

## DAFTAR ISI

|                                           |      |
|-------------------------------------------|------|
| LEMBAR PENGESAHAN .....                   | ii   |
| LEMBAR PERNYATAAN ORISINALITAS .....      | iii  |
| ABSTRAK .....                             | iv   |
| <i>ABSTRACT</i> .....                     | v    |
| KATA PENGANTAR .....                      | vi   |
| DAFTAR ISI .....                          | vii  |
| DAFTAR TABEL .....                        | x    |
| DAFTAR GAMBAR .....                       | xi   |
| DAFTAR LAMPIRAN .....                     | xiii |
| DAFTAR SINGKATAN .....                    | xiv  |
| BAB I PENDAHULUAN .....                   | 1    |
| 1.1. Latar Belakang .....                 | 1    |
| 1.2. Rumusan Masalah .....                | 6    |
| 1.3. Tujuan Penelitian .....              | 6    |
| 1.4. Batasan dan Asumsi Penelitian .....  | 6    |
| 1.5. Manfaat Penelitian .....             | 7    |
| 1.5.1. Manfaat Akademis .....             | 7    |
| 1.5.2. Manfaat Praktisi .....             | 7    |
| 1.6. Sistematika Penulisan .....          | 8    |
| BAB II LANDASAN TEORI .....               | 11   |
| 2.1. Rangkuman Penelitian Terdahulu ..... | 11   |
| 2.2 State of The Art .....                | 17   |
| 2.6 <i>User Interface</i> (UI) .....      | 27   |
| 2.7 <i>User Experience</i> (UX) .....     | 28   |
| 2.8 <i>Design Thinking</i> .....          | 29   |
| 2.9 <i>Empathy Map</i> .....              | 32   |

|                                              |                                           |    |
|----------------------------------------------|-------------------------------------------|----|
| 2.10                                         | <i>Innovation Canvas</i> .....            | 33 |
| 2.11                                         | <i>Sitemap</i> .....                      | 33 |
| 2.12                                         | <i>System Usability Scale (SUS)</i> ..... | 34 |
| BAB III METODOLOGI PENELITIAN.....           |                                           | 36 |
| 3.1.                                         | Sistematika Penyelesaian Masalah .....    | 36 |
| 3.1.1.                                       | Studi Literatur .....                     | 38 |
| 3.1.2.                                       | Menentukan Objek Amatan .....             | 38 |
| 3.1.3.                                       | Identifikasi Masalah .....                | 38 |
| 3.1.4.                                       | Pengumpulan Data .....                    | 39 |
| 3.1.5.                                       | Design Thinking.....                      | 41 |
| 3.1.6.                                       | Empati (Empathize) .....                  | 41 |
| 3.1.7.                                       | Define.....                               | 42 |
| 3.1.8.                                       | Ide (Ideate) .....                        | 43 |
| 3.1.9.                                       | Prototipe (Prototype).....                | 46 |
| 3.1.10.                                      | Test.....                                 | 47 |
| 3.1.11.                                      | Hasil dan Analisis .....                  | 48 |
| 3.1.12.                                      | Kesimpulan dan Saran.....                 | 49 |
| BAB IV PENGUMPULAN DAN PENGOLAHAN DATA ..... |                                           | 50 |
| 4.1.                                         | Pengumpulan Data .....                    | 50 |
| 4. 1. 2                                      | Menentukan Potensial Persona .....        | 51 |
| 4. 1. 2                                      | Wawancara.....                            | 54 |
| 4.2.                                         | Empathize .....                           | 55 |
| 4. 2. 1                                      | System Usability Scale (SUS).....         | 55 |
| 4.3.                                         | Define .....                              | 56 |
| 4. 3. 1                                      | Empathy Map .....                         | 57 |
| 4.4.                                         | <i>Ideate</i> .....                       | 59 |
| 4. 4. 1                                      | <i>Innovation Canvas</i> .....            | 60 |
| 4. 4. 2                                      | <i>Sitemap</i> .....                      | 67 |
| 4.5.                                         | <i>Prototype</i> .....                    | 71 |
| 4.6.                                         | <i>Test</i> .....                         | 79 |

|                                                          |     |
|----------------------------------------------------------|-----|
| BAB V ANALISIS DAN PEMBAHASAN .....                      | 85  |
| 5.1. Verifikasi dan Validasi .....                       | 85  |
| 5.2. Deskriptif untuk Memperkuat Interpretasi Hasil..... | 95  |
| 5.4 Implikasi Manajerial.....                            | 97  |
| BAB VI KESIMPULAN DAN SARAN .....                        | 102 |
| DAFTAR PUSTAKA .....                                     | 105 |
| LAMPIRAN .....                                           | A   |