

ABSTRACT

DESIGN AND IMPLEMENTATION OF UI/UX ON THE E-COUNSELING WEBSITE USING THE HCD (HUMAN CENTERED DESIGN) BUREAU OF PSYCHOLOGY METAPHORS

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The era of globalization is characterized by the phenomenon of information and telecommunications technology that supports all fields. The phenomenon of information and communication technology (ICT) for the global community (the world) then creates a tendency for an open society paradigm. This study applies the HCD (Human Centered Design) method. There are 3 stages in the HCD approach, namely inspiration, identification and implementation. In the initial stages, the process of collecting data involves observing and interviewing user needs. Then carry out the process of identifying user problems and creating UI/UX to get evaluations from users. The Counseling Center, prevention of sexual violence and bullying is a service that is part of psychological counseling as an effort to facilitate or assist the community in dealing with everyday problems that may arise and interfere with daily activities and have an impact on psychology in the form of counseling and psychoeducation activities. In addition, it also carries out activities to prevent sexual violence and bullying in the community. Referring to the results of interviews with the person in charge of the Metafora Foundation or the Metaphor Psychology Bureau, it was conveyed that the services available at the bureau use face-to-face services, but in implementing technology carried out by the Foundation I use what up and Instagram so that it is said to be less effective in implementing services

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