Vol. 09, No. 02, July 2025, pp. 163-173

INTERNATIONAL JOURNAL OF INNOVATION IN ENTERPRISE SYSTEM

Journal homepage: https://ijies.sie.telkomuniversity.ac.id
e-ISSN: 2580-3050, DOI: https://doi.org/10.25124/ijies.v9i02.9834

User Interface Redesign an Existing Digital Invitation Platform Using User Centered Design Method

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ARTICLE INFO

Article history:
Received 21 August 2025
Accepted 28 January 2026
Published 11 June 2026

Keywords:
Digital Invitation; Figma; User Experience; User Centered Design; User Interface

ABSTRACT IN ENGLISH

The rise of digital invitations has transformed how people create and share event information, with many platforms now offering online invitation services. One such platform, which serves as the object of this study, provides invitation catalogs through its website but faces issues related to user interface (UI) design and inefficient template selection that negatively impact user experience (UX). This research aims to redesign the interface of the digital invitation platform to enhance usability and user satisfaction by applying the User-Centered Design (UCD) method. The study followed the four stages of UCD: (1) understanding the user context, (2) specifying user requirements, (3) designing solutions, and (4) evaluating the design. The context analysis identified two primary user groups—engaged couples and general users. In the requirement specification stage, low-fidelity wireframes were developed to visualize preliminary design ideas. The solution design stage produced high-fidelity prototypes with more refined visual elements, including colors, typography, icons, images, and interactive components such as buttons and navigation using Figma. Finally, the evaluation stage was conducted using the System Usability Scale (SUS). The results indicated that engaged couples achieved a SUS score of 84, while general users scored 83.5. Both results fall into Category A (Excellent), suggesting that the redesigned interface is highly usable, easy to learn, and provides a satisfying user experience. These findings highlight the effectiveness of the UCD approach in optimizing digital platforms, particularly those aimed at event and invitation services.

1. INTRODUCTION

The transition from printed to digital invitations has become increasingly evident in Indonesia, driven by high internet penetration and the ease of distribution through social media and messaging applications. The 2024 APJII survey reported that internet penetration in Indonesia reached 79.5% (≈221.6 million users), confirming both infrastructure readiness and digital behavioral shifts as prerequisites for adopting web- and mobile-based services, including digital invitations [1][2]. With the rising trend of sending invitations via WhatsApp, the demand for printed invitations continues to decline, making e-invitations a mainstream practice within Indonesian socio-cultural contexts [3].

Considering the limitations of printed invitations, many people are now switching to digital alternatives, which are more practical, efficient, and environmentally friendly as they reduce paper waste [4]. Digital invitations, whether in the form of images, videos, or websites, can be shared easily through social media or email [5]. This increasing demand has encouraged the emergence of digital invitation platforms that provide users with modern designs, customizable features, and complete services for various events [6]. Popular features include unlimited guest input, QR codes, RSVP functionality, background music, custom domains, and flexible page designs, all of which enhance user experience.

One of the digital invitation platforms, referred to as Platform X, already operates a website as a medium for offering various invitation designs. An initial analysis was conducted as a pre-research activity, and the preliminary findings indicate that the user interface of the platform has several weaknesses. These weaknesses are primarily related to typography, visual design, and interface consistency, which cause confusion for some users when accessing certain features. In addition, the platform provides insufficient support for users in searching for invitation templates that match their preferences or needs. These identified issues form the basis for proposing the importance of redesigning the user interface of the digital wedding invitation platform in accordance with user needs. Figure 1 illustrates the current interface of the digital platform's website.

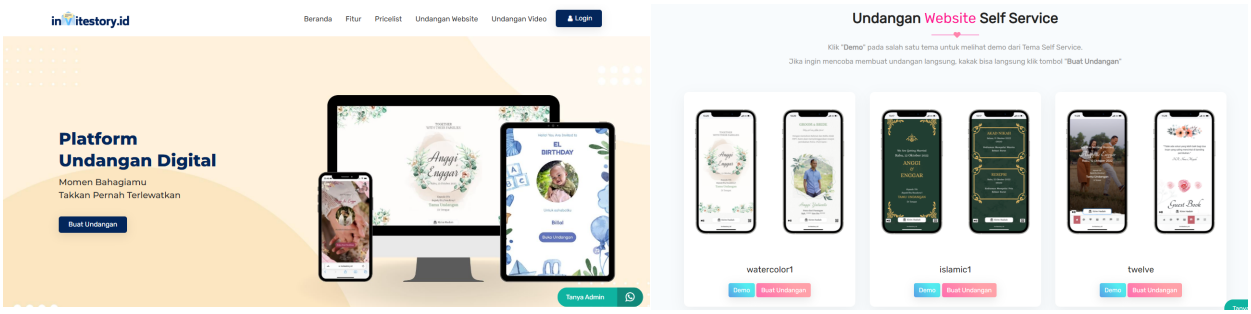

Figure 1 - Current user interface of the digital invitation platform

However, despite offering rich features, usability challenges remain, particularly regarding website user interface (UI) design. Pre-research findings revealed several issues such as cluttered layouts, disorganized structures, and poor responsiveness across devices. These challenges negatively affect the overall user experience (UX), especially in terms of ease of use and satisfaction when interacting with the platform. Prior studies on interface redesign have shown its importance across various domains. For instance, interface redesign was applied to government websites to address complex navigation that confused users [7][8]. Similarly, redesigning the interface of a local e-commerce website in Germany improved both satisfaction and usability [9][10].

As a systematic approach, User-Centered Design (UCD), standardized in ISO 9241-210:2019, emphasizes an iterative cycle: understanding the context of use, specifying requirements, designing solutions, and evaluating against user needs [11][12]. Unlike other methodologies such as Lean UX, Double Diamond, and Design Thinking, UCD distinctly prioritizes user needs, comprehensive documentation, and digital interface focus [13][14]. Research has suggested that UCD is the most suitable method for digital process and interface development, ensuring usability, efficiency, and user satisfaction [15].

The aim of this study is to redesign the user interface of a digital invitation platform using the UCD approach to minimize friction in discovering and selecting templates. While many studies have applied redesign strategies to academic or governmental systems [7][8][9][10][16][17] specific investigations targeting "choice architecture" within digital invitation template catalogs remain limited. Industry publications highlight adoption growth but rarely provide controlled UX metrics in template selection workflows. This study addresses this gap by employing UCD to explicitly map choice overload issues into catalog design patterns, validate improvements using the System Usability Scale (SUS), and document design artifacts from low-fidelity to high-fidelity prototypes in the context of an Indonesian digital invitation platform.

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2. METHOD

This study employs the User-Centered Design (UCD) method as defined in the ISO 9241-210 standard, which emphasizes the active involvement of users throughout all stages of the design process. UCD was selected because it is particularly suitable for redesign processes, where design decisions are grounded in the evaluation of an existing system and the actual needs of users. In this research, UCD is not applied to develop a new system, but rather to improve and optimize the user interface of an already operational digital invitation platform.

The research began with an evaluation of the existing digital invitation system as the basis for conducting the redesign process. This initial evaluation aimed to identify usability problems experienced by users when interacting with the existing system. The evaluation method used at this stage was exploratory in nature, consisting of semi-structured interviews and direct observations involving potential platform users.

Following the evaluation of the existing system, the redesign process was carried out by implementing the four main stages of the User-Centered Design (UCD) method. User-Centered Design is a method in creating interface designs that places users at the center of the entire development process [18]. In this method, users are actively involved from the early stages to the end, with the goal of ensuring that the resulting interface design truly meets the needs, desires, and comfort of the users. The main focus in UCD is to understand what users want to do and what objectives they aim to achieve when using an application or website [19]. By directly involving users, developers can create interface designs that are more attractive and easy to use. Additionally, the implementation of this method also helps to ensure that the appearance and functionality of the application truly align with user expectations through measurement and testing processes based on real (empirical) data [12].

The UCD method has several key principles, including a focus on users, comprehensive design, user testing, and an interactive design approach [20]. The user-focused principle aims to deeply understand user behavior, mindset, and characteristics. Comprehensive design covers not only the user interface but also support systems and technical assistance related to the hardware and software required. Meanwhile, user testing is conducted by observing their interactions, evaluating the feedback provided, and analyzing how they solve problems that arise during application use [13].

The stages of the UCD method are used as a reference in this study to address the research objectives; an overview of the stages of the UCD method is presented in figure 1. This research was conducted through several stages that have been organized by the researcher, as shown in figure 2.

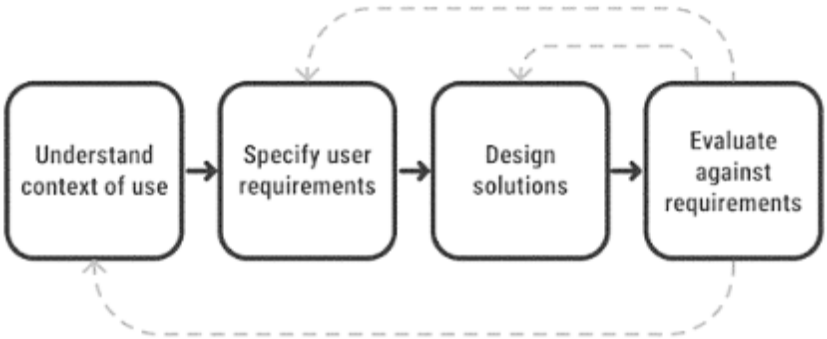


Figure 2 - Stages of user-centered design method

The first stage is to determine the user's context by understanding who the user is and how they interact with the application. Then, user needs are identified and analyzed to ensure that the design meets the user's expectations by creating a low fidelity wireframe. After that, a design solution in the form of a high fidelity prototype is created using Figma. This prototype is tested using the System Usability Scale (SUS) method to evaluate aspects of usability, comfort, and user satisfaction with the design that has been created.

The System Usability Scale is one of the most commonly used evaluation methods to measure the usability level of a system from the user's perspective [21]. SUS aims to provide a quick and comprehensive overview of user perceptions of a system, particularly in terms of efficiency, learnability, and satisfaction with development [22]. The advantage of this method lies in its simplicity and speed of data collection, making it suitable for various testing contexts, whether for new digital products or those that are in development [23][24].

3. RESULT AND DISCUSSION

This section presents the research findings obtained from the evaluation of the existing system, the user interface redesign process using the User-Centered Design (UCD) approach, and the usability evaluation of the redesigned interface. The presentation of results is structured in accordance with the previously described methodological stages, demonstrating a clear linkage between the initial problems, the proposed design solutions, and the usability evaluation outcomes.

3.1. Evaluation the Existing of System

The initial evaluation of the existing digital invitation system was conducted to identify usability issues that served as the foundation for the redesign process. This evaluation was carried out through semi-structured interviews and observations involving potential platform users. The results of the evaluation indicate that users encountered several major challenges when interacting with the existing system.

The most frequently identified issues include an overly dense and poorly structured interface layout, low navigation consistency, suboptimal text size and contrast, and the absence of filtering and template categorization features. Additionally, users experienced difficulties in understanding the invitation creation process due to the lack of clear step-by-step guidance. These findings indicate that the existing system does not fully support usability principles, particularly in terms of ease of use and interaction efficiency.

The results of this initial evaluation were subsequently used as the basis for formulating user requirements and determining appropriate design solutions in the subsequent stages.

3.2. *Understand Context of Use*

The initial stage was conducted by understanding the context of use through user identification, interviews, user personas, and pain point analysis. The study identified two main user groups: engaged couples and individuals, each with distinct needs. Interviews with 12–20 respondents explored their experiences, challenges, and expectations related to interface appearance, navigation, readability, and template selection. Table 1 presents the interview findings from engaged couple users during the stage of understanding the context of use.

Table 1 - Interview Findings – Engaged Couple Category

No	Question	Current Response	Future Expectation
1	What is your opinion about the user interface of the digital invitation platform?	Based on the interview results, the majority considered it quite modern and visually appealing, however the majority of respondents felt that the color composition and visual elements were still too striking and dense, thus disturbing comfort.	The colors are made softer and the layout cleaner.
2	How was your experience navigating between pages?	Based on interviews, the majority found it confusing. Some buttons were difficult to find, inconsistently placed, and there were no step-by-step instructions or progress bars during the invitation creation process.	Add consistent step indicators and navigation.
3	Is the content easy to read and understand?	Based on the interview results, the majority of respondents stated that the font used was too small and lacked contrast with the background, which made it difficult to read important information such as event times.	Use large fonts and comfortable contrasting colors.
4	How was the experience of choosing a template?	Based on interviews, the majority of common issues include the platform's lack of filtering features based on specific themes, colors, or event categories. This makes it difficult for users to find templates that match their wedding concept.	Add filter features based on theme, color, and event type.

Table 2 presents the results data for users in the general user category, this data was obtained from user interviews related to user experiences in interacting with the digital invitation platform.

Table 2 - Interview Findings – Individual Category

No	Question	Current Response	Future Expectation
1	What is your opinion about the platform's interface design?	Based on the interviews, most respondents considered it quite modern and visually appealing. However, the majority felt that the color composition and visual elements were still too striking and crowded, which disrupted comfort.	Add themes with a playful and personal appearance.
2	How is your experience navigating between pages?	Based on the interviews, most respondents found it tiring because users had to scroll extensively and there were no clear step-by-step guides during the invitation creation process.	Use step-based (wizard) or tab navigation.
3	Is the content easy to read and understand?	Based on the interviews, most users stated that the text size was too small and dense, and lacked visual structure such as headings or spacing between sections.	Use larger, more readable fonts with sufficient spacing.
4	How is your experience in selecting a template?	Based on the interviews, most users complained that there was no filter for personal event themes, and all templates were displayed at once without classification by color, mood, or event type.	Add categories and filters based on event type and color.

The next step is to identify pain points (Table 3), the obstacles users experience when interacting with platform. This data is obtained from interviews and summarized in personas. Each user group faces different challenges, whether related to appearance, navigation, or features. This identification is crucial for devising appropriate design solutions and improving user experience.

Tabel 3 - Pain Points

User Group	Pain Points
Bride & Groom	I like the design, but the colors are too striking, making it feel a bit overwhelming.
	Some buttons are not immediately visible, especially the "Next" button.
	Some text, such as RSVP, is too small.
	I cannot search for templates based on our wedding theme colors.
	The appearance is modern, but not all elements are neatly arranged.
	I don’t know which stage I’m at when creating the invitation.
	Text color lacks contrast with the background.
	No theme categories such as “Rustic” or “Elegant.”
	The layout feels crowded, so it’s less comfortable to view.
	When I want to go back to the previous page, I’m confused about which button to click.
	Information such as event time and venue is hidden below.
	All templates appear at once, making it confusing to choose.
	Some text looks too artistic and is hard to read.
	Button positions often change on each page.
	Some text overlaps with the background image.
	Some templates do not match the vibe of my event.
Individual	The design feels too formal, not suitable for a child’s birthday.
	I don’t know the step-by-step order of creating the invitation.
	The font is small and somewhat difficult to read on a mobile screen.
	No specific category for birthdays.
	The interface colors are too dark and do not match the party atmosphere.
	Too much scrolling to move between sections.
	All text looks the same, with no distinction.
	All templates look similar, and I can’t tell the difference.
	Visually, it feels too mature.
	The "Next" button is too small and not noticeable.
	The font is too decorative, making it difficult to read.
	The design does not convey the cheerful mood of my event.
	Ornaments and visual elements are excessive.
	Pages sometimes load slowly when switching sections.
	Key information like the date is placed at the bottom.
	Unable to search by color or mood.

3.3. Specify User Requirements

At this stage, user needs are analyzed from interview results, user personas, and pain points to understand their expectations. The findings are used to formulate solutions, create a user flow as a guide for user interaction, and develop low fidelity wireframes as an initial design layout. These steps ensure that the UI design is more aligned with user needs, comfortable, and addresses existing problems. Solutions are tailored to the varying needs of each user group, with a neater and more user-friendly interface, as summarized in Table 4.

Table 4. User Needs Solution Results

User Group	Features
Bride & Groom	Template filter feature based on theme or color.
	Template preview feature with a short description.
	Flexible and easily accessible event information customization feature.
	Consistent and intuitive page-to-page navigation feature.
	Template recommendation feature based on event type (reception, akad, etc.).
	Modern and user-friendly UI design: non-striking colors, readable fonts, and uncluttered layout.
	Invitation preview feature.
	Template category feature so that not all templates appear at once.
Individual	Template options for various events (birthdays, thanksgiving, etc.).
	Practical navigation feature that minimizes scrolling (quick tab/menu).
	Bright and friendly UI design: vibrant colors, attractive illustrations, and clean fonts.

After determining the solution, the next step is to create a user flow based on the analysis of user needs to ensure that features are easily accessible and improve the user experience. The user interaction flow for the FullService category can be seen in Figure 3.

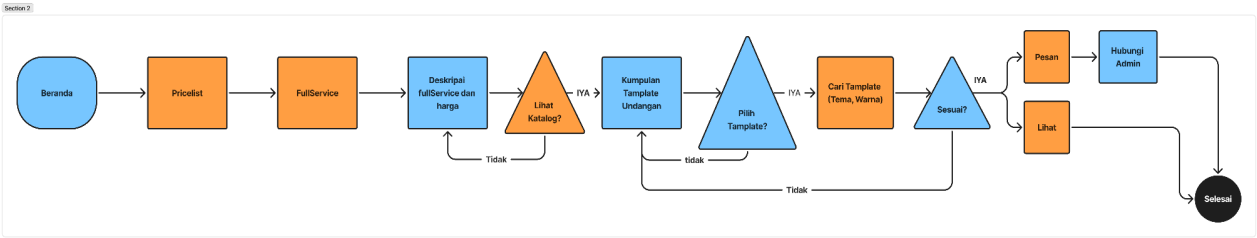


Figure 3 - Userflow menu pricelist (fullservice)

Furthermore, the flow for the SelfService category can be seen in Figure 4.

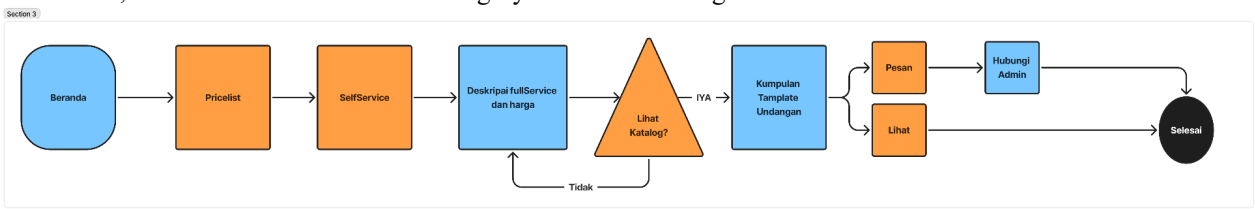


Figure 4 - *Userflow* menu *Pricelist* (*SelfService*)

Lastly, the interaction flow on the Video Invitation menu can be seen in Figure 5.

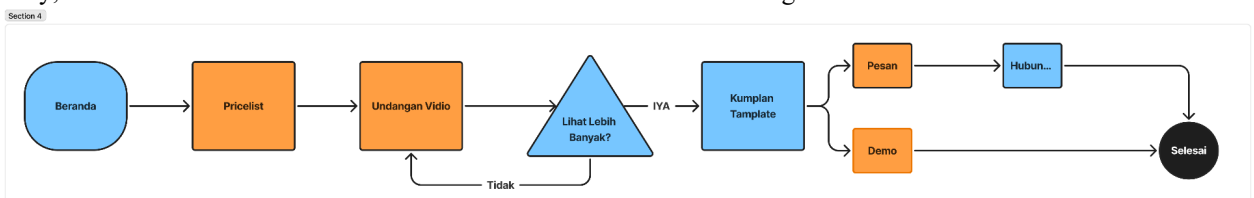


Figure 5 - Video invitation menu

After identifying needs and user flow, the next step is to create a low fidelity wireframe as an initial sketch of the page layout without visual details. This wireframe visualizes the design ideas simply for preliminary evaluation, ensuring the completeness of elements and an efficient flow. Figure 6 illustrates the wireframe prototypes, consisting of (a) the landing page, (b) the invitation template, and (c) the video invitation. The design of this landing page includes navigation, a hero section, template categories, featured features, testimonials, and a footer. Invitation Template page as the main point of

user interaction. This wireframe displays the template in a grid view with search features, category filters, and action buttons, designed to be simple, intuitive, and easy to navigate. The Video Template for users who choose dynamic and easily shareable invitations. In low fidelity form, the page displays a video grid with previews, titles, a 'Demo' button or 'Order Now' button, as well as search and navigation.

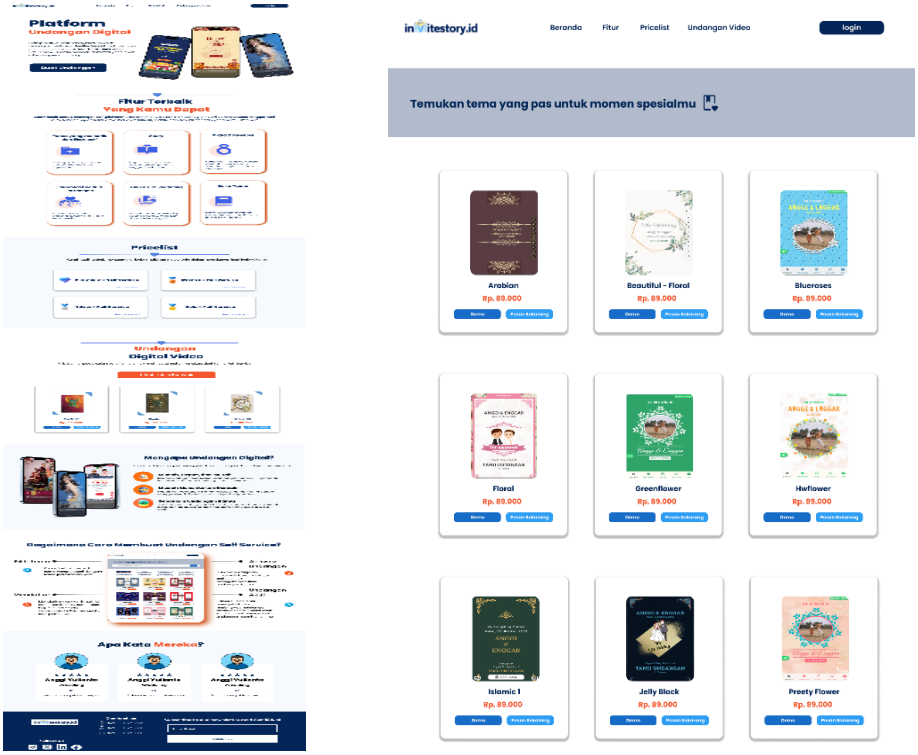
(a) (b) (c)

Figure 6 - Wireframe (a) landing page (b) invitation template (c) video invitation

3.4. Design Solutions

This section explains the implementation of the design solution based on needs analysis, pain points, user flow, and previous wireframes. This solution is the result of applying User Centered Design (UCD), with the aim of producing an intuitive, functional, and aesthetic UI/UX to enhance user comfort on the platform.

This stage includes the creation of high fidelity designs that closely resemble the final appearance with complete visual elements (colors, typography, icons, images, navigation) as well as interactive prototypes to visualize the user experience realistically before development. The design is organized according to the needs of the invitation creators (the engaged couple and individuals), prioritizing readability, aesthetics, easy navigation, and consistency.



(a) (b)

Figure 7 – High fidelity (a) landing page (b) self service

Figure 7 presents the high-fidelity design results for (a) the landing page, (b) the self service. The high fidelity landing page showcases a realistic design with a professional and modern impression. The main components include a navigation menu, hero section, key features, price list, video invitation gallery, reasons to choose digital invitations, user testimonials, and information footer. The high fidelity of the Self Service Invitation Template page displays the final design with colors, icons, images, and the buttons 'Demo' and 'Order Now'. The layout is kept simple and neat to allow users to easily select, preview, and order.

After creating a high-fidelity wireframe, the next step is to develop a prototype as an initial interactive representation ofdigital invitation. This prototype illustrates the flow, structure, and key elements to visualize user interaction before the final version. It is created based on needs, user flow, and pain points, with a UCD approach for comfort and ease. The main sections include the landing page, template selection, service pricing, and navigation. The prototype is created using Figma and displayed in Figure 8.

Figure 8 – High fidelity prototype results

3.5 Evaluate Againts Requirements

The design evaluation is conducted to determine the extent to which the UI/UX prototype of the website meets the expectations and needs of its users. The primary goal of this evaluation is to ensure that the design of this prototype is not only visually appealing but also easy to use by a wide range of users. In this evaluation, the System Usability Scale (SUS) method is used as a measuring tool to assess the level of comfort and practicality of using the UI and the features available on the prototype. The System Usability Scale (SUS) method is used to measure comfort and satisfaction after interaction.

This research involved 20 participants divided into two categories, namely 10 prospective brides and 10 general invitation makers. Each participant was asked to try the prototype through a number of tasks tailored to their roles. After designing the task scenario, the next step was to prepare a questionnaire to obtain feedback from users related to the UI/UX of the website that has been created in the form of a prototype. The purpose of this questionnaire is to assess the extent to which the appearance and features of the website provide a comfortable experience, an attractive appearance, and language that is easy to understand. There are 10 questions included in the questionnaire as shown in Table 6.

Tabel 6 – SUS Questionnaire

No.	Question
P_1	I think that I would like to use this website more frequently.
P_2	I think that this website does not need to be made too complex.
P_3	I think that this website is easy to use.
P_4	I think that I would need technical support to be able to use this website.
P_5	I find that the various features in this website are well integrated.
P_6	I think that there are too many inconsistencies in this website.
P_7	I imagine that most people would learn to use this website very quickly.
P_8	I find that this website is quite cumbersome to use.
P_9	I feel very confident using this website.
P_{10}	I need to learn a few things before I can get going with this website.

All data collected from respondents was then analyzed using the System Usability Scale (SUS) method. The SUS calculation process involves subtracting 1 from each answer to odd-numbered statements, while for even-numbered statements, the score is reduced by 5. After all statements are calculated according to these rules, the resulting values are then summed up, and the sum is multiplied by 2.5 to obtain the final score for each respondent. In this study, the SUS score analysis was conducted separately based on two user categories: the group of wedding couples and the individual group [25]. Table 7 presents the results of the SUS calculation for the wedding couple user group.

Tabel 7 - System Usability Scale (SUS) Results for Engaged Couple Users

Respondent	Score of the Count Result										Amount	Mark
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10		
1	3	3	4	2	4	4	4	4	3	3	34	85
2	4	4	4	4	4	4	4	4	4	4	40	100
3	4	4	4	3	3	3	3	3	3	4	34	85
4	4	4	4	3	3	3	3	3	3	4	34	85
…	…	…	…	…	…	…	…	…	…	…	…	…
10	3	4	4	3	3	3	3	4	3	4	32	80
The Amount											336	840
Average Score												84

The evaluation results using the SUS approach showed an average score of 84. This average score falls into the 'A (Excellent)' category. This score indicates that the website is highly rated by prospective brides and grooms, with an attractive UI and easy-to-use UX. Table 8 presents the SUS calculation results for individual user groups.

Tabel 8 - System Usability Scale (SUS) Results for Individual Users

Respondent	Score of the Count Result										Amount	Mark
	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10		
1	3	3	3	2	3	4	3	4	3	3	34	85
2	4	4	3	3	3	4	3	4	3	4	35	87,5
3	3	3	3	3	3	4	3	4	3	3	32	80
4	4	4	3	3	3	3	3	3	3	4	33	82,5
…	…	…	…	…	…	…	…	…	…	…	…	…
10	3	4	4	4	3	4	1	3	4	4	34	85
The Amount											334	835
Average Score												83,5

The average SUS score from individual users was 83.5, falling into the "A (Excellent)" category. This score indicates that the website is highly regarded by prospective invitation makers, with its attractive UI and user-friendly UX. The high SUS scores indicate that the design solutions produced through the User-Centered Design approach have successfully addressed the user needs previously identified in the existing system. Users perceived the redesigned interface as easier to use, with clearer navigation and a more efficient template selection process compared to their experience with the previous system.

Nevertheless, it should be emphasized that the SUS results in this study represent users' perceptions of the usability of the redesigned interface. This evaluation is not intended to serve as a quantitative measurement of usability improvement between the system before and after redesign, but rather as a validation that the proposed design meets usability principles and provides a comfortable user experience.

Overall, the findings of this study demonstrate that the application of User-Centered Design, beginning with an evaluation of the existing system and concluding with usability validation using the System Usability Scale (SUS), can produce a digital interface that is more aligned with user needs. In the context of digital invitation platforms, this approach is effective in reducing interface complexity, improving the efficiency of template selection, and enhancing the overall user experience.

4. CONCLUSION

This study successfully conducted a redesign of the user interface (UI) and user experience (UX) of the X platform by applying the User-Centered Design (UCD) method, which was initiated through an evaluation of the existing system. The design process was carried out through stages of understanding the context of use, specifying user requirements, designing solutions, and evaluating the resulting design. The redesign outcome, in the form of a high-fidelity prototype, was evaluated using the System Usability Scale (SUS) as a post-redesign usability validation. The average SUS scores obtained were 84 for the engaged-couple group and 83.5 for the general user group, both of which fall into the A (Excellent) category, indicating that the redesigned interface has a very high level of usability and is well accepted by users. As a recommendation for future research, it is suggested that a comparative usability evaluation be conducted between the system before and after the redesign to quantitatively measure usability improvements. In addition, the use of supplementary evaluation methods such as usability testing or heuristic evaluation, as well as the implementation of the redesigned interface in a production system to observe real user behavior, may be pursued to obtain more comprehensive results and further enrich interface development in future studies.

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