

**DESIGN STRATEGIES TO ENHANCE THE VISITOR EXPERIENCE
AT IDEALOKA ART GALLERY USING A SERVICE DESIGN APPROACH**

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ABSTRACT

This study aims to enhance the visitor experience at the Idealoka Art Gallery through a service design approach. The gallery, located at Telkom University, faces challenges such as low awareness among the academic community and a limited number of visitors. The research employs a qualitative methodology using the design thinking double diamond framework, which includes the stages of discover, define, develop, and deliver. Evaluations are conducted using SWOT analysis, comparative analysis, and customer journey analysis to emphasize the importance of service design elements and user experience. The findings reveal that the physical accessibility of the gallery, including signage and pathways to the location, as well as the management of digital media such as websites and social media, are key areas requiring improvement. Customer journey analysis identifies gaps between the planned journey and the actual journey as the main cause of suboptimal visitor experiences. As a recommendation, the study proposes design strategies focused on enhancing touchpoints within the service design framework. These strategies include recommendations for signage with informative and visually appealing designs, as well as the development of interactive programs that enrich the visitor experience. The implementation of these strategies is expected to strengthen the identity of the Idealoka Gallery as an inclusive, educational, and inspiring art hub.

Keywords: *service design, touchpoints, customer journey, visitor experience, art gallery, design strategy*