

## INTISARI

### **ANALISIS DAN PERANCANGAN INTERAKSI *CHATBOT* *REMINDER* DENGAN *USER-CENTERED DESIGN***

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Keberadaan teknologi yang tidak dipersiapkan untuk menghadapi interaksi dengan pengguna akan membuat *user experience* menjadi buruk. Masih banyak ditemukan *chatbot reminder* yang tidak dapat memenuhi harapan pengguna. Pendekatan *user-centered design* dapat membantu dalam mengatasi masalah yang berhubungan dengan pengguna.

Pada penelitian ini digunakan metode Google Design Sprint sebagai pendekatan *user-centered design* dalam tahapan analisis hingga pengujian. Interaksi merupakan masalah utama yang dianalisis dan diharapkan dapat meningkatkan *user experience*. Rekomendasi rancangan dan *prototype chatbot* baru mengacu pada hasil *usability testing* empat *chatbot* terpilih. Pengujian dilakukan dengan melakukan *usability testing* pada *prototype chatbot* baru. Sebanyak lima partisipan yang berbeda digunakan setiap *chatbot* pada saat *usability testing*. Hasil *usability testing chatbot* baru kemudian dibandingkan dengan *chatbot* lama.

Diperoleh skor SUS (*System Usability Scale*) *chatbot* baru sebesar 70,5. Skor tersebut meningkat sebanyak 18,4 secara rata-rata dari *chatbot* lama. Berdasarkan data yang diperoleh saat *usability testing* dan skor SUS dapat diambil kesimpulan bahwa interaksi dan pemilihan antarmuka yang tepat dapat meningkatkan *user experience* pada *chatbot*.

**Kata kunci :** interaksi, *chatbot*, *user-centered design*, *user experience*

## ABSTRACT

# ANALYZING AND DESIGNING CHATBOT REMINDER INTERACTION WITH USER-CENTERED DESIGN

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The presence of technology that is not prepared to face user interaction could worsen the user experience. There are still many chatbots reminder that can not fulfill the users' expectations. User-centered design approach can help to overcome the problems associated with the user.

In this research, Google Design Sprint as a user-centered design approach was used in the analysis until testing phase. Interaction was the main problem to be analyzed and was expected to improve the user experience. Design recommendation and prototype for a new chatbot refers to the result of usability testing of four previous chatbots. Testing was done by doing usability testing of a new chatbot. A total of five different participants were used each chatbot during usability testing. The results of usability testing of the new chatbot prototype were compared to the previous chatbots.

The result was the new chatbot has a SUS (System Usability Scale) score of 70.5. The score increase of 18.4 from previous chatbots on average. Based on data obtained from usability testing and SUS score, it was concluded that interaction and appropriate selection of interfaces could improve the user experience of chatbot.

**Keyword :** interaction, chatbot, user-centered design, user experience