

ABSTRACT

DESIGNING THE USER INTERFACE OF THE MOBILE APPLICATION "PUSISI" AS A PROMOTIONAL MEDIA FOR A COFFEE SHOP IN PURWOKERTO

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The growing coffee culture trend in Indonesia, particularly in Purwokerto, continues to rise, however, many coffee shops still face challenges in effectively promoting their businesses to reach a wider audience. The design of the mobile application user interface PUSISI is intended as a promotional medium to help local coffee shops increase their visibility in the Purwokerto area. This study adopts the User Centered Design (UCD) method to develop an intuitive and user-friendly interface tailored to the needs of coffee enthusiasts. The design process includes research through surveys and interviews with coffee shop owners and customers to identify the most relevant features. The findings indicate that users need features such as online reservations, menu browsing, and interactive social features like real-time location tracking between connected users. The final outcome of this study is a UI prototype designed using Figma to ensure an optimal user experience. The PUSISI application is expected to enhance the visibility and promotion of coffee shops in Purwokerto, support local businesses, and expand the coffee culture segment in the region.

Keywords: *User Interface Design, Mobile Application, Coffee Shop, Promotion, Purwokerto, User Centered Design.*