

ABSTRACT

The Asa Indonesia University Internal Quality Assurance System (SPMI) is used for various activities related to internal quality assurance, however, based on initial evaluation, a number of problems were found regarding usability and level of user satisfaction. This research aims to analyze and redesign the information system on the SPMI Asaindo University website by applying the User Centered Design (UCD) method. The UCD method was chosen because of its approach which focuses on user needs and experiences in each stage of system development. In this research, the methods used include analysis of the current system, data collection through interviews and surveys with website users, as well as designing a system prototype that is more user friendly. The results of this research show that the redesign was successful in improving the navigation, interface and features on the SPMI website, which had an impact on increasing comfort and ease of use. With this new design, it is hoped that the Asaindo University SPMI website can be more efficient and effective in conveying information related to quality assurance.

Keywords : *System analysis, redesign, information systems, SPMI, User Centered Design, website, usability.*