

ABSTRACT

This research improves the user interface (UI) of the official web application of PT. Alita Metropolitan (almet.id). The background of this research is based on numerous user complaints regarding the disorganized UI of almet.id, such as unstructured content layout, hidden important buttons, and other technical and performance issues that have damaged the company's image. This situation motivated the company to approve a study focused on redesigning the UI based on user's input. This research implemented the User-Centered Design (UCD) approach to redevelop almet.id's UI and to demonstrate the importance of such step. The approach includes literature reviews on UI and UCD principles, user interviews to identify interface problems and needs, and quantitative usability testing using the System Usability Scale (SUS). This redevelopment was carried out iteratively in accordance with UCD steps. The author produced low-fidelity and high-fidelity sketches, an interactive Figma prototype, and evaluation data collected through two rounds of interviews and two SUS testing phases. Initial SUS testing of the old UI showed an average score of 45.56 (poor category), indicating the need for improvement. After implementing UCD and developing the new UI, the subsequent SUS test showed a significant increase to 89.31 (excellent category). Interviews and evaluations confirmed that the new design addressed all previous user complaints and added positive elements that enhanced satisfaction (for example, more consistent color schemes, cleaner layout, and more intuitive navigation). Therefore, the UCD-based redesign of the almet.id interface proved effective in improving both the quality and aesthetics of the UI. The significant increase in SUS score and the positive user feedback indicate that the new UI meets user needs and expectations.

Keywords: *User Interface, User Centered Design, almet.id*