

INTISARI

ANALISIS *USER EXPERIENCE* ELISA DENGAN MENGGUNAKAN PENDEKATAN *USER-CENTERED DESIGN* DAN METODE EVALUASI *USABILITY TESTING*

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User experience eLisa masih belum sempurna. Banyak pengguna yang masih kurang paham dan kurang puas terhadap eLisa. Pendekatan *user-centered design* dan metode *usability testing* dapat membantu mengatasi masalah yang dialami pengguna.

Pada penelitian ini, *user experience* dianalisis untuk mencari tahu, memberi solusi, dan meningkatkan *user experience* eLisa. Google Design Sprint digunakan sebagai langkah acuan dalam tahap analisis hingga pengujian. Hasil analisis eLisa lama didapatkan dari pelaksanaan *usability testing*. Rancangan serta *prototype* eLisa baru mengacu pada hasil *usability testing* eLisa lama. Pengujian dilakukan dengan melakukan *usability testing* terhadap *prototype* eLisa baru. Sebanyak lima partisipan digunakan pada setiap *usability testing*. Hasil *usability testing prototype* eLisa baru kemudian dibandingkan dengan eLisa lama.

Diperoleh tingkat kesuksesan *task scenario* eLisa baru sebesar 38,2% lebih tinggi dari eLisa lama. Hasil rata-rata nilai SUS (*System Usability Scale*) eLisa baru meningkat 59,45% lebih tinggi dari eLisa lama. Berdasarkan data yang diperoleh dari pelaksanaan *usability testing* dan nilai SUS, dapat diambil kesimpulan bahwa dengan pendekatan terhadap pengguna dan perancangan yang tepat dapat meningkatkan *user experience* eLisa.

Kata kunci : *user experience*, eLisa, *user-centered design*, *usability testing*

ABSTRACT

ANALYZING ELISA USER EXPERIENCE WITH USER-CENTERED DESIGN APPROACH AND USABILITY TESTING EVALUATION METHOD

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eLisa's user experience was still not perfect. Many users are still less understood less satisfied with eLisa. User-centered design approach and usability testing method can help to solve the problems experienced by users.

In this research, the user experience was analyzed to find out, provide solutions, and improve eLisa user experience. Google Design Sprint was used as a reference step in the analysis until testing phase. The results of previous eLisa analysis obtained from the usability testing implementation. The design and the prototype of the new eLisa refer to previous usability testing results. Testing was done by doing usability testing to the new eLisa prototype. A total five participants were used in each usability testing. The results of usability testing of the new eLisa prototype were compared to the previous eLisa.

The success rate of the new eLisa task scenario is 38,2% higher than the previous eLisa. The average SUS (System Usability Scale) value of the new eLisa increased 59,45% higher than the previous eLisa. Based on the data obtained from the implementation of usability testing and SUS, it can be that with the right approach to the users and the right design can improve the eLisa user experience.

Keyword : user experience, eLisa, user-centered design, usability testing