

***Implementasai Metode Design Thingking Dalam Perancangan UI/UX Aplikasi  
Pemesanan Makanan Melalui WhatsApp Business***

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***ABSTRACT***

*The development of technology and the COVID-19 pandemic have driven changes in people's behavior in ordering food, with the increasing use of online delivery services. However, small-scale culinary business actors still face obstacles such as high service costs and difficulties in operating digital platforms. This study aims to design the UI/UX of a WhatsApp Business-based food ordering application using the Design Thinking approach, which is focused on cashiers and kitchens. The process is carried out through five stages: empathize, define, ideate, prototype, and test, with data collection from literature studies, interviews, and surveys. The result is a prototype application that is tested on users to obtain input. This application is expected to be a simple, efficient, and affordable solution for business actors, while increasing the accuracy of order recording.*

*Keywords: WhatsApp Business, food ordering, Design Thinking, UI/UX*