ABSTRACT

Arimbi website is a website that presents real time information. Which was established in 2017. However, they have not conducted an evaluation so that the existing design makes it difficult for users to use the arimbi website, so currently the improvement is to improve the appearance of the existing website to be user friendly. Therefore, the results of improving the User Interface of the Arimbi website in Bandung City are in the form of a website design template. This research discusses how to develop an interface display by involving users directly and producing a good interface design. The method used in this research is User Centered Design (UCD) is a development methodology that focuses on users at every stage. The stages of the User Centered Design method are User Research, Analysis, Design, Implementation. The initial and final evaluation calculations were carried out using the Usability Testing method which has three aspects, namely Effectiveness, Efficiency, and Satisfaction and by conducting interviews and distributing questionnaires.

Keywords: Metode ucd, Metode Usability Testing