

ABSTRACT

REDESIGN WEBSITE OF TELKOM PURWOKERTO IT INFORMATION SYSTEMS STUDY PROGRAM USING USER CENTERED DESIGN (UCD) METHOD

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Redesign is a design renewal process aimed at enhancing the aesthetics and functionality of a website. The website of the Information Systems Study Program at Telkom University Purwokerto was found to have several issues, such as missing images, a confusing homepage layout, and the absence of a feature to view the requirements for the Final Project and MBKM program. To address these issues, a website redesign approach was implemented using the User-Centered Design (UCD) method. The main objective of this study is to improve the website's SUS score to the "Excellent" category by applying the UCD method and adding necessary features for Information Systems students at Telkom University Purwokerto. Based on an initial evaluation using the System Usability Scale (SUS) method, the website obtained an average score of 61, which falls into the "Poor" category, indicating that it does not adequately meet user needs. After the redesign and evaluation process, the results showed a significant improvement, increasing the usability score to 82, placing it in the "Excellent" category. This demonstrates that the User-Centered Design (UCD) approach is effective in addressing user needs by providing comprehensive academic information, a responsive design, an intuitive layout, and a user-friendly interface.

Keywords: Redesign, User Interface, User Experience, User Centered Design (UCD)