

ABSTRACT

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REDESIGNING THE USER INTERFACE (UI) AND USER EXPERIENCE (UX) OF SMP MARDI WALUYA BOGOR WEBSITE USING FIGMA WITH DESIGN THINKING METHOD

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(xiv + 79 + Attachment)

SMP Mardi Waluya Bogor is one of the prominent Catholic-based schools under the auspices of the Mardi Waluya Sukabumi Foundation. The website <https://www.smpmardiwaluyabogor.sch.id/> is used for promoting information about SMP Mardi Waluya Bogor School. The SMP Mardi Waluya website faces issues related to user interface and user experience, lack of interaction design necessitating additional features, usability improvement needs, non-user-friendly visual design or layout, and the requirement for additional features to facilitate interaction between the school and users. The *design thinking* method—*Empathize, Define, Ideate, Prototype, and Testing*—aid in the redesign process to create a product that aligns with user needs and addresses the issues they encounter. In the *Empathize* stage, problems and needs are identified through interviews and observations, encompassing user feedback while navigating the website and their desire for an Online registration feature. In the *Define* stage, pain points identified in the *Empathize* stage are further explored, including incomplete information and empty content on website pages. Problem definition revolves around making the SMP Mardi Waluya Bogor website more understandable and informative. During the *Ideate* stage, ideas or solutions are explored to address user issues and needs. One idea is to create a more user-friendly layout and fill content gaps. The next stage is *Testing*, using two methods: *Single Ease Question* (SEQ) and *System Usability Scale* (SUS). The SEQ results show an increase from an initial score of 4.97 to 6.25. Subsequently, SUS *Testing* shows an increase from 48.3 to 82.08 in the *Prototype*. This improvement in scores among the 6 respondents indicates that the redesign aligns with needs and effectively addresses existing problems.

Bibliography (2017-2023)