

## **ABSTRACT**

# ***EVALUATION AND IMPROVEMENT OF UI/UX ON GROWPRENEUR BY BRI WEBSITE USES DESIGN THINKING METHOD***

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*Growpreneur is a community founded by BRI and Ruang& to provide a forum for interaction and assistance for BRI MSME members. Ruang& is a business that provides coworking space. Growpreneur uses the website as a forum for information, in the interviews that have been conducted several problems were found, namely the appearance of the User Interface (UI) and User Experience (UX) feels less attractive and has not experienced significant improvement, the information provided is unclear and the Growpreneur website lacks usability elements such as user comfort and satisfaction. Based on these problems, it is necessary to evaluate and improve the UI/UX design to produce a website that fits user needs. The results of this study are improvements to the Growpreneur website user interface from the user side (front-end). The use of the Design Thinking method to improve the Growpreneur website interface has successfully resulted in significant improvements in the user experience and suitability of the interface design to user needs. The usability testing of the Growpreneur Website uses the System Usability Scale (SUS) on 72 respondents. Prior to repairs, the average SUS score reached 61 grade D (ok). After the improvements were made, the average value of the SUS questionnaire increased to 79, achieving grade A- (excellent). This illustrates that the improvements to the Growpreneur website are very effective, accepted by users, and provide a satisfying experience. This evaluation also indicates that improving the user interface by applying the design thinking method has succeeded in creating a positive user experience as well as a superior level of usability.*

**Key Words :** *Design Thinking, System Usability Scale, User Interface, Coworking space*