

UI/UX ANALYSIS AND DEVELOPMENT OF THE HAKUNA MATATA COURSE WEBSITE USING THE DESIGN THINKING APPROACH

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ABSTRACT

Hakuna Matata Course is a tutoring institution that already has a website; however, its utilization has not been optimal as it only functions as a company profile and does not fully support user needs. This limitation affects the effectiveness of information delivery and online learning support. This study aims to analyze user needs and redesign the website to better align with user requirements and improve system usability. The method used is *Design Thinking*, which consists of the empathize, define, ideate, prototype, and test stages. The empathize stage was conducted through interviews with users representing three main roles: admin, tutor, and student. The results were formulated into empathy maps and user personas as the basis for solution design. The prototype was developed using Figma and evaluated using the System Usability Scale (SUS) through pre-test and post-test involving eight respondents. The evaluation results showed an increase in the average SUS score from 70.3 in the pre-test to 77.8 in the post-test. Both scores fall within the “Good” category, indicating that the redesigned website improves usability, enhances user interaction, and better supports user needs. Therefore, the proposed redesign successfully improves usability while maintaining ease of use despite increased system functionality.

Keywords: *UI/UX, Design Thinking, Redesign, E-Learning*