

ABSTRACT

Difficulty in finding building information in the Telkom University area is a problem for new students, active students, lecturers, and visitors to Telkom University. Especially the signage system or directions currently in the Telkom University area are not fully optimal in providing comprehensive information. The main problems faced are the lack of information on building locations and navigation directions. This results in confusion and delays for campus users. To overcome this, this study aims to overcome these problems by creating a real-time navigation application that provides information related to building locations and other information, with a UI/UX approach. The method used in this study uses Design Thinking, which consists of five stages: empathize, define, ideate, prototype, and test. After the data was collected, data analysis was carried out using interviews, observations, and comparison matrices. The application is made in the form of a mobile app prototype that displays real-time navigation directions and information about the location of buildings in the Telkom University area. The results of this study are in the form of a mobile app design that can help new students, active students, lecturers, and visitors while in the Telkom University area. It is hoped that this application can help users with existing problems.

Keywords: *Campus Navigation, UI/UX, Digital Application, Directional System.*