

UI/UX Case Study

MUHAMMAD ZACKY ASSIDIQY

✉ assidiqzacky@gmail.com

in Zacky Assidiqy

🌐 zackyassidiqy.my.id



About Me



Fresh graduate in Informatics Engineering with a strong focus on UI/UX design, supported by academic and hands-on experience in user research and design processes. Experienced in applying User-Centered Design, Design Thinking, usability testing, interviews, wireframing, prototyping, and evaluation to create user-friendly solutions.

Tools   

Experience

Frontend Developer Intern

December 2025 - Present | PT. Tiga Serangkai Pustaka Mandiri

Fullstack Developer Intern

September 2025 - December 2025 | PT. Anugerah Mortar Abadi

UI/UX Designer Intern

September 2024 - December 2024 | Seven INC

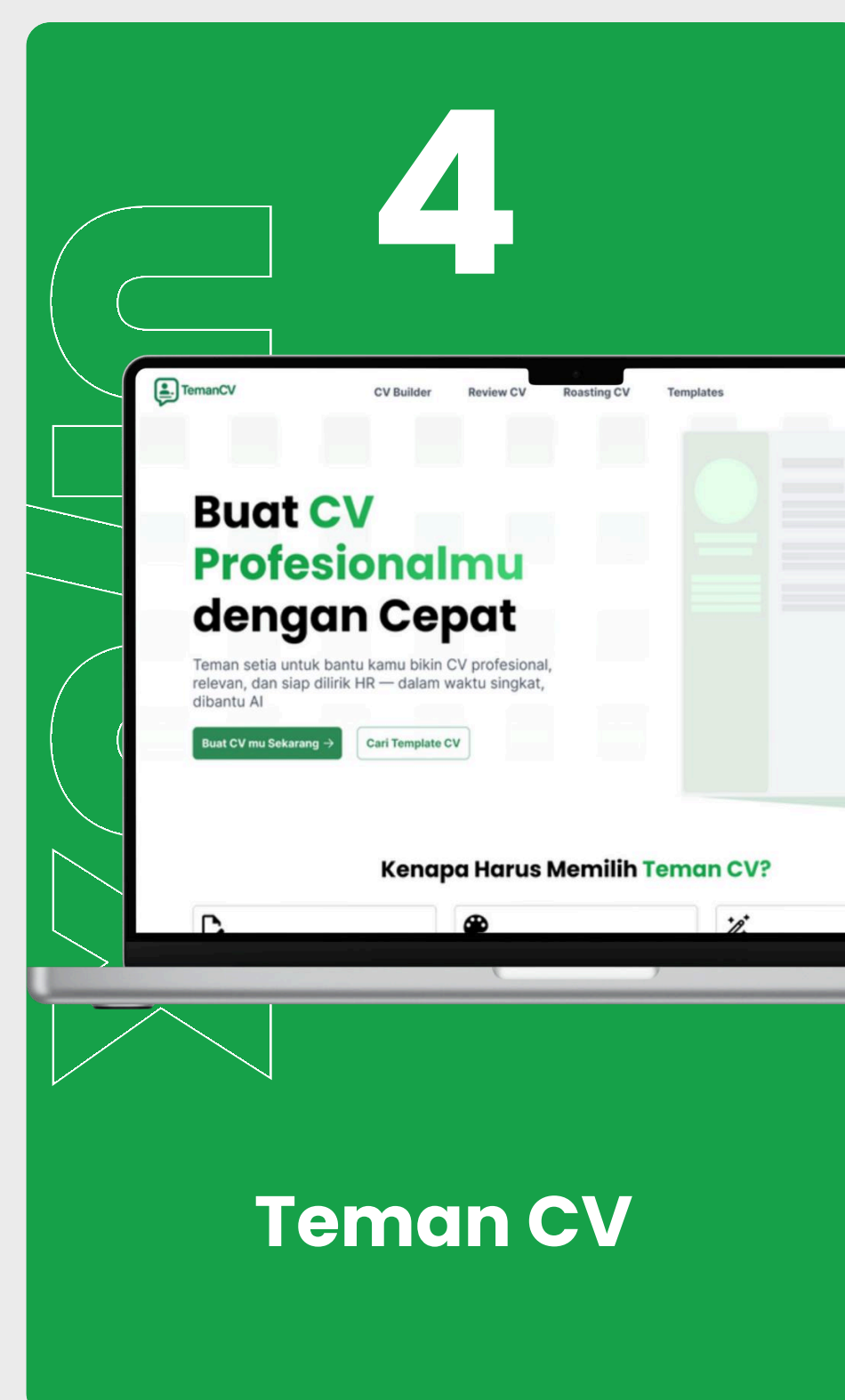
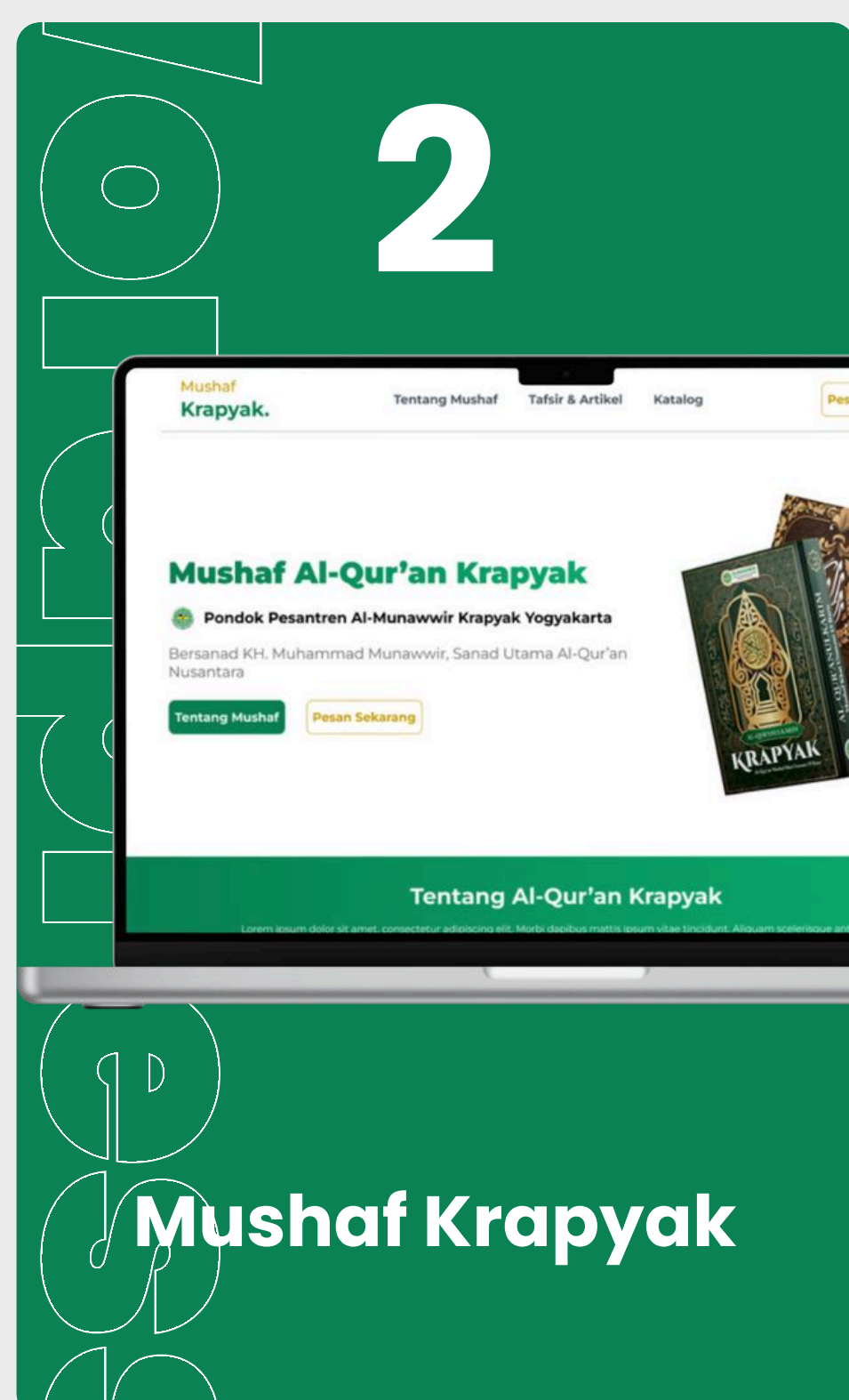
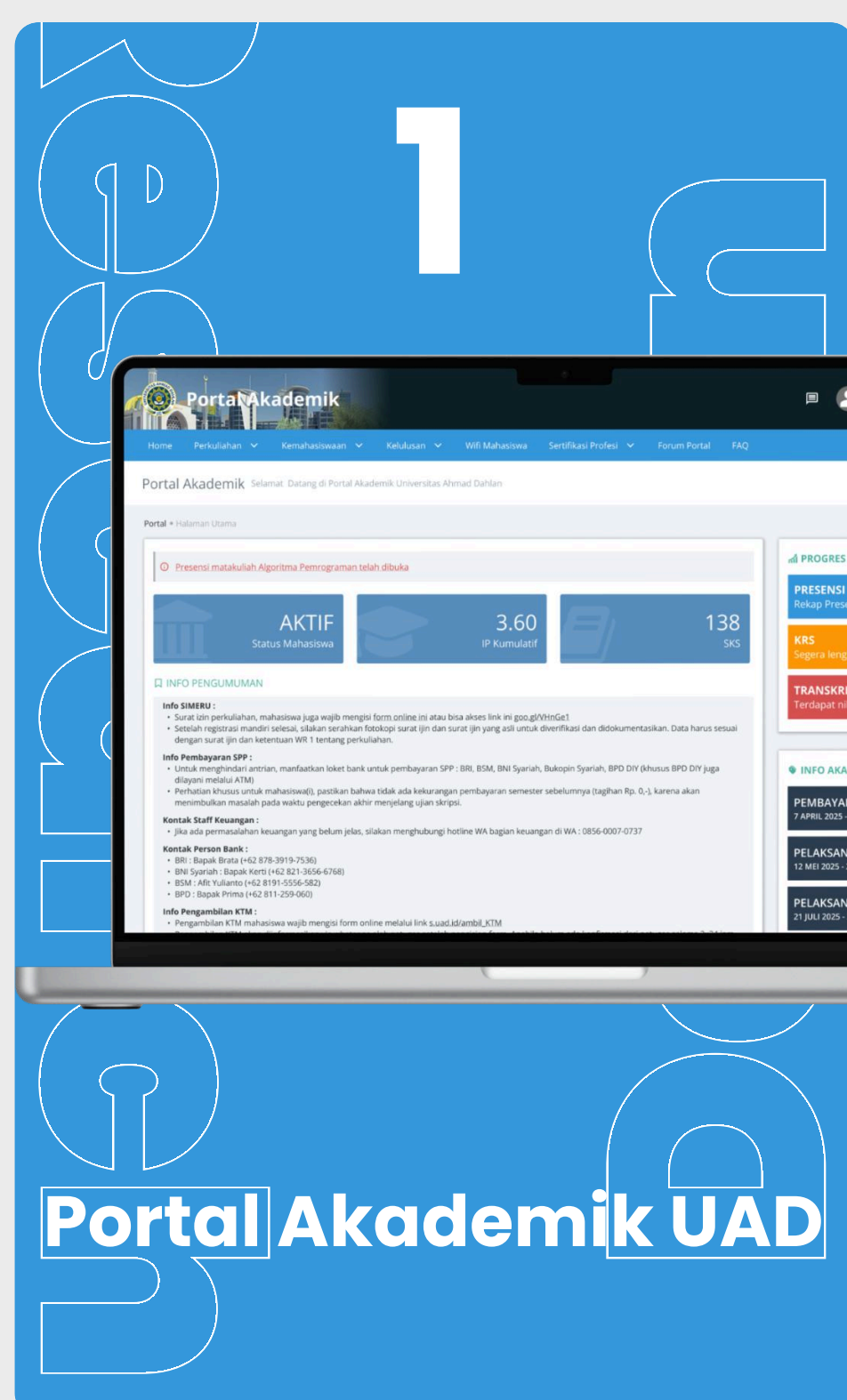
Mobile Development Cohort

August 2023 - January 2024 | Bangkit Academy

Skills

- Wireframing
- Prototyping
- Figma Auto Layout
- Figma Component
- Usability Testing
- User Centered Design
- Design Thinking
- User Experience Questionnaire
- System Usability Scale
- Scenario Based Test
- Design System

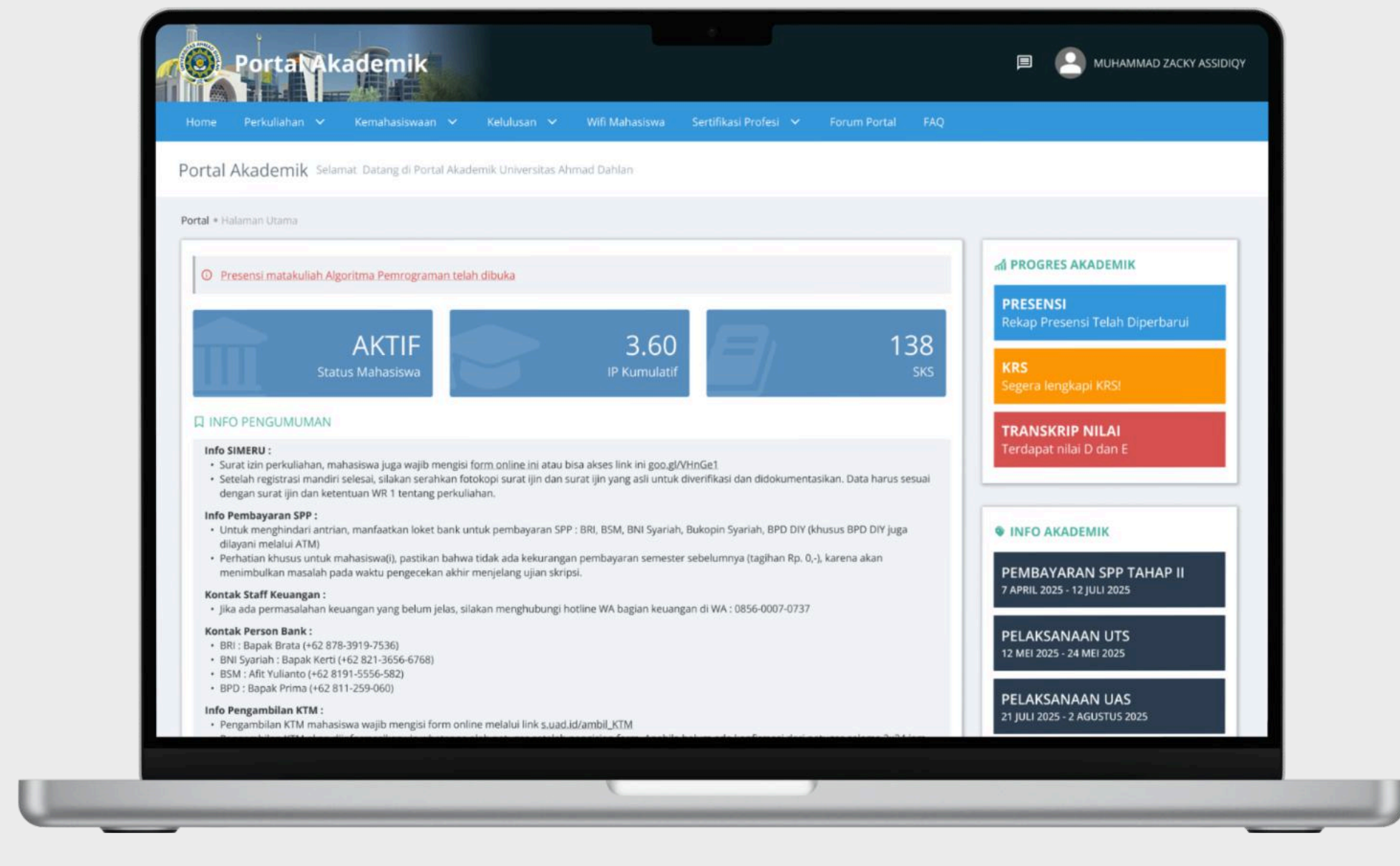
Table of Content



UX Research & Design

Portal Akademik UAD

This project was developed as part of my undergraduate thesis. It focused on improving the user experience of Ahmad Dahlan University's Academic Portal by introducing a notification-based system to help students monitor academic progress more efficiently.



User Centered Design

- Specify the Context of Use**
- Specify User and Organizational Requirements**

- Target users: Active Informatics students aged 19–24 years old.
- Accessed the portal frequently for academic tracking.
- Encountered usability issues with attendance and KRS modules.
- Attendance: Show session dates and notify users when attendance opens.
- KRS: Display course prerequisites and suggest elective courses (e.g., AIK).
- Transcript: Alert users about D/E grades and courses that must be retaken, including graduation requirements.
- Dashboard: Provide a summary of key info from attendance, KRS, and transcripts for quick access.

- Produce Design Solution**
- Evaluate Designs Against Requirements**

- Wireframes and high-fidelity prototypes were developed using Figma to include notification summaries and academic progress highlights on the homepage, attendance, KRS, and transcript pages.
- Conducted usability testing (task-based) and assessed user satisfaction using the User Experience Questionnaire (UEQ).

User Story and Persona

Aditya, 21, is an Informatics student who balances academic responsibilities and campus organization duties. He needs quick, centralized access to academic updates. While all users are students, their academic levels shape different priorities—freshmen focus on course selection, while seniors need transcript and graduation info. The design must address these varied needs to ensure the solution works effectively for all student stages.

USER STORY

Mahasiswa Angkatan 2020

Sebagai seorang mahasiswa tingkat akhir, **saya ingin** mendapatkan notifikasi nilai mata kuliah dengan D atau E serta batas maksimal SKS yang belum terpenuhi, **sehingga** tidak tertinggal informasi yang dapat menghambat kelulusan

Mahasiswa Angkatan 2021

Sebagai seorang mahasiswa tingkat tengah, **saya ingin** dapat memantau progres akademik saya dengan cepat dan efektif, **sehingga** saya dapat memastikan syarat akademik saya dapat terpenuhi sebelum memasuki akhir masa studi

Mahasiswa Angkatan 2022

Sebagai seorang mahasiswa tingkat awal, **saya ingin** mendapatkan notifikasi tentang presensi, dan rekomendasi matakuliah semester selanjutnya, **sehingga** saya dapat mengelola waktu dan menyusun KRS secara lebih strategis

Aditya Suparjo

Aditya adalah mahasiswa semester 4 Program Studi Informatika UAD yang aktif dalam perkuliahan sekaligus terlibat di berbagai event untuk menambah pengalaman. Dalam kesehariannya, ia harus pandai mengatur waktu antara jadwal kuliah dan kegiatan luar kelas. Sebagai individu yang sibuk, Cakra membutuhkan sistem yang ringkas dan responsif agar tetap dapat menjalani aktivitas kampus secara efisien tanpa mengabdikan kewajibannya sebagai mahasiswa.

Domisili: Bantul, DIY
Angkatan: 2021
Profesi: Mahasiswa Aktif

"Mumpung masih muda, cari pengalaman, lulus tepat waktu"

Goals

- Mengakses informasi akademik dengan cepat dan efisien.
- Menyelesaikan kewajiban akademik tanpa mengganggu aktivitas luar kampus.
- Mengelola jadwal kuliah dan kegiatan kampus dengan seimbang.
- Mendapatkan pembaruan informasi akademik secara real-time tanpa perlu memeriksa portal secara terus-menerus.

Frustrations

- Tidak suka proses yang berbelit atau memakan waktu, terutama ketika sibuk diluar kelas.
- Sering kehilangan momen penting karena tidak ada sistem pengingat yang mendukung.
- Ketidunguan mendapat informasi spesifik terkait presensi
- Kesulitan menentukan jadwal kuliah saat KRS, karena mempertimbangkan event yang harus diikuti

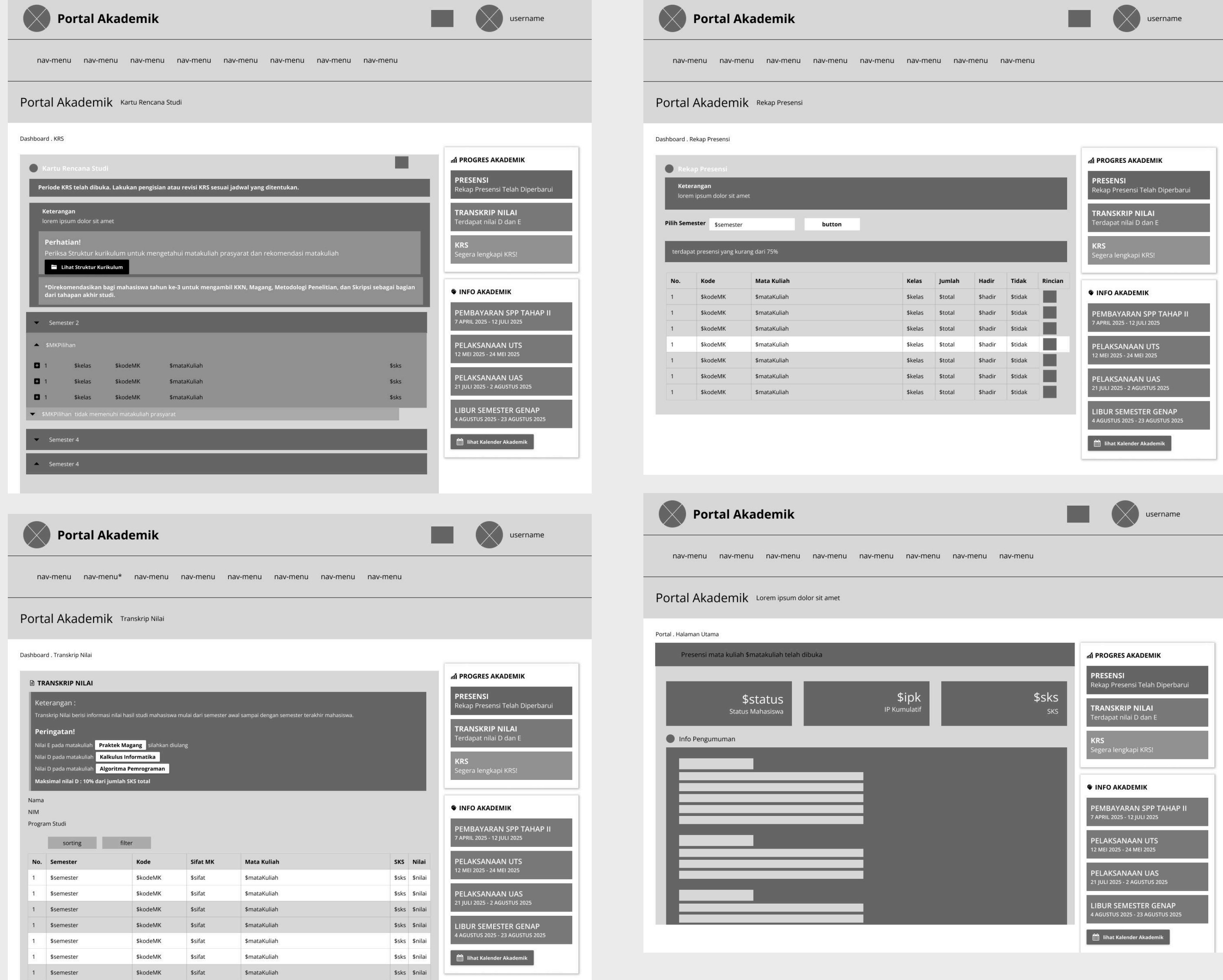
User Journey

The user journey maps how students interact with the Academic Portal to access key academic information. It highlights pain points such as unclear attendance records, difficulty tracking course prerequisites, and lack of alerts for low grades—insights that guided the design of a more efficient and user-friendly experience.

Persona : Aditya Suparjo				
Goal : Memantau Progres Akademik dengan cepat dan efisien				
Action	Melihat rekap presensi	Melihat transkrip nilai	Mengambil KRS	Memantau progres akademik
Task List (Saat Ini)	- Masuk ke menu presensi - Tidak ada info tanggal absen - Tidak tahu presensi gagal	- Masuk ke menu transkrip - Scroll mencari nilai yang bermasalah (D dan E)	- Tidak tahu mata kuliah mana yang bisa diambil - Tidak tahu prasyarat - Tidak ada notifikasi masa KRS	- Login ke portal - Buka menu satu per satu (transkrip, presensi, KRS)
Feeling Adjective	Bingung, tidak ada detail ketidakhadiran pada pertemuan ke berapa, dan juga tidak tau jika sudah gagal karena melebihi batas maksimal presensi	Ribet ketika ingin mencari nilai mata kuliah tertentu karena transkrip memuat banyak nilai dan sering terlewat mengidentifikasi matakuliah yang gagal	Bingung, frustrasi karena tidak ada rekomendasi mata kuliah untuk diambil, dan tidak sempat berpikir karena rebutan mengambil mata kuliah	Ribet, harus masuk ke menu yang berbeda secara berulang untuk memastikan informasi, dan harus memeriksa secara manual progres perkuliahan
Improvement Opportunities	Tampilkan rekap presensi beserta tanggal dan tandai matakuliah yang tidak memenuhi batas kehadiran dengan warna berbeda	menambahkan fitur sort dan filter serta memberikan tanda untuk matakuliah dengan nilai D dan E	Tambahkan rekomendasi mata kuliah penting dan tampilkan info prasyarat secara visual beserta struktur kurikulum untuk informasi lengkap	Tambahkan ringkasan progres akademik di homepage berupa notifikasi penting (nilai D/E, status presensi, masa KRS)

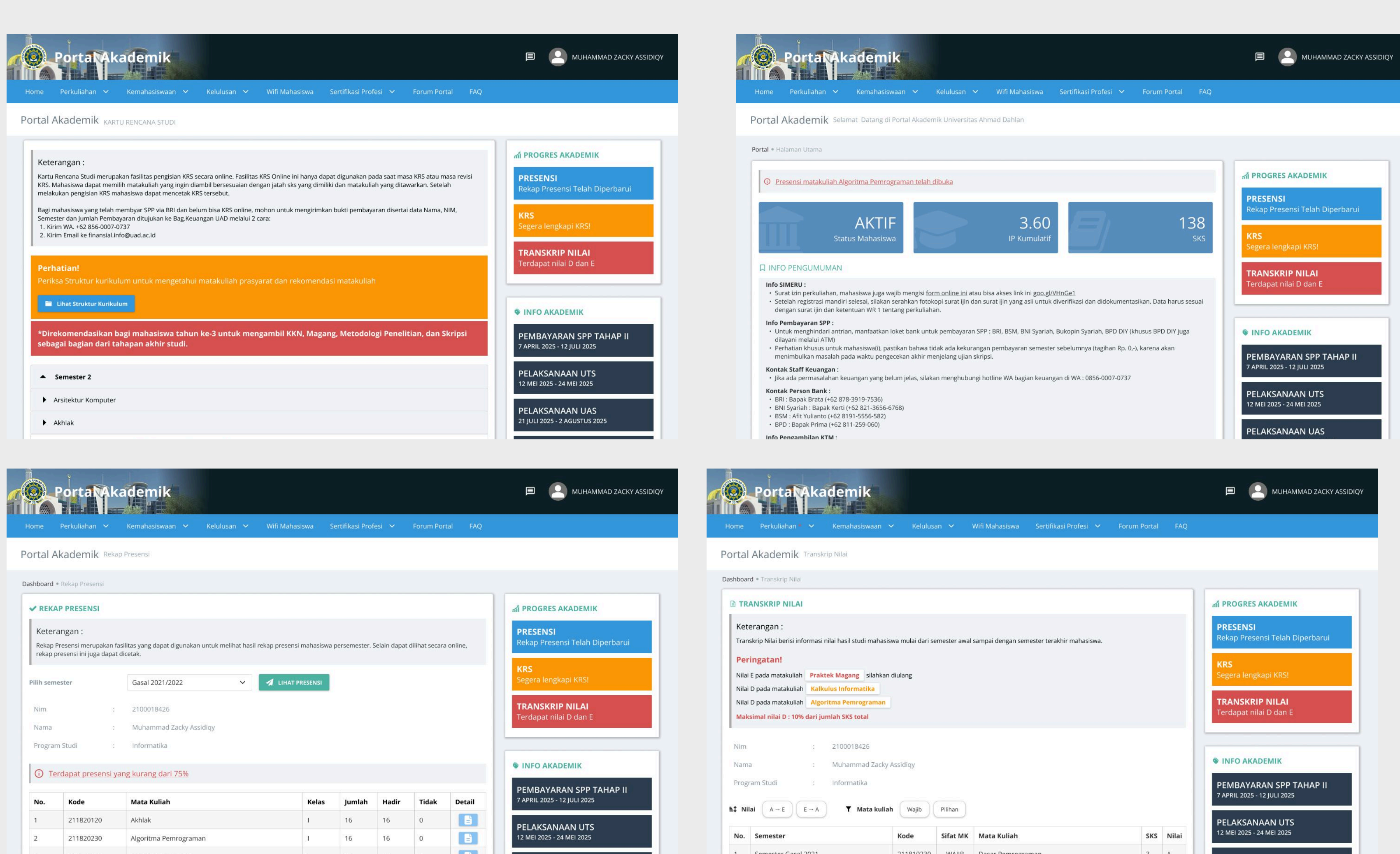
Wireframe

- Homepage: Displaying notification for attendance and academic progress cards.
- Attendance Page: Showing detailed logs with missed classes and failure status.
- Transcript Page: Highlighting grades D/E, with sorting and filtering options.
- KRS Page: Showing course prerequisites and recommended subjects.



High Fidelity

The Hi-Fi prototype refined the wireframe with visual details and interactive elements. It was developed iteratively, incorporating direct user feedback to ensure clarity, usability, and alignment with user needs before testing.



Testing

Usability

Participants	Success Rate	Time Based Efficiency
10 Students	100 %	100 %

User Experience Questionnaire

- All dimensions (Attractiveness, Efficiency, Perspicuity, Dependability, Stimulation, Novelty) received positive scores.
- Users expressed improved satisfaction and confidence in managing academic responsibilities.

Feedback

Users responded positively to the new design, highlighting the clarity of notifications and ease of access to important academic info. Features like attendance alerts, D/E grade warnings, and curriculum guidance were seen as highly useful. all respondents noted the design felt simpler, more intuitive, and saved time compared to the previous version.

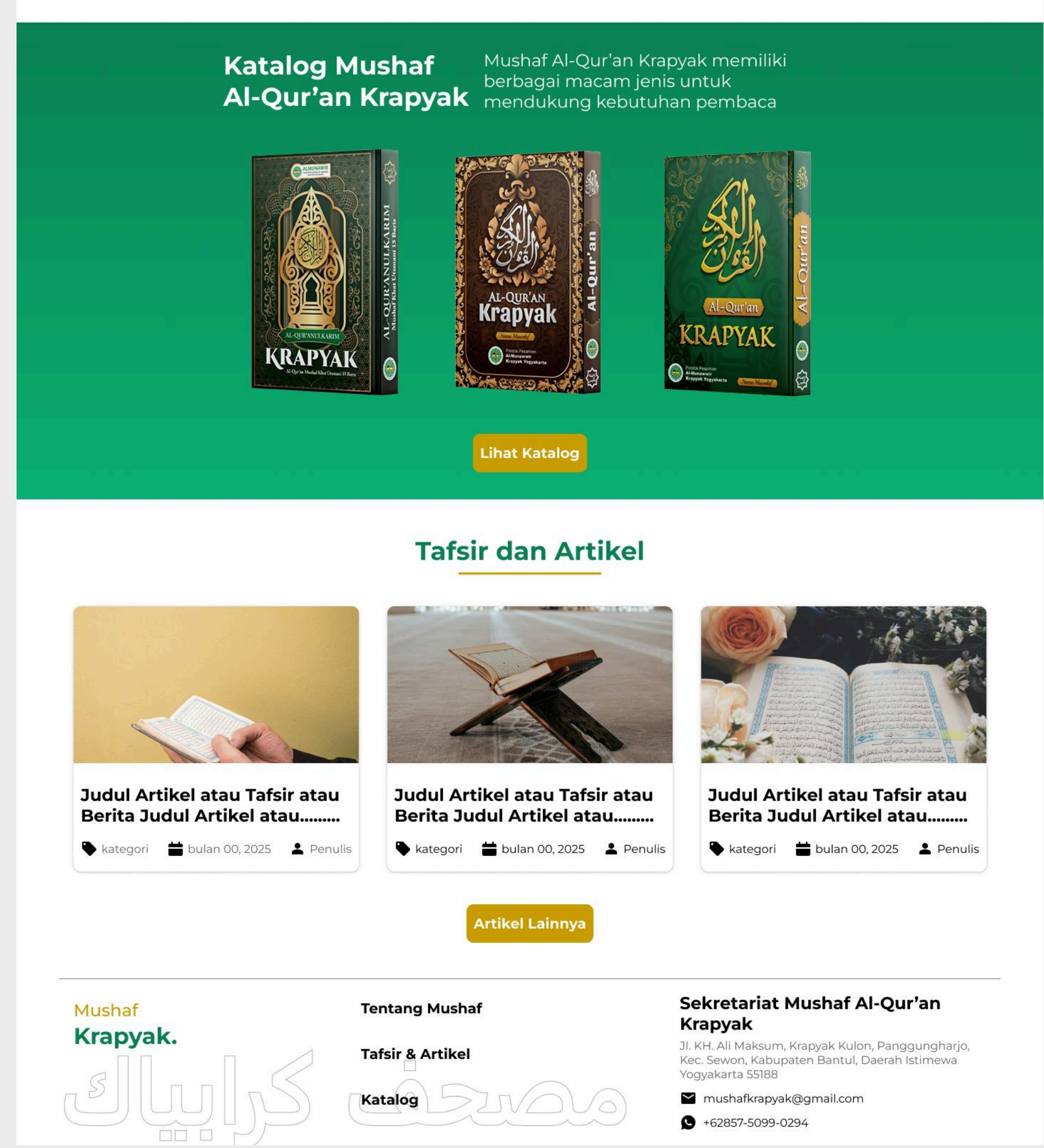
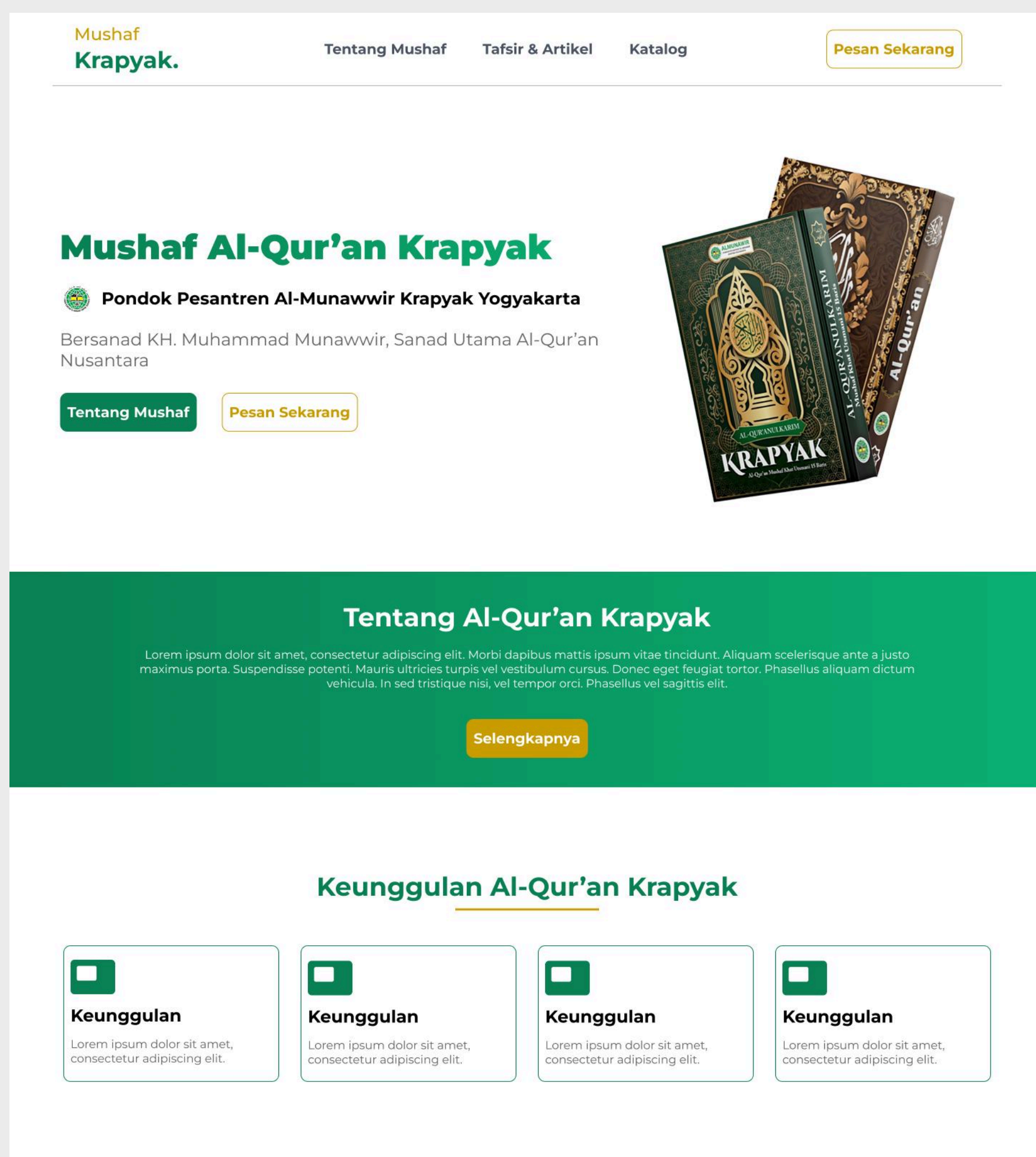
Wordpress Mushaf Krapyak

I am responsible for designing and developing the official website for a new printed Mushaf Al-Qur'an publication. The website aims to introduce the project to the public, provide detailed information on its profile, showcase its printed editions, and share related articles and tafsir



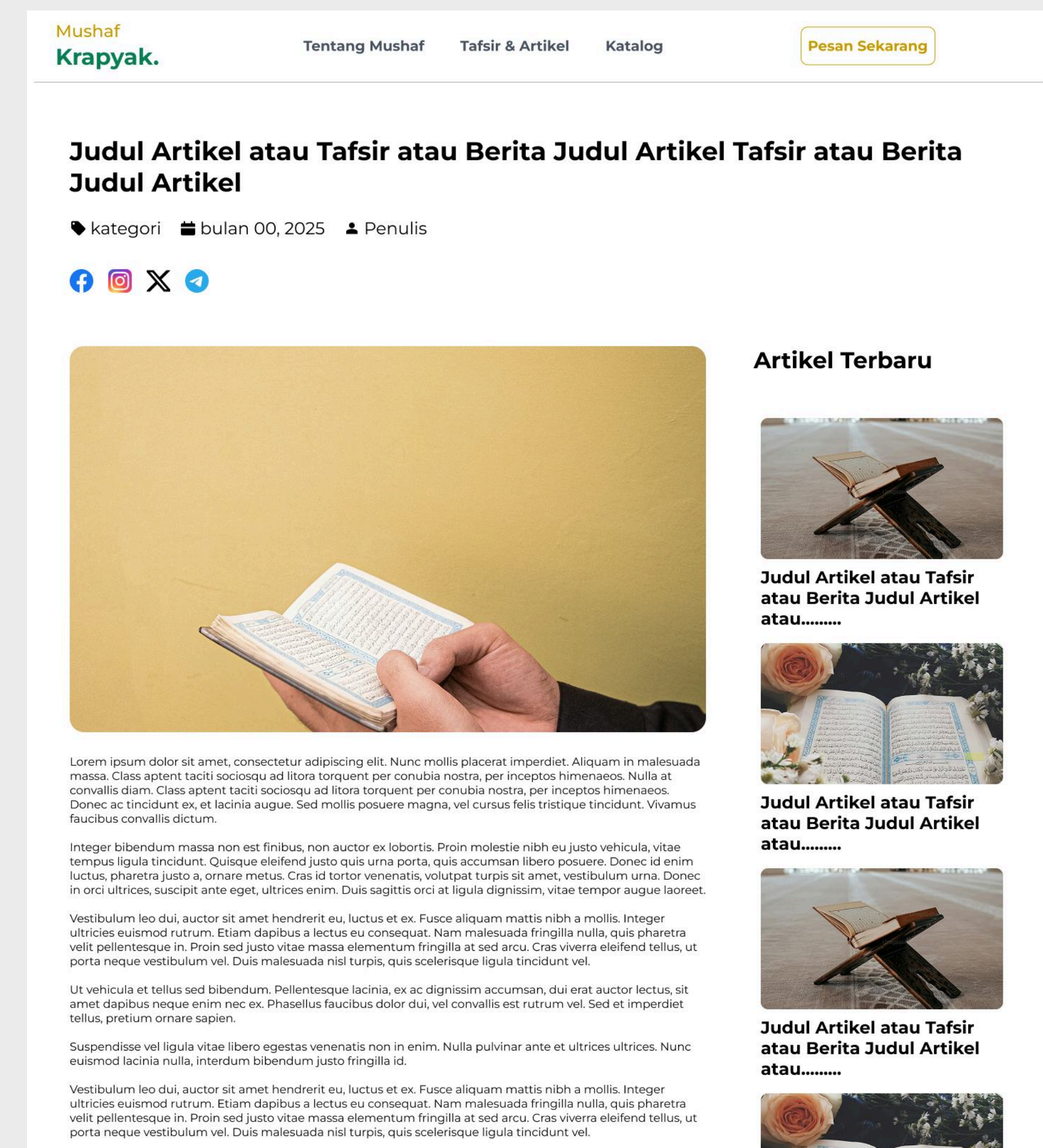
High Fidelity

Landing Page



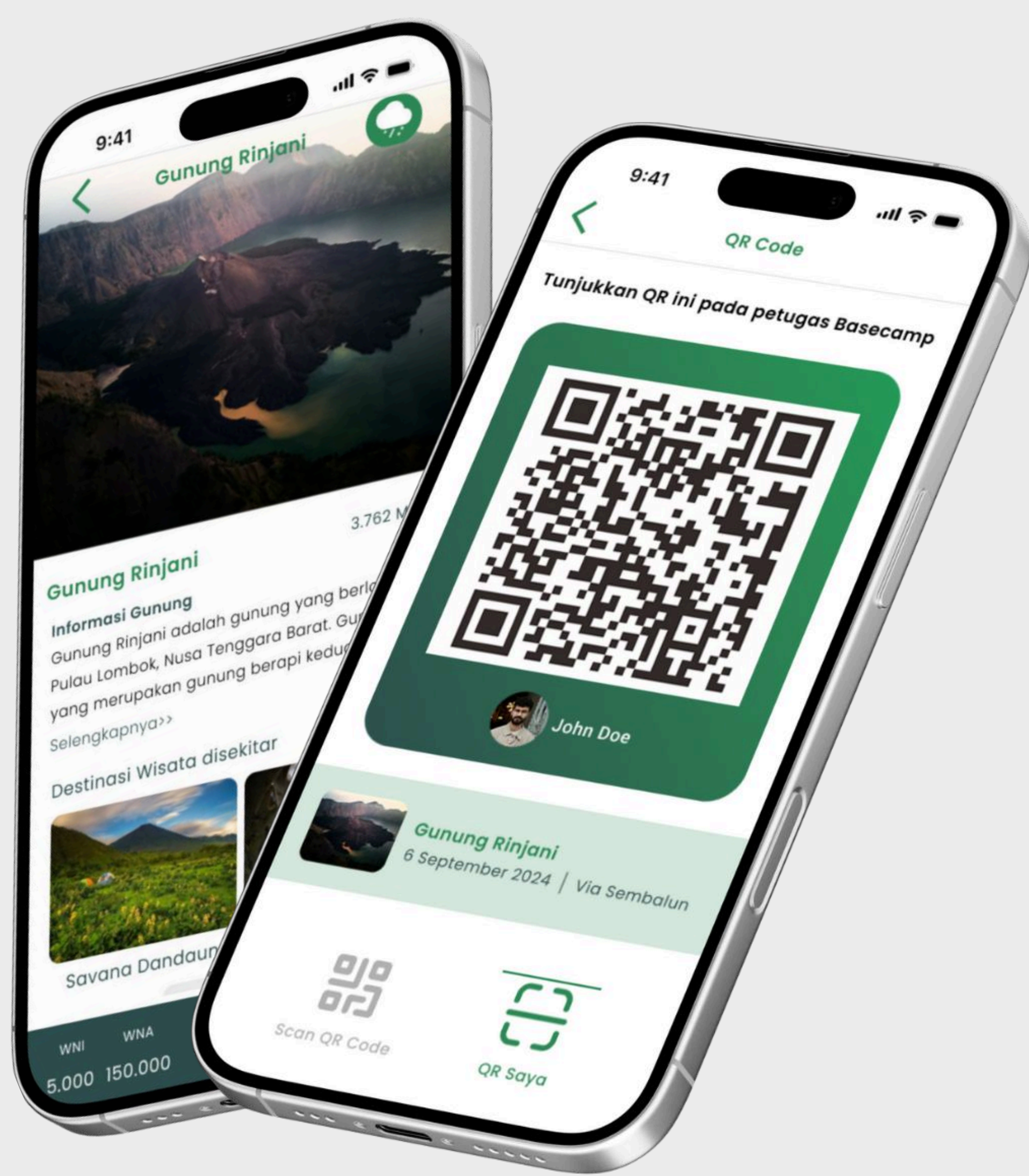
High Fidelity

Blog and Article



UI/UX Project Mountify

This internship project was assigned by my mentor, who is also the company owner. I worked in a team with fellow interns, leading the UI/UX design process – from research to high-fidelity mockups. Mountify is a mobile platform that helps climbers with reservations, tracking, and emergency communication, addressing real issues faced on the mountain.



Design Thinking

1 Empathize

- Conducted interviews and observations with mountain climbers, open trip organizers, and gear rental providers to gain a deeper understanding of their needs, pain points, and expectations throughout the hiking experience.
- Identified key issues such as lack of real-time monitoring, delayed emergency response, and limited communication in remote areas.
- Focused on designing a solution that enhances safety, improves communication, and simplifies the reservation process for climbers.

2 Define

- Identified the challenge: Developing a mountain climbing app that enables easy route reservations and real-time climber tracking.
- The app must offer a seamless and intuitive user experience, reliable in environments with limited connectivity.
- The UI design should prioritize emergency functionality, clarity in navigation, and adaptability for outdoor conditions.

3 Ideate

- Analyzed similar apps in tourism and safety-tracking to discover effective emergency support systems.
- Generated ideas for key features:
 - Real-time GPS Tracking
 - Emergency SOS Button
 - Digital Trail Reservation System
 - Automated Alerts if Hiker Goes Off-Route
- Created early-stage wireframes and user flows to validate core functionality and use cases.

4 Prototype

- Developed a series of wireframes to visualize the core features
- Designed high-fidelity to represent the final visual appearance

5 Test

- Conducted usability testing with stakeholders

User Persona

To ensure that the design of Mountify truly meets the needs of its users, I conducted interviews with three types of key stakeholder : a mountain climbers, a gear rental providers, and an open trip organizers. The insights gathered from these interview helped me understand their goals, pain points, and expectations when engaging in mountain-related activities.



Bachtiar Noer
 Bantul, Yogyakarta
 Age : 25
 Occuaction : Freelance Guide & Outdoor Enthusiast

“Sometimes I just wish everything – permits, gear, even group tracking – could be done in one place before we even set foot on the trail.”

Goals

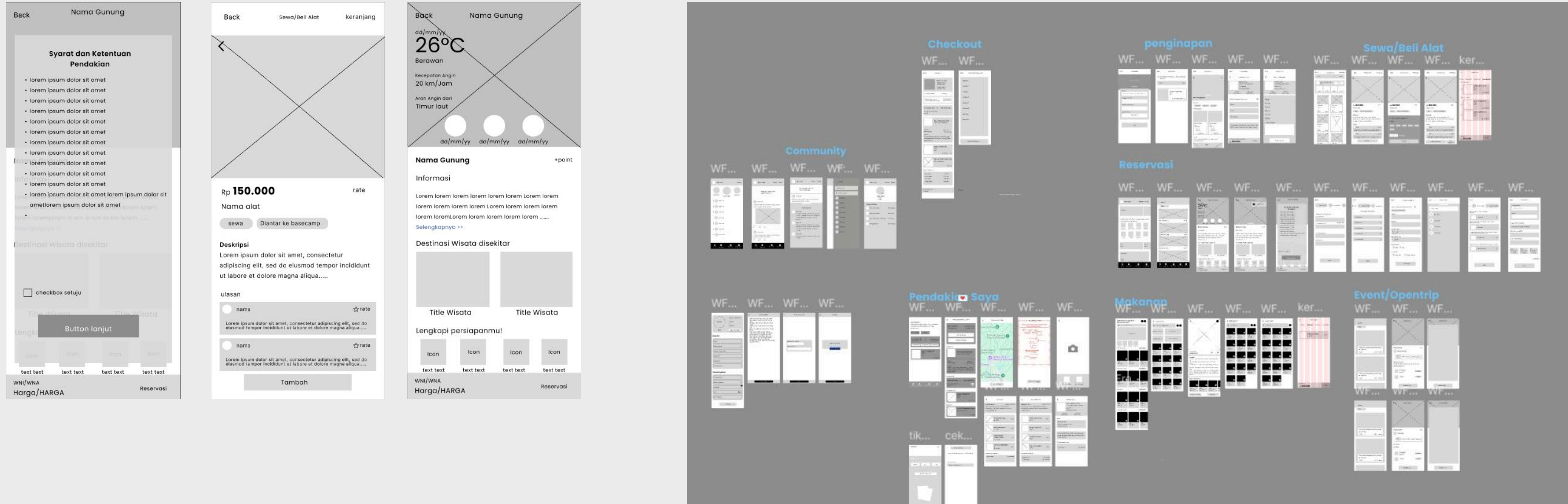
- Make mountain reservations and permits easier and faster.
- Ensure the safety and tracking of climbers during hikes.
- Simplify managing participants and equipment for group trips.
- Connect with reliable gear providers without leaving the app.

Pain Points

- Manual booking systems are time-consuming and unclear.
- Difficult to monitor climbers’ safety during group hikes.
- Weather and trail info are often outdated or hard to find.
- Limited visibility and digital tools for promoting his trips or accessing equipment.

Wireframe

As part of the design process for Mountify, we developed a series of wireframes to visualize the core features and user flows of the application. These wireframes serve as a low-fidelity blueprint, helping to map out the user experience before moving on to high-fidelity design and development. Each screen focuses on usability, clarity, and alignment with the user needs identified during the research phase.



High Fidelity & Prototype

After finalizing the wireframes, we translated the concepts into high-fidelity designs to represent the final visual appearance of the Mountify app. These designs focus on delivering a clean, intuitive, and user-friendly interface and addressing the functional needs of hikers and mountain management.



UI/UX Project

TemanCV

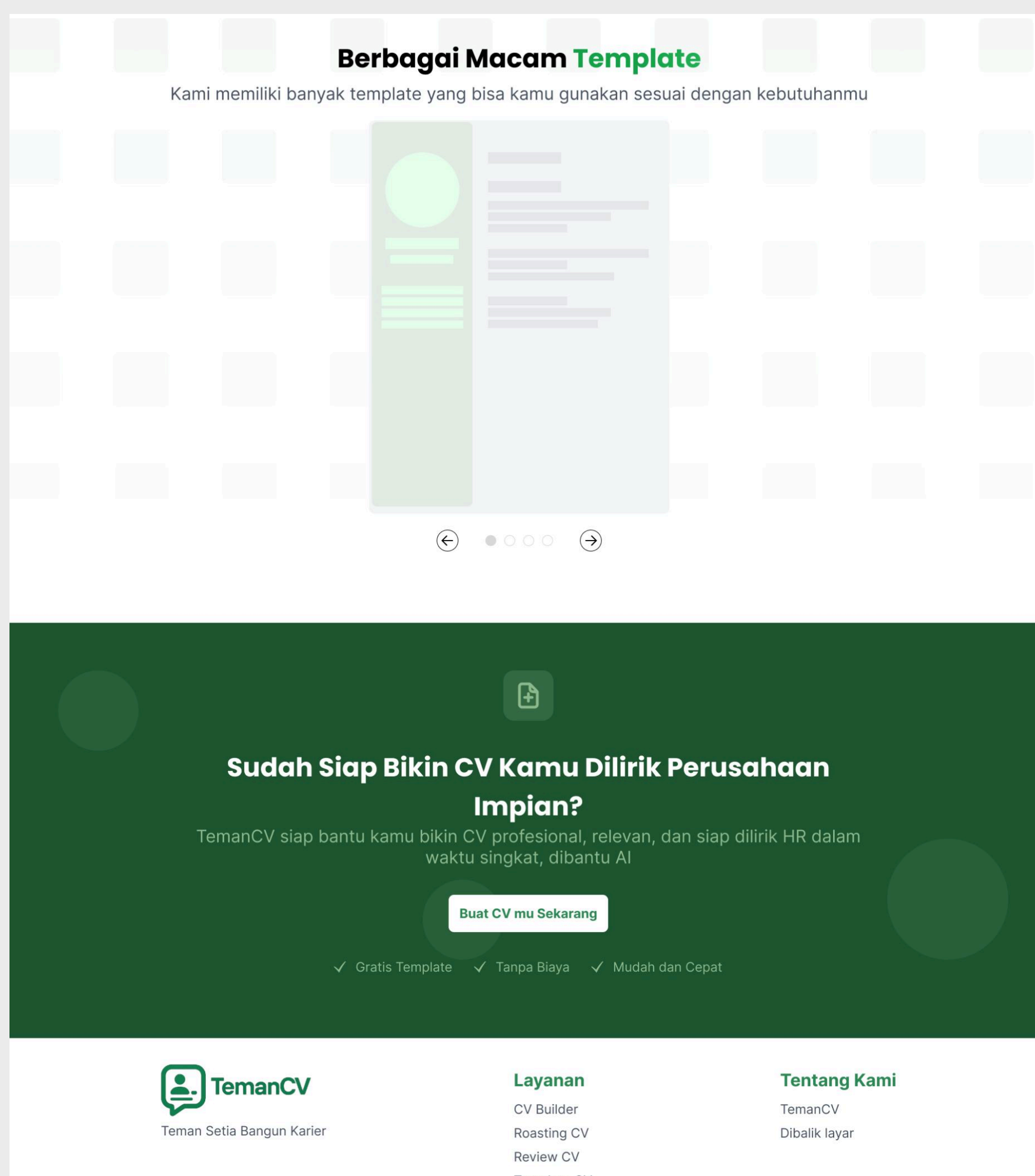
A SaaS Platform for Automated CV Feedback

TemanCV is a collaborative portfolio project developed by my team to showcase our skills in building a full-stack SaaS application. The platform helps users improve their resumes by providing AI-powered feedback tailored to specific job roles. This project demonstrates our ability to work together effectively, combining frontend and backend development, UI/UX design, and AI integration.



High Fidelity

Landing Page



High Fidelity

CV Builder

