

INTISARI

Dalam perancangan desain antarmuka website untuk E-Sport Arena Community, sebuah komunitas E-Sport yang belum memiliki platform terstruktur untuk informasi kegiatan dan transaksi merchandise atau tiket event. Tujuan utamanya adalah meningkatkan pengalaman pengguna. Metode Double Diamond Design Framework digunakan dalam empat tahapan: Discover (identifikasi masalah melalui observasi, wawancara, studi literatur), Define (analisis data untuk User Persona, User Journey Map, dan Information Architecture), Develop (pembuatan wireframe dan prototype di Figma, termasuk Design system), dan Deliver (usability testing dengan Single Ease Question/SEQ). Hasil pengujian SEQ dari 10 responden menunjukkan skor rata-rata 5,9 dari 7, menandakan bahwa desain antarmuka website ini dapat diterima dan memenuhi kebutuhan pengguna. Meskipun demikian, beberapa perbaikan desain telah dilakukan berdasarkan saran pengguna.

Kata kunci: Desain Antarmuka, Website E-Sport, Double Diamond, Usability testing, SEQ.

ABSTRACT

The E-Sport Arena Community faces significant challenges in managing its activities and transactions, as it currently lacks a structured website. Ticket purchases and merchandise orders are still carried out manually through Google Forms, which can hinder efficiency and user experience. This research aims to design a user interface (UI) for the E-Sport Arena Community website to improve usability and overall service quality. The study adopts the Double Diamond Design Framework, which involves identifying user needs through observation, interviews, and literature review, followed by analyzing those findings to develop user personas, journey maps, and information architecture. The design process continues with the creation of wireframes and interactive prototypes using Figma, incorporating a consistent design system. The final stage of the process includes usability testing conducted using the Single Ease Question (SEQ) method to assess user satisfaction and ease of use. The testing was carried out with ten respondents and resulted in an average SEQ score of 5.9 out of 7, indicating that the interface design is generally well-received and meets user expectations. Some improvements were also made based on user feedback. This study is expected to serve as a strong foundation for future development of the E-Sport Arena Community website, including potential expansion into a multiplatform version.

Keywords: User Interface Design, E-Sport Website, Double Diamond, Usability Testing, SEQ.