

ABSTRACT

APPLICATION OF THE USER CENTERED DESIGN (UCD) METHOD IN DESIGNING THE FRONT-END OF A WEB- BASED INFORMATION SYSTEM (CASE STUDY : BIMBEL PRIVATE ZINDA)

By

Anissa Tun Saadah

20104072

Zinda private tutoring is a non-formal educational institution that provides additional educational services for elementary to high school students. However, the marketing system is still done manually by distributing brochures to each school which creates challenges in conveying information to prospective registrants and difficulties in managing data. The problem causes the owner to have difficulty in recording student and tutor data, and increases the possibility of errors in data entry. Therefore, this research aims to design and develop a tutoring information system using the User Centered Design (UCD) method. The approach used in this design is Plan The Human Centered Process, Specify Context Of Use, Specify User Requirements, Design Solution and Evaluate Against Requirements. With the testing method applied involves the System Usability Scale (SUS) to measure user experience that focuses on usability and satisfaction. Through this test can measure the user's subjective perception of the usability of a system. The limitations of this research include making website interaction design through the development of user interface and user experience with the output results in the form of website prototypes. The results of the tests that have been carried out show that the website has successfully passed the System Usability Scale test, obtaining a user satisfaction level with an average of 82 with these results, the value can already be said to be good because it has received an A grade. Based on the results obtained in this study, it can provide solutions to the Bimbel and increase public understanding through a website that suits user needs.

Keywords: *Tutoring, Front-end, Websites, User Centered Design (UCD) and System Usability Scale (SUS).*

