

ABSTRAK

PT Kirana Surya Gemilang menghadapi berbagai kendala dalam pengelolaan operasional harian, seperti pengelolaan tugas karyawan, presensi, pelaporan keuangan, dan koordinasi internal yang masih dilakukan secara manual melalui berbagai media. Kondisi tersebut menyebabkan proses kerja menjadi kurang efisien, meningkatkan risiko kesalahan pengelolaan data, serta m

enyulitkan proses pelacakan informasi. Untuk mengatasi permasalahan tersebut, perusahaan berinisiatif mengembangkan aplikasi manajemen internal berbasis web yang lebih terstruktur dan mudah digunakan.

Penelitian ini bertujuan untuk merancang *User Interface (UI)* dan *User Experience (UX)* aplikasi manajemen internal berbasis web menggunakan metode *Double Diamond* yang terdiri dari tahapan *Discover*, *Define*, *Develop*, dan *Deliver*. Proses perancangan dilakukan berdasarkan hasil observasi, wawancara, dan identifikasi kebutuhan pengguna, kemudian dilanjutkan dengan pembuatan prototipe interaktif serta evaluasi menggunakan *usability testing*.

Hasil pengujian menunjukkan peningkatan *usability* pada iterasi kedua, dengan nilai *learnability* sebesar 92% pada karyawan dan 85,71% pada manajer. Nilai *System Usability Scale (SUS)* meningkat menjadi 83,75 pada karyawan dan 80 pada manajer dengan kategori *good*. Selain itu, nilai *error rate* mengalami penurunan dan waktu penyelesaian tugas menjadi lebih efisien. Hasil tersebut menunjukkan bahwa prototipe yang dirancang mampu mendukung kebutuhan operasional internal perusahaan secara lebih efektif, efisien, dan mudah digunakan.

Kata kunci: *Double Diamond*, *User Interface*, *User Experience*, Digitalisasi Operasional, *Usability Testing*, Aplikasi Manajemen Tugas.

ABSTRACT

PT Kirana Surya Gemilang faces various challenges in managing daily operational activities, such as employee task management, attendance, financial reporting, and internal coordination, which are still carried out manually through different media. These conditions result in inefficient work processes, increase the risk of data management errors, and make information tracking more difficult. To address these issues, the company initiated the development of a more structured and user-friendly web-based internal management application.

This study aims to design the User Interface (UI) and User Experience (UX) of the web-based internal management application using the Double Diamond method, which consists of the Discover, Define, Develop, and Deliver stages. The design process was conducted based on observations, interviews, and user needs identification, followed by the development of an interactive prototype and evaluation through usability testing.

The evaluation results showed an improvement in usability during the second iteration, with learnability scores reaching 92% for employees and 85.71% for managers. The System Usability Scale (SUS) scores increased to 83.75 for employees and 80 for managers, both categorized as good. In addition, the error rate decreased and task completion time became more efficient. These results indicate that the designed prototype is capable of supporting the company's internal operational needs in a more effective, efficient, and user-friendly manner.

Keywords: *Double Diamond, User Interface, User Experience, Operational Digitalization, Usability Testing, Task Management Application.*