

USER INTERFACE AND USER EXPERIENCE (UI/UX) DESIGN OF SCHOLAR EAST BASED ON DESIGN THINKING

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Abstract

This study aims to design the user interface (UI) and user experience (UX) for the Scholar East application using the Design Thinking method. This approach is used to facilitate students and scholarship seekers in finding educational opportunities. The research method consists of five stages: Empathize, Define, Ideate, Prototype, and Test. The Empathize stage involved distributing questionnaires to 35 respondents and conducting interviews with 2 respondents to identify user needs. These needs were then analyzed using the Kano Model in the Define stage. The result of this research is a UI/UX design prototype which was evaluated using Usability Testing. The usability testing was conducted using the System Usability Scale (SUS) with 21 respondents. The findings show an average SUS score of 77.88. This score indicates that the Scholar East application is categorized as "Good" to "Excellent" and is capable of meeting user needs for efficiently exploring scholarship information.

Keywords: Design Thinking; UI/UX; Scholar East; Scholarship; System Usability Scale

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Abstrak

Penelitian ini bertujuan untuk merancang antarmuka pengguna (UI) dan pengalaman pengguna (UX) aplikasi Scholar East dengan pendekatan Design Thinking. Pendekatan ini digunakan untuk memudahkan siswa dan pencari beasiswa dalam menemukan peluang pendidikan. Metode penelitian menggunakan lima tahapan: Empathize, Define, Ideate, Prototype, dan Test. Tahap Empathize melibatkan penyebaran kuesioner terhadap 35 responden dan wawancara dengan 2 responden untuk mengidentifikasi kebutuhan pengguna. Kebutuhan tersebut kemudian dianalisis menggunakan Model Kano pada tahap Define. Hasil dari penelitian ini adalah prototipe desain UI/UX yang dievaluasi melalui Usability Testing. Pengujian usability dilakukan menggunakan System Usability Scale (SUS) terhadap 21 responden. Temuan penelitian menunjukkan skor rata-rata SUS sebesar 77,88. Skor ini mengindikasikan bahwa aplikasi Scholar East termasuk dalam kategori "Good" hingga "Excellent" dan dinilai mampu memenuhi kebutuhan pengguna dalam mengeksplorasi informasi beasiswa secara efisien

Kata kunci: Design Thinking; UI/UX; Scholar East; Scholarship; System Usability Scale

INTRODUCTION

The rapid pace of digital transformation has significantly improved access to information through various platforms, including social media, websites, and email. The positive impact of this transformation is particularly evident in the education sector. One of the most frequently sought types of information in educational contexts is scholarship opportunities. Scholarship programs not only support the completion of higher education and reduce students' financial burdens but also contribute to increased social engagement and life planning (Arika et al., 2024).

The need for centralized digital solutions within academic environments has become increasingly urgent due to the challenges associated with manual data management (Wijayanti et al., 2023) and the growing adoption of mobile-based educational applications (Pratama et al., 2022). Nevertheless, the overwhelming volume of available information often creates confusion for users when verifying scholarship information and determining its relevance to their qualifications and interests. According to Saugi et al. (2025), difficulties in obtaining comprehensive and accurate scholarship information negatively affect students' ability to finance their

education, potentially disrupting the continuity of their studies. Therefore, a centralized platform capable of providing complete, accurate, and reliable scholarship information is essential.

Scholar East, a scholarship information application, has the potential to address this need. However, to fully realize its potential, it requires an intuitive User Interface (UI) and User Experience (UX) design that aligns with users' needs and expectations. According to Ananda (2024), an effective interface design encourages smooth and natural user interaction. One of the fundamental aspects of UI is usability, which refers to the extent to which a product can be used effectively, efficiently, and satisfactorily. Previous studies have demonstrated that high usability enhances productivity, comfort, and user satisfaction (Rosita et al., 2024), minimizes user errors (Aisy et al., 2024), and is particularly important in academic (Paramartha et al., 2024) and educational applications (Putra et al., 2024).

To ensure that the resulting design is genuinely user-centered, the Design Thinking methodology was adopted. This approach encompasses five stages—empathize, define, ideate, prototype, and test—allowing designers to develop a comprehensive understanding of users' needs and challenges. Design Thinking has proven effective for mobile application development across various sectors (Ar Rizqi et al., 2023; Rama & Setiawan, 2024). Previous studies have successfully employed Design Thinking in application development and evaluated the resulting designs using the System Usability Scale (SUS) (Ashari & Muharram, 2022; Candra et al., 2023). However, studies that comprehensively apply the Design Thinking approach to design the UI/UX of scholarship information platforms in Indonesia while prioritizing usability evaluation as the primary performance metric remain limited. This gap represents the focus and novelty of the present study.

Therefore, this research aims to design the User Interface and User Experience of the Scholar East application using the Design Thinking approach. The proposed design is expected to improve users' effectiveness and efficiency in accessing scholarship information and ultimately enhance user satisfaction and intention to use the Scholar East platform.

Fundamental Concepts of User Interface and User Experience (UI/UX)

User Interface (UI) and User Experience (UX) are fundamental pillars in the development of modern information systems. UI focuses on the visual and interactive elements of a system and should adhere to design principles that ensure intuitive and seamless interaction (Hutabarat, 2024). Meanwhile, UX encompasses the overall experience users have while interacting with a system, including emotional, cognitive, and behavioral aspects. An effective UX should provide high levels of findability and

credibility (Nooriza, 2023). Furthermore, UX design should consider accessibility for diverse user groups (Rois et al., 2025) while also supporting user retention in mobile applications (Ridla, 2025).

Usability

Usability is one of the most critical quality attributes of UX and is defined as the degree to which a product can be used effectively, efficiently, and satisfactorily by its intended users (ISO 9241-11; Susanto, 2024). High usability has been shown to increase users' motivation and performance in educational applications (Sari, 2024).

Usability evaluation generally includes several key metrics:

1. **Efficiency** – This can be measured using indicators such as **Time on Task** and **Error Rate** (Prasetyo & Budi, 2025).
2. **User Satisfaction** – This refers to users' subjective responses to their experience while interacting with the system. The **System Usability Scale (SUS)** is one of the most widely used instruments for measuring user satisfaction due to its proven validity and reliability in evaluating digital products (Susanto et al., 2023).

In addition, superior usability has been found to positively correlate with long-term **user engagement**, indicating that users are more likely to continue using applications that provide efficient, effective, and satisfying interactions (Kurniawan et al., 2023).

METHODS

This study employed the Design Thinking methodology as the primary approach for designing a mobile application that addresses the problems identified in the previous section. Design Thinking is a collaborative, human-centered problem-solving methodology that integrates diverse perspectives and multidisciplinary ideas to generate innovative solutions. The approach emphasizes a deep understanding of users' experiences, needs, and expectations, ensuring that the resulting solution is relevant, practical, and user-oriented. By placing users at the center of the design process, Design Thinking enables designers to explore, develop, and validate solutions for complex problems through iterative refinement.

The implementation of Design Thinking in this study consisted of five sequential stages:

1. Empathize – The initial stage focused on gaining a comprehensive understanding of users' problems, needs, behaviors, and experiences. Data were collected through questionnaires and semi-structured interviews to identify the challenges faced by prospective users when searching for scholarship information.
2. Define – The findings from the Empathize stage were analyzed to identify the core problems experienced by users. An Empathy Map was developed to organize users' thoughts, feelings, motivations, and pain points, followed by the formulation of a user-centered problem statement that guided the subsequent design process.
3. Ideate – At this stage, various creative ideas and potential solutions were generated through brainstorming and feature prioritization. The objective was to develop innovative concepts for the application's user interface (UI) and user experience (UX) based on users' identified needs.
4. Prototype – The selected design concepts were translated into interactive prototypes that represented the application's interface and functionality. Developing prototypes enabled early identification of design weaknesses and provided opportunities for refinement before full-scale implementation.
5. Test – The prototype was evaluated by representative users to assess its usability, functionality, and overall user experience. Feedback collected during this stage was used to improve the prototype before the application proceeded to the development phase.

RESULTS AND DISCUSSION

Empathize

The first stage of the Design Thinking process focused on developing a comprehensive understanding of Scholar East's target users. Through user research, the study sought to identify users' needs, challenges, preferences, and expectations regarding scholarship information platforms. Building empathy with users was considered essential to ensuring that the resulting UI/UX design genuinely reflected their experiences and requirements.

Data collection was conducted through questionnaires distributed to 35 respondents and semi-structured interviews with two participants. The findings revealed several recurring issues experienced by users when searching for scholarship information. Respondents emphasized the need for accurate and trustworthy scholarship information, comprehensive scholarship histories, personalized notification features, user reviews, and an informative dashboard that summarizes relevant scholarship opportunities. These findings served as the primary foundation for designing the Scholar East user interface and user experience.

Define

During the Define stage, the research focused on synthesizing the findings obtained during the Empathize phase to formulate the core user problems. The process began with the development of an Empathy Map, which was used to analyze users' behaviors, motivations, needs, concerns, and frustrations when searching for scholarship opportunities.

The empathy mapping process revealed that users frequently experienced difficulties filtering large amounts of scholarship information, determining whether they met scholarship eligibility requirements, and remembering important application deadlines. Furthermore, users expressed a preference for a simple and intuitive interface, an accurate search function, and automated reminders that could facilitate a more efficient scholarship search process.

Based on these findings, a user-centered problem statement was formulated. The problem statement highlighted users' need for a platform capable of providing comprehensive, relevant, and easily understandable scholarship information while incorporating supporting features such as bookmarks, scholarship history, and deadline notifications. This problem definition became the primary reference for designing user-centered solutions throughout the remainder of the Design Thinking process.

Following the identification of the primary user problems, the study employed the Kano Model to classify application features according to their contribution to user satisfaction. The Kano analysis categorized features into Must-be, One-dimensional, Attractive, and Indifferent attributes. This analysis enabled the researchers to determine which features should receive the highest development priority. Based on the Kano Model results, essential features identified for Scholar East included scholarship search functionality, bookmark management, deadline notifications, and an informative dashboard, all of which were incorporated into the proposed UI/UX design to maximize usability and user satisfaction.

Table 1. Kano Model Analysis

No	Fitur	M	I	A	O	R	Q	Total	Kesimpulan
1	Login	8	1	2	11	2	0	24	O
2	Filter	7	1	2	12	1	1	24	O
3	Riwayat Beasiswa	11	1	1	9	0	2	24	M
4	Notifikasi	7	3	7	4	1	1	24	M
5	Profile	9	1	1	10	1	1	24	O
4	Ulasan	12	0	0	10	1	1	24	M
5	Tampilan Dashboard	14	0	3	6	0	1	24	M

Through this analysis, each feature was classified into one of the six **Kano Model** categories—**Must-be (M)**, **One-dimensional (O)**, **Attractive (A)**, **Indifferent (I)**, **Reverse (R)**, and **Questionable (Q)**—to better understand the relationship between feature availability and user satisfaction. The classification results provided a systematic basis for determining feature development priorities, ensuring that the application's resources were allocated to functionalities with the greatest potential to improve the overall user experience.

Ideate

The **Ideate** stage served as an exploratory phase in which the design team generated creative solutions to address the user problems identified during the Define stage. After gaining insights into users' needs through the Empathy Map and establishing feature priorities using the Kano Model, this phase focused on identifying the most effective and user-centered design solutions.

During brainstorming sessions, multiple design concepts were proposed based on users' primary needs, including the ability to quickly locate relevant scholarship opportunities, navigate the application intuitively, and receive adequate support throughout the scholarship search and application process. Several core solutions emerged from this process. These included implementing an advanced scholarship search and filtering system, providing a bookmark feature that enables users to save preferred scholarships, and incorporating automatic deadline notifications to prevent users from missing important application dates.

In addition, the team proposed designing a more informative home dashboard that displays currently available scholarships, personalized scholarship recommendations based on user profiles, and quick access to scholarship categories. Additional features, such as a scholarship viewing history and reviews from previous scholarship recipients, were also suggested to enrich the overall user experience and improve user engagement.

All proposed ideas were evaluated based on their relevance to the identified user problems and their potential contribution to improving usability. The selected concepts subsequently served as the foundation for developing the application's initial interface prototype.

Prototype

During the **Prototype** stage, the design concepts generated in the Ideate phase were transformed into tangible visual representations of the proposed application. The prototype functioned as an initial version of the product, allowing the research team to evaluate navigation flow, interface layout, and potential usability issues before full-scale application

development. Through interactive prototypes, users could directly experience the proposed interface, enabling the researchers to collect meaningful feedback and iteratively refine the design.

The prototyping process began with the development of a **sitemap**, which illustrated the application's page hierarchy and the relationships among its features. The sitemap was designed to establish a logical and intuitive navigation structure, enabling users to move efficiently between different sections of the application. In the Scholar East application, the homepage was positioned as the central navigation hub, providing direct access to key features such as scholarship listings, search and filtering, bookmarks, notifications, and user profiles. This information architecture was intended to create a streamlined, organized, and user-friendly navigation experience.

After establishing the application's information architecture and navigation flow, the design process continued with the development of a **high-fidelity prototype**. This prototype closely resembled the intended final application in terms of appearance and interaction. It was created using **Figma** and incorporated detailed visual elements, including color schemes, typography, icons, spacing, and interface components. Interactive elements, such as clickable buttons, page transitions, and simulated user interactions, were also implemented to provide users with an experience similar to that of the final mobile application.

The high-fidelity prototype played a critical role in validating the consistency of the interface design, assessing ease of use, and determining whether the proposed features and visual design effectively addressed users' needs and expectations before proceeding to the application development stage.

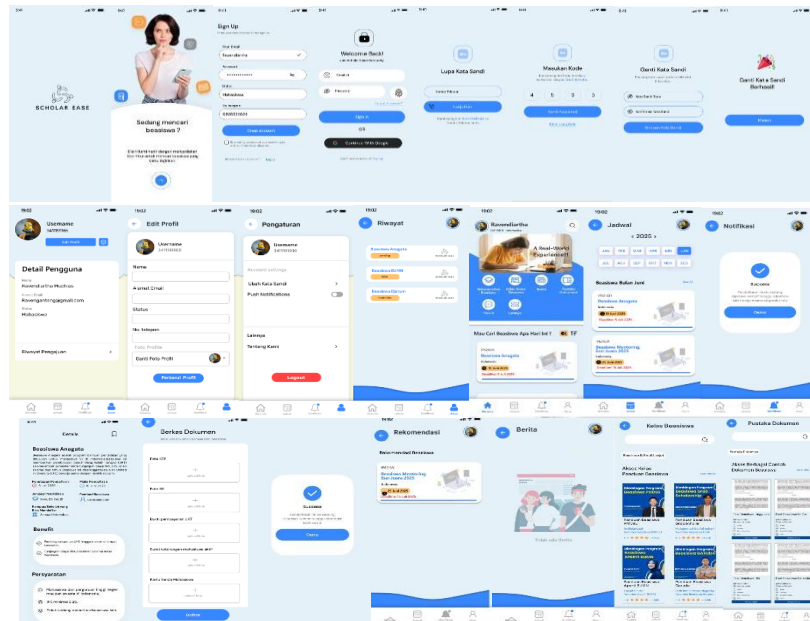


Figure 1. *Prototype*

Usability Testing Results Using the System Usability Scale (SUS)

The usability of the Scholar East prototype was evaluated using the System Usability Scale (SUS), a widely recognized standardized instrument consisting of ten statements designed to assess the overall usability of an interactive system. A total of 21 participants completed the SUS questionnaire using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The responses were subsequently converted into SUS scores using the standard scoring procedure to obtain an overall usability score.

The evaluation results indicated that the majority of participants perceived the application as easy to use and easy to understand during their first interaction. Users reported that the navigation flow was intuitive and well organized, enabling them to locate scholarship information without significant difficulty. Most respondents also expressed confidence while using the application and indicated that they required little or no technical assistance to complete common tasks. Furthermore, participants considered the interface to be visually consistent and free from excessive cognitive load when navigating between different screens.

The overall analysis yielded an average SUS score of 77.88, placing the Scholar East prototype within the "Good" to "Excellent" usability category according to established SUS interpretation guidelines. This score indicates that the proposed application demonstrates a high level of usability, particularly in terms of ease of use, operational effectiveness, efficiency, and overall user satisfaction when searching for scholarship information.

Overall, participants considered several features to be particularly valuable, including the scholarship search function, the bookmark feature for saving favorite scholarships, and automatic deadline notifications. These features were perceived as significantly improving the efficiency of the scholarship search process and reducing the likelihood of missing important application deadlines. Nevertheless, respondents also provided constructive feedback for future design improvements, including refining certain navigation flows and enhancing the clarity of several interface elements for first-time users. These findings provide valuable insights for subsequent design iterations and further optimization of the Scholar East application.

The usability evaluation demonstrates that applying the Design Thinking methodology successfully produced a user-centered interface capable of addressing users' primary needs while achieving a satisfactory level of usability. Future iterations should focus on incorporating user feedback to further enhance the application's effectiveness and overall user experience.

Table 2. 1 SUS Test Results

	Pertanyaan										Jumlah Ganjil	Jumlah Genap	JGI -5	25-JGN	sum(x;y)*2,5	(10-no4-no10)x12,5	((NoGjl-5)+(15-No268))*3,125
	1	2	3	4	5	6	7	8	9	10	Odd	Even	X	Y	Overall Sus Score	Learn Ability Subscore	Usability Subscore
Sri Nuryani Pujiastuti	5	1	4	2	4	2	4	2	4	2	21	9	16	16	80	75	81,25
Fadil Ahsan Nur Takwim	4	3	4	4	4	3	4	3	4	4	20	17	15	8	57,5	25	65,625
Allya Sofiana Assyifa	4	2	4	2	4	2	4	2	4	3	20	11	15	14	72,5	62,5	75
Reynara	4	2	4	3	4	2	3	2	4	3	19	12	14	13	67,5	50	71,875
Febriyanti	3	3	3	3	3	4	3	1	3	3	15	14	10	11	52,5	50	53,125
Reva Andini Busra	3	3	3	3	3	3	4	4	3	3	16	16	11	9	50	50	50
Arrizal	5	2	5	1	4	1	4	1	4	3	22	8	17	17	85	75	87,5
Stevenie Meizia Putrina Rachmat	5	1	5	1	5	2	4	1	4	2	23	7	18	18	90	87,5	90,625
Val	4	3	3	4	4	2	4	3	4	5	19	17	14	8	55	12,5	65,625
Fattah	3	1	5	2	4	2	5	1	5	2	22	8	17	17	85	75	87,5
Shifa laksana	5	1	5	2	5	1	5	1	5	2	25	7	20	18	95	75	100

ravendhiarta	5	3	5	3	5	3	5	3	5	3	25	15	20	10	75	50	81,25
Hanif	5	1	5	1	5	1	5	1	5	1	25	5	20	20	100	100	100
fiska	5	1	5	1	5	1	5	1	5	5	25	9	20	16	90	50	100
Siti Umayah	3	3	3	3	4	2	3	3	3	3	16	14	11	11	55	50	56,25
jonathan	5	1	5	1	5	1	5	1	5	3	25	7	20	18	95	75	100
Luna	5	1	5	2	5	1	5	1	1	2	21	7	16	18	85	75	87,5
Leon	5	1	5	1	5	1	5	1	1	2	21	6	16	19	87,5	87,5	87,5
David	5	1	5	1	5	1	5	1	5	2	25	6	20	19	97,5	87,5	100
Alia Mega putri	5	1	5	2	4	2	4	1	5	4	23	10	18	15	82,5	50	90,625
															77,875	63,125	81,5625
															Overall Sus Score	Learn Ability Subscore	Usability Subscore

Source: Author's own work

Scholar East is a digital platform designed to assist high school students, university students, and scholarship seekers in identifying educational opportunities that align with their academic backgrounds, qualifications, and study goals. Based on the findings from the user needs assessment, the UI/UX design process using the Design Thinking methodology, and the usability evaluation conducted with the System Usability Scale (SUS), the application demonstrated strong performance in terms of ease of use, clarity of information, and intuitive user interaction.

The usability assessment involving 21 participants produced an average SUS score of 77.88, which falls within the "Good" to "Excellent" category according to standard SUS interpretation guidelines. This result indicates that the proposed interface provides a positive user experience and effectively supports users in searching for scholarship opportunities. Participants particularly appreciated key features such as personalized scholarship recommendations, the bookmark function, deadline notifications, and document guidance, all of which were perceived as valuable in facilitating the scholarship search and application process.

Despite these encouraging results, the usability evaluation also identified several opportunities for further improvement. Future development should focus on simplifying specific navigation flows, improving the onboarding experience for first-time users, and incorporating interactive guidance for advanced features. Addressing these issues through iterative design improvements is expected to further enhance the application's usability and overall user experience.

In conclusion, the application of the Design Thinking methodology successfully produced a user-centered UI/UX design that effectively addresses the primary challenges faced by scholarship seekers. The

usability evaluation confirms that Scholar East is an effective, efficient, and user-friendly platform for exploring scholarship information. With continuous refinement based on user feedback, Scholar East has strong potential to evolve into a comprehensive, personalized, and accessible scholarship information platform that meets the diverse needs of prospective scholarship applicants.

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