

ABSTRACT

This study aims to improve the user interface on the website survey using the Design Thinking method. This method is used to fix problems found on website surveys and to improve the quality of the website surveys provided. This research was conducted using a qualitative approach and using observation techniques, interviews, and document analysis to collect data. The data obtained is then analyzed to identify problems and user needs and design appropriate solutions. Through the Design Thinking process, the design of user interface improvement solutions includes four stages, namely Empathy, Define, Ideate, and Prototype. At the Empathy stage, observations and interviews are carried out with website survey users to understand their problems and needs. At the Define stage, data analysis and user persona development are carried out to determine the problem to be solved. At the Ideate stage, brainstorming and developing creative solution ideas are carried out. At the Prototype stage, prototype development and testing of solutions that have been designed are carried out. The results of the study show that survey website users experience problems in terms of website navigation, unattractive appearance, and lack of support for users with special needs. From the Design Thinking process carried out, user interface improvement solutions resulted include simplification of website navigation, improving website appearance and design, and increasing website accessibility for users with special needs. From the results of trials conducted, improving the user interface on the website survey has succeeded in increasing user satisfaction and effectiveness of website users. This study shows that the Design Thinking method can be used to improve the user interface on website surveys and improve the quality of services provided by website surveys

Keywords: Design Thinking, Situs Website Survey, User Interface