



# Implementation and Analysis on Color Theory Usage in Website User Interface to Develop Brand Image

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## Abstract

Each technology has its own interface, in creating an interface, of course, there are several important things that need to be considered, such as layout, content, and color. Regarding the use of color, there is color theory in making interface designs. In this study, the author created an interface design using the ADDIE method and produced a new interface from a company website and then tested it on 5 respondents. The results obtained are that the new website interface design is more eye-pleasing and comfortable for users to access and gather information from the website.

**Keywords:** Color Theory, Website, User Interface, UI, ADDIE

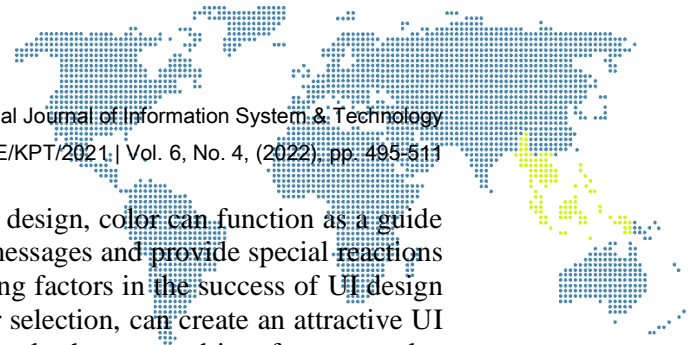
## 1. Introduction

Along with the development of the times, humans have managed to find various kinds of technology which are certainly useful for everyday life. It is also certain that everyone is now dependent on technology in terms of finding and disseminating information quickly. Everyone needs information to complete their knowledge. Regarding information, all institutions in each of their developments need a medium to obtain information in order to maximize the various existing information to be more effective so that it can be accessed by everyone[1].

One of the institutions that has experienced development is the financial institution. Financial institutions themselves are institutions that collect public funds, provide facilities and services in the financial sector, and channel funds back into various financial activities to rotate the flow of money in the economy. Indonesia has two types of financial institutions, namely, bank financial institutions and non-bank financial institutions, an example of a financial institution that provides loans is a business engaged in pawning goods[2]. Most financial institutions today already have a website as a promotional media. Not only as a promotional media, websites on financial institutions also aim to create a brand image for these institutions. Thus, a financial institution's website must certainly show a good interface to create a good brand image.

Each technology has an interface that connects users and the technology itself[3]. Making an interface design must have visual elements that make an interface or a work complete and pleasing to the eye. Design elements have meaning in conveying a message or the use of a visual work that is made, there are 4 elements of visual elements namely: lines consisting of horizontal and vertical lines, visuals which can be in the form of photos, illustrations and cartoons, typography which is divided into 4 types of letters namely, sans serif, serif, decorative and script, and color[4].

Color is one of the things that influence and play a very big role in human life. Color can make a design feel more artistic and attractive, but a designer certainly understands that color is not only meant to beautify a design. Color composition in Itten's color theory, describes the arrangement of color visual elements that occur interactively in colors that can be understood through function and color composition, in the field of visual communication design, color composition is used to design a design and arranged into a color scheme[5].



Each color has its own character and meaning. In design, color can function as a guide to obtain important information. Color can convey messages and provide special reactions in the human brain[6]. Color is one of the determining factors in the success of UI design in interaction with the audience[7]. With good color selection, can create an attractive UI to display content and information to the user. Not only that, a good interface must also have a consistent design structure in the implementation of layout, content, and colors. The user interface design must look good and attractive, follow the style of today's design trends which are simpler but still look classy and aesthetically pleasing, and easy to understand so that the audience also feels comfortable and at ease when searching for information on a particular platform.

Therefore, the authors then conducted this research with the aim of analyzing color theory in website user interface design with the title "Implementation and Analysis on Color Theory Usage in Website User Interface to Develop Brand Image".

## 2. Research Methodology

### 2.1. ADDIE

The ADDIE model stands for 5 stages of the process as the name implies, namely: analyze, design, development, implement, evaluate. This model has a focus or emphasis on iteration and reflection, so that continuous improvements can be made that focus on feedback[8].

#### a) Analyze

Analyze is the first stage in the ADDIE model. In this stage an analysis of the problem, data and requirements will be carried out to determine the components needed at the next stage.

#### b) Design

Design is the second stage in the ADDIE model. In this stage the design of the product will be carried out based on the analysis that has been carried out in the previous stage.

#### c) Development

Development is the third stage in the ADDIE model. In this stage the development and realization of the products that have been designed in the previous stage will be carried out.

#### d) Implement

Implement is the fourth stage in the ADDIE model. In this stage the dissemination of the results of the product design that has been developed for testing and getting a response will be carried out. The results of the trial response will be used as a basis for carrying out the next stage.

#### e) Evaluate

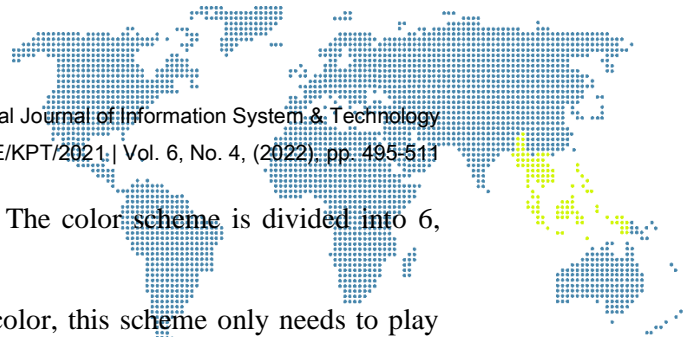
Evaluate is the final stage in the ADDIE model. In this stage an analysis of the results of the product trial response will be carried out to find out the results of the product that has been designed and developed.

### 2.2. Responsive Web Design

Web design is planning/development in some electronic data, then determines the layout, colors, text design, structure, graphics, and images used in a web page for users to see. If the web screen or window is minimized and the web elements adjust accordingly, then it is called a responsive web design[9]. Responsive websites can adapt from PC sizes, tablets, and smartphones.

### 2.3. Color and Color Schemes

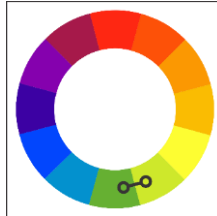
Color is an element of design elements that is useful for conveying emotions and messages from a designer to its users[4]. The arrangement or combination of colors that



are often used in designs is called a color scheme. The color scheme is divided into 6, i.e.[10][11]:

a) Monochromatic Color Scheme

Monochromatic uses one strong and dominant color, this scheme only needs to play with the dark and light on that color and this scheme is considered quite simple, minimalist, and elegant. This scheme is now widely used for designing websites and interiors.



**Figure 1.** Monochromatic Color Scheme

b) Analogous Color Scheme

Analogous uses color combinations that are close to each other/next to each other on the color circle to create matching colors.



**Figure 2.** Analogous Color Scheme

c) Complementary Color Scheme

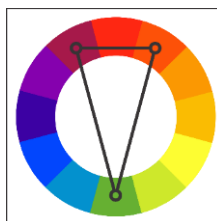
Complementary uses opposite or contrasting colors that give a firm impression.



**Figure 3.** Complementary Color Scheme

d) Split-complementary Color Scheme

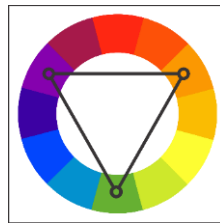
Split-complementary is a development of complementary colors, but uses adjacent colors to complement each other and combines colors that are opposite.



**Figure 4.** Split-complementary Color Scheme

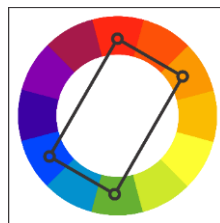


- e) **Triadic Color Scheme**  
 Triadic uses a combination of three colors and forms equidistant triangles. This color scheme has very contrasting colors and is difficult to work with.



**Figure 5.** Triadic Color Scheme

- f) **Tetradic Color Scheme (Rectangular Color Scheme)**  
 Tetradic uses 4 colors that are almost the same on the color wheel, when connected they form a rectangular.



**Figure 6.** Tetradic Color Scheme

## 2.4. Color Theory

There are several theories regarding the types of colors that are commonly used in relation to design, namely as follows:

- a) **Johann Wolfgang von Goethe**  
 Goethe divided colors into two categories: positive colors and negative colors. Positive colors consist of yellow, red-orange, and red yellow which have the meaning of enthusiasm and ambition. for negative colors consisting of blue, blue-red, and red blue which have the meaning of anxiety[12].

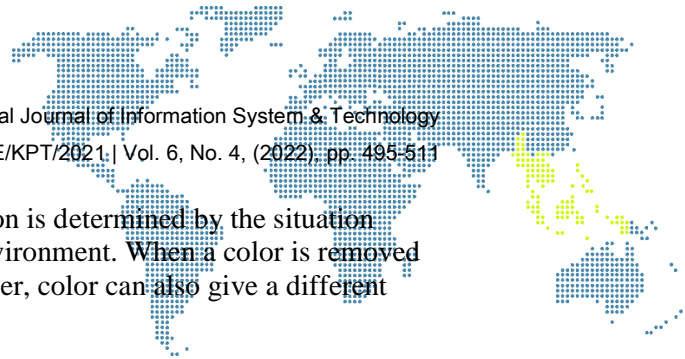


**Figure 7.** Goethe's Color Wheel

- b) **Johannes Itten**  
 Itten makes a picture in his book in the form of a color circle based on R, Y, B as the primary colors and there is a triangle in the middle to collect the primary colors which are separated by colors on the color wheel like the farbkreis shown below[12]:



**Figure 8.** Farbkreis



Itten also explained that the color in a composition is determined by the situation around it, because color always related to the environment. When a color is removed from the color wheel, then color has its own power, color can also give a different impression and effect on humans[13].

### 2.5. Color Psychology

Color psychology is a research field that examines the interaction between color, cognition, effects, and behavior, taking into account cultural factors, emotional responses, and behavioral influences, especially in relation to consumer responses[14].

The colors in Goethe's and Itten's color psychology have meanings as shown in the table below[12][13][15].

**Table 1. Goethe's Color Meaning**

Color	Positive Impression	Negative Impression	Influence on Humans
Red	Dignified	-	Gives an uplifting effect
Yellow	Fast, Cheerful	Unpleasant	Gives a joyful effect
Blue	Pleasant	Cold, Anxious, Melancholy	Gives a sad effect
Orange	Life, Passion, Great, Warmth, Joy	Annoying	Gives a joyful effect
Purple	Active	Susceptive, Anxious	Gives a sad effect
Green	Calm, Relax	-	Gives a calm effect

**Table 2. Itten's Color Meaning**

Color	Influence on Emotions
Red	Strength
Yellow	Cheerfulness
Blue	Faith
Orange	Pride
Purple	Chastity
Green	Affection

### 2.6. User Interface (UI)

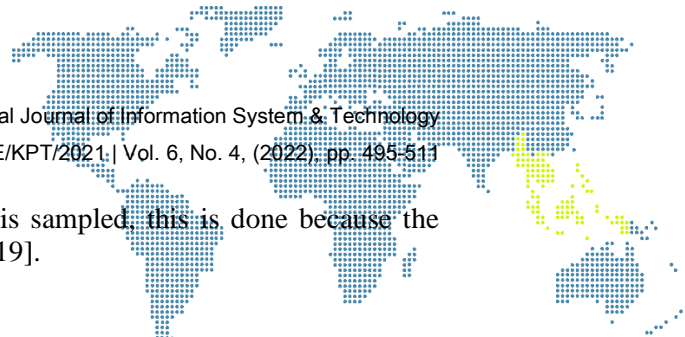
In the world of graphic design, it is familiar to hearing the term user interface or what is usually abbreviated as UI. The user interface is a liaison media between users in interacting with the system according to the wishes and needs of the user[16]. The user interface is a component that unifies concepts from interaction design, visual design and clear information architecture. In short, the user interface includes the appearance and interactivity of a website.

### 2.7. CorelDRAW

CorelDRAW is vector-based design software developed by Corel Corporation, a software company in Ottawa, Canada. CorelDRAW is used to create vector designs, logos, layouts, covers, advertisements, brochures, posters, and many more. This software is very familiar to graphic designers, because this software offers a number of conveniences for each of its features[17]. In general, vector graphics are easy to customize without losing quality. Because line lengths, curves and points can scale proportionally according to the grid. CorelDRAW is a graphic design software that can perfectly represent the three elements of graphic design, namely: graphics, copywriting, and color[18].

### 2.8. Population and Sample

The population in this study were 5 people with the sampling technique in this study was Non-Probability Sampling, namely by saturated sampling. Saturated sampling is a



sampling technique in which the entire population is sampled, this is done because the population is not up to 30 people or relatively small[19].

### 2.9. Research Instrument Design

After finishing creating the website UI, the authors then created a research instrument to obtain data from the results of the website UI and data collection was carried out by interviewing the authors and users.

#### a) Data Collection Technique

Data collection is done by interviewing between the author and the user. Interview is a way of collecting data by asking several questions to be answered directly[20].

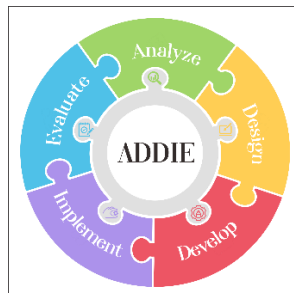
Questions of the questionnaire can be seen in the table below[3][13][21].

**Table 3.** Questionnaire

Number	Questions	Indicator
1.	The color composition and color suitability on this website are appropriate	Consistency
2.	The use of font colors on this website is appropriate	
3.	Headers, footers, and other views can be recognized easily	Familiarity
4.	The placement of links or menus on the website are appropriate and can be recognized easily	
5.	The layout on this website is appropriate	Aesthetic
6.	The appearance of this website is very attractive and interesting	
7.	I can easily find the information I want on this website	Clarity
8.	The content presented on this website has been properly grouped according to each criterion	

### 2.10. Research Method

Authors will use the ADDIE model for development. This ADDIE model stands for 5 stages of the process, namely: analyze, design, develop, implement, and evaluate.



**Figure 9.** ADDIE Model

#### a) Analyze

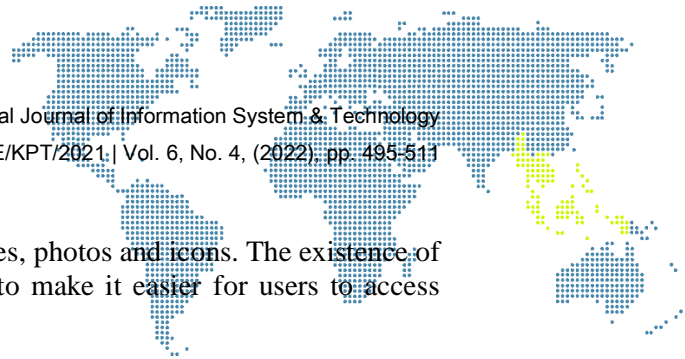
Website creation focuses more on user desires and has a pawnshop concept, so the authors have prepared several design concepts that will be made into the website UI design. Website analysis conducted by the author includes:

##### 1) Layout

Layout is a fundamental branch of design that deals with text and visual arrangements. In web design, layout is an important element to make it easier for users to understand and get good information from a website.

##### 2) Color

Color is also an important element in web design. Choosing the right color can create an attractive UI on a website.



3) Graphics

Graphics on web design include logos, images, photos and icons. The existence of graphics on a website, especially icons, is to make it easier for users to access certain objects.

4) Font

There are lots of beautiful and attractive font types, but most of these fonts are a little hard to read. Therefore, choosing a good font for a website is very important.

b) Design

At this stage, the researcher will make a website UI design, in the form of a storyboard. The following is a website UI design storyboard based on the analysis in the previous stage:

1) Home page

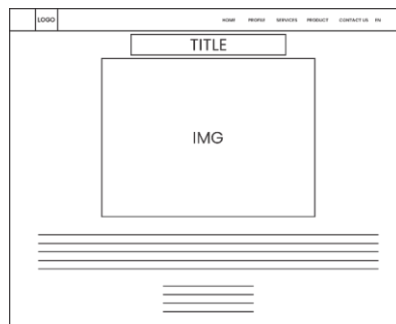
The image below is an overview of the storyboard for the Home page. There is a navbar containing the company logo in the upper left corner, then the Home, Profile, Services, Product, and Contact Us buttons. Then underneath there are various kinds of layouts for the contents of the website content. There is a title, an image box which will be filled with an illustration image.



**Figure 10.** Storyboard of Home page

2) Profile page

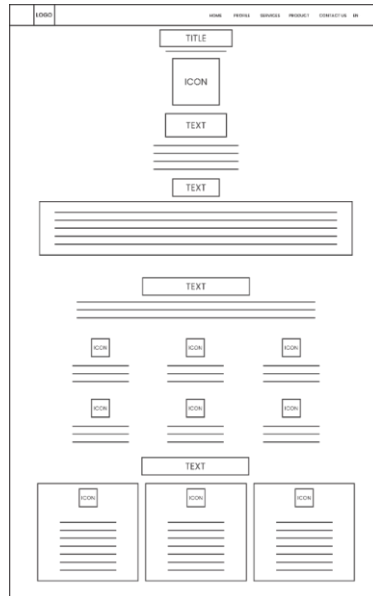
The image below is an overview of the storyboard for the profile page. There is a navbar containing the company logo in the upper left corner, then the Home, Profile, Services, Product, and Contact Us buttons. There is also a page title and image box which will be filled with an illustration image according to the theme and there is also an explanation of the pawnshop's profile.



**Figure 11.** Storboard of Profile page

3) Services page

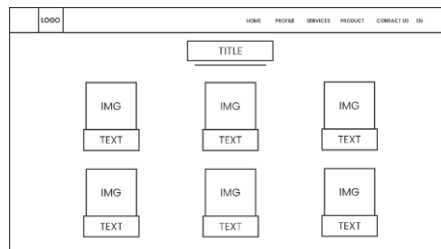
The image below is an overview of the storyboard for the services page. There is a navbar containing the company logo in the upper left corner, then the Home, Profile, Services, Product, and Contact Us buttons. There is also a page title and several boxes which will be filled with icons along with text descriptions explaining what services that are provided.



**Figure 12.** Storyboard of Services page

4) Products page

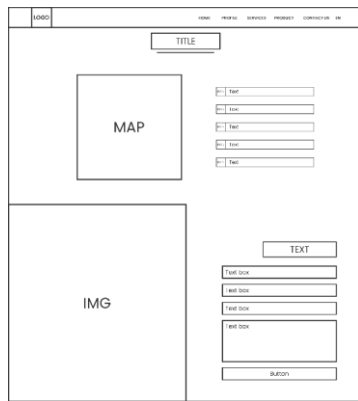
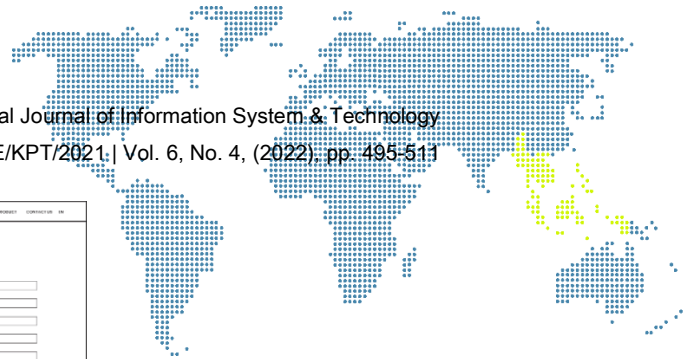
The image below is an overview of the storyboard for the product page. There is a navbar containing the company logo in the upper left corner, then the Home, Profile, Services, Product, and Contact Us buttons. There is also a page title and a box that will be filled with product images and product names.



**Figure 13.** Storyboard of Products page

5) Contact Us page

The image below is an overview of the storyboard for the product page. There is a navbar containing the company logo in the upper left corner, then the Home, Profile, Services, Product, and Contact Us buttons. There is also a page title and a box on the left, which is the company location map, on the right of the map there are several company icons and details. On the left of the lower corner there is an image box which will be filled with an illustration image, then on the right side of the illustration image is a form page, where later users will be able to input their data such as name, telephone number and others which will then be submitted to the company database.

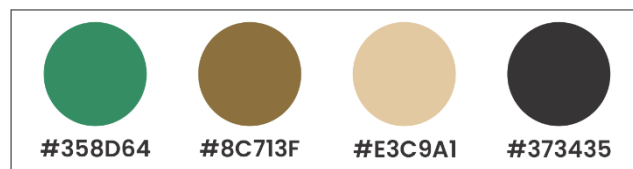


**Figure 14.** Storyboard of Contact Us page

c) Develop

At this stage, the author will realize a website UI design that is in accordance with the results of the storyboard design that was made in the previous stage. The UI design is implemented using CorelDRAW 2019 software. The results of the UI design development will then be implemented on the website.

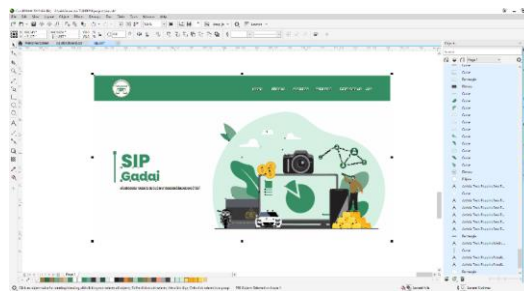
The following are the colors used in developing website UI designs:



**Figure 15.** Color palette

1) Home page

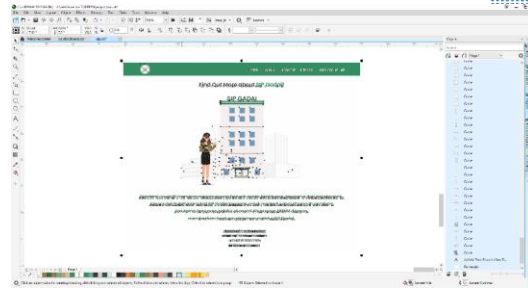
The author realized the design of the home page UI design with CorelDRAW software. Here the author begins to enter illustration graphic assets that have been collected and redrawn into CorelDRAW. These graphic assets are then arranged according to the layout design on the storyboard. After tidying up the graphic assets, the author began to match the font color, background with the existing color palette.



**Figure 16.** Home page in CorelDRAW

2) Profile page

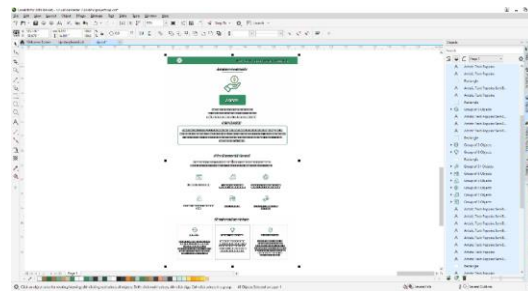
In the profile page display, the author enters graphic assets in the form of vectors and text that match into CorelDRAW. The author tidied up and placed the vector according to the layout design on the storyboard. As in the Home page stage, the author then matches the font color, background with the existing color palette.



**Figure 17.** Profile page in CoreIDRAW

3) Services page

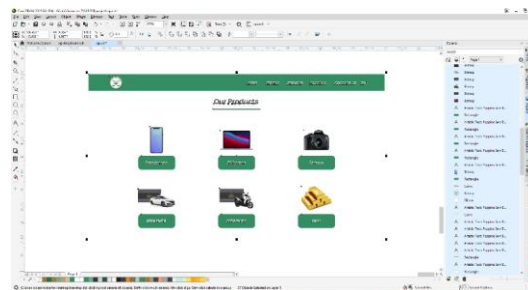
In the services page view, the author enters text and adjusts the position of the text in CoreIDRAW. The author tidies up and places vector images along with explanations according to the layout design on the storyboard. As in the pages before, the author then matches the font color, background with the existing color palette.



**Figure 18.** Services page in CoreIDRAW

4) Products page

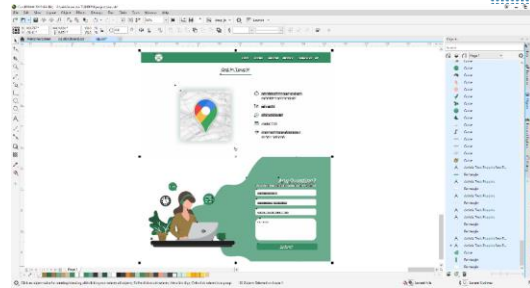
In the product page display, the author enters graphical assets in the form of product images into CoreIDRAW. The author tidied up and put the product photos according to the layout design on the storyboard. As in the pages before, the author then matches the font color, background with the existing color palette.



**Figure 19.** Products page in CoreIDRAW

5) Contact Us page

In the contact us page view, the author includes graphic assets such as icons and illustrations into CoreIDRAW. The author tidies up and places pictures and text according to the layout plan on the storyboard. As in the pages before, the author then matches the font color, background with the existing color palette.



**Figure 20.** Contact Us page in CorelDRAW

### 3. Results and Discussion

#### 3.1. Implement

##### a) Home page

Here is how the Home page looks before and after redesign. The new design displays images and colors that match the pawn shop theme to make it more attractive.



**Figure 21.** Home page before



**Figure 22.** Home page after

##### b) Profile page

Here is how the Profile page looks before and after redesign. The new design displays images and colors that match the pawn shop theme to make it more attractive.



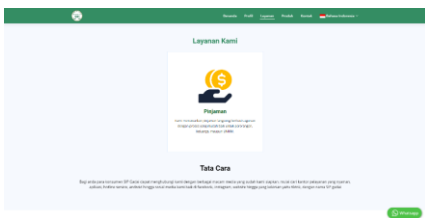
**Figure 23.** Profile page before



**Figure 24.** Profile page after

##### c) Services page

Here is how the Services page looks before and after redesign. The new design displays images and colors that match the pawn shop theme to make it more attractive.



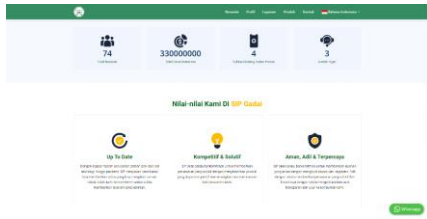
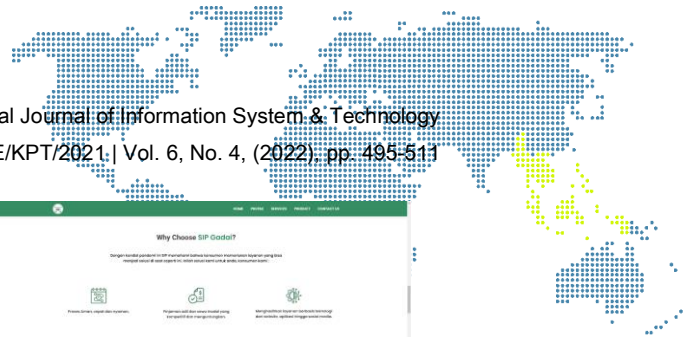


Figure 25. Services page before



Figure 26. Services page after



d) Products page

Here is how the Products page looks before and after redesign. The new design displays images and colors that match the pawn shop theme to make it more attractive.

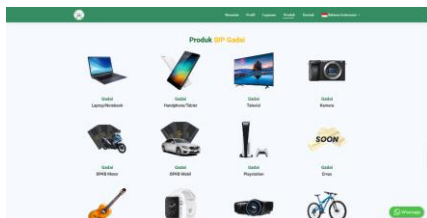


Figure 27. Products page before

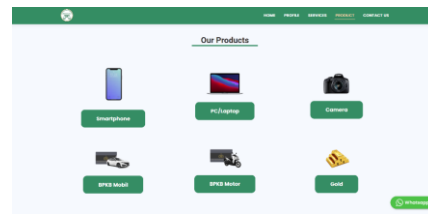


Figure 28. Products page after

e) Contact Us page

Here is how the Contact Us page looks before and after redesign. The new design displays images and colors that match the pawn shop theme to make it more attractive.

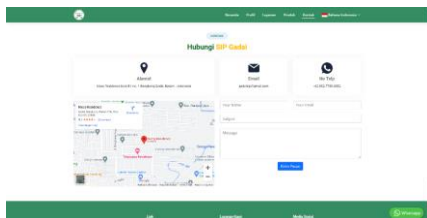


Figure 29. Contact Us page before

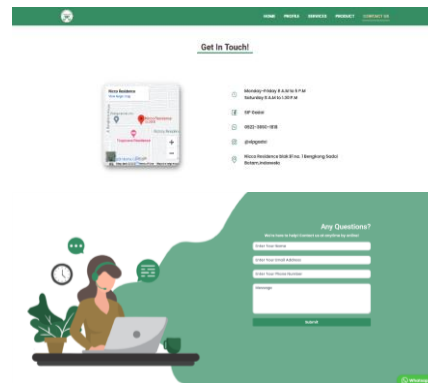


Figure 30. Contact Us page after

3.2. Data Analysis

a) Consistency

Based on the consistency indicator, the following are the results obtained from this indicator:

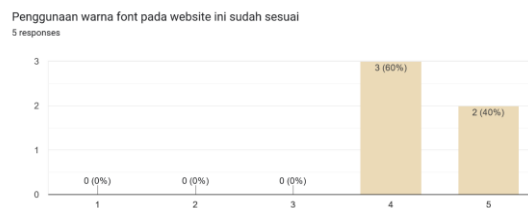
- 1) On the graph below, it was found that 100% voted strongly agreed that the composition and suitability of colors were appropriate.



**Figure 31.** Consistency's graph 1

The author also collects essay answers based on the answers chosen by the respondents on each likert scale questions. The results obtained are that the colors used are aligned with the colors of the company logo, the colors are not too contrasting and soft, the colors match the theme of the company, the colors used on the website make it more comfortable to look at.

- 2) On the graph below, it was found that 60% voted agreed and 40% voted strongly agreed that the colors that were used on the font were appropriate.



**Figure 32.** Consistency's graph 2

The results of the essay questions are that the colors of the fonts used are in accordance with the colors of the entire website as to produce a real appearance, the use of both fonts and their colors looks consistent and neat, the font colors used do not collide with the colors of the background and images on the website and make contents on the website more comfortable to read.

b) Familiarity

Based on the familiarity indicator, the following are the results obtained from this indicator:

- 1) On the graph below, it was found that 20% voted agreed and 80% voted strongly agreed that the header, footer, and other views can be recognized easily.

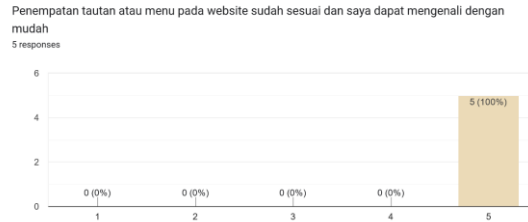


**Figure 33.** Familiarity's graph 1

The results of the essay questions are that the layout is arranged in such a simple way that every user who visits this website can remember it, it looks neat and with illustrative images it makes it easier to remember, the header and footer layout can be recognized and remembered immediately after visiting

this website, as a whole for every layout on this website is very simple and easy to recognize, making this website easier to remember

- 2) On the graph below, it was found that 100% voted strongly agreed that the placement of links or menus on the website are appropriate and can be recognized easily.



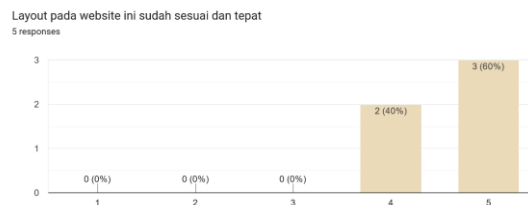
**Figure 34.** Familiarity's graph 2

The results of the essay questions are that the menu placement on the website is very appropriate and easy to recognize because it is easy for the user to see, the placement is clearly visible so that it is easy for the user to select menus, the placement on links or menus has a big impact on a website, the menus on this website are placed very appropriate and neat so that every user who visits is not confused to find what they are looking for.

c) Aesthetics

Based on the aesthetics indicator, the following are the results obtained from this indicator:

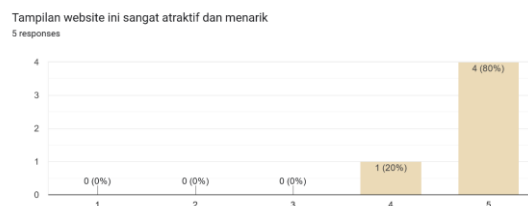
- 1) On the graph below, it was found that 40% voted agreed and 60% voted strongly agreed that the layout on this website is appropriate.



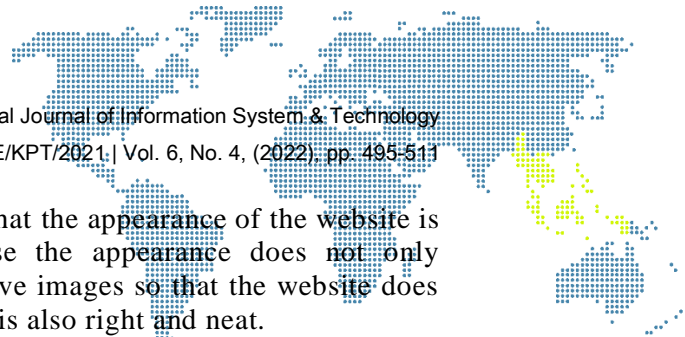
**Figure 35.** Aesthetics' graph 1

The results of the essay questions are that the layout of the website is very neat, the position of the title, the content, the images are appropriate and comfortable to look at, the layout that is made also makes it easier for users to use because it has a simple appearance.

- 2) On the graph below, it was found that 20% voted agreed and 80% voted strongly agreed that the appearance of this website is very attractive and interesting.



**Figure 36.** Aesthetics' graph 2



The results of the essay questions are that the appearance of the website is very attractive and attractive because the appearance does not only contain text but also contains illustrative images so that the website does not look empty, the color combination is also right and neat.

d) Clarity

Based on the clarity indicator, the following are the results obtained from this indicator:

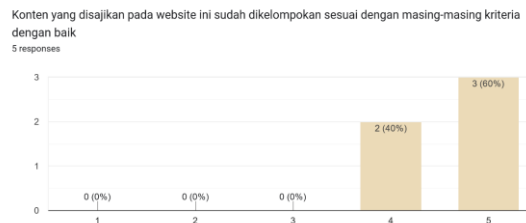
- 1) On the graph below, it was found that 20% voted agreed and 80% voted strongly agreed that users can easily find the information they want on this website.



**Figure 37.** Clarity's graph 1

The results of the essay questions are that the appearance of the website is displayed in a display that is easy to access so that users can explore this website easily, it is quite easy to find the information needed on this website, because the website layout is neat making it easier for users to access the website.

- 2) On the graph below, it was found that 40% voted agreed and 60% voted strongly agreed that the content presented on this website has been properly grouped according to each criterion.

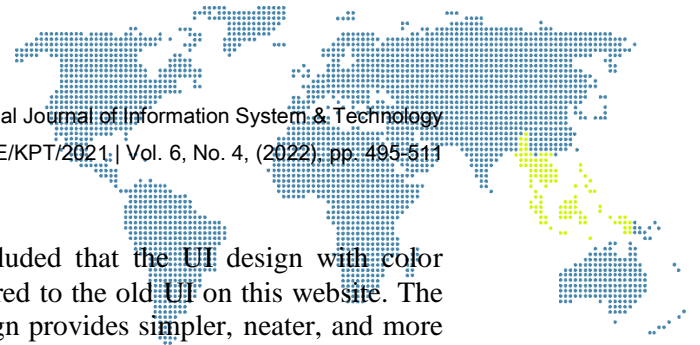


**Figure 38.** Clarity's graph 2

The results of the essay questions are that the information has been grouped according to the criteria, so that users can more easily find the information they are looking for, every information can also be seen clearly and use appropriate illustrative images.

### 3.3. Evaluate

Based on the results that have been obtained from the analysis, the use of colors and layout on the appearance of the latest website is in accordance with the theme of the company that owns the website. With the latest appearance, making users more comfortable in accessing this website. Websites with an old appearance use too many colors so that users don't feel comfortable accessing the website, the old website also has an untidy layout.



#### 4. Conclusion

Based on the research conducted, can be concluded that the UI design with color theory produces a nice and neater UI design compared to the old UI on this website. The use of monochromatic color scheme in this UI design provides simpler, neater, and more elegant results based on the results of data analysis obtained from respondents. In accordance with color in Goethe's color psychology, the dominant green color gives a calm and relaxing effect. The green color on this website is also adapted to the pawn shop theme and the green color on this website is also made soft so that users can feel more comfortable accessing this website.

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