spot and then pay for it. The testing goes pretty well and we have some feedback to perfected our product.

There's no onboarding for user to learn using the apps since it is a non conventional apps



Landing Page

Search bar is hard to see. Since it is one of the dominant feature, it must be fixed



Building Information

This card is confusing because it doesn't have an action button to the next step

Parking slot availability number is confusing because it only presents a number, not the whole info

# exploration of **UI Design**

The idea of learning user interface design can be seen from some of the design explorations that I did in the past year.

personal project  
2019



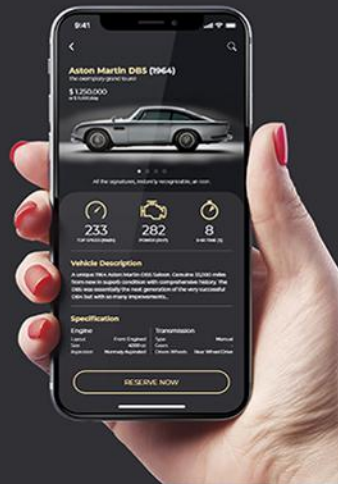




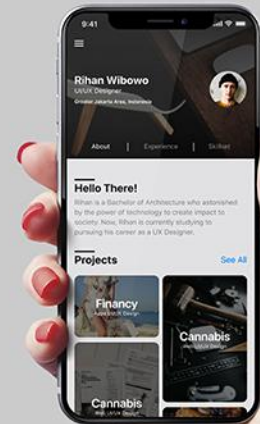
**.bdg apps  
design idea**



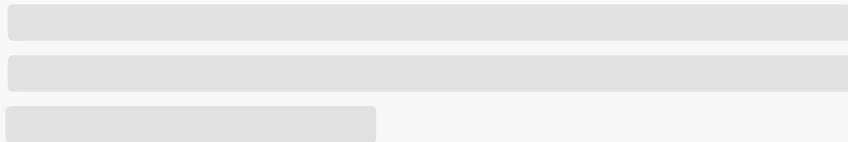
**car dealer apps  
design idea**



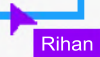
**CV apps  
design idea**



**thanks!**



**rihan rizaldy wibowo**  
**2020**



**rihanrw@gmail.com**  
**+62 87 727 129 734**