

USER UNTERFACE DIGITAL SIGNAGE OPUS ONE CONCEPT STORE

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ABSTRAK

Perancangan ini bertujuan untuk menghasilkan rancangan *User Interface Digital Signage* Opusone Concept Store dalam bentuk prototipe dengan menggunakan *software* program multimedia Figma. Perancangan antar muka ini menggunakan teori mengenai UI Desain, Prinsip perancangan UI, Prinsip kerja desain, Prinsip desain aplikasi, komunikasi *layout*, serta pendalaman fungsi, sehingga pesan dan kesan yang ingin disampaikan dapat tercapai. Berdasarkan analisis kebutuhan dari *Opus One*, dengan mengelompokan informasi-informasi yang dibutuhkan, ide-ide konten yang akan ditampilkan, serta implementasi hasil dalam bentuk prototipe digital. hasil perancangan ini terdiri meliputi prototipe desain *user interface* katalog produk, berisikan informasi singkat dari produk Opus One yang disertai dengan gambar. diharapkan semua informasi produk Opus One bisa tersampaikan dengan jelas dan detail oleh pelanggan yang datang secara langsung ke toko, dan juga menambah daya tarik pelanggan agar bisa memenuhi keinginannya membeli produk Opus One Concept Store.

Kata kunci : *User Interface, Digital Signage, Katalog*

| VALIDASI ABSTRAK | |
|-----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
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ABSTRACT

This design is aimed at producing a plan of User Interface Digital Signage Opus One Concept Store in the form of a prototype by using a software called Figma. The interface design used a theory of UI Design, Principals of UI planning, principles of design work, principles of application design, and layout communication, and also deepen the function so that the message and impression conveyed could be achieved. Based on the requirement analysis of the Opus One, grouping the required information, content ideas that would be shown, and the result implementation in the form of the digital prototype. The result of this planning consisted of prototype designs of the product catalog user interface, which contained brief information about the Opus One product accompanied by pictures. It is expected that the Opus One products could be conveyed comprehensively and in a detailed way by the customers who came directly to the store, and it is expected to attract consumer appeal so that their needs would be fulfilled through the purchase of Opus One Concept Store products.

Keywords: *User Interface, Digital Signage, Catalog*

