

***Implementation of Design Thinking Method in Redesigning UI/UX on
Shipping Cost Checking and Package Tracking Application SiCepat Express***
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ABSTRACT

This research is motivated by observation data from Play Store reviews on the SiCepat Express application with a rating of 1.3. The SiCepat Express application helps users to check shipping costs and track packages. However, based on observations from these reviews, complaints were found regarding user experience in using the SiCepat Express application, including the lack of color display, the display is not updated, and the features are not well integrated. This study aims to redesign the SiCepat Express application using the Design Thinking method. This method consists of five stages, namely Empathize, Define, Ideate, Prototype, and Test. The data was collected using analysis of reviews and distribution of questionnaires to users. Based on this analysis, users want a simple and easy-to-operate display and an intuitive user experience. The new prototype was then tested on respondents through usability testing using a maze which produced a score of 85 and A/B Testing using the SUS questionnaire which showed an increase in the score on the new design, where the old design had a score of 45 while the new design had a score of 81. The redesign of the UI/UX on the SiCepat Express application using the design thinking method resulted in improvements in the appearance of the interface and user experience.

Keywords: *design thinking, redesign, SiCepat Express Application, user experience, user interface*