

**PERANCANGAN UI/UX APLIKASI *MOBILE* PT.DITOPUPIN STORE
SEJAHTERA MENGGUNAKAN METODE *DESIGN THINKING*
UI/UX DESIGN FOR PT. DITOPUPIN STORE SEJAHTERA MOBILE
*APPLICATION USING THE DESIGN THINKING METHOD***

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ABSTRACT

The development of technology and the increase in digital transactions encourage PT. Ditopupin Store Sejahtera to optimize the user experience (UX) in order to retain its 118 active users. This study designs the UI/UX of the Ditopupin.id mobile application using the Design Thinking method consisting of 5 stages, namely Empathize, Define, Ideate, Prototype, and Testing through surveys and iterations based on user feedback. Testing using the User Experience Questionnaire (UEQ) and A/B Testing showed an increase in UX scores in attractiveness (1.87 → 2.93), clarity (1.24 → 3.33), efficiency (1.69 → 3.22), accuracy (1.96 → 3.35), novelty (1.92 → 3.42), and stimulation (1.88 → 3.40). In addition, through A/B Testing, 96.7% of users prefer the new Top-up page design, and 93.3% prefer the overall application design. These results prove that the developed UI/UX design is more intuitive, efficient, and attractive, thus potentially increasing user satisfaction.

Keywords: UI/UX, *Design Thinking*, *Mobile Application*, *User Experience*, Ditopupin.id