DESIGN USER INTERFACE FOR KOFFIETORI CAFE'S MOBILE DIGITAL MENU APPLICATION IN SALATIGA TO IMPROVE SERVICE EFFICIENCY

Reagan Tungerapan[1], Aditya Nirwana[2], Bintang Pramudya Putra P[2]
Ma Chung University

Abstract

Indonesia is the fourth most populous country in the world, and this greatly influences its economic growth. Currently, one of the growing sectors in Indonesia's economy is the coffee business. The coffee business is experiencing rapid growth in Indonesia, with data showing a 7% annual increase. This serves as the background for the establishment of Koffietori. However, the emergence of Covid-19 has resulted in a shift towards a digital economy. Koffietori also needs to adapt its service efficiency and improve its digital services in line with the changing economic landscape.

The objective of this design is to create a user interface design for a digital menu application to enhance the service efficiency of Koffietori. The target audience for this design is within the age range of 17-30 years. The research method used is qualitative, employing interviews and observations. The design method utilized is the design thinking approach, employing the cyclic strategy design strategy.

This design aims to produce a user interface design for a digital menu application that can enhance the service efficiency of Koffietori in Salatiga. In addition, there are other supporting deliverables, such as a UI style guide, UI module, caps, t-shirts, lanyards, tumblers, enamel pins, coffee bean packaging, stainless steel straw sets, mugs, and tote bags.

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