ABSTRACT

BTPN Syariah is currently in continuous iteration in strengthening the digital platform for field officers in serving customers and developing applications that can facilitate customer transactions. The UI (User Interface) and UX (User Experience) design of the Sitepat application is not optimal in providing convenience, interest and the information presented is not clearly conveyed, making BTPN Syariah users/customers confused in using the Sitepat application. To create the Sitepat application interface design using figma. This web-based application interface design uses the User Centered Design method. This research aims to optimize the Sitepat application in terms of interest, convenience and satisfaction in using the application. Based on the results of application testing through in-depth interviews with 9 customer respondents in the cities of Bandung, Bogor and Surabaya, the value of Sitepat application onboarding was 80% for completion rate and 80.5% for System Usability Scale (SUS).

Keywords: Prototype, Application, Customer, BTPN Syariah, User Centered Design