ABSTRACT

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UI/UX DESIGN ON PAWMATCH APPLICATION USING DESIGN THINKING METHOD
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(xiii + 58 + Attachments)

PAWMATCH is a place for pet owners, especially cats, to find potential cat adopters or find a mate for their cats through a platform from a special application designer. This design process uses the application of the Design Thinking method which consists of 5 stages, namely emphasis, definition, idea, prototype, and testing. This study aims to design a mobile-based User Interface and User Experience on the PAWMATCH application for cat owners, the mobile design makes it easier for cat owners who want to adopt and mate animals according to the desired criteria. Questionnaire testing via Google Form showed a SUS Score grade A with an average score of 85.96 from 31 respondents. In conclusion, the PAWMATCH application design was successfully created and can be accessed via https:/UI_FigmaPAWMATCH.

(Bibliography, 2019 – 2024)