

ABSTRACT

Apart from teaching and learning activities, research is one of the main activities in the academic scope. From the undergraduate to the doctoral level, research activities are required as a graduation requirement. Research is also the main activity for university lecturers and researchers outside the academic environment. However, this activity does not always run smoothly and can affect students' graduation times. The lack of understanding by researchers regarding the problems raised, the methodology used, and the lack of data from experts can hinder the research process. This research will focus on developing interaction media in the form of a digital platform to facilitate the research data search process carried out by researchers with expert sources related to the specific topic being studied. Understanding of business models will be studied to produce an appropriate business model for this research platform. Based on user input and the application of good visual design and interaction design principles, a research platform prototype will be formed. Good digital media is not enough if it does not consider the user's approach and visual design principles. In this research, a qualitative method with a design thinking approach is used to define the problems and needs that exist from the researcher's side. The implementation of the design thinking stage is carried out starting from the data collection process through observation to interviews, parsing and analyzing data, designing and developing solutions to testing conducted on prospective users.

Key Word: Research Platforms, Business Models, User Interface, User Experience, Design Thinking.