

ABSTRACT

PROTOTYPE DESIGN OF “BARBERCOME” MOBILE APPLICATION AS AN ONLINE HAIRCUT SERVICE

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Hairdressing is one of the most important things, especially for men. Therefore, over time, barbershops have sprung up that offer various types of haircut services. But the barbershop business also has its own problems and obstacles such as customers who accumulate, queuing systems that are not neatly organized, to the lack of customer time when they want to leave the house to shave his hair. From these problems, this research aims to produce a mobile application design that can make reservations online at barbershops and also call barberman to come to the house. The method used to collect data in this research is in several ways including observation, questionnaires, literature studies and also interviews with several relevant stakeholders, namely potential customers, potential partners, and also practitioners in the field of user interface design. After the data is obtained, the data is analyzed using the design thinking method. Starting from the empathize, define, ideate, prototype, then testing stages. The benefits of this research are to provide solutions to problems faced by barbershop business people including presenting a queuing system in a neatly organized barbershop, and being able to make barberman calls to the house.

Key Words : *Mobile Application, User Interface, User Experience, Barbershop*