

CHAPTER III

RESEARCH AND DESIGN METHODOLOGY

3.1 Research Methodology

For this thesis project, the author will use a combination of both quantitative and qualitative methods. This method is generally called the hybrid method or the mixed method. In using the mixed method, the author will go through the motions of both quantitative research and also qualitative research.

3.1.1 Qualitative Method

The qualitative method relies on interpretation of the data resulted from the research. The data gathered using this method will not have any numerical value to it, but will result in a form of narrative information. Sugiyono (2015) mentions that this method of research is best used when searching for social phenomenon and human behavior.

Due to the nature of the information the author needed to acquire about beach safety, the majority of the information is gathered by utilizing the qualitative method. The author used several techniques of obtaining the information which include doing several interviews, on-field observation, and literature studies.

3.1.1.1 Interview with Beach Safety Experts

Due to the lack of published data in regards of drowning incidents on beaches that surround the Jakarta metropolitan area, the author decided to interview several experts about the topic. The questions will cover topics such as the main causes of drowning incidents, how visitors should prepare themselves before visiting the beach, and media that can potentially provide the necessary information for said visitors. Three of the interviews took place in Anyer-Carita beach while one took place online.

1) Interview with Loncar, Field Coordinator of Lagundi Beach, Anyer

An interview was conducted on Lagundi Beach, Anyer on the 23rd of September with Loncar, a lifeguard and field coordinator of the beach. The interview was not scheduled as it happened during the author's field research on the area. Loncar was situated on a lifeguard post and he agreed to do the interview.



Figure 3. 1 Interview with the Field Coordinator of Lagundi Beach

The objective of this interview is to get information on whether there has been drowning incident on Lagundi beach and also get insight on how to prevent such occurrences from happening. Throughout Loncar's time working at the beach, there has been no drowning incidents at all. The lifeguards that are situated there remain vigilant and ensure the safety of the visitors well. He did not provide any comments on how visitors should act during their visit to the beach to maximize their wellbeing, however he provided details on his duties as a field coordinator and the responsibilities a lifeguard holds to establish beach safety. This has contributed to the exceptionally low number of drowning cases at the crowded commercial beach.

2) Interview with Andi Lagundi, Head Marketing Officer of Lagundi Beach, Anyer

A marketing office is situated near the exit of Lagundi Beach and despite an impromptu visit, the people in the office were very welcoming. The head marketing officer agreed on doing an interview despite the spontaneous visit, and the interview was done in the marketing office.



Figure 3. 2 Interview with the Marketing Officer of Lagundi beach

Andi Lagundi is the head marketing officer of Lagundi Beach and is presumably the developer of said beach. He has been working on the beach since it got rebranded from Legong Berimak to Lagundi beach which is approximately four years ago. He mentioned that there was only one drowning incident throughout the years and the incident was caused by the victim's personal negligence. There was quite an emphasis on the apparent fact that this incident was not due to the lifeguard's oversight but the visitor's carelessness and violation of the rules. According to Andi Lagundi, visitors should have prior knowledge on beach safety and an understanding that nature is turbulent. He adds that beachgoers should also try not to fully depend on lifeguards and keep an eye out for themselves.

It is quite clear that from this interview that visitors are encouraged to learn and understand beach safety for their personal well-being. Lifeguards are there to aid them in the event of an emergency, however it all comes down to looking after themselves.

3) Interview with Jasmin, one of the Founders of the Lifeguard Association in Carita, member of the Indonesian Tourism Association, Banten division (HPI)

The author scheduled an interview with Jasmin, one of the founders of the lifeguard association at Carita on the 23rd of September at 5.00 p.m. WIB. The interview was conducted at Pandan Beach, a beach managed by Lippo. The goal of this interview is to gain a deeper understanding on the inner workings of beach development and how they prevent drowning incidents from happening.



Figure 3. 3 Interview with One of the Founders of the Lifeguard Association at Carita Beach

Throughout the expanse of Carita, which is approximately 1 kilometer, Jasmin mentions that there are multiple lifeguard posts situated even hundred meters or so. This provides enough attention to each area of the beach so that there are no

oversights. There are no drowning incidents throughout the past three years, though Jasmin explained that it's due to a lack of visitors during the pandemic.

The author then asked Jasmin about what he thinks is crucial for visitors of the beach to understand before visiting to ensure their safety. Wearing suitable clothing and abiding by the rules are what he thinks as the most important thing for visitors to remember when they visit. Jeans should not be worn when visitors plan on going for a swim as it could be deadly due to its weight when submerged in water. Visitors should also follow the rules, swim only at the predetermined areas, and listen to the lifeguards. All of those exist to protect the visitors from harm and it's best that they abide to it.

4) Interview with Agung Priambodo, Head of Operations, Badan Nasional Pencarian dan Pertolongan (BASARNAS)

An online interview with Agung Priambodo, the Head of Operations at BASARNAS Jakarta was schedule at Friday, September 29th at 10.00 a.m. WIB. With this interview, the author intends to get more data on drowning incidents and the causes of. With the scope of BASARNAS, the author will also try to attain information on beach safety protocols as a source of information for this project.

As the head of operations, Agung Priambodo handles emergencies regularly and he mentioned that there are many cases of drowning incidents on the southern coast of Jakarta, Pelabuhan Ratu. He stated that during every high season, notably during Eid holidays, there will always be visitors who got caught in rip currents and end up drowning at the beach. The cause of those incidents is also mostly due to the victim's negligence. He added that no matter the conditions, whether the seas are calm or turbulent, visitors who don't understand beach

safety can end up being a victim. To back that statement, he mentioned that there was a drowning incident at Ancol, a relatively safer beach with calmer currents and barely any waves.

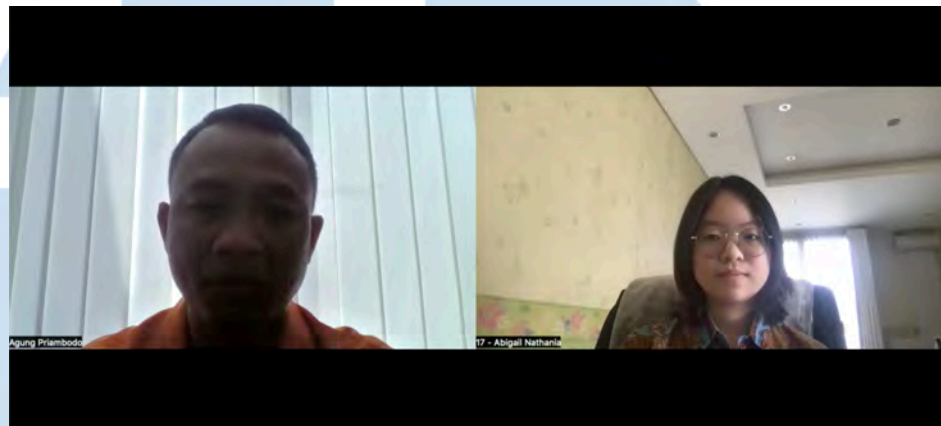


Figure 3. 4 Interview with the Head of Operations at BASARNAS

He stresses the importance of getting to know the characteristics and nature of the beach before a visit. Given enough understanding of the terrain, visitors can avoid any unwanted incidents. Some visitors are also careless at times and would stray too far from shore despite being unable to swim. This has also caused several drowning incidents to occur.

The beaches Agung observed implement indications on which parts of the sea are safe for recreational activities. These indications provide a warning where areas that are marked with a red flag has dangerous rip currents. Despite the obvious warning, many beachgoers tend to ignore the indicators and swim towards that area. Situated lifeguards occasionally warn visitors to move back to the area within the green flag, but they always end up inching back towards the hazardous area.

The lifeguards on the beaches where Agung works all have formal training and are taught how to handle emergencies. Despite the vigilance and experience of these lifeguards, visitors should avoid getting into trouble at the first place.

The author then asked Agung on what he thinks visitors of the beach should be aware as a preventive measure from potentially getting in harm's way. The first thing he said is that visitors should heed warning signs and follow the rules of the beach they are visiting. Visitors should also listen to lifeguards if they get a warning. He also suggested that visitors who can't swim should have buoys in case they end up drifting too far from the shore. Suitable swimwear is also necessary and jeans should be avoided. The weight of wet jeans can make swimming much harder and restrict movement which may lead to drowning. Agung also suggests that visitors check the weather before visiting a beach to make sure it is safe.

Agung mentions that having companions is essential and it helps to look after one another. Going for a swim alone at sea is dangerous, especially if there is no one to help during emergencies. Beaches without proper management generally don't have lifeguards, so it is best to avoid swimming at those beaches too.

Overall, he emphasizes the importance of personal safety and understanding the safety protocols. Swimming at the ocean exerts a lot of energy and we should never push ourselves too much. When seeing someone in need of help, it's wise to alert a lifeguard and not attempt a rescue alone. If it really is necessary, we should always bring a floating device to our own well-being and also as an aid for the person we are saving.

The majority of drowning victims, according to Agung, are under 30 years old. They're generally more impulsive and like to ignore the rules. He also mentioned that while there are both men and women drowning victims, men take up the majority of these cases.

Agung also notes the lack of informative media available regarding beach safety. He suggests that a media with all the necessary information regarding beach safety could help prevent more incidents from happening. Information about safety procedures should be prioritized in his opinion. With that information, the objective of this project meets the needs of this issue.

5) Interview with Dani Sudirman, Regional Coordinator and Lifeguard, Balawista Kabupaten Sukabumi

Aside from interviewing various beach safety experts, the author also interviewed Dani who is a lifeguard at Pelabuhan Ratu on October 14th, 2023. The interview was conducted on-site at Pelabuhan Ratu beach and was an impromptu interview. With this interview, the author hopes to gain insight on the situation at Pelabuhan Ratu and Dani's perspective as a lifeguard.



Figure 3. 5 Interview with the Regional Coordinator at Pelabuhan Ratu

Dani states that there are, in fact, a lot of drowning cases that happen at Pelabuhan Ratu. This is especially true during high seasons such as Eid holidays and New Year holidays. Despite that, he mentioned that there is a decrease in drowning

cases compared to a time before the lifeguard association was initiated. There are lifeguard posts on several areas on the beach and each post has two to three lifeguards on duty.

He mentioned that most of the drowning cases that happened at Pelabuhan Ratu happens due to the visitor's negligence and also ignorance. Lifeguards often give out warnings to visitors, however those warnings often get ignored. Usually, those visitors end up being the ones calling for help the moment the lifeguards had their backs turned. This is especially an issue when the victims are a distance away since it takes time for the lifeguards to reach them.

As visitors, he said that the best way to prevent drowning incidents from happening is to listen to lifeguards when they issue out warnings. For visitors who have visited Pelabuhan Ratu on multiple occasions, they should know better and coordinate well with lifeguards. Huge groups of people should also always be registered to prevent any incidents and so that lifeguards can keep an eye on them. He also mentioned that visitors who cannot swim should avoid being reckless and ignorant of beach safety procedures.

3.1.1.2 Interview with Pelabuhan Ratu Visitors

To further understand the target audience, the author went to Pelabuhan Ratu and conducted a few interviews with some of its visitors. The majority of visitors are families and groups of friends at the time of the author's visit. It was not crowded, but there was a considerable amount of people there. One of the limitations of this research is that the focus will be on young adults who are 18-25 years old, so the interview was conducted to visitors of that age range.

1) Interview with Giovanni (20 years old) and Gautama (22 years old)

During the interview, the author asked whether the two visitors know what beach safety is and both of them mentioned that they are aware, but they do not understand in detail. Their knowledge of beach safety is mostly from reading news articles about drowning cases. Gautama mentioned that sometimes there are pamphlets about prohibitions around the beach to prevent accidents from happening.



Figure 3. 6 Interview with Giovanni and Gautama

Giovanni and Gautama mentioned that they do not do research before going to the beach. They do not do research because their goal of visiting the beach is to enjoy a vacation and they rely on what they know to ensure their safety. Despite that, they said that there is still a lack of information available regarding beach safety procedures.

2) Interview with Maulina (18 years old) and Fajar (21 years old)

This second interview is a short one due to the reluctance of the interviewees. When asked whether or not they know beach safety, they said that they do not know much about it. The reason why they do not know is because they have not come across it. With that said, they agreed that there is a lack of information available regarding beach safety.



Figure 3. 7 Interview with Maulina and Fajar

3) Interview with Ayu (21 years old), Indra (21 years old), and Nurul (21 years old)

The author also managed to interview a group of friends at Pelabuhan Ratu though this group in particular asked not to take any pictures. The three of them do not really know beach safety other than needing to avoid areas with a red flag. The information they know of are mostly gathered from people around them, some are just warnings in passing when they visit the beach.

They mentioned that they don't do research before going to the beach because it does not really come across their minds

when they visit the beach. Indra mentioned that he only reads some news reports about drowning incidents when he's about to visit the beach. They do agree that there is a lack of information available regarding beach safety due to their ignorance on the matter. Nurul also added that there are barely any information about beach safety at Pelabuhan Ratu.

3.1.1.3 Observation

Aside from interviewing several sources, the author also did field research on some of the most popular beaches that citizens of the Jakarta metropolitan area like to visit along with Pelabuhan Ratu as the main subject for this project. The author observed the availability of signages, information on beach safety, whether there are lifeguards and where they are situated, and also if there are indications on which areas are safe to swim at. The reason for observing not only Pelabuhan Ratu is so that the author can compare the accessibility of beach safety information between the different beaches.

1) Tanjung Tum, Anyer

Tanjung Tum is not a sandy beach and was the least crowded of all the beaches the author visited. There are floating devices for rent, but there are no signages at all. There are no accessible source of information on beach safety and there were no lifeguards at all.



Figure 3. 8 Tanjung Tum Beach

2) Mercusuar Anyer

At the lighthouse, there are some signages and the beaches there are generally not meant for swimming. Despite the warning sign telling visitors to not swim at the beach by the lighthouse, there are still several people who went for a swim. There are no lifeguards on sight and the place doesn't have that much visitors.



Figure 3. 9 Mercusuar Anyer

3) Pasir Putih, Anyer

Pasir Putih is one of the more crowded beaches at Anyer. Despite the crowd, the beach is developed by locals so there are no lifeguards available. There are no signages and no visible warning. There are buoys situated in the ocean to ensure that visitors don't swim any further than that, but that was the only indicator there was. The author questioned one of the locals there and he mentioned that there had never been any drowning cases in that beach. There was one incident where someone almost drowned, but the person was saved in time.



Figure 3. 10 Pasir Putih Beach

4) Lagundi Beach, Anyer

Lagundi beach was the most crowded beach out of all the beaches the author visited at Anyer. It is developed and managed by the state and there were lifeguards on the beach. There were three lifeguard posts in total and there's also an operational office beside the marketing office. There are still no signages on sight and there has only been one drowning case in the past four years, one that happened to be caused by the victim's personal negligence.



Figure 3. 11 Lagundi Beach

5) Carita Beach

Similar to Lagundi Beach, Carita is also a commercialized beach and it is developed by Lippo. There are some signages and also there are lifeguards. There is lifeguard post every hundred meters or so and the lifeguard posts seem to have a complete set of rescuing devices like lifebuoys, a megaphone, and warning flags.



Figure 3. 12 Carita Beach

6) Ancol Beach, Jakarta

One of the most commercialized beaches in Jakarta and it is developed by Ancol, a private company. Due to its nature of being a heavily commercialized area, there are a large number of lifeguard posts situated across the beach. There are also signages on some of the beach rules, however these signages only provide basic instructions.



Figure 3. 13 Ancol Beach

7) Pelabuhan Ratu, Regency of Sukabumi

Pelabuhan Ratu is the main subject of this project and it is one of the most popular beaches for people from the Jakarta metropolitan area to visit. Despite its popularity, it remains as one of the few beaches that has a lot of drowning incidents due to the strong waves and currents. In relation to that, there are great preventative measures to help avoid drowning cases at Pelabuhan Ratu.



Figure 3. 14 Pelabuhan Ratu

There are a lot of lifeguards on duty and also lifeguard posts. In total, there are 26 lifeguard posts that are stationed throughout the expanse of the beach and each post houses 2-3 lifeguards each. It is said that each post also has 2 rescue boards and 8 rescue tubes to aid with rescues, so it's proven that they are well equipped. There are even signages regarding beach safety scattered near the entrance and by the lifeguard posts, however interviews with visitors shows that these signages are easy to miss. None of the visitors interviewed mentioned seeing a signage at the beach.

3.1.1.4 Literature Review

To create an informative media on beach safety, the author will do a comparative study on some existing medias regarding beach safety. The author will use the informative booklets issued by

the Surf Life Saving of New South Wales and also the Royal National Lifeboat Institution from the United Kingdom.

1) Surf Life Saving of New South Wales

Surf Life Saving is a non-profit organization that is run by volunteers who focuses on providing lifeguard services. The organization’s mission is to save lives and are working towards their goal of reducing the coastal drowning rates by 2025. The movement first started in Australia at 1907 but has since expanded to other countries such as the United Kingdom, Ireland, New Zealand, and South Africa.



Figure 3. 15 Surf Life Saving Factsheet

Source: <https://beachsafetyhub.org.au/wp-content/uploads/2021/08/Beach-Ocean-Safety-Factsheet-Indonesian.pdf>

Surf Life Saving has a pamphlet or factsheet available for access at the Australian beach safety hub website. It provides instructions on how to stay safe on beaches along with several warnings on what not to do at the beach. The factsheet is also translated to several languages, including Bahasa Indonesia.

The design of the factsheet is very straightforward and it shows all the necessary information in a very compact manner.

The colors are bright and it has great readability. The factsheet shows the title for each safety warning with a bigger font and adds information with a smaller font beneath it. The additional information is all written in points, so it does not get too convoluted. For every point of information, an illustration is added to help viewers with visualization.

2) Royal National Lifeboat Institution

The Royal National Lifeboat Institution (RNLI) is a charity non-governmental organization (NGO) from the United Kingdom that works to save lives at sea. The organization is run by unpaid volunteers but the organization enjoys royal patronage since its foundation. The organization places substantial efforts into training and education, especially towards young people about sea and beach safety.



Figure 3. 16 RNLI Beach Safety Booklet

Source: <https://www.surfparadise.co.uk/global/pdf/beach-safety.pdf>

The RNLI published a booklet online that covers all the safety protocols for beach visitors, particularly for children. It is designed with bright colors and the booklet utilizes a lot of pictures to aid the information. Since the booklet is targeted

towards children, there also several activities in it such as a crossword puzzle, a quiz, and several safe beach games to enjoy.

The booklet provides information on all the dangers of the ocean and how to tackle emergencies. It also shows the different signs you get to see on the beach and what each of them mean. The booklet also adds several real-life cases to provide a dose of reality that accidents do happen and that it's important to understand how to avoid such situations.

3.1.1.5 Conclusion

To summarize all the information gathered from the series of interviews and observations that the author carried out, there are a few key points to take note of.

1) The most important aspect of beach safety is to have a personal understanding

Based on the interviews that the author carried out, every interviewee emphasizes the importance of getting familiar with beach safety procedures. Drowning cases that has happened are all caused by the victim's ignorance of beach safety and inattentiveness towards a lifeguard's warnings. Despite the existence of lifeguards, their job is to assist those who are in danger, not to babysit visitors. To understand one's personal limitations and also the nature of the beach can prevent an accident from ever occurring on the beach.

2) There is a lack of comprehensive informative medias regarding beach safety currently available in Indonesia

Based on the author's research and observation, there is a severe lack on comprehensive informative medias regarding beach safety. While there are some signages on several of the beaches the author visited, there are no existing media that explains the meaning of those signs in detail and what may occur

in event a visitor chooses to ignore those signs. There is some information regarding the different dangers of the ocean on different websites, however there are none that provides an integrated source of information. Currently, the only existing medias regarding beach safety are booklets issued by foreign countries, none by local organizations. Agung of BASARNAS also mentioned that he noticed that there is a lack of source of information. He greatly encourages the creation of one to help increase beach safety awareness.

3.1.2 Quantitative Method

Prof. Dr. Sugiyono defined the quantitative method as a scientific research method in his book (2015). The quantitative method is said to fulfill scientific principles in which the data that are gathered through this method are considered concrete, objective, measurable, rational and systematic. The data obtained by using the quantitative method are numerical and should be analyzed with statistics.

For this project, the author will utilize questionnaires to get data regarding the target of research's knowledge on beach safety. Based on sample calculations using the Slovin formula $n = \frac{N}{1 + Ne^2}$ with a margin of error of 10% and a population in accordance with the research target, the author obtained an accumulated result from 100 respondents. The author applies a random sampling method by distributing questionnaires to social media and online chat groups. The respondents are limited to residents of the Jakarta metropolitan area of ages 18-30 years old.

U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A

Apakah kamu mengetahui apa saja yang harus dilakukan untuk menjaga keselamatan diri kamu di pantai?

100 responses



Figure 3. 17 Results of the Question Regarding Beach Safety Knowledge

According to the data acquired from the questionnaire, while 43% of the respondents are familiar with beach safety, 40% of the respondents claim that they have only heard of it in passing and the remaining 17% claims that they are not familiar with it at all. This provides insight that a majority of the respondents are still unaware of how to keep themselves safe on the beach and of beach safety procedures.

Apakah kamu melakukan riset mengenai cara menjaga keselamatan di pantai sebelum kamu pergi mengunjungi pantai?

100 responses

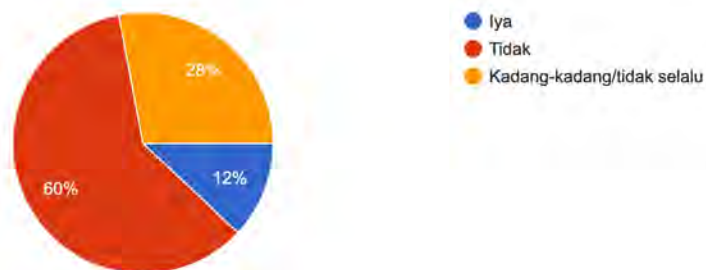


Figure 3. 18 Results of the Question Regarding Beach Safety Research

In comparison to the previous question, despite a lack of awareness and knowledge regarding beach safety, the majority of the respondents do not do research regarding beach safety before visiting a beach. With 60% of the respondents claiming that they do not research beach safety procedures and 28% who occasionally do so, only the remaining 12% do research.

Visitors are encouraged to do prior research regarding beach safety as stated by the people the author interviewed. Knowing how to act in the event of an emergency can make or break one's survival. A lack of understanding on the characteristics of the beach one is visiting can also lead to unexpected incidents due to a lack of knowledge regarding the terrain. This endangers the visitor's wellbeing.

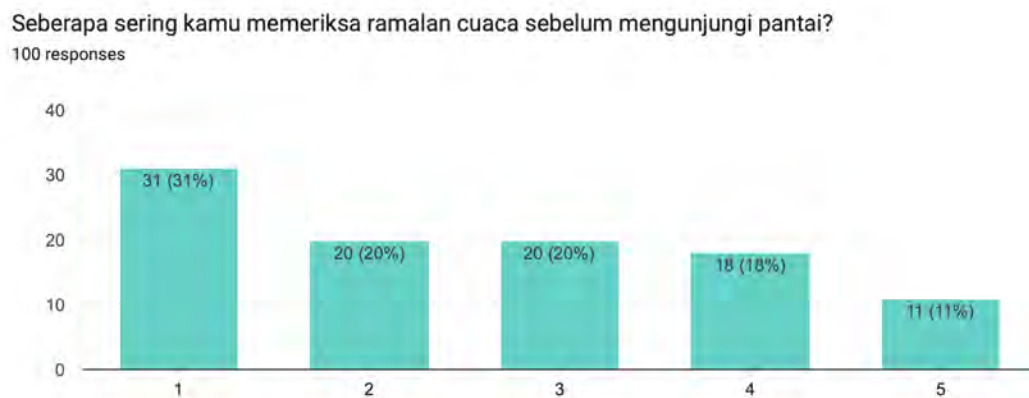


Figure 3. 19 Results of the Question Regarding Weather Forecast

As stated by the American Red Cross and also Agung as the Head of Operations at BASARNAS, it is very crucial to check the weather forecast before going to the beach. This ensures that the beach is safe to visit and that the waters are not dangerous. Despite the importance of checking the weather forecast, the majority of respondents (31%) does not check it before visiting the beach. 20% of the respondents claim to rarely check the weather forecast and another 20% only does it occasionally. Only 18% of the respondents claim to often check the forecast and 11% claims to always check. This shows that predominantly, visitors have yet to understand the importance of checking the weather before going to the beach.



Figure 3. 20 Results of the Question Regarding Lifeguards

Lifeguards are stationed on commercial beaches to help prevent accidents from occurring by giving out warnings and also aid visitors in case of an emergency. If an emergency does happen, visitors should be able to locate lifeguards immediately to notify them. However, despite the significance of knowing where a lifeguard is, the majority of respondents seem to lack the urge of knowing that information. Only 3% of the respondents claim to always check where the lifeguards are stationed and 9% who claim to often check. 38% of the respondents claim to rarely check where the lifeguards are situated while 21% only occasionally and 29% claim to not check at all.

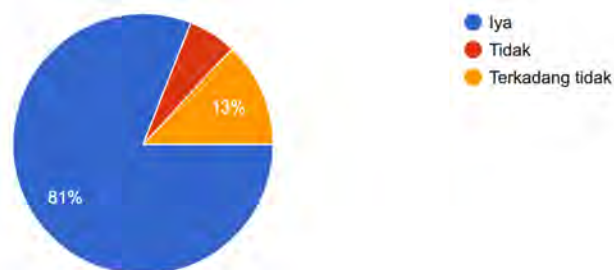
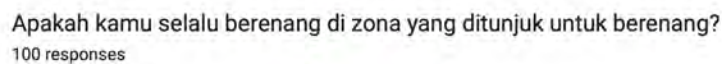


Figure 3. 21 Results of the Question Regarding Swim Zones

According to the data acquired from the question regarding swim zones, 81% understood the importance of swimming within the designated zones. Nevertheless, there are still some respondents who might occasionally swim off the safe swimming zones with 13% occasionally swimming off the area and 6% who often does so. Swim zones are placed to ensure the safety of visitors since there are a lot of factors that may make a certain area more dangerous than others such as rip currents and strong waves that can drag people offshore.



Figure 3. 22 Results of the Question Regarding Alcohol Consumption

Alcohol can inhibit a person's ability to think rationally and at a place with considerable dangers such as the beach, it's essential to be able to make the right decisions when the situation calls for it. The majority of respondents (77%) have never consumed alcohol at the beach while the remaining 23% have.

Apakah kamu pernah berenang sendirian di sebuah pantai?

100 responses

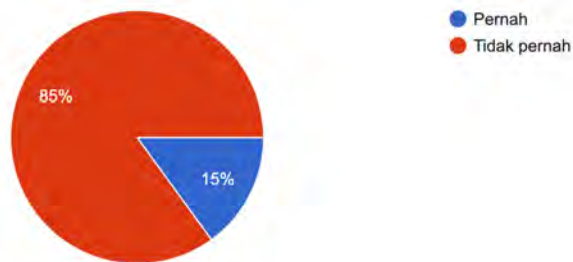


Figure 3. 23 Results of the Question Regarding Alcohol Consumption

The author also included a question whether the respondents have ever swum in the ocean alone. A total of 85% of the respondents have never gone swimming alone while the remaining 15% has. Swimming alone is dangerous because as mentioned by Agung of BASARNAS, swimming with peers can prevent life endangering incidents from occurring.

Apa yang akan kamu lakukan apabila terbawa arus kuat?

100 responses

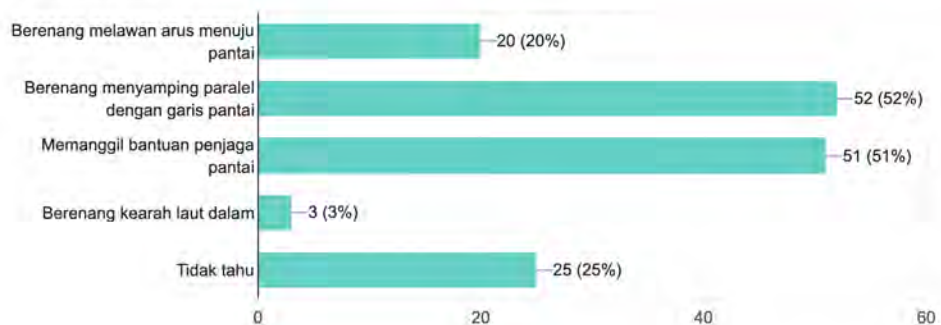


Figure 3. 24 Results of the Question Regarding Rip Currents

Interestingly, when questioned on what to do in case the respondents ever get caught in a rip current, the majority knows that swimming horizontally across the shoreline and calling out for help is the best method with 52% and 51% answering so respectively. A considerable number of respondents (25%) do not know what to do and 20% chose to swim against

the currents which is not recommended. Despite knowing what to do, people may not act the way they should when they panic.



Figure 3. 25 Results of the Question Regarding Helping Someone from a Rip Current

The last question is about what action to take when the respondents see someone get caught in a rip current. 63% of the respondents answered that they will call for help from a lifeguard and 29% will call out for other people around them to help. The other 4% chose to save the victim themselves while the last 4% doesn't know what to do.

The answers from the questionnaire shows that despite having knowledge on how to act during emergencies, there are still a lack of preventative actions taken. The majority of the respondents have yet to check weather forecasts, check the location of lifeguards, and do research on beach safety. The best way to ensure an incident does not happen at the first place is to take preventative measures.

3.2 Design Methodology

For the creation of an informative media regarding beach safety for young adults, the author will use the five steps of design by the Robin Landa (2018) from her book *Graphic Design Solutions*. The five steps to the process are Orientation, Analysis, Conception, Design, and Implementation. The design methodology is quite universal and can be implemented to the author's project, so the author decided that this design method should be used for the design process.

1) **Orientation**

The first step of the process is to understand the issues at hand. At this stage, designers should gather materials and references as a form of research of the topic. Designers should work towards understanding the intended target audience. In this process, the author will do research, interviews, spread questionnaires, and observe the location along with the target audience.

2) **Analysis**

During the analysis process, the designer should take everything they got from the previous process and consider which action is best taken. Define which course of action is best for the solution and which perspectives to focus on. Some things to consider and the needs of the target and create a statement that best describes the whole situation. The end result of an analysis should be a design brief which will act as a guide for the next steps.

3) **Conception**

The conception process is where the author takes what has been defined in the previous step to the next level. With a clear goal in mind, this is where designers begin to collect reference materials and think of ways to put down the solution that has been decided on to a physical design. In this process, designers can make mood boards, mind maps, and even sketches to slowly turn the idea to a tangible design.

4) **Design**

Design is the step where designers start to create. Designers should create the product with the intention of solving the issue they are trying to tackle in a visual manner. There are three steps that Landa mentions to be a part of this step, though it should be kept in mind that these are none linear. Those steps are thumbnail sketches, roughs, and comprehensives.

5) **Implementation**

Implementation is the step where the designers take their designs and make them into an actual product. Designers will implement their designs on various medias that were previously decided on. With this step, the design will no longer be a concept but a tangible product.

