ABSTRACT

DESIGNING MyLyst APPLICATION AS A HOUSEHOLD SHOPPING ASSISTANT

By:

Gilang Argawana Yusuf

1601194223

In the modern era, shopping has become an unavoidable activity in daily life. Both Indonesian fathers and mothers continue to engage in offline shopping activities. In these shopping activities, Indonesian households often exhibit detrimental habits that can endanger their financial stability, such as impulsive purchases, spending on unnecessary items, and a lack of shopping planning. To address this situation, fathers and mothers can adopt the concept of frugal living. However, implementing frugal living in daily life is not an easy task. One potential solution lies in technological advancements, specifically the development of an application for shopping lists based on frugal living principles. Such an application could serve as an effective tool to assist individuals and households in overcoming their bad shopping habits. In the digital age like the present, numerous applications are available to help with household needs tracking. However, most of these applications share similar features and lack the incorporation of frugal living principles. Considering the observed phenomenon, this research will focus on designing an application to aid fathers and mothers in recording and making decisions during their shopping endeavors. The data collection methods for this research will involve observation, interviews, questionnaires, and comparison matrices. The analysis will be conducted using design thinking principles. The development of this application holds the potential to assist fathers and mothers in tracking their shopping needs and making informed decisions while shopping.

Keywords: Application, Shopping, Frugal Living, Impulsive, Household