ABSTRACT

Nowadays, the world of work is increasingly competitive. Companies have a variety of specific criteria for their employee. In addition to having a degree, jobseeker are also required to have various soft skills. Therefore, Telkom University, through the Career Development Center (CDC), serves and addresses these issues to prepare the employability of Telkom University students. In this case, CDC Telkom University has a digital platform in the form of a website that functions as a center for information and interaction with students and alumni. However, after conducting preliminary research, several problems were found on the CDC Telkom University website in terms of the user interface, especially in the user interface design section. This is very important because the main function of this website is as a center for information and interaction for students and alumni of Telkom University. To answer the above problems, a redesign of the Telkom University CDC website will be carried out with a design thinking approach as a design method, the data is collected through observations, interviews, and questionnaires and then analyzed with a comparison matrix analysis to produce a user interface design that matches the user experience. The data obtained will be analyzed using the design thinking method and comparison matrix to produce a user interface design that is in accordance with the user experience. The hope is that by redesigning the CDC Telkom University website user interface, a good user experience of the website will be achieved, information delivery can be carried out optimally, and a good image can be built for the Career Development Center of Telkom University.

Keyword: Career Preparation, Website, Design thinking