



## INTISARI

Layanan kesehatan di daerah pedesaan seringkali menghadapi keterbatasan akses terhadap tenaga medis terlatih, fasilitas yang memadai, serta kondisi geografis dan infrastruktur jalan yang buruk. Hal ini semakin memperburuk penanganan medis dalam situasi darurat, terutama pada kasus persalinan. Salah satu solusi yang dapat diterapkan adalah dengan memanfaatkan Teknologi Informasi dan Komunikasi (TIK) untuk mendukung kolaborasi *real-time* antara bidan di desa dan dokter spesialis kandungan (OBGYN) di kota. Penelitian ini menggunakan pendekatan *Design Thinking* untuk memahami kebutuhan pengguna dalam merancang antarmuka aplikasi konsultasi persalinan darurat. Proses perancangan meliputi tahapan *empathize*, *define*, *ideate*, *prototype*, dan *test*. Pada tahap *empathize*, dilakukan observasi dan wawancara dengan tenaga kesehatan di Desa Tantan, Jambi, untuk memahami tantangan yang dihadapi dalam layanan persalinan darurat. Pada tahap *define*, dibuat *user persona* dan *pain-points* berdasarkan hasil wawancara tersebut. Tahap *ideate* menghasilkan ide desain yang diwujudkan dalam bentuk *prototype* dan diuji pada tahap *testing*. Hasil pengujian menunjukkan bahwa antarmuka aplikasi memiliki efektivitas tinggi, dengan *task completion rate* mencapai 100%, efisiensi sebesar 23,11 detik dalam menyelesaikan tugas, serta skor rata-rata *System Usability Scale* (SUS) sebesar 80,5, yang secara signifikan melebihi *benchmark* standar global SUS (68). Dengan demikian, antarmuka aplikasi yang dirancang dapat dianggap efektif dalam meningkatkan kolaborasi antara tenaga kesehatan di pedesaan dan kota serta mempercepat penanganan kasus darurat persalinan, yang pada akhirnya berpotensi mengurangi risiko komplikasi dan kematian ibu serta bayi.

Kata kunci : Desain UI/UX, *Design Thinking*, *Telemedicine*, Layanan Persalinan Darurat

## ABSTRACT

*Healthcare services in rural areas often face limitations in access to trained medical personnel, adequate facilities, and poor geography and road conditions. These challenges exacerbate the treatment of medical emergencies, particularly during childbirth. One solution that can be implemented is to utilize information and communication technology (ICT) to support real-time collaboration between midwives in the village and obstetricians (OBGYNs) in the city. This study applies the Design Thinking approach to understand user needs in designing an interface for an emergency maternity consultation application. The design process consists of five stages: empathize, define, ideate, prototype, and test. In the empathize phase, observations and interviews were conducted with healthcare providers in Tantan Village, Jambi, to gain insights into the challenges they face in managing emergency childbirth. The define phase resulted in the creation of user personas and identification of pain points based on the interviews. The ideate phase generated design ideas, which were then developed into a prototype and tested during the test phase. The results demonstrated that the application interface was highly effective, with a 100% task completion rate, an efficiency of 23.11 seconds to complete tasks, and an average System Usability Scale (SUS) score of 80.5, which significantly exceeds the SUS global standard (68). Thus, the designed application interface can be considered effective in improving collaboration between healthcare providers in rural and urban areas, ultimately improving the treatment of emergency childbirth cases and potentially reducing the risk of complications and maternal and infant mortality.*

**Keywords :** UI/UX Design, Design Thinking, Telemedicine, Emergency Obstetric Care