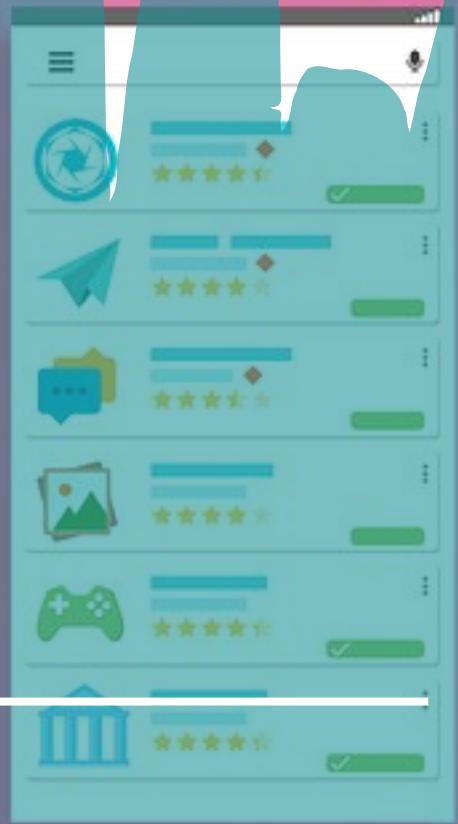
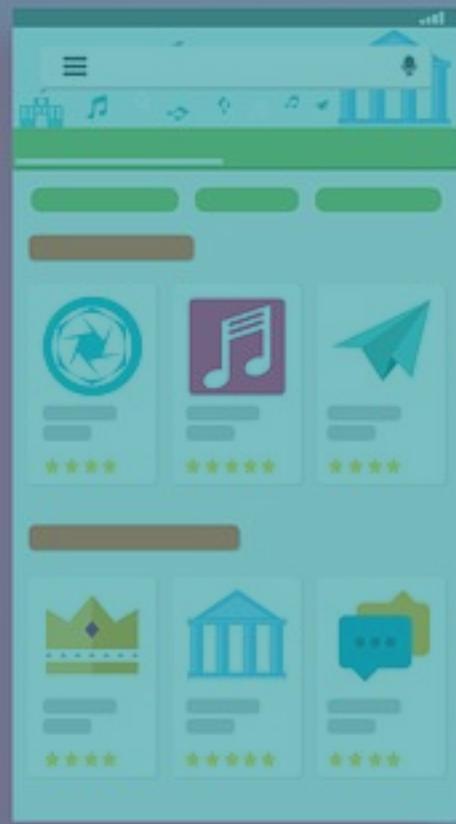


UI/UX

UNIVERSITAS SEBELAS MARET





UI / UX

UI / UX

Apa itu?

Adalah sebuah keilmuan yang mempelajari bagaimana merancang sebuah produk yang baik dari sisi bentuk (UI) dan juga dari sisi pengalaman penggunanya (UX)

Dari statement tersebut di atas, ada dua elemen menjadi fokus utama, yakni UI (User Interface) dan UX (User Experience)

Apakah UI (User Interface) dengan UX (User Experience) adalah 2 hal yang berbeda

Visual Design

UI

Interface Design

Iconography

Graphics

UX

Field Research

User Research

User Interview

Usability Plan

Data Gathering

User Profile Creation

Persona Creation

Concept Design

Task Analysis

Task Grouping

Information Architecture

Wireframing

Prototyping

User Evaluation

Graphics

Iconography

Interface Design

Visual Design

Texonomy Creation

Terminology

Present & Convience

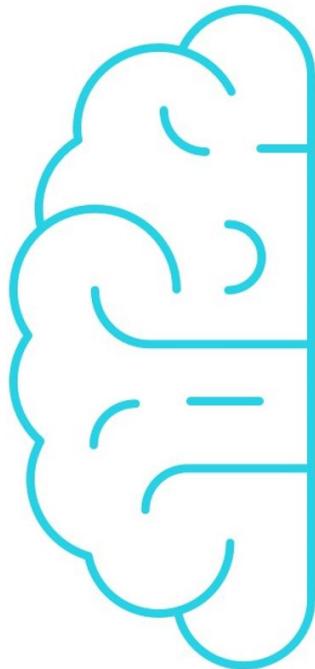
Work Closely with Development Team

Reviews

Brainstroms & Trainings

UX

*Technical skills
like logic*



UI

*Visual taste,
aesthetic*

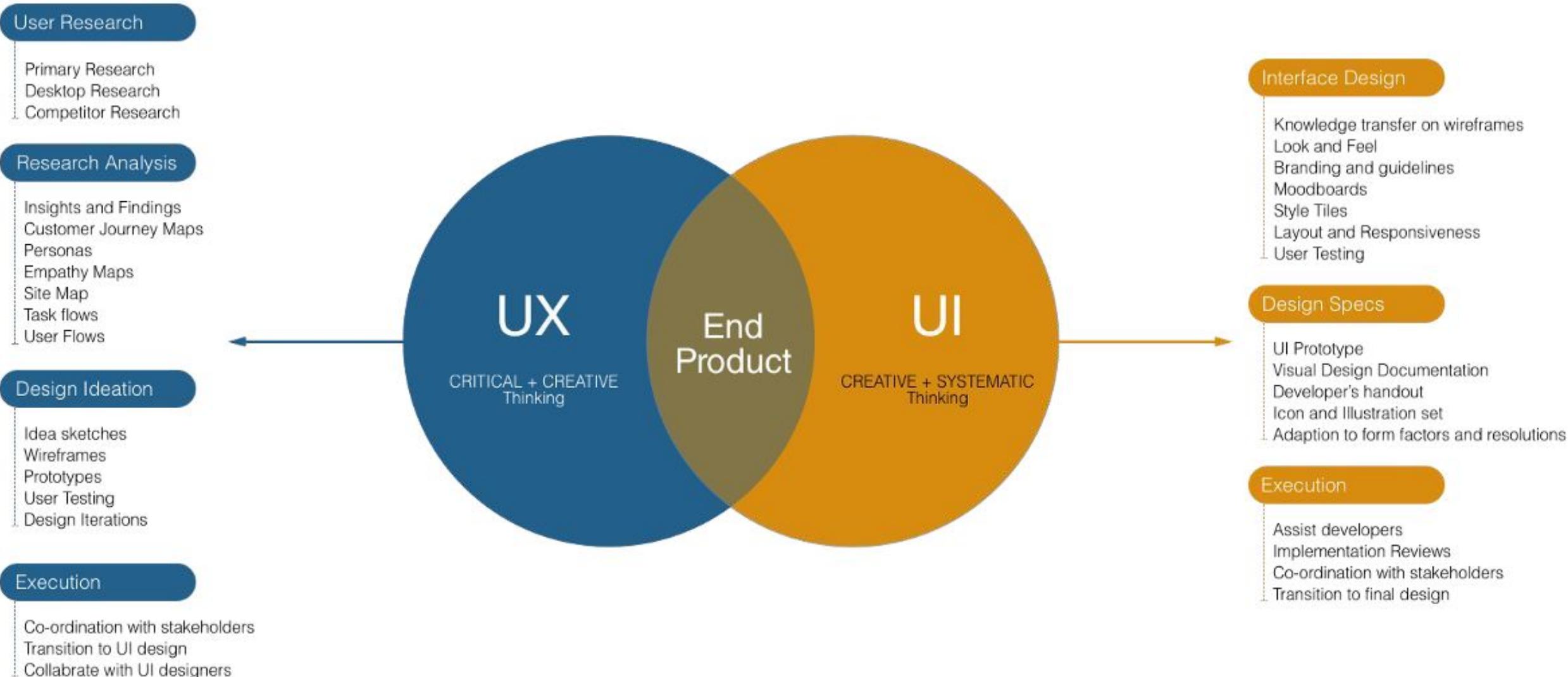


User Experience

Merancang berbagai macam hal yang akan **dirasakan** oleh calon pengguna produk yang dibuat

User Interface

Merancang berbagai macam hal yang akan **dilihat** oleh pengguna produk yang akan dibuat









UI



UI



UX



UX



Untuk Apa Mempelajari UI/UX?



- ✓ Membuat Pengguna Nyaman
- ✓ Memudahkan Pengembangan Produk
- ✓ Meminimalisir Waktu Proses Pembuatan Produk
- ✓ Mengetahui Apa yang Dibutuhkan Pengguna
- ✓ Menciptakan Produk yang Berkesan bagi Penggunanya



Uniting People + *Tech*.

NATIONALLY
LOCALLY
REMOTELY



FOR EMPLOYERS

JOIN | LOG IN

JOBSP

TECH COMPANIES

REMOTE

TECH TOPICS

SALARIES

LEARN

FIND MY TECH HUB

TECH TRENDS, JOBS + COMPANIES

Learn. Grow. Build your career.

1.3M TECH PROS • 33.9K STARTUPS • 238K LOCAL + REMOTE JOBS

Get the job you really want.

Dev + Engineer

3-5 Years of Experience

SEE JOB MATCHES



Match With Companies



Read Tech Articles



Receive Job Offers

UX Project Checklist

<https://uxchecklist.github.io/>

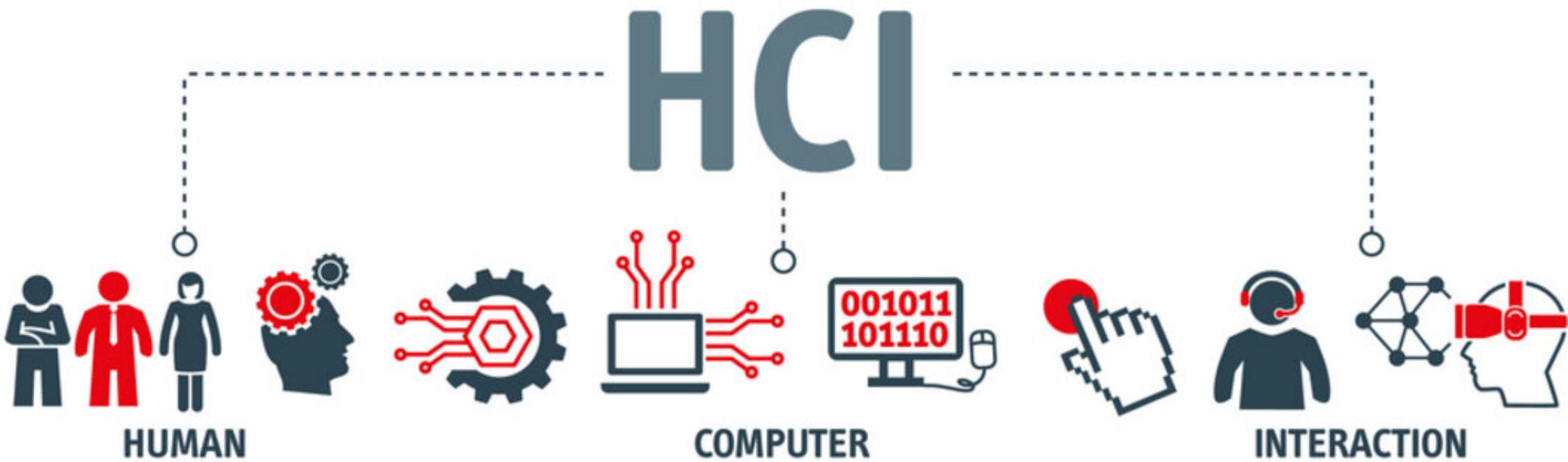
Research	Competitive Analysis See how others solve similar problems and try to not reinvent the wheel. Read more	Data analysis Do you have all the useful data you need? Try to have a look at funnels, clicks, page views, performances... Read more	User feedback Always speak with Customer Care team! Don't have one? Check your old surveys or videos, what your customer says? What do they actually do? Read more
Plan	User stories Have you done personas yet? If not DO IT NOW. Ok, now use them to write down user stories and scenarios. Read more	User flows Create your user's flow based on the scenarios you created, you can use it later to review the journey and create wireframes on top of each step. Read more	Red routes Define red routes for your product and you'll be able to identify, prioritise and eliminate any usability obstacles on key user journeys. Read more
Explore	Brainstorm & sketch Find a war room, fill it with markers and drinks, get together and sketch, discuss, vote, disrupt, have fun! Read more	Wireframe Add some details and structure to your ideas, reuse patterns and create pages on top of your user flows so you'll leave nothing behind. Read more	Prototype You can start creating paper prototypes and continuously iterate to more functional ones. Use sketches, HTML pages or static images, then just get some people and test. Read more
Communicate	IA Understand your users, your data structure and your channels. How can you organise your navigation and content in a clear and consistent way? Read more	Language Follow your brand personality, keep in mind users' culture and language, the context of your product and make sure they understand you. Read more	Accessibility You don't need to add extra functionality or to duplicate any content. The key is simply to assess the requirements of those with different skills and limited devices. Read more
	Sustainable Help the planet by reducing the resources you use, reinforce greener behaviours and promote sustainability best practices. Yes, your product can do that! Read more	Ethical Move fast and break things! What about slow down and make sure your product is secure, private, honest? Be considerate when you design and follow good ethics. Read more	Inclusive Remember that everything you design is skewed by your own view and background. Be sure to open your design process to remove your biases and design for everyone. Read more
Create	UI elements Reuse elements and patterns. Follow your style guidelines. Don't have any? Create your guidelines. Start small, then create pages. Read more	Gestures So you have a swipe slider? Tell me more about pinch, drag, zoom, rotate, shake, six-inch smartphones, left-handed people, mouseover, kinect, motion detection... Read more	Responsiveness Can I see it on my mobile? Oh wait, what about my smart-watch which works as a remote for my 50" TV. Bonus: remember cross device experience. Read more
Give feedback	Waiting times If your users have to wait ages for the page to load, at least show them a loader. If take longer why don't you try something more entertaining? Read more	Errors Be clear and specific on what and where user's error is. I mean, your error, because if it's your fault you should say it. Read more	Completed actions Give immediate and clear feedback of successful user's actions. Do not always wait for server response, trust your server once in a while! Read more
Finalise	Finalise layout It's time to let your design shine, make it in the right way, don't stop with the first solution, always ask "is this the best you can do?" Read more	Use of images and icons Use of icons and images is strongly influenced by context, culture and layout that you use. Like icons, test your images, small changes can bring huge improvements. Read more	Font & colours hierarchy Use colours and font sizes properly, try to follow your guidelines and keep it simple. The best visual hierarchies lead users to take the action confidently. Read more
Delight	Micro copy Every word is important, and a bit of personality will help your brand. Read more	Micro interactions Trigger, rules, feedback, loop. Details make the product. Bonus: Ever heard about easter eggs? Read more	Transitions Motion shouldn't be only beautiful, it should build meaning about the spatial relationships, functionality, and intention of the system. Read more
Analyse	KPI Setup What you want to achieve? What are your goals? Write down how you define success and failure and check if you have everything you need to collect the data. Read more	AB Test plan Plan your AB test ahead and, if you can, plan a short roadmap of improvements. Your goal is not just improving KPIs, but learning something. Read more	Test UX lab, survey, sessions recording... test, observe and fix, test, observe and fix... Read more

*UX is focused on the user's journey
to solve a problem, UI is focused on
how a product's surfaces look and
function*

Ken Norton – Partner at Google Venture



Human Computer Interaction





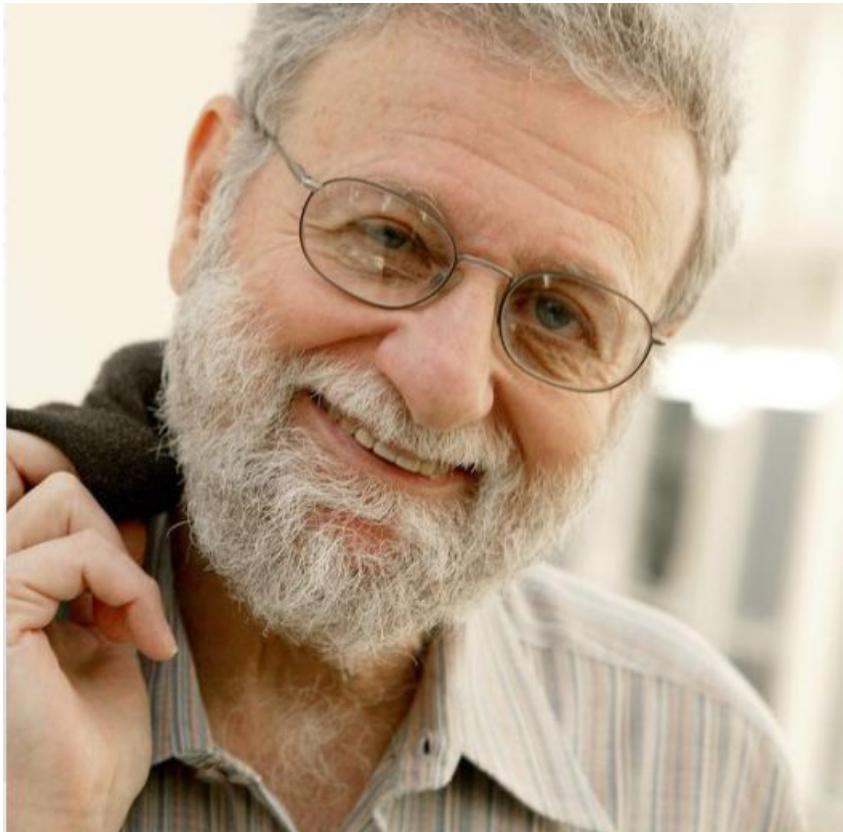
Human Computer Interaction (HCI)

Apa yang kita lakukan dengan device, komputer, atau laptop selama ini, merupakan bagian dari HCI.

Dimana saat kita menggeser mouse, menekan keyboard, menggeser layar smartphone, gesture, kita bisa mendapatkan control penuh terhadap device tersebut. Hal ini yang dinamakan interaksi.

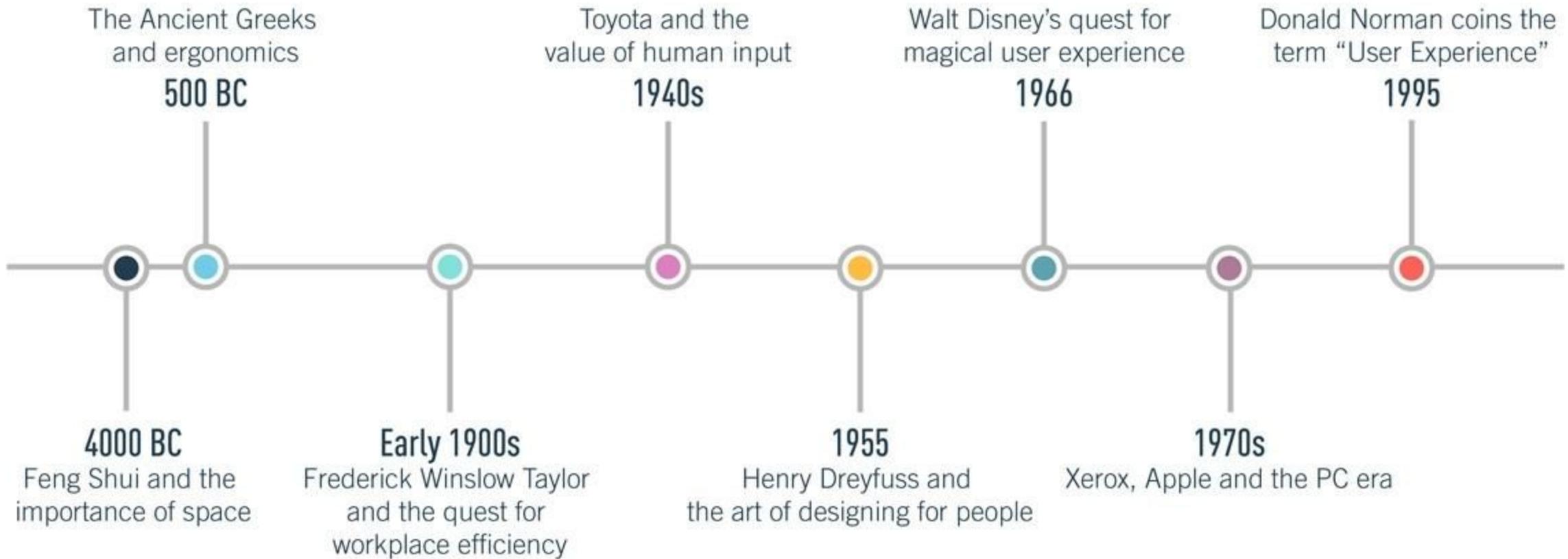
Untuk mempelajari UI/UX Design kita juga harus tahu interaksi 2 hal tersebut. USER & DEVICE. Kita harus mendesain bagaimana apps, web, dan platform yg lain bisa lebih mudah digunakan oleh user/manusia dari interface yang disuguhkan.

Pelopor HCI dan UIUX

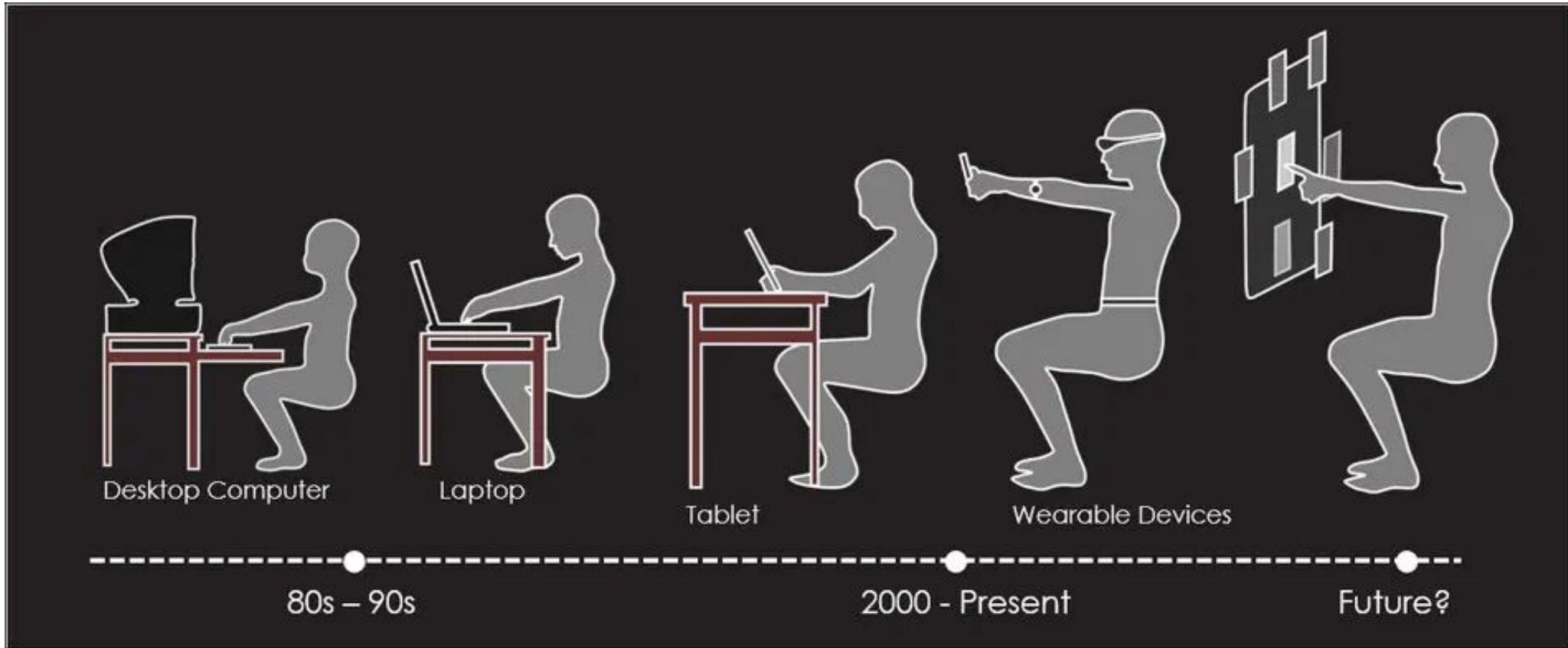


Sebenarnya keilmuan UIUX sudah dikenal dan diterapkan oleh peradaban umat manusia dari dahulu kala

Namun baru diperkenalkan lebih jauh sebagai sebuah keilmuan khusus oleh **Donald Arthur Norman** pada tahun 1995. Ia adalah seorang peneliti, akademisi dan penulis dibidang desain Human Computer Interaction



HCI Selalu Berevolusi



CLI

Command Line Interface

```
GCC(1)                               GNU                               GCC(1)

NAME
    gcc - GNU project C and C++ compiler

SYNOPSIS
    gcc [-c|-S|-E] [-std=standard]
        [-g] [-pg] [-Olevel]
        [-Wwarn...] [-Wpedantic]
        [-Idir...] [-Ldir...]
        [-Dmacro[=defn]...] [-Umacro]
        [-foption...] [-mmachine-option...]
        [-o outfile] [@file] infile...

    Only the most useful options are listed here; see below for the
    remainder.  g++ accepts mostly the same options as gcc.

DESCRIPTION
    When you invoke GCC, it normally does preprocessing, compilation,
    assembly and linking.  The "overall options" allow you to stop
    this process at an intermediate stage.  For example, the -c
    option says not to run the linker.  Then the output consists of
    object files output by the assembler.

Manual page gcc(1) line 1 (press h for help or q to quit)
```

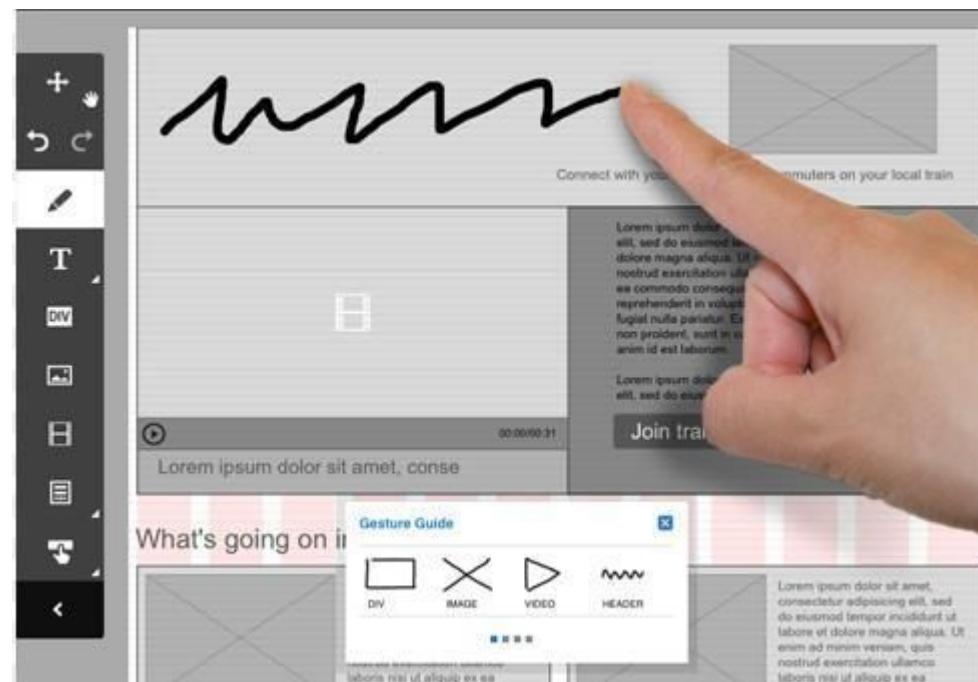
GUI

Graphical User Interface



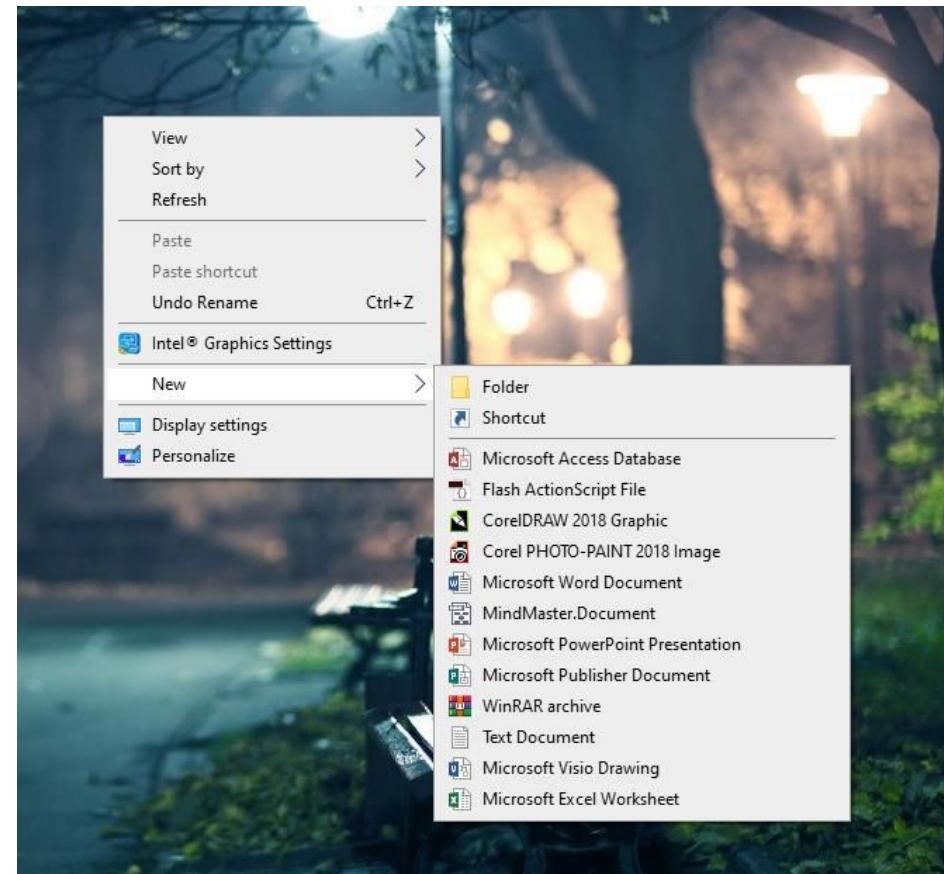
Interaksi User – Direct Manipulation

Direct Manipulation atau Interaksi langsung dengan objek pada layar.
Misalnya delete file dengan memasukkannya ke trash atau mengedit pesan dengan menahan teks.



Interaksi User – Menu Selection

Menu Selection adalah interaksi dengan memilih perintah dari daftar yang disediakan. Misalnya saat klik kanan dan memilih aksi yang dikehendaki.



Interaksi User – Form Fill In

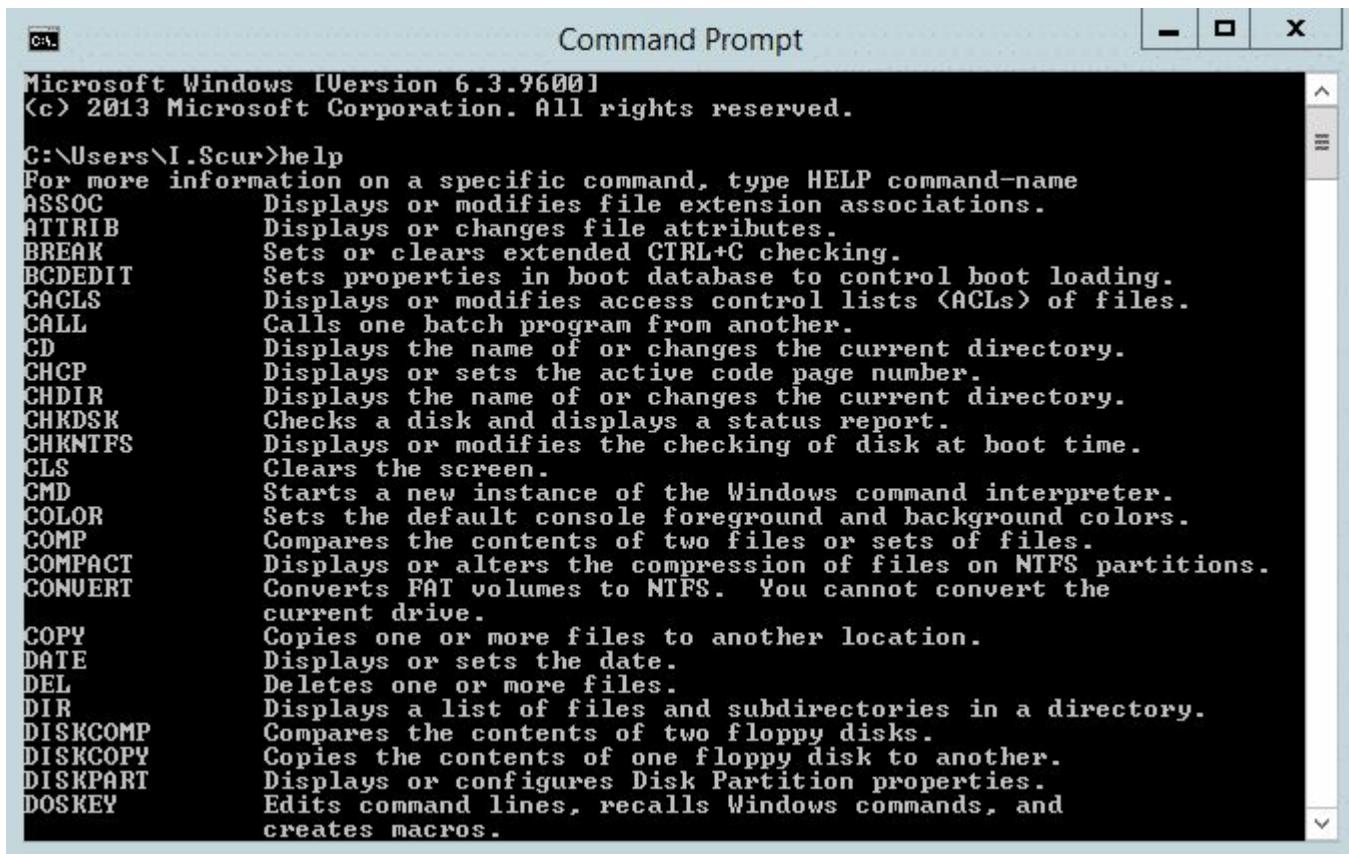
Seperti namanya, Form Fill in artinya Mengisi area-area pada form. Interaksi ini sering ditemui pada halaman registrasi ataupun login

The screenshot shows a travel booking interface with the following details:

- Tiket Pesawat** dropdown menu is open, showing options: Hotel, Holiday Stays, Atraksi dan Aktivitas, Tiket Kereta Api, Tiket Bus & Travel, Antar Jemput Bandara, Rental Mobil, Pesawat + Hotel, and JR Pass.
- Travel Type**: Sekali Jalan / Pulang Pergi
- Multi-kota** button
- Butuh inspirasi? Cari tiket ke mana saja!** button
- Dari**: Jakarta (JKTA)
- Ke**: Bali / Denpasar (DPS)
- Jumlah Penumpang**: 1 Dewasa, 0 Anak, 0 Bayi
- Tanggal Pulang** input field (unchecked)
- Tanggal Pergi**: 24 Sep 2023
- Kelas Penerbangan**: Economy
- Cari Tiket** button

Interaksi User – Command Language

Command Language adalah interaksi dengan menuliskan perintah yang sudah ditentukan pada program. Kelebihannya perintah diketikkan langsung pada sistem, dapat diterapkan pada terminal yang murah, kombinasi perintah dapat dilakukan. Misalnya copy file dan rename nama file.

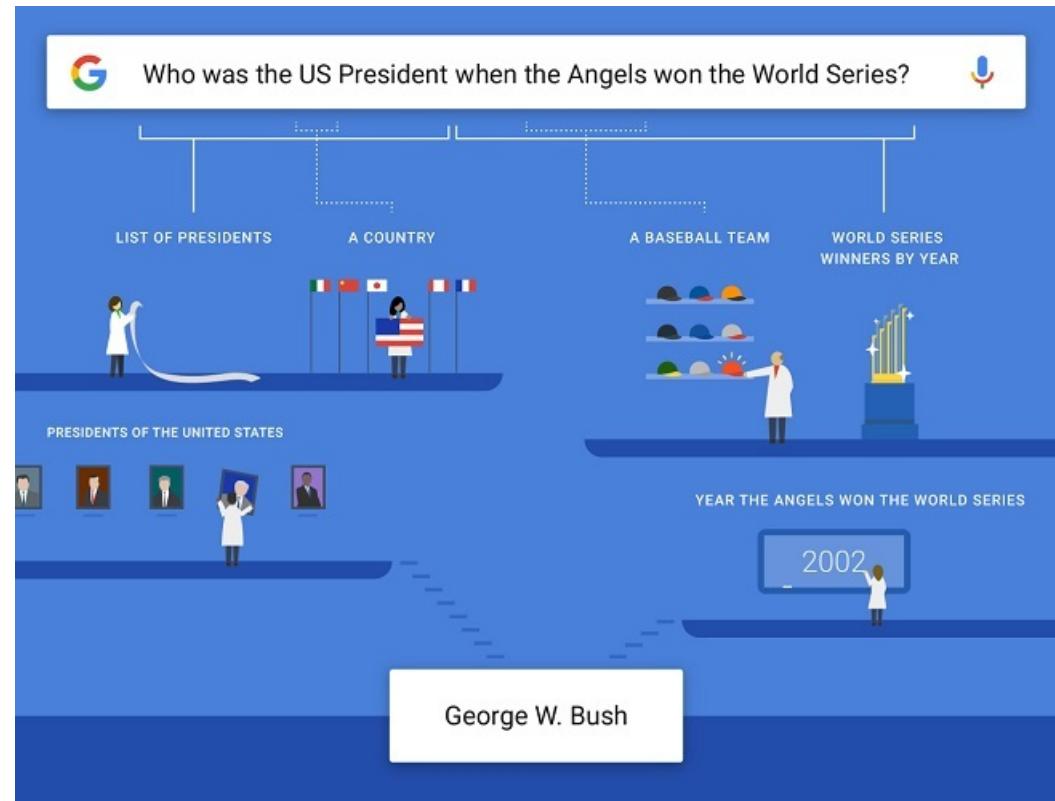


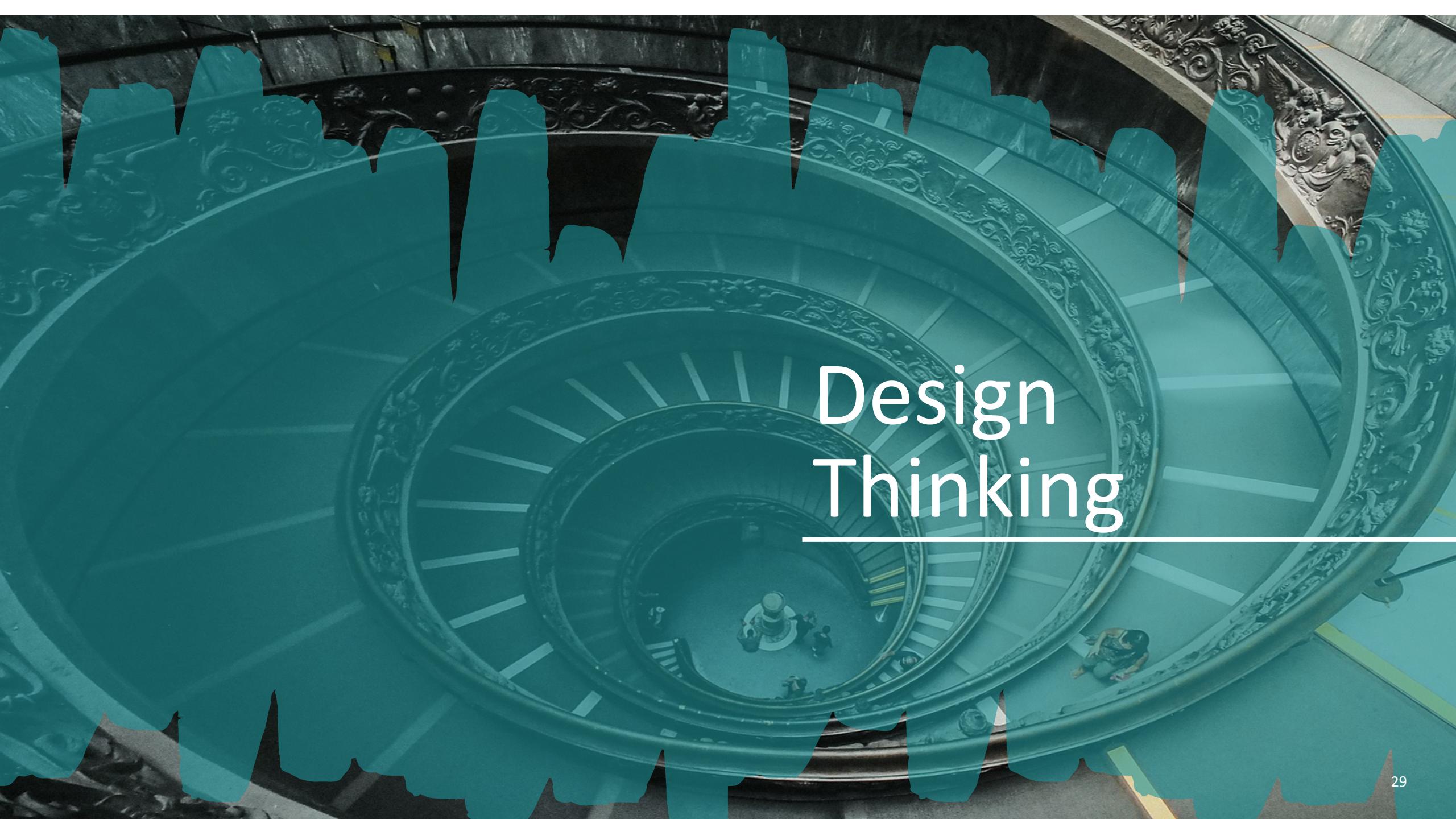
The screenshot shows a Microsoft Windows Command Prompt window titled "Command Prompt". The title bar includes standard window controls (minimize, maximize, close) and the title text. The main area displays a list of command names and their descriptions. The commands listed are:

- ASSOC Displays or modifies file extension associations.
- ATTRIB Displays or changes file attributes.
- BREAK Sets or clears extended CTRL+C checking.
- BCDEDIT Sets properties in boot database to control boot loading.
- CACLS Displays or modifies access control lists (ACLs) of files.
- CALL Calls one batch program from another.
- CD Displays the name of or changes the current directory.
- CHCP Displays or sets the active code page number.
- CHDIR Displays the name of or changes the current directory.
- CHKDSK Checks a disk and displays a status report.
- CHKNTFS Displays or modifies the checking of disk at boot time.
- CLS Clears the screen.
- CMD Starts a new instance of the Windows command interpreter.
- COLOR Sets the default console foreground and background colors.
- COMP Compares the contents of two files or sets of files.
- COMPACT Displays or alters the compression of files on NTFS partitions.
- CONVERT Converts FAT volumes to NTFS. You cannot convert the current drive.
- COPY Copies one or more files to another location.
- DATE Displays or sets the date.
- DEL Deletes one or more files.
- DIR Displays a list of files and subdirectories in a directory.
- DISKCOMP Compares the contents of two floppy disks.
- DISKCOPY Copies the contents of one floppy disk to another.
- DISKPART Displays or configures Disk Partition properties.
- DOSKEY Edits command lines, recalls Windows commands, and creates macros.

Interaksi User – Natural Language

Natural Language artinya kita menggunakan bahasa alami untuk melakukan perintah. Contoh: search engine di Internet. Uniknya, saat ini kita sudah bisa menggunakan perintah dengan suara kita dengan voice command.



A wide-angle photograph of a grand, circular staircase. The stairs are white with dark wooden railings featuring intricate carvings. Several people are visible on the stairs, some walking up and others down. The ceiling above is also ornate with decorative moldings.

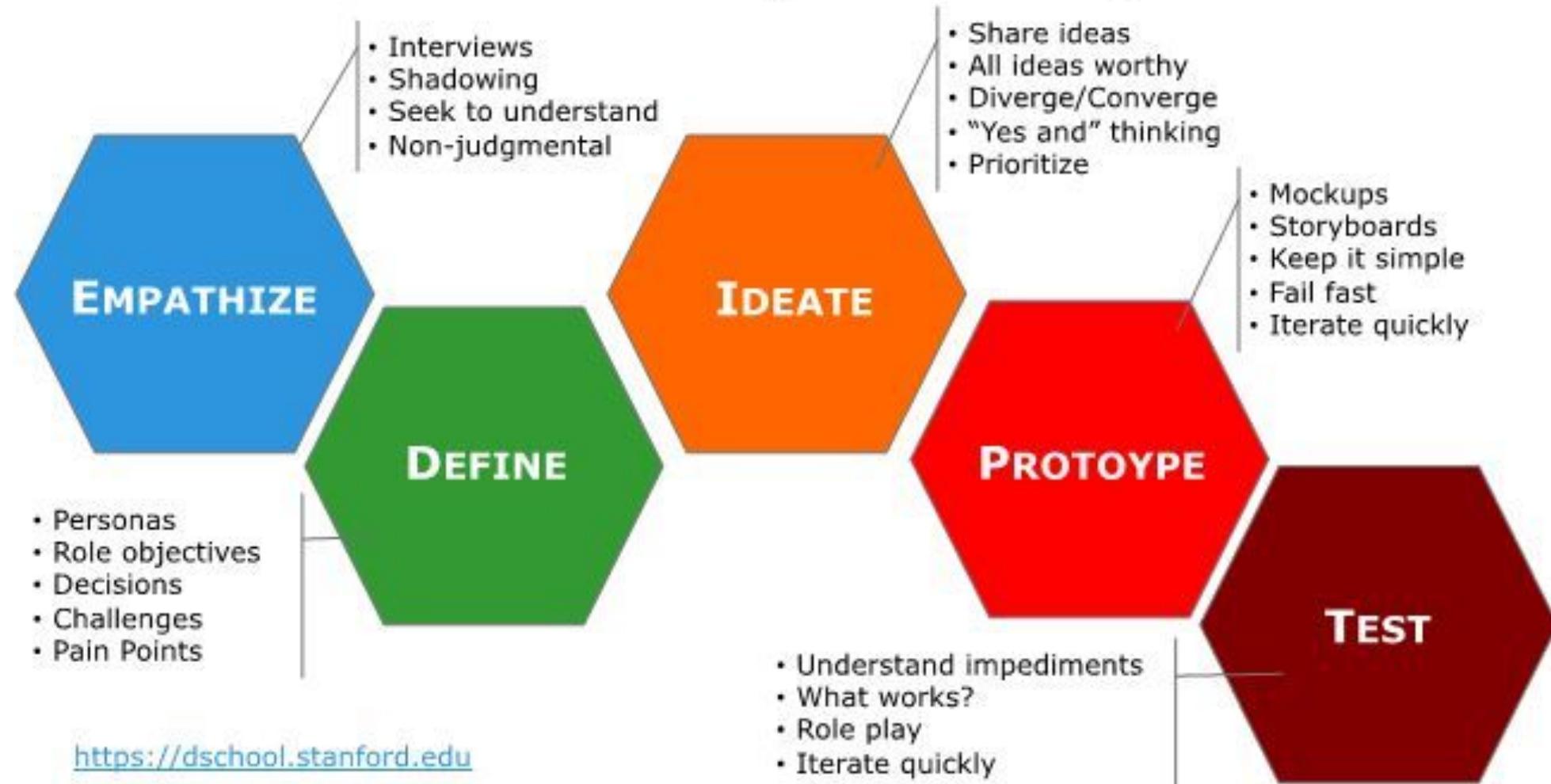
Design Thinking

Design Thinking

Design Thinking Adalah sebuah metode iterasi untuk menciptakan sebuah solusi inovasi yang berpusat pada kebutuhan pengguna (User Centered Design) sehingga menghasilkan produk yang sesuai dengan kharapan



Standford Design Thinking Process



Mengapa Perlu Design Thinking?

- ❑ Membantu memecahkan masalah secara konkret sesuai kebutuhan
- ❑ Mengatasi masalah yang awalnya ambigu atau sulit didefinisikan
- ❑ Mengarah pada solusi yang lebih inovatif
- ❑ Membuat proses produksi berjalan lebih cepat dan lebih efisien



Riset / Observasi

- In-depth Interview
- Focus Group Discussion

aktivitas

tujuan

Emphasize

metode

hasil

- Pertemuan Tatap Muka
- Pertemuan Online



Mencari tau kebutuhan pengguna dan
memahami bagaimana mereka berinteraksi
dengan suatu produk atau masalah.

Kumpulan Data

- Rangkuman penemuan dari riset
- Dokumentasi video



Menentukan masalah dan kebutuhan dari pengguna.

- Card Sorting
- Voting

aktivitas

Mendefinisikan permasalahan yang dihadapi pengguna, serta melihat peluang melalui keinginan pengguna, berdasarkan hasil riset di tahap empathize.



Define

tujuan

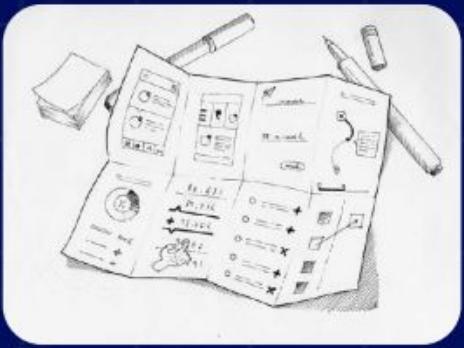
alat

hasil

- Sticky Notes
- Alat Tulis
- Miro, Figjam, Jamboard, dll



- Pain Points
- User Needs
- “How Might We” Questions



Membuat daftar ide solusi, serta membuat sketsa kasar:

- Brainstorming
- Card Sorting
- Voting
- Membuat Crazy 8's

aktivitas



Ideate

tujuan

Menghasilkan solusi ide yang dapat memecahkan permasalahan pengguna untuk selanjutnya diwujudkan dalam bentuk produk digital.

- Kertas HVS
- Sticky Notes
- Alat Tulis
- Miro, Figjam



alat

hasil

- Ide Solusi
- Affinity Diagram
- Feature Prioritisation
- Crazy 8's



- Diskusi dan menyusun alur proses
- Mendesain mockup UI
- Membuat prototype

aktivitas



Prototype

alat



tujuan

hasil

Mewujudkan ide solusi dalam bentuk
mockup/tampilan desain dengan alur yang
mudah dipahami pengguna, serta siap
untuk dilakukan uji/testing kepada
pengguna.

- User Flow
- Wireframe
- Visual Direction
- UI Library/Design System
- Mockup UI
- Hi-Fi Prototype



Mengadakan Usability Testing:

- Melakukan interview
- Online Survey



Menguji ide solusi yang sudah dibuat, apakah dapat digunakan dengan mudah dan membantu pengguna dalam mencapai tujuannya.

- Pertemuan Tatap Muka
- Pertemuan Online
- Google Forms, dll



Kumpulan data, berupa:

- Feedback
- Insight
- Score Kepuasan Pengguna

5 Tips





PROGRAMMATION ▾ TICKETING TRANSPORT INFOS VIDEOS PARTNERS

v f CONTACT US FR

BUY TICKETS

FESTIVAL IN THE FOREST

AUGUST 12-13 - BÉTHANIE, QUEBEC



#05386B

#379683

#5CDB95

#8EE4AF

#EDF5E1

WARNA

- Terlalu banyak warna SANGAT TIDAK BAIK
- Gunakan paling tidak 3 - 5 warna
- Bisa gunakan warna gradien untuk variasi



CREATIVITY

IS AT THE HEART OF EVERYTHING WE DO



MENU

HOME
ABOUT
SERVICES
TESTIMONIAL
CONTACT

#5bccf6

#fcde67

#030e12

PSIKOLOGI WARNA

Red

Excitement
Strength
Love
Energy

Orange

Confidence
Success
Bravery
Sociability

Yellow

Creativity
Happiness
Warmth
Cheer

Green

Nature
Healing
Freshness
Quality

Blue

Trust
Peace
Loyalty
Competence

Pink

Compassion
Sincerity
Sophstication
Sweet

Purple

Royalty
Luxury
Spirituality
Ambition

Brown

Dependable
Rugged
Trustworthy
Simple

Black

Formality
Dramatic
Sophistication
Security

White

Clean
Simplicity
Innocence
Honest

COOLORS.CO

← → C

🔒 https://coolors.co/493548-4b4e6d-6a8d92-80b192-a1e887



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Tools [Go Pro](#)

[Sign in](#)

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Press the spacebar to generate color palettes!

... | | | | View | Export | Save |

493548

English Violet

4B4E6D

Ultra Violet

6A8D92

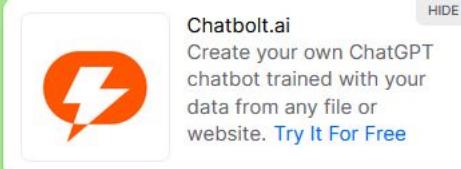
Air Force blue

80B192

Cambridge blue

A1E887

Light green



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HIDE



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helping you secure your financial
future

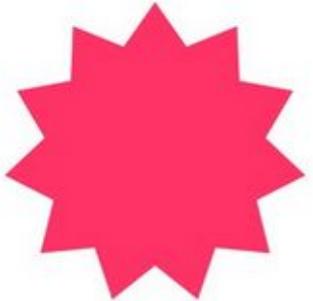
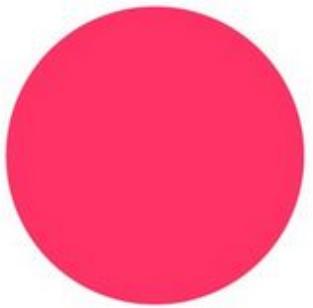
learn more

@evolvewealth

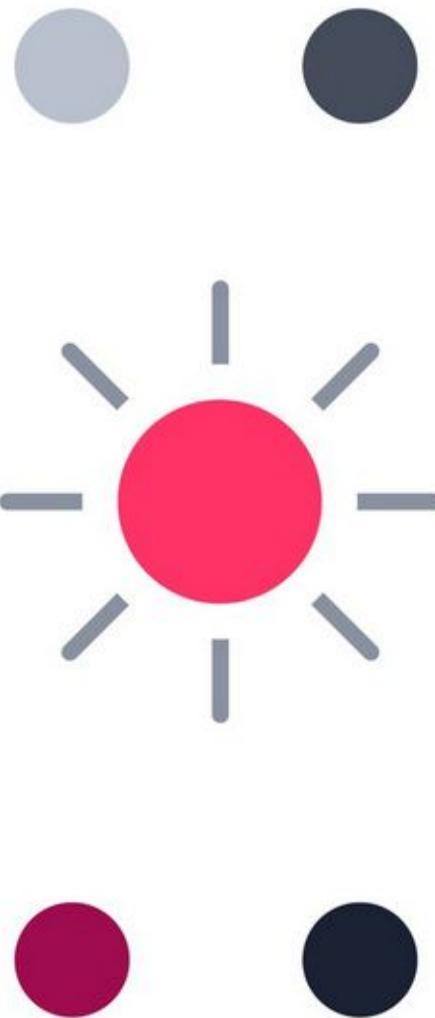


KONTRAS

- Berikan penekanan yang jelas pada setiap elemen.
- Gunakan foreground dan background dengan kecerahan warna yang berlawanan, misal :
 - **Text – merah maroon**
 - **Background – kuning**
- Gunakan **font-weight** dan **font-size** yang berbeda pada text yang penting.



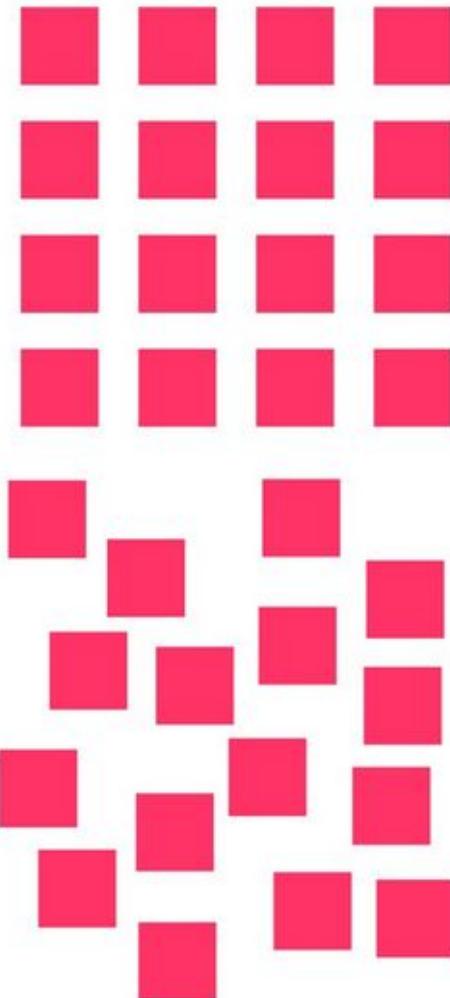
Contrast
in shape



Contrast
in color



Contrast
in scale



Contrast
in layout

Benefits of joining.

Benefits of joining.

Benefits of joining.



Groups

Join multiple groups for the fun of it.
Have fun partying together with yo people and meet yo people.



Groups

Join multiple groups for the fun of it.
Have fun partying together with yo people and meet yo people.



Groups

Join multiple groups for the fun of it.
Have fun partying together with yo people and meet yo people.

Footer stuff

Twitter Youtube YHamster

Benefits of joining.



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Groups

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Groups

Join multiple groups for the fun of it. Have fun partying together with yo people and meet yo people.

Footer stuff

Twitter Youtube YHamster

WHITESPACE

- Whitespace dapat memberikan ruang bernafas bagi aplikasi kita, sehingga tidak dipenuhi oleh polusi elemen.
- Peran margin dan padding sangat penting dalam memainkan whitespace
- Perhatikan pula whitespace pada perangkat yang berbeda.

+ Keep up with the latest in any topic

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RECOMMENDED FOR YOU

Faraz Ali in UX Collective

Netflix discovery experience — a UX/UI case study

Introduction

Dec 24, 2018 · 6 min read · Design · Based on your reading history

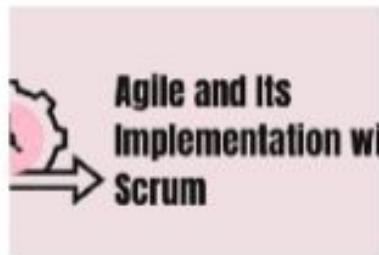


Nasywa

Agile and Its Implementation with Scrum

Normally, digital products are in a new, fast-moving market that changes frequently. That being said, the development process of digital...

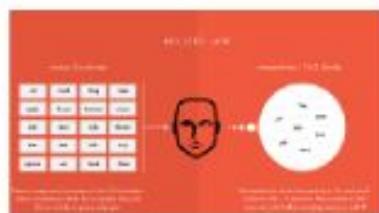
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Jeff Davidson in Prototypr

The Most Important Rule in UX Design that Everyone Breaks

In Product Design, and Possibly Life Management



RECOMMENDED TOPICS

Technology

Money

Business

Productivity

Psychology

Mindfulness

Art

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Alex Kantrowitz

Silicon Valley-based journalist covering Big Tech and society...

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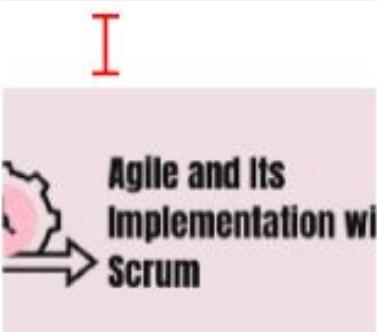


Nasywa

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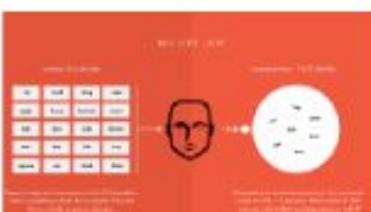
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In Product Design, and Possibly Life Management



RECOMMENDED TOPICS

I

Technology

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Business

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I

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Forge

A publication from Medium on personal development.

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HARMONI

User mengakses aplikasi kita dengan harapan mendapatkan informasi dengan mudah. Sebaran elemen perlu disusun secara natural agar mendapatkan harmoni.

Kita bisa peroleh dengan :

- Menyusun elemen secara simetri
- Mengurutkan elemen dari atas ke bawah
- Mengurutkan elemen dari kiri ke kanan

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Suzanne Collins - x + Not secure | suzannecollinsbooks.com

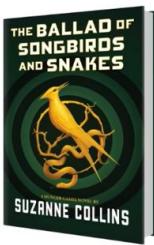
Suzanne Collins

HOME WORKS BIOGRAPHY INTERVIEW

WELCOME

Hi! Thanks for visiting my website. Here's a picture of me with a rat in Central Park. If you've read my fantasy series, *The Underland Chronicles*, you will have a clue as to why I chose this photo. If not, you may want to click around and find out a little more about my books. Or visit the Scholastic website for cool games and info!

Click here to check out Scholastic's *Underland Chronicles* website!



COMING MAY 19th, 2020



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SELECTED WORKS

PICTURE BOOK

YEAR OF THE JUNGLE
"Important and necessary."
—Kirkus Reviews, STARRED REVIEW

WHEN CHARLIE MCBUTTON LOST POWER
"A clever, humorous story in rhyme."
—School Library Journal

SCI-FI

MOCKINGJAY
"...every bit as original and thought provoking, as *The Hunger Games*. Wow."
—Los Angeles Times

CATCHING FIRE
"...doesn't disappoint when it segues into the pulse-pounding action readers have come to expect."
—Publishers Weekly, STARRED REVIEW

ASSET

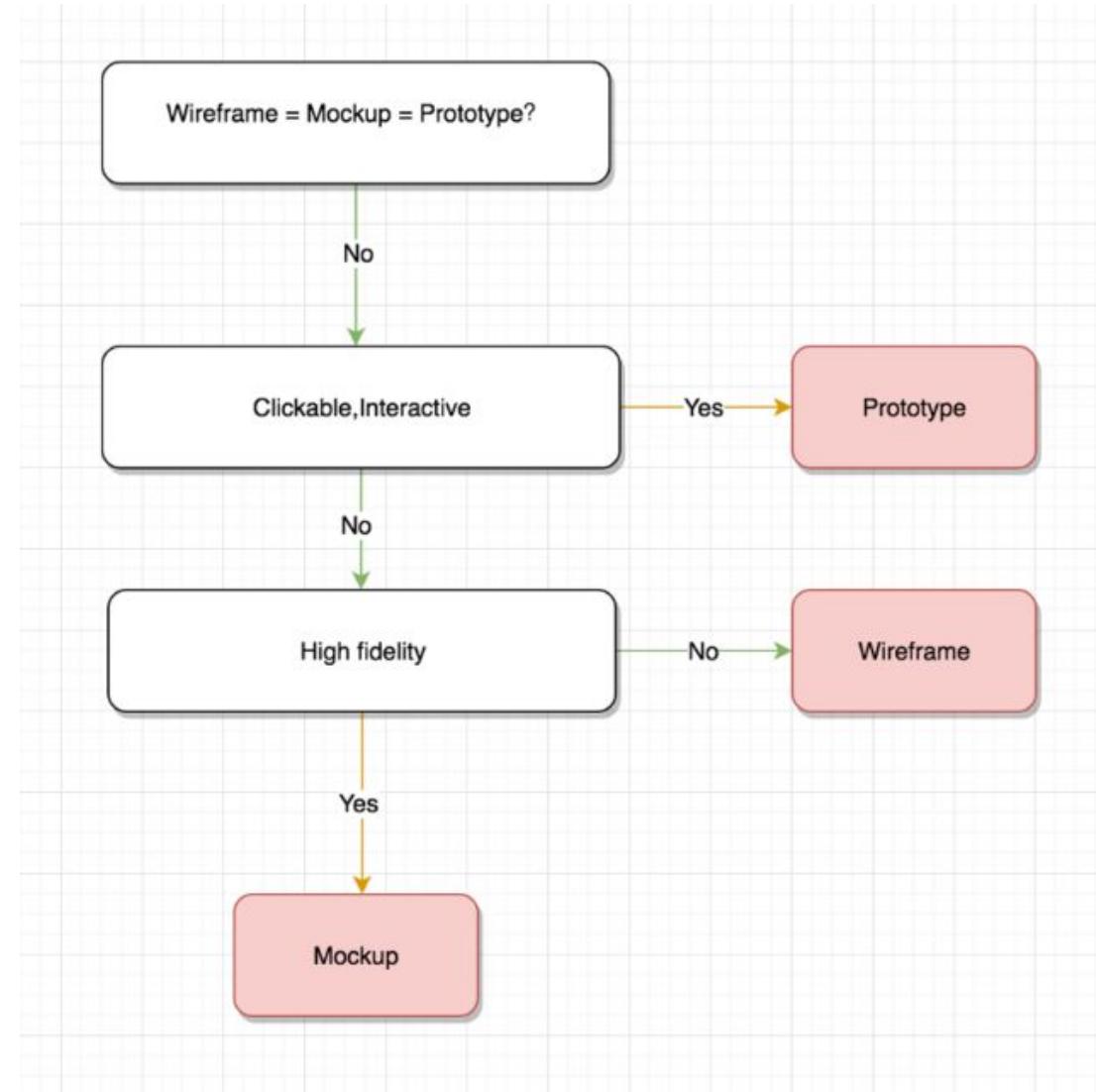
Web dengan elemen yang harmoni, warna yang bersinergi, kontras yang baik akan terkesan buruk seketika jika kualitas asset yang digunakan buruk.

Asset meliputi :

- Font
- Icon
- Gambar

Utamanya pada gambar, gunakan asset yang jernih dengan ukuran kecil dan bersifat open. Contoh : Unsplash.com

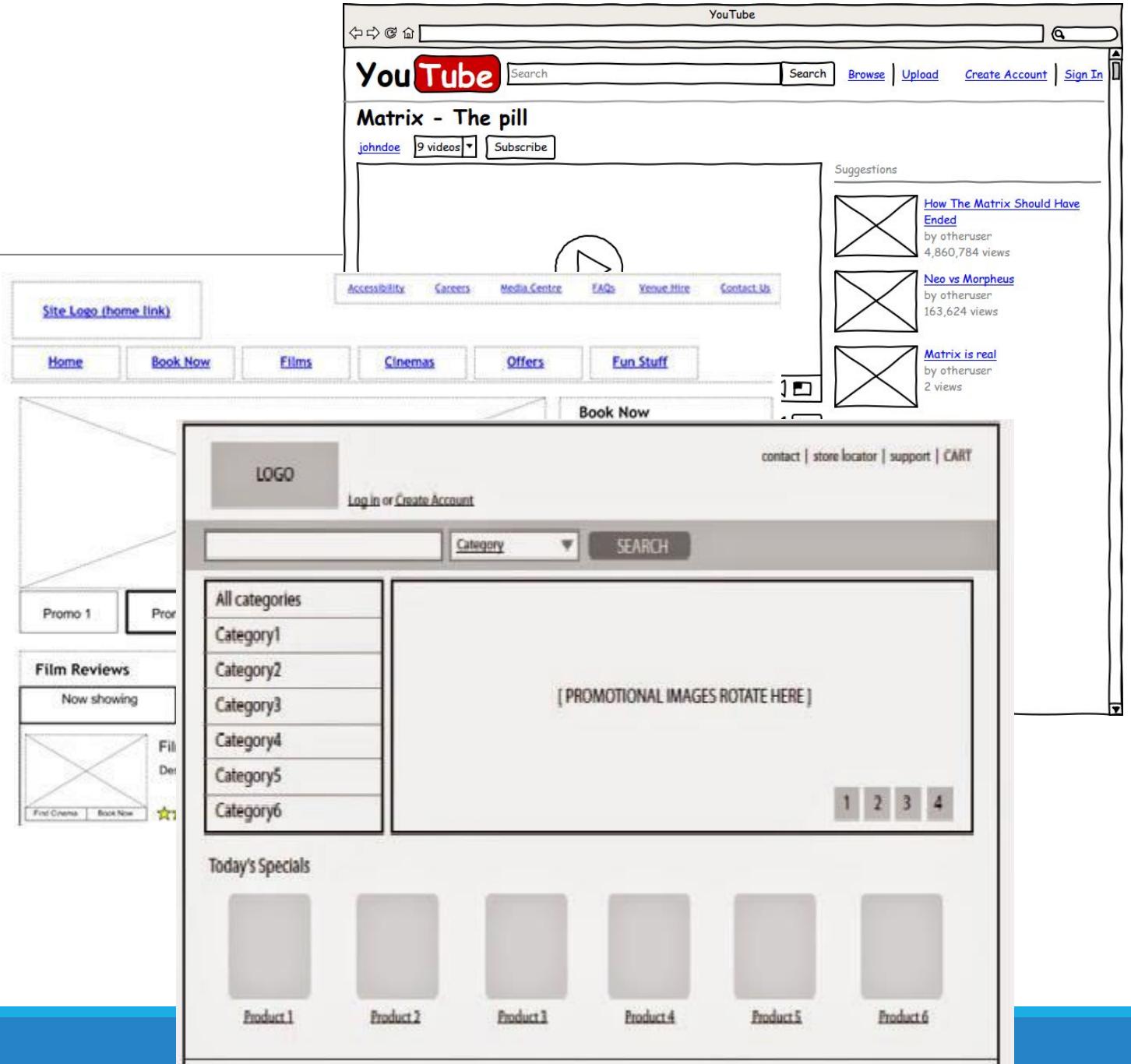
Wireframe? Mockup? Prototype?



Wireframe

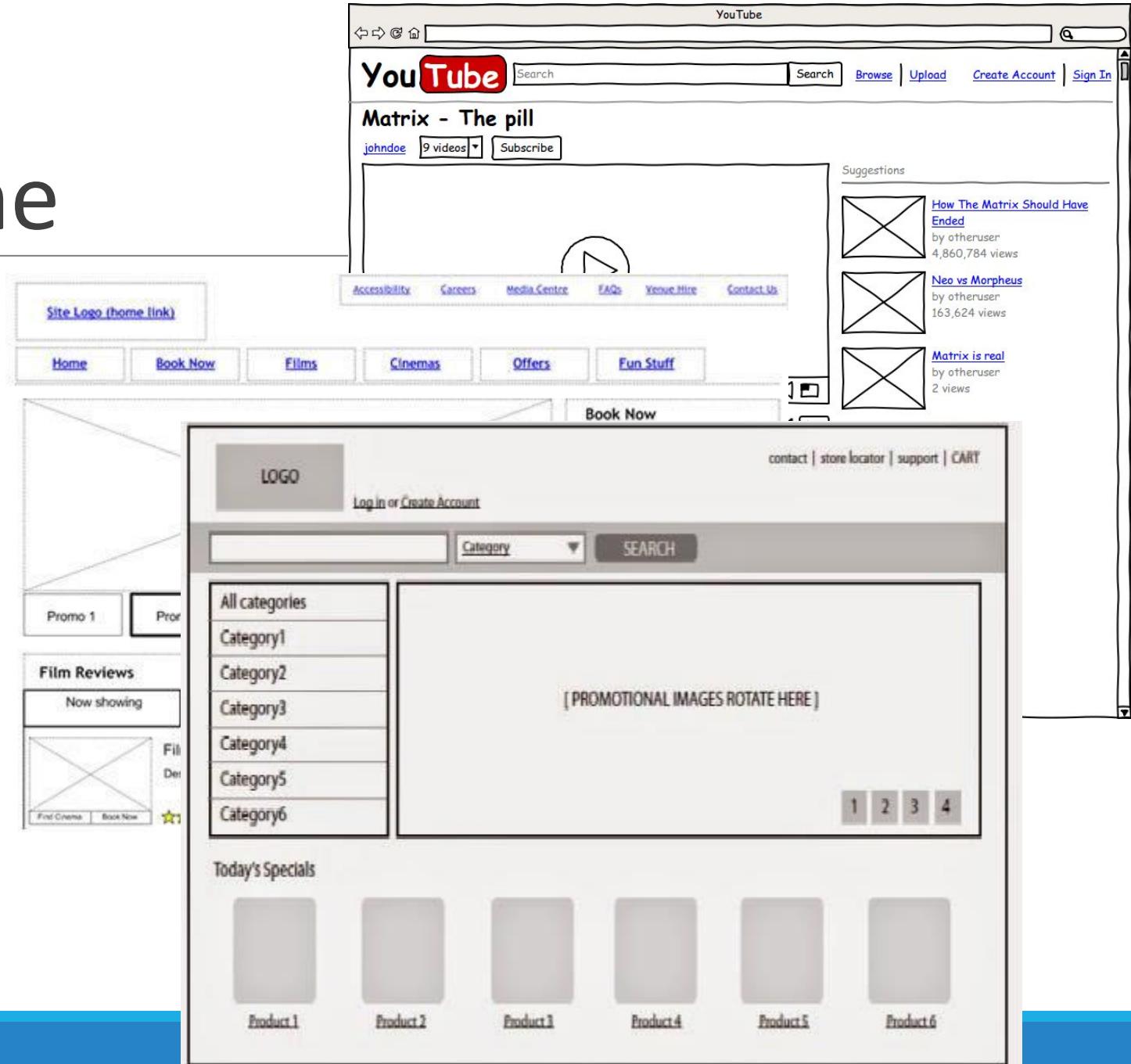
Wireframe adalah kerangka atau coretan kasar untuk penataan item-item pada halaman website sebelum proses desain sesungguhnya dimulai.

Wireframe dapat disebut sebagai *blueprint* dalam arsitektur. Tujuan dibuatnya *wireframe* bukan desain visual, namun menyampaikan susunan, struktur, *layout*, navigasi dan organisir konten. Maka dari itu, biasanya *wireframe* dibuat dengan warna hitam putih.



Tools Wireframe

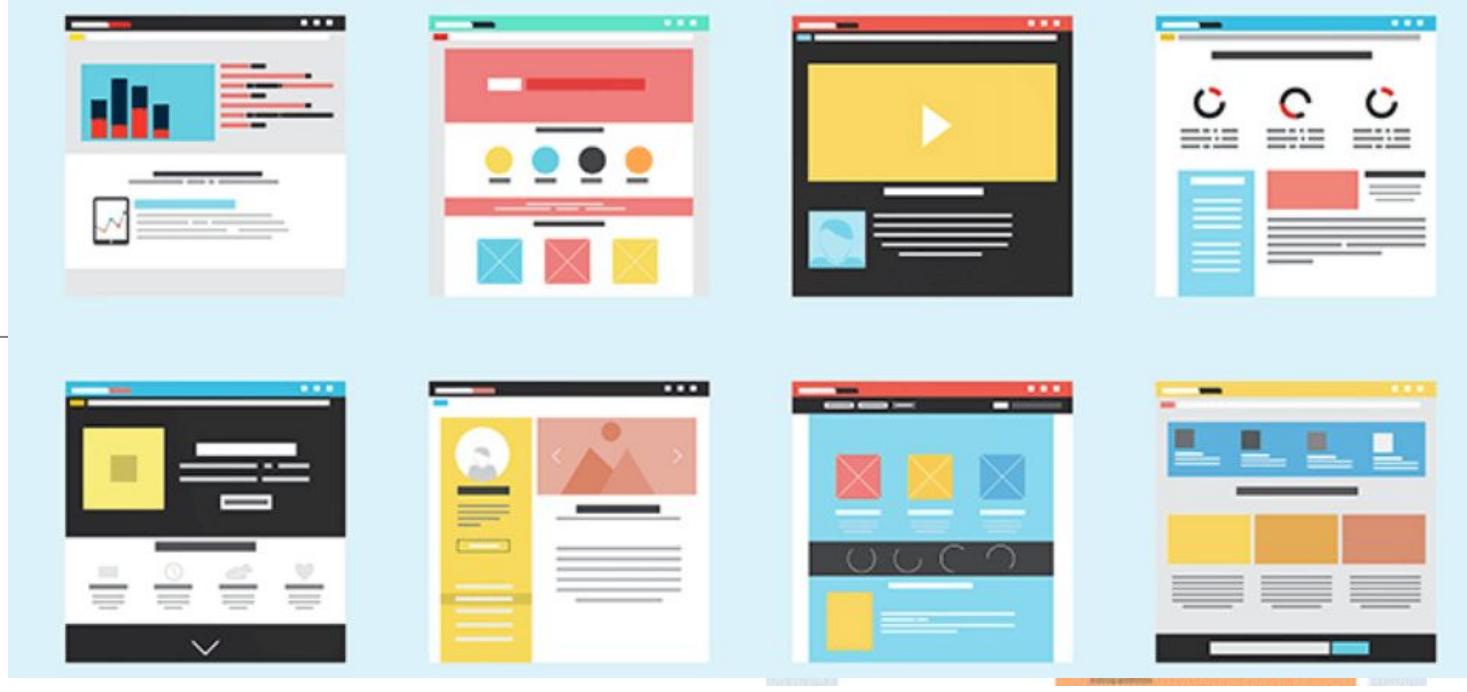
- Figma
- Balsamiq
- Canva
- Wirefy



Mockup

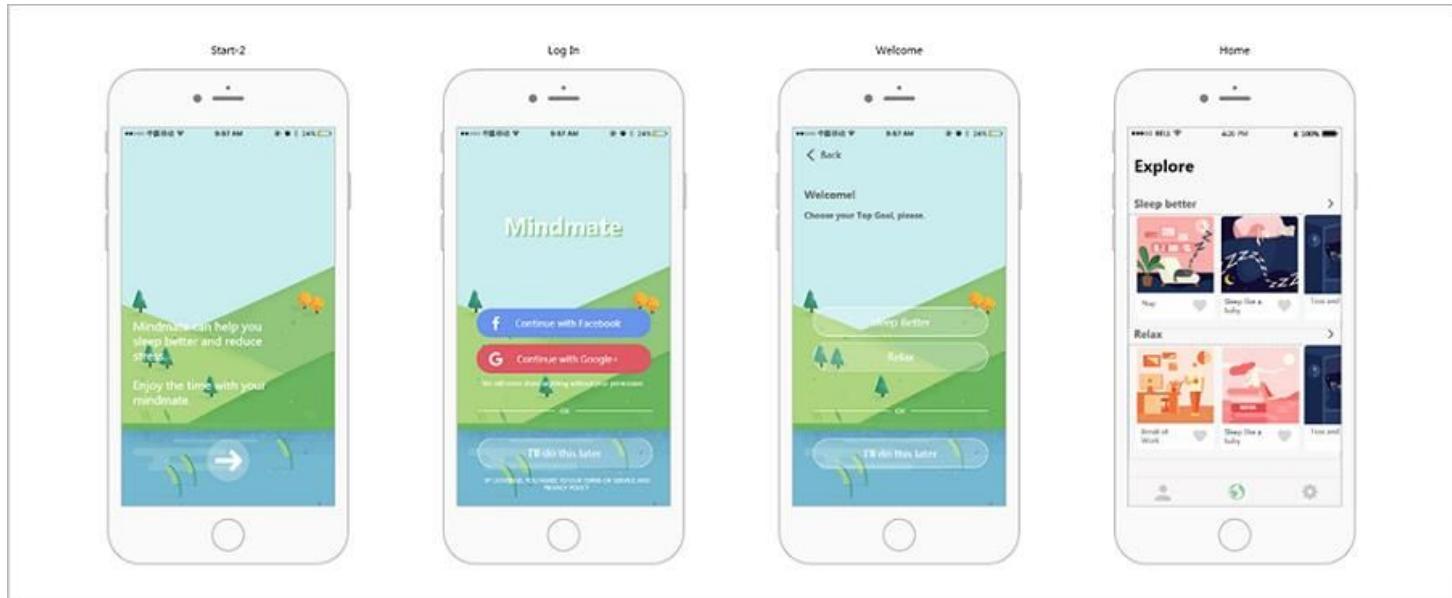
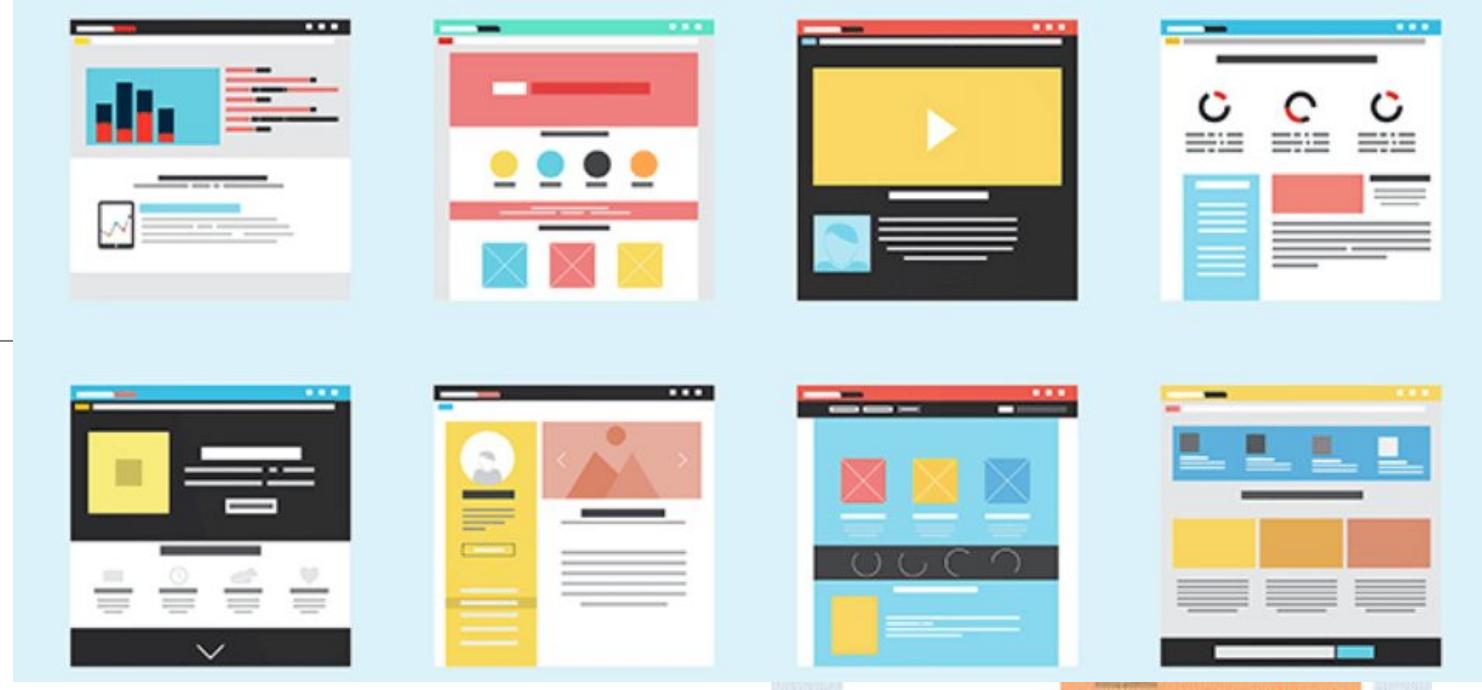
Mockup adalah media visual yang digunakan untuk melihat preview sebuah konsep desain yang kemudian diberikan efek visual sehingga hasil gambar terlihat menyerupai wujud yang sebenarnya

Mockup menyampaikan aspek desain visual, termasuk gambar, warna, dan tipografi.



Tools Mockup

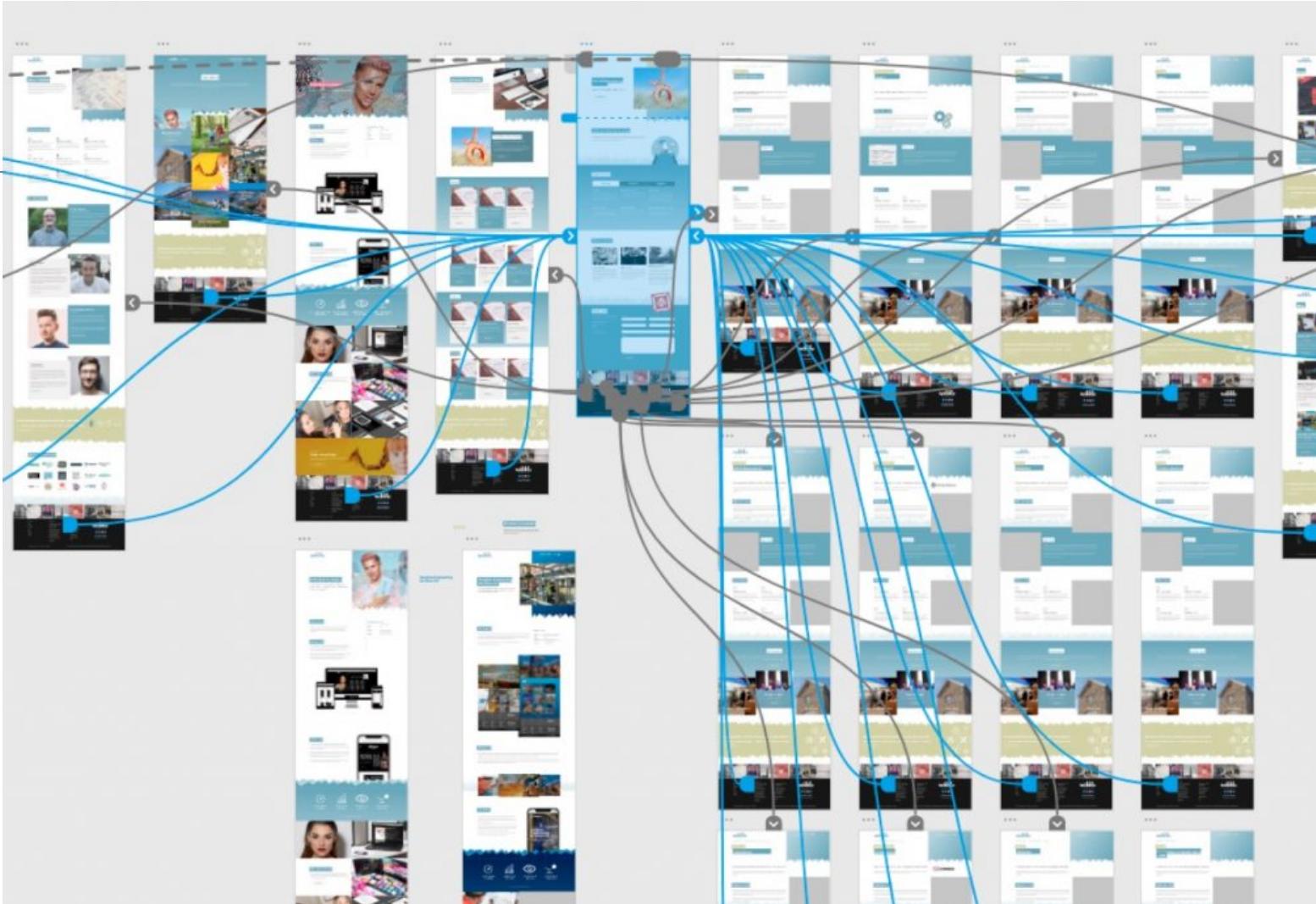
- Figma
- Moqups
- Mockplus
- Fluid ID
- Adobe XD



Prototype

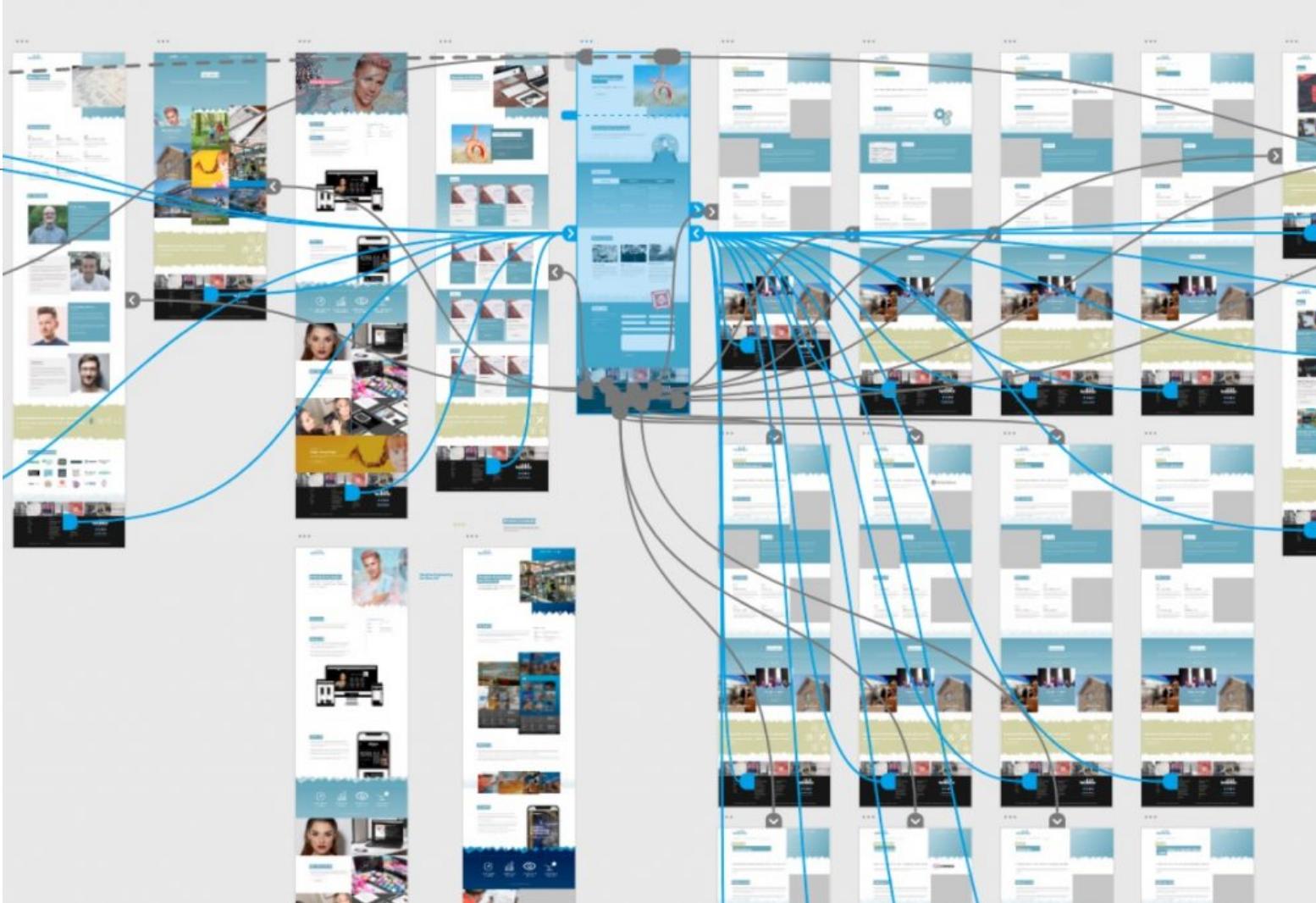
Prototype adalah model pertama dari produk yang digunakan untuk menguji konsep atau gambaran dari ide kita.

Prototype mensimulasikan bagaimana *user* berinteraksi dengan *user interface* secara nyata, meningkatkan komunikasi yang efektif sehingga memungkinkan desainer untuk menguji *user journey* dan menemukan masalah potensial pada tahap awal

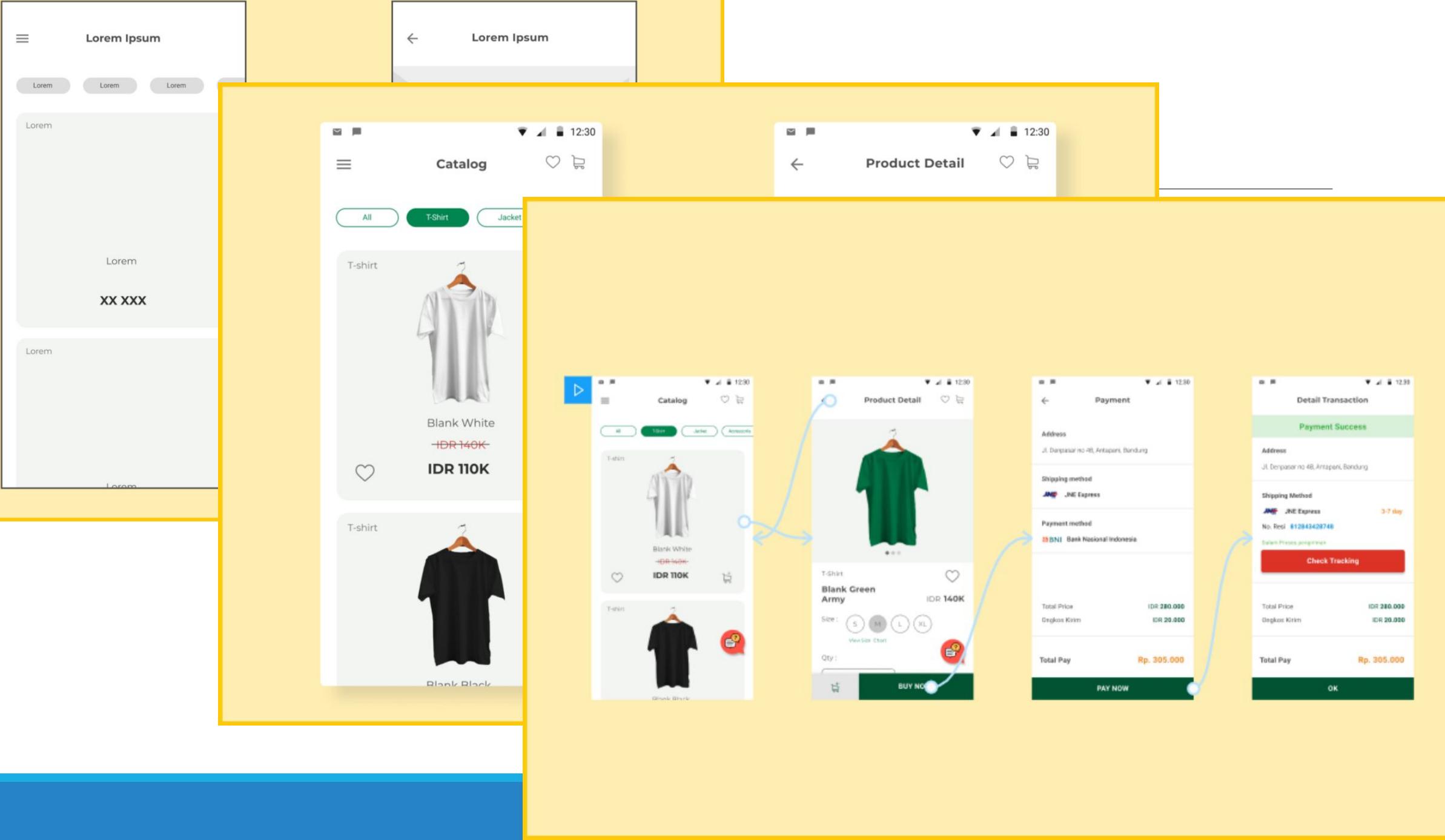


Tools Prototype

- Figma
- InVision
- Origami Studio
- Sketch
- Axure
- Webflow



Wireframe	Mockup	Prototype
<ol style="list-style-type: none">Memberikan gambaran layout umum dari website atau aplikasiMembangun kepercayaan kepada user dan stakeholderMenghemat biaya dan waktu penggerjaan	<ol style="list-style-type: none">Menemukan errorMenyampaikan ide kepada anggota tim desainerImplementasi desainPerspektif terhadap userMengorganisir detail dari suatu proyek	<ol style="list-style-type: none">Dapat diklik dan meresponsKomunikasi yang efektifMenemukan masalah di tahap awal





*Design is not just what it look like
and feels like, Design is How It
Works.*

Steeve Jobs – Apple