

# Ethereal Lenscraft Company Profile UI/UX Design Using *Design Thinking* Approach

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**Abstract** – Ethereal Lenscraft is a company specializing in photography and videography, with its company profile designed to effectively market its services. The primary focus of the website is to enhance user interactivity and satisfaction for those seeking documentation services for their events. Therefore, it is essential to conduct research from a design perspective, particularly in terms of UI/UX. This study employs the Design Thinking methodology to enhance the user interface (UI) and user experience (UX) of the "Ethereal Lenscraft" website, which offers photography and videography services tailored to specific events. The research follows the Design Thinking steps, including empathy, definition, ideation, prototyping, and testing, to ensure that the user experience aligns with expectations and leaves a lasting impression. Additionally, the photography industry entails technical complexities and various supporting elements, including equipment and personnel. Photography and videography works are categorized into commercial, journalistic, and artistic/expression genres. The outcomes of this study will serve as a benchmark for enhancing user experience and fostering deeper interactions on the "Ethereal Lenscraft" company profile website.

**Keywords :** *Design Thinking, User Interface Design, User Experience.*

## I. INTRODUCTION

The rapid advancements in technology, particularly in the domains of information and communication systems, have significantly enhanced the capabilities to meet the diverse needs of various industries [1],[2]. User Interface (UI) and User Experience (UX) exemplify this swift technological evolution [3], enabling individuals to leverage digital media—both online and offline—to design products that are visually appealing and user-friendly, thereby enhancing user comfort and convenience[4].

Creative industries, such as photography and videography, exhibit unique characteristics influenced by various technical aspects that shape their development. Numerous supporting elements, including equipment and human resources, play crucial roles in this sector, with essential tools comprising cameras, lenses, tripods, lighting, and more [5]. Traditionally, the process of ordering photography and videography services required customers to either visit a studio or contact available photographers directly, as there were no applications on platforms like the Play Store or App Store, nor websites offering reservation services for these services. This approach proved inefficient, as customers had to physically visit studios to coordinate schedules and locations with photographers.

Ethereal Lenscraft is a company that specializes in providing professional photography and videography services to fulfill visual documentation needs. However, the design of the company's website is deemed suboptimal, necessitating the application of the Design Thinking methodology to enhance the User Interface (UI) and User Experience (UX) on the "Ethereal Lenscraft" website.

Consequently, the objective of this research is to develop a design model for User Interface and User Experience by implementing innovations in the form of a company profile website using the Design Thinking method. This methodology is considered effective in addressing existing challenges[6],[7], [8], particularly in enhancing UI and UX to foster deeper interactions with users and ensure an optimal user experience.

## II. RESEARCH METHODS

This study uses the design thinking method. The reason is that the company profile website must support customer desires with every problem, especially in the fields of photography and videography. Design thinking itself is a method known as a comprehensive thinking process that concentrates on creating solutions that begin with the process of empathy for a particular need that is centered on humans (human centered) towards a sustainable innovation based on the needs of its users[9],[10].



Fig 1. *Design Thinking Method.*

This method has 5 stages[11],[12], namely: Empathize which aims to find out user needs based on their views, define which aims to describe each problem based on empathize, ideate is the part where ideas and solutions obtained from each problem in define become the basic reference for making a prototype, prototype is the stage where ideas and solutions in ideate are implemented in the form of user interface or UI designs that can solve the

problems defined, test is the last stage where the prototype is run by the user in real time which is expected to produce feedback or input for the development of the Ethereal lenscraft company profile website.

#### 1. Empathize

Empathize means relating to user feelings, empathy, emotions, views, and user experiences with system designers. An approach taken with users to understand and explain the problems they have and what needs they want to fulfill. This stage will focus on users who need professional documentation services with many choices and support customization according to their wishes[13]. The problem comes from the geographical location of the user where photo studios can be much more difficult to find even though their location offers natural beauty. There is also a problem where lay people in photography and videography want to just learn but do not know the equipment and techniques in the world of photography and videography.

#### 2. Define

At the level *Design Thinking*, *Define* is the second step after the level *Empathize*. On the step *Define*, the research team formulates a clear and concrete problem statement based on the insights and understanding gained from the previous stage. The purpose of this stage *Define* is to identify precisely and specifically what needs to be solved or addressed in the design process. By formulating the right problem statement, the research team will have a clear focus in finding innovative and effective solutions [14]. And the problems that arise in the empathize stage divide several categories of users into several parts, as follows:

- Lay users who are aged 18-40 and male or female. In this user category, the website must be made to support easy understanding if it is intended for reference for learning photography and videography. Using easy language so that men and women can increase the speed of user understanding.
- Users who live in big cities and have middle to upper incomes. Users in this category specialize in a service that requires user trust in a company through a previously created portfolio.
- Users with extrovert personalities, have an interest in art & culture, uphold aesthetic values, and quality. These users require the company profile website to show a more open design and insert artistic and cultural values with aesthetics and quality.
- Users with positive traits and willing to accept new things. For this one user, a website is needed that uses language that is not considered indoctrinating but still directs users according to their needs.

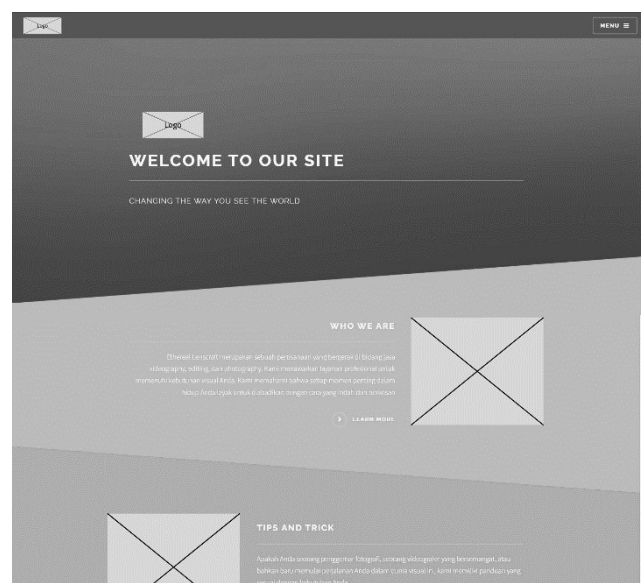
#### 3. Ideate

In this third step, researchers can generate ideas for problem solutions by conducting *brainstorming* with the team and stakeholders [15]. Ideas obtained through brainstorming will produce ideas in the form of solutions to problems faced by users. And after each problem from the above categories has been defined, the solution is as follows:

- Creating a company profile website has informative tips and tricks that people aged 18-40 can quickly understand.
- Create a portfolio that can illustrate the professionalism of the company ethereal lenscraft.
- Beautify the design of the company profile according to artistic and cultural values but without eliminating the elements of aesthetics and quality.
- Using language that describes ethereal lenscraft does not indoctrinate or patronize users in order to create comfortable user interaction.

#### 4. Prototype

This stage is an initial representation or model created to realize ideas or solutions resulting from the process of understanding, observation, and ideation. *Prototype* is an important step in the exploration and experimentation phase of design to test and develop the concepts that have been generated before they are fully implemented. *Prototype* can take various forms, from physical prototypes (real or printed models) to digital prototypes (in the form of wireframes, mockups, or working software). The purpose of creating a prototype is to obtain responses and feedback from users. Thus, the prototype allows for necessary changes and improvements before the final product or service is implemented. Based on the previous 3 stages, the designs offered are as follows:



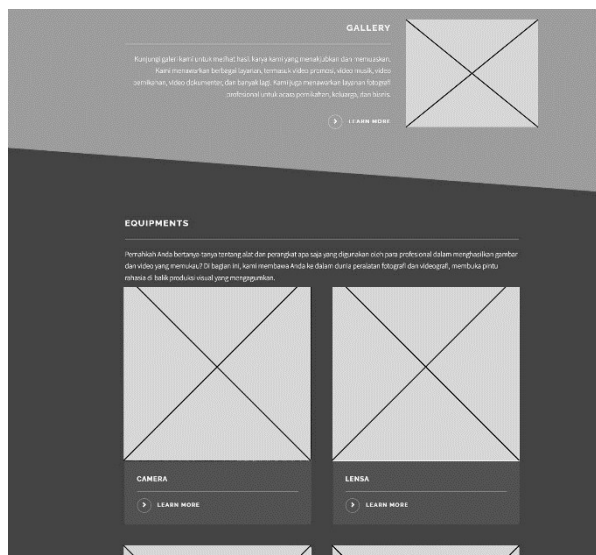


Fig 2. Wireframe Home Page.

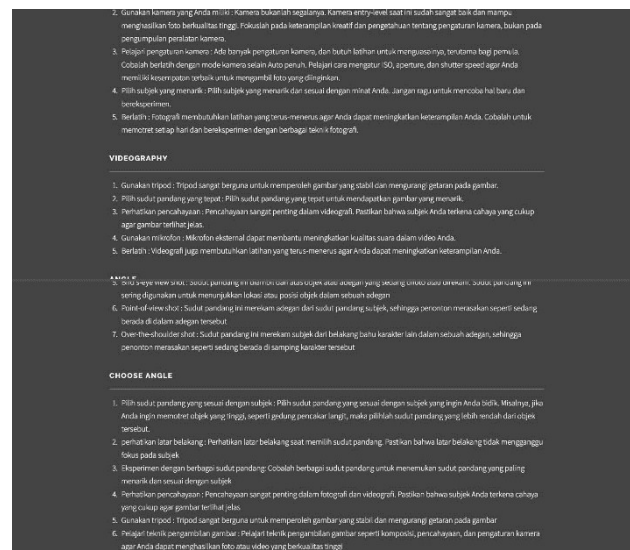


Fig 4. Wireframe Tips & Tricks Page.

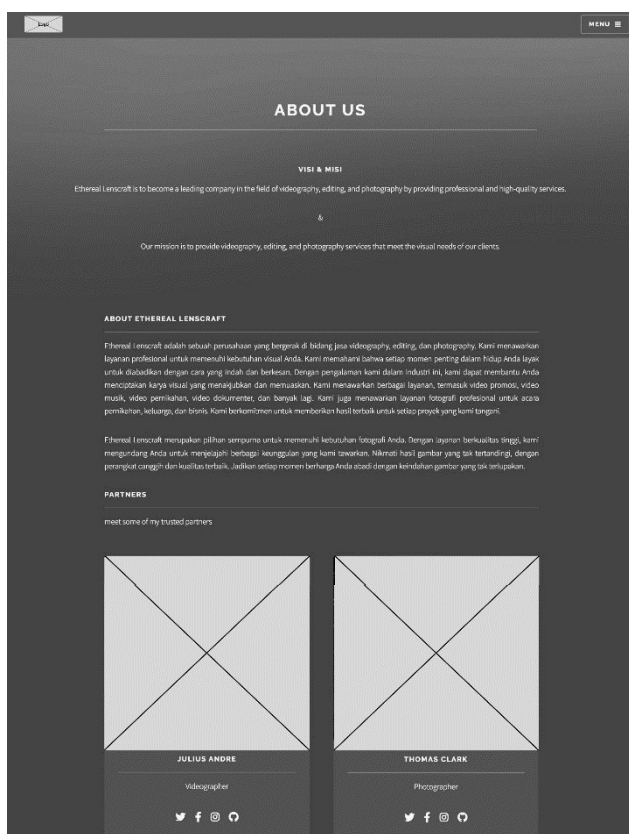


Fig 3. Wireframe Page About.

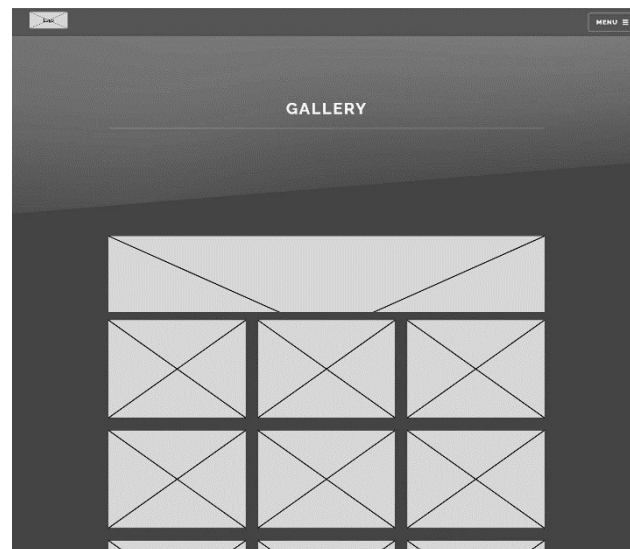


Fig 5. Wireframe Gallery Page.

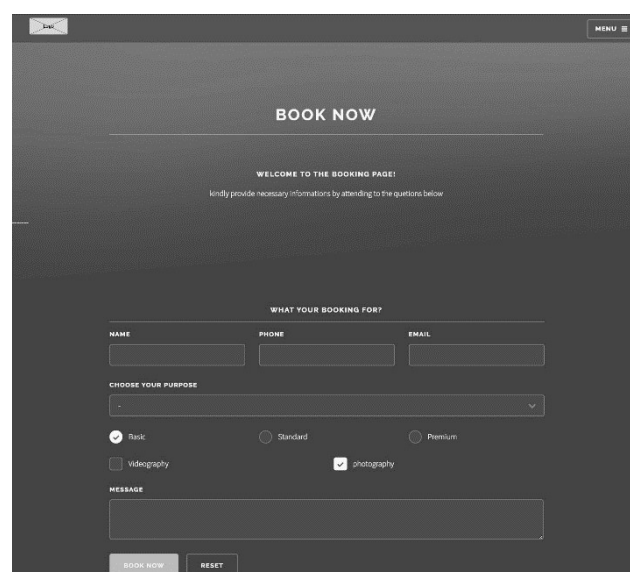
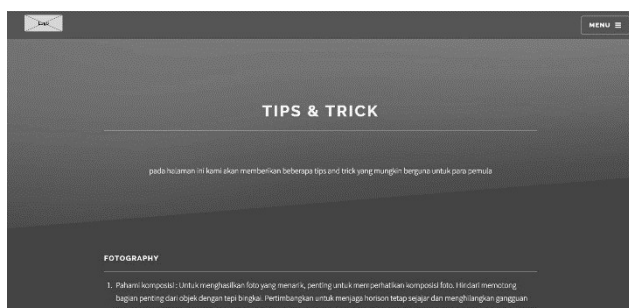


Fig 6. Wireframe Page Booking.



### 5. Testing

Testing is a validation step if the solution design that has been implemented is correct and is able to solve user problems or needs further development. After the prototype has been produced, this stage uses the feedback method via Google Form which is published to prospective users and is expected to be shared with friends or family of the user.

## III. RESULT AND DISCUSSION

Based on the survey conducted previously, it produced complete data regarding the need for improving the design of the Ethereal Lenscraft company profile website. The data includes:

Table 1. Questionnaire rating data

No	Age	Residenti al area	rating about responsiveness and ease of navigating the web				
Stay safe	22	Bekasi	5	4	4	5	4
Ibn	22	Bekasi	4	3	4	4	4
English: Anggiet Harjo Baskoro	19	Jakarta	3	4	4	3	3
Adzra Inas Shafira	20	Depok	5	4	5	5	5
English: Hendrawa n Sito Lukmana	19	Sragen	4	3	4	4	5
Achmad Fauzie Tri Kurniawa n	28	Jakarta	4	4	5	4	4
Medina Kamelia	13	South Jakarta	4	4	4	3	4
Bagasse	25	Bekasi	5	5	5	5	5
Alif Mahesha	21	Bekasi	5	5	5	5	5
Azhar Maulana Abdillah	20	Bekasi	5	5	5	5	5
Zita Fauziah	2	Bekasi	4	4	3	4	4
Afif Khairul Umam	21	Bekasi	4	3	4	5	3
Abdul Aziz	26	Tangeran g	2	2	2	2	2
Muhamm ad Fadhil Musyaffa	21	Depok	4	4	4	3	4
Princess Alifvia Sugianto	20	Bekasi	5	5	5	5	5
Love Faeruziani	21	East Jakarta	4	4	3	3	4

fault	19	Bekasi	5	5	5	5	5
The Star of the Empress	20	Bekasi	4	4	3	4	4
zya	19	Bekasi	4	4	4	4	4
Vienta Andini Febriana	21	East Jakarta	5	4	5	5	5

Table 2. Continuation of questionnaire rating data

No	rating regarding all the information that we have displayed on the website					rating of the overall visual design of the website	
Stay safe	5	5	5	5	5	4	5
Ibn	4	4	4	4	4	4	4
English: Anggiet Harjo Baskoro	4	4	3	3	4	4	4
Adzra Inas Shafira	4	4	3	5	3	5	4
English: Hendrawan Sito Lukmana	4	4	4	3	3	4	3
Achmad Fauzie Tri Kurniawan	4	4	4	4	4	4	4
Medina Kamelia	4	4	4	4	4	4	4
Bagasse	5	5	5	5	5	5	5
Alif Mahesha	5	5	5	5	5	5	5
Azhar Maulana Abdillah	5	5	5	5	5	5	5
Zita Fauziah	5	4	4	5	5	5	4
Afif Khairul Umam	5	4	3	4	4	3	5
Abdul Aziz	3	3	2	2	3	3	2
Muhamma d Fadhil Musyaffa	3	4	4	3	3	4	4
Princess Alifvia Sugianto	5	5	5	5	4	5	5
Love Faeruziani	4	4	4	3	3	4	4
fault	5	5	5	5	4	4	5
The Star of the Empress	4	4	3	4	4	4	4
zya	4	4	4	4	4	4	4

Vienta Andini Febriana	5	5	5	5	5	5	5
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From the data above, there are also several comments given by respondents, such as:

- The design is considered too quiet
- The gallery is too monotonous
- Coloring that is less cohesive with the photographic context

To see everything more clearly, you can access the forms we have created by using:

➤ <https://forms.gle/gdu6RoaEhRS3qoCN9>

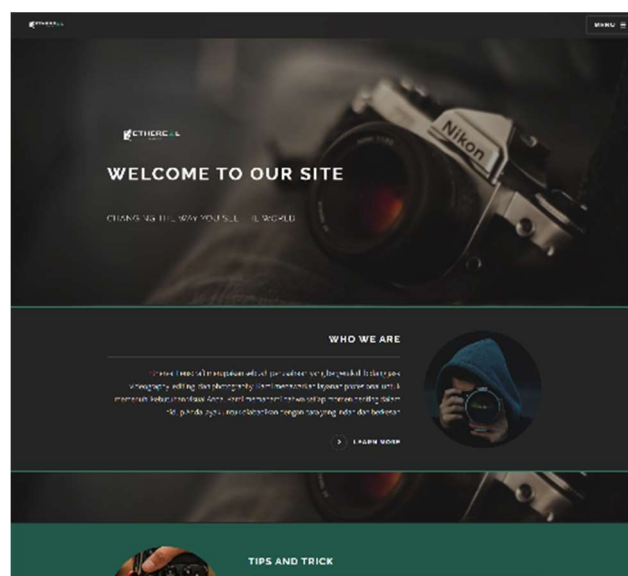


Based on the problems above we redesign the website using design thinking phases such as :

1. Empathize  
At this stage will focus on users where they need professional documentation services with many choices and support customization according to their wishes. The problem comes in the layout and coloring of the website.
2. Define  
The problems that arise in the empathize stage divide several categories of users into several parts, as follows:
  - a. Ordinary users who are aged 13-28 and male or female. They think that the design is good but the coloring and layout are still lacking.
3. Ideate  
After each problem from the above categories has been defined, the solution is as follows:
  - a. Create a company profile website that has a layout and colors that people in the 18-40 age range like.
4. Prototype  
Based on the previous 3 stages, the design before and after the upgrade is as follows:



Fig 7. Front page (before).



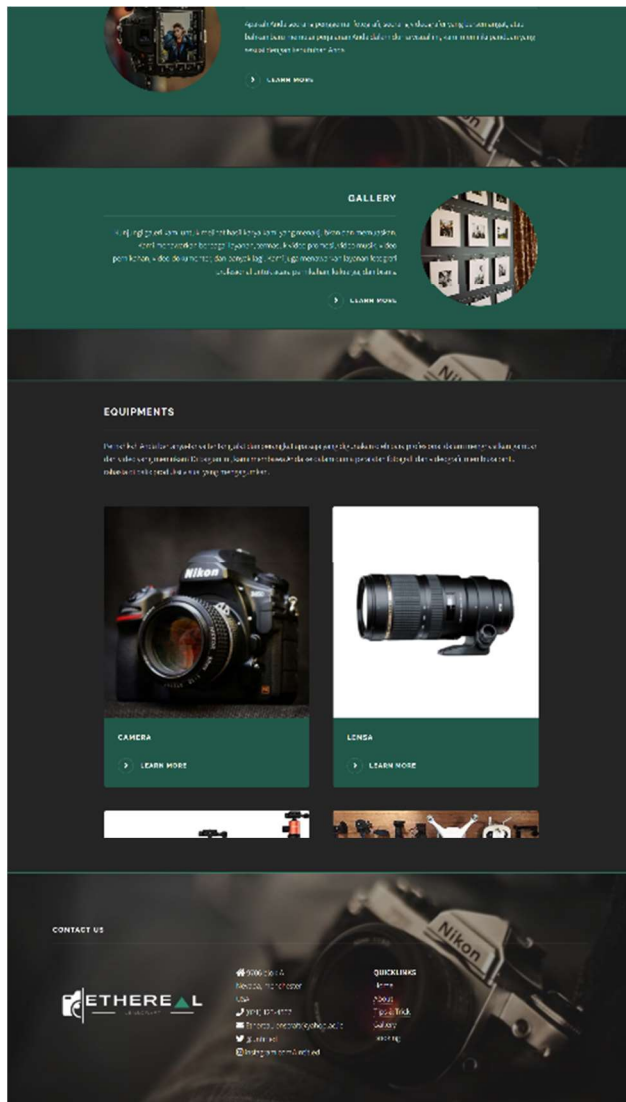


Fig 8. Front page (after).

The front page has been redesigned with coloring and design that adapts to customer desires and a neater arrangement of elements.

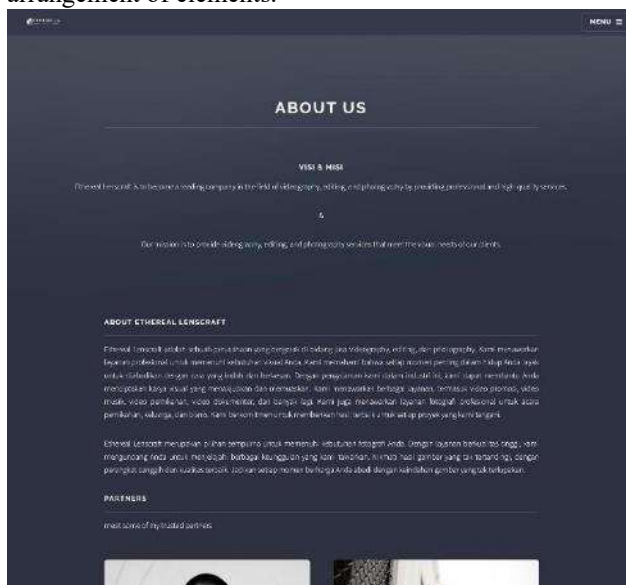


Fig 9. About page (before).

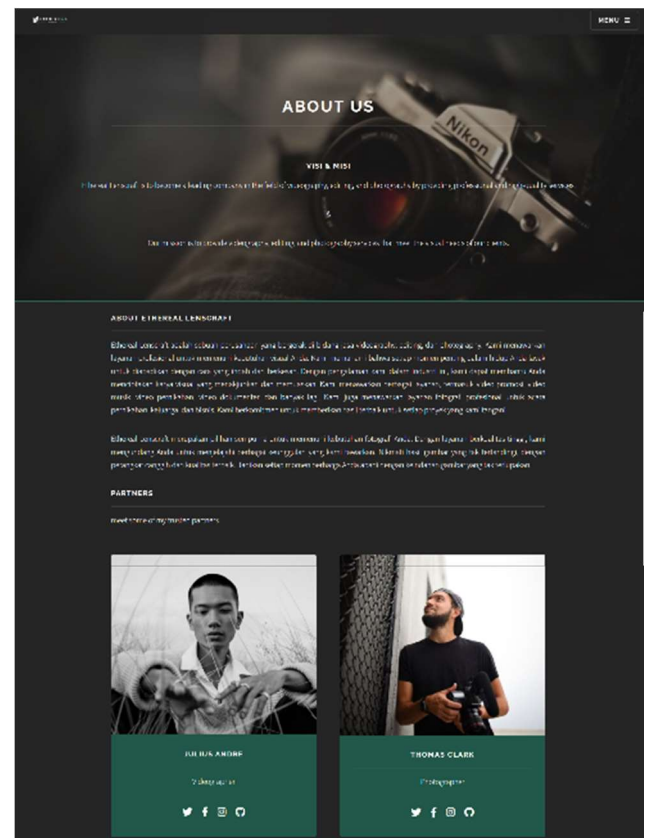


Fig 10. About page (after).

The about section is the same as the front page section where the design of both the layout and coloring are improved as well as the presentation of several explanations to reduce the level of boredom in users in order to create a longer interaction duration.



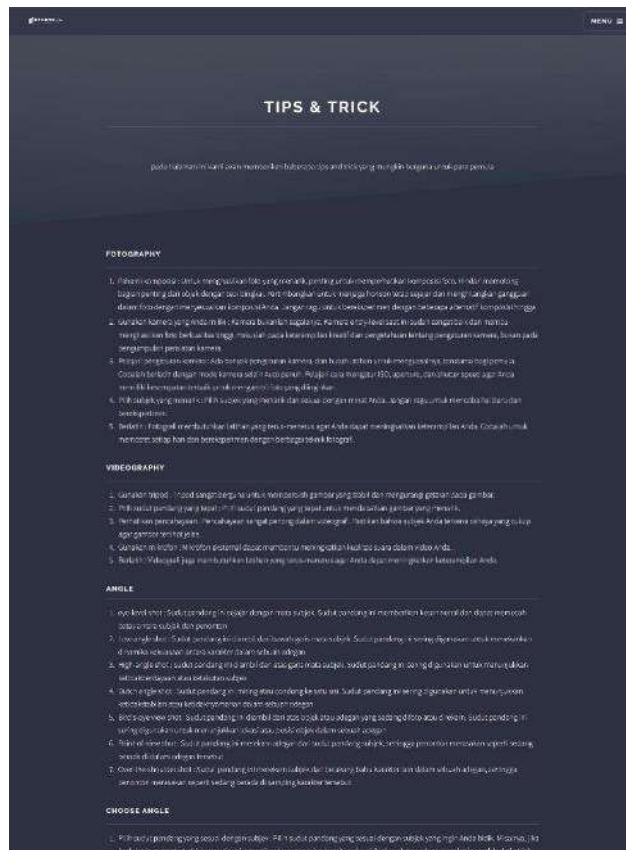


Fig 11. Tips And Tricks page (before).

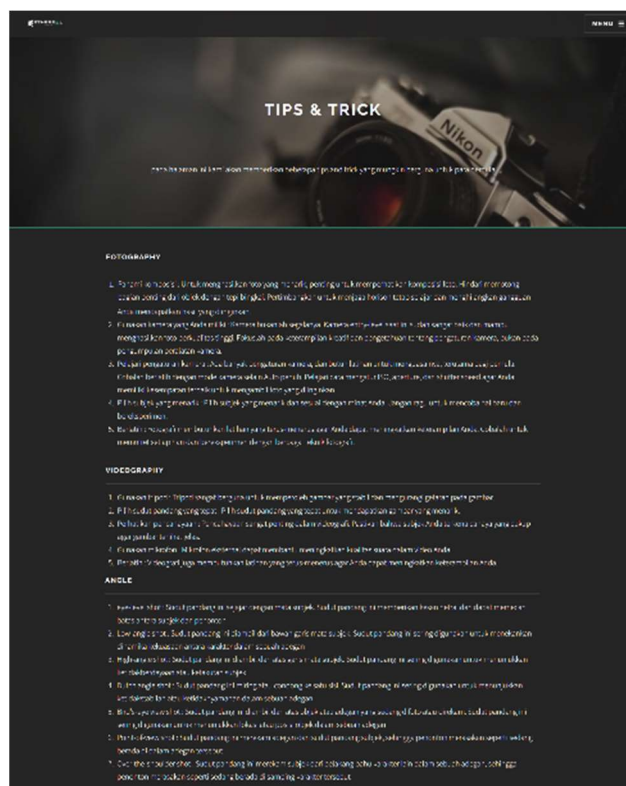
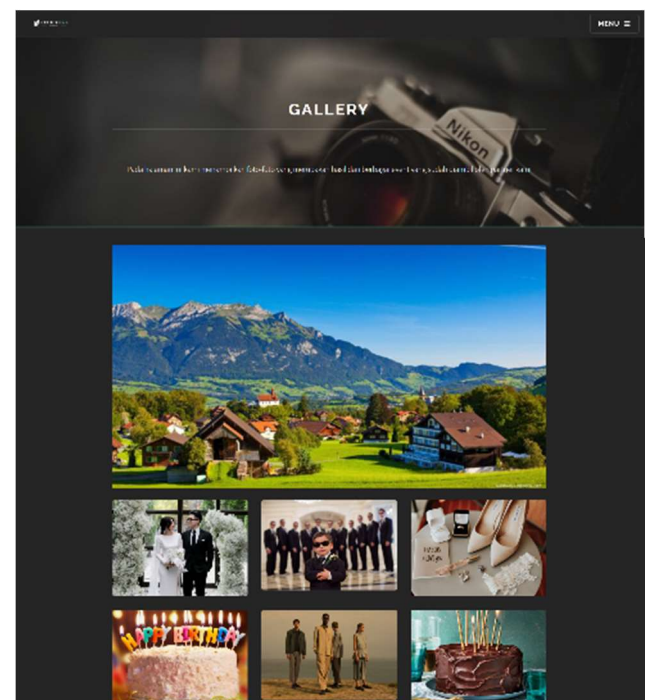


Fig 12. Tips And Tricks page (after).

design that was previously offered was improved to be more friendly to read for a long time and does not make people dizzy because of the contrast of the writing with the previous background.



Fig 13. Gallery page (before).



Tips and tricks are one of the parts that are highlighted for improvement, this makes users want to learn a lot through the Ethereal Lenscraft company profile. Therefore, the

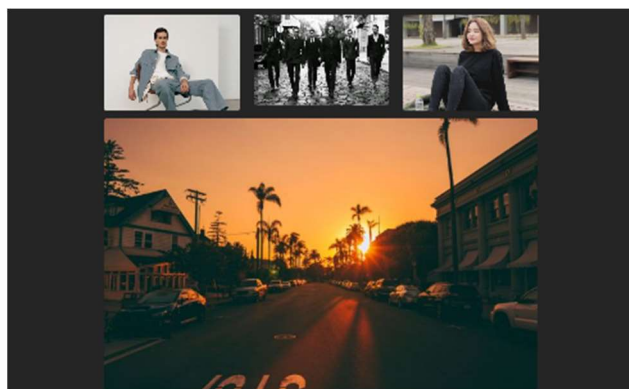


Fig 14. Gallery page (after).

The gallery page also gets a spotlight which makes the arrangement of the displayed photos larger so that users can enjoy them better.

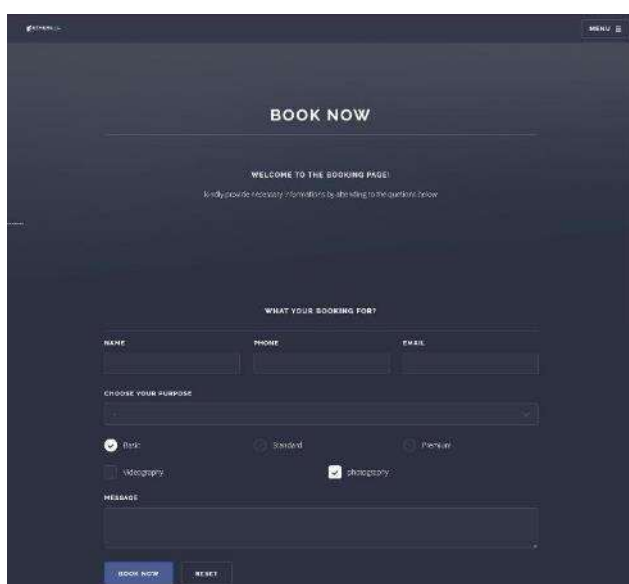


Fig 15. Booking page (before).

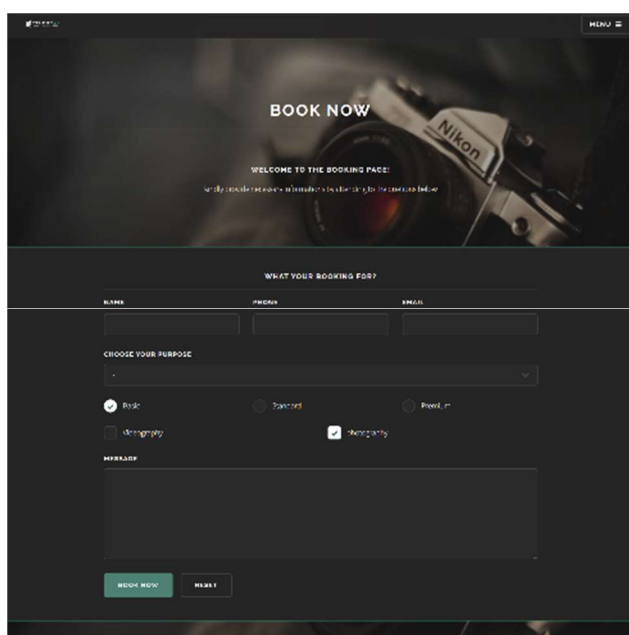


Fig16. Booking page (after).

The last figure 16 is the booking page where more or less at least 1 respondent focused on the price that will be offered, but because the improvement focuses on the part that is often glanced at, the booking section has not changed much, but it is hoped that there will be a similar improvement after some time.

The design above has adjusted to the respondents' requests and is considered better than the previous design. With this, the improvement of the UI/UX design on the Etherreal Lenscraft company profile website is declared complete because it has been accepted by the respondents.

## IV CONCLUSION

In designing UI/UX design for a website, using the design thinking method is one way to ensure that the UI/UX design has good quality and has an attractive appearance and can help users when using the photography service reservation application.

By designing a Company Profile media website that has an attractive value, enhances our company image, namely Etherreal Lenscraft, and can also support promotional programs that are able to display the company's image, and have aspects of appearance, image and structured visual elements. By providing a touch of the characteristics of our company, for example the company's color identity, company logo, company motto and so on, it can create an information and promotional media that is in accordance with the company's image.

And with the results that have been listed previously, hopefully it can be a consideration for improving UI and UX for the Etherreal Lenscraft company profile. Respondents from this research are used as a reference for improving UI/UX in the future.

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