ABSTRACT

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ANALYSIS AND DESIGN USER INTERFACE OF JAGO LAST WISH FEATURES IN BANK JAGO APPLICATION USING DESIGN THINKING METHOD
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(xv + 67 + Attachments)

Jago App is a digital financial service that focuses on the daily life of users, with the largest ecosystem network in Indonesia. Jago App is a Digital Catalyst product which is more popularly known as Dkatalis. Dkatalis is a digital company that focuses on creating digital solutions that can influence and be able to catalyze or accelerate the pace of growth through technology. Bank Jago wants to create a feature that can make a will digitally, the contents of which can be anything we want to do related to funding where the implementation can be guaranteed by the insurance product behind it. This feature can make wills such as leaving money for family, or for social purposes. However, this is not the type of product that Bank Jago wants. Bank Jago prefers a feature that can support users' lifestyles and help them achieve their life goals, the feature is called Jago Last Wish. In this study, a prototype user interface for the mobile-based Jago Last Wish feature was made. To build the prototype, the design thinking method is used whose stages are empathize, define, ideate, prototype and test. The user interface design is done using the Figma software. The final result of this research is a user interface design prototype which is expected to be used as a design reference to Bank Jago in developing the Jago Last Wish feature. The test results using the Single Ease Question (SEQ) method got an average score of 6.65 and the System Usability Scale (SUS) method got a SUS score of 86.8 which means that this user interface design prototype can be used properly by users and has a high usability value. good and can be used sustainably.

Bibliography (2012-2022)