

ABSTRACT

The wine market in Indonesia still faces several challenges, including a lack of education, limited access to reliable information, and the absence of a dedicated community platform for wine enthusiasts. This study aims to design a mobile application prototype that serves as an integrated platform for information, e-commerce, and community forums for the Indonesian wine industry. The design process utilizes the Design Thinking methodology, focusing on user needs through stages of empathy, problem definition, ideation, prototyping, and user testing. Data collected from observations, interviews, and questionnaires revealed that Indonesian youth are interested in wine but lack quality information sources. The final result is a mobile application prototype offering wine education features, e-commerce services, and discussion forums for Indonesia's wine community. This platform is expected to promote sustainable growth in the Indonesian wine market.

Keywords: Indonesian Wine, Design Thinking, UI/UX, E-commerce, Community, Mobile Application