

CHAPTER V

CLOSING

5.1 Conclusion

According to the data collected by the author, it can be concluded that the majority of the target audience possess a general awareness of allergies and their potential impact on their children's health. However, the more significant issue lies in the fact that most parents are not fully informed about the detailed and often overlooked aspects of allergies, such as the symptoms, triggers, management strategies, and long-term implications in the health of their child. When they try to seek further information, many parents turn to social media or various search engines, and encounter difficulties due to the fragmented and inconsistent resources available for them. Some sources provide information that is either too technical or specialized, making it difficult for individuals without a medical background to comprehend, or overly simplified and lacking in details, leaving parents in confusion or, in worse case scenarios, major misconceptions. Frustrated by these challenges, many parents eventually resort to social media platforms as an alternative means of obtaining advice, often attempting to consult healthcare professionals informally or seeking peer support through online communities. This reliance on social media underscores a gap in accessible, trustworthy, and comprehensible allergy-related information tailored specifically for concerned parents.

After conducting research, the target audience is further narrowed to new parents around the age of 21-35, living in Jabodetabek area, with SES A-B. By considering the target, the design is made in accordance with the big idea: Untangling Misconceptions and Give Clarity to prevent unneeded anxiety, using the tone of voice Trustworthy, Calming, and Considerate. Therefore, the website design uses colors that match the tone of voice, namely black, blue, yellow, pink and red. As well as the selection of typography and interface elements are made with rounded edges to create a calm and friendly impression to the target audience.

The information provided on the Shield Allergy website includes general understanding of allergies, types of allergies to symptoms and medication, common misconceptions, first aid approach, while also including various services, such as advice forums, allergy trackers, symptom checkers, and articles and journal page for further information.

The author conducted both alpha test and beta test to obtain feedback from the design target. The alpha test was conducted at Universitas Multimedia Nusantara with a total of 44 respondents received. From the results of the alpha test, the website received positive feedback. However, there was input regarding the layout, mainly about the font sizing and white space, and further revisions were made. In the beta test conducted through a questionnaire spread to the target audience, a total of 26 respondents were obtained. The results obtained from the beta test reported that the website received mostly positive results, with further suggestions about the illustrations and usability.

During further analysis, however, it is analysed that the consistency of the visual assets was lacking when comparing it to the Big Idea of the design, specifically in the shield and some of the illustrated assets of the parents.

5.2 Advice

In the process of designing the final assignment, here are some suggestions that the author can provide after going through the Final Project which may be considered by prospective readers who are designing with a similar theme, or media that is similar to the design that the author did, as well as suggestions from the lecturers and examiners:

1. University
 - a. The author suggests that readers expand their awareness and scope of reference studies when seeking information, in this case specifically about allergies and the effects it has on children.
 - b. The author suggests that readers to spread more about the knowledge and information about the topic at hand, in this case early onset

allergies, and to check the copywriting to be more appropriate to the target audience.

- c. The author suggests to ensure layout of the website to be compatible in different devices, as well as to make sure that the amount of white space to be appropriate with the design at hand.
- d. The author suggests creating more secondary media to help with spreading awareness for the topic at hand if necessary.
- e. The author suggests conducting thorough in-depth research and problem studies to obtain stronger data results.
- f. The author suggests using more interactive features to encourage user participation and increases interaction between the website and the user.

2. Lecturers/ Professors

- a. For future researchers, the author recommends ensuring that all related visual assets, such as illustrations and icons, are to be made with the general Big Idea in mind.
- b. For future researchers, the author recommends to make sure that all relevant research are the latest versions to ensure that the information gathered is accurate and up to date.
- c. For future researchers, the author recommends researching the geographical limitation and socioeconomic background of the audience and prioritizing those who are more likely to be affected by the topic and in need of information based on the resources available to them.
- d. For future researchers, the author recommends to use the ratios of visual icons to be used and represented according to percentages of certain types of allergies. For example, using dust icons more often compared to bug icons, as dust allergies are more prominent in Indonesia rather than bug allergies.