

ABSTRACT

Ashoobirin Farm is a sheep farm actively operating in the Tangerang city area. Ashoobirin Farm focuses on selling sheep for religious events such as aqiqah, qurban, etc. In addition, the farm also accepts bulk orders. Although Ashoobirin Farm has a small pen and limited land, it can still meet consumer demand. However, the problem faced by this farm is a decrease in profits caused by lost sales due to slow confirmation responses and incorrect sheep identification, which currently relies solely on the memory and experience of the workers. This research aims to design a mobile application's (User Interface) UI and (User Experience) UX to assist with sheep data collection at Ashoobirin Farm. The methods used in this research are Design Thinking and Sprint to accurately map user needs. This design will be verified using (Web Content Accessibility Guidelines) WCAG and (User Acceptance Testing) UAT standards to ensure its suitability with user needs. This design is expected to benefit Ashoobirin Farm in accurately collecting and identifying sheep data in the field.

Keywords: Design Thinking, Sprint, Sheep Data Collection, Ashoobirin Farm