

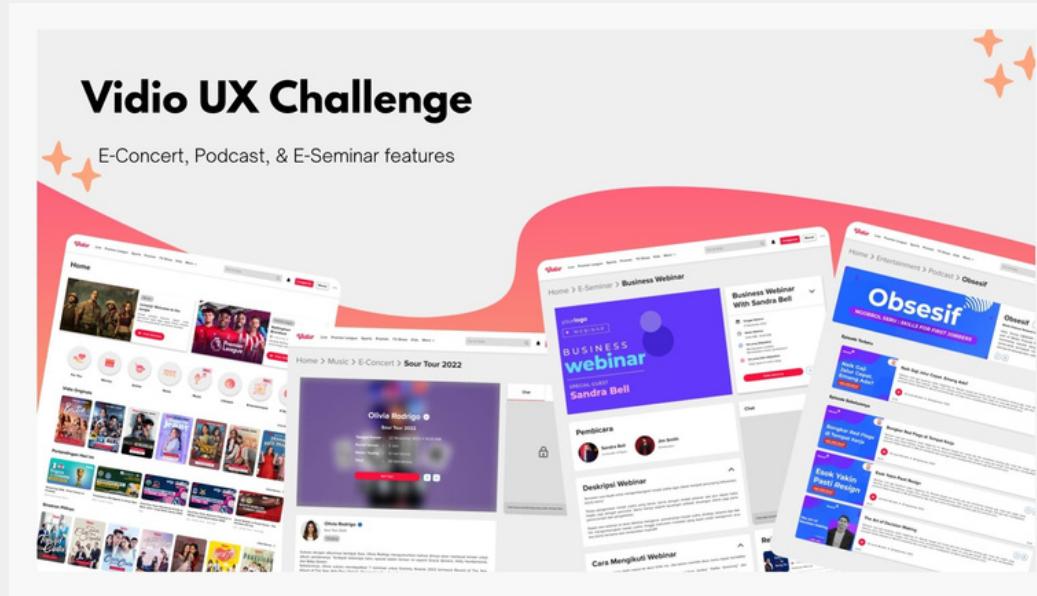
# **Portfolio**

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UI/UX Designer

**Sitti Chofifah**

# List of Content

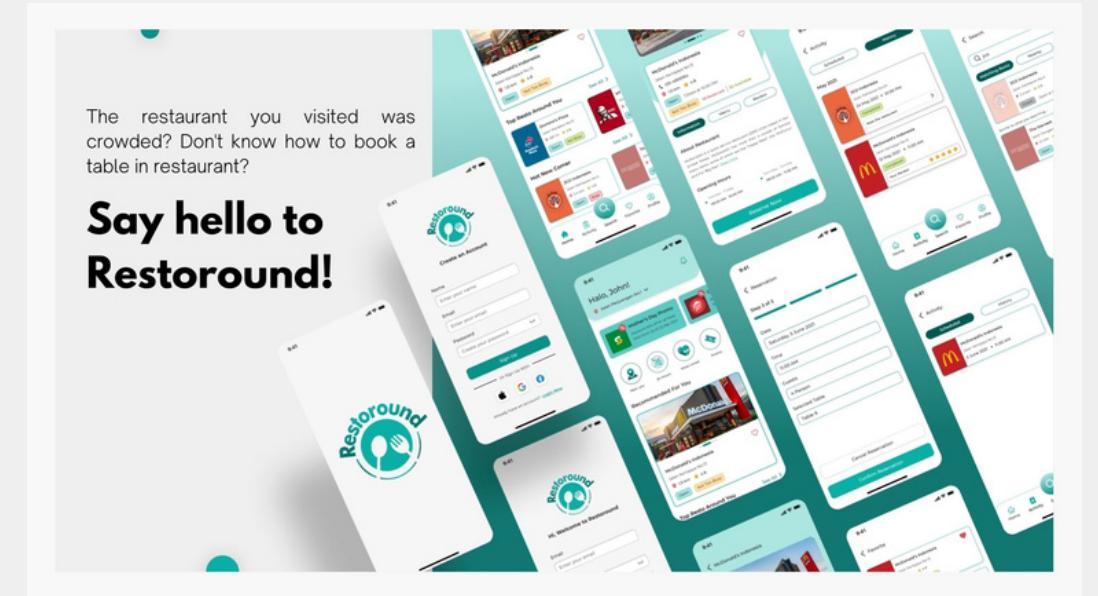


Vidio UX Challenge



**Promo  
BRImo  
Revamp**

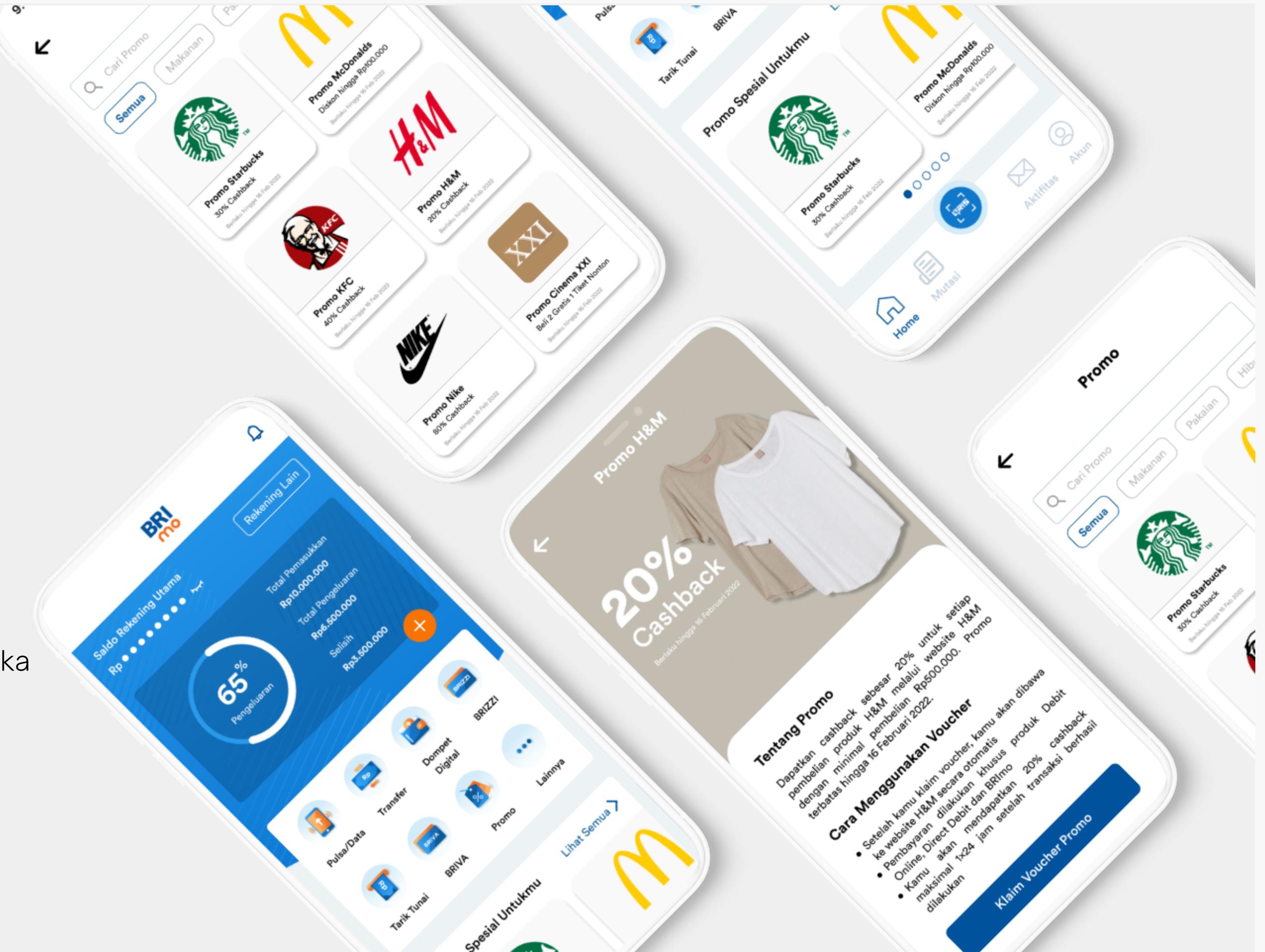
Associated with Magang Merdeka  
at PT. Bank Rakyat Indonesia



Restorround - Fake Study Case

# Promo BRImo Revamp

Associated with Magang Merdeka  
at PT. Bank Rakyat Indonesia



## Promo BRImo Revamp

# The Introduction

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This project is a final project from Program Magang Merdeka when I was a UI/UX Designer Intern at BRI.

The purpose of this project is to create an easier experience for user to access promo feature at BRImo application.

This project was based on survey on 23 respondent to know the most used feature on BRImo. Based on the survey, the most used feature of the app is to transfer money and the least uses feature is the promo feature.



# Interview

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## Interview Participant Criteria

- Young Millenials
- 5 users of BRImo
- 5 non-users of BRImo

## Interview Result

- The most used feature in mobile banking app are transferring money and topping up digital wallet
- The types of promos that are widely used are discounts and free delivery fee.
- 4 out of 5 BRImo's users has yet known of the BRImo's Promo feature



# Framing The Challenge

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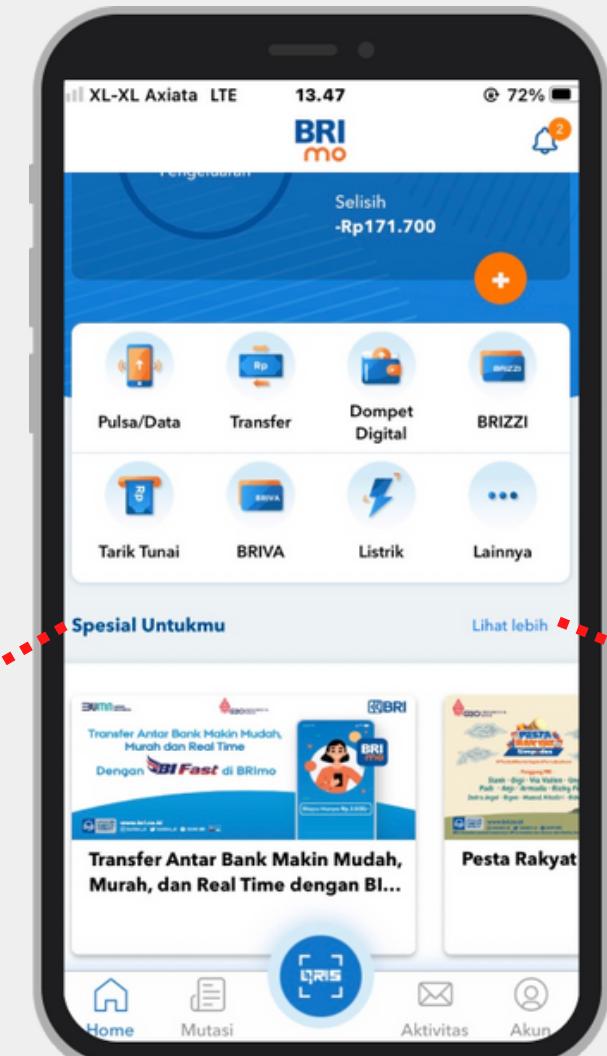
- 01** How might we give another alternate way to access Promo feature?
- 02** How might we make user easier to search promo based on certain keywords?
- 03** How might we make information of promo more informative?
- 04** How might we make a promo can use directly by BRImo apps?



## Promo BRImo Revamp

# Design Solution

### Existing Apps



#### Pain Point

Title "Spesial Untukmu" too small so user can't easily notice it and user don't understand that "Spesial Untukmu" means Promo

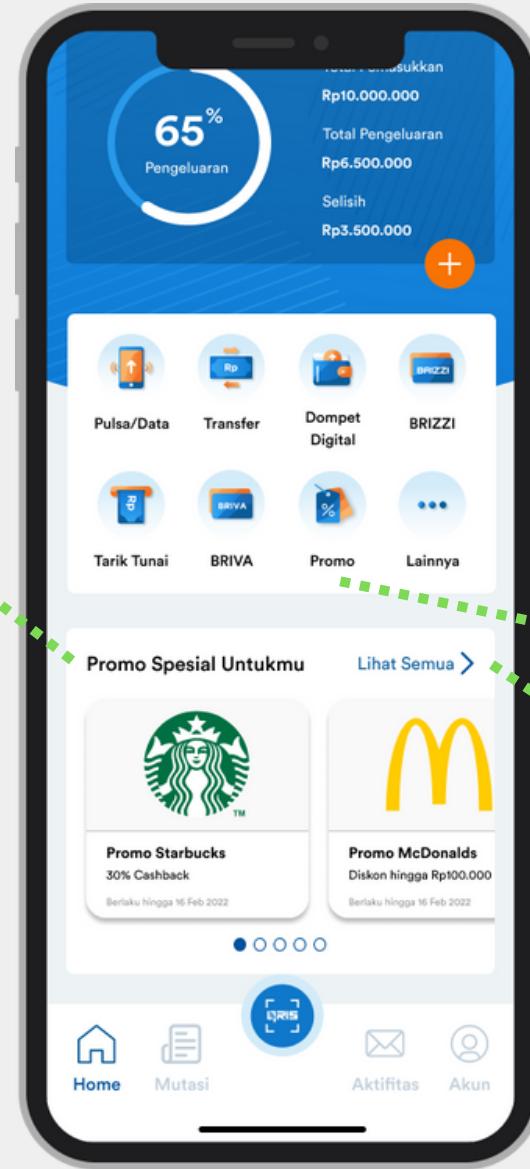
#### Solution

Change the title become "Promo Spesial Untukmu" to make user clearly understand that this is the Promo section

#### Pain Point

This is the only way to access Promo feature and the button is too small, it is also un-noticeable

### Redesign Mockup



#### Solution

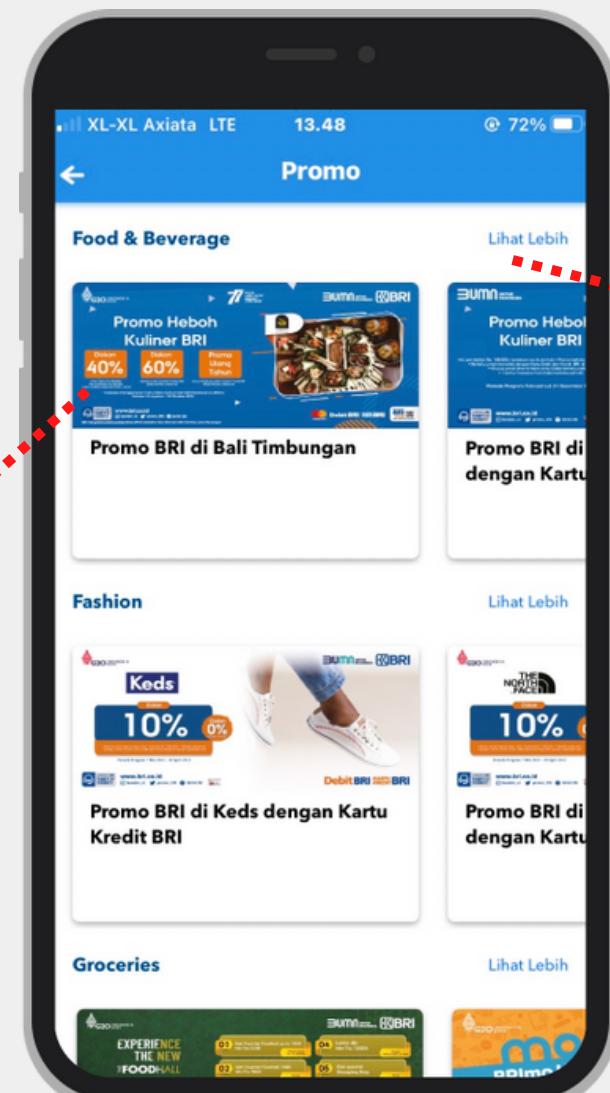
There are 2 ways to access Promo feature and make a button "Lihat Semua" bigger than the button in existing app. I also add chevron right symbol to make it more visible



## Promo BRImo Revamp

# Design Solution

### Existing Apps



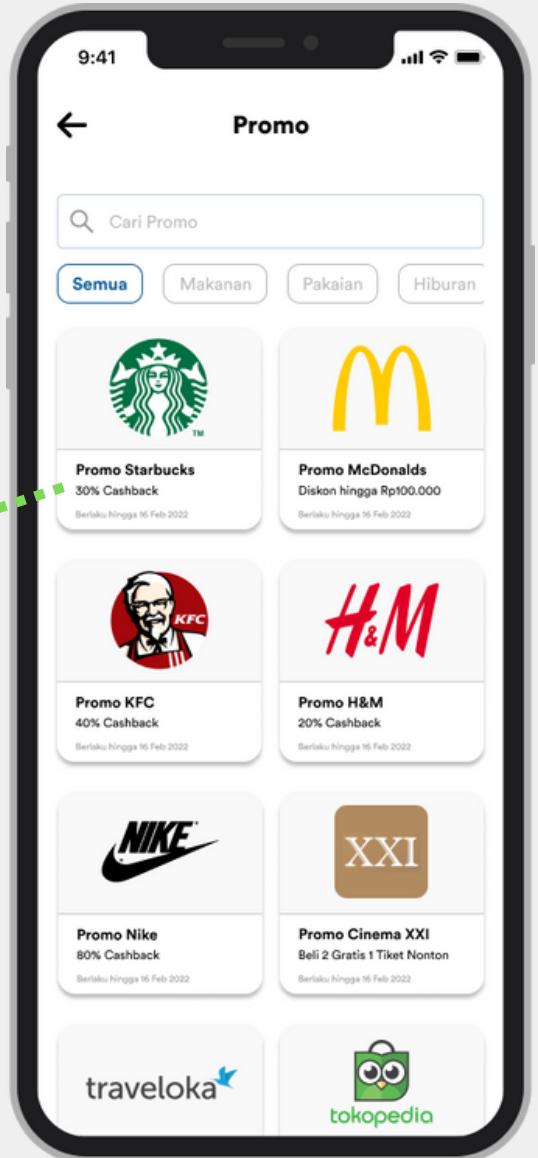
#### Pain Point

The information text about promo is too small and make it hard to know it from this page

#### Pain Point

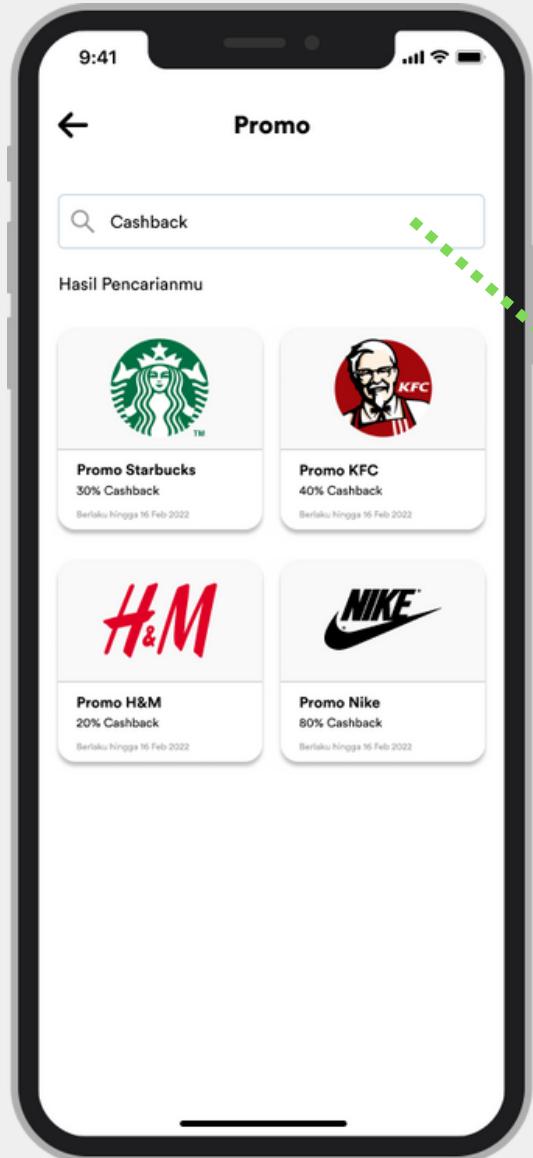
User must check and scroll each category to explore all the promo.

### Redesign Mockup



#### Solution

In this page, we can see the information about discount type and expired date for discount itself



#### Solution

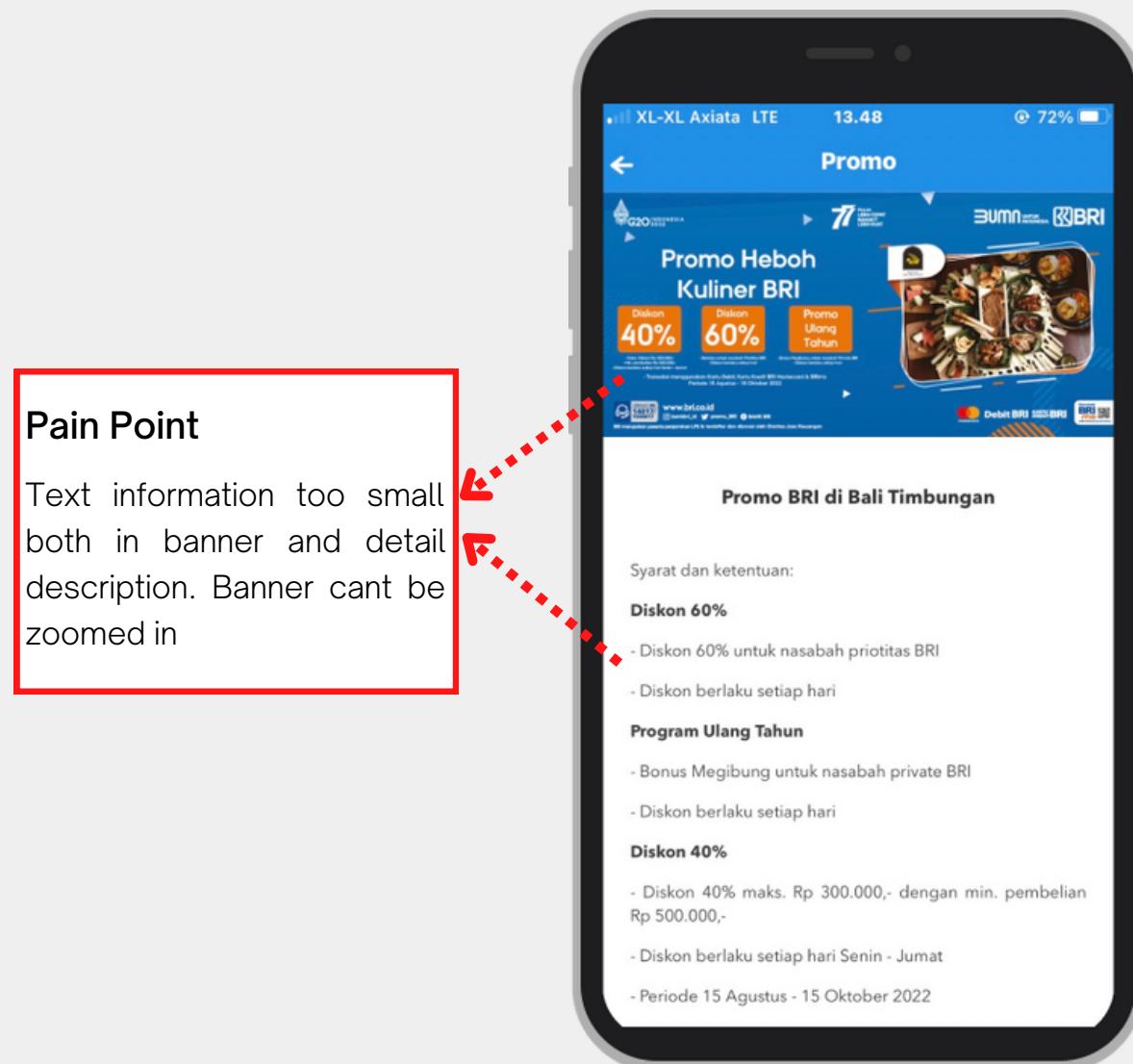
There is a search bar to make searching promo based on certain keywords easier



## Promo BRImo Revamp

# Design Solution

### Existing Apps



#### Pain Point

Text information too small both in banner and detail description. Banner can't be zoomed in

### Redesign Mockup



#### Solution

Make font in detail promo page larger and add a button to claim promo so it can use promo from the apps directly



# Evaluation Result

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Measurement	Min	Average	Max
Ease of Navigation	3	3.7	4
Design Pleasantness to See	3	3.7	4
User Freedom to Act	3	3.5	4
Button Intention Clarity	3	3.8	4
Speed of User in Using the System	3	3.4	4

After fixing the design, I create an evaluation test to 10 participants whom I have interviewed. The result of the test can be seen on the left table.

I also asked their opinions and feedbacks on the new design. The feedbacks of the participants can be summarized to two categories.

- The new design is good
- The new design improved how user use promo in BRImo app



# Recollect

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## Challenges

- I was given 3 weeks to complete this project, but I was sick for 1 week, so I had to finish this project in 2 weeks.
- Limited time and Covid-19 pandemic made it difficult for me to do the interviews to 5 non-user of BRImo about BRImo apps. Because of that, I had to do an online simulation using teamViewer, so It allows user to access BRImo app to gain their feedback about the experience of using BRImo app for the first time

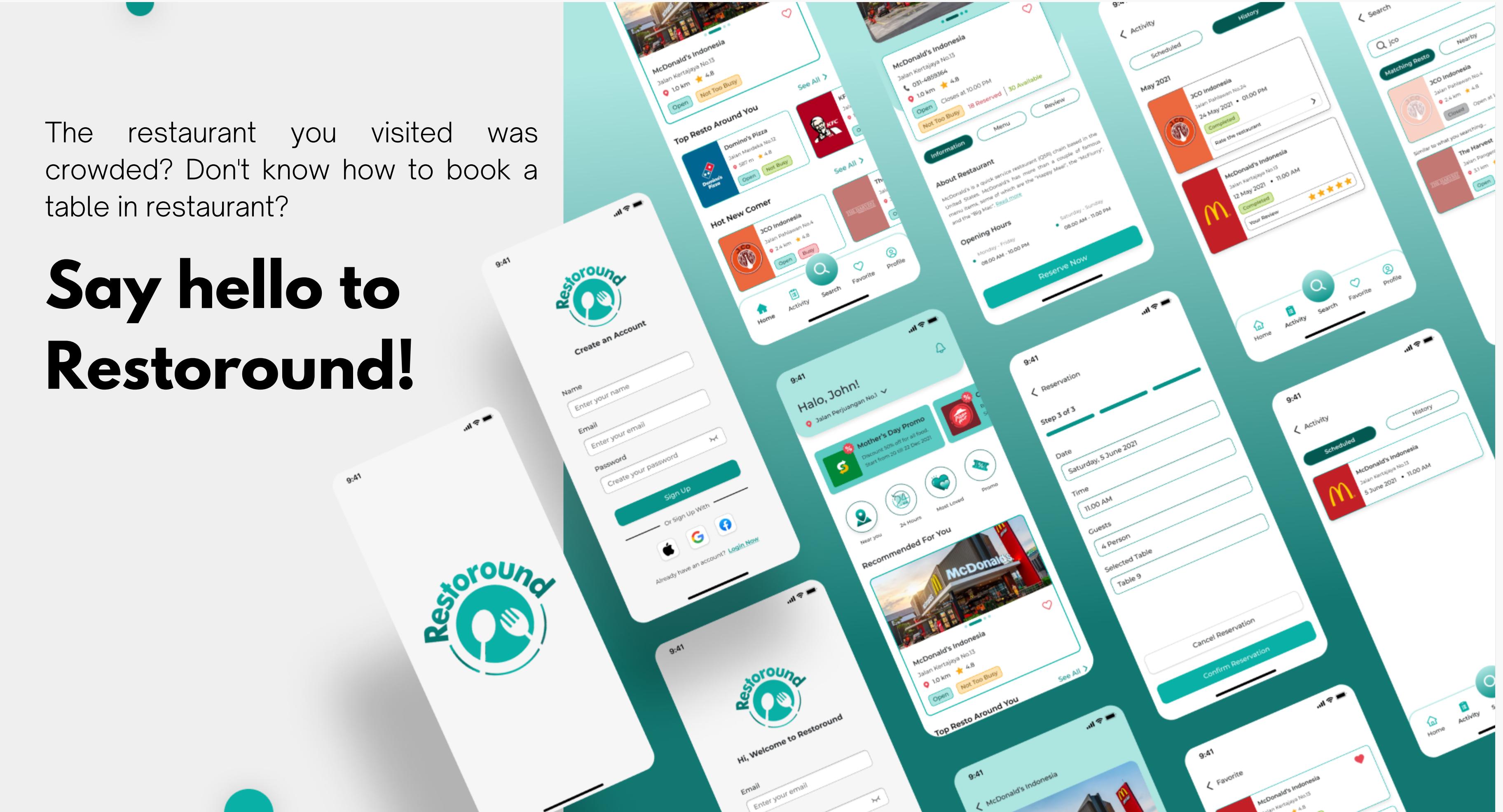
## What I learned

- The importance of asking appropriate questions to users to get the correct data and not getting too much confused
- When the research was done well, it is easier and faster to generate valid ideas
- Feedbacks are important
- No design is perfect, there is always a room for improvements



The restaurant you visited was crowded? Don't know how to book a table in restaurant?

# Say hello to Restoround!



# The Introduction

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**Restoround** is a mobile application that has a purpose to make people trying to **book a table** at certain restaurant **easier**. It also **helps** people to know which restaurant are full and which are not. It **saves** people the time and effort **because** it shows **information** about the restaurant such as menu that are available, visitor density, and other important informations about the restaurant.



# Where did the idea come from?

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Everything started from problems that i faced. **The main problem is the restaurant that i just visited is full.** It makes me lose my time, energy and also my goal is not achieved. The other problem is

- 1.I go to the restaurant when it was not open
- 2.I go to the restaurant to eat something that i want but it is unavailable
- 3.I don't know how to book a table at certain restaurants
- 4.When i want to eat something in the new places sometimes i don't know where to go

Thus, i made the solution statement.

"**I'm solving the problem** of overcrowded restaurant that **affects** my time and energy lost **when** i have to go to the restaurant **because** it is full or closed"



# Survey

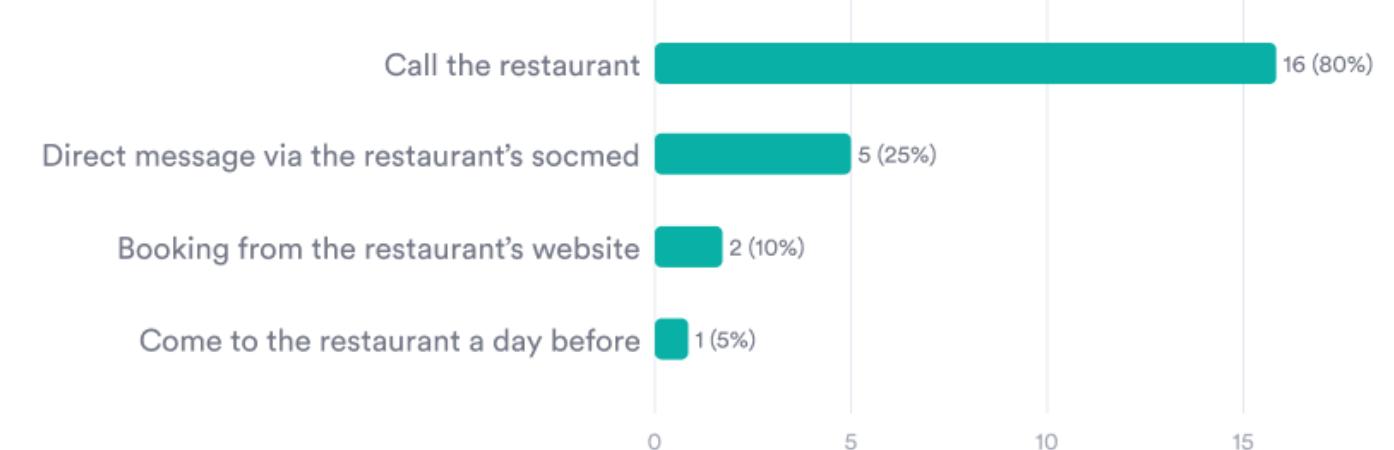
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Then I tried to do a survey about some of the problems that I experienced. And here the result

- 17 out of 20 people don't know how to book a table in the restaurant
- 19 out of 20 people have come to the restaurant but it is full or closed
- 20 out of 20 people have come to the restaurant to eat something that they wanted but it is not available

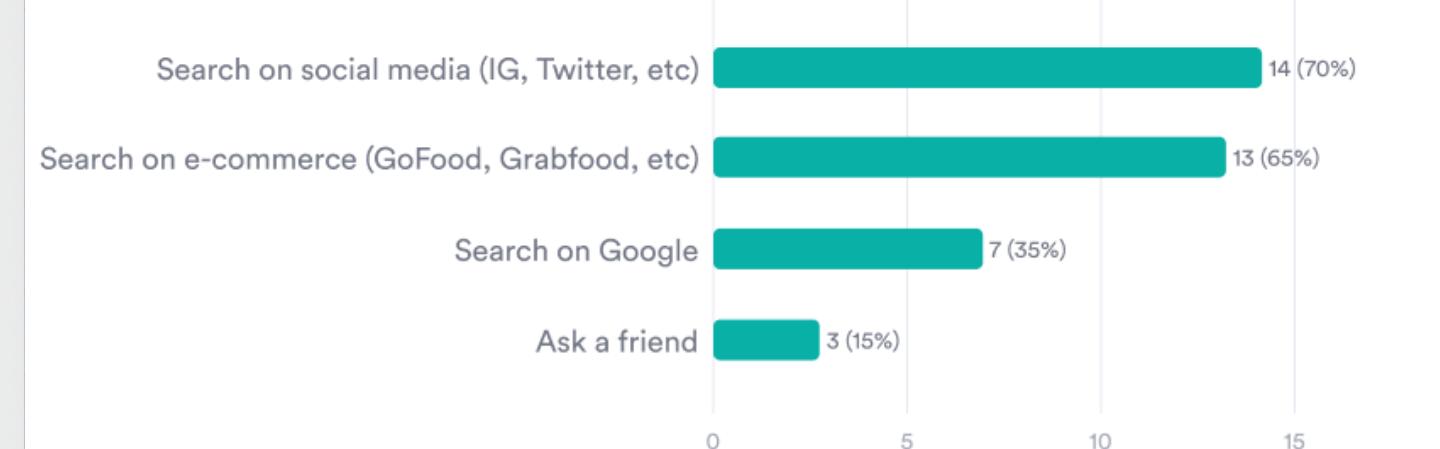
## What did you do to book a table in the restaurant?

20 responses



## How do you know the restaurant provides the food you want?

20 responses



# Why should we build this?

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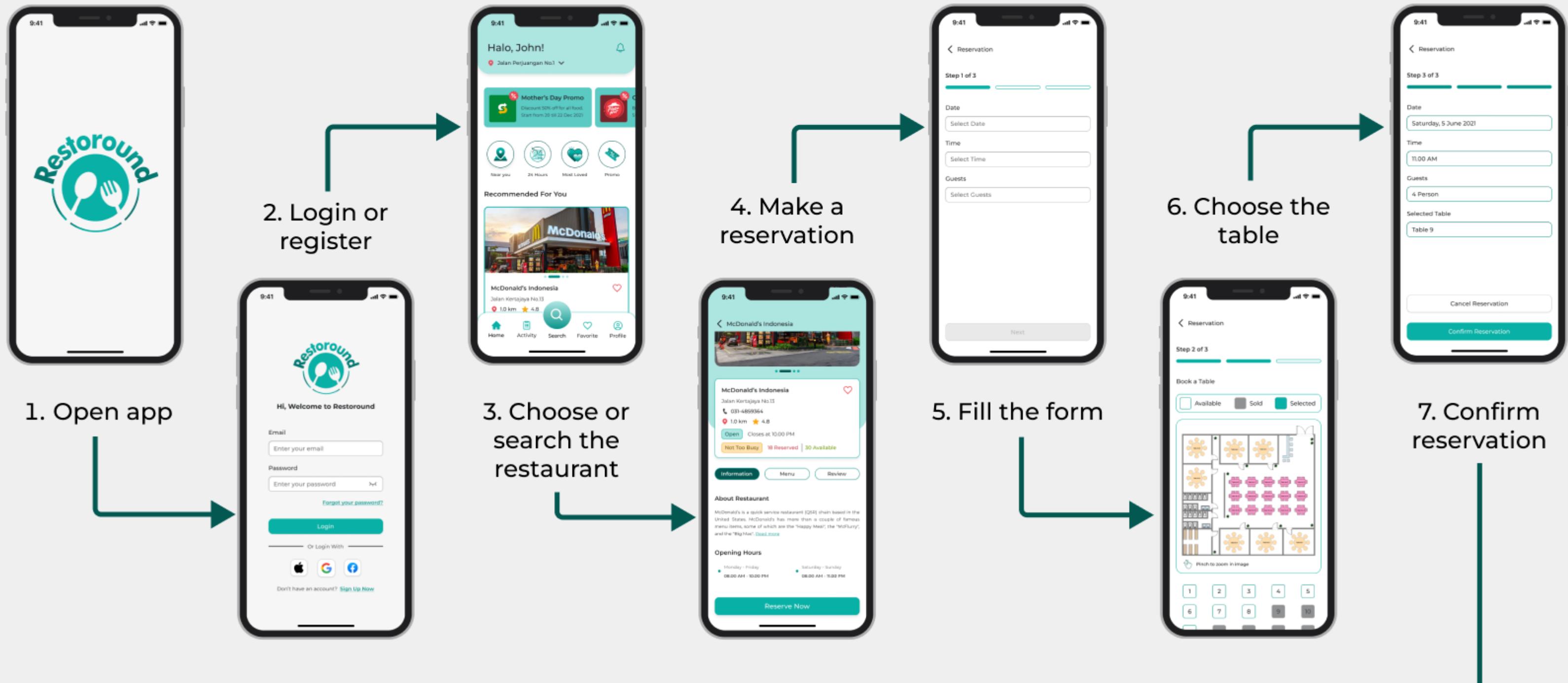
Based on the survey that has been done, it was found that the problems I experienced when coming to a restaurant and it's full or **closed** and **don't know how to reserve a table** were also experienced by other people. Therefore, I built an app named "**Restoround**" to solve these problems. Hopefully, this app will be just like what everyone needs.

The problem will be solved by:

1. Providing a platform that can help user make a reservation at various restaurants
2. Provide information about number of visitors and availability tables for each restaurant
3. Provide information about the availability of menus for each restaurant
4. Provide basic information related to restaurant such as operational hours, address, phone number, and indoor/outdoor photos of restaurant

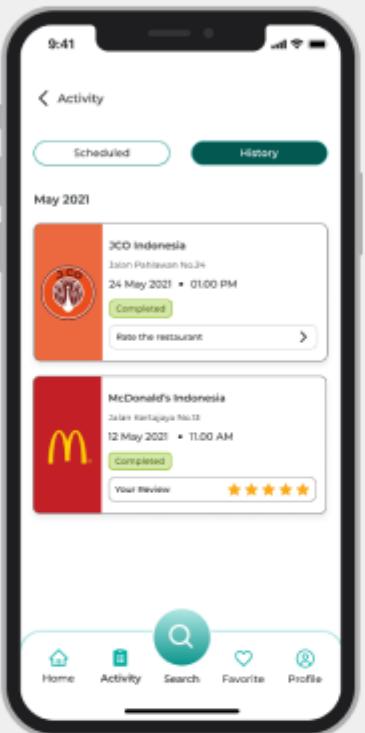
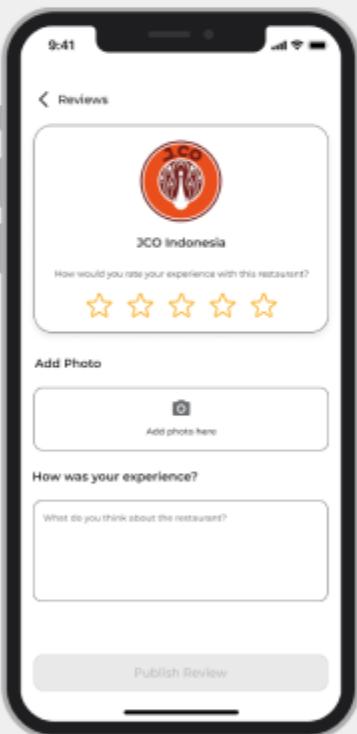


# Main User Flow

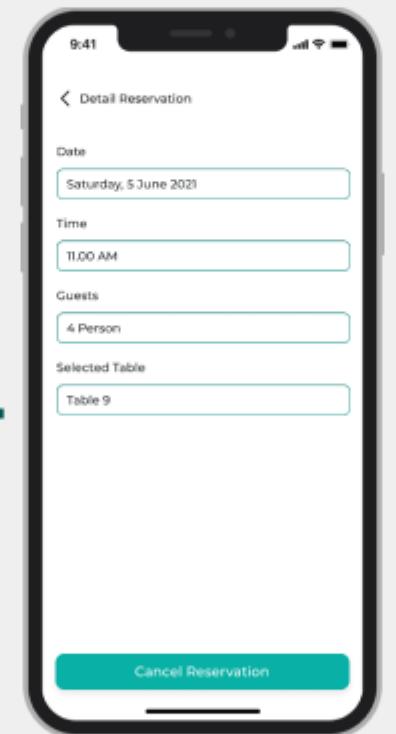


# Restoround

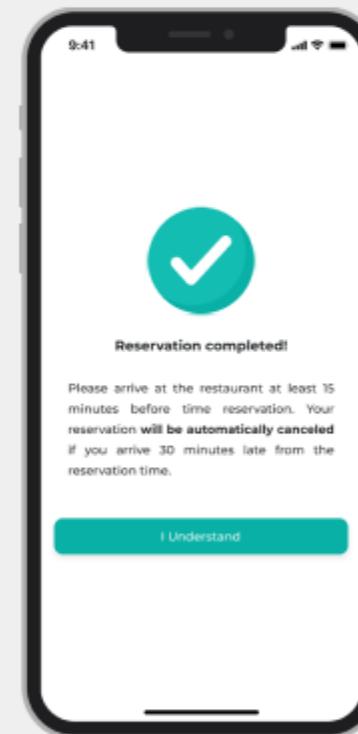
12. Leave a review about your reservation experience



10. See the detail of your reservation



8. Reservation success

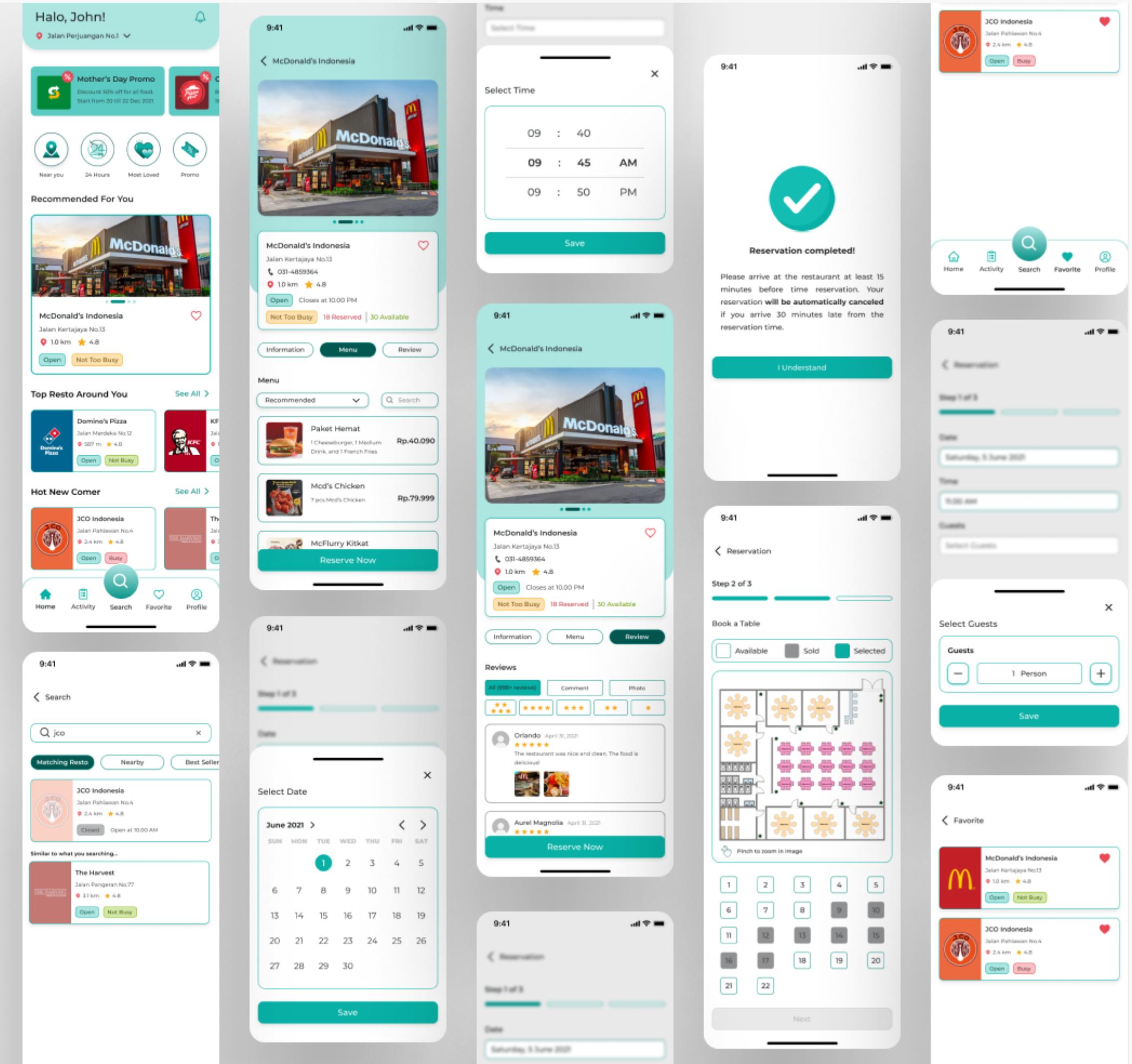


11. Your scheduled reservation will be moved into history section after it has been completed



# Restoround

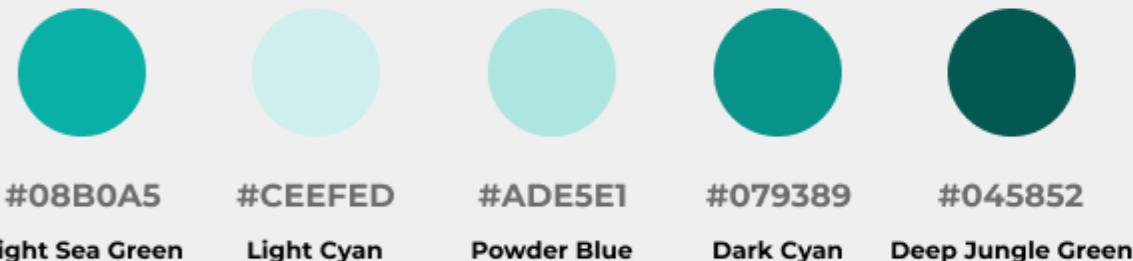
# Other Screen



# UI Style Guide

## Colors

### Primary Colors



### Reason Behind This

The primary color that we use is light sea green color. The color will be used as a base color to generate the other four colors. The color is chosen so the user feels relaxed, comfortable, and motivated to use the application.

## Typography

### Montserrat

Aa Bb Cc Dd Ee

### Text Styles

10      12      14      16

Text Caption    Text Body S    Text Body M    Text Body L

### Text Weight

Regular    Medium    Semi Bold    Bold

### Reason Behind This

Montserrat is a nice font with the geometric simplicity of the letters. It carries 9 weight and 18 styles. In this design process, I use 4 out of the 18 styles. Furthermore, Monserrat makes apps feel more premium and accessible to users as it provides high contrast compare to other fonts.

## Icon

### Major Icon - Default State



### Major Icon - Pressed State



# Lessons Learned

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## The benefits of user research

This project started from problems that I have experienced. Then I tried to do research about those problems. The results from the research that I did was the problems that I experienced were also experienced by other people. Based on the feedback that I received on my research, I can make a solution for their problems that is useful for others.

## The benefits of design system

While working on this project, I have learned that before starting to design a mockup, it is better to make a design system. Previously I worked on this project without a design system, then I created a design system to iterate and improve it. I created Restoround's design system using atomic design principles. After building the design system, the work feels easier to do and the application style seems more consistent.



# Vidio UX Challenge

E-Concert, Podcast, & E-Seminar features

The image displays four distinct sections of the Vidio mobile application, each showcasing a different type of digital content experience:

- E-Concert:** A screenshot showing the "Sour Tour 2022" concert page for Olivia Rodrigo. It includes a large video thumbnail, performer details, and ticket purchase options.
- Business Webinar:** A screenshot of a "Business webinar With Sandra Bell" page. It features a purple-themed slide with the title, a list of speakers (Sandra Bell and Jim Smith), and a detailed description of the webinar's purpose and agenda.
- Podcast:** A screenshot of the "Obsesif: NCOBROL SERU : SKILLS FOR FIRST JOBBERS" podcast page. It lists several episodes with their titles and descriptions, along with small video thumbnails.
- E-Seminar:** A screenshot of the "Business Webinar With Sandra Bell" seminar page, which appears to be a duplicate or a very similar interface to the one above it.

The overall design of the app is clean and modern, with a focus on user interaction through various buttons like "Book Ticket", "Dejar Sekarang", and "Lihat Semua". The content is presented in a grid-like format with clear categorization and search functionality.

# The Introduction

Vidio is a video streaming service with various contents such as TV streaming, movies, drama series, and other interesting content like "Vidio Sport" which presents the biggest sports from domestic and overseas.

The Covid-19 pandemic in 2020 has affected all aspects of human life, including lifestyles. The move from offline activities to online activities happened to prevent the spread of the virus.

Based on the situation, Vidio sees the opportunity to increase the business of audio streaming services such as e-concert, e-seminar and podcast



# Define The Product

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## 01 Why

The features are built to give a new experience about online activities adapted from offline activities. The features are e-concert, e-seminar, and podcast.

## 02 What

The new features will be designed as a digital product because the goal is to make people can feel the experience of offline activities in an online way.

## 03 Who

- Gender Distribution: **Male (65.10%)**, Female (34.90%)\*
- Age Distribution: **18-24th (39.15%)**, 25-34th (33.63%), 35-44th (13.21%)\*

## 04 When

I assumed the users will use this feature when they feel bored and in need of new contents of entertainment besides watching movies.

## 05 Where

These features can be accessed from anywhere as long as the users have the internet



# Observed Vidio's Website

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Before I make a design solution for this challenge, I observe the Vidio's websites to know the environment. These are the result from my observation:

1. Vidio has a lot of content categories. The content categories can be accessed from the top navigation bar
2. Each content categories have several sub-categories
3. There isn't any clear difference between the home page and the specific category page other than the content recommended to the user

These results make me easier to create my to-do list. Here is my to-do list:

1. Make content categories can be accessed not only from the top navigation bar but also can be accessed from the body of the page
2. Make icons for content categories and their sub-categories
3. Make a clear distinction to the user, whether he/she is at a specific category page or at the home page
4. Plot the e-concert features into the music category and podcast features into the entertainment category
5. Make a new category for the e-seminar feature and the sub-category

I plan to make a layout and design system **similar to existing Vidio's layout** because I want to make it **consistent**, so the Vidio's users **aren't confused** when trying the new features.



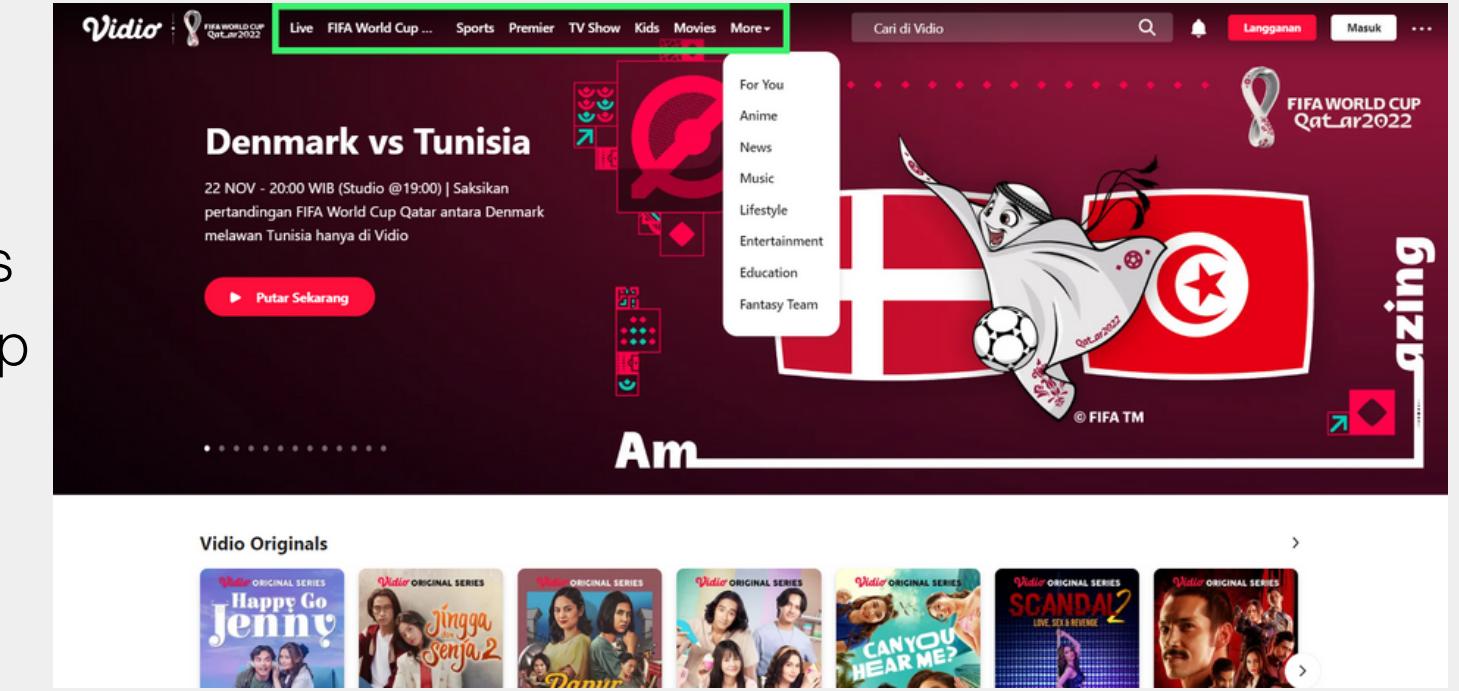
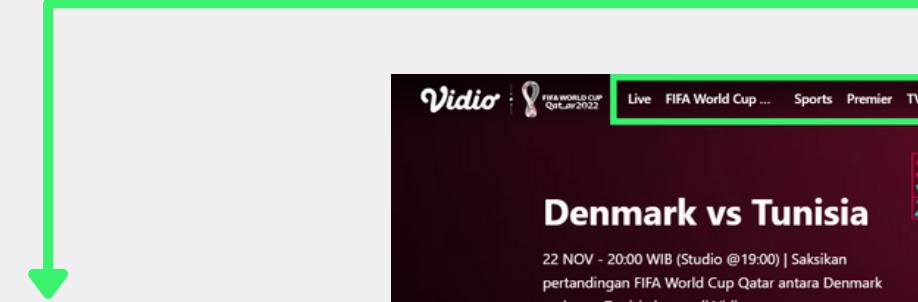
## Vidio UX Challenge

# Design Solution

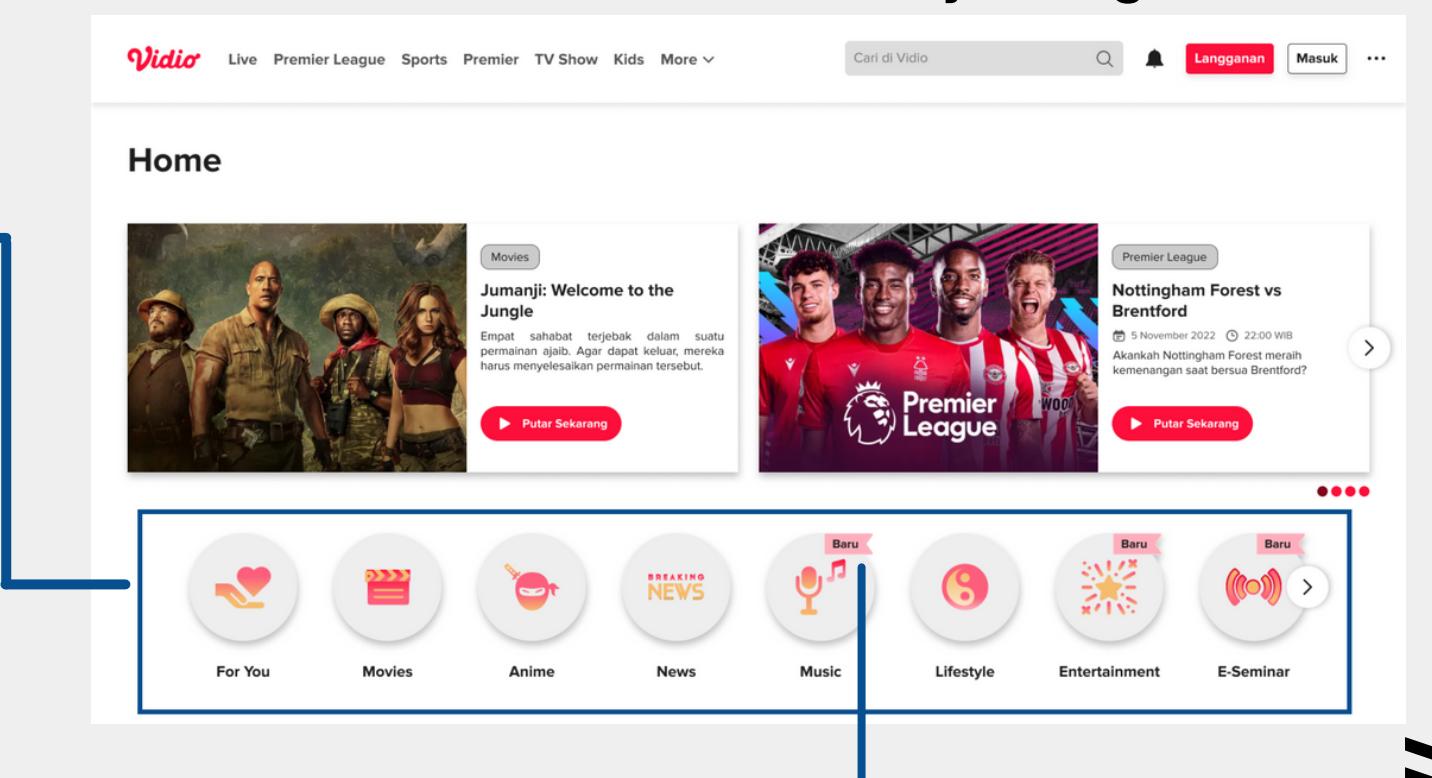
Some category button has a "new" label to indicate that there is a new feature on the category.

The content category can be accessed from the body page

The content category is available only on the top navbar



## Existing Vidio's Websites

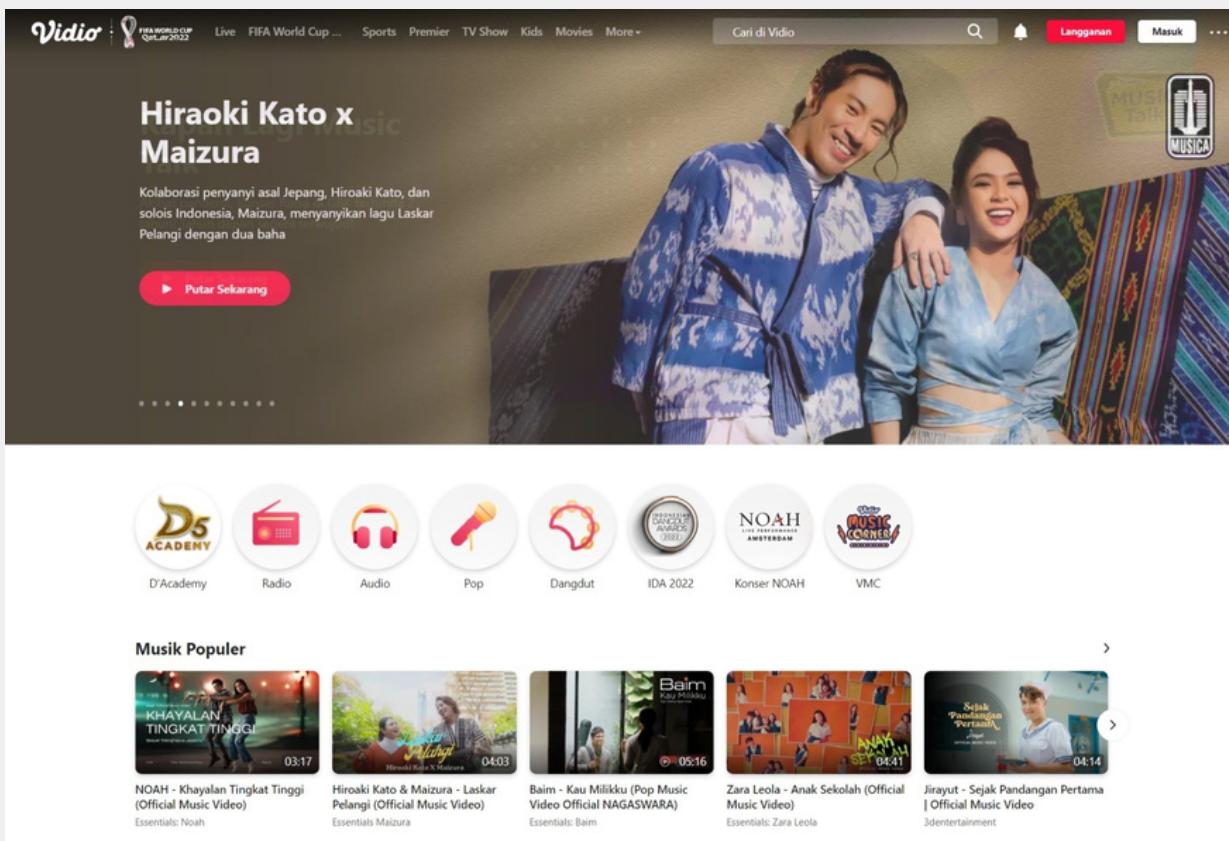


## My Design Solution

## Vidio UX Challenge

# Design Solution

### Existing Vidio's Websites for Music Page



### My Design Solution

A screenshot of the redesigned Vidio website for the Music page. The navigation bar at the top includes links for Live, Premier League, Sports, Premier, TV Show, Kids, and More. A search bar and a "Langganan" button are also present. The main content area shows a breadcrumb navigation path: Home &gt; Music. Below this, there are two video thumbnails: "NAGASWARA" by Baim and "Kau Milikku" by Jolene Marie. Further down, there is a section for "E-Concert" featuring icons for Baru, Pop, Dangdut, Radio, and Audio Book. A highlighted section titled "Baru Untukmu" features five concert thumbnails: Billie Eilish: Global Citizen Concert, Taylor Swift: 1989 Global Tour, Green Day: American Idiot Concert, Maroon 5: American Tour Leg, and Ed Sheeran: Mathematics Concert.

The page path helps the user by communicating the user's current page. This follows one of the 10 Nielsen and Molich's UI Design Guideline, #1 Visibility of System Status

The E-Concert's contents are also highlighted to inform the user about new the feature

# Design Solution

Here we provide information that the user might want to know on e-concert page such as the schedule for the next concert, the e-concert videos that you can rewatch, and a list of top trending artists.

We also put the future concert on the top to make it less likely that the user misses a concert

## E-Concert Page as a new feature

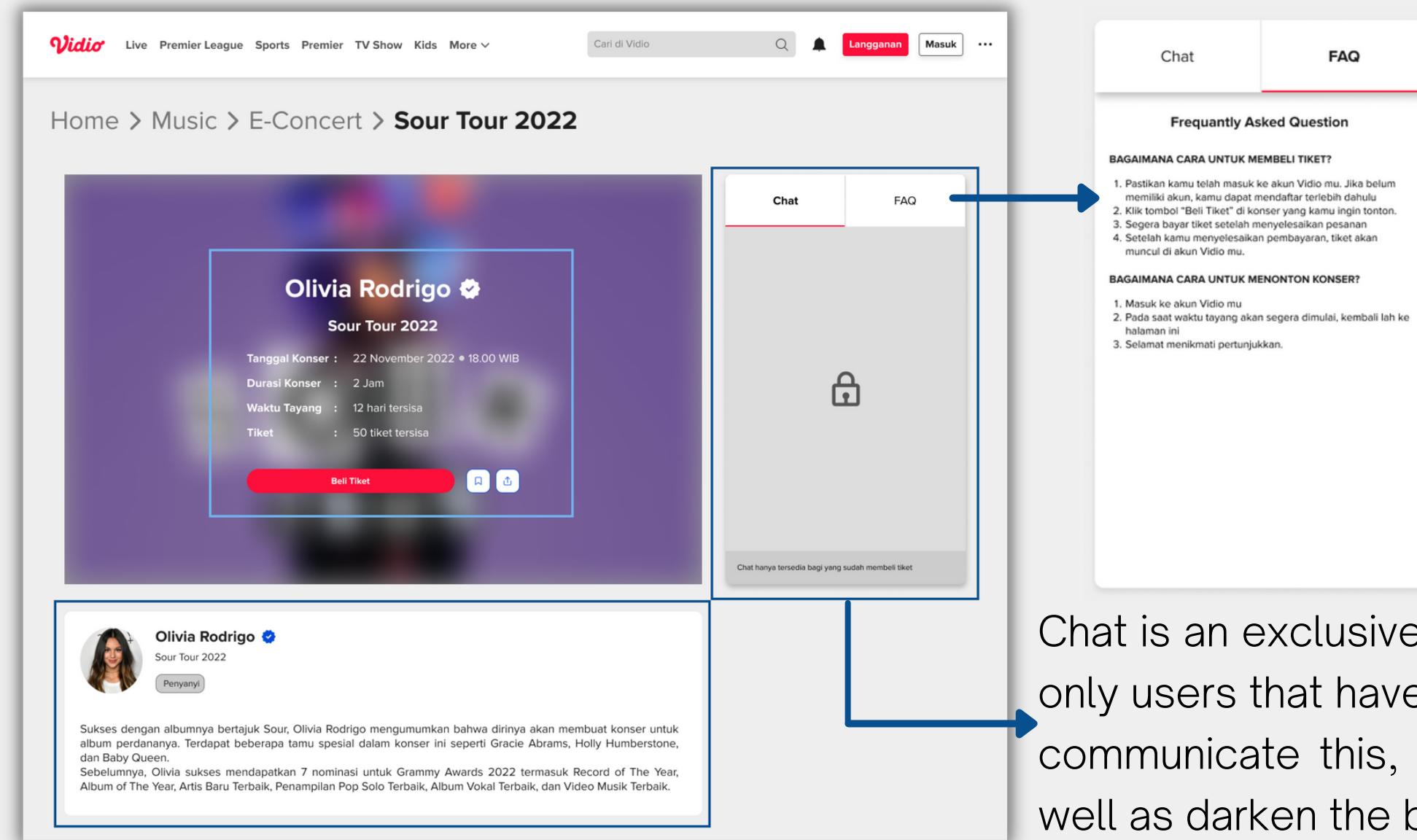
The screenshot shows the Vidio website's E-Concert page. At the top, there is a navigation bar with links for Vidio, Live, Premier League, Sports, Premier, TV Show, Kids, More, Cari di Vidio (Search), Langganan (Subscribe), and Masuk (Log In). Below the navigation, the page title "Home > Music > E-Concert" is displayed. The main content area features two large thumbnail cards for "Sour Tour 2022 - Olivia Rodrigo" and "Happier Than Ever The World Tour - Billie Eilish". Each card includes a "Beli Tiket" (Buy Ticket) button. Below these, there are sections for "Jadwal E-Concert Mendatang" (Upcoming E-Concert Schedule) and "Video E-Concert Populer" (Popular E-Concert Videos), each displaying five video thumbnails. At the bottom, there is a section for "Top Trending Artist" featuring six artist profiles.



# Design Solution

In this page, we provide important details about the content in the middle. Thus, the user will miss the important information on the concert.

## E-Concert Detail Page



Chat is an exclusive feature that is available to only users that have bought the ticket. To help communicate this, we add a locked icon, as well as darken the background of the feature.

FAQ helps the user common functionality that the user want to do. Such as how to order, and how to watch the concert. This also uses Nielse's 10 principles of UI design, #10 Help and documentation



## Vidio UX Challenge

# Design Solution

When the concert is live, the user is able to communicate using the chat feature.

### E-Concert Detail Page

The screenshot shows a live concert video of Olivia Rodrigo performing on stage. She is singing into a microphone and playing an acoustic guitar. The stage is illuminated with purple lights and flowers. In the top right corner, there is a blue-bordered box containing a 'Chat' section with several messages from users:

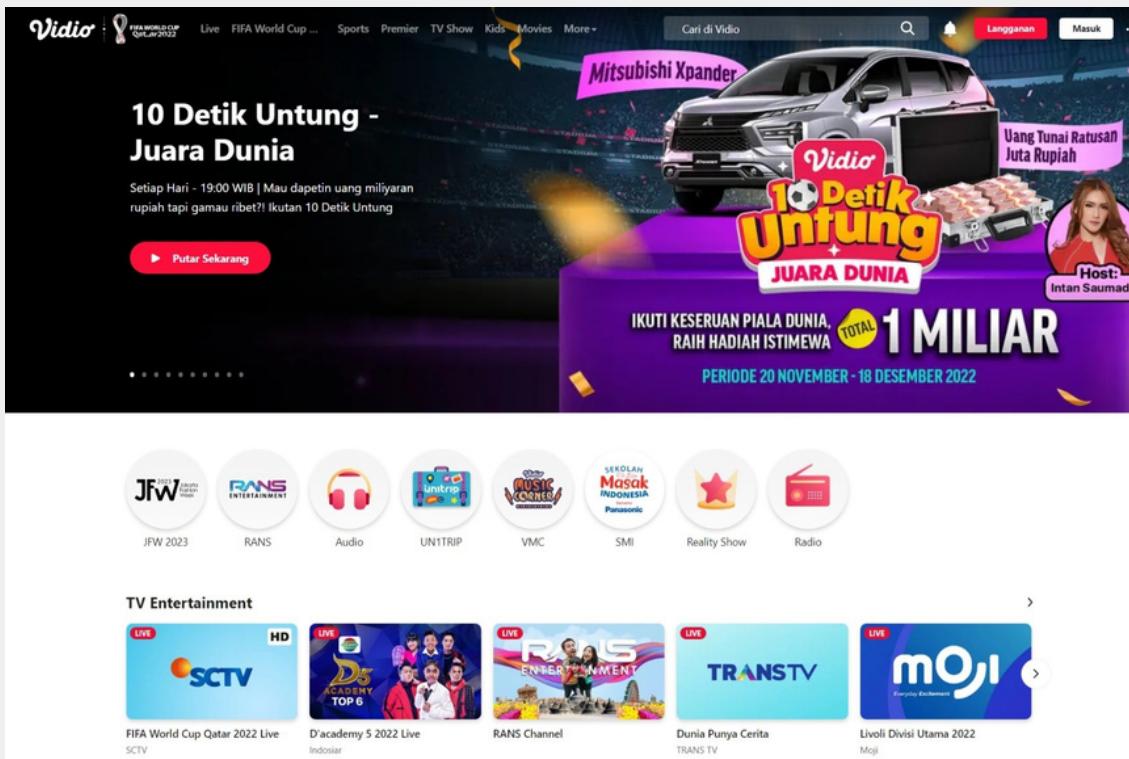
User	Message
JM	You are so amazing
Tata	I love youuuu
BW	Halo, Olivia!!!!!!
Vanessa Andini	You go girl!!!!!!!

At the bottom of the page, there is a bio box for Olivia Rodrigo, stating she is a singer and part of the Sour Tour 2022. It also mentions her success with the album "Sour" and her Grammy nominations.



# Design Solution

## Existing Vidio's Websites for Entertainment Page



A screenshot of the proposed Vidio Entertainment page. The layout is similar to the existing page but with a focus on the 'Podcast' category. The 'Baru Untukmu' section at the bottom highlights several podcasts, including 'Close The Door Corbuzier Podcast', 'Listen Up! a podcast.', 'Trio Kurnia Podcast (Vincent, Desta &amp; Andre)', 'Conan O'Brien Needs a Friend', and 'Berbeda Tapi Bersama Podcast With Habib Jafar'. The rest of the page follows the standard Entertainment template with sections for JFW 2023, RANS, and other media content.

## My Design Solution

Entertainment page is similar to the E-Concert page. The only difference is the content of the page itself. Instead of Concert, we highlight the entertainment feature which is Podcast.



## Vidio UX Challenge

# Design Solution

### Podcast Page as a new feature

The screenshot shows the Vidio homepage with a navigation bar at the top. Below it, there's a section for 'Entertainment' and 'Podcast'. A large blue banner for 'Obsesif' is prominently displayed. To its right is another podcast card for 'Listen Up! By Catch Me Up'. Below these are two rows of category icons: 'Family Podcast', 'Game & Learn', 'Influencer Talk', 'Business', 'Comedy', 'Educational', and 'Sports'. The main content area is titled 'Top Podcast' and lists several podcasts like 'Trio Kurnia', 'Musuh Masyarakat', 'Berzik', 'Hiduplah Indonesia Maya', and 'Berbeda Tapi Bersama'. Another section, 'Hangat Dibicarakan', lists 'Kenapa Harus Pro LGBT?' and 'Kekalahan Konyol Artis Eman'. The bottom section, 'Vidio Original', includes 'Oktobertakan', 'Mengambil Peluang Dalam Penolakan', 'Maaf, aku masih suka rindu', and 'Saat Sesorang Mati Rasa'.

To help the user find the right podcast that they want to listen to, we provide divide the podcasts into categories. We then show new and trending podcasts that the user might find interesting.

### Podcast Detail Page

The screenshot shows the 'Podcast Detail Page' for the 'Obsesif' channel. At the top, there's a large banner for 'Obsesif' with the tagline 'NGOBROL SERU : SKILLS FOR FIRST JOBBERS'. Below the banner, there's a brief introduction about the channel. The main content area is titled 'Episode Terbaru' and lists four episodes: 'Naik Gaji Jalur Cepat. Emang Ada?', 'Bongkar Red Flags di Tempat Kerja', 'Esok Yakin Pasti Resign', and 'The Art of Decision Making'. Each episode has a thumbnail, a title, a description, and a play button. A blue arrow points from the 'Obsesif' banner on the left side of the page towards the 'Episode Terbaru' section.

We provide a way to make it easier for the user to access the latest content, by recommending it on top of the list.

Not only that, but we also provide more control for the user if the user wants to find old content.

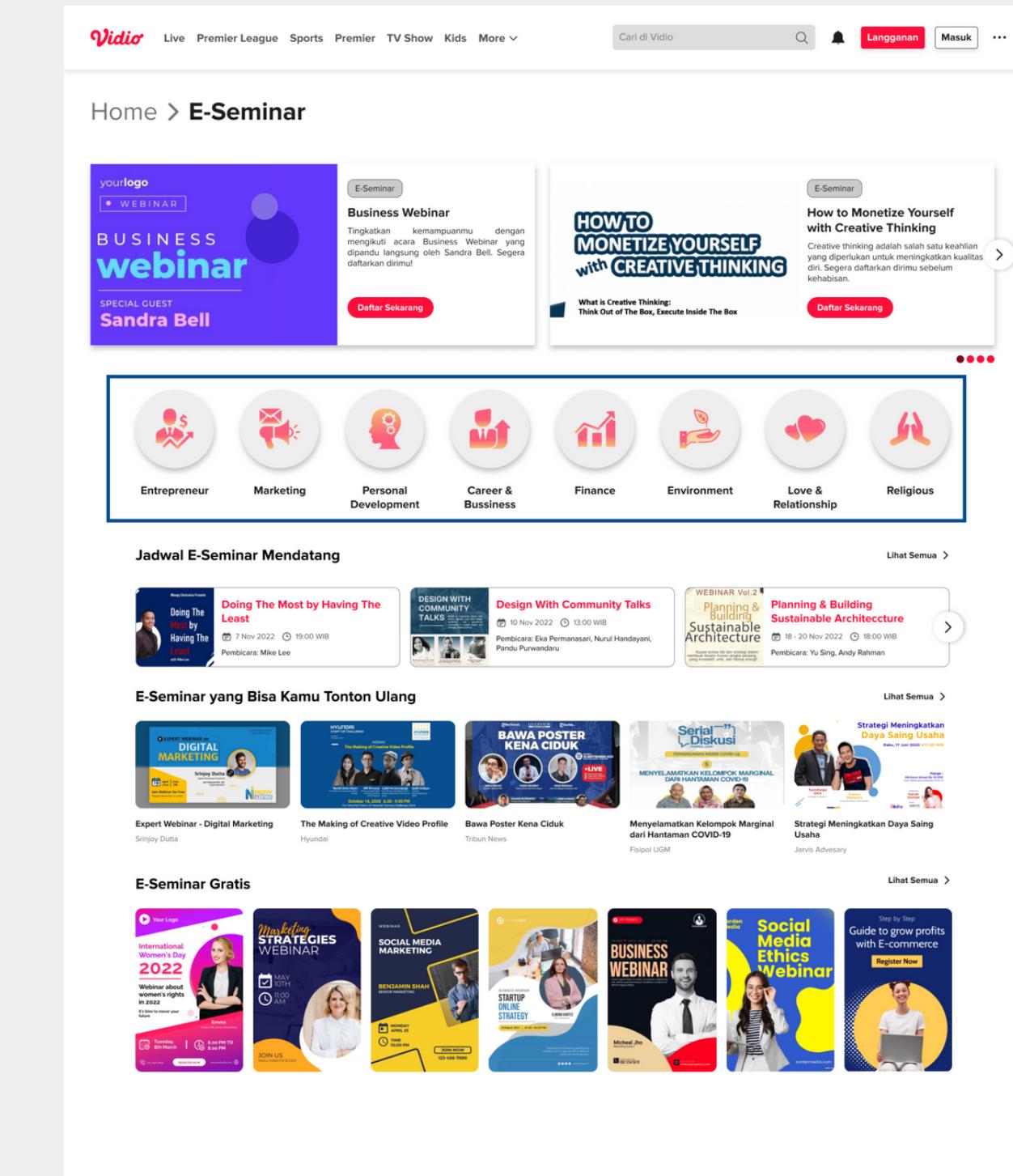
# Design Solution

Similar to podcast page, E-Seminar page also provide categories to help the user find the right seminar for them.

Similar to the concert page, we also put upcoming seminars on top of the content so users can easily find new and upcoming seminars.

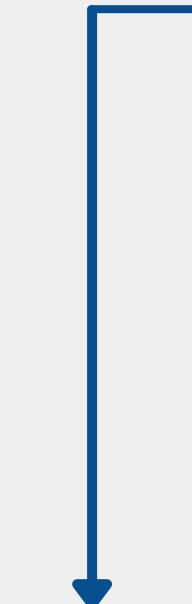
Not only that, we also provide a section for free seminar to help user who want to find free seminars.

## E-Seminar Page as a new feature



## Vidio UX Challenge

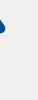
# Design Solution



## E-Seminar Detail Page

When we click on a seminar, the user will be shown important information regarding the concert. Not only that we also show what the seminar advertises, to help the user if the seminar is right for them. We also show additional information like how to join the E-Seminar and recommended E-Seminars.

This how the page will look when the seminar is live.



# Reflection

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This is **the first time** I have to finish a design for **3 feature in 5 days**. While working on the project, I notice a few **mismangement** that I could improve. Firstly, **I didn't create a timeline** to finish the project thus making some feature took look longer than expected. Secondly, **I was too focused on perfecting a design** thus wasting valuable time on specific part of the design. From those mistakes, **I have learned to create timeline** and clear milestones of the design to manage time of the project. And **to learn that it's okay to not have a polished design at the start**, because we should focus on the overall design first before polishing the design later.



# Thank You

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**You can contact me by**

email : sittichofifah@gmail.com

phone number : 087848096470