ABSTRACT

Motorcycles are two-wheeled vehicles that are often used by Indonesian people to move from place to place. The city of Bandung is known as the center of fashion and tourist destinations such as nature, culinary and culture. This attracts many tourists to visit, so as to increase traffic density in the city of Bandung. Therefore, tourists prefer to use motorbikes to avoid traffic jams and reach destinations that can only be accessed by motorbikes. The community uses conventional motorbike rental services such as Bandung Rental Motor (BRM), because it helps people who don't have a vehicle. Unfortunately, the ordering process is still quite difficult and information on prices and availability of motorbikes is difficult to obtain. So we need a mobile application that can display information about the price and availability of motorbikes. In displaying information on the mobile application, there is a user interface (UI) that is useful for attracting user attention in exploring the application and making it easy to order rentals, find out prices and availability of motorbikes. In making the Bandung Motor Rental UI design using the design thinking method with the User Centered Design (UCD) approach with the aim of producing design solutions that are useful and easy for users to use.

Keywords: Motorcycles, Bandung City, Bandung Motorcycle Rental, user interface, design thinking, user centered design