

ABSTRAK

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APPLICATION OF DESIGN THINKING METHOD IN DESIGNING UI/UX PROTOTYPES OF MOBILE BASE SALES APPLICATIONS IN TB. AMRY STORE

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(xi + 59 + Appendix)

This Tb. Amry store has many enthusiasts who want to make transactions but are hindered by the distance and how to order goods. Ordering goods on Tb. Amry is done manually as customers have to come to the store to supply goods and through WhatsApp messages. So that buyers do not know information about the goods they want to buy. Therefore, an application was designed to make it easier for sellers and buyers who want to make transactions in a more effective and efficient way without having to come to the store first. The method used in this study is Design Thinking which includes empathize, define, ideate, prototype, and test stages. In making this application design using the Figma application. The test method uses the SUS (System Usability Scale) method, this method focuses on user satisfaction and knowing how well the display design is made. The results of this study show that the design of this application has run well and in accordance with what users expect. And the design of this application gets a value of 87, namely Acceptable and Excellent, in other words the application design can be used and accepted by users well. The results were obtained from questionnaires distributed and calculated using the SUS method.

Bibliography (2019 – 2022)