

ABSTRACT

The development of technology has transformed paradigms across various aspects of life, including the field of design. Amidst this development, industries continue to rapidly evolve, adapting to technological changes and dynamic market needs, while academic advancements tend to lag behind, often trailing in following the latest trends and innovations. In bridging the gap between industry and academia, the contribution of practitioners is crucial for sharing the knowledge and experiences they have gained with the academic community. One of the primary ways to update knowledge in a field is through research, which is then documented in the form of journal publications, theses, dissertations, and scholarly papers. Expert practitioners and academic faculty have a desire to share their knowledge, expertise, and experiences. Common methods of knowledge sharing include direct methods such as seminars and indirect methods such as social media, though these methods have their limitations. This research aims to design a business model and develop a research consultation platform that meets user needs using principles of good interface design to enhance user satisfaction. The study employs qualitative research methods with a design thinking approach. The empathize phase involves gathering data through observation and in-depth interviews with users, the define phase seeks to identify user pain points, the ideate phase involves brainstorming solutions to identified issues and needs in the form of features to be developed, the prototype phase entails creating and designing sitemaps, task flows, wireframes, and high-fidelity designs, the testing phase involves validating the prototype with UI/UX experts to assess interface usability and testing the prototype with users to gain insights from their experiences.

Keywords: Expert Resource, Research Platform, Business Model, Design Thinking