

ABSTRACT

Temajuk Village, a tourist destination in West Kalimantan, has significant tourism potential. However, the current VisitTemajuk website does not fully meet user expectations in terms of navigation, information presentation, and ease of access. This study aims to redesign the website using the User-Centered Design (UCD) method, focusing on user needs and preferences. The UCD process is carried out through four stages: understanding the context of use, specifying user requirements, designing solutions, and evaluating the results against user needs.

The evaluation was conducted using the System Usability Scale (SUS) to measure the usability level of the website before and after the redesign. The initial SUS score was 31,0 categorized as “Worst” (Grade Scale “E”). After the redesign, the SUS score significantly increased to 81,25, which falls under the “Excellent” category with a “A” grade. This improvement demonstrates that the UCD approach significantly enhances the user experience when accessing the VisitTemajuk website. Therefore, the findings of this study can serve as a reference for developing other tourism websites with a user-centered focus.

Keywords: *tourism website, user-centered design, usability, system usability scale, prototype, Temajuk village*