

***THE APPLICATION OF DESIGN THINKING IN THE DEVELOPMENT
AND EVALUATION OF UI/UX FOR TRAVEL SERVICE APPLICATIONS
(CASE STUDY: RENTIFY)***

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ABSTRACT

Digital transformation in the tourism and travel service industry has created a need for more integrated and accessible vehicle rental platforms. This research aims to design the user interface (UI/UX) of the Rentify application using the Design Thinking approach to enhance the user experience in searching for and booking travel services. The development process follows five stages: empathize, define, ideate, prototype, and testing. The empathize stage was conducted through a survey of 75 respondents to identify users needs. Analysis results led to the development of location-based search features, service comparison, and vehicle booking. An interactive prototype was designed using Figma and tested through the Maze platform by 25 respondents. Usability testing showed high success rates for the search feature (92%) and booking feature (88%), but there was a decline in the comparison feature (72%) and chat feature (79%). Evaluation using the System Usability Scale (SUS) yielded an average score of 79.9, indicating that the Rentify application has a good level of usability. With these results, the Rentify application has the potential to be further developed as a digital solution in Indonesia's travel service industry.

Keywords: *UI/UX, Design Thinking, Usability Testing, System Usability Scale*