

DAFTAR GAMBAR

Gambar 2.1 Pola Visual Central Place Theory	15
Gambar 2.2 Framework Double Diamond	16
Gambar 2.3 Frame Double Diamond	17
Gambar 2.4 Wireframe	19
Gambar 2.6 Kerangka Pemikiran Penelitian	23
Gambar 3.1 Tahapan Manual	34
Gambar 4.1 Merchant Agree Mart	35
Gambar 4.2 Voucher Agree Mart	36
Gambar 4.3 Customer Journey Map	37
Gambar 4.4 Peta Kecamatan Serpong	39
Gambar 4.5 Pedagang Sayur di Kec. Serpong.	40
Gambar 4.6 Logo Segari	41
Gambar 4.7 Logo Sayurbox	41
Gambar 4.4 Merchant Agree Mart di berbagai daerah	43
Gambar 4.5 Merchant Pasarmu.id	44
Gambar 4.6 Merchant Sayuready	44
Gambar 4.7 Merchant Sibas Easy Food Tangerang	45
Gambar 4.8 Merchant Godhong Ijo	45
Gambar 4.9 Merchant Sayuready	46
Gambar 4.10 Merchant Agree Mart di berbagai daerah	46
Gambar 4.11 Voucher dan Kupon Agree Mart	47
Gambar 4.12 User Flow Chart Agree Mart	48
Gambar 4.13 Kelurahan di Kec.Serpong, Tangerang Selatan, Banten	49
Gambar 4.14 Kios Pedagang Sayur Tradisional di Kec. Serpong	50
Gambar 4.15 Proses Wawancara Product Owner Agree Mart	52
Gambar 4.16 Proses Wawancara Tim Market dan Operation Agree Mart	53
Gambar 4.17 Awareness user terhadap aplikasi Agree Mart	55
Gambar 4.18 Awareness user terhadap aplikasi Agree Mart	56

Gambar 4.19 Awareness user terhadap aplikasi Agree Mart	56
Gambar 4.20 Perilaku Pembeli Konvensional	57
Gambar 4.21 Perilaku Pembeli Konvensional	58
Gambar 4.22 Perilaku Pembeli Konvensional	58
Gambar 4.23 Pendapat berbelanja lewat layanan aplikasi Online	59
Gambar 4.24 Pendapat berbelanja lewat layanan aplikasi Online	66
Gambar 4.25 Hexagonal Range dan Threshold di Kec.Serpong	67
Gambar 4.25 Implementasi pola Hexagonal Range dan Threshold	68
Gambar 4.25 Flowchart Implementasi Dalam Channel Agree Mart	71
Gambar 4.26 Wireframe	72
Gambar 4.27 Wireframe Home	73
Gambar 4.28 Rekomendasi UI “Home”	74
Gambar 4.29 Wireframe Merchant Landing	75
Gambar 4.30 Rekomendasi UI “Merchant Landing”	76
Gambar 4.31 Wireframe Merchant di Sekitarmu	76
Gambar 4.33 Rekomendasi UI “Merchant di Sekitarmu”	77