

Abstract

The Digiting website is a tool created by the Digiting startup company as a means for promotional activities regarding the services they offer. However, based on interviews conducted with the owner of the Digiting startup company, an update is needed on the website in appearance and additional features on the Digiting website to assist in efficient reporting on the development of digital marketing activities based on user needs. The Digiting website design process uses the User Centered Design (UCD) approach. And evaluate using the System Usability Scale (SUS) questionnaire, which consists of 10 questions to measure the usability value of the application. Questionnaires were given to 5 users who met the requirements, and questions were assigned using the interview method. This research aims to design and evaluate the appearance of the Digiting website. Based on the evaluation, the SUS score obtained was 91 points, and if it was mapped based on the grade score from SUS, it was concluded that the solution design provided using the UCD approach gave good results and met user needs.

Keywords: Digiting, User Interface, User-Centered Design, System Usability Scale.