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**Pengembangan User Interface dan User Experience Platform Blog "Minilemon Media" Menggunakan Metode
User-Centered Design (UCD)**
Salma Nur Azizah, Firma Syahrian, S.Kom, M.Cs
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

PENGEMBANGAN *USER INTERFACE* DAN *USER EXPERIENCE* PLATFORM BLOG "MINILEMON MEDIA" MENGGUNAKAN METODE *USER-CENTERED DESIGN* (UCD)

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Kualitas *user interface* (UI) dan *user experience* (UX) menuntut penyeimbangan antara estetika visual dan tingkat kebergunaan (*usability*). Pada platform blog multiperan seperti Minilemon Media melibatkan tiga peran pengguna dengan spesifikasi kebutuhan berbeda, yakni pembaca, penulis, dan administrator. Pelaksanaan penelitian ini berfokus pada pengembangan desain UI/UX platform blog Minilemon Media mengaplikasikan metode *User-Centered Design* (UCD). Penerapan metode tersebut berjalan melalui pendekatan iteratif ke dalam empat tahapan utama, yakni *understand context of use*, *specify user requirements*, *design solutions*, dan *evaluate against requirements*. Proses perancangan memproduksi purwarupa presisi tinggi (*high-fidelity prototype*) berbasis desktop mengoperasikan perangkat lunak Figma. Tahap evaluasi mengandalkan dua siklus iterasi memanfaatkan platform Maze dan instrumen kuesioner *System Usability Scale* (SUS). Pengujian iterasi pertama mencatatkan rata-rata skor SUS sebesar 78,89 (*Good*, *Grade* B+) pada kelompok masyarakat umum dan 77 (*Good*, *Grade* B+) pada kelompok administrator. Perekaman metrik tersebut turut menampilkan tingkat keberhasilan (*success rate*) 100 persen untuk seluruh skenario tugas. Implementasi perbaikan rancangan mendorong peningkatan skor SUS iterasi kedua menjadi 84,83 (*Best Imaginable*, *Grade* A+) pada kelompok masyarakat umum dan 85 (*Best Imaginable*, *Grade* A+) pada kelompok administrator. Pencapaian hasil ini membuktikan keberhasilan penerapan metode UCD melalui pendekatan iteratif dalam memproduksi rancangan antarmuka berstandar kebergunaan tinggi.

Kata kunci: Blog, Minilemon Media, *System Usability Scale*, *Usability*, *User-Centered Design*, *User Interface*, *User Experience*.

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ABSTRACT

DESIGN AND DEVELOPMENT OF THE USER INTERFACE AND USER EXPERIENCE FOR THE "MINILEMON MEDIA" BLOG PLATFORM USING THE USER-CENTERED DESIGN (UCD) APPROACH

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User interface (UI) and user experience (UX) quality demands a balance between visual aesthetics and usability levels. A multi-role blog platform like Minilemon Media involves three user roles with distinct requirement specifications, namely readers, writers, and administrators. This research implementation focuses on UI/UX design development for the Minilemon Media blog platform applying the User-Centered Design (UCD) method. The method application runs through an iterative approach across four main stages, namely understand context of use, specify user requirements, design solutions, and evaluate against requirements. The design process produces a desktop-based high-fidelity prototype operating Figma software. The evaluation stage relies on two iteration cycles utilizing the Maze platform and the System Usability Scale (SUS) questionnaire instrument. The first iteration testing records an average SUS score of 78.89 (Good, Grade B+) for the general public group and 77 (Good, Grade B+) for the administrator group. The metric recording also displays a 100 percent success rate for all task scenarios. The design improvement implementation drives an increase in the second iteration SUS scores to 84.83 (Best Imaginable, Grade A) for the general public group and 85 (Best Imaginable, Grade A) for the administrator group. This result achievement proves the success of the UCD method application through an iterative approach in producing a high-usability standard interface design.

Keyword: Blog, Minilemon Media, System Usability Scale, Usability, User-Centered Design, User Interface, User Experience.