

Abstract

Gamification involves the application of strategic thinking and gaming mechanisms to engage users in problem-solving activities. This approach is implemented within financial education application systems, utilizing UI/UX methods and the design thinking process. The method is employed in the development of the AD application, which is designed to enhance financial literacy, particularly in the Greater Bandung area. The AD application is rooted in educational principles, crafted through the design thinking method, and is accessible as a mobile-based platform on smartphones. The user interface is tailored to meet the specific needs of users. Testing of the application yielded a score of 89.5 on the System Usability Scale (SUS), leading to the conclusion that the application is deemed suitable for use without requiring any further enhancements.

Keyword : *Gamification, UIUX, Design Thinking, Financial Education, Financial Literacy*