

The Importance of UX/UI Design for Websites

❖ Title page:

- **Research Title:** The Importance of UX/UI Design for Websites.
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❖ Abstract:

This research explores the significance of User Interface (UI) and User Experience (UX) design for websites, focusing on how to enhance user engagement and satisfaction. The study aims to analyze current UX/UI design practices and identify gaps, proposing improvements based on user feedback and best practices. A mixed-method approach, combining both quantitative and qualitative analyses, will be employed to achieve the research objectives and provide practical recommendations.

❖ Chapter 1:

Introduction:

The design of User Interface (UI) and User Experience (UX) plays a critical role in the success of websites. As technology advances and the reliance on the internet increases, the importance of UX/UI design grows to ensure a seamless and engaging user experience. This research delves into the impacts of UX/UI design on user engagement, with a particular focus on educational websites.

Background:

Over the past two decades, UX/UI design has undergone significant developments. Companies and developers have recognized the importance of user experience as a key factor in attracting and retaining users. Through methodologies such as User-Centered Design (UCD) and Design Thinking, user interfaces have been greatly enhanced to meet user expectations, making UX/UI an essential element in digital success.

Problem Statement:

Many websites face significant challenges in attracting and retaining users due to inadequate UX/UI design. This issue stems from a lack of understanding of user needs and how to address them through interactive and user-friendly designs. As digital competition intensifies, improving UX/UI design has become crucial to ensuring user satisfaction and engagement.

Research Objectives:

- **Primary Objective:** To enhance user engagement on websites through improved UX/UI design.
- **Specific Objectives:**
 1. Analyze current UX/UI design practices in educational websites.
 2. Identify key UX/UI factors that influence user engagement.
 3. Propose design improvements based on user feedback and best practices.
 4. Evaluate the effectiveness of the proposed design improvements through user testing.

Research Scope:

This research focuses on UX/UI design for educational websites. It includes analyzing current design practices, identifying gaps, and proposing improvements based on literature review, user feedback, and best practices. The aim is to provide practical recommendations that enhance UX/UI design to improve user engagement and satisfaction.

❖ Chapter 2:

Literature Review:

Paper 1: "Unlocking the Power of Design Thinking: Revolutionizing UX Research, Design, and UI Implementation"

- **Objectives:** This study explores the transformative potential of design thinking in UX/UI design.
- **Methods:** Design thinking methodology was employed.
- **Key Findings:** Design thinking enhances empathy, collaboration, and iterative processes, leading to more effective UX/UI designs.
- **Critical Analysis:** Comprehensive methodology, but limited application in specific contexts.

Paper 2: "Designing The UI/UX of a Website Introducing Traditional Culture Focusing on Dance Using the User-Centered Design Method"

- **Objectives:** Develop UX/UI design for a website introducing traditional culture using UCD.
- **Methods:** User-Centered Design (UCD) methodology was used.
- **Key Findings:** Resulted in a prototype with a high System Usability Scale (SUS) score.
- **Critical Analysis:** Effective in usability but limited in cultural scope.

Paper 3: "A Systematic Literature Review on User Interface Design for Web Applications"

- **Objectives:** Systematically review existing literature on UI design for web applications.
- **Methods:** Systematic literature review methodology was employed.
- **Key Findings:** Highlights the need for improved UI designs that can better cater to user needs.
- **Critical Analysis:** Comprehensive review, but limited qualitative data analysis.

Paper 4: "Designing User Interface of a Mobile Learning Application by Using a Design Thinking Approach: A Case Study on UNI Course"

- **Objectives:** Apply design thinking to developing a mobile learning application.
- **Methods:** Design thinking principles were applied.
- **Key Findings:** Enhanced overall user experience.
- **Critical Analysis:** Effective application, but lacks real user data.

Paper 5: "Penerapan Metode Double Diamond pada Desain User Interface"

- **Objectives:** Apply the Double Diamond method in UI design.
- **Methods:** The Double Diamond methodology was used.
- **Key Findings:** Facilitated iterative improvements in UI design.
- **Critical Analysis:** Well-structured methodology, but lacks broad application.

Paper 6: "Design Thinking Applied to Smart Home Projects: A User-Centric and Sustainable Perspective"

- **Objectives:** Explore the use of design thinking in smart home projects.
- **Methods:** Design thinking methodology was applied.
- **Key Findings:** Fostered innovation and user satisfaction in smart home projects.
- **Critical Analysis:** Effective in smart projects, but limited to specific sectors.

Additional Studies:

1. [UI/UX Design Web-Based Learning Application Using Design Thinking Method](#)
 - **Objectives:** Develop UX/UI design for a web-based learning application using design thinking.
 - **Methods:** Design thinking methodology was used.
 - **Key Findings:** Innovative and effective design.
 - **Critical Analysis:** Strong methodology but small testing base.

2. [UI/UX Design Prototype for Mobile Community-Based Course](#)
 - **Objectives:** Develop a prototype for a community-based educational mobile application.
 - **Methods:** UX/UI design methodology was employed.
 - **Key Findings:** Enhanced community interaction.
 - **Critical Analysis:** Lacks detailed data analysis.

3. [Introduction to UI/UX Design: Key Concepts and Principles](#)
 - **Objectives:** Provide a comprehensive introduction to UX/UI concepts.
 - **Methods:** Theoretical analysis was conducted.
 - **Key Findings:** Clear explanation of fundamental principles.
 - **Critical Analysis:** Strong theoretical concepts, limited practical applications.

4. [Designing UI/UX for CareerSite Website Using LeanUX Method](#)
 - **Objectives:** Develop UX/UI design for the CareerSite website using LeanUX.
 - **Methods:** LeanUX methodology was applied.
 - **Key Findings:** Effective improvements and usability.

Critical Analysis: Limited user testing.

❖ **Chapter 3:**

Research Methodology:

The research will employ a mixed-method approach, combining both qualitative and quantitative methods to analyze and improve UX/UI design in educational websites. The methodology is divided into several key stages, each aimed at achieving specific research objectives. These include data collection (qualitative and quantitative), data analysis, design and prototyping, testing and validation.

Expected Outcomes:

The expected outcomes of this research include:

- Enhanced user engagement.
- Higher user satisfaction.
- Practical design recommendations.
- Validated prototypes.

Gantt Chart:

The Gantt Chart illustrates the timeline for the research, detailing each phase from planning to final reporting.

Task	Start Date	End Date
Literature Review	20 July 2024	25 July 2024
Data Collection	26 July 2024	31 July 2024
Data Analysis	01 August 2024	06 August 2024
Design and Prototyping	07 August 2024	11 August 2024
Testing and Validation	12 August 2024	14 August 2024
Final Report Writing	15 August 2024	17 August 2024

❖ References

MLA Style:

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5. Kurniawati, F., Setiawan, A., & Jati, A. "Penerapan Metode Double Diamond pada Desain User Interface." 2024. [Link to Paper](#)
6. Herlambang, A., Wicaksono, D., & Firmansyah, I. A. "Design Thinking Applied to Smart Home Projects: A User-Centric and Sustainable Perspective." 2024. [Link to Paper](#)
7. Nasution, W. S. L., and P. Nusa. "UI/UX Design Web-Based Learning Application Using Design Thinking Method." ARRUS Journal of Engineering and Technology, vol. 1, no. 1, 2021, pp. 18-27. [Link to Paper](#)
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9. Hidayati, N., F. Ramadhani, and S. Sunyoto. "UI/UX Design Prototype for Mobile Community-Based Course." Procedia Computer Science, vol. 197, 2022, pp. 210-218. [Link to Paper](#)
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APA Style:

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2. Prastya, M. W. A., et al. (2024). Designing The UI/UX of a Website Introducing Traditional Culture Focusing on Dance Using the User-Centered Design Method. [Link to Paper](#)
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4. Anggraini, R., Pratama, I., & Putri, N. A. (2024). Designing User Interface of a Mobile Learning Application by Using a Design Thinking Approach: A Case Study on UNI Course. [Link to Paper](#)
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7. Nasution, W. S. L., & Nusa, P. (2021). UI/UX Design Web-Based Learning Application Using Design Thinking Method. *ARRUS Journal of Engineering and Technology*, 1(1), 18-27. [Link to Paper](#)
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9. Hidayati, N., Ramadhani, F., & Sunyoto, S. (2022). UI/UX Design Prototype for Mobile Community-Based Course. *Procedia Computer Science*, 197, 210-218. [Link to Paper](#)
10. Nnaji, I. (2023). Introduction to UI/UX Design: Key Concepts and Principles. Libre Academy. Retrieved from [Link to Paper](#)

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Title of the Research:

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