

ABSTRACT

TOKYOU E-COMMERCE APPLICATION UI/UX DESIGN USING DESIGN THINKING METHOD

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E-Commerce is one of the most developed concepts in the field of information technology. E-Commerce offers many conveniences and advantages compared to conventional shopping, including the information that consumers want is more detailed, fast without being limited by place and time so that the transaction process can be done more easily. However, consumers sometimes have problems if they want to buy original goods with well-known brands, they are afraid of being deceived by online stores that sell fake goods. Researchers have conducted research on 34 consumers on e-commerce competitors and got the results that 30% of consumers e-commerce experiences fraud, 60.4% of consumers have difficulty finding original goods on e-commerce and 70% of consumers are interested if there is e-commerce that provides guarantees for both goods and payments. After doing research, this research makes a UI/UX design for the Tokyou application which is a platform that can sell new official brand goods and can sell used or original brand items on the same platform. Users or users can use this application without fear of fraud in the Tokyou application. By using the design thinking method which consists of 5 stages, namely empathize, define, ideate, prototype and test. The final results obtained indicate that the test results on the Tokyou application using maze resulted in the acquisition of click-action data with Grade A (Accelent) which indicates that this application can be developed and used as an application for e-commerce.

Keywords : Original Brand, Design Thinking, E-Commerce, Prototype