

Optimization of the UI/UX of the Simojjang Application Using the User-Centered Design Method to Improve User Experience

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ABSTRACT

Simojjang application is used to support the process of reporting road damage in Nganjuk Regency. However, based on the initial identification, several issues were still found in terms of interface and user experience, such as unclear reporting displays and a less optimal interface. This study aims to optimize the UI/UX design of the Simojjang application using the User-Centered Design (UCD) method. The research stages include data collection through questionnaires distributed to 100 residents of Nganjuk and interviews with the Public Works and Spatial Planning Office, the development of User Personas, Userflow design, low-fidelity prototype development, and high-fidelity prototype development. The design Results were then evaluated using A/B Testing and the User Experience Questionnaire (UEQ). The Results show that the new design of the Simojjang application was well received by users and improved user experience in terms of attractiveness, efficiency, clarity, comfort, and innovation, with evaluation Results ranging from the Good to Excellent categories. The new design for the road damage reporting feature and road damage image detection became one of the main strengths because it provides more specific functional value for users.

Keywords: *UI/UX, User-Centered Design, A/B Testing, User Experience Questionnaire, Simojjang*