ABSTRACT

DESIGNING UI/UX OF A MOBILE APPS FOR TACKLING TEENAGE SMOKING ADDICTION IN BANDUNG CITY

By: Laroybavi Muhamad

1601194403

Cigarettes are consumed by people of all ages. The problem of cigarette addiction is a challenge for adolescents who want to improve their lives. In the case of cigarette addiction, addicts will have difficulty reducing cigarettes after the onset of physical and psychological dependence so as to form dependence behaviour. The process of stopping cigarette addiction can be done independently, but the success rate is considered low and external support is needed in the form of a psychologist to understand the cigarette addiction cycle. Technological advances facilitate human activities in solving their problems. In addition to this convenience, the use of applications can make it easier to overcome the problem of adolescents about the difficulty of stopping cigarette addiction. This research aims to produce a UI/UX design in the form of a mobile application that has a function to stop cigarette addiction in adolescents in the city of Bandung and become an intermediary medium for addicts and psychologists. The results of the research are expected to help teenagers to be able to stop their addiction. This research is a qualitative research. The data collection process was carried out by means of observation, interviews, and questionnaires. The data obtained was analysed using visual analysis and comparison matrix analysis, with reference to nine subjects, namely multimedia, mobile applications, design thinking, communication approaches, logos, user interfaces, user experience, visual communication design, and business model canvas. The study of these nine subjects is very useful to understand how to design the right UI/UX to answer the problems experienced by teenagers.

Keywords*: Mobile Application, UI/UX, Smoking Addiction, Visual Communication Design.*