

ABSTRACT

IMPLEMENTASI UI/UX DALAM PERANCANGAN PSIKOEDUKASI KESEHATAN MENTAL (BE-SHINE) BERBASIS APLIKASI

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The Independent Learning Campus Program is a policy issued by the Indonesian Ministry of Education and Culture, it aims to encourage students to master various scientific fields relevant to the world of work, so that students are ready to enter the world of work. The opportunities offered by the Merdeka Campus provide opportunities for students to take courses according to their wishes and majors. Binar Academy has several learning topics that students can choose from in carrying out SIB, one of which is UI/UX Research and Designer. Binar Academy is a pioneer in edtech startups that focus on developing digital skills and talents by enhancing the learning experience. The implementation of the SIB program at Binar Academy, especially the UI/UX Research and Designer program, students and students are provided with knowledge from the most basic things regarding the history of UI/UX, the application of various methods, and also conducting various researches. The main focus in the implementation of this SIB is to build and evaluate a prototype in collaboration with the Product Manager (PM) by implementing various sciences that have been studied in the previous chapter. Therefore, the main topic in the preparation of this proposal is UI/UX Research and Designer. The SIB UI/UX Research and Designer program ends with working on a collaboration project between UI/UX and PM, making UI/UX Design and Evaluation of BeShine Applications Using Design Thinking Methods..

Keywords : SIB, UI/UX, E-Commerce, Design Thinking, Portfolio