

ABSTRACT

REDESIGN THE UI/UX WEBSITE COMPANY PROFILE USING USER CENTERED DESIGN METHOD (Case Study: Maxima Post Production)

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Maxima Post Production is a service provider company in the creative industry sector located in Jakarta. Maxima Post Production has a website as a means of promoting its services. However, a problem was found, namely the Maxima Post Production company profile website could not compete with other competitor websites because the appearance of the Maxima Post Production website still used a standard template and there had been no changes since the website was published. The Maxima Post Production website does not display profile information and services it owns, then the Maxima Post Production website has not implemented the latest technology and design trends which causes a company profile-based website that does not keep up with changing user needs and preferences reducing user comfort and interest in visiting the company's website. Maxima Profile Post Production. Based on the problems identified through observation and interviews, it is necessary to improve the UI/UX of the Maxima Post Production company profile website by using the User Centered Design (UCD) method as the redesign process method and the User Experience Questionnaire (UEQ) as an evaluation or testing method for design. repeat. designed. Redesign using UCD and testing using UEQ succeeded in getting maximum results from each scale on UEQ, the results obtained were very Excellent so that the results of this study were in line with the expectations of the owner of Maxima Post Production.

Keyword: *Redesign, Website, UI/UX, User Centered Design, User Experience Questionnaire*