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PART V

CONCLUSIONS

5.1 Summary

As stated on the final project purpose's section, the design elaborated within this report has a mission to produce a UI/UX design that supports this final project's produced game, MA'LAM. The design's main objective is to deliver information about light pollution towards the targeted users within the game. Lack of awareness about Light Pollution in Jakarta is finalized as the project's background issue after different research attempts were conducted to validate the credibility of issue, such as mass media research to explore different spectrums of the issue, interviewing light pollution expert from Planetarium Jakarta, doing a field study, and conducting surveys towards the project's intended users. Research towards background problem and possible solution is followed by research of design delivery strategies through literature studies, interviewing UI/UX design practitioners, doing comparative studies, and conducting surveys.

After data related to UI/UX design were accumulated, the next course of action is to strategize the method of delivering the design. The chosen design method to deliver the UI/UX design within this final project is Design Thinking by Stanford d. School. The design method is expressed in five phases, which are empathize, Define, Ideate, Prototype, and Test.

The empathize Phase is realized through conducting user interviews, and re-distributing questionnaires toward targeted users to understand users' point of view about the intended game design project. Challenge within this phase is to narrow

down and validate the choice of the project's targeted users. The found solution is to do additional research through literature and statistic study, as well as re-analyzing gathered survey data.

After the Empathize Phase, The Define Phase is conducted by clustering and summarizing survey data into simplified statements. The effort to define data as a group and individually was aided with brain storming sessions and the production of a mood board. The finalized product of the Define Phase are three user personas with corresponding empathy map. The main challenge within this Phase is to validate the urgency of the defined problems that must be answered through design solutions. Another point of challenge is to narrow down project goals and then to define the design project's scale. Challenges were managed by keeping on exploring problems through brain storming and creating mind maps.

The Ideate phase consisted of group sessions and individual sessions of generating design strategies. The ideas are expressed by determining key words, creating a mood board and reference boards, determining game design strategies, and exploring different possible UI/UX features for the final project's design. Challenge within this phase is to validate the chosen art style for the designed game which is pixel art. Validating attempt are made by doing literature study, comparing different art styles, and listing down the positive and negative attributes of each art style as well as determining which art style fits the creative direction of the project.

The Prototyping Phase were conducted by producing designs stemming from the Ideation Phase, the design deliverables within this phase are design sketches, wireframes, low fidelity prototype, design assets, layouts, and high

fidelity prototype. The main challenge of this phase is to iterate prototypes continuously to find the best-fitting visuals for the design's final product. To conserve time and effort, sketches were made before creating design assets and design layouts. At the end of the final project, the prototyping phase has a total of three major iteration cycle.

The Test Phase, which is the last Phase of the Design Thinking Cycle was actualized by conducting Alpha Test and Beta Test sessions. The tests are accompanied with feedback-gathering surveys. The main challenge within this phase is to sort user feedbacks that shows credibility and to sort user feedbacks which are possible to be realized within the new iterated design. As an attempt to aid with the sorting process, the feedback data are organized into spreadsheets to be analyzed.

5.2 Advice

As references to future projects, some advices to optimize designs within this final project are concluded. These advices listed down below show relevance for both specified UI/UX design and the general game design within this final project:

- a. There needs to be a strategy to conduct research so that resources are not wasted for naught. The proper documentation and filing of research data is also important for ease of access in the future.
- b. The scale of project should be narrowed down to its most basic to be delivered as design solutions. Field of studies researched within the project should also be narrowed down so that the design is more focused.

- c. The expected end product of the design should be communicated clearly and with as much detail as possible by both project designers and programmers. Limitations of design delivery should be stated before the production of the final product so that a solution can be generated in a proper way. Design iterations should also be communicated in detail.
- d. Stage design for a game should be researched properly for better plotting of obstacles, variation of challenges, and how the targeted users could navigate the stage without encountering errors.
- e. Focus of design should be determined whether to develop UI/UX for gameplay only or the overall game application delivery which includes menu features. It is advisable to list down parts of UI/UX that should be focused on.
- f. The test phase should be carefully controlled and the test answers closely inspected to make sure that the gathered quantitative data is not influenced by invalid answers (for example users submitting a homogenic feedback by blindly agreeing or disagreeing on every multiple choice question). As for alternative solution, other data gathering methods such as Forum Group Discussion or in-depth interview could be conducted