

ABSTRACT

In the digital era, the website of student organisations such as BEM KEMA Telkom University Purwokerto is expected to be able to support communication and access information effectively. However, the results of initial observations and questionnaires show that the current website still has major problems in the aspects of functionality (such as navigation buttons not working), content (visual assets fail to load), and design (inconsistencies in layout and typography), thus reducing the quality of usability and user experience. This research uses a systematic User Centred Design (UCD) approach to evaluate and improve the user interface. The research stages include observation, semi-structured interviews with six user representatives, and distributing questionnaires to 30 respondents in 3 stages: pre-evaluation, evaluation, and post-evaluation to identify actual needs and problems. The design solution was developed through the creation of wireframes and high-fidelity prototypes using Figma, then implemented into the front-end of the website. Usability evaluation was conducted using the System Usability Scale (SUS) method involving respondents from various user roles. The evaluation results showed a significant increase in usability scores, from an initial SUS score of 65.25 ('poor') to 80.3 ('good') after the design iteration. This improvement proves the effectiveness of the UCD approach in overcoming usability, functionality, and interface aesthetics problems, so that the BEM KEMA website is more responsive, intuitive, and fulfils user needs optimally.

Keywords: *Evaluation, UI/UX, User Centered Design (UCD)*