

PRODUCT DESIGN • MOBILE APP • CLIENT PROJECT

SI HALAL — BPJPH

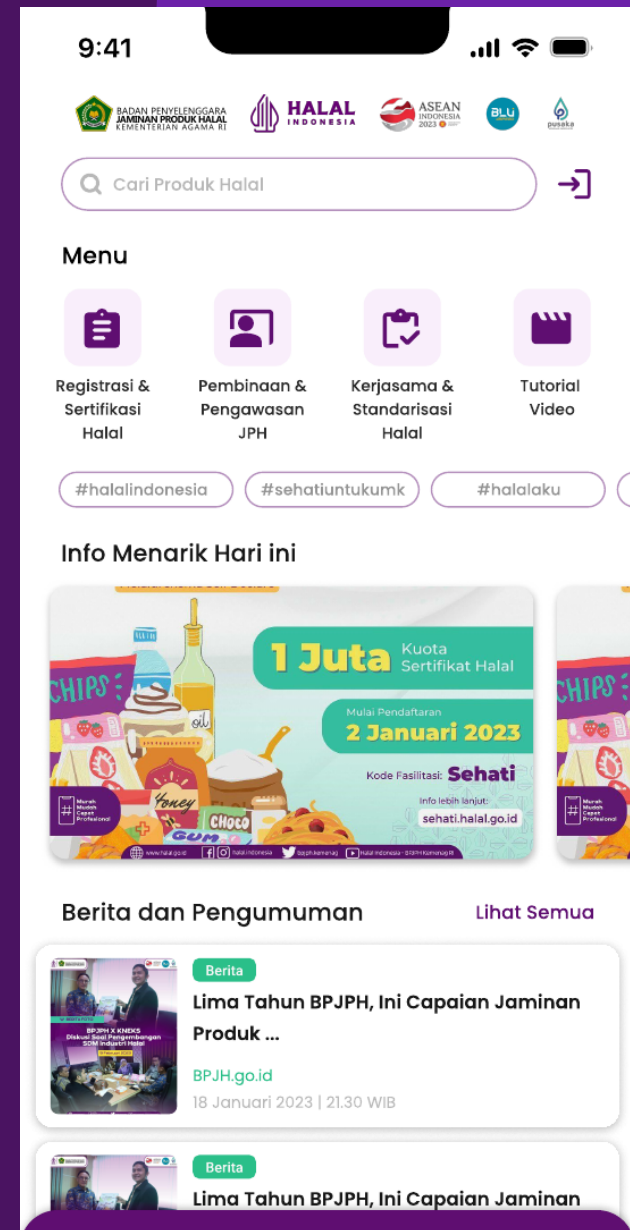
A Halal Product Certification App for Business Owners, PPH Facilitators, and Verifiers

UI/UX Design Portfolio

Built at Platon • Client: Ministry of Religious Affairs of Indonesia (Kemenag) / BPJPH

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PROJECT SUMMARY

About This Project

SI HALAL is BPJPH's (Indonesia's Halal Product Assurance Agency) mobile application, serving as the main channel for business owners across Indonesia to apply for, track, and manage halal certification for their products — from the Self Declare (micro/small business) track through to verification by PPH (Halal Product Process) facilitators and BPJPH's internal verifiers.

This project was real client work I carried out while at **Platon**, for the client **Ministry of Religious Affairs of Indonesia (Kemenag) — BPJPH**. I was responsible for redesigning the product flow from a UI/UX standpoint for a complex multi-role system: business owners, facilitators, and verifiers — all within the same app ecosystem.

COMPANY	CLIENT	MY ROLE	TOOLS
Platon	Ministry of Religious Affairs of Indonesia (Kemenag) — BPJPH	UI/UX Designer (end-to-end)	Figma, FigJam, Trello

25%

increase in usability score, validated through usability testing with 20 participants (business owners & PPH facilitators) before the design was handed off to the development team.

Note: All screens in this document are UI/wireframe designs I created in Figma while working on this project at Platon. To protect confidentiality, user data, names, and document numbers shown on screen have been replaced with sample (dummy) data for the purpose of demonstrating the flow.

Challenges & Design Goals

Challenges

- The user journey involves **3 distinct roles** (business owner, PPH facilitator, verifier) within a single app, each with very different information and action needs.
- The **Self Declare** certification process has many stages (eligibility questionnaire, business owner data, factory/outlet data, materials, products, and a final declaration) that can easily leave micro/small business owners confused or cause them to drop off midway.
- The long application status (draft → submitted → verification → LPH → fatwa session → certificate issued) needs to be shown transparently so business owners don't need to keep asking for updates.
- Business owner data (factories, outlets, halal supervisors, legal documents) is reused repeatedly across many forms — a reusable pattern is needed so it doesn't burden the user.

Design Goals

- Provide **one consistent design language** across all three roles, while still differentiating context through color, icons, and menu structure.
- Break the long application process into **clear, step-by-step stages** with visible progress indicators and back/next options.
- Introduce **human-readable status tracking**, complete with history and explanations at each stage, so users understand exactly where their application stands.
- Design reusable form components (data card + 'Add/Delete/Edit' buttons) for repeating data such as factories, outlets, and materials.

Supporting Industry Context

Before the redesign, the complexity of the halal certification registration flow was not just a designer's assumption — **Ombudsman of the Republic of Indonesia** officially reported that administrative documents, unclear processing timelines, and various registration requirements were still seen as complicated by business owners (ombudsman.go.id, 2024). BPJPH's Head of Data and Information Technology also stated that business owners' biggest complaint about government services was **repetitive administrative processes** ([GovInsider](https://govinsider.id)). These findings were part of the background for why the registration flow needed to be redesigned to be more streamlined and easier to understand.

Design Process & Scope

01 Discover Studied the halal certification business flow (regular & self declare) through official BPJPH/Kemenag channels, and the roles of business owners, PPH facilitators, and BPJPH verifiers.	02 Define Mapped the information architecture & user flow for each role, identifying critical points (NIB validation, eligibility questionnaire, status tracking).	03 Design Designed wireframes through to high-fidelity UI in Figma, then reviewed with Platon's internal PM and stakeholders before validation with Kemenag.	04 Deliver Once approved in a validation meeting with Kemenag, each flow was documented as a separate task in Trello to be handed off to the development team.
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Review & Validation Cycle

1. Design in Figma	2. Review with Platon PM & Stakeholders	3. Validation Meeting with Kemenag
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→ **Not aligned** — back to research & redesign for the relevant flow.

→ **Aligned** — task marked done in Trello, move on to the next flow/feature.

Flow Map Designed (Sitemap)

- › 1. New Account Registration
- › 2. Login & Home After Sign-In
- › 3. Home (Homepage)
- › 4. Add & Verify Business ID (NIB)
- › 5. News & Announcements
- › 6. Halal Product Search
- › 7. Static Content Before Login
- › 8. Educational Materials for Facilitators
- › 9. Profile — Business Owner
- › 10. Profile — Facilitator
- › 11. Certification Application (Self Declare)
- › 12. Application Status & Tracking
- › 13. Self Declare Application Verification
- › 14. Further Verification & Validation (Self Verval)
- › 15. Feature Notification (Coming Soon)

Research & Requirements Gathering

Before moving into wireframing, I studied the halal certification business flow directly from official BPJPH/Kemenag channels and several supporting references, to make sure the terminology, stages, and rules shown in the app matched the actual regulatory process. Each flow was then broken down into its own task in **Trello** to make it easier to track progress with the team.

Official Government Sources

- sehati.halal.go.id — Self Declare halal certification registration platform (SEHATI)
 - halal.go.id — BPJPH's official site, Ministry of Religious Affairs of Indonesia
 - webbl.halal.go.id — registration & data system for Halal Inspection Bodies (LPH/LP3H)
 - kemenag.go.id — official site of the Ministry of Religious Affairs of Indonesia
- plus several official regulatory PDF documents and technical guides from Kemenag.

Halal Inspection Bodies (LPH)

- halal.ptsi.co.id — halal certification service by PT Sucofindo (one of the accredited LPH)

Visual References

- Tutorial video — walkthrough of the halal certification process

Supporting Articles & Educational Material

- Mutu Institute — guide to applying for halal certification for foreign products
- e-Kabari — registration & training flow for Halal Product Process (PPH) facilitators
- Halal certification outreach material (PDF)

User Validation (Usability Testing)

In addition to the official-channel research above, the design was also validated through usability testing sessions with **20 participants** representing the app's real users — business owners (prospective Self Declare applicants) and PPH facilitators.

Findings before the redesign:

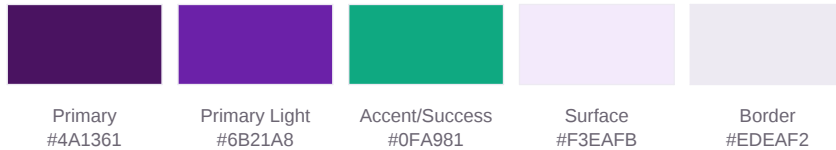
- Business owners frequently struggled to tell which stage of the overall process they were in — from product registration through to verification — because there was no clear status/progress indicator.

After the redesign:

- With a step indicator on multi-stage forms and an explicit Application Status & Tracking page (see Flow 12), the flow became clear and easy for testing participants to follow.
- These improvements contributed to a **25%** increase in usability score compared to the previous version.

Visual Language & Components

Color Palette



Typography

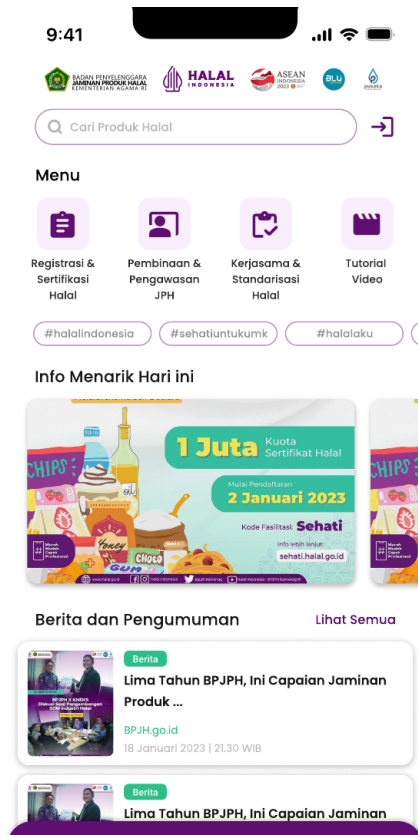
- Titles & headings — Bold, large size to emphasize hierarchy.
- Body text — regular weight, comfortable size for small screens ($\pm 14\text{sp}$).
- Form labels & captions — small size, neutral grey color.

Key Components

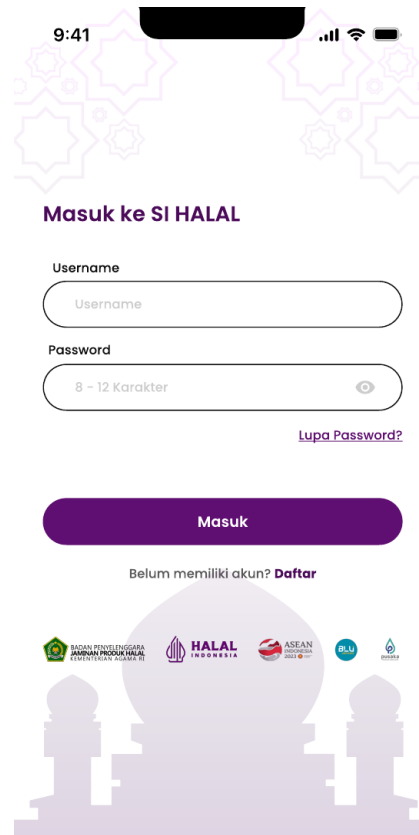
- **Bottom navigation** with 3 tabs (Home / Status / Profile), consistent across all roles.
- **Purple status summary cards** on the home screen (In Progress, Certificate, Expiring Soon, NDPU).
- **Step indicator** ('Step X of Y') across all multi-stage application forms.
- **Reusable data cards** with Add/Edit/Delete actions for factories, outlets, halal supervisors, and materials.
- **Confirmation modals** for irreversible actions (deleting data, agreeing to a declaration).
- **Dedicated empty & success states** (e.g. 'You Haven't Added a Business ID Yet', a green checkmark success screen).

HIGHLIGHTS

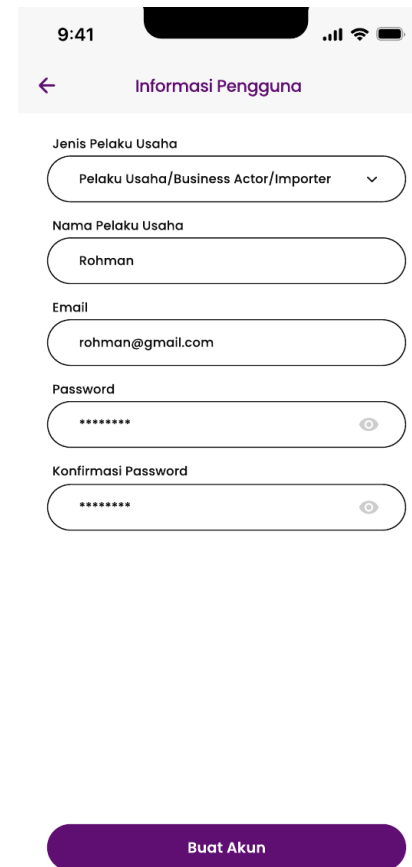
A Few Key Screens



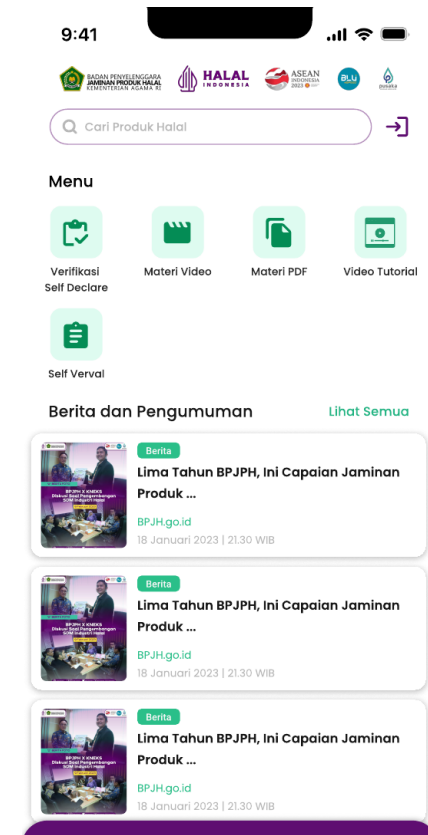
Home — Visitor



Login to SI HALAL



Account Registration Form



Home — After Login

COMPARISON

Before & After — Login Page

Below is a comparison using a screenshot of the old SI HALAL version that I obtained as a reference prior to the redesign, alongside the login design I produced.

SIHALAL

Username
n...al.go.id

Password

[Forgot Password](#)

[LOGIN](#)

[Create an account](#)

Problem to access?
Please let us know your problem by mail to
sisfo@halal.go.id

BEFORE

9:41

Masuk ke SI HALAL

Username
Username

Password
8 - 12 Karakter

[Lupa Password?](#)

[Masuk](#)

[Belum memiliki akun? Daftar](#)

BPJPH HALAL ASEAN BLU

AFTER (Redesign Result)

Observed Differences

- The old version relied on a plain logo & text with no supporting visual elements; the new version adds a row of official partner logos (BPJPH, ASEAN, BLU, etc.) to build user trust from the very first screen.
- The old version gave heavy visual weight to a 'Problem to access?' text block below the login button; the new version simplifies this into a small link, keeping focus on the login action itself.
- The new version adds an Islamic/geometric visual motif in the background, reinforcing the 'Halal Indonesia' identity compared to the plain white-and-green old version.
- The path to account registration is consolidated into a single line of text below the button ('Don't have an account? Register'), compared to the old version which separated it as a standalone link in the bottom corner.

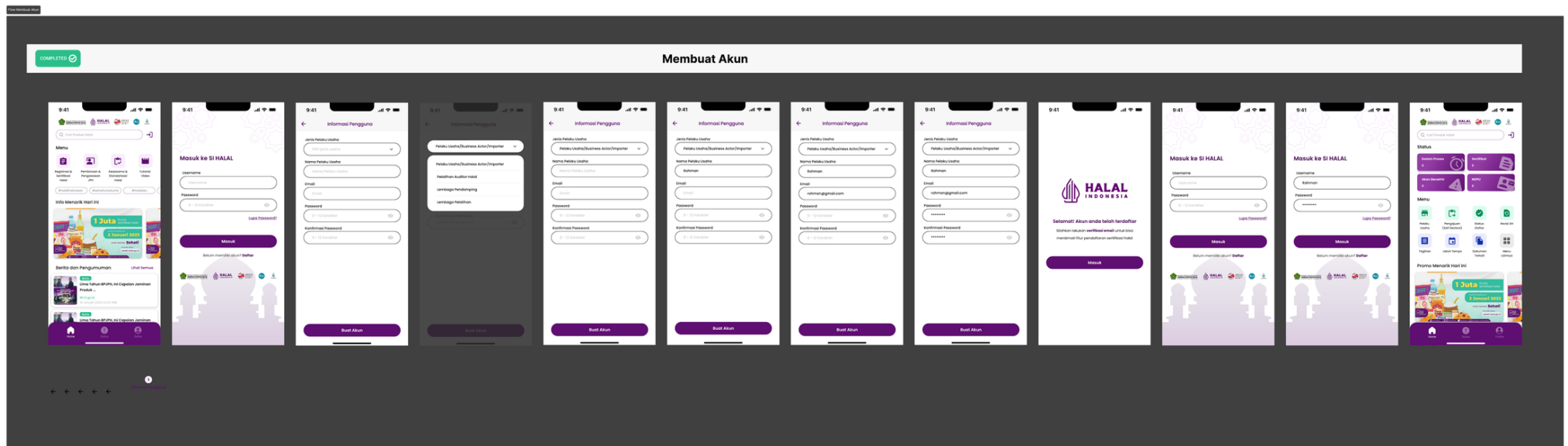
Note: the 'Before' screenshot comes from the SI HALAL version I obtained as a comparison reference, used here purely to give factual context to the redesign process.

New Account Registration

The registration flow for new business owners: choosing a business owner type, filling in personal details, and verifying their email before they can log in and access the certification features.

Features & UX Details

- The *Business Owner Type* dropdown at the top of the form helps the system adapt subsequent fields per category (Business Owner, Facilitator, Training Institution, etc.).
- Inline validation on each field before the 'Create Account' button becomes active.
- A success screen with a single CTA ('Log In') guides the user straight into the next login step, reducing context-switching friction.

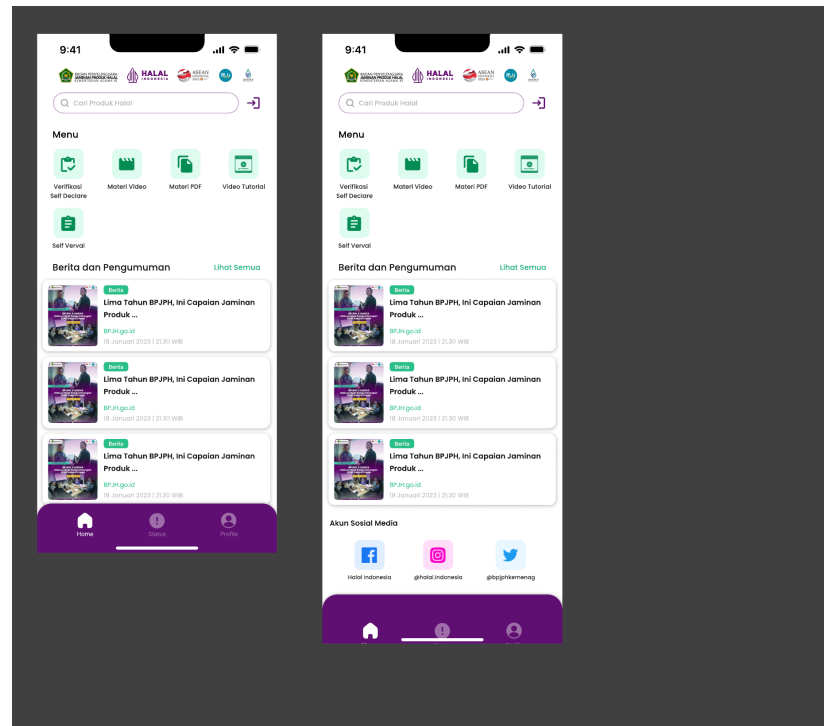


Login & Home After Sign-In

The same login screen is used across all roles (business owner, facilitator, verifier). After signing in, the home menu adapts to the user's role — shown here is the facilitator view, with access to learning materials and self-declare verification.

Features & UX Details

- A single login entry point across all roles simplifies the overall navigation architecture.
- The home menu is modular per role: menu cards, status, and news stay in the same position even as the content changes.

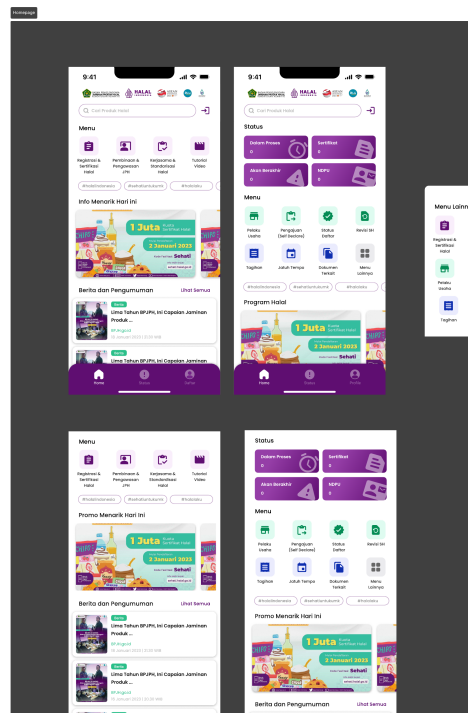


Home (Homepage)

The home screen is designed so the information business owners need most is immediately visible: current application status, quick access to the application menu, active halal program promos, and official BPJPH news — including a 'More Menu' panel for secondary access without cluttering the main screen.

Features & UX Details

- Status cards (In Progress, Expiring Soon, Certificate, NDPU) sit at the very top, so business owners immediately know their application status without switching screens.
- The main menu is capped at 6 icons plus one 'More Menu' access point (bottom sheet), keeping the home screen compact while still offering full access to every feature.
- A 3-tab bottom navigation (Home/Status/Profile) keeps navigation shallow and easy to remember.

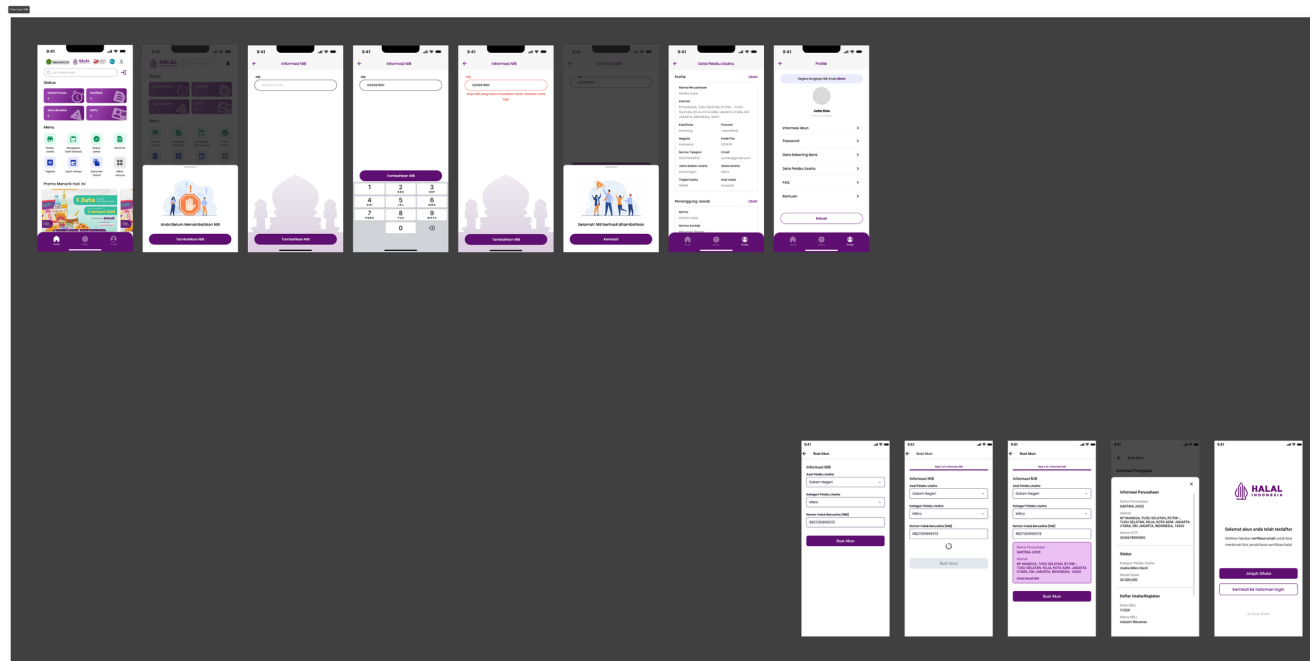


Add & Verify Business ID (NIB)

Before they can submit a certification application, business owners must have a validated Business Identification Number (NIB). This flow guides the user from a 'no NIB yet' state, through entering and validating the number, to having their business data auto-filled from a match against OSS data.

Features & UX Details

- An empty state — 'You Haven't Added a Business ID Yet' — paired with an illustration and a clear CTA nudges action without leaving the user unsure where to start.
- A specific error message ('The Business ID you entered is incorrect') appears directly below the field, rather than a generic alert, so users immediately know what to fix.
- Once the Business ID is valid, business data (name, address, business type) is automatically displayed as confirmation — reducing manual input that's prone to typos.

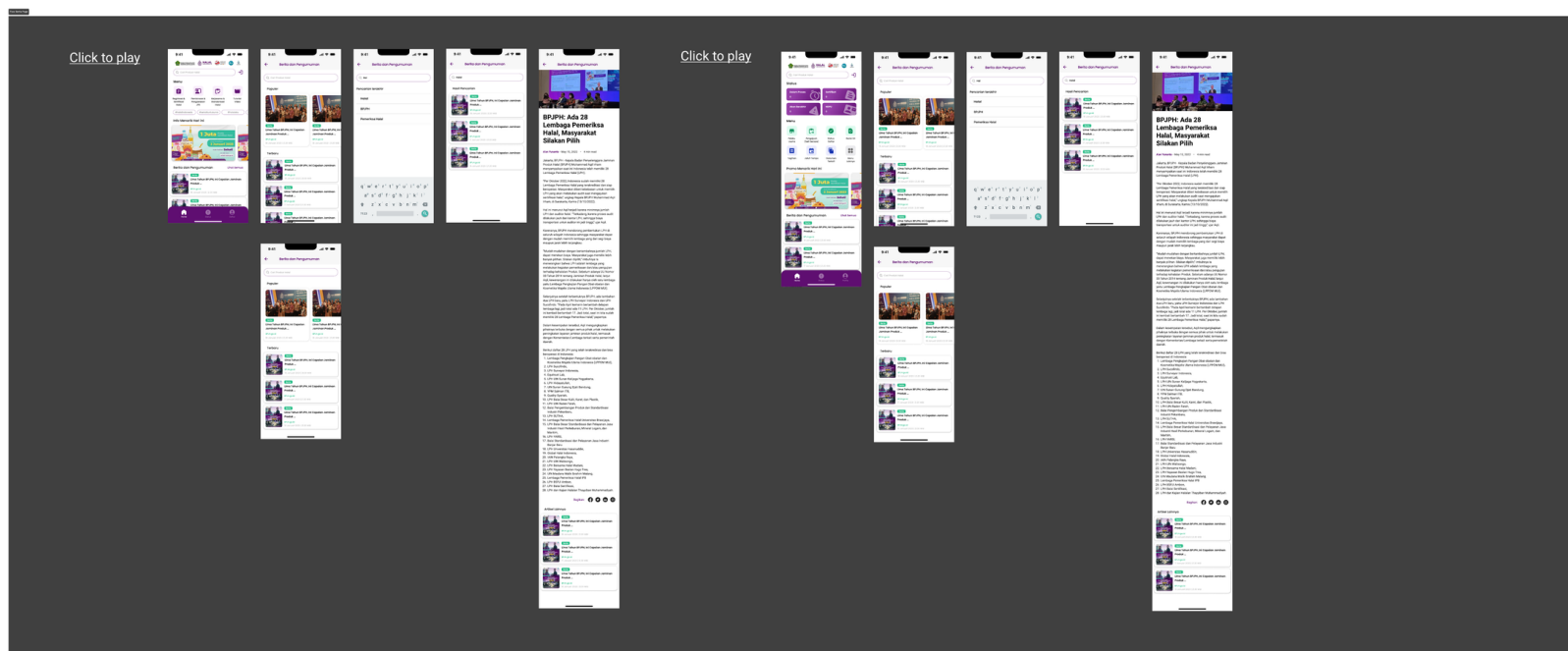


News & Announcements

A hub for official BPJPH information: a news listing, search with recent-search history, search results, and an article detail page that can be shared to social media.

Features & UX Details

- 'Popular' and 'Latest' tabs help users sort content by what they need (trending vs. chronological).
- Search history is shown as chips so users can quickly repeat a previous search.
- The article detail page includes an 'Other Articles' recommendation at the end to keep engagement going.

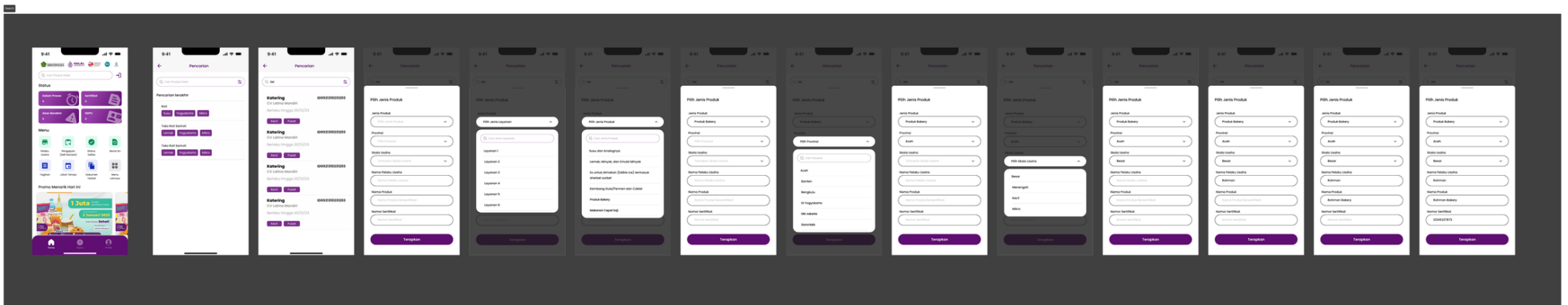


Halal Product Search

A public search feature for checking the halal status of a product/business. Equipped with layered filters (product type, service type, province, business scale, business/product name, certificate number) to keep results relevant even against a very large database.

Features & UX Details

- Filters are organized as a layered bottom sheet (tap filter → sub-options), keeping the results screen free of controls that are rarely used all at once.
- Each result card shows the key information at a glance: certificate number, business name, validity period, and business scale.

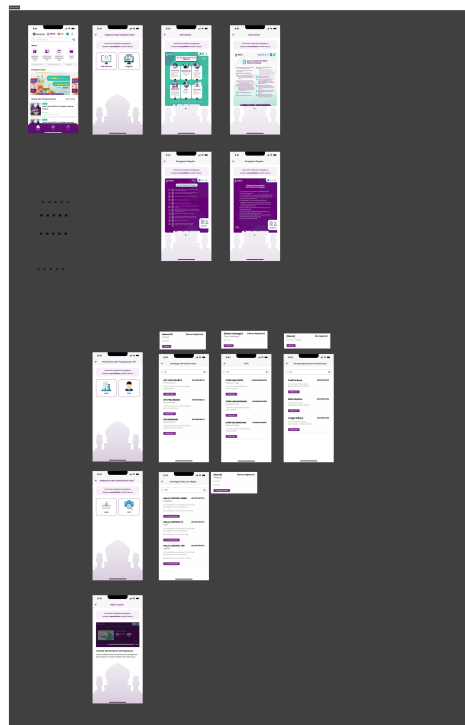


Static Content Before Login

For visitors who haven't logged in, the Registration & Certification, LPH Coaching & Oversight, and Cooperation & Standardization menus remain accessible as public information (e.g. a directory of Halal Inspection Bodies, LP3H, and facilitators) — while any application action prompts a login/sign-up first.

Features & UX Details

- A 'show public info first, ask to log in only when transacting' pattern lowers bounce rate compared to forcing login upfront.
- The institution directory (LPH, LP3H, facilitators) is laid out as scannable list cards with clear accreditation status.

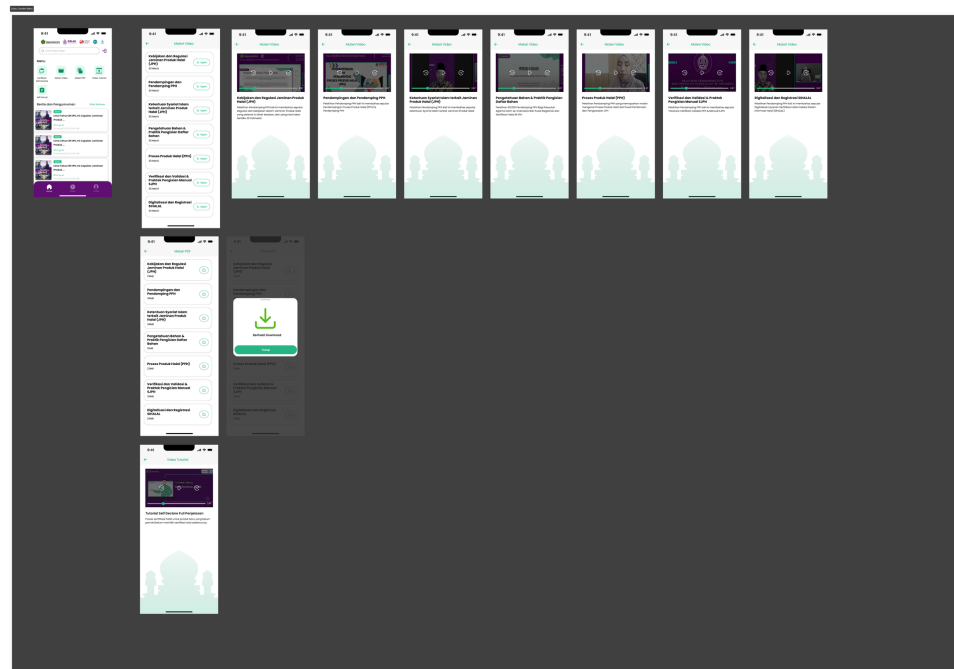


Educational Materials for Facilitators

A self-paced learning space for PPH facilitators: video material, downloadable PDF material, and short tutorial videos — all grouped under a single 'Materials & Tutorials' menu.

Features & UX Details

- Video and PDF materials cover the same topics but in two formats, so facilitators can choose based on their preferred learning style (watching/reading).
- A 'Download Successful' notification gives users confidence that the action succeeded even on a slow connection.

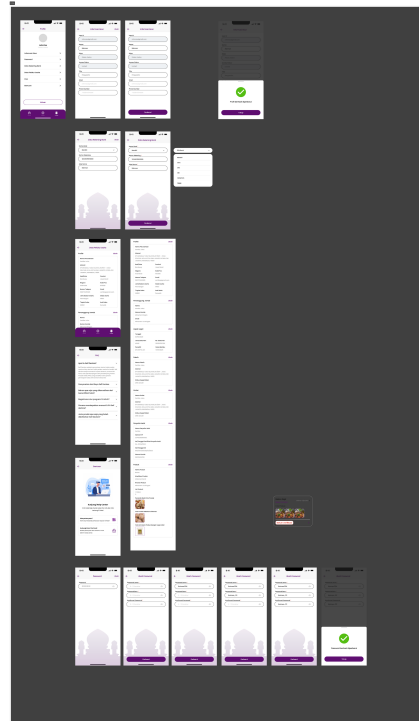


Profile — Business Owner

The account settings hub for business owners: account info, password, bank account, and complete business data (business profile, person in charge, legal documents, factories, outlets, halal supervisor, and products) that gets reused across certification application forms.

Features & UX Details

- Complex business data is broken into sub-sections with a separate 'Edit' button per section, so users don't have to submit one giant form for a small change.
- This structure also serves as the 'source of data' automatically pulled in when a business owner fills out a new certification application form.

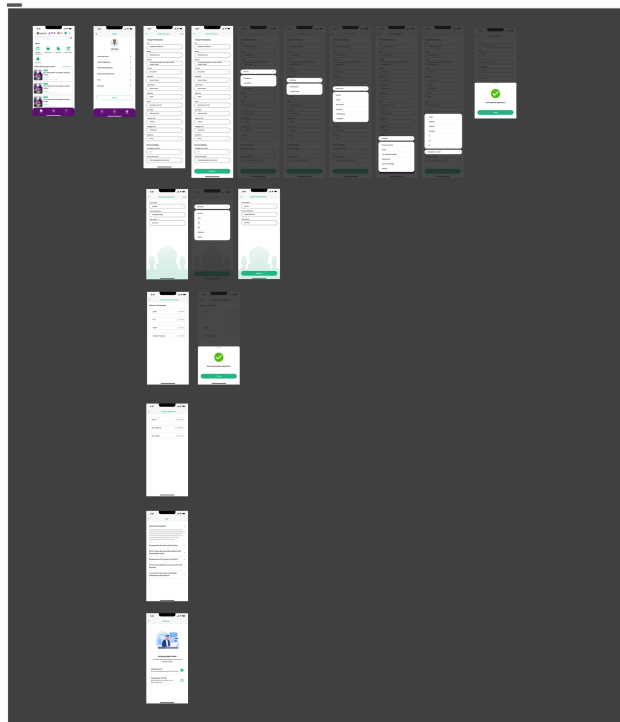


Profile — Facilitator

A variant of the profile screen for the PPH Facilitator role, covering personal & education details, facilitator registration status, required documents (diploma, ID card, tax ID, training certificate), plus access to FAQ and help.

Features & UX Details

- Registration status is shown as a clear badge (e.g. APPROVED) complete with number and validity period — important since this status determines whether the facilitator can support applications.
- Required documents use a consistent 'Choose file' pattern with success feedback after upload.

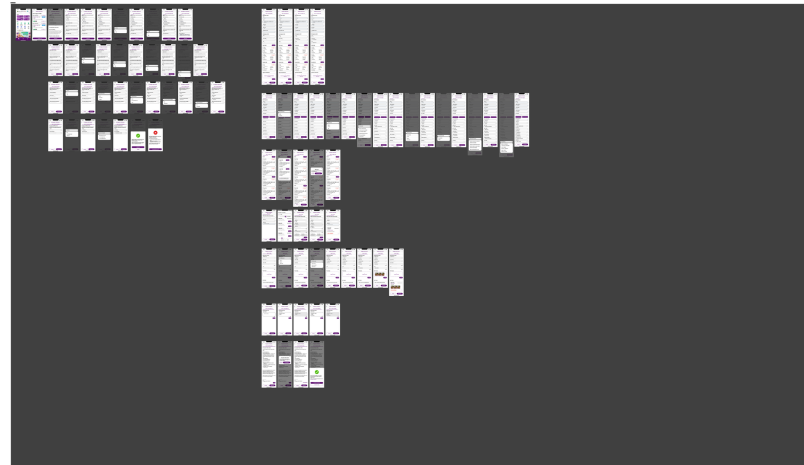


Certification Application (Self Declare)

The app's core flow: submitting a halal certification application via the Self Declare track for micro and small businesses. It opens with a 4-step eligibility questionnaire, followed by a full 7-step application form — business owner data, application data, factory & outlet, materials, products, the halal production process, and finally the business owner's declaration.

Features & UX Details

- The upfront eligibility questionnaire stops ineligible users from filling out a long form for nothing, complete with an explanation of which requirements weren't met.
- A step indicator ('Step X of 7') and consistent Back/Next buttons appear at every stage.
- A reusable 'card + Add/Delete' component is used for compound data (factories, outlets, materials, products).
- An explicit confirmation modal appears before deleting data or agreeing to the declaration.

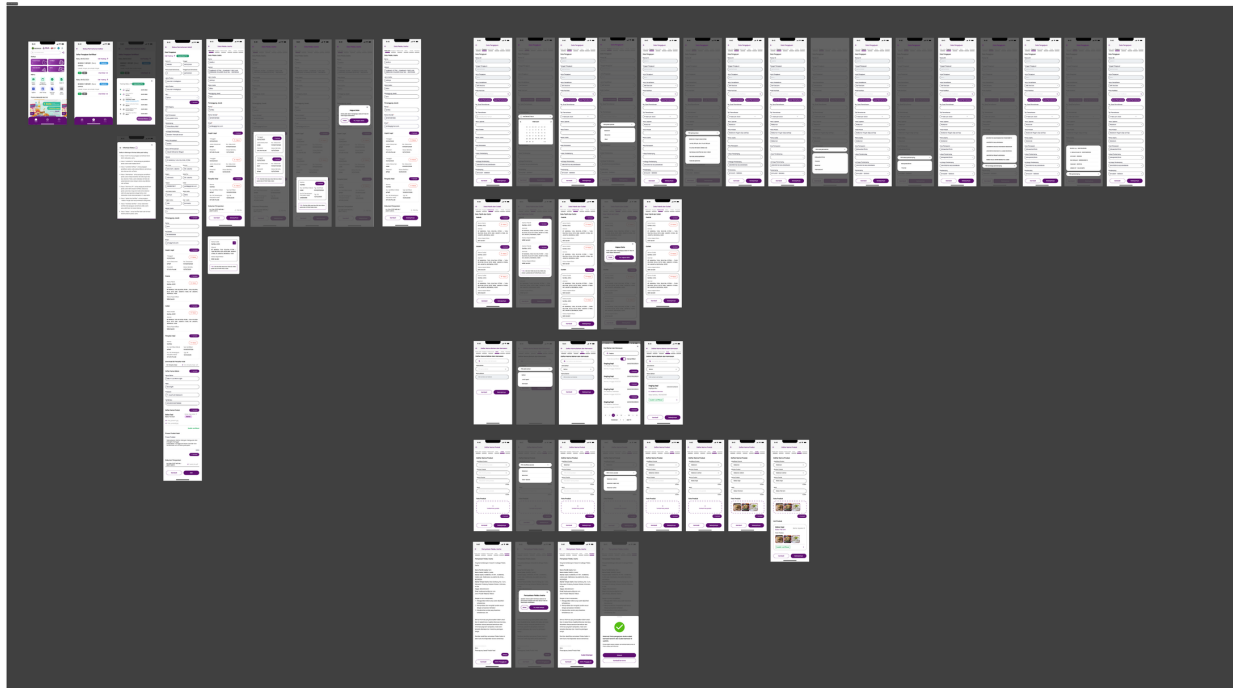


Application Status & Tracking

A screen for monitoring every application ever submitted, complete with a full tracking history (Draft → Submitted → Verification Submitted → Sent to LPH → Fatwa Session → Certificate Issued) and full application details that can be reopened at any time.

Features & UX Details

- A 'Status Information' panel explains what each status label means in plain language — reducing repeat questions to customer service.
- Tracking history is shown as a vertical timeline with the officer's name and date at each stage, building transparency and user trust in a long bureaucratic process.
- From the detail page, users can jump straight into 'Edit' mode if a verifier requests data corrections (Returned status).

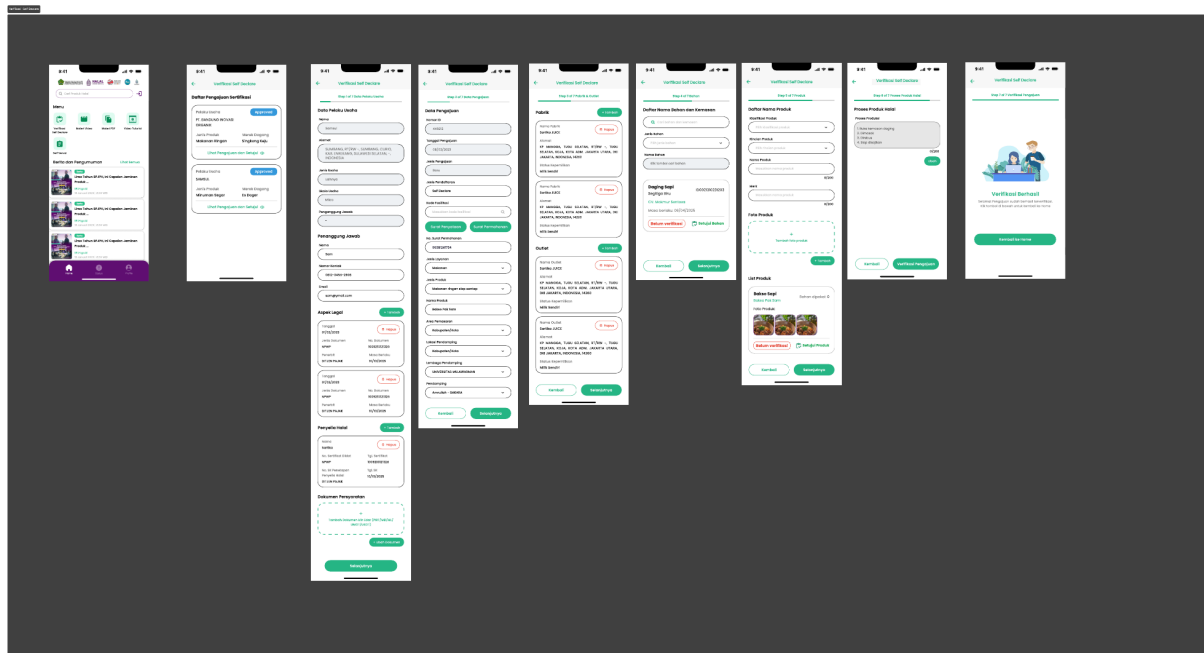


Self Declare Application Verification (Verifier)

The verifier's side: reviewing the list of incoming applications, then checking business owner data, application data, factory & outlet, materials, products, and the halal production process before giving an 'Approve'/'Return' decision at each stage.

Features & UX Details

- A step structure identical to the business owner's input form makes it easy for verifiers to compare data as-is without learning a new layout.
- Verification action buttons (e.g. 'Approve Materials', 'Approve Product') are attached directly to each related data section, rather than one big button at the end — minimizing mass-approval mistakes.



Further Verification & Validation (Self Verval)

A follow-up flow for facilitators/verifiers to conduct an in-depth review: flagging materials that are 'doubtful' in halal status along with certificate findings, answering product criteria (name/symbol, packaging), verifying SJPH completeness, and completing general & specific requirement checklists before submitting a final recommendation.

Features & UX Details

- Any material flagged as 'doubtful' requires an accompanying findings note (SH/KH number & validity period) — enforcing documented decisions rather than a simple checklist.
- General & specific requirement checklists at the final stage create a clear audit trail before a certificate/recommendation is issued.
- The final result can be downloaded directly as a recommendation document, bridging the digital verification process with physical/formal document needs.

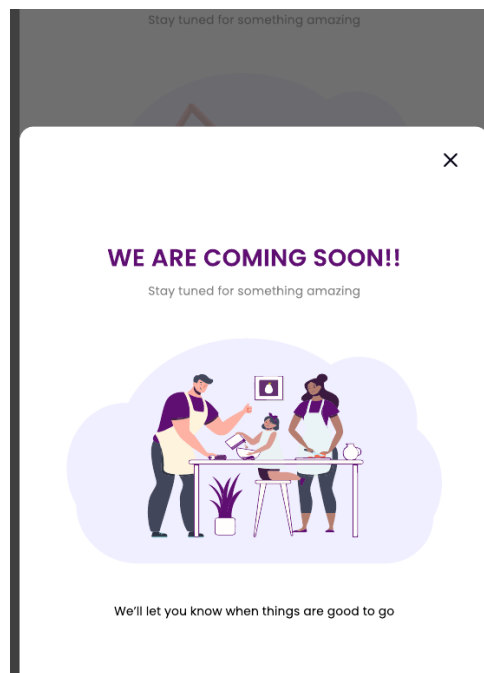


Feature Notification (Coming Soon)

A 'Coming Soon' modal pattern used consistently whenever a user opens a feature that's still in development, keeping expectations in check without it feeling like a bug.

Features & UX Details

- A friendly illustration plus short copy ('We'll let you know when it's ready') keeps the tone positive even though the feature isn't accessible yet.
- A 'GO HOME' button ensures users are never stuck on a dead-end screen.



CLOSING

Reflection & What's Next

Designing SI HALAL taught me a great deal about building a government product involving multiple roles, layered bureaucratic processes, and users with widely varying levels of digital literacy (micro/small business owners, academic facilitators, and verification staff). The biggest challenge wasn't visual polish, but breaking down process complexity into small steps that still felt light for the end user. Validation through usability testing — which showed a 25% increase in usability score — is proof that the step-by-step approach and explicit status tracking genuinely helped users, rather than being just a design assumption.

A few areas I'd like to develop further:

- Expanding usability testing to a larger and more diverse sample (varying levels of digital literacy & regions), to validate whether the 7-step application process is concise enough for every segment.
- Designing an offline/low-connectivity mode, since some business owners are located in areas with limited internet access.
- Adding a push notification system for every application status change, reducing the need for users to manually check the app.

Thank you for reading all the way through.

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