

## **ABSTRACT**

*Bandung City has 2 PDAM companies, namely Tirtaraharja and Tirtawening PDAM, Bandung City PDAM is able to serve approximately 60% of the entire population of Bandung City, while the clean water service target for large city scale is 80%. Researchers took a sample of the results of interviews with PDAM Bandung customers, a total of 30 people. Based on the results of a questionnaire aimed at 30 PDAM Bandung customers, the researchers concluded that most of them still did not know about renewable technology from PDAM in their city. Summarizing all the problems faced by PDAM Bandung customers, researchers try to take their threads that it is necessary to recommend a system design that is more efficient and easy for all people to understand called Sistem Sistem Informasi Pelanggan PDAM Bandung, combining the concept of design thinking with UI/UX principles will produce system recommendations that are user-friendly. friendly and get the results of the user experience in using these recommendations. Assessment of design results using the maze usability score method shows the number 79.9%.*

*Keyword: Information System, PDAM, UI/UX, Design Thinking, MAUS*