

## ABSTRAK

F.B., Muhammad. 2026. Pengembangan Desain Antarmuka Pengguna JConnect Mobile Menggunakan Metode *Design Thinking* Untuk Meningkatkan Pengalaman Pengguna. Tugas Akhir. Program Sarjana. Program studi Teknik Informatika. Universitas Muhammadiyah Jember.

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Kemajuan teknologi perbankan digital menuntut layanan yang cepat, mudah, dan aman. JConnect Mobile, aplikasi *mobile banking* milik Bank Jatim, masih menghadapi kendala pada antarmuka pengguna seperti proses aktivasi berulang, minim fitur keamanan, dan alur transaksi yang panjang, yang berpotensi menurunkan kepuasan pengguna. Penelitian ini bertujuan mengevaluasi *UI/UX* JConnect Mobile dan mengembangkan desain antarmuka baru yang lebih intuitif dan efisien. Metode yang digunakan adalah *Design Thinking* melalui lima tahap: *Empathize*, *Define*, *Ideate*, *Prototype*, dan *Test*. Evaluasi awal dengan *System Usability Scale* (SUS) pada 61 responden memperoleh skor rata-rata 62 (*Poor*). Prototipe baru dibuat dengan Figma, menambahkan fitur seperti *show/hide password*, *biometric login*, serta menyederhanakan alur transaksi. Pengujian *usability* melalui Maze.co menunjukkan peningkatan skor SUS menjadi 92 (*Excellent*). Peningkatan ini membuktikan bahwa *Design Thinking* efektif dalam mengidentifikasi masalah, merancang solusi relevan, serta meningkatkan kualitas *antarmuka pengguna* dan pengalaman pengguna aplikasi JConnect Mobile.

**Kata Kunci:** Antarmuka Pengguna, *Design Thinking*, JConnect Mobile, *System Usability Scale*, *UI/UX*.

## **ABSTRACT**

F.B., Muhammad. 2026. *Development of JConnect Mobile User Interface Design Using Design Thinking Method to Improve User Experience. Final Project. Bachelor Program. Computer Engineering Study Program. Muhammadiyah University of Jember.*

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*The rapid growth of digital banking technology demands services that are fast, user-friendly, and secure. JConnect Mobile, a mobile banking application by Bank Jatim, still faces user interface issues such as repeated activation, limited security features, and lengthy transaction flows, potentially lowering user satisfaction. This study aims to evaluate the UI/UX of JConnect Mobile and develop a more intuitive and efficient interface design. The Design Thinking methodology was applied through five stages: Empathize, Define, Ideate, Prototype, and Test. The initial evaluation using the System Usability Scale (SUS) with 61 respondents yielded an average score of 62 (Poor). A new prototype was designed in Figma, adding features such as show/hide password, biometric login, and simplified transaction flows. Usability testing via Maze.co showed a significant improvement, with the SUS score rising to 92 (Excellent). This improvement demonstrates that the Design Thinking approach is effective in identifying issues, creating relevant design solutions, and enhancing both the user interface quality and overall user experience of JConnect Mobile.*

**Keywords:** *Design Thinking, JConnect Mobile, System Usability Scale, UI/UX, User Interface.*