

## ABSTRAK

Kemajuan teknologi informasi yang pesat mempengaruhi berbagai sektor di Indonesia, termasuk di tingkat desa. Desa Cibedug menghadapi masalah kekurangan akses informasi penting karena belum memiliki *website* yang memadai. Hal ini menghambat transparansi, akuntabilitas, dan partisipasi warga dalam pemerintahan desa. Penelitian ini bertujuan untuk merancang dan mengembangkan *website* Desa Cibedug menggunakan metode *Human Centered Design (HCD)* untuk meningkatkan *UI/UX website* tersebut. Metode *HCD* dipilih karena pendekatannya yang berfokus pada kebutuhan dan pengalaman pengguna. Proses perancangan melibatkan fase identifikasi kebutuhan pengguna, pembuatan *prototype* desain, dan evaluasi *usability*. *Prototype website* yang dihasilkan telah diuji menggunakan *User Experience Questionnaire (UEQ)* untuk mengevaluasi kualitas *UI/UX*. Hasil evaluasi menunjukkan bahwa *website* memiliki tingkat informativeness sebesar 47% dan kualitas Pragmatis serta Hedonis berada dalam kategori "*Excellent*". Testing menunjukkan tingkat kepuasan pengguna mencapai 83,33% dan kemudahan navigasi sebesar 90%. Desain ini diharapkan dapat meningkatkan efisiensi penyampaian informasi, transparansi, dan partisipasi warga di Desa Cibedug.

Kata Kunci: *UserInterface, User Experience, Website, Human Centered Design, UEQ*

## **ABSTRACT**

*Rapid advances in information technology are affecting various sectors in Indonesia, including at the village level. Cibedug Village faces the problem of lack of access to important information because it does not have an adequate website. This hampers transparency, accountability and citizen participation in village governance. This research aims to design and develop the Cibedug Village website using the Human Centered Design (HCD) method to improve the UI/UX of the website. The HCD method was chosen because of its approach that focuses on user needs and experience. The design process involves the phases of identifying user needs, creating a design prototype, and usability evaluation. The resulting website prototype has been tested using the User Experience Questionnaire (UEQ) to evaluate UI/UX quality. The evaluation results show that the website has an informativeness level of 47% and Pragmatic and Hedonic qualities are in the "Excellent" category. Testing shows that the level of user satisfaction reached 83.33% and ease of navigation was 90%. This design is expected to increase the efficiency of information delivery, transparency and citizen participation in Cibedug Village.*

*Keywords: User Interface, User Experience, Website, Human Centered Design, UEQ*