

ABTRACT

Passenger Interface Design for the 'NGEBAJAY' Mobile Application

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Bajaj is one of the conventional forms of transportation in Indonesia. In the 2000s, bajaj was a mode of public transportation that was often used by the people of Jakarta. However, as time progresses, people are starting to abandon bajaj because online transportation is easier. The presence of online transportation has had an impact on decreasing the income of bajaj drivers. In this research, the author discusses the advantages of bajaj and bajaj which still exist amidst the rise of online transportation. This study used mix methods. The data collection systems that the author will choose are interviews, questionnaires and literature. The focus of the research is to determine the importance of the "Ngebajay" application in increasing the use of bajaj transportation. The result of this research is an application design for Bajaj online so that it can compete with other online transportation.

Key words: *Online Transportation, Application, Bajaj.*