

User Experience

Bengris Pasaribu
UX Expert

UX Principle Part 1

Agenda

1. Apa itu UI UX dan CX
2. Princip UX dalam kehidupan sehari-hari
3. Prinsip UX dilingkungan digital

1. Apa itu UI UX dan CX

Customer experience, user experience & user interface

Customer Experience

"The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical, and spiritual)". Referensi: Gentile, Spiller, and Noci 2007, p. 397

User eXperience

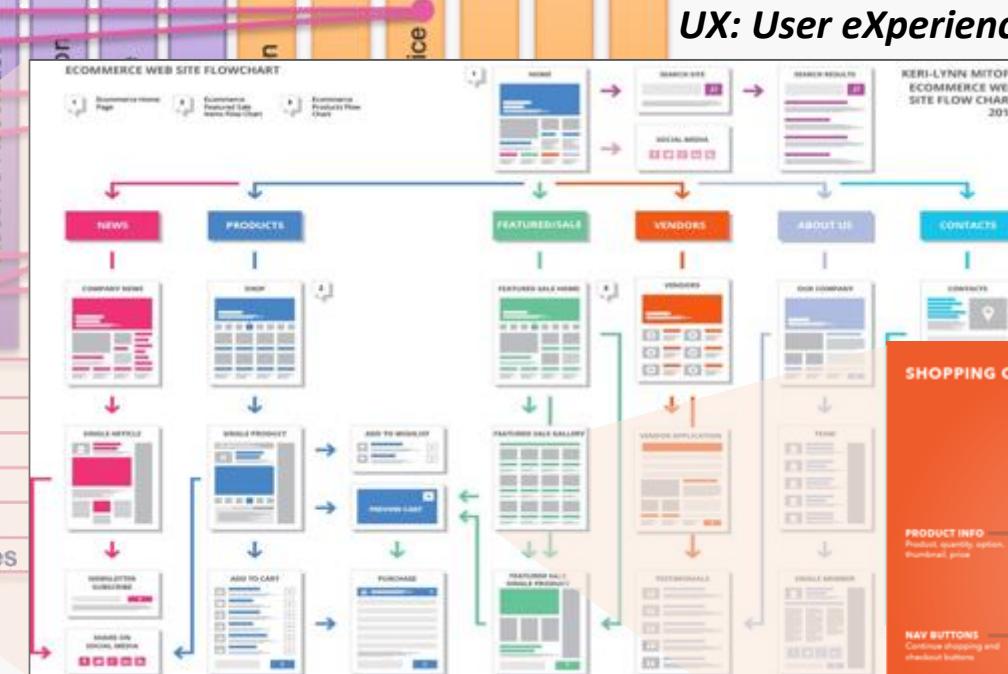
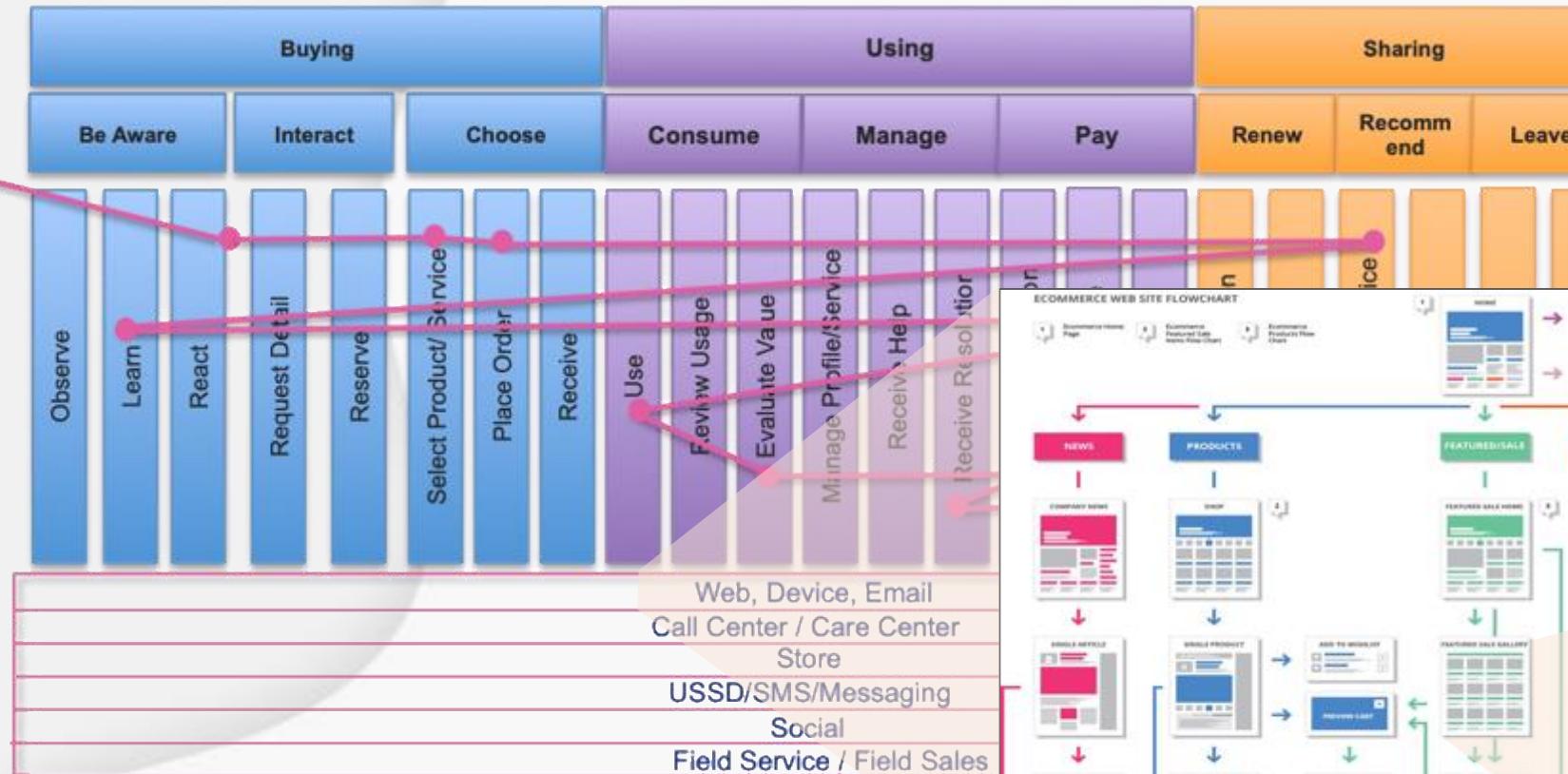
"Every aspect of the user's interaction with a product, service, or company that make up the user's perceptions of the whole. User experience design as a discipline is concerned with all the elements that together make up that interface, including layout, visual design, text, brand, sound, and interaction. UE works to coordinate these elements to allow for the best possible interaction by users". Referensi: uxpa.org

User Interface

User interface (UI) design is the process of making interfaces in software or computerized devices with a focus on looks or style. Designers aim to create designs users will find easy to use and pleasurable. UI design typically refers to graphical user interfaces but also includes others, such as voice-controlled ones.
<https://www.interaction-design.org>

What is CX UX UI

CX: Customer eXperience



Design intuitive



2. Prinsip UX dalam kehidupan sehari-hari

“Cangkir aneh?”



Value keindahan?



Value yang dirasakan

“Kotak ajaib”



Value yang diharapkan > < respon
user

“Penyeberangan”



Value yang diharapkan?

“Tidak ada yang
menyeberang disini”

Mana yang benar sebagai “push”?



Analisa:

- Kenapa dengan desain ini?
- Apa akibat dari desain ini?

Usability problem:

- User bisa saja menarik, bukan menekan.
- User terpengaruh lebih kuat terhadap genggaman dari pada tulisan.

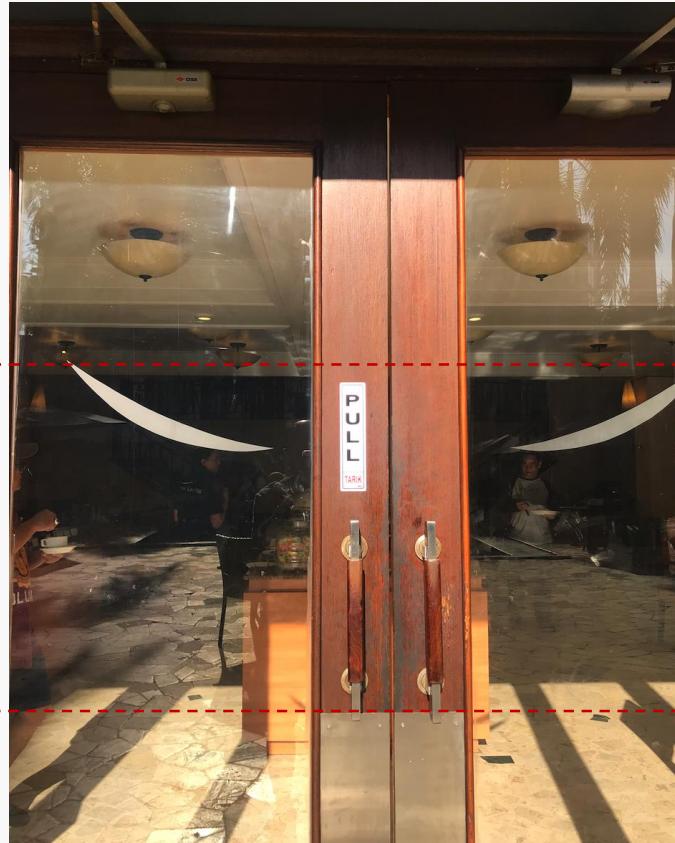
Rekomendasi:

- Pintu yang ada “push” tidak perlu ada genggaman.

Desain yang baik “push & pull”

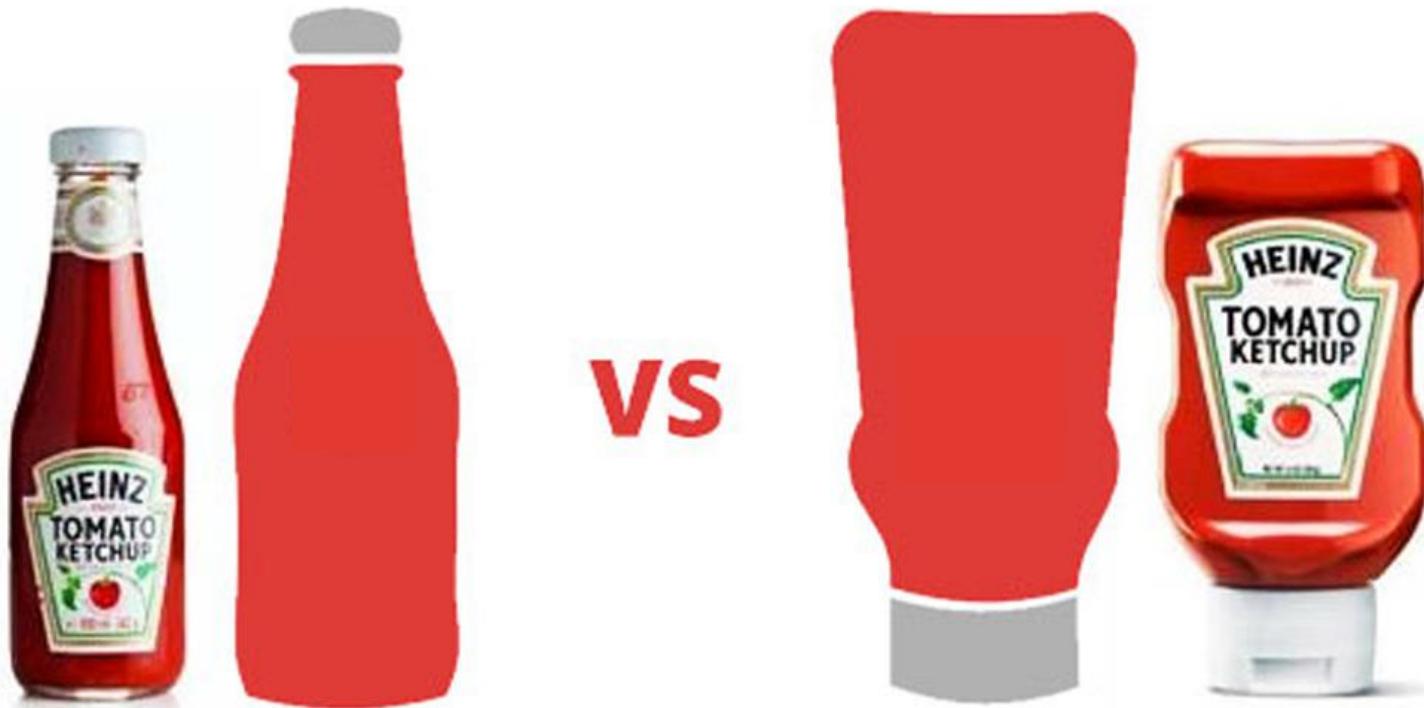


Tidak ada genggaman
untuk “push”,



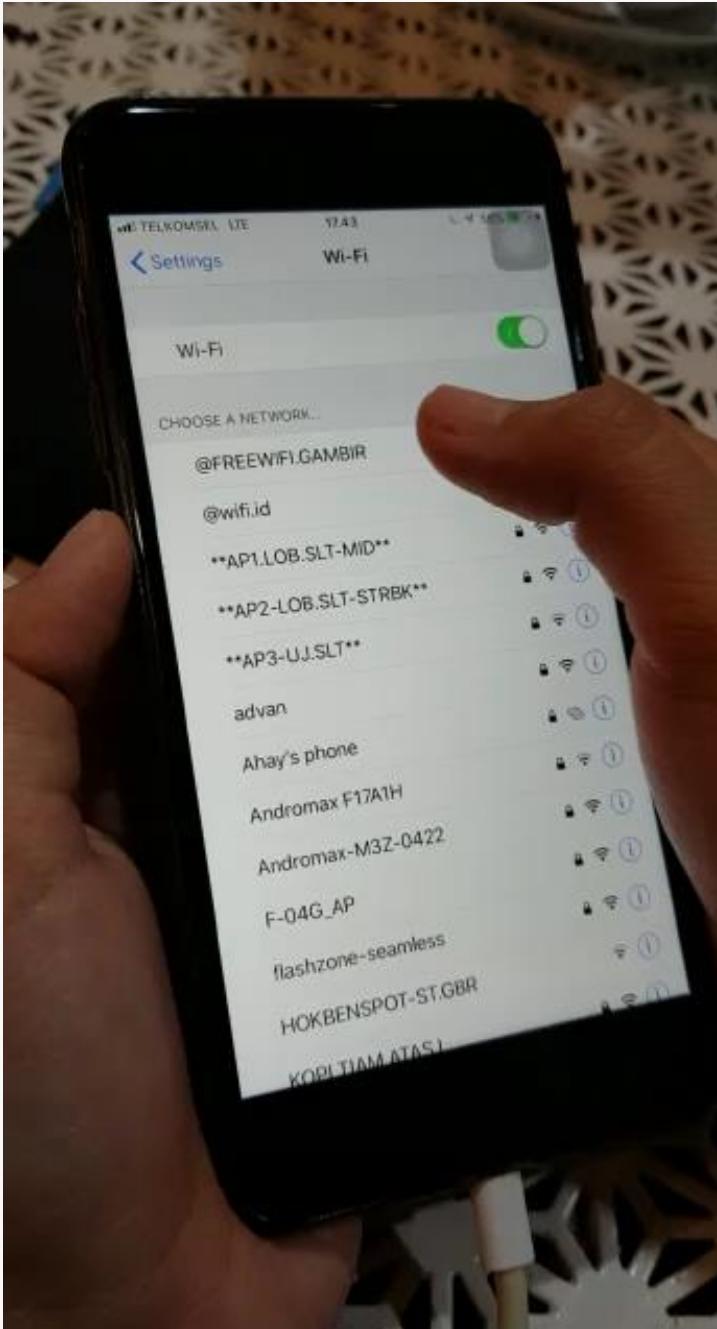
Disertai genggaman
untuk “pull”

Value UX kepada user dan perusahaan



3. Prinsip UX didunia digital

Akses Wifi di Stasiun KA Jakarta

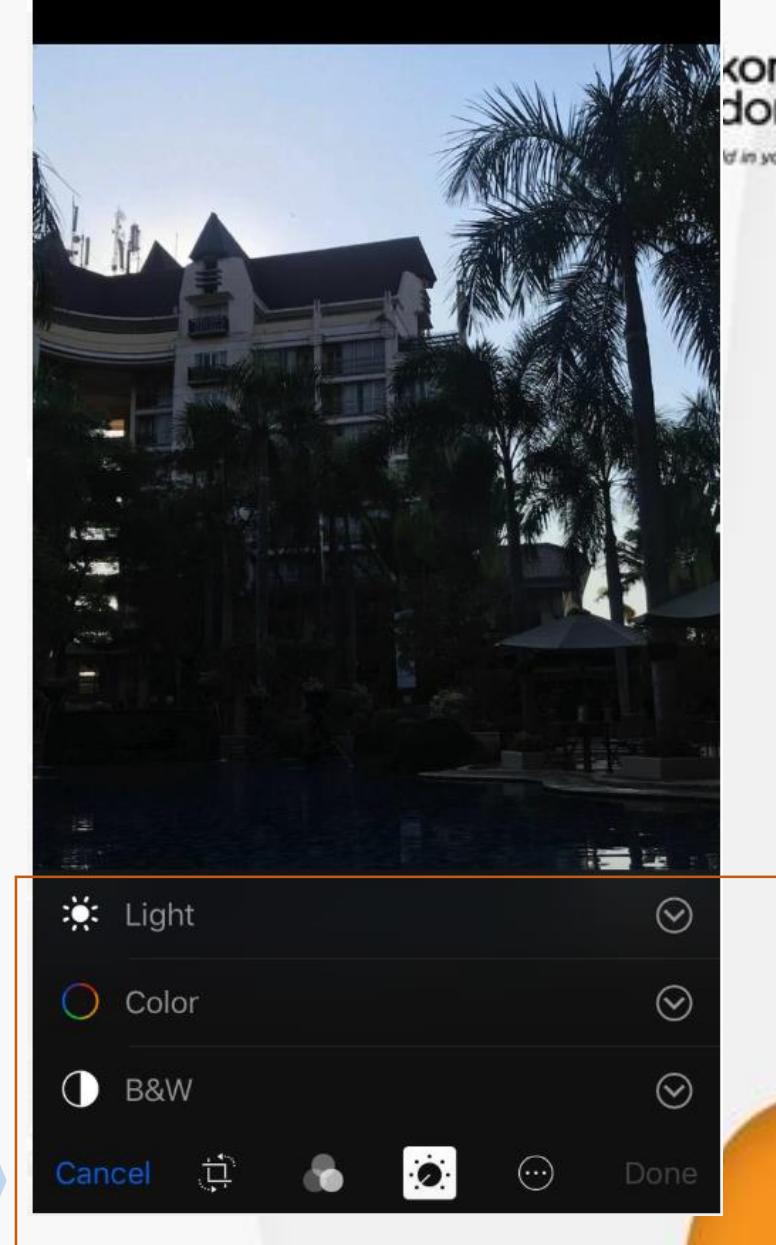


Tidak ada notifikasi kalau telah berhasil akses dan

Tidak ada tombol "continue" untuk melanjutkan Akses ke internet.

Edit gambar *ipone 12.4.1*

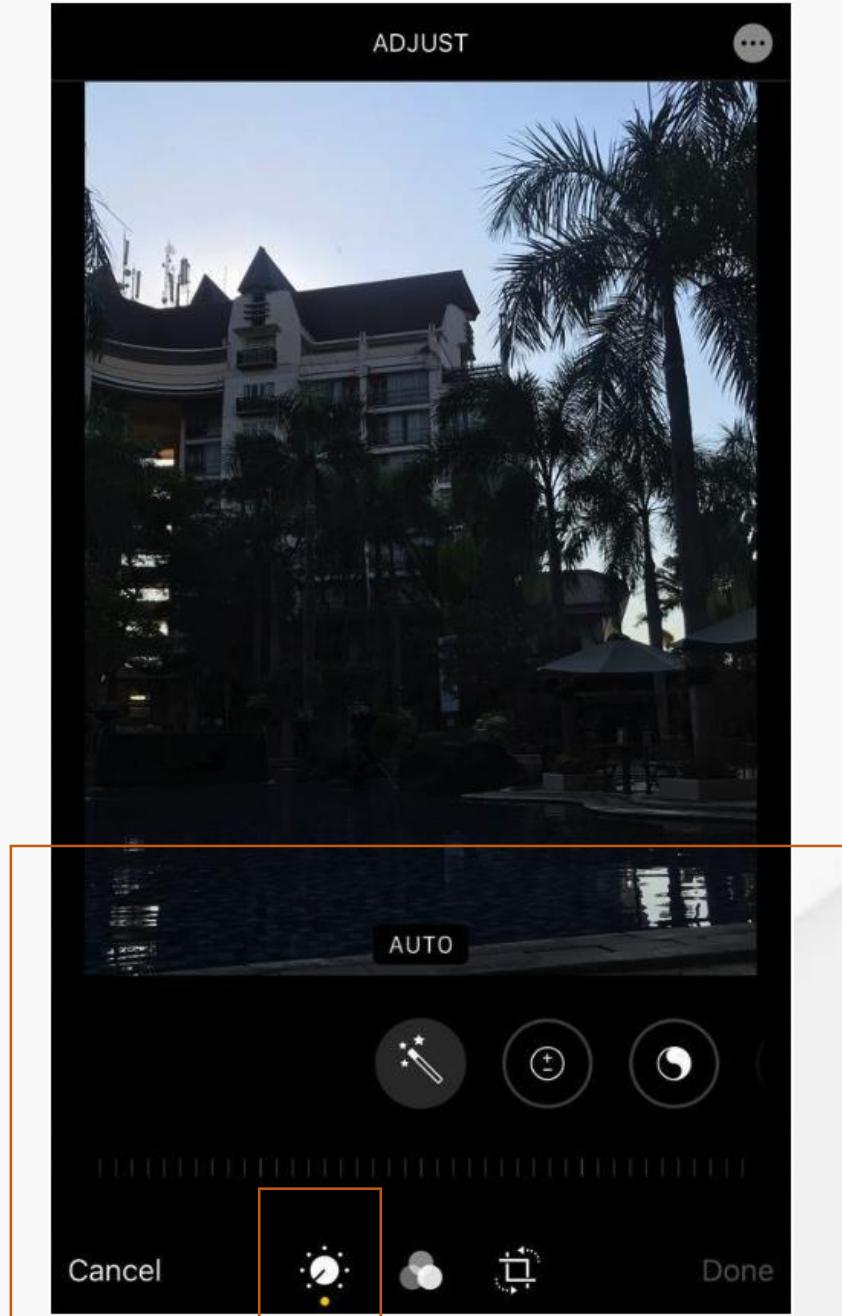
*Cost interaction
Visualisasi*



Edit gambar

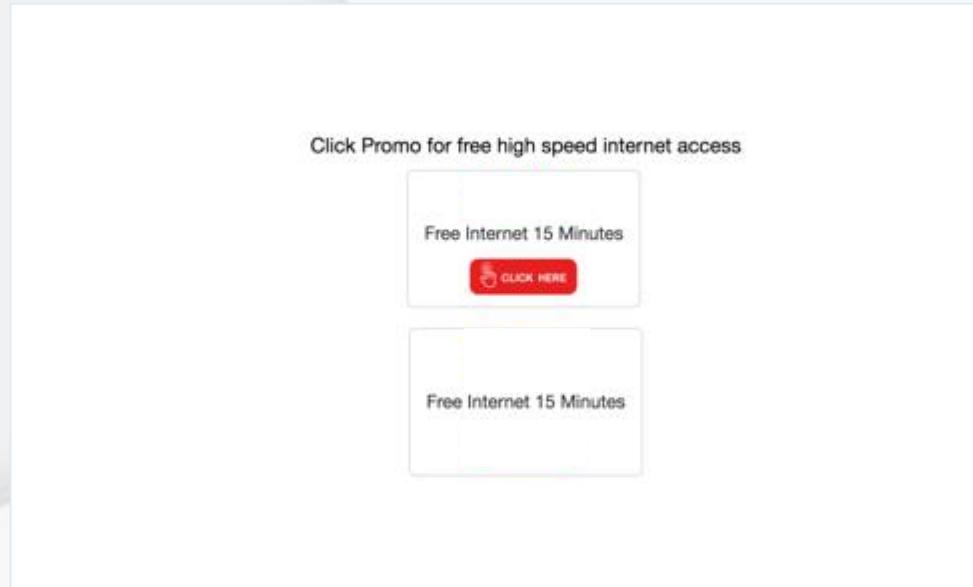
ipone 13.1.3

Cost interaction
Visualisasi



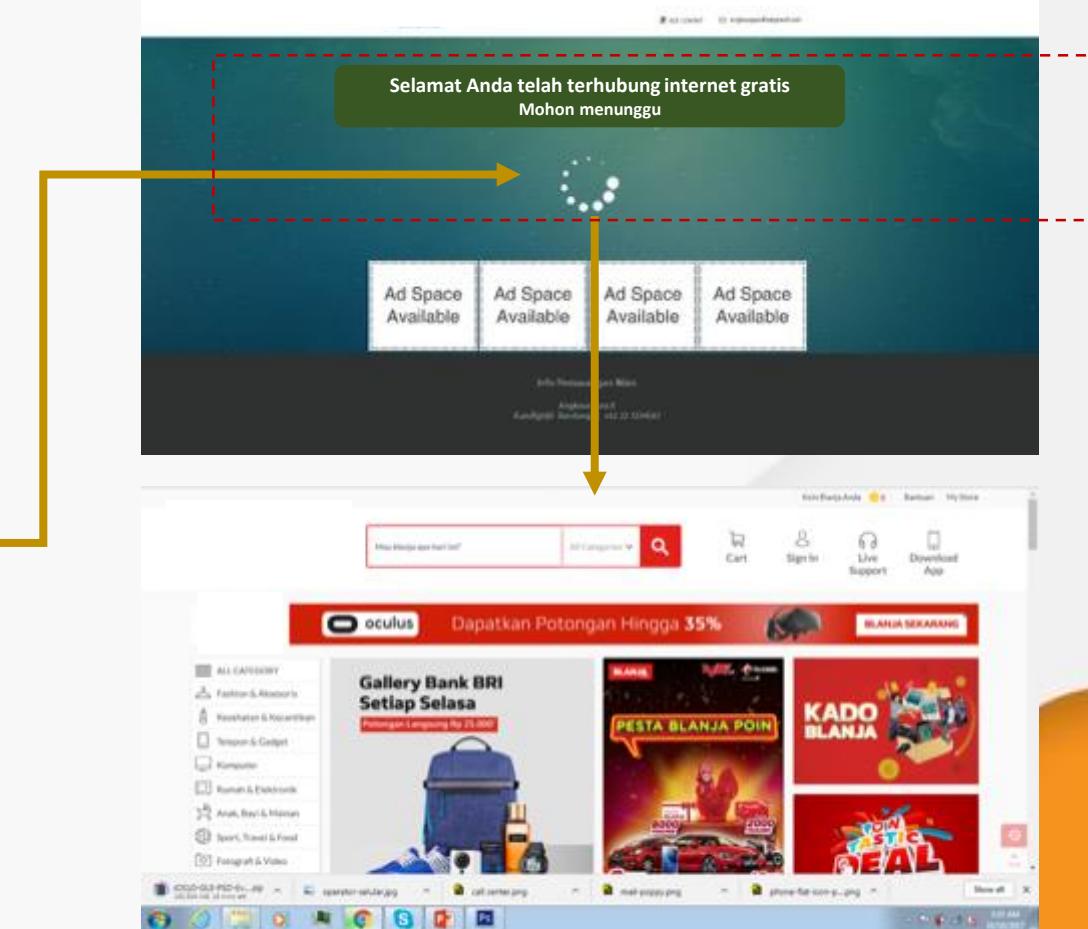
Usability problem

“User menganggap iklan sebagai spam, tidak ada hubungan dengan akses internet, sehingga memutuskan klik tombol back di browser dan tidak masuk ke internet (tidak mau mengklik iklan).”



Solusi redesain

“Menambah navigasi yang jelas untuk memandu user melakukan tindakan, serta menginformasikan proses yang berlangsung.”



**Quote: Jangan sia-siakan
umur pelanggan terlalu
banyak klik.**

Bengris UX Master Certified



So, berapa klik design yang baik?

1 klik?...apakah mungkin?



Contoh yang baik

“Feel your user goal”

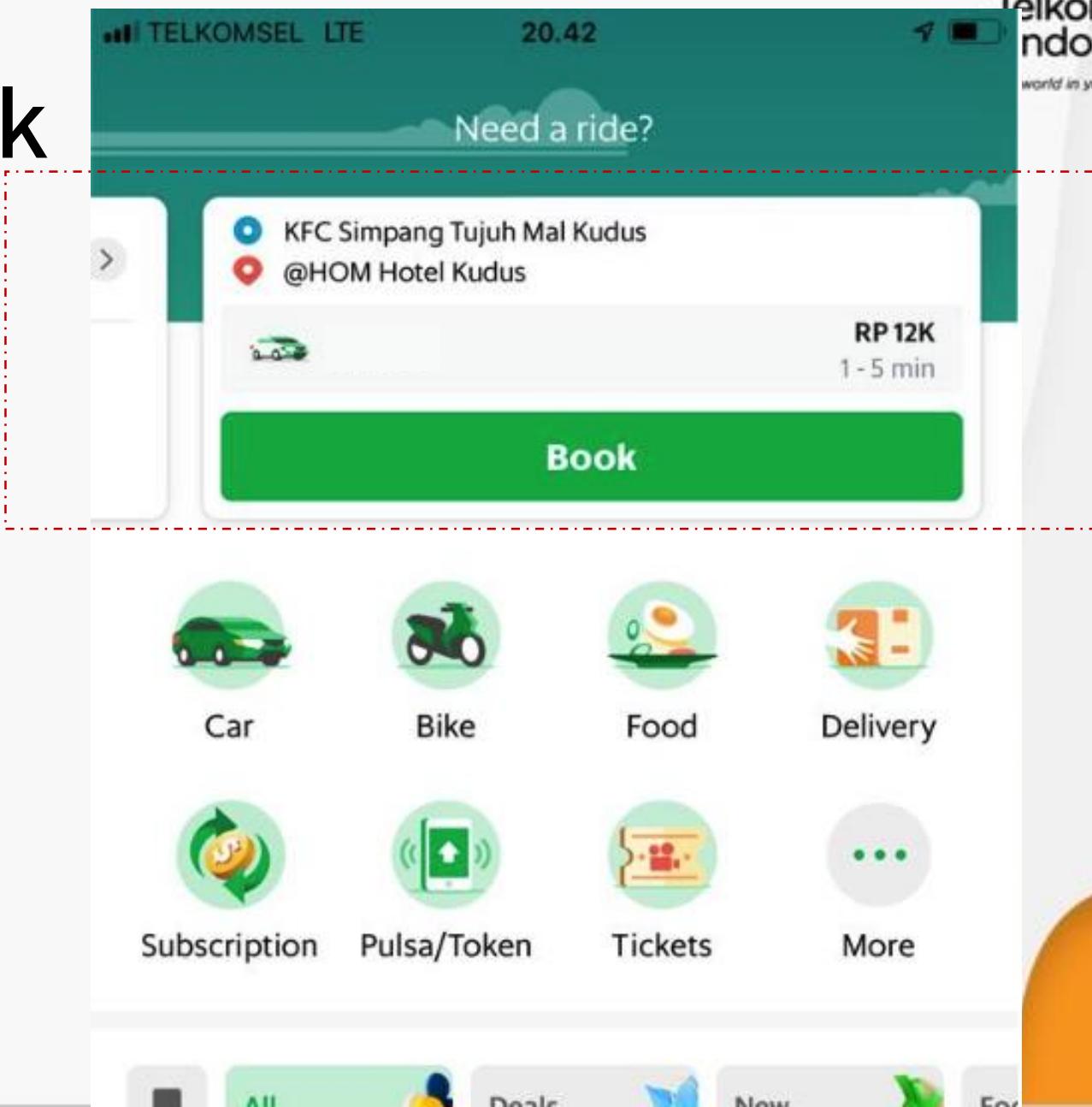
Lookup originating
Predict destination

Optimized mobile
capability – omni channel

Quote:

“Jangan sia-siakan umur
pelanggan dengan terlalu
banyak klik.”

- Bengris UXMC



UX Principle Part 2

Agenda

- 1. Why UX**
- 2. Value of UX**
- 3. Soul of UX**
- 4. UX tools**

1. Why UX

Industry 4.0

Industry 4.0



"Industry 4.0 allows Us to make a paradigm shift in the interaction between humans and technology: Machines will adapt to people - not vice versa."

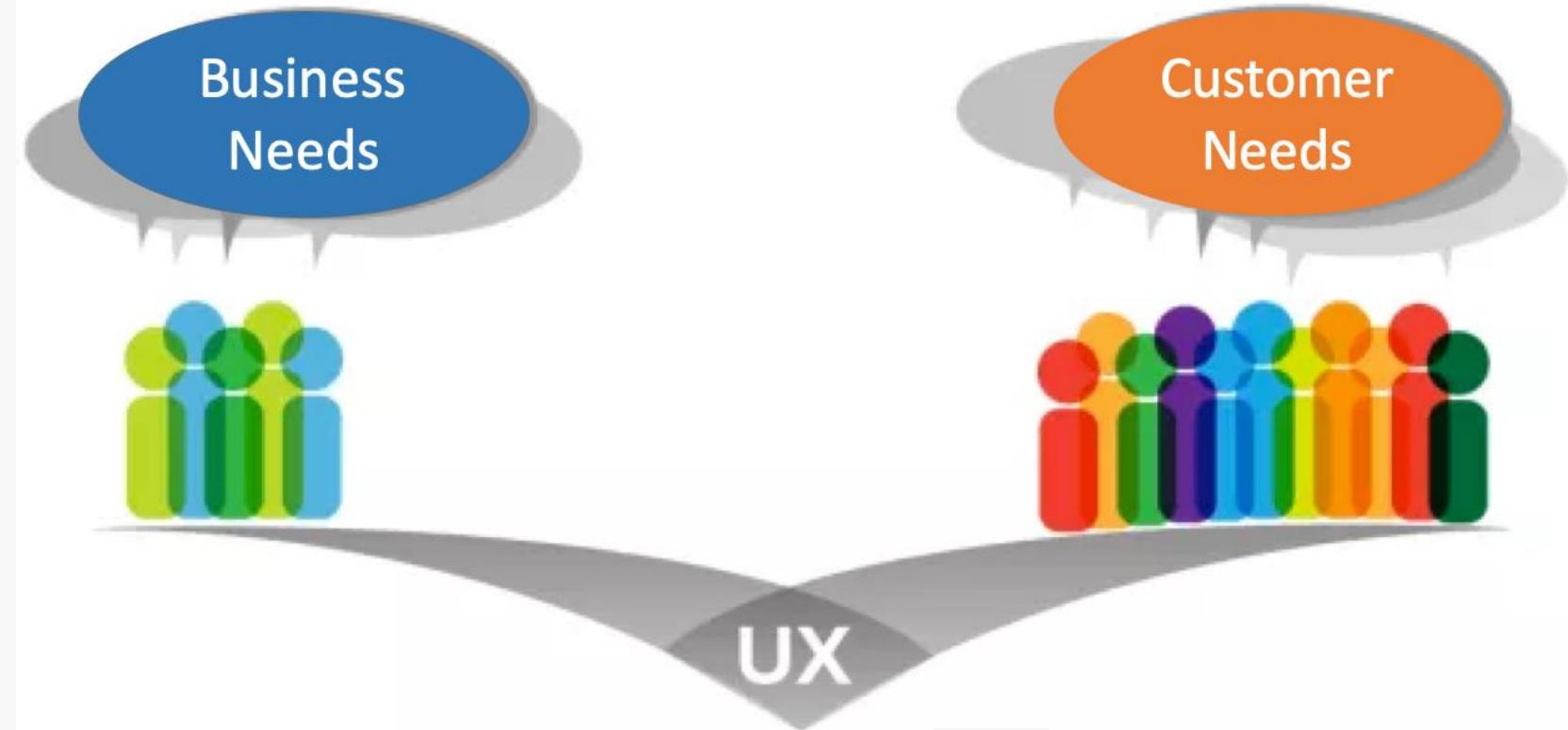
Prof. Dr. Wolfgang Wahlster in: German Academy of Science and Engineering (acatech): Closing report of the Industry 4.0 working group, 2013.

Wolfgang Wahlster

Competition

“Keseimbangan

Business needs vs
customer needs”



Portal News

Fokus bisnis - **iklan menutupi konten.**



Online Travel Agent

Keseimbangan bisnis dan user - **beli tanpa register.**



Hotel Reservation

Not user and bisnis - **iklan pada tahap proses payment.**



2. Value of UX

Return on investment (ROI)

Advantage Usability testing:

<i>Metric</i>	<i>Average Improvement Across Web Projects</i>
<i>Sales / conversion rate</i>	100%
<i>Traffic / visitor count</i>	150%
<i>User performance / productivity</i>	161%
<i>Use of specific (target) features</i>	202%

<https://www.nngroup.com/articles/return-on-investment-for-usability/>

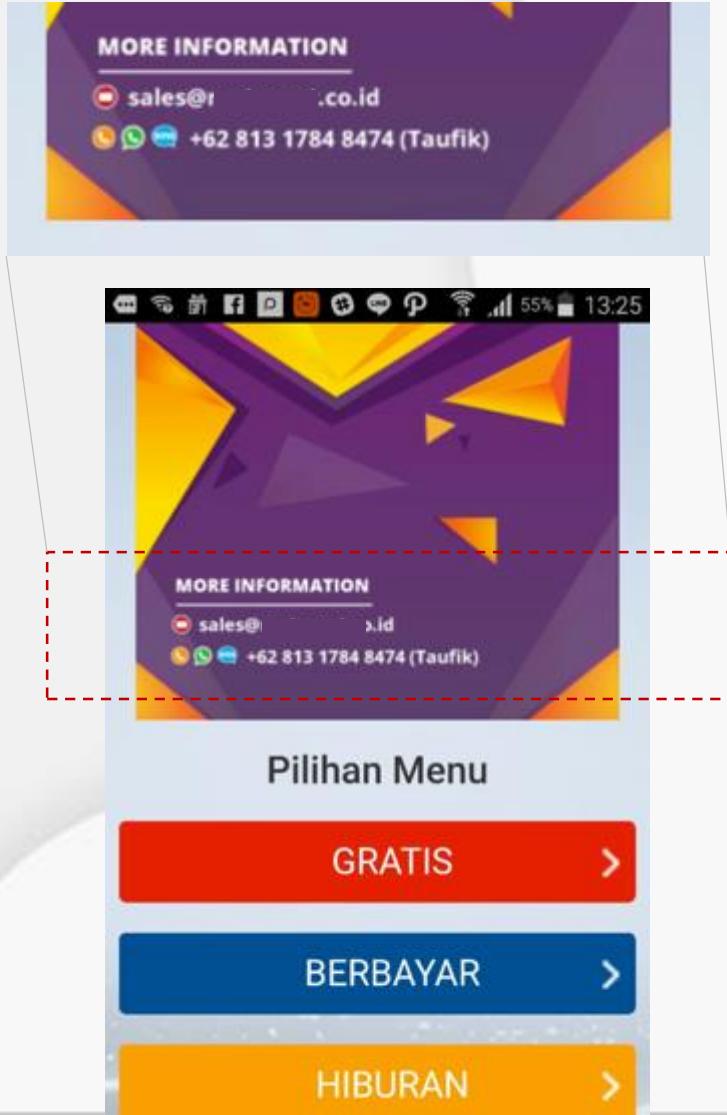
Improve revenue of “YY product”

#	Trx Date/Time	Trx Count	Avg Trx/Day	Nett Revenue
2.	Apr 2017	725 ▼ -48.14%	24.17	IDR 3,854,079.55
3.	May 2017	511 ▼ -29.52%	16.48	IDR 2,831,386.36
4.	Jun 2017	1,708 ▲ 234.25%	56.93	IDR 9,382,875.00
5.	Jul 2017	1,778 ▲ 4.10%	57.35	IDR 10,003,636.36
6.	Aug 2017	1,729 ▼ -2.76%	55.77	IDR 10,521,681.82
7.	Sep 2017	1,783 ▲ 3.12%	59.43	IDR 11,124,579.55



231%

Improvement recommendation



Usability problem:

Konten "More Information" baik email dan phone tidak bisa diklik. Hal ini akan menyulitkan user bila ingin menghubungi kontak tersebut. User harus mengingat dan mengetik ulang nomor dan email yang ada ke Hpnya baru menghubunginya.



Rekomendasi:

"More information" harus bisa diklik langsung ([klik to email](#) dan [klik to phone](#)) agar dapat memudahkan user menghubungi untuk mendapatkan bantuan.

Severity rating: 3

3. Soul of UX

Fitts' law

Fitts' law: for rapid, aimed movement, the time needed to reach a target is a function of:

- **Size** of the target
- **Distance** to the target



$$\text{Movement Time} = a + b \log (2D/W)$$

D = distance to target

W = target width

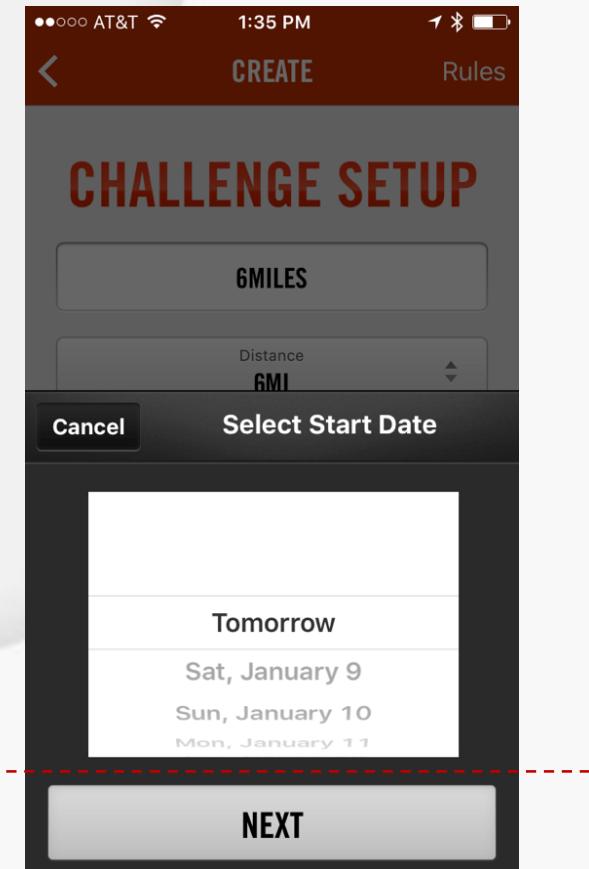
a, b = constants

Place them close to user's center of interest !!!

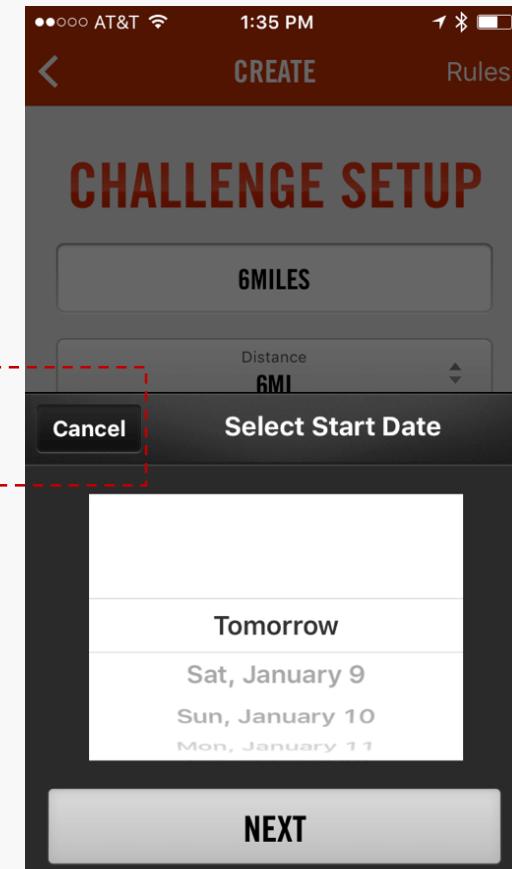
Ref: NNG

Fitts's Law

"Make clickable objects large & keep them close to the user's center of interest"



Next



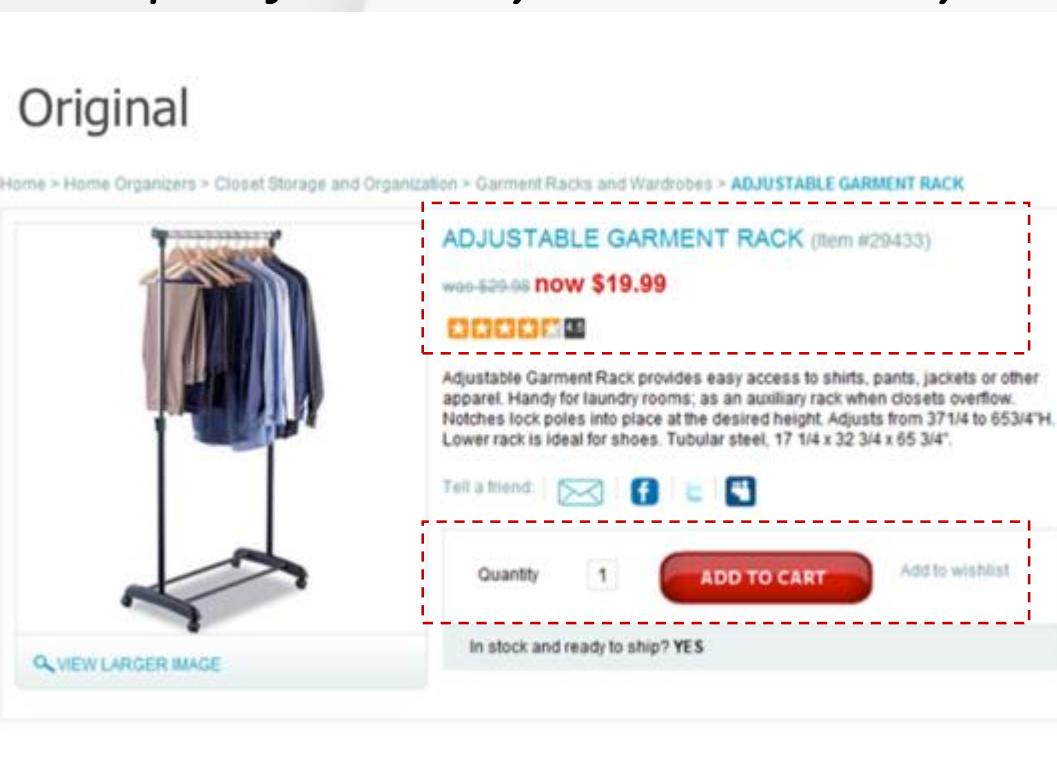
Cancel

Tombil "Next" dan
"Cancel
berjauhan.

Placing related items closer together increased conversion by 10%

Principle of Proximity – Gestalt Theory

Original



Home > Home Organizers > Closet Storage and Organization > Garment Racks and Wardrobes > ADJUSTABLE GARMENT RACK

ADJUSTABLE GARMENT RACK (Item #29433)

was \$29.99 now \$19.99

5 reviews

Adjustable Garment Rack provides easy access to shirts, pants, jackets or other apparel. Handy for laundry rooms; as an auxiliary rack when closets overflow. Notches lock poles into place at the desired height. Adjusts from 37 1/4 to 65 3/4". Lower rack is ideal for shoes. Tubular steel, 17 1/4 x 32 3/4 x 65 3/4".

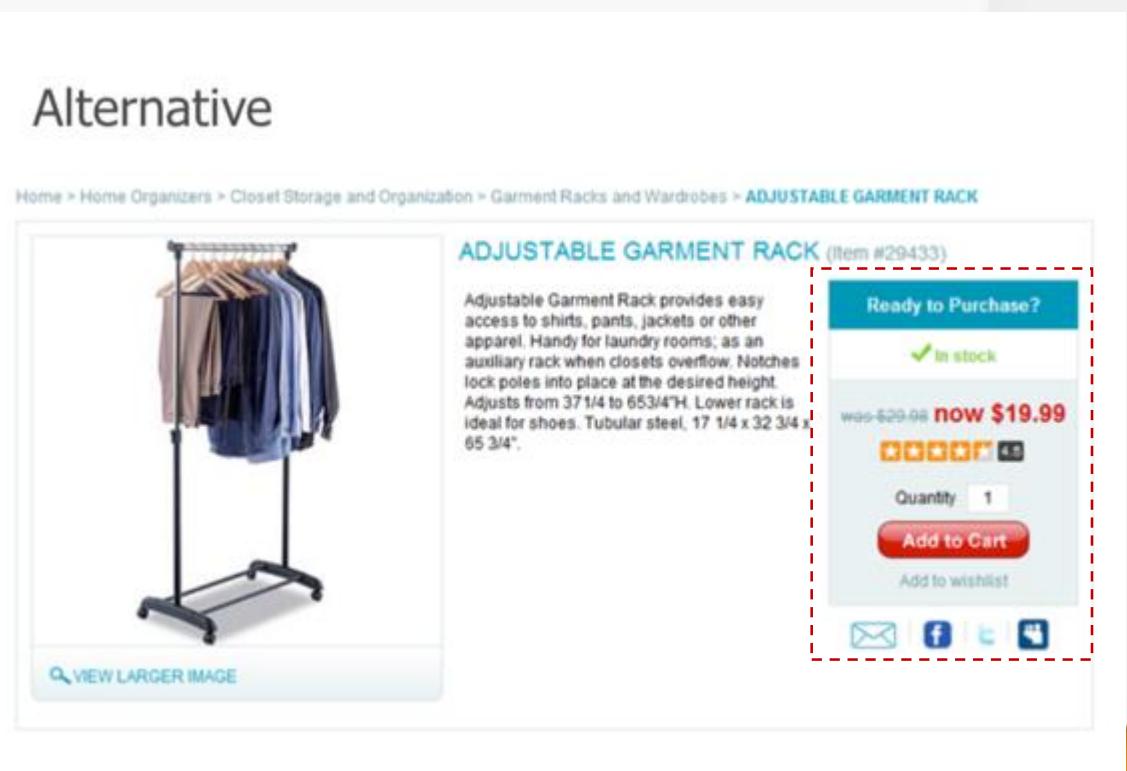
Tell a friend:    

Quantity **ADD TO CART** Add to wishlist

In stock and ready to ship? YES

[VIEW LARGER IMAGE](#)

Alternative



Home > Home Organizers > Closet Storage and Organization > Garment Racks and Wardrobes > ADJUSTABLE GARMENT RACK

ADJUSTABLE GARMENT RACK (Item #29433)

Ready to Purchase?

✓ In stock

was \$29.99 now \$19.99

5 reviews

Adjustable Garment Rack provides easy access to shirts, pants, jackets or other apparel. Handy for laundry rooms; as an auxiliary rack when closets overflow. Notches lock poles into place at the desired height. Adjusts from 37 1/4 to 65 3/4". Lower rack is ideal for shoes. Tubular steel, 17 1/4 x 32 3/4 x 65 3/4".

Quantity **Add to Cart** Add to wishlist

[VIEW LARGER IMAGE](#)

Visual Website Optimizer. (2011). *Ecommerce website? Bring price and add-to-cart button closer to increase sales.* Retrieved from: <http://visualwebsiteoptimizer.com/split-testing-blog/ecommerce-increase-sales/>

Quote:

“Good design when the user can predict the next page before clicking.”

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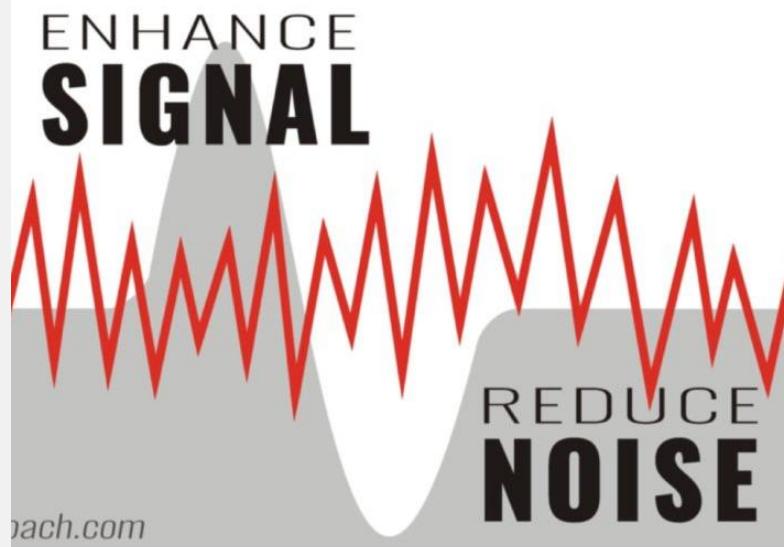




**It is not
about
color**

**...it is about
two way
communication**





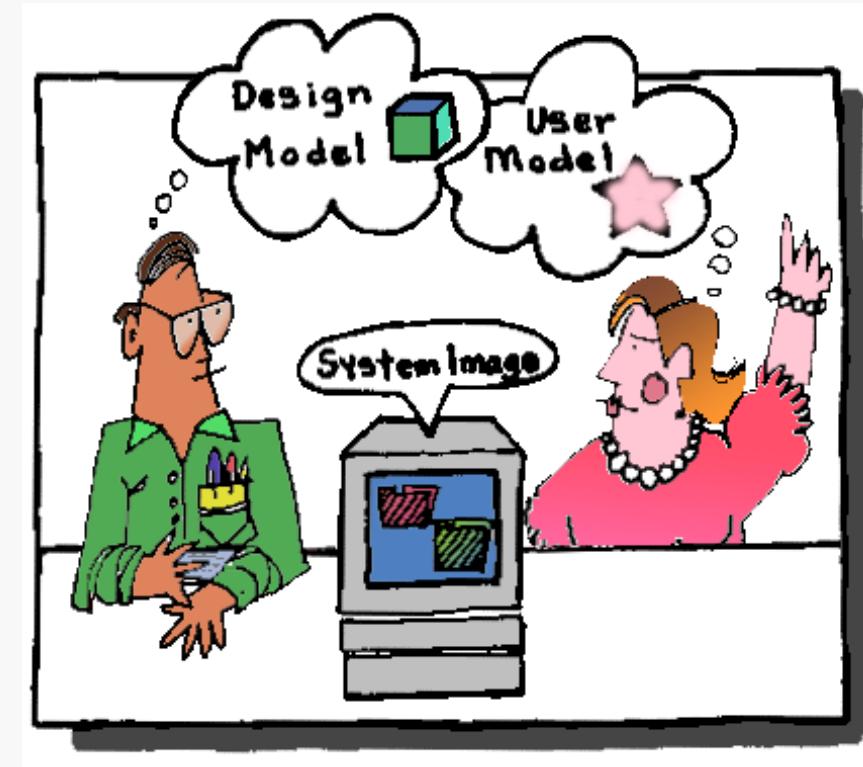
Remember Information & Communication Theory

Design Goal is:

Signal to noise ratio

Increase Signal, Decrease Noise

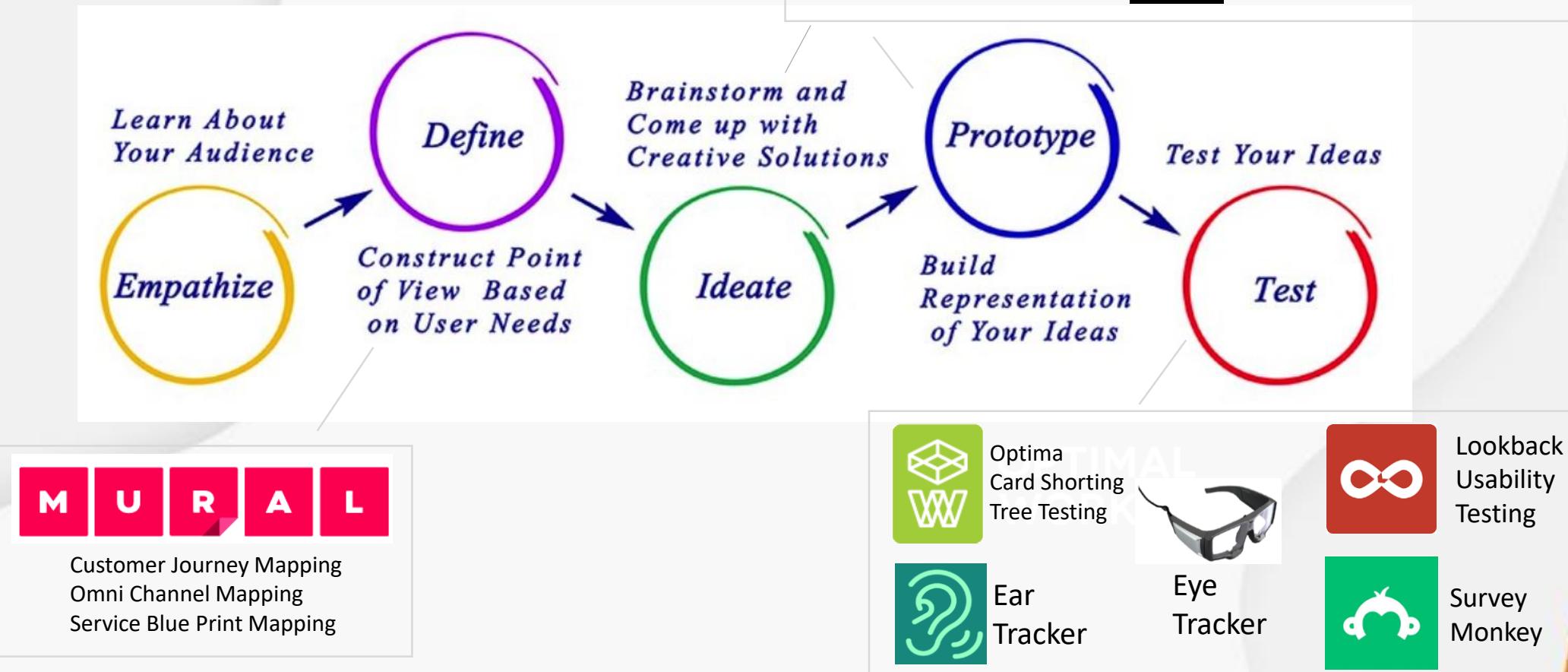
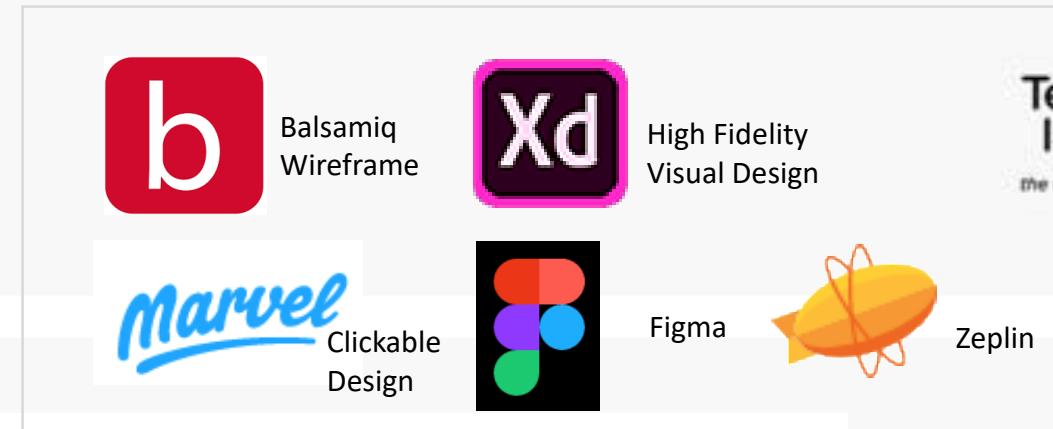
Norman's Conceptual Model



Human-to-human transfer of information is at the heart of all interaction design.

4. UX tools

UX Tools



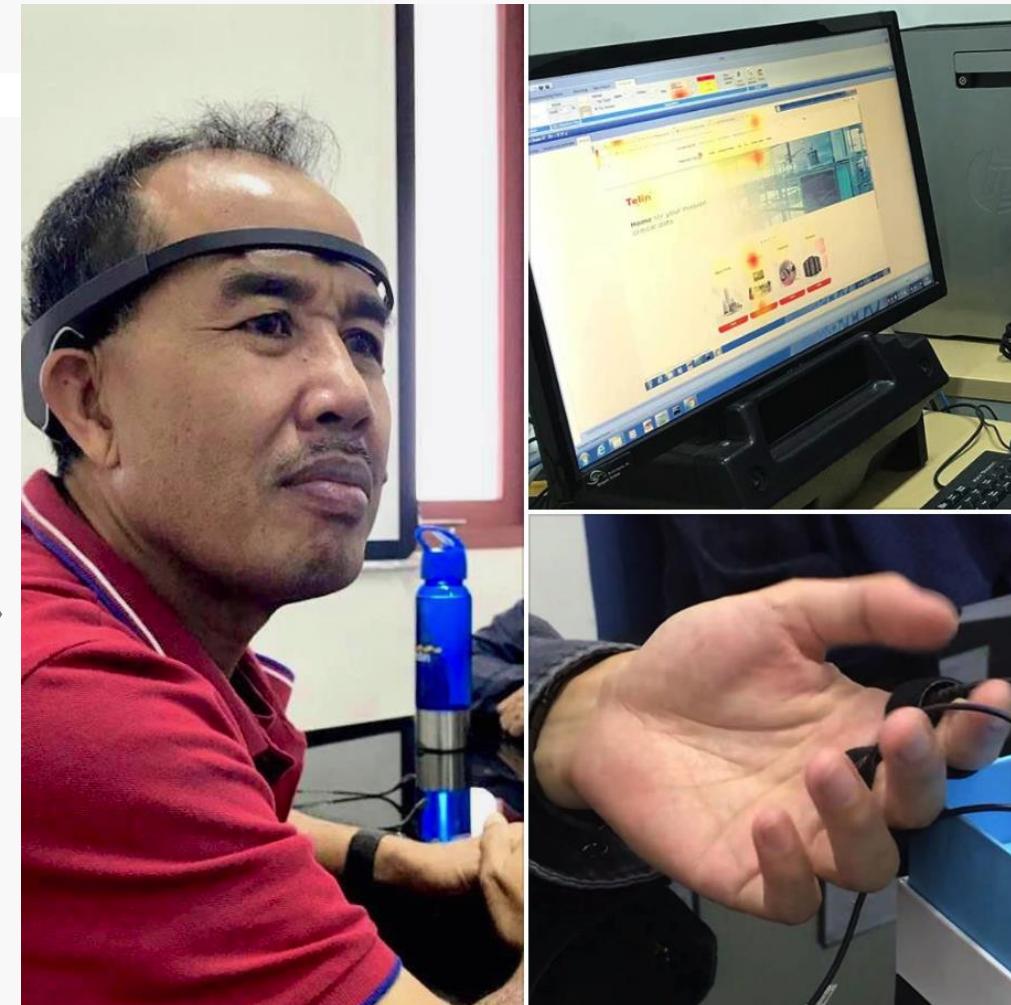
UX Specialty tools, team & Research



Eye tracker

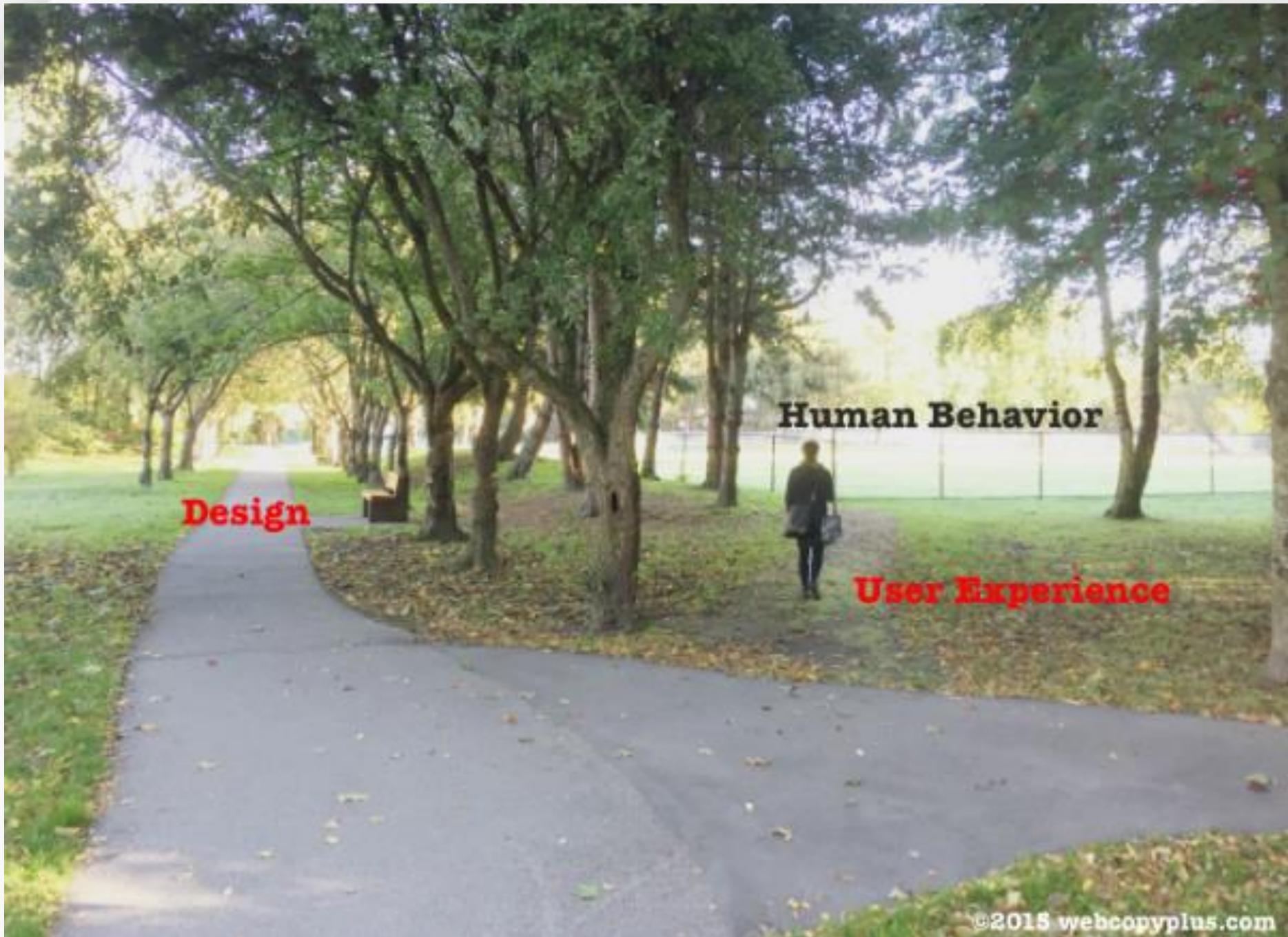
UX Specialty Tools & Team Research

Mendeteksi tingkat stres, beban cognitive dan kebahagiaan User ketika menggunakan produk.



Deteksi retina mata untuk mengamati tingkat perhatian User terhadap design visual produk.
Deteksi resistensi pada kulit untuk mengamati respon user.

...jangan membuat
“jalan yang salah”,
nanti mereka
membuat jalanya
sendiri!



UX Knowledge

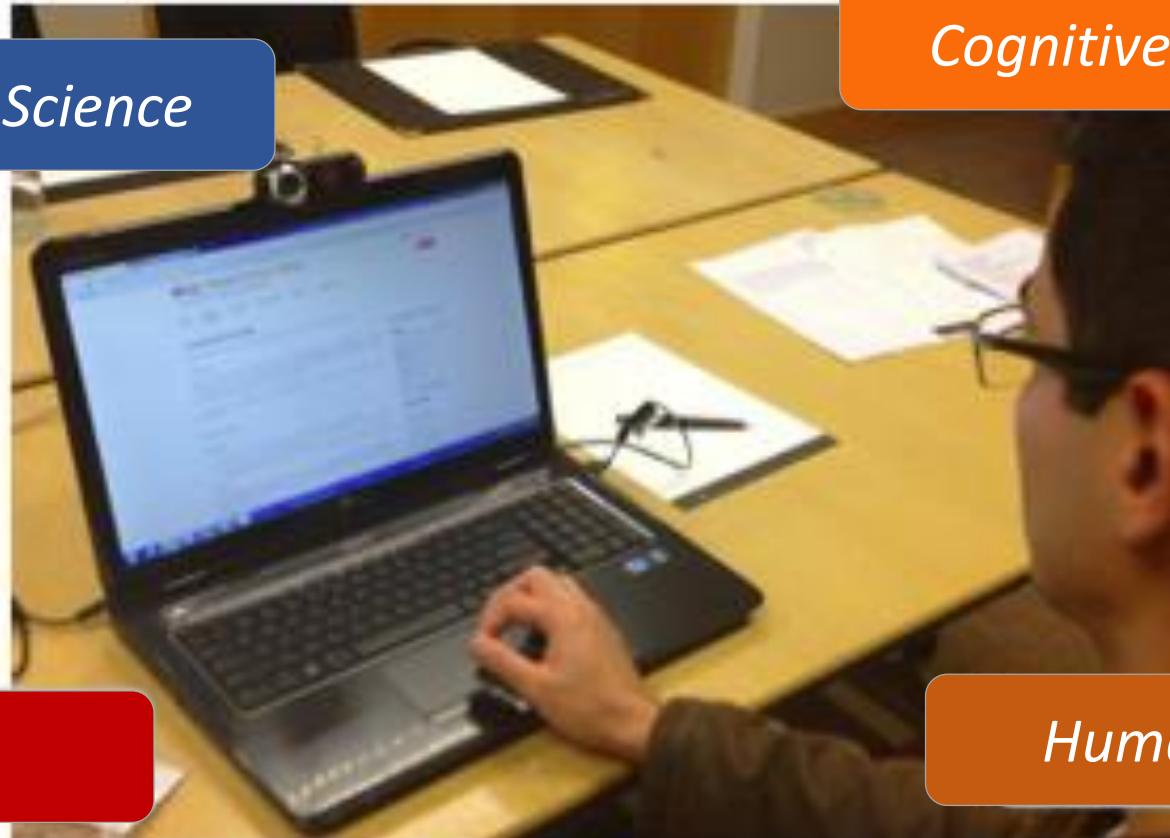
Agenda

1. Computer science
2. Cognitive science
3. Human factors
4. Sociology

1. Computer science

Scope UX knowledge

Computer Science



Cognitive Science

Mental process user:

- Think
- Perceive
- Remember
- Learn

Kemampuan dan keterbatasan manusia. Fokus desain memberikan kenyamanan pada manusia sesuai kemampuan dan keterbatasannya

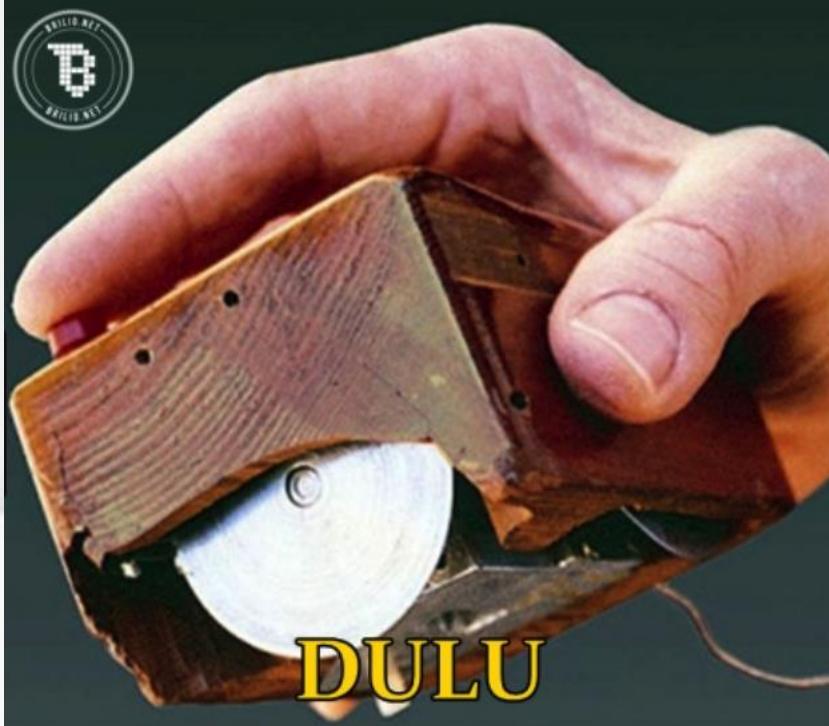
Sociology

Human Factors

Bottleneck theory & attenuation theory → “in-attentional blindness”

Computer science

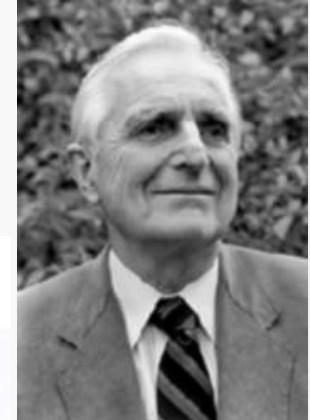
Computer Science



SEKARANG

Douglas Engelbart

*Pertama kali
memperkenalkan
mouse
komputer pada
tahun 1963*



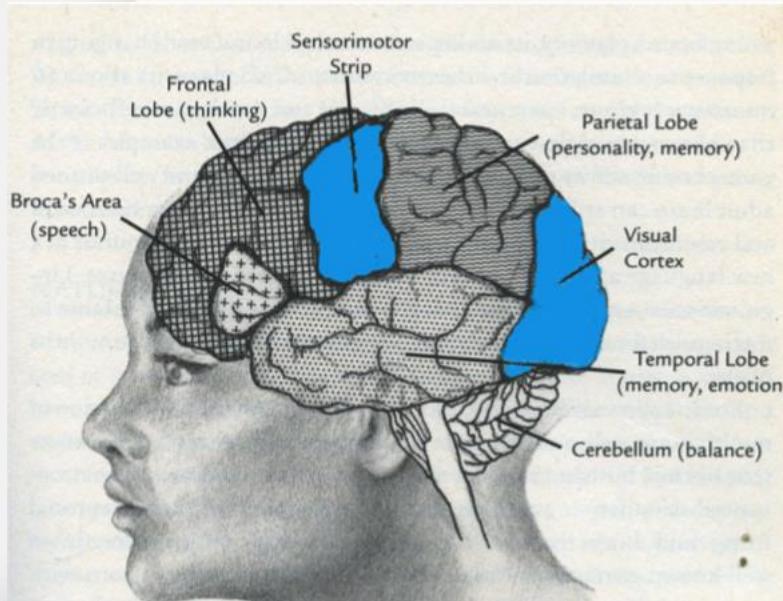
*“Teknologi
Memberikan
Kemudahan
Dalam penggunaan”*

!

2. Cognitive science

Cognitive science

Cognitive Science



Mental process user:

- Think
- Perceive
- Remember
- Learn

Bottleneck theory : Filter competing signals and process only one message at a time.

Attenuation theory: Process all information, but focus on what we're paying attention to and use the rest "as needed" (e.g., primed words).

Banner blindness



Over time, users have learned that banner ads usually don't help them reach their goals, so they often don't pay attention to them.

Cognitive bias: Framing

90% fat-free



10% fat



Cognitive bias: Framing

Positive: 90% fat-free



Negative: 10% fat



Persuasive Design

Availability

"Conditions" to see more details about booking your stay. Best Price Guaranteed

Accommodation Type	Max. +	Price for 2 nights	Conditions	Quantity	Reservation
► Modern Suite with One Bedroom  710 ft ²  Flat-screen TV  Air Conditioning  Bath  Private bathroom  Free WiFi See photos  Bed: 1 extra-large double		\$\\$ 570  \$\\$ 548 <small>Included: 10 % VAT</small>	<ul style="list-style-type: none"> • FREE cancellation before 9 Feb 2016 • PAY LATER - no deposit needed 	<input data-bbox="1267 482 1344 511" type="button" value="0"/> <small>Last chance! In high demand - only 1 room left!</small>	<input data-bbox="1318 511 1446 554" type="button" value="Reserve"/> <small>There are 5 people looking at this apartotel.</small>
► Deluxe One-Bedroom Suite  560 ft ²  Air Conditioning  Private bathroom  Flat-screen TV  Dishwasher  Free WiFi See photos  Bed: 1 extra-large double		\$\\$ 589 <small>Included: 10 % VAT</small>	<ul style="list-style-type: none"> • FREE cancellation before 9 Feb 2016 • PAY LATER - no deposit needed 	<input data-bbox="1267 813 1344 842" type="button" value="0"/> <small>Last chance! We have 1 room left!</small>	<small>people looking at this apartotel.</small>
► Modern Suite with Two Bedrooms  1098 ft ²  Flat-screen TV  Air Conditioning  Bath  Private bathroom  Free WiFi See photos  Beds: 2 extra-large doubles		\$\\$ 1,611  \$\\$ 1,014 <small>Save 38%</small> <small>Included: 10 % VAT</small>	<ul style="list-style-type: none"> • FREE cancellation before 9 Feb 2016 • PAY LATER - no deposit needed 	<input data-bbox="1267 1051 1344 1080" type="button" value="0"/> <small>Last chance! We have 1 room left!</small>	
TODAY 38% OFF 					

Persuasive design is an area of design practice that focuses on influencing human behavior through a product's or service's characteristics.

<https://www.interaction-design.org>

3. Human factor

Human factors

- Examines human capabilities and limitations.
- Focuses on designing systems that work well with the human body and its cognitive ability.
- UX based on age.



Kemampuan dan keterbatasan manusia. Fokus desain memberikan kenyamanan pada sesuai kemampuan dan keterbatasannya

Human Factors



Children on the web

"130 guideline for ages 3-12 years"

“Hindari scroll, umur <6 tahun sulit melakukan scroll, item klikcable terlihat jelas klicable, style setiap halaman sama, menghindari penggunaan drag, double click dan right click.”



Teenagers on the web

"111 guideline for ages 13-17 years"

"Sediakan spelling error karena mereka lebih sering melakukan kesalahan spelling daripada yang dewasa"



Senior citizens

"106 guideline for ages 65 and older"

**"Hindari rotasi gambar pada hero space,
hindari scroll (senior kurang tangkas dalam hal ini) dan
menyediakan button untuk memperbesar huruf."**

4. Sociology



Focal object

Asians and Americans **focus on different elements of the scene**:

- Asians: background
- Americans: focal object

Change blindness:

- Americans detect change in the focal object faster than in the background
- Asians: equal

eCommerce:

- UK **lebih sabar** menunggu loading,
- USA **nge-dumal nge-refresh** dan menunggu loading,
- Hongkong **nge-refresh, buka tab baru, ngedumal** dan **mengunjungi website lain** sambil menunggu loading.

UX Process

Agenda

1. UX research
2. UX design
3. UX testing
4. UX build

UX process best practice

UX Research

- Persona Formulation*
- Design thinking*
- Competitor review (heuristic evaluation)*



UX Build/Evaluation

- Build*
- Analytic*

UX Design

- Architecture*
- Navigation*
- Card sorting*
- Tree testing*

UX Testing

- Guerrilla testing*
- Usability testing*
- A/B testing*

1. UX research

UX Research

- 1. Persona Formulation***
- 2. Design thinking***
- 3. Competitor review
(heuristic evaluation)***

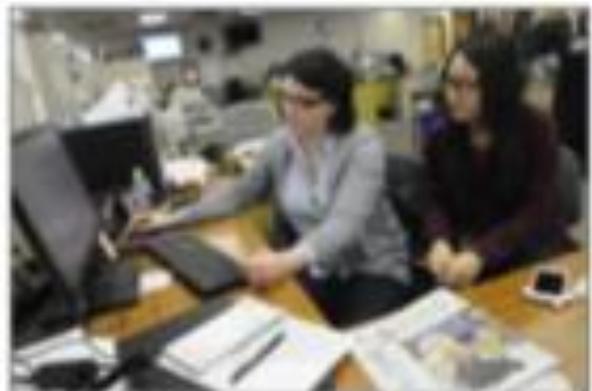


Persona

motivation, goal, need, pain point, behavior

Building Persona

- ① Get data



Interview

- ② Find patterns in the data



Get pattern

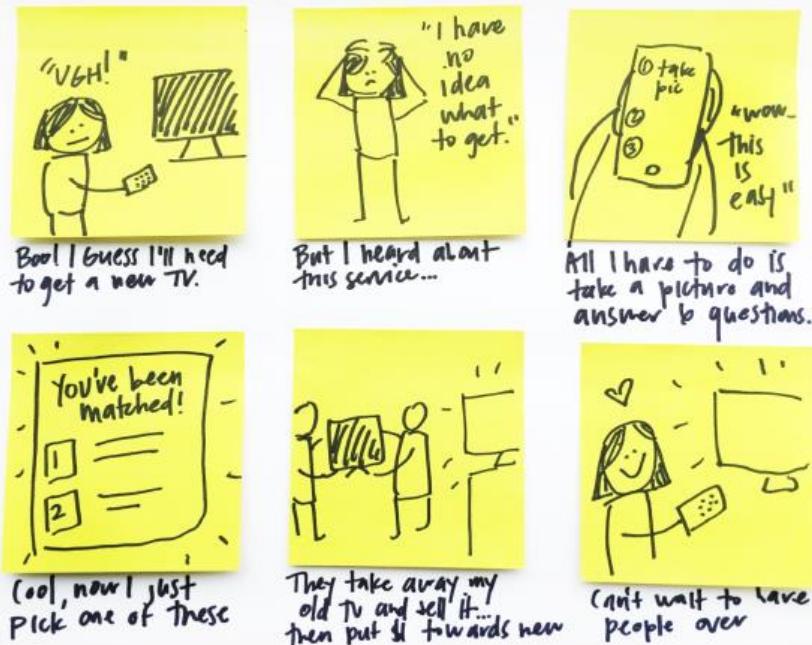
- ③ Create personas based on unique patterns



Story telling

Design thinking?

- Research based – persona, diary study – find real problem
- Visual sense making – sketching and story telling
- Rapid prototype – iterate

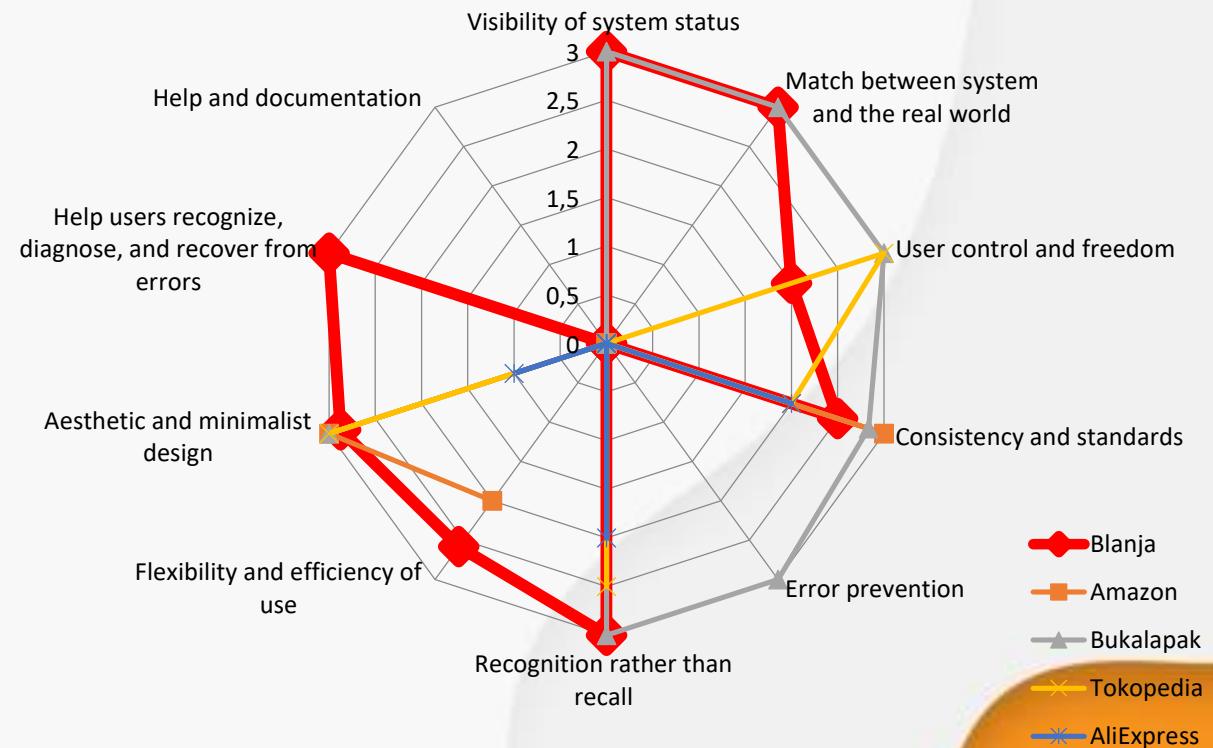


Competitor review

10 general principles for interaction design

-  Visibility of system status
-  Match between system and the real world
-  User control and freedom
-  Consistency and standards
-  Error prevention
-  Recognition rather than recall
-  Flexibility and efficiency of use
-  Aesthetic and minimalist design
-  Helps users recognise, diagnose, and recover from errors
-  Help and documentation

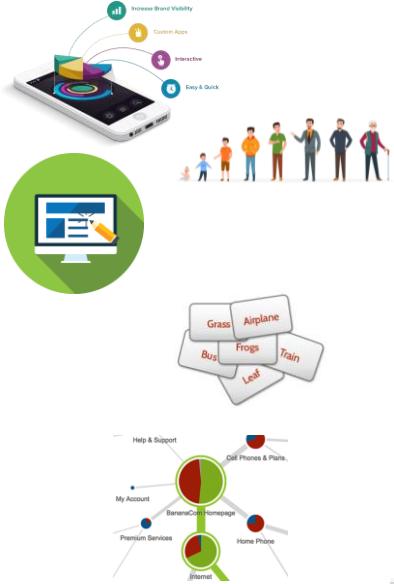
Jacob Nielsen: The Guru of Web Page Usability (New York Times)



2. UX design

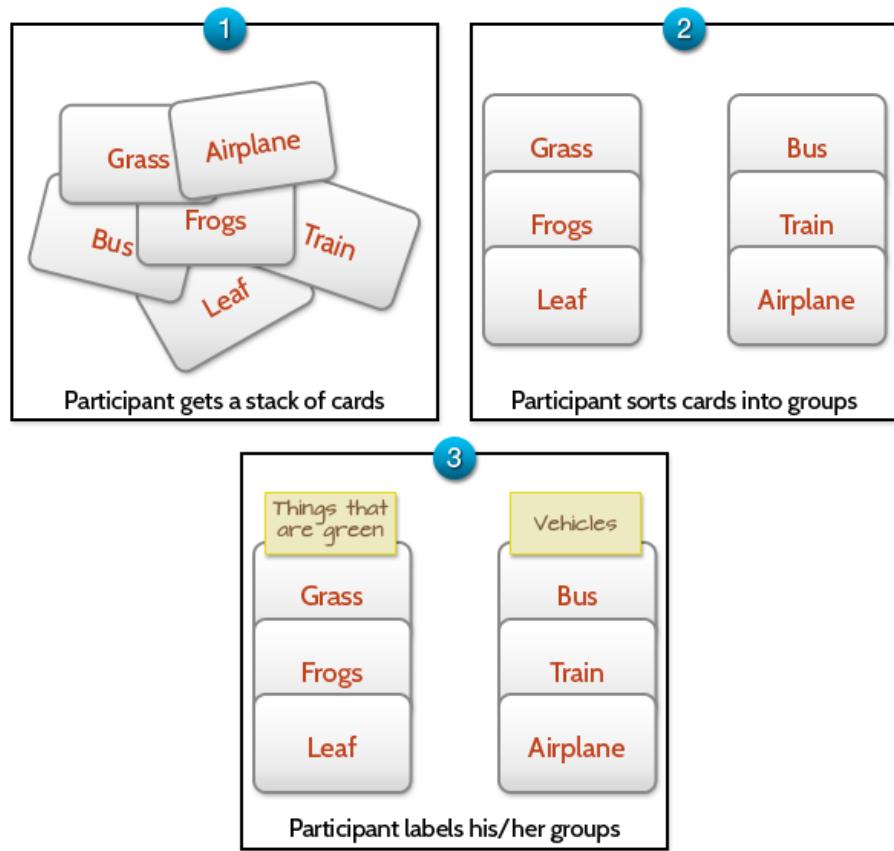
UX Design

- 1. Architecture**
- 2. Navigation**
- 3. Card sorting**
- 4. Tree testing**

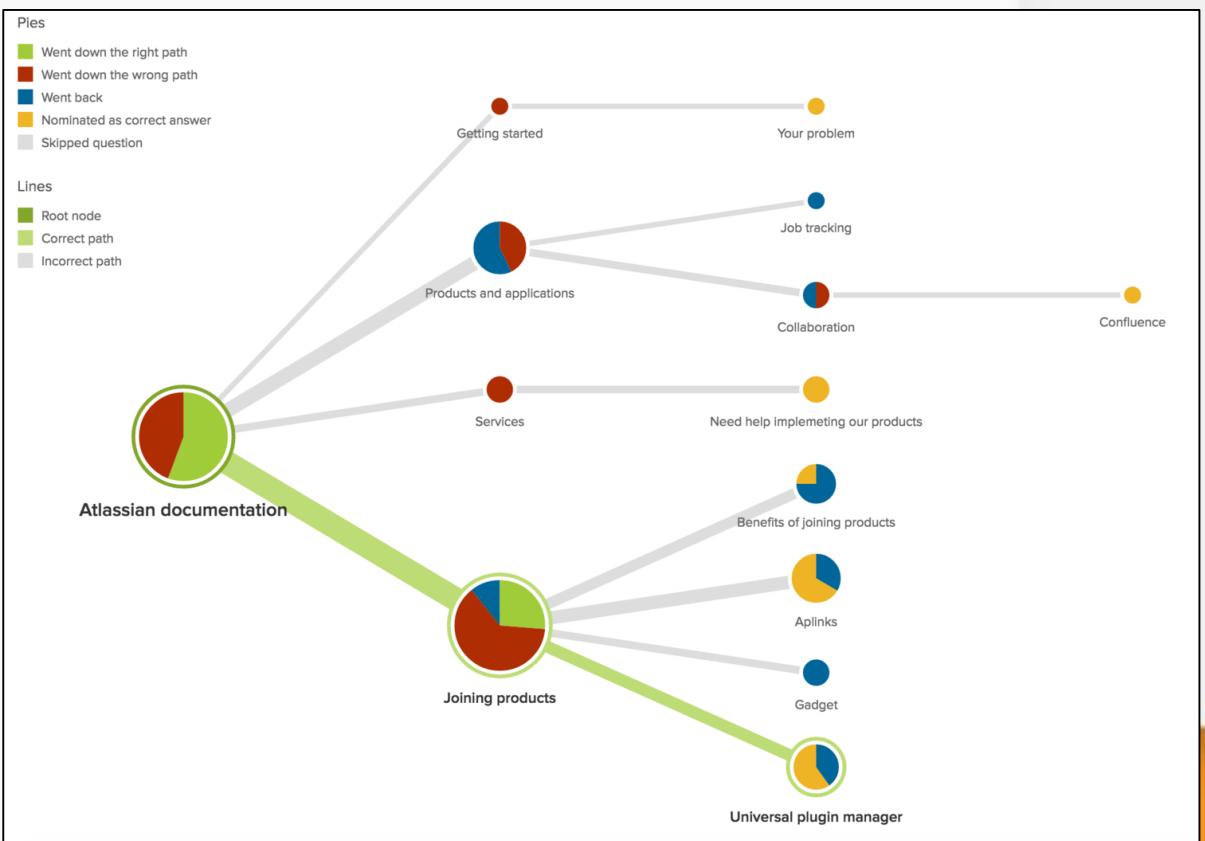


Card sorting & tree testing

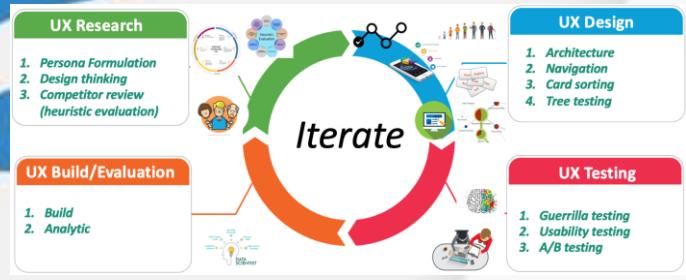
Card sort



Tree test

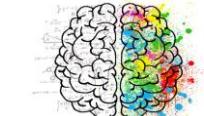


2. UX testing



UX Testing

1. ***Guerrilla testing***
2. ***Usability testing***
3. ***A/B testing***



Usability testing

Usability testing is a technique used in user-centered interaction design to evaluate a product by testing it on users.

Measure usability:

1. Learnability: how fast can new users understand it?
2. Efficiency of Use: how fast can users accomplish tasks?
3. Memorability: can people use it without having to re-learn it?
4. Errors: where and why do people encounter problems?
5. Subjective Satisfaction (through questionnaire): How much do users like using the interface?



Usability Test is a technique used in user-centered interaction design to evaluate a product by testing it on users

It gives direct input on how real users use the system

2. UX build

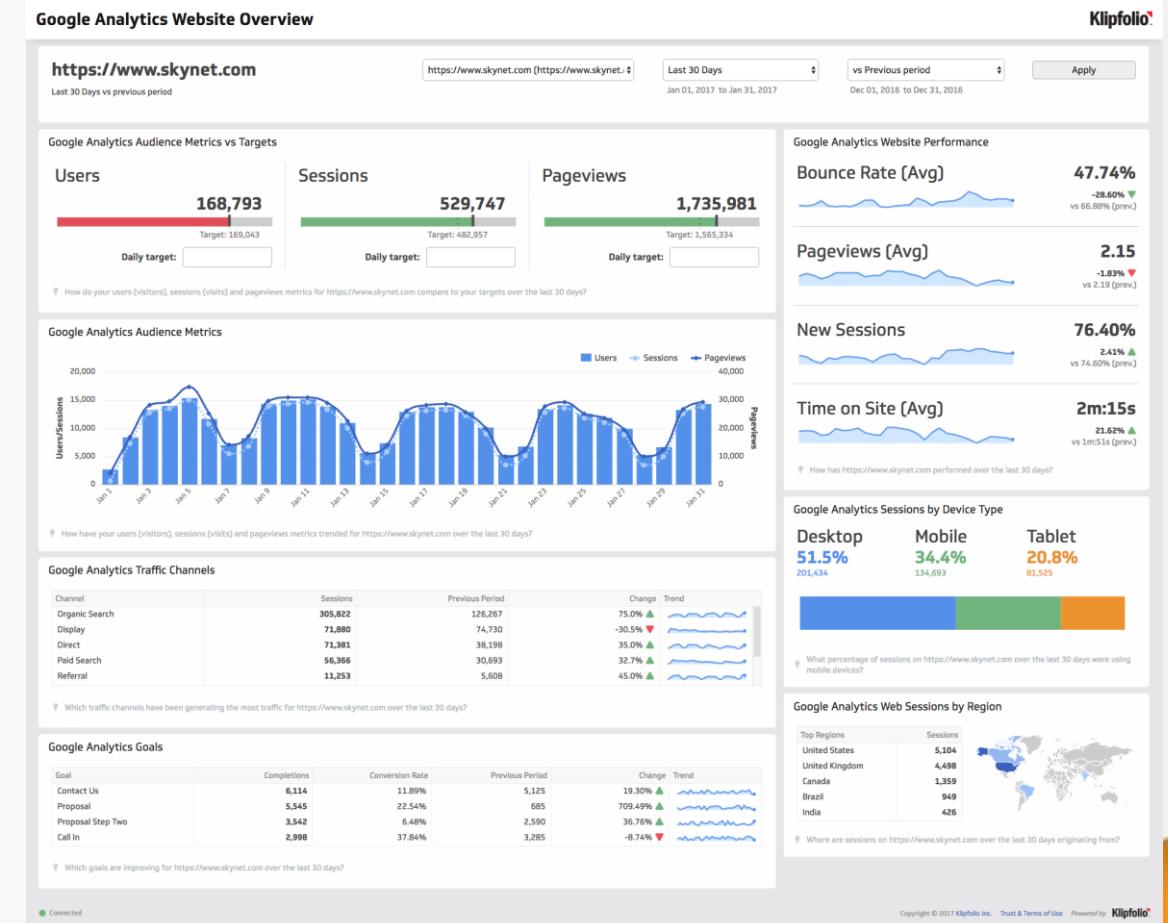
UX Build/Evaluation

- 1. *Build***
- 2. *Analytic***



Analytics

- Analytics provides behavioural data that shows what your customers actually do.
- Analytics can establish baseline and ongoing measurement of key UX performance indicators.



UX Research

- Persona Formulation*
- Design thinking*
- Competitor review (heuristic evaluation)*



UX Build/Evaluation

- Build*
- Analytic*

UX Design

- Architecture*
- Navigation*
- Card sorting*
- Tree testing*

UX Testing

- Guerrilla testing*
- Usability testing*
- A/B testing*

Quote about UX



“One single test subject more effective than a room full of people, at >1000/hr debating.”

Bruce Tognazinni
“The User Interface Guru (Wired).”



“At any stage is the right time to test, but the initial stage will be cheaper.”

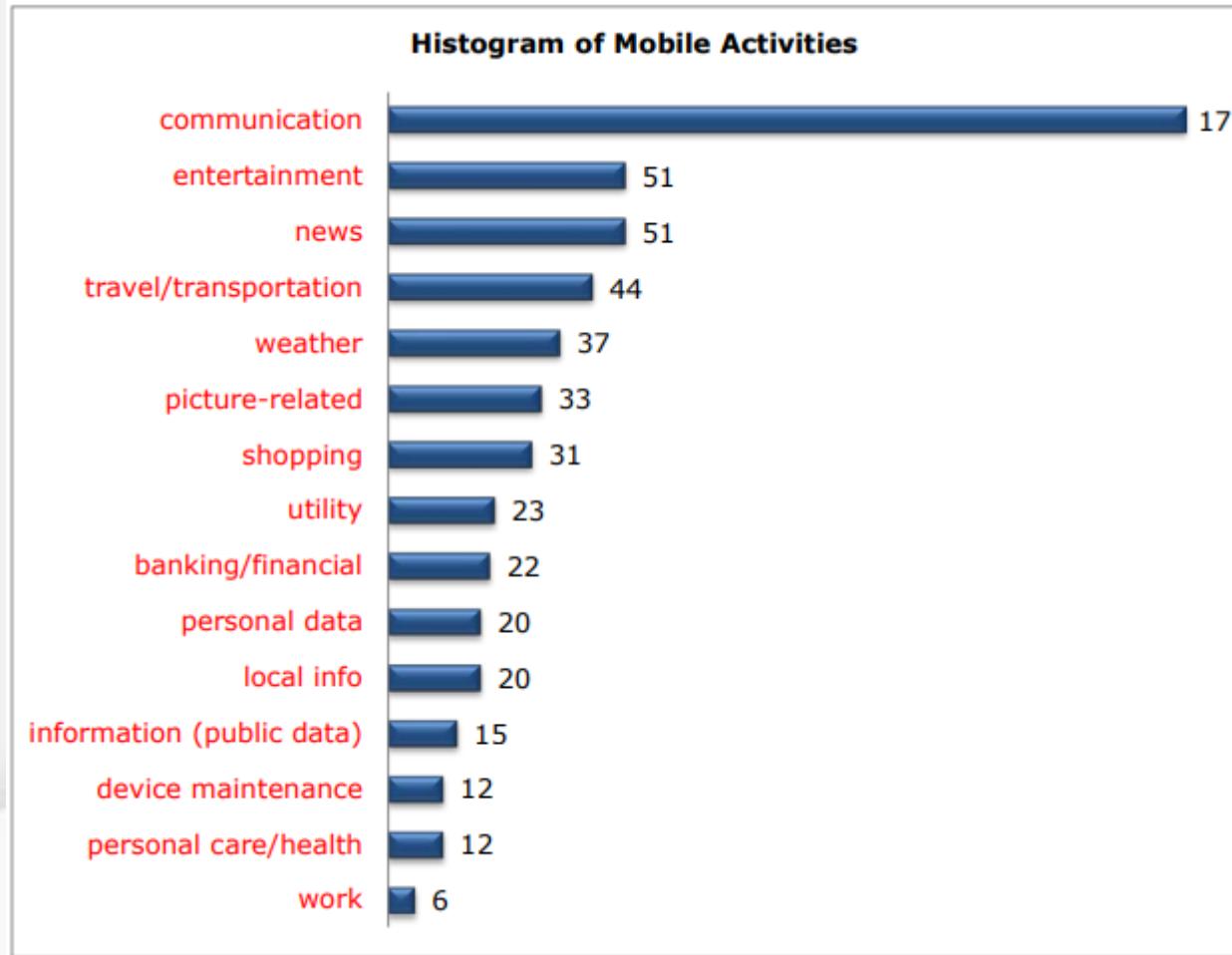
Bengris UX Master Certified
“The first Indonesian UX Master Certified From NNG”



Mobile UX Characteristic

“Mobile limitation & strength”

Mobile activities



Berikut beberapa aktivitas user pada mobile,

Kita akan focus ke 4 aktivitas utama yang paling sering dilakukan pengguna

Mobile characteristic – killing time



Task yang membutuhkan privasi - **aktivitasnya private**

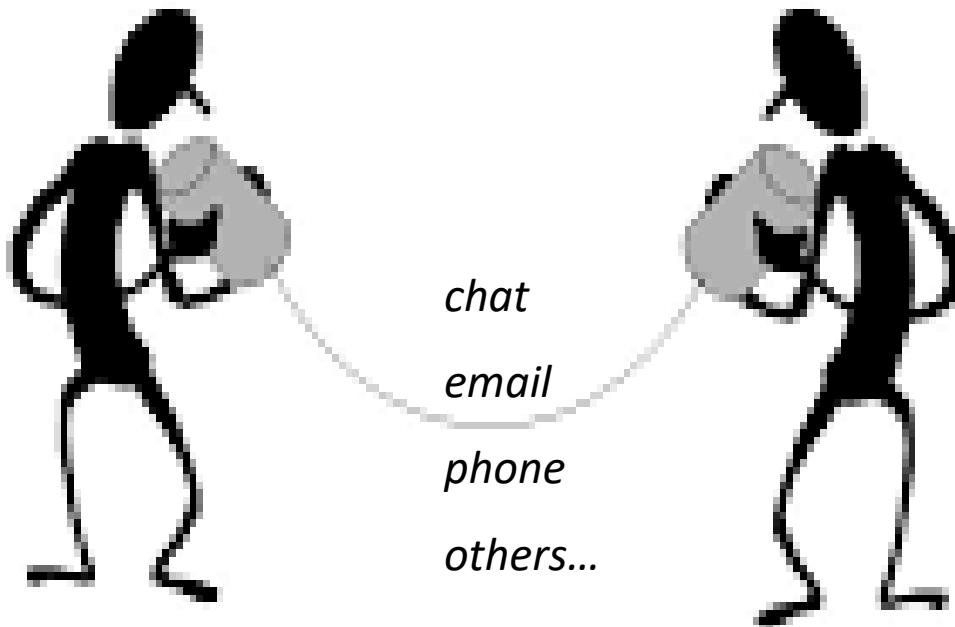
Mengisi waktu saat menunggu:

- Menunggu di airport
- Menunggu di stasiun kereta api
- Menunggu pacar belanja di mall

Ada perubahan perilaku bahwa dulu saat menunggu mencari kawan ngobrol Sekarang menunggu buka HP, bahkan Ketika ada kawan juga tetap buka HP.

Ini peluang buat aplikasi mobile untuk memberikan berbagai solusi pada versi mobile.

Mobile characteristic – communicating with other

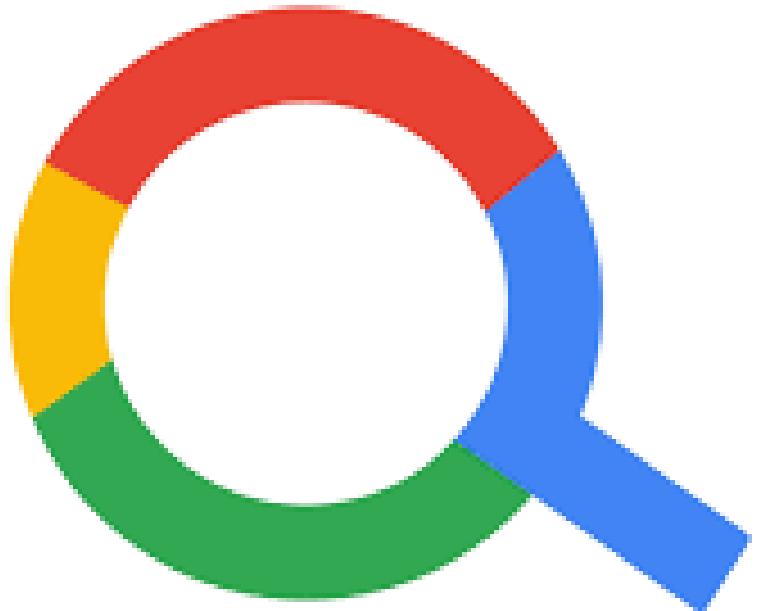


Berkomunikasi dengan berbagai cara seperti:

- Melakukan *chat* di group sosmed
- Update status di sosmed
- Kirim email
- Koordinasi melalui collaboration tools

Ini peluang bagi berbagai aplikasi untuk didorong pengembanganya pada platform mobile karena sudah hampir semua aktivitas digital harus bisa dilakukan dimobile. Klo dulu ngirim email selalu di desktop.

Mobile characteristic – searching for specific information



- *Aktivitas mencari menjadi sering dilakukan dengan adanya mesin pencari, bahkan saat ini lebih susah menemukan pertanyaan daripada jawaban.*
- *Tidak ada lagi hal yang tidak bisa ditanyakan melalui mesin pencari, bahkan hanya sekedar memastikan cara penulisan sebuah kata, pergi ke mesin pencari.*
- *Berikut ini informasi yang sering dicari antara lain:*
 - *Rapidly changing content - contohnya skor olahraga, traffic info, jadwal film.*
 - *Event-related content - acara event, seminar.*
 - *Emergency information - konten terkait situasi emergency.*
 - *Information contact businesses - kapan toko ini buka, telepon nya, alamatnya.*
- *Konten kita di SEO penting agar bisa ditemukan oleh pengguna. Nama aplikasi harus dengan key word yang sering dicari pengguna.*

Mobile characteristic – transaction



*Task that have a deadline - **deadline pembayaran***

- *Proses melakukan transaksi saat ini sudah sangat mudah dibandingkan dengan sebelumnya, dimana orang lebih merasa nyaman dengan desktop ketika melakukan transaksi.*
- *Saat ini dengan HP proses transaksi sudah mudah, misalnya melakukan reservasi tiket kereta api, hotel, beli produk di e-commerce serta melakukan pembayaran via mobile banking.*
- *Ini peluang besar sehingga pengguna yang download aplikasi mobile didorong untuk meningkatkan produktivitas pengguna terhadap aplikasi karena meningkatkan peluang untuk digunakan.*

Mobile limitation – small screen

Small screen – smaller than desktop – less content



- *Keterbatasan ruang pada mobile harus disiasati agar pengguna tetap nyaman ketika melihat konten.*
- *Jangan terlalu banyak konten pada halaman mobile agar pengguna bisa nyaman membaca konten yang ada.*
Berbeda dengan desktop dimana ruang yang tersedia luas sehingga bisa menempatkan konten lebih banyak.

Mobile limitation - portable

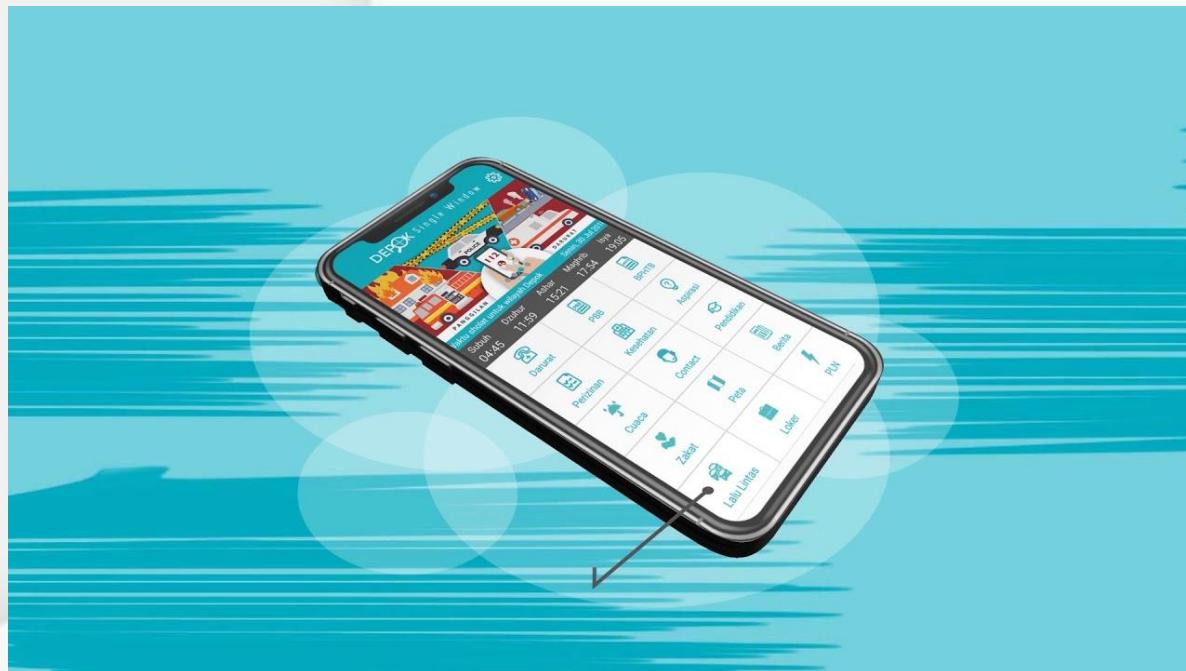
Portable – interruptible 72sec vs 150 sec for desktop



Karena HP selalu dibawa kemana-mana, tidak ada lagi tempat yang “tabu” buat hp sehingga kemungkinan akan sering terganggu. Lagi ngobrol sambil buka HP, sambil rapat juga buka HP. Sehingga waktu satu sesi pengguna lebih pendek dibandingkan dengan desktop, hanya 72 detik disbanding desktop 150 detik. Sehingga sebuah konten harus langsung focus ke goal.

Mobile limitation – single windows

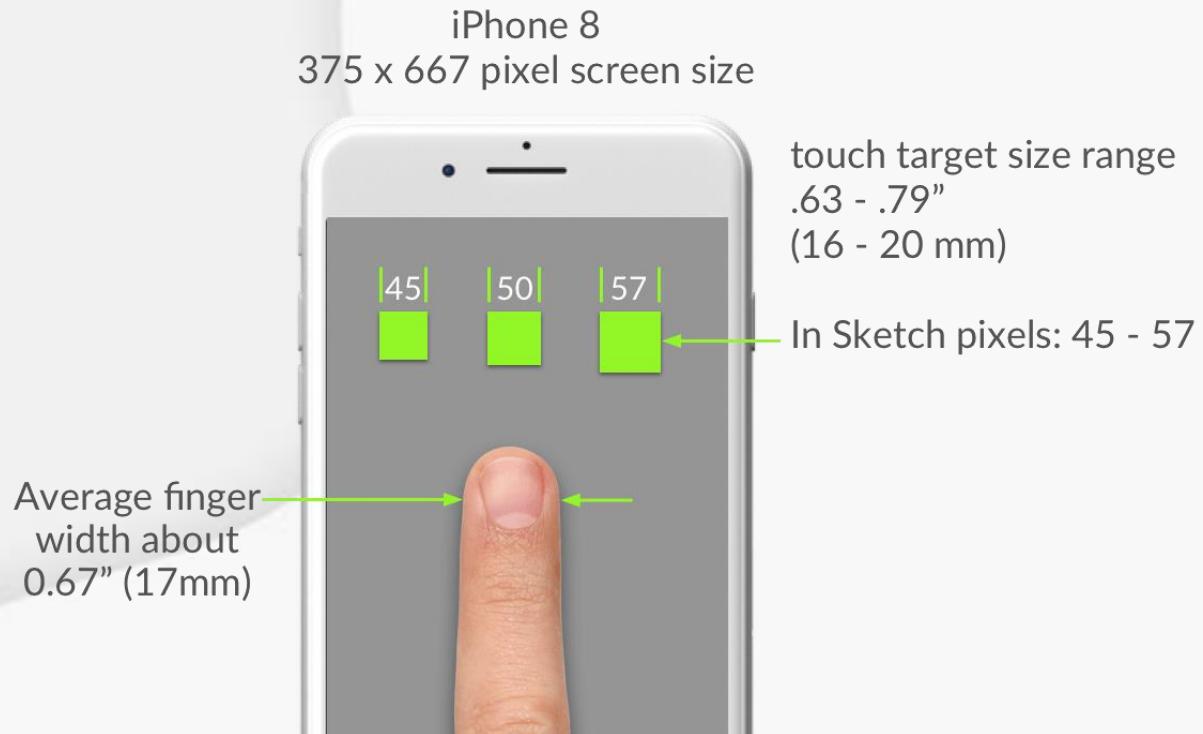
Single windows – self sufficient



HP hanya bisa membuka satu windows pada satu waktu, berbeda dengan desktop yang bisa membuka beberapa windows pada waktu yang bersamaan. Sehingga desain konten pada mobile harus diatur journey map (halaman-per-halaman) sampai ke goal user.

Mobile limitation – touch screen

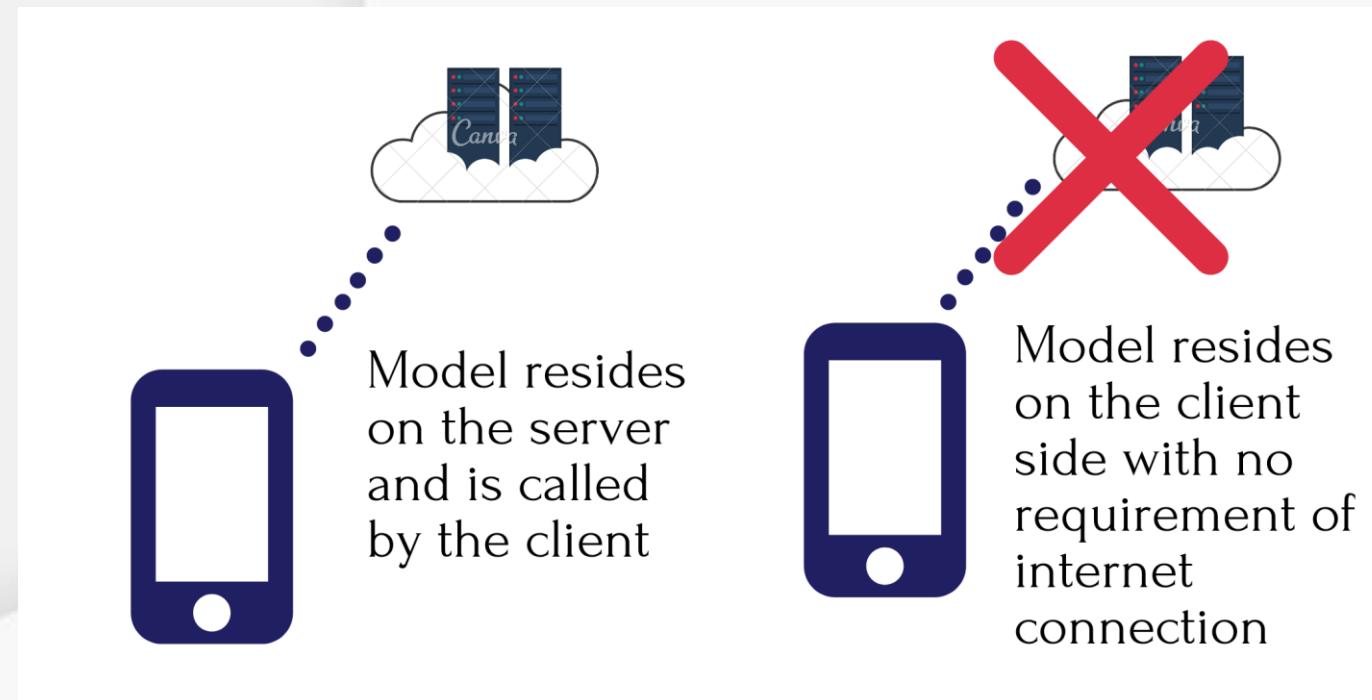
Touch screen – easy to accidentally touch the wrong target



Dengan touch screen ada kemungkinan orang salah sentuh object yang tidak diinginkan. Harus dirancang target object dengan ukuran yang cukup untuk mudah disentuh.

Mobile limitation – variable connectivity

Variable connectivity – minimize the step, the number of page loads



Harus disiasasi bagaimana sebuah konten tetap bisa dinikmati pada saat network dengan kecepatan rendah. Misalnya sebuah proses loading transaksi harus diinformasikan, jangan terlihat seperti sedang "hang" sehingga pengguna bisa membatalkan proses transaksi.

Mobile strength – integration with mobile features

GPS, camera, accelerometer, voice, and other phone feature - reduce user effort and increase comfort



Sebuah aplikasi pada mobile mudah diintegrasikan dengan fitur2 yang ada pada handphone sehingga dapat memberikan kenyamanan pada penggunanya seperti mencari arah ke lokasi tujuan dengan adanya GPS, update foto status pada sosmed dengan adanya lokasi dari photo.

Location information – user menggunakan location based service

Kesimpulanya

1. Baik karakteristik dan kelebihan dan keterbatasan dari mobile harus menjadi pertimbangan dalam mendesain sebuah aplikasi didalamnya.
2. Semuanya hal tersebut harus diharmonisasi sehingga bisa memberikan kemudahan dan kenyamanan kepada user.
3. Bagaimana mengharmonisasinya, terdapat 336 guideline untuk design aplikasi pada mobile, dan pada part 2 kita akan bahas satu aspek yaitu terkait dengan navigasi.



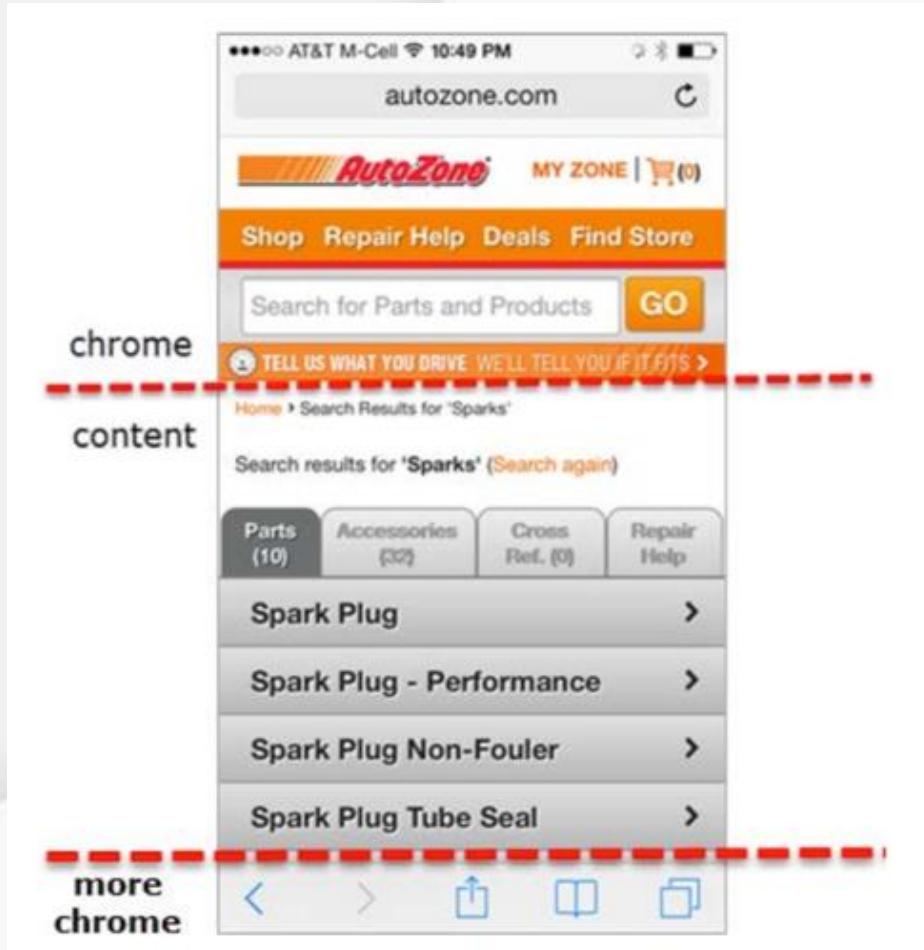
Mobile UX Design Guideline

“How to design the best user experience in mobile”

Part 1

“Architecture & navigation – making navigation accessible”

Chrome ratio



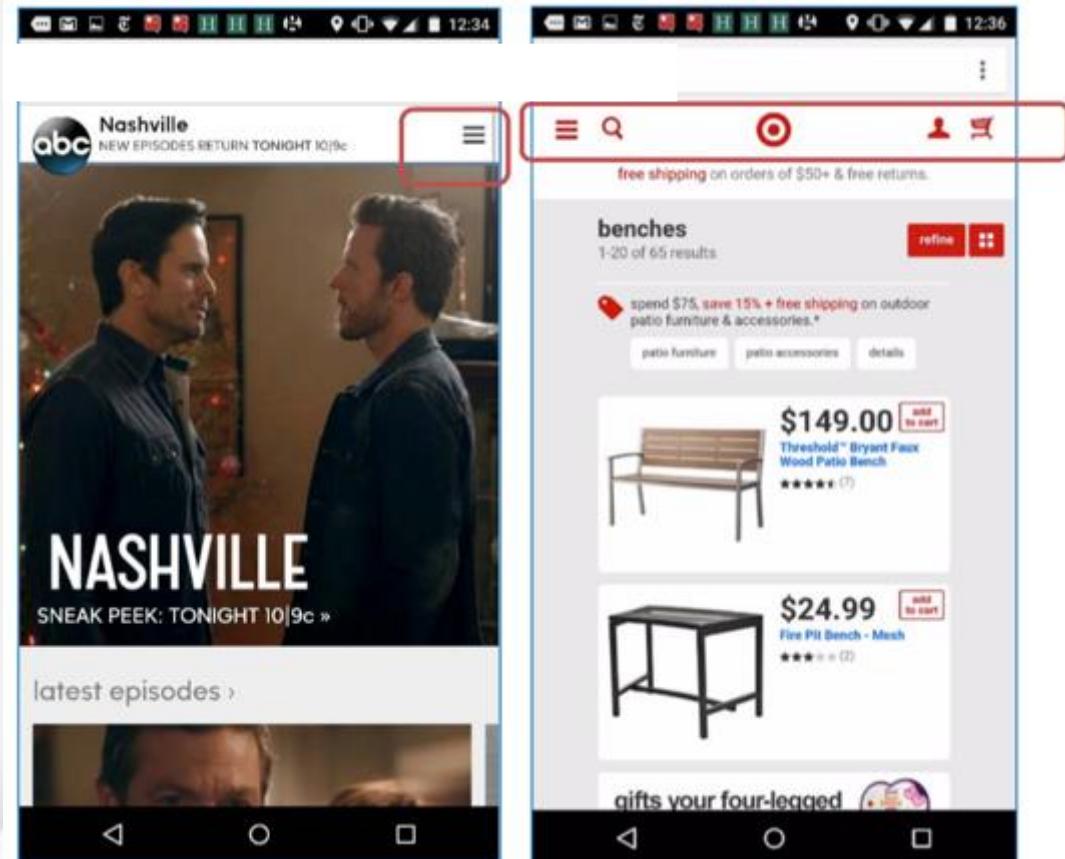
Chrome adalah navigasi

Navigasi tidak boleh terlalu banyak, tapi harus bisa memandu user memudahkan menemukan fitur atau konten yang diinginkan.

Pada aplikasi disebelah kiri terdapat 4 navigasi utama seperti *Shop*, *Repair Help*, *Deals*, and *Find Store*, dan juga beberapa chrome lainnya seperti logo, shopping cart, *My Zone* link, search box **menduduki area yang cukup banyak**.



Homepage as navigation hub

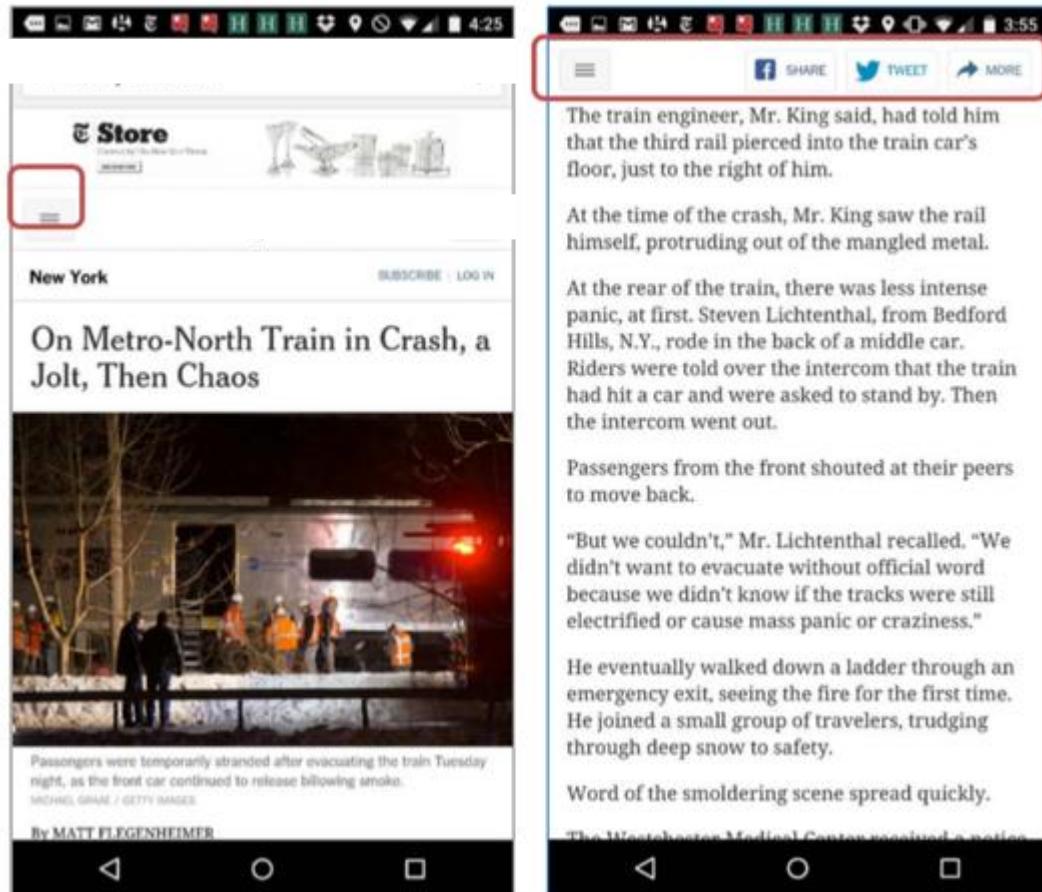


Ketika pengguna masuk ke aplikasi Anda dari search, bisa saja langsung ke bagian tertentu di aplikasi. Perlu ada navigasi untuk memandu pengguna pergi ke bagian lain. Untuk ini perlu ada navigasi pada setiap halaman aplikasi.

Pada aplikasi disebelah kiri **memiliki menu hamburger disetiap halaman**. Juga terdapat navigation bar seperti search tool, dan navigasi lainnya.



Persistent or floating navigation at the top



- Ketika konten sangat panjang membuat user akan sering maju dan mundur, hal ini membuat user bosan.
- Untuk itu diatasi dengan membuat navigasi muncul setiap saat dan juga mudah diakses ketika dibutuhkan.

Pada aplikasi disebelah kiri menggunakan **fixed positioning di atas halaman untuk main-navigation menu** dan sharing sosmed.



Case:



[Read: The Islamic State was dumped by al-Qaeda a year ago. Look where it is now.]

The second official said there has been no other change to Arab government participation since the Jordanian pilot was captured. "The Jordanians are infuriated by what happened to their pilot, and they're going to do something about it," the official said.

Elias Farhat, a retired Lebanese army general, said in Beirut that the killing would be more likely to rally Arab states behind the campaign against the Islamic State than to deter them.

"This is a challenge for them, and if they pull out, they will be seen as weak and having lost to ISIS," he said. "We're probably going to see an intensification of fighting against ISIS by the coalition because of this killing."

It could also potentially tilt public opinion, he said

CONTROL YOUR COUGH Robitussin'



[Read: The Islamic State was dumped by al-Qaeda a year ago. Look where it is now.]

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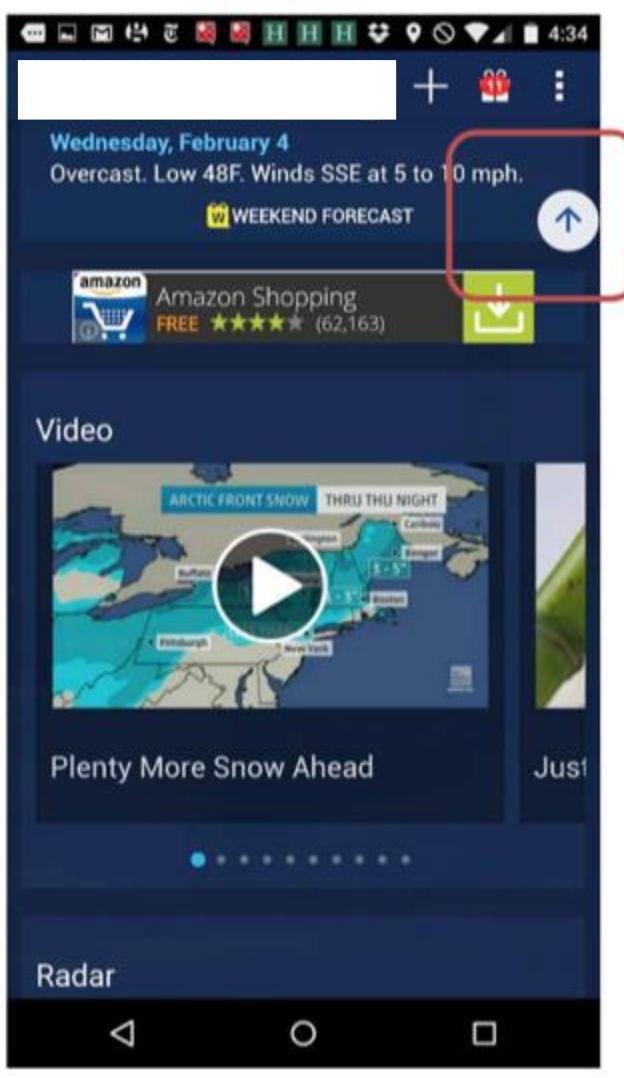
"This is a challenge for them, and if they pull out, they will be seen as weak and having lost to ISIS."

CONTROL YOUR COUGH Robitussin'

Pada aplikasi disebelah membuat navigation floating, ketika scroll kebawa menghilang dan ketika balik keatas muncul lagi.

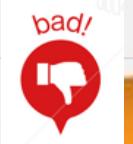


Tempatkan “scroll-to-top” di bagian bawah kanan



Menempatkan menu “scroll-to-top” harus pada bagian kanan bawah, karena perhatian pengguna ada dibagian bawah sehingga akan lebih mudah dilihat.

Case: Pada aplikasi disebelah (android) *menempatkan dibagian tengah sehingga tidak dilihat* pengguna saat pengujian.



Information architecture

Information architecture (IA) menunjukkan **bagaimana informasi yang ada pada aplikasi dikelompokkan berdasarkan kategori.**

Navigation menunjukkan **element visualisasi yang memungkinkan pengguna dapat mengakses setiap kategori yang ada.**

Navigasi mencerminkan arsitektur.

Tantangan desain pada mobile adalah
mentransformasi hirarki arsitektur kepada navigasi.

Avoid navigation hierarchies deeper than 2 levels on mobile.

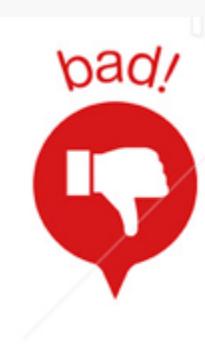
Flattening the navigation hierarchy on mobile by merging some of the IA levels.

“Menghindari terlalu banyak klik dan waktu tunggu lama.”

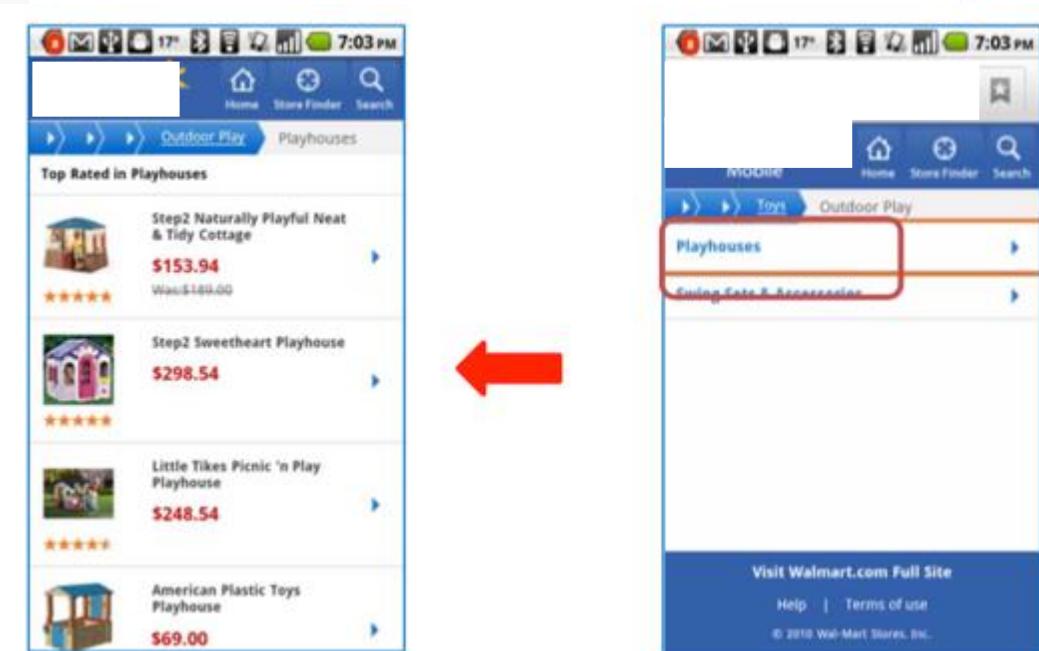
So, berapa klik buat desain yang baik...?

Case:

Masalah: Pengguna yang mencari, mainan harus mengklik kira-kira 4 kali sebelum mereka dapat melihat gambar suatu produk: mereka harus memilih "Top rates & Best Sellers", "Top Rated", "Toys", "Playhouses".



The screenshots illustrate the user flow for finding a playhouse. The first screen shows the main sidebar menu with 'Top Rated & Best Sellers' selected. The second screen shows the main content area with 'Top Rated' and 'Toys' categories highlighted. The third screen shows a list of specific products under the 'Playhouses' category.



The screenshots show a detailed view of the 'Playhouses' category. The top playhouse, 'Step2 Naturally Playful Neat & Tidy Cottage', is highlighted with a red box. A red arrow points from the previous screenshot's 'Playhouses' highlight to this playhouse, indicating the user has selected the category to reach this point.

However, with clicks so expensive, it's important to follow the principle on mobile:

"Show content (rather than site navigation) as soon as possible."

Makin sedikit klik makin baik...!

Apakah mungkin 1 klik to book?

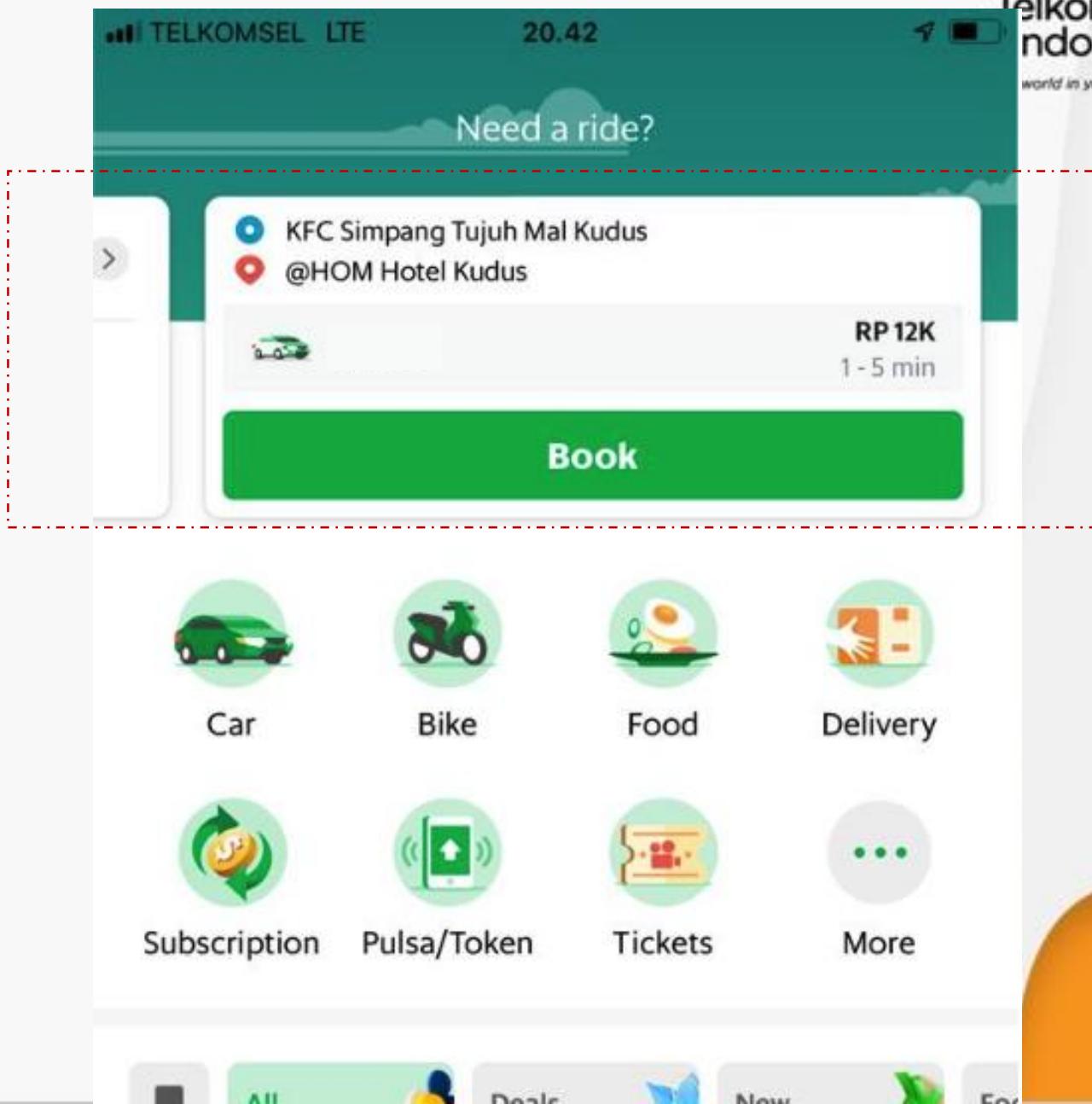


Ingat case One klik to book?

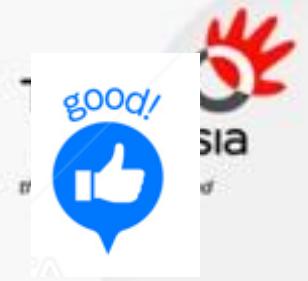
“Feel your user goal”

Lookup originating
Predict destination

Optimized mobile
capability – omni channel

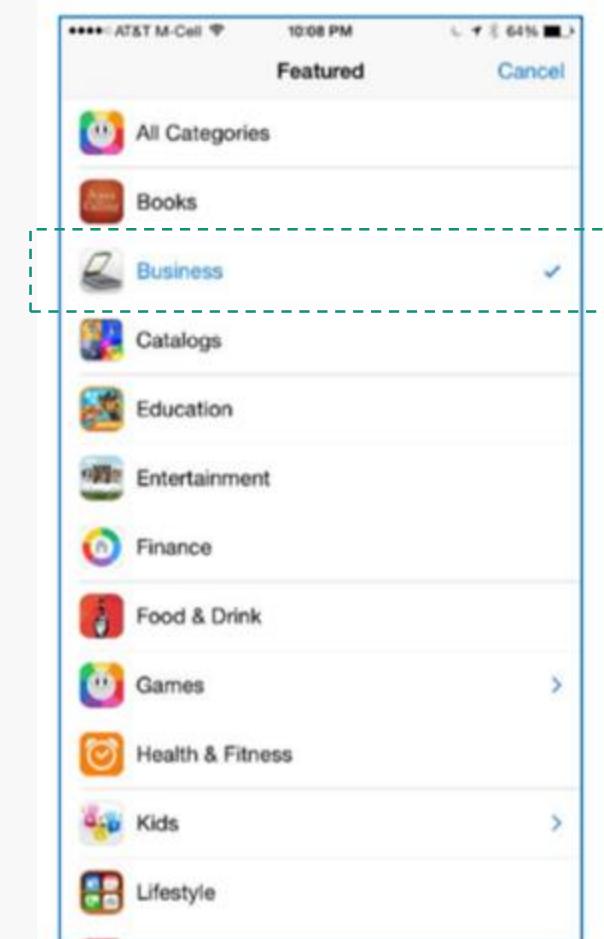


Provide search, filters, facets, and in-page navigation.



Agar pengguna mudah mendapatkan item lebih spesifik dengan *sediakan filter dan facets*.

Pada iphone: subkategori dibawa Business (kiri) dengan menampilkan item dibawahnya, (kanan) dengan **menambahka fungsi search dibawahnya**.



Search facet

Find a recipe 

show results for [food recipes](#) [drink recipes](#) [member recipes](#) [all recipes](#)

green enchiladas 

showing 1 - 10 of 5000 sort by relevance

refine this search by...

- main ingredient 
- meal/course 
- cuisine 
- dietary consideration** 
- type 
- holiday/celebration 
- preparation method 

 part of menu (173)

 quick & easy (1759)

 healthy (941)

select from the following:

Vegetarian (1317)	Low Fat (249)	Low Sodium (74)
Healthy (941)	Low/No Sugar (132)	Kosher (53)
High Fiber (413)	Low Carb (124)	Raw (33)
Low Cal (396)	Low Cholesterol (109)	Kosher for Passover
Vegan (395)	Wheat/Gluten-Free (103)	(13)


[Cheese Enchiladas with Green Sauce](#)
Bon Appétit, February 1995


[Chicken Enchiladas](#)
Bon Appétit, September 1994

Kesimpulan

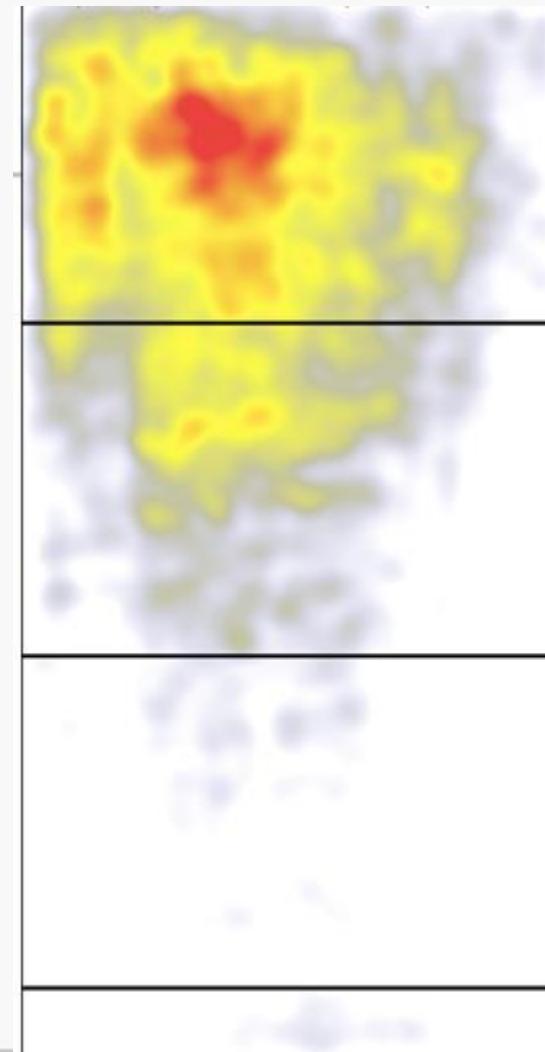
- Langsung tampilkan konten
- Jangan terlalu banyak ruang ditempati oleh navigasi
- Variasikan navigasi dengan floating untuk long content
- Mobile bukan deep hierarchy hanya 2 hierarchy
- Sediakan navigasi hub disetiap halaman seperti hamburger menu
- Manfaatkan kekuatan fitur mobile untuk memberikan kemudahan kepada pengguna

Web Design Guideline

“How to design the best user experience in web”

Jumlah halaman yang dikunjungi

- 80% lihat page pertama
- 20% lihat page kedua
- 1.3 scroll (2.3 page)



1.3 scroll

Ref: NNG

No reader but scanner “F pattern”



Ref: NNG



Scannable page

Tips:

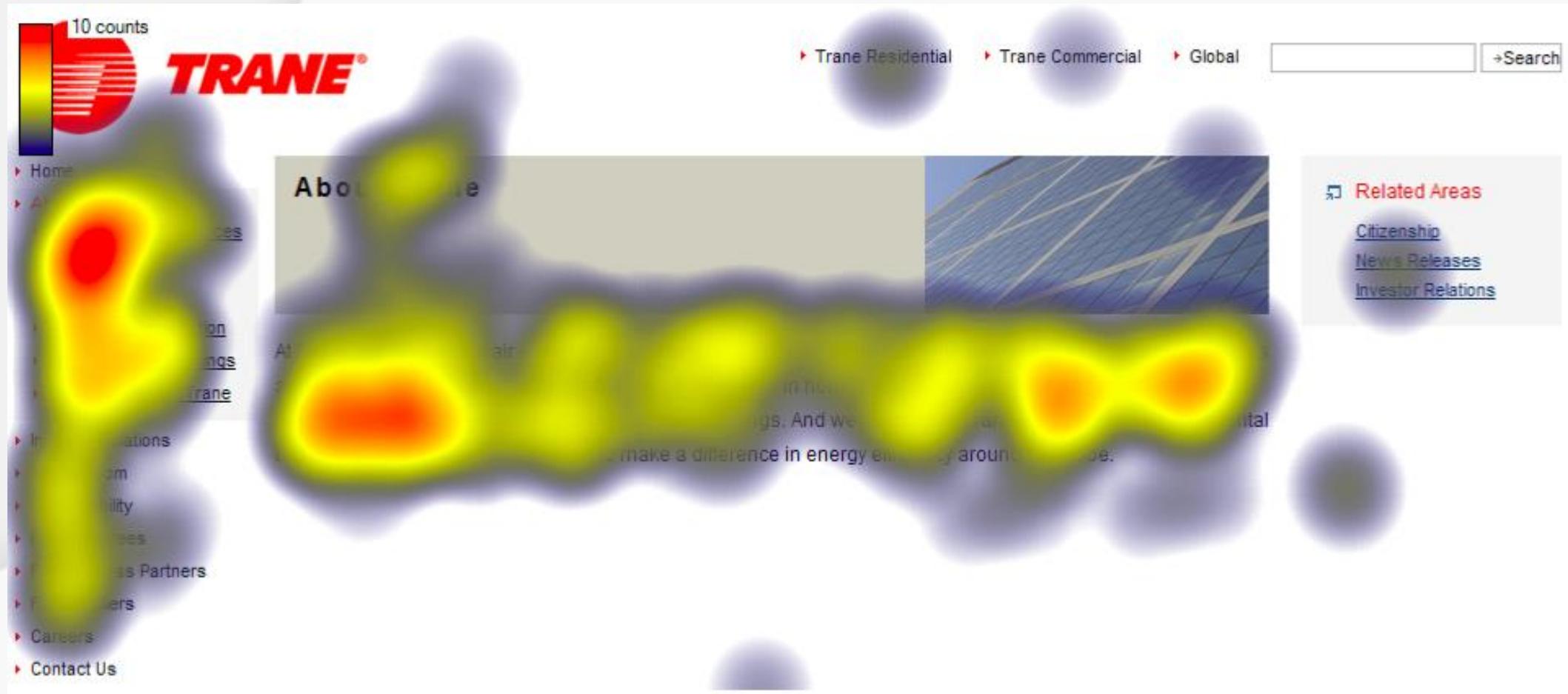
- Judul jelas
- Ada sub-judul
- Gunakan bullet
- Pragraf singkat
- Ukuran font terbaca
- Manfaatkan White space



The screenshot shows the Southwest Airlines website's "Baby on Board" section. At the top, there's a navigation bar with links for Customer Service, Family, Baby on Board, FLIGHT | HOTEL | CAR, SPECIAL OFFERS, RAPID REWARDS®, and a search icon. The main title "Baby on Board" is in bold. Below it is a "Your Checklist" section with several items listed as checkboxes, some of which are checked. To the right of the checklist is a "Note" box containing text about travel restraints. On the left side, there's a "Related Information" sidebar with links for Age Verification, Create a Southwest Account, Make a Reservation, and Need Help? (with a phone icon). The right side features a "Quick Air Links" sidebar with links for Check In, Change Flight, and Check Flight Status, along with an "Account Login" form and a "Rapid Rewards" button. A "Did You Know?" box contains a tip about traveling with infants.



Minimalist Design



A heatmap overlay is applied to a screenshot of the Trane website to analyze user interaction. The heatmap uses a color scale from blue (low activity) to red (high activity). Key areas of high engagement (red/yellow) are visible on the left sidebar menu, the main navigation bar at the top, and the central content area where the 'About Us' section and a solar panel image are located.

10 counts

TRANE®

Trane Residential Trane Commercial Global

Search

About Us

Atmospheric air. In fact, it's the air we breathe. And we're making a difference in energy efficiency around the globe.

Related Areas

Citizenship

News Releases

Investor Relations

Home

News

Events

Press Center

Corporate Responsibility

Community

Careers

Partners

Partners

Partners

Careers

Contact Us

Ref: NNG

Nature Air

United States - English

Airline Flights within Costa Rica
Toll Free: 1 (800) 235-9272 for Flights & Vacation Packages

Home Destinations Flights Travel Information Charters About Us

Why Fly Nature Air?

- World's First Carbon Neutral Airline
- Member of IATA
- Only Twin Engine Fleet in Costa Rica
- Panoramic Window Views
- Highest On-Time Performance
- Largest Private Charter in Central America

Book a Flight in Costa Rica

Round Trip One Way

From Flying From To Flying To

Departure Date 11/23/200 Return Date 11/23/200

Passengers: Adult 1 Infants: 0

Promo Code:

74 Daily Flights to 17 Destinations within Costa Rica

- Arenal
- Barra del Colorado
- Bocas del Toro, Panama
- Drake Bay
- Golfito
- Liberia
- Limón
- Nosara
- Palmer Sur
- Puerto Jiménez
- Punta Islita
- Quepos
- Sámara
- San José
- Tamarindo
- Tambor
- Tortuguero

[View Map of Costa Rica ▾](#)

SAVE up to 50% Off On Selected Flights

[View All Special Offers ▾](#)

www.natureair.com (2011)

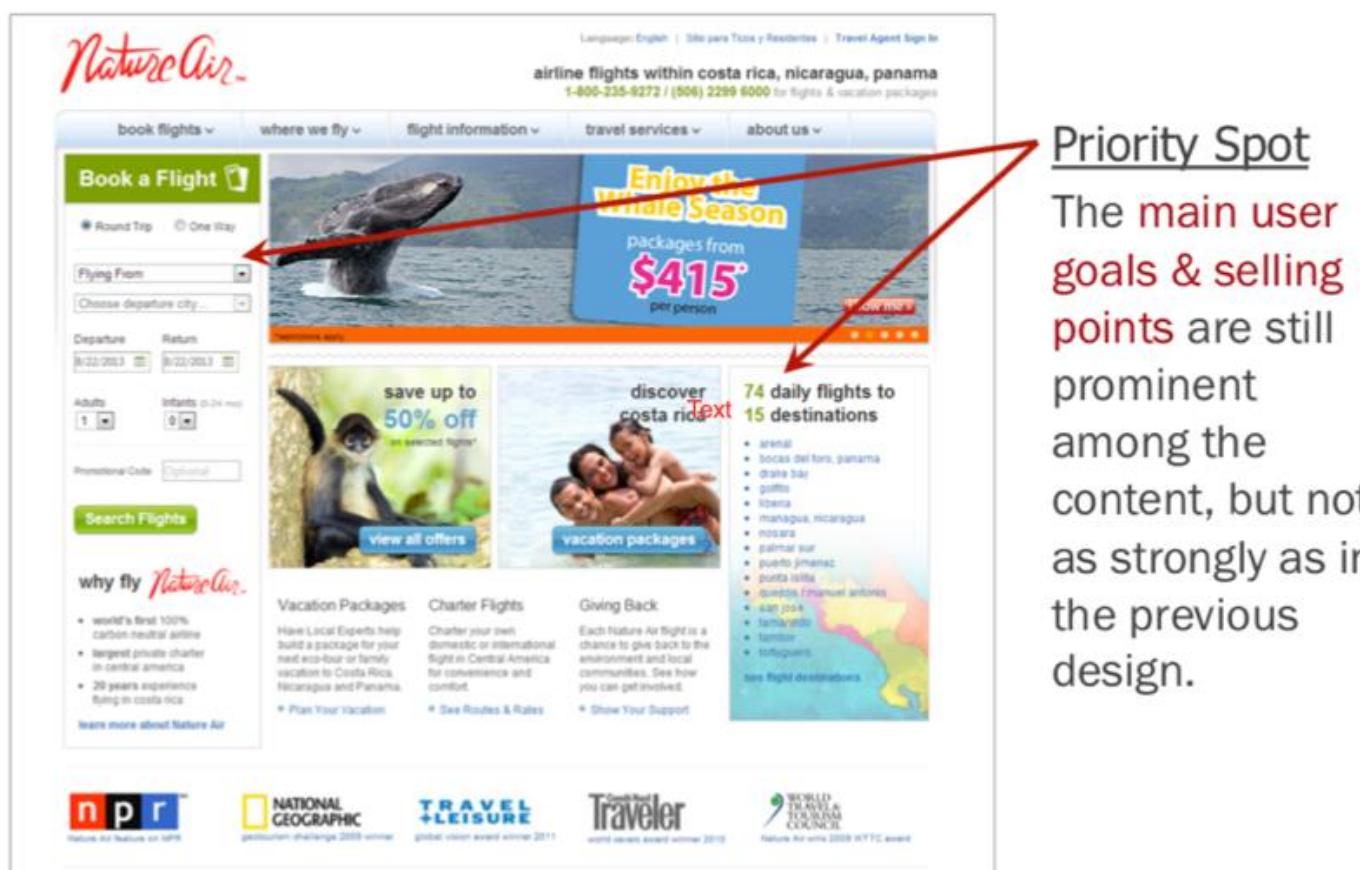


Priority Spot

The **main user goals & selling points** are designed for prominence among the page content.

NN/g

Redesign masih bagus tapi kurang menonjol.



Priority Spot
 The main user goals & selling points are still prominent among the content, but not as strongly as in the previous design.

www.natureair.com (2013)

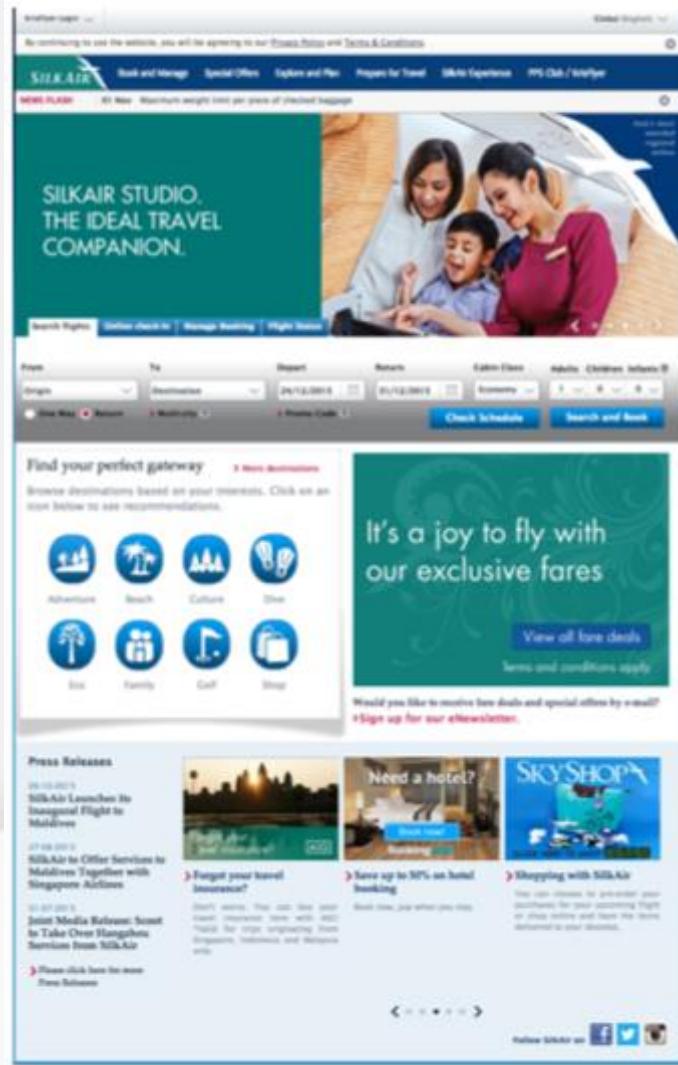
Redesign ini kurang menonjolkan informasi utama dibandingkan dengan desain sebelumnya!.

Visual Weight

Setiap element dalam layout memiliki visual weight ditentukan oleh:

- Lokasi
- Ukuran
- Warna
- Bentuk

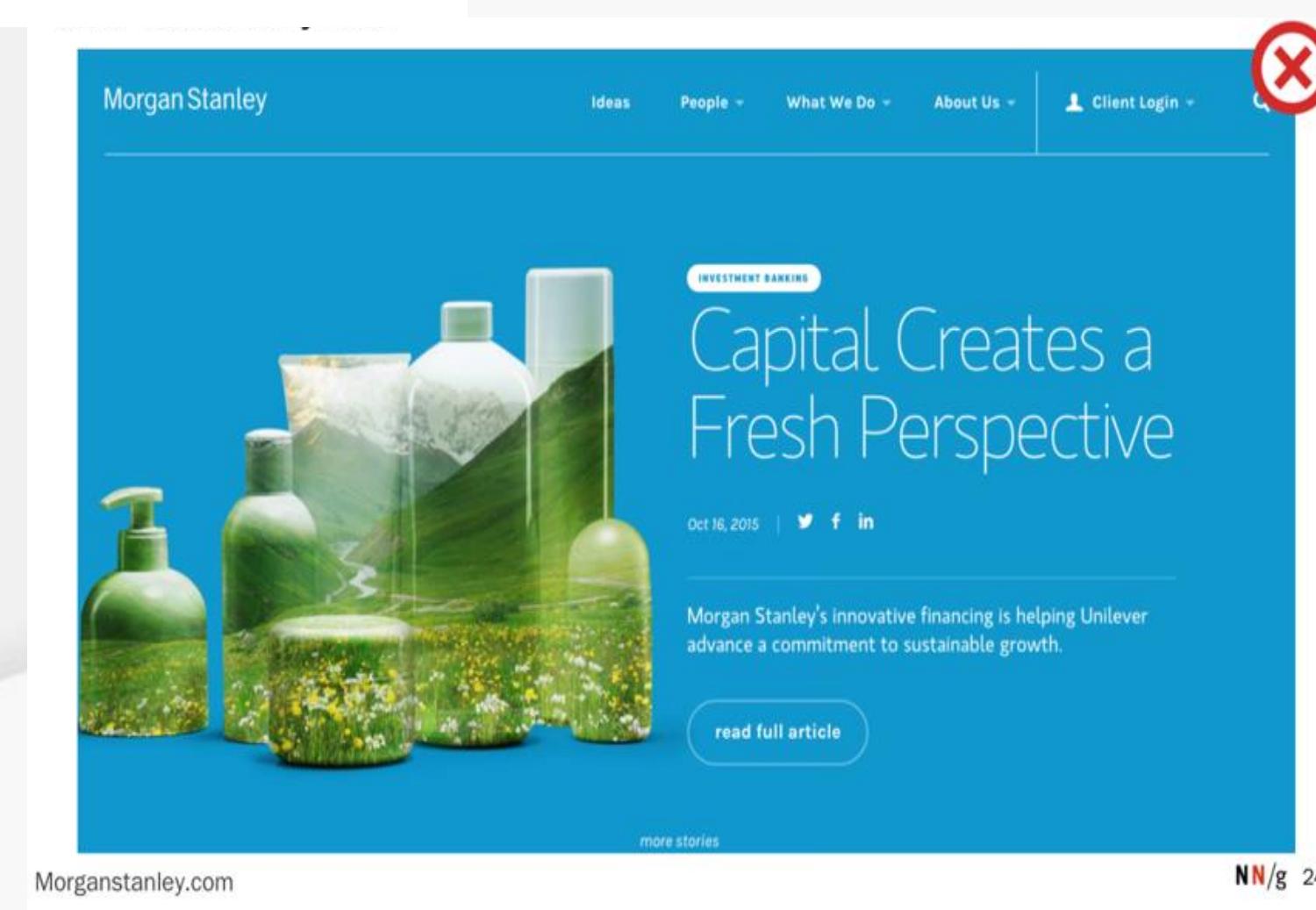
Exercise: Test Juling



Susun prioritas dari fitur berdasarkan visual weight

- Mana yang paling menonjol?
- Pilih 3-5 item
- Kenapa paling menonjol?

Position: Pikirkan mana impresi pertama Anda



The screenshot shows a Morgan Stanley article page. At the top, there is a navigation bar with links for Ideas, People, What We Do, About Us, Client Login, and a search icon. A large red 'X' is overlaid on the top right corner of the main content area. The main content features a photograph of various Unilever product bottles (soaps, lotions) arranged on a surface, with a green landscape and mountains reflected on their surfaces. The title of the article is "Capital Creates a Fresh Perspective" (with "INVESTMENT BANKING" in smaller text above it). Below the title, the date "Oct 16, 2015" and social media sharing icons for Twitter, Facebook, and LinkedIn are visible. The text of the article begins with "Morgan Stanley's innovative financing is helping Unilever advance a commitment to sustainable growth." A blue button labeled "read full article" is present. At the bottom of the article, there is a link "more stories" and a small "NN/g 24" logo.

Morgan Stanley

Ideas People What We Do About Us Client Login

INVESTMENT BANKING

Capital Creates a Fresh Perspective

Oct 16, 2015 | [Twitter](#) [Facebook](#) [LinkedIn](#)

Morgan Stanley's innovative financing is helping Unilever advance a commitment to sustainable growth.

[read full article](#)

more stories

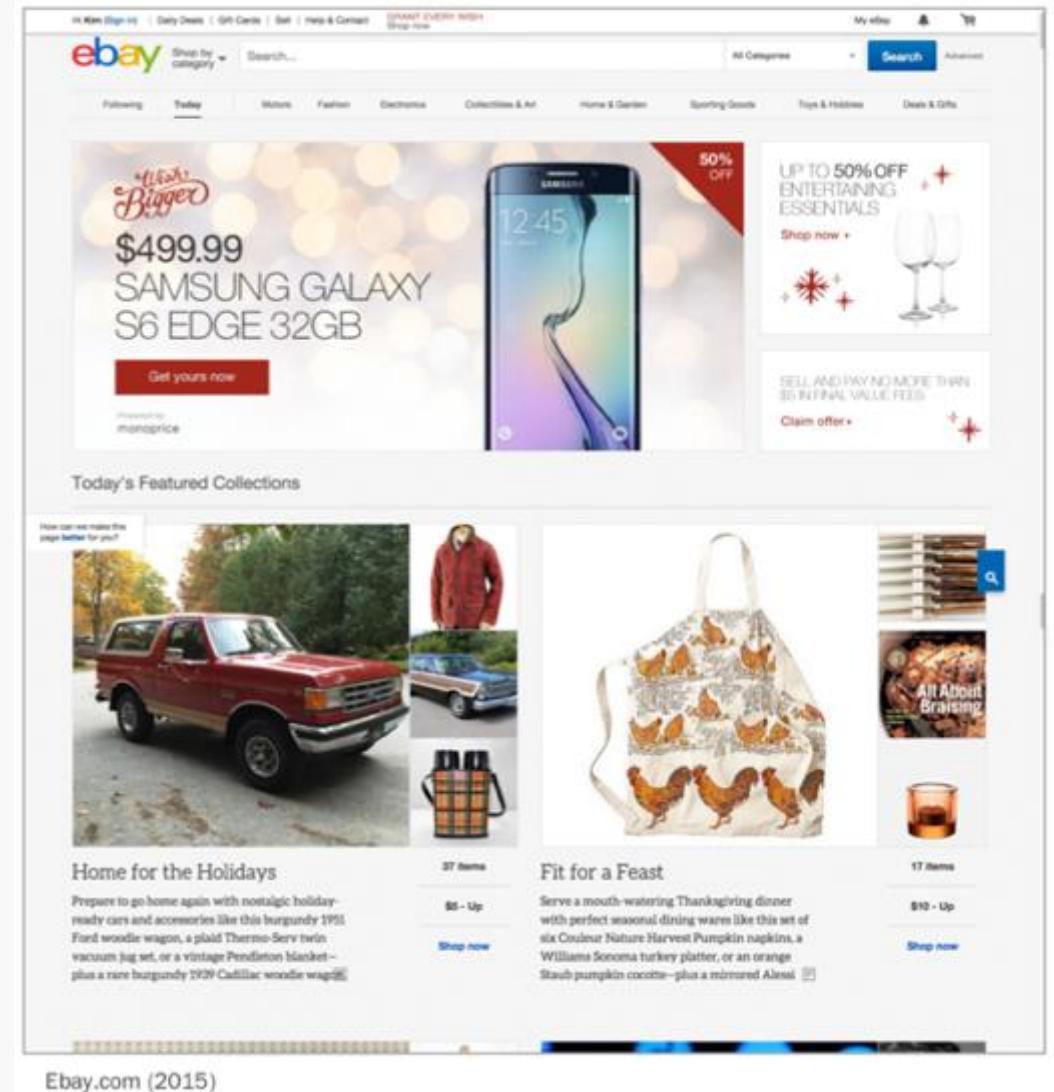
NN/g 24

Morganstanley.com

Konten disebelah ini tidak mengkomunikasikan Siapa mereka dan apa yang ditawarkan.

Grids fondasi kuat pada design

Mudah membuat keseimbangan webpage dan menciptakan keseimbangan dan harmonisasi.



Images on the web

- Hanya melihat 42% gambar
- Melihat gambar hanya 2/20 detik

“Images can give a person’s eyes rest from lots of text, but too many can add to a user’s cognitive load”

Image yang mendapat perhatian!



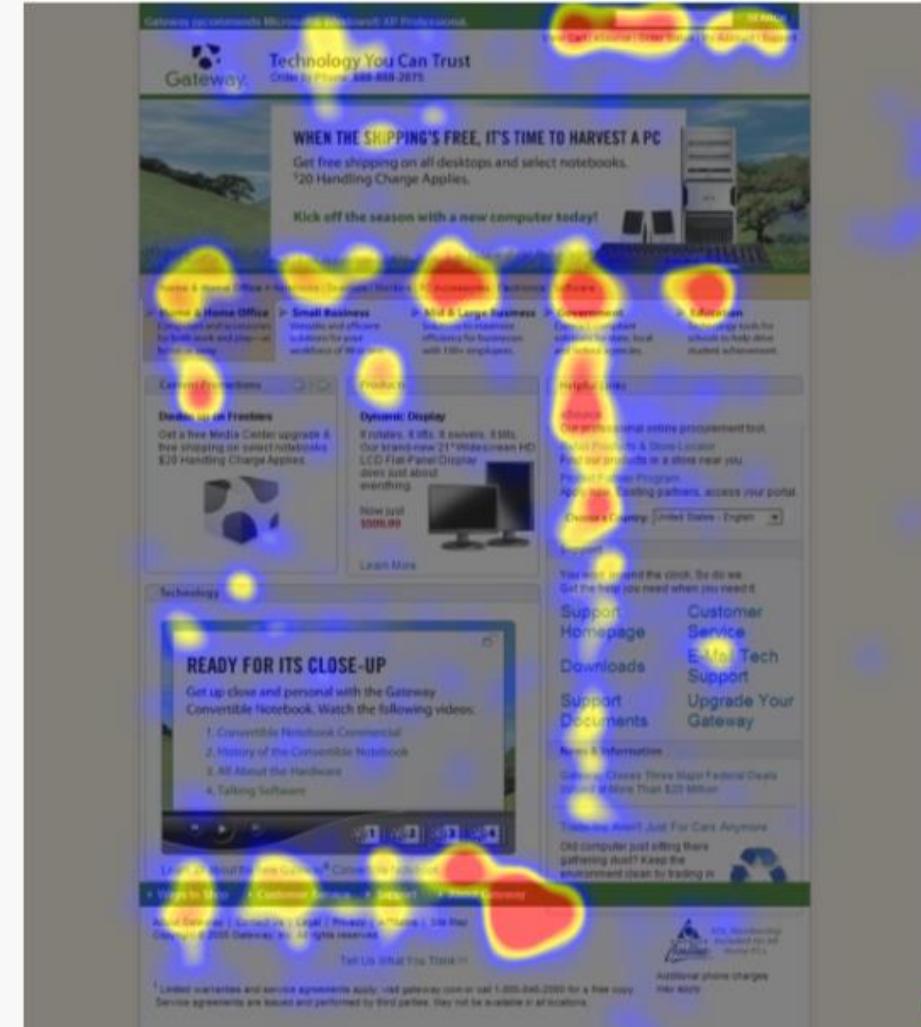
- Kualitas baik
- Kontras
- Memikat
- Pergerakan emosional
- Mempertimbangkan ruang
- Mudah dipahami
- Sangat berhubungan
- Senyum, senang, menghadap kamera
- Seksual di alam
- Makanan

- Terlalu besar
- Tidak berhubungan
- Stock photos
- Komplek



Images tidak dilihat

- Pengguna melihat text tetapi gambar tidak dilihat
- Gambar harus yang relevant



Images should be informative

Case 1



Case 2

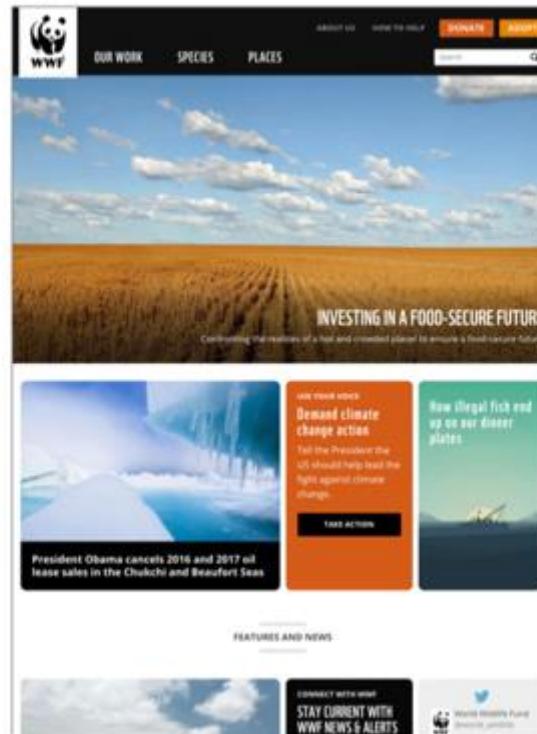
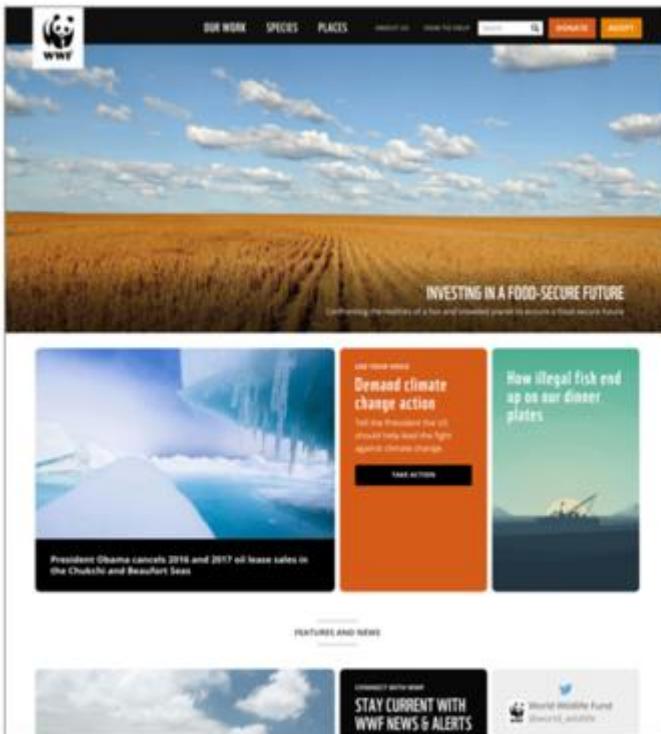


Pengguna melihat gambar di case 1, tetapi case 2 tidak kenapa?

Gambar lemari perlu memperhatikan gambar sedangkan TV perlu informasi spesifikasi.

Responsive Design

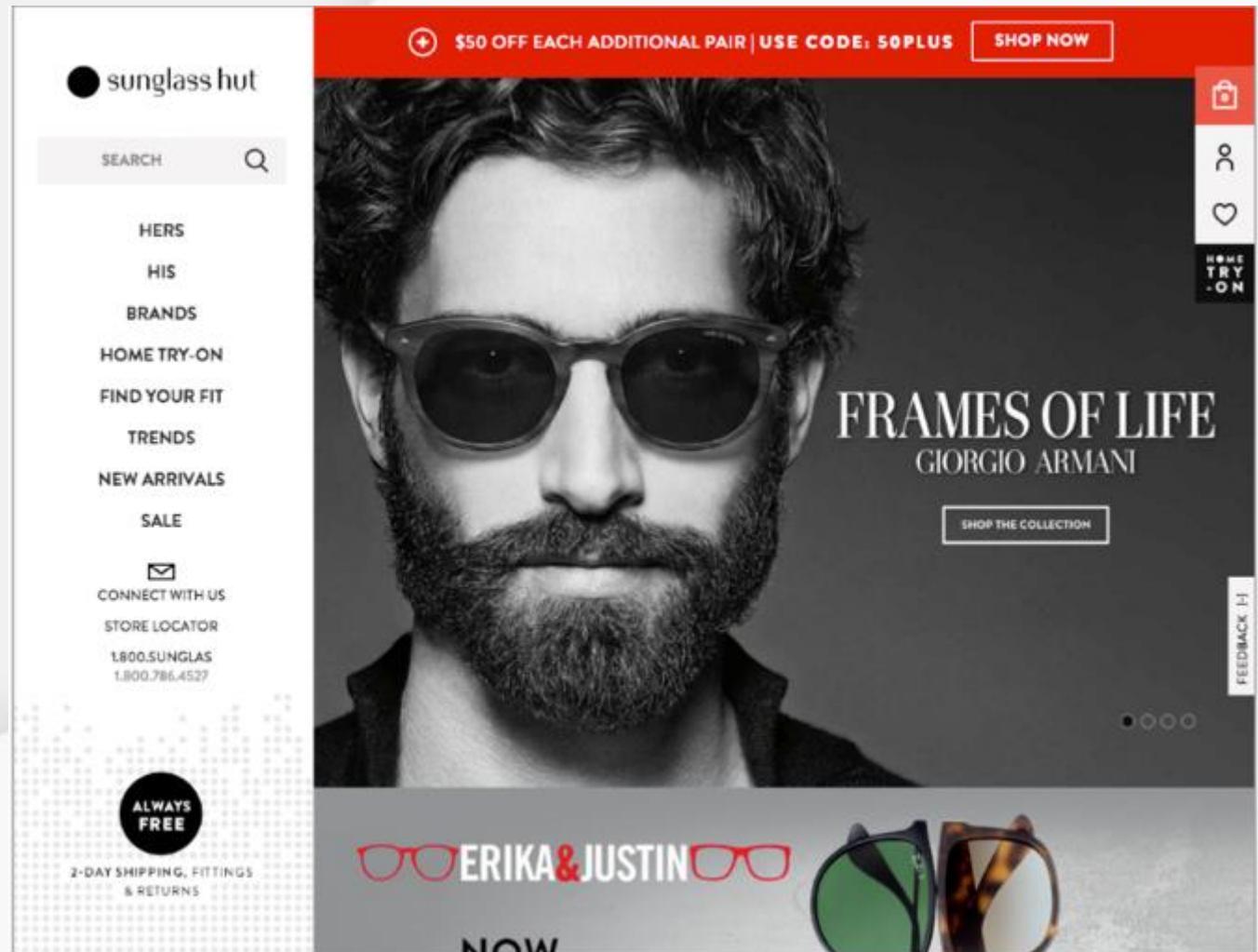
Fluid: Images scaling



Stacked Columns

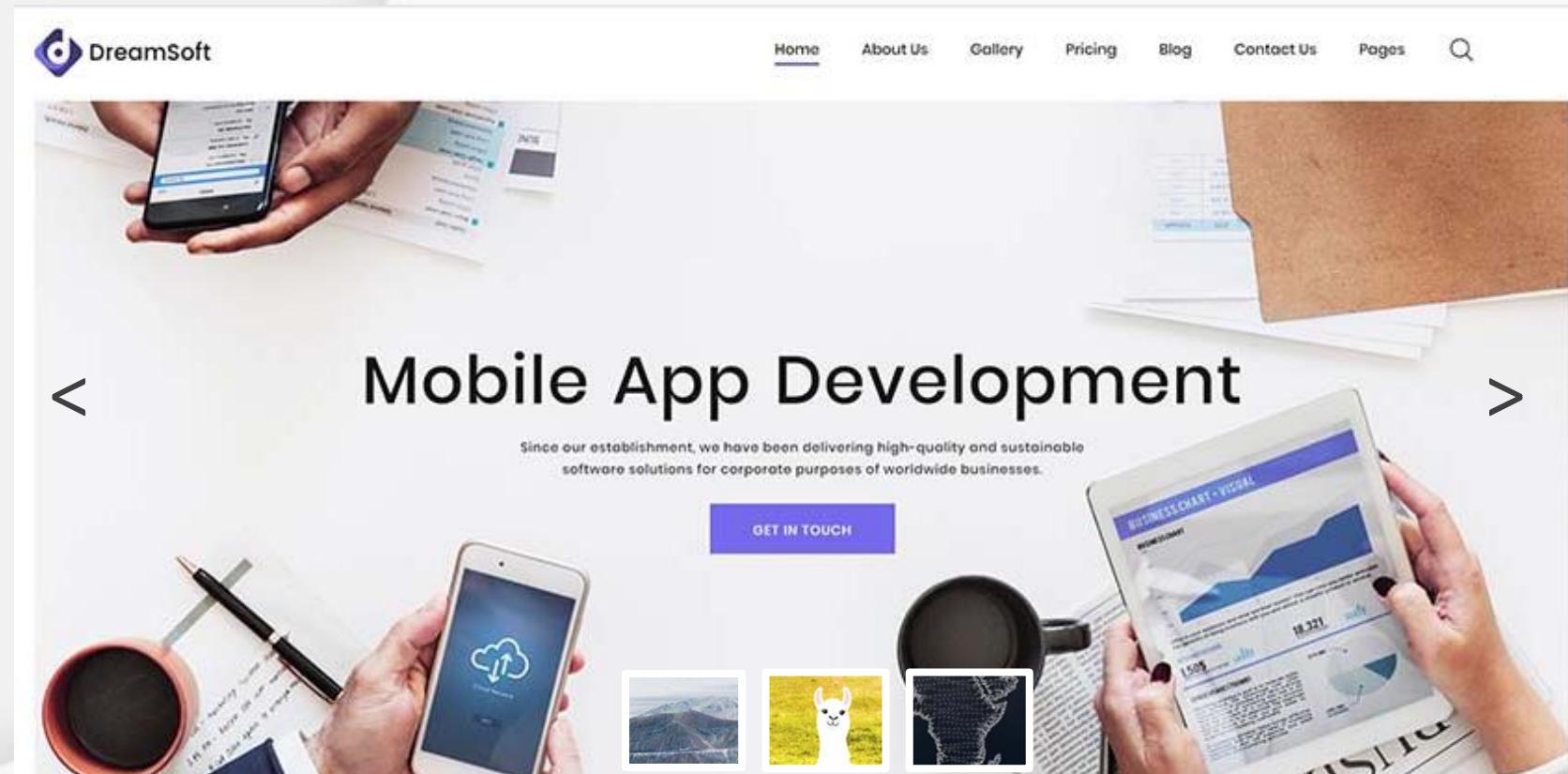


Emerging pattern - flat design



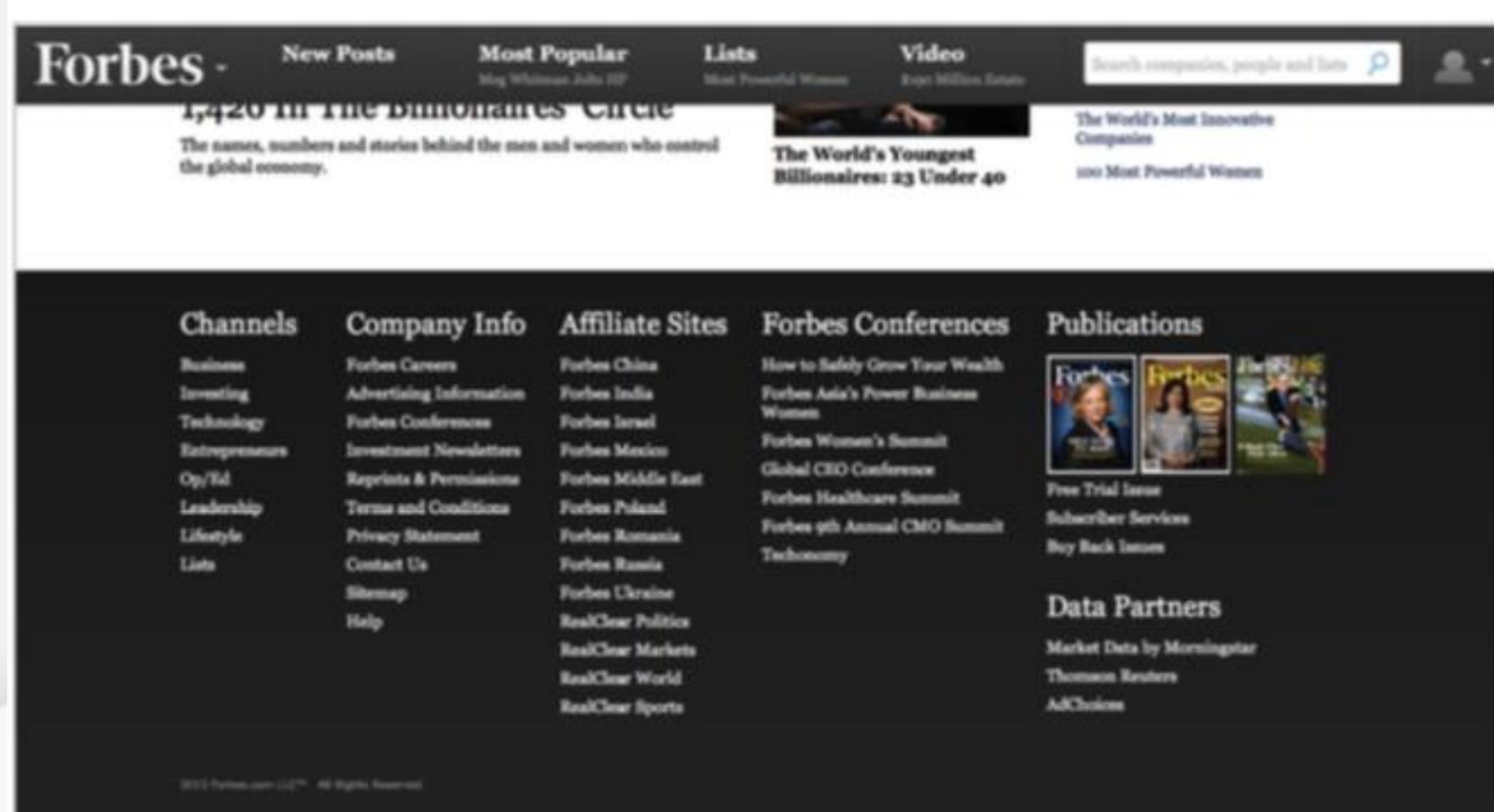
- Lemah tanda (signifier)
- Tidak jelas bagian mana yang perlu diklick
- Guna mengurangi kelemahan flat design:
 - Visual konsisten mana yang statis dan klickable disetiap halaman.
 - Mengikuti layout secara umum
 - Menggunakan kontras agar mudah dibaca (tex dengan background)
 - Gunakan standar desain seperti shadow pada tombol
 - Gunakan link untuk memudahkan pengenalan link

Header & main content



- Logo
- Mega menu
- Search
- Hero picture
- Navigation
- Thumbnail
- Brand statement
- Call to action
- Menghindari false floor

Footer



The screenshot shows the footer of the Forbes website. At the top, there's a navigation bar with links for "New Posts", "Most Popular" (listing Meg Whitman and Jeff Bezos), "Lists" (listing "Most Powerful Women"), "Video" (listing "Even Millionaires"), and a search bar. Below the navigation, there are several sections: "1,420 in the Billionaires' Circle" (with a sub-section for "The World's Youngest Billionaires: 23 Under 40"), "The World's Most Innovative Companies", and "100 Most Powerful Women". The main footer area is black and contains the following sections:

- Channels**: Business, Investing, Technology, Entrepreneurs, Op/Ed, Leadership, Lifestyle, Lists.
- Company Info**: Forbes Careers, Advertising Information, Forbes Conferences, Investment Newsletters, Reprints & Permissions, Terms and Conditions, Privacy Statement, Contact Us, Sitemap, Help.
- Affiliate Sites**: Forbes China, Forbes India, Forbes Israel, Forbes Mexico, Forbes Middle East, Forbes Poland, Forbes Romania, Forbes Russia, Forbes Ukraine, RealClear Politics, RealClear Markets, RealClear World, RealClear Sports.
- Forbes Conferences**: How to Safely Grow Your Wealth, Forbes Asia's Power Business Women, Forbes Women's Summit, Global CEO Conference, Forbes Healthcare Summit, Forbes 9th Annual CMO Summit, Techonomy.
- Publications**: Shows thumbnail images for "Forbes", "Forbes 100", and "The Forbes Book". Links include Free Trial Issue, Subscriber Services, and Buy Back Issues.
- Data Partners**: Market Data by Morningstar, Thomson Reuters, AdChoices.

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- Alternatif ke page dengan sitemap navigation.
- Sosmed
- Contact
- Alamat dan map

Kesimpulan

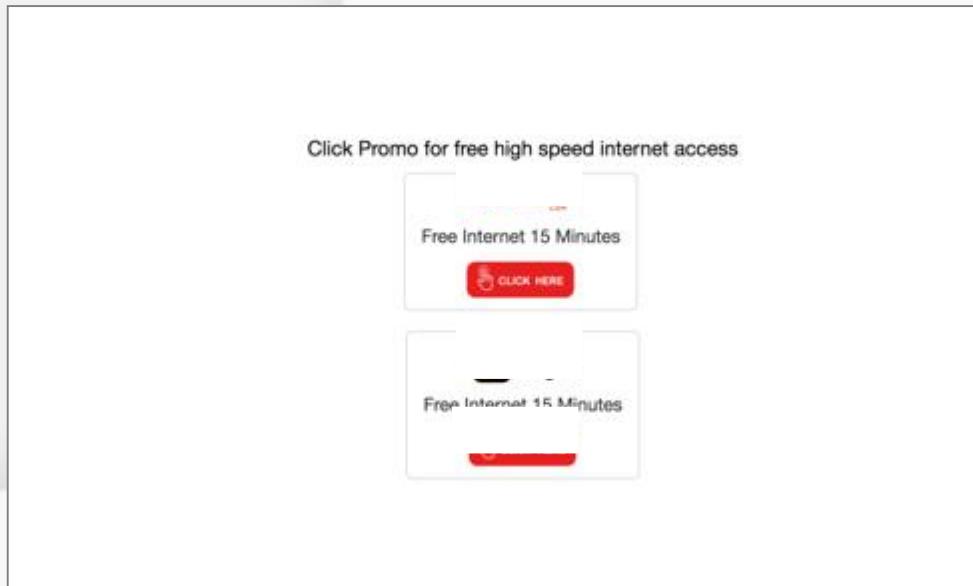
1. Jangan lebih dari 3 halaman homepage
2. Desain konten scannable mengikuti pola F
3. Desain konten minimalist (buat pengguna haus membacanya)
4. Tonjolkan konten utama dengan memanfaatkan Teknik visualisasi (lokasi, ukuran, warna dan bentuk)
5. Perhatikan first impression pengguna terhadap halaman pertama melalui brand statement, nuansa halaman pertama agar tidak bias.
6. Manfaatkan grid untuk membuat keseimbangan desain.
7. Gunakan gambar sesuai kontek desain
8. Gunakan adaptive design daripada responsive design
9. Hati-hati dengan flat design – gunakan tips yang sesuai
10. Manfaatkan best design for header & main menu serta footer

Part 2

“Web design case study”

Usability problem

“User menganggap iklan sebagai spam, tidak ada hubungan dengan akses internet, sehingga memutuskan klik tombol back di browser dan tidak masuk ke internet (tidak mau mengklik iklan).”



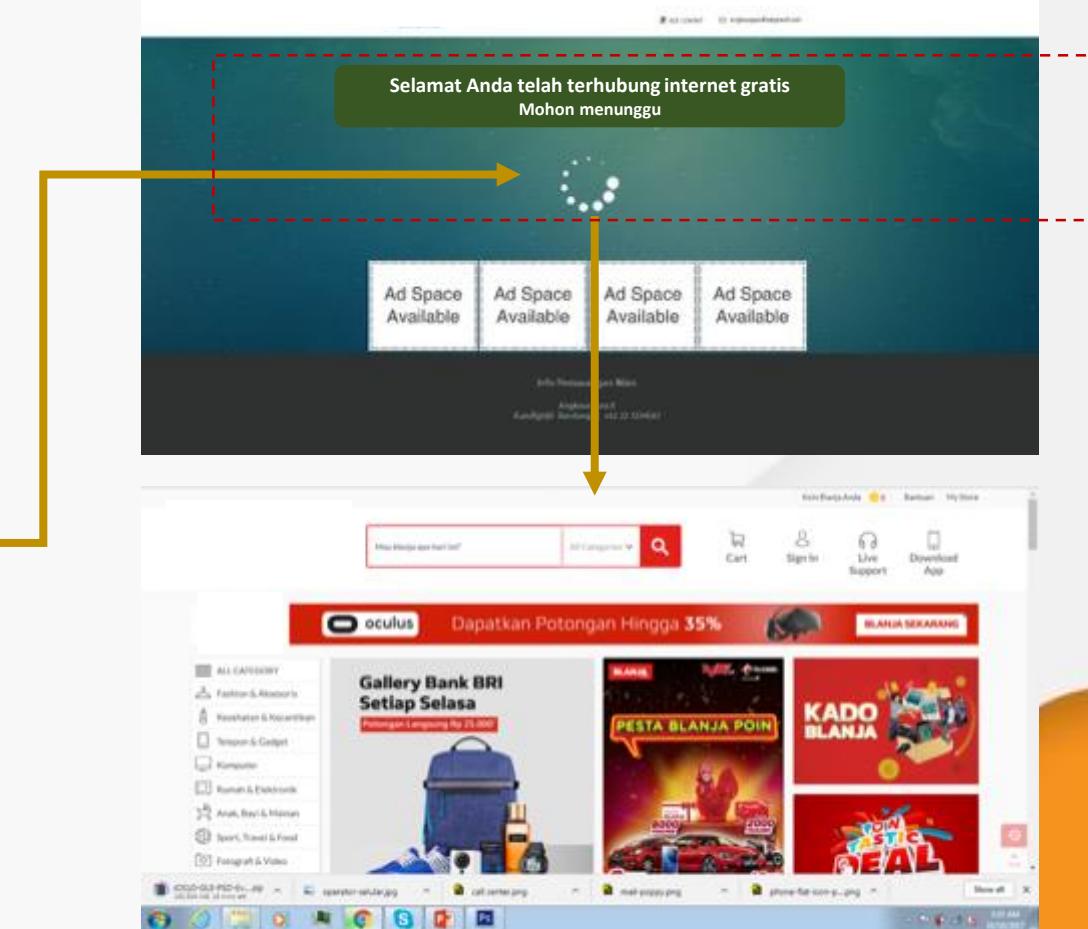
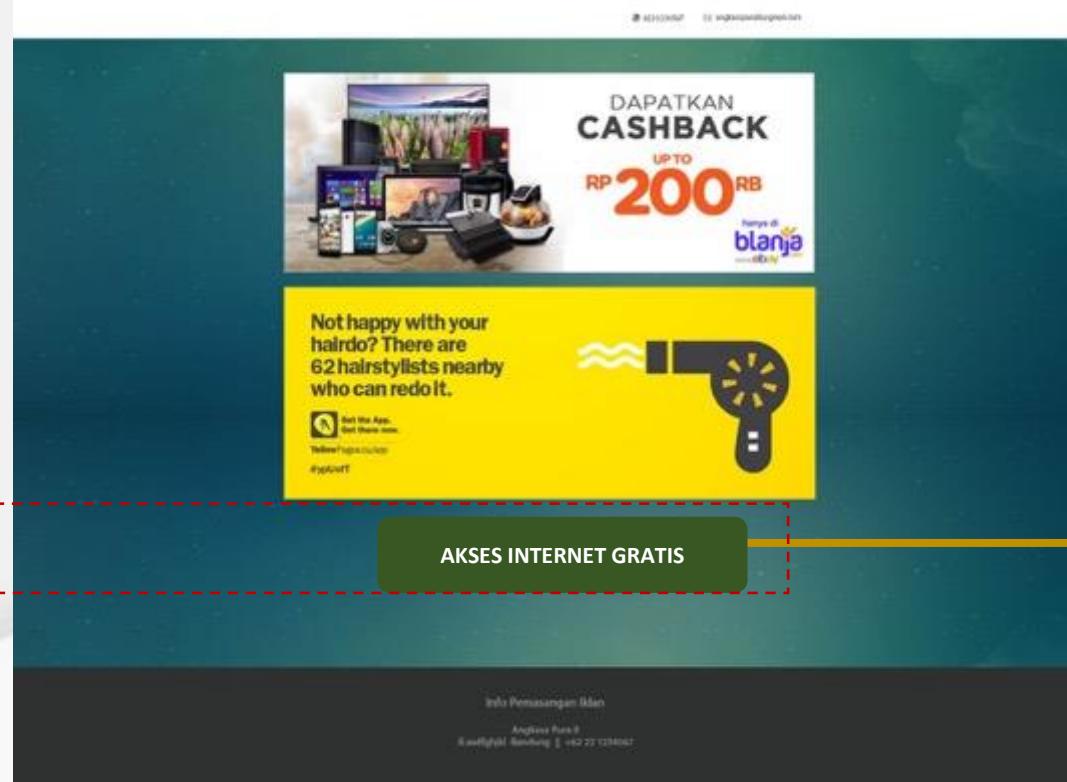
Landing page



Iklan pada landing page

Solusi redesain

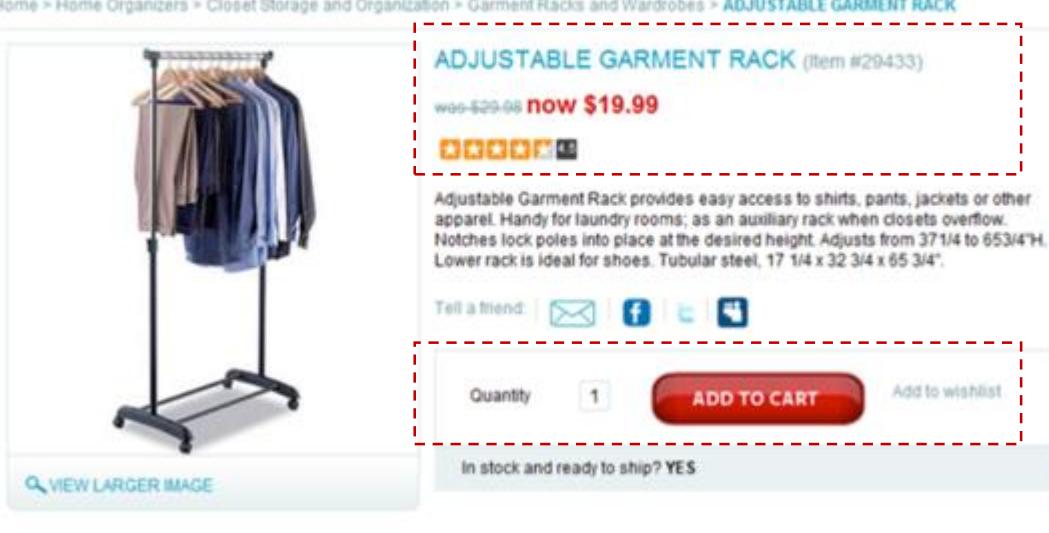
“Menambah navigasi yang jelas untuk memandu user melakukan tindakan, serta menginformasikan proses yang berlangsung.”



Placing related items closer together increased conversion by 10%

Principle of Proximity – Gestalt Theory

Original



Home > Home Organizers > Closet Storage and Organization > Garment Racks and Wardrobes > **ADJUSTABLE GARMENT RACK**

ADJUSTABLE GARMENT RACK (Item #29433)

was \$29.98 now \$19.99

5 reviews

Adjustable Garment Rack provides easy access to shirts, pants, jackets or other apparel. Handy for laundry rooms; as an auxiliary rack when closets overflow. Notches lock poles into place at the desired height. Adjusts from 37 1/4 to 65 3/4". Lower rack is ideal for shoes. Tubular steel, 17 1/4 x 32 3/4 x 65 3/4".

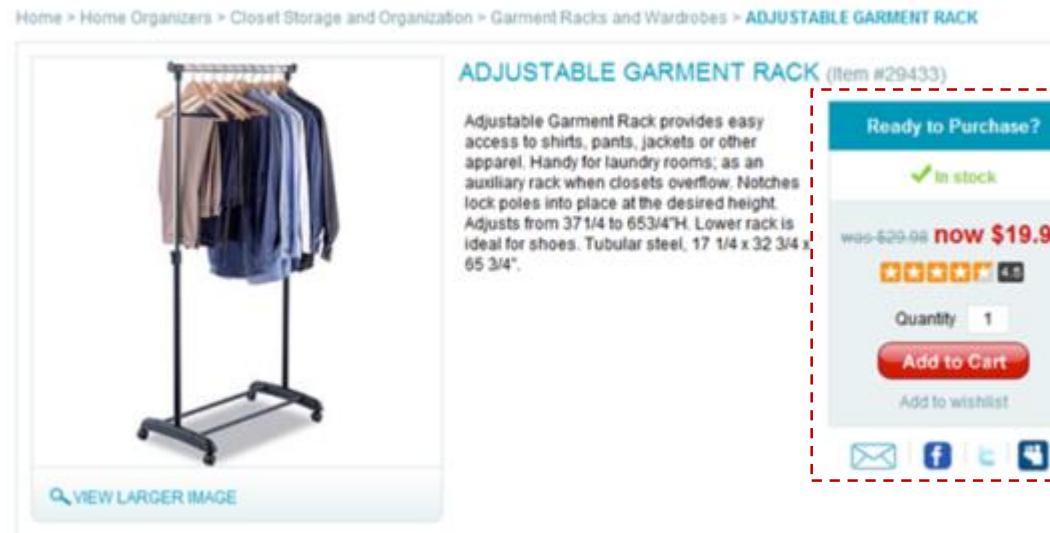
Tell a friend: [Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)

Quantity: **ADD TO CART** [Add to wishlist](#)

In stock and ready to ship? YES

[VIEW LARGER IMAGE](#)

Alternative



Home > Home Organizers > Closet Storage and Organization > Garment Racks and Wardrobes > **ADJUSTABLE GARMENT RACK**

ADJUSTABLE GARMENT RACK (Item #29433)

Ready to Purchase?

✓ In stock

was \$29.98 now \$19.99

5 reviews

Adjustable Garment Rack provides easy access to shirts, pants, jackets or other apparel. Handy for laundry rooms; as an auxiliary rack when closets overflow. Notches lock poles into place at the desired height. Adjusts from 37 1/4 to 65 3/4". Lower rack is ideal for shoes. Tubular steel, 17 1/4 x 32 3/4 x 65 3/4".

Quantity: **Add to Cart** [Add to wishlist](#)

[Email](#) [Facebook](#) [Twitter](#) [Pinterest](#)

Visual Website Optimizer. (2011). *Ecommerce website? Bring price and add-to-cart button closer to increase sales.* Retrieved from: <http://visualwebsiteoptimizer.com/split-testing-blog/ecommerce-increase-sales/>

Banner blindness



"Over time, users have learned that banner ads usually don't help them reach their goals, so they often don't pay attention to them."

Persuasive Design

Availability

"Conditions" to see more details about booking your stay. Best Price Guaranteed

Accommodation Type	Max. +	Price for 2 nights	Conditions	Quantity	Reservation
► Modern Suite with One Bedroom  710 ft ²  Flat-screen TV  Air Conditioning  Bath  Private bathroom  Free WiFi See photos	 Included: 10 % VAT	S\$ 670  S\$ 548	<ul style="list-style-type: none"> • FREE cancellation before 9 Feb 2016 • PAY LATER - no deposit needed 	0  Last chance! In high demand - only 1 room left!	<input type="button" value="Reserve"/>
 Bed: 1 extra-large double					There are 5 people looking at this apartotel.
► Deluxe One-Bedroom Suite  560 ft ²  Air Conditioning  Private bathroom  Flat-screen TV  Dishwasher  Free WiFi See photos	 Included: 10 % VAT	S\$ 589	<ul style="list-style-type: none"> • FREE cancellation before 9 Feb 2016 • PAY LATER - no deposit needed 	0  Last chance! We have 1 room left!	 people looking at this apartotel.
 Bed: 1 extra-large double					
► Modern Suite with Two Bedrooms  1098 ft ²  Flat-screen TV  Air Conditioning  Bath  Private bathroom  Free WiFi See photos	 Included: 10 % VAT	S\$ 1,611  S\$ 1,014 Save 38%	<ul style="list-style-type: none"> • FREE cancellation before 9 Feb 2016 • PAY LATER - no deposit needed 	0  Last chance! We have 1 room left!	 people looking at this apartotel.
 Beds: 2 extra-large doubles					
TODAY 38% OFF 					

Persuasive design is an area of design practice that focuses on influencing human behavior through a product's or service's characteristics.

<https://www.interaction-design.org>

Cognitive bias: framing

90% fat-free



10% fat



Cognitive bias: Framing

Positive: 90% fat-free



Negative: 10% fat



Mana desain yang terbaik?

Extra gentle for the most sensitive skin.

Start with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

Baby diaper's unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers are non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



baby™

Extra gentle for the most sensitive skin.

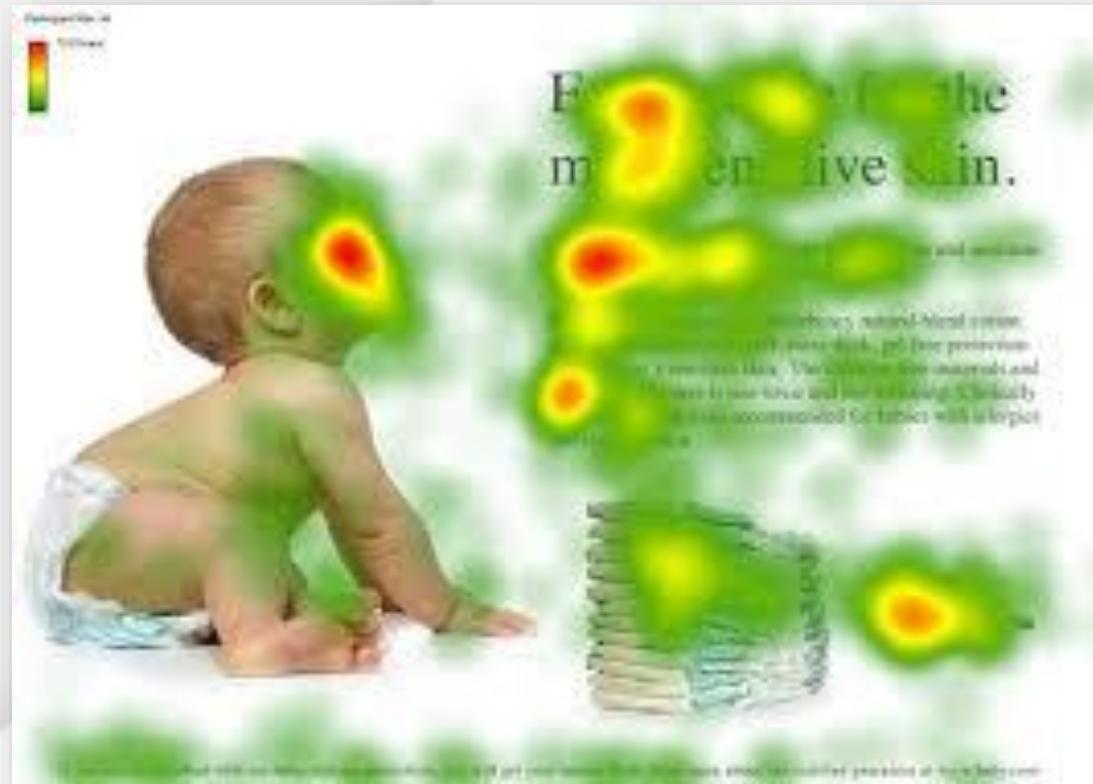
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baby™

Hasil eye tracker!



Mana desain yang terbaik?

BoatUS.

[Benefits & Savings](#) | [Plans & Pricing](#) | [Get Towing](#)



More Boaters Choose BoatUS than any other on the water towing service.

Why? Because we have the largest network of towing ports PLUS over 25 membership benefits & discounts.

	Basic	Unlimited Freshwater	Unlimited * Saltwater	Unlimited Gold
	\$24 <small>per year</small>	\$72 <small>per year</small>	\$158 <small>per year</small>	\$189 <small>per year</small>
Get Towing	Get Towing	Get Towing	Get Towing	
			* Most Popular	

MEMBERSHIP & ON WATER TOWING BENEFITS

24/7/365 Dispatch	✓	✓	✓	✓
Service good on all boats you own, borrow or rent	✓	✓	✓	✓
Serviced by Nation's Largest Fleet	✓	✓	✓	✓
Includes over 25 Additional Benefits & Discounts	✓	✓	✓	✓
Highest Level of Rewards at West Marine Stores	✓	✓	✓	✓
BoatUS Pays 100% of Towing bill	✓	✓	✓	✓
BoatUS Pays 100% for On Water Towing	✓	✓	✓	✓
BoatUS Pays 100% for On Water Jump Starts	✓	✓	✓	✓
BoatUS Pays 100% for On Water Fuel Delivery	✓	✓	✓	✓
BoatUS Pays 100% for Soft Ungroundings	✓	✓	✓	✓
BoatUS Pays 50% on Home Dock Tows	✓	✓	✓	✓

BoatUS.

[Benefits & Savings](#) | [Plans & Pricing](#) | [Get Towing](#)



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BoatUS Pays 100% for On Water Towing	✓	✓	✓	✓
BoatUS Pays 100% for On Water Jump Starts	✓	✓	✓	✓
BoatUS Pays 100% for On Water Fuel Delivery	✓	✓	✓	✓
BoatUS Pays 100% for Soft Ungroundings	✓	✓	✓	✓
BoatUS Pays 50% on Home Dock Tows	✓	✓	✓	✓

Gambar dapat memberikan hasil terukur.



More Boaters Choose BoatUS
than any other on the water towing service.
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over 25 membership benefits & discounts.

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	\$24 <small>per year</small>	\$72 <small>per year</small>	\$158 <small>per year</small>	\$189 <small>per year</small>
Get Towing	Get Towing	Get Towing	Get Towing <small>* Most Popular</small>	Get Towing

MEMBERSHIP & ON WATER TOWING BENEFITS

24/7/365 Dispatch	✓	✓	✓	✓
Service good on all boats you own, borrow or rent	✓	✓	✓	✓
Serviced by Nation's largest fleet	✓	✓	✓	✓
Includes over 25 Additional Benefits & Discounts	✓	✓	✓	✓
Highest Level of Rewards at West Marine Stores	✓	✓	✓	✓
BoatUS Pays first \$50 of Towing bill	✓	✓	✓	✓
BoatUS Pays 100% for On Water Towing	✓	✓	✓	✓
BoatUS Pays 100% for On Water Jump Starts	✓	✓	✓	✓
BoatUS Pays 100% for On Water Fuel Delivery	✓	✓	✓	✓
BoatUS Pays 100% for Soft Ungroundings	✓	✓	✓	✓
BoatUS Pays 50% on Home Dock Tows	✓	✓	✓	✓



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BoatUS Pays 100% for On Water Fuel Delivery	✓	✓	✓	✓
BoatUS Pays 100% for Soft Ungroundings	✓	✓	✓	✓
BoatUS Pays 50% on Home Dock Tows	✓	✓	✓	✓

Whichsitewon.com

The “serious captain” increased conversions by 33%.

Kesimpulan

1. Perhatikan navigasi desain yang membuat user secara intuitif terpandu melakukan eksplorasi konten
2. Manfaatkan prinsip proximity pada setiap element design agar user mudah mengambil keputusan
3. Hati-hati dengan desain iklan yang membuat user tidak memperhatikannya
4. Teknis persuasif design seperti scarcity bisa mempengaruhi pengguna untuk mengambil keputusan
5. Teknik framing bisa membantu user untuk antusias memilih sebuah produk
6. Gambar pada desain harus dapat menguatkan konten utama
7. Pengujian variasi desain penting untuk meningkatkan konversi

Thank You

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