

ABSTRACT

DESIGN AND DEVELOP THE FRONT END OF A WEBSITE USING USER-CENTERED DESIGN (CASE STUDY: LKP ROSE ALLENA))

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This research is prompted by the difficulty customers face in accessing information related to the services of LKP Rose Allena, including challenges in obtaining information from physical brochures and the need to manually make reservations by visiting LKP Rose Allena directly. In order to address these issues, the primary focus of this research is to develop a solution in the form of a front-end website for the information and reservation system of LKP Rose Allena. The method employed is User Centered Design, as it involves users in the development stages, allowing customers to provide feedback on the interface and website design that meets their needs. Evaluation was conducted involving 25 respondents using the System Usability Scale (SUS) questionnaire, which yielded a final SUS score of 75. This score falls into the category of index B, indicating good usability and an acceptable range of acceptance. Thus, the research results indicate that the developed front-end website has good usability and is well-received by users.

Keywords: Design dan Build, Front End, User-Centered Design, Website.