DAFTAR GAMBAR

Gambar 1.1 Kerangka Penelitian **7**

Gambar 2.1 Tahapan Desain Thinking **11**

Gambar 2.2 Multimedia Device **13**

Gambar 2.3 Android dan iOS **14**

Gambar 2.4 Contoh Aplikasi Desktop **15**

Gambar 2.5 Contoh Aplikasi Website **16**

Gambar 2.6 Contoh Mobile Application **16**

Gambar 2.7 Tingkatan Elemen UX **21**

Gambar 2.8 Unsur Desain Grafis **23**

Gambar 2.9 Prinsip Desain **25**

Gambar 2.10 Kerangka Teori 2 **27**

Gambar 3.1 Logo Apple Books **33**

Gambar 3.2 Logo Google Play Books **34**

Gambar 3.3 Logo Amazon Kindle **35**

Gambar 3.4 Jenis Kelamin **38**

Gambar 3.5 Usia **38**

Gambar 3.6 Pekerjaan **39**

Gambar 3.7 Kesukaan membaca dan mengoleksi **40**

Gambar 3.8 Jenis Buku yang Biasanya Dibaca **40**

Gambar 3.9 Bentuk Buku yang Biasa dibaca **40**

Gambar 3.10 Aplikasi/Website Membaca Buku Digital **41**

Gambar 3.11 Suka Menata dan Mengkategorikan File Buku **41**

Gambar 3.12 Suka Mengunduh Aplikasi **42**

Gambar 3.13 Wawancara Pak Andreas **46**

Gambar 3.14 Wawancara Pak Aria **47**

Gambar 3.15 Apple Books UI **45**

Gambar 3.16 Google Play Books UI **45**

Gambar 3.17 Amazon Kindle UI **45**

Gambar 3.18 Business Model Canvas **50**

Gambar 4.1 Tahapan Design Thinking **52**

Gambar 4.2 Mindmap penamaan BLOOK **53**

Gambar 4.3 Moodboard **55**

Gambar 4.4 Pictorial Mark Logo **55**

Gambar 4.5 Word Mark Logo **55**

Gambar 4.6 Ilustrasi Flat Design **56**

Gambar 4.7 Ilustrasi Lineart **56**

Gambar 4.8 Ilustrasi Icon Flat Design **56**

Gambar 4.9 Ilustrasi Lineart 2 **56**

Gambar 4.10 Font Theme Settings **58**

Gambar 4.11 Warna Aplikasi **59**

Gambar 4.12 Warna Folder Romance **60**

Gambar 4.13 Warna Folder Fantasy **60**

Gambar 4.14 Warna Folder Science-Fiction **61**

Gambar 4.15 Warna Folder Non-Fiction **61**

Gambar 4.16 Warna Folder Document **61**

Gambar 4.17 Warna Folder Default **62**

Gambar 4.18 Referensi Layout 1 **62**

Gambar 4.19 Referensi Layout 2 **63**

Gambar 4.20 Ikon Bold **63**

Gambar 4.21 Sketsa Pilihan Logo 1 **68**

Gambar 4.22 Sketsa Pilihan Logo 2 **68**

Gambar 4.22 Sketsa Pilihan Logo 3 **68**

Gambar 4.24 Sketsa Pilihan Logo Word Mark 1 **69**

Gambar 4.25 Sketsa Pilihan Logo Word Mark 2 **69**

Gambar 4.26 Sketsa Pilihan Logo Word Mark 3 **69**

Gambar 4.27 Sketsa Akhir Logo **69**

Gambar 4.28 Logo Aplikasi 1 **70**

Gambar 4.29 Ikon Navigasi Aplikasi **71**

Gambar 4.30 Ilustrasi Folder Romance **71**

Gambar 4.31 Ilustrasi Preview Folder Romance **71**

Gambar 4.32 Penggunaan di Folder Romance **72**

Gambar 4.33 Penggunaan di Preview Folder Romance **72**

Gambar 4.34 Ilustrasi Folder Fantasy **73**

Gambar 4.35 Ilustrasi Preview Folder Fantasy **73**

Gambar 4.36 Penggunaan di Folder Fantasy **74**

Gambar 4.37 Penggunaan di Preview Folder Fantasy **74**

Gambar 4.38 Ilustrasi Folder Science-Fiction **75**

Gambar 4.39 Ilustrasi Preview Folder Science-Fiction **75**

Gambar 4.40 Penggunaan di Folder Science-Fiction **76**

Gambar 4.41 Penggunaan di Preview Folder Science-Fiction **76**

Gambar 4.42 Ilustrasi Folder Non-Fiction **77**

Gambar 4.43 Ilustrasi Preview Folder Non-Fiction **77**

Gambar 4.44 Penggunaan di Folder Non-Fiction **78**

Gambar 4.45 Penggunaan di Preview Folder Non-Fiction **78**

Gambar 4.46 Ilustrasi Folder Default **79**

Gambar 4.47 Ilustrasi Preview Folder Default **79**

Gambar 4.48 Penggunaan di Folder Default **80**

Gambar 4.49 Penggunaan di Preview Folder Default **80**

Gambar 4.50 Ilustrasi Folder Documents **81**

Gambar 4.51 Ilustrasi Preview Folder Documents **81**

Gambar 4.52 Penggunaan di Folder Documents **82**

Gambar 4.53 Penggunaan di Preview Folder Documents **82**

Gambar 4.54 Sitemap **83**

Gambar 4.55 Wireframe Splash Screen, Sign-in, Sign-up **84**

Gambar 4.56 Wireframe Menu Home dan Settings Reading Time **85**

Gambar 4.57 Wireframe Menu Library-Books dan Sort by **86**

Gambar 4.58 Wireframe Option Buku dan Option Menu Library-Books **87**

Gambar 4.59 Wireframe Menu Library-Shelves dan Sort by **88**

Gambar 4.60 Wireframe Option Folder dan Membuat Folder baru **89**

Gambar 4.61 Wireframe Pilihan Tema pada pembuatan folder baru dan isi Folder **90**

Gambar 4.62 Wireframe Option Folder dan Edit Folder **91**

Gambar 4.63 Wireframe Detail Buku dan Edit Buku **92**

Gambar 4.64 Wireframe Option Buku, Menu Membaca Buku dan Tampilan Khusus Membaca Buku **93**

Gambar 4.65 Wireframe Bookmark dan Highlight **94**

Gambar 4.66 Wireframe Ganti Tema Baca dan Isi Buku **95**

Gambar 4.67 Wireframe Ganti Tema Baca dan Isi Buku **96**

Gambar 4.68 Splash Screen **97**

Gambar 4.69 Sign-In **103**

Gambar 4.70 Sign-Up **104**

Gambar 4.71 Home **104**

Gambar 4.72 Reading Time **105**

Gambar 4.73 Library - Books **105**

Gambar 4.74 Add Books **106**

Gambar 4.75 Books Option 1 **106**

Gambar 4.76 Option Sort by : Recents **107**

Gambar 4.77 Option Sort by : Title **107**

Gambar 4.78 Sort by : Title **108**

Gambar 4.79 Library - Shelves **108**

Gambar 4.79 Library - Shelves **109**

Gambar 4.81 Option Sort by : Recents **109**

Gambar 4.82 Option Sort by : Title **110**

Gambar 4.83 Sort by : Title **110**

Gambar 4.84 Folder Romance **111**

Gambar 4.85 Folder Option **111**

Gambar 4.86 Edit Folder **112**

Gambar 4.87 Add New Folder **112**

Gambar 4.88 New Folder – Choose Theme **113**

Gambar 4.89 Add New Folder – Romance Theme **113**

Gambar 4.90 Add New Folder – Romance Theme 2 **114**

Gambar 4.91 Add New Folder – Fantasy Theme **114**

Gambar 4.92 Add New Folder – Fantasy Theme 2 **115**

Gambar 4.93 Add New Folder – Science-Fiction Theme **115**

Gambar 4.94 Add New Folder – Science-Fiction 2 **116**

Gambar 4.95 Add New Folder – Non-Fiction **116**

Gambar 4.96 Add New Folder – Non-Fiction 2 **117**

Gambar 4.97 Add New Folder - Default **117**

Gambar 4.98 Add New Folder – Default 2 **118**

Gambar 4.99 Add New Folder – Documents 2 **118**

Gambar 4.100 Add New Folder – Documents 2 **119**

Gambar 4.101 Book Detail **119**

Gambar 4.102 Book Option **120**

Gambar 4.103 Edit Book **120**

Gambar 4.104 Read Book **121**

Gambar 4.105 Add Bookmark **121**

Gambar 4.106 Read Book – Times New Roman Font Mode **122**

Gambar 4.107 Read Book – Helvetica Font Mode **122**

Gambar 4.108 Read Book Garamond Font Mode **123**

Gambar 4.109 Read Book Calm Default Font Mode **123**

Gambar 4.110 Read Book – Dark Default Font Mode **124**

Gambar 4.111 View Bookmark Menu **124**

Gambar 4.112 Add Highlight - Options **125**

Gambar 4.113 Add Highlight **125**

Gambar 4.114 View Highlight Menu **126**

Gambar 4.115 Change Read Theme - Default **126**

Gambar 4.116 Change Read Theme – Times New Roman **127**

Gambar 4.117 Change Read Theme – Calm **127**

Gambar 4.118 Change Read Theme - Helvetica **128**

Gambar 4.119 Change Read Theme – Garamond **128**

Gambar 4.120 Change Read Theme - Dark **129**

Gambar 4.121 View Contents Menu **129**

Gambar 4.122 Read Only - Default **130**

Gambar 4.123 Read Only – Times New Roman **130**

Gambar 4.124 Read Only - Calm **131**

Gambar 4.125 Read Only - Helvetica **131**

Gambar 4.126 Read Only - Garamond **132**

Gambar 4.127 Read Only - Dark **132**

Gambar 4.128 Profile Menu **133**

Gambar 4.129 Profile Edit **133**

Gambar 4.130 Subscription **134**

Gambar 4.131 Instagram Post Informing **129**

Gambar 4.132 Instagram Post Persuading **130**

Gambar 4.133 Instagram Post Reminding **131**

Gambar 4.134 Instagram Story Informing **132**

Gambar 4.135 Instagram Story and Reels Video Persuading **133**

Gambar 4.136 Twitter Post Informing **134**

Gambar 4.137 Facebook Post Informing **135**

Gambar 4.138 Tiktok Video Infroming **136**

Gambar 4.139 Playstore and App Store Preview **138**

Gambar 4.140 Handout Flyer Informing **141**

Gambar 4.141 Poster Cetak **142**

Gambar 4.142 Desain X Banner **143**

Gambar 4.143 Mock up X Banner **143**