

ABSTRACT

The WaroengKita platform is a marketplace developed to assist BUMDes and MSMEs in Giyanti Village, Rowokele District, Kebumen Regency. The Waroeng Kita platform has a System Usability Scale (SUS) score of 69.63, indicating that the user experience is still not optimal compared to other marketplaces. This problem shows that the interface and ease of use need to be improved so that users can use the Waroeng Kita application easily. The digitalization of BUMDes and UMKM is important for improving market access and competitiveness, but design limitations that are not user-centered pose a challenge. To address this, the platform was redesigned using the User-Centered Design (UCD) method, which consists of four stages: understanding the usage context, determining user needs, designing solutions, and conducting evaluations. Evaluations were carried out through usability testing and iterative SUS measurements. The design was developed using Figma, while the app implementation utilized Flutter. Testing results showed an increase in SUS scores, starting from 49.61 before the redesign, rising to 56.5 in the first iteration, and reaching 70 in the second iteration—approaching the “good” category and indicating significant improvements in comfort and ease of use. This research contributes to the development of a marketplace platform that better aligns with user needs, particularly for SMEs and village-owned enterprises in rural areas, and serves as a reference for system development based on a user-centered design approach.

Keywords: *user-centered design, usability testing, platform marketplace, user interface*