

UI/UX Optimization of the E-Pusda Nganjuk Application Using the User Centered Design Method to Improve User Experience
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ABSTRACT

The E-Pusda Nganjuk application as a digital literacy platform developed by the Department of Archives and Library of Nganjuk Regency still faces several issues in terms of User Interface (UI) and User Experience (UX), such as an unattractive design, confusing navigation, and unintuitive feature placement. These issues impact user satisfaction and reduce the intention to use the application. This study aims to optimize the UI/UX of the E-Pusda Nganjuk application using the User Centered Design (UCD) method to improve user experience. The research was conducted through four UCD stages, namely understanding the context of use, specifying user requirements, designing solutions, and evaluating the design. Data were collected through interviews and questionnaires, while the evaluation was carried out using A/B Testing based on the System Usability Scale (SUS) involving 100 respondents. The results show an increase in the average SUS score from 48 in the old design to 80 in the new design, with a difference of 32 points. This score falls into the acceptable category, grade scale C, and adjective rating Excellent, indicating that the new design has a good level of usability. This study proves that the implementation of the User Centered Design (UCD) method is effective in optimizing UI/UX and successfully improves the user experience of the E-Pusda Nganjuk application.

Keywords: *UI/UX, User Centered Design, A/B Testing, System Usability Scale, Redesign, E-Pusda Nganjuk*