

## ABSTRACT

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(xiii+57+Attachment)

User Interface (UI) and User Experience (UX) are two crucial concepts in the design and development of digital products, especially applications and websites. Although they are interconnected, they have distinct focuses and roles in shaping the interaction between users and digital products. UI pertains to the visual and interactive aspects of the interface, while UX encompasses the entire user experience and interaction with the digital product. Both complement each other and collaboratively contribute to creating better and more enjoyable products for users. A good design combines appealing and functional UI elements with a positive and meaningful user experience. In this study, the author employed the Design Thinking method, which is a human-centered approach to crafting creative and innovative solutions for complex problems. After conducting tests using the System Usability Scale, the study obtained a recommendation result in the form of a 90% design for the D'Cookies cake ordering application.

Bibliography (2011 – 2022)