

ABSTRACT

Boba drinks are currently the main attraction for many people, especially millennials. This millennial generation of boba drinking culture is accompanied by many boba drink outlets from various brands that can be found anywhere, from shopping centers to roadside. Tell Your Story is an Micro Small and Medium Enterprises that sells boba drink products with premium quality powder but still at an affordable price. After entering the Covid 19 pandemic, the sales of Tell Your Story drinks have decreased due to the impact of the Covid 19 pandemic, which requires people to spend more time at home than outside. Now in the recovery period after the covid 19 pandemic, Tell Your Story wants to increase sales again. Data collection methods used in this study were observation, interviews, questionnaires, and literature study. The data analysis method used is questionnaire analysis, matrix analysis, and SWOT analysis. The purpose of this research is to design a mobile application that is expected to help Tell Your Story increase its resale. The media that will be designed will be in the form of a prototype of the Tell Your Story mobile application.

Keywords : Boba drink, Mobile application, User Interface