# INTISARI

Penelitian ini bertujuan untuk merancang ulang User Interface (UI) dan User Experience (UX) pada aplikasi keanggotaan Hanna Meat Shop di Purwokerto dengan menerapkan metode Design Thinking. Fokus penelitian mencakup penyelesaian masalah konfirmasi produk, pertanyaan promo, dan penggunaan poin belanjaan secara manual yang sering menghambat efisiensi proses transaksi. Melalui implementasi desain baru, penelitian ini berhasil menciptakan solusi inovatif yang meningkatkan pengalaman pelanggan, kepuasan pelanggan, dan memperkuat loyalitas pelanggan terhadap bisnis. Batasan penelitian mencakup lokasi geografis yang terbatas pada Hanna Meat Shop di Purwokerto dan fokus pada aspek tertentu dari fungsionalitas aplikasi. Pengujian menggunakan kuisioner Likert menunjukkan tanggapan positif dari 25 responden, mengindikasikan kesuksesan UI/UX dalam mengatasi kendala praktis. Kesimpulan penelitian menegaskan bahwa pengembangan UI/UX dengan pendekatan Design Thinking membawa hasil positif, sementara saran untuk pengembangan selanjutnya mencakup pemantauan kinerja, pengumpulan umpan balik rutin, dan keterlibatan pengguna dalam proses evaluasi dan perbaikan. Dengan pendekatan ini, diharapkan Hanna Meat Shop dapat memperkuat posisinya dalam pasar dan terus meningkatkan kualitas layanan kepada pelanggan.

Kata kunci: Design Thinking, User Interface (UI), User Experience (UX), Aplikasi Keanggotaan, FlutterFlow

# *ABSTRACT*

*This research aims to redesign the User Interface (UI) and User Experience (UX) of the Hanna Meat Shop membership application in Purwokerto by applying the Design Thinking method. The focus of the research includes solving the problems of product confirmation, promo inquiries, and manual use of grocery points that often hinder the efficiency of the transaction process. Through the implementation of the new design, the research successfully created an innovative solution that improves customer experience, customer satisfaction, and strengthens customer loyalty to the business. Research limitations include a geographical location limited to Hanna Meat Shop in Purwokerto and a focus on certain aspects of the application's functionality. Testing using a Likert questionnaire showed positive responses from 25 respondents, indicating the success of UI/UX in overcoming practical obstacles. The research conclusion confirms that UI/UX development with a Design Thinking approach brought positive results, while suggestions for further development include performance monitoring, regular feedback collection, and user involvement in the evaluation and improvement process. With this approach, it is expected that Hanna Meat Shop can strengthen its position in the market and continuously improve the quality of service to customers.*

*Keywords: Design Thinking, User Interface (UI), User Experience (UX), Membership Application, FlutterFlow*