

ABSTRACT

In the current era of technology, it is not surprising that developments occur rapidly and very rapidly, especially among the community, causing increased use of electronic media. One of them is the use of smartphones or smart phones. The increasing use of electronic devices makes some young entrepreneurs see good opportunities to compete in creating startups. ServEasy is one of the startups that is starting to compete in the technology business world. Of course, to realize the ServEasy mobile application, a display design is needed and considers the level of consumer comfort in terms of appearance (UI) and experience (UX). Where UI and UX are enough to be central to the design and development of mobile applications. We design with an approach that utilizes Kansei Engineering and support the appropriate application design according to the wishes of the respondent.. Kansei Engineering is also known for its technology to translate consumer emotions into designs. This approach begins by collecting consumer data about what suggestions or features should be included in a ServEasy application. The end result of this research is the user interface design of the ServEasy application. Each function or menu has a design with different interface characters, based on human-computer interaction principles for interface interaction.. The final result will be obtained through the usability questionnaire method based on the system usability scale.

Keywords: Startup, Kansei engineering, ServEasy, UI/UX, Usability