

ABSTRACT

The redesign of the user interface (UI) and user experience (UX) of PT Telkom Indonesia's CFU WIB Dashboard application aims to improve operational efficiency in monitoring the performance of international business units in real time. This application faces problems in complex navigation, difficulty in reading data, and unattractive visual design. This study uses the Design Thinking method, which consists of five stages: Empathize, Define, Ideate, Prototype, and Test. An interactive prototype was developed using Figma to refine the appearance and user experience. In the evaluation results, the total final score obtained was 33, reflecting a balance between positive and negative questions, in line with the company's expectations. This redesign aims to improve the interface appearance, restructure the design, and organize data to make it easier for users to understand and meet company expectations.

Keywords: User Interface (UI), User Experience (UX), Design Thinking, Net Promoter Score (NPS), Redesign