

ABSTRACT

Indonesia is known as agricultural country, but there is still many farmers who haven't reached the prosperity life because hardly to get fund for starting a farming project. This phenomenon give birth to some startup business which solve the problem of farming project funding through the idea of agricultural investment apps that helps connecting farmers to investor, such as tanijoy. Yet, some of these startup include tanijoy still have a bad user experience especially in terms of investment progress report that is received by investor manually through email. Therefore, tanijoy has a plan to create agricultural investment mobile apps for increasing the user experience quality. To answer that problem, the design of agricultural investment app prototype will be conducted based on datas obtained from literature review, visual observation, interview, questionnaire, and analyzed with affinity diagram and competitive analysis method, then will be tested to the user through usability testing method. Hopefully, that will help to achieve the user-friendly user experience so that investor can feel more safe and trust to funds farmers through tanijoy.

Keyword: prototype, mobile, UI, UX, agriculture