

Abstract

Elefan Desain is a design service provider company in Bandung, West Java. Currently Elefan Design feels that in presenting the results of the project it does not involve the *user experience* and is less interactive for the *user*, only displays the results of visualization of the design in the form of 2D which is deemed less *detailed* in providing information, here the author sees the possibility of increasing the agreement to work together by creating an project application Augmented Reality of the mosque. There is a mosque that wants to be built and in the process residents and donors want to see information about the mosque and mosque visuals in full, the author wants to make an *augmented reality (AR)* application as an interactive media design, this application is based on aapplication *mobile* and is built with ansystem *android* to be used. by the *user* to see the *visualization of the* mosque in 3D, for the development of this application the writer uses the *Multimedia Development Life Cycle (MDLC)* methodology, this application has several views such as the Augmented menu, the funds and budget menu, the activity documentation menu, the management list menu and the documentation menu, This application aims to improveincrease *user experience*experience andin viewing designs withtechnology *augmented reality (AR)* which is a new thing in the world of design.

Keywords: *augmented reality, user experience, 3D*