

# ***UI/UX DEVELOPMENT OF THE PPPAKB DEPARTMENT WEBSITE OF JEMBER REGENCY USING THE DESIGN THINKING METHOD***

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## **ABSTRACT**

*The website of the Office of Women Empowerment, Child Protection, and Family Planning (PPPAKB) of Jember Regency functions as a digital public service platform. However, the existing website still has problems related to user interface and user experience, which have an impact on its low level of usability. This study aims to develop the UI/UX of the PPPAKB website of Jember Regency using the Design Thinking method and to evaluate usability improvements after the development process. The Design Thinking method applied in this study consists of five stages: empathize, define, ideate, prototype, and testing. In the empathize stage, usability testing of the existing website was conducted using the System Usability Scale (SUS) method involving 99 respondents. The initial testing results showed an average SUS score of 51.01, which falls into the marginal category. Based on these results, the UI/UX was redesigned and implemented into a functional website using the Laravel framework. Final testing was carried out using the SUS method and the Maze platform involving 104 respondents. The results showed an average SUS score of 72.57, which is categorized as good (above average), with an improvement of 21.56 points. These results indicate that the application of the Design Thinking method successfully improved usability, navigation clarity, and user satisfaction on the public service website.*

**Keywords:** *UI/UX, Design Thinking, System Usability Scale, Website, Usability*