

DAFTAR GAMBAR

Gambar 2.1 Visibility.....	13
Gambar 2.2 Feedback	13
Gambar 2.3 Consistency	14
Gambar 2.4 Simplicity	14
Gambar 2.5 Aesthetics	14
Gambar 2.6 Accessibility.....	14
Gambar 2.7 Learnability	15
Gambar 2.8 Efficiency	15
Gambar 2.9 Understanding	15
Gambar 2.10 Functionality	16
Gambar 2.11 Clear Navigation	16
Gambar 2.12 Contextual relevance	16
Gambar 2.13 Usability	17
Gambar 2.14 Credibility	17
Gambar 2.15 Desirability	17
Gambar 2.16 Sitemap.....	18
Gambar 2.17 Wireframe	19
Gambar 2.18 Tombol (Button).....	20
Gambar 2.19 Motion.....	20
Gambar 2.20 Macam - Macam Icon	21
Gambar 2.21 Jenis - Jenis Logo Aplikasi	22
Gambar 2.22 Design Thinking.....	23
Gambar 2.23 Desirability, Feasibility, Viability.....	24
Gambar 2.24 User Persona	29
Gambar 2.25 Emphaty Map	30
Gambar 2.26 Observational Testing	33
Gambar 2.27 RITE Method	34
Gambar 2.28 Tipografi.....	36
Gambar 2.29 Warna	37
Gambar 2.30 Layout	39
Gambar 2.31 Layout Modular.....	39
Gambar 2.32 Layout Hierarki	40
Gambar 2.33 Business Model Canvas	40
Gambar 2.34 Business Model Navigator	42
Gambar 2.35 Freemium	43
Gambar 2.36 Add On.....	43
Gambar 2.37 Experience Selling	44
Gambar 2.38 Kerangka Teori.....	46
Gambar 3.1 Wawancara Bersama Kapster	56
Gambar 3.2 Wawancara dengan Hairdresser	58
Gambar 3.3 Wawancara dengan Ahli UI/UX	59
Gambar 3.4 Wawancara dengan Ahli Back-End	61
Gambar 3.5 Wawancara Calon Pengguna Laki – Laki Remaja Akhir.....	62
Gambar 3.6 Wawancara Calon Pengguna Perempuan Remaja Akhir	64
Gambar 3.7 Wawancara Calon Pengguna Perempuan Dewasa Awal	66
Gambar 3.8 Observasi Barber dan Salon	67
Gambar 3.9 Observasi Gaya Rambut Media Sosial.....	68

Gambar 3.10 Jenis Kelamin	70
Gambar 3.11 Usia	70
Gambar 3.12 Status Ekonomi Sosial	71
Gambar 3.13 Geografi	71
Gambar 3.14 Permasalahan Rambut	72
Gambar 3.15 Kebingungan Menentukan Gaya Rambut	72
Gambar 3.16 Kendala Utama dalam Memilih Gaya Rambut	73
Gambar 3.17 Solusi yang Biasa Diambil	73
Gambar 3.18 Pengalaman Menggunakan Aplikasi Serupa	74
Gambar 3.19 Harapan terhadap Fitur Aplikasi	75
Gambar 3.20 TRESemmé Virtual Styler	76
Gambar 3.21 Compar	77
Gambar 3.22 Hiface	78
Gambar 4.1 Bagan Data dan Analisis	94
Gambar 4.3 User Persona Perempuan	96
Gambar 4.2 User Persona Laki – Laki	96
Gambar 4.4 Hasil Emphaty Map	97
Gambar 4.5 Hasil User Journey	98
Gambar 4.6 Mind Mapping Idea Statement	101
Gambar 4.7 Mind Mapping Idea Generation	104
Gambar 4.8 Moodboard Retro	107
Gambar 4.9 Ilustrasi Line Art	108
Gambar 4.10 Referensi layout modular	111
Gambar 4.11 Layout F-Pattern dan Z-Pattern	112
Gambar 4.12 Business Model Canvas	115
Gambar 4.13 Flow Freemium	117
Gambar 4.14 Flow Add-on	117
Gambar 4.15 Experience Selling	118
Gambar 4.16 Perancangan Nama Aplikasi	119
Gambar 4.17 Perancangan logo	120
Gambar 4.18 Eksplorasi Referensi Visual Logo	121
Gambar 4.19 Referensi Visual Andy Warhol	121
Gambar 4.20 Seleksi Gaya Rambut	122
Gambar 4.21 Eksplorasi Sketsa	123
Gambar 4.22 Pewarnaan	123
Gambar 4.23 Logo Akhir	124
Gambar 4.24 Logotype	124
Gambar 4.25 Logotype Final	125
Gambar 4.26 Logo Vertikal	125
Gambar 4.27 Grid Logo Vertikal	126
Gambar 4.28 Logo Negatif	126
Gambar 4.29 Sitemap	128
Gambar 4.30 User Flow Daftar & Masuk	129
Gambar 4.31 User Flow Booking Layanan Barber & Salon	130
Gambar 4.32 User Flow Mencari Gaya Rambut & Simulasi AR	130
Gambar 4.33 User Flow Perawatan Rutin & Tantangan 30 Hari	131
Gambar 4.34 User Flow Mereview Produk Perawatan Rambut	131
Gambar 4.35 User Flow Konsultasi Virtual	132
Gambar 4.36 User Flow Partisipasi Komunitas	132

Gambar 4.37 Low Fidelity Splash Screen	133
Gambar 4.38 Low Fidelity Boarding Page	133
Gambar 4.39 Low Fidelity Login & Sign Up	134
Gambar 4.40 Low Fidelity Beranda.....	135
Gambar 4.41 Low Fidelity Jelajahi.....	136
Gambar 4.42 Low Fidelity Aktifitas	136
Gambar 4.43 Low Fidelity Komunitas	137
Gambar 4.44 Low Fidelity Profil.....	138
Gambar 4.45 Low Fidelity Temukan Barber/Salon.....	139
Gambar 4.46 Low Fidelity Konsultasi Virtual.....	140
Gambar 4.47 Low Fidelity Gaya Rambut.....	141
Gambar 4.48 Low Fidelity Produk Rambut.....	142
Gambar 4.49 Low Fidelity Insight Rambut	143
Gambar 4.50 High Fidelity Splash Screen.....	144
Gambar 4.51 High Fidelity Onboarding Page	145
Gambar 4.52 High Fidelity Login & Sign Up	146
Gambar 4.53 High Fidelity Beranda	147
Gambar 4.54 High Fidelity Jelajahi	148
Gambar 4.55 High Fidelity Aktifitas.....	149
Gambar 4.56 High Fidelity Komunitas.....	150
Gambar 4.57 High Fidelity Profil	151
Gambar 4.58 High Fidelity Temukan Barber/Salon	152
Gambar 4.59 High Fidelity Konsultasi Virtual.....	153
Gambar 4.60 High Fidelity Gaya Rambut	154
Gambar 4.61 High Fidelity Produk Rambut	155
Gambar 4.62 High Fidelity Insight Rambut.....	156
Gambar 4.63 Desain Instagram Feeds	157
Gambar 4.64 Mockup Instagram Feeds	157
Gambar 4.65 Story Instagram (Iklan Aplikasi).....	158
Gambar 4.66 Story Instagram (Twibbon/Template).....	159
Gambar 4.67 Desain Flyer	160
Gambar 4.68 Mockup Flyer	160
Gambar 4.69 Desain & Mockup X-Banner	161
Gambar 4.70 Desain Brochure Trifold	162
Gambar 4.71 Mockup Brochure Trifold	162
Gambar 4.72 Desain Stiker	163
Gambar 4.73 Mockup Stiker.....	163
Gambar 4.74 Desain Kartu <i>Membership</i>	164
Gambar 4.75 Mockup Kartu <i>Membership</i>	164
Gambar 4.77 Mockup Thank You Card.....	165
Gambar 4.76 Desain Thank You Card.....	165
Gambar 4.78 Desain Table Tent	166
Gambar 4.79 Mockup Table Tent	166
Gambar 4.81 Mockup Flyer Mitra	167
Gambar 4.80 Desain Flyer Mitra	167
Gambar 4.83 Mockup Booklet.....	168
Gambar 4.82 Desain Booklet.....	168
Gambar 4.84 Desain & Mockup Stand Poster	169