

Design System

# Perancangan Website Mengenai Standar Kualitas Baby Daycare yang Baik

Design Document | Herlin | 00000072673



Fakultas Seni dan Desain  
Program Studi Desain Komunikasi Visual  
Universitas Multimedia Nusantara

Herlin  
00000072673  
Visual Brand Design

Tangerang, 1 Desember 2025





## Media

Perancangan karya dilakukan dengan penciptaan mobile site yang dikhususkan untuk pengguna android. Hal ini dilakukan agar informasi yang telah diciptakan dapat mudah didapatkan oleh target perancangan (30 -34 tahun, SES B, berdomilisi di Jakarta).



## Resolusi

Layar yang digunakan untuk mobile site ini memiliki ukuran sebesar 412 x 917 selaku ukuran layar android yang umum digunakan.



## User Scenario

Flow user scenario berfokus kepada 2 fitur utama mobile site yaitu filter pemilihan baby daycare dan fitur perbandingan baby daycare.

Perancang juga melengkapi flow user scenario dengan penggambaran fitur pendukung seperti edukasi mengenai baby daycare dan artikel-artikel seputar pengasuhan anak.



## UI/UX

Perancangan karya yang dilakukan meliputi user interface dan user experience. Aspek lain seperti programming mobile site tidak dilakukan oleh perancang untuk penciptaan mobile site.



## Cakupan Perancangan

Perancangan karya difokuskan kepada tampilan situs untuk mobile berjenis android.





# User Persona



## About

Gabriella is a working mother who is also an employee at a food technology company. As a woman with two roles, Gabriella puts in a great effort to fulfill her responsibilities to both sides. Due to her busy schedule, Gabriella is looking for solutions so that her child can be raised and cared effective and effeciently.

## Motivation

- Child to feel loved and guided even when she is not presence.
- Finding a trustworthy and accomodating childcare for her child.
- Achieving balance between family and career without sacrificing any of them.

## Behaviour

- Actively using digital media to search for parenting information.
- Selective and fact-finding about brand.
- Prefers brand that are well-known and have a great reputation.

## Gabriella Puspa

Usia : 32 tahun  
Domisili : Jakarta Utara  
Marital : Married  
Pekerjaan : Private employee  
SES : B

## Core Needs

- Clear and detailed information about childcare.
- Affordable and accomodating childcare.
- Professional child's caregiver.

## Pain Points

- Expensive prices for childcare.
- Child's adaptation challenge.
- Childcare's and caregivers quality.

**"It's hard juggling work and parenting,  
but if I can find a daycare that gives me peace of mind, it's worth every penny."**



# User Persona



## About

James is an employee at an accounting firm. As a father, he also shares responsibilities for childcare and house chores with his wife. Despite the tough situation of balancing both responsibilities, James wish for his child development to continue positively. To ensure it, James is looking for a solution so his child could be nurtured in a safe environment.

## Motivation

- Child grows in a safe and nurturing environment.
- Finding a positive childcare that communicate clearly and transparently.
- Balancing professional success with family responsibilities.

## Behaviour

- Uses digital platform to search for childcare options.
- Prioritizes detailed and honest communication.
- Prefers certified and educational brand.

## James Peterman

Usia : 33 tahun  
Domisili : Jakarta Barat  
Marital : Married  
Pekerjaan : Private Employee  
SES : B

## Core Needs

- Childcare that nurture child's development.
- Transparent information about the brand.
- Childcare with great reviews.

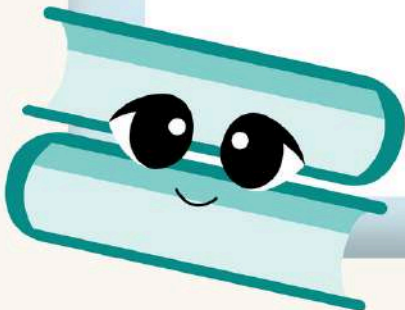
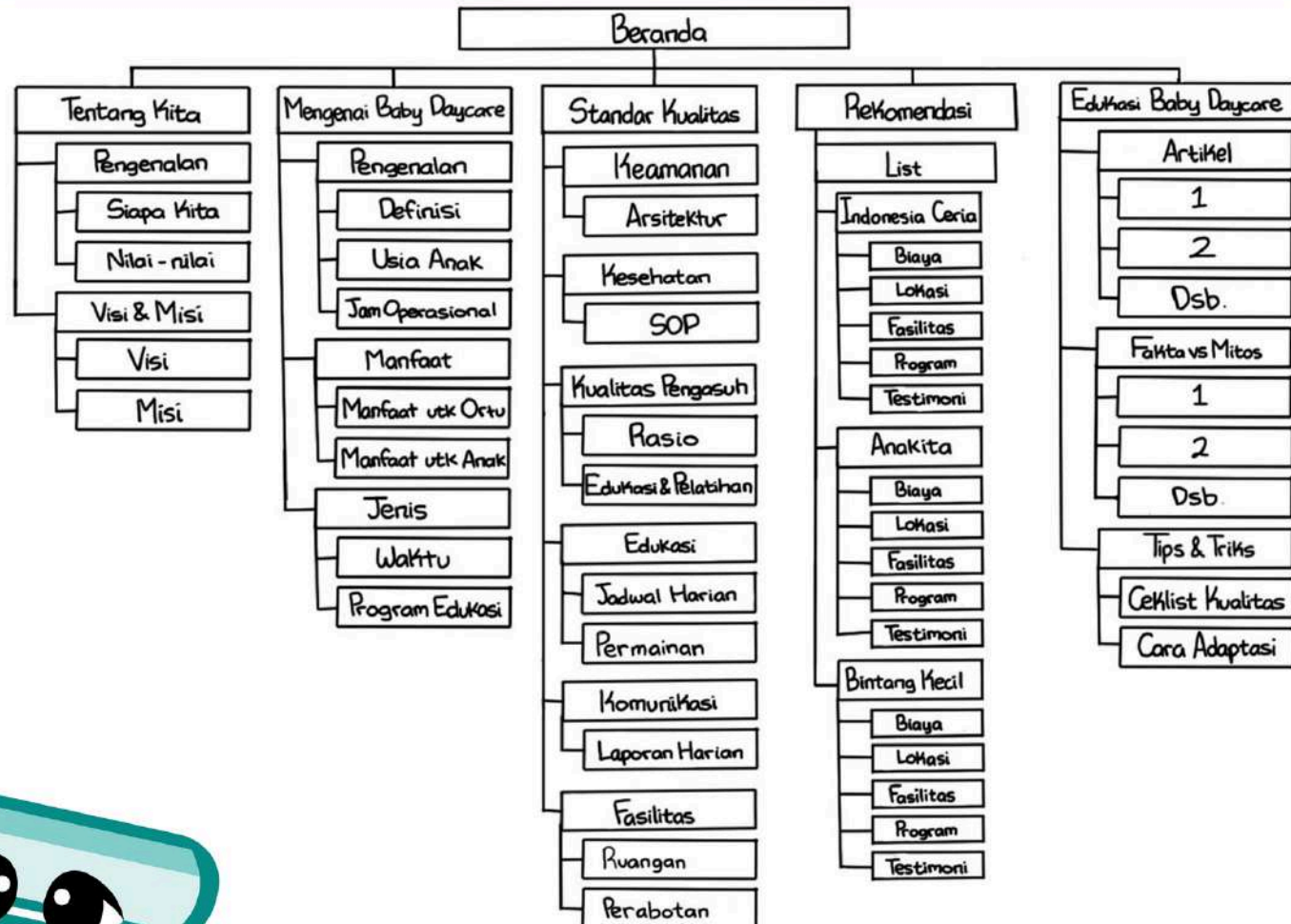
## Pain Points

- Concern about relationship with child.
- Lack of clear communication.
- Credibility of the childcare.

**"I want my child to be cared for and happy while I'm working, knowing that helps me focus and give my best at work."**



# Information Architecture



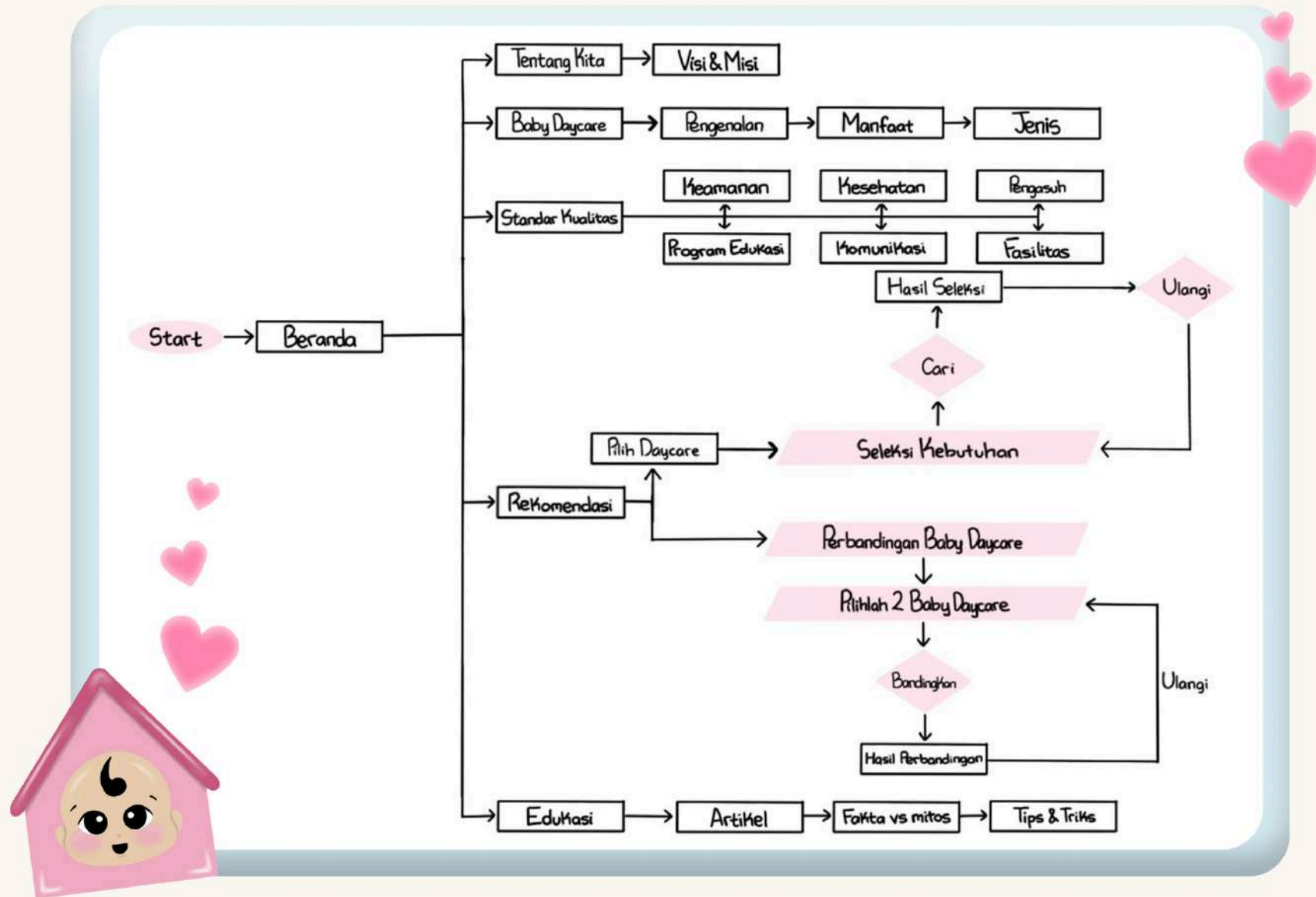


# User Journey



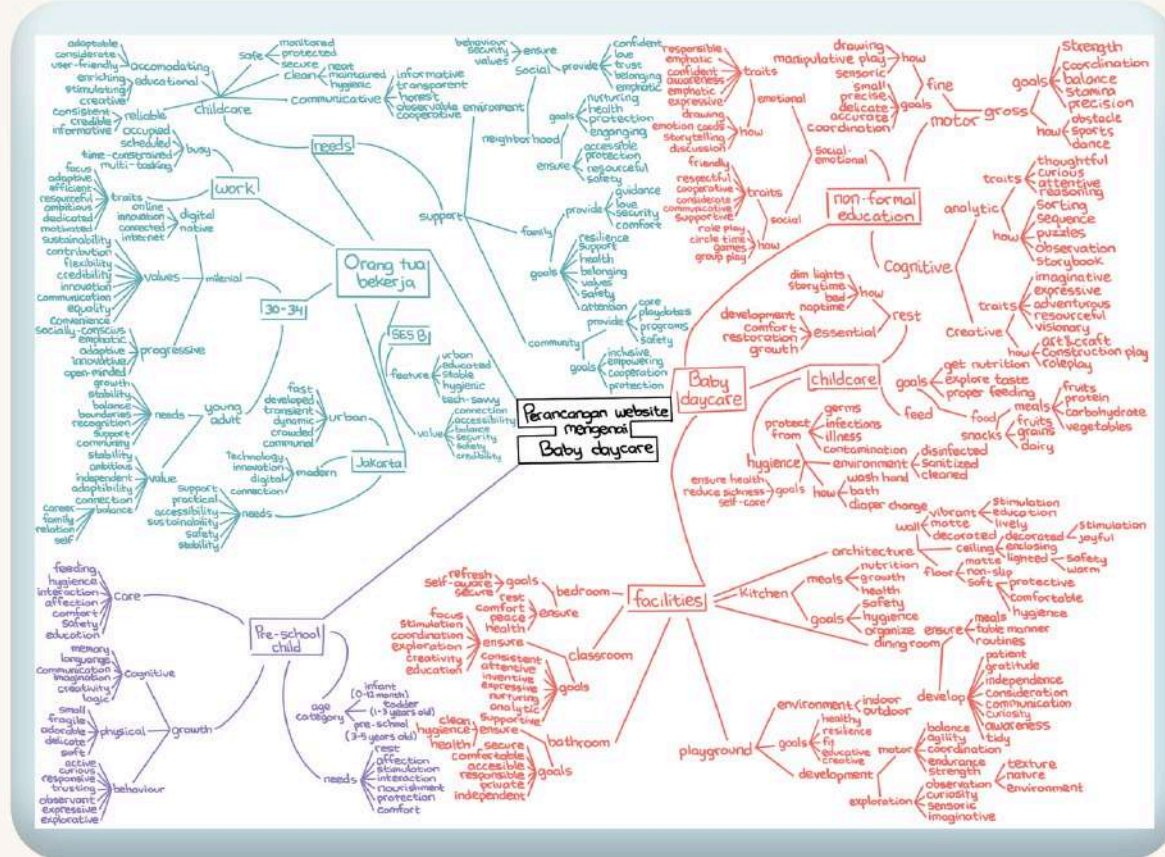
User Journey					
	Awareness	Consideration	Selection	Decision	Advocacy
Steps	Searching for baby daycare services recommendation.	Learning about various baby daycare services.	Filtering and selecting baby daycare services.	Meet or registering into the service.	Sharing experience to other parents.
Action	<ul style="list-style-type: none"> <li>• Googling about baby daycare services.</li> <li>• Reading about baby daycare services.</li> </ul>	<ul style="list-style-type: none"> <li>• Exploring different types of baby daycare services.</li> <li>• Comparing the services.</li> <li>• Checking for legality.</li> <li>• Searching for complete information about the services.</li> </ul>	<ul style="list-style-type: none"> <li>• Searching for detailed information about the baby daycare services.</li> <li>• Comparing the baby daycare services.</li> <li>• Contacting selected services.</li> <li>• Schedule to meet in the baby daycare.</li> </ul>	<ul style="list-style-type: none"> <li>• Visiting and observing selected baby daycares.</li> <li>• Final comparing and analyzing baby daycares.</li> <li>• Selecting and registering into the baby daycare.</li> </ul>	<ul style="list-style-type: none"> <li>• Writing review about the baby daycare.</li> <li>• Give rating to the baby daycare.</li> <li>• Recommending the baby daycare to other people.</li> </ul>
Touchpoint	<ul style="list-style-type: none"> <li>• Search engines</li> <li>• Parenting community</li> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Website page about:                             <ul style="list-style-type: none"> <li>◦ About baby daycare.</li> <li>◦ Quality Standard.</li> </ul> </li> <li>• Checklist for baby daycare's quality.</li> </ul>	Website page about: <ul style="list-style-type: none"> <li>• baby daycare's details.</li> <li>• daycares comparison.</li> <li>• daycare's contact.</li> <li>• Photo gallery.</li> <li>• Location preview.</li> <li>• Parents testimonial</li> </ul>	<ul style="list-style-type: none"> <li>• Baby daycare's contact website page.</li> <li>• Registration form.</li> <li>• Confirmation's chat or email from brand.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback form.</li> <li>• Testimonial section.</li> </ul>
Pain point	<ul style="list-style-type: none"> <li>• Too many choices.</li> <li>• Unclear information.</li> <li>• No information about the quality standard.</li> <li>• Unsure about the baby daycare's legality.</li> </ul>	<ul style="list-style-type: none"> <li>• Unclear information.</li> <li>• Doesn't know the quality standard for baby daycare services.</li> <li>• Information's credibility and consistency.</li> </ul>	<ul style="list-style-type: none"> <li>• Incomplete information.</li> <li>• No photo or testimonial about baby daycare.</li> <li>• Comparison is not fair.</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult registration progress.</li> <li>• Additional service fee.</li> </ul>	<ul style="list-style-type: none"> <li>• No space to write the review.</li> <li>• Privacy and safety is not guaranteed.</li> <li>• No appreciation for giving review.</li> </ul>
Feeling					

# User Flow





# Brainstorming



**Big Idea:**  
Protecting Little Hearts,  
Educating Bright Minds

**Tone of Voice:**

- Professional  
Berlandaskan fakta dan terpercaya.
- Caring  
Peduli dan empati
- Warm  
Ramah dan mudah untuk dipahami.

**Keywords:**

- Affection



Menggambarkan layanan daycare yang penuh kasih dan perhatian terhadap anak.

- Education



Menyediakan informasi mengenai baby daycare yang terpercaya dan mudah dipahami.

- Protect



Menggambarkan layanan baby daycare yang melindungi anak dengan pengawasan intensif.

## Playful vector illustration | Heartwarming photography



Perancangan karya dilakukan dengan art style yang ceria dan fotografi yang hangat dan emosional.



# Moodboard

## Bright and Cheerful Colour Palette



#7BA3C7

#4DBAB6

#D3EAF2

#FEFEFA

#FFAD60

#F0AAC2

Perancangan karya dilakukan dengan warna-warna yang cerah dan menarik sehingga terkesan positif.



# Moodboard

Playful and rounded typeface | Clean and playful layouts



Perancangan karya dilakukan menggunakan tipografi bersudut tumpul yang memberikan kesan lembut. Perancangan ini juga menggunakan layout white space yang teratur untuk keterbacaan informasi yang mudah.

# Colour Scheme



## Primary Colour

**#7BA3C7**

Tenang, stabil, dan terpercaya

**#FEFEFA**

Lembut, nyaman, dan terbuka

**#E1F1F4**

Bersi, cerah, dan rapi

## Secondary Colour

**#42BAB6**

Ramah dan segar

**#FFAD60**

Ceria dan hangat

**#F0AAC2**

Kasih dan ceria

**#4E4E4E**

Warna teks

**#FEFEFA**

Warna teks



## Header & Titles

**Visby Round CF** 26 pt (heavy)

**Visby Round CF** 24 pt (heavy)

**Visby Round CF** 20 pt (heavy)

## Sub-header

**Visby Round CF** 18 pt (bold)

**Unageo** 14 pt (black)

## Body Text

Unageo 14 pt (regular)

Unageo 12 pt (regular)



**The quick brown fox jumps over the lazy dog**

The quick brown fox jumps over the lazy dog

**The quick brown fox jumps over the lazy dog**

The quick brown fox jumps over the lazy dog





# Logo

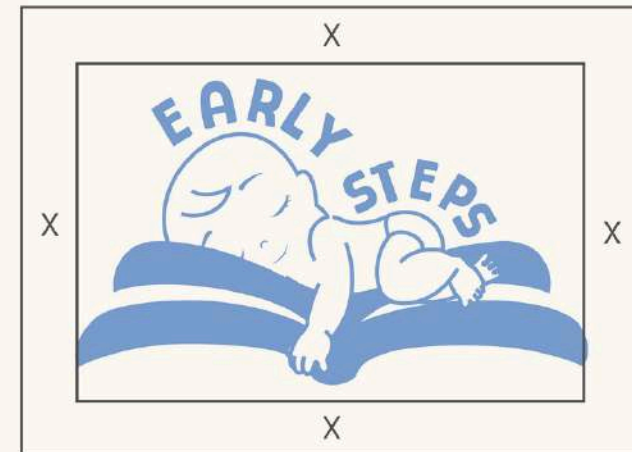


## Filosofi Logo

Earlysteps.hub bertujuan untuk membantu orang tua dalam mengoptimalkan pertumbuhan anak. Elemen buku terbuka yang menjadi alas sang bayi untuk tidur menggambarkan manfaat edukasi awal yang membantu anak untuk bertumbuh dengan nyaman dan terstimulasi.

Warna biru menggambarkan kepercayaan sehingga dapat diandalkan oleh orang tua untuk mencari kebutuhannya. Selain itu, biru juga memberikan nuansa yang profesional, namun tetap ramah untuk digunakan.

## Clear Space

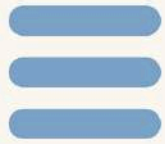


## Single-Coloured Logo



# Icons & Logos

## Icons (50 x 50)



Navigasi  
Drawer



Return



Next



Saved



Whatsapp



Instagram



Website



Makanan



Bahasa



Matematika



Waktu



Sains



Wisata



Kesehatan



Potty



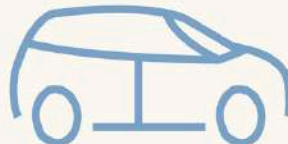
CCTV



Laporan



Imtaq



Antar Jemput



Alam



Seni



Sensorik



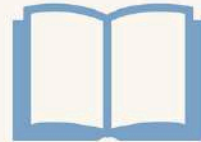
Persiapan



Memasak



Baby Gym



Storytelling



Usia



Biaya



Kegiatan



Fasilitas



Rating

## Buttons

W x H = 351 x 25 | Rounded Corner = 100

Nama Daycare ▼

Lokasi ▼

Usia Anak ▼

Budget ▼

Tipe ▼

W x H = 260 x 69 | Rounded Corner = 20

Tentang  
Earlsteps.Hub

W x H = 88 x 19 | Rounded Corner = 20

[Terkini](#)

[Cek Fakta](#)

[Tips & Trik](#)

W x H = 165.23 x 25 | Rounded Corner = 20

Lorem

W x H = 104 x 25 | Rounded Corner = 20

Lorem

W x H = 80 x 80 | Rounded Corner = 20





# Icons & Buttons

## Buttons

W x H = 351 x 260 | Rounded Corner = 20



### Belajar Bersama

Layanan yang memberikan informasi terkini dan relevan dengan kebutuhan orang tua.

[Pelajari lebih lanjut >](#)



W x H = 260 x 243 | Rounded Corner = 20



### Indonesia Ceria Daycare

★ 4,9

📍 Cempata Putih, Kota Jakarta Pusat

[Detail](#)

## Buttons

W x H = 352 x 103 | Rounded Corner = 20



W x H = 136.92 x 167 | Rounded Corner = 10



## Text Fields

W x H = 259 x 30 | Rounded Corner = 100

Email

Konfirmasi kata Sandi

Kata Sandi

W x H = 123 x 30 | Rounded Corner = 100

Nama Depan

Nama Belakang

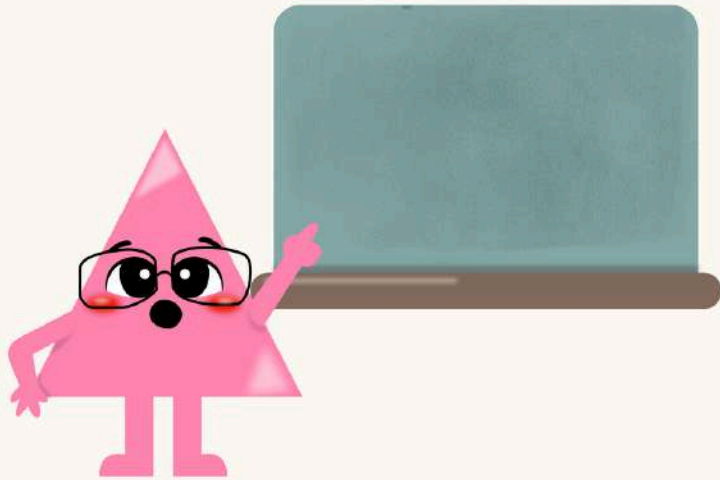
# Visual Assets

## Characters





## Personification Characters

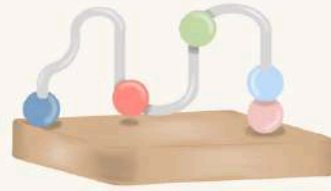


# Visual Assets

## Symbols



## Symbols





## Photography



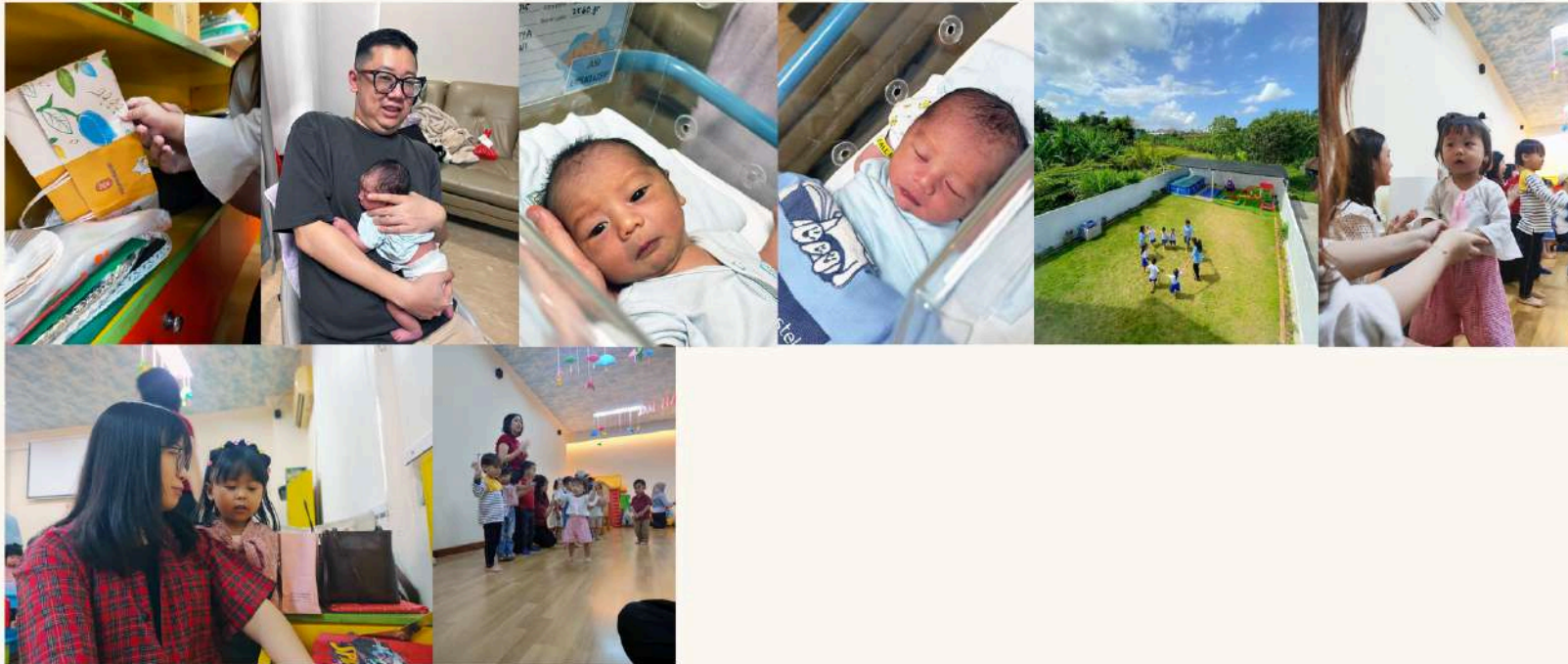


## Photography



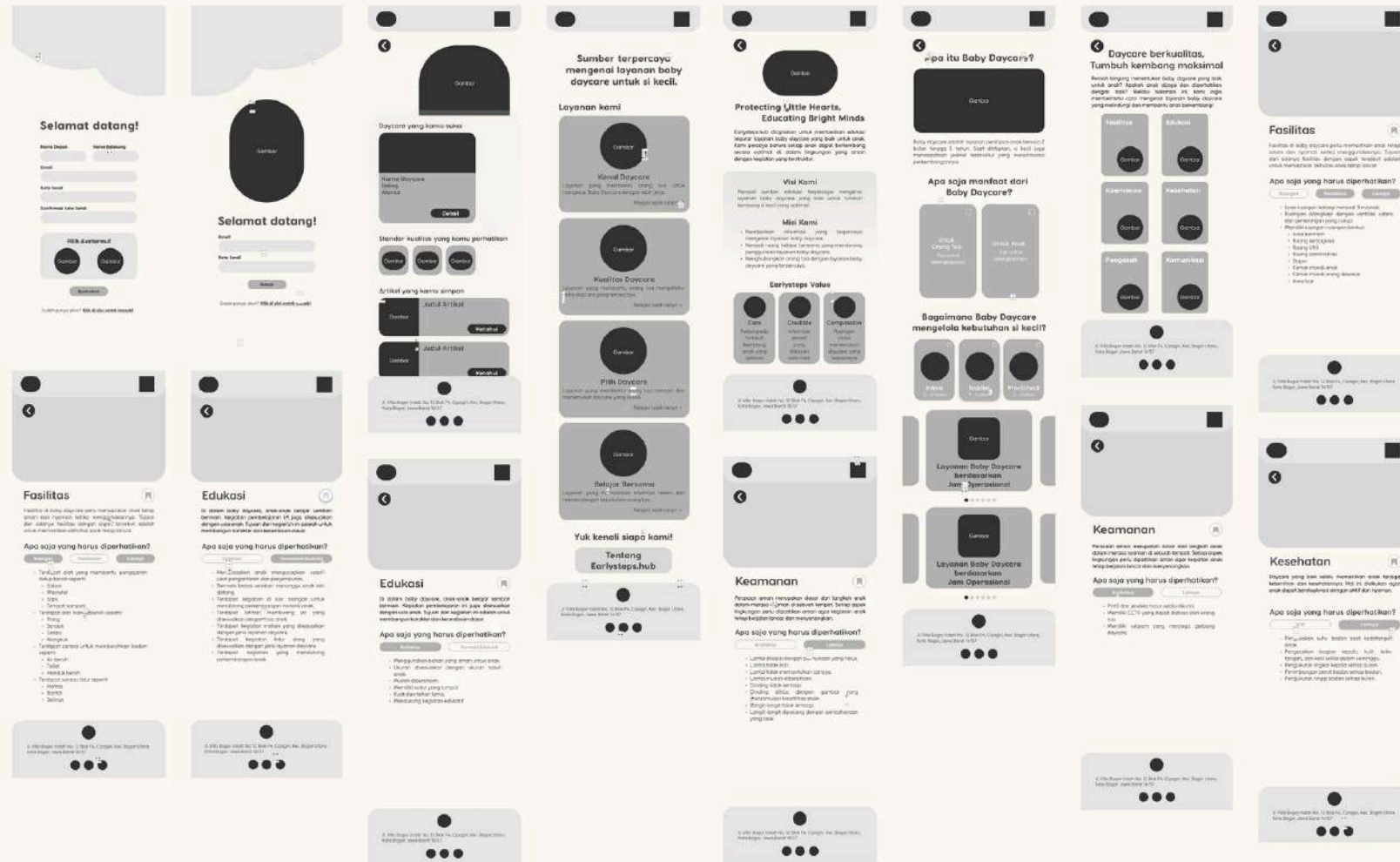
# Visual Assets

## Photography





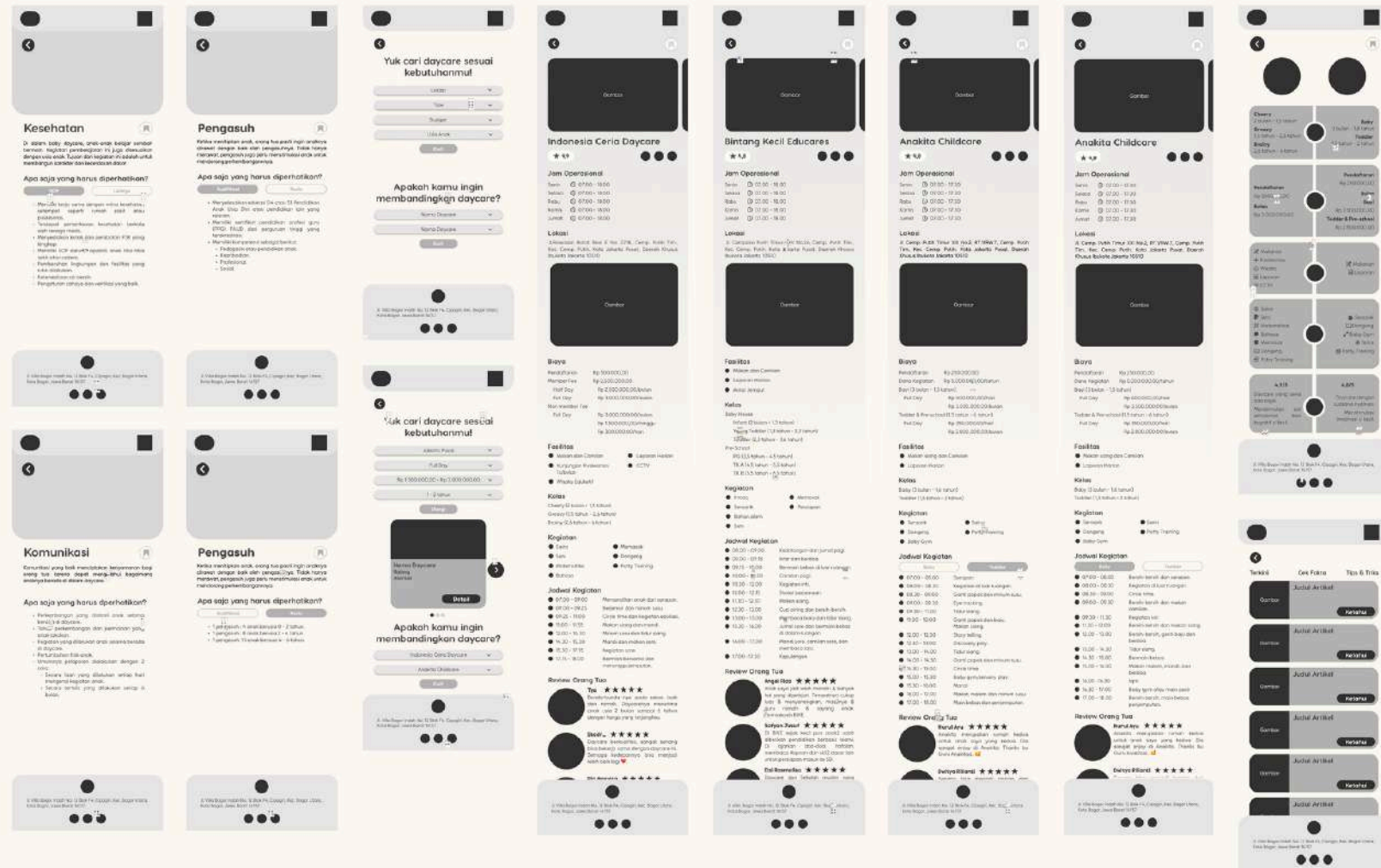
## Prototype





# Low Fidelity

## Prototype

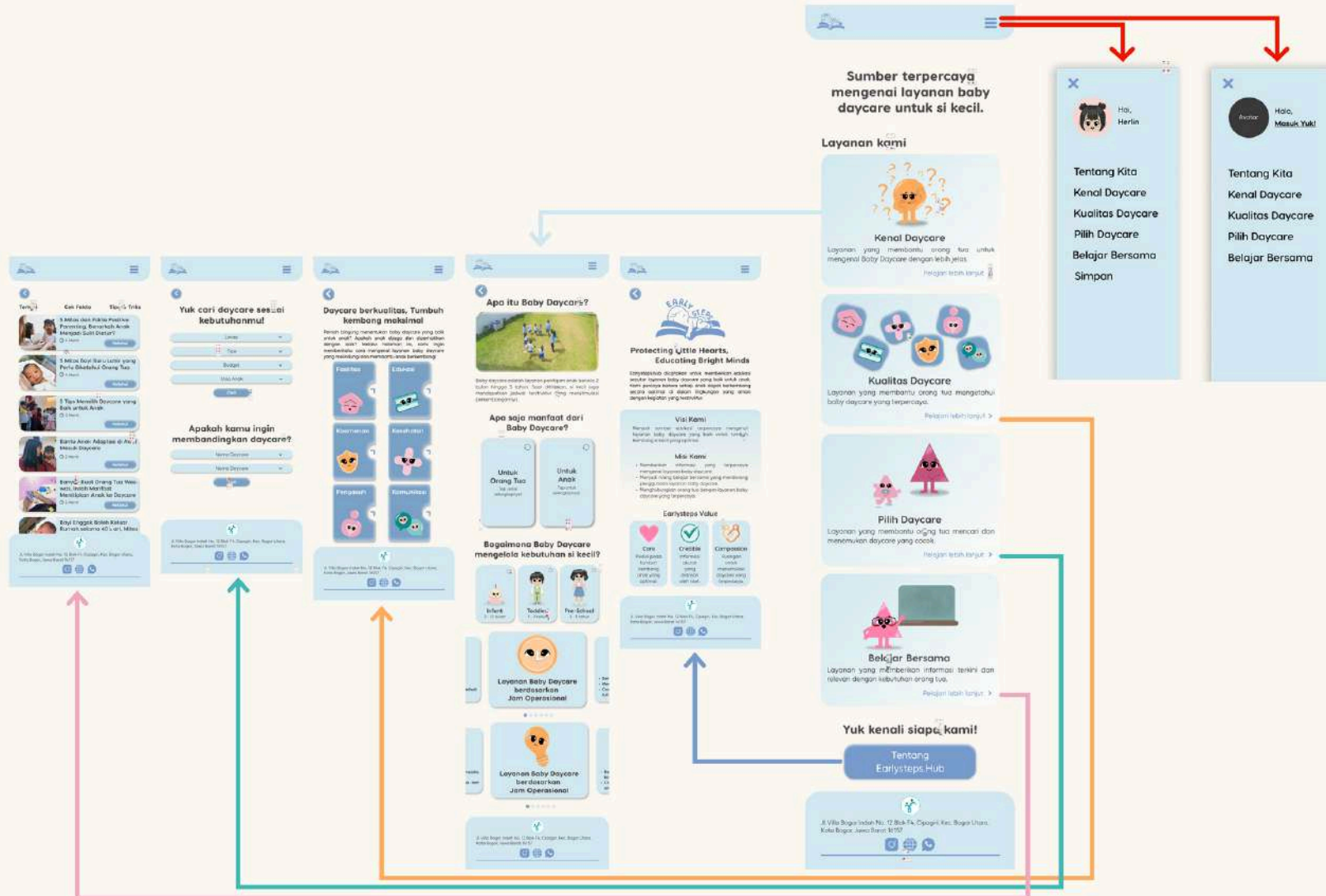


## Prototype



# High Fidelity Wireframe

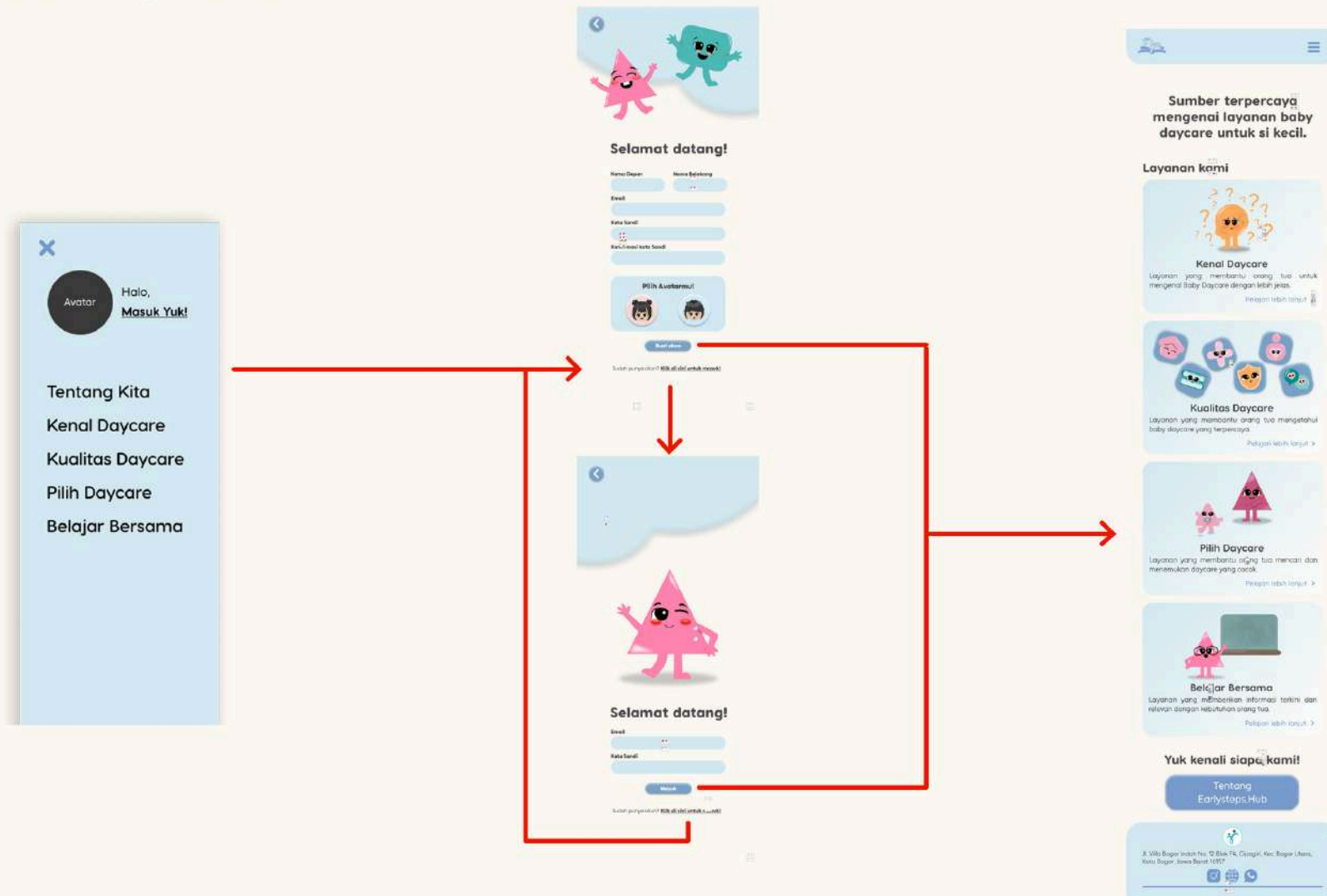
## Beranda



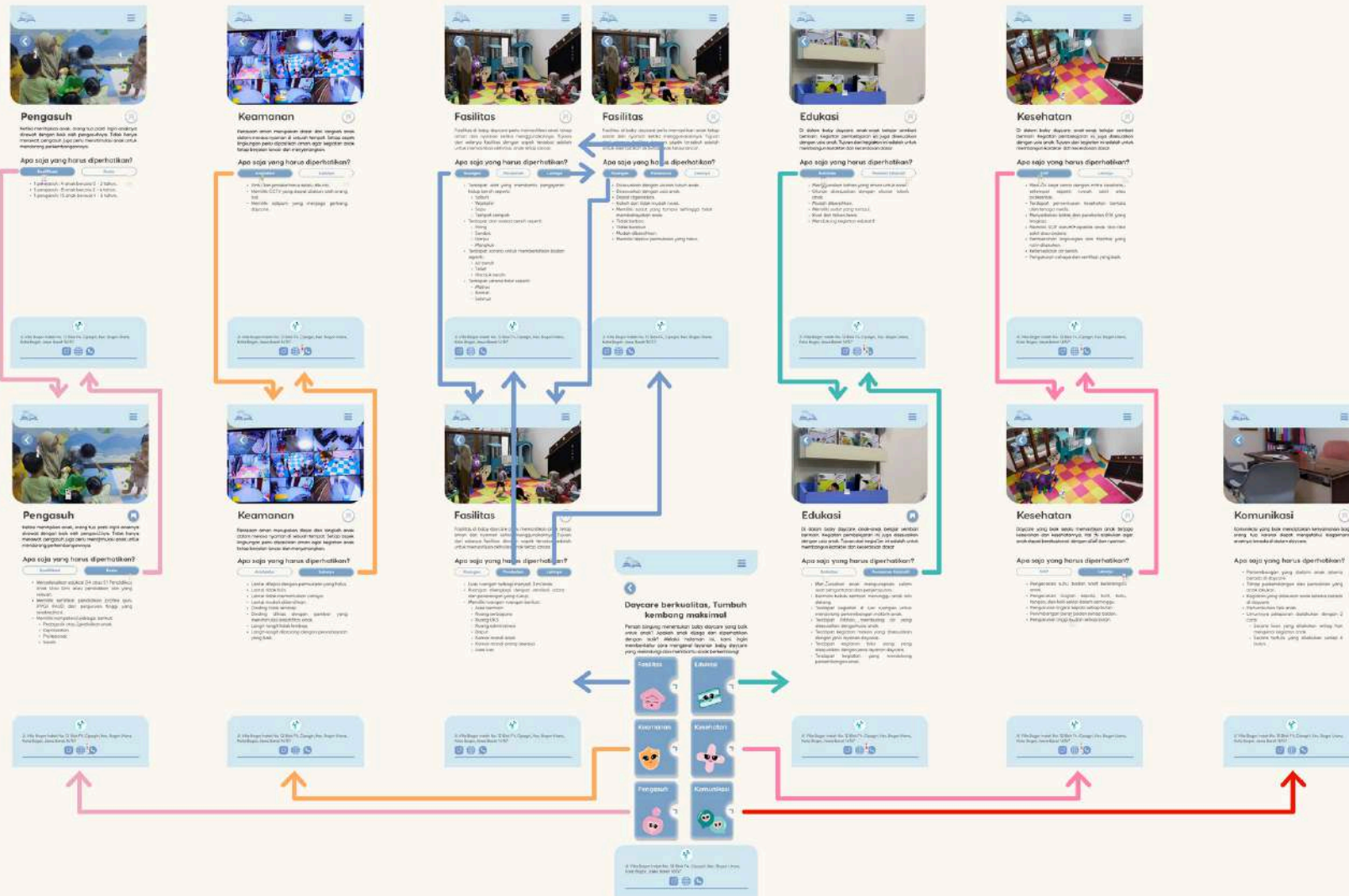


# High Fidelity Wireframe

## Daftar/Masuk

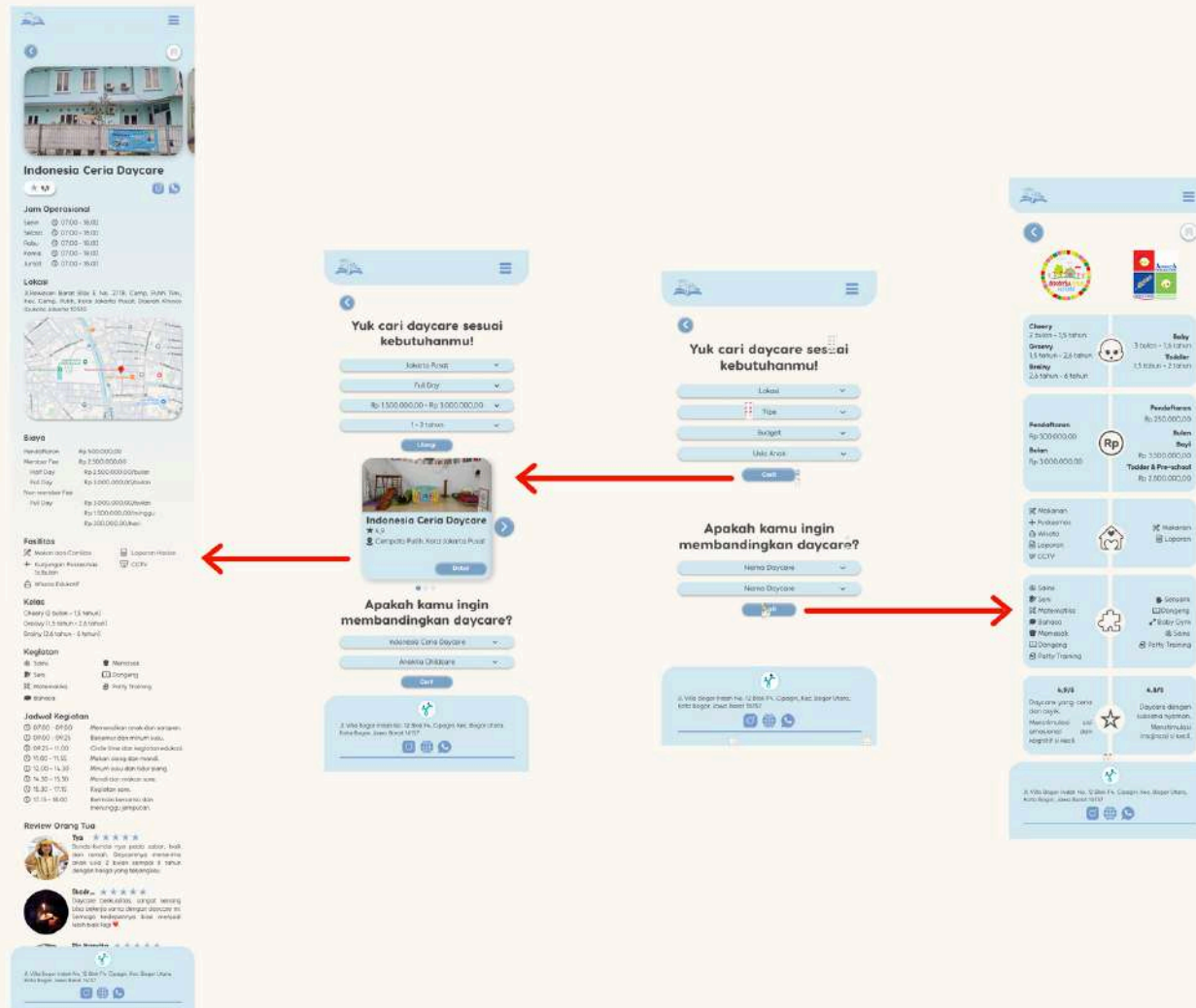


## Kualitas Daycare



# High Fidelity Wireframe

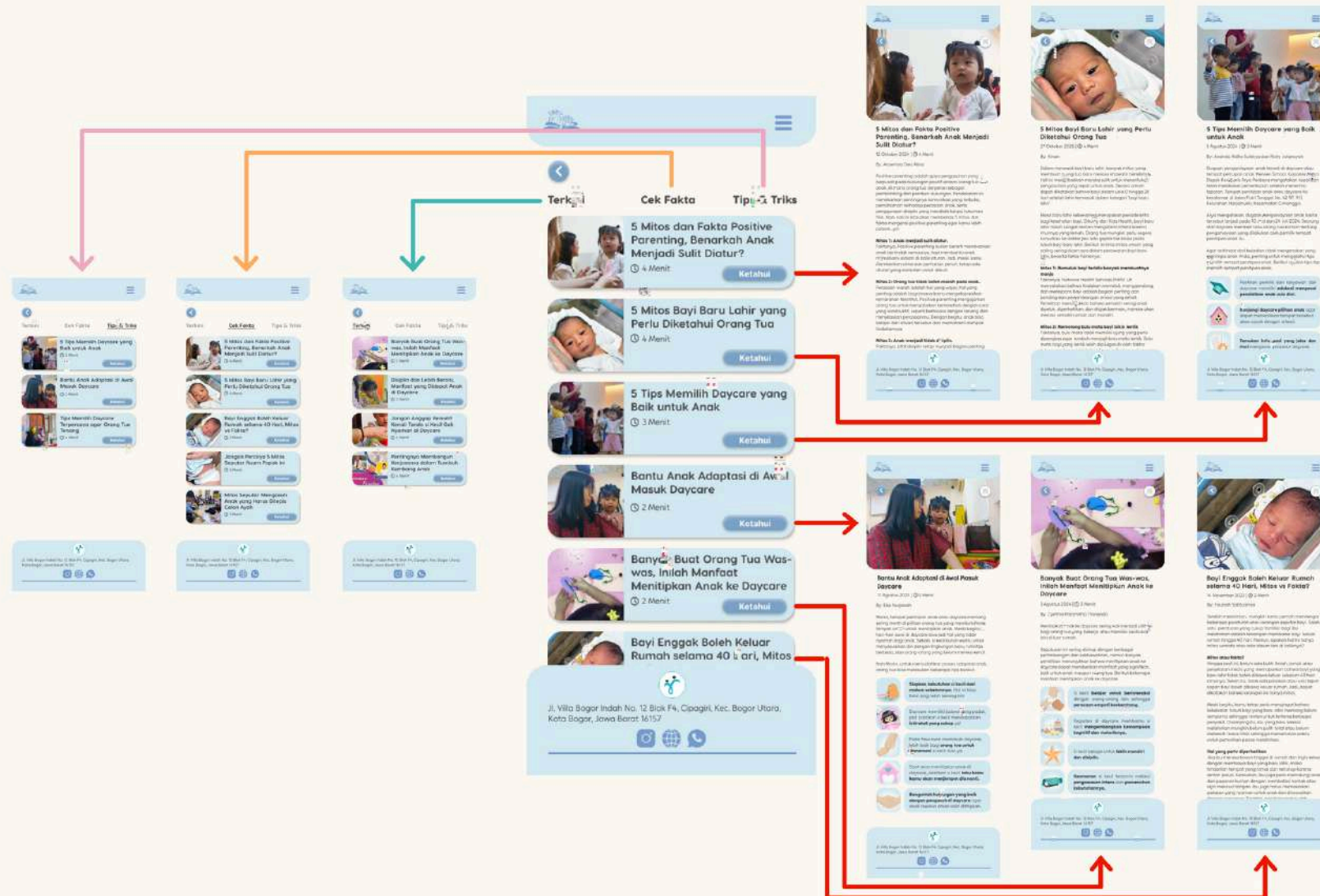
## Rekomendasi Daycare



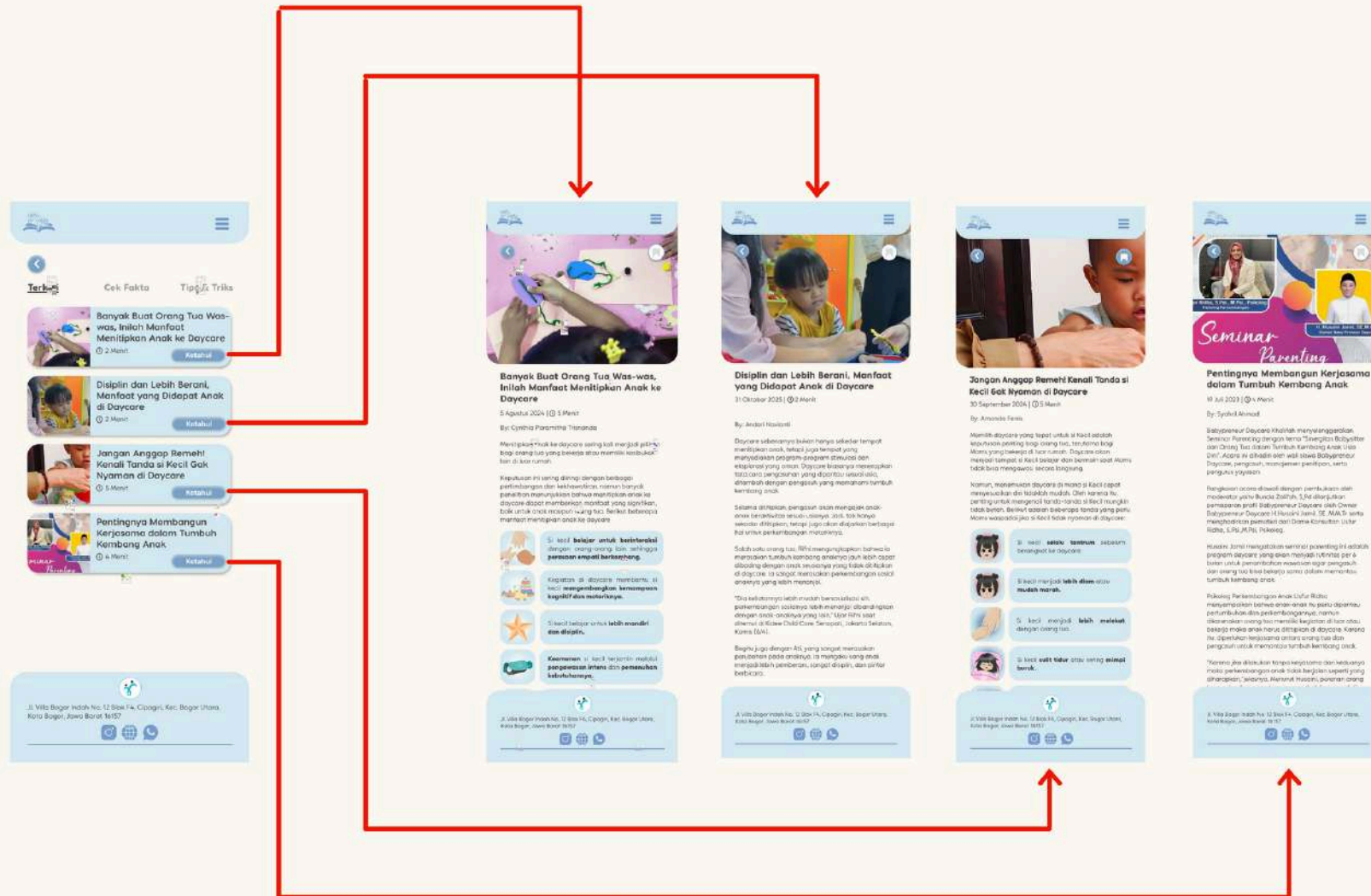


# High Fidelity Wireframe

## Belajar Bersama

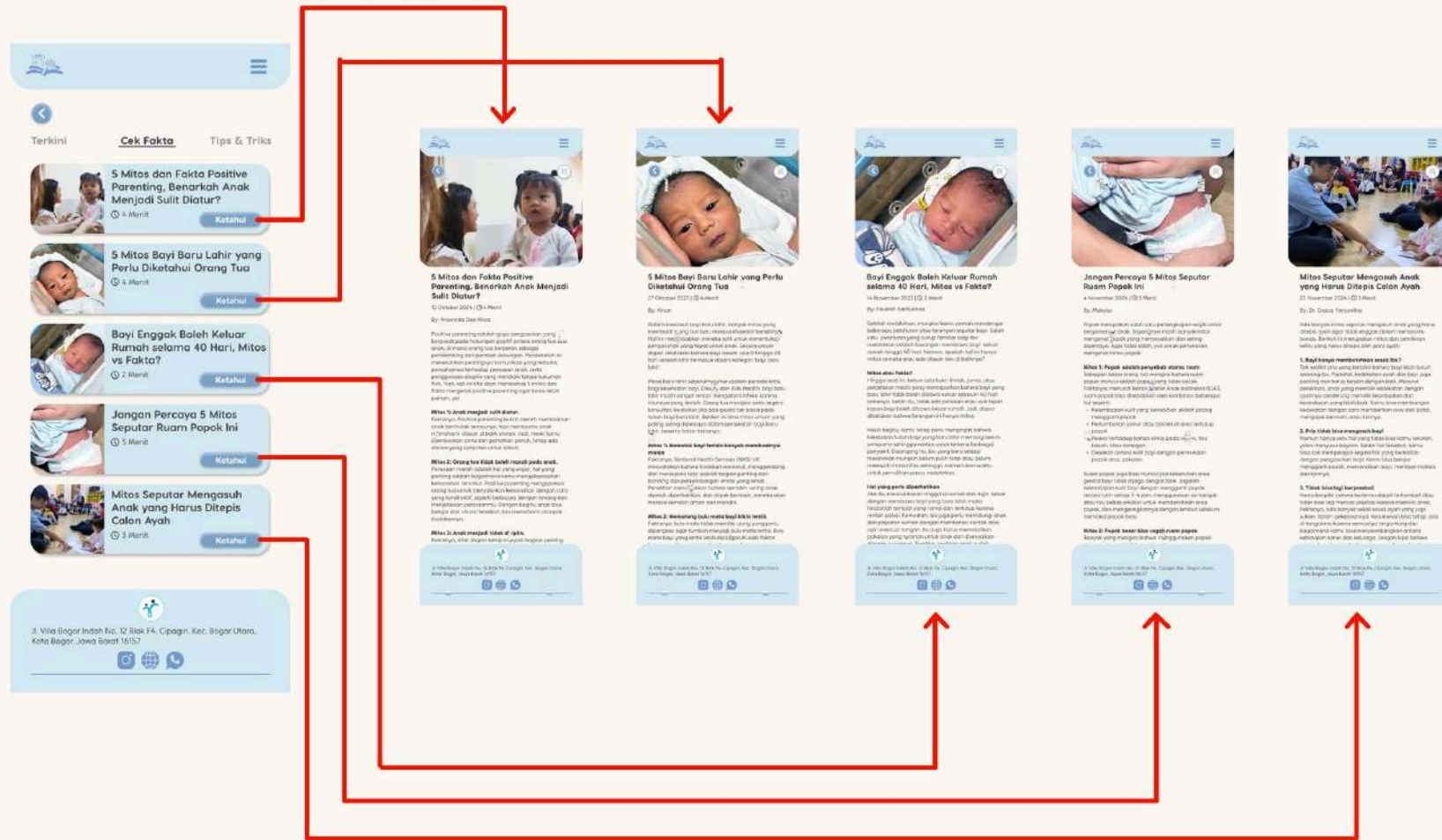


## Belajar Bersama | Terkini



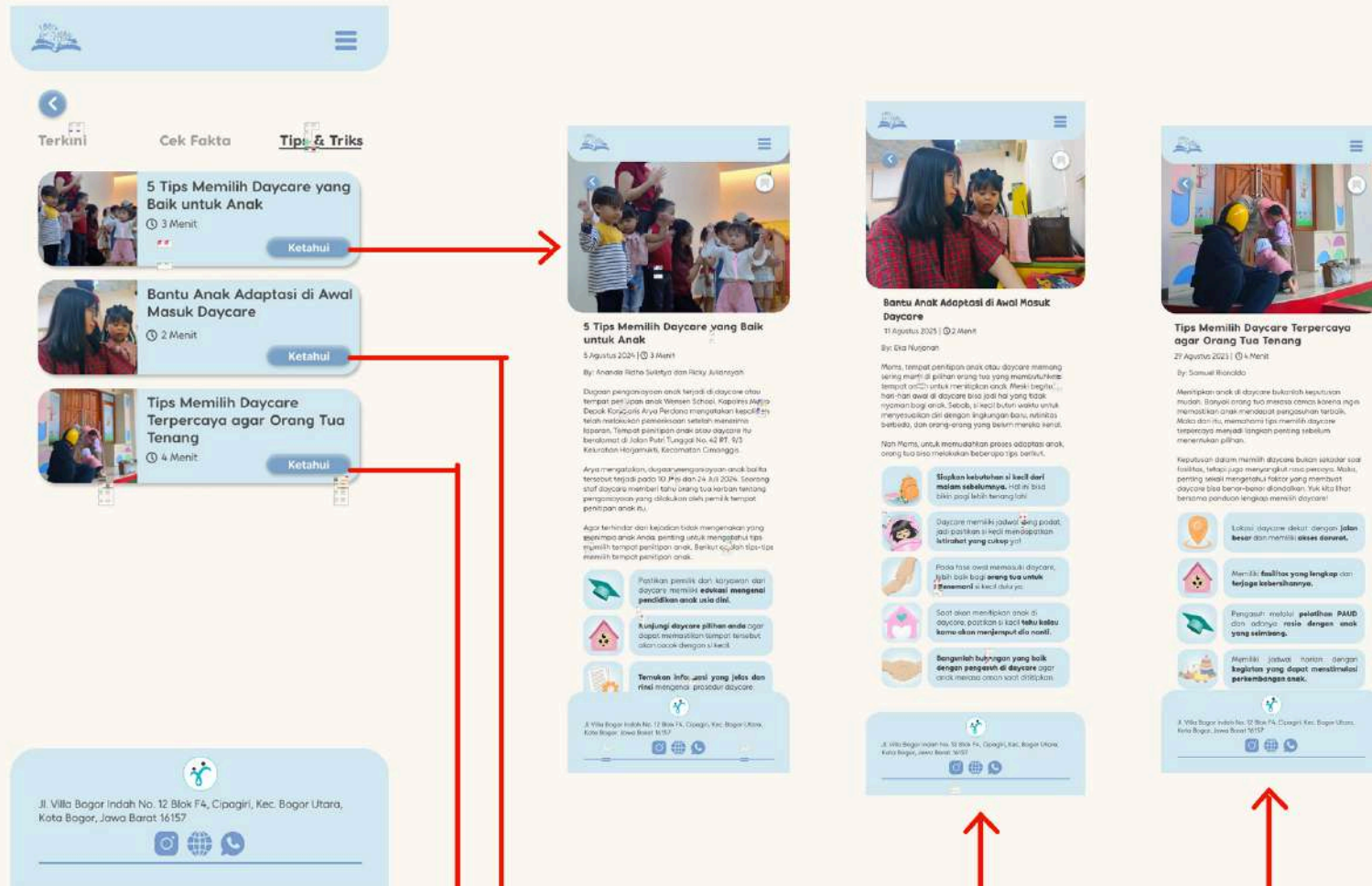
# High Fidelity Wireframe

## Belajar Bersama | Cek Fakta





## Belajar Bersama | Tips dan Trik



# High Fidelity Wireframe

## Simpan

