

## ABSTRACT

Reyhan Sofian Thabi, 10120985

*DESIGNING THE USER INTERFACE (UI) AND USER EXPERIENCE (UX) ON THE KUYLINER CLOUD KITCHEN WEBSITE USING THE DESIGN THINKING METHOD.*

*Thesis. Information Systems Major, Faculty of Computer Science and Information Technology, Gunadarma University 2024*

*Keywords: Cloud Kitchen, Figma, UI, UX*

*(xiii + 74 + attachment)*

*This research aims to design the user interface (UI) and user experience (UX) on the Kuyliner Cloud Kitchen website, a cloud-based culinary platform that helps food entrepreneurs, especially MSMEs, to develop their business in the digital era. As technology and cloud kitchen concepts continue to develop, designs are needed that are not only visually attractive, but also intuitive and efficient in use. The method used in this research is Design Thinking, which involves the process of understanding user needs, designing solutions, and testing results. This research focuses on developing an interface prototype using Figma and usability testing through the Maze application. The Kuyliner Cloud Kitchen UI/UX design is designed to provide five main pages, namely the home page, products, about us, contact, and loading screen. This design is intended to make it easier for users to access information about Kuyliner services. The results of usability testing involving five users show that the resulting design meets user expectations in terms of ease of navigation and information access. All participants successfully completed the tasks given in the test, with a success rate reaching 100%. The opinion scale used in testing also shows that the designed interface can provide relevant information and make it easier for users to find information about Kuyliner Cloud Kitchen. Thus, this research concludes that the Design Thinking method is effective in designing UI/UX that is not only aesthetic, but also functional for the Kuyliner Cloud Kitchen website. The resulting design not only supports users in accessing information, but can also be used as an effective marketing tool for Kuyliner to expand market reach and increase brand awareness among culinary business people.*

*(Bibliography: 2016-2004)*