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UI/UX design in food health start up using design thinking method and gestalt principles

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Abstract

Healthy food is an absolute necessity and a primary need for human life. However, many foods are currently served in unhealthy ways, such as using raw materials, processing methods, and long storage times. A food retailer and food outlet must be able to meet the need for healthy food, both in terms of raw materials, processing methods, and storage times until it is served to consumers. The FoodHealth startup will provide a service for daily healthy food subscriptions for consumers. The research method used is the design thinking method, the analysis uses SWOT, the feasibility study analysis uses TELOS while User Interface has been created using the Gestalt principle. The UI design testing process uses 10 Usability Heuristic indicators with a test result of 83%. This proves that the designed digital start-up FoodHealth has answered user needs. This FoodHealth start-up is expected to provide convenience for users in finding information on healthy food programs or healthy food subscriptions, including ease of delivery.

Keyword : FoodHealth, Start Up, Design Thinking, Gstalt Principle, SWOT, TELOS

1. Introduction

Healthy food is food that provides the nutrients the body needs to support its functions and ensure its performance. Healthy food is rich in nutrients, vitamins, and minerals that are essential for the body to function properly. Consuming healthy food can provide several benefits for the body, such as maintaining a healthy weight, reducing the risk of chronic disease, facilitating digestion, strengthening bones and muscles, and improving the mental food industry. Therefore, it is important to make healthier food choices and consume high-fiber foods such as whole grains, fruits, and vegetables.

Data shows that the rapid increase in fast food consumption has caused many problems in the food industry, ranging from obesity to other chronic diseases. People are increasingly choosing delicious food without considering its nutritional value, which can threaten the community's food industry and cause high medical costs. Therefore, it is important to offer solutions that allow easier and more affordable access to healthy food. One solution is to provide a platform for healthy food entrepreneurs to market their products, such as the FoodHealth platform which can be accessed via a mobile application. Another solution is to encourage healthier food choices, such as eating a variety of nutritious foods, including fruits, vegetables, nuts, seeds, and lean proteins. In addition, food subscription boxes can provide convenient home-cooked meals with low-carb, low-calorie, gluten-free, or vegetarian options. By encouraging healthy eating habits and providing easier access to healthy foods, we can reduce the demand for fast food and improve the community food industry.

Therefore, we provide a platform for healthy food entrepreneurs to be able to market their products through Start-up Food Health Can be a pioneer of healthy living by reducing fast food orders. Start-up Food Health focuses on developing and offering healthy food products. These products are designed to meet the nutritional needs of consumers in an innovative way, both in terms of formulation, production process, and presentation. Providing clear information about the nutritional content of the product, Food health helps consumers make smarter and healthier food choices. The definition of a Start-up is an organization or new company that has innovation and creativity to obtain the right business model so that business growth can run quickly. The addition of the word digital means that the start-up company integrates digital technology into its products and business processes [1]

This Food Health Start-up is expected to provide convenience for users in finding healthy food to meet nutritional

needs, including ease of purchase and delivery. Food Health Start-up can also be used by buyers who need clear information about the nutritional content of products, Food health helps consumers make smarter and healthier food choices. Along with changes in lifestyle and awareness of the importance of a healthy diet, Food Health Start-up has emerged as a force driving transformation in the food industry. The combination of product innovation, the latest technology, and a responsive approach to consumer needs makes this start-up an alternative in shaping people's views on food consumption.

2. Methode

This research is descriptive research. The type of data used in this study is secondary data. In this study, researchers obtained data sources from journals about creating start-ups and about problems faced in the food industry. In addition, other supporting sources are printed books, official websites, journals and articles that have been identified, analyzed, clarified, and interpreted.

In this study, the design method used is the "design thinking" method, this method is 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.

Furthermore, it is explained that initially there were 3 stages consisting of inspiration, namely the need or problem that motivates the search for a solution or innovation, ideation, namely the process of generating ideas, developing and testing ideas, and finally implementation, namely the finalization of the application to users. In its development, the three stages developed into 5 stages which are basically not much different but there is an emphasis on certain parts so as to produce a more detailed procedure [2]. Figure 1 shows the Design Thinking stages which consist of empathize, define, ideate, prototype and test.

Figure 1. Diagram of the stages of the Design Thinking method according to Plattner in Lutfi

Research activities refer to the stages of the design thinking model according to Plattner, namely; Empathize, the first stage is empathize which is considered the core of the human-centered design process, this method seeks to understand users in the context of the product being designed, by conducting observations, interviews, and combining observations and interviews with a scenario first given. The analysis used is using SWOT analysis (Strength, Weakness, Opportunity and Thread).

Define, the second stage is defined which is the process of analyzing and understanding various insights that have been obtained through empathy, with the aim of determining the problem statement as a point of view or main concern in the research

Ideate, the third stage is ideated which is a transition process from problem formulation to problem solving, while in this ideate process will concentrate on producing ideas or ideas as a basis for making a prototype design that will be made. Feasibility Analysis uses TELOS analysis (Technical, Economic, Legal, Operational, Scheduling)

Prototype, the fourth is a prototype known as the initial design of a product to be made, to detect errors early on and obtain various new possibilities. In its application, the initial design that is made will be tested on users to obtain appropriate responses and feedback to perfect the design.

Test, the last is the test or testing stage carried out to collect various user feedback from various final designs that have been formulated in the previous prototype process. This process is the final stage but is life cycle so that it allows repetition and returns to the previous design stage if there is an error

3. Result and Discussion

Result of the research refer to the stages of the design thinking model.

3.1. Empathize

This stage aims to obtain information from users regarding user habits, needs and requirements. The Empathize stage includes observation, interviews and distributing questionnaires to prospective users in order to obtain research focus insights [4]. The results of this stage are that consumers need speed, convenience and complete information about healthy food, including when looking for menus and healthy food subscription programs. The information obtained by consumers that healthy food providers are very minimal and lacking. This is because healthy food providers are not connected to consumers.

From the observation day, it was concluded that the main factors that contributed to solving problems related to subscribing to healthy food every day were:

a. Consumers need ease of use of the application so that the application needs to be designed intuitively.
b. Consumers need detailed, accurate and accountable information about healthy food.
c. Consumers need regular updates on the status of food subscriptions ordered and nutritional consultations on the selected program.
d. Consumers need information about diet naturally by regulating eating patterns and ordering information by subscription every day
e. Consumers need integrated information about the healthy food industry, namely by synchronizing healthy food industry data with consumers/the community in one application
f. Consumers need integrated information about the healthy food industry, namely by synchronizing healthy food industry data with nutritionists or doctors so that it is easier for doctors to provide treatment and can find out the progress of treatment and further treatment.

3.2. Define

In this stage, the designer conducts an evaluation that will later become a picture of the user's needs. By combining ideas with the team, a solution will be created. At this stage, the researcher conducted several analyses of the problem. The analysis method used is SWOT analysis [2]. Table 1 shows the results of the SWOT analysis of Digital Start-ups.

Table 1. SWOT Analysis of Digital Food Health Start-ups

Strength	Creating innovative start-up products The government is aggressively encouraging business development in the start-up sector
Weakness	The efforts needed require large capital, the company's cash flow is sometimes not smooth, and it is still unable to produce its own goods.
Opportunity	There is no tight competition in the start-up sector, market demand is strong and continues to exist. The internet is a fast, cheap, and impactful marketing medium, vendors who can meet needs well.
Threads	Competitors have emerged who have lower selling prices, vendors' self-esteem often changes, lack of interest in financial institutions to fund, changes in market trends that are always changing very quickly.

After the SWOT analysis, the next step is to formulate HMW (How Might We). Table 2 shows the results of the HMW (How Might We) analysis. "How Might We" (HMW) is a technique in design thinking used to transform problems into questions that spark creative ideas for solutions.

Table 2. Formulation of HMW (How Might We) Digital Food Health Start-Up

How?	Might?
How can the application be easily used to find healthy food	By creating an application with intuitive features and according to customer needs
How can the application update the status of food subscriptions ordered periodically and nutritional consultations	By creating an application with features that provide subscription updates and nutritional consultations according to customer needs
How can the application integrate the healthy food industry	By creating an application with features that provide communication with healthy food producers, nutritionists/doctors and customers
How to make it easier for users to input locations?	By creating a location feature that is integrated with Google Maps

3.3. Ideate

At this stage, the designer conducts an evaluation that will later become a description of the features in the Digital Food Health Start-up application by combining ideas with the team to create the required features. This stage refers to the analysis of user needs from the data from the HWM (How Might We) process to create a feature that will be used in the application by brainstorming with the team. Table 3 shows the results of the Brainstorming analysis. The results of the brainstorming conducted with the team produced a number of features that have been prioritized from all aspects of the needs of prospective users, these features include.

Table 3. Brainstorming results for digital start-up Food Health

System Requirements		Producer Features	Customer Features
Software	Android operating system with a minimum version	Login and register, location permission feature, admin chat,	Login and register, location permission feature, admin chat,

	4.4	product display feature, delivery feature, change address, history, edit profile, Gallery, upload files, track courier, Google Map	product display feature, delivery feature, change address, history, edit profile, Courier phone chat, voucher claim, cart, Google Map
Hardware	Android smartphone with a minimum memory of 1GB	Global Potisioning System, Data security, Area covered by provider signal	Global Potisioning System, Data security, Area covered by provider signal

Feasibility analysis is an analysis of the system to be implemented that has technical and business feasibility. Therefore, the start-up that will be created is a start-up that is easy to use, has no legal risk, low operating costs and is free. TELOS analysis is a method for evaluating the feasibility of a project or idea by reviewing five main aspects: Technical, Economic, Legal, Operational, and Schedule. Table 4 shows the results of the TELOS analysis of digital Food Health start-ups.

Table 4. TELOS analysis of digital Food Health start-ups

Technical Feasibility	The new system is feasible in terms of software (database and UI), hardware and network devices.
Economic Feasibility	The new system is feasible in terms of cost and benefit analysis
Law Feasibility	The new system is feasible in terms of legal certainty, does not violate IPR and licenses
Operational Feasibility	The new system is feasible in terms of operations and falls into the "User Friendly" category
Schedule Feasibility	The new system is feasible in terms of schedule, the research stages are not too long. Starting from the stages of empathize, define, ideate, prototype to testing

3.4. Prototype

At this stage, the researcher designed the start-up name, user flow and user interface. The design principle uses the Gestalt principle, which is a principle that explains the process of creating interpretation through the arrangement of components that have relationships in form, pattern and also similarities that can be combined into one unit. This gestalt theory was built and developed by three people, namely Kurt Koffka, Wolfgang Köhler and Max Wertheimer. The Gestalt Principle and Visual Perception are very helpful understandings as the main visual method of the development of visual graphic design strategies and current visual communication design [3]. The Design Principles Using the Gestalt Principle are: Proximity, Similarity, Common-region, Focal point, Continuity, Closure and Figure/ground [4].

The name of the start-up means "HealthyFood". Figure 2 is a logo design for the digital start-up FoodHealth.

Figure 2. FoodHealth start-up logo

The figure and ground principle is very visible in the logo above and can emphasize the core of the FoodHealth brand, namely an environmentally friendly start-up. This can be seen from the choice of green as the main element affiliated with the environment and nature. The figure and ground principle is also seen in the logo which is filled with images of healthy food ingredients and cutlery. The basic design of the circular logo means controlling the thoughts and feelings of the person who sees it. The logo design is dominated by green and light gray to illustrate that healthy food is dominated by vegetables.

One of the Gestalt principles in logo design is the principle of similarity. The rule of similarity in the Gestalt principle for UX design is where similar objects are grouped and considered to have the same function. Grouping vegetables and cutlery in one circle which is the main logo. The logo font uses MS Reference Sanserif, a design style that utilizes simple shapes arranged in such a way with a proportion between a massive tagline and striking colors and balanced with a modern sans serif logotype with colors that contrast with the tagline. The chosen design style approach is quite good because with modern and clean visuals, the logo visuals are still very relevant to current design trends. By applying the Gestalt principle, the aesthetic impression displayed is more unified and orderly. The basic design of the FoodHealth logo shows a proper understanding of how organizing design elements can create a harmonious unity so that it gives an elegant and healthy impression from its design.

The next stage is designing a user flow which has the meaning of a series of tasks or steps that users need to do from

start to finish to be able to run a function or feature. Figure 3 is the design of the FoodHealth start-up user flow.

Figure 3. FoodHealth start-up user flow

While Figure 4 are the results of the wire frame design on figma

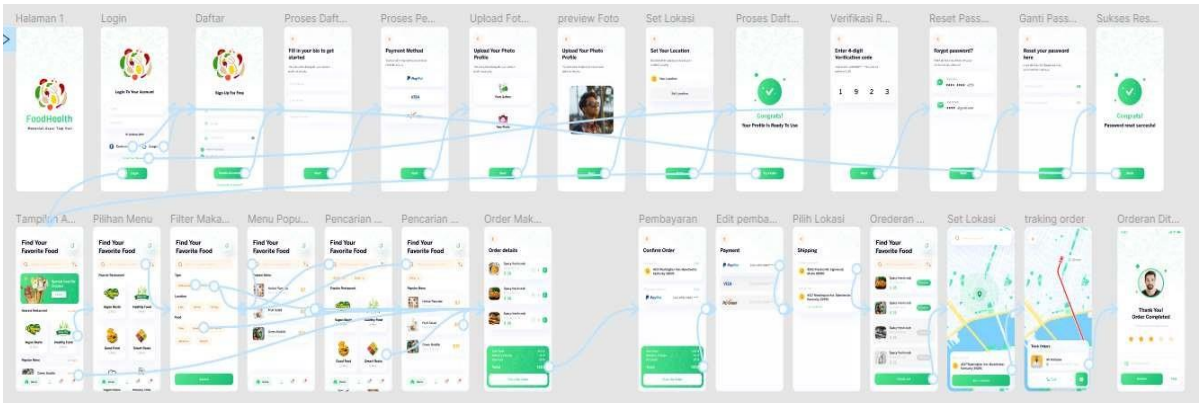

Figure 4. Wire frame start up FoodHealth

Designing the User Interface or program display using Figma editing software. Figma is a design tool that is usually used to create displays for mobile applications, desktops, websites and others [5]. Generally, Figma is widely used by someone who works in the fields of UI/UX, web design and other similar fields. In addition to having complete features like Adobe XD, Figma has the advantage that the same job can be done by more than one person together even in different places. This can be said to be group work and because of the capabilities of the Figma application, this application is the choice of many UI/UX designers to create website or application prototypes quickly and effectively [6]. The first stage is to design the User Interface using Figma, figure 5 are the results of the User Interface design.

a b c

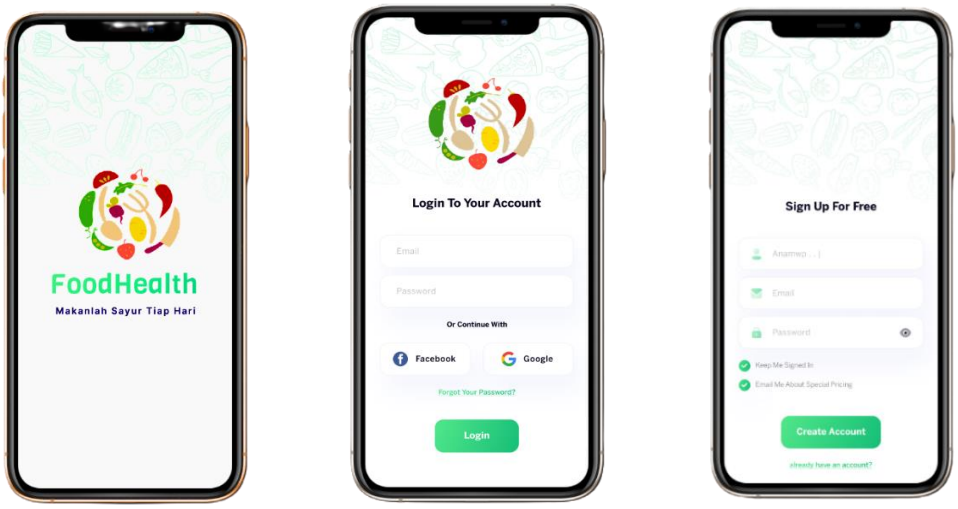

Figure 5. Initial display of the FoodHealth start-up; (a) logo page (b) login page (c) sign up page

The FoodHealth start-up has several feature designs starting from the first page in the form of a login page. Furthermore, users can choose to sign in or sign up to enter the application. The FoodHealth start-up provides food ordering services for customers. In this case, customers can register personal data before searching for a food menu on the homepage. This design applies the proximity principle

a b c

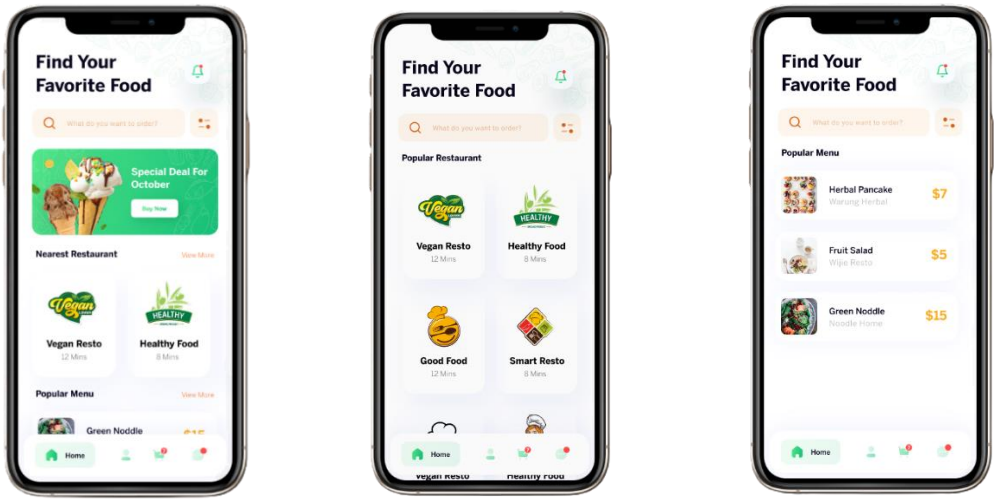

Figure 6. Display of favorite menu search on the FoodHealth start-up. (a) find page (b) result page (c) price page

Next, on the figure 6 are order information pages, users can see and confirm the menu to be ordered. The orderer information contains a list of orders, the amount to be paid, and the orderer's address. On the order page, there are two Gestalt principles used, namely Figure/Ground and Proximity. Figure/Ground is used when users are going to share order information. Meanwhile, Proximity is used in grouping menu lists, toolbar icons, and main page icons.

a b c

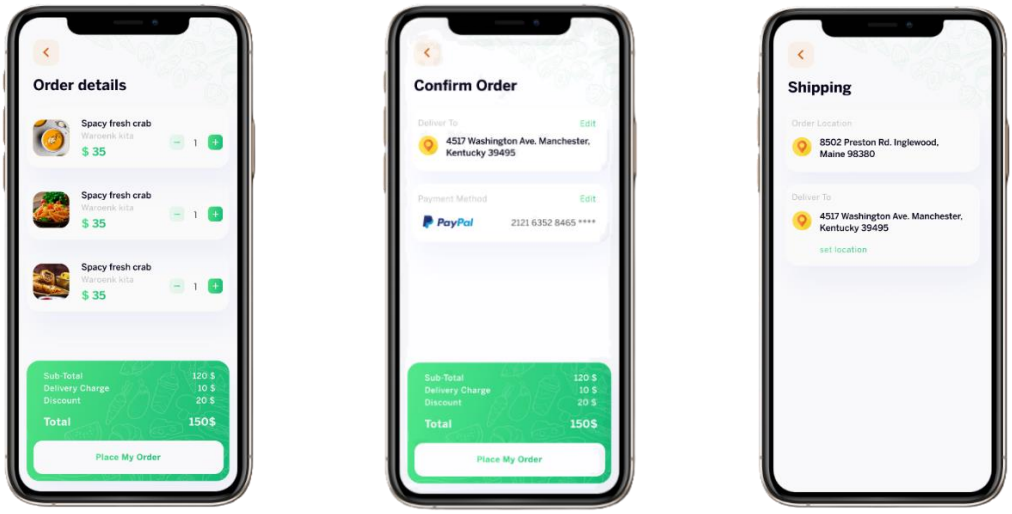

Figure 7. Order and delivery display on the FoodHealth start-up. (a) order page (b) confirms order page (c) shipping page

Next, figure 7 shows the order details and history page will contain the order details ordered by the customer, the sender's name and tracking orders. This start-up also provides a page for users to give ratings after the order is complete. In the order details and history page, two Gestalt principles are applied, namely Proximity and Common Fate. Common Fate is used in the animation of showing payment details. While Proximity is used in the grouping of orders and history, toolbar icons, and main page icons.

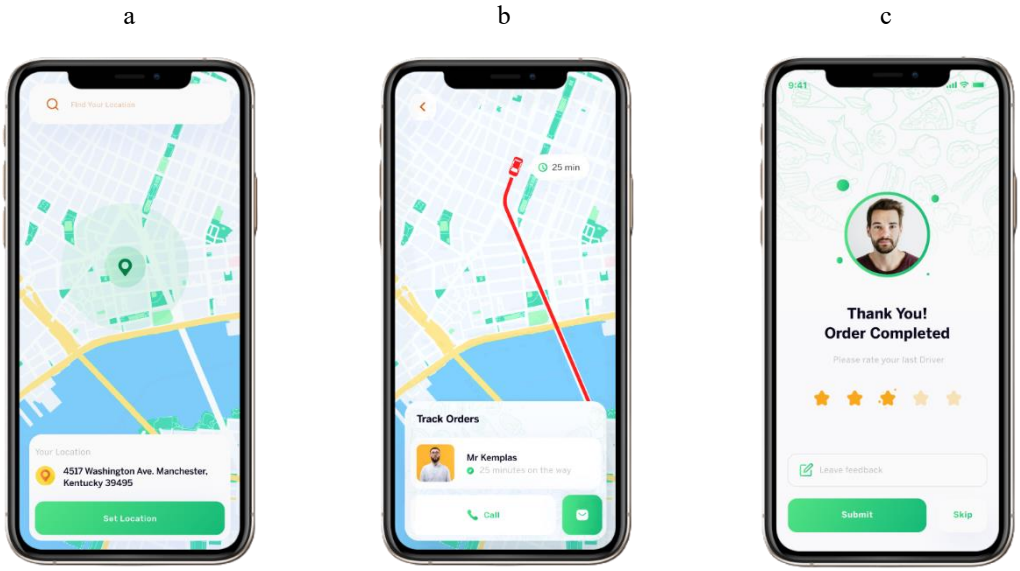

Figure 8. Customer location search display on the FoodHealth start-up.
(a) google map page (b) route page (c) order complete page

The FoodHealth start-up also provides a Google map that functions as a location marker for consumers and healthy food producers that shows on figure 8. On this map page, two Gestalt principles are used, namely Figure/Ground and Proximity. Figure/Ground is used when displaying a map with the destination address field. While proximity is used in the grouping of toolbar icons and main page icons.

In addition, figure 9 shows the FoodHealth start-up also provides a page to reset the password if the user forgets the password for the account used. On this page, two Gestalt principles are used, namely Figure/Ground and Proximity. Figure/ground is used when displaying the reset option. While proximity is used in grouping contacts for sending passwords via SMS or email.

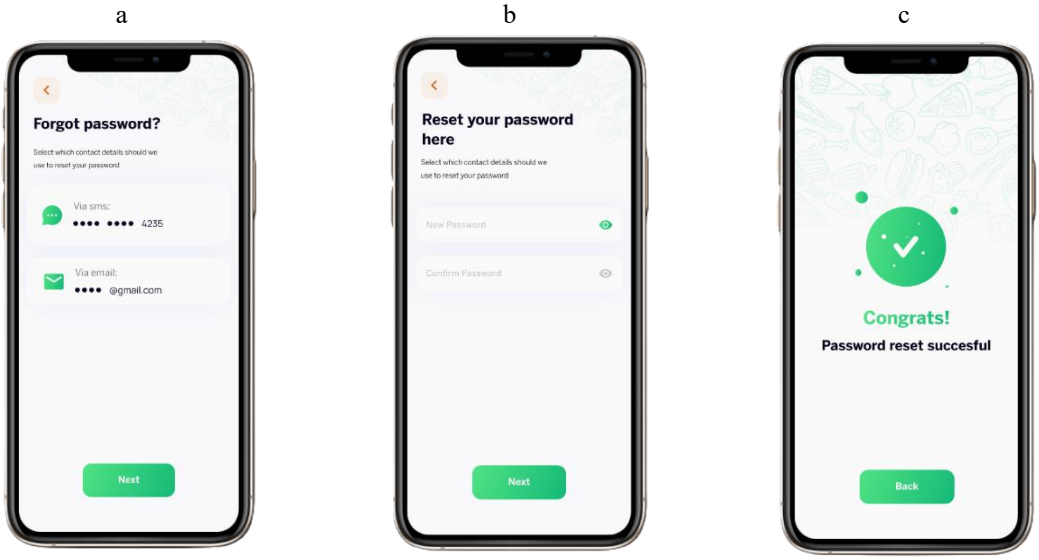

Figure 9. Display of customer password settings on the FoodHealth start-up.
(a) forgot password page (b) reset password page (c) congrats page

Due to time constraints in the research, the research stage only goes as far as designing the user interface. The deployment stage will be carried out in the next research.

3.5. Test

At this stage is the stage of the application testing process that has been built. In this study, the UI design testing process uses the Usability Heuristic indicator to be able to observe user activity. Observation of user activity is carried out directly where the user and researcher are in the same location at one time. This is done so that researchers get feedback from each activity carried out by the user. Usability Heuristic has 10 indicator variables that will be used as a tool to measure the designed UI [7]. The testing process is carried out through the prototype tools on the Figma software,

all can run according to the user flow with test results of 83% (see table 3). This proves that the designed digital start-up has answered user needs. Table 5 shows start-up testing with usability heuristic indicators

Table 5. Usability Heuristic Indicator

No	Description Usability Heuristic	Total	Ideal Value	Percentage
1	System Status Visibility	84	100	84%
2	Compatibility between System and Real World	83	100	83%
3	User Control and Freedom	82	100	82%
4	Standards and Consistency	83	100	83%
5	Helping Users to Identify, Diagnose, and Solve Problems	85	100	85%
6	Error Prevention	81	100	81%
7	Recognition	83	100	83%
8	Flexibility and Efficiency	83	100	83%
9	Minimalist and Aesthetic Design	82	100	82%
10	Help and Document Features	80	100	80%
	Total	826	1000	
	Average			83%

Discussion

A startup is a pioneering company, or a company that has not been operating for long. A startup is a human institution designed to create products or services amidst extreme uncertainty [8]. Startups are designed to find a repeatable and scalable business model. From this definition, it can be interpreted that a startup is a pioneering company designed to find the right business model for its company in order to survive amidst extreme uncertainty [9]. Startup businesses emerge every month in Indonesia, influenced by the large number of people using the internet in their daily lives. According to a survey, 62% or more than 80 million internet users used online shop applications in 2016 by the APJII survey institute. In Indonesia, there are 3 startups that have succeeded in becoming unicorns or have a company valuation of US$ 1 billion (Rp. 13.5 trillion), the three startups are Tokopedia, Traveloka and Gojek [10].

This study uses the Design thinking method which is the process of finding fresh, innovative ideas that can solve a problem. Design thinking is a methodology implemented based on a deep understanding of customer and user needs [11]. Design thinking method was used because it has stages of empathy for consumers so that it can define the desires and needs of customers and users in the food industry which ultimately can find out what digital application features are currently in great demand by users [13]. In addition, design thinking is a collaborative method for collecting innovative ideas from various disciplines with the aim of finding solutions or solving problems [12] and the reason for using the Design thinking method because it has absorptive capabilities, namely the ability to recognize new information from outside the system, process it and implement it for business and commercial purposes. In conclusion, Design thinking is used in this study because the resulting solution is able to understand customer needs and market dynamics better and has the ability to feel the user's environment.

User Interface comes from the word user which means user, interface which means interface or surface or front view of an object / media. User Interface is a visual display of a media / product that is a bridge between a system and the user . User Interface plays an important role in establishing interaction with users. This is because UI is the outermost display seen by users when interacting with an application, website and other media such as social media, and others [14]. In this study, the design of the User Interface and User Experience (UI / UX) uses the Gestalt principle. There are several studies on the implementation of Gestalt principles to create a unique and attractive visual impression [15]. Another study was analysis with gestalt principles for packaging labels use several principles such as figure and ground, similarity and proximity to achieve the right visual form and color a packaging label can represent the Ades brand image as an environmentally conscious AMDK product.

The background to the use of Gestalt Principles in this study is because the principles of Gestalt theory are widely used in creating UI/UX designs that make it easier for designers to create websites or applications. Gestalt theory helps form the perception that the patterns, relationships and interconnections of each element become one unit or in the same group so that it helps and facilitates the creation of applications, icon layouts and others. The Gestalt principles used in the interface design of the FoodHealth application can be explained as follows :

a. Similarity: FoodHealth start-up uses consistent colors, typography, and icon styles throughout the UI/UX design of the menu icon at the bottom with the same visual characteristics.
b. Proximity: The initial appearance of the FoodHealth start-up such as the email, password and user name buttons are placed close together. All of these buttons have functions related to login and aim to make it easier for users to identify and use the login feature.
c. Closure: In its icon design, FoodHealth start-up uses easily recognizable icons. For example, the next, back, ok icons, which although simple in shape, are still easy to identify and understand.
d. Continuity: The scroll flow in the search for favorite menus on the FoodHealth start-up has a continuous pattern. This pattern guides the user's eyes to follow the information naturally and intuitively.
e. Continuity: When scrolling through the product list, FoodHealth start-up arranges the products in a continuous

vertical arrangement. This continuity helps users intuitively follow and browse products without losing context.

f. Closure: FoodHealth startups use easily recognizable icons and graphic elements. For example, simple category icons or brand logos that are effective in conveying the information users need.

g. Proximity and Similarity: FoodHealth startups also group similar products or categories into close segments. This proximity indicates the same relationship or category, making it easier for users to search and sort products by category.

4. Conclusion

The conclusion of this study is that a design for a digital FoodHealth Start-Up User Interface has been created using the Gestalt principle to connect healthy food providers (producers) with users. The research method used is the design thinking method, the analysis uses SWOT while the feasibility study analysis uses TELOS. The UI design testing process uses 10 Usability Heuristic indicators with a test result of 83%. This proves that the designed digital start-up has answered user needs. This FoodHealth start-up is expected to provide convenience for users in finding information on healthy food programs or healthy food subscriptions, including ease of delivery. The FoodHealth start-up can provide services to subscribe to healthy food every day for consumers such as small children who need nutritious food, people who are on a diet/want to reduce body fat levels, breastfeeding mothers, and the elderly.

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