ABSTRACT

The WHOMAM (Wholesale Market Management) application is a system owned by PT Telkom Indonesia, used by the CFU WINS unit to monitor and analyze the performance of wholesale services. However, the application still faces challenges in terms of User Interface (UI) and User Experience (UX), such as inconsistent visuals, confusing navigation flows, and inefficient information structures. This study aims to redesign the WHOMAM interface to be more intuitive and user-friendly, thereby supporting employees' needs in processing wholesale data. The method applied is Design Thinking, consisting of five stages: empathize, define, ideate, prototype, and test. The process begins with an in-depth understanding of user needs and identification of problems from the previous design. Then, a new prototype is created using Figma and tested with a usability questionnaire based on a Likert scale. The evaluation results show an average score of 84, indicating significant improvements in comfort, ease of use, navigation, and user satisfaction. Thus, the redesign using the Design Thinking approach proves effective in enhancing the UI/UX quality of WHOMAM, and this prototype can serve as a foundation for future application development.

Keywords: WHOMAM, Design Thinking, User Interface, User Experience, Usability Testing.