

ABSTRACT

Sila Tea, as a brand that produce tea blends or what can be called artisan tea, offers a wide variety of tea blend products. However, to brewing tea blends by ourself, requires precise measurements, temperature, time, and concentration to consume the products correctly. Not all Sila Tea consumers know how to properly process Sila's Tea blend products. This research aims to design a mobile apps as a guide for brewing tea blends for Sila Tea customers so they can consume their products more accurately. The shape of this research is qualitative, with data collection conducted through observations, which include data on similar applications. Interviews were also conducted with the founder of Sila and UI/UX experts, and questionnaires were distributed to individuals matching the demographic segmentation of Sila Tea consumers. The theoretical foundation will also be sought through literature studies. The results of this analytical study will assist in the design process of an appropriate mobile application to address the identified issues. The benefit is that Sila Tea customers can more conveniently process their products, providing a better experience in using Sila products through an interactive and engaging mobile apps.

Keywords: *Multimedia Devices, Mobile Applications, UI/UX, Tea Blending*