

ABSTRACT

The increasing demand for inclusive and accessible mental health services has become a global challenge, including in Indonesia, with the rising prevalence of psychological issues. Ibunda.id, a leading provider of mental health services, responded to this need by developing the WellMe by Ibunda.id application. This study aims to apply the Design Thinking approach to deeply understand user needs, design innovative solutions, and create an effective technology-based application prototype.

The Design Thinking approach in this study involved five main stages: empathize, define, ideate, prototype, and test. In the empathize stage, tools such as Customer Journey Mapping (CJM) and Empathy Maps were used to identify user needs, uncover challenges such as limited digital promotion and the absence of real-time notification features, and formulate focused strategic solutions. The define stage produced strategic priorities such as the development of push notification real-time features, educational content, and personalized services including detailed psychologist profiles with reviews. During the ideate stage, the 2x2 brainstorming method generated key ideas, including using Flutter for multiplatform development, video call integration, and interactive educational modules.

The prototyping results demonstrated successful implementation of key features such as an intuitive interface, personalized counseling, and integrated notifications. Usability testing using the System Usability Scale (SUS) recorded a score of 81.5 ("excellent"), indicating a high level of comfort and benefit for users. From the desirability aspect, features like real-time push notifications and personalized psychologist profiles were appreciated for meeting users' emotional needs. The viability aspect showed potential for increasing active users, with 100% of respondents expressing confidence that the application could attract more users compared to the web platform. From the feasibility perspective, the use of Flutter technology was praised by 93.2% of the development team for its efficiency in multiplatform development, enabling high productivity and reducing development costs.

This study contributes academically by adding to the literature on the application of Design Thinking in the development of digital mental health applications. Practically, the results provide strategic guidelines for user-centered technological innovations, supporting Ibunda.id's goals to expand the accessibility and quality of mental health services in Indonesia.

Keywords: *Design Thinking, Mental Health, Mobile Application, Startup, Ibunda.id*