USER INTERFACE DESIGN APPLICATION FOR CERAMIC PRODUCT INTRODUCTION AT STUDIO DE'MOZI ART DESIGN

Marisa Astuti
Deden Maulana Anggakarti

Marisa Astuti, *Prodi Multimedia, Fakultas DKV Universitas Widyatama*
Email: marisa.astuti@widyatama.ac.id

Deden Maulana Anggakarti, *Prodi Multimedia, Fakultas DKV Universitas Widyatama*
Email: deden.maulana@widyatama.ac.id

ABSTRACT

Ornamental Ceramic is a term for a type of tile made from processed cement and has a visual element on its surface. On the surface there are ornament images, namely decorative images that form decorations with plant patterns such as flowers, leaves and geometric fields, such as triangles, squares and circles. Decorative Ceramics has been around for a long time, found in several areas that have local value as an area that is quite calculated for the existence of the community or an area that has historical value. Decorative ceramics are installed on the wall or floor as a support for decorative elements to create a more memorable space atmosphere.

Decorative ceramic crafts in the Cimahi area are very advanced, but this ceramic craft is still a home industry so one of the obstacles is the lack of integration of product sales information to consumers which results in slow orders and buying and selling transactions that have occurred so far. Along with the development of information technology, the craft of decorated ceramics owned by Usaha Micro, Kecil dan Menengah (UMKM) Studio De'Mozi Art Design in Cimahi district wants to try to increase sales of decorated ceramic products by providing the best service through application media

This community service activity is carried out on the basis of the need for information on products sold and orders that can be made online. Therefore, a user interface was designed to overcome this problem. The data needed in designing this user interface is the type of product, stock of goods, the production process of goods, prices of goods, production time and how to order

With the design of the media user interface for the introduction of decorated ceramic products, it is hoped that it can help UMKM Studio De'Mozi Art Design in introducing Cimahi decorated ceramic products and expanding the marketing area.

Keywords: Design, Ceramics, User Interface

1. INTRODUCTION

1.1. Background

De' Mozi is a studio or gallery of Business Startups that have been established since 2015 which is located at Jalan Kamarung No. 5 Citeureup, Cimahi City. A studio that is engaged in running a small business in the field of crafts specifically to make products that can function as an image of a space. The products are Mosaic, such as mirror products, wall decorations, wall and floor decorations, Mozaic Cutting Break, Mozaic Terracotta, Minimalis Painting, Gigital Pinting, or other custom orders. Occupying a land area of 72 m2 (6x12) with a building area of 144 m2, it is conveniently located

Studio De'Mozi Art Design has a problem in expanding its market. In marketing, the method used is by participating in exhibitions to attract visitors who come and hope to be interested in the products offered. This method is considered inefficient, because marketing is only done at certain times with large operational costs and because of the pandemic it cannot be done. And in facing business competition, information about ornate ceramic products is very necessary. Starting from the type of product, the price of the product and the quality of the product itself. This decorated ceramic craft is still a home industry[1]

In carrying out its activities, this studio still uses conventional processes when consumers want to order a product, making it difficult for the studio to develop its business, even though sales are an important thing in the business field. To help increase sales activities, it is necessary to support good application media in introducing products to consumers or the public to increase sales and place orders online in order to keep up with the developments of the growing creative industry world.

1.2. Problem Identification

From the explanation above, the problem of Studio De'Mozi Art Design is the studio does not have a media application to provide product information and has an online ordering facility.

1.3. Formulation Problem

Based on the problems above, the formulaton of the the problem is how to design an application user interface media to provide product information and have online ordering facilities?

1.4 Goal

The objectives to be achieved from this community service are:

1. Designing the user interface media for the Studio De'Mozi Art Design product introduction application to provide information on production goods to consumers/community

2. Designing the user interface media for the Studio De'Mozi Art Design product introduction application as a new medium for providing online ordering services.

1.4. Benefits/Use of Activities

This community service activity will provide an overview and usefulness for small creative industries in providing discourse on the development of the Decorative Ceramics business.

2. LITERATURE REVIEW

In designing Studio De'Mozi Art Design user interface, the author uses several theories as a basis in the process. The theory used is the theory in designing mobile applications such as user interface, colors, typography, and layout. User Interface Design is designing interfaces for software systems. According to [2]user interface is the way programs and users interact. User interface has a function to connect or translate information between the user and the operating system, so that the computer can be used [1-3].

Color is a visual element that easily grabs attention. Color attracts attention because it directly to the user's sense of sight. Color can make it easier for users to differentiate components on the screen and highlight the differences between elements. Danton Sihombing suggests that Typography is a visual representation of a form of verbal communication and is a basic and effective visual property [4]. The guidelines for the correct use of typography are readability, clarity, visibility, and legibility. According to [3], layout is the setting of design elements on a field in certain media to support the concept/message it carries. The principles of layout are sequence, emphasis, balance, and unity.

3. RESEARCH METHOD

3.1 Experimental Model

To find more concrete steps, it is necessary to do some testing of the design, many modeling approaches as well as ways and steps to realize a research work, then for the making of Decorative Ceramics modeling is done with an experimental model. This experimental model will give value to the practice by direct testing on careful subjects. In the process of the experimental method carried out several steps as follows;

1. Visual observation of several cement tile products, observing several media. Looking at the possibilities from several design points of view, including; composition, color, style or pattern, stroke, texture and design technique

2. Conducting trials with software that is considered to represent the most effective and efficient design process

3. Doing documentation of some of the results of the creative process of making ornate Ceramic display designs

4. Created presentations or discussion groups to find common perceptions about the designs that have been produced.

3.2 Design Stages

In the concept of designing a user interface design for the Studio De'Mozi Art Design application, it uses several stages to design the application design for the Studio De'Mozi Art Design, including starting with making a sketch followed by designing wireframes, then the next step is the design process of visual design application's user interface. The following is the chart of the stages in designing Studio De'Mozi Art Design user interface   application[5, 6]:
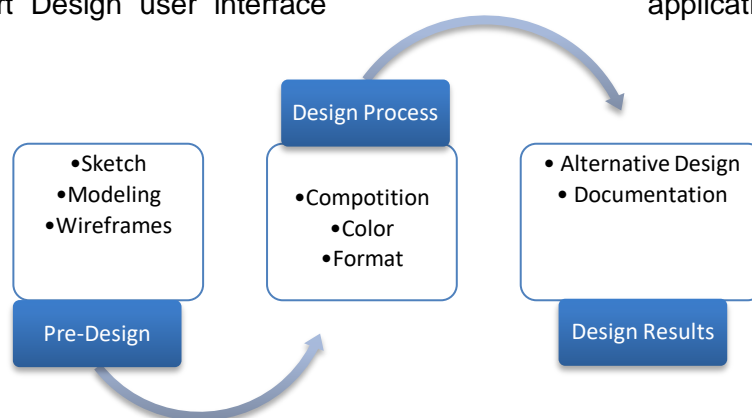

Chart 1. Design Stages

3.3 Design Results

The results of the design are customized to the needs of users. The white color is used as a background to give a simple impression that fits the design concept. The

fonts used in the design of this application can convey information well. Here are the results of the application design for Studio De'Mozi Art Design:
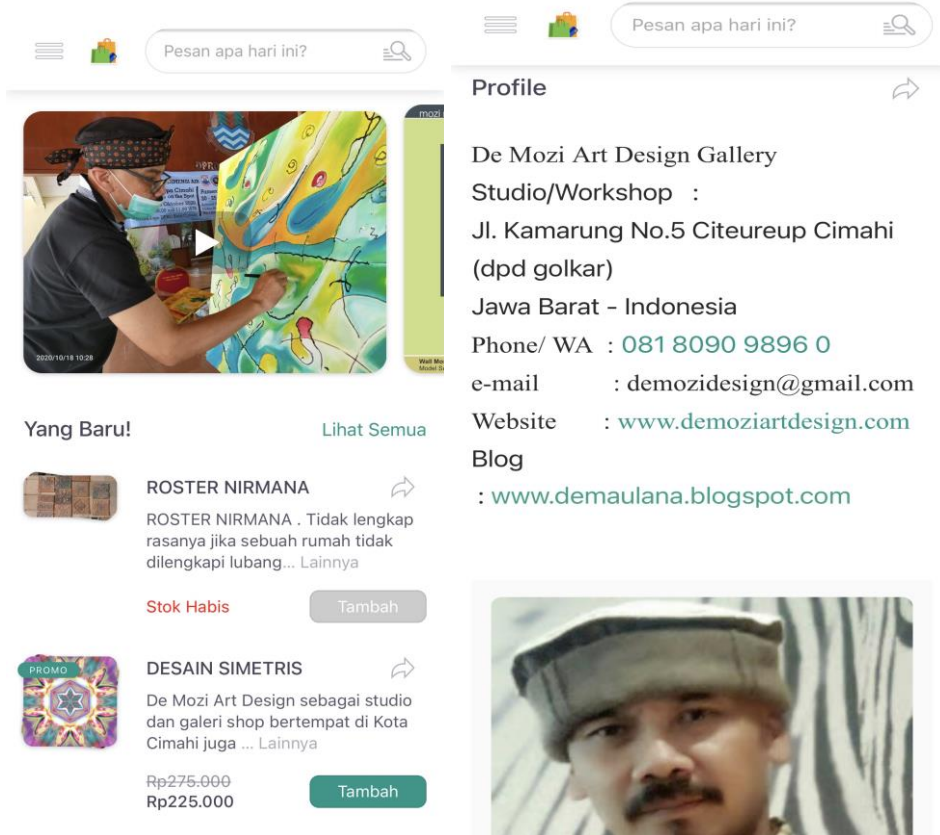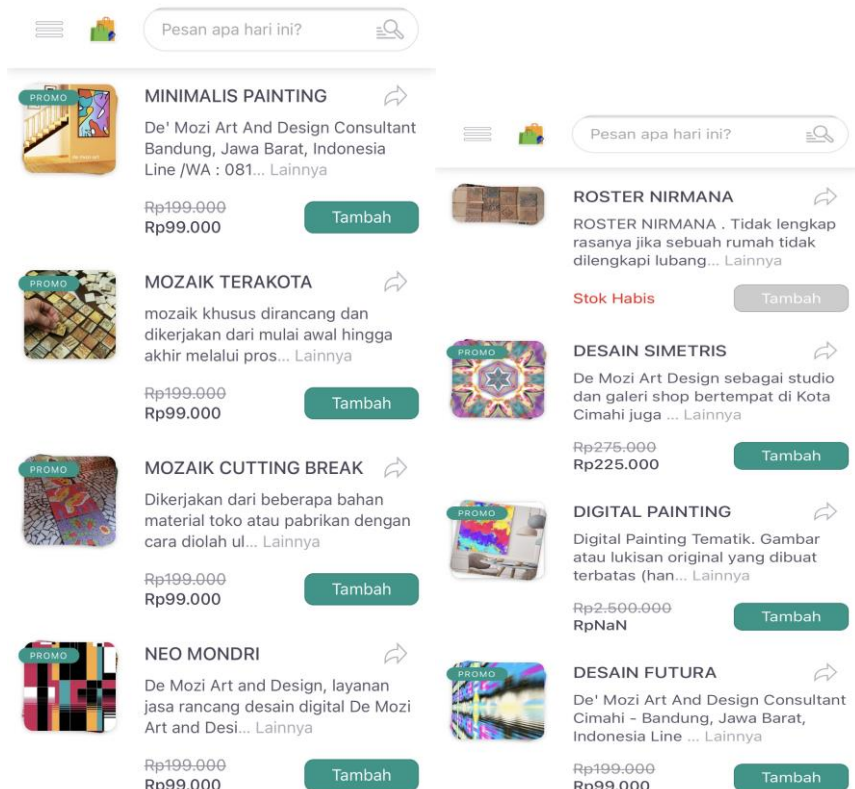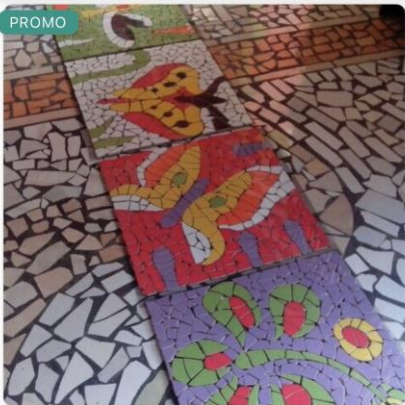

Image 1 & 2. Home & Profile Page

Image 3 & 4 Price List Page

PROMO

MOZAIK CUTTING BREAK

Dikerjakan dari beberapa bahan material toko atau pabrikan dengan cara diolah ulang sehingga menghasilkan model mozaik berbeda.

~~Rp199.000~~ **Rp99.000**   Tambah

PROMO

MOZAIK TERAKOTA

mozaik khusus dirancang dan dikerjakan dari mulai awal hingga akhir melalui proses pembakaran (oven). Model mozaik ini adalah custom yang dapat disesuaikan dengan konsep ruang. Biasanya untuk kebutuhan ruang ekskusif seperti perhotelan dan perkantoran.

~~Rp199.000~~ **Rp99.000**   Tambah

Image 5 & 6 Content Page

DESAIN SIMETRIS

De Mozi Art Design sebagai studio dan galeri shop bertempat di Kota Cimahi juga menyediakan layanan rancang dan penerapan desain mozaik guna kebutuhan estetika ruang dalam dan luar, seperti mosaic untuk mural, backdrop stage dan ruang yang banyak di butuhkan di hotel, apartemen dan tempat rekreasi pada umumnya.

~~Rp275.000~~ **Rp225.000**   Tambah

DESAIN FUTURA

De' Mozi Art And Design Consultant Cimahi - Bandung, Jawa Barat, Indonesia Line /WA : 081809098960 (Konsul/ Order) e-mail: demozidesign@gmail.com

~~Rp199.000~~ **Rp99.000**   Tambah
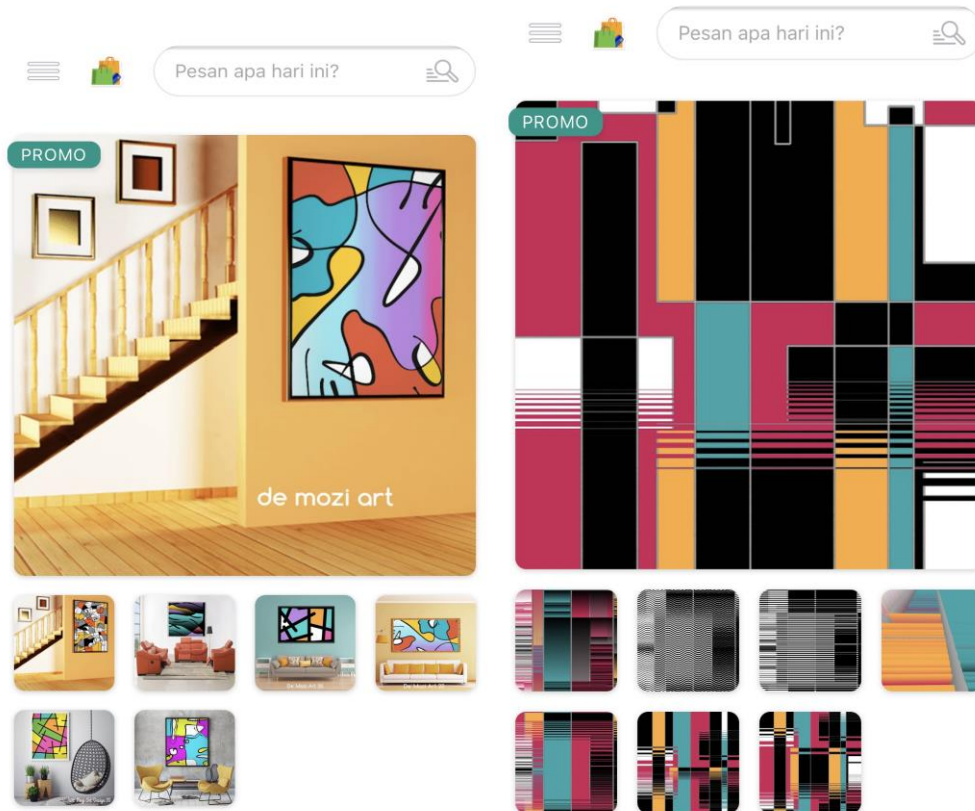
Image 7 & 8 Content Page

Image 9 & 10 Promotion Product Page

4. CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

From the results of this community service activity, it is hoped that it can be used as input for Studio De'Mozi Art Design. There are several conclusions that can be drawn in making the application user interface design for Studio De'Mozi Art Design, including:

• Studio De'Mozi Art Design is a business that is engaged in decorative ceramics and has become one of the ornamental ceramic businesses that has successfully developed in the city of Cimahi.

• Studio De'Mozi Art Design requires a user interface design for selling applications that will be used by the business management.

• In designing the user interface design this application has several stages, namely: Pre Design, Process Design and Final Results.

4.2 Suggestions

Based on the conclusions above, the suggestion for Studio De'Mozi Art Design is that this analysis can be taken as an input so that the business can grow even more. And it is very important for Studio De'Mozi Art Design to continue to develop the application's user interface design in order to increase application user satisfaction. It is also necessary to evaluate the visual user interface so that it can attract interest and increase the number of active users of the application.

REFERENCES

1. Intarapadung, A., *Prototype OF PROGRAM Development OF QFD Tool to Convert CustomerS'Needs into THE Shape of A Product Automatically for SMall and MEDium sIZED Ceramic Factories.* Suranaree J. Sci. Technol, 2012. **21**(2): p. 111-118.
2. Alsswey, A. and H. Al-Samarraie, *Elderly users' acceptance of mHealth user interface (UI) design-based culture: the moderator role of age.* Journal on Multimodal User Interfaces, 2020. **14**(1): p. 49-59.DOI: https://doi.org/10.1007/s12193-019-00307-w.
3. Pettersson, R., *Information design theories.* Journal of Visual Literacy, 2014. **33**(1): p. 1-96.DOI: https://doi.org/10.1080/23796529.2014.11674713.
4. Riyanti, M. and D. Setianto, *The Digital Comic Development in Indonesia (A Case Study About The Story Of "Si Pitung").* International Journal of Research-GRANTHAALAYAH, 2018. **6**(1): p. 107-117.DOI: https://doi.org/10.29121/granthaalayah.v6.i1.2018.1599.
5. Sun, X., et al., *Computer-Aided Three-Dimensional Ceramic Product Design [J].* Computer-Aided Design and Applications, 2021. **19**(S3): p. 97-107.DOI: https://doi.org/10.14733/cadaps.2022.S3.97-107.
6. Zhang, W., et al. *VR Design and Display System of Ceramic Products Based on Cloud Service Platform.* IEEE.