

ABSTRACT

CeLOE (Center for eLearning and Open Education) was established by Telkom University in 2015 as a response to the changing paradigm of digital learning and education. CeLOE is committed to improving innovative learning practices and providing educational accessibility to the wider community. The CeLOE Content Development (CODE) unit is responsible for developing high-quality online learning content, and the CeLOE Services unit provides services and support for Telkom University lecturers, students, and staff who use online learning technology. This research focuses on the CeLOE CODE unit to reach a wider audience, namely through online media in the form of a website that has the function of increasing credibility. However, through the existing website, no one has ever used the website, nor used it. This can be caused by several problems from visual aspects to features that are less than optimal so that rarely anyone knows about the website. This research aims to identify the needs of companies and users in redesigning websites, so as to build the image of CeLOE content development. This research is qualitative in nature by applying the design thinking method to find problems on the website and user-oriented solutions for the CeLOE Content development website in conducting interviews. The results of this study indicate the need for improvements to the user experience and UI design of the CeLOE Content Development website. By redesigning this website, it can make it easier for users to use website features and strengthen the company's brand image.

Keywords: Website, User Experience, UI Design, CeLOE