

## **ABSTRACT**

*In Indonesia, currently there are many UMKM or startups that provide products or services in various creative fields. The problems faced by UMKM or startups at the moment are generally information or sources of business funding or capital to continue the business, so it is very important to provide information related to the funding. The Salur application is an application that provides funding that brings together UMKM or startups with investors in the form of profit sharing and have features donations and inter-bank transfers as support. In making applications, there are several important factors that affect users, which is the User Interface (UI) and User Experience (UX).*

*The purpose of research to meet user needs by designing User Interface and User Experience design solutions. The method used in designing this application is User Centered Design method. the design application process are based on information and user needs. User Interface and User Experience design research get good results from the Usability level based on testing that had been done using the System Usability Scale (SUS) with a score of 78.*

**Keywords:** *User Interface, User Experience, User Centered Design, Mobile Application, UMKM, Startups, transfers, donation.*