

ABSTRACT

Telkom Coffee Surabaya faces significant challenges in the service process, especially during peak hours, which often leads to order backlogs and decreases the quality of service. Moreover, customer preferences for ordering online have not yet been met because Telkom Coffee Surabaya does not have a self-ordering platform. This creates a need for digital solutions that can enhance service efficiency while also providing a better user experience. To address this issue, this research proposes the design of an online ordering application prototype based on the User Centered Design (UCD) approach. This method was chosen because of its ability to understand user needs specifically and generate user-centered solutions. The research process is carried out through four main stages, namely understanding the user's context, determining the user's needs, designing the design solution, and evaluating the design against the user's needs. The result of this research is a prototype of an ordering application designed to make it easier for customers to place orders online while also supporting the efficiency of Telkom Coffee Surabaya's service. This prototype is expected to serve as the foundation for the development of a more integrated digital ordering platform, helping to enhance customer satisfaction, and becoming a reference for similar innovations in other coffee shop industries.

Keywords: Telkom Coffee Surabaya, Application Prototype, User Centered Design (UCD), Online Ordering, User Experience, Service Efficiency.