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DESIGNING USER EXPERIENCE IN BRANDQU APPLICATION USING DESIGN THINKING METHOD

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ABSTRACT

Based on user research, about 50% of marketers use influencer services to drive sales leads, and 40% focus on brand awareness. The aim of this study is to design the BrandQu application as an influencer marketing platform that offers solutions to MSMEs by applying the methodology of design thinking. The application of design thinking led to testing a high-fidelity prototype for potential users for two iterations. The results of usability tests show that the aspects of effectiveness and efficiency are in good interpretation and the UEQ questionnaire on the scale of clarity and efficiency did not meet the criteria of good quality. Then the Honeycomb UX indicator shows the sequence of variables that affect the user experience. The highest order of variables is desirable, credible, valuable, findable, usable, useful, and accessible. In this order, the low-accessibility variable is affected by prototype limitations that can only be accessed using third-party devices. Because there are still some aspects that have not met the good criteria and have received corrective feedback from users, iterations have been performed to optimize the user experience on the BrandQu application prototype. As for the results of the second iteration of the tests, there has been an increase in the aspects of effectiveness and efficiency that has achieved a very good interpretation. The UEQ questionnaire of the Attractiveness, Dependability, Stimulation, and Novelty scale achieved the Excellent criterion, while the Perspicuity and Efficiency scale achieved the Good criterion. Therefore, it can be concluded that the prototype of the BrandQu application provides a positive perception of user experience and usability.

Keywords: *Design Thinking, Influencer Marketing, MSMEs, User Experience.*

A. INTRODUCTION

The existence of information and communication technology affects and helps all aspects of human life. Technological developments will have an impact on the MSME sector which is expected to face many challenges and obstacles, one of which is related to competitive commercialization. Therefore, MSMEs are very dependent on the ability of business actors to adapt to market developments and current technological advances, where almost all people use the internet for various activities. The use of the internet for business actors is an important tool for implementing business strategies such as marketing, sales and customer service.

The number of internet users in Indonesia, which reached 204.7 million in 2022 compared to the previous year [1] shows that the growth of Indonesia's digital economy can affect economic players and innovate product marketing strategies.

One of the strategies used by business actors or MSMEs when marketing products using influencer marketing and digital marketing services through social media. Influencer marketing is prevalent on social media and is usually done between business people and influencers who have many fans and followers in order to increase brand awareness of business people.

Product marketing through creative content, such as influencer marketing, is a strategy to reach a wider target market. Currently, many business people use internet media to sell their products. However, many MSMEs are forced to look for influencers who can collaborate in product marketing.

Interviews with three MSMEs in various fields of activity showed that it is very important for companies to carry out product marketing with the aim of increasing brand awareness and sales. However, not everyone involved in a company has enough knowledge about how well the product marketing process is and what they need to consider during the influencer marketing process.

MSMEs also often find it difficult to find influencers through social media that match their products, so promotion fails. In addition, it is difficult to determine which influencers have pricing standards that align with the budget of business actors.

As for the background that has been described, an innovation emerged through this research which aims to design the BrandQu application design which is an application that arises when looking at developments in product marketing carried out by business actors through influencer marketing services.

In this study, researchers will implement BrandQu application design using design thinking methods that focus on understanding users, formulating hypotheses, defining problems and developing innovative solutions in the form of prototypes to meet the needs of business users and MSMEs.

B. LITERATURE REVIEW

B.1. Influencer Marketing

Influencer Marketing is one of the marketing strategies where a brand collaborates with influencers to push their brand's message and products to achieve certain strategic goals [2]. Based on Tomoson data, in 2019 influencer marketing was ranked first as a media with a fast growth of 22% compared to other marketing strategies.

Figure 1. Online Customer Acquisition Methods

According to Brown & Hayes [3], influencer marketing is a new approach that has been popularly carried out in the last decade with relatively low marketing costs but can reach the target market. So, it is believed that the use of influencer services can reduce marketing costs and have a diverse impact.

One of the most important parts of doing influencer marketing is analyzing results, because influencer marketing is not an exact science to predict results, before or after doing influencer marketing a brand need to pay attention to these metrics [4]:

1. Engagement
2. Impression
3. Reach
4. Result/Resonance

B.2. Design Thinking

Design Thinking is an iterative process that seeks to understand users, provide assumptions, and define problems and create innovative solutions that are contained in a prototype and test [5], The purpose of this method is to identify strategies and create alternative solutions that are not immediately visible. The five way that make up the design thinking process Empathize, Define, Ideate, Prototype, and Test.

B.3. Usability Testing

Usability is a quality attribute that can be used to measure the ease of the interface used by users. Usability helps to achieve a higher level of UX, and the result will be a satisfying user experience.

There are 3 components of usability measurement, namely effectiveness, efficiency, and satisfaction according to ISO 9241-11 standards:

1. Effectiveness, how much the product can help user's complete tasks related to accuracy and completeness.
2. Efficiency, measuring the efficiency achieved by spending resources. Resources related to accuracy and completeness in achieving goals.
3. Satisfaction, an indicator to measure user satisfaction with how attractive the system interface looks to users.

B.4. User Experience Questionnaire (UEQ)

User Experience Questionnaire (UEQ) is a tool to measure user experience by processing questionnaire data in a simple and direct way while including a comprehensive impression that users like that is easy to apply, trusted and valid [6].

UEQ has 6 rating scales with a total of 26 items, namely:

1. Attractiveness: The user's general impression of the product, whether they like it or not.
2. Efficiency: the possibility of using the product quickly and efficiently, the organization of the interface.
3. Perspicuity: ease of understanding the use of the product and getting used to it.
4. Dependability: the user's feeling in control of interaction, security, and meeting expectations.
5. Stimulation: the interesting and fun of using the product, the motivation of the user to want to use it more.
6. Novelty: innovative and creative product design, attracting the attention of users.

B.5. UX Honeycomb

There are several things that can affect the user experience of a product that Peter Morville has

described in the User Experience Honeycomb which has seven important aspects, namely [7]:

1. Usable, a system or product must implement ease of use.
2. Useful, the product or service must be useful and meet the needs of the user to have a real purpose in the product itself.
3. Desirable, the design and aesthetic elements of the product should be attractive and easy to translate.
4. Findable, information is discoverable and easy to navigate. When users have a problem, they can quickly find a solution with a clear navigation structure.
5. Accessible, products designed to be friendly to all users.
6. Credible, user trust in the product created.
7. Valuable, providing value to the application when the user experience aspect is met.

C. RESEARCH METHOD

User experience design on the BrandQu application uses the design thinking method. The design process is described based on three roles including UX Researcher, UX Designer, and UI Designer, while the process is as follows:

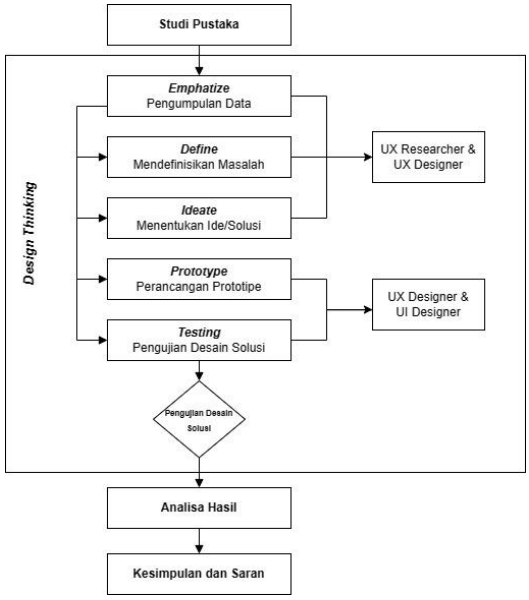

Figure 2. Research Method

C.1. Data Collection

Before designing an application, BrandQu requires a user research process to collect data and learn how users need to make an application. Data collection in this study was carried out by user research and MSME interviews.

C.2. Defining Problem

After collecting data, a process of defining the problem is carried out. The results of the process of defining this problem will help researchers understand the problem that occurs.

C.3. Define Solution

The problem that has been defined then goes through the transition process of problem formulation towards problem-solving.

C.4. Prototype Design

After the idea or solution has been found in the previous stage, then make a design of the idea or solution in the form of a mobile prototype, starting from the process of making a wireframe, style guideline and high-fidelity prototype.

C.5. Testing

Testing is carried out by providing several tasks related to the use of the prototype, in this phase we can find out how the user experiences when trying to use the BrandQu application prototype. Whether our solution design should be improved or not depends on the user's experience in completing the tasks that have been given.

C.6. Analysis of Result

Analysis of the results is carried out to find out whether the specified metrics have not been or have been achieved. This analysis process is achieved using the Usability and User Experience Questionnaire.

D. RESULT AND DISCUSSION

D.1. Desk Research

Based on desk research by finding studies or research related to the topic of the impact of influencer marketing on brands or business actors in the product or service marketing process. Influencer marketing strategies have a major influence on a product's purchase decision [8]. About 50% of marketers use influencer marketing to generate leads and drive sales and 40% focus on brand awareness [9].

D.2. Emphatize

The empathize or empathy stage is the initial stage for data collection in design thinking

1) User Characteristics
   Before conducting interviews, researchers categorized user characteristics including:
   a. The gender is not specific (can be female or male)

b. Aged about 20-59 years
c. Smartphone users for daily needs
d. Actively use social media such as Instagram, Tiktok.
e. Have done product marketing through social media and influencers
f. Have a desire to increase brand awareness and the existence of business products

2) Identify User Needs
Identification of user needs is obtained through interviews that have been conducted in the previous stage, at this stage a lot of input and constraints are obtained from users.

D.3. User Persona

User persona describes the identity of a group of BrandQu application target users and has some basic anatomy namely photos, roles, MSME categories, demographics (age, occupation, location), frustrations, goals and brand of the business.

Figure 3. User Persona

D.4. Affinity Mapping

Affinity Mapping is used as a tool to capture and collect qualitative data, opinions, problems, and solutions. Then arranged into cards and then grouped the cards into groups of ideas.

Figure 4. Affinity Mapping

D.5. Ideate

The third stage is ideated is a transition process of problem formulation towards solving problems aimed at developing ideas by brainstorming and prioritizing ideas.

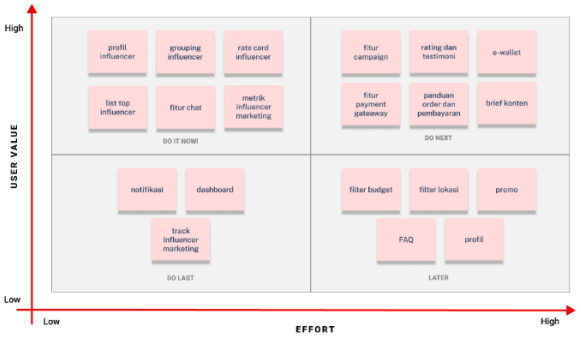

Figure 5. Prioritization Idea

D.6. Style Guideline

Creating style guidelines is done to maintain the consistency of each visual element created in the design of the BrandQu application.

The main color of the solution design is purple. According to Cerrator's research [10], each color has its own meaning and each color affects humans differently, purple is still on the blue spectrum known as a calming color for the mind, royalty, considered able to attract attention, exude strength and provoke creativity.

In designing the BrandQu application, the main components used in designing the solution design are made.

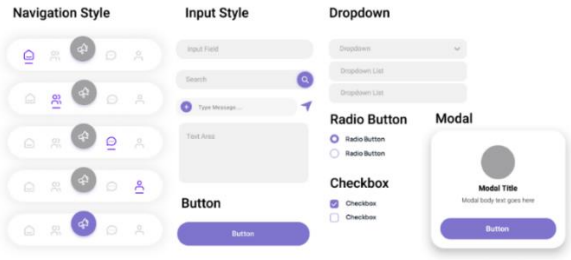

Figure 6. Main Components

D.7. User Interface

User interface design is done based on sketches in the form of low-fidelity wireframes then equipped with visual details such as colors, icons, typography, images, and other visual elements.

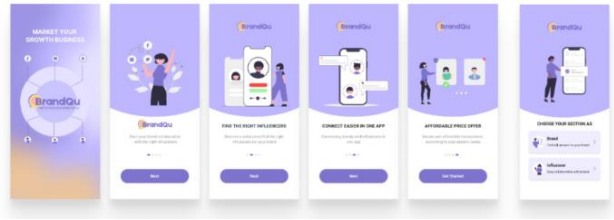

Figure 7. Onboarding User Interface

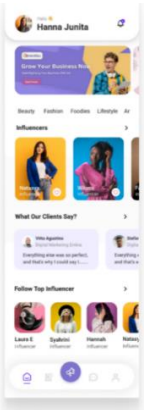

Figure 8. Homepage User Interface

D.8. Prototype

Based on several stages of design to produce a user interface design, then a prototype is designed so that an application design to be more interactive is used to users. In designing the BrandQu application design prototype using Figma.

D.9. Feedback and Research

This stage is the final stage in the first iteration. The feedback provided by 5 respondents from MSMEs was analyzed with task completion rate and then evaluated with thinking aloud.

1) Task Completion Rate

The effectiveness aspect is measured based on the task completion rate parameter, it will be recorded what tasks are successful or completed by respondents. The checklist is filled with the numbers "0" if the respondent failed to perform the task and "1" if the respondent successfully performed the task.

When testing, respondents will perform the task scenarios in Table 1.

Table 1. Task Scenarios

Task Code	Task Scenarios
T1	Skip onboarding and select user sessions
T2	Register and verify an account
T3	Sign in
T4	Look for influencers who are in the user's domicile
T5	View an influencer's rate card
T6	Conduct the endorsement process
T7	Ongoing endorsement monitoring
T8	Find the campaign menu and add a new campaign
T19	Campaign monitoring
T10	Contact one of the influencers
T11	Find the notifications and view alert details
T12	Giving reviews to influencers when the endorsement is complete
T13	Top up E-wallet on the application

Based on the Task Completion Rate parameter in total observed 65 attempts to perform the task. Of the experiments, 52 tasks were declared successful, and 13 tasks were declared failures. So, it is stated that the value of the task completion rate obtained is 80%.

Table 2. Task Completion Rate (First Iteration)

Respondent	T1	T2	T3	T4	T5	T6	T7	T8	T9	T10	T11	T12	T13
R1	1	1	1	1	0	0	1	1	1	1	0	1	1
R2	1	1	0	1	1	1	1	0	0	1	1	1	1
R3	1	0	1	0	1	0	1	0	1	1	1	1	1
R4	1	0	1	1	1	1	1	1	1	1	1	1	1
R5	1	1	1	0	1	1	1	0	1	1	1	1	1
Mean	**1.0**	**0.6**	**0.8**	**0.6**	**0.8**	**0.6**	**1.0**	**0.4**	**0.8**	**1.0**	**0.8**	**1.0**	**1.0**
Completion Rate%	**80%**												

2) Thinking Aloud

User feedback when completing tasks is compiled in Table 3. There were two responses, positive and negative, that allowed researchers to interpret iterations/improvements to problematic parts of the BrandQu application user interface.

Table 3. User Feedback

Task Code	User Feedback
T1	Positive Response: A total of 100% of users responded positively when going through onboarding in starting the BrandQu application the process was easy and did not experience difficulties.
T2	Negative Response: A total of 20% of users (R1 and R4) expressed a negative impression because when they wanted to register, they had experienced confusion because the register link was not clearly visible.
T3	Positive Response: A total of 100% of users express a positive impression when logging in to the BrandQu application because the process is easy, not time-consuming and there is an option to login using social media such as Google.
T4	Negative Response: There are 100% of users expressing a negative impression because this task is difficult to find influencers who match their domicile.
T5	Negative Response: A total of 10% of users (R1) expressed a negative impression because they had experienced confusion when asked to find an influencer rate card and hoped that the button rate card could be placed in a more strategic position.

Task Code	User Feedback
T6	Negative Response: A total of 20% of users (R3, R4) expressed a negative impression because during the endorsement process there were obstacles when choosing a payment method. Users rate the process as less effective.
T7	Positive Response: A total of 100% of users express a positive impression because the endorsement monitoring process is easy and does not take long.
T8	Positive Response: A total of 100% of users express a positive impression because the process of adding a campaign has no difficulties and when filling out the campaign form is easy to understand
T9	Positive Response: A total of 100% of users expressed a positive impression because the campaign monitoring process was easy and did not take long.
T10	Positive Response: A toal of 100% of users express a positive impression when contacting influencers on the BrandQu application, the process is easy and does not take long.
T11	Positive Response: A total of 100% of users express a positive impression when searching for notification features in the BrandQu application is easy to find.
T12	Positive Response: A total of 100% of users express a positive impression when reviewing and rating influencers on the BrandQu application, the process is easy and does not take long.
T13	Negative Response: A total of 20% of users (R1, R4) expressed a negative impression when topping up an e-wallet, there is no confirmation process for choosing a top-up nominal before making a payment, it is considered less safe in transactions.

Based on user feedback, problems were found that will be referenced in recommendations for improvement/iteration to remind the value of usability and user experience of BrandQu applications.

Table 4. Usability Issues

No	Usability Issues	Task Code
1	The Register link is too small so it is difficult to reach and does not look contrasting on the Login page.	T2
2	The choice of payment method when making a payment is difficult to use or press, because the radio button is too small.	T6, T13
3	Making influencer search and filtering features easier to find because users experience difficulty and confusion when searching for such features.	T4
4	Create a clear Top Up flow until payment because users experience confusion when choosing a top up nominal but there is no confirmation first.	T13
5	Respondents were not comfortable with the Rate Card button layout on influencer profile pages.	T5

Usability issues based on Table 4, will be corrected in the second iteration of Design Thinking

D.10. UX Honeycomb

After completing the task scenario given to respondents, respondents were then asked to fill out a questionnaire consisting of 17 question items adopted from Meuthia research [11] as seen in Table 5. The purpose of this questionnaire is to evaluate the parameters of the Honeycomb User Experience on the BrandQu application prototype.

Table 5. UX Honeycomb Questions

UX Honeycomb Variables	Questions
Usable	BrandQu app prototype is easy to use
	BrandQu app prototype is easy to learn
	BrandQu application prototype can be customized according to user needs
	I was able to run a prototype of the BrandQu app without written instructions
Useful	BrandQu application prototype is able to help deal with user problems
	BrandQu application prototype is able to meet user needs
	BrandQu application prototype can be used as expected
Desirable	BrandQu application prototype has an attractive color display and writing
	BrandQu app prototype is convenient to use
	BrandQu app prototype has an attractive design
Findable	I can easily operate navigation in exploring BrandQu application prototypes
	I can recognize the features needed and complete tasks/needs quickly
	The information presented on the BrandQu application prototype is clearly presented
Accessible	BrandQu's app prototype has a good impression when accessed through different devices
Credible	BrandQu application prototype provides trust that users can feel
Valuable	I am satisfied with the BrandQu application prototype
	I would recommend BrandQu app prototype

The results of data processing from 7 Honeycomb UX variables on the BrandQu application prototype are presented as follows:

Table 6. UX Honeycomb Result

No	UX Honeycomb Variables	Percentage
1	Desirable	93.3 %

No	UX Honeycomb Variables	Percentage
2	Credible	92 %
3	Valuable	92 %
4	Findable	88 %
5	Usable	81 %
6	Useful	76 %
7	Accessible	72 %

From the table above, the Desirable variable has the highest score of 93.3%, which means that the BrandQu application prototype has an aesthetic level that can bind user emotions in its use.

The Credible variable has the second highest score of 92%, which means that BrandQu application prototypes can provide a level of confidence in the process that exists in application features. In addition, during the endorsement process, there is a refund process when the endorsement process is not completed by the influencer or rejected by the influencer. This makes users feel confident that the BrandQu application can pay attention to the user data usage policy.

The Valuable variable has the third highest score value of 92%, which means that the BrandQu application prototype can give a positive impression by increasing the value of user experience, characterized by user satisfaction in filling out all questions on the valuable aspect.

The Findable variable has a score value in fourth place of 88%, which means that BrandQu application prototypes have a level of ease in finding information on good applications.

The Usable variable has a score value at fifth rank of 81%, which means that the BrandQu application prototype has a level of convenience that needs to be improved. In the BrandQu application prototype, there are several difficulties experienced by users when asked to find register links because the links are too small and difficult to press. In addition, when making payments there are obstacles that occur in choosing a payment method so that it affects the level of ease of use.

The Useful variable has a score value of 76% which means that the BrandQu application prototype needs to be improved because users feel that there are some tasks that are not what users expect. For example, when doing the E-wallet top up process there is no payment confirmation process so that it affects the user's rating in this aspect.

The Accessible variable has the lowest score value, which means BrandQu app prototypes need to be designed to be user-friendly in terms of device type. In this case, it is influenced because this research is still limited only to the prototype design so that the use of prototypes still uses third-party devices to be accessible to users. Therefore, it is hoped that users of this prototype design can be developed as a real application and can be accessed by all devices.

D.11. Prototype Implementation (Second Iteration)

Researchers perform stages of improvement/iteration on the solution design of the BrandQu application based on user feedback and usability issues seen in Table 4.

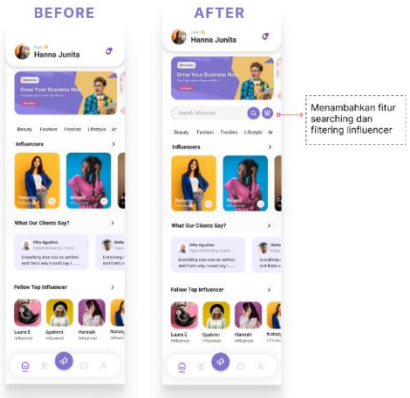

Figure 9. Homepage (Second Iteration)

In Figure 9 is an improvement to the home page prototype, there are changes by adding influencer searching and filtering features. The purpose of adding search and filtering features is expected to make it easier for users to search for influencers according to user needs when on the application's home page.

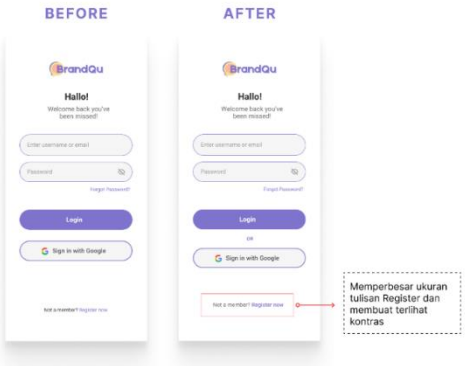

Figure 10. Login (Second Iteration)

Figure 10 is a prototype fix for the Login page. In the first iteration, users were confused when asked to look for the Register link on the Login page, because the Register liink was not very visible or clickable. So, improvements were made by increasing the font size and making it look contrasty.

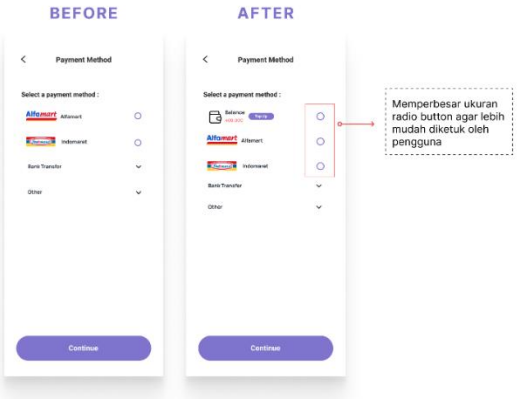

Figure 11. Payment (Second Iteration)

Figure 11 is a prototype improvement of the payment page. In the first iteration, users experienced difficulties when choosing a payment method, because the size of the radio button was too small and required more than 1 tap. Therefore, improvements were made by increasing the size of the radio button to adjust the range of finger taps on mobile use.

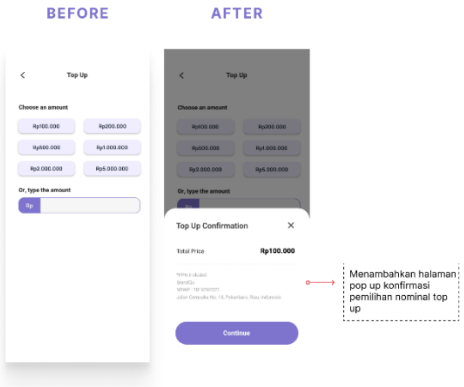

Figure 12. Top Up (Second Iteration)

Figure 12 is an improvement to the Top Up page prototype. In the first iteration, users had experienced confusion when choosing the nominal top-up amount but there was no confirmation page but directed to the payment page. The function of confirming the top up nominal is to notify that the user will carry out the process of adding funds in the BrandQu application.

The design of the top up confirmation page on the BrandQu application is inspired by the BRImo application. It is hoped that adding this top up confirmation page can increase transaction security and make it easier to understand by users.

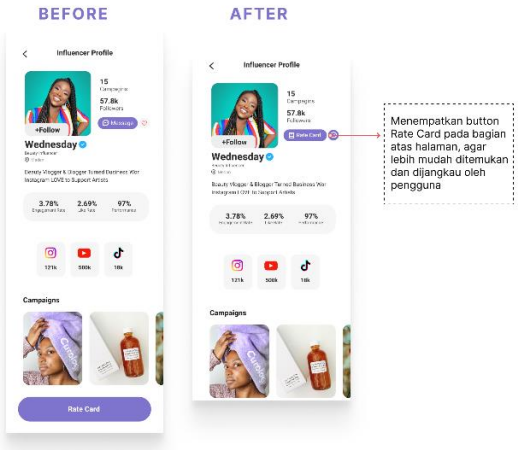

Figure 13. Influencer Profile (Second Iteration)

Figure 13 is an improvement to the prototype of the influencer profile page. In the first iteration, respondents found it difficult to reach and find button rate cards on influencer profiles, so respondents gave suggestions to place button rate card positions in positions that are easy to reach and find.

D.12. Solution Design Evaluation

Based on all stages of design thinking that have been carried out, it can be compared the results of the evaluation of the old design and solution design from both iterations of the BrandQu application. From the results of the comparison provided, it can be known the extent of the increase in usability and user experience of the BrandQu application.

1) Comparison of Effectiveness Aspects

The task completion rate in the design results of the first iteration of the BrandQu application obtained a value of 80%, while the results of the task completion rate in the BrandQu application solution design results increased to 100%. A comparison graph of the effectiveness aspects of BrandQu application design can be seen in Figure 14.

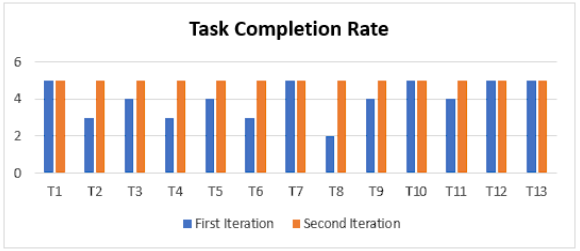

Figure 14. Comparison Task Completion

Some factors that encourage the increase in effectiveness value are improvements in the types of elements used in the design such as link elements in

the login/registration menu with links that look more clickable. Elements are placed in a place that is easily visible, so it does not take a long time to find elements or buttons in the design. In addition, it provides clear information on important activities so that users do not skip steps in performing tasks.

2) Comparison of Efficiency Aspects

In the time per completed parameter, overal relative efficiency results were obtained in the old BrandQu application design of 70.1%, while the BrandQu application solution design was 100%.

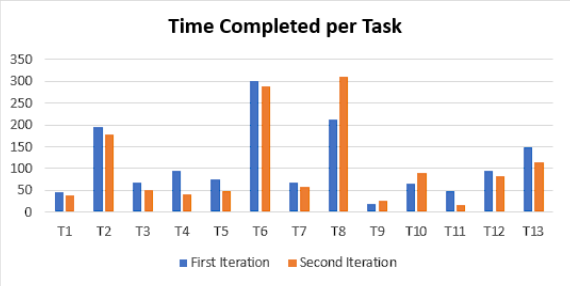

Figure 15. Comparison Time Completed per Task

In the graph of Figure 15 there are several tasks that have increased time in the second iteration because respondents have followed the entire series of tasks successfully, previously in the first iteration there were several respondents who gave up and were declared failures so that the time they needed was quite significantly different from respondents who completed the task.

Some factors that make the efficiency aspect increase are improved placement, types of elements that are easy to find, a more organized information retention structure that makes it easier for users to understand and execute applications quickly.

3) User Experience Questionnaire (UEQ)

In the aspect of satisfaction obtained by using the results of the User Experience Questionnaire (UEQ) questionnaire. The results of each UEQ scale of BrandQu application solution design show improved user experience compared to legacy designs with more positive user perception.

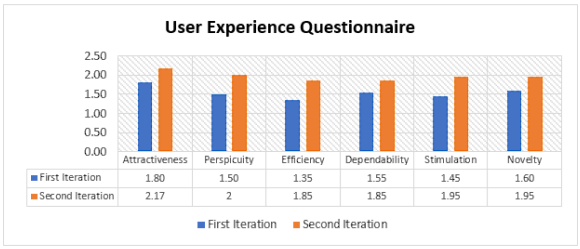

Figure 16. Comparison UEQ

The average difference between each UEQ scale of legacy design and solution design after change/iteration has increased. For Attractiveness increased 0.37, Perspicuity 0.50, Efficiency 0.50, Dependability 0.30, Stimulation 0.50, and Novelty 0.35. Based on the results of measuring the value of user experience using the UEQ questionnaire, it can be concluded that the design design of BrandQu application solutions has an excellent level of user experience overall and efforts need to be made to improve clarity and efficiency by providing functions or features that help to complete work and are pleasant for users.

E. CONCLUSION

Based on the findings of the BrandQu application design process, the following conclusions are drawn:

1. The design of the BrandQu application from the side of MSME users or brands using prototype-based Design Thinking methods has been successfully built.
2. The initial evaluation of the BrandQu application prototype shows that the usability assessment from the aspect of effectiveness and efficiency is on a good interpretation while the results of the UEQ questionnaire on the perspicuity and efficiency scale have not reached good criteria. So, the initial evaluation resulted in five corrective feedbacks from users.
3. Based on the test results of the second iteration of the BrandQu application prototype, there is an increase in usability that achieves Very Good interpretation. The UEQ results in the attractiveness, dependability, stimulation, and novelty scale achieving Excellent criteria while the perspicuity and efficiency scale achieving good criteria.
4. UX Honeycomb results concluded that user experience is influenced by desirable variables with the highest percentage while accessible variables have the lowest percentage of BrandQu application prototypes.

Based on the results of this study, there are suggestions such as the following if there are further developments to the BrandQu application, including:

1. Based on UX Honeycomb accessible variables, the prototype design of the BrandQu application in the future can be developed in mobile form.
2. This research only uses design thinking methods that focus on User Experience so it is recommended that future research can focus on UI / UX concepts to get a different point of view.

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