

ABSTRACT

With the advancement of information technology, educational digitalization has become a key strategy for improving the effectiveness of learning, including the administration of exams. SMA Bina Negara 1 Baleendah still faces challenges with its paper-based examination system, which is considered inefficient. Although tools like Google Forms have been used, several limitations remain—such as suboptimal data management and features that do not fully meet user needs. Based on these findings, a digital solution is needed that offers a better user experience and is tailored to the school's context, namely through a User Interface and User Experience approach. This research aims to design the User Interface and User Experience of an exam website for SMA Bina Negara 1 Baleendah, along with the steps to evaluate its usability. The Design Thinking approach is used as the design methodology. The study begins with the development of a conceptual model and a structured problem-solving framework. The research consists of three main stages: the preliminary phase, the Design Thinking phase, and the final phase. Data collected from teachers and students were analyzed into design artifacts such as Empathy Maps, User Personas, and High-Fidelity Designs. Evaluation was conducted through Usability Testing and the System Usability Scale. The Design Thinking method was chosen for its flexibility, user-centric focus, and ability to generate creative and relevant solutions. The results indicate that the exam website was successfully designed to meet user needs and serves as an innovative solution that supports a more effective and efficient examination process. Usability testing with the SUS yielded a score of 74 for teachers and 77 for students, both falling under grade C with an Acceptable/Satisfactory rating. These results suggest that the website is reasonably satisfying and has a good level of usability, although there are still some areas for improvement based on user feedback. Thus, the objective of designing a website to support the exam process at SMA Bina Negara 1 Baleendah has been achieved satisfactorily.

Keywords : *User Interface, User Experience, Design Thinking, Exam Website, System Usability Scale, Education, Bina Negara 1 Baleendah High School*