

ABSTRACT

Many restaurants and cafes that provide coffee products in Bandung, including coffee shops, have resulted in high competition between one coffee shop and another. Thus, in facing the current high level of competition, Daily Routine Espresso Bar as a coffee shop requires the right strategy and innovation to maintain a competitive position. One of the efforts is to innovate with a design thinking approach to the menu book so this customer-oriented innovation can increase customer purchase intentions for its coffee products. Therefore, this study aims to make a Daily Routine Espresso Bar's menu book using design thinking approach.

This research was conducted using qualitative research methods so we can understand the needs of Daily Routine Espresso Bar customers. Researchers used interviews to explore customer pains, need, and expectations of the menu which is a media for information and promotion of Daily Routine Espresso Bar coffee products. The researcher conducted in-depth interviews with three participants, represented the Daily Routine Espresso Bar market segment. Next, we did data processing and analysis according to the stages of design thinking: empathize, define, ideate, and prototype.

The result of this study showed that making a menu using the design thinking approach can be carried out in the following stages: at the empathize stage, several problems were found in the menu, such as the complexity of accessing two menu cards, inadequate descriptions, and no original visual presentation. At the define stage, the researcher defined the problem that customers need a menu with adequate information so they can imagine and choose the right product to order according to their expectations. At the ideate stage, the researcher explored and determined solution ideas to answer customer problems by looking at references to previous studies and participants' validations about the expectations of the menu. At the prototype stage, the researcher made a menu prototype based on predetermined solution ideas. The result of the menu prototype is displayed in this research paper.

This research is expected to help Daily Routine Espresso Bar and other coffee shop businesses to innovate their products and services, one of which is the menu, with a design thinking approach. In addition, this research was only carried out up to the prototype stage, so there is a need for further research which conducts the test stage and looks at the impact of menu innovation with this design thinking approach empirically.

Keywords: *design thinking, menu, and coffee shop*