

ABSTRAK

Garasindo is a vehicle rental place in the city of Bandung. Currently, the management system in their rental business still uses via chat which makes rentals less efficient. Current technological advances provide opportunities for rentals without having to come directly to the rental place. Therefore, this research aims to design a UI for the Garasindo application that is superior in vehicle rental with a focus on comfort, speed, similarity, and providing information to consumers and related stakeholders. The author interviewed Garasindo rental owners and conducted a survey of students and the general public as target renters using a questionnaire. From the results of interviews and surveys, problems were identified such as manual processes in rentals, difficulties for users in knowing vehicle availability, as well as rental owners' needs for online application renters. The User-Centered Design approach method was used in designing the appearance of the Garasindo application, with a focus on user needs and direct interaction with potential users. This method was chosen because it allows good communication between users and authors in user interface (UI) design. This research involves usability testing using the System Usability Scale (SUS) to measure the level of usability and comfort of the UI design that has been created. The test results will help in assessing the effectiveness of the designed application in meeting user needs and can also provide solutions to the natural problems of Garasindo tenants and owners in the rental process. With a User-Centered Design approach and the use of usability testing methods such as the System Usability Scale, it is hoped that this research can provide a better solution for rental owners and renters in carrying out the vehicle rental process efficiently and comfortably through designing a user interface for the Garasindo application.

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