

## ABSTRACT

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UI/UX DESIGN OF RCN GARAGE CAR RENTAL APPLICATION WITH  
DESIGN THINKING METHOD USING FIGMA

Scientific Paper. Information Systems. Faculty of Computer Science and  
Information Technology.

Gunadarma University. 2025

Keywords: UI/UX, Design Thinking, Figma, Car Rental

(XIV + 60 + Appendix)

RCN Garage is a car rental service provider facing challenges in delivering a digital application-based service. Customers experience difficulties in accessing information, making reservations, and utilizing services efficiently. This highlights the need for an application design that meets user needs and preferences.

This study aims to design the UI/UX of the RCN Garage car rental application using the Design Thinking method. The method involves five stages: Empathize, Define, Ideate, Prototype, and Test. The design process was carried out using Figma, while the testing phase utilized the Maze platform and usability questionnaires.

The testing results showed that the prototype design achieved a usability score of 93.32%, with most respondents stating that the application was easy to use and satisfying. These findings indicate that the Design Thinking approach is effective in creating functional designs that align with user needs.

In conclusion, the UI/UX design based on the Design Thinking method can enhance user interaction quality in car rental services. The application is expected to serve as a digital solution that offers convenience, comfort, and efficiency in the vehicle rental process at RCN Garage.

*References (2020 – 2025)*