

ABSTRACT

IMPROVING THE WEBSITE USER INTERFACE USING THE HUMAN CENTERED DESIGN (HCD) APPROACH

(CASE STUDY: WEBSITE sinta.ittelkompwt.ac.id)

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The development of information technology has changed the paradigm of human interaction with systems, especially in the context of websites as a medium of communication and interaction. However, users often face challenges in using websites that do not meet their needs and preferences. This research aims to evaluate and redesign the User interface of the registration website for the final project proposal seminar 1 in the Informatics Study Program at Telkom University Purwokerto by utilizing the Human Centered Design (HCD) approach. The case study was carried out on the sinta.ittelkom-pwt.ac.id website. This research uses data collection methods through pre-redesign and post-redesign questionnaires. The pre-redesign questionnaire was distributed to students of batches 18, 19, and 20, while the post-redesign questionnaire was given to batches 20, 21, and 22. The SUS (System Usability Scale) scale was used as a measuring tool for user satisfaction with the website interface. Significant changes were made to improve information understandability, intuitive navigation, and interface aesthetics. The results of this research are recommendations in the form of a website prototype that has gone through a revalidation process using the System Usability Scale (SUS) method. Based on the validity test, a usability score of 51.090 was obtained. The test was conducted on 2,028 respondents consisting of students from class 2020 (who took Final Project 1), 2021, and 2022. The hope of the researchers is that the results of this study can contribute to website development in the academic context, as well as become a foundation for other institutions in designing website interfaces that pay attention to user needs and preferences.

Keywords: *Redesign User interface, Website, Human Centered Design (HCD), System Usability Scale(SUS).*