

ABSTRAK

Zyon is one of the startups in the mental health field that was born because of concerns about mental health that were not handled properly. In fact, mental health is an important aspect of human life. Therefore, the Zyon application design is based on existing problems and provides solutions according to user needs. This research focuses on mental health issues, namely bringing together users and psychologists on one platform.

The results of this study are in the form of a mental health application prototype design using the design thinking method. Design thinking IDEO by Tim Brown and Jocelyn Wyatt which defines that there are three stages in design thinking, namely empathy map, idea, and confirmation. At the empathy map stage, in-depth interviews and observations are carried out to articulate the needs of users. At the idea stage, discussions with the team are carried out to generate ideas and solutions. At the confirmation stage, expert interviews were conducted to ensure that the proposed idea was needed. After going through these three stages, a concept formulation was made for the Zyon startup application design.

The resulting design results in the form of an application mockup. The Zyon application provides consultation and various other features to make it easier for users and psychologists to interact. The mockup of the application will be validated through respondents and psychologists to produce a representation of the design results. Mockup as a visualization of the design concept that has been made as a real picture of the product design. Making a mockup as a product design is useful as an illustration of the Zyon application. Zyon mockups provide real-world visualizations that display an idea in its original form. The use of mockups makes it easy for repairs before launching the application, saving time and minimizing Zyon's startup costs.

Keywords: design thinking, usability testing, startup