

ABSTRACT

During this time the Event Organizer business process is still using conventional methods in all its activities. If there is no interaction between the vendor and the customer, the business process will automatically be hampered. In order to simplify the process of providing information and services to potential user, a website-based computerized system is needed to increase the effectiveness of Event Organizer services for users and related environments to produce fast and accurate information.

Rencara comes as a solution through an application in the form of an e-commerce platform that can help Event Organizer vendors publish their services and make it easier for user to get complete and reliable information with just one platform. In its development using User-Centered Design method and evaluating using System Usability Scale (SUS) method. Through this evaluation, the results of SUS score is 75.75 with grade C which obtained Excellent ratings, which means to be a design recommendation that is acceptable to users and ready to be implemented on the Rencara website.

Keywords: User-Centered Design, User Interface, User Experience, System Usability Scale, Event Organizer.