

ABSTRACT

REDESIGN OF MOBILE APPLICATION PROTOTYPE EXPEDITION SERVICE PT. POS INDONESIA

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At this time ICT is growing rapidly along with the times and activities are also packaged in the form of smartphones, one of which is the practical and fast delivery of packages by relying on mobile applications. PT. Pos Indonesia as a company engaged in expedition services has an application called PosAja! as the medium. This application makes it easier for MSME owners who are growing during the COVID-19 pandemic in running a business. Unfortunately the existing application when compared to other private companies, the mobile application for the expedition service of PT. Pos Indonesia is still not optimal and has not been able to meet user needs in terms of user interface appearance and user experience. Therefore, this design aims to design a mobile application prototype that is effective for users and is expected to simplify the package delivery process so that effectiveness and time efficiency can be created. This design method is qualitative in nature with data collection in the form of observations, literature studies, questionnaires and interviews with several parties both from internal PT. Pos Indonesia and external parties such as MSME owners and a UI/UX expert practitioner. After that, a visual analysis of the data and analysis of the comparison matrix were carried out. The results of this design in the form of a prototype mobile application for expedition services PT. Pos Indonesia. With the appearance of this mobile application prototype, it is hoped that it can become a recommendation for PT. Pos Indonesia which is able to bridge MSMEs in sending packages using the expedition service of PT. Pos Indonesia.

Keywords: *Mobile Application, User Interface, User Experience, Expedition Service, MSME*