

ABSTRACT

The development of information technology has driven the emergence of various digital solutions in various fields, including the tourism sector. However, the people of Cirebon City still do not have a digital platform specifically designed to help plan tourist trips efficiently and structured. This project aims to design the user interface and experience (UI/UX) of the RuteX website, a web-based tourist route planning platform that makes it easy for users to arrange the order of visits based on location, time, and preferred tourism categories (nature, culture, culinary). The method used in developing this UI/UX is Design Thinking, which consists of five stages: Empathize, Define, Ideate, Prototype, and Test. In the Empathize stage, user research was conducted through interviews with representatives of the Cirebon City Government to understand the needs and challenges of the community. The research results were analyzed in the Define stage to formulate the main problem. The Ideate stage produced a visual solution through a wireframe, which was then developed into an interactive prototype in the Prototype stage. The prototype was tested through functional testing in the Test stage to ensure the features function according to their functions. The result of this project is a UI/UX design for the RuteX website that is responsive, informative, and easy to use. Key features such as automatic route planning, destination selection by category, and itinerary planning based on departure time and visit duration were successfully implemented in the prototype design. With the presence of RuteX, it is hoped that the public will be able to plan their travels in Cirebon City more efficiently and enjoyably.

Keywords: Website, UI/UX, CoE, User, RuteX