

ABSTRACT

This study aims to enhance the user experience of the LivinHome housing platform through user interface (UI) and user experience (UX) design using the User-Centered Design (UCD) method. The focus is on understanding user needs, addressing existing usability issues, and designing innovative solutions based on an in-depth understanding of users. Through the stages of User-Centered Design (research, design, prototype, evaluate), this study seeks to create improvements that satisfy users. Evaluation is conducted using the System Usability Scale, Time on Task, and Error Rate methods. The activity plan includes user analysis, ideation, prototyping, implementation, and iterative evaluation. The expected outcome is to enhance LivinHome's competitiveness in the property booking market by prioritizing user needs and preferences..

Keywords: *LivinHome, UI/UX, User Centered Design, Time on Task & Error Rate, System Usability Scale.*