

ABSTRACT

This research aims to redesign the User Interface/User Experience (UI/UX) of the Open Library website at Telkom University by considering the Conscientiousness personality trait using the Design Thinking method. Conscientiousness is one of the personality dimensions that describes traits of individuals who are meticulous, practical, detail-oriented, and responsible. The objective of this study is to deliver a better and more satisfying user experience for visitors, focusing on the preferences and needs of individuals with the Conscientiousness personality trait. The Design Thinking method is employed as an approach in the interface redesign process to deeply understand the needs and preferences of users based on their personality traits. The stages of Design Thinking, which include understanding, defining, ideating, and testing, are applied to gain insights and relevant creative ideas in the design process. Research data is collected through interviews, surveys, and observations of users with the Conscientiousness personality trait. The outcomes of this study reveal user characteristics and preferences based on the Conscientiousness personality trait, encompassing aspects such as layout, colors, font size, and content organization. The redesign results in adjustments to the design tailored to the Conscientiousness personality trait. Changes in the website design encompass colors, typography, layout, navigation, and shape. This redesign is expected to enhance user satisfaction and effectiveness in searching for and utilizing the services provided by the Open Library. Therefore, this research makes a positive contribution in improving the quality of the user experience on the Open Library website at Telkom University.

Keywords - Redesign UI/UX, Website Open Library, Telkom University, Conscientiousness Personality Traits, Design Thinking Method.