ABSTRACT

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DESIGN OF USER INTERFACE MENU FOR BAROKAH PUDDING WITH DESIGN THINKING METHOD

Barokah Puding is a homemade cake shop located in Surabaya city. Currently, the promotion of Barokah Puding cake shop is only done through WhatsApp social media and is aimed at friends, relatives, and close acquaintances. In facing this situation, the creation of the Barokah Puding application is considered a suitable solution. Through this application, Barokah Puding customers can easily access various cake menus, check payment status, communicate directly with the store owner (live chat), and find out information about the Barokah Store location. The purpose of this research is to expand the marketing reach of Barokah Store products and provide more efficient services through the application to all customers. With this application, it is hoped that customers can easily obtain product information online and efficiently from the store owner. The method used in this research is the Design Thinking Method. The development of this application is carried out sequentially starting from Empathize, Define, Ideate, Prototype, and Testing. From the results of this research, it can be concluded that the Barokah Store application makes it easier for customers to access the latest information about Barokah Store products and expand the marketing reach for Barokah Store itself. Based on the testing using the Maze software method, it can be concluded that the functions and features in this application work well, scoring 92, which means this application is worthy of an A grade and suitable for use.

Bibliography (2019-2021)