ABSTRACT

DEVELOPMENT OF UI/UX USING DESIGN THINKING METHOD FOR THE SELF-SERVICE ORDERING MENU (STUDY CASE: ZAM ZAM TIME PURWOKERTO)

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Zam Zam Time is one of the SMEs engaged in the culinary and beverage sector. The application of Self Service Technology (SST) or more specifically, in this case, Self Service Ordering provides choices for consumers to complete ordering tasks independently. The design of interface design begins with finding out the needs of consumers by conducting observation and interview sessions, The results of these ideas and identified needs are based on the point of view of the consumers themselves. The method selected according to the previous process is the Design Thinking method. This method has several stages, namely Empathize, Define, Ideate, Prototype, and Test. The Usability Test is carried out using a questionnaire, The UEQ (User Experience Questionnaire) is an easy and efficient questionnaire for measuring User experience (UX) in the design of an application. UEQ contains 6 rating scales namely Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty. The results of the Excellent benchmark score were obtained for attractiveness (1,870), Above Average for clarity (1,729), Good for efficiency (1,757), accuracy (1,611), and stimulation (1,563), and Above Average for novelty (0,924) after being tested by 36 respondents. On the novelty aspect, it needs further improvement for a better UI/UX design.

Key word : Self Service, UI/UX, Design Thinking, User Experience Questionnaire (UEQ).