

ABSTRACT

DESIGN OF MOBILE APPLICATION PROTOTYPE FOR BUYING USED GOODS

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Sales is the activity of selling products or services with the aim of obtaining income or profits for companies or individuals. Used goods are goods that have been used before. Selling used goods is in great demand because buyers look for used goods at low prices but do not reduce the usefulness of the goods. However, people still have concerns about online shopping for used goods due to the prevalence of fraud. So people need security features such as seller location, seller ratings and transaction security. The aim of this research is to create an application for buying and selling used goods that can make it easier for people who want to buy or sell used goods. By designing an application for buying and selling used goods, it is hoped that it can help people sell or buy used goods. This research is descriptive qualitative research. The data collection process was carried out by means of observation, interviews, questionnaires. The data obtained was then analyzed using comparative matrix analysis, referring to five theories, namely application, marketplace, mobile marketing, visual communication design and design thinking. To design the application prototype, use the minimalist flat art concept.

Keywords: *application, marketplace, mobile marketing, visual communication design and design thinking*