

ABSTRACT

Website and mobile app design at PT Tabel Data Informatika is still in the form of digital or manual wireframes drawn on paper by Business Analyst (BA) who has a double job due to the lack of UI/UX expert employees. Even some projects that have been running at PT Tabel Data Informatika are directly worked on by the programmer team without any UI/UX design process, only relying on the old version of the website or mobile app and several examples of other competitors. Therefore, in the Halal Information System (SIHALAL) project, the UI/UX design is continued using the User Centered Design (UCD) method to make it easier for the Project Manager (PM), Business Analyst (BA), Front-end and Back-end Developer to rebuild the Halal Information System (SIHALAL) website so that the client of PT Tabel Data Informatika, namely the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religion (Kemenag) of the Republic of Indonesia, is satisfied and happy with the product produced by PT Tabel Data Informatika. Because the current Halal Information System (SIHALAL) complaint is still using Service Monolithic, where one change greatly affects the entire system because it has to change one unit of code as a whole and simultaneously so that it is often slow and dead because it is accessed by many users. Now the appearance design is proven to be more feasible, neat, and attractive to users after testing the design with usability testing methods and Likert scale calculations. So it is hoped that this UI / UX design design can improve the branding and image of the Company by producing quality products and superior to compete with similar IT companies in order to be entrusted with several projects by clients in the next opportunity.

Keywords: User Interface, User Experiment, User Centered Design.