ABSTRACT

Racing Simulator is a vehicle for the community to have experience in the world of simulators, especially racing. Therefore, ERS Simulator as a pioneer in building a Rig Racing Simulator rental business in Bandung becomes a challenge to achieve success in getting customers. Before building an application, a design is needed which is divided into several stages. The UI/UX design of the reservation applications on ERS Simulator is built on the Web. Starting from the data collection stage with the aim of knowing the problems from the customer, then determining the method to be used, namely User Centered Design (UCD) to design a prototype. The selection of the User Centered Design (UCD) method is because racing simulator rentals are very dependent on customer problems. Therefore, the determination of the User Centered Design (UCD) method in this study was in accordance with what was needed. Then after the prototype was built, the usability measurement of the last design solution was carried out with a Single Ease Questionaire (SEQ) and a System Usability Scale (SUS) of 89.30556 with an adjective rating of A "Excellent" meaning that the results of the application prototype design were acceptable to the user.

Keyword : *Racing Simulator*, *User Centered Design, Single Ease Quessionaire, System Usability Scale, Website, User Experience, User Interface*