

## **ABSTRACT**

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**REDESIGNING UI/UX FOR THE BCA MOBILE APPLICATION USING THE DESIGN THINKING METHOD**

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BCA Mobile is a banking application created by PT Bank Central Asia Tbk in 2011. BCA Mobile provides various transaction features to facilitate customers in conducting transactions. However, it is unfortunate that this application has received a rating of 3.4/5 on the AppStore. This is due to many users complaining about the simplicity of the BCA Mobile app's interface and the lack of several features. Therefore, this app needs to undergo evaluation and redesign in terms of both the user interface and application features. The research method used in redesigning the BCA Mobile app is the design thinking method, which consists of 5 stages: Empathize, Define, Ideate, Prototype, and Testing. The redesign of the BCA Mobile app has been successfully created in the form of a prototype using Figma as the tool for designing the application. The prototype has been tested using A/B testing and user trials. The results of the prototype testing indicate that the proposed design has been created very well in terms of appearance and usability. The design aligns with user needs, and users are satisfied with the results of the proposed design. The prototype can be accessed through the following link: <http://bitly.ws/RzKp>.

Bibliography (2018 – 2023)