

## ABSTRACT

The rapid advancement of technology has led to lifestyle changes among today's society. A healthy lifestyle is something that people must pay attention to as an effort to maintain physical and mental health. Public participation in active sports has recently increased, this can be seen from the spread of sports events and sports centers in many places. But the challenges of operational management are still a major issue, as experienced by Batununggal Indah Club. This sports center faces problems in managing its operations, such as the risk of data duplication or recording errors due to the manual recording system, unsynchronized schedules, hence frequent booking clashes, and the inability of automatic invoices generation. This study aims to develop an operational management web-based information system using the Design Thinking method. This method consists of five main phases: empathize, define, ideate, prototype, and testing. In the first step, interviews and surveys were conducted with managers and users to explore and understand the problems as well as their needs. The data obtained is used to define solutions that address these problems. Then an evaluation is performed using usability testing methodology. The methods covered System Usability Testing (SUS), Single Ease Question (SEQ), and Net Promoter Score (NPS). The results of the test indicate that this system has a good level of usability with an average SUS score of 82 for visitors and 82.5 for SUS managers with grade A and acceptable category. Whereas SEQ visitors get an average score of 6.14 and 6.04 for SEQ managers which shows that this system has a good level of ease of use. As for the NPS, it gets 80% of the promoter. This research successfully developed an information system that can enhance the efficiency of operational management, particularly in facilitating access to information and the process of booking facilities at Batununggal Indah Club.

**Keywords:** Operational Management, Design Thinking, User Interface, User Experience, Sport Center, Batununggal Indah Club.