

INTISARI

Kepuasan pengguna dalam menggunakan sebuah produk atau layanan digital dapat dipengaruhi oleh setiap hal yang terjadi selama proses interaksi antara pengguna dan produk atau layanan digital tersebut berlangsung. Perkembangan teknologi memberikan dampak pada harapan pengguna terhadap pengalaman berinteraksi dengan produk digital, seperti website. Saat ini, user experience memiliki peran penting dalam pengembangan produk digital seperti website. Penerapan user experience pada website diharapkan dapat memberikan keseimbangan antara kebutuhan pengguna dan apa yang disajikan. Dalam rangka memenuhi kebutuhan alumni Program Studi Informatika, pengembangan diperlukan untuk mempererat hubungan lembaga Program Studi Informatika dengan para alumninya. Penelitian ini menggunakan metode design thinking dengan melibatkan pengujian single ease question (SEQ) dan user experience questionnaire (UEQ) untuk dapat menghasilkan user experience yang baik pada prototype website portal alumni Program Studi Informatika. Hasil pengujian menggunakan SEQ menunjukkan bahwa rata-rata nilai responden di setiap tasknya di atas 6,5 yang menunjukkan bahwa prototype website tersebut mudah digunakan. Selain itu, pengujian menggunakan UEQ Data Analysis Tools mendapatkan grade excellent dalam setiap aspek penilaiannya. Hasil benchmarking juga menunjukkan bahwa aspek stimulasi dan kejelasan lebih unggul dari aspek penilaian lainnya dengan nilai perolehan 2,219. Dengan demikian, penerapan metode design thinking pada prototype website alumni Program Studi Informatika telah menghasilkan user experience yang baik, terutama dalam hal kemudahan penggunaan dan kualitas aspek-aspek yang dinilai.

Kata kunci: website, user experience, prototype, alumni

ABSTRACT

User satisfaction in using a digital product or service can be influenced by ever thing that happens during the interaction process between the user and the digital product or service. Technological developments have an impact on user expectations of the experience of interacting with digital products, such as websites. Currently, user experience has an important role in the development of digital products such as websites. The application of user experience on the website is expected to provide a balance between user needs and what is presented. In order to meet the needs of Informatics Study Program alumni, development is needed to strengthen the relationship between the Informatics Study Program institution and its alumni. This research uses design thinking method by involving single ease question (SEQ) and user experience questionnaire (UEQ) testing to be able to produce a good user experience on the prototype of the Informatics Study Program alumni portal website. The test results using SEQ show that the average score of respondents in each task is above 6.5, which indicates that the prototype website is easy to use. In addition, testing using UEQ Data Analysis Tool gets an excellent grade in every aspect of the assessment. The benchmarking results also show that the stimulation and clarity aspects are superior to other assessment aspects with a score of 2.219. Thus, the application of the design thinking method on the prototype of the informatics study program alumni website has produced a good user experience, especially in terms of ease of use and the quality of the aspects assessed.

Keywords: website, user experience, prototype, alumni