

Optimizing User Engagement on Digital Platforms through a Design Thinking Approach: A Case Study at PT. Taplink Digital

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Abstract

The growth of digital platforms has introduced new challenges in maintaining and enhancing user engagement, particularly in bio-link services such as Taplink. This study aims to identify the current level of user engagement, analyze influencing factors, and design user-centered solutions using the design thinking approach to optimize the user experience on PT. Taplink Digital's platform. A qualitative case study method was employed, involving in-depth interviews with internal company staff and active platform users. The design thinking process was implemented through five stages: empathize, define, ideate, prototype, and test. Findings indicate that user engagement remains relatively low due to limited personalization, lack of feature interactivity, and suboptimal page performance. The proposed solutions include AI-powered chatbots, improved UX/UI designs, and real-time notifications tailored to user behavior. The study concludes that design thinking is an effective approach to designing responsive, human-centered strategies to improve engagement on digital platforms targeted at SMEs.

Keywords: Design thinking, Digital platform, User Engagement, Taplink.