

USER INTERFACE DESIGN OF MOBILE APPLICATIONS MARKET CAMPUS

By

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ABSTRACT

In the study eMarketer, Indonesia is predicted to exceed 100 million active smartphone users in 2018. The penetration of powerful smartphones in Indonesia is a good marker for the growth of e-commerce, which is largely accessible via gadget. Then the results of the survey research center communications (PUSKAKOM) UI on the 24th of April 2015 is known to use most Internet using a mobile device, which reached 85% of the number of internet users in Indonesia. Telkom University student population has increased every year. In the academic year, 2014-2015 Telkom University received nearly 6,000 students from 33 provinces in Indonesia. This amount in the majority of western Java 1,455 people, 498 people of Central Java, and Banten 362 people. This number increased by 14.1% compared to 2013. The growth of the business increases with the number of students. These businesses include food, printing, laundry, and others. Additional services of the business are home delivery. Students do not have access to media for grocery shopping and shopping information that is easy and has the facility of home delivery. Based on observations, interviews, analysis matrix, questionnaires, 7P, and SWOT then obtained a conclusion that needs to make a mobile application that is capable of displaying an easy shopping information and have the home delivery facility. Content on this application is a list of the food businesses, laundromats, car rental, printing, logo, address, telephone number, the list of products and prices. User interface design will be tailored to the target users, namely consumers and businesses, then the design will be created by the user concept, to be applied in the use of icons, layout, font, and color. Through the mobile application, consumers can find a variety of needs including food, laundry, car rental, and printing. Besides being able to find information about shopping, consumers can make purchases directly and the products will be delivered directly to them. Business travelers will have a new media to market their products.

Keywords: smartphone, students, businesspeople, interface, mobile