

ABSTRACT

Design of Cosmetic Product Application Integrated with Self Ordering -Kiosk Machine

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The cosmetic industry in Indonesia is experiencing rapid growth, but the increase is accompanied. This research aims to design a cosmetics application integrated with a self-ordering kiosk machine as a user-oriented digital solution. Iterative design methodology is applied, including problem identification, data collection (interviews, questionnaires and pugh matrix), data analysis, ideation, prototyping, and usability testing, by integrating the principles of Human Factor and Ergonomics (HFE), User Interface/User Experience (UI/UX), and Human Computer Interaction (HCI). The results indicated consumers' need for safe, reliable, and skin-friendly products, and emphasized the importance of features such as product search, beauty tips, reviews, and virtual trials. The developed app design adopted artificial intelligence (AI) and augmented reality (AR) to personalize recommendations and educate users, demonstrating increased usage satisfaction after iteration. This system integration aims to provide a personalized, efficient, safe, and convenient cosmetics shopping experience for users.

Keywords : *Digital Application, Cosmetic Product, Self-order kiosk, Usability testing, Design, UI/UX*