

## **ABSTRACT**

### **ANALYSIS AND DESIGN OF MOBILE-BASED POINT OF SALE APPLICATIONS AND UI/UX USING DESIGN THINKING**

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Kampoeng Wisata Nopia is one of the of the SMES that focuses on production management and sales of home industryproducts managed by their respective owners, this industry produces nopia mino. At MSMEs, the sales process is still carrid out by manual sales, and processing transaction data and transaction evidence still using a conventional system, this because the calculation of the total goods sold and transaction reports to experience errors or not in detail. Based on these problems, researchers will design a user interface (UI) and user experience (UX) from a mobile point of sale (POS) application to produce a high-fidelity prototype. The design carried out involves UI/UX which influences an attractive appearance, user comport and satisfaction. In designing using the design thinking approach used in designing this application it shows its focus on user experience and understandinf user needs from the empathize, define, ideate, prototype, and test stages. Desigining a point of sale application aims to make work easier for sales sata and proof of transactions. This study used the SUS method with a score of 78.18 with Grade B to determine the rating in experience and UEQ obtained to measure user experience with the result of the attractiveness scale the result of Good 1,67; clarity scale results above average with a value of 1.71; the efficiency scale of Good results with a value of 1.67; the accuracy of the results of the Good scale with an average value 1.53; the above average result stimulation scale with a value of 1.35; and the novelty scale of Good result is 1.13.

**Keywords** : Applicatoin, Design Thingking, Point of Sale, User Experience, User Interface