# ABSTRACT

Tel-U Store is a store that sells Telkom University Official Merchandise such as Homeware Set, Clothing Set, Accessories, Office and Desk Set and Bag set. The Tel-U Store website was created with the aim of increasing online purchases of Telkom University merchandise. But from the recap of purchases for several months, most merchandise purchases are made onsite, so it is still very lacking to meet these goals. An evaluation of the Tel-U Store website was carried out to find out the problems that occurred. There are some problems that exist in the User Interface of the website. The reason for the author to redesign is that the Tel-U Store website is easier to use by users in terms of appearance, because utilization is a very important element in Human Computer Interfaces. It focuses on creating a system that is easier to learn and practice. The redesign of the User Interface that has been built successfully increases the Severity Rating score obtained from the initial test which on average gets a score of 2,1 - 2,6 (Have Problem) to 0 - 0,3 (No problem) in the final test.

**Keywords**: user interface, user centered design, heuristic evaluation.