Arianti Silvia

PORTFOLIO PRESENTATION

2021

Hello!

I’m Silvia, a Digital Product Designer with around 10 years experience of working in tech, based in Jakarta, Indonesia.

Currently working as a Digital Product Designer for McKinsey & Company, as a client-facing consultant for Digital Design.

Prior to that, I designed interfaces for various small, medium, corporate companies and personal clients, in various industries from (mostly) SaaS/B2B to B2C and others. Still actively mentoring startups and young designers.

CASE STUDY

Helpster App: Overlapping Shift

2019

Helpster Mobile App:
Designing the “Overlapping Shifts” experience

Team:

- Arianti Silvia (Senior Product Designer)
- Product Manager
- Head of Product

My Contributions:

- UI/UX Design
- Prototyping
- Usability Testing

Tools Used:

- Sketch
- Zeplin
- Miro
- Marvel

About Helpster

Helpster (now Workmate) is an end-to-end workforce management platform in Southeast Asia that improves blue-collar workforce productivity.

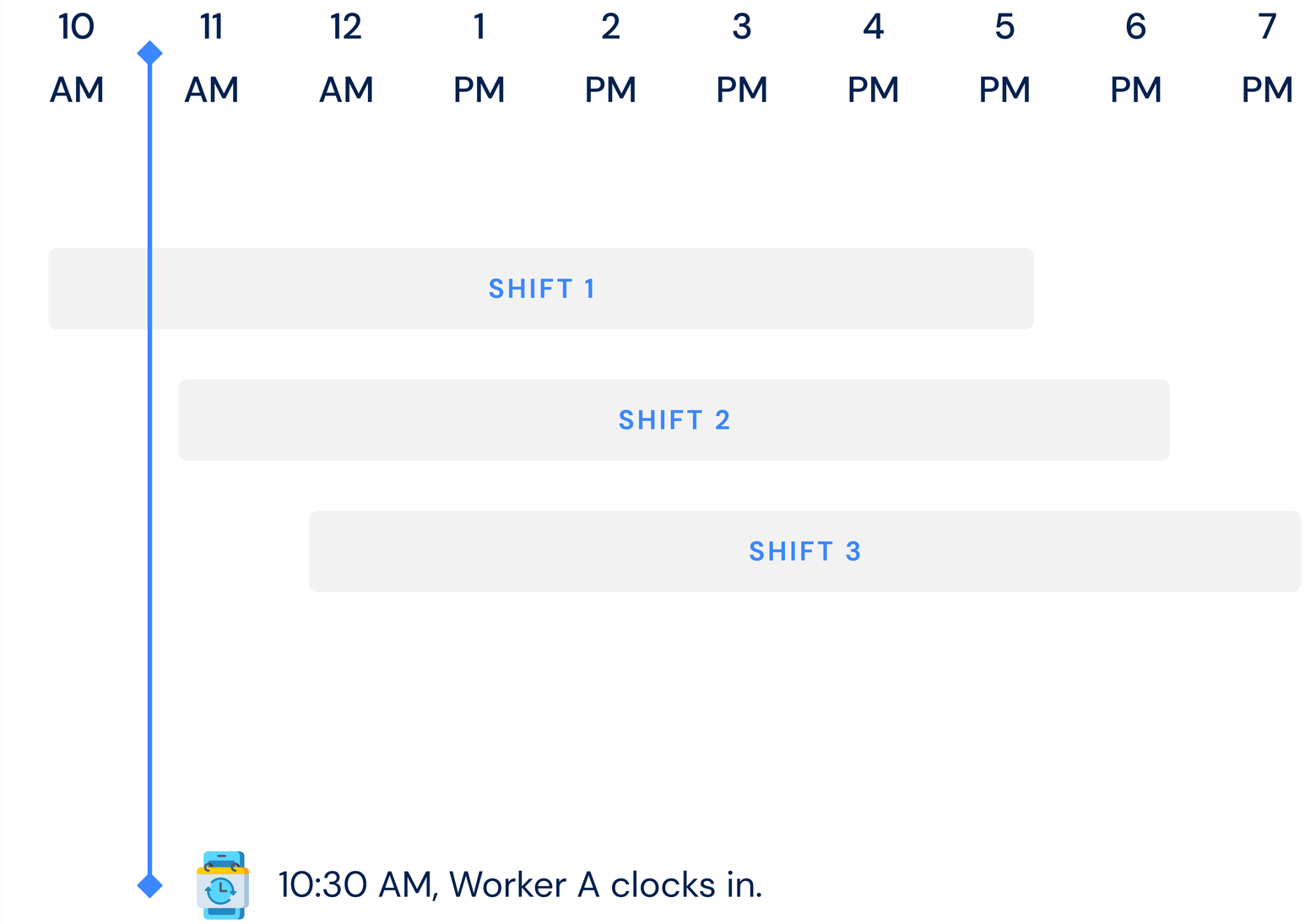
Problem

A Client created an SR (Staff Request), with the new SR type and the following shifts:

- Shift 1: Monday from 10 AM to 5 PM
- Shift 2: Monday from 11 AM to 6 PM
- Shift 3: Monday from 12 AM to 7 PM

If Worker A clocks in at 10:30 AM, the system can’t tell if they are 30 minutes late for Shift 1 or 30 minutes early for Shift 2.

Problem


10 AM
11 AM
12 AM
1 PM
2 PM
3 PM
4 PM
5 PM
6 PM
7 PM
SHIFT 1
SHIFT 2
SHIFT 3
10:30 AM, Worker A clocks in.

Goal

Allows the worker to select which shift they are on in the app, so that the system can allocate them to the right shift in the timesheet.

Constraints

Due to the capability limitation from the system, the Helpster app couldn't allocate work to the right shift in the timesheet if a client is creating an overlapping shift in the SR.

Metrics

TIME ON TASK

TASK SUCCESS

CONFUSION MOMENT

User Flow

1. Worker A shows up at the designated location for SR-A

2. Worker A opens Helpster and is shown the clock-in for their shift

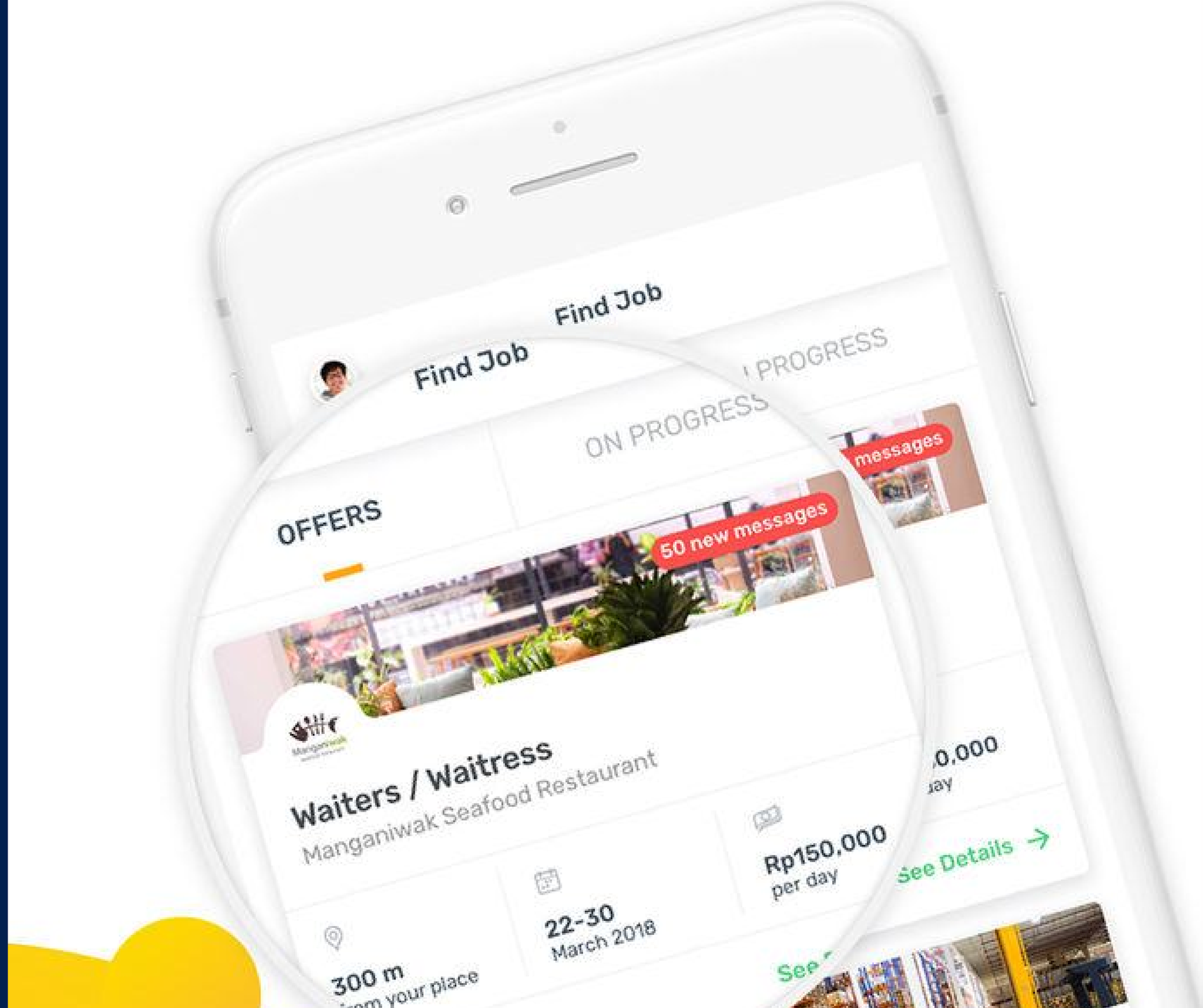
3. Worker A clocks in for their shift by swiping the clock-in button and is shown the shift selection screen

4. Worker A selects the appropriate shift from the shift selection screen

- The options will appears with a radio button
- The selected shift will be highlighted and become more obvious in the list
- Worker A can change the selected shift by a tap in on another shift.
- After a shift is selected, the “Start Working” button will appear at the bottom.

5. Worker A taps “Start Working” and is clocked into their shift

UI Design

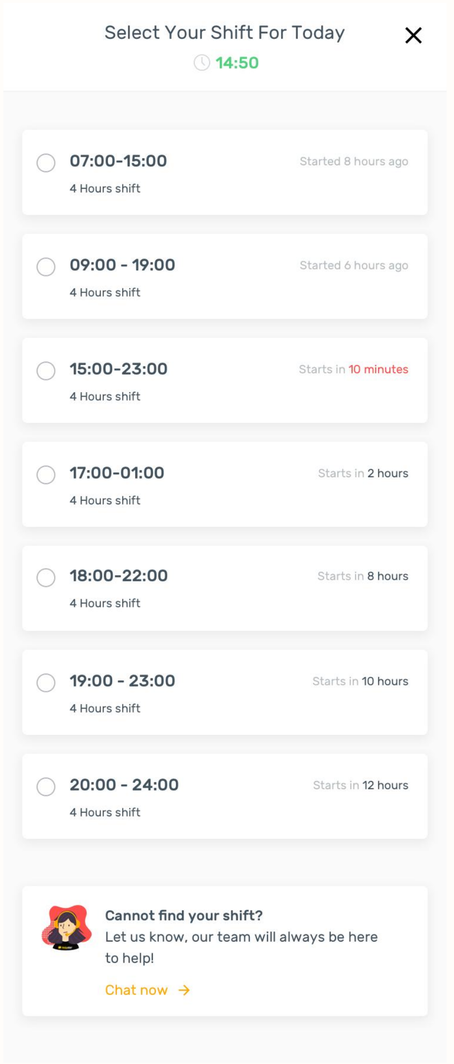

Find Job
Find Job
PROGRESS
ON PROGRESS
OFFERS
messages
50 new messages
Waiters / Waitress
Manganiwak Seafood Restaurant
Rp150,000
per day
See Details
22-30
March 2018
300 m

Shift Selection Screen

After clocking in, Worker A will see a list of options for the available shifts for the day.

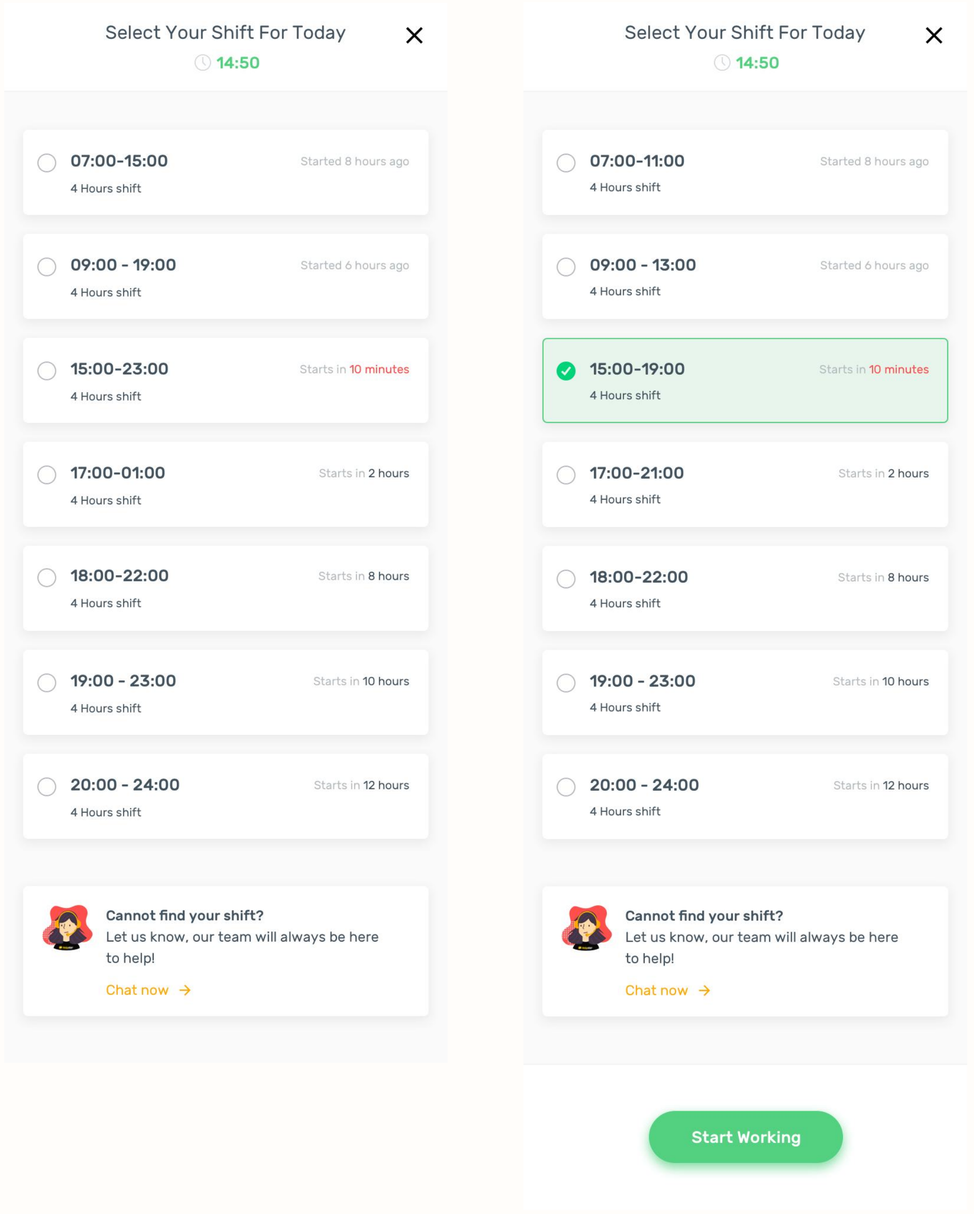
The list shows past and future shifts of that day. The system will identify which one is the next shift for the user, starting from an hour earlier than the schedule.

To handle the potential problem from the client-side inputs (shifts are not displayed correctly), we provide a button at the bottom of the screen so Workers can find a way to resolve the problem.



Shift Selection Screen

Once Worker A selects a shift, the “Start Working” button appears to allow Worker A to clock their shift into the system and start the job.



Prototype

This design was a part of a usability testing prototype that includes other scenarios:

- Registration
- Profile settings
- Job list & details
- Applying for jobs
- Interview invitation
- Job reminder
- Clock-in
- **Shift selection**
- Clock out
- Payment confirmation
- Profile info

Usability Testing

Location:	Helpster Walk-in Office
Scope:	Job List & Clock in/out
Testers:	Via & Ivan
Prototype:	https://marvelapp.com/4c87j0i
RTB:	

Test Results

Candidate No:	1	2	3	4	5	Results	Iterations	Next steps
Name	Tian							
Age	21							
Gender	Male							
User criteria	VIP							
Platform	Android							
Using Helpster since	July 2017							
User Goal 1: Get to see the new Job screen								
Task: Imagine you are working now, and you see this screen. What did you see?								
1 Did user understand content on the details?	Yes							
2 Did user tap "job info"?	yes							
3 Did user understand the content on the description?	yes							
Additional comments?								
User Goal 2: Get to understand the new app navigation & job								
Task: Imagine you want to know what are the details of this job, how you do that?								
1 Did user understand the new navigation?								
2 Did user able to find information they need the most in the job description?								

After 3 iterations of the prototype and test in Indonesia, we finally meet the goals and confidence to bring the prototype and test it to the Thailand market. We went to Bangkok with the final version of the prototype.

Results

TIME ON TASK

↓ 30%

TASK SUCCESS

↑ 94%

CONFUSION MOMENT

↓ ±70%

Thank You!

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