ABSTRACT

Laa Zuru is a food business, specifically focused on desserts, that offers a variety of desserts including customizable cakes, éclairs, banoffee, and macarons. Laa Zuru operates as a cloud kitchen business model, which means they do not have dine-in facilities and solely serve online orders. Orders at this store have traditionally been manually placed through chat, relying solely on admin responses. This has led to several problems, including a backlog of customer chats resulting in unanswered inquiries, the loss of potential customers, and production not meeting targets, leading to a continuous issue of a 4.22% decrease in revenue from the previous year. Therefore, there is a need for an information system to enhance business operations and make them more effective. The focus of this research is to provide a proposed solution to support Laa Zuru's business activities by creating a web-based information system for ordering and delivery in one platform, eliminating the need for customers to wait for chat responses to place orders.

The outcome of this research is a prototype UI/UX design for a cake ordering website using the design thinking methodology. Design thinking involves two phases: the inspiration phase and the ideation phase. In the inspiration phase, observations of the current situation are made, and in-depth interviews with users are conducted to understand their needs and goals. In the ideation phase, brainstorming sessions are held with stakeholders to select ideas that will become proposed solutions. These solutions include features that will be designed for Laa Zuru's mobile website.

The creation of the UX design for the Laa Zuru mobile website is carried out using the Figma application, including the creation of a prototype flow that can be tested by users to determine whether the website meets user criteria. The resulting design is a mobile website prototype that can be usability tested to assess user-friendliness. Usability testing is conducted using the System Usability Scaling questionnaire, which yields a score of 82.5, indicating that the usability level of the mobile website prototype falls within the "Acceptable" category (Grade B).

Keywords: design thinking, cloud kitchen, system usability scaling, cloud kitchen