ABSTRACT

Src Azzahra is a basic food shop that sells various kinds of food and non-food products that people need in their daily lives. The sales and financial recording system at Src Azzahra is still carried out conventionally without the help of technology in all activities in the shop. This causes risks such as slow service, messy recording of goods and finances and a high possibility of errors in calculations. The aim of this research is to design a user interface / user experience for the gubakoo application at a grocery store using the design thinking method.

Therefore, to achieve this goal, the Design thinking method was chosen in designing the UI/UX of the Gubakoo application which focuses on usability and user satisfaction with the application. This design thinking method consists of five iterative stages which can be used to strengthen innovation, solve a problem and help understand user needs so as to provide the right solution.

The results obtained from user validation when using this prototype are the conclusion that the application design has met the benchmark criteria, by obtaining a satisfaction level of 83 points, where these points have met the criteria rules for measuring the System Usability Scale and *testing* was also carried out using the User Experience Questionnaire. With the results of the average score on the Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation scale having a positive impression while the Novelty score tends to have a neutral impression. So that this application design can be developed by the development team to serve as the basis for building a basic food sales application design in Gubakoo.

Keywords: *System Usability Scale, Design Thinking, Prototype, Sales*