ABSTRACT

ABAD.ID WEBSITE ANALYSIS USING USER CENTERED DESIGN (UCD) METHOD

By

Annisa Defitriana Riyani

19102284

An information website of an organization or group allows other interested users to read and view it, enabling them to obtain desired information without the need to directly contact the relevant parties. Abad.id website is initiated by PT. ABAD WARISAN NUSANTARA. This website covers topics related to culture, history, tourism, and cuisine in the archipelago. An interview with the developers of the abad.id website revealed that the development of the website's interface is still based on the developer's perspective. Thus, the role of respondents is needed in developing the user interface of the website, especially the interface that will be faced by the public. A User-Centered Design (UCD) approach is required to address the challenges faced by users in interacting with the system, with the hope that users will understand the system's functions from the first attempt. This research conducted a questionnaire distribution using the System Usability Scale (SUS) method to gather data for evaluating the Abad.id website. The evaluation results yielded wireframes and prototype design improvements on the abad.id website. Subsequently, the questionnaire was redistributed, and the SUS score obtained was 74.833, indicating acceptable usability, a grade of C, and a good criteria level. This suggests that respondents felt that the design improvements on the abad.id website had been executed as intended.

Keyword : *Website, User Centered Design(UCD), System Usability Scale(SUS), Website Abad.id*