

ABSTRACT

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UI/UX Design for Gama Coffee House's QR Code Integrated Food Ordering Website Using Design Thinking Method.

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(xiii+ 72 + Attachments)

The rapid development of the culinary industry in Indonesia has driven innovations in customer experience throughout the food and beverage ordering process. One increasingly popular innovation is the use of QR Code technology, which provides speed, convenience, and accuracy in data collection. This research aims to design an optimal UI/UX for the ordering process at Gama Coffee House by applying the Design Thinking method, which consists of 5 steps: empathize, define, ideate, prototype, and test. Data collection process was conducted using questionnaire method with 40 respondents and interviews to explore even more detail user issues. The usability testing result, using maze.co, showed a score of 95 with 5 respondents, while the questionnaire yielded a score of 83%, testing 5 aspects: learnability, efficiency, memorability, errors, and satisfaction. From these two testing methods, it can be concluded that the prototype design of Gama Coffee House's menu ordering website meets the user needs.

Bibliography (2005 – 2023)