

## DAFTAR GAMBAR

|                                                         |    |
|---------------------------------------------------------|----|
| Gambar 2.1 Wireframe .....                              | 24 |
| Gambar 2.2 User Persona .....                           | 25 |
| Gambar 2.3 Customer Journey Map .....                   | 26 |
| Gambar 2.4 User Flow.....                               | 26 |
| Gambar 2.5 Layout .....                                 | 27 |
| Gambar 2.6 Tipografi .....                              | 28 |
| Gambar 2.7 Ikon, Simbol, Indeks .....                   | 29 |
| Gambar 2.8 Flat Design .....                            | 30 |
| Gambar 2.9 AISAS .....                                  | 31 |
| Gambar 2.10 UCD process definition .....                | 32 |
| Gambar 2.11 SWOT .....                                  | 33 |
| <br>                                                    |    |
| Gambar 3.1 Logo Perusahaan Pemberi Proyek (Grouu) ..... | 35 |
| Gambar 3.2 Produk Grouu.....                            | 36 |
| Gambar 3.3 Angka Kecukupan Gizi (AKG) .....             | 38 |
| Gambar 3.4 Dokumentasi wawancara .....                  | 47 |
| <br>                                                    |    |
| Gambar 4.1 Palet Warna Aplikasi .....                   | 61 |
| Gambar 4.2 Moodboard.....                               | 61 |
| Gambar 4.3 Tipografi perancangan .....                  | 62 |
| Gambar 4.4 Ikon perancangan .....                       | 63 |
| Gambar 4.5 Ilustrasi perancangan .....                  | 63 |
| Gambar 4.6 User Persona 1 (Rista) .....                 | 65 |
| Gambar 4.7 User Persona 2 (Agnia).....                  | 66 |
| Gambar 4.8 Site map .....                               | 67 |
| Gambar 4.9 User Flow Perancangan .....                  | 68 |
| Gambar 4.10 Task Flow Perancangan .....                 | 69 |
| Gambar 4.11 Wireframe Perancangan.....                  | 69 |
| Gambar 4.12 Logo Aplikasi Chews.....                    | 70 |
| Gambar 4.13 On-boarding screen.....                     | 71 |
| Gambar 4.14 Login & Get started screen .....            | 71 |
| Gambar 4.15 Landing page & E-commerce .....             | 72 |
| Gambar 4.16 Fitur personalisasi .....                   | 72 |
| Gambar 4.17 Informasi menu dan kandungan nutrisi .....  | 73 |
| Gambar 4.18 Konsultasi .....                            | 73 |
| Gambar 4.19 Komunitas dan Pengaturan pengguna.....      | 74 |
| Gambar 4.20 Food container Chews .....                  | 75 |
| Gambar 4.21 Training cup Chews .....                    | 75 |
| Gambar 4.22 Baby bib Chews .....                        | 76 |
| Gambar 4.23 Poster promosi Chews .....                  | 76 |
| Gambar 4.24 Billboard Chews .....                       | 76 |

|                                                |    |
|------------------------------------------------|----|
| Gambar 4.25 Delivery box Chews.....            | 77 |
| Gambar 4.26 Apron dapur operasional Chews..... | 77 |