

ABSTRACT

Plant-based healthy food industry in Indonesia keeps growing bigger in the midst of culinary diversity. However, it still has the stigma of being expensive among consumers, hence there is a gap for anyone who considers trying this diet yet has not been educated, although plant-based diet is great for a lot of people and has become an important daily need, especially to urban inhabitants. Brand personality is also increasingly varied, thus the demand for innovation and brand differentiation in order to distinguish them from competitors gets higher. One of the activities for brand personality is marketing and determining which media to use. Burgreens is a brand that provides plant-based foods and beverages, also known as vegan foods. It is currently developing with a variety of menus and already has 6 chains in Jakarta alone, accompanied by the development of their marketing tools in adapting consumers' proximity to technology, thus they invented an application called Burgreens Wellness. This application is created for Burgreens consumers, therefore we need more in-depth research on potential users, as well as looking for possibilities in creating strategies so that the application can be used effectively. This study used qualitative research with human centered design perspective, data collection is obtained through various relevant informants to deliver effective solutions for Burgreens and its users through gradual analysis results. The study aims to understand the need from user's experience in using the application as an attempt to increase Burgreens brand awareness, in order that the media can be operated effectively and communicate company values well. This research proves our hypothesis that user experience in digital application affects consumer's brand awareness of company value, so its results can be applied to Burgreens and other related research.

Keywords: Digital Application, Brand, Marketing, User Experience (UX), Vegan