**ABSTRACT**

The development of information technology makes everything easy to access information online anytime and anywhere, just like a website. With the existence of a website, users can search for information according to their needs. Implementation of Information and Communication Technology (ICT) in Indonesia is a very serious concern, because it found 91st. This shows that Indonesia is very far behind compared to other countries. Central Java Province found a percentage of 19.51%, very small when compared to the provinces of West Java and East Java which incidentally is one archipelago, namely the island of Java. In the Banyumas District case study, only official websites are owned which include youth, sports, culture, and tourism matters. This indicates that there is no specific website for tourism in Banyumas Regency. The method used in this research is user centered design (UCD) to make improvements to the system design interface design. Meanwhile, to measure in terms of user experience can use the user experience questionnaire (UEQ) as the method. The purpose of this study is to see the extent to which websites related to tourism in Banyumas Regency are in accordance with UCD and UEQ theory and to implement the UCD method in developing UI/UX designs. The results of this study are improvements to the system design interface design in accordance with UCD and UEQ methods, so as to increase the evaluation value and the benchmark level of a tourism website.

**Keywords:** User Centered Design, User Experience, User Experience Questionnaire, User Interface, Website