

ABSTRACT

Many teachers encounter difficulties in delivering interactive learning experiences. Additionally, students often feel bored while listening to explanations from their teachers. Given these facts, the use of gamification in the learning process has emerged as a factor that can enhance the quality of education. However, currently, creating interactive learning media requires a considerable amount of time and a deeper technical understanding in media production. Therefore, this research focuses on user experience (UX) and user interface (UI) for designing the gamification website of Gundu.id to produce a website that meets important aspects of user experience, such as learnability, efficiency, and satisfaction, tailored specifically for teachers. To achieve a suitable user interface, one of the methods used is design thinking. This method focuses more on product innovation and evaluations will be conducted to obtain results that meet the needs. Based on the results of usability testing, the Single Ease Question (SEQ) scores for each task are above 5.5. This indicates that the application of design thinking has successfully yielded product innovations that meet the needs of potential users, particularly teachers, especially in the context of developing the UX of the gamification website from Gundu.id.

Keywords: *design thinking, gamification, learning media, user experience, user interface.*