

Digital Marketing

Week 3:

Website Design and User Experience (UX)

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Learning Objectives

- Understand what website design, user experience (UX), and customer engagement mean in digital marketing.
- Explain how a good website can improve user satisfaction, build trust, and encourage customer interaction.
- Identify key features that make a website easy to use and engaging .
- Analyze Indonesian websites to find out how they use UX and engagement features to attract and retain users.

Why Engagement Matters in Digital Marketing

Unlike traditional marketing, which is mostly one-way communication (TV, print ads), **digital marketing enables two-way interactions.**

Brands can **engage, listen, and respond** to their customers instantly.

Business-to-consumer interactions mainly occur online,
website design is critical in engaging users.

(Garett et al., 2016)



Effective website design engages and attracts online consumers.

(Cyr & Bonanni, 2005; Agarwal & Venkatesh, 2002; Hui & Triandis, 1985; Morgan & Hunt, 1994)



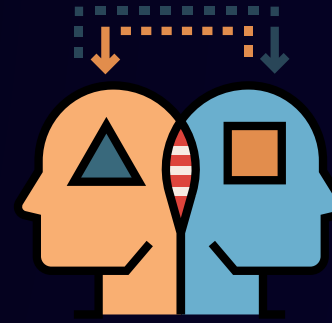
Poorly designed websites may frustrate users and result in a high “bounce rate”, or people visiting the entrance page without exploring other pages within the site.

On the other hand, **a well-designed website with high usability has been found to positively influence visitor retention (revisit rates) and purchasing behavior.**

(Garett et al., 2016)

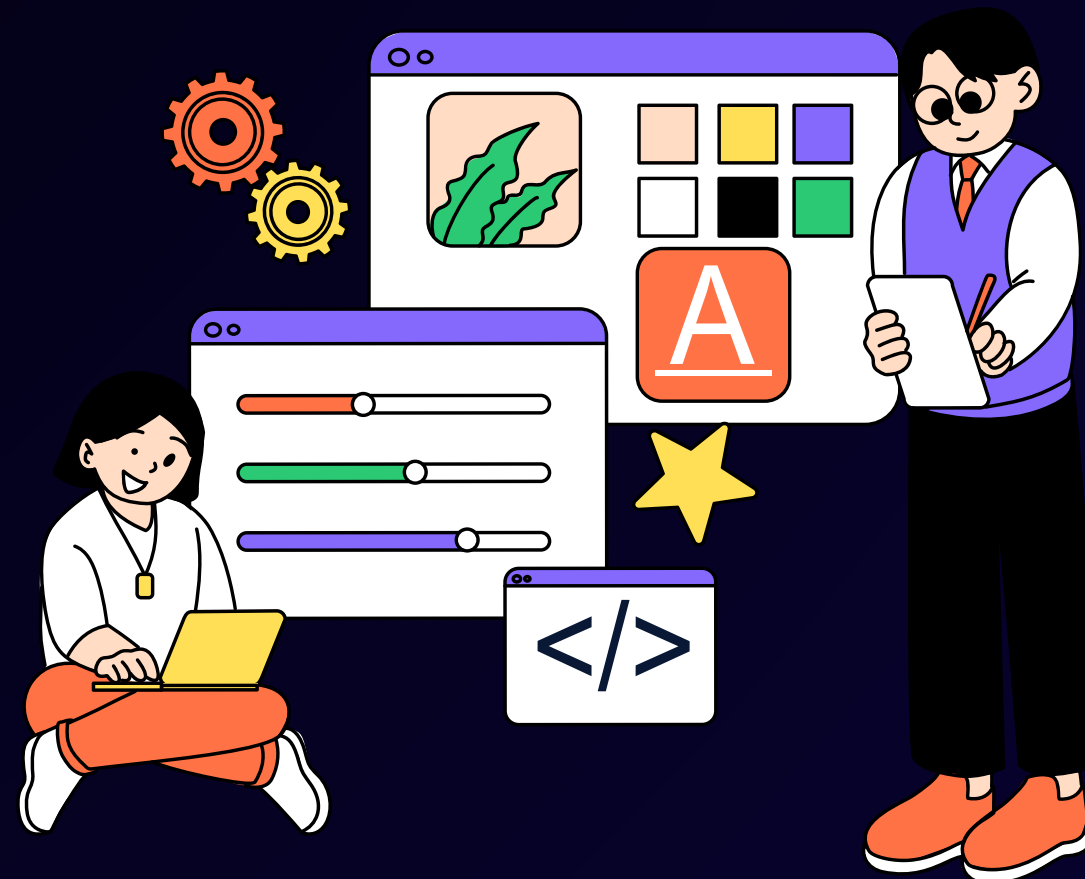


Analogy



What is Website Design?

Website design refers to the **planning, creation, and maintenance** of websites.



What is User Experience (UX)?

User Experience (UX) focuses on how **users interact** with a website. A well-designed UX ensures users can navigate easily, find information quickly, and have a pleasant experience.



What is User Experience (UX)?

Usability

Is the website easy to use?

Interactivity

How does the user interact with elements on the page?

Efficiency

Can users complete their tasks with minimal effort?

Accessibility

Can all users, including those with disabilities, access it?

Good Website Design & UX Improves Satisfaction, Trust, and Interaction

**User
Satisfaction**



**Building
Trust**



**Encouraging
Interaction**





Design is not just what it looks like...
it's how it works.

Steve Jobs

Principles of Good Website Design

Visual Design Principles

- Hierarchy
- Consistency
- Typography
- Color Psychology
- Whitespace

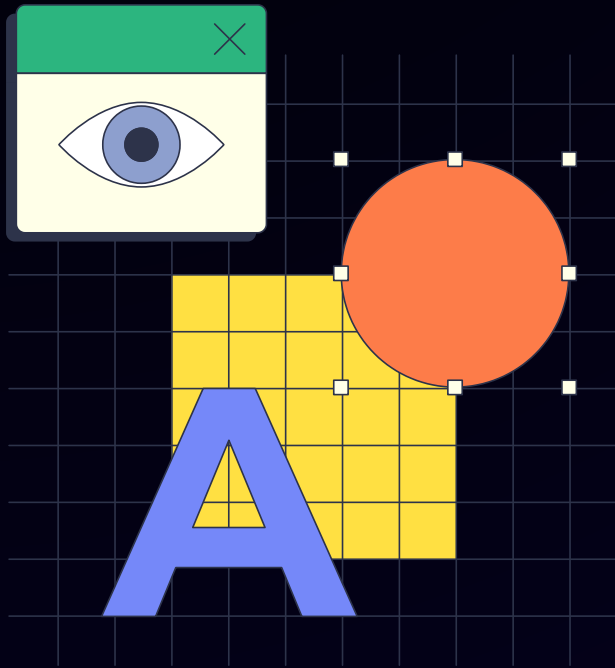
UX Best Practices

- Mobile Responsiveness
- Fast Loading Speed
- Clear Navigation
- Call-to-Action (CTA)
- Accessibility Compliance

Principles of Good Website Design

Visual Design Principles

1. Visual Hierarchy



Visual hierarchy is about arranging elements so that users naturally focus on the most important things first.

How it works:

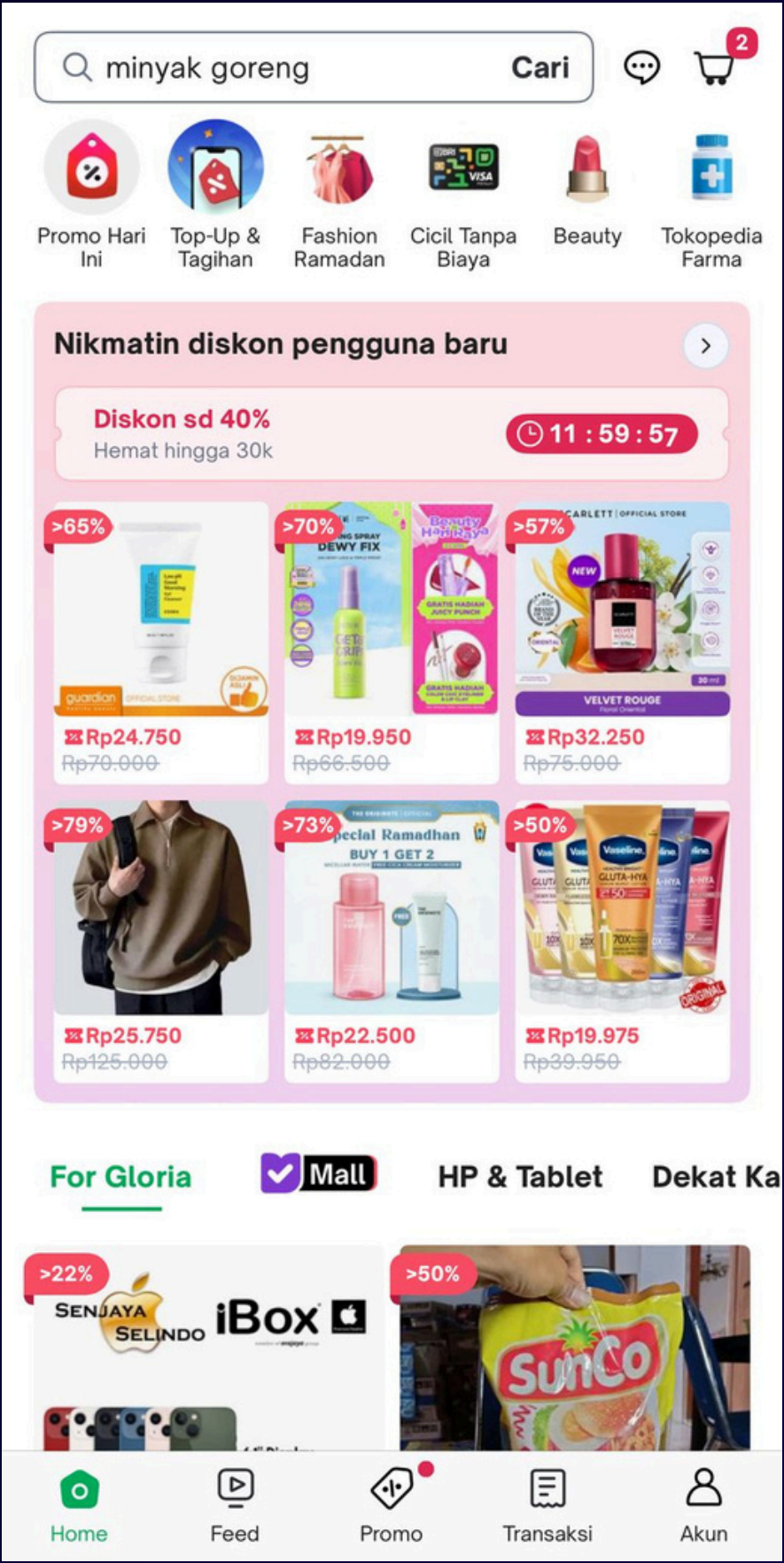
Use size, color, contrast, placement, and spacing to guide the user's eyes.

💡 *"Rule of thumb: Always make your most important elements stand out.*

Website



Mobile App



Think of the homepage of Tokopedia—the search bar and promotional banners immediately catch your eye.

“If everything is loud, nothing is heard. Prioritize. Guide. Lead the user’s eyes.”

Principles of Good Website Design

Visual Design Principles

2. Consistency

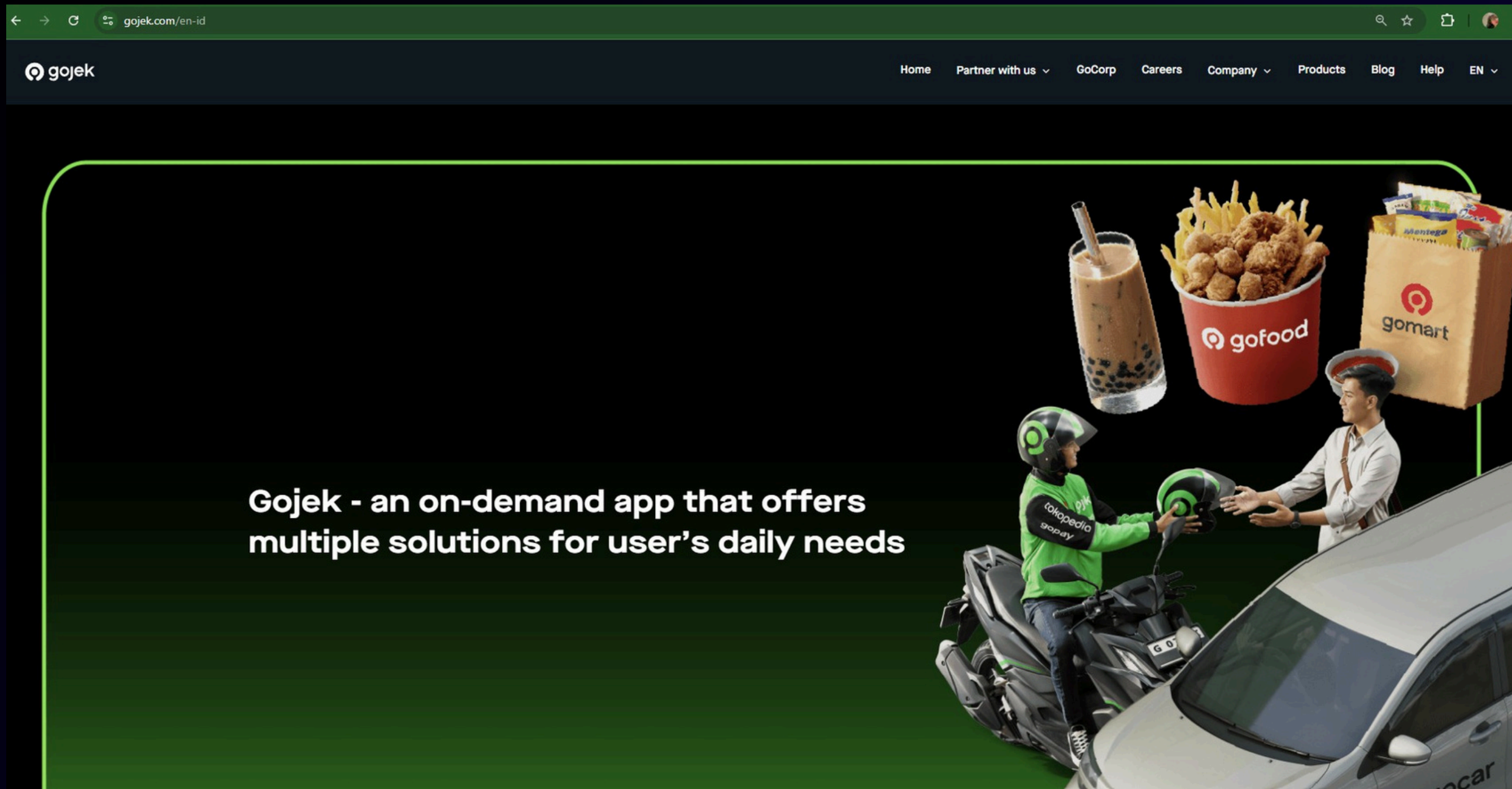


Consistency means keeping design elements uniform across all pages of the website.

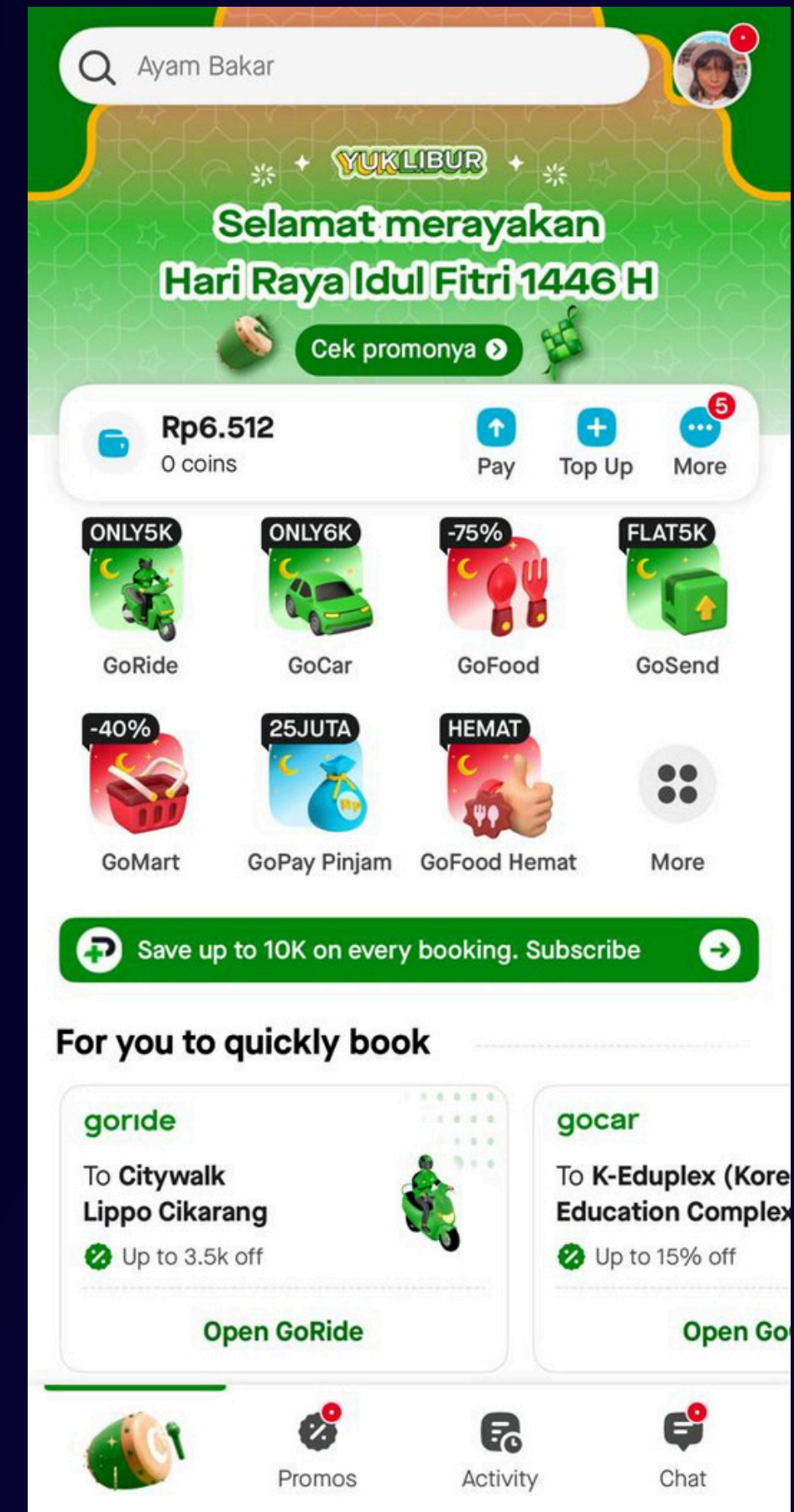
It is matter because it builds trust and familiarity. Users don't have to "relearn" the layout or design on every page.

Elements to keep consistent: Colors, Fonts, Button styles, Navigation menus, Icons.

Website



Mobile App



💡 *Imagine if each page of Gojek had different fonts and colors—it would feel confusing and unprofessional.*

"Consistency isn't boring—it's comforting. It makes users feel at home."

Principles of Good Website Design

Visual Design Principles

3. Typography and Readability



Typography is how text is styled and arranged. Good typography makes content easy and pleasant to read.



Best practices:

- Use clean, readable fonts (e.g., sans-serif for body text).
- Avoid too many font types on one page.
- Use proper line spacing and font size (at least 16px for body text).
- Ensure good contrast between text and background (black text on white is safest).

⬮ *Don't use neon green text on a bright yellow background!*

Halo, selamat siang!

“Good typography is invisible—it just feels natural. It should never distract. It should help people absorb content effortlessly.”

Principles of Good Website Design

Visual Design Principles

4. Color and Emotion (Color Psychology)

Colors don't just make your site look good—they influence how users feel and act.

Color is considered by customers is one of the first primary factor which influences their shopping behavior and product selection.

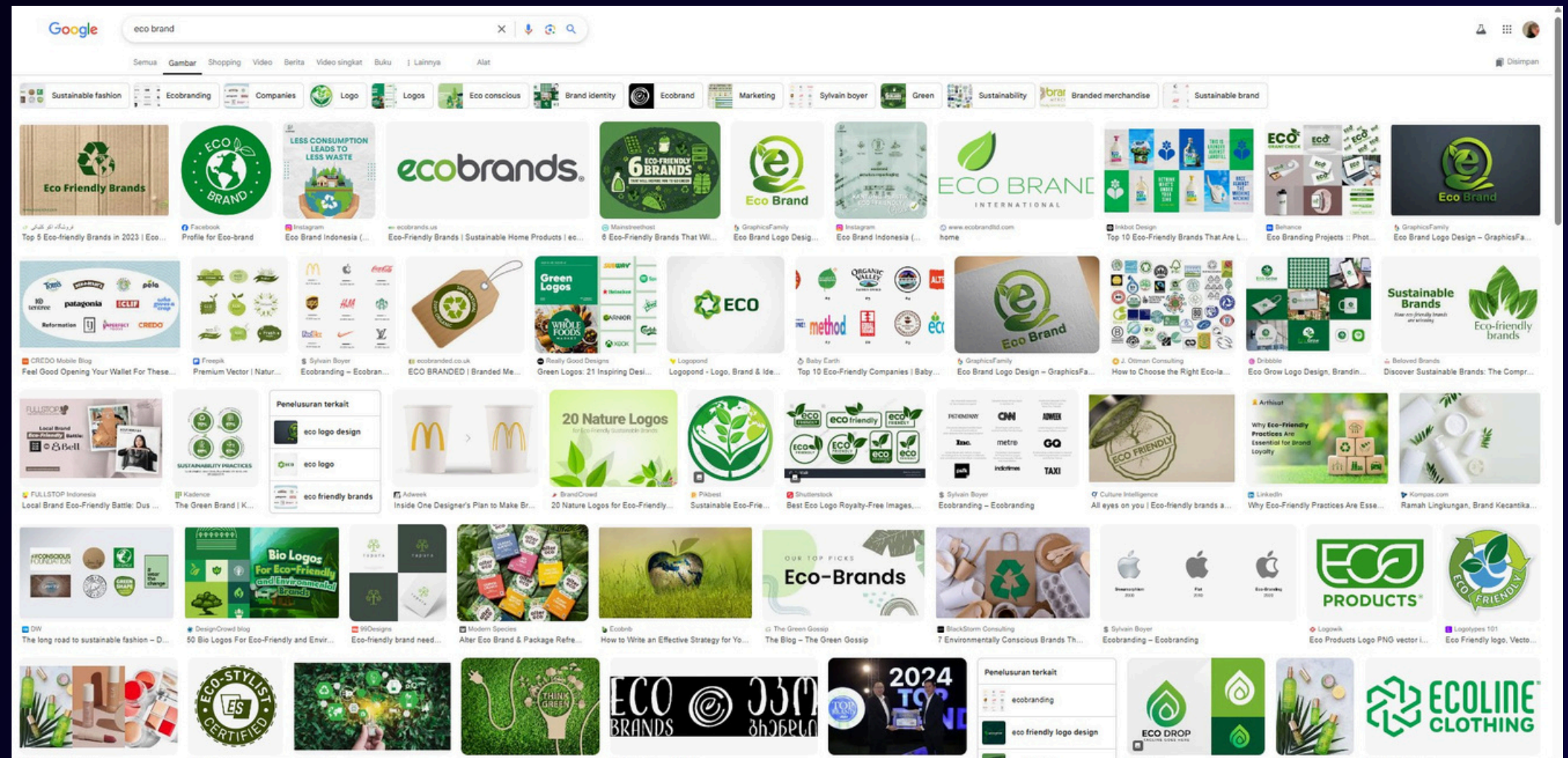
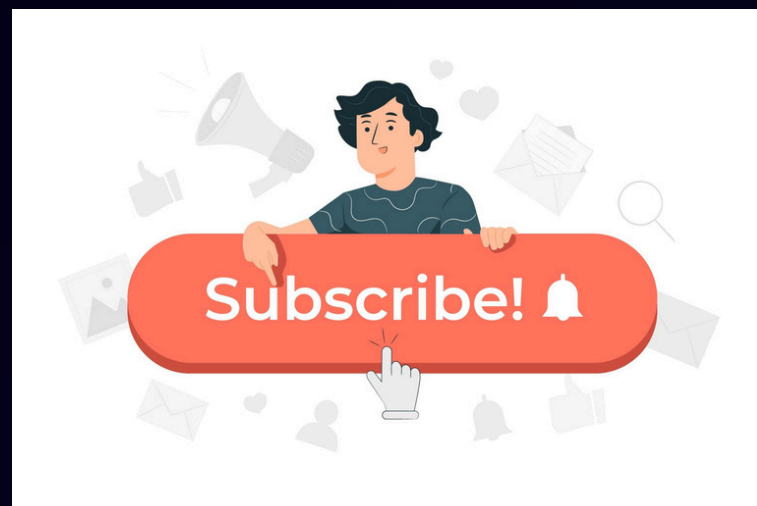
Color is essential element of marketing in corporate communication. Selection of color enhances or decrease productivity of any product.

(Khattak, et al., 2018)



Common color meanings:

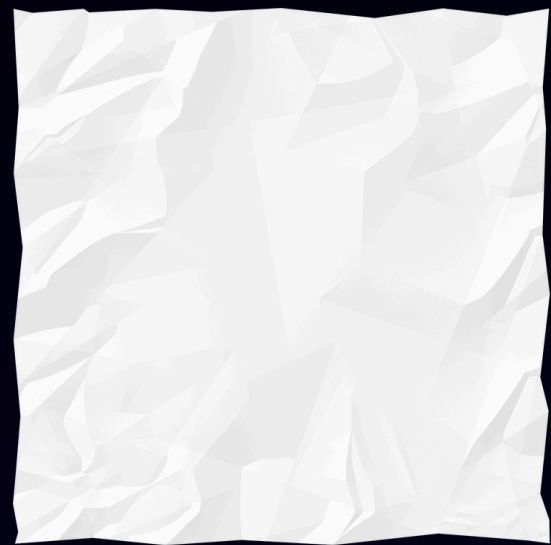
- **Blue** = Trust, professionalism, calm (used by banks, tech companies) → Bank BCA, Facebook
- **Red** = Excitement, urgency, energy (great for sales banners, call-to-action buttons)
- **Green** = Growth, nature, or finances (used for environmental or fintech brands)
- **Orange/Yellow** = Energy, warmth, youthfulness, creativity, fun, enthusiasm
- **Purple** = Luxury, creativity, imagination (used in beauty or premium services)



Principles of Good Website Design

Visual Design Principles

5. Whitespace (Negative Space)



Whitespace is the empty space between elements. It gives content room to "breathe."

Why it's important:

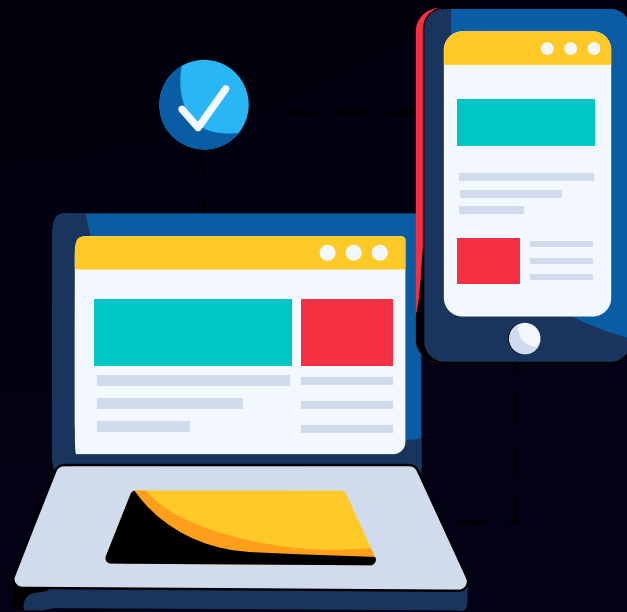
- Makes the page feel clean and organized
- Improves focus on key content
- Prevents cognitive overload

Less clutter = more clarity = better user experience.

Principles of Good Website Design

UX Best Practices

1. Responsiveness



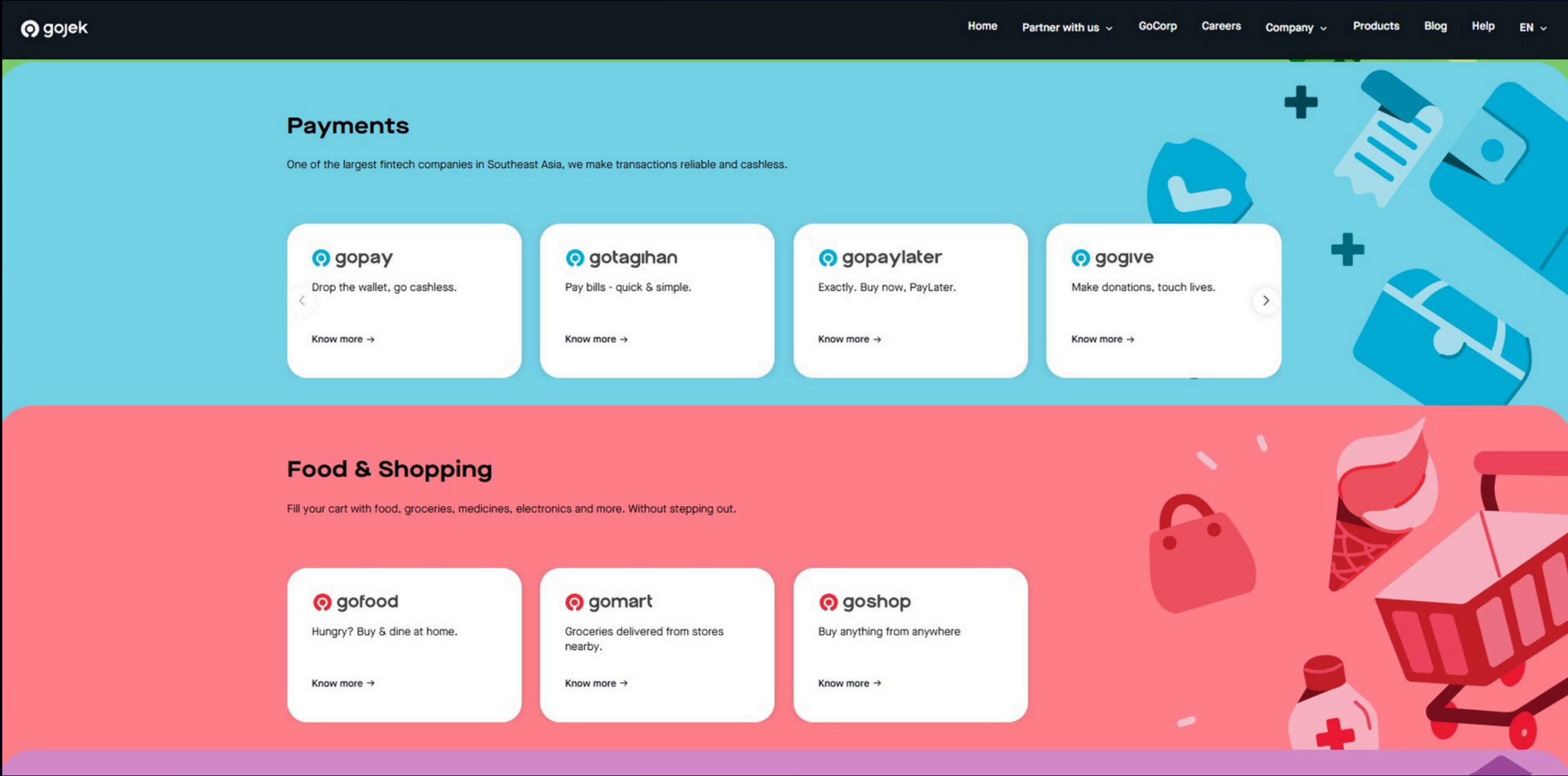
Responsive design ensures that your website works well on all screen sizes—especially smartphones and tablets.

Why it's important:

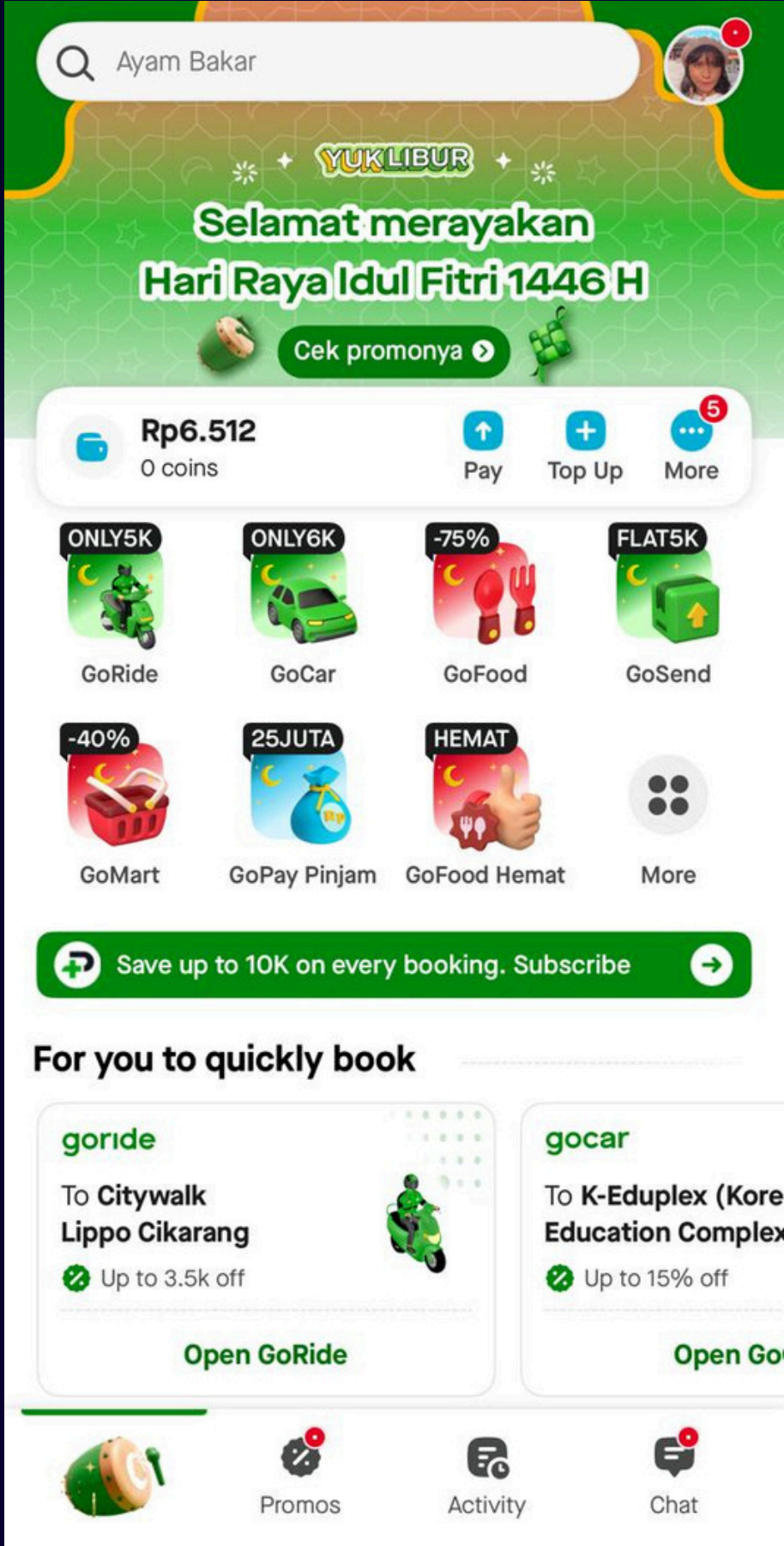
- Makes the page feel clean and organized
- Improves focus on key content
- Prevents cognitive overload

Remember. In Indonesia, most people access the web via their phones—design for mobile first!

Website



Mobile App



When designing a site today, think mobile-first. If it doesn't work well on a phone, it doesn't work at all.

Principles of Good Website Design

UX Best Practices

2. Fast Loading Speed



Users will leave if a website takes too long to load—especially in areas with slow internet.

Ways to improve speed:

- Compress images
- Use efficient code and caching
- Avoid unnecessary plugins or scripts

Speed = better user experience + better SEO ranking.

Principles of Good Website Design

UX Best Practices

3. Clear Navigation (Navigation Simplicity)



Navigation refers to how users move around your website.

Best practices:

- Menus should be simple, clear, and consistent
- Use breadcrumbs or a clear path to show where users are
- Keep important pages (Home, Contact, Products) easy to access

💡 If users can't find something in 2–3 clicks, they'll leave.

Principles of Good Website Design

UX Best Practices

4. Clear and Effective CTAs (Call-To-Actions)



CTAs guide users to take the next step—buy, sign up, contact, read more.

Good CTA examples:

- "Buy Now"
- "Subscribe for Free"
- "Chat with Us"

A great CTA gives users direction—and confidence.

Principles of Good Website Design

UX Best Practices

5. Accessibility



Accessibility means making sure your website can be used by everyone, including people with disabilities.

Basic accessibility practices:

- Use alt-text for images
- Ensure high contrast text for readability
- Allow keyboard navigation (not just mouse)
- Use clear labels on forms and buttons

Accessibility is not just ethical—it's essential for inclusivity.

How Website Design Influences Engagement

Design Element	Engagement Impact
Live Chat or Chatbots	Allows real-time interaction and support.
Interactive Content (quizzes, polls)	Increases time on site and encourages sharing.
Personalized Content	Makes users feel seen (e.g., "Hello, [Name]").
User-generated content sections	Builds trust and community (e.g., reviews, testimonials).
Animations & Microinteractions	Keeps the user visually engaged and signals interactivity.
Clear and Friendly CTAs	Invites users to take meaningful action ("Join Us," "Tell Us What You Think").

Common UX Mistakes to Avoid

1. Slow website performance
2. Cluttered and confusing layout
3. Poor contrast and readability
4. Lack of feedback
5. Non-intuitive navigation



Applying UX in the Indonesian Context

When designing websites for Indonesian users, consider:

- **Mobile-first design:** Many Indonesians access websites via smartphones.
- **Localized content & language:** Use Bahasa Indonesia and local slang when appropriate.
- **Fast loading speed for low-bandwidth areas:** Optimize images, use caching.
- **Trust indicators:** Testimonials, BPOM certification (for e-commerce sites).
- **E-payment integration:** Support for GoPay, OVO, ShopeePay.

UX Analysis:



tokopedia



djpp

UX Analysis: Tokopedia

(www.tokopedia.com)

Usability

Strengths:

- User-friendly layout: The homepage shows key categories, promo banners, and personalized product suggestions.
- Search functionality: Very prominent and efficient. Autocomplete and filters make it easy to refine search results.
- Consistent design: Color, buttons, and layout are familiar throughout the platform.
- Multi-language support: Bahasa Indonesia is the default, which caters to its main user base.

Weaknesses:

- Sometimes information overload—many banners, promos, and product categories may overwhelm new users.

UX Analysis: Tokopedia

(www.tokopedia.com)

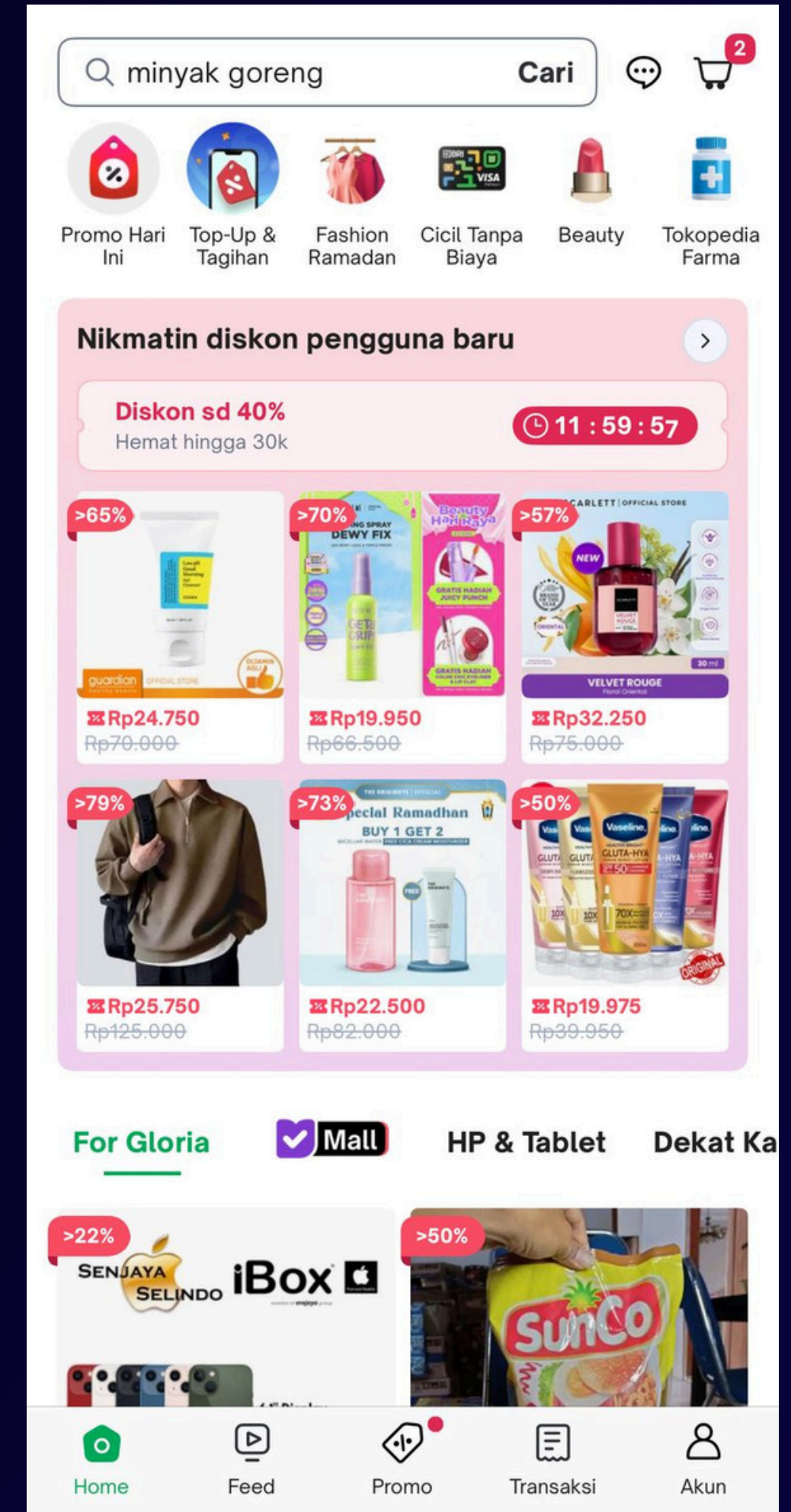
Navigation

Strengths:

- Clear top navigation bar: Users can quickly go to categories, promos, official stores, and digital products.
- Sticky header: The menu stays at the top when scrolling for quick access.
- Breadcrumbs and filters: Product pages allow users to backtrack or refine easily.
- Mobile app and mobile website navigation is intuitive with bottom icons and swipe gestures.

Weaknesses:

- Too many clicks: Certain product details (e.g., store policies or reviews) are buried in tabs or popups, which can disrupt the flow.



UX Analysis: Tokopedia

(www.tokopedia.com)

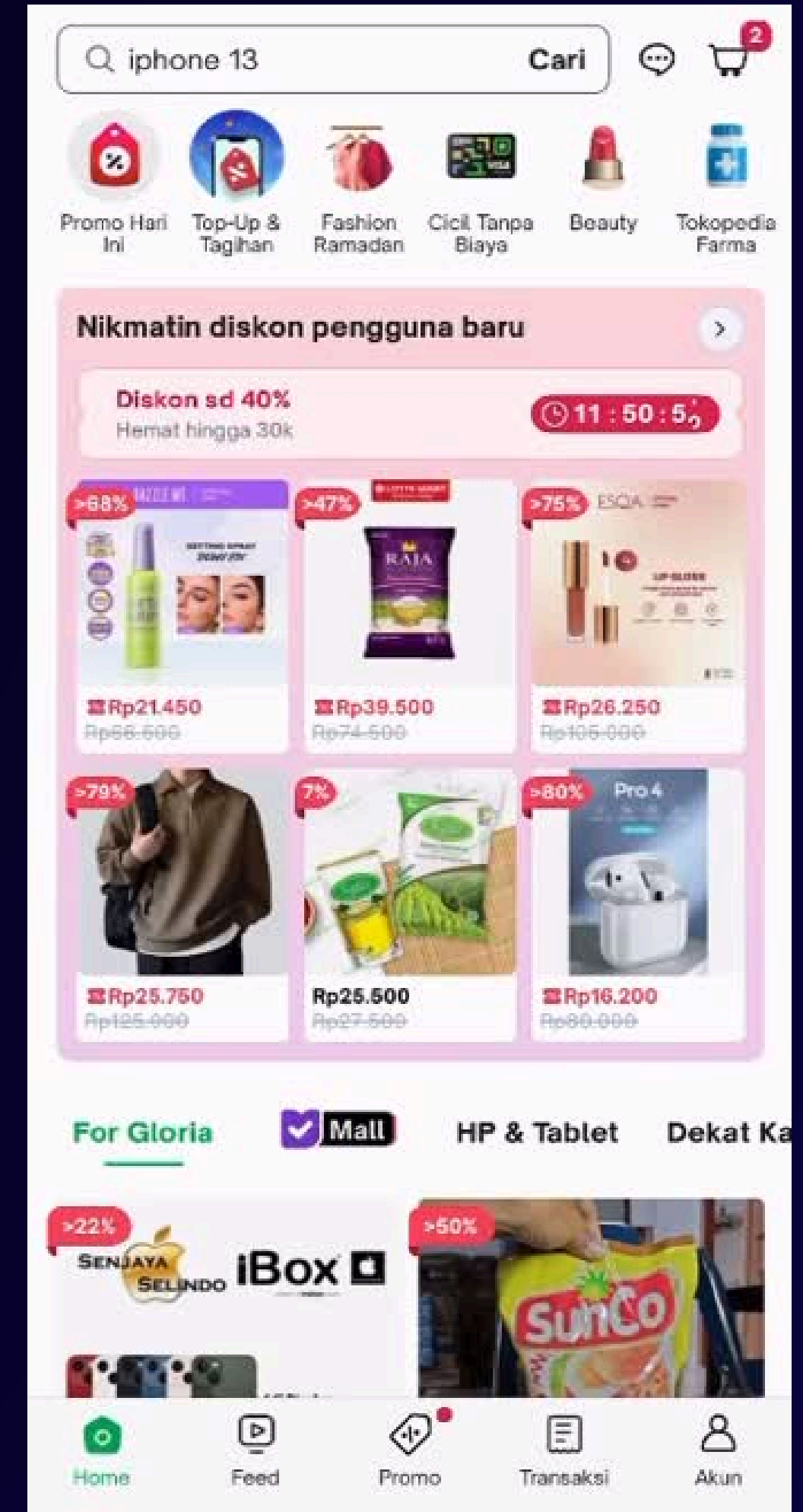
Accessibility

Strengths:

- Alt-text for images: Product images include descriptive alt-text for screen readers.
- High contrast between text and background in most areas improves readability.
- Keyboard navigability: Basic navigation works via keyboard on desktop browsers.

Weaknesses:

- No screen reader optimization announcement for dynamic content.
- Small font sizes in some areas (e.g., seller info, policies) might be difficult for users with low vision.



UX Analysis: Tokopedia

(www.tokopedia.com)

Performance

Strengths:

- Fast page load times (especially on desktop) thanks to optimized images and caching.
- Lazy loading for product images helps reduce initial load time.
- Progressive web app (PWA) features in mobile version make it responsive and offline-capable.

Weaknesses:

- Heavy JavaScript usage can slow down performance on low-end devices or unstable networks.
- Some popups and overlays (promotions, login prompts) slightly delay user actions.



UX Analysis: Tokopedia

(www.tokopedia.com)

- **Conclusion**

Tokopedia's UX is well-optimized for Indonesian users, with strong usability, intuitive navigation, and fast performance. However, there's still room for improvement in accessibility and simplifying complex content areas for a smoother experience, especially for first-time users or those with limited digital literacy.

UX Analysis: Direktorat Jenderal Pajak (Pajak.go.id)

Navigation

Strengths:

- Top and side menu structures are consistent across pages.
- Quick access to key services like NPWP registration, tax calendar, and guidance.

Weaknesses:

- Cluttered menus: The main navigation contains too many items and submenus, which can confuse non-expert users.
- Poor mobile navigation: On smaller devices, menus collapse and are less intuitive compared to the desktop version.



UX Analysis: Direktorat Jenderal Pajak

(Pajak.go.id)

Usability

Strengths:

- Simple and professional layout: The homepage is clean, with structured sections for announcements, services, and news.
- Key features highlighted: Important services like “e-Filing,” “e-Form,” and “Login DJP Online” are featured on the front page.
- Language support: Available in Bahasa Indonesia, which is appropriate for its primary audience.

Weaknesses:

- Technical language: Content often uses formal or legal terms that may be difficult for the general public to understand.
- Too much text: Some pages are information-heavy with limited visual hierarchy, making it harder to scan.



UX Analysis: Direktorat Jenderal Pajak

(Pajak.go.id)

Accessibility

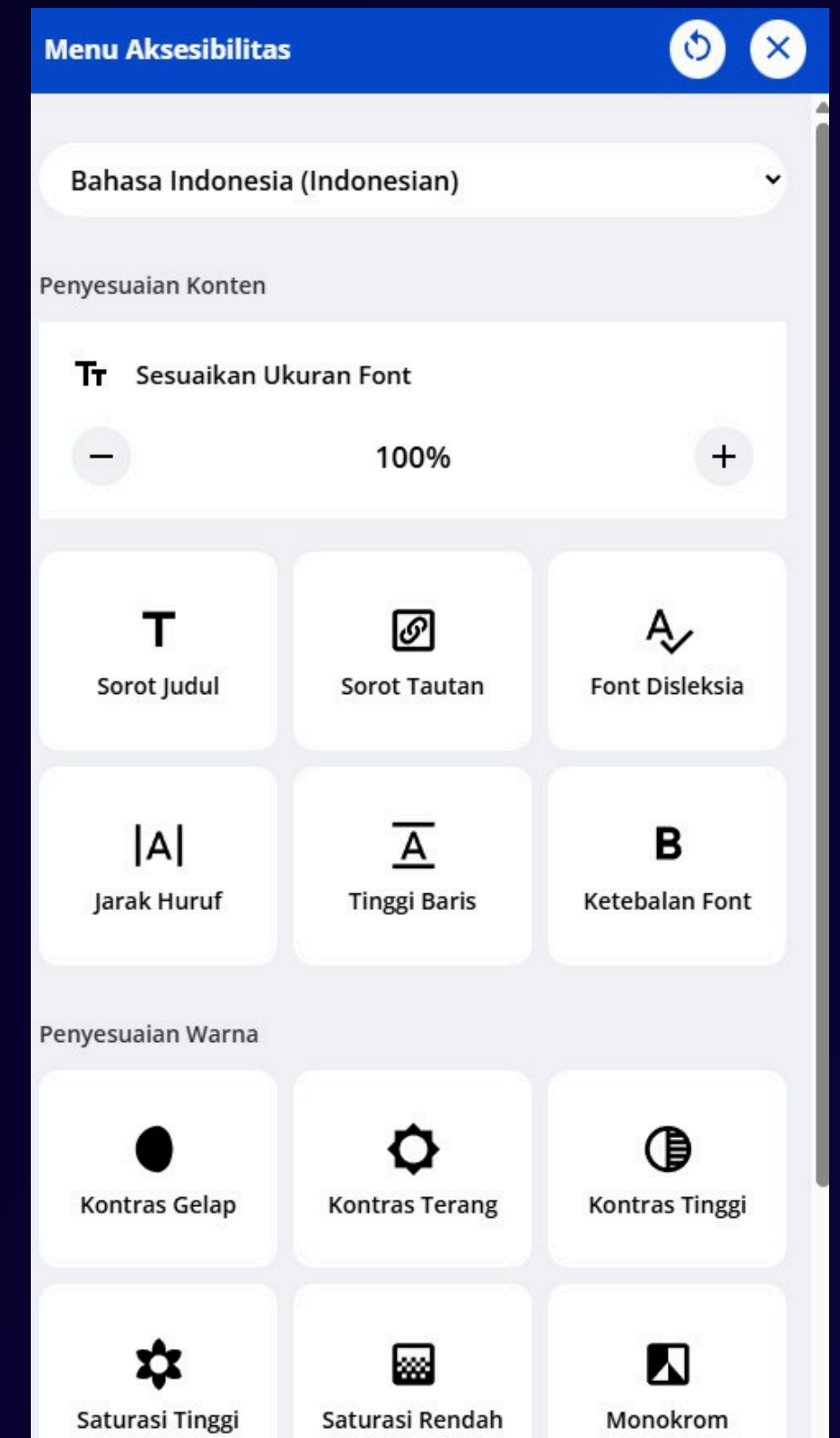
Strengths:

- Readable text size and clear contrasts on main content areas.
- Basic keyboard navigation is supported.
- Clear accessibility options such as text resizing, high contrast mode, or screen reader compatibility settings.

This is critical for a government service site—accessibility must serve all citizens, including the elderly and disabled.

Weaknesses:

- Missing alt-text on several icons and images, which is a problem for screen reader users.



UX Analysis: Direktorat Jenderal Pajak

(Pajak.go.id)

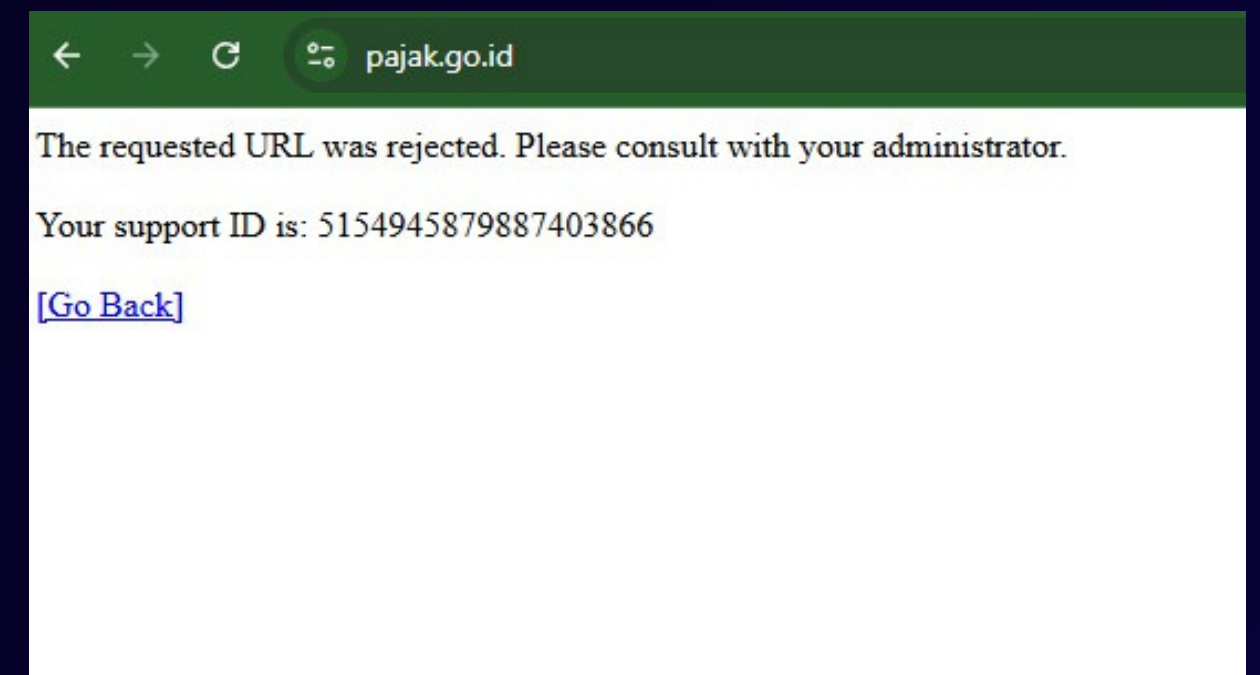
Performance

Strengths:

- Loads relatively quickly on broadband or stable connections.
- PDF and downloadable forms are well-organized and accessible for printing.

Weaknesses:

- Heavy file size in some documents and pages.
- Forms and services redirect to other portals (e.g., DJP Online), which can break the experience if users don't understand they are moving to a different platform.
- Some broken links or outdated pages are occasionally found (e.g., old news articles or announcements).



UX Analysis: Direktorat Jenderal Pajak

(Pajak.go.id)

- **Conclusion**

The pajak.go.id website is functionally strong and provides critical services, but there is a significant need to improve the user experience, especially in accessibility, mobile navigation, and simplifying complex tax information for the average citizen.

Student Activity – Website UX Audit

1. Select two different websites that differ in at least one of the following aspects:
 - Brand popularity (e.g., a well-known vs. a lesser-known brand)
 - Business or organization type (e.g., e-commerce vs. government site)
 - Location or geographic focus (e.g., national vs. local website)
2. Conduct a UX analysis of both websites by evaluating the following aspects:
 - Usability, Navigation, Accessibility, Performance.
3. Compare the two websites:
 - Identify key similarities and differences in UX design and effectiveness.
 - Highlight which website performs better in each area and explain why.
4. Present your findings in a clear and organized format, such as a written report or presentation slides.
 - Include visual examples (screenshots, annotated wireframes, etc.).
 - Provide practical recommendations for how each website could improve its user experience.

Thank You.

– Website Design and User Experience (UX) –

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