Abstract

Online and real-time technological developments encourage users' interest in adopting technological solutions to make their work easier. PT. Gunung Amal Solution International faced challenges in developing the APOO mobile application, a platform for distributing medicines from distributors to affiliated pharmacies. Application usability is the main focus, considering that users must get a comfortable, effective and efficient experience when using the application. In order to overcome these problems, the APOO mobile application design was redesigned using the Design Thinking method. Design Thinking, as a structured approach, aims to identify user needs and create innovative solutions that combine user needs, technological potential and business success. This method consists of five phases: "empathize, define, ideate, prototype, and testing." After improvements, the new prototype was tested with usability testing, resulting in a SUS score of 77.5 (Good category). The hope is that these improvements can increase efficiency, user satisfaction, and encourage the implementation of a user-centric approach in developing similar applications.

Keywords: Design thinking, Usability testing, User interface, System Usability Scale