

## **ABSTRACT**

### **IMPLEMENTATION OF DESIGN THINKING METHOD IN UI/UX WEBSITE BASED RESERVATION SYSTEM (CASE STUDY: RAMEN TIGER DINER)**

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*Ramen Tiger Diner is a food shop with a Japanese decoration concept that provides customers with a unique and authentic culinary experience. Ramen Tiger Diner has used Instagram as social media for branding and reservations for customers. Based on the results of interviews with the owner of Ramen Tiger Diner, the user interface display of the reservation system is still in the form of plain text messages. Apart from that, based on the results of distributing questionnaires at the empathize stage, several problems faced by users were also found, including the reservation process being less efficient because they had to copy and paste the reservation format, waiting for a reply from the admin to fill in the reservation format, the reservation display was still less attractive, and the process of filling in the format. Reservations that are still manual are prone to errors. Due to this problem, it is necessary to design a website-based reservation system. The design method uses design thinking, starting from the empathize stage, by distributing questionnaires to Ramen Tiger Diner customers. The next stage is define to define the problems found in the previous stage. Next, ideate by looking for solution ideas to overcome the problem. Next is the prototype starting from creating the user interface to implementation into program code (front-end). The final stage of testing was conducting SUS testing on 86 respondents on the reservation system website prototype that had been created. The SUS test results received an average score of 82.32 with grade A, which indicates that the reservation system website created is accepted and meets user needs.*

**Keywords:** *design thinking, reservation, System Usability Scale, UI/UX, website*