

ABSTRACT

The development of technology in Indonesia is quite fast, trend technology-based startups continues to develop the potential of startup startup. rapid development of technology and people who depend on smartphone, entrepreneur startup business begin to solve problems that exist in the community, such as one of the ServEasy startup design mobile app to solve problems and provide solution for community in the service sector. Design mobile app requires Desain antarmuka and Interaksi antara penggunadesign is very important because user can interact with the product. make the purpose this research can display a good experience. One of the methods of designing an app design that meets the wishes of potential users using Kansei Engineering method. Software that uses a rapid and step-by-step design approach for immediate evaluation by potential users. And the obtained results, together with the results of usability tests using questionnaires using the concept of the usability scale system, should be used to design the application according to the wishes of the users. Get feedback from this design in terms of academic and non-academic experience.

Keywords : *User Interface & User Experience, Prototyping, Kansei, Application.*