

The Android-based Food Ordering Application Uses the User Centered Design (UCD)

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Abstract

In this modern age, the internet included in human needs, especially for the Indonesian population. Based on the survey results, the number of internet users in Indonesia until April 2019 reached 171 million, and 60% of them were smartphone users. Android still dominates smartphone users in Indonesia because Android is considered easy to use. Martabak Pinang Sebatang and Aneka Racun Fried Rice are street vendors who sell in the Alfamart Cipamokolan area of Bandung City. Martabak Pinang Sebatang has a relatively affordable price while the Aneka Racun Fried Rice has a unique menu compare to other fried rice sellers so that the two sellers are always full of buyers. However, this also poses a problem for both sellers, namely the length of the queue that buys directly to the store. With the advancement of technology and information, researchers took the initiative to create an android mobile-based application to simplify the process of ordering food in the two street vendors. Then made an Android-based application that at least able to cut the transaction processing time from ordering to payment. In the making of this application uses the User-Centered Design (UCD) method and testing this application using Quality in Use Integrated Measurement (QUIM). From the test results, it was concluded that the application succeeded in streamlining the customer waiting time at the sales location by 89.05% for orders in Pinang Sebatang Martabak and 78.28% for orders in Nasgor Aneka Racun so that the application could be declared successful.

Keywords : street vendor, UCD, QUIM, likert scale