



## JIVAJOY TECHNICAL DOCUMENTATION

A Guide to Website Development Using the Design Thinking Method

Created By Marsya Halya Alfrida

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### 1 Abstract

The advancement of digital technology has transformed consumer behavior, particularly in online shopping patterns. This trend highlights the importance of brand awareness and digital presence for businesses. On the other hand, Baby Blues Syndrome is a common issue experienced by postpartum mothers, with a high prevalence in Indonesia. One effective approach to alleviating Baby Blues symptoms is relaxation therapy, including aromatherapy.

JivaJoy is introduced as a preventive solution in the form of aromatherapy oil made from sandalwood extract and basil leaves, designed to help postpartum mothers manage their emotions. To expand market reach and enhance brand awareness, JivaJoy has developed a digital platform in the form of a website that functions as both an online store and an educational resource on Baby Blues Syndrome. This website provides access to information about Baby Blues, the benefits of aromatherapy, consultation services, health-related articles, and postpartum care tips.

In its development, the Design Thinking methodology was applied to ensure that the solutions provided meet users' needs. This method consists of five main stages: Empathize, Define, Ideate, Prototype, and Testing. Through this approach, JivaJoy successfully designed an intuitive and functional website featuring interactive product catalogs, educational articles, online consultations, and a user-friendly interface.

The development results show that the JivaJoy website effectively meets the needs of postpartum mothers by providing emotional support and access to relevant products. Since its launch, the website has attracted over 150,000 visitors and recorded sales worth IDR 1.2 billion, demonstrating the effectiveness of the digital strategy implemented. Thus, JivaJoy is not just an e-commerce platform but also a vital resource for mothers facing postpartum emotional challenges.

**Keywords:** Digital Technology, Online Shopping, Baby Blues Syndrome, Postpartum Mothers, Aromatherapy, Brand Awareness, E-commerce, Design Thinking, Emotional Support, Mental Health.



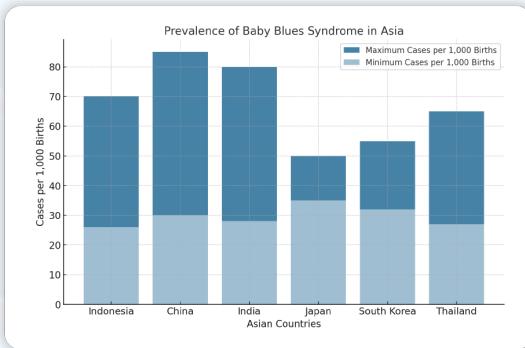
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## Introduction

The advancement of digital technology has significantly transformed consumer behavior, particularly in online shopping patterns. In Indonesia, online sales continue to grow as internet users increase and consumer preferences shift toward digital transactions. **According to Bank Indonesia (2021), e-commerce transactions in 2021 reached IDR 401 trillion, marking a substantial rise from the previous year.** This trend underscores the increasing reliance on digital platforms and highlights the necessity of brand awareness and a strong online presence for businesses.

### Understanding Baby Blues Syndrome

One of the common postpartum issues mothers face is Baby Blues Syndrome.



The prevalence of **Baby Blues Syndrome in Asia ranges from 26 to 85 per 1,000 births.** In Indonesia, an estimated **50%–70% of mothers experience it**, with **1–2 cases per 1,000 births** (WHO, 2014). This temporary mood disorder after childbirth causes sadness, anxiety, irritability, and exhaustion (Putri, 2023). Relaxation therapy is an effective way to alleviate symptoms (Fitselion, 2011).

### JivaJoy: A Preventive Solution

JivaJoy is an aromatherapy oil formulated from sandalwood extract and basil leaves, designed to help postpartum mothers regulate their emotions through its calming and soothing properties.



Sandalwood



Basil



Champor



Menthol



## The Role of Website Jivajoy

To enhance market reach and establish brand awareness, the JivaJoy website is a strategic digital platform. It functions not only as an online storefront but also as an educational resource on Baby Blues Syndrome. This website lets users access information on Baby Blues, aromatherapy benefits, consultation services, various health-related articles, and postpartum care tips. By integrating a comprehensive digital strategy, JivaJoy aims to reach a broader audience, strengthen brand recognition, and serve as a valuable educational platform for mothers coping with Baby Blues. This initiative ensures they receive the necessary support and information to navigate the postpartum period effectively.

### ***Supporting Postpartum Mothers and Strengthening Brand Awareness for Aromatherapy Products***

The JivaJoy website is designed to educate and support postpartum mothers experiencing Baby Blues while enhancing brand awareness for JivaJoy's aromatherapy products. Through a combination of informative and interactive features, JivaJoy aims to be a trusted resource for mothers navigating the emotional challenges after childbirth.

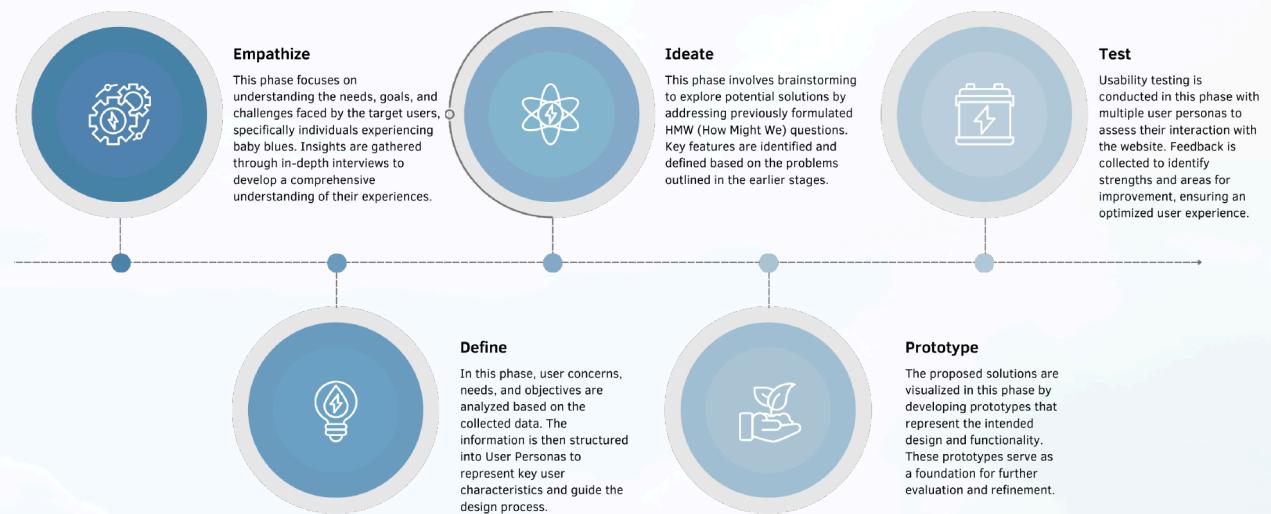


More than just an e-commerce platform, JivaJoy serves as a supportive community, providing products, knowledge, comfort, and hope for mothers navigating postpartum emotional challenges and care tips.

## Applying the Design Thinking Method in the Development of the JivaJoy Website

In developing the JivaJoy website, we adopted the Design Thinking methodology as the primary approach to creating solutions centered around the user's needs. **Design Thinking** is an iterative process focused on understanding users deeply, exploring creative ideas, and testing and refining the solutions. This method helped us create a product that is truly relevant and beneficial to postpartum mothers experiencing Baby Blues.

The **Design Thinking** method consists of five key stages: **Empathize, Define, Ideate, Prototype, and Testing**. Below is how each stage was applied to this project:



### Empathize (Understanding the Users' Needs and Emotions)

In the Empathize stage, we aimed to deeply understand our target users' challenges, goals, and emotions. To achieve this, we conducted user segmentation, focusing on two key groups:

Expectant and Postpartum Mothers

Mothers Experiencing Baby Blues  
Postpartum Mental Health Challenges

By defining these personas, we better understood their emotions, challenges, and needs, ensuring the solutions we developed would genuinely address their concerns.



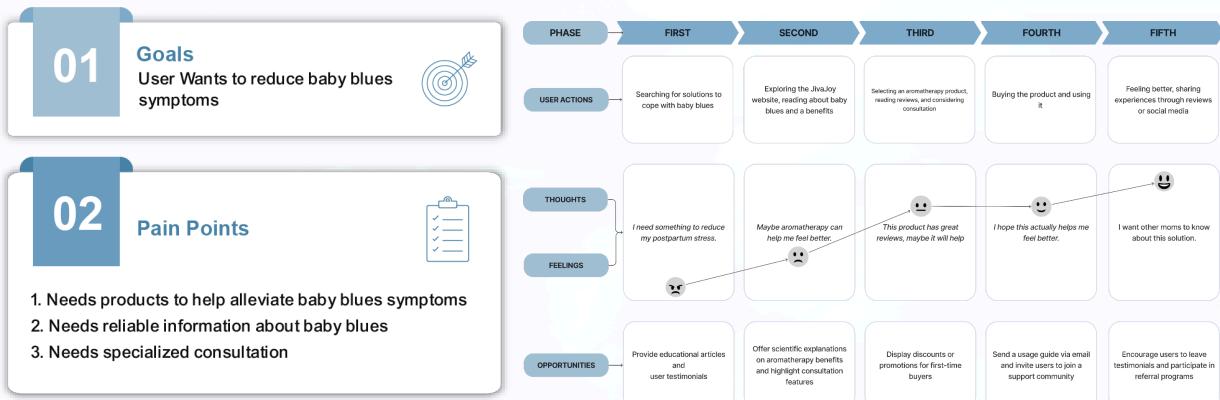
User Persona

Name: Yaya Nurfadillah  
Age: 21 Years Old  
Occupation: Private Employee  
Condition: A postpartum mother experiencing baby blues

A user persona is a fictional representation of a target user, based on real data and research, used to understand their needs, goals, and pain points for better product or service design.

## Define (Analyzing Needs and Problems)

After gathering insights in the Empathize stage, we then proceeded to analyze the users' anxieties, needs, and goals. These actions allowed us to identify the core problems that needed to be addressed by the JivaJoy website.

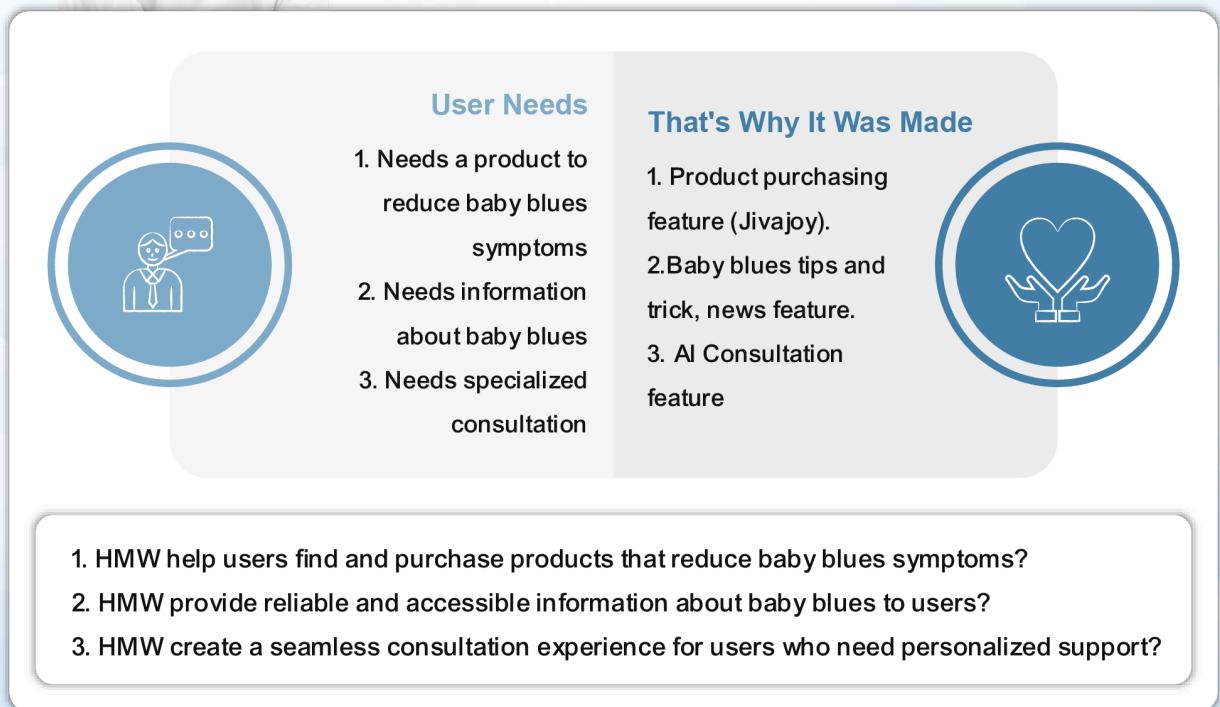


We defined a problem statement at this stage to guide our development process. The aim was to ensure that the website's features and design could help postpartum mothers effectively manage the emotional challenges they face.



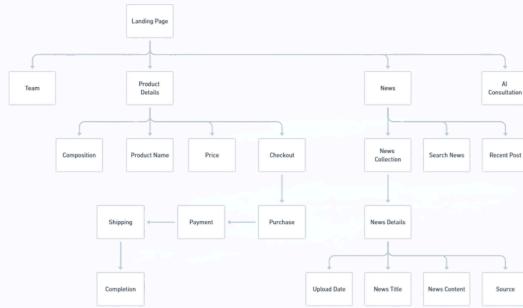
## Ideate (Generating Ideas & Designing Website Features)

The **Ideate** stage is where we brainstormed creative solutions to address the **HMWQ (How Might We Questions)** that we had previously formulated. These questions helped us define the direction of the design and the website's features.

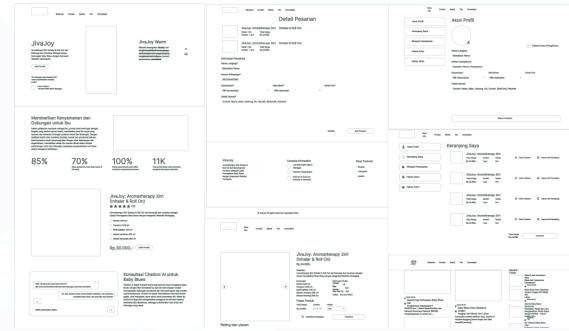


## Prototype (Creating UI/UX Designs for the Website)

In the Prototype stage, we translated the ideas we had developed into visual designs. We used several design methods to aid in this process, including:



The sitemap helped define the website's structure and navigation flow, ensuring users could easily access the needed information and features.



Low-fidelity wireframes were created to outline the basic layout of the website, including the placement of UI elements.

The style guide ensured consistency in the website's visual elements, such as color schemes, typography, and other design elements.



"Jiva" comes from the Sanskrit language, meaning "soul" or "life."

"Joy" in English means "happiness" or "delight."



The use of blue gives a sense of calmness, and blue is also considered the color of mental health.

Regular	Medium	Semibold	Bold
Heading 1	A VISUAL TYPE SCALE	48px	
Heading 1	A VISUAL TYPE SCALE	40px	
Heading 1	A VISUAL TYPE SCALE	48px	
Heading 1	A VISUAL TYPE SCALE	32px	
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In the development of the JivaJoy website, I am using the Montserrat font.

**JivaJoy: Aromatherapy 2in1 (Inhaler & Roll On)**

Rp.24.999,-

**Deskripsi**  
Aromatherapy 2in1 (Inhaler & Roll On) dari Kemangi dan Cendana sebagai Upaya Pencegahan Baby Blues dengan Integrated Website Packaging

<b>Komposisi</b>	<b>Informasi Produk</b>
Mentol 24% b/v	Category: Oil
Camphor 24% b/v	Size Inhaler: 2ml
Metil Salisilat 24% b/v	Size Roll On: 5ml
Minyak cendana 48% v/v	Varian Hot and Warm
Minyak kemangi 28% v/v	

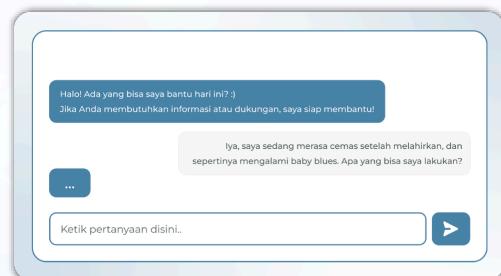
**Pesanan Produk**

Total Harga	Jumlah	Varian
Rp.24.999,-	- +	Hot

**Masukkan Keranjang** **Checkout**

## Prototype

We developed an interactive prototype using tools like **Figma**, which effectively simulated the user experience on the JivaJoy website. This prototype played a crucial role in the design process, allowing us to visualize user interactions, test usability, and gather feedback before moving forward with full-scale development.



By iterating on the design based on user insights, we were able to refine key elements such as navigation, layout, and overall user flow. This approach not only helped identify potential issues early on but also ensured a more seamless and engaging user experience upon implementation.

**JivaJoy**  
Aromatherapy 2in1 (Inhaler & Roll On) dari Kemangi dan Cendana sebagai Upaya Pencegahan Baby Blues dengan Integrated Website Packaging

**JivaJoy Hot**  
Namanya JivaJoy Hot untuk memberikan rasa yang hangat dan nyaman bagi ibu yang sedang hamil dan memberikan kenyamanan dan rileksasi.

**Memberikan Kenyamanan dan Dukungan untuk Ibu**

**85%**  
Kemangi dan Cendana Baby Blues di Indonesia

**70%**  
Kemangi dan Cendana Baby Blues di Indonesia

**100%**  
Produk yang cocok untuk memperbaiki kesehatan ibu dan bayi

**11K**  
Reviews yang memberikan resensi positif

**JivaJoy: Aromatherapy 2in1 (Inhaler & Roll On)**

85%  
Kemangi dan Cendana Baby Blues di Indonesia

70%  
Kemangi dan Cendana Baby Blues di Indonesia

100%  
Produk yang cocok untuk memperbaiki kesehatan ibu dan bayi

11K  
Reviews yang memberikan resensi positif

**Konsultasi Chatbot AI untuk Baby Blues**

"Melalui air mata dan ketekunan akibat baby blues, ingatlah bahwa setiap matahari terbit membawa peluang baru untuk kegembiraan dan kekuatan untuk menerima kelebihan indah sebagai ibu."

**Ikuti Kami di Instagram**  
Terkait informasi seputar kesehatan ibu dan bayi

**Informasi Kontak**

- +62 855 3391 2824 (Wa)
- Seluruh wilayah Bogor
- 900 cm x 500 cm
- Berdiri lampu selalu

**Beli Produk**

- Online
- Tokopedia
- Lazada

## Testing (Evaluating & Refining the Website)

In the testing stage, we conducted usability testing with users who matched the personas we had developed. Testing helped us evaluate the features and user experience, identifying what worked well and needed improvement.

No	Question	1 (Strongly Disagree)	2	3	4	5 (Strongly Agree)
1	I think that I would like to use this system frequently.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2	I found the system unnecessarily complex.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I thought the system was easy to use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4	I think that I would need the support of a technical person to be able to use this system.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I found the various functions in this system were well integrated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6	I thought there was too much inconsistency in this system.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I would imagine that most people would learn to use this system very quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
8	I found the system very awkward to use.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I felt very confident using the system.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
10	I needed to learn a lot of things before I could get going with this system.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SUS Score = 100 → The website is highly user friendly with excellent usability. No significant issues detected.

The results of this stage were critical for refining the user experience and ensuring that the solutions we designed met the target users' needs.

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## Conclusion

The JivaJoy website supports postpartum mothers, especially those with Baby Blues, by offering practical products and emotional support. Using Design Thinking, we created an intuitive platform with educational resources, seamless shopping, and expert consultations, strengthening JivaJoy's reputation in maternal mental health.

JivaJoy has proven to be more than just an e-commerce platform; it has evolved into an essential resource for mothers navigating the postpartum journey.

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## References

Fitselion, E., Kim, S., Baker, A. dan Leight, K. Treatment of Postpartum Depression:Clinical, Psychological Options. International Journal of Women's Health, 1(3): 1-14

Putri, G. 2023. 2012. Sindrom baby Blues. URL:

[https://yankes.kemkes.go.id/view\\_artikel/2762/baby-blues-syndrome](https://yankes.kemkes.go.id/view_artikel/2762/baby-blues-syndrome). Diakses tanggal 02 Februari 2024.

For more information, visit [jivajoy.id](http://jivajoy.id) and explore our interactive prototype.