

ABSTRACT

This research examines the design and implementation of the user interface (UI) and user experience (UX) of a toddler health education website in Indonesia using a design thinking approach. The main focus of the research was to design an intuitive UI and a satisfying UX, as well as to identify the situation, understanding, and actions of parents regarding the use of the website. The research method consists of three main stages: problem identification, design, and implementation, which include data collection through literature studies, online surveys, and in-depth interviews. The design process followed the design thinking methodology with empirical steps: empathize, define, ideate, prototype, and test. Data obtained from surveys and interviews were used to inform the creation of an initial prototype, which was then tested to obtain user feedback. Evaluation was conducted using usability testing and System Usability Scale (SUS) methods, resulting in an average score of 83,5, indicating an excellent level of user acceptability of the developed design. The findings of this research indicate that the simplified, easy-to-use, and interactive UI/UX design successfully addresses the challenges of accessing under-five health information in Indonesia. The resulting website, known as “Pelita”, provides valid and reliable health information content, as well as additional features such as nutrition guidance, health service locations, and consultation services. This research not only succeeded in producing an innovative and relevant design, but also increased parents’ understanding and active participation in maintaining the health of their toddlers.

Keywords: *UI/UX Design, Design Thinking, Toddler Health Education Website, Usability Testing, System Usability Scale.*