

ABSTRACT

Providing appropriate complementary food (MPASI) tailored to a child's specific needs is crucial for optimal growth and development. However, in urban areas such as Bandung, many parents especially young mothers face challenges in preparing suitable MPASI due to a lack of detailed knowledge about child nutrition and limited access to practical nutritional guidance. This study aims to design a prototype of a personalized MPASI delivery application that allows parents to choose ingredients based on age, allergies, taste preferences, and health conditions. This study uses qualitative and quantitative methods with a User-Centered Design (UCD) approach. Data collection methods including literature review, online surveys, and in-depth interviews. The result is a prototype application named Chews, featuring MPASI ingredient customization, nutritionist consultations, and a child growth tracker. This application is expected to be a practical solution that supports balanced nutrition practices from an early age for urban families.

Keywords: MPASI, personalization, child nutrition, UI/UX, digital application, User-Centered Design