

## **Pengembangan UI/UX pada Aplikasi Identitas Kependudukan Digital**

### **Menggunakan Metode *Design Thinking***

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### ***ABSTRACT***

*Identitas Kependudukan Digital Digital population identity which was first released on November 14, 2022 and can be downloaded via the Play Store. The application is designed with various features that make it easier for users to access their population identity data digitally. Based on data as of June 5, 2024 from the Play Store, this application only received a rating of 2.8 on the Google Play Store. Of course, with a very small rating, many users complain about their satisfaction in using the application. found from reviews of users who have downloaded the digital population identity application, one of which is the UI/UX factor which is still simple, the layout of the interface design is not User Friendly. The researcher used the Design Thinking Method Based on the problems that have been explained, it can be concluded that this research is very important to do so that application users are optimal in operating it. The first stage, testing the interface prototype using the Maze platform involving 20 respondents resulted in an overall score of 95 out of 100. The second stage Results showed a significant increase in user satisfaction levels, from an average score of (61%) before redesign to (80%) after redesign. UI/UX development on the Digital Population Identity application using the Design Thinking method has proven effective in improving the quality of the interface display and user experience. Plays an important role in understanding user needs, formulating problems, creating solution ideas, building interface displays, and conducting trials on the designs developed.*

**Keywords:** *Identitas Kependudukan Digital application, Design Thinking, Redesign, User Interface, User Experience*