

## **ABSTRACT**

The rapid development of digital technology has opened new opportunities to enhance the efficiency of educational data management. This study focuses on designing a user-friendly interface for a mobile Student Portal application tailored to the specific needs of SMP BPI 1 Bandung. Using a qualitative approach, the design process included user needs analysis through interviews with the school principal and a comparison matrix to evaluate design options. The AISAS (Attention, Interest, Search, Action, Share) framework was also applied to better understand how users interact with the application. The final design features key functionalities such as class schedules, academic performance reports, and a communication platform connecting the school, students, and parents. The application aims to simplify data management processes.

**Keyword:** User Interface, Mobile Application, Education