



Design Document
by Raquel Felicia

DESIGN DOCUMENT

Designing Website Of Indonesian Beauty PAGEANTS

Raquel Felicia (00000055299)



OVERVIEW



INTRODUCTION

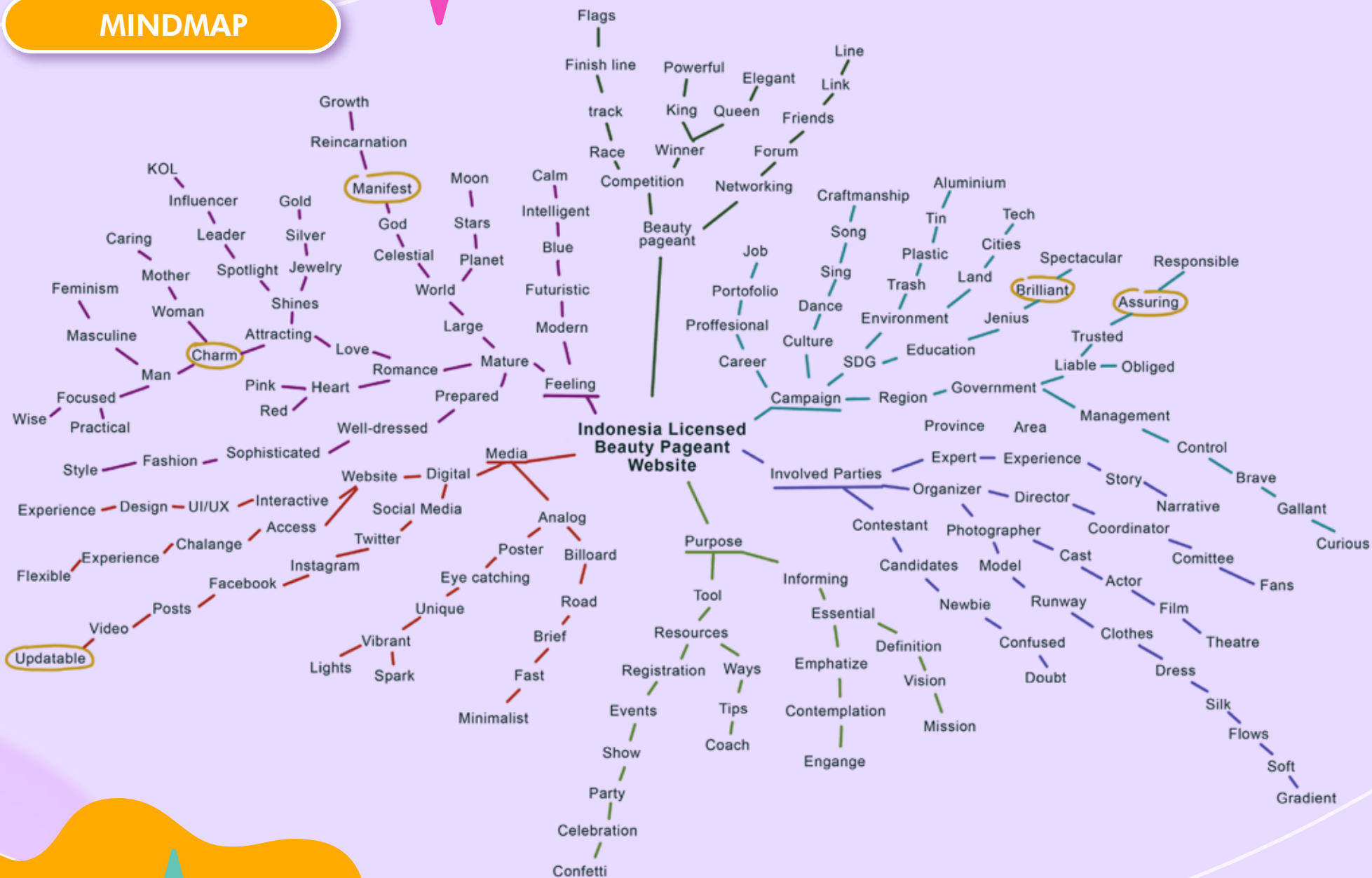
Indonesian Crown is an informational website dedicated to Indonesian beauty pageants. This website has information, including definitions, types, and tips to support your preparation for competing in pageants. This site was created to address the lack of awareness about beauty pageants in Indonesia and to offer newcomers a streamlined path to success, saving both time and money.

TARGET AUDIENCE

- Young adult aged 18-25 year-old
- SES B (income up to 3 million rupiah)
- Urban citizen
- High School educated
- Indonesia
- Curious, compassion, and dedicated.



MINDMAP

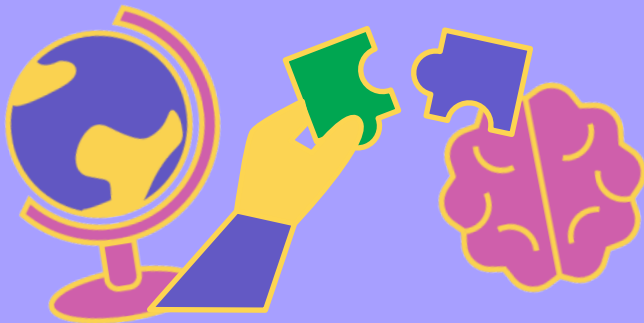


BIG IDEA

Key Word

Bloom, Assuring, Brilliant

Helping to show the positive potential of hard skills and soft skills , giving the most concise and updated information, as well as bringing the radiance.



Big Idea

Manifest the Charm

In the journey to begin a beauty pageant career, young generation indulged to dedicate in an exhilarating sense of brightness that captivates.




USER PERSONA



BELINDA VANIA

College student who aspired to become a KOL or influencer.

 Bandung, Indonesia

 20 years old

"I want to win in my region but I need many data of pageants that is fit for me."

PERSONAL CHARACTERISTICS

- Ambitious and Determined
- Social and Outgoing
- Curious and Open-Minded

INFORMATION SOURCE

- Instagram
- TikTok
- YouTube

GOALS

- Gain Information
- Self-Development
- Networking Opportunities
- Exposure

CHALLENGES

- Lack of Resources
- Nervousness and Self-Doubt
- Cost Concerns

NEEDS

- Application Guides and Tips
- Inspirational Stories
- Resource Hub
- Event Calendar
- Community Forum or Chat Feature
- Mentorship Opportunities

HOBBIES AND INTERESTS

- Attends beauty events
- Watch entertainment news
- Posting outfits
- Looking for at make up and fashion trends


USER PERSONA



RIZKY PRATAMA

Public relations graduate and talent or model who aspired to widen his world by networking.

 Surabaya, Indonesia

 23 years old

"I need to make sure that 'this' pageant is a right place to shine and find the right colleagues"

PERSONAL CHARACTERISTICS

- Adventurous and Open-Minded
- Sociable and Outgoing
- Optimistic and Positive
- Expressive and Creative

INFORMATION SOURCE

- Instagram
- TikTok
- YouTube

GOALS

- Personal Fulfillment
- Boost Confidence
- Social Experience
- Unique Opportunity

CHALLENGES

- Nervousness
- Unfamiliarity with Pageantry
- Balance with Personal Life

NEEDS

- Guidance and Mentorship
- Confidence-Building Resources
- Budget-Friendly Options
- Community and Support
- Stage Preparation Tips

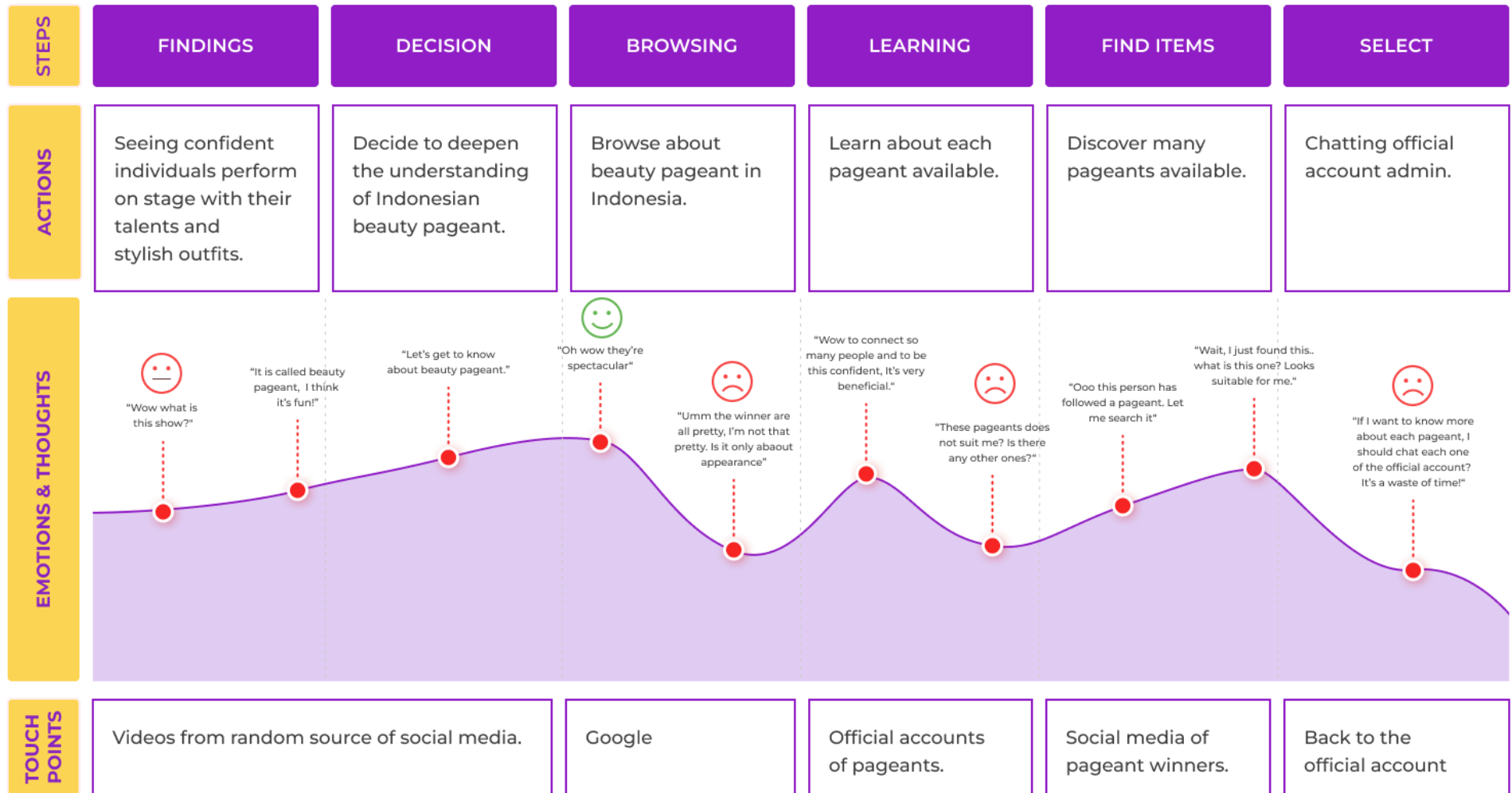
HOBBIES AND INTERESTS

- Fashion and Styling
- Performing Arts
- Fitness and Wellness
- Social Events and Networking
- Traveling and Exploring

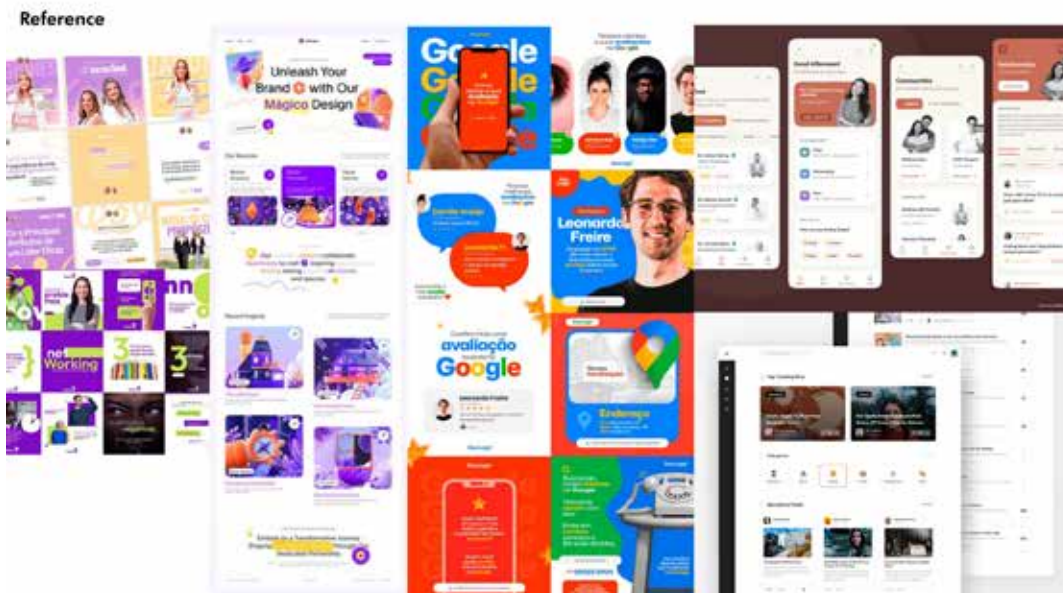
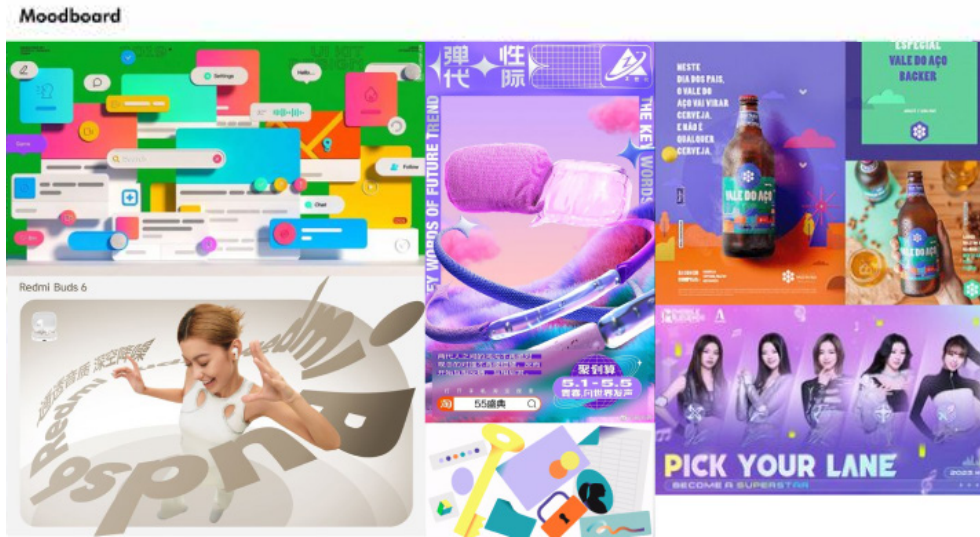
USER JOURNEY

Journey Map Belinda

Learning Indonesian Beauty Pageant



MOODBOARD



The mood board chosen are young dynamic layouts and colors that indicates the keyword and big idea. Most of the objects searched has rounded elements to enhance the youthful and soft manifesting experience.

The reference includes abstract elements such as stars, bubbles, and lines, along with designs that incorporate overlapping typography and images.

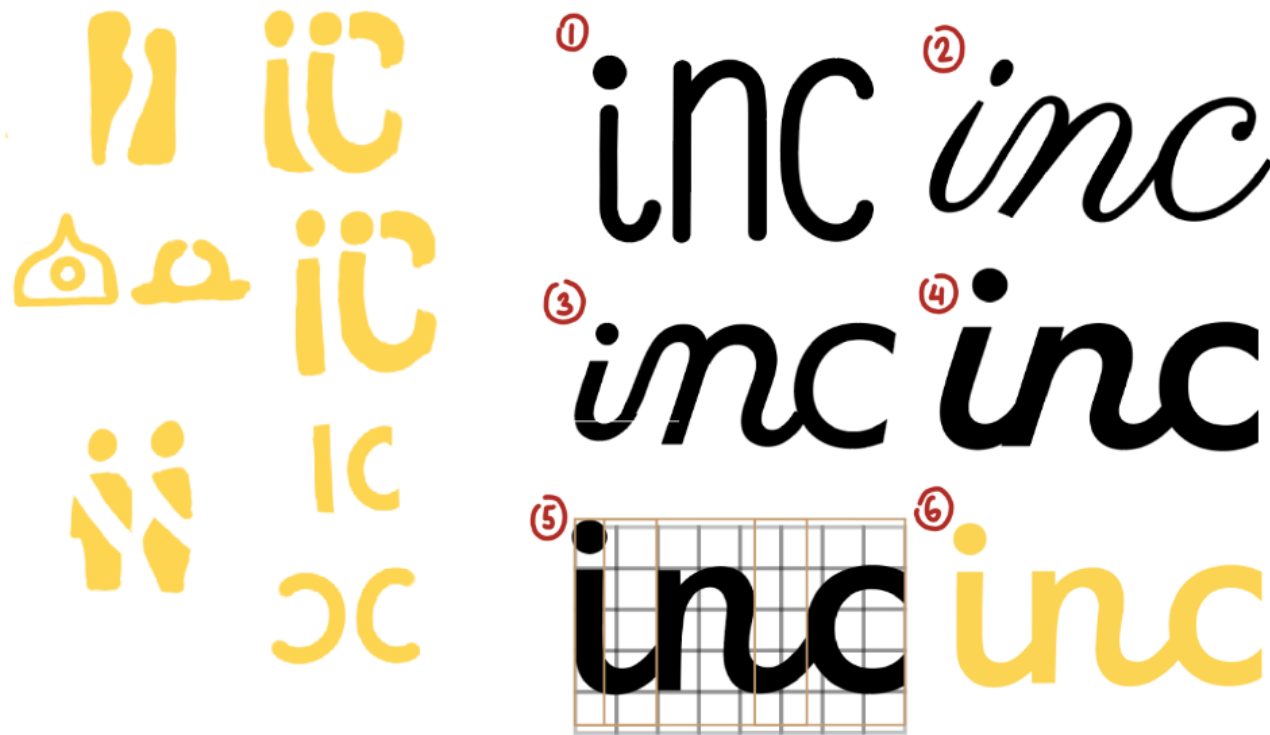
A prominent feature in this reference is the use of rounded shapes for borders.

STYLESCAPE



The stylescape includes important elements like typeface, color palette, patterns, target audience, and illustrations. The color picked are pop styles of purple, yellow, blue, and green. Purple as the main color was picked to enhance the sense of beauty pageant which is elegant. The chosen font is from the Futura BT family, a sans-serif typeface known for its minimalist design and clean, single-line characters. It gives both elegance and a youthful vibe.

BRAND IDENTITY



The author created an identity to make it easier for users to find the platform. The chosen name is "Indonesian Crown," where "Crown" represents the iconic attribute of pageant winners, and "Indonesian" reflects the regional focus of the contests. From the name, several logo type was experimented.

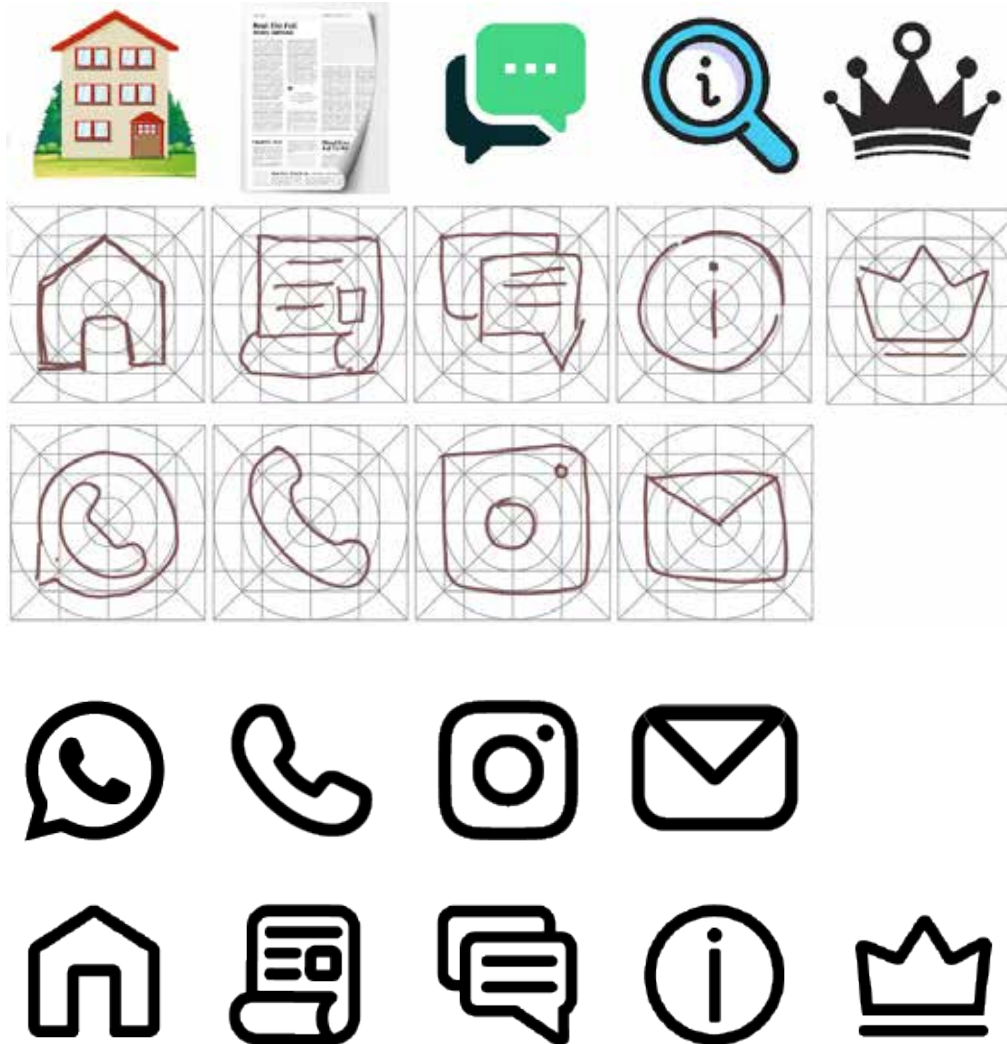
inc indonesian
crown

inc indonesian
crown

The primary color chosen is purple, complemented by a yellow variant of the logo for use on dark backgrounds.



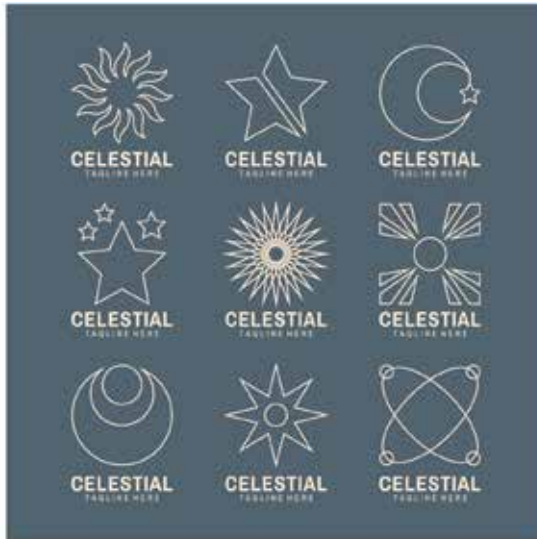
ICON



The icon was made in Adobe Illustrator using a grid template by designer YOGESH, combining rectangle, rounded rectangle, and ellipse tools. It has rounded edges and bold 1.5-pixel lines in a 55 x 55-pixel size for better readability.



ILLUS BACKGROUND



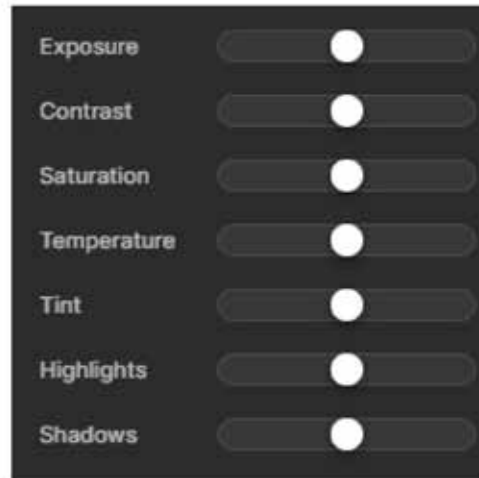
The illustrations for the background of each page title, such as flowers, clouds, stars, light, and crowns, along with smaller elements like tiny stars, wind-like lines, and crowns, were designed based on celestial objects associated with manifestation. Flowers represent growth and elegance, while stars and light signify dreams and achievements. The blur circle represent the aura of participants. Meanwhile, the crown serves as a timeless symbol of victory and leadership, emphasizing the honor and responsibility carried by pageant winners. Together, these designs create a harmonious visual theme that resonates with the inspirational essence of beauty pageants. These icons were designed in Adobe Illustrator using artboards, the pen tool, shapes, and Pathfinder.

ILLUS DECORATION

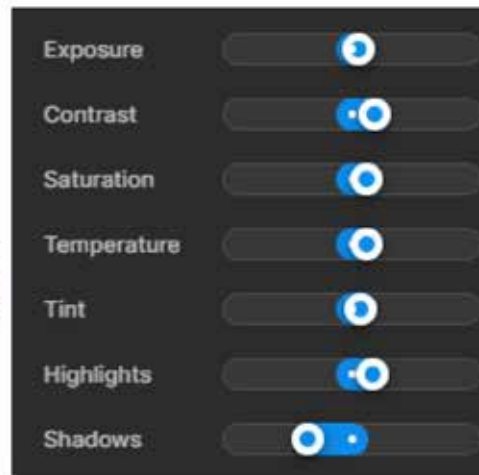


These illustrations follow a cartoonish and colorful style. The illustrations are made in Adobe Illustrator using the pencil and pen tools, with sizes ranging from approximately 100 to 200 pixels in length. Different than background elements, the illustration as a picture representation is treated with yellow line arts. The color chosen is to bring the glow in brilliant and charm as well as the light from manifestation. Other purpose of using this color as an outline is to bring the legibility from the colorful background.

PHOTOGRAPHY



The photos were sourced from the official accounts of pageants and winners, as well as self- documented images. All photos were cropped to remove their backgrounds.



Some photos that met the criteria required no alterations, while others needed different treatments to align with the desired style.

BUTTON

Navigation tab
78 px x 470 px



Unclicked category
button



Hovered category
button



Clicked category
button



224 px x 88 px
font: 24 point

CTA button

150 px x 35 px
font: 20 point

MR. & MS. PRESIDENT
UNIVERSITY

CTA button

150 px x 35 px
font: 20 point

Learn More

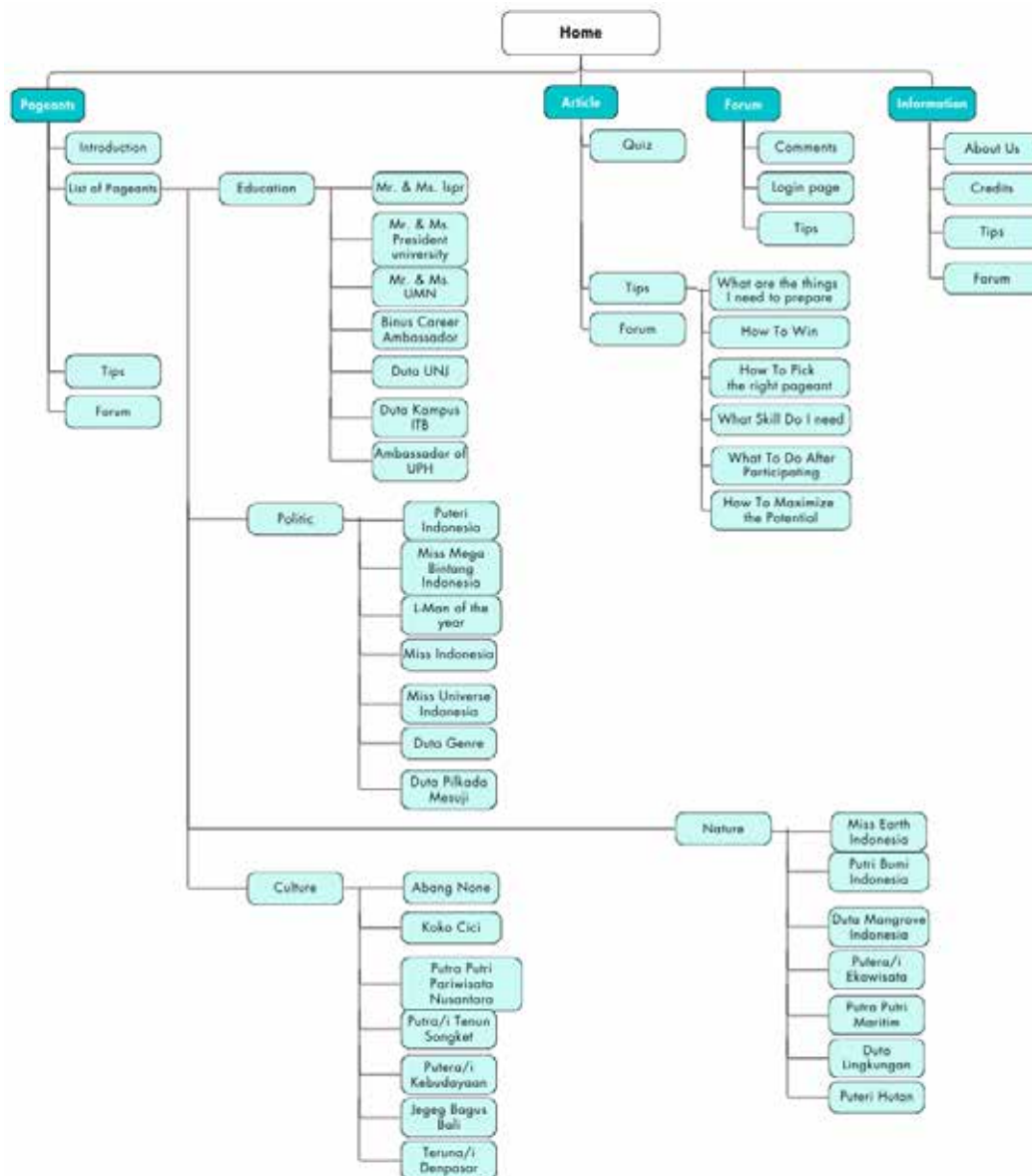
Title button

200 px x 35 px
font: 16 point

BINUS CAREER AMB.

The buttons were designed with rounded edges for a cohesive look. The titles and call-to-action (CTA) buttons are differentiated by font style which is that the title buttons use full capitalization, while CTA buttons only capitalize the first letter.

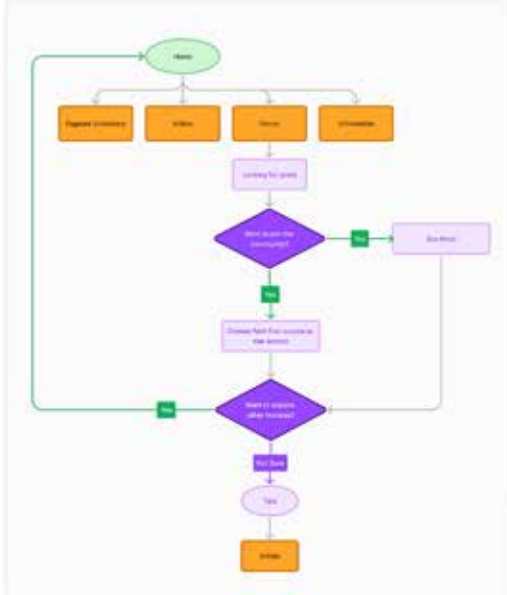
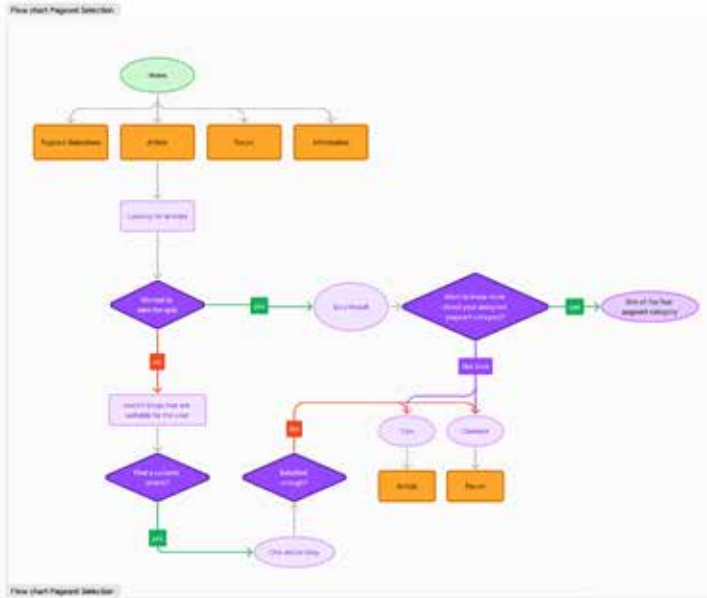
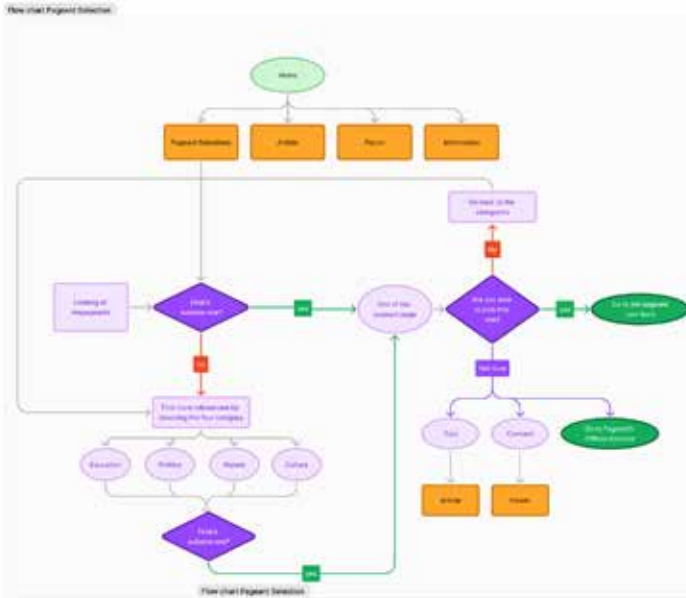
ARCHITECT INFO



This website will consist of five main pages which are home, pageant selections, articles, forum, and information about the website. Each of the main pages will have a similar footer section with three topics including articles or tips, forum, and website information.

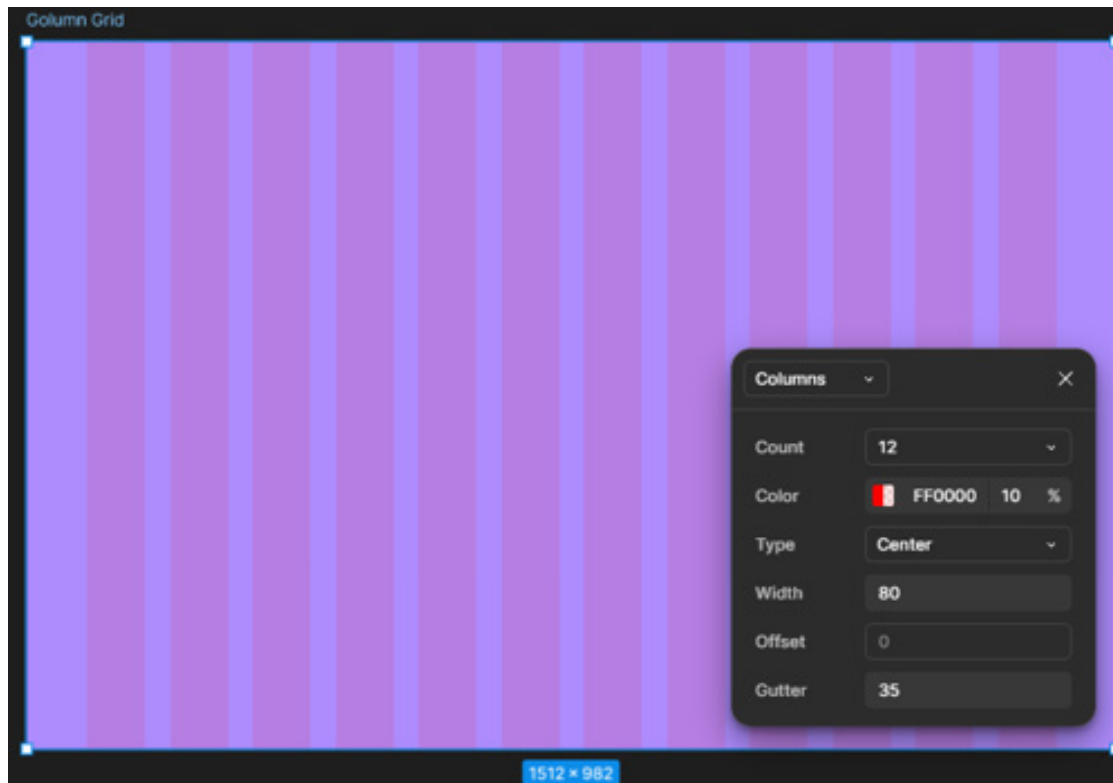


FLOW CHART



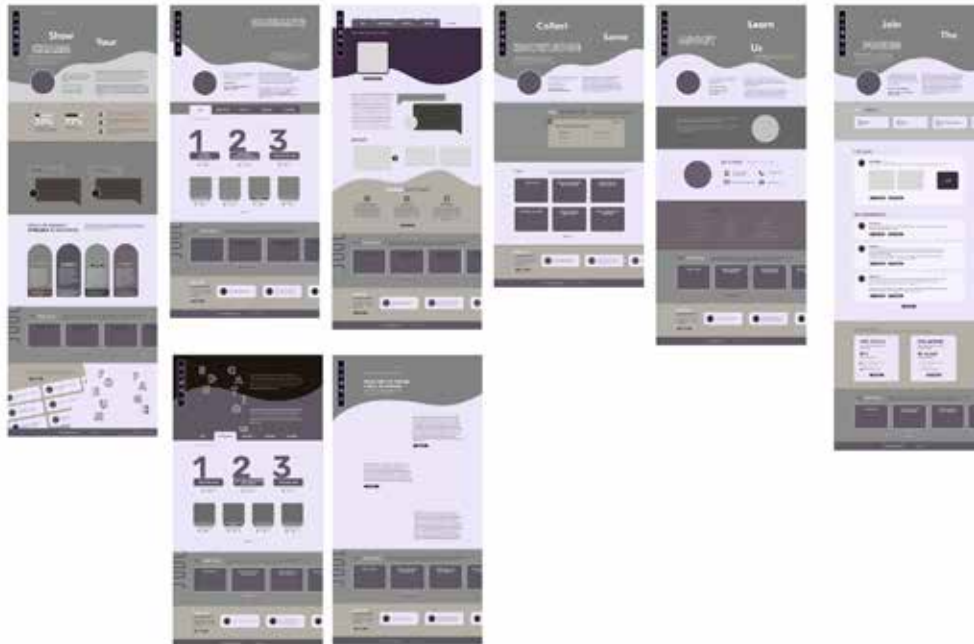
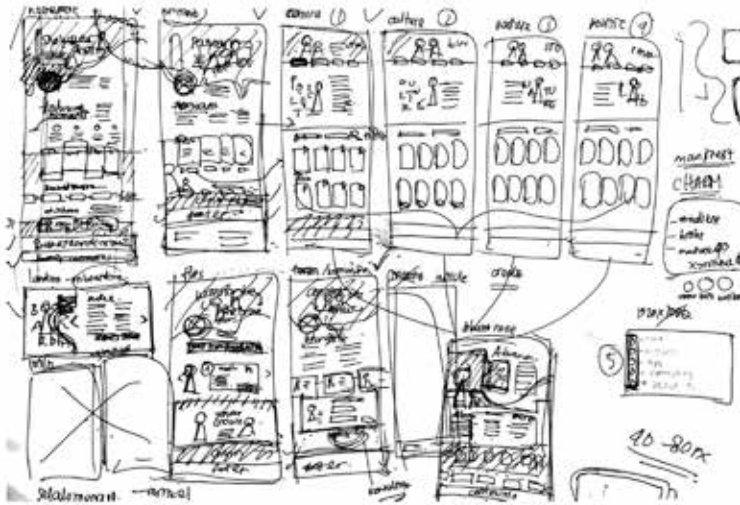
In the flowchart, the author shows the steps a user takes to use each page, creating a loop that makes the website useful for a long time. The author splits the flowchart into four different charts, each for a main page, except the homepage. This flowchart was made using FigJam.

GRID



The frame is using the size of macbook 14 which is 1512 x 982 pixel. The type of grid that is chosen is column grid with 12 count, 35 pixel of gutter and 80 pixel of width. This type preserve well flexibility and consistency for websites (Gordon, 2022).

WIREFRAME



As the main focus of this research, the website is designed with a layout that provides clear and easy-to-access information. It aims to be a complete platform for Indonesian beauty pageants, showing their cultural importance while being simple and user-friendly. Overall of the design flows and enhancing the charm from shapes and elements picked.

HOMEPAGE



The author design the layout of the page using a modular grid with a fixed size of 1512 x 4360 pixels. Created in Figma, the tools used for this page include the pen tool and shapes. With an aesthetically pleasing layout, it features striking visuals of past pageant winners, a clean navigation menu, and a prominent call-to-action that invites users to explore competitions, apply as contestants, or engage with community events. Key elements, such as bold typography and dynamic imagery, highlight the prestige and glamour of beauty pageants while maintaining a connection to Indonesian traditions. The homepage balances professionalism and accessibility, creating an inviting digital space for audiences ranging from aspiring participants to pageant enthusiasts.

25% Young Adults

77% Young Adults

inc indonesian crown

Fields of Pageant Available in Indonesia

TIPS FOR YOU

FORUM

25% Young Adults

77% Young Adults

inc indonesian crown

Fields of Pageant Available in Indonesia

TIPS FOR YOU

FORUM

FIELDS OF PAGEANT AVAILABLE IN INDONESIA

Indonesian beauty pageants are diverse, reflecting the nation's rich cultural heritage, commitment to social issues, and evolving ideals of modern femininity and beauty. Here's a breakdown of the main types:

TELEVISION

The most widely known and accessible form of pageant, often broadcast on national television. Examples include Miss Indonesia, Miss Universe, and Miss World.

WORLD

International pageants that represent a country on a global stage. Examples include Miss Universe, Miss World, and Miss Earth.

NATION

Pageants that represent a specific nation or region. Examples include Miss Indonesia, Miss Bali, and Miss Jakarta.

CULTURE

Pageants that focus on showcasing traditional Indonesian culture, arts, and heritage. Examples include Miss Indonesia's Cultural Competition and various regional cultural pageants.

TIPS FOR YOU

Choosing your pageant and preparing can give you enough confidence in this field. Take advantage while the training the competitors will benefit you with skills, values, and energy. So don't be too nervous then.

HOW TO WIN

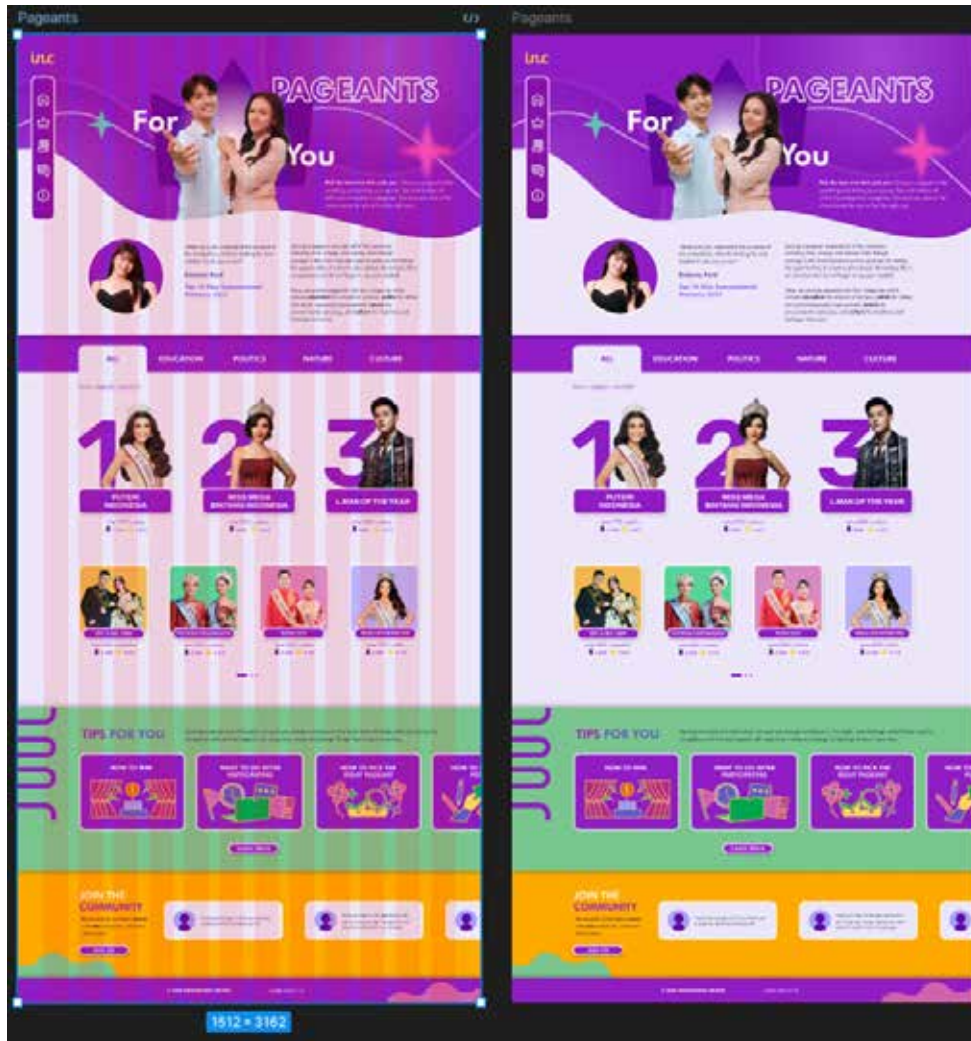
WHAT TO DO AFTER READING

HOW TO PICK THE RIGHT BRAGGART

HOW TO WIN

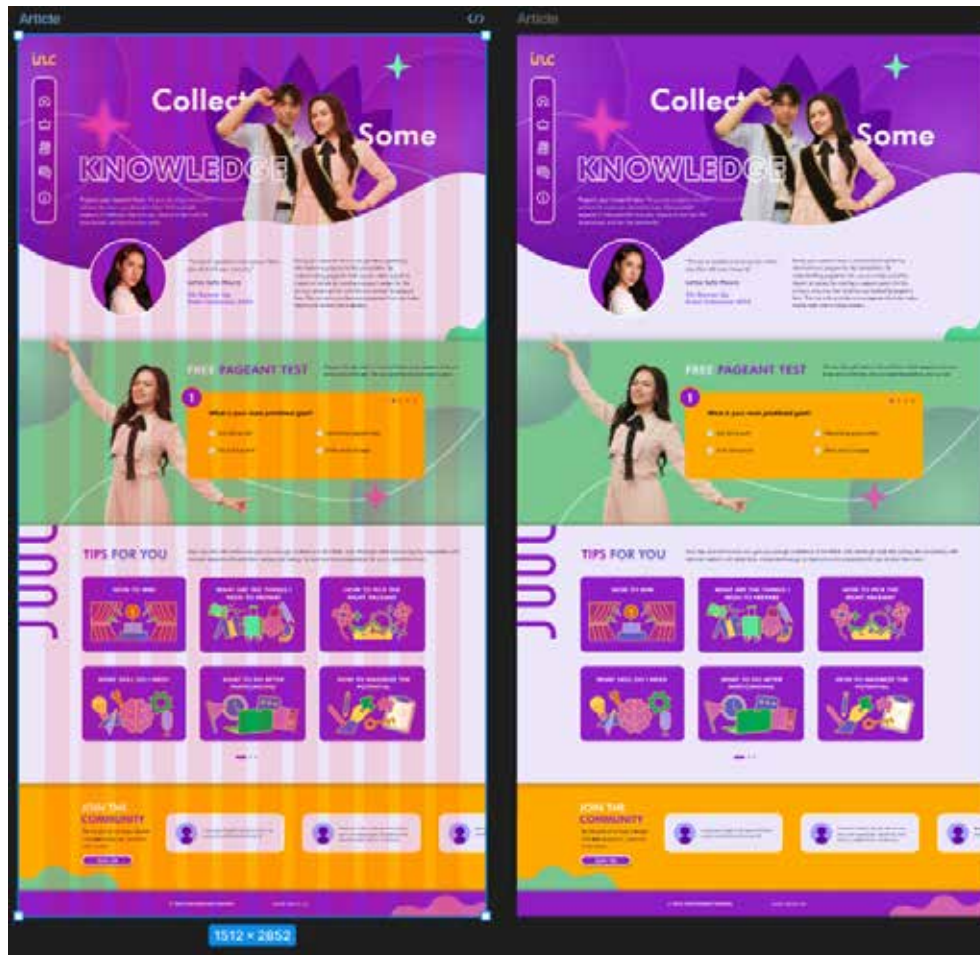
FORUM

PAGEANTS



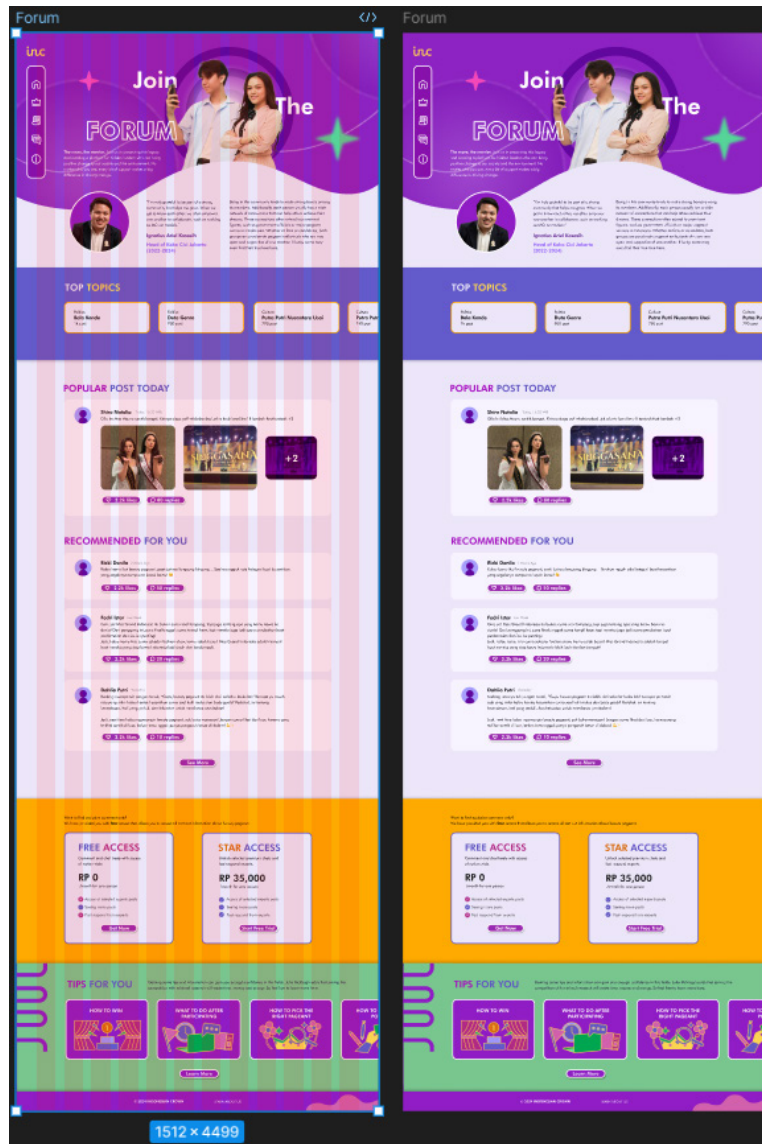
The author used a modular grid with a fixed size of 1512 x 3162 pixels to arrange the layout. It was created in Figma using the pen tool and shapes. The title page of this section is similar to the homepage, with a shift in movement and a different image. The pageant selections are designed differently for each category. The category design follows the home page's fields of pageant concept, with each category color-coded: yellow for education, green for nature, pink for culture, and blue for politics. the layout ensures that each category stands out while maintaining a cohesive design. The use of color and size adds visual hierarchy, guiding users' attention to the most important sections.

ARTICLE

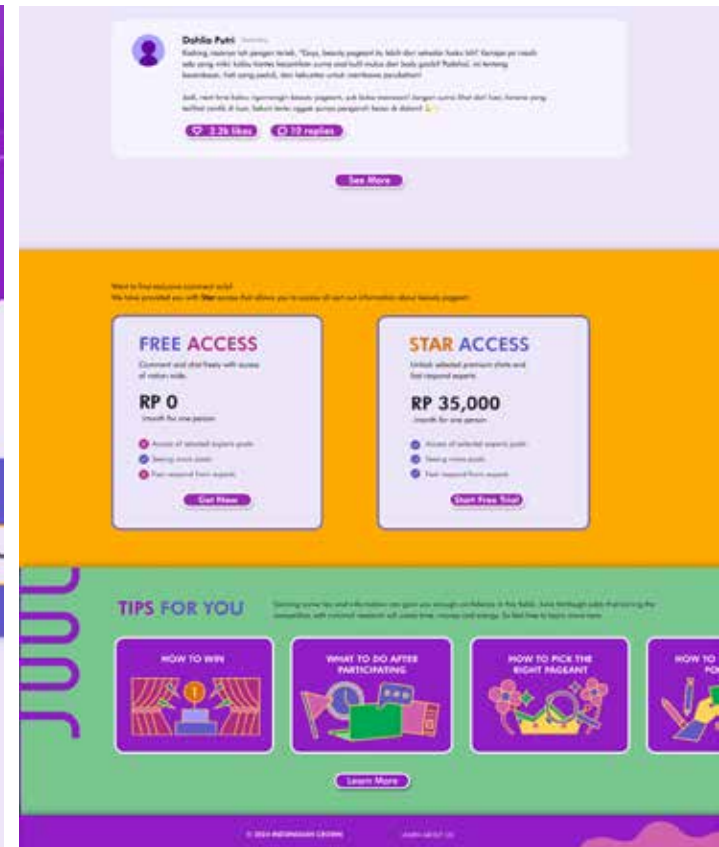
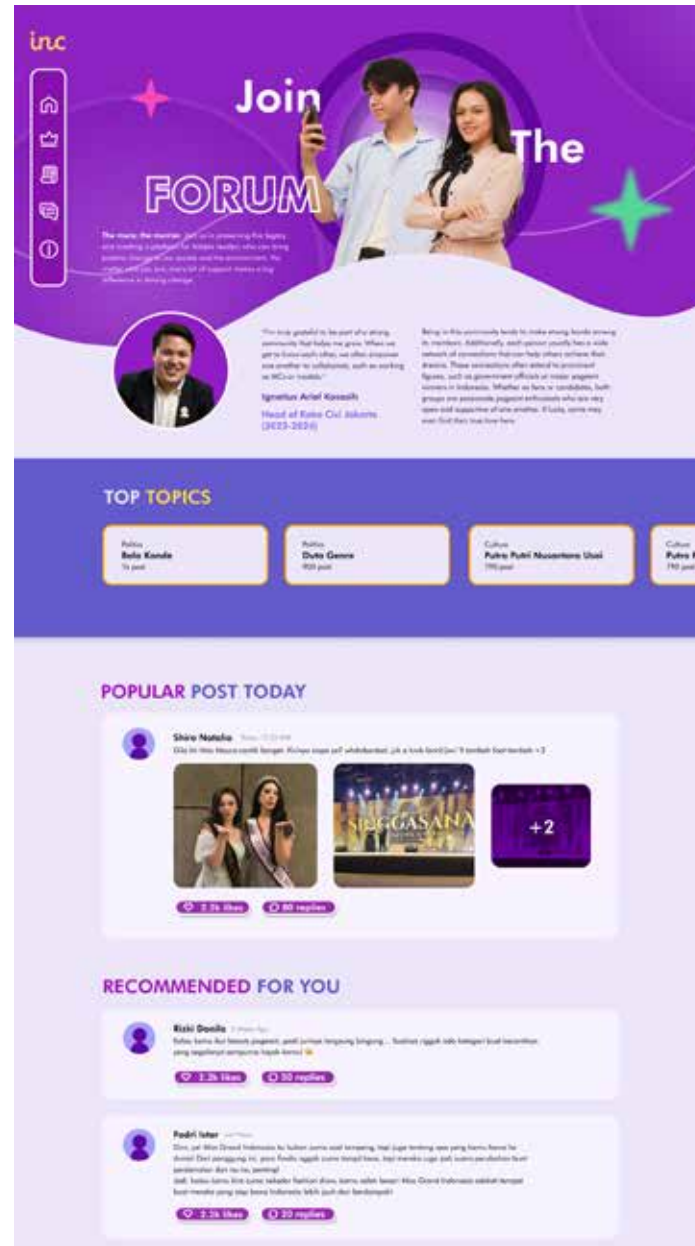


The layout was arranged using a modular grid with a fixed size of 1512 x 2852 pixels. This was done in Figma, with the pen tool and shapes to structure the content clearly. Similar to the title page, the style is the same, but the talent or model is different to help users distinguish between pages and remember which page they are on. The quiz section is designed and laid out differently to draw attention, ensuring that every user notices this exciting game. To avoid overwhelming users with too many articles, the article selection is limited to two rows, each containing six articles. Like the pageant selection page, users can click the slider below if they want to view more articles.

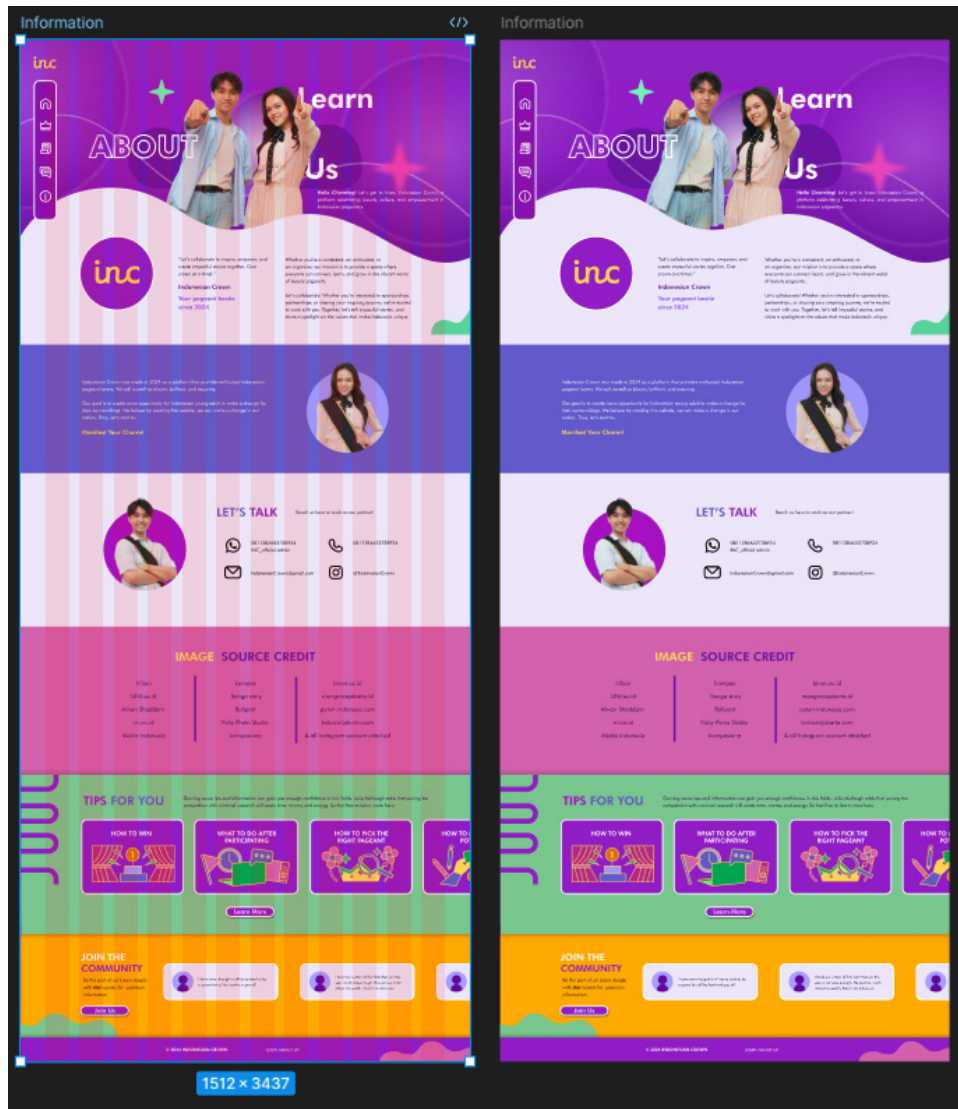
FORUM



The forum page layout was structured using a modular grid with a fixed size of 1512 x 4499 pixels. This page was created in Figma with the pen tool and shapes. On this page, the first section after the title is the top posts. This section makes it easy for users to access and contribute to trending topics. The strategy creates a sense of urgency, encouraging users to engage and avoid missing out. Below the top posts, users will find posts similar to their preferences. In each post, users can click the like button and comment. To comment, users need to log in with a free or star access account. That is why the access section is highlighted in bright yellow to grab attention.



INFORMATION



Using Figma, the layout was organized with a modular grid at a fixed size of 1512 x 3437 pixels. The pen tool and shapes were used to structure the content clearly, ensuring simplicity of navigation. This page uses a portfolio design, shown through the social media layout and credits. This helps users feel like they are reading a trustworthy portfolio. The layout is simple and organized, making it easy for users to find information. The design makes the page look professional and reliable. It helps build trust and makes the content easy to understand.

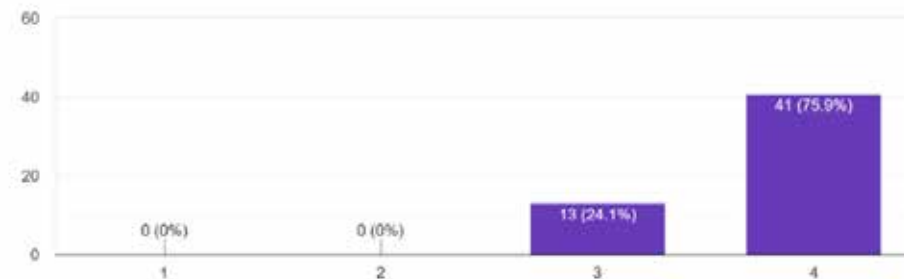


ALPHA TEST



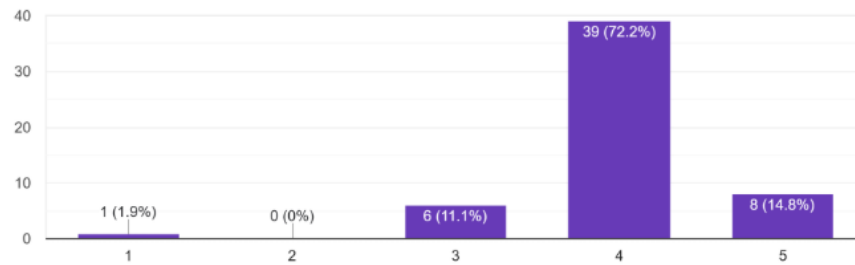
On 14th of november at UMN, an alpha test was executed offline on prototype day. Using google form, Indonesian Crown website got 54 respondent. Side notes that is taken from this test is the lack of readability because of the small size, add more illustrations and features, toned down the color, and give more space between each panels.

Apakah gambar dan elemen grafis di website ini cukup menarik?
54 responses



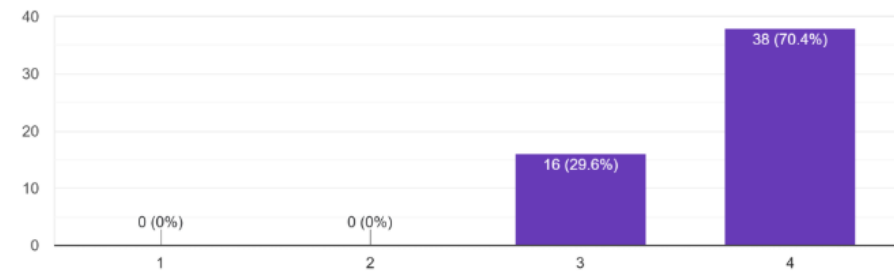
Apakah desain sudah sesuai untuk umur 18-25 tahun?

54 responses



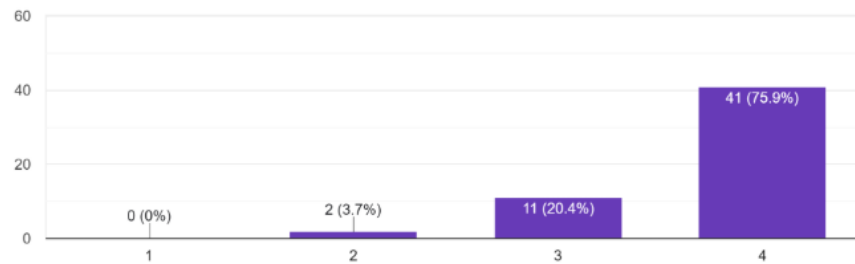
Apakah alur dari halaman utama hingga ke halaman pendaftaran terasa logis dan mudah diikuti?

54 responses



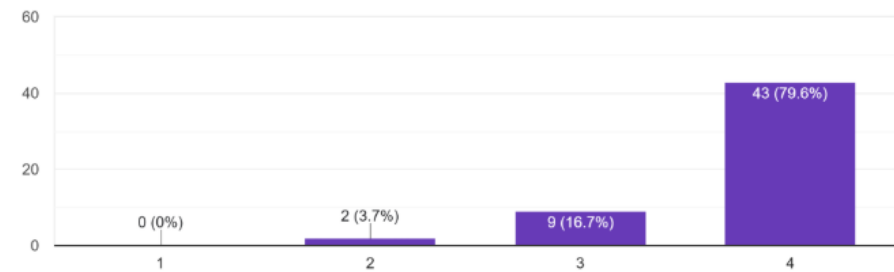
Apakah website ini memberikan informasi jelas dan bermanfaat tentang persiapan atau cara mengikuti kontes dan aturan-aturan yang berlaku?

54 responses



Apakah teks atau gaya bahasa yang digunakan dalam website ini sesuai dengan umur target?

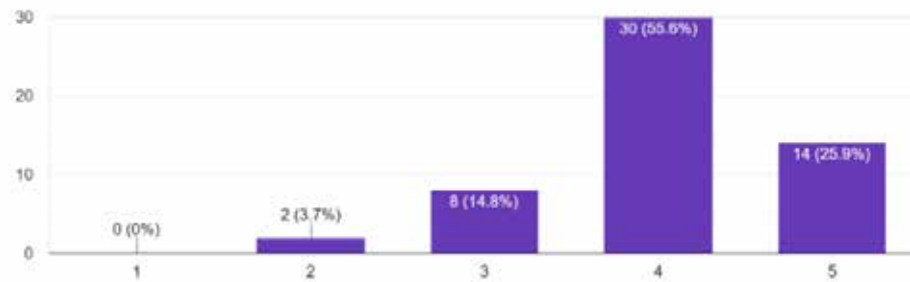
54 responses



ALPHA TEST

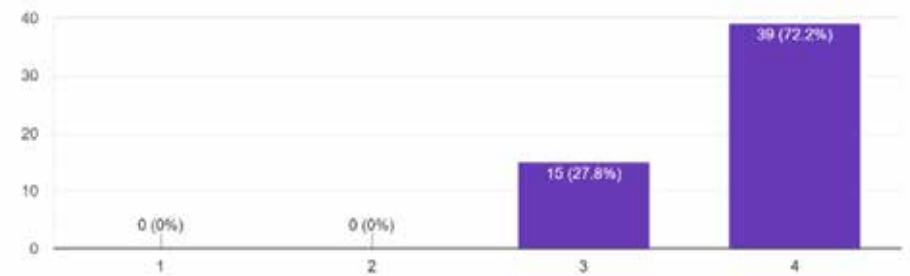
Apakah menu navigasi dalam website ini mudah digunakan?

54 responses



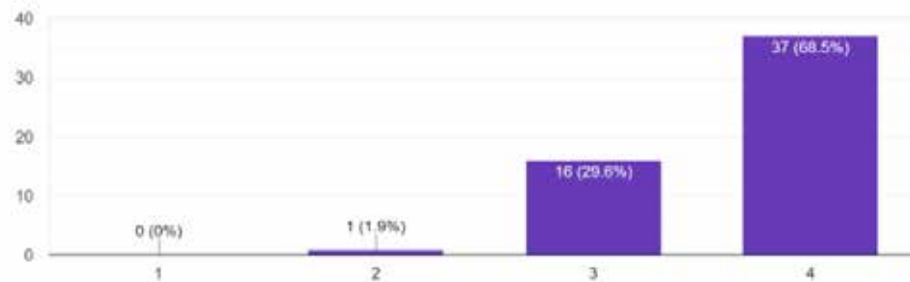
Apakah layout desain dalam website ini nyaman untuk dipandang atau digunakan?

54 responses



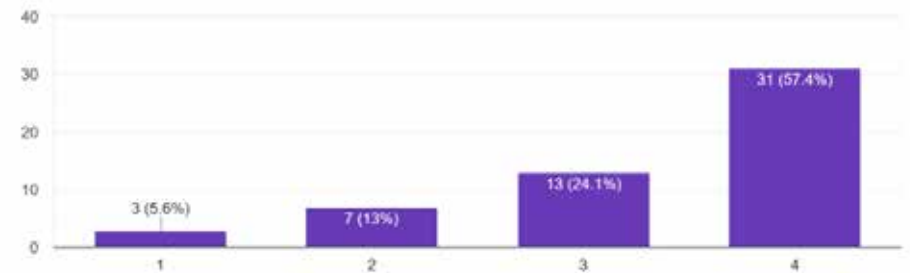
Apakah warna sesuai untuk tema beauty pageant bagi dewasa muda?

54 responses



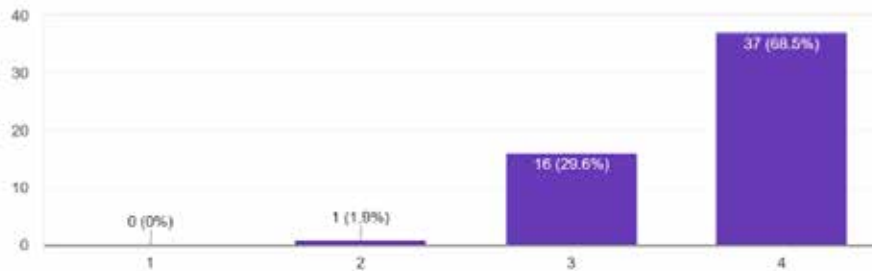
Apakah font/tulisan mudah dibaca?

54 responses



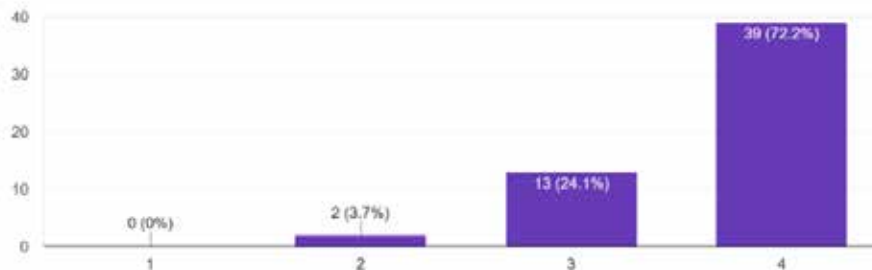
Apakah desain button memberikan bantuan dalam penggunaan website ini?

54 responses



Apakah tampilan halaman konten terlihat seimbang antara teks dan gambar?

54 responses



RESULT



In the new design (in the homepage until information pages), the author adds more pages to address the respondents' feedback about the lack of available features. The body text font size is increased from 12 points to 16 points to improve readability. The gender selection feature is removed to avoid confusing the audience, as it does not significantly benefit the user flow. A forum page is also added to encourage user interaction and discussions. The article section is updated with more detailed content to provide valuable information to users.

BETA TEST



The interview with Brigitta Beatrice Bonggo highlighted her interest in beauty pageants and her positive impression of the updated Indonesian Crown prototype, praising its captivating visuals and compact information. However, she noted issues with website flow, incomplete footers, and occasional difficulty recalling explored features, suggesting room for improvement in usability.



The interview with Clara Ajeng, a Visual Communication Design student, revealed her interest in interactive media and her suitability for beta testing the updated prototype. While she praised the Gen Z-friendly design and clear navigation, she suggested adding more decorations, clearer layouts, consistent hover effects, and better navigation tools like "Next" buttons to enhance usability and user experience.

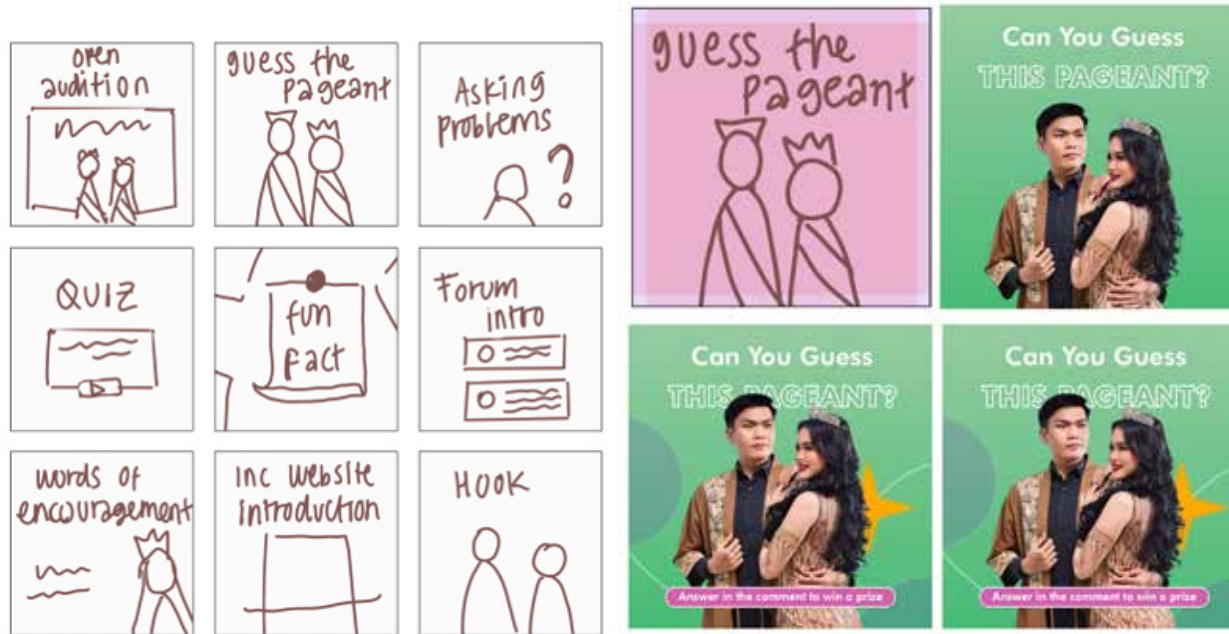


Naomi Angela, a Visual Communication Design student with a passion for beauty pageants, found the updated prototype visually appealing with its unique color palette and detailed, well-curated content, especially the comprehensive pageant list. While she praised the user-friendly navigation and clear layout, she suggested improvements such as emphasizing buttons for first-time users, better placement of decorative elements, and adding a sticky navigation bar to enhance usability.

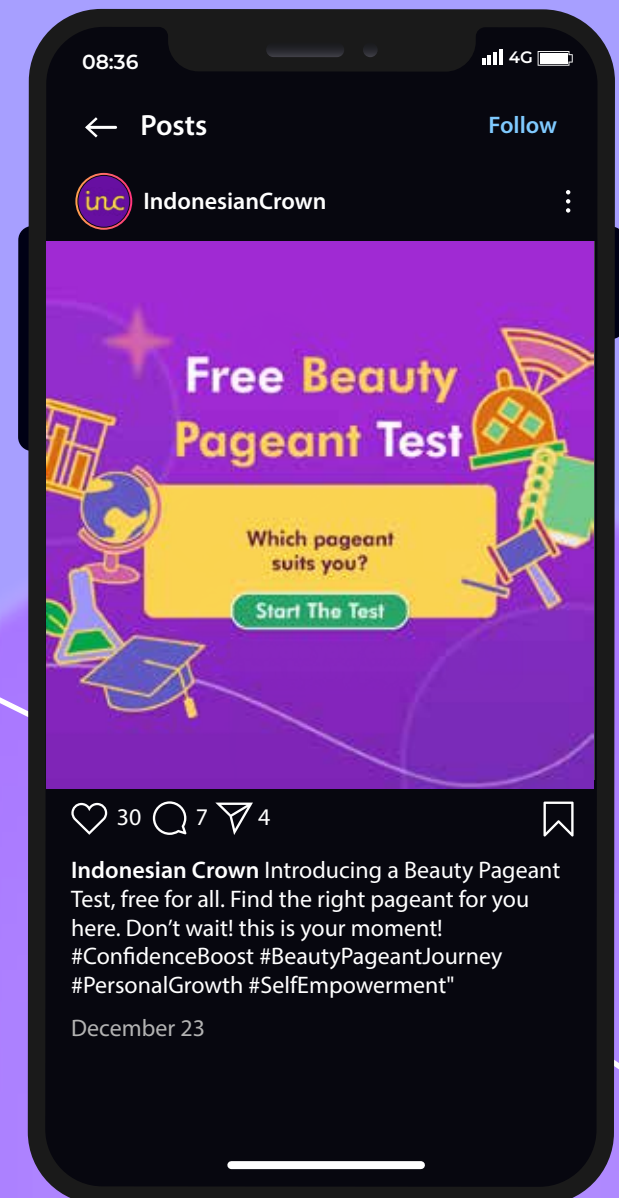
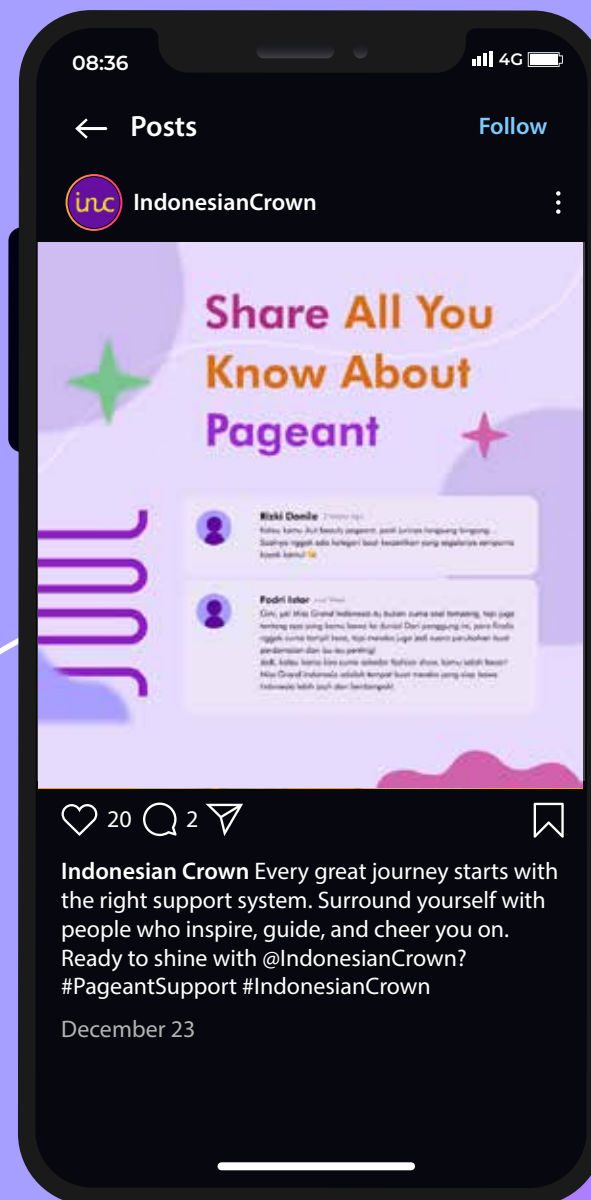
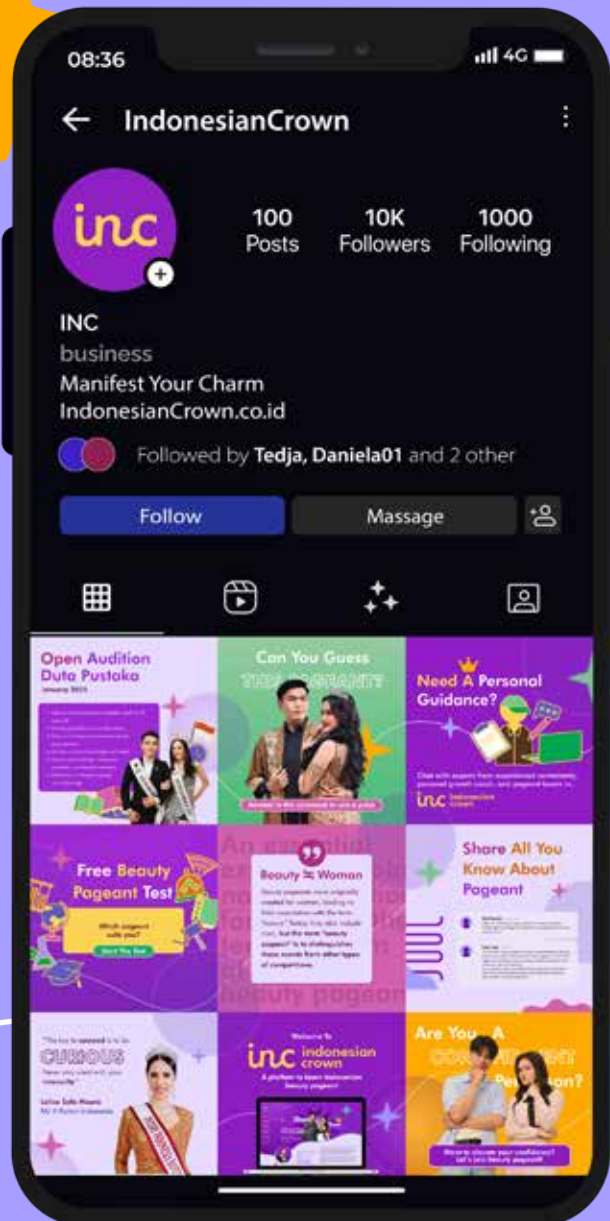
SUMMARY

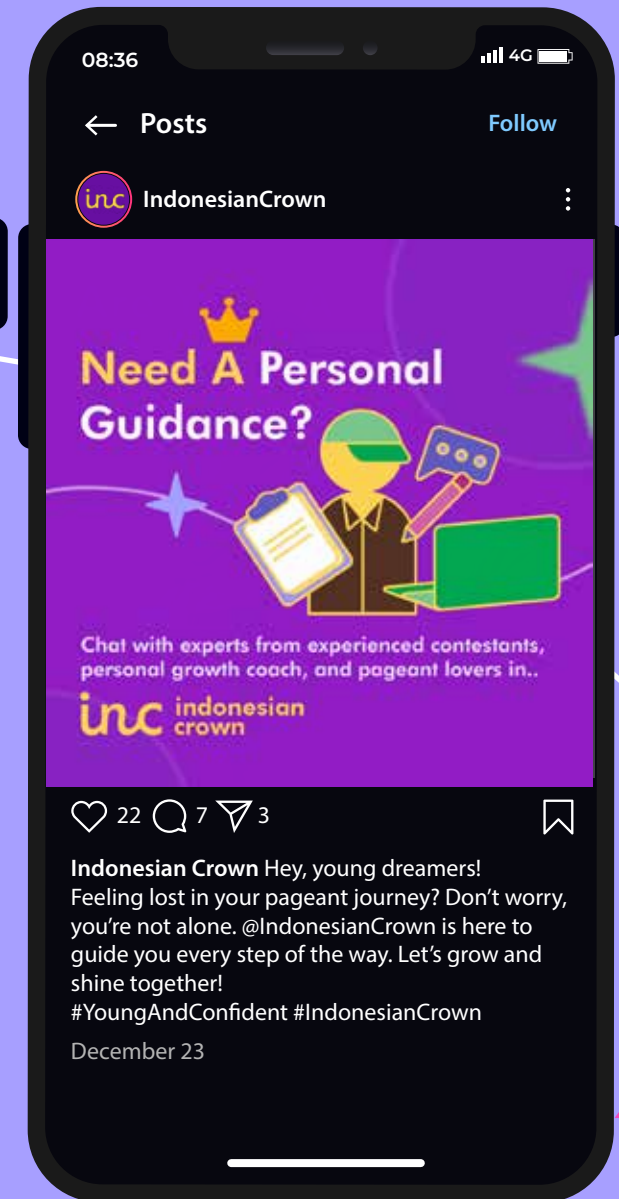
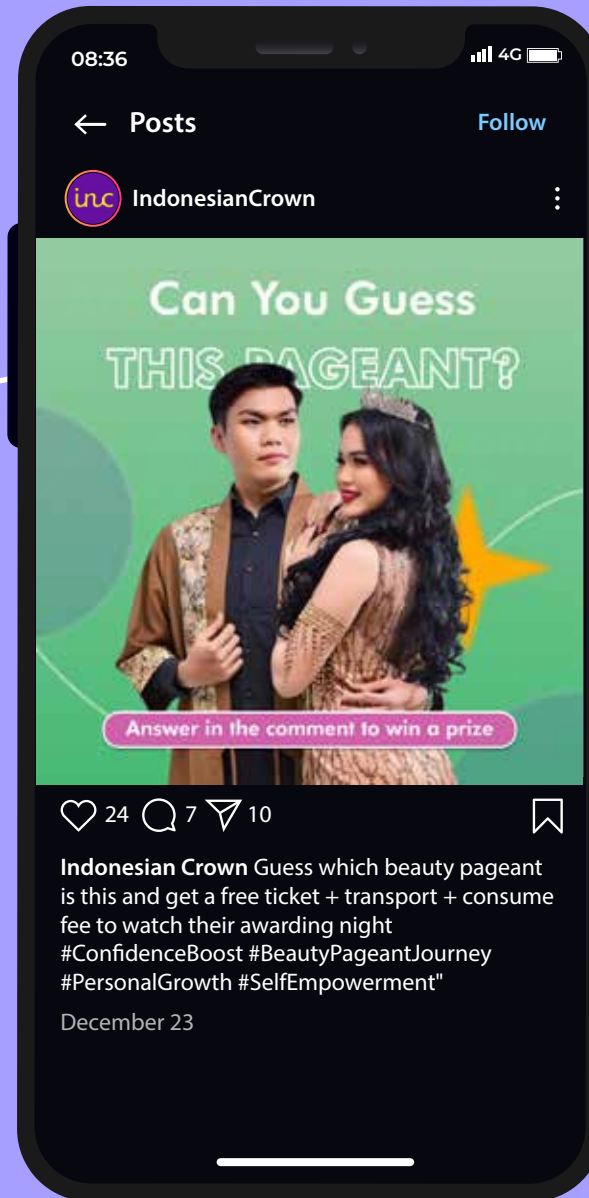
While they praised the visuals, content, and navigation, they recommended improvements in layout clarity, visual balance, and navigation consistency to enhance the user experience, especially for first-time users. Side notes that is taken from this test is the completing each button of pageants available, give more illustration on the article page, make some image smaller, and creating a clear navigation tab for pageant selection.

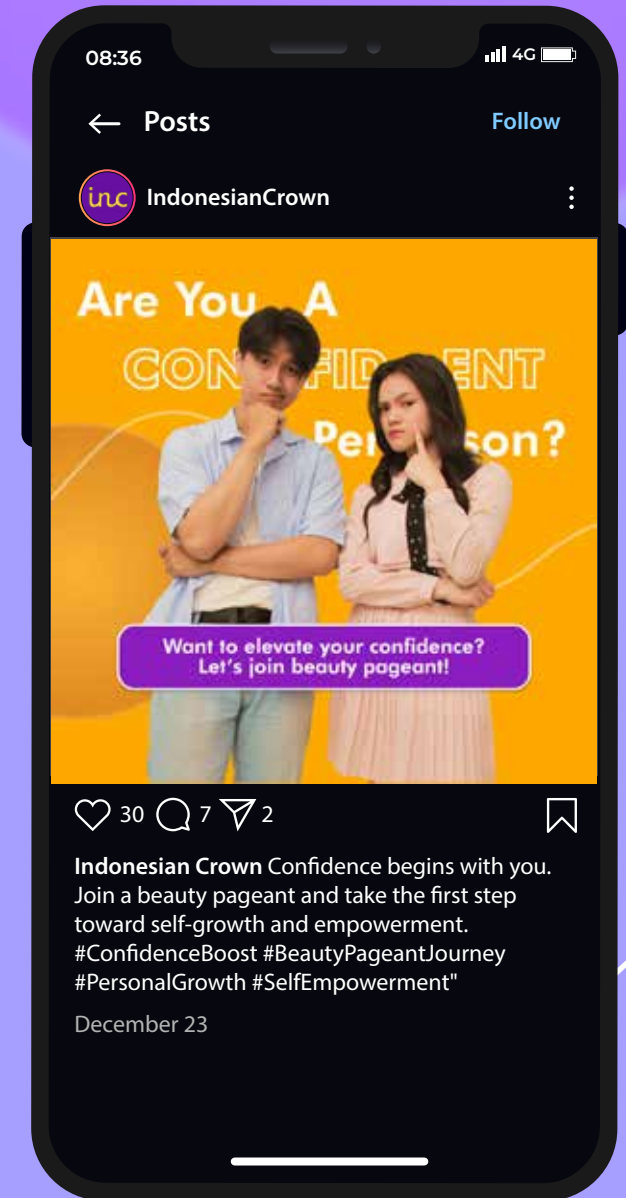
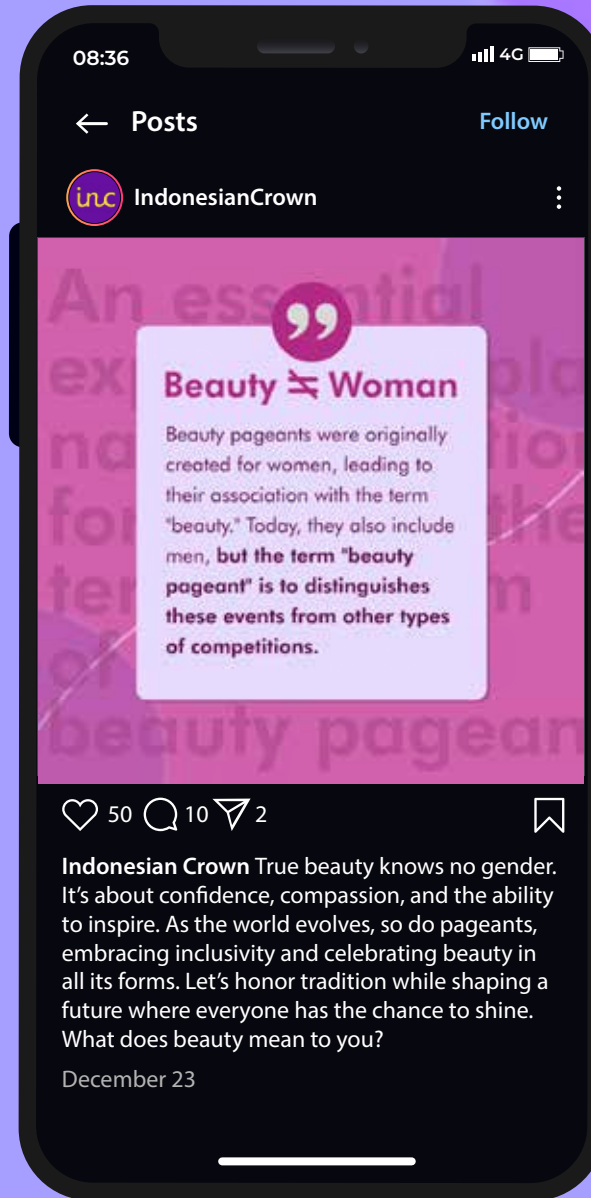
INSTAGRAM POST



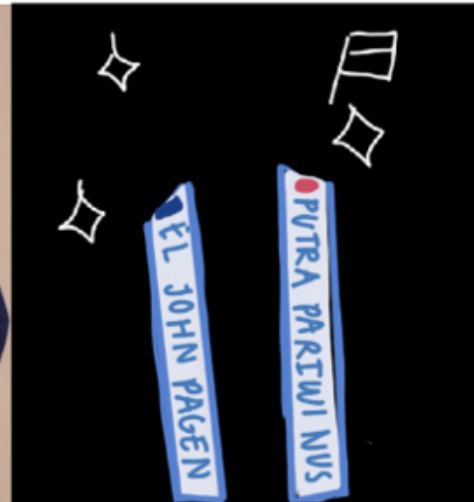
The Instagram post was created in Figma with a total of 9 static posts and a resolution of 1080 x 1080 pixels. The layout for each post follows a single column grid with a margin of 50 pixels. This grid is used to organize and place important content. These posts are made in Figma with each of the contents made in different frames. All of the contents have a connection from the background elements of lines and circle shapes. The background colors are randomly put to make a captivating harmonisation. The font size for content text is 24 pixel and the headline is 90 pixel. Same as the website media, all the photos are cropped from the background.







INSTAGRAM FILTER



The resolution of this filter is made in Adobe Illustrator with the size of 1920 x 1080 pixels. The filter assets were inspired by pageant sashes and attributes, designed to give users the feeling of being a beauty pageant winner, especially young adults. This experience aims to spark their interest and immerse them in the world of beauty pageants.

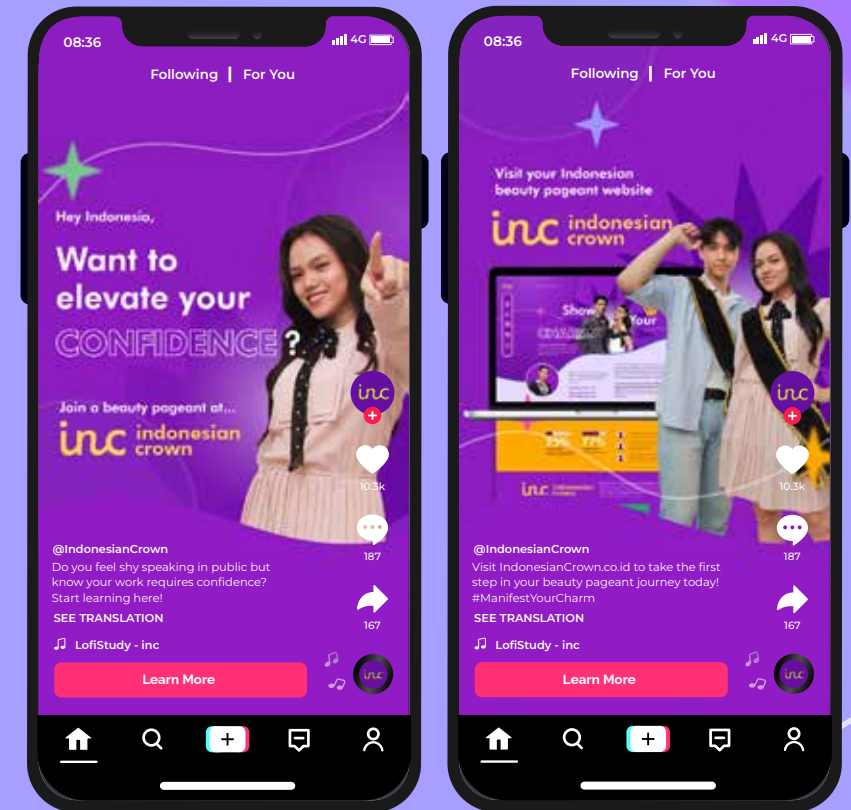




TIK TOK ADS



Similar to the Tik Tok Reels post from Key Opinion Leader, the resolution of this media is 1920 x 1080 pixels. The application used to make this media is Adobe Illustrator with pen tool, shape tool, and pathfinder. The author make the sketch using Adobe Photoshop. Each of reels created are using margins to prevent the content overlapped by the Tik Tok UI.



TIK TOK KOL



The resolution of this media is 1920 x 1080 pixels. The author uses margins to ensure that TikTok's UI does not overlap with important content. The applications used to create this media are a mix of CapCut and Adobe After Effects. Adobe After Effects is used to arrange the typography, sound, angles, transitions, and color correction, while CapCut is used for sound effects and overlay animations.



TIK TOK KOL



The author used animations like bounce and pop-out. These animations help make the objects feel more alive and create a sense of excitement, giving the content a youthful yet charming vibe. The author also added decorative sound effects, such as a ringing bell, to complement the visuals and emphasize the key moments in the video.

