

ABSTRACT

Offline learning held again. However, several problems arise in the midst of normal student activities. Traffic jams, academic, social, or organizational activities are the main reasons students are overwhelmed in meeting their daily needs. The lack of information about the availability of goods, prices, and distance from businesses for daily needs adds to the difficulties faced by students. This makes product sales, fulfillment of consumer needs, time and energy efficiency reduced. This research aims to overcome these problems by designing prototype UI/UX applications. The results of the design are expected to help students overcome the obstacles of fulfilling inefficient daily needs and help daily necessities businesses in selling their products more widely. The research uses qualitative methods in the form of observations and interviews to clarify the real problems experienced and quantitative methods in the form of questionnaires to get a comparison of design styles that are in demand by target consumers. The results of the research show the need for a platform that houses daily necessities businesses to help product distribution and help students meet their daily needs. The design of mobile apps uses a design thinking approach through the stages of empathize, define, ideate, prototype and test. Business design is designed using business model canvas and business model navigator to get an accurate and effective business framework.

Keywords: Design thinking, Mobile apps, UI/UX, Daily Needs.