

ABSTRACT

With the rapid advancement of information technology, the way people access and consume digital news has become more diverse. This has led news websites to face significant challenges in maintaining optimal user experience (UX). Various design issues, such as confusing navigation, inefficient element selection, and suboptimal content placement, can potentially reduce user engagement and satisfaction. This study aims to analyze design issues on a news website using *eye-tracking* to identify areas that are often overlooked by users, and to apply *User-Centered Design* (UCD) as a method for analyzing problems from the user's perspective. Through *UCD*, an in-depth analysis is conducted to understand the difficulties users face, including navigation problems and inefficient content placement.

As an evaluation method, *System Usability Scale* (SUS) is used to measure the effectiveness of the improvements made to the website's *usability*. The results show that the use of *eye-tracking* successfully identified areas frequently ignored by users, while the application of UCD resulted in a more intuitive and efficient design with more strategically placed content. Evaluation using *SUS* revealed a significant increase in *usability* scores, indicating the successful improvement of the *User Interface* (UI) and *User Experience* (UX) of the news website. This study contributes to the development of a better digital experience and encourages increased user engagement and loyalty to digital news websites.

Keywords: *Eye-tracking, User-Centered Design (UCD), User Experience (UX), User Interface (UI), SUS, Content Placement, News Website.*