

## ***ABSTRACT***

# **THE UI/UX DESIGN OF A WEBSITE-BASED APPLICATION FOR SUBMITTING PROPOSAL FOR TELKOM UNIVERSITY STUDENT ACTIVITY UNIT ACTIVITIES WITH USER-CENTERED DESIGN METHOD**

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*The rapid development of technology is expected to be a solution, especially in the world of education. One of them is for the Student Activity Unit at Telkom University which is expected to be developed and useful for Student Activity Units and Student Affairs. However, currently there is no use of technology that can bridge Student Activity Units and Student Affairs in running more efficient business processes, especially in the business process of submitting proposals. Therefore, this study aims to produce a website-based UI/UX application for Student Activity Units proposal submission so that business processes between Student Activity Units and Student Affairs can be carried out digitally and efficiently created using the User-Centered Design method that will focus on ensuring user comfort. Application UI / UX design is made in the form of a prototype and tested using usability testing and using the SUS method to determine user perception of the application being designed. Tests conducted on the sample concluded that the score of SUS reached a score of 92.8 where the score was included in the acceptable criteria and users tended to recommend the product to their colleagues.*

**Keywords:** *Student Activity Units, Telkom University, UI/UX, Usability Testing, User-Centered Design*