

ABSTRACT

operational efficiency in asset management. Manual asset management causes problems such as inaccurate data, difficulty in information retrieval, and the risk of asset loss. This research uses the Design Thinking method, which consists of five stages: Empathize, Define, Ideate, Prototype, and Test. This approach focuses on user-centered design to ensure that user needs are well accommodated. The result of this research is a prototype of an asset management system with a user-friendly User Interface (UI) and an optimal User Experience (UX). Usability testing shows that 85% of users found it easier to manage assets compared to the previous manual system. This system is expected to improve the company's operational efficiency and reduce errors in data management, and it can also serve as a reference for other companies looking to develop an effective and responsive asset management system

Keywords: *UI/UX Design, Asset Management System, Design Thinking, Prototype, CV. Poda Rent.*