ABSTRACT

Binar Academy is one of the pioneers of startups engaged in edu-tech. Binar Academy focuses on organizing digital talent and skills development bootcamps by enhancing the learning experience in a wide selection of learning fields that are tailored to the needs of the world of work and industry. Binar Academy itself has a vision to inspire and encourage each other. When potential talents come together to form a new light in the digital field, their results and collaborations must be able to bring life to life and inspire people. This institution was founded in 2016 in Jakarta by Alamanda Shantika, Dita Aisyah, and Seto Lareno. The founders of Binar Academy saw the current situation, where many Indonesian talents were less competitive than foreign digital talents, so that many digital companies in Indonesia had to use digital talents from abroad. This fact made the three of them take the initiative to build educational institutions that aim to produce competent digital talents who are able to contribute not only domestically but also internationally. One of the roles in encouraging these achievements can be helped to realize the role of UI/UX Researcher & Designer. The UI/UX Research & Design Certified Independent Study Class (SIB) at Binar Academy was attended by students from all over Indonesia who were declared to have passed the MSIB program from the Merdeka Campus. The activities in the class are learning about the basics of UI/UX, the basics and how to design good, making case studies, and compiling portfolios. From these activities, participants were trained and taught to become a UI/UX Researcher & Designer. At the end of the program, each participant is required to make a final project from this SIB learning activity. The results of this project will be in the form of a UI/UX application design created from the collaboration between the Product Manager Team and the UI/UX Researcher & Designer Team. The group of writers was tasked with a project to design a leisure platform application. The role of the author as a UI/UX Researcher & Designer in charge of conducting research to determine the needs and behavior of users when they want to access websites or applications as well as designing website and application interfaces according to the needs and behavior of users from the research that has been done. The final design of the application was designed using the Figma tool in the form of a prototype application and the website Konserin.
Keywords: MSIB, *UI/UX Research & Design*, Binar Academy, *Leisure Platform*