ABSTRACT

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Analysis and Design of UI/UX Website Dinas Penanaman Modal dan Pelayanan Satu Pintu (DPMPTSP) Banyumas Regency Using the Design Thinking Method

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Dinas Penanaman Modal dan Pelayanan Satu Pintu (DPMPTSP) Banyumas Regency is a government institution whose mission is to improve the quality of investment services. One of the things that can be done to improve services is by managing the website as a means of interaction with the local community. However, the Banyumas Regency DPMPTSP website currently has a UI/UX display that is not user-friendly. Therefore, the Banyumas Regency DPMPTSP website needs a good UI/UX (interface) design to meet user satisfaction so that service quality is maintained. The method used in designing UI/UX is by using the design thinking method. This method has 5 stages, namely Emphatize, Define, Ideate, Prorotype, and Test . The result of applying the design thinking method in UI/UX design is a design that is in accordance with the wishes of the user.

Keywords*: DPMPTSP Banyumas Regency, Design Thinking, Prototype, User Interface, User Experience, UI/UX.*