

## DAFTAR GAMBAR

Gambar 1. 1 Kerangka Penelitian .....	6
Gambar 2. 1 Unsur Desain Grafis .....	8
Gambar 2. 2 Garis .....	9
Gambar 2. 3 Shapes .....	9
Gambar 2. 4 Texture .....	10
Gambar 2. 5 Ruang .....	10
Gambar 2. 6 Size .....	11
Gambar 2. 7 Warna .....	11
Gambar 2. 8 Value Merah .....	14
Gambar 2. 9 Layouting .....	16
Gambar 2. 10 Oldstyle .....	19
Gambar 2. 11 Baskerville .....	19
Gambar 2. 12 Bodoni .....	20
Gambar 2. 13 Clarendon .....	20
Gambar 2. 14 Neue Montreal .....	21
Gambar 2. 15 Elemen UX .....	23
Gambar 2. 16 Button .....	28
Gambar 2. 17 Teks and Label .....	28
Gambar 2. 18 Icon .....	29
Gambar 2. 19 Grafik Interface .....	29
Gambar 2. 20 Design Thinking .....	30
Gambar 2. 21 Business Model Canvas .....	31
Gambar 2. 22 Kerangka Teori .....	33
Gambar 3. 1 Aplikasi DKapster .....	36
Gambar 3. 2 Aplikasi Captain Barbershop .....	37
Gambar 3. 3 Aplikasi Traveloka Lifestyle .....	38
Gambar 3. 4 Wawancara Bersama Bintang .....	39
Gambar 3. 5 Wawancara bersama Jo .....	40
Gambar 3. 6 Wawancara bersama Daiki .....	41
Gambar 3. 7 Kuesioner .....	42
Gambar 3. 8 Kuesioner Jenis Kelamin .....	43
Gambar 3. 9 Kuesioner Umur .....	43
Gambar 3. 10 Kuesioner Pekerjaan .....	44
Gambar 3. 11 Kuesioner Alasan .....	45
Gambar 3. 12 Kuesioner Tempat Potong .....	46
Gambar 3. 13 Kuesioner Penghasilan .....	47
Gambar 3. 14 Kuesioner Biaya Potong Rambut .....	48
Gambar 3. 15 User Persona .....	53
Gambar 4. 1 Moodboard .....	58
Gambar 4. 2 Color Pallette .....	59
Gambar 4. 3 Tipografi Plus Jakarta Sans .....	61
Gambar 4. 4 Referensi Layout 1 .....	62
Gambar 4. 5 Referensi Layout 2 .....	62
Gambar 4. 6 Solid Icon .....	63
Gambar 4. 7 Business Model Canvas .....	63
Gambar 4. 8 User Flows .....	65
Gambar 4. 9 Onboard .....	65

Gambar 4. 10 Login Page .....	66
Gambar 4. 11 Home Page .....	66
Gambar 4. 12 Barberman Menu.....	67
Gambar 4. 13 Barbershop Menu .....	67
Gambar 4. 14 Profile Menu .....	68
Gambar 4. 15 Onboard.....	68
Gambar 4. 16 Login and Register Page .....	69
Gambar 4. 17 Main Menu.....	70
Gambar 4. 18 Select Location Menu .....	71
Gambar 4. 19 Barberman Menu.....	72
Gambar 4. 20 Detail Payment.....	73
Gambar 4. 21 Booking Menu.....	74
Gambar 4. 22 Fitur Chat .....	75
Gambar 4. 23 Barbershop Menu .....	76
Gambar 4. 24 Detail Barbershop .....	77
Gambar 4. 25 Detail Payment.....	78
Gambar 4. 26 Profile Menu .....	79