

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

#### **5.1 Conclusion**

The redesign of the visual identity of HSW Car Wash was carried out to strengthen brand awareness in the increasingly competitive car wash service industry. Using the Design Thinking approach, this project successfully explored the needs of users and the business owner comprehensively from the empathy stage to design testing. The findings show that the previous visual identity did not effectively represent the modern, trustworthy, and relevant character of HSW Car Wash for its target consumers.

Through the design process, a new visual identity was produced, including a logo, graphic elements, color palette, typography, and various media applications such as banners, Instagram content, stickers, merchandise, and corporate identity materials. The redesigned identity presents a more attractive and professional appearance while ensuring consistent visuals that strengthen brand recognition among customers.

Thus, the redesign is expected to enhance the brand image of HSW Car Wash, build stronger customer trust, and support the long-term sustainability and growth of the business.

#### **5.2 Suggestion**

Based on the design process and evaluation, several suggestions can be considered for the future development of HSW Car Wash's visual identity. The newly designed identity should be implemented consistently across all communication media to effectively establish the refreshed brand image and make it easily recognizable. Digital content updates especially on Instagram should be carried out regularly following the established visual guidelines so that social media can function optimally as a promotional and educational channel.

HSW Car Wash is also advised to routinely evaluate customer responses to the new visual identity to measure its effectiveness and identify areas for improvement. Additionally, developing supplementary promotional media such as a simple website, promotional videos, or other merchandise may help expand promotional reach. Future research is encouraged to

develop a more comprehensive branding strategy so that the redesign extends beyond visual elements and contributes to sustainable business growth.