

EDVORA

Designing a 0 → 1 platform for training centers sending workers to Japan

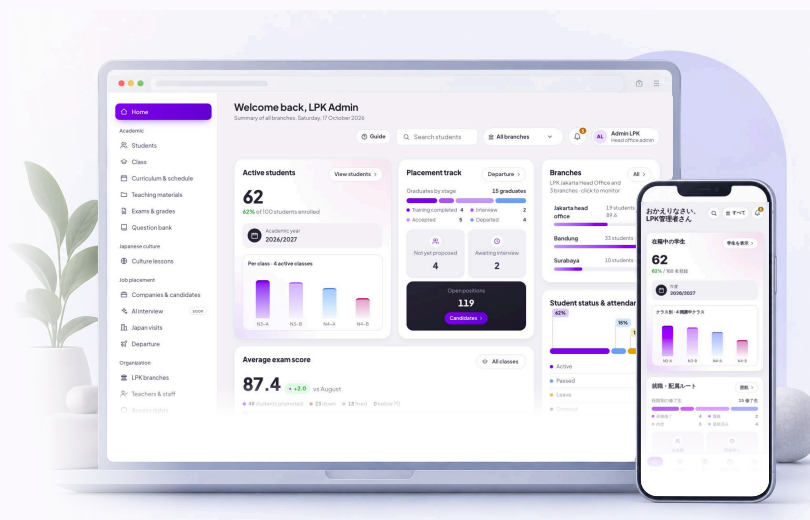
I researched the market, designed the student journey, and led five delivery phases for a launch-ready, multi-tenant platform.



Founder & Product Designer



2026 – present*



EDVORA is my own product. Screens in this case study use sample data; no real students, training centers, or partners are shown.

Market Research & Go-to-Market

Role management

5 / 5

Development phases shipped

5 / 5

Automated tests
passing at last check

591 → 107

Sending organizations mapped
→ first-wave LPK targets

Overview

Indonesian training centers (LPK) prepare and send participants to work in Japan, but most run on spreadsheets and chat groups. I founded EDVORA to give them one place to manage the full student journey — from registration to departure. I researched the market, wrote the product specification, designed the experience, and led delivery across five development phases to a launch-ready, multi-tenant SaaS. Early sales showed that the product wasn't the main barrier — trust and access were — which shaped the next stage of the go-to-market.

The problem

Fragmented tools. Registration, classes, exams, documents, and placement live in separate spreadsheets and chat groups. Departure depends on paperwork. A missing or late document can delay a student's departure — the highest-stakes failure for a training center.

Multiple branches, no overview. Owners struggle to see what's happening across branches without asking each one.





My role

- Market research and positioning; defined the target segment and pricing.
- Wrote the technical specification and built the interactive prototype used as the source of truth for development.
- Designed the end-to-end experience and information architecture.
- Led delivery across five development phases with the Partner developer, and ran early sales outreach with the partner marketing.

Research: who to build for first

I mapped all **591 official sending organizations** from OTIT data and scored each by size and priority (A: 109 · B: 312 · C: 170). After the first conversations, I added an **ease-of-adoption score**, because large organizations tended to already have IT teams or in-house systems. That narrowed the first wave to **107 training centers** most likely to benefit.

Design approach: the student journey as the backbone

Instead of organizing the product around features, I organized it around the journey every participant goes through:



Information architecture

EDVORA serves three audiences through three entry surfaces. Inside the LPK app, 20 menu items sit in six groups that follow a student's path from enrolment to departure for Japan. Menu labels are shown in English with the Indonesian label used in the product.

1. Entry surfaces

Each audience has its own front door and sign-in.

Public site	LPK app	Platform console
Prospective LPKs, invited users	Owners, branch admins, staff, teachers, students	EDVORA team
Landing page /	Dashboard and six menu groups /beranda ...	Sign in + two-factor /platform/masuk
Register LPK · 5-step wizard /daftar	Data scoped to the LPK and the user's branch tenant · branch	All LPKs, status, plan /platform
Sign in /masuk	Menu shown per role and permission 5 roles	LPK detail /platform/lpk/[id]
Forgot / reset password /lupa-password	Locked menus show the plan that unlocks them 4 plans	Reports: MRR, churn, partners /platform/laporan
Accept invitation /undangan	Detailed in section 2.	
Verify email /verifikasi-email		
Terms, privacy, data processing /legal/[doc]		

2. LPK app sitemap

Global tools in the header stay available on every screen; the side menu holds six groups.

Header, on every screen					
Student search	Branch scope picker	Notifications	Guide	Language ID · EN · JA	
Account · password, devices, theme					
0 Home	1 Academic	2 Japanese culture	3 Job placement	4 Organization	5 System
Beranda	Akademik	Budaya Jepang	Penempatan kerja	Organisasi	Sistem
Dashboard /beranda <ul style="list-style-type: none">Active students · per classPlacement track · open positionsBranches · status & attendanceExam score trend · most improved / needs attentionNext visit · next departure · today's scheduleEach role gets its own version: owner, staff, teacher, student.	Students /siswa <ul style="list-style-type: none">Student profile /siswa/[id]SummaryAcademicSkillPersonal dataDocumentsHistoryImport from Excel /siswa/import Classes /kelas <ul style="list-style-type: none">Class detail · members, teachers /kelas/[id] Curriculum & schedule /jadwal <ul style="list-style-type: none">Curriculum per levelWeekly schedule · clash check Teaching materials /materi <ul style="list-style-type: none"> Exams & grades /ujian <ul style="list-style-type: none">Exams · Weekly report (tabs)Online exam detail · results, questions /ujian/[id]Take exam student Question bank /bank-soal <ul style="list-style-type: none"> My skill profile /skill-saya <ul style="list-style-type: none">	Culture lessons /budaya <ul style="list-style-type: none">Modules · quiz · certificate studentStudent progress admin, teacher Japan visits / kunjungan <ul style="list-style-type: none">Visit schedule · clash check for teachers and staff Departure /pelepasan <ul style="list-style-type: none">Interview resultsDocument checklist · expiry remindersDeparture date · departed Partner LPKs / mitra <ul style="list-style-type: none">	Companies & candidates /perusahaan <ul style="list-style-type: none">Company detail /perusahaan/[id]Matched candidates · scoreInterviews Access rights /hak-akses <ul style="list-style-type: none">None · Read · Write per module Activity log /log-aktivitas <ul style="list-style-type: none">	Branches /cabang <ul style="list-style-type: none">Head office · branches · unitsMonitor one branch Teachers /guru <ul style="list-style-type: none"> Users /pengguna <ul style="list-style-type: none">Invite · roles · active status Settings /pengaturan <ul style="list-style-type: none">LPK profileClassroomsAcademic rules · pass mark, attendanceRequired departure documentsNotifications · email, WhatsAppFeedback box Subscription /langganan <ul style="list-style-type: none">Current plan · change planAuto-renewInvoices · VA & QRIS payment /langganan/tagihan/[id]Late payment rules	

EDVORA · BRAND STUDY

EDVORA

A calm, organized system for a journey that is anything but.

Training centres (LPKs) prepare Indonesian workers for jobs in Japan: months of language training, exams, interviews, paperwork and a flight. EDVORA's brand has to feel trustworthy to owners, friendly to staff and students, and quietly connected to Japan without becoming a travel brochure.

Trustworthy

Clear

Encouraging

Forward-moving

未来へ

01 · LOGO

A wordmark that moves forward

A custom geometric wordmark with rounded strokes that flows left to right, echoing the student moving from training to departure. A sky-to-navy gradient gives it depth on white without needing a separate symbol.

EDVORA

Primary · gradient on white or the light app ground

EDVORA

Reversed · solid white on dark navy, photos and video

EDVORA

On brand violet · marketing banners, social posts

Logo gradient

Sky #38BDF8 · 0%

Royal #2563EB · 55%

Navy #1E40AF · 100%

Diagonal (x 0→1, y 0→0.6), so the lighter sky tone leads and the deepest navy closes the word.

Clear space

Keep empty space at least the height of the letter E on every side.

Minimum size

96 px wide on screen, 25 mm in print. Below that, use the solid one-colour version.

Don'ts

No re-colouring the gradient, no outlines or shadows, no stretching, never on busy photos without a dark overlay.

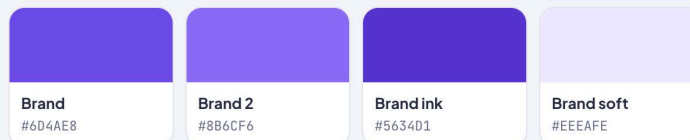
02 · COLOR

Blue for trust, violet for the product

The logo's blues carry the brand outside the app. Inside the product, a warmer violet marks every action and selection, so it feels like an education tool rather than a bank. Blues return inside the app as data colours, linking the dashboard back to the logo.

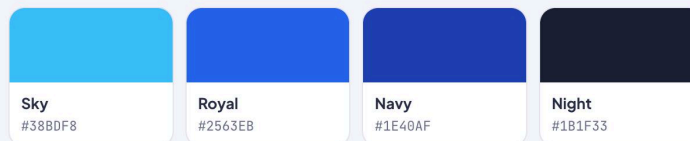
Product violet

Primary buttons, active menu, links, focus rings.



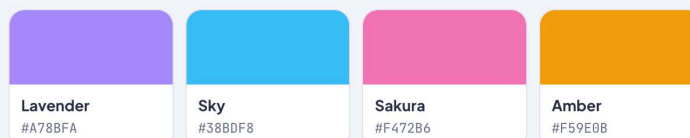
Logo blues

Logo, marketing, charts and the departure stage.



Data accents

Chart series and status segments, always paired with a label.



Neutrals

Cool, slightly violet greys so white cards sit softly on the page.



Status

Text on its soft tint, readable at small sizes.



Proportion on screen
(approx.)

Mostly calm neutrals, colour reserved for meaning.



03 · TYPOGRAPHY

One family, two scripts

Plus Jakarta Sans was designed in Indonesia and keeps numbers wide and legible, which matters on a dashboard full of counts. Noto Sans JP renders Japanese lessons, company names and documents with matching weight.

INTERFACE · LATIN

Aa 19

Plus Jakarta Sans

400 · 600 · 700 · 800 · tabular figures for every count

JAPANESE

日本語 あア

Noto Sans JP

400 · 700 · lesson text, company names, culture modules

Number 44/800

85.8

Page 28/800

Welcome back, LPK Admin

Card 17/800

Placement track

Body 15/400

Incomplete departure documents are flagged before they expire.

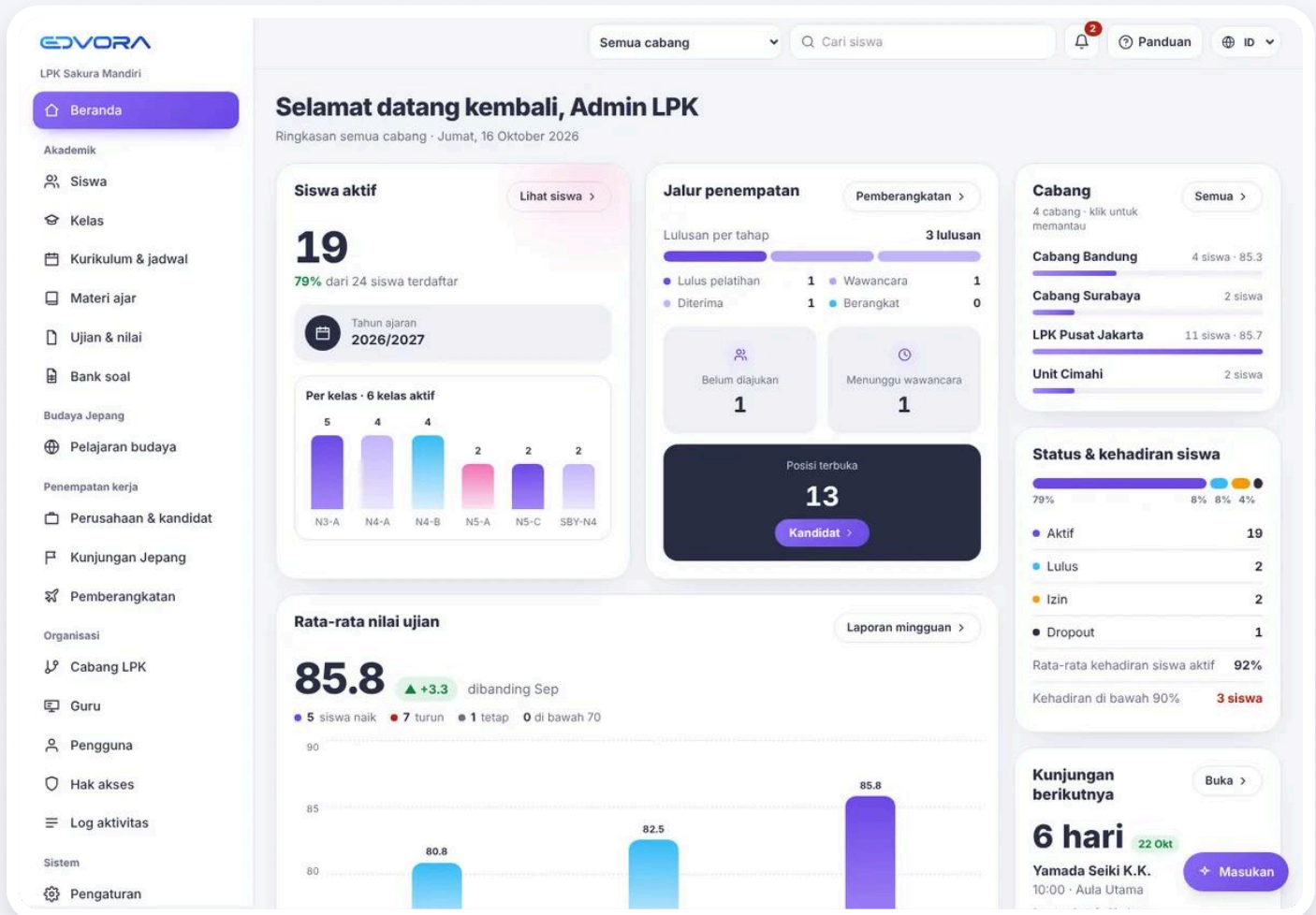
Caption 13/500

4 branches · click to monitor

04 · LOOK & FEEL

Soft cards, big numbers,
one dark accent

The dashboard answers "how is my LPK doing?" in one glance. Each card leads with one large number, supports it with a small chart, and offers one next action. A single dark card highlights the most valuable figure on the page: open positions in Japan.



Lead with one number

19

79% of 24 enrolled students

Large tabular figures, context in a single line beneath.

Gradient bars, rounded tops



Each class gets its own tone; values sit on top of every bar.

One dark accent card

Open positions

13

Candidates >

Reserved for the single figure that drives revenue for the LPK.

Status as proportion



Active 19

Graduated 2 · On leave 2 · Dropped out 1

Segments always come with their label and count.

The journey as a stepper



The signature element: every student's place in the six-stage journey.

Actions are verbs

Upload documents

Set date

One violet primary per area; secondary actions stay quiet.

Radius

22 px for cards, 12 px for buttons and inputs, full round for pills and avatars.

Elevation

A 1 px line plus a soft violet-tinted shadow. No hard drop shadows.

Density

Generous padding on the dashboard; compact rows in tables staff scan daily.

Mobile

Every screen works on a phone; cards stack into one column and tables scroll inside their card.

05 · VOICE

Plain words, three languages

Most users are admin staff, not IT people. Copy names things the way an LPK already talks about them and tells people what will happen next. The product is written in Indonesian first and is fully available in English and Japanese; examples below are shown in English.

AVOID
Submit data

USE
Save grades

AVOID
Error 409

USE
This email is already registered.
Please sign in.

AVOID
Entity: Document

USE
Departure documents

AVOID
Status pending

USE
Waiting for interview result

06 · DECISIONS

What I chose and why

The reasoning behind the system, in short.

Split brand and product colour

Blue builds trust in sales material; violet makes daily work feel lighter. Both live in one token file, so the product could switch to logo blue by changing two values.

Japan as a hint, not a theme

A sakura pink in charts, Japanese typography and a plane icon for departure. No red suns or torii, which would date quickly and feel like a travel agency.

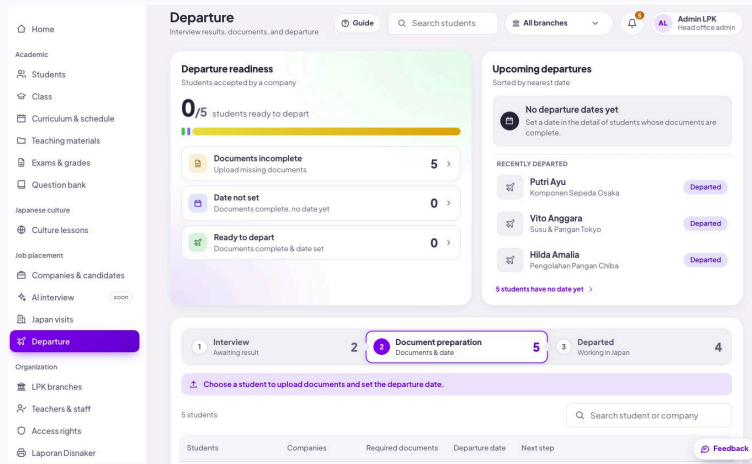
Numbers before charts

Owners decide from a figure and a trend. Charts support the number instead of replacing it, and every colour has a text label for colour-blind users.

Light by default, dark available

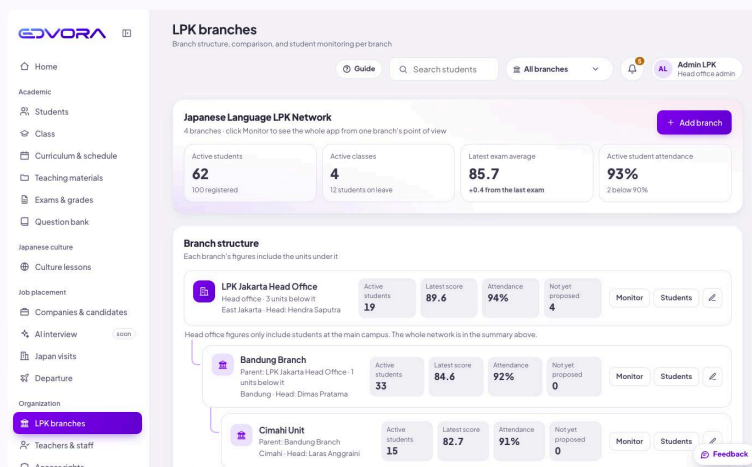
Offices are bright and screens are shared, so light mode is the default. Every token has a dark-mode pair for users who prefer it.

Key decisions



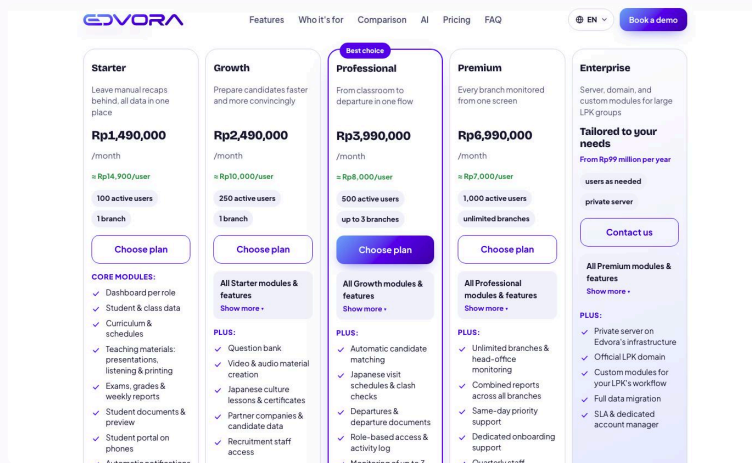
1. Departure documents as the hero feature

Documents are where training centers feel the most risk, so I made document tracking with automatic reminders the core of the product rather than a side module. Each student has a clear checklist, status, and due dates; staff see what's missing before it becomes a delay.



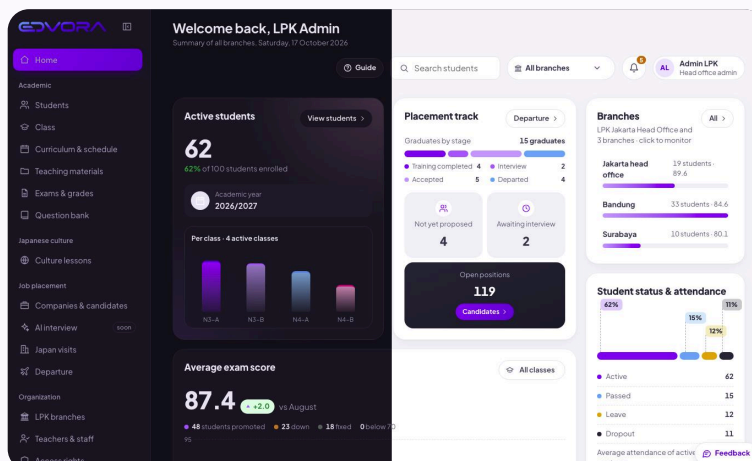
2. Multi-tenant and multi-branch from day one

One platform serves many training centers, and each center can run several branches. Owners get a branch-monitoring view; branch staff only see their own data.



3. Pricing that the interface understands

Four plans — Starter, Growth, Professional, Premium (Rp1.49M–6.99M/month) — define which features each center can use. I designed upgrade moments and billing directly into the product, with local payment methods (virtual account and QRIS via Xendit or Midtrans).



4. Built for real working conditions

Staff work on laptops and phones, often in long sessions — so the product is fully responsive and includes dark mode, with notifications for anything time-sensitive.