ABSTRACT

DESIGNING AN APPLICATION PROTOTYPE FOR THE TREATMENT OF ORNAMENTAL PLANTS

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Today's increasingly sophisticated technology has a lot of impact on information search technology. The ease of finding this information leads to paths in gardening activities, especially in practical and modern guidelines for caring for ornamental plants. This study aims to describe the user interface design for a guide application for caring for ornamental plants. The results of the research are expected to provide effective solutions for ornamental plant lovers, as well as to increase interest in productive hobbies. This research is descriptive qualitative research. The data collection process is filled with observation, interviews, questionnaires, and literature study. The data obtained is then analyzed using the theory of design thinking, a comparison matrix, with reference to the subject matter of application design, user interface, and user experience. The study of this matter is very useful for understanding how to design the right application to reach the main purpose of this application which is for offering help of caring for ornamental plants, and is expected to be the right solution for existing problems.

Keywords: *Application Design, Design Thinking, User Interface, User Experience, Ornamental Plants*