

ABSTRACT

DESIGNING UI/UX WEB-BASED FOOD AND BEVERAGE ORDERING APPLICATIONS THROUGH LEAN UX METHODS (CASE STUDY: CAFE PAPAGESHA MAJALENGKA BRANCH)

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The Majalengka branch of Papagesha Cafe still uses a manual ordering system that often confuses customers and causes queues when it is crowded. This condition shows the need for a more practical and informative ordering interface. The purpose of this final project is to design a website-based food and beverage ordering system interface using the Lean UX method. The process includes drafting assumptions, prototyping, experimentation, and feedback. The design is made using Figma and visualized to the frontend with Laravel and Bootstrap. This system is not connected to the backend, only used as a simulation of the order flow. Usability testing was conducted using the System Usability Scale (SUS) questionnaire by 30 respondents. The result shows an average score of 90.1 and is categorized as "Excellent". This score indicates that the display is considered easy to use and well received by users. This score reflects that the design received a positive response in terms of ease of use according to most respondents.

Keywords: Lean UX, Papagesha Cafe, digital ordering, prototype, UI/UX, System Usability Scale