

Abstract

REDESIGNING UI/UX DESIGN OF PURBALINGGA MEMIKAT WEBSITE USING USER CENTERED DESIGN METHOD

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The development of technology in the digital era encourages the wider utilization of technology in various aspects of people's lives. Based on the We Are Social report, internet users in Indonesia in January 2024 reached 66.5 percent of the total population, an increase of 0.8 percent compared to January 2023. The data shows a positive trend in the adoption of digital technology by Indonesians.. The Tourism Industry is one of the sectors that has developed in the use of digital technology. The utilization of technology in the tourism sector is also applied by the Purbalingga Regency Government, by creating the Purbalingga Memikat platform as a forum for information and promotion of tourism in Purbalingga Regency. Based on interviews with the management, namely the Purbalingga Youth, Sports and Tourism Office, there are several problems in the website. These problems are related to the completeness of content and features that need to be developed. In addition, questionnaires to users and the Heuristic Evaluation method were also carried out to identify deeper problems. The design process in this research uses the User Centered Design (UCD) method which focuses on user needs and involves users in every activity. In addition, the design evaluation process using the Usability Testing method with Maze resulted in an average score of 87, which indicates that the user interface design is in the high level category. The User Experience Questionnaire (UEQ) method was also conducted as frontend prototype testing. Based on the calculation results, each scale produces a positive evaluation with a mean and variance value above 0.8, which indicates an above-average value.

Keywords: *Heuristic Evaluation, Usability Testing Maze, User Centered Design (UCD), User Experience Questionnaire (UEQ)*