

## **ABSTRACT**

### ***REDESIGN OF THE USER INTERFACE & USER EXPERIENCE OF THE PITCAR SERVICE WEBSITE USING THE USER- CENTERED DESIGN METHOD***

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*The advancement of information technology has significantly impacted various aspects of life, including business management. Pitcar Workshop faces challenges in managing transactions and inventory manually, leading to operational inefficiencies and data inaccuracies. This study aims to design the User Interface (UI) and User Experience (UX) of the Pitcar Workshop website using the User-Centered Design (UCD) method. This method ensures an intuitive and user-friendly design through user needs analysis, prototype development with Figma, and usability testing evaluation. The resulting design comprises eight pages to simplify inventory management, transactions, and invoice generation. Evaluation using the System Usability Scale (SUS) yielded a score of 82,1 indicating a highly effective and user-friendly design. This study is expected to enhance user satisfaction, operational efficiency, and data accuracy through an integrated inventory management system.*

***Keywords: User-Centered Design (UCD), UI/UX Design, Pitcar, Usability Testing, Management***