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Implementing Design Thinking for UI/UX Optimization: Insights from PT. Asuransi Simas Jiwa

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ABSTRACT

PT Asuransi Simas Jiwa is one of the companies that has implemented a fairly good information system in carrying out business processes. Siji Sales Force is a website-based information system used by Sales Agents to create, design and manage digital marketing activities. Based on the data collection results, it is known that several problems with the Siji Sales Force Web include shortcomings in terms of the appearance and functionality of the website. Based on observations of the features in the report menu, errors often occur and there has been no evaluation from the relevant parties. This research aims to provide recommendations for UI/UX design on the Siji Sales Force Website based on the results of analysis using the Design Thinking method. Design Thinking is an approach or method of problem solving both cognitively, creatively and practically to answer human needs as users. Design recommendations are built in prototype form using the Figma application. The prototype that was built was tested for usability using the System Usability Scale (SUS), obtaining a score of category B or "Good" which indicates that the prototype design meets acceptable requirements or is declared acceptable by interested parties. Based on the test results, the design redesign was acceptable and considered effective, so it is hoped that the design created can become a recommendation for the system development team to improve the Siji Sales Force website.

Keywords: Design Thinking; Design; User Interface; User Experience.

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1. INTRODUCTION

Along with the rapid development of technology and information, this influences the work patterns of today's society. This development also occurs in the business world which uses computer technology as a data processing machine. The data processed is usually transaction data so it can help in decision making. However, usually the data entered into the system is not used optimally. The development of computer technology, especially in information processing, is database-based information technology (information technology with centralized data storage). This technology has been widely used in various fields, for example banking and insurance. Increasing public awareness of the need for insurance services is now increasingly felt, both by individuals and the business world [1].

PT. Simas Jiwa Insurance is a company operating in the life insurance sector that already has a system for carrying out business processes. One of the business processes contained in PT Asuransi Simas

Jiwa is the Siji Sales Force Web. Siji Sales Force Web is a system of agent activities for creating, designing and managing digital marketing activities. Such as making insurance illustrations to help customers better understand the insurance benefits that policy holders receive. However, the simple and unattractive appearance of the Siji Sales Force website can affect user comfort and satisfaction. Based on observations of the features in the report menu, errors often occur and there has been no evaluation from the relevant parties.

To develop a good application, the aspect that needs to be considered is to design a User Experience and User Interface that suits the needs of the users themselves. One of the design methods that can be used is User Centered Design method [2]. Therefore, this research aims to create a UI/UX design model on the Siji Sales Force Web according to user needs using the design thinking method. Design Thinking is felt to be able to solve existing problems, such as making it easier for users to use the prototype that has been created, and the experience provided can produce good results [3]. User experience is determined by how easy or difficult it is to interact with the interface elements that the UI designer has created. Using the Design Thinking method will influence the design of the user interface and user experience of a product. The Design Thinking method has a series of processes including Empathy, Define, Ideate, Prototype and Test. Each process in the Design Thinking method is used to find out user needs and complexities, then it will be resolved into a solution which is translated into interface and interaction design [4].

Several previous research references were used as reference material for this research. Research conducted by [5] designed the My Pets application user interface using the design thinking method which resulted in a prototype of the My Pets application. This app allows pet owners to access information about their animal's needs from a reliable source. Research conducted by [6] developed UI/UX in the Idompet application by applying design thinking to produce a UI/UX prototype with the aim of making payment and transaction services easier. Furthermore, research was conducted by [7] have applied the design thinking method to the design of the Kirihuci MSME website. In designing the Kirihuci MSME website design, using the Design thinking method can create a website that suits user needs. This method not only focuses on what the user sees and feels, but also focuses on the user experience. Study by [8] This research has produced a teaching aids designed with design thinking approach which can improve the quality of their learning in school in accordance with the needs and desires of hearing impaired elementary school students and has been validated by stakeholders. This research applies the design thought method to solve the problems that have been raised.

The aim of this research is to create a UI/UX design model on the Siji Sales Force Web regarding the performance results of insurance agents in selling insurance products using the Design Thinking method. With the Design Thinking method, it is felt that it is able to solve existing problems, such as making it easier for users to use the prototype that has been created, and the experience provided can produce good results. The results of this research is intended to provide recommendations in the form of a UI/UX prototype design for the Siji Sales Force Website based on the results of analysis using the Design Thinking method which is expected to provide convenience and an interesting experience according to user needs.

2. RESEARCH METHOD

2.1. Research Stages

The UI/UX design concept on the Siji Sales Force website using design thinking can be seen in Figure 1.

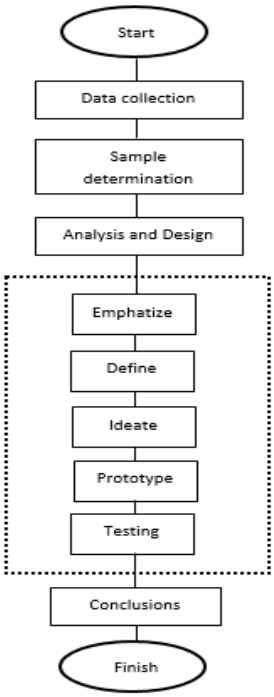

Figure 1. Research stages

A. Data collection

1) Literature Study, in designing this research, the researcher carried out searches or searches from previous research which was deemed appropriate to the research currently being researched from various sources such as books, journals and internet sites related to this research.
2) Interview, in this stage the researcher will interview the PIC Agency which uses the Siji Sales Force Web. In this stage, interviews were conducted with 5 PIC Agency managers who use Web Siji Sales Force. The PIC Agency managers are responsible for receiving reports from agencies. Interviews were conducted only on the outline of the problems to be asked. The interview results were used as part of preliminary research to determine respondents' responses in using Web Siji Sales Force, especially for the Report menu.
3) Questionnaire, after conducting the interview, the researcher distributed an online questionnaire via Google Form to find out all the features on the Siji Sales Force Web.

Table 1. Questions List

	Statement
No	**A. General Statement**
P1	The Siji Sales Force website is easy for me to use
P2	The menu on the Siji Sales Force website is easy for me to understand
P3	Navigation of each Siji Sales Force Web menu is easy to understand
P4	Every part or content of the Siji Sales Force Web is clear and not confusing hen used
P5	Siji Sales Force Web has fulfilled my information needs in my work
	B. Website Home Page Statement
P6	The display of information on the Siji Sales Force website is detailed and specified according to needs
P7	The color display on the Siji Sales Force web page is attractive
P8	The layout of the menu and icons on the home page display is clear
P9	The overall appearance of the contents on the home page is monotonous

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P10	The font type and font size used on the home page are clearly legible.
	C. Dashboard Menu Statement
P11	The display on the Dashboard Menu is detailed and specified according to needs
P12	Each menu or icon on the Dashboard menu looks clear and attractive
P13	The Report Icon menu on the Dashboard menu is easy to find
P14	The color display on the Menu Dashboard is appropriate and attractive
P15	The overall appearance of the contents on the home page is not monotonous
P16	The font type and font size used on the home page are clearly legible
	D. Website Report Page Statement
P17	The Report page display is detailed and specified according to needs
P18	The Menu icon on the Report page is now attractive
P19	The color display on the Report page is appropriate and attractive
P20	The features displayed on the Report page are complete and clear
P21	The font type and font size used on the reporting page are clearly legible
P22	The overall appearance of the contents on the Report page is not monotonous
	Provide criticism / suggestions on the Siji Sales Force Web

4) Observation Researchers are involved with the daily activities of people who use the Siji Sales Force Web as a source of research data. Researchers also do what the data source does. With this observation, the data obtained will be more complete.

B. Sample Determination

At this research stage the researcher used the interview method and distributed questionnaires to 15 users who used the Siji Sales Force Web. The population is 15 users of Siji Sales Force. The sampling technique uses total sampling, which is a sampling technique when all members of the population are used as samples. The entire population becomes a sample because it represents the entire population where if less than 100 populations, then the entire population is used as a sample.

C. Analysis and Design Planning

At this stage, the data analysis process using the Design Thinking method is solving a solution-based problem that only focuses on the user's experience which is repetitive. In this method, there are five stages used, namely Emphatize, Define, Prototype, and Test.

1) Emphatize
   In the empathize phase, interviews are conducted to obtain deeper insight from the source in order to obtain concrete results that can be processed by the data.
2) Define
   The data used in this research are data taken from interviews and distributing questionnaires. This data collection technique is carried out using the brainstorming method on certain problems in order to get ideas spontaneously.
3) Ideate
   In the ideate phase, brainstorming is carried out to create ideas that can solve problems. In this phase, researchers must have an open mind.
4) Prototype Design
   At this stage, a Paper Prototype, Low-fidelity prototype and High-fidelity prototype are carried out to find out what is needed and expected from the product.
5) Testing
   The final stage is testing a technique used to carry out evaluation activities. This testing stage is carried out by testing the prototype to get feedback. In usability testing, remote testing was carried out which was distributed to several communities, namely actually a prototype link and a Google form link containing questions about the experience of trying the Siji Sales Force Web.

D. Conclusions

The conclusion provides a complete overview of the research and provides a brief overview of the process. Suggestions contain results or user comments based on test results. Recommendations that can be taken or studied are useful for the development of the Siji Sales Force Web.

2.2 Literature Review

1) Design Thinking

The technical procedures of the design thinking method include several phases, namely empathize, define, ideate, prototype and test [9]. Design Thinking, design etymologically comes from the word design (Italian) which means image. Experts say that "design thinking", a term that means "design thinking" in English, is the initial process of developing creative ideas. It was also stated that design thinking is a way to innovate in addressing people's needs. Design thinking positions humans as the center.

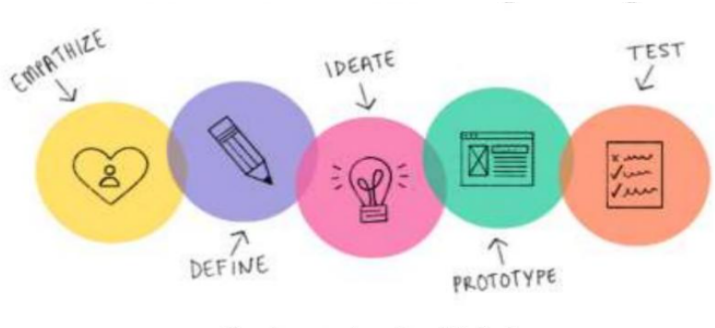

Figure 2. Design Thinking Method Procedure

An explanation of each phase in the design thinking method procedure is below [9]:

1. Emphatize (empathy), used to understand problems. Empathize deals with the direct interaction with the user, on whom the definition is based, In doing empathy, there are several methods that can be done such as site / field oservation, interview, photo & video user-based studies [8].
2. Define (define), designers use insights gathered from empathizing to focus on the problem. They aim to go beyond a simple definition as they describe the complexities of the user, the problem, and the context. In this mode designers articulate a problem statement based on details and understandings they gained previously. They focus in and frame the problem, to guide design efforts moving forward.[10].
3. Ideate (generate ideas), explores a wide variety of solutions and ideas. The goal is to go beyond the obvious to brainstorm, incubate and generate far-ranging ideas, solutions, and approaches connected to the problem. Designers must go wide with ideas, keeping the problem in mind, but also letting flights of fancy bring up novel, creative ideas. Deferring judgment on evaluating ideas allows the unconstrained development of ideas[10].
4. Prototype (make a prototype, creating a possible prototype or a model of a solution(s) to the problem (which can later be tested). It is not an attempt to arrive at a final solution, but an opportunity to try making ideas concrete [10].
5. Test, as feedback on previously designed prototypes. Researchers tested usability using the System Usability Scale (SUS). The System Usability Scale is a questionnaire used to measure system usability according to the user's subjective point of view [9]. The designers need to compare the performance of first user interface prototype and the prototype after iteration. The evaluation will be conducted by examining the score that is given in system usability scale (SUS) questionnaire. SUS is a ten-item viewpoint scale developed by John Brooke in 1986 to give the designers the built system’s usability subjective assessments. There are several usability aspects being measured: effectiveness, to know whether the users are able to finish their objectives, efficiency, to understand the effort and means the users give and use to

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complete the tasks, and satisfaction, to know whether the system bring the users satisfaction [11].

2) User Experience

User experience stands for usability and other components related to the experience using the product. One of the reasons is how people interact with the design itself, includes how the design communicates with the user and how the flow until the user meets their expectation. Meanwhile, if the user experience cannot meet user's expectations, they would be gone, because once they feel uncomfortable using the app or website or other digital product then unsatisfied would be the first thing that comes up on their mind. In order words, if the website or app has a valuable experience the product itself can be stand out so that users would consider exploring than increasing purchase intention [12].

3) User Interface

User Interface (UI) is an intermediary between users and systems in the form of graphical displays, while user experience [13]. (UI) is the experience of users using the user interface. User Interface is a way for programs and users to interact. There are user interface principles, namely that it must pay attention to aesthetic elements, be clear, comprehensive, easy to configure, consistent, efficient, responsive and simple. However, colors, typography, icons, and navigation are design components that must be considered when designing a UI [14].

A good user interface is a user interface that can improve the user experience so that users can understand a program quickly and easily [15]. The user interface is important to apply to the system and therefore, in creating a user interface, humans must have creativity and analytical skills in meeting user needs [16]. User Interface plays an important role in the success of software. One of the things that influences the success of a user interface is familiarity [17]. A good user experience can be influenced by a good user interface, so that the product becomes attractive and users' interest in using the product increases [18].

4) Figma

Figma is a graphic design application for designing prototypes and user interfaces for digital products such as smartphone apps or websites. After creating a prototype using Figma, it does not mean that the application or website is ready to be used by the general public. In order to become an application, you have to do coding [19].

3. RESULTS AND DISCUSSION

In the design process, the Siji Sales Force Web UI/UX design can be expected to be further developed in terms of features and appearance to make it more attractive. As a result of this research, researchers produced a prototype design which was developed using a design thinking approach.

3.1. Emphatize

The empathize stage is carried out to find out the problems and needs of users. Interviews are conducted only to find out the outline of the problems that will be asked through the questionnaire. We distribute questionnaires to dig deeper into user needs. This process was carried out using user research with observation via questionnaires to respondents. It is hoped that the Emphatize process will collect several user problems for further processing in the next step. The author has implemented three parts of this questionnaire, namely the respondent identification section, the statement section and the open question section.

The results of the questionnaire level of respondents' statements using a Likert scale obtained 19 levels of agreement, 2 levels of disagreement and 1 level of disagreement from a total of 22 questions given to respondents. The results of the initial questionnaire distribution obtained a score of 72.40.

NO	NAMA	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12	P13	P14	P15	P16	P17	P18	P19	P20	P21	P22
1	R1	4	4	3	3	4	3	4	4	3	4	3	4	3	4	4	4	3	4	4	4	3	4
2	R2	3	4	3	4	3	3	3	3	2	3	2	2	3	2	3	3	2	2	2	2	2	2
3	R3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
4	R4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
5	R5	4	4	4	4	3	4	4	5	4	4	4	5	4	5	3	5	4	4	4	4	5	4
6	R6	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	2	4	2	4	4
7	R7	4	4	3	4	4	4	4	4	3	4	5	5	4	4	4	4	4	4	4	4	4	4
8	R8	5	5	5	5	5	4	4	5	4	5	4	3	5	4	4	5	5	4	5	5	4	4
9	R9	4	4	5	4	4	4	2	4	2	4	4	2	4	2	2	4	4	2	2	4	4	2
10	R10	3	3	2	3	3	4	2	3	2	3	3	2	3	1	2	3	4	3	2	3	3	2
11	R11	3	2	2	1	3	3	1	2	1	4	3	3	2	2	1	5	3	2	2	3	3	3
12	R12	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
13	R13	2	4	4	3	2	4	4	4	4	4	4	3	4	4	4	4	4	3	4	4	4	4
14	R14	3	2	3	3	2	3	2	1	4	3	2	3	3	2	4	4	3	2	3	3	3	3
15	R15	4	3	3	3	4	3	2	2	5	4	4	2	2	2	4	2	4	3	2	3	3	2
Jumlah Skor		57	57	55	55	55	57	50	55	52	60	56	52	55	50	53	61	57	48	51	54	55	51
Skor Max		75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75	75
%		76	76	73	73	73	76	67	73	69	80	75	69	73	67	71	81	76	64	68	72	73	68
Rata-rata		72.40909091																					

Figure 3. Questionnaire Results

The results of the open questions from the answers of 15 respondents that have been filtered by the author are:

- For features to be further developed and easier to use
- Accuracy of calculations & web display to be improved
- Still needs improvement in both features and color aesthetics
- Further improved usability
- Pay more attention so that errors do not easily occur when used
- To make the appearance a little cosmetic to make it more attractive
- The icons and colors on the display are more innovative so they are not monotonous
- Design is too rigid and unattractive
- As a novice user it is still very confusing, please provide detailed information
- Fonts and colors can be more attractive and menus simpler. More attractive and made interestingly animated.

After getting the data collection results, the researcher then groups the answers obtained based on the same goals and similarities. This is done to avoid repetitive activities and focus on the real goal. The results of the questionnaire that have been distributed on table 2.

Table 2. Emphaty Map

Says	Thinks
- UX: siji sales force website is easy to use and meets the information needs to help with work - UX: The menu and navigation on the website are easy to understand and comprehend - UX: Each section/content of the siji sales force website is not confusing, the information display is detailed and specified - UI: The display on the dashboard is attractive and the Icon layout is clear and the font size and type are clearly legible. Detailed menu dashboard and attractive color display. The menu icon is clearly visible and easy to find. - UI: The display on the Report page is complete and clear. The color display is appropriate and attractive so it is not monotonous. The font used is clearly legible.	- More attention so that the website is not easily error when used. - Features to be developed and easier to use. - Need to improve the features, easy to use, color aesthetics. Need a simple, fast and up-to-date system to support sales force sales. - More usability to be improved. - Fonts and colors to be more eye-catching and the feature menu simpler. - Calculation accuracy and website display to be improved. - Unstable when used. - Menu features are complete and easy to use, but icons and colors need innovation so that they are not monotonous and more attractive. - The appearance is stiff and less attractive. Data is easily obtained through the sales force site. - The website is good enough, the appearance needs to be cosmeticized to be better. - The hope is that the web page is more attractive and easy to

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	read. - Can be more attractive and interesting by adding animation. - The menu is complete, but as a beginner user it is still confusing, please provide detailed information and all aspects.
Does	Feels
Get reports in the form of production data easily and in real time for business monitoring needs with the aim of supporting sales and achieving KPIs via Siji Sales Force.	72% of users are satisfied with the UI/UX of Siji Sales Force based on the questionnaire results.

3.2. Define

The problem identification process is carried out by describing all possible problems faced by users when using the Siji Sales Force Web. The following are Pain Points from users.

Table 3. Pain Points from Users

	UI *(User Interface)*
No	Pain Points from Users
1	Icons and colors on the display must be innovated so that they are not monotonous and more attractive
2	Color spot aesthetics
3	The appearance is stiff and less attractive
4	In the future, web pages will be more attractive
5	Just make it look a little cosmetic

	UX *(User Experience)*
No	Pain Points from Users
1	Further improved usability
2	Needs improvements both in features and in how to use it to make it easier
3	Novice users are still very confused, can be provided with detailed information
4	Fix it so that errors don't occur easily

To broaden the perspective of problem solving, the author uses the How Might We (HMW) method. The How Might We method works by turning statements into questions. The core of the problem is already in the pain points, then the core of the problem is changed into a question in the form of How.

Table 4. How Might We

	UX (User Experience)	
No	***How ?***	***Might ?***
1	How can you increase the usefulness of the Siji Sales Force Web?	Initial dashboard to build interaction with users. Users are interested in the website and can increase the usability of the website so that the menus on the website are used more often. Adding the tone and voice of the Siji Sales Force website to be insightful, friendly and empathetic on the Menu page
2	How can I make the features on the Siji Sales Force Web menu easier to use?	Added Tooltip to each menu. (Tooltip is a component to provide additional explanation assistance for each menu element)
3	How to reduce the level of confusion for novice users when using the Siji Sales Force Web?	Added a Chatbot designed to interact if users find it difficult to use the Siji Sales Force Web
4	How can I make the Siji Sales Force website more stable and error free when used?	Add error notifications and Network Indicator: Provide clear indicators when the network connection is weak or problematic, so users realize there's a problem with their connection and not with your app or site.

3.3. Ideate

Ideas will be created to create a solution and will produce sustainable and innovative idea generation, namely Wireframes. The goal is to find the right core and solution to be able to solve existing problems. So that the expected results in this stage are to get important points that have been obtained from the empathy

and define stages so that they can be used as input for designing innovative website solutions that are in accordance with user needs.

Wireframes can be created after the empathize to define process. From the results of the empathy map, the author concludes that users are satisfied using the Siji Sales Force Web, but there are notes on the appearance, features and colors that are less attractive. So the design must be made more attractive so that users are comfortable using it. This wireframe will be the basis for designing the Siji Sales Force Web.

a. Home Page Wireframe

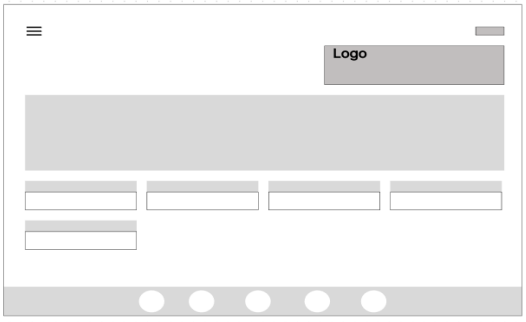

Figure 6. Home Wireframe

b. Wireframe Dashboard Menu

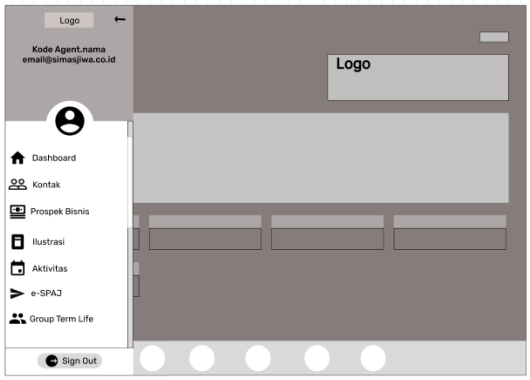

Figure 7. Dashboard Menu Wireframe

c. Report Page Wireframe

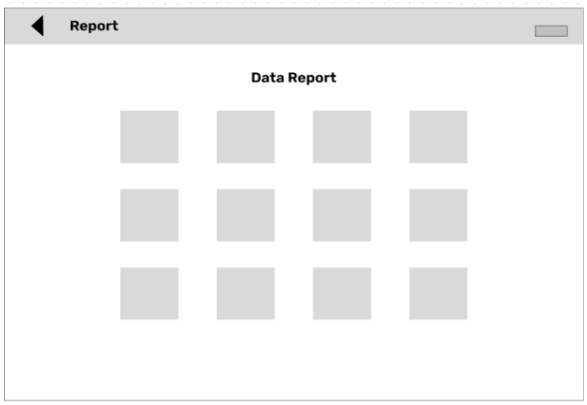

Figure 8. Report Page Wireframe

3.4. Prototype

In this step, the problem solving from the previous step will be used to create a user interface design. The design created is High-Fidelity and can be tested.

1. Prototype of UI (User Interface)

a). Home Page

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In the header section there is a change in the placement of the Simas Jiwa logo so that it is not covered by other pages and in the body/content section an image is added to make it look more aesthetic as a solution to the problem complained by one of the respondents.

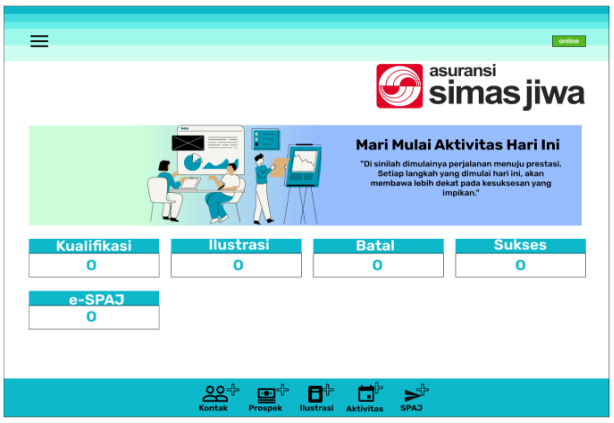

Figure 9. Home Page Design

b). Dashboard Page

In the Dashboard Menu section, the menu icon was changed to make it more attractive and less monotonous as a solution to the problem complained by one of the respondents.

Figure 10. Dashboard Design

c). Report page

As a solution to the problem complained by one of the participants, the Report Page section of the old design was changed, including changing the menu icon to make it more attractive and not look stiff.

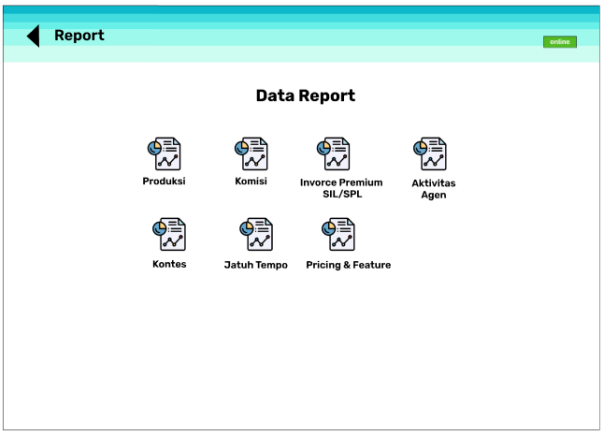

Figure 11. Report Page Design

2. Prototype terhadap UX (User Experience)

The innovation results recommended by the author on the Siji Sales Force Web as a solution to problems complained about by respondents regarding UX (User Experience) :

1). Tooltip

Add tooltips to each menu, as a part that helps explain menu elements.

Figure 12. Tooltip Design

2). Chatbot

Chatbot was added to help users communicate when using Siji Sales Force Web, especially for new users.

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Figure 13. Chatbot Design

3). Error Notifications and Network Indicators

Addition of network indicators and error notifications as a solution to the problem one of the respondents complained about when a network disruption occurred.

Figure 14. Error Notification Design

3.5. Testing

Usability testing researchers used the System Usability Scale (SUS) by distributing questionnaires to 15 respondents using the Siji Sales Force Web who would test the prototype. The System Usability Scale (SUS) had 10 questions with 5 scales (strongly disagree, disagree, neutral , agree, strongly agree). Respondents will provide responses according to the statements stated in the questionnaire after the respondent tries the proposed prototype design. The features that respondents will try include the home page, dashboard menu and report menu.

Table 4. Questions List

No	Questions List	STS	TS	N	S	SS
P1	I feel that the Siji Sales Force Web is easy to use					
P2	I find the Siji Sales Force Web difficult to use					
P3	The features displayed are complete and clear					
P4	The features displayed are still unclear					
P5	The Siji Sales Force web appearance is more attractive and aesthetic					
P6	The Siji Sales Force web appearance is less attractive					
P7	I found the various functions on the Siji Sales Force Web to be well integrated					
P8	I find the Siji Sales Force website confused					
P9	The font type and font size used are clearly legible					
P10	The font type is very monotonous					

From the results of the questionnaire obtained from 15 respondents, the author used Microsoft Excel to calculate the System Usability Scale (SUS). For each odd numbered statement, 1 is subtracted from the score (X-1) while for even numbered statements, the value is subtracted from 5 (5-X). Next, after getting the results of the Raw System Usability Scale (SUS) value, the final Raw SUS score value will be calculated which was previously calculated by multiplying 2.5 by the resulting Raw SUS score value.

Table 5. Respondent results with SUS calculations

Respondent	X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	Total	SUS Value
R1	3	4	3	3	4	3	3	4	4	3	34	85
R2	3	3	2	3	3	3	3	3	3	2	28	70
R3	4	3	3	4	3	4	3	4	3	3	34	85
R4	3	4	3	3	4	4	3	3	4	4	35	87.5
R5	3	4	3	3	4	4	3	4	4	4	36	90
R6	4	3	3	3	4	4	3	3	3	2	32	80
R7	4	4	3	3	4	3	4	3	4	3	35	87.5
R8	3	3	2	3	4	3	2	3	4	4	31	77.5
R9	3	3	3	3	4	3	3	4	4	3	33	82.5
R10	3	3	3	4	4	4	3	3	3	2	32	80
R11	4	3	3	3	4	4	3	3	3	3	33	82.5
R12	3	3	2	4	4	3	2	4	3	3	31	77.5
R13	3	4	3	3	4	4	3	3	4	3	34	85
R14	3	4	3	4	4	4	3	3	3	4	35	87.5
R15	3	4	4	3	4	3	3	4	3	3	34	85
										Amount	**497**	**1242.5**
										Average		**82.83**

The final result of the System Usability (SUS) final score scale is as follows. The final average SUS score is obtained by adding up the final SUS scores and then dividing by the number of respondents, which resulted in an average score of 82.83. Thus, the value of the SUS test is included in category B or is considered "Excellent". The SUS scale can be seen in Figure 15 [20].

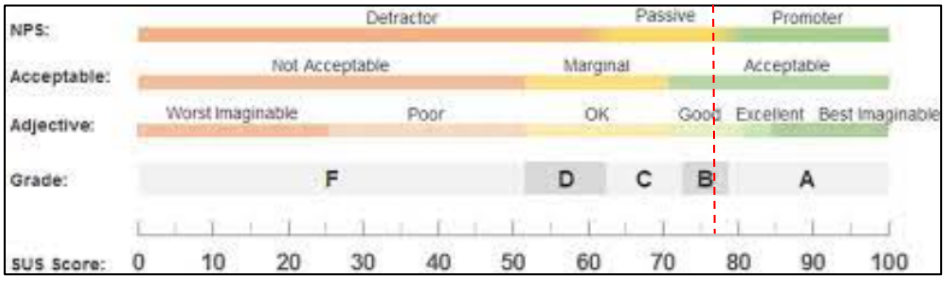

Figure 15. SUS Scale

The redesign of the Siji Sales Force website that implements design thinking is designed to make it easier for users to process and report data. It has produced output in the form of a UI/UX prototype and has been evaluated by users to get excellent grade results so that it can be said that the redesigned design can be well received by users according to their needs.

4. CONCLUSION

Based on research that has been carried out through each stage of Design Thinking, the result is a new UI/UX design prototype on the Siji Sales Force Web. In terms of UI (User Interface), there are basic changes such as fonts, colors and layout. Meanwhile, in terms of UX (User Experience), there are innovations in the Siji Sales Force Web feature. UI/UX analysis and design using the Design Thinking method is able to produce a Siji Sales Force Web prototype design that suits user needs. The test results using the System Usability Scale (SUS) to test the prototype design on 15 respondents, where in the usability test using the System Usability Scale (SUS) it can be concluded that from the calculation of the final results the average SUS value is 82.83 (Excellent) which shows that the prototype design can meet acceptable requirements so that it can be stated that it can be accepted by users.

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