Perancangan UI/UX Aplikasi Pembelajaran dan Pengembangan Minat pada Bidang *Voice Talent* dengan Menggunakan Metode *Human Centered Design*
User Interface and User Experience Design Application of Learning and Development Interest in Voice Talent Using Human Centered Design
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ABSTRACT

Voice over or voice over or dubber is increasingly needed to meet the need for the production of video content which is increasingly extraordinary, therefore there is a need for learning media that equips Voice Talents who want to enter the world of sound. This research resulted in designing user interfaces and user experience learning applications and developing interests in the field of voice talent. The design method used is Human Centered Design and usability testing is carried out using a questionnaire and the System Usability Scale task scenario. There are 4 phases in HCD design (1) Identify users and determine the context of use; (2) Define user requirements; (3) Generate design solutions; and (4) Evaluating design solutions against needs. In the evaluation phase, usability testing is carried out which includes 3 aspects, namely effectiveness, efficiency and satisfaction. In the aspect of efficiency using the time based efficiency equation to find out the time needed by the user to complete the test scenario. On the aspect of satisfaction using the System Usability Scale method. The test results from the design obtained an effectiveness of 97%, an efficiency value of 0.147 goals/second and a satisfaction value of 72.8 which is included in the "Good" category in the adjective ranking.

Key words: *Voice Talent, User Interface, User Experience, Human Centered Design, System Usability Scale.*