

ABSTRACT

ORDERING WEBSITE DESIGN CATERING USING HUMAN CENTERED DESIGN METHOD (CASE STUDY: DIFA CATERING)

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The majority of catering services currently still rely on a manual approach in interacting with potential and active customers. This manual approach, unfortunately, is less efficient because it requires a direct meeting between the customer and the catering service owner to place an order. The continuation of this model makes the ordering process difficult for customers. Therefore, innovative solutions are needed in the form of using technology, such as developing a website. Good User Interface (UI) and User Experience (UX) design is very important in ensuring optimal levels of customer satisfaction. The approach taken in this design is Human Centered Design (HCD), which focuses on understanding user needs to increase effectiveness, efficiency and user satisfaction. The stages include inspiration, ideation, and implementation. Testing was carried out using the User Experience Questionnaire (UEQ) with the aim of achieving the "excellent" category in the aspects of attractiveness, thoroughness, efficiency, reliability, stimulation and novelty. Through UEQ measurements, values are obtained for the inspiration aspect on an "excellent" scale, the accuracy aspect on an "excellent" scale, the efficiency aspect on an "excellent" scale, the reliability aspect on an "excellent" scale, the stimulation aspect on an "excellent" scale, and the novelty aspect on a "good" scale.

Keywords: *A/B Testing, UEQ, UI/UX, HCD, Usability*