

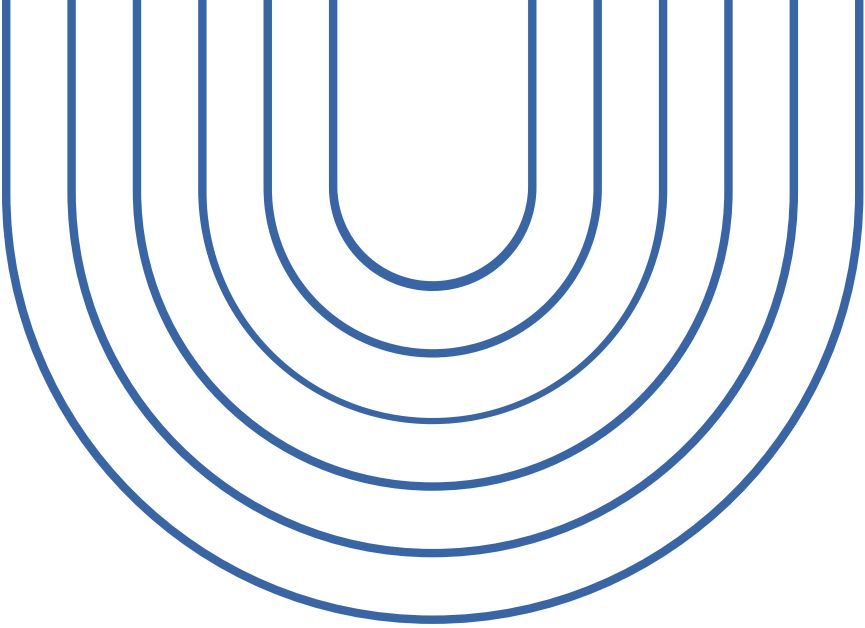
# PITCH DECK VWO UI 2023

*UX/UI Competition*

**Made by: Team Semangat 45'**

**Akila Maysa Amala, I Gusti Ngurah Bagus Khrisna Vivekananda, Rachel Angeline Prasetya**





# BACKGROUND

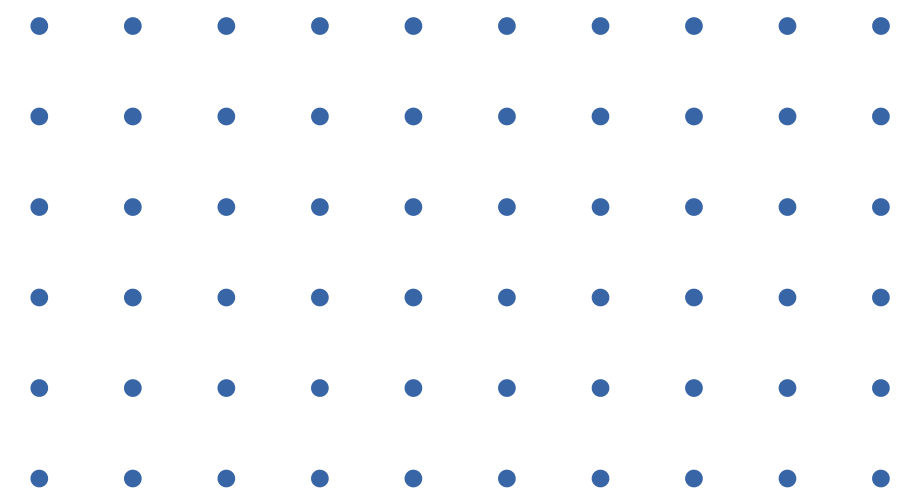
Atiek Ishlahiyah Al Hamasy wrote a news article in *Kompas* documenting a recent discussion in Jakarta about how community-based education plays a role within the RPJPN Indonesia Emas 2045.

During the discussion, Amich Alhumami, a Bappenas member mentioned how there is an alarming shortage of qualified and professionally certified teachers.

# PROBLEM

Most teachers in Indonesia have obtained a bachelor's degree however, less than 50% of teachers are certified. Teachers also face challenges in passing the PPG selection exam, which is the test for aspiring teachers to get the official certification, thus proving the quality of their knowledge.

There is a strong demand for teachers to improve their skills, as the average score on the National Teacher Qualification Test is considered to be relatively low at around 56.69 out of 100.



# OUR SOLUTION

We created “Jendela Ilmu”, a training and enrichment platform for teachers to support them in the ever-changing educational environment in Indonesia.

## GOAL

### **Knowledge sharing Enrichment**

Supporting teachers by updating knowledge to prepare for upcoming PPG tests and keep up with the educational curriculum

### **Encourage self improvement**

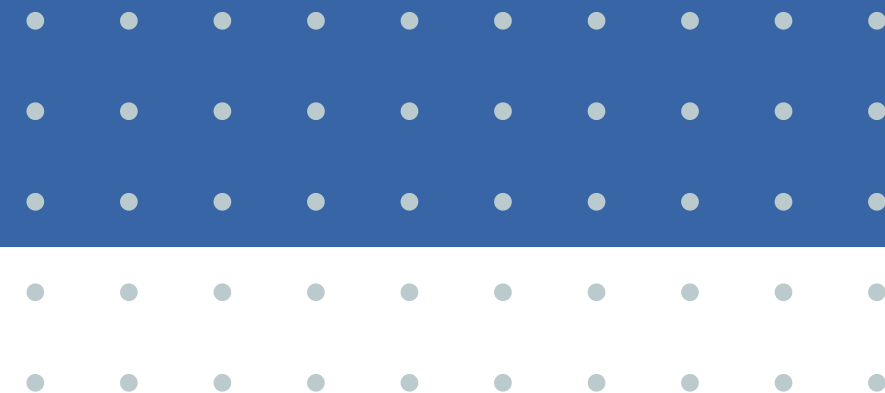
Encourage teachers to learn more about their teaching style in order to connect with their students.

### **Established government- approved teaching quality**

Improve the quality of Indonesian teaching resources by a community-driven, ever-updating platform.

# CHALLENGE

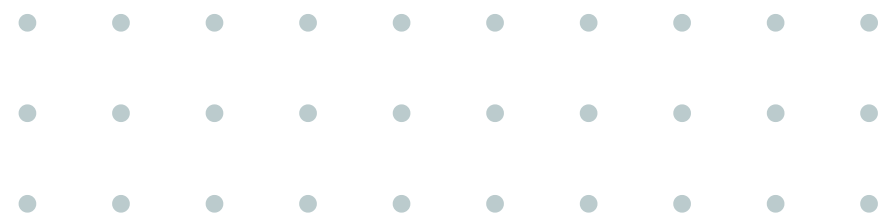
*The goal of this concept is to create a simple, accessible, yet attractive platform that aids teachers and enrich their knowledge in the ever-changing educational environment in Indonesia.*



# TARGET AUDIENCE

The platform is targeted at teachers who:

1. Are actively teaching or aspires to teach at any educational level in Indonesian schools.
2. Are aiming to pass the Pendidikan Profesi Guru (PPG) certification.
3. Wants to improve their teaching quality.





- The platform can be accessed anywhere with an internet connection
- The design is made to be simple, intuitive, and responsive when used on any devices
- Encourages community contribution through features like forums and live chat.
- The platform could form partnerships with educational organizations and businesses alike, aside from the government and school



- The platform needs a lot of funding in terms of maintaining and establishing
- Need of internet connection to access content.
- Users who are not as tech-savvy might find it challenging to use
- Difficult to onboard users who has passed their certification and are not interested in improving their skills



# STYLE TILE



**Logo**  
 JENDELA ILMU

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**Heading 1**  
**Sub-heading 1**  
**Sub-heading 2**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.

**Ab Ab Ab Ab**  
Poppins Bold Poppins SemiBold Poppins Regular Poppins Light

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**Primary school colors scheme**

#000000 #A04042 #FF9592 #FFD0CC #FFFFFF

**Secondary School Color scheme**

#000000 #3865A6 #97BBFF #C5E8FF #FFFFFF

**Junior and Senior High Color scheme**

#000000 #40637F #94B7D6 #BCDFFF #FFFFFF

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**Navigation bar**

Jessica Iskandar  
SMP Kanisius Jakarta

- Dashboard
- Training
- Teaching Style Quiz
- Tutorial
- Setting
- Help
- Log out

**Icon packs**

**Button**

Button here

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**Search bar**

Search your course over here... ENG

**Notification bar**

PPN TEACHER EXAMINATIONS 2023 WILL OPEN IN 2 DAYS!

**Thumbnail content**

Master Class  
How to become a "facilitator" for your students  
Dewa Indira Wati  
M. PSI, Psikolog  
Universitas Indonesia

**Category clickable tags**

Computer Science Math Physics  
Biology Chemistry

**Scrollable badge content**

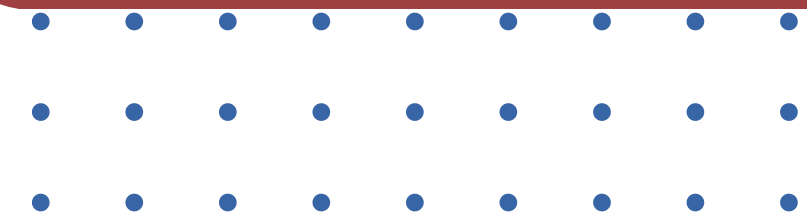
**Awards**

- Winner of Olimpiade Sains Nasional  
Subject: Biology  
2014
- Best Seminar Presenter for National Biology  
Grade: Pass  
2014
- Winner Smart Biology Olympiad  
Grade: Pass  
2014

Add Awards

The color palette that we chose is based on the uniforms of educational levels in Indonesia (red for primary school, dark blue for junior high school, and grey for high school). The color of each component will change based on which school the teacher instructs.

As designers, it is crucial for us to ensure the color contrast of each chosen color is sufficient for Web Content Accessibility Guidelines (WCAG) 2.2. The contrast of each color passes the 4.5:1 ratio, which is the required standard.



# DASHBOARD PAGE

Notification for upcoming qualifications, tests, and real-life training that the user has applied to.

A fresh take of the navbar. Putting the navbar on the side makes for an easier access and readability.

Section for required webinars, masterclass, workshops and mock exams for the user's goal.

Recommended section based on the user's interest.

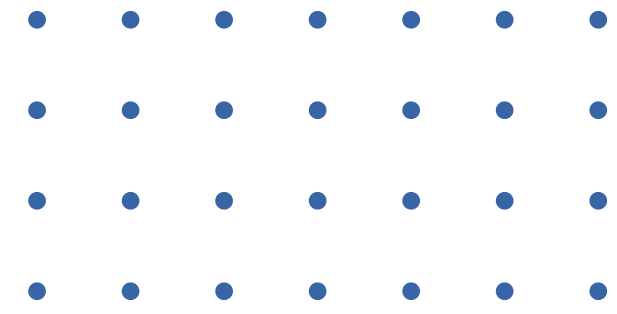
Search bar for a better pathfinding, and language bar to switch between English and Indonesian.

Hero carousel banner for important articles and announcement.

Clickable page navigation.

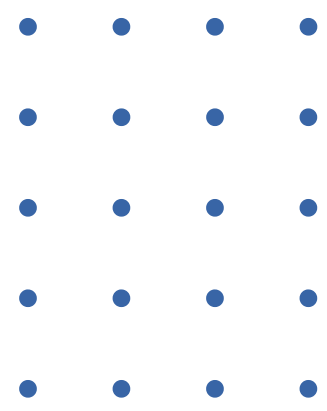


# PROFILE PAGE



The screenshot shows a user profile page for 'JENDELA ILMU'. At the top left is the logo and name. A notification banner reads 'PPN TEACHER EXAMINATIONS 2023 WILL OPEN IN 2 DAYS!'. A search bar and language selector (ENG) are on the top right. The main content is divided into sections: 'MY PROFILE' with a user photo, name (Jessica Iskandar), job title (Fresh graduate), education (Universitas Indonesia), and field of expertise (Biology). Below this are 'Certifications' (Bachelor of Biology and Human Sciences, 2014) and 'Awards' (Winner of Olimpiade Sains Nasional, Best Seminar Presenter for National Biology, and Winner Smart Biology Olympiad, all 2014). A sidebar on the left contains navigation links: Dashboard, Training, Teaching Style Quiz, Tutorial, Setting, Help, and Log out. A red arrow points from the text on the left to the 'Certifications' section.

A place where you can collect all the certifications and awards that you have earned



# TRAINING PAGE

Filter based on content category and time of publishing.

Clickable categories to make browsing easier.

# VIDEO WEBINAR

**JENDELA ILMU**

PPN TEACHER EXAMINATIONS 2023 WILL OPEN IN 2 DAYS!

Search your course over here...

ENG

**Live Chat**

**Patrick Wong**  
Very helpful!

**Retno Sulyasti**  
Interesting insight. I think I will discuss this in class with my students.

Thank you...

Send

**Live**

About the Course View live transcript Download

Texts PPT

13:00 An introduction to programming... called Python. Learn how to read and write code as well as how to test and "debug" it... with or without prior programming experience who'd like to learn Python

15:56 validate and extract data with regular expressions; model real-world entities with classes, objects, methods, and properties; and read and write files. Hands-on opportunities for lots of practice.

User can see further information about the current course

Live chat to encourage live discussion between watchers.

At the end of the (live or recorded) webinar, users can download the transcript for future review.

Following WCAG standard, other than closed caption, live transcript is available to make it easier following along and reviewing the topic during the webinar.

# TEACHING STYLE TEST

By taking this test formulated by behavioral psychologists, users can discover their teaching style by taking our interactive test to increase student engagement and enhance their outcomes.



JENDELA ILMU

PPN TEACHER EXAMINATIONS 2023 WILL OPEN IN 2 DAYS!

Search your course over here..

ENG

## Teaching Style Quiz

While most educators switch between teaching styles to accommodate student needs or adjust for the topic, one style usually stands out above the others as their preferred method. Each teaching style has pros and cons for both the teacher and student.

What's your teaching style? Answer these questions below to find out.

### 1. How do you feel about lecturing?

- Love it. I'm in full control of the classroom.
- It's good. I need visual aids and presentation tools, though.
- Eh. I prefer for the kids to take initiative and get more involved with their learning.
- Not for me. I'd rather do group projects than lecture.

Next

1 of 10

JENDELA ILMU

PPN TEACHER EXAMINATIONS 2023 WILL OPEN IN 2 DAYS!

Search your course over here..

ENG

## Your result

### The Facilitator Activity-Style Teaching

You love to encourage independent thought and self-learning through hands-on activities. You like to ask questions instead of giving answers. This style encourages student growth but can be hard to pull off in large classroom settings or with topics that rely heavily on memorizing facts, such as history.

Add to your profile

## Consult an Expert

Obtain a complimentary consultation from our experienced specialist, designed to assist you in enhancing and refining your teaching style.

Get a consultation

### Related courses for your teaching style

Take our course 'The Why's and How's of Student Motivation' to empower your students with the skills and motivation for self-directed learning.

#### Recommended

How to become a "facilitator" for your students

Dewa Indira Wati  
M. Psi, Psikologi  
UGM

Virtual Organisation: Part 1

Chumaidi  
S. Tr. Ak  
ITB

Educational Psychology

Abraham  
S. Tr. Keg  
Universitas Jember

Behavioral Psychology

Abraham  
S. Tr. Keg  
Universitas Jember

Design and Management of Educational Programs

Anwan Singgih  
S. Tr. T  
Universitas Udayana

See all



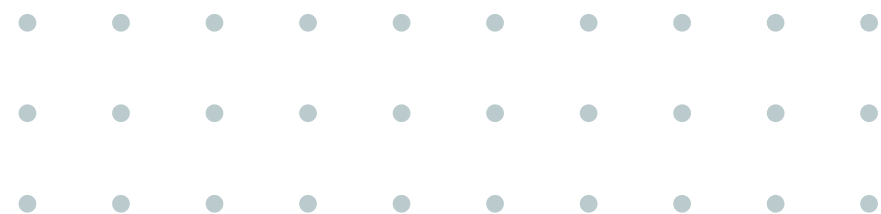
Once the user receives the result, the platform also offers consultation with a behavioral expert on how she could improve or potentially change her teaching styles to suit the students' needs. The user can also see recommended materials to learn more.



## LINK PROTOTYPE APP

If link **does not work please copy** this URL

<https://www.figma.com/file/cWQCHz7BqBPzHNlwA2K2Mw/Education-Competition?type=design&node-id=117%3A15134&mode=design&t=ql2G76KcheAKvvfE-1>



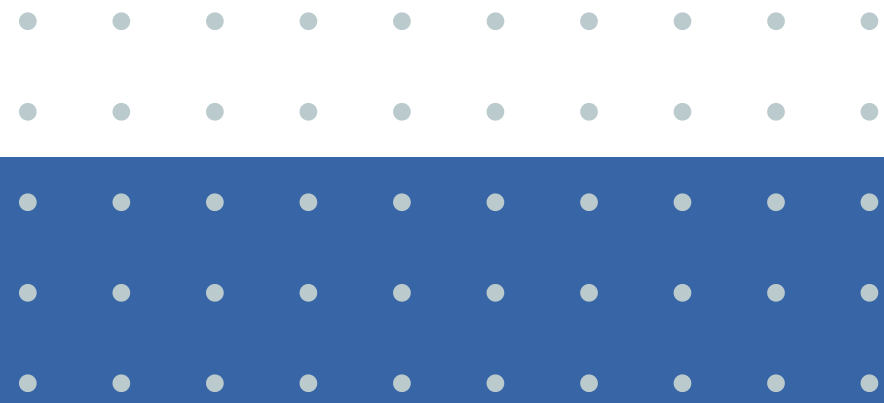


## RESULT & CONCLUSION

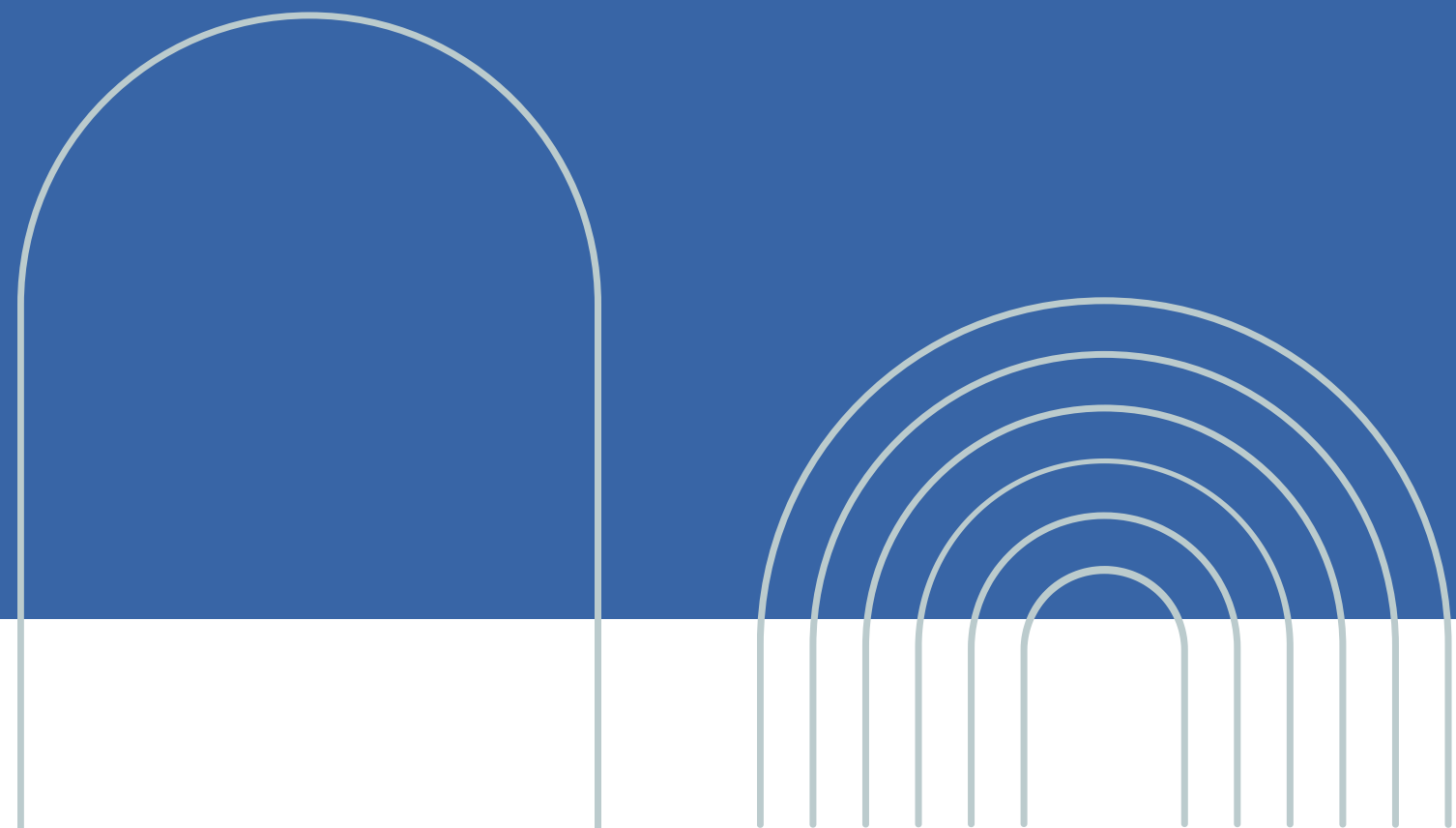
Our goal has been to address an educational challenge from the perspective of educators, with the aim of creating a lasting positive influence on the development of the young learners they teach.

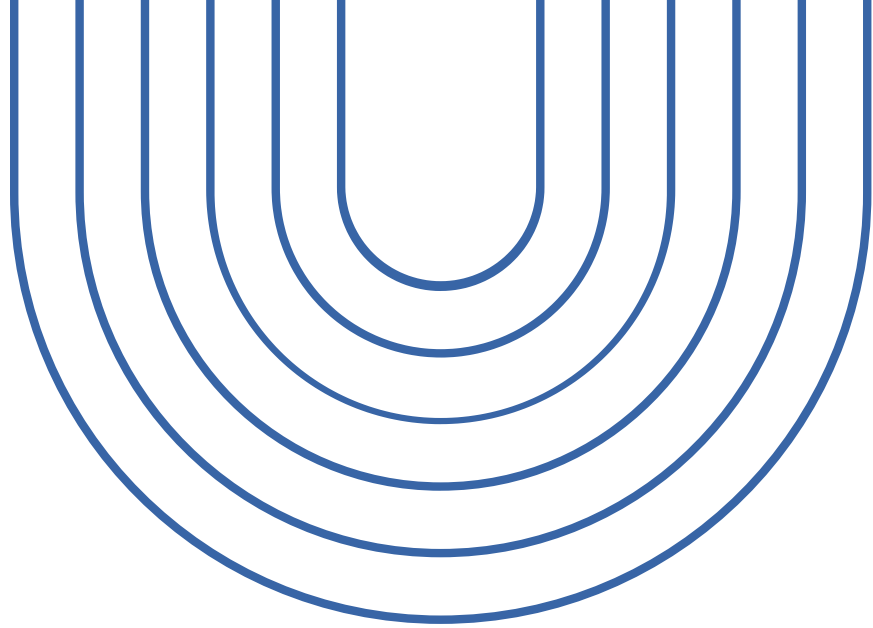
In order to create for this target user, we aim to design a familiar, accessible, and usable website for all educational providers. This project encourages us to recognize the value of seemingly minor features that can have a powerful and positive impact. We made sure that our design adheres to WCAG 2.2 standards so it can be accessible to all.

We hope that our design can start a conversation about awareness regarding the quality of Indonesian educators and inspire efforts for continuous improvement, ultimately paving the way for a brighter future.



**THAT'S ALL!  
THANK YOU!**





# RESOURCES

- <https://www.kompas.id/baca/humaniora/2023/06/21/rpjm>
- <https://www.liputan6.com/lifestyle/read/5356025/belajaraya-2023-suarakan-inovasi-untuk-hapus-3-dosa-besar-pendidikan-indonesia?page=2>
- <https://www.nu.or.id/nasional/guru-alami-kesulitan-pada-soal-tes-seleksi-ppg-sebagai-syarat-sertifikasi-WSLNg>
- <https://databoks.katadata.co.id/datapublish/2022/01/25/ada-336-juta-guru-dan-tenaga-kependidikan-pada-awal-2022>
- <https://stekom.ac.id/artikel/5-cara-meningkatkan-kualitas-guru>
- <https://www.w3.org/WAI/standards-guidelines/wcag/>

## Assets & Components

- Plugin Iconify in Figma
- Unsplash.com

