

ABSTRACT

IMPLEMENTATION OF UI/UX IN DESIGN OF ONLINE URBID AUCTION APPLICATION (MAKE YOUR OWN BIDDING) BASED ON WEBSITE AND ANDROID

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The Independent Campus Policy, which was established by the Indonesian Ministry of Education and Culture, aims to make students more prepared to enter the world of work with the skills and knowledge they have. One of the existing programs at Merdeka Campus is Certified Independent Studies. This program collaborates with various partners, one of which is Binar Academy. Binar Academy is a pioneer start-up that helps create digitally literate youths who are able to gain learning experiences. One of the fields at Binar Academy is UI/UX Designer. Where in this field students will be given basic knowledge about the history of science related to UI/UX, methods and implementations related to UI/UX, and carry out research so as to be able to provide the UI/UX appearance that users need. The final project given to this program is to develop a fintech application that involves collaboration between UI/UX Designers and Product Managers by applying the design thinking method. In this final project, the topic taken by the user is the implementation of UI/UX in the design of the website and android based UrBid (Make your own bidding) online auction application.

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