

ABSTRACT

In recent years, activities carried out in the open have become a trend that is demanded by all groups, both local and foreign tourists. National parks are one of the most visited tourist destinations. Data published by the Ministry of Environment and Forestry in 2019 stated that the total national park visits from local and foreign tourists reached 7,930,488. Based on these data, mountain national parks are the most frequently visited places. Climbing the mountain for some people is a routine that is lived. Internet users in Indonesia are growing rapidly, the results of a survey conducted by APJII noted that internet users in Indonesia reached 196.7 million. With this, Kegunung startups develop website applications so that they can be used by users. Kegunung is a website-based application that provides a tool rental feature to help market shops that rent their tools for rent to mountain climbers or tourists. The advantages presented by Kegunung include easy payment methods, delivery of goods, and delivery of goods. In this study, developing a website interface design for the Kegunung application for rental tools using the design thinking method. Design thinking is a human-centered method of innovation that draws from design tools to integrate people needs, technology possibilities, and business requirements. This method is divided into five stages, namely empathize, define, ideate, prototyping, and testing. In addition, tests were carried out using the usability tool maze, with the results of MIUS and MAUS being high with a value of 82, based on this the prototype design was acceptable to the user.

Keywordi: user interface, design thinking, usability testing