ABSTRACT

With the development of the globalization era, which influences technological growth worldwide, especially in Indonesia, PT Telkom Indonesia, as a company engaged in the field of Information Technology, continues to improve its services to meet customer needs and enhance customer satisfaction. This aligns with Telkom's main vision of becoming the preferred digital telco to advance society.

Telkom is continuously transforming into a digital telecommunication company, where TelkomGroup implements a customer-oriented business and operational strategy. This approach enables the company to become lean and agile in adapting to the rapid changes occurring in the telecommunications industry. Telkom provides products, services, and solutions by offering digital connectivity, digital platforms, and digital services to enterprise customers, government institutions, and MSMEs (Micro, Small, and Medium Enterprises).

Government Solution is a unit that provides solutions to government customers within the Solution, Delivery & Assurance division. However, it faces internal challenges, as the project monitoring process is still manual, relying on Google Sheets created by each sub-unit. This leads to the inability to monitor projects in a centralized and real-time manner.

This research is a qualitative study using the design thinking approach, which consists of five stages: empathize, define, ideation, prototype, and testing. In the empathize stage, semi-structured or in-depth interviews were conducted with eight individuals involved in the solution fulfillment process, including a senior manager, manager, solution administration officers, and solution design officers. The findings were then mapped into an empathy map and user persona to explore issues arising in the Govsol unit.

In the define stage, several identified problems were formulated into points of view and "How Might We" questions, followed by prioritization using the impact-effort matrix. In the next stage, brainstorming was used to generate ideas for solving the main issues through the ideation process.

This research resulted in a medium-fidelity prototype created using Figma, featuring three main functions: project activity, project data, and solution performance. The prototype underwent usability testing using Maze, with four assigned tasks: updating solution details (usability score: 69%), creating a new project (usability score: 72.8%), approving project data (usability score: 52.5%), and solution performance tracking (usability score: 66.5%). The respondents provided positive feedback on the developed prototype.

Keywords: design thinking, government, project