

**Analisis dan Perancangan User Interface Website Yakurir (Ojek Lokal Probolinggo) Menggunakan Metode Desain Thinking** (*Analysis and Design of User Interface Website Yakurir (Local Ojek Probolinggo) Using Design Thinking Method*)

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***ABSTRACT***

*Yakurir (Probolinggo Local Motorbike Taxi) is one of the online motorbike taxi transportation service providers based on Jl. KH. Wahid Hasyim No.1, Jrebeng Lor, Kec. Kanigaran, Probolinggo City, East Java 67213, Indonesia, established since 2020. Although it has grown rapidly, However, the Yakurir website experienced several problems such as a monotonous appearance, the inability to serve direct orders through the website, and the courier's need for Google Maps for more precise navigation. To overcome these problems, website development is recommended by updating several key features such as product catalog, product details, order tracking, shipping features, payment methods, as well as price information and available promos. This research uses the Design Thinking method which consists of five stages, namely empathize, define, ideate, prototype, and test, followed by usability evaluation using the System Usability Scale (SUS) method. The test results show that the user interface of the Yakurir website gets an average score of 87,12 which falls into the Grade Scale B category, indicating good performance. The maze test also showed that most participants experienced ease in navigating the website, with a Usability Score of 90. Thus, it can be concluded that the Yakurir website has a good usability score.*

*Keywords: Analysis, Design, User Interface, Website, Yakurir, Probolinggo Local Motorbike Taxi, Design Thinking.*