

## ABSTRACT

---

This final project is entitled "Analysis and Design of UI/UX Point of Sale Based on Windows and Website in UMKM Sales Transactions in the Telkom University Area". The main objective of this project is to analyze the needs of Point of Sale (POS) features for Micro, Small, and Medium Enterprises (UMKM) in the Telkom University area and to design an attractive, user-friendly, and easy-to-use UI/UX design. The methodology used in this project is design thinking, which allows a user-focused approach in every stage of design. Through an in-depth analysis of the needs of relevant POS features for UMKM in the area, as well as the application of effective UI/UX design principles, this project produces a design that meets aesthetic and functional criteria. The results of this analysis indicate the specific feature needs desired by users and produce an attractive POS design. Based on User Acceptance Testing and User Experience Questionnaire, the design and features developed by the BAYARPOS system are proven to be in accordance with the needs and preferences of UMKM in the Telkom University area. Thus, this project has succeeded in defining and meeting user needs in terms of an effective POS solution for the UMKM environment.

*Keywords: UI (User Interface), UX (user Experience)*