

**Analisis Dan Redesign UI/UX Pada Aplikasi Fruits Zone Menggunakan Metode User Centered Design (UCD)** (Analysis and redesign of UI/UX in the Fruits Zone application using the User Centered Design (UCD) method)

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***ABSTRACT***

*Early childhood education plays a crucial role in providing educational stimulation that supports the physical and mental development of children until they are ready to enter further education. In this digital era, the use of educational media, including multimedia and interactive animations, has become an effective tool in creating an engaging learning environment for children. This study analyzes a previous fruit-based educational media application that used computer vision technology to recognize fruits. Additionally, an evaluation was conducted through a survey distributed to 20 respondents, including early childhood education teachers, students, and parents, to assess the quality of the current website, which is only available on the desktop platform. The User-Centered Design (UCD) method was applied in redesigning this educational media application, focusing on a deep understanding of users and integrating their feedback at every stage of development. The study's results show that the old website requires improvement, while the acceptance rate of the new design produced through UCD reached 65.75%. Therefore, this study aims to enhance the effectiveness and appeal of fruit-based educational media for early childhood education by emphasizing the redesign of UI/UX according to user needs.*

*Keywords: Early Childhood Education, Learning Media, Computer Vision, User-Centered Design, UI/UX Redesign.*