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UI/UX Design of Influencer Selection Application with User Centered Design Method

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Abstract:.The manual influencer selection process at PT Karya Dari Desa is inefficient and prone to subjective decision-making due to the lack of standardized criteria. This study aims to design a UI/UX prototype for an influencer selection application using the User-Centered Design (UCD) method to improve efficiency and objectivity. The UCD process included understanding the context of use, identifying user requirements, designing solutions, and evaluating the prototype. Early-stage analysis revealed the need for structured influencer data, filtering based on measurable performance metrics, comparative evaluation, and objective ranking. The developed prototype enables users to filter and compare influencers and automatically generate rankings using the Auto WASPAS method. Evaluation was conducted with 12 users through task-based testing and the User Experience Questionnaire (UEQ). The results show a task success rate of 96.67%, time-based efficiency of 94.69%, and a 0% error rate, indicating improved efficiency compared to manual selection. UEQ results demonstrate excellent user experience across all dimensions. In conclusion, the proposed prototype effectively supports a more efficient, objective, and user-centered selection process.

Keywords: Influencer Selection; User Centered Design; User Experience; User Experience Questionnaire; User Interface.

Introduction

The rapid advancement of information and communication technology has significantly transformed digital marketing strategies, particularly through the widespread use of social media platforms such as Instagram, TikTok, and YouTube. These platforms enable organizations to reach broader audiences and enhance engagement through influencer-based promotions (Sanbella et al., 2024). Previous studies have shown that influencers play a substantial role in shaping consumer attitudes and purchase intentions, making influencer marketing a critical component of contemporary marketing practices (Zarkasi Brillyano Gunawan et al., 2024). Consequently, many organizations, including small and medium-sized enterprises (SMEs), increasingly rely on influencers to strengthen brand visibility and market penetration. Despite its strategic importance, the influencer selection process remains challenging. The growing volume of influencer data and the diversity of performance metrics often lead organizations to rely on manual exploration of social media platforms and subjective judgment (Bernando et al., 2025). Such approaches are inefficient and prone to bias, resulting in inconsistent decision-making and misalignment with marketing objectives. For SMEs with limited analytical resources, the absence of structured and systematic tools for influencer evaluation can significantly reduce campaign effectiveness and increase the risk of suboptimal investment decisions.

From a system design perspective, these challenges emphasize the importance of an effective user interface (UI) in supporting complex decision-making tasks

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(Kurniawan et al., 2025; Suparmanto et al., 2024; Wibowo et al., 2025; Yuliani et al., 2025). A well-designed user interface enables users to access, interpret, and compare information efficiently, thereby reducing cognitive load and improving task performance. Previous research has demonstrated that intuitive UI design plays a crucial role in enhancing usability, efficiency, and user satisfaction in decision-support systems (Martha et al., 2023). In the context of influencer selection, the user interface serves as the primary medium through which users interact with influencer data, evaluation criteria, and ranking results, making it a key determinant of system effectiveness (Hasanah et al., 2025).

To ensure that the user interface accurately reflects user needs and work contexts, the User-Centered Design (UCD) approach is widely adopted in UI/UX research (Ali et al., 2023). UCD emphasizes continuous user involvement throughout the design process to align system functionality and interface structure with real user tasks and constraints. Studies have shown that UCD-based interfaces achieve higher levels of usability and user acceptance compared to system designs that do not actively incorporate user feedback (Larusdottir et al., 2023).

In addition to interface design, systematic evaluation is required to assess whether a user interface effectively supports user interaction (Mukhaiyar et al., 2025; Syahrio et al., 2025). The User Experience Questionnaire (UEQ) is commonly used to measure user perceptions across multiple dimensions, including attractiveness, clarity, efficiency, and dependability (Romli, 2021; Wijaya et al., 2021). Moreover, objective efficiency metrics such as Time-Based Efficiency (TBE) enable quantitative evaluation of task performance by considering task completion time and success rate, providing empirical evidence of interface efficiency.

Therefore, this study applies the User-Centered Design (UCD) method to develop a user interface and user experience (UI/UX) prototype for an influencer selection application at PT Karya Dari Desa. The proposed interface is designed to support structured influencer data management, criteria-based filtering, comparative analysis, and automated ranking, thereby reducing subjectivity in decision-making. This study contributes by (1) designing a UCD-based user interface tailored to the needs of Indonesian SMEs, (2) integrating usability-focused interface design with objective and subjective evaluation methods, and (3) providing empirical evidence of how user interface design influences usability, efficiency, and user experience in influencer selection systems.

Method

This study employed the User-Centered Design (UCD) approach, which places users at the center of the system development process (Baihaqi et al., 2024; Hong et al., 2025; Martha et al., 2023; Prihatini et al., 2024). This approach was selected to ensure that the prototype aligns with the needs, characteristics, and work context of users at PT Karya Dari Desa. The UCD process was conducted iteratively through four main stages: understanding the context of use, specifying user requirements, designing solutions, and evaluating the designs (Suparmanto et al., 2024). Figure 1 shows the UCD process applied in this study (Asmara et al., 2023; Saputri et al., 2025).

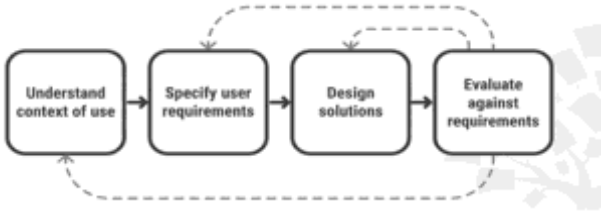

Figure 1. User-Centered Design

The initial stage involved observations and semi-structured interviews with three key users, one marketing manager and two administrative staff members who are directly responsible for influence selection activities. This stage aimed to identify the actual workflow, constraints, and challenges encountered in the existing manual influencer selection process. The findings were translated into functional and non-functional requirements that served as the basis for developing wireframes and UI/UX prototypes to support influencer data management and selection tasks (Nurdatillah, 2025).

Design evaluation was conducted using task scenario testing involving twelve participants who had prior experience in marketing or administrative tasks related to influencer evaluation but had not previously used the proposed prototype. The task scenarios represented real operational steps typically performed by administrative staff, including logging into the system, accessing influencer data, managing evaluation criteria, executing the ranking process, and saving the final selection. Testing was conducted individually in a controlled working environment at PT Karya Dari Desa. A moderator supervised the sessions by explaining task objectives and ensuring consistent procedures, without providing guidance on task execution unless clarification was requested. Task completion time and errors were recorded manually during testing.

Task performance was evaluated using Success Rate as an effectiveness metric and Time-Based Efficiency (TBE) as an efficiency metric (Kadek et al., 2023). Success Rate is a widely used usability metric to measure task effectiveness by calculating the proportion of successfully completed tasks relative to the total number of task attempts, including partial task completion with weighted scoring (Manik et al., 2021). The Success Rate was calculated using the following formula:

$$\text{Success Rate} = \frac{S+(PS\ x\ 0.5)}{T} x\ 100\% \quad (1)$$

Where S represents the number of successfully completed tasks, PS represents the number of partially completed tasks, and T represents the total number of task attempts (Rizma et al., 2023).

$$\text{Time Based Efficiency} = \frac{\sum_{i=1}^{R}\sum_{J=1}^{N}\frac{N_{ij}}{tij}}{NR} \quad (2)$$

where n_{ij} represents task completion (1 for success, 0 for failure), t_{ij} represents the time required to complete the task, R represents the number of participants, and N represents the number of tasks.

In addition to performance measurement, user experience was evaluated using the User Experience Questionnaire (UEQ) (Farlian et al., 2023). The UEQ consists of 26 bipolar items measured on a seven-point semantic differential scale ranging from –3 (most negative) to +3 (most positive) and evaluates six dimensions of user experience: Attractiveness, Perspicuity, Efficiency, Dependability, Stimulation, and Novelty (Fatwa et al., 2024; Ningsih et al., 2023). Figure 2 presents an example of the UEQ items used in this study to illustrate the structure of the questionnaire (Amran et al., 2024; Wibowo et al., 2025).

	1	2	3	4	5	6	7		
Menyusahkan	○	○	○	○	○	○	○	Menyenangkan	1
Tak dapat dipahami	○	○	○	○	○	○	○	Dapat dipahami	2
Kreatif	○	○	○	○	○	○	○	Monoton	3
Mudah dipelajari	○	○	○	○	○	○	○	Sulit dipelajari	4
Bermanfaat	○	○	○	○	○	○	○	Kurang bermanfaat	5
Membosankan	○	○	○	○	○	○	○	Mengasyikkan	6
Tidak menarik	○	○	○	○	○	○	○	Menarik	7
Tak dapat diprediksi	○	○	○	○	○	○	○	Dapat diprediksi	8
Cepat	○	○	○	○	○	○	○	Lambat	9
Berdaya cipta	○	○	○	○	○	○	○	Konvensional	10
Menghalangi	○	○	○	○	○	○	○	Mendukung	11
Baik	○	○	○	○	○	○	○	Buruk	12
Rumit	○	○	○	○	○	○	○	Sederhana	13
Tidak disukai	○	○	○	○	○	○	○	Menggembirakan	14
Lazim	○	○	○	○	○	○	○	Terdepan	15
Tidak nyaman	○	○	○	○	○	○	○	Nyaman	16
Aman	○	○	○	○	○	○	○	Tidak aman	17
Memotivasi	○	○	○	○	○	○	○	Tidak memotivasi	18
Memenuhi ekspektasi	○	○	○	○	○	○	○	Tidak memenuhi ekspektasi	19
Tidak efisien	○	○	○	○	○	○	○	Efisien	20
Jelas	○	○	○	○	○	○	○	Membingungkan	21
Tidak praktis	○	○	○	○	○	○	○	Praktis	22
Teroganisasi	○	○	○	○	○	○	○	Berantakan	23
Atraktif	○	○	○	○	○	○	○	Tidak atraktif	24
Ramah pengguna	○	○	○	○	○	○	○	Tidak ramah pengguna	25
Konservatif	○	○	○	○	○	○	○	Inovatif	26

Figure 2. Question from User Experience Questionnaire

Each response was converted into a numerical score using the formula item score, response – 4, and the average score for each dimension was calculated. The results were then interpreted using the UEQ Benchmark, which categorizes the quality of user experience into levels such as Bad, Below Average, Above Average, Good, and Excellent (Romli, 2021). The combined use of task scenario analysis and UEQ measurement provided a comprehensive assessment of both usability and user experience for the influencer selection prototype.

Result and Discussion

User Centered Design

Understanding the Context of Use

The initial stage of the User Centered Design process aimed to obtain a comprehensive understanding of the working context of influencer selection activities at PT Karya Dari Desa (Salsabila et al., 2024). Data were collected through interviews and direct observations, which revealed that influencer selection was primarily conducted through manual exploration of social media platforms and personal judgment. This practice resulted in inefficient workflows, inconsistent evaluation criteria, and a high degree of subjectivity. In addition, users experienced difficulties when comparing influencers due to unstructured and non-uniform data presentation.

To represent these conditions systematically, a user persona was developed based on insights derived from user interviews and observations. As illustrated in Figure 3, the persona summarizes user characteristics, goals, and challenges and served as a design reference to ensure that subsequent interface decisions aligned with actual user needs.

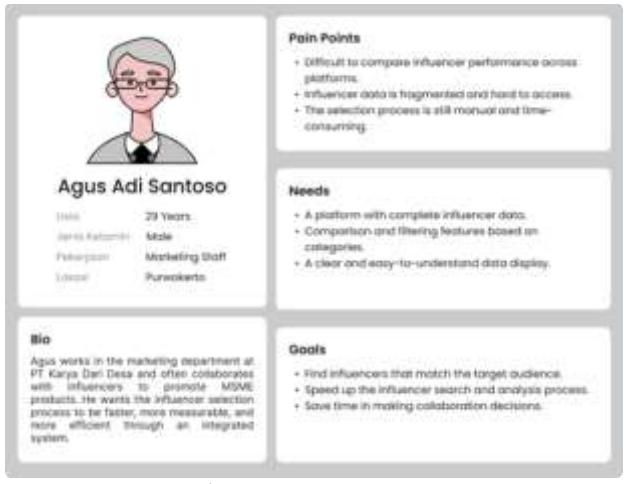

Figure 3. User Persona

Specifying User Requirements

Insights obtained from the contextual analysis were translated into clearly defined system requirements

(Alamsyah et al., 2023). Users required a system capable of managing influencer data in a structured manner, supporting efficient search and filtering, and presenting comprehensive influencer profiles to facilitate informed decision-making. To reduce subjectivity, the system was required to provide objective comparison and automated ranking of influencer candidates.

Furthermore, users emphasized the importance of a clear and logical interaction flow that supports the entire influencer selection process, from authentication to saving final selection results (Dewi et al., 2023). These requirements were formalized into a user flow diagram, shown in Figure 4, which illustrates the sequence of user actions within the system.

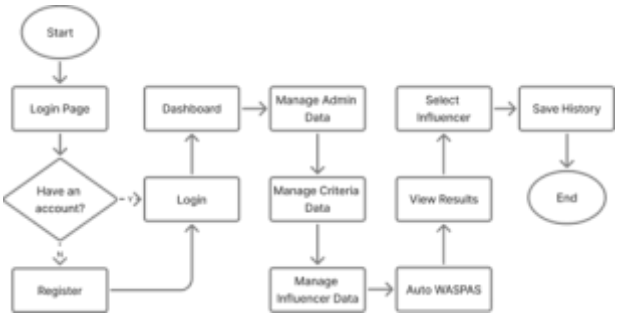

Figure 4. User Flow

Designing Solutions

Based on the identified requirements, the design process began with the development of wireframes to define page structure, navigation flow, and information hierarchy (R et al., 2024). The wireframes established the placement of key interface components, including influencer cards, detailed profile views, comparison sections, and ranking outputs, as presented in Figure 5.

Figure 5. Wireframe

Following wireframe validation, a high-fidelity prototype was developed to provide a realistic representation of the final system. The prototype applied consistent visual elements, clear typography, and intuitive iconography to enhance readability and reduce cognitive load. Key features included a structured influencer dashboard, metric-based comparison tools, and automated ranking results generated using the Auto WASPAS method.

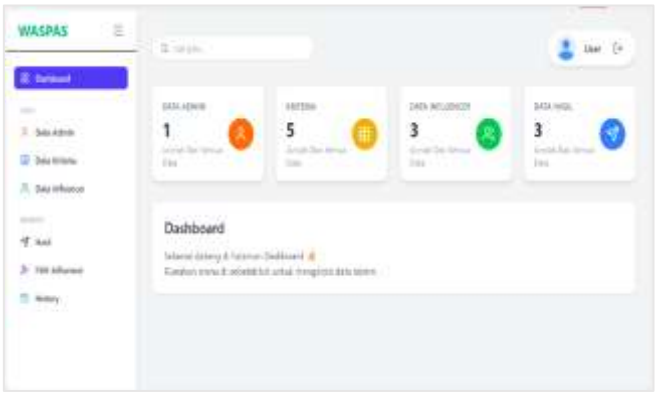

Figure 6. High-Fidelity Prototype

These design solutions directly reflect findings derived from user analysis, particularly the need for efficient comparison, transparent evaluation criteria, and objective decision support.

Evaluate Design

The Evaluate Design phase aimed to assess the usability performance and overall user experience of the high-fidelity prototype developed for the influencer selection system (Felicia et al., 2024). Evaluation was conducted using task scenario testing and user perception measurement through the User Experience Questionnaire (UEQ) (Budiarti et al., 2024; Rahmatina et al., 2022; Wibowo et al., 2025). This combined approach enabled the assessment of both objective performance and subjective user experience when the system was used by marketing staff at PT Karya Dari Desa.

The evaluation began with ten task scenarios designed to represent the complete operational workflow of the system, ranging from logging into the dashboard to saving influencer selection results and logging out (Wicaksono, 2023). The task scenarios, listed in Table 1, reflect real user activities performed during influencer selection processes.

Table 1. Task Scenarios

Scenario ID	Task Manage Influencer Selection Data
T1	Log in to access the dashboard.
T2	View influencer and criteria data.
T3	Manage admin and system settings.
T4	Manage evaluation criteria data.
T5	Manage influencer profiles and data.
T6	Auto WASPAS runs automatically for ranking.
T7	View ranking and evaluation results.
T8	Select the top influencer.
T9	Save selection results to history.
T10	Log out of the system.

To analyse user performance, four usability metrics were applied: Completion Rate, Task Success Rate, Error Rate, and Time-Based Efficiency (Manik et al., 2021). Completion Rate represents the proportion of completed tasks relative to total tasks, Task Success Rate measures the accuracy of task execution, Error Rate indicates the occurrence of user errors, and Time-Based Efficiency evaluates task performance in relation to completion time.

The evaluation results show that the prototype achieved a Completion Rate of 100%, indicating that all participants successfully completed the ten task scenarios without failure **(**Figure 7). This result suggests that the system provides a clear workflow and supports smooth navigation across all features.

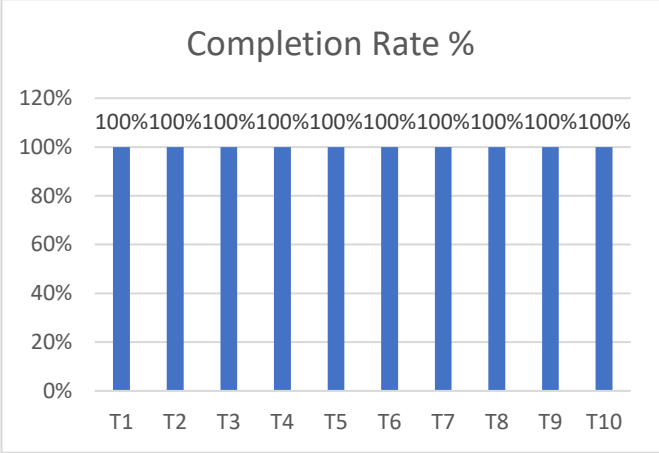

Figure 7. Chart Completion Rate

The Task Success Rate reached 96.67%, indicating that most tasks were completed correctly according to the expected procedures. Minor deviations were observed only in the saving process (T9), as illustrated in Figure 8. Despite these minor issues, the high success rate demonstrates that the interaction flow is well-structured and easy to follow.

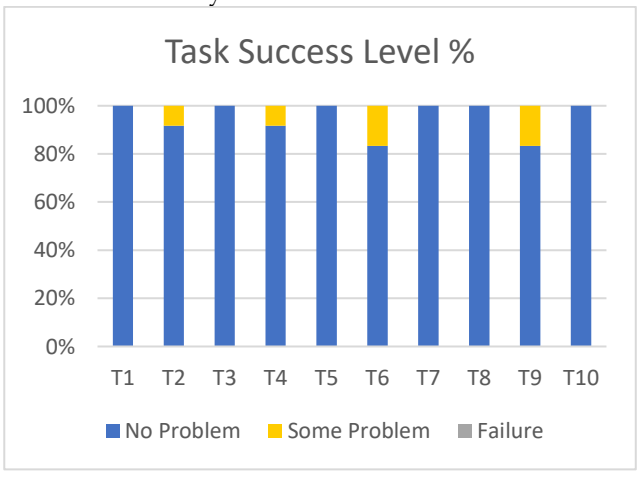

Figure 8. Chart Task Success Level

No critical interaction errors were identified during testing, resulting in an Error Rate of 0% (Figure 9). This finding indicates that the interface layout, labeling, and navigation cues are sufficiently intuitive to prevent user mistakes.

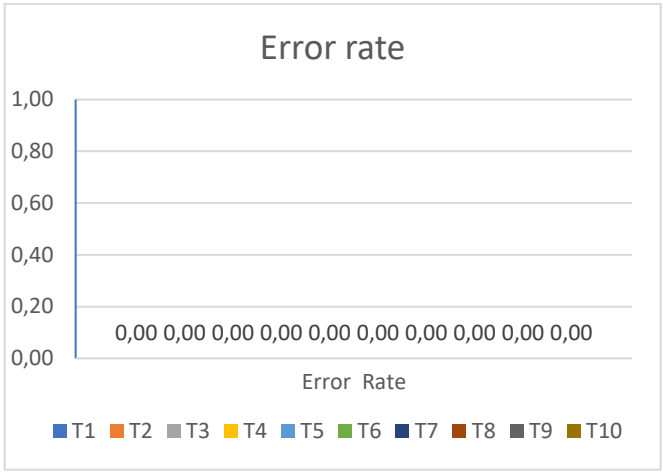

Figure 9. Chart Error Rate

Efficiency analysis showed a Time-Based Efficiency value of 94.69%, demonstrating that users were able to complete tasks efficiently within optimal timeframes (Figure 10). Simple tasks, such as logging in and logging out, required minimal time, while more complex tasks, such as executing the Auto WASPAS ranking process, required longer durations due to computational processing. Nevertheless, the overall efficiency level indicates that the system supports fast and comfortable task execution without unnecessary delays.

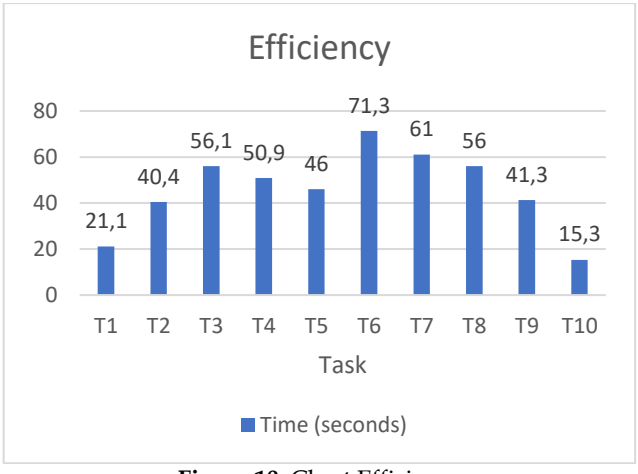

Figure 10. Chart Efficiency

Further analysis of task completion time revealed that the fastest task was T10 (logging out), with an average completion time of 15.3 seconds, while the longest task was T6 (executing Auto WASPAS), with an average time of 71.3 seconds. The longer duration of T6 reflects the complexity of processing multiple

parameters during ranking computation. Despite this variation, users were able to complete all tasks accurately, confirming the efficiency and clarity of the system workflow. User experience evaluation using UEQ produced consistently positive results across all six dimensions, as presented in Table 2 (Cahyani et al., 2025; Kollmorgen et al., 2025).

Table 2.UEQ Questionnaire Results

Scale	Mean	Comparison to benchmark
Attractiveness	2,35	Excellent
Perspicuity	2,19	Excellent
Efficiency	2,35	Excellent
Dependability	2,44	Excellent
Stimulation	2,27	Excellent
Novelty	2,31	Excellent

All UEQ dimensions obtained mean scores ranging from 2.19 to 2.44, placing them within the Excellent category according to the UEQ benchmark (Permana et al., 2025). The highest score was recorded in the Dependability dimension (2.44), indicating strong user confidence in system reliability and control. Perspicuity, with a score of 2.19, suggests that the system is easy to understand and supported by a clear information structure. High scores in Attractiveness (2.35) and Efficiency (2.35) indicate that users perceive the interface as visually appealing and supportive of effective task completion. Meanwhile, the Stimulation (2.27) and Novelty (2.31) scores reflect that the system provides an engaging and innovative experience compared to the previous manual process.

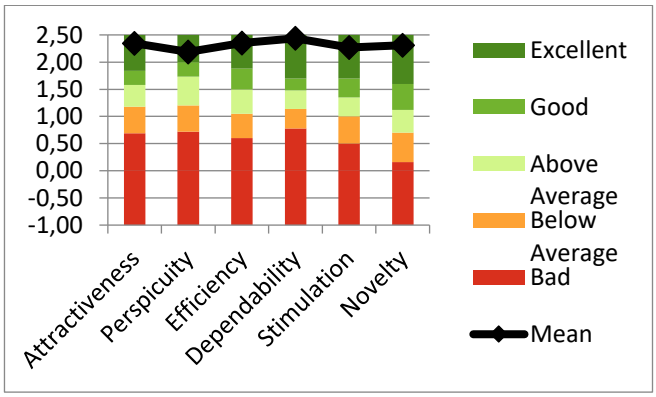

Figure 11. UEQ Benchmark.

The UEQ benchmark visualization shown in Figure 11 confirms that all evaluated dimensions fall within the Excellent category, indicating consistently high user experience quality across all aspects measured (Santoso et al., 2022; Wibowo et al., 2025).

Overall, the evaluation results demonstrate that the high-fidelity prototype effectively supports influencer selection tasks, reduces inefficiency, and provides a positive user experience. These findings confirm that the application of the User Centered Design approach successfully produced a usable, efficient, and user-accepted UI/UX solution suitable for real operational use.

Conclusion

This study successfully developed a prototype of an influencer selection application by applying the User-Centered Design (UCD) approach throughout all stages of development. The use of UCD ensured that the resulting system aligned with the needs, characteristics, and workflow of users at PT Karya Dari Desa. The usability evaluation demonstrated that all task scenarios were completed with a high success rate, without critical errors, and with efficient completion times. These results indicate that the designed interface effectively supports users in carrying out the influencer selection process in a structured and intuitive manner.

The user experience assessment using the User Experience Questionnaire (UEQ) further supports these findings, as all six evaluated scales were categorized as Excellent. This shows that users perceived the interface as easy to understand, responsive, visually appealing, and pleasant to interact with. The positive evaluations across all dimensions demonstrate that the prototype delivers a high-quality user experience.

Based on the overall findings, the developed prototype can be considered feasible for use within the company's operational workflow. The system exhibits stable performance, clarity of interaction, and ease of use, making it suitable for further refinement and potential implementation according to organizational needs.

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Author Contributions
C.F. prepared the original draft, designed the methodology, and conducted the analysis. A.A. supervised the study, validated the findings, and managed project administration. Investigation and visualization were performed jointly by C.F. and A.A. Both authors approved the final manuscript.

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Conflicts of Interest
The authors declare no conflict of interest.

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