

ABSTRACT

The high rate of violence against women and children in Indonesia, including in the city of Bandung, is a serious problem that requires systematic handling. In 2022, there were 38,822 cases of physical violence and harassment, an increase from 28,091 cases in the previous year, but only 22.98% of victims reported the incident, and only 24.04% received legal assistance. This shows that victim participation in reporting is still low due to social stigma, fear, and inadequate reporting access. This study aims to design a User Interface and User Experience for the complaint service website at the Bandung City Women's Empowerment and Child Protection Service (DP3A) using the Design Thinking approach through five stages: Empathize, Define, Ideate, Prototype, and Test. Data collection was carried out through in-depth interviews and observations in order to produce analysis such as user personas, customer journey maps, and low-fidelity and high-fidelity prototypes. Testing was carried out using the Usability Testing method and the System Usability Scale (SUS) questionnaire. In the finding and recommendation section, the design iteration section has several inputs, however, the results of the System Usability Scale test show that the average score from client users is 83 (category B - Excellent), while from staff it is 77 (category C - Good); both are included in the "acceptable" level of acceptance. This system design is expected to provide a better user experience, improve reporting convenience, and encourage community participation in reporting cases of violence digitally.

Keywords: Complaint Website, Design Thinking, User Experience, User Interface, Women's Empowerment and Child Protection Service.