



DIKTISAINTEK
BERDAMPAK

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User Experience & Experience Design

Designing How People
Feel, Think, and
Interact

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**The Importance of User
Experience**

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Pernahkah kalian...

- uninstall aplikasi karena ribet?
- batal checkout karena sulit?
- suka aplikasi karena nyaman?





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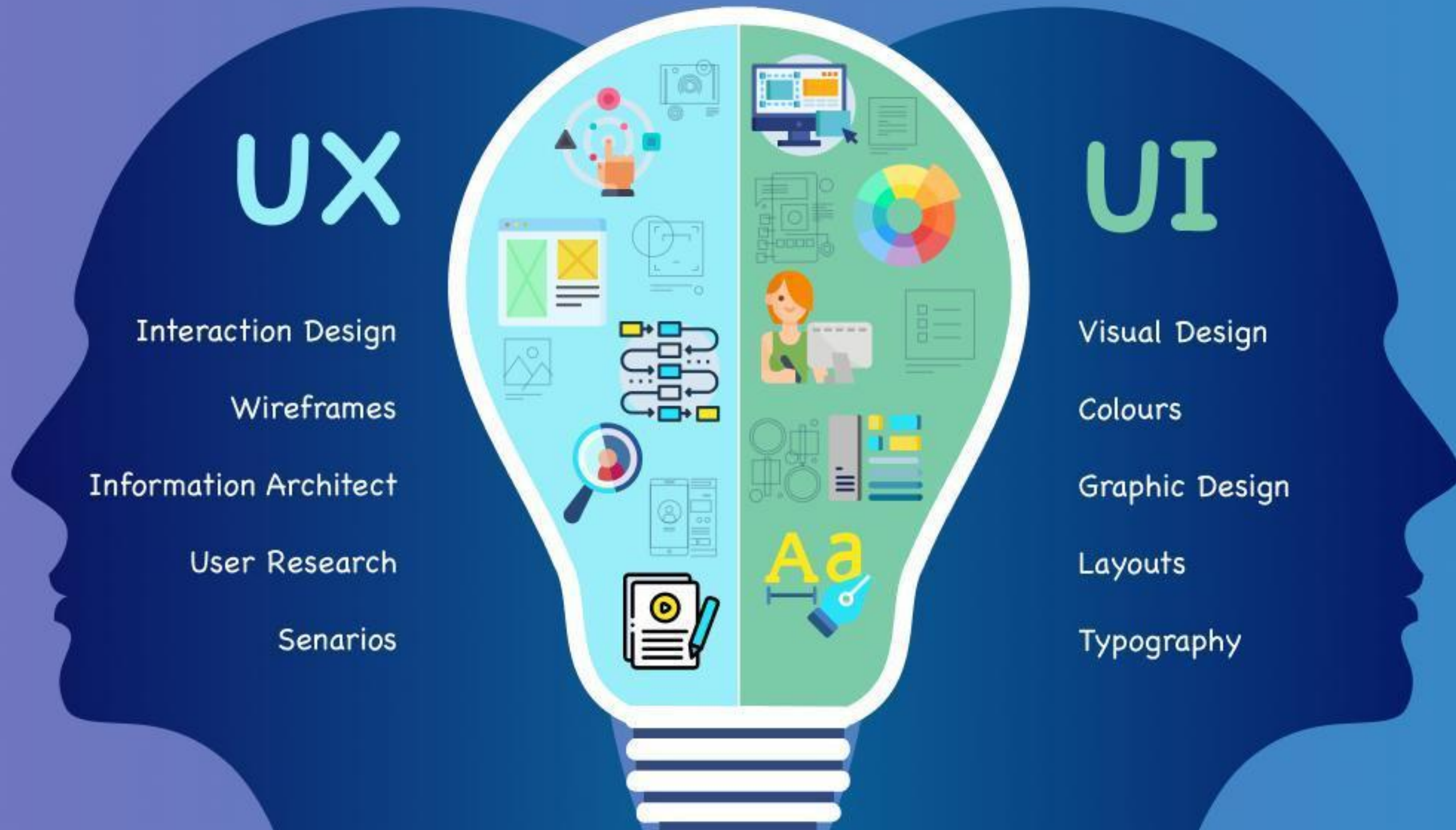
What is User Experience

UX = pengalaman seseorang saat menggunakan produk

Meliputi:

- mudah atau sulit
- cepat atau lambat
- menyenangkan atau frustrasi

The Difference between



HeavenLights

Kontak

Masuk

Email

☒

Kirimi saya email berita dan penawaran

Pengantaran

Negara/Wilayah

Indonesia

Nama depan

Nama belakang

Alamat

Kecamatan

Kota

Provinsi

Jawa Timur

Kode pos

Telepon

Kyra Abaya Dress

Deep Navy / XL/XXL

Rp 529.000,00

Kode diskon atau voucher

Pakai

Subtotal

Rp 529.000,00

Diskon pesanan

POTONGAN ONGKIR 20K

– Rp 20.000,00

Pengiriman

Masukkan alamat pengiriman

Total

IDR

Rp 509.000,00

TOTAL PENGHEMATAN

Rp 20.000,00

Shopee | Checkout

Alamat Pengiriman

Arya / Seftin (+62) 812 3334 4811

Jalan Menanggal 3 Gang Salak No.20b1, Menanggal, Gayungan, KOTA SURABAYA - GAYU TIMUR, ID 60234

☐

Kirim sebagai Dropshipper

Produk Dipesan

Harga Satuan

ORI

Cetaphil Indonesia

chat sekarang

Cetaphil Gentle Skin Cleanser 236ml + Moisturiz...

Rp239.800

Rp410.800

Proteksi Efek Samping Produk

Baru

Dapatkan hingga 600% kompensasi biaya medis atau ketidaknyamanan akibat efek samping 6 bulan. Pelajari

Rp3.000

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website

VS

Shopee

The background of the entire page is a composite image of several hands of different skin tones giving thumbs up. The image is semi-transparent, allowing the text to be clearly visible. The hands are positioned in a way that they appear to be reaching towards the center of the frame.

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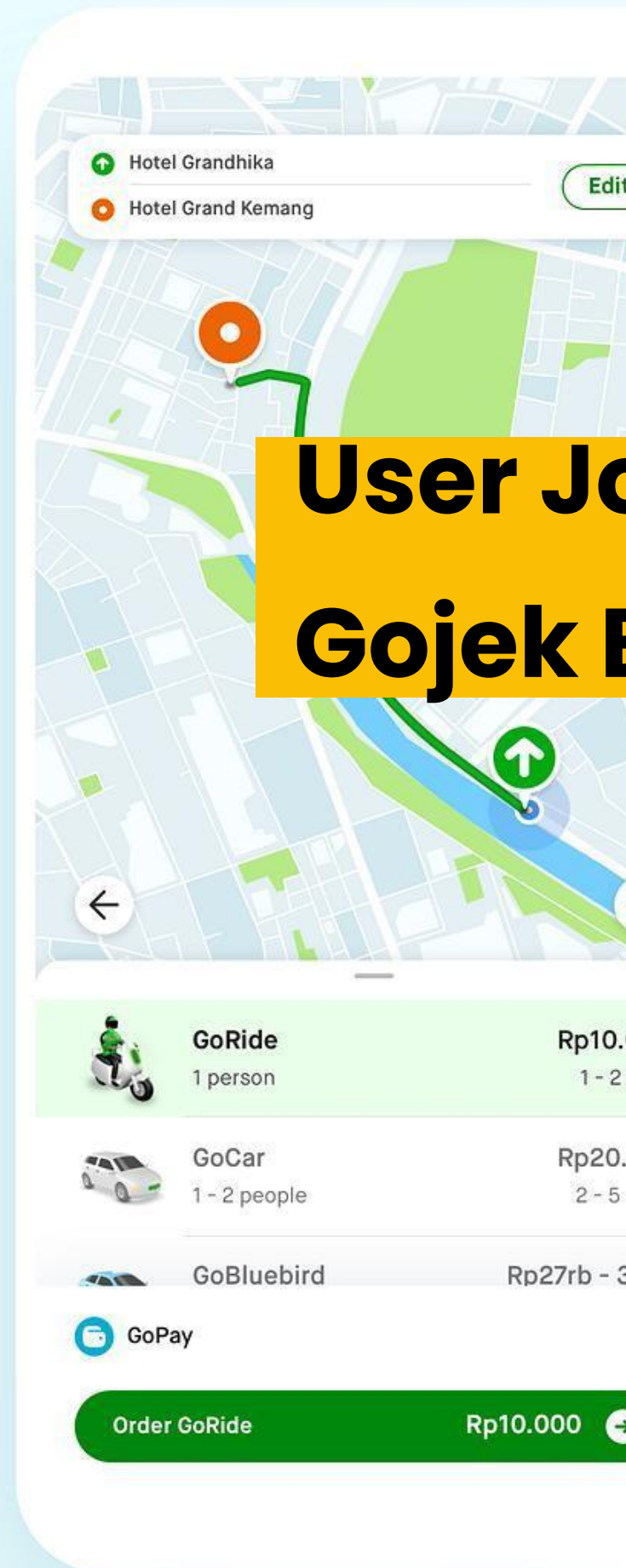
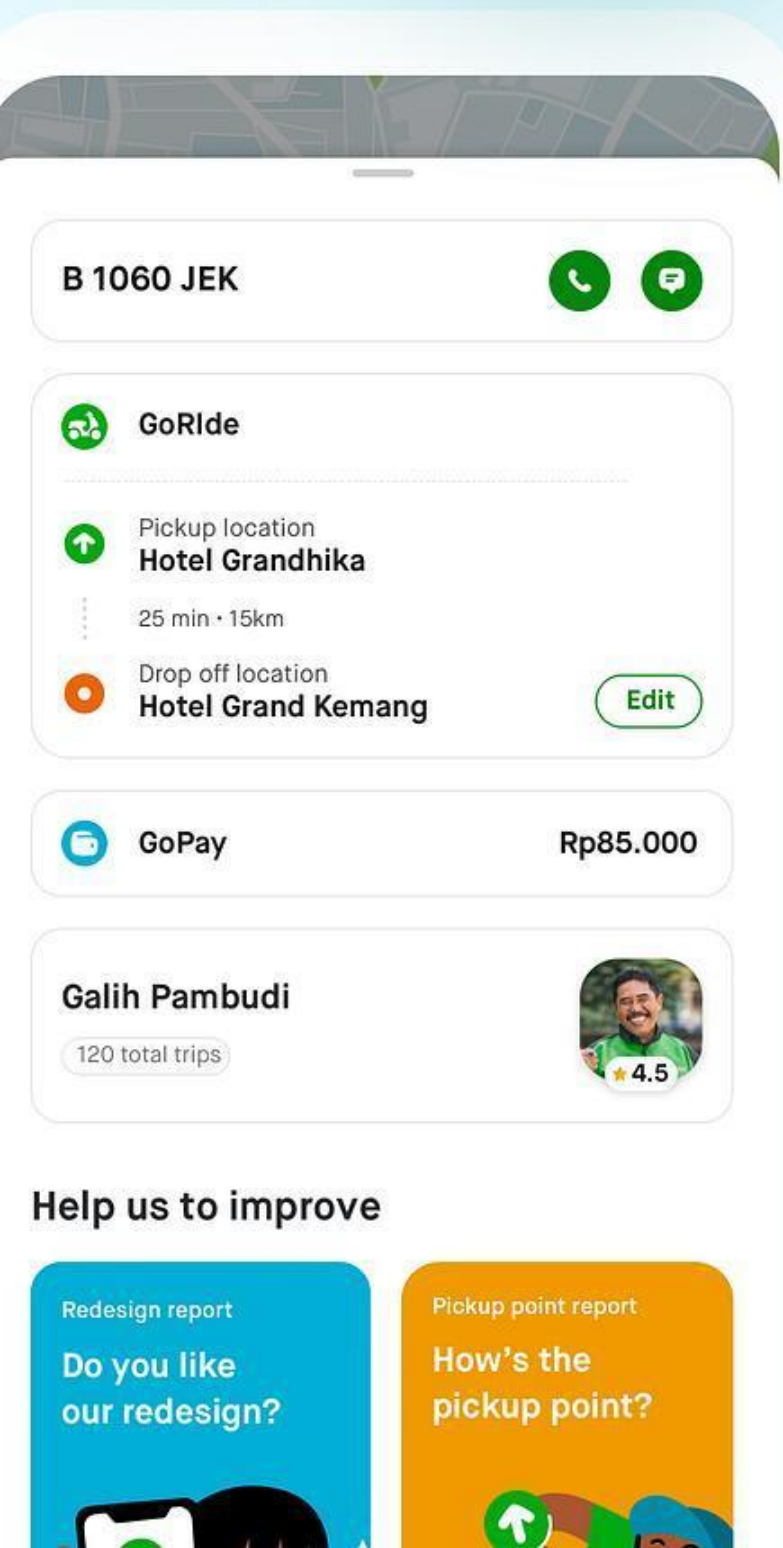
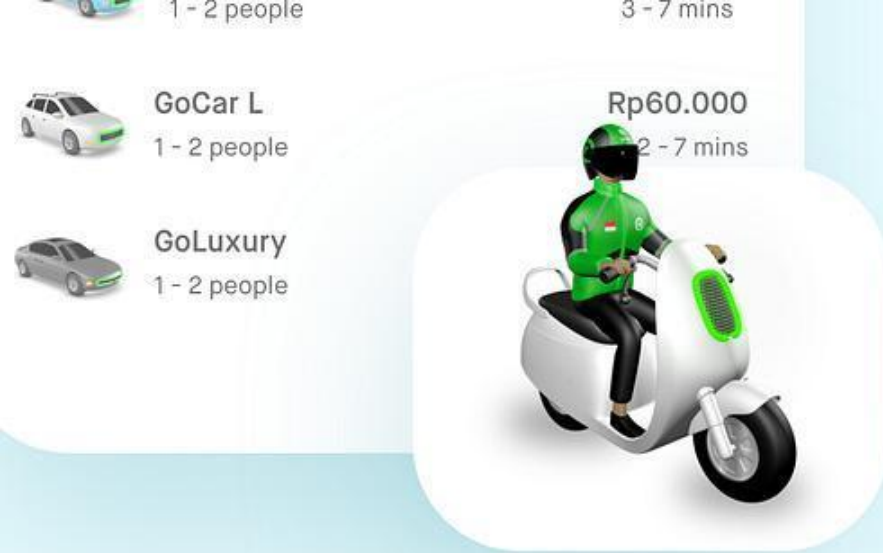
EXPERIENCE DESIGN

Experience Design is Bigger than UX



User Journey from App Download to Satisfaction





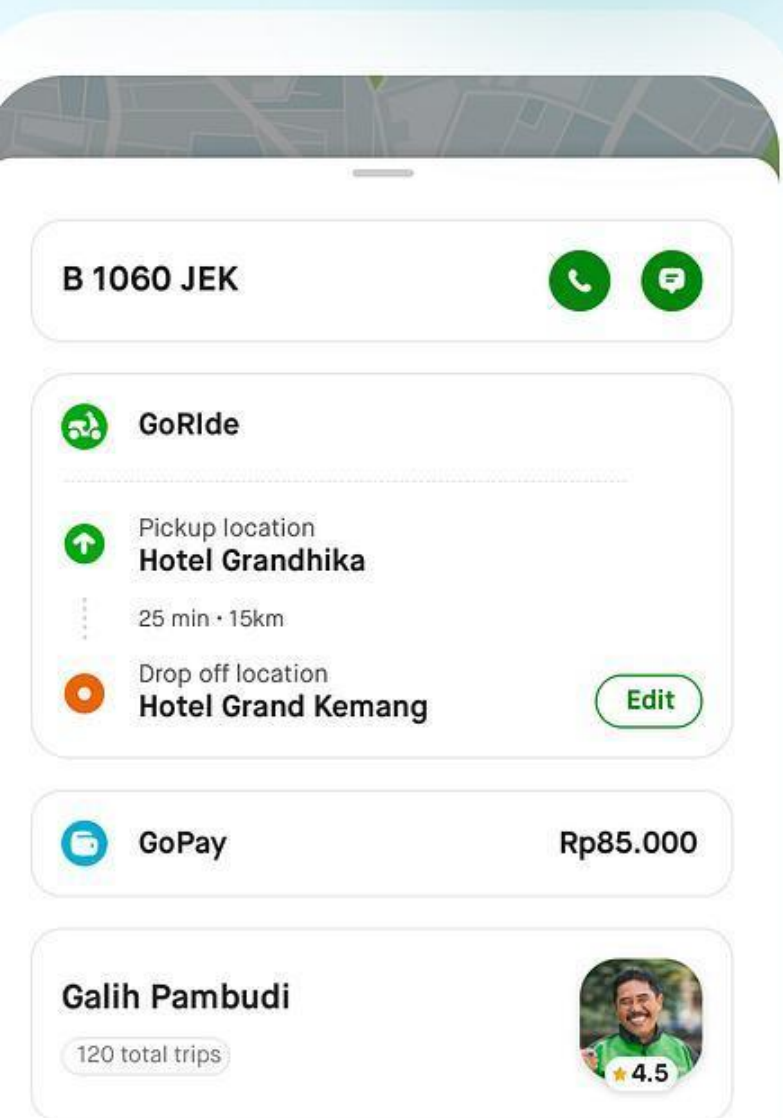
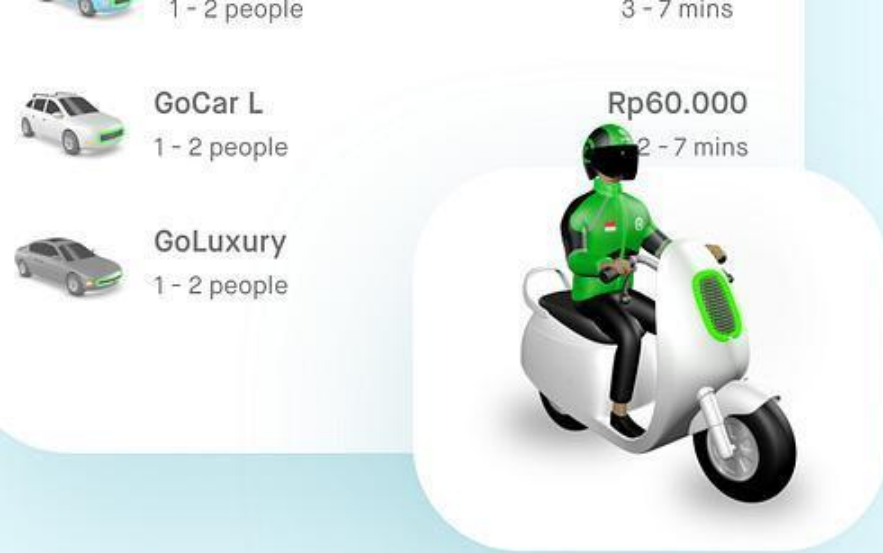
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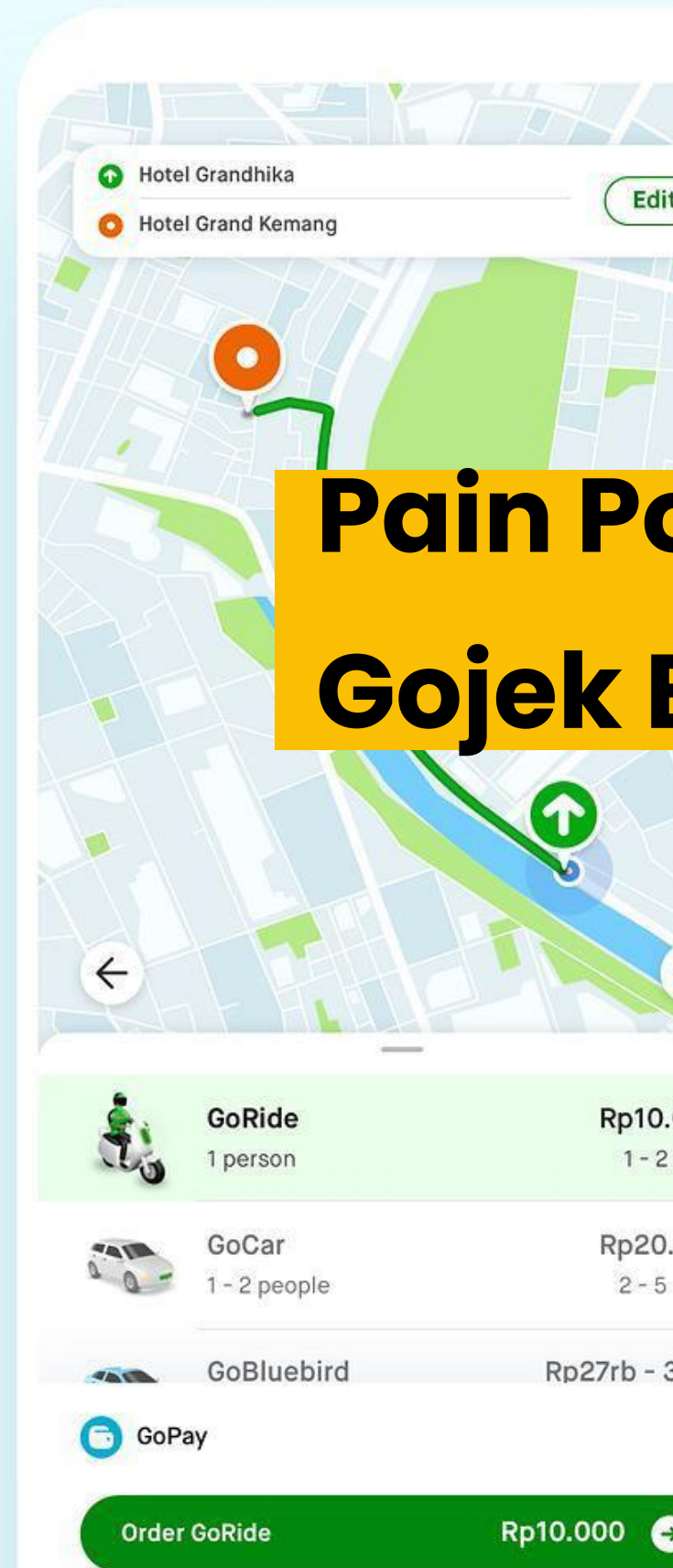
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User Journey: Gojek Experience

1. Open App
2. Choose Destination
3. Select Service
4. Confirm Booking
5. Wait for Driver
6. Ride Experience
7. Payment
8. Rating & Feedback



Help us to improve



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Pain Points: Gojek Experience

1. Open App → aplikasi lambat
2. Choose Destination → maps kurang akurat
3. Confirm Booking → harga tidak jelas
4. Wait Driver → driver lama datang
5. Ride Experience → rute tidak nyaman
6. Payment → transaksi gagal
7. Rating → proses ribet

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Post-Materialistic

Perspective



pandangan:

Manusia modern tidak lagi hanya mengejar kepemilikan barang, tetapi lebih menghargai **pengalaman, kenyamanan, makna, dan kualitas hidup.**

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Apple 🍏

Orang tidak hanya membeli smartphone.

Mereka juga membeli:

- kemudahan penggunaan
- ekosistem
- prestige
- desain elegan

Starbucks ☕

Orang tidak hanya membeli kopi.

Mereka membeli:

- suasana cafe
- tempat kerja / nongkrong
- identitas lifestyle
- pelayanan



**--> contoh
post-materialistic
consumer behavior**



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Human needs

Produk yang baik memenuhi
kebutuhan manusia

- convenience
- speed
- comfort
- feeling
- identity

Why UX Matters ?

- user betah
- repeat use
- trust meningkat
- konversi naik
- brand lebih kuat

→ UX yang baik berdampak ke Bisnis

Peter Morville's UX Honeycomb





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Bad & Good UX ?

Bad UX:

- tombol tidak jelas
- terlalu banyak step
- loading lama

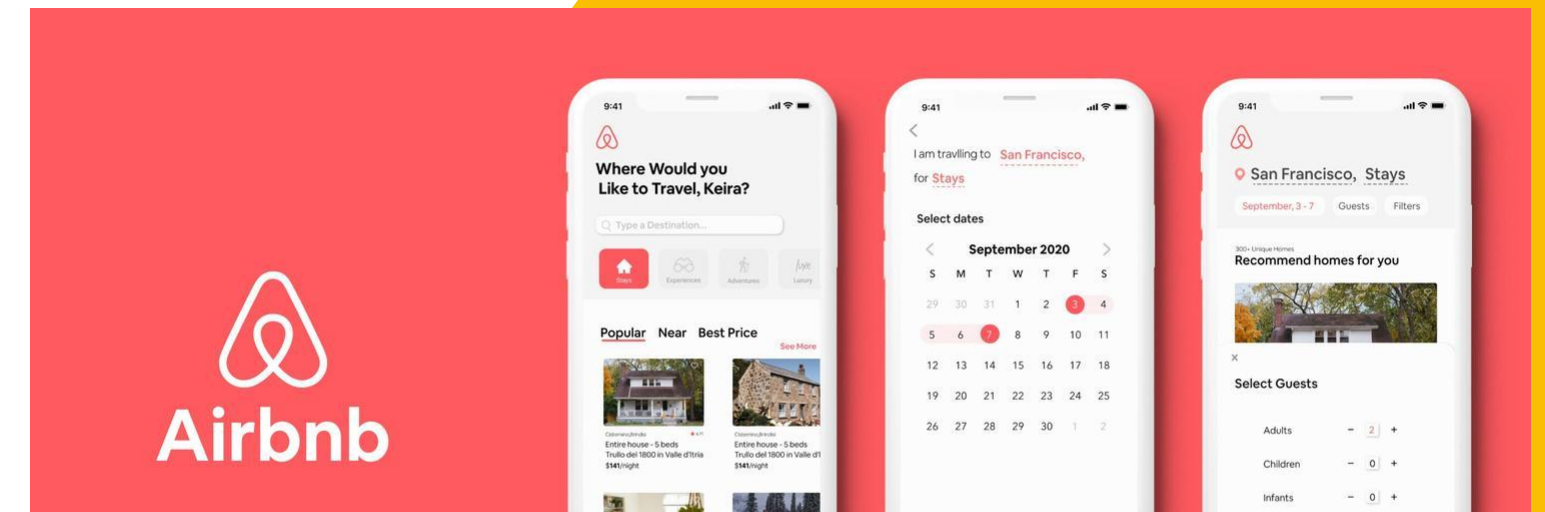
Good UX:

- cepat
- jelas
- nyaman

- UX = how users feel

- Design success $\neq$ hanya bagus

- Design success = useful + usable + enjoyable



Post-Purchase Experience