



## ZionimeArt App: Designing Mobile Application as A Medium For Selling Anime T-shirts

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**Abstract.** Technology and information media is currently experiencing a rapid development, this is seen from the use of technology media as a tool in various aspects of life and one of them is the development of applications as a place to buy and sell a product. The purpose of designing this application is as a place / information system that can help the public in finding and buying reliable Japanese anime T-shirts, in addition this application is also a promotional media with the marketing segment of anime T-shirts. This research used qualitative descriptive analysis method with High fidelity prototyping and SDLC method. The development of ZionimeArt application can make it easier for people especially anime fans to easily find and buy various types of anime T-shirts in one place. In addition, because of the concept of a mobile application, it can facilitate users in accessing the site under any conditions easily and efficiently. ZionimeArt itself has the main purpose as a special application for the sale of various types of anime T-shirts, with a display that presents a wide selection of clothing types up to the purchase process. With this, the purpose and function of this application is to help and overcome the difficulties of the community in finding different types of anime T-shirts. It can be concluded, ZionimeArt application is an intermediary media between the community and anime products that they like, so they can buy it easily.

**Keywords:** Mobile application, Anime, T-shirts, E-Commerce

### 1. Introduction

In the modern era the development of technology and information is developing very rapidly and indirectly gives a very big change. Such changes are like increasingly sophisticated and fast internet access. In addition, the amount of development in the infrastructure sector provides benefits to the community to make the best use of it. With the convenience of the internet, people can access various digital content such as buying food online, chatting online, viewing online news, and shopping online. So that without realizing the technology can be

used as a data storage media that will be processed and presented into quality information. It can also be said to be a medium of liaison between needs and computers.

With the development of technology and the need for information. Information technology and the internet have become a complementary entity. Information technology has now penetrated the business sector whose products are referred to as e-commerce. Marketplace itself is inseparable from e-commerce, because it is part of e-commerce. E-commerce is a form of commerce that utilizes a technology and information infrastructure and the internet that both have an important role in business activities [1]. In addition, the use of E-commerce system can generate many benefits for its users, both consumers and manufacturers [2].

Anime is an animated form originating from Japan that is drawn using hand drawing techniques or with the help of technology. The word anime itself comes from the English word "animation" which means animation [3,4]. Nowadays anime is so famous, its fame even penetrated outside Japan and including Indonesia. With the presence of the anime, created a variety of business opportunities that started from creative ideas themed anime such as the sale of miniature characters, cosplay, to the medium of painting on clothes called anime T-shirts [5-7]. Where anime T-shirts are now starting to be very popular among lovers of Japanese cartoons. Therefore, there needs to be a platform that specializes in hosting sellers of anime T-shirts in the form of application providers of various products from the anime t-shirts.

A study on the development of anime wallpaper applications by Master e. The result of his research is the benefit of designing anime wallpaper application that provides easy users in finding anime wallpapers on smartphone screen easily [8]. This is a benefit of the application. The benefit of other applications is as a medium that serves to run a wide variety of data processing or creation, managing a document or file [9].

The purpose of the research is to create a concept of mobile application development design that is used as a sales platform for various types of anime t-shirt products, where with this application can make it easier for people to find anime t-shirt products specifically in place. For the method used is by qualitative description analysis approach with High fidelity prototyping and SDLC method.

## 2. Method

The method offered in this study is qualitative description analysis with High fidelity prototyping method. Qualitative description itself is a technique of analyzing a data that has been collected can be words, an image or not a number. And usually the data is obtained from interviews, photos, videos, documents and others [3]. In addition, this research is supported by the high fidelity prototyping and SDLC model methods. Prototype is a method performed by a software developer in the form of a mockup of the appearance of the application page and is very suitable to be presented as clear information [4]. The results of the prototype model design itself in the form of application mockups as a reference design in presentations, design display assessments, promotions etc [9-12]. While High fidelity prototyping is a prototype design display that better represents the look of the product / application similar to the end result [7]. The initial design of the prototype was a series of processes of finding ideas, finding problems and how to solve them [5].

ZionimeArt application is designed using prototype software application with reference to the concept of sketches made. Prototypes are used with the aim of obtaining representations

of applications to be created later. The initial design of the application is a mockup which will then be evaluated by the user. Once the prototype form has been evaluated, the next step is a mockup review for app developers to design.

## 2.1. Design method with SDLC

In the development of this application the method taken is SDLC, here are the steps of SDLC method, (See Figure 1).

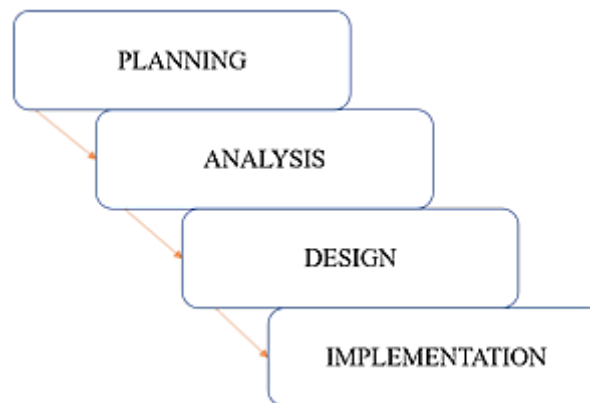


Figure 1. SDLC Method

### Description

In SDLC method there are several stages [13-16]:

1. Planning At this stage, a developer will do planning such as interviews to get data that matches the market segmentation of the application.
2. Analysis At this stage, all data that has been obtained will then go through the selection process which will then be implemented in the form of image and text layouts.
3. Design At this stage, a developer will start programming, preparing a database to start designing mobile applications that refer to the design that has been created.
4. Implementation At this stage the application begins to experience trials of system operation.

## 3. Results and Discussion

At this stage will discuss about the results and discussion of the research, and analyze in terms of analysis of needs to the design of the user interface of the application design.

### 3.1. Needs Analysis

In ZionimeArt application design, there are 2 analyses namely Functional needs analysis and non-functional needs analysis. What is meant by functional analysis is that at this stage, all parts of the component are interconnected. While non-functional needs analysis is a supporting component of the application design process.

### 3.2. Prototype Display

ZionimeArt Application is an application design that aims as a special platform for the sale of anime T-shirts, which to facilitate users in finding anime products in its place. The following is a design of the menu structure in the ZionimeArt applicatio, (See Figure 2).

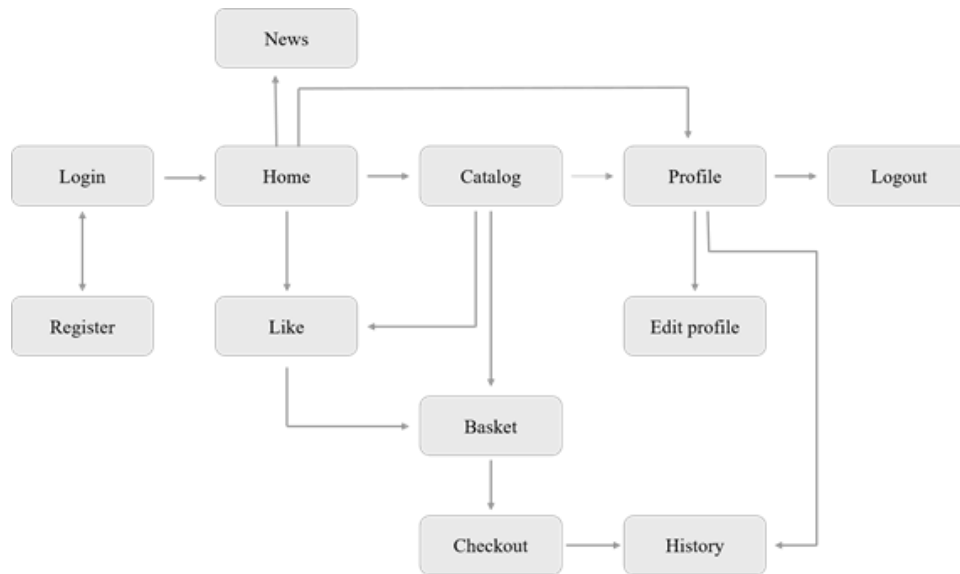
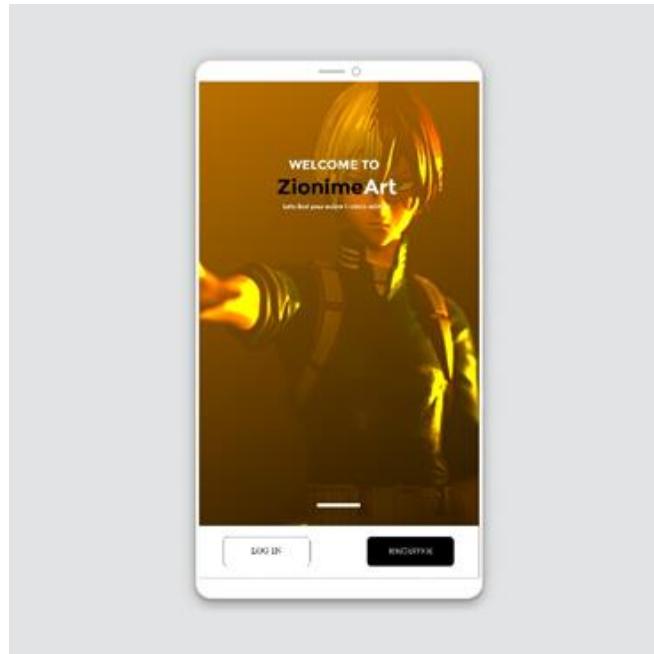


Figure 2. ZionimeArt Application Menu Structure

Figure 2 shows the look of the menu structure in the ZionimeArt application. Where the main view is the registration page, then go to the homepage that displays info about t-shirt products, then the next page is a catalog containing a list of products and prices, and a profile that contains information about applications and other settings.

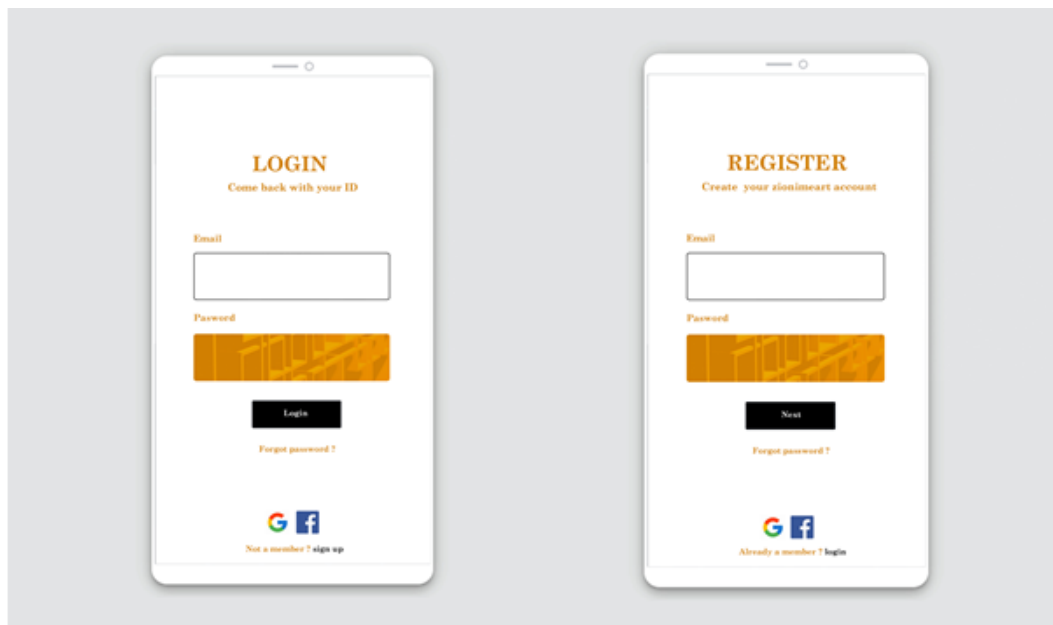
### 3.3. Prototype Display Home Page

On the prototype design, you can see the start page of zionimeart application which displays 2 menu options that can be selected. Welcome page to ZionimeArt App,(See Figure 3).



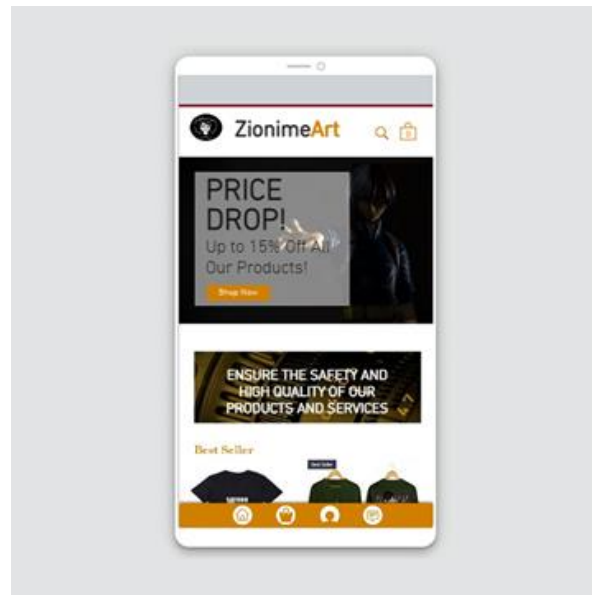
**Figure 3.** The welcome page on the ZionimeArt

Figure 3. Shows the prototype look of a welcome page on the ZionimeArt app. There are also 2 menu options that the user can choose from. Page login and register on ZionimeArt App, (See Figure 4).



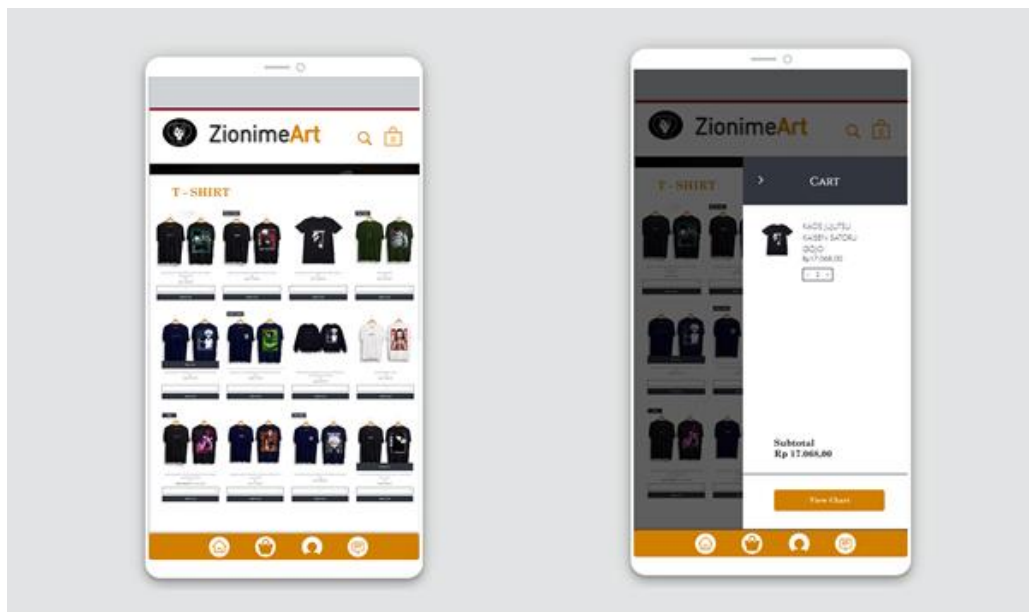
**Figure 4.** The login and register page

Figure 4 shows the prototype view of the login and register pages, where this page serves to enter user data to be able to become a member and log in to the application if you already have a ZionimeArt account. The home page of the ZionimeArt App, (See Figure 5).



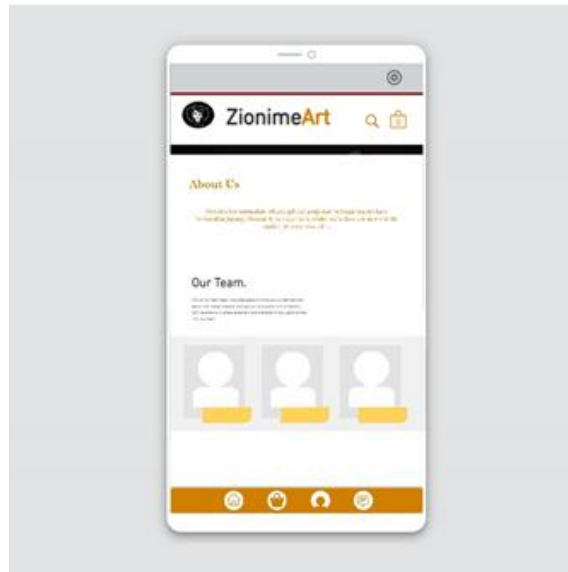
**Figure 5.** The home page of the ZionimeArt

Figure 5. Displays the app's home page with news information, as well as information about new products. Catalog and basket pages in the ZionimeArt app, (See Figure 6).



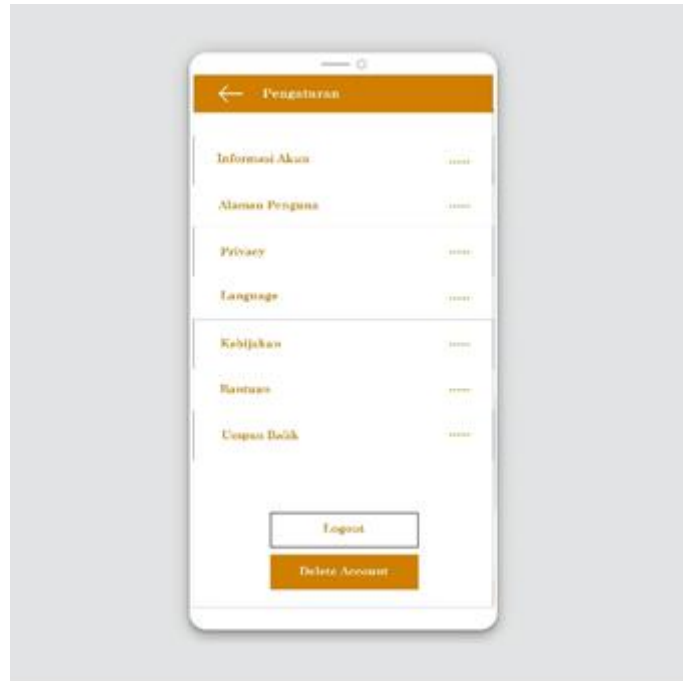
**Figure 6.** The catalog and basket pages in the ZionimeArt

Figure 6 is a catalog page display that presents anime T-shirt products sold in the ZionimeArt app. It consists of a product array and a price tag, so that users can immediately see the price list of the product. In addition, there is a cart page that displays what products have been put in the basket. Here is a page about the company in the ZionimeArt App, (See Figure 7).



**Figure 7.** The profile page in the ZionimeArt

Figure 7 is a profile page view that serves as an information page about the intent and purpose of the developed application. Settings page in the ZionimeArt App, (See Figure 8).



**Figure 8.** The settings page in the ZionimeArt

Figure 8, application is a settings page view consisting of application settings and a logout menu.

### 3.4. Prototype Design Display with Grid System

ZionimeArt application prototype design with grid system in figure 9. The purpose of using the grid in the prototype design of the ZionimeArt application is to make the application look balanced. (See Figure 9).



**Figure 9.** Display with grid system

## 4. Conclusion

The conclusion obtained from research on the design of ZionimeArt application is, that this application can be developed well especially this application can help the public in the ease of finding products, especially anime T-shirts in one place efficiently. All kinds of anime T-shirt products can be found easily through this app. In addition, there are not many mobile



applications that sell specific products. Therefore, it is expected that the design of this application can be evaluated and redeveloped into a more perfect form of application so that the system in the application can run properly. Evaluation includes additional UI to make the application look more attractive and user friendly, there are payment transaction pages, addition of delivery process pages, addition of user review pages etc. So that this application can be felt its usefulness.

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