

UI/UX Design and Implementation of Suci Village Website in Panti Subdistrict, Jember Regency Using Human-Centered Design Method

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ABSTRACT

This study aims to design and implement the User Interface (UI) and User Experience (UX) of the Suci Village website, located in Panti District, Jember Regency, using the Human-Centered Design (HCD) approach. The research was motivated by the underutilization of the existing village website due to a user-unfriendly design that fails to accommodate the needs of residents with varying levels of digital literacy. The design process was carried out iteratively through four main HCD stages based on the ISO 9241-210 standard: understanding and specifying the context of use, specifying user requirements, producing design solutions in the form of prototypes, and evaluating the design against requirements. Evaluation was conducted using the System Usability Scale (SUS) method involving 51 respondents, yielding an average score of 75.39. Effectiveness testing showed a task success rate of 97.92% for admin users and 98.91% for general users, while efficiency testing produced a ratio of 0.033–0.034 goals/second, categorized as very fast. The outcome of this research is an inclusive, functional, and user-friendly village website prototype capable of optimizing information transparency, online public administrative services, and the promotion of local tourism and MSME potential in Suci Village.

Keywords: Human-Centered Design, UI/UX, Village Website, System Usability Scale, Suci Village