

## **ABSTRACT**

### **User Centered Design in increasing the attractiveness of the Caruban Gallery application**

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Based on the results of interviews with ten potential users, shows that some features of the application do not meet the needs of users. Application users face problems due to unclear application information, disorganized layout design and frequently crashing pages. Therefore, the author wants to conduct research on UI and UX application design with the User Centered Design method to redesign the application design section with several features that are tailored to the needs of the community and are easy to understand. User-Centered Design (UCD) is a design philosophy that prioritizes users in system development. The UCD method has been supported by a variety of techniques, methods, tools, procedures, and processes that help in the design of more user-centric interactive systems. UCD's goal isn't just to make useful products. UCD translates human experience and participation into design. The design of the application display that is designed already meets the needs and has a good usability value. Based on the average SUS score obtained reached a value of 80 with an acceptable category according to acceptability ranges. The design of application display is designed according to the needs of potential users who act as buyers including the display of the main page, category view, search view, description of goods, and payment process.