Abstract

Indonesia is an agrarian country that is rich in natural resources, especially in agriculture. Agriculture is one of the livelihoods of Indonesian people to fulfill their daily needs. Even so, farmers experience obstacles in the agricultural process, namely the long process of distributing agricultural products that is detrimental to farmers and the lack of information regarding farmers in terms of agriculture. To avoid these problems, a solution has been found in the form of application development that can help farmers in the process of information and trade services. Of course, the application requires an attractive UI / UX and is in accordance with the needs of users, especially farmers. The method used in UI / UX development in this application is the UXD (User Experience Design) method. The results of the UI / UX testing using UEQ (User Experience Questionnaire) from 24 respondents for the Farm Room Mobile Application resulted in an average of 1.62 which stated 'Good' and for Web Ecommerce Your Sayur it produced an average of 1.76 which stated ' Good 'then this application is in accordance with user needs.
Keywords: Agriculture, UI / UX, UXD Method.
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