

Abstract

Bandung Creative Hub, as a hub for the music and creative arts industry in the city of Bandung, provides free room facilities for the community to conduct rehearsals, events, or meetings. However, the current reservation process faces challenges such as uncertain duration and limited real-time schedule information. The User-Centered Design (UCD) approach is chosen to ensure that the application design meets user needs and preferences. The UCD process involves a literature review, identification of user contexts, determination of user needs, production of design solutions, and evaluation of designs against user needs. Evaluation is conducted using the System Usability Scale (SUS). Thus, this research aims to enhance the user experience in the room reservation process and measure the UI usability level using the SUS. The results of this research are expected to provide practical solutions for the residents of Bandung to access the facilities of the Bandung Creative Hub. The results of the first and second iteration tests resulted in a UI solution that suits the needs of Bandung Creative Hub users for reservations. The UI model has achieved good product standards with a final SUS score of 86.5, indicating an intuitive and easy-to-operate interaction experience. These efforts aim to improve the accessibility and usability of the facility, supporting a focus on optimal user interface design..

Keywords: Bandung Creative Hub, *Room Reservation Application*, *System Usability Scale (SUS)*, *User Centered Design*, *User Interface*, *Usability Testing*.