

ABSTRACT

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DESIGN OF UI/UX FOR COWORKING SPACE BOOKING APPLICATION
USING DESIGN THINKING METHOD

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The use of internet technology and mobile devices has brought significant changes in the lives of Indonesian people. Amidst this development, the need for flexible and economical workspaces is increasing. Coworking space is becoming a popular alternative, especially in the creative industry, startups and freelancers. However, the ordering process is still complicated, driving the need for solutions that are more efficient and easily accessible via mobile applications. Thus the authors designed a UI/UX interface design solution for the coworking space ordering application by interviewing 5 potential user respondents. The approach method used in this research is Design Thinking. This design approach emphasizes solving problems in an innovative way and oriented to user needs. The Design Thinking method was chosen in this study because it has been proven effective in meeting user needs. This approach also makes it possible to deepen understanding of the problems faced by users and better identify their needs. The stages of the design thinking method consist of the Empathize, Define, Ideate, Prototype, and Test stages. The high-fidelity prototype results were made using Figma. The results of this study are in the form of a UI/UX design for a coworking space ordering application that is easy to use and according to user needs. The trials that have been carried out on high-fidelity prototypes use three methods, namely, Single Ease Question (SEQ), System Usability Scale (SUS), and User Experience Questionnaire (UEQ). In the SEQ test which consisted of 11 tasks, a score of 6.69 was obtained, indicating a high level of ease. The SUS test got a score of 85.58 in the acceptable category. Testing with SEQ which consists of 6 aspects, namely attractiveness, clarity, efficiency, accuracy, stimulation, and novelty, scores above the average with a benchmark score in the Excellent category.

References (1995 – 2023)