

ABSTRACT

This research focuses on the UI/UX design for the digital wallet application "TI-OAN FINTECH," developed by PT Tabel Data Informatika to meet the needs of users in Timor Leste. Against the backdrop of the increasing use of mobile applications in daily life, the primary objective of this research is to create a user-friendly, intuitive interface capable of facilitating various financial transactions such as bill payments, mobile top-ups, and QRIS transactions. The Design Thinking approach was employed in the design process, encompassing five main stages: Empathize, Define, Ideate, Prototype, and Test. During the Empathize and Define stages, a needs analysis was conducted through observations and user interviews. The Ideate stage produced various design concepts that were then visualized as prototypes. The prototypes were tested by the QA division and received feedback from users for further refinement. The research results indicate that the Design Thinking method is effective in producing designs that meet the needs and preferences of users. In conclusion, the "TI-OAN FINTECH" application was successfully designed to enhance the efficiency of financial transactions and help users manage their finances better, contributing positively to the development of digital financial services in Timor Leste.

Keywords — UI/UX, Digital wallet, Design thinking, Financial transactions, Mobile apps