

ABSTRAC

The development of the creative economy sector in Banyumas Regency shows significant potential with the emergence of various creative spaces that support artistic, cultural, and creative business activities. However, the availability of centralized information regarding these creative spaces remains limited, making it difficult for the public and creative communities to access the information they need. This study aims to design the Loca Art Space website user interface as an information medium for creative spaces in Banyumas using the User Centered Design (UCD) method. A qualitative phenomenological approach was used to explore user needs through observation, interviews, questionnaires, and documentation. The design process involved identifying user needs, competitor analysis, wireframe design, prototyping, and design evaluation. The result is a website that presents comprehensive information about creative spaces, facilitates reservation processes, and serves as a platform for collaboration between creative communities. In addition to the website, supporting media such as posters, Stikers, keychains, enamel pins, Instagram feeds, and reels were also designed to strengthen the website's promotion. This design is expected to support the optimal development of the local creative ecosystem in Banyumas.

Keywords: *User Interface, Website, User Centered Design, Creative Space, Banyumas.*