

## ABSTRACT

*This study aims to improve user trust in the Al Huffadz web-based application platform, which is used to support philanthropic activities. There are obstacles on the Al Huffadz platform that make users feel less confident, such as concerns about fraud, doubting project creators, and lack of transparency. Therefore, a redesign was done using the User Centered Design method with the goal of improving performance, usability, and user trust in using the website. User interviews and testing of the current website's performance were conducted using the User Centered Design approach with tools such as the System Usability Scale (SUS), Single Ease Question (SEQ), and Trust Aspect Questionnaire. The redesign resulted in improved user interface and experience, making the website easier to understand and access, and increasing user trust in using the website. The SEQ measurement produced a score of 6.52 from the previous score of 3.36, the SUS measurement produced a score of 74.5 with a grade C from the previous score of 48 grade F, and the Trust Aspect was fulfilled compared to previously unfulfilled.*

**Keywords:** *Donation, Phylanthropy, Single Ease Question, System Usability Scale, User Centered Design, User Experience, User Interface*