

## **ABSTRACT**

*The culinary and food and beverage sector is one of the MSME businesses that has a big influence on the economy in Indonesia, so breakthroughs are needed so that the MSME market can continue to develop. The growth of the culinary industry in Indonesia, which is supported by digitalization, has given rise to the trend of online food delivery which is increasingly in demand by consumers. However, there are still problems in user interface (UI) design that impact user experience. The increasing popularity of online food ordering applications has an impact on user loyalty in using the OFD application. There is a need for UI design patterns to maintain service quality in order to increase user satisfaction. In literature studies, researchers explore interaction design concepts, UI principles, visual design, and user experience to understand aspects that influence UI design patterns. The research methods used include literature reviews, observations, and interviews with active users of online food ordering applications. Observations were made on three leading OFD applications in Indonesia, namely GoFood, GrabFood, and ShopeeFood, to analyze design patterns based on the principles of consistency, hierarchy, and personality, with a focus on five visual usability tools: layout, type, color, image, control, and affordability. This research emphasizes the importance of UI design patterns that are consistent, hierarchical, and have a personality that matches the application brand. With this research, it is hoped that it can provide useful guidance for online food ordering application developers in improving the quality of their user interface. Apart from that, this research also encourages increased understanding of user needs and the application of effective UI design principles in the online food ordering application industry in Indonesia.*

*Keywords: user interface, visual design, UI design patterns, online food delivery*