ABSTRACT

Along with the rapid advancement of digital technology, product development does not only focus on physical products, but also requires the development of digital products. In designing an application-based digital product, the design of the *User Interface* and *User Experience* is very important because it can affect the ease of users in using the application. Community emergency telephone services still must contact telephone services according to their needs, besides that the community must first find the telephone to be addressed. In addition, there are still many fictitious calls and complicated mechanisms that make it difficult for people who need emergency telephone services. So, in this research, we design an emergency response application that can help and make it easier for people who will find and call emergency telephones in one application. An emergency response application is an application that functions to assist the community in handling actions in an emergency. This application can be connected to agencies such as the police, firefighters, and *ambulances* or emergency units (hospitals) to get help from the community in the event of an emergency that requires related agencies. With this application, it is hoped that it can help and facilitate public access and services in contacting the relevant agencies in an emergency. Based on the results of the research, the design of the *User Interface* and *User Experience* using the *Design Thinking* the results obtained from the *User Interface* that have been verified using *Heuristic Evaluation,* and the results of the *User Experience* with *Usability Testing* using *System Usability Scale* (SUS) obtained *Score Average* is 76 with A*djective Ratings* (*Good*) and gets *Grade Scale* C and *Acceptability Ranges* are *Acceptable*, which means that the *User Interface* and *User Experience* in the Emergency Response application can be accepted by the user.

Keywords: Emergency telephone, Emergency Response Application,
User Interface, User Experience, Design Thinking