ABSTRACT

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APPLICATION OF DESIGN THINKING METHOD IN THE UI/UX DESIGN OF STUDENTSITE GUNADARMA WEBSITE

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Keywords : *Design Thinking*, StudentSite, UI, UX

(xv + 94)

The StudentSite website of Gunadarma University (UG-SS) is a website that assists Gunadarma University students in accessing student-related information. To support important aspects for students, the UG-SS website needs to have an ideal interface design system. One of the methods employed is by shaping the ideal interface design for the UG-SS website using the Design Thinking method, which could serve as a recommendation for developers in enhancing the UG-SS website system development. The application of the Design Thinking method in the academic website helps in creating a design layout for the academic website interface through the stages present in the Design Thinking method: Emphasize, Define, Ideate, Prototype, and Test. The results of the interface design testing using the Maze website yielded a score of 89, indicating user satisfaction with the prototype design. Meanwhile, the results of the System Usability Scale (SUS) testing revealed an average SUS score of 84.25, which falls within Grade A, characterized as "excellent" on the adjective scale, and deemed acceptable by users.