ABSTRACT

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SHOES SALES UI/UX DESIGN USING ANDROID-BASED DESIGN THINKING METHOD

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(xv + 80 + appendix)

The current era of information technology requires time and energy efficiency as well as easy access to information. In a shop business speed in data processing is very important. Therefore, it must be supported by adequate facilities and infrastructure. Shoe store "SHOESNA" is a local shoe brand from Bekasi which was established in 2023. This shoe store switches to selling its products through an application that can be accessed by all consumers. However, this application still does not have a design that represents a brand identity. So, to beautify the appearance of the application interface, a design was developed that could enhance the SHOESNA brand for consumers. This theme includes a web design for desktop media. The method used in this research is the design thinking method as a framework for compiling or solving research problems. The design thinking method collects user characteristics using the User Persona tool, and performs testing with Usability Testing. Overall the design that the author did was able to minimize the problems that occur in the running system, as well as the interface design or interface design using Figma.

Bibliography (2018 - 2022)