

MUTIARA AKHSANI – 22.240.0003

**PENERAPAN METODE *DESIGN THINKING* PADA PERANCANGAN UI/UX SISTEM PEMESANAN KEDAI *TWINS DARA***

dibawah bimbingan Christian Y R, M.Kom., dan Nur Fadhilah, M.Hum.

**ABSTRAK**

*Kedai Twins DaRa masih menggunakan sistem pemesanan konvensional yang menyebabkan kesalahan pencatatan, antrean tidak terkelola, dan kesulitan rekap penjualan saat ramai. Penelitian ini bertujuan merancang UI/UX sistem pemesanan digital menggunakan metode Design Thinking melalui tahap empathize, define, ideate, prototype, dan test. Perancangan dilakukan dengan menyusun empathy map, user persona, user flow, wireframe, dan prototype menggunakan Figma, kemudian diuji kepada 20 responden. Hasil menunjukkan mayoritas responden menilai tampilan mudah dipahami, alur pemesanan nyaman, dan sistem digital mempercepat proses pemesanan, sehingga penerapan Design Thinking menghasilkan desain sistem yang informatif, efektif, dan meningkatkan pengalaman pengguna.*

***Kata Kunci:*** *Design Thinking, UI/UX, Sistem Pemesanan, Kedai Twins DaRa, Figma*

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***IMPLEMENTATION OF THE DESIGN THINKING METHOD IN UI/UX  
DESIGN OF THE TWINS DARA CAFÉ ORDERING SYSTEM***

under the supervision of Christian Y. R., M.Kom., and Nur Fadhillah, M.Hum.

**ABSTRACT**

*Twins DaRa Café still uses a conventional ordering system that causes recording errors, poorly managed queues, and difficulties in compiling sales reports during busy conditions. This study aims to design the UI/UX of a digital ordering system using the Design Thinking method through the stages of empathize, define, ideate, prototype, and test. The design process was carried out by developing empathy maps, user personas, user flows, wireframes, and prototypes using Figma, which were then tested on 20 respondents. The results show that the majority of respondents considered the interface easy to understand, the ordering flow comfortable, and the digital system able to accelerate the ordering process; thus, the application of Design Thinking produces a system design that is informative, effective, and enhances user experience.*

***Keywords:*** Design Thinking, UI/UX, Ordering System, Twins DaRa Café, Figma