



UI/UX Design

Portfolio



Monica Dessy Amanda

Visit my portfolio website:
portfolio-monicamanda.vercel.app

About Me

UI/UX Design Skills

- Empathy maps, personas, user stories, and user journey maps
- Defining user pain points
- Crazy Eights, How Might We, and competitive audits
- Wireframes, prototypes on paper and digitally
- Mockups with visual design elements and principles
- Interviews and usability studies
- Considering accessibility

Software Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop

Technical Skills HTML, CSS, JavaScript



Monica Dessy Amanda

About Me
2022

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Curriculum Vitae (CV)

Experience

Jun 2021 – Dec 2021

UI/UX Designer • PT Murni Solusindo Nusantara

Jakarta, Indonesia

Jun 2019 – Aug 2019

Front-end Web Developer Intern • PT Finnet Indonesia

Jakarta, Indonesia

Education

Aug 2016 – Sep 2020

Bachelor of Computer Science • Telkom University

Bandung, Indonesia

Certification

Jul 2021 – Sep 2022

Google UX Design • Coursera



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CV
2022

03

Case Studies

01

Fastsaji: Fast food menu and mobile-ordering app

Google UX Design Professional Certificate Project

02

PET.id: Pet care app for pet owner

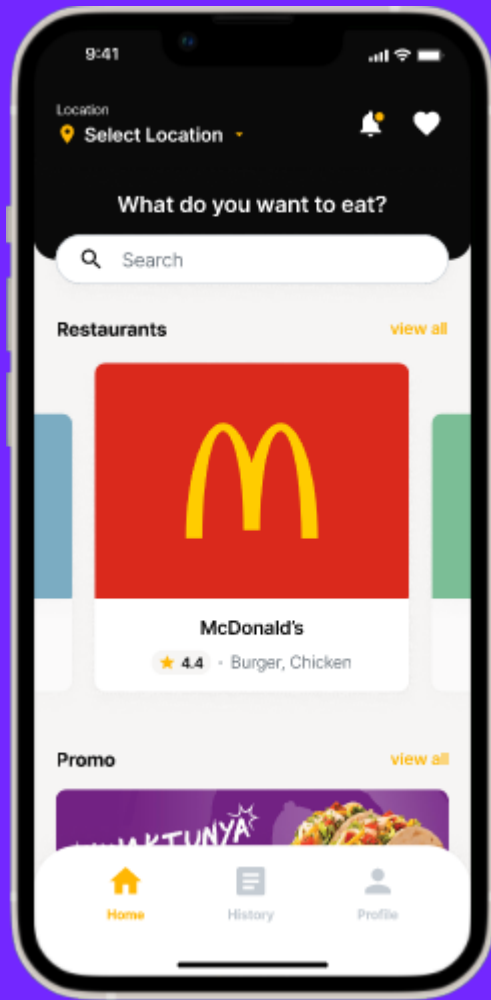
Personal Case Study Project

03

Casetom: Custom phone case responsive website

Google UX Design Professional Certificate Project





Fastsaji

Product

Fastsaji is a food delivery app that connects users with various large fast-food restaurants chains around them. **Fastsaji** targets customers such as workers and students who lack the time or ability to prepare meals.

Project Duration

July 2021 to July 2022.

Goal

Design **Fastsaji** app that allows users to easily order from various large fast-food chains, with an easy process of customizing the menu in large quantities.

Responsibilities

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.



Design Thinking



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01

Empathize

personas, user stories, and user journey maps

02

Define

problem statements

03

Ideate

competitive audits

04

Prototype

paper and digital wireframes, low-fidelity and high-fidelity prototypes

05

Test

conducting interviews and usability studies

Project 1 - Fastsaji

2022

06

User Research



Richard

Age: 25
Education: Computer science degree
Hometown: Jakarta, Indonesia
Family: Lives alone
Occupation: Software Engineer

"I want to be able to order food easily, quickly, and accurately without any disturbances"

Goals

- Be able to eat what they want on time
- Can focus on their work and stay productive
- Match the availability of the menu in the application with the restaurant

Frustrations

- "Eat at restaurants takes a lot of time because sometimes it's crowded and I have to wait in line"
- "Sometimes it's exceed the estimated delivery time"
- "When I finished ordering, suddenly I was contacted and it turned out that the menu was not available at the restaurant."

Richard is software engineer with busy schedule. He doesn't have time for cooking so he always eat in restaurants. But sometimes it's make him wait too long. But using food delivery service is also has many shortcomings, like the availability of the menu in the app and restaurant doesn't match, or it's exceed the estimated delivery time. He want to eat what he want on time so he can focus on their work and stay productive.

Problem Statement

Richard is a busy employee who needs to order food quickly and delivered it on time because they have no time to cook and wants to focus on work.



Natalie

Age: 17
Education: High school student
Hometown: Bekasi, Indonesia
Family: Lives with full family members
Occupation: Student

"I often buy in large quantities, and have difficulty customizing food"

Goals

- To simplify the process of ordering a customized menu with a large quantity
- Make an application that can accommodate all the fast food restaurants that they want to order

Frustrations

- "I often order in large quantities, and everyone wants to customize their menu, but the process is difficult and often the orders don't arrive correctly"
- "To download a delivery application for every fast food restaurant that I want to order is very ineffective"

Natalie is a high school student who lives with her family where no one cooks at home, so she often orders food to eat together. When she wants to order she needs customizable menu, same goes for other family members. The process of customizing menu is very difficult and often does not arrive correctly. She also finds it very ineffective to download delivery apps for every fast food restaurant she wants to order.

Problem Statement

Natalie is a high school student who needs a delivery app that is able to order a customized menu with a large quantity because it's often the orders don't arrive correctly and they worry about ingredients.



User Journey Map

Persona: Richard

Goal: An easy and quick way to order food and delivered on time

ACTION	Select restaurant	Browse menu	Place order	Complete order	Order delivered
TASK LIST	A. Decide on food type B. Search restaurants in browser C. Select a restaurant	A. Browse online menu B. Select menu items	A. Locate phone number B. Call restaurant C. Place order	A. Confirm order B. Give location information C. Give phone number information D. Make a payment	A. Answer phone call from driver if order delivered B. Give tip C. Eat meal
FEELING ADJECTIVE	Excited to find a restaurant they want Overwhelmed by number of restaurants option	Excited to try menu Annoyed with menus that don't have image, description, or availability information	Anxious about having to remember order menus and additional details Dissatisfied with scrolling to find restaurant's number	Frustrated at having to give information repeatedly every time want to order Frustrated at only provide few payment options	Worried about delivered time and give tip because they don't always hold cash Happy finally can eat
IMPROVEMENT OPPORTUNITIES	Create a dedicated app for fast food menu and ordering Optimize app with translation feature	Provide search filter Include image, description, and availability information	Provide a simple checkout flow Provide customizable menu option	Provide option to save information Provide many payment options	Include estimated delivery time Provide option to give tip in-app



Competitive Audit

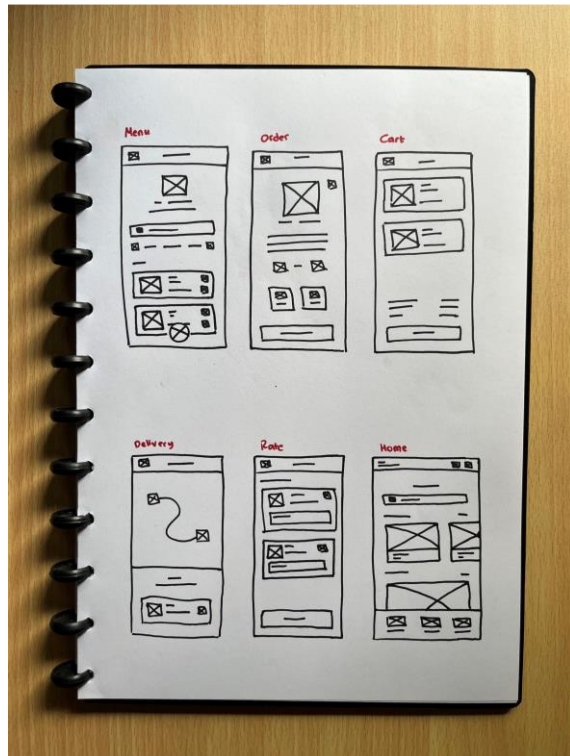


Competitive audit									UX (rated needs work, okay, good, or outstanding)									
Compare the ordering experience of each competitor's app																		
General information									First impressions			Interaction			Visual design		Content	
Competitor type (direct or indirect)	Location(s)	Product offering	Price (Rp - \$/US)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition		Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
McDonald's	Direct	All over Indonesia	Chicken products, burgers, french fries, desserts, and beverage	\$5	www.mcdelivery.co.id	Large	Children and youth from middle and upper class	Offers excellent food quality especially burgers and great quick service	Needs work + Good and clear menu display + Simple to navigate - Home page is not informative and disorganized - Order flow is confusing	Needs work + Good and clear menu display + Simple to navigate - Home page is not informative and disorganized	Needs work + Group menu by category + Many payment option + Real-time tracking driver's location + Bookmark favorite menu + Order customization and detailed - No search and filter menu or item - No option to give tip in-app - No review and rating system - No option to add other location - No order history	Good + Available in English and Bahasa Indonesia + Good color contrast - Doesn't support screen reader feature	Needs work - Registration flow is confusing - Order and payment flow are not efficient and frustrating	Good + Easy to switch language + Buttons are clearly marked + Navigation menu is clear - Hard to change location	Outstanding + Clear brand identity, including colors, font, style, imagery, and photography	Friendly and informative	Outstanding + Short and to the point + Focused on info relevant to target audience	
Gojek (GoFood)	Indirect	All over Indonesia	Food delivery from various merchants	\$	www.gojek.com/gofood	Large	Office workers, students	Offers food delivery from various merchants throughout Indonesia	Needs work - Doesn't support desktop website	Outstanding + Visually appealing + Makes customers feel welcome + Accessibility-friendly + Easy to use	Outstanding + Can delivery from many restaurant + Search and filter menu, item, and restaurant + Order customization and detailed + Estimated delivery time + Give tip in-app + Review and rating system + Real-time tracking driver's location + Bookmark favorite menu and restaurant + Many payment option + Order history + Save more than one location + Can split payment - Menu availability doesn't match with restaurant	Outstanding + Available in 4 languages + Support screen reader feature + Integrated with voice assistant technology	Outstanding + Straightforward user flow + Order and payment processes are clear, detailed, and efficient	Outstanding + Easy to switch location + Buttons are clearly marked + Navigation menu is clear + Easy to add, edit, delete menu order - Takes time to change language	Outstanding + Clear brand identity, including colors, font, style, imagery, and photography	Friendly and informative	Good + Focused on info relevant to target audience - Wordy - Unnecessary details	
Pizza Hut	Direct	All over Indonesia	Pizzas, pasta, appetizers, desserts, and beverages	\$5	www.pizzahut.co.id	Large	Children and youth from middle and upper class	Gives good service, ambience and tasty fresh pizzas at outlets	Okay + Simple to navigate + Easy to use - Home page is confusing and less inform - Menu display still using one big image	Good + Good and clear menu display + Simple to navigate + Easy to use - Home page is confusing and less inform	Needs work + Many payment option + Real-time tracking driver's location + Order customization and detailed - Menu still using one page image - No search and filter menu or item - No option to give tip in-app - No review and rating system - No option to add other location	Good + Good color contrast + Support screen reader feature - Only available in English	Outstanding + Order and payment processes are simple, clear, and efficient + Straightforward user flow	Good + Buttons are clearly marked + Navigation menu is clear - Hard to change location	Outstanding + Clear brand identity, including colors, font, style, imagery, and photography	Friendly and formal	Outstanding + Short and to the point + Focused on info relevant to target audience	
Grab (GrabFood)	Indirect	All over Indonesia	fastest food delivery	\$	food.grab.com/indonesia	Large	Office workers, students	Fastest food delivery service in Indonesia	Outstanding + Visually appealing + Makes customers feel welcome + Accessibility-friendly + Easy to use	Outstanding + Visually appealing + Makes customers feel welcome + Accessibility-friendly + Easy to use	Outstanding + Can delivery from many restaurant + Search and filter menu, item, and restaurant + Order customization and detailed + Estimated delivery time + Many payment option + Give tip in-app + Review and rating system + Real-time tracking driver's location + Bookmark favorite menu and restaurant + Many payment option + Order history + Save more than one location - Menu availability doesn't match with restaurant	Outstanding + Available in 8 languages + Support screen reader feature + Integrated with voice assistant technology	Outstanding + Straightforward user flow + Order and payment processes are clear, detailed, and efficient	Outstanding + Easy to switch location + Buttons are clearly marked + Navigation menu is clear + Easy to add, edit, delete menu order - Takes time to change language	Outstanding + Clear brand identity, including colors, font, style, imagery, and photography	Friendly and informative	Good + Focused on info relevant to target audience - Wordy - Unnecessary details	

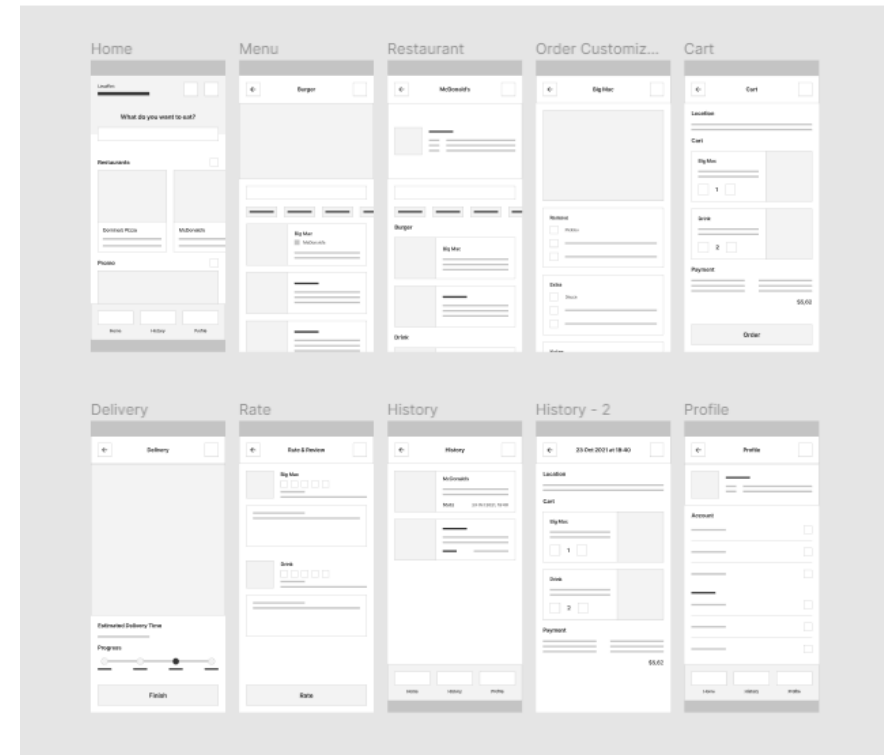


Wireframe

1 Paper Wireframe



2 Digital Wireframe



Usability Study

1 Unmoderated usability study

2 5 participants

3 Indonesia, remote

4 5-10 minutes

Round 1 findings

- Delete button on the cart page is difficult to find for almost all users
- It's not immediately clear how to enter the page to give ratings and tips

Round 2 findings

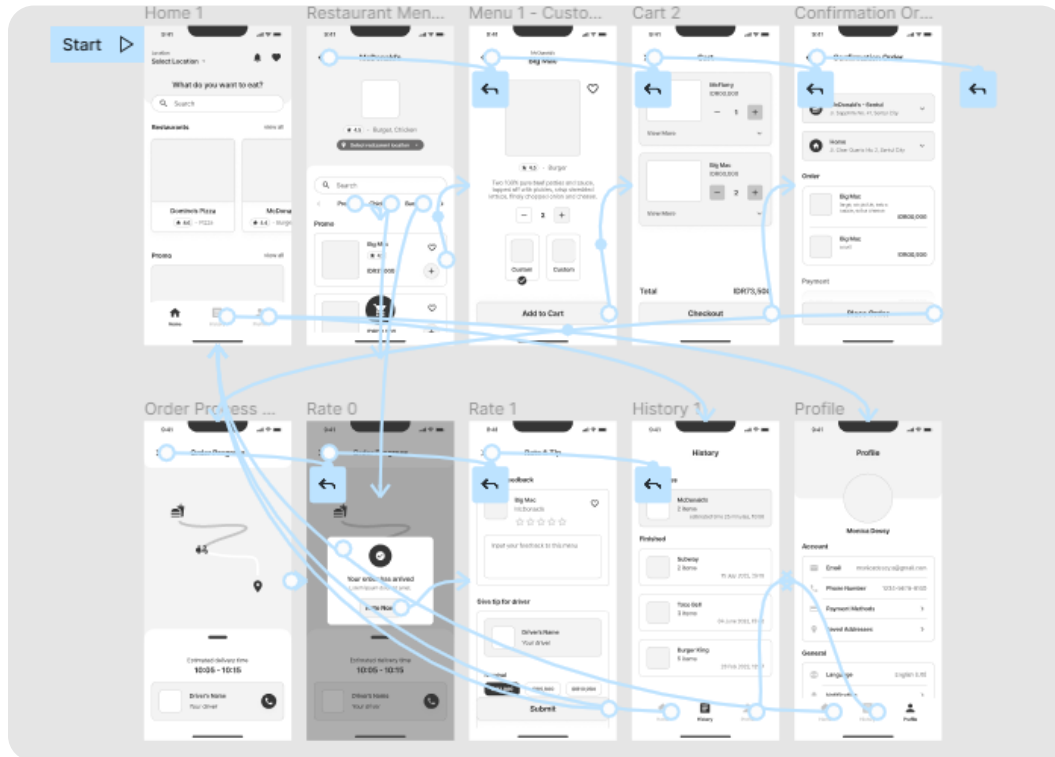
- Users want the availability of menu on the app in sync with restaurant
- There's no clear information on what stage order progress has reached



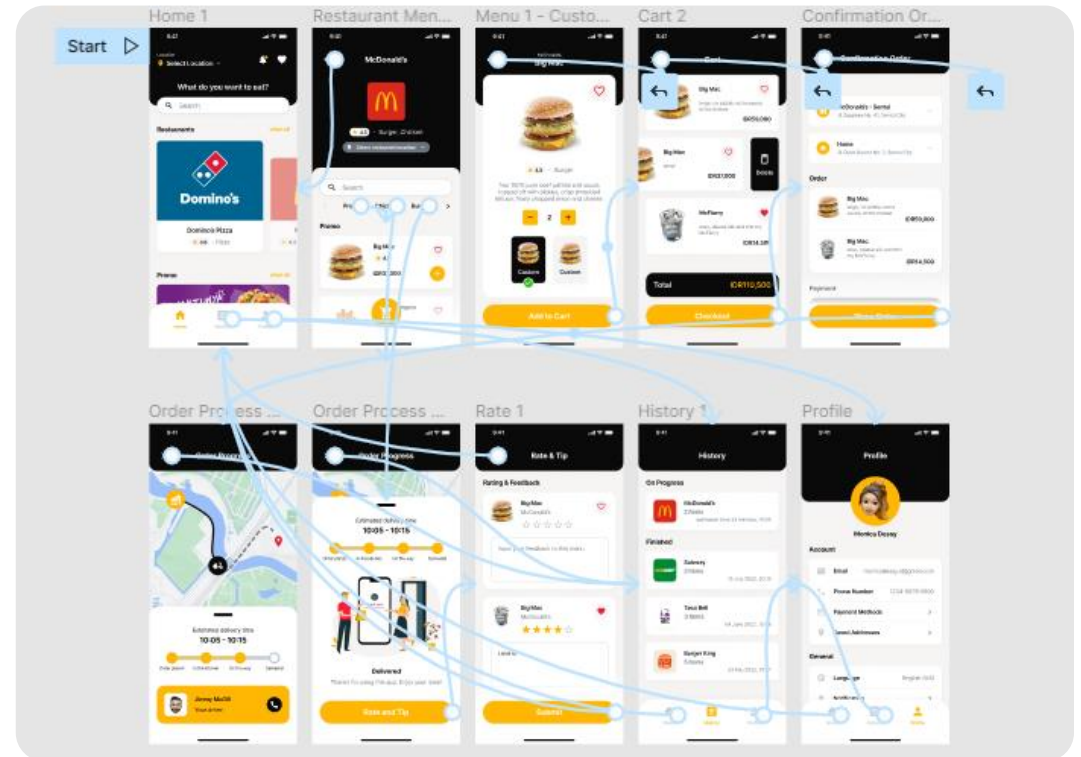
Prototype



1 Low-fidelity Prototype



2 High-fidelity Prototype



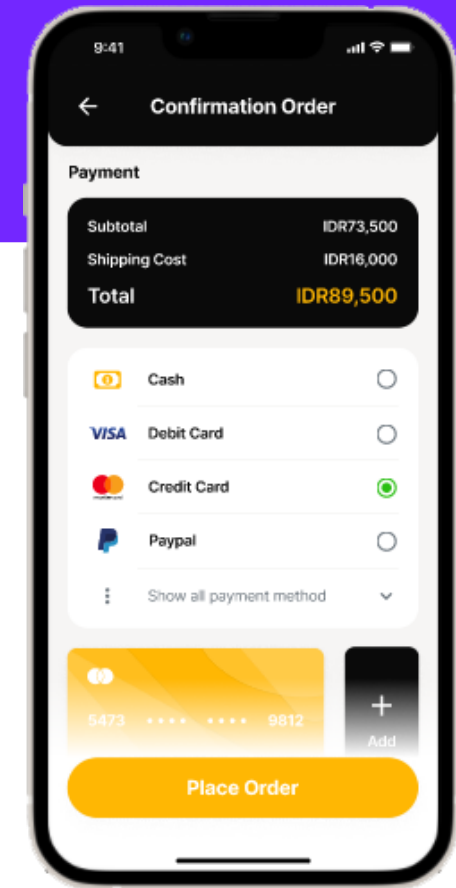
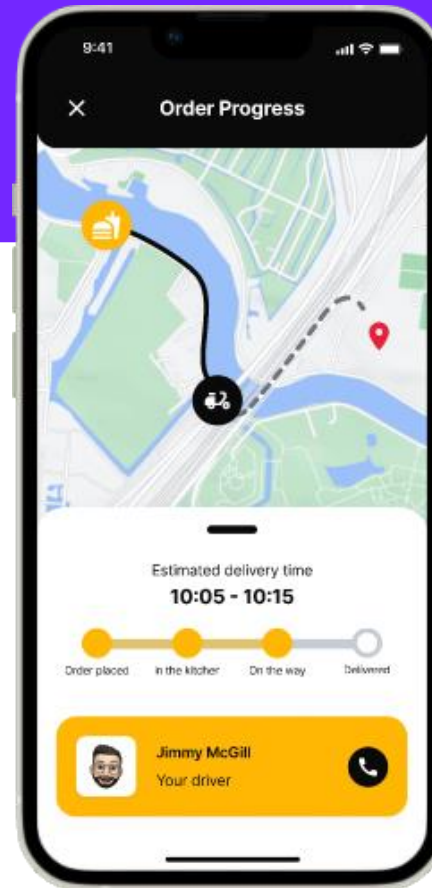
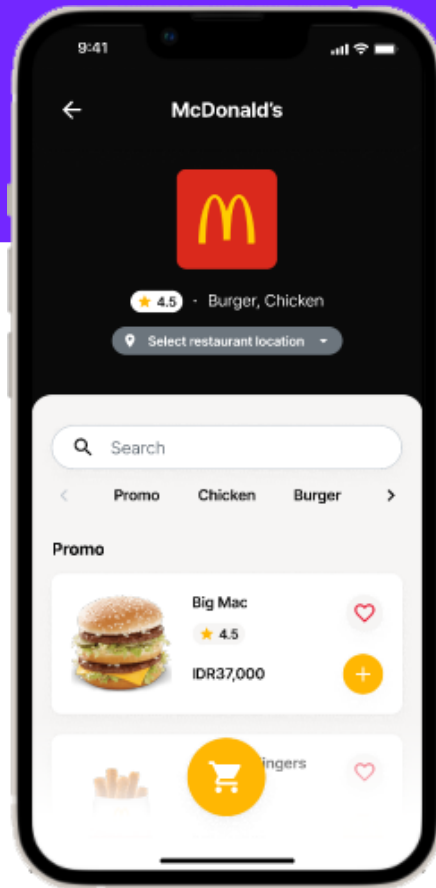
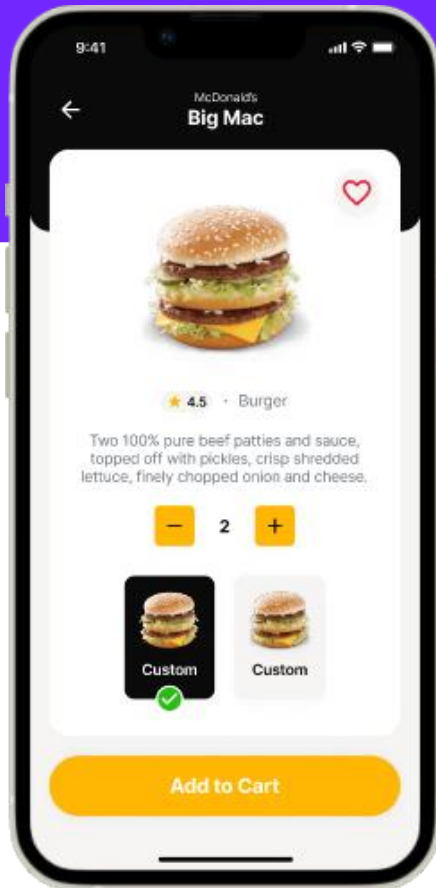
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Project 1 - Fastsaji

2022

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Key Mockup



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Project 1 - Fastsaji

2022

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Takeaways

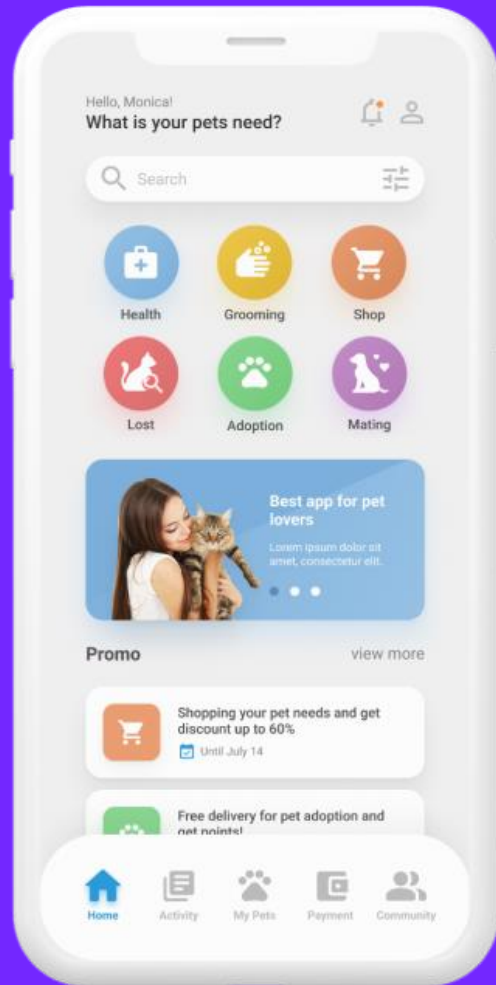
What I learned

While designing the **Fastsaji** app, I learned that it's very important to iterate the design periodically because it will find flaws and improve them for the better. Usability studies are also very important to gain insight from others.

Next Step

- Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.
- Conduct more user research to determine any new areas of need.
- Re-check the color and font size selection whether it meets the standard or not to ensure that it provides the best user experience for various groups.





PET.id

Product

PET.id is a dedicated app for pet care. **PET.id** app target teen, young adult, to adult who have pets.

Project Duration

January 2021 to March 2021.

Goal

Design **PET.id** app that help pet owners to order a pet groomer service through the application, find adoption information, report when their pet is missing, consult online with a veterinarian, etc.

Responsibilities

Conducting user survey, paper and digital wireframing, low and high-fidelity prototyping, and iterating on designs.



Design Thinking

01

Empathize
survey

02

Define
user personas, user journey map

03

Ideate
affinity map, user flow

04

Prototype
paper and digital wireframes, low-fidelity and high-fidelity prototypes



Survey

Conclusion of the survey results from 204 respondents are:

Find Pet

- 66,7% of respondents difficulty searching for a new pet with suitable criteria to adopt or finding new owners for their pets.
- 63,2% of respondents ever experienced lost their pets but had trouble finding their pet.
- 39,2% of respondents interested in mating their pets, but difficulty find a mating partner who matches the desired criteria.

Community

- 74,5% of respondents join the pet lovers/pet owners community forum on social media.

Health

- When their pet is sick, only 29,4% immediately took them to the vet. They prefer read articles, consult online, or ask fellow pet owners first.
- The majority of respondents spayed/neutered and vaccinated their pets, but still need subsidies.

Grooming

- 74% of respondents frequently grooming their pets but difficulty in bringing their pets to the pet groomer.

Shop

- 69,1% of respondents buy pet needs and supplies in offline stores but there are still many obstacles like lack of product variety, difficult to carry goods, etc.



User Research

User Persona Deyliano Ezra A

Habits
I ever adopt a pet and would like to adopt a new pet again. If my pet sick I always consultation with veterinarian. I neater and spay my pet so not looking for mating partner. I haven't done vaccine for my pet yet. If my pet lost, I reported my missing pet on social media. I always using pet grooming service that have delivery service. I usually buy pet supplies at offline store. I also join a pet owner forum for sharing information.

Pain Points

- Hard to find my lost pet
- Information for subsidized spay and neuter program
- Need delivery service for pet grooming and pet shop
- More information pet care for fish and bird
- Hard to find new adopter

Goals & Needs

- Forum for sharing with another pet owner
- Find my lost pet on apps
- Delivery service for pet shop
- Delivery service for pet grooming
- Easier to find information for subsidized spay and neuter program

Age: 20
Occupation: Student
Location: Tangerang

Pets: 3 Cats, 3 Birds, 10 Fish

User Persona Azhari Rizkita

Habits
I ever adopt a pet and would like to adopt a new pet again. If my pet sick I always search article on the internet before I go to veterinarian. I vaccine my pet and neuter / spay some of my pet, so I looking for mating partner too. If my pet lost, I reported my missing pet on social media. I always using pet grooming service that have delivery service. I usually buy pet supplies at online store. I also join a pet owner forum for sharing information.

Pain Points

- Difficulty finding mating partner for my pet
- Hard to find my lost pet
- Difficulty finding pet adoption information
- Information for subsidized spay and neuter program
- Hard to find available veterinarians for consultation online

Goals & Needs

- Easier to find partner to mate with my pet
- Find nearest veterinarian on apps
- Forum for sharing with another pet owner
- Find my lost pet on apps
- Easier to find information for subsidized spay and neuter program

Age: 22
Occupation: Web Developer
Location: Bandung

Pets: 8 Cats

User Persona Ayu Perwitasari

Habits
I never adopt a pet but would like to adopt a new pet. If my pet sick I always search article on the internet before I go to veterinarian. I vaccine and neuter / spay my pet. If my pet lost, I reported my missing pet on social media. I grooming my pet all by myself. I usually buy pet supplies at offline store. I also join a pet owner forum for sharing information.

Pain Points

- Difficulty finding pet adoption information
- Need delivery service for pet shop
- Hard to find available veterinarians for consultation online
- Information for subsidized spay and neuter program
- Difficulty finding mating partner for my pet

Goals & Needs

- Consultation with veterinarian online
- Easier to find pet adoption information
- Easier to find information for subsidized spay and neuter program
- Find nearest veterinarian on apps
- Forum for sharing with another pet owner

Age: 32
Occupation: Housewife
Location: Yogyakarta

Pets: 3 Cats

User Persona Indry Dwira

Habits
I ever adopt a pet and would like to adopt a new pet again. If my pet sick I ask another pet owner in a forum or consultation with veterinarian. I neater and spay my pet so not looking for mating partner. I have done vaccine for my pet. If my pet lost, I reported my missing pet on social media. I grooming my pet all by myself. I usually buy pet supplies at offline store. I also join a pet owner forum for sharing information.

Pain Points

- Difficult to spread correct education for pet care
- There's no big forum yet for sharing with pet owner
- Difficulty finding pet adoption information
- Hard to find available veterinarians for consultation online
- Hard to find my lost pet

Goals & Needs

- Find nearest veterinarian on apps
- Forum for sharing with another pet owner
- Easier to find pet adoption information
- Consultation with veterinarian online
- Find my lost pet on apps

Age: 26
Occupation: Medical Staff
Location: Denpasar

Pets: 4 Cats, 3 Birds, 8 Fish

User Persona Intan Purnama P

Habits
I ever adopt a pet and would like to adopt a new pet again. If my pet sick I immediately take it to the vet. I'm not neuter / spay my pet but not looking for mating partner. I haven't done vaccine for my pet. If my pet lost, I do the old way, ask for help to every stray cat or dog around my house and tell my pet to come home soon. I grooming my pet all by myself. I usually buy pet supplies at offline store. I also join a pet owner forum for sharing information.

Pain Points

- Difficulty financially to supply my pet needs
- Information for subsidized spay and neuter program
- Hard to find my lost pet
- There's no big forum yet for sharing with pet owner
- Difficulty finding pet adoption information

Goals & Needs

- Locally reward for user after every transaction
- Easier to find information for subsidized spay and neuter program
- Find my lost pet on apps
- Forum for sharing with another pet owner
- Easier to find pet adoption information

Age: 18
Occupation: Student
Location: Semarang

Pets: 13 Cats

User Persona Windy Febiola

Habits
I ever adopt a pet and would like to adopt a new pet again. If my pet sick I immediately take it to the vet. I'm not neuter / spay my pet so I'm looking for mating partner for my pet. I have done vaccine for my pet. If my pet lost, I reported my missing pet on social media. I always using pet grooming service, but I deliver my pet by myself. I usually buy pet supplies at offline store. I'm not join a pet owner forum for sharing information but I would like to join.

Pain Points

- Need delivery service for pet shop
- Need delivery service for pet grooming
- Hard to find my lost pet
- There's no big forum yet for sharing with pet owner
- Hard to find available veterinarians for consultation online

Goals & Needs

- Delivery service for pet shop
- Delivery service for pet grooming
- Find my lost pet on apps
- Forum for sharing with another pet owner
- Consultation with veterinarian online

Age: 21
Occupation: Student
Location: Payakumbuh

Pets: 4 Dogs, 3 Birds, 5 Fish, 2 Tortoises

p.s. photos in persona are not real photos due to user willingness



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Project 2 – PET.id
2022

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User Journey Map



User Journey Map



Affinity Map



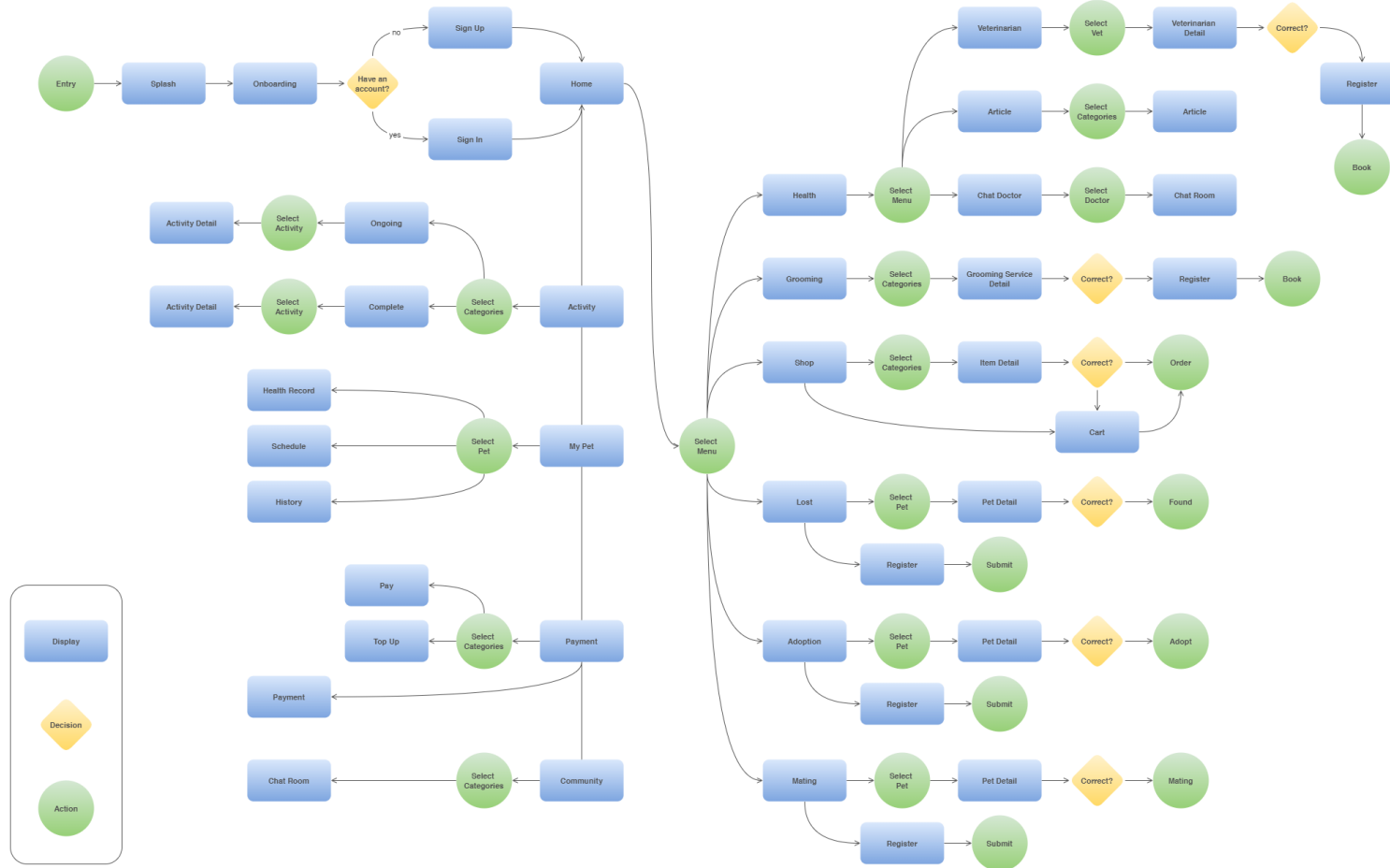
Affinity Map



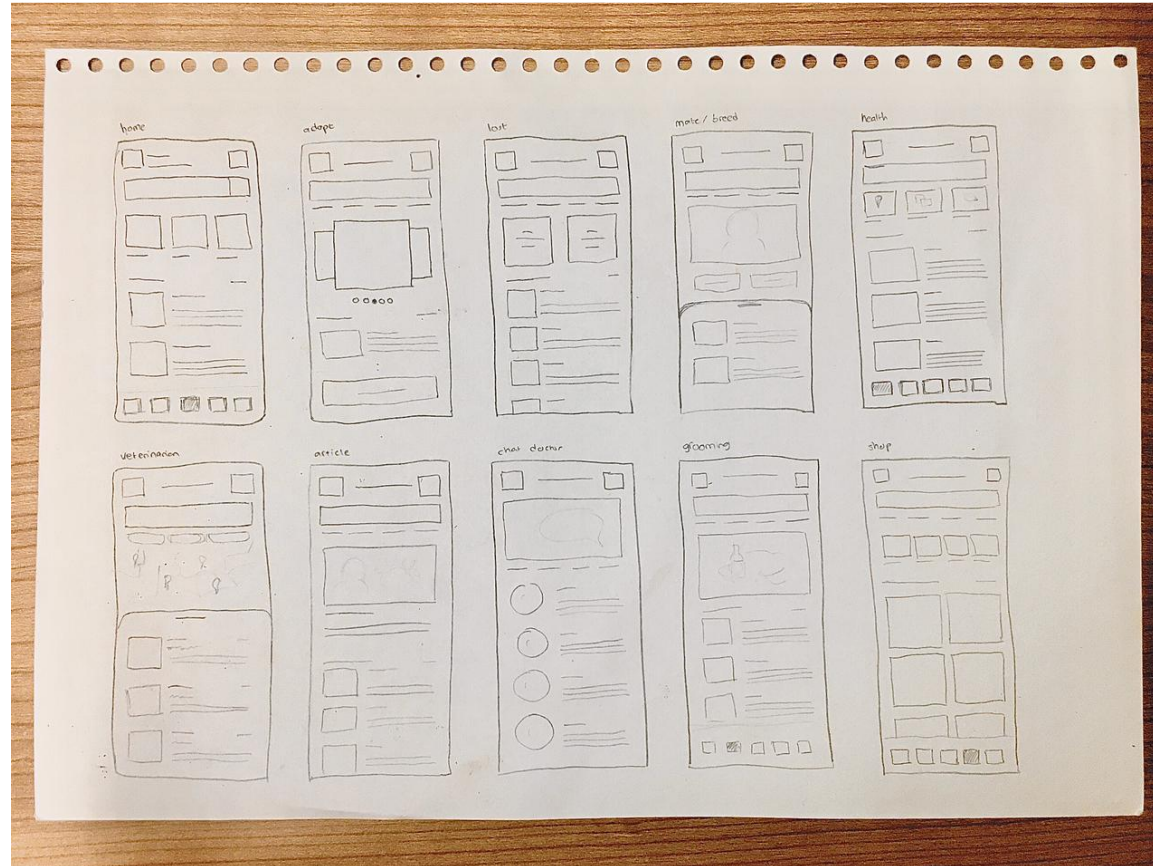
User Flow



User Flow



Sketches



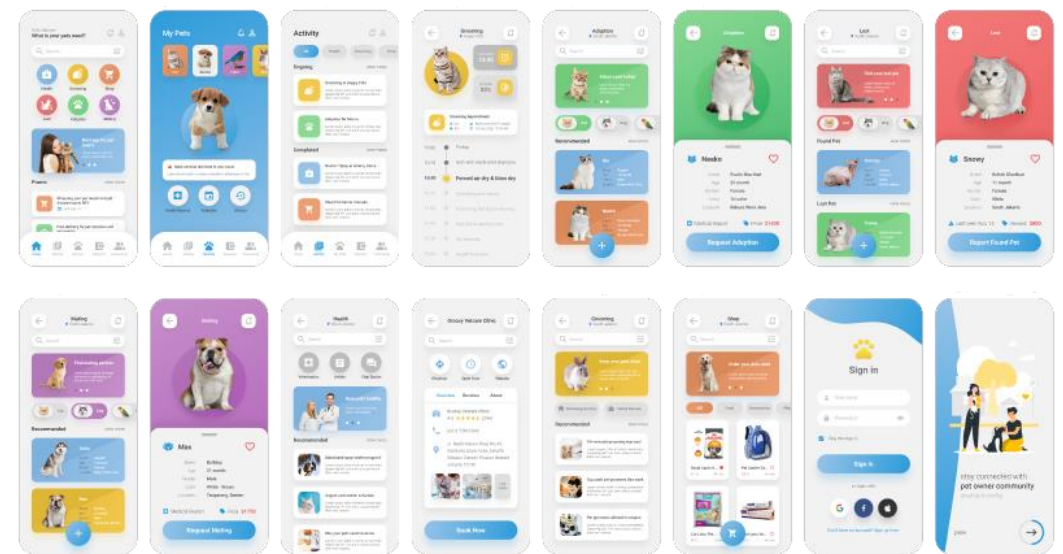
Prototype



1 Low-fidelity Prototype



2 High-fidelity Prototype



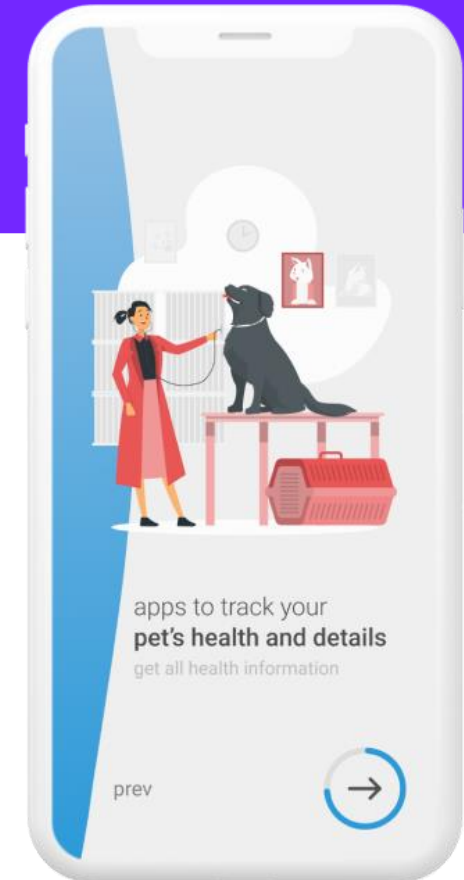
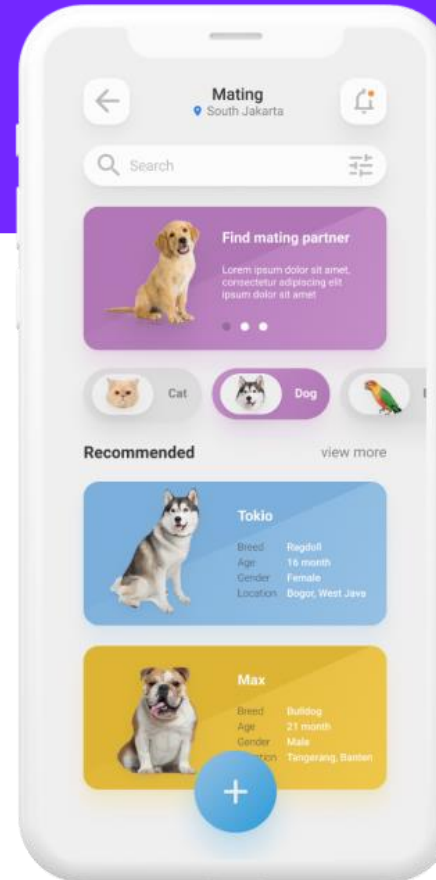
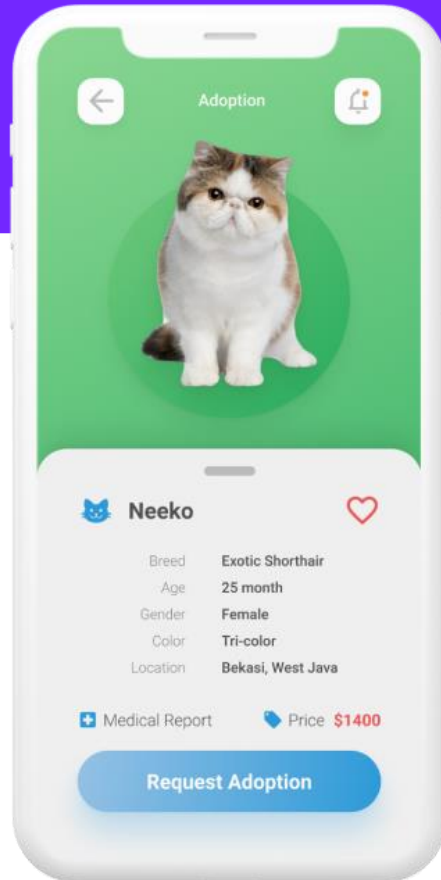
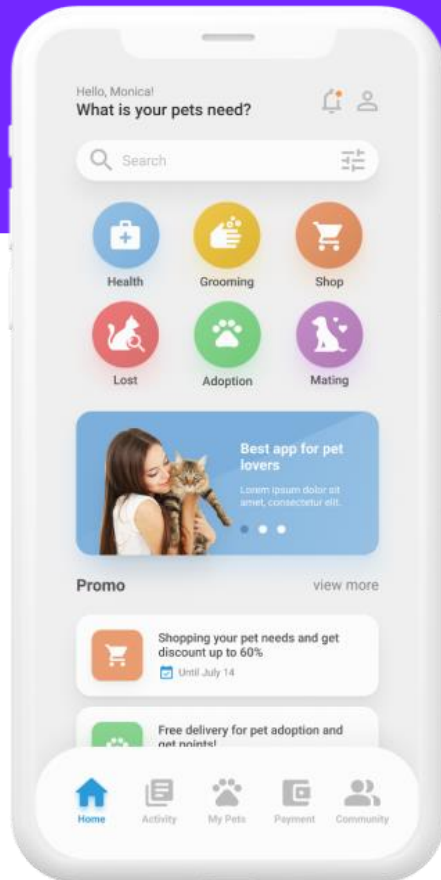
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Project 2 – PET.id

2022

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Key Mockup



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Project 2 – PET.id

2022

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Takeaways

What I learned

There are so many lessons that I can learn from this case study, each stage of the design thinking process presents its own challenges to develop skills such as empathizing with users, analytical skills, defining problems, developing ideas, and prototyping.

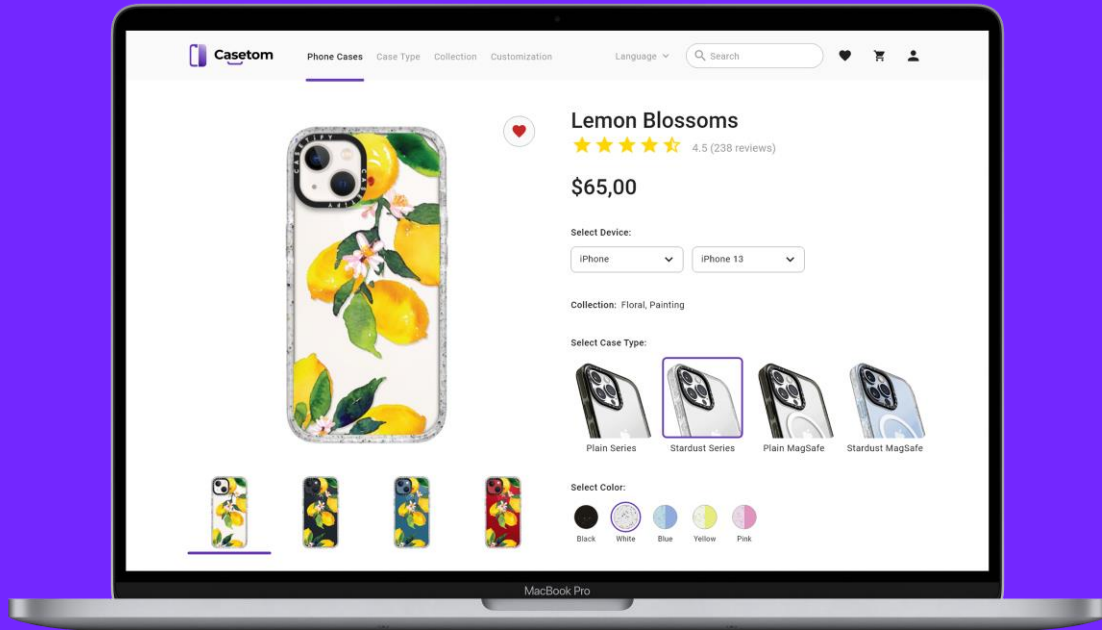
Next Step

My suggestion for the next case study is that the testing phase should be run and given to the user in order to get feedback so that the application becomes better and ensures whether the user's goals have been achieved.



Casetom

Google UX Design Project



Project Duration

July 2022 to August 2022.

Product

Casetom is a custom phone case website that offers custom phone case services easily, efficiently, and available for various types of phones. **Casetom** target teen to young adult who wants to appear stylish and protect their phone.

Goal

Design **Casetom** website that is allows users to easily customize their phone case that available for many phone brands, doesn't need to worry about poor image quality, and clear checkout process.

Responsibilities

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, iterating on designs, and responsive design.



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Project 3 - Casetom

2022

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Design Thinking

01

Empathize

personas, user stories, and user journey maps

02

Define

problem statements

03

Ideate

Crazy Eights, competitive audits, sitemap

04

Prototype

paper and digital wireframes, low-fidelity and high-fidelity prototypes

05

Test

conducting interviews and usability studies



User Research

"Shopping and making art is my stress reliever"



Giselle

Age: 23
Education: Bachelor degree
Hometown: Bandung, Indonesia
Family: Lives alone
Occupation: Employee

Goals

- To be able to order custom phone cases in a more efficient way
- The custom phone case I ordered is in great quality
- Provide phone cases for various types of phones

Frustrations

- "The process of buying custom phone cases manually is very complicated"
- "I once bought a custom phone case and the picture was in poor quality"
- "It's hard to find a phone case for my sister's phone type"

Giselle is an employee who thinks shopping and making art is a stress reliever. She want to order custom phone cases in a more efficient way. She also like to buy phone case for her sister, so she want a website custom case that provide case for various type of phone. And the most important thing is that the custom phone case that she bought must be in good quality, the picture is not stretched or in low quality, etc.

Problem Statement

Giselle is an employee who likes shopping and making art who needs to buy and easily custom phone cases with good quality because they want custom phone cases that fit their design taste.



User Journey Map

Persona: Giselle

Goal: Shop for custom phone cases easily and with good quality

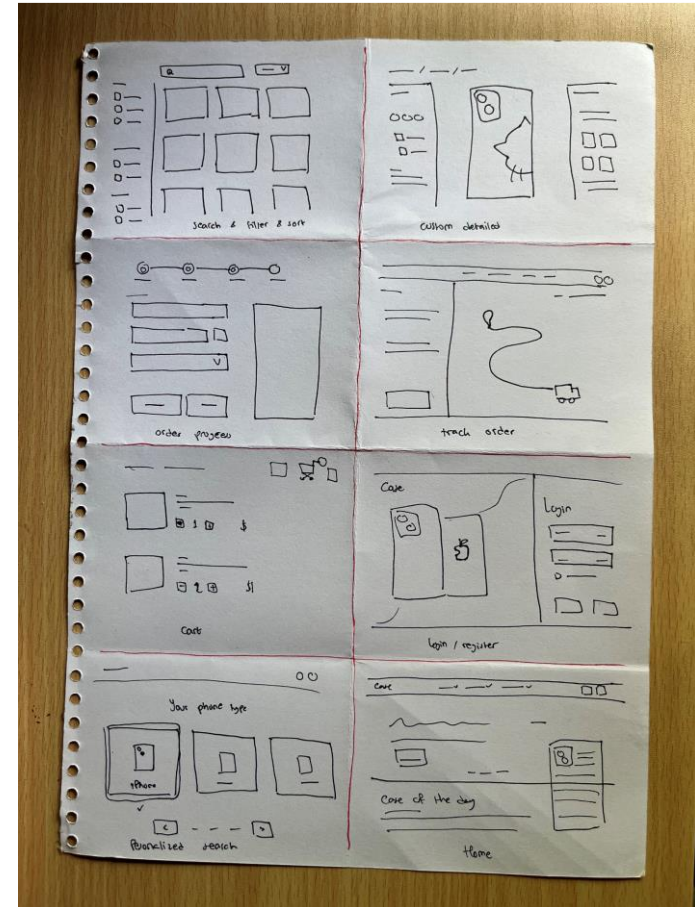
ACTION	Choose online shopping website	Browse phone case	Choose items and custom	Complete Order	Order Delivered
TASK LIST	A. Search for shopping website B. Choose a trusted seller that sells custom phone cases	A. Browse the seller's page to find items B. Apply filter options if available	A. Select items and make sure there's custom option and available for your phone type B. Chat to seller information about text, image, or color custom.	A. Confirm order B. Give location information C. Give name and number information D. Make a payment	A. Order delivered to location B. Give review text and image C. Give rating
FEELING ADJECTIVE	Excited to shop Overwhelmed by the number of seller	Annoyed for having to look for customizable products one by one	Frustrated at give custom information only through chat	Worried that the order doesn't match what's informed in the custom details	Disappointed with low image quality, image stretch, etc
IMPROVEMENT OPPORTUNITIES	Create a dedicated app for buy custom phone case from 1 trusted company	Provides a specific page for users who want a custom phone case	Provides custom features that are easily accessible within the application	Show custom details before checkout order	Added the required image size, layout and resolution information when custom in app



Crazy Eights



I did a quick ideation exercise with crazy eight methods to come up with ideas. My focus was specifically on making the simple flow to custom phone case features.



Competitive Audit

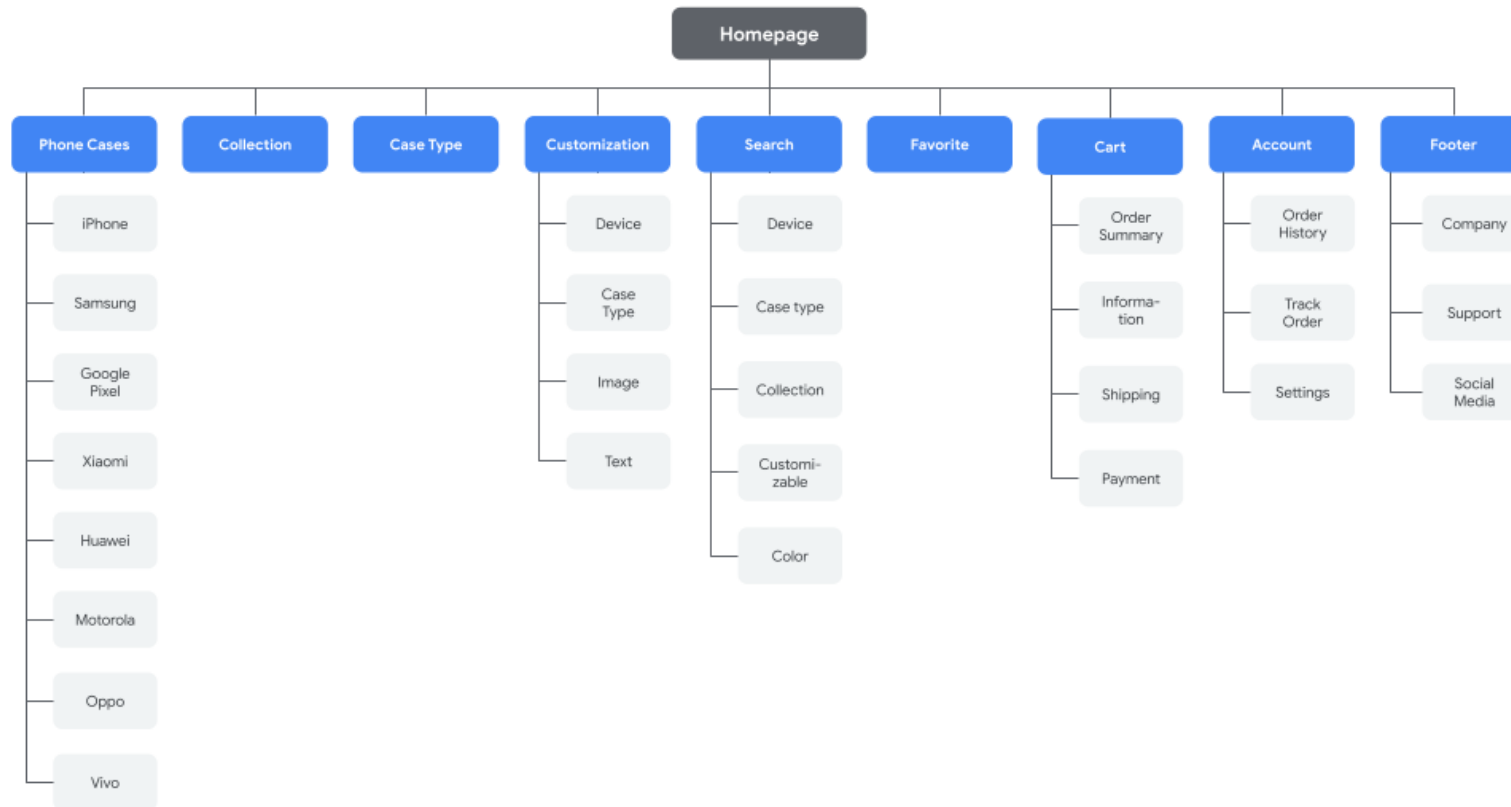


Competitive audit Compare the experience of buying and customizing phone cases with each competitor's app

	General information								UX (rated: needs work, okay, good, or outstanding)								
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$)	Website (URL)	Business size (small, medium, large)	Target audience	Unique value proposition	First impressions		Interaction			Visual design		Content	
									Desktop website experience	App or mobile website experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness
Caserty	Indirect	Hong Kong, China	Phone case, electronic accessories	\$\$\$\$	https://www.caserty.com/	Large	Teen and young adult from upper class who want to appear stylish	Personalized & stylish, the most sustainable yet protective phone cases	Outstanding + Strong visual design and branding + Easy to navigate + Accessibility-friendly	Good + Visually appealing - Mobile experience not as clean as desktop	Good + Easy to customize + Good filter options + Range information about protect and weight + Guest checkout for quick ordering + There's tracking order in the app + Rate and reviews in app - Only available for certain types of phones - Limited payment options - Can't bookmark product	Outstanding + Great use of visual + Support screen reader feature + Color choices meet accessibility standards + Available in 10 languages	Outstanding + Quick and easy to use ordering process + Straightforward user flow	Outstanding + Comprehensive navigation menu + Clear indication of clickable elements	Outstanding + Modern and trendy design + Use of many high quality images + Consistent brand design + Clear brand identity	Friendly and engaging	Good + Good balance of information with visuals + A lot of detail is provided
Casion	Direct	Jakarta, Indonesia	Phone case, electronic accessories	\$	https://www.casion.com/id/	Medium	Teen and young adult from middle class who want to appear stylish	Protect your favorite smartphone with the best protection while beautifying your favorite smartphone.	Good + Clean and simple design - Breadth of options can be overwhelming	Good + Clean and simple design - Breadth of options can be overwhelming	Okay + Available for various types of phones + Can bookmark product + Rate and reviews in app - No tracking order in the app - Minimum filter options - Limited payment options	Good + Great use of visual + Support screen reader feature + Color choices meet accessibility standards - Only available in 1 language	Needs work + Primary checkout userflow is clear - Flow after checkout is confusing - Inefficient payment process - Browsing through "belanja" page is time-consuming	Okay + Comprehensive navigation menu + Clear indication of clickable elements - Too many options is overwhelming at times	Outstanding + Modern and trendy design + Use of many high quality images + Consistent brand design + Clear brand identity	Enthusiastic	Good + Good balance of information with visuals + Clear
Otter Box	Indirect	Fort Collins, US	Electronics accessory	\$\$\$\$	https://www.ottbox.com/	Large	Young adult to adult from upper class who want to protect their phone	Produces water-resistant, shock-resistant, and drop-resistant cases for mobile devices	Outstanding + Strong visual design and branding + Easy to use + Clean and simple design	Outstanding + Strong visual design and branding + Easy to use + Clean and simple design	Good + Easy to customize + Good filter options + Guest checkout for quick ordering + There's tracking order in the app + Available for various types of phones + Rate and reviews in app - Limited payment options - Can't bookmark product	Outstanding + Great use of visual + Support screen reader feature + Color choices meet accessibility standards + Available in 14 languages	Outstanding + Quick and easy to use ordering process + Primary checkout userflow is clear	Outstanding + Comprehensive navigation menu + Clear indication of clickable elements	Outstanding + Consistent brand design + Clear brand identity + Use of many high quality images	Casual and concise	Good + Short and to the point + Focused on info relevant to target audience
Casaphoria	Direct	Surabaya, Indonesia	Phone case, electronic accessories	\$\$	https://casaphoria.com/	Medium	Teen and young adult from middle class who want to appear stylish	Offer high quality personalized cases designed and facilitate their passion in the art of self-expression	Okay + Easy to use + Simple to navigate	Okay + Easy to use + Simple to navigate	Needs work + Available for various types of phones + Multiple payment options - No filter option - Can't bookmark product - No rate and reviews in app - Lack of other useful features	Needs work + Support screen reader feature - Inconsistent use of language	Needs work + Primary checkout userflow is clear - Flow after checkout is confusing - Inefficient payment process - Browsing through items is time-consuming	Needs work + Clear indication of clickable elements - Not straightforward navigation	Needs work + Use of many high quality images - Not consistent brand design + Brand identity is not clear - Not very visually engaging	Friendly	Okay + Clear - Inconsistent use of language

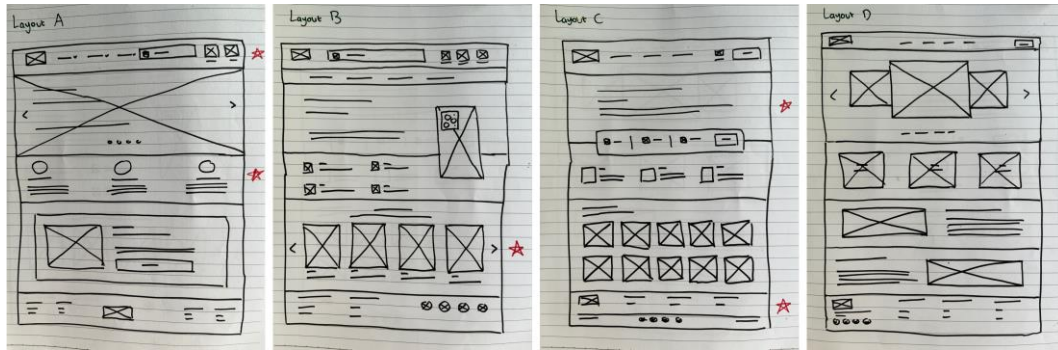


Sitemap

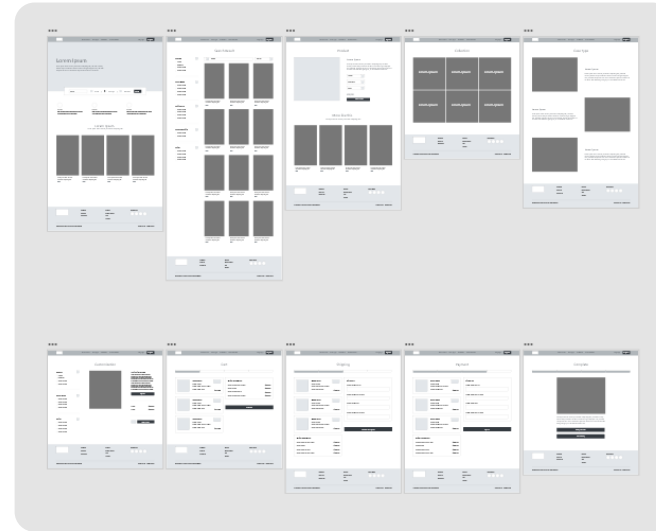


Wireframe

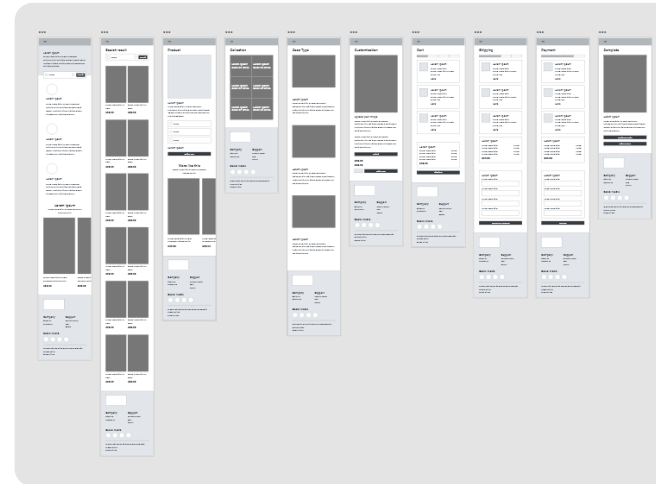
1 Paper Wireframes



2 Digital Wireframes



Web Version



Mobile Version



Usability Study

1 Unmoderated usability study

3 Indonesia, remote

2 5 participants

4 5-10 minutes

After doing a usability study, it turns out that most users already feel that the design is easy to understand, simple, and has a clear flow. The main finding uncovered by the usability study is:

1. Complete Checkout

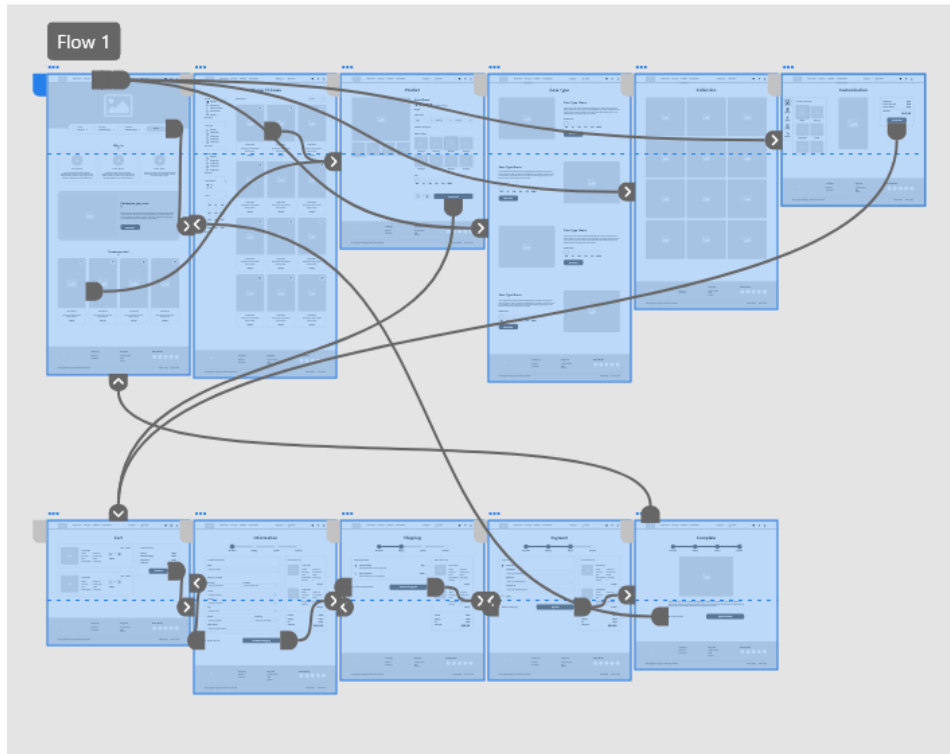
Once at the complete checkout screen, users can't see detailed information about what they just input.



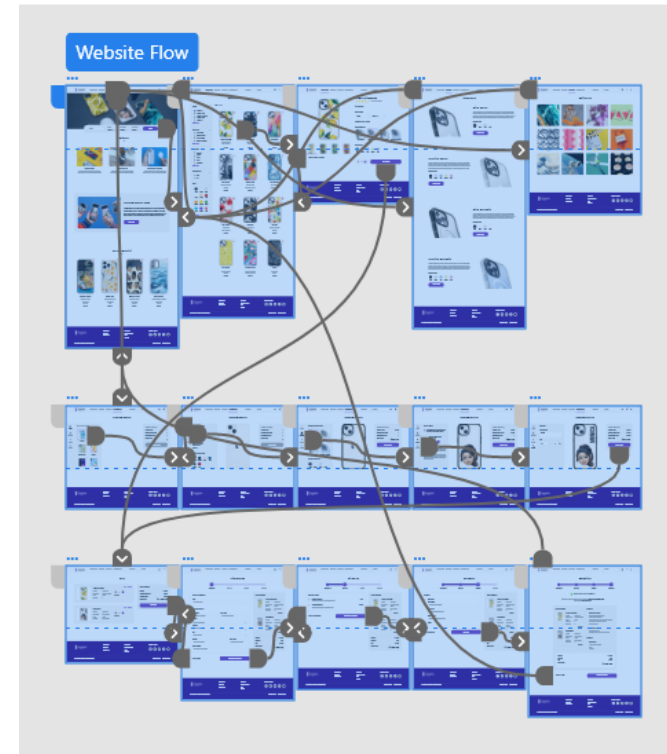
Prototype



1 Low-fidelity Prototype

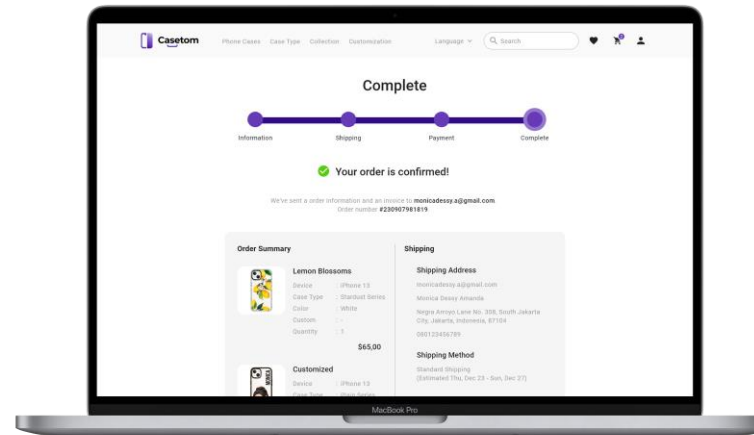
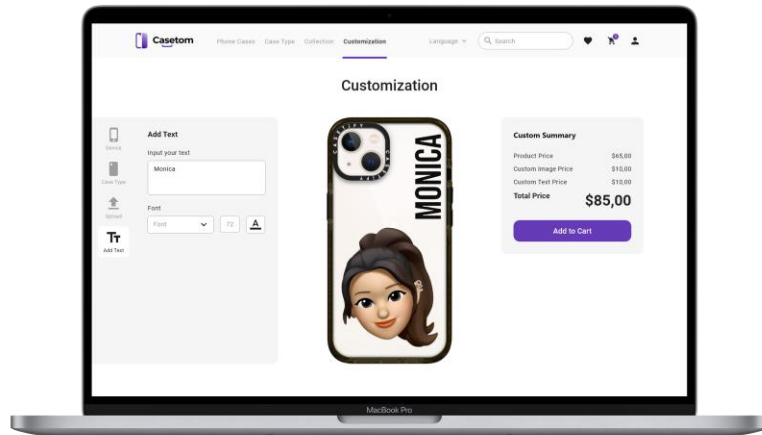
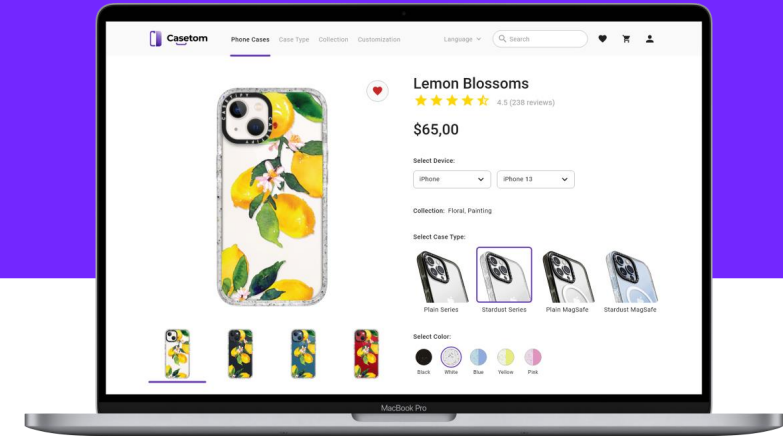
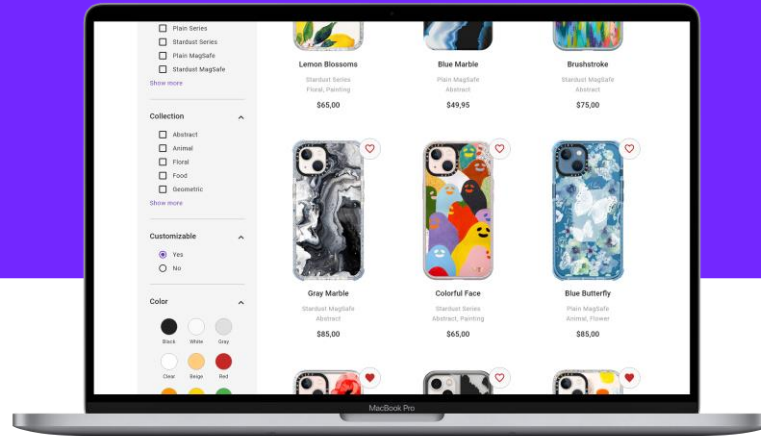


2 High-fidelity Prototype



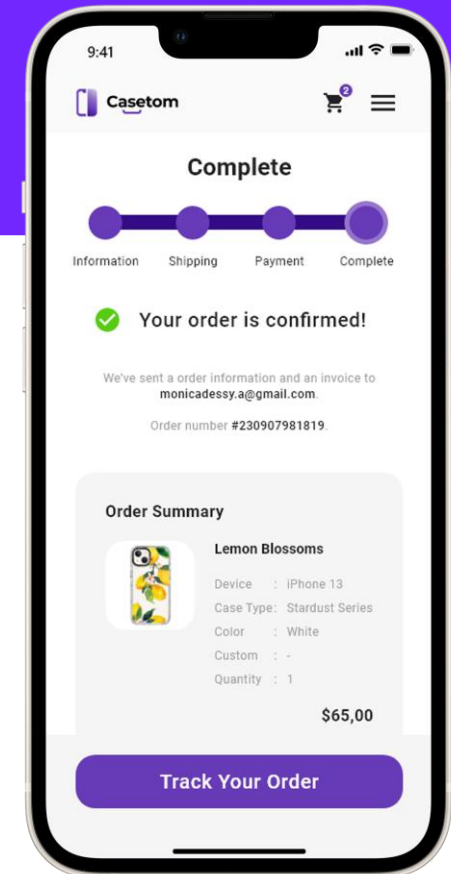
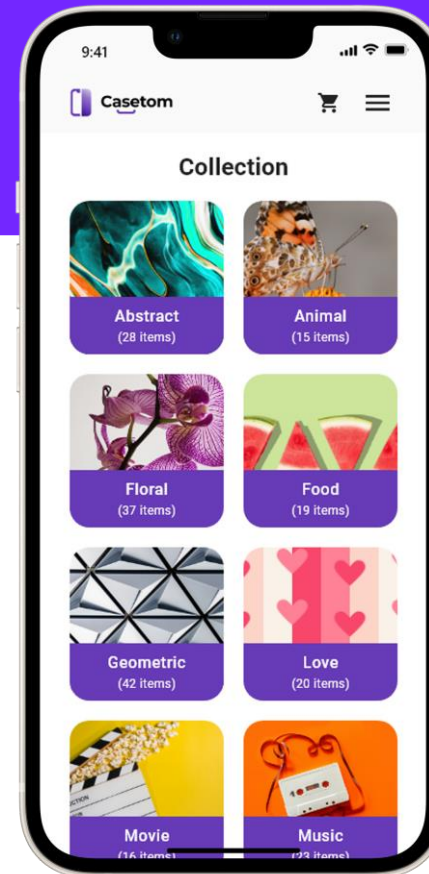
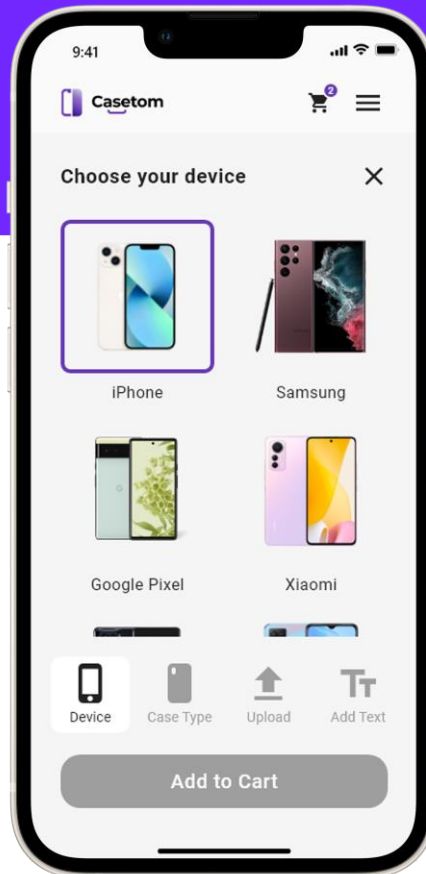
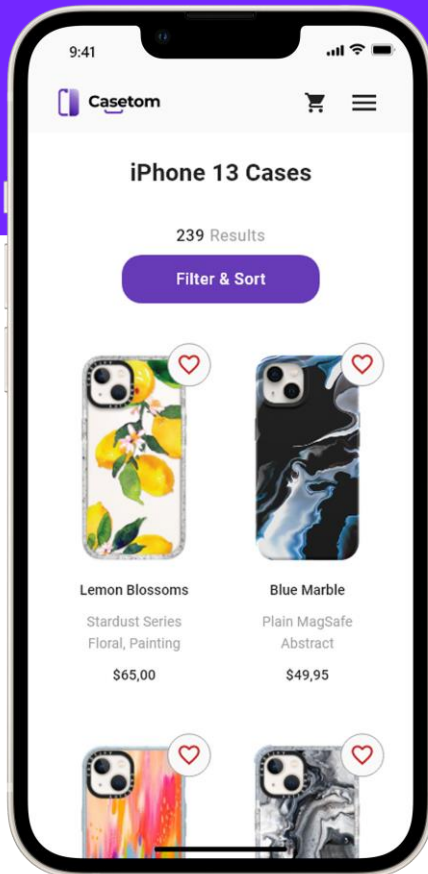
Key Mockup

Web Version



Key Mockup

Mobile Version



Takeaways

What I learned

The most important takeaway for me is to be able to create designs that are easy to apply to the web and mobile interface. And must adjust the design according to the characteristics of each device.

Next Step

- Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.
- Identify any additional areas of need and ideate on new features.



Thankyou

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