ABSTRACT

Alamendah Village has a strategic geographical location so that it has the most prominent economic activities in agriculture and animal husbandry as well as various interesting tourist attractions. However, Endah Nature Tourism Village does not yet have a special platform and application for the promotion of pioneer tourism, making it difficult for tourists to get information about existing tourist destinations. A tourist attraction that has great potential will be very difficult to develop if a good promotional strategy is not made.

Based on these problems, a solution was found to create websites and applications as online media to help Alamendah Tourism Village to market its tourism more quickly and flexibly. User interface and user experience on applications and websites are one of the important factors whether users will continue to use the website or application or not. The design of user interfaces and user experiences in making applications and websites uses the User Centered Design method.

The resulting mockup has been tested using a usability testing system by distributing questionnaires to 20 respondents. There are 5 variables used, namely learnability, efficiency, memorability, errors and satisfaction. The results of usability testing show that the mockup of the user interface and user experience of the website is 82,833% and the application is 82%

Keyword: *User centered design , usability tesing, user interface, user experience*