ABSTRACT

PT Invelli operates in the information technology sector with a special focus on developing technology solutions for the financial sector. PT BPR Hoki requires development on their website in UI/UX Design so that it can be used more easily and does not confuse users. By using the design thinking method which provides a solution-based approach in solving complex problems, creating ideas in brainstorming sessions, and taking a direct approach in creating prototype ideas and testing. Design thinking has five main stages, namely: Empathize, Define, Ideate, Prototype and Testing with the final goal obtained, namely achieving a design solution for website needs in the form of a Research result, UI Design and Prototype on the Hoki Bank website which was created using the Figma application. During the internship process which was carried out for 9 months, the product produced was 12 UI design pages created using figma tools. After completing all stages and carrying out testing, it was found that the application design results had obtained a SUS score of 88.75 and design iterations had been carried out. Thus, it can be concluded that the development of UI/UX Design is user friendly, making it easier for users to provide detailed information from the BPR Hoki company.

Keywords: UI/UX Design, Design Thinking, Website, Figma