

ABSTRACT

The case study used in this final project research is the Techno Economy Laboratory (TEKMI), one of the laboratories under the Faculty of Industrial Engineering, Industrial Engineering Study Program, Telkom University. This research focuses on designing the UI/UX of a website using the Design Thinking method. The study aims to design a website that can improve access to practical information. The method used involves five stages: Empathize, Define, Ideate, Prototype, and Test. This process involves in-depth interviews, creating user personas, creating empathy maps, creating customer journey maps, developing ideas, creating prototypes, and testing using the System Usability Scale (SUS) method. The test results indicate that the UI/UX-based website design meets user needs and improves the user experience in accessing laboratory information. The design received a score of 83.57, indicating that the system has good usability and is well-received by users.

Keywords: *user interface, user experience, design thinking, website, techno economy laboratory*