# ABSTRACT

## IMPROVING USER INTERFACE TO INCREASE USER EXPERIENCE IN NGANGGUR.ID APPLICATIONS USING USER-CENTERED DESIGN METHOD

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Freelance is increasingly in demand by the current generation. This is due to the flexibility of time and work location and provides opportunities to channel interests and talents. In addition, the existence of a freelance system can create opportunities for equality and equal employment opportunities for freelancers from all regions of Indonesia. However, there are several obstacles in using the services of casual workers including the absence of guarantees for ongoing projects, not sure of the performance of casual workers, and relatively high rates of services for casual workers. So from these problems, it is hoped that an application can become a platform to connect people who need the services of freelancers with freelancers while maintaining the quality of the performance of workers as well as tracking progress that has been done by freelancers. Based on the results of a survey conducted Nganggur.id application has an average value of 3.7 out of 5 points in the aesthetic level. So it needs to be improved to improve the user interface of the Nganggur.id. Based on the results of the study, implementing the Centered Center Design method was able to increase the usability score by 13.10% from the previous usability score from 59.5% to 67.3%. This research discusses learning how to design a user interface that can improve user experience. This study uses a User-Centered Design method and evaluated using the Maze Design usability tool. The results of this study are design solutions on the Nganggur.id application that achieved High MIUS score which is 85. It can be concluded using the User-Centered Design method that can improve the user experience of the app.

Keywords: user interface, user experience, user-centered design