

**Penerapan Design Thinking untuk Optimasi UI/UX Aplikasi M-Banking
WON by BWS dengan Memperhatikan Aspek UX Laws** (*Application of Design
Thinking for UI/UX Optimization of WON by BWS M-Banking Application by
Considering UX Laws Aspects*).

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ABSTRACT

Based on data from Similarweb, downloads of the WON by BWS M-Banking app decreased by 21.77% between August 2023 and January 2024, although in October 2023 it briefly increased by 21.49% before dropping significantly by 43.70% in the following month. This research uses the Design Thinking method as a design development approach. This method focuses on human needs in solving problems and creating new innovations. This approach involves several stages, starting from gathering information about users, then analyzing the information to understand user needs. The results show that by actively involving users and paying attention to aspects of UX Laws, developers can design applications that not only meet functional needs, but also provide a satisfying experience for users. User satisfaction is indicated by an increase in the results of the System Usability Score (SUS), which was originally in the Marginal Low category and Grade Scale F, has increased to the Acceptable category and Grade Scale B. In addition, the Adjective Rating also increased from the Good category to the Excellent category.

Keyword: *Design Thinking, User Interface, User Experience, Application, Mobile Banking, WON, Bank Woori Saudara, UX Laws*