

Abstract

The Loyalty Poin Agents are a special reward for customers who have recently purchased offline at a registered shop. The author designed an application and a website, the design of the project collaborated with other team as frontend, backend, mobile engineering and quality engineering. The final project is called point. Id is an loyalty poin agent application to loyal customers in merchant who have been registered. The result of a project designed by the author is wireframe mobile and website, high fidelity mobile and website both customer and admin. The author also does usability testing for experience of the user using its mobile customer application. Based on the results of testing this application by user friendly and easy to use. Application point.id also be developed again so this application can be more optimal and exciting.

Kata kunci: UI/UX, Wireframe, App