

User Experience/User Interface Design; Raja Ampat Dive Resort Website

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ABSTRACT

Information media in the form of a website as a promotional tool is very important and very helpful in marketing a service or a product on the internet. A good website is a website with an aesthetic and usability level so that it is harmonious and responsive and has a suitable user interface (not excessive). The old Raja Ampat Dive Resort website is less responsive, less attractive from the visual aspect, the information is not well organized and seems monotonous, making the users confused in finding and understanding the information provided. To achieve user satisfaction, the need for a UX / UI website design with a better information structure so that the level of satisfaction and inquisitive access is fulfilled makes the Raja Ampat Dive Resort website better. The UX / UI website design in this study uses the Design Thinking Process and the Principle of Beautiful Website, Jason Beard. The result of the research is the prototype of the Raja Ampat Dive Resort website which is then tested (tested) during the 2019/2020 even semester Final Assignment Session.

Keywords: *Website, Raja Ampat Dive Resort, UX/UI, Design*

1. INTRODUCTION

The development of technology and information is developing rapidly and rapidly, the faster the flow of information shows the need for various information is increasing. Along with current developments, the internet is the main media that has an important role in the business world as a means of communication. The development of technology and information is developing rapidly and rapidly, the faster the flow of information shows the need for various information is increasing. Along with current developments, the internet is the main media that has an important role in the business world as a means of communication. From any point of view, the promotion media using the web have greater advantages, both from the perspective of information distribution, the speed at which information prices or costs are released.

Raja Ampat Dive Resort is a diving resort, Raja Ampat Dive Resort already has a website which is the main medium of information but, the authors think that the UI / UX website design of Raja Ampat dive resorts is currently less attractive in terms of design and lack of responsiveness on the website. Lack of information that is well organized and websites that seem monotonous, making the users confused in finding and understanding the information provided.

So with the situation above, with the availability of facilities on the internet, the creation of the UI / UX website Raja Ampat dive resort that is informative with an attractive UI design appearance, makes it easy to access information, and is made responsive and dynamic that is tailored to the target market of Raja Ampat Dive Resort. The UI website is designed by promoting better and clear accessibility, which can facilitate clients with good and clear knowledge about Raja Ampat Dive Resort and also increase the interest of prospective clients both local and non-local.

The purpose of this design is to redesign the Raja Ampat Dive Resort UX / UI website to be more interesting and easy to use for users to find the information they need. A good website design with web content can attract visitors, has interesting content, and is easy to navigate. According to Marcin Treder (2013), interactive website design based on user experience is an appropriate discipline in the design of a particular product. To discuss an experience about discussing and acting on specific actions, which must result in a planned change in the target groups.

UX stands for User Experience. UX and UI can be interpreted as the influence of the appearance of a website on user experience in using the website. The meaning of user experience in design is based on Rex Hartson and Pardha Pyla's book (2012). According to Hartson and Pyla (2012, 19), user experience is the totality of effects or

effects felt by users as a result of interaction with, and the context of usage, system tools, or products, including the effect of usability, usability, and emotional impact during an interaction.

UX concentrates on how the overall design makes the user get a sense of not only beautiful but also qualitative design and well done is why user experience design is needed. To achieve a positive user experience while using a website, designers must understand the user's goals, desires, fears, behavior, and ambitions. The main methodology used to ensure user experience in most projects is centered on user-centered design. Simply put, user-centered design is about designing with the needs and expectations of user behavior in mind. (The Basic of UX Design)

The purpose of this research is the Redesign UX / UI website of Raja Ampat Dive Resort as the main information and promotional media with a more attractive, functional, and informative display design accompanied by dynamic movements that make it easy for users to find the desired information. Through the new Raja Ampat Dive Resort website design, Raja Ampat Dive Resort can be more attractive in website display design, better-structured information, videos and photos that provide client information on the atmosphere, activities and promotions released by Raja Ampat Dive resort, making it easier for potential tourists to find the desired information.

In general, UX is how people feel when they use a product or service. UX concentrates on how the overall design makes the user get a sense of not only beautiful but also qualitative design and well done is why user experience design is needed. To achieve a positive user experience while using a website, designers must understand the user's goals, desires, fears, behavior, and ambitions.

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2. BACKGROUND

2.1. Research Methods

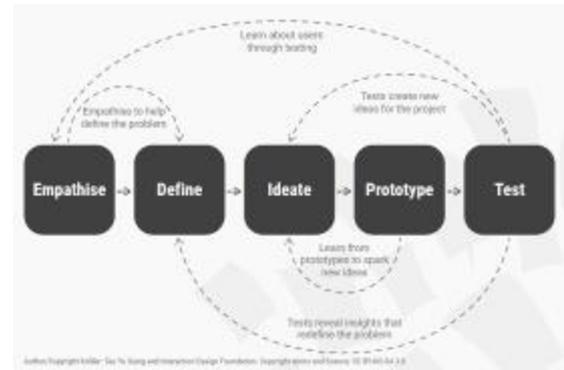


Figure 1: Design Thinking

This research uses the Design Thinking Process; (1) Empathy, (2) Define, (3) Ideate, (4) Prototype, (5) Test.

The empathy phase is carried out through interviews with the owner and user of Raja Ampat Dive Resort, then the writer formulates the problem and seeks ideas/solutions in the form of a new Raja Ampat Dive Resort UX / UI Design. The results of the design in the form of a prototype which was then tested during the final semester 2019/2020 final study program of the visual communication design study program at Tarumanagara University.

1. Empathize - with users
2. Define - needs of users, problems, and insights
3. Ideate - assume and make ideas for innovative solutions
4. Prototype - start making solutions
5. Test – solution

Website design manage on "The Principles of Beautiful Web Design" by Jason Beaird, in this book, there are 6 parts, namely:

1. Containing Block
2. Logo
3. Navigation
4. Content
5. Footer
6. White Space

The website should have an attractive appearance, so that the intended visitor is increasingly interested in the information shared. Also, the website must have a design that makes it easy for users to use the website. Do not make users confused with website design. Sometimes a website has a display with too many decorations. These decorations sometimes confuse users. Or even the appearance of a website that is too ordinary, can also make them less clear user-interface. Give an attractive appearance and also provide a clear user-interface.

2.2 Results And Discussion

The following are the results of interviews with Raja Ampat Dive Resort owners. At present, the impression of guests using the website is not good because it cannot access (error in a system), the structure of information is not good, and also the design on the website is outdated so that makes the user feel bored. Readability in the text is also not good because of overlapping with the same background shades. The expected web design is simple and attractive. Contains all messages/information but is packaged simply and not boring. Here are the results of a survey with users: Users have goals to get the desired information and easily explored, the level of usability on the website, and enjoy the visual content that is on the website. The following are the issues that are complained of by users:

1. Pages loaded too slowly
2. Site navigation confusing
3. Less attractive visuals
4. Information structure is not good

From the results of interviews and surveys above, the authors formulated that the old website Raja Ampat Dive Resort requires a better UX / UI redesign and improved information structure, so that users can browse the information contained on the website and enjoy the website.

Redesign UX / UI of Raja Ampat Dive Resort website as a medium of information and a main promotional tool with a more attractive, functional, and informative display design accompanied by dynamic movements that make it easy for users to find the desired information. Through the new Raja Ampat Dive Resort website design, Raja Ampat Dive Resort can be more attractive in website display design, better-structured information, videos and photos that provide client information on the atmosphere, activities, and promotions released by Raja Ampat Dive resort, making it easier for potential tourists to find the desired information.

2.3 Creative Concept

The choice of style for Raja Ampat Dive Resort web design will be adjusted to the age of the target audience. From the analysis that has been made ranging from the age of 25-50 years and observations of similar website references, therefore the author chooses to create a website design with a modern-contemporary's style theme, for users to feel relaxed and be attracted by the nuances of the underwater. Based on similar web analysis, they use a lot of colors related to what they provide, for example, Papua diving, the dominant Papua diving web is green because

the location and scenery that are predominantly presented are the natural surroundings.

Modern, even though it is located on an island, Raja Ampat Dive Resort is a modern dive resort that emphasizes the comfort and quality of guests. Although modern, Raja Ampat Dive Resort uses traditional materials such as wood to display an elegant and simple impression.

The color used is black and white which is a color with a minimalist and sophisticated meaning, is also clean, and displays the presence of space (open space).

Tosca color is used because of the position the resort is on the seashore where the water on the seashore is clear and colored like Tosca blue. Tosca has a meaning related to the sea because this color is a combination of blue, green. Tosca also signifies open communication between the resort and its guests (good communication in the sense that the staff n guests chat here) and happy enjoying life (wifi is not available, but if the request will be given) which means far from city noise, can be relaxed during at the resort.

The blue color is used to indicate relaxation, trustworthy and blue skies. Color black (actually the darkest blue shades) it wants shows that this resort is sophisticated from dive equipment, etc).

Contemporary web design inspires a fresh, clean, and visually appealing design. For shapes, squares are good for corporate (more formal) and serious interface styles without forgetting the modern aspects. Modern - shapes, visual functional, buttons, hue features such as turquoise (bright color), adaptation.

Contemporary colors, interactions, grids (style variations and keep changing as it develops) stick to white, black, and gray. Modern - contemporary minimalist, clean & fresh, open space feel.

Here are the UX / UI redesign results for the Raja Ampat Dive Resort website:

2.3.1. Desktop Version

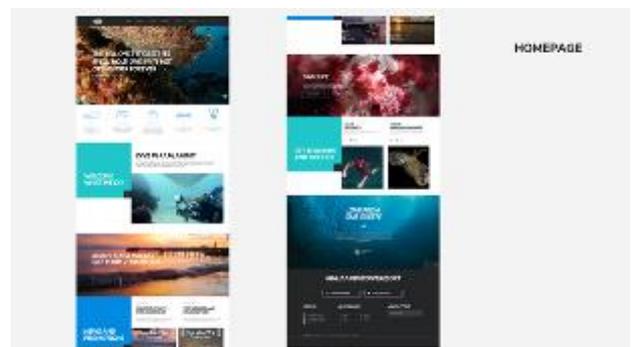


Figure 2: Desktop Homepage View

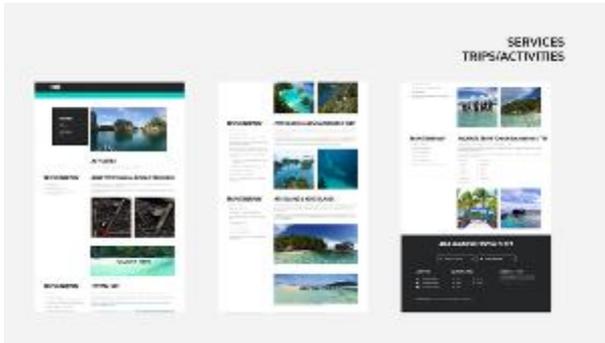


Figure 3: Desktop Services Trips View

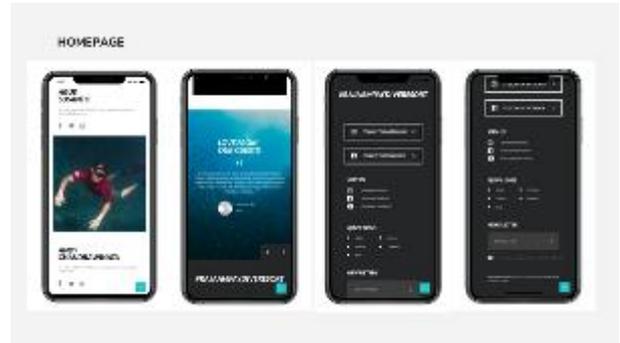


Figure 5: Mobile Homepage View

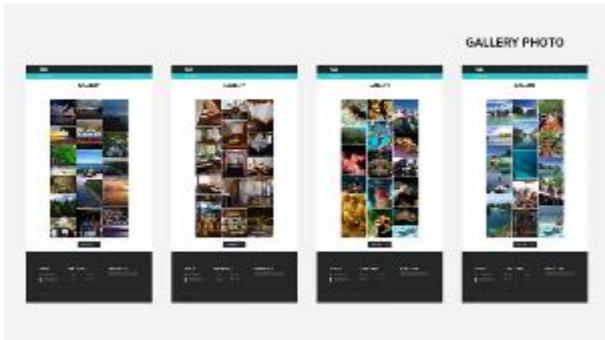


Figure 4: Desktop Gallery Photo View

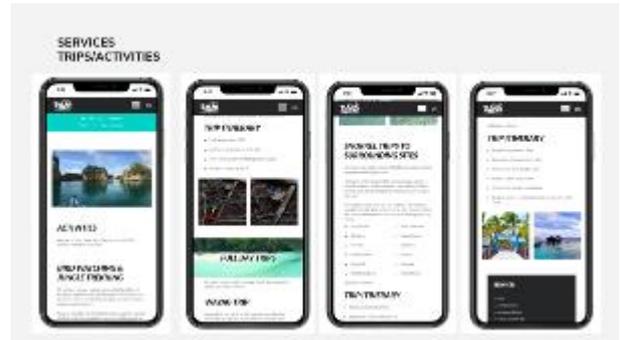


Figure 6: Mobile Services Trips View

2.3.2 Mobile version

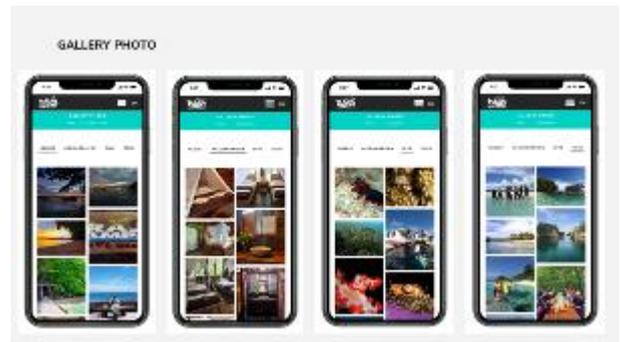
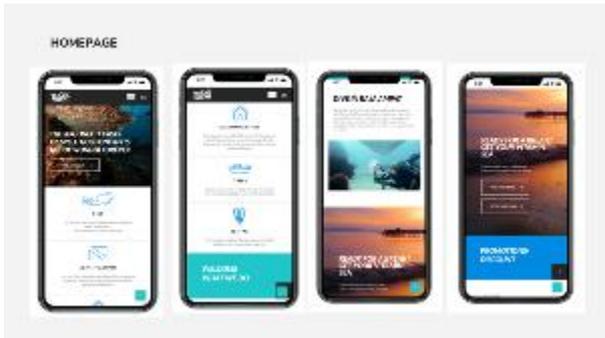
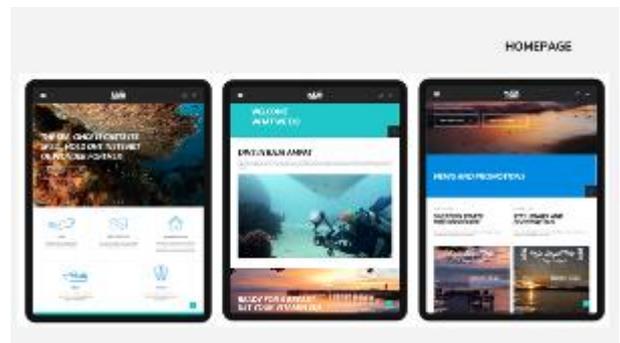


Figure 7: Mobile Gallery Photo View

2.3.3 Tab version



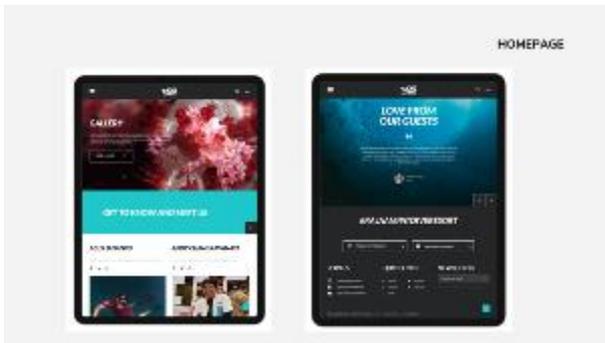


Figure 8: Tab Homepage View

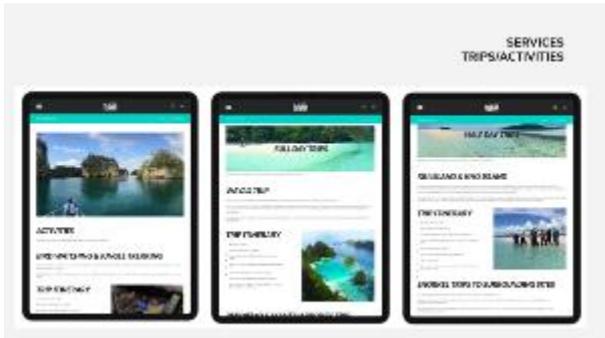


Figure 9: Tab Services Trips View

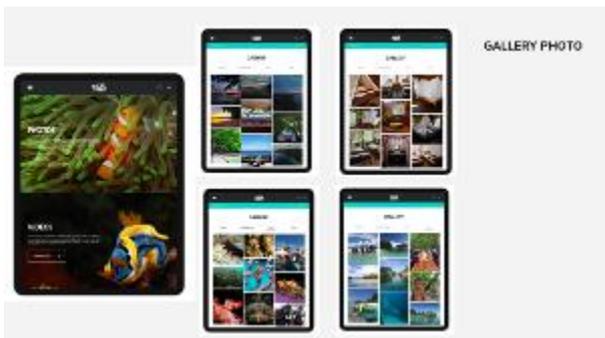


Figure 10: Tab Gallery Photo View

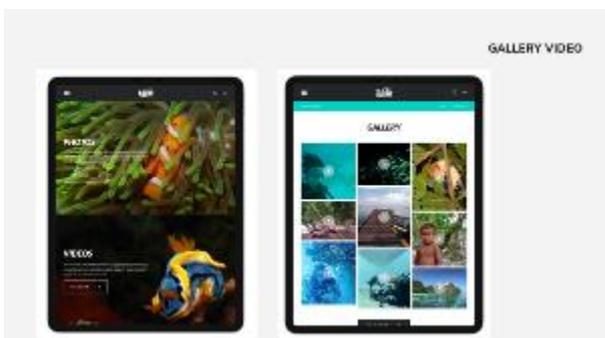


Figure 11: Tab Gallery Video View

3. CONCLUSIONS AND SUGGESTIONS

The things that are the main attraction of the Raja Ampat Dive Resort website are as follows:

1. Make it easy for prospective users to immediately get the desired information about Raja Ampat Dive Resort that is incomplete on other social media.
2. Modern - contemporary design concept is a choice. It is flexible and attractive because it inspires a fresh and clean design and visually attractive colors without forgetting its modern aspects.
3. The use of simple interactions so it's easier to understand.
4. The information structure is neat so users can understand and more easily understand the contents of the website.
5. Contains photos and videos of activities that can be done at Raja Ampat Dive Resort so that users can imagine what Raja Ampat Dive Resort is like.
6. Consistency in the appearance of Raja Ampat Dive Resort website design and user interface is not complicated and easy to use.

A good website must be supported by several criteria including aesthetic values, strong design concepts adapted to visual identity, complete content, simple and clean user interface, and attractive visuals so that users are interested in browsing the website deeper and becoming a unity. The consistency of a web is not only in color and layout but can be reflected in the visual elements used such as images, and so on. The use of fonts on a website must also be easy to read on the desktop layer and other media and good if limited by two different fonts, if too many font types will reduce the level of unity of the website and become out of harmony.

Here are the result of UX/UI redesign for Raja Ampat Dive Resort :



Figure 12: Desktop and Mobile

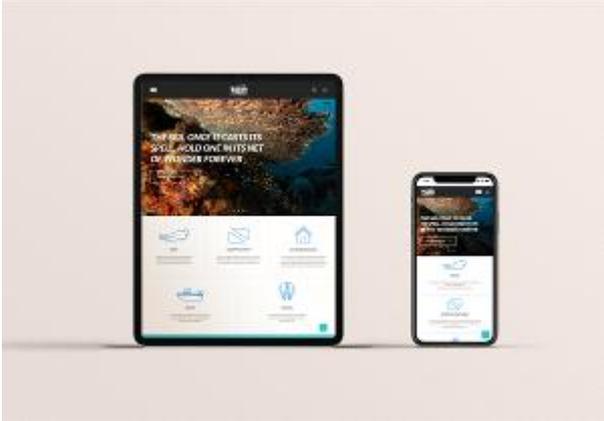


Figure 13: Tab and Mobile

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