

## **ABSTRACT**

### **DESIGNING A MOBILE APPLICATION PROTOTYPE TO SEND A MESSAGE ABOUT SELF-LOVE**

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Mental health is a recurring problem that many people have faced during the Covid-19 pandemic. In Indonesia, cases of depression and excessive anxiety have increased ever since the Covid-19 pandemic. Hence according to a few psychologists the importance of self-love may be a crucial factor as a basic step of taking care of our mental health. This study aims to create a mobile application design that aims to convey messages about self love effectively while also attracting the attention of target audiences. The data collection process was carried out by a qualitative method that includes, observation, questionnaires, literature studies, and interviewing companies engaged in similar fields and are in line with the objectives of this study along with interviewing User Interface and User Experience practitioners. The data will then be processed and analyzed henceforth, several topics appear in this research such as Multimedia, Mobile Apps, Gamification, User Experience, User Interface, Visual Communication Design, and Business Model Canvas. These topics are very useful and important to creating and designing mobile app prototypes that are suitable in the hope that it can be a solution to existing problems.

**Keywords :** Self-love, Mental Health, Mobile Application, User Interface, User Experience