

ABSTRACT

The "Enjoy Rembang" application is a mobile application that contains a guide for traveling in Rembang Regency. Based on the measurement data of the quality of the existing application, which was obtained through the interview process and questionnaire with the Webqual model, the respondents considered that the existing application did not have the timeliness in providing information when needed by the user, the suitability of functions and capabilities with the user's needs, an attractive appearance, the clarity of information layout on screen, the ease of obtaining the information needed by the user, the ability to provide information with a complete level of detail, and a good reputation. This final project aims to design improvements to the existing system in the "Enjoy Rembang" application to improve its quality as a medium for tourism promotion in Rembang Regency using the design thinking method.

The system design in this final project will use the design thinking method to understand users, challenge assumptions, and review problems, so that solutions can be determined. This method consists of 5 stages: empathize, define, ideate, prototype, and test.

The result of this final project is a Standard Operating Procedure (SOP) business process for system maintenance and application improvement prototype by applying the RESHOT method. The results of the design will then be evaluated by System Usability Scale (SUS) evaluation interview.

The benefits of the design of this final project are to improve the UX and user satisfaction of the "Enjoy Rembang" application. The results of the design are also expected to optimize the performance of the application in order to help accelerate tourism promotion in Rembang Regency.

Keywords: "Enjoy Rembang" Application, Design thinking, System Redesign, Application Redesign