UI/UX DESIGN OF THE HOUSET WEBSITE AS A MARKETPLACE AND ROOM VISUALIZATION MEDIA

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Abstract: PT. Houset Hunian Estetika is a startup engaged in interior design and furniture that makes it easy for the public to visualize the room and apply the room according to the desired interior design and sell furniture online. The way Houset makes it easy is by providing an interior design canvas in a 3D model so as to provide an experience for users in choosing the desired interior design and furniture. Houset also sells furniture that matches the interior design shown in 3D models. However, there is no media platform in the form of a website. With this phenomenon, the authors intend to build a platform for PT. Houset Hunian Estetika through the UI/UX design of the Houset website which is a means of marketplace and room visualization media. This research and design uses qualitative methods as data collection with a literature study approach, observation, interviews, questionnaires, matrix analysis and SWOT analysis. The design of this website is expected to make it easier for people to get furniture while helping to get a visual picture of the room in matching the interior design that is suitable for the room and helping its arrangement.

Keywords: interior design, marketplace, PT. Houset Hunian Estetika, UI/UX, website design

Abstrak: PT. Houset Hunian Estetika merupakan startup yang bergerak di bidang desain interior dan furnitur yang memudahkan masyarakat untuk memvisualisasikan ruangan dan mengaplikasikan ruangan sesuai dengan desain interior yang diinginkan dan menjual furnitur secara online. Cara Houset memberikan kemudahan adalah dengan menyediakan yang menyediakan kanvas desain interior dalam model 3D sehingga memberikan pengalaman bagi pengguna dalam memilih desain interior dan furnitur yang diinginkan. Houset juga menjual furnitur yang sesuai dengan desain interior yang ditampilkan dalam model 3D. Namun, belum adanya platform medianya berupa website. Dengan fenomena tersebut, maka penulis bermaksud untuk membangun platform PT. Houset Hunian Estetika melalui perancangan UI/UX website Houset yang menjadi sarana marketplace dan media visualisasi ruangan. Penelitian dan perancangan ini menggunakan metode kualitatif sebagai pengumpulan data dengan pendekatan studi pustaka, observasi, wawancara, kuesioner, analisis matrix dan analisis SWOT. Perancangan website ini diharapkan mempermudah masyarakat mendapatkan furnitur sekaligus membantu

untuk mendapat gambaran ruangan visual dalam mencocokkan desain interior yang cocok terhadap ruangan serta membantu penataannya.

Kata Kunci: desain interior, desain website, marketplace, PT. Houset Hunian Estetika, UI/UX

INTRODUCTION

Interior design is the aim for all rooms in a building to look more aesthetical and functional, without forgetting comfort. The primary focus of interior design is spatial planning. Interior design, which was originally a tertiary need, has evolved into a primary need that is critical in visualizing the desires, emotions, and feelings of space users with the space the occupy.

The number of consumers in the interior design industry is steadily increasing. Shopping for furniture and interior design through gadgets or online shopping is also becoming increasingly popular. This was due to the pandemic factor, which caused a significant shift in shopping for the needs of arranging or renovating houses from the tourism and transportation sectors to the technology and interior design sectors. According to the Minister of Industry, the furniture industry was able to rise and grow positively by 8.04% in the first quarter of 2021, after contracting 7.28% in the same period last year due to the impact of the Covid-19 pandemic. The interior design industry in Indonesia is being supported by public awareness or service users about the importance of interior design, and the general public is now beginning to use the services of professional interior designers to arrange the rooms of their homes and apartments, according to Rina Renville, Head of HDII DKI Jakarta. To maximize the arrangement of the building's interior, efforts to organize it require the assistance of visualization media before it is implemented directly into the room. According to McCormick et al. (1987), 3D visualization allows users to see an interior more clearly because it can be rotated 360 degrees and interacts directly with interior design objects by rotating, sliding, and viewing every corner of the room.

PT. Houset Hunian Estetika is a startup engaged in interior design and furniture that makes it easy for the public to visualize the room and apply the room according to the desired interior design and sell furniture online. However, there is no media platform in the form of a website. With this phenomenon, the authors intend to build a platform for PT. Houset Hunian Estetika through the UI/UX design of the Houset website which is a means of marketplace and room visualization media.

RATIONALE

The author uses design theory in his research. According to Rizky (2011:140), design is a process that involves describing the architecture and the details of the components, as well as the limitations that will be encountered during the process. In the analysis process for designing the website the author uses matrix analysis and SWOT analysis. According Soewardikoen (2019:104) matrix analysis is a data analysis technique in which data is compiled in the form of a matrix diagram to find common indicators that distinguish and clarify large amounts of complex information. Matrices typically use columns and rows to create two distinct dimensions that can be used to compare overall data and draw conclusions. Whereas SWOT analysis is commonly used to evaluate a company by considering internal factors such as strengths and weaknesses as well as external factors such as opportunities and threats. SWOT analysis is performed by creating a matrix with external factors on the vertical side and internal factors on the horizontal side, so that there are four mixed boxes at the intersection of columns and rows. (Soewardikoen, 2019: 108).

The theory used is the theory of design thinking, design thinking could be seen as an ideology and procedure that aims to solve complicated problems based on the user. The main objective of design is to change an idea into a product or

process that is easy to use and can be accomplished as quickly as possible. (Deacon, 2020:37). The theory is used to design a website, a website is a collection of pages used to display text content, visual media, animations, sounds, and or a pairing of all of them, both static and dynamic, that form a series of interconnected buildings, each of which is connected by various network page links. (Bekti, 2015:35).

In addition to the website theory, the author also uses the User Interface theory is a communication mechanism between the user and the system and it functions to direct the user to use a website application. (Surmalin, Aulia, and Anggraini, 2021:108). The user interface theory that has been described is then supported by the user experience theory which is a single unit. According to Garrett (2011:6), the user experience is all about how it works outside, where it is encountered. The user experience is concerned with how it feels to use the product, how it feels to interact with the product, the difficulty of doing simple tasks, and the ease of obtaining the necessary information.

Visual communication design theory is also needed to perfect the various theories above. According to Kusrianto (2007:2), visual communication design is a field that studies communication concepts and creative expressions through various media to visually convey messages and ideas by controlling graphic elements such as shapes and images, lettering, color composition and layout. As a result, the idea can be accepted by the person or group who is the message's intended recipient.

CONCEPT AND DESIGN RESULTS

Message Concepts

This design will provide a solution for people who find it difficult to determine the right interior design and product layout for the room based on their

wishes by providing a visual picture of the room. The name used on this website is "Houset". The concept of the message to be conveyed to the public is that getting a visualization of the room design that we want can be done in an interesting way and gives a fun experience because it is like playing a game where we can drag and drop products into the design canvas. As well as purchasing products using 3D modeling technology so that customers can see the overall appearance of the product which gives an experience as if they are looking at interior design products directly.

Therefore, in a different way than usual, a pleasant impression is needed. The keywords obtained based on the explanation of the concept above are as follows:

1. Fun: interesting, unique, play
2. Innovative: technology
3. Effective: save time and effort

Creative Concepts

The creative concept of delivering messages to the target audience is done by designing a media marketplace in the form of a website that contains furniture sales as well as media visualizing room designs that can be accessed easily via internet access. With a visual concept design that is adapted to the appearance of a clean website using a combination of dark green to light green and white color variations which gives a modern, elegant, clean, and fresh impression on the appearance of the website.

The use of a sans-serif typeface, namely the Inter font in all sections, namely headlines, sub-headlines, and body text to give a simple, modern, minimalist impression and make it easy to read the contents. As for the concept of designing the Houset website logo as its identity, it is by combining the elements of a house and a sofa which is one of the furniture symbols, the logo is

designed using the Optima font which is also a sans-serif font to give a modern and elegant impression.

Communication Concepts

In designing the Houset website, a communication concept is needed so that the message given to the target can be conveyed. In this case the author uses the AISAS method.
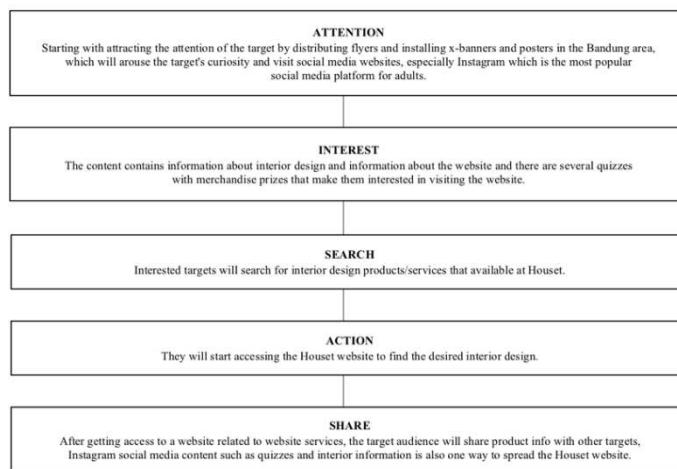

Figure 1 AISAS Chart
Source: Ghaisani, 2022.

Visual Concepts

Designers must create a moodboard in order to determine a theme and concept for the design to be created. The author chose the appropriate theme and color for the identity and design of the website based on this moodboard.

Figure 2 Website Moodboard

Source: Ghaisani, 2022.

The design color on the website is the development of the primary logo color by playing with color gradations. There are 3 color divisions for the design system, namely primary color, accent color, and neutral color. While the typography used for designing the Houset website is using the Inter font which is a sans-serif type. The Inter font is used as the headline, sub-headline, and body text.
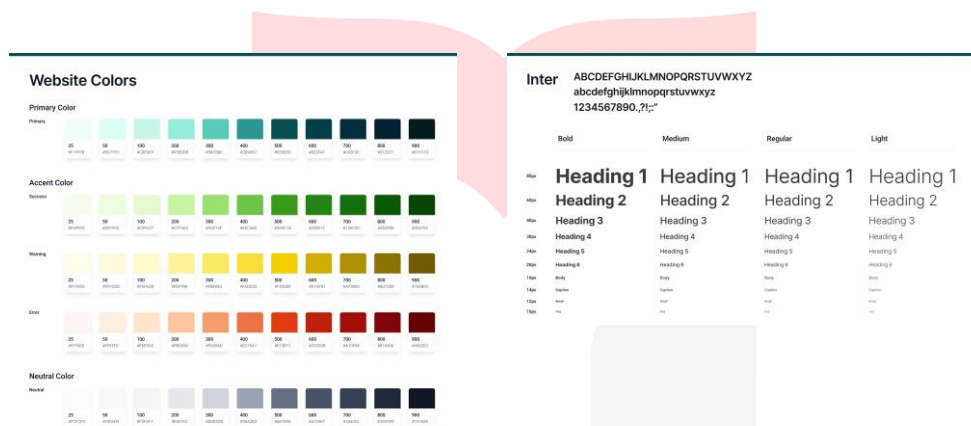

Figure 3 Website Colors and Typography
Source: Ghaisani, 2021.

Business Concepts

The business concept of Houset is to provide a website platform that can help people buy furniture and design homes as they wish easily. The interior design canvas of the room on the website is packaged in an attractive manner and provides an experience like playing the game, where the user drags and drops the furniture that appears on the side of the panel and inserts it into the room design template. In fact, users can also view products in 3D feature, which is to transfer the size of their original room to the Houset design canvas by taking a photo of the size of the room and uploading it on the design canvas. After the room is designed as desired, the user will be offered with two options, namely saving the

results of the room design first or being able to directly make a purchase related to the product that has been selected.

Media Concepts

The main media in the design of this Final Project is a website that will later become a marketplace that sells furniture and provides 3D room design media. Furthermore, the media supporting this website will be used to help promote the main media to the target audience. The supporting media designed will be divided into two, namely the main supporting media in the form of UI/UX artbook, flyers, x-banners, and Instagram social media content. While the secondary supporting media in the form of merchandise.

Design Results

The user persona is designed to identify the characteristics, problems, expectations, goals, and desires that Houset wants to achieve on his website in order to create a design that fits the target user.

Figure 4 User Persona
Source: Ghaisani, 2022.

User flow is the steps the user must take to complete a task. Based on the idea of creating the Houset website, a four-user flow arrangement was formed from Houset's features, namely login and register, furniture, designing rooms, premium templates, and product checkout.

Figure 5 User Flow for Login and Register
Source: Ghaisani, 2021.

Figure 6 User Flow to Choose Furniture
Source: Ghaisani, 2021.

Figure 7 User Flow to Design the Room
Source: Ghaisani, 2021.

Figure 8 User Flow for Purchasing Premium Templates
Source: Ghaisani, 2021.

Figure 9 User Flow for Product Checkout
Source: Ghaisani, 2021.

Wireframe which is a layout in the Low-Fedelity (Lo-Fi) version of the Houset website. The purpose of making wireframes is to make it easier to present information in the interface, provide an outline of the structure and layout of the interface and speed up the ideation process.

Figure 10 Houset Website Wireframe Design
Source: Ghaisani, 2021.

Main Pages
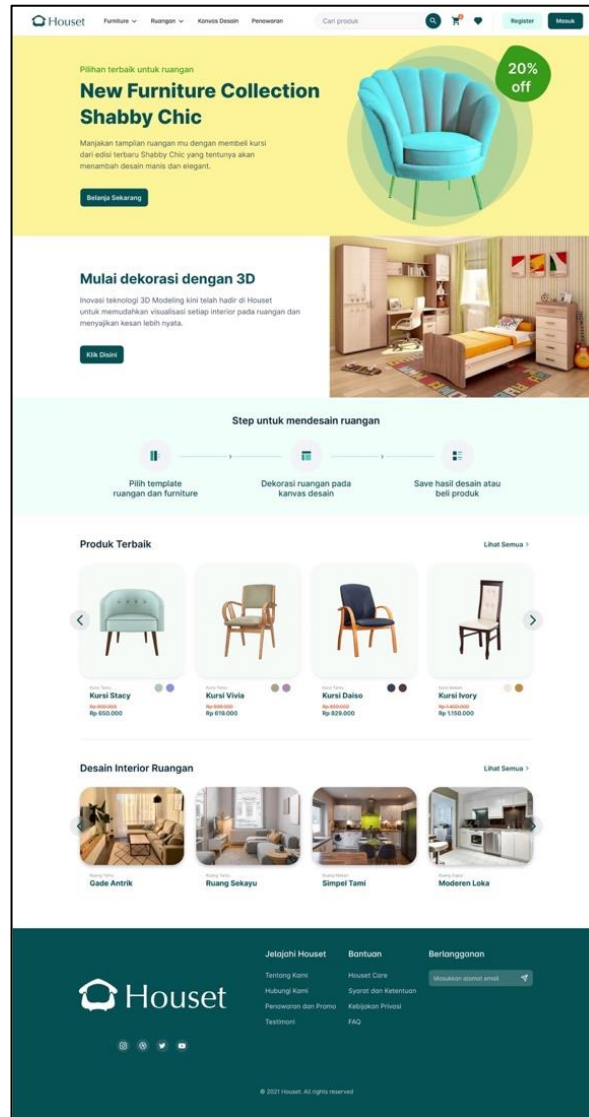
Figure 11 Homepage Houset
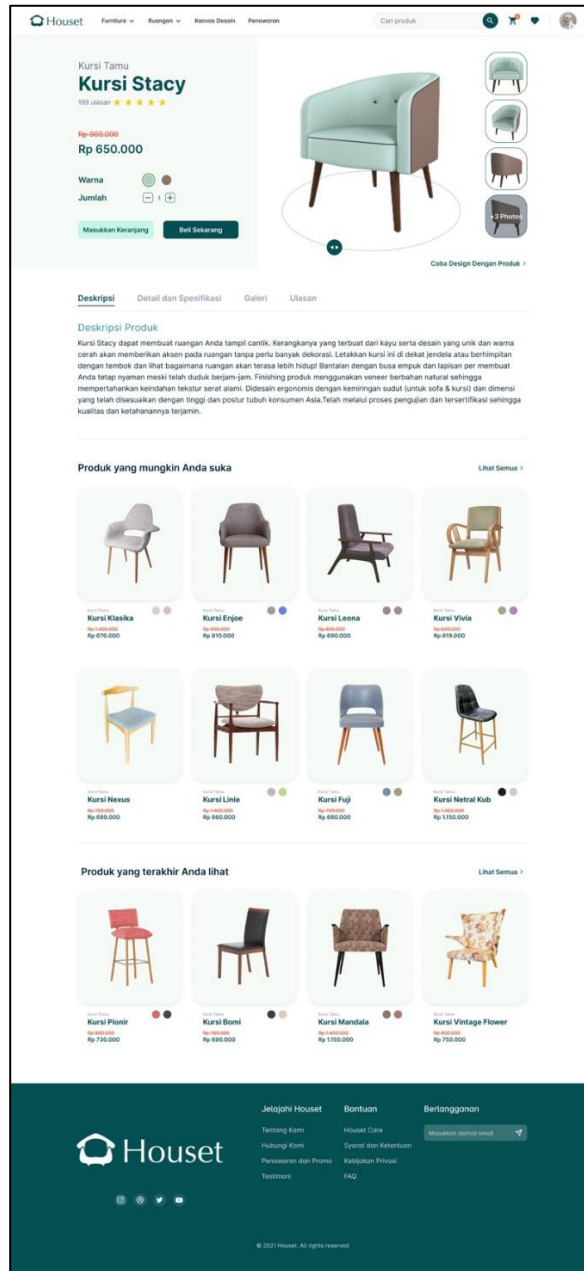Source: Ghaisani, 2022.
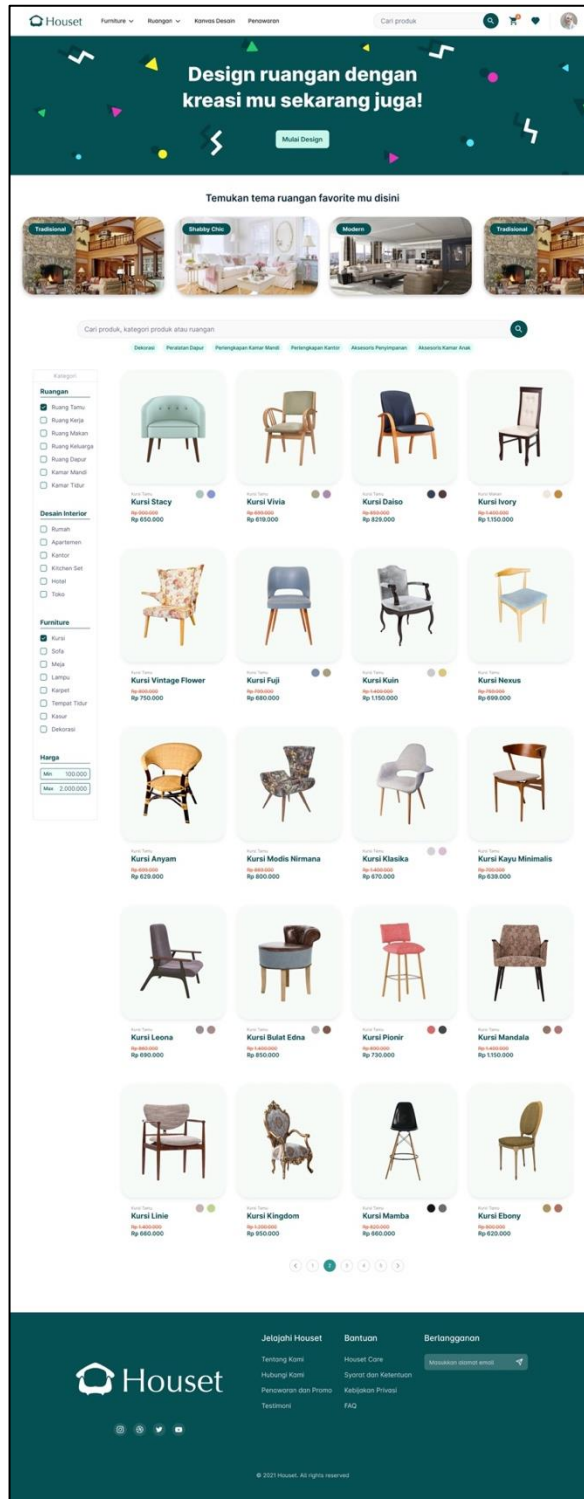
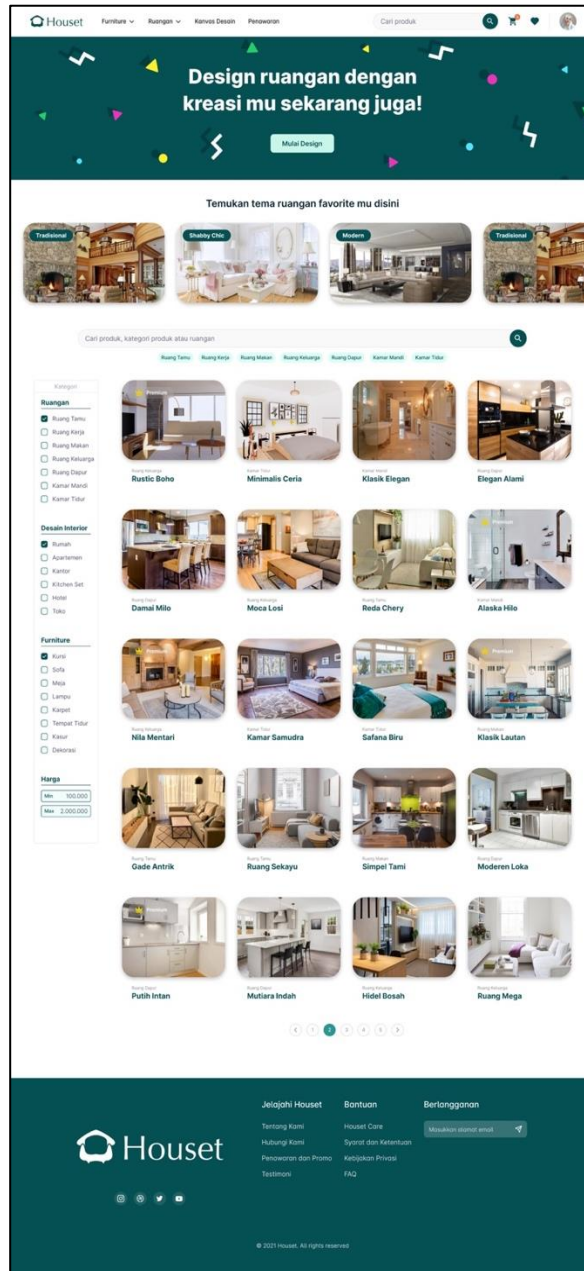Figure 12 Furniture Page
Source: Ghaisani, 2022.

Figure 13 Product Detail Page
Source: Ghaisani, 2022.

Figure 14 Template Design Interior Page
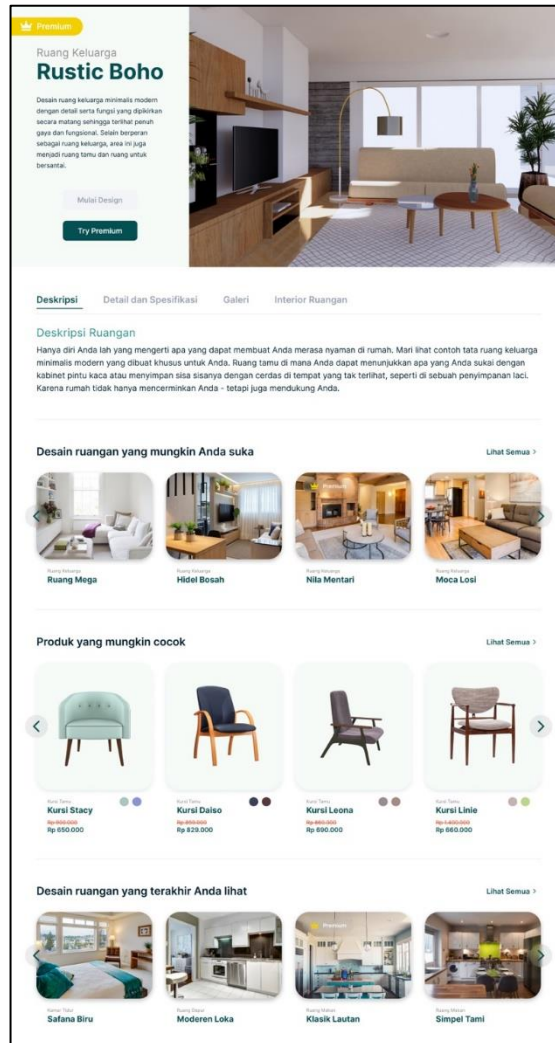Source: Ghaisani, 2022.
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Figure 15 Premium Interior Design Templates
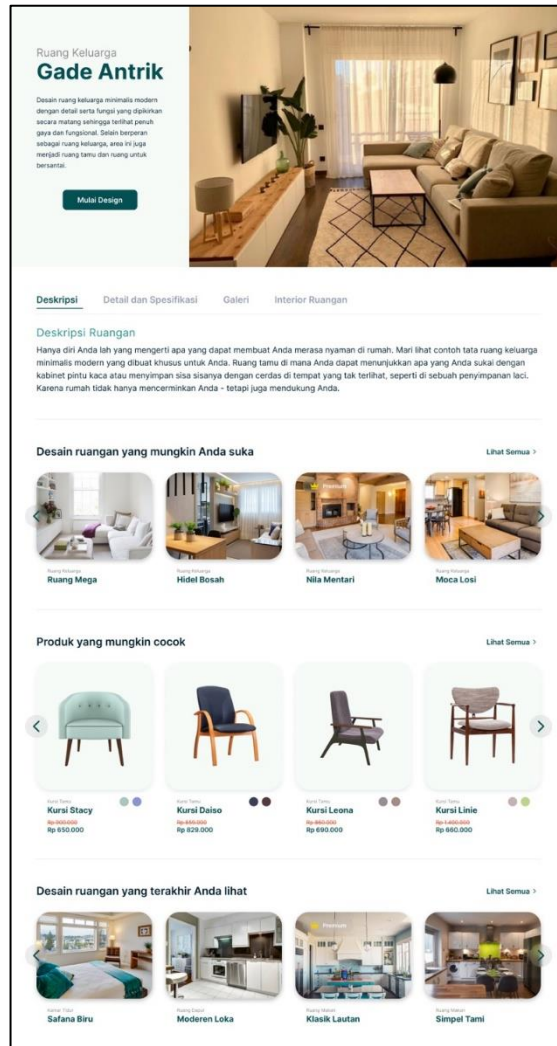Source: Ghaisani, 2022.

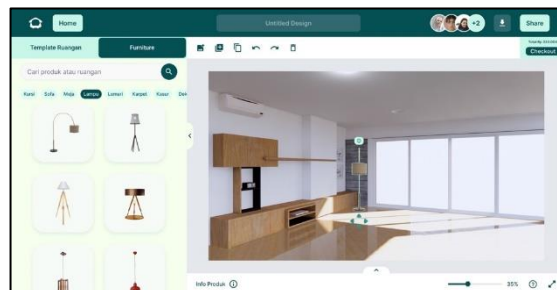Figure 16 Free Design Interior Template
Source: Ghaisani, 2022.

Figure 17 Insert Furniture on Canvas Design
Source: Ghaisani, 2022.

Figure 18 Premium Account Offers
Source: Ghaisani, 2022.

Supporting Media Results

Main Support Media

Artbook

Figure 19 Artbook UI/UX
Source: Ghaisani, 2022.

Flyer

Figure 20 Flyer
Source: Ghaisani, 2022.

X-Banner

Figure 21 X-Banner
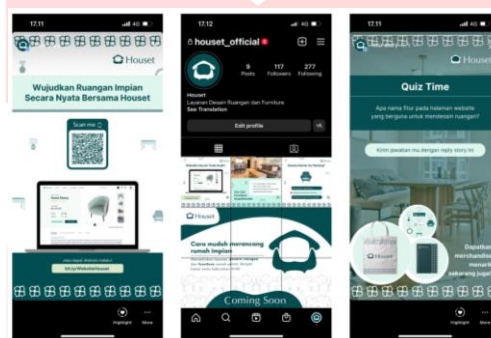Source: Ghaisani, 2022.

Instagram Social Media

Figure 22 Instagram Profile and Content
Source: Ghaisani, 2022.

Secondary Support Media

Merchandise

Figure 23 Totebag, Notebook, Key Chains, and Stickers
Source: Ghaisani, 2022.

Usability Testing

In implementing the results of the Houset usability testing website from the design iteration, the author asked participants to perform several tasks with scenarios that had been prepared and improved. Based on the results of this

usability testing 2, participants experienced only one of the obstacles which is the dropdown on the header is not comfortable, so it is necessary to add a thin screen and link button variations in the form of hover so that users are clearer regarding the category to be selected.

CONCLUSION

Based on research from the UI/UX design of the website houset as a marketplace and room visualization media, it can be concluded that to produce a design with satisfactory results, various research and collections are needed as the basic foundation. At the design stage, it starts with user research, define, ideate, sketches designs, user personas, user flow, wireframes, system design, goes to prototype and ends with testing. Conducted interviews on user testing of the SEQ (Single Ease Question) to determine the behavior of user satisfaction on a scale of 1-7. From the results of the assessment of 10 users on the Houset website, an average score of 6.2 or passed. This shows that the user testing of the Houset website prototype was successful. It was found that the website testing participants worked efficiently and did not encounter any obstacles when carrying out activities. That way it can be said that the Houset website has met user expectations and deserves to be launched to be used as an interior design marketplace website as well as a medium for visualizing the room.

With the Houset website, it is hoped that it can help the public in choosing a suitable interior design and is useful in helping to arrange the layout of the interior design in their room through the interior design visualization feature. In addition, the author also hopes that the design of this website can help people realize how important interior design is for life, apart from functionality and adding aesthetic value, but also functions in optimizing the feel of comfort because each selected interior design has its own compatibility with its owner.

The suggestion for further research can be to develop a prototype Houset website design in a responsive version form based on the prototype that has been made and produce a user interface that can adjust to the size of all devices so that this website can be accessed on various devices comfortably, not only limited to the desktop website display to produce better prototype design in the future.

STATEMENT OF AWARDS

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