

Tahapan **Define (User Persona)**

Pendekatan Design Thinking



Empathize



Define



Ideate



Prototype



Test

Pertemuan **Sebelumnya** (Empathize)



Mahasiswa mampu menerapkan **tahapan empathize**

Tugas Pertemuan Sebelumnya (Analisis Menggunakan Empathy Map)

Empathy Map Canvas

Designed for: _____ Designed by: _____ Date: _____ Version: _____

The diagram is a profile of a person's head facing right, divided into several sections for analysis. The sections are numbered 1 through 7. Section 1 is at the top left, section 2 at the top right, section 3 on the right side, section 4 at the bottom right, section 5 at the bottom, section 6 on the left side, and section 7 in the center of the head. Section 7 is further divided into 'PAINS' and 'GAINS'. The word 'GOAL' is written in the top center. The word 'HEAR' is written inside the ear area. The word 'DO' is written inside the mouth area. The word 'DO' is written inside the bottom section. The word 'DO' is written inside the bottom section.

1 WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

2 What do they need to DO?
What do they need to do differently?
What (JOB) do they want or need to get done?
What (ACTION) do they need to make?
How will we know they were successful?

3 What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

4 What do they SAY?
What have we heard them say?
What can we imagine them saying?

5 What do they DO?
What do they do today?
What behaviors have we observed?
What can we imagine them doing?

6 What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

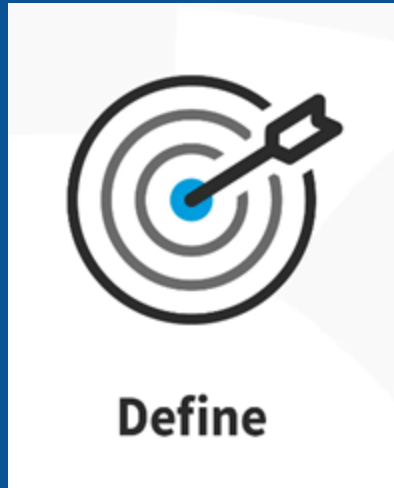
7 What do they THINK and FEEL?
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

What other thoughts and feelings might motivate their behavior?

Last updated on 26 July 2017. Download a copy of this canvas at <https://www.interaction.com/empathy-map/>

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Pertemuan Selanjutnya (**Define**)



Mahasiswa mampu menerapkan **tahapan define**

Menganalisis Data Riset Melalui **User Persona**

Pentingnya (Riset Pengguna)

- Desain yang berangkat dari **kebutuhan pengguna/Target Audience**, bukan sumsi desainer.
- Riset membantu **menemukan insight**: apa yang dibutuhkan, dirasakan, atau dihadapi pengguna.

Metode (Riset Awal)

- Observasi:** mengamati perilaku pengguna di konteks nyata.
- Survei:** kuesioner singkat untuk mendapatkan data kuantitatif / kualitatif.
- Wawancara:** percakapan mendalam untuk menggali motivasi & kebutuhan.

User Persona Meliputi

- Identitas Dasar (Nama, usia, pekerjaan, latar belakang)
- Tujuan dan Motivasi
- Masalah dan Hambatan
- Prilaku dan Preferensi Digital
- Kutipan Persona



Nama Persona:

Rani Pratiwi

Usia: 21 tahun

Pekerjaan/Status:

Mahasiswa DKV
semester 5

Latar Belakang:

- Tinggal di Lampung bersama teman kos.
- Aktif di organisasi kampus dan sering ikut lomba desain.
- Menggunakan media sosial (Instagram & TikTok) untuk mencari inspirasi desain.

Tujuan:

- Mengembangkan portofolio desain untuk persiapan magang.
- Mencari software desain yang ringan namun tetap powerful.
- Belajar tren desain terkini agar tidak ketinggalan.

Kebutuhan:

- Akses cepat ke referensi visual (Pinterest, Behance, Dribbble).
- Platform belajar desain yang mudah dipahami.
- Tools kolaborasi untuk kerja kelompok.

Pain Points (Masalah):

- Laptop sering lemot saat membuka software berat.
- Sulit menemukan tutorial desain berbahasa Indonesia yang berkualitas.
- Bingung menentukan gaya visual yang konsisten untuk portofolio.

Perilaku Digital:

- Scroll Instagram minimal 2 jam per hari.
- Aktif di komunitas desain online (Discord, Telegram, Forum).
- Lebih suka menonton video tutorial daripada membaca artikel panjang.

Kutipan Persona:

"Aku butuh platform yang bisa bantu aku belajar desain dengan cara praktis, cepat, dan nggak bikin pusing."

TUGAS PRAKTIKUM (INDIVIDU)

- Laporan hasil riset (observasi,wawancara/kuesioner), dan hasilnya digunakan untuk membuat 1 user persona lengkap sesuai dengan topik masalah yang diangkat tiap mahasiswa.
- Laporan penulisan data riset dan user persona di atas 5 halaman.
- Deadline Pengerjaan: 1 Minggu