

# ***Implementation of Promotional Media Using a Mobile-based User Centered Design Model***

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## **ABSTRACT**

*The development of e-commerce business is increasing. Based on data from a marketing technology company from France, Criteo, it is predicted that Indonesia will become the largest e-commerce user in the Asia Pacific (APAC) region. Looking at this data, it is clear and certain that the potential of the e-commerce market in Indonesia is very large. However, not all online sellers are producers. There are still many online sellers who sell reseller goods. An effort to overcome problems related to information needs and provide alternative solutions is to apply a User Centered Design (UCD) method in designing a wallet product ordering system by utilizing user opinions, as well as user patterns and behavior. The purpose of using this User Centered Design method is to overcome the problem of the user's inability to use the system, and it is hoped that the user will be able to know the function of the system in a single use. From this practical work writing report, several conclusions can be drawn, namely the system can provide convenience for customers in buying products, transacting and getting up to date product information, the report generation process can be done automatically and more precisely with the help of the system, the system can makes it easier for shop owners to recap data and is safer because it is stored computerized in the system. Based on the conclusions that have been made, there are several suggestions for further system development. In terms of appearance, the software still looks simple and still needs to get a better design. For the main display, the user must be attractive in terms of color, writing, design, layout, etc.. A sales unit is made, so that if there is a defective item, it can be returned and exchanged for a new one.*

**Keywords:** *System, Android, Online Shopping, Mobile, and User Centered Design*