

## ABSTRACT

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UI/UX Design of Siagabekasi Website with a Mobile-First Approach Using Design Thinking Method Through Figma Application

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(xi + 39 + Appendix)

In this digital era, quick access to information and services has become increasingly essential, particularly in emergency situations. As of early 2024, the number of internet users in Indonesia has reached 185 million, with mobile phones being the dominant medium for internet access. Bekasi, as one of Indonesia's major cities, reflects the urgent need for quick and effective access to emergency information. This research aims to provide an efficient platform that facilitates easy access to emergency services for the people of Bekasi. The applied method is design thinking, which consists of five stages: empathize, define, ideate, prototype, and testing. The tool used to create the prototype is the Figma application. The design of the SiagaBekasi website prototype has been successfully developed and can be accessed via the link <https://bit.ly/SiagaBekasi>. Testing was conducted using the Likert Scale method to assess the feasibility and effectiveness of the prototype design. The test results show that the SiagaBekasi website prototype received a feasibility score of 88.16%, categorizing it as "Highly Feasible." This indicates that the website design meets user needs and can be effectively implemented to provide efficient emergency services in Bekasi.

References: (2020 – 2024)