

INTISARI

Penelitian ini berjudul “Perancangan Ulang Tampilan UI/UX pada Website Desa Menggunakan Metode Lean UX (Studi Kasus: Desa Bantarwuni)”. Penelitian ini bertujuan untuk merancang ulang tampilan antarmuka (UI) dan pengalaman pengguna (UX) website Desa Bantarwuni agar lebih menarik, informatif, dan mudah digunakan oleh masyarakat. Batasan penelitian difokuskan pada tampilan desain dan navigasi menggunakan metode Lean UX yang terdiri dari empat tahap: declare assumption, create MVP, run experiment, dan feedback & research. Perancangan desain dilakukan dengan bantuan aplikasi Figma dan pengumpulan data dilakukan melalui kuesioner dan wawancara.

Hasil pengumpulan data melalui kuesioner menunjukkan bahwa tampilan website sebelumnya dianggap kurang menarik dan belum memenuhi kebutuhan pengguna, dengan nilai rata-rata kepuasan hanya sebesar 55,13%. Setelah dilakukan perancangan ulang berdasarkan masukan pengguna dan pendekatan Lean UX, dilakukan uji coba kembali terhadap 42 responden. Hasil analisis menggunakan Microsoft Excel menunjukkan peningkatan signifikan, dengan rata-rata persentase kepuasan sebesar 86,86%. Hal ini menunjukkan bahwa desain yang baru dinilai lebih baik secara visual, navigatif, dan fungsional.

Berdasarkan hasil penelitian, dapat disimpulkan bahwa penerapan metode Lean UX efektif dalam meningkatkan kualitas tampilan dan kenyamanan penggunaan website desa. Desain ulang ini diharapkan dapat meningkatkan aksesibilitas informasi desa dan mendorong partisipasi aktif masyarakat dalam penggunaan layanan digital desa.

Kata kunci: UI/UX, Lean UX, Website Desa, Figma, Prototyping.

ABSTRACT

This research is entitled “UI/UX Redesign of Village Website Using Lean UX Method (Case Study: Bantarwuni Village)”. This research aims to redesign the interface (UI) and user experience (UX) of the Bantarwuni Village website to make it more attractive, informative, and easy to use by the community. The research limitations focused on the design appearance and navigation using the Lean UX method which consists of four stages: declare assumption, create MVP, run experiment, and feedback & research. The design was done with the help of Figma application and data collection was done through questionnaires and interviews.

The results of data collection through questionnaires showed that the appearance of the previous website was considered less attractive and did not meet user needs, with an average satisfaction value of only 64.26%. After redesigning based on user input and the Lean UX approach, 42 respondents were tested again. The analysis results using Microsoft Excel showed a significant increase, with an average satisfaction percentage of 86.86%. This shows that the new design is considered better visually, navigatively, and functionally.

Based on the results of the study, it can be concluded that the application of Lean UX methods is effective in improving the quality of appearance and comfort of using the village website. This redesign is expected to improve the accessibility of village information and encourage active community participation in the use of village digital services.

Keywords: UI/UX, Lean UX, Village Website, Figma, Prototyping.