

ABSTRACT

DESIGNING LINE BOT FOOD DELIVERY SERVICE “DIKAMPUS” USING USER CENTERED DESIGN METHOD

(A Case Study of Food Delivery Service for Telkom University Campus Area)

By

Aprianil Sesti Rangga

1202150082

The growth of Telkom University students increased from year to year and it was followed by the growth of stalls around Telkom University. The growth of stalls and students encourage stall entrepreneurs to innovate by providing message services between food around the Telkom University campus area that can be ordered through social messengers such as WhatsApp, LINE, or SMS. The conventional marketing that used by stall owner which are distributing brochures to students every year becoming the background of Dikampus to present the alternative solution that connects food stall entrepreneurs with students through a new way to promote their businesses using automated chat to handle the transaction in a form of chatbot services. To facilitate students in ordering food through the LINE bot Dikampus startup, a chatbot design comparison that has a good usability score is compared. The method used is user-centered design and LINE Front-end framework as a medium of design and the system usability scale (SUS) as the usability standard in the design of LINE Bot Dikampus startup. Through these results, two usability scores from the design are made as to the main design assessment. Designs that used LINE Front-end Framework (LIFF) have a larger score with a total score of SUS was 84 which is classified as an excellent category. It means that design B can be accepted by the user.

Keyword: *chatbot, user centered design, system usability scale, user experience, user interface, delivery*