

ABSTRACT

Everyday busyness as an academic student seeks more attention so that more time on campus than at home. In addition, the basic needs as a human must still be met to support the passage of obligations as a student. With the aim of solving the problems that occur in the wider community, many startups are launching new applications as solutions to various problems. Telkom University with more than 20.000 students to be an example that students often use the application in meeting basic needs. In the midst of the explosion of application usage as a practical solution for ordering food, there are still students who use conventional food delivery by collecting food brochures that are distributed and attached to the door of dorm room or boarding house. Frequency of use of conventional delivery service also has a fairly large percentage. Expectations of Telkom University students in existing applications are many that have not been fulfilled given the wide application coverage and is not devoted to students. This study aims to create ordering module and order management on Callback app based on Android customer and seller using prototyping method and Call Me business using hooked model to become habit-forming customer application and seller which can be used as food portal as center Customer interaction with buyer. The results of the test, indicating that the system is in accordance with the design and needs of users.

Keywords: Hooked Model, Prototyping, Food Portal, Android