

**Perancangan UI/UX Aplikasi Website dan Mobile pada Toko Kain Textile
Warna Warni di Kabupaten Nganjuk dengan Metode Design Thinking**
(*UI/UX Design of Website and Mobile Application for Warna-Warni Textile
Fabric Store in Nganjuk Regency Using the Design Thinking Method*)
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ABSTRACT

Textile Warna-Warni is a textile business located in Nganjuk Regency that has not yet utilized digital technology as a marketing medium. The fabric purchasing process is still carried out manually, making it unstructured and limiting both market reach and digitalization. This study aims to design a Website and Mobile-based UI/UX application to support marketing and transaction activities at Textile Warna-Warni. The design process follows the Design Thinking method, which consists of five stages: Empathize, Define, Ideate, Prototype, and Test. User experience evaluation was conducted using the User Experience Questionnaire (UEQ) method. The results show that User Experience values in several aspects fall into the "Good" and "Excellent" categories. Website testing yielded scores of Attractiveness at 1.583, Perspicuity at 1.750, Efficiency at 1.625, Dependability at 1.875, Stimulation at 1.750, and Novelty at 1.750. Mobile testing showed higher results, with Attractiveness at 2.250, Perspicuity at 2.181, Efficiency at 2.187, Dependability at 2.138, Stimulation at 1.908, and Novelty at 2.085. The Design Thinking approach successfully produced a design that meets user needs.

Key words: *Design Thinking, User Experience Questionnaire (UEQ), User Interface, User Experience*

**PERANCANGAN UI/UX APLIKASI WEBSITE DAN MOBILE PADA
TOKO KAIN *TEXTILE* WARNA WARNI DI KABUPATEN NGANJUK
DENGAN METODE *DESIGN THINKING***

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ABSTRAK

Toko Kain *Textile* Warna-Warni merupakan salah satu pelaku usaha di bidang tekstil di Kabupaten Nganjuk yang belum memanfaatkan teknologi digital sebagai media pemasaran. Proses pembelian kain masih dilakukan secara manual, sehingga kurang terstruktur dan membatasi jangkauan pasar dan digitalisasi. Penelitian ini bertujuan untuk merancang UI/UX aplikasi berbasis *Website* dan *Mobile* guna menunjang kegiatan pemasaran dan transaksi di Toko Kain *Textile* Warna-Warni. Metode yang digunakan dalam perancangan ini adalah *Design Thinking*, yang terdiri dari lima tahapan yaitu *Empathize*, *Define*, *Ideate*, *Prototype*, dan *Test*. Evaluasi pengalaman pengguna dilakukan menggunakan metode *User Experience Questionnaire* (UEQ). Hasil dari pengujian menunjukkan bahwa nilai *User Experience* pada beberapa aspek berada di kategori “Good” dan “Excellent”. Pengujian *Website* menghasilkan nilai *Attractiveness* bernilai 1,583, *Perspicuity* bernilai 1,750, *Efficiency* bernilai 1,625, *Dependability* bernilai 1,875, *Stimulation* bernilai 1,750 dan *Novelty* bernilai 1,750. Pengujian pada *Mobile* menghasilkan nilai *Attractiveness* bernilai 2,250, *Perspicuity* bernilai 2,181, *Efficiency* bernilai 2,187, *Dependability* bernilai 2,138, *Stimulation* bernilai 1,908 dan *Novelty* bernilai 2,085. Pendekatan pada *Design Thinking* menghasilkan desain sesuai dengan kebutuhan pengguna.

Kata Kunci: *Design Thinking*, *User Experience Questionnaire* (UEQ), *User Interface*, *User Experience*.