ABSTRACT

The Pemalang Regency Regional Revenue Agency, abbreviated as Bapenda, is a government organization that operates to generate income, based on the principle of autonomy established above the law. The application of Bapenda in serving the needs of the community has a very high role where they are users of local tax services and of course they must get excellent service because it is closely related to financial problems. The Pemalang Regency Bapenda queuing system does not yet have an online queuing system available so that people still come to the Pemalang Regency Bapenda Office to take queue numbers and cause a lot of wasted visitor time. queue waiting time in the convention system is very influential on the level of visitor service satisfaction. This research was conducted in an effort to overcome the obstacles that existed in Bapenda Pemalang district by making a prototype design of the Online Queue mobile application to improve effective and efficient Bappenda services. The User Centered Design method is a method that will be used to design the display design of the Online Queue application. The purpose of using the User Centered Design method is to assist in determining the suitability of the User Interface (UI) and User Experience (UX) of the application based on the attractiveness of potential application users. In the UCD method there is an evaluation stage after the design is complete. At this stage it aims to evaluate the system by looking at it from the user's point of view. This evaluation stage will determine whether or not it is necessary to improve the appearance. In the evaluation stage, User Acceptance Testing (UAT) will be used to measure the level of user satisfaction from the prototype design application. The result of this research is a user interface design prototype which is made based on the Steps method in the UCD method.

Keywords: *Mobile applications, User Acceptance Testing (UAT), User Centered Design (UCD), User Experience (UX), User Interface (UI)*