Mobile APP UI/UX Design Overcomes Masturbation Addiction

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Abstract

Teenagers develop a variety of interests during this time, including a sexual one that might result in a masturbation addiction. As a remedy to this problem, the researcher created a UI/UX application design to combat mobile-based masturbation addiction. Through a mobile application, this design seeks to assist youths who are masturbation dependent. The research method used in this study is qualitative. Researchers utilize design thinking to create their applications, and there are five processes that : empathize, define, ideate, prototype, and testing. Data was gathered through in-depth interviews, questionnaires, and software design. The end result of this design is an Mastopbasi application interface with three key features: Daily Reports, Professional Assistance, and Productivity. Each of these features has a specific purpose and performs a certain function based on user requirements. Suggestions for an interface design must be based on the demands of the target audience. In the hope that they will be able to fix the problem, this will heighten interest in the product and provide customers the option to select a product that best matches their needs.

1. Introduction

Adolescence is a turbulent time, due to the transition from childhood to adulthood. Late adolescence ranges from 18-21 years of age. Technological developments also encourage teenagers to fall in a negative direction, thus making it easy for teenagers to access porn videos. Data from the National Commission for Child Protection (Komnas PA) reveals that out of 4,500 teenagers in 12 cities in Indonesia, 97% have seen pornography. Likewise among students. Of the 2,818 students, 60% had seen the indecent footage.

Masturbation is one of the effects after watching porn videos, this happens because of increased sexual arousal so you hope to do it. Studies show that more men masturbate than women. In the book The Social Organization of Sexuality, a group of researchers reports that after interviewing nearly 3,000 people, researchers found that 41.7% of women had masturbated that year compared to 63.3% of men. According to the Janus Report on Sexual Behavior by Samuel and Cynthia Janus, 10% of women who answered the researcher's survey said that the participants masturbated frequently (several times a week). For men, the percentage is 25%. Men between the ages of 18 and 30 made up the largest percentage of participants who masturbated excessively. This is according to a survey conducted by the Promise Keepers Organization.

From the problems above, there is a need for an application to overcome masturbation addiction, which later users can see weekly summaries shaped like infographics. At the start of entering the app, the user will be directed to create a custom character in several parts so that the user can empathize with that

character. If the user relapses the character will get sick, but if it lasts a long time it doesn't relapse the character gets a pet. When you stop masturbating, you will feel empty, like you have limited freedom. In the application, the user is directed to do other activities with productive features that can display videos of tutors they like, such as hobbies, subjects they like, and other things with tutors who are already trusted.

1.1 Literature Review
1.1.1 Previous Research

As a reference, the design this time uses several journals, namely, "UI/UX Design for the My CIC Application for Student Academic Information Services Using the Figma Application" which was compiled by M. Agus Muhyidin et al students of Universitas Catur Insan Cendekia. The design methodology used is Sadjiman Ebdi Sanyoto with observation and interviews.
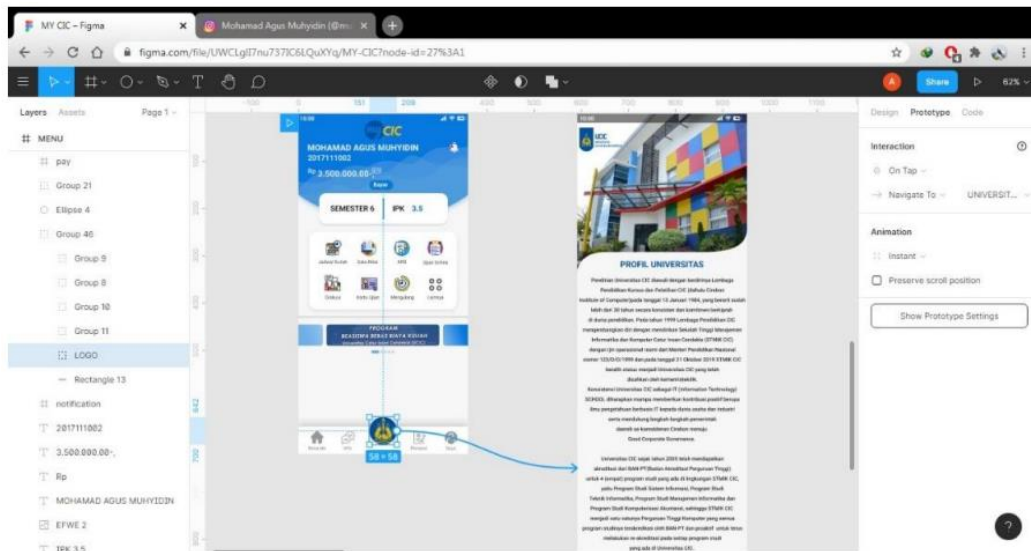

Fig 1. The results of the UI/UX application prototyping design (source: Agus, et al 2020)

Advantages

- The issues raised are quite relevant
- The design already uses figma software

Lack

- In terms of layout, it still feels untidy
- The icon used is less minimalist
- Still using Sadjiman Ebdi Sanyoto's methodology

1.2 Related Theories

1.2.1 Masturbation

Masturbation is an impulse that is intentionally carried out on the genitals to get sexual pleasure without having sexual intercourse with the opposite sex. Masturbation can occur when a person is in a state of high lust and there is no partner to channel this desire. But still based on mental strength. This means that there are people who can hold their lust so that masturbation is not done. There are others who cannot hold back their lust so they masturbate (Zulkifli, 2016).

1.2.2 Color Theory

The scientific definition of color is part of the sensory experience of light emitted according to the wavelength. Color is also assumed to cause a reaction in the brain to specific visual stimuli. Meanwhile, aesthetically, color is considered essential, because color can provide a clear distinction in the beauty of an object (Mailani, 2013).

1.2.4 Typography

Typography is the formation or design of letters through the printing process (Rustan, 2010:16). Typography has a function to help the process of composing and arranging words into written form. so that the content or message to be conveyed can be communicated properly (Squire, 2006:10). Designers need to understand the various kinds of visuals and design elements that comprise typography, and understand how to use and arrange typography properly so that the messages contained in a design can be communicated properly to their audience (Rustan, 2010:3).

1.2.5 Interface Design

An interface or interface is something that connects users to the designed technology product. The user interface is a communication that contains conversations between users and products in carrying out various tasks to achieve user goals (McKay, 2013).

1.2.6 Mobile Applications

Mobile application is a term used to describe Internet applications that run on smartphones and other mobile devices. Mobile apps usually help users connect to regular Internet services. That makes it easier for users to access PCs and use Internet applications on portable devices. (Turban 2012:277)

1.2.7 Design Thinking

The Design Thinking method is an innovation-based software product design method that is based on finding solutions to solve certain problems. (Susanti, Fatkhiyah, & Efendi, 2019)

1.2.8 Usability Testing

According to Jacob Nielson (2003), usability testing is based on five components, namely learnability, efficiency, memorability, safety to use or reduce error rates and satisfaction levels.

1.2.9 Honeycomb UX

Morville (2004), explains the several aspects needed to produce a good user experience. These aspects are known as "The User Experience Honeycomb".

1.2.10 Differences between UI and UX

UI or User Interface is the science of the graphical layout of a web or application. The scope of the user interface consists of the buttons, text, images, text input fields that the user clicks on, and anything else the user interacts with. Including layouts, animations, transitions, and all the little interactions. UI designs all the visual elements, how the user interacts with the web page, and what is displayed on the web page. The visual elements handled by UI designers are color schemes, defining button shapes, and specifying fonts to use for text. A UI designer should be able to create something that looks great and increases user engagement. (Ratna Patria. 2021)

UX (User Experience) is defined as the user experience when using/operating a product. UX is subjective and depends heavily on your personal perceptions and thoughts about the system and your experience using the product. This is why the UX design process takes place, the process of designing a product in a way that is user-friendly and not confusing. (Makers Institute. 2018)

2. Research Methods

In this section, each researcher is expected to be able to make the most recent contribution related to the solution to the existing problems. Researchers can also use images, diagrams and flowcharts to explain the solutions to these problems.

The research method used in the study entitled "Designing UI/UX Application Designs to Overcome Mobile-Based Masturbation Addiction" is qualitative with the following elaboration.

1. Place and time of research

The location for this study will be offline at the prosperous house & cafe in Malang in October 2021 and online through the Nofap Indonesia discussion group on Facebook in November 2021.

2. Materials and Research Tools

The materials and research tools that the authors use to support this research are:

a. In Depth Interview

In-depth interviews were conducted without using a guide,

b. Questionnaire

Questionnaires were distributed to respondents through Facebook groups and the results of the questionnaires were grouped using affinity diagrams

c. Design software

The software used in designing this application is Figma.

3. Data and Information Collection

Conducting in-depth interviews as a parameter for making questions based on the author's hypotheses and reviews of various theories.

4. Data Analysis

The method used is the 5W+1H method, which is a formula in the form of questions used to find the core of the problem.

The method used in the design is the design thinking method, there are several stages, namely empathize, define, ideate, prototype, testing.

3.   Result and Discussion

This type of research method used is qualitative research.

1. Data Collection (Empathyze)

The stages of data collection carried out were in-depth interviews as parameters and questionnaires in the form of questions to be concluded from the research results.

a. In Depth Interview

The In Depth Interview was conducted with 3 people privately and face-to-face, the 3 contributors were addicted to masturbation and were trying to quit addiction.

In-Depth interview results:

- Participant did not realize when he started masturbation addiction.
- Participant performs while in a quiet place.
- Participant has tried to stop but it's difficult.
- Social media increases the participant's appetite (depending on the participant's social media algorithm).
- Participant is more passionate when he sees porn videos than when he sees sexy women directly.
- Participants will look for other alternatives when the sites they are used to watching cannot.
- The supporting device used is the cellphone.
- People who often masturbate rarely exercise.
- Some people try to track addiction with daily reporting to try to quit.
- When about to relapse, some people try to spend energy so they don't relapse.

b. Questionnaire

Questionnaires were distributed to respondents who live in Indonesia randomly through the Facebook group "No Fap Fap Indonesia, Instagram @wormi6690 and via WhatsApp status. The questionnaire was filled out by 35 respondents with the highest percentage of men filling it.

2. Problem Identification (Define)

a. Affinity Diagrams

The affinity diagram here aims to group several answers from respondents to make it easier to identify.

What makes them masturbate?

Suntuk | Bosan | Setress | Bosan Beserta dorongan sosial media | Kesepian | Sepi

Gabut karena jomblo | Karena terlalu bosan | Enak aja | Ketagihan | Sange

Hormon saat mendekati masa menstruasi

Enak | Birahi yang tinggi | Nafsu | Dorongan Seks | Hasrat Tinggi

Hasrat Seksual dalam diri | Gaada cewe jadinya coli

Menonton Video | Video | Melihat cewe" di sosial media | Video Seksi

Video Bokep Gay | Saat apk tiktok menyerang hidupku

Rasa Penasaran | Jiwa muda yang masih labil dan penasaran | Gatau Pengen aja

Sensasi Sentuhan | Saat apk tiktok menyerang hidupku

Fig 2. Participant's answer (source: personal)

If you regret what made you masturbate again?

Hasrat | Pikiran | Hasrat Sih | Nafsu | Nafsu lagi

Pengen ngewe gada cewek | Saat Sange

Enak | Stress

Video yang menjurus seks terutama di fb | Kecanduan menonton video porno | Candu | Imajinasi akan video yang pernah di tonton

Imajinasi akan video yang pernah di tonton | Pingin lagi | saat sudah lama menahan akhirnya give in | Sudah Menjadi Candu

Melihat video seksi lagi | Kecanduan | Im Addicted too | Hal ini seperti lingkarang berputar dan kembali lagi | Keinginan kembali lagi

Kebosanaan | Takut terjadi penyakit penyakit | Sudah lama tidak

Karena merasa Kesepian | Kesepian lagi | males mandi wajib lagi karena keramas lagi

Istigfar

Fig 3. Participant's Answers (source: personal)

How do you do to stop masturbating

Mengisi waktu luang dengan aktivitas | Cari kesibukan lain | Belajar | Mencari kesibukan | menyibukan diri | Olahraga | Tidur cepat

main game,gym,merancang sesuatu sendiri(DIY) | Berolahraga atau melakukan aktivitas yang positif | Traveling | Melakukan aktivitas outdoor

mungkin nonton film | Menambah kegiatan yg bersifat positif | mencari kesibukan yang lebih positif

Puasa, menghindari hal2 yg merangsang nafsu, menyibukkan diri | Membaca kitab suci | Membaca kitab suci | Solat | Wudhu | Wudhu

Membaca kitab suci | Mendekatkan diri ke yang maha kuasa | beribadah dan melakukan hal positif | Menjauhi media penyalur, ingat dosa

Melihat Download aplikasi monitoring | Menghapus aplikasi telegram Twitter dan situs lainnya | Video yang menjurus seks terutama di fb

belakangan ini saya mulai mencoba menghentikannya dengan mengendalikam nafsu serta berpikir tentang masa depan walau itu menimbulkan masalah baru yaitu overthingking | Menghindari sepi

Mengalihkan perhatian pada hal yang berbau pornografi, olahraga, ke psikolog untuk konsultasi | Memikirkan hal hal positif

Menghentikan kegiatan kegiatan yang menyebabkan masturbasi

Fig 4. Participant's answer (source: personal)

b. 5W+1H analysis

In addition to the questionnaire, a 5W+1H analysis was also carried out which aims to find the core of the problem

What makes them masturbate?

Unstable and curious young people, Sexy Videos, Sex drive, Bored

Who is the target audience of the application?

Late adolescents 17 - 21 years old, male, all social groups, and not married

Where do they usually masturbate?

In bathrooms, bedrooms, Public

Why are they masturbating again?

Feeling lonely, Addicted to watching porn videos, Lust again, Bored, Delicious

How do they stop masturbating?

Fill free time with activities, worship, do positive things, see download monitoring applications, stop activities that cause masturbation, avoid loneliness.

3. Design (Ideas)

a. Design Concept (Ideate)

The name of this application is "Mastopbasi" and has the following concept.

- The language used is English, because the specific target of the application is only age.
- The colors used are colors that tend to be cold, give a clean impression, and can make the user more comfortable using the application.
- The font type that will be used is sans-serif to give a modern, clean and attractive impression, besides that this type of font also has a very high level of legibility.
- The icons used are icons from the material design icon and remix icon. This is because, the icons are very proportional and neat.
- Target Audience
  Demographics: Late Teenagers 17 - 21 years old, male, all social backgrounds, and single
  Geographical : Local And International
  Psychographic: Likes to access porn videos, often opens social media, rarely does sports.

4. Design Process

Logos

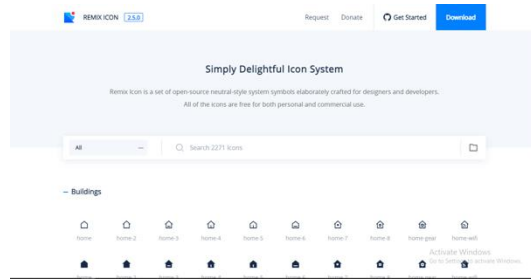The logo is designed using a logotype type with a sans serif font to make it look modern

Fig 5. Mastopbasi logo (source: personal)

Fig 6. Mastopbasi logo (source: personal)

Fig 7. Mastopbasi logo (source: personal)

2. Warna

Pada desain yang dirancang nantinya menggunakan warna yang dingin dengan menggunakan warna violet.

Fig 8. The color palette used (source: personal)

3. Typography

The typeface used in this application is DM sans where the font design is not too stiff, very clean, modern and attractive.

The quick brown fox
jumps over the lazy dog

Fig 9. DM Sans Regular font (source : personal)

The quick brown fox
jumps over the lazy dog

Fig 10. DM Sans Medium font (source : personal)

The quick brown fox
jumps over the lazy dog

Fig 11. DM Sans Bold font (source : personal)

4. Icons

This design uses a material design icon and a remix icon, because the material design icon uses a grid that is perfect enough to be used to create an interface design.

Fig 12. Material design icon (source: personal)

Fig 13. Remix icon (source: personal)

After selecting the assets, proceed with the design stages as a basic reference for a high fidelity mockup.

5. User Personas

Making a user persona is to determine the mindset of the user to be designed, which is where this is very influential in subsequent designs.
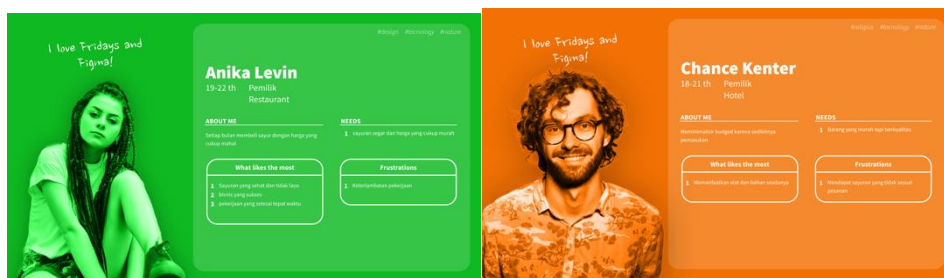
Fig 14. User Persona (source: personal)

6. Sitemaps

The sitemap is used to view the entire application page, showing the flow of each page.
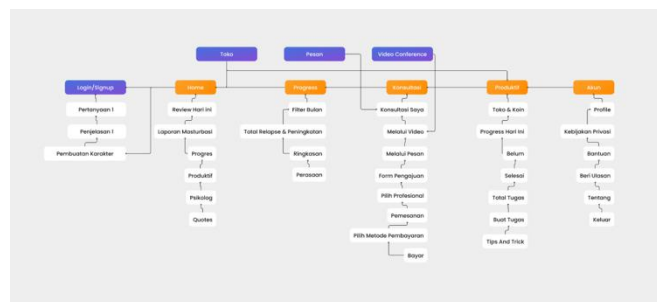
Fig 15. Sitemap (source: personal)

7. Wireframes

This stage is the same as a sketch, namely for designing shapes to minimize large repetitions.

Fig 16. Wireframe (source: personal)

Application Interface Design

1. Splash Screen page

The splash screen is the opening page of the application which will be the first page to be displayed every time the application is run.

Fig 17. Display Splash Page (source: personal)

2. Login And Register Page

This page will display a form to register an account with the application (sign up) or enter the application for those who have already registered an account (log in). What is needed for this process includes username, email, and password.
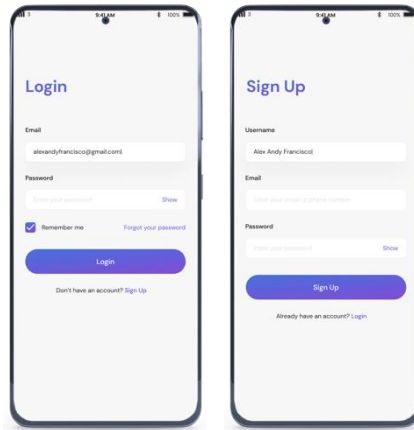
Fig 18. Display of login and sign up pages (source: private)

3. Questions

The question page will be displayed after the user has an account and has entered the application.
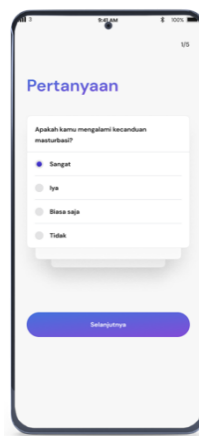
Fig 19. View of the Question Page (source: private)

4. Data Privacy Confirmation Page

What will be guaranteed by the application developer is related to the confidentiality and information of user data.
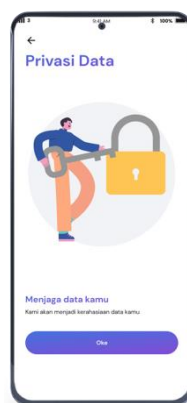

Fig 20. Display of the Data Privacy Confirmation Page (source: personal)

5. Create Character

The making of this character aims to increase the user's sense of empathy for the characters that are made.

Fig 21. Display of the Create Character Page (source: private)

4. Conclusions

In the design process that uses the design thinking method, it is capable of producing a UI/UX design for a masturbation addiction monitoring application to overcome this through a mobile application. This design was created with the aim of overcoming the problem of masturbation addiction, especially late adolescents between the ages of 18-21 years.

The Design Thinking method is very helpful in accommodating user needs to solve the problems they face. In the trial phase that has been carried out by researchers it is known that most of the features in the Mastopbasi application can be operated properly. However, some participants experienced difficulties when operating the Mastopbasi application, especially in the joint consultation and rating sections.

Suggestion

Make an interface design (interface) should be based on target needs. This is to increase interest in the product. For further research, it is requested to go deeper into the user's needs by collecting more data, in order to be able to know exactly what the user's problems are, so that when using the results of the design created, they will be able to solve the problems they are experiencing.

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