ABSTRACT

DESIGNING A MOBILE APPLICATION PROTOTYPE CONCERNING
INFORMATION ON COFFEE SHOP IN THE CITY OF BANDUNG

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Hangout activities are an important aspect in young people's lives. Hangout activities that are often carried out by young people in the city of Bandung and tourists are in places that have a unique and interesting atmosphere in the city of Bandung, including coffee shops. Even though coffee shops are scattered in every corner of the city of Bandung to be used as hangout places, meeting places, WFC (Work From Café) places, or so on. However, the information provided by coffee shop entrepreneurs to potential visitors who will visit to carry out various desired activities at coffee shops in Bandung City is still lacking. The increasing use of mobile apps is currently influenced by several factors, namely the development of increasingly sophisticated and affordable technology. Therefore, this research is the basis for designing Mobile Apps regarding Coffee Shop information in Bandung City, for local people and tourists who come to Bandung City and want to enjoy the atmosphere by hanging out activities. The design is carried out using the design thinking method which starts from empathize, define, ideate, prototype, test. This research is Idea Based with mobile application output targeted at potential coffee shop visitors to find coffee shops in the city of Bandung. This research aims to design a mobile application about coffee shop information in Bandung City which will provide information about coffee shops in Bandung City and make it easier for potential coffee shop visitors to find a coffee shop that suits their individual needs and desires. potential visitors.

Keywords: *prototype, mobile application, hangout, coffee shop.*