

# Design Elements on Wedding Planner Platforms as the Fundamental of User Interface Design

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## ABSTRACT

As technology constantly evolves, the urgency of creating a good interface design also rises. With the number of free design tools on the internet, almost everyone can be a designer. However, creating a user interface design is more than just placing texts and shapes. Designers must work efficiently to focus on how to improve the user's experience. Thus, a thorough understanding of design elements is needed. One of the ways to do this is to break down a complex design interface that can solve user's problems but still looks attractive. Therefore, using design elements from the wedding planner platform can be a perfect tool to understand the basics of interface design. A wedding planner platform provides a simple solution for a long list of tasks and presents it with an aesthetically pleasing interface. The output of this study is a list of fundamental design elements from a wedding planner platform that corresponds to interface design principles. By understanding the elements of design from a practical platform, designers could save a lot of time and increase the effectiveness in making a user interface design.

**Keywords:** *User interface design, design elements.*

## 1. INTRODUCTION

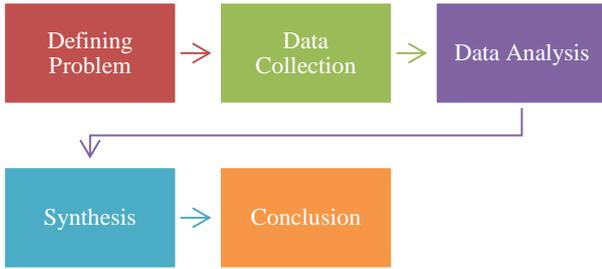
As the need for interface designers is evolving in this fast-paced digital industry, many experts have attempted to improve interface design by exploring, analyzing, and defining design parameters and principles. However, little research about practical visual forms that support those proposed principles has been conducted. For these reasons, a list of fundamental design elements is needed to accelerate the interface design process. One of the ways to accelerate the process is by breaking down a complex user interface design system, such as a wedding planner platform.

Carrying out a wedding can be one of the most joyful once-in-a-lifetime experiences in someone's life. Unfortunately, it can also be an unpleasant moment for young couples who are planning the wedding. Soon-to-be brides and grooms often deal with common hassles such as finalizing the guest list, picking the right venue, estimating the number of servings, and so on. Without expert guidance and advice, this process can lead to frustration or failure.

Fortunately, in this 21st century, professional wedding planners offer a solution to provide young couples services to realize their wedding dreams in an easily accessible online platform [1]. This platform does not only help soon-to-be brides and grooms but has also become one of the primary ways to promote a wedding vendor business in reaching their clients. As a result, the platform should enable users to do the task quickly and mark them easily [2]. For those reasons, this kind of complex user interface design system can be a great example to help understand the fundamentals of user interface design.

## 2. METHOD

The objective of this study is to define fundamental design elements from a design practice that corresponds to a user interface design theory. This study uses a qualitative descriptive approach adapted from Tengku Wook and Salim's [3] analytical method. This current study aimed to analyze the comparison and coordination between design in a wedding planner platform research and design interfaces guidelines. Analysis discussion is limited to the overall graphic of the interface.



**Figure 1** User interface design elements analysis method

The data of this study will be collected from six pillars of user interface design guidelines by Sommerville [4] and Nithila & Madushyani [5]. As for the data analysis, this current study used a table form of comparison to present the coordination between the two theories. The featured data is taken from the key focus of each thesis. A colorful line was used to mark the relation of the two theses.

### 3. FINDINGS AND DISCUSSION

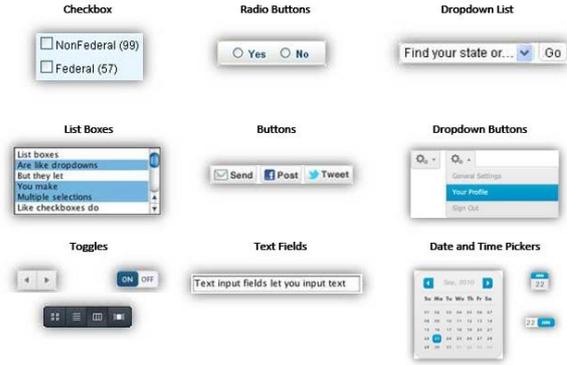
Suyanto [6] stated that the main principle in a design is the quality or characteristics of various art forms, such as balance, contrast, consistency, space, etc. These basic principles can produce designs that are effective, easy to read, and well understood. This section discusses a more specialized design principle, which is user interface design. A good user interface design is a critical part of the success of an app, website, or other software systems [7]. Accordingly, the people behind it must put their thoughts and efforts into creating an effective and enjoyable user interface.

#### 3.1. Fundamental User Interface Design Elements

According to Widdowson, n.d. [8], while there are hundreds of user interface design elements, there are four essential categories to help users find their way in a site. It will actualize the perfect experience to help with task completion, efficiency, and satisfaction. Interface elements include but are not limited to:

##### 3.1.1. Input Controls

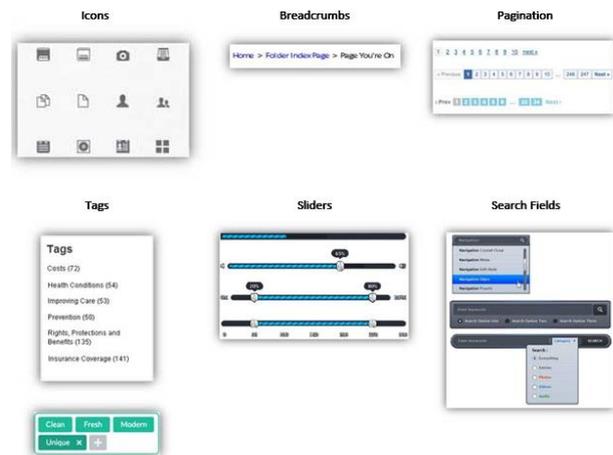
Input controls are how users enter information in an interface design. There are many forms of input controls, such as checkboxes, radio buttons, dropdown lists, list boxes, buttons, toggles, text fields, date fields. Designers often use this function to enable the users to put their information for registration purposes.



**Figure 2** Input control user interface design element

##### 3.1.2. Navigational Component

The navigation component is the system function to help visitors explore the site and find details about the information they need. Navigation elements should be easy to understand and identify. Examples of navigation are breadcrumb, slider, search field, pagination, slider, tags, icons.



**Figure 3** Navigational components user interface design element

##### 3.1.3. Informational Components

The function of the informational component is to inform the visitors about information regarding the progress of a task. It is the most common component to keep the user engaged in using the features on the site. Some examples of the informational components are tooltips, icons, progress bar, notifications, message boxes, and modal windows.



Figure 4 Informational components user interface design element

3.1.4. Containers

The container is a grouped information to enhance the size of space in the site. Accordion and carousel are great examples of this feature. One of the most common mistakes designers make is placing important information in the secondary action. It can lead the visitor to miss a piece of important information. As a result, it turns beneficial information into useless one.



Figure 5 Containers user interface design element

In addition to the elements mentioned above, designers also have to focus on these components. The components are illustration, text, typography, and color. According to Wardhana et al. [9], texts and images such as illustrations are one way to convey a message quickly and accurately. As for typography, Hermanto [10] stated that the selection of typography became an essential aspect of the reading flow. Last but not least, colors correlate to the impression of the design and can affect how the user will respond. Therefore, designers must consider these aspects thoroughly.

3.2. User Interface Design Principles

User interface design should match the skills, experience, and expectations of its anticipated users. According to Sommerville [4], these are six design principles to make a successful user interface design. In this phase, the system guideline will be broken down and analyzed thoroughly.

Table 1. User Interface Design Principle by Ian Sommerville

Principle	Description
User Familiarity	The user interface system should use the terms and styles that can be

Principle	Description
	understood by the user or at least familiar to them.
Consistency	User interface design should be consistent, whether for text, color code, or actions flow.
Minimal Surprise	Design elements should be as evident as possible, and users should never be surprised by the behavior of a system.
Recoverability	The user interface design should enable the user to recover from errors by including recoverability mechanisms.
User Guidance	The interface should provide meaningful feedback to ensure the user about the software flow.
User Diversity	Cater appropriate interaction facilities for different types of users who will engage with the system.

3.3. Design Principles Analysis

This section explains the analytical process of the coordination between user interface design principles and design features requirements in a wedding planner platform. The analysis process is adapted from Tengku Wook and Salim's [3] analytical method from their article about guidelines in making children's design interfaces. The collected data were presented in a table form, to display the consolidation of coordination between these two theories. Overall coordination is in the figure below. Section A represents Sommerville's design principle, as section B represents an essential feature in a wedding planner platform.

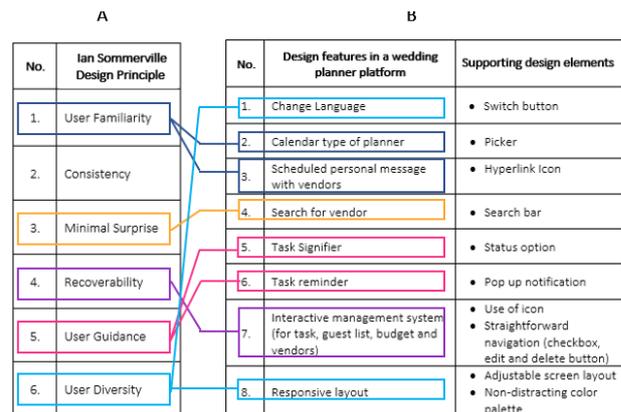


Figure 6 The coordination of user interface design principle

According to the figure above, the wedding planner platform implements user familiarity principles through a calendar planner and scheduled personal message. These two features are the well-known interface system that is used daily by the targeted user. The search bar for

vendors conforms to the principle of minimal surprise. The user wants design elements to be easily understood. The search bar element will accelerate the user's satisfaction.

One of the most advanced features in section B is the interactive management system. In this system, users can manage their task, guest list, budget, and wedding vendors. Users should be able to mark, add, and remove an item from the list. This feature represents the principle of recoverability, where the users can recover from errors or any sudden change of goals. This principle is associated with the following design principle, user guidance. Design features in section B show some signifiers to let the user know the impact of every action they did. One of the examples is through these task signifiers and reminders.

Next is the user diversity principle. The feature change language and the responsive layout show that the wedding planner platform supports the user diversity principle. Change language feature is for the user from different areas worldwide. The responsive design is for the diverse use of the device. Lastly, the consistency principle is not on the research reference about the wedding planner platform. However, overall, most of the other features support Sommerville's [4] design principle.

In addition to the elements mentioned above, designers also have to focus on these components. They are illustration, text, typography, and color. According to Wardhana et al. [9], texts and images such as illustrations are one way to convey a message quickly and accurately. As for typography, Hermanto [10] stated that the selection of typography became an essential aspect of the reading flow. Last but not least, colors correlate to the impression of the design and can affect how the user will respond. Therefore, designers must consider these aspects thoroughly.

### 3.4. Synthesis

From the design features mentioned in the previous section, these are a few design elements in the wedding planner platform to consider in making user interface design.

- Responsive layout
- Language switch button
- Date and time picker
- Hyperlink icon for contact person
- Search bar
- Action signifier
- Notification reminder
- Use of icon
- Straight forward navigation (checkbox, edit & delete button)
- Non-distracting color palette

## 4. CONCLUSIONS

This study has produced ten fundamental user interface design elements that correspond to Sommerville [4] proposed design principle, using the descriptive-analytic process of comparison and coordination. In conclusion, most of the features in designing wedding planner platforms have covered the principle of user interface design. To make a more preponderant design, designers can consider the 'Consistency' principle in the design process. Expectantly, this study can step up designers' process in producing more efficacious designs products. Just as importantly, the authors believe that the next step is to conduct further research on the effectiveness of these elements to define them in a more measurable way.

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