

TABLE OF FIGURES

| | |
|---|----|
| Figure 1.1. Research Framework | 7 |
| Figure 2.1. Dropdown | 14 |
| Figure 2.2. Combo Boxes | 14 |
| Figure 2.3. Buttons | 15 |
| Figure 2.4. Toggle Switches..... | 15 |
| Figure 2.5. Text Fields | 16 |
| Figure 2.6. Date Pickers | 16 |
| Figure 2.7. Checkboxes..... | 17 |
| Figure 2.8. Radio Buttons | 17 |
| Figure 2.9. Confirmation Dialogues | 18 |
| Figure 2.10. Alert | 18 |
| Figure 2.11. Badge | 19 |
| Figure 2.12. Notification..... | 19 |
| Figure 2.13. Navigation Menus..... | 20 |
| Figure 2.14. Icons..... | 20 |
| Figure 2.15. Search Fields..... | 21 |
| Figure 2.16. Sliders | 21 |
| Figure 2.17. Progress Bar..... | 22 |
| Figure 2.18. Tooltips | 22 |
| Figure 2.19. Pagination | 23 |
| Figure 2.20. Empathy Map Template | 29 |
| Figure 2.21. User Persona Example..... | 30 |
| Figure 2.22. Value Proposition Template | 31 |
| Figure 2.23. User Journey | 31 |
| Figure 2.24. Mobile Application Prototype | 33 |
| Figure 2.25. Lines | 35 |
| Figure 2.26. Colour | 35 |
| Figure 2.27. Shapes | 36 |
| Figure 2.28. Texture | 37 |

| | |
|--|----|
| Figure 2.29. Size and Scale | 37 |
| Figure 2. 30. Space..... | 38 |
| Figure 2.31. Balance | 39 |
| Figure 2. 32. Emphasis..... | 39 |
| Figure 2.33. Movement..... | 40 |
| Figure 2.34. Pattern and Repetition | 40 |
| Figure 2.35. Proportion | 41 |
| Figure 2. 36. Variety | 41 |
| Figure 2.37. Unity | 42 |
| Figure 2.38. Serif | 43 |
| Figure 2. 39. Sans Serif..... | 43 |
| Figure 2.40. Script..... | 44 |
| Figure 2.41. Display (Decorative)..... | 45 |
| Figure 2. 42. Handwritten | 45 |
| Figure 2.43. Monospaced..... | 46 |
| Figure 2.44. Theoretical Framework..... | 46 |
| Figure 3.1. NuArt Sculpture Park Logo | 48 |
| Figure 3.2. NuArt Sculpture Park Events and Art Exhibitions..... | 49 |
| Figure 3.3. Hocus-Pocus! Poster..... | 49 |
| Figure 3.4. Art Exhibition Space | 51 |
| Figure 3.5. Art Exhibition Display 1..... | 51 |
| Figure 3.6. Art Exhibition Display and Activity | 52 |
| Figure 3.7. Art Exhibition Display 2..... | 52 |
| Figure 3.8. Social Media and Content Sharing | 53 |
| Figure 3.9. Ourchetype Logo | 60 |
| Figure 3.10. Ourchetype Screenshot 1 | 61 |
| Figure 3.11. Ourchetype Screenshot 2 | 62 |
| Figure 3.12. Ourchetype Screenshot 3 | 62 |
| Figure 3.13. Ourchetype Screenshot 4 | 63 |
| Figure 3.14. Ourchetype Screenshot 5 | 64 |
| Figure 3.15. Tokyo Art Beat Logo..... | 64 |

| | |
|---|----|
| Figure 3.16. Tokyo Art Beat Account Management Features | 65 |
| Figure 3.17. Tokyo Art Beat Screenshot 1..... | 66 |
| Figure 3.18. Tokyo Art Beat Screenshot 2..... | 66 |
| Figure 3.19. Tokyo Art Beat My List Features..... | 67 |
| Figure 3.20. Scavify Logo..... | 67 |
| Figure 3.21. Scavify Task Features..... | 68 |
| Figure 3.22. Scavify Scoring Feature..... | 69 |
| Figure 3.23. Scavify Rewards Features | 69 |
| Figure 3.24. Mr. Qodir | 73 |
| Figure 3.25. Targeted Participant 1 | 74 |
| Figure 3.26. Targeted Participant 2..... | 75 |
| Figure 3.27. Targeted Participant 3..... | 77 |
| Figure 3.28. Responses 1 | 80 |
| Figure 3.29. Responses 2 | 80 |
| Figure 3.30. Responses 3 | 81 |
| Figure 3.31. Responses 4 | 81 |
| Figure 3.32. Responses 5 | 82 |
| Figure 3.33. Responses 6 | 82 |
| Figure 3.34. Responses 7 | 83 |
| Figure 3.35. Responses 8 | 83 |
| Figure 3.36. Responses 9 | 84 |
| Figure 3.37. Responses 10 | 84 |
| Figure 3.38. Responses 11 | 85 |
| Figure 3.39. Responses 12 | 85 |
| Figure 3.40. ‘Top’ Instagram Posts with Sudut Pandang Bandung Geo-tagging . | 91 |
| Figure 3.41. Instagram Posts under Grey Art Gallery’s Tag | 92 |
| Figure 3.42. TikTok Videos and Geo-Tagging of Sudut Pandang Bandung | 93 |
| Figure 3.43. TikTok Videos and Geo-Tagging of Grey Art Gallery | 94 |
| Figure 3.44. Empathy Map..... | 97 |
| Figure 3.45. User Persona | 98 |
| Figure 3.46. Value Proposition Canvas | 98 |
| Figure 3.47. User Journey | 99 |

| | |
|--|-----|
| Figure 4.1. Big Idea Mind Mapping..... | 103 |
| Figure 4.2. Mood Board | 106 |
| Figure 4.3. Typography | 107 |
| Figure 4.4. Layout Reference..... | 109 |
| Figure 4.5. Graphics Style Reference | 109 |
| Figure 4.6. Icon Reference..... | 110 |
| Figure 4.7. Logo Reference..... | 110 |
| Figure 4.8. Name and Logo Mind Map..... | 111 |
| Figure 4.9. Logo Sketches..... | 112 |
| Figure 4.10. Final Logo..... | 112 |
| Figure 4.11. Final Logo..... | 113 |
| Figure 4.12. Icon Sketches | 113 |
| Figure 4.13. Sitemap | 114 |
| Figure 4.14. Userflow | 116 |
| Figure 4.15. Splash Screen and Welcome Page Wireframe | 117 |
| Figure 4.16. Sign In / Register and Avatar Selection Wireframe | 118 |
| Figure 4.17. Events, Details and Purchase Wireframe..... | 118 |
| Figure 4.18. Notifications Wireframe | 119 |
| Figure 4.19. Tickets Wireframe | 120 |
| Figure 4.20. Activities Wireframe | 121 |
| Figure 4.21. Rewards Wireframe | 121 |
| Figure 4.22. Profile Wireframe | 122 |
| Figure 4.23. Splash Screen and Welcome Page High-Fidelity | 123 |
| Figure 4.24. Sign In / Register and Avatar Selection High-Fidelity | 124 |
| Figure 4.25. Events, Details and Purchase High-Fidelity | 125 |
| Figure 4.26. Notifications High-Fidelity..... | 126 |
| Figure 4.27. Tickets High-Fidelity..... | 126 |
| Figure 4.28. Art Exhibition Activities High-Fidelity..... | 128 |
| Figure 4.29. Feedback and Rewards High-Fidelity | 129 |
| Figure 4.30. Profile High-Fidelity..... | 130 |
| Figure 4.31. Wandersphere Instagram Design..... | 131 |

| | |
|--|-----|
| Figure 4.32. Wandersphere Instagram Mockup | 132 |
| Figure 4.33. Wandersphere Website Design..... | 132 |
| Figure 4.34. Wandersphere Website Mockup..... | 133 |
| Figure 4.35. Wandersphere X-Banner Design | 133 |
| Figure 4.36. Wandersphere X-Banner Mockup | 134 |
| Figure 4.37. Wandersphere Flyer Design | 134 |
| Figure 4.38. Wandersphere Flyer Mockup | 135 |
| Figure 4.39. Wandersphere T-Shirt Mockup | 136 |
| Figure 4.40. Wandersphere Totebag Mockup..... | 136 |
| Figure 4.41. Wandersphere Cap Mockup | 137 |
| Figure 4.42. Wandersphere Sketchbook and Stationaries Mockup | 137 |
| Figure 4.43. Wandersphere Stickers Mockup..... | 138 |
| Figure 4.44. Wandersphere Pins Mockup..... | 138 |