ABSTRACT

VISUAL DESIGN OF FASHION SHOPPING DESTINATION MOBILE

APPLICATION FOR DISTROS IN BANDUNG

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Paris van java has become the predicate of Bandung that cannot be apart from it since the dutch colonial time. One of the reason people visited Bandung is because of its clothing industry is so varied, for example there's so many distribution store or distro that we can found. But due to lack of public's knowledgement about the spread of the Distro's location making it difficult for visitor in finding good quality store, this is because the absence of an integrated media with between distribution stores in conveying information simultaneously. One of the media that we can use is mobile phone application. To making things easier and to provide comfort in the use of cell phone applications, user interface (UI) and user experience (UX) plays important roles in the typography , color, layouts, icons and others. The main question of the final project is, how to design a mobile phone application as a media in giving information about distribution stores in Bandung?

The method of data collection which the writer used are interviews, study literature , observation and questionnaire. Analyzing data analysis using the matrix table to linking all the datas and the theory with questions. The result is ui and ux on the cell phone's application for shopping destinations Distro in Bandung using typography that easy and comfortable to read, appropriate color, and showing attractive picture or illustration, representative icon and logo that reflects the identity of the application's activity. All arranged in such a way that begins from a catalogue page until the users will perform the action to buy a product .

The purpose in using the application is to facilitate a prospective buyer when they want to find any information about Distro, especially Distro which located in Bandung before the buyer finally buy a product.

Keywords : User Interface, User Experience, Mobile Application, Distro, Bandung