

ABSTRACT

The design of the user interface and user experience (UI/UX) for the TUS Mart sales dashboard was driven by the poor performance of the MOKA dashboard currently used by the Telkom University Surabaya Cooperative. The System Usability Scale (SUS) evaluation showed that MOKA scored 41.25 (grade F “Poor”), which hindered effective monitoring of inventory, transactions, and financial reporting. This study aims to design a new, more effective and responsive dashboard prototype using the Design Thinking approach, limited to the development of a high-fidelity prototype and usability testing by cooperative administrators. The research follows the five stages of Design Thinking. The Empathize stage involved interviews and SUS questionnaires to develop an empathy map. The Define stage formulated the core problem. In the Ideate stage, an Innovation Canvas and sitemap were used to determine feature priorities. The Prototype stage produced a user interface design using Figma, featuring real-time inventory, sales analytics, and ERP/CRM integration. The Test stage evaluated the prototype using SUS and a Wilcoxon Signed-Rank test with four participants. The usability test showed an increase in the average SUS score to 66.5 (grade C “OK”), a rise of approximately 25 points, placing it in the marginally acceptable category. A p-value of 0.011 indicated a statistically significant difference in usability between MOKA and the new prototype. The Design Thinking approach has proven effective in improving navigation, visual consistency, and user comfort, although further refinement is needed to reach the “Good” category.

Keywords: *TUS Mart, User Interface (UI), User Experience (UX), Design Thinking, Sales Dashboard, System Usability Scale (SUS).*