

ABSTRACT

DESIGN AND EVALUATION OF PETSU E-COMMERCE APPLICATION UI/UX USING DESIGN THINKING METHOD BASED ON MOBILE

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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. One of the company's partners who provide the SIB program is PT. Lentera Bangsa Bright or Binar Academy. 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. The final project carried out by the author is related to e-commerce with the theme of selling mobile-based pet needs. Often, humans also interact with animals such as pets and wild animals as a hobby, to relieve fatigue, or as friends to decorate their owners' days. Pets can be friends so that their owners don't feel lonely and have their own level of pleasure when they have pets. Based on usability testing that has been carried out using 5 component assessments of 5 users, the results of the Pestu application work received a total rating of 90.66% from users, which indicates that this application has been well received by its users with an excellent level of satisfaction.

Keywords : User inteface, User experience, Design Thinking, Mobile Application, Pet