ABSTRACT

The rapid development of technology is driving lifestyle changes for modern society. The large number of Moslems in Indonesia encourages the importance of a halal lifestyle for Indonesians to prioritize the consumption of halal food. This lifestyle is part of Islamic law, which requires Moslems to consume and use everything that is proven halal. However, currently in the halal food industry as a halal food provider in Indonesia is dominated by SME (Small Medium Entrepreneurs) where there is no claim of halal-ness of a food. Based on these problems, a website-based application Halal Food Information Center was created to find restaurants or places to eat and food products that are halal guaranteed. The solution was implemented in the design of User Interface (UI) and User Experience (UX) through the Design Thinking method to create an application that user needs. The research process began with conducting user research through competitor research, questionnaires, and interviews. Then analyzed the user needs to determine the features needed and created a system design. Next, conduct the design stage from low fidelity in the form of wireframes to high fidelity and prototypes. The result of the application design in the form of prototypes were tested on Moslems users until the evaluation stage with usability testing using the Useberry tool with the result of the System Usability Score (SUS) of 83.75 including grade scale category A, adjective ratings EXCELLENT and acceptability ranges ACCEPTABLE, Single Ease Question (SEQ) of above 5.5 is categorized as easy by users and Net Promoter Score (NPS) of 60% has the potential to be recommended by users. To get evaluation and feedback from the prototype that the researcher made.

Keywords: *Halal food, Moslems, Design Thinking, User Interface, User Experience*