

ABSTRACT

MOBILE APPLICATION PROTOTYPE DESIGN AS A PLATFORM FOR OVERSEAS SHOPPING ENTRUSTED GOODS SERVICES

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Currently, many people are looking for something they need or want online, for example, goods or needs. However, not all items are sold on marketplaces or e-commerce, some items are hard to find there. Therefore, many people are looking for entrusted or jastip services, to buy things that they want and cannot reach themselves. Delivery services are usually found on Instagram, but for further orders, prospective users of the delivery service are usually required to contact the delivery service provider via WhatsApp, which can take time. In addition, because this service only has trust, there are also cases of fraudulent entrusted services. Therefore this research was made with the aim of designing a mobile application prototype as a delivery service platform. This application connects buyers with travelers or entrusted service providers. The analytical method used in this research is the design thinking method to understand the problems, needs, and expectations of users. Visual analysis methods are used to help create a good user interface. As well as a comparison matrix helps in evaluating and comparing the quality of competitor applications. With this design the application is expected to create an easy, comfortable and safe experience for users in carrying out entrusted goods services.

Keywords : *Application, E-commerce, Marketplace, Platform, Shopping Entrusted Goods Services*