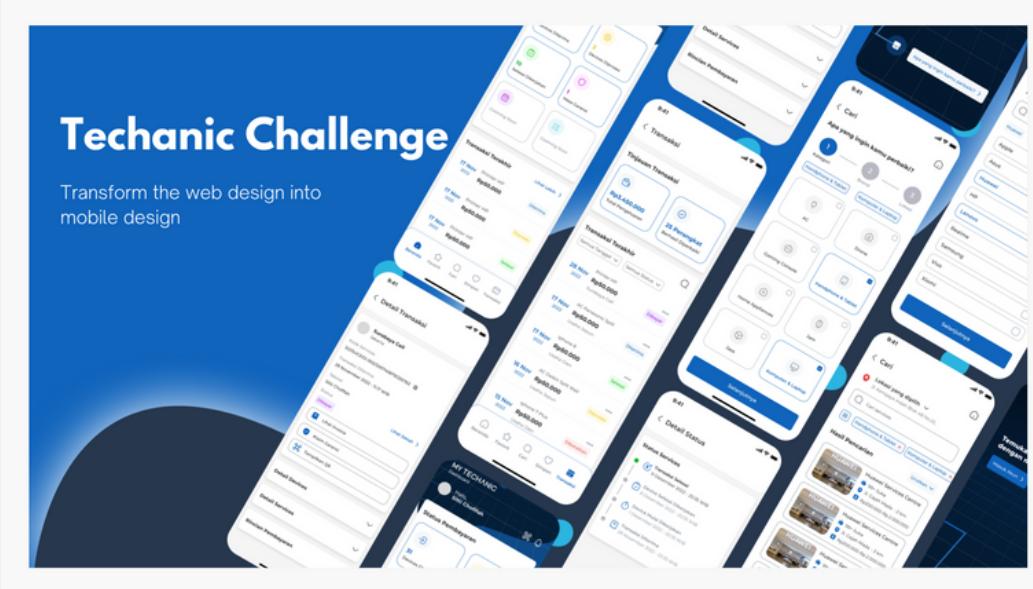
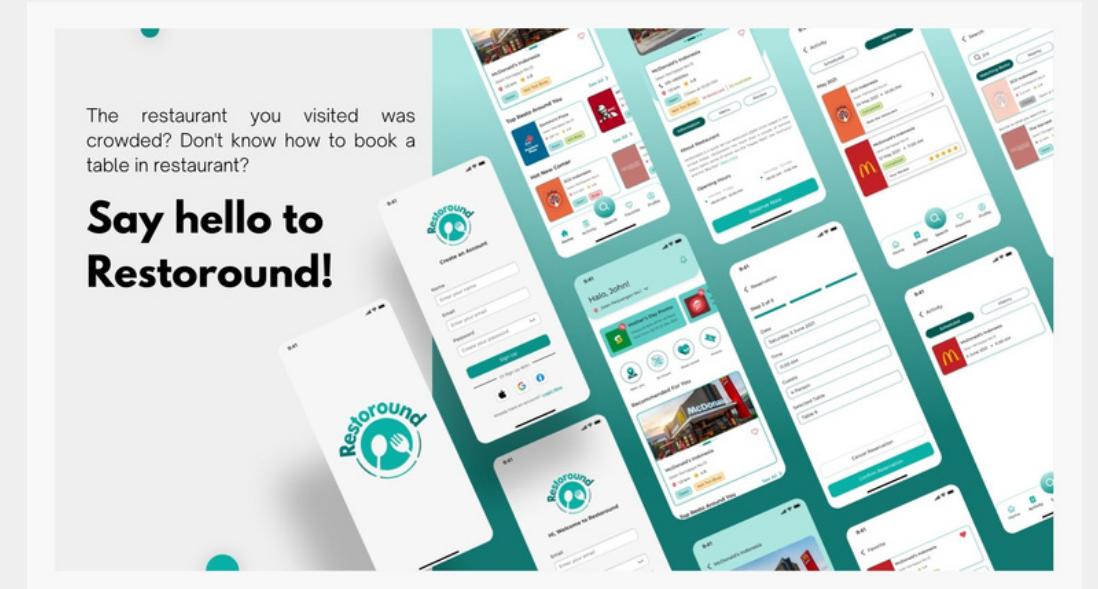
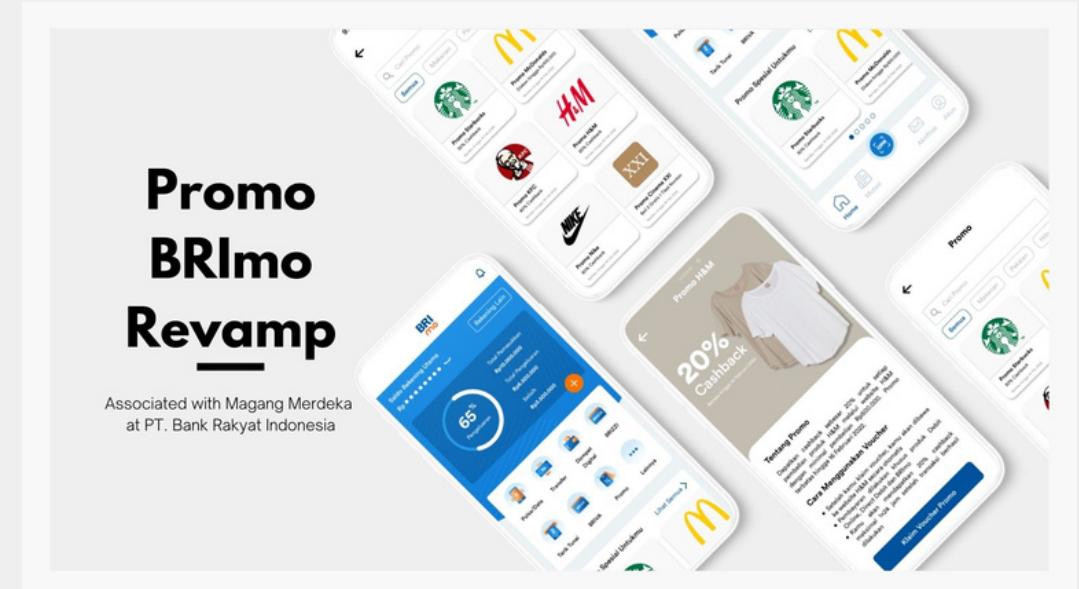
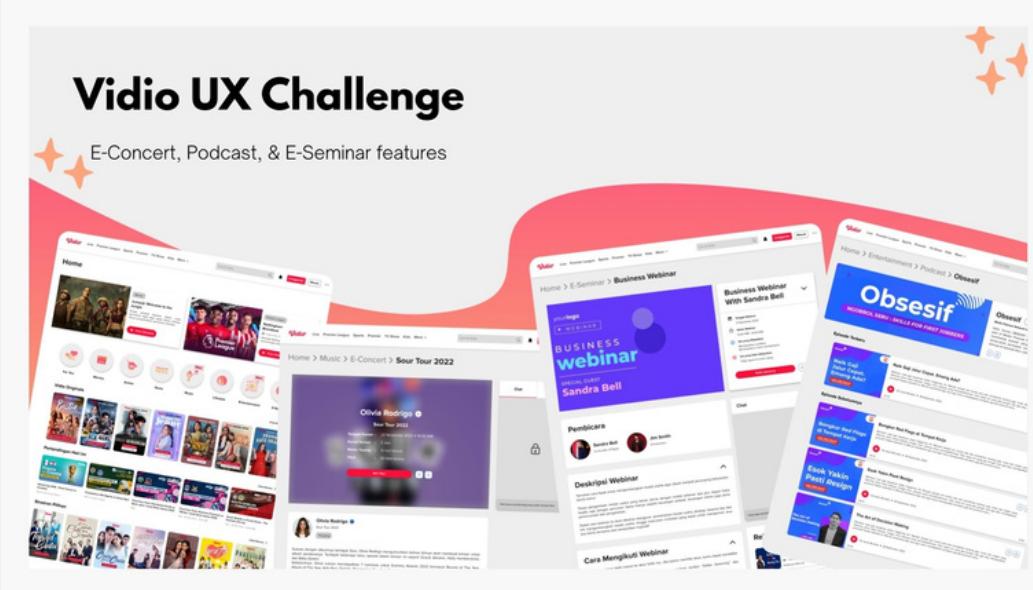


Portfolio

UI/UX Designer

Sitti Chofifah

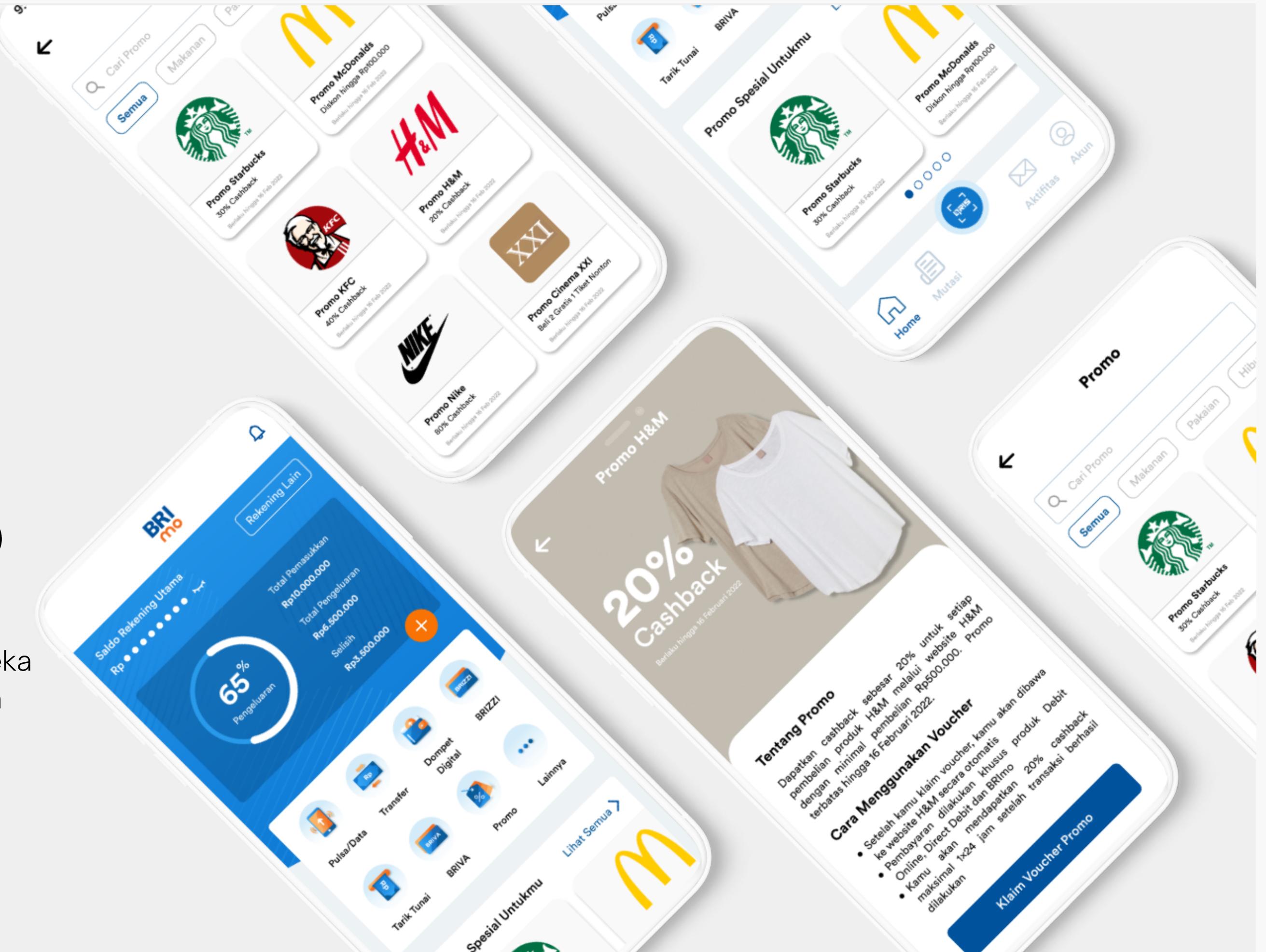
List of Content



Click the thumbnail to open more

Promo BRImo Revamp

Associated with Magang Merdeka
at PT. Bank Rakyat Indonesia



Promo BRImo Revamp

The Introduction

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

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

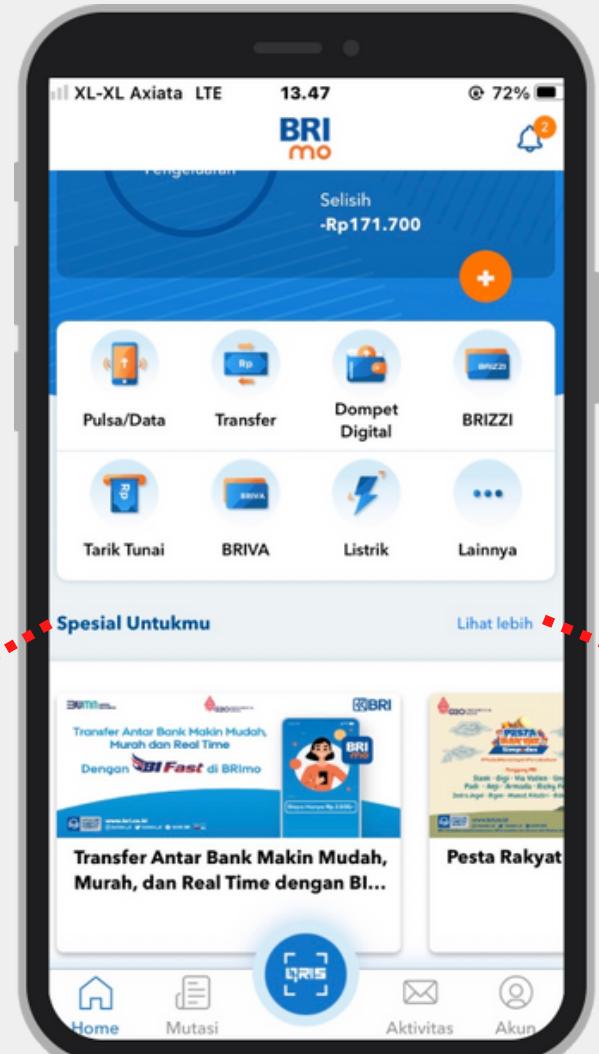
- 01** How might we give another alternate way to access Promo feature?
- 02** How might we make user easier to search promo based on certain keywords?
- 03** How might we make information of promo more informative?
- 04** How might we make a promo can use directly by BRImo apps?



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

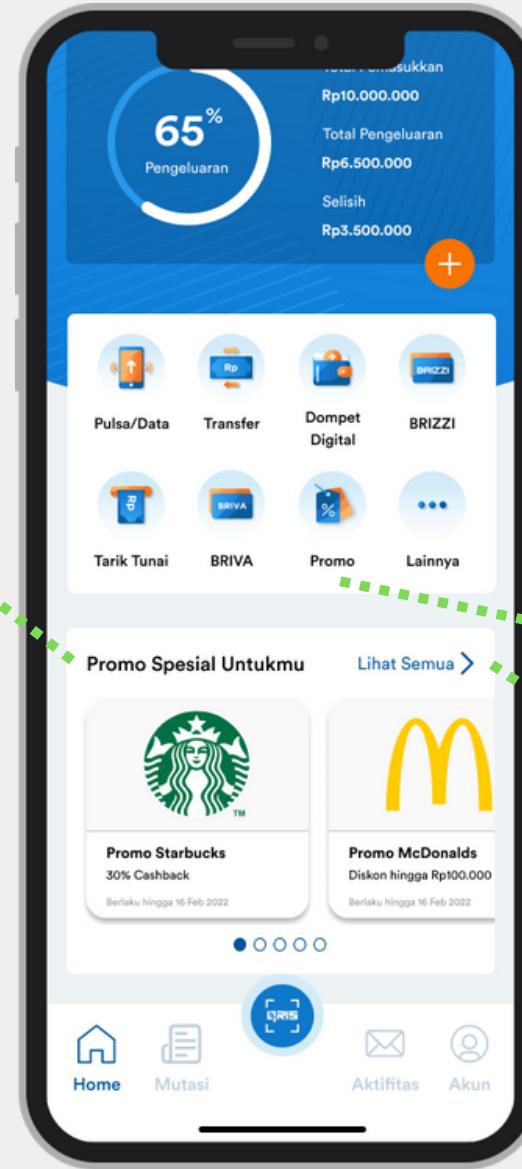
Solution

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

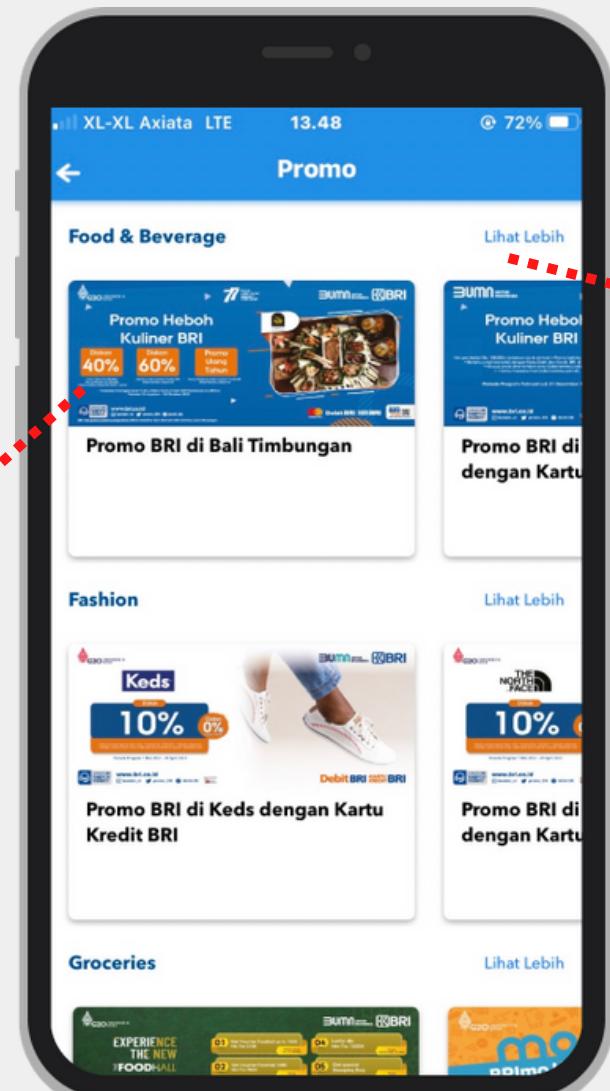
There are 2 ways to access Promo feature and make a button "Lihat Semua" bigger than the button in existing app. I also add chevron right symbol to make it more visible



Promo BRImo Revamp

Design Solution

Existing Apps



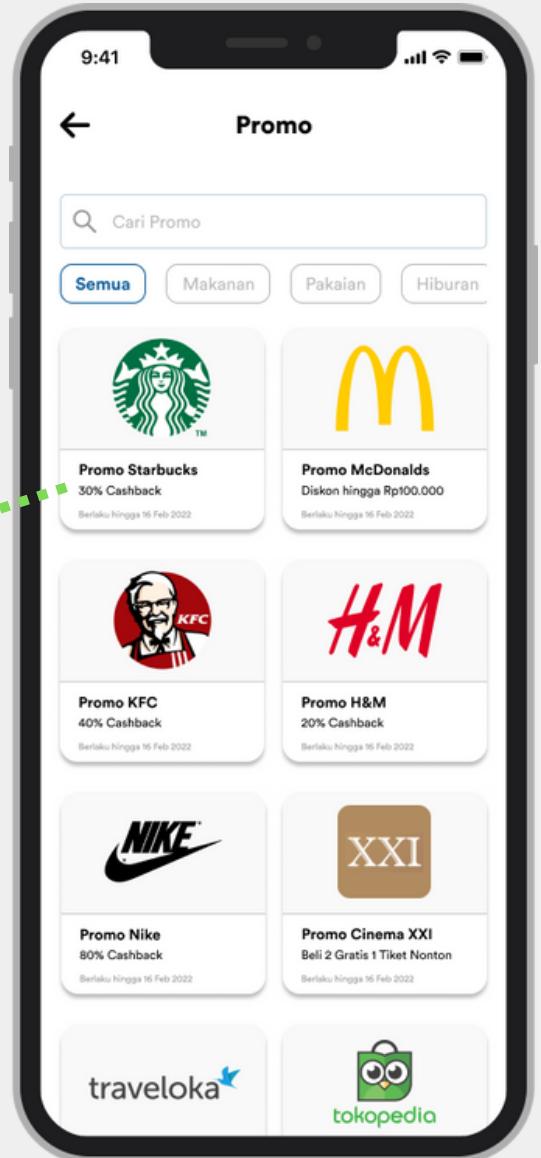
Pain Point

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

Pain Point

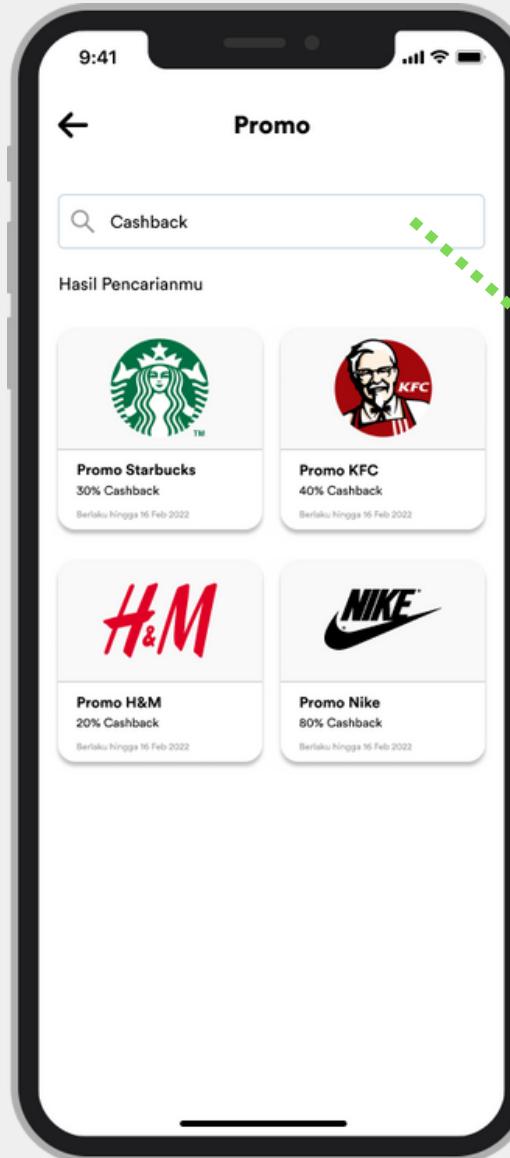
User must check and scroll each category to explore all the promo.

Redesign Mockup



Solution

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



Solution

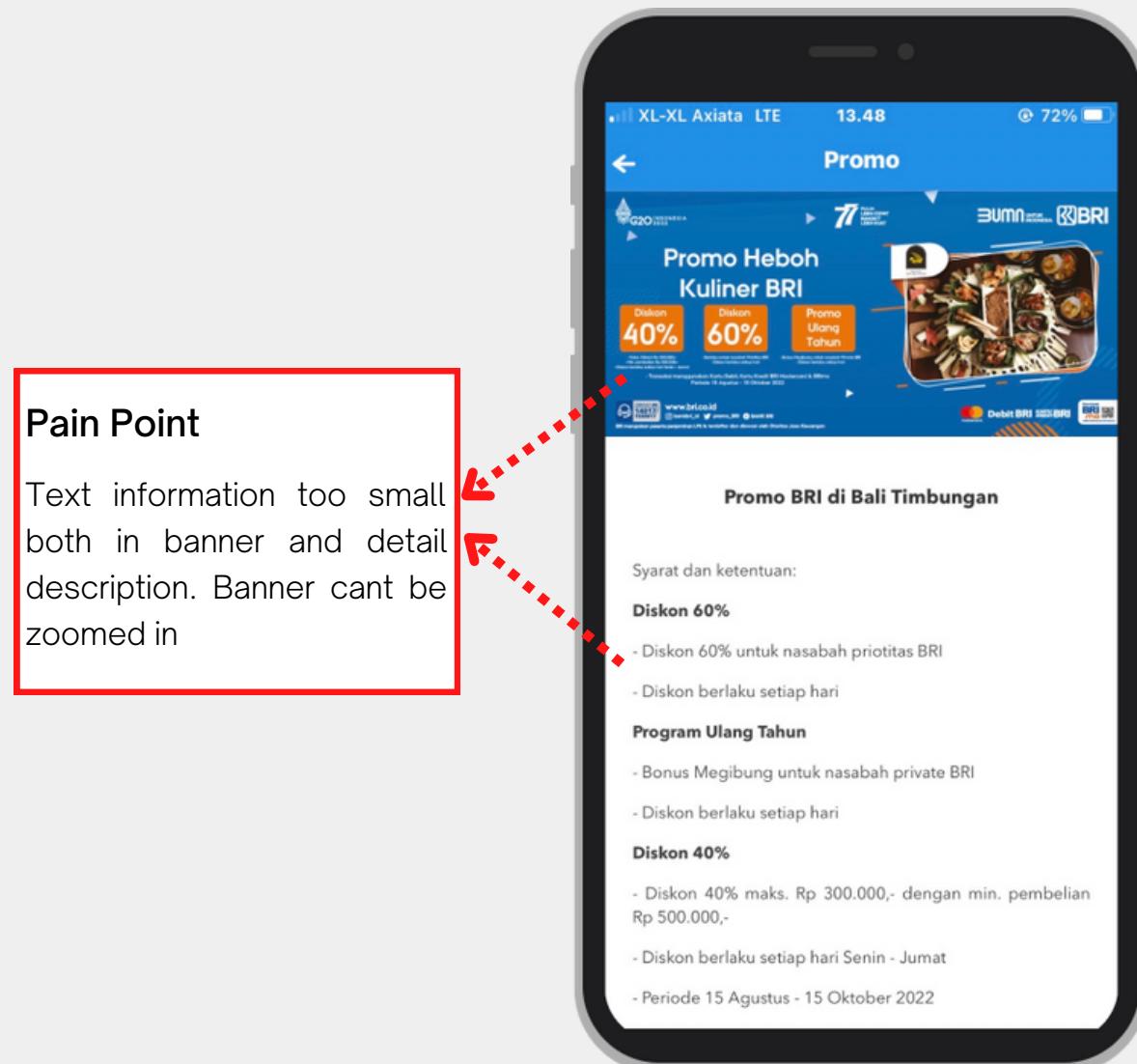
There is a search bar to make searching promo based on certain keywords easier



Promo BRImo Revamp

Design Solution

Existing Apps



Pain Point

Text information too small both in banner and detail description. Banner cant 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

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

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

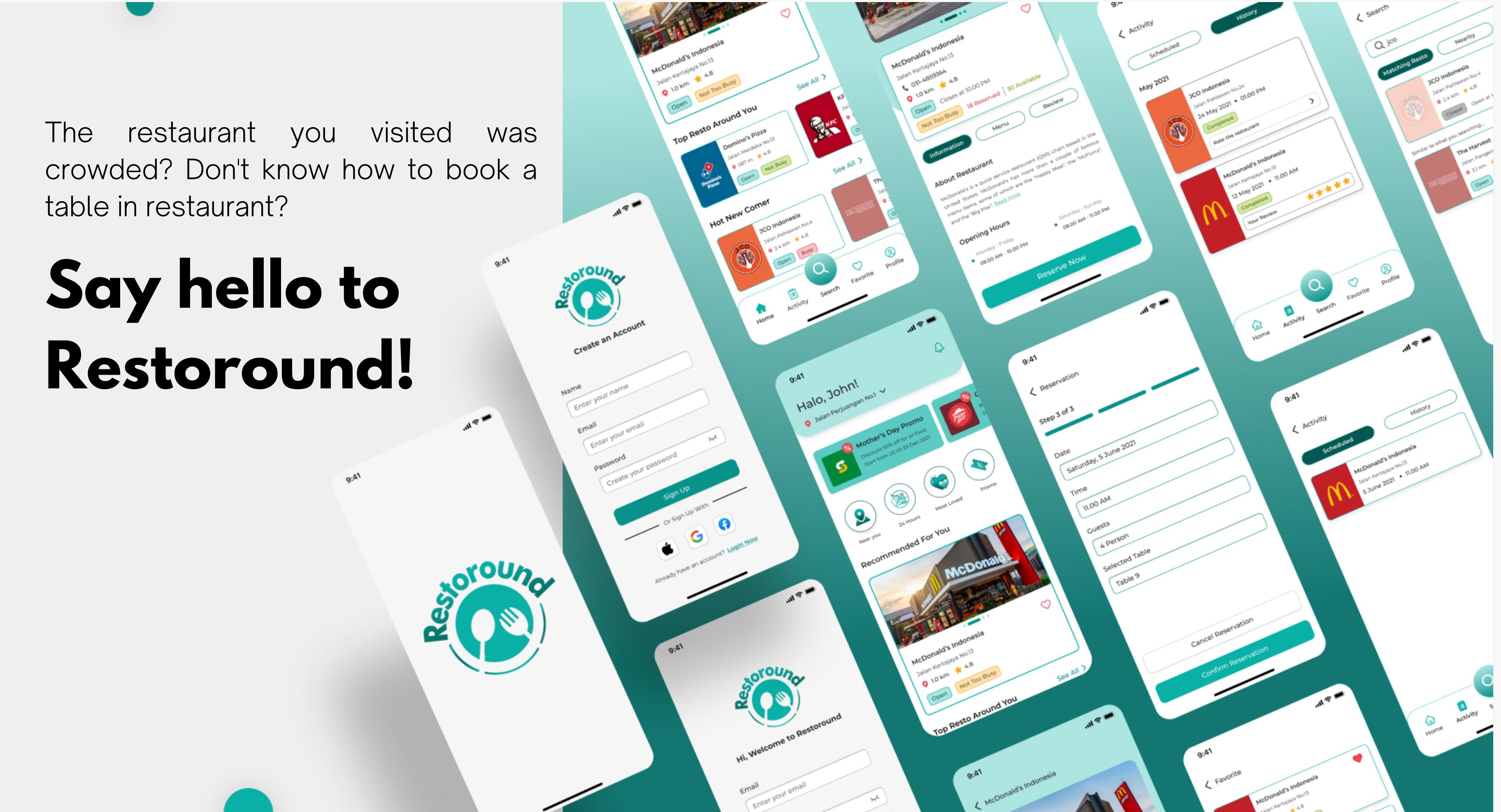
What I learned

- 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

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?

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"



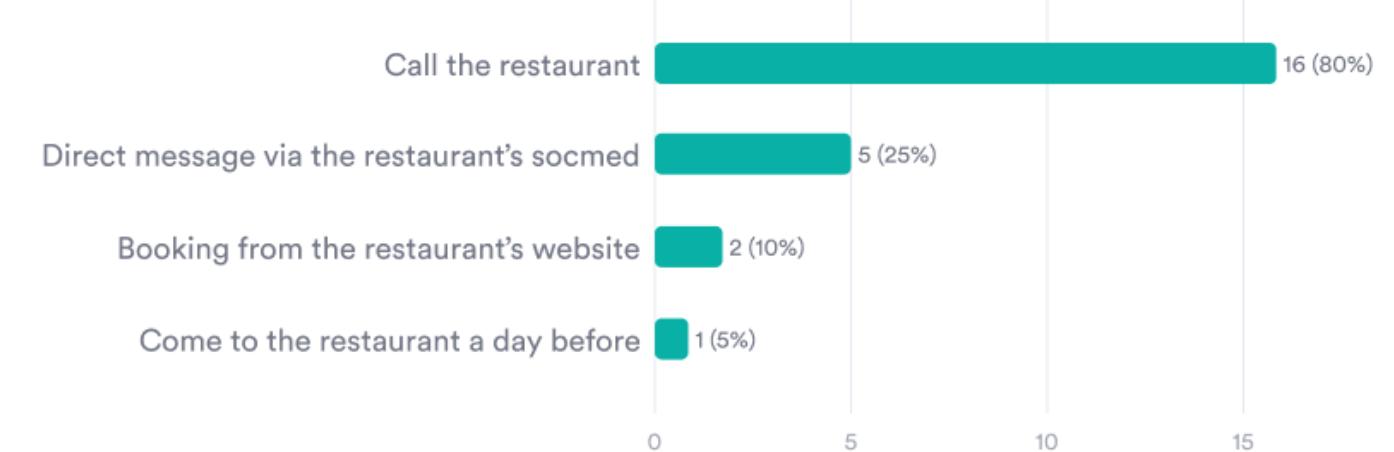
Survey

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

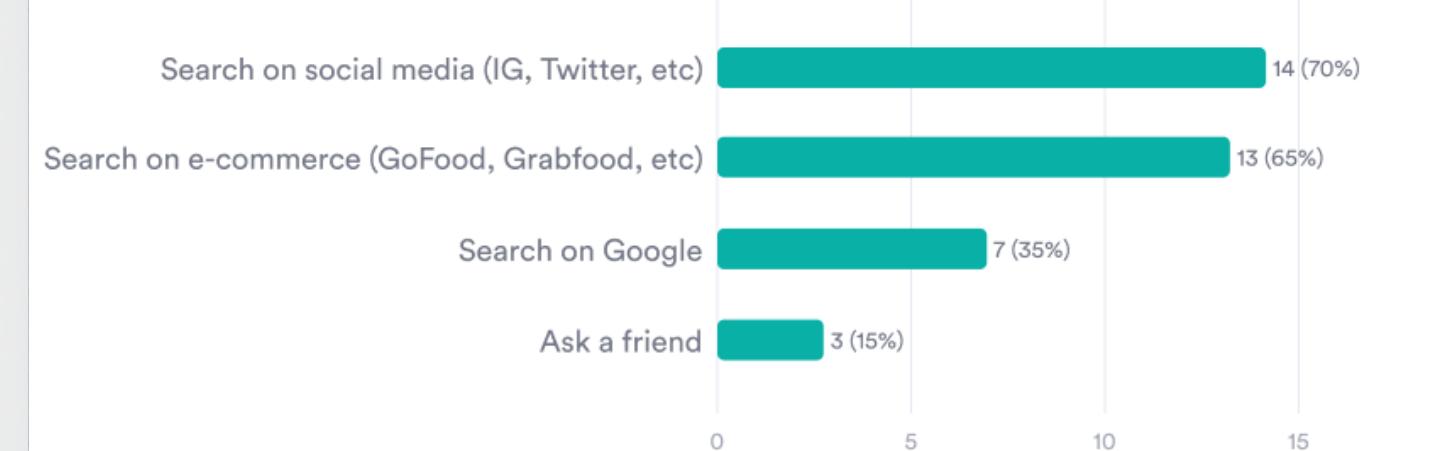
What did you do to book a table in the restaurant?

20 responses



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

20 responses



Why should we build this?

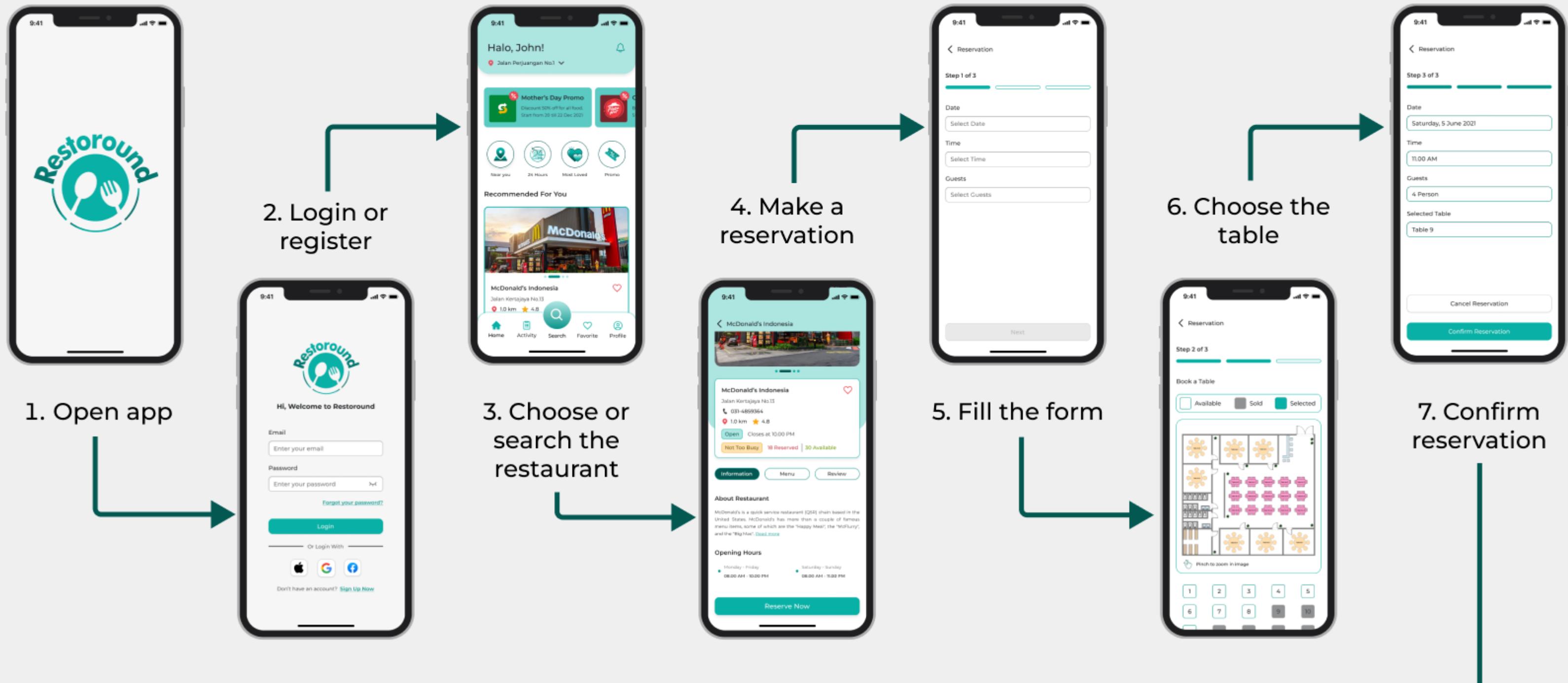
Based on the survey that has been done, it was found that the problems I experienced when coming to a restaurant and it's full or **closed** and **don't know how to reserve a table** were also experienced by other people. Therefore, I built an app named "**Restoround**" to solve these problems. Hopefully,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

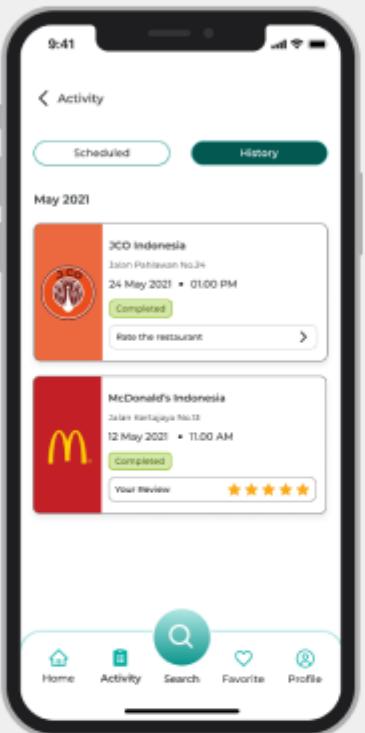
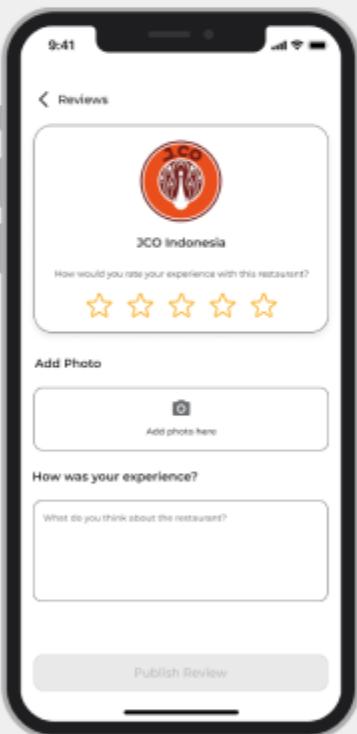


Main User Flow

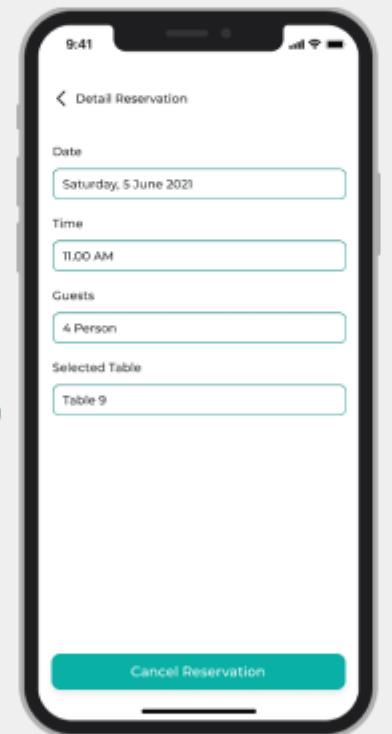


Restoround

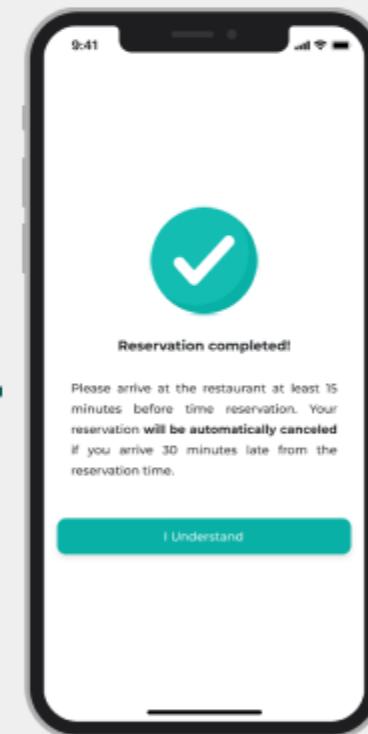
12. Leave a review about your reservation experience



10. See the detail of your reservation



8. Reservation success

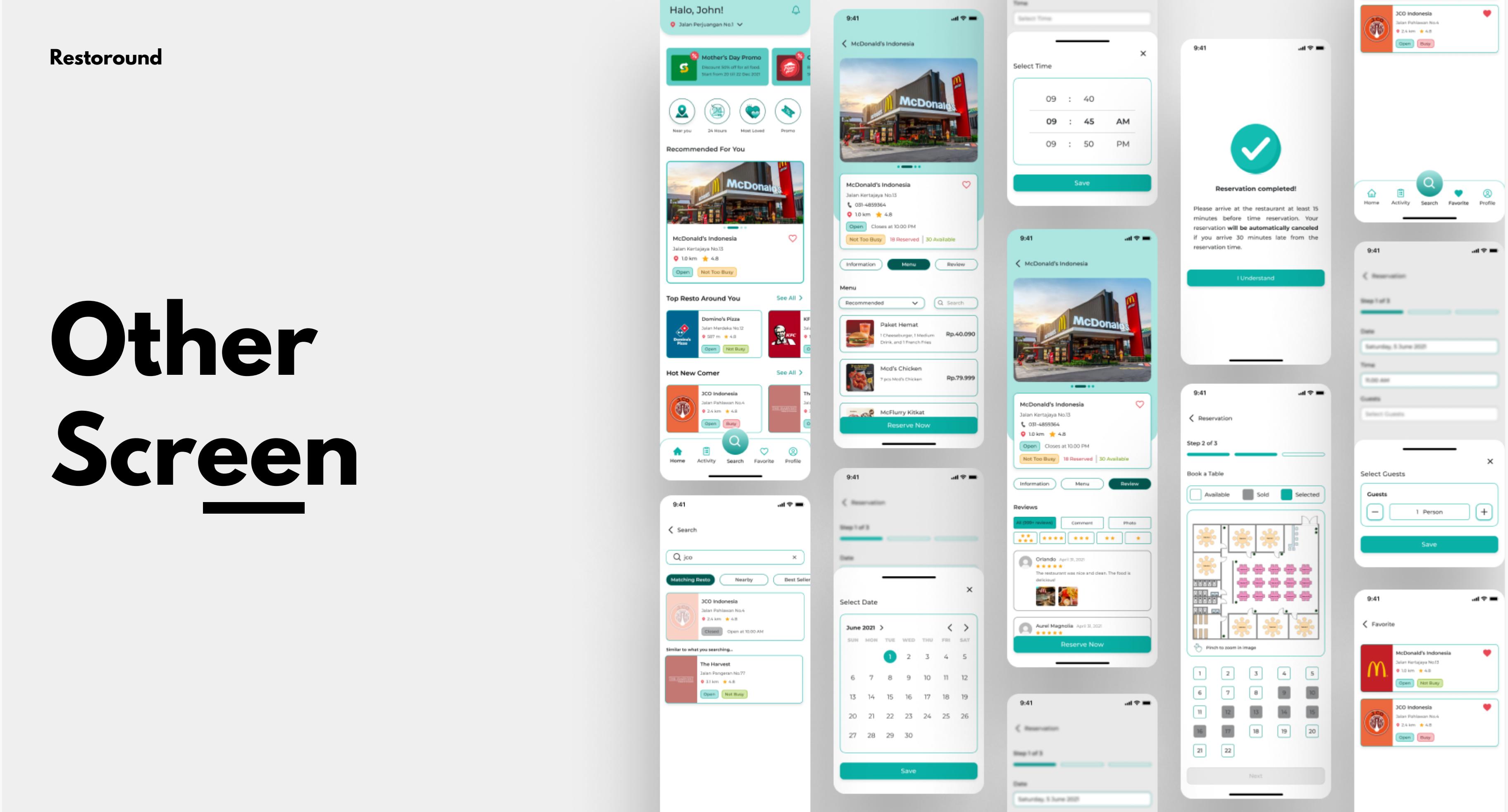


11. Your scheduled reservation will be moved into history section after it has been completed



Restoround

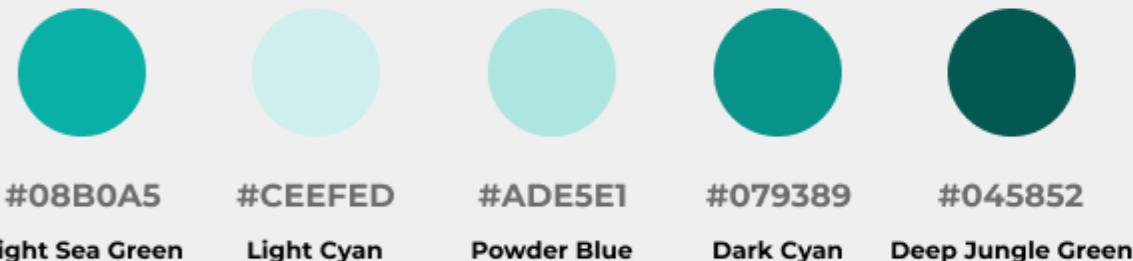
Other Screen



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

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 user interface screens from the Vidio mobile application, each illustrating a different feature or service offered by the platform:

- E-Concert:** Shows a concert listing for "Olivia Rodrigo Sour Tour 2022". It includes details like the date (22 November 2022), time (18.00 WIB), duration (2 Jam), and ticket information (50 tiket tersisa). A large thumbnail image of Olivia Rodrigo is prominently displayed.
- Business Webinar:** Displays a webinar titled "Business webinar With Sandra Bell". It lists the speaker as Sandra Bell, Co-founder of Figma. The screen also shows a "Pembicara" section featuring Sandra Bell and Jim Smith, Entrepreneur, along with a "Deskripsi Webinar" and "Cara Mengikuti Webinar" section.
- Podcast:** Shows a podcast episode from the "Obsesif" series, titled "Naik Gaji Jalur Cepat, Emang Ada?". The episode was posted on 29 September 2022. It includes a thumbnail image of a person speaking and some descriptive text.
- E-Seminar:** Shows another "Business Webinar" listing, this time for "Business Webinar With Sandra Bell". It includes a "Pembicara" section featuring Sandra Bell and Jim Smith, Entrepreneur, along with a "Deskripsi Webinar" and "Cara Mengikuti Webinar" section.

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

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

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.



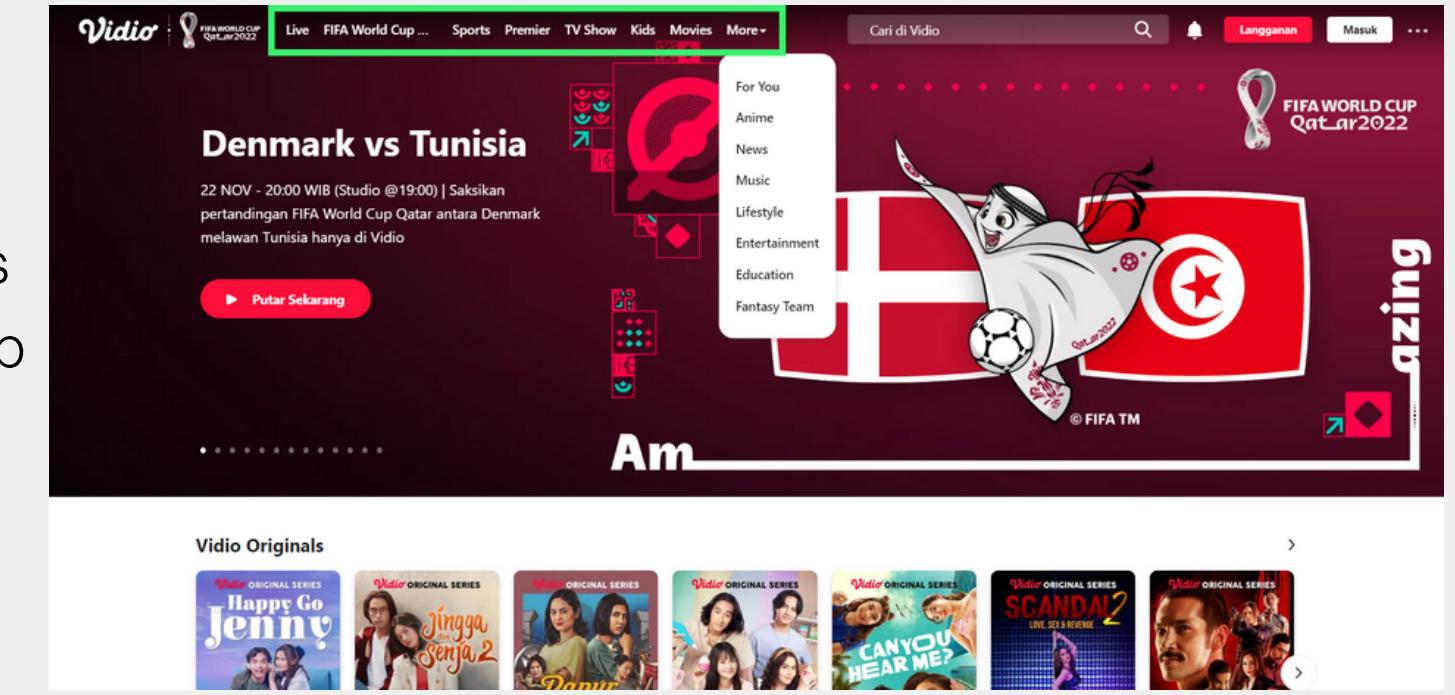
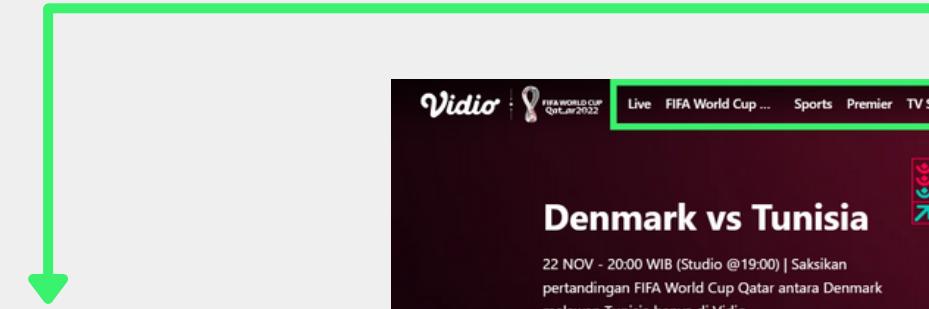
Vidio UX Challenge

Design Solution

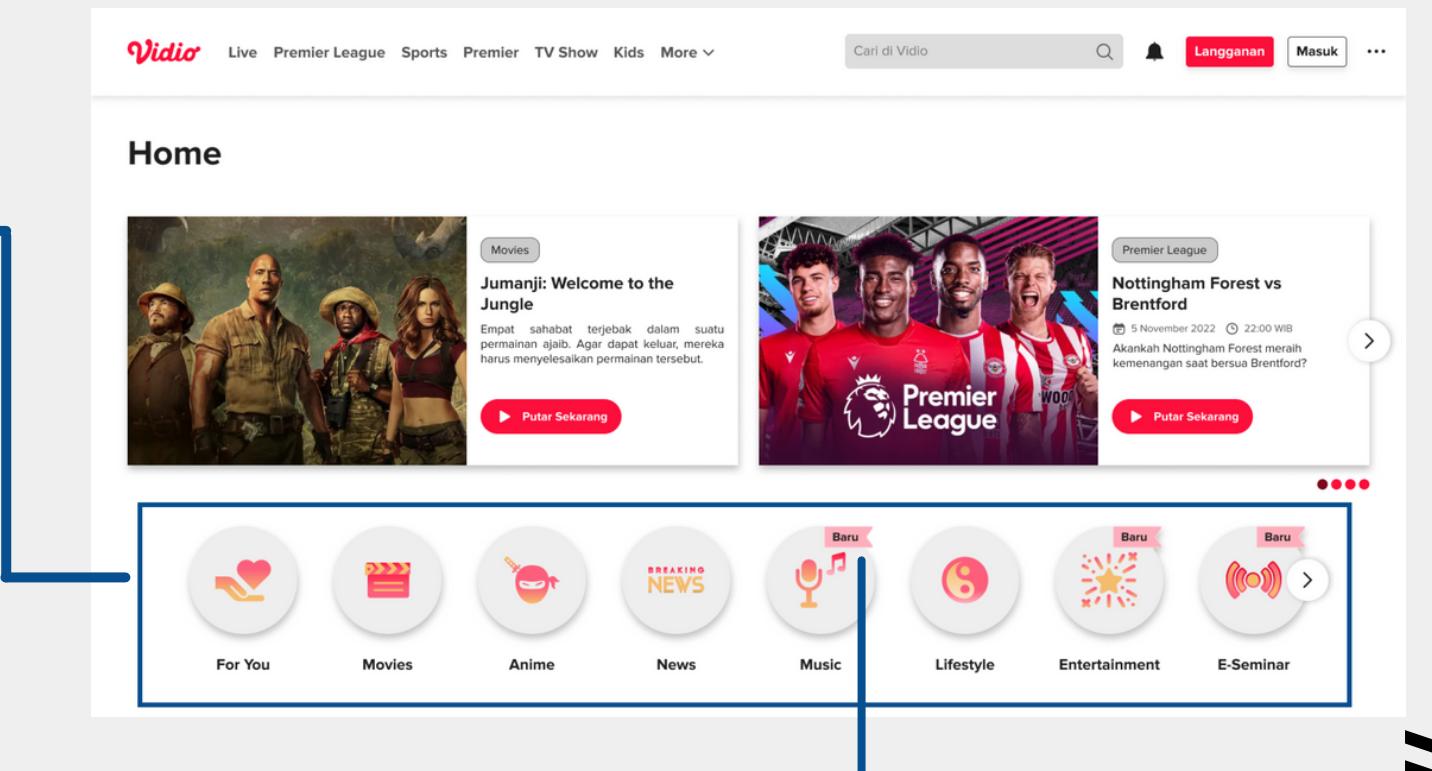
Some category button has a "new" label to indicate that there is a new feature on the category.

The content category can be accessed from the body page

The content category is available only on the top navbar



Existing Vidio's Websites

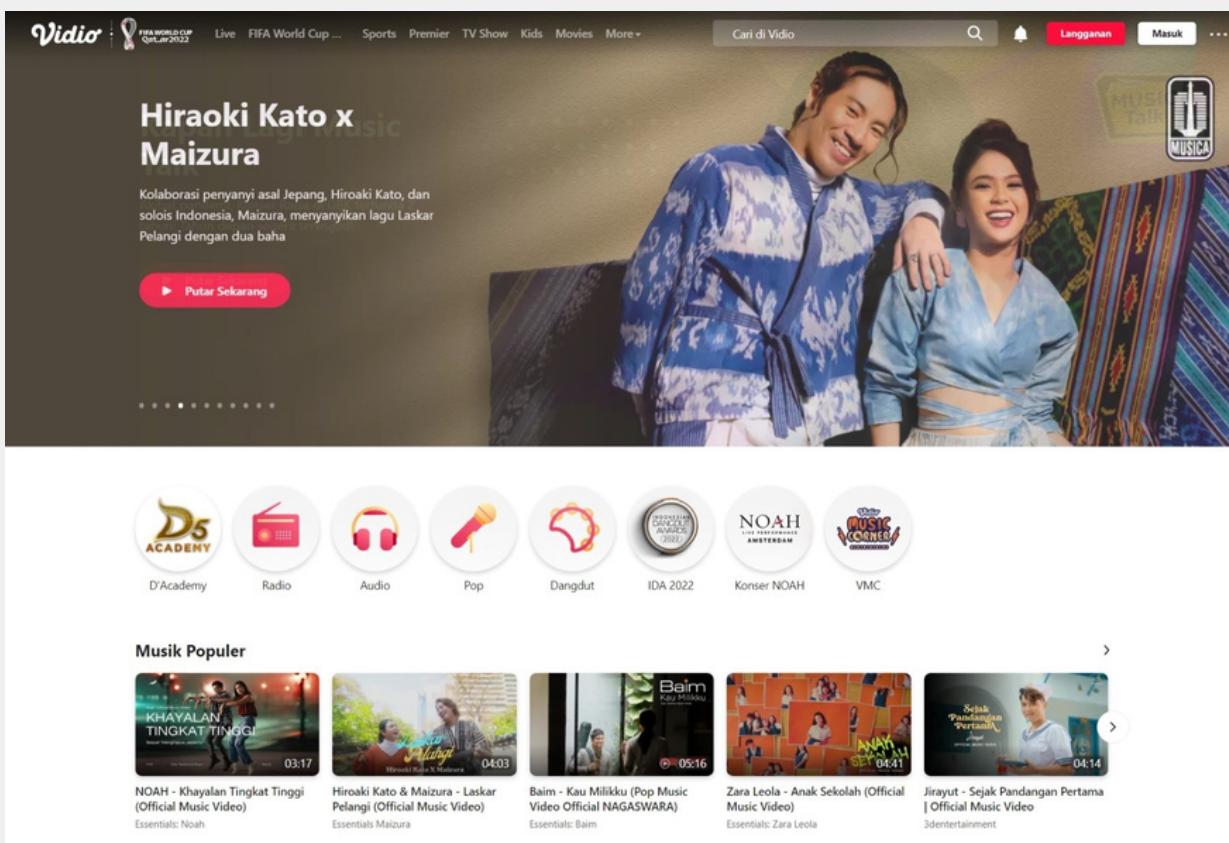


My Design Solution

Vidio UX Challenge

Design Solution

Existing Vidio's Websites for Music Page



My Design Solution

A screenshot of the proposed design solution for the Vidio Music page. The layout is similar to the existing site but includes several user interface improvements. A blue box highlights the 'Home > Music' breadcrumb navigation at the top left. Another blue box highlights a pink callout box at the bottom labeled 'Baru Untukmu' (New for You) containing five concert thumbnails. Blue arrows point from the text descriptions on the right to these specific UI elements.

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 displays 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 breadcrumb navigation shows Home > Music > E-Concert.

The main content area features two large thumbnail cards for e-concerts:

- Sour Tour 2022 - Olivia Rodrigo**: A purple-themed thumbnail featuring balloons and the text "SOUR TOUR". It includes a "Beli Tiket" button.
- Happier Than Ever The World Tour - Billie Eilish**: A thumbnail featuring Billie Eilish with the text "Happier Than Ever The World Tour". It includes a "Beli Tiket" button.

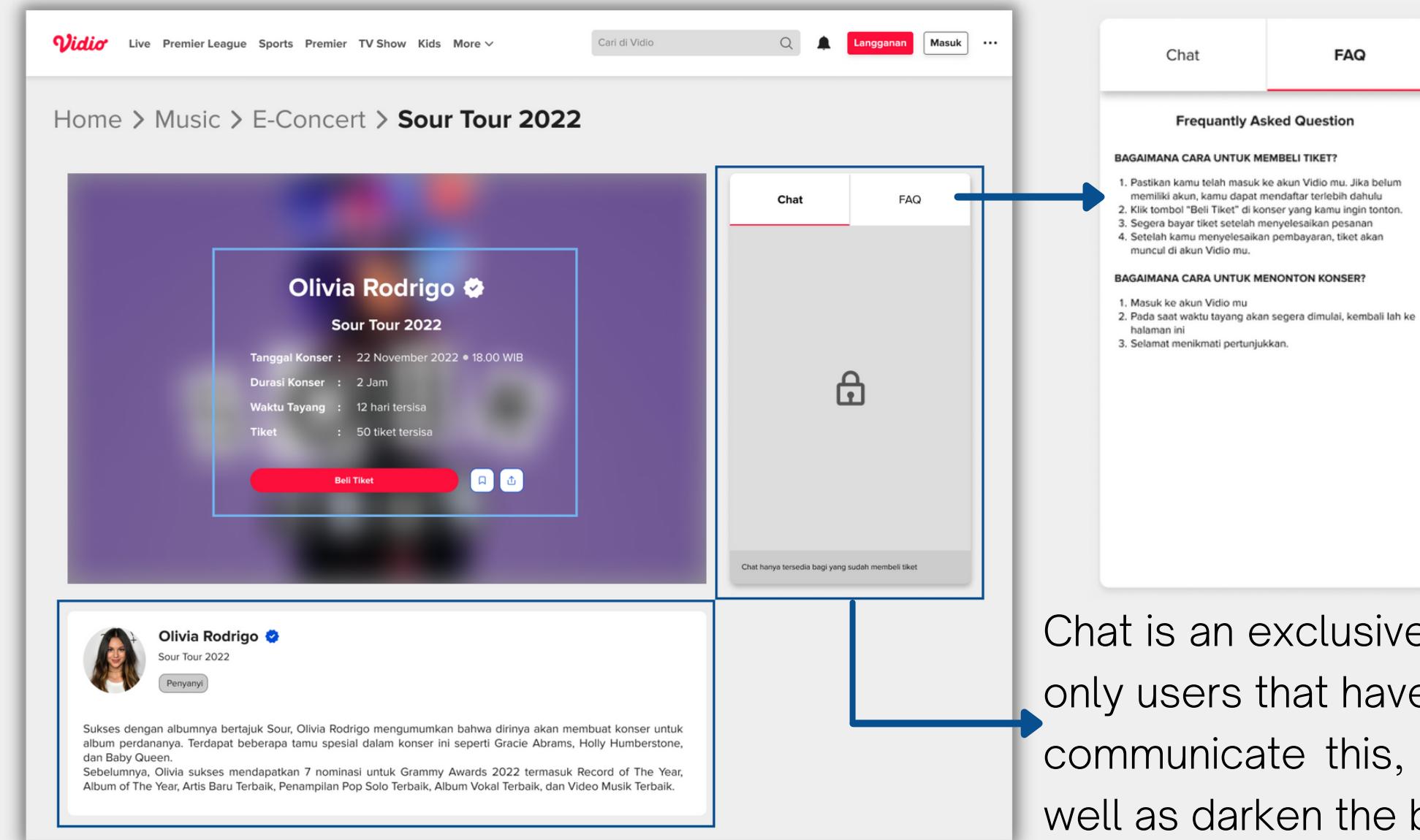
Below these thumbnails, there are sections for "Jadwal E-Concert Mendatang" (Upcoming E-Concert Schedule) and "Video E-Concert Populer" (Popular E-Concert Videos). Each section contains several smaller video thumbnails with details like title, date, and duration.

At the bottom, there is a "Top Trending Artist" section displaying profile pictures of various artists.

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 interface. The chat header says "Chat" and "FAQ". It lists several messages from users:

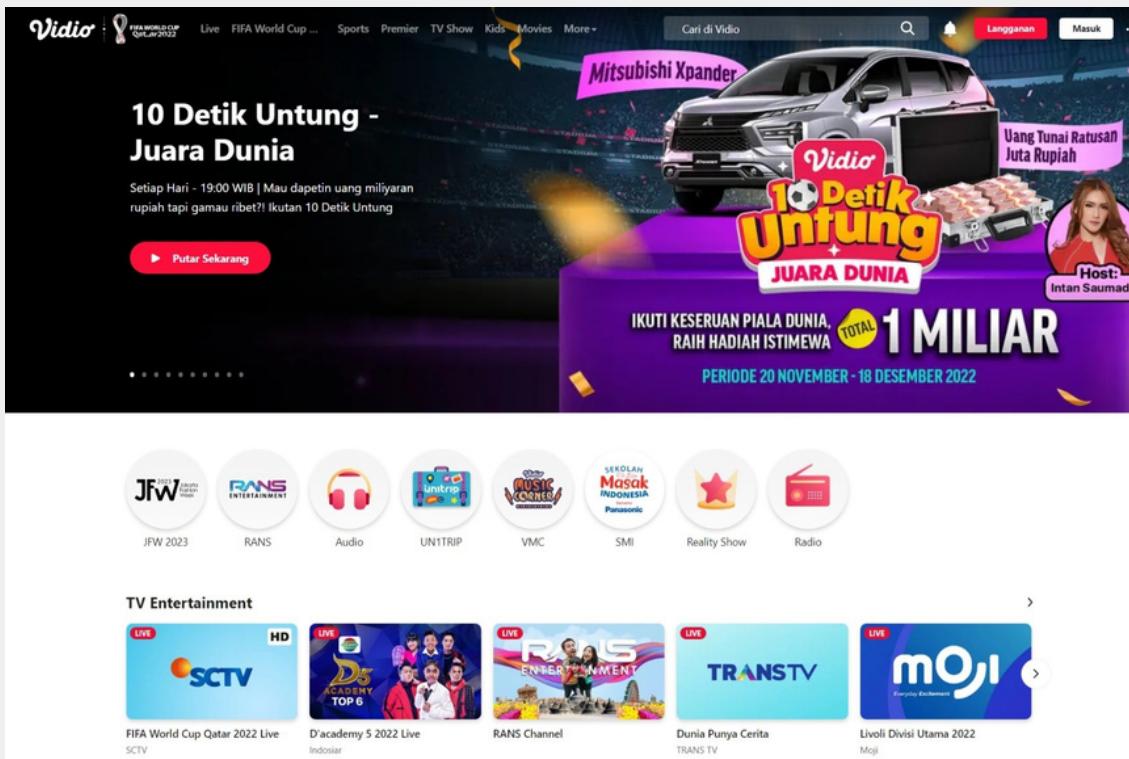
- JM: You are so amazing
- Tata: I love youuuu
- BW: Halo, Olivia!!!!!!
- Vanessa Andini: You go girl!!!!!!!

At the bottom of the chat box, there is a text input field with the placeholder "Kirim pesan..." and a send button icon.

Below the video player, there is a bio card for Olivia Rodrigo. It features her profile picture, her name "Olivia Rodrigo" with a verified badge, and the text "Sour Tour 2022". It also includes the title "Penyanyi". A small note below states: "Sukses dengan albumnya bertajuk Sour, Olivia Rodrigo mengumumkan bahwa dirinya akan membuat konser untuk album perdananya. Terdapat beberapa tamu spesial dalam konser ini seperti Gracie Abrams, Holly Humberstone, dan Baby Queen. Sebelumnya, Olivia sukses mendapatkan 7 nominasi untuk Grammy Awards 2022 termasuk Record of The Year, Album of The Year, Artis Baru Terbaik, Penampilan Pop Solo Terbaik, Album Vokal Terbaik, dan Video Musik Terbaik."

Design Solution

Existing Vidio's Websites for Entertainment Page



The proposed Entertainment page design 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.

The page features a main banner for 'JFW 2023' and 'Ke Amerika Bareng RANS'. Below the banner are four circular icons for Audio, Reality Show, Radio, and Podcast. A blue-bordered section at the bottom displays five podcast thumbnails: 'Close The Door Corbuzier Podcast', 'Listen Up! a podcast.', 'Trio Kurnia Podcast (Vincent, Desta & Andre)', 'Conan O'Brien Needs a Friend', and 'Berbeda Tapi Bersama Podcast With Habib Jafar'.

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 website's Entertainment section with a focus on the 'Podcast' category. At the top, there are two recommended podcasts: 'Obsesif' and 'Listen Up! By Catch Me Up'. Below them is a grid of categories: Family Podcast, Game & Learn, Influencer Talk, Business, Comedy, Educational, and Sports. A blue arrow points from this grid to the main content area. The main area displays three sections: 'Top Podcast' (listing 'Trio Kurnia', 'Musuh Masyarakat', 'Berzik', 'Hiduplah Indonesia Maya', and 'Berbeda Tapi Bersama'), 'Hangat Dibicarakan' (listing 'Kenapa Harus Pro LGBT?', 'Kekukan Konyol Artis Eman', 'Pamungkas dengan Fan Service yang Gak Elitis', and 'Perspektif Islam Tentang KORT dan Perselingkuhan'), and 'Vidio Original' (listing 'Aku Kangen Tapi Gak Mau Ganggu', 'Oktobertakan', 'Mengambil Peluang Dalam Penolakan', 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. It features a large banner for 'Obsesif: NCOBROL SERU : SKILLS FOR FIRST JOBBERS'. Below the banner, there are four episode cards: 'Naik Gaji Jalur Cepat. Emang Ada?' (published on 28 September 2022), 'Bongkar Red Flags di Tempat Kerja' (published on 28 September 2022), 'Esok Yakin Pasti Resign' (published on 28 September 2022), and 'The Art of Decision Making' (published on 28 September 2022). A blue arrow points from the 'Episode Terbaru' card to another blue arrow pointing down towards the 'Urutkan' button, which allows users to sort episodes.

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.

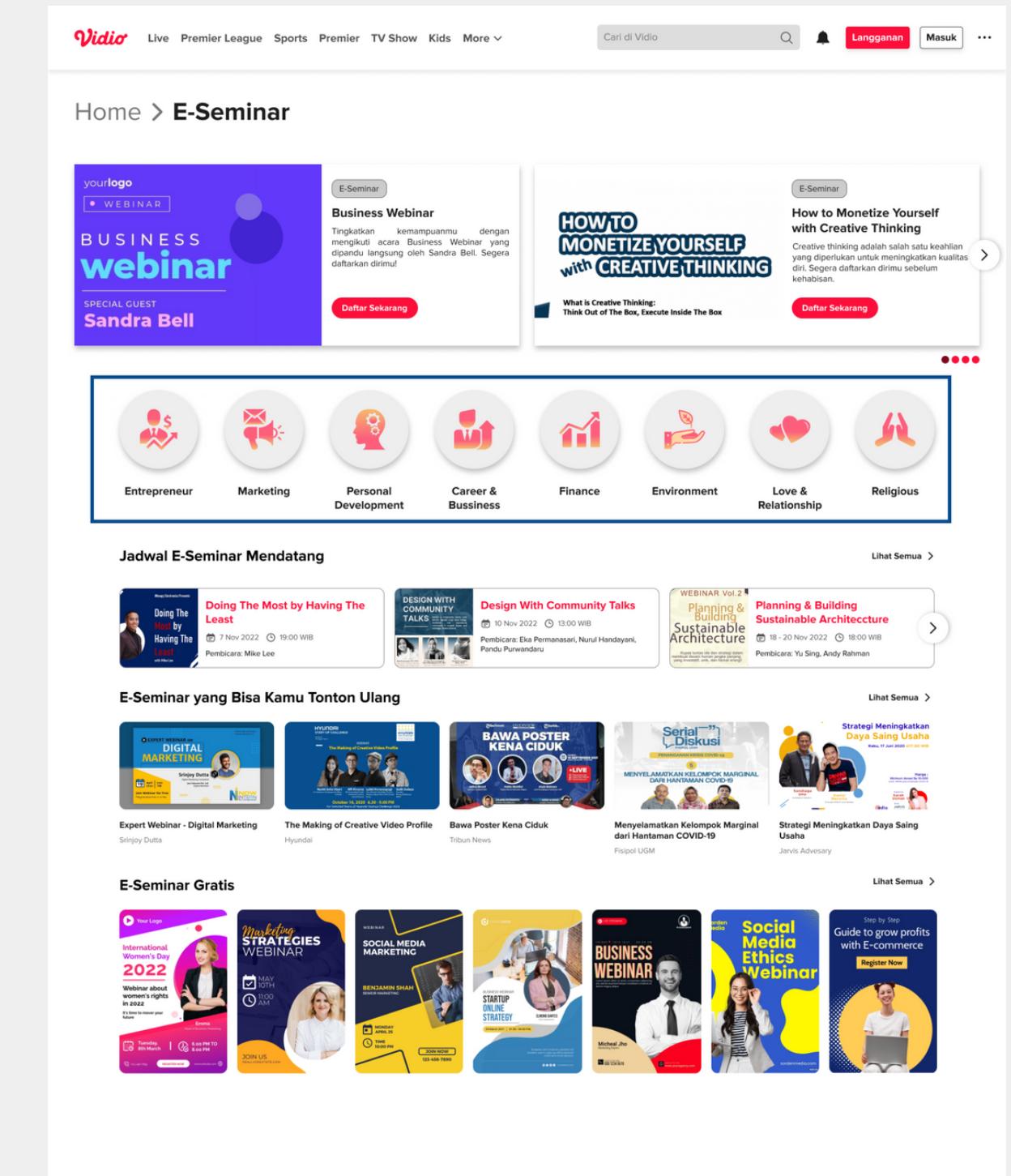
Design Solution

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.

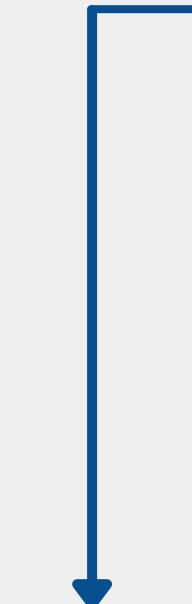
Not only that, we also provide a section for free seminar to help user who want to find free seminars.

E-Seminar Page as a new feature



Vidio UX Challenge

Design Solution



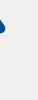
E-Seminar Detail Page

The screenshot shows the E-Seminar Detail Page for a "Business Webinar With Sandra Bell". The page includes:

- Header:** Vidio logo, navigation links (Live, Premier League, Sports, Premier, TV Show, Kids, More), search bar, notifications, and login/membership buttons.
- Banner:** "BUSINESS webinar" with "SPECIAL GUEST Sandra Bell".
- Webinar Info:** Date (17 November 2022), Time (13:00 WIB - 15:00 WIB), and two options: "Had yang didapatkan" (Obtainable benefits) and "Had yang tidak didapatkan" (Non-obtainable benefits).
- Call-to-Action:** "Daftar Sekarang" (Sign Up Now) button.
- Speakers:** Sandra Bell (Co-founder of Figma) and Jim Smith (Entrepreneur).
- Description:** Text about the webinar's purpose and benefits, mentioning a lock icon indicating restricted content.
- How to Join:** Step-by-step instructions for registration.
- Recommended Seminars:** Listings for "Doing The Most by Having The Least" and "Design With Community Talks".

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



The screenshot shows the live seminar interface for the "Business Webinar With Sandra Bell". The page includes:

- Header:** Vidio logo, navigation links, search bar, notifications, and login/membership buttons.
- Video Feed:** Live video of the speakers (Olivia, Alex, Nisha, Amira, Marcus) with a timestamp of 7:08:01.
- Chat:** Real-time messages from participants like Juan Mahatani, Tata, Boy Willyam, and Vanessa Andini.
- Speakers:** Sandra Bell (Co-founder of Figma) and Jim Smith (Entrepreneur).
- Description:** Text about the webinar's purpose and benefits.
- How to Join:** Step-by-step instructions for registration.
- Recommended Seminars:** Listings for "Doing The Most by Having The Least", "Design With Community Talks", "Planning & Building Sustainable Architecture", and "WEBINAR VOL 2 Planning & Building Sustainable Architecture".



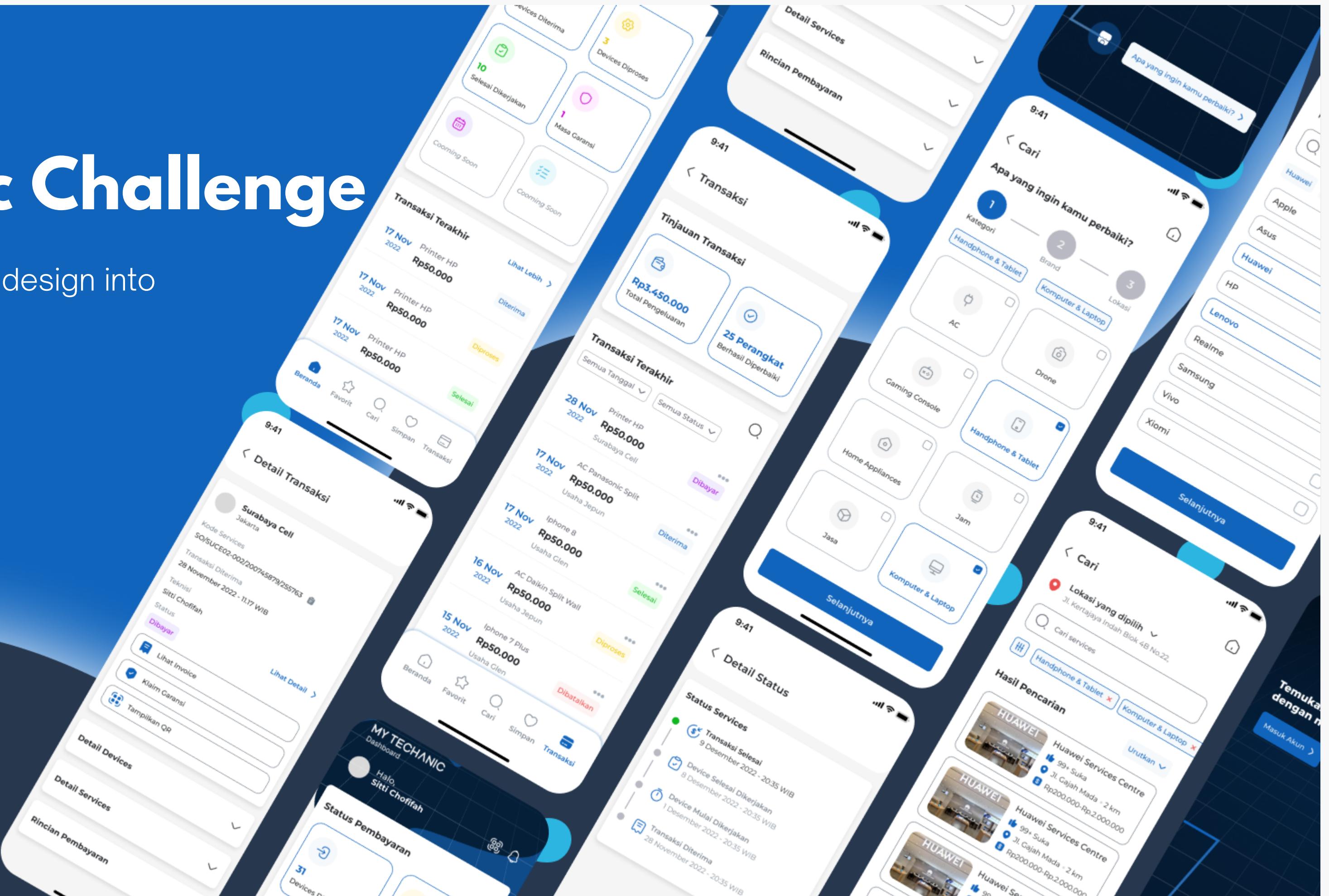
Reflection

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.



Techanic Challenge

Transform the web design into mobile design



Techanic Challenge

The Introduction

Techanic is a startup focusing in connecting consumers and electronic repair shops. It provides services for repairing handphone, laptop, tablet and other electronic devices.

Currently, Techanic already has a website to facilitate user to find the most suitable repair shop in an area. Unfortunately, there is no mobile application for Techanic, so user cannot use the service from anywhere. Therefore it was needed to design the mobile application of the website.



Techanic Challenge

The Challenges

As a product designer, I was tasked to transform the Techanic website design to a mobile version that can be downloadad via google play store or app store. The requirement fro the challange is as follows:

1. Create new design on the homepage of the Techanic website
2. Redesign the last transaction page of the Techanic website
3. Improve the search feature of the Techanic website to better suite the mobile version

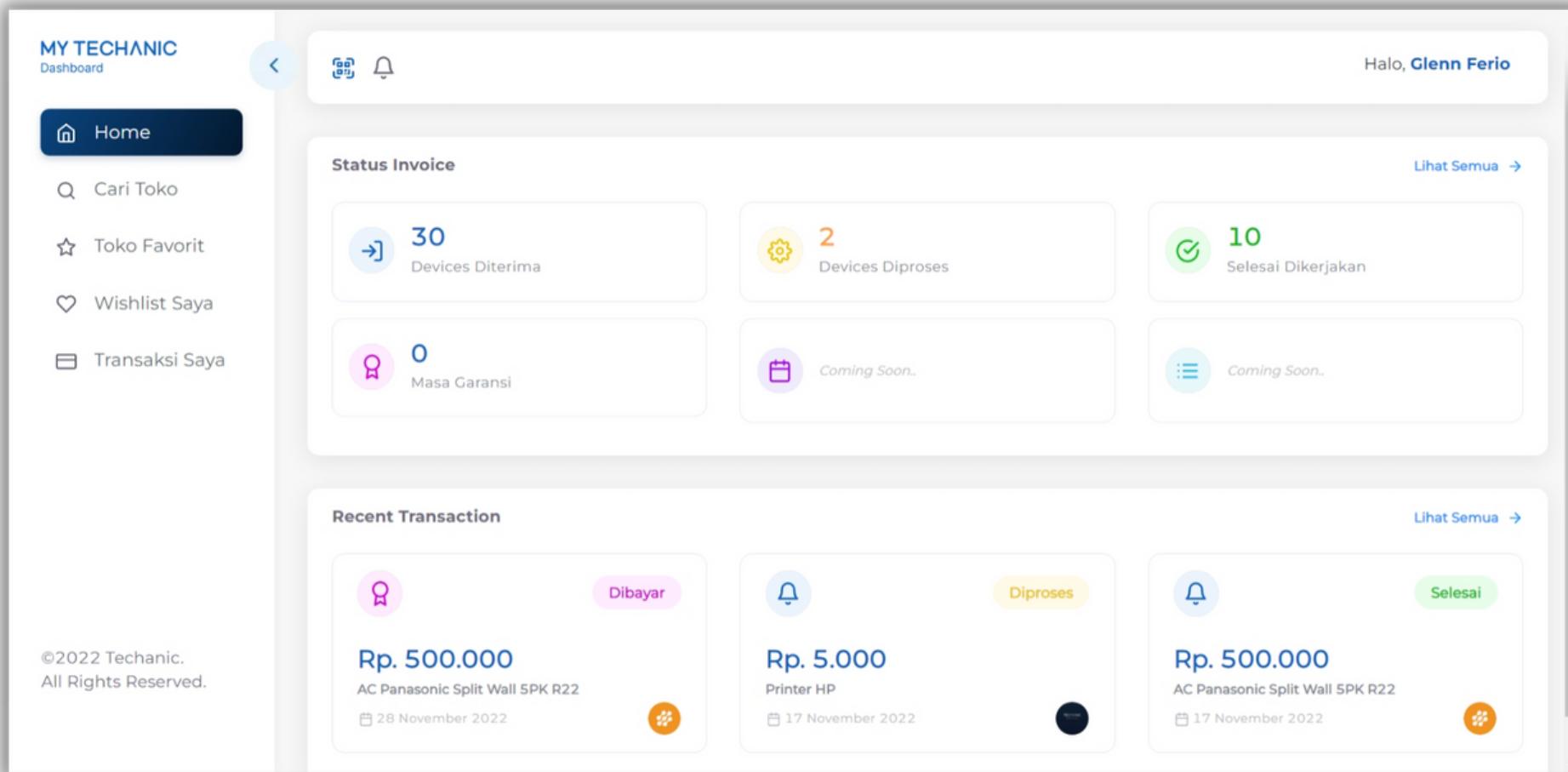
I was given 4 days to complete the challange.



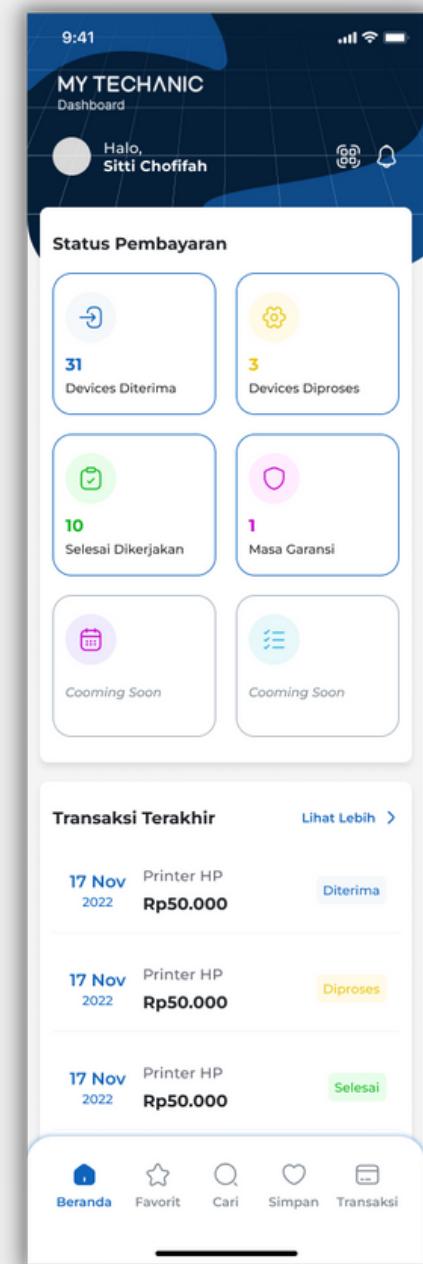
Techanic Challenge

Create Homepage

From This



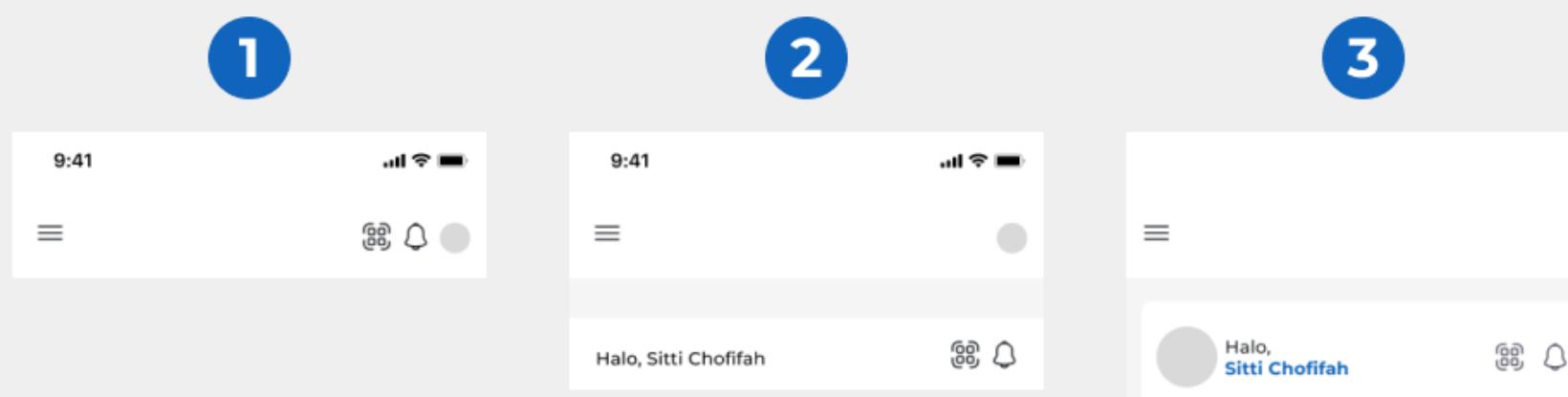
To This



Design Explanation

Before I get the final design, I do a design exploration of what the home bar would look like. Here are my thought process on the design.

Design Exploration for Home Bar

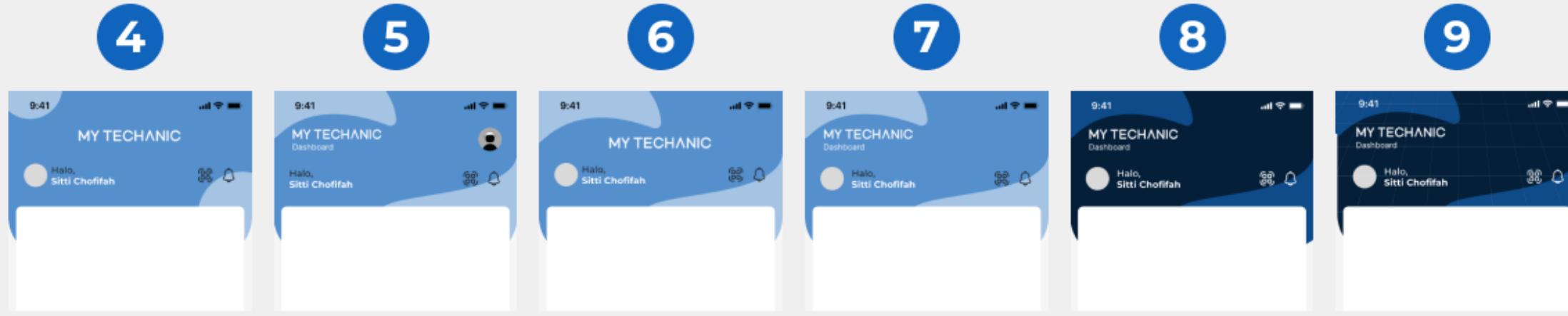


- 1** When I first designed the top bar homepage, I try to design it based on the common app bar material design.
- 2** On the 2nd design, I try to add features that exist in the Techanic website. However there is a problem, I cannot place the greetings in the top bar because of the screen limitation. I then try to fix it by separating the greeting from the top bar with the profile still in the top bar.
- 3** On the 3rd interation, I decided to move the profile picture to be beside the user profile. That way, it doesn't confuse the user on which one to click when user is trying to open profile.

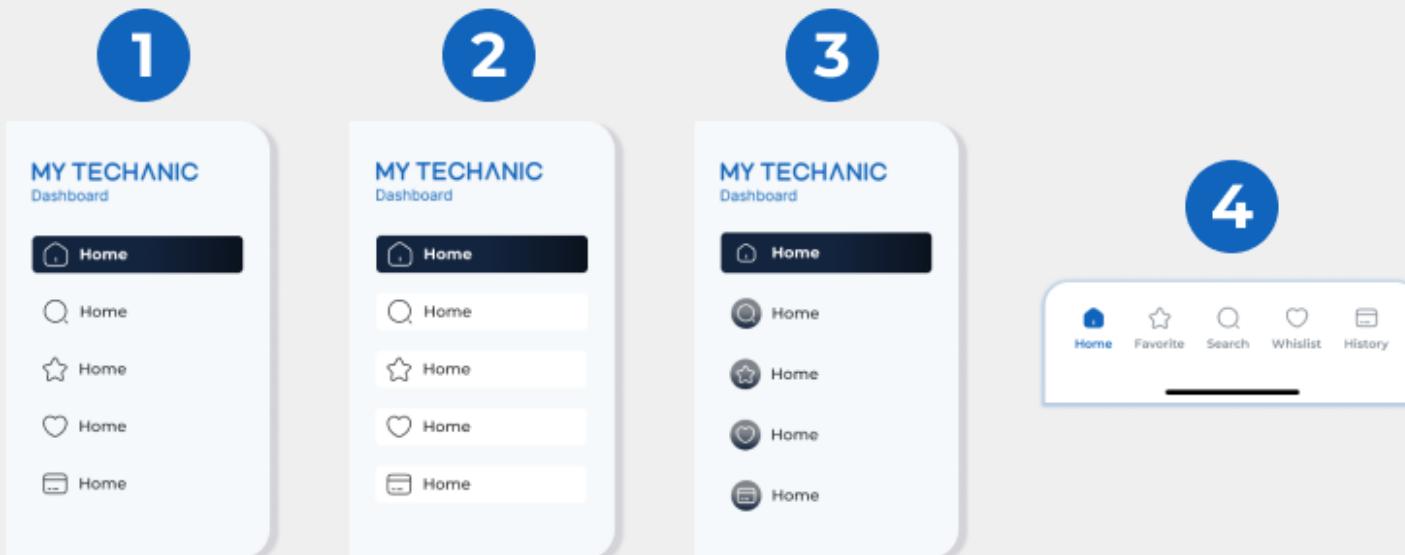


Design Explanation

Design Exploration for Home Bar



Design Exploration for Navigation Bar



4 5 6 7 8 9

From design number 4 through 9 is my exploration design to try find the right asthetic for the mobile application. I try to keep it minimalist and asthetic based on the #8 of 10 Nielsen Principle. As you can see from the design, I remove the hamburger icon because it's more common these days to have a bottom navigation bar than a side bar.

1 2 3 4

Here is some designs for the navigation bar. I was trying to design the nav bar as a side bar. But I concluded that for a mobile application, it's usually more common to use the bottom bar as navigation bar.



Techanic Challenge

Transformation Design

Transaction Page

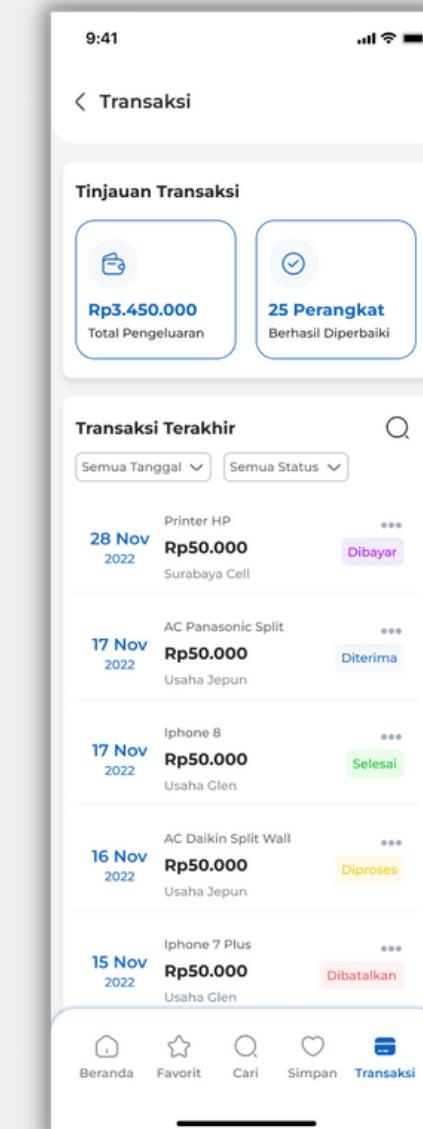
From This

The screenshot shows the 'Transaksi Saya' (My Transactions) section of the 'MY TECHNIC' dashboard. It includes an overview with total spending (Rp. 3.688.000) and devices repaired (25 devices). Below is a table of transactions:

No	Device	Total Transaksi	Tanggal	Usaha	Status	Action
1	AC Panasonic Split Wall 5PK R22	Rp 500.000	28-11-2022	Usaha Glenn	Dibayar	Lihat ulasan
2	Printer HP	Rp 5.000	17-11-2022	Surabaya Cell	Diproses	Lihat transaksi
3	AC Panasonic Split Wall 5PK R22	Rp 500.000	17-11-2022	Usaha Glenn	Selesai	Lihat invoice
4	AC Panasonic Split Wall 5PK R22	Rp 500.000	15-11-2022	Usaha Glenn	Selesai	Lihat invoice

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To This

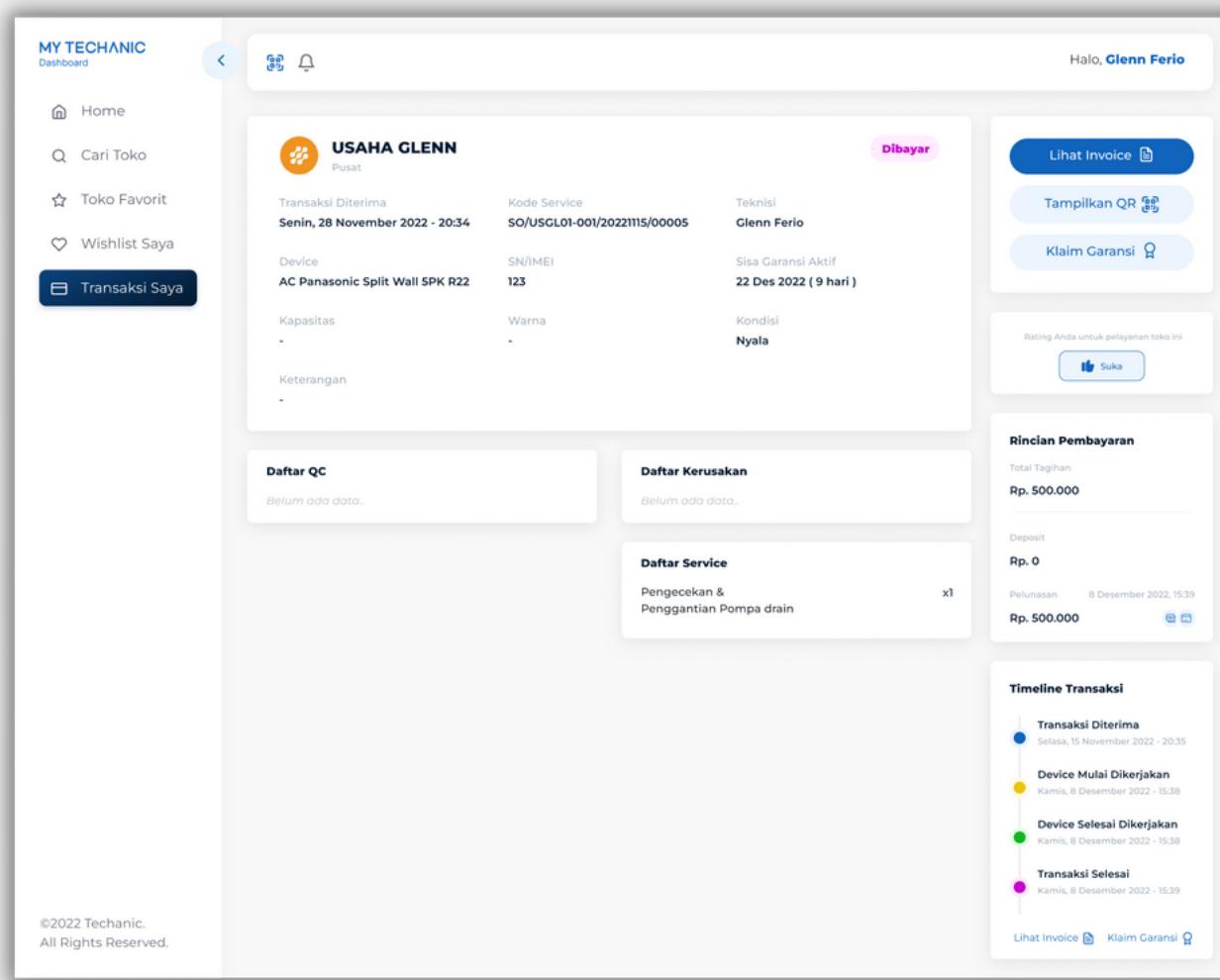


Techanic Challenge

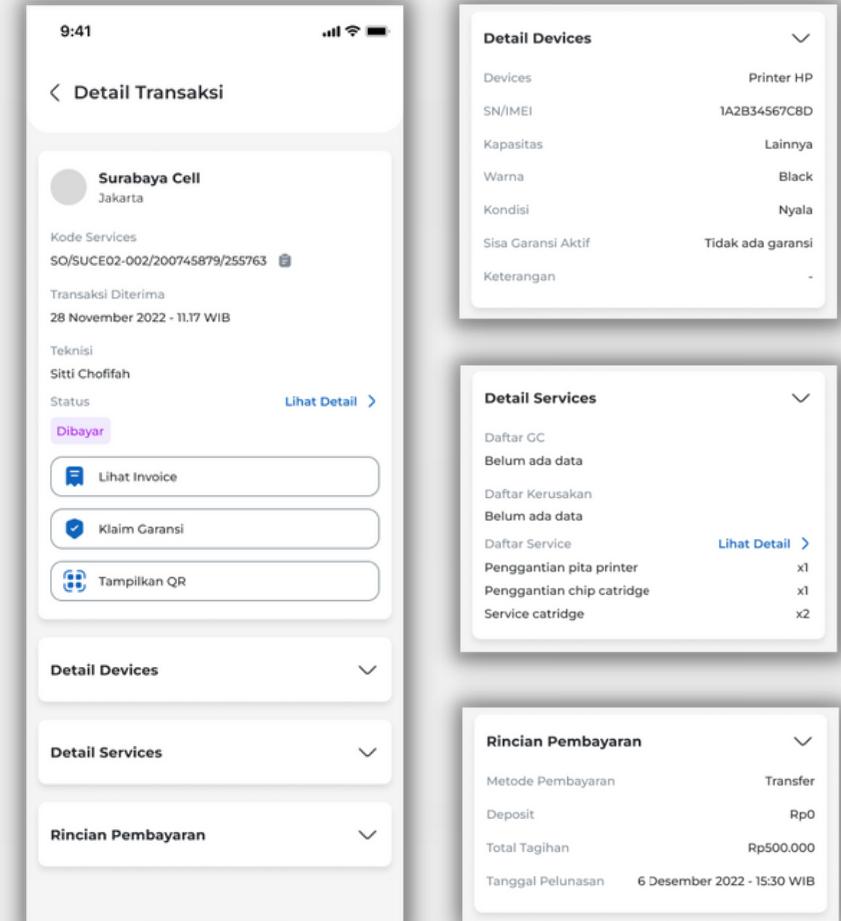
Transformation Design

Detail Transaction Page

From This



To This



Techanic Challenge

Redesign Transaction Page

Techanic Website

The screenshot shows the 'Transaksi Saya' (My Transactions) section of the Techanic website. At the top, there's a summary box with a bell icon labeled '25 devices Berhasil Diperbaiki'. Below it is a table of transactions. The first transaction in the table has a red box around its status 'Diproses' and its action buttons ('Lihat Transaksi', 'Beri ulasan', '...'). The last transaction in the table also has a red box around its status 'Selesai' and its action buttons ('Lihat invoice', '...').

2 3

To see the detail of the transaction, the user needs to click the “Lihat Transaksi” button or the eye icon. This breaks the 4th of the 10 Nielsen Principles, which is Consistency and standard

1

Repaired devices icon is a bell icon which doesn't communicate its intent properly. This breaks the 2nd of the 10 Nielsen Principles, which is Match between system and the real world

The mockup shows the same transaction list as the original. The 'Berhasil Diperbaiki' summary now features a green checkmark icon instead of a bell. The transaction details show a green box around the 'Dibayar' status and the 'Sellesai' status. A green arrow points from the 'Sellesai' status in the table to a detailed view of a transaction entry, which is also highlighted with a green box.

1

I changed the icon of the repaired devices to a checkmark.

2

To see the detail of the transaction, the user just needs the click the transaction entry.

3

To avoid confusion with other important actions, I put all the important actions in one place. The user just needs to click the triple dot action to access them.



Redesign Mockup

Redesign Transaction Page

Techanic Website

The screenshot shows a list of transactions on the 'Transaksi Saya' (My Transactions) page. A red circle labeled '1' highlights a date picker modal that only allows selecting a single date or today's date. The modal shows a calendar for December 2022 with the 11th selected. Below the calendar are buttons for 'Lihat ulasan' (View review), 'Lihat transaksi' (View transaction), and 'Lihat invoice' (View invoice). The main table lists six transactions with details like device name, total amount, date, and status.

No	Device	Total Transaksi	Tanggal	User	Status
1	AC Panasonic Split Wall 5PK R22	Rp 500.000	28-11-2022	Usaha Glenn	Selesai
2	Printer HP	Rp 5.000	17-11-2022	Sura	Diterima
3	AC Panasonic Split Wall 5PK R22	Rp 500.000	17-11-2022	Usaha Glenn	Diterima
4	AC Panasonic Split Wall 5PK R22	Rp 500.000	15-11-2022	Usaha Glenn	Diterima
5	iPhone 8	Rp 30.000	15-11-2022	Usaha Glenn	Diterima
6	AC Panasonic Split Wall 5PK R22	Rp 0	15-11-2022	Usaha Glenn	Diterima

1 The date filter can only choose either a date or today's date. So you cannot find all transactions from a certain date to a certain date. This breaks the 3rd of the 10 Nielsen Principles, which is User control and freedom

Redesign Mockup

The mockup shows the same transaction list as the original. A green circle labeled '1' highlights a simplified date selection interface where users can choose between 'Semua tanggal' (All dates), '3 bulan terakhir' (Last 3 months), '1 bulan terakhir' (Last month), 'Hari ini' (Today), and 'Pilih tanggal sendiri' (Select date). A green circle labeled '2' highlights a more advanced feature where users can define a date range by clicking 'Tanggal Awal' (Start date) and 'Tanggal Akhir' (End date) and then selecting dates from a calendar. Both interfaces have a 'Terapkan Filter' (Apply Filter) button at the bottom.

1 To fix the issue, I allowed the user to have a variety of date filters. By default, it will show all transactions.

2 The user can also select a range of date to find a transaction in between the date range.

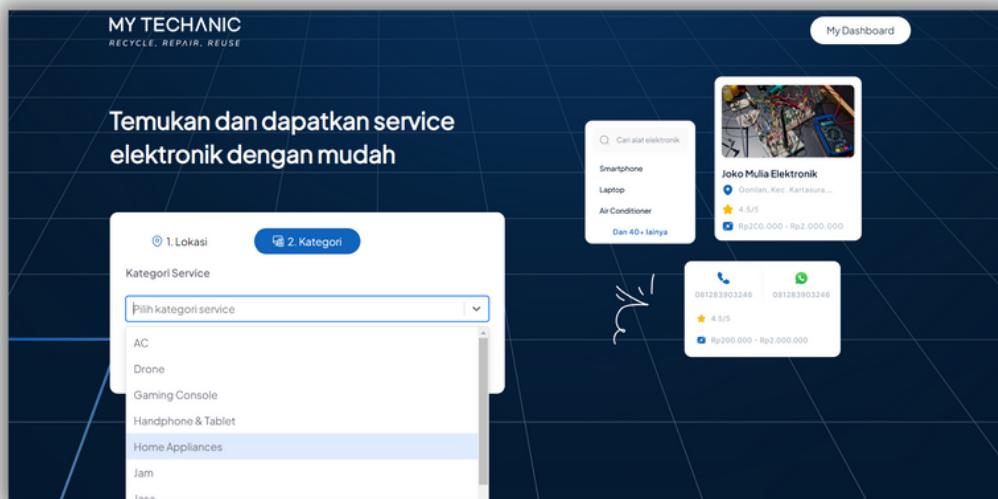
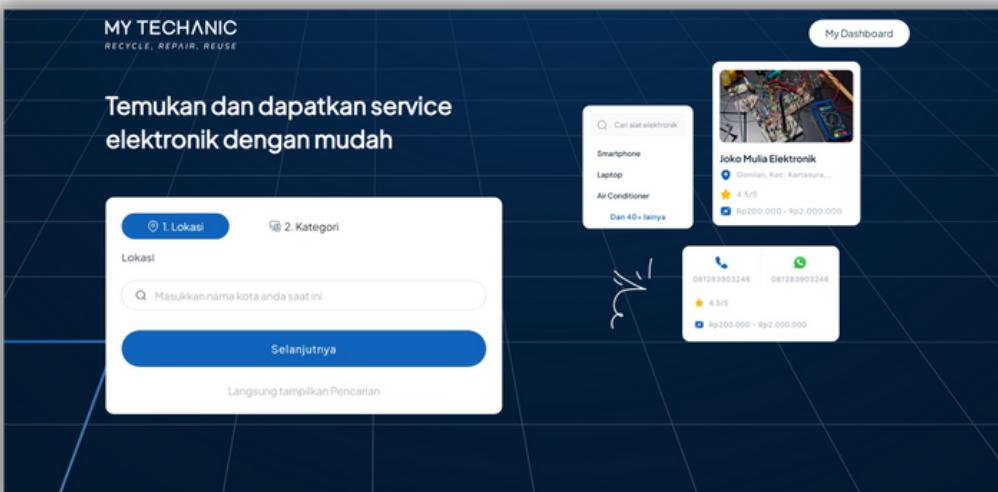


Techanic Challenge

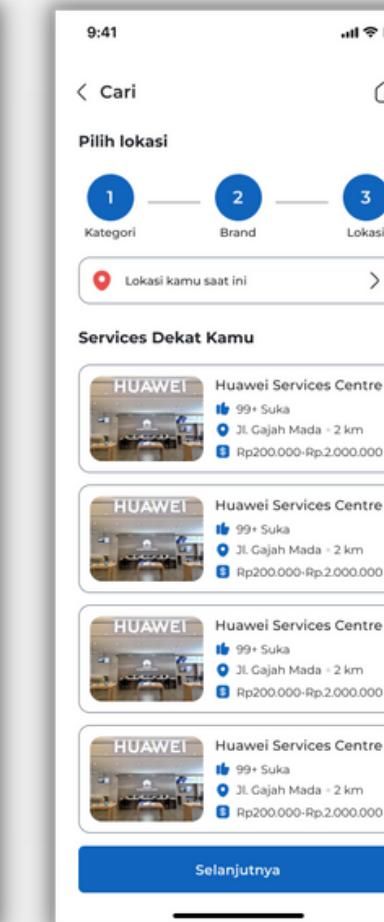
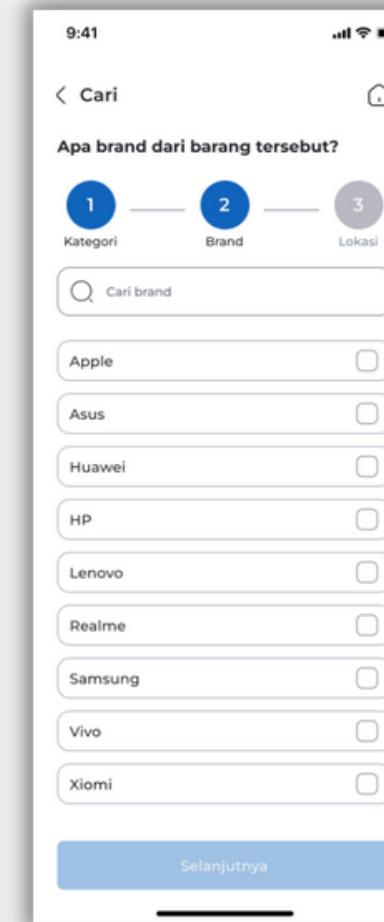
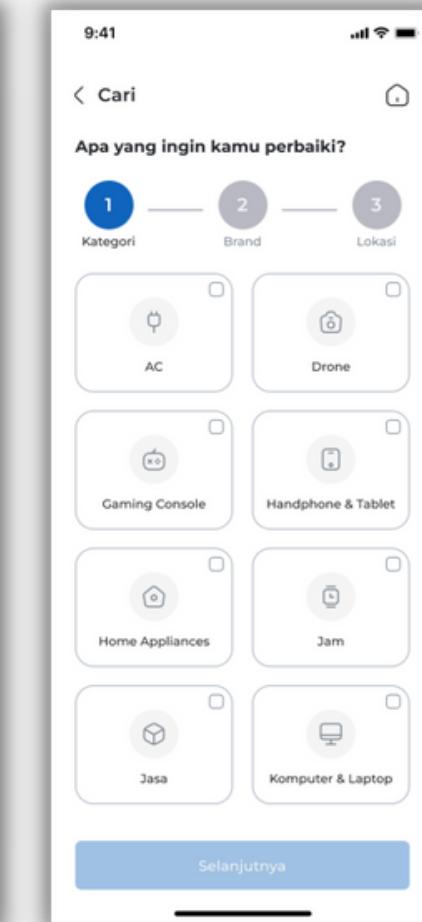
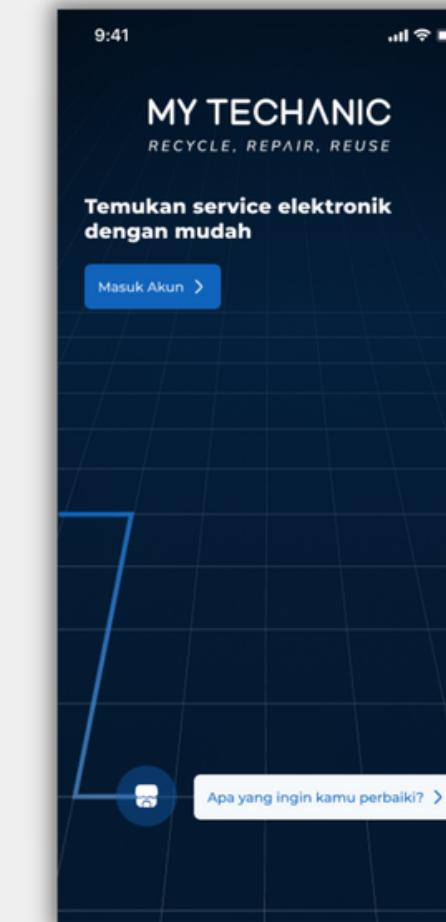
Transformation Design

Search Page

From This



To This

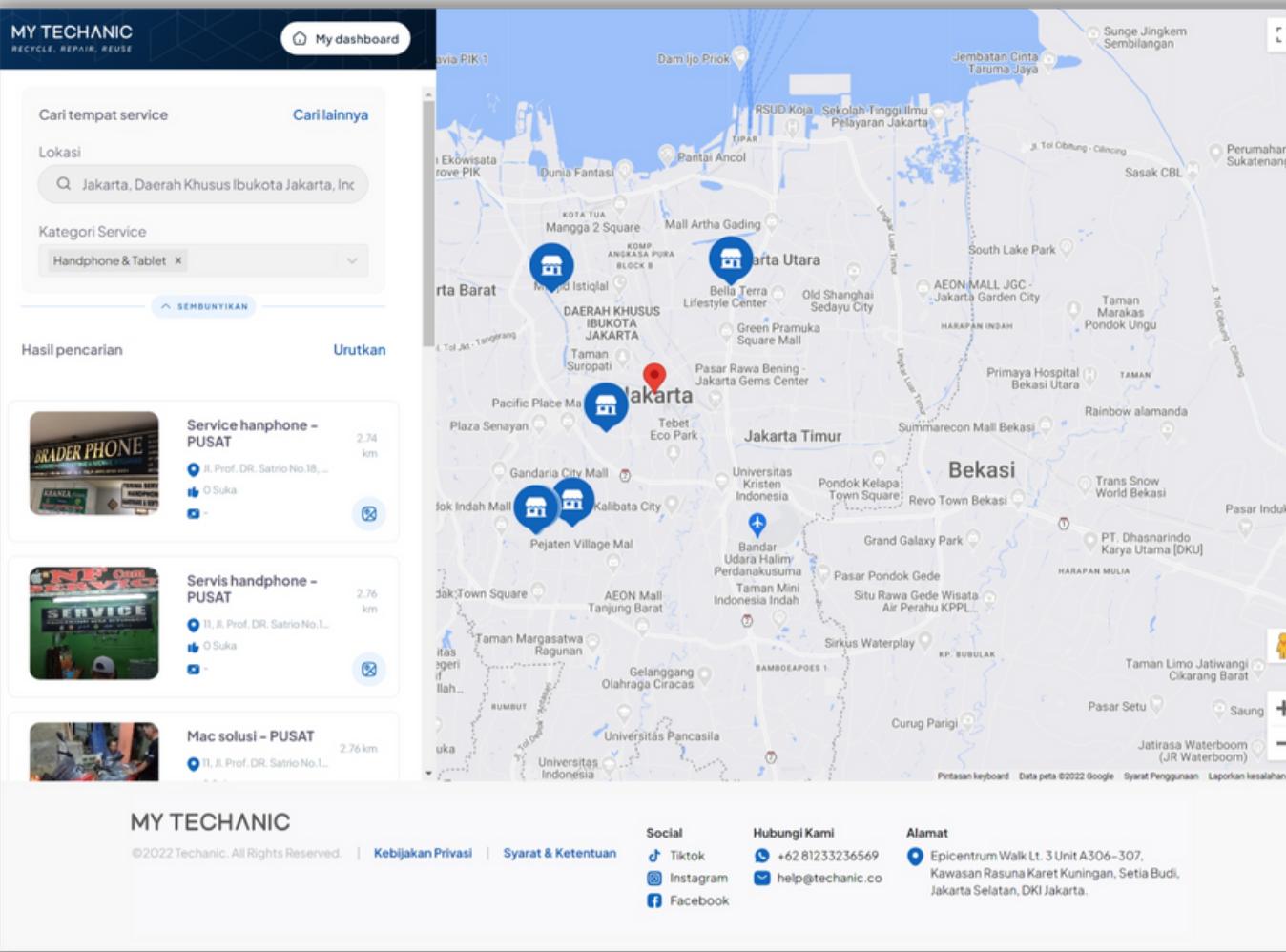


Techanic Challenge

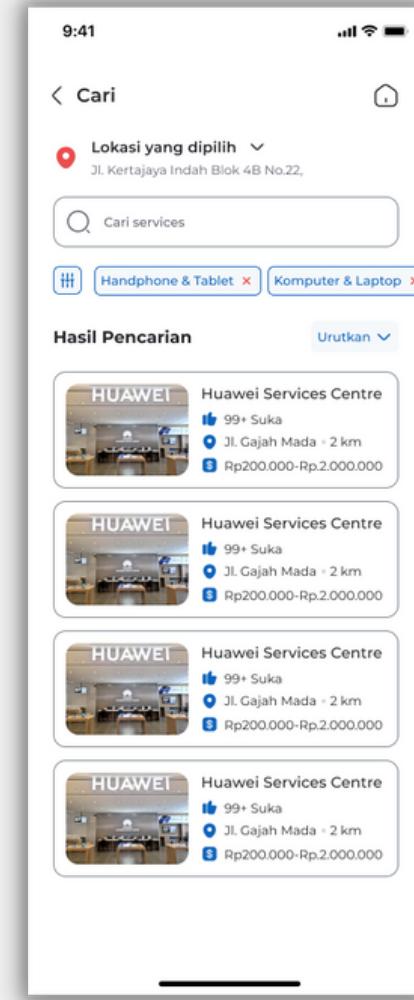
Transformation Design

Result Search Page

From This



To This



Improvement for Search Page

Improvement 1: Memilih Brand

Reason: This is because there are specific exclusive brand that can only be repaired on licensed repair services such as Apple. The filtered search allow the user to easily find the correct repair services as needed.



Improvement 2: Rekomendasi Toko Service Terdekat

Reason: To make it faster for user to find the repair services near the user without selecting a location first. Because most user will try to find repair services near them.

Improvement 3: Lokasi Saat Ini

Reason: It is common for a user will try to find a repair services near their position currently. So by default, the selected address will be their current location.



Techanic Challenge

Conclusion

Reflection

One mistake that I did for the project was I didn't plan ahead to design for prototyping. So when it's time for prototyping, I need to redesign some frames as some need to be scrollable.

What I learned

What I learn from doing this project is that web design and mobile design has two different design constraint. In web design, we can show more pieces of information or actions on the screen because of the screen size of most laptops and desktops. While on mobile, you have a minimal screen. So you need to decide what is important and which to show on the page. It's crucial because it's what separates a good mobile design porting from a great one.



Thank You

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