

INTISARI

Perancangan UI/UX *Dashboard* Manajemen Gamifikasi dan Pembelajaran Online dengan Metode *User Centered Design* untuk Persiapan Uji Kompetensi Lembaga Sertifikasi Profesi

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Penurunan motivasi asesi pada pembelajaran daring mendorong penerapan gamifikasi, namun hal ini memunculkan kompleksitas operasional baru pada tata kelola *Learning Management System* (LMS) yang rentan membebani kinerja kognitif Administrator dan Instruktur di Lembaga Sertifikasi Profesi (LSP). Untuk mengatasi kerumitan antarmuka *back-office* tersebut, penelitian ini menerapkan metode *User Centered Design* (UCD) guna menghasilkan rancangan purwarupa *High-Fidelity* yang intuitif, terstruktur, dan mampu memfasilitasi kebutuhan manajemen gamifikasi secara efisien. Validasi kelayakan desain dieksekusi melalui dua tahapan iterasi pengujian komprehensif menggunakan instrumen *5 Second Testing* untuk mengukur daya tangkap visual, *User Experience Questionnaire* (UEQ) untuk menilai kepuasan interaksi, serta pengumpulan umpan balik kualitatif. Keberhasilan pengenalan fungsi tata letak secara akurat tanpa kendala navigasi dan perolehan skor rata-rata keseluruhan 2,40 berpredikat sangat memuaskan (*excellent*) pada seluruh dimensi UEQ mengonfirmasi keberhasilan penekanan beban kognitif pengelola, sehingga inovasi desain ini diharapkan mampu mengakselerasi efisiensi manajemen data bagi Administrator dan mempermudah penyusunan materi bagi Instruktur di ekosistem persiapan uji kompetensi LSP.

Kata kunci: UI/UX, *user centered design*, *back-office*, *5 second testing*, *user experience questionnaire*

ABSTRACT

UI/UX Design of Gamification Management and Online Learning Dashboard Using the User-Centered Design Method for Competency Assessment Preparation at a Professional Certification Institute

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The decline in assessee motivation during online learning drives the implementation of gamification, yet this introduces new operational complexities in the Learning Management System (LMS) that risk burdening the cognitive performance of Administrators and Instructors at the Professional Certification Institute (LSP). To overcome this back-office interface complexity, this study applies the User Centered Design (UCD) method to produce an intuitive and structured High-Fidelity prototype design capable of efficiently facilitating gamification management needs. The design feasibility validation was executed through two comprehensive testing iterations using the 5 Second Testing instrument to measure visual capture, the User Experience Questionnaire (UEQ) to assess interaction satisfaction, and the collection of qualitative feedback. The successful and accurate functional layout identification without navigation obstacles and the achievement of an overall average score of 2.40 with an excellent predicate across all UEQ dimensions confirm the successful reduction of cognitive load, hence this design innovation is expected to accelerate data management efficiency for Administrators and simplify material preparation for Instructors in the LSP competency assessment preparation ecosystem.

Keywords: *UI/UX, user centered design, back-office, 5 second testing, user experience questionnaire*