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PROSES DESAIN INTERAKSI

Disampaikan Oleh:
Harry B. Santoso, PhD

AGENDA

- Apa itu desain interaksi ?
- Alur proses desain interaksi
- Metode yang umum digunakan
 - ◆ User Centered Design
 - ◆ Activity Centered Design
 - ◆ Genius Design
 - ◆ Design Sprint
- Isu yang mungkin muncul





APA ITU PROSES DESAIN INTERAKSI



APA ITU PROSES DESAIN INTERAKSI?



Sebuah proses ...



Aktivitas pemecahan masalah yang berorientasi hasil (**Goal-Oriented**)



Aktivitas **kreatif**



Aktivitas **pengambilan keputusan**

APA ITU PROSES DESAIN INTERAKSI?



TUJUAN UTAMA :

Merumuskan alternatif desain interaksi

Menentukan alternatif yang akan digunakan



ALUR PROSES DESAIN INTERAKSI



AKTIVITAS UTAMA

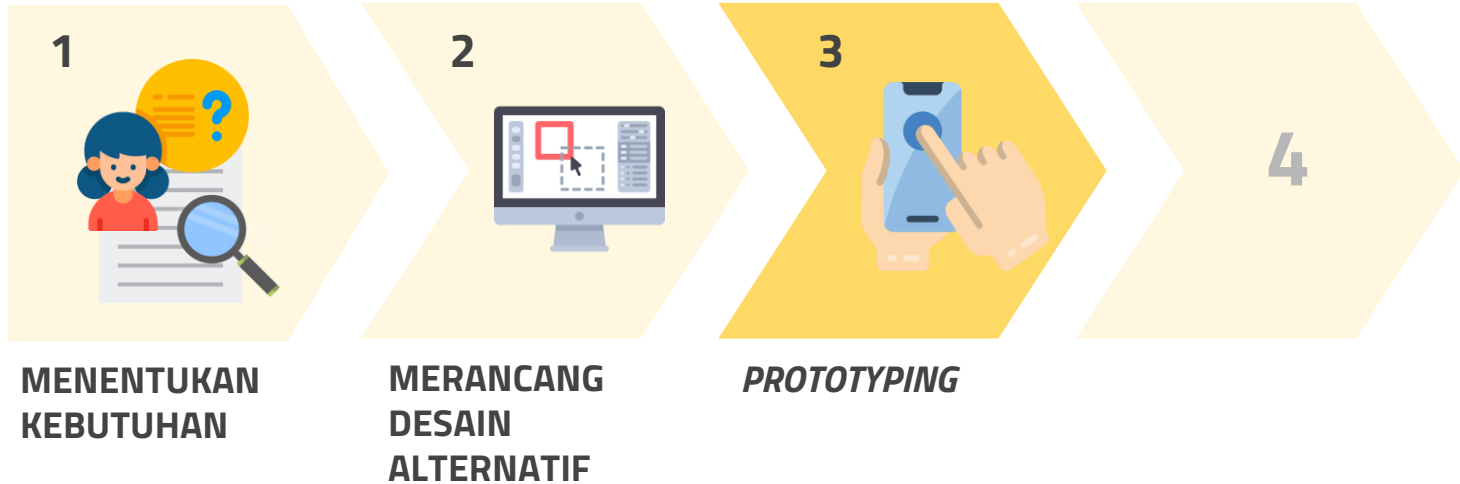


**MENENTUKAN
KEBUTUHAN**

AKTIVITAS UTAMA



AKTIVITAS UTAMA



AKTIVITAS UTAMA

1



**MENENTUKAN
KEBUTUHAN**

2



**MERANCANG
DESAIN
ALTERNATIF**

3



PROTOTYPING

4



**EVALUASI DESAIN
INTERAKSI**

A hand is shown writing on a bright green sticky note with a silver pen. The background features a white sheet of paper with various sketches and notes. A smartphone is visible, displaying a home screen with various app icons like Messages, Weather, Notes, Photos, and Music. There are also hand-drawn diagrams and text on the paper, including a sketch of a smartphone with the word 'Twitter' written on its screen, and a diagram with the text 'TOP TWEETS' and '#mentions' in circles. The scene is set on a wooden desk with other colorful pens and markers scattered around.

METODE YANG UMUM DIGUNAKAN

METODE YANG UMUM DIGUNAKAN



**User Centered
Design**



**Activity Centered
Design**



Genius Design



Design Sprint



USER CENTERED DESIGN

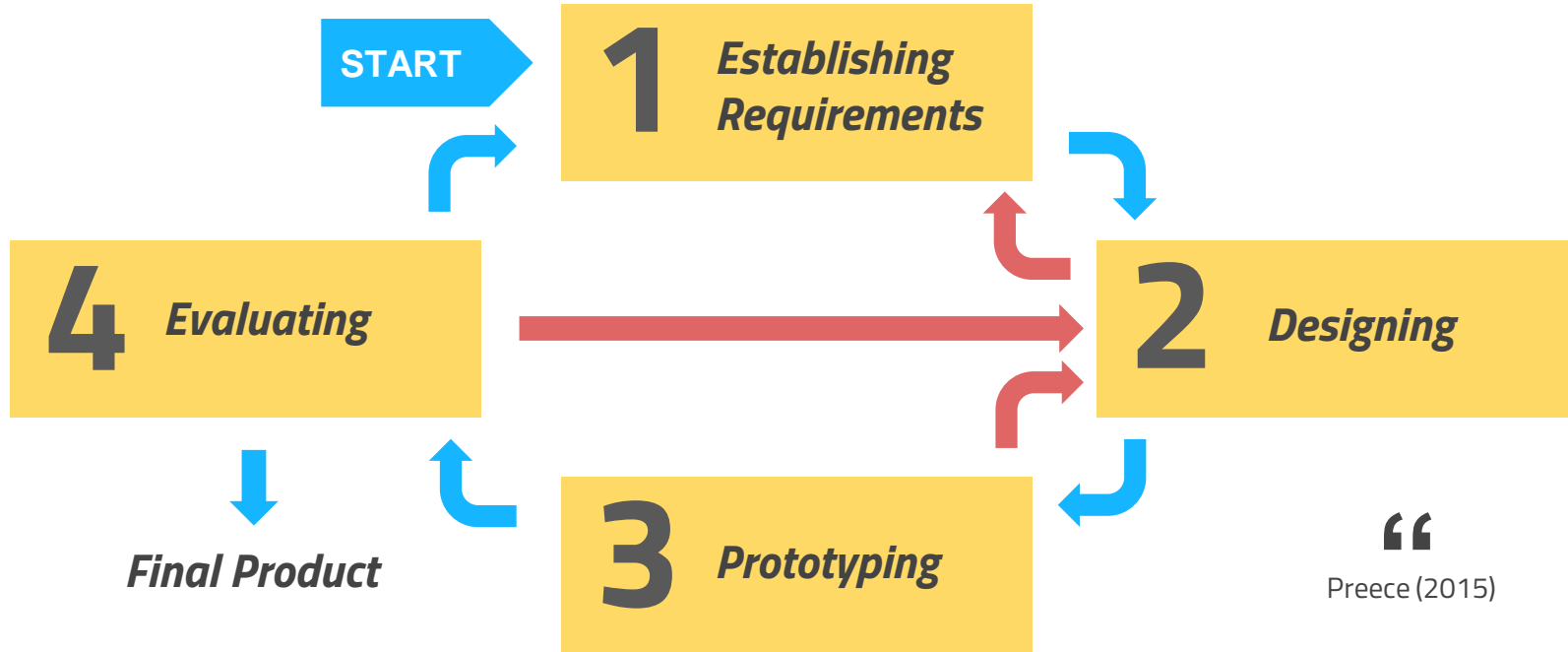


Abras, Maloney-Krichmar, Preece (2004)

Berfokus pada tujuan perancangan untuk **memenuhi kebutuhan** dan **melibatkan pengguna** dalam kegiatan perancangan desain

Bertujuan agar desain yang dibuat **sesuai dengan kebutuhan** dan **ekspektasi** pengguna produk

ALUR *UCD*



“

Preece (2015)

ALUR DAN AKTIVITAS DALAM *UCD*



Abras, Maloney-Krichmar & Preece (2004), Preece, Sharp & Rogers (2015)



1. Menentukan Kebutuhan Pengguna

Background interviews & Questionnaires

Sequence of work interviews

On-site observations

Role-playing, walkthroughs & simulations

ALUR DAN AKTIVITAS DALAM *UCD*



Abras, Maloney-Krichmar & Preece (2004), Preece, Sharp & Rogers (2015)



2. Merancang Desain Alternatif

Merancang *information architecture*

Wireframing

Merancang desain antarmuka

ALUR DAN AKTIVITAS DALAM *UCD*



Abras, Maloney-Krichmar & Preece (2004), Preece, Sharp & Rogers (2015)



3. Membuat *Prototype*

Membuat *clickable mockup*

Tools yang dapat digunakan :
Figma | Invision App | Marvel App

ALUR DAN AKTIVITAS DALAM *UCD*



Abras, Maloney-Krichmar & Preece (2004), Preece, Sharp & Rogers (2015)



4. Evaluasi Desain Interaksi

Usability testing
Heuristic evaluation
Questionnaires

PENTINGNYA MELIBATKAN PENGGUNA



Expectation Management

- Dilakukan agar ekspektasi user **realistis**
- User **tak terkejut** dan **tak kecewa** dengan desain yang dirancang



Aspek Kepemilikan

- Menjadikan pengguna **active stakeholder**
- Kemungkinan besar pengguna akan **lebih memahami isu** yang muncul
- Menentukan **acceptance** produk

BENTUK KETERLIBATAN PENGGUNA (1)

1



Pengguna Masuk Dalam Tim Desainer

FULL TIME

Masukan dari pengguna tersedia setiap saat

PART TIME

Sedikit masukan pengguna, *stressful*

LONG TERM

Konsisten

SHORT TERM

Tak konsisten

BENTUK KETERLIBATAN PENGGUNA (2)

2



Melalui *Newsletters* / Media Sosial

- Melalui **berbagai media diseminasi** informasi
- Dapat mencapai pengguna **dari berbagai latar belakang** dan kelompok sekaligus
- Adanya kebutuhan berkomunikasi **dua arah** untuk menyampaikan feedback



GENIUS DESIGN



Metode untuk **merancang** sebuah desain interaksi yang mengandalkan keahlian, pengalaman, pengetahuan, dan kemampuan tim visual desain dan pengalaman pengguna **berdasarkan asumsi dan intuisi mereka.**



GENIUS DESIGN



Bromley (2011)

Desain interaksi dibuat berdasarkan **inspirasi** dari desainer / *UX expert*

Bergantung kepada tim desain visual dan UX untuk mengambil keputusan **tanpa masukan eksternal yang signifikan**

Relatif **lebih cepat** dan lebih **sedikit dokumentasinya**



GENIUS DESIGN

Dapat kita gunakan ketika ...

Tim sudah **berpengalaman**

Ada kepercayaan yang tinggi terhadap **intuisi** kita dan anggota tim

Kita sudah sangat **memahami tujuan pengguna**

VS

Bromley (2011)



USER CENTERED DESIGN

Dapat kita gunakan ketika ...

Kita menginginkan hasil yang **dapat diprediksi** dan **terukur**

User testing menentukan **kepastian** dalam pengambilan keputusan

Tim ingin **menghindari resiko** (*risk averse*)

Dana dan waktu mencukupi



ACTIVITY CENTERED DESIGN



Beaumont (2009)

<http://blog.designerfromidaho.com/using-activity-centred-design-for-innovation/>

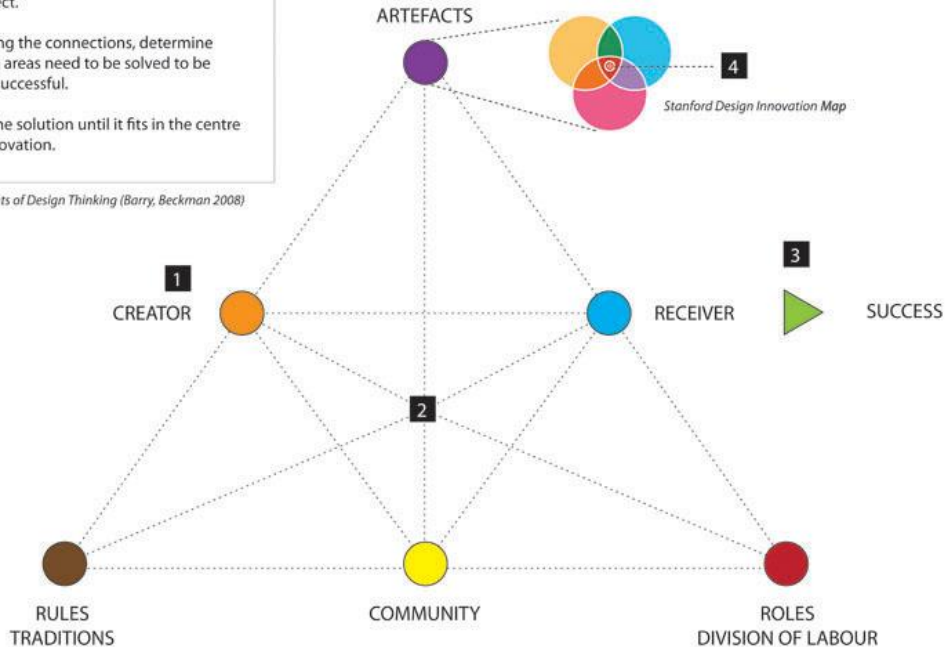
Fokus pada **aktivitas *stakeholder* produk**

Mengidentifikasi isu yang muncul dari pengguna

PROSES ACTIVITY CENTERED DESIGN

- 1 Gather data on all of the dots (elements).
- 2 Looking at the dots, see how they connect.
- 3 Viewing the connections, determine which areas need to be solved to be truly successful.
- 4 Test the solution until it fits in the centre of innovation.

Based on the Elements of Design Thinking (Barry, Beckman 2008)

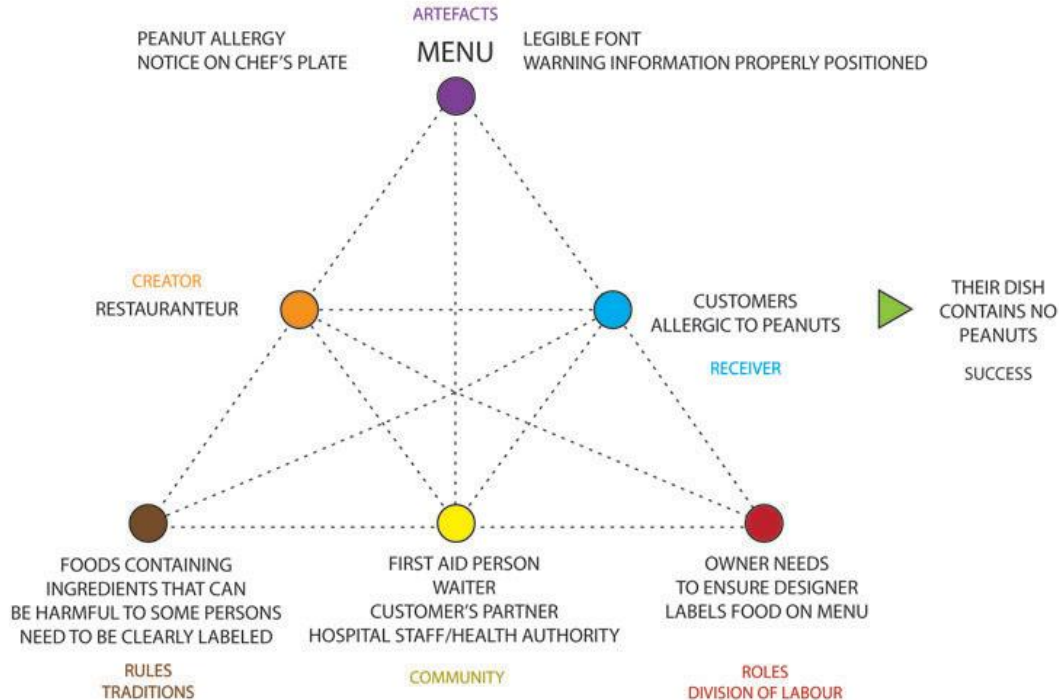


“

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ACD CASE1 : RESTORAN DAN ALERGI



Kasus 1 :

Seorang pelanggan yang memiliki alergi tertentu memesan menu yang mengandung alergen di suatu restoran

“

Beaumont (2009)

<http://blog.designerfromidaho.com/using-activity-centred-design-for-innovation/>

ACD CASE1 : RESTORAN DAN ALERGI

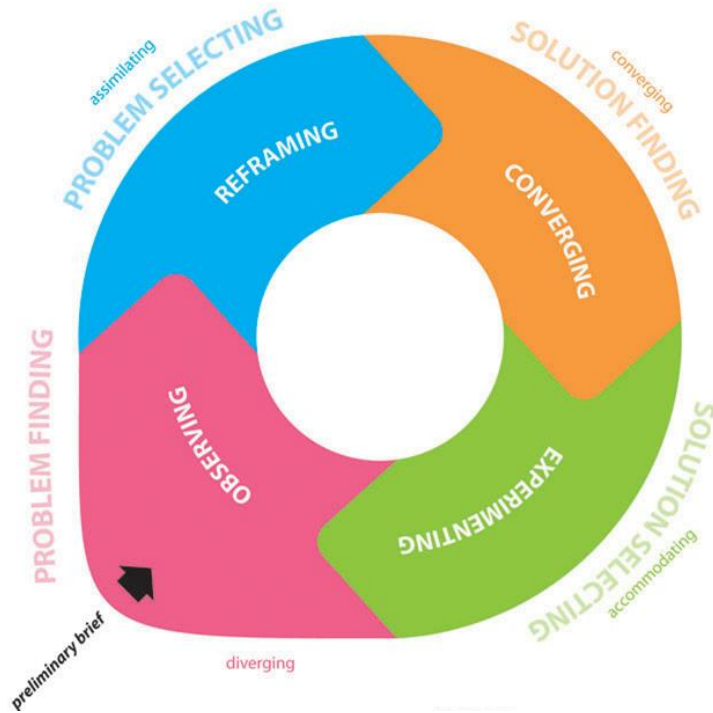
“
Beaumont (2009)

<http://blog.designerfromidaho.com/using-activity-centred-design-for-innovation/>

Beberapa solusi yang diajukan berdasarkan paradigma ACD :

- *“The restaurant team **discovers the rule** and decides to **look over the menu** to ensure that any dish that might pose an allergy threat is identified.”*
- *“The owner decides it is his/her role to communicate to the designer **which dishes need warning labels** and the owner will ensure that information is **printed** on the menu.”*
- *“The designer, knowing the problem and working with the team, **devises a system** where customers know they **need to inform the waiter of their allergy** and their plate is specially **marked** in the kitchen to notify the staff of what food should not be on that plate.”*

PROSES DESAIN ITERATIF DALAM *ACD*



“

Beaumont (2009)

<http://blog.designerfromidaho.com/using-activity-centred-design-for-innovation/>



DESIGN SPRINT



Direkova, Nadya et al (2015)

<http://www.garage2020.nl/wp-content/uploads/2017/01/DesignSprintMethods.pdf>

Framework untuk **merancang** dan **menguji** desain interaksi dalam **5 hari**

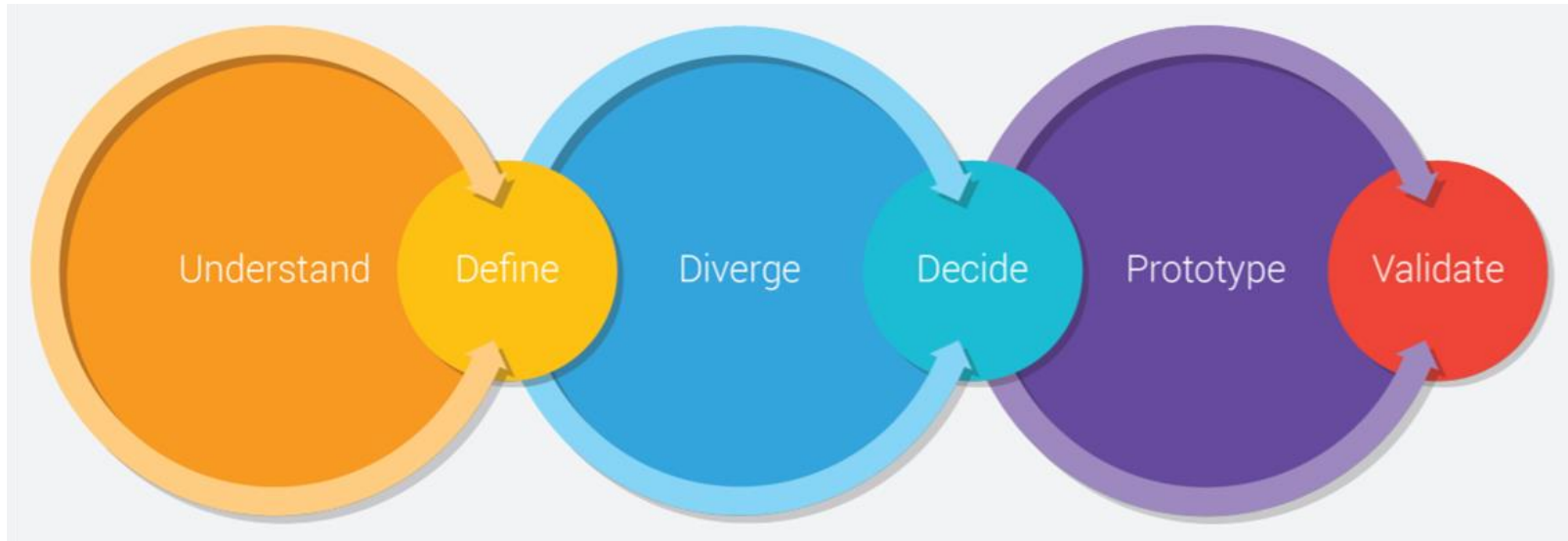
Dipimpin ***Sprint Master*** yang merupakan *UX Researcher* dan *UX designer*

ALUR PROSES *DESIGN SPRINT*



Direkova, Nadya et al (2015)

<http://www.garage2020.nl/wp-content/uploads/2017/01/DesignSprintMethods.pdf>



ALUR PROSES *DESIGN SPRINT*



Direkova, Nadya et al (2015)

<http://www.garage2020.nl/wp-content/uploads/2017/01/DesignSprintMethods.pdf>

- 1 Understand:**
What are the user needs, business need and technology capacities?
- 2 Define**
What is the key strategy and focus?
- 3 Diverge**
How might we explore as many ideas as possible?
- 4 Decide**
Select the best ideas so far.
- 5 Prototype**
Create an artifact that allows to test the ideas with users.
- 6 Validate**
Test the ideas with users, business stakeholders and technical experts.

ALUR PROSES *DESIGN SPRINT*

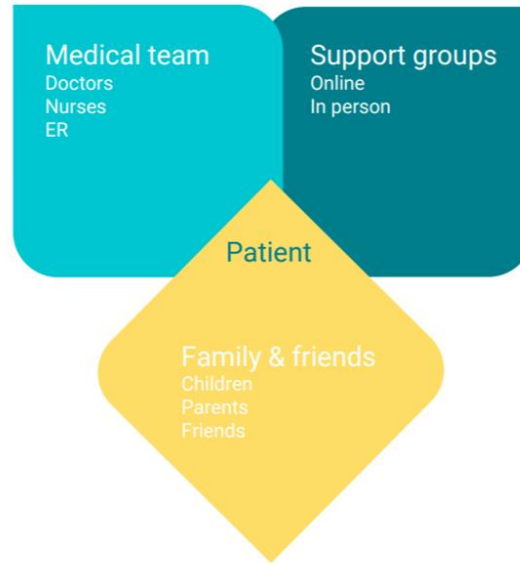


Direkova, Nadya et al (2015)

<http://www.garage2020.nl/wp-content/uploads/2017/01/DesignSprintMethods.pdf>

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CONTOH KEGIATAN DALAM *DESIGN SPRINT* (1)



*An example of a stakeholder group
in a Medical setting.*

Stakeholder map

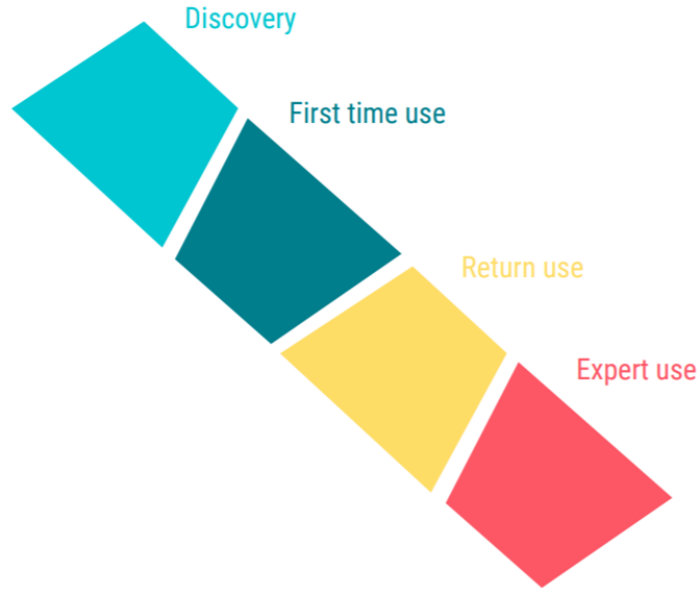
Products and services often have multiple types of people they are designed for. The stakeholder map lists all the possible people concerned in a situation.

30 minute how-to

- 1 List all possible stakeholders in a project / 10 min
- 2 Group the stakeholders in meaningful sections / 2 min
- 3 Decide what stakeholders you will design for during the sprint, and in what order.
- 4 Plan need finding activities and consider creating a team to work on each group.

👉 **Direkova, Nadya et al (2015)**

CONTOH KEGIATAN DALAM *DESIGN SPRINT* (2)



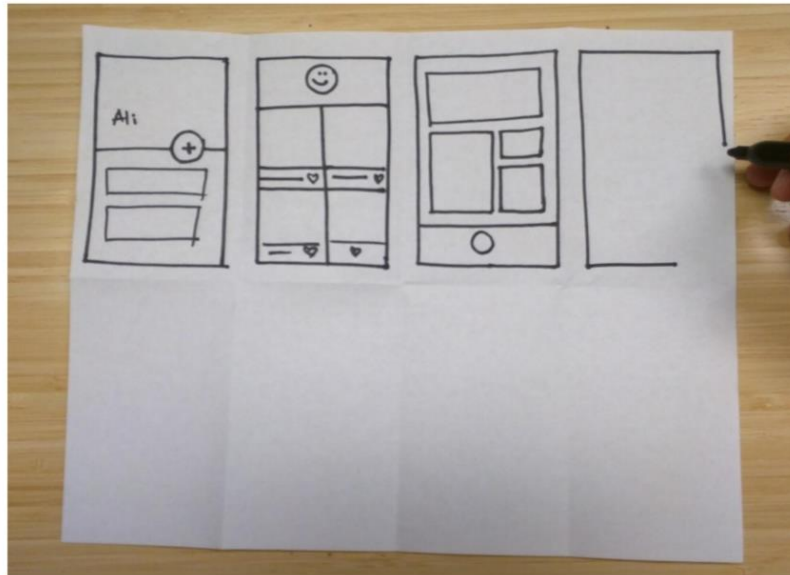
The central User Journey

The define stage of the sprint is about breaking down the ideas into meaningful categories and defining strategies.

One of the ways to do that is to create a user journey: a map that lists all the stages that someone goes through from learning about the product to becoming an expert user.

👤 Direkova, Nadya et al (2015)

CONTOH KEGIATAN DALAM *DESIGN SPRINT* (3)



8 ideas in 5 min: the team is starting to warm up.

8 ideas in 5 min

This is a great technique that originates from Gamestorming workshops. It invites the team to work individually, and sketch 8 ideas in 5 minutes. It's a great warm up exercise!

7 minute how-to

- 1 Give everyone a sheet of paper and ask them to fold it 3 times
1 min
- 2 Ask the team to unfold the paper and notice the 8 grid rectangle created.
- 3 Ask them to sketch 8 ideas in 5 mins, one in each rectangle.
/ 5 min

☞ Direkova, Nadya et al (2015)

CONTOH KEGIATAN DALAM *DESIGN SPRINT* (4)

Prototyping

A prototype is something that makes your ideas “real enough to feel,” so you can get feedback from users.

Teams tend to spend the most time in this stage. A prototype could be:

- Mock
- Demo
- Video
- Physical prototype



☞ Direkova, Nadya et al (2015)



ISU YANG MUNCUL



SIAPAKAH PENGGUNA APLIKASI KITA ? (1)

Tidak sesederhana yang kita mungkin pikirkan ...



Orang yang **berinteraksi langsung** dengan produknya

Orang yang **mengatur pengguna langsung**

Orang yang **memperoleh *output*** produk

Orang yang **menentukan keputusan pembelian**

Orang yang **menggunakan produk kompetitor**

SIAPAKAH PENGGUNA APLIKASI KITA ? (2)



Eason (1987) merumuskan
Tiga Jenis Kategori Pengguna



Primary User

Sangat sering menggunakan
(*frequent hands-on*)



Secondary User

Sesekali atau melalui orang lain
(*occasional*)



Tertiary User

Terpengaruh dari pengenalan atau mempengaruhi pembelian produk



MISALNYA GOJEK, SIAPA SAJA *STAKEHOLDER*-NYA ?

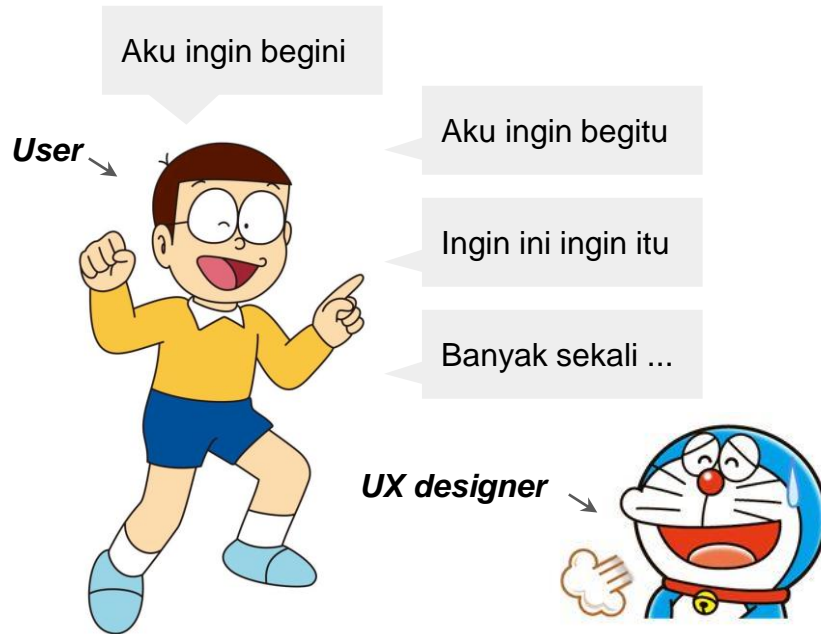




*Driver Ojek Online? Penumpang? Mitra Bisnis?
Manajer Perusahaan? App Developer?*



APA YANG DIMAKSUD “KEBUTUHAN” ? (1)



Pengguna , saat diwawancarai ,
seringkali ...

Tidak mengetahui mana yang mungkin dibuat dan mana yang tidak mungkin

Sulit untuk mengungkapkan kebutuhan yang sebenarnya, yakni yang dapat membantu mencapai tujuan mereka

APA YANG DIMAKSUD “KEBUTUHAN” ? (2)



Oleh karena itu, kita perlu melakukan **observasi** terhadap **task** (kegiatan penggunaan) berdasarkan

Konteksnya apa ?

Informasi apa saja yang diperlukan ?

Siapa yang berkolaborasi untuk menyelesaikan task ini ?

Kenapa penyelesaian task-nya **harus seperti ini** ?

A hand is shown writing on a bright green sticky note with a silver pen. The background features a wooden desk with various items: a smartphone displaying a home screen with app icons like Messages, Weather, Notes, Photos, and Music; a yellow highlighter; and several hand-drawn sketches, including a smartphone outline with the word 'Twitter' written on it and a circular diagram with the text '#Mentors' and 'TOP TWEETS'.

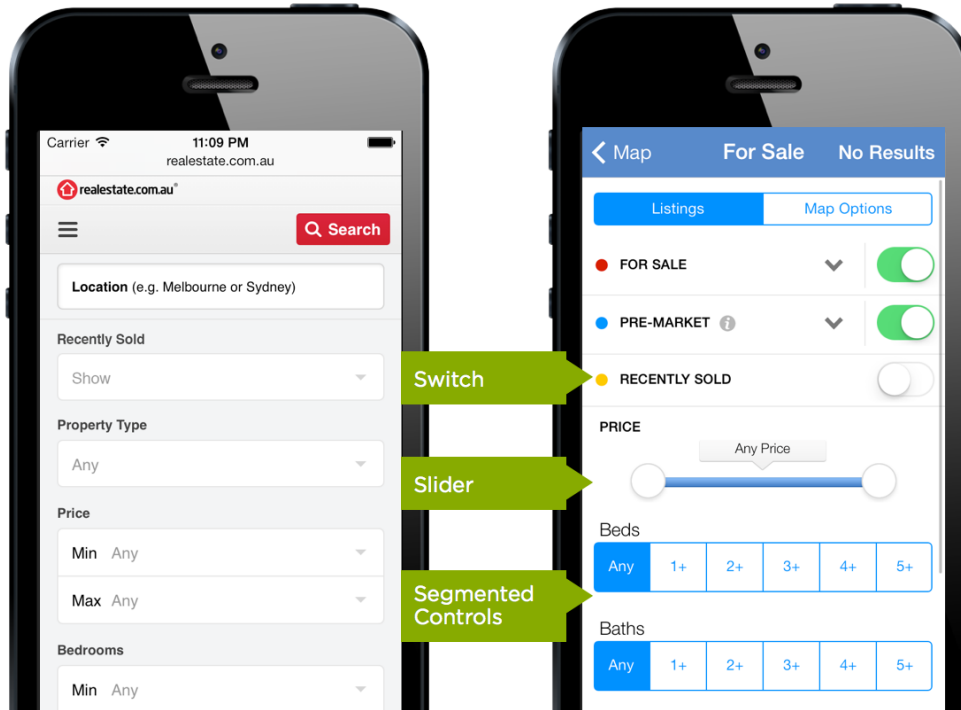
BAGAIMANA CARA MENGUSULKAN DESAIN ALTERNATIFNYA ?

Think Different.

Steve Jobs

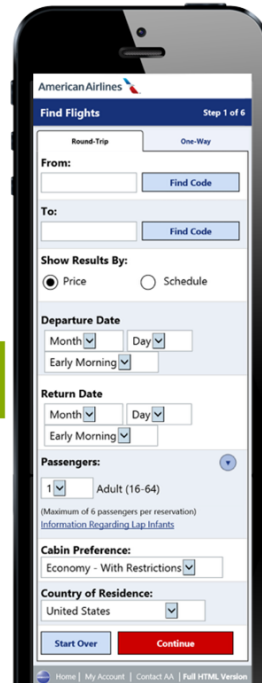
“ quote fancy

MEMILIH ALTERNATIF YANG TERSEDIA (1)



Credits :
Wroblewski, L (2015)
<https://www.lukew.com/ff/entry.asp?1950>

MEMILIH ALTERNATIF YANG TERSEDIA (2)



American Airlines
Find Flights Step 1 of 6

Round-Trip One-Way

From: Find Code

To: Find Code

Show Results By:
 Price Schedule

Departure Date
Month Day
Early Morning

Return Date
Month Day
Early Morning

Passengers:
1 Adult (16-64)
(Maximum of 6 passengers per reservation)
[Information Regarding Lap Infants](#)

Cabin Preference:
Economy - With Restrictions

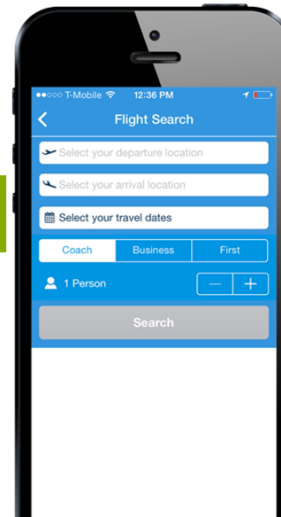
Country of Residence:
United States

Start Over Continue

Home | My Account | Contact AA | Full HTML Version

“This is going to be painful.”

“This will be a breeze.”



T-Mobile 12:38 PM

Flight Search

Select your departure location

Select your arrival location

Select your travel dates

Coach Business First

1 Person - +

Search

Credits :
Wroblewski, L (2015)
<https://www.lukew.com/ff/entry.asp?1950>

Terima Kasih,
**Ada
Pertanyaan?**

