

ABSTRACT

NutreEat is a start-up that operates in the field of healthy food engineering and is one of the subsidiaries of PT. BISA Artificial Indonesia. NutreEat currently lacks a platform for promotion and information dissemination. Therefore, the author is assigned by PT. BISA Artificial Indonesia as a UI/UX Designer to create interface designs for the NutreEat website and mobile application using Figma. The interface design concept for the website and mobile application serves as a platform to promote NutreEat products and provide accurate and engaging information. The UI/UX prototype design is focused on addressing user needs. The design process follows the design thinking methodology, which consists of five stages: empathize, define, ideate, prototype, and testing. This final project explains the UI/UX design for the NutreEat project, based on both the website and mobile application as information media. The final result of this project is that the UI/UX design of the NutreEat website and mobile application is aligned with the desired requirements and meets the expected interface design. Consequently, the results of the UI/UX design in the NutreEat project have successfully met the established goals and requirements.

Keywords: UI/UX, Design Thinking, Figma