

ABSTRACT

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UI/UX DESIGN OF THE KOPTE MOBILE APPLICATION USING THE DESIGN THINKING METHOD

Scientific Paper. Information Systems. Faculty of Computer Science and Information Technology.

Gunadarma University. 2026

Keywords: Application, Design Thinking, Nielsen, UI, UX.

(xiv + 63 + Appendices)

The rapid development of digital technology has encouraged business owners to improve service quality through mobile applications. Kopte Coffee Shop still faces several challenges in its ordering process, including long queues, lengthy service times, and the ineffective delivery of menu and promotional information. This study aims to design the User Interface (UI) and User Experience (UX) of the Kopte mobile application using the Design Thinking method to simplify the ordering process and enhance the overall user experience. The research method consists of five stages: empathize, define, ideate, prototype, and test. Data were collected through observation and questionnaires distributed to 30 respondents during the user needs identification stage. The prototype was then evaluated by 52 respondents using the Nielsen Attributes of Usability method. The evaluation results indicate that all usability attributes achieved the Excellent category, with Learnability scoring 92.31%, Efficiency 91.54%, Memorability 90.77%, Satisfaction 95.38%, and Errors 93.08%. These findings demonstrate that the proposed UI/UX design of the Kopte mobile application has a very high level of usability, providing an effective, efficient, and user-friendly experience. Therefore, the design is considered suitable as a reference for the future development of the Kopte mobile application.

The following link:

<https://www.figma.com/proto/KEASeBAYG9UggGpHO4142u/PERANCANGA-N-UI-UX-APLIKASI-MOBILE-KEDAI-KOPI-KOPTE-MENGGUNAKAN-METODE-DESIGN-THINKING?node-id=1-2228&t=KIMEHqGgLsIoyjtt-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1&starting-point-node-id=1%3A156>

References (2010–2024)