

ABSTRACT

The advancement of digital technology has encouraged educational institutions, including kindergartens, to adopt web-based information systems to enhance service efficiency and improve information delivery. TK Raden Paku, an early childhood education institution in Surabaya, still relies on a manual registration process, which leads to several issues such as long queues, potential data duplication, and limited access to information for parents. This study aims to design the User Interface (UI) and User Experience (UX) of an information and registration website for TK Raden Paku using the Design thinking approach. This method consists of five stages—Empathize, Define, Ideate, Prototype, and Test—to ensure that the resulting solution is centered on user needs. The developed Prototype was evaluated using the System Usability Scale (SUS) to measure usability, ease of use, and user satisfaction. The evaluation results indicate that the designed website Prototype meets user needs and demonstrates a high level of usability. The obtained SUS score falls within the “acceptable” category, indicating strong usability performance. This research contributes to supporting digital transformation in early childhood education and can serve as a reference for developing similar online registration systems in other educational institutions.

Keyword : *Design thinking, System Usability Scale (SUS), TK Raden Paku, UI/UX, Educational Website*