

I. INTRODUCTION

At this time the development of technology is growing faster along with the times [1]. Technology is needed for various purposes and is used in everyday life [1]. Along with technological developments, mobile phone devices also continue to develop until now there are various types of smartphones [2]. The existence of progress and smartphones are not only as a medium of communication but also as a medium for marketing goods/services used for technology business and attracting consumer interest [3]. In 2018, smartphone users in Indonesia are estimated to have more than 100 million active smartphone users [4]. During the pandemic, starting in 2020, the development of e-commerce in Indonesia is growing very rapidly. The existence of e-commerce makes it easier for people to make buying and selling transactions without the need for face to face [4]. There are accessory shops in the area around Surabaya that use smartphones as a medium for selling products through an application called Metoocel.

Metoocel is an online shop and application name that sells various accessories for smartphones and laptops. The purpose of the Metoocel application is to make it easier for users to view product catalogs, to make product purchases online without the need to come to the location.

Based on the results of interviews with Metoocel, information was obtained that the Metoocel application had never been evaluated regarding the usability of the application. In addition, Metoocel also said that they are still not satisfied with the current application user interface. This is because the appearance of the Metoocel application user interface is different from other e-commerce in general, so Metoocel feels the need to improve the current application user interface so that users are accustomed to using it.

Based on research such as "Usability Evaluation of UNRIYO Website Using System Usability Scale (Case Study: UNRIYO Website)" the main focus is design improvement where the evaluation uses the SUS method to develop the design [14]. In addition, the research entitled "Evaluation and Design of User Interfaces for Mobile Applications for Online Public Complaints Services Using Human-Centered Design" has the main focus of providing recommendations for interfaces using the Human Centered Design (HCD) approach [13]. There are shortcomings in this study, such as the absence of an explanation of the reasons for obtaining the SUS score and not explaining in detail each stage of human centered design in making improvements to the interface. This evaluation has also never been carried out at the Metoocel company so that it can provide recommendations for improving the application user interface. Therefore, these studies become a reference for researchers to conduct this research by providing a more detailed explanation at each stage of Human Centered Design and analyzing the results of the evaluation of the SUS questionnaire obtained.

Through the initial evaluation of the study using the System Usability Scale (SUS) questionnaire with 20 respondents using the Metoocel application. The results of the questionnaire showed that the Metoocel application obtained a score of 54 from a scale of 0 - 100 and was included in the "low marginal" acceptability ranges category and obtained a grade scale category "F". Therefore, this shows that the Metoocel application still has shortcomings related to the usability of the application that was tested using the SUS questionnaire [5].

To overcome user problems related to the user interface, it is necessary to evaluate and redesign the Metoocel application user interface. The redesign of the user interface uses the Human Centered Design method. To get a good user experience, use the Human Centered Design method which can create a system that focuses on user needs [6]. In addition, the use of the Human Centered Design method aims to develop a user interface by involving users during the system development process and can increase the usability factor of the system [7]. Testing using the System Usability Scale (SUS) is a good instrument to use in measuring usability [5]. The SUS test contains 10 questions as a testing tool and does not require a large number of samples but can provide accurate test results [8].

Based on this background, it is hoped that the evaluation and redesign of the Metoocel application user interface using the Human Centered Design method can increase the usability value in using the Metoocel application.