

ABSTRACT

This research aims to redesign the user interface and user experience of the Open Library Telkom University website, focusing on the influence of personality type using the design thinking method. The influence personality type is characterized by traits of being friendly, warm, and possessing high social skills. The redesign in this study aims to provide a comfortable and satisfying experience for Telkom University students, with a primary focus on users with the influence of personality type. The research employs the design thinking method encompassing six stages: empathize, define, ideate, prototype, test, and implement. Data for the research is collected through surveys, interviews, and observations. The guidance of gestalt and material design principles, such as color, font, shape, navigation, and layout, is adapted to match the influence of personality type. Usability testing is conducted using methods including the Single Ease Question (SEQ) to gauge comfort levels. The test results indicate that the SEQ score reaches 6.6, illustrating that users with the influence personality type perceive a high level of ease and comfort when using the Open Library Telkom University website, which has been tailored to align with their personality type.

Keywords—Open Library, User Interface, User Experience, DISC Influence, Design Thinking