

User Interface and User Experience (UI/UX) Design for the Ummu Micco Salon Website Using the Design Thinking Approach

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Abstract

Digital transformation is a strategic solution for Micro, Small, and Medium Enterprises (MSMEs) to maintain global competitiveness, however, its implementation in the beauty service sector is often hindered by operational technology gaps. The primary issue in the Ummu Micco Salon case study is service management inefficiency, which negatively impacts business growth. The underlying cause lies in an inaccessible reservation system and a lack of price transparency, directly resulting in customer confusion and the risk of potential revenue loss. This study aims to address this gap by designing a User Interface (UI) and User Experience (UX) solution built on a website using the Design Thinking approach. The main contribution of this research is implementative, providing a validated design solution that directly resolves the service management inefficiencies faced by the beauty salon. The solution was realized as a high-fidelity prototype using Figma software and validated by 20 respondents. Evaluation results using the System Usability Scale (SUS) measurement indicated a score of 79.625, achieving a Grade B and an "Acceptable" category. This score directly demonstrates that the system design possesses a high level of usability and is feasible for implementation to support operational efficiency and business sustainability for MSMEs.

Keywords— UI/UX, MSMEs, Beauty Salon, Design Thinking, SUS

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1. INTRODUCTION

In the midst of an era of rapid digital transformation, Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in Indonesia's national economic structure. Digital transformation has now become an absolute necessity for MSMEs to survive and compete in the global economy. The adoption of digital technology offers various significant benefits, including increased efficiency, productivity, and market competitiveness in an increasingly competitive landscape [1]

The implementation of digital-based operational innovations has proven to have a positive impact on three main aspects: improving operational efficiency, expanding market reach, and enhancing service quality [2], [3]. The digital ecosystem is a crucial factor for the success of MSMEs in Indonesia [4]. Within this ecosystem, a website serves as one of the primary digital gateways and the most fundamental asset for a business. A well-designed website functions as an information center, a showcase for products

and services, and a promotional medium that operates ceaselessly, enabling companies to reach a wider audience [5], [6].

For businesses operating in the service sector, such as beauty salons, the implementation of web-based technology can directly support various core business processes, ranging from promotional activities to transactional functions such as the implementation of online booking systems [7], [8]. The success of a website as a business tool is not determined solely by its technological sophistication, but rather by the quality of the interaction between the system and its users. This is where the crucial roles of User Interface (UI) and User Experience (UX) become central. Both influence each other and are interconnected [9], [10], [11].

The issues of manual reservation inefficiency and the lack of price transparency have become major obstacles that diminish customer trust and the professional image of Ummu Micco Salon. Designing a website serves as a crucial solution to simplify the booking flow and provide information certainty. The Design Thinking approach is applied to ensure the

solution is relevant to user needs. Design Thinking emerges as a relevant approach to address this need, as this methodology places empathy for the user as the starting point of the entire creative process to generate solutions that meet user needs and desires [12], [13].

Based on the urgency of the operational problems faced, this study aims to design a website-based UI/UX for Ummu Micco Salon by applying the Design Thinking approach. This research focuses on an implementative contribution by producing a tangible digital artifact capable of streamlining the reservation process and ensuring price transparency. To objectively validate the effectiveness of the solution, this study also aims to evaluate the usability level of the final design using the System Usability Scale (SUS) method, thereby ensuring that the created solution is feasible for implementation and complies with user satisfaction standards.

2. RESEARCH METHOD

The primary methodology employed in this research is the Design Thinking approach. The selection of this approach possesses a strong strategic justification, particularly within the context of MSMEs such as Ummu Micco Salon. Since salon operations are heavily reliant on personal relationships between the owner and customers, the Design Thinking approach ensures that digital solutions remain relevant to user needs, thereby facilitating easier acceptance and adoption.

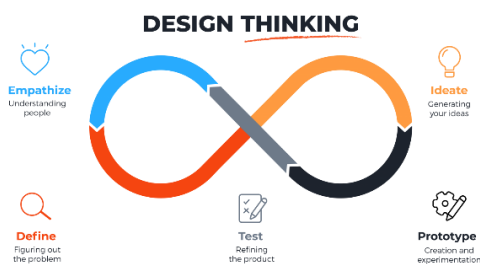


Figure 1. Design Thinking Stage

2.1. Empathize

This stage serves as the foundation of the entire process, aiming to build a deep and empathetic understanding of the users [14]. To obtain comprehensive user information, the researcher conducted in-depth interviews with informants who are also users, totaling 6 participants: the owner of Ummu Micco Salon and 5 customers. The inquiries posed to the users pertained to the obstacles they encountered in

salon services for customers, and the difficulties experienced by the owner in efficiently reaching consumers, alongside direct on-site observation. Once all questions were answered, the researcher classified the responses into user complaints.

2.2. Define

Insights collected from the Empathize stage, specifically user complaints, are analyzed and synthesized. This process focuses on mapping Pain Points to identify specific barriers experienced by users, as well as User Needs to understand the actual motivations or goals sought. The analysis results are then converted using the How Might We (HMW) method. HMW functions as a strategic instrument to transform rigid problem statements into idea-triggering questions, thereby opening a space for the exploration of effective and innovative solutions in the Ideate stage.

2.3. Ideate

After the core problem is clearly defined through HMW, the researcher conducts brainstorming sessions to generate creative ideas and solutions, from which Solution Ideas emerge. The outcome of this stage consists of key ideas or concepts deemed most effective in addressing operational issues, which are subsequently visualized in the prototype creation stage.

2.4. Prototype

The best ideas from the ideate stage are realized into testable prototype forms. The prototypes range from low-fidelity, which depicts rough ideas and designs serving as the website's foundation for evaluation and user feedback to high-fidelity, which produces detailed designs and attractive visuals as the final website design result, utilizing the design software Figma.

2.5. Test

The Test stage is the final phase in the Design Thinking approach to validate the designed prototype [15]. To objectively measure the level of usability and user satisfaction, this research utilizes the System Usability Scale (SUS) for evaluation. The study involved 20 respondents through the distribution of online questionnaires, comprising 5 existing salon customers and 15 potential customers (individuals who have never visited the salon). The results of this testing aim to refine the

solution, identify deficiencies, and conduct design iterations until an optimal solution is achieved [16].

3. RESULT AND DISCUSSION

In this section, the results from each stage of the UI/UX design process for the Ummu Micco Salon website will be elaborated upon using the Design Thinking approach. This discussion encompasses the presentation of problem findings from various stages, user needs, the realization of design solutions, and how the final evaluation results demonstrate the solution's effectiveness in addressing business operational constraints.

3.1. Empathize Stage

The Empathize stage serves as the foundation of the design process, aiming to establish a deep understanding of the users. In this phase, the researcher conducted in-depth interviews with the owner and several customers of Ummu Micco Salon, alongside direct observations at the research site. The objective was to delve deeper into the experiences, motivations, and difficulties they encountered. Consequently, the researcher gathered core problem data in the form of complaints and concerns from both the owner and customers through interviews, presenting the collected results as shown in Table 1.

No	Complaints
1	The owner desires an information system capable of attracting customers to the salon.
2	Customers desire a transparent price list for each service to prevent misunderstandings.
3	Customers require an appointment system to check schedule availability and obtain salon contact details for further inquiries.
4	Customers would value the ability to access comprehensive salon information at any time.

Table 1. User Complaints

3.2. Define Stage

In this stage, the researcher aims to identify and analyze the user complaints that were conveyed in the previous stage. This analysis process focuses on categorizing user complaints into Pain Points and User Needs,

which will subsequently serve as the foundation for formulation in the subsequent stage.

No	Pain Points	User Needs
1	The owner acknowledges difficulties in reaching customers due to the lack of effective informational media to attract customer interest.	A professional digital platform to showcase service information and a portfolio to enhance the salon's appeal.
2	Customers experience hesitation and concern regarding potential misunderstandings due to the absence of a transparent and easily accessible price list.	Customers require easy and transparent access to the service price list to establish trust.
3	Customers experience uncertainty when attempting to make an appointment, as they lack sufficient information (neither contact details nor an appointment system) to determine salon availability.	A system capable of providing contact information and facilitating direct communication, or a clear and structured system for scheduling appointments and receiving schedule confirmation.
4	Customers face limitations regarding salon information, which is not easily accessible (restricted to on-site banners).	Information that is easily accessible regardless of the customer's location.

Table 2. Pain Points and User Needs

Following the identification of Pain Points and User Needs, the researcher proceeds to formulate How Might We (HMW) statements derived from these points, which are presented in Table 3.

No	How Might We
1	How Might We enable the salon owner to professionally showcase service

No	How Might We
	information and portfolios to attract new customers?
2	How Might We present transparent and easily accessible price list information at any time to establish customer trust?
3	How Might We create a clear system for customers to determine salon availability, either through contact information or an appointment system, to eliminate uncertainty?
4	How Might We ensure that customers can easily access all essential salon information (services, prices, contacts) from anywhere?

Table 3. How Might We

3.3. Ideate Stage

Following the clear definition of the problems through the HMW formulations in Table 3, the researcher proceeded to the Ideate stage. This stage constitutes a brainstorming session aimed at generating a diverse range of ideas and creative solutions derived from the preceding stage.

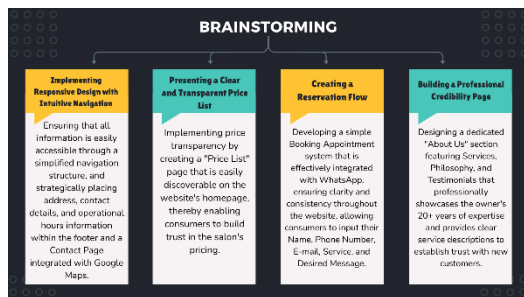


Figure 2. Brainstorming

Based on the brainstorming results above, the researcher determined the Solution Ideas to be implemented in the website design, aligned with user needs.

No	Solution Idea
1	Designing an attractive website interface that serves as an easily accessible and understandable source of salon information for customers.
2	Creating several sections on the website, comprising the Navbar (Navigation Bar), Hero section, Operational Hours, Services, Price List, Testimonials, Booking Appointment, and Footer.
3	Positioning clear and easily discoverable navigation within the website's main menu.

No	Solution Idea
4	Creating a clear and unambiguous price list section display, corresponding to the services available at the salon.
5	Developing an Appointment section containing various form fields: Name, Phone Number, E-mail, Selected Service, and Desired Message (for scheduling or other inquiries).
6	An appointment system integrated with the WhatsApp application, activated after completing all form fields and clicking the submit button.
7	Designing a footer containing comprehensive information regarding Contacts, Address, and Location.
8	Creating an additional "About Us" page containing the salon's identity and advantages.

Table 4. Solution Idea

3.4. Prototype Stage

Once the Solution Ideas were established, the research advanced to the Prototype stage. The objective of this stage is to transform concepts into rough designs (low-fidelity) and detailed designs (high-fidelity) so that they are testable. This process is conducted incrementally to validate the design concept, ranging from structure to visual appearance.

3.4.1. Low-fidelity

Low-fidelity, also known as a wireframe, is an initial visual representation serving as a blueprint for the website design. This stage constitutes a foundation focusing on structure, information hierarchy, and functionality, as shown in Figure 3.

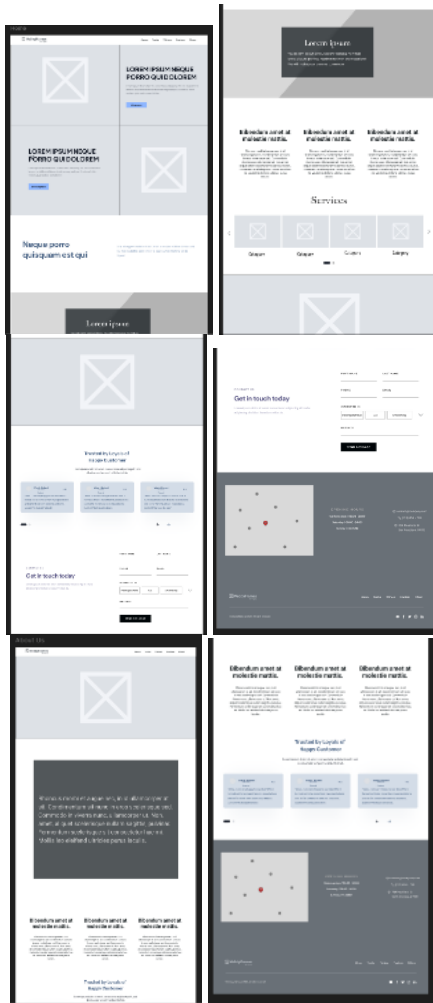


Figure 3. Wireframes

3.4.2. High-fidelity

High-fidelity, or mockup, is the final representation and the evolutionary stage of the low-fidelity framework. Building upon the designed structure and layout, this stage focuses on the application of visual elements to realize the Solution Ideas established in Table 4 for the Ummu Micco Salon website.

a. Navbar and Hero

Navbar and Hero sections constitute the primary interface or the initial view of the Ummu Micco Salon website. The function of the Navbar is to facilitate users in locating desired information, while the Hero serves to display a brief identity of the salon. In this section, customers can view details regarding the salon's identity by clicking the 'View More' button, or proceed to 'Book Now' to fill in appointment data in the Appointment section.

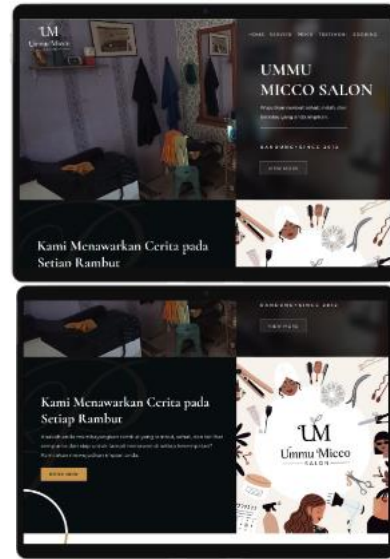


Figure 4. Navbar and Hero

b. Operational Hours

The subsequent section is the Operational Hours section, which aims to provide information regarding the operating hours of Ummu Micco Salon.



Figure 5. Operational Hours

c. Services

Services section serves as an informational component allowing customers to ascertain the range of services available at Ummu Micco Salon. This section utilizes an automatic Slider or Carousel, thereby eliminating the need for customers to manually scroll or swipe to explore the services.

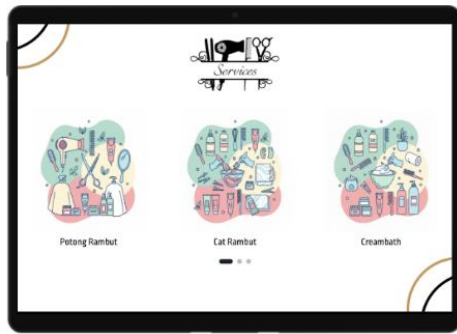


Figure 6. Services

d. Price List

Price List section represents the information most sought after by customers to ascertain the service pricing at Ummu Micco Salon; this information serves to ensure clear price transparency.

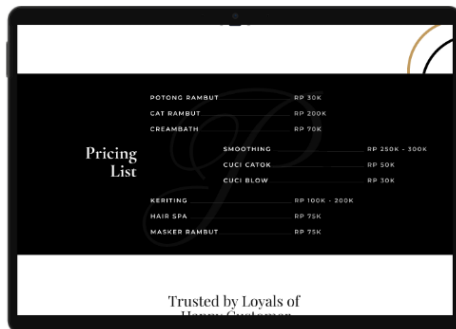


Figure 7. Price List

e. Testimonials

Testimonials constitute a section for customers to express reviews and feedback regarding the services they have experienced at Ummu Micco Salon. Here, customers can provide star ratings and comments.

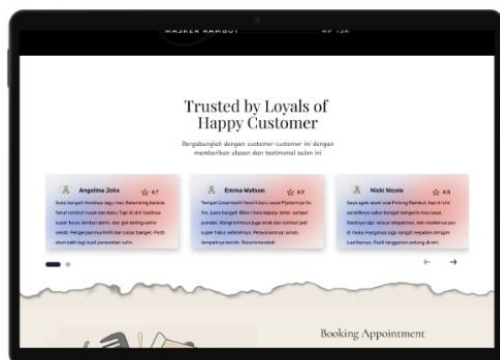


Figure 8. Testimonial

f. Booking Appointment

The Booking Appointment section is a feature designed to bridge the gap between structured data entry and the owner's communication habit. The specific novelty of this section lies in its direct data integration. When the customer clicks the 'Book' button, the system does not merely open the application, but automatically captures and formats the input data into a WhatsApp message template. The integrated data includes: (1) Name, (2) Phone Number, (3) Date, (4) Time, (5) Selected Service, and (6) Additional Message. This ensures that the salon owner receives a complete and standardized reservation request instantly, eliminating the need for manual re-typing or follow-up questions."

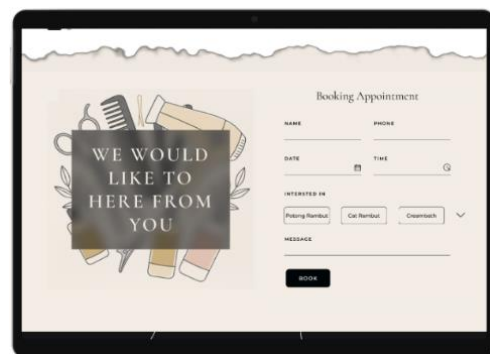


Figure 9. Booking Appointment

g. Footer

The Footer is the bottom-most section of the page, containing various essential information such as the salon's Location, Contacts, Address, and other details.

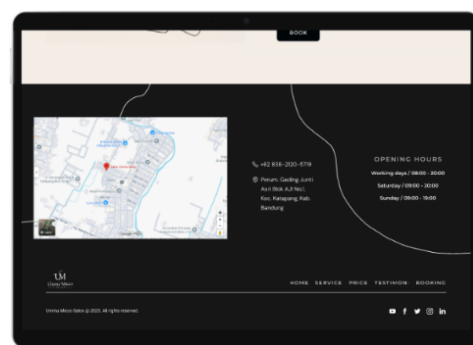


Figure 10. Footer

h. About Us

"About Us" is an additional page on the Ummu Micco Salon website containing background and supplementary information regarding the salon. Within this page, there is an "About" section presenting business identity information, and a "Philosophy" section aimed at

showcasing the advantages and values consistently upheld by Ummu Micco Salon.



Figure 11. About Us

3.5. Test Stage

The Test stage constitutes the final phase aimed at validating the proposed design solution. To objectively measure the level of usability and user satisfaction, this study utilizes the System Usability Scale (SUS) for evaluation, involving 20 respondents through the

distribution of online questionnaires. The respondents consisted of 5 existing salon customers and 15 potential customers. The solution addresses the operational pain points of loyal customers while ensuring the system remains intuitive and easy to learn for new users. Respondents were provided with a link to the developed prototype and requested to complete a series of scenarios, such as locating service information, viewing the price list, and performing an appointment booking simulation. Upon completion of these tasks, respondents completed a questionnaire encompassing ten evaluative statements. In the data presentation, each statement is denoted as Q1 through Q10 (Question), utilizing a Likert scale of 1 (Strongly Disagree) to 5 (Strongly Agree). Once the respondents had completed the questionnaire, score calculation was conducted in accordance with the established SUS methodology: the score for odd-numbered statements (1, 3, 5, 7, 9) is calculated as the user's response minus 1, whereas the score for even-numbered statements (2, 4, 6, 8, 10) is calculated as 5 minus the user's response. The total score from these ten statements is then summed and multiplied by a constant of 2.5.

No	Question										Aggregate	SUS Score (Aggregate *2,5)
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10		
1	4	3	3	4	4	3	3	4	4	4	36	90
2	2	3	3	2	3	2	2	2	2	2	23	57,5
3	4	4	4	4	4	4	4	4	4	4	40	100
4	2	4	3	4	3	4	3	4	3	4	34	85
5	3	2	3	3	3	3	3	3	3	2	28	70
6	2	2	3	1	3	2	2	3	3	2	23	57,5
7	2	3	3	4	3	4	3	4	3	4	33	82,5
8	2	4	4	4	4	3	3	3	3	3	33	82,5
9	3	2	3	1	3	3	3	2	2	1	23	57,5
10	2	2	3	2	3	2	3	2	3	2	24	60
11	2	3	3	2	3	3	2	3	3	3	27	67,5
12	3	3	4	3	4	4	3	4	3	4	35	87,5
13	4	4	4	3	4	4	2	4	3	4	36	90
14	3	3	4	3	4	4	2	4	3	3	33	82,5
15	3	4	4	4	4	3	3	3	3	2	33	82,5
16	4	4	4	2	3	4	3	3	3	3	33	82,5

No	Question										Aggregate	SUS Score (Aggregate *2,5)
	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10		
17	3	4	4	3	4	3	1	3	4	3	32	80
18	3	4	4	3	4	4	2	4	2	4	34	85
19	3	4	4	4	4	4	4	4	4	4	39	97,5
20	3	4	4	4	4	4	4	4	4	3	38	95
Total SUS Score												79.625

Table 5. SUS Score

Based on the SUS measurements presented in Table 5, the evaluation yielded a total SUS score of 79.625 from 20 respondents. A score of 79.625 is situated above the global SUS average, securing a Grade B, and is classified within the "Acceptable" category based on global measurement standards [17] as illustrated in Figure 12.

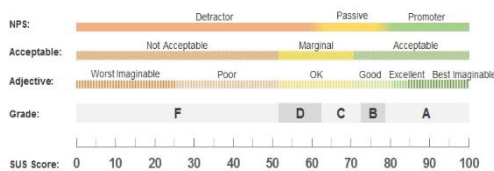


Figure 12. SUS Scoring Indicator

This high acceptability score reflects that the design successfully reduces cognitive load. The positive feedback, particularly from the 15 new potential customers, suggests that the information architecture, specifically the clear separation between 'Services', 'Price List', and 'Booking' is intuitive enough for first-time visitors to navigate without guidance. This indicates that the usability performance of the Ummu Micco Salon website design surpasses that of average systems, and users deem the system feasible for use without significant constraints.

4. CONCLUSION

Based on the preceding discussion, the UI/UX design for the Ummu Micco Salon website has successfully addressed the operational challenges and digital transformation needs of the MSME. The study confirms that the implementation of the high-fidelity prototype significantly resolves service management inefficiencies. Through the contextual application of the Design Thinking method, this study systematically mapped issues such as appointment scheduling difficulties and price transparency, subsequently synthesizing them

into user-centered design solutions. These solutions were realized in the form of a high-fidelity prototype offering strategic features, utilizing Figma software. The success level of this design is demonstrated through measurable scores from the System Usability Scale (SUS) testing, involving the participation of 20 respondents. The testing results indicated a SUS score of 79.625 on a scale of 0-100. Based on global interpretation standards, this score secures a position at Grade B and is classified within the "Acceptable" category. This figure indicates that the system's usability level resides above the industry average; consequently, this website design is validated as user-friendly and feasible for implementation to support the business sustainability of Ummu Micco Salon.

5. SUGGESTIONS

Based on the results and limitations of this study, the following are suggestions for future research:

1. This research is currently limited to the design of a high-fidelity prototype using Figma. Future research is suggested to proceed to the technical development stage by implementing the design into a functional website using programming languages and databases, allowing it to be utilized in a real-world environment.
2. Currently, the appointment feature is designed to integrate with the WhatsApp application, which still necessitates manual confirmation. Future studies could develop a backend system integrated with a database for real-time schedule management, enabling customers to check time slot availability instantly without waiting for a chat response.
3. The usability evaluation in this study involved 20 respondents using the SUS method. For future research, it is recommended to increase the number of

respondents across broader demographics or combine SUS with other methods such as the User Experience Questionnaire (UEQ) or Net Promoter Score (NPS) to obtain a deeper and more comprehensive analysis of user satisfaction.

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