Perancangan *User Interface* Aplikasi Pemesanan *Furniture* dengan Teknologi *Augmented Reality* Menggunakan Metode *Design Thinking*

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Abstract

The development of communication technology in the 21st century has an impact on life and information dissemination in various industries. One of the impacts of technological development is in the furniture industry which is experiencing rapid growth. However, the sale of furniture products still uses a lot of traditional media, thus reducing consumer interest and interest. Therefore, Augmented Reality technology can be an alternative by being implemented in e-commerce so that products can be displayed in 3D and detail and provide a better shopping experience. It is expected that AR technology in this application will provide users with realistic 3D visualization of the furniture ordered, as well as easy-to-use color options to make it easier for them to choose. The method used in this research is Design Thinking. This method allows researchers to conduct a deep understanding of users and create innovative solutions. Usability testing in this study uses the System Usability Scale (SUS) to test the usability of the application with the result is a score of 74.5, which indicates that this application has a minimum SUS score above average and has a grade scale B ("Good") and an acceptable level of acceptance.

Keywords: *Augmented Reality, Design Thinking, Furniture, System Usability Scale, User Interface.*