

## ABSTRACT

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### **DESIGNING USER INTERFACE AND USER EXPERIENCE ON PAUD RAADHIYATAM MARDHIYYAH WEBSITE USING DESIGN THINKING METHOD**

Thesis. Department of Information Systems. Faculty of Computer Science and Information Technology. Gunadarma University. 2023.

Keywords : *Preschool, Design Thinking, User Interface, User Experince, Website*

(xiii + 60 + Attachment)

*As a means of information, a website-based system displays a lot of information making it easier for people to find it. The website itself is an information system that greatly affects all human activities, from the smallest to the largest. Website UI / UX design can be used as a solution to provide information about costs, facilities, vision and mission, curriculum, school profile, teaching staff, school location, school achievement, learning activities, school albums in Early Childhood Education (PAUD) schools, especially those under the auspices of the Education and Culture Office. This information system also provides general information about Early Childhood Education (PAUD) “Raadhiyatam Mardhiyyah” so as to provide convenience for parents. The method used is Design Thinking which consists of several stages, namely Emphatize, Define, Ideate, Prototype, Test. This research produced a user interface and user experience in the form of a prototype of the Paud Raadhiyatam Mardhiyyah website. With complete and well-structured information on the website, people or interested parties can easily find the information they need, this can reduce confusion and time spent searching for information in various places, with detailed information, parents can compare between various ECCE based on cost, facilities, curriculum, and vision and mission. Enable them to make decisions that are more informed and appropriate to the needs of the child and family.*

Bibliography (2015-2022)