

ABSTRACT

Digital healthcare services have significantly transformed the healthcare industry in Indonesia, making it easier for patients to access healthcare services and helping to achieve the goal of optimizing medical services and environments. However, the academic community often faces issues when using services from Telkomedika, including long waiting times and difficulties in quickly and accurately obtaining information about available services. As a result, further efforts are needed to ensure that this platform provides a smooth and efficient user *Experience*. This research focuses on the development of a mobile application for Telkomedika patients with an *Influence* personality type using the design thinking method. The Telkomedika application aims to enhance user *Experience* by applying user *interface* (UI) and user *Experience* (UX) design principles tailored to the *Influence* personality type. The design thinking approach involves the stages of *empathize*, *define*, ideate, prototype, test, and implement. The results of testing using the Single Ease Question (SEQ) yielded a score of 6.46, indicating that users found the design and task flow easy to understand, and the System Usability Scale (SUS) testing received an average score of 85, indicating that the system has a very high level of usability. As a solution, this application not only provides a user-friendly *interface* but also includes additional relevant features. It is expected that this research will have a positive impact on the development of digital healthcare services in Indonesia, particularly in improving accessibility and comfort for patients using the Telkomedika application.

Keywords – Telkomedika, *digital health services*, *user Experience (UX)*, *user interface (UI)*, *Influence personality type*, *design thinking method*, *mobile application*, *SEQ (Single Ease Question)*, *SUS (System Usability Scale)*, *usability testing*, *healthcare accessibility*.