

ABSTRAK

Creative Pro Design Purwokerto merupakan penyedia layanan desain grafis yang saat ini masih mengandalkan platform pihak ketiga seperti Shopee untuk proses pemesanan. Kondisi tersebut menimbulkan keterbatasan informasi layanan, komunikasi dengan admin yang harus berpindah ke aplikasi whatsapp dan alur pemesanan yang kurang jelas bagi pengguna. Penelitian ini bertujuan merancang prototipe website pemesanan layanan desain grafis guna meningkatkan layanan serta memberikan pengalaman pengguna yang lebih baik. Metode *Double Diamond* diterapkan melalui empat tahap utama yaitu *Discover*, *Define*, *Develop*, dan *Deliver*. Teknik pengumpulan data dilakukan melalui studi literatur, observasi dan kuesioner kepada 38 responden. Dari hasil analisis kebutuhan pengguna dibuatkan dalam bentuk user persona, empathy map, user journey map, serta pain & gain. Prototipe high-fidelity mulai dikembangkan, kemudian divalidasi menggunakan metode Cognitive Walkthrough dengan delapan partisipan. Hasil pengujian menunjukkan bahwa alur pemesanan layanan dapat dipahami dengan baik oleh pengguna. Dengan demikian, penerapan metode *Double Diamond* mampu menghasilkan rancangan antarmuka website yang sesuai kebutuhan pengguna dan berpotensi meningkatkan kualitas layanan Creative Pro Design Purwokerto.

Kata kunci: UI/UX Design, *Double Diamond*, Cognitive Walkthrough

ABSTRACT

Creative Pro Design Purwokerto is a graphic design service provider that currently relies on third-party platforms like Shopee for its ordering process. This situation results in limited service information, communication with admins that must be switched to WhatsApp, and an unclear ordering process for users. This study aims to design a prototype website for ordering graphic design services to improve services and provide a better user experience. The Double Diamond method is implemented through four main stages: Discover, Define, Develop, and Deliver. Data collection techniques were carried out through literature studies, observations, and questionnaires with 38 respondents. From the results of the user needs analysis, user personas, empathy maps, user journey maps, and pain & gain maps were created. A high-fidelity prototype was Developed and then validated using the Cognitive Walkthrough method with eight participants. The test results showed that the service ordering process was well understood by users. Thus, the application of the Double Diamond method can produce a website interface design that meets user needs and has the potential to improve the quality of Creative Pro Design Purwokerto's services.

Keywords: UI/UX Design, Double Diamond, Cognitive Walkthrough