

ABSTRACT

In response to the impact of the COVID-19 pandemic, education in Indonesia has shifted to online learning as a response to established health protocols, which is also a global trend. Alongside the rapid development of Information and Communication Technology (ICT), online learning has further expanded and gained momentum during this pandemic, where school closures and activity limitations have prompted this shift. Writing skills in English are among the four essential language skills for English learners. Writing plays a crucial role in expressing ideas, summarizing, analyzing, and fostering creativity in writing. However, its main challenge lies in considering various linguistic aspects and selecting suitable vocabulary to form effective sentences. This study proposes a User Experience (UX) design by applying the Design Thinking method to develop English writing skills in the General English Online Course at LaC. The use of this method was chosen due to its focus on user needs, employing steps such as Empathize, Define, Ideate, Prototype, and Test. The constructed User Experience design offers features like interaction dashboards, vocabulary repositories, exercises with cue cards and mailing for writing practice, and user progress reports. The research results indicate that the system designed, with a System Usability Scale (SUS) score of 76, surpassed the standard limit (68) and was categorized as "Good" or Grade B. Out of 30 respondents, 23 or 77% of respondents provided scores above 68, signifying that the developed system is suitable for LaC users to enhance their English writing skills.

Keywords: Online Course, User Experience, Writing Skills, Design Thinking, System Usability Scale (SUS)