

## Application Design Of Delivery Services Cv. Niskala Forward Globalindo

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**Abstract :** Writing this paper aims to describe the design of the User Interface and User Experience designs that can be used in the service delivery application of a company in Indonesia. This design useful for making the application display easier to understand, comfortable to view, and comfortable to use. The use of the user interface design will be applied to mobile applications that will be used by customers of delivery services. In the delivery service, there will be several forms of service that differentiate it from similar companies.

**Keywords:** User interface, mobile application, Delivery service.

### 1. Introduction

Goods delivery service can be said to be one of the oldest cultural activities that humans have. Although it is heavier to determine the time when the habit of shipping goods first began, even we can find this implicitly discussed in various ancient records.

Many histories record Phoenicia as an accomplished maritime nation that carried out cross-continental voyages in order to orchestrate trade between nations in ancient times. Entering the 21st century, the landscape of the freight forwarding business has changed drastically again. This time it is not only supported by the rapid development of transportation technology but especially by the rapid development of information and communication technology. Namely, that every transaction process for the delivery of goods is always made a document as proof of the reality of the transaction which is the handle of both parties.

The significant changes in at least the last 2 or 3 decades are more to the operation mode. changes in service use due to technology has revolutionized nearly every shipping operation.

One of the most prominent applications of digital technology in the process of shipping goods is the possibility of a "Real-Time Tracking" system facility, which makes it easier for related parties (such as sellers, resellers to consumers in e-commerce activities) to monitor the whereabouts of packages sent until getting the estimated time of arrival at the destination.

CV. Niskala Maju Globalindo is a shipping service company domiciled in Bandung since 2019, CV. Niskala Maju Globalindo has engaged in the delivery of goods such as household staples, buildings, motorized vehicles, and foodstuffs. The type of delivery is not only in the country but abroad, even on a large scale, and has used standards that meet the standards for export or import shipments.

With the development of a more modern era, CV. Niskala Maju Globalindo requires a mobile-based application so that business flows that have not been properly integrated can be well connected, and all information about the company can be known by the company's clients.

CV. Niskala Maju Globalindo (NMG) asked the author to create a Shipping Service application design for his company engaged in the shipping service business in Indonesia, in running a business in the shipping service sector, this company has not implemented an information system that can be used by the company to make it easier for clients. companies in estimating the cost of shipping services, tracking the location of goods sent to make it easier for the company and the company's customers to communicate.

### 2. Literature review

Layout is important in making User Interface (UI) designs, whether it's Mobile Apps or Websites, all of which have an important layout design, it makes the user perspective to judge whether the application or website is good or not.

Similar to designing a brochure or magazine, a UI designer requires knowledge to make the correct design layout such as arranging an article, image, or illustration according to its target audience (Krause, 2001; Sanusi & Sanusi, 2019).

In designing the User Interface design in the application requires data from the target user, because the main challenge in making application design is how to design the layout of the content in the application, so that the message the application owner wants to convey is conveyed to the user.

Some things that are taken into account in making application design are mapping a layout for content, then the duration of the user using the application to get information from an application, and finally how much movement of the user is when viewing the content in the application (Bergstrom & Schall, 2014 ).

### 3. Results and discussion

#### 3.1 Design Concepts

In the concept of designing the user interface and user experience design for the Niskala Maju Globalindo (NMG) application, it requires several stages of development that can strengthen the designs of the NMG application, including making a sketch and a wireframe, after that making a wireframe, then if that stage has been made and approved by the client, the next stage is making a visual design of the application user interface.

##### 3.1.1 General Concept

From the data that can be obtained below is the data obtained to be able to determine a design. Here are some competitor data that can be used as a reference for making application designs for Niskala Maju Globalindo (NMG).

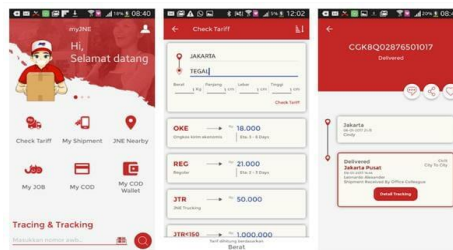


Image 3.1 myJNE application

In this myJNE application, I take some of the same features as the application that I created, such as the shipment feature and check rates. The advantages of this myJNE application are in choosing colors which are dominated by red and white, there are also other colors such as blue which are used in writing prices, and also all menus are at home which can greatly facilitate users (Dikdik, 2020).

Some of the things that I take from TIKI application are the buttons because the buttons they use are quite simple and easy to understand by audiences. I use colors from TIKI page, which are predominantly white and blue, and several gradations of the two colors make the image softer and more pleasing to the eye (TIKI, 2020).

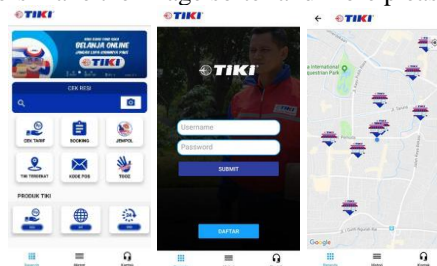


Image 3.2 Tiki application

One element that I take as a reference from the J&T Express application is the bottom button. it because the bottom button used in this application is very simple and it's directly. The strong point of J&T Express application is the user is in this application. the user is presented with the use of predominantly red and white colors, following the color of his own company identity (J & TExpress, 2019).

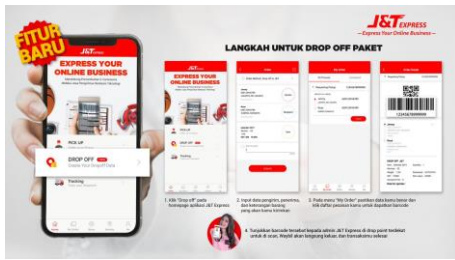


Image 3.3 J&T application

### 3.1.2 Visual Concept

From the data obtained above, we can analyze that the User Interface Design hierarchy is a matter of great concern in order to make it easier for users to use the application.

The visual strength that is present from each User Interface design in the application will encourage users to better understand and make it easier for users to use the application, and shorten users in carrying out activities or anything that previously required more effort and with this application, any effort is made less from the previous.

In conclusion, this application which has the same system as the Niskala Maju Globalindo (NMG) application has a different focus, but several application usage flows can be used as a reference in implementing the NMG application usage flow to make it simpler than other competitor applications, and the NMG application. This has a different target user with other competitor applications, this NMG application only targets customers who do use the company's services, therefore the use of colors and fonts in designing the appearance of this NMG application must be in accordance with the company's target users.

In the concept of designing the user interface and user experience design for the NMG application, it requires several stages of development that can strengthen the design interface of the NMG application, including sketching that making a wireframe, after it's approved by the client, the next stage is making user interface design.

#### A. Sketch

In designing a sketch application design, it is included in the important things done by the designer to get a layout picture that suits the needs of the application.

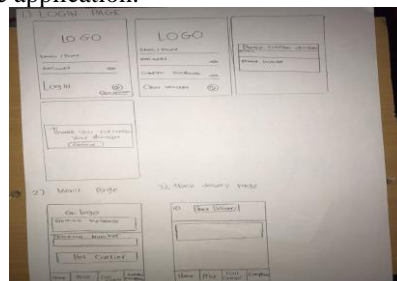


Image 3.4 Interface Sketch 1

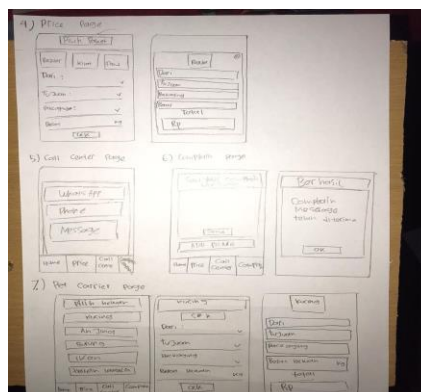
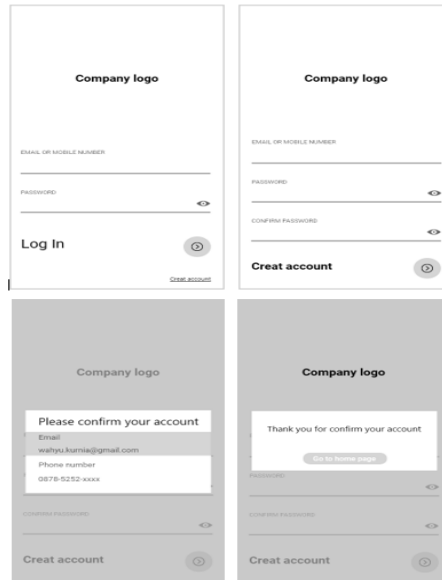


Image 3.5 Interface Sketch 2

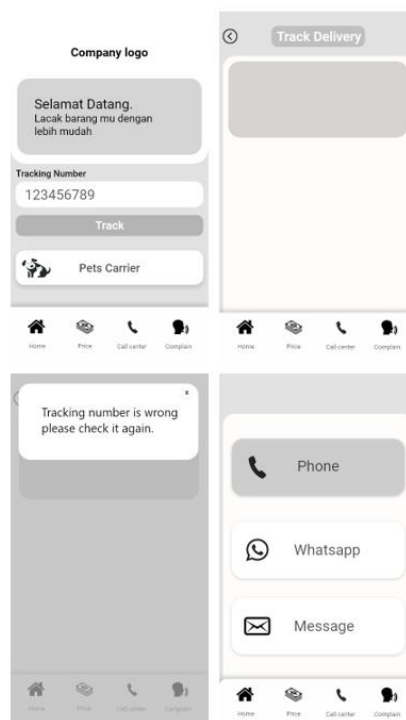
**B. Wireframe**

Wireframe is a framework for arranging an item on the screen display or interface before the actual design process begins. Items that can be style include banners, headers, content, footers, links, input forms, and so on.

This one process will usually be given to the UI Designer. UI designers use hand strokes on paper or special wireframing design tools. Wireframes are only visible in the form of lines and boxes that arrange the layout of elements on the website. The following is a Wireframe Design for the Niskala Maju Globalindo (NMG) application.



**Image 3.7 Detail Display Menu Log In and Sign Up**



**Image 3.8 Details of Home Page and Call Center Display**

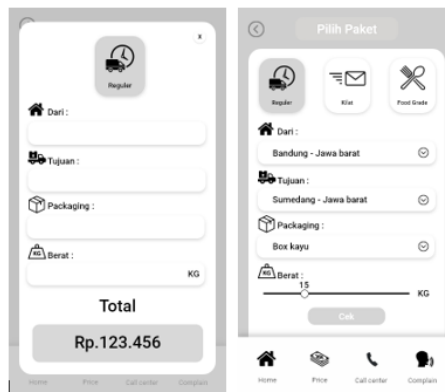


Image 3.9 Check Price Menu Display

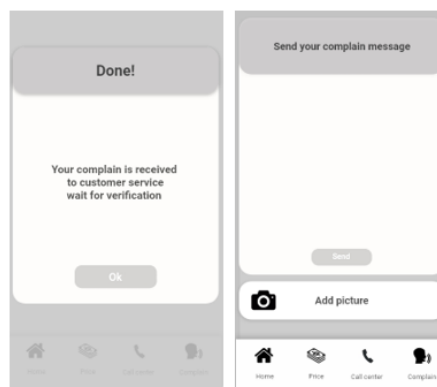


Image 3.10 Complain Menu Display

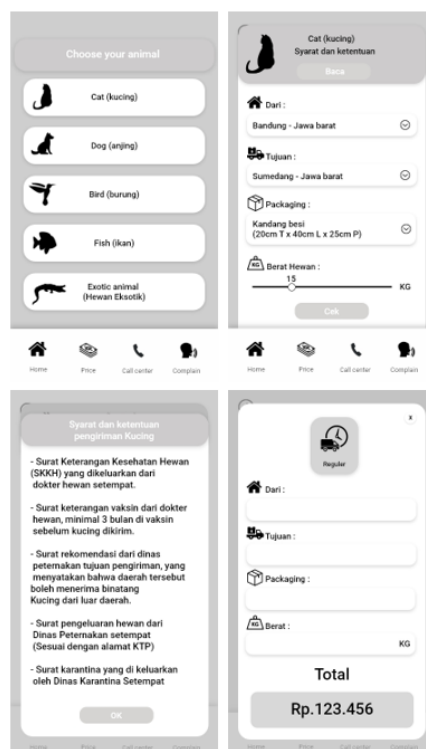


Image 3.11 Pet Delivery Display

### C. Flowchart

Flowchart functions are used to analyze, design, document, and manage a process or program in various fields. In particular, flowcharts serve to help describe what situations are happening and what will happen from a symbol

and its hyphen. In addition, this flowchart is able to clarify a flow of a system, be it the shortcomings or advantages of various processes in the stages of a system (dosen pendidikan, 2020).

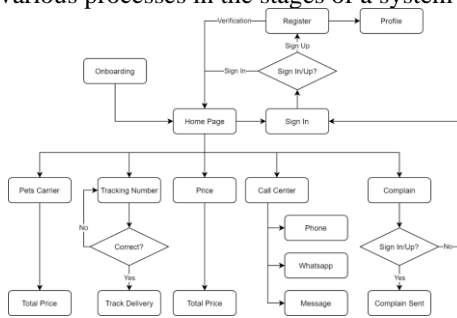


Image 3.12 Flowchart

The following are several flowchart purposes, including:

1. Describe the sequence, stages of solving the problem
2. Describe the problem in a simple way, unraveled, neat, and clarity ear manner

Flowcharts help analysts and programmers to solve problems in an easier way. Flowcharts solve a problem that needs to be studied and evaluated further.

### 3.3 Design Results

The design results of the NMG application are as follows:

By using the dominant red color that characterizes the company's identity and the font used is very suitable for the simple impression that is applied to this application.

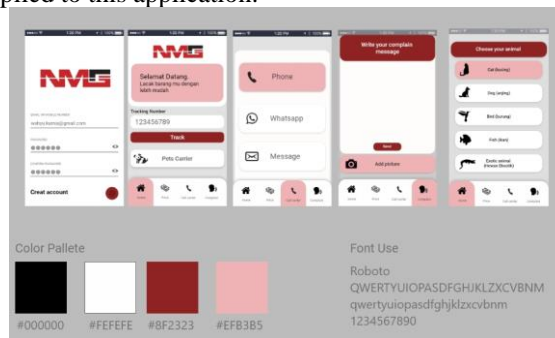


Image 3.13 Colors and Fonts applied to NMG designs

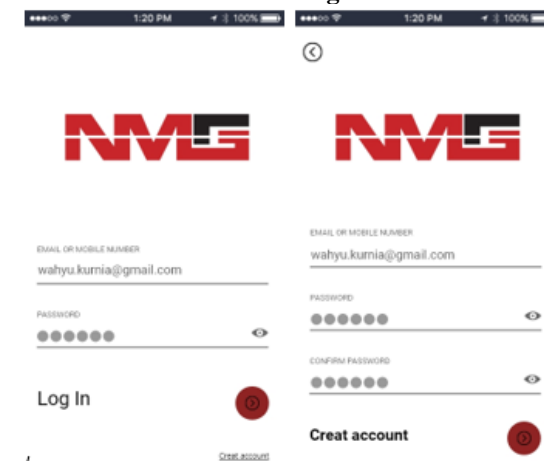


Image 3.14 Login and Sign up Display

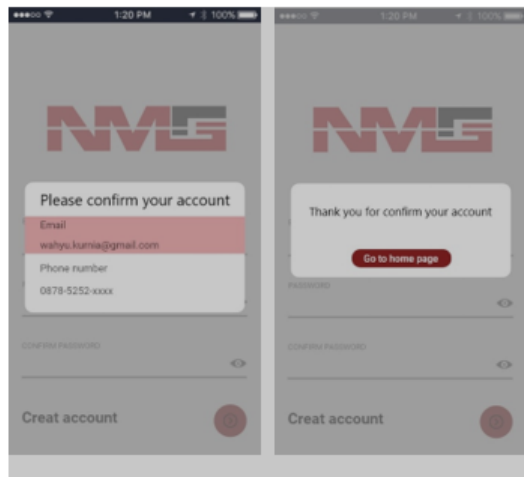


Image 3.15 Confirmation Display

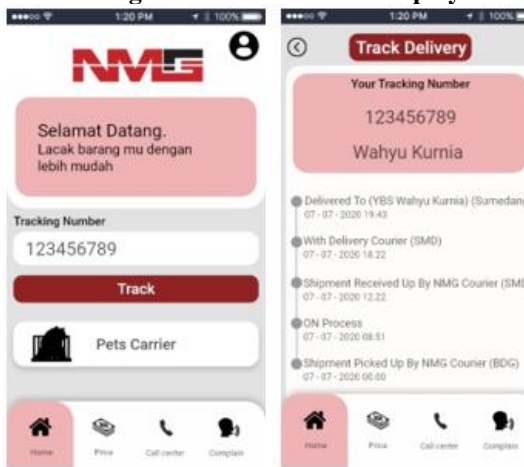


Image 3.16 Home Display and Tracking Display

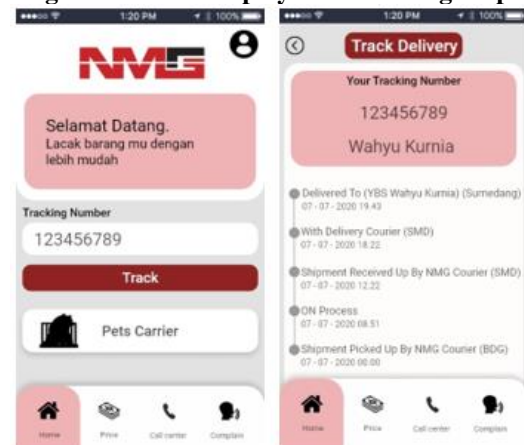
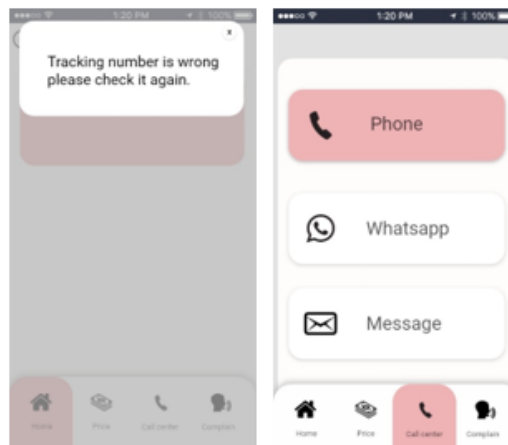
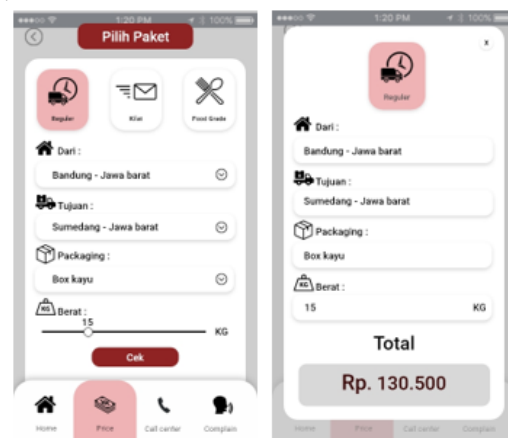


Image 3.17 Pets Track Display



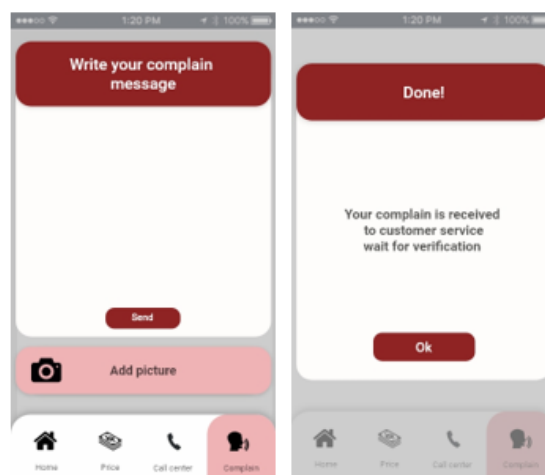
**Image 3.18 Wrong Number Display**

From the menu page above, several features present. Tracking delivery, pet carrier, and profile change. In the profile change the delivery tracking feature directly at the start of the page, and it easier for users who want to find out the goods will have no trouble.



**Image 3.18 Wrong Number Display**

Above is a feature known as price check or price check, with shipping features, namely regular, lightning, and food grade.



**Image 3.19 Complain Page Display**

The complaint feature in this application is to give customers of the company to make complaints about the goods.



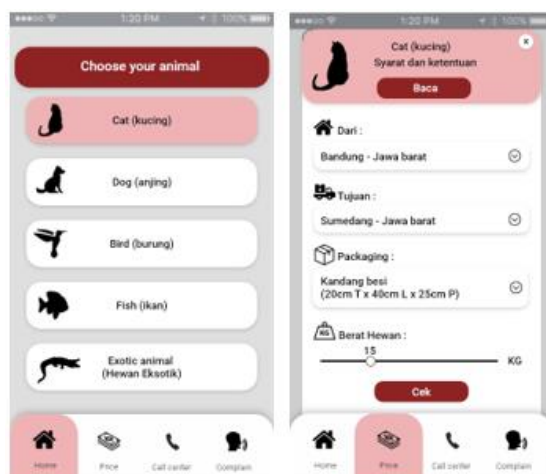


Image 3.20 Pet Dislay Menu

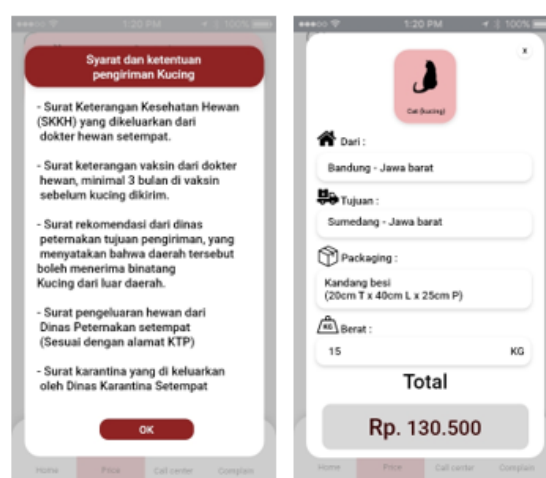


Image 3.21 Complain Page Display

Another feature provided by NMG is a reliable animal delivery feature with all procedures that comply with the terms and conditions.

#### 4. Results

As the end of the discussion, the author tries to draw conclusions and provide suggestions.

##### 4.1 Conclusion

The conclusion that can be drawn from this paper is the interface design in the Niskala Maju Globalindo (NMG) application.

The conclusion from the design carried out by this writer is expected that the existence of a Shipping Service Application for the Niskala Maju Globalindo company will make it easier for the company's customers to track goods and find out price information from the Niskala Maju Globalindo company.

And with the new innovation in the form of a pet carrier that has not been done by many other companies, it is hoped that this company will become the first company to provide this facility and also become a role model for other companies in the field of Shipping Services.

With the design stages carried out like this, especially the author can better know and strengthen the design of the application according to the needs of the author's client.

##### 4.2 Suggestion

The author hopes that this work can be used and profitable for the client company. The author hoped that readers want to be used as a reference to create various other work that can be useful and even more innovative.

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