



//synopsis
karin anzelma
selected work
2017-2019



Anzelma Karin Uli

PORTFOLIO

hello!

hej!

aloha!



salut!

ciao!



ahoj!

hola!

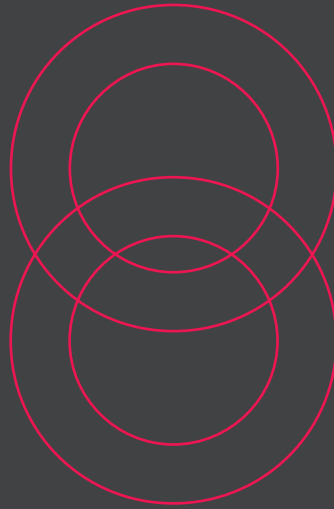
ni hao!

annyeong!

shalom!

ola!

halo!



This book is a collection of my selected work from 2017 – 2019. The featured work is the collection of my previous work projects.


KARIN ULI

UI/UX DESIGNER

 karinanzelma@gmail.com

 045 2232 104

 5 / 235 Anzac Parade,
Kensington, NSW 2033

 English, Bahasa Indonesia

CAREER SUMMARY

Product designer with 3 years of experience in interface designing and information technology systems. Aspires to innovate good and intuitive products using possessed technical skills and creativity to ease users' lives. Always motivated for an experience where it is possible to self-improve while contributing passionately to work environment along with values and soft skills applied in practice.

EXPERIENCE

VMOR TECHNOLOGY, AUSTRALIA

February 2019 – Present

Part-Time Graphic & Product Designer

- Led visual design directions and developed creative solutions for every product while maintaining teamwork with the developers.
- Designed interface systems for data analytics applications for both internal and external uses.
- Produced visual cues and interaction design for user systems.
- Prototyping products to give an immersive user experience.
- Developed a visual identity system for various brands.

WEBARQ, INDONESIA

July 2016 – December 2017

UI/UX Designer

- Created highly usable yet elegant interface design for companies' websites and mobile applications.
- Worked in a cross-team collaboration with Front-End Developers and Back-End Engineers to find solutions considering user needs and technical challenges.
- Performed client presentations in regards of design concepts in a formal setting to assist in design consultation stage.
- Designed other creative visual attributes for various purposes.
- Conducted basic user research methodologies and constructed website prototypes for user-testing.

EIZOU GRAPHIC & WEB, INDONESIA

February 2016 – May 2016

Graphic & Web Design Intern

- Built beautiful website design for corporate websites and web applications.
- Worked in a collaborative environment with the entire creative team.
- Handled various different projects in a flexible manner.
- Designed visually appealing graphic materials for company reports and marketing collateral.

EDUCATION

UNIVERSITY OF NEW SOUTH WALES

February 2018 – December 2019

Master of Commerce (Finance & Marketing)

The course is designed to identify complex business challenges, opportunities for disruption and innovative solutions - with a global perspective.

UNIVERSITAS MULTIMEDIA NUSANTARA (UMN)

September 2012 – July 2016

Bachelor of Design

Bachelor of Design course combines independent thinking and creativity with practical and technical skills.

EXTRACURRICULAR

UNSW GRADUATE STUDENT ASSOCIATION

2019

Digital Media Committee

Reconstructed the entire website which had a positive impact on the sign-up rate, improving it up to 70%.

ULTIGRAPH UMN 2015

2015

Public Relations Division Coordinator

Led a team of 5 people in an agile environment to maintain the public image of the event and promoted the events through different platforms of media, doubling the number of attendees as a result.

CERTIFICATIONS

GOOGLE

2017

Google Digital Garage Online Course

Successfully completed the online marketing fundamentals qualification.

TECHNICAL SKILLS

ADOBE CREATIVE SUITES

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Lightroom
Adobe After Effects
Adobe XD
Adobe Premiere Pro

INTERFACE & PROTOYPE

Figma
Sketch
InVision
WebFlow
Balsamiq

INDUSTRY KNOWLEDGE

User Interface Design
User Experience Design
User Research
Customer Journey Mapping
Information Architecture
Wireframing
User Testing & Prototyping
Visual Design Style

REFEREES

Referees are available upon request.

WORK



user interface



Mirae Asset Indonesia

2017

Project type:

Client's Project (Collaboration)



PALOMA Hardware

2017

Project type:

Client's Project



IKONS

2017

Project type:

Client's Project



Adventure Archipelago

2017

Project type:

Client's Project



Agri Friend

2019

Project type:

UI Exploratory Project



Foodies

2019

Project type:

UI Exploratory Project

01.

Mirae Asset Indonesia

Mirae Asset Financial Group is an independent financial services group in Asia. Mirae Asset provides comprehensive financial services including asset management, wealth management, investment banking, and life insurance.

The objective of this website is to build an online platform of MIRAE Asset Indonesia, which will allow users to access any information about Mirae's financial products and directly perform transaction on the website itself.

max.miraeasset.co.id



Problem Statement

Mirae Asset was establishing the first Indonesian online platform. A platform that would offer products from their own screen

Project Goals

- 1 Become an established
- 2 Create a loyal Indones
- 3 Design an easy user ex
- 4 Build a new design styl

Research Methodology



Market Research



Information Architecture

their first Indonesian branch in Jakarta. Mirae Asset needed to develop the platform where the customers can autonomously manage their investment assets.

and financial service company in Indonesia.

to attract an investor base.

to provide a better experience for the investors.

to create a user interface for the Indonesian website while still be in-line with the brand guidelines.



Prototype Testing



User Persona



Customer Journey

Customer Core Needs

Investing on the right product

Users need to be able to choose the right product that satisfies their needs. They should be able to view all the possible options without being cluttered.

Selecting between alternatives

Selecting between alternatives is a difficult task to do. Users will be faced between multiple options of the products while making a decision.

Andhika Putranto

Financial Management Habits

Where	Banks and Mutual Funds
When	Monthly
Why	Family planning, capital raising
Type	The validator, risk averse
Decision time	Several days or weeks
Technology	Work desktop or mobile phone



Current Customer Journey



Mutual Fund Investing

Through an agent/mutual fund manager

- High fees
- Only limited information can be given
- Lack of data visibility
- Unable to verify the accuracy of the information
- Dislikes the agent's product recommendation
- Unable to verify the accuracy of the information
- No point of reference
- Untimely investment recommendation
- Unable to monitor performance at all times
- Highly dependent on the manager's performance

Digital (website)

Information on the website

ect

ose and inspect the
eds. They need to be
information needed

ves

es should be easy to
een two or even more
in the process of making

Product information efficient

Users should be able to access all information in an efficient way. Only important information should be highlighted to avoid clutters, but the design should allow them to have the option of viewing details

Product filtering

With the big amount of product alternatives that Mirae has, a well diversified filtering system is a necessity. Some users only need information from a certain type of product category.

Age	29	Status	Married	Education	University
Occupation	Senior Consultant	Location	Jakarta	Income	> Rp 15,000,000 per month

Motivations

- Capital Raising
- Family Planning
- Child's Education
- Estate Planning
- Property Investment
- Financial Freedom
- Business Investment

Key Goals

- Not missing out on any high performing product
- Able to manage investment decisions autonomously
- Getting an in-depth analysis of each financial product
- Monitoring product performance anytime anywhere
- Outlined products information

Frustrations

- Information Overload
- Hard-to-understand layouts
- Hard to compare each investment product
- Untimely phone calls from mutual fund managers
- Being the last to know about high performing products

Bio

Anchika is a full time senior consultant and a risk-averse investor. The validator is beginning to enter the investment market and build a portfolio. They are confident in their financial knowledge and prefer to do their own research on investment strategies. The validator is open to end-to-end as well as occasional advice on their own terms. They trust the advice of professionals but would prefer to make the final call when it comes to investment decisions.

Anchika's purpose of investing is to get a capital raise to save up for his family planning with his wife. Mutual fund is the simplest way to do this.

Pain points

anager

n

data

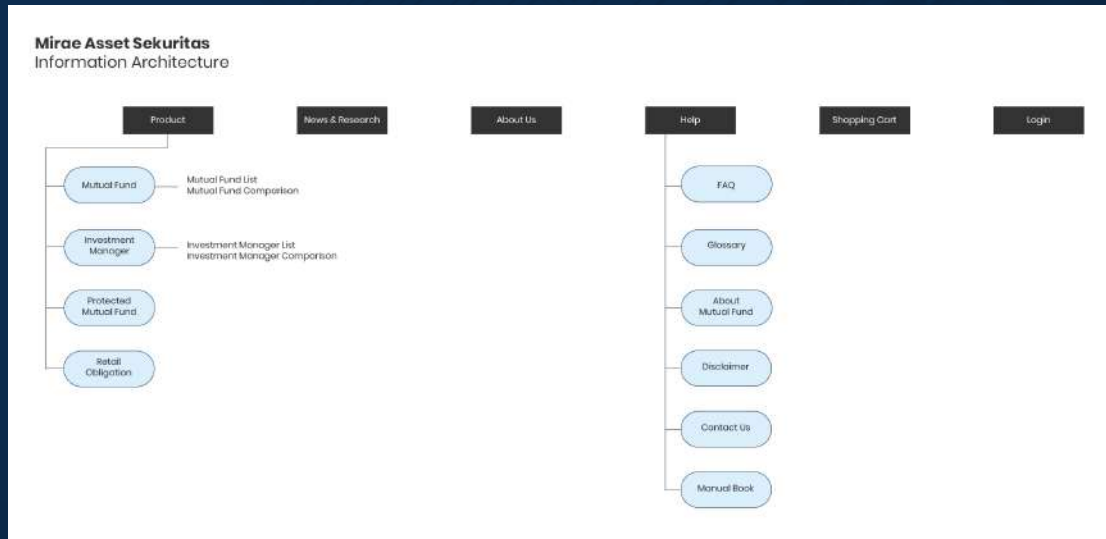
endations

data

n

ny time

o get things done



Typography

Fixed typography scale

Noto Sans

Bold

55 px

30 px

Noto Sans

Regular

16 px

14 px

Iconography

36 x 36 px



Colours

Mirae Asset identity colours



#0d2d4f

R 13
G 45
B 79



#f58220

R 245
G 130
B 32



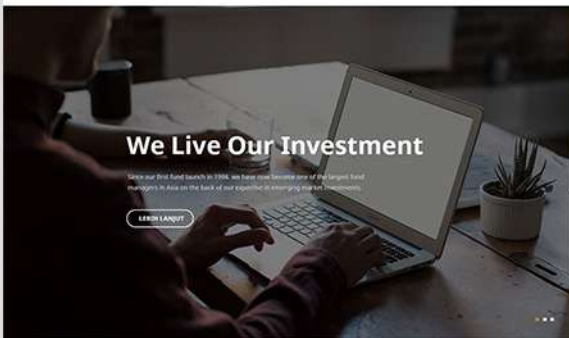
#2e76a2

R 46
G 118
B 162



#2e76a2

R 46
G 118
B 162



We Live Our Investment

Since our first fund launch in 1998, we have most recently one of the largest fund managers in Asia on the back of our expertise in managing risk and investments.

LEBIH LANJUT

Return Harian

Temukan Produk

Return Harian Tertinggi

Rank	Nama Reksa Dana	Return
1	050 Syariah Equity Fund July 1,000.00	18.32% REK
2	SectorInvest Equity Fund July 1,000.00	18.32% REK
3	SectorInvest Syariah Equity Fund July 1,000.00	18.32% REK
4	050 Sustainability Fund July 1,000.00	18.32% REK
5	050 Syariah Equity Fund July 1,000.00	18.32% REK
6	050 Syariah Equity Fund July 1,000.00	18.32% REK
7	050 Syariah Equity Fund July 1,000.00	18.32% REK

Langkah 1

1. Klik > Pilih Reksa Dana

Langkah 2

2. Klik > Pilih Investasi

Langkah 3

3. Klik > Pilih Investasi

Tipe Reksa Dana: Investment Manager: Nama Reksa Dana: REK

Performa Reksa Dana Harian

This is Morningstar's version of fund returns from providers. It is not audited. Amounts in USD.

Ekuitas Balance Fixed Income Syariah Money Market

<p>Simas Danamas Saham July 3,000.00</p> <p>Return (%) 1.16 8.76 1.16 8.76 1.16 8.76</p> <p>REK BANDUNGAN</p>	<p>SectorInvest Maxi Fund July 3,000.00</p> <p>Return (%) 1.16 8.76 1.16 8.76 1.16 8.76</p> <p>REK BANDUNGAN</p>	<p>Pinnacle Strategic Equity Fund July 3,000.00</p> <p>Return (%) 1.16 8.76 1.16 8.76 1.16 8.76</p> <p>REK BANDUNGAN</p>	<p>BNP Paribas Prima July 3,000.00</p> <p>Return (%) 1.16 8.76 1.16 8.76 1.16 8.76</p> <p>REK BANDUNGAN</p>
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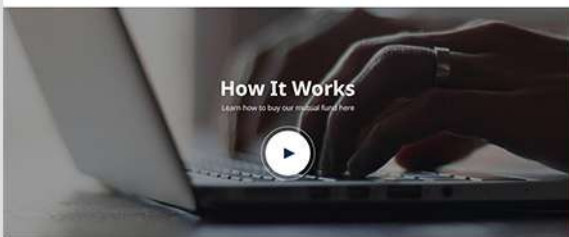
VIEW ALL

Bandingkan Reksa Dana

Kategori:

<input type="text" value="Pilih Investment Manager"/>	<input type="text" value="Pilih Investment Manager"/>	<input type="text" value="Pilih Investment Manager"/>
<input type="text" value="Pilih Nama Reksa Dana"/>	<input type="text" value="Pilih Nama Reksa Dana"/>	<input type="text" value="Pilih Nama Reksa Dana"/>

BANDUNGAN



How It Works

Learn how to buy our mutual fund here



Customer Voice

KIRIM

News and Research

VIEW ALL

<p>Wednesday, 22 February 2017</p> <p>Meiki Turun 5.4%, Saham BIAMI Juvenil Nilai Transaksi dan Masih Dibeli Asing</p> <p>READ MORE</p>	<p>Wednesday, 22 February 2017</p> <p>WSP Berada di Posisi Terendah Februari, Ini Broker Pengual Terbesar</p> <p>READ MORE</p>	<p>Wednesday, 22 February 2017</p> <p>Sajikan Capex Hingga Rp2 T, Iceland Kombinasikan Pinjaman Back dan Kas</p> <p>READ MORE</p>
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Chat with Us

NEWSLETTER

Get the latest investment news and information updates sent to your inbox.

SUBSCRIBE

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e76a2

194
172
151

User Dashboard

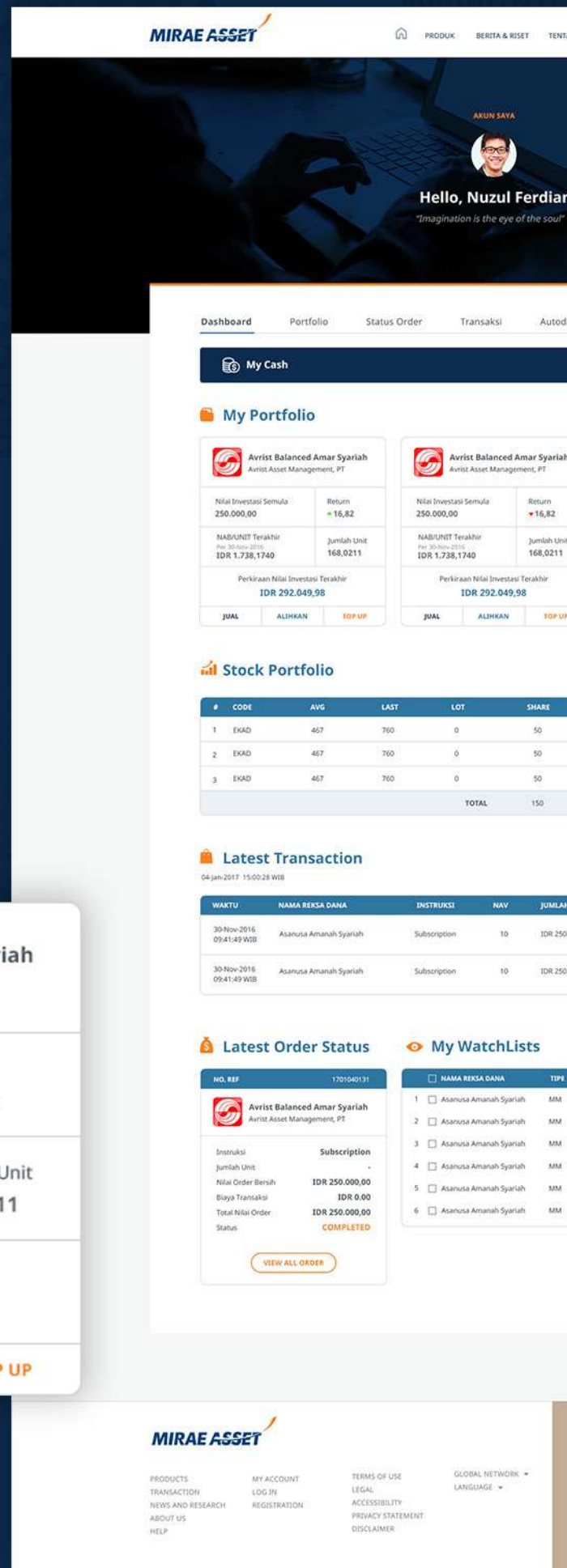
Mirae Asset allows users to have an account in order to ease the process of their financial transactions. The dashboard presents data about the users' products (portfolio), stocks information, transaction history, and watchlists. It allows users to set up automatic transaction and personal profile as well.

In each product, there are three main action buttons, which is to sell, switch, or top up the product. This action will be performed in the appearance of pop up window like the ones presented on the right (Penjualan & Pengalihan windows).



Avryst Balanced Amar Syariah
Avryst Asset Management, PT

<p>Nilai Investasi Semula 250.000,00</p>	<p>Return ▲ 16,82</p>	
<p>NAB/UNIT Terakhir Per 30-Nov-2016 IDR 1.738,1740</p>	<p>Jumlah Unit 168,0211</p>	
<p>Perkiraan Nilai Investasi Terakhir IDR 292.049,98</p>		
JUAL	ALIHKAN	TOP UP

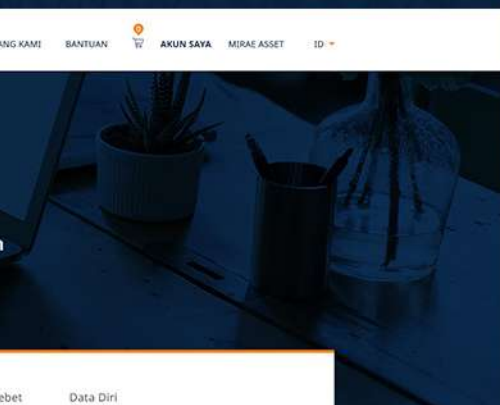


The screenshot shows the Mirae Asset user dashboard. At the top, there is a navigation bar with the Mirae Asset logo and links for PRODUK, BERITA & RISET, and TENDAH. Below the navigation bar, there is a user profile section with a photo and the name "Hello, Nuzul Ferdian" and the tagline "Imagination is the eye of the soul".

The main dashboard area is divided into several sections:

- My Cash:** A section for managing cash transactions.
- My Portfolio:** A section showing the user's investment portfolio. It includes two cards for "Avryst Balanced Amar Syariah" with details on investment value, return, and unit count.
- Stock Portfolio:** A table showing the user's stock holdings. The table has columns for #, CODE, AVG, LAST, LOT, and SHARE. It lists three shares of "EKAD" with an average price of 457 and a last price of 760.
- Latest Transaction:** A table showing the user's recent transactions. It has columns for WAKTU, NAMA REKSA DANA, INSTRUKSI, NAV, and JUMLAH. It shows two subscription transactions for "Asanusa Amanah Syariah" on 30-Nov-2016.
- Latest Order Status:** A section showing the status of the user's latest order. It includes details like the order number (1701040131), the product name, the order type (Subscription), and the order status (COMPLETED).
- My WatchLists:** A section for managing watchlists. It shows a list of six "Asanusa Amanah Syariah" funds with checkboxes for each.

At the bottom of the dashboard, there is a footer with the Mirae Asset logo and a list of links: PRODUCTS, TRANSACTION, NEWS AND RESEARCH, ABOUT US, HELP, MY ACCOUNT, LOG IN, REGISTRATION, TERMS OF USE, LEGAL, ACCESSIBILITY, PRIVACY STATEMENT, DISCLAIMER, and GLOBAL NETWORK.



AKUN SAYA MIRAE ASSET ID

Debet Data Diri

IDR 11,567,890,453

VIEW ALL PORTFOLIO

Avrist Balanced Amar Syariah
Avrist Asset Management, PT

Nilai Investasi Semula 250.000,00	Return ▲16,82
NAB/UNIT Terakhir Per 30-Nov-2016 IDR 1.738,1740	Jumlah Unit 168,0211

Perkiraan Nilai Investasi Terakhir
IDR 292.049,98

JUAL ALIHKAN TOP UP

VIEW ALL PORTFOLIO

VALUE	PTSL(+/-)	(%)
38,000	14,044	58,6
38,000	14,044	58,6
38,000	14,044	58,6
114,000	42,132	

VIEW ALL TRANSACTION

UNIT	TOTAL NILAI	SURAT KETERANGAN
0000,00	IDR 250.000,00	DOWNLOAD
0000,00	IDR 250.000,00	DOWNLOAD

VIEW ALL

NAB	TH	TB	HE-LO	AUM	
2,640.67	0.01	2.23	100%	32.67	BELI
2,640.67	0.01	2.23	100%	32.67	BELI
2,640.67	0.01	2.23	100%	32.67	BELI
2,640.67	0.01	2.23	100%	32.67	BELI
2,640.67	0.01	2.23	100%	32.67	BELI
2,640.67	0.01	2.23	100%	32.67	BELI

Chat with Us

Penjualan Reksa Dana

Penjualan

Masukan Nilai Nominal Unit

Semua Unit

CONFIRM

Avrist Balanced Amar Syariah
Avrist Asset Management, PT

Nilai Investasi Semula 250.000,00	Return ▲16,82
NAB/UNIT Terakhir Per 30-Nov-2016 IDR 1.738,1740	

Perkiraan Nilai In
IDR 292.

Pengalihan Reksa Dana

Pengalihan

Reksa Dana Tujuan
Asanusa Amanah Syariah

Nilai Investasi Semula 250.000,00	Return ▲16,82
NAB/UNIT Terakhir Per 30-Nov-2016 IDR 1.738,1740	Jumlah Unit 168,0211

Perkiraan Nilai Investasi Terakhir
IDR 292.049,98

NAB Terakhir
Per 30-Nov-2016
IDR 1.738,1740

Masukan Nilai Nominal Unit

Semua Unit

CONFIRM

Perbandingan Reksa Dana

Lorem Ipsum is simply dummy text of the printing.

Tipe Reksa Dana: Semua, Ekuitas, Balance, Fixed Income, Syariah, Money Market

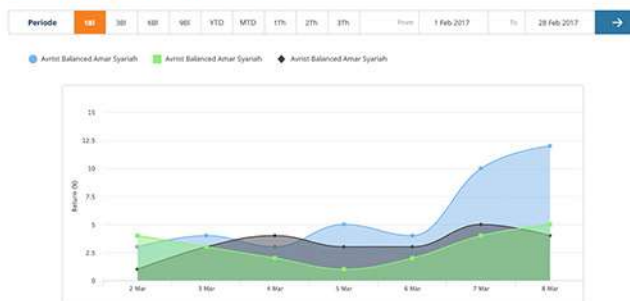
Avryst Asset Management, PT | Avryst Asset Management, PT | Avryst Asset Management, PT

Avryst Balanced Amar Syariah | Avryst Balanced Amar Syariah | Avryst Balanced Amar Syariah

BANDINGKAN

Perbandingan Return NAV | Perbandingan AUM | Perbandingan UNIT

Perbandingan Return NAV



Ringkasan Perbandingan

Avryst Balanced Amar Syariah Avryst Asset Management, PT		Avryst Balanced Amar Syariah Avryst Asset Management, PT		Avryst Balanced Amar Syariah Avryst Asset Management, PT	
Type Reksa Dana	Money Market	Type Reksa Dana	Money Market	Type Reksa Dana	Money Market
Establishment Date	21 Jun 2005	Establishment Date	21 Jun 2005	Establishment Date	21 Jun 2005
Bank Kustodian	Standard Chartered Bank	Bank Kustodian	Standard Chartered Bank	Bank Kustodian	Standard Chartered Bank
Latest NAB	2,640,6700	Latest NAB	2,640,6700	Latest NAB	2,640,6700
Latest AUM	32,670,000,689	Latest AUM	32,670,000,689	Latest AUM	32,670,000,689
Latest UNIT	21,578,875	Latest UNIT	21,578,875	Latest UNIT	21,578,875
Risk Profile	0.0068 (AVG)	Risk Profile	0.0068 (AVG)	Risk Profile	0.0068 (AVG)
	3M 6M 9M 12M		3M 6M 9M 12M		3M 6M 9M 12M
NAB	2.23 2.23 2.23 2.23	NAB	2.23 2.23 2.23 2.23	NAB	2.23 2.23 2.23 2.23
AUM	-2.86 -2.86 -2.86 -2.86	AUM	-2.86 -2.86 -2.86 -2.86	AUM	-2.86 -2.86 -2.86 -2.86
UNIT	4.78 4.78 4.78 4.78	UNIT	4.78 4.78 4.78 4.78	UNIT	4.78 4.78 4.78 4.78
Fee Information		Fee Information		Fee Information	
Management Fee	2%	Management Fee	2%	Management Fee	2%
Subscription Fee	Max. 1%	Subscription Fee	Max. 1%	Subscription Fee	Max. 1%
Redemption Fee	Max. 1%	Redemption Fee	Max. 1%	Redemption Fee	Max. 1%
Switching Fee	Max 0.50%	Switching Fee	Max 0.50%	Switching Fee	Max 0.50%
Transaction Info		Transaction Info		Transaction Info	
Minimum Subscription	IDR 500.000	Minimum Subscription	IDR 500.000	Minimum Subscription	IDR 500.000
Minimum Increment	IDR 500.000	Minimum Increment	IDR 500.000	Minimum Increment	IDR 500.000
Minimum Balance	IDR 500.000	Minimum Balance	IDR 500.000	Minimum Balance	IDR 500.000
Prospectus Fund FactSheet		Prospectus Fund FactSheet		Prospectus Fund FactSheet	
BELI SEKARANG		RIKAZ TERSEDIA		BELI SEKARANG	

sa Dana

Info Produk

Info Produk Info Perusahaan

NAV (per: 20/03/2017)	Latest AUM (per: 20/03/2017)	Latest UNIT (per: 20/03/2017)
IDR	105,062,541,743 IDR	21,969,239

Performance (%)					
1M	3M	6M	YTD	1YR	3YR
3.30	6.56	-0.55	3.43	7.23	16.42
-1.29	14.36	-18.08	0.14	-9.23	-39.16
-0.32	-9.14	-15.60	-0.47	-16.50	-46.93

Chart NAV Performance Klik Untuk Detil

Info Produk

Ringkasan **Info Produk** Info Perusahaan

Management Investasi Sucorinvest Asset Management, PT	Tujuan Investasi Sucorinvest Maxi Fund bertujuan untuk memberikan apresiasi modal dan tingkat keuntungan yang optimal dalam jangka panjang dengan mengkapitalisasi pasar modal Indonesia.
Custody Bank Deutsche Bank	
Jenis Reksa Dana Money Market	
Tanggal Launching 3-Jun-02	
Dana Kelolaan Rp 116,69 Miliar	

Manfaat Investasi
Kemudahan Pencairan Investasi (likuid)
Pengelolaan Dana Secara Profesional
Kenyamanan Administrasi dan Transparansi

Risiko Reksa Dana : AGRESIF
This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a odio tincidunt auctor a ornare odio. Sed non mauris vitae erat consequat auctor eu in elit. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris in erat justo. Nullam ac urna eu felis dapibus condimentum sit amet a augue. Sed

Minimum Pembelian 500,000 IDR	Minimum Investasi Selanjutnya 250,000 IDR	Biaya Transaksi 100,000 IDR
---	---	---------------------------------------

Syarat Ketentuan dan Prospektus

Saya telah membaca, mengerti dan menyetujui syarat ketentuan dan proseppektus produk reksa dana

BANDINGKAN **BELI**

Product Information and Comparison

When building this website, we realized that product comparison plays an important role when it comes to making a decision. Here (left) in the comparison page, the website allows user to compare up to 3 financial products. The graph shows NAV Return value over a certain time period.

When user clicks 'Beli Sekarang' (Buy Now) action button, a pop up window appears (image above). The Ringkasan Produk (Product Summary) pop up window shows table and charts of the product performance. The tabbing menu provides further information about product and company.

Pembelian

NAMA REKSA DANA	JENIS	NAV TERAKHIR	M. VALUE	NET INVESTMENT
Asanusa Amanah Syariah Min. Pembelian : IDR 500,000 Selanjutnya : IDR 100,000 Biaya Transaksi : IDR 100,000 Delete	Syariah	1,330	0	<input type="text" value="1,000,000.00"/>
				<input checked="" type="radio"/> Pembelian Sekali <input type="radio"/> Pembelian Berkala (Auto Debet)
Asanusa Amanah Syariah Min. Pembelian : IDR 500,000 Selanjutnya : IDR 100,000 Biaya Transaksi : IDR 100,000 Delete	Syariah	1,330	0	<input type="text" value="250,000.00"/>
				<input type="radio"/> Pembelian Sekali <input checked="" type="radio"/> Pembelian Berkala (Auto Debet)
Setiap Tanggal <input type="text"/>				Periode <input type="text"/>
TOTAL PEMBAYARAN				1,450,000.00

Semua nilai dalam Rupiah (IDR) kecuali disebutkan lain.
[Transaction Terms & Conditions](#)

CANCEL

CONFIRM

Transaksi Berhasil Diproses

Terima kasih, transaksi Anda telah berhasil kami proses. Proin condimentum fermentum nunc. Etiam pharetra, erat sed fermentum feugiat, velit mauris egestas quam. Berikut adalah status transaksi Anda :

WAKTU	NAMA REKSA DANA	INSTRUKSI	JUMLAH UNIT	NILAI ORDER	BIAYA TRANSAKSI	TOTAL NILAI	STATUS
30-Nov-2016 09:41:49 WIB	Asanusa Amanah Syariah	Sekali Beli	168,0211	IDR 250,000	IDR 100,000	IDR 1,000,000	COMPLETED
30-Nov-2016 09:41:49 WIB	Asanusa Amanah Syariah	Subscription	168,0211	IDR 250,000	IDR 100,000	IDR 200,000	COMPLETED

PORTOFOLIO

CARI REKSA DANA

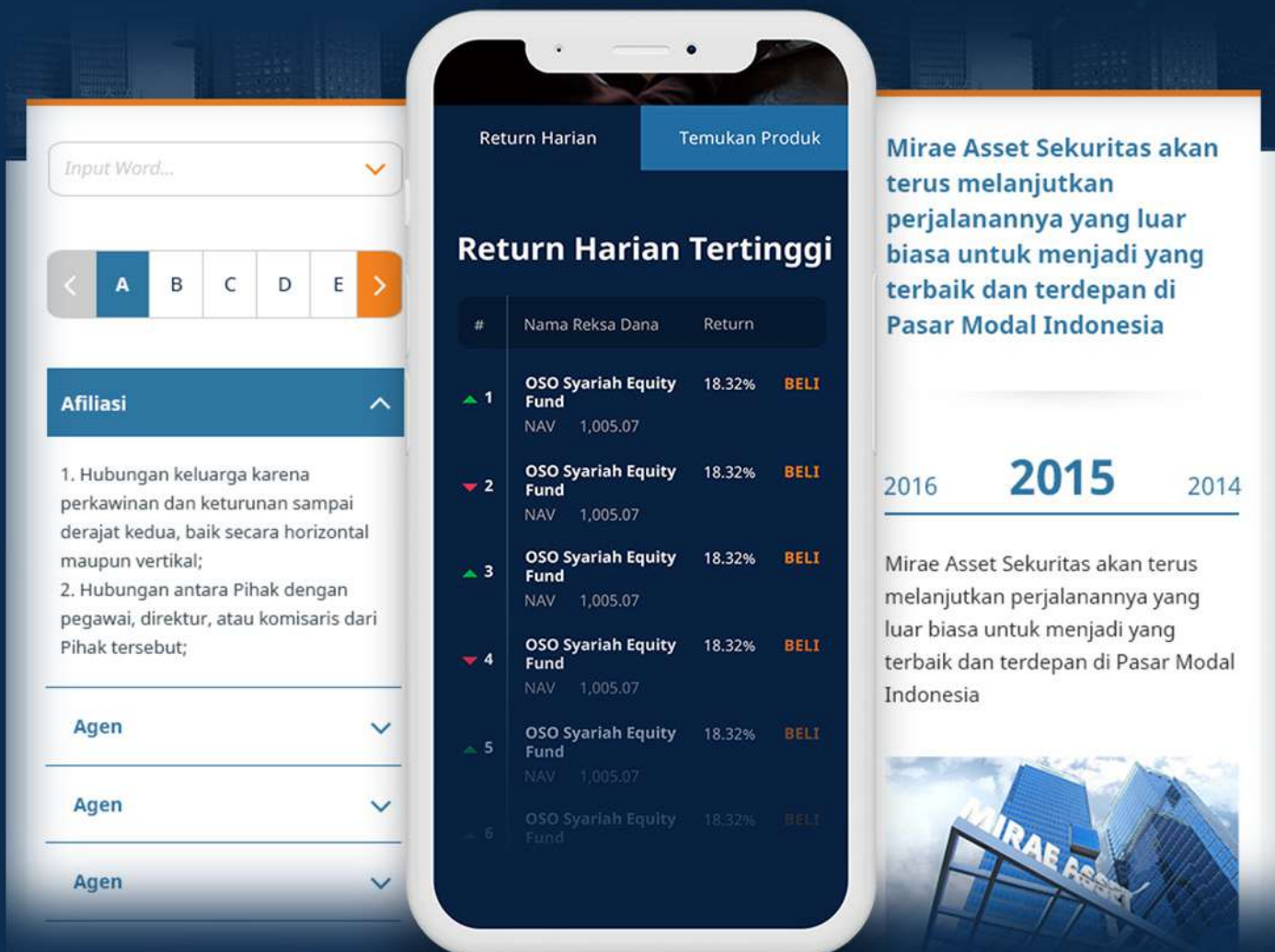
Transaction Page

On the transaction page, the information comes in the visual of a table, laying out information about the name of the product with its buying details (minimum purchase and price), type of product, last recorded NAV, value, and NET investment.

User only has to fill out the investment amount in the textbox, choose the type of the transaction whether it's one time or autodebit using radio button, choose date and period length for its autodebit option.

Interactive and Responsive

Not only highly functional, this website features interactive elements such as carousels and accordion. Best part of them all is that all of these pages are responsive for all type of screens.



02.

PALOMA Hardware

PALOMA Hardware is a company engaged in the building materials hardware industry, specializing in two main categories: architectural and sanitary hardware.

The objective of this website is to build an online catalogue for PALOMA products. It allows the users to browse the product selection, read full specifications, and find out where it can be purchased.

palomahardware.com





[Product](#)

PALOMA
ITALY

[Stores](#)

[Guide](#)

[Contact](#)

GOOD QUALITY
MUST BE SHINY

AUCTOR ALIQUET AENEAN SOLLICITUDIN LOREM QUIS BIBENDUM

Problem Statement

PALOMA was looking to redesign the information was too cluttered cleaner and more futuristic look ju

Project Goals

- 1 Become an established p
- 2 Build an online catalogue
- 3 Introduce a tablet and m
- 4 Improve the user experie

Research Methodology



Market Research



Information Architecture

their existing website. The website was not usable for the users because
. Users were having a hard time to operate the website. They need a
ust like the products that they offer.

premium hardware brand in Indonesia.

e based for the users to browse the product easily.

mobile optimisation.

nce of the entire website.



Prototype Testing



User Persona



Customer Journey

Customer Core Needs

Finding the right product

The existing website makes it difficult for customers to browse through the product information gets cluttered.

Physical store information shared

A lot of people only use the website for product selections. Most of them do not visit the physical store in the end. They are often confused about physical store locations.

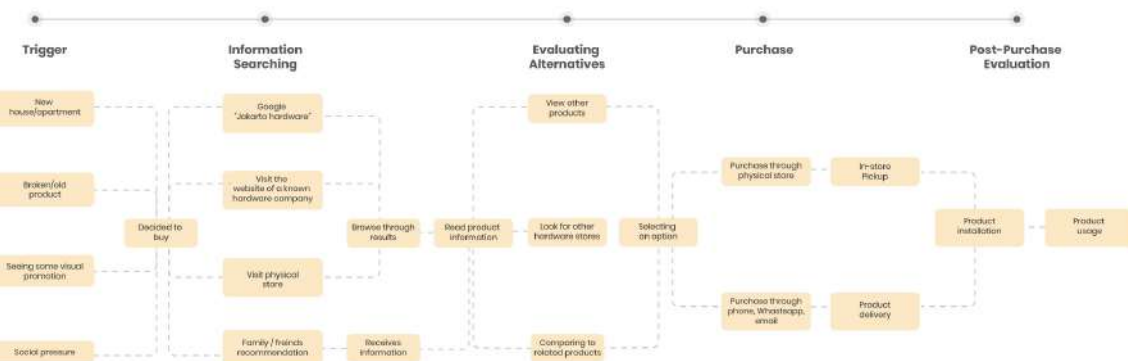
Jessica Halim

Interior Shopping Habits

Where	IKEA, ACE Hardware
When	Every year
Why	Interior styling
Type	Browser, Design Enthusiast
Decision time	Several days or weeks
Technology	Laptop, tablet, and mobile phone



PALOMA Current Customer Journey



Hardware Purchasing Pain Points

In-Store

- Seemed to be lack of staff
- Overwhelmed by the options
- Unsorted options of products
- Lack of product specifications
- No visualisation in an interior setting
- Dislikes the staff's recommendations
- Some products are only available online
- Unnecessary waiting time
- Location often times are not convenient
- Felt pressured in making the decision

Digital (website)

- Impossible to feel the material

impossible for the users
t. It's not sorted well and

ould be supported

website to browse the
em will still need to go to
Therefore, information
should be available.

Product specification is essential

One drawback about shopping digitally is the fact that the users aren't able to feel the material. Therefore every single product specification needs to be described in details.

Responsive website

Website should be responsive to support different lifestyles of the users. Most of the customers access the website while they're on-the-move.

Age	31	Status	Single	Education	University
Occupation	Full-time Manager	Location	Jakarta	Income	> Rp 12,000,000 per month

Motivations

- Aesthetic
- Convenience
- Practicality
- Status
- Price
- Quality
- Designing work

Key Goals

- Finding the right product
- Being inspired with the interior styling
- Saving money and time
- Able to buy on different devices
- Advanced technology at home

Frustrations

- No visualisation in the interior design setting
- Lack of product specifications
- Messy stores making it hard to browse
- Unnecessary waiting in the store
- Isolated location of the store

Bio

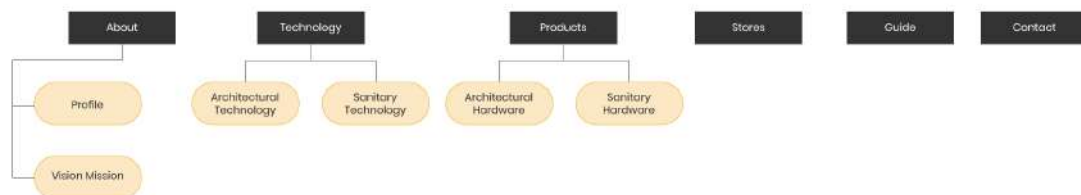
Jessica is a full-time manager who has an eye for design and aesthetics. She's single and she has the passion to redecorate her recently bought apartment. She's always on her gadget, may it be laptop, tablet, or mobile phone. Jessica enjoys going to furniture shop like IKEA to browse through what could be purchased to improve her home.

She likes to look up inspiration for her home on social apps like Instagram and Pinterest. She has disposable income to spend on things that improve the quality of her life.

ain points

nt (far from home)
ight away

PALOMA Information Architecture



Iconography

48 x 48 px



Colours

PALOMA identity colours



R 250
G 190
B 66



R 113
G 113
B 113

Typography

Minor third typography scale

Aa Bb Cc Dd

Raleway

Extra Light

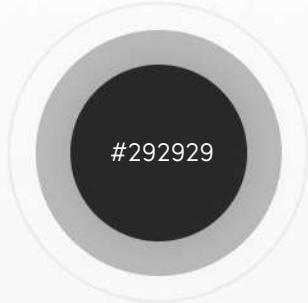
69 px

Aa Bb

Raleway

Light

49 px



8
3
3

R 41
G 41
B 41

R 244
G 244
B 244

Cc Dd

Aa Bb Cc Dd

Aa Bb Cc Dd

Raleway

Regular

Raleway

Bold

28 px

16 px



BARREL BOLT BRASS - SKU123456

BBP 707 GOBBI

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit

Material Brass, SS (SUS 304), Zinc Alloy, Alum
Finish SSS, PSS, SIN, GP, AB, BUB, CB, CF, CH, CP, EG, GB, IA, MAB, SC, NP

Size 2 inch **Color** Gold

[Spec Sheet \(pdf\)](#) [Technical Drawing \(dwg\)](#)



What can

Material G

Finishing

Video Inst



HANDLES

CATEGORIES

- ← Architectural Hardware
- ← Handles
- ← Lever Handle Roses
- ← **Lever Handle Roses Brass**

FILTER

Type

- Bathroom Escutcheon (2)
- Bathroom Handle (5)
- Fire Door Handle (4)
- Latch Handle (27)
- Latch Handle Set (19)

Finish

- Polished Chrome Finish (43)
- Satin Nickel Finish (40)
- Polished Brass Finish (25)
- Satin (4)
- Satin Aluminium Finish (4)

Material

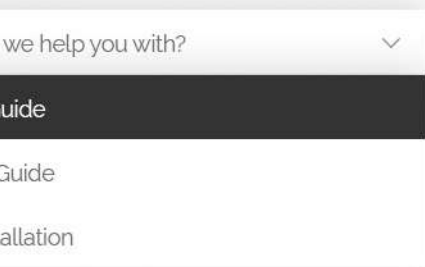
- Aluminium (50)
- Brass(25)

LEVER HANDLE ROSES BRASS

Items 1-12 of 134

Sort by **Newest**





CONTACT US

Name

Jesse Pinkman

Email

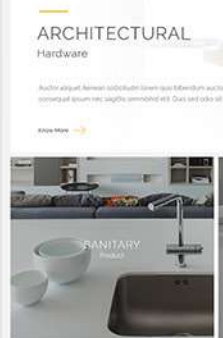
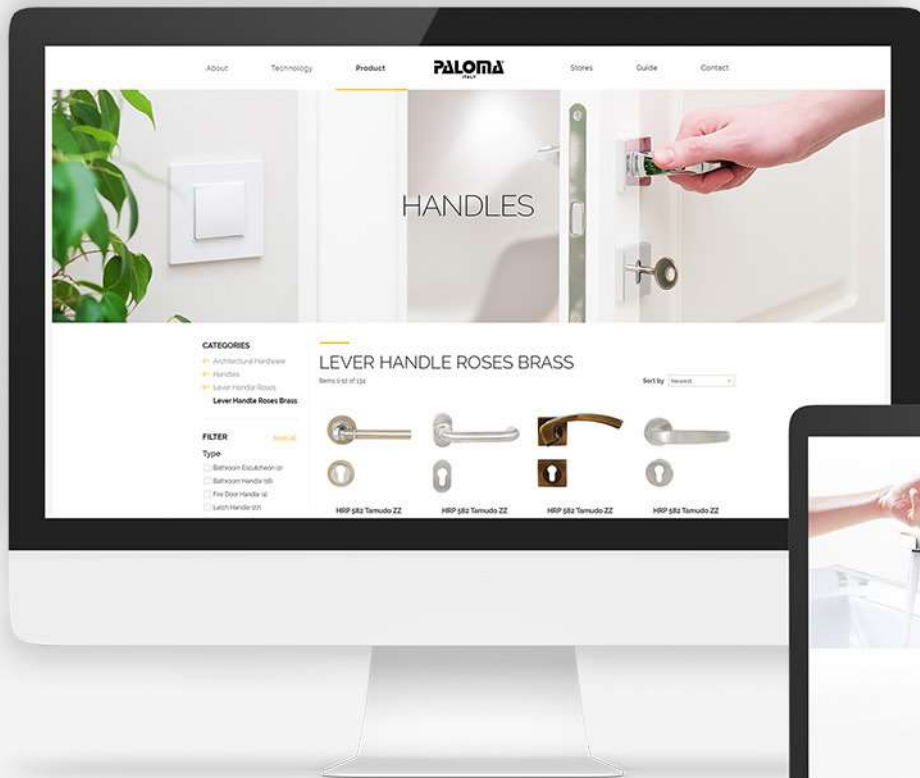
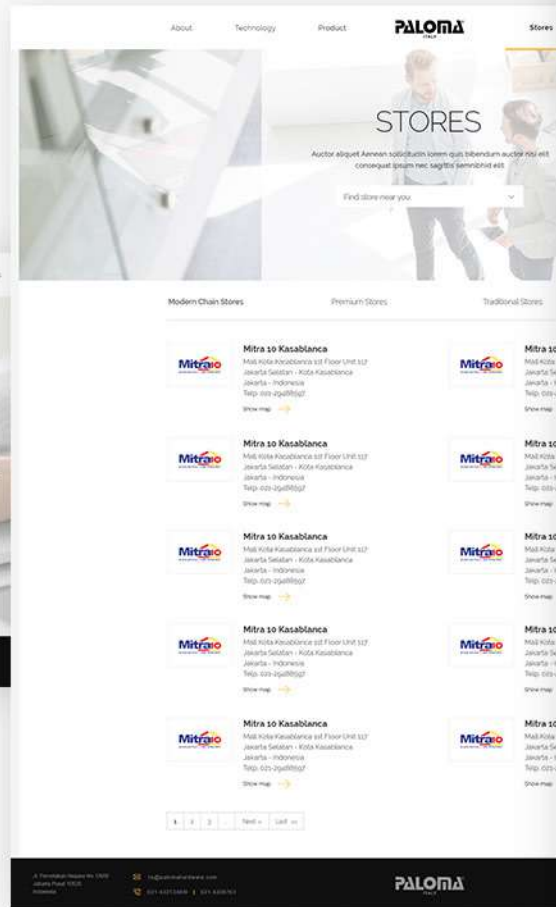
Message

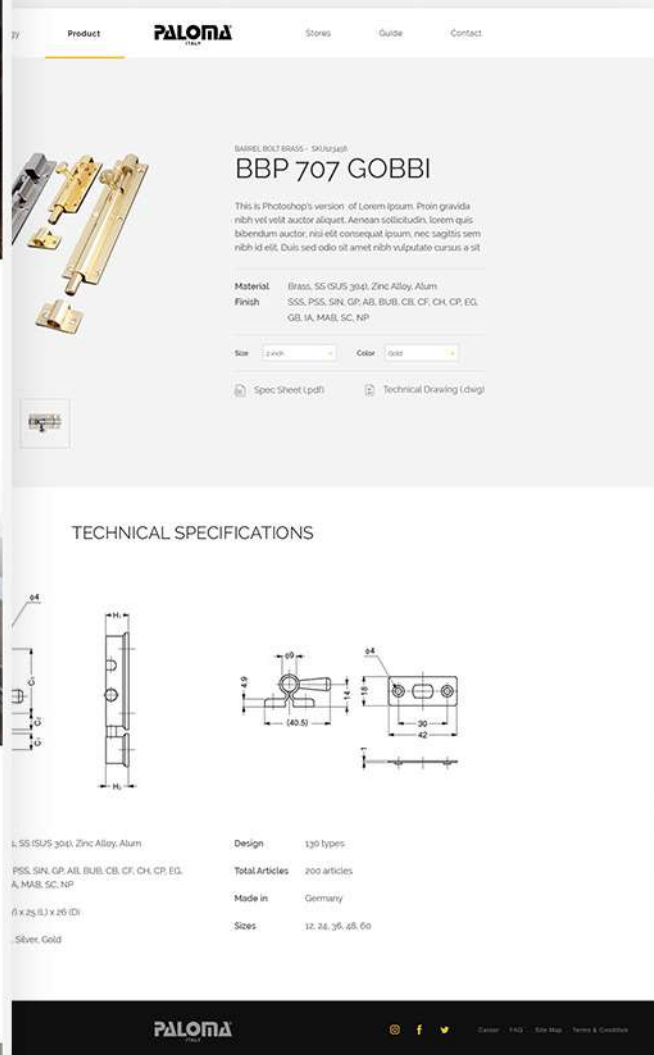
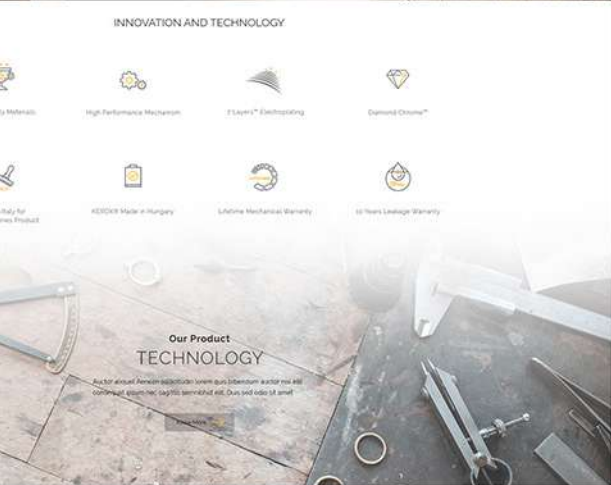
Submit

Cancel

Input Controls

The design involves a wide variety of input controls to ease the user's process of getting what they want. For example, the product filtering uses checkbox method to select the desired product type. For smaller options, dropdown box is used. Textbox has been designed in the most interactive way using a little animation effect on the text field.





Screens

These are the designs of PALOMA 's content pages. Pages were designed to be as luxurious and elegant as the design of the PALOMA product itself.

0
IKO

IKONS specializes in providing well designed
specializing in restaurant, hotel, cafes and

The objective of this website is to build an online
online catalog is to make it easier for cust

ikonsfurn

IKONS
RESTAURANT & HOTEL FURNITURE

LOUNGER & SOFAS CHAIRS TABLES

WE REDEFINE FURNITURE

We transform it to become not only just functional,
but also aesthetically pleasing in its unique form.

[Our Products](#)

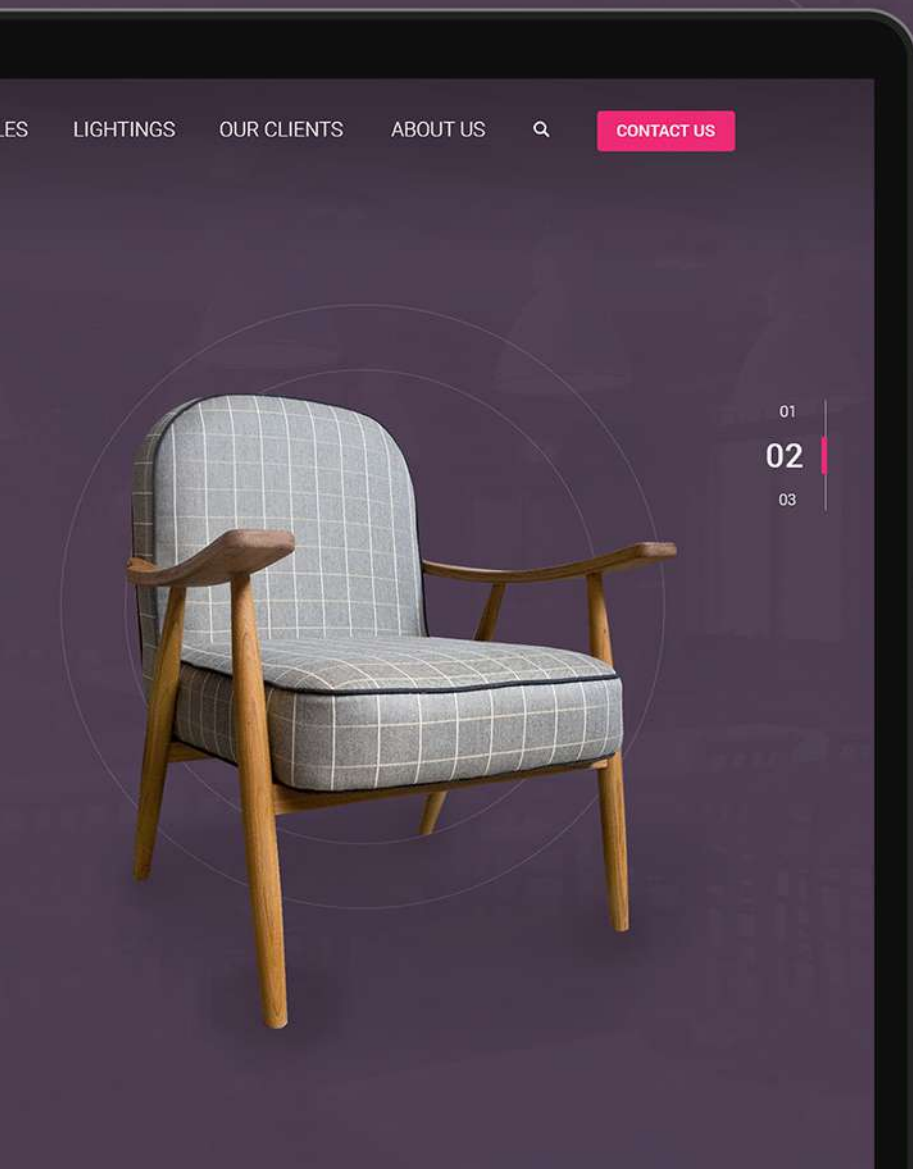


3. IKONS

and innovative furniture for commercial uses
and other dining establishments in Indonesia.

the catalog of IKONS products. The purpose of this
is to allow customers to send inquiries about the furniture.

www.ikonsfurniture.com



Problem Statement

IKONS needed to create their first client portfolio, showcasing their services. IKONS needed to establish a portfolio of work that demonstrated their expertise and ability to deliver high-quality results.

Project Goals

- 1 Showcasing IKONS passion and expertise
- 2 Built a comprehensive online presence
- 3 Created a beautiful experience for users
- 4 One-stop-solution for the client

Research Methodology



Market Research



Information Architecture

website to serve as their online catalogue. The website would also serve
the photograph of all the restaurants that had been their clients in the past.
al for the customers to easily inquire about the products.

on for design in the website

line catalogue of the products.

erience for the customers

e customers.



Prototype Testing



User Persona



Customer Journey

Customer Core Needs

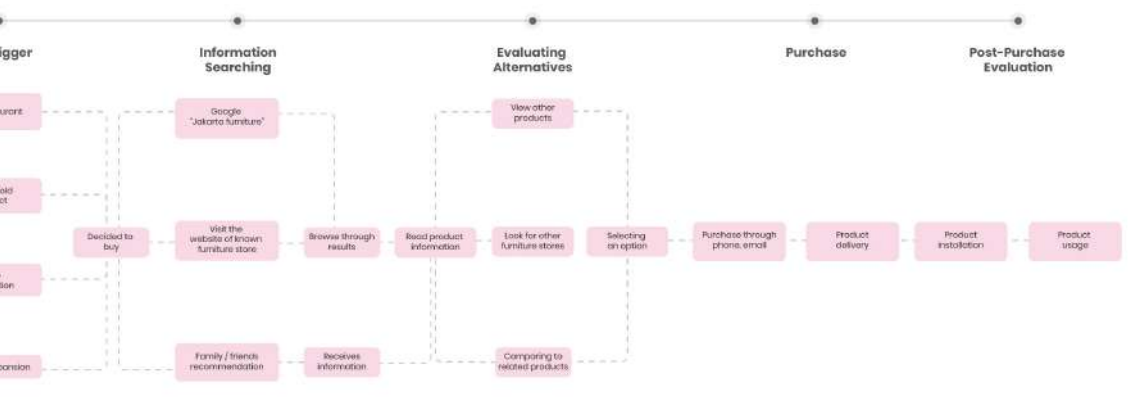
Accessible product catalogue

The idea for online catalogue is to allow customers to easily access the product selection. Products have to be well sorted.

Product specifications is important

IKONS need to display all the product specifications accurately. This includes the product size, and colour options.

Current Customer Journey



David Rendra

Interior Shopping Habits

Where	Online
When	Every year
Why	Improving customer experience
Type	List shopper
Decision time	Several days
Technology	Laptop, mobile phone



Furniture Shopping Pain Points

In-Store

- No visualisation in an interior setting
- Location often times are not convenient
- Seemed to be lack of staff
- Overwhelmed by the options
- Unsorted options of products
- Lack of product specifications
- Dislikes the staff's recommendation
- Some products are only available online
- Unnecessary waiting time
- Felt pressured in making the decision
- Not all of the product color options

Digital (website)

re

is to allow users to
at any given time.
ed.

Important

product information
material information,

Integrity of the brand

Users often times need more reassurance of the integrity of the brand when it comes to trying out new brands. IKONS need to showcase their previous clients.

Staff assistance

One aspect that physical in-store shopping is more rewarding is the ability to have a staff assistance. Therefore, the website should allow the possibility to contact the staff about the product.

Age	35	Status	Single	Education	University
Occupation	F&B Business Owner	Location	Jakarta	Income	> Rp 25,000,000 per month

Motivations

- Aesthetics
- Customer Experience
- Practicality
- Restaurant class
- Customer Loyalty
- Business Expansion
- Uniqueness

Frustrations

- No time to actually browse through physical stores
- Lack of product specifications
- Unnecessary waiting in the store
- Not having any point of reference in terms of interior
- Mixing and matching furnitures

Bio

David is a busy F&B business owner. He's single and he's a practical person. He's a list shopper, meaning he only buys the stuffs on his shopping list. He has a sense of aesthetics. He wants his restaurant/café to be as unique as it can be.

At the same time, he's also a pretty busy individual, as he's mostly preoccupied with the restaurant everyday. Therefore he doesn't have the time to browse through physical stores. He relies heavily on online stores.

Key Goals

- Finding the right product
- Customer satisfaction
- Quick-transactions
- Unique ambience
- Aesthetically pleasing

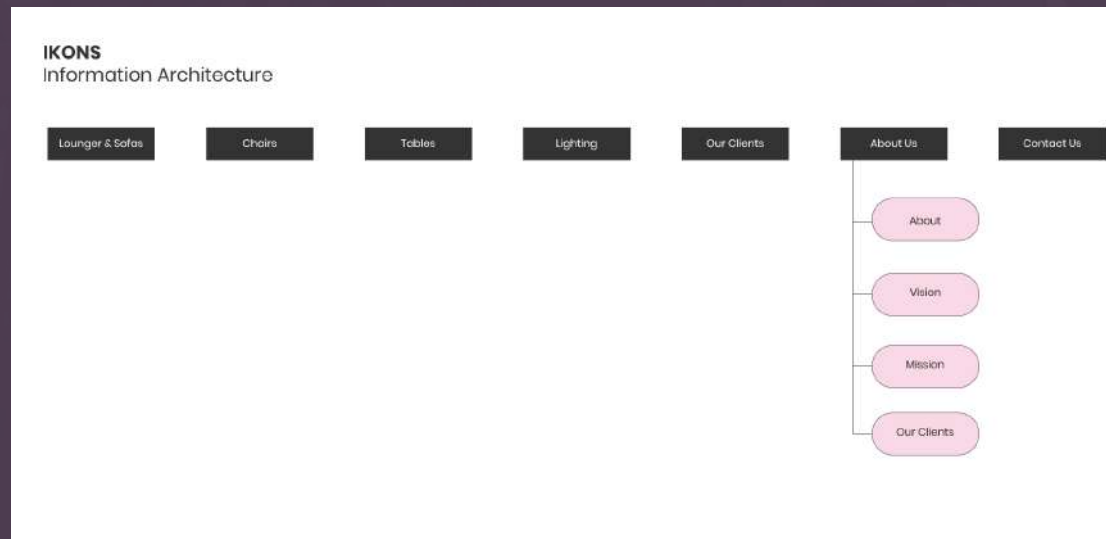
Key points

client (far from home)

online

in right away

are available



Typography

Minor third typography scale

Roboto

Bold

50 px

Roboto

Light

20 px

Roboto

Regular

35 px

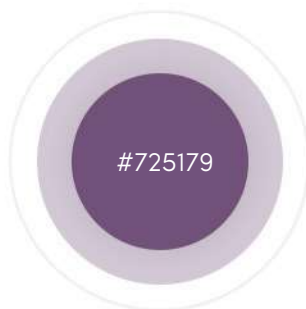
Roboto

Thin

17 px

Colours

IKONS identity colours



R 114
G 81
B 121



R 237
G 43
B 116

WE REDEFINE FURNITURE

We transform it to become not only just functional, but also aesthetically pleasing in its unique form.

[Our Products](#)



01
02
03

OUR COLLECTIONS



CHAIRS

Wood chairs, Outdoor chairs, baby chairs, stackable collection

[See Detail](#)



TABLES

Top tables, Tables bases, long table collection

[See Detail](#)



LOUNGER & SOFAS

one-seater sofas, two-seater sofas, rounded sofas collection

[See Detail](#)



LIGHTINGS

Floor, wall, table, hanging lightings collection

[See Detail](#)

ABOUT IKONS

IKONS Contract Furniture is developed out of our passion for innovative furniture

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit

[MORE ABOUT US](#)



OUR CLIENTS

Furniture kami telah digunakan oleh restaurant dan hotel ternama di Indonesia

[MORE PORTFOLIO](#)



SEND US A INQUIRY

Name: Subject:

Email: Phone:

Messages:

[SEND](#)

OUR SHOWROOM

Jl. Pantai Indah Selatan 1
Kemp. Eling Leud Boulevard Blok C No.28
PIK - Jakarta Utara 14470

+62 21 2921 9145 / +62 21 2921 9146



Product Details

In the furniture catalog, customers require certain aspects of information in order to inspect the product in detail. Not only price, size, and material type, colors also becomes one of the most important thing to look for in furniture. Therefore, this page allows users to interactively explore the available colors of the furnitures.

This color changing feature does not only exist on product detail page, but it also appears on Related Product section and Product Selection page.



Lorem Pers
Rp 2.000.000



LOUNGER & SOFAS

Lorem Ipsum Version

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum.

Material Linen, oak wood

Size 14" x 12" x 15"



Rp 2.000.000,-

SEND INQUIRY



RELATED PRODUCT



 Meryl Pers
Rp 2.000.000



 Odor Pers
Rp 2.000.000



 Odor Pers
Rp 2.000.000



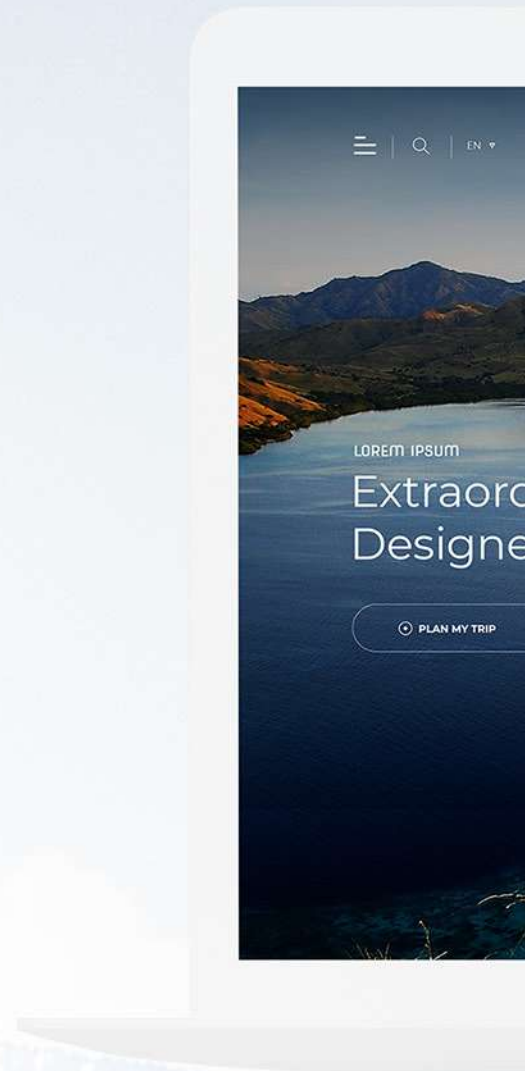
04.

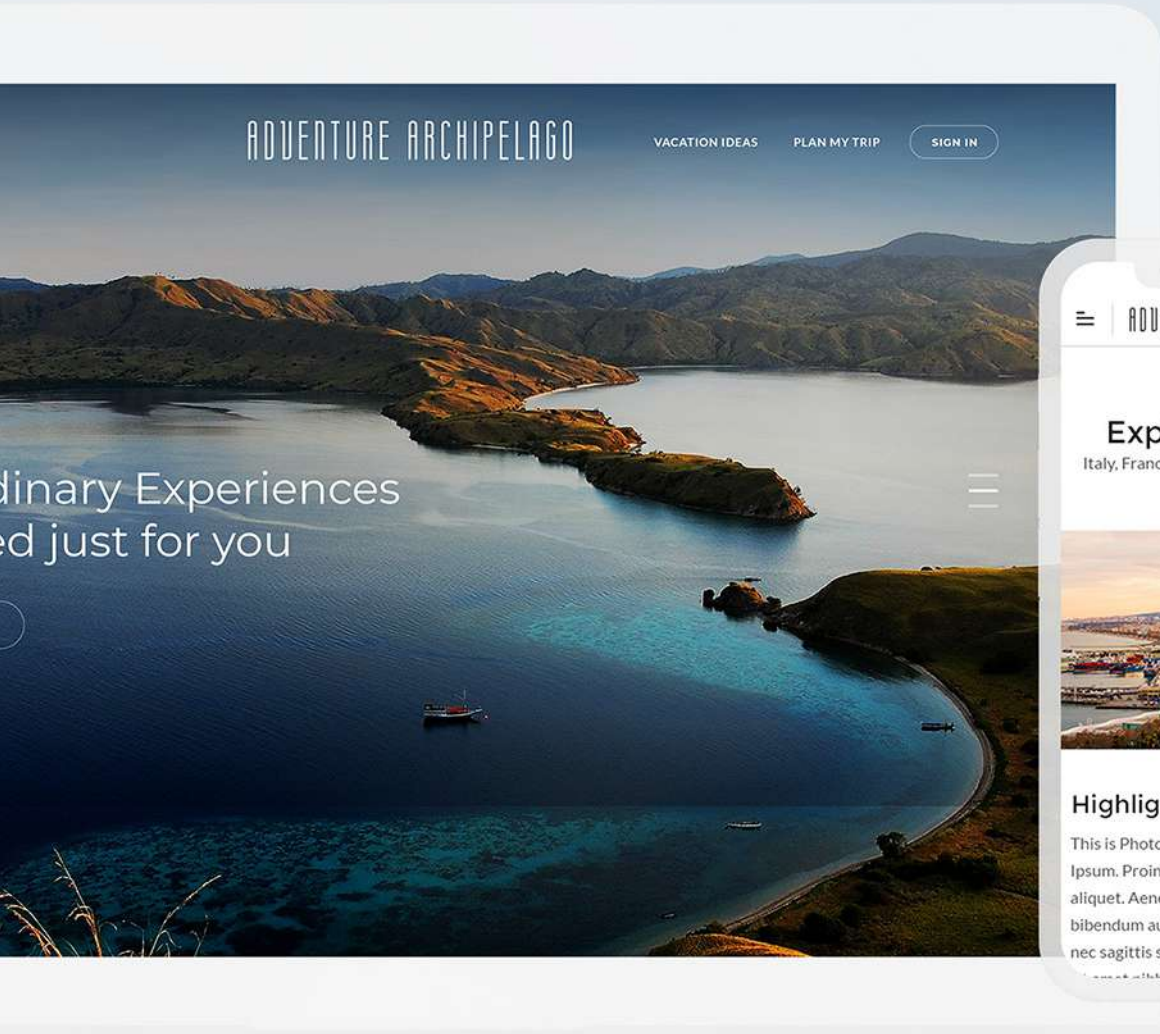
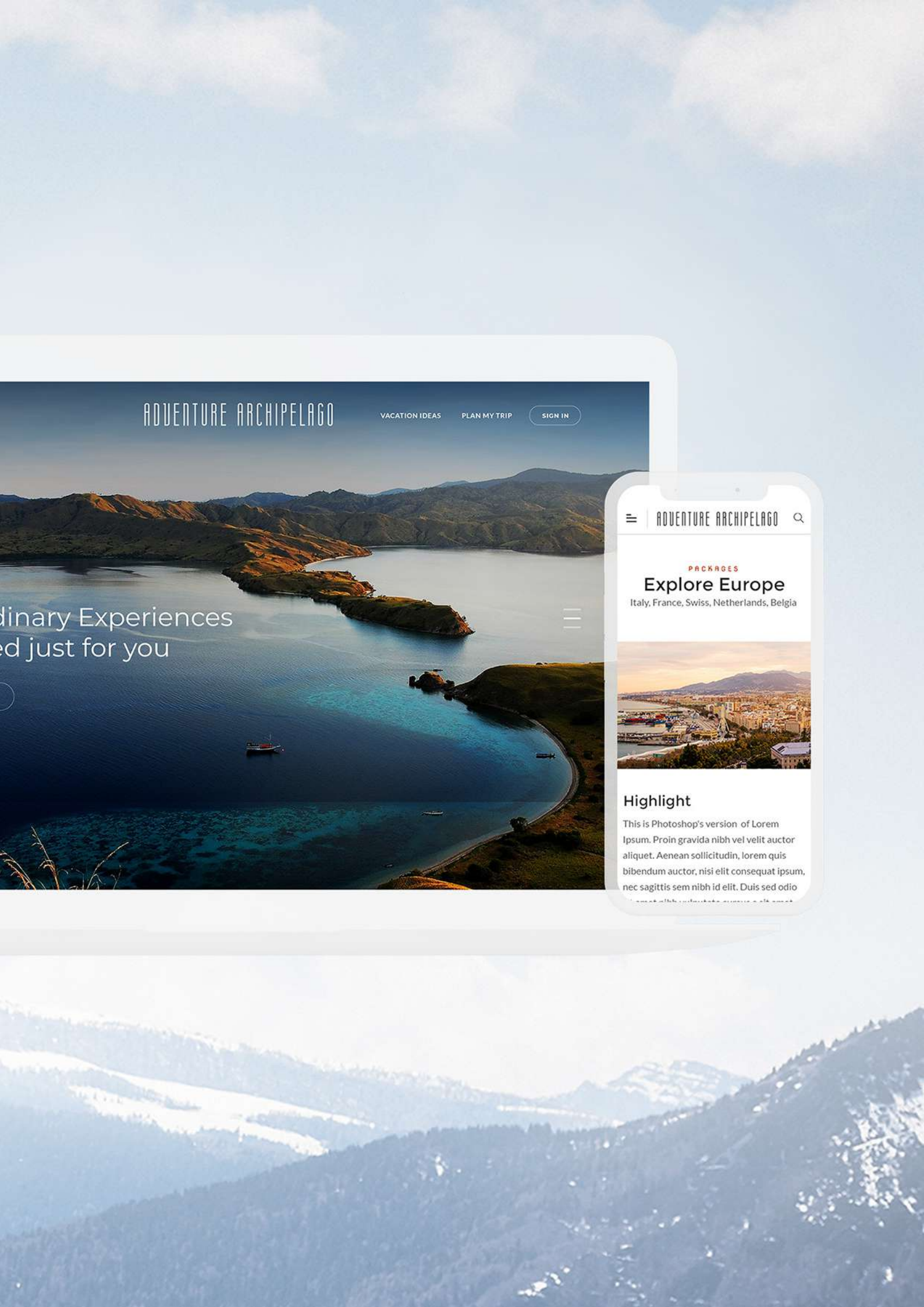
Adventure Archipelago

Adventure Archipelago is a modern-day travel company based in Jakarta, Indonesia that offers bespoke travel experiences across Indonesian archipelago & beyond for individuals, groups and corporations.

The objective of this website is to provide online travel inspiration and ideas to the users. They also want to use this website as a platform for user to book a trip using their service.

adventurearchipelago.com





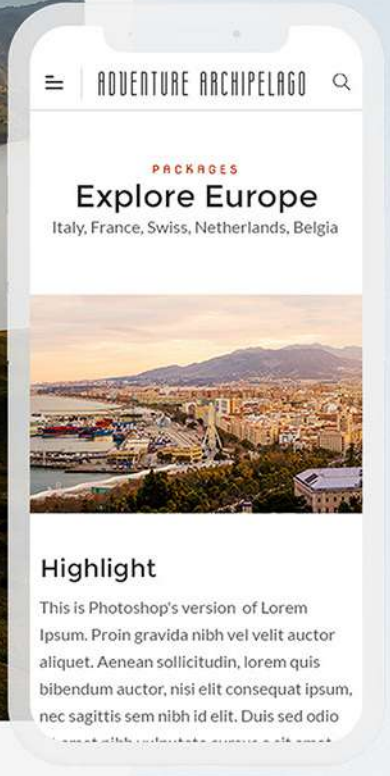
ADVENTURE ARCHIPELAGO

VACATION IDEAS

PLAN MY TRIP

SIGN IN

Ordinary Experiences
ed just for you



ADVENTURE ARCHIPELAGO

PACKAGES

Explore Europe

Italy, France, Swiss, Netherlands, Belgia



Highlight

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio

Problem Statement

Adventure Archipelago needed to stand out from other travel agencies in Indonesia. Unlike other agencies, it offered unique Indonesian trips for the travelers of

Project Goals

- 1 Provide unique experiences
- 2 Offer travel ideas and inspiration
- 3 Become an established travel agency
- 4 Build a strong and loyal fan base

Research Methodology



Market Research



Information Architecture

to establish their online presence and stood out among all the others travel
for Indonesian travel agencies, Adventure Archipelago offered tailor-made
as their main service point.

es in the trips for each different customer.

piration for the foreigners.

travel company.

oreign customer based.



Prototype Testing



User Persona



Customer Journey

Customer Core Needs

All-in-one service

Customers need a travel service that offers a variety of types of services. This requires assistance from the website.

Budget estimation

One drawback about tailoring a service is the high cost. There needs to be a mechanism for estimating customers' budget and the

Samuel Harley

Traveling Habits

Where	Asia
When	Once to twice a year
Why	Exploring exotic places in Asia
Type	Travel chameleon
Decision time	Several weeks or months
Technology	Desktop and mobile phone



Travel Agent Pain points

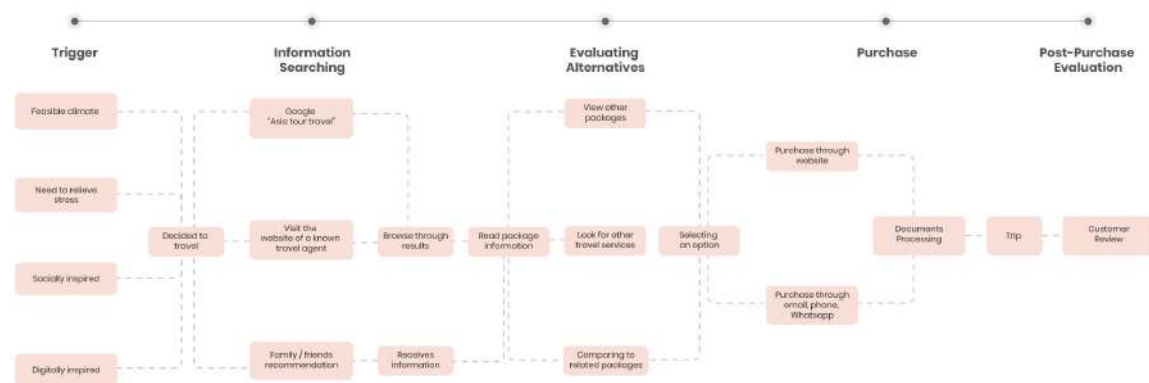
Physical Travel Agent

- Dislikes the agents' recommendation
- Long wait in queue
- Not enough time to research
- Mainstream travel destinations
- Location needs to be convenient
- Some of them are only easily accessible and excessively crowded
- Felt pressured to make decision at the moment
- Some tailor made tours have to be booked in advance

Online

- Confusing website layouts
- The reliability and integrity of the online service

Travel Agent Website Current Customer Journey



service that can cover all
res a personalized staff
. .

-made trips is its excessive
match between the
service cost.

Flexible itinerary

Customers prefer to be able to choose their own itinerary. Although they might not know the place really well, they would prefer to have the options to choose between places and activities.

Comprehensive travel destination information

Since Adventure Archipelago is targeting foreigners, they need to show comprehensive destination information to give them the idea of the place.

Age	29	Status	Single	Education	University
Occupation	Software Engineer	Location	US	Income	> \$80,000 per annum

Motivations



Frustrations

- Lack of knowledge about logistics
- Fear of reliability of the tour agents
- Boring mainstream tourist spots
- Non-flexible itinerary
- Overwhelming travel document processing

Bio

Samuel is a software engineer, whose passion is for traveling in Asia. He wants to explore all the cultures, local dishes, and beautiful natural sights of Asia. He dedicates a specific time every year to go overseas to visit a new country every time. His point of reference is Instagram travel posts.

He wants to explore unique places. He doesn't like the concept of tour agents but he needs help reorganising his travel plan in Asia due to his lack of knowledge about Asia. He wants to be in charge in his travel itinerary as well whilst receiving assistance from a local.

Key Goals

- Exploring new places in Asia
- Learning new cultures
- Natural tourist spots
- Organised travel plan to exotic places
- Personalised service

nts

ion

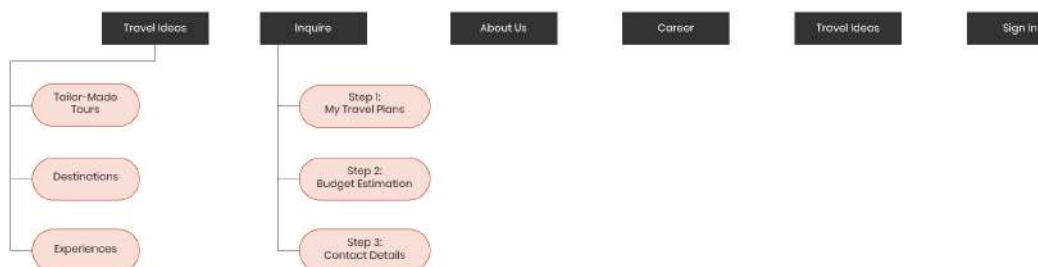
ossible in travel agent fairs which are

at that point of time

ake appointments first

company

Adventure Archipelago Information Architecture



Typography

Minor third typography scale

Aa Bb Cc

Montserrat

Bold

64 px

Aa Bb Cc

Montserrat

Regular

54 px

Aa Bb Cc

Lato

Regular

26 px

Aa Bb Cc

Nova Flat

Regular

18 px

Colours

Adventure Archipelago identity colours



R 180
G 51
B 2



R 51
G 51
B 51



LOREM IPSUM

Extraordinary Experiences Designed just for you

PLAN MY TRIP

FIND YOUR
GREAT JOURNEY

Adventure type

Destination

Travel Month

VIEW TRIPS

ABOUT US

Adventure without Limits

Experienced for more than 20 years, Adventure Archipelago has always been a trusted and exhilarating companion for every journey. Our travel specialist around the world consist of real cosmopolitans who provide you with fascinating trip plans based on your eager desire. Discover more about our extraordinary experiences that lead you to big

READ MORE



Why People Like Us

The details are our concern, the adventure is yours



SPECIALIST EXPERTISE

Experienced for more than 20 years in creating experiences and tours around the globe, especially customized packages from Europe to Papua.



PERSONAL EXPERIENCES

Contact your specialist with our latest specialist and plan your trip personally based on your eager desire.



FULLY COVERED

The adventure is yours, we will handle the details for us, We accommodate every detail of your travel needs before, during and after your trip.



BEST SERVICE GUARANTEE

Service beyond expectation in our tours. Our collaboration with travel experts around the world will get you a truly memorable experience beyond your wildest.



EASY BOOKING PROCESS

Plans of great value on travel package and services to visit domestic and international destinations that also can be easily by online reservation.



TRUSTED & SECURE PAYMENT OPTION

Supported by reliable companies and verified online banking system, your payment is guaranteed to be safe and secure.

OUR SERVICES

Vacation Ideas

Destination | Tailor-Made Trip | Packages | Events | Promo



AFRICA

The land of life with its weeks of art and ancient culture heritage.



ASIA

The majestic and the most diverse mountain in Indonesia with a breathtaking view of sunrise.



SOUTH EAST ASIA

The paradise with crystal clear water with its crystal and clean water.



EUROPE

The unique architecture of Minangkabau village in the heart of pleasant, nestled mountain scenery.

EXPLORE MORE

PT Bahari Pritulung Pratomo
Jalan Sudirman-Center 20th Floor, GRH A. 1
Jl. Jendral Sudirman no. 50
Jakarta 10220 - Indonesia

ABOUT US
JOIN OUR TEAM
CONTACT US

PLAN MY TRIP
DESTINATIONS
TAILOR-MADE TRIP

PACKAGE
EVENTS
PROMO

FOLLOW US
CALL SALES
+62 21-27889553

We're Online!

MY PROFILE

Full Name: John Supertramp

Date of Birth: 14/10/1992

Gender: Male Female

Nationality: Indonesian

Phone Number: 081212669060

E-mail: johnsupertramp@gmail.com

Current Location: Jakarta

Interest:

- Adventure
- Culture & History
- Festival & Events
- Honeymoon
- Ocean Cruising
- Safari
- Luxury Trip
- Sight-seeing
- Eco-Tourism
- Shopping
- Trekking & Hiking
- Snorkeling & Diving
- Sport & Outdoors
- Entertainment
- Food & Culinary

Bucket List Destination:

- Raja Ampat
- War Rebo
- Sumba
- Wakatobi
- Labuan Bajo
- Banda Neira
- Komodo Island

 Add more places...

SAVE CHANGES Cancel

ADVENTURE

Hello, **John Supertramp**
26 Year Old from Jakarta

Dashboard My Trip

MY PROFILE

Full Name: John Supertramp
Date of Birth: 14 October 1992
Gender: Male
Nationality: Indonesian
Phone Number: 081212669080
E-mail: johnsupertramp@gmail.com

TRIP HISTORY

1 Jan '17 New Zealand Trip View Trip
20 May '17 Japan Trip View Trip

Upcoming Trips

EXCITING KOREA
Tokyo-Osaka-Nagoya-Kanazawa, Japan
28 January 2018 - 3 February 2018

REOG PONOROGO TRIP
Tokyo-Osaka-Nagoya-Kanazawa, Japan
28 January 2018 - 3 February 2018

Recommended Packages

UNIVERSAL STUDIO JAPAN
Tokyo-Osaka-Nagoya-Kanazawa, Japan
Culture, Sightseeing
7 Days / Start from IDR 25,000,000



BOOKING NO. : 36872030 STATUS : UNPAID

Komodo Islands
19 - 14 Oct 2017

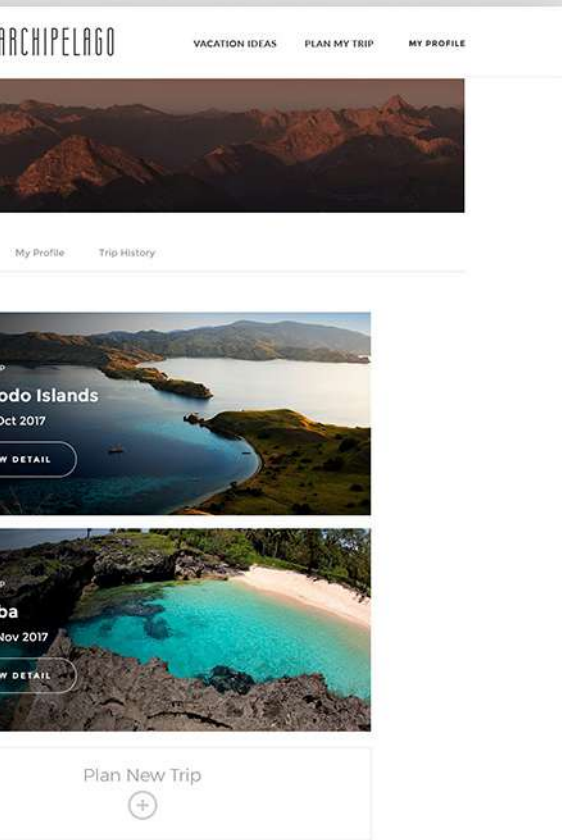
This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum...

VIEW TRIP **GO TO PAYMENT**

UNIVERSAL STUDIO JAPAN
Tokyo-Osaka-Nagoya-Kanazawa, Japan
Culture, Sightseeing
7 Days / Start from IDR 25,000,000

ABOUT US
WORK FOR US
CONTACT US

PLAN
DESTIN
TAILOR



User Dashboard

Adventure Archipelago allows users to have an account on the website to help them keep records of their orders. Order status and profile customization such as profile photo and other information is one of their features.



BOOKING NO. : 36872030
STATUS : UNPAID

You're going to Komodo Islands!

Booked by **John Supertramp** | Wednesday, 21 June 2017

Destination	Komodo Island, East Nusa Tenggara, Indonesia
Departure Date	Monday, 12 April 2018
Returning Date	Thursday, 16 April 2018
Room Status	2 Adults with Twin Bed 1 Child with Twin Bed
Total Billing	IDR 5.000.000
Status	UNPAID

< Back to My Trip
GO TO PAYMENT

Trip Planner


In order to plan a trip, user is supposed to fill out a form in 3 steps to make users

PLAN MY TRIP

Create you dream destination

3 easy step to plan your dream destination

Step 1 **login** Step 2 **Destination and Accommodation** Step 3 **Budget Estimation**



Fill As Guest [Sign Up](#)

Full Name

Gender Male Female

Nationality

Phone Number

E-mail

Current Location

Already got Account? [Sign In](#)

NEXT STEP


Personal login information step

PLAN MY TRIP

Create you dream destination

3 easy step to plan your dream destination

Step 1 **login** Step 2 **Destination and Accommodation**



Personal login information step

Flow

a series of forms. The process is divided into 3
stay in the process.

Plan My Trip
Create your dream destination

3 easy steps to plan your dream destination

Step 1 Information

My Plan Hello, Anna

Destination: Indonesia

Departure Date:

Number of Nights: 1

Type of Travel: **Open Trip** (Activities or packages can be shared with other guests), Private Trip (Activities or packages are not shared with other guests), Company Gathering

Number of Adults: 1, Age Group: 18-25 yrs

Number of Children: 0, Age Group: 18+ yrs

PREVIOUS **NEXT STEP**

Information step

Plan My Trip
Create your dream destination

3 easy steps to plan your dream destination

Step 2 Estimation and Availability

My Plan Hello, Anna

Interest: **Adventure** (Culture & History, Festival & Events, Honeymoon, Ocean Cruising), Safari (Luxury Trip, Sight seeing), Trekking & Hiking (Snorkeling & Diving, Sport & Outdoors), **Eco-Tourism** (Shopping), **Entertainment** (Food & Culinary)

Accommodation: 3 Stars

Estimate Budget For Entire Trip: \$300-\$500 USD (per person)

Notes: Tell us about your trip purposes & kind of experiences you'd like to include

PREVIOUS **PLAN MY TRIP**

Budget estimation step



DESTINATION

Authentic Asia

Destination | Tailor-Made Trip | Packages | Events | Promo



MACAU
The soul of Java with its works of art and eminent culture heritage.



JAPAN
The majestic and the most iconic mountain in Indonesia with a breathtaking view of sunrise.



CHINA
The serenity with angel lagoon with its crystal and clean water.



KOR
The un heart c



HONGKONG
The soul of Java with its works of art and eminent culture heritage.



TAIWAN
The majestic and the most iconic mountain in Indonesia with a breathtaking view of sunrise.

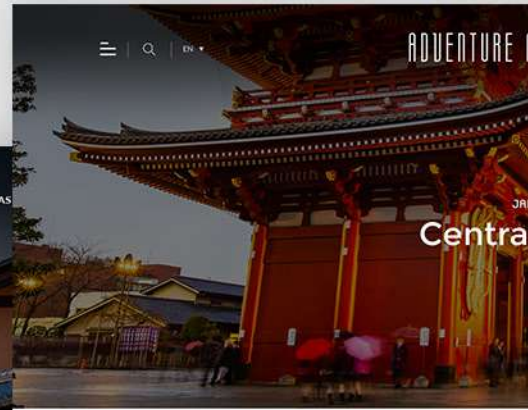
← 1 2 3 4 →

PT Barisan Petualang Pemberani
Sahid Sudirman Center 20th Floor, Unit A - E
Jl. Jendral Sudirman no.86
Jakarta 10220 - Indonesia

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PLAN MY TRIP
DESTINATIONS
TAILOR-MADE TRIP

PACKAGE
EVENTS
PROMO



Central

Article | Attraction Highlight | Interests and Maps & Itineraries

Art
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Attraction



Interests and



Maps & Itineraries



Recommended Packages



CENTRAL JAPAN
Tokyo-Osaka-Nagoya-Kanazawa, Japan
Culture, Sightseeing
7 Days / Start from IDR 25.000.000



UNIVERSAL STUDIO JAPAN
Tokyo-Osaka-Nagoya-Kanazawa, Japan
Culture, Sightseeing
7 Days / Start from IDR 25.000.000



Reset & Activities Maps & Information

Article
oín gravida nibh vel velit auctor aliquet. Aenean
it consequat ipsum, nec sagittis sem nibh id elit.
sit. This is Photoshop's version of Lorem Ipsum.
tor aliquet. Aenean sollicitudin.

MORE

Highlights



And Activities



Information

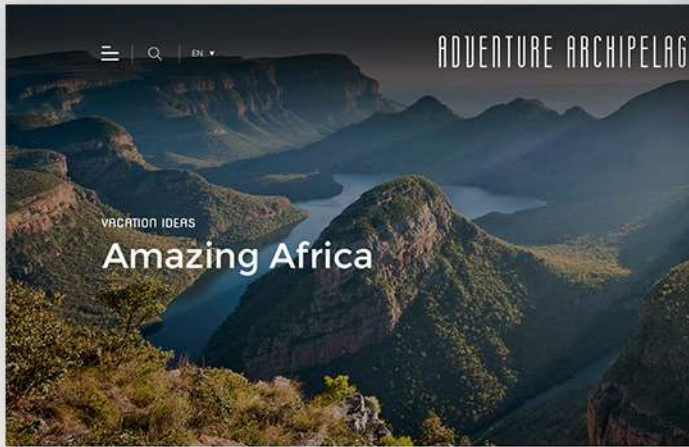
Information table with fields: Time Difference (GMT +4), Capital City (Tokyo), Language (Japanese), Currency (JPY (Japanese Yen)).



MY TRIP
PACKAGES
EVENTS
PROMO
FOLLOW US
CALL SALES
021-27889553

Destination Pages

The destination pages were created to feature a lot of compelling photos of the destination. Its main features are the main article written by the company, maps, and information.



VACATION IDEAS
Amazing Africa

Destination | Tailor-Made Trip | Packages | Ev



CENTRAL JAPAN
 📍 Tokyo-Osaka-Nagoya-Kanazawa, Japan
 🏛️ Culture, Sightseeing
 🕒 7 Days / IDR 25.000.000



EXCITING KOREA
 📍 Tokyo-Osaka-Nagoya-Kanazawa, Japan
 🏛️ Culture, Sightseeing
 🕒 7 Days / IDR 25.000.000



HONGKONG HIGHLIGHTS
 📍 Tokyo-Osaka-Nagoya
 🏛️ Culture, Sightseeing
 🕒 7 Days / IDR 25.000.000



TAIWAN HIGHLIGHTS
 📍 Tokyo-Osaka-Nagoya-Kanazawa, Japan
 🏛️ Culture, Sightseeing
 🕒 7 Days / IDR 25.000.000



HONGKONG HIGHLIGHTS
 📍 Tokyo-Osaka-Nagoya-Kanazawa, Japan
 🏛️ Culture, Sightseeing
 🕒 7 Days / IDR 25.000.000



EXCITING KOREA
 📍 Tokyo-Osaka-Nagoya
 🏛️ Culture, Sightseeing
 🕒 7 Days / IDR 25.000.000

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EXCITING KOREA

📍 Tokyo-Osaka-Nagoya-Kanazawa, Japan
 🏛️ Culture, Sightseeing
 🕒 7 Days / IDR 25.000.000

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PLAN MY TRIP
 DESTINATIONS
 TAILOR-MADE TRIP

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☰ | 🔍 | EN ▼

ADVENTURE ARCHIPELAGO

PACKAGES
Explore Europe
 Italy, France, Swiss, Netherlands, Belgia



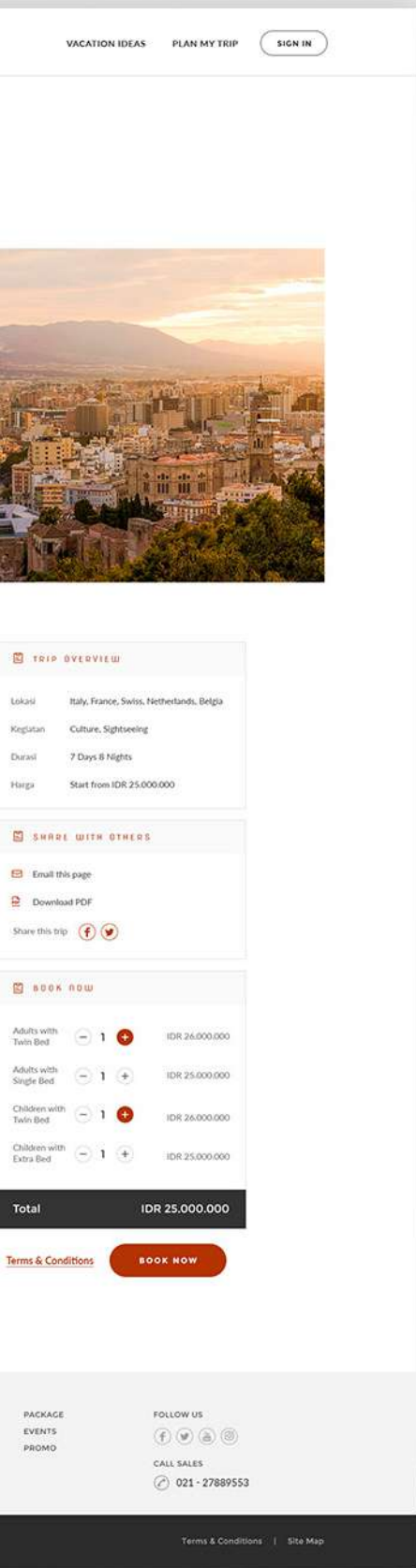
Highlight

This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit. This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit. Nam nec tellus a

Itinerary | Include | Exclude | Price Information

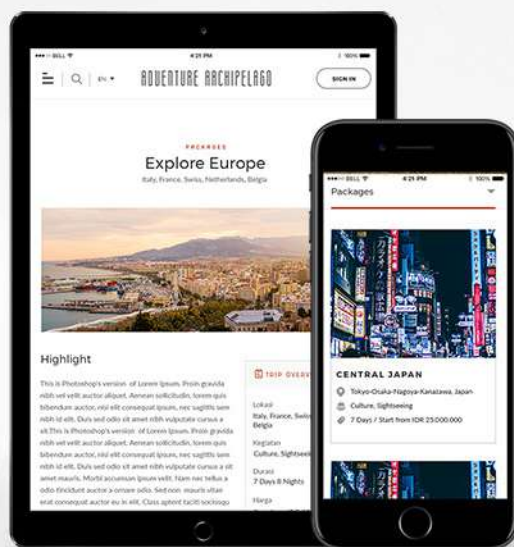
- Day 1** Jakarta - Milan Departure
 This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus.
- Day 2** Milan - Zurich Tour
 This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus.
- Day 3** Zurich - Mt Titlis - Lucerne - Zurich
 This is Photoshop's version of Lorem Ipsum. Proin gravida nibh vel velit auctor aliquet. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh id elit. Duis sed odio sit amet nibh vulputate cursus.





Packages Page

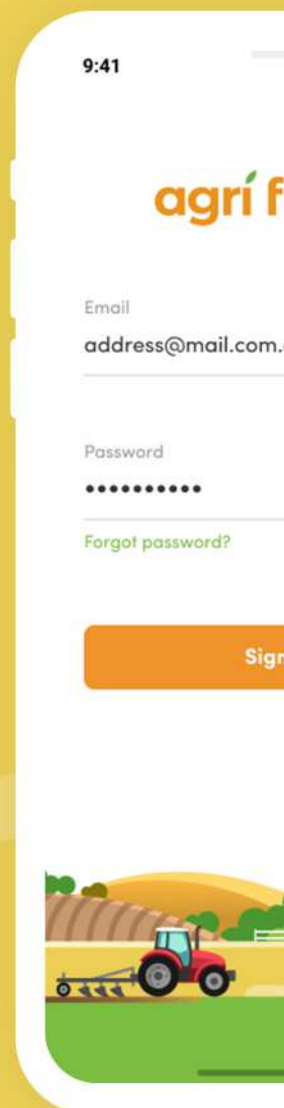
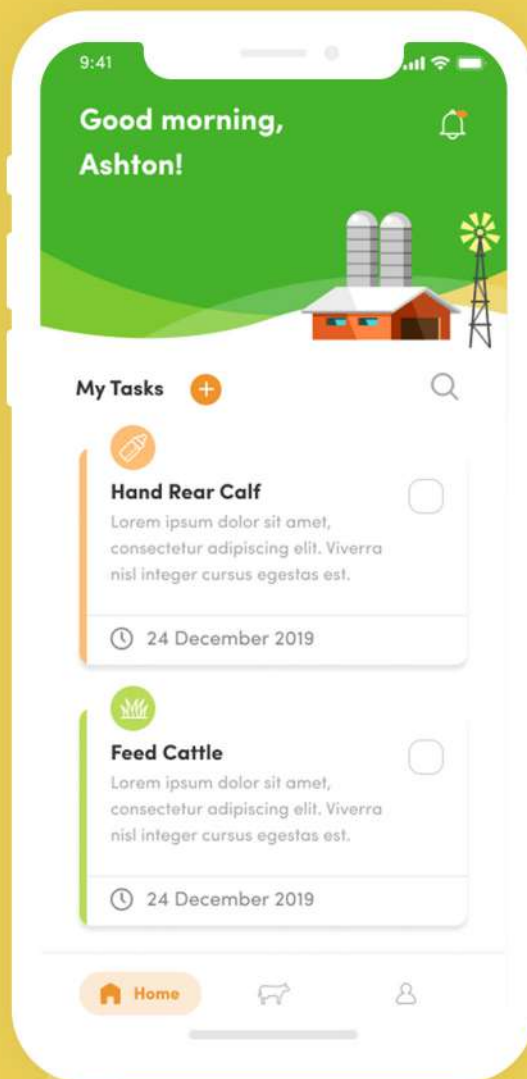
Packages page, on the other hand, features more detailed information as it offers predetermined tour packages. Using card style design, the page could fit enough necessary information for the users to read.



O Agri F

Agri Friend is a task management application for the farming
tasks regarding different groups.

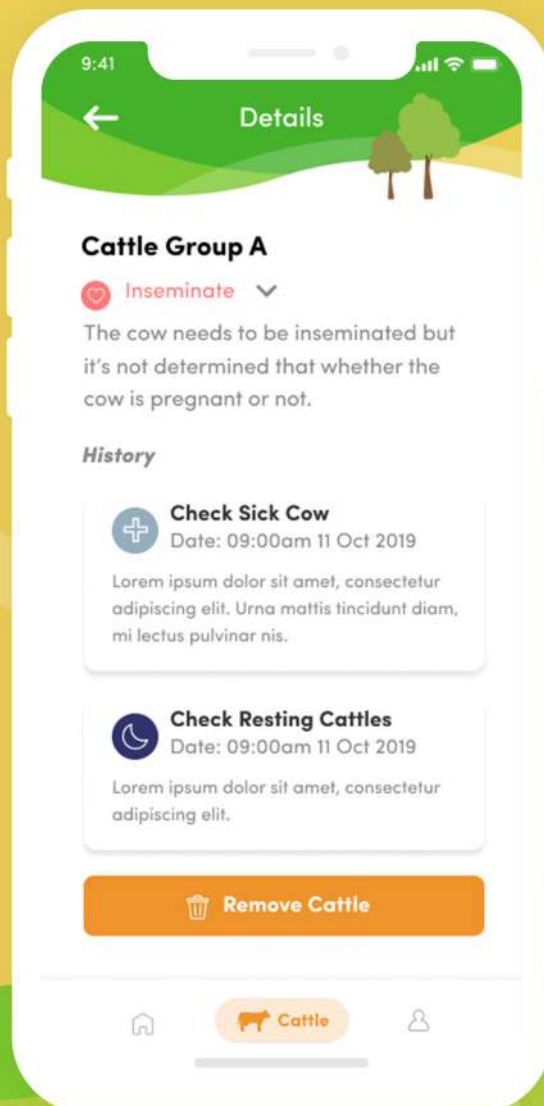
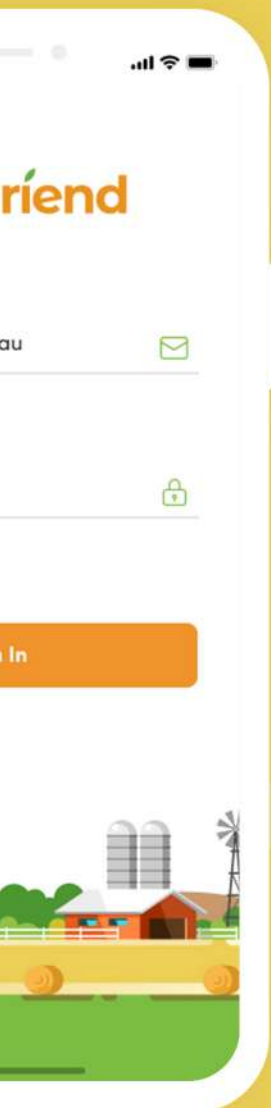
This project is an exploratory project by VMOR. No further
or n



5. Friend

ing industry. This simple app was created to easily organise
ps of cattles in a specific farm.

information available on whether this app will be launched
not.





9:41

Cattle Group A

Inseminate
The cow needs to be inseminated but it's not determined that whether the cow is pregnant or not.

History

- Check Sick Cow**
Date: 09:00am 11 Oct 2019
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Urna mattis tincidunt diam, mi lectus pulvinar nis.
- Check Resting Cattles**
Date: 09:00am 11 Oct 2019
Lorem ipsum dolor sit amet, consectetur adipiscing elit.

9:41

agri friend

Email
address@mail.com.au

Password
.....
[Forgot password?](#)

Sign In

9:41

Cattles

Show All

- Group A**
Location: Old McDonalds Farm
- Group B**
Location: Old McDonalds Farm
- Group C**
Location: Old McDonalds Farm
- Group D**
Location: Old McDonalds Farm

9:41

Good morning, Ashton!

My Tasks

- Hand Rear Calf**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra nisl integer cursus egestas est.
24 December 2019
- Feed Cattle**
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra nisl integer cursus egestas est.
24 December 2019

Home

Typography

Carefully chosen for the right UI feel

Sofia Pro

Bold

Regular

Light

The quick brown fox jumps over the lazy dog.

Colours

Carefully chosen for the right UI feel

#46b22b

#84ca46

#eb973c

Visual Cues

Agri Friend cattle status



Sick



Dead



For Sale



Resting



Hand Rear Calf

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra nisl integer cursus egestas est.



🕒 24 December 2019

9:41



Ashton Fletcher

Employee ID: 385023

 Edit Profile

Tasks History



Milk Cattle

Lorem ipsum dolor s
consectetur adipiscin
nisl integer cursus eg

🕒 24 December



Check Pregnancy

Lorem ipsum dolor s
consectetur adipiscin
nisl integer cursus eg



Pregnant



Milk



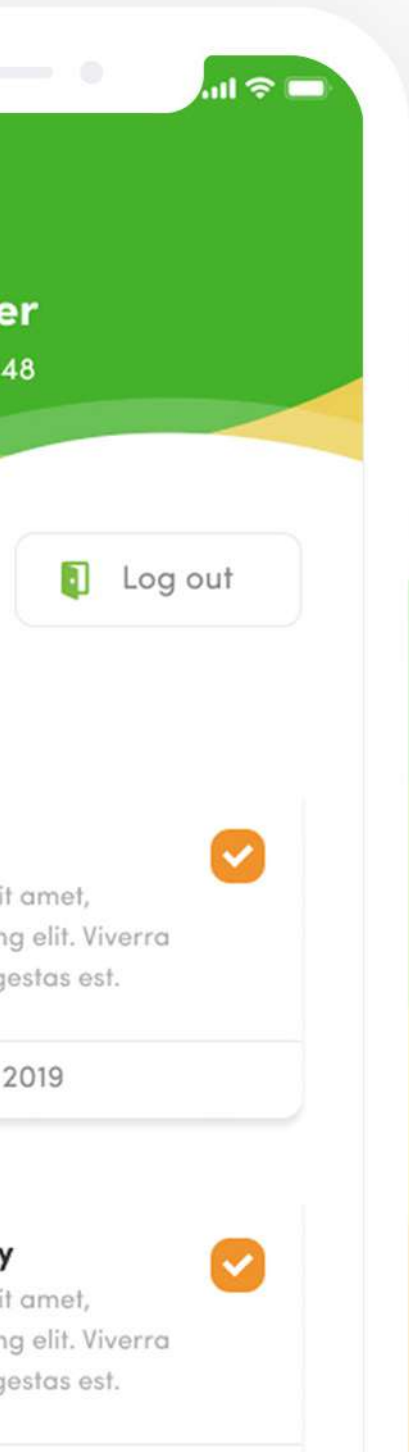
Inseminate



Feed Cattle



Rear Hand



Agri Friend requires a lot of variations to explain a cattle's condition. Each condition is linked to a different colour to make it easier to recognise. This technique is commonly known as colour coding.



Inseminate Cattle

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra nisl integer cursus egestas est.



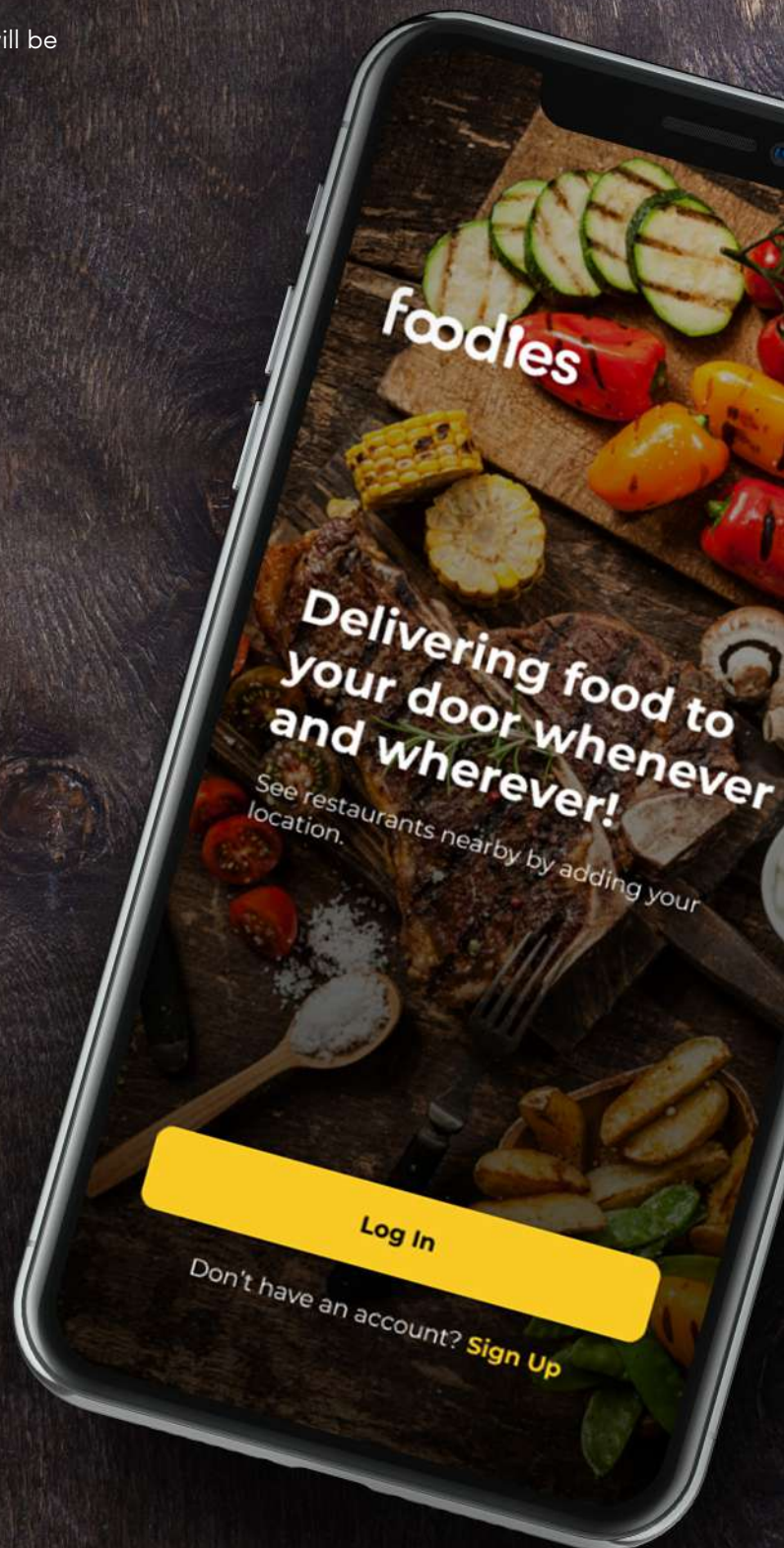
 24 December 2019

06.

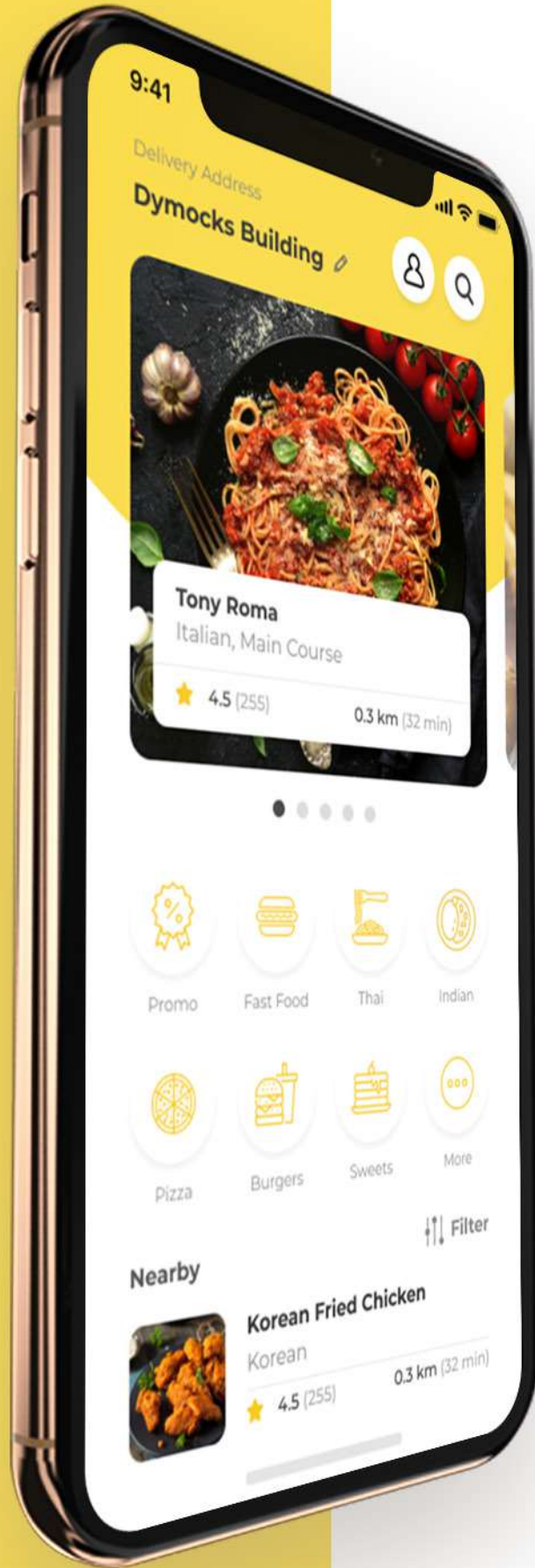
Foodies

Foodies is an exploratory project made by VMOR. It's a food delivery application for iPhone. The app is designed to be simple and it features highly functional UI elements.

No further information whether this project will be launched or not.







Iconog



Typog

Montserrat is

Mo

Bold

The quick

Colour

Colour style t

#fac

graphy



graphy

s chosen for its geometric typography style.

Montserrat

l

Semi Bold

Regular

Light

ck brown fox jumps over the lazy dog.

rs

For this would be a yellow monochromatic colour scheme.

#f9ca24

#f9ca24

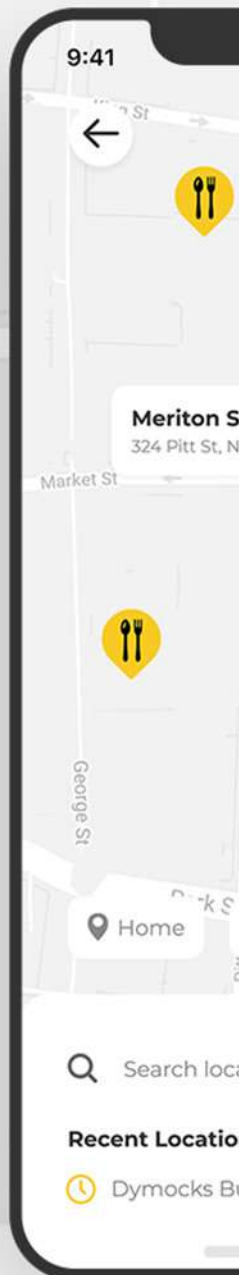
#888888

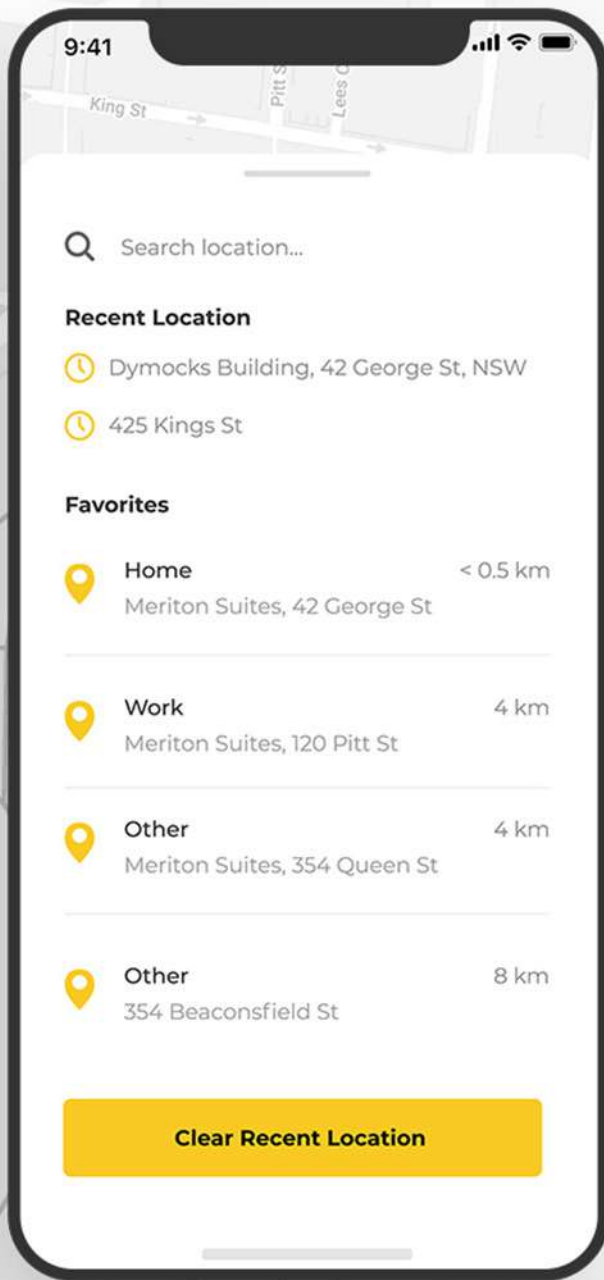
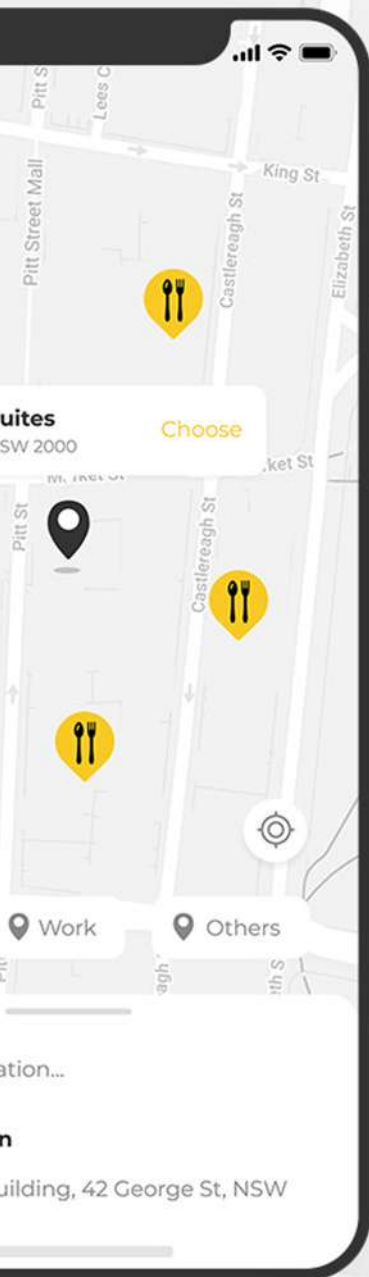
#333333

Location Tracker

Location tracking is one of the most important features in a food delivery application. This feature allows the user to detect the user's current location and nearby restaurants.

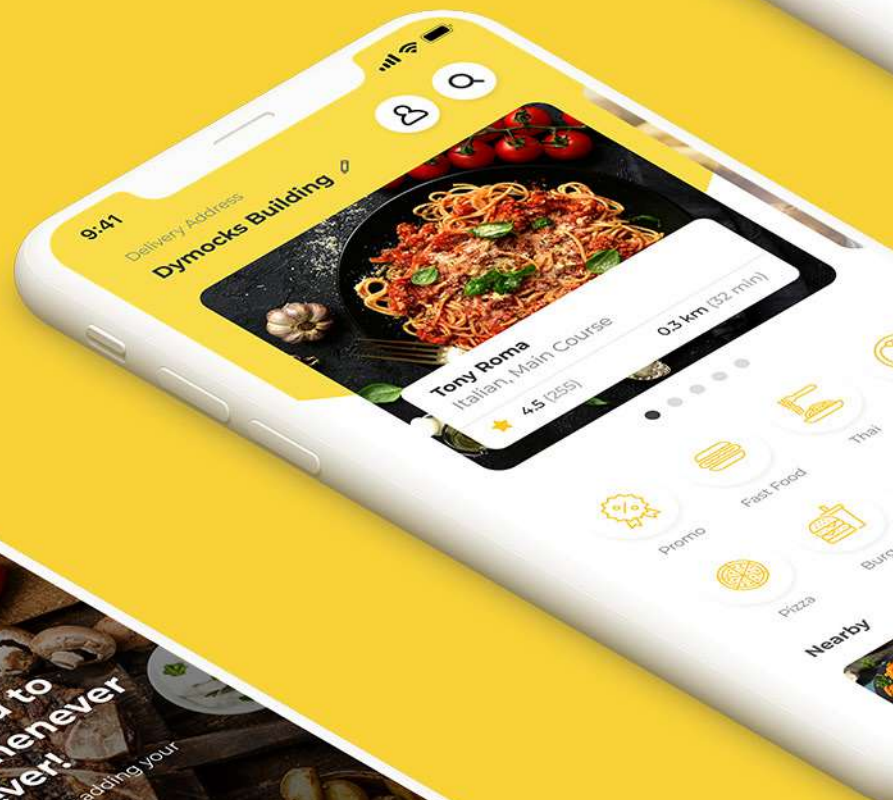
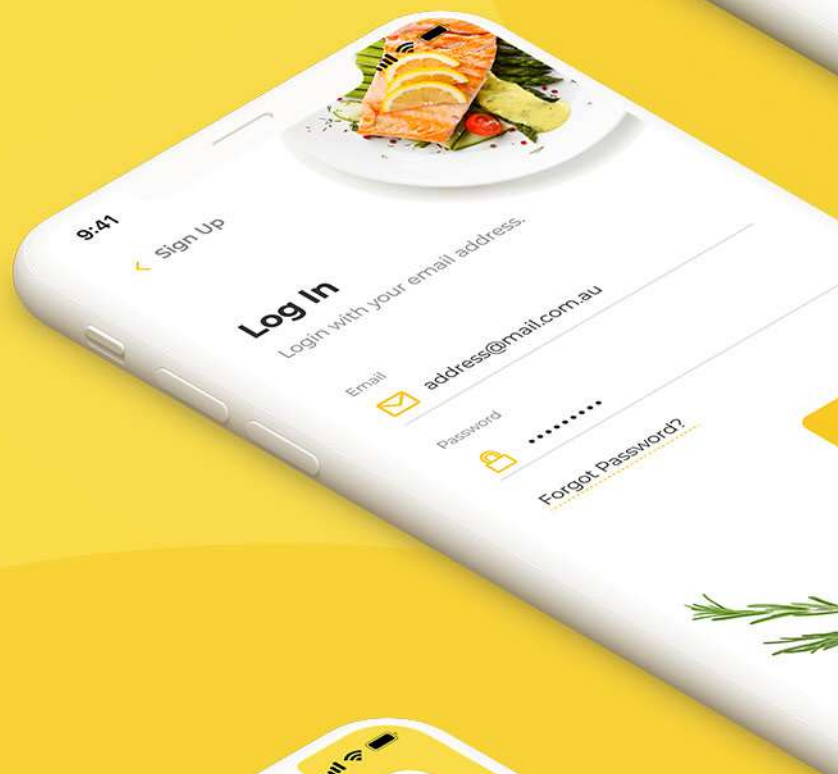
Additionally, it allows users to save favorite locations such as home or a work place.

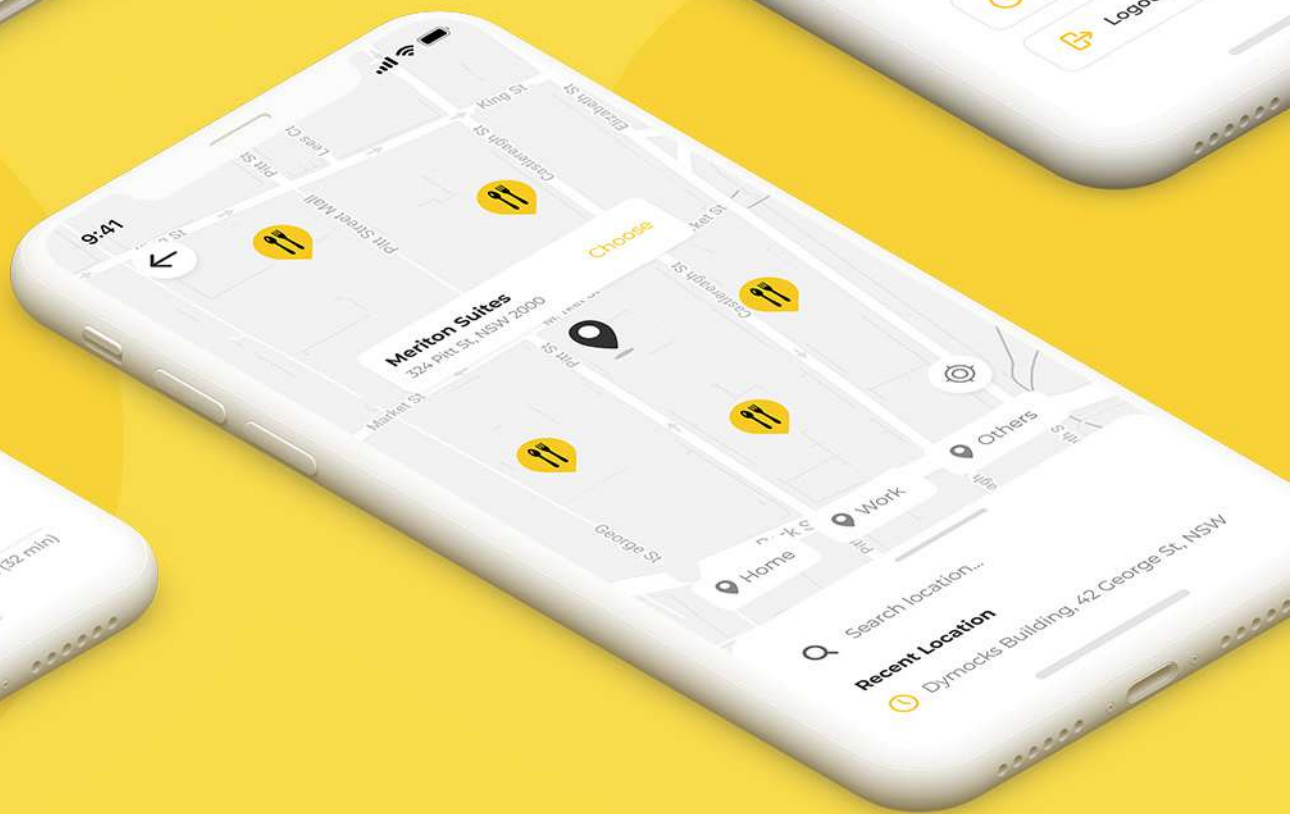
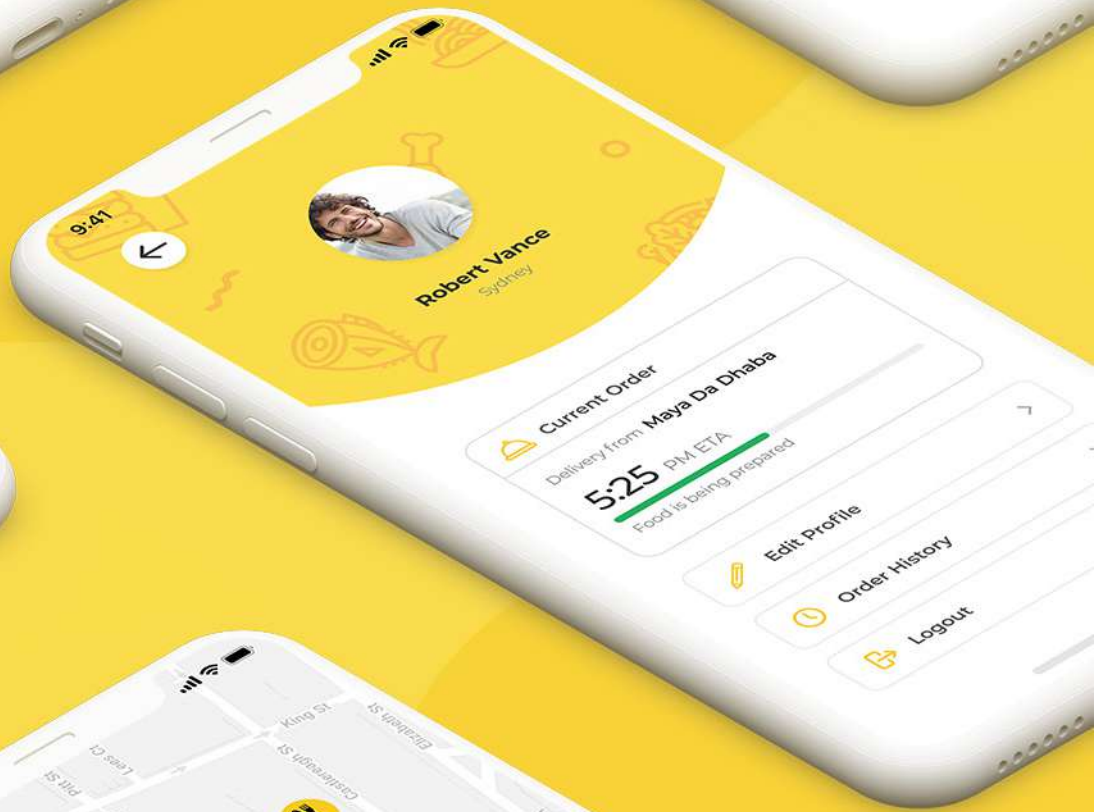
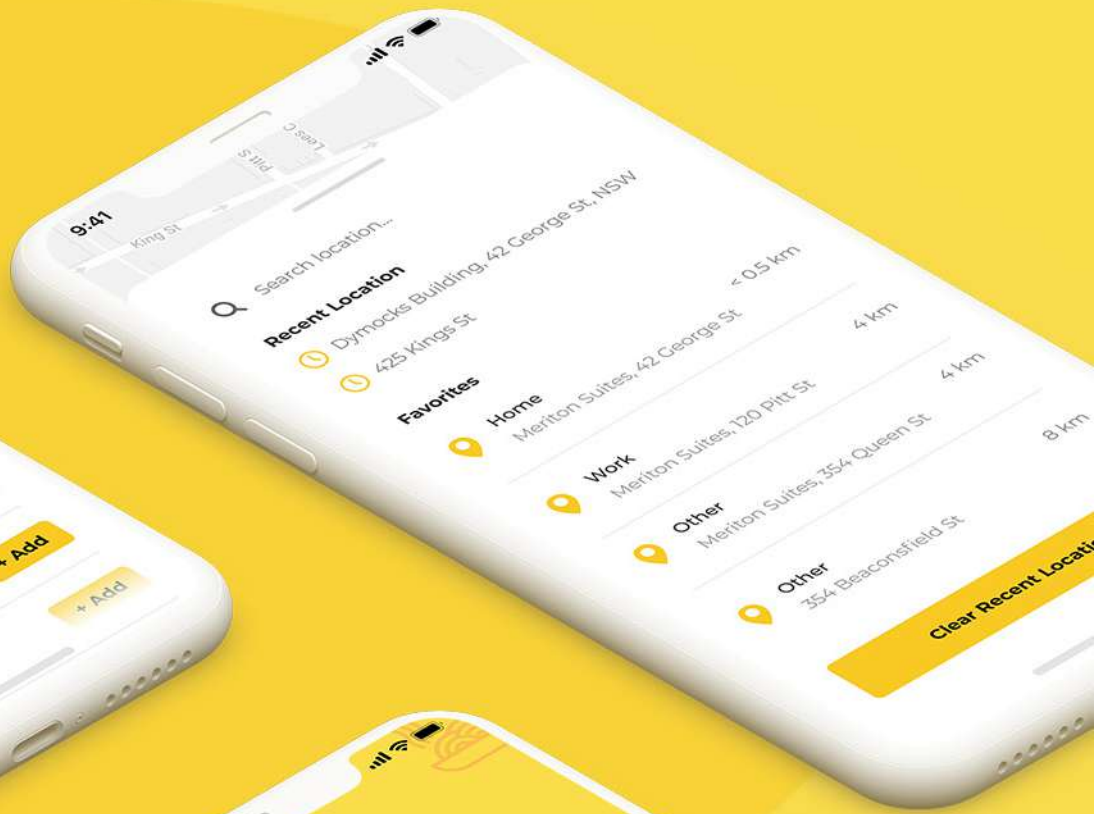
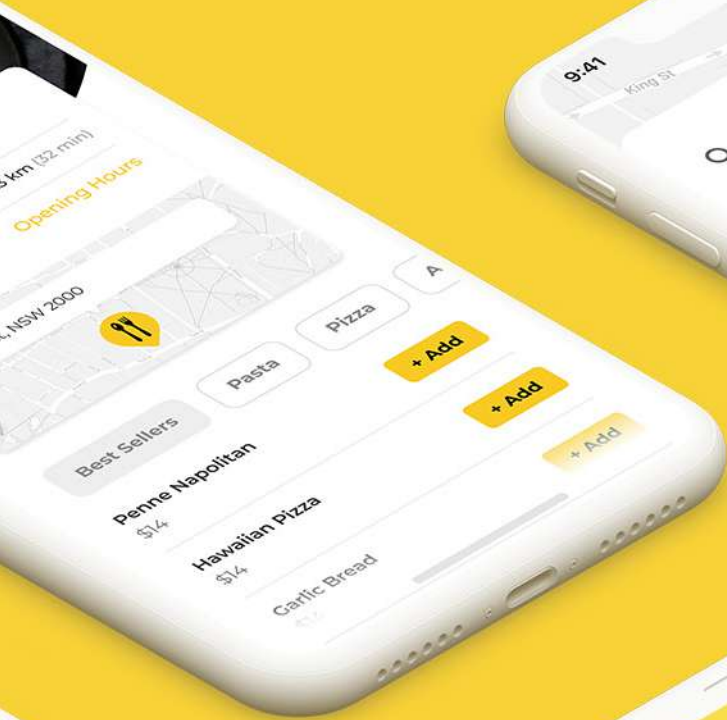




Screens

These are the design of the screens. The design is made according to the latest iOS screen dimension.





I would love to

o work for you.



karin anzelma
records of work
counting down...
6 projects



karin anzelma
graphics
ui design
ux design



karin anzelma
detecting location
sydney

Karin Anzelma
0 45 2232 104
karinanzelma@gmail.com

karin
anzelma