

ABSTRACT

The development of umkm in Indonesia is currently growing rapidly. One of the umkm fields that have developed in Indonesia is coffee shops. However, some coffee shops have shortcomings. This research aims to design the Bunker Brew website by paying attention to the user interface and user experience considering the DISC personality type using the design thinking method. Influence personality type is one of the types in the DISC personality model discovered by Bonnstetter & Suiter which describes human emotional behavior. People with influence personality type have characteristics such as friendly, responsible, creative, easy to communicate and socialize. The purpose of this design is to help Bunker Brew in the existing problems and help Bunker Brew customers with the influence personality type feel comfortable and satisfied while at Bunker Brew. This research uses the design thinking method which consists of the stages of empathize, define, ideate, prototype, test. By going through these stages, it can be concluded that by using the design thinking method, paying attention to the gestalt principle and considering the influence personality type as a design guide, it has succeeded in achieving the goal of meeting customer display needs and preferences in website design and customer experience and its implementation. It is hoped that this research will provide positive things for Bunker Brew coffee shop in improving customer convenience and satisfaction.

Keywords - coffee shop, information system, user interface, user experience, DISC personality type, Influence personality, design thinking