

INTISARI

Penelitian ini bertujuan untuk melakukan perancangan ulang antarmuka pengguna (UI) dan pengalaman pengguna (UX) pada Website Lapak Aduan Banyumas yang berfungsi sebagai media pengaduan masyarakat Kabupaten Banyumas, dengan menggunakan metode Design Thinking. Metode ini dipilih karena berorientasi pada kebutuhan dan pengalaman pengguna melalui lima tahap, yakni empati, perumusan masalah, ideasi, pembuatan prototipe, dan pengujian. Dari hasil survei serta wawancara, ditemukan beberapa permasalahan seperti tampilan website yang tidak konsisten, navigasi yang membingungkan, dan desain visual yang kurang menarik serta terkesan usang. Proses redesign menghasilkan prototipe baru yang lebih responsif, mudah dipahami, dan nyaman digunakan. Evaluasi menggunakan System Usability Scale (SUS) menunjukkan skor akhir sebesar 77, yang menunjukkan respon positif dari pengguna terhadap desain website yang baru. Dengan demikian, penerapan metode design thinking terbukti efektif dalam menghasilkan perbaikan UI/UX yang sesuai kebutuhan pengguna serta meningkatkan kualitas layanan pengaduan digital di Kabupaten Banyumas.

Kata kunci: Design Thinking, User Interface, User Experience, Website Lapak Aduan Banyumas, System Usability Scale

ABSTRACT

This research aims to redesign the user interface (UI) and user experience (UX) on the Lapak Aduan Banyumas Website which functions as a media for public complaints in Banyumas Regency, using the Design Thinking method. This method was chosen because it is oriented towards the needs and experiences of users through five stages, namely empathy, problem formulation, ideation, prototyping, and testing. From the results of surveys and interviews, several problems were found such as inconsistent website appearance, confusing navigation, and visual design that was less attractive and seemed outdated. The redesign process resulted in a new prototype that is more responsive, easy to understand, and comfortable to use. Evaluation using the System Usability Scale (SUS) showed a final score of 77, which indicates a positive response from users to the new website design. Thus, the application of design thinking method proved to be effective in producing UI/UX improvements that meet user needs and improve the quality of digital complaint services in Banyumas Regency.

Keywords: Design Thinking, User Interface, User Experience, Lapak Aduan Banyumas Website, System Usability Scale.