

## ABSTARCT

*In recent years the phenomenon of the services of savekeeping has been increasingly discussed. Therefore, it is not surprising that popping up a number of good services based on applicaions and social media suchas instragram. The entrusted sevices have many kinds, one of them is entrusted food services. Food surrogate sevices provide services to make it easier for comsumers to get the desired food products without having to visit the food production site directly.*

*This research focuses on cunsumers who are students of Telkom University. Where in this study wanted to find out what is really need, wanted, and thought by cunsumers. To define the consumer profile itself there are various tools. Hovewer, this study uses Empathy Map tools, which consist of six elements, namely See, Hear, Think & Feel, Say & Do, Pain, and Gain.*

*The method used by this research is qualitative approach. As for the technique of data collection using the interview method with source triangulation.*

*The results of this study can be concluded that the consumer profile of TIPFOOD has an interest in fast responding and informative services, good food packaging, personal shopper who can maintain food quality, postage price adjusted to the price of each product . Besides that, it wants the application to entrust food services ini which there are features that contain categories of cities and types of food, food delivery is right.*

**Keywords:** *Consumer Profile, Emphaty Map, Application of Food Services.*