

## ABSTRACT

*The waste problem in Indonesia has become a serious issue, with millions of tons of unmanaged waste generated annually. Ciamis Regency, through the Ciamis Waste Bank, has emerged as a model in West Java for excellent waste management, earning various accolades. However, it still faces challenges in optimizing its digital services. The application used for waste pickup services has usability issues based on user experiences and lacks feature integration with the Waste Bank's programs. This study aims to address these challenges by designing UI/UX strategies to improve services for customers. The research employed a heuristic evaluation method based on Nielsen's 10 usability principles, coupled with a design thinking process model (empathy, define, ideate, prototype, and test). Data collection utilized three visual aspects: imagery (observation), audience (interviews), and user feedback (questionnaires and interviews). The results identified that the primary issues with the waste pickup service application were usability problems and the lack of integration with the Waste Bank's programs. The Innovation design prototype successfully improved usability, with validation through SUS 90.7 and SEQ 96 scores achieving grade A results. This study contributes a prototype design strategy that can be implemented to optimally develop the Ciamis Waste Bank's digital services.*

**Keywords:** *Heuristic Evaluation, Innovation Design, UI/UX Design, Usability, Waste Bank of Ciamis*