

ABSTRACT

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*DESIGNING UI/UX WEB-BASED APPLICATIONS FOR ORDERING
FOOD AND DRINKS AT COFFEE SHOP MANTRA COFFEE WITH THE
DESIGN THINKING METHOD.*

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(xii + 74 + Appendix)

Purchasing drinks and food at Mantra Kopi can only be done conventionally, where buyers must come directly to the cashier to see the menu and order. This can cause a buildup at the cashier and reduce customer satisfaction. Therefore, a website-based application is needed that is useful for viewing menus and placing orders, in this website buyers can also save their favorite products in the basket and order history that has been done. However, before making a website, a user interface design is needed with the Design Thinking method. This research uses the design thinking method in making UI / UX design for coffee shop applications which has 5 stages, namely Empathize, Define, Ideate, Prototype and Test. The results of the design in the form of prototypes are available with interactions that have been made. This study shows that the Mantra Kopi application has an effective and efficient UI / UX design in improving user experience by conducting Usability Testing using the maze.com website and questionnaires. The features and design that contain a list of products, prices, descriptions and payment menus have also satisfied the respondents, The results of usability testing and questionnaires can be seen in chapter 3. In testing using the maze.com website, a score of 95 was obtained while testing using a questionnaire received a score of 4.6.

Bibliography (2018 - 2023)