

ABSTRACT

Instarent, a vehicle rental business in Bandung, faces operational challenges due to its manual booking system, which results in a slow and less transparent process for its main customers, namely students and tourists. This research aims to design a mobile application prototype with a UI/UX approach as an integrated digital solution to address these issues.

The resulting design is an intuitive application, presenting key features such as real-time booking, clear information on unit availability, and digital payments. This application is expected to significantly simplify the rental process, increase operational efficiency, and serve as an effective digital promotion medium to strengthen Instarent's image and competitiveness in a competitive market.

Keywords: Vehicle Rental, UI, Rental, Application