ABSTRACT

ANALYSIS AND DESIGN OF USER INTERFACE (UI) AND USER EXPERIENCE (UX) WEB-BASED APPLICATIONS IN MAIPROYEK STARTUP USING USER CENTERED DESIGN METHOD IN INFORMATION SYSTEM PROGRAM OF TELKOM UNIVERSITY

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To develop a good application, the aspect that needs to be considered is to design a User Experience and User Interface that suits the needs of the users themselves. One of the design method that can be used is User Centered Design method. This method focuses on designing the user's needs where it aims to provide comfort for the user and provide a relevant interface for the user. The study was conducted in Information Systems Program of Telkom University. The design will then be tested on each lecturer and student in Information Systems Program of Telkom University. This test aims to test whether a design is in accordance with the desired objectives or not. The results of the research the author wants to achieve is to design a user interface and user experience design of a web-based application for a Maiproyek application. After conducting research, the results obtained by the author are usability scores obtained from the Maze.design application. The scores obtained are calculated in the medium category and show that the design of the application tested to each respondent already has a good usability value

Keyword : *User Experience, User Interface, User Centered Design, Usability*