

DAFTAR ISI

PERNYATAAN DAN PERSETUJUAN UNGGAH TUGAS AKHIR.....	ii
PERSETUJUAN DOSEN PEMBIMBING TUGAS AKHIR	iii
PERSETUJUAN TIM PENGUJI TUGAS AKHIR.....	iv
ABSTRAK	v
ABSTRACT	vi
KATA PENGANTAR.....	vii
DAFTAR ISI.....	ix
DAFTAR GAMBAR.....	xii
DAFTAR TABEL.....	xv
DAFTAR LAMPIRAN	xvi
BAB I PENDAHULUAN.....	1
1.1. Latar Belakang	1
1.2. Identifikasi Masalah	4
1.3. Rumusan Masalah	5
1.4. Tujuan Perancangan	5
1.5. Ruang Lingkup dan Batasan Penelitian	5
1.6. Manfaat Perancangan	6
BAB II KAJIAN TEORI.....	7
2.1. <i>User Interface Design (UID)</i>	7
2.2. Prinsip Dasar Antarmuka	7
2.3. <i>Usability Testing</i>	9
2.4. Prinsip Dasar Desain	10
2.5. <i>Mobile Applications</i>	13
2.6. <i>Loyalty Programs</i>	13
2.7. Prototipe	14
BAB III METODOLOGI PENELITIAN	16
3.1. Tahapan Perancangan.....	16
3.1.1. <i>Planning, Scoping, & Definition</i>	18
3.1.2. <i>Exploration, Synthesis, & Design Implications</i>	18
3.1.3. <i>Planning, Scoping, & Definition</i>	20
3.1.4. <i>Evaluation, Refinement, & Production</i>	21
3.2. Waktu dan Tempat Perancangan.....	21
BAB IV PERANCANGAN.....	23

4.1. SWOT.....	23
4.2. Analisis STP	25
4.2.1. <i>Segmenting</i>	25
4.2.2. <i>Targeting</i>	27
4.2.3. <i>Positioning</i>	28
4.3. <i>Creative Brief</i>	29
4.4. <i>Competitive Testing</i>	31
4.4.1. TADA.....	31
4.4.2. Poinin.....	35
4.5. Strategi Visual	40
4.5.1. Layout.....	41
4.5.2. Typography	43
4.5.3. Warna	45
4.5.4. Media.....	46
4.6. <i>Application Content</i>	46
4.6.1. <i>Site Map</i>	46
4.6.2. <i>User Flow chart</i>	47
4.7. <i>Design Eksplorasi</i>	50
4.7.1. <i>Keyword</i>	50
4.7.2. <i>Metode Moodboard</i>	52
4.7.3. <i>Eksplorasi Alternatif Visual</i>	53
4.8. Implementasi Desain	57
4.8.1. Ikon Informasi	57
4.8.2. Ilustrasi	58
4.8.3. <i>Perancangan Guideline</i>	63
4.8.4. <i>Column System</i>	66
4.8.5. <i>Components</i>	68
4.8.6. <i>Bottom Navigation Bar</i>	73
4.8.7. <i>Input Field</i>	73
Check Box	74
4.8.8. <i>Notification Message</i>	74
4.8.9. <i>Interaction Areas</i>	75
4.9. <i>Perancangan Prototype</i>	78
4.9.1. <i>Low Fidelity</i>	78
4.9.2. <i>High Fidelity</i>	82
4.10. <i>Evaluation</i>	96
4.11. <i>Revision</i>	103
BAB V KESIMPULAN.....	105
5.1. Kesimpulan.....	105

5.2. Rekomendasi	106
DAFTAR PUSTAKA	107
LAMPIRAN	



DAFTAR GAMBAR

Gambar 1.1 Populasi pengguna smartphone di Indonesia pada 2025.....	1
Gambar 3.1 Metodologi Desain dari Bruce Hanington & Bella Martin.....	17
Gambar 4.1 User Flow Sign In	25
Gambar 4.2 <i>Positioning</i> Siji Wallet	29
Gambar 4.3 (a) Homepage, (b) Search Page, (c) Brand page TADA.....	31
Gambar 4.4 Halaman privileges TADA.....	33
Gambar 4.5 <i>Error</i> pada halaman <i>Redemption</i> TADA	34
Gambar 4.6 (a) <i>Homepage</i> , (b) <i>Search Page</i> , (c) <i>Brand page</i> Poinin	35
Gambar 4.7 <i>Notification</i> Poinin	37
Gambar 4.8 <i>Error</i> pada aplikasi Poinin	38
Gambar 4.9 Peta Strategi Visual.....	40
Gambar 4.10 <i>Relative Layout</i>	42
Gambar 4.11 <i>Tab Layout</i> Aplikasi Poinin.....	42
Gambar 4.12 Site Map Siji Wallet	47
Gambar 4.13 <i>User Flow Sign In</i>	48
Gambar 4.14 <i>User Flow Sign Up</i>	48
Gambar 4.15 <i>User Flow Search Brand</i>	49
Gambar 4.16 <i>User Flow Edit Profile</i>	49
Gambar 4.17 <i>User Flow Referral</i>	49
Gambar 4.18 <i>User Flow Claim Reward</i>	50
Gambar 4.19 <i>User Flow Redeem Reward</i>	50

Gambar 4.20 <i>Moodboard</i> aplikasi Siji Wallet	53
Gambar 4.21 Alternatif Visual Pertama Siji Wallet.....	54
Gambar 4.22 Alternatif Visual Kedua Siji Wallet	55
Gambar 4.23 <i>Style icons</i> dari Eva Icons.....	58
Gambar 4.24 Ilustrasi oleh Jonny Wan.....	59
Gambar 4.25 <i>Typeface Guideline</i> Siji Wallet	64
Gambar 4.26 <i>Colors Guideline</i> Siji Wallet.....	65
Gambar 4.27 <i>Color Roles</i> Siji Wallet	66
Gambar 4.28 <i>Column System</i> Siji Wallet	67
Gambar 4.29 <i>Buttons State</i> Siji Wallet	69
Gambar 4.30 Ukuran <i>Filled Button</i>	70
Gambar 4.31 Ukuran <i>Ghost Button</i>	71
Gambar 4.32 <i>Sign Up Specs</i>	72
Gambar 4.33 <i>Image Button Specs</i>	72
Gambar 4.34 Ukuran <i>Bottom Navigation Bar</i>	73
Gambar 4.35 Ukuran <i>Input field</i>	73
Gambar 4.36 Ukuran <i>Check Box</i>	74
Gambar 4.37 Ukuran <i>Notification Message</i>	74
Gambar 4.38 Statistik Cara Pengguna Memegang Telepon Seluler	75
Gambar 4.39 <i>Reachability Left-Handed & Right-Handed</i>	76
Gambar 4.40 <i>Area Reachability Platform</i> Siji Wallet	77
Gambar 4.41 <i>Low Fidelity Splash Screen</i> dan <i>Onboarding Splash</i>	79
Gambar 4.42 <i>Low Fidelity Sign Up</i> dan <i>Login Form</i>	79

Gambar 4.43 <i>Low Fidelity Search Page, Profile dan Edit Profile</i>	80
Gambar 4.44 <i>Low Fidelity Transaction History dan Notification</i>	80
Gambar 4.45 <i>Low Fidelity Brand Page, My Rewards dan Redeem Page</i>	81
Gambar 4.46 <i>Low Fidelity Barcode, Scan Barcode</i>	81
Gambar 4.47 <i>Low Fidelity Home Page, Cards dan Rewards</i>	82
Gambar 4.48 <i>High Fidelity Onboarding Pages</i>	83
Gambar 4.49 <i>High Fidelity Login & Sign Up</i>	84
Gambar 4.50 <i>High Fidelity Homepages</i>	85
Gambar 4.51 <i>High Fidelity My Rewards & Cards</i>	86
Gambar 4.52 <i>High Fidelity Search Page</i>	87
Gambar 4.53 <i>High Fidelity Fill the Data Page & Terms and Conditions</i>	88
Gambar 4.54 <i>High Fidelity Barcode & Scan Code Page</i>	89
Gambar 4.55 <i>High Fidelity Wireframe Redeem Page</i>	90
Gambar 4.56 <i>High Fidelity Wireframe Profile & Edit Profile Page</i>	91
Gambar 4.57 <i>High Fidelity Brand Page</i>	92
Gambar 4.58 <i>High Fidelity Notification Pages</i>	93
Gambar 4.59 <i>High Fidelity Transaction History</i>	94
Gambar 4.60 <i>High Fidelity CTA Pages</i>	95
Gambar 4.61 <i>Perbaikan Homepages SIJI Wallet</i>	103

DAFTAR TABEL

Tabel 4.1. Matriks SWOT	24
Tabel 4.2 <i>Creative Brief</i>	30
Tabel 4.3 Kelebihan dan Kekurangan Aplikasi Kompetitor	39
Tabel 4.4 Analisa Pesan pada Ilustrasi Siji Wallet	60
Tabel 4.5 <i>Task</i> Evaluasi Aplikasi SIJI Wallet.....	96
Tabel 4.6 <i>Task</i> Evaluasi Aplikasi SIJI Wallet.....	97
Tabel 4.7 Hasil Uji Validitas Aspek <i>Learnabilty</i>	99
Tabel 4.8 Hasil Uji Validitas Aspek <i>Efficiency</i>	100
Tabel 4.9 Hasil Uji Validitas Aspek <i>Memorability</i>	101
Tabel 4.10 Hasil Uji Validitas Aspek <i>Errors</i>	101
Tabel 4.11 Hasil Uji Validitas Aspek <i>Satisfaction</i>	102
Tabel 4.12 Keseluruhan Hasil <i>Usability Testing</i>	102

DAFTAR LAMPIRAN

Lampiran A. Lembar Monitoring Bimbingan..... A1-A5

