

ABSTRACT

STRIVE is an internal dashboard application used by CFU WIB PT Telkom Indonesia to monitor, report, and evaluate the performance of business units such as Telin, Telkomsat, and Miratel. Evaluation of its previous version revealed several issues in the User Interface (UI) and User Experience (UX) design, including an unattractive layout, confusing navigation, lack of personalization features, and poor mobile responsiveness. This project aims to optimize the UI/UX design of the STRIVE application using a User-Centered Design (UCD) approach and the Design Thinking methodology, which consists of Empathize, Define, Ideate, Prototype, and Test stages. The development process utilized Figma and Canva to create interactive prototypes, which were then evaluated using the System Usability Scale (SUS) method involving 15 internal respondents. The usability testing resulted in an average SUS score of 78.5, indicating a good level of usability. The redesigned interface successfully improved navigation clarity, visual consistency, and efficiency in accessing information, thereby supporting employee productivity and enhancing managerial decision-making within CFU WIB.

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Keywords: UI/UX, User-Centered Design, Design Thinking, STRIVE, System Usability Scale