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ABSTRACT

THE IMPLEMENTATION OF DESIGN THINKING IN THE DESIGN OF UI/UX PROTOTYPE FOR THE CLASSICAL GUIDANCE MOBILE APPLICATION AT SMA NEGERI 5 BENGKULU CITY

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This research aims to design and evaluate the UI/UX prototype of a mobile classical guidance application at SMA Negeri 5 Bengkulu City using the Design Thinking method. This study employs the Design Thinking method, which consists of five main stages: Empathize, Define, Ideate, Prototype, and Test. Data collection was conducted through observation and the System Usability Scale (SUS) and User Experience Questionnaire (UEQ) surveys. Testing involved students from class XI-5 as the main respondents. Based on the results of the UI/UX prototype design for the mobile classical guidance application at SMA Negeri 5 Bengkulu City, the initial design test received a score of 85 on the System Usability Scale, placing it in category A. Furthermore, from the evaluation results obtained from testing the prototype using the User Experience Questionnaire (UEQ) with six criteria for assessment: attractiveness scored 2.67 (Excellent), clarity scored 2.68 (Excellent), efficiency scored 2.60 (Excellent), accuracy scored 2.34 (Excellent), stimulation scored 2.59 (Excellent), and novelty scored 2.28 (Excellent). This score demonstrates that the results of the UI/UX prototype design align with user needs in utilizing the UI/UX prototype of the classical guidance application at SMA Negeri 5 Bengkulu City. Based on the research findings, it can be concluded that the UI/UX prototype of the mobile classical guidance application has been successfully designed according to user needs.

Keywords: UI/UX, Design Thinking, Prototype, System Usability Scale, User Experience Questionnaire, Classical Guidance

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