

## DAFTAR GAMBAR

|                                                                   |    |
|-------------------------------------------------------------------|----|
| Gambar 2. 1 Multimedia Interaktif .....                           | 11 |
| Gambar 2. 2 Multimedia Hiperaktif.....                            | 12 |
| Gambar 2. 3 Multimedia Linier .....                               | 12 |
| Gambar 2. 4 <i>Input</i> Elemen .....                             | 15 |
| Gambar 2. 5 <i>Output Elements</i> .....                          | 16 |
| Gambar 2. 6 <i>Spacing</i> .....                                  | 17 |
| Gambar 2. 7 <i>Iconography</i> .....                              | 18 |
| Gambar 2. 8 <i>User Experience Elements</i> .....                 | 19 |
| Gambar 2. 9 <i>Strategy</i> .....                                 | 20 |
| Gambar 2. 10 <i>Scope</i> .....                                   | 21 |
| Gambar 2. 11 <i>Structure</i> .....                               | 22 |
| Gambar 2. 12 <i>Skeleton</i> .....                                | 23 |
| Gambar 2. 13 <i>Surface</i> .....                                 | 23 |
| Gambar 2. 14 <i>Task Flow</i> .....                               | 26 |
| Gambar 2. 15 <i>Wire Flow</i> .....                               | 26 |
| Gambar 2. 16 <i>Task Flow</i> .....                               | 27 |
| Gambar 2. 17 <i>Wireframing</i> .....                             | 27 |
| Gambar 2. 18 <i>Sitrm</i> .....                                   | 28 |
| Gambar 2. 19 <i>User Persona</i> .....                            | 32 |
| Gambar 2. 20 Teori AIO .....                                      | 32 |
| Gambar 2. 21 <i>Empathy Map</i> .....                             | 34 |
| Gambar 2. 22 <i>How Might We Questions</i> .....                  | 36 |
| Gambar 2. 23 Contoh <i>Framework HMW</i> .....                    | 37 |
| Gambar 2. 24 Contoh <i>Framework JTBD (Jobs To Be Done)</i> ..... | 38 |
| Gambar 2. 25 Formula JTBD (Jobs To Be Done) .....                 | 38 |
| Gambar 2. 26 <i>Grid</i> .....                                    | 39 |
| Gambar 2. 27 <i>Font and Typeface</i> .....                       | 40 |
| Gambar 2. 28 <i>Line Height</i> .....                             | 40 |
| Gambar 2. 29 <i>Kerning and Tracking</i> .....                    | 41 |
| Gambar 2. 30 <i>Text Hierarchy</i> .....                          | 41 |

|                                                                              |    |
|------------------------------------------------------------------------------|----|
| Gambar 2. 31 <i>Sans Serif fonts</i> .....                                   | 42 |
| Gambar 2. 32 <i>Serif fonts</i> .....                                        | 43 |
| Gambar 2. 33 <i>Handwritting fonts</i> .....                                 | 43 |
| Gambar 2. 34 Script atau Cursive fonts .....                                 | 44 |
| Gambar 2. 35 <i>Display fonts</i> .....                                      | 44 |
| Gambar 2. 36 <i>Caligraphy fonts</i> .....                                   | 45 |
| Gambar 2. 37 <i>Monospace fonts</i> .....                                    | 45 |
| Gambar 2. 38 <i>Blackletter fonts</i> .....                                  | 46 |
| Gambar 2. 39 <i>Pixel fonts</i> .....                                        | 46 |
| Gambar 2. 40 <i>Color</i> .....                                              | 48 |
| Gambar 2. 41 Warna dan Nuansa ( <i>Tints and Shades</i> ) .....              | 49 |
| Gambar 2. 42 Warna Hangat dan Dingin ( <i>Warm and Cool Colors</i> ).....    | 50 |
| Gambar 2. 43 Kombinasi warna kontras tinggi .....                            | 50 |
| Gambar 2.44 Kombinasi warna kontras tinggi .....                             | 51 |
| Gambar 2.45 Kontras dan Keterbacaan ( <i>Contrast and Legibility</i> ) ..... | 51 |
| Gambar 2. 46 <i>Layout</i> .....                                             | 52 |
| Gambar 2. 47 Grid.....                                                       | 53 |
| Gambar 2. 48 Ilustrasi .....                                                 | 54 |
| Gambar 2. 49 Ilustrasi Ikon.....                                             | 55 |
| Gambar 2. 50 Ilustrasi Karakter .....                                        | 55 |
| Gambar 2. 51 Ilustrasi Infografis .....                                      | 56 |
| Gambar 2. 52 Ilustrasi Ikon.....                                             | 56 |
| Gambar 2. 53 Fotografi sebagai Elemen Visual UI/UX .....                     | 57 |
| Gambar 2. 54 Fotografi sebagai Konten Promosi.....                           | 58 |
| Gambar 2. 55 Fotografi sebagai Dokumentasi Produk .....                      | 58 |
| Gambar 2. 56 Fotografi sebagai Narasi interaktif.....                        | 59 |
| Gambar 2. 57 <i>Business Model Canvas</i> .....                              | 60 |
| Gambar 2. 58 <i>Business Model Navigator</i> .....                           | 62 |
| Gambar 2. 59 Kerangka Teori.....                                             | 65 |
| Gambar 3. 1 Steven Hendrawan.....                                            | 72 |
| Gambar 3. 2 Caren Eliena Hendrawan.....                                      | 74 |
| Gambar 3. 3 Yusrinda Silvianis Diwanti .....                                 | 75 |

|                                                                                                   |     |
|---------------------------------------------------------------------------------------------------|-----|
| Gambar 3. 4 Muhammad Fahry Aritianta .....                                                        | 77  |
| Gambar 3. 5 Agustinus Sukanto.....                                                                | 80  |
| Gambar 3. 6 Diagram Distribusi Penghasilan Orang Tua.....                                         | 82  |
| Gambar 3. 7 Diagram Distribusi Pekerjaan Orang Tua .....                                          | 83  |
| Gambar 3. 8 Diagram Distribusi Gaji Orang Tua .....                                               | 83  |
| Gambar 3. 9 Diagram Distribusi Usia Anak .....                                                    | 84  |
| Gambar 3. 10 Grafik Distribusi Pemahaman Konsep Literasi Keuangan .....                           | 84  |
| Gambar 3. 11 Diagram Distribusi Pengelolaan Keuangan .....                                        | 85  |
| Gambar 3. 12 Diagram Distribusi Keinginan Mempelajari Literasi Keuangan....                       | 85  |
| Gambar 3. 13 Diagram Distribusi Pentingnya Literasi Keuangan.....                                 | 86  |
| Gambar 3. 14 Diagram Distribusi Usia Ajar Untuk Anak .....                                        | 86  |
| Gambar 3. 15 Diagram Distribusi Usia Pemberian Uang Saku Pada Anak.....                           | 86  |
| Gambar 3. 16 Diagram Distribusi Pengajaran Keuangan Pada Anak.....                                | 87  |
| Gambar 3. 17 Grafik Distribusi Cara Pengajaran Literasi Keuangan Pada Anak                        | 87  |
| Gambar 3. 18 Grafik Distribusi Pemahaman Konsep Menabung Pada Anak .....                          | 88  |
| Gambar 3. 19 Diagram Distribusi Kesulitan Mengajarkan Literasi Keuangan Pada Anak .....           | 88  |
| Gambar 3. 20 Grafik Distribusi Hambatan Dalam Mengajarkan Literasi Keuangan Pada Anak .....       | 89  |
| Gambar 3. 21 Grafik Distribusi Ketertarikan Penggunaan Aplikasi Literasi Keuangan Pada Anak ..... | 89  |
| Gambar 3. 22 Grafik Distribusi Pentingnya Aplikasi Literasi Keuangan Pada Anak .....              | 90  |
| Gambar 3. 23 Diagram Distribusi Keseringan Penggunaan Aplikasi Literasi Keuangan.....             | 90  |
| Gambar 3. 24 Grafik Distribusi Fitur yang Bermanfaat Untuk Anak.....                              | 91  |
| Gambar 3. 25 Diagram Distribusi Rekomendasi Aplikasi Literasi Anak.....                           | 91  |
| Gambar 3. 26 Diagram Distribusi Kesiapan Membayar Aplikasi Literasi Keuangan Untuk Anak.....      | 92  |
| Gambar 4.1 Pengumpulan Data dan Analisis .....                                                    | 104 |
| Gambar 4. 2 Hasil AIO ( <i>Activities, Interest, Opinion</i> ) .....                              | 106 |
| Gambar 4. 3 Hasil <i>Empathy Map</i> .....                                                        | 107 |

|                                                                   |                                     |
|-------------------------------------------------------------------|-------------------------------------|
| Gambar 4. 4 Hasil Customer Journey .....                          | 108                                 |
| Gambar 4. 5 <i>User Persona</i> Orang Tua.....                    | 110                                 |
| Gambar 4. 6 <i>User Persona</i> Anak-anak .....                   | 111                                 |
| Gambar 4. 7 Hasil HMW ( <i>How Might We</i> ) .....               | 112                                 |
| Gambar 4. 8 Hasil Brainstorming .....                             | 113                                 |
| Gambar 4. 9 Hasil Mind Mapping .....                              | 114                                 |
| Gambar 4. 10 Hasil SCAMPER.....                                   | 116                                 |
| Gambar 4. 11 Contoh SEQ.....                                      | 117                                 |
| Gambar 4. 12 Perhitungan Skor SEQ .....                           | 118                                 |
| Gambar 4. 13 Warna Utama.....                                     | 119                                 |
| Gambar 4. 14 Warna Sekunder .....                                 | 120                                 |
| Gambar 4. 15 Tipografi Utama .....                                | 121                                 |
| Gambar 4. 16 Tipografi <i>Body/Text</i> .....                     | 121                                 |
| Gambar 4. 17 Ikon Aplikasi .....                                  | 122                                 |
| Gambar 4. 18 Ikon Gravatar.....                                   | 123                                 |
| Gambar 4. 19 Layout Mobile 4 & 6 Columns .....                    | 124                                 |
| Gambar 4. 20 Spacing .....                                        | 124                                 |
| Gambar 4. 21 Tampilan Aplikasi Untuk Anak-anak                    | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 22 Tampilan Aplikasi Untuk Orangtua .....               | 125                                 |
| Gambar 4. 23 Ilustrasi Aplikasi .....                             | 126                                 |
| Gambar 4. 24 Hasil BMC (Business Model Canvas) .....              | 127                                 |
| Gambar 4. 25 Skesta Si Boros.....                                 | 133                                 |
| Gambar 4. 26 Sketsa Si Pelit.....                                 | 134                                 |
| Gambar 4. 27 Sketsa Si Pemberi.....                               | 135                                 |
| Gambar 4. 28 Karakter Representatif Orang Tua .....               | 136                                 |
| Gambar 4. 29 Ilustrasi Karakter Anak-anak 01 (Bobo) .....         | 137                                 |
| Gambar 4. 30 Ilustrasi Karakter Anak-anak 02 (Ciko) .....         | 137                                 |
| Gambar 4. 31 Ilustrasi Karakter Anak-anak 03 (Nona) .....         | 137                                 |
| Gambar 4. 32 Proses Perancangan Nama Aplikasi .....               | 138                                 |
| Gambar 4. 33 Proses Perancangan Logo Aplikasi .....               | 140                                 |
| Gambar 4. 34 Bentuk Implementasi Logo dengan Latar Belakang ..... | 141                                 |

|                                                                                     |                                     |
|-------------------------------------------------------------------------------------|-------------------------------------|
| Gambar 4. 35 Logo Safe Area and Placement .....                                     | 142                                 |
| Gambar 4. 36 Logo Negatif dan Positif .....                                         | 142                                 |
| Gambar 4. 37 Logo <i>Visibility</i> .....                                           | 143                                 |
| Gambar 4. 38 Logo Grid .....                                                        | 143                                 |
| Gambar 4. 39 Sitemap Aplikasi Wandr .....                                           | 144                                 |
| Gambar 4. 40 <i>User flow</i> Anak-anak ( <i>Sign Up</i> ) .....                    | 145                                 |
| Gambar 4. 41 <i>User flow</i> Anak-anak ( <i>Sign In</i> ).....                     | 146                                 |
| Gambar 4. 42 User flow Anak-anak (Daily Challanges) .....                           | 146                                 |
| Gambar 4. 43 User flow Anak-anak (Daily Task from Parents).....                     | 146                                 |
| Gambar 4. 44 <i>User flow</i> Anak-anak ( <i>Add New Wishlist</i> ).....            | 147                                 |
| Gambar 4. 45 User flow Anak-anak (Allocate Coin to Dedicated Wishlist).....         | 147                                 |
| Gambar 4. 46 User flow Anak-anak (Leaderboard).....                                 | 147                                 |
| Gambar 4. 47 <i>User flow</i> Anak-anak ( <i>Change Profile</i> ) .....             | 148                                 |
| Gambar 4. 48 <i>User flow</i> Anak-anak ( <i>Logout</i> ) .....                     | 148                                 |
| Gambar 4. 49 User Flow Orang tua (Sign Up) .....                                    | 149                                 |
| Gambar 4. 50 User Flow Orang tua (Log In).....                                      | 149                                 |
| Gambar 4. 51 <i>User Flow</i> Orang tua ( <i>Add New Task</i> ) .....               | 149                                 |
| Gambar 4. 52 User Flow Orang tua (Send Allowance to Kids).....                      | 150                                 |
| Gambar 4. 53 User Flow Orang tua (Add New Kids).....                                | 150                                 |
| Gambar 4. 54 User Flow Orang tua (See Family Code) .....                            | 150                                 |
| Gambar 4. 55 Onboarding Aplikasi Wandr .....                                        | 151                                 |
| Gambar 4. 56 Wireframe Anak-anak (Sign Up) .... <b>Error! Bookmark not defined.</b> |                                     |
| Gambar 4. 57 Wireframe Orang tua (Sign In) .....                                    | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 58 Wireframe Anak-anak (Homescreen & Daily Challanges).....               | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 59 Wireframe Anak-anak (Daily Task)                                       | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 60 Wireframe Anak-anak (Wishlist) ....                                    | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 61 Wireframe Anak-anak (Add coin to Wishlist)                             | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 62 Wireframe Anak-anak (Profile & Log Out)                                | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 63 Wireframe Orang Tua (Sign Up) .....                                    | 151                                 |

|                                                                            |                                     |
|----------------------------------------------------------------------------|-------------------------------------|
| Gambar 4. 64 Wireframe Orang Tua (Sign In).....                            | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 65 Wireframe Orang Tua (Home Screen)                             | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 66 Wireframe Orang tua (Add Allowance)                           | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 67 Wireframe Orang Tua (Add Task) ..                             | <b>Error! Bookmark not defined.</b> |
| Gambar 4. 68 Component Design – Animated Icon .....                        | 152                                 |
| Gambar 4. 69 Component Design – Text Field .....                           | 152                                 |
| Gambar 4. 70 Component Design – Float Sheet.....                           | 153                                 |
| Gambar 4. 71 Component Design – Quiz .....                                 | 154                                 |
| Gambar 4. 72 Final Design Onboarding (Animated) Sequence 01 .....          | 155                                 |
| Gambar 4. 73 Final Design Onboarding (Animated) Sequence 02 .....          | 155                                 |
| Gambar 4. 74 Final Design Onboarding (Animated) Sequence 03 .....          | 156                                 |
| Gambar 4. 75 Final Design Sign Up Flow (Confirmation Status).....          | 157                                 |
| Gambar 4. 76 Final Design Sign Up Flow (Kids).....                         | 158                                 |
| Gambar 4. 77 Final Design Sign Up Flow (Parents) .....                     | 158                                 |
| Gambar 4. 78 Final Design Sign Up Flow (Parents) .....                     | 159                                 |
| Gambar 4. 79 Final Design Sign Up Flow (Parents) 03 .....                  | 159                                 |
| Gambar 4. 80 Final Design Sign In Flow Confirmation Status .....           | 160                                 |
| Gambar 4. 81 Final Design Sign In Flow (Kids) .....                        | 161                                 |
| Gambar 4. 82 Final Design Sign In Flow (Parents).....                      | 162                                 |
| Gambar 4. 83 Final Design Home Screen Kids .....                           | 163                                 |
| Gambar 4. 84 Final Design Daily Challenges (Kids) – 01 .....               | 164                                 |
| Gambar 4. 85 Final Design Daily Challenges (Kids) – 02 .....               | 165                                 |
| Gambar 4. 86 Final Design Daily Challenges (Kids) – 03 .....               | 165                                 |
| Gambar 4. 87 Final Design Daily Task (Kids) – 01 .....                     | 166                                 |
| Gambar 4. 88 Final Design Daily Task (Kids) .....                          | 167                                 |
| Gambar 4. 89 Final Design Wishlist (Kids).....                             | 168                                 |
| Gambar 4. 90 Final Design Add New Wishlist (Kids) .....                    | 169                                 |
| Gambar 4. 91 Final Design Allocate Coin to Dedicated Wishlist (Kids) ..... | 169                                 |
| Gambar 4. 92 Final Design Leaderboard (Kids).....                          | 171                                 |
| Gambar 4. 93 Final Design Profile (Kids) .....                             | 171                                 |

|                                                             |     |
|-------------------------------------------------------------|-----|
| Gambar 4. 94 Final Design Home Screen (Parents) .....       | 172 |
| Gambar 4. 95 Final Design Add New Task (Parents) – 01 ..... | 173 |
| Gambar 4. 96 Final Design Add New Task (Parents) – 02 ..... | 173 |
| Gambar 4. 97 Final Design Send Allowance (Parents) .....    | 174 |
| Gambar 4. 98 Final Design History Allowance (Parents) ..... | 175 |
| Gambar 4. 99 Final Design Profile Parents .....             | 176 |
| Gambar 4. 100 Final Design Subscription (Parents) .....     | 177 |
| Gambar 4. 101 Final Design See Family Code (Parents) .....  | 178 |
| Gambar 4. 102 Social Media (Preview) .....                  | 179 |
| Gambar 4. 103 Social Media (Detail Post) .....              | 180 |
| Gambar 4. 104 Social Media (Full Post) .....                | 180 |
| Gambar 4. 105 Social Media (Instagram Stories) .....        | 181 |
| Gambar 4. 106 Gambar Promosi .....                          | 181 |
| Gambar 4. 107 X Banners .....                               | 182 |
| Gambar 4. 108 Hanging Banners .....                         | 183 |
| Gambar 4. 109 Poster Large .....                            | 184 |
| Gambar 4. 110 Poster Small .....                            | 184 |
| Gambar 4. 111 Flyer (Front & Back) .....                    | 185 |
| Gambar 4. 112 Tampak Depan Booklet .....                    | 185 |
| Gambar 4. 113 Tampak Belakang Booklet .....                 | 186 |
| Gambar 4. 114 Card Payment .....                            | 186 |
| Gambar 4. 115 Card Payment Version 01 .....                 | 187 |
| Gambar 4. 116 Card Payment Version 02 .....                 | 187 |
| Gambar 4. 117 Card Payment Version 03 .....                 | 188 |
| Gambar 4. 118 Desain Gantungan Kunci .....                  | 188 |
| Gambar 4. 119 <i>Sign Up Screen</i> .....                   | 197 |
| Gambar 4. 120 <i>Screen Tugas Anak</i> .....                | 198 |
| Gambar 4. 121 <i>Screen Uang Saku</i> .....                 | 199 |
| Gambar 4. 122 <i>Screen Mengelola Akun</i> .....            | 200 |
| Gambar 4. 123 <i>Sign Up Screen</i> .....                   | 201 |
| Gambar 4. 124 <i>Log In Screen</i> .....                    | 202 |
| Gambar 4. 125 <i>Flow Sign Up Baru Orang Tua</i> .....      | 204 |

|                                                       |     |
|-------------------------------------------------------|-----|
| Gambar 4. 126 Indikator Kuota Tugas.....              | 205 |
| Gambar 4. 127 Nilai Konversi Koin .....               | 206 |
| Gambar 4. 128 Quiz dan Tugas Harian.....              | 207 |
| Gambar 4. 129 <i>Final Flow</i> Orang Tua.....        | 208 |
| Gambar 4. 130 Final log In Orang Tua.....             | 208 |
| Gambar 4. 131 Final Tugas Anak .....                  | 209 |
| Gambar 4. 132 Flow Memberi Uang Saku .....            | 209 |
| Gambar 4. 133 Flow Menambahkan Anggota Keluarga ..... | 210 |
| Gambar 4. 134 Flow Sign Up Anak – Anak .....          | 210 |
| Gambar 4. 135 Flow Log In.....                        | 211 |
| Gambar 4. 136 Flow Quiz.....                          | 212 |
| Gambar 4. 137 Parent Task.....                        | 213 |
| Gambar 4. 138 Wishlist Koin.....                      | 214 |
| Gambar 4. 139 Membuat Wishlist .....                  | 214 |
| Gambar 4. 140 Leaderboard.....                        | 215 |