

## ***ABSTRACT***

### ***UI/UX DESIGN FOR DRY CAKE ORDERING USING LEAN UX METHOD***

#### ***(CASE STUDY: ORLINCOOKIES)***

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*The development of digital technology encourages MSMEs such as OrlinCookies to provide more efficient online cake ordering services. Currently, OrlinCookies only uses Instagram, which is not optimal in handling large orders. The purpose of this study is to design a UI/UX design for a web-based cake ordering system using the Lean UX method. This method was chosen because it emphasizes collaboration, rapid iteration, and direct validation from users. The research was conducted through interviews, questionnaires, creation of Minimum Viable Product (MVP), experiments, and usability testing using the System Usability Scale (SUS). The results of testing 39 respondents showed an average SUS value of 74.6 (category "Excellent"), indicating that the prototype developed was able to increase efficiency and provide a better user experience. With the Lean UX approach, OrlinCookies can present a more responsive, easy-to-use, and user-friendly ordering system.*

***Keywords: : Lean UX, UI/UX, Cake Ordering, OrlinCookies, Usability***