ABSTRACT

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DESIGN OF UI/UX PROTOTYPE FOR FAST FOOD SALES APPLICATION USING DESIGN THINKING METHOD : A CASE STUDY OF MCDELIVERY INDONESIA APP

The competition in Indonesia's online food delivery business is growing rapidly, driven by its potential to save time and effort. McDelivery mobile application is a fast-food ordering platform developed by McDonald's to enhance marketing effectiveness and provide convenient long-distance food delivery to consumers. Based on existing reviews, many users have encountered issues while using the application, such as an unappealing interface and user-unfriendly ordering methods. This research aims to create a user interface design for the McDelivery Indonesia application in the form of a prototype using the Figma application. Furthermore, the study seeks to evaluate the resulting prototype's usability through testing conducted with Maze. The research employs the Design Thinking method, encompassing 5 stages: Empathize, Define, Ideate, Prototype, and Testing. The results of usability testing involving 10 participants who used Maze yielded an impressive score of 97 out of 100, categorizing the performance as excellent.