

DAFTAR PUSTAKA

- Abdelrahman, R., Waheed, S., & Salama, H. (2024). Personas as A Tool For Understanding The Users In Product Design. *International Design Journal*, 14(3), 229–240. <https://doi.org/10.21608/idx.2024.347815>
- Digitalskola. (2021, Oktober 7). *Design Thinking: Pengertian, Proses, dan Contoh*. <https://digitalskola.com/blog/home/design-thinking-process>
- Features of a good app (pp. 37–50) (2023). Elsevier eBooks. <https://doi.org/10.1016/b978-0-323-99271-8.00002-4>
- Fouad, H. M. (2020). *The use of flat illustrations in websites and smart phones applications' user interface (ui) design*. 1(2), 198–212. <https://doi.org/10.47436/JAARSFA.V1I2.65>
- Haji, M., Gurbanova, X. V., Mammadova, A. V., Karimova, I. C., Yusubova, S. A., Hasanzada, Z. F., & Pasha, A. T. (2024). Marketing strategy as a key factor of innovative products' market development. *Journal of Law and Sustainable Development*, 12(7), e3755. <https://doi.org/10.55908/sdgs.v12i7.3755>
- Huang, Q. (2020). *Application function page display method and electronic equipment*.
- Khan, S., & Swarna, F. M. (2024). The Business Model Canvas (BMC) Approach for Community-Based Ecotourism (CBET) Strategy and Business Transformation in Mudumalai Tiger Reserve (MTR), Tamil Nadu, India. *IRJAEM Journal*, 2(10), 3191–3204. <https://doi.org/10.47392/irjaem.2024.0472>
- Krasadakis, G. (2020). *From Ideas to Opportunities*.
- Kronmeyer, L. L., Eilers, K., Wustmans, M., & Moehrle, M. G. (2021). Monitoring Competitors' Innovation Activities: Analyzing the Competitive Patent Landscape Based on Semantic Anchor Points. *IEEE Transactions on Engineering Management*, 68(5), 1272–1287. <https://doi.org/10.1109/TEM.2019.2958518>
- Lee, Y. S. (2024). *Qualitative and mixed methods*.
- Lee, J.-K., Kim, Y., Shin, E., Choo, S., & Hyun, S. (2024). An AI-assisted approach for creating and archiving interior design references using 360-degree panoramic images. *Architectural Science Review*, 1–13. <https://doi.org/10.1080/00038628.2024.2445049>
- Li, J. (2023). The Use of Colour in Illustration. *Communications in Humanities Research*, 16(1), 6–11. <https://doi.org/10.54254/2753-7064/16/20230021>

- Mbachu, V. M., Chiabuotu, C. C., & Mbonu, M. O. (2024). Break even analysis for incentive-based profit system in producer-distributor supply chain system. *Journal of Management and Science*, 14(4), 51–54. <https://doi.org/10.26524/jms.14.38>
- Play Kinder World. (n.d.). About Kinder World: Your daily moment of calm. <https://www.playkinderworld.com/game>
- Rabang, I. (2019, April 9). The Headspace Meditation App and the Lost Art of Being Still. <https://www.boldbusiness.com/health/headspace-meditation-app-and-the-lost-art-of-being-still/>
- Rai, M., & Kaur, N. (2024). Mind Mapping as an Innovative Teaching Learning Tool in Education. *Advances in Educational Technologies and Instructional Design Book Series*, 63–80. <https://doi.org/10.4018/979-8-3693-7555-6.ch003>
- Rokom. (2024, July 12). Indonesia Siapkan Lansia Aktif dan Produktif. Sehat Negeriku. <https://sehatnegeriku.kemkes.go.id/baca/rilis-media/20240712/2145995/indonesia-siapkan-lansia-aktif-dan-produktif/>
- Rubeena, Dr., & Maseeh, M. (2023). Innovative data collection methods for research in the digital era. *A Journal Of Gujarat University*. 2(2), 125–129. <https://doi.org/10.47413/vidya.v2i2.224>
- Saadah, A. U., Buditjahjanto, I. G. P. A., Hidayati, L., & Sondang Sumbawati, M. (2024). *Analisis Kelayakan dan Efektivitas : Penerapan Video Pembelajaran pada Pembelajaran Desain Busana Secara Digital*. <https://doi.org/10.21009/parameter.361.04>
- Sagita, L., & Huda, B. (2025). Analisis Penerapan Strategi Segmenting, Targeting, dan Positioning dalam Memasarkan Kredit Pemilikan Rumah. *Jurnal Dimamu*, 4(1), 187–193. <https://doi.org/10.32627/dimamu.v4i1.1308>
- Santoso, N. A., & Rinova, D. (2024). Analisis Pengaruh Kemampuan Dinamis Organisasi terhadap Segmentasi, Targeting, dan Positioning. *Journal of Business Administration*, 4(2), 208–218. <https://doi.org/10.37090/bpj.v4i2.2090>
- Sánchez, M. T., & Valenzuela, A. C. (2019). Visual metaphors in medical knowledge representation. *Linguistica Antverpiensia, New Series – Themes in Translation Studies*, 17. <https://doi.org/10.52034/LANSTTS.V17I0.464>
- Saputra, D. I. S. (2023). Pemanfaatan media sosial sebagai sarana promosi pada bisnis pempek lestari. *Diseminasi*, 5(1), 17–26. <https://doi.org/10.33830/diseminasiabdimas.v5i1.3382>
- Singh, K. (2021). Agile Methodology for Product Development: A Conceptual Study. 10(1), 209–215. <https://doi.org/10.35940/IJRTE.A5899.0510121>

Velychko, Ya., & Hetman, O. (2024). Evaluation of the organizational management structure of the enterprise. *Ekonomika Transportnogo Kompleksu*. <https://doi.org/10.30977/etk.2225-2304.2024.43.88>

Wimmer, C., Untertrifaller, A., & Grechenig, T. (2020). SketchingInterfaces: A Tool for Automatically Generating High-Fidelity User Interface Mockups from Hand-Drawn Sketches. *Australasian Computer-Human Interaction Conference*, 538–545. <https://doi.org/10.1145/3441000.3441015>

Wheeler, Alina. (2013). *Designing Brand Identity: An Essential Guide for the Whole Branding Team*, 4th ed.

Wheeler, Alina. (2018). *Designing brand identity: An essential guide for the whole branding team*. Canada: John Willey& Sons, Incx

