Visual communication website design quiz personalization based on DiSC

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Abstract. The purpose of this research was to design a personality test website based on DiSC theory that could help high school students who are still confused about what college courses that could be chosen later based on their type of DiSC personality. The website was created in quiz form. The user would answer a few questions before knowing what their personality type. The design method used a creative strategy by targeting teenagers, especially high school students. The design was tailored to the visual and design strategies that describe the website as a friend who provided direction and enlightenment. The results are that a website can be used by users, especially high school students, to know more in its nature so that they can choose the right course majors. In the end, it is hoped that this website can be useful for users who use it.

Keywords: website design, quiz personalization, DiSC

1. Introduction

Awareness of basic nature is essential for success. If the individual does not understand why he/she is currently doing or behaves why he/she is doing it, so it is difficult for him/her to foster positive growth. By knowing oneself’s nature, a person can find the interests, needs, hopes, uniqueness, strengths, and weaknesses. Besides, they will know what strengths can be highlighted and what deficiencies need to be corrected or eliminated. Pursuing an education that is not in accordance with someone’s nature will also be very tiring and detrimental. It is because much energy is spent on adapting before starting it, and much time to achieve the maximum results that make him/her will never be extraordinary in that line of work. However, if every individual pursues a field that is in accordance with his/her basic nature, then everything will feel light and pleasant because he/she will have much energy to work as good as possible so that the possibility of becoming successful and superior in that field will be substantial [1].

Unfortunately, the awareness of the nature of teenagers is still low. It is proven by the results of the questionnaire of many high school students who are confused about what majors they will take when graduating from high school because they do not know yet what they want. Not seldomly, students change majors in the middle of their studies because they feel it is difficult and boring. No matter how hard they do their work, the results received are never optimal. They do not understand the world of college seeing from the above problems. The need to use a test that is easily accessible and understood by high school students that can interpret their nature. This test can help them get to know themselves
better. They will know what strengths they have that can be implemented in the world of lectures so that the selection of the wrong majors is minimized. One of the tests is the DiSC test. The purposes of the DiSC profile helps students in (1) planning the future that is more in line with their personality; (2) know the majors of lectures according to their nature; and (3) identify strengths and insights about the most appropriate environment, what motivates, and weaknesses.

DiSC is divided into four personality types. They are D (Dominance) brave and leader; I (Influence) friendly and cheerful; S (Steadiness) harmony and nature; C (Compliance) intelligence and trust. It can be seen in Figure 1.

![Figure 1. Result of 123test](Source: 123test)

The existing DiSC test website already has too much writing, so it takes more time to read. It is not in accordance with the character of a teenager generation, one of which requires speed in everything and accustomed to communicating with pictures [2]. Besides, according to research by educational psychologist Jerome Bruner of New York University citing studies show that people only remember 10 percent of what they hear, 30 percent of what they read, but about 80 percent of what they see and do [3], so illustrations are needed to arouse the interest of readers to influence attitudes and evoke emotional responses. The illustrations are very efficient in providing spatial information that is difficult to express in wordings. It becomes an interactive medium to improve information retrieval and learning. The illustration style used the flat design because of its simple and user-friendly appearance, making it an increasingly popular choice for mobile device user interfaces and web design. Websites that use flat
designs will look more organized, cleaner, and look professional [4]. Here are the theories that support the design.

1.1. Grid
The 12 columns grid system is flexible because it can be divided into 2, 3, 4, 6 or 12 which makes layout variations easier [4].

![Figure 2. Grid 12 Columns](Source: Kezia)

1.2. Typography
Fonts that are more suitable for a website are sans serif font types because the form of letters is simpler and small. It makes easier to read and the best font size for a paragraph on the web is 14px [5].

1.3. Color
Color is an important source in application design [4]. The use of colors consists of the title, text, buttons, background, and many other elements that make up the interface. Each color has meanings based on the scope of psychology [5]. Red symbolizes aggressiveness, courage, enthusiasm, confidence, passion, and strength. Blue symbolizes stability, intelligence, harmony, loyalty, calmness, sensitivity, and trustworthiness. Yellow symbolizes friendship, relaxation, joy, optimism, hope, and tolerance. Green symbolizes nature, life, the symbol of fertility, natural health, and harmony. Orange symbolizes socialization, cheerfulness, warmth, freshness, passion, balance, and energy. Furthermore, purple symbolizes authenticity, truth, and dreams.

1.4. Purpose
The website creates a 20 questions test, and the results will reveal what type of user personality. Then it will be discussed in full, and it is expected to provide enlightenment to the user. From the visual side, it will be made interesting. Some of the benefits of the DiSC test website are (1) making the personality results on the website easy to remember with visual; and (2) making the user’s time in reading and comprehending become effective because of visual.

2. Research methods
2.1. Stage 1: literature and library
The authors used the questionnaire method to sharpen the data problem retrieval from the topic. The questionnaire is distributed online by using Google Form. The interview was also carried out by the author to Zia, a psychologist from the university of Nusantara to sharpen the topic of the problem.
2.2. Stage 2: mind-mapping
After the mind-mapping, data collection is done to be able to check the balance of the topics and findings. Mind-mapping is also used to make it easier to get keywords to facilitate the process of concept discovery and visualize method.

2.3. Stage 3: design development
From these concepts, the visualization of the concept is made. Visualization is first made in the form of sketches, then completed in digital form.

3. Results and discussion
This website is a web app website where there is a personality with the display of main visuals. These characters carry out activities in accordance with the traits of human personality based on DiSC. In accordance with the big idea ‘Reflections on Growing Hope’, the website appearance is made in a color that symbolizes a rainbow. The placement of the website is aimed at high school students. It is placed in the eyes of the users, namely as a friend who gives direction. This design is made with a dynamic concept. The design style used is a flat design style to display a simple and user-friendly design. Each design element serves as a visualization of the information available. This website is also presented with a variety of slide content features to make it more interesting. Every page uses wave accents in accordance with the big idea that is visualized with a rainbow (sunlight reflected by rain), where light is a wave. The use of illustrations is intended as graphical assets to facilitate the delivery of information on the website.

3.1. Logo

![Figure 3. Website Logo](Source: Kezia)

The Flashlight for Future logo uses the Dimbo typeface, which depicts a friendly but with integrity appearance. A friendly impression shows the dynamic shape and integrity of a sturdy structure. It has a supporting visual element that resembles a rainbow that represents the hope, and the point at the very end represents the goal to be achieved. The yellow color symbolizes the sun’s light and the green on the writing, which has a natural meaning to show the nature of attitude in people.

3.2. Character illustration
3.2.1 Dominance type
Dominance type or a bossy type is known as a good leader. This type is visualized with someone who is ruling and giving instructions to others. The color used is red that symbolizes aggressiveness, courage, enthusiasm, confidence, passion, and strength.
3.2.2 Influence type
Influence type likes social life and to interact with many people. This type is visualized by people who love gathering and partying. The color used is yellow that symbolizes friendship, relaxed, and happy nature.

3.2.3 Steadiness type
Steadiness type likes to be calm and less preferable to interact with many people. This type is visualized with people who are enjoying time out and being relaxed. The color used is green that symbolizes nature and harmony.

3.2.4 Compliance Type
Compliance type likes data and has a high level of accuracy. This type is visualized with people who are working and researching many data. The color used is blue that symbolizes stability, intelligence, and trust.
3.2.5 Display home page

In the home section, there is a story that explains what actually Flashlight for Future is. The website's front page shows an illustration of four characters who are flying around the earth, namely DiSC. Each character is made with a different style. D with the forefinger style depicts someone who likes to lead, I with an open mouth describes the type who likes to talk, S with gentle gestures describes the type of love of sovereignty, and type C with a reading gesture describes the type who likes data and accuracy. The aircraft that surrounds it illustrates a journey, and illustration of the earth in the middle shows the existence of four personalities in this world.

Figure 8. Home Visual
(Source: Kezia)
3.2.6 **Start page quiz display**
User is focused on reading the instructions from the quiz. In the next display, the user can choose the gender that determines the quiz results section.

![Quiz Visual Start](Source: Kezia)

**Figure 9. Quiz Visual Start**
*(Source: Kezia)*

3.2.7 **Quiz page display**
After the user selects gender, a page will enter the quiz question consisting of 20 questions. There is a progress bar on the quiz page to show how far the user has answered the question. In the discussion section, deliberately, there is no wave accent intended for the user to read and answer questions.

![Quiz Visual](Source: Kezia)

**Figure 10. Quiz Visual**
*(Source: Kezia)*

3.2.8 **Page view one result**
In the results display, it is divided into five results categories. They are visualization of activities, characters, stressful conditions and suitable environment, suitable jobs, and figures who have the same personality type from the quiz results the user follows.
Figure 11. Result Visual
(Source: Kezia)
3.2.9 About us page views
On the page about DiSC, each explanation is made like a puzzle that is animated out one by one and will unite and form a theory of DiSC. It uses purple that symbolizes truth and authenticity.

![DiSC Visual](image)

**Figure 12.** Visual About DiSC  
(Source: Kezia)

3.2.10 Display page wallpaper

![Wallpaper Visual](image)

**Figure 13.** Visual Wallpaper  
(Source: Kezia)

Here, the user can download wallpapers for the desktop according to the type of quiz results he/she gets or other types.

4. Conclusion
Based on the results of research and data obtained, the need to know the nature of yourself is important to be able to know what strengths can be developed and what work is suitable for each personality type. Because this website is intended primarily for high school students who are confused, the design concept raised is reflected in growth expectations. It matches the function of this website itself, which tells what strengths and jobs are suitable. The design used illustrates the hope in the form of a rainbow (light) with a wavy supergraphic that visualizes the nature of the light itself in the form of waves. The color and typeface used are not so serious and cheerful, because it adapts to the concept of this website which is as a friend. Illustration used is the character of young people. By involving the design in it, especially illustration, the target audience, namely high school students, will be quicker to digest according to what
is explained in the previous chapter and save their time to read. In this Z generation, all people want to be fast and practical.

References
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