ABSTRAK

Juli Nurhayati Pardosi NIM: 7223250015. Perancangan *Prototype* Aplikasi Pemesanan Barang dan Jasa Antar Mahasiswa Berbasis *Design Thinking* dengan Evaluasi UI/UX (Studi kasus: Fakultas Ekonomi dan Bisnis Universitas Negeri Medan).

Penelitian ini bertujuan untuk merancang *prototype* aplikasi pemesanan barang dan jasa antar mahasiswa yang berorientasi pada kebutuhan pengguna, serta menguji tingkat kelayakan antarmuka (UI) dan pengalaman pengguna (UX) di Fakultas Ekonomi dan Bisnis Universitas Negeri Medan. Metode perancangan yang digunakan dalam penelitian ini adalah *Design Thinking* yang meliputi 5 tahapan terstruktur, yaitu *Empathize*, *Define*, *Ideate*, *Prototype*, *Test*. Evaluasi kelayakan produk dilakukan melalui uji validasi oleh 2 orang ahli media serta uji pengguna langsung kepada 30 responden menggunakan instrumen *User Experience Questionnaire* (UEQ) yang diolah melalui *UEQ Data Analysis Tool*. Hasil validasi ahli media menyatakan bahwa *prototype* aplikasi UniMart telah memenuhi standar teknis dan estetika sehingga layak untuk diimplementasikan. Sementara itu, hasil pengujian UEQ menunjukkan hasil yang signifikan di mana ke-6 dimensi pengukuran berhasil meraih predikat *Excellent*. Dimensi fungsional tertinggi dicapai pada aspek Kejelasan (*Perspicuity*) sedangkan aspek emosional tertinggi diraih pada dimensi Daya Tarik (*Attractiveness*). Kesimpulan dari penelitian ini menunjukkan bahwa metode *Design Thinking* sangat tepat diterapkan dan menghasilkan rancangan *prototype* aplikasi UniMart yang solutif, intuitif, serta memiliki kualitas *User experience* yang tinggi bagi ekosistem mahasiswa.

Kata Kunci: *Design Thinking*, *User Interface*, *User Experience*, *User Experience Questionnaire* (UEQ), *Prototype*.

ABSTRACT

Juli Nurhayati Pardosi NIM: 7223250015. ***Designing a Student-to-Student Goods and Services Ordering Application Prototype Based on Design Thinking with UI/UX Evaluation (Case Study: Faculty of Economics and Business, Universitas Negeri Medan).***

This study aimed to design a user-centered prototype of a student-to-student goods and services ordering application that is tailored to user needs, as well as to evaluate the usability of the User Interface (UI) and User Experience (UX) at the Faculty of Economics and Business, Universitas Negeri Medan. The design method employed in this study was Design Thinking, which encompasses five structured stages: Empathize, Define, Ideate, Prototype, and Test. Product usability evaluation was conducted through validation testing by two media experts and direct user testing with 30 respondents using the User Experience Questionnaire (UEQ) instrument, which was processed via the UEQ Data Analysis Tool. The validation results from the media experts indicated that the UniMart application prototype met all technical and aesthetic standards, rendering it feasible for implementation. Meanwhile, the UEQ test results demonstrated significant outcomes, with all six measurement dimensions achieving an "Excellent" benchmark status. The highest functional dimension was achieved in the Perspicuity aspect, while the highest emotional aspect was recorded in the Attractiveness dimension. In conclusion, the findings of this study indicate that the Design Thinking method is highly appropriate to be implemented and produces a solutive, intuitive, and high-quality user experience prototype of the UniMart application for the student ecosystem.

Keywords: *Design Thinking, User Interface, User Experience, User Experience Questionnaire (UEQ), Prototype.*