

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 1.1 Bagan Kerangka Penelitian .....                 | 8  |
| Gambar 2.1 Konsep <i>UX Honeycomb</i> Peter Morville ..... | 14 |
| Gambar 2.2 Titik .....                                     | 19 |
| Gambar 2.3 Garis .....                                     | 20 |
| Gambar 2.4 Bidang .....                                    | 20 |
| Gambar 2.5 Ruang .....                                     | 20 |
| Gambar 2.6 Tekstur.....                                    | 21 |
| Gambar 2.7 Font Serif.....                                 | 24 |
| Gambar 2.8 Font Sans Serif .....                           | 24 |
| Gambar 2.9 Font Slab Serif.....                            | 24 |
| Gambar 2.10 Font Script.....                               | 25 |
| Gambar 2.11 Font Dekoratif .....                           | 25 |
| Gambar 2.12 Warna Primer .....                             | 27 |
| Gambar 2.13 Warna Sekunder .....                           | 27 |
| Gambar 2.14 Warna Tersier.....                             | 28 |
| Gambar 2.15 Warna Netral .....                             | 28 |
| Gambar 2.16 Proses AISAS.....                              | 31 |
| Gambar 2.17 Lean Canvas .....                              | 34 |
| Gambar 2.18 Bagan Kerangka Teori .....                     | 37 |
| Gambar 3.1 Logo Ruang Mahasiswa.....                       | 38 |
| Gambar 3.2 Website Ruang Mahasiswa .....                   | 39 |
| Gambar 3.3 Logo Ngampooz.....                              | 42 |
| Gambar 3.4 Logo SejutaCita.....                            | 43 |
| Gambar 3.5 Logo Eventbrite.....                            | 44 |
| Gambar 3.6 Grafik Kuesioner Pertanyaan 1 .....             | 45 |
| Gambar 3.7 Grafik Kuesioner Pertanyaan 2 .....             | 46 |
| Gambar 3.8 Grafik Kuesioner Pertanyaan 3 .....             | 46 |
| Gambar 3.9 Grafik Kuesioner Pertanyaan 4 .....             | 47 |

|  |    |
|--|----|
| Gambar 3.10 Grafik Kuesioner Pertanyaan 5 .....  | 47 |
| Gambar 3.11 Grafik Kuesioner Pertanyaan 6 .....  | 48 |
| Gambar 3.12 Grafik Kuesioner Pertanyaan 7 .....  | 49 |
| Gambar 3.13 Grafik Kuesioner Pertanyaan 8 .....  | 49 |
| Gambar 3.14 Grafik Kuesioner Pertanyaan 9 .....  | 50 |
| Gambar 3.15 Grafik Kuesioner Pertanyaan 10 .....                                       | 51 |
| Gambar 3.16 Grafik Kuesioner Pertanyaan 11 .....                                       | 51 |
| Gambar 3.17 Grafik Kuesioner Pertanyaan 12 .....                                       | 52 |
| Gambar 3.18 Grafik Kuesioner Pertanyaan 13 .....                                       | 53 |
| Gambar 3.19 Wawancara dengan Ronaldi Tumanggor .....                                   | 53 |
| Gambar 3.20 Wawancara dengan Rifqi Ali Ridho .....                                     | 55 |
| Gambar 4.1 Font Inter .....  | 69 |
| Gambar 4.2 Palet Warna .....   | 70 |
| Gambar 4.3 Ilustrasi <i>Isometric</i> .....  | 71 |
| Gambar 4.4 Referensi <i>Layout</i> .....   | 72 |
| Gambar 4.5 Logo <i>Breakdown</i> .....   | 75 |
| Gambar 4.6 Ikon.....   | 76 |
| Gambar 4.7 <i>User Flow</i> Aplikasi .....   | 78 |
| Gambar 4.8 <i>Wireframe</i> Aplikasi Ruvent.....                                       | 79 |
| Gambar 4.9 <i>User Interface Flow</i> .....  | 80 |
| Gambar 4.10 Halaman <i>Splash, Welcome, Sign Up, Sign In</i> .....                     | 81 |
| Gambar 4.11 Halaman <i>Forgot Password, Phone Verification</i> .....                   | 82 |
| Gambar 4.12 Halaman <i>Onboarding, Event Personalised</i> .....                        | 83 |
| Gambar 4.13 Halaman <i>Home</i> .....  | 84 |
| Gambar 4.14 Fitur <i>Search by Filter, Event by Filter</i> .....                       | 85 |
| Gambar 4.15 Fitur <i>Notification</i> .....  | 86 |
| Gambar 4.16 Fitur <i>Purchase, Unpaid, Paid, Purchase History</i> .....                | 86 |
| Gambar 4.17 Fitur <i>Events Categories, Halaman All Event, Event List</i> .....        | 87 |
| Gambar 4.18 Event Detail, Registrasi, <i>Payment Method, Confirmation, Complete</i> .. | 88 |
| Gambar 4.19 Halaman <i>Ticket, My Ticket Detail</i> .....                              | 89 |
| Gambar 4.20 Halaman <i>Saved</i> .....   | 89 |

|  |    |
|--|----|
| Gambar 4.21 <i>Account, Notification Center, Customized Recommendation</i> ..... | 90 |
| Gambar 4.22 <i>Fitur E-Certificate</i> .....                                     | 91 |
| Gambar 4.23 <i>Instagram Story</i> .....   | 92 |
| Gambar 4.24 <i>Instagram Post</i> .....  | 92 |
| Gambar 4.25 <i>Poster</i> .....  | 93 |
| Gambar 4.26 <i>Indoor Billboard</i> .....  | 93 |
| Gambar 4.27 <i>Web Banner Ads</i> .....  | 94 |
| Gambar 4.28 <i>X-Stand Banner</i> .....  | 95 |