

## **ABSTRACT**

*This research aims to identify consumer profiles and formulate application development strategies based on the analysis of interviews with three informants from the segment of poultry product buyers in Sukahaji Market. The analysis results show that consumers want quality poultry products at affordable prices, as well as improved services in terms of ease of finding products, responsiveness of sellers, timely delivery, and affordable shipping costs. The majority of informants use smartphones and the internet to search for product information, including through marketplace platforms and social media such as Facebook. The implication of this finding is that there is an opportunity for Unggascare to design an application that fulfills the needs of consumers to find and buy poultry products more easily, as well as strengthen consumer loyalty through a satisfying experience. This conclusion becomes the basis for formulating a strategy for developing the Unggascare application that focuses on consumer needs and wants.*

*Keyword : Empathy Map, Consumer Profile, Business Development*