ABSTRACT

DESIGN OF UI/UX PROTOTYPE MOBILE APPS FOR DIGITAL BOOK ARRANGEMENT

Oleh : Alisya Zeita Nisa Adnaya

1601190023

Entering the industrial era 4.0 and the rapid flow of digitalization, human life patterns are changing slowly following the rapid development of technology and people's lifestyles. To deal with these changes, mindsets and habits in using digital technology must be prepared. With this basis, a phenomenon called digital transformation emerged. This study aims to describe the design of UI/UX mobile apps to organize and categorize digital files and books in Indonesia. The results of the research are expected to help and facilitate readers in reading and collecting digital files and books. This study uses a descriptive qualitative research method. The data collection process was carried out by means of observation, interviews, questionnaires, and literature study. The data that has been obtained will then be analyzed using a comparative matrix analysis, with reference to five subjects, namely multimedia, mobile applications, user interface, user experience, and visual communication design. The study of the five discussions is used to understand how to design the right User Interface and User Experience to realize the stated goals. This research and design are expected to be the right solution for existing problems.

Kata Kunci : Mobile Apps, User Interface, User Experience, Visual Communication Design, Files and Digital Book