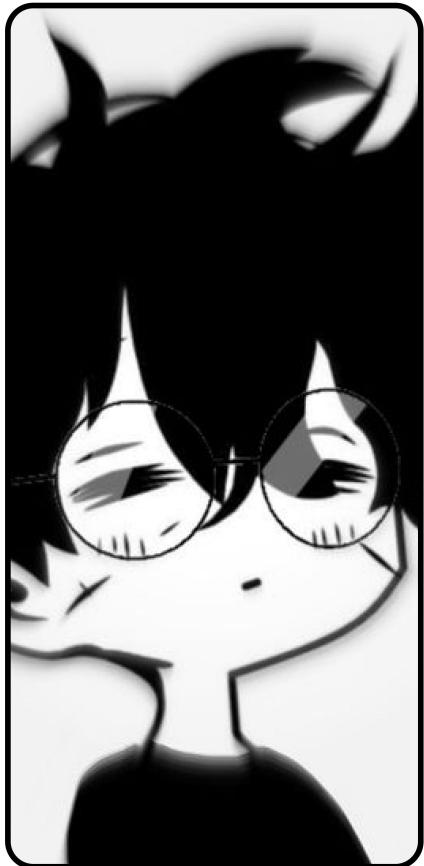




# The Art and Science of UI/UX Design

*Balancing Aesthetics and Function for Optimal  
User Satisfaction*





# Atqiya Haydar (Mogus)

Teknik Informatika 2022 – Jatinangor

Software Engineer & UI/UX Designer

## Experiences

- Developer Intern @ Purple Foxes Italy
- Director of Operations @ KSEP ITB
- Chief Technology Officer @ Sistem Anmategra KM ITB
- UI/UX Designer Intern @ Datare

## Achievements

- Top 10 Finalist out of 157 Competing Teams in INTUITIVA UI/UX Competition 2024
- 1st Place in Codefest Hackathon Competition 2023
- Finalist in UI/UX Competition Technology Euphoria 2023
- 1st Place in UI/UX Design Competition Forkafest 3.0

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# User Interface & User Experience

*Apakah itu hal yang sama? Apakah itu hal yang  
berbeda?*



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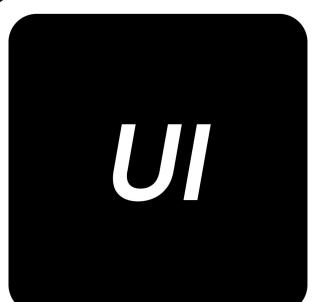


Keduanya merupakan disiplin desain yang saling terkait meskipun sangat berbeda dalam sifatnya.

A black square containing the letters "UX" in white.

### ***Human-First Approach to Product Design***

Fokus pada peningkatan kepuasan dan kemudahan pengguna dalam menggunakan aplikasi. Tujuannya untuk menciptakan kemudahan interaktivitas pada aplikasi sehingga tidak membingungkan penggunanya.

A black square containing the letters "UI" in white.

### ***Human-First Approach to Designing the Aesthetics Experience of A Product***

Fokus pada desain tampilan antarmuka yang digunakan oleh pengguna sehingga lebih mengutamakan pada keindahan dari suatu tampilan. Tujuannya untuk membuat tampilan dari aplikasi menjadi lebih enak dipandang mata dan menciptakan loyalitas pengguna.

Pada tahun 2022, terdapat lebih dari 200 juta situs web aktif, sebagian besar merupakan situs bisnis. Banyak merek tidak hanya memiliki situs web, tetapi juga aplikasi. Merek yang belum memiliki situs atau aplikasi sedang merencanakan transformasi digital dan berinvestasi dalam produk digital.

UI/UX Designer memiliki peran kunci dalam memfasilitasi transformasi digital ini. Tugas mereka adalah membuat produk digital klien menjadi intuitif dan mudah diakses oleh pengguna target.

## 75% konsumen

menilai kredibilitas merek berdasarkan kualitas desain situs web mereka. Desain UX/UI memiliki dampak besar pada pengalaman pengguna di situs web, apakah positif, menyenangkan, dan bebas hambatan.

Studi dari Stanford Web

## 80% dari 1000 konsumen

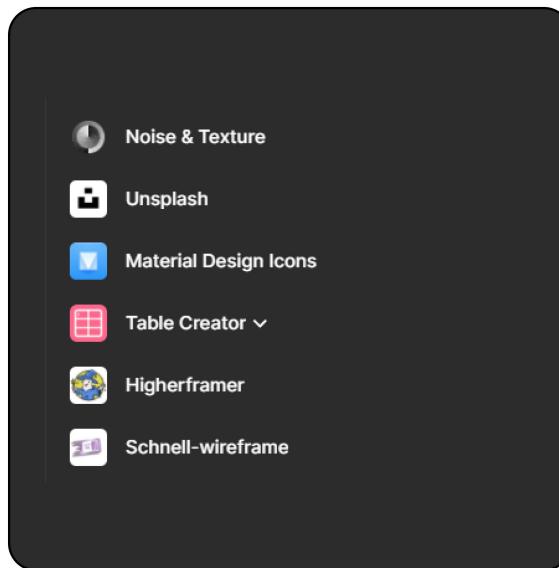
mengklaim bahwa mereka menghargai pengalaman pelanggan di atas semua aspek lain dari produk dan layanan teknologi yang mereka beli.

Survei oleh Qualtrics

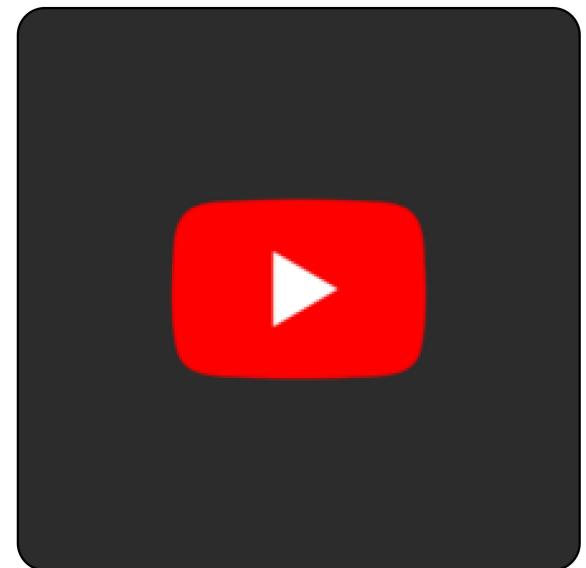
## Design Software



## Plugins



## Learning Resources

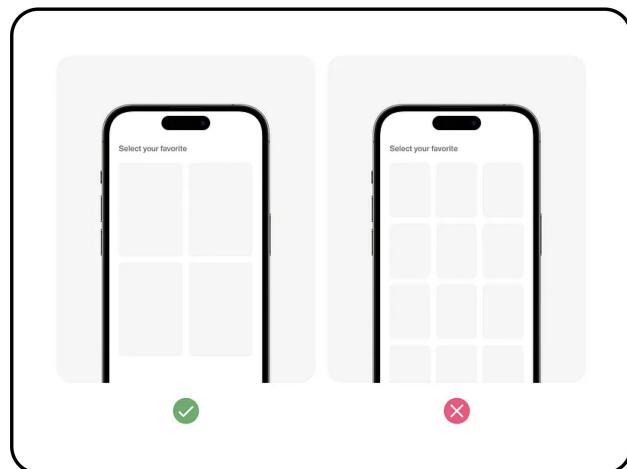




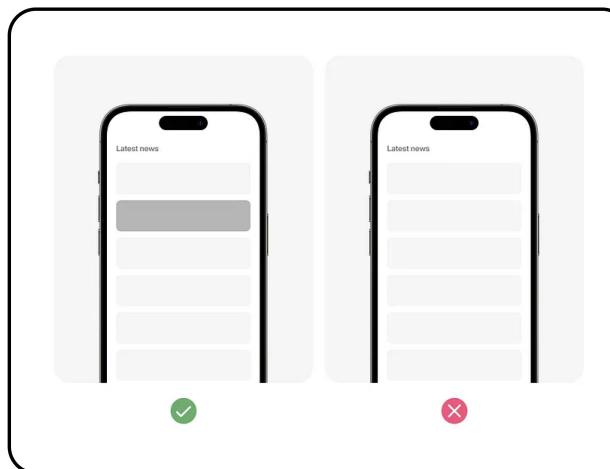
# UX Design Psychology

UX adalah tentang memahami bagaimana manusia sebenarnya mengalami sesuatu, dan di sinilah psikologi sangat berguna. Singkatnya, produk yang lebih manusiawi lebih menyenangkan untuk digunakan.

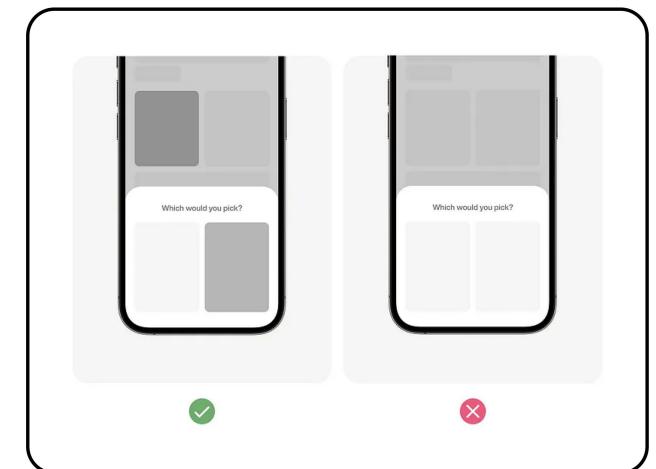




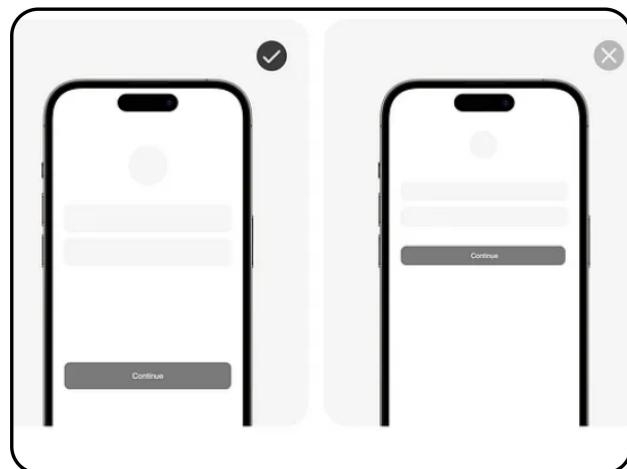
Hick's Law



Confirmation Bias



Priming



Fitts's Law

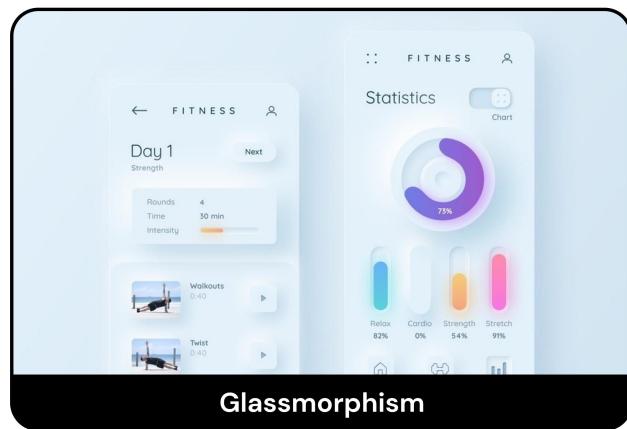


Picture Superiority Effect

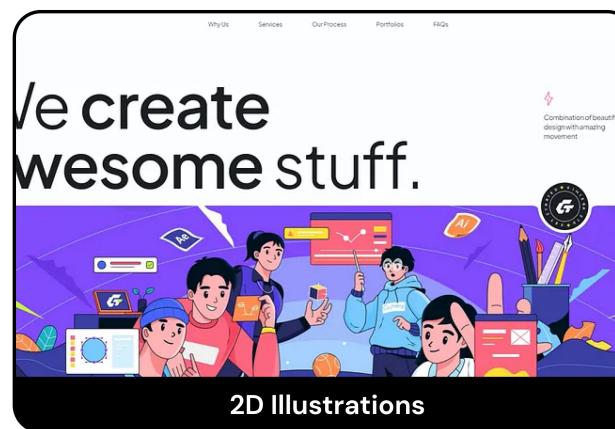


Occam's Razor

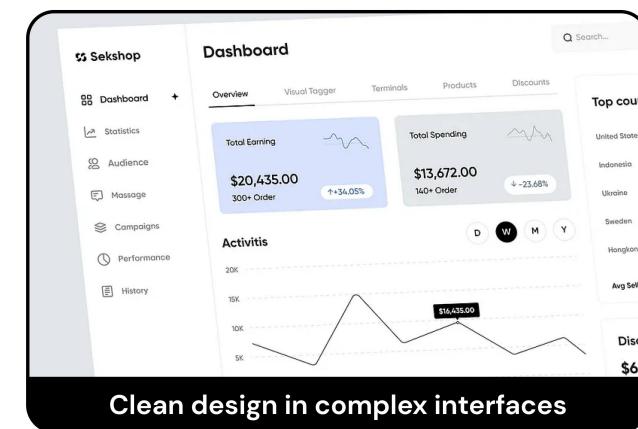
## UI Design Trends



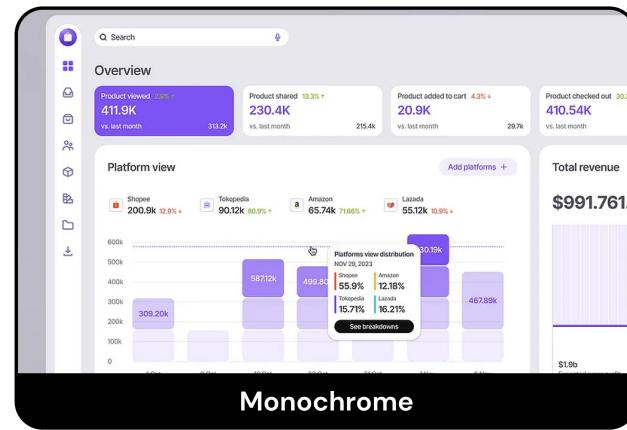
Glassmorphism



2D Illustrations



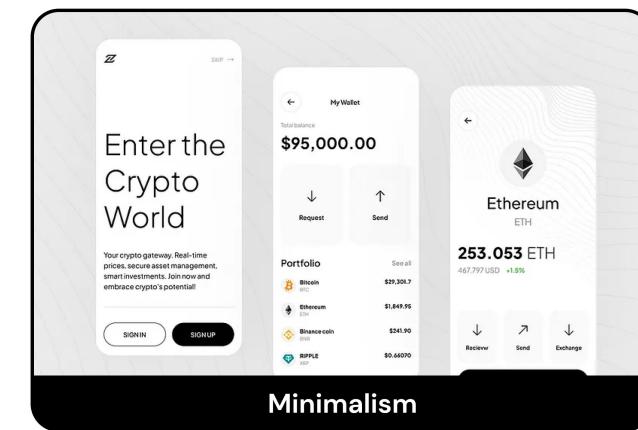
Clean design in complex interfaces



Monochrome



Dark Futuristic



Minimalism

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# UI/UX Design Process



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## Empathize

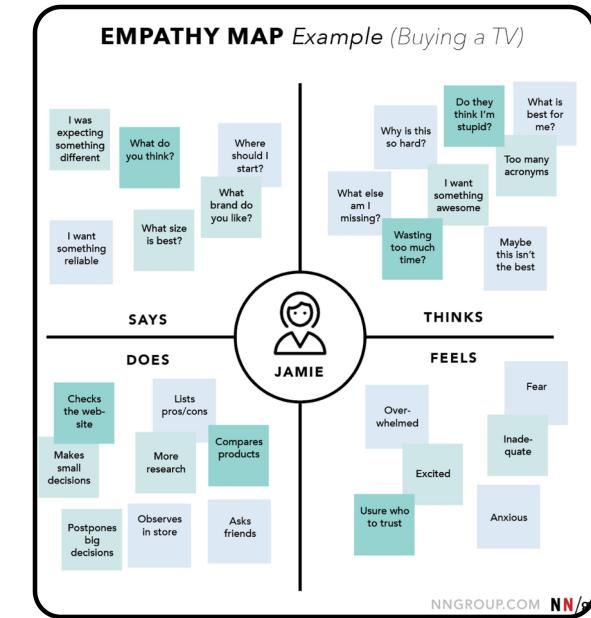
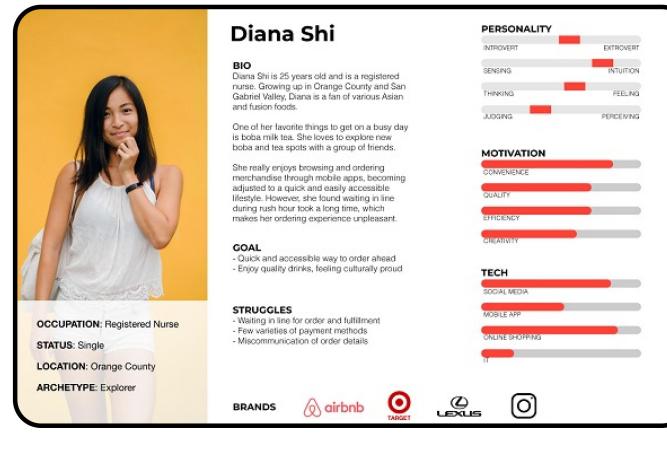
Pahami pengguna dan kebutuhan mereka.

### Kegiatan

- Wawancara Pengguna
- Pengamatan
- Survei dan Kuesioner

### Hasil

- User Personas
- Emphaty Map



## Define

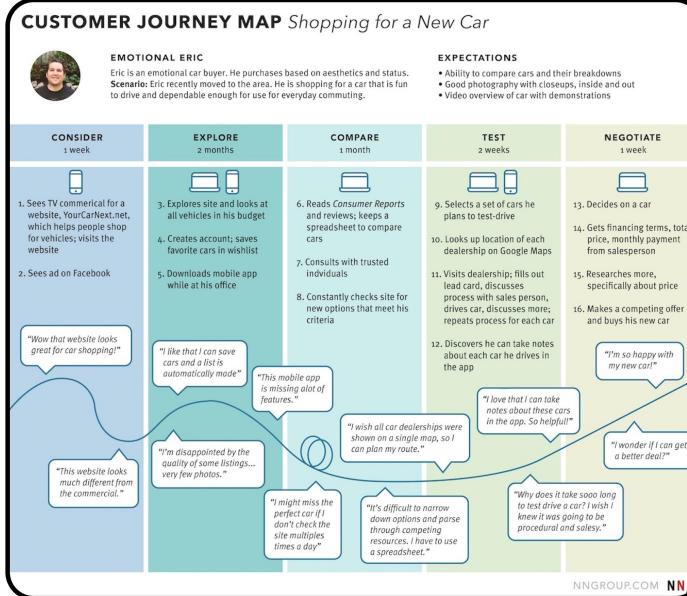
Nyatakan dengan jelas masalah yang ingin Anda selesaikan.

### Kegiatan

- Pernyataan Masalah
- Pernyataan Sudut Pandang
- How Might We Questions

### Hasil

- User Journey
- Problem Statement
- How Might We



User Journey

How Might We



## Ideate

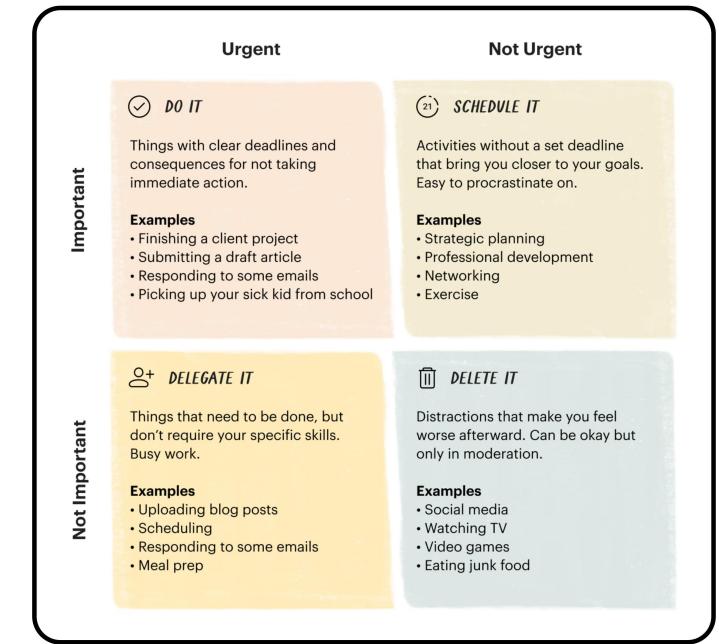
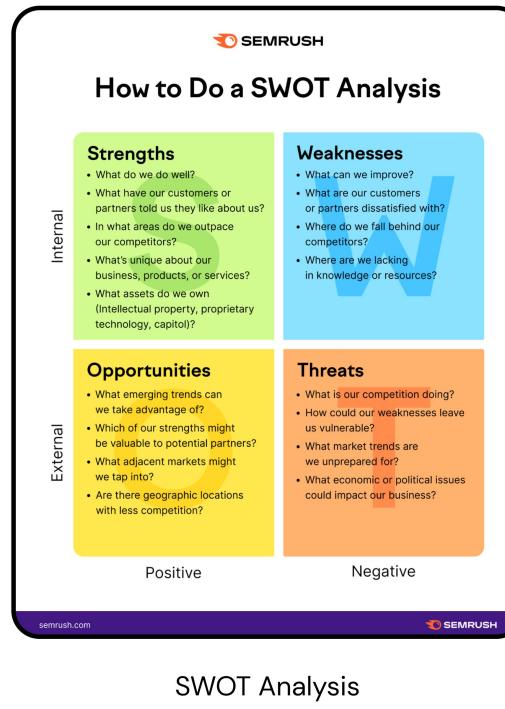
Menghasilkan berbagai ide untuk memecahkan masalah.

### Kegiatan

- Brainstorming
- Sketsa
- Pemetaan Pikiran

### Hasil

- Competitor Analysis
- Urgent-Important Matrix
- Problem-Feature Mapping
- Features



## Prototype

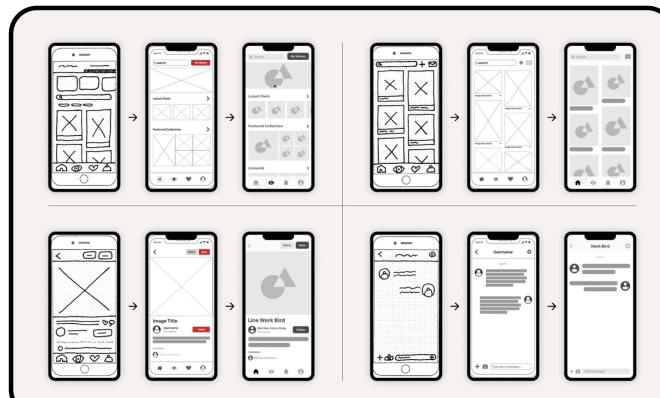
Bangun representasi nyata dari ide-ide untuk mengeksplorasi potensinya.

### Kegiatan

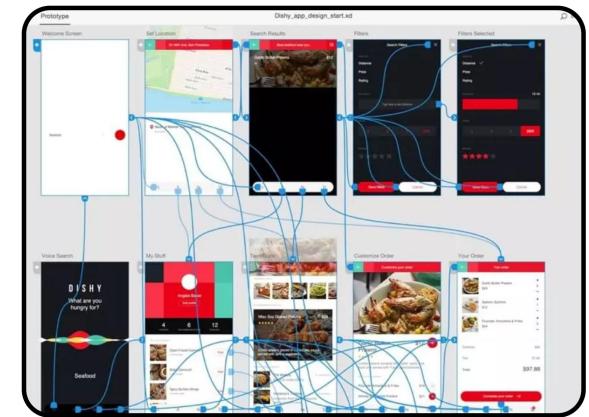
- Low-Fidelity Prototypes
- High-Fidelity Prototypes

### Hasil

- Wireframes
- Interactive Prototypes



Wireframes



Interactive Prototypes

## Test

Validasi prototipe dengan pengguna dan kumpulkan umpan balik.

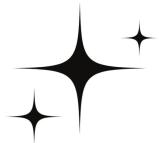
### Kegiatan

- Usability Testing
- A/B Testing
- User Feedback

### Hasil

- Usability Test Reports
- Feedback Summaries





# UI/UX Career Path



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***UX Designer***

***UI/UX Designer***

***Product Designer***

***Visual Designer***

***UX Researcher***

***UI Designer***

***Content Designer***

***UX Writer***

## Internships

UI/UX Design Intern Rp 1,5 jt-2 jt

Kerja di kantor Magang Kurang dari setah...

Minimal Sarjana (S1) +3

 **Markmind.**  
 Kembaran, Jakarta Barat, DKI Jakarta

2 hari yang lalu 

UI/UX Design Internship Rp 1,5 jt-1,5 jt

Kerja di kantor Magang Kurang dari setah...

Minimal SMA/SMK +6

 **Virus Digital Indonesia**  
 Mampang Prapatan, Jakarta Selatan, DKI Jakarta

4 hari yang lalu 

UI/UX Designer Rp 1,7 jt-3 jt

Remote/Dari rumah Paruh Waktu 1 – 3 tahun

Minimal Diploma (...) +3

 **MultitudeX Pte. Ltd.**  
 Kemayoran, Jakarta Pusat, DKI Jakarta

2 hari yang lalu 

UI/UX Designer Rp 6 jt-9 jt

Remote/Dari rumah Penuh Waktu 3 – 5 tahun

Minimal Sarjana (S1) +3

 **ForgeFun (Avarik Saga)**  
 Kembangan, Jakarta Barat, DKI Jakarta

10 hari yang lalu 

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### Internships Marketplace

- LinkedIn
- Glints
- TalentGrowth
- Kalibrr
- Glassdoor

### Tips:

- Perbanyak Portfolio

### **Society of Renewable Energy ITB - Bandung, Indonesia**

Front End Developer & UI/UX Designer (June 2023 - Mar 2024)

- Crafted an immersive user experience by designing every page of the dynamic website [sreitb.com](http://sreitb.com), resulting in substantial visitor engagement during events and enhancing the website's aesthetics and interactivity by 100%.

## **Tips CV**

- Selalu tulis role dengan jelas
- Jelaskan deskripsi apa yang kalian lakukan dengan angka



# Extras



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## ***Sometimes ux is more important than UI***

Something that looks great but is hard to use is an ideal example of great UI and poor UX. While something very usable that looks simple is exemplary of great UX and poor UI.

- Unintuitive Navigation
- Poor Readability
- Ignoring Accessibility
- Inconsistent Design Elements



# QnA



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# UX Study Cases

## Build a Prototype

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## Distraction is everywhere!

We're constantly fighting distractions and procrastinations when we're trying to get work done on the computer.  
How can you design an environment that helps people focus on their work to be done?

Focus on problem-solving and organizing your thinking process. Illustrate your ideas with sketches and wireframes.

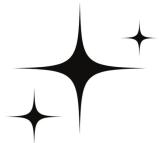
⌚ 8 min

## Go out and make a new friend

Friends keep us company through the ups and downs of our lives and help us grow. But as we grow older, our fear and social anxiety can keep us from making new friends. How can you help people who has social anxiety step out and make new friends?

Focus on problem-solving and organizing your thinking process. Illustrate your ideas with sketches and wireframes.

⌚ 8 min

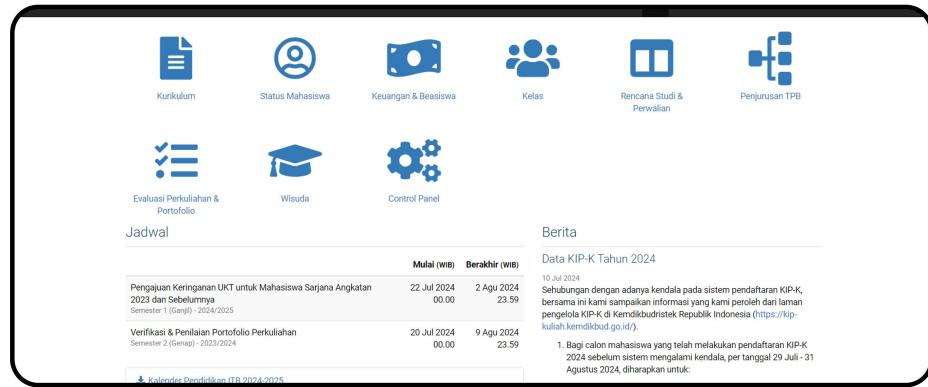


# Hands On

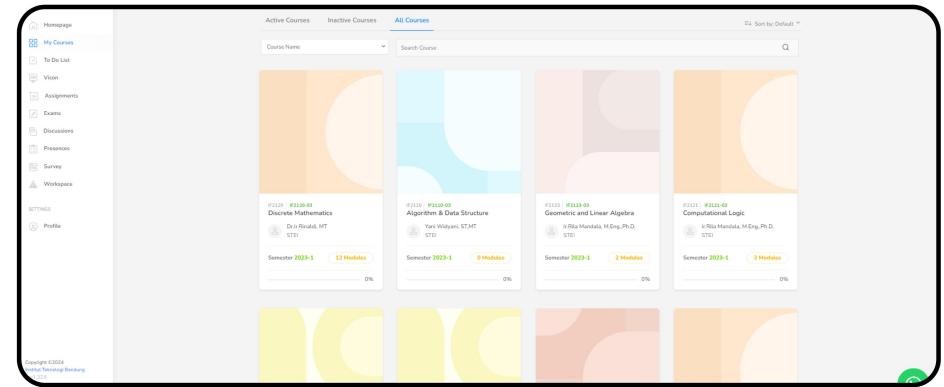
Redesign Application Based on Your Style!



## Hands On Project



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## To Do :

- Redesign menggabungkan SiX dan Edunex menjadi satu aplikasi
- Color dan Typography dibebasin ke kalian
- Tidak harus mencakup semua fitur. Pilih fitur yang kalian suka saja
- Tidak diwajibkan membuat Low Fidelity
- Bikin hanya untuk Desktop Version

## Reference :

- Behance
- Pinterest
- Google
- Mobbin
- Dribble



# Thank You!

any further questions? add my line (ID: atqeeya)



<https://medium.com/@iamjesseshow/ux-vs-us-7431dd859418>

<https://sis.binus.ac.id/2023/02/17/kenali-lebih-jauh-perbedaan-user-interface-dan-user-experience/>

<https://www.designstudiouiux.com/blog/importance-of-ui-ux-design-in-todays-digital-world/>

<https://bootcamp.uxdesign.cc/ux-design-psychology-a-guide-to-human-experience-ee01f878c876>

<https://medium.com/design-bootcamp/psychology-to-ux-design-part-1-2e52a4e081f3>

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<https://medium.com/weavedesign/10-scariest-ui-ux-design-mistakes-dff8f00950a7>

<https://abhinavagr.medium.com/why-ux-is-more-important-than-ui-3e745ff87969>