

## **Abstract**

Micro, Small and Medium Enterprises (MSMEs) are important state assets and are the driving force of the Indonesian economy. The smooth running of an MSME is supported by external factors such as assistance from the government and internal factors such as business management, one of which is recording. Based on the results of direct observations and interviews conducted with several owners of each category of MSMEs, namely micro, small and medium, record keeping can be integrated with database technology to create an information system. Information systems can simplify the recording process by providing calculations that are able to store business data for the long term. Currently, the recording information system is available in the form of a website-based application. Based on interviews, the use of these applications by SMEs is still minimal. This is caused by the lack of understanding of the MSME owners on the interface elements used and the way these elements are presented in these recording applications. An interface that matches the user's understanding can increase the attractiveness of the application to the target user. Users who are interested in using a product will be motivated to interact with the system so that there is an increase in the use of the application. Therefore, the User Centered Design method was chosen as a design method to identify user characteristics and needs. Recording involves data that are interconnected but have a different context of appearance. In the context of storing data, displaying the data is an iterative process and can lead to recurring design problems such as the inability of the user to navigate. User Interface Design Pattern is a design solution or template that is used as a solution to a recurring design problem. Analysis of the results of observations during testing the prototype of the website-based transaction and goods recording application that was built showed a positive response from users. In addition, based on the standard of assessment and comparison to the benchmark of the selected User Experience measurement method, namely the User Experience Questionnaire (UEQ), the model built is considered very good for the main aspects observed. The design pattern that is implemented into the model is documented as the final draft of the user interface design pattern.

**Keywords: UMKM, recording, User Interface Design Pattern, User Centered Design**