

UI/UX Design and Website Design for Vivree Photography

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ABSTRACT

Vivree Photography is a wedding photography service based in Surabaya with a target market of millennials aged 22 - 30 years. Vivree Photography has been established since 2019 and has been running a photography business that focuses on wedding photography and has met many consumers. As a business that has been around for a long time in the world of photography, Vivree does not yet have a website like other competitors. After evaluating this professional impression, the website is considered to be very important because it is an image and also to be trusted in the business field that is engaged in by looking at other competitors. Website as a professional image, also enables competitors to create online marketing to increase customer engagement. This research uses a literature study in the form of a literature review using national and international journals and books that discuss websites for business, UI / UX on websites and customer engagement. In addition to the literature review method, quantitative methods are also carried out with expert users who are competent in technology and photography, extreme users who have used Vivree Photography services, and also conducted a discussion group forum by 15 people aged 22-30 years to review the results of the website that has been created and provide further suggestions for the Vivree Photography website. Therefore, from the research results it can be concluded that website design and UI / UX design that has a minimalist monochrome design style and has a warm tone and emphasis on writing and features on the website is very important for a business website, especially a service business in order to increase marketing and customer engagement Vivree Photography.

Keywords: Consumer, Design, Professional, Promotional Media, Website

INTRODUCTION:

Vivree Photography is a wedding photography service based in Surabaya since 2019 with a vision to provide new experiences and satisfying services to their target market. However, there are still many aspects that Vivree Photography needs to address to give a professional impression to their target market compared to similar business competitors. Supported by a user interface and UI/UX design that matches Vivree's design style. A professional impression is very important for a company so that consumers can fully trust the services they offer.

There is one important aspect that can be done to improve the professional impression of the Vivree Photography business, namely the website. Increasing "self-esteem" or business image will be reflected through the website,. (Wijoyo et al., 2021). Through the website, information that is packaged into a format with the right language, video, sound, and images can influence changes in the user's perspective because it can be disseminated via the internet (Pribadi, 2018).

By seeing millennials as the main target of Vivree where millennials are the first generation to experience the "first digital generation" (Aikat, 2019). Therefore, the purpose of this research is for Vivree Photography to design the right website design as a form of professional image towards their consumers. In an effort to solve the problem of designing a user interface design along with UI/UX and website design style that suits their target market as a way of doing e-marketing in an effort to build a professional image in order to increase customer engagement.

RESEARCH METHOD

This research uses literature review and qualitative methods. This paper will use books from the past 10 years and journals from the past 5 years as a reference with journals and books that discuss websites, design styles, user interface UI UX and customer engagement, on the grounds that the books and journals chosen are very relevant to the topic of discussion and as a basis for designing website designs. The qualitative method is carried out through interviews with 6 people who are divided into 3 expert users, consisting of 2 photographers and 1

marketing technology expert, and 3 extreme users consisting of 2 people who have used Vivree Photography services and 1 person who will become a prospective Vivree Photography client. Expert A, named Henokh, is a photographer from Surabaya who follows one of the well-known wedding photography vendors but has a personal website. Expert B named Leo Hariyanto also works as a photographer who has his own vendor and has a website for his business. The last Expert C named Avianto tiyo is someone who is active in the world of technology and also has a background in marketing. Extreme A named Evelyn Wijaya and B named Caroline are millennial housewives who have used Vivree Photography services as their photography vendor. Extreme C named Budi is a millennial who is engaged and also targeted to be a prospective client of Vivree Photography.



Figure 1. Online Interview Documentation
Source: Author's documentation

After conducting the interview method, a discussion group forum was also conducted which was attended by 15 people aged 22-30 years old who live in East Java, especially in Surabaya, who are already in a relationship or who are single and engaged.

RESULT AND DISCUSSION

Based on the visuals and vision and mission of Vivree Photography, a design style will be found that can be applied to the Vivree Photography website. The design style itself is the identity of a business that Vivree Photography must apply in all visual aspects they offer. That way media such as websites must also have the

same look and image as what Vivree Photography has been conveying to their consumers. The design style applied by Vivree Photography is minimalism, according to Taghilooha, a minimalist design style is a design style that is able to minimize unwanted elements to provide the elements that are needed or the most necessary or basic, this is called the meaning of minimalism (Setiawan, 2021). The minimalism used by Vivree is applied to designs made for social media and websites, Minimalism that emphasizes only important elements so that the information to be conveyed is right on target. Vivree's target audience is millennials aged 22 years to 30 years, where this generation likes warm colors supported by a minimalist design style. According to Kristanto (2020), the results of a survey of researchers also revealed that the appropriate design style for millennials is a minimalist design style with black, white colors supported by sans serif typography.

AVENIR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%&*|?

Figure 2. Avenir San Serif Typography

Source: DaFont

Color is considered to be an important aspect of the use of design elements for Vivree Photography's identity. The use of colors chosen is more towards warm than cool tones considering the earthy tones and the combination with natural colors which have a meaning of abundance, (Eiseman, 2017). With this point, Vivree wants to inform as a business that wants to be warmly close to their clients and be a business that has the meaning of abundance.



Figure 3. Color Palette
Source: Author's documentation

Then it would be nice for Vivree Photography to understand and use UI/UX or user interface that is good and right on target and also design the right visual assets for consumers by looking at Vivree Photography's identity through the design style discussed earlier. There are various systems that can facilitate the use of UI / UX websites themselves, one of which is the flowchart system. A flowchart

system is a set of graphical diagrams. Store and communicate the flow Requires data and information processing operations (Kristiyanti & Lisda Rahmasari, 2015). This system is easy to apply in making websites because the flowchart system is a clear and targeted system. in this case VIvree Photography as a user interface designer must focus on several important things that are always present on similar vendor websites because it focuses on the elements that users see when they use software or websites to achieve what they want to do (Harris, 2017). In addition to the method with the use of flowcharts, it is important to use a good moodboard that will guide the formation of a good and appropriate user interface and visual assets. moodboard functions also vary in the formation of a good website. Moodboards are used in design teams as a working tool for sketching user interface flow and navigation (Wood, 2018).

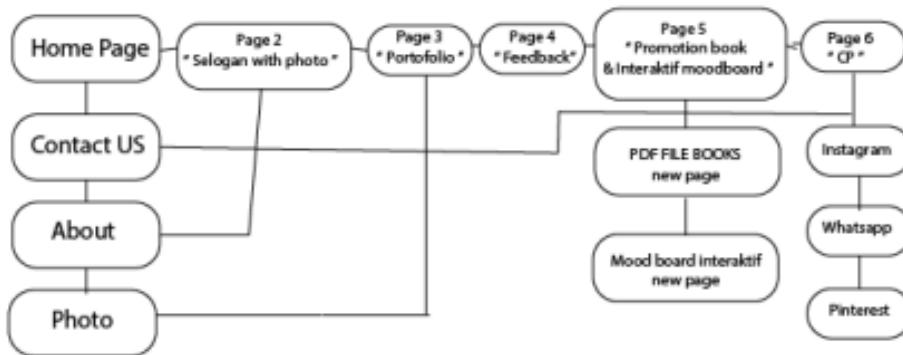


Figure 4. Website Flowchart Sketch
Source: Author's documentation

After determining the right user interface system for Vivree Photography, it would be nice to create the right visual assets in order to describe the identity of Vivree Photography. By sticking to the design style that has been designed in order to create an elegant and minimalist impression of a website design. Typography is one of the important elements in User Interface design, therefore typography needs to be considered when creating User Interface designs by looking at readability (Maharani, 2020). Because of this statement, it was determined that Vivree Photography uses serif typography in the headline and subheadline to emphasize Vivree Photography's identity and uses sans serif typography for the body to provide a good typographic combination. After determining the typography, it is good to determine the color that also matches

the design style point. the choice of colors that seem warm and black monochrome is nailed to the design style. Color theory should be highly considered because color theory is most useful for designers because it can allow them to understand why some color relationships work and how to create color combinations that can be used to effectively communicate information (Sherin, 2012).

After determining the formation of the Vivree Photography website, it is good to immediately design how to activate a Vivree Photography business website to become online marketing or what is commonly known as e-marketing. Internet or website marketing is the use of the internet and related technologies to search, create, communicate, and provide value to customers (Abass Salimat, 2019). There are certainly many strategies from E-marketing, one of which can be used is search engine optimization or we can call it SEO. E-marketing strategy is the most effective way to integrate the power of the internet as a marketing medium with online and offline activities (Stephen Dann, 2019), therefore it is felt that SEO is the most appropriate way to optimize websites so that they can be easily reached by Vivree Photography consumers. The application of this SEO technique is to place the website position on page one of the search engine, thus bringing in a lot of traffic or potential visits (Azim, 2019). By using an onpage SEO system by combining several keywords that often appear when consumers are looking for photography services and placing them in an article that will be used on the website.

After using this strategy, it is expected that the customer engagement of the website will show optimal results seeing from the developed market seen from the domicile of Vivree Photography's target market. The difference between developed markets and developing markets will greatly affect the optimization of customer engagement obtained. This difference is seen from the domicile of consumers whether in big cities or in rural areas and looking at technological advances in the area in terms of marketing and social media, this needs to be identified and determined and considered to understand the success of a company (Kumar et al., 2019). It is hoped that after the progress of customer engagement, it will have a big impact on the level of booking services from Vivree Photography and more trust in their services, how it can be conveyed properly

and effectively through the website and marketing strategy because consumer interest in a service or product will increase if the business is able to meet customer needs accompanied by proper communication and effective brand recognition (Goldstein, 2019).

Also from the results of the interviews that have been conducted there are some additional information and input that exists. Based on the results of the discussion group forum that has been carried out where there are 15 millennials aged 22 years to 30 years and also extreme users found that for them, they like a design style that has harmonious colors and does not jump around in determining the design and color tone, besides that there are also those who argue that they like monochrome colors followed by warm tones.

Discussion about user interface UI / UX, conducted a discussion group forum that has been run where there are 15 millennials aged 22 years to 30 years old.



Figure 5. Online Group Discussion Documentation

Source: Author's documentation

It was found that the use of icons on the website and writing or fonts must also be emphasized to make it easier to see. Meanwhile, regarding customer engagement, according to expert users who have a technology background, if optimizing customer engagement can be done to use the google ads feature where a business can find out activities and other data from the use of the website, and also enable promoting the website through other platforms that can be used as a wider consumer network.

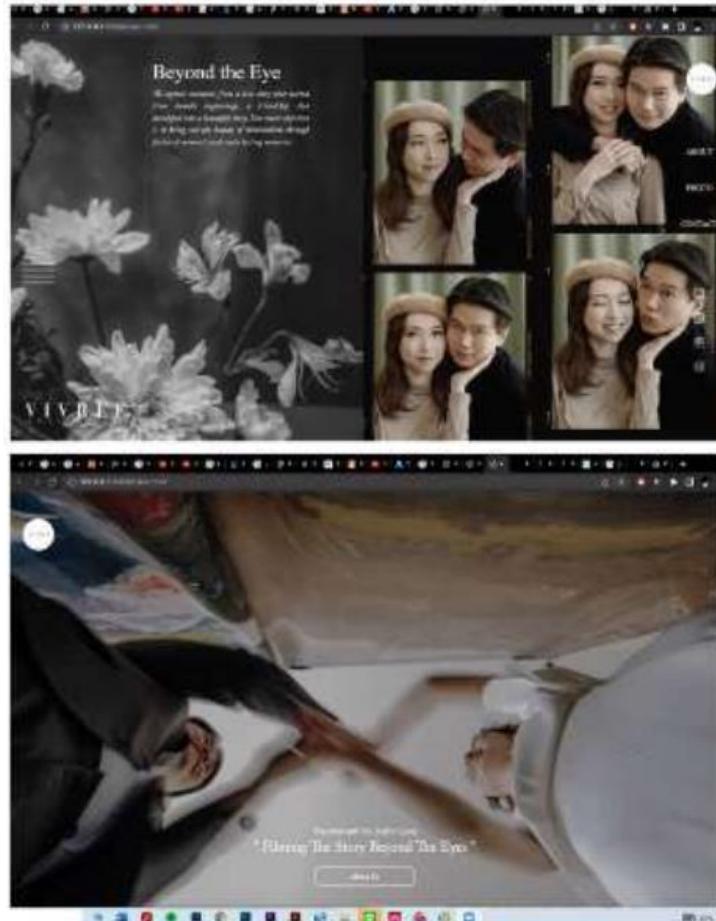


Figure 6. Vivree Website Page Design
source: Author's documentation

After conducting this research, it can be concluded that the use of a website for businesses that have a visually good user interface and UI/UX with a minimalist style with warm tones and emphasis on the button icons on the website features and emphasis on font writing will make the Vivree Photography website improve the professional image and customer engagement of a business for the millennial target market aged 22 years to 30 years. The application of suggestions from sources and literature studies can also be applied from making website designs with the user face that has been written in the conclusion above. In the future, after this research, it is hoped that Vivree Photography will be able to do paid media promotions to be covered by print media and use pixieset media to maximize the gallery of the website.

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