

## TABLE OF CONTENTS

<b>VALIDITY SHEET .....</b>	<b>i</b>
<b>STATEMENT SHEET.....</b>	<b>ii</b>
<b>FOREWORD.....</b>	<b>iii</b>
<b>ABSTRAK .....</b>	<b>v</b>
<b>ABSTRACT .....</b>	<b>vi</b>
<b>TABLE OF CONTENTS .....</b>	<b>vii</b>
<b>LIST OF FIGURES .....</b>	<b>x</b>
<b>LIST OF TABLES.....</b>	<b>xiii</b>
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1    Problem Background .....	1
1.2    Problem Identification .....	2
1.3    Problem Formulation.....	2
1.4    Scope.....	3
1.5    Design Purpose .....	3
1.6    Method of Data Collection and Analysis.....	3
1.6.1    Collecting Data Method.....	3
1.6.2    Data Analysis Method .....	4
1.7    Design Framework .....	5
1.7    Slashing .....	6
<b>CHAPTER II RATIONALE.....</b>	<b>7</b>
2.1    Definition of Design.....	7
2.2    Design Thinking Method .....	7
2.3    Website Theory.....	9
2.3.1    Website Functions .....	9
2.3.2    Website Design Principles .....	10
2.3.3    Types of Websites.....	11
2.3.4    Website Anatomy .....	12
2.4    User Interface Theory .....	13
2.4.1    Definition User Interface.....	13
2.4.2    User Interface Elements .....	13
2.5    User Experience Theory .....	14
2.5.1    Definition of User Experience .....	14
2.5.2    Elements of User Experience .....	14
2.6    Visual Communication Design Theory .....	16
2.6.1    Definition of Visual Communication Design .....	16
2.6.2    Visual Communication Design Objectives.....	16

2.6.3	<b>Visual Elements.....</b>	17
2.6.4	<b>Design Principles.....</b>	20
<b>CHAPTER III DATA AND PROBLEM ANALYSIS.....</b>		24
3.1	<b>Data.....</b>	24
3.1.1	<b>Project Granting Institution Data - Houset.....</b>	24
3.1.2	<b>Vision and Mission.....</b>	25
3.1.3	<b>Organizational Structure .....</b>	25
3.2	<b>Product Data .....</b>	25
3.2.1	<b>Website.....</b>	25
3.2.2	<b>Interior Design and Furniture .....</b>	26
3.3	<b>Target Audience Data .....</b>	26
3.3.1	<b>Geographics .....</b>	26
3.3.2	<b>Demographics .....</b>	26
3.3.3	<b>Psychographics.....</b>	27
3.3.4	<b>Consumer Behaviour .....</b>	27
3.4	<b>Data on Similar Projects.....</b>	27
3.4.1	<b>Website IKEA.....</b>	27
3.4.2	<b>Website Dekoruma.....</b>	28
3.5	<b>Interview Data .....</b>	29
3.5.1	<b>Interview with Target Audience .....</b>	29
3.5.2	<b>Conclusion of the Interview .....</b>	30
3.6	<b>Questionnaire Data .....</b>	30
3.6.1	<b>Questionnaire Result Data .....</b>	30
3.6.2	<b>Conclusion of the Questionnaire Data .....</b>	33
3.7	<b>Data Analysis .....</b>	34
3.7.1	<b>Matrix Analysis of Similar Project Data .....</b>	34
3.7.2	<b>SWOT Analysis .....</b>	35
<b>CHAPTER IV CONCEPT AND DESIGN RESULTS .....</b>		37
4.1	<b>Message Concepts.....</b>	37
4.2	<b>Creative Concepts .....</b>	37
4.3	<b>Communication Concepts .....</b>	38
4.4	<b>Visual Concepts .....</b>	39
4.4.1	<b>Moodboard .....</b>	39
4.4.2	<b>Color.....</b>	39
4.4.3	<b>Typography .....</b>	40
4.5	<b>Business Concept.....</b>	41
4.6	<b>Media Concepts .....</b>	41
4.6.1	<b>Main Media.....</b>	41
4.6.2	<b>Supporting Media .....</b>	41
4.7	<b>Design Results .....</b>	42
4.7.1	<b>Logo.....</b>	42
4.7.2	<b>Website.....</b>	44
4.7.3	<b>Main Media.....</b>	47

4.7.4	Supporting Media .....	70
4.8	Usability Testing.....	74
4.8.1	Usability Testing 1 .....	74
4.8.2	Usability Testing 2 (Design Iteration) .....	80
4.8.3	Conclusion of Usability Testing .....	82
	CHAPTER V CLOSING .....	83
5.1	Conclusion.....	83
5.2	Suggestion .....	83
	BIBLIOGRAPHY.....	84
	ATTACHMENTS.....	87