

## INTISARI

Perkembangan teknologi digital telah mendorong kebutuhan akan *platform* komunitas yang terstruktur dan efektif dalam menghubungkan anggotanya. Infinite Learning, yang telah membina lebih dari 3.500 mahasiswa, masih mengandalkan *WhatsApp Community* sebagai sarana komunikasi utama. Namun, *platform* ini dinilai kurang efektif karena informasi tersebar, komunikasi tidak terorganisir, serta sulitnya menemukan informasi penting. Penelitian ini merancang desain UI/UX aplikasi Infittee menggunakan pendekatan *Design Thinking* agar sesuai dengan kebutuhan *civitas* Infinite Learning dengan pengujian *usability* menggunakan *heuristic evaluation* dan pengujian pengalaman pengguna dengan *User Experience Questionnaire* (UEQ).

Hasil *heuristic evaluation* mengidentifikasi beberapa masalah *usability*, yang kemudian diperbaiki melalui iterasi *prototyping*. Setelah iterasi, pengujian menggunakan UEQ menunjukkan bahwa aspek daya tarik memperoleh skor 2,07 (sangat baik), stimulasi 2,04 (sangat baik), efisiensi 1,90 (sangat baik), ketepatan 1,76 (sangat baik), kebaruan 1,78 (sangat baik), dan kejelasan 1,73 (di atas rata-rata). Hasil ini menunjukkan bahwa desain aplikasi Infittee memberikan pengalaman pengguna yang baik, terutama dalam aspek visual, kemudahan penggunaan, dan inovasi desain.

Dengan demikian, penerapan *Design Thinking* dalam perancangan UI/UX aplikasi Infittee terbukti efektif dalam menghasilkan pengalaman pengguna yang memenuhi kebutuhan *civitas* Infinite Learning.

Kata kunci: *UI/UX, Design Thinking, Heuristic Evaluation, User Experience Questionnaire* (UEQ), *Infinite Learning*.

## **ABSTRACT**

*The rapid development of digital technology has driven the need for structured and effective community platforms that connect its members. Infinite Learning, which has mentored over 3,500 students, still relies on WhatsApp Community as its primary communication tool. However, this platform is considered ineffective due to scattered information, disorganized communication, and the difficulty in finding important information. This research designs the UI/UX of the Infinitree application using the Design Thinking approach to align with the needs of the Infinite Learning community, with usability testing conducted through heuristic evaluation and User Experience testing using the User Experience Questionnaire (UEQ).*

*The results of the heuristic evaluation identified several usability issues, which were subsequently addressed through prototyping iterations. After the iteration, testing using the UEQ showed that the attractiveness aspect scored 2.07 (excellent), stimulation 2.04 (excellent), efficiency 1.90 (excellent), accuracy 1.76 (excellent), novelty 1.78 (excellent), and clarity 1.73 (above average). These results indicate that the Infinitree design provides a good User Experience, particularly in visual appeal, ease of use, and design innovation.*

*Thus, the application of Design Thinking in the UI/UX design of the Infinitree application has proven effective in delivering a User Experience that meets the needs of the Infinite Learning community.*

*Keywords: UI/UX, Design Thinking, heuristic evaluation, User Experience Questionnaire (UEQ), Infinite Learning.*