

***REDESIGN UI/UX OF STOCK MANAGEMENT WEBSITE
USING USER CENTERED DESIGN (UCD) METHOD
(Case Study: UD Laut Biru Perkasa)***

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UD Laut Biru Perkasa is a marine fishery trading company located in Cilacap Regency, Indonesia. The company has a stock management website used to manage, organize, and monitor inventory. However, there are issues with the User Interface (UI) and User Experience (UX). The lack of attention to UI and UX makes the website uncomfortable, unattractive, and difficult for users to understand. Therefore, a solution was proposed to redesign or create a new UI/UX with a final prototype design that addresses design aspects to meet user needs and satisfaction. In this research, the User-Centered Design (UCD) method is used to design a prototype for the UD Laut Biru Perkasa stock management website. The prototype is designed using Figma and implemented as a front end using Visual Studio Code. To test user acceptance of the stock management website's prototype design, testing is conducted using the System Usability Scale (SUS) method. The results of the SUS test show that the prototype design received a score of 81.4, which falls into the "B" rating class, indicating that the design has the "VERY GOOD" criteria and proves that the design is "Acceptable." Therefore, it can be said that the prototype design for the UD Laut Biru Perkasa stock management website has met user acceptance aspects.

Keywords: UI/UX Redesign, User Centered Design, System Usability Scale