

ABSTRACT

Telkom University consistently encourages students to actively engage in non-academic activities. The university provides facilities for students to participate in activities through the Student Activity Unit (UKM). Regarding Student Activity Units (UKM), there is currently a wide range of activities organized by UKM, one of which involves borrowing inventory. Based on survey results and interviews with students, data from 22 respondents reveals that 90.9% of them mentioned the absence of an inventory lending website for SMEs, and the inventory borrowing process still lacks efficiency due to its time-consuming nature. This study aims to design a website-based application that prioritizes user interface (UI) design and user experience (UX). The researchers developed an appealing platform that is easily accessible and efficient, facilitating the activities of SMEs. In several preceding studies, various methods have been employed for designing and producing a product, such as User-Centered Design. However, some of these methods have yielded similar outcomes. Nonetheless, based on this background, it is apparent that the author intends to design this application using the Design Thinking method. Through the testing process utilizing the Maze tool, the inventory lending website for students achieved a score of 97. Additionally, the test results using the System Usability Scale (SUS), calculated from each respondent, yielded an overall SUS score of 87, corresponding to a "B" grade, with the adjective rating "excellent" falling within an acceptable range.

Keywords: *Student Activity Unit (UKM), Inventory, UI/UX, Website, Usability Testing, Design Thinking.*