
Abstract

Digital transformation has contributed significantly to various sectors, including the Indonesian economy. This research aims to design a website interface for the reservation system at Studio Foto Infokus using the Design Thinking approach. Based on a survey to customers, several main problems were found, such as schedule conflicts, unclear display of time slots, and delays in booking confirmation. The Design Thinking approach was applied through five stages: empathy, problem identification, ideation, prototyping, and testing, to produce an optimal solution for users. Prototype testing using the System Usability Scale (SUS) involved eight participants and resulted in an average score of 87, which falls into the “acceptable” category (Grade B, “excellent”). These results prove that the developed interface design successfully simplifies the reservation process, reduces operational errors, and improves the quality and smoothness of services at the studio.

Keywords: Design Thinking, Reservasi, Sistem Usability Scale (SUS), UI/UX, Website
