

TABLE OF CONTENTS

VALIDATION SHEET	ii
STATEMENT SHEET	iii
FOREWORD	iv
ABSTRACT.....	v
CHAPTER I.....	1
INTRODUCTION	1
1.1. Background	1
1.2. Problem Identification.....	3
1.3. Problem Formulation.....	3
1.4. Problem Scope.....	3
1.5. Research Purpose	4
1.6. Research Objectives	4
1.7. Research Methodology.....	5
1.7.1. Data Collection.....	5
1.7.2. Data Analysis	6
1.8. Research Framework.....	7
1.9. Chaptering	8
CHAPTER II.....	9
THEORETICAL FOUNDATION.....	9
2.1. UI/UX.....	9
2.1.1. UI (User Interface)	9
2.1.2. UX (User Experience).....	10
2.1.3. Relationship between UI/UX	10
2.2. Mobile Application	11
2.2.1 Mobile Applications in Art Exhibitions	11

2.3. Mobile Application Design	12
2.4. UI Elements in Mobile Application Design	13
2.5. UX Elements	25
2.6. Design Thinking	28
2.6.1. Empathise	29
2.6.2. Define	29
2.6.3. Ideate	32
2.6.4. Prototype	33
2.6.5. Test	34
2.7. Visual Communication Design	34
2.7.1. Design Elements	34
2.7.2. Design Principles	38
2.7.3. Typography	42
2.8. Theoretical Framework	46
2.9. Assumption	47
CHAPTER III	48
DATA COLLECTION AND ANALYSIS	48
3.1. Institutional Data – NuArt Sculpture Park	48
3.2. Object Data	53
3.2.1. Phenomena of Social Media and Content Sharing	53
3.2.2. Social Media Users in Indonesia	54
3.2.3. Social Media-Centred Behaviours	56
3.2.4. Social Media-Centred Behaviours in Art Exhibitions	57
3.2.5. Art Appreciation	58
3.3. Business Opportunities	59
3.3.1. Worked Product	59

3.4. Similar Media Observation Data.....	60
3.4.2. Similar Media Observation Analysis	70
3.5. Interview.....	72
3.5.1. Interview Data.....	73
3.5.2. Interview Analysis.....	78
3.6. Questionnaire	79
3.6.1. Questionnaire Data.....	79
3.6.2. Questionnaire Analysis	89
3.7. Social Media Observation	90
3.7.1. Social Media Observation Data	91
3.7.2. Social Media Observation Analysis	94
3.8. Target Audience Data	95
3.10. Design Thinking	96
3.11. Data Conclusion	100
CHAPTER IV	103
DESIGN CONCEPT AND RESULTS.....	103
4.1. Big Idea	103
4.2. Message Concept.....	104
4.3. Creative Concept.....	104
4.4. Communication Concept.....	105
4.5. Visual Concept	106
4.6. Designing Process	111
4.6.1. Mobile Application Name and Logo.....	111
4.6.2. Icon Designing Process	113
4.6.3. Sitemap.....	114
4.6.4. User Flow	115

4.6.5. Low-Fidelity Prototype (Wireframe)	117
4.7. Design Results.....	122
4.7.1. High-Fidelity	123
4.7.2. Supporting Media.....	131
4.8. User Testing.....	138
4.8.1. User Testing Tasks and Results	139
4.8.2. Overall Experience and Responses	140
4.8.3. Summary of Usability Testing and Improvements.....	141
CHAPTER V	142
CONCLUSION AND SUGGESTIONS	142
5.1. Conclusion	142
5.2. Suggestions	143
BIBLIOGRAPHY	144
APPENDIX LIST	152