

ABSTRACT

The Academic and Student Administration Services (LAAK) at the Faculty of Informatics, Telkom University, still heavily rely on unstructured communication media such as WhatsApp and Outlook email, as well as manual tracking using spreadsheets. This condition highlights the need for a Helpdesk system that is not only functional but also features a user interface familiar to its users. This study proposes the design of a Helpdesk UI/UX based on the principle of familiarity. The design process began with an assumption declaration derived from interview results, which identified three reference systems perceived as familiar by LAAK and students: Ticketing SITU Tel-U, Outlook, and SPAN LAPOR!. The next stage involved benchmarking interface elements based on the *Software Requirements Specification* (SRS) document, followed by iterative objective familiarity evaluation by LAAK FIF as stakeholders, and *usability testing* using the Maze tool involving both LAAK staff and FIF students. The familiarity evaluation results showed that only one interface element needed adjustment, while the *usability testing* achieved a success rate of 100% for the admin scenario and an average of 93.57% for the student scenario. Furthermore, reflective questions revealed that the majority of students associated the prototype with systems they were already familiar with, such as Outlook and SITU. These findings reinforce that a familiarity-based design approach is effective in providing usability.

Keywords: *UI/UX, familiarity, helpdesk system, LAAK, usability testing, Telkom University*