

ABSTRACT

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ANALISIS DAN PERANCANGAN *USER INTERFACE* DAN *USER EXPERIENCE* APLIKASI PARIWISATA BOGOR MENGGUNAKAN METODE *USER CENTERED DESIGN* (UCD)

Thesis. Information Systems Department, Faculty of Computer Science & Information Technology, Gunadarma University, 2023.

Keywords : Aplikasi Pariwisata Bogor, *User Interface*, *User Centered Design*.

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A good user interface can enhance the user experience (UX) and facilitate the use of the application with ease. However, there are still many applications that have inadequate UI, causing users to have difficulty or even reluctant to use the application. The Bogor Tourism Application is a mobile android-based application created by the author using Android Studio software, Flutter as a framework, and Dart as its programming language with the aim of helping tourists who have difficulty finding natural and culinary tourist locations to be visited in Bogor. However, this application has problems with a simple user interface display. Therefore, the purpose of this research is to make improvements and increase the usefulness of the user interface and user experience using the user-centered design (UCD) method. For prototype testing using usability testing, blackbox testing, and a/b testing methods. Based on the analysis and wireframe design, a prototype design was produced on figma which was made based on user needs, then prototype design testing was carried out using usability testing and a/b testing methods. The final result of the test got a score of 90%, so it can be concluded that users prefer and like the new design compared to the old design. Based on the results obtained in this study, it is hoped that the design that has been made can be implemented for further improvements to the Bogor Tourism Application to facilitate application usage.

Bibliography (2019 – 2023)