

## **ABSTRACT**

*The development of information technology today has changed the way people access information and follow the learning process. Website becomes one of the main media used to deliver information and educational materials. This has encouraged many educational institutions to develop websites with various features, including e-learning. One of the companies in the education sector, Edspert.id, has not implemented an e-learning system on the website. Therefore, this research aims to design the user interface of Edspert.id's e-learning website using the kansei engineering and design thinking approach. The kansei engineering method is used to translate users' feelings and emotions into design elements. This approach is done by collecting data through focus group discussions with ten users and interviews with two Edspert.id product teams. The data was then analysed to identify the design attributes desired by users. Meanwhile, design thinking is a framework that focuses on users in the design process. This approach consists of five stages, namely empathise, define, ideate, prototype, and test. This research produced two different user interface design concepts. Both concepts were then tested using the system usability scale (SUS) and performance metrics to measure the level of usability and effectiveness. The test results show that the user interface design concept one has a system usability scale (SUS) value of 76.3 and an efficient performance metrics value of 32.4 seconds for scenario one and 15.4 seconds and also has a total of seven errors for both scenarios. This shows that the user interface design of concept one is easier to use and can meet user needs well. Based on the results of the study, it can be concluded that kansei engineering and design thinking methods can be used effectively to design e-learning website user interface designs that are easy to use and meet user needs.*

**Keywords: E-learning, User Interface, Kansei Engineering, Design Thinking, System Usability Scale**