

## **ABSTRACT**

### **USER INTERFACE DESIGN FOR GISS TENT RENTAL WEBSITE USING DESIGN THINKING METHOD**

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*Giss Tent is a business engaged in the leasing of goods and services, products for rent include tents, single organs, and other party equipment. The rental process at Giss Tent still uses conventional methods, namely customers coming directly to the place or renting via WhatsApp admin listed on Instagram, and there is no use of technology such as websites to make it easier for customers to rent online. There is a decrease in customers from 2020 to 2021, which is due to the lack of marketing used by these businesses which is only limited to using Instagram. Based on these problems, a website design is needed to pay attention to a good UI to produce a level of trust and satisfaction from the user's side. The website has conveniences such as access that can be done anywhere. The user interface design on the Giss Tent website uses the design thinking method to produce a design into two parts, namely the user and admin sections. In the user section there is a home page menu, about us page, product page, contact page, account page, order history page. In the admin section there are dashboard pages, user data pages, order pages, and product pages. The results of this study are the design of the Giss Tent website user interface from the user side (front-end), which can be used to make online rentals. The results of the website usability testing obtained an average score of 80 which indicates that the Giss Tent website is good and accepted by users, this is reinforced by hypothesis analysis which results in hypothesis H0 being rejected and H1 being accepted according to the results of the average SUS score. Feedback from respondents was analyzed based on the priority level and improved according to the suggestions given.*

**Keywords:** *design thinking, user inteface, SUS, usability, website*