ALEFA PASSADHYA RAIHANI
UX PORTFOLIO

Hi there! My name is Alefa. I am a recent Psychology graduate and currently pursuing a career in UX. I had taken two different UX writing courses in preparation and I am eager to learn even more in the future. Please take a look at samples of my work below. Thank you and have a wonderful day!

Education
Bachelor of Psychology (2017-2021)
Universitas Indonesia
GPA 3.41 out of 4.00 scale

Work experience
Research Enumerator (09/2021 - 09/2021)
CONVEY Indonesia
- Collected quantitative research data from 30 participants and created progress reports

Content Writer Intern (06/2020 - 09/2020)
KALM (PT Sanubari Senantiasa Sejahtera)
- Authored 4 English and Indonesian psychology articles
- Edited and translated 2 other psychology articles
- Created 12+ booklets about handling various psychological issues
- Wrote copies for emails and social media content

Social Media, Design, and Recruitment Intern (04/2019 - 07/2019)
Psikologimu
- Wrote and designed 80+ psychology posts for social media
- Assisted in the recruitment process of 15+ new psychologists

Co-Developer, Content Editor, and English Teacher (08/2016 - 11/2019)
Boardicle
- Contributed in the creation and development of the startup company
- Edited and created social media content, gaining the first 10,000 Instagram followers
- Taught English via Zoom and WhatsApp and wrote students' progress reports

GOJEK DRIVERS' DISABILITY DECLARATION FORM

Taken from a case study in Jobhun Academy UX Writing Course

Problem: This is a driver registration form, and Gojek wants to know whether the driver is having some form of disability or not. Their concern is if users know that they have a disability, the order will be rejected, or worse, do not reject the driver but show negative, condescending, or even harmful attitudes or behaviours. Incorporate a copy that encourage drivers with disability to tell the truth about their condition.

Context and research:

- Disability being a sensitive topic based on proneness to discrimination and harmful behaviours (Irwanto, Kasim, Fransiska, Lusli, and Siradj, 2010)
- Drivers' middle-to-low educational background (a majority only had completed Junior or Senior High School (Liputan6, 2017)

Solution: A careful and unquestioning approach. Gojek wants drivers with disabilities to also have a safe and enjoyable experience, therefore a copy that focuses on the wellbeing of the driver may urge them to open up about their condition. This page comes up after the driver registers their personal information. It is written in Indonesian and uses the more familiar term "kelainan fisik" instead of "difabel" considering ride-sharing drivers' middle-to-low educational background.

An encouraging copy inviting drivers to cooperate.

Focuses on the safety and comfort of disabled drivers.

Radio buttons for selecting whether or not the driver has a disability. Selecting the "yes" button activates checkboxes that allow drivers to select a corresponding condition.

A clickable copy for drivers who wish to inquire more information about this disability declaration form.

Illustrations of an amputee and hearing aid, representing disability.

Mari saling mengenal

Gojek ingin memastikan Anda nyaman dan mendapatkan pengalaman yang terbaik. **Silahkan pilih yang paling sesuai dengan kondisi Anda** agar Anda mendapatkan layanan yang sesuai dengan kebutuhan dan dipertemukan dengan pelanggan yang tepat.

○ Saya tidak memiliki kelainan fisik
◉ Saya memiliki kelainan fisik:

✓ Keterbatasan mendengar (tunarungu)
☐ Keterbatasan bicara (tunawicara)
☐ Lumpuh, pernah diamputasi, atau sejenisnya (tunadaksa)
☐ Lainnya:
  Tuliskan kondisi fisik Anda disini

Untuk apa informasi ini? Baca di sini.

Selanjutnya

COPY IMPROVEMENT FOR LAZADA #1

Problem: After logging in, users would be asked to turn on their app notifications. In the original copy on the left, the message is lengthy, vague ("informasi yang menarik dan sesuai untukmu"), and uses a tech-savvy word, "dikonfigurasi."

Solution: A rewritten, more concise copy that helps explain what information users would receive from notifications. The wording is suited to Lazada's polite and helpful voice.

Before
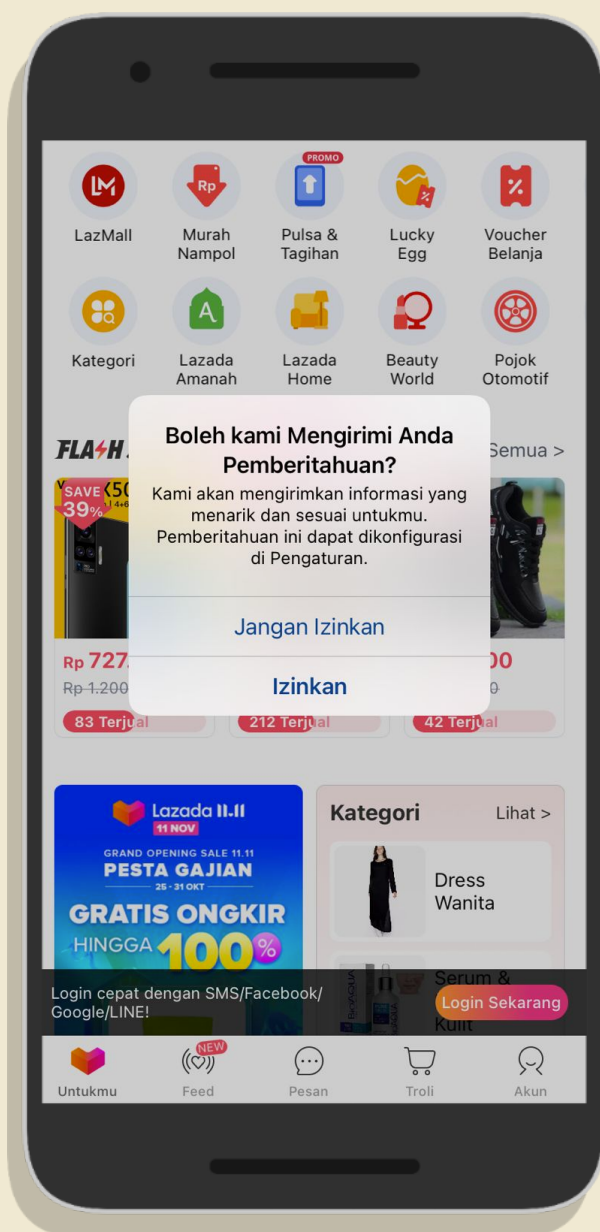
**After**

COPY IMPROVEMENT FOR LAZADA #2

Problem: The original copies on the left are repetitive in saying "gratis" and "mendapat voucher," even has a typo ("dikimirimkan") and a copy that gets cut off at the bottom of the pop-up banner.

Solution: More effective and concise copies. Every line of text conveys clear, different messages, the typo is removed, and the cut-off at the end of the sentence is no more.

Before
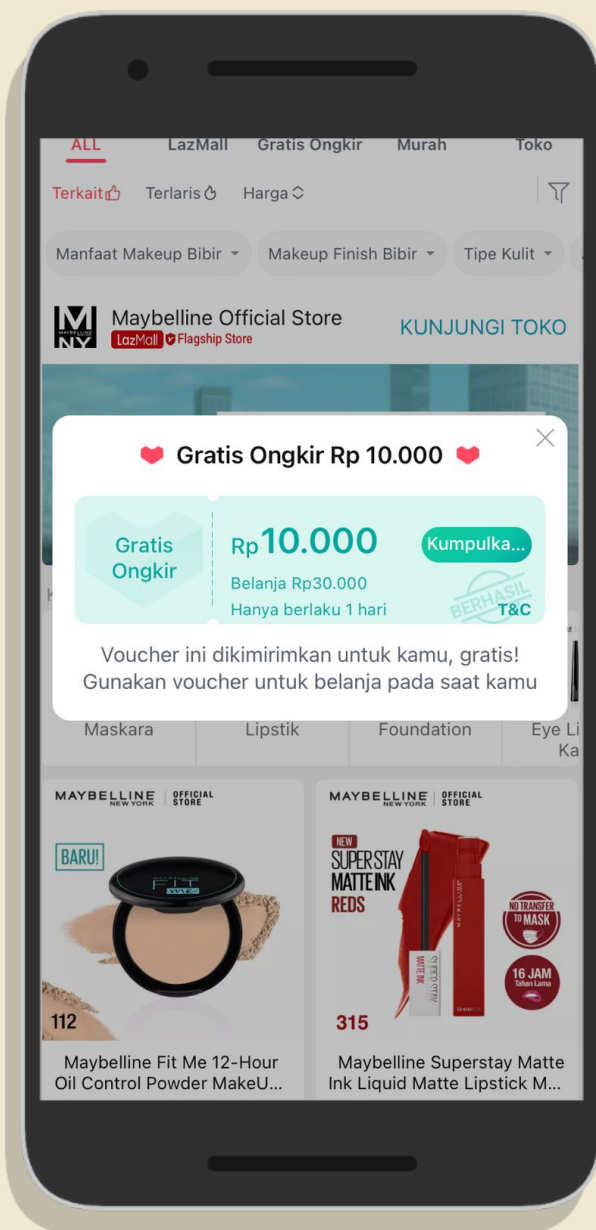
After
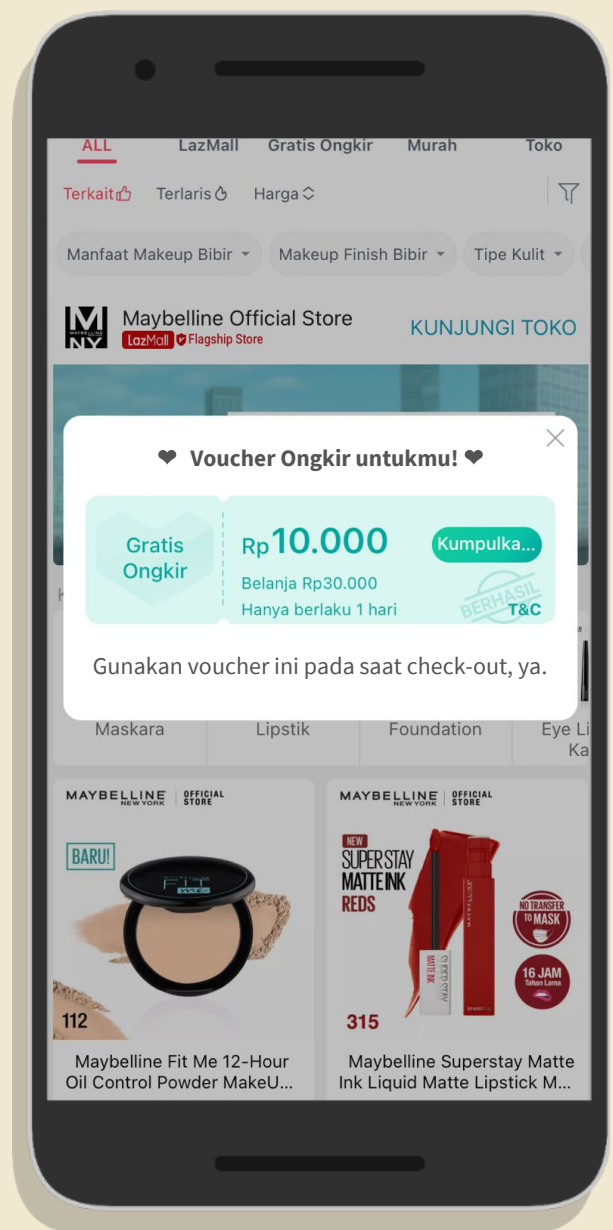
FAKE NAME DETECTION PAGE

Taken from a case study in Jobhun Academy UX Writing Course

Problem: A user is creating an account. When they come to the step where they are asked to enter their name, they get an error message. A fraud detection software thinks their name is fake—but it's wrong 5% of the time. Write an error message that prompts them to fix the error without shaming them for having a fake-sounding name. 45 characters max.

Context and research:

- Fake accounts may be dangerous because they may be used for committing fraud, spreading spams and malware, and stealing private data. (Yuan et al., 2019). Fake accounts could be determined by fake names.
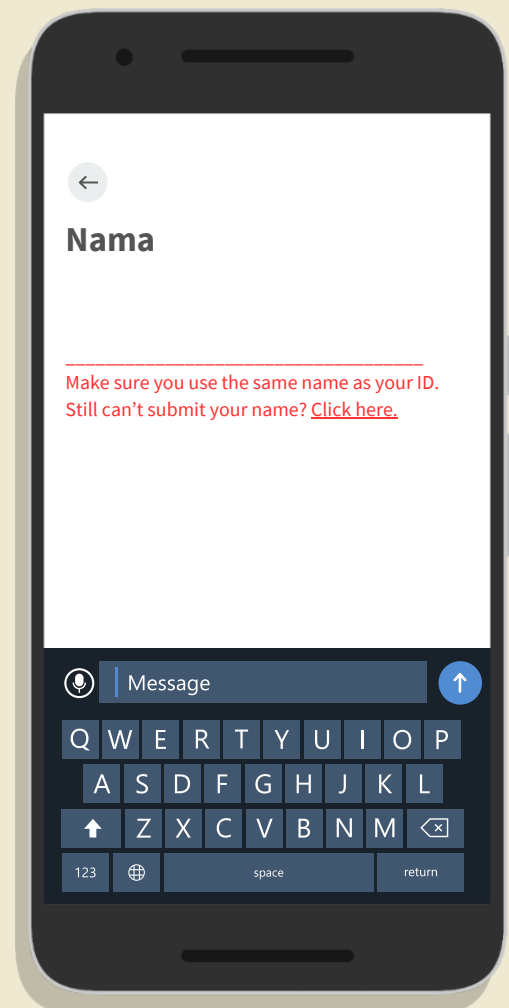- Other than that, an inappropriate-sounding name may induce discomfort or awkwardness.

Solution: A copy that asks the user to use the name as it is written in their ID. This copy asks the user to change their name into a more appropriate one without directly questioning the authenticity of their name.

In the event that the user has a real, unusual name, a copy and button that directs the user to a customer service representative or a camera tool to confirm using their ID that their name is real could be helpful.

Text field input for users to type in their name.

Copies that appear when the user input an "unacceptable" name.
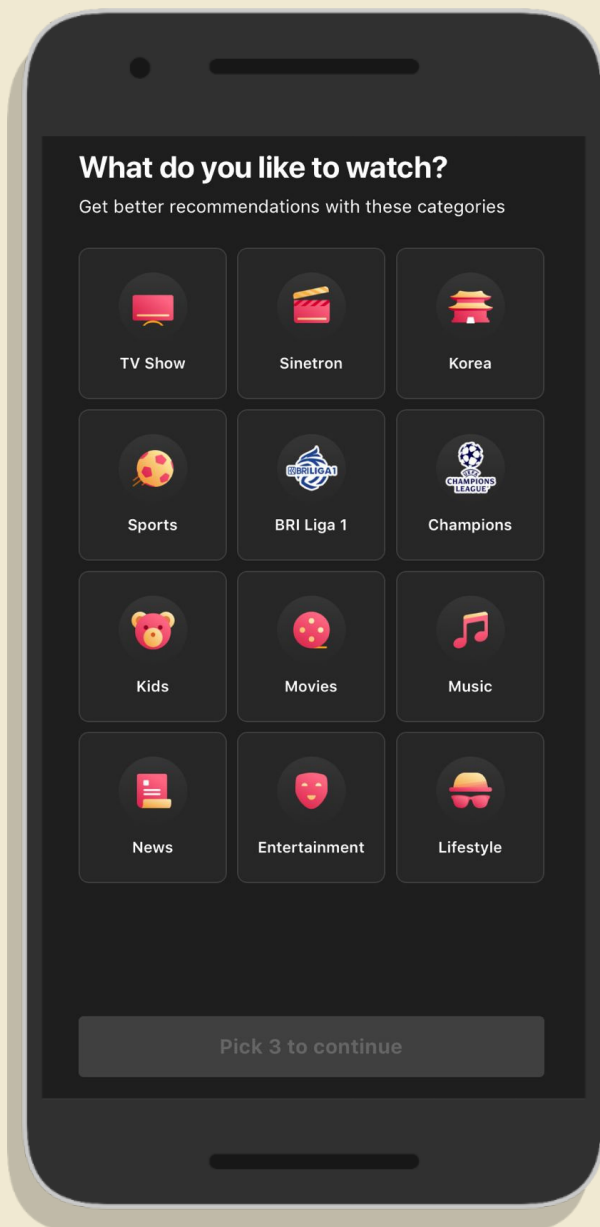Click here is a button that directs the user to a help page for confirming their name.

←

Nama

_____
Make sure you use the same name as your ID.
Still can't submit your name? Click here.

🎤 | Message ↑

Q W E R T Y U I O P
A S D F G H J K L
⇧ Z X C V B N M ⌫
123 🌐 space return
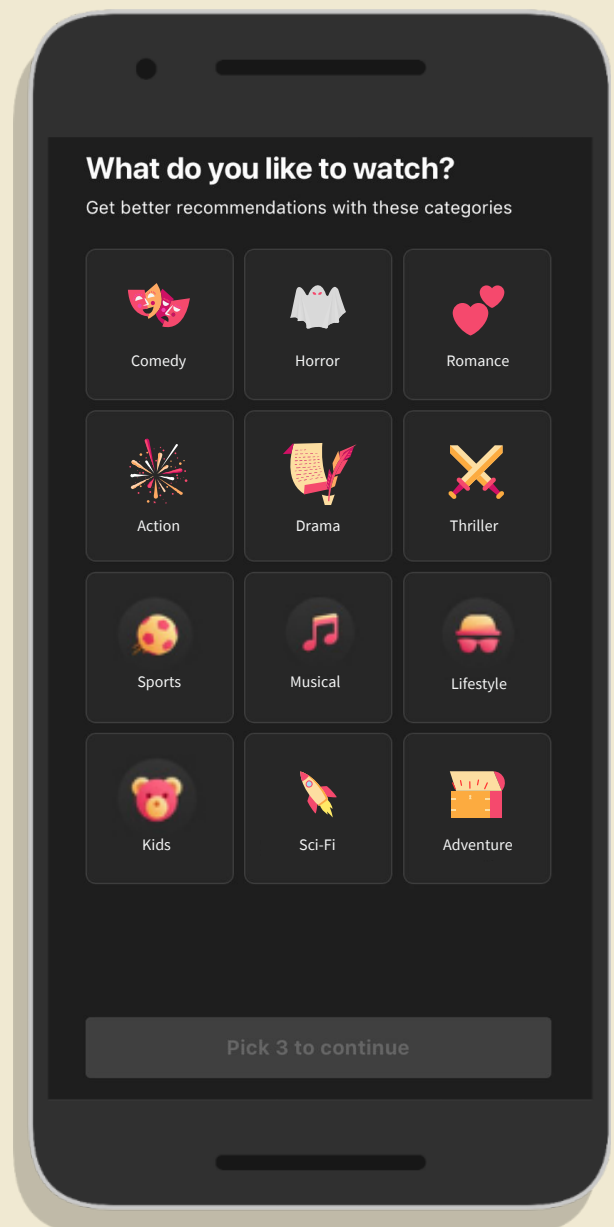
UX IMPROVEMENT FOR VIDIO

Problem: This is one of Vidio's on-boarding page where they ask users' preferences in videos. They offer categories in a jumbled way; mixing genres and video types (TV shows, movies, and music videos). The genres they offer in this page are very limited also, whereas users who visit the application may look for videos based on genre, such as horror and drama, instead of video types.

Solution: Categorisation based on genre, offering a wider range of choices. Users will be presented the choice of TV shows and movies in the home page, in accordance to their favourite genres.

Before

What do you like to watch?
Get better recommendations with these categories

TV Show	Sinetron	Korea
Sports	BRI Liga 1	Champions
Kids	Movies	Music
News	Entertainment	Lifestyle

Pick 3 to continue

After

What do you like to watch?
Get better recommendations with these categories

Comedy	Horror	Romance
Action	Drama	Thriller
Sports	Musical	Lifestyle
Kids	Sci-Fi	Adventure

Pick 3 to continue

THANK YOU FOR VIEWING MY PORTFOLIO!

I hope it served as a sufficient illustration of my work.
If you would like to get in touch, please contact me through the following:

📞   : +62 812 1072 8121

✉️   : alefa.passadhya@gmail.com

in   : Alefa Passadhya Raihani

I am excited to hear from you to discuss my qualifications for joining your team.
Once again, thank you for your consideration!

Warm regards,
Alefa Passadhya Raihani