

ABSTRACT

Digital transformation in the healthcare sector is growing, including in hospital services. Permata Pamulang Hospital has great potential to improve service quality through the development of an effective and efficient UI/UX (User Interface/User Experience)-based mobile application. This study aims to design an intuitive, responsive interface and user experience that meets the needs of patients and hospital service users. The methodology used includes user needs analysis, wireframe design, and usability testing with a user-centered design approach. The design results show that a simple interface, clear navigation, and key features such as online registration, doctor schedules, service information, and digital payments greatly assist users in accessing hospital services quickly and conveniently. This application is expected to improve patient satisfaction, hospital operational efficiency, and become a digital solution that is adaptive to community needs.

Keyword : *UI/UX, Permata Pamulang Hospital, Patient*