

Abstract

Agriculture is one of the sources of community livelihoods in Arjasari District, one of the commodities grown by farmers in Arjasari District is vegetables. The variety of problems faced by farmers today makes farmers need additional information. Based on interviews with the head of the farmer group Wanajaya in the village of Pinggirsari, Arjasari District. Information needed by farmers, especially vegetable farmers, is information on pest management, weather information, and information on how to grow vegetable commodities. By knowing this information farmers are expected to be able to plant and care for their agricultural commodities better. Application of vegetable farmers information can be used as an alternative to help the information needs of farmers. This research was conducted with a user centered design approach to get the perspective, character and needs of users in developing this application. The method for analyzing tasks uses the Hirarchical Task Analysis (HTA) method, this method is used to describe tasks and subtasks in sequence, then the results of the task with the user experience model, and the conceptual model is used as a reference for making interface designs. The identification of usability aspects is carried out using the Quality in Use Integrated Measurement (QUIM) model which functions to implement the quality requirements of a product. The results of the tests conducted were low persona (85.75%), mid persona (92.75%), high persona (93.25%).

Index terms : *user interface, user experience, user centred design, pertanian, android*