

Design of the Pizza Boxx Product Ordering Application

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The rapid growth of the online culinary industry in Indonesia is driving businesses to innovate to improve service quality and strengthen customer relationships. Pizza Boxx, as a delivery-only culinary business, has been dependent on third-party platforms such as GrabFood, GoFood, and ShopeeFood. This dependence limits control over the user experience, complicates consistent information delivery, and increases operational costs. This study aims to design a Pizza Boxx ordering application interface that is standalone, consistent with brand identity, and capable of providing a convenient and efficient transaction experience. The study used a qualitative descriptive, research and development approach through observation and literature review, with design stages including creating a sitemap, user flow, wireframe, mock-up, and prototyping using Figma. The design results show that the implementation of appropriate UI/UX design can improve operational efficiency, strengthen brand image, and provide full control to Pizza Boxx in managing services and interactions with customers. This application is expected to be an effective digital strategy to increase Pizza Boxx's competitiveness in the online culinary industry.

Keywords: Service, Pizza Boxx, Food Application.

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1. Introduction

Rapid advancements in information technology have transformed interaction patterns among Indonesians, including their food consumption habits. Online-based applications have become a primary channel for culinary businesses to reach customers quickly and efficiently. Intense competition drives businesses to innovate their services, with the quality of the User Interface (UI) and User Experience (UX) serving as key determinants of customer satisfaction and loyalty [1].

As a culinary business specializing in pizza, Pizza Boxx faces the challenge of delivering excellent customer service. Conventional ordering methods such as phone calls or in-store visits often result in limitations like long queues, order-taking errors, and a lack of real-time information regarding menus, prices, and product availability. Currently, the business operates on a delivery-only model that relies on third-party platforms such as GrabFood, GoFood, and ShopeeFood. While these platforms facilitate distribution, this reliance limits Pizza Boxx's control over the user experience, product information, promotions, and brand identity, while simultaneously driving up operational costs.

To address sales challenges, Pizza Boxx requires a digital product-ordering application that facilitates interaction between customers and the company. This application is intended not only to serve as an ordering platform but also to provide comprehensive information regarding the menu, flavor varieties, prices, promotions, and various payment methods. With this application, customers can place orders more quickly, conveniently, and accurately, while the company can enhance service efficiency, minimize the risk of order errors, and expand its market reach through a digital platform.

To address these issues, a Pizza Boxx product ordering application supported by User Interface (UI) and User Experience (UX) design is required. UI/UX plays a crucial role in the development of digital products,

particularly websites. The website's development and performance are significantly enhanced by the implementation of UI/UX. Beyond creating an attractive visual appearance, UI/UX design makes the website easier for users to navigate and utilize[2]. In the application design, the UI is crafted to facilitate ease of use, while the UX is optimized to create a pleasant and efficient transaction experience [3].

Designing the Pizza Boxx product ordering application using Figma offers several advantages, including support for real-time marketing, flexible access, and the ability to visualize the application flow without requiring coding during the initial stages. This facilitates the evaluation and refinement of the design before further development takes place. The study offers distinct benefits: first, the use of Figma makes the design process more efficient, modern, and aligned with the needs of the creative industry; second, the UI/UX design ensures that the application serves not merely as an ordering platform but also delivers a user experience that is convenient, fast, and accurate.

2. Literature Review and Problem Statement

Visual Communication Design

As an applied social science discipline that prioritizes visuals to bridge communication challenges, visual communication design plays a vital role in society [4]. It is a field that integrates elements of art, communication, and design practice along with visual arts to convey messages to a target audience. Visual communication design goes beyond mere aesthetics; it serves as a medium for conveying information, shaping perceptions, and influencing audience behavior. Several fundamental elements form the basis of this discipline: point, shape, color, texture, space, format, and typography. The point is the basic element that serves as the foundation for lines and visual structures. Shapes whether geometric or organic construct visual compositions. Color functions not only as an aesthetic element but also as a visual communication tool capable of evoking emotions, shaping perceptions, and influencing behavior [5].

Typography

Typography is the art and technique of arranging type to create a visual layout that is communicative, aesthetically pleasing, and legible in both print and digital formats. It encompasses not only the selection of typefaces but also elements such as font size, letter spacing (kerning), word spacing, line spacing (leading), and text alignment [6]. Thus, typography is the art and technique of arranging type including the selection of typefaces, sizes, spacing, and layout with the aim of establishing readability, message clarity, and aesthetic value in visual communication. Typography serves not merely as a medium for conveying text but also plays a visual role in establishing the mood, character, and identity of a design.

Illustration

An illustration is a visual work such as a drawing, sketch, or other graphic form created to clarify, explain, or reinforce a message, idea, or story within the context of communication. Illustrations do not merely support text; they can also stand alone as a medium for expression, a means to capture attention, and a way to convey meaning visually, thereby making information easier to understand and more engaging for the audience. Illustrations serve to clarify or bring to life written text, manuscripts, or music [7].

User Interface & User Experience

In the development of digital products such as mobile applications, theories regarding User Interface (UI) and User Experience (UX) have become highly relevant. UI encompasses the visual aspects of the interface, such as layout, color, typography, and icons. UX, on the other hand, focuses on the user's experience while interacting with the system, including aspects of navigation, efficiency, and responsiveness [8]. Creating an application design is essential for generating ideas. Designing the User Interface (UI) and User Experience (UX) constitutes a crucial stage in software development [9].

Fixma

Figma is a design tool commonly used to create interfaces for mobile apps, desktop applications, websites, and more. It runs on Windows, Linux, and macOS, requiring an internet connection. It is widely used by professionals in UI/UX, web design, and related fields. In addition to offering a comprehensive feature set comparable to Adobe XD, Figma stands out for its collaborative capabilities, allowing multiple users to work on the same project simultaneously from different locations. This collaborative workflow facilitated by Figma's specific features has made it a preferred choice for many UI/UX designers looking to create website or application prototypes quickly and effectively [3].

Applications

As digital products, applications serve not only as transaction tools but also as a bridge between users and service providers; consequently, their design must balance aesthetics and functionality. Creating an optimal interface requires a style-guide-based approach, periodic redesigns, and a comprehensive understanding of user needs [10]. A clear conceptual framework is essential to the application design process, serving as a guide for translating the brand's vision and mission into digital features and interfaces. The design process typically begins with a needs analysis, proceeds to visual planning using tools such as diagrams or digital sketches, and concludes with prototyping and testing [11].

3. Method

Research Approach

This study employs the Research and Development (R&D) method, which is used to create specific products and evaluate their effectiveness [12]. The research utilizes a model comprising pre-production, production, and post-production phases.

Furthermore, a conceptual framework was designed to integrate Pizza Boxx's vision, mission, and core values into the application development process. This framework serves as a guide for designing features and the interface, ensuring the application reflects the brand's character while delivering an optimal user experience.

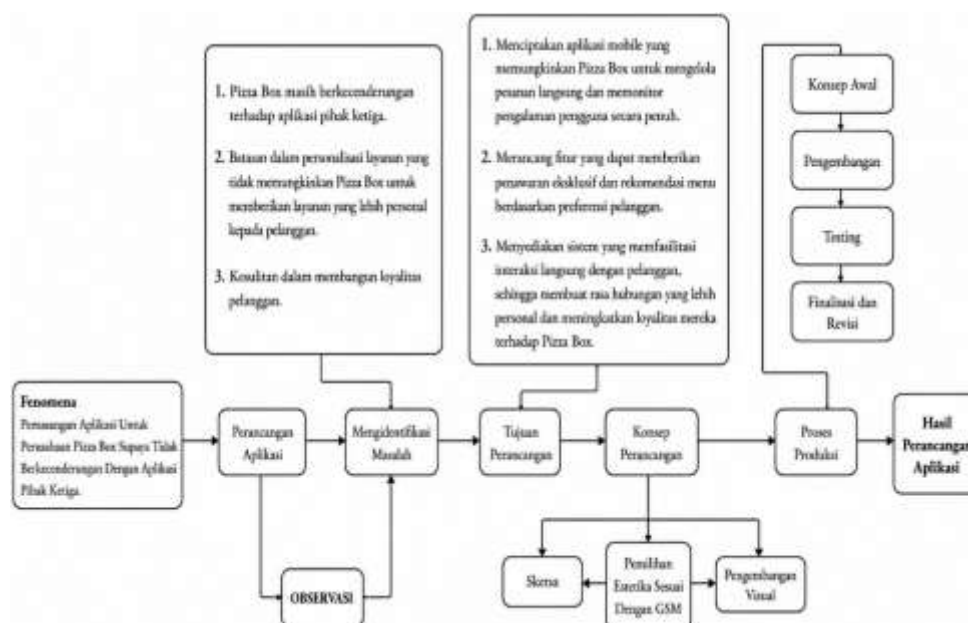


Fig. 1. Design Concept Framework

Mind Mapping

The mind map for the Pizza Boxx product ordering application design encompasses objectives to streamline the ordering process and enhance the user experience; key features such as the product menu, online ordering, payment, delivery, and promotions; a simple and responsive UI/UX design created using Figma; a target audience comprising general customers and young people; and research highlights featuring technology-driven food ordering innovation and interactive design.

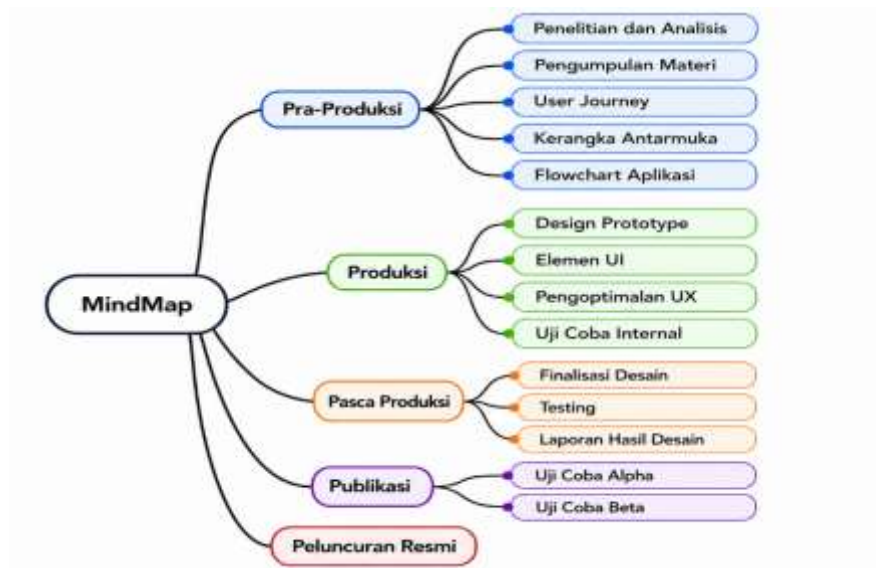


Fig. 2. Mind Mapping

4. Results And Discussion

Pre-production Phase

The production process for the Pizza Boxx application design begins with the creation of a logo as the primary visual identity; this serves to reinforce the brand image while acting as the foundation for developing other design elements within the application. The logo is designed with careful consideration of the brand's character, typographic suitability, and a color palette that stimulates the appetite and ensures easy recognition by users.



Fig. 3. Pizza Boxx Logo

The development of the UI/UX layout concept for the Pizza Boxx app began with an evaluation of visual elements from the existing brand identity such as social media and packaging incorporating modern, bold typography to reflect the product's handmade nature and freshness; a dominant color palette of appetite-stimulating red (#9f2224) and cheerful, optimistic yellow (#faec0b); and rounded visual shapes that convey warmth and approachability.

Font, Regarding typography, the choice fell on Poppins and Fredoka One sans-serif typefaces characterized by rounded, bold forms and a friendly appearance. The visual characteristics of Fredoka One create a relaxed, cheerful, and casual impression while maintaining a professional tone. This font selection aims to reinforce a friendly and approachable visual identity, conveying an open and optimistic feel that aligns with the Pizza Boxx brand image.



Fig. 4. Font

Color, Regarding color selection, the author utilized a scheme aligned with Pizza Boxx's visual identity to maintain consistency and cohesion among design elements. The color scheme used is as follows:

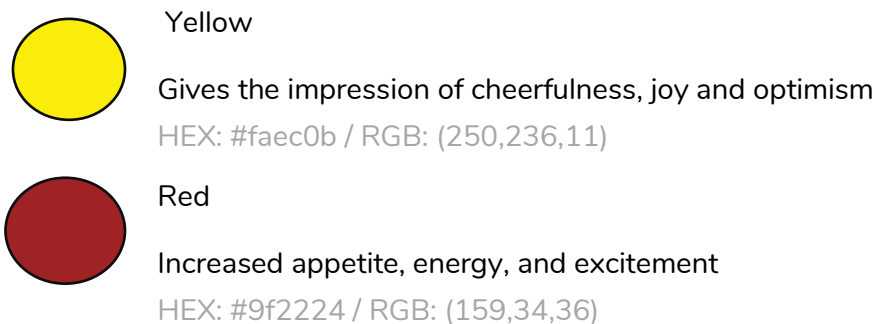


Fig 5. Color

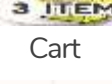
Pizza Boxx primarily utilizes red and yellow colors featured prominently in its logo to psychologically stimulate appetite and capture attention. This color palette is adapted for the app interface using a balanced composition; the design avoids visual overload and remains easy on the eyes while preserving the brand's distinctive visual identity.

Visual hierarchy principles are applied by adjusting element sizes so that key features such as the "Menu" button stand out and are easily accessible. Furthermore, all visual elements (including the logo, illustrations, and tone of communication) remain consistent with the Pizza Boxx brand identity. This approach informs the subsequent concept development phase, which establishes a design scheme featuring rounded, friendly shapes and a color palette comprising red, yellow, white or light gray (for backgrounds), and black (for call-to-action buttons).

Elements, The design incorporates a typographic scheme utilizing clean, responsive sans-serif fonts (such as Poppins and Fredoka One) and a responsive layout featuring bottom navigation and a promotional area at the top of the screen. These elements are realized through wireframes comprising a main page (displaying categories and promotions), a menu page (showing product images and prices), a product detail

page (offering full descriptions and customization options), a checkout page (for order and payment details), and an account page (containing profile settings and transaction history) all aimed at creating an intuitive, consistent user experience that aligns with the brand's visual identity.

Table 1. Element Assets

Visual	Description	Source
 Explore	This icon is used to show the main menu page.	Adobe Illustrator By Author
 Voucher	This icon is used to show the voucher page.	Adobe Illustrator By Author
 Search	This icon is used to indicate the search page.	https://www.flaticon.com/search?word=search Adobe Illustrator
 History	This icon is used to show the history page.	Canva By Author
 Cart	This icon is used to show items that have been selected by the user.	Adobe Illustrator Adobe Photoshop By Author
 Facebook Icon	This icon is used so that users can enter pizza boxx's facebook social media.	https://www.vecteezy.com/vector-art/22257063-icon-media-social-facebook
 Google Icon	This icon is used so that users can find out about pizza boxx via google.	https://www.vecteezy.com/vector-art/10353285-colourful-google-logo-on-white-background
 Twitter Icon/X	This icon is used so that users can enter social media twitter/x pizza boxx.	https://www.vecteezy.com/vector-art/28286466-twitter-new-logo-twitter-icons-new-twitter-logo-x-2023-x-social-media-icon
 Instagram Icon	This icon is used so that users can enter pizza boxx's instagram social media.	https://www.vecteezy.com/vector-art/22257067-icon-media-social-instagram
 Location Icon	This icon is used to show user location.	https://www.vecteezy.com/vector-art/552683-geo-location-pin-vector-icon adobe photoshop

Some of the assets used were obtained from various websites offering free assets. Subsequently, these graphic assets were modified using graphic design software to meet User Interface requirements.

Table 2. Internet Asset Sources

No	Asset Source	Asset
a.	flaticon.com	Search icon
b.	vecteezy.com	Facebook Icon, Twitter Icon, Instagram Icon, Google Icon, Location Icon

In addition to utilizing assets from the internet, the author also created several visual assets independently using graphic design software. The creation process involved producing illustrations in both vector and bitmap formats. The software used is listed alongside examples of the visual assets generated by each application.

Table 3. Sources of Software Assets

No	Software	Assets
a	Adobe Illustrator	Today's Promo Element, Menu Element, Rupiah Payment, Explore Icon, Icon Voucher, Search Icon, Cart
b	Adobe Photoshop	Cart Icon, Location Icon
c	Canva	History Icon

Site Map, The site map below outlines the page structure of the Pizza Boxx application. There are four main pages: the Login Screen, Main Menu, Personification, and Payment. On the first page the Login Screen users can choose to either Sign In or Sign Up; both options feature similar forms requiring an email address, password, and other user details. Next, the Main Menu page offers key features such as Explore, Vouchers, Search, and Purchase History, making it easy for users to navigate the app. The following page is Personification, which contains information regarding the user's profile, the "About Us" section, and the user's location. Finally, the Payment page displays an order summary and a streamlined payment process designed to allow users to complete transactions quickly and easily.

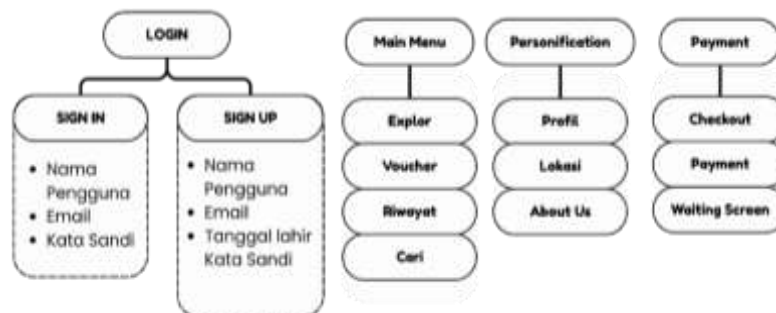


Fig. 6. Site Map

Production Phase

The production phase for the Pizza Boxx application interface design involves a series of visual design processes, ranging from the creation of user flows, wireframes, and mock-ups to the development of an interactive prototype. This process aims to establish a comprehensive overview of the application's usage flow while crafting an interface that meets user needs.

The interface design focuses on developing the Pizza Boxx ordering application as a more efficient and integrated self-service ordering solution. This initiative seeks to reduce reliance on third-party platforms such as ShopeeFood, GoFood, and GrabFood and to strengthen the brand's visual identity through a dedicated official application.

The initial production concept begins with hand-drawn sketches to explore visual ideas. This stage proceeds with the selection of aesthetic elements that align with Pizza Boxx's Graphic Standard Manual (GSM) guidelines, covering colors, typography, icons, and other visual shapes. Subsequently, these visual designs are transformed into digital mock-ups and prototypes to serve as realistic simulations of the user interface. Using this prototype, the team can directly observe and gather feedback on the developed design, thereby facilitating refinement prior to final implementation.

User Flow, User flow or usually in the form of a diagram which is the flow of movement that a user goes through when using a product [13]. This User Flow also helps to understand how users map potential paths chosen by users and identify problems.

Task Flow 1: For the first objective, the user wants to view the promotions available at Pizza Boxx. This task flow shows that the user simply needs to log in or register, after which they are immediately directed to the "Explore" menu to view the available promotions.

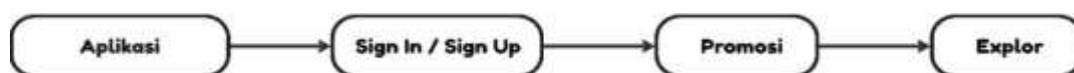


Fig. 7. Task Flow 1

Task Flow 2: For the second objective, the user wants to view available vouchers. The second task flow demonstrates that accessing the "Voucher" page is straightforward for the user.

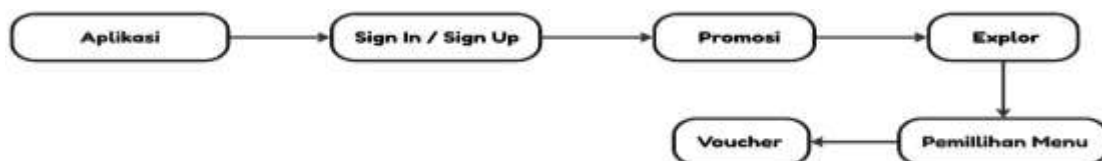


Fig. 8. Task Flow 2

Task Flow 3: For the third objective, the user wants to proceed to checkout. The third task flow shows that the user needs only four clicks to navigate from the "Explore" page to the "Checkout" page.

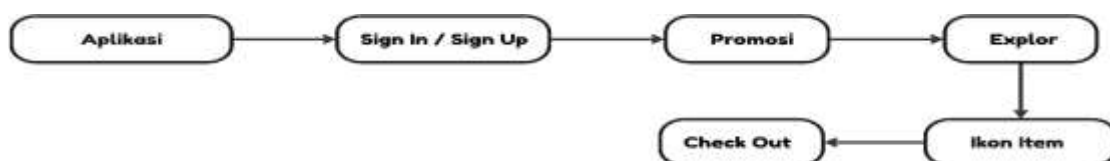


Fig. 9. Task Flow 3

Task Flow 4: For the fourth objective, the user wants to view or edit their account profile. The fourth task flow demonstrates that minimal effort is required for the user to reach the User Account menu.

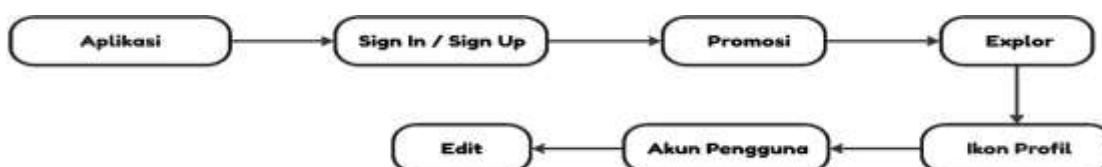


Fig. 10. Task Flow 4

Task Flow 5: For the fifth objective, the user wants to learn about the company.

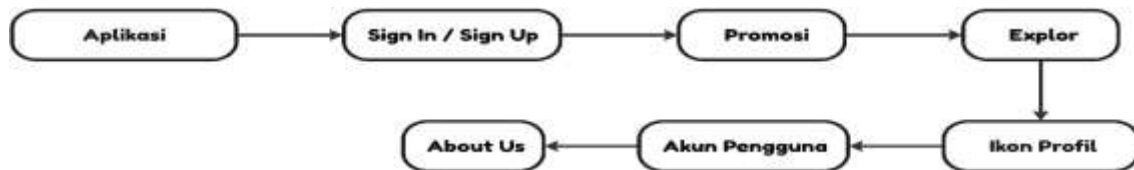


Figure 11. Task Flow 5

Wireframe, Wireframing is a fundamental stage in the digital media design process, serving as the basic structure established prior to actual digital product development. It involves creating a skeletal framework of the product before the development phase begins. Wireframes are essential for achieving an appealing design that meets specific requirements and are a crucial component in building a high-quality website.

In practical terms, a wireframe resembles a black-and-white sketch composed of gray boxes and text, representing the product's future layout. As low-fidelity representations often used during brainstorming sessions, wireframes facilitate team communication and collaboration, allowing users to easily provide input and suggestions regarding the website or application design during this stage. They also streamline communication between stakeholders and designers, making it easier to share ideas.



Fig. 12. Wireframe

Prototype, In Design Thinking, prototyping is the process of designing an application's interface based on user requirements identified in the preceding stage [14]. This stage facilitates the transformation of concepts into a product or test application that can be evaluated with users. An iterative process is employed if the prototype does not meet the client's expectations, allowing for redesign and refinement to better satisfy requirements [15]. Font selection takes into account visual alignment with brand positioning and ensures ease of reading across various devices. The typeface employed offers a range of weights and styles, supporting flexibility and information hierarchy on the website.

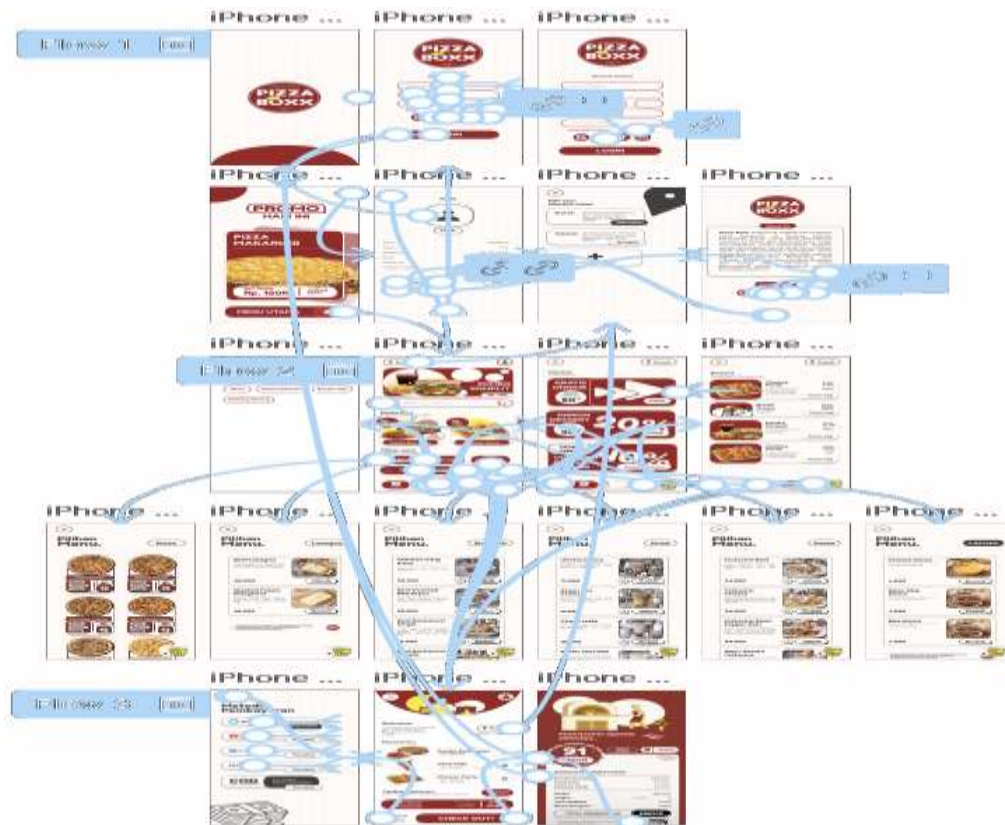


Fig. 13. Prototype

Mockup, A mockup is a visual representation of a design concept that provides a detailed view of the product's final appearance. During the design process, a mockup serves as a crucial tool for visualizing the design concept and evaluating how well the final look aligns with the planned concept before the product is developed or manufactured.



Fig. 14. Mock-up

The mock-up in Figure 14 represents the final visual iteration of the Pizza Boxx application interface, developed through preceding stages such as user flow, wireframing, and prototyping. It showcases the application's actual appearance, featuring design elements ranging from color schemes, typography, and icons to page layouts that align with Pizza Boxx's visual identity.

Visually, the mock-up employs red (#9f2224) and yellow (#faec0b) as dominant colors, maintaining consistency with the brand identity. Red highlights key elements like call-to-action buttons and primary icons, while yellow creates a cheerful, warm atmosphere and draws user attention to specific features. The consistent use of Poppins and Fredoka One typefaces reinforces a friendly, modern, and accessible feel.

The layout features a responsive design with primary navigation positioned at the bottom of the screen, allowing users easy access to the main menu, vouchers, search function, shopping cart, and account page. The upper section of the screen displays promotional areas and information banners showcasing featured products or the latest offers, thereby directly supporting Pizza Boxx's marketing strategy.

Discussion

The design of the Pizza Boxx ordering application addresses the need for business independence in the culinary sector, countering the reliance on third-party platforms such as GoFood, ShopeeFood, and GrabFood. Such dependency often results in limited control over the user experience, inconsistencies in product information, and higher operational costs. By utilizing a proprietary application, Pizza Boxx can optimize its branding, enhance transaction efficiency, and foster stronger direct relationships with consumers.

Visually, the Pizza Boxx brand identity is reflected in design elements that align with the brand's character. Red is employed to stimulate appetite and convey energy, while yellow evokes a sense of cheerfulness and optimism. The chosen sans-serif typefaces Poppins and Fredoka One reinforce an impression of friendliness, modernity, and professionalism. This combination aligns with Visual Communication Design principles, which emphasize the importance of harmony among typography, color, icons, and graphic elements in shaping audience perception. Consequently, the application serves not merely as a transactional tool but also as a medium for visual communication that strengthens the brand image.

Regarding functionality, the application design was developed through stages including wireframing, user flow mapping, mockups, and prototyping. The user flow outlines a simple, efficient interaction path covering everything from menu browsing and voucher usage to checkout and account management. Wireframes serve as the structural foundation, while mockups and prototypes provide tangible visualizations that allow for direct user evaluation. This approach proves the effectiveness of the prototyping method, as it facilitates rapid iteration based on user feedback, ensuring the final design closely aligns with real-world needs.

From a practical standpoint, the Pizza Boxx application offers three key benefits. First, it boosts operational efficiency by eliminating reliance on third-party services that impose additional fees. Second, it strengthens brand identity by ensuring visual consistency and granting full control over consumer communication. Third, it enhances the user experience through intuitive navigation, a user-friendly interface, and transparent, easily accessible information. The design process has yielded not only a visually appealing interface but also a strategic solution that supports the growth of the culinary business. This application has the potential to serve as a digital tool that enhances Pizza Boxx's competitiveness in the increasingly crowded online food industry, while simultaneously fostering more personal and enduring relationships with customers.

5. Conclusion

The UI/UX design of the Pizza Boxx ordering application shows that the prototyping method is effective in accommodating the needs of a delivery-only based culinary business. Through the stages of idea exploration, wireframe creation, mockup creation, prototype testing, and iteration based on user input, an application design was produced that was consistent with Pizza Boxx's visual identity.

The resulting standalone application prototype is able to reduce dependence on third-party platforms, increase operational efficiency, and provide full control over the user experience. The choice of red and

yellow colors, friendly sans-serif typography, and consistent visual elements successfully strengthen the brand image and provide intuitive interactions.

Development recommendations can be directed at integrating more varied payment gateways, loyalty program systems, and artificial intelligence-based recommendation features to increase customer retention. Applying a mature design, this application has the potential to be an effective digital strategy in expanding the market and strengthening Pizza Boxx's position in the online culinary industry.

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