

ABSTRAK

Di era digital yang terus berkembang, kebutuhan akan sistem layanan berbasis digital menjadi semakin mendesak. Studio Foto Saturasi Project, sebagai studio yang bergerak di industri fotografi juga menghadapi berbagai tantangan operasional akibat penggunaan sistem manual dalam proses pemesanan, pencatatan transaksi, dan pengelolaan jadwal fotografer, yang berdampak pada efektivitas pelayanan dan kepuasan pelanggan. Untuk menghadapi tantangan tersebut, penelitian ini merancang *prototype UI/UX web booking photographer* dengan pendekatan *design thinking* melalui lima tahap: *empathize*, *define*, *ideate*, *prototype*, dan *test*. *Prototype* yang dikembangkan mencakup fitur pemesanan daring, tampilan portofolio fotografer, informasi paket foto, serta manajemen jadwal yang dapat memudahkan *admin* studio. Hasil pengujian menggunakan *Maze* dan *System Usability Scale* menunjukkan skor rata-rata *usability* sebesar 91 pada sisi pengguna dan 93 pada sisi *admin*, yang mengindikasikan bahwa *prototype* mampu memberikan pengalaman penggunaan yang baik dan mendukung kebutuhan operasional studio secara menyeluruh.

Kata Kunci: Antarmuka pengguna, pengalaman pengguna, metode *design thinking*

ABSTRACT

In this ever-evolving digital age, the need for digital-based service systems is becoming increasingly urgent. Saturasi Project Photo Studio, as a studio operating in the photography industry, also faces various operational challenges due to the use of manual systems in the booking process, transaction recording, and photographer scheduling management, which impact service effectiveness and customer satisfaction. To address these challenges, this study designed a web booking photographer UI/UX prototype using a design thinking approach through five stages: empathize, define, ideate, prototype, and test. The developed prototype includes online booking features, photographer portfolio displays, photo package information, and schedule management to facilitate studio administration. Testing results using Maze and the System Usability Scale showed an average usability score of 91 on the user side and 93 on the admin side, indicating that the prototype provides a good user experience and supports the studio's operational needs comprehensively.

Keywords: *User Interface, User Experience, Design Thinking Methodology*