

## ABSTRACT

This research was conducted in response to the many bad reviews that hit several Point of Sale (POS) applications operating in various business sectors in Indonesia. Frequent criticism highlights multiple issues, such as difficulty in navigation, complexity of use, and a lack of adaptation to the unique needs of different types of businesses. Apart from that, challenges related to raw material management in POS applications are also a significant concern. The lack of detail and proper control over inventory and raw material usage has led to a substantial waste of resources. To overcome these problems, this research focuses on applying the Design Thinking method. The goal is to create more user-focused solutions that are intuitive and suited to diverse use contexts. With this approach, the research seeks to produce a user interface (UI) design that is easier to understand and access. It is more directly targeted to the user's business needs, significantly solving raw material management problems and problems from other POS applications. Design Thinking means involving users in the entire design process. This starts with a deep understanding of the end user, including their needs, preferences, and challenges in using the POS application. Then, through stages such as brainstorming, prototyping, testing, and iteration, this approach aims to produce relevant and practical solutions. This approach is expected to enable the 'Betty' POS application to provide better and more tailored services to customer needs, reduce waste of raw materials, and improve its reputation and competitiveness in an increasingly competitive market. Thus, the Design Thinking method helps formulate innovative solutions that respond to existing problems in POS applications and provide tangible benefits for users and business owners.

**Keyword :** *design thinking, point of sale, user interface*