

**PERANCANGAN UI/UX BERBASIS PENGALAMAN DENGAN
PENDEKATAN *DESIGN THINKING* (STUDI KASUS: *BARBERSHOP*)**
(UI/UX DESIGN BASED ON EXPERIENCE USING THE *DESIGN THINKING*
APPROACH (CASE STUDY: *BARBERSHOP*))
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ABSTRACT

The growing barbershop services require an efficient system to manage customer queues and schedules. The manual system causes inconvenience for customers, such as long waiting times and difficulties in scheduling. Therefore, user experience (UI/UX)-based design is crucial to improve service efficiency and comfort. The main problem faced is the unstructured queue system, which leads to uncertainty in waiting times and a lack of transparency in selecting barbers and services, reducing customer satisfaction. The goal of this design is to create an efficient booking system through a mobile application with an attractive and user-friendly UI/UX design, capable of addressing waiting time issues and discomfort. The method used is Design thinking, which consists of five stages: empathize, define, ideate, prototype, and test. This process aims to generate solutions that meet user needs. The result achieved is an interactive mobile prototype for the barbershop that allows customers to book services online. Testing using the System Usability Scale (SUS) showed an average score of 91.73, indicating a high level of customer satisfaction. The impact of this design is improved operational efficiency for the barbershop and increased customer satisfaction, which enhances the barbershop's competitiveness.

Keywords: *Design thinking, UI/UX, Booking System, System Usability Scale (SUS), User Experience, Barbershop.*