ABSTRACT

DigiPOS is Telkomsel's platform for making credit sales transactions, data packages, game vouchers and bill payments easily and quickly. All can be done anytime and anywhere. DigiPOS is perfect for customers who will sell credit individually or even become an outlet. Currently DigiPOS is more widely used by outlets that have sold Telkomsel credit before. The problem found in the DigiPOS application according to customers is that the user interface (UI) and user experience (UX) on DigiPOS are too complicated so that customers find it difficult and take a long time to access the menu when making transactions. Based on the results of a questionnaire conducted to 10 respondents, a score of 73 was obtained, which is at a sufficient level. So it is necessary to make improvements to improve the appearance of the DigiPOS Aja application design. The purpose of this study was to improve the design of the DigiPOS Aja application using the User Centered Design (UCD) method by testing using the System Usability Scale (SUS). The result of this study is a design improvement solution for the DigiPOS Aja application with a score of 82 which means that the new design solution is acceptable to users.

Keywords – *User Experience, User Interface, User Centered Design, System Usability*