

## ABSTRACT

### APPLICATION OF THE USER CENTERED DESIGN METHOD IN DEVELOPING LAUNDRY MANAGEMENT APPLICATIONS

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*In the current era, the laundry business is growing, especially in big cities like Purwokerto. But through the results of a survey conducted on 18 laundry entrepreneurs in Purwokerto, they have problems in managing laundry transaction data that still use physical media. Whereas data management in electronic format offers a number of conveniences such as saving storage space. Seeing the problems and advantages of archives in electronic format, a laundry management application was made. But on a system from the user's side, they often have difficulty using the system so that it is not easy to use (user friendly). To overcome these problems the development of a laundry management application applies the User Centered Design (UCD) method. The stages in the UCD method are analyzing user needs in which there are two stages, namely Specify the Context of Use and Specify User and Organizational Requirements to identify, determine who the users are and the characteristics of system users and the environment in which the system will operate by conducting interviews with 10 laundry business owner. After understanding user needs, the Produce Design Solution stage is carried out, which is the stage where the system design is converted into a system that can be used by users, then Evaluate Designs Against User Requirements is carried out using Usability Testing to measure the feasibility and success of the application and Black Box testing is carried out to test the interface and system functionality. Usability Testing results get a feasibility score of 79.8%. While all test scenarios on Black Box Testing were successfully executed, which means the development of laundry management applications using the UCD method is feasible because this application is easy to use, easy to learn, provides satisfaction and is as expected and useful for laundry entrepreneurs to manage their transaction data.*

**Keywords : Laundry, android, User Centered Design, usability, black box**