

ABSTRACT

APPLICATION PROTOTYPE DESIGN TO OPTIMIZE HERMOSA DINING & LOUNGE BOOKING AND MEMBERSHIP SERVICES

Clubbing or the world of glitter is a popular term to describe the nightlife lifestyle for people who live in big cities on weekends. Places and night entertainment facilities for clubbing activities are increasingly mushrooming in various big cities, especially in the Jakarta area. The phenomenon of night entertainment in the packaging of modernity has now become a new breath and one of the things that attract and attract young people to participate in it. Behind the various nightlife venues, it is not uncommon for the food & beverages industry to be their main business. One of the food & beverage businesses that provide various night entertainment events is Hermosa Dining & Lounge. Membership, reservation, and food ordering service systems that currently exist at Hermosa Dining & Lounge are still not optimal. So far, Hermosa has marketed his business only through websites and social media. The social media users are WhatsApp and Instagram. The information available on Hermosa Jakarta's website and social media includes company profiles, location, and food menu prices. In terms of ordering a place, it is not uncommon for customers to contact Hermosa Jakarta via the WhatsApp contact number provided manually. Hermosa Dining & Lounge has not utilized a technology-based operational system in the form of a mobile application for its ordering and membership service processes. The purpose of this design is to produce a User Interface in the form of a mobile application prototype so that membership and ordering services at Hermosa Dining & Lounge can be optimized. The method used in this design is qualitative by applying the method of interviews, observation, and literature study. The results of the design in the form of a User Interface are expected to be a recommendation for the appearance of a mobile application prototype for Hermosa Dining & Lounge which can make it easier for consumers to improve ordering and membership services to increase a sense of loyalty for its users.

Keywords: UI/UX, Prototype, Mobile Apps, Hermosa, Dining & Lounge