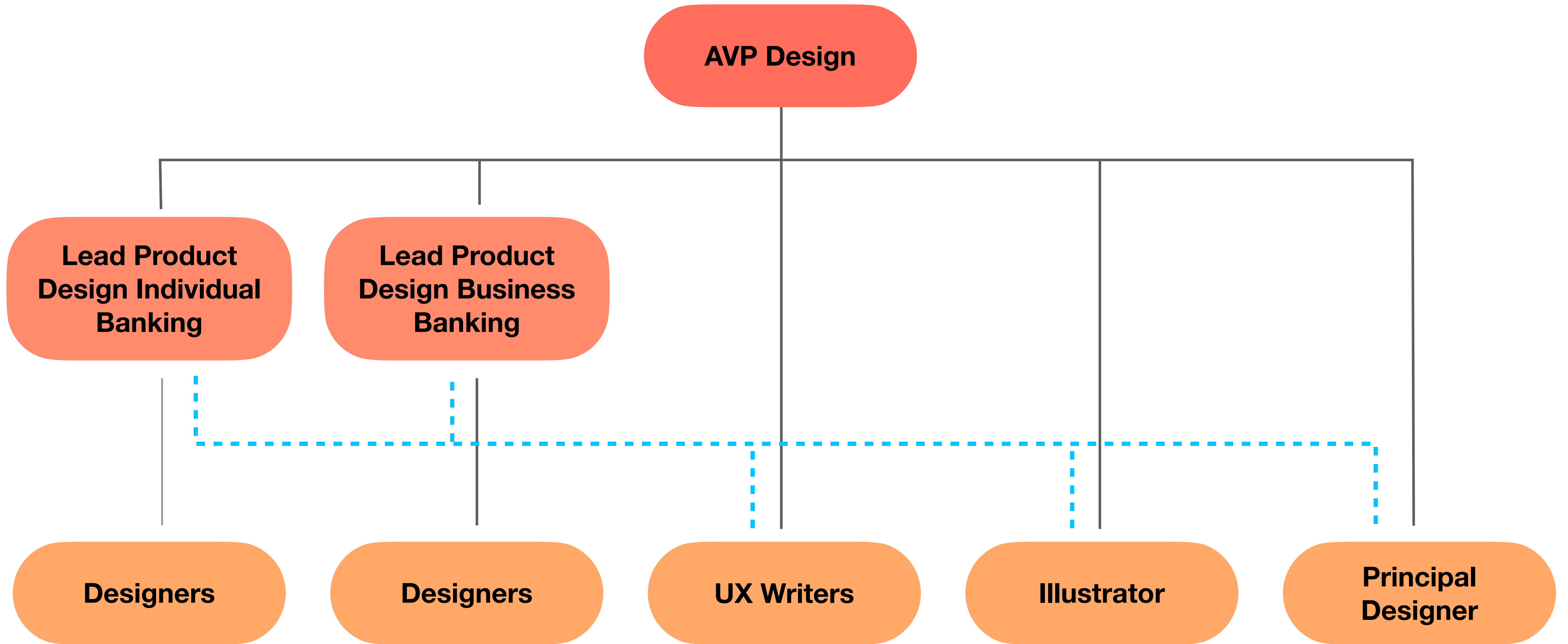


Mobile Banking App Design Process

Irsan Aji

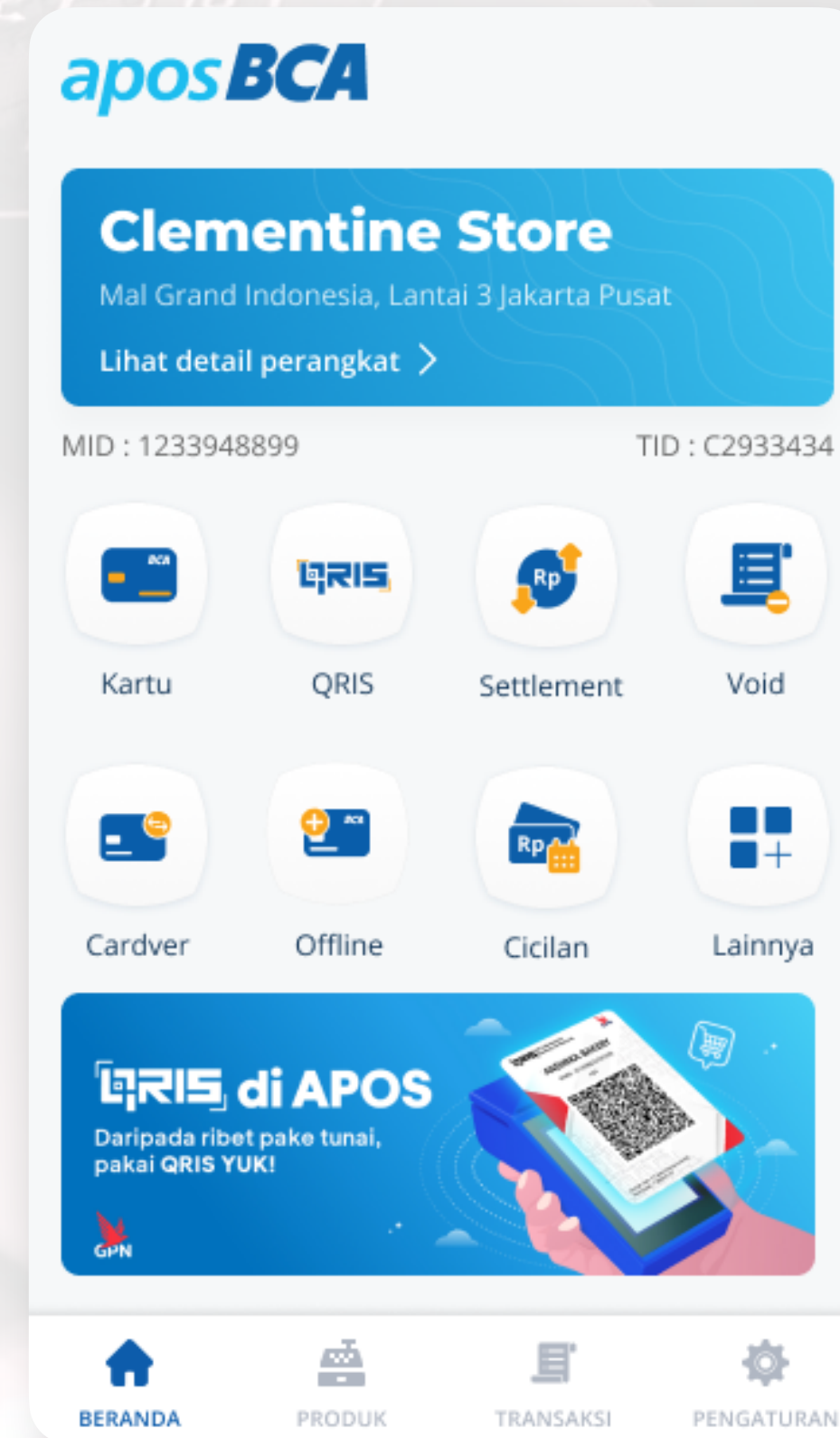
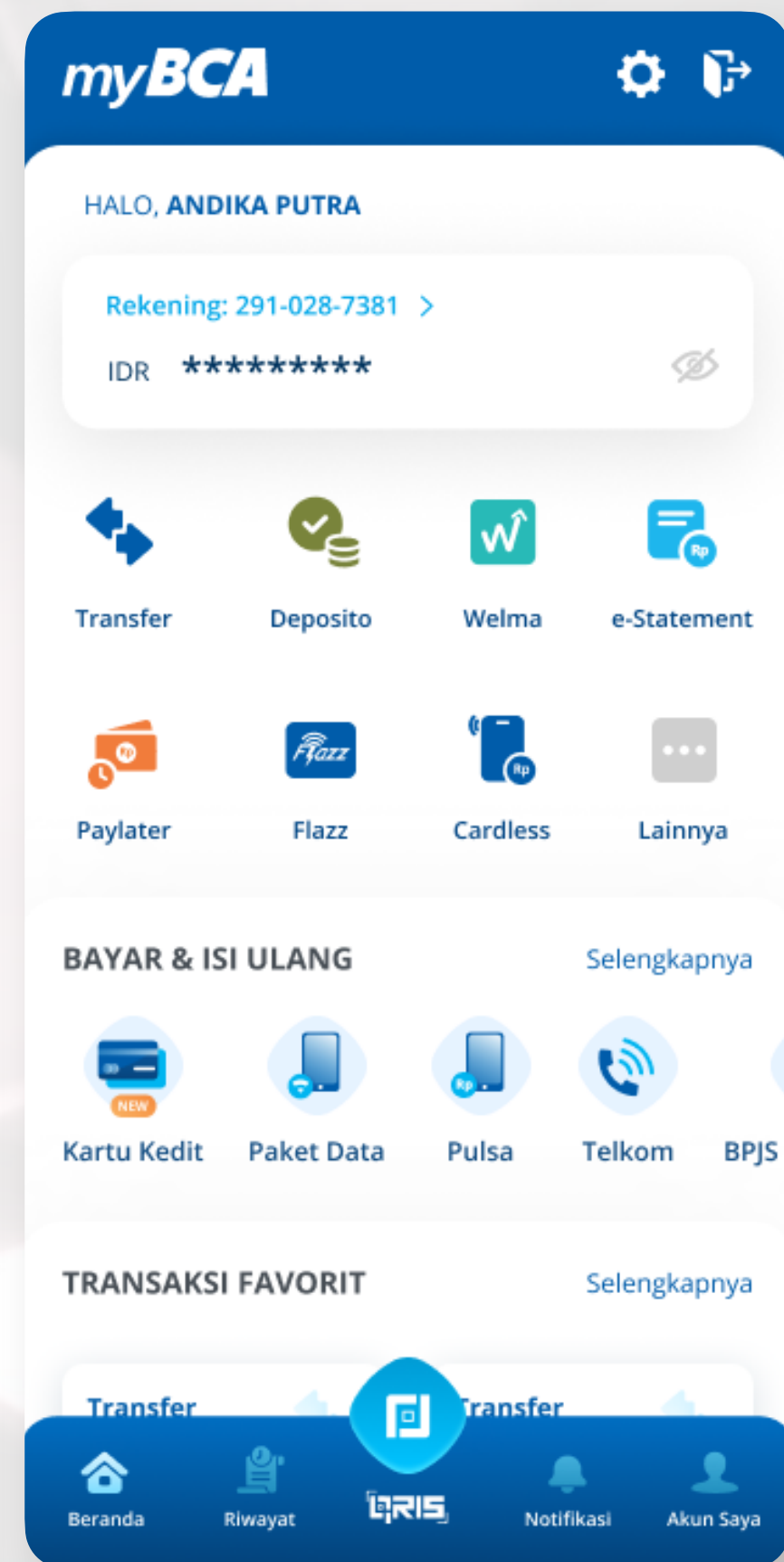
Organisasi Tim UI/UX



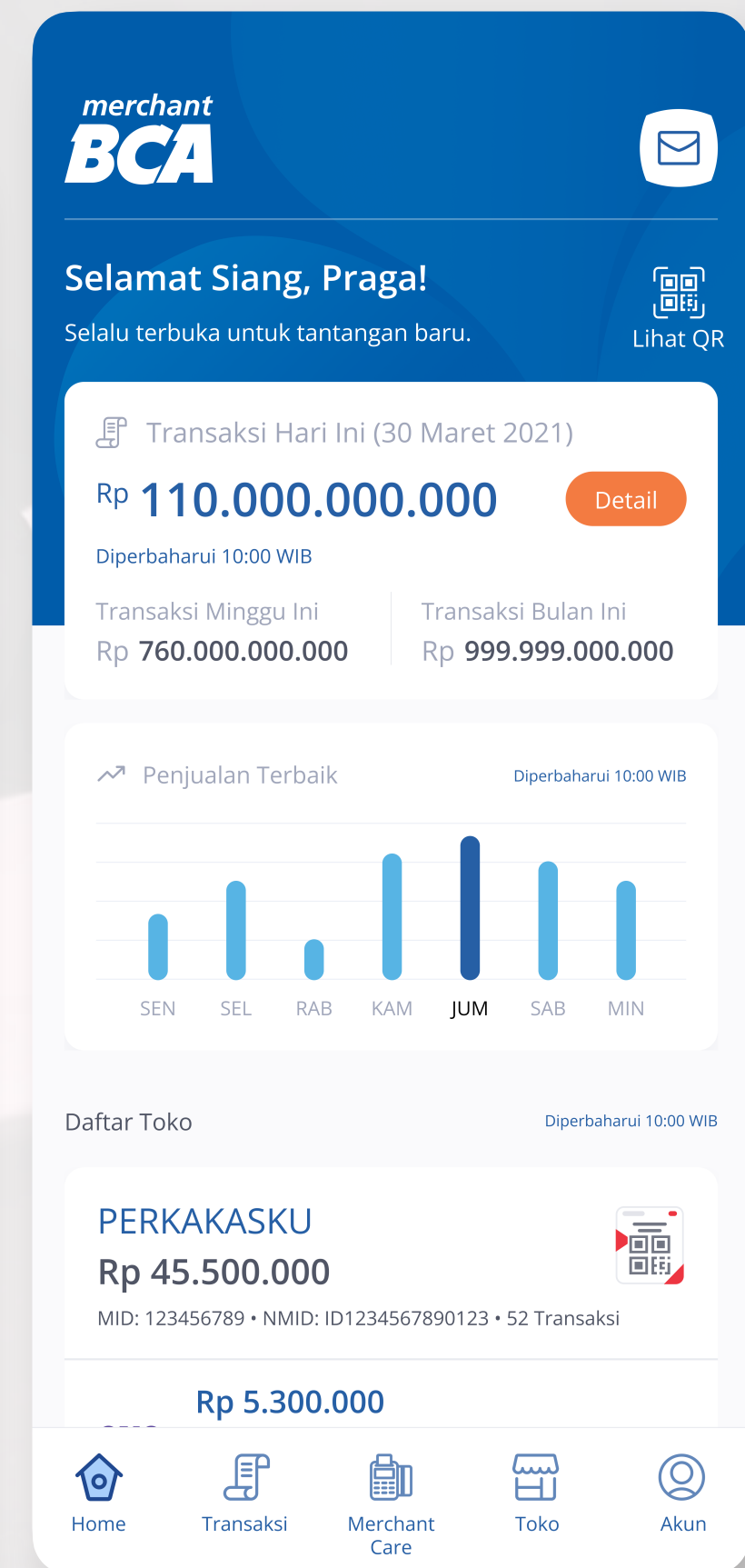
Produk Aplikasi Banking



Produk Individual Banking



Produk Business Banking



Tim Yang Terlibat

**Product
Owner**

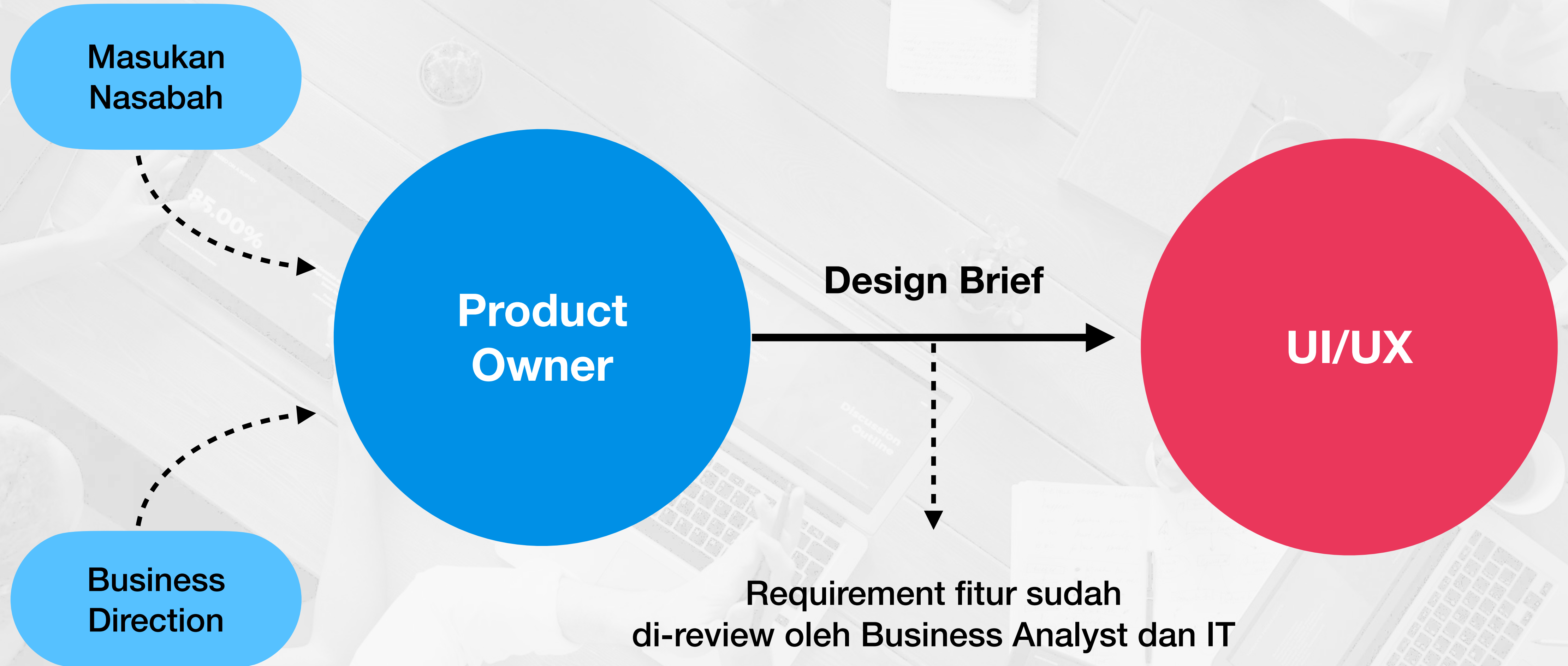
UI/UX

**Business
Analyst**

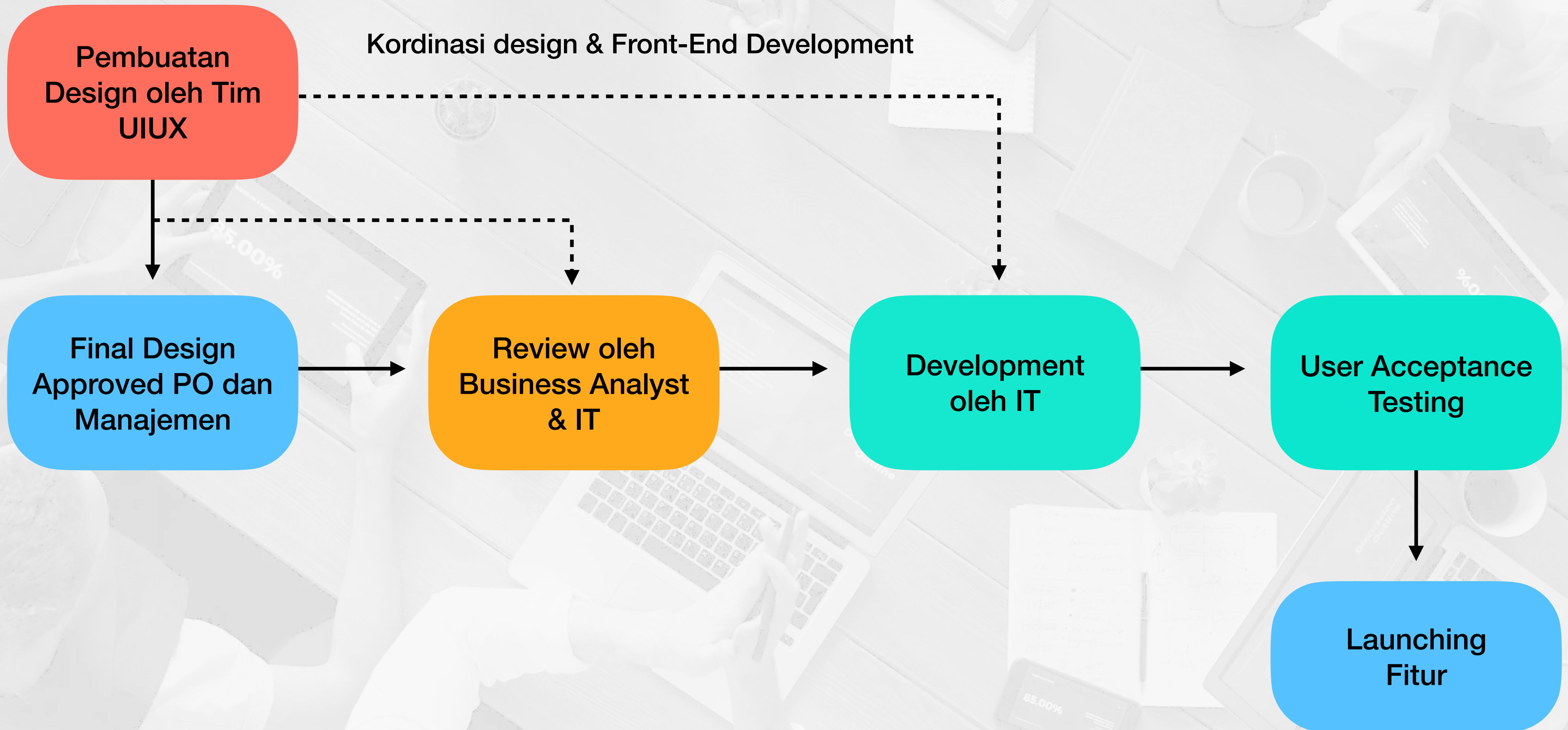
**Information
Technology**

Product Cycle

Inisiatif Pengembangan Produk/Fitur



Alur Kerja Dasar



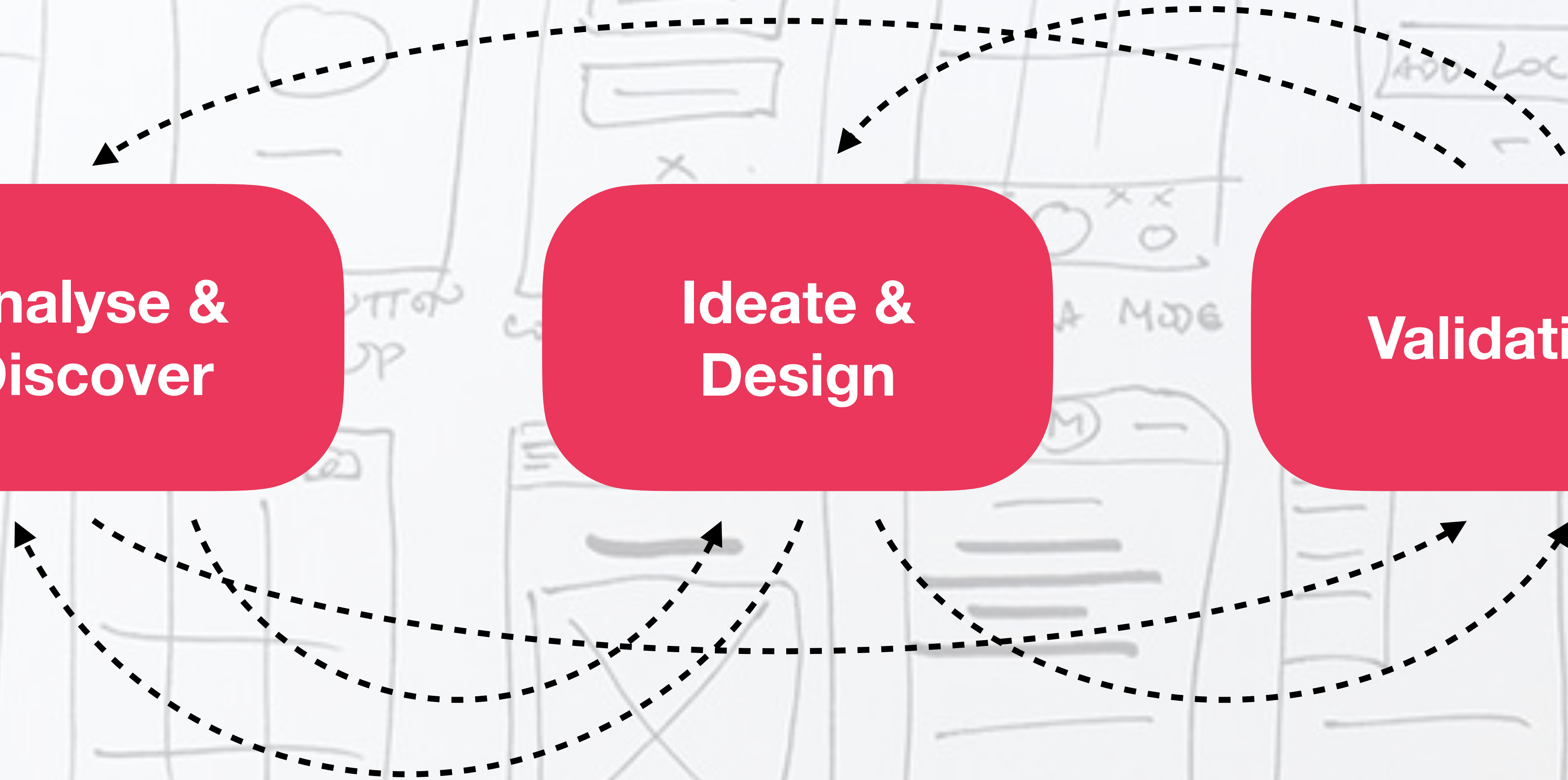
Design Process

3 Tahap Proses Desain

**Analyse &
Discover**

**Ideate &
Design**

Validation



Analyse & Discover

 **Observe & Benchmark**

 **Competitor Analysis**

 **User Interview**

A woman with dark hair is smiling and looking through a pair of vintage-style binoculars. The background is dark and out of focus, with some bokeh light spots. The overall mood is positive and focused.

Observe & Benchmark

Mengamati bagaimana fitur serupa di aplikasi lain & bagaimana user menggunakannya



Competitor Analysis

Menganalisa yang telah dibuat oleh kompetitor, dan mempertimbangkan pros & cons nya.



User Interview

Bertanya ke user bagaimana menurut mereka tentang suatu fitur. Mana bagian yang disukai dan kurang disukai.

Ideate & Design



Customer Segmentation



Business Goals



Risk & System



Visual Design

Customer Segmentation

Remaja

Orang Kantoran

Laki-laki

Perempuan

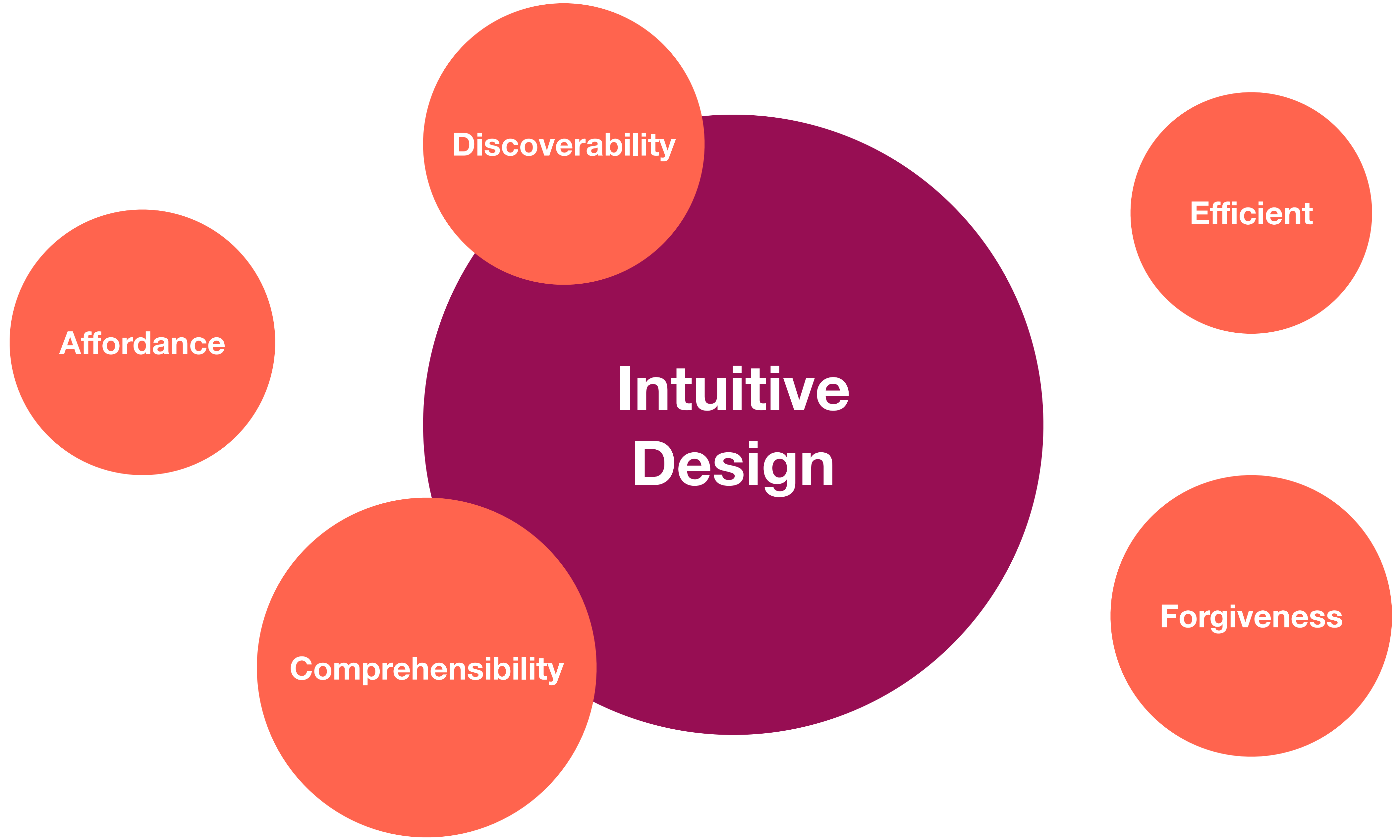
Lansia

Kasir

Gaptek

Digital Savvy

Pengusaha



Discoverability

Efficient

Affordance

**Intuitive
Design**

Forgiveness

Comprehensibility

Business Goals Examples

Pembukaan
Rekening

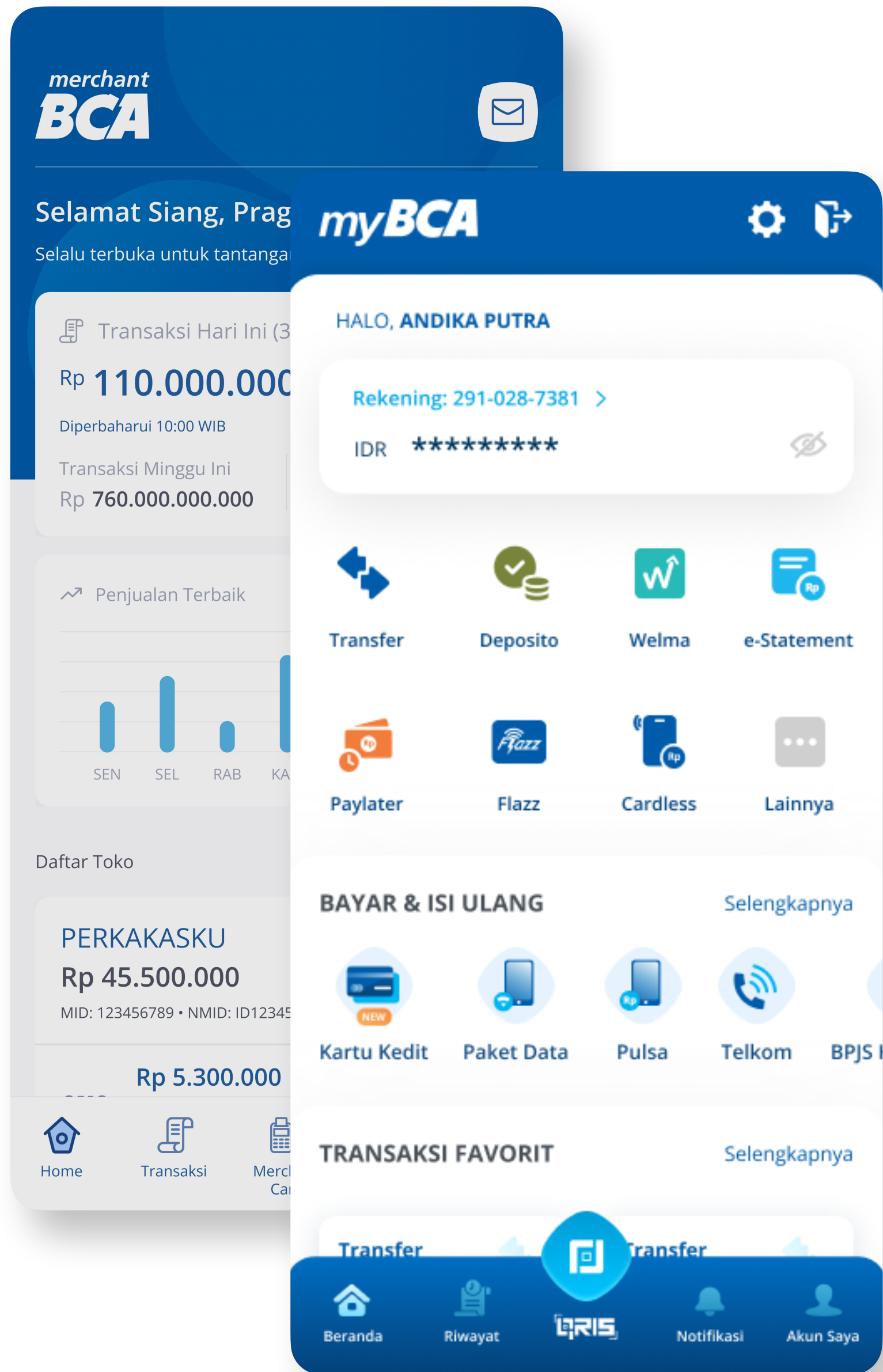
Penanaman
Modal (Menabung,
Deposito)

Transaksi
Beli & Bayar

Risk & System

Risk
Management

IT Security

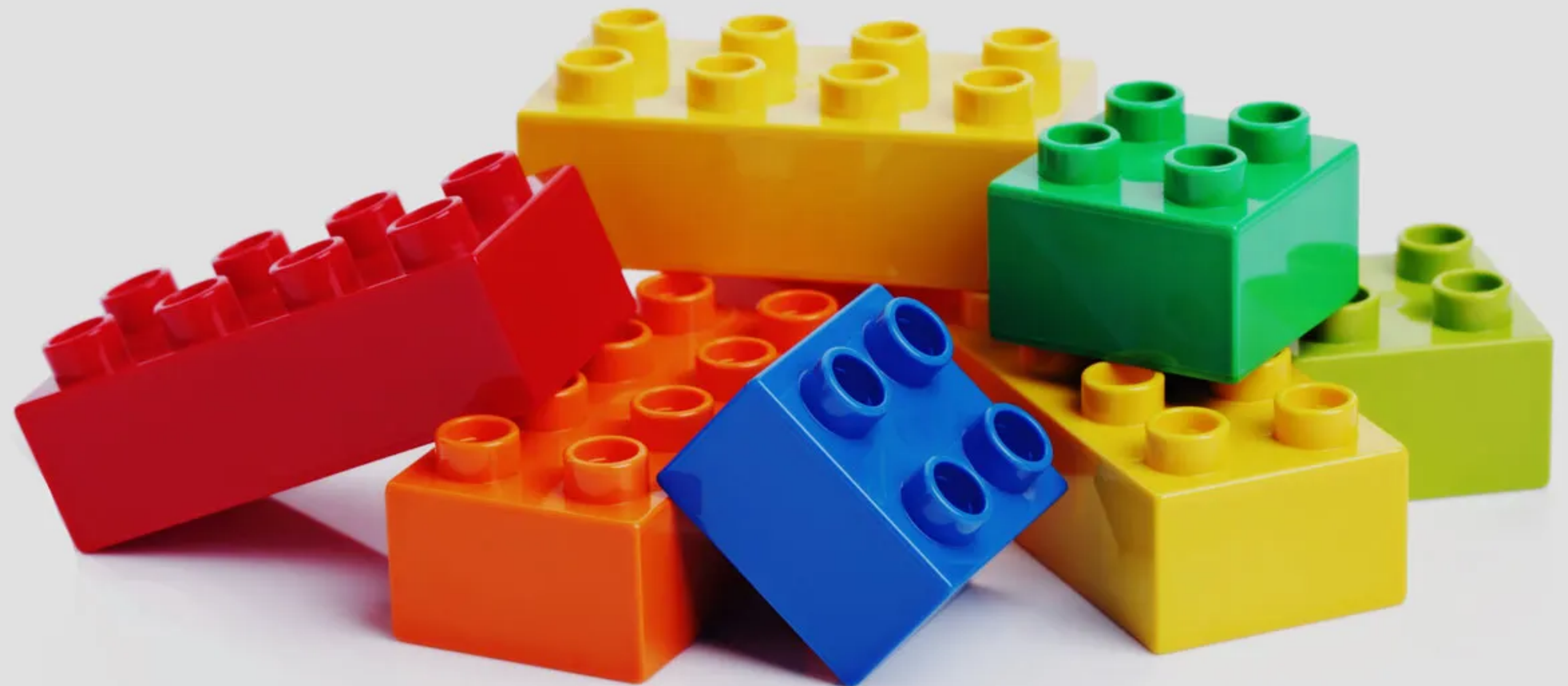


Visual Design

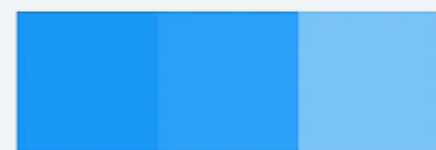
Bagaimana mendesain banyak fitur secara efisien dalam deadline yang sangat ketat?

Design System

Analoginya seperti Lego Brick yang bisa dibongkar pasang membentuk berbagai macam benda



Design System Foundation



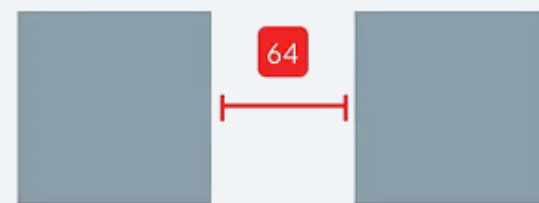
Colors

Aa

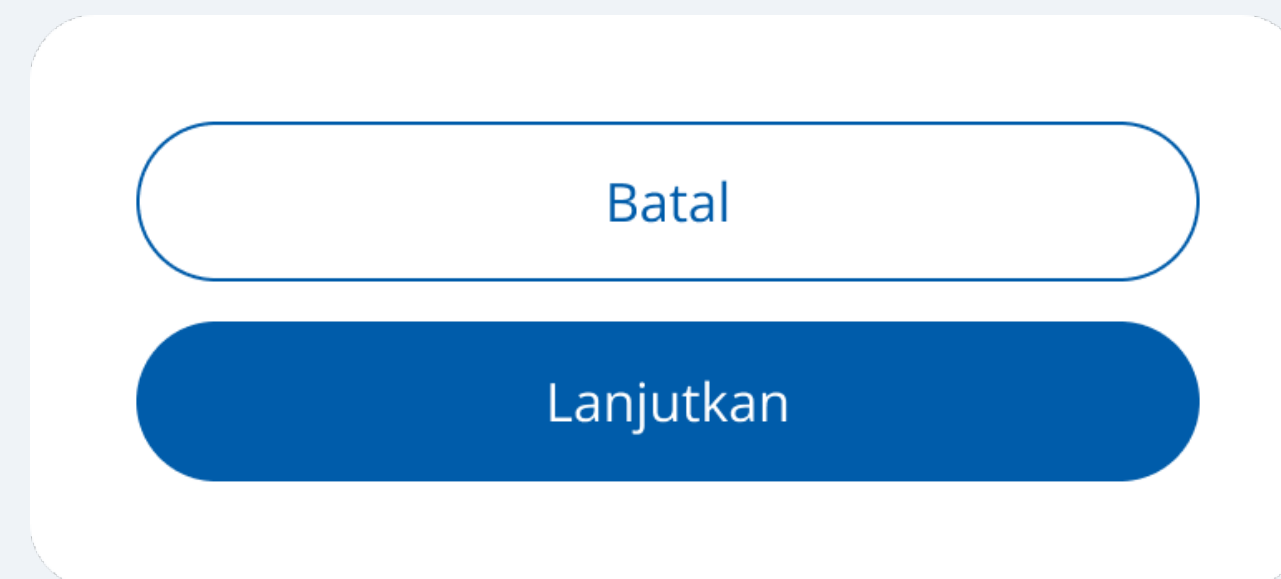
Typography



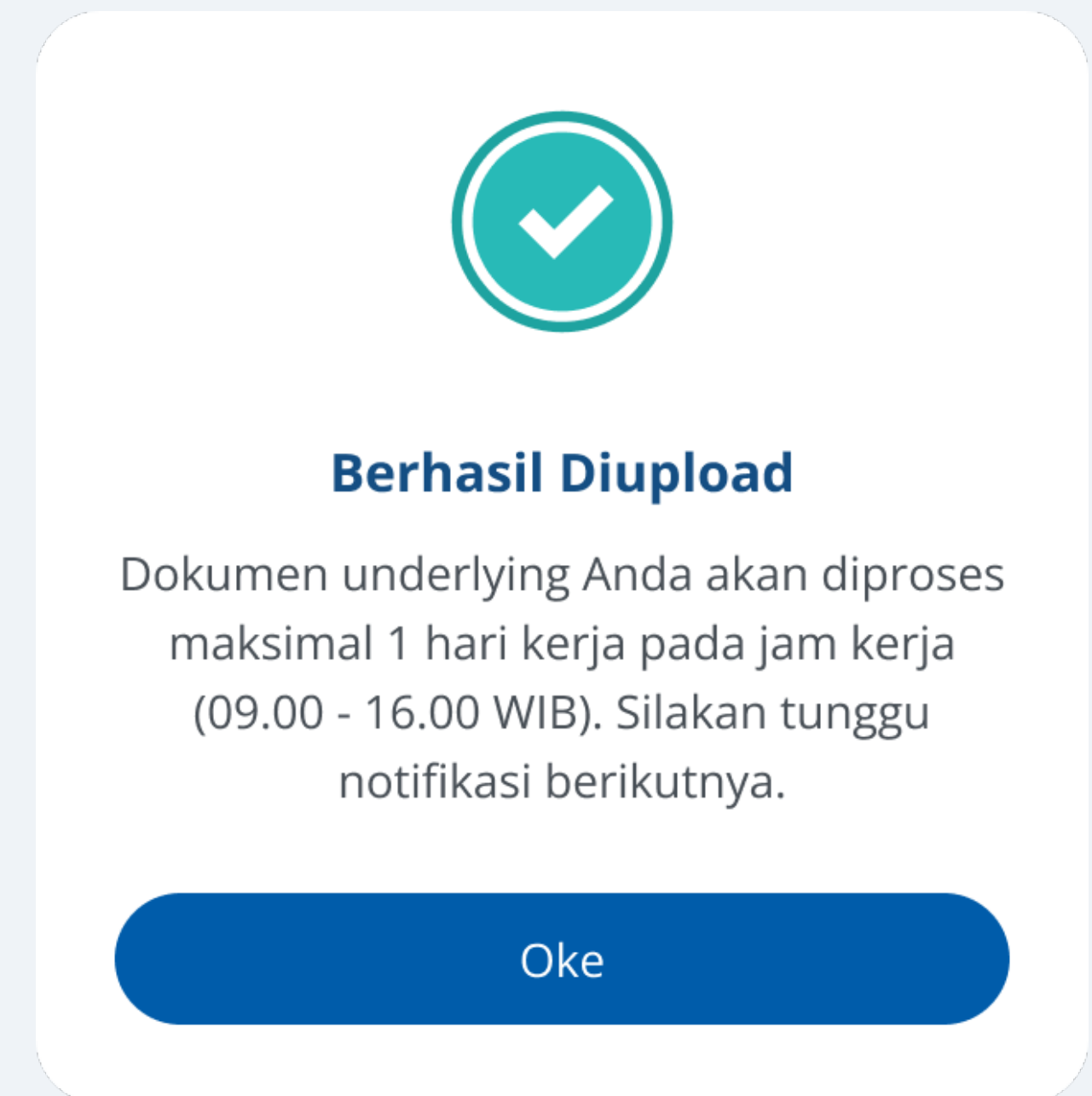
Icons



Spacing



Buttons

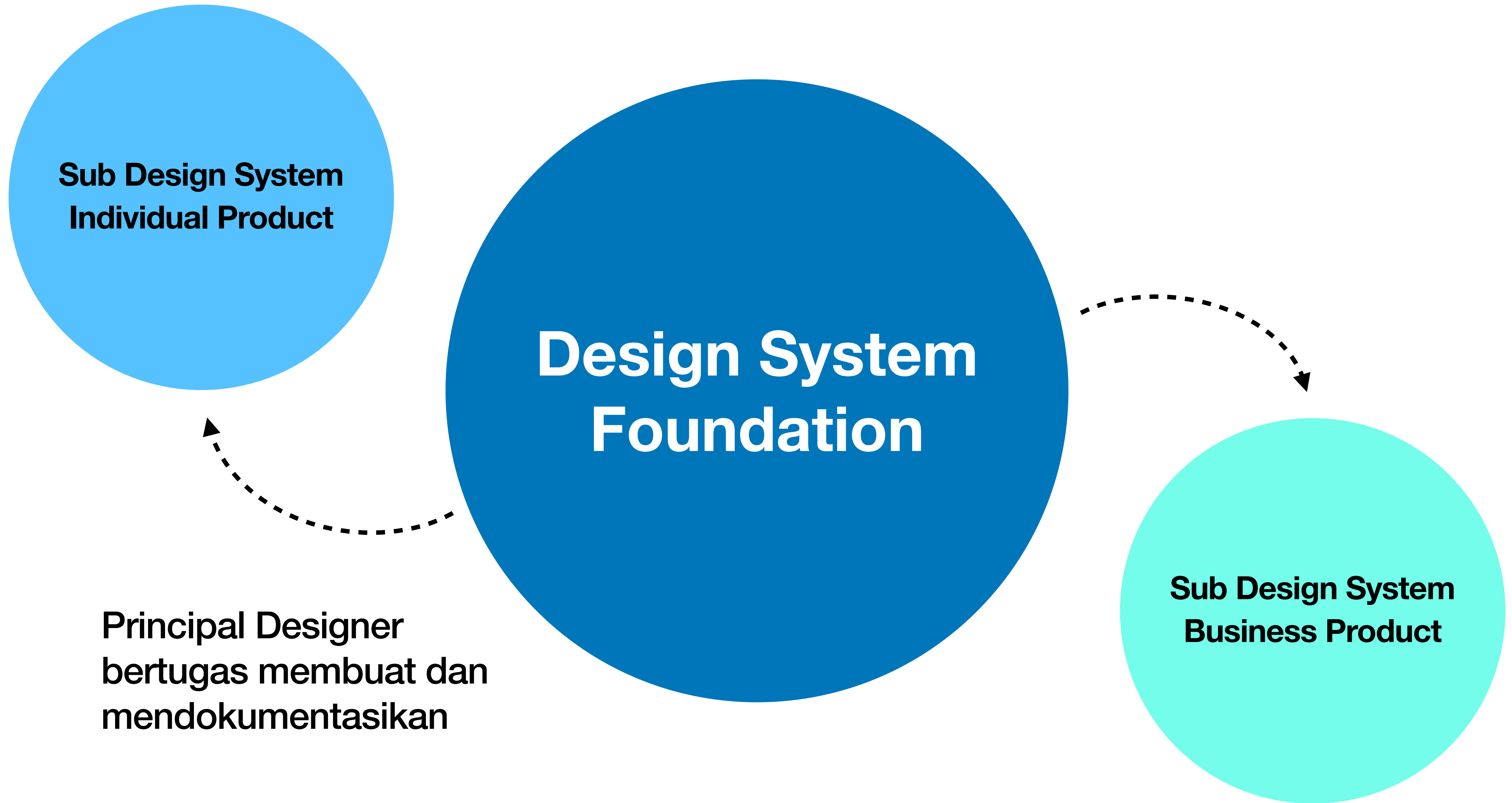


Popup

Ions

Atoms

Molecules



**Sub Design System
Individual Product**

**Design System
Foundation**

**Sub Design System
Business Product**

Principal Designer
bertugas membuat dan
mendokumentasikan

Validation

Internal User Testing

- Deadline singkat
- Confidential Feature

External User Testing

- Deadline masih lama
- Menghindari subjektivitas

Testing Yang Umum Dilakukan

Concept Testing



**Kalau misalnya ada fitur seperti ini,
apakah Anda mau menggunakan?**

Testing Yang Umum Dilakukan

Usability Testing

Komprehensif

- Interaktif Prototype Layar
- External Responden
- Skenario
- Jadwal yang cukup

Micro

- Prototype image Layar
- Internal Responden
- UX Writing
- Jadwal singkat

Testing Yang Umum Dilakukan

A/B Testing

Manual

Automation

**Design is not just what it
looks like and feels like.
Design is how it works.**

- Steve Jobs



Thankyou.

Irsan Aji