

ABSTRACT

Manual rice farming data recording by agricultural extension workers in Bobotsari District remains a major challenge in the implementation of agricultural extension programs. The conventional methods used are prone to recording errors, data loss, and are impractical for field use. This study aims to design a mobile-based rice farming data recording application using the User Centered Design (UCD) approach, which emphasizes user involvement at every stage of development. The design process was carried out through observation, interviews, identification of user needs, and the creation of Low-Fidelity wireframes using Figma. The application is designed to be easily used by extension workers aged 30–50 years, with a simple interface and intuitive navigation. Prototype testing was conducted using the System Usability Scale (SUS) method with six respondents, resulting in an average score of 85, which falls into the “Excellent” category. These results indicate that the application design meets user expectations in terms of ease of use, practical data recording, and interface comfort. This research contributes a digital solution that improves the quality of agricultural data recording, accelerates fieldwork processes, and supports the success of extension programs in a more accessible and structured manner.

Keywords: *User Centered Design, agricultural application, data recording, System Usability Scale*