

ABSTRACT

Government websites play a crucial role in delivering information and services to the public. However, the official website of the City of Pariaman still faces several shortcomings in terms of design and user experience, which hinder its optimal utilization. This study aims to optimize the City of Pariaman's website using a User Centered Design (UCD) approach through a redesign of its interface. The methods used include user needs analysis, interface redesign using Figma, and design testing to improve accessibility and usability. The results of this study indicate that the implementation of a more intuitive, responsive, and visually appealing design significantly enhances the user experience. Therefore, the website is expected to serve as a primary source of public information and improve the effectiveness of the digital services provided by the local government.

Keywords: government website, User Centered Design, user experience, interface design, City of Pariaman.