



ABSTRACT

IMPROVING AND OPTIMIZING THE USER EXPERIENCE IN eLOK WEBSITE WITH DESIGN THINKING METHOD

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In this day and age, the conventional methods of archiving data and information by making use of hard copies are inefficient and should be abandoned. At this point in time, the cloud and websites are the primary repositories for any and all data and information. Through the use of digital websites or cloud storage, all of an individual's work, progress, and assignments are either saved, preserved, or submitted. In addition, because of the covid pandemic, the majority of universities have shifted their educational practices from offline and in-person education, and has been replaced by online education. Various E-learning platforms have been utilized to support its online education. One of the most used E-learning platforms in Universitas Gadjah Mada is eLOK. In this research, the author would like to implement improvements and enhancements towards the eLOK user experience, so that the user educational process is much more immersive and effective. In this study, the author will use the design thinking method to undertake this research. Design Thinking is utilized to meet the needs of eLOK users and find solutions to their difficulties. After recognizing the difficulties and problems, the author will create a website with a User Interface (UI) and User Experience (UX) that can serve as an immediate and long-term solution for future issues. The prototype then will be tested by multiple user subjects, then be graded by the Naïve Bayes Algorithm.

Keywords: User Experience, eLOK, Design Thinking, Naive Bayes