ABSTRACT

PT Kereta Cepat Indonesia China (KCIC), as the operator of the high-speed Whoosh train service, launched the Frequent Whoosher Card program to enhance customer loyalty. However, the current process for purchasing and redeeming travel quotas remains manual and is not yet integrated into the Whoosh mobile application, creating inefficiencies in service delivery. This study aims to design a user interface for the Frequent Whoosher feature to support digitalization by integrating it into the Whoosh mobile app. The interface design was developed using the Design Thinking method, which consists of five stages: Empathize, Define, Ideate, Prototype, and Testing. User needs were identified through field supervisor discussions and social media observations, which were then synthesized into visual concepts and feature flows. User testing was conducted using the User Acceptance Testing (UAT) method with six internal respondents from KCIC's Customer Care division. The testing results showed a score of 94.28%, falling into the "Very Good" category based on the Likert scale. Furthermore, validation questions confirmed that the interface meets user needs, delivers an intuitive experience, and aligns with the visual identity of the Whoosh application. In conclusion, the Frequent Whoosher feature design is considered feasible for implementation within the Whoosh app and has the potential to improve user experience and support the digital transformation of KCIC's services.

Keywords: *User Interface, Whoosh Mobile Application, Frequent Whoosher, Design Thingking, User Acceptance Testing.*