

## ABSTRACT

Dzikra Umaimah Abrar, 10122413

USER INTERFACE DESIGN AND USER EXPERIENCE WEBSITE BOOKING PHOTOGRAPHY SERVICES 'GUSTI PHOTO' WITH DESIGN THINKING METHOD

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(xii + 66 + Attachment)

This study discusses the design of *the User Interface (UI)* and *User Experience (UX)* of the "Gusti Photo" photography service ordering website using *the Design Thinking method*. The background of the research is the need to digitize photography services which were previously still carried out manually through WhatsApp, so that they often cause impracticality and potential miscommunication. The *Design Thinking method* is applied through five stages, namely *Empathize, Define, Ideate, Prototype, and Test*. Data was obtained through interviews with business owners and the distribution of questionnaires to 20 potential users. The design results are visualized in the form of *a prototype* using Figma with the main features in the form of a centralized ordering system, portfolio based on service categories, availability schedules, price and service information, and *live chat*. *Usability testing* uses the Maze platform and a likert scale questionnaire to assess aspects of *Learnability, Efficiency, Memorability, Errors, and Satisfaction*. The test results showed that the majority of respondents gave a rating of "Agree" to "Strongly Agree", which indicates that *UI/UX* design is effective in improving booking efficiency while providing a positive user experience. *The prototype* of Gusti Photo's website can be accessed via the link: [https://bit.ly/Prototype\\_WebsiteGustiPhoto](https://bit.ly/Prototype_WebsiteGustiPhoto).

Bibliography (2020 – 2025)