

ABSTRACT

PROTOTYPE DESIGN OF CHILD CATERING SERVICE MOBILE APPLICATION “CATA APPS”

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Career-oriented housewives often don't have time to prepare healthy and appealing meals for their children. Most of them buy food outside or order catering. Children's catering entrepreneurs rely on word-of-mouth promotion methods, which are less effective in expanding their market. However, from the buyers' perspective, most prefer to seek information about catering through recommendations from close acquaintances rather than searching on the internet. Most also enjoy buying food through delivery applications. With the increasing use of food delivery apps in Indonesia, there is a significant opportunity to create a mobile application specifically for children's catering, accompanied by UI/UX that meets user needs. The design of this application's UI/UX uses the Design Thinking method, while its business concept is supported by Lean Canvas. This research aims to design such a platform. It is hoped that this application will provide practical solutions for parents and business opportunities for children's catering entrepreneurs.

Key words : prototype, mobile application, UI/UX, design thinking, lean canvas