

UI/UX Redesign of SMPN 10 Jember Website Using the Design Thinking Method

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ABSTRACT

The SMPN 10 Jember website still has several issues related to the User Interface (UI) and User Experience (UX) aspects, including an unattractive visual appearance, suboptimal typography, an unorganized navigation structure, an untidy page layout, and a visual identity that does not adequately represent the school. This study aims to redesign the UI/UX of the SMPN 10 Jember website to create a more modern, informative, and user-friendly website. The research employed the Design Thinking method, which consists of five stages: empathize, define, ideate, prototype, and testing. Data were collected through observation, interviews, and the distribution of the System Usability Scale (SUS) questionnaire to 50 respondents. The initial usability evaluation yielded a SUS score of 60.75. Subsequently, a high-fidelity mockup was developed and validated by an expert, achieving a feasibility score of 91% (acceptable category). The usability testing conducted after the redesign showed an improvement in the SUS score to 68.45, with the Grade Scale increasing from D to C. The results indicate that the implementation of the Design Thinking method successfully improved the website's usability and produced a user interface design that is more modern, well-structured, and aligned with users' needs.

Key words: *UI/UX, Design Thinking, Website, Redesign, SUS*