ABSTRACT

This study aims to support BunkerBrew coffee shops in facing business competition, by creating an effective and efficient sales system and a system that meets the needs of each user using the design thinking method. One of the personality categories in the DISC model proposed by William Moulton Marston is the steadiness personality type. This type reflects the expression of a person's emotional behavior. The purpose of this design is to provide applications that suit the needs and benefits of company owners as well as create an effective and efficient sales system and create a system that suits user needs. Based on DISC's thinking about personal steadiness type design, the result of the BunkerBrew website SEQ usability test with the customer's steadiness personality type is 6.8 which shows a pretty good result. The SEQ score of 6.8 indicates that the customer is quite satisfied with the display and gives a positive value during the trial. It is hoped that by making a prototype of the BunkerBrew coffee shop e-commerce website using the design thinking method, as well as the user interface and user experience which must be based on the DISC (steadiness) personality type and the gestalt principle it can be shown that by trying to understand a person's personality type and trying to understand the customer's point of view BunkerBrew coffee shops will produce designs that will satisfy customers with steadiness personality types.

Keywords – digital coffee shop, information system, user interface, user experience, DISC personality type, Steadiness personality, design thinking