

## **ABSTRACT**

**Nadian Febe Danusasmita (17104012), 2021– DESIGN OF A BIKE BUYING APPLICATION USING USER EXPERIENCE LIFECYCLE**

This research produces or gives the output is UI design and UX data, the method that will be used is the UX Lifecycle. This method requires data collection from users as data from UX (User Experience) and also a design process from UI (User Interface) design. This activity will be carried out within a certain community who are bicycle activists, and the main target or resource person in this research is a bicycle community in the surrounding community. This research was carried out to design and collect data from users regarding the design/prototype of the application, in this case the data collection was carried out by submitting a questionnaire to the user and the data will be used as the basis for designing the application. The process of data collection and design will continue until the design is in accordance with the wishes of the user and also the existing requirements. Data from users will also be processed using the SUS (System Usability Scale) method and from these results it will be seen how the level of user satisfaction with the application is, and what will be the first assessment material is the functionality of the application design in this case how the response time of the application when there is input, then what is the result that appears from the input, then is this application easy to use. The second assessment material is in terms of design, is the design of this application user friendly, is the design easy to understand in terms of the user interface, then the harmony or interrelationships between design pages, and also the aesthetics of the application design. The technique that will be used is Prototyping and will be divided into 2 sessions namely basic design and finalization, in session 1 it will focus on prototyping where the initial design or basic design will be made first then the design will be assessed or tested by prospective users according to the design assessment material , then the results of these tests will be used as the basis for the development of the previous prototype, and the development results will be re-tested by the user and so on until the design approaches the user's wishes, and in session 2 it is more focused on functionality testing data from the application design and will be assessed or tested according to the assessment material section of functionality.

**Keywords : UI/UX Lifecycle, System Usability Scale, User Interface, User Experience., Bike Shop**