ABSTRACT

Population growth and demographic changes require FMCG companies to continue to innovate, especially in complying with product regulations to achieve business goals. The challenge of meeting regulations can be overcome by utilizing technology through digital applications designed from a user perspective to be easy to use.

Design thinking is a user-centered method and emphasizes the user's perspective, making it suitable for digital application development. This research uses a design thinking approach to produce digital applications that help fulfill product compliance. Applications produced using a design thinking approach are expected to be easy for users to use, thereby increasing product compliance and the company's competitive advantage.

This research is qualitative research with a design thinking approach. The data collection technique was by interviewing 5 people involved in the product compliance process and observing project data in the past. Data is processed through 5 stages of design thinking, namely empathize, define, ideation, prototype, and test. Based on the research results, problem mapping was obtained, ideas were formulated and a medium fidelity prototype was produced. The resulting prototype was tested with a usability rating and system usability scale (SUS) and obtained a score of 73.9 with a usability rating of 26.6 out of 40 or a B-.

The results of this research can be an example of the application of design thinking in fulfilling product compliance in the FMCG company sector. This research has limitations in terms of resources and time. Further research by repeating the design thinking phase can increase the application's usability value. With better usability scores, applications will be easier to access and use, thereby improving the product compliance process. Further development or study of the impact of digital applications on a company's product compliance performance could be a future research topic.

Keyword: *Design thinking, product compliance*, *digital application*, *medium fidelity prototype, system usability scale.*