

Redesign of the UI/UX of the Klik Indomaret Application using Design Thinking and System Usability Scale

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Abstract

The development of e-commerce encourages retail companies to provide digital services that offer a better user experience. However, observations and user review analysis indicate that the Klik Indomaret application still has several issues, including the absence of an order cancellation feature, a chat feature with stores, and integrated communication with delivery drivers, which affect the application's usability. This study aims to redesign the User Interface (UI) and User Experience (UX) of the Klik Indomaret application using the Design Thinking method and evaluate the redesigned interface using the System Usability Scale (SUS). Data were collected through observation, user review analysis on the Google Play Store and App Store, and questionnaires distributed to 60 participants. The redesign process consisted of the empathize, define, ideate, prototype, and testing stages, followed by a SUS evaluation involving 30 participants. The results showed that the average SUS score increased from 42.04 before the redesign to 77.58 after the redesign, representing an improvement of 35.54 points. These findings indicate that the redesign improved the application's usability and produced a design that better meets user needs. The findings are expected to serve as a reference for developing more user-centric retail e-commerce applications through features that enhance digital service quality and overall user experience.

Keywords: design thinking, klik indomaret, system usability scale, UI/UX, usability.

1 Introduction

E-commerce in Indonesia continues to grow with increasing internet usage. In 2025, the internet penetration rate reached 80.66%, with approximately 229.4 million internet users. Additionally, the value of e-commerce transactions in 2024 reached IDR 1,288.93 trillion, representing a 17.08% increase compared to the previous year [1]. e-commerce can increase cost effectiveness, expand the scope of marketing, and facilitate the process of digital interaction and transactions [2].

Digital transformation has also changed consumer behavior in interacting with retail services. Companies are starting to use mobile applications as a more effective distribution and communication medium to reach consumers. In Indonesia, this phenomenon is shown by the increasing use of online shopping applications [3]. Along with this development, e-commerce applications no longer serve merely as transaction platforms but have also become part of a digital ecosystem that integrates users, service providers, and distribution processes into a single platform. One form of implementation of this digital transformation is Klik Indomaret which was developed by PT Indomarco Prismatama as a digital shopping platform with the concept of a one-stop online store. This application allows consumers to obtain various needs in one platform so that the shopping process becomes more practical without having to visit the outlet directly [4].

Although it provides various conveniences, the results of observations of user reviews on the Google Play Store and App Store show that there are still various problems that affect the user experience. The most frequently submitted complaints include the unavailability of the order cancellation feature so that users have difficulties when they want to cancel a transaction, the absence of a chat feature with the store which causes the process of confirming product availability to be less effective, and the unavailability of a chat feature with a driver so that communication during the

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delivery process is limited. This situation results in less effective coordination among users, stores, and delivery drivers, thereby hindering service integration within the application ecosystem and potentially reducing user convenience and satisfaction.

These issues indicate that a more user-centric interface is needed to be redesigned in order for the app to provide a better user experience. Therefore, this study aims to redesign the UI/UX of the Klik Indomaret application using the Design Thinking method and evaluate the design results using the System Usability Scale (SUS). This research is expected to produce a design that is more practical, efficient, and in accordance with user needs so that it can increase the usability level of the application. In addition, this research is expected to be a reference in the development of e-commerce applications as well as subsequent research that discusses UI/UX design based on a user-centered approach.

2 Literature Review

Research on designing User Interface (UI) and User Experience (UX) using the Design Thinking method has been widely carried out on various digital applications. The application of the Design Thinking method is able to produce an interface design that is more in line with user needs in e-commerce mobile applications [5]. The method also helps the UI/UX design process through a user-centric approach so as to produce a solution that is more suited to the user's needs [6], [7]. In addition, a combination of Design Thinking and System Usability Scale (SUS) methods has been applied to evaluate the level of usability after the redesign process. The results of the study show that the application of both methods is able to increase the level of usability after the interface redesign [8], [9].

The results of the study show that the application of the Design Thinking method combined with usability evaluation is able to improve the quality of the interface and provide a better user experience for various types of applications. However, based on previous research, there are still several aspects that have not been studied much so that it is an opportunity for further research to be conducted.

Based on the previous research, it can be seen that the Design Thinking method is still a relevant method in the UI/UX design process because it is able to produce solutions that focus on user needs. In addition, the use of the System Usability Scale (SUS) is also able to provide an overview of the level of usability after the redesign process is carried out. However, previous research still shows some research gaps. Most of the research only focuses on the UI/UX design process without usability evaluation using the System Usability Scale (SUS). Research that has combined Design Thinking and System Usability Scale (SUS) is still applied to websites and e-money applications, so it has not yet discussed the context of retail e-commerce applications. On the other hand, research on the Klik Indomaret application focuses more on analyzing user sentiment based on reviews on the Google Play Store without producing recommendations in the form of redesigning the interface to overcome the problems experienced by users [3].

Based on the research gap, this research aims to fill the research gap by integrating the Design Thinking and System Usability Scale (SUS) methods in the UI/UX redesign process of the Klik Indomaret application. Unlike previous research that focused more on improving the appearance of the interface, this study also developed an order cancellation feature, a chat feature between users, stores, and drivers, and evaluated the improvement in usability levels before and after the redesign. Thus, this research contributes to the development of the UI/UX of e-commerce applications through the application of Design Thinking combined with the evaluation of the System Usability Scale (SUS) and the development of features that suit user needs.

3 Research Method

This research uses the Design Thinking method to redesign the User Interface (UI) and User Experience (UX) of the Klik Indomaret application. The results of the redesign were then evaluated using the System Usability Scale (SUS) method to measure the level of application usability before and after the redesign [10], [11].

3.1 Research Flow

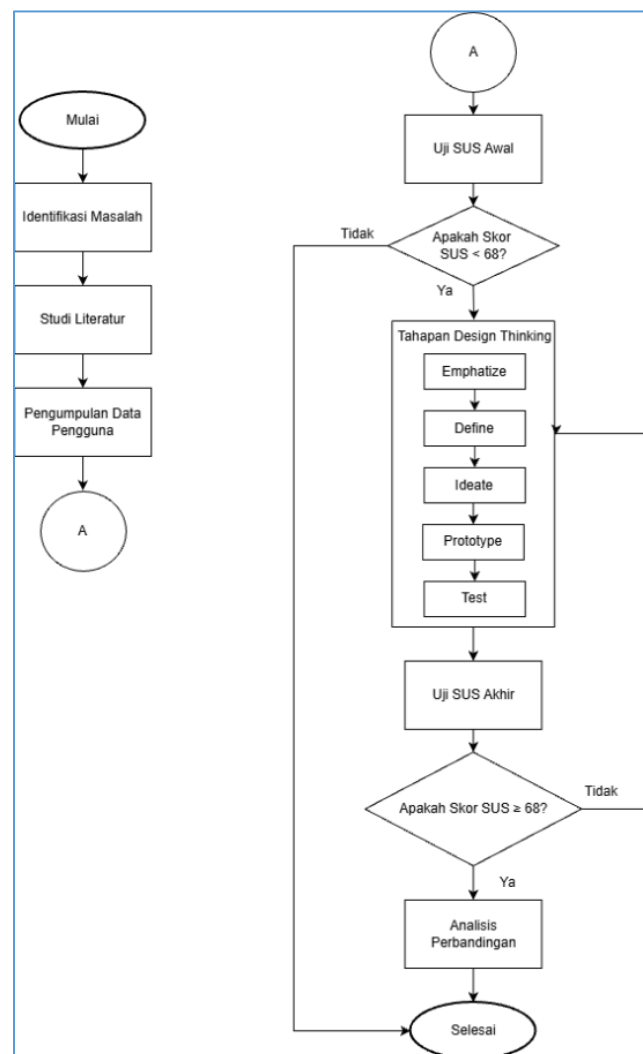


Figure 1 Planning flow

The research flow in Figure 1 shows the stages of research starting from problem identification, literature review, data collection, redesign process using the Design Thinking method, to evaluation using the System Usability Scale (SUS). Each stage in the research flow is further explained in the following subchapter.

The object of the research is the Klik Indomaret application developed by PT Indomarc Prismatama. Data collection was carried out using Google Forms because it was considered easy and effective in obtaining information from participants online. The platform supports different types of queries, such as open-ended and Likert scales, and stores data automatically, making it easier to process and analyze data [12].

The research data was obtained through observation of application use, analysis of user reviews on the Google Play Store and App Store, and the distribution of questionnaires to users of the Klik Indomaret application. The questionnaire consists of open-ended questions to obtain information about user experiences, needs, and constraints, as well as a System Usability Scale (SUS) questionnaire to measure the level of usability of the application. A total of 60 participants were involved in the initial test to get an idea of the usability level of the application before redesigning. After the design process was completed, retests were carried out on 30 participants using the System Usability Scale (SUS) method to evaluate the results of the redesign.

3.2 Design Thinking Method

3.2.1 Empathize

The empathize stage is carried out to understand the needs, experiences, and obstacles experienced by users through observation, analysis of user reviews on the Google Play Store and App Store, as well as questionnaires consisting of open-ended questions and System Usability Scale (SUS). The information obtained is used as a basis for identifying user needs and devising appropriate solutions [7].

3.2.2 Define

The define stage is carried out to identify and formulate user needs based on the results obtained in the empathize stage. These needs are then analyzed as the basis for the preparation of alternative solutions [13].

3.2.3 Ideate

The ideate stage was conducted to develop various alternative solutions based on the results of the *How Might We* (HMW) questions developed during the define stage. The resulting solutions included the addition of an order cancellation feature, a chat feature between users and stores, and a chat feature between users and delivery drivers, which were then used as the basis for the prototyping process [14].

3.2.4 Prototype

The prototype stage involves developing interface designs in the form of low-fidelity and high-fidelity prototypes using the Figma application. The resulting interactive prototypes are used to simulate the application workflow and obtain user feedback before the testing stage [14].

3.2.5 Testing

The testing stage is carried out by testing the prototype directly to the user to get feedback regarding the ease of use, navigation, and interface display. The test was carried out on 30 respondents who had previously taken part in the initial test. The test results are used as a basis for evaluating and refining the results of the redesign [7]. Furthermore, the test results were analyzed using the System Usability Scale (SUS) method to measure the usability level of the redesign results.

3.3 System Usability Scale (SUS) Evaluation

Usability evaluation was carried out using the System Usability Scale (SUS) method, which is a test method that uses a questionnaire containing 10 statements to measure the level of usability of applications based on user perception. The test used a Likert scale, with a value of 1 indicating Strongly Disagree (SD) and a value of 5 indicating Strongly Agree (SA) [15].

The calculation of SUS scores is carried out through the following stages [16].

- a. For odd-numbered statements, the answer value is minus 1 ($x_i - 1$). (1)
- b. For even numbered statements, the answer value is subtracted from the number 5 ($5 - x_i$). (2)
- c. All calculation results are summed up, then multiplied by a factor of 2.5 to obtain the SUS score of each participant.
- d. The SUS score of all participants is then calculated as the average score to obtain the average SUS score

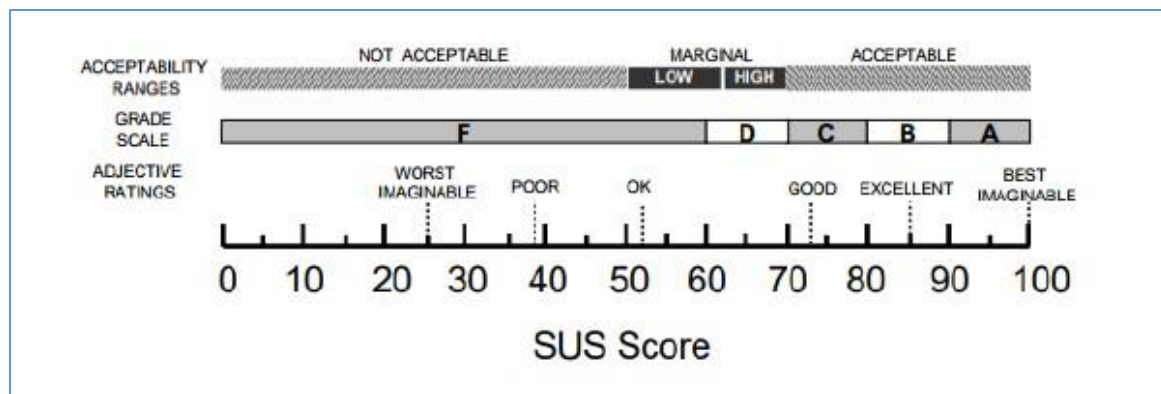


Figure 2 SUS scale

The interpretation of the System Usability Scale (SUS) test results refers to the categories of acceptability, grade scale, and adjective rating as shown in Figure 2 [16]. Testing is carried out before and after the redesign process. The test results before the redesign are used as the initial condition, then compared with the test results after the redesign to determine the increase in the usability level of the Klik Indomaret application.

4 Results and Analysis

4.1 Empathize

At the empathize stage, data collection was carried out through observation of application usage, analysis of user reviews on the Google Play Store and App Store, and distribution of questionnaires to Klik Indomaret application users. The questionnaire used consists of open-ended questions to obtain information about user experience, needs, constraints, and feedback on the application, and a System Usability Scale (SUS) questionnaire to measure the level of usability of the application before redesigning. A total of 60 participants participated in data collection at this stage.

Table 1 Characteristics of the participants involved in the study

Categories	Remarks	Quantity
Gender	Male	13
	Women	47
Age	18–21 years old	24
	22–25 years old	26
	26–29 years old	2
	30–34 years old	8
Long use of the app	< 1 Month	13
	1–6 Months	25
	6–12 Months	12
	> 1 Year	10

Based on Table 1, this study involved 60 participants with diverse characteristics based on gender, age, and length of time using the Klik Indomaret application. The majority of participants were female as many as 47 people, 22-25 years old as many as 26 people, and 25 people who had used the application for 1-6 months. These characteristics show that participants have experience in using the application so that they can provide input according to the experience of using the Klik Indomaret application.

Based on the results of data collection obtained from participants, several experiences and obstacles experienced by users while using the Klik Indomaret application were found.

Table 2 Finding user problems at the stage empathize

No.	User Findings	Categories
1	The order cancellation feature is not yet available.	Features
2	The chat feature with the store is not yet available.	Communication
3	Communication with the driver is not yet integrated directly within the application.	Communication

Based on the results of the empathize stage presented in Table 2, several main problems experienced by Klik Indomaret application users were found. These problems include the unavailability of the order cancellation feature, the unavailability of chat features with stores, and communication with drivers that have not been integrated directly in the application. The findings are then analyzed to identify the needs of the user and become the basis for the formulation of the problem at the definition stage.

In addition to obtaining information about user experiences, needs, and constraints through open-ended questions, at this stage, an initial test was also carried out using the System Usability Scale (SUS) on 60 participants to determine the level of usability of the Klik Indomaret application before redesigning.

Table 3 SUS test results before redesign

Participants	Total Score	SUS score (Total score * 2.5)
1	29	72.5
2	35	87.5
3	16	40
4	28	70
5	25	62.5
6	33	82.5
7	22	55
8	30	75
9	29	72.5
10	18	45
11	25	62.5
12	37	92.5
13	21	52.5
14	20	50
15	25	62.5
16	24	60
17	29	72.5
18	20	50
19	19	47.5
20	9	22.5
21	0	0
22	11	27.5
23	13	32.5
24	12	30
25	12	30
26	36	90
27	32	80
28	13	32.5
29	12	30
30	36	90
31	11	27.5

Participants	Total Score	SUS score (Total score * 2.5)
32	13	32.5
33	7	17.5
34	13	32.5
35	8	20
36	12	30
37	9	22.5
38	11	27.5
39	11	27.5
40	9	22.5
41	9	22.5
42	12	30
43	11	27.5
44	11	27.5
45	11	27.5
46	11	27.5
47	10	25
48	13	32.5
49	12	30
50	11	27.5
51	12	30
52	11	27.5
53	12	30
54	24	60
55	12	30
56	8	20
57	14	35
58	10	25
59	9	22.5
60	11	27.5
TOTAL		2522.5

Based on the calculation results in Table 3, the Klik Indomaret application obtained an average System Usability Scale (SUS) score of 42.04, which is below the standard SUS value of 68. These results show that the usability level of the application is still low, so a redesign process is needed to improve the quality of the interface and user experience.

The results of the initial testing reinforce the findings at the empathize stage that the Klik Indomaret application still has several problems that affect the user experience. Based on these results, user needs were identified as the basis for the problem formulation process at the definition stage.

4.2 Define

After the empathize stage is completed, the research continues to the define stage to identify and formulate the main problems based on the results of observations, user review analysis, and questionnaires. At this stage, the results of data collection are analyzed to identify user needs that are the basis for the process of redesigning the Klik Indomaret application.

The results of the analysis show that users need order cancellation features, communication media between users and stores and drivers, and clearer order tracking information. These needs are then summarized in the form of a User Persona as a representation of user characteristics, goals, needs, and constraints. Furthermore, based on the User Persona, several How Might We (HMW) questions were prepared as a basis for producing alternative solutions at the ideate stage.

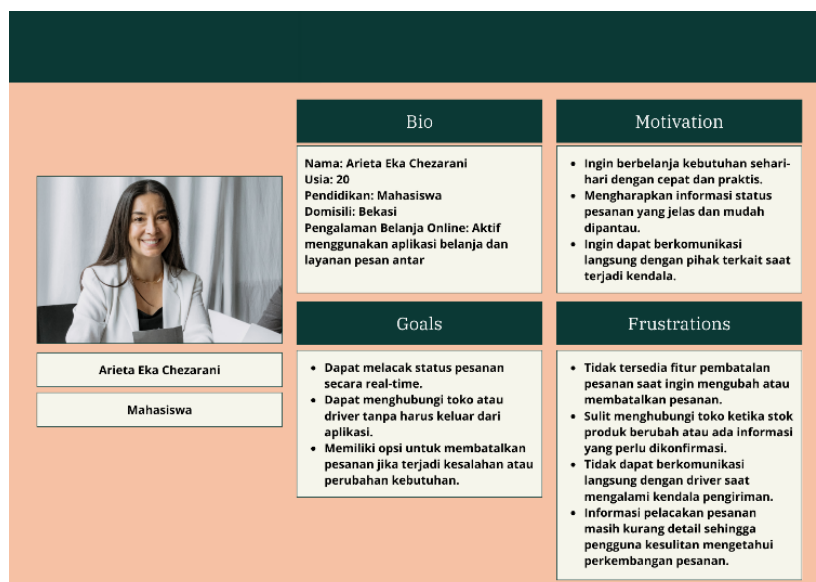


Figure 3 User persona

Figure 3 shows the User Persona which represents the characteristics, goals, needs, and constraints of the Klik Indomaret application user. The User Persona describes users who need a practical transaction process, clear order information, and easy communication with stores and drivers. In addition, User Persona also shows several obstacles that users are still experiencing, such as the unavailability of the order cancellation feature, the unavailability of chat features with stores, and communication with drivers that have not been integrated directly in the application.

Table 4 How might we (HMW)

No.	How Might We?	Solution
1	How can we provide features that make it easier for users to cancel orders directly through the app?	Added an order cancellation feature so that users can cancel transactions independently before the order is processed.
2	How can we facilitate communication between users and stores when there are problems with orders?	Added a chat feature between users and stores to facilitate communication regarding product availability and order changes.
3	How can we provide communication features with drivers that are integrated directly within the app during the delivery process?	Develop a chat feature between users and drivers that is integrated directly in the application so that the coordination process during delivery becomes easier.

Based on the results of the preparation of How Might We (HMW) in Table 4, several alternative solutions that suit user needs are obtained. The alternative solution then becomes a reference in the ideate stage to produce a prototype design of the Klik Indomaret application.

4.3 Ideate

At the ideate stage, several alternative solutions were prepared based on the results of How Might We (HMW) at the definition stage. Alternative solutions include the addition of an order cancellation feature, a chat feature between users and stores, and a chat feature between users and drivers. The resulting solution aims to overcome the problems experienced by users and improve the ease of use of the Klik Indomaret application. All of these alternative solutions then become the basis for the prototyping process at the next stage.

4.4 Prototype

At the prototype stage, alternative solutions that have been produced at the ideate stage are realized in the form of prototypes in the form of low-fidelity and high-fidelity. This stage aims to visualize the interface design so that it can be used as a medium for evaluation with users before testing at the testing stage.

1. Low-Fidelity Prototype

Low-fidelity prototypes are the initial stage in the interface design process that is used to build the user flow and determine the placement of key components on each application page.

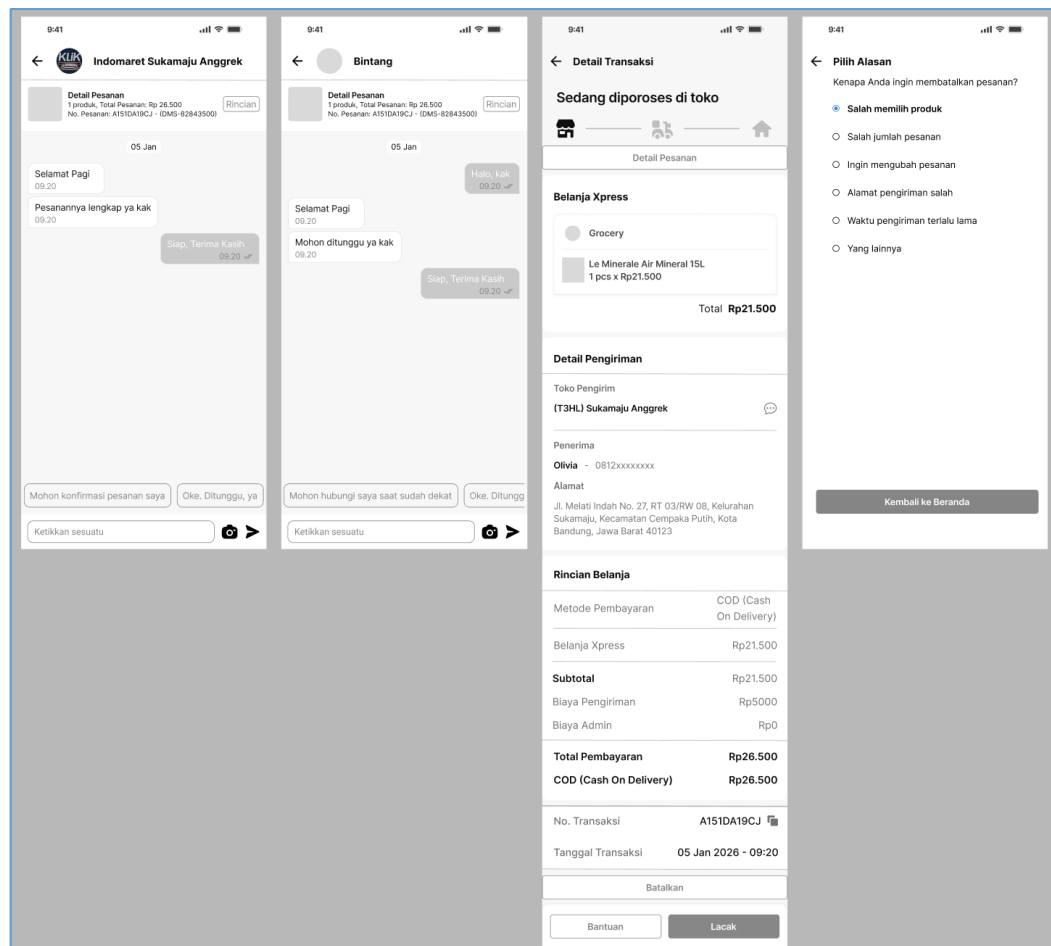


Figure 4 Low-Fidelity prototype

Figure 4 shows a low-fidelity prototype design that was compiled based on the results of user needs analysis in the previous stage. This design consists of a chat feature page with the store and driver, a transaction details page, and an order cancellation feature. Low-fidelity prototypes are used to describe the interface structure, usage flows, and placement of key components before being developed into a high-fidelity prototype.

2. High-fidelity prototype

High-fidelity prototype is the development of a low-fidelity prototype with a more complete appearance and closer to the actual application. This prototype is used as a testing medium to evaluate the user experience before the implementation process.

a. Chat Features

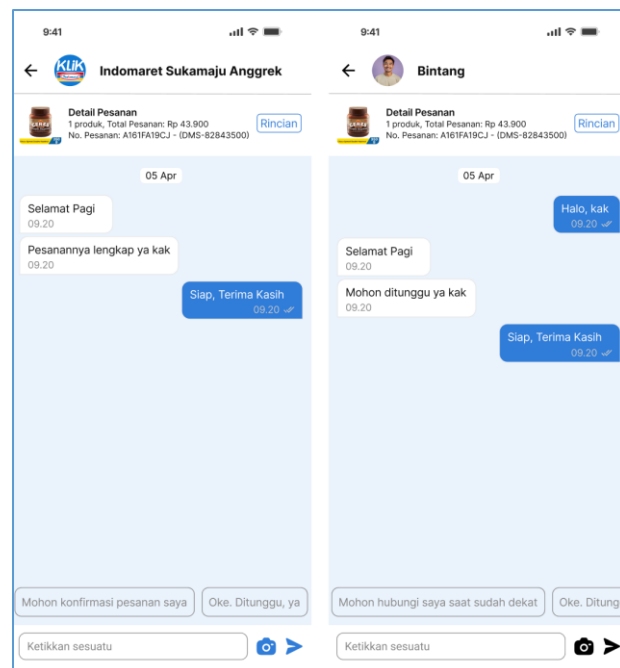


Figure 5 High-fidelity prototype chat feature

Figure 5 shows the design of the chat feature that allows users to communicate directly with stores and drivers through the Klik Indomaret application. This feature makes it easier to communicate about orders without the need to move to another application.

b. Order Cancellation

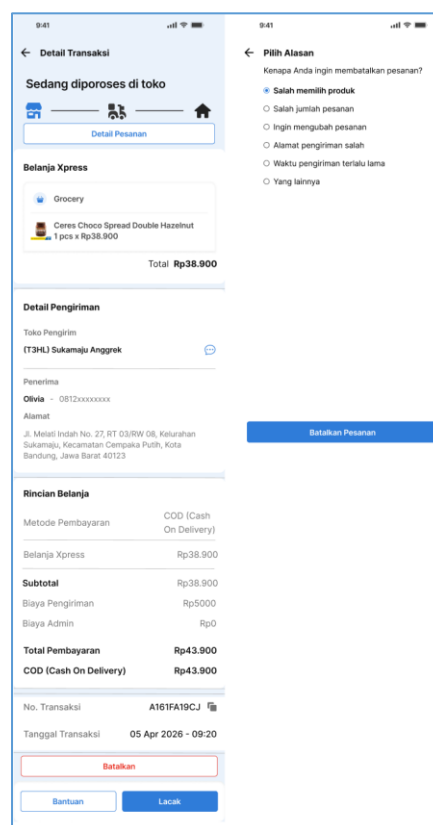


Figure 6 High-fidelity prototype order cancellation

Figure 6 shows the design of the order cancellation feature that allows users to cancel transactions directly through the app before the order is processed. This feature comes with a choice of cancellation reasons to help users convey the cause of order cancellation while providing information that can be used by the management in evaluating the service. With this feature, the order cancellation process becomes easier, faster, and more flexible for users.

c. Transaction Details

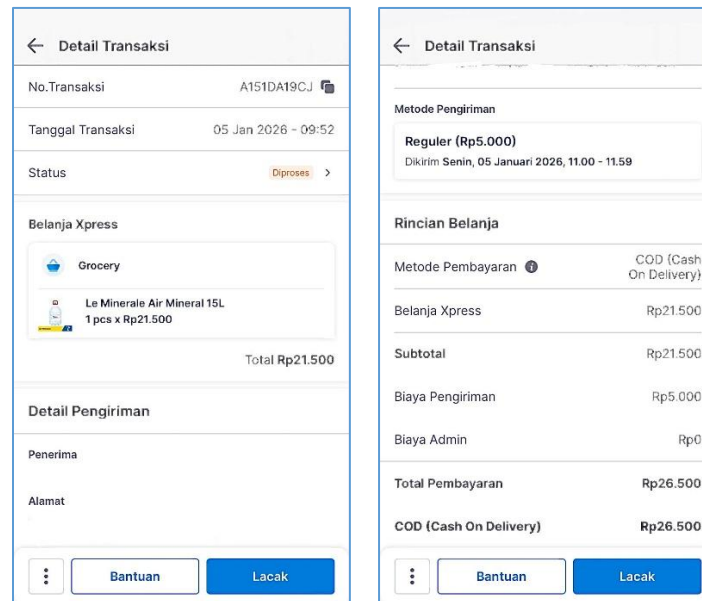


Figure 7 Transaction details before redesign

Figure 7 shows the view of the transaction details page on the Klik Indomaret application before the redesign. This page displays transaction information, such as order details, shipping information, and payment details. However, in this display, there is no chat feature with the store so that users still experience limitations in communicating directly when there are problems with orders.

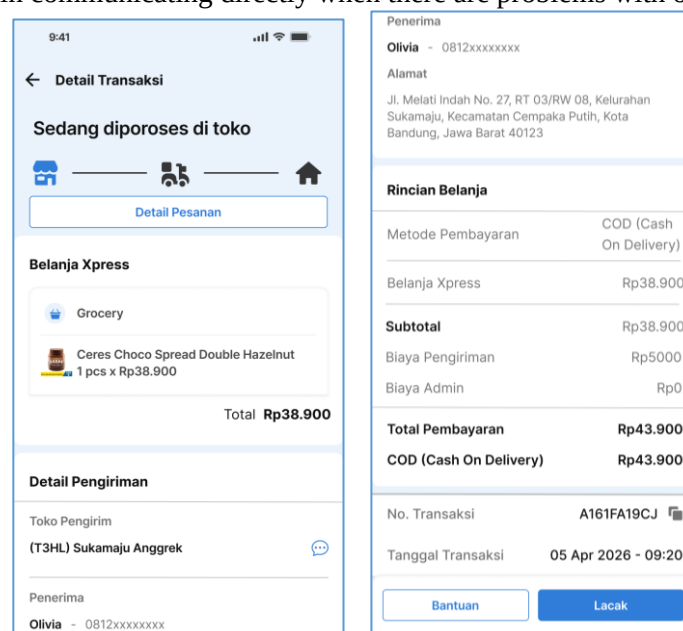


Figure 8 High-fidelity prototype transaction details after redesign

Figure 8 shows the results of the redesign on the Klik Indomaret application transaction details page. This page has undergone a reorganization of transaction information to make it more

structured and equipped with access to the chat feature with the store. The addition of this feature makes it easier for users to communicate directly with the store when they need information related to orders or experience problems during the transaction process.

4.5 Testing

In the testing stage, the System Usability Scale (SUS) was administered to participants who had previously taken part in the initial evaluation. The initial evaluation involved 60 participants, and after the prototype was developed, the questionnaire was redistributed to the same participants. However, due to time constraints during the data collection process, only 30 participants took part in the post-redesign evaluation. Therefore, the post-redesign analysis was conducted based on the data collected from these 30 participants. The results were then compared with the pre-redesign SUS scores to determine the improvement in the usability of the Klik Indomaret application.

Table 5. SUS calculation data after redesign

Participants	Total Score	SUS score (Total score * 2.5)
1	33	82.5
2	34	85
3	34	85
4	28	70
5	28	70
6	34	85
7	34	85
8	34	85
9	34	85
10	35	87.5
11	34	85
12	35	87.5
13	33	82.5
14	28	70
15	34	85
16	34	85
17	34	85
18	30	75
19	35	87.5
20	28	70
21	32	80
22	35	87.5
23	34	85
24	24	60
25	28	70
26	21	52.5
27	23	57.5
28	23	57.5
29	29	72.5
30	29	72.5
TOTAL		2327.5

Based on the test results in Table 5, the Klik Indomaret application obtained an average SUS score of 77.58, an increase from the initial score of 42.04 before the redesign. Based on the System Usability Scale (SUS) category that has been explained in the research methods section, the score is included in the Good and Acceptable categories. These results show that the redesign carried out is

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able to increase the level of usability of the application so that the application is considered easier to use and more in accordance with the needs of the participants.

4.6 Comparison of Evaluation Results

Comparison of evaluation results was carried out to determine changes in the usability level of the Klik Indomaret application before and after the redesign using the System Usability Scale (SUS) method.

Table 6 Comparison of SUS test results

Aspects	Before Redesign	After the Redesign
Number of Participants	60	30
SUS Score	42.04	77.58
Categories	Poor / Not Acceptable	Good
Score Improvement	–	+35.54

Based on Table 6, the average score of the System Usability Scale (SUS) increased from 42.04 before the redesign to 77.58 after the redesign. The increase of 35.54 points shows that the redesign carried out is able to increase the usability level of the Klik Indomaret application. Based on the interpretation of SUS, the score before the redesign was in the Poor/Not Acceptable category, while the score after the redesign was in the Good category. These results are in line with previous research which showed that the application of Design Thinking combined with the evaluation of the System Usability Scale (SUS) was able to increase the level of application usability after redesign [9].

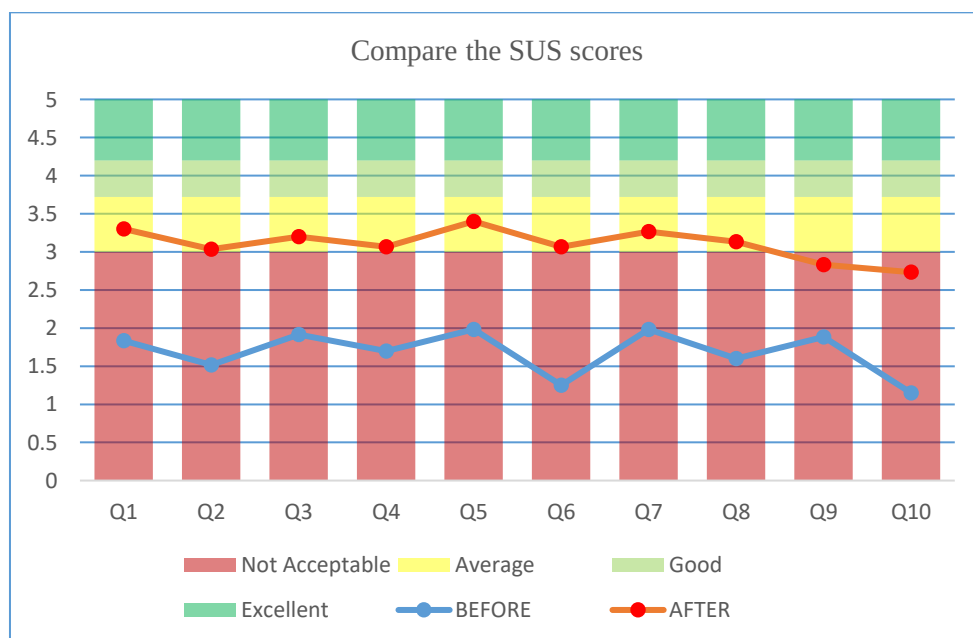


Figure 9 Comparison chart of evaluation results

Based on Figure 9, there was an increase in the average scores for the odd-numbered statements and a decrease in the average scores for the even-numbered statements. These results indicate that the redesigned interface is easier to use, clearer, and more user-friendly. These changes were influenced by the addition of an order cancellation feature and chat features that enable communication with stores and delivery drivers, which helped users complete transactions and

communicate more effectively during the ordering process. Additionally, the decrease in the scores for the even-numbered statements indicates that users found the application easier to understand and less confusing than the previous design.

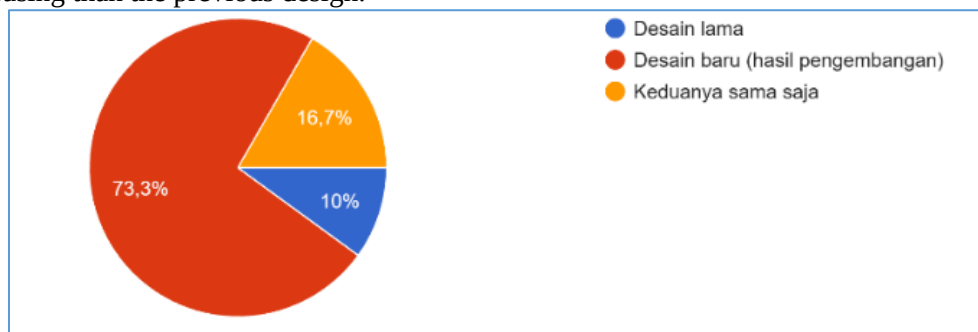


Figure 10 User preference graph

Based on Figure 10, the preference results showed that 73.3% of participants chose the new design, 10% chose the old design, and 16.7% rated both designs equally well. These results show that the addition of the order cancellation feature and the chat feature with stores and drivers are considered to be able to improve the user experience on the Klik Indomaret application.

However, some participants still chose the old design because they were used to the previous look and flow of use so it took time to adapt to the new design. This shows that user preferences are not only influenced by the addition of features and design quality, but also by the habits in using the app. Overall, the results of the evaluation show that the redesign of the Klik Indomaret application interface has a positive influence on the user experience and is able to answer the needs of users identified at the empathize stage.

5 Conclusion

Based on the results of the research, the redesign of the UI/UX of the Klik Indomaret application using the Design Thinking approach was able to produce a design that was more in line with user needs through the addition of an order cancellation feature and a chat feature between users, stores, and drivers. Evaluation using the System Usability Scale (SUS) showed an increase in the score from 42.04 to 77.58, which shows an increase in the usability level of the Klik Indomaret application. Thus, the goal of the research to produce a UI/UX design that is more in line with user needs and increase the level of usability of the application has been successfully achieved.

The results of this study are expected to provide insights for the developers of the Klik Indomaret application in designing a user interface and features that are more tailored to user needs, thereby improving the quality of digital services. This study has limitations, as the post-redesign evaluation involved only 30 participants. Therefore, future research is recommended to involve a larger number of participants and explore additional features that were not addressed in this study to obtain more comprehensive evaluation results.

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