

ABSTRACT

The digitalization era, especially in integrated logistics systems, is an important need for companies to increase the efficiency and accuracy of information. However, many organizations, including PT Cipta Krida Bahari, still rely on semi-manual processes that lead to delays, data duplication, and miscommunication between divisions. This study aims to design a web-based logistics system interface that is adaptive and user-centered, using the Design Thinking approach.

The Design Thinking methodology includes five stages: empathize, define, ideate, prototype, and test. These stages were applied to understand the real challenges and needs of internal users—namely Customers, Commercial Staff, Warehouse Staff, and Admins. Insights gathered during the initial stages were translated into interface designs using tools like Figma, and implemented iteratively on a web platform. The prototype was evaluated through usability testing using the System Usability Scale (SUS), which resulted in a score of 72, falling into the “Acceptable” category.

The findings show that this approach successfully produced an interface that is more efficient, intuitive, and aligned with real operational workflows. The system facilitates shipment requests, validation, delivery tracking, and coordination among key actors through a unified digital platform. Thus, the research contributes to improving internal logistics performance through a user-driven interface design strategy.

Keywords: *Design Thinking, User Interface, Logistics System, Web-Based, Usability.*