The Application of User-Centered Design (UCD) Method in the UI/UX Design
of a Mobile-Based Event Ticket Booking System

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ABSTRACT

The event industry in Indonesia, particularly music concerts, has experienced rapid growth. However, ticket booking systems still face various challenges, such as complicated processes, limited payment methods, and a lack of supporting features like event reminders. This study aims to design the UI/UX of a mobile-based event ticket booking application using the User Centered Design (UCD) approach to align with user needs. Usability evaluation was conducted quantitatively using the System Usability Scale (SUS) by distributing questionnaires to 100 respondents. The results showed an increase in SUS score from 63.5 to 76 after design iterations, along with improvements in the Adjective Rating, Grade Scale, and Acceptability Range. The use of the UCD method in the design process and SUS in the evaluation proved effective in enhancing the application's usability.

Key words: *Event Ticket Booking, Mobile Application, System Usability Scale* (SUS), UI/UX, *User Centered Design* (UCD)