

ABSTRAK

REDESIGNING INTERFACE DESIGN ON HOTEL DOMINIC PURWOKERTO WEBSITE USING DESIGN THINKING METHOD

Oleh:

Ajeng Nurdina

20103002

The advancement of modern communication and information technology, especially the internet, has had a significant impact on human life. This change includes the transformation of human interaction in various aspects, including information exchange. Along with the development of the internet and website technology, many individuals, organisations, and institutions, including Hotel Dominic Purwokerto are utilising the usefulness of websites for business purposes, customer interaction, and product or service accessibility. The results of similarweb.com website tracking data released in September 2023, showed that in September 2023 there were 1,038 visitors to the website, but in October 2023 there was a decrease of about 33.43% from September 2023. Then in December 2023 there was an increase in visitors of 2,900 visitors and in January 2024 visitors experienced a decline of around 16%. The number of visitors is relatively low so it is necessary to evaluate to find out the problems that cause the few who make reservations to optimise the hotel's official website. Based on the results of interviews with visitors, it is known that the low number of visitors who make reservations through the official hotel website is due to several problems and difficulties faced by users, such as unclear design and inappropriate and ineffective navigation. Therefore, it is necessary to improve the interface design using the Design Thinking method, which has several stages: Emphasize, Define, Ideate, Prototype, and Test. Testing of the new product design draft will use the System Usability Scale (SUS) method to measure product usability, which consists of ten questions. The evaluation results will be the basis for improving the use of the Hotel Dominic Purwokerto website, improving the user experience, and meeting user needs better. Testing the new design using the System Usability Scale (SUS) showed an average score of 74.30 from 123 respondents. Based on the score scale table, this value falls into the "Good" category (68-81), indicating that the new design is in accordance with user needs.

Keyword: *Design Thinking, System Usability Scale (SUS), User Interface, User Experience.*