

ABSTRACT

As digitalization and public awareness of skin care increase, the skincare industry in Indonesia has experienced significant growth in recent years. PT. XYZ, as a distributor of imported skin care products, faces obstacles in achieving its sales targets due to a mismatch between customer needs and the digital marketing approach used. Preliminary survey results show that 85.71% of respondents want a digital platform that facilitates access to product information and purchases. This condition confirms the need for a more targeted digital solution that focuses on user experience. This study aims to design the user interface (UI) and user experience (UX) of a mobile application for PT. XYZ consumers based on actual user needs. The Design Thinking method, which includes the stages of Empathize, Define, Ideate, Prototype, and Test, was used as the approach in this research. Data collection techniques were carried out through in-depth interviews with internal stakeholders and consumers, observation, literature study, and related secondary data. The Prototype stage produced a Prototype design of the application which was then tested using the System Usability Scale (SUS) method on 10 respondents, consisting of 6 consumers and 4 stakeholders. The test results showed an average score of 97.25, which falls into the Best Imaginable category. These findings indicate that the application design is easy to use, informative, and capable of providing a positive user experience for both new and experienced users. Thus, the application of Design Thinking has proven effective in producing a user-centered application design that meets the needs of skincare consumers. This design is expected to be a strategic solution in enhancing the digital experience of customers, strengthening the image of PT. XYZ, and encouraging increased consumer engagement and loyalty in the digital age.

Keywords : Skincare Applications, Design Thinking, Prototyping, System Usability Scale, UI/UX.