

## ABSTRACT

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*PT Telkom Indonesia Tbk created a platform called Ideabox Multitenant that aims to develop innovation, initially from within the company to eventually attract external interest. As a UX Researcher, the author is in charge of optimizing the user experience on the Ideabox Multitenant website. In this process, various tasks have been carried out, including user experience (UX) checking, user journey checking, slicing checking, needs analysis, userflow creation for three different perspectives (Tenant Admin, Innovation Manager, Event Manager), User Interface finalization, Usability Testing, UT report creation, and Pendo guide creation. In total there are 10 userflows of Ideabox Multitenant website, 11 tasks of checking UX + finalizing UI, creating content writing, checking journey, finalizing ui guidebook of Ideabox Multitenant website, creating userflow pendo, content writing, checking journey, finalizing ui of Ideabox Multitenant website, requirement analysis, usability testing plan, checking UX + finalizing UI landing page of Ideabox Multitenant website that have been completed using design thinking method on Figma platform. The results of these tasks show that the resulting System Usability Scale (SUS) is F or Not Acceptable with an Adjective Ratings value of 77.5, the resulting Simple Easy Question (SEQ) is 6.8 which is very easy for users, and the resulting Net Promoter Score (NPS) is 100%. The resulting output can be seen in FigJam, the Ideabox Multitenant website prototype, as well as on the Ideabox Multitenant website, which is expected to increase user retention and encourage further innovation.*

*Keywords: User Experience, Design Thinking, Figma, Prototype.*