

# Evaluasi User Experience dan Perancangan Ulang User Interface dengan Pendekatan User-Centered Design (Studi Kasus : Website International Office Universitas Indonesia) = User Experience Evaluation and Redesigning User Interface with User-Centered Design Approach (Case Study: International Office Website of Universitas Indonesia)

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## Abstrak

Berdasarkan Rencana Strategis Universitas Indonesia (UI) pada tahun 2020-2024, UI memiliki tujuan untuk menjadi 5 besar kampus di Asia Tenggara versi QS World Ranking. Salah satu metrik penilaian QS World Ranking adalah rasio presensi mahasiswa internasional. Jika dibandingkan dengan 5 besar universitas versi QS World Ranking 2022, rasio presensi mahasiswa asing UI terbilang masih kecil. Salah satu faktor signifikan yang dapat mempengaruhi keputusan pelajar dalam memilih universitas adalah User interface pada website universitas. UI memiliki website international.ui.ac.id yang memiliki fungsi sebagai media informasi bagi mahasiswa asing yang ingin berkuliah di UI ataupun mahasiswa UI yang ingin berkuliah di luar negeri. Berdasarkan pilot survey yang dilakukan terhadap 52 mahasiswa terhadap website international.ui.ac.id, 86% responden setuju bahwa website international.ui.ac.id masih membutuhkan perubahan di sisi interface. Penelitian ini akan membahas user experience dan perancangan ulang user interface untuk web tersebut. Terdapat enam dimensi UX yang akan diteliti, yaitu efficiency, effectiveness, usability, ease of use, satisfaction, dan error. Penelitian ini menggunakan metode user-centered design agar solusi yang dibuat sesuai dengan kebutuhan pengguna. Metode pengambilan data yaitu: performance measurement, kuesioner System Usability Scale (SUS), Single ease question (SEQ), dan Computer System Usability Question (CSUQ), Retrospective think aloud (RTA), dan Hierarchy Task Analysis (HTA). Hasil dari penelitian ini adalah penilaian User experience, rancangan desain rekomendasi website international.ui.ac.id yang sesuai dengan kebutuhan pengguna.

.....Based on the Strategic Plan of the University of Indonesia (UI) in 2020-2024, UI aims to become the top 5 campuses in Southeast Asia according to the QS World Ranking. One of the QS World Ranking assessment metrics is the international student attendance ratio. When compared to the top 5 universities according to the QS World Ranking 2022, ui's foreign student attendance ratio is still relatively small. One of the significant factors that can influence students' decisions in choosing a university is the User interface on the university website. UI has a international.ui.ac.id website that functions as an information medium for foreign students who want to study at UI or UI students who want to study abroad. Based on a pilot survey conducted on 52 students on international.ui.ac.id website, 86% of respondents agreed that international.ui.ac.id website still needs changes on the interface side. This research will discuss the user experience and redesign of the user interface for the web. There are six dimensions of UX that will be studied, namely efficiency, effectiveness, usability, ease of use, satisfaction, and error. This research uses a user-centered design method so that the solution is made according to user needs. The data collection methods are: performance measurement, System Usability Scale (SUS) questionnaire, Single ease question (SEQ), and Computer System Usability Question (CSUQ), Retrospective think aloud (RTA), and Hierarchy

Task Analysis (HTA). The result of this study is a User experience assessment, a design design of international.ui.ac.id website recommendations that suit user needs.