

ABSTRACT

Krisik Village, located in Blitar Regency, faces challenges due to the low awareness of waste separation among residents. To support early environmental education, the SortSmart application was developed using interactive digital signage, targeting early childhood learners from PAUD KB Krisik Ceria Bangsa and housewives in Krisik Village. This application introduces three waste categories organic, inorganic, and hazardous (B3) through a child-friendly interface and interactive drag-and-drop games. The UI/UX design was created using the Lean UX approach, involving stages such as problem identification, wireframing, visual design, and implementation on digital displays. Evaluation was conducted using a Likert scale questionnaire to assess user experience across five aspects: ease of use, visual appeal, educational suitability, navigation, and feature effectiveness. The results showed positive user responses, with ratings ranging from "good" to "very good," particularly in educational suitability (88%) and visual appeal (85.1%). The application is considered decent as an introductory educational tool to support environmental awareness through waste separation.

Keywords: UI/UX, interactive digital signage, waste sorting education, Lean UX