

ABSTRACT

Designing UI/UX for Website to Connect Indie Publishers and Authors

By: Muhammad Faizal Akhyani

1601180183

The book publishing industry is divided into two scales: major and indie. Major publishers are publishers that print and distribute books on a large scale and indie publishers on a small scale. There are problems faced by indie publishers in publishing new books. This problem occurs because indie publishers have difficulty finding authors to publish books because indie publishers lack engagement. The absence of a platform to connect indie publishers and writers is the background of this research. The data collection process by descriptive qualitative using observation, interview and literature study methods. Interviews were conducted with 3 parties, there are indie publishers, writers and UI/UX website experts. Data will be obtained and analyzed so that several topics appear in this research Design Methods, Multimedia, Website, Usability Testing, User Experience, User Interface, Visual Communication Design, Business Model Navigator, and Business Model Canvas. These subjects will be useful and important for designing UI/UX websites to connect publishers and indie authors in the hope that it can be a solution to existing problems.

Keywords: Writer, Publishers, Website, User Experience, and User Interface.