ABSTRACT

Technological developments play an important role in facilitating the public to obtain information, especially the internet and supporting mobility, namely smartphones, where people can easily find news about politics, law, crime, and culinary tourism is one of them. The public can find out various information about culinary tourism, such as the name of the restaurant, the menu and price of the food, and the location of the restaurant. For the City of Padangsidimpuan itself, it does not yet have an application or website that provides information about restaurants so that people browse the internet which is still considered less than optimal because it is not practical. From these problems, an information-based technology is needed that can assist users in finding and providing information on the location of the restaurant they want to go to, namely by designing a User Interface (UI) restaurant search application using the User Centered Design (UCD) method. The activities carried out are creating User Personas, identifying user needs, and conducting tests using a usability scale on the user. Needs elicitation was conducted on 20 respondents. From the results of research using the User Centered Design method, there are conclusions, namely from the results of the User Persona there are goals that must be carried out through designing a restaurant search application, knowing user needs so as to produce a User Interface and usability testing results using the System Usability Scale (SUS) questionnaire, getting an average score an average of 77, which means the restaurant search application received a design rating of acceptable or suitable for use.

Keywords: *User Interface, User Centered Design*, SUS, *Requirement Elicitation*