

## Development of a Creative ui-Based Entrepreneurial Website to Attract Generation Z

**Wiby Aldi Putra<sup>1</sup>, Annona Benedicta<sup>2</sup>, Evelyn Thelia<sup>3</sup>,  
Randy Reynaldi Silitonga<sup>4</sup>, David Nehemia Sunoto<sup>5</sup>**

Universitas Bina Nusantara, Indonesia

Email: [wiby.putra@binus.ac.id](mailto:wiby.putra@binus.ac.id)<sup>1</sup>, [annona.benedicta@binus.ac.id](mailto:annona.benedicta@binus.ac.id)<sup>2</sup>,  
[evelyn.thelia@binus.ac.id](mailto:evelyn.thelia@binus.ac.id)<sup>3</sup>, [randy.silitonga@binus.ac.id](mailto:randy.silitonga@binus.ac.id)<sup>4</sup>, [david.sunoto@binus.ac.id](mailto:david.sunoto@binus.ac.id)<sup>5</sup>

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### ABSTRACT

Technological developments have made websites the primary medium for entrepreneurial activities, especially among Generation Z, the largest internet users today. However, among many entrepreneurial websites, not all have succeeded in attracting Generation Z's interest. Websites with monotonous and less attractive displays tend to be abandoned by users, so a creative and relevant User Interface (UI) design is needed for Generation Z. This study aims to analyze the influence of creative UI design on Generation Z's interest in using entrepreneurial websites, while also producing a website prototype according to the preferences collected. The research method used is Research and Development (R&D) with a 3D model (Define, Design, Develop) using a questionnaire to identify design elements that suit Generation Z's interests, accompanied by a literature study to strengthen the theory. The results of the study show that Generation Z has a higher interest in creative UI designs that comply with the guidelines. The developed prototype has also been designed based on expert validation results, so it is considered capable of attracting user interest. This study proves that the application of creative UI design influences Generation Z's interest in using an entrepreneurial website.

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**Keywords:** Creative User Interface, Entrepreneurial Website, Generation z

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## INTRODUCTION

In a world that is now globally integrated, trade has experienced significant impacts. The global environment encourages traders to recognize that, to achieve optimal results, they cannot ignore technological developments (Annur, 2023; Smith & Brown, 2019; Teresya et al., 2022; Witi, 2021). One clear effect of globalization on trade is the emergence of websites as an important milestone in the development of modern entrepreneurship. An article published by Pegadaian states that websites play a vital role in building a business's image and identity, as well as serving as effective and efficient digital marketing and promotional media. According to data from the Central Statistics Agency (BPS), Generation Z accounted for 27.94% of Indonesia's total population of 270.2 million in 2020 (Naharuddin et al., 2024). Generation Z is characterized as a generation that is familiar and comfortable with technology, always digitally connected through various platforms (Al-Emran et al., 2023; Sari et al., 2021).

Based on this data, the current size of Generation Z in Indonesia is referred to as a demographic bonus that presents lucrative market opportunities for businesses (Naharuddin et al., 2024; Zainal et al., 2021). Research shows that competition among entrepreneurial websites is increasing, so training is needed to help these websites compete effectively in the market (Pratiwi & Suryanto, 2022; Sari et al., 2025). An article published by Kompas (2024) observes that media consumption is an active and emotional experience; thus, creators of entrepreneurial websites must understand why Indonesians consume media to remain competitive. One key factor in website consumption, especially entrepreneurial sites, is the User Interface (UI).

According to Aziza (2019), User Interface design is crucial because UI functions as an intermediary between users and programming logic; therefore, a well-designed UI attracts users to a website. Research by Septanto, Hidayatullah, and Dirgantara (2021) found a strong positive correlation between intuitive, easy-to-use UI features and customer loyalty. These findings encourage entrepreneurs to ensure their entrepreneurial websites have high-quality UIs to attract attention, increase satisfaction, and maintain Generation Z's loyalty. However, amid many sites with attractive UI designs, creativity stands out as a differentiating factor that provides added value for users.

In the context of digital entrepreneurship, a website's success depends not only on an attractive appearance but also on design creativity (G Rompis et al., 1178; Purbasari & Purnomo, 2023; Rhamadona et al., 2023). A study by Recognition Creative reported that out of 1,800 consumers, 37% abandoned websites due to poor design. This aligns with research by Bhaskar et al. (2021), which states that user interfaces significantly impact website popularity; the demand for creative UIs on websites reached 76.2%. This underscores the importance of focusing on UI design when developing a website.

According to Anderson et al. (2021), creativity relates to a person's ability to generate new ideas that are relevant and useful. In other words, creativity in User Interface design plays a vital role in building a unique and attractive visual appeal for Generation Z. Creative UI not only strengthens a company's brand identity but also creates an impression that is striking, memorable, and enjoyable.

Although the importance of a good and creative UI is acknowledged, most existing research and guidelines are general and do not specifically address the visual preferences of Generation Z in Indonesia's digital entrepreneurship context. Previous studies have focused more on usability, functionality, or general user satisfaction. The novelty of this research lies in formulating and validating a creative UI design model specifically curated based on the visual elements most preferred by Generation Z in Indonesia and implementing them in a concrete prototype of an entrepreneurial website. This study combines quantitative (preference survey) and qualitative (literature review and expert validation) approaches within a Research and Development (R&D) framework of 3D models to produce applicable design guidelines and a validated prototype. Thus, this research not only identifies preferences but also translates them into a design product ready to serve as a development reference, bridging the gap between user preference theory and creative UI design practices focused on Generation Z in Indonesia.

This study aims to formulate and validate a Creative User Interface (UI) design model suitable for entrepreneurial websites targeting Generation Z. Specifically, this is achieved by: (1) identifying UI elements that most interest Generation Z through comparative studies and surveys; and (2) developing a prototype website that implements these findings. This research is expected to guide website designs applicable to digital entrepreneurs and enrich academic literature on Generation Z's digital preferences. Through this research, entrepreneurs gain support in developing websites that function not only as transactional and promotional platforms but also provide an attractive visual experience aligned with Generation Z's digital characteristics. Insights into implementing a creative, interactive, and user-friendly UI are expected to increase Generation Z's interest in online buying and selling. Consequently, this research contributes to helping business actors develop entrepreneurial websites that are more

innovative, increase traffic and user loyalty, and enhance competitiveness amid fierce digital market competition.

## METHOD

Research and Development (R&D) was used as the method to produce and test the effectiveness of the product (Putra and Ridoh, 2021). The development model applied was the 3D (Define, Design, Develop) model, adapted from Thiagarajan's 4D model (1974). According to Jannah and Hidayat (2022), the 4D model consists of four stages: Define, Design, Develop, and Disseminate. However, this research focused only on the Develop stage because it concentrated on designing website prototypes rather than product deployment. The stages of the development procedure were as follows:

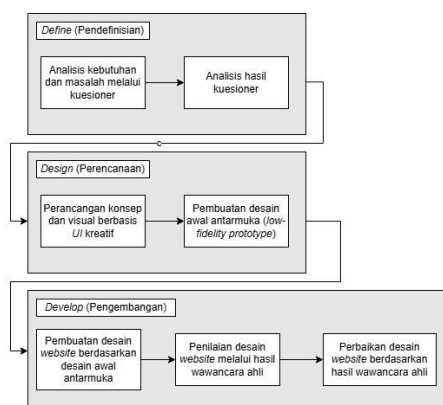


Figure 1. Flow of research methods

Source: Author's Analysis, 2024

The study population consisted of 35 Generation Z members divided into two groups: 30 primary respondents who were active internet users and frequent visitors to entrepreneurial websites, and 5 graphic design experts who validated UI design criteria. Data were collected via a Google Form questionnaire with Likert-scale items (1–5) for measuring design attractiveness and open-ended questions for detailed feedback, supplemented by a literature review. Quantitative analysis processed Likert responses through statistical summaries for each UI indicator, while qualitative analysis interpreted written feedback and integrated literature to derive creative UI guidelines tailored to Generation Z.

Analysis yielded visually appealing UI elements that served as the foundation for subsequent design. Websites were selected as the primary medium due to their popularity among Generation Z in digital entrepreneurship. Initial wireframes for key interfaces—homepage, buyer page, and seller page—were created using wireframe.cc.

In the development phase, wireframes were converted into a high-fidelity prototype in Figma, incorporating color consistency, readability, typography, and visual hierarchy aligned with Generation Z preferences. Expert interviews provided feedback on prototype strengths and weaknesses, prompting revisions to text size, color contrast, spacing, and icons. The final prototype incorporated all suggestions, resulting in a cohesive, user-centered creative UI meeting Generation Z expectations.

## RESULTS AND DISCUSSION

## Definition Stage

The implementation of the research begins with a defining stage which aims to identify user interests, and user needs. The results of this research will be the basis for the process of designing an attractive and creative website. The UI design guidelines used in this study are Introduction to User Interface (UI) by Muhammad Afdan Rojabi. At this stage, several analyses are carried out, namely website analysis, user analysis (generation Z), the results of which are the basis for the next stage of design.

### 1. Website Analysis

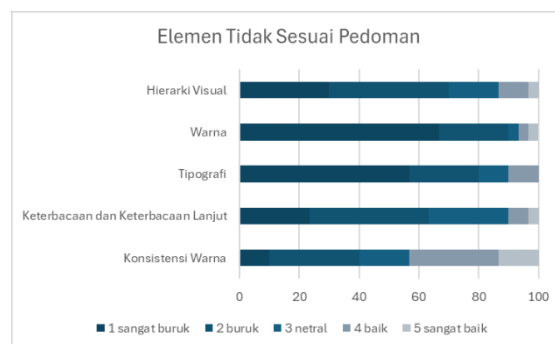
This stage aims to identify problems contained in the UI display of the website that is the object of research. This research was carried out by directly observing each element of UI.

Based on the results of an analysis conducted by Denada (2023), there are websites that deliberately do not apply good UI design principles. Most websites that do not comply with UI design guidelines are less in demand by Generation Z. Designs that do not comply with UI guidelines have characteristics such as improper color selection, and typography that is too small or dense. On the other hand, a design that is in accordance with the UI design guidelines has characteristics such as color consistency between components, balanced typography proportions, and has good color selection and layout. This can be an advantage of a website, especially an entrepreneurial website, in attracting the attention and interest of generation Z. These findings became the basis for research to compile a survey in the form of a comparative questionnaire of website design.

### 2. User Analytics

This research focuses on Generation Z which is characterized as a generation that is familiar with the use of technology as according to Izzuddin (2022). This analysis was carried out to understand the characteristics and habits of users, namely Generation Z.

Based on the results of the questionnaire that has been distributed to the people of Generation Z, data was obtained that the majority of respondents prefer the appearance of websites that are in accordance with the UI design guidelines compared to those that are not in accordance with the UI design guidelines. From the questionnaire, several trends were obtained as follows:



**Figure 2. Graph of survey results of elements that do not meet the guidelines**

Source: Primary Data, 2024

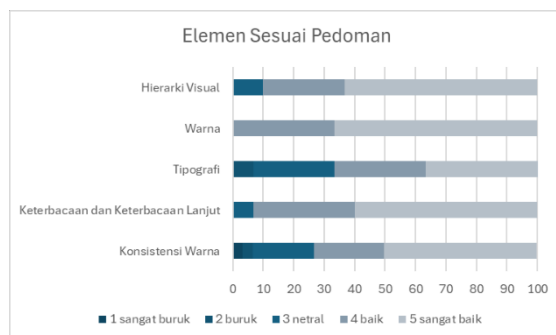


Figure 3. Graph of the results of the survey in accordance with the guidelines

Source: Primary Data, 2024

#### (1) Color Consistency

Based on the results of the questionnaire, it was obtained that 50% of people stated that the color consistency that was in accordance with the guidelines was very good, it was also obtained that 30% of respondents stated that the color selection that was not in accordance with the guidelines was bad. The majority of respondents like consistent color selection because it's simpler, minimalist, and not overdone. This means that the selection of colors that is inconsistent or excessive in adding colors actually reduces the visual comfort of the website users.

#### (2) Readability and Further Readability

Based on the results of the questionnaire that has been conducted, 60% of the votes said that the text that is in accordance with the guidelines for readability and advanced readability is very good, it was also obtained that 40% of respondents stated that the composition of the text that is not in accordance with the guidelines for readability and advanced readability is very poor. This shows that the application of UI design guidelines such as the right font selection, proportional font size and balanced spacing between elements is very much preferred by the majority of respondents.

#### (3) Typographers

Based on the results of the questionnaire, it was found that 36.7% of respondents considered that typography that was in accordance with the UI design guidelines was very good, but on the other hand, it was found that 56.7% of respondents considered that typography that was not in accordance with the guidelines was very bad. Based on this data, it can be concluded that the majority of respondents do not like typography that does not meet the guidelines. According to respondents, typography that is in accordance with the UI design guidelines is easier to read and comfortable to look at, so that the message contained in the text is easier for users to understand.

#### (4) Color

The right color selection certainly increases the user's comfort when browsing the website. Based on the results of the survey, it was found that 66.7% gave an assessment of the selection of colors that were in accordance with the guidelines was very good, in addition to that it was also obtained that 66.7% of respondents gave an assessment of the selection of colors that were not in accordance with the guidelines was very poor. The majority of respondents said that choosing the right color and in accordance with the theme can strengthen the professional

impression so that it is more attractive to look at. This makes the selection of colors that are in accordance with the UI design guidelines preferred by respondents.

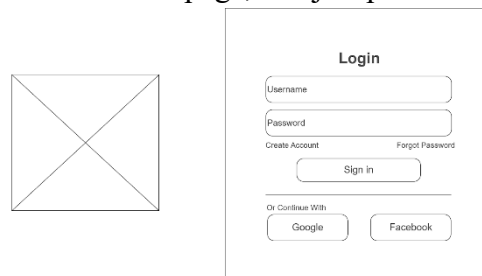
### (5) Hierarchy Visual

Based on the research, it was obtained that the visual hierarchy that was in accordance with the guidelines received a very good assessment of 63.3%, in addition to that it was also obtained that 30% of respondents rated the visual hierarchy that did not follow the guidelines very poor. This means that a visual hierarchy that conforms to UI design guidelines helps respondents to understand information and direct attention to important elements first within the website. So based on the data from this study, it can be concluded that the visual hierarchy that meets the guidelines is preferred by the respondents.

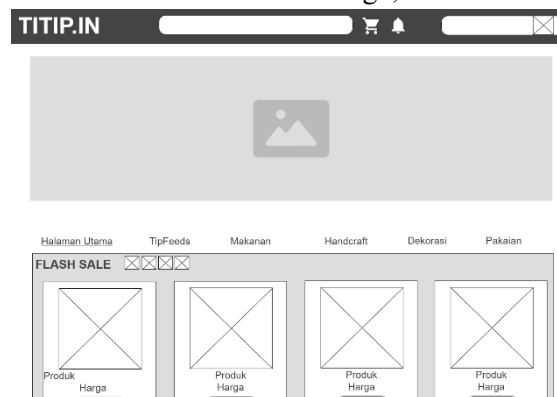
## Planning Stage

### 1. Initial Plan

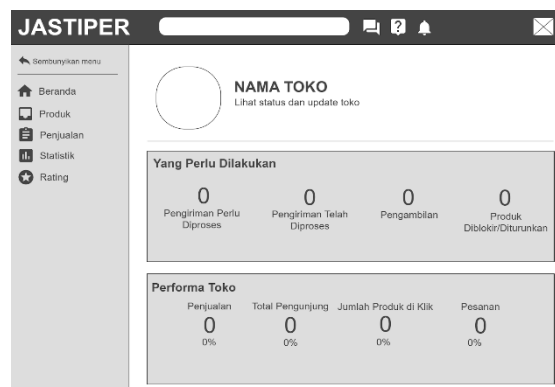
Making an initial design in the form of a wireframe is the initial activity in creating a website. Wireframe is a rough framework used to visualize the hierarchy of information placement on a website. The stage of making the initial design of the website is carried out with physical design, which is the creation of wireframes based on the initial physical design in the form of a website login page, customer main page, and jastiper main page.



**Figure 4. The main login view of the website**  
Source: Author's Design, 2024



**Figure 5. Customer page main view**  
Source: Author's Design, 2024



**Figure 6. Jastiper page main view**  
Source: Author's Design, 2024

## Development Stage

### 1. Prototyping

Website prototyping is done using the Figma application. The prototype was developed based on consideration of the principles of color consistency, readability, typography, color selection, and visual hierarchy in accordance with UI design guidelines and the interests of Generation Z as website users that have been known through questionnaires.

#### (1) Login Page

The design is made simple with a dominance of cream colors that are minimalist and not too flashy but still innovative, thus making the user comfortable. Visual priority selection also serves to keep users focused on the username and password form.



**Figure 7. Login Page**  
Source: Prototype Development Results, 2024

#### (2) Home Page

The design of the main page has followed the guidelines by maintaining the cream color as the color of the main page, and organizing the text so that it is easy for users to understand, while placing the brand identity in the center to introduce and strengthen the brand image of the website.

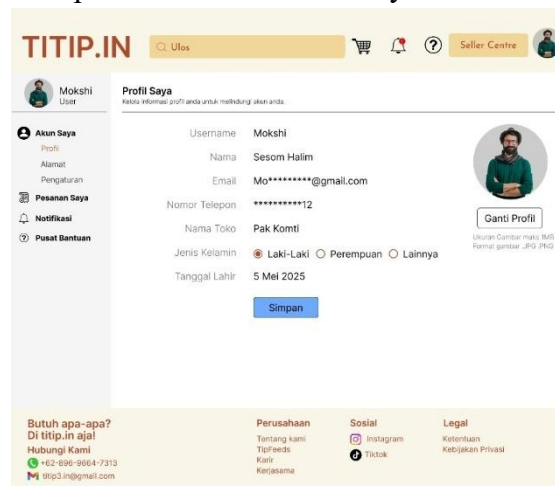


**Figure 8. Home page**

Source: Prototype Development Results, 2024

### (3) Profile Page

The user profile page displays a visualization of the user's identity with the dominant colors remaining consistent with white and cream. This design focuses on color consistency, readability, and layout to look professional and also easy to understand by users.



**Figure 9. Profile page**

Source: Prototype Development Results, 2024

### (4) Product Detail Page

This product detail page displays the item's detailed display. The layout is balanced with the placement of the image on the left side and the product information in the middle to make it easier for users to recognize details before purchasing the product. Colors and typography are maintained to be consistent with the rest of the page

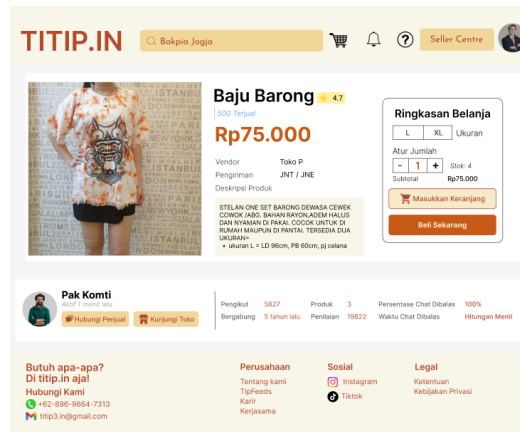


Figure 10. Product detail page

Source: Prototype Development Results, 2024

## 2. Feasibility Test Results

At this stage, a product feasibility test is carried out to assess the design of the website that is being developed. The feasibility test is carried out by experts in the IT field who understand UI design. The feasibility test was carried out using a questionnaire with a quantitative method. Experts will be asked to provide assessments related to color consistency, readability and advanced readability, typography, color selection, and also visual hierarchy on a likert scale of 1-5.

### (1) Feasibility Test Results Data

Based on the results of the questionnaire, data was obtained regarding the assessment of the developed website. This data includes the assessment of each expert in several aspects which are assessed including the assessment of the login page, main page, profile page and product detail page. The complete results of the experts' assessment can be seen in the following table:

#### a. Login Page

Table 1. Results of the website feasibility test login page

Respond	Color Consistency	Readability	Typography	Color	Hierarchy Visual
A	4	3	4	4	3
B	4	4	4	4	4
C	5	5	5	5	5
D	5	5	4	4	3
E	4	3	3	4	4
<b>Average</b>	<b>4.4</b>	<b>4</b>	<b>4</b>	<b>4.2</b>	<b>3.8</b>

Source: Expert Validation Data, 2024

#### b. Home Page

Table 2. Main page website feasibility test results

Respond	Color Consistency	Readability	Typography	Color	Hierarchy Visual
A	4	3	3	4	3
B	3	4	4	5	3
C	5	5	4	5	5
D	5	5	4	4	4
E	3	3	3	4	4
<b>Average</b>	<b>4</b>	<b>4</b>	<b>3.8</b>	<b>4.2</b>	<b>3.8</b>

Source: Expert Validation Data, 2024

c. Profile Page

Table 3. Profile page website eligibility test results

Respond	Color Consistency	Readability	Typography	Color	Hierarchy Visual
A	4	5	5	5	4
B	4	3	4	4	4
C	5	5	5	5	5
D	4	5	4	4	4
E	3	4	4	4	3
<b>Average</b>	<b>4</b>	<b>4.4</b>	<b>4.2</b>	<b>4.2</b>	<b>4</b>

Source: Expert Validation Data, 2024

d. Product Detail Page

Table 4. Website feasibility test results detail page

Respond	Color Consistency	Readability	Typography	Color	Hierarchy Visual
A	4	4	4	4	4
B	4	4	3	3	4
C	5	5	5	5	5
D	5	5	4	4	4
E	4	4	3	3	3
<b>Average</b>	<b>4.4</b>	<b>4.4</b>	<b>3.8</b>	<b>3.8</b>	<b>4</b>

Source: Expert Validation Data, 2024

e. Accumulated Results of Feasibility Tests

Table 5. Accumulation of website feasibility test results

Page	Color Consistency	Readability	Typography	Color	Hierarchy Visual	Credentials
Login Page	4.4	4	4	4.2	3.8	4.03
Home	4	4	3.8	4.2	3.8	3.96
Profile Page	4	4.4	4.2	4.2	4	4.16
Product Detail Page	4	4.4	3.8	4	4	4.08
<b>Average</b>	<b>4.2</b>	<b>4.2</b>	<b>3.95</b>	<b>4.1</b>	<b>3.9</b>	<b>4.07</b>

Source: Expert Validation Data, 2024

Based on calculations, it was obtained that the feasibility of the website being developed was 4.07 and was included in the "feasible" category. This means that the website under development meets the eligibility criteria in terms of color consistency, readability, typography, color selection, and visual hierarchy.

3. Revision and Finalization Stage

The revision and finalization stage is carried out based on the results of a questionnaire conducted by experts at the Feasibility test stage. Based on the questionnaire data obtained, the website developed obtained an average score of 4.07 with the "feasible" category. This value shows that the website has met the criteria of good UI design in terms of color consistency, readability and advanced readability, typography, color selection, and visual hierarchy.

Although the validation results showed the "feasible" category, revisions were still made to the visual and typographic hierarchy aspects because they obtained the lowest scores, especially on the login page and main page. The revision was done by improving the layout so that it was better than before.

(1) Login page

a. Before revision

In the previous version, the typographical revision was still not in accordance with the guidelines because the font selection was inconsistent.



**Figure 11. Login page before revision**

Source: Initial Prototype Version, 2024

b. After revision

In the stage after the revision of the typography and visual hierarchy of the login page, the "Welcome" text section has been updated to better comply with the typography guidelines.



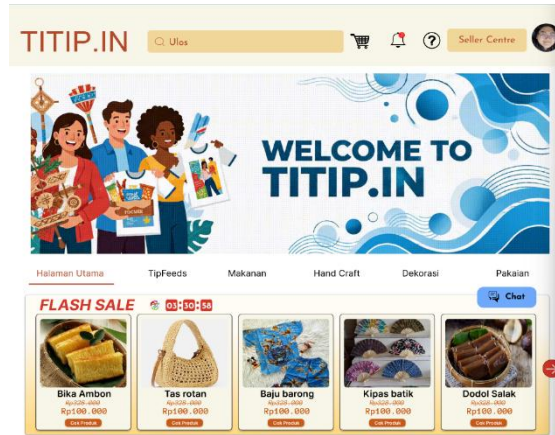
**Figure 12. Login page after revision**

Source: Revised Prototype Version, 2024

(2) Home Page

a. Before revision

In the previous version, the typographic and visual hierarchy revision were still not in accordance with the guidelines because the direction of user attention was still not directed.



**Figure 13. Home page before revision**

Source: Initial Prototype Version, 2024

b. After revision

In the stage after the revision of the typography and visual hierarchy of the main page, it has been updated in terms of focus and clarity of the text, so that the user's attention can be more directed to the parts that need special attention such as flashsales.



**Figure 14. Home page after revision**

Source: Revised Prototype Version, 2024

## CONCLUSION

This study concluded that creative User Interface elements—such as color consistency, visual hierarchy, typography, and readability—significantly influenced Generation Z's interest in entrepreneurial websites, aligning with established guidelines emphasizing bold visuals, minimalism, and personalization. An expert-validated prototype was successfully developed as a reference for adaptive designs targeting this demographic's preferences. Digital entrepreneurs are recommended to implement these visual styles to enhance user attraction. For future research, advancing to the dissemination stage with real-world performance testing and longitudinal user engagement metrics would validate long-term efficacy and scalability.

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