

## **ABSTRACT**

*This study aims to build a system that supports BunkerBrew in inter-company competition, create a user interface and user experience for BunkerBrew e-commerce based on conscientiousness personality types, and create an efficient and effective sales system to support BunkerBrew in facing business competition by creating an e-commerce UI/UX. -commerce for BunkerBrew based on conscientiousness personality type and create an efficient and effective selling system. In this study, the design thinking method, DISC (conscientiousness) personality type, usability testing, user acceptance testing, and gestalt principles were used. As for the results of usability testing, the final result was a SEQ score of 6.88 and user acceptance testing received by all customers showed that prototypes made based on the Conscientiousness personality type and based on Gestalt principles produced good satisfaction scores for customers with conscientiousness personality types. BunkerBrew e-commerce development is based on user conscientiousness personality type with in-depth research on their preferences and habits. A clean, structured, and efficient interface design with decision helper features will suit conscientiousness users. An efficient sales system requires careful planning and implementation of the right technology, including process automation and secure payment features. Apps that fit BunkerBrew's needs are developed through intensive analysis and communication, with trials to ensure their relevance and usefulness.*

**Keywords** – Coffeshop, Sistem Informasi, User Interface, User Experience, Personality Type DISC, Personality Type Conscientiousness, Design Thinking.